1.0

**BRAND
GUIDELINES**

900 YEARS
STIRLING

**900
STIRLING**

CELEBRATING 900 YEARS

BRAND MARQUE

The Stirling 900 Celebrations taking place in 2024 is a commemoration of 900 years of Stirling's rich heritage, culture, and achievements. This graphic has been created by local businesses and groups in partnership with Stirling Council so that we can all proudly badge our activities, events, or business materials, aligning them with the Stirling 900 celebrations. By using these guidelines, we can all actively contribute to the celebration and showcase our connections to Stirling's historic milestone.

The Stirling 900 graphic aims to capture the essence of Stirling's heritage, culture, and vibrancy while maintaining a sense of historical significance. The Stirling 900 graphic is the centrepiece of the celebrations. It features a custom-designed graphic representing the number "900" in a stylised and visually engaging manner that sits alongside the Stirling city brand.

900 STIRLING

CELEBRATING 900 YEARS

1.2

BRAND MARQUE LOCKUP & EXCLUSION

900 STIRLING
CELEBRATING 900 YEARS

Space around logo must equal exact size of the cut out in the "0".

900 STIRLING
CELEBRATING 900 YEARS

min width size: 30mm

it is recommended that in smaller sizes it is presented in high contrast of black and white for max clarity.

1.3

BRAND MARQUE COLOUR & APPLICATION

The brand mark is to remain at all times in a flat one colour and undistorted. There should be no application of more than one colour to any part of or several parts of the logo at any time. This includes all effects, including but not limited to gradients, patterns, bevel/embossments, drop shadows, opacity changes or anything that may distort the appearance of the logo.

The objective for the logo is to maintain the most clarity in any situation. Do not skew aspect ratios, obscure any part of or rotate the logo in any situation.

☑ flat dark grey on clear background

☑ flat white on clear background

☑ flat light brand colour on clear background

☑ flat dark grey on white background

☑ flat light brand colour on white background

☑ flat white on dark background

☒ multi-colour

☒ drop shadow

☒ rotated

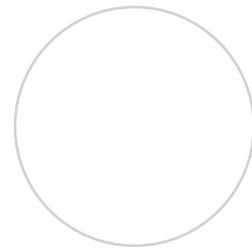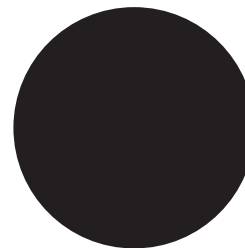☒ skewed aspect ratio

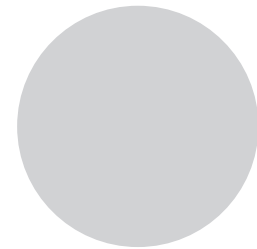☒ gradient or effects

2.0

COLOUR PALETTE

PANTONE White
C0 M0 Y0 K0
#FFFFFF

PANTONE 425
C0 M0 Y0 K90
#414042

PANTONE 108U
C0 M0 Y0 K20
#D1D3D4

3.0

LOGO & PHOTO-GRAPHY

When placing the logo on top of any kind of photography in any applicable format, it is imperative that the logo retain clarity and consistency. The logo must be in flat colour at all times. The logo must also be positioned in a place of importance within the composition to create a sense of hierarchy. Finally, the logo should not be altered in any way by use of excessive or erroneous effects.
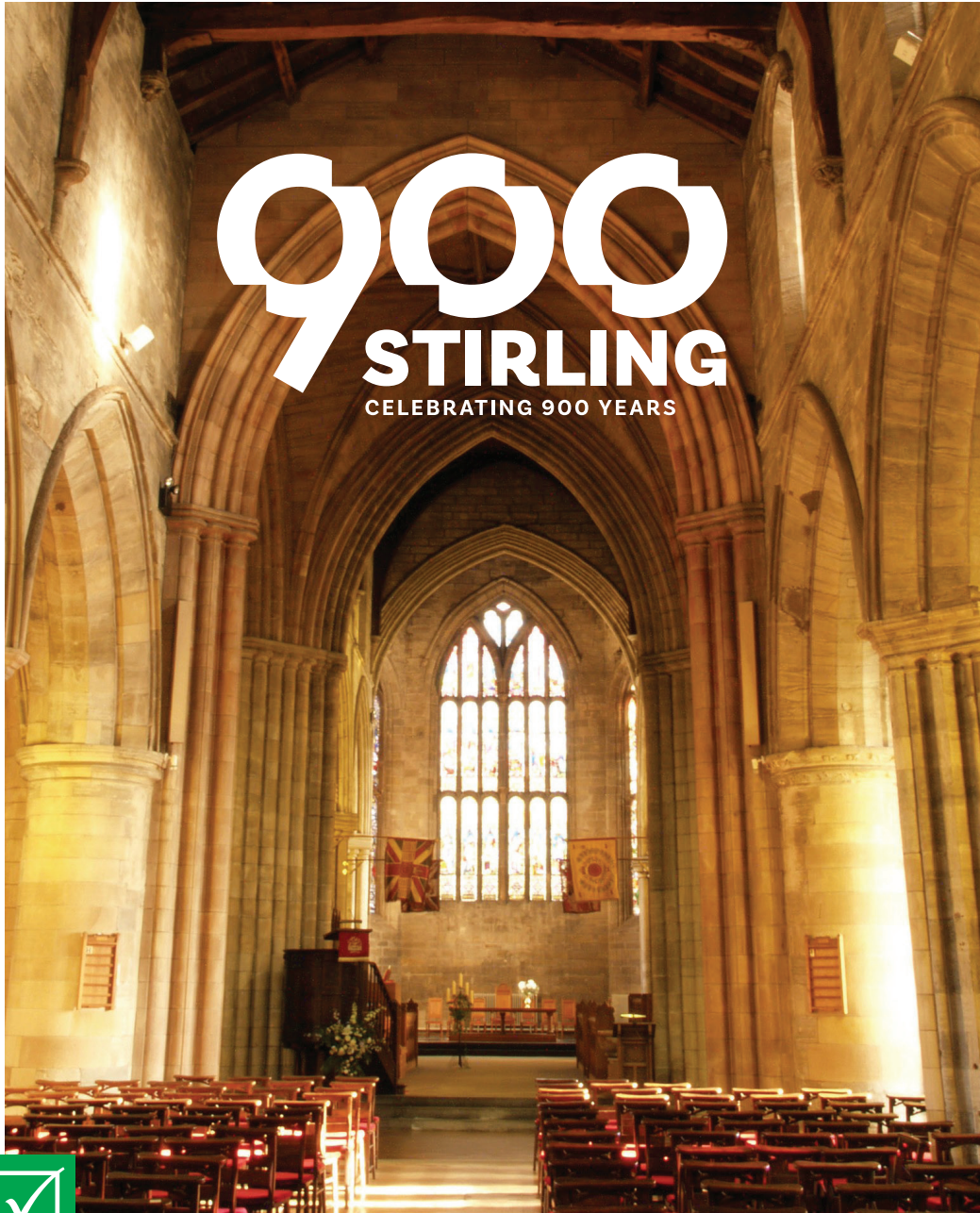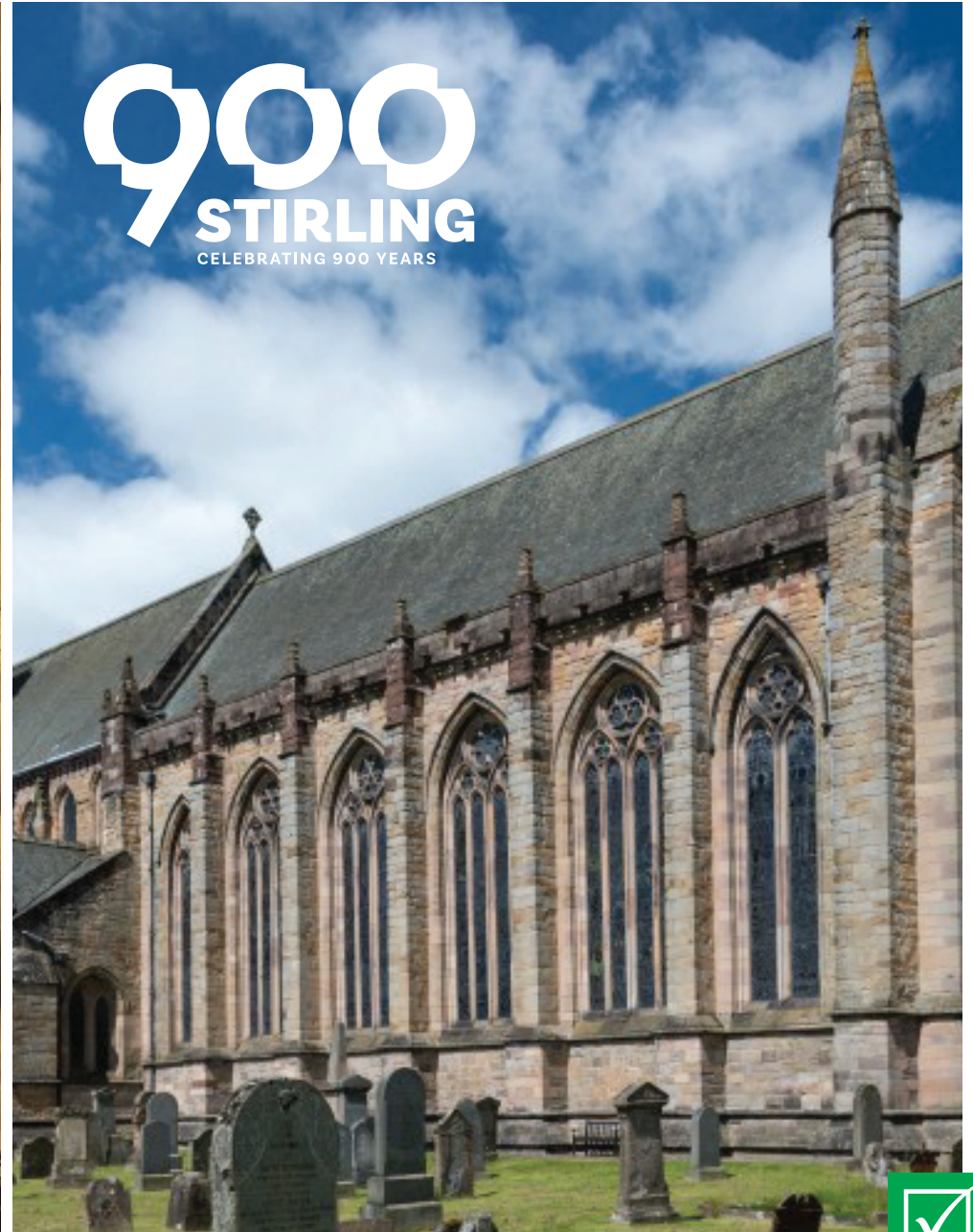
Logo is distorted by the placement on top of elements of similar greyscale value.

Placed in a position of importance and utilising flat colour

900 STIRLING
CELEBRATING 900 YEARS

✅ Increased in size to help clarity and hierarchy. Also used in high contrast colours.

900 STIRLING
CELEBRATING 900 YEARS

✅ Placed in areas of high contrast and minimal complications in the background.

4.0

DIGITAL GUIDELINES

900 YEARS STIRLING

900
STIRLING
CELEBRATING 900 YEARS

4.0

DIGITAL GUIDELINES BROWSER

For clarity of type size, and to better blend with the nature of digital, the horizontal lock up of the logotype is preferred. However, the vertical lock up may be used if placed within a photography element, if applicable. These guides are also to be applicable for mobile browsers wherever possible.
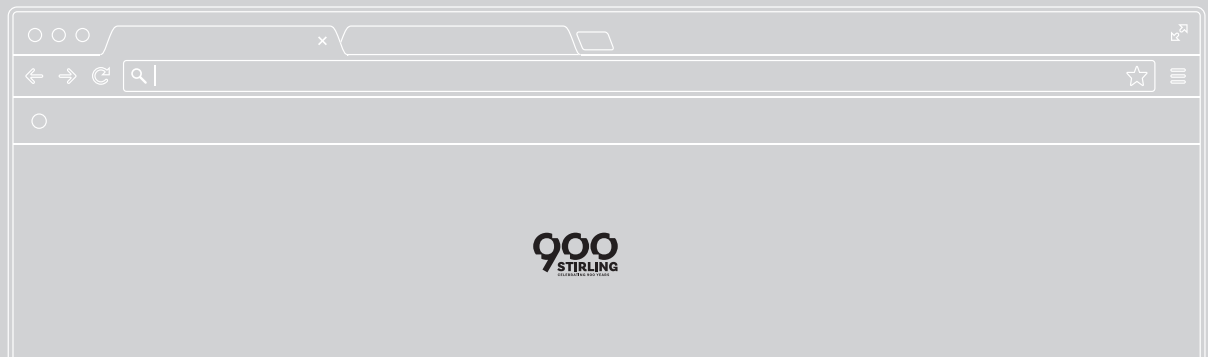
All previously mentioned rules for print regarding clarity of the logotype are to be adhered to. This includes the use of space around the logo, and the strict prohibition of any erroneous effects added.
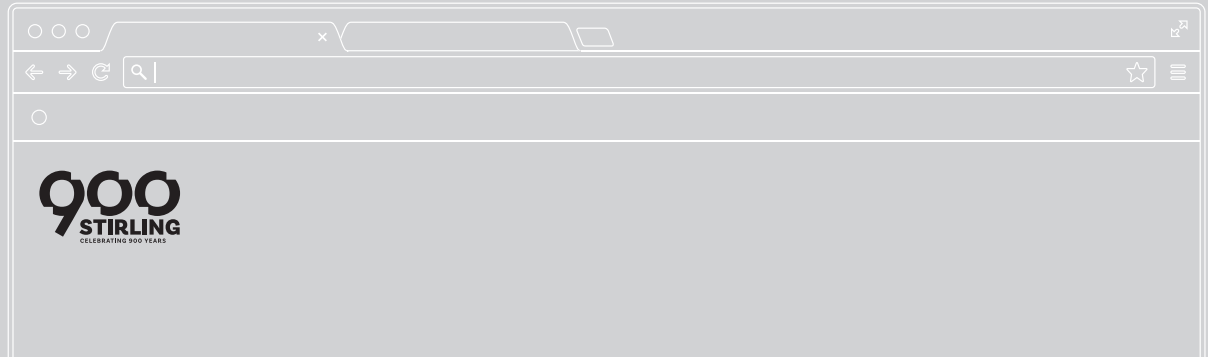
☑ Flat colour applied in a smaller size - clarity is not compromised.

☑ Flat colour applied in a larger size - clarity is not compromised.

☒ Flat colour applied to a very small size - clarity is compromised.

4.0

DIGITAL GUIDELINES SOCIAL MEDIA

For clarity of type size, and to better blend with the nature of social media accepted and promoted formats, the larger size of the lock up is preferred.

All previously mentioned rules for print regarding clarity of the logotype are to be adhered to. This includes the use of space around the logo, and the strict prohibition of any erroneous effects added.

☑ Horizontal lockup in flat brand colour
All parts of the logotype are legible

☑ Horizontal lockup is slightly transparent
All parts of the logotype are legible

☒ Logotype is distorted by use of drop shadow.

☒ Logotype is hard to read due to type size in relation to vertical lock up.