

BRAND STANDARDS MANUAL

**TOURISM
WEST
COAST**

SEPTEMBER 2016

Contents

Master Brand	4
Colour version	4
Mono version	5
Clear space requirements	6
Use and sizing	7
Usage	8
Co-branding horizontal	9
Co-branding vertical	10
Brand Elements	11
Tagline	11
Single words and icons	12
Tagline usage	13
Colour	14
Palettes	

Typography	15
Typefaces	15
Typeface use	16
Photography	17
Format and dimensions	
Collateral	18
Poster example	

Thanks for playing your part in building our brand.

Our brand is a collection of experiences that create an image of the West Coast in the minds of our stakeholders. An important part of creating a strong brand resides in the name, logo, advertising and communication. Our reputation and personality is also based on people's experience of the business, from the quality of our product, to interactions with our staff and operators. Every experience contributes to this impression. Therefore we all have an important role in managing and implementing our brand and building the reputation of the West Coast domestically and internationally.

A handwritten signature in blue ink, reading "Jim Little". The signature is stylized with a large, flowing "J" and "L".

Jim Little
CEO
Tourism West Coast

Master Brand

Full Colour Version

The cornerstone of our identity program is the logo which symbolises the unique nature of the West Coast.

The logo is available in eight versions in total. In colour and mono, positive and reverse, square and landscape.

Primary Logo: Full colour

The primary logo is to be used whenever possible and can be used in black or white depending on the contrast of the background.

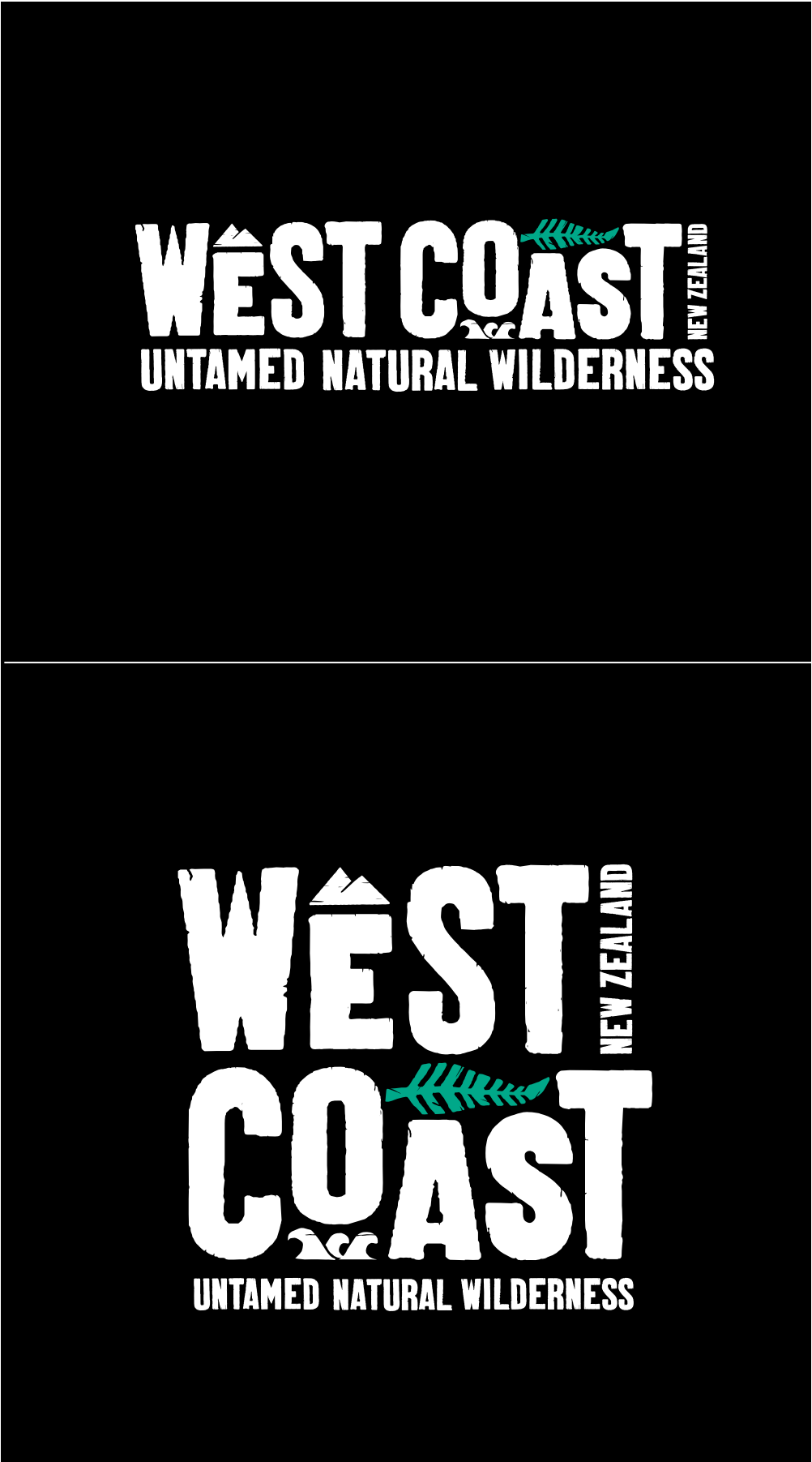
Secondary Logo: Full colour

To be used only when the primary logo is not suitable, can be used in black or white depending on the contrast of the background.

Primary



Secondary



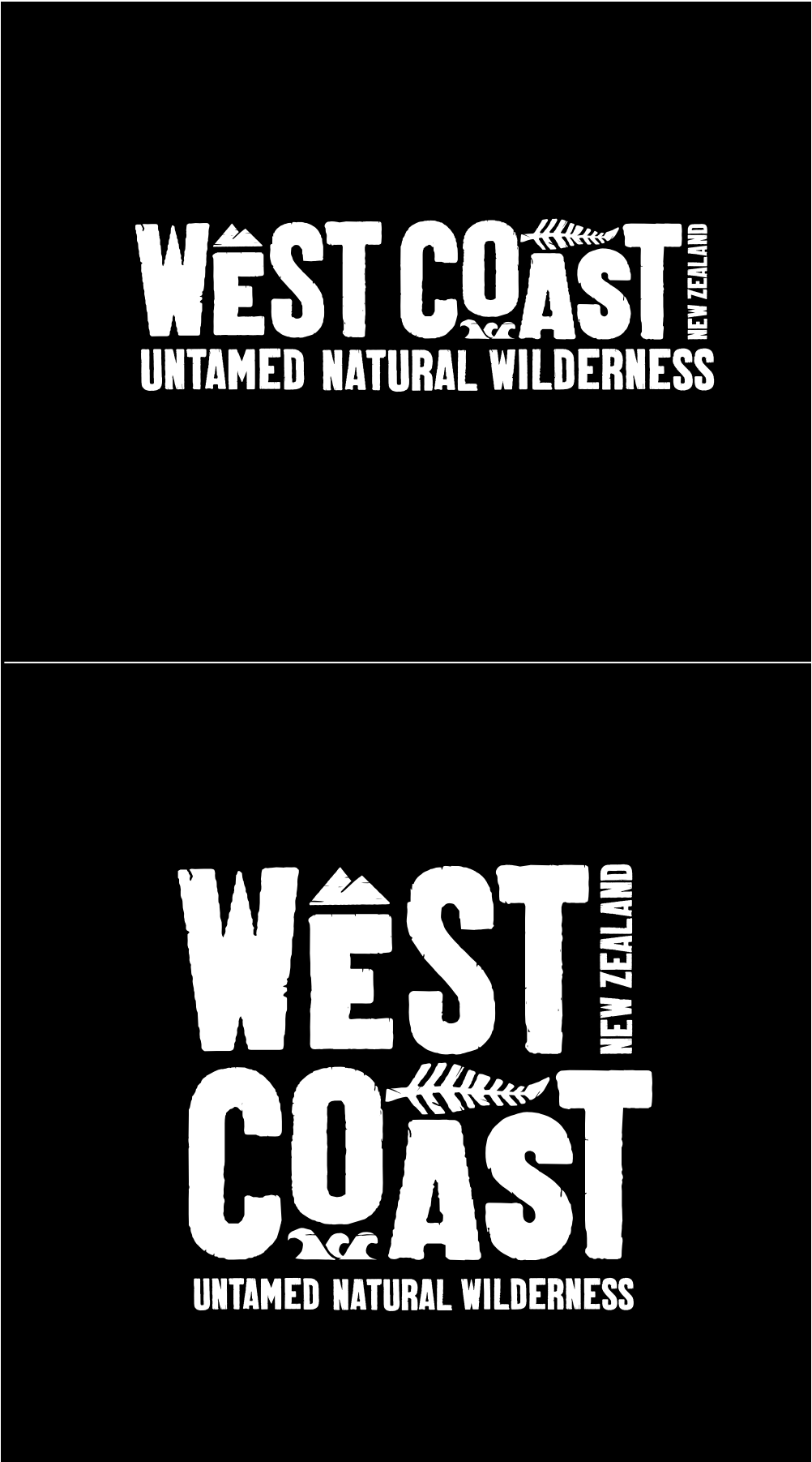
Master Brand Mono Version

Wherever possible, the full colour version of the logo should be used. However, in situations where the full colour logo is not appropriate (e.g on coloured backgrounds or over photography) the mono version may be used.

Primary



Secondary



Master Brand

Clear Space

Keeping a clear area around the logo is essential to achieving consistent presentation. Unless you are creating a specialised application with its own guide, the clear space shown must be adhered to.

This is calculated by using the guide shown here:

Primary



Secondary



Master Brand

Use and sizing

The minimum size the TWC logo is based on readability of text and clarity of the graphics when printed at smaller sizes. The minimum size of the mark depends on which version is being used, all of which are shown here.

Minimum sizing — Primary logo (without tagline)



Minimum sizing — Secondary logo (without tagline)



Minimum sizing — Primary logo (with tagline)



Minimum sizing — Secondary logo (with tagline)



Incorrect usage

X



X



X



X



X



X



Proportional changes

Do not change proportional and positional relationships of the logo elements, or skew or distort the forms in any way.

Colour alterations

Do not change the colours of any elements in the logo, or introduce additional colour elements.

Detailed, inappropriate background

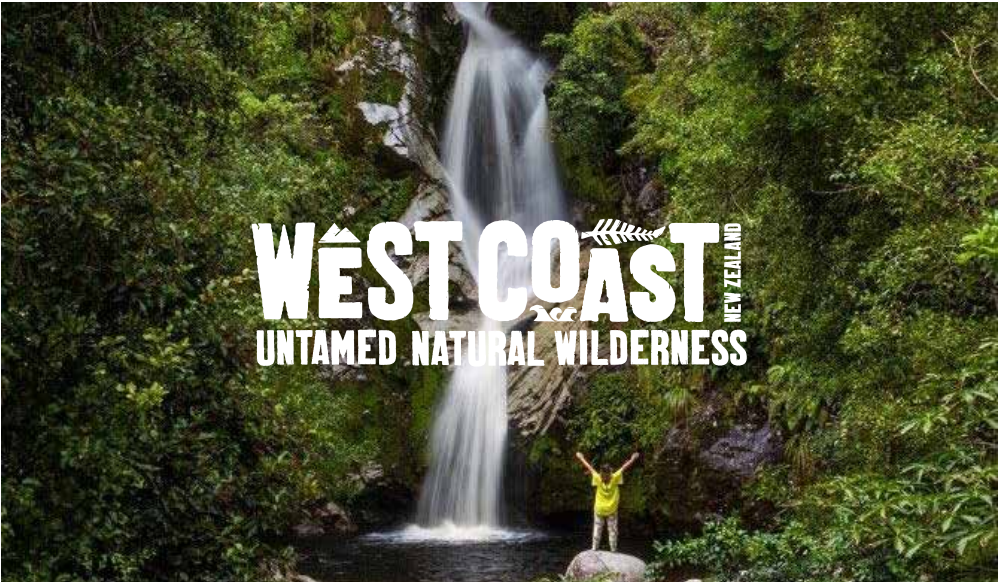
Do not place the logo on inappropriate colours or detailed backgrounds that inhibit the readability of the forms.

Master Brand Usage

Depending on the nature of the image or background, the logo can be overlaid in either black or white.

In any case, sufficient contrast should occur between the logo mark and background to retain readability.

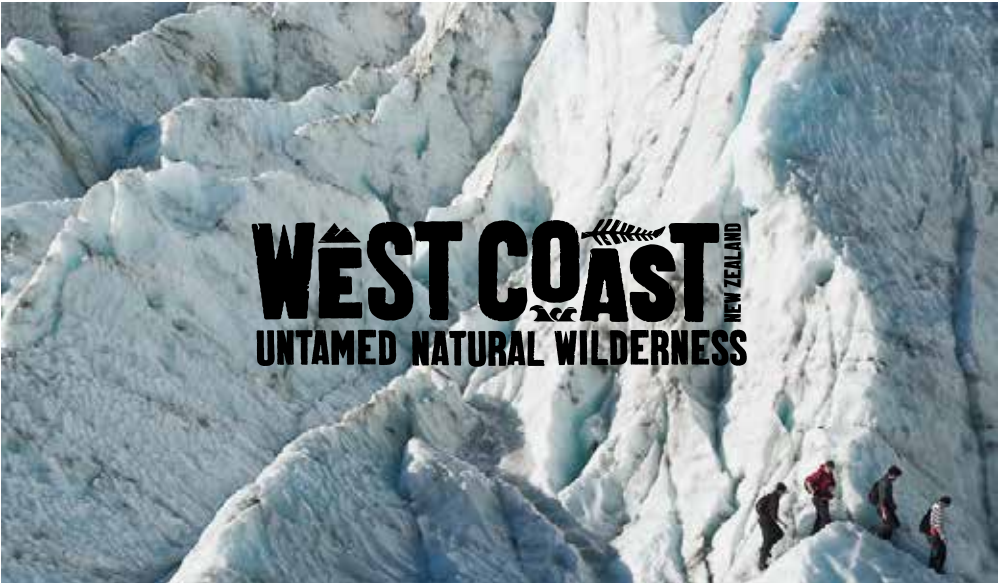
When using a dark toned image, the white version of the logo should always be used.



When using the positive, full colour version of the logo it should always be on a white background.



When using a light toned image, the black version of the logo should always be used.



When using the negative, full colour version of the logo it should always be on a black background.

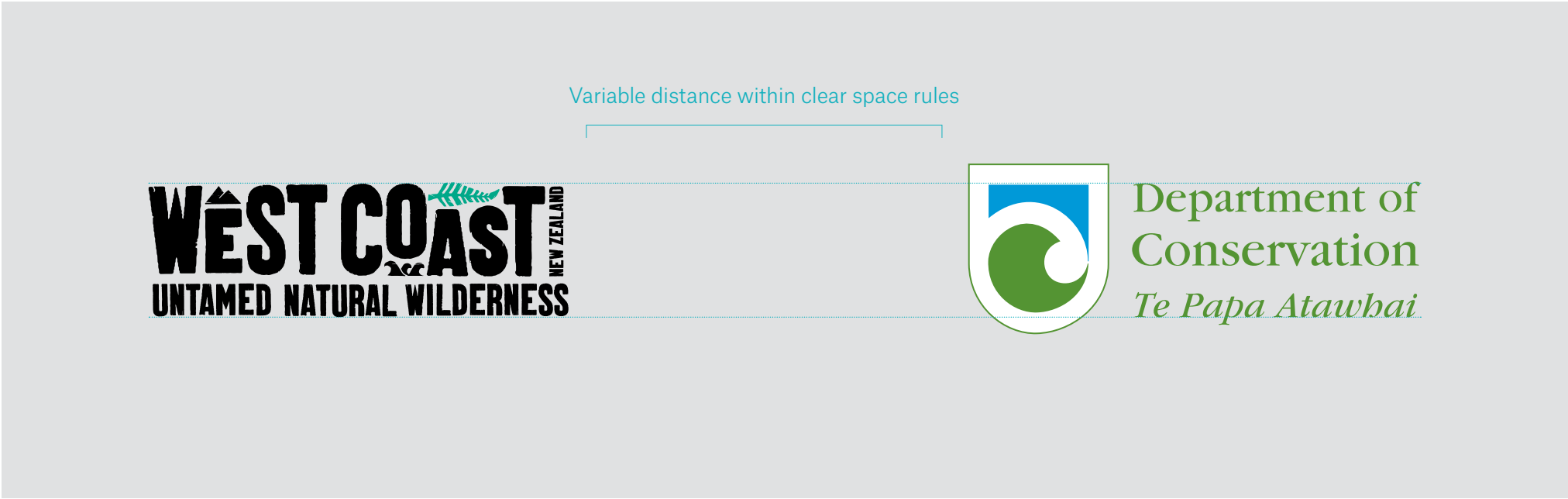


Master Brand Co-Branding

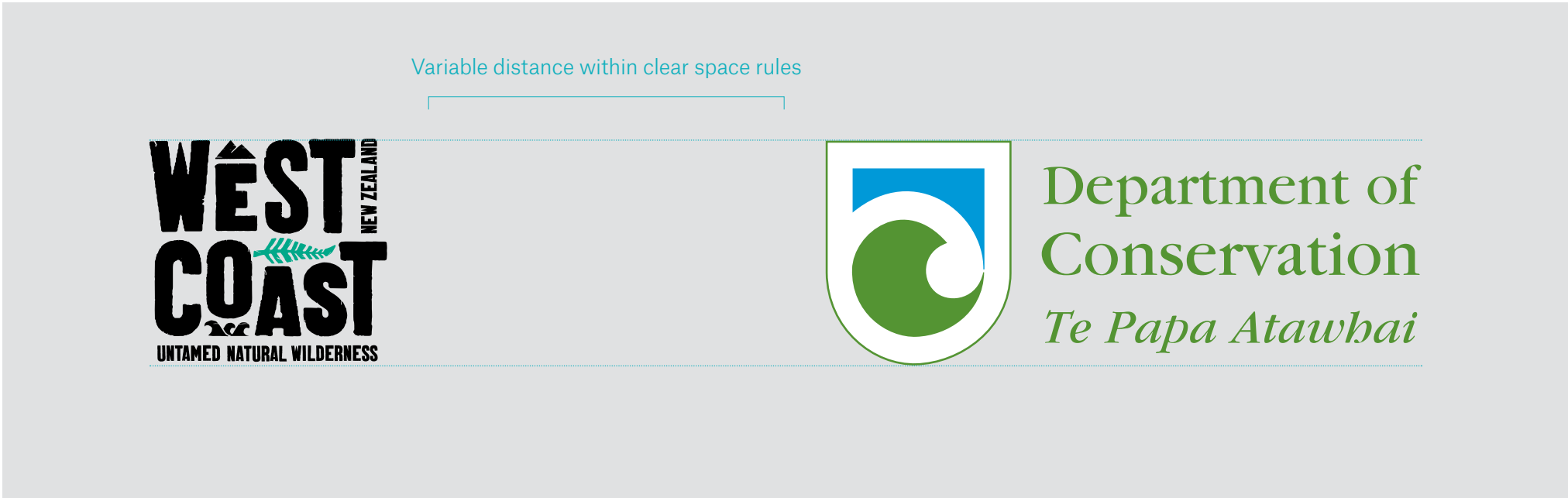
In some situations, co-branding circumstances may arise where the TWC brand sits alongside others.

These guidelines show the sizing and alignment rules and how they apply across the two logos.

Primary logo — Horizontal stacking

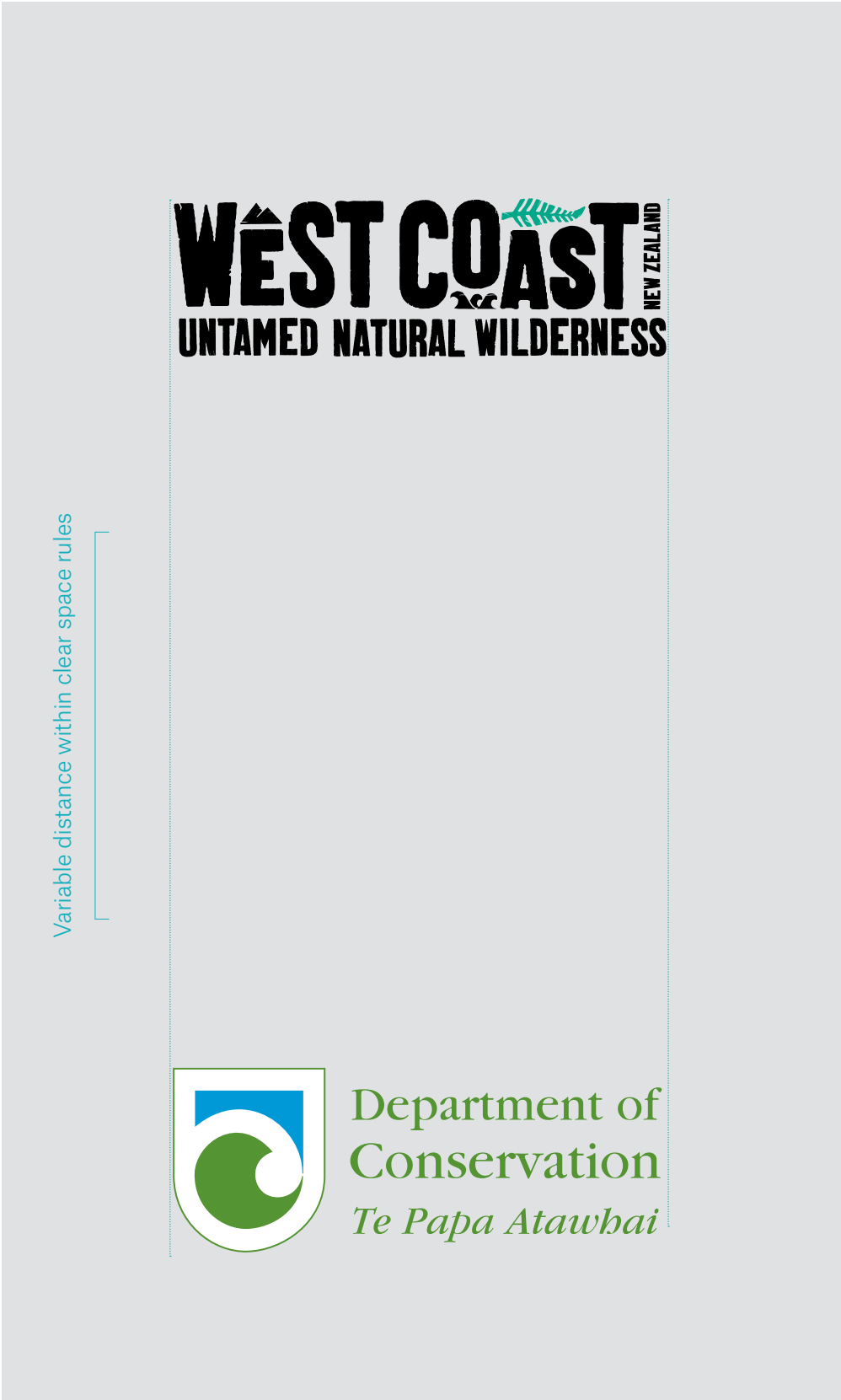


Secondary logo — Horizontal stacking

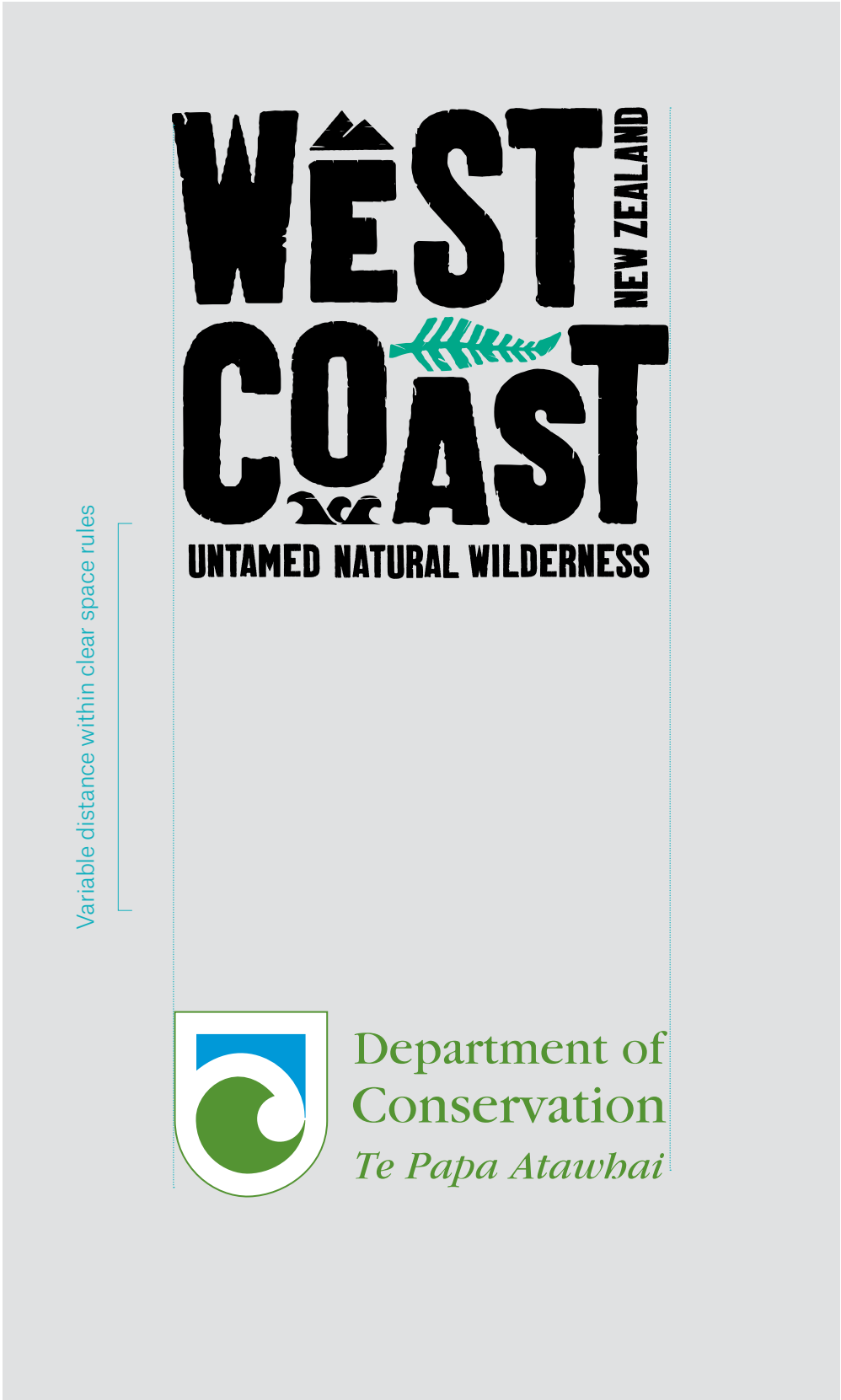


Master Brand Co-Branding

Primary logo — Horizontal stacking



Secondary logo — Horizontal stacking



Brand elements

Tagline

The tagline is the central proposition of the coast and underlies how we describe and present the coast.

The stacked version of the tagline should be used primary in pure branding applications.

Primary tagline lockup



Full colour version



Brand elements

Single words and icons

The single word variants of the tagline should be used alongside hero imagery that matches each word in high-level branding applications.

Optionally the matching icon can be used to provide further emphasis.

Untamed



Natural



Wilderness

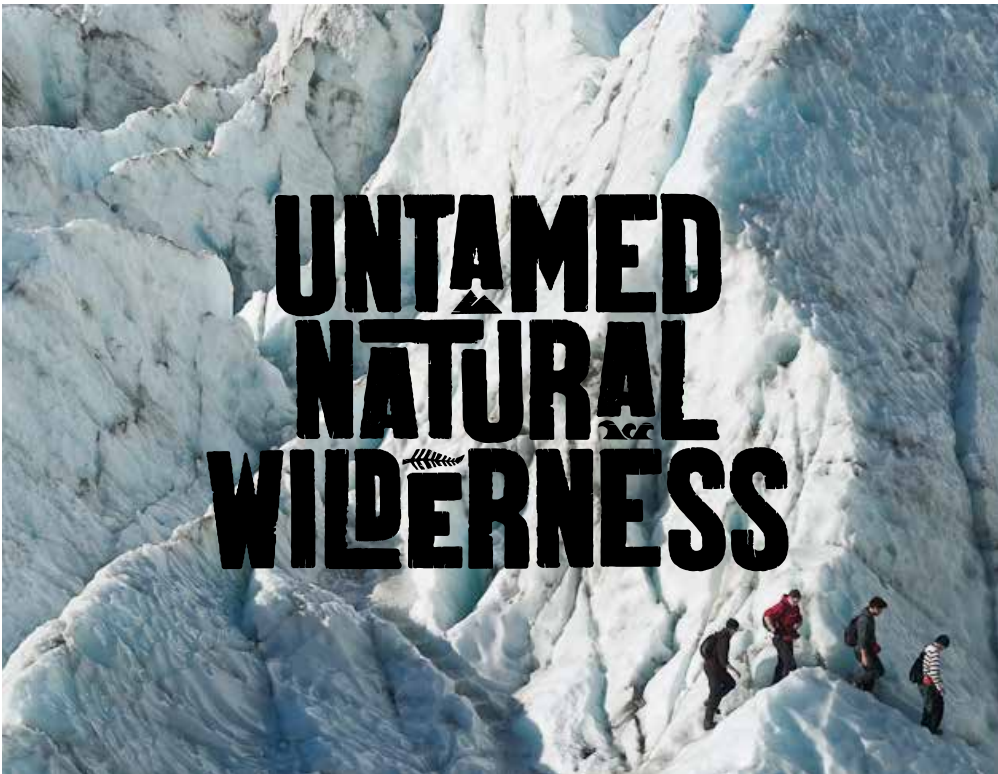


Brand elements

Tagline usage

Mono tagline usage

The mono colourway should always be used when overlayed on imagery.



Full colour tagline usage

The full colour version should always be used on either a black or white background.

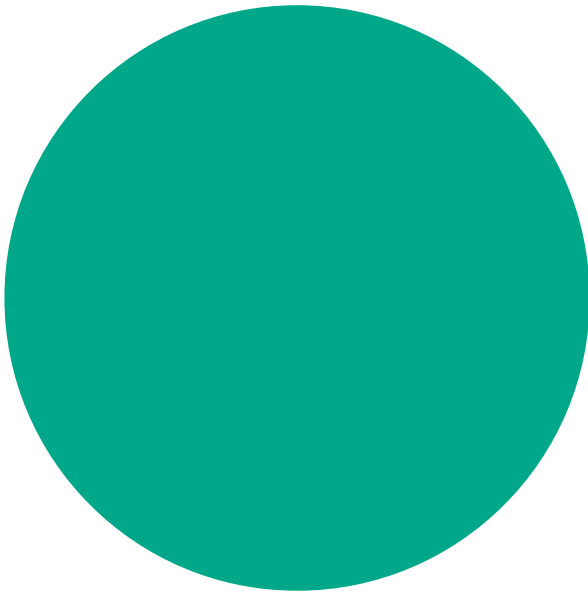


Colour Palettes

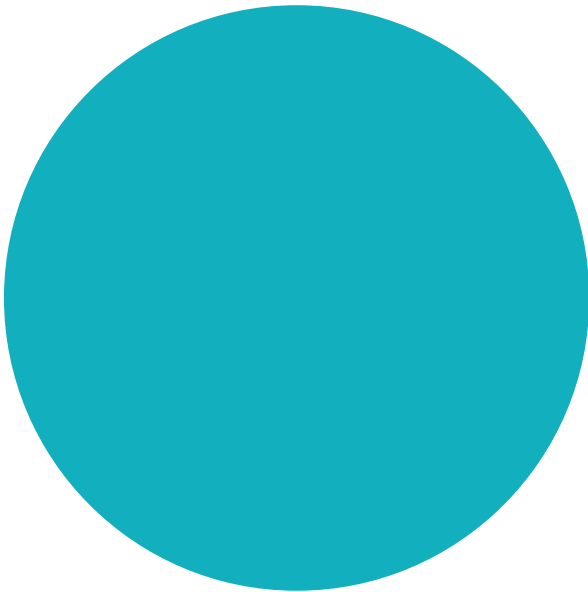
The brand colour palette is based on the unique hues present on the West Coast. Used sparingly they add warmth and visual interest to our brand.

Always use the correct colour specification for the medium.

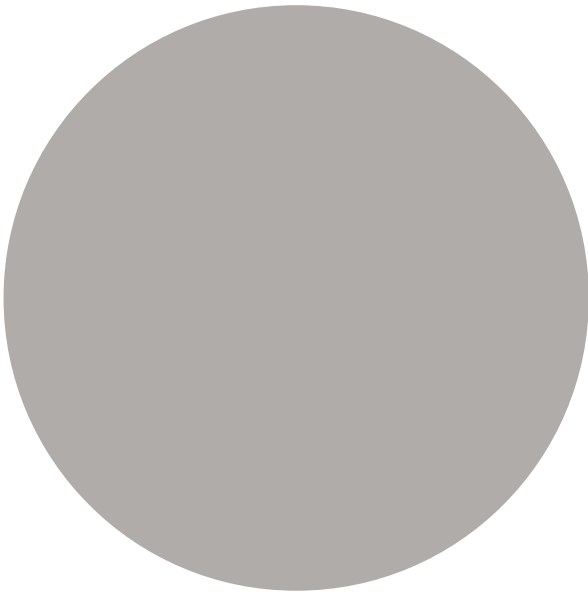
Pounamu
C_100 M_0 Y_63 K_0
R_0 G_168 B_137
Pantone coated 2243C
Pantone uncoated 334U



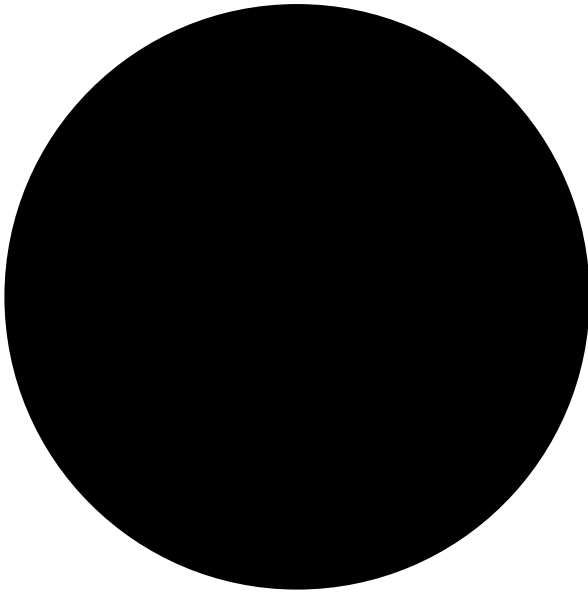
Tasman
C_74 M_7 Y_26 K_0
R_17 G_176 B_190
Pantone coated 7709C
Pantone uncoated 7709U



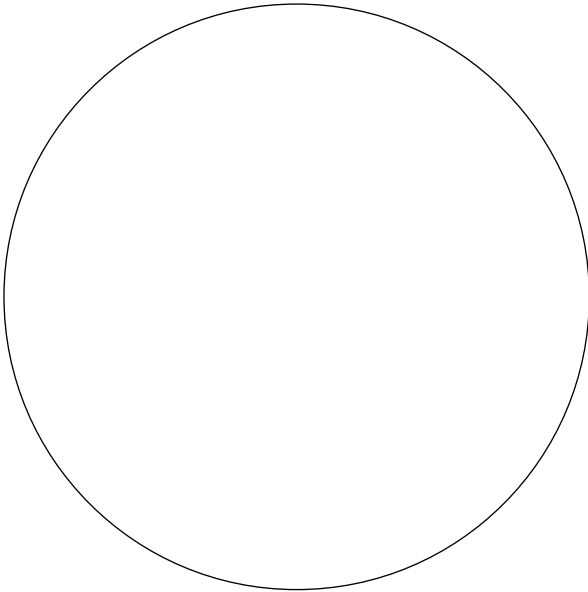
Mount Cook
C_33 M_28 Y_29 K_0
R_175 G_172 B_170
Pantone coated Cool Gray 6C
Pantone uncoated Cool Gray 6U



Black
C_0 M_0 Y_0 K_100
R_0 G_0 B_0



White
C_0 M_0 Y_0 K_0
R_255 G_255 B_255



Typography

Typefaces

Kapra bold is the preferred typeface for headings for any professional marketing collateral, advertising or online communication for TWC.

For any body copy, the Brown Std font family is the preferred typeface. The light version should be used for the majority of communications, but where emphasis or importance is needed, the heavier weights may also be used.

For headlines

KAPRA BOLD

A CONDENSED SANS
SERIF TYPEFACE.

For body copy

Brown Std

A contemporary sans serif typeface with geometric forms, which is readable even at small sizes.

REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

EXTRA BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brown Std Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brown Std Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brown Std Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brown Std Regular Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brown Std Regular Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brown Std Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography

Typeface use

Fonts in use

Headings

Kapra —
Bold, uppercase

KAPRA BOLD FOR
HEADINGS AND
BREAK-OUTS TO
HIGHLIGHT IMPORTANT
INFORMATION

Intro paragraphs

Brown Std —
Bold

Brown Std Bold for introduction paragraphs
across all collateral in the new West Coast
brand. Brown Std Bold for introduction
paragraphs across all collateral in the new
West Coast brand.

Body text

Brown Std —
Light

Enderovid es que ni vidust paribusci
simintem veritibea sam im esciis
doloreiusant dolores ecullac errorroriam ant
in erro etur as pel ius suntur accuptur? Quia
nectatur, consequo volorenis sit es eaque
volore venet plabo. Itat ipidistin porrum cus,
corum is dolorer ovidell aborio quo quam
volut audis sum ullacim usciis estotatur
simus, quunt, con comniet volorendae
restrum que es ipis inctatum et aut peribus
niant.

Imolect emolupt ationsed molut facearchiti
ipsam dolorio dis repe ne prerupt atentur
ectatur solupis nullecum eum quam sunt
officia sincto maionse rnatecat estiati
beatqua eceaquia soluptatus volupta
consequ untur, comnimus quo mintendiatur
sim fugia qui dente peles et quosam eiur?
Quid ut aborem venda nem et dessequamus
et utatiumquis a nobita eiumquas porrum
quidiam quibus dolum quam quam,
omnimusdam et quatur?

Photography Format

A key aspect of the photography is perspective. The juxtaposition of tiny people enjoying the mighty nature of the West Coast. It's about creating the sense of awe and wonder for the natural environment.

To create this look, the sizing and relationship of the people and nature needs to be carefully considered, and the proportions should never exceed 1:4.

To give the right feeling their must ideally be at least two people in each shot. People should be wearing a mix of 'outdoorsy' and street clothes. Locations should look accessible to the average tourist.

Dimensions

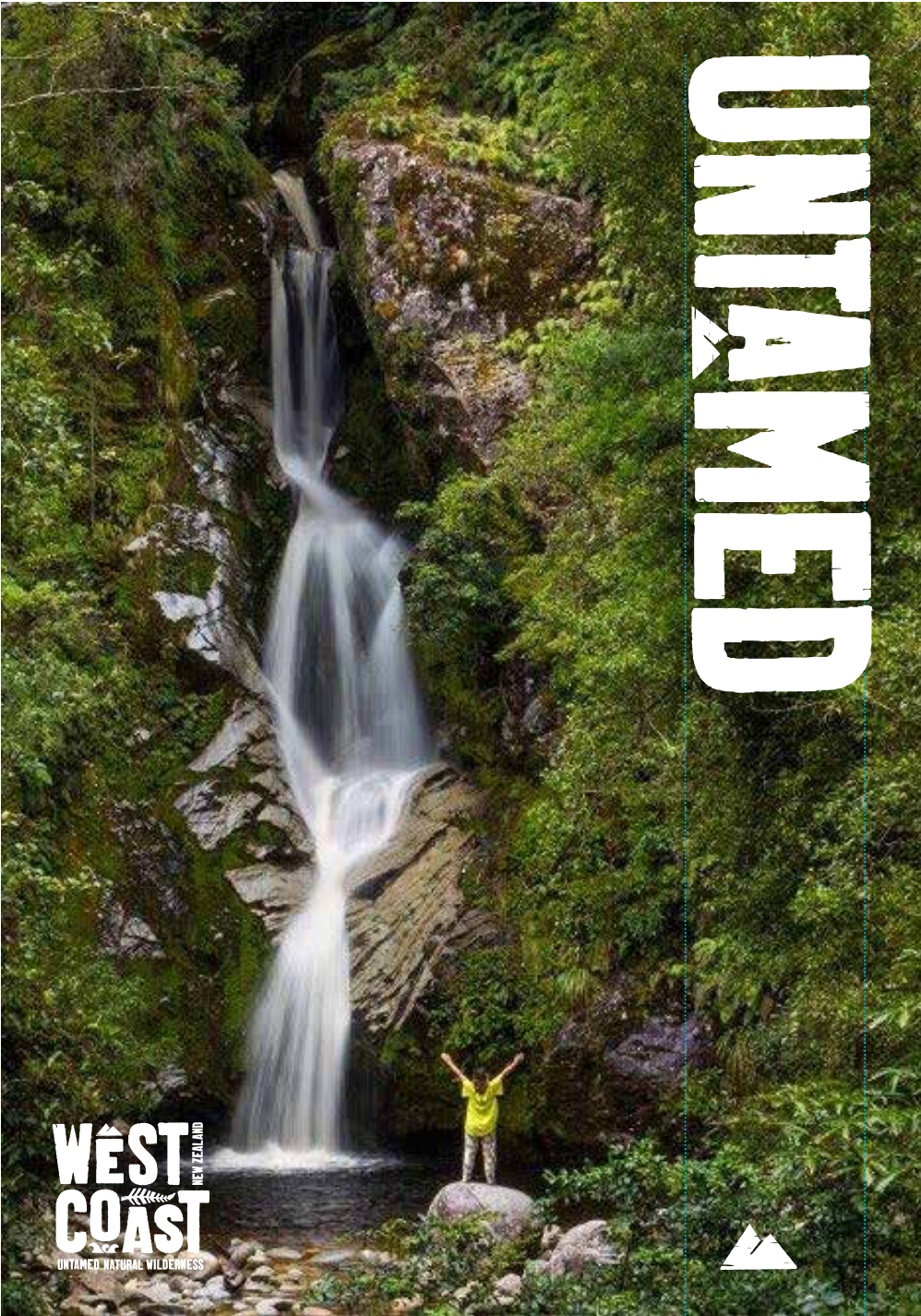


x

0.25x

Collateral example
Poster

Dimensions



x

0.20x

