

OCT 2021

# HOW TO NURTURE WILD SCOTLAND

BRAND & BEST PRACTICE TOOLKIT





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# 01 OUR NEW BRAND

Our new identity and the story behind it



# BRAND STORY

## Wild Scotland is on an exciting journey; a journey to grow and nurture the wildlife, adventure and activity sector in Scotland.

The core purpose of our organisation is to be sustainable, in order to ensure we are here to represent our members, and promote Scotland's wildlife, adventure and activity sector to identify audiences, for years to come.

Evolution is part of the organisation's growth and as a result we have invested in developing our brand identity and Best Practice Guidelines and Principles. By putting a focus on who we are, our ethos and how we showcase these to our industry and consumer markets will allow us to share our story and Core Principles: **Responsibility, Sustainability, Care, Excellence.**

Our board and team have been working hard to build and secure our organisation's reputation over the past three years with significant growth in membership, a stronger industry voice with Government and authorities, all whilst increasing our consumer reach to influence bookings. It is now time to nurture this work into a period of sustainable growth, by enhancing how we communicate and how we present Wild Scotland.

**Our new brand identity, shown here, communicates the following aspects of Wild Scotland.**

### OUR VISION

Our vision is for Scotland to be globally recognised as a premium destination for sustainable wildlife, adventure and activity tourism.

### OUR PRINCIPLES



**Responsibility**



**Sustainability**



**Care**



**Excellence**

### WHAT DIFFERENCES WILL YOU SEE?

You'll see a visible difference in how Wild Scotland presents itself. It's an exciting time to showcase a new style as we help the industry recover and grow post-Covid, whilst being sensitive to the ongoing pressure of that recovery period.

#### Look out for

- New brand identity
- **New website** for consumers and businesses
- Updated Best Practice
- Wild Scotland Member logo
- Social media consumer-based campaign "Nurture your need for Freedom and Adventure"

#### Be part of our brand and vision

As a valued member and stakeholder of Wild Scotland, we would appreciate your commitment to nurturing and protecting our brand, with us.

You can **download** the following documents, which will help tell the story.



**Brand Guidelines**



**Best Practice Guidelines**



**Code of Conduct**



**Best Practice Principles**

# OUR NEW BRAND



# OUR NEW BRAND

## ORANGE

Represents the beautiful sunrises and sunsets, as well as the landscapes ablaze with colour all year round. Orange is assigned to our **'Care'** principle.

## GREEN

Represents Scotland's vast forests, mountains fields and wildlife habitat. Green is assigned to our **'Sustainability'** principle.

## BLUE

Represents Scotland's water ways, including open seas, lochs and rivers, where many of our marine tourism members operate. Blue is assigned to our **'Responsibility'** principle.

## EAGLE

Retained from the previous brand for continuity. Bold, confident, signature species of Scotland to represent our wealth of wildlife. Grey provides an additional brand colour for grounding.

## GOLD

Rich golden tones mirror the golden beaches and coastlines, as well as the open fields and vast landscapes. Gold is assigned to our **'Excellence'** principle.

## GRADIENT BANDS

A progression from the tonal bands used in the previous brand, for visual continuity. The bands represent the depth of the Scottish landscape, water, and sky.

## SHAPE

Multi-dimensional layers convey the elements of the organisation, sector and array of members.

## COLOURS

Four colours to represent each of our principles, and aligned with the colours of Scotland's landscapes, year round.

## FONT

Use of strong, confident typography showing leadership, yet approachable with the use of rounded font. Applied on the primary green colour to ground the logo.



# WILD SCOTLAND

# THE OLD AND NEW BRAND



## OLD BRAND

Previous brand which has built up recognition and brand equity over the years as the organisation has grown.



## NEW BRAND

Stronger brand name presence, considered and refined colour palette, crafted marque to progress current brand into a new future-proofed identity to help the organisation grow.



# OUR BRAND GUIDELINES

## OUR BRAND



[DOWNLOAD OUR BRAND GUIDELINES >](#)

## OUR COLOUR PALETTE

The Wild Scotland colour palette is influenced by the environment of Scotland, to create a strong sense of place.

Pantone 3292 C C:100 M:34 Y:63 K:37 R:0 G:88 B:80 #005850	Pantone 432 C C:79 M:61 Y:49 K:50 R:50 G:62 B:72 #323e48	Pantone 7704 C C:93 M:27 Y:20 K:5 R:0 G:131 B:173 #0083ad	Pantone 465 C C:23 M:38 Y:67 K:12 R:188 G:149 B:92 #bc955c	Pantone 7592 C C:22 M:74 Y:82 K:12 R:181 G:84 B:52 #b55434
90%				
80%				
70%				



# OUR PHOTOGRAPHY



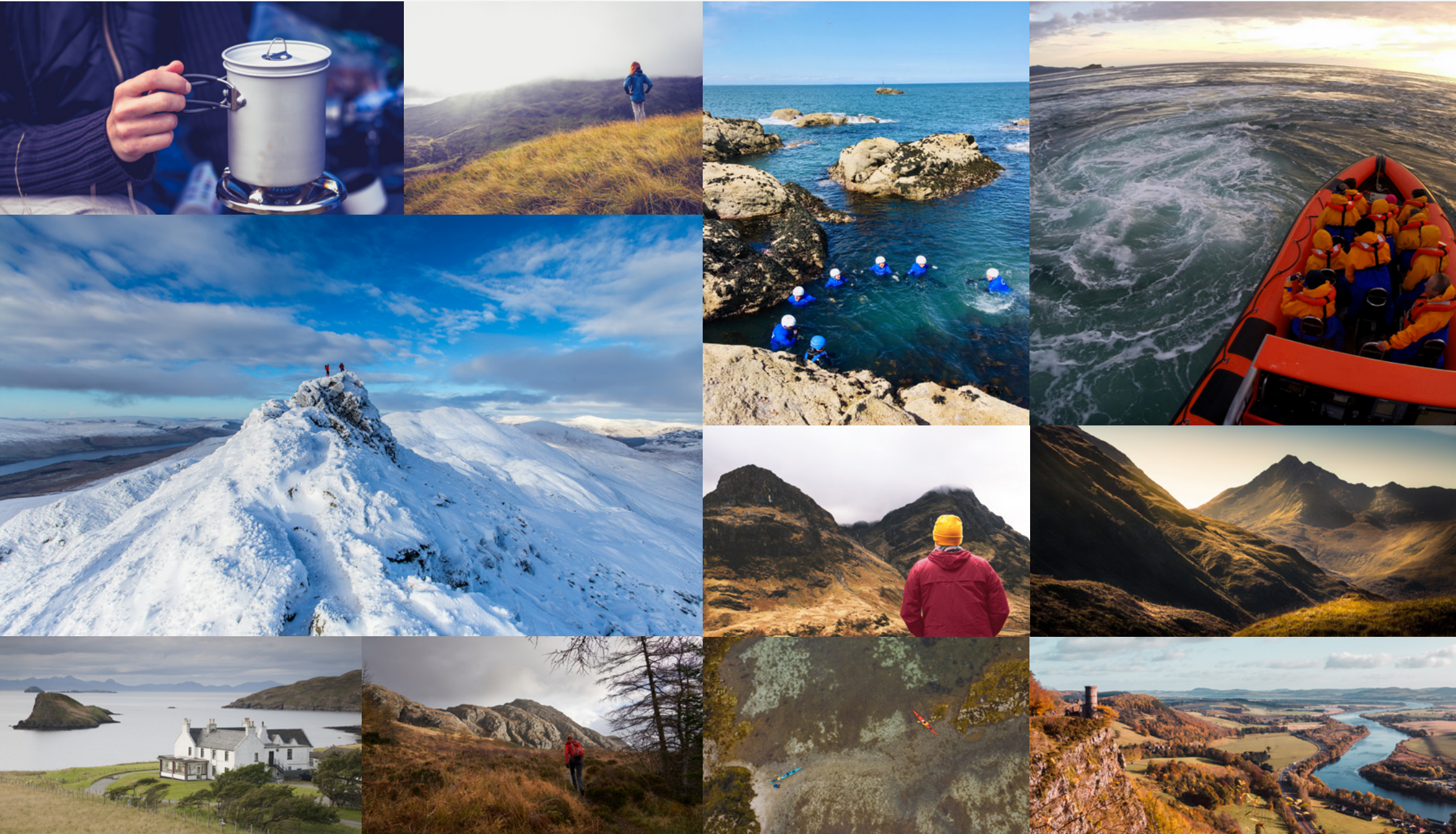


## WILDLIFE EXAMPLES - THAT INSPIRED OUR COLOUR PALETTE





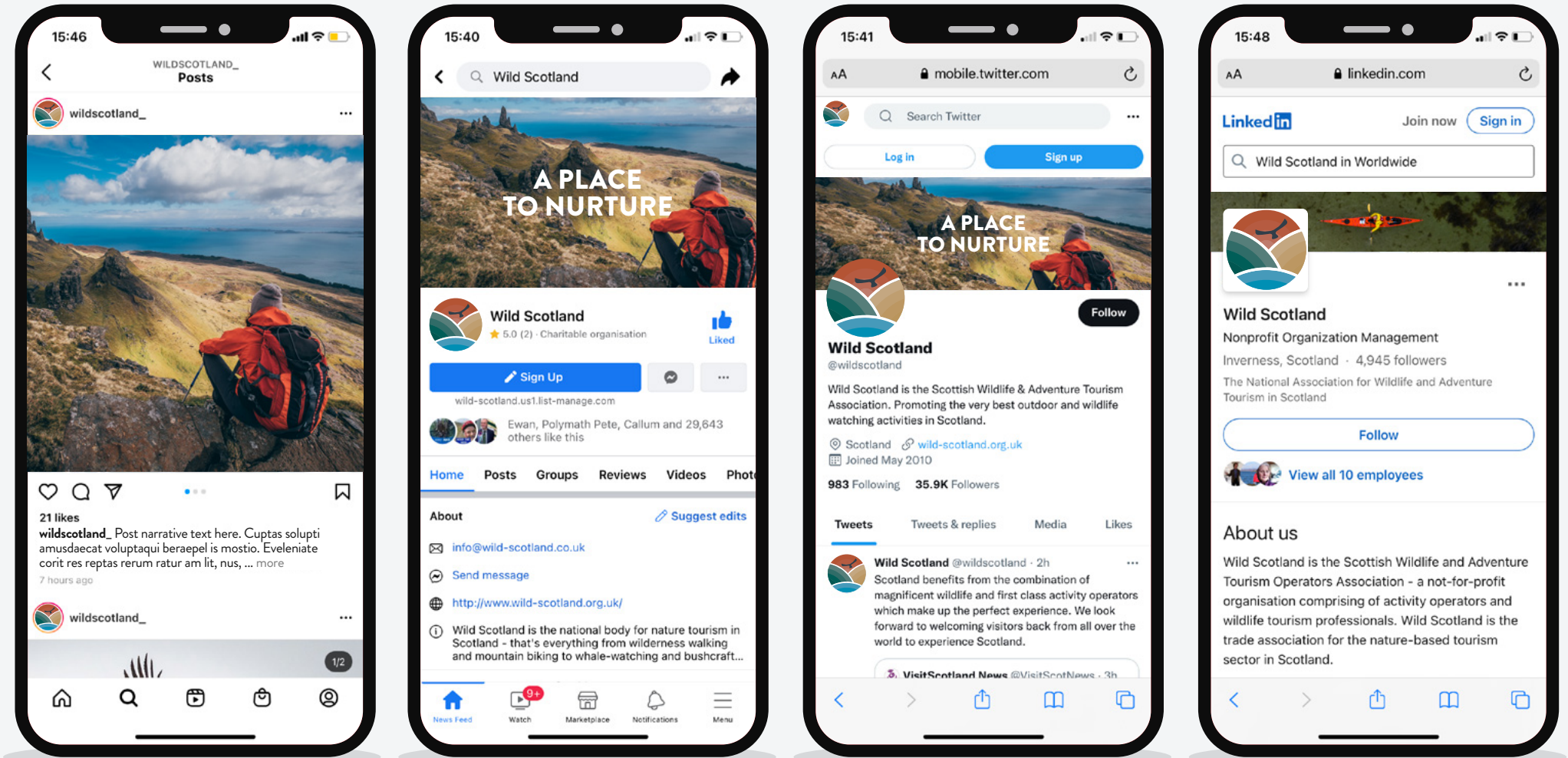
## NATURE EXAMPLES - THAT INSPIRED OUR COLOUR PALETTE





# BRAND IN ACTION

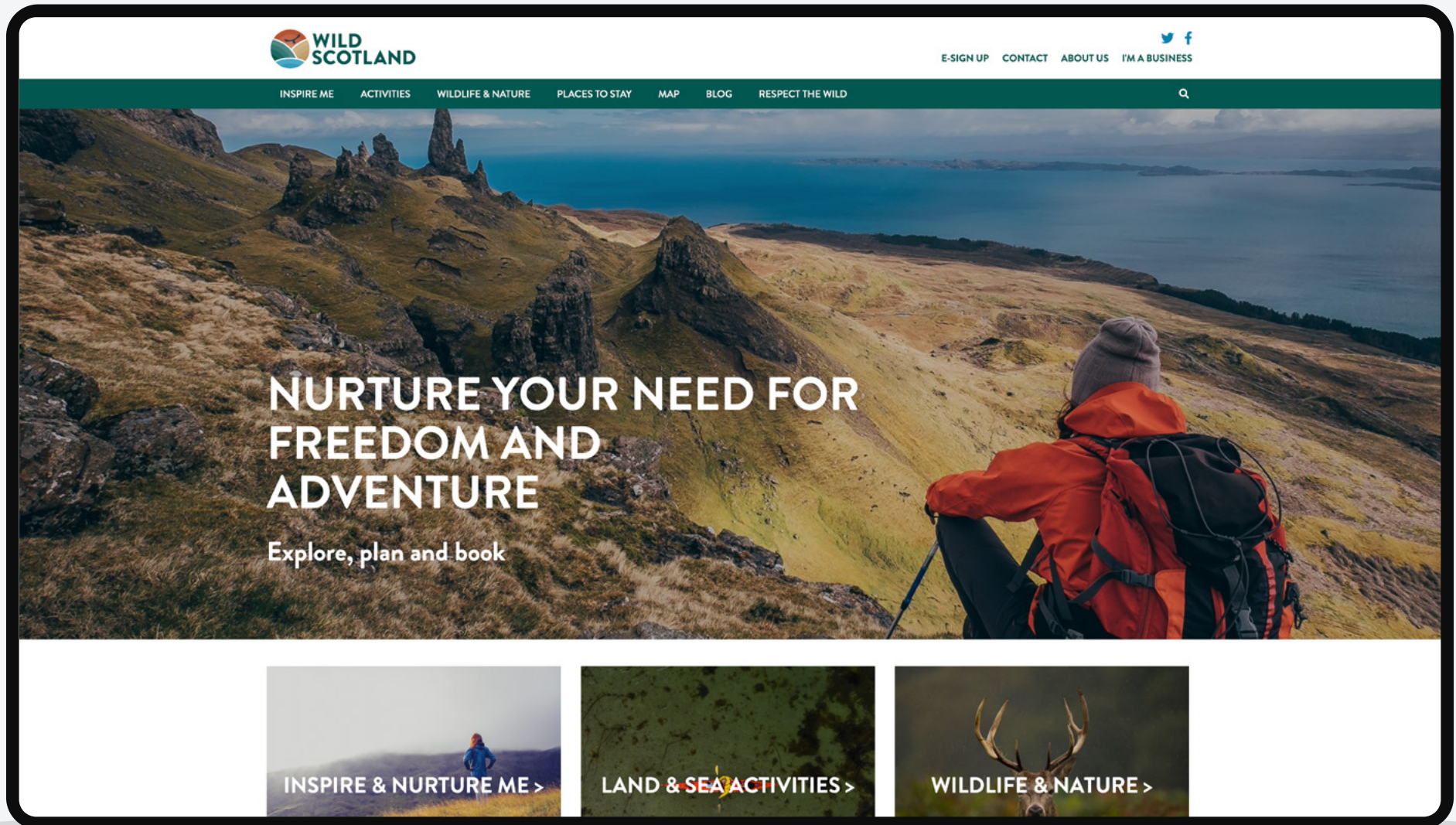
## SOCIAL MEDIA PLATFORMS



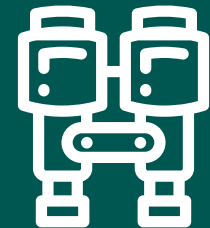


# BRAND IN ACTION

## WEBSITE



# ICON STYLE



# 02 BEST PRACTICE

It's at the heart of everything we do





# ABOUT BEST PRACTICE

**As the national wildlife and adventure tourism association, our vision is for Scotland to be globally recognised as a premium destination for sustainable wildlife, adventure & activity tourism. With nature-based tourism increasing, we want to make sure that our natural and cultural assets are not negatively affected by the increasing number of people wanting to visit it.**

All our members sign up to follow Wild Scotland's Best Practice Guidelines and to commit to our code of conduct. Rest assured in the knowledge that they operate responsibly towards the environment, wildlife and the local community, delivering a high standard of service and safety, whilst committing to sustainable processes.

Our members are setting travel benchmarks through their collective experience and knowledge. We aim to work together collaboratively to increase awareness, set positive examples, engage, educate and inspire positive environmental and social change.





# MEMBERS LOGO



# WINDOW STICKERS

As a valued member, you will get the use of this logo on your website and social media, plus for any printed document.

We will supply all members with a **window sticker** for you to display.



UPPER DECK 47  
SEATS ONLY



# OUR PRINCIPLES



## RESPONSIBILITY

To each other, to our organisation, for wildlife, for our members and their customers. Seeking to influence and educate both our members and wider society on our natural and cultural environment, through a process of continual improvement.

To give due consideration to all stakeholders and encourage collaborative and cohesive relationships that create willingness to accept responsibility for healthier, more sustainable, and regenerative ecosystems. Offer customers tools to plan their visit carefully, to make informed decisions in advance.



## SUSTAINABILITY

To consider the impact our actions and business practice have on wider issues such as climate change and biodiversity loss, as well as on the natural and cultural environments where we work. In addition seeking more informed, sustainable and regenerative solutions, educating others in the same practices.

To help people to understand the environment around them, educating about problems and challenges to inspire change. Offer practical solutions that people can adopt to change their behaviour in a way that supports sustainable development and encourages personal and business responsibility.



## CARE

To offer quality in all aspects of our operations by openly cooperating with each other, involving local communities, to enhance the customer journey and the potential for transformational experience.

To offer resources to ensure that every aspect of an experience is carefully planned from the concept, delivery and beyond seeking high quality and value for the customer. Safety, both physical and mental, is of paramount importance in providing confidence. Through carefully crafted experiences that seek to inspire awe and wonder which increase the opportunity for transformational experiences and growing sense of collective responsibility for nature.



## EXCELLENCE

To continually share skills and provide opportunities that offer and develop an understanding of best practice through a process of continuous improvements across all areas of activity to ensure sustainable and financial viability.

To offer high standard, quality experiences and services achieved through continual improvement among our members and inspire skill sharing through interactive collaborative efforts. Facilitate training to educate and increase awareness alongside developing skills that sustain and nurture the environment.

# OUR BEST PRACTICE DOCUMENTS



[DOWNLOAD HERE >](#)



[DOWNLOAD HERE >](#)



[DOWNLOAD HERE >](#)



[DOWNLOAD HERE >](#)



[DOWNLOAD HERE >](#)



[DOWNLOAD HERE >](#)



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# BE PART OF THE WILD SCOTLAND STORY

As a Wild Scotland member, we invite you to help share and tell our collective story about adventure, activities and wildlife in Scotland. We are committed to growing the awareness of our organisation for the benefit of our members and the sector we operate in.

You can be part of this story by using some of the following assets and narrative in your own social, digital and printed marketing.

**INCLUDE YOUR  
WILD SCOTLAND  
MEMBER LOGO ON ALL  
COMMUNICATIONS**

This will be sent to you by our team.



# KEY MESSAGES FOR YOU TO USE WITH YOUR AUDIENCE



**Scotland is the place to nurture your need for freedom and adventure.**



**We are a proud member of Wild Scotland** - a membership organisation representing wildlife, adventure and activity tourism operators in Scotland.



**Care for the Wild.** We are a Wild Scotland member and by booking with us, you are making a great step towards travelling more responsibly.



**Book with Confidence.** We are a Wild Scotland member and commit to a code of conduct that respects and nurtures Scotland's natural environment.



**Make it your choice to care and nurture Scotland, responsibly.** Book with us, we are a Wild Scotland member, giving you extra peace of mind.



Learn how to respect the wild in Scotland with some amazing top tips and best practice guidelines [here](#)



**Nurture your curiosity** about wildlife and nature, by booking with us. We are a Wild Scotland member and commit to a code of conduct that respects and nurtures Scotland's natural environment.



**Get active in Scotland** with a Wild Scotland member. We commit to a code of conduct that respects and nurtures Scotland's natural environment whilst creating memorable experiences you'll go wild for in Scotland's natural environment.



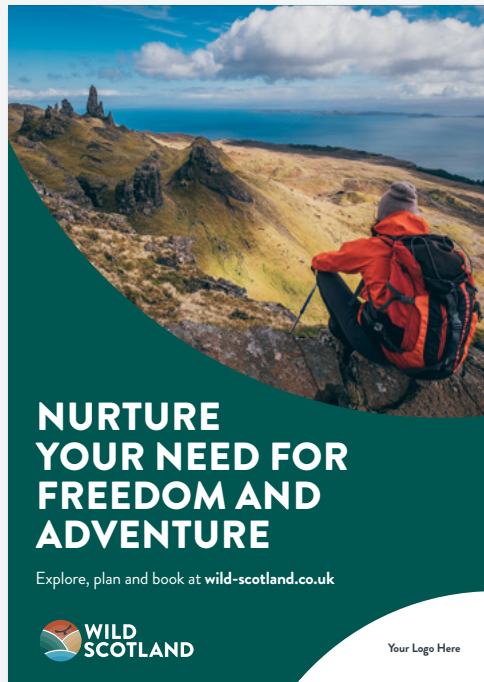
**Choose excellence** when you book with us. As a Wild Scotland member we commit to delivering experiences that are the best they can be, by continually improving quality, equipment and skills.



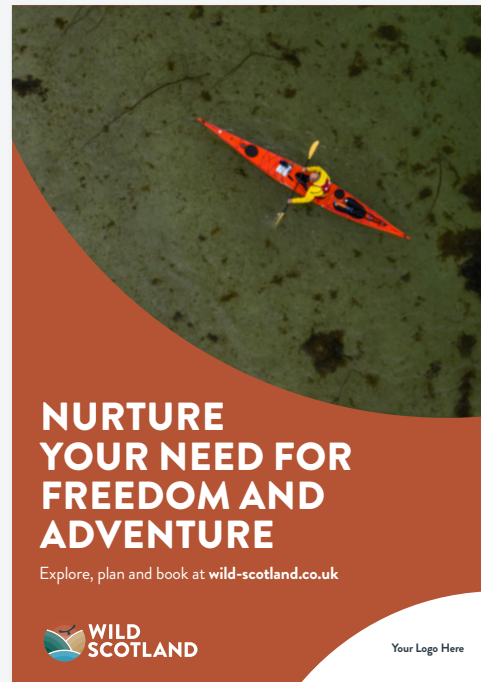
**RESOURCES FOR YOU**  
Please use our website for all the resources you need, for ideas on messaging, how to promote your business and build a community with other Wild Scotland Members. Visit [www.wild-scotland.co.uk](http://www.wild-scotland.co.uk) (launching 1st Nov!)

# POSTER TEMPLATE FOR MEMBERS

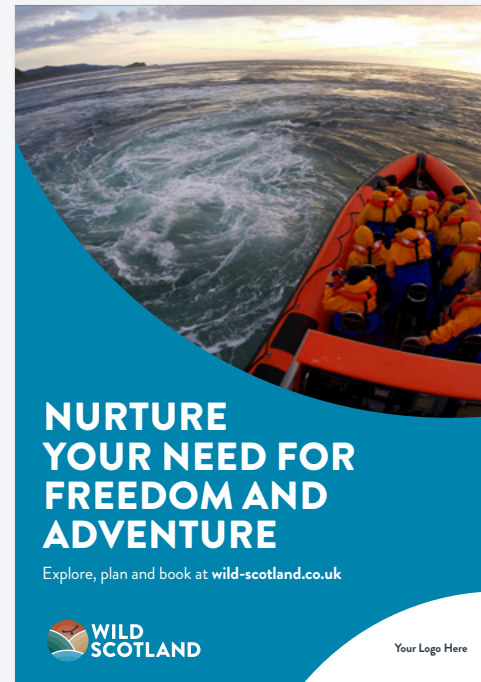
Downloadable PDFs for you to use for your business. Choose to print and display at your premises, or upload to your web / digital channels.



[DOWNLOAD HERE >](#)



[DOWNLOAD HERE >](#)



[DOWNLOAD HERE >](#)



[DOWNLOAD HERE >](#)

# 03 QUESTIONS & CONTACTS

Own it. Share it. Nurture it.





# QUESTIONS & CONTACTS

Let's pledge to make Wild Scotland  
a brand to excite, to benefit and to  
live on, for us all.

## **FOR ALL BRAND STRATEGY OR ORGANISATION QUESTIONS**

Victoria Brooks

Wild Scotland

**E:** [info@wild-scotland.co.uk](mailto:info@wild-scotland.co.uk)

**T:** 07868 339404

## **FOR ALL CREATIVE ASSET QUESTIONS**

Ashley Menzies

Designline Creative

**E:** [ashley@designlinecreative.co.uk](mailto:ashley@designlinecreative.co.uk)

**T:** 0791 771 2745







**WILD  
SCOTLAND**

**#WildScotland  
#keepsotlandwild**