LEADERBOARD (728px w, 90px, 40kb .swf or 40kb .jpg or .gif)

Frame 1

Plan the perfect break to Orkney
We'll point you in the right direction

Callanish Stones, Orkney

Frame 2

Neolithic History

Callanish Stones, Orkney

Frame 3

Stunning Coastline

Skail Beach, Orkney

Frame 4

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Ring of Brodgar, Orkney

Static

Plan the perfect break to Orkney
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Callanish Stones, Orkney

LEADERBOARD (728px w, 90px h, 40kb .swf or 40kb .jpg or .gif)

Frame 1

10px height

Plan the perfect break to Orkney ①

We'll point you in the right direction ②

10px width

③ Callanish Stones, Orkney

Frame 2

Neolithic History

Callanish Stones, Orkney

Frame 3

Stunning Coastline

Skail Beach, Orkney

Frame 4

1px stroke set on the inside in grey #ccc

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Ring of Brodgar, Orkney

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Plan the perfect break to Orkney

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Callanish Stones, Orkney

① **Title text**: To be set in Myriad Pro Regular at 30px, the colour of the font should be set to purple (#660066) on background of white (#ffffff). To be set no less than 10px from the banner edge including the grey outer stroke.

② **Sub-title text**: To be set in Myriad Pro Regular at 20px, the colour of the font should be set to purple (#660066) on background of white (#ffffff). To be set no less than 10px from the banner edge including the grey outer stroke.

③ **Place name:** The place name should be set in Arial regular at 10px in either white (#ffffff) or black (#000000) depending on the photography used. This should be set 6px from the edge on its X and Y axis wherever it is aligned in the image.

Logos: Try and ensure wherever possible that optimised versions of the logos are used in the .fla used to create the .swf files. Use vector logos where appropriate. All margins on logos include the grey outer stroke and don't start from it.

VisitScotland (logo): 67px w, 20px h, with a left and right margin of no less than 5px and a top and bottom margin no less than 3px.

Local destination/partner (logo): 43px w, 22px h, with a left and right margin of no less than 5px and a top and bottom margin no less than 3px. Please stick as close to these dimensions as possible.

ERDF (logo): 57px w, 21px h, with a left and right margin of no less than 5px and a top and bottom margin no less than 3px.

MPU (300px w, 250px h, 40kb .swf or 40kb .jpg or .gif)

Frame 1

Callanish Stones, Orkney

Neolithic History

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EUROPE & SCOTLAND · Visit ORKNEY · Visit Scotland™

Frame 2

Skail Beach, Orkney

Stunning Coastline

Neolithic History

EUROPE & SCOTLAND · Visit ORKNEY · Visit Scotland™

Frame 3

Ring of Brodgar, Orkney

Northern Lights

Stunning Coastline

Neolithic History

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Frame 4

Ring of Brodgar, Orkney

Northern Lights

Stunning Coastline

Neolithic History

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Static

Callanish Stones, Orkney

Northern Lights

Stunning Coastine

Neolithic History

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MPU (300px w, 250px h, 40kb .swf or 40kb .jpg or .gif)

Frame 1

6px height

6px width

1px stroke set on the inside in grey #ccc

Callanish Stones, Orkney

Neolithic History

155px height

Plan the perfect break to Orkney
We'll point you in the right direction

95px height

10px width

10px width

10px width

Frame 3

Ring of Brodgar, Orkney

3

Northern Lights

4

Stunning Coastline

Neolithic History

45px height

CTA

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1

Download an Orkney Brochure
Find out more here

2

50px height

1. **Call to action (Default):** To be set in Myriad Pro Bold and Myriad Pro Regular at 18px. Bold always leads with the main CTA, regular is for the sub-title and explanation. The colour of the font and vector arrow should be set to purple (#660066) and background should be white (#ffffff).

2. **Call to action (Hover):** As with the default state should be set in Myriad Pro Bold and Myriad Pro Regular at 18px. Bold always leads with the main CTA, regular is for the sub-title and explanation. The colours are reversed so vector arrow and text should be set in white (#ffffff) on purple (#660066).

3. **Place name:** The place name should be set in Arial regular at 10px in either white (#ffffff) or black (#000000) depending on the photography used. This should be set 6px from the edge on its X and Y axis wherever it is aligned in the image.

4. **Sign text:** Should be set in Helvetica Rounded Bold in white (#ffffff) at 14px. For revealed text the opacity should be set to 75%. It should be set 10px from the post.

Please note the signpost used online should be vertical and remain flat.

Logos: Try and ensure wherever possible that optimised versions of the logos are used in the .fla used to create the .swf files. Use vector logos where appropriate. All margins on logos include the grey outer stroke and don't start from it.

VisitScotland (logo): 96px w, 27px h, with a left and right margin of no less than 10px and a top and bottom margin no less than 6px.

Local destination/partner (logo): 74px max w, 35px max h, with a left and right margin of no less than 10px and a top and bottom margin no less than 6px. Please stick as close to these dimensions as possible.

ERDF (logo): 69px w, 27px h, with a left and right margin of no less than 10px and a top and bottom margin no less than 5px.

MPU (300px w, 250px h, 40kb .swf or 40kb .jpg or .gif)

Frame 4

3px height

6px width

1px stroke set on the inside in grey #ccc

155px height

MAIN ATTRACTION
SECOND ATTRACTION
SURPRISE

Edinburgh Castle

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95px height

EDINBURGH
INSPIRING CAPITAL

Visit Scotland™

EUROPE & SCOTLAND

15px width

10px width

10px width

Frame 3

MAIN ATTRACTION
SECOND ATTRACTION
④ SURPRISE

③

Edinburgh Castle

EDINBURGH
INSPIRING CAPITAL

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EUROPE & SCOTLAND

45px height

CTA

Edinburgh Castle

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①

EDINBURGH
INSPIRING CAPITAL

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EUROPE & SCOTLAND

Edinburgh Castle

50px height

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②

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① Call to action (Default): To be set in Myriad Pro Bold and Myriad Pro Regular at 18px. Bold always leads with the main CTA, regular is for the sub-title and explanation. The colour of the font and vector arrow should be set to purple (#660066) and background should be white (#ffffff).

② Call to action (Hover): As with the default state should be set in Myriad Pro Bold and Myriad Pro Regular at 18px. Bold always leads with the main CTA, Regular is for the sub-title and explanation. The colours are reversed so vector arrow and text should be set in white (#ffffff) on purple (#660066).

③ Place name: The place name should be set in Arial regular at 10px in either white (#ffffff) or black (#000000) depending on the photography used. This should be set 6px from the edge on its X and Y axis wherever it is aligned in the image.

④ Sign text: Should be set in Helvetica Bold Condensed in white (#ffffff) at 13px. For revealed text the opacity should be set to 75%. It should be set 15px from the right side of each sign.

Please note the signpost used online should be vertical and remain flat.

Logos: Try and ensure wherever possible that optimised versions of the logos are used in the .fla used to create the .swf files. Use vector logos where appropriate. All margins on logos include the grey outer stroke and don't start from it.

Visit Scotland™

VisitScotland (logo): 96px w, 27px h, with a left and right margin of no less than 10px and a top and bottom margin no less than 6px.

Visit ORKNEY
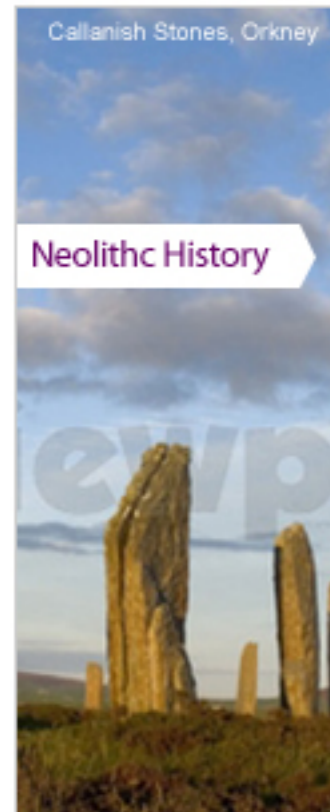
EDINBURGH
INSPIRING CAPITAL

Local destination/partner (logo): 74px max w, 35px max h, with a left and right margin of no less than 10px and a top and bottom margin no less than 6px. Please stick as close to these dimensions as possible.

EUROPE & SCOTLAND

ERDF (logo): 69px w, 27px h, with a left and right margin of no less than 10px and a top and bottom margin no less than 5px.

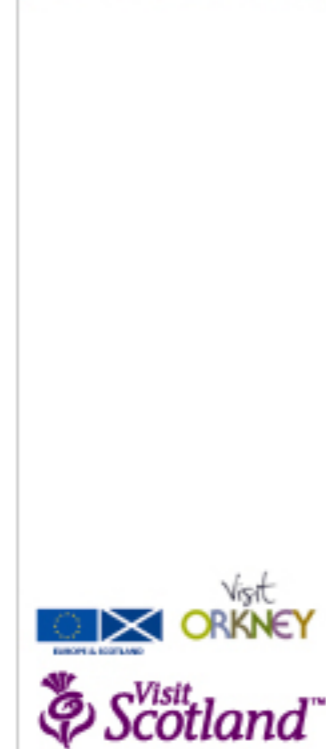# SKYSCRAPER (120px w, 600px h, 40kb .swf or 40kb .jpg or .gif)
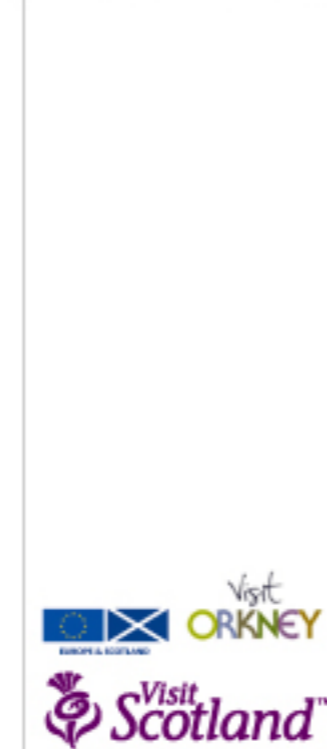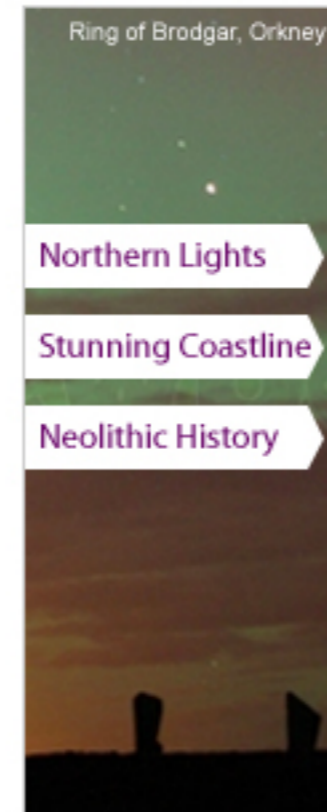
Frame 1

Callanish Stones, Orkney

Neolithc History

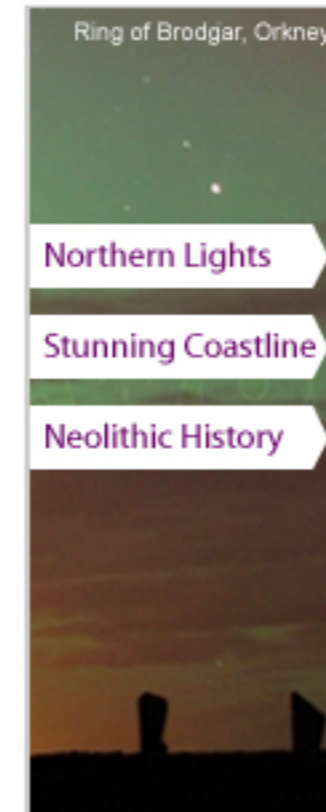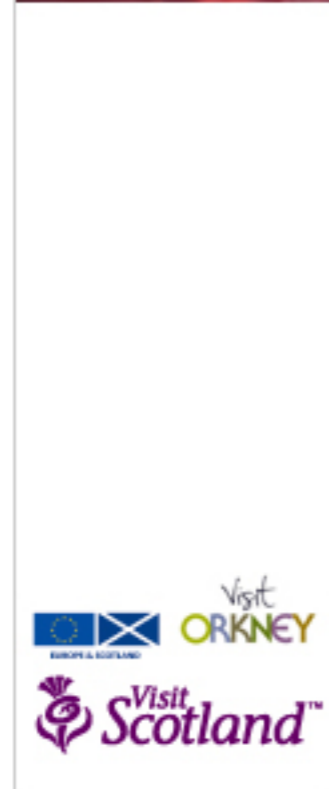## Plan the perfect break to Orkney

We'll point you in the right direction

Visit ORKNEY

Visit Scotland™

Frame 2

Skail Beach, Orkney

Stunning Coastline

Neolithc History

Visit ORKNEY

Visit Scotland™

Frame 3

Ring of Brodgar, Orkney

Northern Lights

Stunning Coastline

Neolithic History

Visit ORKNEY

Visit Scotland™

Frame 4

Ring of Brodgar, Orkney

Northern Lights

Stunning Coastline

Neolithic History

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Static

Callanish Stones, Orkney
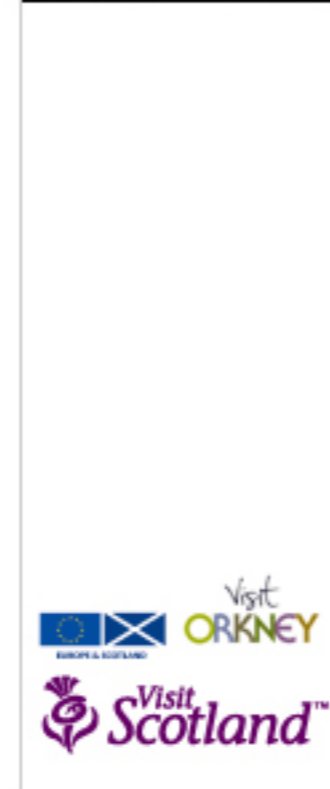
Northern Lights

Stunning Coastline

Neolithic History

Plan the perfect break to Orkney

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Visit ORKNEY

Visit Scotland™

SKYSCRAPER (120px w, 600px h, 40kb .swf or 40kb .jpg or .gif)

Frame 1

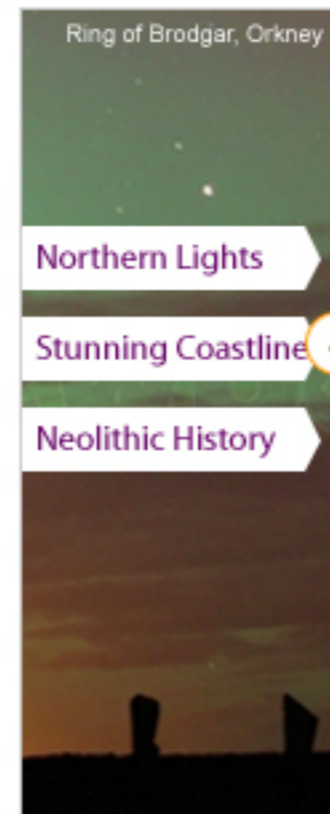Callanish Stones, Orkney

Neolithc History

(1) Plan the perfect break to Orkney

(2) We'll point you in the right direction

Frame 2

Skail Beach, Orkney **(3)**

Stunning Coastline

Neolithc History

Frame 3

Ring of Brodgar, Orkney

Northern Lights

Stunning Coastline **(4)**

Neolithic History

Frame 4

Ring of Brodgar, Orkney

Northern Lights

Stunning Coastline

Neolithic History

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Static

Callanish Stones, Orkney

Northern Lights

Stunning Coastline

Neolithic History

Plan the perfect break to Orkney

We'll point you in the right direction

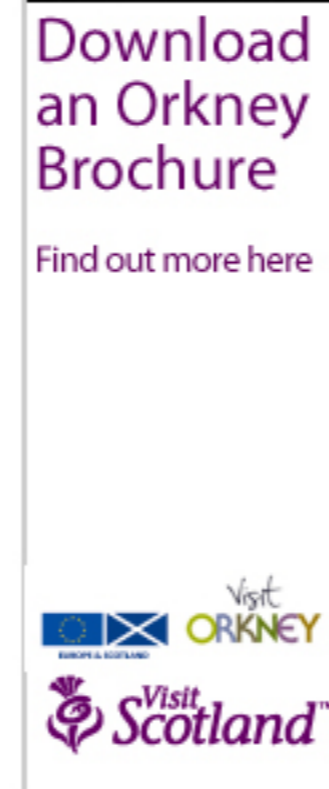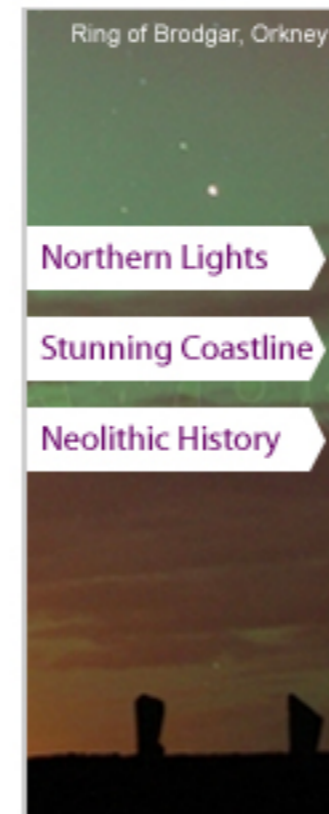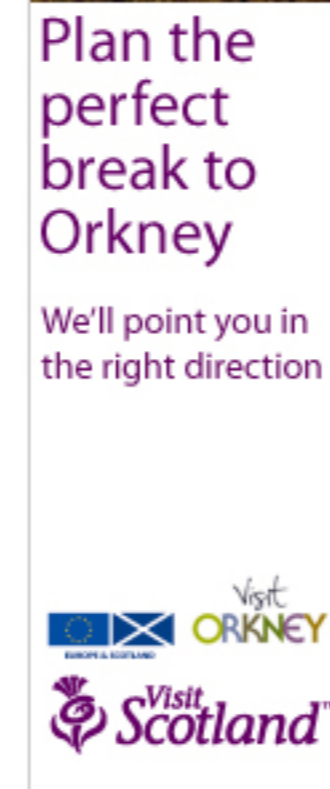**(1)** **Title text**: To be set in Myriad Pro Regular at 24px, the colour should be set to purple (#660066) on background of white (#ffffff). To be set no less than 6px from the banner edge including the grey outer stroke.

(2) **Sub-title text**: To be set in Myriad Pro Regular at 14px, the colour should be set to purple (#660066) on background of white (#ffffff). To be set no less than 6px from the banner edge including the grey outer stroke.

(3) **Place name**: The place name should be set in Arial regular at 9px in either white (#ffffff) or black (#000000) depending on the photography used. This should be set 6px from the edge on its X and Y axis wherever it is aligned in the image.

(4) **Sign text**: Should be set in Myriad Pro Regular in purple (#660066) at 14px. For revealed text the opacity should be set to 75%. It should be set 10px from the post.

Logos: Try and ensure wherever possible that optimised versions of the logos are used in the .fla used to create the .swf files use vector logos where appropriate. All margins on logos include the grey outer stroke and don't start from it.

VisitScotland (logo): 108px w, 30px h, with a left and right margin of no less than 5px and a top and bottom margin no less than 3px.

Local destination/partner (logo): 52px w, 28px h, with a left and right margin of no less than 5px and a top and bottom margin no less than 3px. Please stick as close to these dimensions as possible.

ERDF (logo): 48px w, 19px h, with a left and right margin of no less than 5px and a top and bottom margin no less than 3px.