



Branding Guidelines

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Designs created by Brand Satellite: <https://brandsatellite.co.uk>

Introduction

This document shows you how to use the branding elements for the Scotland Loves Local campaign. We encourage you to use these elements. The more people see consistent branding the more they will think local first.

Why consistent branding is important

Our society is becoming more knowledgeable and therefore more critical about the image organisations are portraying. They have higher expectations than ever before and, with it, a lower tolerance for anything that is below par.

An organisation's branding is essentially the organisation's image. Establishing a branding should address everything, from the logo, to business cards and stationery, to premises and vehicle livery, to websites, emails and social media, to marketing materials and advertising. Every single publication produced should maintain a coherent look and feel.

Unlike your 'brand' - which resides within the hearts and minds of customers, and is the sum total of their experiences and perceptions - your 'branding' is something you have complete control over.

And the most important thing branding gives you is consistency.

Consistency breeds familiarity. If your target audience becomes familiar with your branding, you will have to spend less money getting them to recognise you in the crowd of messages they see every day.

Familiarity breeds trust. When something becomes more familiar to somebody, they are more likely to trust it. And trust is the biggest thing people cite when they talk about their favourite brands.

Trust breeds confidence. If people are confident about your brand, they are much more likely to part with their money.

And confidence breeds advocacy. This is where you want to get to. You want your customers to be so confident in your brand, that they tell others about it. You want them to be selling your brand for you.

Explaining technical terms

The following terms are found throughout this document. You may already be familiar with them, but for the benefit of those who aren't, below is a brief explanation.

EPS: An EPS or Encapsulated PostScript is a standard graphics file format. As these files are vector based (use geometrical primitives such as points, lines, curves, and shapes), which means they can be enlarged without any loss of detail. Please note: EPSs can't be opened/viewed on all computers, but should be used when creating printed materials, using professional design software.

JPEG: A JPEG is a compressed image file format. JPEG images are not limited to a certain amount of colour, like GIF images are, and therefore the best format for compressing photographic images. JPEGs are cross platform, meaning the same file will look the same on both a Mac and PC.

PNG: Pronounced "ping", PNG is the Portable Network Graphics format, a format for storing bitmapped (raster) images on computers. The PNG image format is designed to work well in online viewing applications like web browsers and is widely supported by graphics programmes, including Adobe Photoshop, Corel's Photo-Paint and Paint Shop Pro. The logo.png files supplied in this brand toolkit have transparent backgrounds, so can be used on colour or picture backgrounds.

dpi: Dots per inch (DPI) is a measure of spatial printing or screen dot density, in particular the number of individual dots that can be placed in a line within the span of 1 inch. High quality printing is usually done at 300dpi, whilst web based imagery is traditionally 72dpi.

CMYK: Short for Cyan, Magenta, Yellow, Key/Black, CMYK is the standard colour model used in printing for full-colour documents. All colours can be made by mixing differing percentages of these four process colours. Because such printing uses inks of these four basic colours, it is often called four-colour printing.

Explaining technical terms

RGB: The Red, Green, Blue (RGB) colour model is an additive colour model in which red, green, and blue light are added together in various amounts to reproduce a broad array of colours. The main purpose of the RGB colour model is for the representation of colours and the display of images in electronic systems, such as televisions, computer screens, tablets and mobile phones, though it has also been used in conventional photography.

HEX: Hexadecimal colour codes are used within HTML for defining colours on web pages. Hexadecimal colour codes are made up of six characters consisting both the numbers from 0-9 and the letters from A-F.

Font: A font is traditionally defined as a complete character set within a typeface, often of a particular size and style. Fonts are also specific computer files that contain all the characters and glyphs within a typeface.

Leading: Leading is the distance between two baselines of lines of type. The word 'leading' originates from the strips of lead hand-typesetters used to use to space out lines of text evenly. The word leading has stuck, but essentially it's a typographer's term for line spacing.

Logo - Master



The Scotland Loves Local master logo should be used wherever possible.

The size and relationship of these components is fixed and should not be altered.

The logo is available as a CMYK EPS, 300dpi CMYK JPEG, 72dpi RGB JPEG and 150dpi PNG from the Scotland Loves Local Branding Toolkit, which can be accessed through the 'campaign toolkit' link on: <https://lovelocal.scot/how-to-get-involved/>

Logo - Social Media Icons



The Scotland Loves Local icon or roundel should be used for social media profile images.

The icon and roundel are available as a CMYK EPSs, 300dpi CMYK JPEGs, 72dpi RGB JPEGs and 150dpi PNGs from the Scotland Loves Local Branding Toolkit, which can be accessed through the 'campaign toolkit' link on:

<https://lovelocal.scot/how-to-get-involved/>

Colour Palette - Print



CMYK: 88.57.0.0



CMYK: 40.3.10.0

Colour Palette - Digital



RGB: 29.101.175
HEX: #1d65af



RGB: 164.213.228
HEX: #a4d5e4

Tip: Changing text to the correct RGB colour in Word and Powerpoint documents (same applies to table backgrounds and borders):

- 1) Highlight the text
- 2) Click on the extra option drop down next to the text colour icon
- 3) Select 'More Colours' option
- 4) Select 'Custom' tab
- 5) Type in the values

When designing for online or electronic communications, use either the HEX codes or RGB breakdowns from the Scotland Loves Local colour palette.

Please note: Consistent reproduction of the colours cannot be ensured from one screen to the next.

Typefaces

Candy Chicks

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Scotland Loves Local

The font used for headlines is the same font used in the logo: Candy Chicks.

The font should be used in white on a blue panel (see 'Using people images').

When creating a headline that goes onto two lines, the leading (line spacing) should be the same height as the font size. For example, if the font size is 24pt, then the leading should be 24pt.

The Candy Chicks font is available from the Scotland Loves Local Branding Toolkit, which can be accessed through the 'campaign toolkit' link on: <https://lovelocal.scot/how-to-get-involved/>

Please note: The license purchased for this font is for the Scotland Loves Local campaign only. Do not use the font for any other purpose.

Typefaces

Open Sans Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Open Sans Semi Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The font used for text is Open Sans Regular.

The font used for endlines and the lovelocal.scot web address is Open Sans Semi Bold.

The Open Sans Regular and Open Sans Semi Bold fonts are available from the Scotland Loves Local Branding Toolkit or can be downloaded from Google Fonts.

Facebook/Twitter/LinkedIn images for you to use

Reasons why #ScotlandLovesLocal #1:



We have provided the ten reasons as Facebook, Twitter and LinkedIn images.

Two versions of each have been created; one with Scotland Loves Local branding only; and one with space to add your own local branding.

The images are available from the Scotland Loves Local Campaign Toolkit, which can be accessed through the 'campaign toolkit' link on:

<https://lovelocal.scot/how-to-get-involved/>

Reasons why #ScotlandLovesLocal #1:



Making your own Facebook/Twitter/LinkedIn images



Local people are the heroes of the Scotland Loves Local campaign.

So, we have provided layered PSD template files of Facebook/Twitter/LinkedIn images for you to personalise with your own images of local people.

The template contains a placemaker image. The ten reasons hearts are available, plus a blank one, if you want to add your own reason.

These templates can be edited using Photoshop, Pixlr, Canva or similar software.

The graphics are available from the Scotland Loves Local Campaign Toolkit, which can be accessed through the 'campaign toolkit' link on:

<https://lovelocal.scot/how-to-get-involved/>

