

Brand guidelines

02/02/2024

OUR SOCIETY

The Law Society of Scotland holds a central place in a legal sector that is modern, dynamic, inclusive and sustainable. Our branding is an important element of how we are perceived by and interact with our members, key stakeholders and the general public.

We are passionate about delivering an exceptional level of service and fulfilling our core roles as regulator and member organisation, so it is essential that our communication is consistent and best represents us and our qualities and objectives.

These guidelines set out how our brand elements make the Law Society of Scotland and the work of our people instantly recognisable and understood.



BRAND IDENTITY

The Law Society of Scotland licenses solicitors to operate in Scotland and beyond. We set the standards for those wishing to join the profession and support our members to thrive and uphold those standards through modern and effective regulation.

We seek to influence the legal landscape and improve access to justice to benefit society and the solicitor profession.

In addition, we provide our members a suite of services designed to help them and their businesses.

OUR BRAND POSITIONING

Our brand positioning reflects the unique role we play in the Scottish legal sector and the diverse audiences we engage with.

We are the respected professional body for our members. We provide leadership and support, and act in the best interests of the profession.

As a regulator, our members, the public and other stakeholders must have confidence that we act with impartiality and fairness.

Where we seek to influence, we aim to have our views respected and trusted, whether promoting access to justice, the rule of law or a thriving legal profession for the benefit of members and the public.

All of this is underpinned by our core values of Respect, Openness, Progress, Integrity and Inclusion.



BRAND IDENTITY

The logo and related visuals are a core part of our brand identity – it shows how we think of ourselves, how we present ourselves and how we are perceived.

These three things directly impact our goals and influence everything from our work on government policy to how we engage with law students.

Our coat of arms was granted in 1952 and honours the solicitor profession's long heritage and tradition. We've refreshed the design of the coat of arms for selected uses such as formal documents and special occasions.



OUR RATIONALE

We represent, support and advocate for all of our members, whether in-house or private practice, and across all areas of law and fields of work. Our inclusive approach recognises and respects our members' diverse backgrounds, including ethnicities, religions, disabilities, sexual orientations, gender identities and economic backgrounds.

This contemporary design reflects the diversity and dynamism that the Law Society shares with the legal profession. We want to be brighter and bolder and our visual branding will help us to achieve that.

The most important characteristics of our new logo are:

- It shows where we are from.
- It shows that we are inclusive and representative.
- The flow of the logo upwards and to the right feels like we're all moving forwards and upwards together.

BRAND LOGO

The Law Society of Scotland logo is comprised of an abstract mark that is suggestive of Scotland and a wordmark set in Scandia, a full-bodied sans serif with sound geometric proportions.

Scandia has a bright, forward-looking aspect displaying exacting edges in the consonants, which are balanced by generous curves of the vowels.

The abstract mark is made up of five dynamic angled strands with cascading colours. These represent diversity and inclusion, and the varied fields of work across the profession. Each colour is chosen for a reason. The purple and green represent a thistle, the blue from the Saltire flag, with the red and yellow from the Lion Rampant flag.

As detailed here, the logo pack contains both positive and negative versions for use in a variety of settings. There is no need to redraw or manually amend the logo, with a wide range of file types in the logo pack.



Minimum width: 92px



BRAND LOGO

While there are colour options to help the logo stand out in a variety of formats, there are some instances where the logo might be displayed incorrectly or in an unfavourable setting. Please avoid the scenarios shown here.



Low contrast



Non-proportional scaling



Colour clash



Busy background



Rotation off baseline

BRAND LOGO: EXCLUSION ZONE

Logos always work best when given plenty of room to breath.

In digital spaces, where real estate can be at a premium, use the x-height of the letter 'o' of 'Scotland' to gauge the exclusion zone around the logo.

In printed formats, use the length of the middle strand to specify the minimum safe distance around the logo.



GRAPHICAL DEVICE

The five strands that represent Scotland can be used for social media icons and can also be teased out to make abstract graphical devices.

Unlike the full logo, the abstract mark is not bound by strict safe zone parameters – brand implementers may use discretion in how best to position the abstract mark.



The Law Society of Scotland

The Law Society of Scotland is the professional body for over 12,000 Scottish solicitors
Legal Services · Edinburgh · 14,397 followers · 301 employees



Kevin & 2 other connections work here

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Law Society of Scotland

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Edinburgh
EH3 8EX

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E: lawscot@lawscot.org.uk

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BRAND FONTS – DISPLAY

The 'Noto Sans' font collection is the display typeface for use across Society collateral. It is highly flexible with character sets available in almost every language. It is free to use under the Open Font License.

Download instructions

Direct download from <https://fonts.google.com/noto> along with install instructions for all operating systems.

When Noto Sans is not available for brand communications (eg Email or Powerpoint) MS Aptos or MS Arial may be substituted in lieu of Noto Sans.

Noto Sans Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.<>?!@£%^()&*{ }

Noto Sans Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.<>?!@£%^()&*{ }

Noto Sans Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.<>?!@£%^()&*{ }

Noto Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.<>?!@£%^()&*{ }

Noto Sans Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.<>?!@£%^()&*{ }

BRAND FONTS – TEXT

The Google font 'Inter' is the typeface for use in longer galleys of text. Inter features a tall x-height to aid readability of mixed-case and lower-case text. It is free to use under the Open Font License.

Download instructions

Direct download from <https://fonts.google.com/specimen/Inter> along with install instructions for all operating systems.

When Inter is not available for brand communications (eg Email or Powerpoint) MS Aptos or MS Arial may be substituted in lieu of Inter.

Inter Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.<>?!@£%^()&*{}

Inter Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.<>?!@£%^()&*{}

Inter Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.<>?!@£%^()&*{}

Inter Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.<>?!@£%^()&*{}

Inter Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.<>?!@£%^()&*{}

BRAND FONTS – ICONS

We recommend using the online Google icon builder at: <https://fonts.google.com/icons> for building consistent iconography across Lawscot digital channels.

Here, we have specified 'Material Symbols' outlined. Weight: 400; Grade: 0; Optical size: 24px.

Each icon comes with relevant coding instructions and downloadable .png or .svg file.

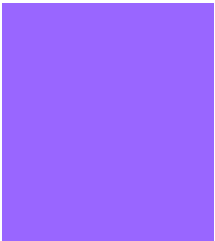
								
Backup	Accessibility	Dynamic Feed	Alarm On	Pageview	Home App Logo	Label Important	Perm Contact Calendar	Approval
								
More	Swipe	Component Exchange	Event Repeat	Bookmark Added	App Shortcut	Unpublished	Open In Browser	Notification Add
								
Free Cancellation	Running With Errors	Background Replace	Webhook	Anchor	3d Rotation	Lock Person	New Label	Lock Clock
								
Add Alert	Domain Verification	Outbound	Gesture	Hand Gesture	Tab	Chrome Reader Mode	Settings Power	Online Prediction
								
Find Replace	Offline Pin	Backup Table	Ad Units	Wifi Protected Setup	Http	Bookmark Remove	Alarm Add	Pinch Zoom Out

COLOUR PALETTE

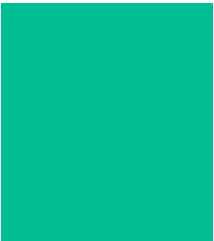
The core colour palette consists of five digital-first colours, shown opposite.

LEGIBILITY

Text should have a good tonal contrast with a background to ensure legibility. Black text above of the core colours will meet WCAG standards.



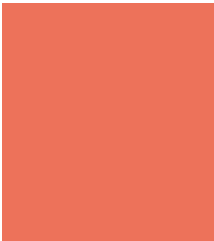
Violet
R:153 G:102 B:255
HEX:9966FF
C:50 M:66 Y:0 K:0



Green
R:0 G:189 B:148
HEX:00BD94
C:74 M:0 Y:54 K:0



Blue
R:51 G:153 B:255
HEX:3399FF
C:80 M:14 Y:0 K:0

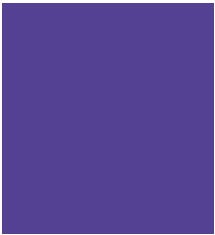


Red
R:237 G:114 B:90
HEX:ED725A
C:0 M:67 Y:62 K:0

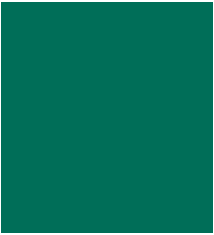


Yellow
R:255 G:203 B:5
HEX:FFCB05
C:0 M:20 Y:93 K:0

Each colour in the core palette has a matching darker and lighter tone. These should be used in favour of applying tints to the core palette.



Deep Violet
R:84 G:65 B:147
HEX:544193
C:43 M:56 Y:0 K:42



Forest Green
R:0 G:110 B:88
HEX:006E58
C:100 M:0 Y:20 K:57



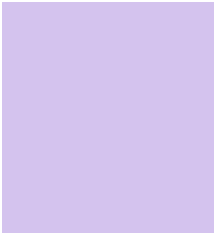
Denim Blue
R:20 G:99 B:179
HEX:1463B3
C:89 M:45 Y:0 K:30



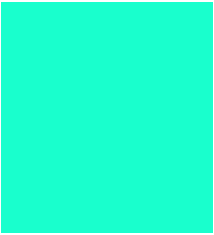
Rock Red
R:229 G:0 B:14
HEX:E5000E
C:0 M:100 Y:94 K:10



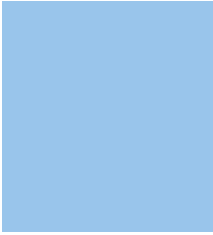
Golden Yellow
R:249 G:135 B:0
HEX:F98700
C:0 M:46 Y:100 K:2



Parma Violet
R:212 G:195 B:238
HEX:D4C3EE
C:11 M:18 Y:0 K:7



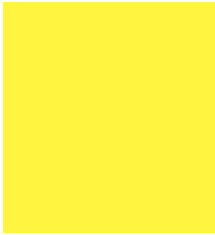
Mint Green
R:25 G:255 B:205
HEX:19FFCD
C:90 M:0 Y:19 K:0



Powder Blue
R:153 G:197 B:235
HEX:99C5EB
C:35 M:16 Y:0 K:8



Salmon Red
R:250 G:145 B:118
HEX:F4A17E
C:0 M:34 Y:48 K:4



Lemon Yellow
R:255 G:245 B:65
HEX:FFF541
C:0 M:4 Y:74 K:0

LOGO AND SUPPORTING COLOURS

When displaying the logo on a solid colour, a background tint of 5% black, or 100% black are the preferred options. Backgrounds of **Deep Violet**, **Forest Green** and **Denim Blue** are also permissible.



IMAGERY

Try to avoid stock images of people whenever possible. When selecting images of people they should reflect the broad diversity of the profession, both in terms of geography and also demography.

Stock photos of individuals and groups of people should show engagement in a process or collaboration.

Photos of real people (students, members etc) should be professionally taken and be of sufficient quality for use on LawScot channels (72dpi for digital spaces and 300dpi for print).

Images from across Scotland can help communicate the depth and breadth of the Law Society of Scotland and its influence across the country and beyond.

RESOURCES

Libraries such as <https://www.Shutterstock.com> have a wide range of appropriate Scotland-focused imagery.

Additional material may be sourced via <https://toolkit.scotland.org/> <https://toolkit.visitscotland.org/> and from Historic Environment Scotland via <https://www.scran.ac.uk/>



tone of voice

The way we use words says a lot about who we are. We want the Law Society to be viewed as a world-class professional body, so our language should reflect this.

Our tone of voice should reflect the Society's personality and our values, showing that we are friendly, helpful and professional.

We need to be consistent in the use of language so that our writing style is familiar to our members, stakeholders and other audiences.

All communication should present us as approachable, positive, practical and professional. Writing should always be clear, concise and consistent. In particular, we should avoid jargon – especially when communicating with non-legal audiences

For consistency in communications, please refer to the *Guardian* and *Observer* style guide at <https://www.theguardian.com/guardian-observer-style-guide-a>

Notes on styles

We apply UK English-language spelling and grammar to all content.

Numbers:

Spell out from one to nine; numerals from 10 to 999,999.

Thereafter use m, bn or tn for sums of money, quantities or inanimate objects in copy, eg: 5m tonnes of coal, 30bn doses of vaccine, £50tn investment.

Use million or billion for people or animals, eg: 1 million people.

In headlines always use m, bn or tn.

Numbers from one to nine should usually be written as figures when they come alongside a unit of measurement, for example 5 miles, 3kg.

Jobs:

All lower case, eg prime minister, US secretary of state, chief executive, director.

Titles:

Cap up titles, but not job description, eg President Joe Biden (but, the US president, Joe Biden); the Mayor of London (the mayor at second mention).

Statements/news:

Use active language: "We will respond to your enquiry" (active) is much better than "Your enquiry will be responded to" (passive).

ENDORSEMENT AND ACCREDITATION MARQUES

Opposite are examples of membership marques. These have been developed to differentiate various membership categories. Each of these can be used independently by appropriately qualified members and organisations to signal that the holder has been recognised by us as operating at the highest professional standards.

These should not be amended, redrawn or modified in any way. They are best suited for use on light backgrounds, ideally as email signatures.

Contact the marketing team for templates used to generate new marques.

Endorsement



Accreditation



SUB BRANDS

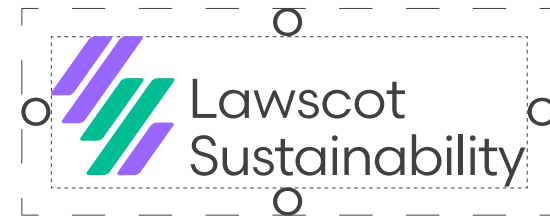
The Law Society of Scotland has a number of sub brands all of which fall under the Lawscot banner.

Each sub brand is composed the abstract mark set in two colours from the core colour palette. There is scope for further colour combinations to be harnessed for satellite initiatives, or as sub brands change or emerge.

Please allow plenty of room around the full sub brand logos.

In digital spaces, where real estate can be at a premium, use the x-height of the letter 'o' of 'Lawscot' to gauge the exclusion zone around the logo.

In printed formats, use the length of the middle strand to specify the minimum safe distance around the logo.



SUB BRANDS

There are currently five sub brands in the Lawscot ecosystem. Please refer to the sub brand logo pack for assets to use across Society channels.

Unlike the full sub brand logo, the abstract mark is not bound by strict safe zone parameters – brand implementers may use discretion in how best to position the abstract mark.



EXAMPLES



Guide to Cloud computing



Consultation Response

Intergovernmental relations:
25 years since the Scotland
Act 1998

October 2023



March 2024

Lawscot News

A warm welcome to our newest members!

Num faccae volupta nossit, tempos doluptate conest omnis alis quo ipicimaxime nonsern atemped excea cusapis ende vid quidelibus animporem quias moditasitiae qui untis earciur molum enihilias eos voloratus, officil ipis dolupti uscienditi rendiae cuption sequunt.

Quo que prae nam sae res nonsedit anis aces dem sit aut ut quias dit ullatis plit odi velignis dunt quo voluptamus deliatur sit impore eribus vel iuscit laborro doluptati consequia con comnimp orepraes ulpa quate omnimpos apienda pe ommodis autassit ad quis ea eaquis estintorum que et dit, name nimusam quatemod etur?

Pidebis vercid mod ut haribusae voluptas evenia velis idem res am quos atecepera quosto et aut es et pla sint ut es que minciis tision estiorehenim fuga. Namus solutem quiatis dolupta volupta eperunt ut voluptatem et optur moluptae plit odi velignis dunt quo voluptamus deliatur sit impore eribus vel iuscit laborro pre.

LinkedIn steering group launched for newly-qualified members

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EXAMPLES



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The Law Society of Scotland

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Showcase page



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Newspaper Publishing

10,778 followers



Debbie & 7 other connections follow thi...

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EXAMPLES



Happy Eid-al-fitr!

Eid-al-fitr Mubarak! Wishing our Muslim members a happy and blessed Eid.



The Council of the Law Society of Scotland Annual Dinner 2023



President | Murray Etherington
Vice President | Sheila Webster
CEO | Diane McGiffen

EXAMPLES



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Graham MacKenzie
AML Auditor, Financial Compliance

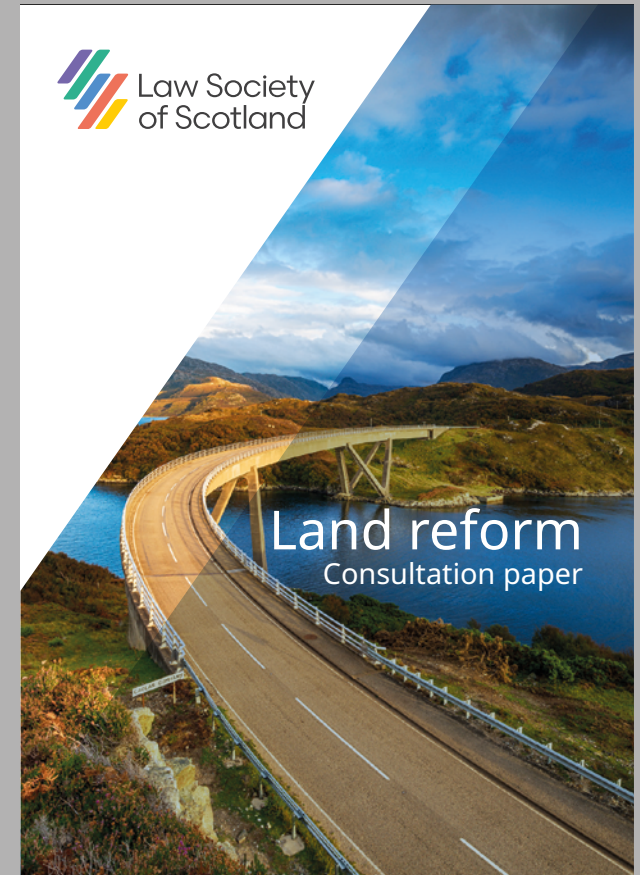
Atria One, 144 Morrison Street, Edinburgh EH3 8EX
T: 0131 226 7411 DD: 0131 476 8176 Fax: 0131 225 2934
E: grahammackenzie@lawscot.org.uk
www.lawscot.org.uk



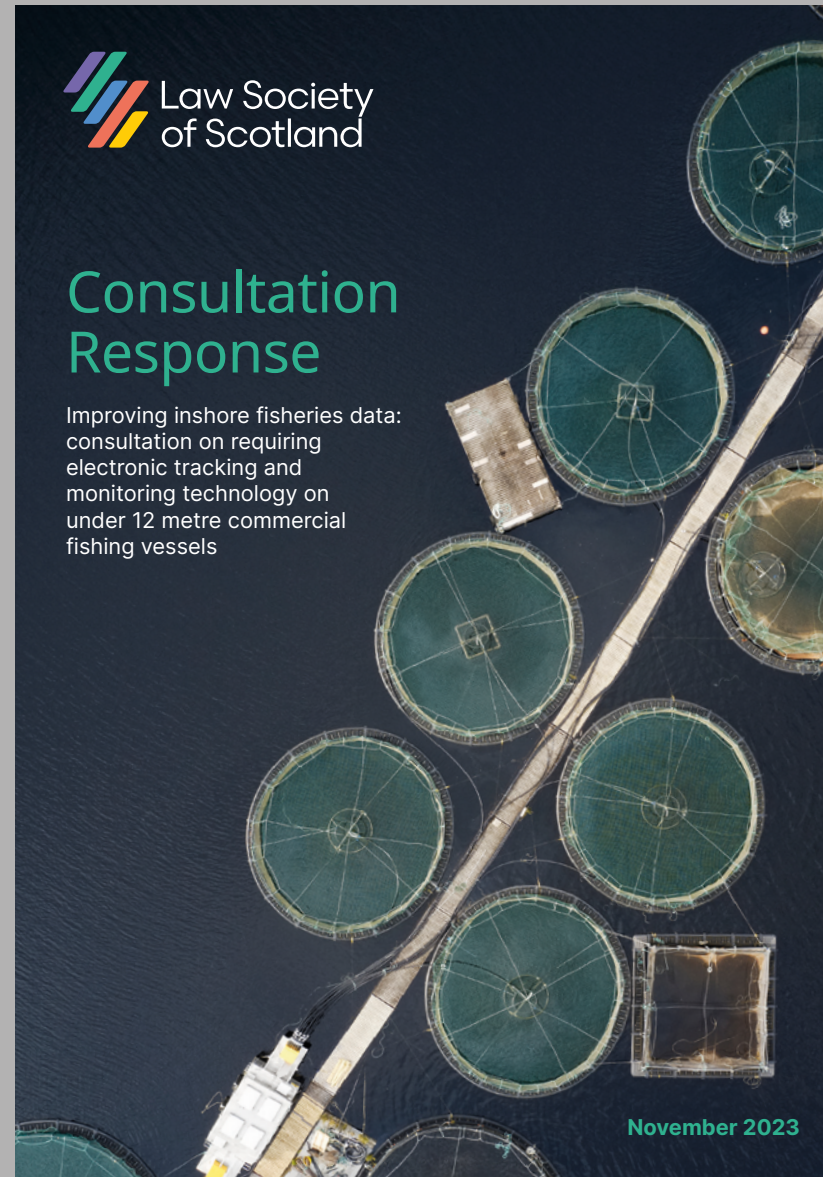
EXAMPLES



EXAMPLES



EXAMPLES





If you have any queries about specifications in this document, please contact the marketing team on 0131 226 7411

