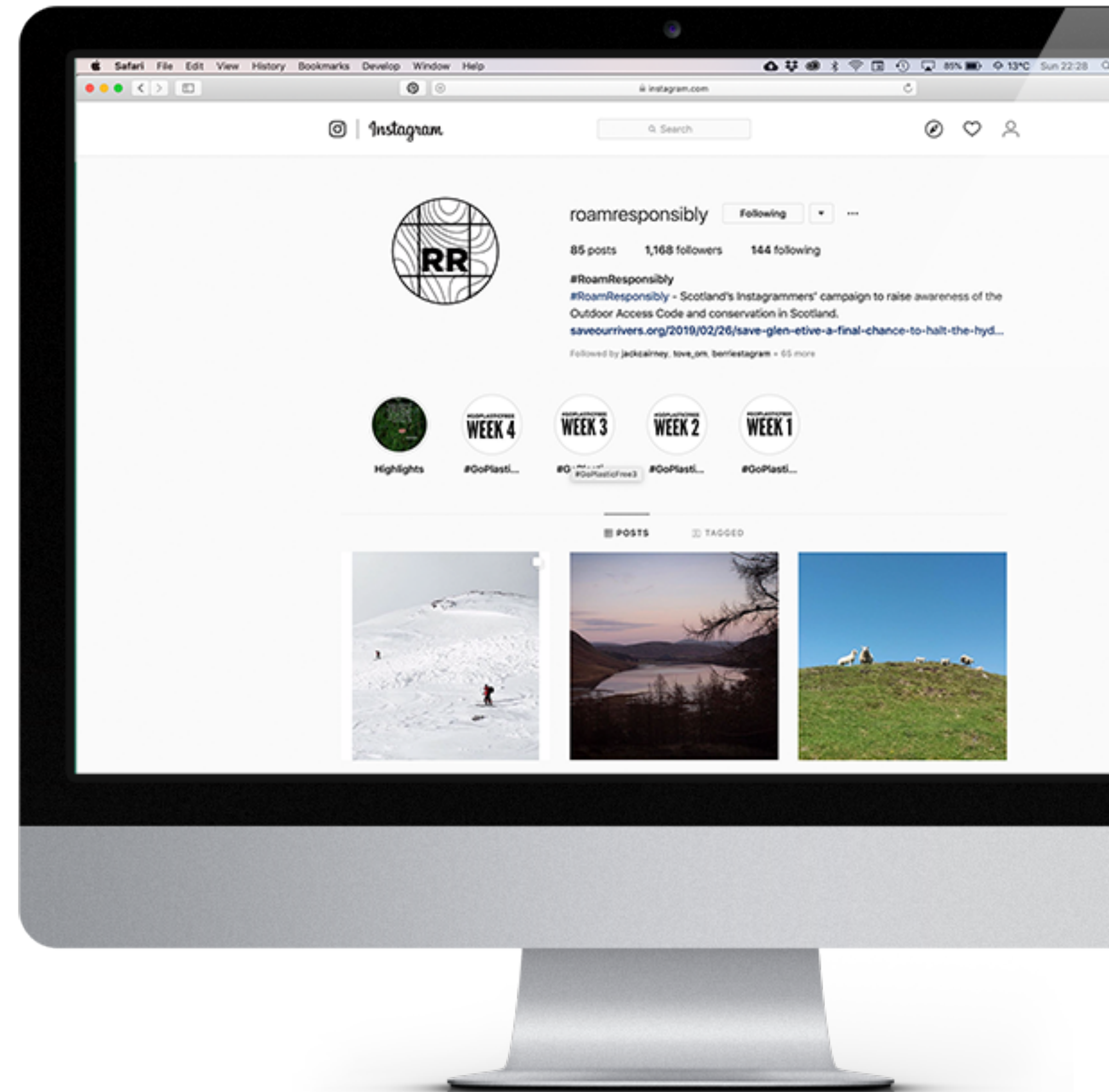


# ROAM RESPONSIBLY



Identity created for Roam Responsibly movement, raising awareness of the Outdoor Access Code and conservation in Scotland.



#DIVEST  
THE DIRT

**TURN YOUR PASSION  
INTO ACTION**

PALETTE MOSAIC

A B C D E F G  
H I J K L M N  
O P Q R S T U  
V W X Y Z  
0 1 2 3 4 5 6 7 8 9  
# € £ \$

LATO

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V\_0.1

**SHARP GROTESK**

**TURN YOUR PASSION  
INTO ACTION**

A POW STANDARD FONT FROM PREVIOUS CAMPAIGNS.

V\_0.2

**CHIVO BLACK**

**TURN YOUR PASSION  
INTO ACTION**

A CLEAR DISPLAY FONT FROM GOOGLE.



Protect Our Winters UK #DivestTheDirt campaign branding and assets in the run up to COP26 summit.