

SLCF LOGO GUIDELINES



Use of the SLCF logo

The SLCF is a valuable source of funding for many projects in Scotland. It is important that people who could benefit from the fund, get to know about it. One way we can ensure this happens is by using the SLCF logo on all publicity and information on projects funded by the SLCF and on anything written about the fund. The SLCF logo is the most visual element of the SLCF identity. SEPA strongly supports the use of the SLCF logo on all materials connected to the fund.

The SLCF logo has been designed to convey the elements of the fund: people and their environment and to work across a variety of applications. It can be used across a range of mediums including publications, the web, social media, outdoor livery and signage. It is also used by a number of different people and organisations who have a connection with the fund, therefore it's very important that it's used consistently.

This guide has been prepared for anyone involved in producing branded material connected with the Scottish Landfill Communities Fund (SLCF). This includes SEPA (the regulator of the fund), Approved Bodies (fund distributors) and projects awarded funding (fund beneficiaries).

Copies of the logo are available in different formats. To request a logo, or if you have a query, please contact the SEPA SLCF Team at slcf@sepa.org.uk.

Logo Variations

The following examples provide a guide to reproducing the logo on white and coloured backgrounds. The logo colours should never be replaced by other colours and the existing colours should not be reversed.



When the logo appears on a white background this is our preferred representation.



If the logo must be monochrome, it should be displayed like this.



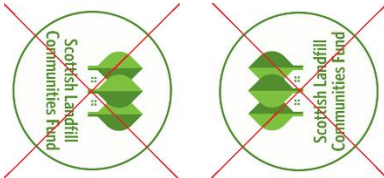
The logo colours should never be reversed. If it needs to be displayed on a solid colour, it may be shown like this.

Logo elements



The logo should never be taken apart in any way.

Logo orientation



The logo should never be displayed in any other orientation from what is provided. The only exception would be on the spine of a publication.

Logo aspect ratio



The ratio of the logo must be preserved and not distorted in any way. When resizing the logo, care must be taken to lock the aspect ratio (normally by holding down the shift key) so that it is neither condensed nor expanded.

Partner identities



Always ensure that the SLCF logo is given equal prominence when used alongside other organisations' identities. The logo should share the same scale and proportion as the other identities. It may also be appropriate to use the SEPA logo alongside the SLCF logo.

SLCF colour palette

The SLCF logo colours are dark green and light green and should appear wherever possible on a white background. 3 accent colours are also used in reports and other publications, these are dark grey, light grey and dark purple. The colours can be achieved by using the Pantone colour references or by four-colour process.

| Pantone 363 | Pantone 368 | Pantone 426c | Pantone Cool Grey 2 | Pantone 526c |
|--|--|--|---|---|
| CMYK Cyan 46.7% Magenta 0% Yellow 68.3% Black 45.5% | CMYK Cyan 37.6% Magenta 0% Yellow 82% Black 25.8% | CMYK Cyan 0% Magenta 0% Yellow 0% Black 85.1% | CMYK Cyan 0% Magenta 0% Yellow 0% Black 16.47% | CMYK Cyan 21.58% Magenta 68.35% Yellow 0% Black 45.49% |
| RGB Red 74 Green 139 Black 44 | RGB Red 118 Green 189 Black 34 | RGB Red 38 Green 38 Black 38 | RGB Red 213 Green 213 Black 213 | RGB Red 109 Green 44 Black 139 |
| Web safe #4a8b2c | Web safe #76bd22 | Web safe #262626 | Web safe #d5d5d5 | Web safe #6d2c8b |