

Brand Guidelines

Floodline

Scottish Environment Protection Agency

0345 988 1188

floodlinescotland.org.uk



Introduction

Floodline

Floodline, in Scotland, is operated by the Scottish Environment Protection Agency (SEPA). It provides live flooding information and advice on how to prepare for or cope with the impacts of flooding 24 hours a day, 7 days a week.

Identity and guidelines

The Floodline brand should be easily recognisable on any materials it is used on. SEPA promotes Floodline through an integrated marketing campaign and these guidelines help us to create materials that are clear, engaging and promote action. The brand should be applied consistently and appropriately.

SEPA's corporate identity is integrated into the Floodline brand through the use of the swish, typeface, logo and colour palette.

Our brand guidelines should always be referenced and followed to the best of your abilities when using the Floodline identity. Please contact the brand coordinator (page 15) if you have any queries about the use of the brand or require additional support.

The logo

The Floodline logo encompasses three key elements:

- The striking yellow and black colour theme chosen by members of the public and emergency response community
- The SEPA swish providing a link to SEPA's corporate brand
- Information on how to contact Floodline.

Taken together these elements make up the key aspect of Floodline's identity; a clear and engaging logo.



PMS 116
CO M15 Y100 K0
R254 G203 B0
HTML FEC800



PMS 116 (50%)
CO M3 Y45 K0
R255 G240 B161
HTML fff0a1



PMS Black
CO M0 Y0 K100
R30 G30 B30
HTML 1E1E1E

The logo

Flexibility



The Floodline logo takes on a modular approach to provide flexibility in its use. As a general rule the types of materials that should carry each version are identified below. However, a common sense approach is required. For example, where the material is shared on a website then the logo using the website address will not be required.

- To be used primarily on promotional items.
- For website use and other materials where the web address is already in use or prominently displayed.
- Preferred logos for digital communications.
- Use this logo on printed material where the space available can accommodate and where the web address or number is not featured prominently elsewhere on the page.

The logo

Position



1



2

The preferred position of the logo varies with the type of communication it is used on and the version of the logo used.

1. Printed material including leaflet covers, posters and press ads should position the logo at the bottom right.
2. Pull-up banners and display material should position the logo at the top right.
3. Digital material including video and animations can position the logo in the centre or bottom right.
4. Due to the varying nature of promotional material the logo should be positioned to give maximum impact. If necessary, contact the brand coordinator for further guidance (details can be found on page 15 of this document).



3



4

The logo

Exclusion zone /

Minimum reproduction size



The height of the 'F' in the logo denoted here by 'X', highlights the identity's exclusion zone.

Clear space around the logo is important. Any other element that intrudes on the logo, whether text or image, will compromise the integrity of the brand. Follow this principle for all logo types.

Minimum reproduction size

All logo types should remain clear and legible at all times. Only under exceptional circumstances should the logos be reproduced smaller than 35mm. If necessary, contact the brand coordinator for further guidance (details can be found on page 15 of this document).



Minimum size: 35mm

The logo

Incorrect usage



Do not stretch or distort the logo in any way.



Do not alter the colour of the logo.



Do not alter the typeface of the logo.



Drop shadows should not be used with the logo.

The logo must not be altered, distorted or reproduced incorrectly. The examples here demonstrate incorrect use of the identity. If the size of the logo is not appropriate for the material use an alternate version of the logo.

The examples opposite relate to all logo types.

The logo

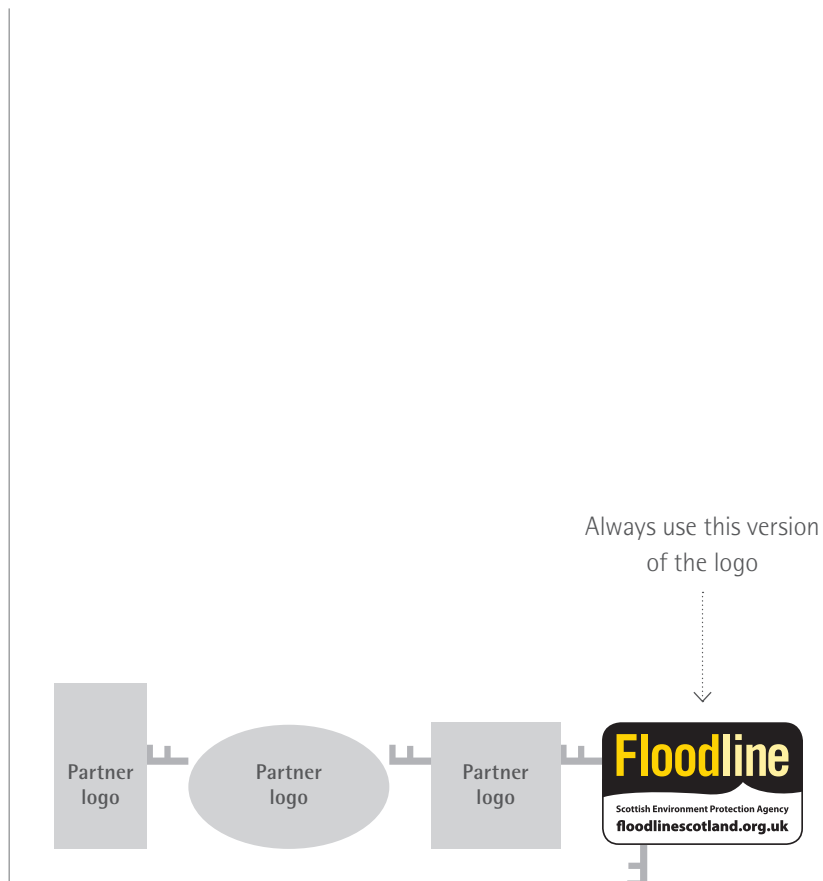
Partner identities

The Floodline logo should be given equal prominence when used alongside other organisations' identities. The logo should share the same scale and proportion as the other identifies. When used on material carrying a partner logo the version of the logo with SEPA and the web address should be included.

When working with Scottish Government, where the Scottish Government or Natural Scotland logo is featured, the Floodline logo placement will be secondary to the Scottish Government and should utilise an alternative placement if required.

Always ensure that minimum size and exclusion zone requirements are adhered to.

Reproduction of the logo should be reviewed by the brand coordinator unless prior agreement of use has been given.



Colour palette

Primary



PMS 116
C0 M15 Y100 K0
R254 G203 B0
HTML FEC800



PMS Black
C0 M0 Y0 K100
R30 G30 B30
HTML 1E1E1E

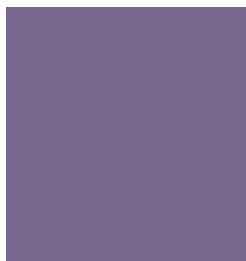
Secondary



PMS 3025
C100 M62 Y38 K20
R0 G82 B111
HTML 00526F



PMS 2995
C83 M1 Y0 K0
R0 G169 B224
HTML 00A9E0



PMS 667
C57 M62 Y4 K12
R120 G101 B146
HTML 786592



PMS 7489
C60 M11 Y87 K1
R115 G174 B87
HTML 73ae57

Floodline materials should be clear and engaging. Text should predominantly be black on white or black on Floodline yellow.

The primary palette of colour should be used on all Floodline marketing materials and public communications.

The secondary colour palette is based on the SEPA corporate colour palette to provide more flow between Floodline and its delivery body. This palette should be adopted on Floodline's corporate communications and can also be used in more comprehensive public communications such as booklets or partner communications.

Tints of these colours can be used but always ensure text and graphic elements are never compromised. Avoid using tints below 25% as lighter colours may not reproduce consistently in some media.

Typography

HEADINGS

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Myriad Pro Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

BODY COPY

Rotis Semi Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Rotis Semi Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

When presenting the Floodline logo on any designed material the following typefaces should be used. If the preferred typefaces are not available, Arial should be used as a substitute. This is widely available, increasing the accessibility of use of Floodline's identity.

Type size

The size of type is fundamental to whether people can or will read our communications. We recommend a body copy type size between 9pt and 14pt. The larger the type size, the more people you will reach.

Internal Documents

To ensure a consistent look is maintained in all our communications, Arial is the standard typeface to be used for all internal correspondence (letters, memos or reports).

Please contact the brand coordinator:

✉ **flooding@sepa.org.uk**

☎ **03000 99 66 99**

