



RSCDS corporate identity

Detailed design guidance for the logo

The Royal Scottish Country Dance Society
12 Coates Crescent, Edinburgh, Scotland, UK. EH3 7AF
Tel: +44 (0)131 225 3854 Fax: +44 (0)131 225 7783
Email: info@rscds.org Web: www.rscds.org

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Detailed design guidance for the logo

The Logo

The full logo is made up of the Society's initials, the coronet (crown of ghillies) and the strapline 'Dance Scottish'

The enclosed CD contains the logo in two formats, both colour and black and white to be used as set out in this document

The standard logo is



It is also available without the strapline



Also included is the 'Dancers Logo' which is not part of the logo project but was developed separately.

As with most such things there are those who like this and those who are less enthusiastic. It is intended for use on

T-shirts and other merchandise if considered appropriate by the individuals involved.



We are aware that many branches have developed their own distinct logos over the years and nothing in this document should be read as suggesting that these should be changed or discontinued. However, the logo without the strapline can also incorporate the branch name to give a local flavour.



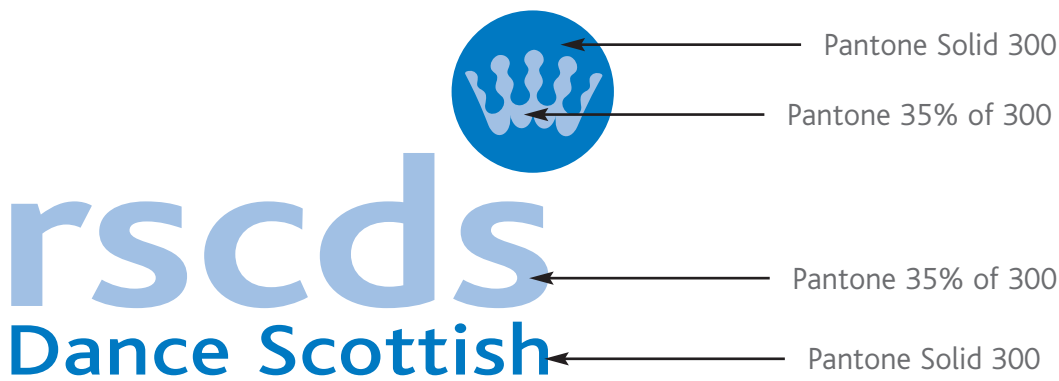
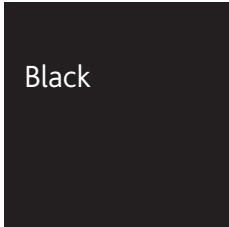
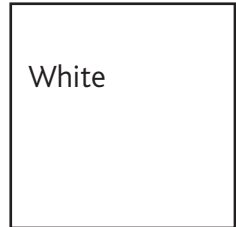
Technical information for print professionals

Colours

The logo comes in blue. Printers match colours by using a system called Pantone reference. These references give the 'recipe' so printers can reproduce colours accurately. The Pantone reference for our logo is Pantone 300.

Please try to use the master logo in full colour if you can. If there is some restriction, for example, limited colour printing, you can use our logo in black, blue or reversed out of a solid colour in white.

Pantone 300
C100% M56%
Y2% K0%
R0 G103 B198



Master Logo - Colours



Single Colour Logos

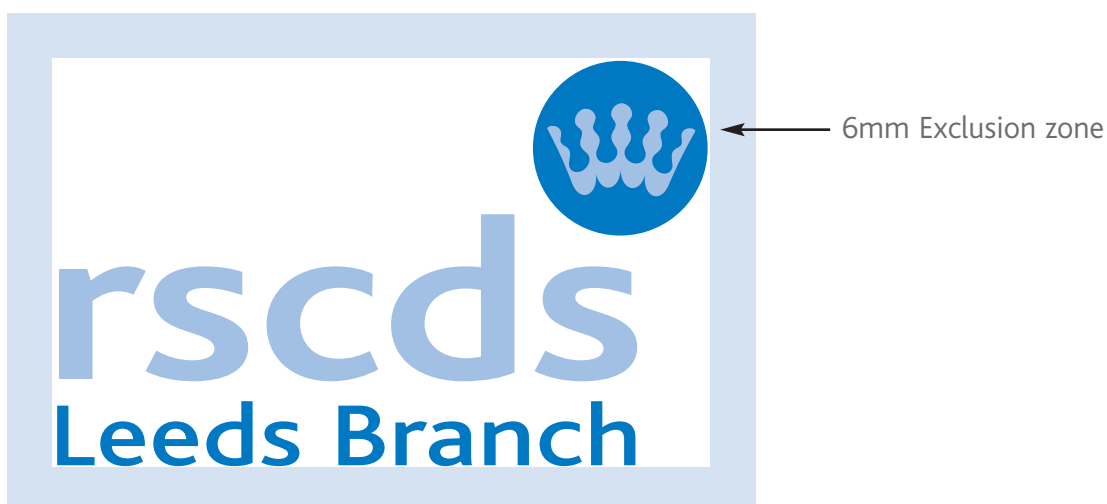
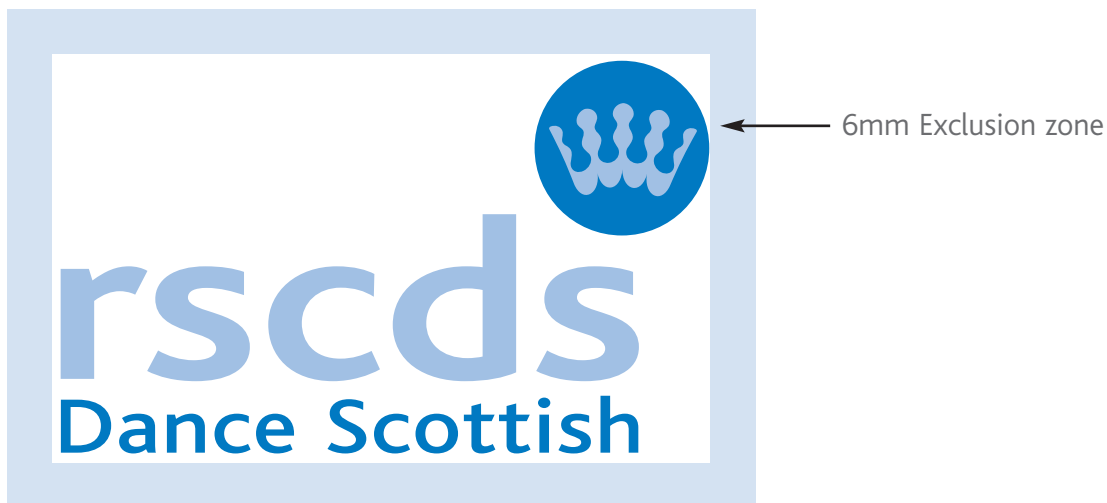
Minimum size

See the illustration for the minimum size you should use. To make sure our logo is clear and easy to read, please check that the overall image is at least 1.5 cm in height.



Exclusion zone

We have defined an exclusion zone to protect our logo from other graphic elements like type, image boxes or lines. Leave clear space the width of 6mm on all sides of our logo.



Logo misuse

The logo has been specially created so please don't redraw or alter it at all. Please do not stretch the logo, or cut it up (crop it) to fit into a small space. These examples are to show you how misusing our logo can affect its impact.



Remember to follow these 10 rules for using the logo successfully. Make sure the logo is:

- 1 always in its correct colours,
- 2 never rotated,
- 3 never distorted,
- 4 never recreated in a different typeface,
- 5 never used with a different strapline,
- 6 never used with any of the elements missing
- 7 shown with enough contrast between it and the background,
- 8 used with the elements in the right size and the right place,
- 9 never smaller than the minimum size,
- 10 always protect by the exclusion zone.

Corporate fonts

For all external communication including stationery, advertising and promotional material, the selected font is Bliss. This font has been chosen for its clarity and legibility, and in application varies in weight and point size only.

Headlines

Bliss Medium: headline text
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

Body copy and smaller text

Bliss Light: body copy and smaller text
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

Palatino can also be used for body copy and smaller text, especially for letters
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

If Bliss isn't available to you. The following fonts have been chosen for clarity and legibility, and because they are readily available in both PC and Macintosh format

Headlines, Strapline and Branch name under logo

Verdana Bold: headline text
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

Body copy and smaller text

Verdana: body copy and smaller text
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

Palatino can also be used for body copy and smaller text, especially for letters
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ