LEARN 2ROW | SCOTTISH ROWING

BRAND GUIDELINES

LOTTERY FUNDED | sportscotland

WELCOME TO SCOTTISH ROWING

Scottish Rowing is the governing body for rowing in Scotland. Our members are our affiliated clubs, and our organisation is led by a volunteer board of Directors, supported by a staff of eight. This staffing support has been made possible by core investment from **sport**scotland and has enabled us to develop rowing in Scotland in a number of areas.

Scottish Rowing are committed to ensuring that the sport continues to thrive from grass-roots right up to elite level.

Our brand is more than just a logo — it is our values and beliefs and how our organisation wishes to be perceived.

Our brand reflects our core values and gives us a common base for clear, consistent, credible and effective communication.

SECTION 1 | OUR BRAND

SCOTTISH ROWING

LEARN 2 ROW

Rowing is a sport that appeals to people of all ages and abilities. Many clubs offer flexible ways to take part from social rowing to competing. If you've rowed before and want to get back in a boat, you can directly contact your local rowing club by visiting their website.

Our L2R courses are aimed at complete beginners. For people with no knowledge about rowing, our Learn to Row courses carefully build your skills so that you can call yourself a rower!

SECTION 2 | CORE BRANDING

BRAND GUIDELINES

These guidelines contain all the tools and references you will need to maintain the Scottish Rowing and L2R brand identity successfully, including precise information and practical examples. For quick access to individual sections or pages please refer to the contents page. High-resolution artwork is also available in a range of formats.

Great brands are made through the commitment of everyone who works with them. Whatever your relationship with Scottish Rowing, your willingness to follow these guidelines is important. How you implement them makes a difference and will significantly help Scottish Rowing build its reputation.

Treating this brand identity with impeccable care and consistency will build the Scottish Rowing name, whilst ensuring success and longevity.

Our logo, colour palette and typography are essential elements of the Scottish Rowing visual identity. Your commitment to ensuring that they always appear as shown in these guidelines will protect the integrity of Scottish Rowing and ensure we create the best results.

APPROVAL PROCESS

Any use of the Scottish Rowing brand or configurations must be approved in writing from Scottish Rowing Head Office by a person authorised by the COO prior to production. A proof of any artwork and/or placement of the logo should be emailed to **office@scottish-rowing.org.uk**. We aim to respond to all approval requests within 3 working days.

If you would require access to any Scottish Rowing brand artwork,or have any questions please contact **office@scottish-rowing.org.uk** or the Scottish Rowing office on **01698 250206**.
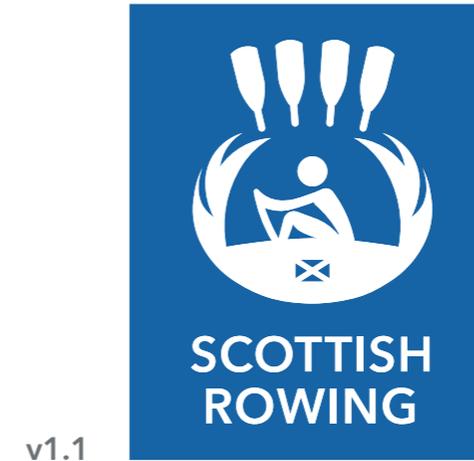
THE PRIMARY LOGO

The Scottish Rowing logo is simple and effective. No elements should be used in direct contact with this logo as this will only serve to weaken the strength of our message.

The primary logo can be displayed in 4 different colour variations (shown right).

v1.1   Solid white on a blue bounding box/background (Aspect Ratio = 1x1.5).

v1.2   Solid blue for use on white backgrounds.

v1.3   Solid black for use on white backgrounds where printing restrictions require the use of monochromatic colours.

v1.4   Solid white for use on photographic backgrounds (where appropriate).

NOTES:

1.   The logotype should always occupy its own space. The indicative bounding box represents a safe "clearance zone" that should be provided around the logotype (shown indicatively).
2.   Please refer to page 28 for logo rules (Protecting the brand).
3.   Please refer to page 24 for all colour palette references.
4.   Please ensure you check which logotype is appropriate to your requirements.
5.   Minimum size = 10mm wide.
6.   There is no maximum size of logo, but care should be taken to select the most appropriate logo option for your requirements.

v1.1

v1.2

v1.3

v1.4

THE SECONDARY LOGO

Alternative versions of the Scottish Rowing logo are available for use in different scenarios and styles of communication. Although the secondary logo is based upon the primary logo, this has been altered for use when a 'landscape' option is required.

The secondary logo can be displayed in 4 different colour variations (shown right).

v2.1   Solid white on a blue bounding box/background (Aspect Ratio = 3x1).

v2.2   Solid blue for use on white backgrounds.

v2.3   Solid black for use on white backgrounds where printing restrictions require the use of monochromatic colours.

v2.4   Solid white for use on photographic backgrounds (where appropriate).

NOTES:

1.   The logotype should always occupy its own space. The indicative bounding box represents a safe "clearance zone" that should be provided around the logotype (shown indicatively).
2.   Please refer to page 28 for logo rules (Protecting the brand).
3.   Please refer to page 24 for all colour palette references.
4.   Please ensure you check which logotype is appropriate to your requirements.
5.   Minimum size = 10mm high.
6.   There is no maximum size of logo, but care should be taken to select the most appropriate logo option for your requirements.

v2.1

v2.2

v2.3

v2.4
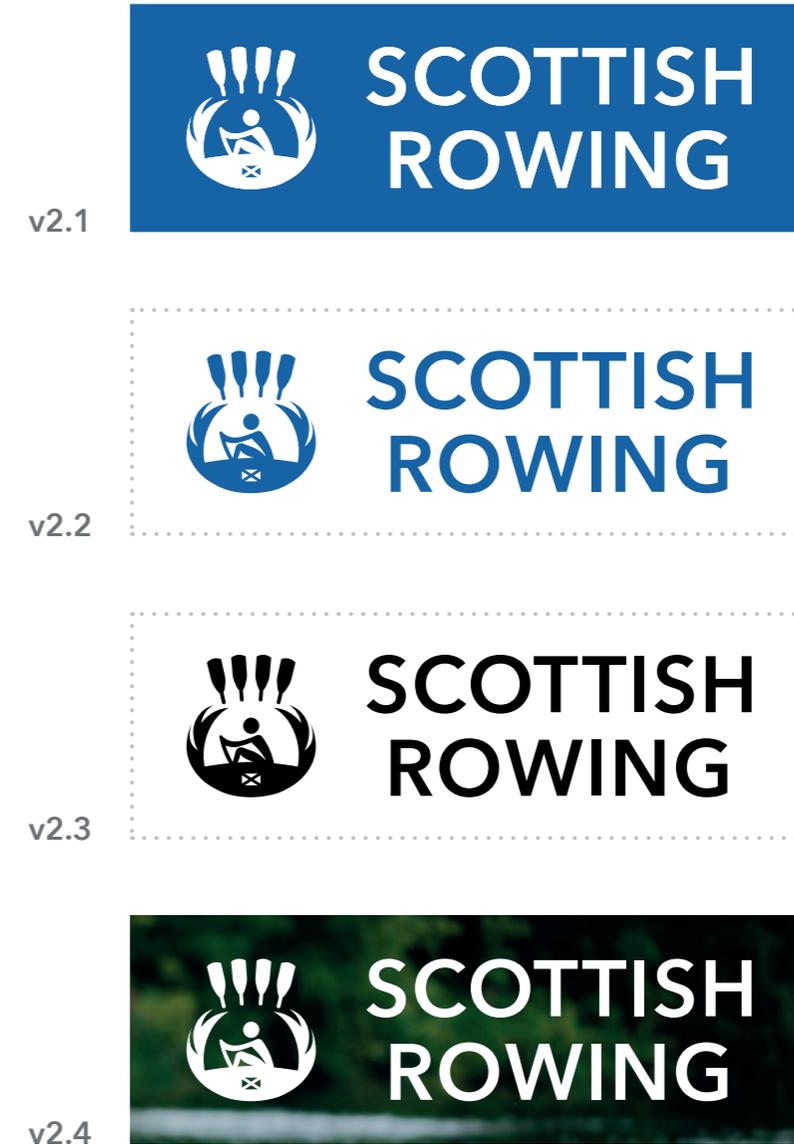
THE DOMAIN LOGO

The third version of the Scottish Rowing logo is for use when a 'banner' option is required.

The domain logo can be displayed in 4 different colour variations (shown right).

v3.1   Solid white on a blue bounding box/background (Aspect Ratio = 10x1).

v3.2   Solid blue for use on white backgrounds.

v3.3   Solid black for use on white backgrounds where printing restrictions require the use of monochromatic colours.

v3.4   Solid white for use on photographic backgrounds (where appropriate).

NOTES:

1.   The logotype should always occupy its own space. The indicative bounding box represents a safe "clearance zone" that should be provided around the logotype (shown indicatively).
2.   Please refer to page 28 for logo rules (Protecting the brand).
3.   Please refer to page 24 for all colour palette references.
4.   Please ensure you check which logotype is appropriate to your requirements.
5.   Minimum size = 6mm high.
6.   There is no maximum size of logo, but care should be taken to select the most appropriate logo option for your requirements.

v3.1   WWW.SCOTTISH-ROWING.ORG.UK

v3.2   WWW.SCOTTISH-ROWING.ORG.UK

v3.3   WWW.SCOTTISH-ROWING.ORG.UK

v3.4   WWW.SCOTTISH-ROWING.ORG.UK

THE ICON

The fourth version of the Scottish Rowing logo is the 'icon' only. This version should be used sparingly in isolation. The icon should accompany our legal information (e.g. headed paper).

The icon logo can be displayed in 4 different colour variations (shown right).

v4.1 Solid white on a blue bounding box/background (Aspect Ratio = 10x1).

v4.2 Solid blue for use on white backgrounds.

v4.3 Solid black for use on white backgrounds where printing restrictions require the use of monochromatic colours.

v4.4 Solid white for use on photographic backgrounds (where appropriate).

NOTES:

1.   The logotype should always occupy its own space. The indicative bounding box represents a safe "clearance zone" that should be provided around the logotype (shown indicatively).
2.   Please refer to page 28 for logo rules (Protecting the brand).
3.   Please refer to page 24 for all colour palette references.
4.   Please ensure you check which logotype is appropriate to your requirements.
5.   Minimum size = 10mm high.
6.   There is no maximum size of logo, but care should be taken to select the most appropriate logo option for your requirements.
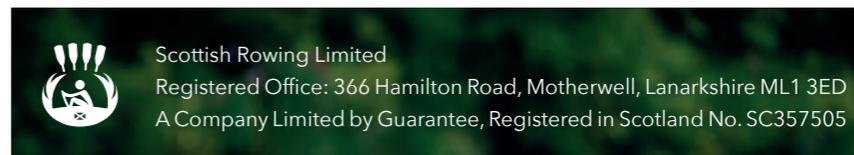
v4.1

Scottish Rowing Limited
Registered Office: 366 Hamilton Road, Motherwell, Lanarkshire ML1 3ED
A Company Limited by Guarantee, Registered in Scotland No. SC357505

v4.2

Scottish Rowing Limited
Registered Office: 366 Hamilton Road, Motherwell, Lanarkshire ML1 3ED
A Company Limited by Guarantee, Registered in Scotland No. SC357505

v4.3

Scottish Rowing Limited
Registered Office: 366 Hamilton Road, Motherwell, Lanarkshire ML1 3ED
A Company Limited by Guarantee, Registered in Scotland No. SC357505

v4.4

Scottish Rowing Limited
Registered Office: 366 Hamilton Road, Motherwell, Lanarkshire ML1 3ED
A Company Limited by Guarantee, Registered in Scotland No. SC357505

THE 'L2R' LOGO

The newest members of the Scottish Rowing brand family are the 'Learn 2 Row' (L2R) logotype options. These logos should be used to promote our L2R programme.

The logotype can be displayed in 4 different colour variations (shown right).

v5.1   Solid white on a blue bounding box/background (Aspect Ratio = 3x1).

v5.2   Solid blue for use on white backgrounds.

v5.3   Solid black for use on white backgrounds where printing restrictions require the use of monochromatic colours.

v5.4   Solid white for use on photographic backgrounds (where appropriate).

NOTES:

1.   The logotype should always occupy its own space. The indicative bounding box represents a safe "clearance zone" that should be provided around the logotype (shown indicatively).
2.   Please refer to page 28 for logo rules (Protecting the brand).
3.   Please refer to page 24 for all colour palette references.
4.   Please ensure you check which logotype is appropriate to your requirements.
5.   Minimum size = 10mm high.
6.   There is no maximum size of logo, but care should be taken to select the most appropriate logo option for your requirements.

v5.1

v5.2

v5.3

v5.3
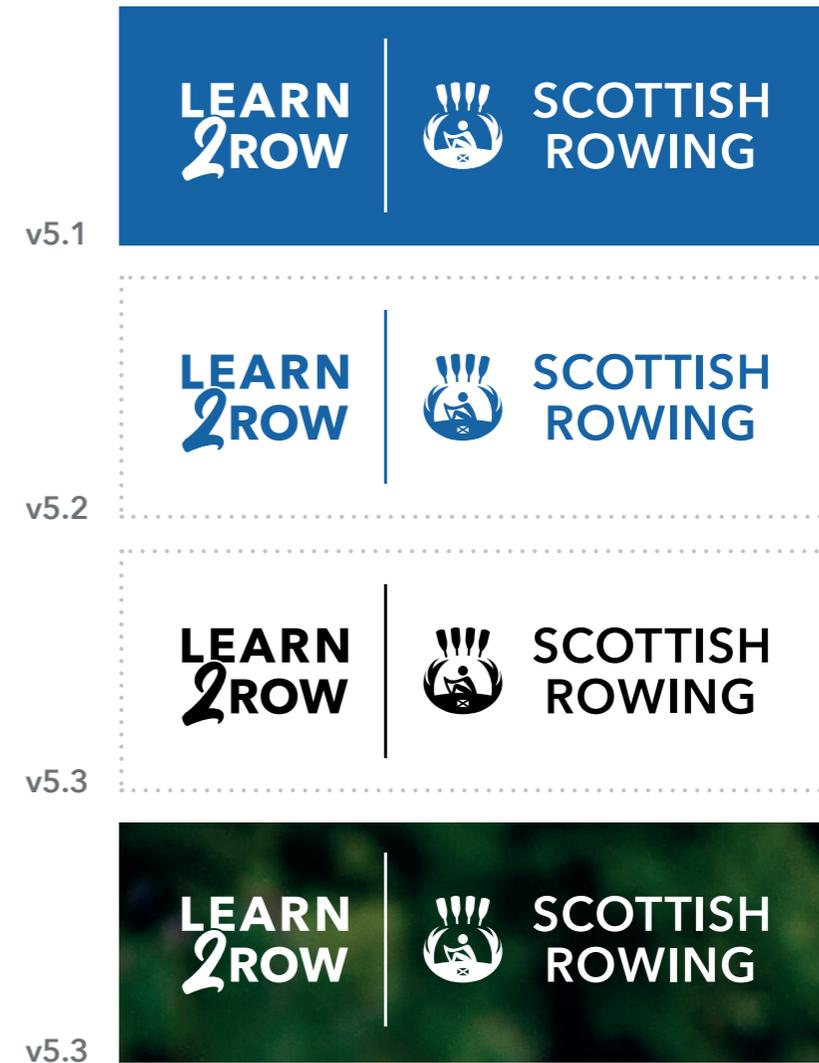
THE 'L2R' ICON

A simplified version of the 'Learn 2 Row' (L2R) logotype is also available.

The L2R icon version can be displayed in 4 different colour variations (shown right).

v6.1   Solid white on a blue bounding box/background (Aspect Ratio = 4x1).

v6.2   Solid blue for use on white backgrounds.

v6.3   Solid black for use on white backgrounds where printing restrictions require the use of monochromatic colours.

v6.4   Solid white for use on photographic backgrounds (where appropriate).

NOTES:

1.   The logotype should always occupy its own space. The indicative bounding box represents a safe "clearance zone" that should be provided around the logotype (shown indicatively).
2.   Please refer to page 28 for logo rules (Protecting the brand).
3.   Please refer to page 24 for all colour palette references.
4.   Please ensure you check which logotype is appropriate to your requirements.
5.   Minimum size = 10mm high.
6.   There is no maximum size of logo, but care should be taken to select the most appropriate logo option for your requirements.

v6.1

v6.2

v6.3

v6.3

THE 'L2R' HASHTAG

The L2R 'hashtag' logos are useful for online interaction and promotion.

As before, these logo options can be displayed in 4 different colour variations (shown right).

v7.1 & v8.1   Solid white on a blue bounding box/background.

v7.2 & v8.2   Solid blue for use on white backgrounds.

v7.3 & v8.3   Solid black for use on white backgrounds where printing restrictions require the use of monochromatic colours.

v7.4 & v8.4   Solid white for use on photographic backgrounds (where appropriate).
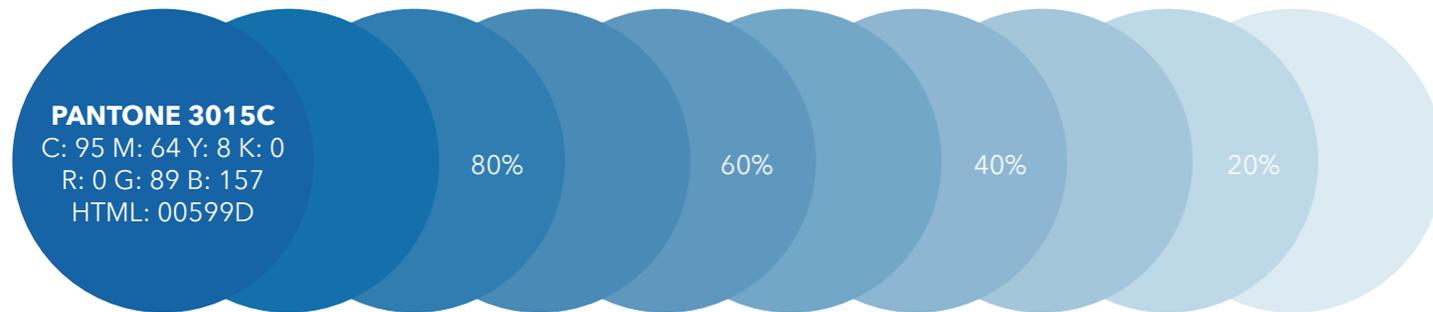
NOTES:

1.   The logotype should always occupy its own space. The indicative bounding box represents a safe "clearance zone" that should be provided around the logotype (shown indicatively).
2.   Please refer to page 28 for logo rules (Protecting the brand).
3.   Please refer to page 24 for all colour palette references.
4.   Please ensure you check which logotype is appropriate to your requirements.
5.   Minimum size = 10mm high.
6.   There is no maximum size of logo, but care should be taken to select the most appropriate logo option for your requirements.

v7.1 #LEARN2ROWSCOTLAND

v8.1 #LEARN2ROWSCOTLAND

v7.2 #LEARN2ROWSCOTLAND

v8.2 #LEARN2ROWSCOTLAND

v7.2 #LEARN2ROWSCOTLAND

v8.2 #LEARN2ROWSCOTLAND

v7.2 #LEARN2ROWSCOTLAND

v8.2 #LEARN2ROWSCOTLAND

PRIMARY COLOUR PALETTE

The primary colour of the Scottish Rowing colour palette is Pantone 3015. This is a modern, professional and visually stimulating brand colour that harmonises with the secondary colour palette. It is important they are used carefully on core items so that they remain powerful and effective brand elements.

Tints may be used at increments of 10% for any application, except the Scottish Rowing logotype which must *ALWAYS* appears at 100%.
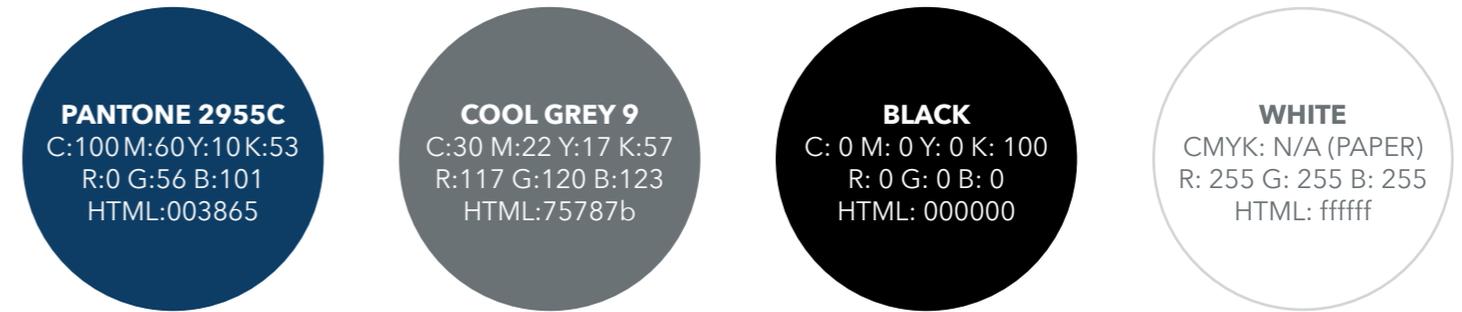
SECONDARY COLOUR PALETTE

PANTONE 2955 is used to compliment our primary colour and provide additional depth.

A gradient between PANTONE 3015 and PANTONE 2955 can also be used (if required).

COOL GREY 9 can provide additional contrast and works in harmony with our primary colour.

BLACK and WHITE should also be treated as a valuable colours and included as design elements.

PANTONE 3015C
C: 95 M: 64 Y: 8 K: 0
R: 0 G: 89 B: 157
HTML: 00599D

80%

60%

40%

20%

PANTONE 2955C
C:100 M:60 Y:10 K:53
R:0 G:56 B:101
HTML:003865

COOL GREY 9
C:30 M:22 Y:17 K:57
R:117 G:120 B:123
HTML:75787b

BLACK
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
HTML: 000000

WHITE
CMYK: N/A (PAPER)
R: 255 G: 255 B: 255
HTML: ffffff

Please *DO NOT* attempt to visually colour match from print-outs or on-screen colours, as printing conditions and screen resolution may result in variations in colour shade. For accurate colour matching use the correct colour references shown above.

- CMYK refers to the four inks used in "process" printing (Cyan, Magenta, Yellow & blacK)
- RGB is the combination of coloured light to produce a broad array of colours (Red, Green & Blue)
- PMS is the Pantone Matching System for specifying "spot colours" (solid printing inks)

PROTECTING THE BRAND

The primary role of this document is to create a set of 'rules' to be followed when using the Scottish Rowing, or L2R brand elements. To maintain consistency and messaging.

Brand consistency evokes confidence. A clear and consistent message will give our members and associates the confidence to know that Scottish Rowing can be trusted. By following these guidelines, we eliminate confusion.

SECTION 3 | PROTECTING THE BRAND

LOGO RULES

Once the appropriate logo option has been selected for your requirements, it is extremely important that this is not altered in any form. *When resizing the logo in MS Word or PowerPoint, hold down Ctrl + Shift together and then drag the box from the corner.* Please always maintain the original aspect ratio.

Alterations to the Scottish Rowing logotype (all versions) misrepresent the brand and its core values. Please only use artwork provided by Scottish Rowing and follow the approval process shown on page 7 of this document.

Please *DO NOT* alter the width of the logo.
(Always maintain the original aspect ratio)

Please *DO NOT* alter the height of the logo.
(Always maintain the original aspect ratio)

Please *DO NOT* alter the colour(s) of the logo.
(Refer to page 20 for Colour Palette details)

Please *DO NOT* alter any key elements of the logo or wordmark.

NOTE: Rules shown above apply to **_ALL_** versions of the Scottish Rowing logotype (Incl. L2R).

NOTE: Rules shown above apply to **_ALL_** versions of the Scottish Rowing logotype (Incl. L2R).

COMMUNICATION

Everyone communicates, whether verbally or in writing. Every day we use words to deliver messages to our members, clubs or partners, sponsors and associates. The words that we use and how we use them speak volumes about us and the organisation we represent. Words shape the way the world sees us.

From emails, presentations and promotional materials. From letters, reports, and web copy, to messages on social media and face-to-face meetings with team members and club colleagues. The words we use are powerful. They can persuade, inspire, capture our imagination, draw our attention, build trust and inform. Furthermore, we must remain mindful that they also have the power to turn potential participants away from the sport.

We need a tone of voice that demonstrates our level of professionalism and dedication. Although what we actually say may change depending on the subject, it is essential that we speak in one voice to everyone – our members, the people we want to be members, our people, our partners, and the public.

Our tone of voice reflects our brand personality.

We are the brand. As an organisation of people, we are the living, breathing representatives of our brand and sport.

SCOTTISH
ROWING