

DOORS OPEN DAYS



BRAND GUIDELINES

A GUIDE FOR AREA COORDINATORS
PREPARED MAY 2019

This guide aims to improve the visual representation and brand cohesiveness of Doors Open Days. It will help you to design your regional brochure so that all programmes fit into a national brand identity.

“Doors Open Days” and “Doors Open Day” are names licenced under trademark agreement by the Scottish Civic Trust.



ESSENTIAL

COLOURS



Print	c40 m0 y100 k0	c60 m20 y100 k5	c70 m0 y25 k0
Web	R170 G207 B55	R199 G157 B0	R35 G185 B194
Web	#aacf37	#779d00	#23b9c2

TYPEFACE

PROXIMA NOVA - Typekit

Alternative Word or free font - Montserrat
(available via www.fontsquirrel.com/fonts/montserrat)

INFORMATION

Doors Open Days is a national event run by Scottish Civic Trust. Information about the national programme, including event listings, can be found at www.doorsopendays.org.uk. Doors Open Days, along with Scottish Archaeology Month, take place throughout Scotland in September and are part of European Heritage Days.

#dodscot

LAYOUT

Doors Open Days logo - front cover.

Scottish Civic Trust and European Heritage Days logos

- grouped with other sponsors and supporters logos.

Website (www.doorsopendays.org.uk)

- front cover preferred A5 sized leaflet preferred.

LOGOS

Doors Open Days - for use on front cover



MINIMUM WIDTH 2CM
(NOT TO SCALE)



WHITE LOGO FOR USE
ON DARK BACKGROUNDS

Scottish Civic Trust



European Heritage Days



European Heritage Days
Journées européennes
du patrimoine



Historic Environment Scotland

Please use either their logo or the phrase: "Doors Open Days is supported by Historic Environment Scotland."



HISTORIC
ENVIRONMENT
SCOTLAND

ÀRAINNEACHD
EACHDRAIDHEIL
ALBA

ADDITIONAL

SPONSORS & PARTNERSHIPS

European Heritage Days website:
www.europeanheritagedays.com

Scottish Archaeology Month website:
www.archaeologyscotland.org.uk/projects/scottish-archaeology-month

Historic Environment Scotland website:
www.historicenvironment.scot

STRAPLINES

You can use any or all of these phrases in your marketing as needed. For example on an advert, your website or leaflet.

Get into buildings this September!

Doors Open Days is Scotland's largest free festival that celebrates heritage and the built environment, new and old.

Every September you can explore hundreds of fascinating buildings across Scotland for free. Some open up once a year, some just once in a lifetime.

SOCIAL MEDIA

In addition to using the hashtag **#dodscot** you may want to include the following as part of your social media activity:

www.twitter.com/doorsopendays
www.facebook.com/dodscotland
www.instagram.com/doorsopendaysscotland

CONTACT

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The Scottish Civic Trust is a charity registered in Scotland No. SC012569