show scotland 06
museums & galleries
events weekend
28 april–1 may

The Show Scotland mark has been created to represent a celebratory showcase for Scotland's Museums and Galleries, an exciting and innovative weekend of creative events.

One of the key aims of the Show Scotland weekend is to welcome a broader audience base into Museums and Galleries; to encourage those who wouldn't normally consider visiting to come along. Thus the visual execution chooses a simple, bright execution rather than a more traditional museums' style. The colours chosen are bright, cheery, eyecatching and accessible.

The eye icon placed in 'show' adds personality to a straightforward typographic route and gives a visual clue as to the nature of the event.

The instructions that follow are intended to ensure that the Show Scotland mark is used correctly across all relevant communications material. They are intended to reinforce the key messages of the brand and to create a sense of importance and occasion with the public.

Queries

If you do not already have the Show Scotland logo or have questions regarding its usage, contact Clare Dickinson at Scottish Museums Council on 0131 476 8463 or clared@scottishmuseums.org.uk.

Please note

If you received funding for your event from the Scottish Museums Council, the SMC logo must also be used in your event marketing. Contact us as above for supply of logo.

Logo Colours

Pantone® 253 C:43 M:95 Y:0 K:0	Pantone® 173 C:0 M:69 Y:100 K:4	Pantone® 7408 C:0 M:25 Y:95 K:0

Clear space

To make sure the Show Scotland mark can always be seen and that no other visual elements encroach on the identity, always maintain a clear space. The clear space is measured by the 's' of Scotland.

Minimum size

To ensure that the mark is always legible and each of the components can be read, the mark should appear at no less than 25mm wide.

25mm

Logo Variants

1.

Full colour

This is the preferred logo and should be used on all full colour publications.

2.

Solid Mono

For use on one or two colour printing, in black and white or in full colour printing where background colour does not offer sufficient contrast to the full colour version alone.

Solid Greyscale

This version can be used on greyscale printing.

Assets

Logo variants are available in PC and MAC versions, as required. The web address and call to action described overleaf is also provided as an asset in the same variants.

Eps files – CMYK, RGB, Mono, Greyscale and Spot versions for conventional print usage. All Eps files are saved as vectors which can be scaled to any size without losing image quality.

Jpeg files – PowerPoint usage (RGB, 150dpi), Web usage (RGB, 72dpi) and Word usage (CMYK, 150dpi)

RGB colour mode is used for screen display (PowerPoint displays, projected presentations, websites etc) Some large-scale banner printing devices also requires files to be supplied in RGB format, hence the Eps version.

CMYK colour mode is used for conventional print, either digital, off-set litho or from your home or office desktop printer.

Recommended sizes

The following are recommended minimum sizes when applied to standard UK paper sizes.

A5/30mm wide

A4/38mm wide

A3/70mm wide

A2/100mm wide

Web address

To maximise awareness of all events please include the following phrase in all materials:

for all events go to www.showscotland.com

This should be in the same pantone colour as the show scotland logo. visually this should appear no smaller than any sponsor's logos as shown in the example opposite and positioned at the bottom of the page.

Recommended position

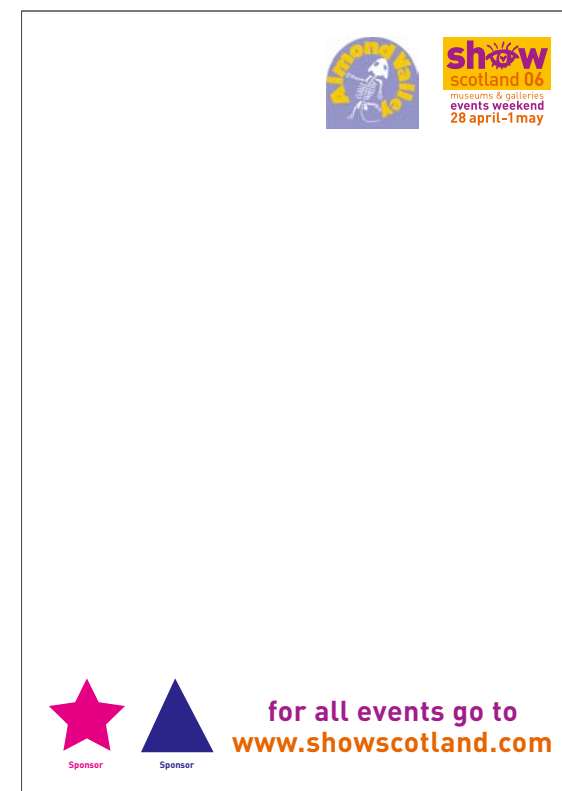The Show Scotland logo should appear either top centre or top right on all materials produced.

Participating museums and galleries

When used with your own logo, the Show Scotland mark must appear in a similar size.

Your sponsors and supporters

If appropriate, the sponsor logo(s) for your event should be placed at the bottom of promotional material. The size should not exceed that of both your own logo and the Show Scotland logo.

If you are not producing your own materials a poster template will be available to download from showscotland.com

A4 (shown at 35% actual size)