

Logo and Key messages

February 2019

01 Aye for Ideas

The logo

Using a strong Sans Serif font delivers the message to the intended viewer confidently and clearly. The use of the heavier weight draws attention to the main focus of the concept, which is 'ideas'.

The lightbulb icon is synonymous with ideas and is an easily recognisable symbol, the addition of the arrow represents that new ideas are continuous. Using familiar iconography ensures that the logo is accessible to a wide audience.

Scotland - science nation is a call to action that encourages everyone to get involved at a national level.



02 Aye for Ideas

Key messages

Here are our main messages to help you talk, write or tweet about **Aye for Ideas**.

If you say one thing, say this...

Aye for Ideas supports activity happening across the country, which brings STEM to everyone, celebrates and nurtures the next generation of innovators and encourages our nation to explore the world around them.

How to say it in 100 words

Aye for Ideas is a call to action – explore ideas, question ideas, discuss ideas. We want to support everyone in Scotland to think differently, to discover the world around them through STEM activity and develop a nation of curious minds.

Aye for Ideas gives everyone a voice to put STEM at the forefront of their mind; it gives people the opportunity to engage with STEM no matter their age, or level of comfort with these disciplines.

Activity is happening across the country and Aye for Ideas will support it, to spread a unifying message that STEM is for everyone.

03 Aye for Ideas

Background messages

Why is this happening?

The Scottish Government STEM strategy sets the scene for a Scotland that values, understands and participates actively in science and STEM learning.

“Our vision is of a Scotland where everyone is encouraged and supported to develop their STEM skills throughout their lives, enabling them to be inquiring, productive and innovative, in order to grow STEM literacy in society and drive inclusive economic growth.”

Aye for Ideas shines a light on the fantastic ideas being brought to the fore, or just bubbling under the surface across the country. These Ideas do not need to come directly from the STEM sector and the campaign is keen to support activity carried out by heritage, educational, youth, community and grassroots organisations to help reinforce the message that STEM is relevant to everyone.

03 Aye for Ideas

Background messages

What's the purpose?

Aye for Ideas is the central consumer/partner-facing message which underpins the government's STEM strategy and hopes to badge activity across the country and create a buzz around STEM which is accessible and open to all.

What activity is happening?

Events are taking place across the country for a huge variety of audiences.

Alongside this, there are cultural dates of significance that Aye for Ideas can highlight. These events can interact with the Aye for Ideas twitter/hashtag (#AyeForIdeas) and together build a coherent and exciting picture of activity happening across Scotland. The government team can interact with these larger cultural programmes to ensure that we're current and relevant across the campaign.

EG. The Year of the Periodic Table: Providers and partners across Scotland will be holding activities around this 'year' and the activities can all be communicated inclusive of the #AyeForIdeas hashtag to create a swell across the country.

Aye for Ideas is a forum for people to share their thoughts, ideas and experiments.

We want to encourage people to share their experiences with us. We can ask scientists questions, we can debunk myths and we can bring science to the everyday, breaking down barriers.

03 Aye for Ideas

Background messages

Who can get involved?

We want partners across Scotland who are providing or facilitating STEM based activity to get on board with the campaign. From science centres, festivals and schools, to communities and businesses, we want to harness the collective power of the nation to engage everyone in Scotland with STEM. Use the logo, use the resources and let's shout about science in Scotland.

We also know various cultural partners have STEM underpinning or included in activity they run and we are keen to support and collaborate with partners across all sectors to bring this important message to life.

@AyeForIdeas #AyeForIdeas #STEMStrategyScotland #ScotlandScienceNation