



# Brand Guidelines

Rev 4\_2025



**Alzheimer  
Scotland**  
Action on Dementia



# Table of Contents

Our brand	3
Our Mission, Vision, Goals & Values	4
Our logo	5–18
The angular device	19–21
Typography	22
Colour palette	23–24
Photography	25
Freehand illustrations	26
How we talk about what we do	27–31
Writing to be easily understood	32

## Our brand

This document is to be used as a brand guideline across all channels to ensure that Alzheimer Scotland is conveying a strong and consistent message to its audience. We want to make our vision and aims are very clear.

Our brand is how we act, look and talk. It also encapsulates what we stand for and why we exist.

It affects how we are perceived by the people we work with, the people we care for and their loved ones.

We are bold, confident and straight-talking.

We are clear about what it is we do, so that people fully understand us. In turn, this understanding will ensure people continue to support us to help make sure nobody faces dementia alone.

# Our Mission, Vision, Goals & Values

## Our Mission

We work to make sure that nobody in Scotland faces dementia alone.

## Our Vision

A future where dementia doesn't exist.

## Our Goals

Our goals are to **prevent** dementia by empowering people to look after their brain health, continue to **care** for as many people as we can who are living with dementia and to help find a **cure** by funding research and campaigning for people to have access to any treatments available.

## Our Values

**Compassionate** people-focused, caring, approachable, passionate.

**Innovative** forward thinking, always adapting, research driven.

**Bold** impactful, confident, effective, expert, influential.

**Supportive** always there - at every stage, local presence, national coverage.

# Our logo

Our logo consists of three components:

- The visual mark aiming to show support that wraps around all of those affected by dementia
- The words 'Alzheimer Scotland'
- The sub element 'Action on Dementia'.

The three components must be used together at all times unless approved by the Chief Executive.

Our full legal entity name is Alzheimer Scotland - Action on Dementia.



**Alzheimer  
Scotland**  
Action on Dementia

# Our logo

## Strapline



**Alzheimer  
Scotland**  
Action on Dementia

**Prevent.  
Care.  
Cure.**

Our strapline is 'Prevent. Care. Cure.'

The strapline should always be used in the font  
corbert as shown opposite.

# Our logo

## Colours

Our logo should always appear in purple and white. There are three versions available to use:

### Purple logo

The first-choice application should always be the purple version, on a white background or angular device.

### White logo

For some applications, you will need to apply the logo to a purple background. In these instances, use the white version of the logo.

### Black Logo

In some instances it may not be possible to reproduce the logo in full colour. For example, newsprint and screen-printing onto merchandise. In these cases, please use the black logo on a plain white background.



# Our logo

## Size and alignment – print

In order to keep the logo legible at smaller sizes, we have established a minimum size for print use.

The materials you apply the logo to will dictate how large it should be. As a rule, the larger the format, the larger the logo – use the list shown opposite as a guide.

The absolute minimum size the logo can be reproduced on any print format is 20mm width.

The logo should also be aligned to the top right side of the page where possible or alternatively the bottom left corner.

A3

75mm



A4

50mm



A5

35mm



A6

25mm





# Our logo

## Size and alignment – digital

We have also established a minimum size for digital use. The logo should never appear at a size smaller than **125px width**.

Please note that this is an **absolute minimum** size, and displaying the logo larger than this would always be preferred.

The logo should also always be aligned to the left side of the screen where possible.

60px



# Our logo

## Exclusion zone

As the logo itself has quite a few components, we have established an ideal exclusion zone which comprises of **two upper case 'A's** from the logo stacked on top of one another, on the top, bottom, left and right of the logo.

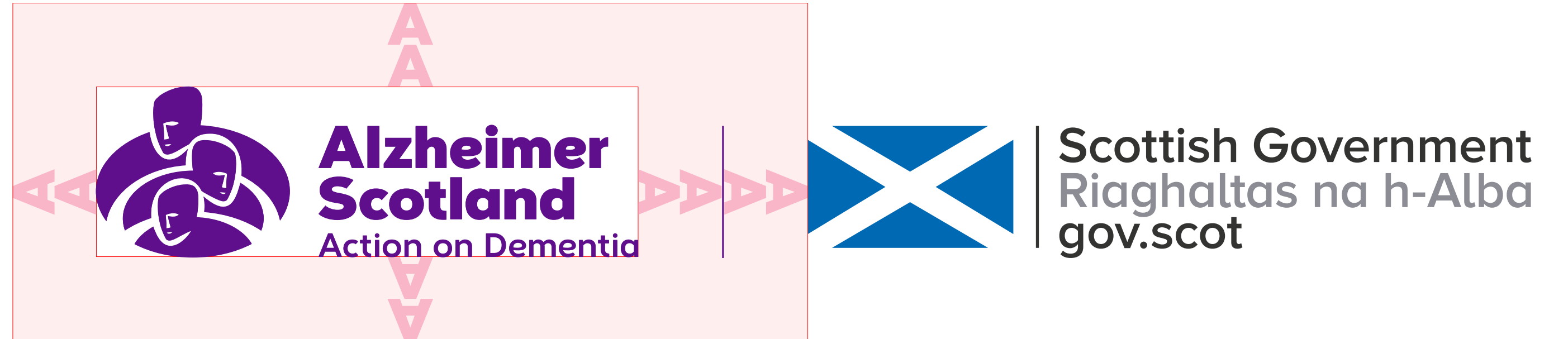
When the strapline is used, we trim the exclusion zone to the right hand side of the main logo in half. 'Prevent. Care. Cure.' to be aligned to the x-height of 'Alzheimer' and the baseline of 'Action on Dementia'.

Adhering to this rule where possible should help retain the fidelity of the logo. There may be occasions where this might not be possible, if this is the case a minimum exclusion area of the height of a single uppercase 'A' should be applied.



# Our logo

## Partnerships



When showing partnership logos, you should double the exclusion space used to the right of the logo, with a vertical purple line separating the two, as shown opposite.

The pixel width of the line is open to interpretation depending on the size and context of the partnership logo i.e. if it's 60px high the dividing line shouldn't be 10px.





# Our logo

## Initiatives and sub-brands

When creating sub-brand or initiative logos, we trim the exclusion zone to the right hand side of the main logo in half and set the required text in Corbert Bold, aligned to the x-height of 'Alzheimer' and the baseline of 'Scotland'. The sub element 'Action on Dementia' is removed.

Ideally, these logos would only ever have two lines of text, but in rare cases where you may need three, adhere to the previously stated rule of alignment with the logo and your text should look correct.



# Our logo

## Initiatives and sub-brands

The horizontal version of the logo is the official version, and should be used in all media.

However, in exceptional cases where there is not enough space for the usual logo, you can use the vertical version of the logo.



**Alzheimer  
Scotland**

**International  
Centre**

# Our logo

## Supporter badges

For creating supporter badges, we follow a similar system to the Initiatives and sub-brands. Shifting focus to the left hand side of the logo, align your text to the right and separate the two by two upper-case 'A's, with a vertical line that reaches the top of the logo itself.

In partnership with



In partnership with



In aid of





# Our logo

## Dos and don'ts

Always adhere to these rules when using the logo:

1. Do not use non-brand colours with the logo
2. Do not alter the text of the logo
3. Do not use the icon as a standalone mark
4. Do not skew/warp or rotate the logo
5. Do not squash or stretch the logo
6. Always make sure the logo is clear and legible.

## Don'ts

01



**Alzheimer  
Scotland**  
Action on Dementia

02



**Alzheimer  
Scotland**  
Fighting Dementia

03



04



**Alzheimer  
Scotland**  
Action on Dementia

05



**Alzheimer  
Scotland**  
Action on Dementia

06



**Alzheimer  
Scotland**  
Action on Dementia



# Our logo

## Dos and don'ts

When it comes to using the logo with photography, legibility is always the primary concern. Use the logo contained within the angular device, as shown opposite. Never use it contained within a box, or directly over photography.

## Dos



Do place the logo over a photo, contained within an angular device



# Our logo

## Dos and don'ts

When it comes to using the logo with photography, legibility is always the primary concern. Use the logo contained within the angular device. Never use it contained within a box, or directly over photography as shown opposite.

## Don'ts



Do not place the logo over a photo, contained within a box



# Our logo

## Dos and don'ts

When it comes to using the logo with photography, legibility is always the primary concern. Use the logo contained within the angular device. Never use it contained within a box, or directly over photography as shown opposite.

## Don'ts



Do not place the logo directly over a photo

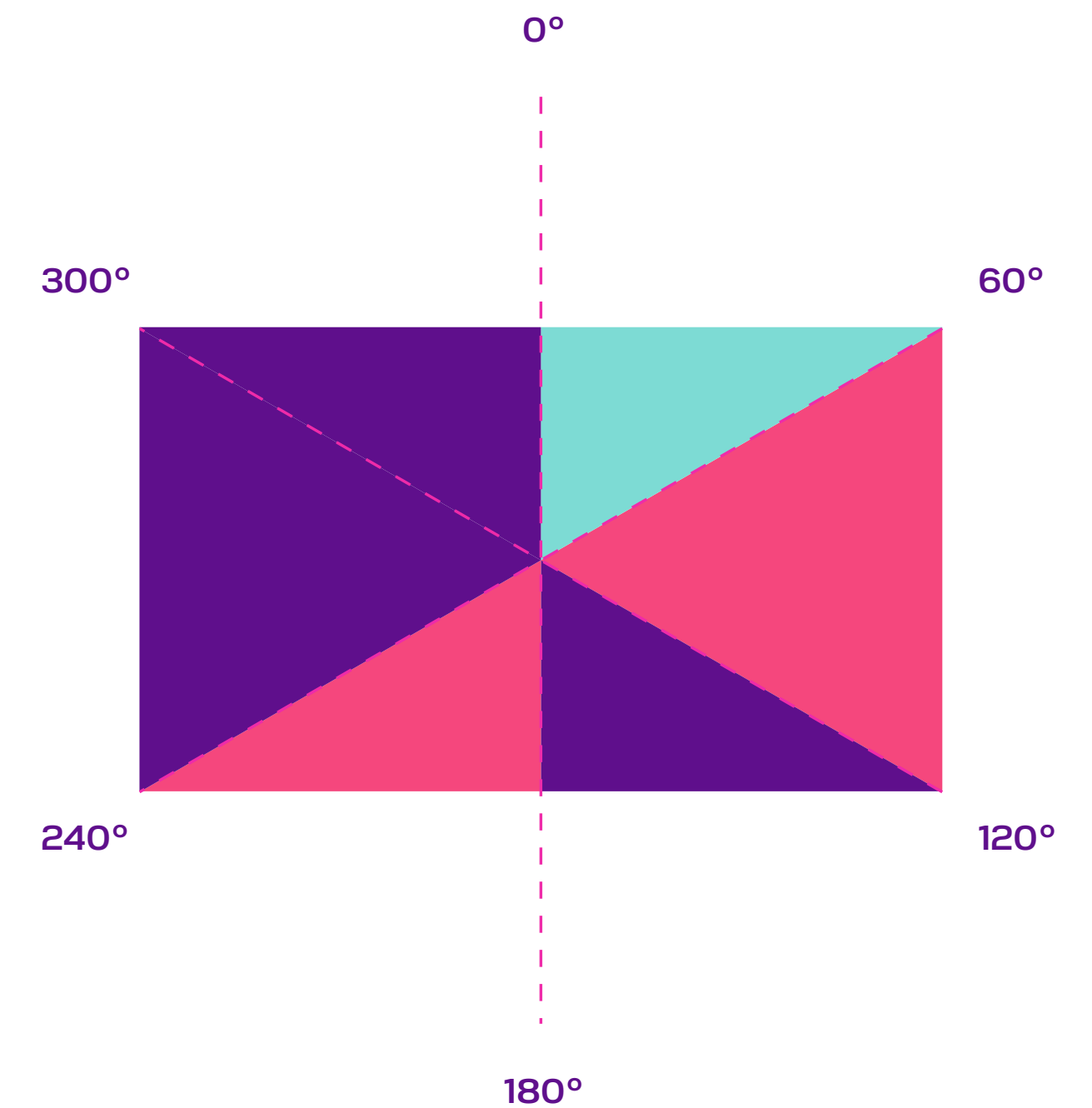
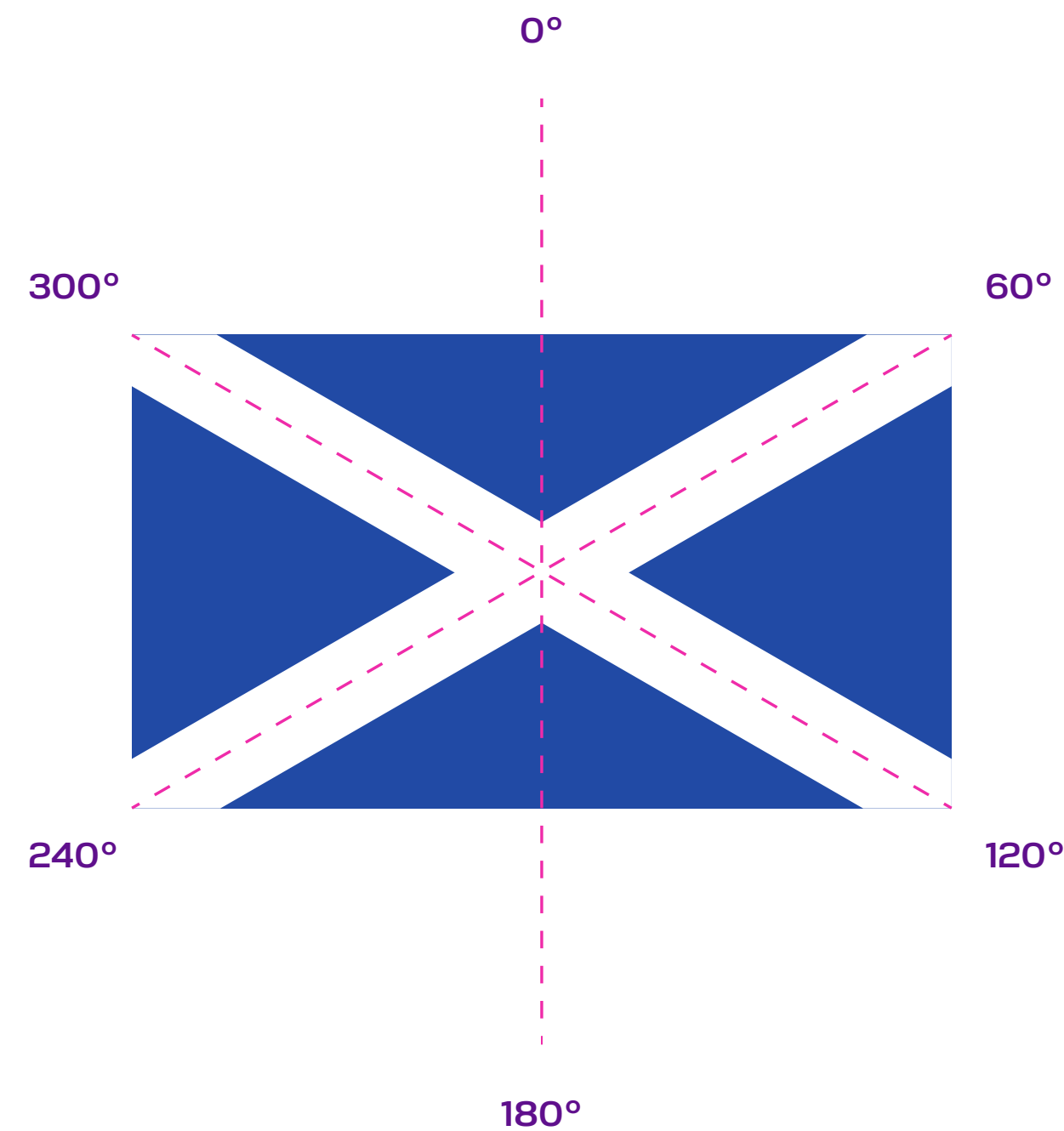


# The angular device

The angular device is used to introduce bold colour and vibrance to our visual materials, whilst creating a clear hierarchy and differentiation between imagery, messaging and our logo.

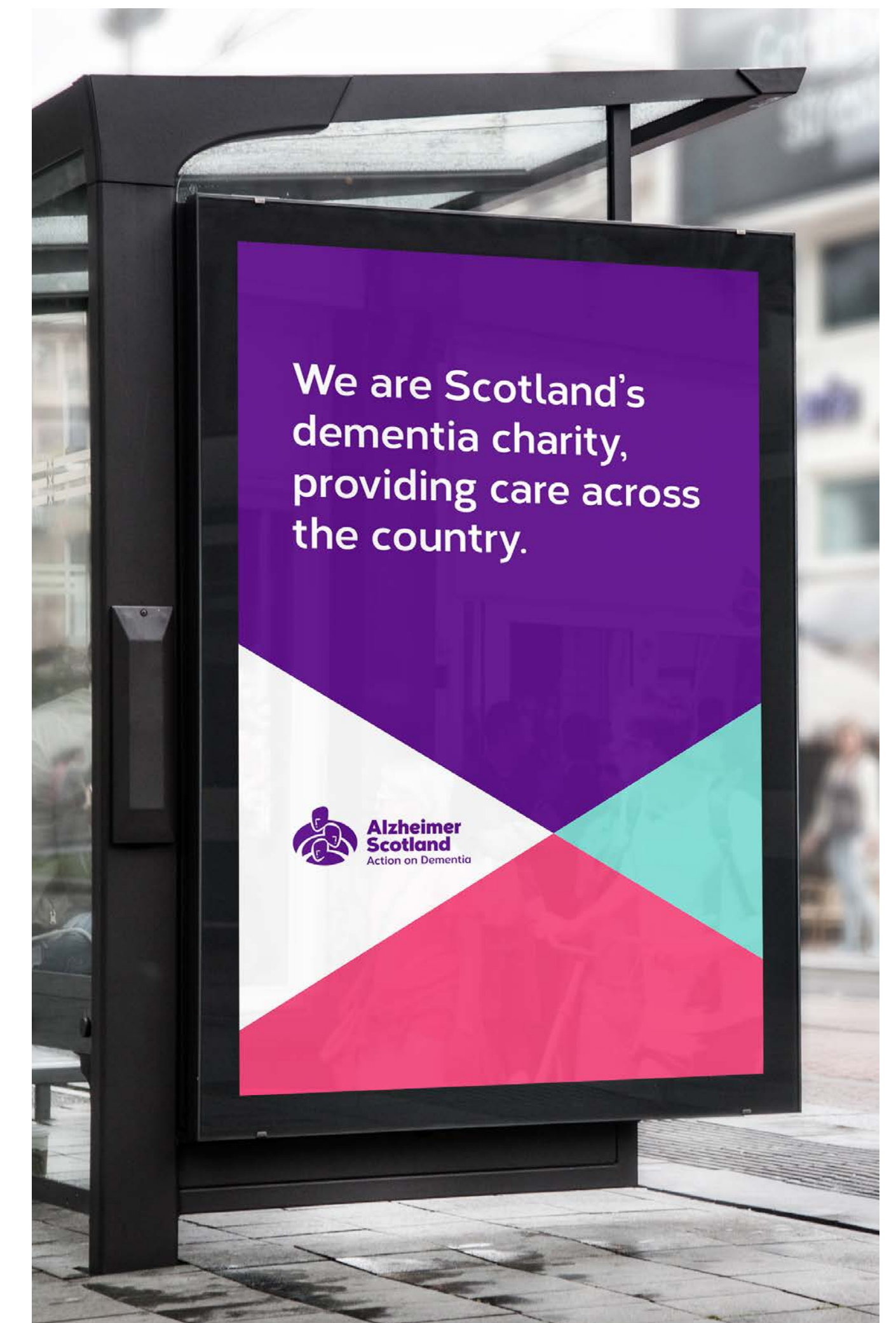
The angles themselves are all made from a **60° structure**, which takes its influence from the Scottish Saltire.

Where feasible this should be adhered to as closely as possible. However, if this cannot be done (for example: the limited space available in website design) the angles can be edited, to be softer or more suitable for the space.



# The angular device

Where feasible this should be adhered to as closely as possible. However, if this cannot be done (for example: the limited space available in website design) the angles can be edited, to be softer or more suitable for the space.

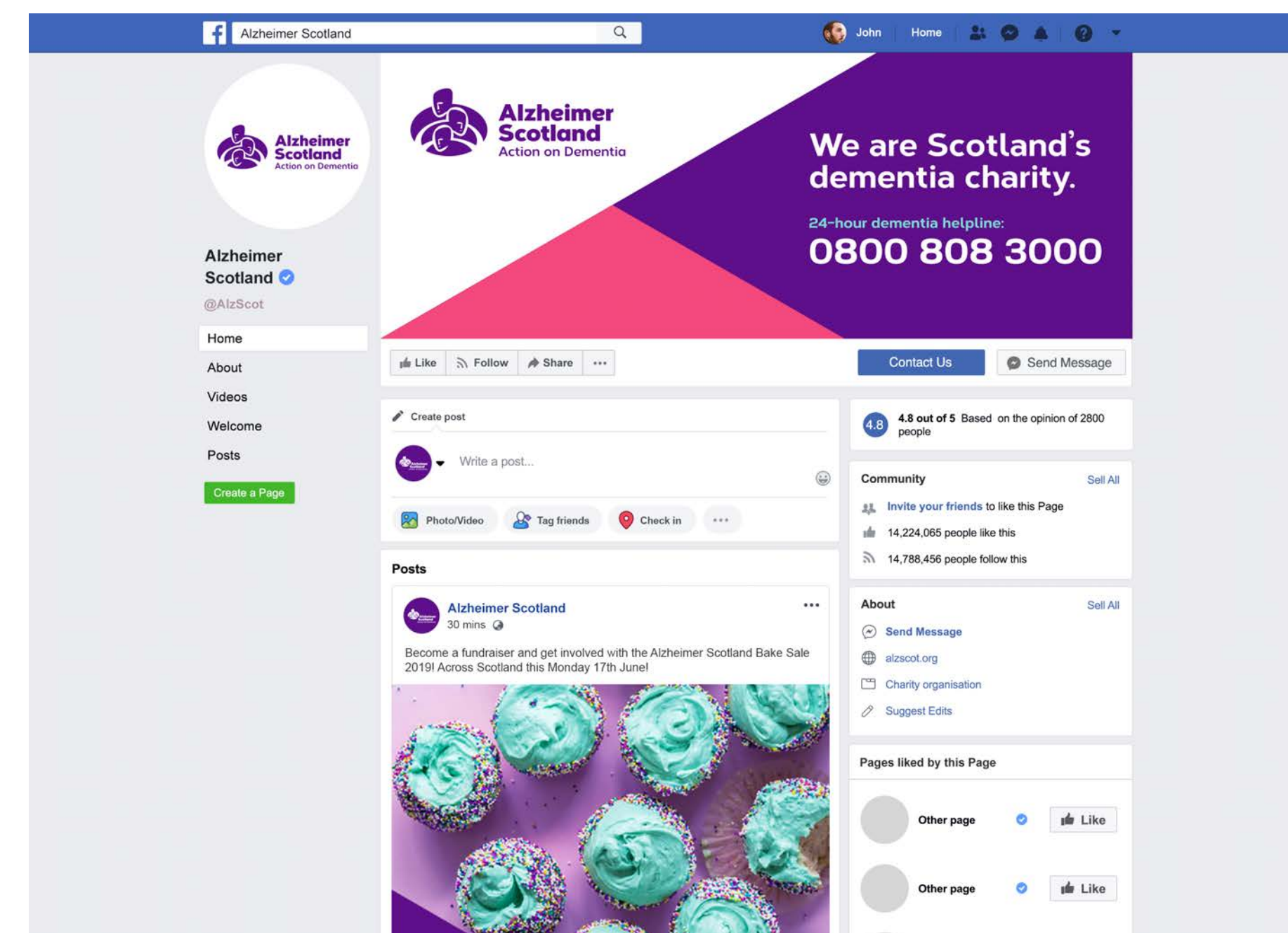
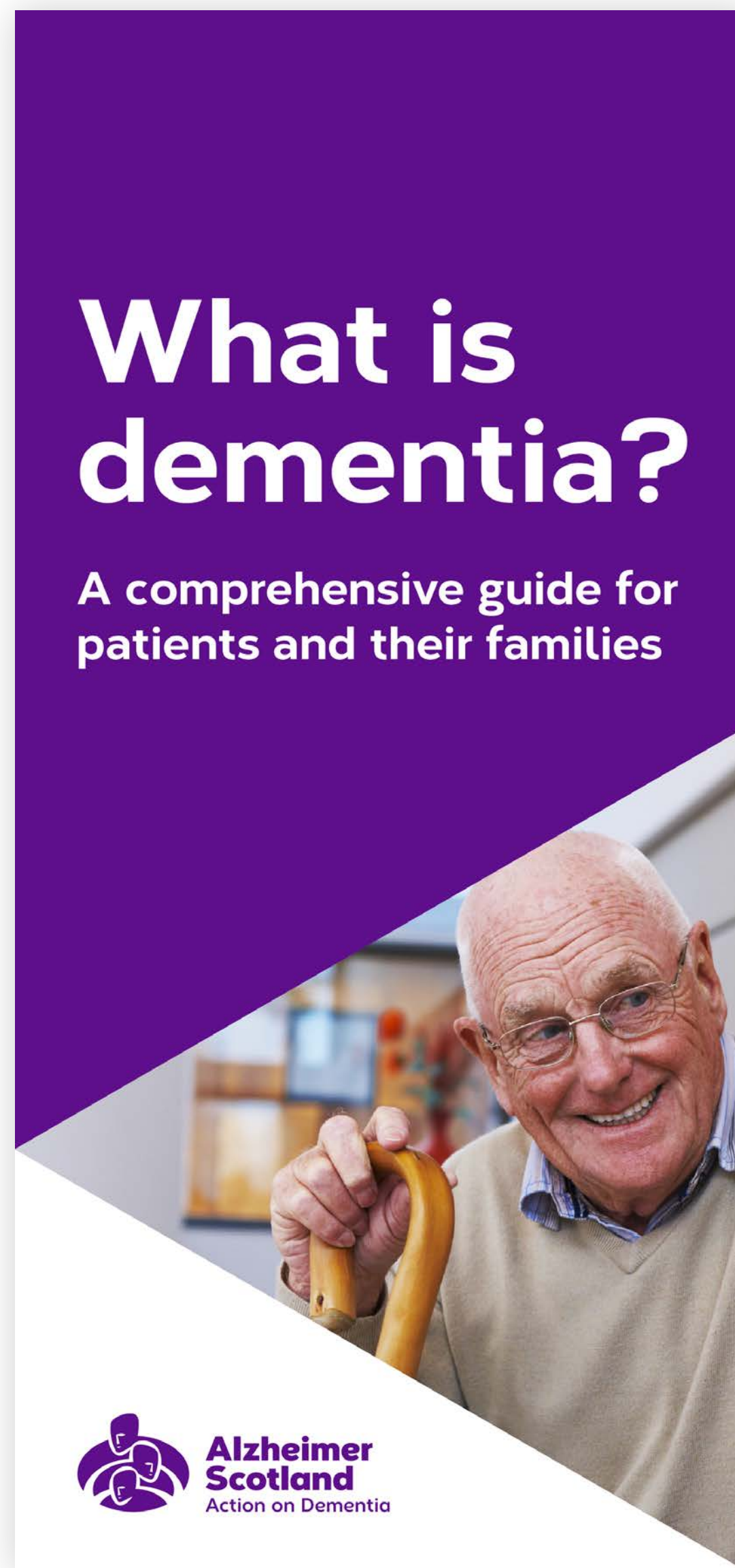




# The angular device

Use this device to split the logo, call to action or title, and any photography being use, into three separate, triangular 'zones'.

This consistent design system brings clarity to our communications, whilst making them bold and instantly recognisable as an Alzheimer Scotland document.





# Typography

Corbert is the font family used for Alzheimer Scotland. We use Corbert Medium for body text and Corbert Extrabold for headings.

There are no hard and fast rules on the application of typography for Alzheimer Scotland outside the type hierarchy – medium is always used for body copy and extra bold is always used for headings, as shown in the example below.

Verveine should only be used on print materials as small highlighting text, and never used digitally. For example: used as the strapline or to highlight important information on a leaflet or infographic which is less than 10 words.

The system typeface we use is Arial. This should be restricted to use when writing letters and emails, and circumstances when Corbert isn't available.

## Corbert Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@£\$%^&\*()

## Corbert Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**  
**!@£\$%^&\*()**

## Verveine

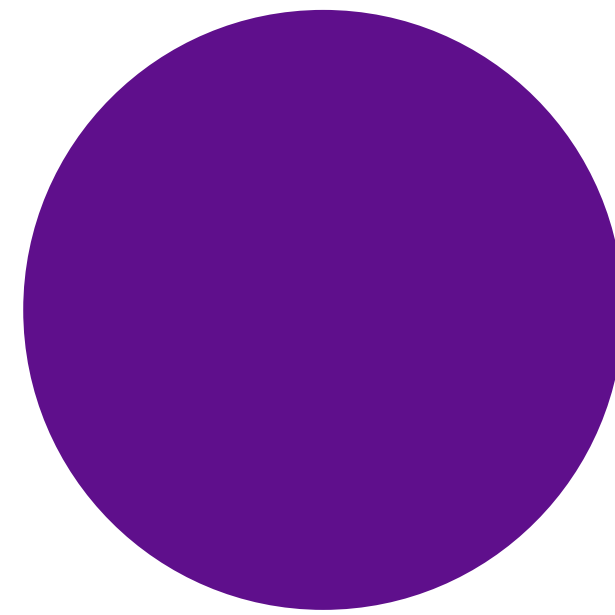
ABC(DEF(ghi)JKLMNO PQRSTU VWXYZ  
abcdefghijklmnopqrstu vwxyz  
1234567890  
!@£\$%^&\*()

# Colour palette

This is the colour palette for Alzheimer Scotland. It is broken into three tiers; **core brand colour** (AlzScot purple), the **secondary palette** and finally a **grey palette**.

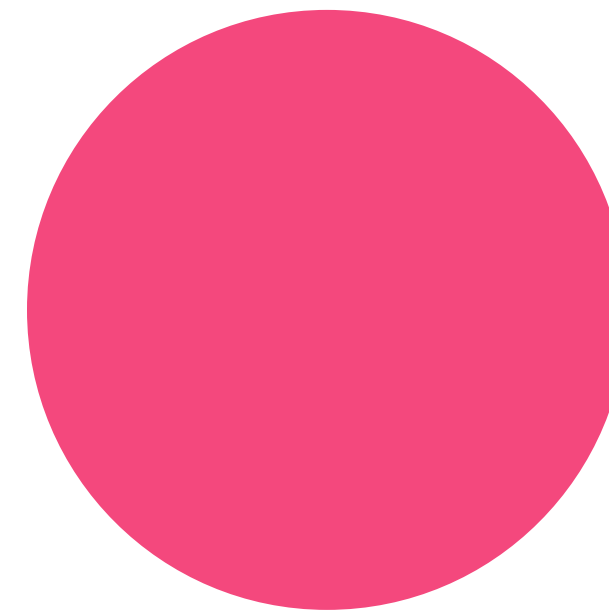
Purple is Alzheimer Scotland's overall brand colour and should always appear more than any other colour, but the secondary palette has been added to support this and offer some flexibility when it comes to producing designs.

## Core Brand Colour

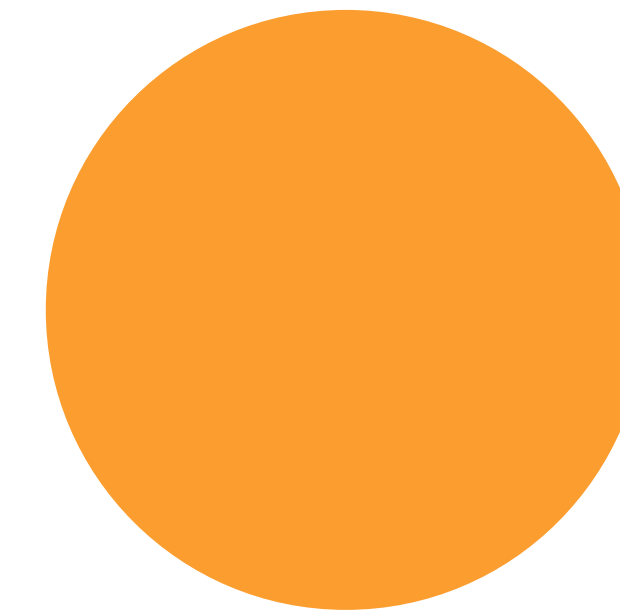


# 5F0F8C  
R:95 G:15 B:140  
C: 82 M:100 Y:0 K:0

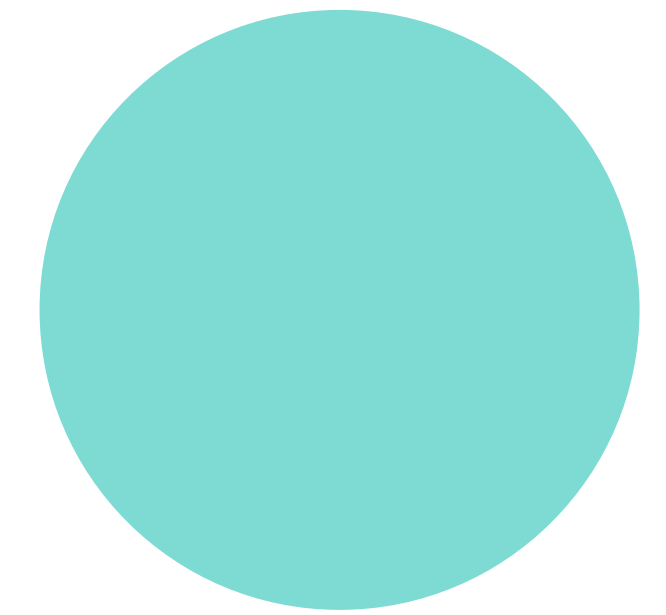
## Secondary Palette



# F5477D  
R:244 G:72 B:125  
C: 0 M:83 Y:23 K:0

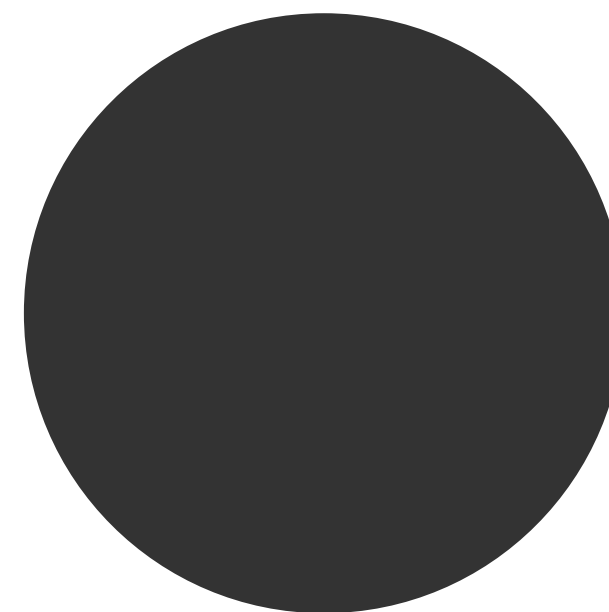


# FC9E2F  
R:252 G:158 B:47  
C: 0 M:46 Y:85 K:0

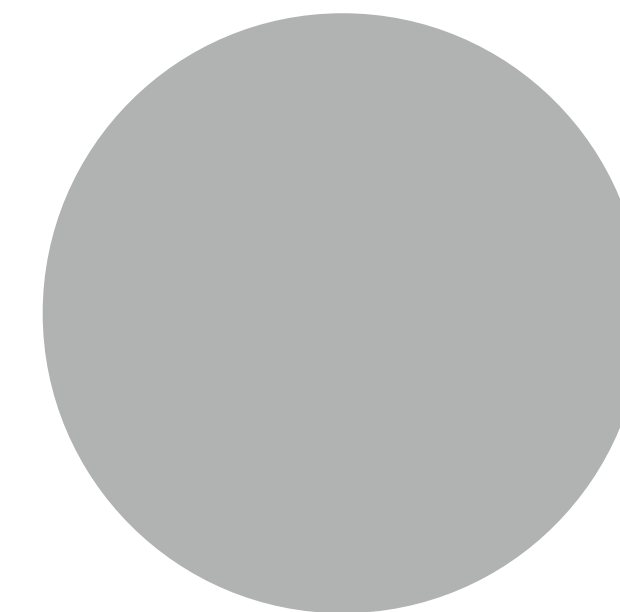


# 7DDBD4  
R:125 G:219 B:212  
C: 51 M:0 Y:24 K:0

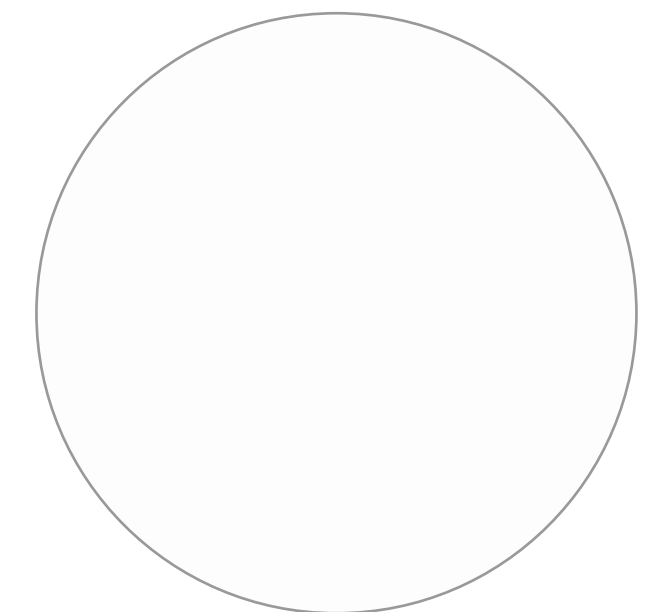
## Grey Palette



# 333333  
R:51 G:51 B:51  
C: 69 M:60 Y:56 K:66



# B1B3B3  
R:177 G:179 B:179  
C: 33 M:24 Y:26 K:4



# FDFDFD  
R:253 G:253 B:140  
C: 0 M:0 Y:0 K:0

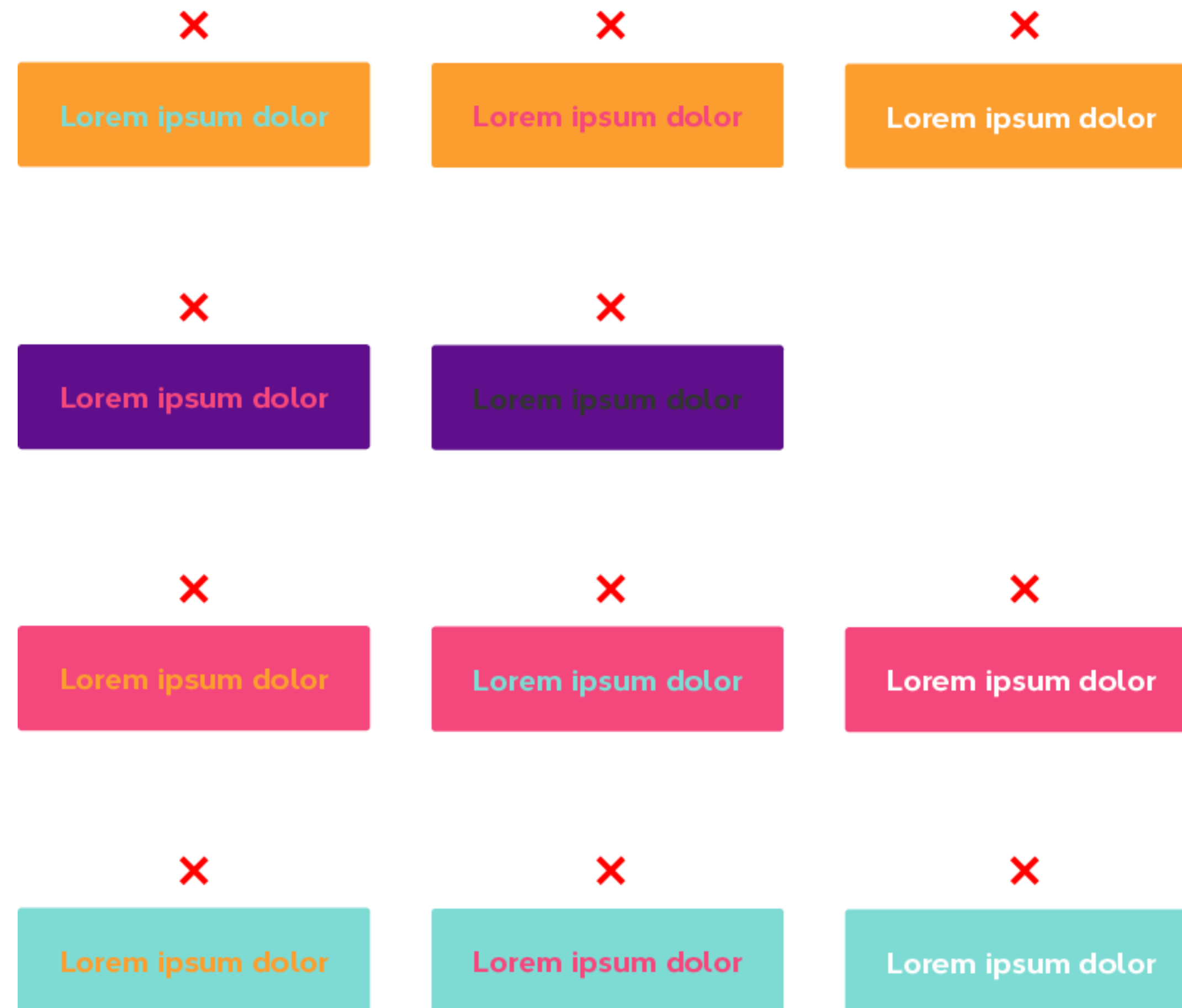


# Colour palette

## Inaccessible colours

In order to be accessible, certain combinations of our colour palette should be avoided.

When using text, or our logo on a background, **avoid** these colour combinations.





# Photography

We are **compassionate, person-centred** and **always there** for people, if and when they need us. Tonally, we are **genuine** and **trustworthy**. Our style of photography reflects this.

We use imagery that is genuine and candid. The images should be people-focused, in a documentary style.

Choose imagery that reflects what you are trying to communicate whilst keeping to this style. It doesn't always have to be sad. We want to show that, with the right support, people can still live fulfilling lives.

We are proud of our Scottish roots, but do not want to be clichéd with this.

Remember to reflect the fact that **dementia impacts people of all ages, genders and races**.





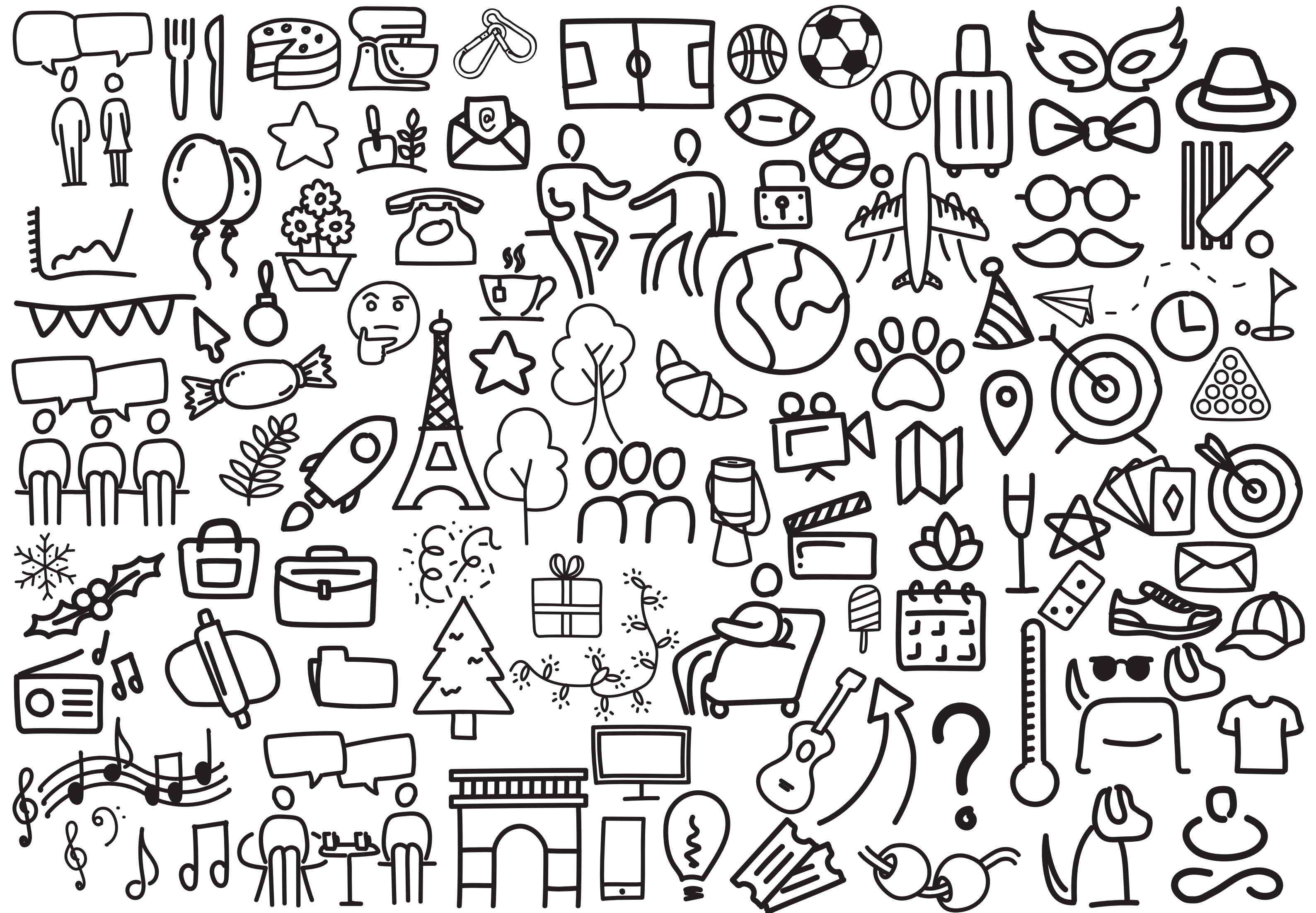
# Freehand illustrations

We use freehand illustration throughout our brand as a way of creating visual impact, amplifying our message and creating small pop-outs. In communications they help us create empathy, and they can even soften difficult subjects when used correctly.

We can use this illustration style to communicate any subject.

These illustrations can be created in any of the brand colours but must always be used at a suitable contrast against a background colour for clarity.

They should be used as small highlights to enhance the message being delivered and never as the full artwork.





## How we talk about what we do

We talk about our work using **positive**, **compassionate** and **simple** language. We are the leading dementia charity in Scotland and we campaign for the rights of people with dementia, their carers and families. The charity invests in research to, not only help to identify preventative measures, but ultimately to find a cure for dementia and help people with a current diagnosis to live well today.

With the help of our supporters and volunteers, we will do everything possible to be there for people affected by dementia whenever, and wherever they need us.

We talk in a way that is:

- **Empowering**
- **Engaging**
- **Supportive**
- **Genuine**

# How we talk about what we do

Empowering

We say:

**'You can live well with dementia'**

Not :

**'Having dementia will alter your life and you will need help'**

We want to give people confidence to live with, and speak about dementia – be it as a person with dementia, a carer or family member, fundraiser or the many other people who interact with our organisation.

# How we talk about what we do

Engaging

We say:

**'Thanks for your email – it's nice to hear from you'**

Not :

**'Thank you for your correspondence dated XX-XX-XX'**

We want people to feel comfortable interacting with us as a group of people who care about them, not a faceless, corporate machine.



# How we talk about what we do

Supportive

We say:

**'Dementia does not yet have a cure, but people can be supported to live well with dementia for many years'**

Not :

**'Dementia is a terminal illness that will, eventually, lead to death'**

Whilst we believe there will one day be a cure for dementia, our charity exists to help people lead a fulfilling life in the here and now.

# How we talk about what we do

Genuine

We say:

**'We're here to help, no matter what'**

Not :

**'We provide an integrated support pathway for PLWD'**

Say what you mean using language that an 11 year old would understand. It is possible to use medical terminology as long as it is well defined, but avoid jargon.



# Writing to be easily understood

The Flesch Reading Ease Scale uses a simple formula to measure a document's readability and gives it a score of between 0 and 100. A high score indicates that the text is easy to read.

The average reading age in Scotland is 11. This means that anything written for the public should have a reading score of 90–100. Mass market newspapers fall into this range.

Broadsheets like The Telegraph or The Guardian aim for scores of 70 to 90, so are readable by 12–13 year olds. A typical best-selling novel can be read by 8–10 year olds.

Flesch Score	Readability level
90-100	Very easy (easily understood by an average 11-year-old)
80-89	Easy
70-79	Fairly easy
60-69	Standard (easily understood by 13 to 15-year-olds)
50-59	Fairly difficult
30-49	Difficult
0-29	Very difficult (suitable for university graduates)



## How to set it up in Microsoft Word

1. Go to **File > Options**.
2. Select **Proofing**.
3. Under **When correcting spelling and grammar in Word**, make sure the **Check grammar with spelling** check box is selected.
4. Select **Show readability statistics**.

If you are not writing in Microsoft Word, [click this link](#) to use an online checker

# Questions

If you have any questions about this guide, please contact the Communications and Marketing team: [comms@alzscot.org](mailto:comms@alzscot.org)

**Thank you.**