



01

The new brand is a harmonious blend of heritage and modernism. The iconographic element was designed to be a graphical representation of individuals working in unison, whilst being equal in their position of discovery and growth.

**Colours :**

The colours pay homage to the heritage and roots of the brand. Each colour has been selected and mixed to represent Scotland's unique, natural and broad hues.

The primary colour is *Stag* - this blend is proven to evoke energy, enthusiasm, and warmth. We have paired this with a contrasting highland *Spring* - which is also proven to evoke trust and reliability. The marriage of these two colours and their meanings pays homage to SMN's values to empower and inspire.

**Typeface :**

The primary typeface, Kyiv\*Type Sans, is a humble yet expressive font. Originally designed as a city identification type series in 2020, it is understated but iconic. When paired with a linear sans-serif like Circular Std, the typography expands its versatility by blending the iconic with the modern.

02

# Scottish Mentoring Network

03

## Kyiv\*Type Sans

Light  
Regular  
Medium  
Bold  
Heavy  
Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
'?'?!(%)[#]@<&>-\_-+=+~!

## Colours

04

