



THE 400TH
ANNIVERSARY
OF THE UNION
OF THE CROWNS

Identity Guidelines



The identity consists of two primary elements, the 'entwined thistle and rose' and the logo type. The two elements should always be used together, however the thistle and rose and the 400 can be used as a graphic but only if the primary identity is present.

Exclusion zone

To aid clarity and maximise the identity's prominence, a clear area (x) should be maintained around the identity. To ensure that this area is always in proportion to the identity the tallest character should be used to gauge the size of the zone.



Minimum size

To ensure maximum clarity and distinction, the width of the identity should be produced no smaller than 35mm across.

35mm



400

Colour



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Spot Colour

■ PMS 222

■ PMS 329



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CMYK

■ Cyan: 0%

Magenta: 100%

Yellow: 15%

Black: 60%

■ Cyan: 100%

Magenta: 0%

Yellow: 47%

Black: 47%



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Web safe

■ #7F2149

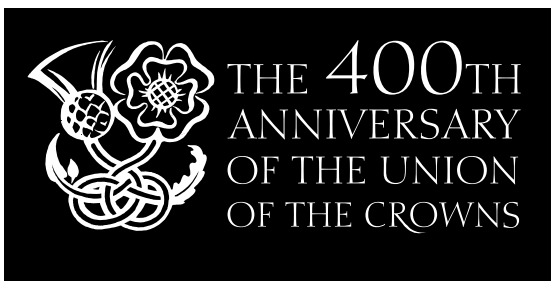
■ #00716B



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Mono

■ 100% black



Reversed