THE ROYAL BRITISH LEGION SCOTLAND

At the heart of Scotland's veterans' community

Brand Guidelines

Version 4.4 August 2025

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Introduction

Since 1921 we have stood for and provided support to veterans and their families.

When servicemen and women return to civilian life after serving with the Armed Forces some are in need of community and friendship, maybe as a result of their experiences in the services or purely because they are no longer part of the 'military family' they had come to rely. We make a difference every day to the lives of those veterans through comradeship, our veterans community support team, developing strong communities and supporting remembrance.

Our large family network is spread across Scotland and helps support veterans and their families to get on with their lives and assists those who require assistance.



Brand Identity - Primary Logo

1.1 Primary Logo & Guidelines

Our Logo is the single most important element of our visual identity.

It is comprised of three main elements - the **Crest, Armed Forces Stripes** and the **Logotype**. The integrity of their relationship must always be preserved in order to ensure consistency across a wide array of media.

When using the Logo it is important that you;

- Only ever reproduce our Logo from approved artwork.
- Never alter, distort or adjust the letterforms, typestyle or visual relationships, either digitally or photomechanically.
- Use the correct file type in relation to printed or digital material.

Our Logotype must always be clearly visible and positioned to carry or endorse all our visual communications.

1.2 Primary Logo Variations

There are three variations of the same Logo design (shown opposite), each in;

- **Primary Main** (For use on white or light backgrounds).
- **Primary Reverse** (For use on blue or dark backgrounds).
- **Primary Grayscale** (For use where colour printing is not available).

These are the only Logos that should be used in any printed or digital applications affiliated with Royal British Legion Scotland.

Primary Main

Full Colour Application



Primary Reverse

Full Colour Application



Primary Grayscale

Black & White Application



Brand Identity - Primary Logo

1.3 Space & Sizing

i. **Positioning -** The Logo should always be positioned in the top left of documents where possible and within the isolation zone. If this position does not benefit the design, then it may be repositioned to best reflect the aesthetic.

ii. **Minimum Size -** To ensure the legibility of the Logo it should never appear smaller than the dimensions displayed opposite (note Minimum size determined on X axis - Width).

iii. **Exclusion Zone -** The space around the Logo known as the Exclusion Zone, should always be equal to or larger than the height of the crown from the Crest (note this is a relative size depending on logo scale).

iv. **Isolation Zone -** This is the working area in a document. This is where text and certain graphics should be contained. Any form of design element that is purely for aesthetic can enter into the Exclusion Zone.

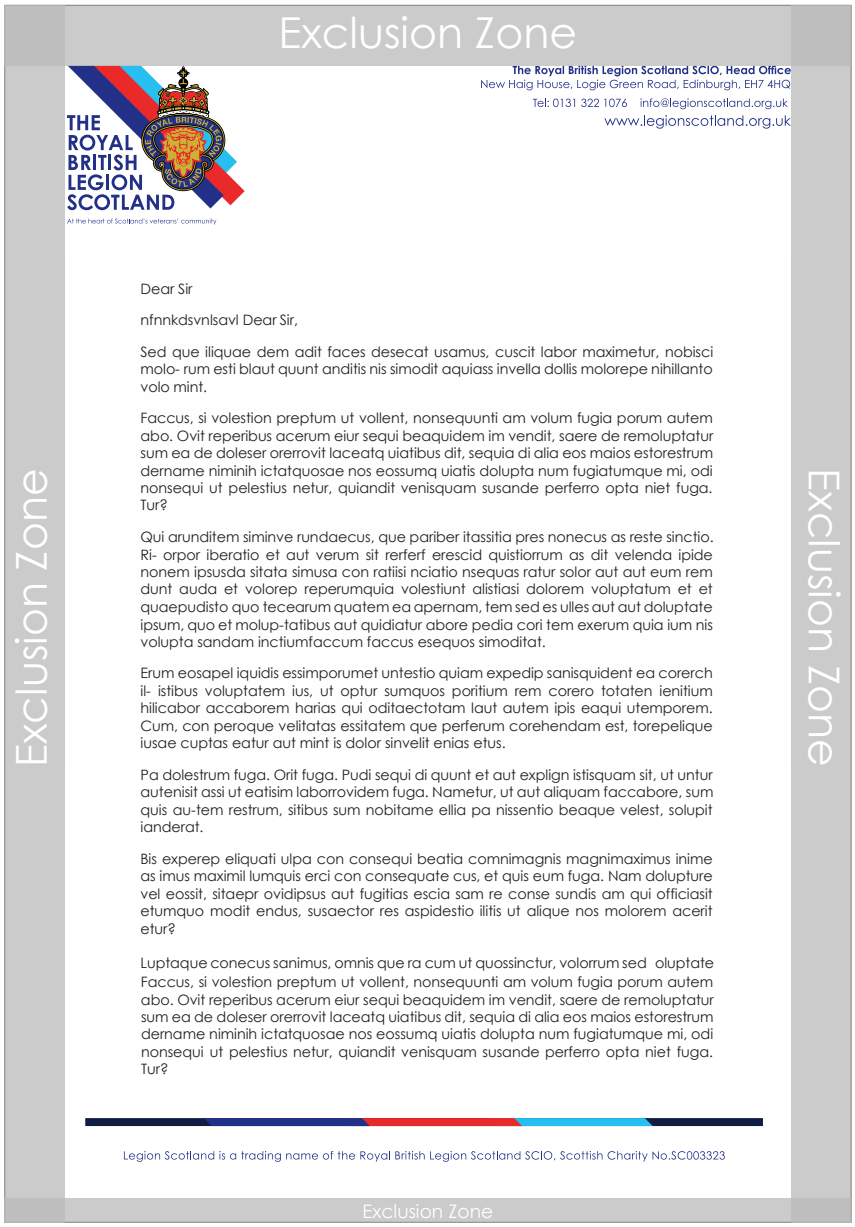
1.4 Positioning

The Logo is the single most important piece of Charity branding, so it is extremely important to position it in an optimal spacial setting.

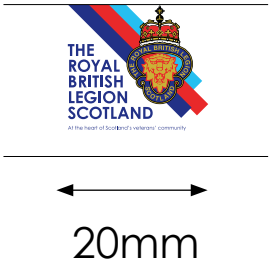
To do this we need to look at;

- **Position -** Where on document it is at its optimal focal point.
- **Size -** The fine line between too large (Dominant) and too small.
- **White-space -** The open space around the logo avoiding clutter.

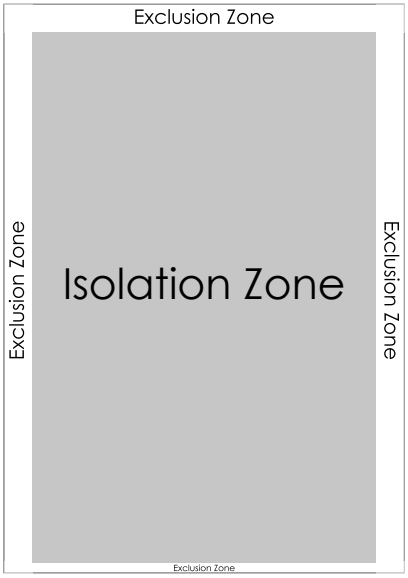
Positioning (i)



Minimum Size (ii)



Isolation Zone (iv)



Exclusion Zone (iii)



Brand Identity - Primary Logo

1.5 Unauthorised Alteration

The Logo must not be altered or modified in anyway unless permission is granted by the Board of Trustees.

This includes;

i. **Altering or changing colours of the Logo. This also includes swapping Charity colours between the different elements of the Logo.**
ii. **Altering the scale of the Logo unproportionally.**
iii. **Adding outlines to the text of the Logo.**
iv. **Moving elements of the Logo.**
v. **Creating a new style of Logo outwith current guidelines.**

Opposite are examples of unacceptable reproductions of the Logo.

(i)


THE ROYAL BRITISH LEGION SCOTLAND
At the heart of Scotland's veterans' community

(ii)


THE ROYAL BRITISH LEGION SCOTLAND
At the heart of Scotland's veterans' community

(iii)


THE ROYAL BRITISH LEGION SCOTLAND
At the heart of Scotland's veterans' community

(iv)


THE ROYAL BRITISH LEGION SCOTLAND
At the heart of Scotland's veterans' community

(v)


THE ROYAL BRITISH LEGION SCOTLAND
At the heart of Scotland's veterans' community

Brand Identity - RBLS Crest*

1.6 Crest & Guidelines

In addition to the Primary Logo, the RBLS Crest (Secondary Logo) can be used stand alone in certain circumstances.

This should only be used when permission is granted by the Board of Trustees.

When using the Logo it is important that you;

- Only ever reproduce our Logo from approved artwork.
- Never alter, distort or adjust the letterforms, typestyle or visual relationships, either digitally or photomechanically.
- Use the correct file type in relation to printed or digital material.

Our logotype must always be clearly visible and positioned to carry or endorse all our visual communications.

1.7 Space & Sizing

i. **Full Colour RBLS Crest -** To be used in place of primary logo in circumstances agreed by the Trustees.

ii. **Grayscale RBLS Crest -** To be used on any printed black & white documents.

iii. **Positioning -** The Logo should always be positioned in the top left of documents where possible and within the isolation zone. If this position does not benefit the design, then it may be repositioned to best reflect the aesthetic.

iv. **Minimum Size -** To ensure the legibility of the Logo it should never appear smaller than the dimensions displayed opposite (note minimum size determined on X axis - width).

1.8 Positioning

The Logo is the single most important piece of Charity branding, so it is extremely important to position it in an optimal spacial setting.

To do this we need to look at;

- **Position -** Where on document it is at its optimal focal point.
- **Size -** The fine line between too large (Dominant) and too small.
- **White space -** The open space around the logo avoiding clutter.

***NOTE: The RBLS Crest is NOT the primary Logo and should only be used in special circumstances. The Primary Logo should be used in all instances, unless permission has been granted to replace with the RBLS Crest.**

i. Full Colour RBLS Crest



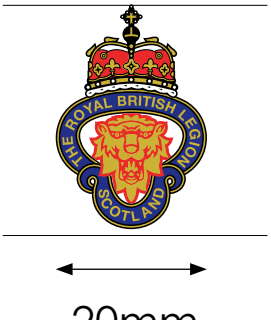
ii. Grayscale RBLS Crest



iii. Positioning



iv Minimum Size



Brand Identity - Retired Logos*

1.9 Staying Up To Date

The most recent Logo style must be used. Any previous form of the RBLS Logo is now redundant and should no longer be used from date of this version of the RBLS Brand Guidelines.

Opposite are examples of the previous Logo style that **SHOULD NOT BE USED** going forward.

DO NOT USE;

i. **Propellor Legion Scotland logo (2014).**

ii. **Crest Legion Scotland Logo (2016).**

iii. **100 Centenary Logo (2021).**

iv. **Tri service Full Bleed Logo with extended stripes (2023).**

***IMPORTANT NOTE: Do Not Use any previous Logos in any form and/or under any circumstances. This also applies to using the standalone RBLS Crest in most circumstances, unless authorised by the Trustees. These Logos are now retired and not to be used on any branding, marketing or media. Examples are shown opposite.**

(i)


Legion
Scotland
Royal British Legion Scotland: at the heart
of Scotland's veteran community

(ii)


THE ROYAL BRITISH LEGION
SCOTLAND
Legion
Scotland
At the heart of Scotland's veterans' community

(iii)


THE ROYAL BRITISH LEGION
SCOTLAND
100
1921 - 2021
AT THE HEART OF SCOTLAND'S
VETERANS' COMMUNITY

(iv)


THE
ROYAL
BRITISH
LEGION
SCOTLAND
THE ROYAL BRITISH LEGION
SCOTLAND

Brand Identity - Commemorative Logos

1.10 Custom Logo Guidelines

For Commemorative events a customised Logo can be used uniquely for the event.

This should only be utilised when the Trustees of RBLS have authorised and agreed upon the commission of the design.

This should not be undertaken by any member of staff unless said authorisation has been confirmed by the Trustees of RBLS.

Once the design is commisioned and signed off, usage must adhere to the elements and values of RBLS brand guidelines.

Opposite are some examples of custom Logo styles recently used that illustrate such values.

NOTE;

- Only ever reproduce our Logo from approved artwork.
- Never alter, distort or adjust the letterforms, typestyle or visual relationships, either digitally or photomechanically.

Our logotype must always be clearly visible and positioned to carry or endorse all our visual communications.


THE ROYAL BRITISH LEGION
SCOTLAND
100
1921 - 2021
AT THE HEART OF SCOTLAND'S
VETERANS' COMMUNITY


D-Day
80th
1944 - 2024


THE ROYAL BRITISH LEGION
SCOTLAND
VE
day
1945-2025
80


THE ROYAL BRITISH LEGION
SCOTLAND
VJ
day
1945-2025
80


FALKLANDS
April - June 1982
40
THE ROYAL BRITISH LEGION
SCOTLAND

Brand Identity*

1.11 Our Name

The "Name" is also part of our brand and as important as the visual imagery.

Our full title is **The Royal British Legion Scotland** or **Legion Scotland** to use the daily trading name. Where Legion Scotland is used the material must include the full trading statement on it somewhere which is:

Legion Scotland is a trading name of The Royal British Legion Scotland SCIO, Scottish Charity No SC003323

These are the only two names we would expect to see used.

For example, Headquarters Branch would be addressed as either:

Headquarters Branch of The Royal British Legion Scotland or Headquarters Branch of Legion Scotland.

We are **NOT** to be referred to as any of the following;

- The British Legion
- The Royal British Legion
- The Legion in Scotland
- Poppyscotland

When using our name for events or in press releases, please adhere to the guidelines below;

Commemorative Events - The title is, The Royal British Legion Scotland or Legion Scotland.

Area Events - The Area name should be below the Charity name. Area event example title below:

The Royal British Legion Scotland
Edinburgh Lothian & Borders Area

Branch Events - The Branch name should be below the Charity name. Branch event example title below:

The Royal British Legion Scotland
Oldmeldrum Branch

This will allow us to ensure a difference in the events and use of the name as a whole.

***NOTE: Do Not Use any logos other than the current official RBLS Primary Logo and/or The RBLS Crest (when permission is granted).**

We are...

THE ROYAL BRITISH LEGION SCOTLAND

At the heart of Scotland's veterans' community

Legion Scotland is a trading name of The Royal British Legion Scotland SCIO, Scottish Charity No SC003323

We are NOT...

ROYAL BRITISH LEGION

THE ROYAL BRITISH LEGION

poppy scotland

Print Guidelines*

2.1 File Types Suitable For Printed Material

It is important to use the correct file types for printing in order to guarantee the best possible quality of the final printed product.

CMYK Vector based files ensure the quality is not compromised when put through the printing process. Because they are vector based (constructed of actively moving curves), they do not lose quality regardless of how much they are enlarged.

There are 3 main 'print ready' file types that should be used when printing;

- **AI -** Root file that artwork should be created as. Printers may request this in certain circumstances.
- **EPS -** File used for artwork elements that are digitally drawn (i.e. Logos, digital graphic elements of banners), which would be used within artwork.
- **PDF -** Main file for finished print ready artwork and artwork proofing.

2.2 Colour Profiles

Any 'print ready' files should always be **CMYK based**. This is the 4 colour process that printers use, which converts any 3 colour profile (RGB), to CMYK.

Where required, the Charity colour palette must be adhered to using the 4 colour process;

- **Pantone -** A colour coding system used to allocate a CMYK breakdown into a single code. These are numbered codes that allow printers to exactly match a pantone using a reference colour book, ensuring colour continuity when printing.
- **CMYK -** 4 colours that make up a dot in colour process (Cyan/Magenta/Yellow/Black). Unlike a pantone, a specific CMYK colour can fluctuate slightly in print due to calibration of various print process'. This should only used when Pantones are not available.

2.3 Resolution

This only applies to any bitmap imagery used (photographs or digital file type Logos that are not available in a vector format).

The resolution for these should be supplied between **300dpi - 600dpi** for use on any printed material. **DO NOT USE LOW RES FILES.**

2.4 Artwork Bleed

Printers often ask for any artwork to contain a 'bleed'. This is an additional area added to a finished artwork size that allows the artwork to be trimmed without risk of white lines, should colour run off the edge of the finished product. The most common bleed request is **3mm.**

An example of A4 Portrait;

- Finished, trimmed artwork size - 210 x 297mm
- Bleed artwork size - 216 x 303mm

***NOTE: Always use the above file types for any form of printed artwork (with the only exception being high resolution images).**



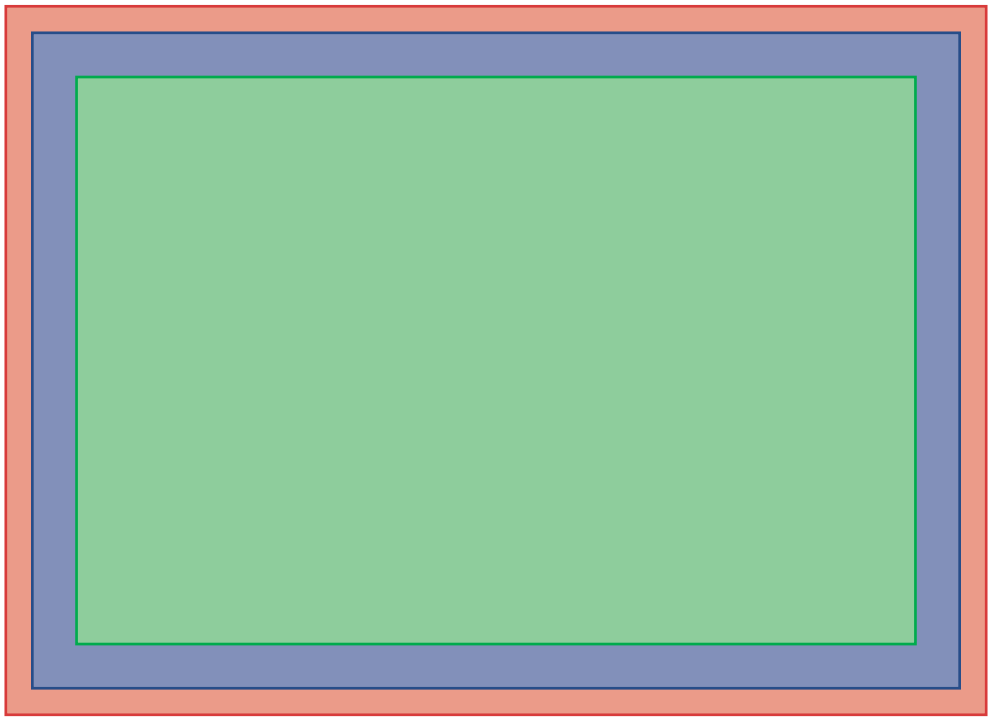
Example Vector Logo - EPS

Enlarged 200%, quality not compromised, Pantone/ CMYK. **SUITABLE FOR PRINT**



Example Bitmap Logo - PNG

Enlarged 200%, quality compromised, RGB.
NOT SUITABLE FOR PRINT



Artwork Bleed Example - A4 Landscape

Trim Size -5mm all round(287 x 200mm)
Trim Size (297 x 210mm)
Bleed +3mm all round (303 x 216mm)

Safety Area
Trim Line
Bleed Line

Digital Guidelines*

3.1 File Types Suitable For Digital Material

It is important to use the correct file types for digital use in order to guarantee the optimal screen quality of the product, whilst keeping the filesize to a minimal in order to optimize the opening or loading time of the document or web page it is used on.

RGB based files are suited to the 3 colour profile used on any screen or device. These are Raster files, so unlike Vector based files these are pixel based and will bitmap (pixelate) when enlarged, which compromises quality, particularly in print.

There are 3 main 'Digital' file types that should be used;

- **JPEG -** Flat Bitmap file that carries a background. For use on matching background.
- **PNG -** Transparent Bitmap file, that holds no background. Ideal for use over colour or images.
- **SVG -** Transparent file that holds vector qualities. For use on websites.

Images are always bitmap based, so these are the only exception for printing.

3.2 Colour Profiles

Any 'digital' files should always be **RGB based**. This is the 3 colour process that any device or screen operates with.

- **RGB -** 3 colours that make up a dot in colour process (Red/Green/Blue). These are the 3 colours used on any device screen. However, every screen manufacturer uses a different RGB profile for their sceens. This is why every screen colour is slightly different, so take this into account when proofing. Printed products will then go through a 4 colour process and end up on a phsical material. Screens are backlit often making digital viewing more vibrant.
- **HEX -** Similar to RGB, but normally a hashtag code that is used for web based design.

3.3 Resolution

Digital files are usually created to a smaller output specification. This allows the file to remain small, but maintain screen quality, without compromising the operating/loading speed of the application. 72dpi (dots per inch) is normally the resolution suitable for digital use, however a larger dpi resolution can be used when required, particularly for images used in printed material. **(see section 7.1 Imagery for examples)**

The 3 common sizes are;

- **72dpi -** Low resolution, ideal for devices/screens, with fast optimisation.
- **150dpi -** Medium resolution, application may compress this size.
- **300dpi -** High resolution resolution, ideal size for images being used in printed documents.

3.4 Artwork Proofs

Digital artwork requires no bleed, so any proofs will not contain bleed to illustrate the finished composition of any materials.

***Note: Do not use any of the above file types for any form of printed artwork. Digital use only. (With the only exception being high resolution images).**



Example PNG Logo

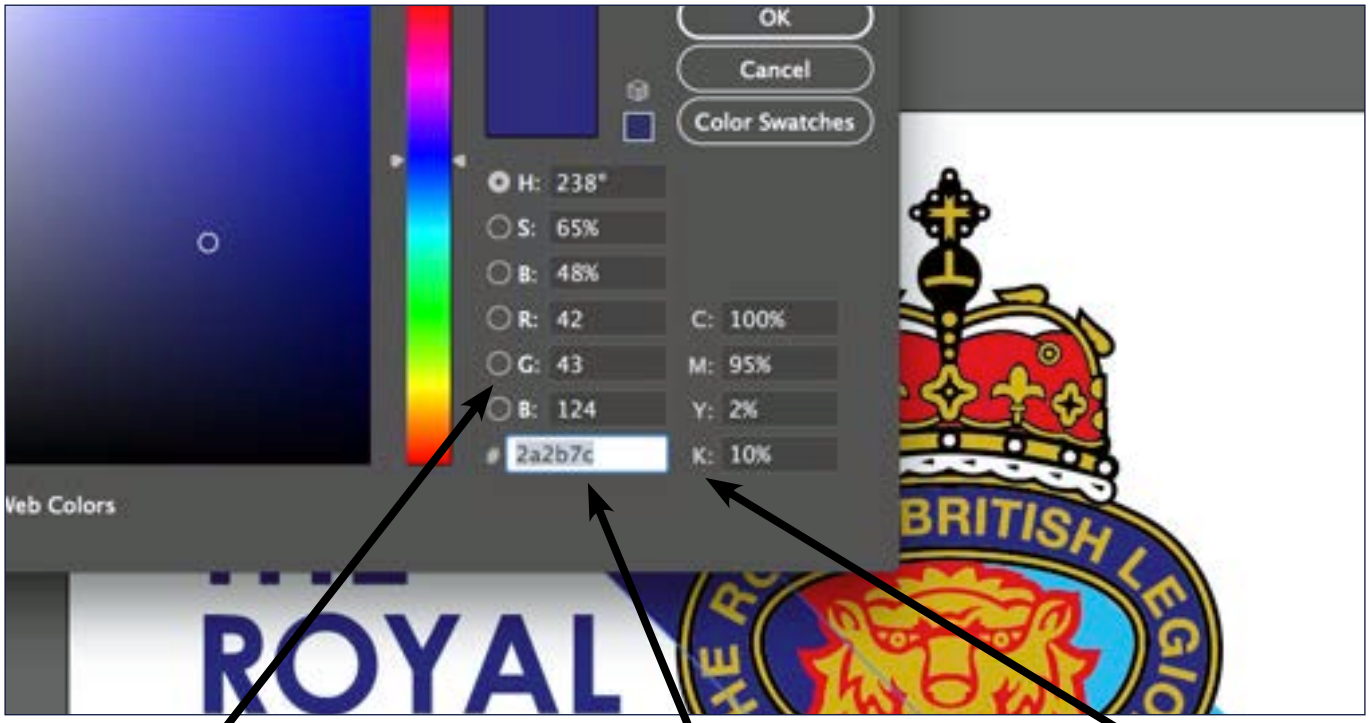
Holds transparency when placed over an image or object



Example JPEG Logo

No transparency, so holds a background when placed over an image or object

---



Example
RGB Breakdown

Example
HEX Breakdown

Example
CMYK Breakdown

Charity Typography

4.1 Typefaces

The main typefaces used within the Legion Scotland Brand are;

- **Century Gothic** (Regular, Bold, Italic, Bold Italic).
- **Gothic 720 BT** (Regular, Bold, Italic, Bold Italic).
- **Operetta 18** (Regular, Bold, Italic, Bold Italic).

Century Gothic - Our new branding font (illustrated in this booklet). This should be used whenever possible on all Charity branding, and has been in effect since March 2021.

Gothic 720 BT - To be used for special Event Marketing (body text only). This should be used alongside century gothic and Operetta 18, only when authorised by the Trustees.

Operetta 18 - To be used for special Event Marketing (title/header text only). This should be used alongside century gothic and Gothic 720 BT, only when authorised by the Trustees.

All fonts are available from the brand tool kit.

4.2 Using Type

Opposite are examples of our current fonts, detailing not only the font family they use, but also some visual examples of how the type is used on varying styles of Charity material.

Things to note;

- Body text should be between 9-10pt for general use, however if there is a need to adapt for a special requirement, then the pt size should be increased between 10-12pt.
- Body text should be black where possible. Headings may reference one of the Charity colours if this is desired.
- Header text can be a larger pt size. For Commemorative events Operetta 18 should be primarily used. For all other branding/marketing, Century Gothic should be used. Headings may reference one of the Charity colours if this is desired.

Century Gothic
(Regular/Bold/Italic/Bold Italic)
Primary Charity Font

a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9



Gothic 720 BT
(Regular/Bold/Italic/Bold Italic)
Commemorative Event Font (Body Text)

a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9



Operetta 18
(Reg/Bold/Italic/Bold Italic)
Commeorative Event Font (Title/Heading)

a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9



Charity Colours

5.1 Colour Pallette Breakdown

The Legion colour pallette represents the tri-service colours;

- Royal Navy (Dark Blue)
- Army (Red)
- Royal Airforce (Light Blue)

These colours are supported by black and white. These should be used for text and should balance and accent the main colour pallette.

It is important that the colours used in the Logo are adhered to at all times and not altered in any way, unless otherwise stated in the Charity guidelines.

Below the colour swatches are examples of where/how these colours are used as our Charity Identity.

This colour palette also applies to text, should colours other than Black and White be required.

Opposite is the Logo annotated with Primary colour pallette.

5.2 Colour Pallette Guide

Each colour contains all the information for both print and digital application;

- **Pantone -** A colour code system, used for **print application.** This is the primary colour source for any and all printed materials.
- **CMYK -** The 4 colour code closest to the pantone breakdown, used for **print application.** Used when software does not recognise pantones.
- **RGB -** 3 colour breakdown of the Pantone. This should be used for **digital applications, (social media, digital marketing).**
- **HEX -** A colour code used in various web applications. This should be used for **web based applications, (primarily website design usage).**
- **Opacity -** Often referred to as 'ghosting or transparency'. This is a precentage decrease in the visual transparency of the colour. Doing this can alter the colour structure negatively, causing the original colour to resemble acompletely different colour tone, so caution should be used.

5.3 Print & Digital Colour Profile Guide

As with the earlier section on 'Print & Digital File Formats', it is imperative the correct colour profile is used for print applications and digital applications.

Below is a guide to the file types that are **RGB (digital use)** and **CMYK (print use);**

Print Profiles: PANTONE / CMYK
Print File Types: AI / EPS / PDF

Digital Profiles: RGB / HEX
Digital File Types: PNG / JPEG / SVG

Primary Colour Palette

Royal Navy Blue (100%)	Army Red (100%)	Royal Airforce Blue (100%)	Dark Blue (100%)
Pantone 2748C R:0 G:24 B:113 C:100 M:86 Y:0 K:35 #001871	Pantone 1795C R:210 G:39 B:48 C:0 M:96 Y:82 K:01 #D22730	Pantone 298C R:65 G:182 B:230 C:65 M:3 Y:0 K:0 #41B6E6	CMYK R:28 G:35 B:65 C:100 M:91 Y:43 K:46 #1c2341
100%	100%	100%	100%
90%	90%	90%	90%
80%	80%	80%	80%
70%	70%	70%	70%
60%	60%	60%	60%
50%	50%	50%	50%
40%	40%	40%	40%
30%	30%	30%	30%
20%	20%	20%	20%
10%	10%	10%	10%

Dark Blue (100%)



THE ROYAL BRITISH LEGION SCOTLAND

At the heart of Scotland's veterans' community

Elements - Armed Forces Stripes Banners

6.1 Vertical Banner

Our most recent change to the aesthetic of marketing material is the introduction of the Banners, illustrated in these brand guidelines. They are a stylistic choice, and should only be used when the design allows adequate space for them to be implemented without compromising the content. White space should remain the dominant factor to avoid a 'busy layout'.

This element can be used in Commemorative events, however the design within the banner is customised in accordance with the event.

Example 'i' opposite illustrates how to use the vertical banner style.

6.2 Horizontal Banner

The horizontal banner is an adaptation of the new styling, customised to work without the need to print 'full bleed' (bleed explained on page 17-18).

Any element on the document (including text) should have a minimum margin of 10mm, allowing the document to be printed 'In-House', rather than having to seek external printing, saving time and cost on a project.

This element will predominantly be used for any internal material & documents, such as letterheads, compliment slips, PowerPoint presentations, etc.

Example 'ii' opposite illustrates how to use the vertical banner style.

Do

- Use where possible, as this is the current aesthetic of the Charity.
- Seek advice if you feel a particular material would benefit from omitting the banner. Sometimes information is key and should stand alone.

Do Not

- Ignore the guidelines of usage for these designs.
- Alter the shape in any way.
- Alter the opacity.
- Alter the order of the colours in any way.

i. Vertical Banner

Position: Bleed on x axis only. Should be between 10-20mm from y axis in relation to page size

Use: Inner Pages Only

Appearance: Stripes 60% opacity



Brand Identity - Primary Logo

1.1 Primary Logo & Guidelines

Our Logo is the single most important element of our visual identity.

It is comprised of three main elements - the **Crest**, **Armed Forces Stripes** and the **Logotype**. The integrity of their relationship must always be preserved in order to ensure consistency across a wide array of media.

When using the Logo it is important that you;

- Only ever reproduce our Logo from approved artwork.
- Never alter, distort or adjust the letterforms, typestyle or visual relationships, either digitally or photomechanically.
- Use the correct file type in relation to printed or digital material.

Our Logotype must always be clearly visible and positioned to carry or endorse all our visual communications.

1.2 Primary Logo Variations

There are three variations of the same Logo design (shown opposite), each in;

- **Primary Main** (For use on white or light backgrounds).
- **Primary Reverse** (For use on blue or dark backgrounds).
- **Primary Grayscale** (For use where colour printing is not available).

These are the only Logos that should be used in any printed or digital applications affiliated with Royal British Legion Scotland.

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Primary Main
Full Colour Application

Primary Reverse
Full Colour Application

Primary Grayscale
Black & White Application

THE ROYAL BRITISH LEGION SCOTLAND
At the heart of Scotland's veterans' community

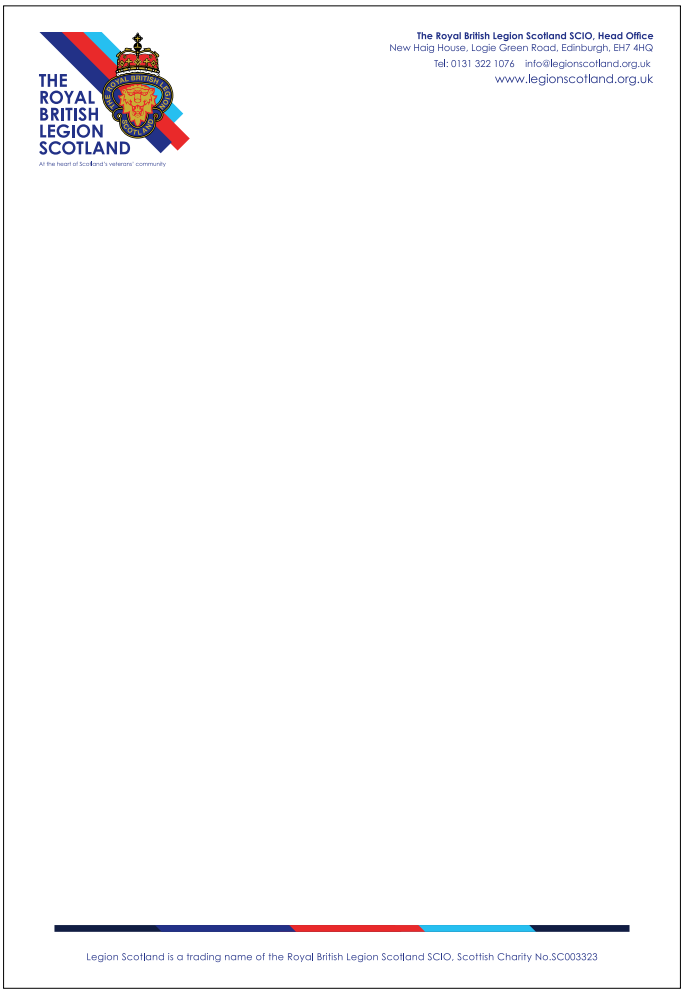
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ii. Horizontal Banner

Position: No bleed. Should be between 10-20mm from x & y axis in relation to page size

Use: Internal Material & Documents

Appearance: Stripes 100% opacity



THE ROYAL BRITISH LEGION SCOTLAND
At the heart of Scotland's veterans' community

The Royal British Legion Scotland SCIO, Head Office
New Haig House, Logie Green Road, Edinburgh, EH7 4HQ
Tel: 0131 322 1076 info@legionscotland.org.uk
www.legionscotland.org.uk

Legion Scotland is a trading name of the Royal British Legion Scotland SCIO, Scottish Charity No.SC003323

Imagery

7.1 Image Guidelines

Photography can provide instant emotional impact and engagement and our imagery plays a key role in reinforcing our brand. Wherever the photograph is taken it is important our members are able to identify with it.

When using stock photography or commisioning a shot, our imagery should;

- Feature real people rather than models.
- Be of high quality.
- Be believable.
- Be emotive.
- Seem real rather than staged and stylised.

Where possible, all images should have;

- Credit given to the creator/photographer when using images, especially on social media. Always be mindful of copyright when using images from online sources and do not use photos without seeing the proper permission.
- Maximum of 50% current membership type (of which 25% should be ceremonial/ remembrance).
- 50% to be made up of the following new target markets: women, families, people 20-50, ex-service.



Quality - High Resolution (300dpi+)

High Resolution images are saved at a large pixel scale, with a high resolution. These files should not pixelate unless they are scaled beyond the original size. Suitable for Print Output



Quality - Low Resolution (72dpi-)

Pixelated imagery is due to an image being increased in scale beyond the orginal size. 72dpi images are regarded as Low Resolution and not suitable for printing, but may be acceptable for digital output



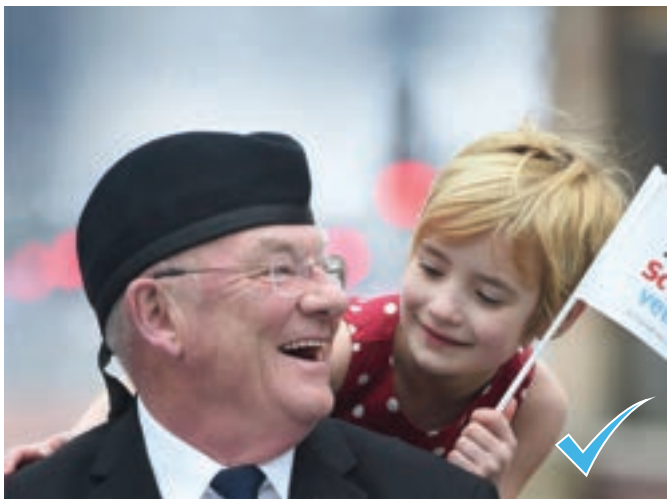
Framing - Good Positioning

Always ensure the important parts of the image are captured. Expressions and interaction are the key points in the above example



Framing - Bad Positioning

Bad cropping can detract from the strength the image possesses if the visual focal point is compromised



Images - Professional Photography

Profesionally Commisioned or High Resolution Stock Images are the primary means of sourcing imagery. Both of which will involve a cost, so refer to allocated Budget



Images from Internet

Image taken on phone or Unauthorised use of downloaded imagery is generally not permitted, unless permission has been authorised by the relevant management

Stationery

8.1 In-House Products

Each element of our branding is as important as the next, so it is imperative that guidelines are followed throughout both domestic Charity material and marketing material.

Some of our domestic material is set up as templates that can be created In-House using Microsoft office applications. If templates are unavailable, please contact relevant Design or Merchandise company to raise a job. Quotes must be obtained and signed off prior to commencing any work.

Below are the list of templates and their location;

i. **Letterhead -** Microsoft Word template available In-House.

ii. **Compliment slips -** Adobe Acrobat print file available In-House.

iii. **Business Cards -** File edited by graphic design company 'Fennec'.

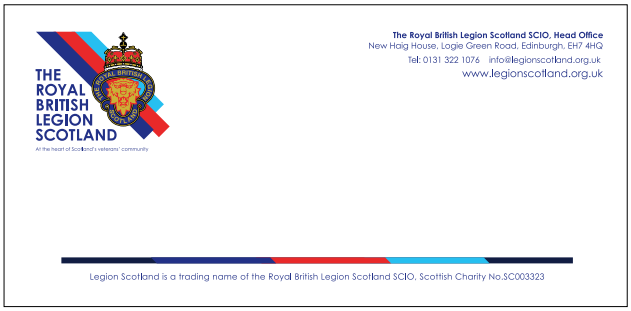
iv. **Presentation Slides -** PowerPoint template available In-House.

Always adhere to the set styles within the templates. Font, point size and margins are preset to help ensure guidelines are followed, but the Point size may be altered to accomodate specific needs, such as visual impairment.

(i)



(ii)



(iii)

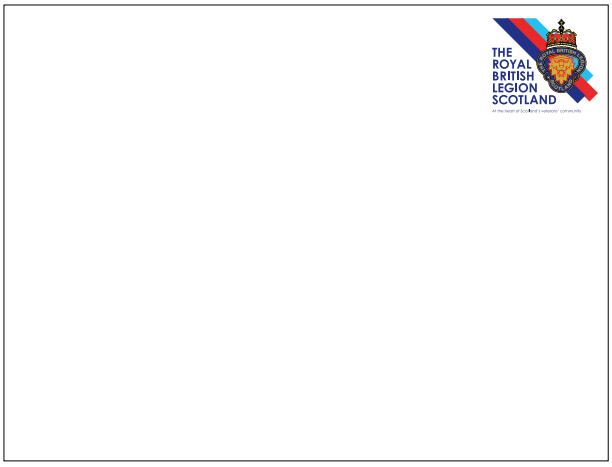




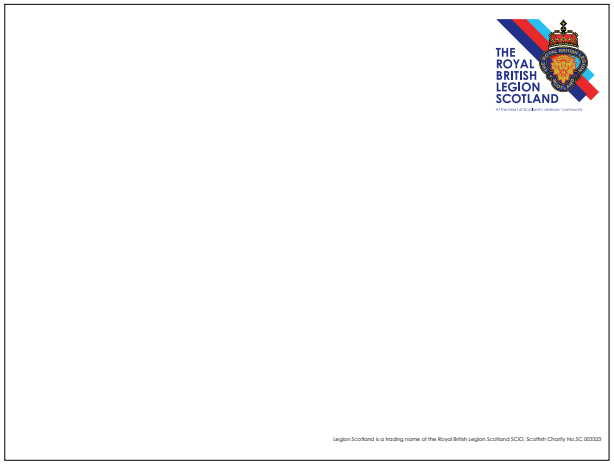
(iv)



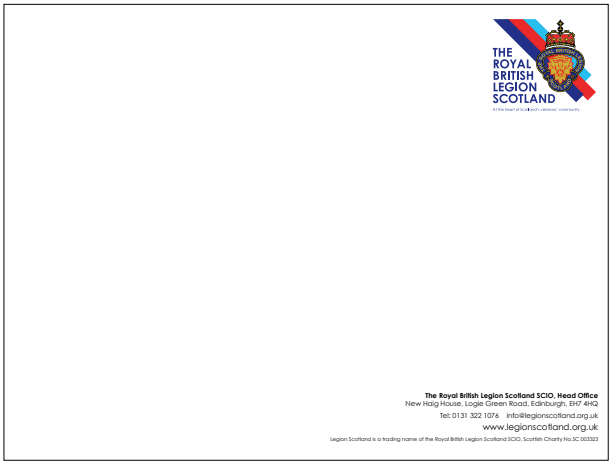
(iv)



(iv)



(iv)



Marketing Material - Print

9.1 Small Format

Our marketing material is generally outsourced, so it is important that we ensure that anyone who is involved in altering our material adheres to the same guidelines as we do.

Below are some examples of Marketing Material;

i. **Event Program** (Digital/Print).
ii. **Flyers** (Digital/Print).
iii. **Trifold Leaflet** (Digital/Print).
iv. **Membership Application Booklet** (Digital/Print).

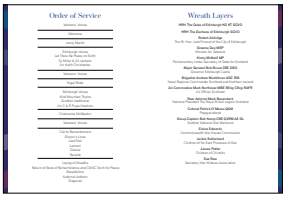
Below are some key points to note;

- Proofs should be viewed by two or more members of the team prior to signing off. Cross checks of both text content and the design brief should be undertaken to minimise any potential errors.
- Ensure the correct Logo Version has been used.
- Outsourced design requirements should have a design brief in place and a budget set prior to commencement.

(i)


VJ day 80
1945-2025
VJ Day 80
Anniversary Service 2025
15th August | 11.00
Scottish National War Memorial
Reverend Dr Karen Campbell BD (Hons) MTh DMin
National Chaplain, Royal British Legion Scotland.


Timeline for VJ Day
Allied Island - Hopping' Campaign 1942 - 45


Order of Service
Wreath Layers


How We Help
Acknowledgements

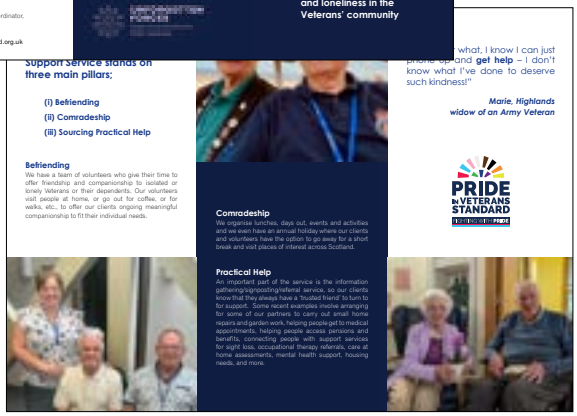

VJ day 80
Legion Scotland is a trading name of the Royal British Legion Scotland SCIO, Scottish Charity No, SC003303

(ii)

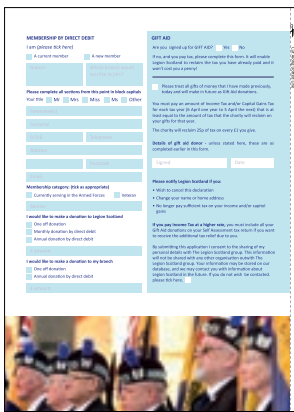

THE ROYAL BRITISH LEGION SCOTLAND
At the heart of Scotland's veterans' community
Veterans' Community Support Service
Supporting the ex-service community, their families and friends throughout Scotland.
The Royal British Legion Scotland (Legion Scotland) looks after the ex-service community and their dependants. We achieve this by providing comradeship and veterans support, as well as fundraising for veteran causes and organising Remembrance.
Our Veterans' Community Support Service work tirelessly in combating isolation and loneliness, ensuring Veterans become engaged within the local community and our branches as well as offering a wide range of activities such as breakfast clubs, trips, comradeship events and lunches to name a few. We can also when needed signpost to other specialist organisations to find additional support.
If you are interested in hearing more about the service, whether you need assistance, know someone who does, or would like to join our network of support volunteers, you can contact us on 0131 550 1560.
There are over 130 branches and over 50 clubs across Scotland that you can get involved in, allowing you to be part of the largest ex-service organisation in Scotland and to get involved locally to have a voice and an influence on veterans' issues.
For more information you can visit the website at:
www.legionscotland.org.uk
Or email us at
Support@legionscotland.org.uk
PRIDE IN VETERANS STANDARD
facebook.com/LegionScotland
twitter.com/LegionScotland

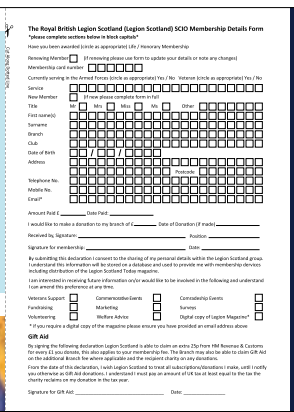
(iii)


Contact us
Enquiries to:
support@legionscotland.org.uk
Rory McIntyre
Veterans Community Support Manager
Tel: 0131 550 1560
Email: r.mcintyre@legionscotland.org.uk
Sally Orr Ewing
Veterans Community Support Admin
Tel: 07452 221942
Email: s.orrewing@legionscotland.org.uk
Elliot Thomson
Veterans Community Support Coordinator, Glasgow, Ayrshire, Dumfries & Galloway
Tel: 07876 202393
Email: e.thomson@legionscotland.org.uk
Caroline McDonald
Veterans Community Support Coordinator, Glasgow, North Lanarkshire & Dunbartonshire
Tel: 07444 348593
Email: c.mcdonald@legionscotland.org.uk
Stuart Aitken
Veterans Community Support Coordinator, Scotland North
Tel: 07876 202437
Email: s.aitken@legionscotland.org.uk
Chloe Aldridge
Veterans Community Support Coordinator, Angus, Perthshire & Fife
Tel: 07876 202695
Email: c.aldridge@legionscotland.org.uk
Tony Hooman
Veterans Community Support Coordinator, Edinburgh, Lothians & Borders
Tel: 07876 202831
Email: thooman@legionscotland.org.uk
THE ROYAL BRITISH LEGION SCOTLAND
At the heart of Scotland's veterans' community
The Royal British Legion Scotland
New Haig House
Logie Green Road
Edinburgh
EH7 4HQ
Tel: 0131 322 1076
www.legionscotland.org.uk
Legion Scotland is a trading name of Royal British Legion Scotland, Scottish Charity No SC003303.
Legion Scotland is part of the Unforgotten Forces consortium of charities.
Veterans' Community Support Service
Relieving isolation and loneliness in the Veterans' community


Support Service stands on three main pillars;
(i) Befriending
(ii) Comradeship
(iii) Sourcing Practical Help
Befriending
We have a team of volunteers who give their time to offer friendship and companionship to isolated or lonely Veterans or their dependants. Our volunteers visit people at home, or go out for coffee, or for walks, etc., to offer our clients ongoing meaningful companionship to fit their individual needs.
Comradeship
We organise lunches, days out, events and activities and we even have an annual holiday where our clients and volunteers have the option to go away for a short break and visit places of interest across Scotland.
Practical Help
An important part of the service is the information gathering/signposting/referral service, so our clients know that they always have a 'trusted friend' to turn to for support. Some recent examples involve arranging for some of our partners to carry out small home repairs and garden work, helping people get to medical appointments, helping people access pensions and benefits, connecting people with support services for sight loss, occupational therapy referrals, care at home assessments, mental health support, housing needs, and more.
what, I know I can just pick up the and get help – I don't know what I've done to deserve such kindness!"
Marie, Highlands
widow of an Army Veteran
PRIDE IN VETERANS STANDARD

(iv)

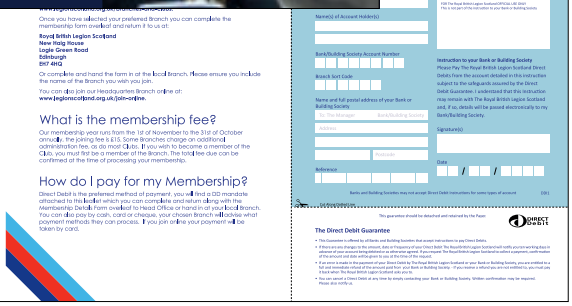

MEMBERSHIP BY DIRECT DEBIT
GIFT AID
The Royal British Legion Scotland (Legion Scotland) SCIO Membership Details Form
Membership category: (tick as appropriate)
I would like to make a donation to Legion Scotland
I would like to make a donation to my branch
Gift Aid


THE ROYAL BRITISH LEGION SCOTLAND
At the heart of Scotland's veterans' community
The Royal British Legion Scotland
New Haig House | Logie Green Road | Edinburgh | EH7 4HQ
Tel: 0131 322 1076
www.legionscotland.org.uk
facebook.com/LegionScotland
twitter.com/LegionScotland
For more information on the services and support listed please see the following contacts:
Events Team 0131 550 1580 or eventsteam@legionscotland.org.uk
Pensions & Advocacy 07309 098 421 or pensionerequests@legionscotland.org.uk
Veterans Community Support Service 0131 550 1560 or support@legionscotland.org.uk
Membership Team 0131 550 1356 or membership@legionscotland.org.uk
Direct Debit & Accounts 0131 550 1548 or lfarrell@legionscotland.org.uk
Legion Scotland is a trading name of the Royal British Legion Scotland SCIO. Scottish Charity No. SC003303.
Version Oct 2023


THE ROYAL BRITISH LEGION SCOTLAND
At the heart of Scotland's veterans' community
Our Joining & Services Leaflet


What does Legion Scotland do?
Our network of Branches and Clubs affords the opportunity for you to engage in a wide range of comradeship activities, whether you are interested in sports, the upkeep of war memorials, standard bearing, socialising and fundraising. We are always looking for new ideas and new volunteers and you can be a part of that network to help ensure we continue our support for veterans and their families in Scotland.
As the custodians of Remembrance in Scotland our network organises both local and national events during Remembrance-tide. We also organise and support many other key military commemorations throughout the year. As a member, you have the opportunity to get involved as a volunteer on many of these events which is tremendously satisfying and also helps build and uphold the Ties.
We also offer practical support and advice through our Pensions & Advocacy Department. This free service can provide advice, help with claim forms and expert representation at appeals if you are looking to make a claim for a War Disablement Pension or through the Armed Forces Compensation Scheme.
For those unsure of who to turn to for help, our Veterans Community Support Service provides individualised support to build self confidence and independence, helping veterans get the most from life. We help tackle social isolation and loneliness and offer practical assistance where possible. The service makes a significant difference not only to those we support, but also to their families. The Veterans Community Support Service link in to all the other services we provide, such as comradeship, events, remembrance and membership.
If you subscribe to being a member you are not only gaining access to our network and activities, but you are helping us to sustain and deliver these valuable services across Scotland.

Data Protection
What is the membership fee?
How do I pay for my Membership?


DIRECT Debit
Instruction to your Bank or Building Society to pay by Direct Debit
The Direct Debit Guarantee

Marketing Material - Print

9.2 Large Format

Our marketing material is generally outsourced, so it is important that we ensure that anyone who is involved in altering our material adheres to the same guidelines as we do.

Below are some examples of marketing material;

i. **Curved Roller Banner**

ii. **Gazebo**

Below are some key points to note;

- Proofs should be viewed by two or more members of the team prior to signing off. Cross checks of both text content and the design brief should be undertaken to minimise any potential errors.
- Ensure the correct Logo Version has been used.
- Outsourced design requirements should have a design brief in place and a budget set prior to commencement.

(i)


THE ROYAL BRITISH LEGION SCOTLAND
www.legionscotland.org.uk

(ii)


www.legionscotland.org.uk
www.legionscotland.org.uk
THE ROYAL BRITISH LEGION SCOTLAND
At The Heart Of Scotland's Veterans' Community
facebook.com/LegionScotland
twitter.com/LegionScotland
THE ROYAL BRITISH LEGION SCOTLAND

Marketing Material - Print

9.3 Commemorative Event Material

For Commemorative events, custom design guidelines can be commisioned.

Below are some examples of custom Commemorative event material;

i. **Centenary Commemorations**
ii. **VE Day 80**
iii. **D-Day 80**
iv. **VJ Day 80**

Below are some key points to note;

- Proofs should be viewed by two or more members of the team prior to signing off. Cross checks of both text content and the design brief should be undertaken to minimise any potential errors.
- Ensure the correct Logo Version has been used.
- Outsourced design requirements should have a design brief in place and a budget set prior to commencement.

(i)


THE
ROYAL
BRITISH
LEGION
SCOTLAND
100th Anniversary Concert
Lest We Forget

(ii)


VE
DAY 80
Scotland's Salute
VE Day Anniversary Concert
6th May | 19:30 | Usher Hall

(iii)


D-Day
80th
1944-2024
Scotland's Salute
D-Day Anniversary Concert
USHER HALL, EDINBURGH
6TH JUNE, 2024
Suggested Donation £5.00

(iv)


VJ
day
1945-2025
80
VJ Day 80
Anniversary Service 2025
15th August | 11.00
Scottish National War Memorial
Reverend Dr Karen Campbell BD (Hons) MTh DMin
National Chaplain, Royal British Legion Scotland.

Marketing Material - Online

9.4 Social Media & Website

Our online presence is now as important as ever, so it is imperative that we utilise our online platforms within the same guidelines as that of our printed material.

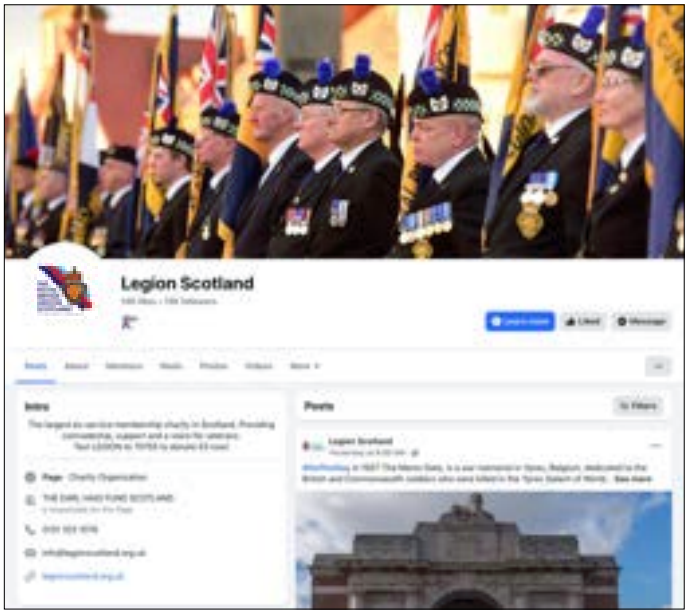
Opposite are our current online pages;

i. **Facebook**
ii. **Twitter**
iii. **Website**

Below are some key points to note;

- Only upload the most current versions of our Logo.
- Refer to our imagery guidelines prior to posting any images that have not been specifically commisioned by ourselves.
- Proof read posts prior to going live.
- Ensure any links that are added or any tags work and go to the correct destination.

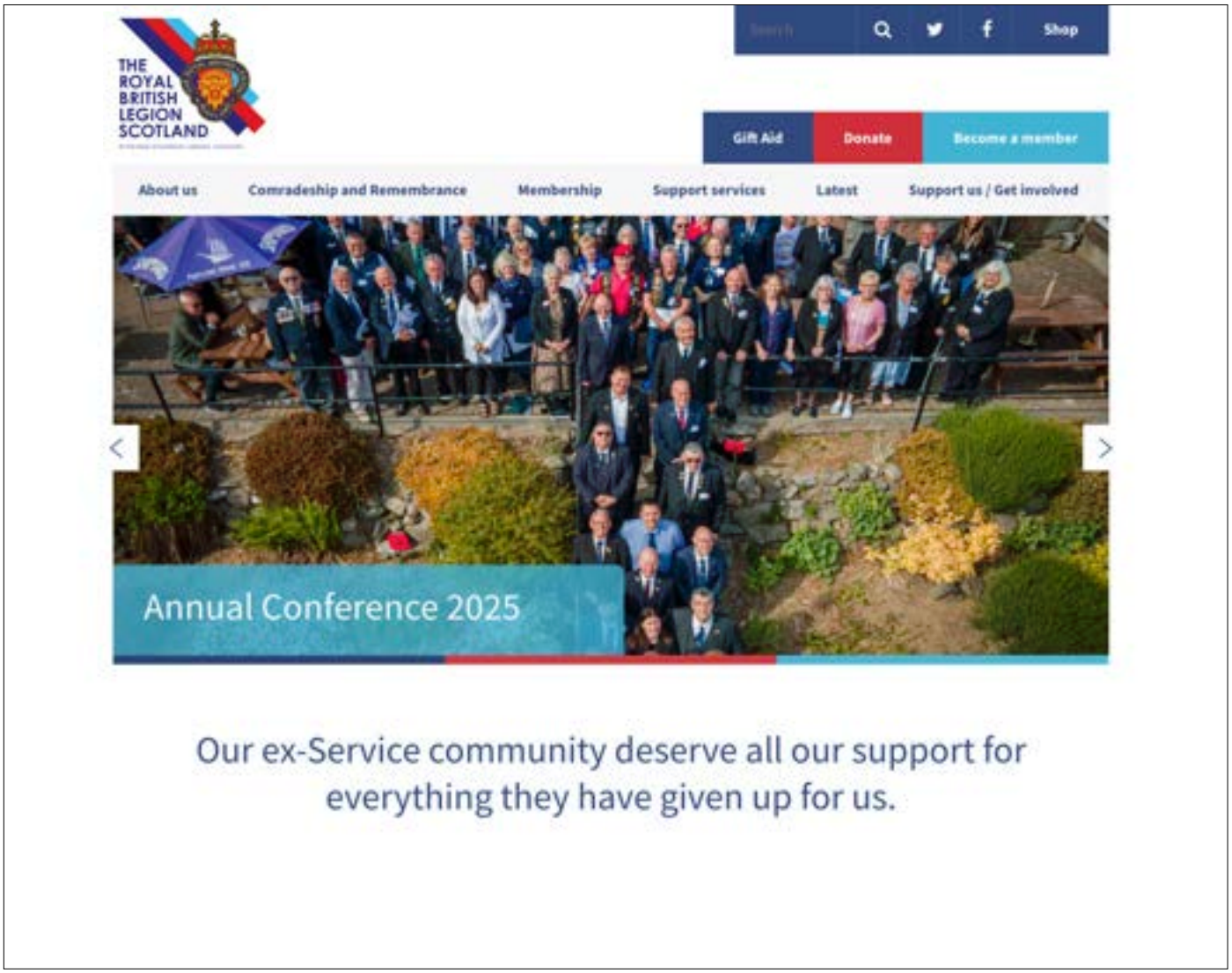
(i)


Legion Scotland

(ii)


Legion Scotland
Follow
Legion Scotland
@LegionScotland
The official account for Legion Scotland - Scotlands largest ex-Service membership charity. Providing comradeship, support & a voice for veterans.
Non-governmental & Nonprofit Organization
Scottish Charity No SC003323
Joined August 2012
1,068 Following
2,099 Followers
Posts
Replies
Media

(iii)


THE ROYAL BRITISH LEGION SCOTLAND
Shop
Gift Aid
Donate
Become a member
About us
Comradeship and Remembrance
Membership
Support services
Latest
Support us / Get involved
Annual Conference 2025
Our ex-Service community deserve all our support for everything they have given up for us.

Marketing Material - Email

9.5 Email Layout & Signature

When compiling an email it is important that the structure of the email template and in particular the signature remains intact at all times.

If you are creating a new email signature please refer to the example opposite and the list below to ensure accurate continuity of the brand.

Below the key areas that must be included in your signature;

i. **Your name**

ii. **Your role within the Charity**

iii. **Our Charity name and address**

iv. **Your direct dial and/or the Legion Scotland Switchboard Number 0131 322 1076.**

v. **Our website link;**
https://www.legionscotland.org.uk/

vi. **Our social media links;**
https://www.facebook.com/LegionScotland
https://x.com/LegionScotland

vii. **Our Logo/current marketing logo**

viii. **Our Trading Statement and our email disclaimer**

If your Area or Branch has their own website or social media links, these can be used instead of, or as well as, the RBLS Charity links.

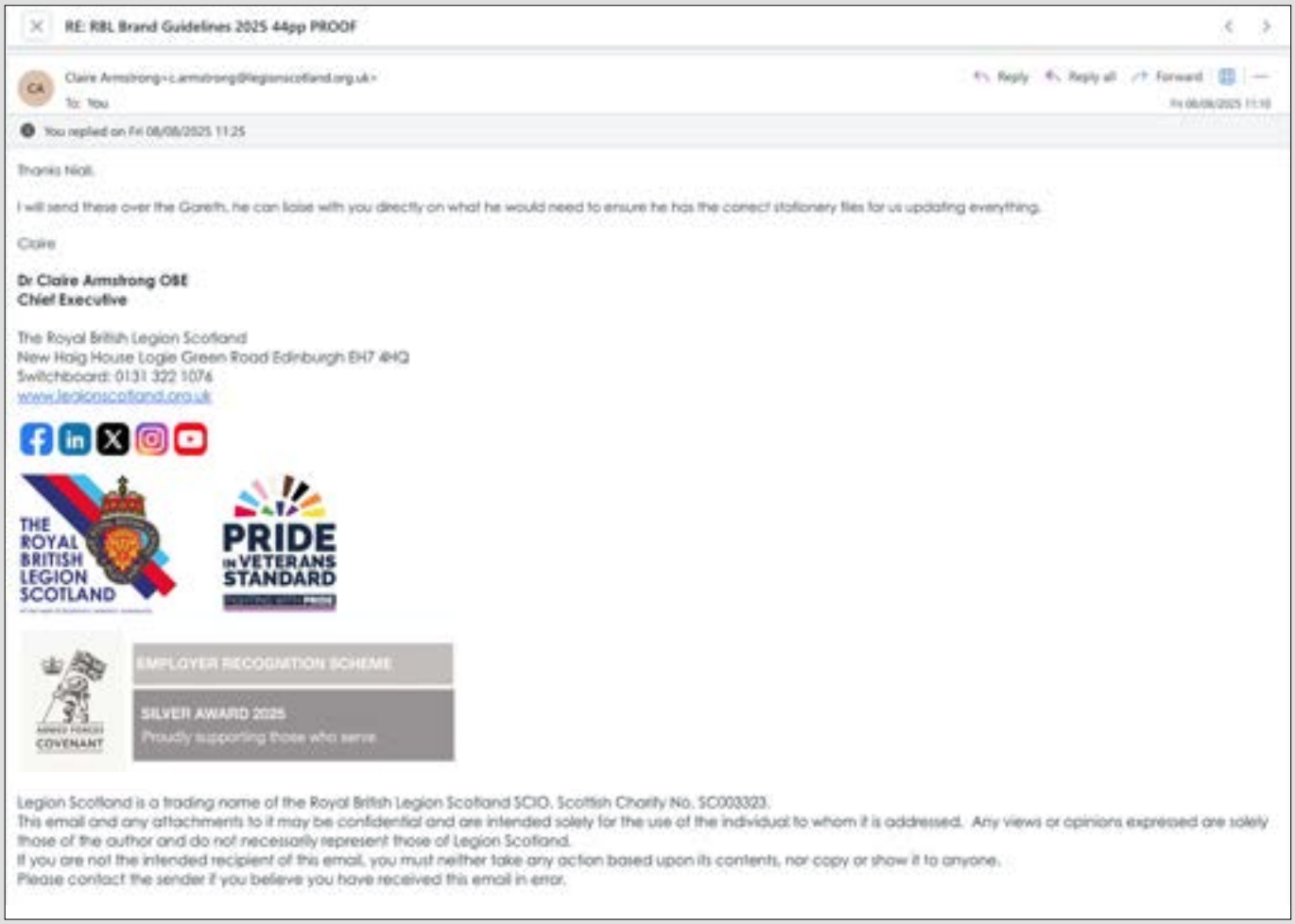
If you are using a Legion Scotland email address support can be provided to ensure your signature is created with the right components and if at any time links are altered or not working you can contact Head Office for support to rectify or update the content.

We are unable to create or amend signatures used in personal emails, but we can provide guidance to help you include the correct content.

Do Not

- Alter an email signature without authorisation.
- Send an email without your signature.
- Send an email using someone else's signature.
- Use your work email for personal use.

Our Email Layout



Correct Email Signature (i-vii)



Correct Trading Statement (viii)



THE ROYAL BRITISH LEGION SCOTLAND

At the heart of Scotland's veterans' community

Design & Layout Commisions

For marketing/merchandising products, please contact Head Office for up to date contact information to our current provider.

Further Information

If you have any further questions on how to implement the Legion Scotland brand please get in touch.

0131 322 1076

info@legionscotland.org.uk

THE ROYAL BRITISH LEGION SCOTLAND

At the heart of Scotland's veterans' community

The Royal British Legion Scotland SCIO, Head Office
New Haig House, Logie Green Road, Edinburgh, EH7 4HQ
Tel: 0131 322 1076 info@legionscotland.org.uk
www.legionscotland.org.uk

facebook.com/LegionScotland
twitter.com/LegionScotland

Legion Scotland is a trading name of the Royal British Legion Scotland SCIO, Scottish Charity No. SC 003323