Scottish Government
Portfolio Brands

Net Zero
Scotland
Scottish
Government

Safer
Scotland
Scottish
Government

Healthier
Scotland
Scottish
Government

Fairer
Scotland
Scottish
Government

One
Scotland
Scottish
Government

Smarter
Scotland
Scottish
Government

IDENTITY GUIDELINES
September 2022

GUIDANCE NOTES

The following notes provide guidance on use of the Scottish Government Portfolio Brand logos. Following this guidance will ensure that the correct version of the logos are 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

QUESTIONS

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

CONTENTS

Master Logos

Consideration has been given to the size of the logos to be used for each execution. Please follow the sizing guide shown on page 05.

Net Zero Scotland
Scottish Government

Net Zero Scotland

Safer Scotland
Scottish Government

Safer Scotland

Healthier Scotland
Scottish Government

Healthier Scotland

Fairer Scotland
Scottish Government

Fairer Scotland

One Scotland
Scottish Government

One Scotland

Smarter Scotland
Scottish Government

Smarter Scotland

LOGO COLOUR VARIATION

The preferred colour scheme is blue and grey produced using Pantone (PMS) colours or CMYK, however, for flexibility, the logos can also be used in monotone. All master colour pantone references can be found on page 9.

BACKGROUND IMAGES

Where possible avoid placing the logo on a background image. Where necessary, please ensure it is clear and legible using the version with a white keyline around the icon. If you require us to review an option please contact us on scottishgovernmentlogo@gov.scot

LOGO EXCLUSION ZONES

Use double the height of the capital letter S from the word Scotland to give an accurate space around the logo. The Net Zero Scotland logo is being used as an example here but the same applies to all logos that are covered by this document.

LOGO SIZING

Consideration has been given to the size of the logos. Please follow the sizing guide shown here. The Healthier Scotland logo is being used as an example here but the same applies to all logos that are covered by this document.

Logo on A4

Scotland to measure 29.5mm wide

Minimum size of full logo suitable for use on A5

Scotland to measure 26.5mm wide
(This is the minimum size for this logo style)

Reduced logo should be used on A6

Scotland to measure 19mm wide

Minimum size of reduced logo

Scotland to measure 14mm wide

LOGO SIZING FOR LARGER FORMATS

The sizes given represent the minimum size of the word Scotland in each case. For formats not shown please use the closest format size match below as a guide.

A3	42mm
A2	59mm
A1	84mm
A0	119mm

POSTERS

4 sheet	150mm
6 sheet	180mm
12 sheet	305mm
16 sheet	305mm
32 sheet	406mm
48 sheet	600mm
64 sheet	810mm
96 sheet	900mm

BUS SIDES

T-sides	300mm
L-side	300mm
Centre stem	300mm
Super rear	170mm

DISPLAY MATERIALS

Nomadic stand	280mm
Pop up banner	280mm

LOGO POSITIONING

Consideration has been given to the position of
the logo. The logo positioning preference is
bottom right, please follow the positioning guide
shown here. The Net Zero Scotland logo is being
used as an example here but the same applies
to all logos that are covered by this document.

LOGO POSITIONING WITH PARTNER LOGOS

When positioning a logo with a partner logo OR Logos please use the exclusion zones as shown here. The Net Zero Scotland logo is being used as an example here but the same applies to all logos that are covered by this document.

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 portfolio logos 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

Thank you