



**AYRSHIRE  
& ARRAN**  
DESTINATION ALLIANCE

# Brand Guidelines 2021

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# 1.0 Brand Identity

Our visual identity is more than just a logo. It is composed of a number of core elements that come together to create a distinctive look and feel to make our brand instantly recognisable.

Our brand identity is made up of two elements; our icon and full brand name.

The icon can be used as an independent graphic and the shapes as additional design features.

Portrait




Landscape

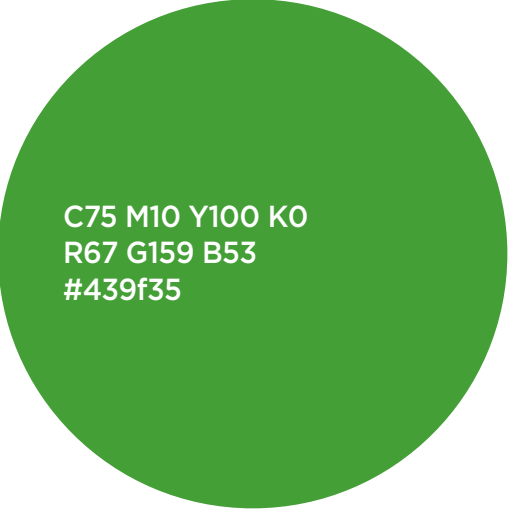


# 2.0 Brand Colours


There are five core brand colours for Ayrshire & Arran Destination Alliance. The colours combined create a strong identity that is clearly identifiable.




C100 M65 Y40 K35  
R1 G63 B89  
#013f59



C75 M10 Y100 K0  
R67 G159 B53  
#439f35



C80 M30 Y0 K0  
R0 G142 B202  
#008eca



C0 M45 Y100 K0  
R245 G157 B15  
#f59d0f



C0 M80 Y100 K0  
R232 G78 B15  
#e84e0f

# 3.0 Brand Font

Our brand font is 'Gotham Bold'. Its modern san-serif structure provides maximum legibility and a confident, yet friendly visual appeal.

# Gotham Bold

The quick brown fox  
jumps over the lazy dog

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
012345567890

A number of Gotham weights are available, allowing a full range of creative expression.  
For in-house produced items, the support font, Arial, can be used.

Light  
**Medium**  
Regular  
**Bold**  
**Black**

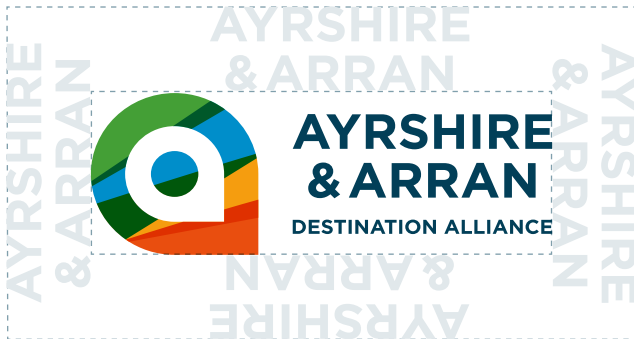
# 4.0 Brand Details

Our logo has been created for maximum standout on all applications; online and offline.

## Brand Sizing & Clearance

To protect the clarity and visual integrity of the logo, it has clear space around it. The height of the 'AYRSHIRE & ARRAN' text has been used to denote the minimum clear space required. For commercial printing applications, the logo should never be reproduced at sizes where the width of the logotype would become less than 40mm wide.

Clearance Space



Minimum Size 40mm



## Brand Usage

Follow the examples shown of how the identity should be correctly used.

Primary Logo



Primary Logo Reversed





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& ARRAN**

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For information relating to these Brand Guidelines  
and to request assets, please contact:

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