

Standing Conference of Eastern, Central and Southern African Library and Information Associations (SCECSAL)

SCECSAL Logo Use Guidelines

SCECSAL Logo and Colours

1. The logo was created from a consolidation of ideas from the representatives of the SCECSAL member Library and Information Associations following a survey and discussions held in 2013. The representatives agreed on three colours – Blue, Green and Yellow (Gold) for the SCECSAL brand.



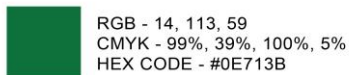
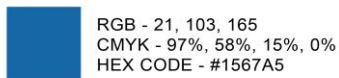
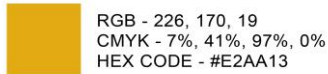
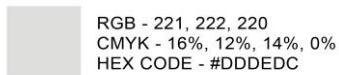
2. The logo consists of a map of Africa with the three SCECSAL regions – Eastern, Central and Southern Africa shaded in Green, Yellow (Gold) and Blue respectively, and the remaining part of the map (non-SCECSAL region) shaded in Grayscale; the acronym, made up of the letters SCECSAL, in Blue; and the full-name of the organization - Standing Conference of Eastern, Central and Southern African Library and Information Associations -in Green. All uses of the SCECSAL logo must have all the elements and the colours indicated above. The exact specification of the colours and fonts used is given below in this guide.

The Logo [in Grayscale]

3. A grayscale version of the logo is available for use when and where appropriate.



Logo Design Database



Fonts used

SCECSAL Acronym – Myanmar MN (Bold)

Full name – Helvetica (Bold)

Logo size ratio

1:3

Logo Use Basic Guidelines

4. The SCECSAL logo is for official use by the member Library and Information Associations, in good standing, to promote and/or indicate their association with SCECSAL or SCECSAL related activities.
5. The SCECSAL logo should be used on all SCECSAL information products including on the conference proceedings and other SCECSAL digital and print publications, meeting documentation, social media channels/platforms, SCECSAL conference official correspondence and stationery, and on promotional materials, i.e. leaflets, brochures, posters, banners, etc.
6. SCECSAL member Library and Information Associations are also free to use the logo on their information products i.e. leaflets, brochures, posters, banners, websites conference materials, reports and related materials, to indicate their Association with SCECSAL. However, such use should be follow the guidelines outlined in this document.
7. While all SCECSAL conferences and information products related to the conference must be identified by the SCECSAL logo, individuals presenting papers at SCECSAL conferences cannot use the logo on their papers or presentation files, i.e. PowerPoint, etc. without the permission of the President/Chairperson of the SCECSAL member Library and Information Association hosting the conference.
8. Protection of the SCECSAL brand is entrusted to SCECSAL member Library and Information Associations. Requests to use the SCECSAL logo by non-SCECSAL member organizations and individuals should be sent to the President/Chairperson of the *national* SCECSAL member Library and Information Association who will grant final authorization. All communication related to such requests and decisions must be deposited with the SCECSAL Archives within one month of the request being approved or rejected.

Positioning

9. Positioning and treatment of the SCECSAL logo in all communication/information products must be consistent and must follow these guidelines.

10. On all printed communication products, the SCECSAL logo should be placed on the top left corner.
11. In joint publications with SCECSAL member Library and Information Associations or other partners, the SCECSAL logo should be positioned on the top left corner.
12. On promotional materials, such as posters or banners, positioning SCECSAL logo depends on the nature of the product, its design and aesthetic involved.

Logo Clear Space

13. Whenever the official SCECSAL logo is used, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Don'ts

1. The SCECSAL logo should never be altered in any way. **Do not:**
 - Redesign, redraw, animate, modify, distort, or alter the proportions of any element of the logo.
 - Add words, images or any other new elements to the logo.
 - Incorporate the SCECSAL logo into other logos.
 - Reduce the size of the logo such that the acronym and/or the full name is not legible.

25 April 2016