SOMERSET COMMUNITY FOUNDATION – BRAND CHEAT SHEET

**CORRECT USE OF THE LOGO**

The Somerset Community Foundation logo consists of two elements:

• The SCF name - the words community | foundation can be replaced with others ie. business | guardians and;

• The SCF ‘hills’ icon to the right of the wording

The icon must always be used to the right of the name in the logo.

A stacked version of the logo is available for use when space available is not large enough for the long version on request.

**DO’S AND DON’T’S**

The logo should not be altered in terms of proportion by either x or y alone and should be scaled by both x and y at the same time.

The logo should not be altered in any way by adding other graphic elements, such as drop shadows etc





**BRAND COLOURS**

The corporate colours are Pantones 159 and Black 2.Colour breakdowns are shown below.



Spot: Pantone Black2 U  
CMYK: C36 / M35 / Y83 / K61  
RGB: R100 / G96 / B82  
WEB: 646052

Spot: Pantone 159U   
CMYK: C3 / M52 / Y95 / K6  
RGB: R201 / G113 / B70  
WEB: C97146

For a black & white version of the logo or any other variations, please contact Mary Hancock on [mary.hancock@somersetcf.org.uk](mailto:mary.hancock@somersetcf.org.uk) or on 01749344949.