

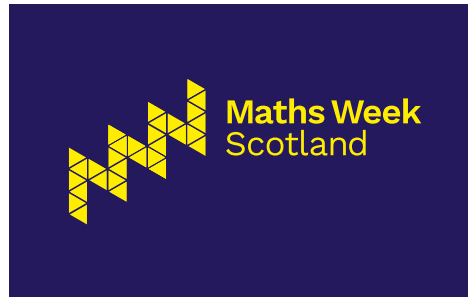


**Maths Week
Scotland**

Using our brand Overview

Logo

The Maths Week Scotland logo is available in two colours, for use on coloured backgrounds and for white backgrounds.



Colours

You can use any of the colours shown to the right as backgrounds in your communications.

Yellow is used as an accent colour. Use sparingly, and only when on top one of the background colours.

RGB R:11 G:29 B:95

CMYK C:100 M:100 Y:0 K:40

RGB R:217 G:0 B:102

CMYK C:0 M:100 Y:28 K:5

RGB R:155 G:90 B:165

CMYK C:54 M:85 Y:0 K:0

RGB R:0 G:159 B:148

CMYK C:95 M:0 Y:62 K:0

RGB R:13 G:108 B:182

CMYK C:84 M:52 Y:0 K:0

RGB R:255 G:237 B:0

CMYK C:0 M:0 Y:100 K:0

Type

The font for Maths Week Scotland is 'Work Sans'. This is a free-to-use Google Font available to [download here](#). Use the 'Regular' or 'Bold' weights to create hierarchy.

If you cannot install new fonts on your machine use Verdana.

Work Sans Bold

Work Sans Regular

Photography

To echo the energy of the logo, photography appears within a dynamic bolt shape. Use the supplied templates to achieve this effect.

When choosing and positioning photography ensure the main subject of the image is visible within the shape.





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Templates

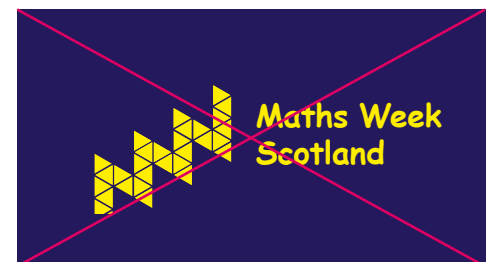
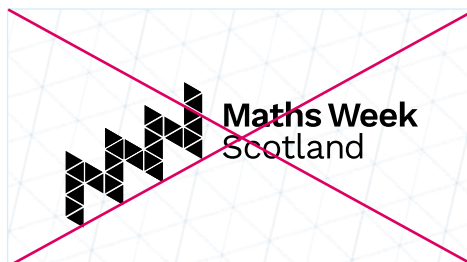
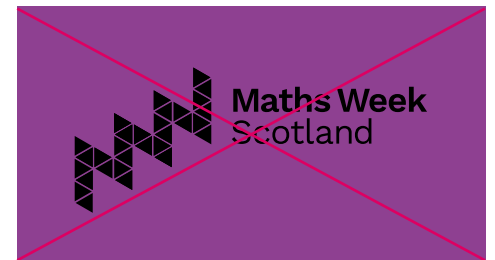
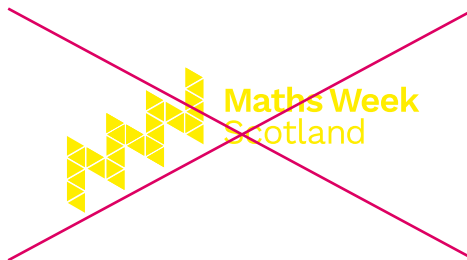
To make it easy to promote your event using the Maths Week Scotland brand we have created Word templates at A4 and A3.

You can add your own imagery, copy and choose the background colour. Guidance can be found within the template and at [Office Support](#).



Using our brand

- To ensure legibility don't use the yellow logo on a white background. Use the black version instead.
- Don't use the black logo on coloured backgrounds.
- Do not try to recreate the isometric grid. Use the supplied templates.
- Do not change the logo or wording in any way, use the supplied artwork



Sizing your logo

To ensure the correct brand hierarchy, use the rule on the right as a rough size guide when placing your logo.



Any questions?

If you need help or have any questions relating to the use of the brand please contact the Maths Week Scotland brand team on info@mathsweek.scot