



Press Release

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For immediate release

Help shape new look for mountaineers

Mountaineering Scotland launches competition for new logo to go with new name

The representative organisation for hillwalkers, climbers, mountaineers and ski-tourers who live in Scotland or enjoy Scottish mountains is looking for a new logo to go with its new name.

The Mountaineering Council of Scotland announced last month it was to change its name to Mountaineering Scotland.

Alongside the new name, the organisation will be introducing a new logo and visual identity – and it is inviting members and the public to come up with ideas in a design competition.

Chief Executive Officer David Gibson said: “Like the name, we want our new visual identity to be simple, clear and reflect what we do.

“As the MCoFS we have represented the interests of clubs and members since 1970. We are proud of our heritage and achievements. Mountaineering Scotland now has over 13,000 members and 140 affiliated clubs, and we recognise that times are changing and tailoring our brand to new audiences is essential.

“We don’t want to rush this as we are keen to take a creative approach and gather a wide range of ideas along the way. We were impressed by the high quality of proposals we received when we opened up our MCoFS Awards trophy design to Scotland’s artistic community and would like to do the same with our new logo.”

Designers professional and amateur are invited to enter via Creative Scotland’s Opportunities at <http://opportunities.creativescotland.com/opportunity/index/87fb9016-2211-4d0e-98c0-ab45835d90fc/?Ref=%2F>

Mountaineering Scotland is hoping its members and potential members will also contribute designs. David added: “Don’t worry if you are not a professional designer or artist. If you have the nugget of an idea in your head, you can sketch it out by hand, or in any online drawing software, and scan, email or post it into us.”

Anyone entering the competition will have until Friday 30 September to submit their designs, which will be used to shape the organisation’s final logo artwork. The most compelling design will win a £300 voucher for the outdoors retailer of the winner’s choice, along with a year’s free membership. The judging panel will include the founder and owner of popular walking website Walkhighlands, Paul Webster, and noted young Scottish climber Robbie Phillips.

Details of how to enter the competition can be found on the Mountaineering Scotland website at <http://www.mcofs.org.uk/news.asp?s=2&id=MCS-N11816&nc=Information for Members>

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Notes for editors

Further information

Contact Neil Reid, Communications Officer, on 01738 493941 or 07788871803 or neil@mcofs.org.uk

About Mountaineering Scotland

- Mountaineering Scotland is the new name for the Mountaineering Council of Scotland (MCofS), which acts to represent, support and promote Scottish mountaineering.
- Mountaineering Council of Scotland remains the registered company name.
- Mountaineering Scotland is the only recognised representative organisation for hill walkers, climbers and ski-tourers who live in Scotland or who enjoy Scotland's mountains.
- Mountaineering Scotland is a membership organisation with over 13,000 members representing hill walkers, climbers and mountaineers.
- Mountaineering Scotland also acts for 75,000 members of the BMC or British Mountaineering Council on matters related to Landscape and Access in Scotland.
- Mountaineering Scotland landscape and access work is supported financially by the Scottish Mountaineering Trust and the BMC
- Mountaineering Scotland has launched the ClimbScotland initiative to encourage young people to participate in climbing and support their progression. It offers a dedicated website and a development team, which will introduce young people to climbing at schools, climbing walls and via youth organisations with a range of activities and events, while developing kids clubs and providing specialist support to parents, volunteers and teachers.
- Mountaineering Scotland is the national governing body for sports climbing. It offers pathways to climbing coaching, organises and promotes a range of regional and national climbing competitions, and manages the Scottish climbing and bouldering teams. It contributes to the management of the GB teams with the ultimate aim of seeing a Scottish athlete achieve a podium position in the Olympic Games.
- The MCofS is a not for profit company limited by guarantee and incorporated in Scotland. Company number SC322717.
- Mountaineering Scotland, The Granary, West Mill Street, Perth PH1 5QP