



**ALLEN SCOTT
LANDSCAPE
ARCHITECTURE**

**ALLEN SCOTT BREATHES LIFE INTO THE TERRITORY
SURROUNDING AND DIVIDING BUILDINGS. THE VISUAL
IDENTITY USES A SHADOW PERSPECTIVE TO HIGHLIGHT
THE TRANSFORMATIVE QUALITY OF LANDSCAPE
ARCHITECTURE, WHILE REVEALING THE LETTER A.**

THESE BRAND GUIDELINES ARE DESIGNED TO AID
THE CONSISTENT APPLICATION OF THE ALLEN SCOTT
VISUAL IDENTITY ACROSS A RANGE OF COLLATERAL.

ESSENCE
ANATOMY
LOGO

01

EXPRESSION
FAMILY
COLOUR

02

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Logo anatomy



Logo



COMMUNICATION IN DIRECT CONNECTION TO THE LOGO IS EXPRESSED THROUGH THE ENGINEERED GEOMETRY OF THE CALIBRE TYPEFACE. INSTANCES OF COLOUR TAKE CUES FROM NATURAL MATERIALS, WITH A POP OF VIBRANCY IN ACCENT MOMENTS.

Logo family

Primary



Secondary



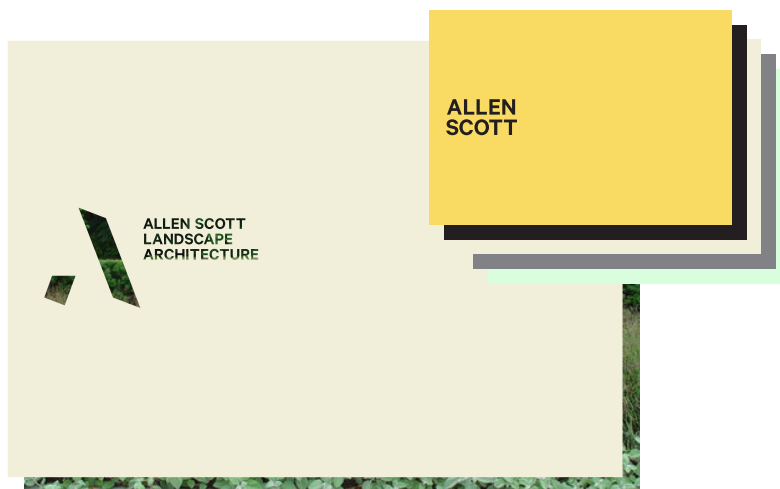
Universal



Type-only








Colour



Neutral, citrus palette

A predominantly monochromatic identity system can be injected with colour where necessary. This recommended palette provides a neutral primary range of black, grey and cream for use in large areas of colour. Supporting secondary shades of lemon and pistachio should be used in smaller areas of pop colour.

			Primary
			RGB 0 0 0
			RGB 128 130 133
			RGB 241 239 218
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			Secondary
			RGB 249 219 99
			RGB 217 254 221

FOR FURTHER INFORMATION
PLEASE CONTACT:

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