NatureScot
NàdarAlba

Scotland's Nature Agency
Buidheann Nàdair na h-Alba

Brand – design guidelines

Contents

The NatureScot brand

Brand:
NatureScot/ NàdarAlba

Strapline:
Scotland's nature agency/Buidheann Nàdair na h-Alba

Creative domain:
A nature-rich future for all

Purpose: NatureScot is Scotland's nature agency. We bring 30 years of experience, expertise and passion to our nation's most vital endeavour: to tackle the twin crises of nature's devastating decline and the climate emergency. Led by science and evidence, we do this by protecting our wildlife and habitats, then by restoring and regenerating our biodiversity. All driven by an understanding of the value to everyone of nature on land and at sea. This is our nature positive purpose.

Goal: NatureScot, working with partners, communities and businesses, will lead national efforts to stop the dramatic decline in nature's abundance and variety by 2030. We will then push further, so that nature in Scotland is regenerated and restored by 2045. In regenerating biodiversity, nature will make an essential contribution to hitting net zero carbon emissions and building resilience to the impacts of climate change already locked in. We'll have a healthy natural world, which everyone can enjoy, providing a foundation for Scotland's shift to an economy where people's wellbeing will be a priority.

Our logo

**NatureScot
NàdarAlba**

Scotland's Nature Agency
Buidheann Nàdair na h-Alba

Our dual-language logo combines our name, strapline and avatar.

Our avatar represents Scotland's land and waters within a wind-swept saltire, forming a leaf shape. Everyone will see it slightly differently and take from it what they will - rivers, paths, hills, lochs and seas.

Our colours are fresh, positive and contemporary, reinforcing our approachability and the aim to connect people with nature. The colours are taken directly from elements of Scotland's landscapes and nature.

Logo variants

The different elements of our logo can be used independently depending on situation and context.

The **full version** of our logo consists of the avatar, name and strapline in either colour or white. You should use the full logo wherever possible. It describes our remit and fulfils our commitment to the Gaelic Language Act.

The **full white version** has been created for use on a coloured or photographic background where the full colour version would not stand out.
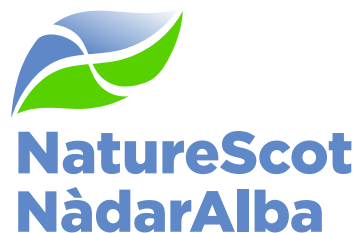
The **simple version** of the logo – avatar and name – should only be used where our logo needs to appear at a small size (as part of a list of partners for example) to avoid legibility problems.

Download the logos from **the Branding page on our website**

Colour palette (excluding web use – see page 19)

Our nature-inspired colour palette consists of the logo colours, neutral and vibrant colour collections along with their tints and a text colur. These should be used for all NatureScot communications under both the main brand and the sub brands.

Each swatch shows the PANTONE (PMS) colour, CMYK, RGB ans HEX values.

It includes a 50% tint. You can use any % tint.

To keep a sense of coherence, aim to keep to one, or a maximum of two, highlight colours within a document. Tints of the same colour are counted as one colour.

[CMYK and RGB colour values are taken from Color Bridge Coated swatch book 2019]
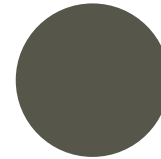
Logo colours
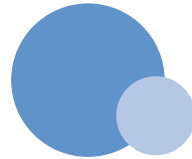
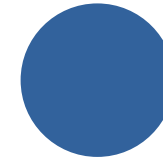PMS 646
65-34-2-1
94-139-191
#6093ca

PMS 376
48-0-100-1
133-190-0
#99c11b

Text colours

PMS 418
59-48-58-44
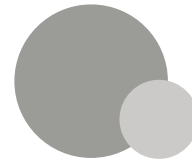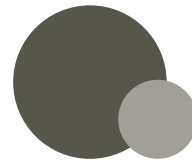80-83-76
#56564b

PMS 653
84-54-3-10
50-98-156
#32629c

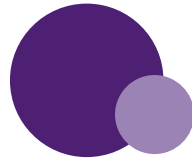## Neutrals

PMS 7539
41-31-35-10
141-143-143
#9a9b96

PMS 418
59-48-58-44
80-83-76
#56564b
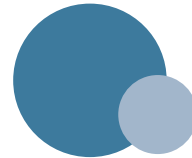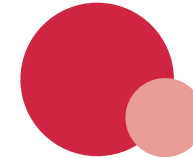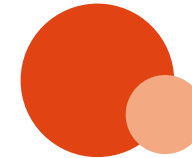
PMS 4168
82-38-48-60
37-71-73
#164446

Vibrants

PMS 3566
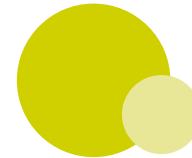83-100-0-16
72-43-116
#4d1f74

PMS 7698
74-35-18-18
65-116-147
#3c799c

PMS 4059
1-94-61-12
191-46-72
#cf2441

PMS 173
0-83-99-4
207-69-39
#e04411

PMS 390
20-0-100-8
182-191-0
#d0cf00

Typography – Fonts

Our logo font – **Gotham** – is at the same time solid, modern, accessible and friendly.

Gotham should be used for all professionally designed work whether internal or carried out by design contractors.

Gotham Light GOTHAM LIGHT
We are Scotland's nature agency. We work to improve our natural environment in Scotland and inspire everyone to care more about it.

Gotham Book GOTHAM BOOK
We are Scotland's nature agency. We work to improve our natural environment in Scotland and inspire everyone to care more about it.

Gotham Medium GOTHAM MEDIUM
We are Scotland's nature agency. We work to improve our natural environment in Scotland and inspire everyone to care more about it.

Gotham Bold GOTHAM BOLD
We are Scotland's nature agency. We work to improve our natural environment in Scotland and inspire everyone to care more about it.

For in-house communication products you should use **Calibri** when Gotham is not available. The calibri font works well alongside the NatureScot brand.

Calibri Light CALIBRI LIGHT
We are Scotland's nature agency. We work to improve our natural environment in Scotland and inspire everyone to care more about it.

Calibri Bold CALIBRI BOLD
We are Scotland's nature agency. We work to improve our natural environment in Scotland and inspire everyone to care more about it.

Typography – Layout and usage

Alignment

NatureScot typography should be ranged left. This provides the eye with a natural starting point for each line and helps to create clear and legible text.

NatureScot typography must not be ranged right, justified, or set exclusively in italics.

Paragraph spacing

Paragraphs should be separated by a single line space equal to the size and leading of the text.

The space between a heading and the next paragraph should be equivalent to one line of the smaller text.

The space between the end of a section and the next heading should be equivalent to two lines of the body text.

This page is aimed primarily at designers using design software however the same rules apply to work being produced in MS applications using the Calibri font.

MSOffice templates in the NatureScot brand are available for reports and Powerpoint presentations. NatureScot staff can supply these from the MSOffice Templates folder on NatureScot PC desktops.

Line spacing/leading

In InDesign body text should be set to Auto leading (120%).

Type sizes and weights

To keep the simplicity of the design aim to use as few sizes and weights as possible.

Owing to its short ascenders and descenders, Gotham sits 'large on the body,' appearing bigger than expected at text sizes so you can use smaller sizes than you would normally without loss of legibility. For this reason 10pt is the suggested body text size for the equivalent of an A4 document.

Case

Always set type in Sentence case (upper and lower case). All cap headings can be used in posters or banners for small amounts of text.

Do not use italics except for publication titles and foreign language words.

Do not underline text.

Type colour

Use PMS 418 (this colour) as a more friendly alternative to black for body text colour.

Hyperlinks

Use the **Medium** weight of the body text for hyperlinks rather than underlining.

Bullet points

Use en dashes as bullet points.

–   Mac : Option + minus

–   PC : Ctrl + minus on numeric keypad

Character Spacing

In Adobe InDesign, NatureScot typography should be set to Optical which ensures comfortable character spacing.

Rules

(As opposite) A fine rule can be a useful device to break up sections of text. Keep it the same colour as the text and use a .25pt weight so it doesn't overpower the layout.

Typography – Hierarchy

Main heading

Sub heading

Introductory paragraph – Optum dendi voloreritati aut excerum intus rem adia sam.

Body text – sequiam dolor repedis erchillore nonsequas alitatibus aut od qui ilit, quis arum ut eum quunt magnimusam, te.

– Bullet points – conet eum esequaspelit milicim officabor mint voluptat.
– Riae dit etur audandebitis consed qui ut aut sint, quas quas.

Et este dic te liqui ut et fuga. Feruptas et, te pore vit, sunt estrum quia ium volorem eatestis enti bla aut el ipsae perum alitaquos nitatiisto bea nus, quidel eatesto etur aut aliatus adis ma dolore **www.hyperlink**.

Caption

20pt Bold

14pt Book

12pt Book

10pt Book
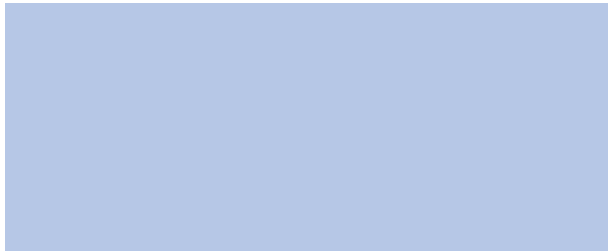
10pt Medium

8pt Medium

These guidelines are for a document created at A4 size using the Gotham font. The relative proportions between type sizes will continue to work on larger scale items.

Using our logo – Logo position

To ensure prominance for our organisation, our logo must be positioned at the very top left or bottom left corner on all NatureScot comunication materials.

All other text should be aligned to the left-hand edge of the type in the logo (as opposed to the left-hand edge of the avatar).

The logo should always be the very first or last element with nothing above or below. The area to the right of the logo should be left clear.
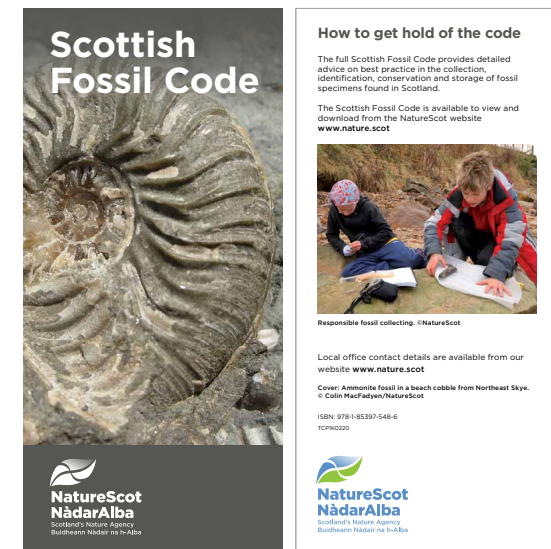
Examples showing alternative logo positions

Corporate banner

Project banner

1/3 A4 leaflet front and back cover

Using our logo – Logo size

Logo size

The following sizes will ensure consistency in our materials. These sizes are for the full logo.

Production size	Logo width
1/3 A4	35mm
A5	40mm
A4	50mm
A3	60mm
A2	70mm
A1	80mm
Corporate banner	
(for 850mm wide banner)	440mm
Project banner	
(for 850mm wide banner)	280mm

The full logo should never be used any smaller than 30mm wide.

Download the logos from **the Branding page on our website**

The logo width is measured from edge to edge of the type. (NB The left-hand tip of the avatar is fractionally outside this measurement so will appear in the margin.)

Using our logo – Exclusion zone

To allow the logo to be clear no text or graphic elements should appear within the zone to keep a neutral and uncluttered background.

The minumum exclusion zone is 25% of the logo width all round.

To help you keep the correct exclusion zone, the logos you download include the exclusion zone.
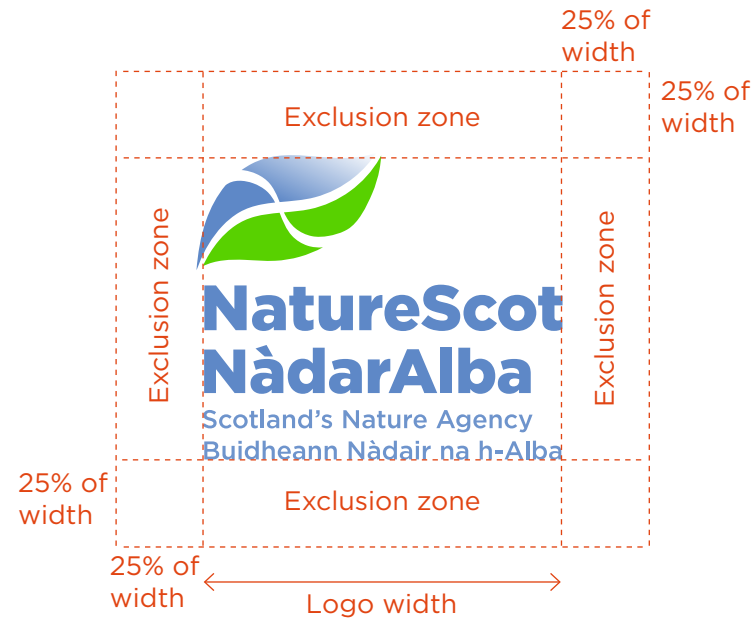
Download the logos from **the Branding page on our website**

Using our logo – Partnership pojects

In equal partnership projects the logos of all organisations should have equivalent prominence. It is important to allow enough space between the different logos. Follow the exclusion zone rules from the previous page.

Sometimes NatureScot will be one of several partners being credited which can mean it appearing at a small size. In this instance, so that all text is legible, you should use the simple logo version without the strapline. The minimum size it should appear is 18mm wide – see example below right.

Parnership working logos using correct exclusion zone.

Project supported by

Example of multiple partner project where the simple verson of the NatureScot logo should be used.

Our logo – exceptional situations

The first choice of logo should always be the full version – colour or white. However opposite are some exceptions to this. Please contact a member of the Communications Team if you think you have a requirement for a different format of logo.

Social media

To fit the requirements of social media we have created a circular badge version of our logo.

Website banner

Signage

Our signage will be gradually updated to the new brand over the next three years. New NatureScot external signs should use the white version of the logo on NatureScot blue (PMS 646).

Every office will have different requirements and will need to be looked at on an individual basis but should aim to use one of our existing logo formats.

In shared offices we may be required to supply our logo to fit the format of an existing sign system. For slatted systems the linear version of the logo should be used. For any other format the regular full logo should be used.

Always position the logo in the top left corner and align any other text with the left-hand edge of the logo type.

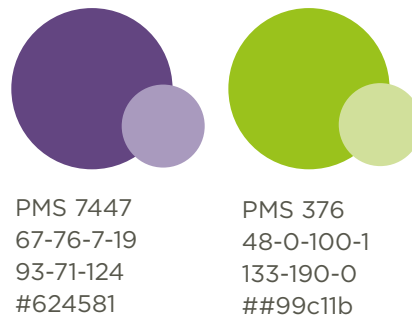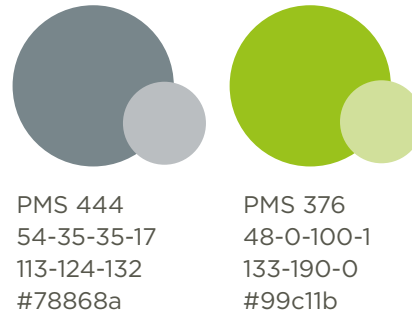**Office name in Gotham Book, white. Gaelic name, if appropriate, 30% PMS 646.**

Linear version of the logo for use on a slatted signage system.

NatureScot sub brands

Our two 'sub brands' are part of the NatureScot family but have their own logo and colour scheme. The NatureScot logo positioning, size, and exclusion zone rules also apply to the sub brands.

The two sub brands use the same colour palette, fonts and design style as the NatureScot brand.

PMS 444
54-35-35-17
113-124-132
#78868a

PMS 376
48-0-100-1
133-190-0
#99c11b

NatureScot NàdarAlba
Green Infrastructure
Bun-structar Uaine

PMS 7447
67-76-7-19
93-71-124
#624581

PMS 376
48-0-100-1
133-190-0
##99c11b

NatureScot NàdarAlba
Peatland ACTION
Restoring Scotland's Peatlands
Ath-stèidheachadh Talamh Mònach na h-Alba

National Nature Reserves

The National Nature Reserves (NNRs) have dual branding.

NNRs are the places where our work is immediately visible to the public so it is important that NatureScot is associated with the management of these special places and with positive visitor experiences. Therefore, although NNRs have their own logo this comes secondary to the NatureScot logo.

However, we continue to use the existing successful design style of the NNR leaflets and orientation panels. Please refer to the NNR style guide for detailed design information.
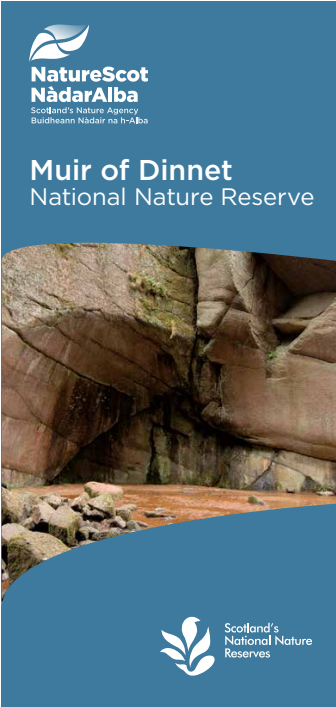
NNR leaflet cover

NNR orientation panel

Imagery - photography

Using the right picture for the job can make or break any visual communication materials. It's the first thing to catch people's attention. We want to use pictures that are bold and uncluttered to convey our messages clearly.

Wherever possible use one strong image rather than several small ones which will be more attention-grabbing. It isn't necessary to illustrate every aspect of a topic.

Only use text over a photograph when there is a suitable 'quiet' area of the picture and there is enough contrast for legibility.

The required size and resolution of the photograph is dependant on the end product. For social media posts a lower resolution image can be used but for printed work of all sizes it is important to have high resolution photographs.

We are lucky to have a fantastic photographic resource in the DAM and you should aim to use these quality pictures wherever possible.

Species

Species pictures should have simple backgrounds not to detract form the subject.

People

Aim to have people being active and looking engaged. Avoid back views.

Landscapes

Choose landscapes which have plenty of depth, contrast, colour or interesting light.

Imagery - infographics

Infographics are a visual means of presenting information quickly, clearly and in an engaging manner, and can be a successful alternative to longer text.

We have developed our own style to ensure consistency and so strengthen recognition of our brand. It is simple, colourful and friendly.

In time we will have a bank of infographics available to all staff on the DAM, but in the meantime please contact the Communications Helpdesk.
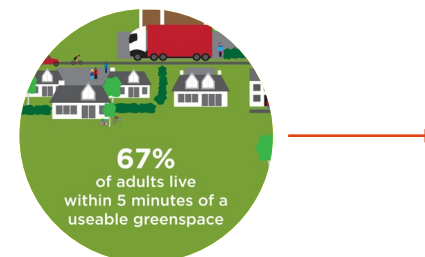
Icons

Story infographics

Source: Scotland's People and Nature Survey 2017/18

14,886
Pink footed geese
– a peak count

67%
of adults live within 5 minutes of a useable greenspace

Diagrams

Websites – internal and external

All of our websites, internal and external should follow the same style which we know to be WCAG 2.1 (Web Content Accessibility Guidelines) AA standard compliant.

Fonts

We use the Roboto sans serif family. They appear in order of availability:

Roboto

Helvetica

Arial

Text

All text should be ranged left.

Hyperlinks should be in bold and use blue colour 32629c. Do not use underlines.

Imagery

See previous pages on NatureScot imagery which also apply to websites.
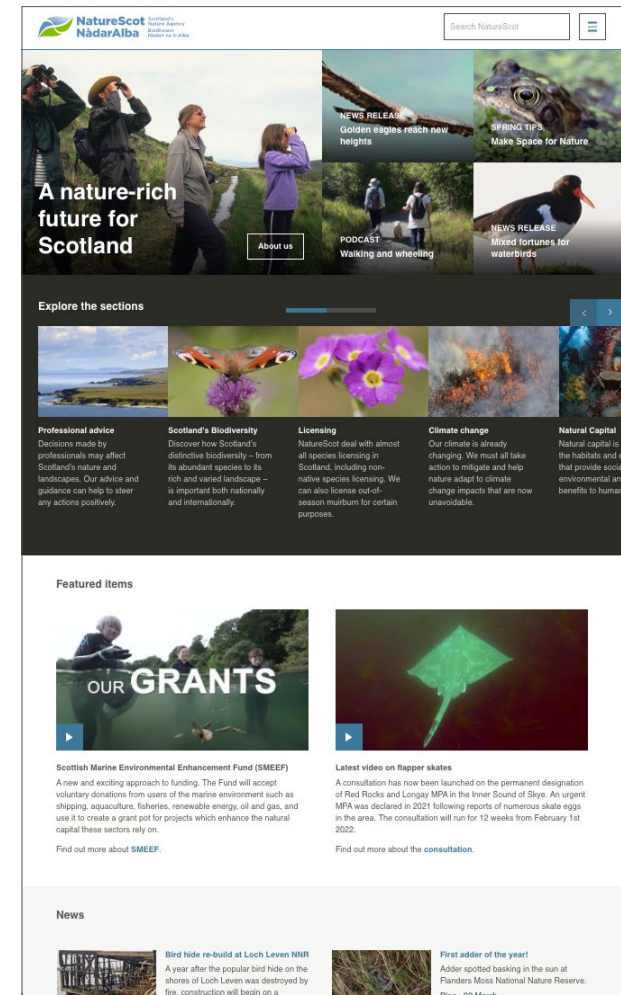
Colour palette

See next page.

The Cookies banner should use white text on 32629c.

The footer should use white text on 2b2b26.

Website banners

We have developed a landscape version of our logo for use solely as a website banner.

Use the full coloured version on a white background or the white version on a coloured background.
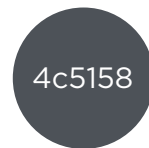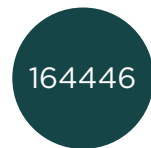
Website colour palette

Text colour

56564b

Footer colour

2b2b26

To be used for footer only

Colours for use as backgrounds to white text or headings on white background

007989 3c799c 164446 646902 72632a 4c5158 32629c 4d2074 cf2441 c34314
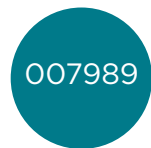
Colours for use as backgrounds to regular text colour

A7D7DB BFD7E0 CED9DA D9D8C1 DCD7CA DBDCDE

C8D8E5 DDD2E2 FAC8CF F7CFC5 F9CA62 D7DB78

Accessibility and the NatureScot brand

The NatureScot brand has been designed with accessibility in mind. We aim to comply with WCAG 2.1 (Web Content Accessibility Guidelines) AA standard for all of our online content, including downloadable PDF documents.

Whilst this standard does not cover printed materials the same principles still hold and we want to insure that all of our communications materials in all formats, printed and digital, are accessible to everyone.

Fonts

Our corporate fonts are sans serif which are widely accepted to be more accessible than serif fonts.

Our corporate font – Gotham – is open and simple with generous letter spacing which helps its legibility, even in the lighter weights.

Our secondary font – Calibri – was developed by Microsoft and is known for its accessibility and is available on all Microsoft applications.

Colour palette

Our colour palette is designed to be versatile so can be used for different purposes in different strengths and tints, retaining suitable colour contrast.

Layout style

The layout of our documents has wide margins to give a feeling of space and a consistent hierarchy of headings to make reading larger amounts of text more manageable.

Writing style

We have developed a **Writing Style Guide** to ensure that our information is communicated in Plain English and in a friendly manner to be accessible to the majority of readers.

Checking accessibility

Our **Accessibility Guide** gives guidance on general accessibility for all publications as well as specific tips for Research Reports.

For PDFs created from Adobe InDesign **this check list from Adobe** will take you through the steps required.

Further information

Downloading logos

You can download all the logos and these guidelines from **the Branding page on our website**.

Brand queries

If you have any queries regarding the brand please contact the Communications Team.

Design queries: Alison McQuaker   **alison.mcquaker@nature.scot**   01738 458520

Website queries: Tracy Wilson   **tracy.wilson@nature.scot**   01738 458529