

Supplier Development Programme

Helping You **Bid Better**



BRANDGUIDE V1



introduction



Helping You **Bid Better**

identity



typography



graphic elements



design examples



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**Supplier
Development
Programme**

Helping You **Bid Better**



Hello and welcome

These guidelines are here to help. They have been developed to communicate the Supplier Development Programme (SDP) brand effectively across all media.

Brand consistency is key to the clear communication of the SDP message. These guidelines will give an overview and some general rules for usage.

We have tried to be as clear and easy as possible but if you require further help, please don't hesitate to contact us on **+44 (0)1698 453 734** or email **info@sdpScotland.co.uk**

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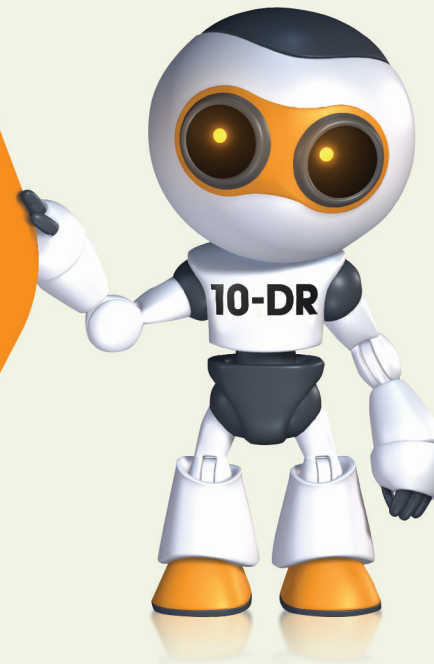
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Logo

The Supplier Development Programme logo is modern, friendly and approachable. The speech bubble represents the dialogue and collaborative process that occurs between the SDP and the participant when entering into the programme.

The logo carries the programme's strapline "Helping You Bid Better" and this should appear wherever possible.

Never try to redraw the logo – always use the approved artwork files available.



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Robot Logo

An alternative use of the logo incorporates the robot mascot. This can be used in all advertisement materials from web to print.

Clear Space

Our logo is one of our biggest brand assets and it is essential that certain rules are adhered to. The clear area around the brand mark should not be encroached on by any other elements such as type or graphics.

The clear area is defined by the word **'Bid'**. Never reproduce the brand mark at illegible sizes either in print or on screen.

The logo may appear at any size down to 20mm across with the strapline.

Minimum Size



Styles

The SDP logo should be used in colour wherever possible but on occasions where the number of colours is restricted or it is not appropriate to use the colour logo, the mono logo may be used.

The same rules apply to both the colour and mono versions.



Use with background colours



Logo Colours

The SDP logo uses two main colours – black and orange. These are the main brand colours that are to be used.

Please see the breakdown of the colours below for reference.

When the use of spot colours is required please use PANTONE 7413 for the orange or have the printer mix the colour using the colour makeup below for a perfect match.



ORANGE

PRINT	WEB	WEB
C:0	R:242	#f28c00
M:53	G:140	
Y:100	B:0	
K:0		



BLACK

PRINT	WEB	WEB
C:0	R:29	#1d1d1b
M:0	G:29	
Y:100	B:27	
K:0		



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Logo Misuses

The examples show a range of incorrect usage of our brand mark. Such usage can weaken or destroy the clarity of our brand. Always use common sense when applying our brand mark.

Do not stretch, condense or skew the logo.

Do not use the logo without the strapline.

Do not use on a busy, photographic or tonally similar background where the logo or strapline becomes illegible.

Do not change the colours of the logo.



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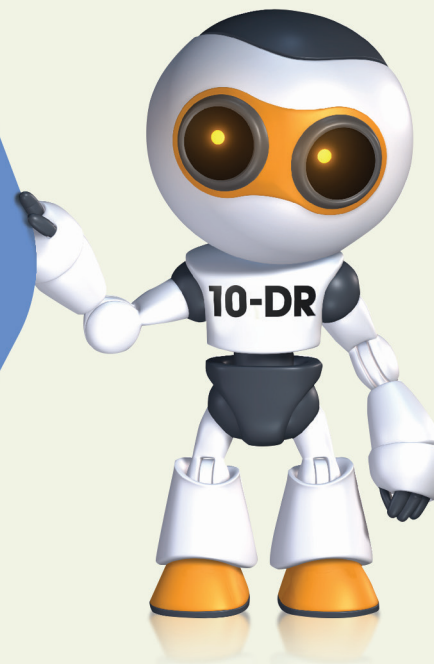


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Print Typeface

The Supplier Development Programme has a number of typefaces available for use in your designs.

For print work use Avant Garde BT Demi for headings and Avant Garde BT Book for body copy.

Headings

Avant Garde BT Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 | !@£\$%&()?"':;

Body Copy

Avant Garde BT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 | !@£\$%&()?"':;

Web Typeface

The Supplier Development Programme has a number of typefaces available for use in your designs.

For web work please use Open Sans Bold for headings and Open Sans Regular for body copy.

Arial Bold for headings and Arial Regular for body copy can be used if these fonts are not available.

Headings

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789|!@£\$%&()?'":;

Body Copy

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789|!@£\$%&()?'":;

Typesetting Guides

Typography is always ranged left. This provides the eye with a constant starting point for each line, making text easier to read.

See below two examples of how the copy can be laid out.

Heading placed here 16pt size

Body copy 10pt size fringilla nunc. In laoreet id metus ut cursus. Phasellus mollis tortor imperdiet enim faucibus, et pellentesque urna accumsan. Vestibulum vitae risus non elit aliquet fringilla nec nec nibh. Vivamus id tristique leo. Curabitur vel ultrices augue, in varius arcu. Quisque sagittis libero id justo tristique, nec vulputate eros viverra. Donec id sem erat. Vivamus nec condimentum odio. Praesent euismod gravida nibh.

Aliquam erat volutpat. Sed tortor felis, porta a mollis vel, aliquam quis tellus. Integer ac imperdiet turpis. Etiam at velit ut magna condimentum varius. Nullam non volutpat mi. Aliquam placerat, neque euismod egestas lobortis, nulla nunc eleifend felis, eget facilisis metus ipsum nec enim. Donec sed lorem quam. Curabitur et pretium turpis. Morbi posuere gravida rhoncus.

Welcome to the Supplier Development Programme

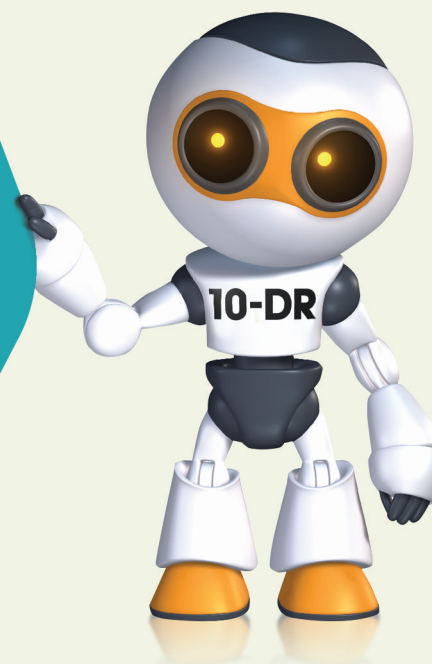
Body copy 10pt size fringilla nunc. In laoreet id metus ut cursus. Phasellus mollis tortor imperdiet enim faucibus, et pellentesque urna accumsan. Vestibulum vitae risus non elit aliquet fringilla nec nec nibh. Vivamus id tristique leo. Curabitur vel ultrices augue, in varius arcu. Quisque sagittis libero id justo tristique, nec vulputate eros viverra. Donec id sem erat.

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Colour Palette

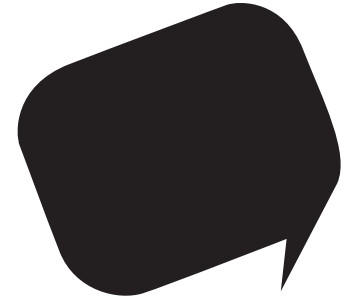
Our colour palette is simple and bright. It is made up of two main colours – a vibrant orange and a black.

We also have a secondary colour palette that can be used to colour code your main subject matter or just to brighten up your designs.

Main Colours



PRINT	WEB	WEB
C:0	R:242	#f28c00
M:53	G:140	
Y:100	B:0	
K:0		



PRINT	WEB	WEB
C:0	R:29	#1d1d1b
M:0	G:29	
Y:100	B:27	
K:0		

Secondary Colours



PRINT	WEB	WEB
C:62	R:109	#6d91cb
M:38	G:145	
Y:0	B:203	
K:0		



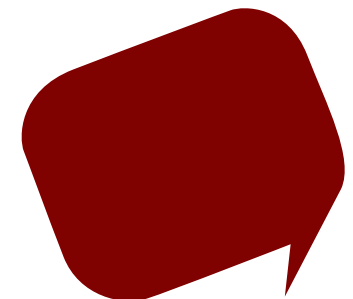
PRINT	WEB	WEB
C:5	R:246	#f6f6ea
M:2	G:246	
Y:11	B:234	
K:0		



PRINT	WEB	WEB
C:61	R:108	#6c8da2
M:34	G:141	
Y:26	B:162	
K:8		



PRINT	WEB	WEB
C:77	R:10	#0aa1b0
M:14	G:161	
Y:31	B:176	
K:0		



PRINT	WEB	WEB
C:0	R:125	#7d0f00
M:100	G:15	
Y:100	B:0	
K:57		

Robot Graphics

Below is a selection of Robot Tag Graphics that can be used to highlight a heading or key message or to bring out a call to action.

Attend Our Workshops

In association with
Scottish Enterprise

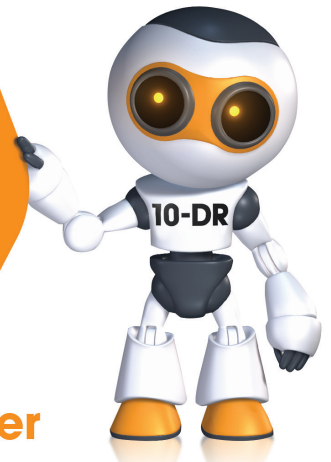


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FREE
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FREE
Tender Portals
Made Easy



**Tender Training
& FREE Webinars**

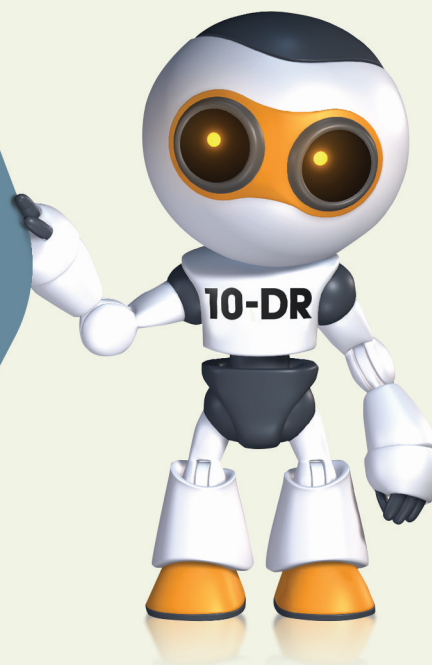


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Website

Shown here are some examples of our brand in action.





PowerPoint

Shown here are some examples of our brand in action.



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