

BRAND LOGO

The Law Society of Scotland logo is comprised of an abstract mark (in the shape 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 forms the shape of Scotland in five dynamic angled strands with cascading colours. These represent diversity and inclusion, and the varied fields of work across the profession. They also reference the many islands that comprise Scotland.

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. With a wide range of file types in the logo pack, there is no need to redraw or manually amend the logo.



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
(stretching or squashing)



Colour clash



Busy background



Rotation off baseline

BRAND LOGO: EXCLUSION ZONE

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

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.

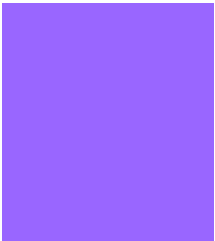


COLOUR PALETTE

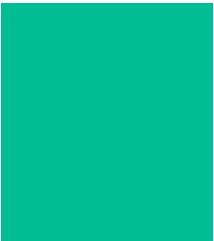
The core colour palette consists of five digital-first colours, shown opposite.

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.



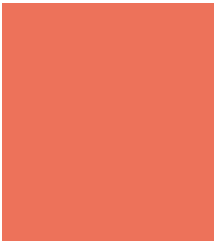
Violet
R:153 G:102 B:255
HEX:9966FF
C:50 M:66 Y:0 K:0



Green
R:0 G:189 B:148
HEX:00BD94
C:73 M:0 Y:54 K:0



Blue
R:51 G:153 B:255
HEX:3399FF
C:81 M:14 Y:0 K:0

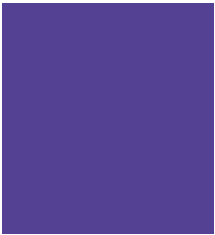


Red
R:237 G:114 B:90
HEX:ED725A
C:0 M:67 Y:62 K:0

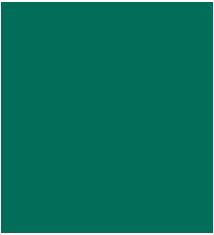


Yellow
R:255 G:203 B:5
HEX:FFCB05
C:0 M:20 Y:93 K:0

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



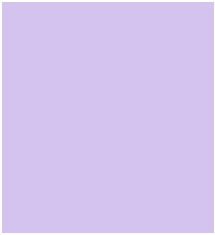
Denim Blue
R:20 G:99 B:179
HEX:1463B3
C:89 M:45 Y:0 K:30



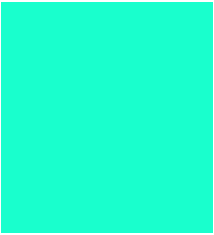
Rock Red
R:229 G:0 B:14
HEX:E5000E
C:0 M:100 Y:94 K:10



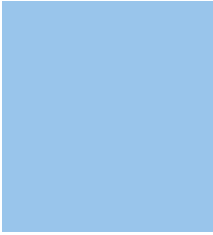
Golden Yellow
R:249 G:135 B:0
HEX:F98700
C:0 M:46 Y:100 K:2



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



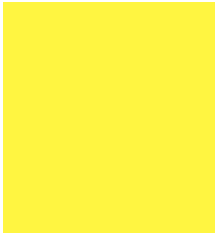
Mint Green
R:25 G:255 B:205
HEX:19FFCD
C:90 M:0 Y:19 K:0



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