



THE SCOTTISH
HOUSING
REGULATOR

Guidance on using the
Scottish Housing Regulator
logo

SHR logo – helpful guidance

Formats

Spot colour

Process colour (CMYK)

Mono

Reversed

RGB

AppleMac formats: Illustrator eps, Photoshop jpeg or tiff.

PC formats: Photoshop jpeg.

Typeface/font

The font used for the wording “The Scottish Housing Regulator” is Trajan Regular. No substitute font can be used.

The use of SHR logo – format

With use of text



Reproducing the logo out of a white background

The area shown is designed to prevent the logo from other text appearing too close to it.



Reproducing the logo out of a dark background

The logo has been developed for use primarily on a white background. However, if it is necessary to use the logo on a dark background the clear area shown is designed to prevent the logo from other text appearing too close to it.

The use of SHR logo – text wrap

Colour

The Spot colour logo uses to Pantone PMS colour



The Process (CMYK) colour logo uses the following percentage values:



The RGB colour logo uses the following percentage values:



The Mono version of the logo can only be used as a solid colour and not as a greyscale image.



Correct version



Wrong version

The use of SHR logo – colours