



International[®]
Scottish Gin
Day

Brand Guidelines

www.internationalscottishginday.com

#ISGD | #DiscoverScottishGin | #DrinkResponsibly

Welcome, Bienvenido, Welkom, Bienvenue, Velkommen, Bem vinda, Fàilte...

International Scottish Gin Day, established by The Gin Cooperative in 2018, is the official international celebration of Scottish Gin in the drinks industry calendar, taking place on the first Saturday in October each year.

The day is used by the Scottish Gin industry to showcase their Scottish Gins, highlight their brands and stories through events, promotions, collaborations, partnerships, generates content about Scottish Gin and puts Scottish Gin in the spotlight across social media and other digital channels.

International Scottish Gin Day also a day for retailers and the off-trade, hospitality and the on-trade, journalists, newspapers, publications, bloggers, content creators, and other businesses, organisations and individuals working in Scottish Gin or related industries and media to participate.

From distillery tours and in-store tasting events, online offers and promotions, editorial and news coverage to special International Scottish Gin Day cocktail menus and drinks promotions, International Scottish Gin Day has helped create footfall for businesses, generate Scottish Gin sales, and continues to add value to the term Scottish Gin.

The brand

The International Scottish Gin Day logo incorporates four key elements that make Scottish Gin special. It's these themes that International Scottish Gin Day represents, celebrates and showcases each year.



A celebration of the brands, distilleries and people.



A celebration of the landscape and stories.



A celebration of aromas, flavours and botanicals.



A celebration of distilling, craft and heritage.



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The logo

There are two versions of the International Scottish Gin Day logo, standard logo and date logo which features the day and date for International Scottish Gin Day. The date version changes each year.



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Saturday
5th October
2024

Colours

The colours we use represent the landscape, the rivers, the sea and the sky.

Dark Blue

PMS	288 C
CMYK	C100 - M68 - Y0 - K29
RGB	R45 - G60 - B118
Hex	2D3C76

Turquoise

PMS	7465 C
CMYK	C75 - M0 - Y42 - K0
RGB	R75 - G179 - B170
Hex	46B4AA

Using the logo

When using the logo ideally it should be used on a white background with a clear safe area around the logo. Use the word 'Day' from the logo as a guide for the safe area.



As the logo will be used by a multitude of businesses with their own marketing and promotional needs, the logo is also available in white for use over different backgrounds.



Contact

We've created a variety of print ready and digital resources for you to use including posters, tasting mats and our International Scottish Gin Day logo. The files are available to download for free and use to help you brand your content and are available from the downloads section of the International Scottish Gin Day website.



Downloads

www.internationalscottishginday.com/downloads



International Scottish Gin Day

www.internationalscottishginday.com



A to Z Scottish Gin Directory

www.thegincooperative.com/scottish-gins



Scottish Gin Contacts

If you are looking for an introduction to a specific Scottish Gin brand or producer, please get in touch.

If you require a specific file type or require additional information or support please email: hello@internationalscottishginday.com

Connect and share



@InternationalScottishGinDay



@international_scottish_gin_day



@IntScotGinDay

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