

# Scotland the Home of Golf logo guidelines

Scotland's golf tourism industry is worth at least £220m per year and employs over 4,400 individuals. As an industry we should be proud of the history and heritage of Scotland the Home of Golf and under this umbrella message deliver a consistent and credible destination marketing message. The provision of the use of the Scotland the Home of Golf logo provides this umbrella message for the Scottish golf tourism industry to drive further growth of the industry as part of the 'Driving Forward Together' strategy.

This logo is used for joint "Team Scotland" golf activity across VisitScotland, The Scottish Government, other public sector bodies and the Scottish Golf tourism industry in communications promoting Scotland as a destination for golf tourism.

The configuration of elements which forms this logo should only be used as indicated on these guidelines and must not be changed, distorted or altered in any way.

## For further guidance contact:

The print and design team - VisitScotland  
T: 01463 244173

## 1: Scotland the Home of Golf logo

Example 1:



Example 2:



Example 3:



**For print and online** the logo can appear:

- In Pantone 274C, on white background (Example 1).
- In white, reversed out of Pantone 274C background (Example 2).
- On a photographic background, provided there is sufficient colour contrast (Example 3).
- For use in **print only**, the logo can also appear on dark, solid colour backgrounds, provided there is sufficient colour contrast.

## 2: Typeface

**Univers** and **Myriad Pro** are the principal typefaces and should be used for body copy in documents.

**ITC Stone Informal** is acceptable as a secondary font for print design and for titles / headers in documents.

For online use, all body text should be **Arial** or **Georgia**.

**Calibri** should be used as the default font for email text.

Univers 45  
Univers 55  
**Univers 65**

Myriad Pro  
**Myriad Pro Semi Bold**  
**Myriad Pro Bold**

ITC Stone Informal  
**ITC Stone Informal Semibold**  
**ITC Stone Informal Bold**

Arial  
Georgia  
Calibri

## 3: Namestlye

**Scotland the Home of Golf** should always be set in the correct format. With the term Scotland adjoined to the phrase "the Home of Golf". There should always be a lower case 't' on the and an upper case 'H' and 'G' on 'the Home of Golf'.

## 4: Exclusion Zone and Minimum Size



Do not allow any other element to appear within the exclusion zone of x height. The logo should not be used smaller than 30mm (width).

## 5: Colour Palette

Primary Colour Palette  
VisitScotland purple

Pantone 261C  
C:48 M:100 Y:0 K:40  
R:101 G:3 B:96  
HEX #650360

Pantone 274C  
C:100 M:100 Y:0 K:38  
R:33 G:21 B:81  
HEX #211551

Secondary Colour Palette

## 6: Mandatories

- The Scotland the Home of Golf logo cannot be retained or sold for commercial gain
- Any online usage should be hyperlinked to [www.visitscotland.com/golf](http://www.visitscotland.com/golf)
- Any above the line (paid media usage) should be approved by VisitScotland