

Brand Guidelines




Scrabster Harbour
YOUR GATEWAY TO THE NORTH

The Brand

The Scrabster Harbour brand is the face and personality which we present to the community. It is as important as the products and services we provide.

The Scrabster Harbour brand is the total effect of our logos, products, brand names, trademarks, advertising, brochures, and presentations – everything that represents us.

The brand cannot be compromised, so we have created this guide to provide all the specifications we need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials we create will represent Scrabster Harbour cohesively to the outside world.



Logo Variations

Master Logo

This logo is the overarching brand for all Scrabster Harbour communications. Scrabster Harbour has a vibrant logo, using different colours to reflect the varied services the company provides.

Wherever possible, the master logo should appear in our corporate colours. Four colour process (CMYK) should be used for all full colour litho-printed applications such as brochures.

Monotone

Use the master logo wherever possible. Only use the monotone versions where colour is restricted.



Logo - Size and Exclusion

The group logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

Exclusion Zone

The logo must be reproduced with a clear area around it which is free from other graphic elements. This area is known as the 'exclusion zone'.

The exclusion zone is indicated by the red area surrounding the Scrabster Harbour brand.

Minimum Size

For legibility and readability the logo should not be printed less than 40mm in size.

Exclusion Zone



Minimum Size



Incorrect Usage

Do not change the colour, appearance, shape or size of any individual element within the Scrabster Harbour logo.

Do not place the Scrabster Harbour logo on coloured backgrounds other than those previously outlined, or place the logo on complex photography.

Do not change the proportions by stretching or condensing any part of the logo. Do not move any part of the Scrabster Harbour logo.



Colour Palette

This section applies to all communications that use the Scrabster Harbour brand. Colours cannot be added to the palette.

It is important to create a confident and strong brand image. Our colour palette is key to the brand and must be maintained and protected in all visual representations.

As the logo uses gradients, it is advised that a four colour process (CMYK) is used for all colour litho-printed applications.

Scrabster Harbour Blue
C100 M80 Y52 K68

Blue Version 2
C100 M80 Y32 K18

Blue Version 3
C78 M43 Y3 K0

Blue Version 4
C72 M24 Y10 K0

Scrabster Harbour Green
C56 M0 Y100 K27

Scrabster Harbour Orange
C0 M68 Y80 K0

Typography

The typography consists of three fonts only. These fonts should be used for all text in communication materials. Commitment to these fonts will create a consistent and strong identity.

Print Selection

Regalo - used for titles and headers

Candara Bold - used for sub headers

Candara Regular - used for body copy

Web Selection

Helvetica Bold - used for titles and headers

Helvetica Regular - used for sub header and body copy

Print Selection

Regalo

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
abcdefghijklmnopqrstu**vw**xyz

Candara Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
abcdefghijklmnopqrstu**vw**xyz

Candara Regular

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
abcdefghijklmnopqrstu**vw**xyz

Web Selection

Helvetica Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
abcdefghijklmnopqrstu**vw**xyz

Helvetica Regular

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890
abcdefghijklmnopqrstu**vw**xyz

Stationery

Letterhead, compliments slip and business cards shown here should always be produced from existing artwork templates provided.

- Letterhead - 210x297mm
- Compliments Slip - 210x99mm
- Business Card - 90x50mm



Photography

Powerful imagery can enable our communications to make a far more direct and emotive connection with our audiences. But finding and choosing the right images is a lot more subjective - and therefore harder - than using our brand mark or corporate colours correctly.

Use high quality photographs in conjunction with the brand. Never simply stretch a small, low-resolution photo to make it fit your layout – doing so will degrade the resolution even further.

Opposite are some samples of the style of imagery that fit with and complement the brand.



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