

SCOUT

Printing Styleguides

Branding Production &

Working Environment Design

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Corporate Palette

SEA GREEN

HEX: #47b5b8

RGB: 71, 181, 184

CMYK: 67, 7, 31, 0

PANTONE: 7467 C

Sea Green is the primary color of Scout Branding. This color is very difficult to print, as it combines two tones: blue and green. Sea Green depends of how many percent of each color will be added, so it may be looks not always the same. It may looks more green or more blue, and it almost imposible to predict. But here are the rules & explanations, which can help to avoid problems and mistakes with printing in future.

Sea Green also deppends of a type of a printing machine (laser or ink) and in what color system design template was made:

CMYK (Cian, Magenta, Yellow, Key color)- prints with ink and usually for wideprinting, looks not saturated enough;

RGB (Red, Green, Blue) - usually for small products and use powder - the laser print, colors are better than CMYK, and looks almost same as on screens, but it's hard to find machine which prints with RGB system, as CMYK is more popular;

Pantone - works the best with Screen Printing Technology and for branding production such as t-shirts, cups, business card etc.

Needs to provide printing company with the number of the color (Sea Green is 7467C) - and they will use only this pattern.

Minus of Screen Printing is hight price, it's profitably to print big editions, 100 and more ubits. Here are codes for all colors system to print with Pantons. So, please, use only these shades to get the best result and not to spoil brand style.

Before every edition you need to do **Test Print** - an example, to check all colors and sizes etc.

If you will find any problem, you need to repeat test print again, and so many times as needed till an example will be perfect.

Than you can start big edition. Test print is not required for Screen Printing technology.

IMPORTANT!

The test print must be done the same day as all edition, then colors will be similar as on test example.

As it depends from tone of the ink in a machine. Every day machine has new/fresh ink and it may be different shade we need.

Primary Palette

sea green

dark blue



HEX:

#47b5b8

#002f6c

RGB:

71, 181, 184

0, 47, 108

CMYK:

67, 7, 31, 0

100, 90, 30, 19



PANTONE:

7467 C

294 C

Secondary Palette

white

black



HEX:

#ffffff

#000000

RGB:

255, 255, 255

0, 0, 0

CMYK:

0, 0, 0, 0

100, 100, 100, 100



PANTONE:

000 C

6 C

Possible Gradients



HEX:

#ffffff

#47b5b8

CMYK:

255, 255, 255

71, 181, 184

HEX:

0, 0, 0, 0

67, 7, 31, 0

PANTONE:

000 C

7467 C



HEX:

#ffffff

#002f6c

CMYK:

255, 255, 255

0, 47, 108

HEX:

0, 0, 0, 0

100, 90, 30, 19

PANTONE:

000 C

294 C



HEX:

#ffffff

#000000

CMYK:

255, 255, 255

0, 0, 0

HEX:

0, 0, 0, 0

100, 100, 100, 100

PANTONE:

000 C

6 C



HEX:

#47b5b8

#000000

CMYK:

71, 181, 184

0, 0, 0

HEX:

67, 7, 31, 0

100, 100, 100, 100

PANTONE:

7467 C

6 C



HEX:

#002f6c

#000000

CMYK:

0, 47, 108

0, 0, 0

HEX:

100, 90, 30, 19

100, 100, 100, 100

PANTONE:

294 C

6 C



HEX:

#47b5b8

#002f6c

CMYK:

71, 181, 184

0, 47, 108

HEX:

67, 7, 31, 0

100, 90, 30, 19

PANTONE:

7467 C

294 C



Logo Colors & Construction



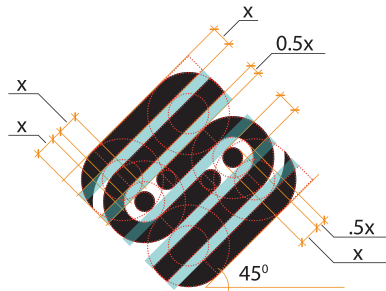
Please, don't distort or transform the logo with any of these or other ways, which can make the logo unrecognizable:

- Don't resize separately parts (pictogram and text parts) of the logo;
- Don't resize proportions;
- Don't change fonts or switch;
- Don't change or switch colors;
- Don't replace or switch elements;
- Don't change the distance between the elements;
- Don't add any borders, lines, other elements.

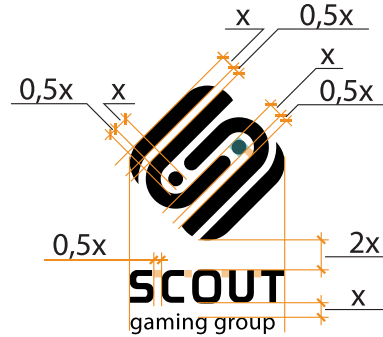
You can only use the proposed variations from this guides:

- horizontal and vertical position;
- scales, but proportionally;
- colors combinations for light and dark backgrounds;
- monochrome versions.

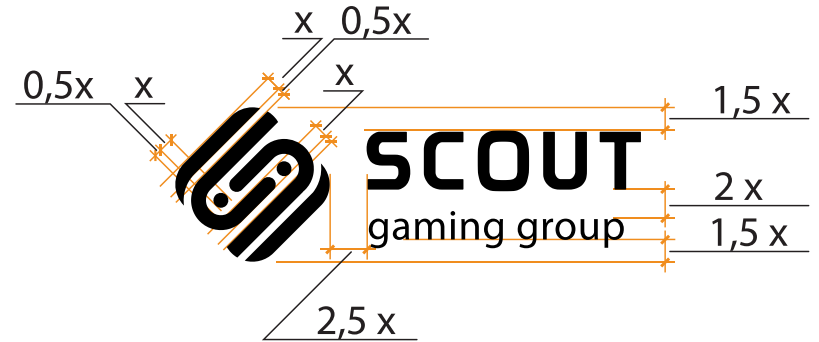
Pictogramme Construction




Vertical











Horizontal



Don't do like this!



Colors on light



Colors on dark



Don't do like this!



Monochrome on light



Monochrome on dark



Don't do like this!



Fonts

SCOUT

gaming group

We have 2 types of fonts in the logo:

- Harmonia Sans
- Prototype Regular

All text on the website, printing production, social media banners & covers should be created with these 2 fonts.
We may use other font only in a case as decorative or special editions if it is provided by design and aproved previously.

The text on printing and branding productions must be readable easely, so fonts shouls be big enogh.

The minimalist size of a font 8pt.

7pt - exeptions if not enoght space and you need to show a lot information;

6pt - don't use, not readable!!!

Space between rows in a text 120 -160% size of the font.

Example: if font 8pt - 12pt space.

PROTOTYPE REGULAR

SCOUT

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PROTOTYPE REGULAR, ALL CAPS

Harmonia Sans

gaming group

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Harmonia Sans Regular

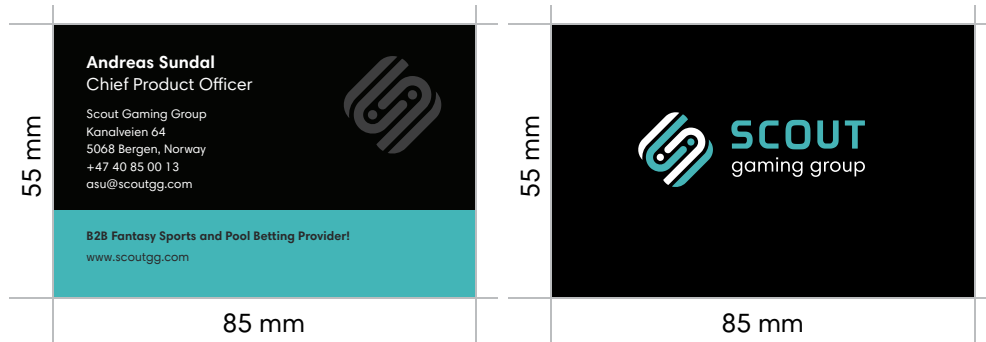
Printing Production

Remember about crop and bleed marks, they may be different for different products or printers, so you should ask about on a printing company first.

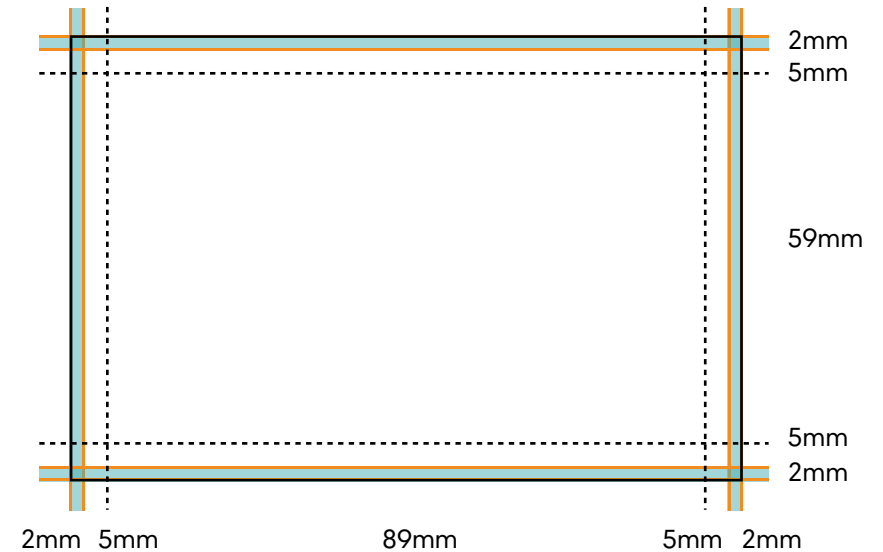
Remember about color systems CMYK or RGB and printing test requirements. As a rule for printing production needs to use CMYK system, but it make image a bit grey and colors not saturated enough. After few printing tests we decided to keep templates in RGB system, and not to convert it to CMYK, even a machine prints in this system. As results were better on a template in RGB color system. But such result was on the a printing company, we have worked lately ('Festprint'). If will be need to change printing company, so we need repid printing test again, because of another machine and inks.

If you're not sure if your design template is correct to start print it, please, ask to check your final version someone, who has more experience in printing. Also you can ask about at a printing company.

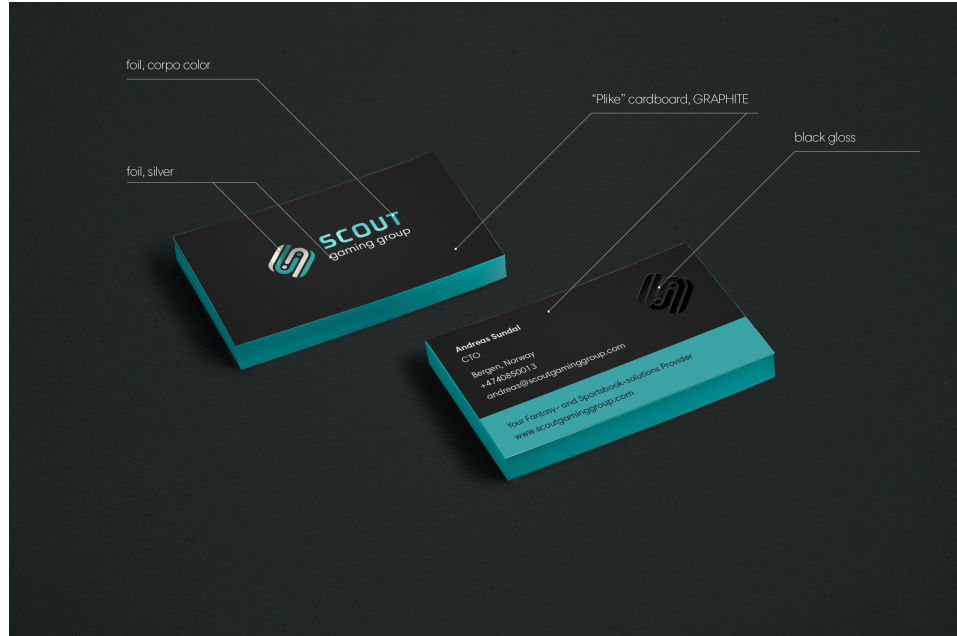
Final Size



Printing Template



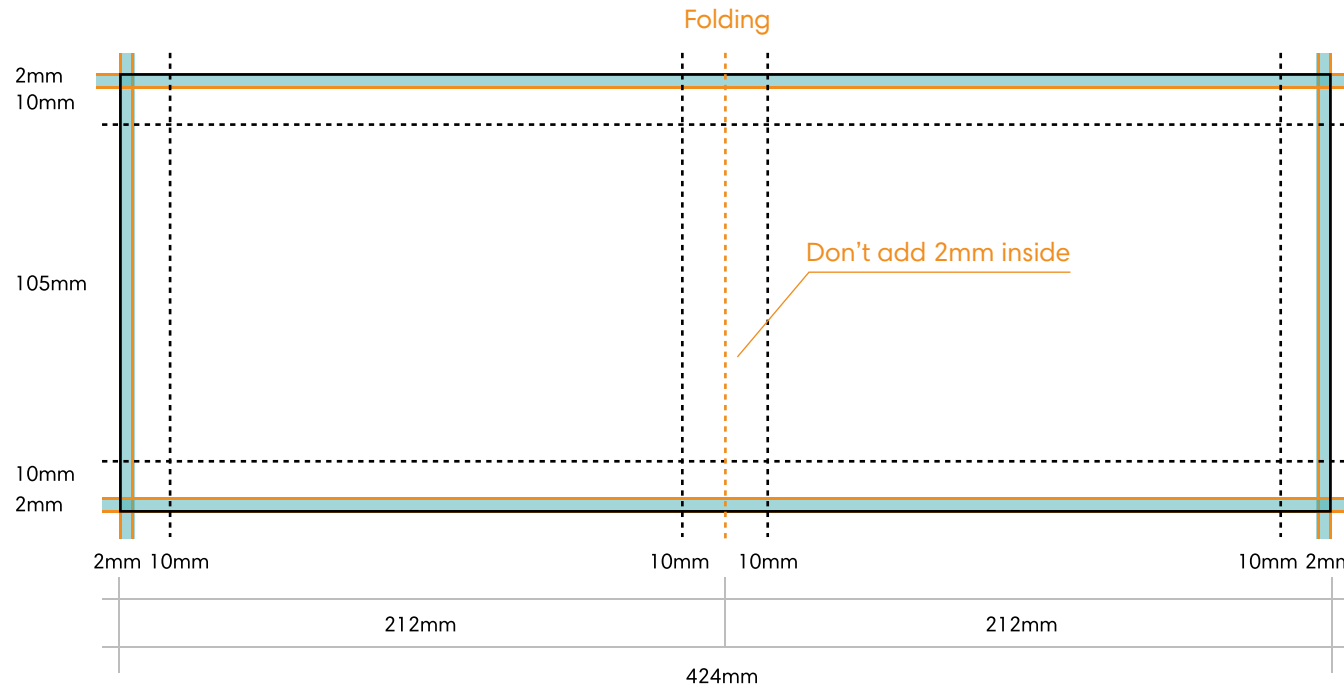
Scale of the scheme -1:1 (100%)



Business Card Requirements:

- **Final size** should be **55x85 mm**, as this is Euro or Scandinavian type of the business card;
- Needs to add 2mm around for cropping, so **Printing template** should be **59x89mm**;
- **main content** should be **no closer than 5mm** to the adge on final size, and 7mm on Printing template;
- test printing not required as it is screen printing method, needs to provide printing company with vector files and **Pantone colors** used it the design.
- You also need to provide with color and texture of a paper, which you can see on the image.

Printing template



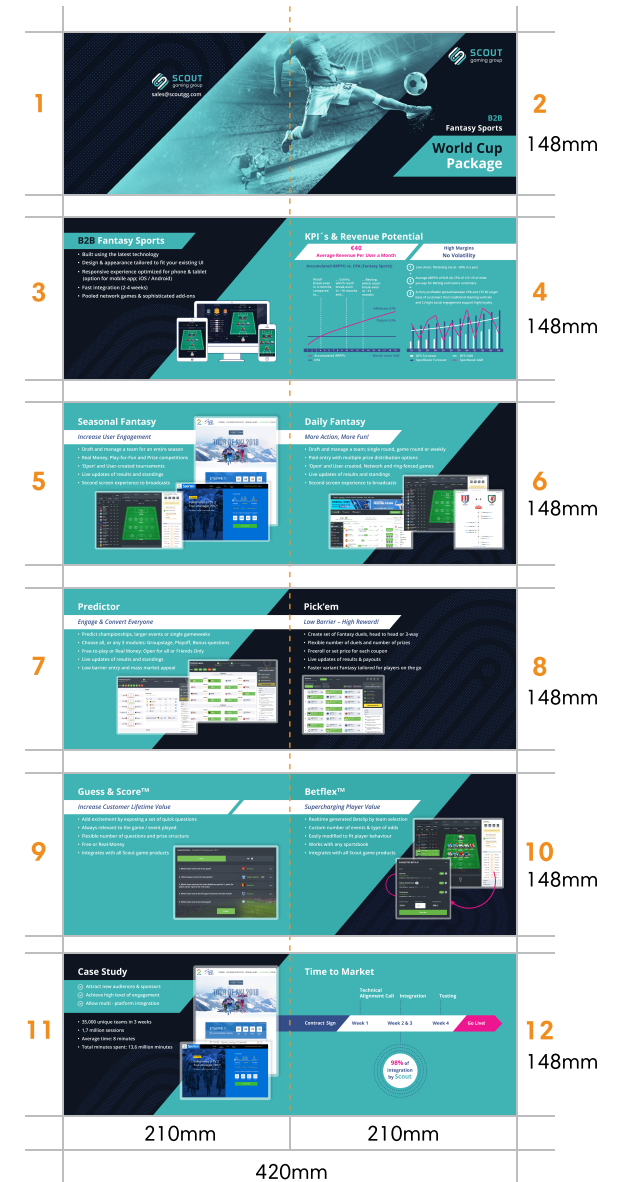
Scale of the scheme - 1:2 (50%)

Brochure A5 Requirements:

- Number of pages should be multiple 4;
- **Final size** A5 (on this example) - 148x 210mm, **open size brochure** - 148x420mm ;
- **Printing template:** needs to add **2mm for cropping around open brochure** - 152x214mm, open - 152x424;
- Color System RGB: we use RGB for template, even a machine prints in CMYK, as we had result better in RGB;
- **main content** should be **no closer than 10mm** to the adge on final size, and 12mm on Printing template;
- **Printing Test is required!** Remeber that printing test must be done same day as whole edition.

Final size

Folding





Photos & Images

Work with images has a bit wider field of effects and colors. As sometimes needed to make image more contrast, sharp, blurred etc. Also images have bigger quantity of tones, gradients and colors, so it impossible to use only corporative colors. Still we can use gradients with corporative colors and add some other effects.

Always remeber about test printing. You must to always check how it looks before to order big edition, because colors look different as on screens.

Recommended Combination of Brand Colors for Image Editing with Gradient Maps



HEX:	#ffffff	#000000
RGB:	255, 255, 255	0, 0, 0
CMYK:	0, 0, 0, 0	100, 100, 100, 100
PANTONE:	000 C	6 C



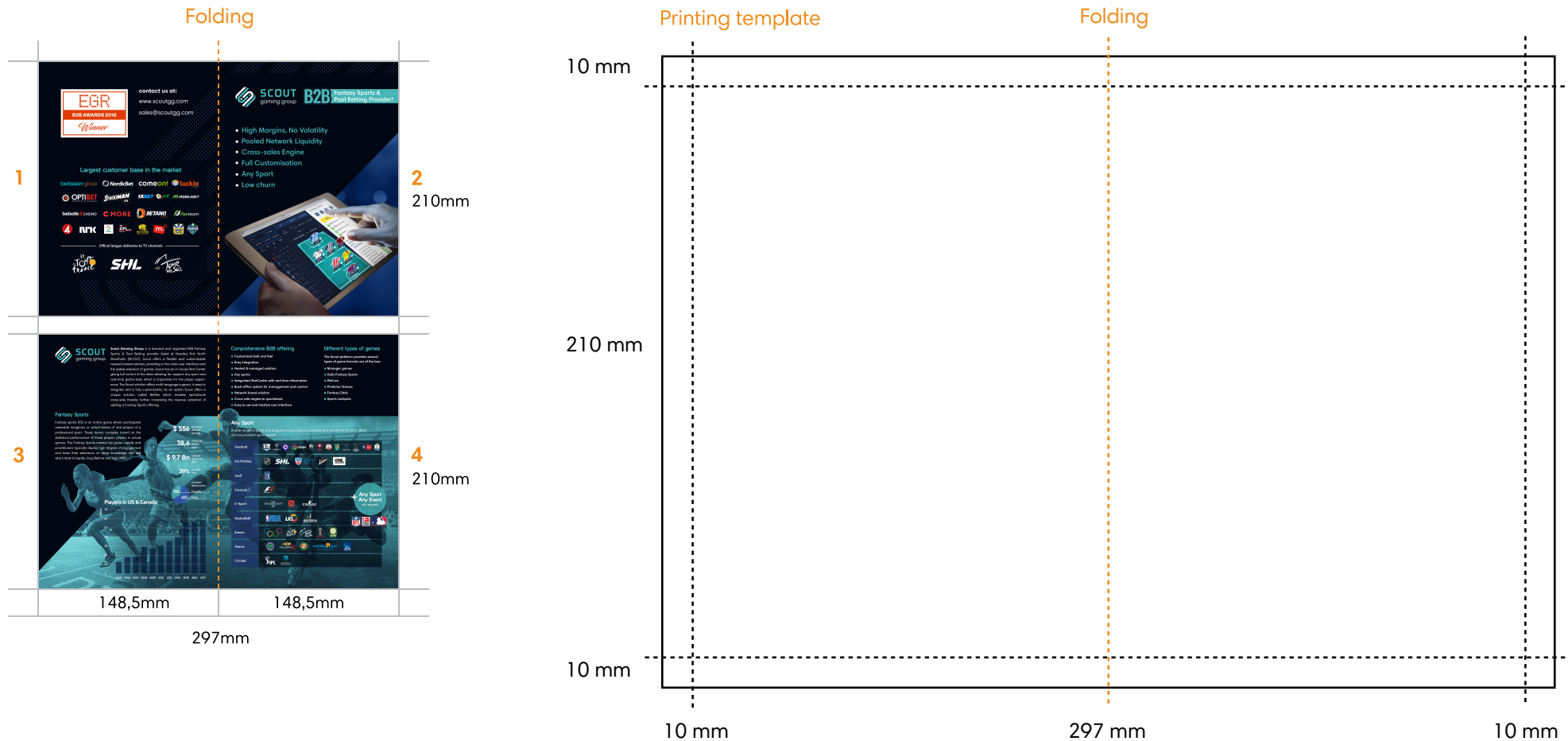
#47b5b8	#002f6c
71, 181, 184	0, 47, 108
67, 7, 31, 0	100, 90, 30, 19
7467 C	294 C



HEX:	#ffffff	#47b5b8
RGB:	255, 255, 255	71, 181, 184
CMYK:	0, 0, 0, 0	67, 7, 31, 0
PANTONE:	000 C	7467 C



#47b5b8	#000000
71, 181, 184	0, 0, 0
67, 7, 31, 0	100, 100, 100, 100
7467 C	6 C

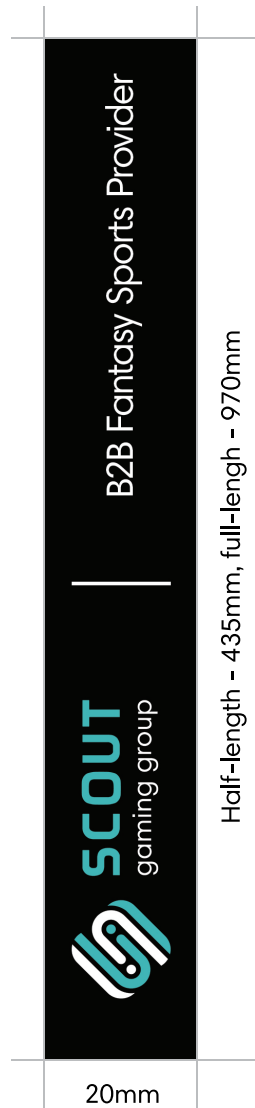


Scale of the scheme -1:2 (50%)

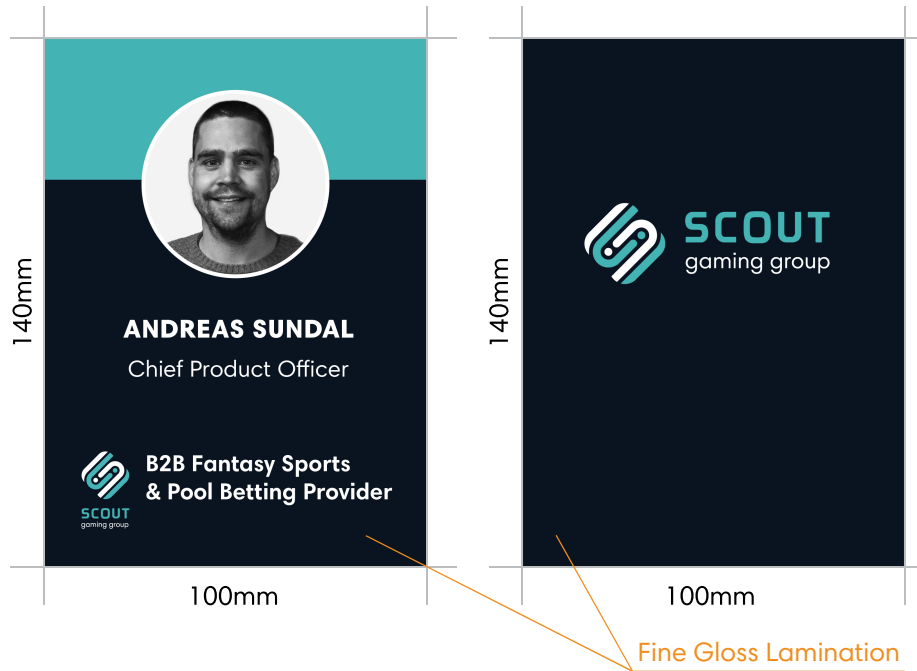
Brochure A5 Requirements:

- **Final size** A5 (on this example) - 210x148,5mm, **open size brochure** - 210x297mm ;
- **Printing templat:** the same size as final if to use A4 paper and just to fold it in the middle;
- **Color System RGB:** we use RGB for template, even a machine prints in CMYK, as we had result better in RGB;
- **main content** should be **no closer than 10mm** to the adge on final size, and 12mm on Printing template;
- **Printing Test is required!** Remeber that printing test must be done same day as whole edition.

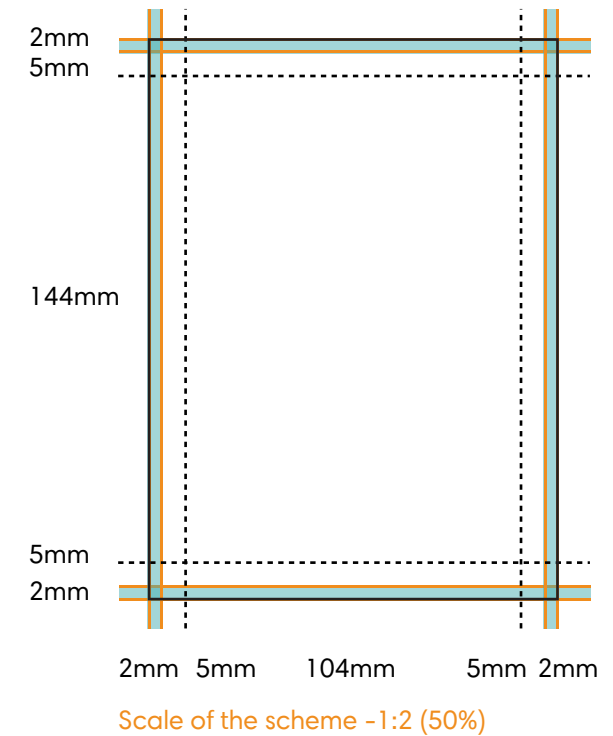
ID Card Strap



Final Size



Printing template



ID Cards Requirements:

- **Final size** - 140x 100mm;
- **Printing template:** needs to add **2mm for cropping** - 144x104mm;
- Color System RGB: we use RGB for template, even a machine prints in CMYK, as we had result better in RGB;
- **main content** should be **no closer than 10mm** to the adge on final size, and 12mm on Printing template;
- fine gloss lamination both sides;
- **Printing Test is required!** Remeber that printing test must be done same day when whole edition;
- Half-length - 435mm, full-length - 970mm, width - 20mm, color - black.



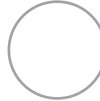

Branding

- Usually we use **Screen Printing Technology** for clothes and other branding products, so you need prepare vector template and provide printing company with Pantone colors and colors of t-shirt or other product. This method is profitable for big editions: 100 units and more. Printing test not required, also it's not possible to get test only for 1 example as it will be very expensive. Screen Printing is high quality and it's possible to print thin lines and difficult images with many details and colors.
- We also use **Heat Press Technology** for clothes. The quality and process are totally different than previous method. But main benefit is cheaper price for small edition, it's possible to print only 1 t-shirt. You must provide a company with vector template and to choose colors of Vinyl Material from an example, which printing company must offer you. Printing test not required, as color of Vinyl Material will be same as on example. Heat Press printing isn't so good as Screen Printing, because it needs a lot human manual work, so can be some differences in details, especially if template is very difficult with a lot of small elements, also lines should be not thinner than 1mm, palette of vinyl material is limited, and sometimes hard to find sea green shade.
- Which type of printing technology to choose depends of material, edition, deadlines and budget.
- If you have created new product for Scout branding, please, add the product to the guides, descriptions and requirements for its.





Needs to add information about

- **t-shirt black (Andriy)**
- **t-shirt white (Andriy)**
- **Thermo Mug (Violetta)**

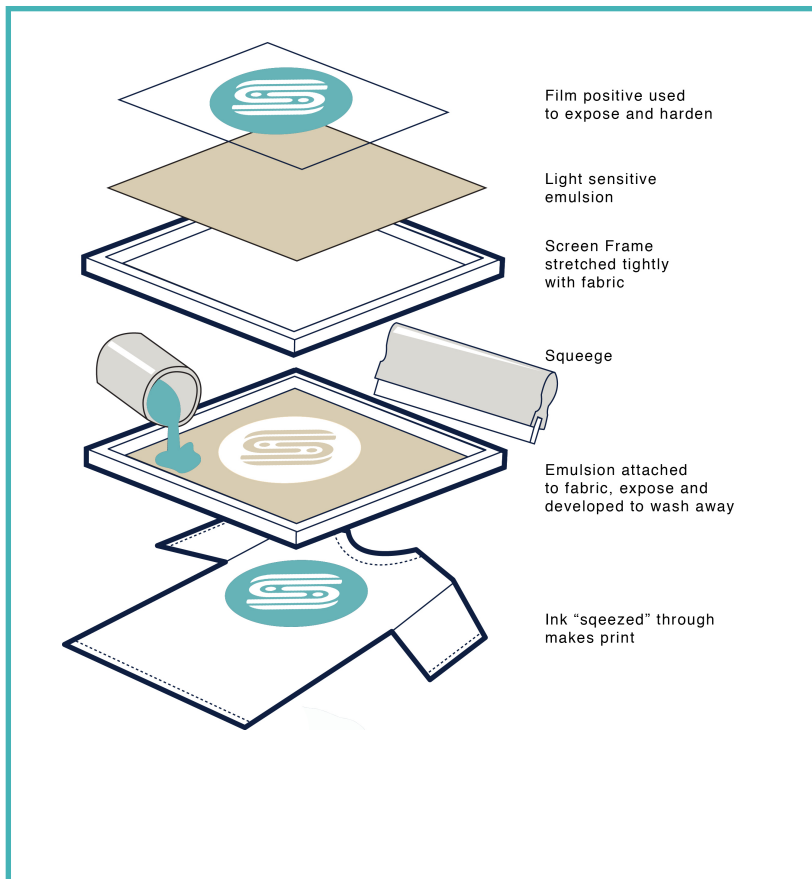
Pantones for Screen Printing Technology

sea green	dark blue	white	black
			
7467 C	294 C	000 C	6 C

Vinyl for Heat Press Technology

sea green	dark blue	white	black
			
XXXXX	XXXXX	XXXXX	XXXXX

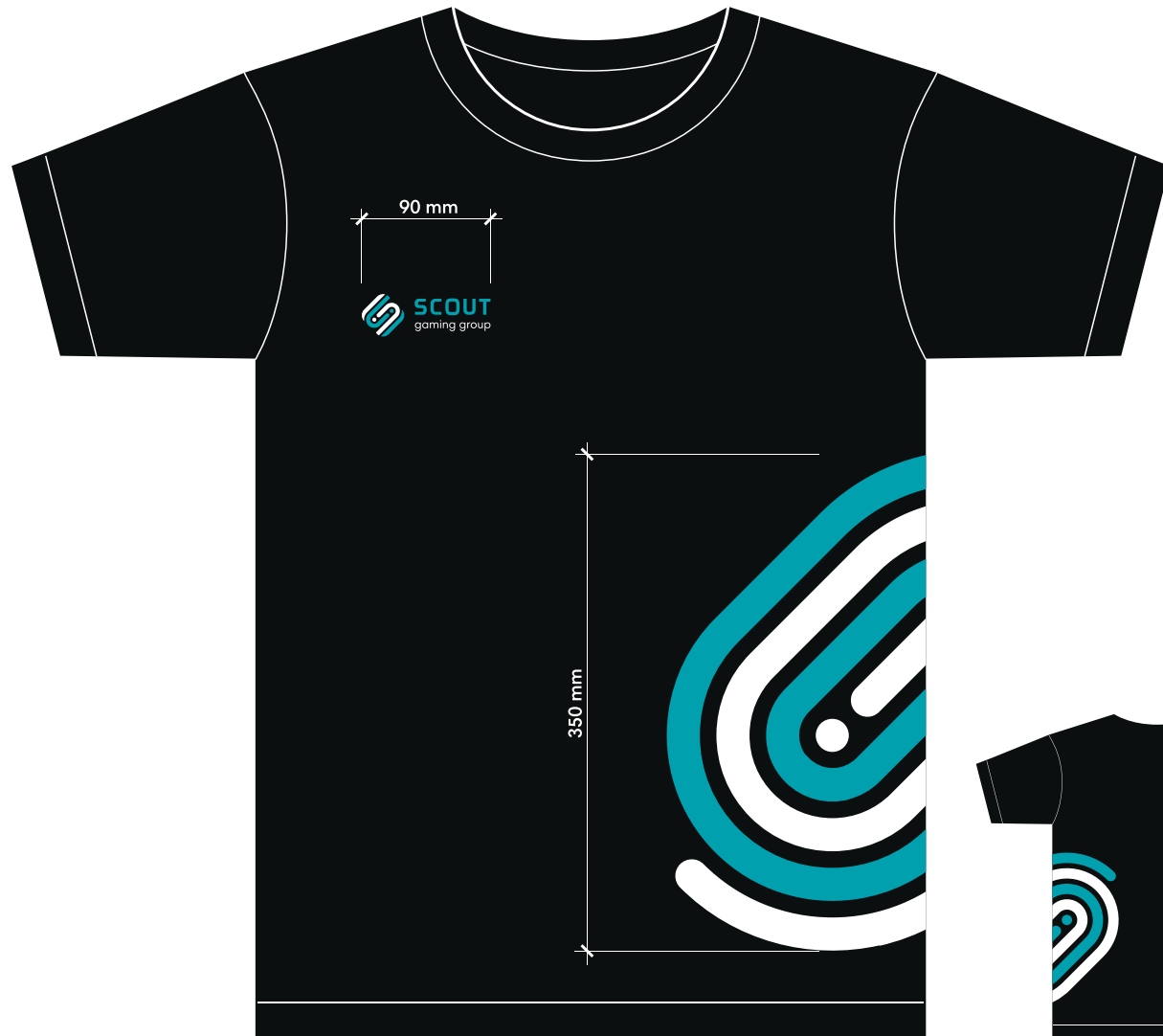
Screen Printing Technology



Heat Press Technology



- Vector image is cutting on vinyl material by Plotter machine.** A plotter machine cuts a vinyl sheet with a logo.
- Weeding vinyl after cutting.** A hand uses a tool to remove the excess vinyl from the cut design.
- Placing the graphic on a t-shirt with transparent transfer.** The cut vinyl is placed on a t-shirt and covered with a transparent transfer sheet.
- Heat Pressing for 10-15 seconds and t-shirts is ready.** A heat press machine presses the vinyl onto the t-shirt.



Promotion



Needs to add information about:

- **Banners**
- **Conference Stands**

Stands Requirements:

-



design document

Scout Gaming
Betting on Football, 2018

Version 2
22/02/2018
CHB



design document



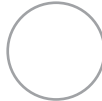



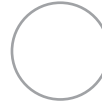

Scout Gaming
AAC 2018
6m x 3m

Version 2
19/04/2018
CHB



Working Environment Design

Color Palette for Polymeric Film

	sea green	dark blue	white	black	sea green	dark blue	white	black
								
Oracal:	7467 C	294 C	000 C	6 C	7467 C	294 C	000 C	6 C
Vinyl:	7467 C	294 C	000 C	6 C	7467 C	294 C	000 C	6 C

