

sailscotland

Brand Identity Guidelines

Sail
Scotland

Introduction

Sail Scotland is the national marketing organisation for sailing and marine tourism. Sail Scotland delivers a range of strategic marketing activities, aimed at bringing more sailing visitors to Scottish waters, in order to grow the sector and deliver benefits to members businesses and the wider economy.

These brand guidelines have been developed to ensure that we have a consistent look and feel for the Sail Scotland brand.

These guidelines are primarily for the following audiences:

- Sail Scotland member organisations
- Local authorities
- Scottish government
- Scottish tourism related businesses
- VisitScotland
- The travel trade
- Media organisations

The mark can be used to brand Sail Scotland events and communications. It is important to maintain consistency of communication, increase and maximise the reach of our message and the number and range of audiences we can communicate with.

We've developed digital artwork and these guidelines to assist you in incorporating the appropriate brand/mark on your communications without having to make any significant changes to your existing brand or incur any extra cost.

The elements that form the logo should only be used as indicated and should not be changed, altered or distorted in any way. The logo is important to us, please do not attempt to re-draw, typeset or distort the Sail Scotland logo.

For further clarification, advice and approval of the use of the Sail Scotland brand on your communications please contact Daniel Steel, Chief Executive, Sail Scotland, Tel: 07803207364.



Usage

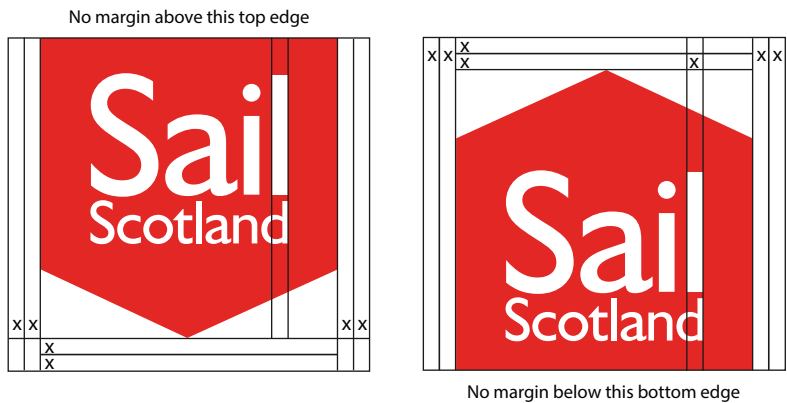


Minimum print size 30 mm



Minimum screen size 90px

Exclusion Zones



The identity must always have a minimum space around which can be calculated by doubling the size of the I ascender as shown above.

The identity should not float and the flat top or bottom edge must be placed along the edge of the design.

Alternative Use



Logo may be used with the background arrow facing in the opposite direction.

Colour Variation



Reverse Logo



Logo Misuse

These illustrations demonstrate what NOT to do with the Sail Scotland logo



Don't alter the proportions of the logo



Don't change the colour






Don't move the graphic elements of the logo










Don't change the font or letter spacing

Identity Colour Palette

	RGB 226 37 29 HEX e2251d
	RGB 41 55 103 HEX 293767
	RGB 255 204 51 HEX ffc33

Secondary Colour Palette

	RGB 85 85 89 HEX 555559		RGB 170 52 58 HEX aa343a		RGB 236 103 44 HEX 3F8CBC
	RGB 67 78 116 HEX 434e74		RGB 209 50 57 HEX d13239		RGB 0 128 164 HEX 0080a4
	RGB 103 51 52 HEX 673334		RGB 174 68 69 HEX ae441d		RGB 110 199 220 HEX F2B33D

Headline Typeface

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnpqr
stuvwxyz

Avant Garde Demi

Secondary Typeface

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnpqr
stuvwxyz

0123456789

Tisa Pro Regular

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnpqr
stuvwxyz**

0123456789

Tisa Pro Bold

Photography & Imagery

To help build an iconic visual style for Sail Scotland, where possible images should be inspirational and have a sense of place. Any imagery with a sailing vessel should feature Scottish scenery and landscapes or sit alongside other imagery that features Scotland.

