



Brand Guidelines



Scottish Government
Riaghaltas na h-Alba
gov.scot

Introduction

The Children and Young People Improvement Collaborative (CYPIC) supports schools and services to be as good as they can be, through using quality improvement to test, measure and implement better ways of working to ensure children get the best start in life and equal opportunities to thrive, learn and succeed.

The identity is the combination of elements from ELC and RAFA programme identities, with a reference to GIRFEC which CYPIC feeds into.

Our identity is available in a variety of formats for flexibility of use.

It is available in compact, stacked and landscape versions, in both full colour and mono (black and white).

Each version is available as an eps and jpeg.

Compact

CYPIC_CMYK_Compact
CYPIC_Mono_Compact

Size (width)

A5 38mm
A4 54mm
A3 77mm



Children and
Young People
Improvement
Collaborative



Children and
Young People
Improvement
Collaborative

Stacked

CYPIC_CMYK_Stacked
CYPIC_Mono_Stacked

Size (height)

A5 35mm
A4 50mm
A3 70mm



Children and
Young People
Improvement
Collaborative



Children and
Young People
Improvement
Collaborative

Landscape

CYPIC_CMYK_Landscape
CYPIC_Mono_Landscape

Size (width)

A5 57mm
A4 81mm
A3 114mm

Children and Young People
Improvement Collaborative



Children and Young People
Improvement Collaborative



Our identity
is also available
in versions
which can be
reversed out
of coloured
backgrounds.

Compact

CYPIC_Compact_Rev



Stacked

CYPIC_Stacked_Rev



Landscape

CYPIC_Landscape_Rev



When using
the identity,
please leave
space around it
so that it doesn't
look cluttered.

This space is called
the exclusion zone.



Please don't
change the
colours, shape
or the proportion
of our identity.

When placing
the identity on
an image, make
sure it's on an
area of flat colour
with enough
contrast to
ensure that it
is legible.

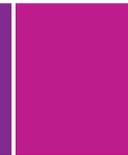
Colour, shape
and proportion



Position



Spot

							
PMS 485	PMS 1505	PMS Yellow	PMS 362	PMS Cyan	PMS 534	PMS 2612	PMS 241

CMYK

For use
in printed items

C 15	C 0	C 0	C 75	C 100	C 99	C 60	C 25
M 100	M 70	M 0	M 5	M 0	M 86	M 100	M 100
Y 100	Y 100	Y 100	Y 100	Y 0	Y 34	Y 0	Y 0
K 0	K 0	K 0	K 0	K 0	K 23	K 0	K 0

RGB

For use
in digital applications

R 209	R 242	R 255	R 65	R 00	R 29	R 129	R 189
G 37	G 112	G 242	G 173	G 174	G 55	G 42	G 27
B 42	B 34	B 00	B 73	B 239	B 100	B 144	B 140

Tints

90%	90%	90%	90%	90%	90%	90%	90%
80%	80%	80%	80%	80%	80%	80%	80%
70%	70%	70%	70%	70%	70%	70%	70%
60%	60%	60%	60%	60%	60%	60%	60%
50%	50%	50%	50%	50%	50%	50%	50%
40%	40%	40%	40%	40%	40%	40%	40%
30%	30%	30%	30%	30%	30%	30%	30%
20%	20%	20%	20%	20%	20%	20%	20%
10%	10%	10%	10%	10%	10%	10%	10%

This is our
colour palette,
which includes
all of the colours
in the GIRFEC
palette.

Our typeface is Bariol.
It's available in Bold, Regular,
Light and Thin, with italics
for all weights.

You can get it here
<http://atipofoundry.com/fonts/bariol>

A large, bold, black lowercase 'a' and uppercase 'A' are displayed side-by-side, showcasing the Bariol typeface's thick, rounded, and slightly irregular letterforms.

Bariol Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+{|}:~|<?~

Bariol Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+{|}:~|<?~

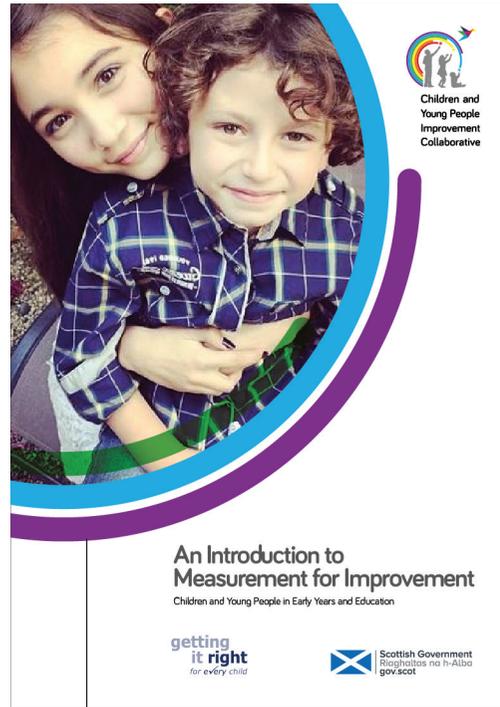
Bariol Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+{|}:~|<?~

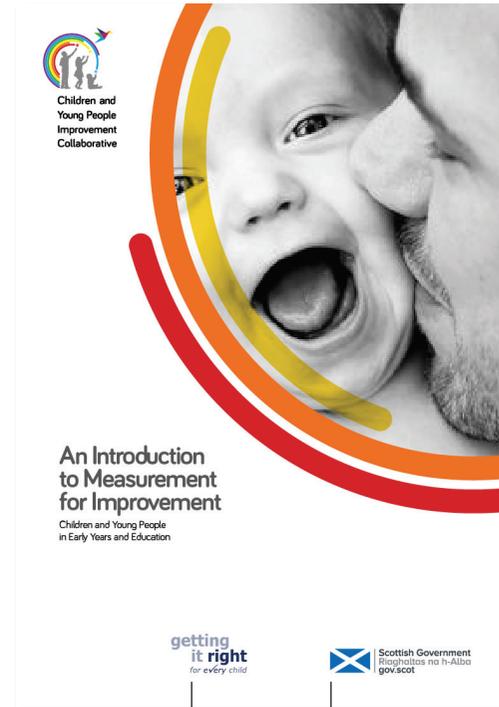
Bariol Thin

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+{|}:~|<?~

Our visual brand uses elements of our identity to create a strong link between the two. Some cover examples are shown here.

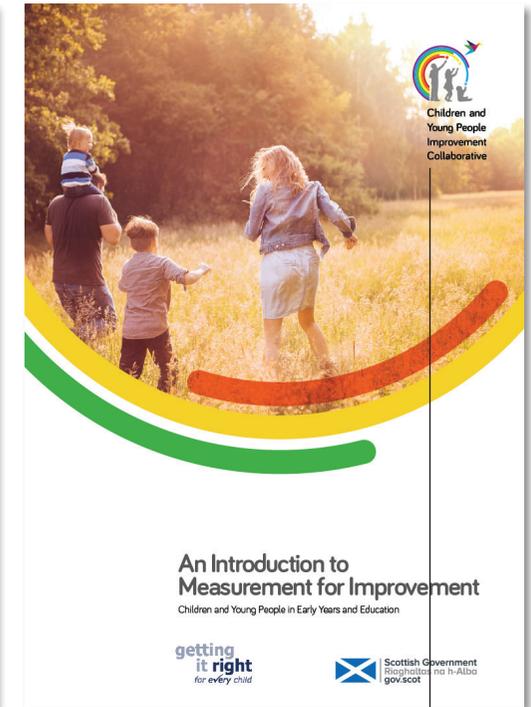


Using elements of the identity to create the visual graphics for documents.



The Scottish Government identity must always appear on the bottom right hand corner of publication covers.

This is supported by GIRFEC identity which should be positioned as show.



Our identity sits top left or top right on a front cover, preferably on a white background. If the identity sits on an image, please make sure that there is enough contrast for it to be clearly legible.



We have a number of supporting brand identities which should be used in our publications.

These can appear on an inside front cover or inside back cover, or back cover.



For further information
please contact cypic@gov.scot
or call 0131 244 4458.

Thank you.