Logo Usage Guidance

SCPS

SCPS Master Logo

The master logo has a horizontal format ideal for print and digital form factors. The colour version of the logo should be used against light/white backgrounds. Ideally, the negative version in white should be used against the primary brand colours. However, the negative logo can be used over darker backgrounds if required. (second logo ideal for most use cases). The SCPS logo must not be modified in any way.

SCPS Master Logo – Horizontal Colour Logo

For Screen:
SCPS Horizontal Colour Logo – RGB.svg
SCPS Horizontal Colour Logo – RGB.ai
SCPS Horizontal Colour Logo – RGB.png

For Print:
SCPS Horizontal Colour Logo – CMYK.eps

SCPS Master Logo – Horizontal Colour Logo – Negative Text

For Screen:
SCPS Horizontal Colour Logo v2 – RGB
SCPS Horizontal Colour Logo v2 – RGB.ai
SCPS Horizontal Colour Logo v2 – RGB.png

For Print:
SCPS Horizontal Colour Logo v2 – CMYK.eps

SCPS Master Logo – Horizontal Negative Logo

For Screen:
SCPS Horizontal Negative Logo – RGB.svg
SCPS Horizontal Negative Logo – RGB.ai
SCPS Horizontal Negative Logo – RGB.png

For Print:
SCPS Horizontal Negative Logo – CMYK.eps

SCPS Secondary Logo

The secondary logo is a vertical variant type. This logo has been created for times where the organisation name is desired.The colour version of the logo should be used against light/white backgrounds. Ideally, the negative version in white should be used against the primary brand colours. However, the negative logo can be used over darker backgrounds if required. The SCPS logos must not be modified in any way.

SCPS Secondary Logo – Vertical Colour Logo

For Screen:

SCPS Vertical Colour Logo – RGB.svg
SCPS Vertical Colour Logo – RGB.ai
SCPS Vertical Colour Logo – RGB.png

For Print:

SCPS Vertical Colour Logo – CMYK.eps

SCPS Secondary Logo – Horizontal Negative Logo

For Screen:

SCPS Vertical Negative Logo – RGB.svg
SCPS Vertical Negative Logo – RGB.ai
SCPS Vertical Negative Logo – RGB.png

For Print:

SCPS Vertical Negative Logo – CMYK.eps

SCPS Master Logo – Mono

Where use of colour is not possible,   mono logos should only be used on light backgrounds. Never use this logo against dark backgrounds. The SCPS logos must not be modified in any way.

SCPS Mono Logo – Horizontal Layout

For Screen:

SCPS Horizontal Mono Logo – RGB.svg
SCPS Horizontal Mono Logo – RGB.ai
SCPS Horizontal Mono Logo – RGB.png

For Print:

SCPS Horizontal Mono Logo – CMYK.eps

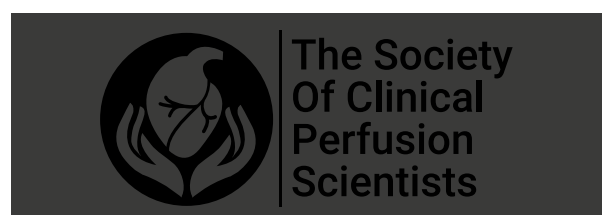## SCPS Mono Logo – Vertical Layout

For Screen:

SCPS Vertical Mono Logo – RGB.svg
SCPS Vertical Mono Logo – RGB.ai
SCPS Vertical Mono Logo – RGB.png

For Print:

SCPS Vertical Mono Logo – CMYK.eps

🛑 **Do not place black logos against dark backgrounds**

SCPS Logo Icon

Logos without text are generally intended for internal use to setup various digital services as such social media icons and so forth. For all other use cases, master logos are recommended. The SCPS logos must not be modified in any way.

SCPS Icon – Colour Logo

For Screen:

SCPS Icon – Colour Logo – RGB.svg
SCPS Icon – Colour Logo – RGB.ai
SCPS Icon – Colour Logo – RGB.png

For Print:

SCPS Icon – Colour Logo – CMYK.eps

SCPS Icon – Negative Logo

For Screen:

SCPS Icon – Negative Logo – RGB.svg
SCPS Icon – Negative Logo – RGB.ai
SCPS Icon – Negative Logo – RGB.png

For Print:

SCPS Icon – Negative Logo – CMYK.eps

SCPS Icon – Mono Logo

For Screen:

SCPS Icon – Mono Logo – RGB.svg
SCPS Icon – Mono Logo – RGB.ai
SCPS Icon – Mono Logo – RGB.png

For Print:

SCPS Icon – Mono Logo – CMYK.eps

Clear Spaces Around SCPS Logos

The logo should have a minimum area of space around it for aesthetics. The clear spaces ensure that headlines, text or other visual elements do not encroach on the logo. The minimum space is shown by the surrounding text. Where possible, keep the space around the logo greater than the minimum guidance shown.

Horizontal Layout

Vertical Layout

Minimum Sizes For SCPS Logos

Minimum sizes for the logos are shown below. Scale and proportion should be determined by the available space, aesthetics, function and visibility.

Master Logo – Vertical Layout

Print: 45mm width
Digital: 120px width

Secondary Logo – Horizontal Layout

Print: 45mm width
Digital: 120px width

SVG vs PNG logos for presentations & documents

For applications like Microsoft Powerpoint, Microsoft Word, Apple Keynote, and Apple Pages both SVG and PNG logo types can be used. However, it is recommended that SVG variants are chosen over PNG images. The variety of devices, screen sizes, and display resolutions makes quality scalability and responsiveness essential in providing your digital audience with an optimal experience. Some images may look fine at first glance, but as viewers start zooming in, they may begin to wonder if they need to grab their reading glasses to clear up the emerging blurriness. There are two major types of two-dimensional digital graphics used –raster and vector. Raster logos in the the form of the PNG logos are composed of a fixed set of tiny dots or pixels. SVGs are vector images which are composed of mathematical equations where lines and curves (or paths) make up graphic shapes. Although SVGs have been around a long time and offer several advantages, they are still an under-utilised format in design.

- Scalability – Vector images are resolution-independent and can scale to any dimension without losing quality. Browsers just recalculate the math behind the image so there is no distortion. Raster images on the other hand lose their resolution when enlarged because their small pixels are forced to expand beyond their original size.

- Compact file-size – Pixel-based images are saved at a large size from the start because you can only retain the quality when you make the image smaller, but not when you make it larger. This can impact a site's download speed. Since SVGs are scalable, they can be saved at a minimal file size.

RGB vs CMYK

RGB is a subtractive colour model that uses light to generate colour. RGB uses some combination of red, green and blue to form all of the colours within its spectrum. Since light is being used to generate colour in an RGB model, it provides for a more vibrant array of colours to choose from than its CMYK counterpart. This makes RGB logo downloads the ideal format for a digital display, like computers, laptops, televisions, and phones. RGB would not be the ideal colour model for print because many of the colours within the RGB space can only be generated with light. In print colours are generated with ink (cyan, magenta, yellow, black), hence the separate CYMK downloads various logo types. Do not use CMKY downloads for your presentations as these will turn out duller due to their inherent nature.