Places for Everyone Logo Guidelines

This document outlines guidance for the use of the Sustrans, Places for Everyone and Transport Scotland logos.

As per clause 11.3 in the legal agreement, all published materials relating to Places for Everyone projects must include both the **Transport Scotland** logo and **Places For Everyone/Sustrans 'lock-up'** logo. Transport Scotland and Places for Everyone/Sustrans lock-up logos can be downloaded from <u>here.</u>

Places for Everyone - Sustrans lock-up logo

Variants

The Places for Everyone – Sustrans 'lock-up' logo must always be used as pictured above. This must not be changed, adapted, stretched or recreated.

A white out version is also available for use on top of dark colours or images - please ensure legibility if over a busy or low-contrast image.

Exclusion Zone

To ensure the branding is easy to see, a clear area must be maintained on all sides of the logo, between it and any graphic elements (illustrations, photographs and the edges of the printed surface).

The minimum exclusion zone is the height of the text in the Sustrans logo, as pictured below.

Transport Scotland logo

Variants

The preferred variant is the blue-and-white version pictured above.

The only times a different version should be used is when printing in black and white or greyscale, or exceptional third-party materials can carry single colour.

Places for Everyone Logo Guidelines
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Transport Scotland Logos must be included in any communications around Places for Everyone projects, grant partners are obliged to do this on anything they produce as outlined in the legal agreement.

When using the Transport Scotland logo you must not:

- Distort the logo
- Crop the logo
- Copy a logo from an internet search instead of using the proper logo files in this zip file
- Place a reversed logo on a light background

Exclusion Zone
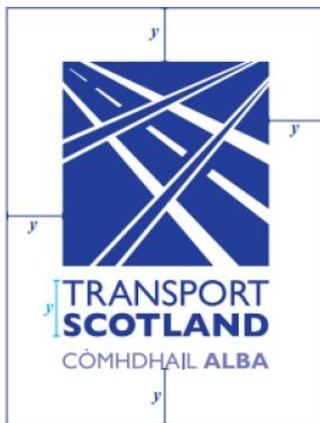
To ensure that the Transport Scotland mark is always clear and easy to see, no other mark or image should be positioned within an exclusion zone defined by the height of the 'Transport Scotland' typographic expression.

For most versions of the logo, the exclusion zone is measured from the borders of the mark itself.

When the reversed version of the logo contained within a white box is used, the exclusion zone is measured from the edge of the white box.

Minimum Size

Logos need to be seen to be effective. The Transport Scotland logo should never appear at less than 17mm in width.

sustrans