

SFNC brand guide

Logo



Scottish Forum on
Natural Capital

Typography

Rambla Alt Oscura

Logo font, also used for headings on marketing collateral

Myriad Pro

Copy font, used for text on marketing collateral

Calibri

Copy font, used for text on Word, Powerpoint, etc

Palette

CMYK:
74/77/41/39
RGB:
7/55/80
Hex
#473750

CMYK:
50/57/11/0
RGB:
147/120/169
Hex
#9378A8

CMYK:
5/41/40/23
RGB:
122/121/122
Hex
#7A797A

SFNC route to impact

Route to impact palette:

CMYK:
88/59/11/0
RGB:
38/98/172
Hex
#2662AC

CMYK:
83/21/61/5
RGB:
0/140/117
Hex
#008C75

CMYK:
11/95/93/2
RGB:
209/39/33
Hex
#D12721

CMYK:
0/55/98/0
RGB:
241/136/3
Hex
#F18803

SFNC hubs

Navigators logo



Marine
Natural Capital
Navigators

Navigators palette

CMYK:
55/12/10/0
RGB:
45/456/93
Hex
#79BAD9

CMYK:
74/20/16/2
RGB:
38/98/172
Hex
#2D9CC1

Enablers logo



Digital
Enablers
for Natural Capital

Enablers palette

CMYK:
8/78/45/1
RGB:
22/85/104
Hex
#DD5568

CMYK:
13/94/69/3
RGB:
206/42/63
Hex
#CE2A3F

Connectors logo



Sustainable
Land Management
Connectors

Connectors palette

CMYK:
54/4/63/0
RGB:
133/189/235
Hex
#85BD7D

CMYK:
78/7/87/0
RGB:
44/161/79
Hex
#2CA14F

Pioneers logo



Nature
Finance
Pioneers

Pioneers palette

CMYK:
3/47/71/0
RGB:
239/154/85
Hex
#EF9A55

CMYK:
7/66/87/0
RGB:
227/11/46
Hex
#E36F2E

Logo lockup



Scottish Forum on
Natural Capital



Marine
Natural Capital
Navigators



Digital
Enablers
for Natural Capital



Sustainable
Land Management
Connectors



Nature
Finance
Pioneers