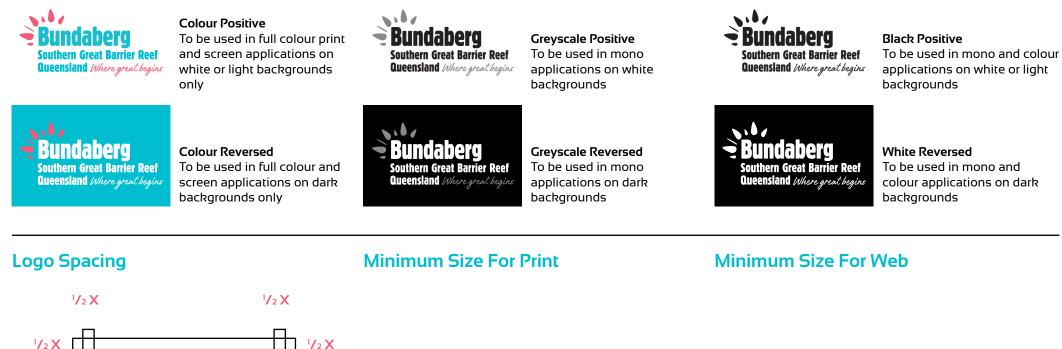
## Logo Usage

All Bundaberg Tourism logos are available in 6 versions. Correct selection depends on application and background colour.



 1/2 X
 1/2 X

 X
 Bundaberg

 X
 Southern Great Barrier Reef

 Queensland (Where great begins

Clear space

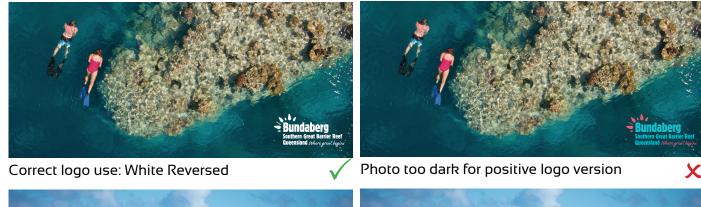


35mm



150 pixels

## Logo on Photographs



Depending on the background image, a positive logo version may not be legible. For dark photos use a reversed logo version and for lighter images a positive version is to be used.



Correct logo use: Positive Colour



X

Image area too light to see this logo version



**No Modifying Colours** 

Queensland Where great begins





All elements of the logo are to be clearly visible when placed on coloured backgrounds. Where possible the logo is to appear in colour on a white or light background.

No parts of the logo are to be removed, altered or used as separate design elements. Supporting design graphics have been specifically designed for the brand.

## Bundaberg & SGBR Colour Palette

Queensland Aqua Pantone 7466C CMYK (Coated) 71-0-20-0 HEX #01bdcf	Queensland Moods Pantone 198C CMYK (Coated) 0-80-35-0 HEX #f05b78	Core Colours
White CMYK 0-0-0 RGB 255-255-255 HEX #FFFFF	Charcoal Pantone 432C CMYK 20-0-0-85 HEX #333F48	Secondary Colours

## **TEQ Colour Palette**

Inspired by the rich Queensland environment, TEQ's colour palette offers a spectrum of colour for functional and aesthetic brand delivery, that should be carefully managed. Colours may be used in Bundaberg Tourism applications for secondary purposes, EXCEPT Teal and its gradients.

Core	Teal           Pantone 326 C           Pantone 3262 U           CMYK 80-0-40-0           RGB 0-178-169           HEX #00B2A9						White           CMYK 0-0-0           RGB 255-255-255           HEX #FFFFFF	
Secondary	Dark Teal Pantone 7714 C Pantone 321 U CMYK 100-0-45-30 RGB 0-129-125 HEX #00817D	Wattle Pantone 7404 C Pantone 7404 U CMYK 0–15–82–2 RGB 251–208–72 HEX #FBD048	Coral Pantone 710 C Pantone 710 U CMYK 0–88–65–0 RGB 224–62–82 HEX #E03E52	Jacaranda Pantone 7655 C Pantone 2415 U CMYK 43–78–18–5 RGB 161–90–149 HEX #A15A95	Stone Pantone 7534 C Pantone 7534 U CMYK 8–11–31–5 RGB 222–208–173 HEX #DEDOAD	Ocean Pantone 2132 C Pantone 2132 U CMYIK 87–64–0–0 RGB 54–90–189 HEX #365ABD	Slate Pantone 2176 C Pantone 2176 U CMYK 36–20–19–0 RGB 166–184–193 HEX #A6B8C1	
Gradients	Teal Gradient	Wattle Gradient	Coral Gradient	Jacaranda Gradient	Stone Gradient	Ocean Gradient	Slate Gradient	
Tertiary		Dark Wattle CMYK 0–45–88–3 RGB 249–157–67 HEX #F99D43	Dark Coral CMYK 10–100–77–21 RGB 179–22–51 HEX #B31633	Dark Jacaranda CMYK 47–83–25–31 RGB 113–55–98 HEX #713762	Dark Stone CMYK 20–26–42–27 RGB 159–142–118 HEX #9F8E76	Dark Ocean CMYK 92-74-0-18 RGB 33-72-143 HEX #21488F	Dark Slate CMYK 55–31–29–35 RGB 88–111–120 HEX #586f78	
Text	Description         Charcoal           Pantone 432 C         CMYK 20-0-0-85           Pantone Black 6 U         RGB 51-63-72							

#### **Core Brand Colour**

Teal is TEQ's core brand colour, the default colour for use on all applications. It is supported by white.

• Creative to have a dominance of one colour, recommended primary teal.

#### Secondary Colours

Secondary colours are for functional use when:

- No photography is available
- As background colours
- Charts and infographics

• Delineation between sections of a brochure or app etc.

#### Gradients

Gradients can be used to create backgrounds or dividers like Secondary Colours, for more depth of colour.

- All gradients should be tonal: e.g. Dark Wattle > Wattle. Never mix colours to create a gradient e.g. Coral > Ocean.
- Gradient should run dark to light, bottom left to top right (55° A4 portrait page).
- 70% tint rule copy must be legible eg. reversed

#### Tertiary Colours – Darks

Tertiary colours are supporting colours and should be used sparingly and only with approval. Their primary function is to create the tonal gradients. Charcoal should be used for text instead of black, which is not a brand colour.

### Tints

Only ever use the following tints: 100%, 75%, 50%, 25%, 15%. If a tint is over 70% then copy needs to be reversed to be legible.

## Opacity

When using transparent boxes over images for copy to sit in we recommend an opacity between 50% and 80%, dependant on the image underneath and copy legibility.

## **Typography - Casual**

There are three different fonts sets used in creating LOGO, HEADER & TITLE FONTS the casual Bundaberg brand.

The overall Bundaberg brand personality is authentic, laid-back and friendly, but with an element of surprise.

The first are the title and header font, which is also the main font for the Bundaberg Tourism and SGBR logos. Title and header fonts are generally used to bring focus to main portions of text such as banners, page covers, article titles or subtitles.

The second font is emphasis font. The loose script font is designed to bring focus to certain areas, break up pages or divide content.

The body copy text generally provides the meat of the communication and will make up the bulk of the page. The body copy text must be easy to read. 1234567890!



# ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuwxyz 1234567890!@#\$%^&\*()\_+-=,.:;"'?/

### **EMPHASIS FONT**

Authenia - Textured

Authenia - Solid

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuwxyz 1234567890! @#\$%^&\*()\_+-=,.:;"'?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuwxyz 1234567890! @#\$%^&\*()\_+-=,.:;"'?!

### **BODY COPY**

## Sansation

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuwxyz 1234567890!@#\$%^&\*()\_+-={}[]:";'?,./

## **Typography - Sophisticated**

There are instances in which a slightly more sophisticated brand personality must be communicated for Bundaberg.

Two fonts sets are used in creating this image.

In this instance, the header and title fonts may be chosen from either the emphasis or the body copy fonts as appropriate to the design.

The emphasis and body copy fonts remain the same.

### HEADER & TITLE FONTS

## Sansation

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuwxyz 1234567890!@#\$%^&\*()\_+-={}[]:";'?,./

Authenia - Textured or Solid

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuwxyz 1234567890!@#\$%^&\*()\_+-=,.:;"'?!

**EMPHASIS FONT** 

Authenia - Textured or Solid

**BODY COPY** 

Sansation