



# Lanarkshire

CLIMATE ACTION HUB



# Brand Guidelines

A Complete guidelines of Brand name

# Introduction

Through funding from the Scottish Government, a Climate Action Hub is being set up in Lanarkshire. Its purpose is to inform, connect, engage and empower all communities in Lanarkshire to develop and implement local solutions to create low carbon resilient places.

The Hub will be virtual. Community organisations and individuals who have an interest and willingness to be involved in climate action issues, will be connected through online tools, events and by the Hub staff that are expected to begin in April 2024.

During the setup of the Hub, there will be demonstrator projects being delivered by local, community and third sector organisations in themes of growing, active travel, climate action and green wellbeing.

The Lanarkshire Hub is one of a number of regional hubs being supported by the Scottish Government across the country.

To keep up to date on the activities at the Hub and to be invited to its events, you are invited to become a Supporter of the Hub. This is free and to be a Supporter you need to be based (live, study, work) in Lanarkshire, or be an organisation who is working in Lanarkshire and have an interest and willingness to be involved in climate action issues. This range includes but is not limited to a community group, community organisation, third sector organisation, charity, social enterprise and individual. You must support the ethos of the Hub in tackling the climate emergency in Lanarkshire in a sustainable, equitable and resilient way.

## Mark Origins

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hand shake



river



tree



Wind turbine



cloud



mountain

## Logo Mark

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Basic Logo



Green Background



Black White

## Mark Costruction

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## Horizontal Logo

That doesn't mean that the actual shape of the logo needs to be a rectangle, but the live area should be like a wide rectangle. A horizontal logo can be used on your website, corporate invoice and stationary or online and in print where the vertical logo doesn't fit.

Logo Mark



Logo Type

**Lanarkshire**  
CLIMATE ACTION HUB

Horizontal Logo



**Lanarkshire**  
CLIMATE ACTION HUB

Vertical Logo

LOGO

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## Logo Costruction

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LOGO

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## Mono Color Logo

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A monochromatic logo strips away the embellishments that often distract from the core message a brand wishes to convey. Without the use of color, the focus shifts to the design's shape, form, and concept, compelling the designer to distill the brand's essence into its purest form.





LOGO

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## Background

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Please use the original logo background white or dark green.



LOGO

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# Symbol

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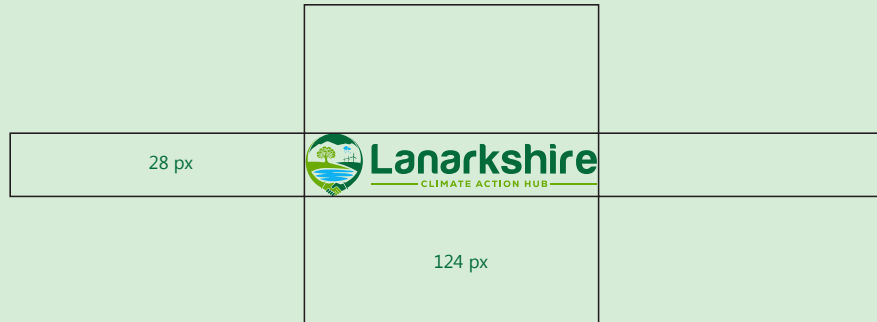
This is the Medium symbol. The symbol can be used on its own in certain, very specific situations when the context and association with Medium is clearly established and controlled (example: the Medium app), or when the Medium brand is meant to take on a secondary, supporting role (example: an individual's profile or a publication surface on Medium)



## Minimum Size

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As favicon size will be the minimum but please don't make less the below size.



# Safe Zone

This is the Medium wordmark. It has been engineered to work at scale across all media and channels and can be used in place of the full logo in any situation where the full logo cannot be used.



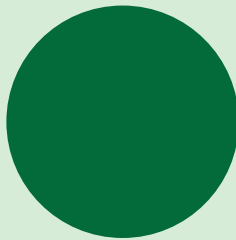
## Colors

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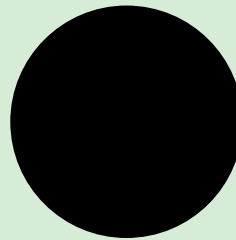
Our logo should always be all black, all white, or white symbol with black wordmark and vice versa. It never takes on any additional colors, but may be placed on top of any color within the Medium brand palette with the exception of placing a white logo on top of yellow or any of the light colors within the palette.



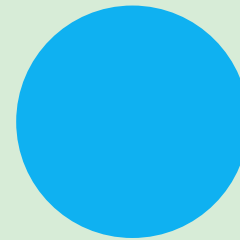
Green Onion



Dark Spring Green



Black



Sky Blue

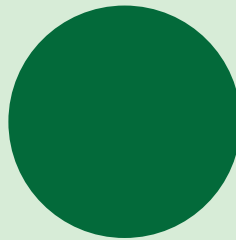
## Color Palette

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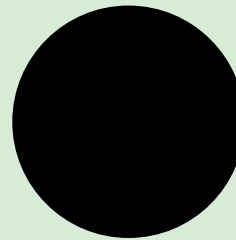
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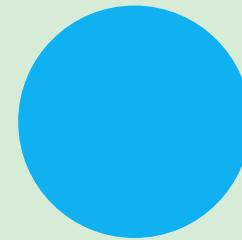
CMYK : C64 \ M11 \ Y101 \ K1  
 RGB : R107 \ G107 \ B4  
 WEB : #6bab04



CMYK : C90 \ M33 \ Y96 \ K25  
 RGB : R03 \ G106 \ B58  
 WEB : #036a3a



CMYK : C75 \ M68 \ Y98 \ K90  
 RGB : R00 \ G00 \ B00  
 WEB : #000000



CMYK : C58 \ M13 \ Y00 \ K00  
 RGB : R15 \ G177 \ B241  
 WEB : #000000

# Typography

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Fonts and typography play an important role in communicating the right tone, personality or idea of our brand to our audience.

aA

## PRIMARY TYPEFACE

Outfit *regular*

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*\*(:><?

aA

## SECONDARY TYPEFACE

Outfit *light*

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*\*(:><?

## Primary and Secondary Logo

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Primary and secondary both versions has been there.

### Primary Logo



### Secondary Logo





## Logo Usage

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**Lanarkshire**  
CLIMATE ACTION HUB



**Lanarkshire**  
CLIMATE ACTION HUB

## Incorrect usage of the logo:

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Do not reverse the logo.



Do not apply colors.



Do not rotate any single part of the logo.



Do not stretch or alter the proportions of the logo.



Do not change the arrangement of the logo.



Do not apply gradients, shadows, or other effects.

## Incorrect usage of the logo:

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Wordmark. Minimum digital size: 25 pixels (height) Wordmark clearspace and margins  
The same general rules for clearspace and margins that apply to the logo also apply to the wordmark.

For clearspace, use the cap height from the wordmark as a reference.

For margins, use half the cap height (X/2) as the distance to the edge of a composition.

# Logo Formats and Color Modes

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The Lanarkshire Climate Action Club logo suite includes three file formats and three color modes for all logos, to be used for the appropriate application.

## EPS FORMAT

EPS is a vector format that is designed to produce high-resolution graphics for print. It is infinitely scalable—which means it can be used for anything from a business card to a billboard with equal clarity.

## CMYK COLOR MODE

The CMYK color model is often referred to as fourcolor process due to the fact that it utilizes four different colored inks to create an array of different hues: cyan, magenta, yellow and black.

## SPOT (PMS) COLOR MODE

Spot or PMS stands for Pantone Matching System, which is a universal color matching system used primarily in printing.

Unlike RGB and CMYK, spot colors or PMS colors are created with pre-mixed ink long before the image is actually produced, resulting in the most consistent color possible.

## RGB COLOR MODE

The RGB color profile is used exclusively in digital design, as it represents the same colors used in computer screens, televisions and mobile devices. Rather than ink, colors in the RGB (red, blue, green) color wheel are created by blending light itself.

## JPEG FORMAT

JPEG is a raster image type. JPEGs are primarily used for web and digital photography because of their small file size, but should not be used for printing unless they are used at a small size.

## PNG FORMAT

PNG is another raster image type. The main difference between a PNG and JPG is that a PNG can have a transparent background and is generally larger and higher quality. PNG is ideal for websites because they can be placed over a colored background.



**Hotline:**  
**123 456 789 0**

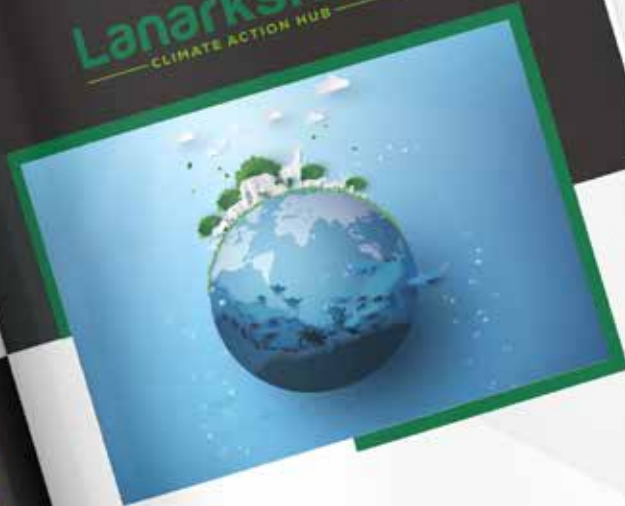
**Location:** Home 00, Road 00  
City Name, Country  
**E-mail:** : your mail address here  
**Web:** : your mail address here



**Thank's For With Us**



**Lanarkshire**  
CLIMATE ACTION HUB



**Lanarkshire**  
CLIMATE ACTION HUB

lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh  
exercismet ipsum ut laoreet dolore magna aliquam erat volutpat.

**your website here**







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Lanarkshire Climate Action Hub

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