

Time to get equal

SCOPE

About cerebral palsy.
For disabled people achieving equality.

Time to get equal



About cerebral palsy.
For disabled people achieving equality.

This document explains the correct application of Scope's corporate identity.

We have tried to make it clear to read.

If you would like to suggest improvements, please contact Marketing Services.

Scope's identity

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Time to get equal



About cerebral palsy.
For disabled people achieving equality.

Note: the logos shown in this document are for illustrative purposes only. They are *not* of high enough resolution for printing. Contact Marketing Services for digital artwork in a format suitable for your needs (eg 'eps' format for printing, and 'jpeg' for use on your PC).

People gain their view of Scope from the wide range of ways we present ourselves to them, in person, in our adverts, on the phone, the internet and in print. Consistent high quality in the way we portray ourselves and communicate to our public strengthens recognition of our organisation, our services and our campaigns.

Scope's corporate identity is a visual expression of our values – what we stand for – and it establishes the look by which we are recognised.

The elements of the corporate identity system are:

- our logo incorporating the Time to Get Equal slogan, the 'equality icon' and the descriptor
- two main colours, Scope Blue and Yellow and a range of complementary colours
- two typefaces (Foundry and Arial)

There are strict rules governing the colours, typefaces, proportions, positioning and 'breathing space' around the logo and the related straplines. You must never re-draw or typeset the elements of the logo or invent your own motifs for departments or projects.

This document shows you how to use the identity correctly. Please refer to the checklist on page 14.



Scope's logo is designed to demonstrate that our vision – disabled people achieving equality – is at the centre of all we do. The logo incorporates the 'equality roundel', a motif created to convey recognition of the equal rights of disabled people.

The core logo is preceded by the campaign slogan, 'Time to get equal', and underpinned by the 'descriptor': **'About cerebral palsy. For disabled people achieving equality.'**

The slogan and descriptor form part of the logo and must never be omitted unless agreed with Scope Marketing.

The logo (including campaign slogan and descriptor) must not be reproduced any smaller than 42mm wide.

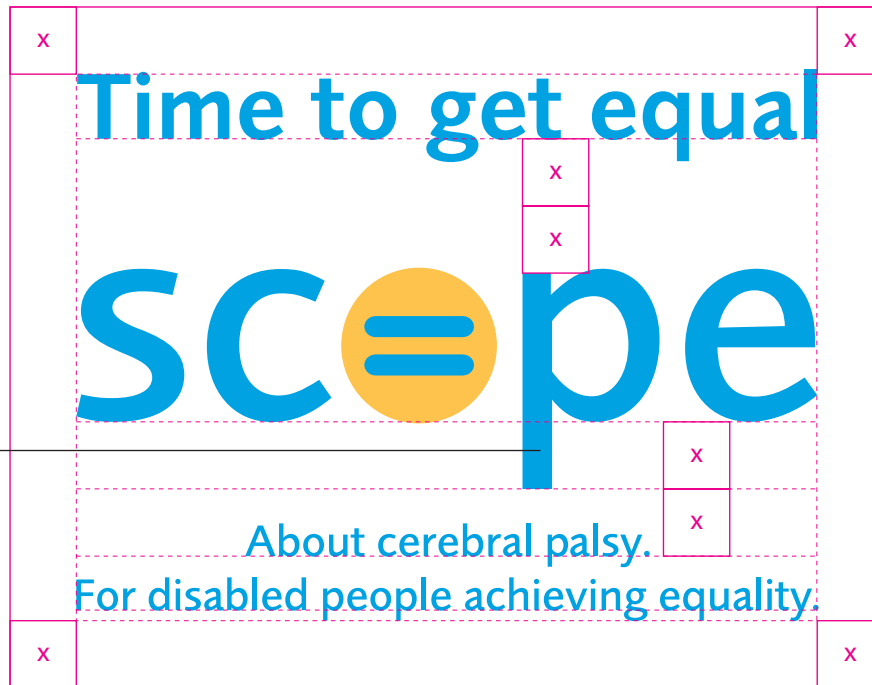
Do not attempt to typeset the logo, slogan or descriptor yourself. Use only the approved digital artwork available from Marketing Services in a range of formats to suit your needs.

Do not use the logo from Scope's corporate website for printing – it won't be clear enough.

You should always allow a set amount of space between the logo and any adjacent text or pictures as shown here. This is known as 'clear space'.

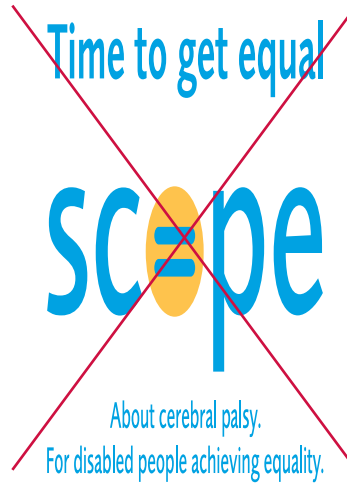
The minimum clear space is indicated by the value of 'x' – being the measurement of the tail of the letter 'p'.

The clear space around the logo (x) is equal to the depth of the tail on the letter 'p'.



NEVER...

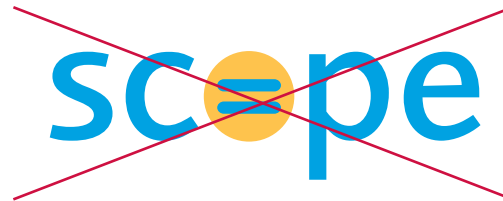
...distort



...re-draw



...reproduce without the slogan or strapline



...pixelate by printing a 'web' version



Never compress or stretch the logo. Don't allow anyone to redraw it, or typeset the slogan or descriptor.

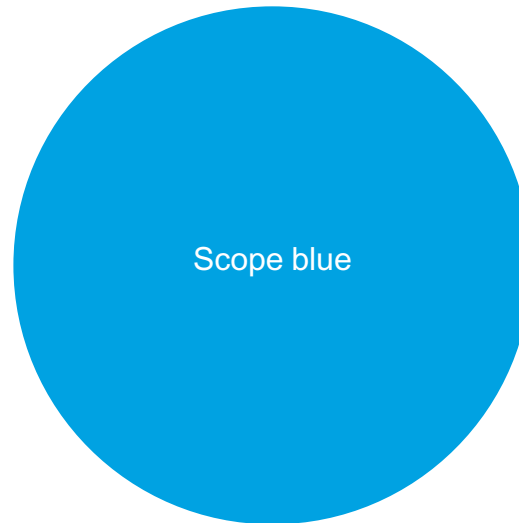
Make sure that the logo is always reproduced to the highest resolution and quality (not pixelated or the wrong colours – see page 7), and always with the slogan and descriptor included.

Special
Stehlin Hostag ref H140834
'New Scope Blue'

CMYK
100c 4m 0y 3k

RGB
0/153/207

HTML (Hex)
0099CF

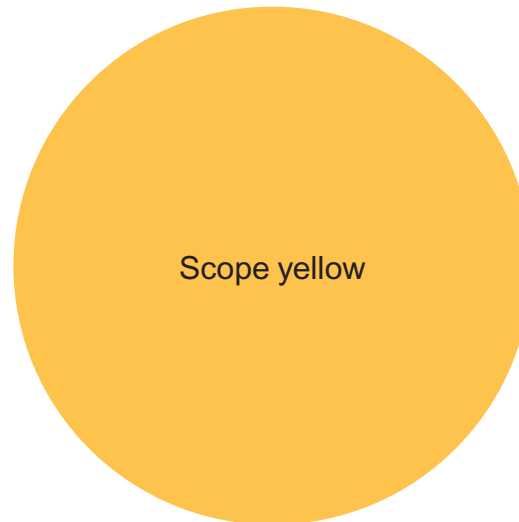


Special
Stehlin Hostag ref H140835
Pantone (PMS) 1225

CMYK
0c 25m 80y 0k

RGB
255/187/0

HTML (Hex)
FFBB00



Scope uses a specially formulated ink which printers should obtain from the manufacturers, Stehlin Hostag Ink (UK) Ltd.

The blue is similar to cyan but provides a stronger contrast against white, thus improving legibility. The special colours are:

- Scope Blue
Stehlin Hostag ref H140834
New Scope Blue
- Scope Yellow
Stehlin Hostag ref H140835
Pantone (PMS) 1225

In four-colour printing the CMYK values are:

- Scope Blue
100c 4m 0y 3k
- Scope Yellow
0c 25m 80y 0k

There will inevitably be minor variations in colour according to the material being printed on, but the above standards should always be used. Do not try to match the colours in Microsoft Word, or use other blues and yellows.

The screen colours (for use in PowerPoint, video or web pages) are:

- Scope Blue
RGB: 0/153/207
HTML: 0099CF
- Scope Yellow
RGB: 255/187/0
HTML: FFBB00

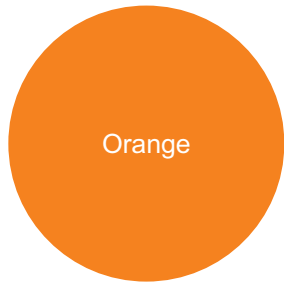
Note: If you are looking at this on a screen, the colours are approximations only. You can obtain swatches from Marketing Services.

Secondary colours

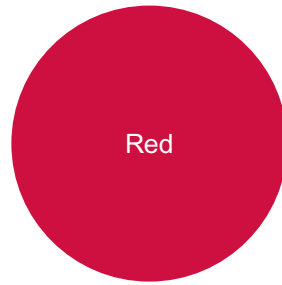
We have selected a range of complementary colours that may be used alongside the two main colours.

These colours can be used for headings or backgrounds, always ensuring high contrast in any lettering overlaid.

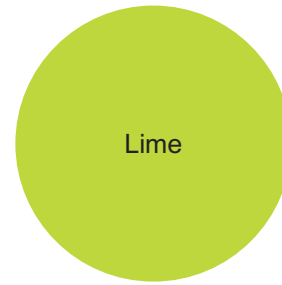
The printers' and web developers' colour references are given here.



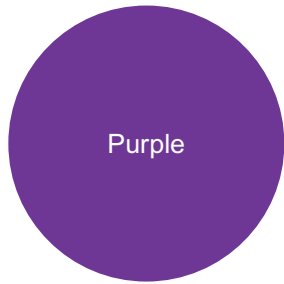
Pantone (PMS) 165
0c 60m 100y 0k
FF5000



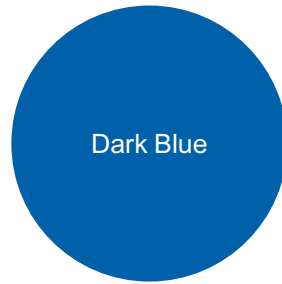
Pantone (PMS) 200
0c 100m 65y 15k
CC0033



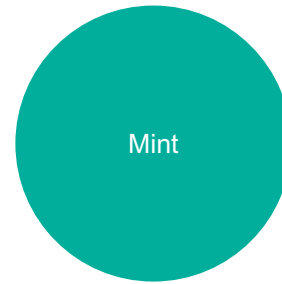
Pantone (PMS) 382
30c 0m 94y 0k
B4EB00



Pantone (PMS) 2592
69c 94m 0y 0k
9900BF



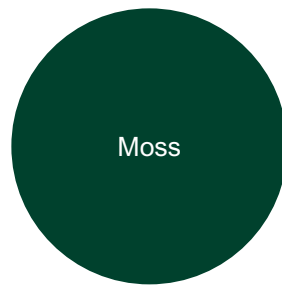
Pantone (PMS) 286
100c 60m 0y 6k
00008C



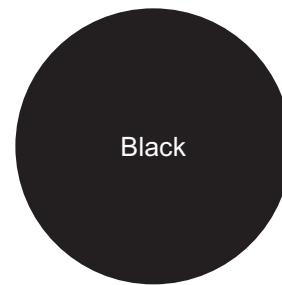
Pantone (PMS) 3275
91c 0m 51y 0k
00BC99



Pantone Warm Gray 9
0c 15m 18y 47k
7C6F6F



Pantone (PMS) 560
73c 0m 61y 80k
00271B



Black

Yes

Two or four colour



Mono version



Out of the secondary colours except Lime



Mono version out of another colour



Mono Scope blue



Onto photographic clearspace



No

Don't print the **colour** logo on any other colour outside of Scope's main and secondary colours



The 'equals' sign should not be white on yellow



Don't convert the yellow to a mono tint



Don't overlay the logo onto a busy photograph



(See Scope's Colours on the previous pages for colour matching references)

The logo may be blue and yellow on a white background, as shown previously, eg. on letterheads, but on most printed literature it is preferable for the logo to be reversed (white and yellow) on a blue background, as this gives the equality roundel better contrast.

In single colour (blue) printing it will appear in Scope Blue – note how the blue is solid with white 'equals' sign – the yellow is not converted to a tint or shade of blue.

There is a black (mono) version for single colour (black) printing – again, note how the logo is solid black – the yellow is not to be converted to grey.

Note: Do not print the *colour* logo on any other background than white, Scope Blue, black or any of the secondary colours – except Lime (see page 3). It can also be printed on a photograph in areas of low detail, for example where the background is plain, not complicated, but please check with Marketing Services about the suitability of the image.

The mono version may be used in black or white onto background colours that are not part of Scope's colour palette.

Hen bryd lefelu'r sgôr

Time to get equal



Ynghylch parllys yr ymennydd.

Dros gydraddoldeb i bobl anabl.

About cerebral palsy.

For disabled people achieving equality.

A special bilingual identity has been developed for Scope in Wales to comply with the legal and funding requirements of the Welsh Assembly.

The same minimum size rules for the descriptor apply, ie no smaller than 42mm across.

This is 18 point (pt) text size **For large print documents**

This is 14pt text size **Preferable**

This is 12pt text size **Minimum**

This is 10pt text size **Avoid**

This is 9pt text size **Avoid**

This is 8pt text size **Avoid**

This document can be supplied in large print and alternative formats. Please contact ...
(enter your dept/phone details)

All publications should bear a prominent statement to the effect that the information can be made available in other formats, eg. large print, digitally as a pdf file (portable document format), or audio on cassette tape. Do not include your name but your department, telephone number and email address.

Scope aims to ensure that its printed communications are accessible to the widest range of readers as possible.

Text should be set at a minimum size of 12 point, and 14 point where feasible. Arial is a large typeface for its point size. It is recommended that the height of the lower-case 'x' should be at least 2mm.

Setting a 20% distance between the lines will aid legibility (eg. 11 on 14pt line spacing, as here).

Avoid printing text on photographs and always ensure sufficient contrast between text and background colours*.

Note: All publications should bear a prominent statement to the effect that the information can be made available in other formats, eg. large print, digitally as a pdf (portable document format) file, or audio on tape.

*see Lighthouse or RNIB for more information.

Black text and **blue text** on white are OK,
but avoid blue for small print

White text on blue works well

Black on yellow works well

Use yellow out of blue ONLY for headings

~~**Do NOT use yellow on white**~~

Text in colour

Print text in black whenever you can.
This provides the best level of contrast.

Limit the amount of text in Scope Blue
and try not to use blue for 'small print'
(which should itself be avoided – see
'text size' above!)

Never use yellow for text on white.

It is also best not to use the yellow
on a blue background, except for bold
headlines.

White text on a blue background
works well.

Scope is a registered charity



Scope

You can support Scope's work in a number of ways by going to www.scope.org.uk/support

For information and advice on cerebral palsy, disability issues and Scope's services, visit www.scope.org.uk or contact Scope Response on **0808 800 3333**

Scope is a registered charity

We are required to include on all publications the statement: Scope is a registered charity.

This can be typeset in regular weight at a smaller size of generally around 8pt.

The charity registration number (208231) is not necessary, except on legacies publicity, where it is needed for legal reasons.

Note: Anything printed without the statement will be withdrawn and reprinted bearing the statement.

Standard postscript

As well as including the charity statement, all Scope materials should include the following postscript:

Scope

You can support Scope's work in a number of ways by going to www.scope.org.uk/support

For information and advice on cerebral palsy, disability issues and Scope's services, visit www.scope.org.uk or contact Scope Response on **0808 800 3333**

Every opportunity should be taken to publicise Scope's website address, our URL (Uniform Resource Locator), but always check that it is typed correctly:

www.scope.org.uk



The screenshot shows the homepage of the Scope website. At the top, there is a navigation bar with links for 'skip navigation', 'text only', 'accessibility', 'sitemap', 'contact us', 'response: 0808 800 3333', and a red 'donate online now' button. The main header features the Scope logo and the tagline 'About cerebral palsy. For disabled people achieving equality.' A search bar is located on the right. Below the header is a secondary navigation menu with links for 'home', 'about us', 'news', 'disability', 'info', 'early years', 'education', 'living', 'work', 'local', 'forum', and 'support us'. A banner below the navigation reads 'Driving the change to make our society the first where disabled people achieve equality'. The main content area is divided into several sections: a 'scope response' box with the phone number '0808 800 3333'; a 'Time to Get Equal in the workplace' section with an image of a man on a phone; a 'Please give generously to our Christmas appeal' section with an image of a girl; a 'What's new' section with links to 'Shop for Scope this Christmas!', 'Disabled graduates wanted for Leadership Recruitment in Wales', 'Contribute to the Scope Governance Review', 'Placement opportunities at Scope residential services', and 'Scope's autumn raffle winners!'; a 'Get Involved' section with links to 'Share your views', 'Become a Scope member', 'Campaign for equality', 'Volunteer for Scope', and 'Work for Scope'; an 'Adventures' section with an image of a group of people and the text 'summit Kilimanjaro!'; a 'monday THE CHARITIES LOTTERY' section; and a 'magic taxi' logo. At the bottom, there is a 'Quick links' section with various links and a footer stating 'Scope is a registered charity. 6 Market Road, London N7 9PW.'

www.scope.org.uk

Your checklist

- Have you used the correct version of the logo?
- Is it the appropriate size? Not squashed or distorted?
- Does it comply with the guidelines on space around the logo?
- Can you guarantee printing at good quality in the correct colours?
- Have you used Arial for the text?
- Is the text the appropriate size?
- Have you included the charity statement?
- Is the website address correct?
- Have you shown a proof to Marketing Services?**

Please use the checklist to ensure that you adhered to Scope's corporate identity.

Any new design for a sub-brand or project must be approved by the Chief Executive and the Marketing Panel.

All artwork for printing must be approved by Marketing Services who will respond within 48 hours.