

BRAND GUIDELINES

Version 1 • Dec 2015

THIS GUIDE IS DESIGNED FOR ANYONE USING THE CHAMPIONS IN SCOTLAND BRAND FOR INTERNAL OR EXTERNAL COMMUNICATIONS.

Logo	3
Linear Logo	4
Exclusion Zone	5
Sizing	6
Colour Variations	7
Colour Palette	8
Correct Usage	9
Incorrect Usage	10
Headline Font	11
Body Font	12
Web Font	13
Icons	14
Photography	15
Contact	16

LOGO

THIS IS OUR NEW LOGO. IT IS DESIGNED TO REFLECT THE CONFIDENT, HARD WORKING AND POSITIVE VALUES OF OUR PROGRAMME.

The Champions in Scotland logo consists of a hexagonal marque accompanied by the Champions in Scotland logotype in a linear configuration.

The marque is made up of an outer and inner hexagon each representing the initials C and S respectively.

The colour scheme consists of a contrasting dark blue and rich yellow plus the same bright blue as parent organisation Winning Scotland Foundation.

The logo is bold, bright and contemporary.



LINEAR LOGO

A SECONDARY VERSION OF OUR LOGO HAS BEEN CREATED FOR LINEAR PLACEMENTS.

The linear version of the logo should be applied to collateral where the available space would cause the main logo to be too small or difficult to read.

The header of a website or the footer of a Powerpoint template would be an ideal place for the linear logo.



EXCLUSION ZONE

**FOR MAXIMUM STAND-OUT ALWAYS
ENSURE THERE IS SUFFICIENT SPACE
SURROUNDING THE IDENTITY.**

The logo exclusion zone is based on the measurement 'C' (the height of the letter 'C' on the logo) around the logo.

No objects, such as text, other logos, icons or graphics, may sit within the designated exclusion zone.



SIZING

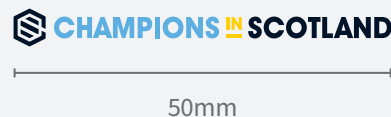
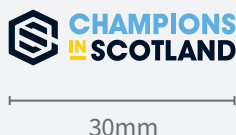
USE THESE SIZES AS A GUIDE TO ENSURE PROMINENCE AND LEGIBILITY WHEN USING THE LOGO.

In order for the identity to retain legibility and effectiveness they shouldn't be used below a certain size.

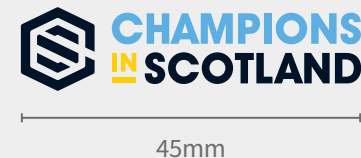
The logo should never be used any smaller than the sizes shown opposite. Our preferred minimum size, where no space restrictions apply, is 30mm.

Recommended sizes for common formats are also shown.

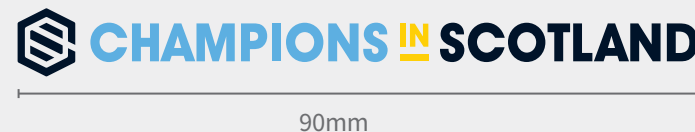
MINIMUM



A4



A3



COLOUR VARIATIONS

THE LOGO IS MADE UP OF THREE COLOURS AND SHOULD ALWAYS, WHENEVER POSSIBLE, APPEAR IN THIS FORM.

In circumstances where full reproduction is not possible the logo may be used in the other formats illustrated on this page.

1. Full colour logo for use on all applications that support 'full colour' printing. This version should also be used for all web and interactive applications.
2. A full colour version of the logo is also available for placement on dark or black backgrounds.
3. When printing is limited to one colour, our preferred usage is the white logo on a coloured background.
4. On certain occasions – or where black is the only printing colour available – a black version of the logo can be used on a white background.



COLOUR PALETTE

THE THREE COLOURS REFLECT THE PERSONALITY OF CHAMPIONS IN SCOTLAND AS A BRAND.

This is a colour palette to be used as a background on literature applications, or they can be used to highlight a specific element in a design.

The secondary palette adds versatility and a contrast to the bright primary palette.

You can also reference the RGB, CMYK and PMS versions of the colours, right, to ensure we're presenting a consistent palette across all executions.

The values to the right show the colour break downs for the Champions in Scotland colour palette.

PRIMARY PALETTE

PMS **296**
C**100** M**80** Y**52** K**68**
R**5** G**28** B**44**
051c2c

PMS **292**
C**60** M**16** Y**0** K**0**
R**101** G**178** B**233**
65b2e9

PMS **109**
C**0** M**17** Y**100** K**0**
R**255** G**210** B**0**
ffd200

SECONDARY PALETTE

PMS **423**
C**47** M**35** Y**36** K**15**
R**137** G**140** B**140**
898c8d

PMS **Cool Gray 2**
C**21** M**16** Y**18** K**1**
R**209** G**208** B**206**
d1d0ce

White
C**0** M**0** Y**0** K**0**
R**255** G**255** B**255**
ffd200

CORRECT USAGE

THE CHAMPIONS IN SCOTLAND LOGO IS DESIGNED TO BE USED ACROSS A VARIETY OF APPLICATIONS.

When choosing the best logo variation to use in a scenario, consider colour, contrast, and legibility.

Some examples of correct usage are provided to the right.

REVERSED ON BOLD COLOUR



FULL COLOUR ON LIGHT BACKGROUND



FULL COLOUR ON DARK BACKGROUND



REVERSED ON IMAGE



FULL COLOUR ON LIGHTER IMAGE



FULL COLOUR ON DARKER IMAGE



INCORRECT USAGE

WHEN USING THE LOGO, ENSURE YOU'RE NOT ALTERING, DISTORTING OR REARRANGING THE ORIGINAL.

The examples shown to the right are only a small selection of what can sometimes happen to an identity when the basic rules are ignored.

Also be considerate of which logo you choose to use in any given placement, ensuring legibility and contrast are sufficient.

DO NOT DISTORT



DO NOT USE OTHER FONTS



DO NOT USE OTHER COLOURS



DO NOT USE REVERSE ON LIGHT



DO NOT USE ON CLASHING COLOURS



DO NOT USE LOGO ON BUSY IMAGE



HEADLINE FONT

**TO REFLECT OUR CONTEMPORARY
BRAND, WE USE NOVECENTO WIDE
BOLD FOR ALL HEADLINE TEXT.**

Novecento Wide is a free font with a clean and legible profile. Novecento Wide Bold should be used for all Champions in Scotland headlines wherever possible.

For call-outs and emphasis use a contrasting colour like the example shown below.

This free font can be downloaded here:
<http://www.fontspring.com/fonts/synthview/novecento-sans>

**NOVECENTO WIDE BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

**GREAT ROLE MODELS, COMMITTED
TO ENCOURAGING YOUNG PEOPLE
TO ACHIEVE THEIR BEST IN LIFE.**

BODY TEXT SHOULD BE SOURCE SANS PRO WHICH IS A GOOD EXAMPLE OF A CLEAR AND LEGIBLE TYPEFACE.

It is very important that Source Sans Pro is used for all body text of printed items. Never change any part of the typeface by condensing or expanding text.

Other weights are available in this typeface and can be used if appropriate for the purpose. Italic versions of the typefaces shown can also be used.

This free font can be downloaded here:
<http://www.fontsquirrel.com/fonts/source-sans-pro>

Source Sans Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL SHOULD BE THE FIRST CHOICE FOR ALL WEB BASED AND SCREEN PRESENTATIONS SUCH AS POWERPOINT.

It's not always feasible to use Source Sans Pro across the web, Word, Powerpoint and other applications. Thus, it's necessary to define a standardised web font that's installed on all computers and can be used for situations where Source Sans Pro is not available.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ICONS

A SUITE OF ICONS HAS BEEN CREATED TO REPRESENT SOCIAL MEDIA CHANNELS.

Along with the main social media channels there are three additional icons to use.

Quote Icon

Can be used online or in publications to signify quotes, testimonials or significant passages of copy.

Direction Icon

This icon could be used on interactive publications or online for call-to-action buttons or elements of user interface.

Download Icon

Can predominantly be used online to represent a download link.



THE PHOTOGRAPHIC STYLE SHOULD REPRESENT THE PROGRAMME AND IT'S AIMS AND OBJECTIVES.

The images should feel fun, show some kind of interaction and have a sense of optimism.

A selection of images from the library are shown here to give you a feel of the style required.

Please also ensure the image files are of a high enough resolution for the purpose they are intended.



CONTACT

**IF YOU REQUIRE ANY FURTHER
INFORMATION PLEASE USE THE
CONTACT DETAILS BELOW.**

Champions in Scotland

Winning Scotland Foundation

ELS House

555 Gorgie Road

Edinburgh

EH11 3LE

T: 0131 455 9750

E: info@winningscotlandfoundation.org

championsinscotland.com

Creative Enquiries

For questions regarding the branding or
design please contact:

T: 07899 848161

E: nick@popgraphic.co.uk