



Scottish
Environment
LINK

Logo Guidelines

Logo

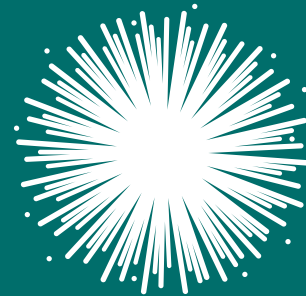
Colour Variations

It is preferable to always use the full colour version of the logo. Where there are specific printing requirements, different versions of the logo are available. For reversed printing, spot colour printing and black and white printing.

A logo pack is available which contains all of these formats for print and a range of formats for display on the web.



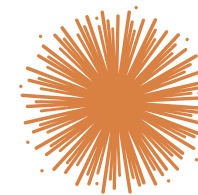
Scottish
Environment
LINK



Scottish
Environment
LINK



Scottish
Environment
LINK



Scottish
Environment
LINK

Logo

Usage

Placement

The logo should be placed in the top left or right of cover designs for all collateral.

Exclusion zone

The minimum space all round the logo would be the height of the letter S in the logo at the size it is being used on the document.

Sizes

The minimum size is 30mm

A5 - 30mm

A4 - 40mm

A3 - 56mm

A2 - 80mm

A1 - 115mm



Exclusion Zone



Minimum size



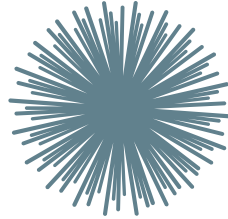
Colour

Colour Codes

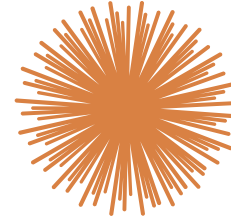
These are the only colours which should be used in our communications materials. Colour breakdowns are given for printing and for web use.



Pantone 568 C
C87 M32 Y53 K23
R0 G110 B107
#006e6b



Pantone 5425 C
C64 M36 Y34 K15
R97 G129 B141
#61818d



Pantone 157 C
C13 M56 Y78 K2
R217 G129 B67
#d98143