

VISUAL IDENTITY GUIDELINES



**STIRLING
HIGHLAND
GAMES** 1818
ESTD
AND INTERNATIONAL GATHERING

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The Stirling Highland Games (SHG) is a cherished annual cultural sporting extravaganza nestled in the heart of central Scotland with its roots dating back to 1818.

The design of the logo and brand reflects that heritage, from the classic 'targe' (a round shield worn by highlanders) style of the logo mark to the vintage style font.

The main logo (opposite) should be the default choice when using the logo. If it is not suitable for whatever reason please see pages 4 and 5 in this guide for alternatives and how to use them.

Main Logo



**STIRLING
HIGHLAND
GAMES** 1818
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Single Colour version



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LOGO - VERSIONS

All logo layout options and minimum sizes

Roundel	Stacked	Main (Horizontal)	Text Only	Micro (Favicon)
 <p>[‘ESTD 1818’ inside logo mark on this version only]</p> <div>Minimum Size:</div>				
 <div>25mm</div>	 <div>25mm</div>	 <div>40mm</div>	 <div>25mm</div>	 <div>≤15mm down to 16px</div>

LOGO - USAGE

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When using the logo on your artwork you must abide by these rules.

The chevron from the logo-mark should be used as the measure for the minimum amount of space that the logo needs to be from any other graphic element or from the page or media edge.

Minimum Recommended Space



Do's and Don'ts

			
ALWAYS be conscious of the contrast when overlaying the logo on a colour or image.	NEVER stretch or distort the width/height of the logo.	NEVER apply your own colours to the logo	ALWAYS use a vector or high resolution logo file format.
			

The purple and lilac colours have been chosen as they have a classic, regal feel and also found in much Scottish symbolism such as the thistle (Scotland national flower) and in Scottish heather found throughout our glens and hills.

The purple should be used for main body text and headings on light backgrounds. The 10% lilac can be used in substitution for white text where appropriate. Please see page 11 for examples of the colours used on a variety of art designs.

Main Colours

SHG Purple

C71 M84 Y0 K50
PANTONE P 98-15 C
#38235b

SHG Lilac

C31 M37 Y0 K9
PANTONE P 97-2 C
#9e93ba

Tints

40%
Lilac

10%
Lilac



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“We can now trace the roots of our Highland Games back to 1818. The Stirling Chapmen first introduced Highland pursuits such as ‘Tilting at the Ring,’ ‘Foot Races,’ and ‘Horse Races.’ Today, we proudly showcase a myriad of traditional Highland games, from the iconic heavyweights including the caber toss to the elegant Highland dancing; from the track & field to the para-athletes competing in the Adaptive Heavyweights competition, captivating spectators with the strength, determination and skill on full display.”

The SHG corporate typefaces are Baskerville and Roboto. Baskerville is a typeface that dates to the mid 1700s and would have been in use at the time of the first Stirling Highland Games in 1818. Roboto is a modern, neo-grotesque sans-serif typeface that enables the brand to also have a contemporary feel.

Every effort should be made to use the SHG corporate fonts across all published, promotional marketing materials associated with SHG.

All the fonts are available from Adobe Fonts or in the SHG resource pack (link to pack on page 12).

In situations where only a basic font set is available, Baskerville can be substituted for Times (or Times New Roman) Regular, and Roboto can be substituted for Arial Regular and Bold.

Logo Fonts

STIRLING
HIGHLAND
GAMES

Baskerville Display PT Bold

ESTD 1818

Roboto Regular

AND INTERNATIONAL GATHERING

Roboto Black

Fonts for text copy

BASKERVILLE FOR HEADINGS (CAPS)

Roboto Bold for Sub-headings

Roboto Regular for main body. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent.

“Baskerville Display PT Italic for Quotes. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat”.

Each year we commission photographers to photograph the games and we carefully select the images that we feel best represent the games and the area.

All photographic images should be sourced from the SHG resource pack (link to pack on page 12). PLEASE NOTE: You MUST credit the photographer on each photo you use. Their credit can be found in the file name of the photo(s).

If you feel there is a need to use stock images they must be approved by a SHG representative prior to publication.

Examples from the resource pack



We have also produced a selection of graphic images that you can use to promote SHG. Please see the SHG resource pack for the full range of files ([link to pack on page 12](#)) and please also see the examples on page 11, some of which show the graphic images in use.

Examples from the resource pack



EXAMPLES

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TICKETS AVAILABLE ONLINE OR AT THE GATES



STIRLING HIGHLAND GAMES
AND INTERNATIONAL GATHERING

A Great Day Out
FOR EVERYONE

All Day Entertainment with Scottish Food & Drink, Arts, Crafts and more

STIRLING SPORTS VILLAGE
(at the Peak)

GAMES CHIEFTAIN:
Former International Rugby Player
Kevin McKenzie

SATURDAY 17 AUG
10:00-17:00

Anatomical Concepts. Kings Park Hospital
Part of Circle Health Group

Specsavers EventScotland

www.stirlinghighlandgames.com



Music & Dance

16 08 25

Book your tickets

STIRLING HIGHLAND GAMES
AND INTERNATIONAL GATHERING



Food & Drink

16 08 25

Book your tickets

STIRLING HIGHLAND GAMES
AND INTERNATIONAL GATHERING



Heavy weight

16 08 25

Book your tickets

STIRLING HIGHLAND GAMES
AND INTERNATIONAL GATHERING



STIRLING HIGHLAND GAMES
AND INTERNATIONAL GATHERING

SATURDAY 17 AUG
10am-5pm
STIRLING SPORTS VILLAGE
(at the Peak)

- Highland Games Competitions
- Traders Village
- Creative Arts

A Great Day Out
FOR EVERYONE

All Day Entertainment with Scottish Food & Drink, Arts, Crafts and more

SCAN FOR TICKETS

Buy a ticket and make a difference!

Anatomical Concepts. Kings Park Hospital
Part of Circle Health Group

Specsavers EventScotland

www.stirlinghighlandgames.com

CEANGAIL



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Contact Details

Event Location

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Stirling, FK7 7UJ

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Call Us

[+44] 0330 122 1997

Links

Resource Pack

www.stirlinghighlandgames.com/resourcepack

Social Media

