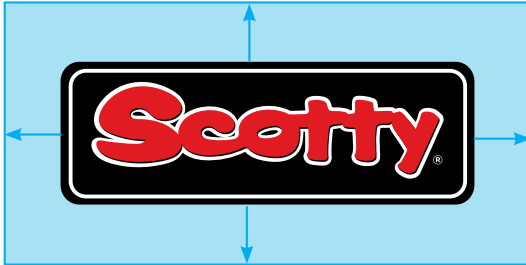


LOGOS



Fishing & Outdoor Products

AVAILABLE FOR DOWNLOAD IN THESE FORMATS



LOGO CLEAR SPACE

IN ORDER FOR CLEAR REPRESENTATION OF THE SCOTTY BRAND, PLEASE ENSURE THAT THERE IS AN ADEQUATE AMOUNT OF WHITE/CLEAR SPACE AROUND ALL SCOTTY LOGOS (INDICATED BY THE LIGHT BLUE AND ARROWS)

LOGO DO'S & DON'TS



NO GHOSTING



NO STRETCHING



NO TILTING



NO OVERLAPPING



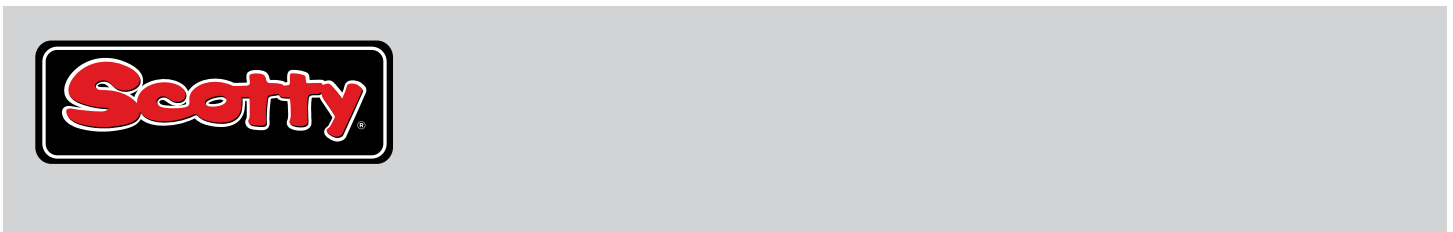
NO ALTERING



NO CROWDING



LOGO ON A SUBTLE PHOTO BACKGROUND



LOGO ON A SOLID COLOUR

SCOTTY'S MAIN COLOUR

RED

SPOT/PMS
199C

CMYK
0/100/100/5

RGB
225/27/34

HEX/WEB
CC3333

BLACK

100%

80%

20%

SCOTTY COMPLIMENTARY COLOUR

BLUE

SPOT/PMS
2995C

CMYK
73/16/0/0

RGB
6/167/224

HEX/WEB
51B4D3



SCOTTY FONT

GOTHAM

BLACK/MEDIUM/LIGHT

The Way To Fish[®]

GOTHAM LIGHT REGULAR

SCOTTY

GOTHAM BLACK

SCOTTY

GOTHAM MEDIUM

SCOTTY

GOTHAM LIGHT REGULAR