

Scotland Celebrates...

**2020 INTERNATIONAL YEAR  
OF THE NURSE AND THE MIDWIFE**

# Visual Identity

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## 2020 marks the International Year of the Nurse and the Midwife.

A Scotland specific version of the visual identity is available for use in all communications relating to the 2020 International Year of the Nurse and Midwife.



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## Alternative Formats

The identity is available in a range of treatments:



And in a choice of file formats:



Reverse treatment

# Visual Identity: reversed out

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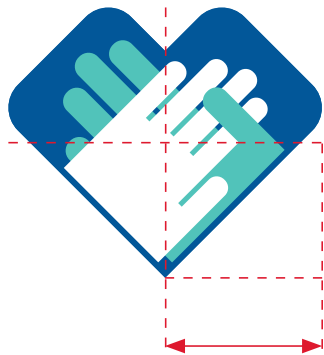
# Visual Identity: reversed out - mono

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# Exclusion zone and minimum size

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The exclusion zone is half of the width of the heart and hands symbol in all directions.



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## Minimum size



The identity should appear no smaller than 25mm.

# Colour Palettes

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## Primary palette



Green  
C63 M0 Y32 K0  
R90 G190 B186

Blue  
C98 M73 Y12 K0  
R16 G76 B145

## Secondary palette



Purple  
C73 M83 Y0 K0  
R102 G65 B147

Red  
C0 M100 Y88 K7  
R216 G8 B33

Gold  
C0 M20 Y68 K0  
R254 G208 B102

## Tertiary palette



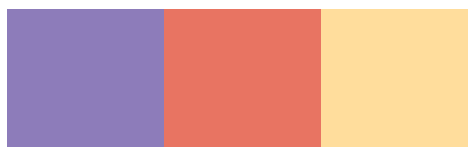
Grey  
C38 M27 Y19 K3  
R168 G174 B188

### 66% tints



Green  
C42 M0 Y21 K0  
R161 G213 B212

Blue  
C65 M48 Y8 K0  
R108 G127 B181



Purple  
C48 M54 Y0 K0  
R152 G127 B185

Red  
C0 M66 Y57 K4  
R230 G115 B96

Gold  
C0 M13 Y44 K0  
R255 G225 B161



Grey  
C27 M18 Y13 K2  
R197 G201 B211

### 33% tints



Green  
C22 M0 Y11 K0  
R209 G233 B232

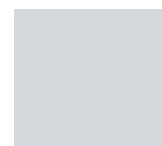
Blue  
C34 M25 Y4 K0  
R179 G184 B217



Purple  
C24 M27 Y0 K0  
R190 G182 B216

Red  
C0 M33 Y29 K2  
R244 G188 B172

Gold  
C0 M7 Y22 K0  
R255 G240 B210



Grey  
C14 M9 Y7 K1  
R226 G227 B232

# Typography

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## Cooper Hewitt

Available from: [www.fontsquirrel.com/fonts/cooper-hewitt](http://www.fontsquirrel.com/fonts/cooper-hewitt)

### Cooper Hewitt Light

abcdefghijklmnopqrstuvwxy 1234567890

ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890

### Cooper Hewitt Book

abcdefghijklmnopqrstuvwxy 1234567890

ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890

### Cooper Hewitt Medium

abcdefghijklmnopqrstuvwxy 1234567890

ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890

### Cooper Hewitt Semibold

abcdefghijklmnopqrstuvwxy 1234567890

ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890

### Cooper Hewitt Bold

abcdefghijklmnopqrstuvwxy 1234567890

ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890

### Cooper Hewitt Heavy

abcdefghijklmnopqrstuvwxy 1234567890

ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890

## Typography - headlines

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# Scotland is celebrating the International year of the Nurse & Midwife

Headlines can be reversed out of a wide bar as shown above. This can be done in several ways, but the examples shown here use modified underlining.

Here the text is 36 pt in size and the underline is set to a thickness of 45 pt with a -11.25 pt offset, this allows the ascenders and descenders to sit within the bar. The leading is sufficient to allow a gap between the lines, in this case 49.5 pt.

If the headline allows, it should be split as it is here, with the second part aligned right and the bars in one of the secondary colours. The headlines should frame the background image as shown on the next page.

**Get Involved at:**

**#ScotNurses2020**

**#ScotMidwives2020**



# Example Layouts

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## A4 Poster layout



# Example Layouts

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## Social Media Post



### Example post:

2020 is the International Year of the Nurse & the Midwife. Let's seize this opportunity to shine a light on the incredible work #nurses & #midwives do around the world!

**#scotNurses2020 #scotMidwives2020**

# Useful Links

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Further information, key messages and assets are available from:

 <http://www.ournhsscotland.com>