



BRAND GUIDELINES

Organisation	Independent Living Fund Scotland
Contents	<ol style="list-style-type: none">1. Logo Design2. Logo Usage3. Colour Scheme4. Typography
Date	November 2022

LOGO DESIGN

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.



Primary logo | Colour



Primary logo | Colour on dark background

LOGO USAGE

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.



Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

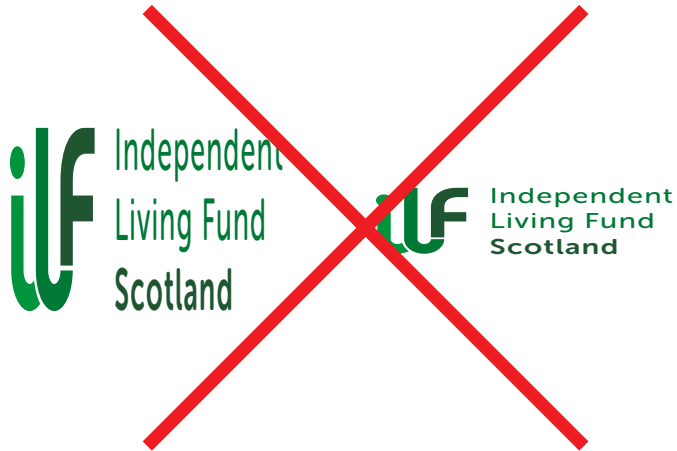
The marked space should always be given to let the logo 'breathe', free from distraction.



Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.



Wrong!

The logo has become distorted from its designed aspect ratio, therefore stretching or squashing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.



Correct!

The logo's shape is consistent with the initial design, retaining balance and legibility.



Wrong!

The logo has become distorted from its designed aspect ratio, therefore stretching or squashing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.



Correct!

The logo's shape is consistent with the initial design, retaining balance and legibility.



Wrong!

The logo has become distorted from its designed aspect ratio, therefore stretching or squashing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.



Correct!

The logo's colours are consistent with the initial design, using correct pantone colours for the correct elements.

COLOUR SCHEME

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

Pantone

CMYK

RGB

Hex

Primary



357C

85 / 10 / 100 / 60

0 / 83 / 29

#00531d

Secondary



356C

85 / 10 / 100 / 30

0 / 122 / 55

#007a37

Tertiary



355C

85 / 10 / 100 / 0

0 / 161 / 75

#00a14b

Tertiary 25% Tint



Text / Content Colour



Black

100 / 100 / 100 / 100

0 / 0 / 0

#000000

Text / Content Colour



White

0 / 0 / 0 / 0

255 / 255 / 255

#ffffff

Pantone

CMYK

RGB

Hex

Complementary
Brand Purple



254C

50 / 100 / 0 / 0

149 / 27 / 129

#951b81

Complementary
Purple 25% Tint



Complementary
Brand Yellow



143C

0 / 30 / 85 / 0

251 / 188 / 51

#fbbb33

Complementary
Yellow 25% Tint



TYPOGRAPHY

The primary typeface is Museo Sans Rounded 500 and Museo Sans Rounded 700. These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

When Museo Sans Rounded is not available (such as web use) Calibri should be used. Replacing fonts with alternatives should not be done under any circumstances.

Primary Typeface

Museo Sans Rounded (500) Main logotype + Text / Content

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£\$%^&*() ¡€#¢•§¶•ªº- — _ = + { } [] ; : /

\ , . ~ å ç ' f © ' ^ ° ¬ ~ ø oe ® ß † " ≈ ¥

Primary Typeface Alternative

Museo Sans Rounded (700) Main logotype + Header

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£\$%^&*() ¡€#¢•§¶•ªº- — _ = + { } [] ; : /

\ , . ~ å ç ' f © ' ^ ° ¬ ~ ø oe ® ß † " ≈ ¥

Alternative Typeface

Arial for internal use

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@£\$%^&*() ¡€#¢∞§¶•ªº- — _ = + { } [] ; : /

\ , . ~ å ç ´ f © ¸ ^ ° ¬ ~ ø oe ® ß † ¨ ≈ ¥

NORTHERN IRELAND LOGO

We also have a logo to represent the work we do in Northern Ireland.

We also support
independent living in
Northern Ireland

NI logo