

# Mountaineering Scotland - brand guidelines

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# About Mountaineering Scotland

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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 13000 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, non-governmental grants and investment from sportscotland.

# Introduction

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Mountaineering Scotland introduced a new name (formerly MCofS), logo and visual identity in 2016 to refresh the way people perceive the organisation and reach out to a wider audience.

**Priorities for the new visual identity include:**

- Reflect our Scottish focus and our passion for Scotland's awesome mountains and hills
- Celebrate and be adaptable to the activities we represent: hill walking, mountaineering, rock and indoor climbing, ski-touring and ski-mountaineering
- Reflect that we are a membership organisation, which embraces equality and diversity, open to all, from beginner to elite, and an inclusive hub for the mountaineering community in Scotland

- Grow a more accessible, positive, dynamic and forward-looking reputation, reaching out to under-represented audiences (women, under 45s, beginners)
- Retain an authoritative, respected and trusted reputation, reinforcing the loyalty of our core audience (men, over 45s, experienced)
- Be clear, effective, practical and distinctive

If you have any questions about how to use these guidelines or need more information, please contact Emily Bryce at Mountaineering Scotland at [emily@mountaineering.scot](mailto:emily@mountaineering.scot) or 01738 493942.

## Visual identity: primary components

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The logotype is the key element of the Mountaineering Scotland identity. Using these guidelines, you'll be able to reproduce the logos to the highest standards and maintain a strong, consistent visual identity.

# Mountaineering Scotland logo

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The logo takes inspiration from the natural silhouette of iconic Scottish Munro, Buachaille Etive Mor, and contrasts it with several stylised mountain peaks to create a sleek and simple graphic.

Combining this with clean, crisp typography gives the identity a contemporary yet accessible feel which speaks to both the experienced climber and the aspiring hillwalker.

The shapes that make up both the mountains and the logo are key and can be used to create visual impact in many ways. There are two versions of the logo, horizontal and stacked to allow for format flexibility.

Logotype



## Sub brands - activity logos

To complement the core logo, there is a version which highlights the organisation's three key activities (hillwalking, climbing and ski-touring) with an integrated strapline.



There are also sub-brands for each of the three key activities, each with their own distinct colour theme. Each logo is available in a strip or stacked version depending on application format.

Strip



Stack



# Sub brands - member & associate logos

We would like to make it easy for our key partners and supporters in the mountaineering community to demonstrate their association with Mountaineering Scotland, enabling them to benefit from our services and to help raise our profile. To this aim, we have bespoke logos for key partners groups.

These logos can be provided on request, with details of intended use, and are permitted to be used in line with the following principles:

- **Affiliated clubs:** permission is given for clubs to use either the 'affiliated club' or 'club member' logo on their website, social media, club membership cards and other promotional materials. Clubs must ensure that their members who are recipients of a card bearing the Mountaineering Scotland clubs logos are registered with us.
- **Associate members:** permission is given for associate members to use the 'associate member' logo on their website, social media and other promotional materials.

- **Supporter:** available for individual Mountaineering Scotland members who would like to show their support for Mountaineering Scotland in social media or websites, for not-for-profit purposes.

These logos must not be used to imply a Mountaineering Scotland connection or endorsement of a specific product or viewpoint (through positioning or accompanying wording), unless this endorsement has been sought and confirmed by Mountaineering Scotland staff in advance. If you have any doubts about the appropriate use of the relevant Mountaineering Scotland logo, please contact us.



# Mountaineering Scotland logo specifications & usage

The hierarchy and relationship of logo components must be maintained as created. A minimum area equivalent to the width of the smallest triangle making up the mark should be kept as a margin around the logo and left free of other elements that distract from its impact.

The minimum size of the strip logo is 35mm wide and 20mm wide for the stacked version.

## Clear zone



## Minimum size

### Strip



### Stack





# Incorrect usage

It is important to always use approved master artwork to maintain consistency and to retain the integrity of the Mountaineering Scotland and sub brand identities. Never alter or try to recreate the Mountaineering Scotland logos. Shown opposite are examples of incorrect use of the Mountaineering Scotland logo.

Never rotate the logo at any angle



Never skew or distort the logo



Never colour the logo as a gradient



Never move any elements of the logo



Never outline the logo



Never apply any shadowing or other effects to the logo



Never add words, create sub brands or unapproved lock-ups with the logo



Never colour the logo in different colours



Never change the logo font



## Visual identity: secondary components

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Our typography speaks with simplicity and clarity, while colour and imagery expresses our passion and energy, the spectrum of people and activities we represent and the inspiring landscapes we cherish.

# Typography: primary typeface

Proxima Nova compliments the logo and should be used for all headings and body copy.

Where Proxima Nova is not available Arial can be used.

Extra Bold	Bold	Semi Bold	Medium	Regular	<i>Italic</i>	Light
<b>Aa Bb 0</b>	<b>Aa Bb 0</b>	<b>Aa Bb 0</b>	<b>Aa Bb 0</b>	<b>Aa Bb 0</b>	<i>Aa Bb 0</i>	Aa Bb 0
<b>Cc Dd 1</b>	<b>Cc Dd 1</b>	<b>Cc Dd 1</b>	<b>Cc Dd 1</b>	<b>Cc Dd 1</b>	<i>Cc Dd 1</i>	Cc Dd 1
<b>Ee Ff 2</b>	<b>Ee Ff 2</b>	<b>Ee Ff 2</b>	<b>Ee Ff 2</b>	<b>Ee Ff 2</b>	<i>Ee Ff 2</i>	Ee Ff 2
<b>Gg Hh 3</b>	<b>Gg Hh 3</b>	<b>Gg Hh 3</b>	<b>Gg Hh 3</b>	<b>Gg Hh 3</b>	<i>Gg Hh 3</i>	Gg Hh 3
<b>Ii Jj 4</b>	<b>Ii Jj 4</b>	<b>Ii Jj 4</b>	<b>Ii Jj 4</b>	<b>Ii Jj 4</b>	<i>Ii Jj 4</i>	Ii Jj 4
<b>Kk Ll 5</b>	<b>Kk Ll 5</b>	<b>Kk Ll 5</b>	<b>Kk Ll 5</b>	<b>Kk Ll 5</b>	<i>Kk Ll 5</i>	Kk Ll 5
<b>Mm Nn 6</b>	<b>Mm Nn 6</b>	<b>Mm Nn 6</b>	<b>Mm Nn 6</b>	<b>Mm Nn 6</b>	<i>Mm Nn 6</i>	Mm Nn 6
<b>Oo Pp 7</b>	<b>Oo Pp 7</b>	<b>Oo Pp 7</b>	<b>Oo Pp 7</b>	<b>Oo Pp 7</b>	<i>Oo Pp 7</i>	Oo Pp 7
<b>Qq Rr 8</b>	<b>Qq Rr 8</b>	<b>Qq Rr 8</b>	<b>Qq Rr 8</b>	<b>Qq Rr 8</b>	<i>Qq Rr 8</i>	Qq Rr 8
<b>Ss Tt 9</b>	<b>Ss Tt 9</b>	<b>Ss Tt 9</b>	<b>Ss Tt 9</b>	<b>Ss Tt 9</b>	<i>Ss Tt 9</i>	Ss Tt 9
<b>Uu Vv</b>	<b>Uu Vv</b>	<b>Uu Vv</b>	<b>Uu Vv</b>	<b>Uu Vv</b>	<i>Uu Vv</i>	Uu Vv
<b>Ww Xx</b>	<b>Ww Xx</b>	<b>Ww Xx</b>	<b>Ww Xx</b>	<b>Ww Xx</b>	<i>Ww Xx</i>	Ww Xx
<b>Yy Zz</b>	<b>Yy Zz</b>	<b>Yy Zz</b>	<b>Yy Zz</b>	<b>Yy Zz</b>	<i>Yy Zz</i>	Yy Zz

# Proxima Nova A

# Colour: primary palette

Black

White



C 85    R 29  
M 50    G 97  
Y 0     B 157  
K 20



C 0     R 249  
M 36    G 176  
Y 87    B 45  
K 0



C 59    R 122  
M 0     G 185  
Y 100   B 41  
K 0



C 70    R 49  
M 0     G 183  
Y 30    B 188  
K 0



C 71    R 44  
M 43    G 66  
Y 23    B 85  
K 63



# Colour: secondary palette



C 25    R 210  
M 0     G 219  
Y 75    B 92  
K 0



C 9     R 218  
M 91    G 47  
Y 0     B 137  
K 0



C 79    R 90  
M 85    G 63  
Y 33    B 115  
K 0

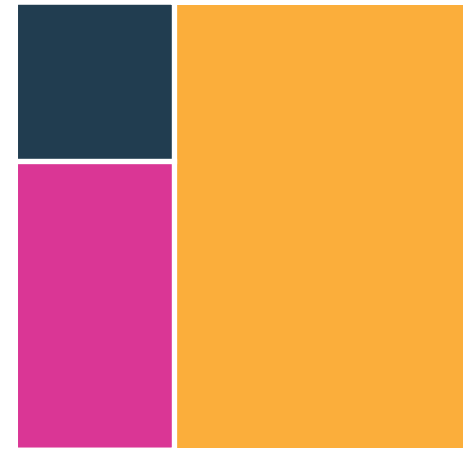


C 0     R 240  
M 60    G 133  
Y 35    B 137  
K 0



C 33    R 181  
M 20    G 183  
Y 45    B 149  
K 4

## Colour combination examples



# Image style: overview

Inspiring, evocative photography is an essential element of our new visual identity.

Imagery should reflect the passion, exhilaration, relaxation and sense of freedom that Scotland's mountains inspire in our members, whether they be hillwalking, climbing or ski-touring. Stunning landscapes, faces you can empathise with and views that make the viewer want to be there and try that. In most cases, images should highlight activities at a welcoming and accessible or aspirational level, rather than an elite or forbidding level, and represent the diversity of participants we seek to attract.

Low resolution, blurry, dull or dated imagery should be avoided to avoid negative association with the organisation.



# Logo use over images

Our logo is designed to sit beside and on top of images, reinforcing our organisation's connection with the people, activities and landscapes that we are here for.

Logo use on top of images, must not impact on its legibility. The background over which it is placed must not be too detailed or busy, and there must be a significant tonal difference so it stands out clearly.



# Graphic overlays

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Logo graphic overlays at 30%, 50% and 70% transparency are available for use over photos or coloured backgrounds to reinforce the visual identity, subtly, as and when it is felt appropriate. It should not be used where it might detract from or over-complicate a design.





# Printed material

The shapes of the logo can be used to hold images and these shapes can be adapted depending on quantity of inset images required. This creates a dynamic style which complements the logo and strengthens the overall brand. If Proxima Nova is not available Arial may be used for headings and body copy.

 **Mountaineering  
Scotland**

## Join us today

### Choice of free gift & pay half price

**Already a member?**  
Gift membership special offer available...  
The perfect present that will last all year.

[www.mountaineering.scot](http://www.mountaineering.scot)

## Join today

From just  
**£13.75**  
plus your choice  
of free gift

Save up to 50%  
when you sign up  
by Direct Debit

Enjoy exclusive member benefits while supporting our campaigns to protect Scottish landscapes and access rights.

## Love mountains? Support us.

- Membership card giving discounts on outdoor gear, places to stay and much more
- 'Scottish Mountaineer' magazine four times a year
- Subsidised mountain skills courses, free lectures, expert advice, coaching & climbing comps
- Network of 140 hillwalking, climbing and ski touring clubs
- Access to mountain huts in top spots for enjoying the hills
- Mountaineering activities insurance cover

[www.mountaineering.scot/join-us](http://www.mountaineering.scot/join-us)  
01738 493942  
[info@mountaineering.scot](mailto:info@mountaineering.scot)

 **Mountaineering  
Scotland**  
WalkClimbSki

# Exhibition material

Display stands and banners should follow the general styling of all promotional material. Angular image holders containing Mountaineering Scotland approved photography along with brand colours and typography.



# Trade mark

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Mountaineering Scotland is a registered trademark of the Mountaineering Council of Scotland Ltd.

- It is our responsibility to protect our organisation's name and intellectual property by making the public aware of our registration of branding rights for Mountaineering Scotland, and in turn, dissuading others from adopting the same or similar marks, known as an infringement.
- We will highlight our trademark through use of the ® symbol in key communication material – including our website, magazine and press releases, but not on all small-scale promotional literature, where it may impact upon the effectiveness of the design or message.

# Contact

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For any questions relating to these guidelines please contact...

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