



Logo Brand Guidelines

April 2014

Brandmark Design Elements



Kittens: Black halftone image with Magenta used in ears and nose, Pantone Process Cyan used in eyes. Black shadow.

Kitten Glow: Pantone Process Cyan.

Scotties Wordmark: Prints solid Pantone 2172 with inner shape and soft drop shadow from Pantone 2915.



All components of Brandmark must be treated as a single element.
NO CHANGES TO PROPORTION OR RELATIONSHIP ARE PERMITTED.

The Scotties brandmark consists of 2 elements:

- 2 kittens
- Scotties wordmark

The kittens consist of 3 elements:

- 2 kittens
- shadow
- glow

The brandmark is made up of 5 colours:



Process Black
CMYK:
C0 M0 Y0 K100
RGB:
R44 G42 B41



Process Magenta
CMYK:
C0 M100 Y0 K0
RGB:
R212 G15 B125



PANTONE 2172 C
CMYK:
C83 M48 Y0 K0
RGB:
R36 G120 B190



PANTONE Process Cyan C
CMYK:
C100 M0 Y0 K0
RGB:
R0 G159 B223

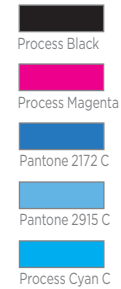


PANTONE 2915 C
CMYK:
C57 M14 Y0 K0
RGB:
R98 G179 B228

Brandmark Master Versions

Full Logo

With kitten, complex reproduction



Scotties full colour brandmark

Usage: primary on-pack logo to be used on principal display panel of packaging and other uses.



Scotties 4 colour process brandmark

Usage: to be used when spot colours are not available.



RGB: only for web usage.



Black

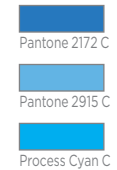
⚠ When reducing brandmark, the gaussian blurs of the soft shadow and inner type bevel need to be reduced individually in the "appearance pallet" as well.

⚠ When reducing brandmark ensure TM/® is legible and meets size requirements for printing.

Brandmark Master Versions

Simplified Logo

Without kitten, simple reproduction or reproduced on patterned background



Scotties full colour brandmark

Usage: primary on-pack logo to be used on principal display panel of packaging and other uses.



Scotties 4 colour process brandmark

Usage: to be used when spot colours are not available.



RGB: only for web usage.



⚠ When reducing brandmark, the gaussian blurs of the soft shadow and inner type bevel need to be reduced individually in the “appearance pallet” as well.

⚠ When reducing brandmark ensure TM/® is legible and meets size requirements for printing.

Acceptable Applications and Usages

Scotties Off-Pack Brand Template



 All components of Brandmark must be treated as a single element.
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Elements available for independent usage

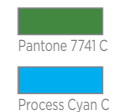
URL

Visit us at:
Scottiesfacial.com



Web address should be Pantone 2172 C,
in Gotham Condensed Medium

Planting Trees Logo



Planting trees logo prints Pantone 7741 C and Cyan

Corrugate Cases



Gotham Condensed Book

Acceptable Applications and Usages

Large Usage



Medium Usage



⚠ When reducing brandmark, the gaussian blurs of the soft shadow and inner type bevel need to be reduced individually in the "appearance pallet" as well.

Small Usage

Minimum size: The full colour brandmark should not be reproduced with a size smaller than 81 mm. For usage smaller than this, use Simplified version from Pg. 2



⚠ When reducing brandmark ensure TM/® is legible and meets size requirements for printing.