

Brand Identity Guidelines – Extended (for SNH staff and contracted contractors)

Use in association with

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



**KNOW THE CODE
BEFORE YOU GO**
outdooraccess-scotland.com

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Background

- 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 full colour logo is only very rarely used on its own. Its use is determined by extreme space restrictions or exceptional circumstances.

All uses must be approved by Dougie Pollok, SNH, (01738 444177). The branding strip should be used in all other circumstances. See page 3.



The logo is available in both English and Gaelic.

Colours

When viewed on its own the logo must always be seen in its corporate colours or black or white. Only if your document prints monochromatically – outside the corporate colour specification – can the logo appear in a different colour.

	PMS 289				PMS 5835		
	C 100	R 0	C 0		R 170		
	M 64	G 43	M 2		G 159		
	Y 0	B 92	Y 62		B 78		
	K 60		K 40				
HTML	002244	HTML	A09B59				

Minimum size

The minimum size the logo can be reproduced at is 20mm in width.



Exclusion zone

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



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.

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](#)').

There are two basic versions available:

The angled branding strip

Angled branding strip. See page 4.



The horizontal branding strip

Horizontal branding strip. See page 5.



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](#)').

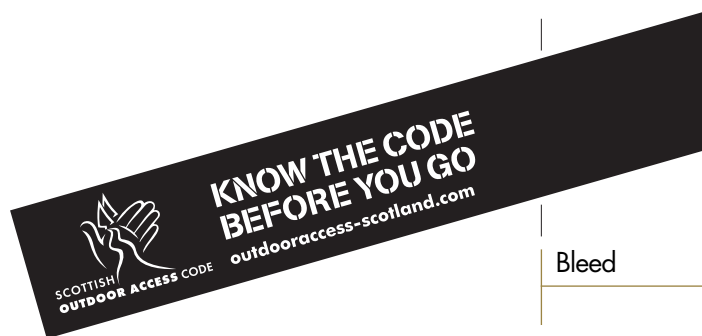
Instances where the branding strip may be used on its own include:

- 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 8)
- 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

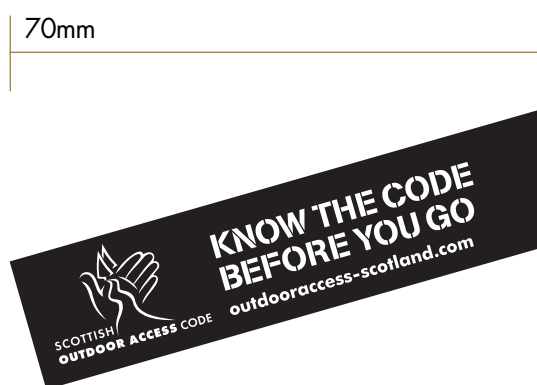
The angled branding strip is set at 16°. Where possible it should bleed off the right hand edge of the media.

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.



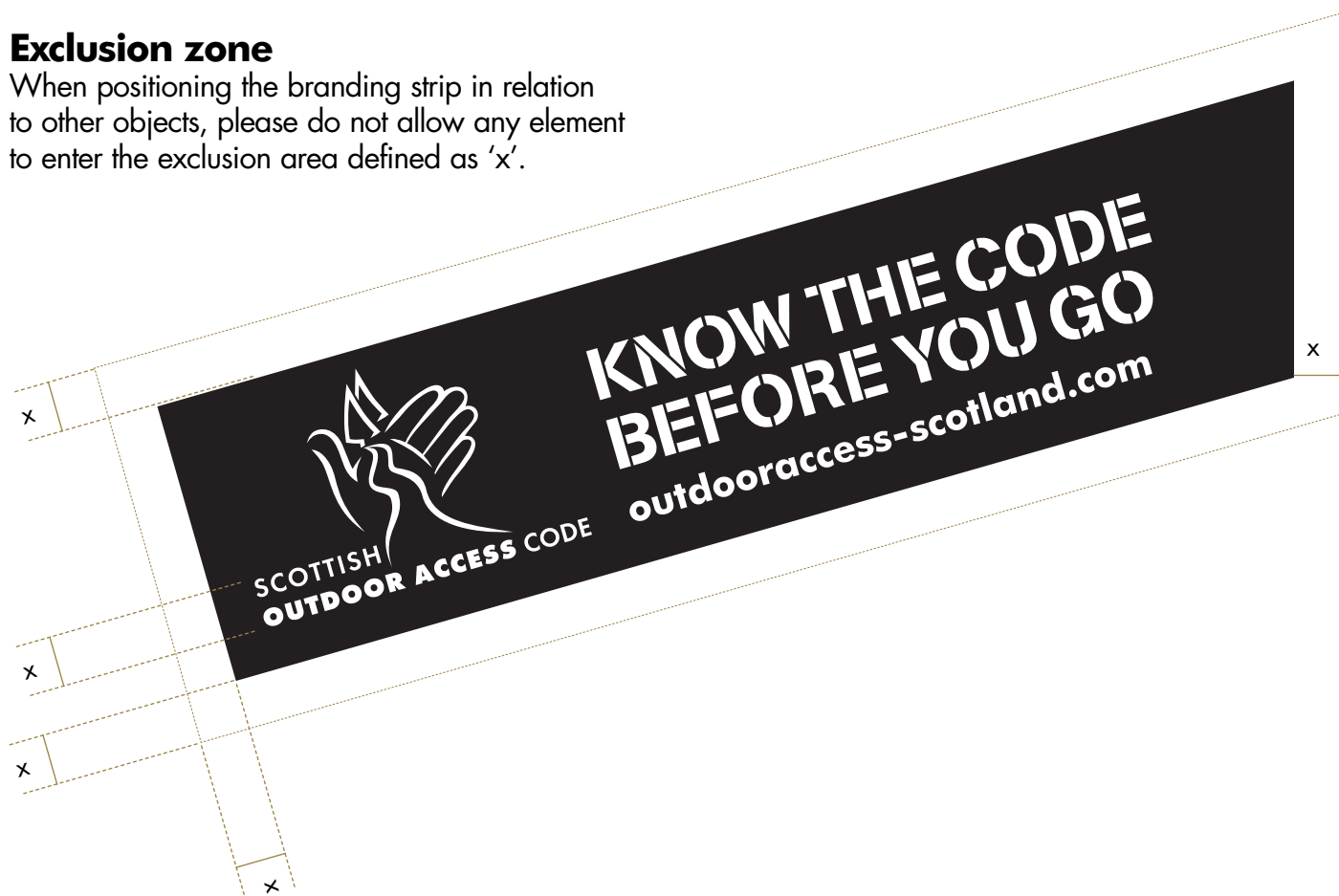
Minimum size

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'.



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.


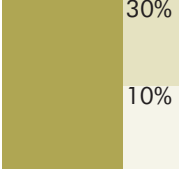
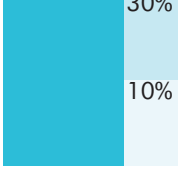
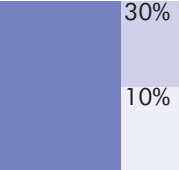
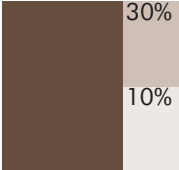
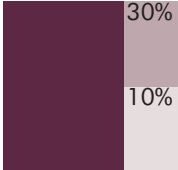
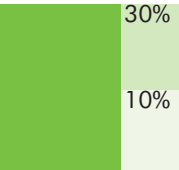
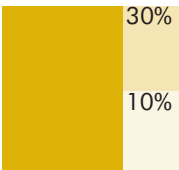
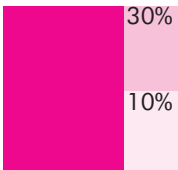
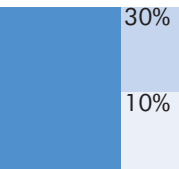
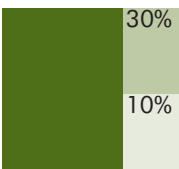
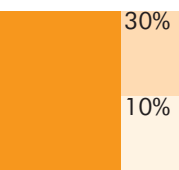
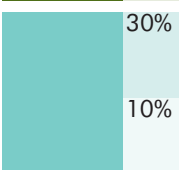
These colours should guide the colour choice of all Access Code publicity materials and product development. Additional colours should only be

used in exceptional circumstances and these should 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.



Access Code Campaign products require the use of the SNH logo.

Single sided publications eg adverts, exhibition banners, generally use just the SNH pictogram whose position is governed by the branding strip. However, each application should be individually considered for the full logo unit as high visibility (eg TV end frame) or adequate design space, may influence its inclusion.

The pictogram size corresponds with the size of the text in the branding strip as illustrated. It and the logo unit may only appear as black, white or SNH corporate colours. Full information is in the SNH Brand Guidelines.

Two or more sided publications In addition to the pictogram on the front, the full SNH logo unit should be incorporated elsewhere in the publication. If special size constraints exist, the SNH logo may be used without the strapline.



Eg.



Examples show potential logo relationship on 1/3 A4 leaflet front and back covers.

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.

Occasionally, some merchandise may not use the SNH brand.



Eg.



The Scottish Outdoor Access Code typeface is Futura. Clean, distinctive and legible, it is available in a variety of weights to express both contemporary and classical qualities.

A number of Futura weights (Bold, Book, Light) are available, allowing a full range of creative expression.

Futura Bold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRST
UVWXYZ
1234567890 £&@?!/+(.,:;)**

Futura Book

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRST
UVWXYZ
1234567890 £&@?!/+(.,:;)

Futura Light

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRST
UVWXYZ
1234567890 £&@?!/+(.,:;)

**For use on websites and other digital application
where Futura is not available, Arial should be used.**

Arial Bold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTU
VWXYZ
1234567890 £&@?!/+(.,:;)**

Arial

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTU
VWXYZ
1234567890 £&@?!/+(.,:;)

Type size

The preferred minimum type size for Scottish Outdoor Access Code publications, advertising and other creative is 12pt. Please use this wherever possible.

Alignment

Text is always ranged left. This provides the eye with a constant starting point for each line, making text easier to read.

When setting ranged left text, it's important to take the time to balance the ragged edge of the text as effectively as possible. This improves the legibility and neatness of the block of text. Also, use sentence case and never set sentences solely in capitals.

Line spacing

Line spacing (also called leading) has a major effect on legibility and influences the look of the final piece. It should be carefully considered and well executed to achieve a clean result.

Letter spacing

Spaces between letters control the number of characters on a line. They contribute to the visual appeal and legibility of text. Adjusting the letter spacing may apply to pairs of letters or entire blocks of text.

Only adjust letter spacing if it improves readability. For example, in headlines, some pairs of letters create awkward spaces, so the space between them needs adjusting. Increasing or reducing the space between characters is known as kerning.

Tracking

Tracking is the adjustment of groups of letters in a block of text. You can use it to make text more open or dense. On our text, the tracking is usually set at -5.

Note:

Blocks of capital letters, underlined or italicised text are all harder to read. A word or two in capitals is fine but avoid the use of capitals for continuous text. Underlining text or setting in italics should always be avoided and an alternative method of emphasis used.

Each typographic element contributes to the successful rendition of the overall style. Consider the text arrangement, line spacing and letter spacing carefully, together with methods of emphasis and hierarchy.

To ensure clarity of text against background images a boxing device has been developed.

The frame

The frame is set at 3mm for use up to A3 size. Frame increases pro-rata with media size increase beyond A3, so relationship remains constant.

Tints

The frame appears at 30% tint of chosen branding strip colour. The background at 10%.

Text colour

Text always appears as black over the tinted box. This ensures good reproduction.

3mm

Eg.

Note:

Should the supplied set text sizing be inappropriate for your purposes, you may create your own piece of artwork as detailed in 'Using the Set Texts'.

Enjoy Scotland's outdoors responsibly

Everyone has the right to be on most land and inland water providing they act responsibly. Your access rights and responsibilities are explained fully in the Scottish Outdoor Access Code.

Whether you're in the outdoors or managing the outdoors, the key things are to:

- **take responsibility for your own actions**
- **respect the interests of other people**
- **care for the environment.**

Visit outdooraccess-scotland.com or call your local Scottish Natural Heritage office.



SCOTTISH
OUTDOOR ACCESS CODE

**KNOW THE CODE
BEFORE YOU GO**

outdooraccess-scotland.com

Example shows set text 2 / A
For further information about set texts please see 'Using the set texts'

Eg.



**YOUR DOG
DOESN'T
KNOW ANY
BETTER.**

**MAKE SURE
YOU DO.**

One minute I'm chasing my tail in a big empty field, the next, I'm watching this furry cow getting bigger by the second.

In a flash it's as big as a really big thing. And blimey its got pointy bits at the front, big, sharp hurty looking things. Now I thought I could run fast, but my pet human, well he should really be considering London 2012. Now that's fast. And that fence, boy can he hurdle.

CATTLE. Keep yourself and your dog at a safe distance as cattle can act aggressively.

PLANTED FIELDS. Avoid taking your dog into fruit and vegetable fields unless there is a clear path.

LIVESTOCK. Keep your dog on a short lead around livestock and during bird breeding season (usually April-July). Never let it worry or attack livestock or disturb nesting birds.

DOG WASTE. Pick up and dispose of carefully.

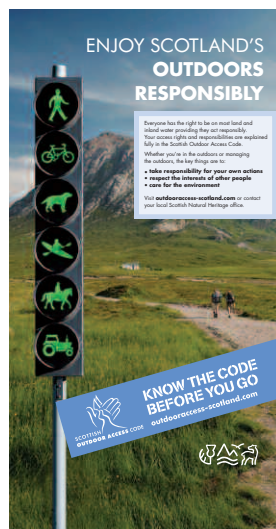
SCOTTISH OUTDOOR ACCESS CODE **KNOW THE CODE BEFORE YOU GO** outdooraccess-scotland.com




Example shows sample A3 poster

Background

The traffic light idea was developed in 2005 as an advertising device to publicise the Scottish Outdoor Access Code. Its main uses have been in the Access Code TV advertisements, a series of accompanying press ads and on several leaflets and exhibition banners. The lights remain the link with the TV advertisements and the general awareness raising campaign materials.



There are two different light versions available:

- the tall six stack light with six icons representing six different target audiences (walkers, cyclists, dog walkers, canoeists, horse riders and land managers) and
- the simple two stack pedestrian crossing style light that allows only one target audience to be highlighted.

Both versions of the lights should always be seen placed in situ sitting totally within a photo or picture of the countryside. The lights idea only works when the viewer sees them in this unusual situation, otherwise it is easy to misunderstand the message and the viewer could mistake the country message of the “Access Code” for the urban “Highway Code”.

Example shows full six stack light

When should we use the traffic lights idea?

1. The lights should only be used when a general awareness raising message is being promoted to a very general audience (the lights have a gentle tone of voice). The lights allow us to demonstrate simply and clearly that there is an Access Code and that there are appropriate actions to take. It will work as a device for both land users and land managers.
2. The six stack light should be used to speak to a number of audiences at one time. This is important as it represents the inclusiveness of the Access Code (access rights apply to responsible users of all forms of non-motorised transport and land managers).
3. The two stack light should be used when giving a general awareness raising message to a more specific, but still general audience, eg. canoeists or cyclists.

When should the lights not be used?

1. The traffic light device should not be used when the advertising communication is designed for colder, harder to reach and harder to convince audiences. The traffic light device is too passive for these audiences; it has a gentle tone of voice.
2. The traffic light device should not be used when the communication is in-depth and therefore may need to convey a number of specific messages. Why? Because the traffic light is a creative device that does not lend itself to multiple message communication. It is too passive and not suitable for the nitty gritty.



Example shows two stack light

Artwork available

1. Six stack light with icons that always appear in green
2. Two stack light with layered images
The top icon is always left blank and the bottom icon is always shown in green
3. Original outline illustrator files icons

Shadows

It is possible in the toolkit to change the direction of the shadow on the 'bowls' of the light and on the pole and this should be taken into account when choosing a background photograph.

Lights 'on' or 'off'?

When using a two stack light the top icon space would be left 'empty' with the bottom icon showing as green. Red icons are only very rarely used.

Icons

The icons are the pictures used in the pedestrian lights. They are available in red and green, although red is rarely used in the printed format as it would convey a too negative and restrictive message. It is important to make access as positive as possible so always use green icons.

Red Icon	Green Icon	Target Audience
Standing man*	Walking man*	General public, pedestrians, hill walkers, ramblers
Bike	Bike	Cyclists
Sitting dog*	Walking dog*	Dog owners and walkers
Canoe	Canoe	Canoeists
Horse and rider	Horse and rider	Horse riders
Tractor	Tractor	Land managers, farmers, land owners, crofters
	Tent icon	Responsible camping campaign

Note: *There are different icons for red and green for the man and dog icons.

Icon colours

These colours should always be used for the colour of the icons:



PMS 1795

C 11
M 99
Y 96
K 2



PMS 362

C 78
M 15
Y 100
K 2

To access brand resources, please download

'Brand Identity Resources – Extended' pdf.