



Scottish Government
Riaghaltas na h-Alba
gov.scot

IDENTITY GUIDELINES

2016

GUIDANCE NOTES

The following notes provide guidance on use of the Scottish Government corporate logo. Following this guidance will ensure that the correct version of the logo is used, based on size and format.

QUESTIONS

If you are unsure of which version of the logo is to be used or if you have a particular scenario to be discussed please contact:
scottishgovernmentlogo@gov.scot

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WHICH LOGO TO USE

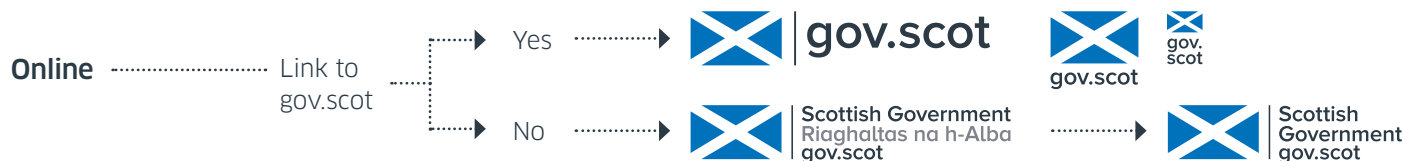
For publications under the control of the Scottish Government the master logo should always be used.

On other publications the space available will decide which logo should be used.

If the space available is insufficient to use the master logo at its minimum size, move down the hierarchy until you have a logo that works for the space available:

1. Master logo (saltire, English, Gaelic, gov.scot)
2. Secondary logo (saltire, English, Gaelic)
3. Tertiary logo (saltire, English, gov.scot)
4. Quaternary logo (saltire, English) or (saltire, gov.scot)

If there are any special circumstances which would mean moving away from this hierarchy please contact: scottishgovernmentlogo@gov.scot



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Which logo to use

MASTER LOGO

This is the main Scottish Government logo for printed or offline materials.



Dual language linear gov.scot

LOGO SIZING – MASTER LOGO

Consideration has been given to the size of the master logo. Please follow the sizing guide shown here:



Logo on A4 to measure 73mm wide



Logo on A5 to measure 60mm wide



Logo on A6 to measure 49mm wide



Minimum size of logo 40mm wide

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Logo sizing – master logo

SECONDARY LOGO

There are scenarios where the master logo may not be suitable, for example due to available space resulting in the wording becoming too small to be legible.



Scottish Government English & Gaelic

LOGO SIZING – SECONDARY LOGO

Consideration has been given to the size of the logo. Please follow the sizing guide shown here:



Logo on A4 to measure 67mm wide



Logo on A5 to measure 55mm wide



Logo on A6 to measure 45mm wide



Minimum size of logo 45mm wide

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Logo sizing – secondary logo

TERTIARY LOGO

If the space available for the secondary logo will result in the logo being reproduced in a format where not all the elements are legible, you can use this version:



.....
Scottish Government gov.scot

LOGO SIZING – TERTIARY LOGO

Consideration has been given to the size of the logo. Please follow the sizing guide shown here:



Logo on A4 to measure 54mm wide



Logo on A5 to measure 44mm wide



Logo on A6 to measure 36mm wide



Minimum size of logo 30mm wide

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Logo sizing – tertiary logo

QUATERNARY LOGO

If the space available for the tertiary logo will result in the logo being reproduced in a format where not all the elements are legible, you can choose from one of the following versions:



Scottish Government linear



Scottish Government stacked



gov.scot

LOGO SIZING – QUATERNARY LOGO

Consideration has been given to the size of the logo. Please follow the sizing guide shown here:



Logo on A4 to measure 55mm wide



Logo on A5 to measure 45mm wide



Logo on A6 to measure 37mm wide



Minimum size of logo 20mm wide

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Logo sizing – quaternary logo

ONLINE LOGO

When the Scottish Government logo is to be displayed online it should appear in the following format:



When the logo is hyperlinked to a relevant page within www.gov.scot web address.

Or when the logo is included in the email signature of those with a gov.scot email address.



When the logo is not hyperlinked or does not redirect to a page within www.gov.scot web address.



If space doesn't permit using the master logo, please use the tertiary version above.



When the logo is to be displayed as an avatar.

LOGO COLOUR VARIATION

The preferred colour scheme is blue and grey produced using Pantone (PMS) colours, however, for flexibility, the logo can also be used in monotone.



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Logo colour variations

EXCLUSION ZONE

Measure minimum space around the saltire and type using the triangular shape from the saltire at the set size on the master logo.



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Exclusion zone

LOGO POSITIONING

Consideration has been given to the position of the logo. The logo positioning preference is top right or bottom right, please follow the positioning guide shown here:



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Logo positioning

LOGO POSITIONING WITH PARTNER LOGOS

When positioning the Scottish Government logo with a partner logo, please use the exclusion zone as shown here:



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Logo positioning with partner logos

BRAND HIERARCHY

Shown here are examples of how to position the Scottish Government logo with a supporting partner logo (a), or when the publication originates from a partner organisation (b).

(a)



(b)



EMAIL SIGNATURE



John Smith
Designated title
Department
T: Landline phone number
M: Mobile number (if required)
#Twitter handle

Scottish Government
St Andrew's House
Regent Road
Edinburgh EH1 3DG

TYPEFACES

The corporate typeface Clan should be used on all printed communications and publications, the only exception to this is communication material produced in-house on PC-based platforms. In this case, the secondary typeface Arial should be used.

CORE COMMUNICATIONS TYPEFACE

CLAN NEWS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£\$%&*()

CLAN MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£\$%&*()

CLAN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£\$%&*()

CLAN BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£\$%&*()

SUPPORTING TYPEFACE

ARIAL REGULAR

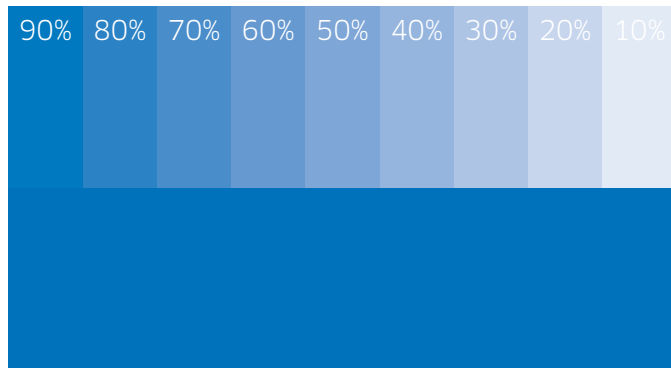
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£\$%&*()

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£\$%&*()

COLOUR PALETTE

The master colours for the Scottish Government gov.scot logo are blue and grey.



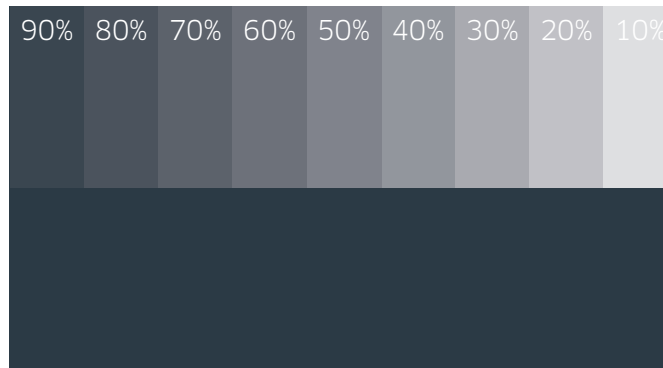
PMS 300

CMYK: C99, M51, Y0, K0

RGB: R0, G101, B189

RAL: 5015

HEX: #0065bd



PMS 432

CMYK: C78, M61, Y49, K50

RGB: R51, G62, B72

RAL: 7024

HEX: #333e48

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Colour palette

CONTACT

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Thank you

