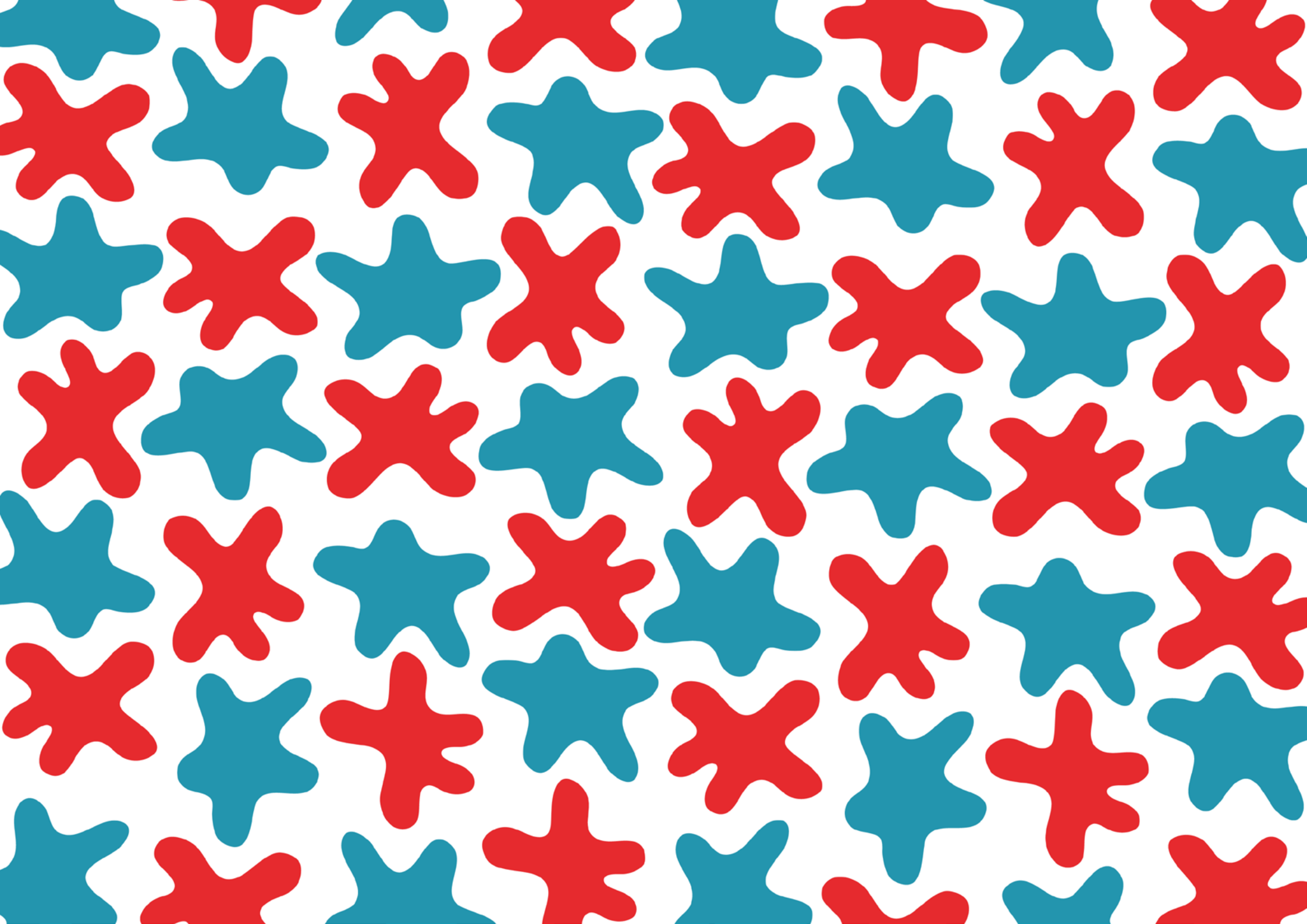




intandem

Mentoring Scotland's young people

Brand Guidelines



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Main logo

The stacked logo is the preferred option.
If necessary the linear version can be used.

Stacked logo



Linear logo



Sizing of logo

Recommended size



Minimum size:



If the logo is less than 30 mm it should be used without the tagline.

Colour variations

The logo can also appear in the following colours.
The colour values can be seen on page 10.

The logo can also be used in black & white



Black on white



White on black

The white logo may be used on top of any of the brand colours



White on red



White on blue

Exclusion zone

The logo should be surrounded by space clear of any other visual elements.



For the stacked logo this exclusion zone is measured by the length of the "in" from the logo.



For the linear logo the white space is measured by the height of the "d" in the logo.

Don't

The following set of examples are of things that should not be done with our logo.



Use the logo without the graphic shapes



Stretch horizontally or vertically



Rotate



Apply non brand colours



Stretch horizontally or vertically



Apply drop shadow

Typography

The primary typeface is Avenir.

Avenir Black

Avenir Black Oblique

Avenir Medium

Avenir Medium Oblique

Avenir Book

Avenir Book Oblique

Avenir light

Avenir light oblique

Where these fonts are unavailable **Arial Bold** can be used for headings and **Arial Regular** for body copy.

Typography hierarchy example

Heading: Avenir Black 24 pt

Sub-heading: Avenir Medium 16pt

Body copy heading: Avenir Medium 12pt



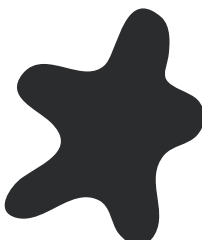
Body copy: Avenir Book 10pt

Colour

The primary text colour should be black

Headings and sub-headings may use the brand colours on page 10.

Colours

		Print	Digital	Web	Pantone
Teal		C 77 M 22 Y 26 K 4	R 27 G 138 B 159	#2094AD	7459 C 632 U
Red		C 0 M 91 Y 82 K 0	R 230 G 48 B 46	#E6302E	179 C Bright red U
Black		C 72 M 63 Y 58 K 73	R 40 G 40 B 40	#2B2B2C	426 C Neutral black U

Letterhead

Dimensions:

A4 - 210 mm (w) x 297 mm (h)

Requirements:

- Scottish charity number

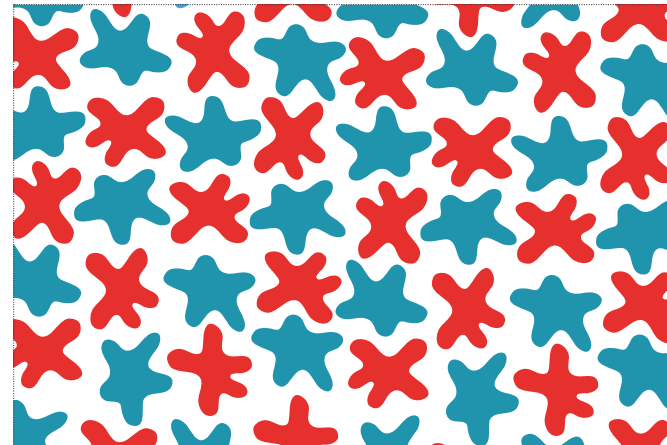
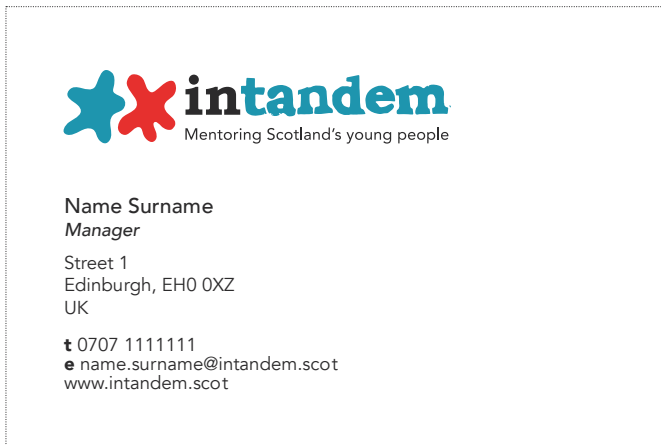
intandem
Level 1 Riverside House
502 Gorgie Road
Edinburgh, EH11 3AF
t 0131 442 8760



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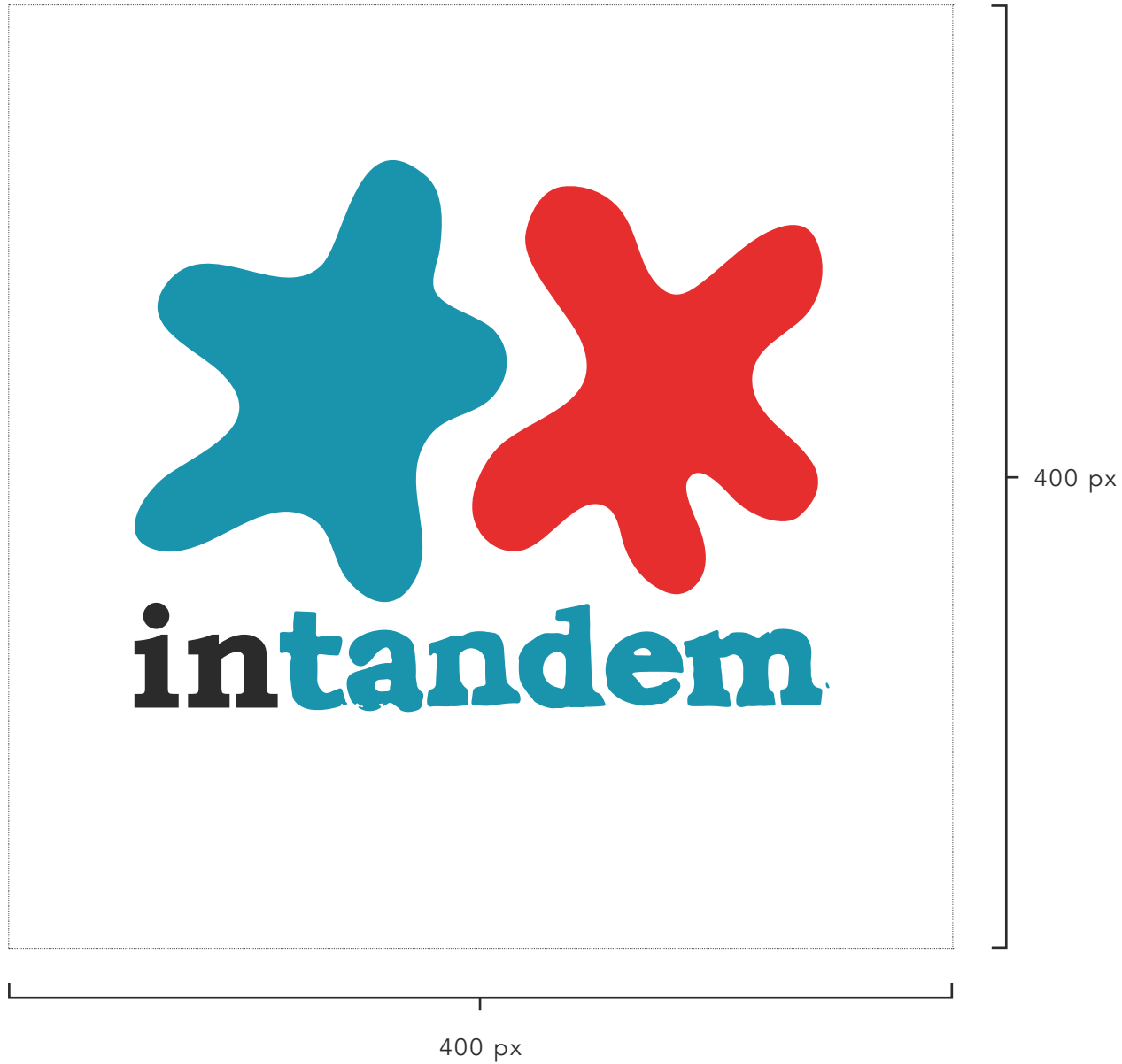
intandem with The Scottish Government and Inspiring Scotland, Level 1 Riverside House, 502 Gorgie Road, Edinburgh, EH11 3AF. 0131 442 8760 Registered in Scotland No. SC342436 and a registered Scottish Charity, No. SC039605

Business cards



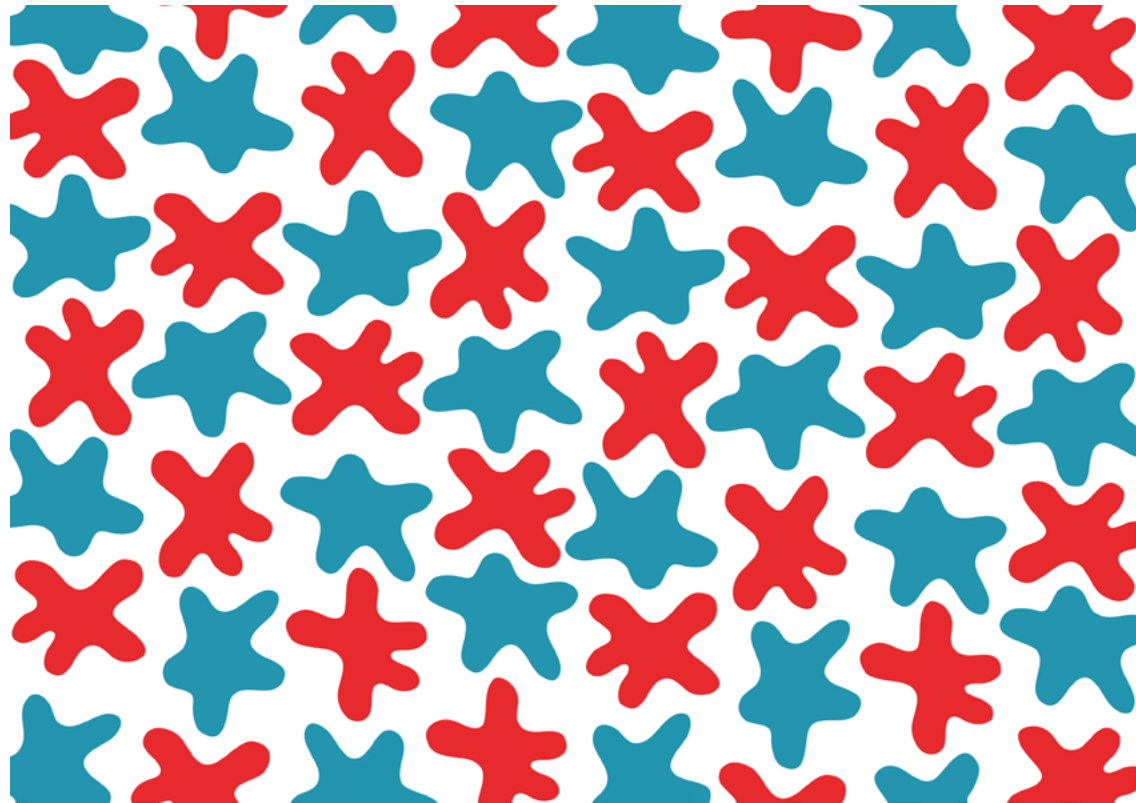
Social media

Twitter logo:



Pattern

The pattern based on the logo shapes can be used in designs for printed and digital material.



Graphic shapes

The graphic shapes from the logos can be used, rotated or resized, as graphic elements in layouts, infographics etc.

