



## 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, jpngs 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 should email [contactus@beatscad.org.uk](mailto: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**  
0, 94, 78, 0 CMYK  
238, 52, 63 RGB  
#E62732 Hex  
Pantone Red 032C



**Grey**  
42, 35, 35, 1 CMYK  
154, 153, 153 RGB  
#99999A Hex  
Pantone Cool gray 7C

## 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.

However, 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. You can, of course, use italics where you want to emphasise a few words.

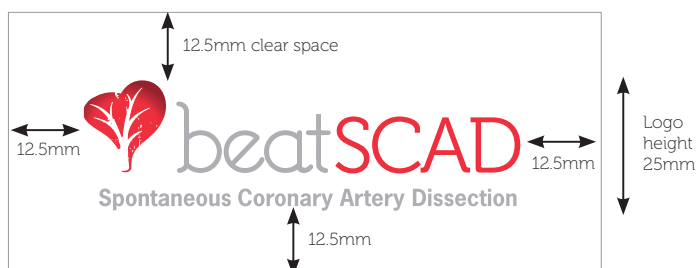
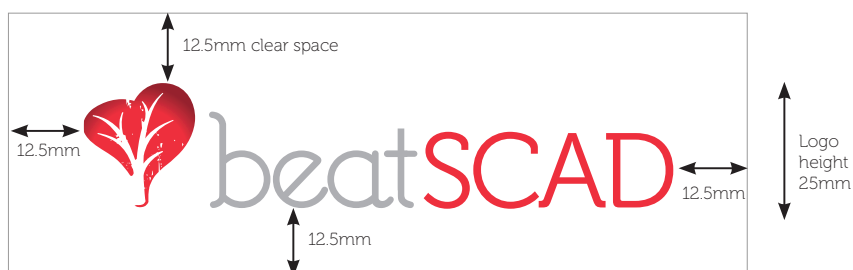
## Logo usage guidelines

### Protected clear space

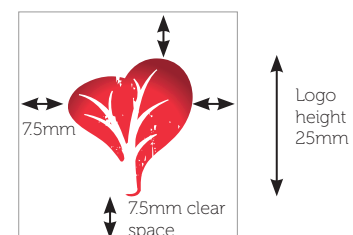
To ensure clarity and optimum visibility, the area shown around the logo and favicon should be kept clear of text or graphics at all times.

The clear space around the logo should equal 50% of the height of the logo.

The clear space around the favicon should equal 30% of the height of the favicon.



### Social and web browser favicon



## Minimum size

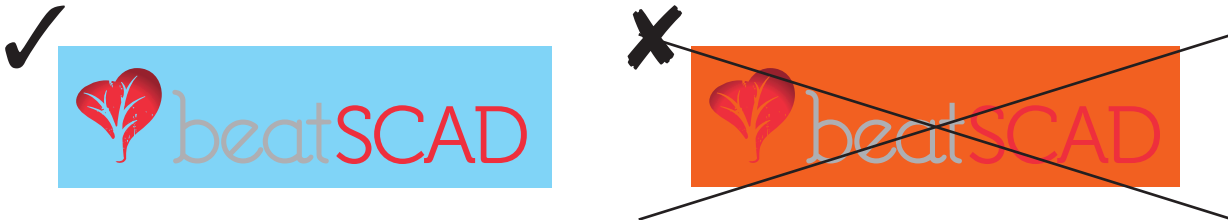
The logo should preferably not be used smaller than 20mm wide.

## 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.



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.



Primary logo



Secondary logo



Tertiary logo



Logo with website

Reversed out versions of the logo (below) are available for use only if the above versions are not suitable.



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.



If in doubt please ask the Beat SCAD trustees at [contactus@beatscad.org.uk](mailto: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.