

Partner Toolkit



Our logo

Our logo is available in both landscape and portrait variations.

Our logo should always be used as the People Chain graphic combined with the wordmark.

[Download our logos](#)

the People Chain

the wordmark



children's
hearings
scotland



children's
hearings
scotland

How to use our logo

Scaling

For standard publications, our logo is scalable between a width of 60mm and 90mm depending on what is most suitable.

Clear zones

A minimum clear zone, free of other page elements and text, should be maintained around our logo. This should be equivalent to the height of one of the logo's people shapes.

Positioning

When working with a partner organisation, CHS's logo should be of equal size and prominence and positioned alongside the partner's logo.



Maximum width
90mm



Minimum width
20mm

Correct logo usage ✓



A single colour logo may be used. For example, where documents will be printed in black and white.

Sometimes our logo may need to be adapted to fit the application. Below are examples of how the logo may be altered.



The colour of the 'Children's Hearings Scotland' text may change to white when placed on a darker background.

Logo misuse X



The colour of the wordmark must always be cool grey as set in the brand colour palette. Black or white may be used only in circumstances when cool grey loses contrast on its background.



DO NOT rotate the People Chain, or change the order of colours when used as a logo. The purple cut out must always be in the 1 o'clock position.



The People Chain and wordmark must not be separated when used as a logo.



DO NOT stretch or squash the logo. The right proportions must always be kept.

Logo colour usage

When placing our logo on top of a coloured background, use the variation which is easiest to see, without misusing the logo.



Colour palette

The CHS brand includes a set of seven corporate colours.

These references for producing Pantone, CMYK and RGB colour swatches ensure consistent use of colour across a variety of applications and uses.

ORANGE	Pantone 158C R:229 G:94 B:19 C:0 M:69 Y:100 K:4 #eb6d20	RASPBERRY	Pantone 214C R:179 G:0 B:64 C:0 M:100 Y:43 K:19 #c60651
PLUM	Pantone 259C R:90 G:18 B:101 C:52 M:100 Y:0 K:26 #701471	BLUEBERRY	Pantone 312C R:0 G:143 B:183 C:100 M:0 Y:16 K:9 #009fc3
YELLOW	Pantone 7408C R:249 G:170 B:7 C:0 M:30 Y:95 K:0 #fdb823	OLIVE	Pantone 7496C R:121 G:124 B:0 C:30 M:0 Y:100 K:46 #8b8d09
COOL GREY	Pantone Cool Grey 9C R:100 G:101 B:104 C:0 M:0 Y:0 K:65 #7c7c7b		