



WILD ABOUT
ARGYLL

OUR BRAND GUIDELINES

V1 February 2020

WHY WE'RE WILD ABOUT ARGYLL...

Argyll and the Isles is a glorious coastal region of glittering sea lochs, islands, hills, forests and glens just waiting to be explored. It's divided into eight areas, each with a distinctive character and offering a unique experience. From surfing to kayaking, quad-biking to mountain biking, get off the beaten track and find your own adventure.

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SCOTLAND'S ADVENTURE COAST

01 OUR BRAND ESSENCE

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The essence of the Wild About Argyll brand should be communicated through all design, communications and text.

We have created a Brand Architecture to form the base of all our marketing and communication materials to inspire and manage our brand perception and promotion.

Please ensure all brand and marketing materials deliver on these points.

VISION

Wild About Argyll is a recognised, valued and sustainable brand which exceeds members, stakeholders, partners and consumers expectations.

PROMISE

To ensure delivery of sustainable tourism to Argyll and the Isles geography through creative, responsible and considered approaches which are commercially-focussed, with people at the heart of all activity.

PERSONALITY

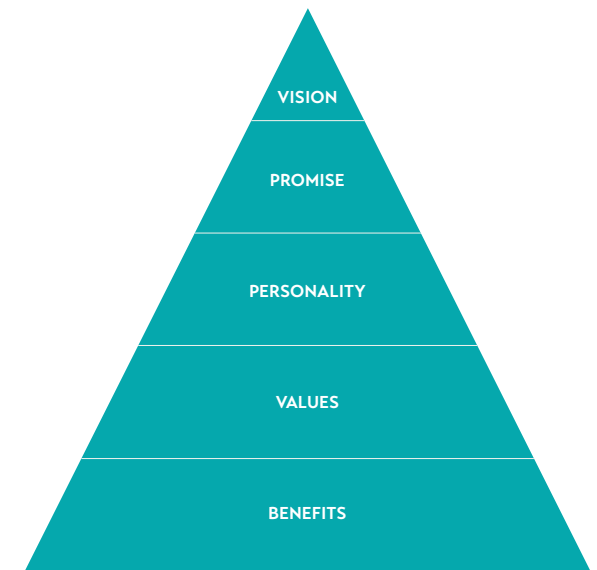
Adventurous, curious, active, wandering, friendly, welcoming, charismatic, warm, passionate.

VALUES

Ethical, honesty, authentic, environmentally-engaged, focussed on nature, strong morals, people-centric, responsible, leadership, considerate of tourism landscape in Scotland.

BENEFITS

Argyll & the Isles covers the second largest geographical area in Scotland, which as well as a vast mainland area includes 23 inhabited islands, each with their own identity and culture.



02 OUR BRAND IDENTITY

02 OUR BRAND IDENTITY

The Wild About Argyll brand identity is inspired by the geology and contour lines of the areas rustic landscape, wealth of water and vast outdoor green areas.

As **'Scotland's Adventure's Coast'** our brand reflects the land and sea. With our many peninsulas, inland lochs, bold mountains, array of trails and vast mainland area on the west coast, reaching out to the islands of the Inner Hebrides - our brand connects and celebrates these traits.

The lines are rustic and showcase small, subtle off shoots, rather than rigid solid lines - conveying the roads less travelled. The vertical arrangement conveys the connection of water, to land and mountains and also depicts standing stones to offer a sense of pride and place.

The diagonal lines and geometric formation create movement and energy - all ready to be experienced through adventures, at slow pace or adrenaline speed.

Lead Brand



Landscape Brand - For limited use only where portrait format is not an option



03 OUR BRAND COLOURS

03

OUR BRAND COLOURS

The brand colours convey Wild About Argyll's landscape and energy.

- > MOUNTAINS & LUSH GREEN LAND
- > RUSTIC LANDSCAPES & TERRAIN
- > INLAND & COASTAL WATER

GREEN

CMYK: 46/5/88/02

RGB: 157/189/64

Hex Code: #9dbc3f

PURPLE

CMYK: 77/65/0/16

RGB: 75/84/149

Hex Code: #4a5494

TURQUOISE

CMYK: 76/8/35/0

RGB: 04/168/173

Hex Code: #04a7ad

04 OUR BRAND FONT

04 OUR BRAND FONT

The Wild About Argyll brand font is from the Transat Text Family.

The brand colours convey Wild About Argyll's landscape and energy.

- > MOUNTAINS & LUSH GREEN LAND
- > RUSTIC LANDSCAPES & TERRAIN
- > INLAND & COASTAL WATER

The font has been customised within the brand identity and therefore this should always be used from the artwork supplied and not re-created at any time.

For all corporate and marketing communications, Transat Text should be used for headlines and body text.

SECONDARY FONT

The main brand font should always be used when possible, but if the font is not available for body text, the secondary font family 'Arial' should be used.

Aa

Transat Text Standard
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@£\$%^&*) 0123456789

Aa

Transat Text Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@£\$%^&*) 0123456789

Aa

Transat Text Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@£\$%^&*) 0123456789

Aa

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(!@£\$%^&*) 0123456789



05 SIZE & EXCLUSION ZONES

05 SIZE & EXCLUSION ZONES

To ensure the Wild About Argyll brand is being applied consistently and legibly always follow the brand's basic rules.

EXCLUSION ZONES

The exclusion zone is based on the caps height of the name from x-height to baseline and designed to prevent other elements appearing too close to the identity.

MINIMUM SIZE

If reproduced too small, brand identity elements lose clarity, the minimum size is 25mm high.

ARTWORK

Artwork is available in EPS, TIFF, JPG, PNG formats. You can download at

wildaboutargyll.co.uk/creative-downloads

or contact admin@wildaboutargyll.co.uk

Exclusion Zone



Minimum Size



06 BRAND USAGE

06 BRAND USAGE

It is important the Wild About Argyll brand is protected at all times. The brand must be used in the correct way, therefore all users must adhere to the following simple rules:

DOs

- > Make the brand identity clearly visible on all communications.
- > Adhere to the exclusion zone rules (see page 13).
- > Follow the examples opposite of how the identity should be used.

Primary Logo



Primary Logo Reversed



Mono Logo



Mono Logo Reversed



Primary Logo on Image



Primary Logo on Tab



WHAT NOT TO DO WITH OUR BRAND

- > Never recreate the brand.
- > Do not change The brand colours convey Wild About Argyll's landscape and energy.
- > MOUNTAINS & LUSH GREEN LAND
- > RUSTIC LANDSCAPES & TERRAIN
- > INLAND & COASTAL WATER typography.
- > Never stretch or distort the brand.
- > Never change the brand's colours.
- > Do not use the primary brand on dark backgrounds which compromise legibility.
- > Do not use the primary brand on imagery which compromise legibility.

Primary Logo



Primary Logo Reversed



Mono Logo



Mono Logo Reversed



Logo Reversed on Image



07 BRAND APPLICATION

07 BRAND APPLICATION

This Wild About Argyll printed Expo Stand shows how the 'Tab Logo' can be used.

The angle shapes from the logo can be reflected in the format of the photography, as shown.

This can be utilised throughout the design to allow the concepts to be flexible and dynamic whilst staying true to the brand.

Expo Stand



07 BRAND APPLICATION

Examples of Wild About Argyll printed Brochure Cover, Feather Flag and Social Media Channel show how the 'Primary Logo' can be used.

The shapes from the logo can be used as either a tinted graphical background device or as an overlay to enhance the overall design.

Twitter Page



Brochure Front Cover



Feather Flag



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