



BRANDING & PUBLICITY

The Branch logo (2018) reflects what we do and where we do it, namely –

- dance scottish ... on the west coast

Copyright remains the property of RSCDS Vancouver Branch.

Branding principles

- **Simplicity** – for **impact**
- **Consistency** – for **brand recognition**

Publicity strategy

- to promote the simple and internationally recognised invitation **“dance scottish”** and rely on “Googling” the Branch website for the details – ‘what, why, where, when and who’
- to have the widest possible display of this mantra and our logo, to establish broad brand recognition – “we’re stronger together”
- accordingly encourage everyone to use the publicity materials available at the Branch; check with the Equipment Manager

Logo Display

Font

- Verdana

Colours

- Blue – Pantone 300
- Green – Pantone 340

Formats

- Solo logo
- Linear combining the Branch logo with Scotland’s logo in a linear format

Location

- Branch logo: top left
sometimes followed by “dance scottish” (centred or displayed vertically, right)
- RSCDS logo: top right
- any Event logo: bottom right

Graphics Consultant

- Appointed annually by the Board, to work with the Publicity Director
- For continuity, ensuring **simplicity** and **consistency** in design and application
- To liaise with Event Chairs, Demonstration Team and others to advise on the application of the Branch branding concept and inclusion of the Branch logo on all publicity materials.

12th November 2021