



Logo Guidelines

**Information about how to
use the Time to Shine logo.**



Introduction

Time to Shine is Scotland's arts strategy for young people aged 0-25. It's core purpose is to enrich young people's lives through arts and creativity. As well as providing direction and support for everyone involved in youth arts, from participants to funders, the strategy urges everyone to become smarter, more collaborative and to develop new partnerships. Scotland's young people are leading the development of Time to Shine, creating an environment in which each and every person can thrive.

If you have been funded by, or received funding from, Time to Shine, then you should use the Time to Shine logo on your publicity and communications materials. By using the logo you are not only demonstrating that your work is part of this project, you're also helping to spread the word and raise the profile of Time to Shine and youth arts in Scotland.

The Logo

The logo can be used across all types of communication, including print materials, online and signage. There is a full colour version, a black and white version, and a couple of two-colour versions available. There is also a white version available for using on dark coloured or black backgrounds.



Full colour



Black and white



Two-colour:
Turquoise and Grey



Two-colour:
Orange and Grey



White on a coloured
or black background

Colours

Our logo colours are PMS 1585, 369, 326, 225, 1788, and grey 425, for print and design reference. Below are the colour breakdowns and Pantone references to achieve consistent colour reproduction in the use of the logos across all materials.



Orange PMS 1585
C=0 M=61 Y=97 K=0
R=255 G=106 B=19



Turquoise PMS 326
C=81 M=0 Y=39 K=0
R=0 G=178 B=169



Green PMS 369
C=68 M=0 Y=100 K=0
R=100 G=167 B=11



Pink PMS 225
C=4 M=88 Y=0 K=0
R=233 G=25 B=149



Red PMS 1788
C=0 M=88 Y=82 K=0
R=238 G=39 B=55



Grey PMS 425
C=62 M=50 Y=47 K=40
R=0 G=193 B=213

Using the logo

Time to Shine, Scotland's youth arts strategy, was developed alongside the National Youth Arts Fund to support a wide range of youth arts activity.

If you or your organisation has received funding related to Time to Shine, you will need to use the Time to Shine logo. By using this logo, you are showing that your project is part of Time to Shine, and helping spread the word about the strategy and the range of activities that are supported.

In addition, we would also expect you to use the Creative Scotland logo – either directly alongside this, or if this isn't possible, elsewhere in your publicity materials.



These logos need to appear on all your publicity and promotional materials relating to the work you're doing around Time to Shine. This relates specifically to the following, if you are:

- one of the Youth Arts Hubs
- in receipt of targeted funding through Time To Shine
- in receipt of funding through the TTS.Digital fund
- delivering funding on behalf of Time to Shine (ie the Nurturing Talent Time to Shine Fund)
- one of the National Youth Arts Companies in receipt of Time to Shine funding (NYOS, NYCOS, SYT, YDance)

We wouldn't ordinarily require individuals (such as young people receiving small grants from the Nurturing Talent Time to Shine fund) to use these logos. But they can do so if they wish.

Example uses

Both these logos should be used widely across all media and publicity materials to credit the support and promote Time to Shine. This would include using the logos on all news/press releases, on websites and electronic communications, as well as on any printed materials (publications, leaflets or programmes).

If you're producing smaller items, where space is of a premium, or you're producing some merchandise which is promoting the project, but doesn't have scope to include a lot of information or logos – then the use of the Time to Shine logo on its own will be acceptable, appropriate and more effective. Some examples of this could be small flyers, cd cases, small print or online ads, or small merchandise or giveaway items.

Text only credits

For those situations when there is not even space for the logo, then you can acknowledge support, simple and clearly, in text by including the following line on your materials:

['Funded by Time to Shine through Creative Scotland'](#)

Additional text for websites and press releases

In addition to the display of the Time to Shine and Creative Scotland logos in any places where people are reading more about the project, what it is, and how it has come about, we also ask that you use the following paragraph in all relevant publicity material (which is primarily in the case of press releases, and on project websites)

[“\(YOUR PROJECT NAME\) is supported by Time to Shine, Scotland's Youth Arts Strategy which is administered by Creative Scotland. Time to Shine is Scotland's arts strategy for young people aged 0-25. Its core purpose is to enrich young people's lives through arts and creativity. Scotland's young people are leading the development of Time to Shine, creating an environment in which each and every person can thrive.”](#)

Further Advice

If you want any advice on how to use the logo, please get in touch (contact information on the back page)

Logo sizes and exclusion areas

Minimum width

The logo should never appear smaller than the minimum size



28mm/79px

Minimum Size for Print **28mm**
Minimum Size for Web **79px**

Exclusion Zone

Always leave clear space around the logo, equal to the height of the 'S'



Dos & Don'ts



DO always leave a clear space around the logo



DO make sure there is enough contrast between the logo and the background



DON'T stretch or scale the logo out of proportion.



DON'T change the colours of the logo



DON'T rotate the logo

How to access the logos

The logos can be downloaded at **www.creativescotland.com/logos**
They are available in jpeg, eps and png format, in colour and black and white.

JPEG – for general use in word documents, presentations, web and online

EPS – for high resolution print

PNG – for web and online (and for when a transparent background is needed)

Further advice

For further information or clarification on any aspect of the use of the Time to Shine logo or the Creative Scotland logo, please contact the Marketing Team at Creative Scotland. We recommend that you email us with your marketing material for sign off when you first use this new Time to Shine logo.

T: 0330 333 2000

E: **marketing@creativescotland.com**

Creative Scotland

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If you would like additional information on regional or national youth arts, contact **timetoshine@creativescotland.com**