

Brand Guidelines

City of Aberdeen Promotional Campaign

1st April 2026



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Brand identity

Natural wildlife

Three towers
from Aberdeen's
coat of arms

The silver city
with the
golden sands

The North Sea

Expansive skies

The great outdoors

Two rivers, the
Dee and the Don

Marine life

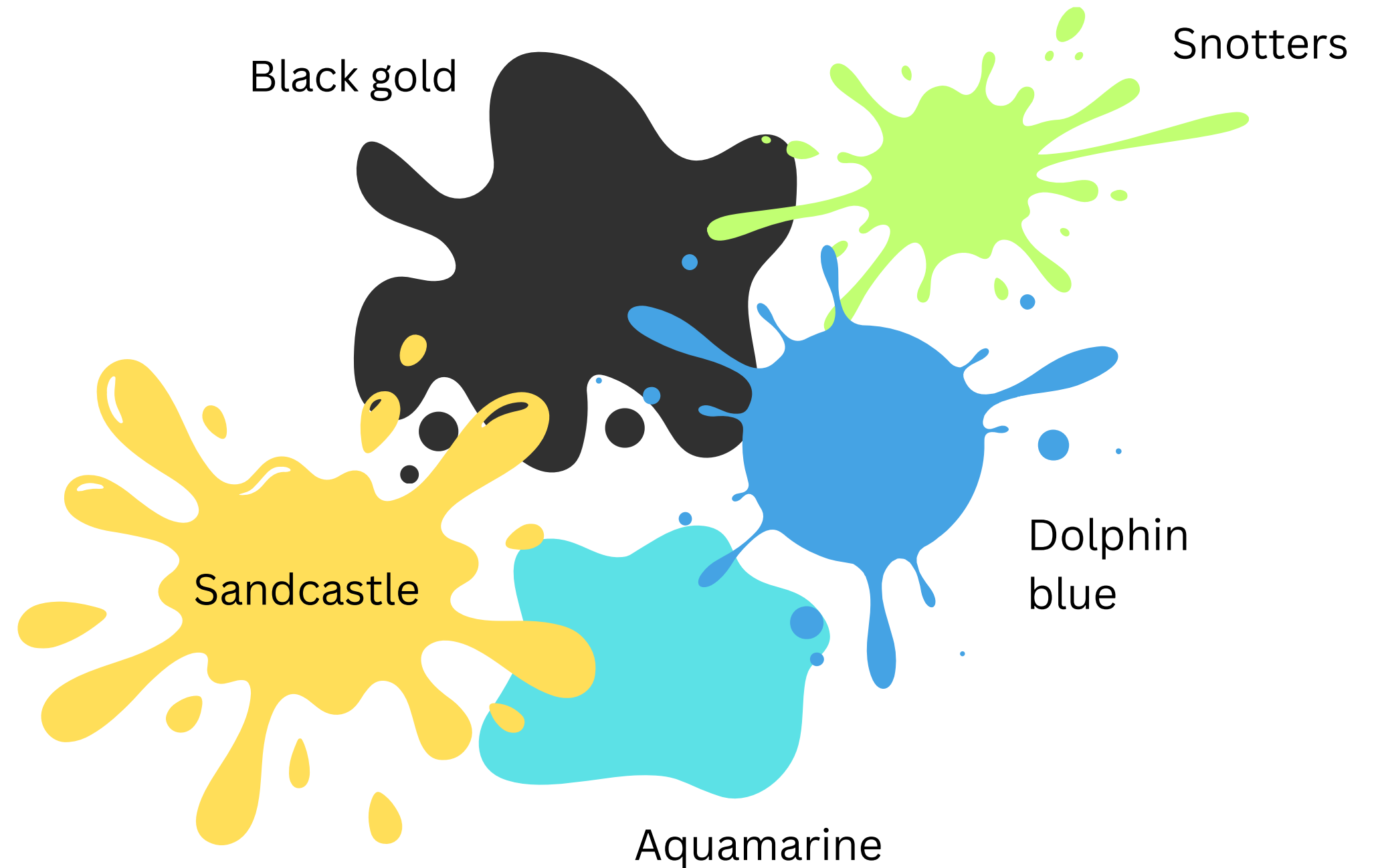
Rugged coastline



Type & colours

DORIC
pan loaf

Buttery
Rowie



Check the drip



Out of home



Digital



Granitecore



Book



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No cap

this city

is buussin

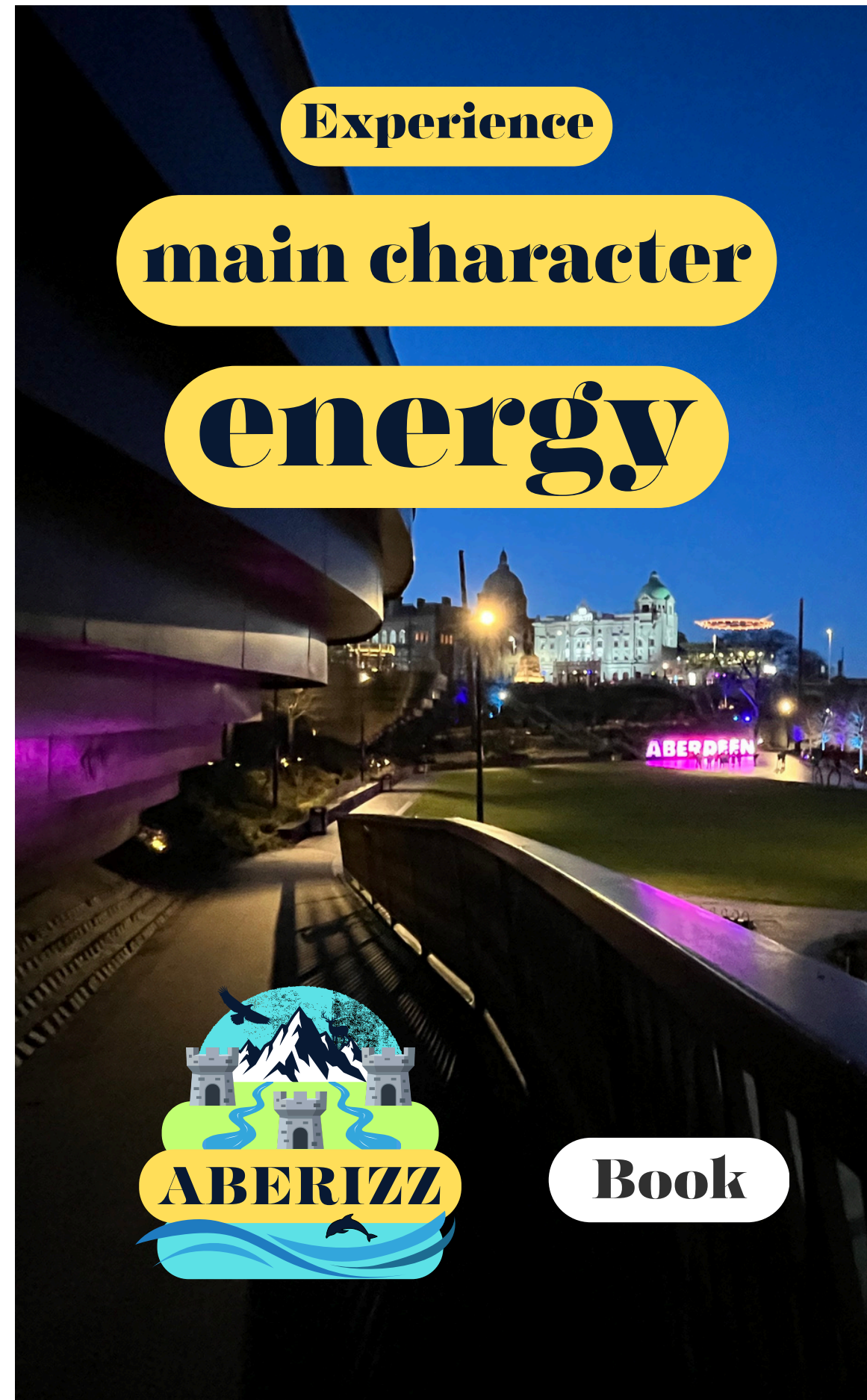
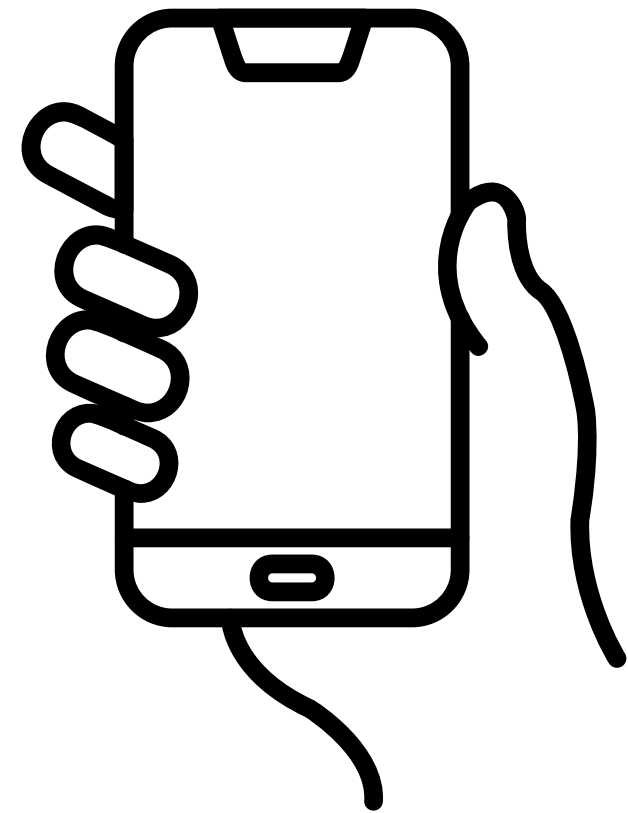
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Book



Socials



Accessorise



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Experience

main character

energy

Book

