



brand guidelines

supporters' logo usage



year of young people
bliadhna na h-òigridh
2018

supporters' logo guidelines

These guidelines have been created to help your organisation or group support and champion the Year.

Please follow them carefully and use the dos and don'ts as a handy guide. If you require the master Year of Young People 2018 logo and guidelines, send a request to yoyp2018@gov.scot

supporters' logo



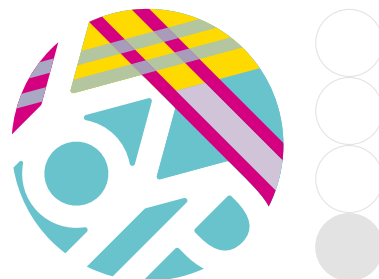
SUPPORTING

year of young people
bliadhna na h-òigridh
2018

giving the logo some space



When using the logo, please make sure no other elements enter the exclusion area. The space around the logo is equal to one quarter of the icon's diameter.



getting the size right

When reducing the size of the logo, please make sure that the master logo never appears smaller than 15mm in height.



The exclusion area around the logo.



other logo versions

The full colour logo should always be used on a white background. But, mono and reversed logos are also available – and can be used on colour backgrounds if necessary.

If you're wondering how the Gaelic version is pronounced, it goes something like 'blee-ana na hoy-cree'.



Mono logo

SUPPORTING

year of young people
bliadhna na h-òigridh
2018



Reversed logo

getting the size right

The mono logo shouldn't go any smaller than 10mm in height.



the colours



When reproducing any of our brand colours, please only use these exact colours.

Pantone 319
CMYK 59|0|22|0
RGB 42|204|211
Web #2dccd3

Pantone 233
CMYK 12|100|0|0
RGB 198|0|126
Web #c6007e

Pantone 7548
CMYK 0|12|98|0
RGB 255|198|0
Web #ffc600

Pantone 430
CMYK 0|0|0|65
RGB 124|135|142
Web #7c878e

the font

The rounded letterforms of Montserrat complement the circular shape of the logo. Please only use the ExtraLight, Light, and Regular weights. All versions can be downloaded free from fonts.google.com



Montserrat ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

using the logo



The supporters' logo should never be used directly on top of photography. Please only use it on a white background or panel.



lining up the logo



Please only use the logo in either the top left or bottom right corner of a piece of communication.

Our logo appearing alongside other brands.



using the other logos



The mono and reversed versions of the supporting logo can be used directly on top of photography. These should always sit in either the top left or bottom right corner of a piece of communication.

Please make sure that the logos can clearly be seen against the photography (you'll find more information on this subject in the 'a few things not to do' section).

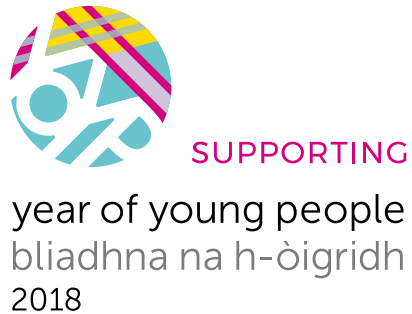


Our mono logo on a light background.



Our reversed logo on a dark background.

a few things not to do



Don't change the relationship between the icon and the type.



Don't use the colour logo on a coloured background.



Don't use the reversed logo on bright or lightly coloured backgrounds.



Don't stretch, distort or rotate the logo.



Don't use the colour logo with reversed type.



Don't use the black logo on dark backgrounds.

a few things not to do



Don't use the colour logo on a photographic background.



Don't use the black logo on dark backgrounds.



Don't use the reversed logo on bright or light coloured backgrounds.



Don't let the logo float within images – always align to either the top left or lower right corners.

further advice

For further clarification and advice on using the Year of Young People 2018 supporting logo, please contact:

✉ yoyp2018@gov.scot

🌐 yoyp2018.scot

🐦 [@YOYP2018](https://twitter.com/YOYP2018)

📷 [yoyp2018](https://www.instagram.com/yoyp2018)