



BRAND GUIDELINES

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# MASTER BRAND IDENTITY

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The Dumfries and Galloway Cultural Partnership (DGCP) brand identity is designed to reflect the values of the partnership: collaboration, joined-up-thinking, sharing, connecting, combined with a sense of Dumfries and Galloway's landscape: rolling hills, coastal, with a natural colour palette.

The brand identity should be reproduced as seen on this page in the first instance; full colour on a white background.

# BRAND IDENTITY

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The brand identity can also be used on a light natural colour (DGCP Morning)

See colour palette.



In restrictive instances the brand identity can be represented in a single colour from the colour palette, with a **more open letterform** version as shown to the left.

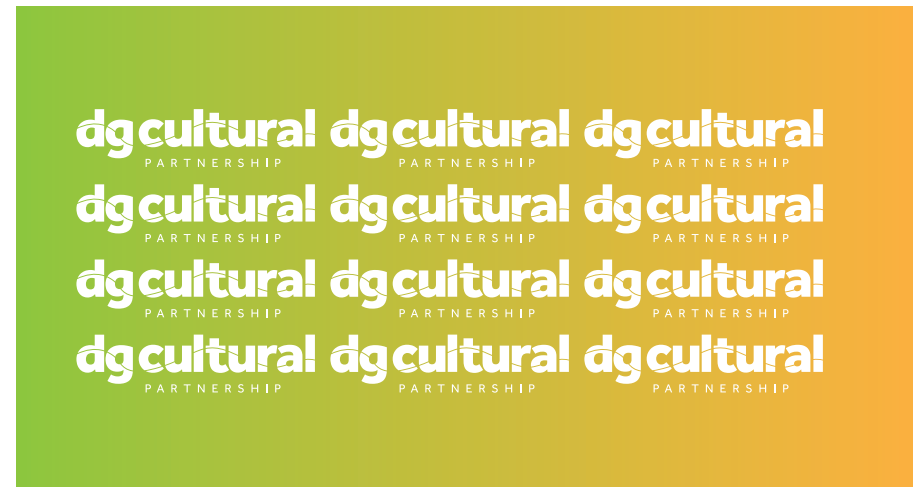
See colour palette.



# BRAND IDENTITY

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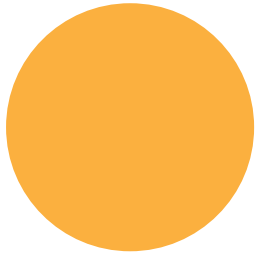
Examples of using the brand identity as single colours using the DGCP colour palette. See colour palette.



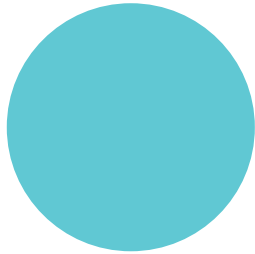
# COLOUR PALETTE

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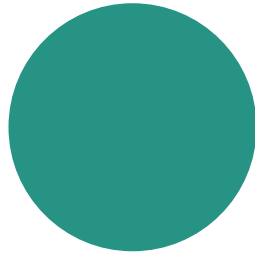
## Primary colour palette



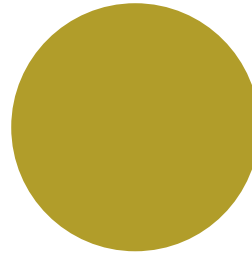
Health &  
Wellbeing



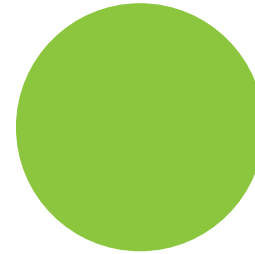
Education  
& Skills



Community  
Wealth-Building



Governance  
& Fair Work

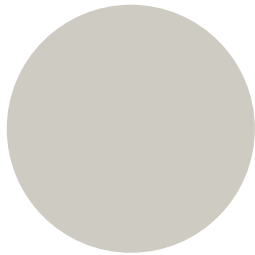


Visitor  
Economy

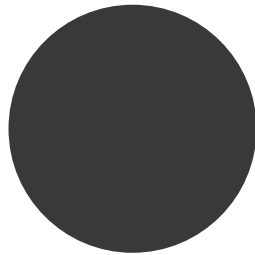
## Supportive colour palette



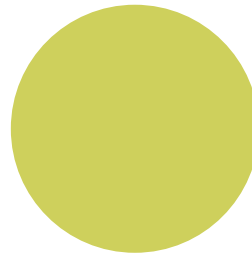
Morning



Noon



Midnight



Cultural  
Ecosystem

# TYPOGRAPHY

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**Primary fonts:** Effra family, which consists of a range of weights including, Heavy/italic, Bold/italic, Medium/italic, Regular/italic and Thin/italic. **A clean, modern, timeless, highly legible font.**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**01234567890 &**

Above: Effra Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890 &

Above: Effra Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890 &

Above: Effra Light

# THEMES

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## Theme colours and icons



Culture links to a wide range of themes. The DGCP themes are a starting point to create links within the cultural sector to explore the way culture intersects with:

- Health & Well-being
- Education & Skills
- Community Wealth-Building
- Governance & Fair Work
- Visitor Economy

These graphics can be used in promotional material to stimulate conversations, ideas and connections.

See format section for examples of usage.



# TAGLINES / CALL-TO-ACTION TERMS

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Supportive taglines (used to further describe the partnership):

we are a connector and amplifier  
connecting arts and heritage  
empowering creativity  
focused action stronger connections

Call-to-action terms (speak directly to your audience: **attract** > **engage** > **participate** > **convert**)

join the partnership | we want to hear from you |  
explore themes that matter to you | get involved | network |  
connect with others | Look out for new opportunities  
lets take action together | be heard and represented |  
we want to hear your voice | contribute | celebrate | sign up |  
follow our four partners on social media | share | encourage  
attend workshops, networking events, and future meetings |  
support | explore

# ASSOCIATED WORDS

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## Health:

Wellbeing  
Quality of Life  
Rural isolation  
Poverty  
Loneliness  
Mental Health  
Care  
Support  
Value  
Safe  
Emotional wellbeing

## Education:

Skills  
Learning  
Language  
Educators  
Young People  
Opportunities  
Research  
Programmes  
Courses  
Knowledge  
Apprenticeship  
School  
Mentorship  
Ambition  
Expertise  
Workshops  
Career  
Pathways

## Community:

Place  
Wealth-Building  
Prosperity  
Economic Development  
Grassroots  
Flourish

Social  
Partnership  
Interact  
Traditions  
Cross-sector  
Resource sharing  
Facilities  
Network  
Shared goals  
Placemaking  
Engagement  
Identity  
Positive difference  
Regeneration  
Resources  
Connectivity  
Forum  
Resilience  
Framework  
Hub  
Residence  
Investment  
Volunteer  
Unified voice  
Stories  
Housing  
Towns, villages

## Visitor:

Economy  
Tourism  
Events  
Museums  
Galleries  
Attractions  
Festivals  
Capacity  
Enterprise  
Champion  
Conservation

Sponsorship  
History  
Artefacts  
Amplifier  
Marketing  
Local Economy  
Storytelling  
International audiences

## Policy:

Governance  
Fair Work  
Inclusion  
Environmental  
Barriers  
Decision-making  
Trust  
Integrity  
Legacy  
Potential  
In/equality  
Freelancers  
Pay  
Conditions  
Staff  
Human Resources  
Leadership  
Good Practice  
Opportunities  
Advocate  
Diversity  
Standards  
Gender  
Race  
Religion  
Orientation  
Support  
Membership  
Health and Safety  
Accessible

## Creative:

Ecosystem  
Culture  
Arts  
Artists  
Heritage  
Industrial Heritage  
Agricultural Heritage  
Religious Heritage  
Intangible Heritage  
Ancient Crafts  
Creativity  
Craftworker  
Performer  
Theatre  
Festivals  
Exhibitions  
Industry  
Communication  
Business  
Cultural Spaces  
Innovative  
Vision  
Music  
Poetry  
Dance  
Comedy  
Cinema  
Cabaret  
Pantomime  
Textiles  
Fashion  
Jewellery  
Ceramics  
Photography  
Painting  
Strategy  
Showcase  
Freelancers  
Imagination

Inspiration  
Innovation  
Visual arts  
Land art  
Venues  
Creative landscape

## Environment:

Dumfries & Galloway  
Solway Coast  
Galloway Forest  
Natural environment  
Coastline  
Cliffs  
Beaches  
Forest  
Woodlands  
Wetlands  
Rolling Hills  
Farmland  
Rural  
Unspoiled  
Nature  
Wildlife  
Wind Farms  
Farming  
Dark Sky  
Caerlaverock  
Drumlanrig  
Threave Castle  
Orchardton Tower  
Standing Stones  
GSA Biosphere  
Wigtown: Scotland's  
National Book Town  
Castle Douglas: Food  
Town  
Kirkcudbright: Artist's  
Town  
Moffat: Dark Sky

Whithorn: Cradle of  
Christianity  
Coalmines  
Lead Mines  
Wool  
Belted Galloway  
Dairy Cattle  
Archaeology  
Robert Burns  
JM Barrie  
Robert the Bruce  
Kirkpatrick Macmillan  
John Paul Jones  
James Clerk Maxwell  
The Black Douglas  
E A Hornel  
Jessie M King  
St Ninian

## Descriptive:

Experiences  
Friendly  
Thrive  
Foster  
Sustainable  
Enhance  
Benefit  
Spark  
Outcomes  
Aspiration  
Vibrant  
Celebrate

# ASSOCIATED PHOTOGRAPHS

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**The images associated to DGCP should have a distinct look and feel, working towards the partnerships vision and values. Photographic images should aim to tell a story, showing collaboration between people, projects and place.**

## **Photographic examples and good practice:**

- museum artefacts being discussed between staff and visitors, parent and children. Placing the location in the background with people in the foreground and visa versa, aiming to capture the essence of the location.
- community groups: showing projects being discussed, hands on workshops, visually describing the project through notes or creative output. Outdoor images should aim to identify the location.
- a performance: actors interacting with the director/each other/stage hands. Showing the process of learning, performing.
- a creative/craftworker/artist: showing the process of creating (sketches, materials, environment).
- emotive images should aim to show people being natural, friendly, happy, interested.
- close-up detail: texture, people, focus.
- images can represent a process - eg. before, during and after, showing a progression, an outcome or a difference.
- photographs should aim to be inclusive, showing a diversity of ages, gender and race.



# PHOTOGRAPHY EXAMPLES



Gallery, learning



Family, artefact



Participation

Photos are for illustration purposes, and should not be reproduced.



Process, theatre



Fun



Craft worker, process



Tree planting, nature, landscape



Artist in landscape



Community activity in landscape



# ASSOCIATED ILLUSTRATION / DOCUMENTATION

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**A wide variety of illustration / documentation can be represented on DGCP promotional material. Rather than feature one bespoke illustrative style, the project work will visually showcase the outcomes and achievements of partner collaboration.**

**This can take the form of:**

- Examples of DGCP network groups output. eg. any form of 2d or 3d project work, which could range from documentation to completed projects. These would differ from photographs of people in that they would be a visual representation of collaboration. Examples could be post-it notes, sketches, drawings, illustration, print making, ceramics, jewellery, fashion, painting, glass, metalwork, wood, weaving, sculpture, land art, tapestry etc.
- Featured projects of DGCP network groups.
- National or international projects connected to DGCP.

# ASSOCIATED ILLUSTRATION / DOCUMENTATION

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Weaving

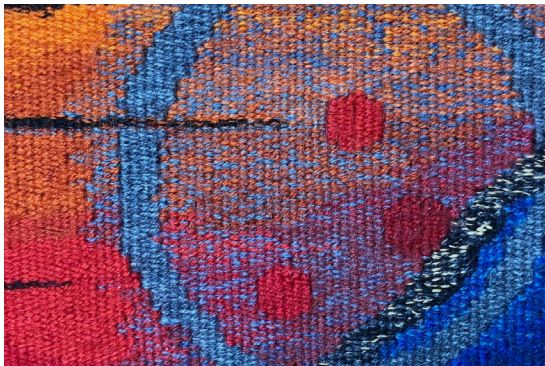


Sculpture



Printmaking

Images are for illustration purposes only and should not be reproduced.



Tapestry



Ceramics



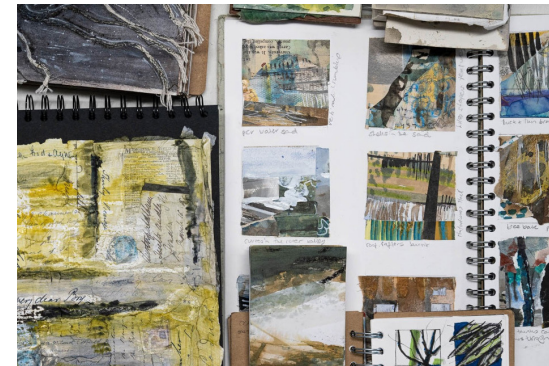
Illustration



Costume



Wood



Sketches





Photo is for illustration purposes, and should not be reproduced.

The following pages are examples of  
the brand identity beside an image



community  
CREATIVE  
arts

grassroots  
HERITAGE  
fun  
SUSTAINABLE  
cultural  
ECOSYSTEM  
AMPLIFIER

Images can be overlaid with descriptive typography to communicate culture and enhance the message.





**dg cultural**  
PARTNERSHIP

The brand identity can be overlaid onto an image on a very dark or light area, where the background is not distorting the identity.





**dg cultural**  
PARTNERSHIP

Community activity outdoors / participation

Photo is for illustration purposes, and should not be reproduced.





dg cultural  
PARTNERSHIP







# dg cultural

PARTNERSHIP

Image is for illustration purposes, and should not be reproduced.

Sample illustration with reversed out brand identity







Image is for illustration purposes, and should not be reproduced.



Sample sketchbooks



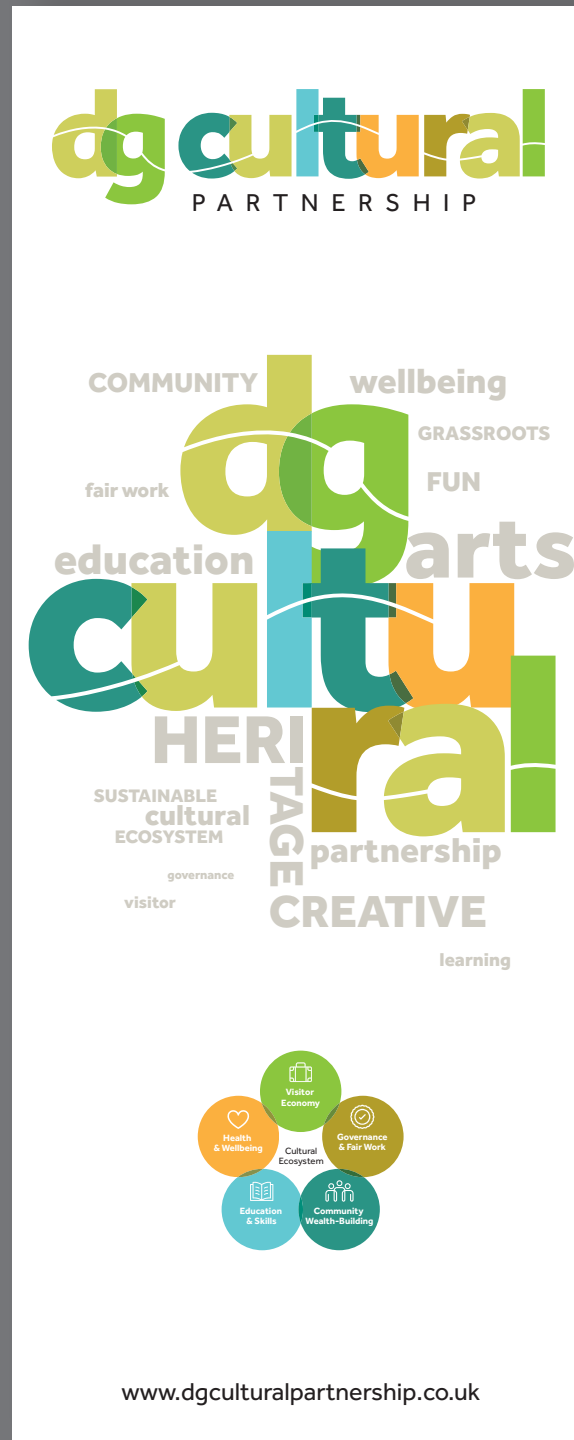
# FORMATS

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THE FOLLOWING PAGES SHOW EXAMPLES  
OF HOW TO USE THE BRAND IDENTITY

# POP-UP BANNER

A typographic collage, with an example of using the themes graphic to stimulate debate.



# BANNERS

left design: A typographic approach utilising the brand identity.

right design: dropping images into the letterforms of the brand identity.



# WEBSITE

## Homepage:

Banner image has key words.

Information is presented in simple block areas with a large title defining the section.

Branded graphics separate areas of text.

Footer contains the web sitemap.





# WEBSITE


## Our Purpose page:

Banner image has key words.

Information is presented in simple block areas with a large title defining the section.

Project documentation images separate areas of text.






Land Artist Jim Buchanan, photo by Colin Tennant

## purpose

The DGCP exists to help make the Dumfries and Galloway Cultural Strategy real. By working together, we can ensure that culture is recognised and supported as essential to the region's wellbeing, identity, and economy. Culture and heritage is not just an add on, it is vital to how Dumfries and Galloway grows, invests and supports its people.

The DGCP will make it easier to meet people across arts, heritage, education, health, tourism, and community sectors. We want to reduce isolation, share ideas and opportunities and build strong relationships across the region.

The DGCP is an opportunity to engage the third, private and public sectors all in one space.



### we want to hear from you!

Whether you're an artist, heritage professional, educator, volunteer, venue manager, or someone who cares about culture locally: your voice belongs in the room.

## connect

- Sign up to join the partnership and our mailing list
- Follow our four partners on social media
- Attend workshops, networking events, and future meetings
- Look out for new opportunities to get involved



# WEBSITE

## Get Involved page:

Banner image has key words.

Information is presented in simple block areas with a large title defining the section.

Branded graphics and illustration separate areas of text.

New and past events

Digital Newsletter

Footer contains the web sitemap.





# FLYER

A photographic image  
overlying key words.



**dg cultural**  
PARTNERSHIP

education  
HEALTH  
community  
grassroots  
economy FUN  
HERITAGE  
arts  
placemaking  
CREATIVE

**We are a connector and amplifier**  
helping people, projects, and places work  
better together across the cultural landscape.

The Dumfries and Galloway Cultural Partnership (DGCP) is not a new organisation, but a partnership made up of four founding members: Dumfries and Galloway Council, DG Unlimited, Dumfries and Galloway Museums and Heritage Network and South of Scotland Enterprise.

 Dumfries & Galloway  
 DG unlimited  
 DUMFRIES & GALLOWAY  
MUSEUMS & HERITAGE  
NETWORK  
 SOUTH of  
SCOTLAND  
ENTERPRISE

[www.dgulturalpartnership.co.uk](http://www.dgulturalpartnership.co.uk)

# FLYER

A typographic approach utilising the brand colour palette, dropping images into the letterforms of the brand identity.



**We are a connector and amplifier**  
helping people, projects, and places work  
better together across the cultural landscape.



The Dumfries and Galloway Cultural Partnership (DGCP) is not a new organisation, but a partnership made up of four founding members: Dumfries and Galloway Council, DG Unlimited, Dumfries and Galloway Museums and Heritage Network and South of Scotland Enterprise.



[www.dgulturalpartnership.co.uk](http://www.dgulturalpartnership.co.uk)

**dg cultural**  
PARTNERSHIP