



# Visual Identity Guidelines

# Introduction



## The Voice of the Sector

Colleges Scotland supports the sector by ensuring that its views are heard and interests represented.

We do this by:

- Campaigning for colleges, their staff and learners to policy makers
- Informing the public policy debate
- Influencing funders to secure the best possible outcome for the sector
- Securing strong parliamentary and media representation
- Building future governance and leadership capacity
- Providing analysis, information and professional advice to our members on relevant, current and emerging issues.

The visual identity of Colleges Scotland matters. It encapsulates in a visible way, who we are and what we stand for. Only by being consistent in its use we can effectively and positively reinforce the quality of our work and our commitment to our core values:

- Integrity
- Passion
- Responsiveness
- Imagination
- Leadership
- Confidence

Any queries relating to this document or the application of Colleges Scotland Visual Identity should be addressed to:

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Web: [www.collegesscotland.ac.uk](http://www.collegesscotland.ac.uk)

# The Logo

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## This is the Colleges Scotland corporate logo:

Use of this logo must be consistent at all times. To maintain the integrity of the visual identity, the configuration of the Colleges Scotland logo must not deviate from that shown above. The logo must never be modified in any way and it must be used as a single graphic unit in its entirety; no element of the logo should be used separately. The logo must appear on all Colleges Scotland communications.



## Clear space

The clear space around the logo is the minimum area which must be left free from text or other graphic elements in order to preserve the visual integrity of the logo. The minimum required clear space is defined by the measurement 'x' (equal to the height of the lower case letters. The width is equal to the height.).

# The Logo

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## Logo Size – Preferred Size

The preferred size for reproducing the Colleges Scotland logo on printed materials is 25% of page width.  
e.g. for A4 at width 210mm, the preferred size is 52.5mm width.



## Logo Size – Minimum Size

The minimum size for reproducing the logo on printed materials is 25mm width.

# The Logo

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Full Colour



White on solid Pantone 326-1



Mono

## Colour Variants

The full colour variant should be used on white backgrounds, light background colours or light shaded photographic backgrounds where colour printing is available and where background colours don't interfere with or obscure the logo colours.

The white variant should be used on dark backgrounds and dark shaded photographic backgrounds where colour printing is available. It should also be used on dark backgrounds and dark shaded photographic backgrounds where single colour (black) printing only is available.

The mono variant should be used on white backgrounds, light background colours or light shaded photographic backgrounds where single colour (black) printing only is available.

# The Logo

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## Incorrect Usage



distorted shape



Incorrect orientation



Part logo



Part logo



Colour altered



Additional element added



Rearranged



Enclosed within shape

The Colleges Scotland logo is a fixed item. Do not change either colour or shape, ammend, add to, subtract from, use in part, or rearrange in any way.

# The Logo

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## Logo Packs

Logo packs are available for download from:

[www.collegesscotland.ac.uk/logopack](http://www.collegesscotland.ac.uk/logopack)

The logo pack contains files in the following formats:

- .eps** A vector-based file format which is scalable without loss of quality.  
This file format should be used as a first preference for all printed materials.
- .jpg** A 300 dpi version suitable for print and a small web optimised version are included.
- .png** A web-sized version with a transparent background for use against non-white website backgrounds.

# Colour



## Colleges Scotland Corporate Colours

Colleges Scotland primary corporate colours are:

Pantone DE 193-3 C, Pantone DE 302-1 C and Pantone DE 326-1 C



Pantone DE 193-3C  
CMYK 70,60,0,10  
RGB 92,98,163  
WEB #5C62A3



Pantone DE 302-1C  
CMYK 35,0,100,0  
RGB 188,207,0  
WEB #BCCF00



Pantone DE 326-1C  
CMYK 90,75,75,0  
RGB 62,76,77  
WEB #3E4C4D

## Secondary Palette

The secondary palette consists of four colours intended to be used, as needed, to add additional colour to the pages of corporate publications.



Pantone DE 237-6 C  
CMYK 50,5,15,10  
RGB 127,185,200  
WEB #7FB9C8



Pantone DE 161-4 C  
CMYK 25,60,0,5  
RGB 190,122,174  
WEB #BE7AAE



Pantone DE 306-6 C  
CMYK 40,30,60,0  
RGB 171,165,119  
WEB #ABA577



Pantone DS 98-4 C  
CMYK 0,70,50,5  
RGB 228,104,102  
WEB #E46866



# Typefaces

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## Typefaces

Hypatia Sans Pro – Used for titles and headlines on corporate level documents and publications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Humanist 777 BT – Used for body text on corporate level documents and publications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Arial – Used for in-house documents as both title and body text, and when Hypatia Sans Pro and Humanist 777 BT are unavailable.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



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