



BRAND GUIDELINES 2022

1.0 Brand Architecture

2.0 Brand Identity

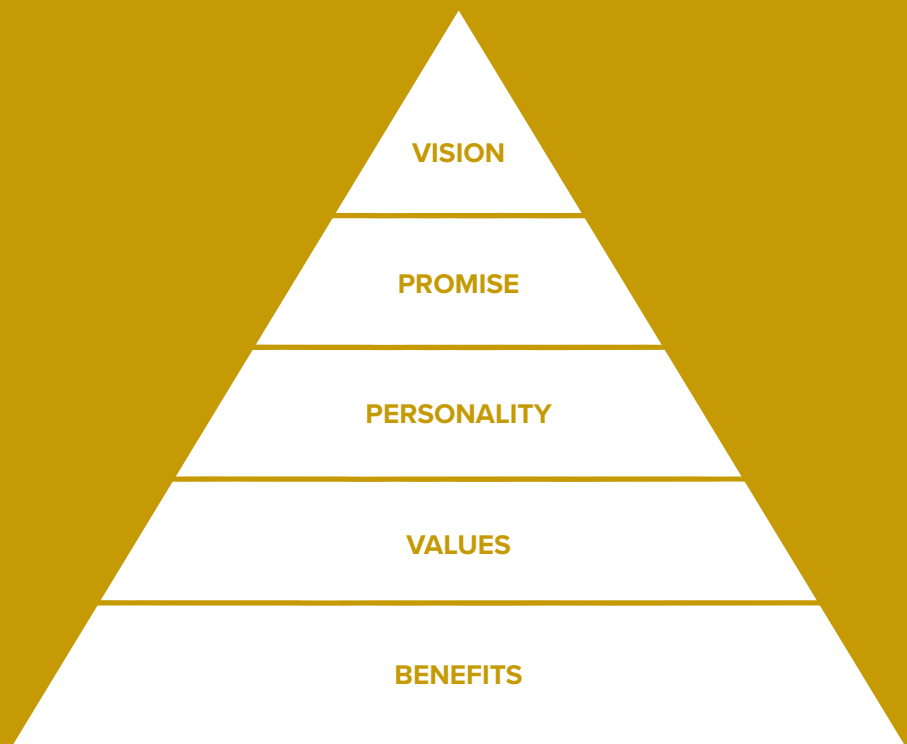
3.0 Brand Colours

4.0 Brand Font

5.0 Brand Details

1.0 Brand Architecture

This architecture will inform the brand identity for Scottish Hostels, in terms of style, messaging and all marketing comms.



BRAND BENEFITS OF ENGAGING WITH SH

Overall Brand - B2B and B2C

This architecture will inform the brand identity for Scottish Independent Hostels, in terms of style, messaging and all marketing comms.

- **Scottish-focused**
- Providers of a **community** of like-minded people (hostel owners and visitors) to create a supportive network and collaboration across Scotland
- Active and influential **collective voice** for the hostel sector to national tourism bodies and Scottish Government
- Real-life experience and understanding of hosteling **with commercial knowledge**
- Organisation is run by **members**, for members
- Practical and emotional **support**
- Transfer of **knowledge** to other members and visitors to create a successful business, experience and stay
- Providers of industry **training and learning** (including social media, environmental, business etc)
- Credibility and **assurance**
- Inspiration, affordability, quality, genuine content and wide choice in **one** trustworthy **resource** for visitors
- Real **connection** with people and places
- **Trusted source** of hostel accommodation options across whole of Scotland
- **Reliability** of service and **quality** of product for visitors

BRAND VALUES OF SH

Overall Brand - B2B and B2C

Threshold

- Reliable – to offer budget / affordability of accommodation
- Dependable – to offer choice / options of locations
- Clean
- Safe
- Secure
- Member-focused
- Supportive
- Real
- Passionate

Core

- Customer-focused
- Choice across Scotland
- Trustworthy

- Credible
- Genuine
- Knowledge
- Accountable
- Personable
- Experiential

Differentiators

- Scottish focused
- Ambassadors for Environmental Choices
- Ambassadors for Sustainable Tourism
- Ambassadors for Active Travel
- Ethical choices and awareness building
- Proactive industry connection
- Governance

PERSONALITY EVIDENT WHEN ENGAGING WITH SH

Overall Brand - B2B and B2C

- Human / personable
- Warm
- Welcoming
- Relaxed
- Genuine
- Wholesome
- Sociable
- Active
- Inclusive
- Fun
- Trustworthy
- Characterful
- Accommodating / Flexible
- Knowledgeable / Insightful

PROMISE OF THE SH BRAND

Overall Brand - B2B and B2C

We are committed to creating a trustworthy, genuine and sustainable hostel community and resource of independent hostels across Scotland for both members and visitors, with a strong focus on service.

BRAND VISION OF SH

Overall Brand - B2B and B2C

To be the single reliable resource for, and of, independent hostels in Scotland, for members and visitors by creating a recognisable and memorable presence with a high-quality experience.

2.0 Brand Identity

Our visual identity is more than just a logo. It is composed of a number of core elements that come together to create a distinctive look and feel to make our brand instantly recognisable.

Our brand identity is made up of two elements; our accommodation icon and typographic brand name.

The accommodation icon can be used as an independent graphic and the shapes as additional design features.

Portrait



Portrait Reversed



Landscape



Landscape Reversed



Our Strapline

Scottish Hostels prides itself on being welcoming, unique and a collection of ‘independent’ hostels.

Our strapline helps position our identity and should be used on all materials. It can be a stand alone line and doesn’t need to sit next to the logo. Use it as a headline, a sign off, or pull out quote.

**Unique,
independent
places to stay**

3.0 Brand Colours

There are four core brand colours for Scottish Hostels. The colours combined create a strong identity that is clearly identifiable.

Saffron

C20 M35 Y100 K10

R197 G153 B4

#c59904

Blue

C100 M65 Y45 K35

R0 G64 B87

#004057

Green

C68 M35 Y100 K25

R86 G112 B40

#567028

Orange

C10 M85 Y85 K0

R216 G66 B46

#d8422e

4.0 Brand Font

Our brand font is 'Proxima Nova Bold'. Its modern san-serif structure provides maximum legibility and a confident, yet friendly and welcoming visual appeal.

Proxima Nova Bold

The quick brown fox
jumps over the lazy dog

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
012345567890

A number of Proxima Nova weights are available, allowing a full range of creative expression. This can be downloaded from www.adobe.com For in-house produced items, the support font, Arial, can be used.

Light
Regular
Bold
Black

5.0 Brand Details

Our logo has been created for maximum standout on all applications; online and offline.

Brand Sizing & Clearance

To protect the clarity and visual integrity of the logo, it has clear space around it. The height of the Scottish Hostels typography has been used to denote the minimum clear space required. For commercial printing applications, the logo should never be reproduced at sizes where the width of the logotype would become less than 15mm wide.

Clearance Space



Minimum Size 15mm



Brand Usage

Follow the examples shown of how the identity should be correctly used.

Primary Logo



Primary Logo Reversed



Mono Logo



Mono Logo Reversed



**For information relating to these Brand Guidelines and to
request assets, please contact:**

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