



# Brand guidelines

# Logo hierarchy

South of Scotland consists of three logos. The master logo, business to business (B2B) logo and business to consumer (B2C) logo.

The master logo is used to communicate the South of Scotland brand, online in print materials and signage.

The B2B logo is used in all communications with businesses. Such as webinars, seminars and presentations.

The B2C logo is used in all consumer marketing campaigns. This logo includes the call to action tagline 'Scotland Starts Here'.

MASTER LOGO



B2B LOGO



B2C LOGO



# Main logo overview

The South of Scotland logo is the primary visual element that identifies us.

The logo is bold and vibrant with a real sense of direction and purpose.

The full colour 'Master' logo should be used when appearing on a white background.

MASTER LOGO



# Logo versions

## Mono

The South of Scotland logo can also be reproduced in a single colour.

The black and full-white versions of the logo should only be used when appearing alongside content that is primarily black and white.

MONO-BLACK



MONO-WHITE





# Logo versions

## Reversed

The reversed version of the logo should only be used over coloured backgrounds or over images when it is not possible to use the full colour logo on a white background.

REVERSED



# Logo sizing and clearspace

It is important to keep the logo clear and legible.

The minimum size of the South of Scotland logo, for use in print or digital is 50mm/188px wide. This minimum size ensures that the full logo remains legible.

MINIMUM SIZE



CLEARSPACE



Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. The size of the clearspace is taken from the height of the letter 'S'.

# Business to consumer logo overview

The South of Scotland business to consumer logo is to be used on campaign materials.

The minimum sizing and clearspace remain the same as the South of Scotland master logo.

B2C MASTER LOGO



MINIMUM SIZE



CLEARSPACE



# Business to consumer logo overview

The full colour, mono, black and white options are available.

MONO BLACK



MONO WHITE



REVERSED



# Business to business logo overview

The South of Scotland business to business logo is to be used in all B2B communications. These include materials such as powerpoint presentations, business to business emails and teaching/training materials.

The minimum sizing and clearspace remain the same as the South of Scotland master logo.

B2B MASTER LOGO



MINIMUM SIZE



CLEARSPACE



# Business to business logo overview

The full colour, mono, black and white options are available.

MONO BLACK



MONO WHITE



REVERSED

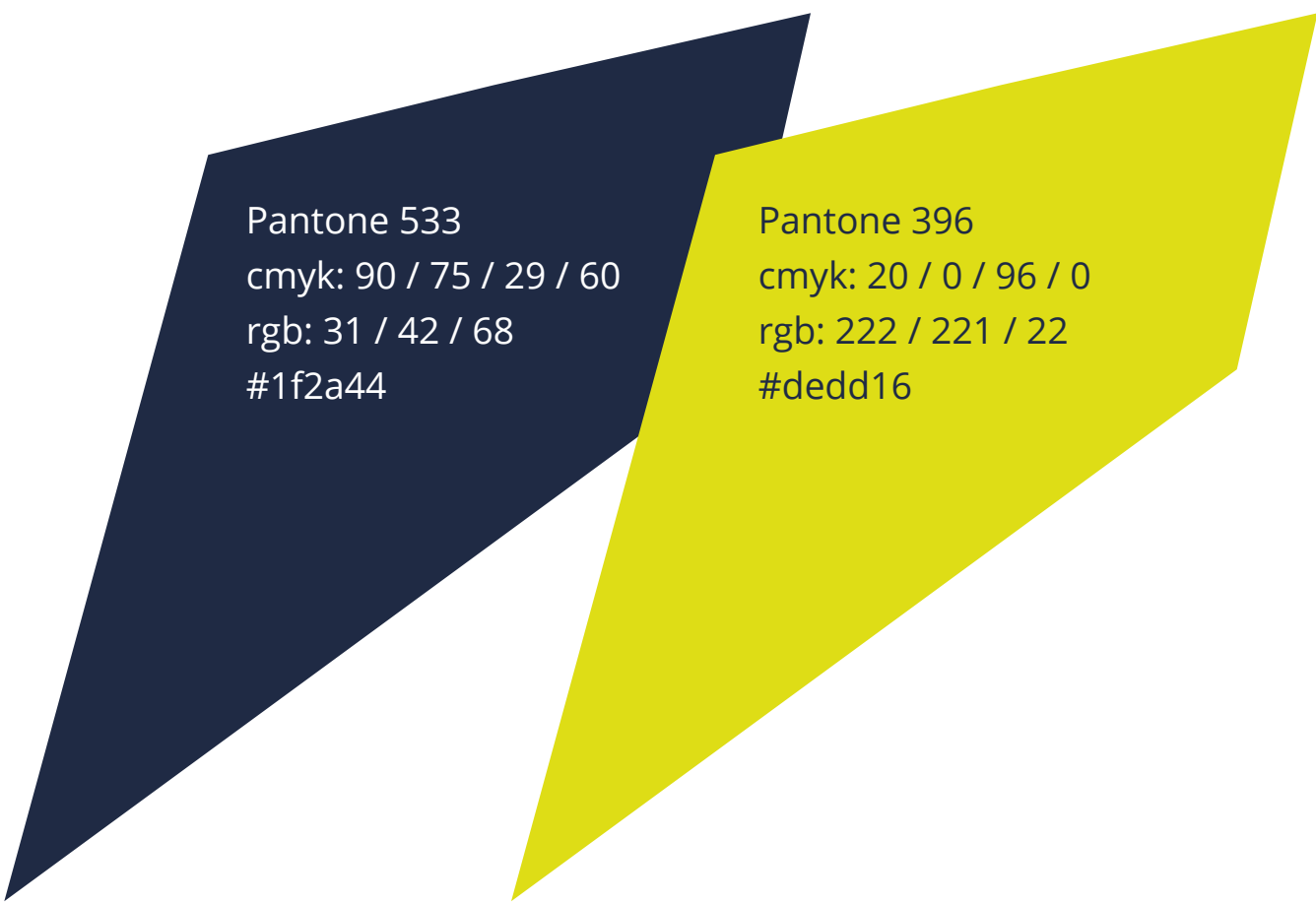


# Colour palette

The colour palette used for South of Scotland is bold, vibrant and positive.

Consistent use of these colours will contribute to the cohesive and harmonious look of the South of Scotland brand identity.

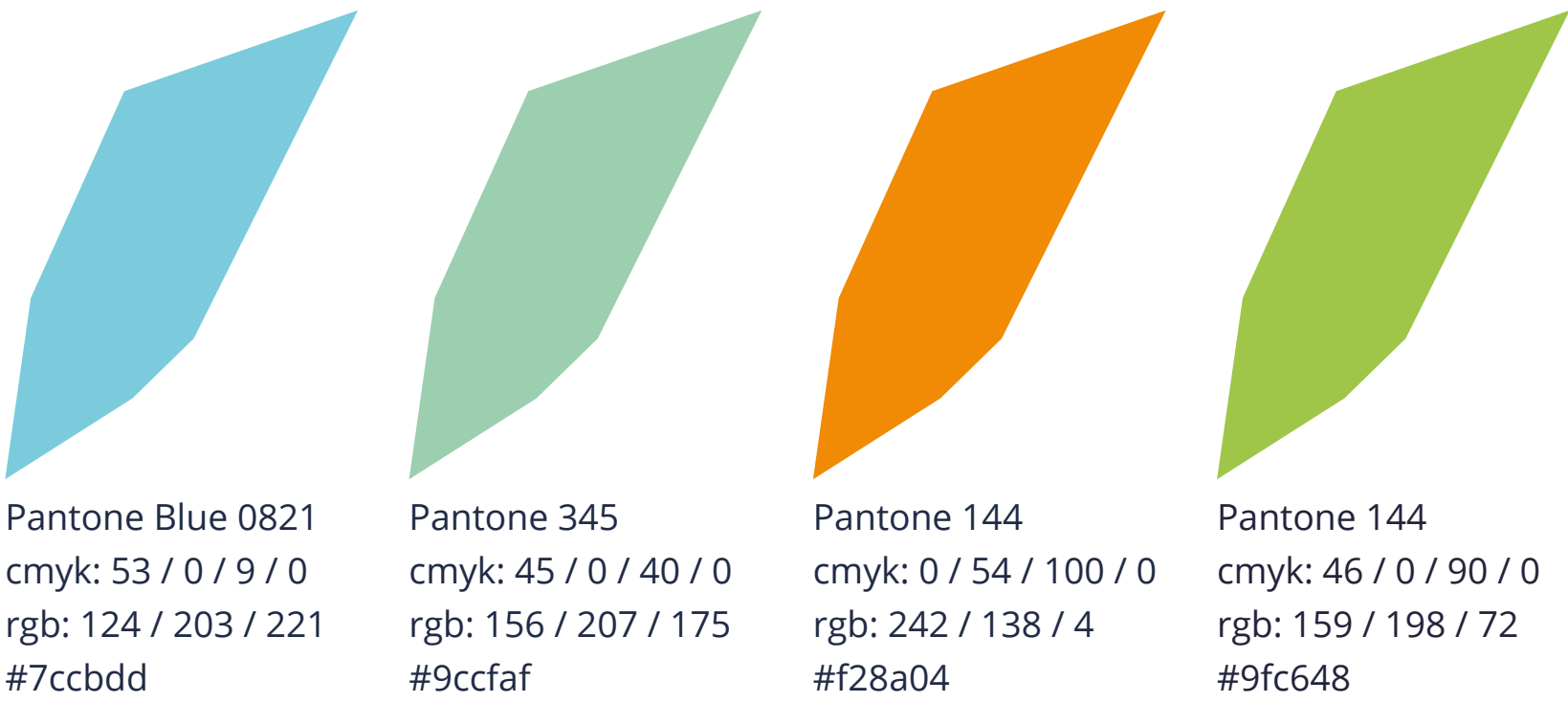
## PRIMARY COLOURS



Pantone 533  
cmyk: 90 / 75 / 29 / 60  
rgb: 31 / 42 / 68  
#1f2a44

Pantone 396  
cmyk: 20 / 0 / 96 / 0  
rgb: 222 / 221 / 22  
#dedd16

## SECONDARY COLOURS



Pantone Blue 0821  
cmyk: 53 / 0 / 9 / 0  
rgb: 124 / 203 / 221  
#7ccbdd

Pantone 345  
cmyk: 45 / 0 / 40 / 0  
rgb: 156 / 207 / 175  
#9ccfaf

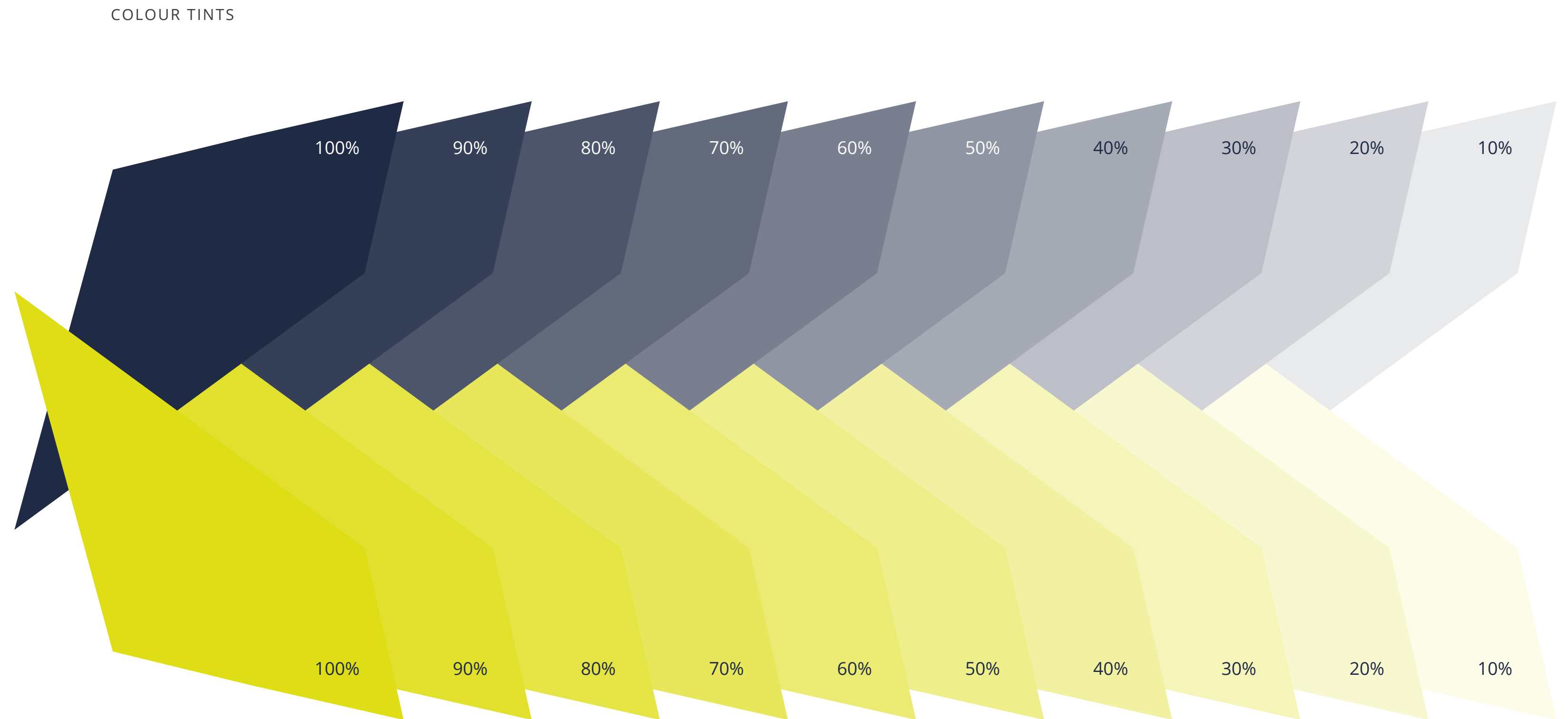
Pantone 144  
cmyk: 0 / 54 / 100 / 0  
rgb: 242 / 138 / 4  
#f28a04

Pantone 144  
cmyk: 46 / 0 / 90 / 0  
rgb: 159 / 198 / 72  
#9fc648

The secondary colours should be used sparingly to help introduce a little variation and brightness to documents and graphics.

# Colour tints

Tints of the primary colours can be used to provide variation but remain consistent with the brand colours.

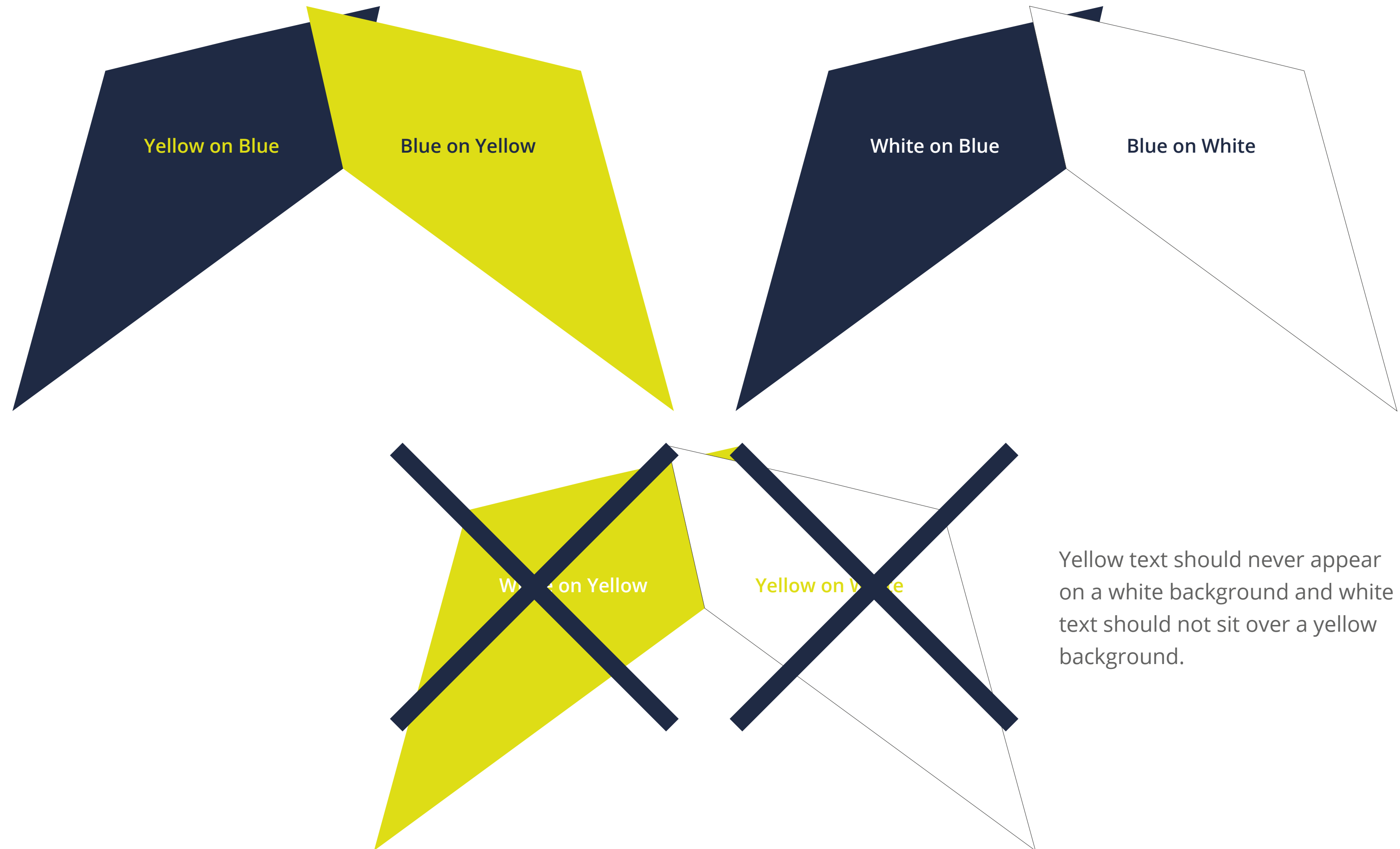




# Colour usage

Always make sure the colour contrast is minimum AA compliant in terms of accessibility. Here are examples on how you can best use the colours together.

## ACCESSIBLE COLOUR COMBINATIONS



# Typography

Typography plays an important role in our communication and overall tone. Careful use of typography reinforces our personality and ensures clarity and harmony in all communications.

The typeface Futura Bold is used in the South of Scotland logo and can be used as a large display font in main headlines across our messaging along with Futura Bold Oblique.

Futura is not a web-safe font so is only used in our logo and in headlines across printed materials.

PRIMARY LOGO TYPEFACE | FUTURA BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**0 1 2 3 4 5 6 7 8 9 0 ! " # \$ % & ' ( ) \* + , - . / : ; < = > ?**

PRIMARY LOGO TYPEFACE | FUTURA BOLD OBLIQUE

***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z***

***a b c d e f g h i j k l m n o p q r s t u v w x y z***

***0 1 2 3 4 5 6 7 8 9 0 ! " # \$ % & ' ( ) \* + , - . / : ; < = > ?***

# Typography

The typeface Open Sans, is a Google font and has been selected for its simliar appearance to Futura and to work across both printed and digital materials.

Open Sans is a flexible typeface with a range of weights and styles and is used as our primary typeface apart from messaging headlines on printed materials, where Futura is used.

Open Sans ExtraBold and ExtraBold Italic are used on messaging headlines as a replacement for Futura on digital assets.

PRIMARY TYPEFACE (DIGITAL) | OPEN SANS EXTRABOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**01234567890 !"#%&'()\*+,-./:;<=>?**

PRIMARY TYPEFACE (DIGITAL) | OPEN SANS EXTRABOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***01234567890 !"#%&'()\*+,-./:;<=>?***

# Typography usage

## Headline construction

When creating a new headline we must follow these rules to ensure the scale and composition of our headlines are consistent.

These rules apply to both printed and digital media regardless of which typeface you are using (Open Sans or Futura).



The height of the Italic/Oblique 'STARTS HERE' text is equal to the half of the height of the main text (X).

The spacing between the lines is equal to a quarter of the height of the main text (Y).



# Typography usage

PRINT DOCUMENT



A combination of Futura and Open Sans is used on printed media.

WEBSITE (DIGITAL)



Only the Open Sans family is used on digital executions.



# Typography

The Open Sans family is used across printed and digital materials for the majority of text such as sub headings, longer paragraphs and body copy.

PRIMARY TYPEFACE (DIGITAL & PRINT) | OPEN SANS

**AaBbCc123**

OPEN SANS EXTRABOLD

***AaBbCc123***

OPEN SANS EXTRABOLD ITALIC

**AaBbCc123**

OPEN SANS BOLD

**AaBbCc123**

OPEN SANS SEMIBOLD

AaBbCc123

OPEN SANS REGULAR

AaBbCc123

OPEN SANS LIGHT

# Typography example

PRINT

Futura Bold

MAIN TITLE

Futura Bold Oblique

STARTS HERE

Open Sans Regular

Subtitle style

Open Sans Regular

Nam doluptas apellore cusciam volorio. Is et quia inciandae. Itaque et ipis quidem possumus pluresque porre habere, conecat emporetos molimus ab oratione deservit sitasque moluptate verum eum exprobo is ut es. Ores alia volorio corumque nobisiam, solum, issim voluptiae nobis quis audandiae rerum rem qui in rebus, sitatur? Hinc ipsam remque pro magnimpro si dolut quassidest oreputi tiscipsant aut ut quatem volorem quost omnis dis qui te num quat.

Open Sans Bold

Section title

Rum ra doluptatent volut que aut es et reperferibus et vel eturernate porreper itatas exero tem. Et aut odis sequo quis consers pisciet quiantur? Quid modit ra nonsequae sunt recabore exped maximus, int raes enis dolupta quibus, od et omnimus entias dollestis min praerspella hilictotam ant ute evendus reium atumqui tecum ipitium quia veliquia corem sumquia temqui ullupta tatest, cupaet eprorem estium fuga.

DIGITAL

MAIN TITLE

STARTS HERE

Subtitle style

Nam doluptas apellore cusciam volorio. Is et quia inciandae. Itaque et ipis quidem possumus pluresque porre habere, conecat emporetos molimus ab oratione deservit sitasque moluptate verum eum exprobo is ut es. Ores alia volorio corumque nobisiam, solum, issim voluptiae nobis quis audandiae rerum rem qui in rebus, sitatur? Hinc ipsam remque pro magnimpro si dolut quassidest oreputi tiscipsant aut ut quatem volorem quost omnis dis qui te num quat.

Section title

Rum ra doluptatent volut que aut es et reperferibus et vel eturernate porreper itatas exero tem. Et aut odis sequo quis consers pisciet quiantur? Quid modit ra nonsequae sunt recabore exped maximus, int raes enis dolupta quibus, od et omnimus entias dollestis min praerspella hilictotam ant ute evendus reium atumqui tecum ipitium quia veliquia corem sumquia temqui ullupta tatest, cupaet eprorem estium fuga.



# Image/photography style

The photography we use needs to capture the beauty, quality and excellence when we photograph food, products and historical places, and the energy, excitement and fun when we capture the indoor and outdoor activities.

Having people interacting and enjoying the various locations is important. When showing landscapes and vistas then people may be present (in the distance) but not central as they will almost certainly distract from the magnificence of the setting.

Regarding people. Landscapes and vistas can work in two ways: The person/people are near looking out over or interacting with the landscape so the viewer feels part of the group, or the person/people are set back in the landscape making the scale of the place impressive.





# Photography, type and logo

Care must be taken when considering composition. Wherever possible, the type can interact with the image, helping to provide depth.

The reverse version of the Business to Consumer logo should sit on top of a crop of the logo shape. The shape should be in the primary blue colour and set to 80% opacity or set at 100% opacity when the logo needs to stand out more, for example if the image in the background doesn't provide sufficient contrast.



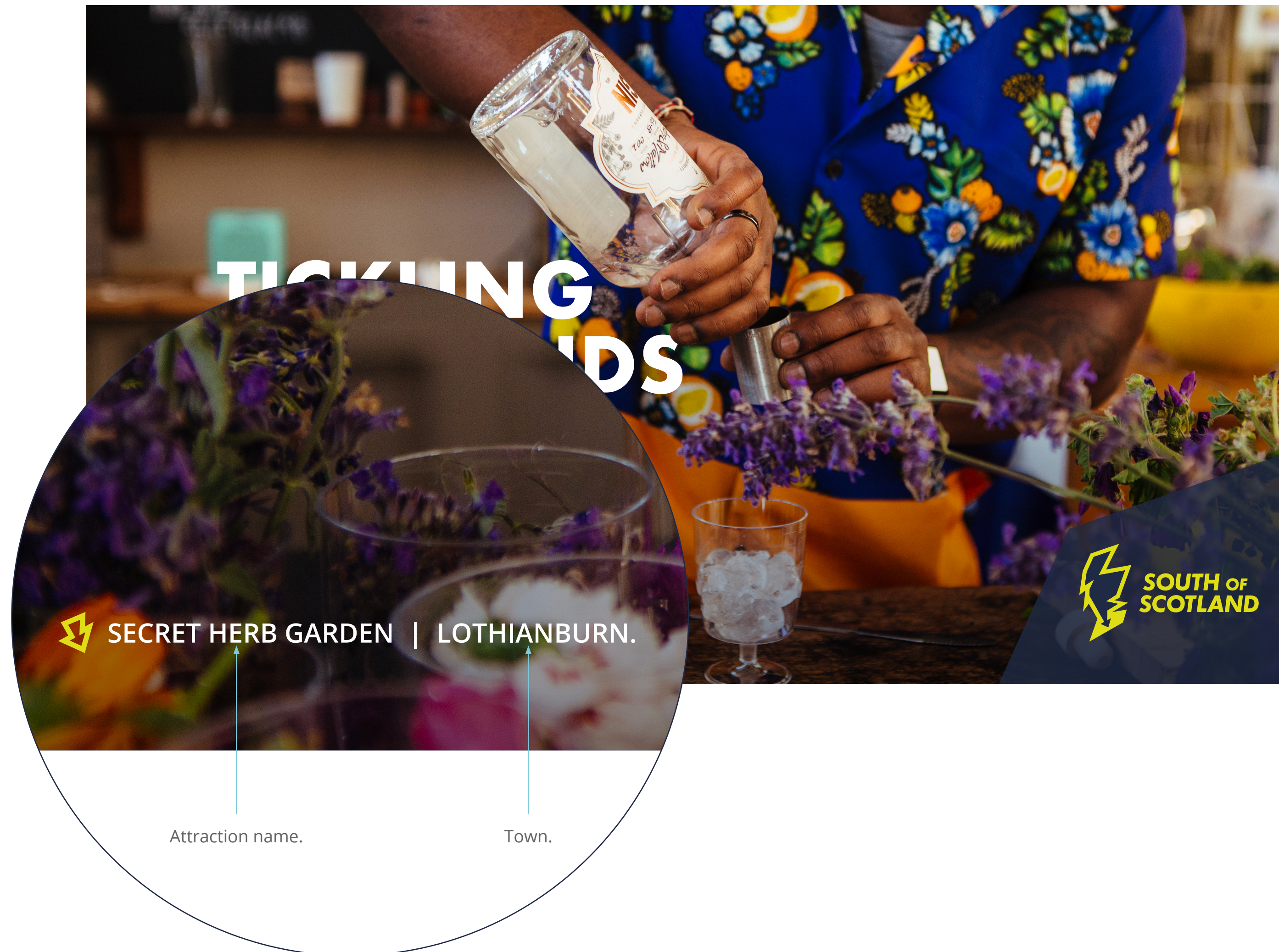
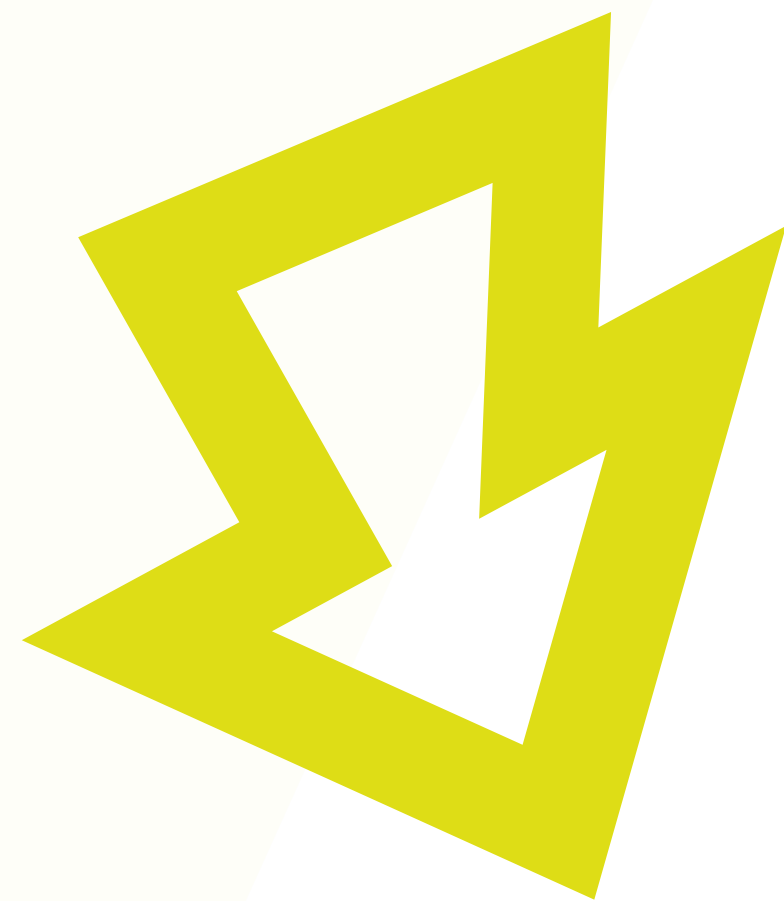
The logo sits on a crop of the logo shape in the corner.



# Locator usage

Throughout our communications we use a locator on our images to tag the attraction and its location.

The arrow for the locator is taken from the style of the logo and should always sit alongside the name of the attraction and the name of the nearest town and should be replicated consistently across all communications.





# Application

## Social media

Social media post examples using consistent typography.

The Open Sans typeface is used across all digital media



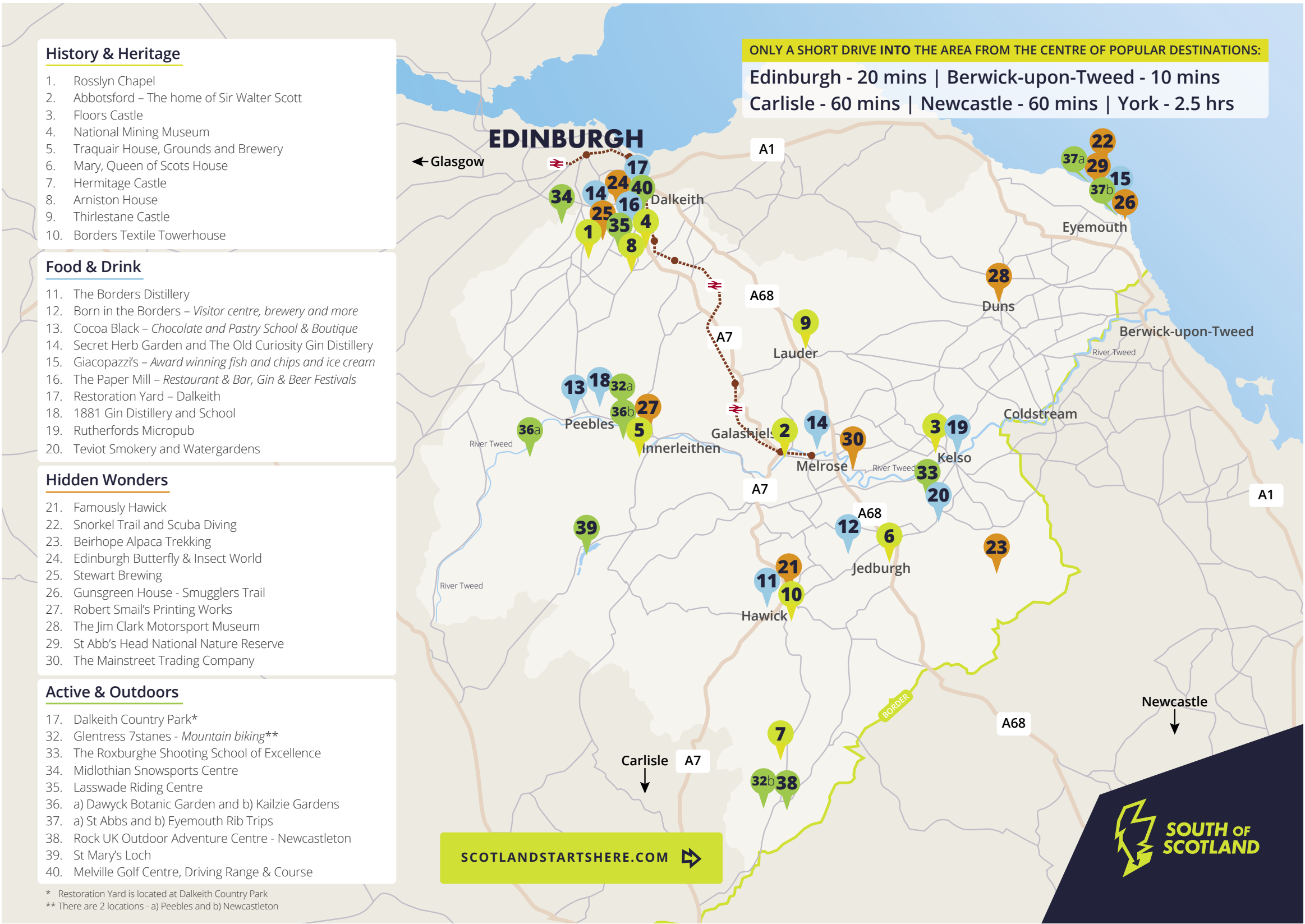
The Open Sans typeface is used across all digital media.



# Application

## Brochures/Flyers

This leaflet is an example of how all of the South of Scotland brand elements can be used together to create a document that is consistent with all of our printed and digital materials.



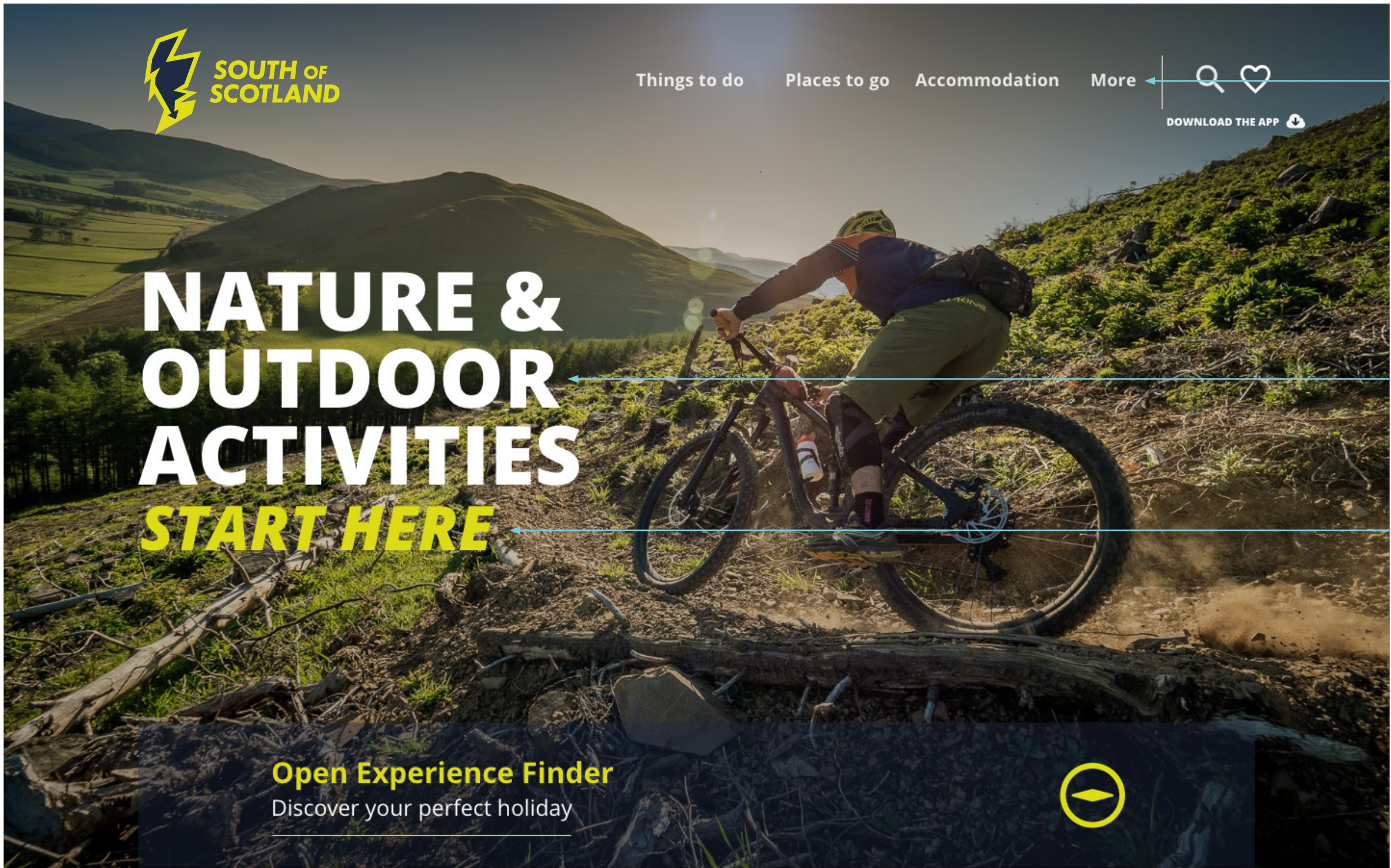
TRI-FOLD LEAFLET



# Application

## Website

South of Scotland website.



Open Sans Bold

Open Sans ExtraBold

Open Sans ExtraBold Italic

Home | Nature & Outdoors

## Discover adventure

Open Sans Light

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark.

Open Sans Regular



### Cycling

Nature & Outdoors

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to



# Application

## Signage

These pull up banners are an example of how all of the South of Scotland elements can be used together to create a document that is consistent with all of our printed and digital materials. As these elements are used for both business to business and business to consumer the master logo should be used in all signage.





# Application

## Video content

The intro and outro overlay uses the blue shape at 80% opacity and can be used as an overlay for titles and end frame graphics. A slide in or out can be used to transition to and from the overlay.

The locator arrow can be scaled in a 'pointing' action but does not need to have animation applied. Locator copy follows the same rules as static media.

Headlines over footage is acceptable, but please ensure the shot allows for legibility. A slight grade can be used to increase contrast.

Footage in general should be dynamic and engaging. Moving shots are preferred to static shots. Shots with a clear subject, a sense of scale, movement, rich colour, and a strong sense of place are ideal.





# Application

## Merchandising

The South of Scotland master brand logo can be applied to various merchandise.







Thank you