

# BUNDABERG TOURISM STYLE GUIDELINES

## Logo Usage

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



**Colour Positive**  
To be used in full colour print and screen applications on white or light backgrounds only



**Greyscale Positive**  
To be used in mono applications on white backgrounds



**Black Positive**  
To be used in mono and colour applications on white or light backgrounds



**Colour Reversed**  
To be used in full colour and screen applications on dark backgrounds only



**Greyscale Reversed**  
To be used in mono applications on dark backgrounds



**White Reversed**  
To be used in mono and colour applications on dark backgrounds

## Logo Spacing



Clear space

## Minimum Size For Print



35mm

## Minimum Size For Web



150 pixels

# Bundaberg Tourism Style Guidelines

## Logo on Photographs



Correct logo use: White Reversed ✔



Photo too dark for positive logo version ✘

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 ✔



Image area too light to see this logo version ✘

## No Modifying Colours



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 Tourism Style Guidelines

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## 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 0-0-0-0

RGB 255-255-255

HEX #FFFFFF

### Charcoal

Pantone 432C

CMYK 20-0-0-85

HEX #333F48

Secondary Colours

# Bundaberg Tourism Style Guidelines

## 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

<b>Teal</b> Pantone 326 C Pantone 3262 U CMYK 80-0-40-0 RGB 0-178-169 HEX #00B2A9	<b>White</b> CMYK 0-0-0-0 RGB 255-255-255 HEX #FFFFFF
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Secondary

<b>Dark Teal</b> Pantone 7714 C Pantone 321 U CMYK 100-0-45-30 RGB 0-129-125 HEX #00817D	<b>Wattle</b> Pantone 7404 C Pantone 7404 U CMYK 0-15-82-2 RGB 251-208-72 HEX #FBD048	<b>Coral</b> Pantone 710 C Pantone 710 U CMYK 0-88-65-0 RGB 224-62-82 HEX #E03E52	<b>Jacaranda</b> Pantone 7655 C Pantone 2415 U CMYK 43-78-18-5 RGB 161-90-149 HEX #A15A95	<b>Stone</b> Pantone 7534 C Pantone 7534 U CMYK 8-11-31-5 RGB 222-208-173 HEX #DED0AD	<b>Ocean</b> Pantone 2132 C Pantone 2132 U CMYK 87-64-0-0 RGB 54-90-189 HEX #365ABD	<b>Slate</b> Pantone 2176 C Pantone 2176 U CMYK 36-20-19-0 RGB 166-184-193 HEX #A6B8C1
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Gradients

<b>Teal Gradient</b>	<b>Wattle Gradient</b>	<b>Coral Gradient</b>	<b>Jacaranda Gradient</b>	<b>Stone Gradient</b>	<b>Ocean Gradient</b>	<b>Slate Gradient</b>
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Tertiary

<b>Dark Wattle</b> CMYK 0-45-88-3 RGB 249-157-67 HEX #F99D43	<b>Dark Coral</b> CMYK 10-100-77-21 RGB 179-22-51 HEX #B31633	<b>Dark Jacaranda</b> CMYK 47-83-25-31 RGB 113-55-98 HEX #713762	<b>Dark Stone</b> CMYK 20-26-42-27 RGB 159-142-118 HEX #9F8E76	<b>Dark Ocean</b> CMYK 92-74-0-18 RGB 33-72-143 HEX #21488F	<b>Dark Slate</b> CMYK 55-31-29-35 RGB 88-111-120 HEX #586F78
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Text

<b>Charcoal</b> Pantone 432 C Pantone Black 6 U CMYK 20-0-0-85 RGB 51-63-72 HEX #333333
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### 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.

# Bundaberg Tourism Style Guidelines

## Typography - Casual

There are three different fonts sets used in creating 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.

### LOGO, HEADER & TITLE FONTS

# Alive

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

### EMPHASIS FONT

*Authenia - Textured*

*Authenia - Solid*

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

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

### BODY COPY

## Sansation

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

# Bundaberg Tourism Style Guidelines

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## 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

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

#### *Authenia - Textured or Solid*

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

### EMPHASIS FONT

#### *Authenia - Textured or Solid*

### BODY COPY

#### Sansation