HISTORY
HERITAGE &
ARCHAEOLOGY
• 2017 •

BRAND GUIDELINES

INTRODUCTION

From World Heritage Sites to ancient monuments, cultural traditions to our myths, stories and legends, the Year of History, Heritage and Archaeology 2017 will spotlight, celebrate and promote some of Scotland's greatest assets and icons, as well as our hidden gems. The year will engage and inspire the people of Scotland and our visitors to come and explore and make history with us.

The Year of History, Heritage and Archaeology is a Scottish Government initiative being led by VisitScotland, supported by a variety of partners including Built Environment Forum Scotland, Creative Scotland, Heritage Lottery Fund, Heritage Tourism Group, Highlands and Islands Enterprise, Historic Environment Scotland, Museums Galleries Scotland, National Trust for Scotland, Scottish Enterprise, Scottish Government, Scottish Tourism Alliance and Traditional Arts and Culture Scotland (TRACS).

This logo will appear as the official emblem of the Year of History, Heritage and Archaeology 2017. It is inspired by the mystery of our standing stones, their archaeological significance and connection to the natural landscape. It explores ideas of transformation and the layers and lenses through which history is viewed. The shapes echo the fires of our heritage industries, the crowns of our regal history and our iconic skylines and built heritage.

This logo is available for all to use to promote aligned activity and show support for the year.

MASTER LOGO

Our preference is for the Master logo to be used on a white background, such as within a logo panel on marketing materials or as part of a footer on a web page. It can also be used on faintly coloured backgrounds that are not too busy.

REVERSED LOGO

A version of the logo marked out in white is available. This should be used in any instance where there is a brightly coloured or dark background where the Master logo cannot be clearly seen. The above examples show the Reversed logo placed on top of a dark and brightly coloured background.

MONO LOGO

A version of the logo marked out in black is available. This should be used where colour is not available such as in publications that only contain black and white graphics. The above example shows the Mono logo used where colour is not available.

LOGO EXCLUSION AREA AND MINIMUM SIZE

HISTORY
HERITAGE &
ARCHAEOLOGY
• 2017 •

15mm

When positioning the logo in relation to other objects, please do not allow any other elements to enter the logo exclusion area shown here.

When reducing the size of the logo. please ensure that it never appears smaller than 15mm in width.

LANDSCAPE LOGO

The landscape logo is for use in applications where vertical space is restricted.

HISTORY
HERITAGE &
ARCHAEOLOGY
• 2017 •

REVERSED LANDSCAPE LOGO

HISTORY
HERITAGE &
ARCHAEOLOGY
• 2017 •

A version of the logo marked out in white is available. This should be used in any instance where there is a brightly coloured or dark background where the Master logo cannot be clearly seen. The above example shows the Reversed logo placed on top of a dark background.

MONO LANDSCAPE LOGO

HISTORY
HERITAGE &
ARCHAEOLOGY
• 2017 •

A version of the logo marked out in black is available. This should be used where colour is not available such as in publications that only contain black and white graphics. The above example shows the Mono logo used where colour is not available.

LOGO EXCLUSION AREA AND MINIMUM SIZE LANDSCAPE LOGO

30mm

When positioning the logo in relation to other objects, please do not allow any other elements to enter the logo exclusion area shown here.

When reducing the size of the logo, please ensure that it never appears smaller than 30mm in width.

BOXED LOGO

A suite of supporting logos have been created using the Reversed logo contained within boxes in the 5 brand colours. These have been provided as a highly-accessible alternative format that can be easily overlaid onto a variety of backgrounds when other versions are unachievable.
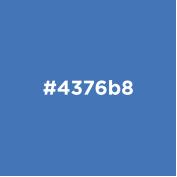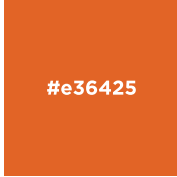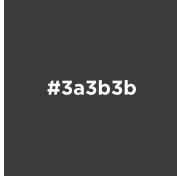

BOXED LANDSCAPE LOGO

A landscape version of the Boxed logo has also been provided for use in applications where vertical space is restricted.

COLOUR PALETTE

For colour reproduction please ensure that the colours shown are adhered to and never altered.

#4376b8	#e3a925	#d6536a	#6c54a3	#e36425	#3a3b3b
R 67 **G** 118 **B** 184	**R** 227 **G** 169 **B** 37	**R** 214 **G** 83 **B** 106	**R** 108 **G** 84 **B** 163	**R** 227 **G** 100 **B** 37	**R** 58 **G** 59 **B** 59
C 77 **M** 51 **Y** 2 **K** 0	**C** 11 **M** 34 **Y** 100 **K** 0	**C** 12 **M** 82 **Y** 46 **K** 0	**C** 68 **M** 77 **Y** 0 **K** 0	**C** 6 **M** 75 **Y** 100 **K** 0	**C** 69 **M** 62 **Y** 61 **K** 51

REFERENCE TO THE YEAR OF HISTORY, HERITAGE AND ARCHAEOLOGY 2017 IN BODY TEXT

- When referring to the Year of History, Heritage and Archaeology 2017 in body text please ensure that the words 'Year', 'History', 'Heritage' and 'Archaeology' are capitalised.

- '2017' should be included the first time it is referenced, but can dropped thereafter.

- The Year of History, Heritage & Archaeology versus the Year of History, Heritage and Archaeology - copywriter may use either an ampersand or the word 'and'; however, usage must be kept consistent within a piece of copy.

- 'The' should not be capitalised when the Year of History, Heritage and Archaeology appears in the middle of a sentence.

- Do not use quotation marks when referring to the Year of History, Heritage and Archaeology (e.g. Scotland will celebrate 'the Year of History, Heritage and Archaeology' in 2017).

CORRECT USAGE EXAMPLES

✓ The colour logo should only be used on uncluttered, light backgrounds, creating a strong contrast.

✓ The white logo should only be used on uncluttered, dark backgrounds, creating a strong contrast.

✓ The landscape logo can be used on backgrounds where there is limited vertical space.

✓ If a background has no strong contrasting area for the colour or white logo to be used, a boxed logo is available in the different brand colours.

INCORRECT USAGE EXAMPLES

✗ Do not use the colour logo on busy backgrounds or backgrounds with a poor contrast to the logo colour.

✗ Do not use the white logo on busy backgrounds or backgrounds with poor contrast to white.

✗ Do not change the colour of the logo. Only full colour or white is to be used.

✗ Do not stretch or skew the logo dimensions.

TITLE FONT

GOTHAM
REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

0123456789

BODY COPY FONT

Source Sans Pro
Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789

FURTHER ADVICE

For further clarification and advice on using the Year of History, Heritage and Archaeology 2017 logo, please contact: Aimée McAvoy, Marketing and Communications Executive, VisitScotland's Events Directorate: aimee.mcavoy@visitscotland.com