Inverclyde Ukrainian Club



BRAND GUIDE · ПОСІБНИК ЗІ СТИЛЮ

One Club, *one look*

Our name, logo, colours and ready-made files, why our older banners look different, and how to make new things that sit well beside them.

Inverclyde Ukrainian Club SCIO
Scottish Charity SC054758

All files online:
uaclub.org.uk/about/our-look/

Version 1
12 October 2026

START HERE

Why this guide

People meet the Club in many places: at a stand, on a poster, on Facebook, on the website. They should always feel it is the same Club.

Our first banners, stands and posters use an **earlier design**: a blue gradient, "Inverclyde" in light blue, "Ukrainian Club" in bold yellow, a sunflower with a Scottish thistle, and a bouquet of sunflowers. The website uses the **current design**: navy and cream, the sunflower on a royal-blue disc, and the Literata and Golos fonts.

We do not throw the old materials away. Instead:

- the website now carries the **sunflower bouquet and the thistle** from the old banners, so both looks share the same flowers;
- the page **uaclub.org.uk/about/our-look/** shows both designs and says plainly they are the same Club;
- everything new (banners, posters, Facebook images) is made in the current design, with the bouquet and the thistle.



Earlier logo. Keep using existing items until they wear out.



Current logo. Use it for everything new.

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PART 1

Our name

USE	WRITE
Official (letters, grants, invoices, print)	Inverclyde Ukrainian Club SCIO · Scottish Charity No. SC054758
Everyday	Inverclyde Ukrainian Club. The first time in full; after that "the Club" is fine.
In Ukrainian	Український клуб Інверклайду
Address	Dutch Gable House, 14 William Street, Greenock PA15 1BT
Online	uaclub.org.uk · hello@uaclub.org.uk
One sentence about us	A Ukrainian cultural, educational and community charity in Greenock, open to everyone.

> Scottish law asks a charity to show its name and charity number on its website, letters, emails, adverts, invoices and fundraising material. The ready-made files already include them.

PART 2

The logo

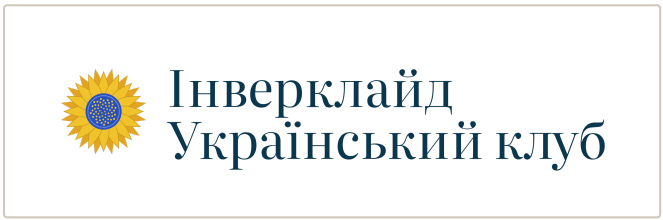
A sunflower on a royal-blue disc, with the name beside it. Download every version from **uaclub.org.uk/about/our-look/**.



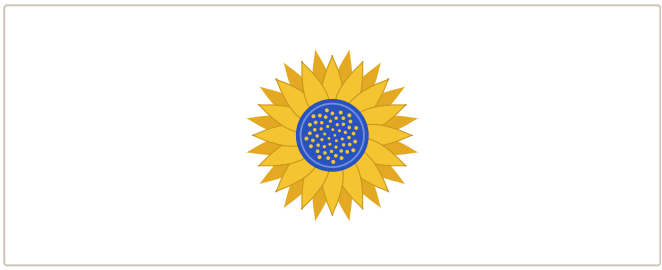
Navy: on white, cream or light photos. PNG, or PDF for print.



Cream: on navy or dark photos.



Ukrainian: for Ukrainian-only material.



The sunflower alone: Facebook profile picture, stickers, small spaces.

Simple rules

- Leave clear space around the logo, at least the width of the sunflower's centre.
- Not smaller than 3 cm wide in print, or 120 pixels on screen. Smaller than that, use the sunflower alone.
- Never stretch, recolour, outline or add shadows. Never place it on a busy part of a photo.
- Do not mix the old and new logos on the same new item.

The bridge: bouquet and thistle

The sunflower bouquet and the sunflower-with-thistle come from our earlier banners. They are decoration, not the logo. Use them to make new items feel related to the old ones: the website footer, the new banner and the posters all use them. You can see them on the cover of this guide.

PART 3

Colours and fonts

Navy
#0E3A52
CMYK 83 29 0 68
Main colour

Sunflower yellow
#EBC24A
CMYK 0 17 69 8
Accent

Cream
#F7F4EE
CMYK 0 1 4 3
Backgrounds

Sky blue
#7FC3F0
CMYK 47 19 0 6
From the earlier design: thistle, details

Royal blue
#2A52BE
CMYK 78 57 0 25
Logo disc only

> CMYK numbers are a starting point. For anything large or expensive, ask the printer for a proof (a test print) first.

Fonts

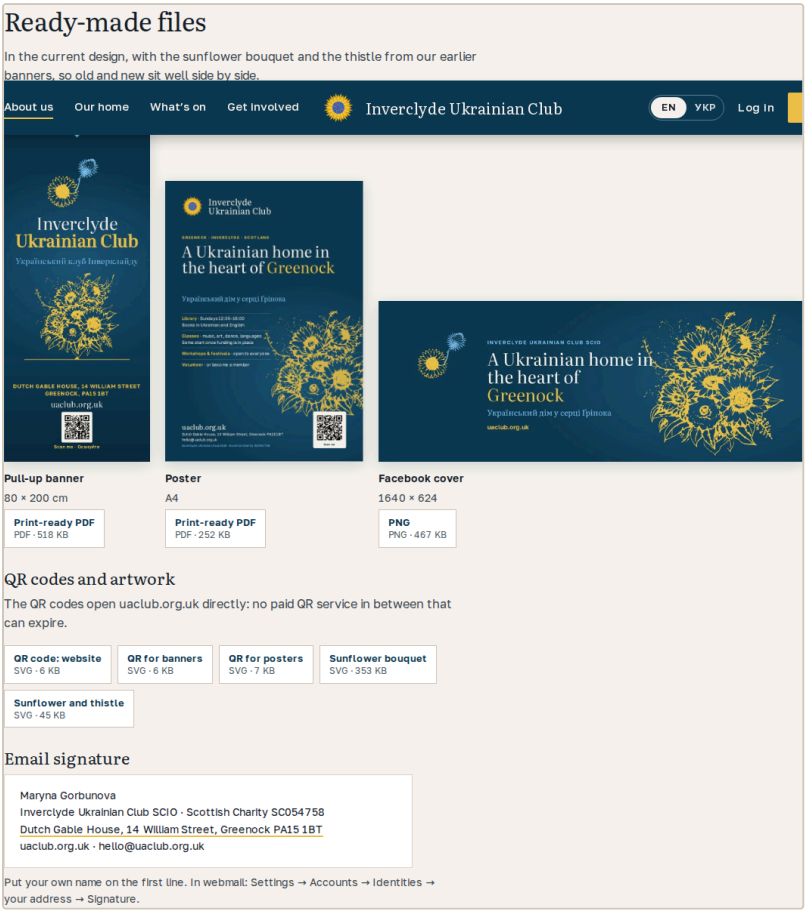
FONT	USE
Literata	Headings and the Club's name. Free from Google Fonts; has all Ukrainian letters (Ґ, Ї, Є).
Golos Text	Everything else. Free from Google Fonts; has all Ukrainian letters.

In Canva or Word, if these fonts are not available, use Georgia for headings and Arial for text.

PART 4

Ready-made files

All on **uaclub.org.uk/about/our-look/**, under **Ready-made files**. Click a file to download it.



The **Ready-made files** section of the brand page.

FILE	FOR
Pull-up banner, 80 × 200 cm (PDF)	Stands, events, the library entrance.
Poster, A4 (PDF)	Noticeboards, libraries, shops, churches.
Facebook cover, 1640 × 624 (PNG)	The top image of the Club's Facebook page.
Logos (PNG, PDF, SVG)	Partners' websites, grant reports, programmes.
QR codes (SVG)	Anything printed. They open the website directly.

PART 5

Order a new pull-up banner

1. Download **Pull-up banner · Print-ready PDF** from the brand page.
2. Choose a printer (local or online) that sells "roll-up" or "pull-up" banners with a stand, **800 × 2000 mm**.
3. Upload the PDF. If the printer's stand is a different size (for example 850 × 2000 mm), write to hello@uaclub.org.uk and we will make a matching file.
4. If the printer asks for **bleed** (extra edge), ask them to add it: the background colour can be extended safely.
5. Ask for a **digital proof** and check the name, the charity number, the address and that the QR code opens uaclub.org.uk.
6. Keep the old banner. Both can stand side by side: they share the sunflower bouquet.



The new banner.

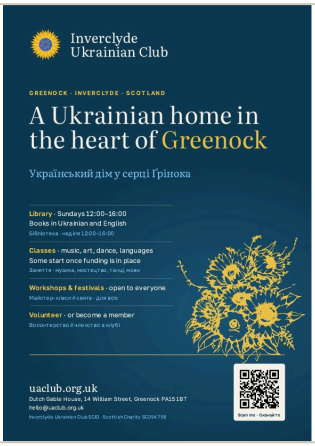
PART 6

Posters

The A4 poster introduces the Club: library hours, classes, workshops and volunteering, with a QR code. Print it at home or in a print shop on matt paper; choose "actual size" and "print backgrounds".

For a **single event**, make the poster in Canva or Word with the same look:

- navy background, cream text, one yellow word in the heading;
- the cream logo top-left;
- the bouquet in a corner (download "Sunflower bouquet");
- at the bottom: the website, the address, "Inverclyde Ukrainian Club SCIO · Scottish Charity SC054758", and the QR code;
- English and Ukrainian, both written with care.



The A4 poster.

PART 7

Facebook

1. Download **Facebook cover · PNG** and the sunflower alone (**SVG** or the stacked logo PNG).
2. On the Club's Facebook page: click the cover photo → **Edit cover photo** → **Upload photo**. Choose the cover file and save.
3. Profile picture: click the round picture → **Choose profile picture** → upload the sunflower. Keep the whole sunflower inside the circle.
4. In **About**, check the name, the address and the website: **https://uaclub.org.uk**.



The new Facebook cover. On a phone the edges are cropped, so the text sits in the middle.

PART 8

Email signature

Every email from the Club should end the same way:

> Maryna Gorbunova
> Inverclyde Ukrainian Club SCIO · Scottish Charity SC054758
> Dutch Gable House, 14 William Street, Greenock PA15 1BT
> uaclub.org.uk · hello@uaclub.org.uk

1. In webmail: **Settings** (gear) → **Accounts** → **Identities**.
2. Click your address, find **Signature**, paste the four lines above with your own name on the first line.
3. Do the same for each address you send from (events@, library@ and so on).

PART 9

QR codes

> **The QR code on the old banner** goes through a paid service (qrco.de) to the Club's Facebook page. If that service's subscription ends, the code stops working, and it never reaches the website.

The new QR codes open **uaclub.org.uk** directly. Nothing in between can expire. There are three, so the Club can see in the website statistics where visitors came from:

FILE	USE ON
QR code: website	Anything (leaflets, programmes, cards).
QR for banners	Banners and stands.
QR for posters	Posters.

For the old banner: print the banner QR code on a sticker (at least 4 × 4 cm, cream background) and place it over the old code.

PART 10

Checklist: one Club everywhere

- [ ] Website: current logo, bouquet in the footer, brand page linked from the footer. **Done.**
- [ ] Facebook: new cover and the sunflower as the profile picture; website in About.
- [ ] Eventbrite organiser page: the sunflower as the logo; same name and website.
- [ ] Email signatures on every address the Club sends from.
- [ ] Old banner: sticker with the new QR code over the old one.
- [ ] Next banner or stand: the print-ready file from the brand page.
- [ ] Partners who show our logo: send them the current logo (navy PNG).

> Questions, or need a file in another size? Write to **hello@uaclub.org.uk**.