

Anniversary Branding

Available to be used from 2nd November 2026.

To mark our 110th anniversary in 2027, we've created special new anniversary branding to celebrate this milestone.

This branding isn't intended to replace our current logo, instead, it's designed to be used alongside it, giving us a way to mark the occasion while keeping our core identity intact. It's only available for use until the end of 2027, after which we'll return to using our main SWI logo as usual.

If you're not sure which file is the most up to date, or have any questions regarding the SWI anniversary branding or about our 110th anniversary celebrations, please email hello@theswi.org.uk.



Celebrating **110 years** of supporting
women across Scotland through
friendship, learning and fun



Anniversary Branding Guidelines

- Please ensure there is adequate space between the edge of the page you are printing on and where the anniversary branding begins.
- Please ensure that the main SWI logo and anniversary branding do not overlap and there is a clear space between them when using them on posters and flyers.
- When using the anniversary branding on an A4 poster or A5 flyer, please ensure it is not smaller than 3.65cm x 3.65cm as to ensure the text is still legible.
- Please don't create your own anniversary branding, it is important to always use the files supplied by the central office, never use a screenshot, download it from a PDF, or draw it.
- When using multiple logos or design elements please ensure there is appropriate space between them.
- Don't use the anniversary logo on a dark blue background, as some of the text will not be legible

Anniversary Branding - Do and Don't

Do

- Use the supplied file at its original proportions
- Place it on a plain, uncluttered background
- Ask central office if you need to be sent the file again
- Make sure the branding is clear and legible

Don't

- Stretch, squash, crop, rotate, flip, or tilt the anniversary branding
- Recolour the anniversary branding or add gradients, outlines, or shadows
- Combine the anniversary branding with other logos into a new badge
- Make any changes to the design or style of the anniversary branding



Additional Information

- Creating promotional items and merchandise using the new anniversary branding is prohibited. The central office is currently exploring this, and more information will be available at a later date that will confirm what items will be available for sale on the SWI shop.
- Should you wish to use the anniversary logo as your Facebook cover, you can do so by clicking the camera icon next to your current cover photo and then selecting the ‘update cover photo’ option.
- The anniversary branding is for use by SWI Institutes and Federations only, not by external partners or third parties, unless agreed with central office.
- The anniversary branding must only be used for official SWI activities and events, not personal projects.
- For insurance purposes, the current SWI logo must also feature on all publicity.