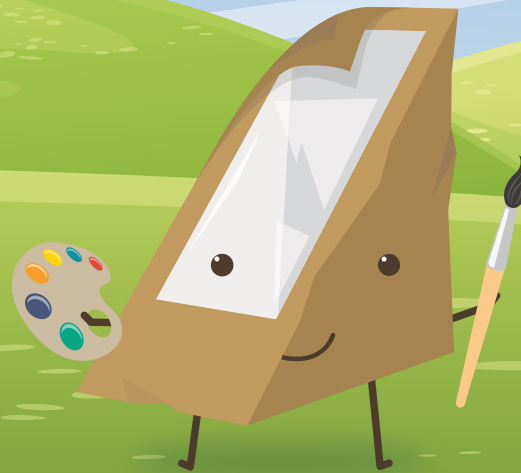


Keep Scotland Beautiful Brand Guidelines



Our logo

Master logo

The glowing saltire represents the optimism and ambition Keep Scotland Beautiful embodies toward a clean, green and sustainable Scotland.

Our logo looks best with white space around it. Allow the height of the K around the logo.

No text, partner logos, or other page marks should creep into this space.

Logo should always be shown in full colour on a white background.

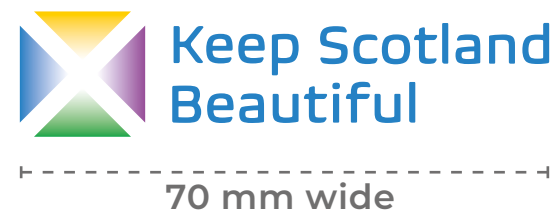


Minimum sizing

Don't use the logo at a size any smaller than the minimum size for print or digital.

The minimum size ensures that we meet accessibility requirements across print and digital.

Print minimum



Our strapline

Your charity for Scotland's environment

Where appropriate, the Keep Scotland Beautiful strapline should be used.

It should appear on the opposite side to the logo on the cover of all materials as part of a branded header or footer and aligned with the middle of the Keep Scotland Beautiful logo.

It should not be used on its own or in combination with any other logo.

The font should always be Montserrat Semi-bold.

Minimum size for the strapline on printed materials is 12pt.

It should always appear in KSB blue.



Logo positioning

Corporate materials

On corporate documents like reports, pitches and our annual review, the Keep Scotland Beautiful logo should be applied to the top left with our strapline opposite.

Campaign materials

On campaign materials like leaflets, posters and information documents, the Keep Scotland Beautiful logo can be applied to the bottom left with the strapline opposite.

Partnership materials

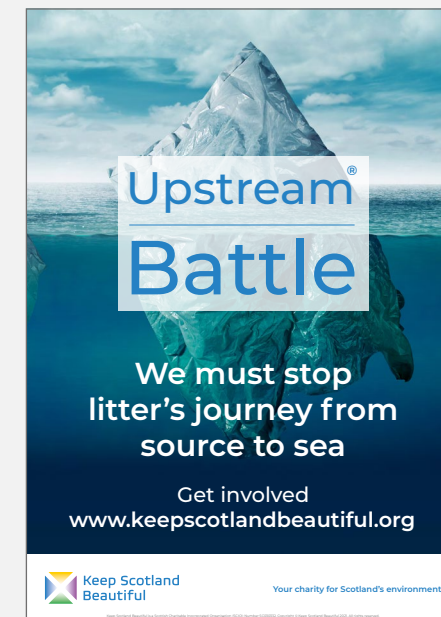
If Keep Scotland Beautiful is the lead partner, the logo must be applied to the top left corner and the partner logos applied on the bottom right of the document.

Where there is equal partnership the Keep Scotland Beautiful logo should preferably be to the very left of all the logos.

Corporate



Campaign



Lead Partnership



Equal Partnership



Video

Our videos

On the video beginning and end slides, the Keep Scotland Beautiful logo should be applied to the top left with our strapline opposite. Titles should be clear and a web address shown.

Partnership materials

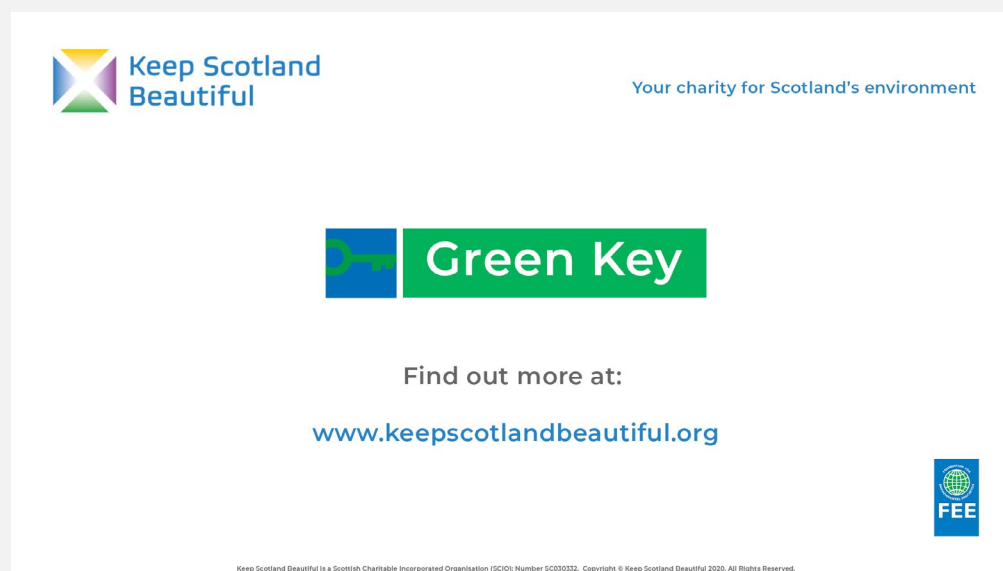
If keep Scotland Beautiful is the lead partner, the logo must be applied to the top left corner and the partner logos applied on the bottom right of the video.

Where there is equal partnership the Keep Scotland Beautiful logo should preferably be to the very left in a row of logos.

Video beginning and end slides



Partner video beginning and end slides



Social media

Size and branding

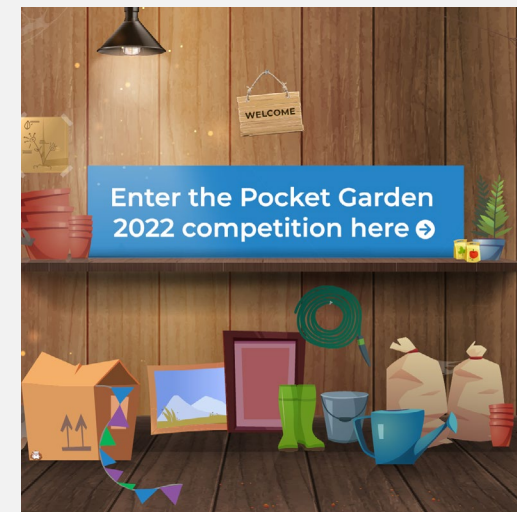
Social media posts sized at 1080px by 1080px work well on all platforms (Facebook, Twitter, Instagram and LinkedIn).

If the social media posts are for internal use. No branding has to be applied.

If the social media card is to be distributed outside of the organisation, correct branding must be applied.

Internal use

Impact Report 2020-2022



External use



Typography

Corporate materials

Montserrat is the primary font to be used within all printed and digital material including our website.

Keep typography simple. Do not overcrowd layouts and do not use too many type sizes. By limiting the number of sizes, more cohesive layouts can be achieved.

Blue from our palette should be used for headings and grey for body text.

Montserrat regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat semi-bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Colours

Our palette

The Keep Scotland Beautiful colour palette is bright, positive and vibrant. Informed use of white space is also very important - by using it well we become more considered, uncluttered and engaging.

Core colours



CMYK:
80% 40% 0% 0%

RGB:
36 132 198

Hex:
#2484c6



CMYK:
80% 0% 90% 0%

RGB:
0 178 89

Hex:
#00b259



CMYK:
50% 80% 0% 0%

RGB:
143 83 161

Hex:
#8f53a1



CMYK:
0% 20% 90% 0%

RGB:
255 203 5

Hex:
#ffcb05



CMYK:
0% 0% 0% 70%

RGB:
109 110 113

Hex:
#666666

Charity information

Our charity number

On all materials, we must include the following text and the Keep Scotland Beautiful charity number:

Keep Scotland Beautiful is a Scottish Charitable Incorporated Organisation (SCIO): Number SC030332. Copyright © Keep Scotland Beautiful 2022. All rights reserved.

It must appear centre aligned, bottom and at the end of the document.

Registered trademark guidance

The words:

- Canal College®
- Cup Movement®
- National Award for Environmental Excellence®
- Upstream Battle®

are registered trademarks of Keep Scotland Beautiful.

This means that whenever and wherever we use these words we must also include the ® at the end of the words. This applies to all documents, whether internal or external and all mediums, including printed materials and online.

The ® only appears when using the wording in the correct order. It is not to be used when using a shortened version or abbreviation of the name.

When using the wording and the registered symbol ®, we also need to include:

“(*Correct trademark name*® is a registered trademark of Keep Scotland Beautiful.”

The best position for this is generally at the end of the document or on the back page (positioned with the copyright and charity information).

Back cover

Printed materials

The back cover of any printed material should have the following information as shown on the example below. Sustainable Development Goals support message, relevant key message, relevant accreditation logos, telephone number, email address, social media channels, website URL and charity number information.





We support the Sustainable Development Goals.

Keep Scotland Beautiful is your charity for Scotland's environment. We work with you to help combat climate change, reduce litter and waste, and protect and enhance the places we care for.



T: 01786 471333 E: info@keepscotlandbeautiful.org



www.keepscotlandbeautiful.org

