

ASVA

# Brandbook

Brand Visual Guideline.

Brandbook development by Intimation | Version 1.0



Full Colour Primary



Association of Scottish  
Visitor Attractions



Full Colour Reverse



Association of Scottish  
Visitor Attractions



Mono Black



Association of Scottish  
Visitor Attractions

Mono White



Association of Scottish  
Visitor Attractions

# Logo Scaling & Exclusion Zone

To ensure legibility and impact our logo should not be used below the minimum size shown on this page.

Our logo should also always be surrounded by an area of clear space called the exclusion zone. No graphic elements of any kind should invade this zone. The size of the exclusion zone is taken from the height of the letter 'A'.

Minimum size  
20mm / 80px



Exclusion zone



# Incorrect Usage

Our logo should not be modified in any way. Always keep in mind these incorrect usages of logos. Avoid these types of errors while using our logo on any material.



The logo should never be manipulated, stretched, distorted or cropped.



The brand colours should never be replaced.



The logo should never be used as a tint.



The logo elements should never be changed, adapted or re-arranged.



The proportions of the logo elements should never be changed.

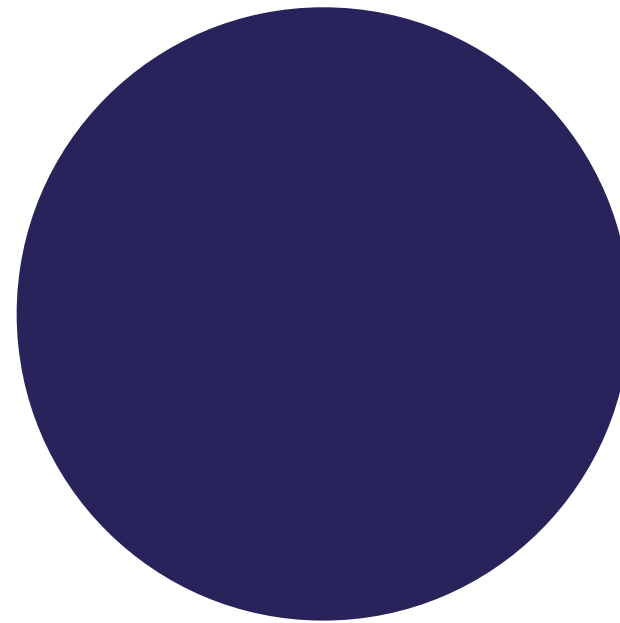


The logo should never be used on a busy background.

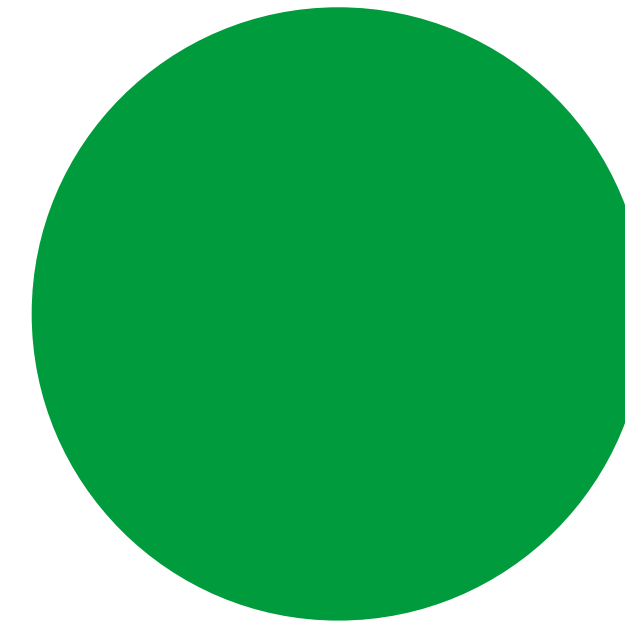
# Colour Palette

Our palette is a combination of colours used to define our brands visual identity.

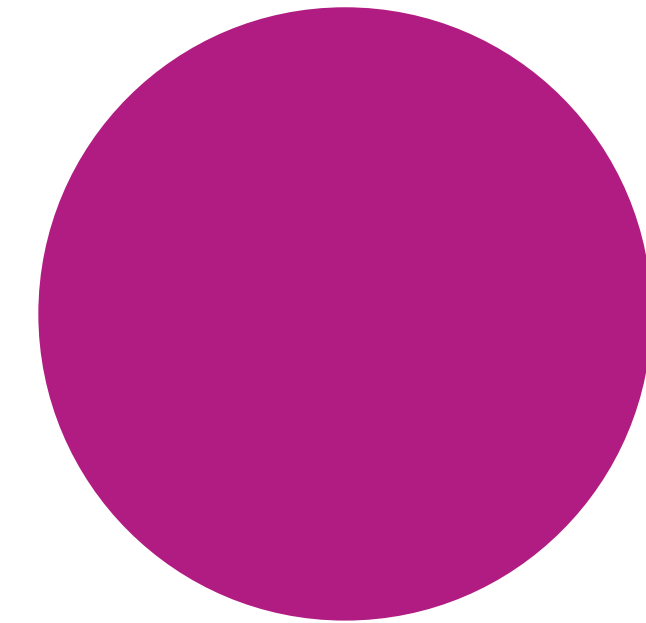
These colours can be reproduced consistently across a wide range of applications. Colour references are provided for the Pantone Matching System, in CMYK (for 4-colour printing), in RGB (for use on-screen) and as HEX/HTML.



**ASVA Blue**  
R40 G35 B90  
C100 M100 Y27 K25  
PANTONE 2747 C  
#28235a



**ASVA Green**  
R0 G155 B60  
C83 M8 Y100 K0  
PANTONE 354 C  
#009b3c



**ASVA Pink**  
R177 G28 B130  
C35 M100 Y0 K0  
PANTONE 233 C  
#b11c82

# Typography

Our brand uses two typefaces, Merriweather and Noto Sans.

These fonts can be downloaded for free via the links below

<https://fonts.google.com/noto/specimen/Noto+Sans>

<https://fonts.google.com/specimen/Merriweather>



**Headlines/titles**  
Merriweather Bold

**Headlines in  
Merriweather  
Bold**

**Sub headers**  
Noto Sans Bold

**Sub Headers in  
Noto Sans Bold**

**Body copy**  
Noto Sans Regular

Body copy in Noto Sans Regular pudaes alma  
ulparunt dus deriam estibus dolorem alibus.

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