

# SOAC Brand Identity Guidelines – Gaelic

**CÒD SLIGHEAN**  
**DÙTHCHAIL NA H-ALBA**  
[outdooraccess-scotland.scot](http://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).

## **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.

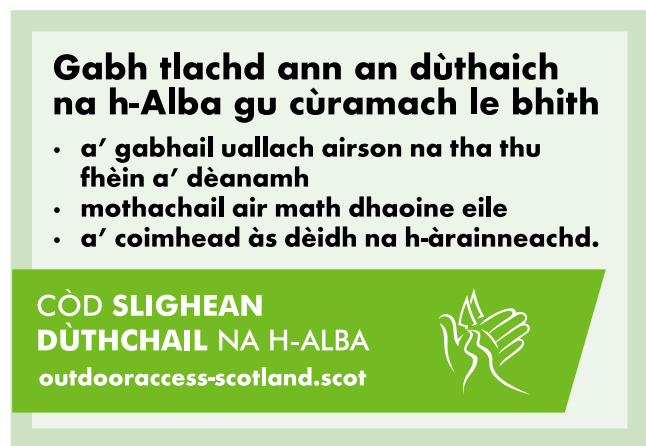
In the majority of cases, you should use the branding strip along with one of the set texts.

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](http://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 – Gaelic



SOAC Set text example – Gaelic

### 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](http://outdooraccess-scotland.scot)".



### 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 CÒD and DÙTHCHAIL 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 three 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.

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

Download the green branding strip



EPS

PNG

Download the blue branding strip



EPS

PNG

Download the white branding strip



EPS

PNG

## 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.

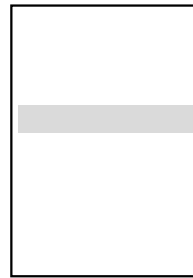
# Download Set text 1

## Set text 1A:

30mm x 190mm landscape  
Ideal for an A4 page

## Set text 1B:

62mm x 90mm landscape  
Ideal for a 1/3 A4 page



Set text 1A



Set text 1B

## 1A (actual size)

**CÒD SLIGHEAN  
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## Gabh tlachd ann an dùthaich na h-Alba gu cùramach le bhith

- a' gabhail uallach airson na tha thu fhèin a' dèanamh
- mothachail air math dhaoine eile
- a' coimhead às dèidh na h-àrainneachd.

## Download Set text 1A green



EPS

PNG

## Download Set text 1A blue



EPS

PNG

## 1B (actual size)

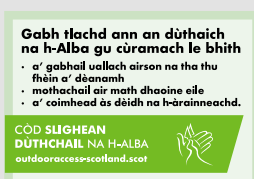
### **Gabh tlachd ann an dùthaich na h-Alba gu cùramach le bhith**

- a' gabhail uallach airson na tha thu fhèin a' dèanamh
- mothachail air math dhaoine eile
- a' coimhead às dèidh na h-àrainneachd.

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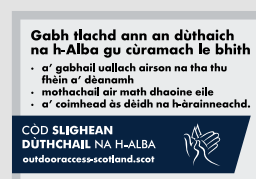
Download Set text 1B green



EPS

PNG

Download Set text 1B blue



EPS

PNG



# Download Gaelic Set text 2

## Set text 2A:

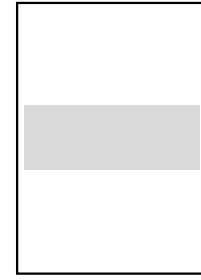
110mm x 90mm portrait  
Ideal for a 1/3 A4 page

## Set text 2B:

70mm x 190mm landscape  
Ideal for an A4 page



Set text 2A



Set text 2B

## 2A (actual size)

### Gabh tlachd ann an dùthaich na h-Alba gu cùramach

Tha a' chòir aig a h-uile duine a dhol air a' chuid as motha de dh'fhearann is dh'uisge cho fad is a bhios iad cùramach. Tha do chòraichean is do dhleastanasan air am mìneachadh ann an Còd Slighean Dùthchail na h-Alba.

Co-dhiù am biodh tu a' gabhail tlachd às a' bhlàr a-muigh no ag obair ann, bu chòir dhut a bhith:

- a' gabhail uallach airson na tha thu fhèin a' dèanamh
- mothachail air math dhaoine eile
- a' coimhead às dèidh na h-àrainneachd

Tadhail air [outdooraccess-scotland.scot](http://outdooraccess-scotland.scot) no cuir fios gu oifis ionadail NatureScot.

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EPS

PNG

Download Set text 2A green

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EPS

PNG

Download Set text 2A blue

## 2B (actual size)

# Gabh tlachd ann an dùthaich na h-Alba gu cùramach

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Co-dhiù am biodh tu a' gabhail tlachd às a' bhlàr a-muigh no ag obair ann, bu chòir dhut a bhith:

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Download Set text 2B green



EPS

PNG

Download Set text 2B blue



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