



Foundation Scotland
Scotland's Community Foundation

Logo Guidelines



Main logo

All the Foundation Scotland logos consist of a three segmented triangle called the Apex next to the brand name. The Apex either sits to the left or above the Foundation Scotland type.

The main logo is our default logo for all FS branded communications including reports, news releases, newsletters, posters and branded merchandise.

The full FS logo including strapline can be used in environments where it is a standalone piece of branding e.g. title slide of a presentation, business letterheads. To remain legible this can only be used at a minimum width of 35mm, ideally larger.

The stacked logo is used only in environments where a square format is required or space is limited e.g. social media.

NOTE

Always use the EPS files provided by Foundation Scotland. Never try to recreate the logo.

Main logo (left aligned)



Min width
25mm (90 pixels)

Full logo



Min width
35mm (130 pixels)

Stacked logo



Min width
18mm (70 pixels)

Logo

Incorrect use

When using the logo it must not be altered.
Use as it is from the EPS files provided
by Foundation Scotland. The following
examples show incorrect use of the logo.



Correct use



Do not stretch



Do not alter the opacity



Do not change the colours



Do not overlay on images



Do not change any typefaces



Do not rotate

Logo

Exclusion zone

When placing any of the logos there must be an exclusion zone where no other objects overlap. This can be calculated at any size by using the Foundation Scotland 'F' as a guide. In most cases the logo should be shown in the top right corner.



Colours

Foundation Scotland has the main colour Ember Orange, which should be used for type and elements that are required to stand out. Black should be used for main body copy. Orange can be used as a background when required.

Secondary colours can be used to highlight elements such as call to actions and sub-headings. These should be used in moderation and not dominate the page.

Lowering the opacity of all colours is also recommended for coloured backgrounds and panels with type on top.

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Main colours



Ember

Pantone - 151 C
CMYK - 0 57 100 0
RGB - 246 135 35
HEX - #F68723



Light Grey

CMYK - 47 40 40 4
RGB - 139 139 139
HEX - #8B8B8B



Warm Grey

CMYK - 0 0 0 80
RGB - 70 71 73
HEX - #58595B



Black

CMYK - 0 0 0 100
RGB - 26 23 27
HEX - #1a171b

Secondary colours



Blue Lagoon

CMYK - 62 6 0 0
RGB - 56 189 245
HEX - #2AB9F4



Fern Green

CMYK - 63 19 66 3
RGB - 108 160 111
HEX - #6CA06F



Dandelion Yellow

CMYK - 0 32 79 0
RGB - 255 187 68
HEX - #FFBB44



Foundation Scotland

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For further guidance, contact the Communications Team

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