

OCTOBER 2020

# Brand Guide





# Scoular Brand Look & Feel

THE NEXT PAGES OUTLINE  
SPECIFIC VISUAL GUIDELINES  
AND STANDARDS THAT MUST  
BE ADHERED TO ACROSS  
THE COMPANY. FOLLOWING  
THESE STANDARDS  
WILL ENSURE BRAND  
CONSISTENCY.



## LOGO

The Scoular logo is bold and unwavering. The capital letters are a reflection of our strength and reliability in the marketplace. A solid history of success sets us apart and reassures our customers that they can count on us. Rounded sans serif letterforms make for easy legibility at any size and in any material.

The emblem consists of four rounded shapes, inspired by the natural ingredients we source. Individually, they are meant to symbolize the four pillars of our employee value proposition. Together, they represent a collective of people coming together to own what's possible.

### PRIMARY LOGO

Our logo is provided in multiple orientations, but the horizontal logo is considered our primary logo and is preferred whenever possible.

### LOGO + TAGLINE

The logo and tagline lockup may be used when space allows for a size where the tagline appears legible. The tagline is also a piece of art on its own and should not be re-created when used with the logo.

### HORIZONTAL



### HORIZONTAL + TAGLINE





## APPROVED LOGO VERSIONS

The Scoular logo is provided in vertical and horizontal formats. The horizontal is the primary logo; however, when space does not allow, the vertical logo can be used. Logos are provided in formats and file types conducive to any medium.

- **Color** – CMYK logos are provided for process-color printing jobs, RGB format for digital use and Pantone colors for spot-color printing.
- **Color Reverse** – Use this version on backgrounds that provide enough contrast with the icon.
- **Black** – Use this version for black-and-white printing or when process printing is unavailable.
- **Reverse** – Use this version to provide contrast on a dark background or image.

PRIMARY (HORIZONTAL)



SECONDARY (VERTICAL)





## LOGO CLEAR SPACE

A clear space should be kept around the Scoular logo in order for it to be identifiable and legible (unless you're using the tagline lockup version of the logo). As illustrated below, the logo and clear space is equal to the height of the "S" in the logo.





## LOGO MISUSE

It is important that the Scoular logo is used consistently across all of our brand communication. Please follow these guidelines and never alter the logo files for any reason.

### When using the Scoular logo, DO NOT:

- Rotate, distort or skew
- Use without the icon
- Recolor or ghost
- Use backgrounds without enough contrast
- Resize or move individual pieces
- Re-create or retype
- Add graphics or additional words
- Create lockups outside those provided





# COLOR

Our color palette is bold, energetic and broad, just like the work we do every day.

While our palette includes a wide array of brand colors, there are considerations to make when using our colors, including:

- Primary colors should be dominant in design
- Only 1-2 primary and 1-2 secondary colors should be used on a piece
- Always consider accessibility on type and color combinations

For printing, please reference Pantone Matching System (PMS) and CMYK color mixes. For digital applications, use RGB mixes and Hexadecimal (HEX) numbers. Tints of medium blue, blue, gray, teal and cream are permitted and illustrated to the right. Tints should be used thoughtfully and after consideration of the primary and secondary palettes.

## PRIMARY



PMS	CMYK	RGB	HEX #
7691C	100 40 0 35	0 89 142	00588E



PMS	CMYK	RGB	HEX #
3005C	85 44 0 0	0 124 192	007CC0

## SECONDARY



PMS	CMYK	RGB	HEX #
2955C	100 71 29 39	0 58 94	00395D



PMS	CMYK	RGB	HEX #
3262C	71 0 30 5	29 179 181	1CB3B4



PMS	CMYK	RGB	HEX #
340C	91 0 75 5	0 164 111	00A36F

ACCESSIBLE HEX #00875F



PMS	CMYK	RGB	HEX #
110C	0 24 100 9	233 180 14	E8B30D



PMS	CMYK	RGB	HEX #
109C	0 15 100 0	255 212 0	FFD400

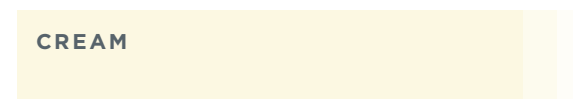


PMS	CMYK	RGB	HEX #
431C	13 0 0 73	87 99 106	576269



PMS	CMYK	RGB	HEX #
1665C	0 88 100 0	239 70 35	EF4623

ACCESSIBLE HEX #DF3410



PMS	CMYK	RGB	HEX #
15% 109C	11 12 0	252 248 227	FBF7E2



## RESOURCES

**FOR QUESTIONS ABOUT THESE  
GUIDELINES, PLEASE CONTACT:**

Tara Olson  
Strategic Brand Manager

Scoular  
2027 Dodge Street  
Omaha, NE 68102

[bmcc@scoular.com](mailto:bmcc@scoular.com)