

Our Scottish Borders

Your inspiration

Brand Guidelines

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1. Introduction

The Scottish Borders is a great place to live, work, study, visit and invest in.

That's why we've created a strong brand identity for the Scottish Borders – an instantly recognisable positive symbol to help us all communicate and reflect what the region is all about and sets it apart from the ever-increasing competition in the global marketplace. The identity sums up all that is great about the Scottish Borders. As well as furthering our strong sense of community, it communicates a dynamic, thriving image of the region.

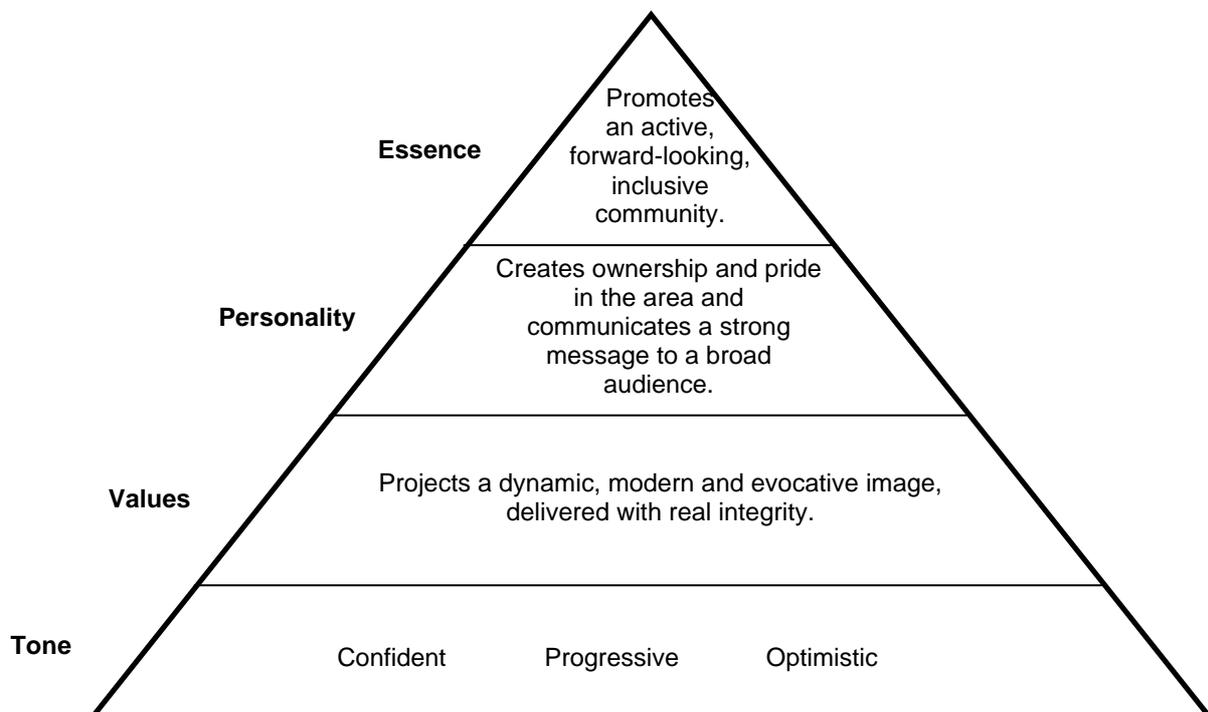
The identity is for everyone's use – individuals, businesses of all sizes, public sector organisations, voluntary bodies and community groups - to enhance your own marketing materials and promote all aspects of Scottish Borders life and work. By using the identity as widely as possible in our promotional materials, we can all help enhance and further develop the reputation of the Scottish Borders both nationally and internationally. This wider awareness and positive image will help attract more visitors and greater investment to the region - encouraging people to live, work, visit and invest here.

Show your organisation's pride in our region by using the Our Scottish Borders identity.

2. Brand

The Our Scottish Borders identity, developed by the New Ways Partners (which include Communities Scotland, Scottish Borders Council, Scottish Enterprise, VisitScotland, Borders College, NHS Borders and various other bodies in the region), is designed to promote an active, forward-looking, inclusive community. It projects a dynamic, modern and evocative image, delivered with real integrity. The Scottish Borders is confident, progressive, optimistic and aspirational.

Our Scottish Borders brand pyramid



3. Logo



The logo is the central element of our visual identity; a summation of the brand. Creative, fresh and strong, it is a symbol that people will instantly recognise.

The key design feature of the identity is the tt in Scottish, woven together like our heritage in textiles, our partnership working, our rivers weaving through the landscape. The “Our” and “Your” elements are crucial too, promoting a sense of collective ownership and pride in the area and communicating a strong, positive message.

Artwork for the logo is available from www.ourscottishborders.com. It is important that it is applied consistently. Please remember when using the logo to make sure that:

1. There is clear space around it, so that no other text or image intrudes on it.



2. It is never smaller than 30mm long, so that it is always clear and legible.
3. It is always legible (white version works best on darker backgrounds and images).
4. The colour of the logo works well with any predominant colours in images used (i.e. avoid colour clashes, light logo colours on light backgrounds, dark logo colours on dark backgrounds etc)
5. No new elements are added.
6. It always appears in full (i.e. not without the words).
7. It is never stretched or rotated.
8. No new graphic elements are added.

The logo does not have to be placed at the edge or in the corner in all instances but care must be taken to ensure that it is a well-balanced composition.

4. Typeface

The typeface used alongside the Our Scottish Borders logo should reinforce a fresh, modern image of the region and be clean and modern. Fonts such as Arial, Tahoma and Times New Roman are good examples of this.

5. Words

Words that capture the region's unique aspects are a key element of the logo. The primary word is "Inspiration" but you can also choose from a wider, carefully chosen selection of words, all of which offer a real sense of place and spirit. Please use the word most appropriate for your purposes, depending on your promotional objectives.

- Inspiration
- Achievement
- Adventure
- Challenge
- Choice
- Community
- Destination
- Environment
- Future
- Heritage
- Opportunity
- Sanctuary
- Team
- Voice

Our Scottish Borders
Your inspiration

Our Scottish Borders
Your achievement

Our Scottish Borders
Your adventure

Our Scottish Borders
Your challenge

Our Scottish Borders
Your choice

Our Scottish Borders
Your community

Our Scottish Borders
Your destination

Our Scottish Borders
Your environment

Our Scottish Borders
Your future

Our Scottish Borders
Your heritage

Our Scottish Borders
Your opportunity

Our Scottish Borders
Your sanctuary

Our Scottish Borders
Your team

Our Scottish Borders
Your voice

6. Colours

Colour adds freshness and vibrancy to our identity. Our primary colour is tweed blue (Pantone 648), but you can also choose from a wider colour palette selected to reflect the region's vitality, landscape, culture and history. Not only do these different colours provide variety and flexibility, they also help keep the brand fresh. Having the logo in a single colour (whichever colour you choose) makes it easy, practical and cost-effective to use.

Please use the colour most appropriate for your purposes, depending on your promotional objectives.

Colour	Pantone
Tweed blue	648
Maroon	222
Dark valley green	3435
Heather purple	5125
Sea turquoise	321
Earth brown	490
Autumnal orange	167
Moss green	370
Warm slate grey	10
White (reversed out)	
Black	



It is also possible to use the following tints of each of these colours: 20%, 40%, 60% and 80%.

Our Scottish Borders
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7. Photography



Easily and readily remembered, images can convey a thousand words. Photography used to support the Our Scottish Borders brand should demonstrate an intimate knowledge of the area. The images should create a strong sense of place and capture the vibrancy of the area and inspire an emotional response.

We have created a new online image bank to support the development of the Our Scottish Borders brand. These stunning photographs portray various aspects of life in the Scottish Borders, from culture and events to adventure and outdoor activities.

Showcasing the talents of some of the region's foremost photographers, the image bank can be used free of charge by any other individual, business or organisation. All we ask is that users credit the photographer and consider including Our Scottish Borders branding, where possible. Please note that these images are not for re-sale or any other commercial use. All images are copyright of Scottish Borders Council (on behalf of the New Ways Partnership). The image bank can be accessed at www.ourscottishborders.com. Images from other sources, such as Scottish Viewpoint, may also be used.

The use of colours (see section 6 above) should always be complementary to the use of photography.

8. Applications

The brand has been designed to be flexible enough to be used across a wide range of media, such as web sites, brochures, adverts, banners and signage. Some examples of recent use:

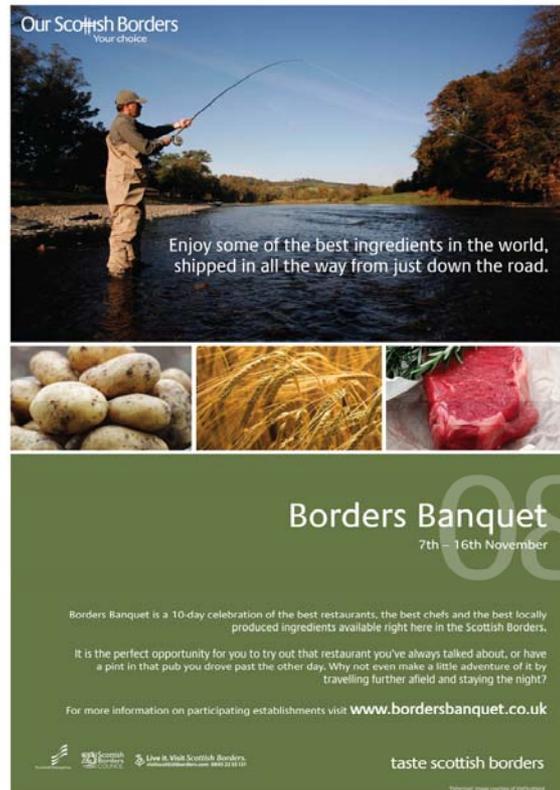
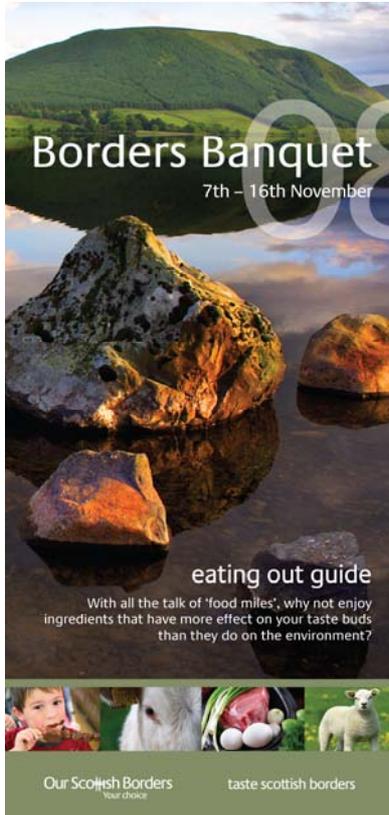
Intelligent Buildings (www.i-buildings.co.uk)

Earlston-based Intelligent Buildings used the brand and an image from the image bank within its web site and other promotional initiatives. As well as demonstrating its pride in its location, the use of the brand helps to show that the business is an integral part of the region and to attract staff and customers. Visit for more information.



Borders Banquet (www.bordersbanquet.co.uk)

Selkirk-based communications agency Vantage Events used the brand, colour palette and images in the web site and promotional materials which it created for the Borders Banquet, an annual 10-day celebration of the best restaurants, chefs and locally produced ingredients available in the Scottish Borders. It is a joint Scottish Borders Council and Scottish Enterprise economic development project.



Please see www.ourscottishborders.com for other examples of brand usage.

9. Use with other Brands

The Our Scottish Borders brand identity will often be used in conjunction with those of other organisations. The Our Scottish Borders identity is a regional identity whose purpose is to support and endorse other identities, as a mark of pride, credibility or origin. It acts as a tangible symbol that the organisation plays an active and proud part in the Scottish Borders region.

It is important that the identities complement each other to achieve the promotional objectives. The Our Scottish borders identity should not be confused with any other organisation's identity or graphic elements, so an exclusion zone (see section 3 above) should always be applied to the Our Scottish Borders logotype.