Scout Event Discovery Service

Logo & Brand Identity Guidelines

Prepared: 30/03/2017

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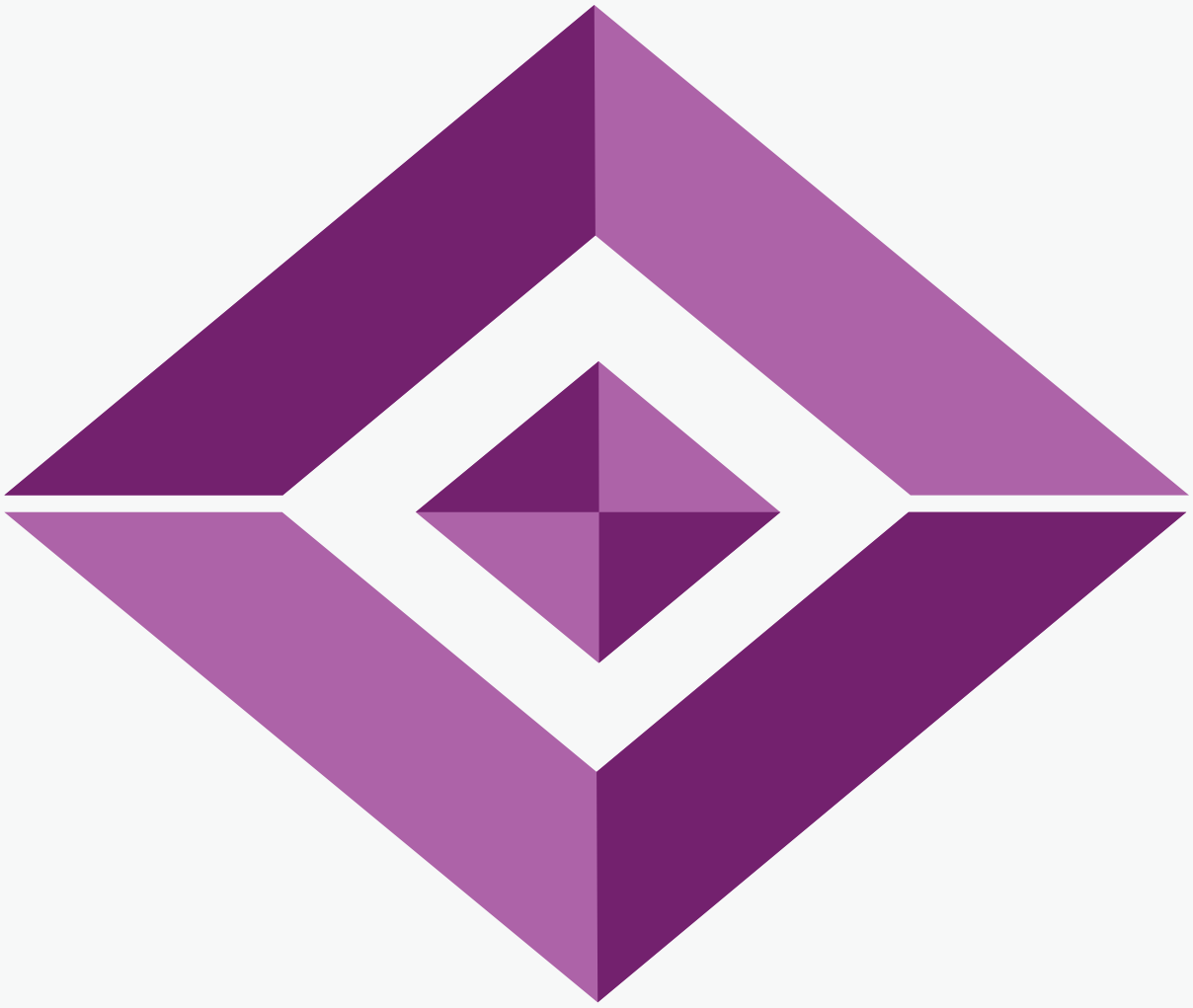
1. Logo

We have created this branding guide so we may share our brand for Scout Event Discover Service. This document presents the guidelines to ensure that the integrity of our logo is kept while in use across all forms of media.

Throughout this guide you will find all aspects of the brand which you must adhere to. The sections in this guide will cover the complex choices of typefaces, colour palettes, spacing, and how to use our brand effectively while adhering to the brand guidelines.



2. Typefaces

During the creation of our brand, we went through various decisions for the typeface that we wanted to represent our brand, Scout. While it was a long process which involved eye straining, excessive amounts of coffee, and many detailed comparisons about individual letters, the typeface that was chosen at the end of this process was Proxima Nova.

Proxima Nova Semibold

Proxima Nova Semibold is used throughout our brand for our headers as it calls the user's attention and stands out for all of the right reasons.

Proxima Nova Semibold Italic

Proxima Nova Semibold Italic was chosen to show off the details of events as it differentiates itself easily from it's sibling typefaces.

Proxima Nova Regular

Proxima Nova Regular makes for wonderful body copy, wouldn't you agree? For any length of text, it is ideal as it is easy on the readers eyes and has an ideal contrast for any medium.

3. Colour Palette

The colour palette for Scout was carefully selected to represent the brand. While working with our logo or brand, refer to this colour palette to keep the brand's integrity and to ensure the brand is kept consistent throughout all mediums.

Ensure to use the proper colour code with the medium you are working on.

Primary Colour

Dark Purple

CMYK: 63 100 25 10
RBG: 114 34 109
Hex: #72226D
Pantone: 255 CP

Secondary Colours

Light Purple

CMYK: 33 72 0 0
RGB: 173 100 168
Hex: #AD64A8
Pantone: 7655 CP

Snow White

CMYK: 2 1 1 0
RGB: 247 248 248
Hex: #F7F8F8
Pantone: P 179-1 C

Medium Grey

CMYK: 68 61 58 44
RGB: 67 66 68
Hex: #434244
Pantone: P 179-14 C

Dark Grey

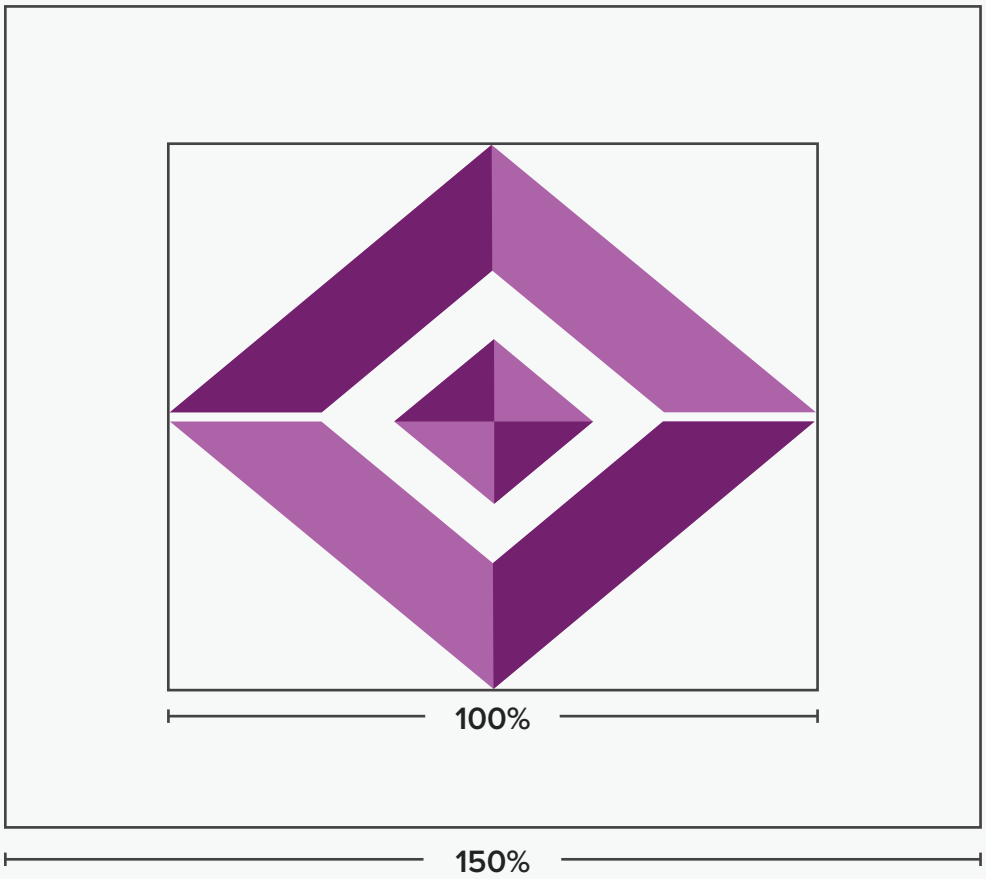
CMYK: 72 65 65 72
RGB: 33 34 33
Hex: #212221
Pantone: 416 C

4. Clear Space & Minimum Size

While working with the Scout logo, ensure that the logo has a minimum of 150% empty space around it when working with other graphic elements.

The minimum size the logo should ever be is 16px high. This ensures that the logo remains visable and impactful.

Logo Clear Spacing

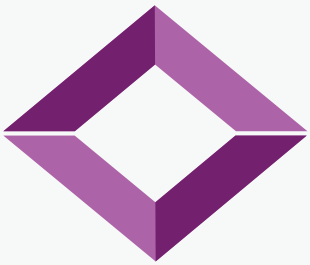


Logo Minimum Size

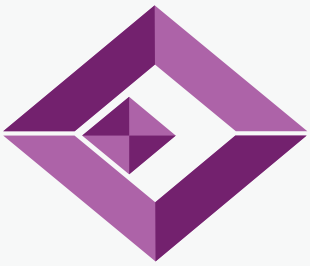
5. Misuse

Do not —
Skew, Rotate or Stretch

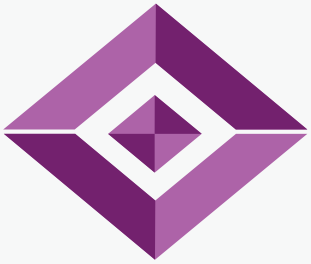
Do not —
Change Colours



Do not —
Remove Elements

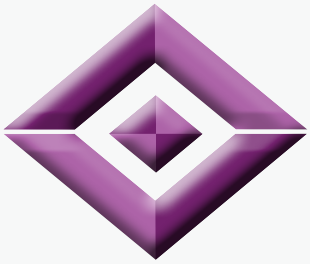


Do not —
Adjust Elements

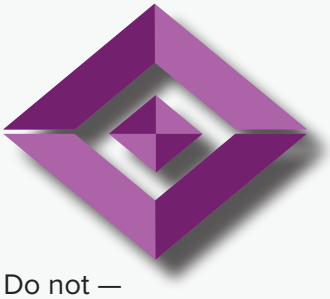


Do not —
Change Orientation

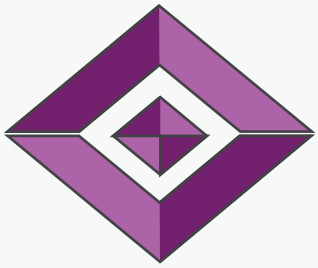
Do not —
Multiply



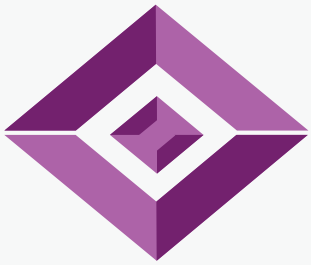
Do not —
Add Special Effects



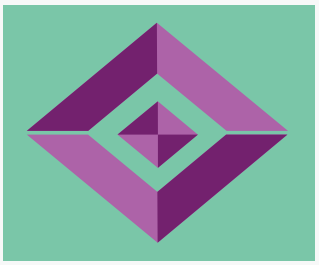
Do not —
Add Drop Shadows



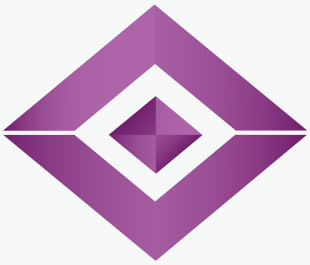
Do not —
Outline



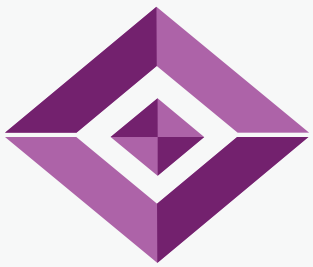
Do not —
Add Elements



Do not —
Contain in a Shape



Do not —
Fill With Gradient



Scout

Do not —
Place Text Inside Clearing

Do not —
Fill With Pattern