

Brand Guidelines



THE BRAND GUIDELINES FOR
SCOTTISH QUALITY CROPS

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Our brand is the signature of Scottish Quality Crops. It’s how our members, stakeholders and others recognise and perceive the organisation. These guidelines are to ensure the brand is consistently represented and positioned, no matter the media format or where it is being used.

About SQC

Scottish Quality Crops (SQC) is Scotland’s quality assurance body for combinable crops. SQC assurance illustrates to buyers that crops have met high standards of food safety, quality and good practice at farm level.

The scheme is voluntary, but over 90% of Scotland’s crop growers choose to be members of the scheme. This is because SQC provides a single certification that demonstrates quality assurance to a wide range of global markets, from malting for the drinks industry, milling for flour to biofuels.

Maltsters, millers, biofuel plants and others in the supply chain can use this quality assurance to demonstrate the world-class standards of the primary producer to their customers and the end consumer. It means growers don’t need to undertake multiple audits from those they are selling to, to demonstrate the same standards.

SQC assurance also promotes traceability in the food supply chain, so markets and consumers have confidence in the quality and origin of the products they buy.

Purpose

SQC works with the whole supply chain to support Scotland’s crop growers to access the widest available and most lucrative markets and industry development opportunities. This is underpinned by a cooperative board from across the supply chain, and SQC has also established a Scottish Crops Supply Chain Hub which includes a wider representation from the supply chain.

Both of these allow for an easy flow of communication up and down the supply chain so that the standards set by SQC are relevant to what’s needed, will give the widest market access, adapting, adding and removing standards as needed.

SQC takes on key supply chain challenges, such as a change in market access or rodenticide use, at industry level so growers don’t need to take them on individually at farm level. SQC is also sometimes called on to be a collective voice for growers to offer knowledge and insights to industry or policy makers. Importantly, SQC is not a lobbying organisation. Nor is it a levy board.

SQC shares relevant news of industry developments and insights through digital and social media channels

Vision

To put Scotland’s crops at the forefront of the premium UK, European and global markets.

Introducing SQC's identity

The main logo is a combination of the SQC icon and accompanying wording (in full) Scottish Quality Crops. The wording is coloured in the SQC Blue (top line) and SQC Gold (lower line) as outlined below. Please refer to page 12 of this guide to the specific colour palette utilisation.

Main Logo – Landscape



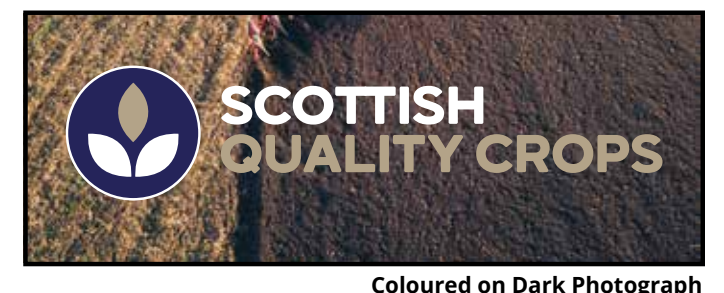
The landscape format should be the PRINCIPLE use of the SQC logo. The SQC icon is placed to the left of the text and the text should be ranged left. The main logo should always be in the SQC Blue and SQC Gold. The colours of the text should ALWAYS remain as indicated above except where placed on a coloured background when the one line should be adjusted to White to suit background (see examples). There should be clear space surrounding the logo to maintain visual integrity.

Secondary Logo – Vertical



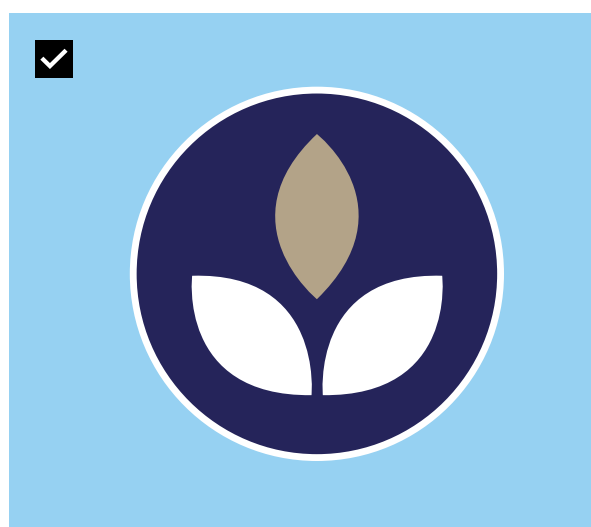
This SECONDARY use of the logo should only be used where the principle landscape version can not be accommodated within the design. Colours of the logo remain as main logo use guidelines. There should be clear space surrounding the logo to maintain visual integrity.

Using the SQC logo on various background types



Using the SQC icon

To graphically support the use of the main logo and for internal documents like continuation sheets or bullet points within a document, the icon can be used on its own. Please refer to page 12 of this guide to the specific colour palette utilisation.



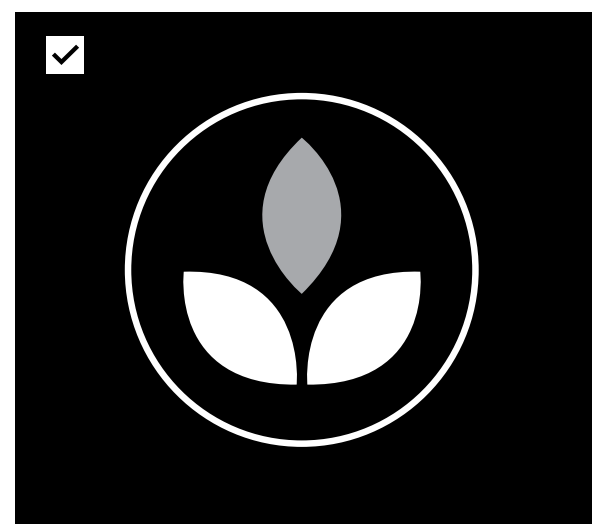
Coloured icon on light background



Coloured icon on dark background



Mono icon on light background



Mono icon on dark background

Do's & don'ts on logo use

DO

The SQC logo and icon can only be utilised in the colour or mono combinations stated within this guide. Please refer to page 12 of this guide to ensure the correct colour palette utilisation.

DO NOT

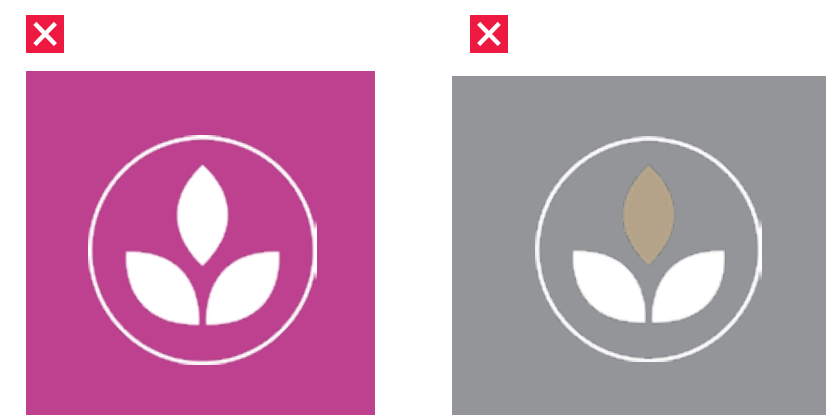
DO NOT reconfigure, stretch, distort or alter the proportions of the elements in relation to each other

DO NOT alter the typeface (see page 8)

DO NOT compromise legibility

DO NOT distort the logo or icon by disproportional stretching or distorting

DO NOT alter the colour or tints of any of the elements other than the variations described within this guide.



Example of incorrect use of colours



Example of incorrect use of colours



Example of incorrect stretching



Example of incorrect use of colours



Icon incorrectly placed on wrong side

Main typography

Main Font

Poppins – The main font range used throughout all SQC media and document formats.

Poppins features strong geometric shapes that offers a modern and uniform stroke width across all letters, creating a clean cohesive appearance.

Poppins is readily available for free via Google fonts:
<https://fonts.google.com/specimen/Poppins>

Alternative Font

Arial – When the Poppins font is restricted or unavailable, Arial can be used and is readily available for both PC and Apple devices.



Our choice of a clean modern and easy to read font reflects our organisation’s strength and demonstrates our honesty in our approach.



Main Font

Poppins Font

Poppins Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Poppins SemiBold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Poppins ExtraBold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Alternative Font

Arial Font

Arial Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Arial Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Arial Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Headline example

Poppins Black – 20–32pt
aAbBcCdDeEfFgG
0123456789£?&%

Subheading example

Poppins Semibold– 18–20pt
aAbBcCdDeEfFgG
0123456789£?&%

Body text example

Poppins Light – 10–12pt
aAbBcCdDeEfFgG
0123456789£?&%

Photo/Image title example

Poppins Light – 8pt
aAbBcCdDeEfFgG
0123456789£?&%



SQC colour palette

Core to the SQC brand are the principle colours SQC Blue and SQC Gold.

The blue represents both the Scottish element and a clear blue sky, ideal for growing crops. And the gold represents the golden colour of the crops and grain.

Consistent use of these colours is essential to the brand’s visual identity. Only use the colour formulas and percentages as specified when designing visual elements.

Infographics & illustration

Simple, clear, professional reflecting brand colours and fonts, and clearly relatable for farmers in Scotland. This is an example of a Member Value Statement designed for SQC using a mix of icons, infographics and text.



Newsletter application



Website application



Video application



Social media application



SQC's preferred platform for social media engagement is **LinkedIn**.

Graphics for posts should follow size guidelines of:

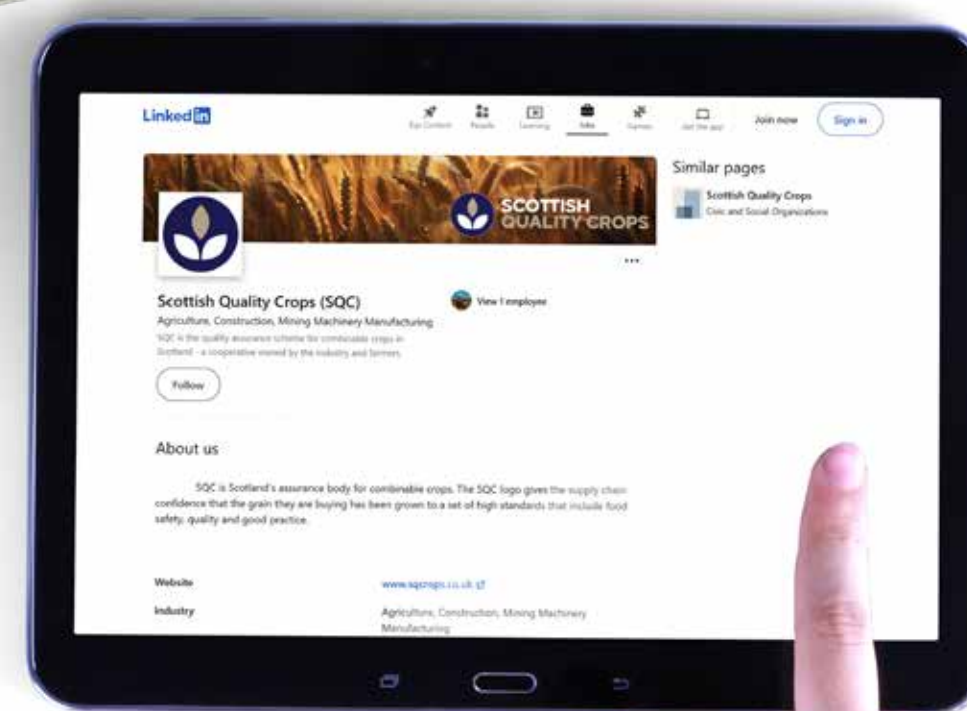
Landscape – 1200 x 627px

Square – 1080 x 1080px

Portrait – 1080 x 1350px

Video format should be set at 1080 x 1080px

If cross posting across multiple social media platforms, such as Facebook, Instagram and X, the common size of 1080 x 1080px allows for a single created image or graphic to be uploaded to all channels without having to re-size.



Event application



Voice and tone



Scottish Quality Crops (SQC) is a quality assurance body for crops grown in Scotland, and its main audience is farmers and stakeholders in the grain supply chain.

All communications should aim to build credibility and trust. The tone of voice should be professional, authoritative, and clear while also being approachable and supportive.

Communications should be 'real' and relatable, using the appropriate level of technical language and terminology, to engage the audience with topics that can be regarded as dry or a burden.

Transparency is also important.

- 🔊 **Professional and authoritative** to establish credibility
- 🔊 **Clear and direct** to give farmers and stakeholders practical, actionable information
- 🔊 **Transparent** to instil trust and confidence
- 🔊 **Supportive and collaborative** to recognise partnership and cooperative approach
- 🔊 **Relatable** to engage

The same tone should be adopted across member communications (written and verbal) the website, social media and the press.

Language, writing style and copy guidelines

- 🔊 Use assessment or audit not inspection
- 🔊 Assessor or Auditor - NOT Inspector
- 🔊 Capitalise Co-op when reference is to SQC Co-op

Common phrases

The supply chain's reassurance, farmers' insurance

Photography

Imagery should be hi-res, professional and clear including people, crops, Scottish arable context.

Where possible images should be high quality, authentic photography commissioned/provided by SQC. Using images capturing growers or SQC at work in their natural environments helps resonate with members and stakeholders.

Where SQC photography is not available, any stock imagery should be appropriate to Scotland (crops, landscapes, clothing etc). Do not use stock imagery that is obviously not located in Scotland. Warm colours/light, outdoor shots work well.



Trademark and copyright

The use of the SQC logo is a trademark of SQC and must be used in its entirety and only when and during the period in which a license to use the logo has been agreed in writing by SQC.



**SCOTTISH
QUALITY CROPS**

www.sqcrops.co.uk

Click icon to follow
SQC on LinkedIn



For any queries on, or approvals required
for use of SQC branding, please contact:

Email: info@foodassurance.co.uk
Website: sqcrops.co.uk