

July 2008

**Clan Douglas  
Identity**

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# **Overview**

## **Identity Option 1**

- Identity**
- Variations & straplines**

## **Identity Option 2**

- Identity**
- Variations & straplines**

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# Clan Douglas Identity

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Identity Option 1

-IDENTITY

-Contemporary, bold identity with a strong  
typographic look to it.

-This takes it away from the traditional  
serif font.

**CLANDOUGLAS**

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Identity Option 1  
-STRAPLINES  
-2 options on the strapline, both  
reinforcing the traditional aspects  
of the brand.

**CLANDOUGLAS**  
The thread of history

**CLANDOUGLAS**  
Scotland's thread of history

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Identity Option 1  
-VARIATIONS  
-Possible colour options referencing the  
Clan Douglas tartan.

**CLANDOUGLAS**  
The thread of history

**CLANDOUGLAS**  
Scotland's thread of history

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Identity Option 1  
-VARIATIONS  
-Knocked-out variations with the identity.



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# Clan Douglas Identity

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Identity Option 2

-IDENTITY

-More traditional identity, referencing the  
historical nature of the brand.

**Clan  
Douglas**  
Scotland's thread of history

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Identity Option 2  
-STRAPLINES  
-2 options on the strapline, both  
reinforcing the traditional aspects  
of the brand.

**Clan  
Douglas**  
Scotland's thread of history

**Clan  
Douglas**  
The thread of history

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Identity Option 2  
-VARIATIONS  
-Possible colour options referencing the  
Clan Douglas tartan

**Clan  
Douglas**  
Scotland's thread of history

**Clan  
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Identity Option 2  
-VARIATIONS  
-Knocked-out variations with the identity.

