



SCOTLAND'S ARCHAEOLOGY STRATEGY



STYLE GUIDE PDF Version

June 2017

Style Guide

This is the style guide for Scotland's Archaeology Strategy 2015-2025 and provides:

- Vision and aims
- Colour palette
- Logos
- Graphic Elements
- Templates

Vision

A horizontal banner with a golden-yellow background. The text "2025 VISION" is in a smaller, white, sans-serif font, and "TO MAKE ARCHAEOLOGY MATTER" is in a larger, white, sans-serif font. The background features a faint, dark image of foliage.

The Archaeology Strategy was launched in 2015 with a 2025 vision to make archaeology matter.

We want a Scotland where archaeology is for everyone!

A place where the study of the past offers opportunities for us now and in the future to discover, care for, promote and enjoy our rich and diverse heritage, contributing to our wellbeing and knowledge and helping to tell Scotland's stories in their global context.

For more information go to:

www.archaeologystategy.scot

Aim 1

A horizontal banner with a dark purple background. The text "AIM ONE" is in a smaller, white, sans-serif font, and "DELIVERING ARCHAEOLOGY" is in a larger, white, sans-serif font. The background features a faint, dark image of people working in a field.

Through communication and innovative practice, to foster a culture of collaboration and ambition locally, nationally and internationally...

To upgrade the way the archaeological projects are structured, funded and delivered. To achieve proper resourcing, planning, execution, archiving and dissemination and to raise standards and ethics...

Aim 2

A horizontal banner with a green background. The text "AIM TWO" is in a smaller, white, sans-serif font, and "ENHANCING UNDERSTANDING" is in a larger, white, sans-serif font. The background features a faint, dark image of trees and foliage.

To promote and support research and ensure that all investigations into our past are clearly underpinned by research objectives

To make knowledge discoverable, accessible, referable and reusable now and for future generations.

Aim 3

AIM THREE CARING AND PROTECTING

To enhance existing and develop new methods that encourage the sustainable management and protection of our archaeological resource

To ensure those managing change have access to expert advice and data

To ensure that, where an archaeological asset is subject to change, the information that it contains is transformed into high quality, accessible knowledge and enhanced understanding

To ensure the management of collections in museums and archives supports their accessibility for learning, research, creativity and participation.

Aim 4

AIM FOUR - ENCOURAGING GREATER ENGAGEMENT

To encourage creative and collaborative archaeological activities, developing better ways of engaging people with the process and results

To maximise the role archaeology can play in learning for people of all ages, benefiting from everyone's contribution towards valuing, understanding and promoting our past

To increase and improve the presentation and interpretation of archaeological information.

Aim 5

AIM FIVE INNOVATION AND SKILLS







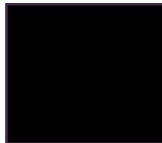


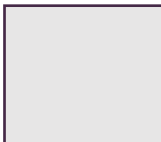
To develop and promote the supply of training and learning resources and opportunities at all levels to equip current and future generations

To demonstrate the importance of archaeological skills to employers and clients in order to promote demand

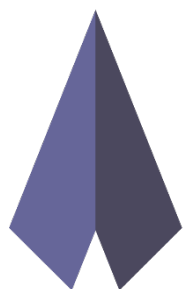
To improve collaborative links, knowledge transfer and creative synergies between universities, communities, museums, businesses, local authorities and the arts sector

To support the innovation, development and application of cutting-edge scientific techniques, more creative ways of funding, organising and managing archaeological projects, and new approaches to communicating and teaching archaeology.

Colour Palette

	VISION R188 G139 B0				
	AIM 1 R97 G59 B99		AIM 2 R59 G120 B48		AIM 3 R100 G140 B170
	AIM 4 R32 G98 B81		AIM 5 R153 G139 B55		
	DARK R0 G0 B0		LIGHT R255 G255 B255		
	DARK 2 R88 G78 B98		LIGHT 2 R231 G230 B230		

Logos



Picture Logo

SCOTLAND'S ARCHAEOLOGY STRATEGY



Light Background

SCOTLAND'S ARCHAEOLOGY STRATEGY



Dark Background

Graphic Elements

The following graphic is to show interweaving strategic aims. Each circle can be coloured up for each aim. For example, these can be used to show visually what strategic aims projects are delivering.

