



Brand Guidelines

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TYPEFACE

Where to use

Apertura is the primary font used for content headlines on the website, stationery and marketing materials.

A letter tracking of -25 should be used for Apertura Bold.

Helvetica Neue Regular is the primary font used for body copy on the website, stationery and marketing materials.

A letter tracking of 20 should be used for Helvetica Neue.

Aa

Apertura Bold

ABCDEFabcd1234

ABCDEFGHJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

Aa

Helvetica Neue Regular

ABCDEFabcd1234

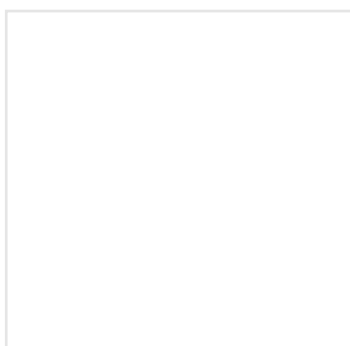
ABCDEFGHJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

PRIMARY

The colours to the right are the primary colours that should be used on the website, for stationery and marketing materials.



WHITE

Hex: #FFFFFF
RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0



PANTONE 288

CMYK: C = 100 M = 67 Y = 0 K = 23

CONGRESS BLUE

RGB: R = 0 G = 75 B = 141

HEX: #005594



PANTONE 527

CMYK: C = 73 M = 100 Y = 0 K = 0

LUCID DREAM

RGB: R = 106 G = 44 B = 145

HEX: #663B97



PANTONE 213 C

CMYK: C = 5 M = 98 Y = 20 K = 0

MAGENTARAMA

RGB: R = 226 G = 27 B = 121

HEX: #E21B79



PANTONE 289 C

CMYK: C = 98 M = 84 Y = 46 K = 51

RGB: R = 12 G = 35 B = 63

HEX: #0C233F



PANTONE 307 C

CMYK: C = 91 M = 56 Y = 11 K = 1

LIGHT BLUE

RGB: R = 0 G = 108 B = 167

HEX: #006BA6



PANTONE 7714 C

CMYK: C = 88 M = 38 Y = 44 K = 10

RIVIERA

RGB: R = 0 G = 118 B = 128

HEX: #007680

Web Content Accessibility Guidelines (WCAG) provides a single shared standard for web content accessibility that meets the needs of individuals, organisations, and governments internationally.

Diagram illustrating the result of a text size check:

- Box 1: Large 'X' icon, labeled **FAIL**.
- Box 2: Large checkmark icon, labeled **PASS**.
- Box 3: Small checkmark icon and small 'X' icon, labeled **LARGE TEXT PASS** and **SMALL TEXT FAIL**.

OUR LOGO

The logo is our most important graphic element that must be used correctly and consistently. The logo shouldn't be altered as this could weaken the brand.

Standard



Longform



Logomark



A logomark is a graphic symbol or icon that is used as a stand-alone representation of a brand or company, often without the use of the company's name.

Exclusion zone

To ensure visual consistency and maintain the integrity of the logo, an exclusion zone around the logo should be established to make sure the logo is always clear.

The exclusion zone is shown on the right and is equal to the line height of the lettering of the logo.

This should be applied on all sides.



BACKGROUND

Using the logo on a dark background and inverting the colours makes it easier to reproduce in various formats. It also ensures clarity and consistency of the logo across different mediums.

This logo can be particularly useful in scenarios where colour may not reproduce well, such as in print materials or on products where colour printing is not feasible.



COMBINED

INCORRECT

The SCQF logo is the brand's primary visual representation.

The logo should not be altered, stretched or condensed. If changes to the logo are made this will weaken the brand image and the consistency we aim to achieve.

The versions shown on the right show some, but not all, possibilities of ways the logo can be used inappropriately.



SCALING



COLOUR CHANGE



EFFECTS



ROTATION

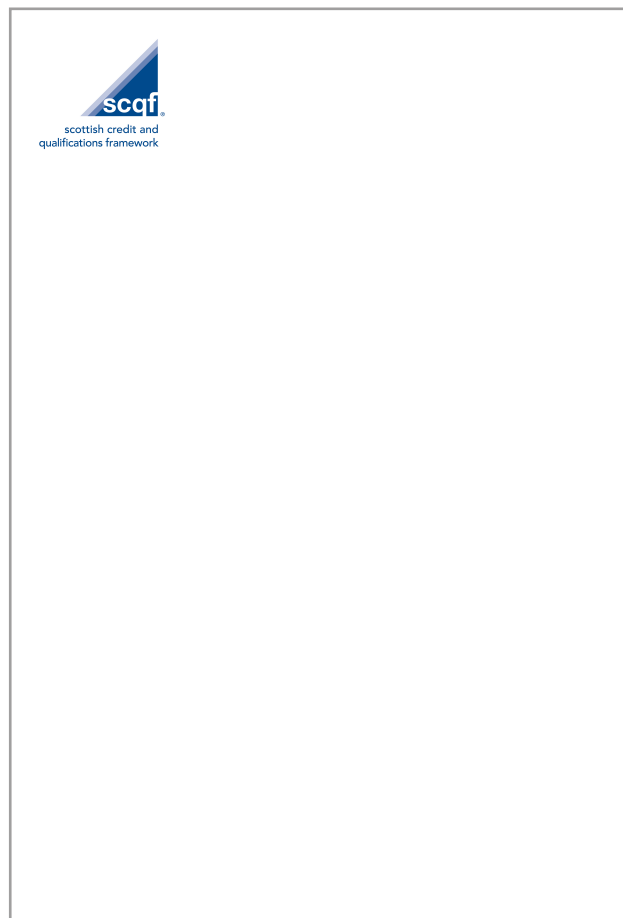


STROKE



ADDITIONAL ELEMENTS

LOGO POSITIONING



Letterheads



Business Cards



Social Media Post

The SCQF logo should be positioned for maximum visual impact.

The logo should be well defined and other elements should not come into contact with it.

An exclusion zone should exist around each side.

ELEMENTS



LANGUAGE

Our tone of voice is the way we write and speak, what we say and how we say it. What we, as the SCQF Partnership, say is dictated by the organisation's values.

PROFESSIONAL

Maintaining a professional tone of voice is crucial. This involves speaking with clarity, respect, and confidence, avoiding slang or casual language, and paying attention to the audience to ensure an appropriate level of formality is maintained. By utilising a professional tone of voice, individuals can effectively convey their ideas, build credibility, and help inform.

INFORMATIVE

When using an informative tone of voice, it is important to provide clear, factual information in a neutral manner. Focus on presenting details, explanations, and insights without injecting personal opinions or emotions. This approach helps the audience understand the topic thoroughly and make informed decisions based on the information provided.

PERSONAL

It can be easy to get lost in detail and precision and appear far too clinical. We should appear warm and caring while demonstrating our knowledge of the subject. This serves to attract and engage readers while also informing them of relevant information.

VALUES

INTEGRITY

Integrity is the unwavering commitment to upholding high moral principles, honesty, and ethical conduct in all our interactions and decisions.

It is the foundation of our reputation and the trust placed in us by our stakeholders.

RESPECTING

Respecting is the foundation of our interactions and emphasises the importance of fairness, trust, and consideration.

It involves recognising and valuing diverse perspectives while fostering a culture of non-judgemental understanding.

ENABLING

Enabling is our commitment to empower individuals and teams, providing the support and tools needed for growth and success.

It involves active listening, understanding, and collaborative problem solving to foster an environment where everyone can thrive.

COLLABORATION

Collaboration is the cornerstone of our success, emphasising the power of working together towards common goals.

It involves fostering a culture of inclusion, openness, and creative problem solving, building partnerships that elevate the collective strengths of our team.