



Logo Guidelines

Information about how to use the Youth Music Initiative logo and credit the funding you've received.



Introduction

Creative Scotland administers the Scottish Government's Youth Music Initiative (YMI) programme which intends to:

- Create access to high quality music making opportunities for young people aged 0-25 years, particularly for those that would not normally have the chance to participate
- Enable young people to achieve their potential in or through music making
- Support the development of the youth music sector for the benefit of young people

If you or your organisation has received funding through YMI, the use of the YMI, Creative Scotland and the Scottish Government logos on your project materials is essential. The programme is delivered through a wide range of partners in Scotland, from schools to individuals to national organisations. By using the YMI logo you not only show that your project is part of this programme, but also help to spread the word of the initiative and the diversity of activities that are supported.

The Logo

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



Colour



Black and white



White on a black
or dark coloured
background

Colours

Our logo colours are PMS 3115, 3025 and 1787 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.



Turquoise PMS 3115
C=59 M=0 Y=14 K=0
R=0 G=193 B=213



Navy PMS 3025
C=100 M=27 Y=10 K=56
R=0 G=79 B=113



Red PMS 1787
C=0 M=82 Y=53 K=0
R=244 G=54 B=76

Using the Logo

The Youth Music Initiative is funded each year by the Scottish Government through Creative Scotland. In order to show that the money you've received has come from this particular fund through the Scottish Government, it is important to acknowledge their support.

So in terms of how you should do this, we encourage all recipients of YMI support to consider the following:



- All fund recipients must always use the YMI logo as a minimum requirement of the funding they've received. You can use this logo on a wide range of publicity materials, online and on social media.

- When space allows, and particularly when carrying more detailed information about your project and its funders, then we would expect you to use the full YMI logo panel – the suite of logos which formally credits the support of Creative Scotland, The Scottish Government and (if appropriate) your Local Authority.

YMI logo panel – YMI, Creative Scotland and the Scottish Government



ALBA | CHRUTHACHAIL



YMI logo panel – YMI, Creative Scotland, the Scottish Government and your Local Authority



ALBA | CHRUTHACHAIL



Local
Authority
Logo

Which one should I use?

As a general principle, if you have the space to include the full logo panel – for example if you’re producing leaflet or publications about the project, on your press releases or as part of a the project websites – then we would expect to see the full suite of logos being used.

But if you’re producing smaller items, where space is limited, or you’re producing merchandise which is promoting the project, but doesn’t include a lot of information – then the use of the YMI logo on its own will be acceptable, appropriate and more effective. Examples of this could be small flyers, CD cases, small print or online ads, small merchandise or giveaway items.

Text only credits

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

‘Funded by the Scottish Government’s Youth Music Initiative through Creative Scotland’

Additional text for websites and press releases

In addition to the display of the YMI logo or YMI logo panel, 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 such as press releases and on project websites.

“(YOUR PROJECT NAME) is part of The Scottish Government’s Youth Music Initiative (YMI) which is administered by Creative Scotland. The YMI creates access to high quality music making opportunities, enables young people to achieve their potential in or through music and supports the development of the sector for the benefit of young people.”

If you want any advice on which logo to use, 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



25mm/71px

Minimum Size for Print **25mm**
Minimum Size for Web **71px**

Exclusion Zone

Always leave clear space around the logo, the equivalent to a third of the width.



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)

The logo is also available in Gaelic.

Further advice

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

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If you want to find out more about the Youth Music Initiative email ymi@creativescotland.com or call 0330 333 2000