

Learning and Teaching Scotland



Corporate Identity Guidelines

www.LTScotland.org.uk

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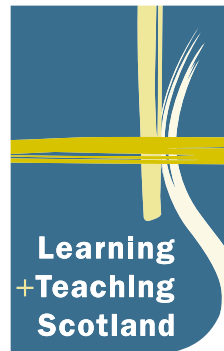
About this Document

These are the Learning and Teaching Scotland corporate identity guidelines. It is important to follow these guidelines when creating communication materials in order to present a consistently professional and high quality image.

Should you require advice on any issue of the corporate guidelines, please contact: Publications team or the Communications team: **0141 282 5000**, email: **enquiries@LTScotland.org.uk**

The Logo

Under no circumstances should any of the proportions or individual elements of the logo be altered or deleted in any way.



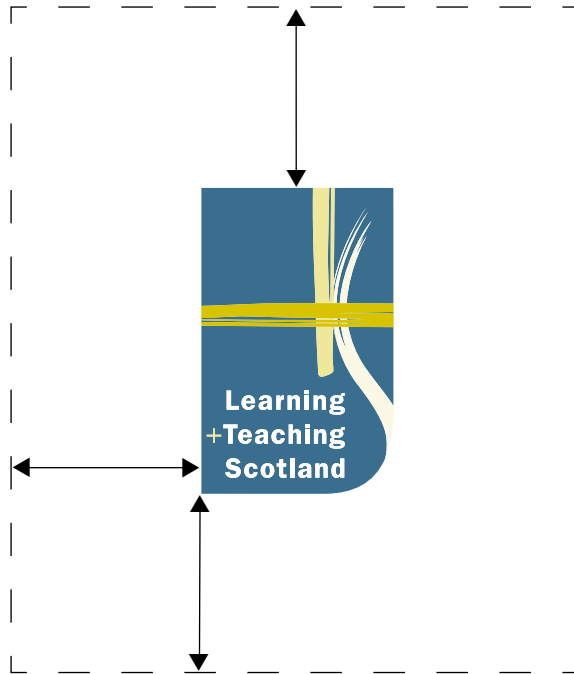
External use of the LT Scotland logo

The master artwork for the logo is held by the Publications team. A proof of the material the logo is to be used in should be supplied for approval. The proof must be sent to Publications and signed off by the Communications team.

Logo positioning

In most cases the logo should be positioned to the right (eg on stationery, publications).

No other graphic element should appear within the space around the logo, as specified below.

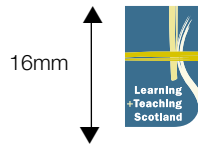


No element should appear within this area around the logo.

The space around the logo should be relative to the size of the logo.

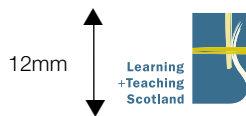
Logo size

The master logo should never be reproduced smaller than the size shown below.



Special exception logo

A special version of the Learning and Teaching Scotland logo has been produced for the exceptional cases when the logo needs to be smaller than the minimum size as above. The use of this logo is kept to a minimum. Only use it at the size below – never any smaller!



Single colour usage

Where the logo has to appear in one colour only, it should **always** appear as the black or PMS 5405 versions shown below.



Reversed out usage

Where the logo has to appear on a black or dark background, it should always appear as the reversed out version below.



Corporate colours

The logo should never be reproduced in any other colour ways unless authorised by the Communications team.

Do not change the colour of any individual element of the logo.

The logo should be reproduced wherever possible on a neutral coloured background. Although it is recognised that this is not always possible, the use of the single colour version may be more appropriate to use.



pantone 5405



pantone 612

Full colour usage

Where the logo has to appear in full colour the following CYMK breakdown should be used.



c 75% m 15%
y 0% k 56%



c 0% m 0%
y 100% k 18%

Consistency of logo use

The logo should always appear as described in these guidelines. It must never be altered in any way (such as adding drop shadows, placing on a patterned background, etc).