

Scottish Canoe Association Brand Guidelines

This guide has been prepared to assist those communicating on behalf of the SCA – whether volunteers or staff. It is intended for use in emails, letters, publications, merchandise and the SCA website. The intention is to ensure that we present a consistent look and feel across all our materials and communications.

Name of organisation

We are the Scottish Canoe Association or the SCA.

Logo

The SCA logo (see top of the page) is the cornerstone of our identity. It is our signature - the mark that states the SCA ownership of a service, message or backing for an event. It needs to be used consistently and correctly.

We are in the process of applying for registered Trade Mark status for the SCA logo.

Who can use the SCA logo?

The logo may be used by SCA Committees, SCA Affiliated Clubs, SCA Approved Paddlesport Providers and SCA coaches with BCU qualifications advertising their services (providing the coach is in current membership and updated). The logo can also be used by individual SCA members e.g. athletes who are members of the programmes run by SCA Performance.

The logo can only be used by members, coaches, Affiliated Clubs and Approved Paddlesport Providers if the relevant SCA membership/affiliation/approval is current and paid in full.

Restrictions

Members, Coaches, Affiliated Clubs and Approved Paddlesport Providers:

The logo must not be accompanied by the word 'Recommended' or 'Approved' and must not be used by any persons or organisations whose membership/affiliation/approval has lapsed. The logo must be accompanied by supporting wording to explain its use i.e. 'A BCU qualified coach'.

The logo must not be used to infer that a particular instructor or training establishment is part of the BCU or SCA. The logo must not be more prominent than the user's logo or identity.

SCA Committees:

Committees can produce publicity, clothing and other merchandise bearing the SCA logo providing all of the following are met:

- The SCA logo is used in accordance with the branding guidelines contained within this document
- A sponsorship agreement (approved by the SCA Board) is in place for any sponsors logos appearing on the publicity, clothing or merchandise
- The publicity, clothing or merchandise is for an “SCA” event – meaning that the event is run directly by the SCA (including its sub-committees) or is run by an SCA Affiliated Club under the auspices of an SCA Committee
- The text and slogans to appear on such publicity, clothing or merchandise are consistent with SCA terminology. For example “Scottish Wild Water Racing” and/or “National Wild Water Racing” are not valid descriptors but “SCA Wild Water Racing” would be valid

The SCA logo should be used for all SCA activities and events. For advice on how to use the SCA logo and interpretation of this document please check with the SCA office prior to commissioning/publishing any material.

Obtaining the SCA logo

If you require a copy for materials then ask for one from the SCA office to ensure that you get high quality originals. A copy of the logo is available on the website for the use by editors on the site. The SCA logo must not be passed to third parties for use on their materials without permission from the office. Approved centres and official partners of the SCA will be provided with copies of the logo to use on their communications and materials.

Appearance

The SCA logo must never be reproduced in other colours nor may it be altered in any way.

Recommended colour of logo for the **SCA is dark blue- Red: 23 Green: 54 Blue: 93** (Also called- RGB #003366, Websafe 003366, Dark midnight blue)

When in print, the logo should be situated in a top corner (left or right depending on context), unless that is not possible.

The logo must always appear horizontal.

It should not be any smaller than 2 inches wide and should be at least 150 pixels wide and 49 pixels tall

Acceptable use of the logo

When using the logo, all three elements should be included (the acronym, full name and graphic). The only time these can be used without the other is if the graphic is being used alone for a watermark or design feature, however this should be limited, and should not be used with any other images or text. The only other situation in which they can be split up is if just the graphic and acronym is used.



The colours in the logo may only be changed for viewing purposes:

- If the publication is black & white, a black version of the logo may be used (below left).
- If the background is a colour that would make viewing difficult, the logo may be reversed-out so that the logo appears white against the background colour.



However, in any other situation the logo should be used in its original form and colour.

Incorrect Usage - Creating false logos



Neither of these are the logo for the SCA, and are both improperly using the SCA's graphic as it is put next to text, other graphics, colours and does not have the proper amount of free space around it.

Incorrect Usage - Altering, stretching, or modifying the logo



Squeezed



Stretched

Incorrect Usage - using part of logo with other graphics



SCA Style for Written Material

The house font-family for written communications includes Arial, Calibri, Tahoma or Trebuchet. These are fonts with a clean appearance even in large font sizes. The default fonts use Trebuchet as main headings (aligned to the left and bolded in size 14 font, dark blue if colour is being used), Tahoma as subtitles (left aligned and italicized in size 11 font, light blue if colour is used), and Arial or Calibri as body text (size 11 font). Fonts such as ComicMS do not give a good impression of the SCA and must not be used in written materials including promotional materials and meeting minutes.

Email

Much of our communication is by email. It is important that we present a consistent image in our emails. While a more casual style of writing than that found in letters is quite normal, please keep emails with non-SCA people relatively formal. All official emails, e.g. from staff, committees or RCOs should be sent via an SCA email account. These are available for everyone who needs one. If you don't have one and you need one, just ask for one. All known staff, RCOs and committees have an email account.

Care should be taken when sending emails to multiple recipients regarding passing the email address of one person to a third party. If in doubt, the "to" field can be addressed to yourself and you can then blind copy (bcc) the recipients. It is important that if you use this technique that you start the body of

the email with e.g. “Dear parents of children in the Sprint Vision Programme” i.e. the appropriate description so that recipients know who the email has been sent to without seeing each individual email address.

All email must be signed in the approved format below and carry the standard confidentiality notice and disclaimers, including the required legal information.

Email template signature for SCA staff and volunteers: (where “?” is to be replaced by the relevant digit):

Firstname Secondname | Role
Scottish Canoe Association
Caledonia House, 1 Redheughs Rigg, South Gyle, Edinburgh, EH12 9DQ
Direct: 0???? ??????, mobile: 07??? ??????, office: 0131 317 7314
firstname.secondname@canoescotland.org | www.canoescotland.org

The Scottish Canoe Association is a Company Limited by Guarantee registered in Scotland. Company number SC 207488
The contents of this email remain confidential for the intended recipient only. If we have sent this to you in error, please do not keep/copy or disclose it without our permission and please send it back to us. We virus scan and monitor our e-mails but do not accept any responsibility for any damage that is caused by a virus or alteration by a third party after it has been sent.

There is flexibility about whether direct and/or mobile numbers are included in the signature however the SCA office landline number 0131 317 7314 should always be included. Spacing for telephone numbers is as follows:

- Mobiles: 5 digits then a space then 6 digits e.g. 07760 117641
- Landlines (except 0131 and 0141): 5 digits then a space then 6 digits e.g. 01479 861256
- 0131 & 0141: 4 digits then a space then 3 digits then a space then 4 digits e.g. 0131 317 7314

Even if you are in a voluntary position it is important that you are perceived to be of the SCA. Volunteers may choose which of their own phone numbers to display (e.g. mobile / home / work) depending on their own circumstances but we would expect all volunteers to be contactable by phone via one route.

SCA Website

The SCA website is the SCA showcase and main online presence. We wish to project the image of a respected and authoritative sports governing body. To this end the following guidelines are to be followed when creating and editing SCA website pages.

- Default Font: Tahoma – this is the only option in the editing window. Fonts such as ComicMS must not be used on the website as this projects an image of amateurism that we wish to avoid. You can use normal, bold, italic and underlined text as required;

- Style for Headings - Use only those options provided in the editor window. These give a wide range of type sizes and are a consistent colour in harmony with the rest of the site
 - Headings should never be in all caps, as it is not consistent with the rest of the website
 - Best practice is for acronyms to be explained the first time they appear on a webpage
 - There should always be at least one line of spacing between a heading and the text that follows or the text before it
- Default size – Small this font size is a good starting point but it is acceptable to use large or smaller sizes where these aid readability or layout
- Writing for the website – keep text short and to the point. Put important information first. Avoid long sentences. Include sub-headings to break up the page. Organise information visually e.g. use lists or bullets where appropriate. Aim for a friendly and informative tone. Above all use plain English
- Images – always include a short description (e.g. paddlers on a river) in the image properties dialogue when adding an image as this helps users with visual difficulties who may be using a screen reader or other adaptive technology
- Links – always include an Advisory Description (e.g. Link: Paddlers Access Code Leaflet (pdf)) in the properties dialogue when adding a link. Where linking to a non-SCA site, then include “(External)” in your description as this tells the user they will be going to a site that is not part of the SCA. Links to external sites must always be set to open in a new window; links to other parts of the SCA site can open in the same window. Please also see the SCA Links policy
- Put a double space between sentences as this greatly assists reading of large pieces of text

Data Protection

Where personal data (anything which can identify an individual) is being collected by the SCA (including volunteers and course providers collecting data to pass to the SCA), the appropriate data protection notices must be included. Template wording is available separately from the SCA office on request.

Promotional materials

All SCA promotional materials should contain the SCA logo

- Any photos used must be of sufficiently high resolution so that they look good. Higher resolution is required for printed material than for website pages
- The resolution of photos on email attachments and e-flyers should be reduced in order to limit the overall file size.

If the website address canoescotland.org is placed on promotional materials do not use the “www”.

Using the SCA logo in combination with other logos

There are occasions where the SCA logo should be used in combination with logos of other organisations. These can be with:

- Partners – e.g. **sportscotland** or other funding bodies
- Sponsors

It is acknowledged that it is not always straightforward to use multiple logos. For the avoidance of doubt, the expectation in this situation is as follows:

- Where an event is an “SCA” event or where a piece of branded clothing is to be worn by an SCA volunteer/employee it is expected that the SCA logo will have the greatest prominence.
- Where the activity/object is wholly or partially funded by **sportscotland** it is mandatory to include the **sportscotland** logo as well as the SCA logo.
- Where the activity/object is not directly funded by **sportscotland** it is preferable to include the **sportscotland** logo as well as the SCA logo – but not mandatory.