

OUR BRAND

QUICK REFERENCE GUIDE



Ayrshire360 unites our community-focused services under one clear identity. These guidelines outline how we use our logo, fonts and colours. Following them helps keep our brand consistent, recognisable and trusted.

NAME

Our name should always be written as **Ayrshire360** - one word, no space. Avoid variations Ayrshire 360 or Ayrshire-360.

LOGO

This is our primary logo. It should only appear in black or white.



MINIMUM SIZE

DIGITAL

To maintain clarity and legibility on screen, the logo should never appear smaller than **150px wide**.

PRINT

For printed materials, the logo should never appear smaller than **30mm wide**.

Digital	Recommended Width	Print	Recommended Width
800 x 600	150px	A6	30mm
1024 x 768	180px	A5	40mm
1280 x 800	220px	A4	50mm
1920 x 1080	300px	A3	90mm

CLEAR SPACE

Clear space is the minimum distance between the logo and other visual elements.

The width of our "A" defines the minimum clear space surrounding the logo.



TYPOGRAPHY

Segoe UI is our primary typeface for digital and everyday communication. Segoe UI is a clear, inclusive and accessible across devices and assistive technologies.

- All internal and external documents - default for staff
- Website and intranet
- Presentations, reports, templates, letters, digital content

Minimum font size in documents is 11pt

Our secondary typeface is Agenda and is used for web, interpretation, signage and printed materials where a more distinctive look is needed.

- Interpretation panels
- Wayfinding and signage
- Exhibition and display materials

Segoe UI Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Agenda Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLOUR PALETTE

Primary Logo

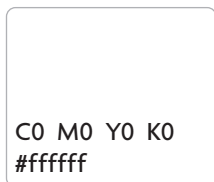
Black or white only

Primary Text

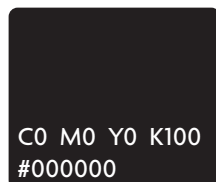
Black, white or charcoal

Primary colour palette

White

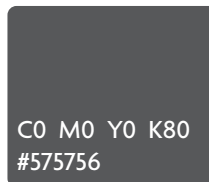


Black

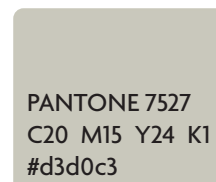


Neutrals

Charcoal



Concrete



Secondary colour palette

Green



PANTONE 5773
C49 M31 Y64 Y14
#888e64

Blue



PANTONE 2177
C55 M26 Y27 K5
#7b9eab

Clay



PANTONE 7593
C26 M80 Y82 K22
#a0422d

Sand



PANTONE 467
C18 M25 Y47 K4
#d4ba8e

Accent/ Highlight

Ochre



PANTONE 127
C7 M11 Y67 K0
#f3db6e

For more detailed brand guidelines contact Marketing & Comms.