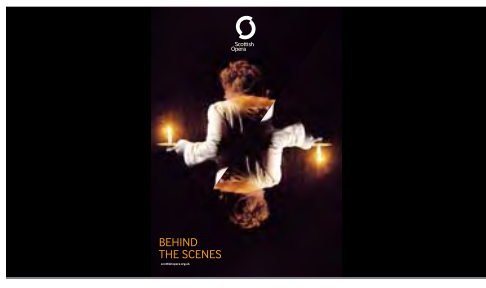
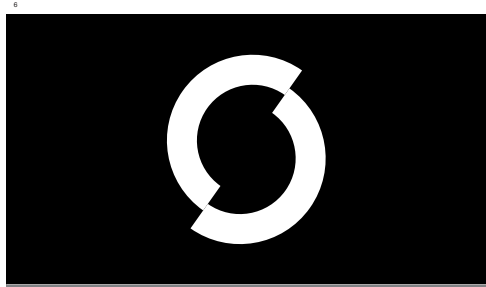
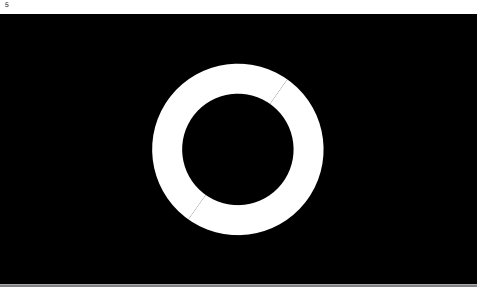


1  
**hat-trick case study**

2  
**scottish opera**

3  
**scottish opera  
open up opera**

4  
**scottish opera  
open up opera  
identity**



15

Scottish Opera  
Corporate Guidelines:  
Typeface

**SOPRANO**  
Interface Thin

**ALTO**  
Interface Light

**TENOR**  
Interface Regular

**BARITONE**  
Interface Bold

**BASS**  
Interface Extra Bold



