

STYLE GUIDELINES

fonts

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colours

logos



The main learndirect scotland logo is shown opposite. Where appropriate the tag line "your national gateway to learning" should be used along the base.

When placed on a dark background, the logo should have a white keyline. The logo should not be used below the minimum width of 18mm.



The "Give it a Go!" logo is designed to allow for a changeable call to action. A smaller version can be used as long as the learndirect scotland logo appears next to it. When screenprinting, a version without the gradient should be used.



The learndirect scotland for business logo is shown opposite. An adaptation of this can be used for event branding – with an extra lozenge that carries a changeable title.



The learndirect scotland for business logo as it can appear with the telephone number is shown opposite.

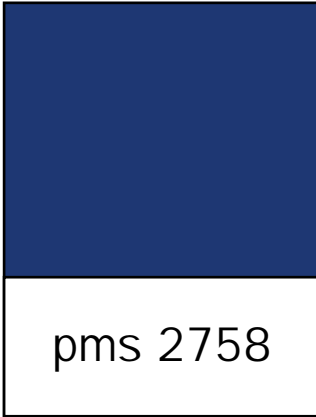
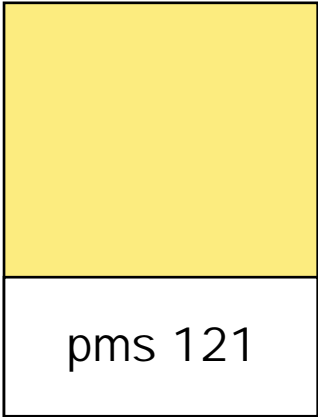


When dual branding make sure the other company logo is no bigger than the learndirect scotland for business logo and that it sits along the same baseline. The same rule applies when dual branding with the learndirect scotland logo.



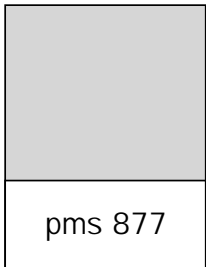
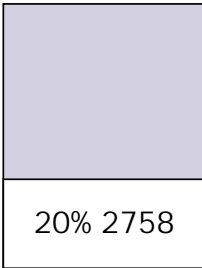
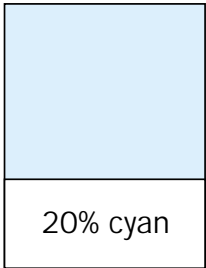
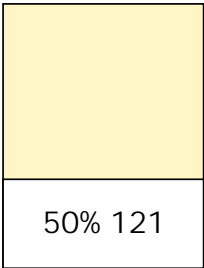
For copies of the above logos, please contact the marketing department on **0141 285 6000** or email us at info@learndirectscotland.com Enter "marketing" in the subject field

colours



The two corporate colours are pms 121 and pms 2758. Tints of these can be used.

Also, on consumer communications tints of cyan can be used to add more colour to literature.



Business literature has also introduced silver to give brochure design a more corporate look.