

A brief guide to the correct use of the  
new Scripture Union Scotland logo



## Our New Logo and what it means



### ***...a dynamic new way of telling the same story...***

The new lamp is rooted in our history...we go on believing that God's word is a lamp to guide us and a light to our feet, so we keep the lamp as the symbol of SU. The updated version introduces a contemporary style and a friendly relevant image that will help us communicate the good news with young people. The shape and colour are designed to be warmer and more dynamic, reflecting the nature of our approach to sharing the gospel.

## Getting hold of the logo

Never use a version of the logo you have scanned in from a previous printed source or downloaded from the website. Always use the original files located on your local network. In the Glasgow office, files are located on the **m:** drive. If you are unable to access a copy of the logo in this way, you can request a copy from Kim Wray by emailing her at [kim@suscotland.org.uk](mailto:kim@suscotland.org.uk)

# How to use the logo



**The logo must always be used in its complete form.**

When printing material in colour, the words **Scripture Union** and the **base of the lamp** are always Violet-Blue. The **flame** and the words **light to live by** and **Scotland** are always orange. The logo must always be used in its complete form.



## Small logo

If you are using the logo at a small size (less than 30mm wide) the words **light to live by** may become too small and illegible. It is necessary to use the small version of the logo in a case like this.



## Black & White

When printing in black ink the words **Scripture Union** and the **base of the lamp** are solid black. The **flame**, and the words **light to live by** and **Scotland** are grey - a 50% tint of black.



## Black

Use this version if you are printing in one colour, or if your job is going to be photocopied.



## White

Use this version of the logo over a dark background or on similar colours to the logo colours or where the background clashes with the logo colours

**Once you have selected the style of logo to use, it is important you also select the correct file format. (see Pages 10 -11)**

## How NOT to use the logo



**DON'T** turn the logo on its side, or rearrange it



**DON'T** use an unsuitable background colour



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## Using the lamp only



### The lamp can be used in four versions:

SU colours



Black & Grey



All black



Reversed out white

There is one exception to using the full logo. In some circumstances it may be appropriate to brand an item using just the lamp motif.

The lamp logo is available in the same formats as the full logo. It should normally be used in a context where the complete logo has already been introduced. Please email [kim@suscotland.org.uk](mailto:kim@suscotland.org.uk) to obtain a lamp logo stating what the logo is to be used for and in what file format it is required.

Never crop any existing logo to obtain your own version of the lamp logo. Always obtain an original lamp logo as described above.

### Examples where use of the lamp logo could be:

Back of booklets

Folder spines

Pens and other small objects



Print companies will need specific references for our corporate colours. These are expressed as **Pantone / PMS** colours or **CMYK** equivalents. The standards for the corporate colours are:

Pantone Colours:

Orange = **PMS144**  
Violet-Blue = **PMS273**

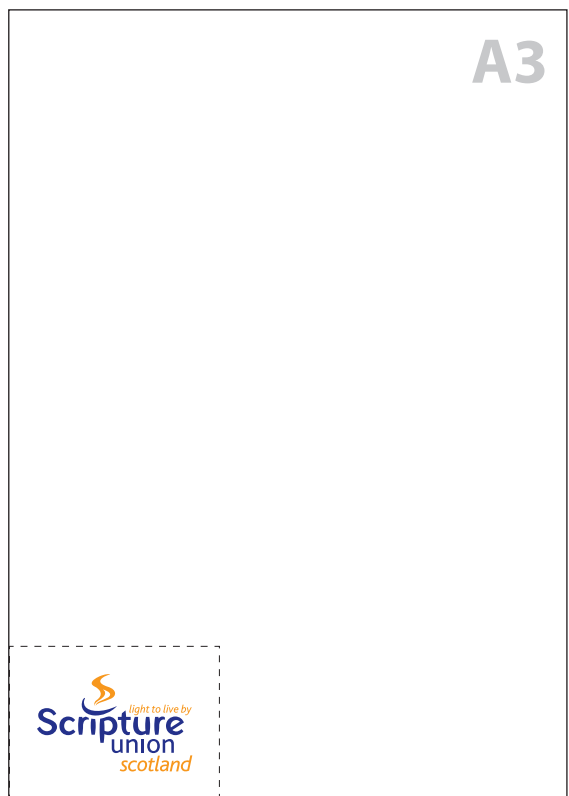
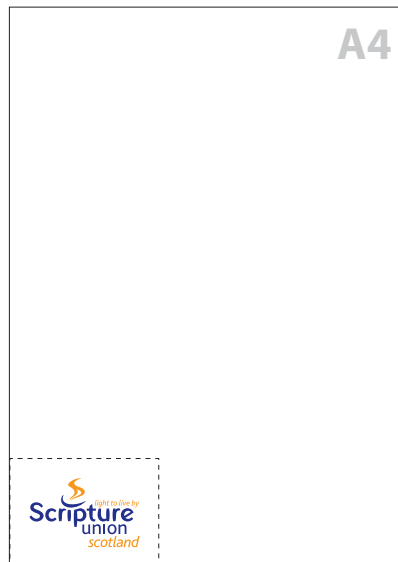
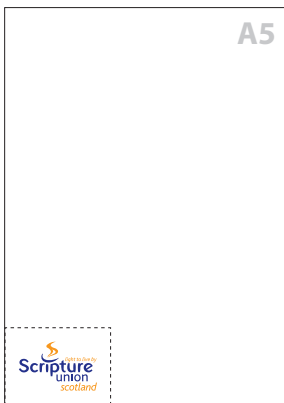
CMYK Equivalents:

Orange = **C-0, M-48, Y-100, K-0**  
Violet-Blue = **C-100, M-96, Y-0, K-8**

## The logo zone



The logo zone is the area into which other design elements such as photos and text should not encroach. The logo zone's size is proportional to the size of the logo, please use this graphic as a guide.



Above you will see examples of the suggested logo zone size in proportion to publicity printed on A5, A4 and A3 paper sizes.

Templates are being made available on your local network to set the formatting for the text and margins of **Standard Letters** and **Fax Headers**. A separate template will be created for **SU PowerPoint** slides which will set the logo in a pre-defined location.

The use of these standard templates will allow **Scripture Union Scotland** to establish a consistent **corporate identity** across all regional offices.

## Background colours that work

Typically pastel colours or white form the best backgrounds. The important factor is for the orange and blue text to both have good contrast with the background. If this is not possible use the all white logo. (See Page 3)

 <p>C - 25 M - 0 Y - 0 K - 0</p>	
 <p>C - 40 M - 0 Y - 70 K - 0</p>	 <p>C - 0 M - 10 Y - 20 K - 0</p>
 <p>C - 0 M - 0 Y - 50 K - 0</p>	 <p>C - 0 M - 20 Y - 40 K - 0</p>

## Scripture Union Scotland font

**Scripture Union Scotland** has chosen to use **Myriad** as its house font for desktop publishing. This should be requested of design companies when outsourcing print and design work and used wherever possible.

Within **Scripture Union Scotland** the font **Myriad** is currently only available for use with design software, so until further notice the **Arial** font should be used for standard literature.

Myriad Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&\*(){}"?'><

*Myriad Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&\*(){}"?'><*

**Myriad Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&\*(){}"?'><**

***Myriad Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&\*(){}"?'><***

---

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&\*(){}"?'><

*Arial Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&\*(){}"?'><*

**Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&\*(){}"?'><**

***Arial Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz 1234567890!@£\$%^&\*(){}"?'><***

# Logo File formats

The Scripture Union logo comes in many file formats.  
Please read this page to find out which is best for your use.

The logos have been arranged into the following sets:

## For use up to 7cm wide - *most people will use this folder*

These **TIFF** and **EPS** logos are **not scalable to any size**. However they will produce excellent results if the logo is no more than **7cm** wide. **TIFF** files can be used with standard software and **EPS** files with graphic design software like **Photoshop** or **Corel Draw**.

The folder contains:

File name:	Format	Max size
SUlogo_CMYK_7cm.tif	TIFF format for full colour printing	7cm
SUlogo_CMYK_7cm.eps	EPS format for full colour printing	7cm
SUlogo_BW_7cm.eps	EPS format for black & white printing	7cm
SUlogo_BW_7cm.tif	TIFF format for black & white printing	7cm
SUlogo_black_7cm.tif	TIFF format for black printing	7cm

## For use up to 15cm wide

If you need to use the logo **bigger than 7cm** wide, then use the 15cm wide versions.

**TIFF** files can be used with standard software and **EPS** files with graphic design software like **Photoshop** or **Corel Draw**.

The folder contains:

File name:	Format	Max size
SUlogo_CMYK_15cm.tif	TIFF format for full colour printing	15cm
SUlogo_CMYK_15cm.eps	EPS format for full colour printing	15cm
SUlogo_BW_15cm.eps	EPS format for black & white printing	15cm
SUlogo_BW_15cm.tif	TIFF format for black & white printing	15cm
SUlogo_black_15cm.tif	TIFF format for black printing	15cm

## Vector scalable logos - *most designers will use this folder*

These logos can be placed in professional design documents and can be scaled to any size. **If using an outside designer this is the folder you should supply**. It includes versions for both **full colour printing CMYK** and **PANTONE** printing in the two SU PANTONE colours. (e.g. for stationery).

The folder contains:

File name:	Format	Max size
SUlogo_CMYK_Vector.ai	Adobe Illustrator format for CMYK printing	any size
SUlogo_CMYK_Vector.eps	Adobe Illustrator EPS format for CMYK printing	any size
SUlogo_PAN_Vector.ai	Adobe Illustrator format for 2 colour printing	any size
SUlogo_PAN_Vector.eps	Adobe Illustrator EPS format for 2 colour printing	any size
SUlogo_white_vector.ai	Adobe Illustrator format to reverse out of a colour	any size
SUlogo_white_vector.eps	Adobe Illustrator EPS format to reverse out of a colour	any size
SUlogo_BW_vector.eps	Adobe Illustrator EPS format for grayscale use	any size
SUlogo_BW_vector.ai	Adobe Illustrator format for grayscale use	any size
SUlogo_black_vector.eps	Adobe Illustrator EPS format for black use	any size
SUlogo_black_vector.ai	Adobe Illustrator format for black use	any size

**Please note:** Some of the logo folders are quite big, so if you request them by email they may be compressed into a ZIP file. This needs to be uncompressed using **Stuffit Expander** available free from [www.stuffit.com](http://www.stuffit.com) or using **Winzip** available free from [www.winzip.com](http://www.winzip.com)

# Logo File formats

## For use under 3cm wide

This folder contains **EPS**, **TIFF** and **AI** versions of the small logo. This logo omits the *“light to live by”* text as it would be too small to use at this size. Designers will request **AI** or **EPS** files, whereas most users should opt for **TIFF** files. **If you are using the logo at more than 3cm wide DO NOT use this logo, use the full logo.**

File name:	Format	Max size
SUlogomini_CMYK_Vector.eps	Adobe Illustrator EPS format for full colour printing	3cm
SUlogomini_CMYK.tif	TIFF format for full colour printing	3cm
SUlogomini_CMYK_Vector.ai	Adobe Illustrator AI format for full colour printing	3cm
SUlogomini_WHITE_Vector.eps	Adobe Illustrator EPS format to reverse out of a colour	3cm
SUlogomini_WHITE_Vector.ai	Adobe Illustrator AI format to reverse out of a colour	3cm
SUlogomini_BW_Vector.ai	Adobe Illustrator EPS format for grayscale use	3cm
SUlogomini_BW.tif	TIFF format for black and grayscale printing	3cm
SUlogomini_BW_Vector.eps	Adobe Illustrator EPS format for grayscale use	3cm
SUlogomini_BLACK_Vector.eps	Adobe Illustrator EPS format for black use	3cm
SUlogomini_BLACK_Vector.ai	Adobe Illustrator AI format for black use	3cm
SUlogomini_BLACK.tif	TIFF format for black printing	3cm

## RGB for web & computer

For web and computer use. **DO NOT** use for full colour printing.

The folder contains:

File name:	Format	Max size
SUlogo_RGB_800.jpg	RGB JPEG	800 pixels
SUlogo_RGB_400.jpg	RGB JPEG	400 pixels
SUlogo_RGB_200.jpg	RGB JPEG	200 pixels
SUlogo_RGB_400.gif	<b>GIF very small file size, best for web use</b>	400 pixels
SUlogo_RGB_800.tif	RGB TIFF	800 pixels
SUlogo_RGB_800.eps	RGB EPS	800 pixels

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