



Brand guidelines

The Beat SCAD brand and logo are important to the charity and its supporters, so we protect them from being used incorrectly or inappropriately.

Requesting Beat SCAD logo usage

You may be able to use the logo if:

- you are fundraising for Beat SCAD
- you have an official relationship with us

However, you must obtain permission first.

Where we grant written permission we will send you a letter by email, outlining the terms and conditions of using the logo, including that:

- it must be used according to our brand guidelines.
- you must use the version(s) of the logo we provide.
- printed and digital materials featuring the logo, such as t-shirts, mugs, blogs and so on, must be approved by a charity trustee before publishing.*
- you may not under any circumstances adapt or edit the logo files. Original Beat SCAD graphics files (eps, jps etc) must be used at all times.

The logo may not be used where it may imply either endorsement of a product or company or a commercial relationship.

If you would like to request using our logo please email contactus@beatscad.org.uk with details and we will respond as soon as we can.

* We are happy to discuss supplying our logo to media organisations that are broadcasting or publishing features about SCAD and we do not expect to be shown the feature/article for approval.

Colour palette



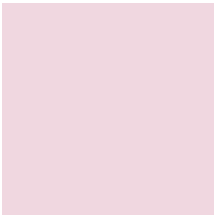
Red
23.3, 95.08, 80.24, 17.69 CMYK
168, 38, 44 RGB
#A8262C



Grey
59, 49, 48, 40 CMYK
90, 90, 90 RGB
#5A5A5A



Blue
74, 21, 23, 0 CMYK
52, 159, 183 RGB
#349FB7



Pink
4, 17, 4, 0 CMYK
240, 214, 222 RGB
#f0d6de

Fonts

Our logo uses the following fonts:
Primary font: Museo
Secondary font: News Gothic Standard

If you are creating a document that uses the Beat SCAD logo, please do not use the fonts in our logo when you are creating your text without discussing this first with the Beat SCAD trustees. Instead, please use commonly available fonts, such as Helvetica, Calibri or Times.

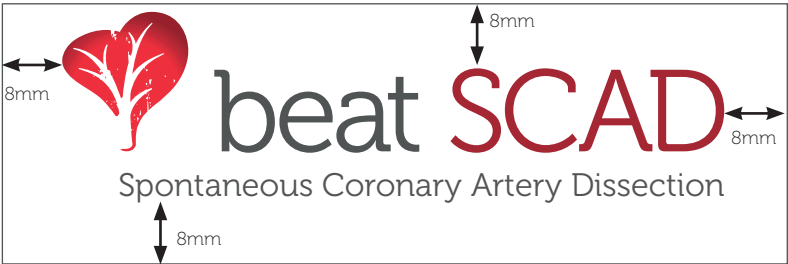
We would advise against using italics or other cursive fonts for the main body of text, as these are not easy to read when used in large blocks of text.

Protected clear space

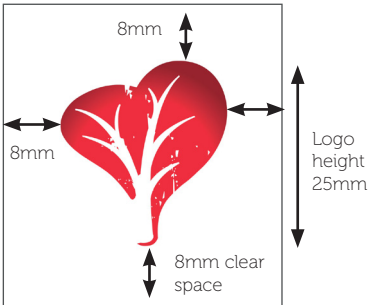
To ensure clarity and optimum visibility, the area shown around the logo and favicon should be kept clear of text or graphics at all times.

The clear space above and below the **primary logo** should be a minimum of 50% of the height of the logo, measured from the top and bottom of the letters, rather than the favicon. The clear space either side, should be a minimum of 30% of the height of the logo. The clear space around the **secondary** and **tertiary logos** should be a minimum of 30% of the height of the logo.

The clear space around the favicon should be a minimum of 30% of the height of the favicon.



Social and web browser favicon



Minimum size

The logo should preferably not be used smaller than 20mm wide.

DO NOT

- Use different colours on the logo
- Use the logo smaller than the minimum size recommended
- Obstruct the logo with other devices
- Use special effects

Background colours

Where the logo is used on a background colour other than white in print and online, the colour should allow all the elements and logo colour to display well. For instance, a sky blue background is fine, but an orange or multicoloured one is not. For colour queries and information on other uses where the printing process requires deviation from the above, please check with the Beat SCAD trustees.



Logo options

The primary logo (below) should be chosen as the first option, however where the acronym SCAD is not explained via other devices, use the secondary logo with the Spontaneous Coronary Artery Dissection tag. Where the charity's aims (Awareness, Support and Research) are the

primary focus of the collateral, use the tertiary logo shown below. The version of the logo with the Beat SCAD website address is also available. White versions of the logo are available for use only if the above versions are not suitable.

Primary logo



Secondary logo



Tertiary logo



Logo with URL



White logos

Primary



Secondary



Tertiary



Logo with URL



If you're not able to print in colour, a greyscale or black logo can be used. Black logos can also be used on, for example, sportswear that is a specific colour for safety purposes, eg yellow cycling shirts/jacket, and where the colour logo would not stand out.

Black logos

Primary



Secondary



Tertiary



Logo with URL



If in doubt please ask the Beat SCAD trustees at contactus@beatscad.org.uk.

Please note, if you use the logo without permission or incorrectly Beat SCAD will contact you and allow you seven days to rectify the situation to our satisfaction. If this is not done we will consider taking further action.