

# Scottish Book Trust

Brand Guidelines 2014

# 2. Identity

## 2. Identity

### The logo

The new Scottish Book Trust logo defines our brand. It retains the composition and shape of the old logo to ensure it is quickly recognisable, but has been updated to give it a new lease of life and fresh look and appeal.

The black logo is our main logo, and can be distributed to partner organisations or journalists. This logo is available in white for use on materials with a black or dark background, and the white logo may be used by partners in these circumstances where the black one would not show up.



## 2. Identity

### Translations

The Gaelic and Scots versions of the logo may be supplied to partner organisations for use on Gaelic and Scots materials in place of the primary logo.

Gaelic Translation



Scots Translation

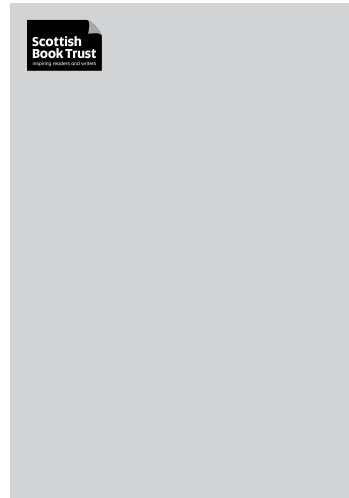


## 2. Identity

### Using The Logo

We have set out some simple guides and rules when using the logo.

#### Placement



The logo must always be placed in the top left of all collateral.

#### Exclusion Zone

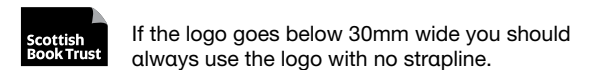


To give the logo some breathing space we have illustrated a minimum amount of space to separate the logo from any text or image content.

The minimum space all round the logo would be the height of the letter B in the logo at the size it is being used on the document.

An image can exist behind the logo as long as there is enough contrast to allow the logo to stand out.

#### Logo Sizes



## 2. Identity

### Book Week Scotland Logo

The Book Week Scotland logo has been updated with the new customised Scottish Book Trust typography.



## 2. Identity

### Book Week Scotland Logo

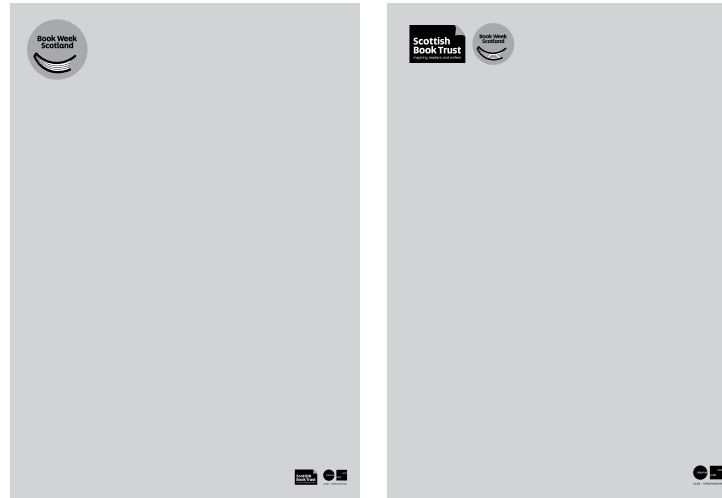
The Book Week Scotland logo is available in the six colours of the brand palette. These may be used by partner organisations for Book Week Scotland materials and to promote Book Week Scotland. There is no primary logo for Book Week Scotland, any of the six colours may be used. The grey logo should only be used on items that need to be printed in black and white.



## 2. Identity

### Using The Book Week Scotland Logo

#### Placement



#### Logo Sizes (Diameter)



- A5 - 25mm
- A4 - 35mm
- A3 - 50mm
- A2 - 70mm
- A1 - 100mm



Minimum size  
10mm

When using SBT, BWS logos together...



When used together the prominence in size and position should be given to the SBT logo as illustrated above.  
Minimum height 10mm

When using SBT, BWS & CS logos together...



When used together outwith the core Scottish Book Trust brand guidelines the lock-up should be as above.  
Minimum height 10mm



## 2. Identity

### The Bookbug Mascot

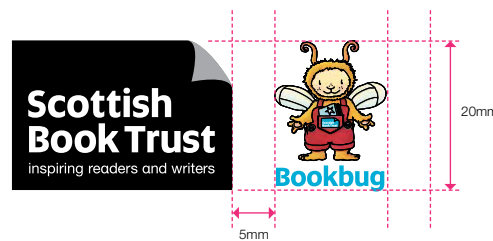
The Bookbug mascot illustration should be used on all Bookbug design collateral & communications.

The character can either be the primary focus of the creative or be added as a secondary element with other illustration or photography.

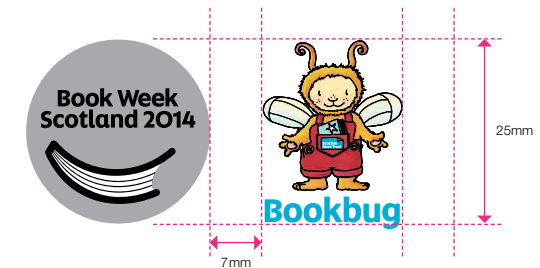
If Bookbug is to be used as a mark on its own then the Bookbug typography should be placed below the illustration as depicted here.



# Bookbug



Minimum Height 20mm  
Allow 5mm spacing between logos



Minimum Height 25mm  
Allow 7mm spacing between logos

## 4. Colours

### Colour Palette

A vibrant colour palette has been developed to keep the brand fresh and flexible enough to work across a varying amount of different areas within Scottish Book Trust.

When using any colour you should only ever use a mix between 100% or 40% tint of any given colour. This strengthens the brand visually and gives it a unique quality that over time will make the Scottish Book Trust brand more recognisable.

Please ensure that the flick isn't lost against any background that it sits on due to its lighter colour.

### Primary Colour

<b>BLACK:</b> R.0 G.0 B.0 Web. #000000 C.0 M.0 Y.0 K.100	<b>BLACK (flick):</b> R.178 G.178 B.178 Web. #b2b2b2 C.0 M.0 Y.0 K.40
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### Secondary Colours

<b>PINK:</b> R.224 G.37 B.130 Web. #e02582 PANTONE 219 C C.7 M.98 Y.8 K.0	<b>PINK (flick):</b> R.252 G.177 B.203 Web. #fcb1cb PANTONE 219 C (40% tint) C.0 M.42 Y.4 K.0
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<b>ORANGE:</b> R.247 G.127 B.0 Web. #f77f00 PANTONE 151 C C.0 M.65 Y.100 K.0	<b>ORANGE (flick):</b> R.255 G.206 B.160 Web. #ffced0 PANTONE 151 C (40% tint) C.0 M.27 Y.38 K.0
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<b>BLUE:</b> R.0 G.181 B.214 Web. #00b5d6 PANTONE 638 C C.83 M.6 Y.10 K.0	<b>BLUE (flick):</b> R.174 G.222 B.239 Web. #aedeef PANTONE 638 C (40% tint) C.35 M.0 Y.7 K.0
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<b>GREEN:</b> R.91 G.191 B.33 Web. #5bbf21 PANTONE 368 C C.64 M.0 Y.100 K.0	<b>GREEN (flick):</b> R.205 G.229 B.170 Web. #cde5aa PANTONE 368 C (40% tint) C.26 M.0 Y.43 K.0
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<b>YELLOW:</b> R.255 G.206 B.0 Web. #ffce00 PANTONE 116 C C.0 M.19 Y.100 K.0	<b>YELLOW (flick):</b> R.255 G.235 B.168 Web. #ffe8a8 PANTONE 116 C (40% tint) C.0 M.9 Y.41 K.0
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<b>RED:</b> R.232 G.17 B.45 Web. #e8112d PANTONE 185 C C.3 M.100 Y.85 K.0	<b>RED (flick):</b> R.255 G.175 B.162 Web. #ffafa2 PANTONE 185 C (40% tint) C.0 M.42 Y.30 K.0
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**Thank you**