The Scottish Fiddle Orchestra.

This is the preferred version of the new SFO logomark. It is set in a Grotesk typeface — a contemporary interpretation of the work of Miller & Richard, a foundry with strong, Scottish typographic roots from the 20th century.

SCOTTISH IIIFIDDLE ORCHESTRA IIII

The underlying basis of its form is the four strings of the fiddle.

SCOTTISH III FIDDLE ORCHESTRA

The logomark has been further adapted, with detailed consideration of spacing, structure and tension — aspects which inform the cohesive, vigorously rehearsed and harmonious approach of the SFO.

SCOTISH INFIDDLE ORCHESTRA

A secondary 'monogram' version of the logomark has also been created — for specific use in digital channels only — and in instances where the main logomark may be illegible. This will scale more easily so that is it easily readable at much smaller sizes.



The main visual identity colour would continue to be an evolution of the existing SFO Navy.

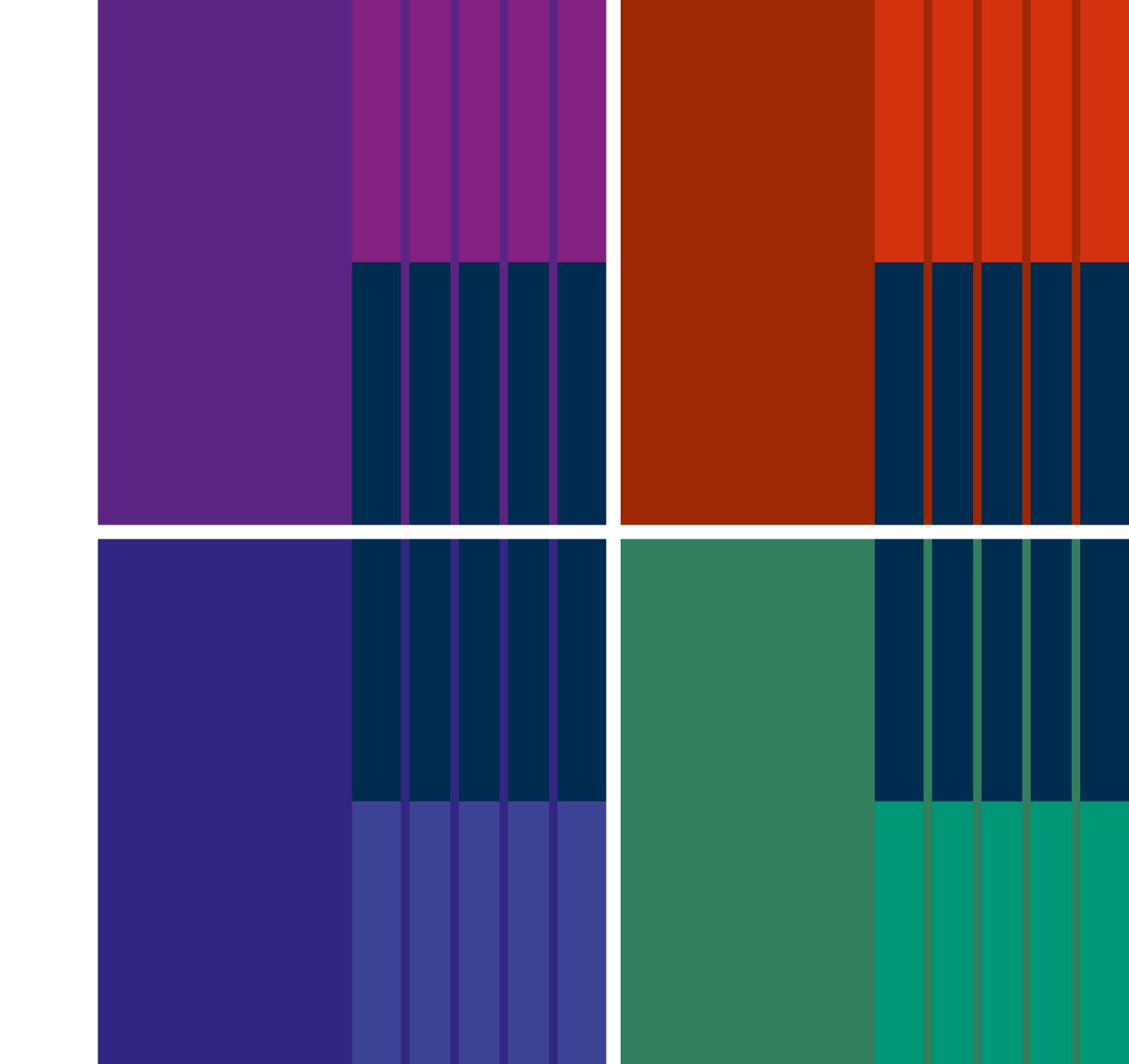
However, In order to add a sense of energy and informality to the brand, a secondary/ complementary set of 'palettes' will be introduced.

Inspired by vivid tartans colours, each of these complementary sets would be intended to always work alongside the main SFO navy — so that there is a consistent colour 'thread' running through applications. The palette would also lend itself to being expanded in future.

Further to confirmation, we would include more specific breakdowns/values for colour and guidance on how these should be used.



In application, the 'strings' element (derived from the logomark) could be introduced alongside these sets of colour — creating modern, adaptive graphic elements and containers, inspired by the detailed 'sett' of tartan.



Inspired by the stacked, 3-line structure of the new logomark, we would propose a simple messaging and tone of voice framework for launch — adding a sense of both fun and occasion to the new visual identity.

Using a mixture of two typefaces, one Sans and one Sans-serif (set in a personable, human and audience-accessible Title Case) plays on the SFO's classical influences with a contemporary sensibility.

A simple italicisation of a key word adds visual emphasis, hinting at the idea of energy and dynamism in musical phrasing.

Sounds
Like
Scotland

Tap
Those
Toes

Take Your
Partner

Fabulous Fiddle
Folk

Stirs
The
Soul

A'
The
Airts

Building on this, a considered and selective use of archive SFO imagery will help create a consistent approach to the visual identity.

Focussed, simply-composed moments of individual musicianship and personality relay a human and relatable approach to the SFO and all of its performers.



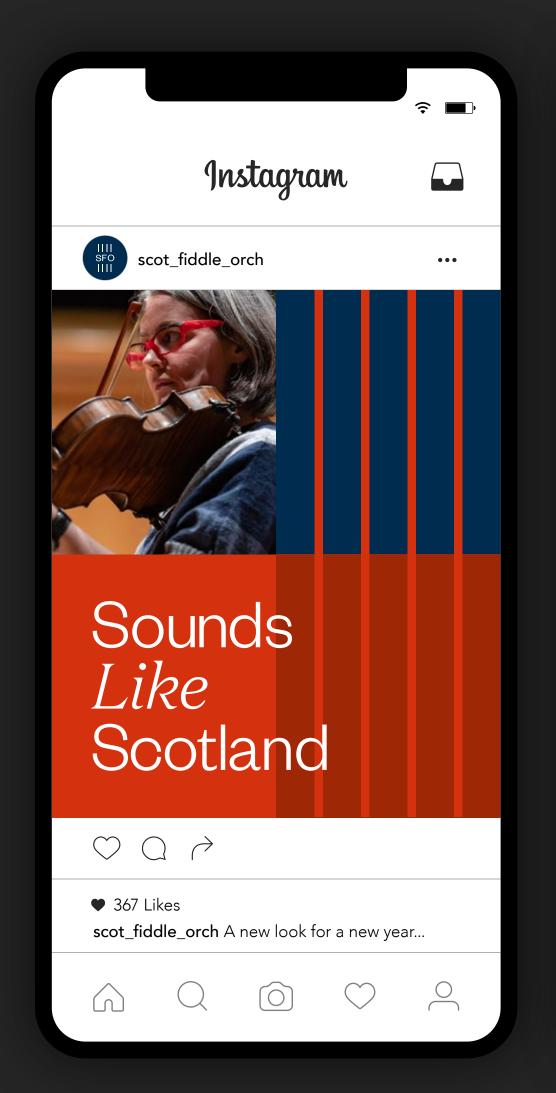
Bringing each of these element together in application begins to create an energetic, modern yet highly accessible visual language.

SCOTTISH III FIDDLE ORCHESTRA III I

Sounds Like Scotland



Bringing each of these element together in application begins to create an energetic, modern yet highly accessible visual language.







To act as a 'sign-off' to the new visual identity
— especially in digital channels — we
would propose a simple, emotive call-to-action
that can be used to underline the experience
felt when seeing an SFO performance.

Not only would this underpin the change to a new identity, it would also act as an immediate statement of intent alongside the refreshed brand.

Be moved by Scotland's National Fiddle Orchestra.

Simple branded application, where colour could add an element of interest.



Simple branded application, where coulour could add an element of interest.



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