



REGISTERS OF SCOTLAND

Corporate Identity Guidelines



REGISTERS OF SCOTLAND
Executive Agency



Information about Scotland's land & property

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REGISTERS OF SCOTLAND CORPORATE IDENTITY GUIDELINES

The logo

The branding system in this specification guide should always be referred to and adhered to when applying the Registers of Scotland identity. This guide shows the correct form of marks for both printed and digital applications. The logo can be obtained as a digital file from Registers of Scotland, or may be scanned from the largest versions in this guide. The logo remains the exclusive mark of Registers of Scotland and consequently any reproduction must be authorised by Registers of Scotland before publication.

Strapline

The strapline 'Information about Scotland's land and property', and its proportion and spacing are an integral part of the logo, and should not be removed or altered in any way.

Variations

The Registers of Scotland logo exists in two versions: a positive logo and a reversed out logo. The positive logo should be regarded as the 'standard' logo and is the preferred version, where space and reproduction quality permits.

Size

The standard logo should never appear less than 40mm across (width). Depending on the context of its placement the standard logo may appear as large as required.

Typeface

The logotype must always appear in the form shown here: no substitutions are acceptable.

Colour

The following logo colour specifications apply according to the reproduction/print process

Printing spot colour
PANTONE 301

Printing 4 colour process
100C, 43M, 0Y, 18K

On screen version
0R, 103G, 165B

Mono

The logo may appear in mono (single colour), where it should be reproduced as 100% solid colour and not as a tint. The logo should always be reproduced against a contrasting background, and a white version is available where reversing out is necessary.

Crown Copyright

A standard Crown Copyright notice (© Crown Copyright (year)) should appear on all Registers of Scotland corporate communications.

For further information and reproduction authorisation contact:

Customer Relations
Meadowbank House
153 London Road Edinburgh EH8 7AU

Tel: 0131 200 3943

Fax: 0131 479 3688

Email: keeper@ros.gov.uk

Web: www.ros.gov.uk

THE LOGO

The positive logo should be regarded as the 'standard' logo and is the preferred version where space and reproduction quality permits.

Where the positive logo cannot be reproduced legibly a version of the logo reversed out against a background of Registers Corporate Blue is available and should be used.

A white version of the logo for reversing out of other backgrounds is available, though care should be taken to ensure that the background provides sufficient contrast for the logo to reproduce legibly.

Positive logo

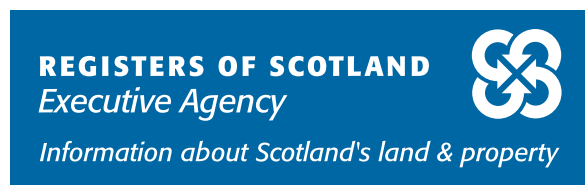


Colour logo



Mono logo

Reversed out logo



Colour logo



Mono logo

REPRODUCTION SIZE

When reproducing The Registers of Scotland logo it is important to maintain legibility at all times. Special attention should be paid to the strapline.

The standard logo should never appear less than 40mm across (width). Depending on the context of its placement the standard logo may appear as large as required.

Positive logo

REGISTERS OF SCOTLAND
Executive Agency
Information about Scotland's land & property



REGISTERS OF SCOTLAND
Executive Agency
Information about Scotland's land & property



Reversed out logo

REGISTERS OF SCOTLAND
Executive Agency
Information about Scotland's land & property



REGISTERS OF SCOTLAND
Executive Agency
Information about Scotland's land & property



SPACING

In order to maintain legibility and avoid compromising brand integrity, The Registers of Scotland logo must always appear a suitable distance away from any other text or logo.

Where there is any doubt about the correct distance, the width and height of the upper case 'N' should be used to calculate, as indicated below.

Positive logo



Reversed out logo



COLOUR BREAKDOWN

Colour

The following logo colour specifications apply according to the reproduction/print process

Printing spot colour

PANTONE 301

Printing 4 colour process

100C, 43M, 0Y, 18K

On screen version

0R, 103G, 165B

Mono

The logo may appear in mono (solid black), where it should always be reproduced as 100% solid colour and not as a tint. The logo should always be reproduced against a contrasting background, and a white version is available where reversing out is necessary.

Subsidiary Colours

Registers of Scotland is open to the use of additional colours in promotional material. All suggestions should be cleared with the Registers of Scotland at:

Customer Relations
Meadowbank House
153 London Road Edinburgh EH8 7AU

Tel: 0131 200 3943

Fax: 0131 479 3688

Printing Spot Colour



PANTONE 301

Printing 4 colour process



100C, 43M, 0Y, 18K

On screen version



0R, 103G, 165B

TYPEFACE

The Registers of Scotland corporate typeface is Arial, and this should be used for all corporate communications. Arial should always be used, where possible, for any corporate correspondence, with **Arial Black** being used to provide emphasis.

If Arial is not available, Helvetica may be used as a preferred alternative.

It is suggested that additional typefaces should be sans-serif, and should be chosen to complement Arial. A few suggested examples are indicated below.

Arial

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Arial Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890

Suggested Additional Typefaces

Helvetica

Geneva

Trebuchet

WEB

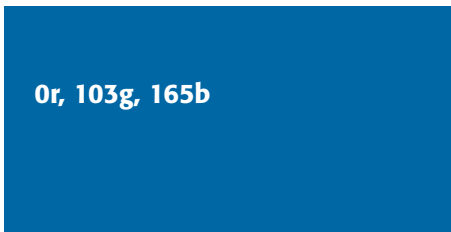
For web and on screen applications only the positive and reversed out logos should be used. The Registers of Scotland logo should always appear embedded as an image file, and should never be used at a width of less than 180 pixels at 72dpi.

Web Safe colour palette provides an inaccurate match to the Registers of Scotland corporate colour, so the the on screen (RGB) colour breakdown should be used for all web applications. The breakdown is as follows:

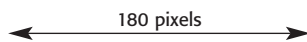
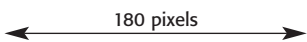
0R, 103G, 165B

For web applications the preferred typeface set is Arial, Helvetica, Sans Serif.

On screen colour



On screen sizes



OTHER APPLICATIONS

Signage

For signage applications it is important to maintain legibility at all times. For this reason it is suggested that the logo should be reproduced reversed out against blue to provide significant contrast to the background. However, if this is not the case, the positive logo should be used.

In any additional applications The Registers of Scotland Corporate Identity should be applied according to the instructions contained in these guidelines. If there is any doubt about the validity of an application Registers of Scotland should be consulted.



Suggested signage option



Alternative signage option

ADDITIONAL LOGOS

Logos are also available for Registers of Scotland's services Registers Direct and Eforms Online. It should be emphasised that Registers of Scotland is the parent brand and emphasis should portray this. Please contact Registers of Scotland with any queries.



Registers Direct Logo



Eforms logo

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reproduction authorisation contact:**

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