SOUTH of SCOTLAND ENTERPRISE

This way for success

Brand Guidelines

v01 | February 2020

Contents

01

About us

Your introduction to the new South of Scotland brand

A brand is a calling card, a first impression, an arm round the shoulder. It informs how we communicate with people and reveals clearly what drives and motivates us: in essence our purpose.

The success of any brand depends on how carefully and consistently we follow the rules that govern its design, its tone and its behaviour. Its DNA must be there in every piece of communication and at every touchpoint. That's what builds trust, deepens understanding and grows reputations.

This brand book will furnish with all the information you need to understand our brand's guiding principles. It will tell you of its creation, ambitions and the parameters within which it exists.

It's a blueprint that you can follow in the work that you do and the collateral you create. The stronger we work together the stronger the new South of Scotland brand will be.

What is South of Scotland Enterprise?

South of Scotland Enterprise (SOSE) is a new non-departmental public body which will operate in the local authority areas of the Scottish Borders and Dumfries and Galloway. Its overarching aims will be to harness, grow and promote the people and businesses of the region.

About SoSE

The South of Scotland brims with great businesses, diverse communities and a vibrant culture. Our role, as South of Scotland Enterprise, is to build on these foundations and make the South even stronger.

We will do this by ensuring the region benefits from new thinking and a new approach. One that supports a broad and resilient economy by playing an active role in facilitating growth, bringing commerce and communities together, and streamlining the route to funding, markets and ultimately success.

Our goal is to unlock the great potential of both our people and our resources. And showcase this incredible part of Scotland to the world.

Key messages

- We will invest in the people, businesses and communities to help establish a powerful economic centre in the South.

- We will represent the South of Scotland and our businesses at a national and international level, so that the rest of the UK and the world recognise the vast opportunities of the region.

- We foster bold, fresh and innovative ideas to build continued success for the South and enhance its reputation nationally and internationally as a destination of choice.

- We will help new and established businesses all across the South meet to expand contacts, improve networks, access potential new markets and strengthen cross-selling opportunities.

- We will help develop the skills and talents of your people so that your business benefits and its offering becomes even more attractive to national and international clients and consumers.

Where we've come from

It's been a long journey to get here. But taking our time to ask the right people about how they feel and what they need in the South of Scotland has been critical to delivering a brand that is truly fit for purpose.

We have carried out extensive research with key stakeholders across the region. We have run workshops and applied the outputs from that activity into the brand and its messaging. It's been a process shaped by a collaborative spirit.

The new brand is the result of discussion, empathy and ambition.

Our vision

To establish the South of Scotland as a centre of opportunity, innovation and growth.

Our mission

We will work with the people and communities across the South of Scotland to grow its economy.

By providing investment, expertise and mentoring, we'll inspire the region to think bigger, and unlock significant opportunities for all.

Introducing our values

Values are the things we hold dear. They are our **beliefs** and they drive our behaviours. Our **behaviours** dictate how we will be seen and ultimately our **reputation**.

Inclusive

Collaborative, long term.

Building trust, bottom up not top down.

Supporting diverse thinking from diverse communities and business.

Responsible

We do what's right for communities and the planet.

We are honest, transparent and straight-talking.

We champion the South; its people, communities and businesses.

Bold

Open-minded, creative, lateral.

Optimistic, pioneering and ambitious.

Aiming high, providing hope and encouragement.

Striving

We take pride in all that we do.

We never give up, we fight for what's right.

We challenge ourselves to always be better.

Brand overview

WHY

To establish the South of Scotland as a centre of opportunity, innovation and growth.

HOW

We will work with the people and communities across the South of Scotland to grow its economy. By providing investment, expertise and mentoring, we'll inspire the region to think bigger, and unlock significant opportunities for all.

BY BEING

Inclusive	Responsible	Bold	Striving
Collaborative, long term.	We do what's right for communities and the planet.	Open-minded, creative, lateral.	We take pride in all that we do.
Building trust, bottom up not top down.	We are honest, transparent and straight-talking.	Optimistic, pioneering and ambitious.	We never give up, we fight for what's right.
Supporting diverse thinking from diverse communities and business.	We champion the South; its people, communities and businesses.	Aiming high, providing hope and encouragement.	We challenge ourselves to always be better.

02

Visual Identity

Master logo

The South of Scotland Enterprise logo is the primary visual element that identifies us.

The marque is designed to represent collaboration and coming together to create something new and vibrant.

The full colour 'Master' logo should be used when appearing on a white background.

Logo colour options

If needed, the logo can be reproduced in black and white or reversed out on the purple or blue brand colours.

Do not place the logo over busy images, patterns or colours that do not have sufficient contrast or make the visibility of the logo unclear.

COLOUR

SOUTH of **SCOTLAND ENTERPRISE**

BLACK

SOUTH of **SCOTLAND ENTERPRISE**

COLOUR REVERSED

SOUTH of **SCOTLAND ENTERPRISE**

COLOUR REVERSED

SOUTH of **SCOTLAND ENTERPRISE**

BLACK REVERSED

SOUTH of **SCOTLAND ENTERPRISE**

Logo sizing

It is important to keep the logo clear and legible.

However, when the logo is reproduced at a very small scale, whether in print or digital, the strapline is no longer legible and its impact is diminished.

The minimum size of the South of Scotland Enterprise logo with the strapline, for use in print or digital is determined by the font size of the strapline, which should not be reproduced in a smaller size than 12pt for print and 16px for digital. This minimum size ensures that the full logo type remains legible.

MINIMUM SIZE WITH STRAPLINE

78mm/220px

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MINIMUM SIZE WITH NO STRAPLINE

40mm/150px

SOUTH of
SCOTLAND
ENTERPRISE

CLEARSPACE

**SOUTH** of
SCOTLAND
ENTERPRISE
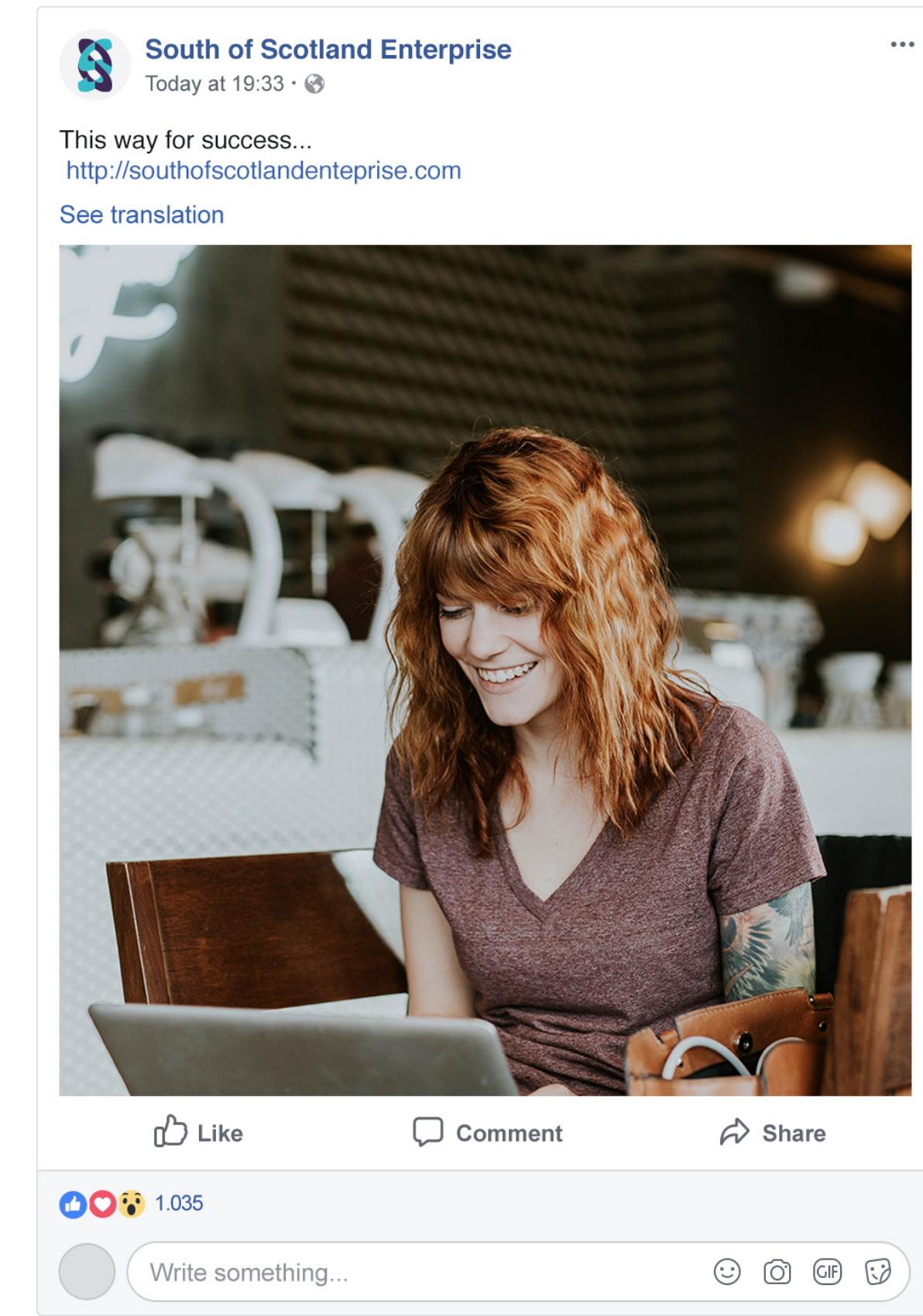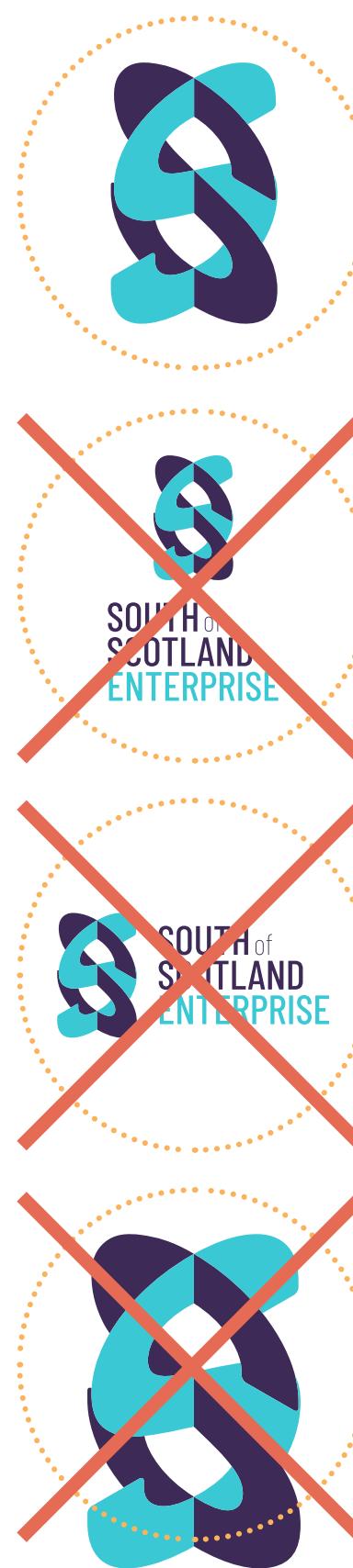
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. The clearspace area is created from 2x the height of the 'S' of the logo.

Using the logo online

The logo should not be distorted or tampered with in order to work on social media or anywhere online where space is limited and sizes are restricted. Reducing the logo to fit these restricted spaces will make the logo illegible.

The logo smybol should be used as an avatar instead.

Master logo with strapline

The master logo can be accompanied by a strapline. This version of the logo should be used when the strapline cannot be included as part of the layout or in the supporting copy.

SOUTH of SCOTLAND
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Straplines

Our strapline changes depending on the subject we are addressing. Here are the different straplines and how these might be used:

PRIMARY

Success is the primary, used on all general comms.

SOUTH of **SCOTLAND ENTERPRISE**

This way for success

Business – when speaking to any businesses

SOUTH of **SCOTLAND ENTERPRISE**

This way for business

Opportunity – colleges and students, entrepeneurs and start ups

SOUTH of **SCOTLAND ENTERPRISE**

This way for opportunity

Change – when talking about the community

SOUTH of **SCOTLAND ENTERPRISE**

This way for change

Growth – when talking about business growth opportunities

SOUTH of **SCOTLAND ENTERPRISE**

This way for growth

Innovation – when talking about tech or any new developments in the area

SOUTH of **SCOTLAND ENTERPRISE**

This way for innovation

Collaboration – when talking about meet ups, shared workspaces etc.

SOUTH of **SCOTLAND ENTERPRISE**

This way for collaboration

Progress – for reports and round ups.

SOUTH of **SCOTLAND ENTERPRISE**

This way for progress

Strapline use

Our straplines can be used separately from the logo and do not always have to sit directly below the logo as a lock up.

For example, the strapline can be given more prominance and will have greater impact as part of the design of a report cover.

The straplines can be used in our primary purple and blue colours, black or white. Never reproduce the strapline in any other colours.

This way for success

This way for success

This way for success

This way for success

This way for success
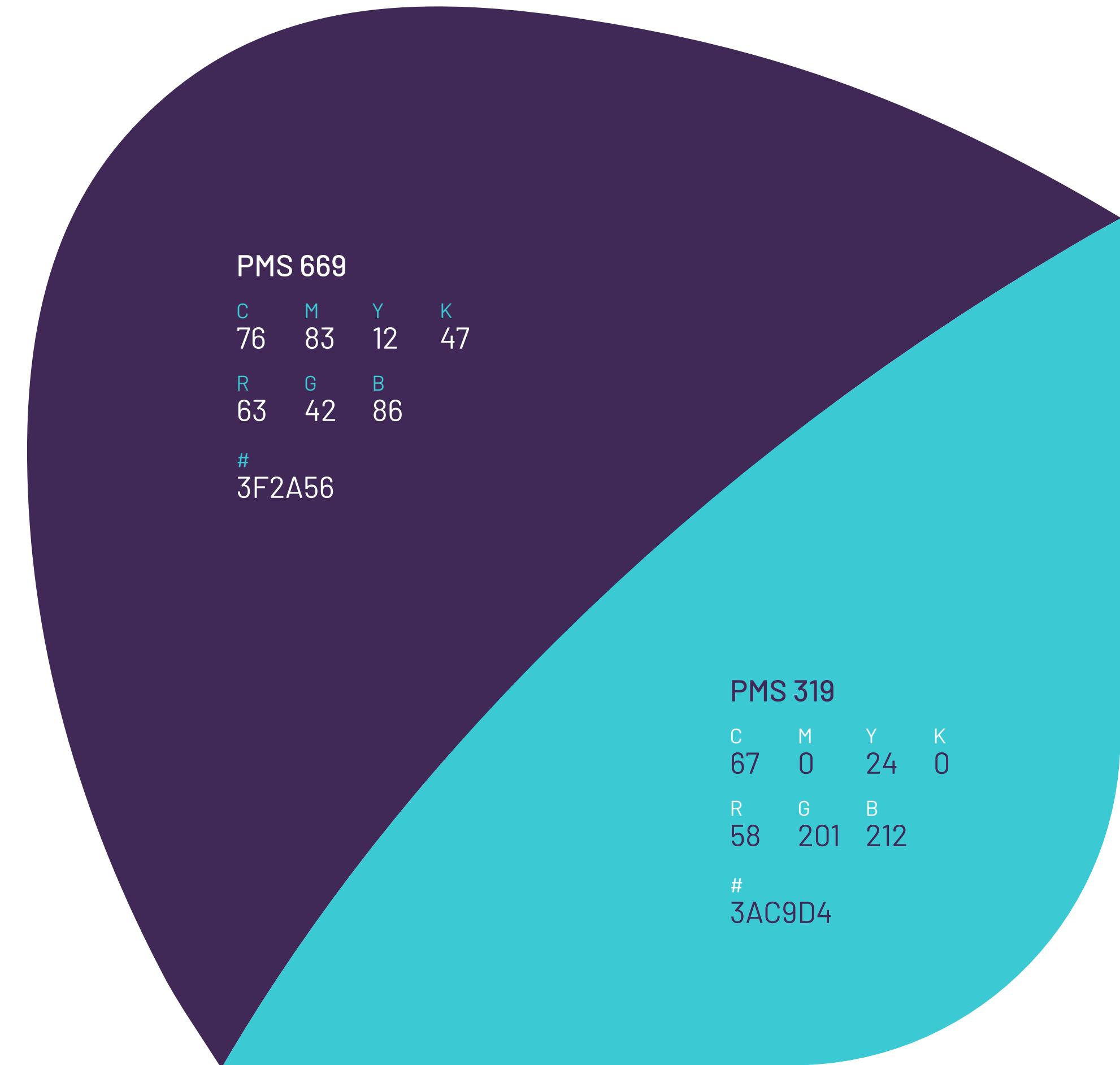
Primary colours

Our colour palette is fresh, modern and vibrant.

Consistent use of these colours will contribute to the cohesive and harmonious look of the South of Scotland Enterprise brand identity.

SOUTH of **SCOTLAND ENTERPRISE**

Our primary colours are taken from our logo. It's important that you always use these colours. Generally, we should try to ensure that each of the primary colours is used along with white.

PMS 669

C	M	Y	K
76	83	12	47

R	G	B
63	42	86

#
3F2A56

PMS 319

C	M	Y	K
67	0	24	0

| R	G	B
58	201	212

#
3AC9D4
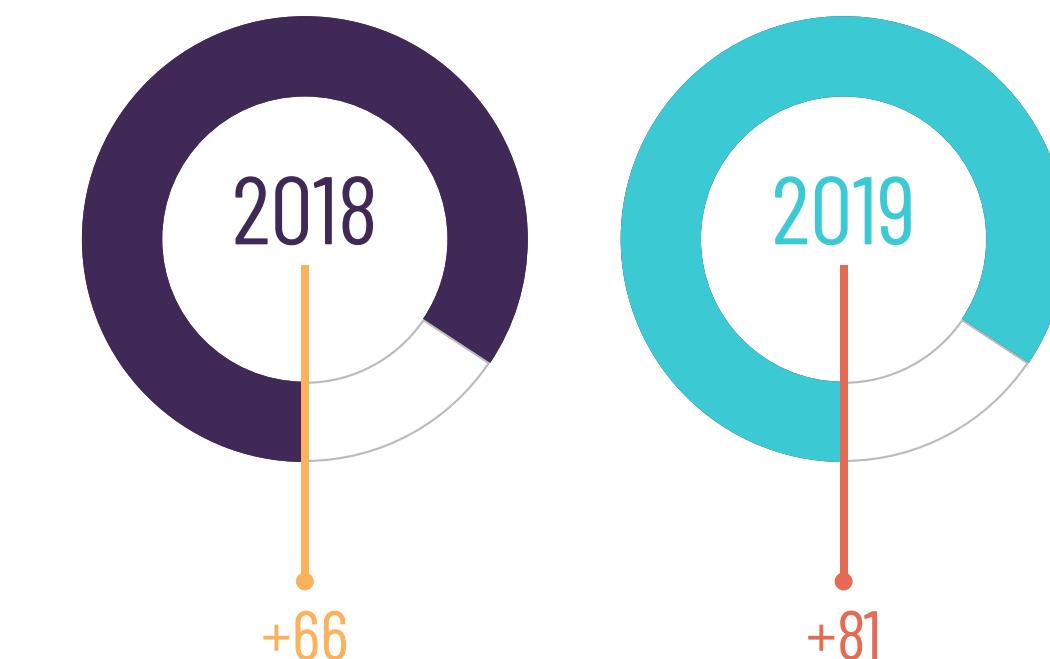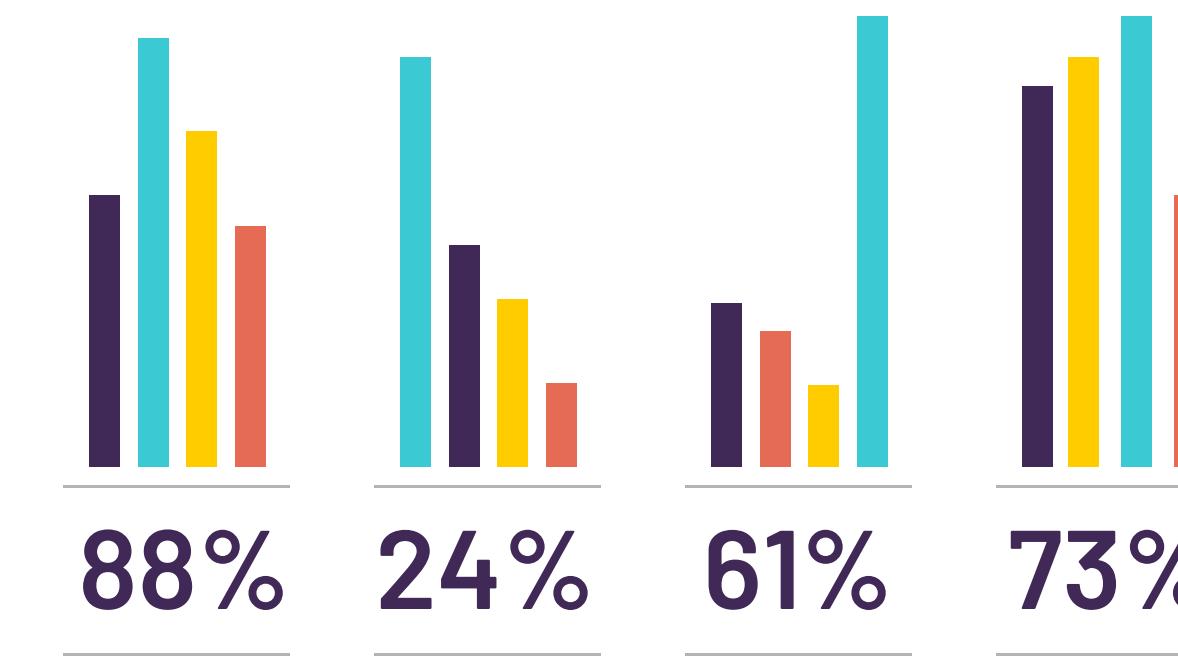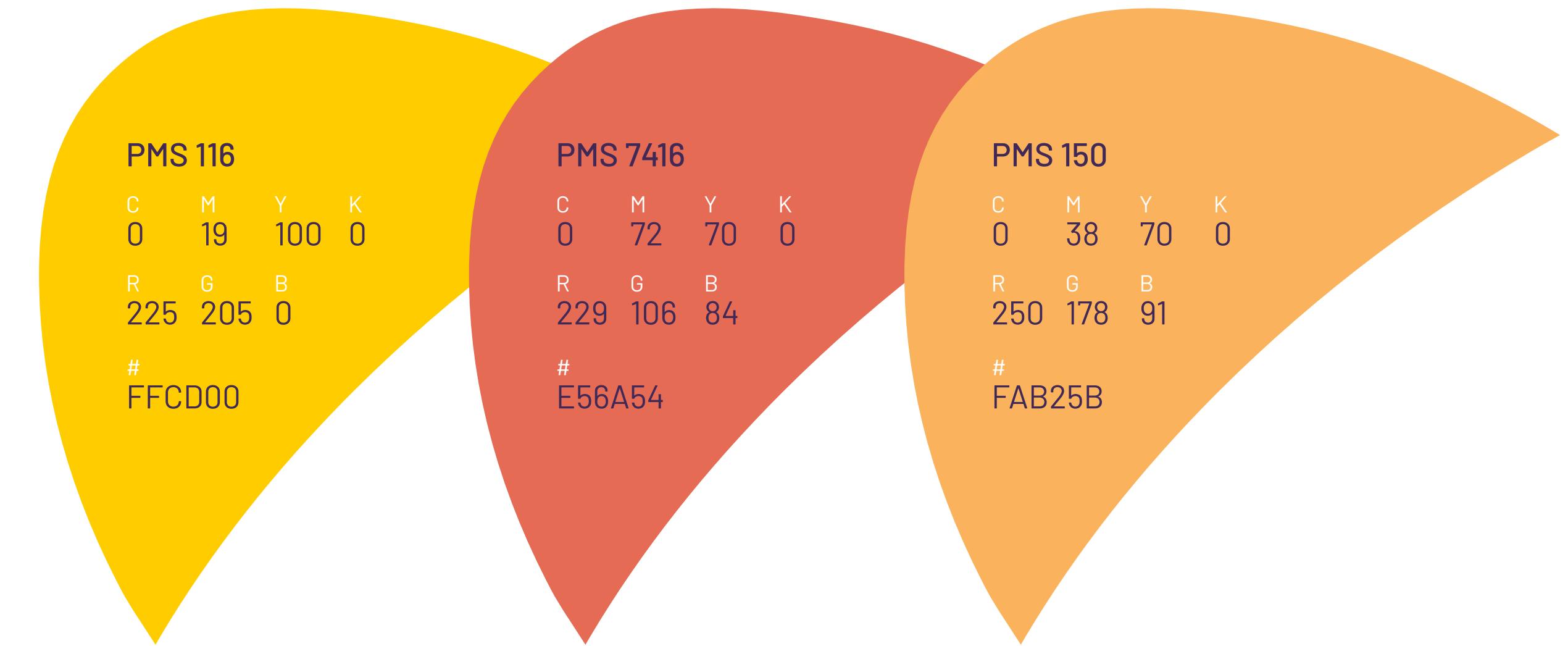
Secondary colours

Our secondary colours are warm, positive and optimistic, complementing the primary colours to create a more rounded and flexible colour palette.

These colours should be used sparingly and are designed for minimal use in:

- charts, graphs and infographics
- office interiors
- staff communications.

The majority of our colour should always be the primary colours along with white.

PMS 116

C	M	Y	K
0	19	100	0

R	G	B	
225	205	0	

#
FFCD00

PMS 7416

C	M	Y	K
0	72	70	0

R	G	B	
229	106	84	

#
E56A54

PMS 150

C	M	Y	K
0	38	70	0

R	G	B	
250	178	91	

#
FAB25B

88% **24%** **61%** **73%**

2018 +66

2019 +81

Typography

Typography plays an important role in our communication and overall tone. Careful use of typography reinforces our personality and ensures clarity and harmony in all communications.

Primary typeface

Our primary typeface is Barlow and Barlow Condensed. Chosen for it's modern and professional style, Barlow is a flexible typeface with a range of weights that make it ideal for using across an entire brand system.

Barlow is a Google font and can be used across printed and digital materials. It's also free and can be downloaded from the link below:

Barlow
https://fonts.google.com/specimen/Barlow

AaBbCcDdE

BARLOW

Light   ABCDEFGHIJKLMNOPQR
Regular   STUVWXYZ abcdefghijklm
Medium   nopqrstuvwxyz
Semi-Bold   1234567890
Bold   £&@?!/+(.,:;)

Typography

Barlow Condensed is a Google font and can be used across printed and digital materials. It's also free and can be downloaded from the link below:

Barlow Condensed
https://fonts.google.com/specimen/Barlow+Condensed

AaBbCcDdEFf

BARLOW CONDENSED

| Regular | ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| **Medium** | **abcdefghijklmnopqrstuvwxyz** |
| **Semi-Bold** | **1234567890 £&@?!/+(.,:;)** |
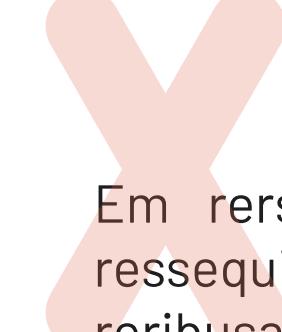
Typesetting

When setting type there are a few simple rules to help ensure that our messaging is clear and consistent.

Em rersper iorrovitaque in perume dolore ressequi aces re conest, sinimin ustruptam reribusae. Ovid modisitiis eatiorata paria consenimos essunt autatus eatet, se velesequo cusapis tiasit dolor autet imus aciendio volesed et endeliquo que non nonsequ aestius, to quatquia voluptas abor sequi debistissim qui sunt rerspidel il modit lantotassus erum nos aut moluptaquiat dicae autempel magnisimi, ipic tenienis deles assunt omnimag natusam, optiam laut que pratus eicitat emporer.
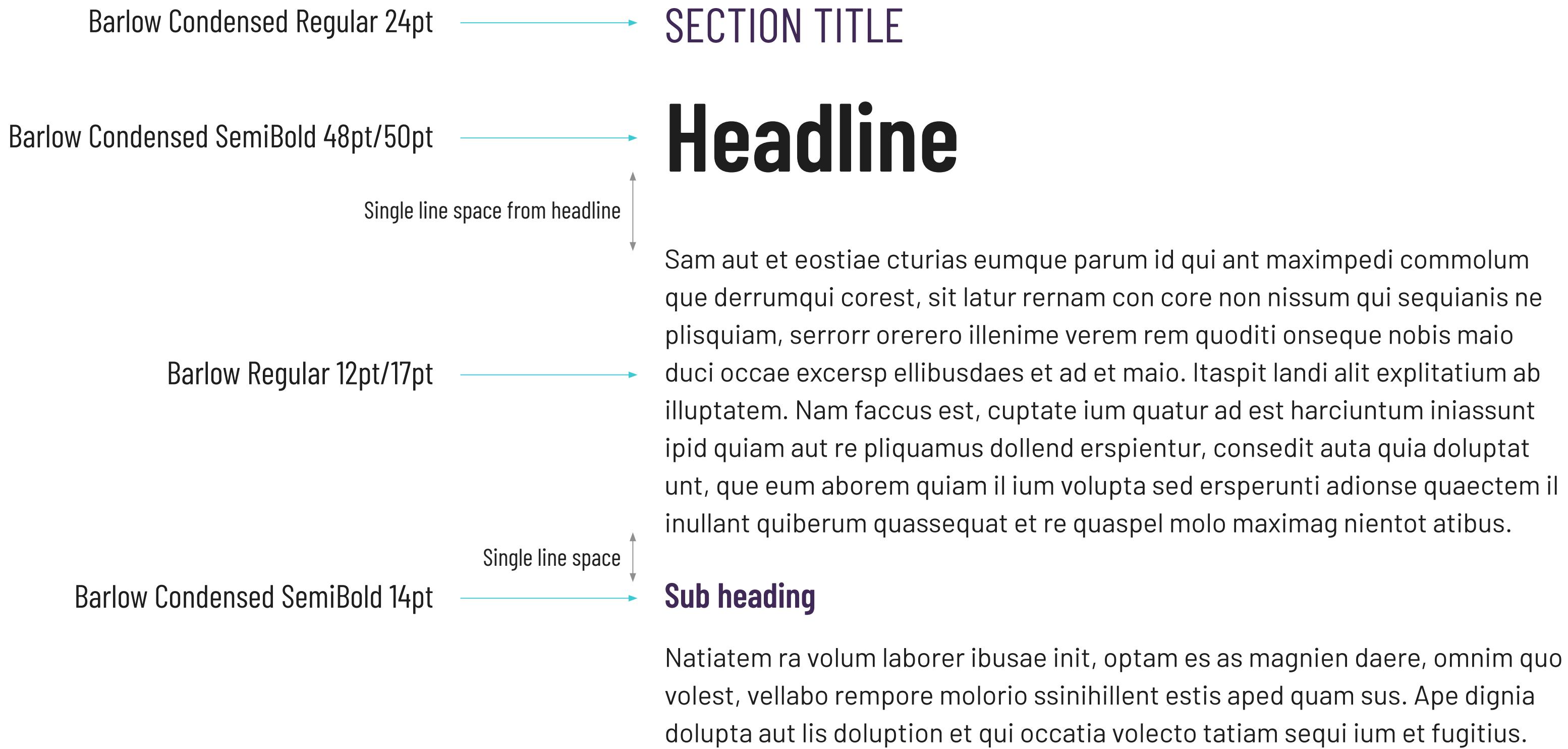
✔ Use Barlow Regular for body copy

✔ Use a minimum of 12pt for body copy in print

✔ Use a minimum of 16pt for body copy online

✔ Ensure open leading of +5 over the type size: (eg 12pt Roboto on 17pt leading)

✔ Set type ranged left

Em rersper iorrovitaque IN PERUME DOLORE ressequi aces re conest, **sinimin** ustruptam reribusae. Ovid modisitiis eatiorata paria consenimos essunt autatus eatet, se velesequo cusapis tiasit dolor autet imus aciendio **volesed** et endeliquo que non nonsequ aestius, to quatquia voluptas abor sequi debistissim qui sunt rerspidel il modit lantotassus erum nos aut moluptaquiat dicae autempel magnisimi, ipic tenienis deles assunt **omnimag natusam**, optiam laut que emporer.

✗ Mix typeface weights or sizes within a paragraph

✗ Use block capitals

✗ Use negative tracking (closing the letter spacing)

✗ Use tight leading (no space between lines)

✗ Add other typefaces

✗ Justify text

Typesetting example

Barlow Condensed Regular 24pt ——→ SECTION TITLE

Barlow Condensed SemiBold 48pt/50pt ——→ # Headline

Single line space from headline

Barlow Regular 12pt/17pt ——→ Sam aut et eostiae cturias eumque parum id qui ant maximpedi commolum que derrumqui corest, sit latur rernam con core non nissum qui sequianis ne plisquiam, serrorr orerero illenime verem rem quoditi onseque nobis maio duci occae excersp ellibusdaes et ad et maio. Itaspit landi alit explitatium ab illuptatem. Nam faccus est, cuptate ium quatur ad est harciuntum iniassunt ipid quiam aut re pliquamus dollend erspientur, consedit auta quia doluptat unt, que eum aborem quiam il ium volupta sed ersperunti adionse quaectem il inullant quiberum quassequat et re quaspel molo maximag nientot atibus.

Single line space

Barlow Condensed SemiBold 14pt ——→ **Sub heading**

Natiatem ra volum laborer ibusae init, optam es as magnien daere, omnim quo volest, vellabo rempore molorio ssinihillent estis aped quam sus. Ape dignia dolupta aut lis doluption et qui occatia volecto tatiam sequi ium et fugitius.

Accessibility checklist

To help keep our brand accessible, please use this page as a quick check list.

- use plain language and a minimum type size of 12 point, preferably 14 point for print or 16/18 pixels online
- justify type on the left
- don't print sentences in block capitals.
- allow for 1/2 a space between sub bullets
- avoid light fonts on smaller sizes of text e.g. body copy
- use bold rather than upper case for emphasis
- avoid underlining
- word spacing should be even and left justified
- avoid hyphenation – words should not be divided or split across a line break
- the space between lines should be generous
- an ideal average line length should be between sixty and seventy characters per line

- avoid printing text over busy design – keep layouts clear and clean
- keep text and design separate – group information logically
- guide the user with a contents page and index
- do not range text around images
- allow a good margin around columns and use a vertical rule if space is tight
- page numbers and headings should be consistent
- use matt rather than glossy paper
- provide sufficient space for completion of boxes on forms, including 'tick' boxes
- make sure that numerals are clear.

Colour contrast

When using colours we need to be careful that we're not making words illegible.

This page gives you the guidance on how to combine text and colour and stay legible.

These rules conform to WCAG 2.0 guidelines for contrast accessibility.

Bold	**12pt+**	**12px+ (online)**
Regular	12pt+	12px+
Bold	**12pt+**	**12px+**
Regular	12pt+	12px+

Bold	❌ **12pt+**	❌ **12px+ (online)**	Fail
Regular	❌ 12pt+	❌ 12px+	Fail
Bold	**12pt+**	**12px+**	
Regular	12pt+	12px+	

Photography

This is a guide to follow when creating/using images. It helps to ensure that our photography is consistent and complements the overall brand style.

Content

The images we use should appear natural rather than posed. They should be real and believable. Avoid staged photos of people and use images of people engaging in their natural environment. People should look positive, approachable and natural.

Location

To provide authenticity locations should be from around the South of Scotland area.

Colour

We want our photos to have a warm, approachable and professional feeling. Colour should feel natural but not flat – no filters or effects, no black-and-white unless intended for monochromatic application. Try to incorporate tones and highlights that will bring a richness and depth to the image.

Light

Our imagery should convey real situations, and their natural lighting. Avoid using over-considered lighting like sunsets, or stylistic shadows and reflections. We want things to feel light and bright, feeling positive with a sense of space.

Composition

A reportage/fly on the wall style of photography may be used, capturing real glimpses of people at work or engaging with an activity or with other people.

Photography examples

Graphic elements

We use dynamic crops of our logo's marque to create a distinctive visual style.
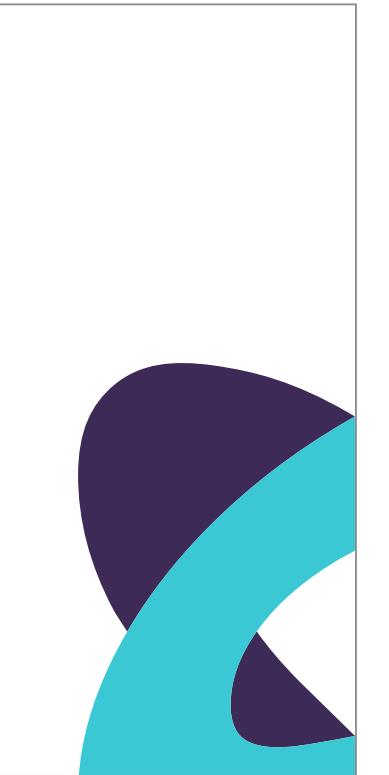
The positioning and scale of the marque is flexible, allowing for varied and interesting compositions.

Scale

The device can be used at different sizes to create unique crops and dynamic patterns.

Composition

Always ensure that the 2 primary colours are always visible along with areas of the white backgound.

Applying the graphic elements

The graphic device should primarily be used over a white background in order to leave space for the logo and messaging.
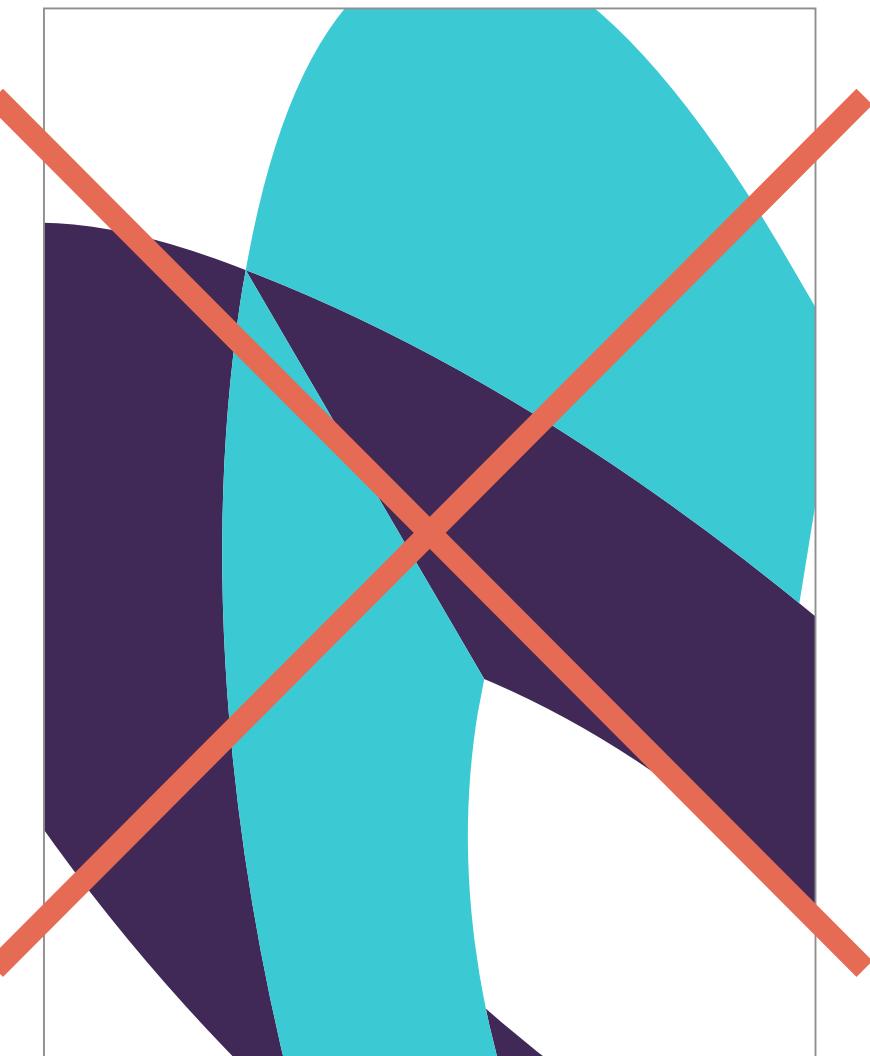
The colour of the device should never be altered and the shapes should never be broken apart, rotated or stretched.

Do not alter the colour.

Do not break the shapes apart.

Do not stretch or rotate the shapes.

Applying the graphic elements

The device can be used in different ways depending on the type of document we are creating.

01

For more technical documents we use more flat colour an less photogrphy.

02

In certain circumstances such as section dividers we may want to use a tight crop of the device so the page is almost filled with colour in order to differentiate from the other pages.

03 & 04

Images can be inserted into parts of the device to create interesting layouts.

When creating any primary content such as brochure covers, banners etc. try to ensure that both primary colours and the white background are visible.

01

02

03

04

Examples of brand in use

BROCHURE

This way for success

SOUTH of **SCOTLAND ENTERPRISE**

This way for innovation

Dus quis maximin pla quam doloritat qui utaes rerum audae nullesciant eum volore parcipsunt.

Busam, occusam, nossit, quid qui ut vendant untur, sin re paruptatque sed ea digendi ut unt, nullabore cus dolendam quidusc ilignati omnihilit aut vent qui as eatur, conserro ex et velibus alitemp elicident, odis enditae. Net eaquate dolori ab ipienimus adit doloriae vendit quibearum as num siminvel ilibus endam verum etur.

Obitat vit rescias volo tem quam coribusae modit aditet, sunt odis verum dolorep raeris quasper aessiti velit, erumquia sae nit hit volupta estibus ciusant anist escimi, quae quatur repellenes volecepero omni aut faceruptatio volore, occaest, temquas aut lat.

Dus quis maximin pla quam doloritat qui utaes rerum audae nullesciant eum volore parcipsunt.

In restium essim el ipsum autemquam as ne non porum ipsuntores exeressint fuga. Occus, quam ipit ad explacia qui sam con

pore odi omnist, que plibus cus ditatur, auda sinullu ptibusc iliquo magnati orerro illacep erferat iasinumquat es id milignati officip iciaecto que cum labo.

Conem volupie ndebitas eatur? Quibus es exerata sed et officii maiorem ipsa dolesequae sust ommolendam, et dellest, cus non plam fugias ut as explatur am ium volestiis evelit ommolum fugitae perumqui que doluptae volor siniend anditat eum repudae num res ulparum et asi dolupta tiurept atiunt que volorum aut andanimi, omniendae net, offic tempos dolorecat adicienis cum nihit voluptati apidunt.

South of Scotland Enterprise | Report title

3

Examples of brand in use

LETTERHEAD AND BUSINESS CARD

3 February 2020

Mr A.N Other
Address one
Line two address
PC 123

Dus quis maximin pla quam doloritat qui utaes rerum audae nullesciant eum volore parcipsunt.

Busam, occusam, nossit, quid qui ut vendant untur, sin re paruptatque sed ea digendi ut unt, nullabore cus dolendam quidusc ilignati omnihilit aut vent qui as eatur, conserro ex et velibus alitemp elicident, odis enditae. Net eaquate dolori ab ipienimus adit doloriae vendit quibearum as num siminvel ilibus endam verum.

Obitat vit rescias volo tem quam coribusae modit aditet, sunt odis verum dolorep raeris quasper aessiti velit, erumquia sae nit hit volupta estibus ciusant anist escimi.

Dus quis maximin pla quam doloritat qui utaes rerum audae nullesciant eum volore parcipsunt.

In restium essim el ipsum autemquam as ne non porum ipsuntores exeressint fuga. Occus, quam ipit ad explacia qui sam.
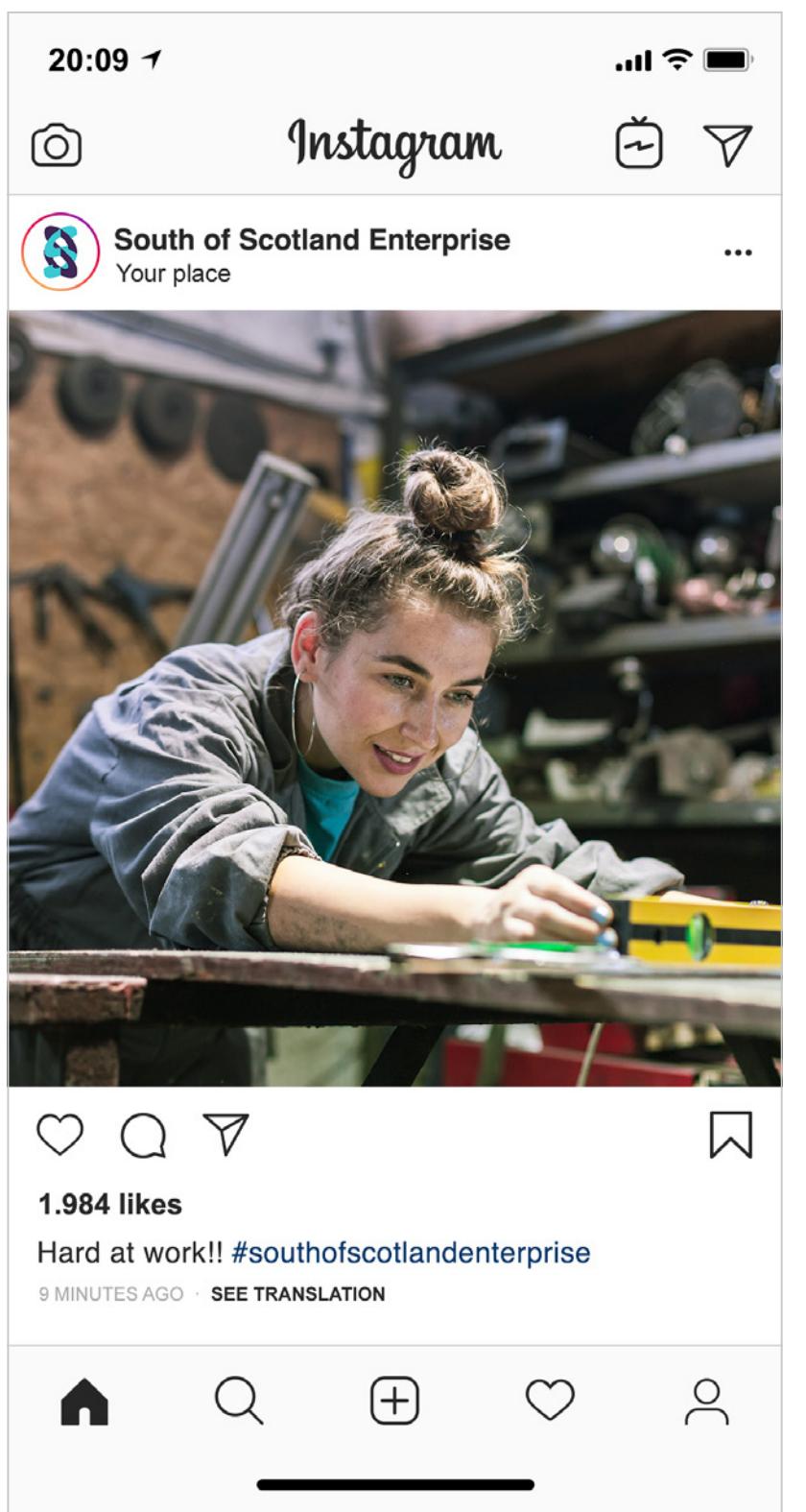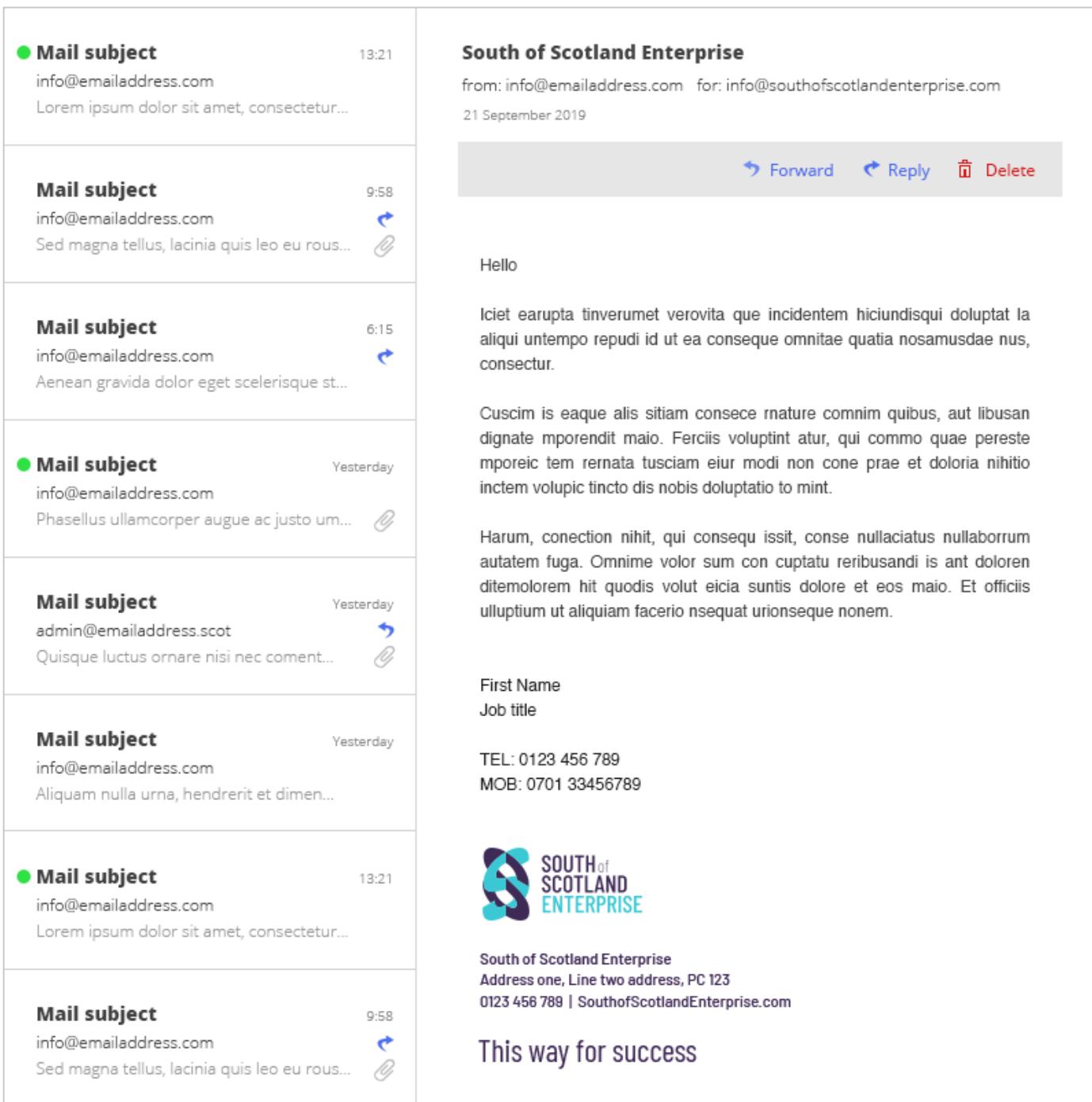
Kind regards
Someone

South of Scotland Enterprise
Address one, Line two address, PC 123
0123 456 789 | SouthofScotlandEnterprise.com

This way for success

Examples of brand in use

SOCIAL MEDIA AND EMAIL SIGNATURE

Examples of brand in use

POP UP BANNERS

03

Language and Tone of Voice

Tone of voice

This is about putting the South of Scotland back on the map. It's about reappraisal. It's about reinvention. It's about time. The copy has to deliver on the promise. It has to persuade and encourage those who head north, west and east to head south instead. It has to present in as compelling a way as possible all the proof points to make that argument utterly credible and irresistible. It has to challenge your preconceptions. It has to open your eyes to Scotland's best kept secret.

Relationship: Peer to peer.

- Honest

- Trusted

- Confident

- Optimistic

- Not patronising, it's about collaboration and recognising what already exists.

Helpful guideance

Our words are guided by our values.

✔ We are straight-talking, honest, inclusive and credible. And we talk from the South of Scotland not to it from the Central Belt.

✘ We do not use buzzwords, jargon or empty marketing speak.

✘ We are not speaking from a policy perspective but from and to the people, businesses and communities of the region.

✔ There is a positivity and energy to our language. We are optimistic and enthusiastic but grounded in reality. We talk about outcomes and deliverables not vague intentions and unspecified targets. If we talk about help and support then it must be connected to a clear and unambiguous outcome. Ambition and transparency go hand in hand.

✘ We do not resort to clichés. We do not overuse the familiar. Instead of 'grow' consider using 'strengthen' or 'consolidate'. Instead of using 'support' elect for 'champion' or 'encourage'.

✔ Words like 'Invest', 'sustain' and 'build upon' are good because they are immediate, relevant and chime with the ambitions of our audience.

✔ Using the occasional colloquialism will help to improve empathy with us and our audience and demonstrate clearly that we too are part of the South.

Contact us

Sequisquia volupta turibus, voluptatem voluptae. Ut eos sus, se nam nusandentur? Es et et minus evenditiist molorum aut volorrore eic temodis alit laborem ipsam facia dellaute conemqu odioria core doluptae conecaborum volorrunto que conet acerciatia ex eate omnimporro beat.

SouthOfScotlandEnterprise.com

SOUTH of
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