BALMORAL
CASTLE & ESTATE

Brand Guidelines Document

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BC&E
BALMORAL CASTLE & ESTATE

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Balmoral Castle has been the Scottish home of the Royal Family since it was purchased for Queen Victoria by Prince Albert in 1852, having been first leased in 1848.

In the autumn of 1842, two and a half years after her marriage to Prince Albert, Queen Victoria paid her first visit to Scotland. They were so struck with the Highlands that they resolved to return. A further visit to Perthshire and then Ardverikie encouraged them to seize the opportunity to purchase Balmoral.

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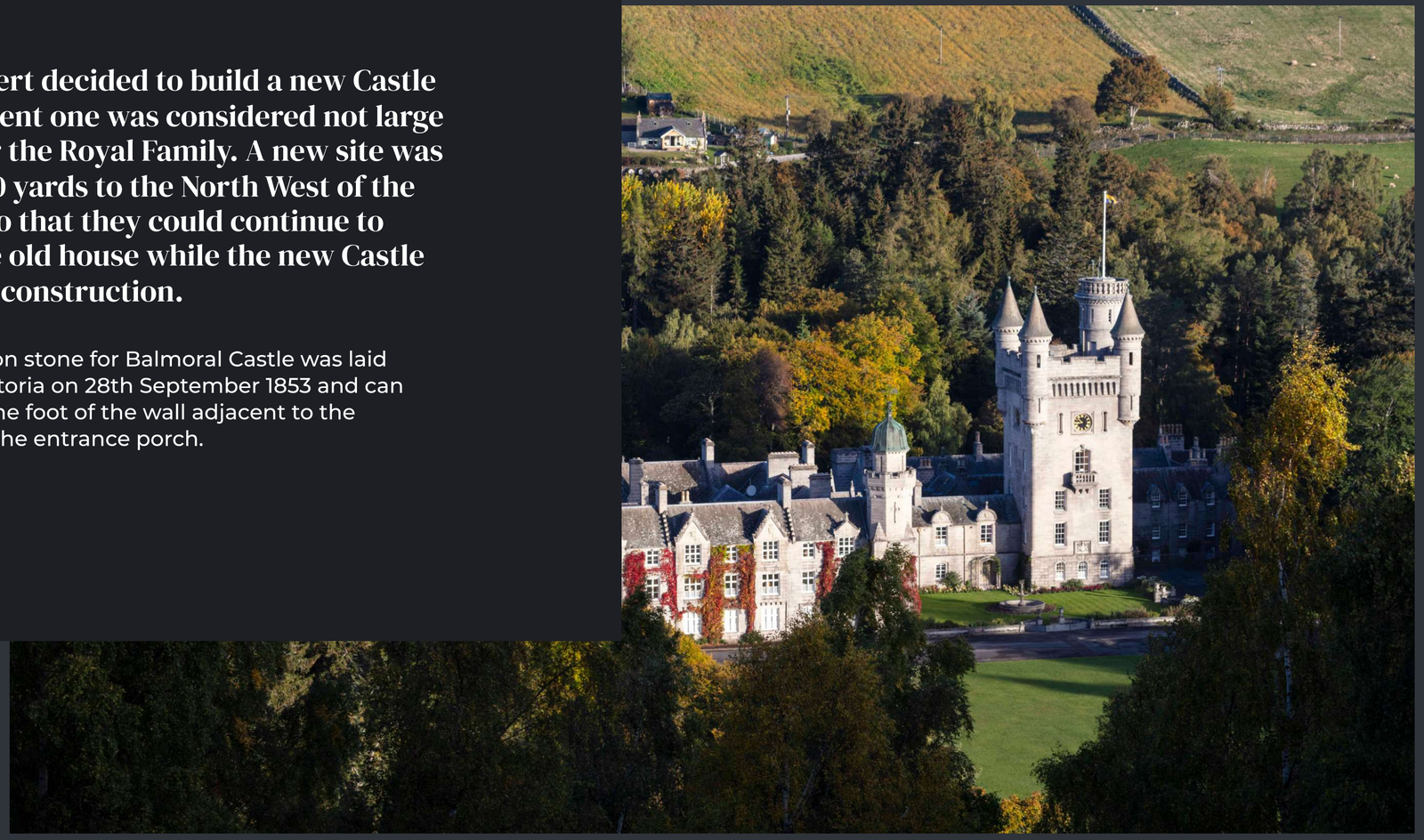
Prince Albert decided to build a new Castle as the current one was considered not large enough for the Royal Family. A new site was chosen, 100 yards to the North West of the building, so that they could continue to occupy the old house while the new Castle was under construction.

The foundation stone for Balmoral Castle was laid by Queen Victoria on 28th September 1853 and can be found at the foot of the wall adjacent to the West face of the entrance porch.



THE LOGO

The Balmoral logo is the most recognisable element of our visual identity.

The logo mark embodies our brand values. Nothing less, nothing more. It should be used to capture the essence of the Balmoral brand. The following guidance will show you how to most effectively use our logo.

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Balmoral Estates, Ballater, Aberdeenshire, AB35 5TB

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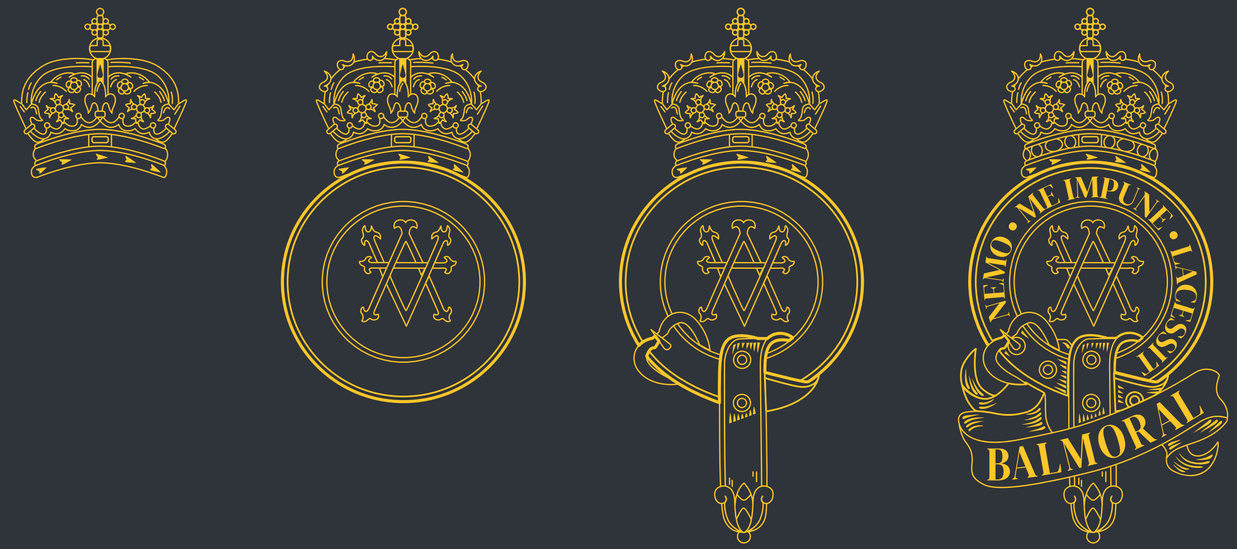

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BRAND COLOURS

Brand colours are a powerful tool for building brand identity and communicating with the public. They help to create an instantly recognisable set of asset and consistency across marketing and customer and internal assets.

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Balmoral Castle & Estate Core Brand Colours

These are our core brand colours. We should always aim to use these exact colours across all communications and brand related assets to ensure consistency and to help build solid brand foundations

Light Grey

#2F333A
R47 G51 B58
H218 S19 B23

Gold

#FEC729
R254 G199 B41
H45 S84 B100

Dark Grey

#1D1F24
R29 G31 B36
H223 S19 B14

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Balmoral Castle & Estate Seconday Brand Colours

These are our secondary brand colours. We should always aim to use these exact colours across all communications and brand related assets to ensure consistency and to help build solid brand foundations

White

#FFFFFF
R255 G255 B255
H0 S0 B100

Black

#000000
R0 G0 B0
H0 S0 B0

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Example Colour Use

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Welcome to
Balmoral Castle & Estate

Entrance

200 Yards to the right.

VISIT BALMORAL CASTLE & ESTATE

The grounds are now open to the public on specific dates over the winter months.

MORE INFO

PRINCE ALBERS CAIRN WALK

The Balmoral Pyramid, known as Prince Albert's Cairn: Surrounded by majestic countryside.

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Example Colour Use

This is how we use our colours correctly

White and gold to be used on light and dark grey.

Light Grey
#2F333A

Gold
#FEC729

Dark Grey
#1D1F24

This is how we use our colours correctly

White and gold to be used on light and dark grey.

Light Grey
#2F333A

Gold
#FEC729

Dark Grey
#1D1F24

This is how we use our colours correctly

Dark grey is the only colours that should be used on gold.

Gold
#FEC729

Dark Grey
#1D1F24

TYPOGRAPHY

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Balmoral Castle & Estate Core Brand Fonts

These are our core brand Fonts. We should always aim to use these fonts in all communications and brand related assets to ensure consistency and to help build solid brand foundations

Ag

BALMORAL

DM Serif Display - Regular

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Download font - https://fonts.google.com/specimen/DM+Serif+Display?query=DM+se

Ag

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Montserrat - Regular, Medium, Semi Bold, Bold, Italic

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

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Download Font - https://fonts.google.com/specimen/Montserrat?query=mont

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Type Usage

This is one of the core fonts that should be used as part of the brand guidelines

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DM Serif Display - Regular

This font should be used as our core heading (H1) font. It is the the font that should be used in any heading copy for internal and external use.

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Type Usage

THIS IS ONE OF THE CORE FONTS

that should be used as part of the brand guidelines.

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Montserrat - Regular, Medium, Semi Bold, Bold, Italic

This font should be used as our core Body copy (P) font. It is the the font that should be used in any supporting copy under the heading font, or for any functional paragraph based copy.

PHOTOGRAPHY

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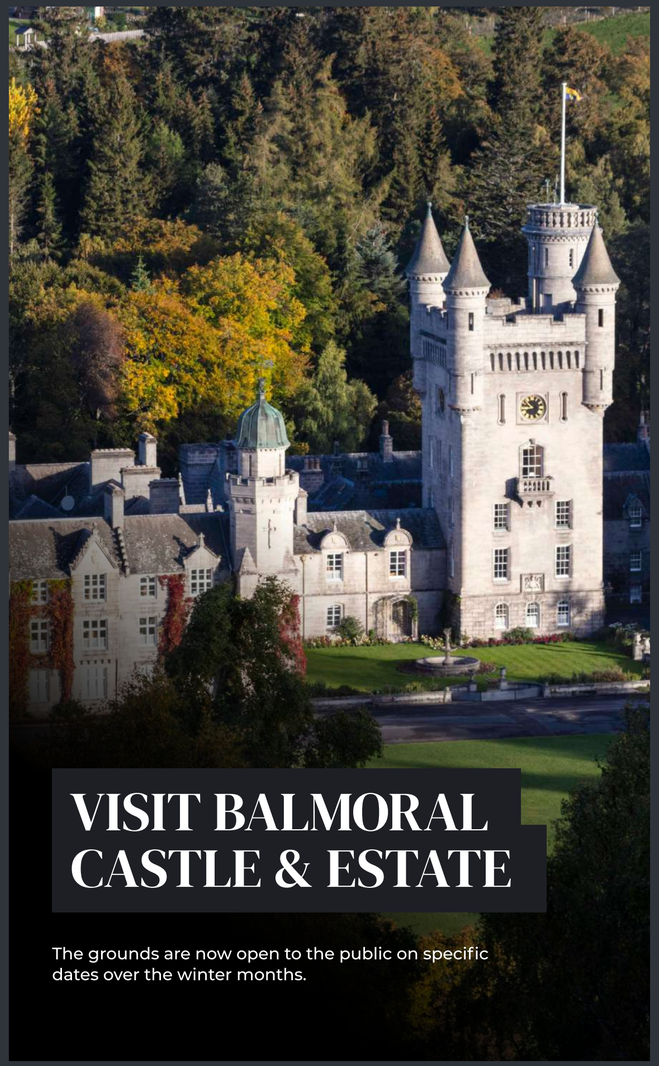
How we use photography

When using images to sit behind copy, we should always ensure the copy is legible by using gradient overs on the image, or block colour to sit behind the copy.



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Example Imagery Use

Limited Edition Whisky

The King's Birthday Edition
Highland Single Malt Scotch Whisky

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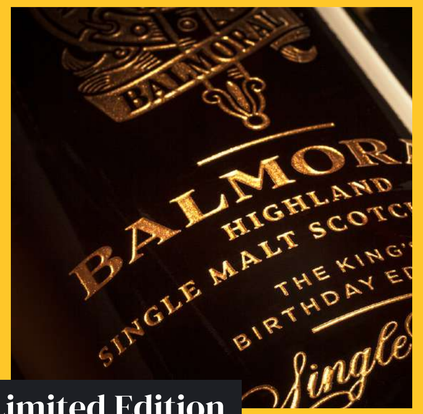
The King's Birthday Edition
Highland Single Malt Scotch Whisky



Limited Edition Whisky

The King's Birthday Edition
Highland Single Malt Scotch Whisky

VECTOR ASSETS

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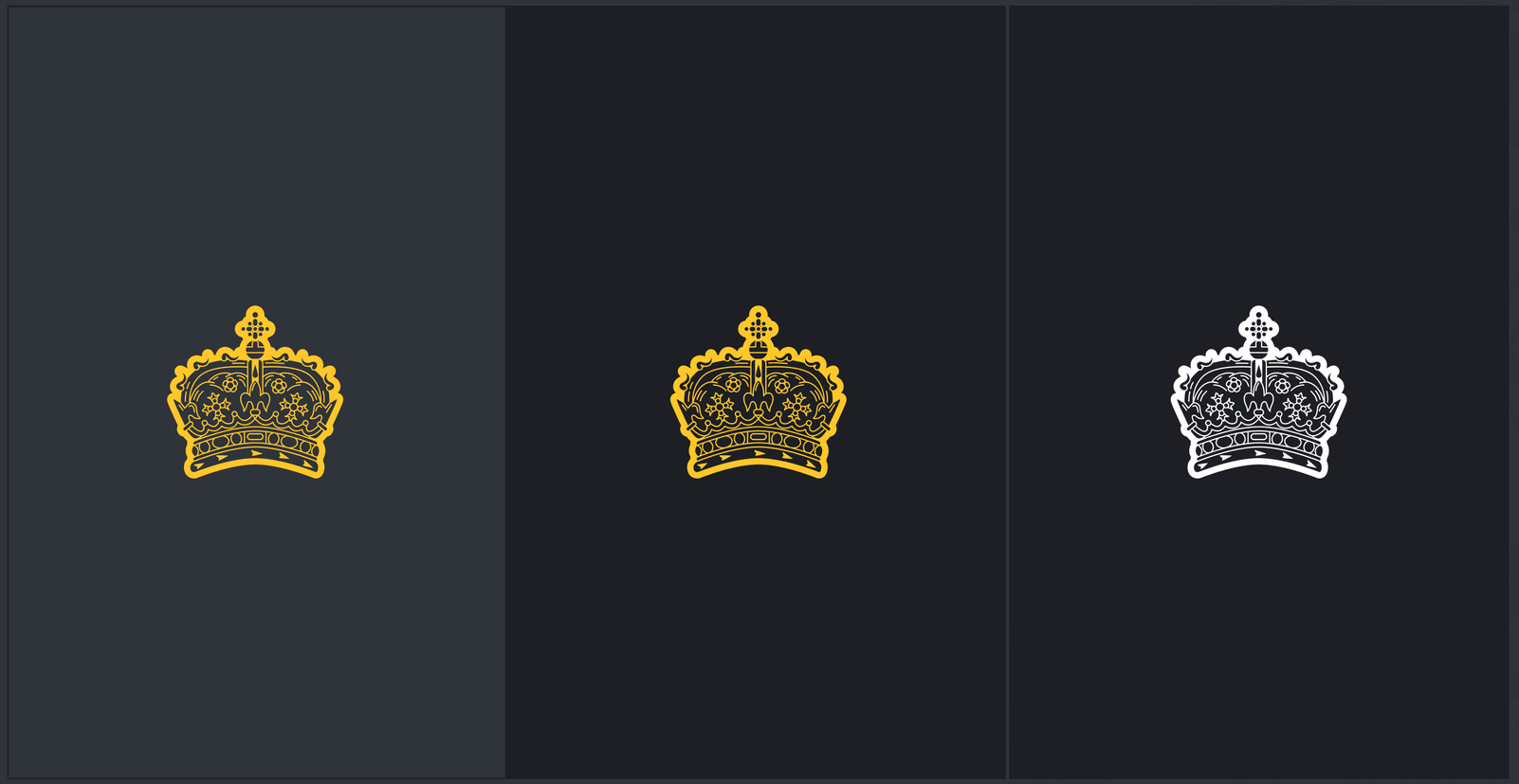

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THANK YOU

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