

CAMPAIGN OVERVIEW. Explore Scotland – we'll point you in the right direction, sets out a new approach for Scotland's area campaigns and allows you to present your own region's unique identity and key attractions within a campaign framework which allows for greater recall and impact.

WAYFINDERS

The top arrow should relate to the main image, the second and third arrows should relate to other content on the page.

There are two styles of signpost – metallic for urban attractions and wooden for more rural locations. These should always be kept to the left of the layout, pointing towards the right.

TO ENSURE MAXIMUM CLARITY AND LEGIBILITY WHEN USING INNER SHADOW ON TYPE, FLAT SIGNPOST MUST BE USED.

URBAN: Text should be **HELVETICA BOLD CONDENSED** and must be ranged **RIGHT**. It should be the same type size throughout and ideally a maximum of two words on each arrow.
COLOUR : WHITE

RURAL: Text should be **HELVETICA ROUNDED BOLD** or if necessary **HELVETICA ROUNDED BOLD CONDENSED** may be used. Type must be ranged **LEFT**. It should be the same type size throughout and ideally a maximum of two words on each arrow.
COLOUR : WHITE

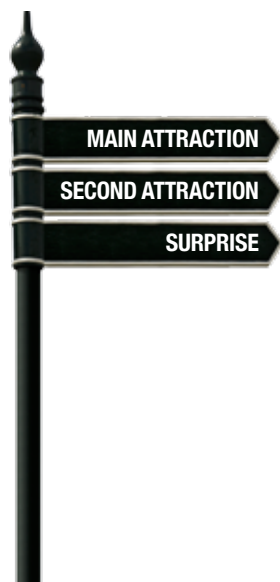
TYPE AND INNER SHADOW:

Type text in Photoshop set to -25 in text spacing. Click on 'fx' at the bottom of layer palette scroll to inner shadow. SEE PIC 1.

Set opacity to 95%
Distance to 7px
Size 6px
Everything else can be left to original settings.
SEE PIC 2.

The signpost should be on a 2° tilt facing into the picture. It also should not interfere with any key aspects of the main image and must not look out of proportion.

PIC 1 AND PIC 2 OVER PAGE



PHOTOGRAPHY: Should be the main attraction, the image should be selected so that the signpost does not cover any of the key features of the image.

HEADLINE: MYRIAD PRO REGULAR

min size 12 pt.

COPY: MYRIAD PRO LIGHT min size 8 pt.

CALL TO ACTION/WEB: MYRIAD PRO

BOLD min size 9 pt in VisitScotland purple:

C48M100Y0K40 R101G3B96

SUB HEAD/CAMPAIGN LINE: MYRIAD

PRO LIGHT min size 9 pt in VisitScotland

purple: C48M100Y0K40 R101G3B96

PLACE NAME: MYRIAD PRO REGULAR

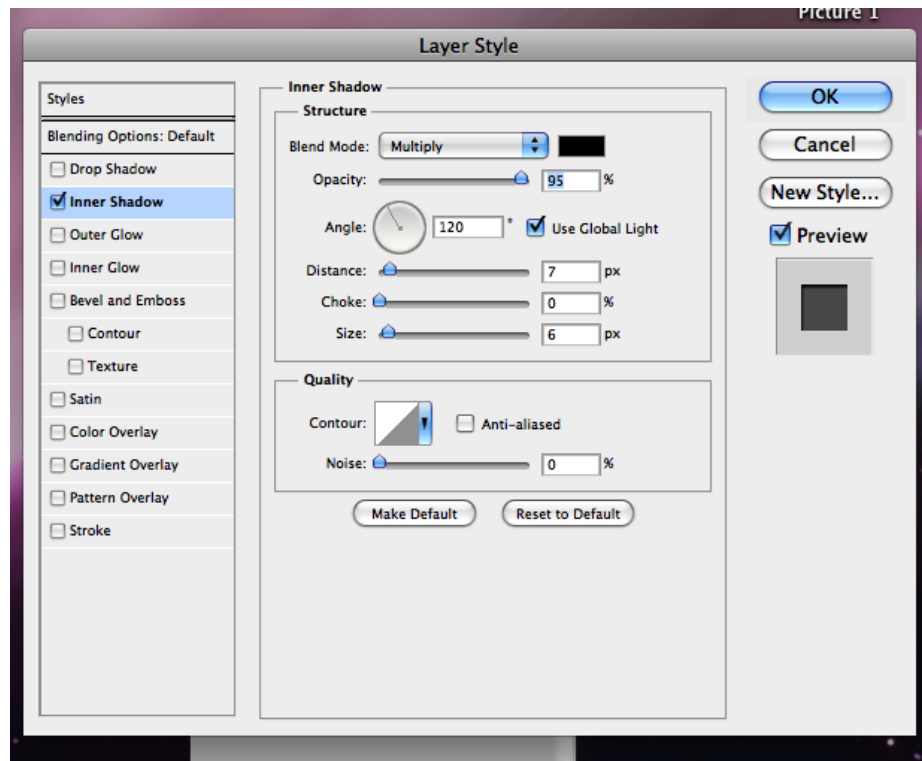
min size 6 pt.



Visit Scotland™ Explore Toolkit



PIC. 1



PIC. 2