

Using the Set Texts

Use in association with

- The Publication Checklist
- Writing Positively About Access in Scotland
- The Scottish Outdoor Access Code Brand Guidelines



**KNOW THE CODE
BEFORE YOU GO**
outdooraccess-scotland.com

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The set texts

Scottish Natural Heritage and Scotland's National Access Forum have developed a series of set texts. They represent the key aspects of the Scottish Outdoor Access Code and present a balanced view of the rights and responsibilities that apply to the public and land managers.

Using the set texts

This is the easiest way of introducing the Scottish Outdoor Access Code and have endorsement by the Scottish Outdoor Access Code branding.

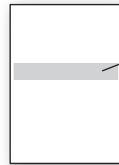
- Use the Publication Checklist to self certify the use of any of the set texts.
- The set texts may be used as stand-alone pieces of artwork or adverts e.g. as filler ads.
- The Scottish Outdoor Access Code branding endorses the whole of any publication or product that it appears on and therefore entire written publications should meet the criteria in the Publication Checklist Part 1.
- There are four text options that can be used across a variety of media.
- The texts should not be altered in any way.

Set text 1 20 words **Set text 3** 158 words
Set text 2 76 words **Set text 4** 986 words

Artwork is provided for each of the set texts in the versions below, full size examples shown overleaf. Alternatively, guidelines to create your own artwork are given on page 5.

Set text 1 **A** 30mm x 190mm Landscape

B 62mm x 90mm Landscape



Approx 1/9th of A4 page
(Ideal for A4 publications)



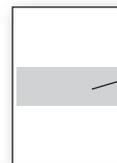
Approx 1/3 of 1/3 A4 page
(Ideal for 1/3 A4 publications)

Set text 2 **A** 110mm x 90mm Portrait

B 70mm x 190mm Landscape



110mm x 90mm placed onto 3rd A4
(Ideal for 1/3 A4 publications)



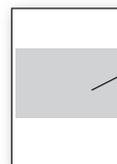
Approx 1/4 of A4 page
(Ideal for A4 publications)

Set text 3 **A** 277mm x 190mm Portrait

B 128mm x 190mm Landscape



277mm x 190mm
(Ideal for A4 publications)



A5 landscape
(Ideal for A5 and A4 publications)

Set text 4 This is supplied as text file only.

Using the set texts on a website

The set texts are available as text files for digital application. They should be accompanied by the horizontal branding strip. For internet usage alt text for the horizontal branding strip should read "Know the Code before you go by visiting outdooraccess-scotland.com".

The written text should not be altered or amended in any way.



Example set text 1 / A



Example set text 1 / B



Example set text 2 / A



Example set text 2 / B

Enjoy Scotland's outdoors responsibly

Everyone has the right to be on most land and inland water for recreation, education and for going from place to place providing they act responsibly. These access rights and responsibilities are explained in the Scottish Outdoor Access Code. The key things are:

When you're in the outdoors:

- take personal responsibility for your own actions and act safely
- respect people's privacy and peace of mind
- help land managers and others to work safely and effectively
- care for your environment and take your litter home
- keep your dog under proper control
- take extra care if you're organising an event or running a business.

If you're managing the outdoors:

- respect access rights
- act reasonably when asking people to avoid land management operations
- work with your local authority and other bodies to help integrate access and land management
- respect rights of way and customary access.

Visit **[outdooraccess-scotland.com](https://www.outdooraccess-scotland.com)** or contact your local Scottish Natural Heritage office.



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Example set text 3 / B

Enjoy Scotland's outdoors responsibly

Everyone has the right to be on most land and inland water for recreation, education and for going from place to place providing they act responsibly. These access rights and responsibilities are explained in the Scottish Outdoor Access Code. The key things are:

When you're in the outdoors:

- **take personal responsibility for your own actions and act safely**
- **respect people's privacy and peace of mind**
- **help land managers and others to work safely and effectively**
- **care for your environment and take your litter home**
- **keep your dog under proper control**
- **take extra care if you're organising an event or running a business.**

If you're managing the outdoors:

- **respect access rights**
- **act reasonably when asking people to avoid land management operations**
- **work with your local authority and other bodies to help integrate access and land management**
- **respect rights of way and customary access.**

Visit [outdooraccess-scotland.com](https://www.outdooraccess-scotland.com) or contact your local Scottish Natural Heritage office



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Should the supplied set text sizing be inappropriate for your purposes, you may create your own piece of artwork incorporating the 3 core elements. Use the Brand Identity Guidelines for advice on colour palette.

The box

The frame

The frame is set at 3mm for use up to A3 size. Frame increases pro-rata with media size increase beyond A3, so relationship remains constant.

Tints

The frame appears at 30% tint of chosen branding strip colour. The background at 10%.

The text

Text

Text files are available for:

- Set text 1**
- Set text 2**
- Set text 3**
- Set text 4**

Text colour

Text always appears as black over the tinted box. This ensures good reproduction.

Text font

The set texts use Futura bold and Futura book.

The branding strip

In general the horizontal branding strip accompanies the set text.

Eg.

3mm

Enjoy Scotland's outdoors responsibly

Everyone has the right to be on most land and inland water for recreation, education and for going from place to place providing they act responsibly. These access rights and responsibilities are explained in the Scottish Outdoor Access Code. The key things are:

<p>When you're in the outdoors:</p> <ul style="list-style-type: none">• take personal responsibility for your own actions and act safely• respect people's privacy and peace of mind• help land managers and others to work safely and effectively• care for your environment and take your litter home• keep your dog under proper control• take extra care if you're organising an event or running a business.	<p>If you're managing the outdoors:</p> <ul style="list-style-type: none">• respect access rights• act reasonably when asking people to avoid land management operations• work with your local authority and other bodies to help integrate access and land management• respect rights of way and customary access. <p>Visit outdooraccess-scotland.com or contact your local Scottish Natural Heritage office</p>
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Set texts artwork is also available in Gaelic:

Set text 1
Set text 2
Set text 3

Artwork has been created to accommodate sizes:

Set text 1 67mm x 90mm
Set text 2 **A** 130mm x 90mm
B 90mm x 190mm
Set text 3 138mm x 190mm

Note:

Should the supplied set text sizing be inappropriate for your purposes, you may create your own piece of artwork as detailed on page 5.

Versions of the set texts are available in:

- **Dutch – set text 4**
- **French – set text 4**
- **Gaelic – set text 4**
- **German – set text 4**
- **Italian – set text 4**
- **Norwegian – set text 4**
- **Spanish – set text 4**
- **Swedish – set text 4**
- **Polish – set text 4**
- **Turkish – set text 4**

Text only files:

- **Hindi – set text 3**
- **Urdu – set text 3**
- **Punjabi – set text 3**
- **Traditional Chinese – set text 3**
- **Arabic – set text 3**
- **Bengali – set text 3**

Gabh tlachd ann an dùthaich na h-Alba gu cùramach

- **cùram a ghabhail airson na tha thu fhèin a’ dèanamh**
- **a bhith mothachail air math dhaoine eile**
- **coimhead as dèidh na h-àrainneachd**



FIOS AIR A’CHÒD MUS FALBH THU
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Example set text 1

Gabh tlachd ann an dùthaich na h-Alba gu cùramach

Tha a’ chòir aig a h-uile duine a dhol air a’ chuid as motha de dh’fhearann agus de dh’uisge airson chur-seachadan agus foghlam, agus airson siubhail bho àite gu àite, cho fad ‘s a tha iad cùramach. Tha do chòraichean agus do dhleastanasan air am mìneachadh ann an Còd Slighean Dùthchail na h-Alba.

Co-dhiù am biodh tu air an dùthaich no a’ stiùireadh fearann-dùthchail, thoir feart air na prìomh rudan a leanas:

- **cùram a ghabhail airson na tha thu fhèin a’ dèanamh**
- **a bhith mothachail air math dhaoine eile**
- **coimhead as dèidh na h-àrainneachd**

Faigh a-mach barrachd bho **outdooraccess-scotland.com** no cuir fòn gu Dualchas Nàdair na h-Alba.



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Example set text 2 / A

Gabh tlachd ann an dùthaich na h-Alba gu cùramach

Tha a' chòir aig a h-uile duine a dhol air a' chuid as motha de dh'fhearann agus de dh'uisge airson chur-seachadan agus foghlam, agus airson siubhail bho àite gu àite, cho fad 's a tha iad cùramach. Tha do chòraichean agus do dhleastanasan air am mìneachadh ann an Còd Slighean Dùthchail na h-Alba.

Co-dhiù am biodh tu air an dùthaich no a' stiùireadh fearann-dùthchail, thoir feart air na prìomh rudan a leanas:

- **cùram a ghabhail airson na tha thu fhèin a' dèanamh**
- **a bhith mothachail air math dhaoine eile**
- **coimhead as dèidh na h-àrainneachd**

Faigh a-mach barrachd bho **outdooraccess-scotland.com** no cuir fòn gu Dualchas Nàdair na h-Alba.



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Example set text 2 / B

Gabh tlachd ann an dùthaich na h-Alba gu cùramach

Tha a' chòir aig a h-uile duine a dhol air a' chuid as motha de dh'fhearann agus de dh'uisge airson chur-seachadan agus foghlam, agus airson siubhail bho àite gu àite, cho fad 's a tha iad cùramach. Tha na còraichean agus dleastanasan seo air am mìneachadh ann an Còd Slighean Dùthchail na h-Alba. Thoir feart air na prìomh rudan a leanas:

Nuair a tha thu air an dùthaich, feumaidh tu:

- **cùram a ghabhail airson na tha thu fhèin a' dèanamh agus gad ghiùlain fhèin gu sàbhailte**
- **a bhith mothachail air prìobhaideachd agus fois dhaoine eile**
- **taic a thoirt do dh'ùachdarain-fearainn agus do dhaoine eile a bhith ag obair gu sàbhailte agus gu h-èifeachdach**
- **coimhead as dèidh na h-àrainneachd agus do sgudal a thoirt dhachaigh leat**
- **cùm smachd ceart air do chù**
- **a bhith air leth cùramach nuair a tha thu a' cur tachartas air dòigh no ma tha thu a' ruith buidheann no gnìomhachas**

Ma tha thu a' stiùireadh fearann-dùthchail, feumaidh tu:

- **urram a thoirt do chòraichean-slighe**
- **a bhith reusanta nuair a dh'iarras tu air daoine a bhith a' seachnadh àite sònraichte fhad 's a tha thu ag obair**
- **obair leis an ùghdarras ionadail agad agus le buidhnean eile gus stiùireadh an fhearainn agus còraichean-slighe a bhrosnachadh aig an aon àm**
- **urram a thoirt do cothroman-slighe agus do shlighean àbhaisteach.**

Faigh a-mach barrachd bho **outdooraccess-scotland.com** no cuir fòn gu Dualchas Nàdair na h-Alba.



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Example set text 3

The set text may be adapted to give local SNH contact details. Please check with the local SNH office that they approve the use of their telephone number.

To accommodate space for local contacts revised Artwork sizes have been created:

- Set text 1** 95mm x 90mm
- Set text 2** **A** 135mm x 90mm
B 90mm x 190mm
- Set text 3** **A** 277mm x 190mm
B 118mm x 190mm
- Set text 4** This is supplied as text file only.

Note:
Local contact details should be set in Futura bold at 10pt.
If Futura is unavailable Arial bold may be used.



Enjoy Scotland's outdoors responsibly

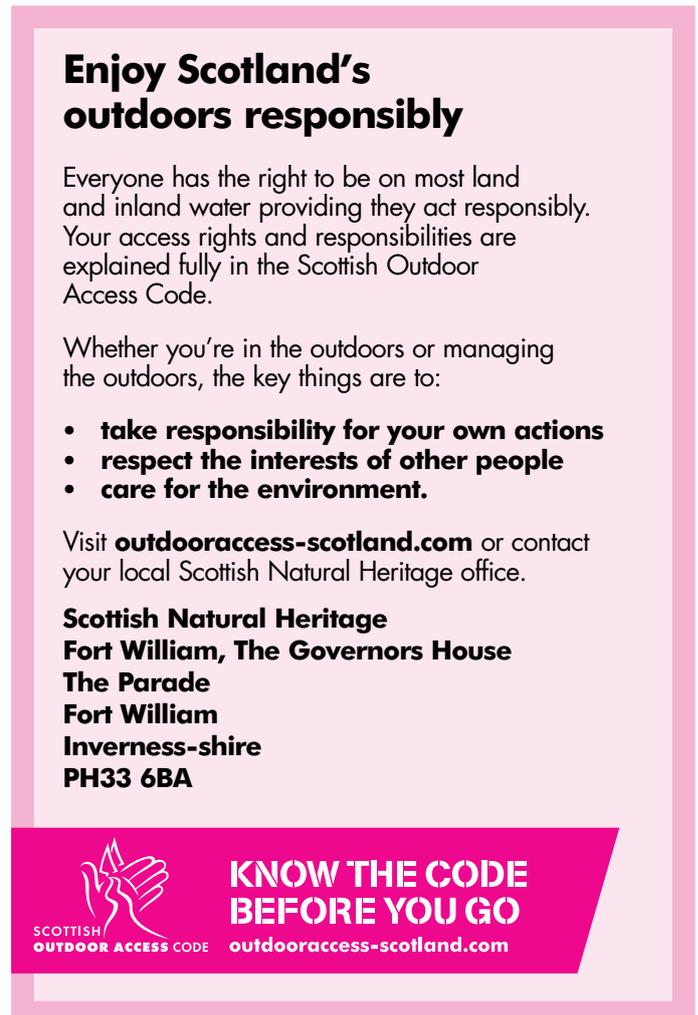
- **take responsibility for your own actions**
- **respect the interests of other people**
- **care for the environment.**

Visit **outdooraccess-scotland.com** or contact your local Scottish Natural Heritage office.

Scottish Natural Heritage
Fort William, The Governors House
The Parade, Fort William
Inverness-shire
PH33 6BA

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SCOTTISH OUTDOOR ACCESS CODE outdooraccess-scotland.com

Example set text + local contact details 1



Enjoy Scotland's outdoors responsibly

Everyone has the right to be on most land and inland water providing they act responsibly. Your access rights and responsibilities are explained fully in the Scottish Outdoor Access Code.

Whether you're in the outdoors or managing the outdoors, the key things are to:

- **take responsibility for your own actions**
- **respect the interests of other people**
- **care for the environment.**

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Example set text + local contact details 2 / A

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Example set text + local contact details 2 / B

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Example set text + local contact details 3 / B

To access Set Text resources, please download

'Set Texts Resources' pdf.