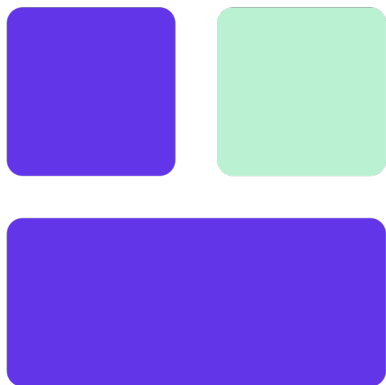


Built on a shared foundation.

Two upright blocks. One lasting commitment.



Scottish Teachers for Permanence

PRIMARY LOGO

Use the full campaign name in primary public-facing placements. The separated blocks express continuity and the support that schools need.



ONE COLOUR / PLUM



REVERSE / DARK BACKGROUND



Violet

#6236E8



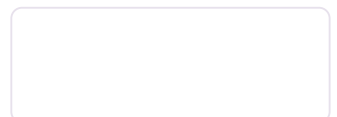
Mint

#B9F1D2



Plum

#24122D



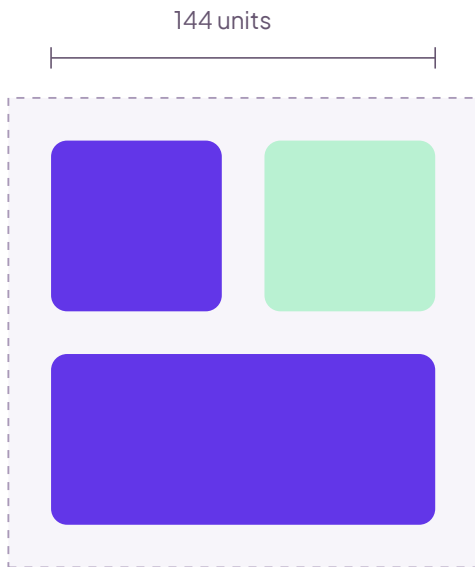
White

#FFFFFF

Plum carries text on light backgrounds. Use mint for supporting colour; choose a one-colour mark where the pale accent would lose definition.

Give the blocks room.

Use the supplied artwork. Keep its proportions and open channels intact.



16-unit clear space

A SIMPLE, FIXED GRID

Two upper blocks: **64 x 64** units.

Foundation: **144 x 64** units.

Open channels: **16** units.

Corner radius: **6** units.

The master canvas is 144 x 144 units. Blocks stay upright and separate in every colour variation.

Minimum sizes on screen



Full logo / 210 CSS px wide



Symbol

16 CSS px



Favicon

One-colour mark

Tiny favicons use the white, one-colour symbol on violet. Use the supplied 16- and 32-pixel exports, with both channels clearly visible.

CLEAR SPACE = SYMBOL WIDTH x 16/144

Leave this minimum space around the entire symbol or full lockup. A 72-pixel-wide symbol needs 8 pixels on every side. Keep text, borders and other graphics outside this area.

Keep it clear.

A consistent identity is built through everyday use.

01 Keep it upright.

Do not rotate, interlock, connect or rearrange the blocks.

02 Use the whole mark.

Do not crop it, close the channels or stretch its proportions.

03 Use the supplied variants.

Choose colour for light backgrounds, reverse for dark, and one colour when stronger definition is needed.

04 Keep the artwork simple.

Do not add outlines, gradients or effects, or change the corner radius.

PLUS JAKARTA SANS

Secure jobs. Stronger schools.

Bold or extra bold for short headings. Regular or medium for supporting text. Keep the logo lettering as supplied outlined artwork.

Accessible use

For a meaningful logo image, use **Scottish Teachers for Permanence** as its alt text. A homepage link can be labelled **Scottish Teachers for Permanence home**; avoid repeating that label on the image. Decorative symbols need empty alt text or should be hidden from assistive technology.

VERSION 2 SUPERSEDES VERSION 1

The earlier interlocking emblem is deprecated. Keep v1 only as a historical record; use v2 for new website, social, presentation and document materials.