



Thank you for taking the time to work with our branding guidelines and logo requirements.

If promoting an event held in partnership with FEL, please credit:

- FEL Scotland

If the event is under the umbrella of the Climate Action Hub activities, including small grant funded work, please credit:

- FEL Scotland and Forth Valley Climate Action Hub
- Forth Valley Climate Action Hub, FEL Scotland

We no longer use Forth Environment Link as our moniker.

After the first mention 'FEL' may be used instead of 'FEL Scotland'. After the first mention 'Climate Action Hub' may be used instead of the full name.

Tagging on social media:

- **Facebook:** @FELScotland
- **Instagram:** @FELScotland
- X/ Twitter: no longer available

Hashtags (ie, #ForthEnvironmentLink) are not an acceptable method of being tagged.

Logos:

We include three logo options for FEL:

- https://felscotland.org/wp-content/uploads/2025/07/FEL_master-logo_strapline_RGB_large_colour-2.png
- https://felscotland.org/wp-content/uploads/2025/07/FEL_master-logo_no-strapline_RGB_small_colour.png
- https://felscotland.org/wp-content/uploads/2025/07/FEL_master-logo_no-strapline_RGB_small_mono-reversed.png

The logo should not be cropped. Maintain the spacing around our logo.

Strapline should be used *as long as it is readable* on the final document or asset. If it is rendered too small to read clearly, use the logo without strapline.

Colour logo on white background only. White logo on any other colour of background.

Any activity or event funded by or in partnership with the Climate Action Hub should also have the Net Zero Scotland logo included. Again, this should not be cropped.

