

INSPIRING SCOTLAND

Brand Guidelines

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Brand Guidelines

1.0 Introduction

The Brand Guidelines have been created to provide a framework for the successful application of the Inspiring Scotland brand asset elements. It is essential that the advice and guidance contained is correctly interpreted and carefully applied to achieve maximum impact whilst maintaining the integrity, profile and success of the brand.



Brand Guidelines

2.0 The Logo

The company logo is an important and valued graphic element that must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.



2.1 Primary Logo



INSPIRING SCOTLAND

Primary Logo Black



INSPIRING SCOTLAND

Primary Logo Colour



INSPIRING SCOTLAND

Primary Logo White

2.2 Secondary Logo

Only to be utilised when space limits the use of the Primary Logo configuration.



INSPIRING

SCOTLAND

Secondary Logo Black



INSPIRING

SCOTLAND

Secondary Logo Colour



INSPIRING

SCOTLAND

Secondary Logo White

2.3 Logo Usage - Space



Exclusion Zone

To achieve maximum legibility and impact, an exclusion zone has been established around the logo.

No other graphic image should appear within this area.

2.4 Logo Usage - Scale



Minimum Size

In the primary logo format a minimum size must be adhered to so that legibility is retained.

2.5 Logo Usage – Resizing



Incorrect Resizing

The logo has become distorted from its designed aspect ratio, therefore stretching or squashing of the shape and text has occurred.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.



Correct Resizing

The logo's shape is consistent with the initial design, retaining balance and legibility.

Brand Guidelines

3.0 Colour

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.



3.1 Colour Palette



Pantone 7475 C
C72 M33 Y44 K19
R70 G121 B123
#46797B



Pantone 432 C
C78 M61 Y49 K50
R51 G62 B72
#333E48



Pantone 021 C
C0 M78 Y100 K0
R255 G80 B0
#FF5000



Pantone 7549 C
C0 M32 Y100 K0
R255 G183 B0
#FFB700



Pantone 3115 C
C74 M0 Y19 K0
R0 G191 B214
#00BFD6

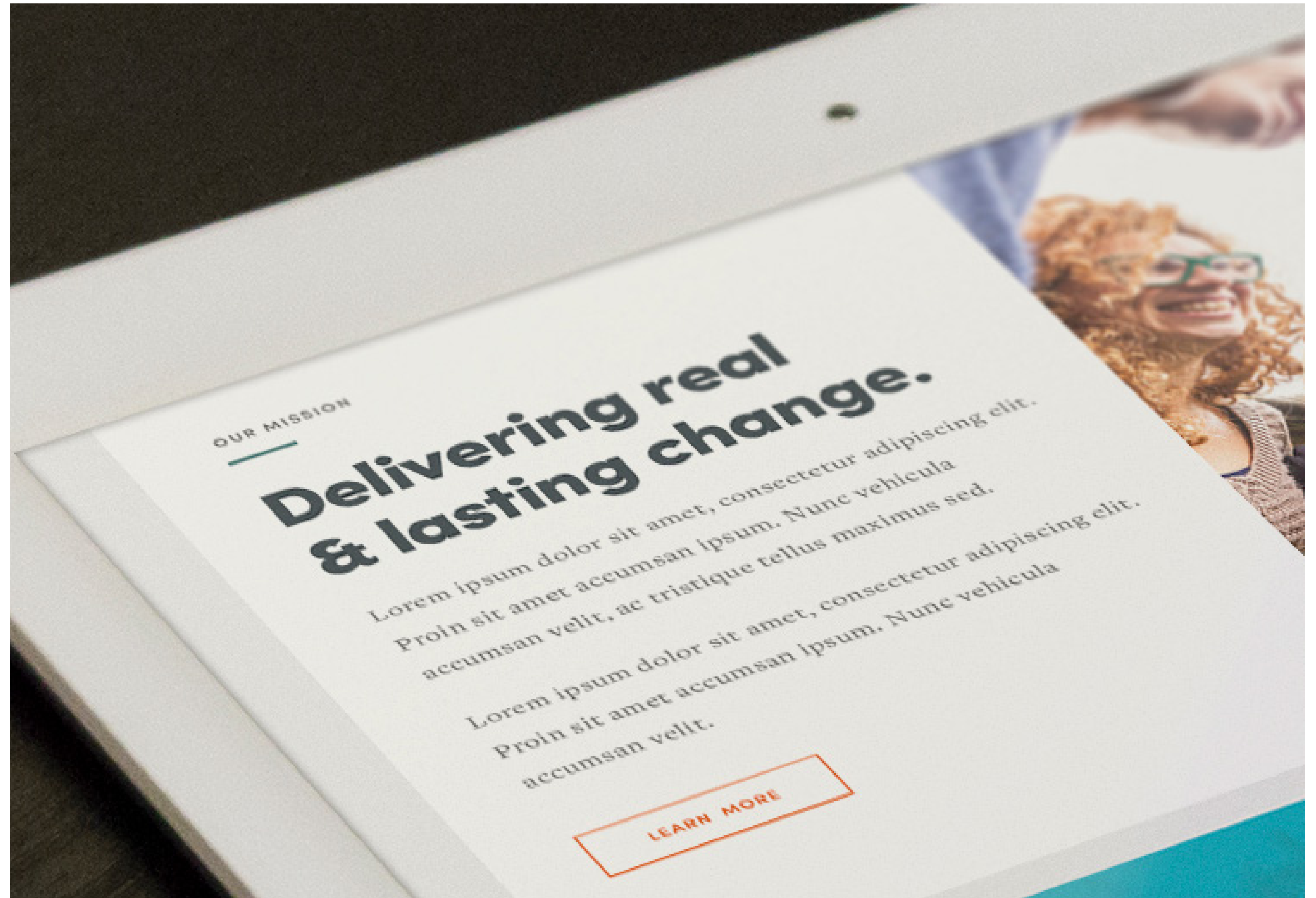


Gradient:
C74 M0 Y19 K0 / C0 M78 Y100 K0
R0 G191 B214 / R255 G80 B0
#00BFD6 / #FF5000

Brand Guidelines

4.0 Typography

Typography is a strong extension of a brand's personality and plays a major role in creating a consistent look for Inspiring Scotland across all communications and promotional materials.



4.0 Typography – Headline

Sofia Pro

Headline font

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

1 2 3 4 5 6 7 8 9 ! @ £ \$ % & * ()

Sofia Pro Black / -25 Tracking

**Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Fusce porta, mi vitae gravida placera. Orci eget eros. Integer
venenatis metus orci, iaculis malesuada enim fringilla at.**

4.1 Typography – Paragraph

Freight Text Pro

Paragraph font

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

1 2 3 4 5 6 7 8 9 ! @ £ \$ % & * ()

Freight Text Pro Medium / +25 Tracking

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce porta, mi vitae gravida placera. Orci eget eros. Integer venenatis metus orci, iaculis malesuada enim fringilla at.