



**Edinburgh  
Tourism  
Strategy  
2030**

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## Our logo at a glance

The *Edinburgh Tourism Strategy 2030* logo is inspired by the relationship of Edinburgh's new and old town locations on a map. Multiple circles represent the different objectives, stakeholders and partnerships of the strategy – these interconnect and become a single element.



**Edinburgh  
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## Our colours

Purple tones have been used in our brand, inspired by and representing some of our key stakeholders. These colour breakdowns are the only colours that should be used.



**Pantone for spot colour printing**

Pantone 255

**CMYK for 4 colour printing**

C 63 M 100 Y 20 K 9

**RGB for use on screen**

R 117 G 34 B 107

**Pantone for spot colour printing**

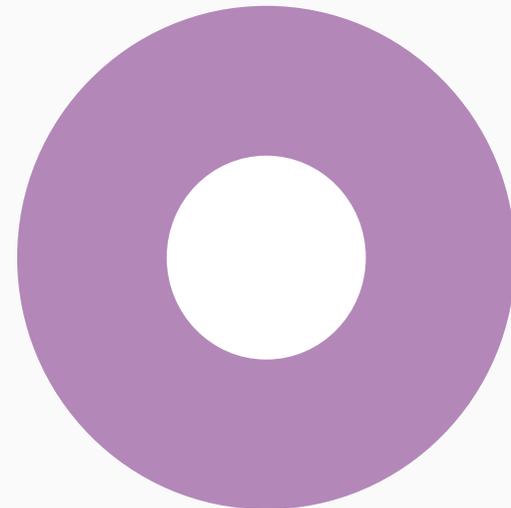
Pantone 7439

**CMYK for 4 colour printing**

C 34 M 53 Y 3 K 0

**RGB for use on screen**

R 180 G 135 B 184



## Logo variations

When used on a white or light back ground, our logo can be used in the standard version but there are variations of this that can be used when needed. These variations are available on request.

Shown here clockwise from top left:

- Standard logo
- Reversed logo
- Reversed mono logo
- Mono logo



## Exclusion zone and minimum size

The exclusion zone (indicated by the dashed line) is the minimum area around the logo that must remain clear of typography, any other graphic device or the edge of a page.

The exclusion zone applies to all sizes of logo reproduction. It is calculated by using the height of the letters *E* and *T* (shown as  $\times$ ) and varies in direct proportion to the size at which the logo is reproduced.

The size of our logo on a page is affected by many variables, including size of the page, hierarchy of information, layout, ownership of the page, and so on. The logo should be sized accordingly with other elements but should ideally not fall below the minimum sizes shown here.



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## Typography

A supporting typeface has been selected that can be used for headlines and body copy in all *Edinburgh Tourism Strategy 2030* communications.

*Georgia* is different from the typeface used in the logo. The contrast of typefaces helps strengthen the brand – the logo is the signature and the supporting typeface is the handwriting.

*Georgia* is available on nearly every computer.

**Georgia is a serif typeface designed in 1993 by Matthew Carter. It was inspired by Scotch Roman typefaces of the early nineteenth century which were modeled on a design known as *Pica No. 2* from the Edinburgh type foundry of William Miller. Some accounts suggest that Miller's type, the oldest surviving specimen of which dates to 1813, was cut by Richard Austin, who had previously produced the Bell types for the British Letter Foundry.**

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## File variations

The *Edinburgh Tourism Strategy 2030* logo is supplied in different file types that vary in quality in different applications. The EPS version should always be used in print if possible.

A logo pack is available on request and includes:

### EPS

An EPS file is sometimes called a vector file. It is the best file type to use in print or any time the logo needs scaled up because it does not lose quality at any size.

### TIFF

A TIFF is an uncompressed file that can be used in print, but it is not to be scaled up or it will lose quality.

### JPG

A JPG is a compressed file that can be used online or in presentations that will be shown on screen. It cannot be scaled up without losing quality.

### PNG

A PNG file is only suitable for use online due to its small file size. It should never be used in print.

