



**Scottish Government**  
Riaghaltas na h-Alba

**IDENTITY GUIDELINES**

December 2022

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## 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.

## SUPPLY OF LOGOS EXTERNALLY

Scottish Government logos should only be supplied externally where the use of the logo has been approved. Logos should then be provided solely for that approved purpose as “single use only”. Scottish Government logos cannot be retained for subsequent use without the explicit permission of the appropriate business area.

If you have any questions regarding this, please contact:  
[scottishgovernmentlogo@gov.scot](mailto:scottishgovernmentlogo@gov.scot)

## 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](mailto:scottishgovernmentlogo@gov.scot)

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## WHICH LOGO TO USE OFFLINE

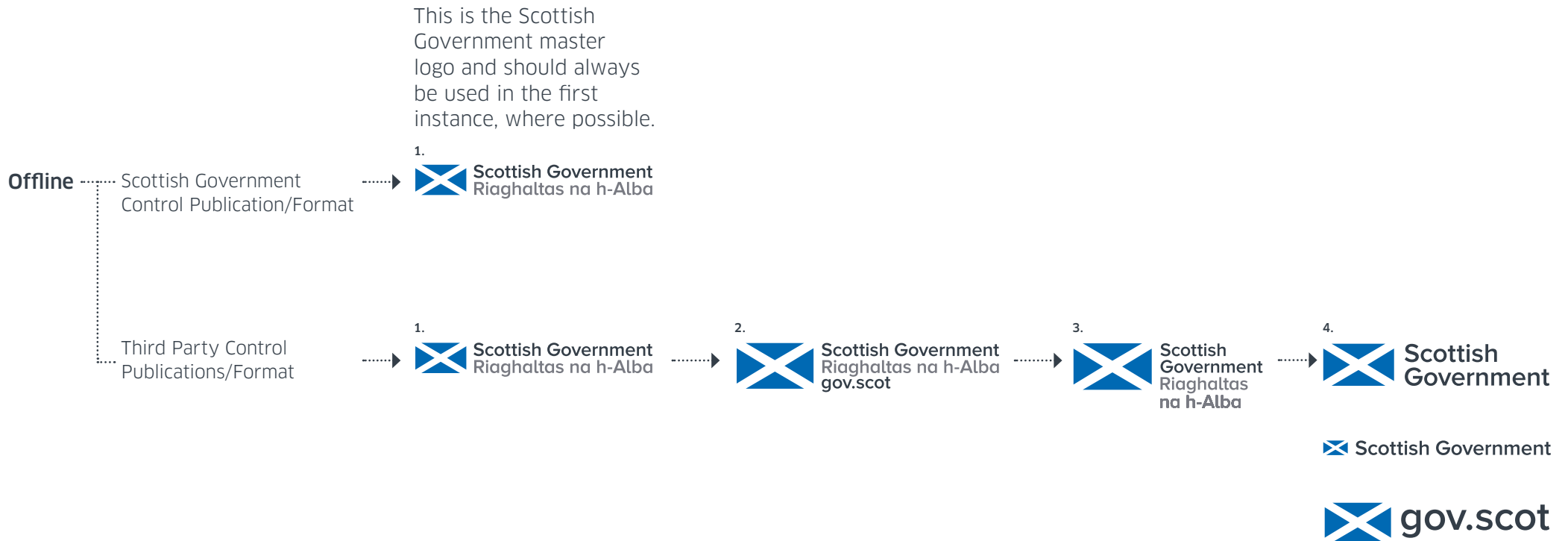
For publications under the control of the Scottish Government the master logo should always be used.

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)
2. Secondary logo (saltire, English, Gaelic, gov.scot)
3. Stacked logo (saltire, English, Gaelic)
4. Simplified 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](mailto:scottishgovernmentlogo@gov.scot)



## WHICH LOGO TO USE ONLINE

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

This is the Scottish Government master logo and should always be used in the first instance, where possible.



When the logo is not hyperlinked or does not redirect to a page within [www.gov.scot](http://www.gov.scot) web address.

When the logo is hyperlinked to a relevant page within [www.gov.scot](http://www.gov.scot) web address.

When the logo is to be displayed as an avatar.



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

## IDENTITY

Which logo to use online

## MASTER LOGO

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



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Dual language linear

## 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

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Logo on A5 to measure 60mm wide

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Logo on A6 to measure 49mm wide

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Minimum size of logo 40mm wide

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## IDENTITY

Logo sizing – master logo

## SECONDARY LOGO

There will be some scenarios where there is a need to communicate the gov.scot corporate website or if the logo is used in relation to online/digital activity.



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Scottish Government English & Gaelic, gov.scot

## 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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### IDENTITY

Logo sizing – secondary logo



## STACKED LOGO

If the space available for the master logo will result in the logo being reproduced in a format which does not meet the minimum size requirement, you can use this stacked version:



Scottish Government English and Gaelic

## LOGO SIZING – STACKED 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

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Logo on A5 to measure 44mm wide

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Logo on A6 to measure 36mm wide

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Minimum size of logo 30mm wide

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### IDENTITY

Logo sizing – stacked logo

## SIMPLIFIED LOGO

If the space available for the stacked logo will result in the logo being reproduced in a format which does not meet the minimum size requirement, you can choose from one of the following simplified versions:



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Scottish Government linear

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Scottish Government simplified

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gov.scot

## LOGO SIZING – SIMPLIFIED 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

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Logo on A5 to measure 45mm wide

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Logo on A6 to measure 37mm wide

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Minimum size of logo 20mm wide

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### IDENTITY

Logo sizing – simplified logo

## 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.



## EXCLUSION ZONE

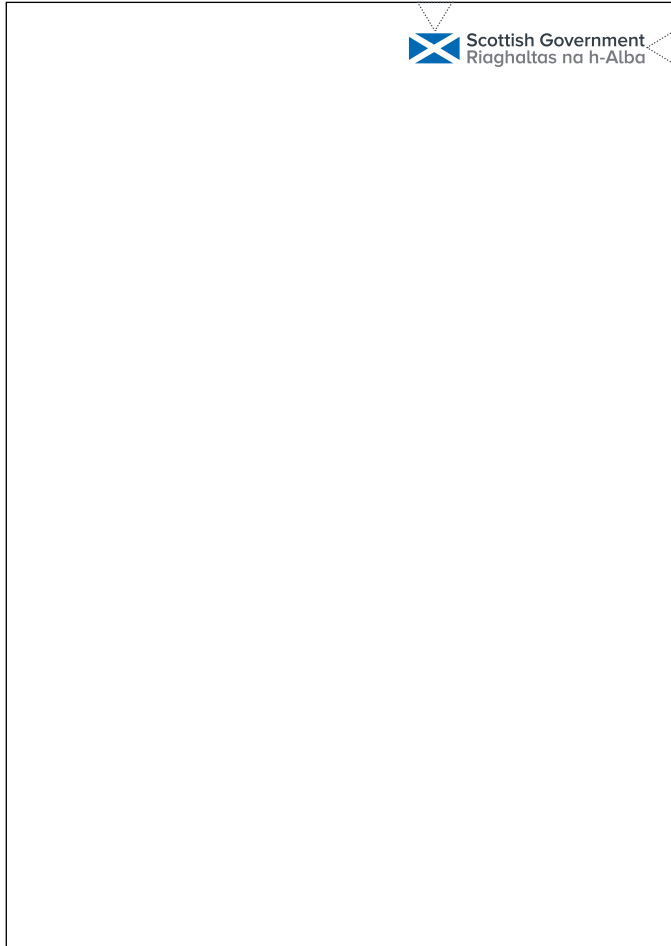
Measure minimum space around the saltire and type using the triangular shape from the saltire at the set size on the master logo.



## 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:

(a)



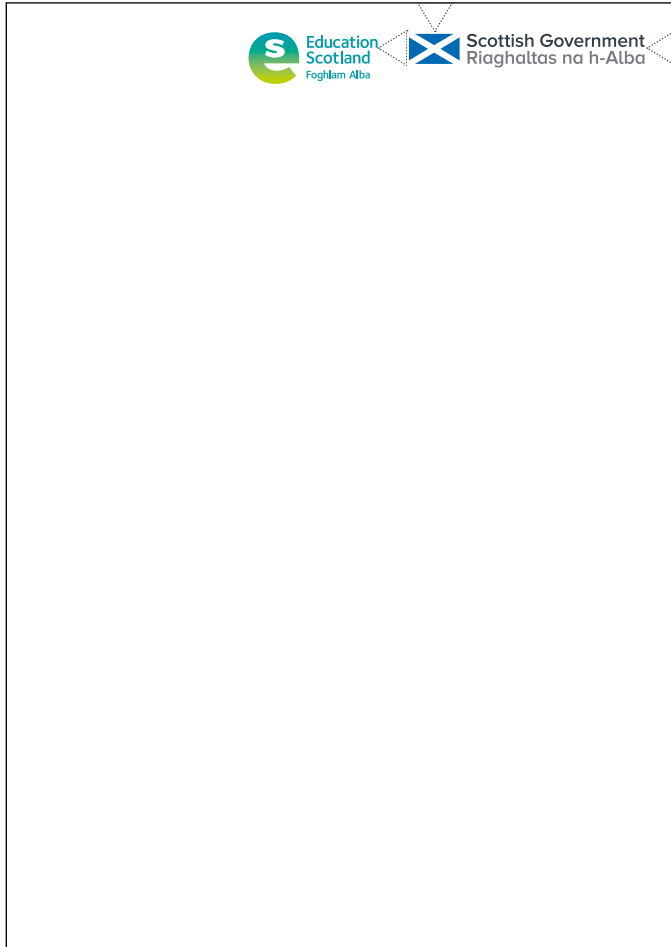
(b)



## LOGO POSITIONING WITH PARTNER LOGOS

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

(a)



(b)



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### IDENTITY

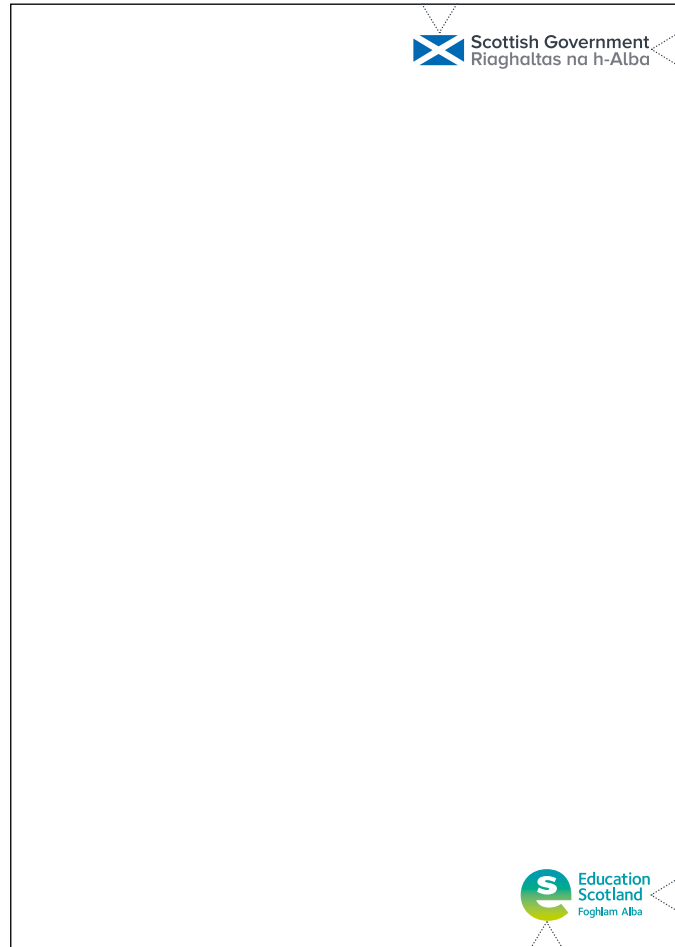
Logo positioning with partner logos



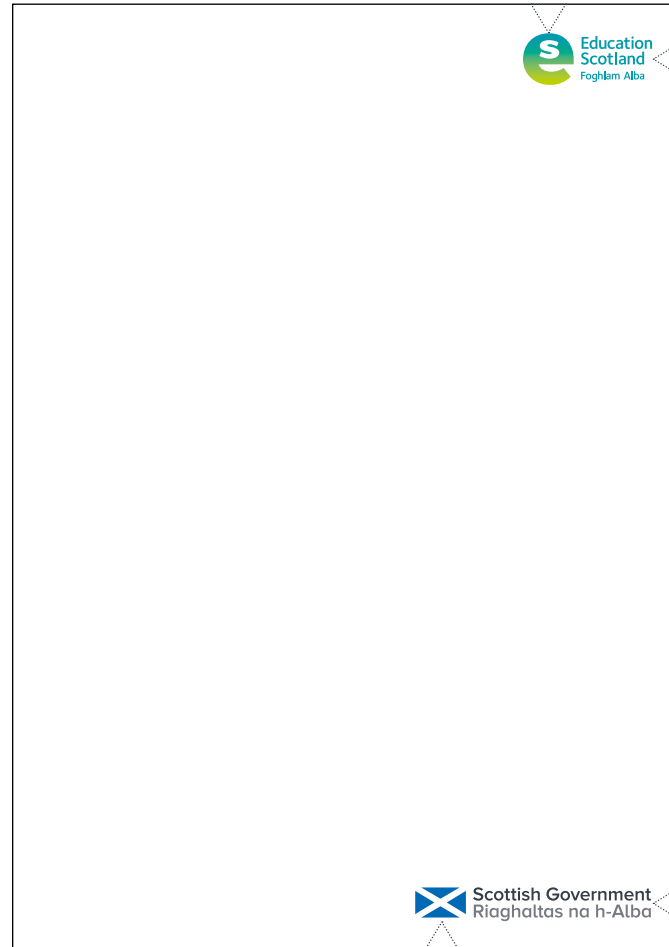
## BRAND HIERARCHY

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)



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### IDENTITY

Brand hierarchy

## EMAIL SIGNATURE

.....  
[Name] [Pronouns – if desired] | [Job title]

[Team name] | [Directorate] | Scottish Government

Mobile: 07XX XXX XXXX | Office telephone: 0XXX XXX XXXX | Email: firstname.surname@gov.scot | [Insert working pattern here if required]



Scottish Government  
Riaghaltas na h-Alba

.....  
**IDENTITY**

Email signature

## 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

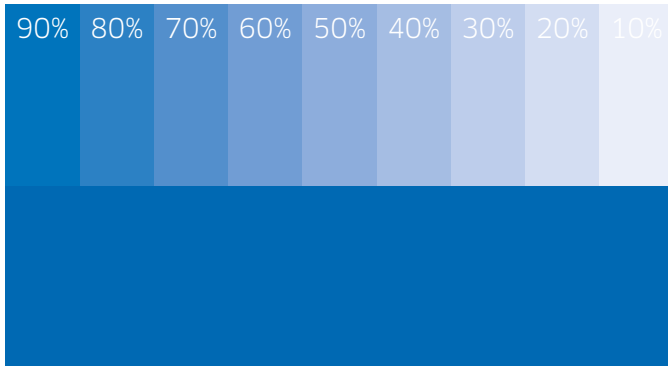
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890£\$%&\*()

#### ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890£\$%&\*()

## COLOUR PALETTE

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



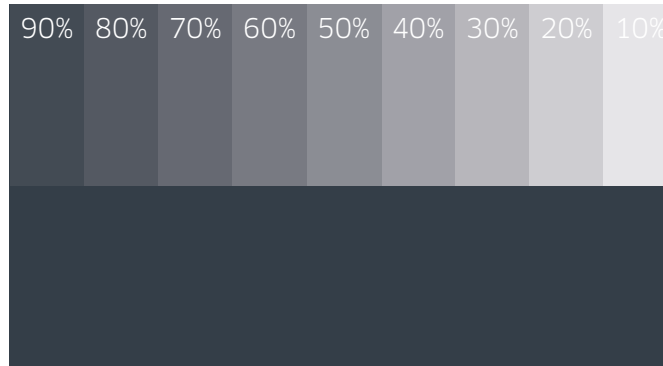
### PMS 300

**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

## CONTACT

If you are unsure of which version of the logo is to be used or if you have a particular scenario to discuss please contact:  
[scottishgovernmentlogo@gov.scot](mailto:scottishgovernmentlogo@gov.scot)

# Thank you

