

VISUAL STYLE GUIDELINES

AN INTRODUCTION TO
USING OUR BRAND



CONTENTS / INTRODUCTION

The successful recognition of an organisation is largely down to the way in which it is communicated to its audience.

A brand is recognised through a series of visual triggers which, over time, become synonymous with a name.

Our brand is a valuable asset that needs to be successfully communicated on many levels, from design and marketing to sales and advertising. Ensuring that the brand is represented consistently throughout all aspects of the organisation will guarantee that **Mountaineering Scotland** and **Climb Scotland** are perceived as professional and organised.

These guidelines enable all employees and third parties to correctly represent the brand and to strengthen the brand's position in the marketplace.

The guidelines detail how to manage the **Mountaineering Scotland** and **Climb Scotland** identities from component make up to application.

The following elements have been addressed in this visual style guide.

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If you require further assistance in relation to our brand, please contact [**helen@mountaineering.scot**](mailto:helen@mountaineering.scot)

ABOUT US

With stunning landscapes and the most enlightened access laws in the world, Scotland is a unique and special place for mountain adventures, whether you enjoy hill walking, climbing, mountaineering, ski touring or just love the Scottish hills. **Mountaineering Scotland** is here to help people get the most out of their mountain adventures and move them to value Scotland's mountains as places of beauty, escape and natural wonder.

WHO WE ARE

Mountaineering Scotland is the only recognised representative organisation for hill walkers, climbers, mountaineers and ski-tourers who live in Scotland or who enjoy Scotland's mountains, and acts to represent, support and promote Scottish mountaineering.

WHAT WE DO

We offer a wide range of services and benefits to a diverse community of over 13,000 individual members and clubs. These include subsidised mountain skills courses and advice promoting safety, self-reliance and enjoyment of the mountains; climbing coaching and competitions; discounts on outdoor gear and places to stay; and mountaineering activities insurance cover.

HOW WE DO IT

We are a not-for-profit company and our funding comes from a combination of membership subscriptions, course income, nongovernmental grants and investment from Sport Scotland.



THE BRAND COMPONENTS

Our brand style is made up of four components, each necessary to deliver our unique visual presence.

The building blocks to create the brand are as follows;

- 1: The logo
- 2: Colour palette
- 3: Use of typography
- 4: Photography

When used in the correct combination, they create a distinctive and consistent visual brand style that belongs to both **Mountaineering Scotland** and **Climb Scotland**.



1



2



3



4

USING THE MOUNTAINEERING SCOTLAND LOGO

The **Mountaineering Scotland** logo must always be reproduced in either colour or mono format on a clear and uncluttered background.

This is to aid the clean look of all our materials. The logo should not sit on a background that clashes with the logo itself.

The **Mountaineering Scotland** logo should be used for all digital and printed documentation in one of three versions;

- 1: A colour version
- 2: A mono version
- 3: A reversed version

When using any of these logos you must ensure that there is a minimum clear area surrounding the logo itself to allow the identity to breath, as well as maintaining the minimum dimensions of the logo on relevant literature formats as shown here.



1



2



3

Minimum A4 usage



Minimum A3 usage



USING THE CLIMB SCOTLAND LOGO

The **Climb Scotland** logo must always be reproduced in either colour or mono format on a clear and uncluttered background.

This is to aid the clean look of all our materials. The logo should not sit on a background that clashes with the logo itself.

The **Climb Scotland** logo should be used for all digital and printed documentation in one of three versions;

- 1: A colour version
- 2: A mono version
- 3: A reversed version

When using any of these logos you must ensure that there is a minimum clear area surrounding the logo itself to allow the identity to breath, as well as maintaining the minimum dimensions of the logo on relevant literature formats as shown here.



1

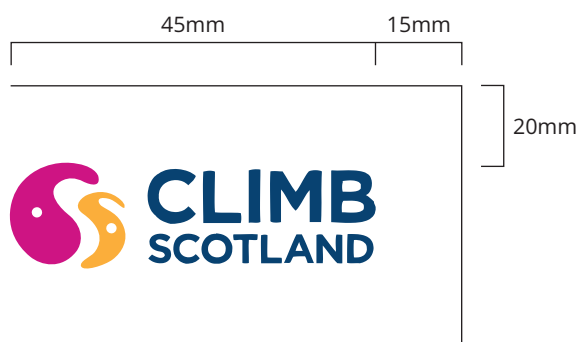


2

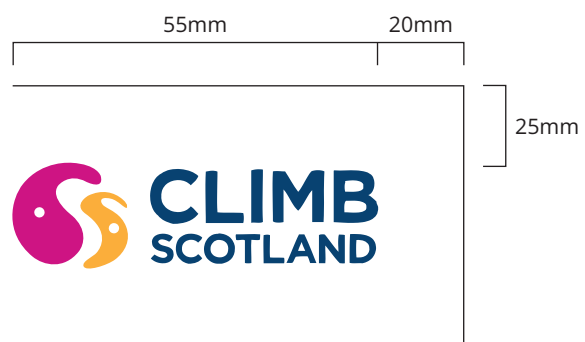


3

Minimum A4 usage



Minimum A3 usage



COLOUR PALETTE

Our colour palette is made up of a set of complimentary colours, the make up of these colours is shown to the right in CMYK, RGB and web safe values.

These colours can be used in both typography and graphics as well as solid blocks of colour, for example, when creating a cover for printed literature or in-house materials.

Main body copy should be represented in black, except when reversed out of a solid block, when this would appear in white. The blue colour maybe used within paragraph titles / headings.

You can also bring out highlighted text in the yellow colour when used against a dark coloured background.

| | | | |
|-----------|----|-----------|---------|
| C: | 85 | R: | 5 |
| M: | 50 | G: | 67 |
| Y: | 0 | B: | 114 |
| K: | 50 | | #054372 |

| | | | |
|-----------|-----|-----------|---------|
| C: | 59 | R: | 117 |
| M: | 0 | G: | 192 |
| Y: | 100 | B: | 68 |
| K: | 0 | | #75c044 |

| | | | |
|-----------|----|-----------|---------|
| C: | 0 | R: | 251 |
| M: | 36 | G: | 174 |
| Y: | 87 | B: | 59 |
| K: | 0 | | #fbae3b |

| | | | |
|-----------|----|-----------|---------|
| C: | 70 | R: | 39 |
| M: | 0 | G: | 189 |
| Y: | 30 | B: | 190 |
| K: | 0 | | #27bdbe |

| | | | |
|-----------|-----|-----------|---------|
| C: | 15 | R: | 208 |
| M: | 100 | G: | 19 |
| Y: | 8 | B: | 131 |
| K: | 0 | | #d01383 |



USE OF TYPOGRAPHY

'Open Sans' has been chosen as our primary brand typeface.

As a modern sans serif font with a range of weights it combines strong legibility and functionality with distinct characteristics to create a highly recognisable and flexible component within the **Mountaineering Scotland** and **Climb Scotland** brands.

When creating titles and main headings you should use the 'Roboto Slab Bold' font.

Where 'Open Sans' and 'Roboto Slab Bold' are not available, for example, electronic materials such as Word documents we recommend you use the 'Calibri' font which is a standard font used across all machines.

Open Sans

Light Roman **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Roboto Slab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

PHOTOGRAPHY

Our use of primary photography depicts natural landscapes and dramatic scenery associated with Scotland as well as emotive and engaging compositions depicting people in harmony with the environment.

When choosing an image, remember it is important that the style of the photography should be strong and clean and contain bold, saturated colours as well as being relevant to the geographical area of Scotland.

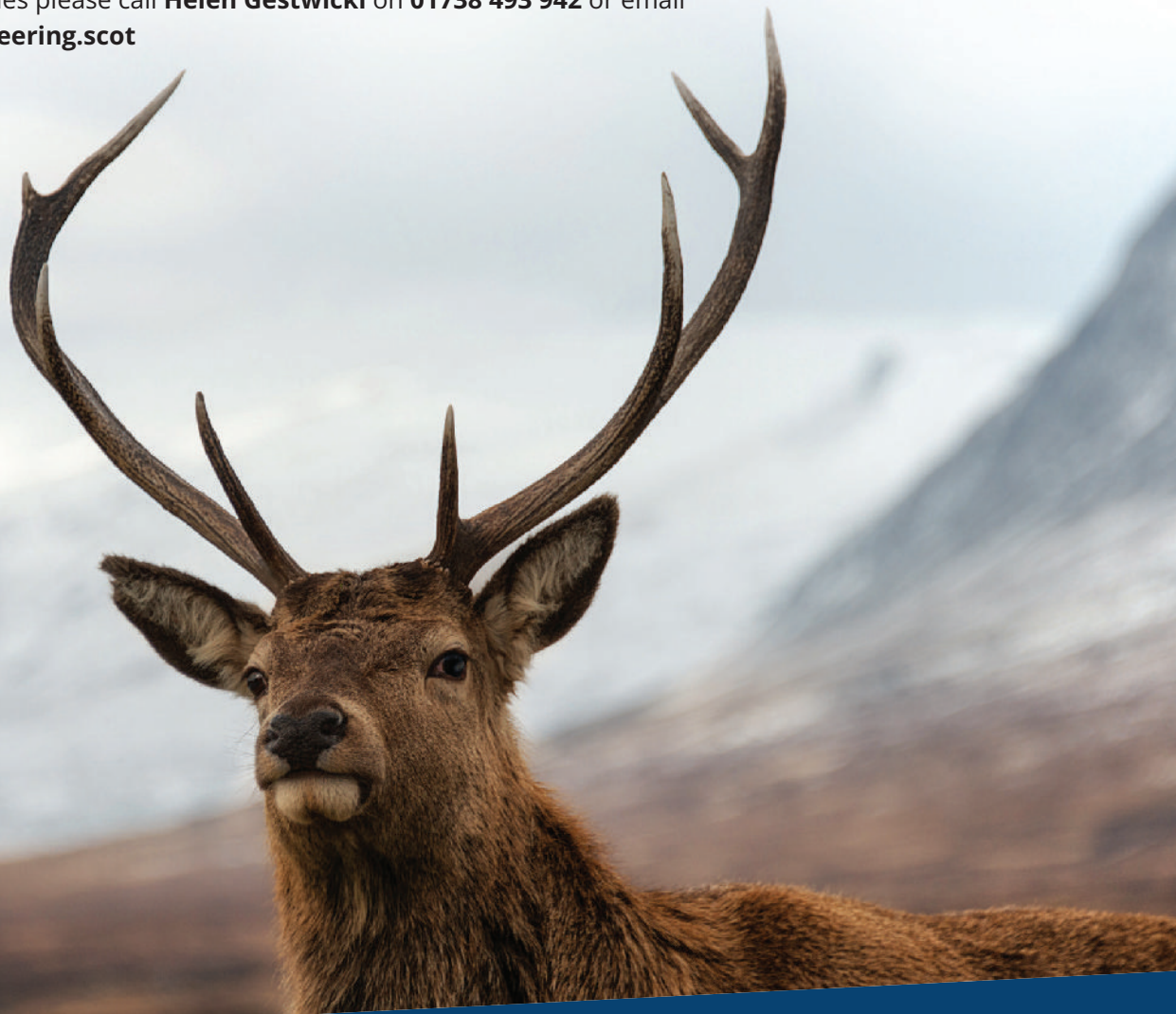
Any people within the images should look natural and comfortable within their environment.



BRAND IN APPLICATION

The following section brings all of the STYLE elements together to show our brand in application. Use the COMPONENTS in the previous section to build the finished brand.

Please use the following example applications as a visual style guide in order to help create your communications in accordance to our guidelines. Should you have any queries please call **Helen Gestwicki** on **01738 493 942** or email **helen@mountaineering.scot**



BUILDING BRANDED MATERIALS USING OUR STYLE ELEMENTS

BRAND IN APPLICATION

Letterhead

Here is an example of our letterhead which brings together the brand components as mentioned in the previous pages (logo, colour and typography). Example is 70%



Open Sans
Regular / Bold
9.5pt / 18pt leading
(www - 12pt Bold)

Open Sans
Regular
7pt / 10pt leading



BRAND IN APPLICATION

Comp Slip

Here is an example of our compliments slip. Example is 70%

Open Sans
Regular / Bold
9.5pt / 18pt leading
(www - 12pt Bold)



Business Cards

Our business cards are printed double sided to achieve maximum visual impact. Example is 100%

Roboto Slab Bold 11pt / 12pt leading
Open Sans Bold 7.5pt / 12pt leading

Open Sans Regular / Bold
7.5pt / 12pt leading



Open Sans Bold 9pt

BRAND IN APPLICATION

A5 Flyer

Here is an example of a **Mountaineering Scotland** A5 flyer, combining the style elements to create a dynamic, visually engaging piece of literature. Example is 100%

MOUNTAINEERING SCOTLAND
WALK CLIMB SKI

LOVE SCOTLAND'S MOUNTAINS?

JOIN US - SUPPORT US

Become a member of **Mountaineering Scotland** and enjoy exclusive member benefits and add your voice to our campaigns to protect Scottish landscapes and access rights.

www.mountaineering.scot

sport scotland
LOTTERY FUNDED

Roboto Slab Bold
(font size to suit)

Roboto Slab Bold
20pt

Open Sans
Regular / Bold
12pt / 16pt leading
(www - 18pt Bold)

BRAND IN APPLICATION

A5 Flyer

Here is an example of a **Climb Scotland** A5 flyer, combining the style elements to create a dynamic, visually engaging piece of literature.

Example is 100%



Roboto Slab Bold
(font size to suit)

Open Sans
Regular / Bold
12pt / 16pt leading
(www - 18pt Bold)

 **sport
scotland**
LOTTERY FUNDED

BRAND IN APPLICATION

Roboto Slab Bold
12pt

Open Sans Regular
9pt / 12pt leading

Brochure Page

Here is an example of a typical brochure page, combining the style elements to create a dynamic, visually engaging piece of literature.

Example is 70%

STRATEGIC OBJECTIVE 3: RECREATIONAL ACTIVITY

The number of participants in hill walking, climbing and snow sports activities, along with other outdoor recreational activities, has increased in recent years. These activities, although individually of light impact can, when all added up put stresses on upland environments. As a result, responsible use of the uplands by recreational visitors is an important part of conservation of the environment.

Many upland and crag-dwelling wildlife species have been declining in range and abundance and may be sensitive to disturbance.



There is potential for walkers, climbers and skiers to help reduce disturbance by being aware of wildlife and it's needs.

Hill walkers and climbers may go to remote areas that are rarely visited. There is potential to observe plants and animals and add records of sightings to national databases, contributing to a better understanding of upland wildlife.

Public transport is limited in many upland areas, and reliance on cars is often necessary for journeys.

The volume of traffic at popular walking and climbing destinations can lead to pressures on rural roads and car parks. Car use adds to atmospheric pollution.

The main impacts caused by outdoor recreational pursuits are:

- Path erosion, caused by numbers of people on popular routes over a length of time. Peatlands, springs and flushes are very susceptible to trampling and erosion
- Breeding bird disturbance, which is a seasonal problem for ground-nesting birds near walking routes, often exacerbated if dogs are present, off lead and not under control, and cliff nesting birds with special legal protection on popular climbing venues
- Crag cleaning is sometimes necessary; overly enthusiastic 'gardening' of plants may strip areas of their wildlife interest
- Litter and human waste disposal are widespread issues involving both biodegradable and non-degradable material, much of it taking years to break down, some potentially hazardous to health. Plastic can be dangerous for wildlife



BRAND IN APPLICATION

Large Displays

The same brand building rules should be applied when creating large display graphics such as pull up banners, which we see here.

Always ensure that the logo is placed within the top quarter of any large graphic display.

Roboto Slab Bold
(font size to suit)

Roboto Slab Bold
33pt / 36pt leading

Open Sans Regular / Bold
18pt / 22pt leading

Open Sans Bold 32pt

MOUNTAINEERING SCOTLAND
WALKCLIMBSKI

LOVE SCOTLAND'S MOUNTAINS?

JOIN US SUPPORT US

Become a member of **Mountaineering Scotland** and enjoy exclusive member benefits and add your voice to our campaigns to protect Scottish landscapes and access rights.

- Not for profit membership organisation
- Individual and club membership
- Access and conservation
- Mountain safety information and advice
- Promoting outdoor activity and indoor climbing
- Representing hill walkers, climbers and snowsport tourers in Scotland

www.mountaineering.scot

sport scotland
LOTTERY FUNDED



FURTHER INFO

These guidelines have been created to enable our brand style to be applied to a wide range of materials. However, if you have any questions about using these guidelines, then please contact us at the details below.



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