TOWNSVILLE
NORTH QUEENSLAND

Style
Guide

TOWNSVILLE
NORTH QUEENSLAND

A document to help you understand and look after our brand.

This Style Guide is to be used as a tool for understanding the Townsville North Queensland brand.

Helping users to gain an understanding of the brand itself and help collaborators to develop brand consistency and recognition throughout their visual outcomes when using our brand elements.

PLEASE NOTE

This Style Guide is accompanied by a second document - **Townsville North Queensland Brand Guidelines**, for a more in depth understanding please contact *hello@townsvillenorthqueensland.com.au* to secure.

BROADWATER NATIONAL PARK
ABERGOWRIE STATE FOREST

TOWNSVILLE
NORTH QUEENSLAND

A fresh,
fun, authentic
brand awaits.

JOHN BREWER REEF - GREAT BARRIER REEF

TOWNSVILLE
NORTH QUEENSLAND

Brand Story

There's a lot to love about the Townsville North Queensland region.
We are the **authentic heart of regional Queensland**.

We'd love to share our **hidden treasures**, our **magical beauty** with special people - Curious explorers, as opposed to 'fly and floppers' wanting everything served up to them on a platter.

Yes, we've got **luxurious** pools to laze by and **hatted restaurants** to graze. But for those seeking **new experiences**, we have so much just waiting to be explored. **Serendipitous surprises**. **New stories**. **Joy**. **Wonder**. We have a passion for our **natural wonders** that stretch from Charters Towers to our magnetic coast. We're proud of it. We preserve it.

We have a song in us which we'd love to share.

📍 CASTLE HILL - TOWNSVILLE

Our brand promise:
Discover the unexpected.

TOWNSVILLE
NORTH QUEENSLAND

The stuff the best kind of adventure stories are made of. And what our Curious Explorers live for! Leveraging our strengths and unrivaled power to surprise and delight our visitors.

Discovering something you didn't know you were looking for or think possible. Experiencing something new, different, or familiar, but with a twist. Sparking feelings of surprise and delight. Fascination and wonder. Opening your eyes to the world around you.

Our brand opportunity

A place that's transforming. Lesser known and often underestimated –we're genuinely ripe for discovery.

An offer increasingly relevant to the mindset of the emerging Experiential Traveller audience.

We're for Curious Explorers

Open-minded & curious.
Not afraid to be different.
Seek places of substance.

Our core values

- Inquisitiveness
- Originality
- Determination
- Fun
- Belonging

Tone of voice

- Playful
- Insightful
- Genuine
- Passionate

Visual codes

- Colour and contrast
- Wide angles, expansive views
- Points of interest and intrigue
- Raw and unfiltered

Positioning pillars

- Fresh Perspectives
- Lost Worlds
- Taking it to the next level
- Eclectic Twist

Tone of voice.

Our unique personality is captured in our tone of voice.

It's also how we distinctively stand out in a cluttered tourism landscape.

Playful

WE ARE

- Bright and upbeat.
- Not afraid to reveal our quirk and flair.
- Avoiding tired Tourism industry vernacular.

WE'RE NOT

- Flamboyant or attention-seeking.

Insightful

WE ARE

- Interesting and thought-provoking.
- Being highly attuned to ourselves and others.
- Seeing and putting words to unspoken, interesting human-truths.

WE'RE NOT

- Over-intellectual or self-involved.

Genuine

WE ARE

- Uncomplicated and
- Straight-talking.
- What you see is what you get.
- An instant mate who loves a yarn.

WE'RE NOT

- Narrow-minded or one-dimensional.

Passionate

WE ARE

- Energetic and driven.
- Always willing to give things a crack.
- Always looking on the bright side.
- Putting your whole heart into everything you do.

WE'RE NOT

- Boring or shy.

TEXAS LONGHORN TOURS - CHARTERS TOWERS

How to use *(AND NOT TO USE)* our brand assets.

You may only use the Townsville North Queensland Brand Assets provided by Townsville North Queensland and as in accordance with the Brand and Style Guidelines, including the do's and don'ts outlined below:

• **Do not** use the Townsville North Queensland Brand Assets as part of any of your own trademarks, logos, company names, icons, product or feature names, domain names, social media handles, or avatars. For example, do not physically combine or intermingle any Townsville North Queensland Brand Assets with your own trademarks or logo; they must remain separate.

• **Do not** modify the Townsville North Queensland Brand Assets in any way, including by changing any colors or dimensions, obstructing or printing over any part of the asset, or adding your own design elements.

• When you are designing your own website and marketing materials, **do not** imitate the distinctive look and feel of any of Townsville North Queensland's website, apps, logos, trade dress, slogans, taglines, color scheme, icons, or marketing materials.

• **Do not** use any Townsville North Queensland Brand Asset in a damaging or derogatory way, or in connection with any social media.

The brand mark and tagline are currently undergoing trademark registration.

If you have questions about this guide or proper use of the brand assets, please contact *hello@townsvillenorthqueensland.com.au*

PRE APPROVAL PROCESS

We love our brand and can't wait to see it out in the wild. For collaborations or approval to use any of the brand assets in your own marketing, please ensure you reach out to receive pre-approval before any marketing is released to the public.

Send an email to our team via
hello@townsvillenorthqueensland.com.au

TOWNSVILLE
NORTH QUEENSLAND

Primary logo mark

The full colour (teal) version of the Townsville North Queensland logo is the preferred version and should be used where possible.

The mono (black) and reverse (white) versions of the logos may appear over uncluttered imagery and block colouring. Making sure that the contrast between the logo and image is high enough to maintain legibility.

Versions

PNG files support transparency and are good for web and Microsoft Office usage if the file size is not too large.

JPEG files are good for web due to the ability to manage file size, but lossy compression is used and transparency is not supported.

EPS files contain PostScript code, which is used for storing font and vector image information and doesn't lose quality when scaled to a large size.

PMS a universal color matching system used primarily for printing, Pantone Matching System.

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TOWNSVILLE
NORTH QUEENSLAND

teal waters

TOWNSVILLE
NORTH QUEENSLAND

mono

TOWNSVILLE
NORTH QUEENSLAND

reverse

The full colour (teal) version of the Townsville North Queensland tagline is the preferred version and should be used where possible.

The mono (black) and reverse (white) versions of the logos may appear over uncluttered imagery and block colouring. Making sure that the contrast between the logo and image is high enough to maintain legibility.

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UP for UNEXPECTED

teal waters

UP for UNEXPECTED

mono

UP for UNEXPECTED

reverse

The logo mark lockup is used as our primary identifying mark.

There are two lockup versions, one with th tagline sitting first then logo and the second version is opposite. There are two options as different applications may require different version placement.

The full colour (teal) version of the Townsville North Queensland logo lockup is the preferred version and should be used where possible.

The mono (black) and reverse (white) versions of the logos may appear over uncluttered imagery and block colouring. Making sure that the contrast between the logo and image is high enough to maintain legibility.

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teal waters

mono

reverse

TOWNSVILLE
NORTH QUEENSLAND | UP FOR UNEXPECTED

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The stacked lockup is to only be used where the other logo versions are not suitable, not for primary use only when needed to suit a specific graphic size/location.

The mono (black) and reverse (white) versions of the logos may appear over uncluttered imagery and block colouring. Making sure that the contrast between the logo and image is high enough to maintain legibility.

teal waters

mono

reverse

In the instance where the Townsville North Queensland logo should need to be co-branded with another organisation, use these examples to place logos together to create a dual logo lockup.

The 'clear zone' around the logo should be no smaller than the size of the letter 's' in the logo at the time.

If needed, place a thin separating line to help differentiate the separation but also help the two logos to align well together.

This separating line is 0.25pt and 70% Black in colour.

Council mockups

In the instance where the Townsville North Queensland logo should need to be co-branded with another organisation, use these examples to place logos together to create a dual logo lockup.

If you find the colours of both logos are conflicting with each other or the creative output, stick to using the negative and mono versions of the Townsville North Queensland and specified regional log to help combat this.

Townsville

Burdekin

Charters Towers

Hinchinbrook

Incorrect usage

It is critical that the Townsville North Queensland logo appears accurately and consistently.

Do not distort the logo. Ensure proportions remain correct when scaling.

Do not rotate the logo.

Do not remove any elements or crop the logo.

Do not alter the colours of the logo or add outlines.

Minimum size

The logo needs to be large enough and have a clear zone around it to be most effective.

The minimum print reproduction size of the logo is 15mm wide.

25mm

20mm

Tagline

50mm

40mm

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Clear zone

The clear zone should always be free of any other imagery, graphics or text in order to preserve the logo's integrity and legibility.

The 'clear zone' around the logo should be no smaller than the size of the letter 's' in the logo at the time.

Placement

DO NOT
place the logo inside of shapes.

DO NOT
place logo over busy imagery, over faces or important visual elements within images.

DO
When placing logo over imagery, make sure that the logo is visually readable.

DO
Use block colour to help the logo/messaging stand out of campaign visuals. Making sure the placement of content is visually attractive and easy to read.

Avenir LT Pro

The font family used within the Townsville North Queensland brand is the Avenir Family, a highly legible font that optimises well for print, web, and mobile interfaces.

Depending on the use and application, choose text colour wisely. Sticking to black, grey and white as primary usage. Introducing colour if visually readable and works well with creative output.

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Avenir

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790

Family of 12 styles

35 Light

35 Light Oblique

45 Book

45 Book Oblique

55 Roman

55 Oblique

65 Medium

65 Medium *Oblique*

85 Heavy

85 Heavy *Oblique*

95 Black

95 Black Oblique

Headings, Sub-headings

Avenir 85 Heavy

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790**

Avenir 95 Black

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790**

Body

Avenir 35 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790

Avenir 65 Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790

Palmer Lake Regular

The secondary type used within the Townsville North Queensland brand is **Palmer Lake.**

Strictly to be used as a supporting type element, through heading or other creative campaign uses.

Supporting brand colours are encouraged to be used with this typeface. Being mindful of visual readability of creative output.

PALMER LAKE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Headings

PALMER LAKE REGULAR
PALMER LAKE REGULAR

Body

Avenir 35 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790

Avenir 65 Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790

TOWNSVILLE
NORTH QUEENSLAND

The dominant colour to be used throughout Townsville North Queensland collateral will be **Teal Waters**, tastefully accompanied by the surrounding colour palette.

White, black and grey will be used throughout to anchor graphic elements whilst still using the bold colours, to speak to the brand's playful persona.

White
RGB 255 255 255
HEX #ffffff

Black
CMYK 0 0 0 100

Grey
(Black 70%)
CMYK 0 0 0 100

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TEAL WATERS
CMYK **76 6 39 0**
RGB **16 176 170**
HEX **#10b0aa**
PANTONE **326C**

SUMMER SUNSHINE
CMYK **0 31 100 0**
RGB **253 183 20**
HEX **#fdb714**
PANTONE **7549C**

BLUE SKIES
CMYK **38 0 7 0**
RGB **150 216 234**
HEX **#96d8ea**
PANTONE **304C**

OUTBACK OCHRE
CMYK **17 85 98 7**
RGB **194 72 40**
HEX **#c24828**
PANTONE **7598C**

RAIN FOREST
CMYK **87 30 71 15**
RGB **10 121 96**
HEX **#0a7960**
PANTONE **335C**

PLAYFUL PINK
CMYK **5 64 0 0**
RGB **229 124 178**
HEX **#e57cb2**
PANTONE **231C**

Tints

Tints of primary colours may
be used when full strength
colour application feels too
heavy, or when applying a tint
behind texts, charts or tables.

TEAL WATERS		SUMMER SUNSHINE	
	100%		100%
	80%		80%
	60%		60%
	40%		40%

BLUE SKIES		OUTBACK OCHRE	
	100%		100%
	80%		80%
	60%		60%
	40%		40%

RAIN FOREST		PLAYFUL PINK	
	100%		100%
	80%		80%
	60%		60%
	40%		40%

TOWNSVILLE
NORTH QUEENSLAND

We use images to dimensionalise and add depth, personality, and heart to our brand.

Using images to surprise, delight and create fresh viewpoints, thoughts and positive feelings about what the region has to offer, in a way that is authentically, likeably, and surprisingly 'Townsville North Queensland'.
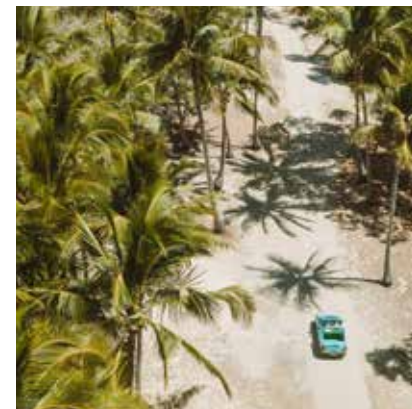
When using imagery think:

Vivid colour and high-contrast

Wide angles and expansiveness

Points of emotive interest or intrigue

Raw, unfiltered and in-the-moment

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Imagery

What to avoid

❌ Scenarios that are not unique to Townsville North Queensland

❌ Stock imagery of generic holiday scenes

❌ Images that feel cluttered or too busy

❌ Gloomy weather & dark lighting

❌ Desaturated or oversaturated images

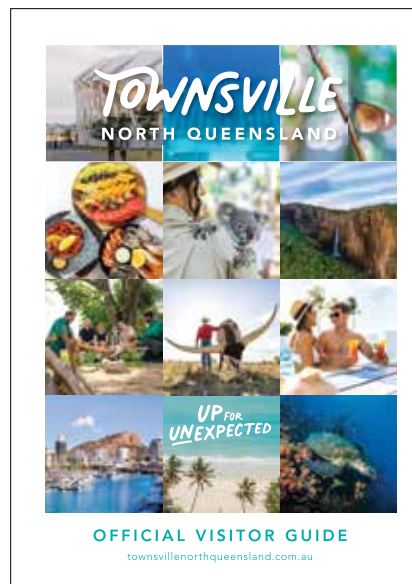❌ People partaking in dangerous activities, such as jumping off rocks, scaling heights, etc.

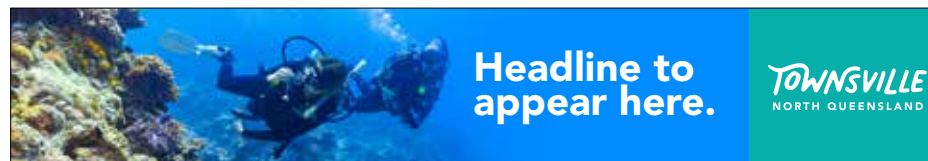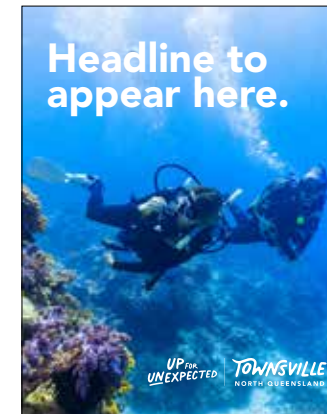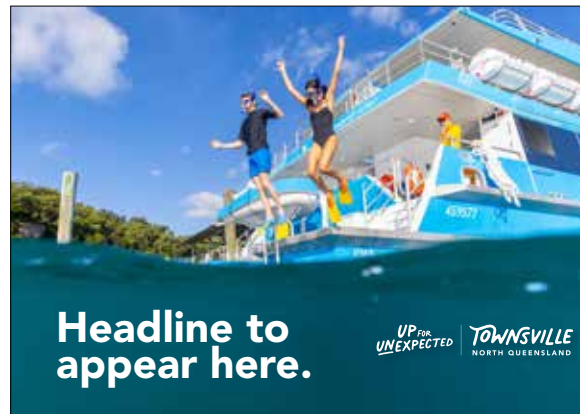When using our assets to design collateral, we want you to think "straight talking", clean and simple. Using fresh modern and colourful imagery that depicts our wonderful region best.

Making sure the imagery used is interactive and depicting people enjoying themselves or a unique angle to evoke intrigue, surprise and delight.

When collateral has a large amount of copy, make sure that the text is displayed as simple as possible whilst also keeping in mind the readability of the content.

Simplicity is key.

JUST THINK:

✓ *SIMPLE*

✓ *CLEAN*

✓ *COLOURFUL*

Headline to appear here.

Headline to appear here.

Headline to appear here.

OFFICIAL VISITOR GUIDE
townsvillenorthqueensland.com.au

BEST HOLIDAY EVER
NO BULL

DIVE DEEPER WITHOUT GOING FURTHER

Thank you for looking after our brand.

UP FOR UNEXPECTED | TOWNSVILLE
NORTH QUEENSLAND