Disability Energy Support

Identity Guidelines

SCOPE

Equality for disabled people

Disability Energy Support

with water advice

Disability Energy Support
Logo guidelines

Master logo – colour version

This is our preferred logo. Use the full-colour version wherever possible.

On a plain background our logo is a combination of Bright Purple, Yellow and Teal.

Off-White is our preferred colour for darker or coloured backgrounds.

Off-White: R246 G243 B250

Bright Purple or Deep Purple is our preferred colour for a darker background.

Bright Purple R89 G2 B159
Deep Purple R52 G4 B88

These logos are available for use. Contact **marketing@scope.org.uk** for further details

Master logo – full-colour version on bright background (preferred)

Master logo – off-white version on bright purple background (preferred)

Disability Energy Support
Logo guidelines

Mono version

Use the appropriate version of the mono logo when you are unable to use the full-colour version, such as for a black and white advert.

These logos are available for use. Contact **marketing@scope.org.uk** for further details

Master logo – mono version

Master logo – mono version

Disability Energy Support
Logo guidelines

**Disability Energy Support
Stand alone logo**

The Disability Energy Support logo can be used on its own for specific circumstances.

It is intended to be used when content is being delivered **directly from a Scope channel**. These include **Scope social media accounts and the Scope website**.

These logos are available for use. Contact **marketing@scope.org.uk** for further details

Full-colour version on bright background

Disability Energy Support

with water advice

Full-colour version on bright purple background

Disability Energy Support

with water advice

Disability Energy Support
Logo guidelines

Minimum size

The minimum size for our primary logo is 90mm wide. If you are using the Disability Energy Support logo on its own the minimum size is 45mm.

90mm

SCOPE
= Equality for disabled people

Disability Energy Support
with water advice

45mm

Disability Energy Support
with water advice

Exclusion zone

The exclusion zone is equal to the width of the equals sign in the Scope logo.

x

SCOPE
= Equality for disabled people

Disability Energy Support
with water advice

x

Disability Energy Support
with water advice

These logos are available for use. Contact **marketing@scope.org.uk** for further details

Disability Energy Support
Logo guidelines

Holding shapes

Our primary Disability Energy Support logo can be use with holding shapes. Please ensure the minimum exclusion zone is being adhered to.

More information about holding shapes and their use is available in the **Scope Brand Guidelines - How we look.** These guidelines are available from the marketing team: **marketing@scope.org.uk**

You can also download the guidelines using this link: Scope Brand Guidelines - How we look.

Disability Energy Support
Partner lockups

7

Partnership lock-ups

You can use our primary logo in a lockup with a partner logo.

The space between logos should be equal to double the width of the equals sign in the Scope logo.

You may use either of our primary full colour logos.

Disability Energy Support
Accessibility

Backgrounds

The logo can be placed directly over photography. Just ensure that the background is as clear and uncluttered as possible and that there is a good contrast between the colours in the logo and background.

The contrast ratio between the foreground and background colour must always be more than 4.5:1

You can check by downloading a colour contrast checker such as: Colour Contrast Analyser (CCA)
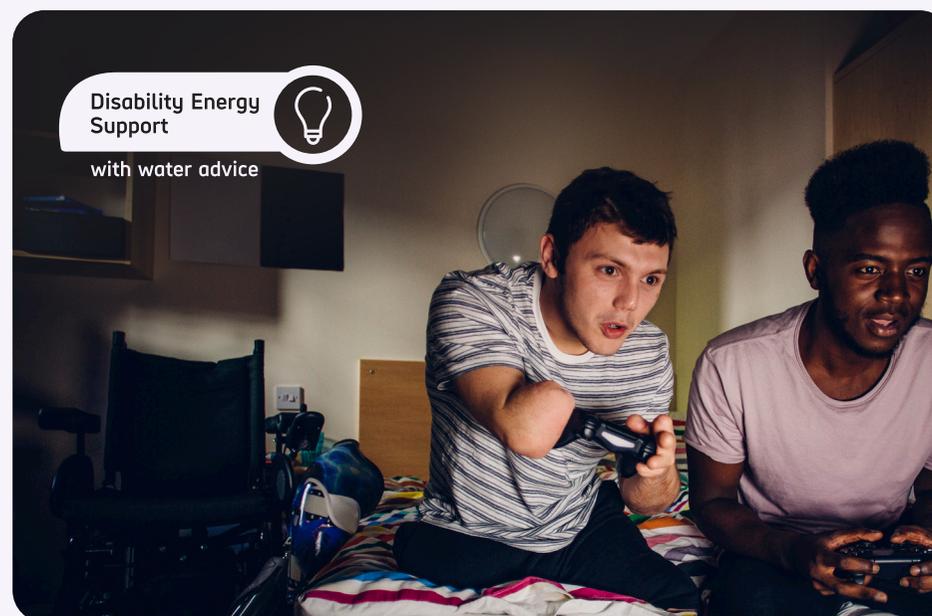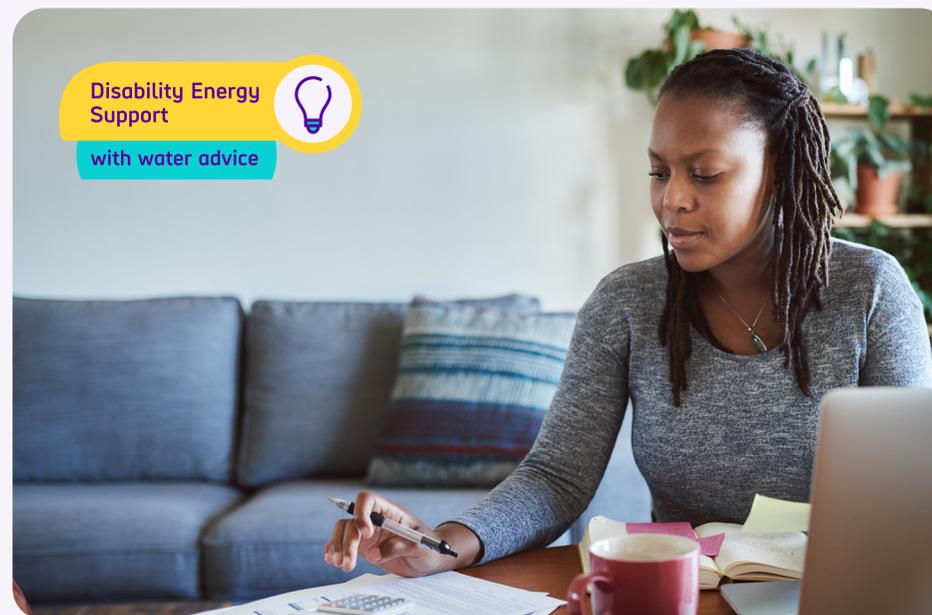
Disability Energy Support
When to use

Primary Disability Energy Support logo

The Disability Energy Support locked up with the Scope logo should be used as the **primary logo**. This logo is intended for use on **all promotional and marketing material**.

Stand alone Disability Energy Support logo

The Disability Energy Support logo on its own is intended to be used when content is being delivered **directly from a Scope channel**. These include **Scope social media accounts, or the Scope website**.

Disability Energy Support
with a partner logo lockup

Use the primary Disability Energy Support logo locked up with a partner logo to show inclusion. It is intended to be used on **partner websites and marketing materials**.