

SCOTTISH GREENS BRAND



Version 1.0.1

Last updated: 01 Oct 2025

Changelog:

1.0 - Initial release

1.0.1 - Reference to "Asap Medium Bold" changed to more accurate "Asap Medium"

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INTRODUCTION

Welcome to the Scottish Greens Brand Guide. It is a flexible toolkit to help you to produce consistent, accessible, visually appealing materials and graphics for the Scottish Greens.

This guide recognises that you may be a freelance professional designer, a staff member, or a volunteer, and that you need a quick and reliable way of designing content for multiple platforms to tight deadlines.

Feedback

You can feedback on this brand guide by sending an email to communications@scottishgreens.org.uk

Download Assets

The brand pack, containing this PDF, logo assets for print and digital, and the Asap Font Family, is available here: <https://greens.scot/brand>



COLOURS

Party Green



Our primary brand colour.

Focoltone 3440
CMYK: 100,0,85,0
Hex: #009a57

MID-TONE



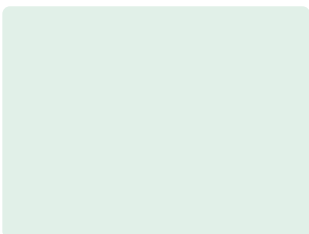
Focoltone 2259
CMYK: 100,0,70,35
Hex: #007252

DARK



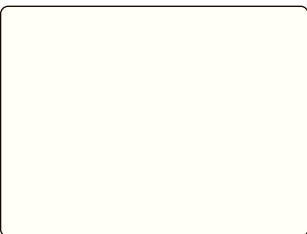
Focoltone 3418
CMYK: 100,75,60,50
Hex: #052730

LIGHT



Focoltone 1061 (30%)
CMYK: 15,0,10,0
Hex: #d8efe7

OFF-WHITE

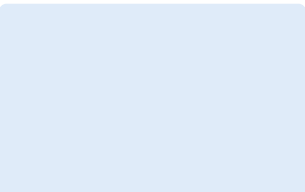


Focoltone 4013
CMYK: 0,0,5,0
Hex: #fffef7

Accent Colours

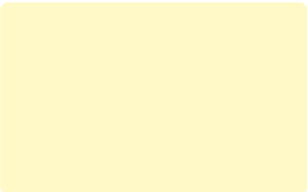
Accent colours can be used sparingly in addition to the primary colours. The pale colours are useful as backgrounds where white is overly harsh

PALE BLUE



Focoltone 1049 (40%)
CMYK: 15,5,0,0
Hex: #e5edf9

PALE YELLOW



Focoltone 1055
CMYK: 0,0,30,0
Hex: #fff9c5

PINK



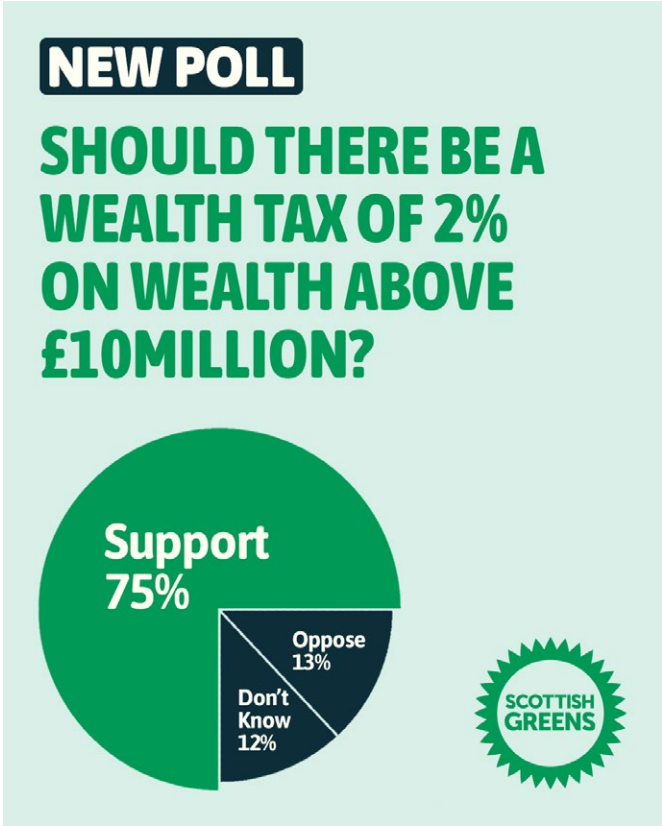
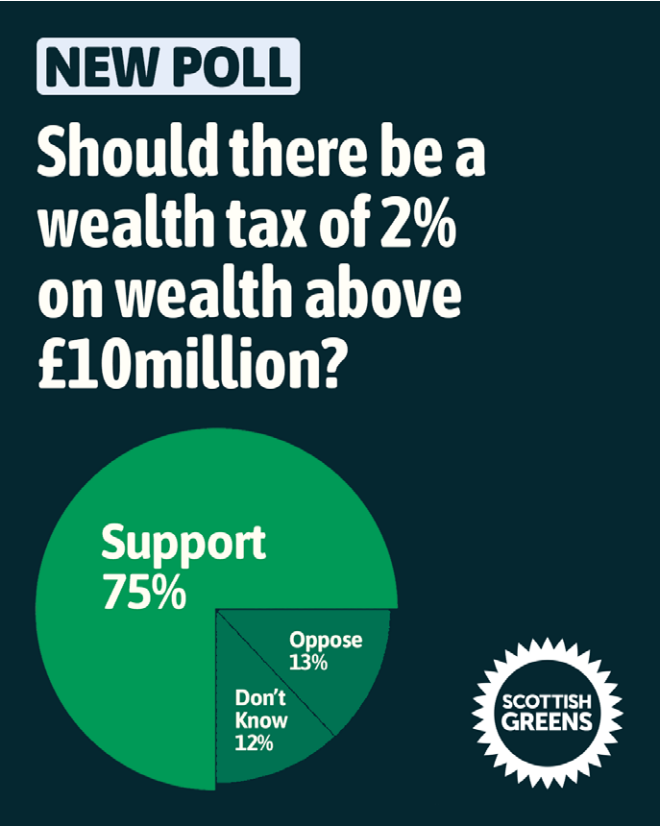
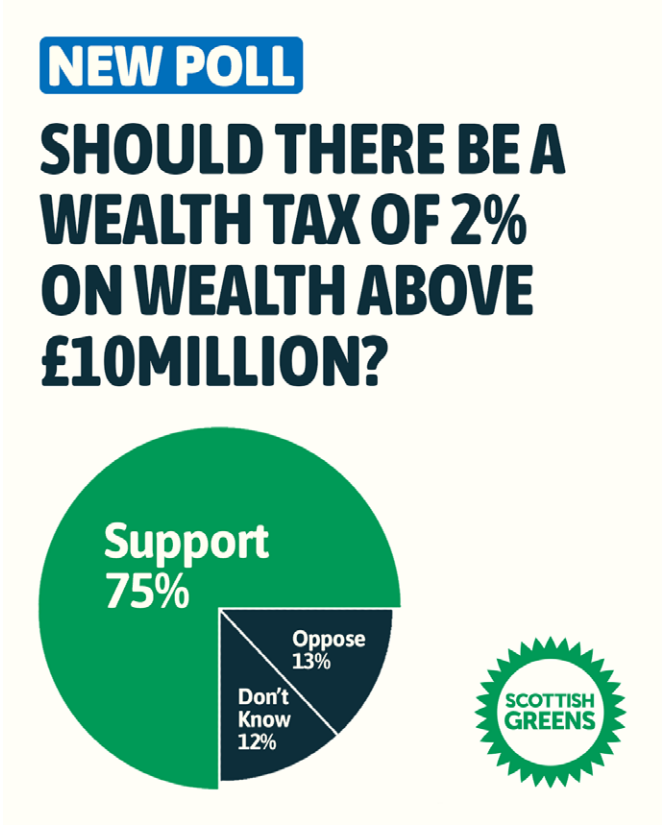
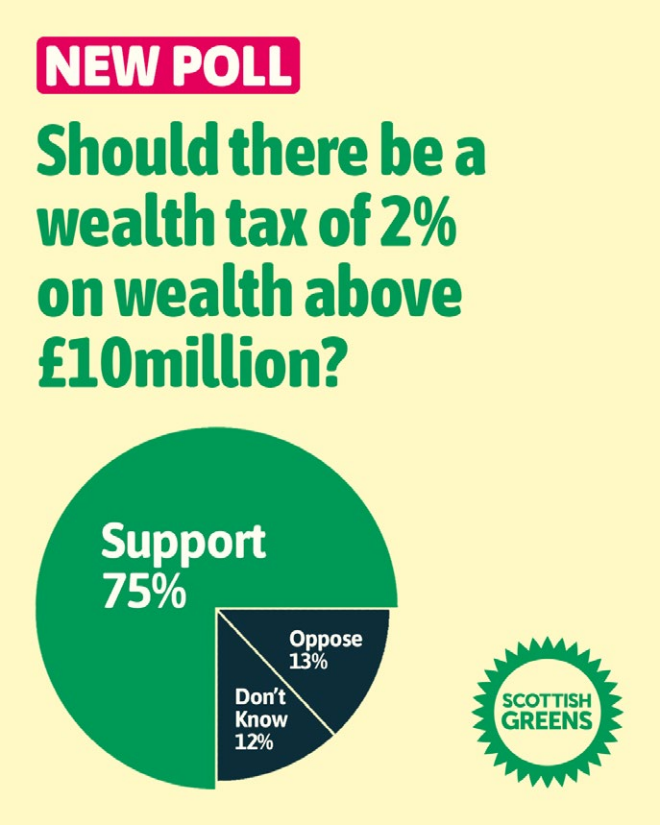
Focoltone 3476
CMYK: 0,100,35,0
Hex: #e5005c

BLUE



Focoltone 2256
CMYK: 100,45,0,0
Hex: #006fbb

Examples



LOGO

Our party logo is the most significant element of our brand. It should be prominently displayed on all printed materials, and used in social media posts wherever possible.



The logo can be used in white on green (or any dark brand colour)...



...or green on white (or any lighter brand colour).



A black and white version is available for use on black and white printed materials only.



The logo should be spaced from the canvas edge and from other content. At least the width of the sunflower.



Do not add effects to the logo
Do not add a colour inside the center of the logo
Do not change the font
Do not distort the logo

Size

Wherever the logo is used, the words 'Scottish Greens' should be clearly legible.

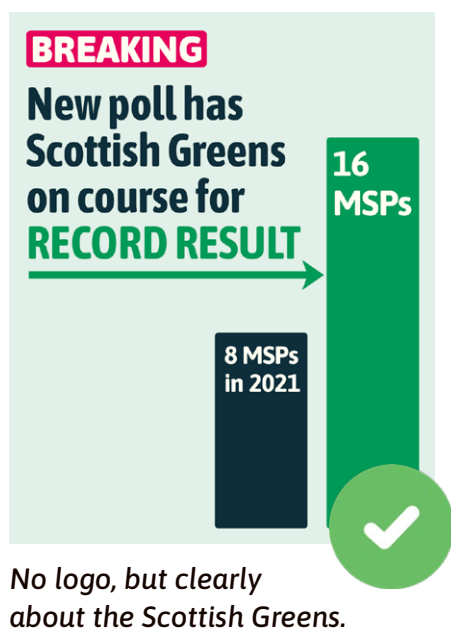
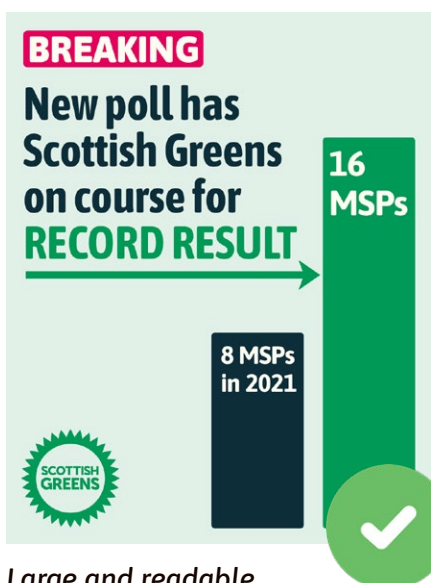
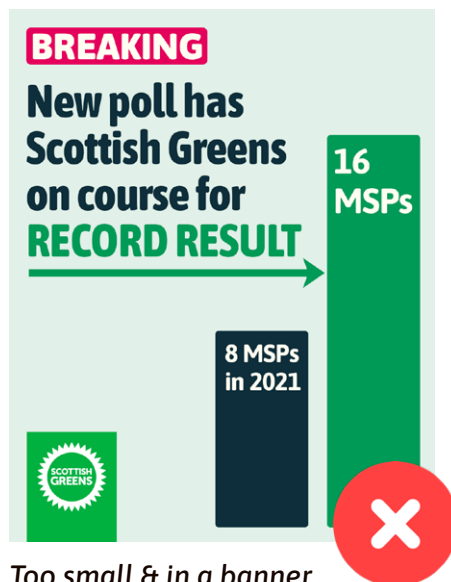
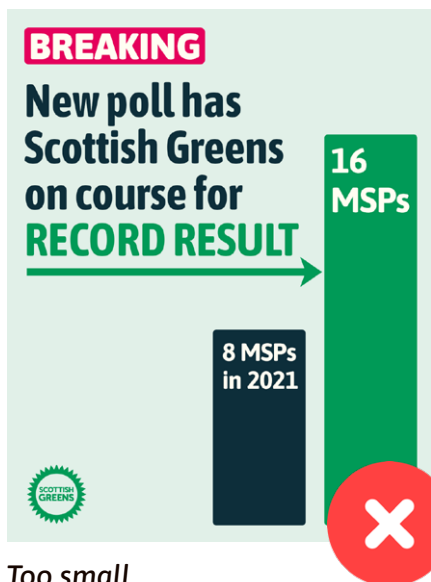
In print this means a minimum size of 20mm.

In digital this means a minimum size of 200px in a graphic that will be displayed 1080px wide.

Banner

The banner is no longer the recommended way of displaying the logo. It tends to make the logo even smaller and less legible.

Instead the logo should be in a corner of the canvas, against a background colour. Consider not using the logo on graphics if it is clearly from Scottish Greens by its content and context.



TEXT

Our primary fonts are Asap and Asap Condensed.

Asap Extra Bold looks like this
Asap Condensed Extra Bold looks like this

These fonts can be used for headers and text, with exception of the party logos (including brands like Green News) which are in Museo Sans.

Asap and Asap Condensed are free fonts and are available for download in our Brand Pack.

Headline

The headline is the main piece of information you are trying to communicate.

Headlines are in *Asap Condensed Bold* or *Asap Condensed ExtraBold* and in a large font size.

Headlines can be in ALL CAPS, but longer headlines may be more readable in regular sentence case.


Label

Labels are used to draw attention to a secondary bit of information, like “NEW POLL”, “EVENT” or “BREAKING NEWS”.

Highlights are in *Asap Black* and have a gently rounded box behind them in an accent colour.

Other Text

Other supplementary text (e.g. an event date and time, or a longer statement) should be set in *Asap Regular* or *Asap Medium* and at a font size smaller than the headline.



LIVESTREAM EVENT

22 June **Hustings for Edinburgh and Lothians East**

INDEPENDENCE FOR PEOPLE. FOR PLANET.

Learn about our campaign to elect more Green MSPs, ask questions to candidates, and sign up to volunteer. Scottish Greens members, check your email for a link to the event on Zoom.

Line Height

The space between lines of text is called *line height*. The default line height for Asap should be 1.2x-1.4x the font size.

Eg. The text in this document is size 12pt, and a 14.4pt line height (1.2x).



Larger text, and text in all caps, looks a little too spaced out when using 1.2x line height.



So for big text we use a 1.125x line height. And for ALL CAPS text we use a 0.9x line height.

AmsiPro

Our secondary font is AmsiPro Narrow.

AMSI PRO NARROW ULTRA LOOKS LIKE THIS

We use AmsiPro as an optional alternative for big chunky headlines in printed materials, videos and social media posts.

Unlike Asap, which is free, AmsiPro is a licensed font family. It can be purchased by searching for Amsi Pro Narrow Ultra on MyFonts.com.

Those volunteering to make graphics are not expected to pay for AmsiPro, and Asap can always be used in its place.

DIGITAL

Digital graphics for social media can be made on the Canva app. If you make graphics for a branch or rep group, you can request access to Canva by emailing help@scottishgreens.org.uk.

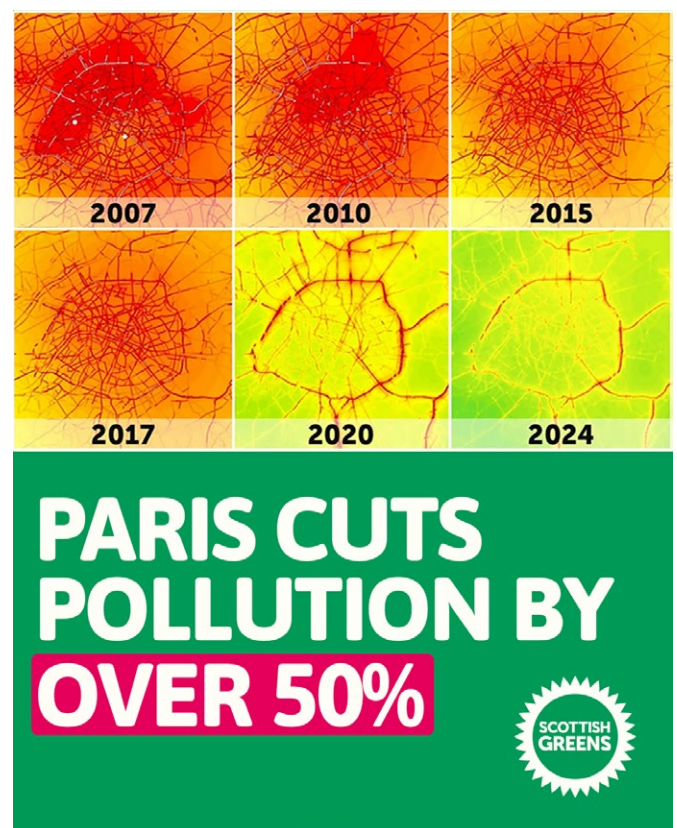
Canva contains colours, logos, and templates for many of the concepts

Out!

- Angled text
- Angled boxes and dividers
- Background dots and gradients
- Sharp boxes around header text
- Multiple boxes around text
- Logo small in banner

In!

- Straight text
- Straight boxes and dividers
- Plain colour backgrounds & photos
- Lightly rounded boxes
- A single box for emphasis
- Logo large and stand-alone



PRINT

We don't recommend using Canva to make printed materials, it can lead to odd looking colours, pixellated images, and other inconsistencies.

If your branch or rep group would like to request printed materials you can fill out our Materials Request form and we can work with you on a suitable design.

<https://greens.scot/MaterialsRequest>

