

Brand Identity Guidelines

Use in association with

- The Publication Checklist
- Writing Positively About Access in Scotland
- Using the Set Texts



SCOTTISH
OUTDOOR ACCESS CODE

**KNOW THE CODE
BEFORE YOU GO**

outdooraccess-scotland.com

Contents

Background	1
The right to use the brand	1
The branding strip	2
The angled branding strip	3
The horizontal branding strip	4
The Gaelic branding strip	5
Colour palette	6
Merchandise	7

- The Access Rights section of the Land Reform (Scotland) Act 2003 and the Scottish Outdoor Access Code (the Access Code) came into effect in February 2005.
- The Scottish Outdoor Access Code brand has been developed to endorse products and materials promoting access rights and responsibilities as set out in the Access Code.
- The Scottish Outdoor Access Code brand is managed by Scottish Natural Heritage (SNH).



The right to use the brand

- Copying and reproduction of the brand is not permitted without agreeing to the terms of use from Scottish Natural Heritage.
- Where people see the Scottish Outdoor Access Code brand, they should be confident the context in which they see it is in accordance with the legislation of the Land Reform (Scotland) Act 2003 and the guidance in the Scottish Outdoor Access Code.
- The Scottish Outdoor Access Code branding endorses the whole of any publication or product that it appears on and therefore entire written publications should meet the criteria in the Publication Checklist Part 1.

The branding strip is made up of three elements:

- The Scottish Outdoor Access Code logo
- 'Know the Code before you go' strapline
- 'outdooraccess-scotland.com' url

The strip creates a fixed relationship that should not change.

There are two basic versions available:

The angled branding strip

Angled branding strip. See page 3.



The horizontal branding strip

Horizontal branding strip. See page 4.



Using the branding strip

The branding strip replaces the use of just the Scottish Outdoor Access Code logo. In the majority of cases, the branding strip will be used along with one of the set texts (see '[Using the Set Texts](#)').

Instances where the branding strip may be used on its own include:

- Any publication or product with content that meets the conditions of the Publication Checklist Part 1
- A web button that links directly through to outdooraccess-scotland.com (only the horizontal strip should be used for this purpose to avoid problems with legibility)
- Merchandise (see page 7)
- Interpretive panels or information boards that include clear Scottish Outdoor Access Code behavioural messages
- The branding strip is NOT allowed to be used on directional signage (because people aren't usually required to follow signed routes under the access legislation)

The angled branding strip

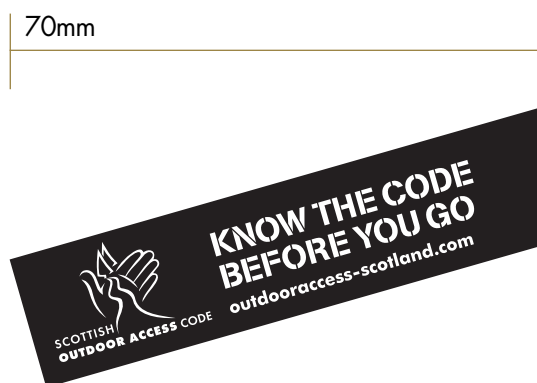
The angled branding strip is set at 16°. Where possible it should bleed off the right hand edge of the media.

Specific branding strip artwork is supplied with crop marks to line up with the edge. When the logo is in the correct position, remove the crop marks to ensure they do not appear in the final artwork.



Minimum size

The minimum size the angled branding strip should be used at is 70mm.



Exclusion zone

When positioning the branding strip in relation to other objects, please do not allow any element to enter the exclusion area defined as 'x'.



The horizontal branding strip

Where space is limited the horizontal form of the branding strip may be used.

Minimum size

The minimum size the horizontal branding strip should be used at is 70mm.



Note:

Minimum width for digital application is 300pixels. For internet usage alt text should read "Know the Code before you go by visiting outdooraccess-scotland.com".

Exclusion zone

When positioning the branding strip in relation to other objects, please do not allow any element to enter the exclusion area defined as 'x'.



The Gaelic branding strip

The branding strip is also available in Gaelic.
Guidelines created for English language
version apply.



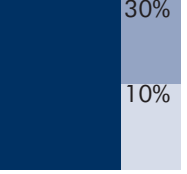
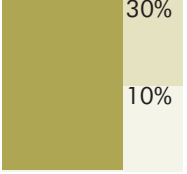
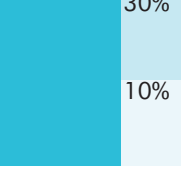
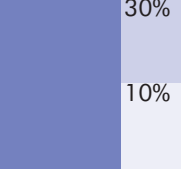
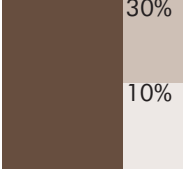
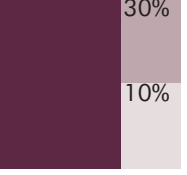
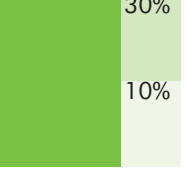
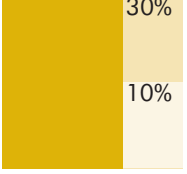
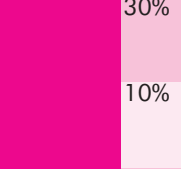
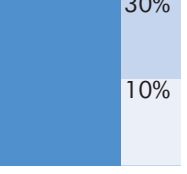
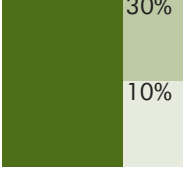
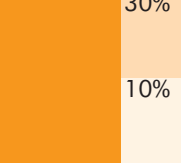
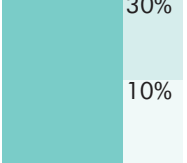
The branding strip colour is flexible.

The preferred colours for use are given below and they are NOT specific to audience. They have been chosen for their contrast levels with the white text of the branding strip. Additional colours may be used instead, for example to fit in with advertising campaign creative or your own corporate colour scheme, but must conform to high contrast levels.

30% and 10% tint values may be used to support each colour.

Note:

Red is deliberately avoided as traditionally this colour is linked to danger and non-admittance.

 <p>PMS 289 C 100 R 0 M 64 G 43 Y 0 B 92 K 60 HTML 002244</p>	 <p>PMS 5835 C 0 R 170 M 2 G 159 Y 62 B 78 K 40 HTML A09B59</p>	 <p>PMS 631 C 67 R 38 M 0 G 188 Y 12 B 215 K 2 HTML 3CB6CE</p>
 <p>PMS 272 C 58 R 117 M 48 G 129 Y 0 B 191 K 0 HTML 7577C0</p>	 <p>PMS 411 C 0 R 104 M 27 G 79 Y 36 B 64 K 72 HTML 5D4F4B</p>	 <p>PMS 5115 C 75 R 92 M 100 G 41 Y 70 B 70 K 15 HTML 4B2942</p>
 <p>PMS 368 C 57 R 123 M 0 G 193 Y 100 B 67 K 0 HTML 69BE28</p>	 <p>PMS 117 C 0 R 222 M 18 G 180 Y 100 B 8 K 15 HTML C2B000</p>	 <p>PMS 226 C 0 R 236 M 99 G 11 Y 0 B 141 K 0 HTML CF0072</p>
 <p>PMS 279 C 68 R 81 M 34 G 145 Y 0 B 205 K 0 HTML 4B92DB</p>	 <p>PMS 371 C 43 R 79 M 0 G 111 Y 100 B 25 K 56 HTML 53682B</p>	
 <p>PMS 144 C 0 R 248 M 48 G 152 Y 100 B 29 K 0 HTML E98300</p>	 <p>PMS 7465 C 50 R 122 M 0 G 204 Y 25 B 200 K 0 HTML 2BC4B6</p>	

The branding strip is also available in reversed versions of the colour bank.



Merchandise

We encourage the use of our branding strip on promotional products which raise awareness and promote understanding of the Scottish Outdoor Access Code.

Consider your products carefully and where possible make them relevant to your intended audience, eg. Branded water bottles at a cycling event.

Please also consider purchasing environmentally sustainable products where possible.



Eg.



To access brand resources, please download

'Brand Identity Resources' pdf.