

Using the SMSA Logo

Understand how to use the SMSA logo correctly in your promotional materials

The SMSA logo is an important part of our brand—used in all our internal and external communications—and the Association has put together this simple guidance to help our members, partners, funders and members of the media use our logo correctly.

SMSA has two versions of its logo (pictured below), one for generic use and one for use by official SMSA Shed Members on their websites, social media accounts, leaflets, posters and other promotional materials.



Generic SMSA Logo



SMSA Shed Member Logo

The SMSA logo must not be altered, recoloured or the shape changed in any way—the logo(s) must appear exactly as shown above.

Our logos must not be shared with any third party without prior discussion with the Association.

When using the logo(s) online, please hyperlink the logo to signpost to the SMSA website at www.scottishmsa.org.uk.

Logo Requests

To protect the use of our logo, requests (for each use) must be made in writing to SMSA at comms@scottishmsa.org.uk to obtain the logo in the appropriate size and format you require and detail what the logo will be used for.