

# Save a Life for Scotland

## Logo

**SAVE A LIFE**  
FOR SCOTLAND



The Save a Life for Scotland logo is a simple mark based predominantly on the words with a treatment on the V in save to show someone performing CPR.

The logo has been designed to look strong and committed to its objectives but also approachable and inviting to engage with the public.

A colour palette has been chosen that is very related to Scotland and gives a clear indication of the root of the initiative.

The V can be isolated from the logo and used as a mark in itself.

## Colours



Pantone - 285C  
CMYK - 91,49,0,0  
RGB - 0,113,206  
Web# - 0071ce

Pantone - 2395C  
CMYK - 32,90,0,0  
RGB - 206,0,159  
Web# - ce009f

## Typography

### Headline Font - Museo Sans Rounded 900

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

### Secondary Font - Museo Sans Rounded 300

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

## Logo Usage - Do's and Dont's

**SAVE A LIFE**  
FOR SCOTLAND

Don't change the colour

**SAVE A LIFE**  
FOR SCOTLAND

Don't squash the logo

**SAVE A LIFE**  
FOR SCOTLAND

Don't change the typeface

**SAVE A LIFE**  
FOR SCOTLAND

Don't change the relative size of any of



Don't place the logo on a clashing colour



Don't place the logo on a busy part of an image

**SAVE A LIFE**  
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Don't rotate the logo

**SAVE A LIFE**  
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Don't crop the logo