Brand Guidelines

Research Data Scotland's guidelines
for digital and print media

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1

Brand values

Clarity
Simplicity
Trust

The organisation and its brand is inspired by and rooted in these three principles, which in turn inform how each of our brand assets are communicated and represented.

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2

Logo

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The principal signifier of our brand is the logo and, as such, it is very important to us. It is representative of everything we are and do.

The logo marque is constructed from a series of dispersing dots, its symbolism is rooted in images and ideas of data, graph-making and information. Its overall shape represents direction and progress, whilst subtly alluding to the flag of Scotland.

The logotype is set in Roboto Flex Semibold, a font chosen for its alignment with our principles of clarity, simplicity, and trust.

Research Data Scotland
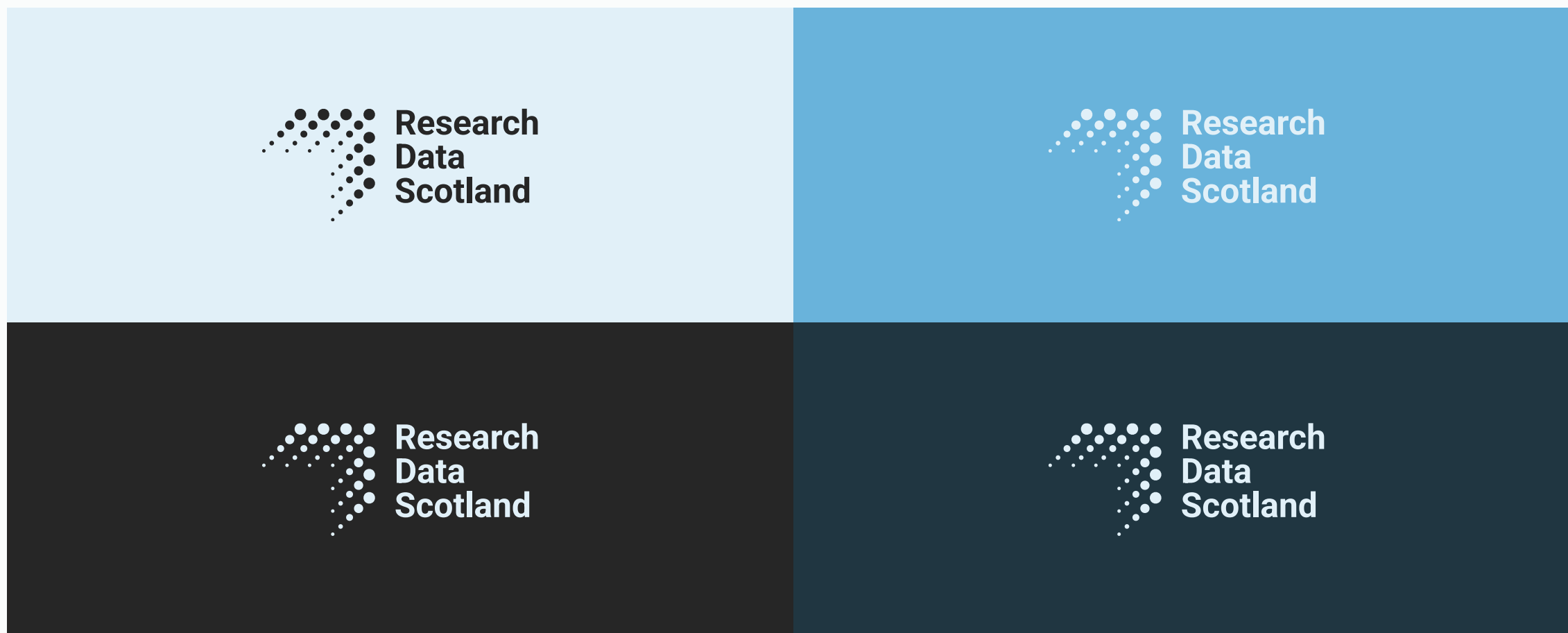
On light backgrounds

On dark backgrounds

In most cases, the logo should be used in full as it is shown here with the logo marque to the left and the logotype to the right.

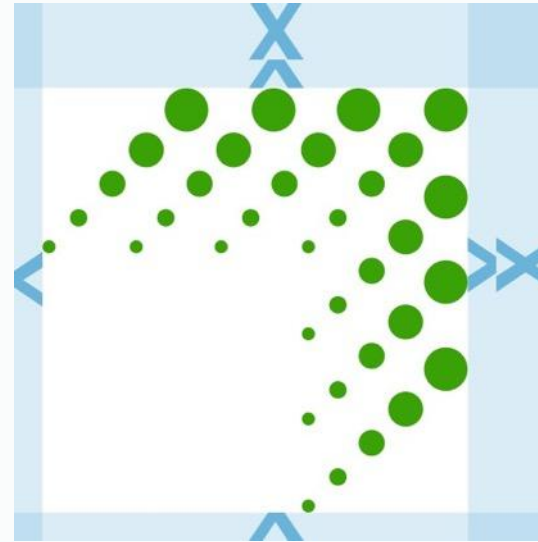The two versions shown above use slightly different shades of Wood Green to ensure accessibility.

The logo may be displayed as one colour black or white where necessary.

To request a single-colour version of the RDS logo, please contact us.

The space between the logo marque and the logotype when in lockup is equal to the x-height of the logotype.

The <u>minimum</u> space around the logo lockup is also equal to the x-height of the logotype.

To balance the logo marque correctly there should be three times as much space to the top and right..

2.5 Logo – Misuse

Do not reproduce the logo in non-brand colours

Do not distort the logo in any way

Do not change the size or position of the logo marque or logotype in relation to each other

Do not use any effects on the logo (e.g. drop shadow)

Do not use the logotype on its own

Do not recreate the logotype using a different font

If you have any doubt about how you are using the logo, please check with the RDS Communications team.

Do not place the logo at an angle

3

Colour

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3.1 Colour – Principal colours

Deep Blue

Hex 203642
R32 G54 B66
C88 M64 Y50 K53

Wood Green

Hex 3AA106
R58 G161 B6
C76 M6 Y100 K0

Snow White

Hex FAFCFC
R250 G252 B252
C2 M0 Y1 K0

Wood Green Bright

Hex 43B806
R G B
C M Y K

Our brand features colours that reflect our position as a future-facing, human organisation.

Our principal colours are Snow White, Wood Green, Wood Green Bright, and Deep Blue.

Wood Green is for use on light backgrounds. Wood Green Bright is for use on dark backgrounds. This is to ensure a good level of accessibility.

Snow White is to be used rather than white, largely for backgrounds, but also for text, logo applications and pattern applications on other brand colours with adequate accessible contrast.

3.2   Colour – Accessibility

Establishing good contrast between fore and background colours – especially with text – ensures people with visual impairments or deficiencies can interact with our products and information.

Designing for accessibility is designing for all.

The widely accepted standard for accessible colour contrast are the Web Content Accessibility Guidelines (WCAG), currently on version 2.1. There are two levels of colour contrast, we aim to comply with level AA as much as possible.

Currently in an advanced stage of development is a new standard called Advanced Contrast Prediction Algorithm (APCA). This new model is extensively researched and has a far more accurate understanding of how our eyes perceive colour. Our brand uses this model, specifically in the Wood Green shades.

As such you should reference both models when creating new colour combinations.

Example combinations are shown here.

WCAG 3.24:1 contrast ratio
AA Large Text and graphics only

APCA 63.5 contrast
20px regular text, 15.5px bold text

WCAG 8.68:1 contrast ratio
AAA All text and graphics

APCA 74.7 contrast
16.5px regular text, 14.5px bold text

WCAG 12.24:1 contrast ratio
AA All text and graphics

APCA 99.7 contrast
15px regular text, 13.5px bold text

WCAG 12.24:1 contrast ratio
AA All text and graphics

APCA 99.7 contrast
15px regular text, 13.5px bold text

WCAG 5.45:1 contrast ratio
AAA All text and graphics

APCA 51 contrast
27px regular text, 15.5px bold text

WCAG 4.86:1 contrast ratio
AA All text and graphics

APCA 46.4 contrast
31px regular text, 23.5px bold text

3.3 Colour – Secondary colours

Secondary colours are tints, shades, and brightness variations on the principal colours.

These colours should be used to support the primary colours in graphics, infographics, backgrounds, and other uses.

Hex 61B438
R97 G180 B56
C65 M0 Y95 K0

Hex 89C76A
R137 G199 B106
C52 M0 Y72 K0

Hex B0D99B
R176 G217 B155
C38 M0 Y50 K0

Hex D8ECCD
R216 G236 B205
C20 M0 Y26 K0

Hex 153B02
R21 G59 B2
C84 M50 Y96 K61

Hex 276E04
R39 G110 B4
C84 M31 Y100 K22

Hex 4CD408
R76 G212 B8
C65 M0 Y100 K0

Hex 4D5E68
R77 G94 B104
C69 M49 Y42 K32

Hex 79868E
R121 G134 B142
C55 M37 Y34 K15

Hex A6AFB3
R166 G175 B179
C38 M24 Y25 K4

Hex D2D7D9
R210 G215 B217
C21 M12 Y14 K0

Hex 396075
R57 G96 B117
C79 M49 Y36 K23

Hex 528AA8
R82 G138 B168
C70 M34 Y23 K6

Hex 6AB3DB
R106 G179 B219
C59 M15 Y6 K0

Hex B6D8EC
R182 G216 B236
C27 M6 Y2 K0

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If you need more detail or have
any questions, please get in touch.