Brand Identity Guidelines

SCOTTISH **OUTDOOR**
ACCESS CODE
outdooraccess-scotland.scot

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Background

- The Access Rights section of the Land Reform (Scotland) Act 2003 and the Scottish Outdoor Access Code (the Access Code) came into effect in February 2005.

- The Scottish Outdoor Access Code (SOAC) brand has been developed to endorse products and materials promoting access rights and responsibilities as set out in the Access Code.

- The Scottish Outdoor Access Code brand is managed by Scottish Natural Heritage (SNH).

Scottish Outdoor Access Code

Public access to
Scotland's outdoors
Your rights and responsibilities

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The right to use the brand

- Copying and reproduction of the brand is not permitted without agreeing to the terms of use from Scottish Natural Heritage.

- Where people see the SOAC brand, they should be confident the context in which they see it is in accordance with the legislation of the Land Reform (Scotland) Act 2003 and the guidance in the Scottish Outdoor Access Code.

The SOAC brand

There are two elements to the SOAC brand – the Branding strip and the Set texts.

There are three colour variations to choose from to suit your needs.

There are also six variations on the Set text depending on the size and format of your publication/sign.

You can download the artwork for all these elements from the links at the end of this document.

In the majority of cases, you should use the branding strip along with one of the set texts.

Instances where you may use the branding strip on its own include:

- Any publication or product with content that meets the conditions of the Publication Checklist

- A web button that links directly through to outdooraccess-scotland.scot

- Interpretive panels or information boards that include clear Scottish Outdoor Access Code behavioral messages

- You should not use the branding strip on directional signage (because people aren't usually required to follow signed routes under the access legislation)

SOAC Branding strip

SOAC Set text example

Brand colours

PMS 368

PMS 289

Using the Branding strip

Minimum size

The minimum size the horizontal
branding strip should be used at is 70mm.

Note:
Minimum width for digital application
is 300pixels. For internet usage alt text should
read "Know the Code before you go by visiting
outdooraccess-scotland.scot".

70mm

Exclusion zone

When positioning the branding strip in relation to
other objects, please do not allow any
element to enter the exclusion area defined as x.
(x is the depth of the two lines of SCOTTISH and
OUTDOOR and will vary according to the size at
which you use the Branding strip.)

Download the Branding strip

The Branding strip artwork is available in EPS and PNG format and in a choice of the two brand colours and a reversed version.

EPS files have a transparent background and can be enlarged to any size without loss of quality. This is the ideal format for any printed work.

PNG files are ideal for all digital applications.

Click on the file type you would like to download.

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EPS PNG	EPS PNG	EPS PNG

NB The white versions of the Branding strip are not suitable to use on a white background.

The Set texts

Scottish Natural Heritage and Scotland's National Access Forum have developed a series of set texts. They represent the key aspects of the Scottish Outdoor Access Code and present a balanced view of the rights and responsibilities that apply to the public and land managers.

Using the Set texts

This is the easiest way of introducing the Scottish Outdoor Access Code and have endorsement by the Scottish Outdoor Access Code branding.

- Use the Publication Checklist to self certify the use of any of the set texts.

- The Set texts may be used as stand-alone pieces of artwork or adverts e.g. as filler ads.

- The Scottish Outdoor Access Code branding endorses the whole of any publication or product that it appears on and therefore entire written publications should meet the criteria in the Publication Checklist.

- There are four text options that can be used across a variety of media.

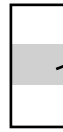The texts should not be altered in any way.

Download Set text 1

A 30mm x 190mm Landscape

Approx ¹/₉ of A4 page
(Ideal for A4 publications)

Approx ¹/₃ of ¹/₃ A4 page
(Ideal for ¹/₃ A4 publications)

B 62mm x 90mm Landscape

1A (actual size)

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Enjoy Scotland's outdoors responsibly
- take responsibility for your own actions
- respect the interests of other people
- care for the environment.

EPS   PNG

EPS   PNG

1B (actual size)

Enjoy Scotland's outdoors responsibly
- take responsibility for your own actions
- respect the interests of other people
- care for the environment.

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EPS   PNG   EPS   PNG

Download Set text 2

Set text 2 **A** 110mm x 90mm Portrait

110mm x 90mm placed onto 3rd A4
(Ideal for ⅓ A4 publications)

B 70mm x 190mm Landscape

Approx ¼ of A4 page
(Ideal for A4 publications)

2A (actual size)

Enjoy Scotland's outdoors responsibly

Everyone has the right to be on most land and inland water providing they act responsibly. Your access rights and responsibilities are explained fully in the Scottish Outdoor Access Code.

Whether you're enjoying the outdoors or working outdoors, the key things are to:

- **take responsibility for your own actions**
- **respect the interests of other people**
- **care for the environment.**

Visit **outdooraccess-scotland.scot** or contact your local NatureScot office.

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EPS   PNG   EPS   PNG

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EPS   PNG   EPS   PNG

Publication Checklist

This checklist forms the basis of self certification for using the Scottish Outdoor Access Code branding. You should aim to answer 'yes' to all the points to use the branding.

1. Does the whole leaflet or product accurately represent the content of the Scottish Outdoor Access Code?
    Quoting directly from the Code is good though be careful not to take text out of context so that the meaning is changed.
    Is it written positively and in the spirit of the access legislation?
    Does the product give a balanced view reflecting the rights and responsibilities of both the general public and land managers?

2. Is it written by the most appropriate organisation or group in consultation with other interested parties where appropriate?

3. Are contact details included to ensure accountability?

4. If photographs or illustrations are included, do they represent positive images of access?

5. Consider your target audience and whether it is important for the publication to state that access legislation in Scotland is different from that in England and Wales. Where important, is this included?

6. Have you included one of the set text examples or the Branding Strip and the three key principles?
    Take responsibility for your own actions
    Respect the interests of other people
    Care for the environment