



SCOTLAND CAN DO FEST  
BRAND GUIDELINES



## INTRODUCTION

Scotland Can Do is a dynamic initiative with the creative energy and ambition to establish Scotland as a world-leading entrepreneurial and innovative nation – a CAN DO place for business.

Scotland Can Do has the passion to increase entrepreneurship and innovation from individuals and businesses in Scotland, inspiring more people from all walks of life to create, lead and grow successful businesses. It supports building a progressive education system with entrepreneurship and innovation at its core, drives greater collaboration between business and the academic sector, and promotes diverse global markets for Scottish business.



Pioneered by a group of committed individuals, enterprises and organisations from across Scotland, CAN DO is an open source methodology of ecosystem building designed to accelerate system change and deliver improved economic, environmental and social value in an ecosystem.

The Ecosystem in question is the nation of Scotland. However this work is being done with a vision to pilot a model for the virtuous economy that can be adopted in other parts of the world that are committed to building regenerative economies.



PRIMARY CAN DO  
LOGO



# CAN DO FEST BRANDING

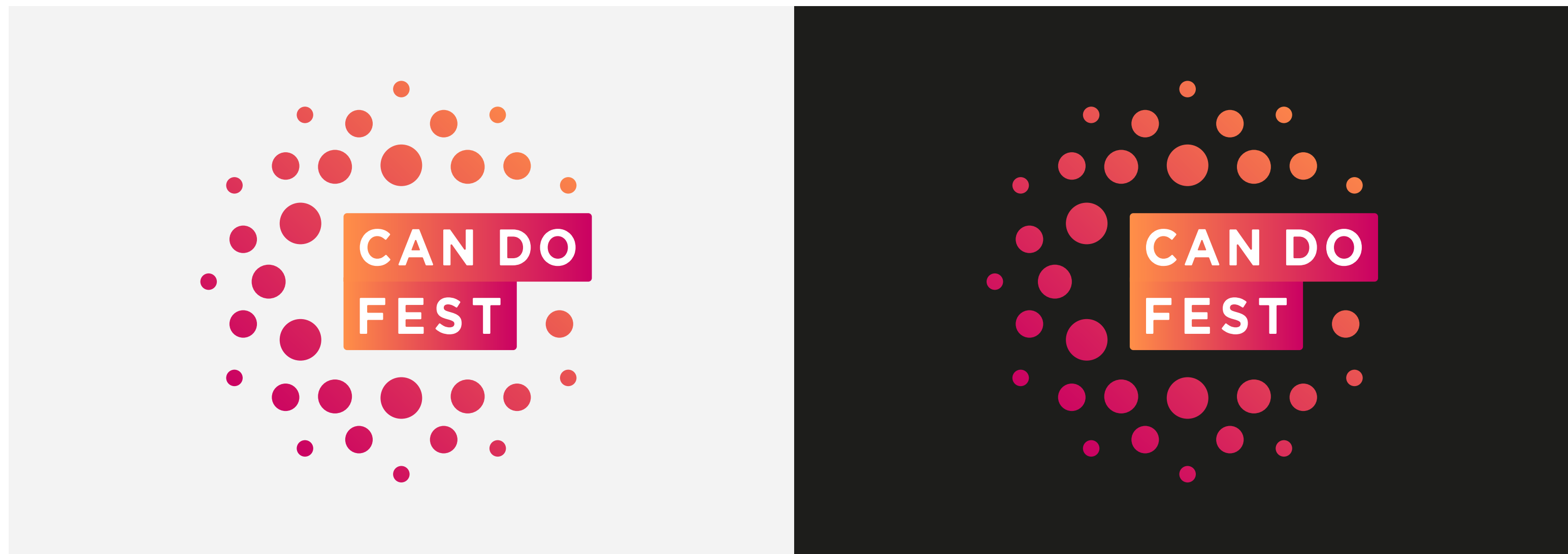
We are co-creating this Festival to gather the people who can help us bring this model to life, accelerate system change and deliver improved economic, environmental and social value.

CAN DO Fest, a global festival of the new economy was created by the members of the ecosystem forum to gather the people who can help us bring this vision to life, as we celebrate our progress and explore the best models to accelerate system change and deliver improved economic, environmental and social value. Three weeks of events delivered by self nominated organisations committed to the CAN DO agenda. Each event would be tailored to the different audiences that each organisation serves, and in their own way, each will contribute towards the shared mission of building a world-leading entrepreneurial nation.

This is an invitation to enterprising citizens, businesses and organisations from across the world to join with us, to make this vision a reality.



# LOGO



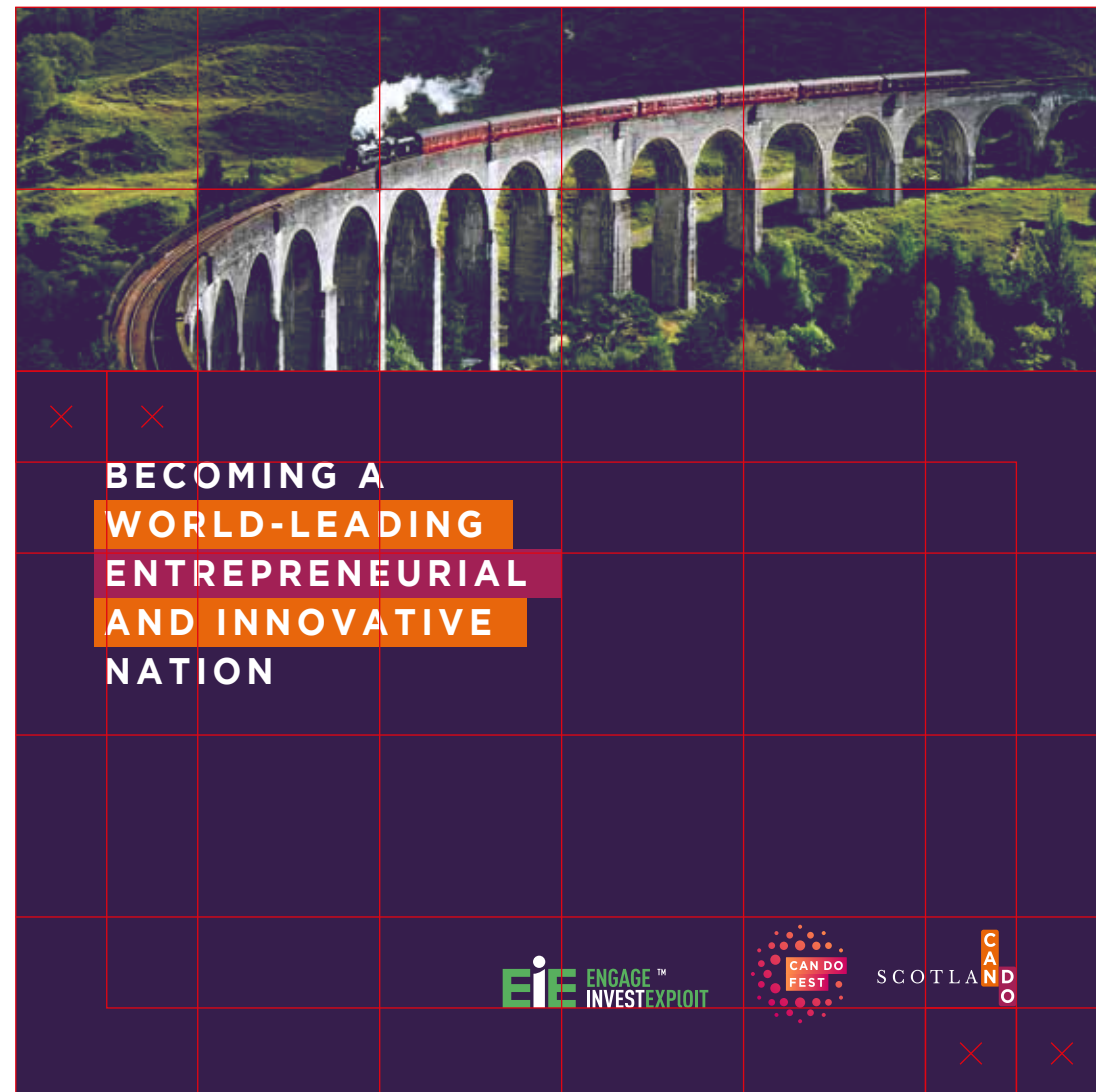
## SAFE AREA AND MINIMUM SIZE



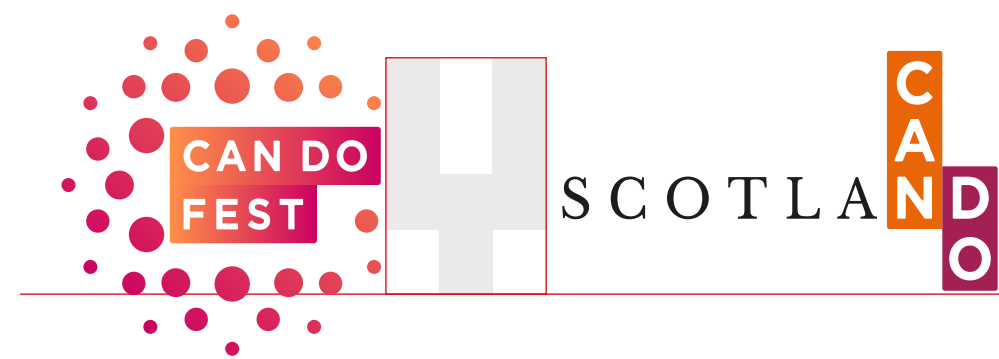
# LOGO RELATIONSHIPS

Minimum branding  
expectation for CAN DO  
FEST Event

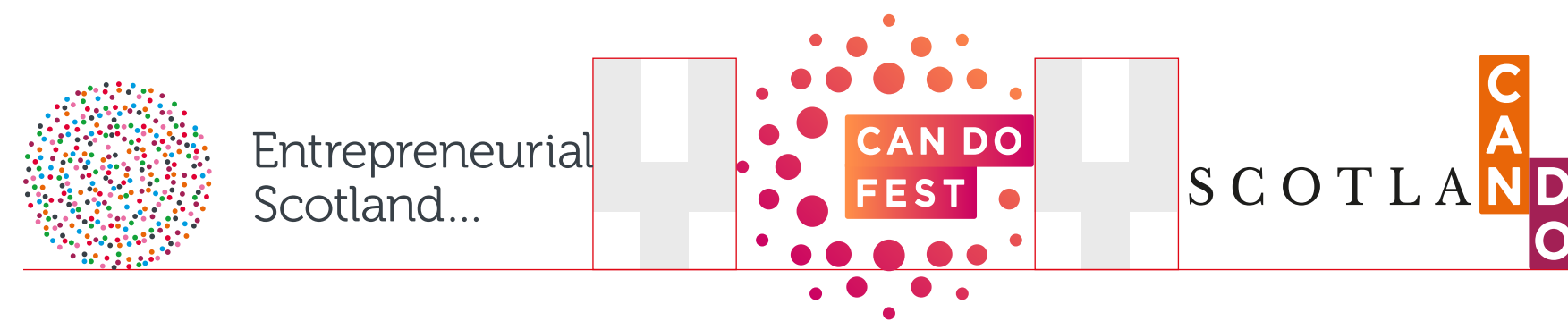
CAN DO FEST LOGO +  
CAN DO LOGO present on  
core event collateral  
(Website / Flyers ect)



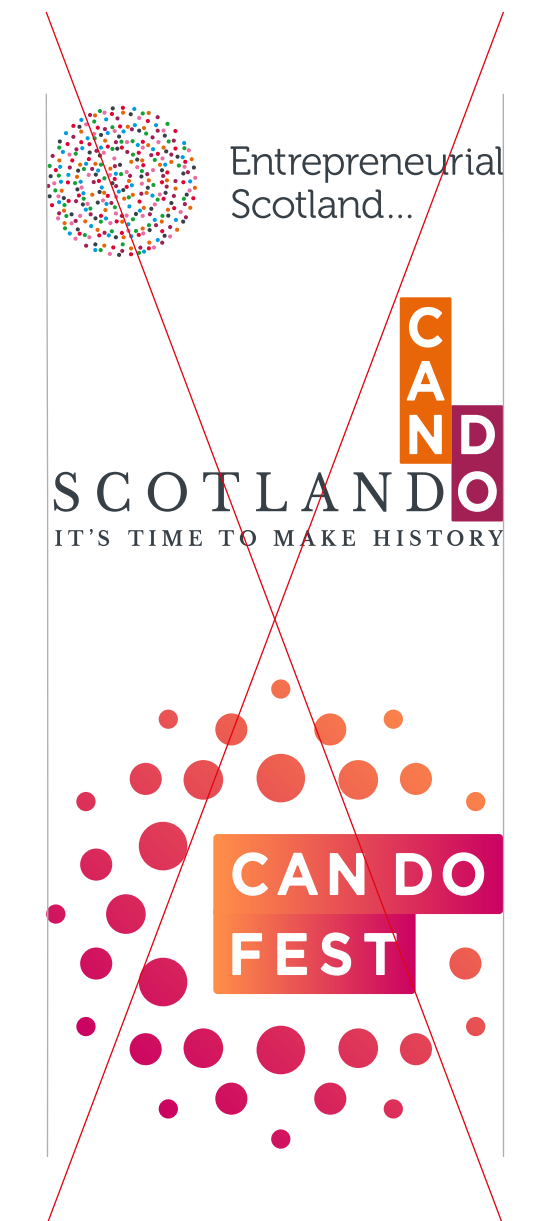
CAN DO FEST + Scotland Can Do



FESTIVAL EVENT PARTNER + CAN DO FEST + Scotland Can Do



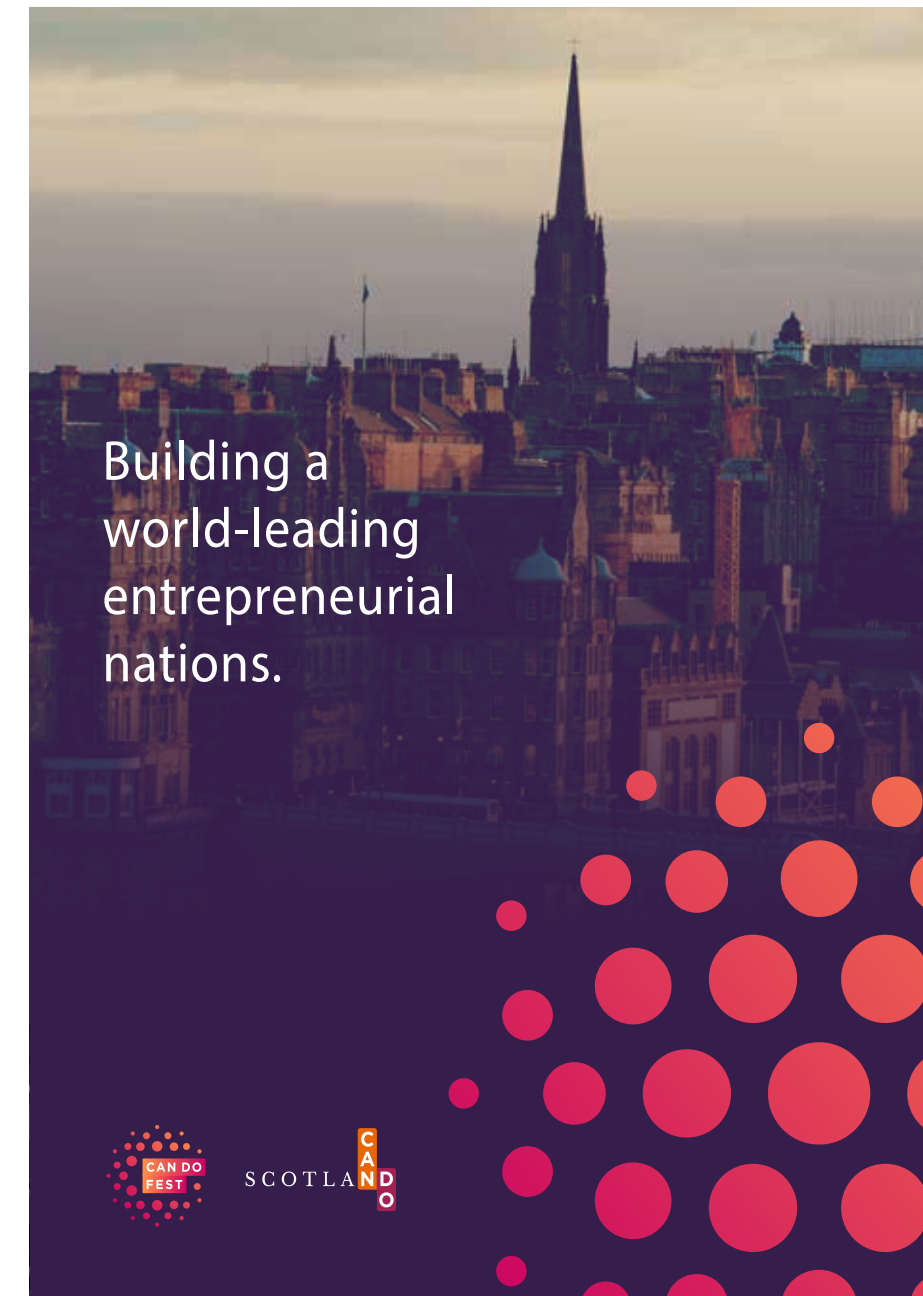
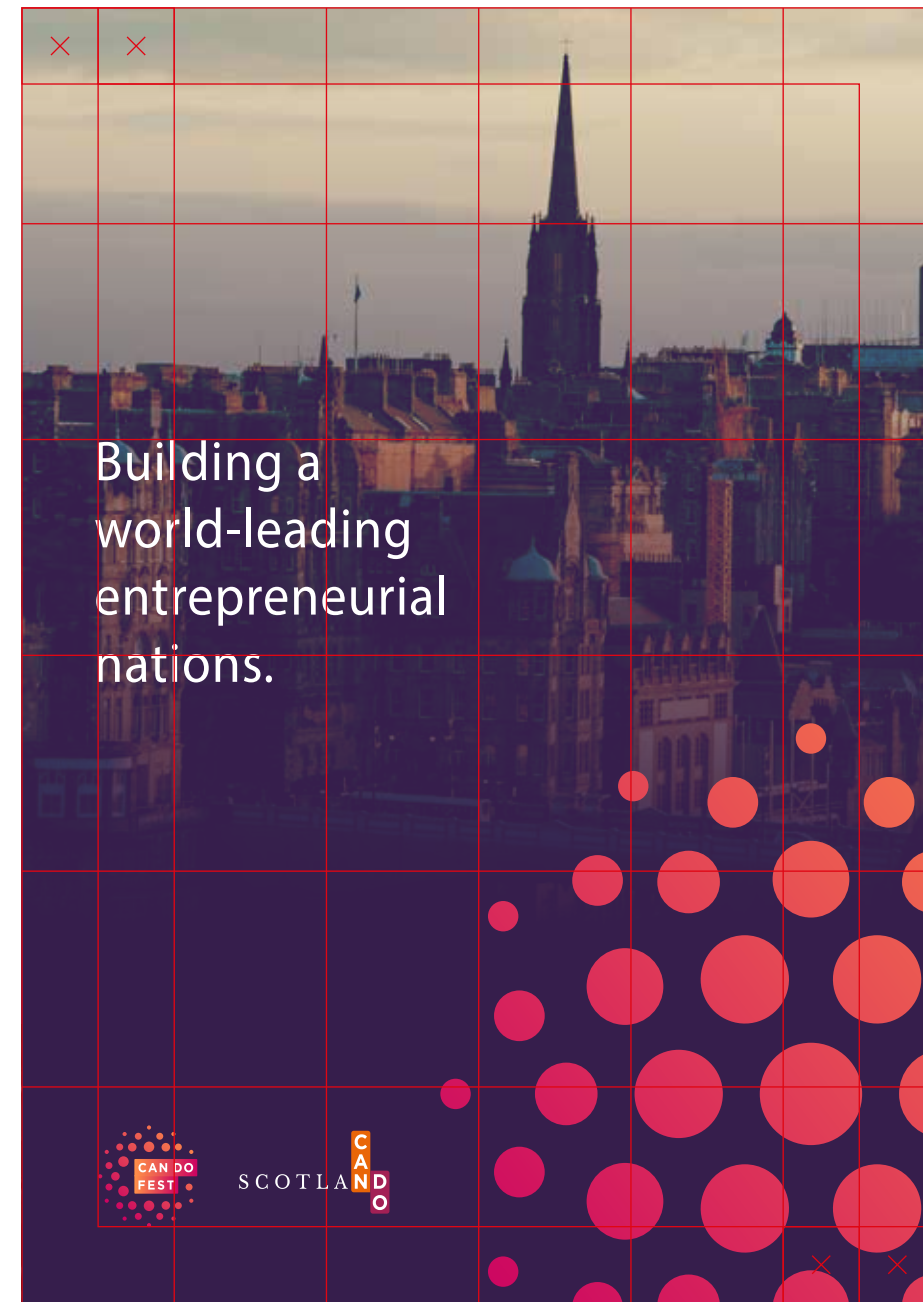
DON'T align verically





# BRAND APPLICATION

Additional branding assets for CAN DO FEST Event





## TYPOGRAPHY

Gotham

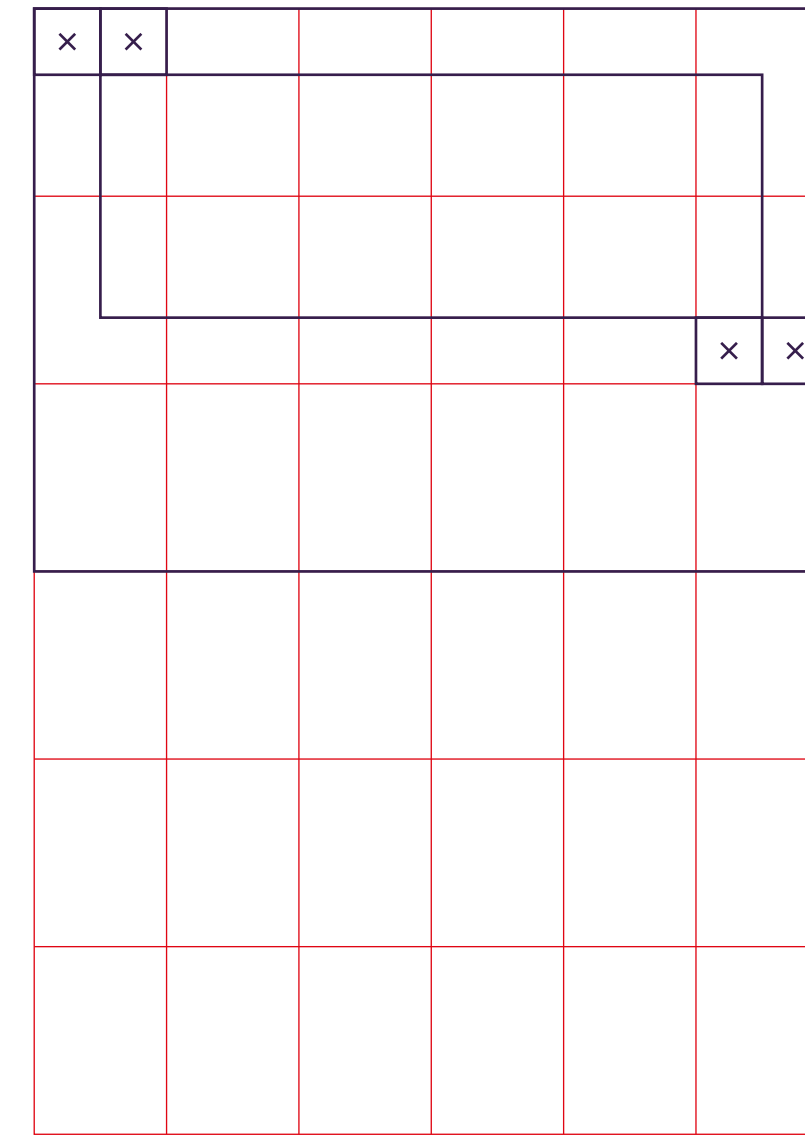
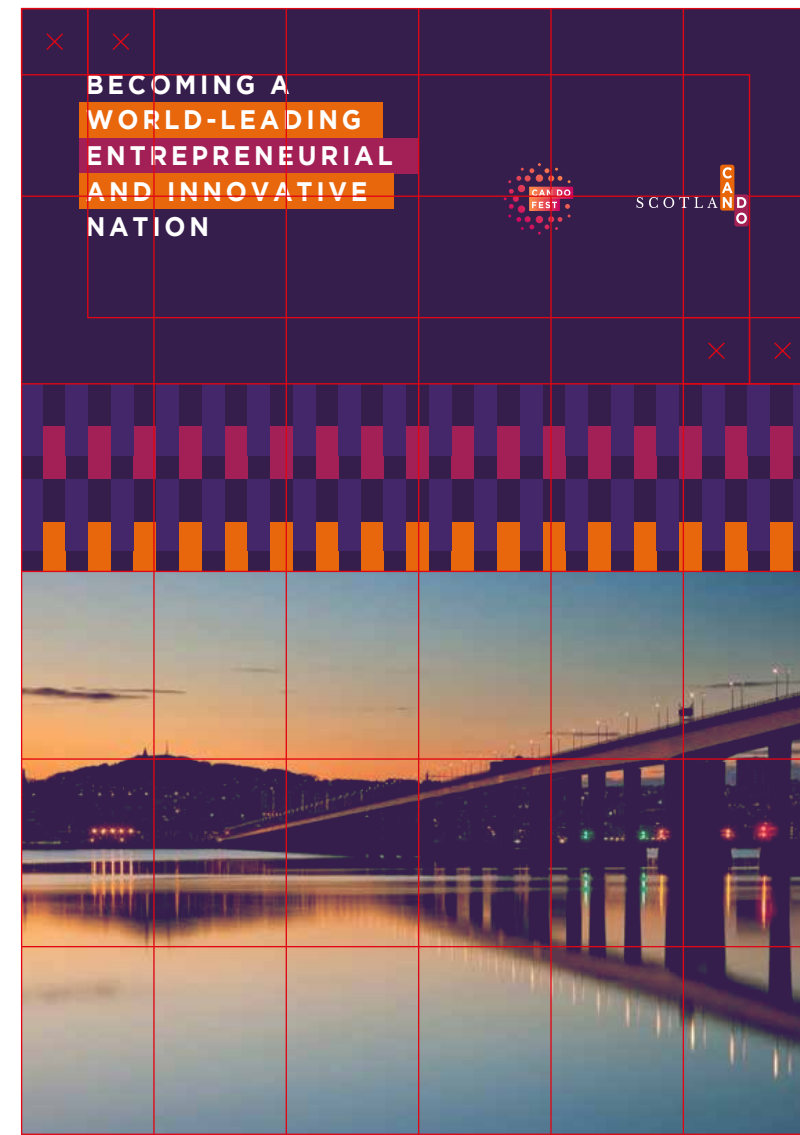
**BECOMING A  
WORLD-LEADING  
ENTREPRENEURIAL  
AND INNOVATIVE  
NATION**

**ENTREPRENEURSHIP  
AND SOCIAL  
CHANGE BEGINS IN  
THE EARLY DAYS**

**SCOTLAND  
IT'S TIME TO  
INSPIRE**

**UNLOCKING  
THE POTENTIAL  
OF COLLABORATIVE  
WORKING**

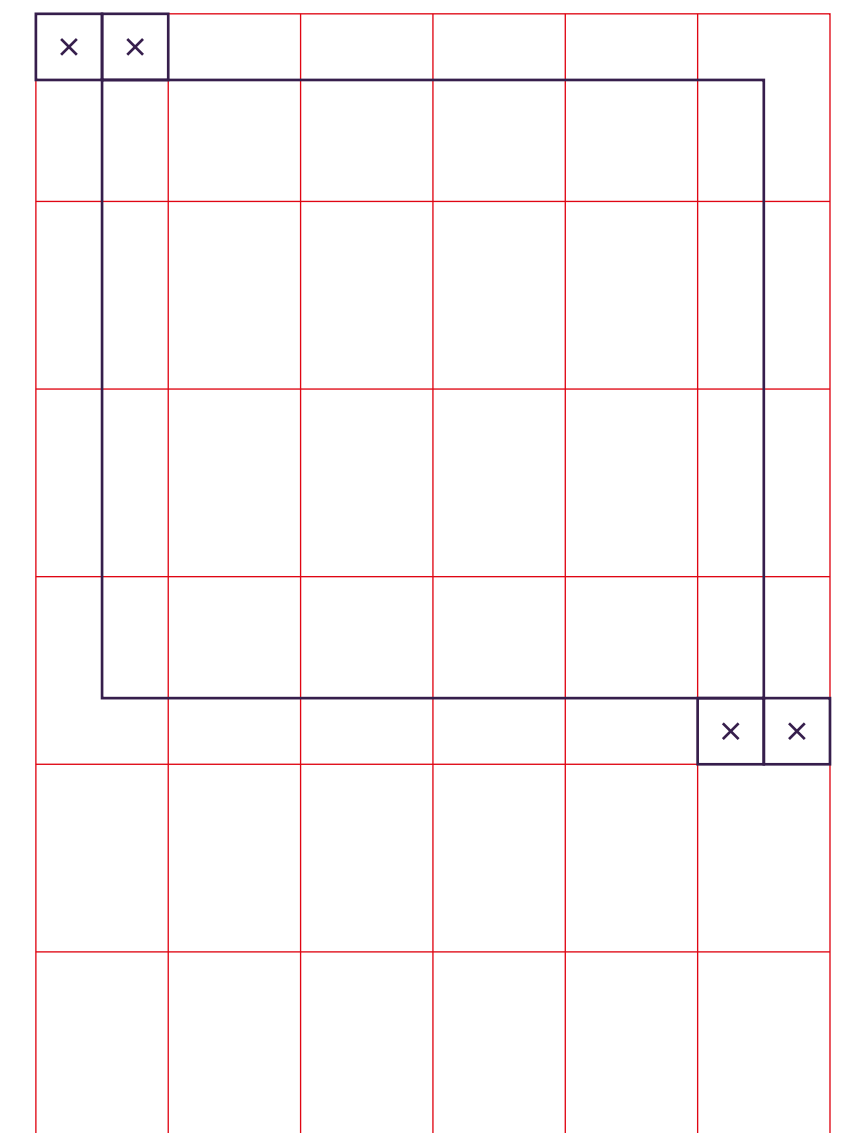
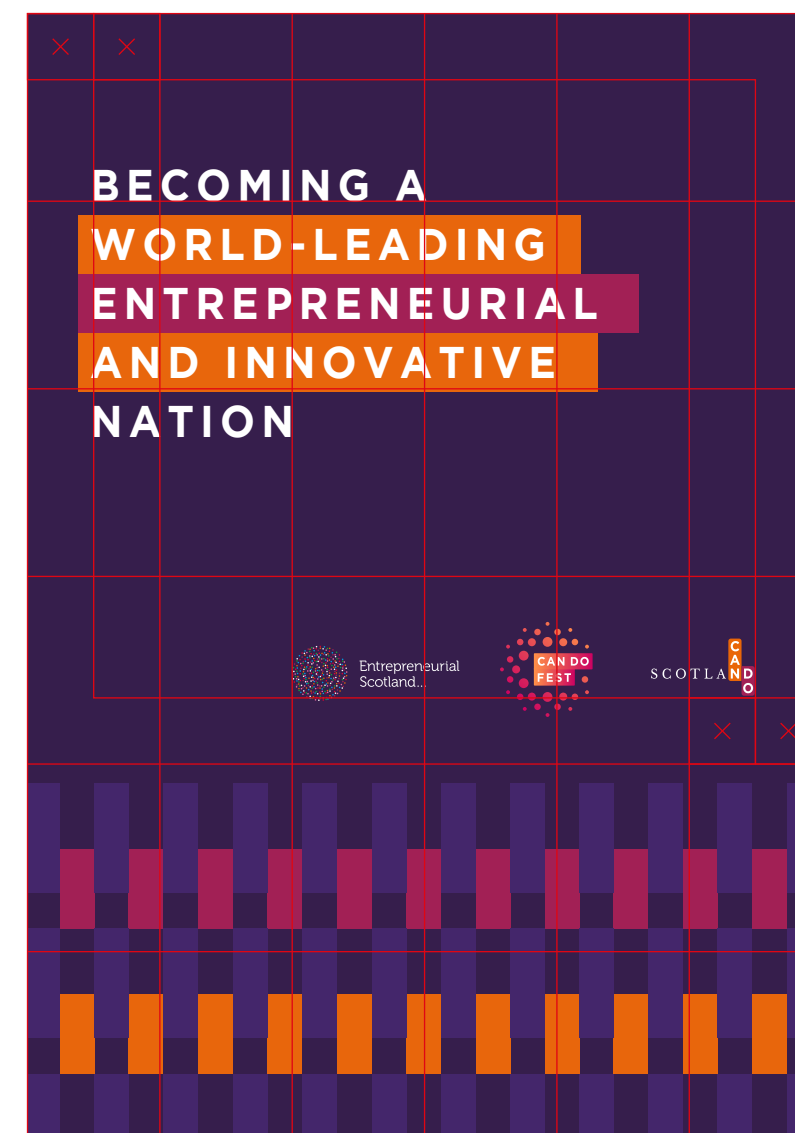
# DESIGN LAYOUT POSTERS / FLYERS



6 X 6 GRID

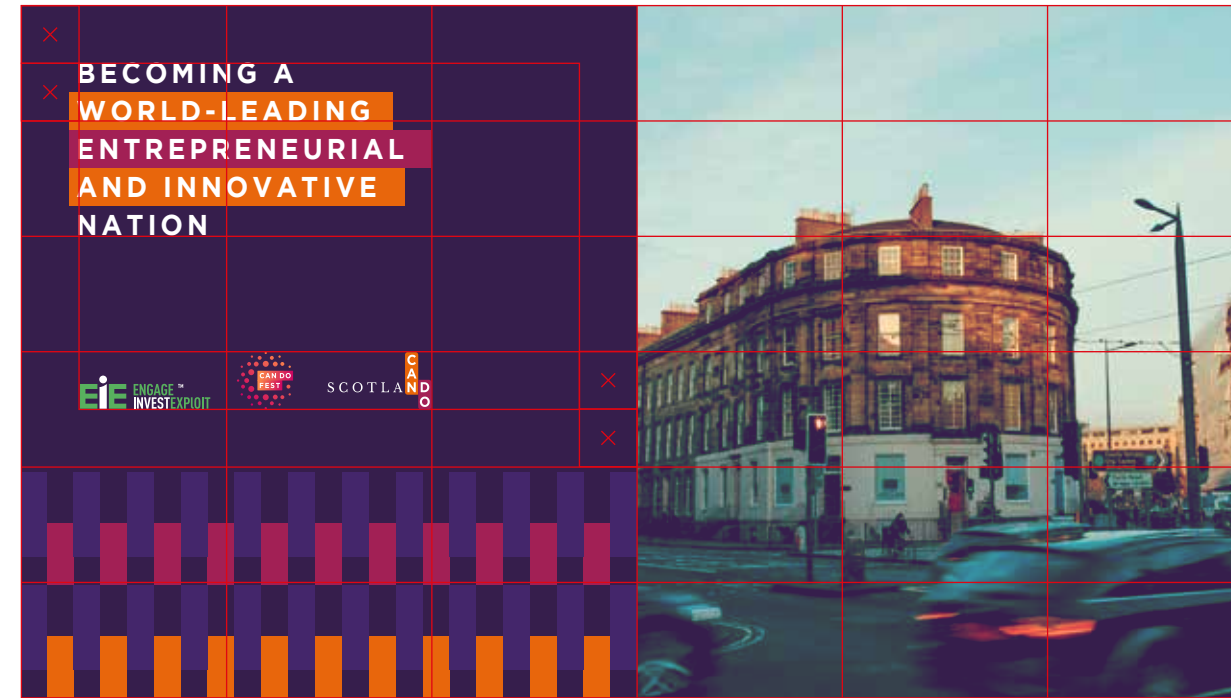
A4 SIZE

To achieve a more unified look, apply **Lighten Blending Mode** filter on images using the same colour as the background.



# DESIGN LAYOUT

16 : 9 Ratio



1 : 1 Ratio

