



AYRSHIRE & ARRAN  
**Brand Toolkit**

**Version 1**

Prepared by Ocean Agency

# Ayrshire & Arran Brand

The logo has been created to reflect the BRAND ESSENCE

- **Fresh** - Rural, quality local produce, agricultural heritage, farmers markets, green, climate.
- **Space** - Easy escape from the city, room to think and breathe, fantastic views and coastline, blue.
- **Connected** - A rural idyll within an hour of the big city, good transport links, airport.
- **Active** - Huge variety of outdoor activities – golf, sailing, fishing, walking, cycling and, on the other side of the coin, an active and vibrant business community.

**Swoosh**  
Represents coast,  
land, sky and connection



**Font**  
Frutiger Light  
Frutiger Light Italic

**Strapline**  
Various straplines  
have been developed to  
work with different  
target sectors

# Colour Pallet



Pantone 2738c



Pantone 298c



Pantone 376c

## Complimentary Colour Pallet - inspired by the coast, sky and landscape

### Coast



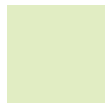
Pantone 2738c



Pantone 2627c



Pantone 3145c



Pantone 365c



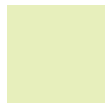
Pantone 7492c



Pantone 2715c



Pantone 329c



Pantone 372c



Pantone 7493c



Pantone 279c



Pantone 292c



Pantone 393c



Pantone 7502c



Pantone 291c



Pantone 304c



Pantone 607c



Pantone 293c



Pantone 2985c



Pantone 614c

### Sky



Pantone 298c



Pantone 2925c



Pantone 622c



Pantone 304c



Pantone 298c



Pantone 621c



Pantone 2635c



Pantone 635c



Pantone 2706c



Pantone 290c



Pantone 7545c



Pantone 7543c

### Landscape



Pantone 376c



Pantone 364c



Pantone 7534c



Pantone 7496c



Pantone 1235c



Pantone 357c



Pantone 7529c



Pantone 7486c



Pantone 129c



Pantone 361c



Pantone 7532c



Pantone 7489c



Pantone 1525c



Pantone 375c



Pantone 7493c



Pantone 7487c



Pantone 1545c



Pantone 382c



Pantone 7495c



Pantone 7483c

# The Brand Font

## TYPOGRAPHY

Our main typeface is **Frutiger**. It should be used for printed copy of any publication. Frutiger is the only font that should be used in text integral with the logo and strapline.

However for text in documents and powerpoints **Arial** may be used where Frutiger is not available, for example **Microsoft Word®**, **PowerPoint®** or web/digital applications.

Frutiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+{}:",".?!><

Frutiger 46 Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*  
*1234567890 !@#\$%^&\*()\_+{}:",".?!><*

Frutiger 55 Roman

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()\_+{}:",".?!><**

Frutiger 56 Roman Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz***  
***1234567890 !@#\$%^&\*()\_+{}:",".?!><***

Frutiger 65 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()\_+{}:",".?!><**

Frutiger 66 Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz***  
***1234567890 !@#\$%^&\*()\_+{}:",".?!><***

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+{}:",".?!><

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*  
*1234567890 !@#\$%^&\*()\_+{}:",".?!><*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()\_+{}:",".?!><**

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz***  
***1234567890 !@#\$%^&\*()\_+{}:",".?!><***

# Logo variations

We would encourage the use of the Process Colour version of the logo where possible. However the logo is provided in these other variations. For exceptional circumstances a spot colour artwork has been provided in the Brand Toolkit.

PROCESS COLOUR VERSION

---



BLACK & WHITE VERSION

---



GREYSCALE VERSION

---



REVERSED VERSION

---



# Spot Colour Logo



Pantone 2738c



Pantone 298c



Pantone 376c



A spot colour version of the logo has been created for use under 'exceptional circumstances' where it is impossible to use the process colour version of the logo or budgets will not allow.

Example uses:-

**Vinyl Signage  
Embroidery**



If using the strapline with the logo keep the size of type to the same proportions supplied in artwork. The font is 'Frutiger light italic'.

*Just be here*

Use as overall strapline

*Just be enterprising*

Use for business/  
inward investment sector

*Just be connected*

*Just be innovative*

*Just be active*

Use for leisure/  
tourism sector

*Just be relaxed*

*Just be home*

Use for place to live/  
relocate sector

*Just be energised*

## LEAVE BREATHING SPACE

---



The letter 'A' helps define the area around the logo which should be kept clear of any other graphic elements. This helps protect the legibility and integrity of the logo.

## MINIMUM SIZE - **With Strapline**

---



Minimum Size 33mm x 15mm  
The logo and strapline should not be produced at a size smaller than this.

## MINIMUM SIZE - **Without Strapline**

---



Minimum Size 22mm x 10mm if produced without strapline. The logo should not be produced at a size smaller than this.

# What not to do with the Logo

Don't alter the proportions of the logo

---



Don't change the colour of the logo elements

---



Don't move the graphic elements of the logo

---



Don't change the font or letter spacing

---



Don't place the logo on a busy background

---



Don't change the proportion, position of the strapline or its font

---



# Swoosh Elements



The Swoosh can be used as an overlay on photography. On our samples we have used the swoosh at 30% opacity. A similar effect can be created using Multiply and Softlight effects in the transparency tool of the Adobe CS3 Suite.

A section of the Swoosh has been used here to create a white area to include a title or other information.

These elements are available in the Brand Toolkit as a CS3 Illustrator file. File name:- Swoosh\_Parts.eps



Just be innovative





# Examples

