



# Berries of Scotland Campaign Toolkit

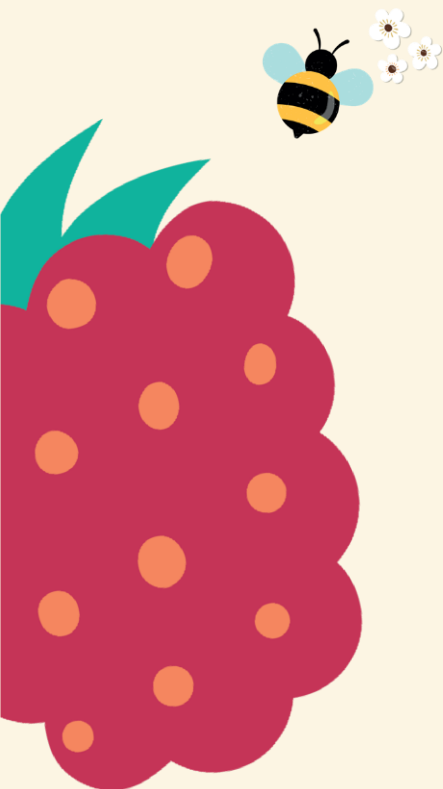
JUNE - SEPTEMBER 2025

**NATURALLY  
SCOTTISH**

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# Introduction

## Berries of Scotland

Scotland's berry industry has a rich heritage spanning over a century. To celebrate our incredible berry sector, we will be launching the inaugural **Berries of Scotland** campaign on 20 June at the Royal Highland Show. The campaign will span over four months with a variety of activity culminating with Scottish Food & Drink September which runs from 1-30 September.

Scotland is known for its delicious berry produce, from the sweet strawberries and raspberries to tasty blueberries, blackberries and honeyberries. The Berries of Scotland campaign **aims to raise awareness with Scottish consumers about the economic importance of Scotland's berry industry**, while also sharing knowledge about the exceptional quality, wide variety, and innovative practices behind our locally grown produce.





# Did You Know?

Along with the campaign's main aim of raising awareness of the berry industry in Scotland, there is also an educational focus for this campaign.

As part of this, we will be using the call to action '**Did You Know?**' in our marketing to spread awareness of the heritage, impact and significance of Scotland's berry sector, shining a spotlight on some of the lesser-known stories and insights of the berry industry.







# Involvement & Collaboration

We'd love for you to get involved and use this toolkit in whatever way works for you, helping us raise awareness of Scotland's berry industry.

If you would like to get involved in the Berries of Scotland campaign, you can find a bank of assets [here](#). More detail on each of the assets can be found in this toolkit.

The hashtag **#BerriesofScotland** can be used on social media throughout the campaign.



# Master Logo

The primary Berries of Scotland logo should be used across all major brand touchpoints, including campaign assets, social and official communications.

## PRIMARY FULL TEXTURE LOGO

This logo should be used but only when used larger than the size suggested.

## PRIMARY SIMPLIFIED LOGO

This logo should be used when the logo needs to be placed at smaller scale, as the shadow in the type, texture and inner red border will not be visible or produce well at a small scale.

[Click here to download the logos.](#)

## PRIMARY FULL TEXTURE LOGO



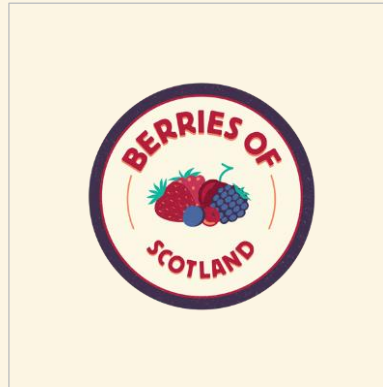
## PRIMARY SIMPLIFIED LOGO



# Logo Usage Guidance

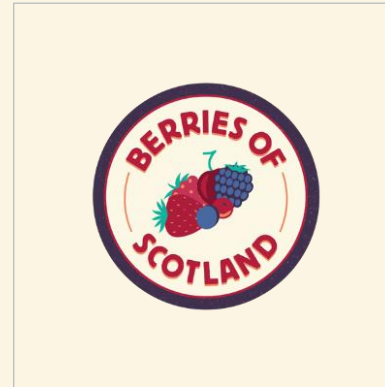
It is important that the Berries of Scotland logo is used consistently to provide a strong brand campaign to the audience.

**The following examples show incorrect logo usage.**



#### INCORRECT USAGE

Never change the proportions of the logo.



#### INCORRECT USAGE

Never tilt the logo. It must always be displayed in its natural 0 degrees rotation.



#### INCORRECT USAGE

No colours should be adapted in any of the logo files.



# Typography

**Block T** can be used as both a headline or subhead font, and it can also be used to emphasise certain sections of copy, for example, a call to action message. It is recommended for longer headlines.

**Block T can be activated from AZ Fonts:**  
[azfonts.net/fonts/block-t/regular-124229](https://azfonts.net/fonts/block-t/regular-124229)

**Elza** is a geometric sans-serif font, and is a widely usable text type suited for legibility, distinction and style.

Elza has been chosen to maximise clarity of communication through an extensive range of print and digital media. It is the preferred choice for small and large amounts of body copy.

**Elza can be activated from Adobe:**  
[fonts.adobe.com/fonts/elza#fonts-section](https://fonts.adobe.com/fonts/elza#fonts-section)

## HEADLINE

**Block T**  
**aberriesklmnopqrst**  
**uvwxyz1234567890 (){} /?!**

## BODY COPY

**Elza**  
**abcdefghijklmnopscotland**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**VWXYZ1234567890 (){} /?!**

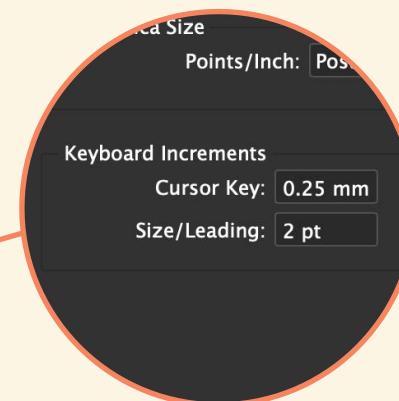
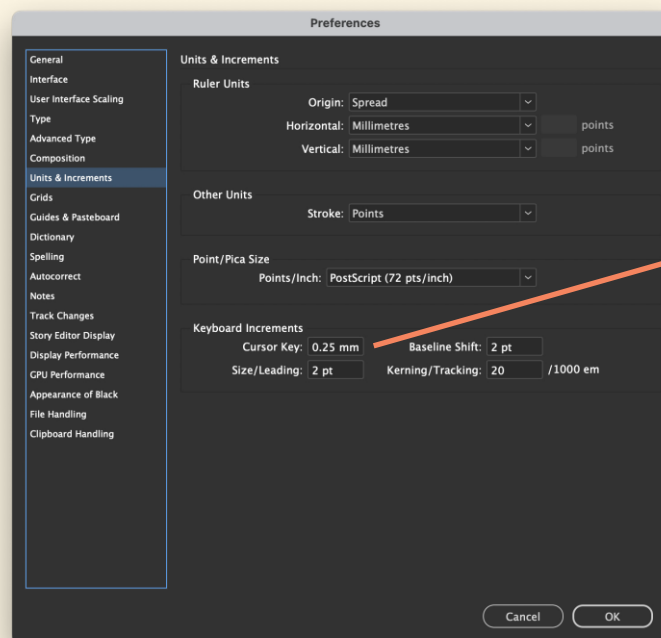


## The Tilted Titles

The titles for all campaign communications can be created by following these simple steps.

- Type your title in the primary red colour and keep to the top.
- Duplicate the red title, make the text orange and send behind the red title.
- Using keyboard increments of 0.25mm, (you will need to set your keyboard increments to this for precise nudges), move the orange title 3 nudges right, and 4 down.
- Group the two titles together and rotate the grouped type 1.5°.
- Tilted title should be created and easy to edit the copy.

## How to create this title





# Colour

The colours have been sampled from a selection of master colours from the core Scotland Food & Drink Brand Guidelines and further developed from berry tones and hues to extend the Berries of Scotland colour palette.

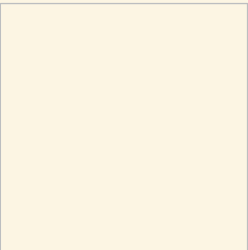
## TEXTURE



## COLOUR



CMYK: 77 / 83 / 42 / 38  
HEX: #40304E



CMYK: 1 / 2 / 11 / 0  
HEX: #FCF5E3



CMYK: 100 / 57 / 12 / 66  
HEX: #B31F3D



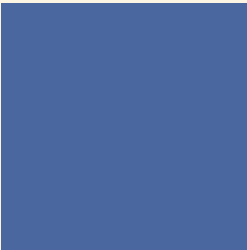
CMYK: 0 / 59 / 65 / 0  
HEX: #F5855F



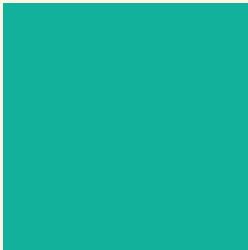
CMYK: 29 / 100 / 74 / 35  
HEX: #83132E



CMYK: 16 / 93 / 55 / 6  
HEX: #C43456



CMYK: 79 / 61 / 13 / 0  
HEX: #4A689F



CMYK: 100 / 57 / 12 / 66  
HEX: #13B19B

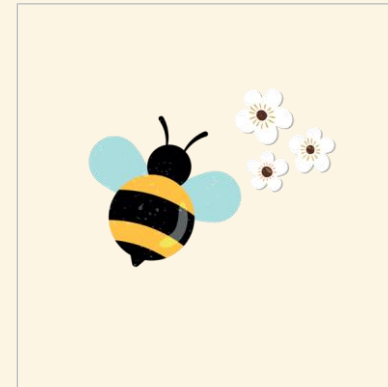
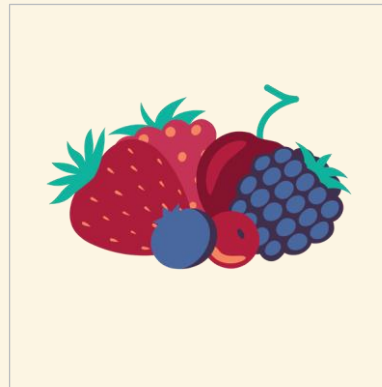
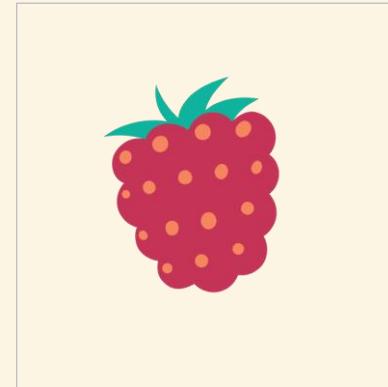
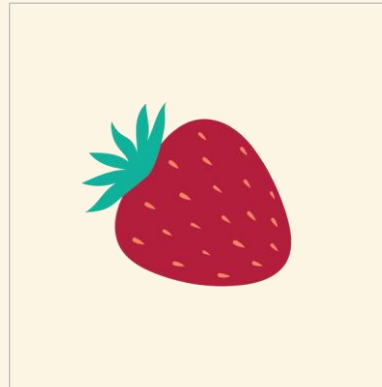


# Graphic Devices

Here are a selection of berry graphical devices you can use in your campaign communications.

These should be used with creative judgement where they can support facts and copy.

[Click here to download PNG files.](#)



# Layout example

Here is a creative layout example across a leaflet cover showing how the logo, texture, imagery and headline title works.

## The Logo

The logo should always be positioned with the texture band as shown at the top of all marketing collateral.

## Imagery

Imagery should be full bleed when it can be with the cream colour divide.

## Texture Band

The texture band creates a clear divide between the logo and cream background colour and the imagery. The texture band can run horizontally or vertically. See examples on pages 13 and 16.

## Headlines

The titles should be as shown and these can be created following the guidance on page 9.



# Leaflet

The leaflet contains information on Scottish growers, and where you can find them in the country.

It also includes facts on the berries, as part of the 'Did You Know?' educational element of the campaign.

[Click here to download PDF.](#)



# Our Growers Map

The **Visit Our Growers** map contains information on Scottish growers, and where you can find them around the country.

It also shows the facilities available at each farm.

[Click here to download PDF.](#)

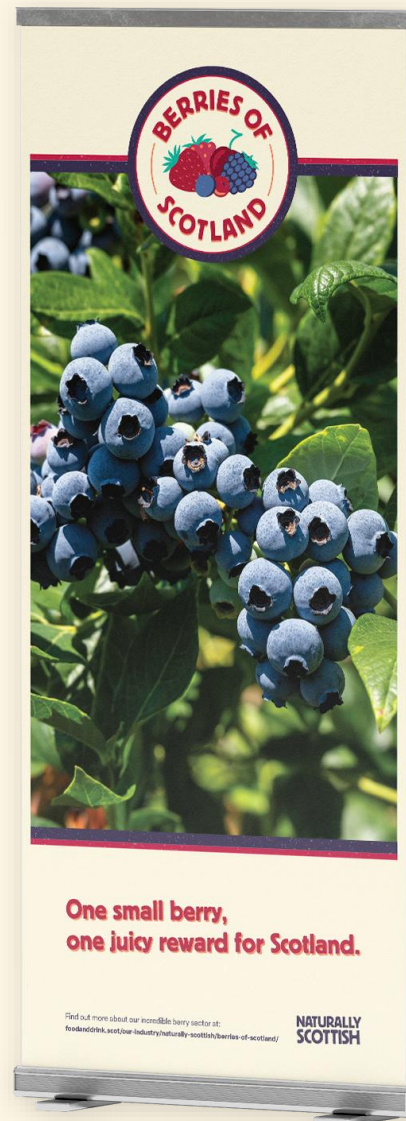




# Rollup Banners

These rollup banners contain high visible branding, hero berry imagery and website information at the base of the banner.

[Click here to download PDF.](#)



# Social Assets

These social assets can be shared with partners to promote the campaign.

This post is provided in three sizes and showcases the Berries of Scotland campaign with interesting brand imagery along with **'Did you know'** facts to engage and share knowledge about the berry industry.

[Click here to download JPGs.](#)

[Click here for example social media copy.](#)



# Email Headers

These email headers can be shared with partners to promote the campaign.

These assets can be used in email communications/newsletters during the campaign period.

[Click here to download PNGs.](#)







# Get In Touch

We'd love to hear from you! If you have any collaboration opportunities or ideas on how we can spread awareness of the breadth and quality of Scotland's berry produce, then please get in touch with the Brand and Communications Team at Scotland Food & Drink:

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**Head of Brand and Communications**

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[nicole.schneider@foodanddrink.scot](mailto:nicole.schneider@foodanddrink.scot)

