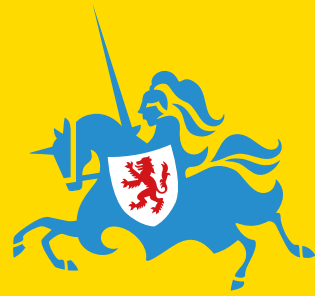




IDENTITY GUIDELINES

v1.3 January 2026



BRANDMARK

BRANDMARK

The focal point of our visual identity is our brandmark – a universal signature for our brand.

An element that is used across all of our identity system providing a dynamic and distinctive mark on all ScotsCraig communications.

There are various rules for its application, but we have created a flexible system that allows freedom and diversity.

Blue is our main brand colour and conveys the strength and integrity of the organisation. Black & Red are also used, as can be seen on the following pages.

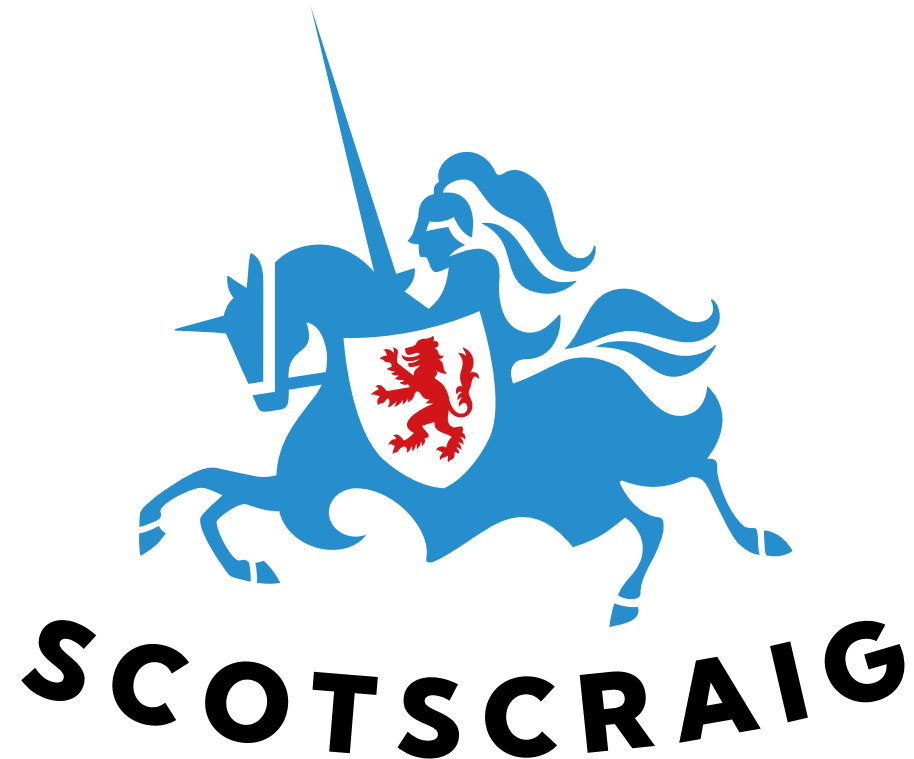
Within the visual identity there is an icon, used correctly, the icon will add expression, richness and a visual link to our identity.

The reversed white version can be used on dark or busy backgrounds.

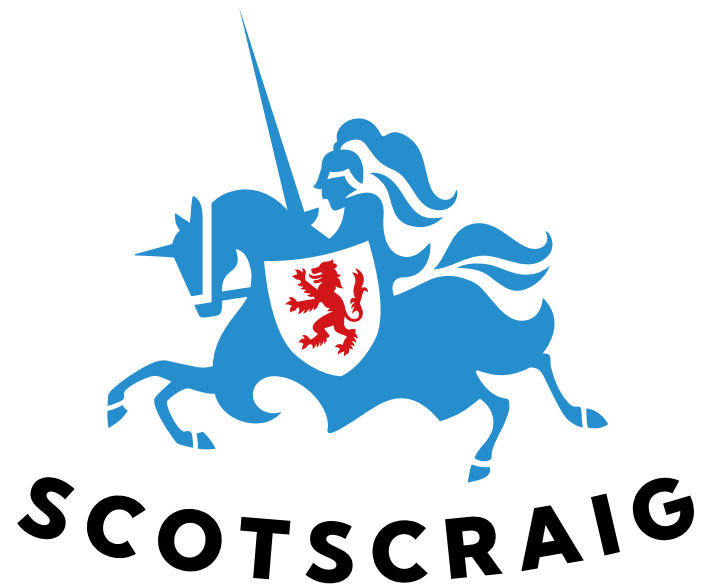
Creating areas of white space around elements in a design, focuses attention and emphasises hierarchy.

It is important to match any colour application to the ScotsCraig colours to ensure brand consistency and continuity.

No other alternatives are acceptable.



BRANDMARK – LOGO



ScotsCraig Logo 3 Col Blue Red



ScotsCraig Logo 3 Col Blue Red Reversed



ScotsCraig Logo 2 Col Black Red



ScotsCraig Logo White



ScotsCraig Logo Black

The examples here show how our colour palette can be used. Always ensure that colour logos are clearly visible on background colours. Avoid colour combinations that clash or compromise legibility.

BRANDMARK – 1817 LOGO



ScotsCraig 1817 Logo 3 Col Blue Red



ScotsCraig 1817 Logo 3 Col Blue Red Reversed



ScotsCraig 1817 Logo 2 Col Black Red



ScotsCraig 1817 Logo White



ScotsCraig 1817 Logo Black

The examples here show how our colour palette can be used. Always ensure that colour logos are clearly visible on background colours. Avoid colour combinations that clash or compromise legibility.

BRANDMARK – CLUB LOGO



ScotsCraig Club Logo 3 Col Blue Red



ScotsCraig Club Logo 3 Col Blue Red Reversed



ScotsCraig Club Logo 2 Col Black Red



ScotsCraig Club Logo Logo White



ScotsCraig Club Logo Logo Black

The examples here show how our colour palette can be used. Always ensure that colour logos are clearly visible on background colours. Avoid colour combinations that clash or compromise legibility.

BRANDMARK – CLUB LOGO LANDSCAPE



ScotsCraig Club Logo Landscape
3 Col Blue Red



ScotsCraig Club Logo Landscape
3 Col Blue Red Reversed



ScotsCraig Club Logo Landscape
2 Col Black Red



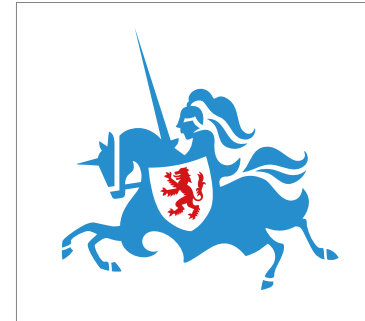
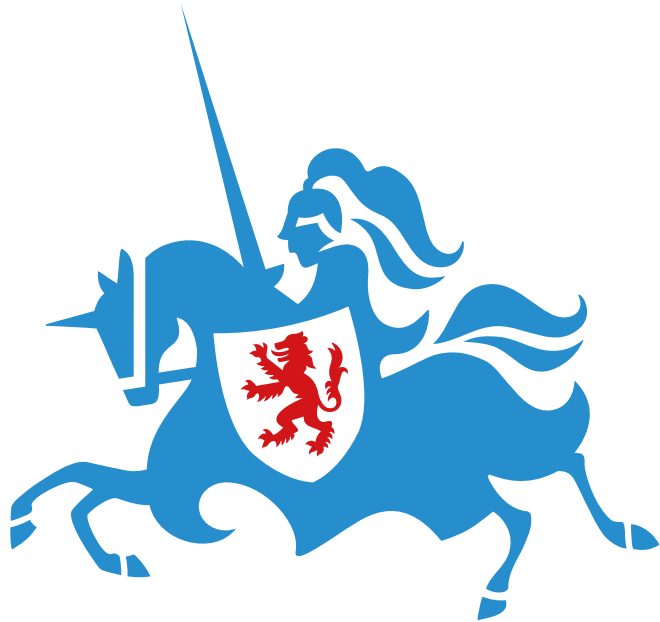
ScotsCraig Club Logo Logo Landscape White



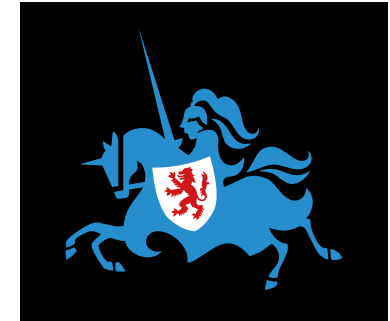
ScotsCraig Club Logo Logo Landscape Black

The examples here show how our colour palette can be used. Always ensure that colour logos are clearly visible on background colours. Avoid colour combinations that clash or compromise legibility.

BRANDMARK – ICON



ScotsCraig Icon 3 Col Blue Red



ScotsCraig Icon 3 Col Blue Red Reversed



ScotsCraig Icon 2 Col Black Red



ScotsCraig Icon White



ScotsCraig Icon Black

The examples here show how our colour palette can be used. Always ensure that colour logos are clearly visible on background colours. Avoid colour combinations that clash or compromise legibility.

BRANDMARK – 1817 ICON



ScotsCraig 1817 Icon 3 Col Blue Red



ScotsCraig 1817 Icon 3 Col Blue Red Reversed



ScotsCraig 1817 Icon 2 Col Black Red



ScotsCraig 1817 Icon White



ScotsCraig 1817 Icon Black

The examples here show how our colour palette can be used. Always ensure that colour logos are clearly visible on background colours. Avoid colour combinations that clash or compromise legibility.

BRANDMARK – TEXT LOCKUP

1817
SCOTSCRAIG
GOLFING CLUB



ScotsCraig Text Lockup 2 Col Black Red



ScotsCraig Text Lockup 2 Col Black Red Reversed



ScotsCraig Text Lockup Black



ScotsCraig Text Lockup White

The examples here show how our colour palette can be used. Always ensure that colour logos are clearly visible on background colours. Avoid colour combinations that clash or compromise legibility.

EXCLUSION ZONE AND MINIMUM SIZE

To protect the clarity and visual integrity of our brandmark, it has an exclusion zone. This ensures visual impact of the brandmark and isolates it from elements such as text and supporting graphics. It must always appear legibly on a clear background.

Exclusion zone can be determined by using the measurement of the cap height of the 1817 when used, the ScotsCraig text when 1817 isn't present and if using the icon without text the X height is the height of the shield.

This zone is the absolute minimum space allowed, in most cases the brandmark should be given more room to breathe.

Always think laterally about how to apply the brandmark. Every application is unique and the final size and location of the brandmark should reflect the hierarchy of messaging.

To ensure legibility and impact, the ScotsCraig brandmark should never be printed smaller than 7mm height or 64px for digital.



Clearspace:
When 1817 is used $X = 2 \times$ height of the cap height



Clearspace:
When 1817 is used $X = 2 \times$ height of the cap height



Clearspace:
When ScotsCraig is used $X = 1.5 \times$ height of the cap height



Clearspace:
When the Icon is used $X = 0.5 \times$ height of the shield

BRANDMARK MISUSE

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to.

The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided. To illustrate this point some of the more likely mistakes are shown.



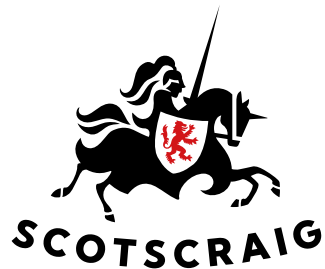
Do not:
Change or invert the colours



Do not:
Change the typeface. Always use master logo



Do not:
Condense or distort the logo



Do not:
Flip the logo



Do not:
Remove the shield



Do not:
Rotate the logo



COLOUR PALETTE

COLOUR PALETTE

ScotsCraig blue is our main brand colour and conveys the strength and integrity of the organisation.

Our secondary palette allows our communications to embrace a more modern, colourful language, adding energy and dynamism.

The chosen colour should be used alongside the primary palette.

Creating areas of white space around elements in a design, focuses attention and emphasises hierarchy.

SC Blue		
Pantone 298 C	RGB 0 146 222	
CMYK 77 32 0 0	HEX #0092DE	
SC Red		
Pantone 185 C	RGB 208 21 0	
CMYK 12 100 100 0	HEX #D01500	
SC Black		
Pantone BLACK C	RGB 0 0 0	
CMYK 0 0 0 100	HEX #000000	
SC Grey		
Pantone 536 C	RGB 179 187 194	
CMYK 30 20 18 0	HEX #B3BBC2	
SC Yellow		
Pantone YELLOW C	RGB 254 224 0	
CMYK 0 12 100 0	HEX #FEE000	



TYPOGRAPHY

PRIMARY TYPEFACE – KUMBH SANS

Our chosen brand typeface is Kumbh Sans. It is a modern geometric sans serif with letterforms and nuances that link visually to our landmark.

We use these in all communications to help us have a clear and distinct visual identity.

Kumbh Sans Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Kumbh Sans Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Kumbh Sans Extra Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890**

SECONDARY TYPEFACE – BASKERVILLE SERIAL

Our secondary typeface is Baskerville Serial.

We use these in all communications to help us have a clear and distinct visual identity.

Baskerville Serial Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Baskerville Serial Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Kumbh Sans Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890**



BEST PRACTICE

BEST PRACTICE



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