

**No knives, better lives.
Identity guidelines.**



Launched in 2009, No Knives Better Lives is a national youth engagement initiative which is being rolled out by the Scottish Government with local partners, and is aimed at educating young people about the dangers of carrying a knife. The campaign also highlights the devastating personal consequences knives can have on their future, as well as on their family and friends.

With a multi-pronged approach, including advertising, community partnerships and a schools programme, No Knives Better Lives focuses on giving young people reasons not to carry a knife, helping to shape positive attitudes and influence positive life choices by promoting diversionary activities.

These guidelines have been designed to help you apply our identity coherently and consistently. A strong identity is a powerful tool, it helps build awareness. However, care must be taken with our appearance and tone to ensure our core message is maintained across all touchpoints. Please read these guidelines carefully, then apply them consistently to all the materials you produce.

OUR LOGO

This is our campaign logo.
Please use it sensibly, following the simple
rules laid out in these guidelines at all times.



PRIMARY LOGO



REVERSED-OUT VERSION

LOGO WITH URL

If you need to create the URL version of the logo from scratch, use the following rules to ensure the correct proportion and spacing is applied.

The logo and URL should be spaced apart using one standard unit 'X' - calculated as one third the height of the logo.



CLEAR SPACE

To protect the clarity and visual integrity of the logo, an area of protection directly surrounding the logo has been defined. No text or graphic elements should encroach into this area.

The space around the logo is defined by using the height of the logo a standard unit of measurement, indicated here as 'X'.



LOGO COLOUR VARIATIONS

When applying the logo to branded materials we must maintain the maximum standard of visibility. To achieve this, use the following visuals as a guide to ensure the best legibility against any background.

ON BRIGHT COLOURS...

Use the primary logo



ON DARK COLOURS...

Use the reversed-out logo



DON'T MANIPULATE THE LOGO



Listed here are some common mistakes made when applying a logo to branded materials. They include:

- a Changing the colour of the logo
- b Changing the typeface
- c Changing the proportions of the logo
- d Scaling out of proportion
- e Rotating the logo
- f Using visual effects
- g Outlining any part of the logo, marque or type
- h Adding objects to the logo

MINIMUM SIZE



USING PARTNER LOGOS

When applying our logo to partner organisations' communications, and applying theirs to ours, we may need to create a partner logo relationship, where two or more logos will need to sit together.

Use the spacing guide below to help you when placing logos together. This will help maintain the integrity of the logo and help keep the look consistent.

Unit of measurement:

No knives, better lives.

X

www.noknivesbetterlives.com

When stacking logos vertically:

No knives, better lives.

www.noknivesbetterlives.com

X

**PARTNER
LOGO**

When ranging logos horizontally:

No knives, better lives.

www.noknivesbetterlives.com

X

**PARTNER
LOGO**

OTHER VISUAL ELEMENTS

The No Knives Better Lives logo will usually be required to sit amongst other brand elements when applied to communications. To maintain consistency of look, we always follow the following rules to determine where everything should be placed, and the scale relationships between them.

No Knives Better Lives logo

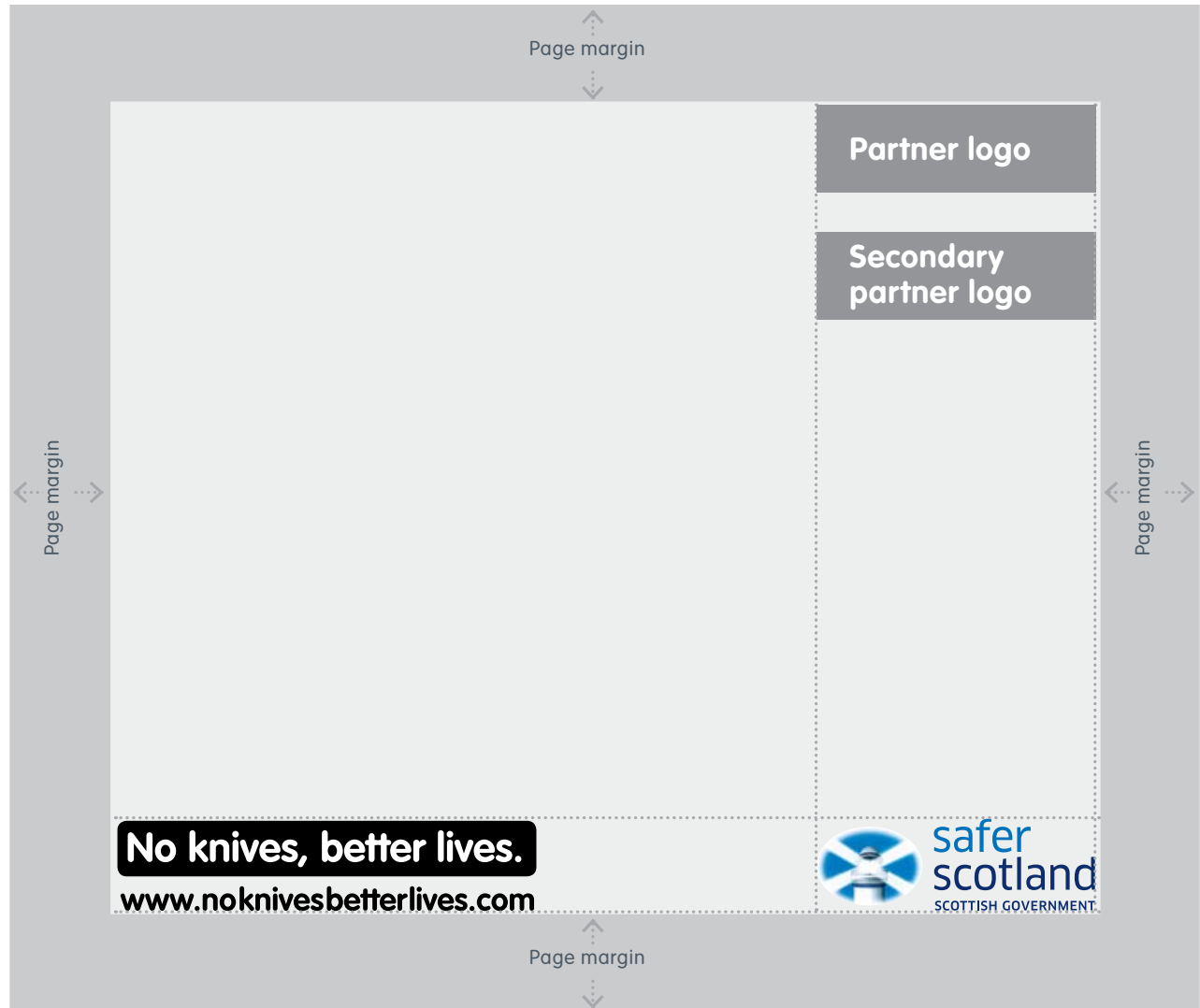
The No Knives Better Lives logo should always be placed at the bottom-left corner of the page, within the page margin. It should be scaled so that its height is the same as the Safer Scotland logo.

Safer Scotland logo

The Safer Scotland logo should always sit opposite the No Knives Better Lives logo on the bottom-right corner of the page.

Partner logos (where applicable)

Occasionally a campaign will require us to include a partner's logo. In these instances the logo should be positioned at the top-right hand corner of the page, and scaled so that its width is the same as the Safer Scotland logo.



TYPEFACE

VAG Rounded is the typeface we use for all communications.

For headlines, URLs, and anything that needs to grab attention, we use VAG Rounded BOLD

For body copy and all secondary information we use VAG Rounded LIGHT.

HEADLINES - VAG ROUNDED BOLD

Aa Bb Cc Dd

**The quick brown fox jumps
over the lazy dog 1234567890**

BODY COPY - VAG ROUNDED LIGHT

The quick brown fox
jumps over the lazy dog
1234567890 æ áâä éêë

EXAMPLE APPLICATION
A3 'Consequences' Posters

VIOLENCE
reduction unit

Clackmannanshire
Alliance

I only carried it
for protection.


I never thought
I'd use it.

I never thought
he'd die.

I never thought
I'd end up here.

I only carried it
for protection.

No knives, better lives.
www.noknivesbetterlives.com

 **safer
scotland**
SCOTTISH GOVERNMENT

EXAMPLE APPLICATION
6-sheet 'Choose Life' Poster

