

# Brand Identity Resources



# Artwork resources

## Artwork available

Clicking on the appropriate link will take you to the relevant artwork.

EPS files – vector version for PC or MAC, saved as CMYK colour.

JPEG files – pixel version for PC or MAC, saved as RGB.

## The Logo Unit



Black

[EPS](#)

[JPEG](#)



White

[EPS](#)



Black/Slate Grey

[EPS](#)

[JPEG](#)



Black/Aqua

[EPS](#)

[JPEG](#)



Black/Brown

[EPS](#)

[JPEG](#)



Black/Green

[EPS](#)

[JPEG](#)



Black/Yellow

[EPS](#)

[JPEG](#)

## The Pictogram



Black

[EPS](#)

[JPEG](#)



White

[EPS](#)



Slate Grey

[EPS](#)

[JPEG](#)



Aqua

[EPS](#)

[JPEG](#)



Brown

[EPS](#)

[JPEG](#)



Green

[EPS](#)

[JPEG](#)



Yellow

[EPS](#)

[JPEG](#)

# The Logo Unit Alternatives

**SCOTLAND'S GREAT TRAILS**  [EPS](#) [JPEG](#)

**SCOTLAND'S GREAT TRAILS**  [EPS](#)

**SCOTLAND'S GREAT TRAILS**  [EPS](#) [JPEG](#)

**SCOTLAND'S GREAT TRAILS**  [EPS](#) [JPEG](#)

**SCOTLAND'S GREAT TRAILS**  [EPS](#) [JPEG](#)

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**SCOTLAND'S GREAT TRAILS**  [EPS](#) [JPEG](#)

  
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# Using the Pictogram

Creative use of the pictogram as an 'O' within relevant words is encouraged and supported. Some examples have been provided that designers or route managers may incorporate into adverts for walks or routes, websites or other media. The name Scotland's Great Trails must remain in its original font of Lexia bold.

**DISC<O>VER**



**D<O>WN**



**ENJ<O>Y**



**EXPL<O>RE**



**FL<O>AT**



**F<O>LLOW**



**J<O>URNNEY**



**M<O>TOR**



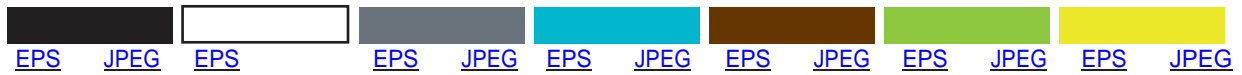
# OUT



# ROAD



# RAM



# ROVE



# STROLL



# TOUR



# TRAMP



# VOYAGE



# SCOTLAND'S GREAT TRAILS

