Identity guidelines

February 2019

aye for
ideas
Scotland - science nation

01 The logo

The Aye for Ideas logo consists of three distinct elements:

A logotype name (Aye for Ideas), a single colour icon (lightbulb) and a strapline (Scotland - science nation). The logo should not be modified in any way.

This includes the positioning and/or alteration of the fixed elements within the overall logo.

Please email for enquiries and design approval.

Logo Colour

Very little flexibility on the colours of the Aye for Ideas logo is allowed. Any variation of the colours, other than those described in this guide, would typically only be considered in exceptional circumstances.

Primary brand colours for logo text, strapline and icon.
The primary version of the logo should be reproduced using the four colour (C.M.Y.K) process and where possible the full colour logo should always be used.

	CMYK	70 / 15 / 0 / 0		CMYK	88 / 58 / 1 / 0		CMYK	50 / 100 / 0 / 0		CMYK	0 / 0 / 0 / 80
	RGB	54 / 169 / 225		RGB	29 / 100 / 174		RGB	149 / 27 / 129		RGB	87 / 87 / 86
	HEX	#36a9e1		HEX	#1d64ae		HEX	#951b81		HEX	#575756

02 Distortion and modification/misuse

Please do not modify the logo in any way.

Examples of distortion include

Examples of modification and misuse include

Box around logo

Drop Shadow

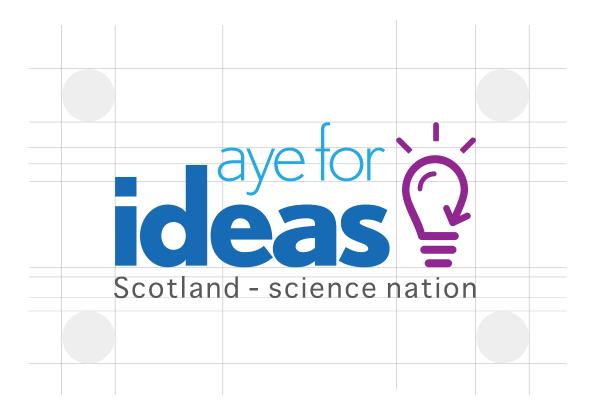Uppercase

Wrong colour

Wrong font

Coloured Background

03 Exclusion zone

To achieve consistency and to ensure that the logo appears prominently in its primary usage of full colour without interference from other elements, an exclusion zone has been created.

The exclusion zone should be observed on all applications.

04 Reproduction sizes

Because of the detailed nature of the Aye for Ideas logo, when reproduced at very small sizes some of the detail is lost. There are four preferred logo sizes to achieve overall consistency. To preserve the integrity of the brand, the smallest size that the logo can be reproduced is 25mm wide. Sizes below 35mm should not include the strapline. For sizes above 55mm, increase the size of the logo by 10mm increments.

On alternative formats such as web banners, posters, exhibition stands and promotional materials, the logo can be resized proportionally.

25mm - online, small printed materials e.g. A5, promotional items

35mm - online, presentations, A4/5 printed matter, display advertising

45mm - A4/5 printed matter, presentations, display advertising

55mm - 55mm - display advertising, packaging, A4+ printed materials

05 Logo alternatives

The standard version of the Aye for Ideas logo is the preferred one for all media. However, where it is not possible to use this version, the following can be considered. All alternatives must be sized as per the standard guidelines.

Line version - black

Greyscale Version

Line version - white

06 Using the logo

The logo should never be used directly on top of photography.

Please only use it on a white background or panel.

07 Lining up the logo

Please only use the logo in either the top left or bottom right corner of a piece of communication.

08 Using the other logos

The white and black versions of the logo can be used directly on top of photography.

These should always be placed either in the bottom right or top left corner of a piece of communication.

Further advice

For further clarification and advice on using the
Aye for Ideas logo please contact

Elaine Docherty
Communications and Public Engagement Officer
Scottish Government
Email: Elaine.docherty@gov.scot
Telephone: 0131 244 3031

@AyeForIdeas #AyeForIdeas #STEMStrategyScotland #ScotlandScienceNation