

Scotland's Environment Web Brand Guidelines

1. Introduction

1.1 The brand

This guide is for anyone involved in promoting and disseminating information about Scotland's Environment Web Project and/or Scotland's Environment website.

The Scotland's Environment Web identity is the way in which the Project and website are represented visually. The brand has been designed to work across a range of applications and products and should not be altered or modified in any way. By using the correct logos and colours, a strong consistent brand is established for Scotland's Environment Web.

The Scotland's Environment Web brand is available for the partners to use on their own web sites, publications, presentations and promotional materials where information about any aspect of Scotland's Environment Web is disseminated, communicated, promoted to internal and external audiences.

1.2 What is Scotland's Environment Web

Scotland's Environment Web is not a legal entity. It does not own any of the data that is presented within the applications and tools on the website, and does not express opinion. It is a multi-agency partnership project, managed by SEPA, which has been awarded funding support by the European Commission LIFE+ Programme.

When referring to Scotland's Environment Web in any communication, the abbreviation "SEWeb" should never be used. Below is a summary of the two main references for use:

- **Scotland's Environment Web** – the LIFE+ Project, the Partnership, all Activity that is undertaken with respect to delivering the 4 project objectives www.environment.scotland.gov.uk/about-us/lifeplus-project
- **Scotland's Environment website** – the web platform that is used to host, communicate, and present the outputs of Project, Partnership and Activity (noted above) www.environment.scotland.gov.uk

1.3 Key Considerations

As Scotland's Environment Web receives funding from the European LIFE+ Programme, it is obliged to mention the Community support (LIFE+ Programme) in the promotion of the Project in any communication materials.

SEPA is the beneficiary and match funder to the LIFE+ Programme financial support, and its role in managing the Project on behalf of partners should always be referenced, where appropriate.

The following supplementary information about Scotland's Environment Web is recommended for use in supporting text when using the brand e.g. footnotes, notes to editors.

SEPA manages Scotland's Environment Web on behalf of a partnership of key environmental organisations in Scotland -
www.environment.scotland.gov.uk/about-us/scotlands-environment-partners

SEPA has received funding support from the European Commission LIFE+ funding programme to support the delivery of a range of partnership initiatives that will provide a trusted gateway to data and information about the environment, and involve Scotland's Citizens in discussion, monitoring and action to protect and improve the environment.

The LIFE programme is the European Union's funding instrument for the environment, which contributes to the implementation, updating and development of EU environmental policy and legislation.

For further information about the Scotland's Environment Web LIFE funded project -
www.environment.scotland.gov.uk/about-us/lifeplus-project

For any audio-visual material, the credits at the beginning or at the end, should include an explicit and readable mention of the LIFE+ funding support (e.g. "with contribution of the LIFE+ financial instrument of the European Community")

1.4 Queries

For any queries relating to this guidance and/or the use of the Scotland's Environment Web brand (logos and icons), please contact :
seweb.administrator@sepa.org.uk

2. Scotland's Environment Web Logo

The logo is the main element of the Scotland's Environment Web brand. It is designed to convey the principal focus of the Project and the website. The following examples show the recommended use of colour. They provide a guide to reproducing the logo on white and coloured background. The logo colours should never be replaced by other colours.

The full logo on either the blue or white background

Scotland's environment 

Scotland's environment 

Scotland's
environment 

Scotland's
environment 

If the logo must be in monochrome, it should be displayed like this:

Scotland's environment  Scotland's
environment 

The logo colours must not be reversed:

~~Scotland's environment ~~ ~~Scotland's
environment ~~

3. Scotland's Environment Web colour palette

The logo colours of Scotland's Environment Web are blue and green, and should wherever possible appear on a white background.

The logo colours can be achieved by using the Pantone colour references or by four-colour process:



Pantone 660 C



Pantone 368 C

CMYK

Cyan: 95%
Magenta: 36%
Yellow: 0%
Black: 25%

CMYK

Cyan: 29%
Magenta: 0%
Yellow: 66%
Black: 23%

RGB

Red: 10
Green: 123
Blue: 191

RGB

Red: 140
Green: 197
Blue: 66

Hex

#0a7bbf

Hex

#8cc542

Websafe

#0066cc

Websafe

#99cc33

4. Logo elements

4.1 Logo Orientation

The logo should never be displayed in any other orientation from what is provided:



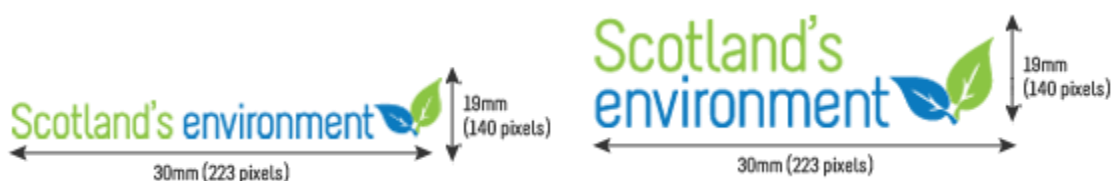
4.2 Logo aspect ration

The ratio of the logo must be preserved and not distorted in any way. When resizing, care must be taken to lock the aspect ratio so that it is neither condensed nor expanded:



4.3 Minimum logo size

The logo should never be reproduced so small that the type is unreadable. The minimum acceptable size for the logo is 30x19mm (223x140 pixels):



If a smaller logo representing Scotland's Environment Web is required, it is recommended that the "Scotland's Environment Leaves" logo is used (clearly referencing Scotland's Environment Web / website in the accompanying text)



4.4 Minimum clearance space for logo

A clear space should be maintained around the logo at all times to ensure it stands out. No other elements should appear in this clear space. A rough guideline for the minimum amount of clear space to leave would be the height of the letter S in Scotland, though more clear space can be left as required.



5. Use of the logo

The logo should be used consistently across all Scotland's Environment Web promotional materials and should always be accompanied by the Scotland's Environment website address (explicitly as text and, if appropriate, as an embedded hyperlink within the logo)

<http://www.environment.scotland.gov.uk>

5.1 European Commission LIFE+ logo

As Scotland's Environment Web receives funding support from the European Commission LIFE+ Programme, the LIFE logo should always be included in any presentations, promotional material, and dissemination of information where the Scotland's Environment Web logo is used.



LIFE10 ENV-UK-000182

5.2 Partner identities

Scotland's Environment Web is a [partnership project](#) and all products/applications on the website are derived from data and information that has already been published and provided to the Project by partner organisations. Partner organisations are encouraged to promote the project and the website wherever possible, and use the Scotland's Environment Web logo in conjunction with their own brand/identities, as considered appropriate.

5.3 Product and website icons

Scotland's Environment Web has also produced a series of icons that can also be used along with the Scotland's Environment Web logo, to promote specific products, applications and website pages. These icons are also being used throughout the website to help users navigate between pages and applications For example:



State of the Environment Report

www.environment.scotland.gov.uk/get-informed



Discover Data applications

www.environment.scotland.gov.uk/get-interactive/discover-data



Map View

www.environment.scotland.gov.uk/get-interactive/map-view



Mobile apps

www.environment.scotland.gov.uk/get-involved

These icons should be used with the relevant web link to take users directly to the web page that the icon and supporting communications information is referring to.

All logos and icons can be downloaded from Scotland's Environment website (under the "Scotland's Environment Web – logos and icons" tab):

www.environment.scotland.gov.uk/about-us/how-to-use-this-website

6. Scotland's Environment Web tpestyles

When presenting Scotland's Environment Web identity on any designed documents the following tpestyles may be used.

Logo

Melbourne

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

H1

Trebuchet MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

H2, H3 & Body

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

7. PowerPoint slides

When referencing Scotland's Environment Web in PowerPoint presentations, please use the Scotland's Environment Web logo, website address and any relevant icons (as noted above).

8. Queries about Scotland's Environment Web and website

Please use the email address noted below to direct any queries about Scotland's Environment Web and/or website, within communications material:

seweb.administrator@sepa.org.uk

The "Contact Us" page on the website can also be used to submit any queries.

www.environment.scotland.gov.uk/get-communicating/contact-us