



Brand guidelines

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by Lumberjack Digital

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Bòrd na Gàidhlig

Bòrd na Gàidhlig is the principal public body in Scotland responsible for promoting Gaelic development, including providing advice to Scottish Ministers on Gaelic issues. The objectives they work towards are:

1. More people are using and benefiting from Gaelic at work, at home and in the community
2. Opportunities for people to develop their Gaelic skills at any age have increased and are more accessible
3. More people in Scotland are positive about Gaelic language and culture
4. Bòrd na Gàidhlig continues to develop how it works

www.gaidhlig.scot

01463 225 454

oifis@gaidhlig.scot



Master logo



Logo variations



Colour



Black



White



Brand guidelines

Logo usage



Exclusion zones

Always allow a minimum space around the logo when placing other objects around it.



Minimum width

The logo minimum width is 100px or 26mm.



Maximum width

There is no maximum size defined for this logo.



Logo font

Metropolis Bold

The brand font family is called Metropolis, a modern, clean Sans Serif font which includes 18 typefaces, showcased on the right.

A modern, geometric typeface. Open sourced, and openly available. Influenced by other popular geometric, minimalist sans-serif typefaces of the new millennium. Designed for optimal readability at small point sizes while beautiful at large point sizes.

This font family is broad enough to be used on its own on any marketing or corporate materials, but it can be combined with other fonts for design purposes as shown in the following page.

<https://www.1001fonts.com/metropolis-font.html>

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!@#\$%&.,?;:)

Penultimate
The spirit is willing but the flesh is weak
SCHADENFREUDE
3964 Elm Street and 1370 Rt. 21
The left hand does not know what the right hand is doing.

- Metropolis Thin
- Metropolis Extra Light
- Metropolis Light
- Metropolis Regular
- Metropolis Medium
- Metropolis Semi Bold
- Metropolis Bold**
- Metropolis Extra Bold**
- Metropolis Black**
- Metropolis Thin Italic*
- Metropolis Extra Light Italic*
- Metropolis Light Italic*
- Metropolis Regular Italic*
- Metropolis Medium Italic*
- Metropolis Semi Bold Italic***
- Metropolis Bold Italic***
- Metropolis Extra Bold Italic***
- Metropolis Black Italic***



Complementary fonts

Spectral Light

The brand font can be combined, for design and/or readability, with other font face like the one we showcase on the right.

Spectral is a new and versatile serif face available in seven weights of roman and italic, with small caps. Intended primarily for text-rich, screen-first environments and long-form reading, Spectral is brought to you by Production Type, commissioned by Google Fonts, and free to use across Google Docs, Sheets, and Slides, or in any of your projects.

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

BUN-FHIOSRACHADH

Mu Ar Deidhinn

'S e buidheann phoblach neo-roinneil ghnìomhach a th' ann am Bòrd na Gàidhlig a tha cunntachail tro Mhinistearan do Phàrlamaid na h-Alba.

Air a stèidheachadh fo ***Achd na Gàidhlig (Alba) 2005 (An Achd)*** 's e Bòrd na Gàidhlig a' phrìomh bhuidheann ann an Alba air a bheil dleastanas gus leasachaidhean Gàidhlig a chur air adhart agus gus comhairle a thoirt do Mhinistearan na h-Alba mu chùisean Gàidhlig.

Spectral Extra Light

Spectral Light

Spectral Regular

Spectral Medium

Spectral Semi Bold

Spectral Bold

Spectral Extra Bold

Spectral Extra Light Italic

Spectral Light Italic

Spectral Regular Italic

Spectral Medium Italic

Spectral Semi Bold Italic

Spectral Bold Italic

Spectral Extra Bold Italic



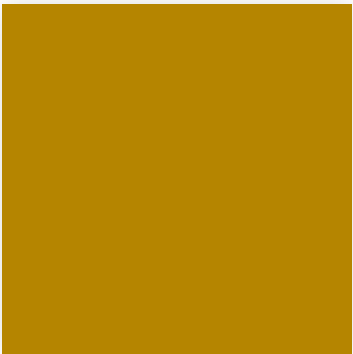
Brand guidelines

Colour palette

Primary



PMS 669
HEX 3F2A56
R63 G42 B86
C80 M97 Y0 K45



PMS 125
HEX B58500
R181 G133 B0
C0 M31 Y100 K25

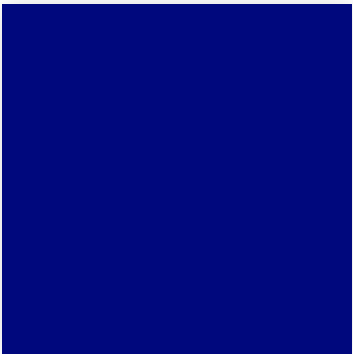
The primary brand colours are the deep purple and ocre / gold shown above. Along these shades, other colours can be used on occasions to complement the palette and reflect mood and design purpose.

On the right are 2 examples that could work with both or one of the primary colours.

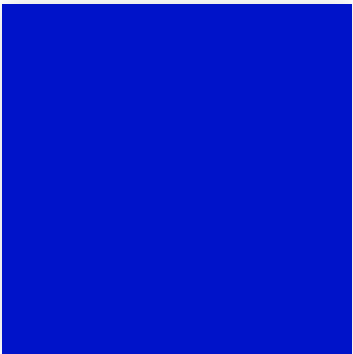
Triad Secondary



HEX FFCD19
R255 G205 B25
C0 M19 Y97 K0



HEX 00087D
R0 G8 B125
C100 M98 Y16 K17



HEX 0013C9
R0 G19 B201
C93 M86 Y0 K0

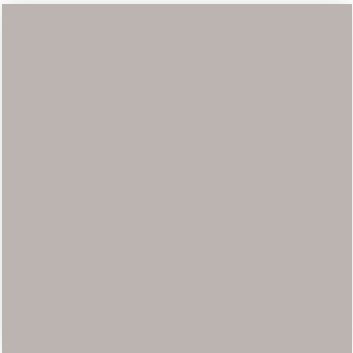
Muted Secondary



HEX 522E3D
R82 G46 B61
C54 M79 Y53 K48



HEX 5C4E70
R92 G78 B112
C69 M73 Y34 K17



HEX BBB4B0
R187 G180 B176
C27 M25 Y27 K0



Colour application



Muted palette applied

Brand application



Brand application



Facebook cover



Facebook post

Brand guidelines

Brand application



Funders Row Sample



bunadh:



Le taic bho:
 **Bòrd na
Gàidhlig**

Funding acknowledgement



Brand application



Contact your designer



Design by Vanessa Lopez



Vanessa Lopez

Lumberjack Digital

Contact me

vanessa@lumberjackdigital.com

Experience skill set

Logo design, Brand identity, Web/App design,
Packaging design.

Portfolio

www.lumberjackdigital.com





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