

# Brand Identity Guidelines

**SCOTTISH OUTDOOR  
ACCESS CODE**  
[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



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".



## 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.



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.

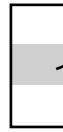
# Download Set text 1

**A** 30mm x 190mm Landscape



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

**B** 62mm x 90mm Landscape



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

## 1A (actual size)

**SCOTTISH OUTDOOR ACCESS CODE**  
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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.

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EPS PNG

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EPS PNG

## 1B (actual size)

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EPS PNG

**Enjoy Scotland's outdoors responsibly**

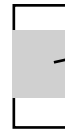
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EPS PNG

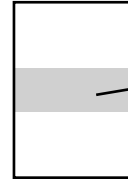
# Download Set text 2

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



**110mm x 90mm placed onto 3rd A4**  
(Ideal for 1/3 A4 publications)

**B** 70mm x 190mm Landscape



**Approx 1/4 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](http://outdooraccess-scotland.scot) or contact your local NatureScot office.

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EPS

PNG



EPS

PNG



2B (actual size)

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