



# Keeping up to **the mark**

Guidelines for use of the SELECT logo



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## Keeping up to the mark

### Guidelines for the use of the SELECT logo

Our distinctive SELECT registered collective mark has high visibility with key audiences and is often the prompt that leads clients to choose Members of SELECT to carry out work.

Use of the SELECT mark with the distinctive double S is an important statement that a business is a member of a highly respected organisation delivering reliable work of the highest quality.

To maximise the impact of the SELECT mark, Members should take every opportunity to display it on vehicles, clothing, buildings and other forms of advertising materials.

A great deal of work and a considerable amount of money goes into protecting and promoting the SELECT logo each year, so it is important that the trading style is presented in a consistent manner. These guidelines have been produced to assist the preparation of any materials bearing the SELECT mark.

All proposed uses of the SELECT mark must be approved by The Walled Garden. If you have any questions regarding the use of the mark or wish to obtain copies of our logo masters, please call our Membership team for guidance and assistance.

## The SELECT mark



The SELECT mark has been designed to present an individual and distinctive image. The mark is made up of two elements: the 'S' and the 'ELECT'. These are designed to work together and must not be separated or altered in position or proportion to one another.

There are only two exceptions to this rule:

- On the SELECT social media accounts
- On the SELECT vehicle sticker.



## Colour options



The full colour version of the mark must always be reproduced on a white background or, by special permission, a very light background. The colour must be **Dark Blue (Pantone 2935)**. Colour samples are shown below.

For four colour process applications the colour breakdown is as follows:

**Dark Blue – 100% cyan + 47% magenta  
+ 0% yellow + 0% black**

PANTONE® 2935

RGB 11 / 108 / 179

HEX/HTML #0b6cb3

CMYK 100 / 47 / 0 / 0



Full colour (preferred)



Monotone



Reverse

The monotone mark may be used in a light colour reversed out of a bold colour or background. Pale and patterned backgrounds should be avoided due to lack of impact and clarity.

Sizing



Minimum size

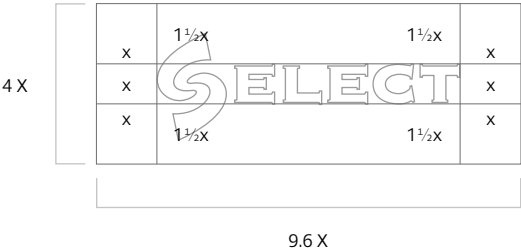
There are recommended minimum sizes for both the full colour and monotone marks. Smaller reproduction will destroy clarity.



Clear space

A surrounding area of clear space is essential in order that the mark be presented to best effect.

The space required is based upon multiples of the full height of the capital 'E' (including serifs).



## Unacceptable versions



The mark must always be produced from masters supplied. It is unacceptable to alter the mark in any way. The following examples show some unacceptable alterations and usage.



Altering the typeface of the mark



Altering the colour of the mark



Altering the proportions of the mark



Insufficient clear space around the mark



Separating the mark components



Adding text or graphics to the mark

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## Collective mark

It is a condition of use that the mark shall not be used in any printed advertisements or publicity matter directed primarily to the market in the United Kingdom and in the Isle of Man, or in retail point of sale display cards distributed by the Registered Proprietor for use within the

United Kingdom and in the Isle of Man without indicating that it is a collective mark.

For further information, please contact our Membership team on **memberservices@select.org.uk** or by calling **0131 445 5577**.







Founded in 1900, SELECT is Scotland's largest trade association.

It has nearly 1,250 member businesses who collectively have an annual turnover of around £1 billion and employ over 15,000 people and 3,500 apprentices.

SELECT also delivers training courses to more than 3,500 electricians each year and is committed to regulation of the industry for a safer Scotland.

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