**Bringing Scotland's Cyber
Community Together.**

Client Website
https://cyberscotlandconnect.com

Cyber Scotland Connect

**Brand Manual
2019**

DESIGNER DETAILS

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Welcome to the CSC Brand Manual.

STATEMENT OF CONFIDENTIALITY

This brand manual contains materials and information that is proprietary and confidential to CSC.

CSC.

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CSC.

Section 01
Logo

The Logo Introduction

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Logo

The Fragmented Shield - Logo

The Full Logotype

Our Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the uniting of different backgrounds/specialisms uniting together as a stronger community, (through the creation of a shield).

The icon can also be viewed as two shields intertwining, this was carefully designed to pay homage to the two creators of the Cyber Scotland Connect Community. The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case

letters. The typeface is bespoke and has also been chosen to compliment and balance seamlessly with the logo symbol.

The logo is presented through the use of colour as well as shape and form. The three CSC colours are Deep Purple, Lilac and Pink. It is a fresh and appealing blend of colours chosen for their strong combination - scottish - modern - timeless.

These have been illustrated in further detail below so that they can be easily implemented in different situations.

The Full Colour Logo

1) The Logo Symbol

Consists of the powerful element 'the fragmented shield'.

2) The Logo Typeface
Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in deep purple tone of the chosen corporate color.

The Logotype and Backgrounds

Logo Dark Version

Logo Dark Version
will be used when the backround colour is lightly coloured.

Logo Light Version

Logo Light Version
will be used when the backround colour is darkly coloured.

Recommended formats are:
.eps | .ai | .jpg | .tiff | .png

Attention:
Use of any stylized, animated, hand drawn or other versions of unofficial, (immitation logos) are not permitted. This undermines brand consistency. Please consult with Cyber Scotland Connect if you have any questions or require further help.

Logo Construction, Clearspace and computation

It is important to keep CSC marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the the symbol itself and CSC's typography – these elements have a fixed relationship that should never be changed in any way.

1) Logo Symbol
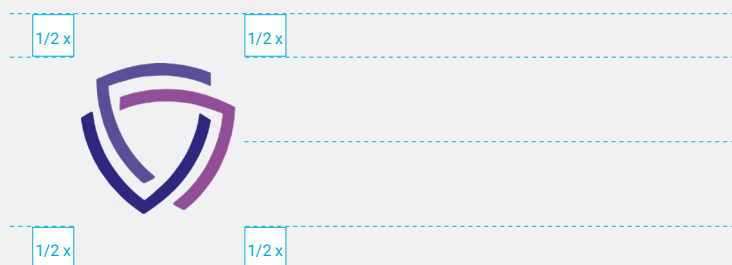

Clearspace

Definition
-
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.
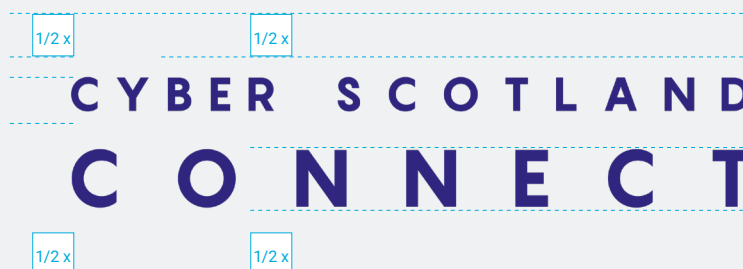
Computation
-
To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

2) Typography

Logo application and standards

Logo Backgrounds

Logo A
Background Black Version

Logo B
Background Coloured Version

Logo C
Background Coloured Version

Logo D
Background Coloured Version
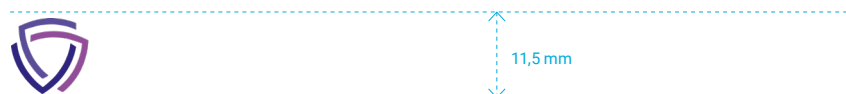
Logo E
Background White Version

Minimum Logo Sizes

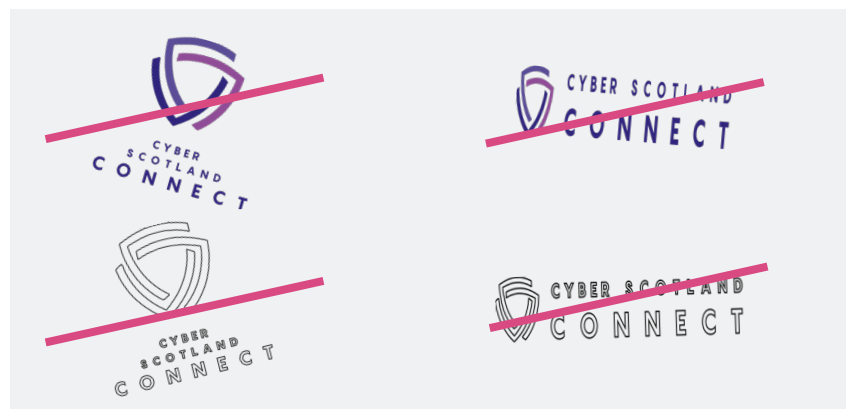**Full Logo**
Minimum Height: 11,5 mm

11,5 mm

Logo Symbol
Minimum Height: 11,5 mm

11,5 mm

Incorrect Logo Application

1) Do not place the logo type on 3 lines

2) Do not invert the logo symbol

3) Do not alter the logo symbol

4) Do not alter the logo type style

Section 02
Typography

Type Overview

Primary Font

Secondary Font

Font Hierachy

Typo

The Typography Guidelines

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all communications. We have selected

Roboto, which helps inject energy and enthusiasm into the entire CSC communications, as the primary and secondary typeface.

Primary Font

Roboto

A	B	C	D	E	F	G	H	I	J	K	L	M	**Bold**
N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
a	b	c	d	e	f	g	h	i	j	k	l	m	
n	o	p	q	r	s	t	u	v	w	x	y	z	

A	B	C	D	E	F	G	H	I	J	K	L	M	**Light**
N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
a	b	c	d	e	f	g	h	i	j	k	l	m	
n	o	p	q	r	s	t	u	v	w	x	y	z	

Primary Font

Roboto

0	1	2	3	4	5	6	7	8	9	0	**Figures**

Special Characters

! " § $ % & / ( ) = ? ` ; :

¡ " ¶ ¢ [ ] | { } ≠ ¿ '

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The Typography Guidelines

Secondary Font

Roboto Condensed

A	B	C	D	E	F	G	H	I	J	K	L	M	**Bold**
N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
a	b	c	d	e	f	g	h	i	j	k	l	m	
n	o	p	q	r	s	t	u	v	w	x	y	z	

Secondary Font

Roboto Condensed

A	B	C	D	E	F	G	H	I	J	K	L	M	**Light**
N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
a	b	c	d	e	f	g	h	i	j	k	l	m	
n	o	p	q	r	s	t	u	v	w	x	y	z	

0   1   2   3   4   5   6   7   8   9   0   **Figures**

Special Characters

! " § $ % & / ( ) = ? ` ; :

¡ " ¶ ¢ [ ] | { } ≠ ¿ '

« ∑ € ® † Ω ¨ / ø π • ± '

æ œ @ ∆ º ª © ƒ ∂ , å ¥ ≈ ç

√ ~ µ ∞ … – ≤ < > ≥ ˘ › ‹ ◊

Font Hierarchy

Typographic hierarchy is another form of visual hierarchy. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy

creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for CSC layouts.

Context Text and inner Headlines

Caption Text

CSC Typo
-
Roboto Regular
6 pt Type / 11 pt Leading

Copy Text

CSC Typo
-
Roboto Regular
6 pt Type / 11 pt Leading

Headlines Copytext

CSC Typo

-
Roboto Bold - Inital Letters
10pt Type / 10pt Leading

Headlines and Typobreaks

Big Headlines and Title

CSC Typo

-
Roboto CSC - Capital Letters
21pt Type / 22 pt Leading

Sequencer and Title for Marketing

CSC Typo

-
Roboto CSC - Capital Letters
40pt Type / 44 pt Leading

Section 03
Colour System

Colour Codes

Primary Colour System

Secondary Colour System

Colour

The Primary Colour System and Colour Codes

Colour plays an important role in the CSC identity. The colours below are recommendations for various media. A palette of primary colours has been developed, which comprise the "One Voice" colour sch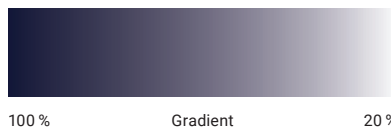eme. Consistent use of these colours will contribute to the cohesive and harmonious look of the CSC brand identity across all relevant media. Check with your designer or printer when using the brand manual colours this will ensure that they will remain consistent.

Primary Colour System

100 %   Gradient   20 %

100 %   80 %   60 %   40 %   20 %

Colour A - Deep Purple

-

Colour Codes
CMYK : C095 M089 Y044 K056
RGB : R032 G031 B057
Web : #21203a

Primary Colour system

Primary Colour System :

-

Explanation :
CSC has three official colours: Deep Purple, Lilac and Pink. These colors will become a recognizable identifier for the organisation.

Usage:
Use them as the dominant colour palette for all internal and external visual presentations of the organisation.

100 %   Gradient   20 %

100 %   80 %   60 %   40 %   20 %
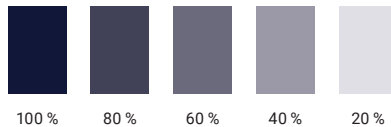
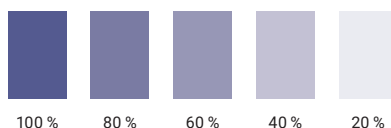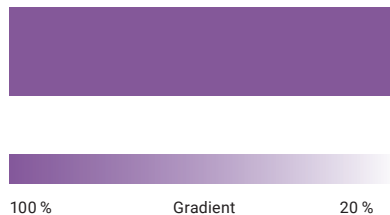### Colour B - Lilac

-
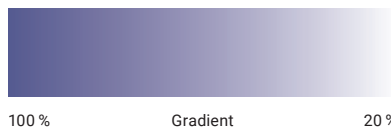
Colour Codes
CMYK : C076 M068 Y024 K007
RGB : R085 G086 B133
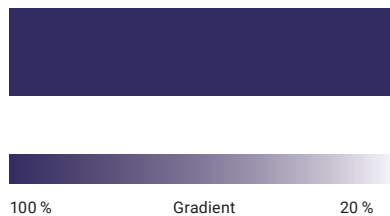Web : #56548c

The Secondary Colour System and Colour Codes

The secondary colour system and colour codes

Colour C - Pink

-

CMYK : C056 M076 Y009 K000
RGB : R137 G082 B148
Web : #895294

100 %   Gradient   **20 %**

Secondary Colour A

-

CMYK : C091 M092 Y030 K025
RGB : R055 G043 B092
Web : #382b5c

100 %   Gradient   **20 %**
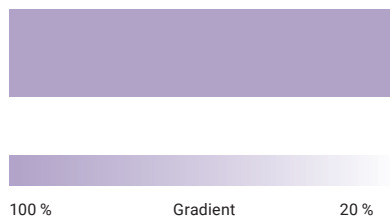
Secondary Colour System :

-

Explanation :

The Secondary colours are complementary to our official colours, but are not recognizable identifiers for CSC company. Secondary colours should be used less than 60 percent of a palette in one piece.
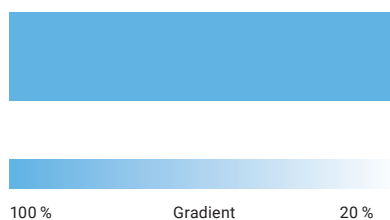
Usage:
Use them to accent and support the primary colour palette.

Secondary Colour B

-

CMYK : C030 M035 Y004 K000
RGB : R189 G172 B207
Web : #bdaccf

100 %   Gradient   **20 %**

Secondary Colour C

-

CMYK : C057 M014 Y000 K000
RGB : R113 G183 B230
Web : #6fb7e6

100 %   Gradient   **20 %**

Colours are one of the most significant ways to communicate your core brand and story to people.

Story

Section 04
Guideline Checklist

Checklist Introduction

Manual Checklist

Check

Checklist and Application

This check list has been created to ensure that before publishing anything associated or on behalf of CSC please go through the following check list, check the bullet points and compare this with your publication. If something is inconsistent please rework it until everything is aligned.

01 The Logo
Only use approved versions of the logo. Please check that you have respected the minimum size and exclusion zone requirements. The logo should not appear on coloured backgrounds without being changed as displayed in the guidelines above.

02 Colour
Please make sure that only approved primary and secondary colours are used.

03 Typography
Please follow the typography guidelines. Both fonts are also available for web.

04 Imagery
Use desaturated photos, gradient coloured photos in-line with the approved colour palette or gray-scale photos. Please follow these guidelines.

05 Print materials
Please use the provided grids and approved layouts for all printed products and the stationery in advance.

Section 05
Summary and Contact

Summary
Contact

Info

Summary and Contact

Thank you.

A short summary

This branding manual has been created inline with the re-brand for Cyber Scotland Connect, in 2019. This manual may be updated and changed in the future, so please ensure to correlate the version number on this manual with the latest version on the website.

If you have any further questions that have not been addressed by this manual, please get in touch using our contact details provided.

Contact

For further information please contact:

Cyber Scotland Connect

T: @scotlandconnect
E: hello@cyberscotlandconnect.com

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Brand Manual 2019.

https://cyberscotlandconnect.com