



# Gladstone Region BRAND TOOLKIT

 **Gladstone Region**  
Southern Great Barrier Reef  
Queensland *Where great begins*



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## PURPOSE OF OUR BRAND TOOLKIT

The purpose of this toolkit is to provide you - our valued members and industry partners - with everything you need to benefit from the Gladstone Region brand.

- To ensure all visual communications fit within the Brand Style Guidelines
- To work collaboratively with members to ensure the Brand Style Guidelines are understood and adhered to
- To identify appropriate logos and support files for industry partners and members
- To ensure appropriate digital artwork files are used to produce material representing the Gladstone Region

# Welcome to **GLADSTONE**

Welcome to the Gladstone Region, the engine room of Australia, the Port City to the world and the heart of the Southern Great Barrier Reef. Our diverse region extends inland to Kroombit Tops National Park, north to the tip of Curtis and Northwest Islands and south to Agnes Water and the Town of 1770.

With a combination of unforgettable experiences on offer, you will enjoy the enviable climate which sees temperature vary by just 9 degrees regardless of the season.

Being the gateway to the Southern Great Barrier Reef, our region offers idyllic escapes like no other including internationally renowned Heron Island or the nearby adult-only private hideaway that is Wilson Island.

Take a tour on the 1770 LARC!, wander through the magical Paperbark Forest or book a day trip to Lady Musgrave Island while visiting QTIC's Top Small Tourism Town Winner, Agnes Water and the Town of 1770.

The Gladstone Region is certainly a destination that needs to be experienced to be believed but one thing is for sure...

YOU'LL BE *glad* YOU DID



# Hero EXPERIENCES



## THE SOUTHERN GREAT BARRIER REEF

Walk straight from your private sanctuary on a secluded coral cay into the magical world of the Southern Great Barrier Reef where you can dive with marine locals.



## REGIONAL CHARACTER

Explore towns and country experiences where man, machines and Mother Nature have joined forces in this unique region to power Queensland and provide a healthy outdoor lifestyle.



## FISHING

Treat yourself to the ultimate fishing experience, combining the quest for Barramundi in some of Queensland's top inland fishing spots and spectacular deep sea fishing in the Southern Great Barrier Reef.



## BEACH CULTURE

Join locals as they enjoy a laid back an un-crowded beach lifestyle in coastal communities.

## OUR ASPIRATION

ELEVATING THE GLADSTONE REGION AS A DIVERSE TOURISM AND LIFESTYLE DESTINATION, WHERE GREAT BEGINS, AND EXPERIENCES ARE UNFORGETTABLE.

WITHOUT COLLABORATION THROUGHOUT THE GLADSTONE REGION, OUR BRAND IS NOTHING MORE THAN A LOGO AND A SET OF GUIDELINES. FOR PROMOTION OF THE REGION TO SUCCEED, WE NEED TO WORK TOGETHER TO TELL OUR STORY AND CREATE UNFORGETTABLE EXPERIENCES.



#### COLOUR POSITIVE

TO BE USED IN FULL COLOUR PRINT AND SCREEN APPLICATIONS ON WHITE OR LIGHT BACKGROUNDS ONLY



#### COLOUR REVERSED

TO BE USED IN FULL COLOUR AND SCREEN APPLICATIONS ON DARK BACKGROUNDS ONLY



#### COLOUR REVERSED PINK

TO BE USED IN FULL COLOUR AND SCREEN APPLICATIONS ON DARK BACKGROUNDS ONLY



#### BLACK POSITIVE

TO BE USED IN MONO AND COLOUR APPLICATIONS ON WHITE OR LIGHT BACKGROUNDS



#### WHITE REVERSED

TO BE USED IN MONO AND COLOUR APPLICATIONS ON DARK BACKGROUNDS ONLY

# Logo VARIATIONS

#### WHICH LOGO DO I USE?

ALL GLADSTONE REGION LOGOS ARE AVAILABLE FOR USE. CORRECT LOGO SELECTION DEPENDS ON APPLICATION AND COLOUR BACKGROUND.

#### RULES

BRAND LOGOS MUST NOT BE DIGITALLY ALTERED, ADAPTED OR CHANGED IN ANY WAY WHATSOEVER AND MUST RETAIN THEIR ORIGINAL COLOURS AND PROPORTIONS, IE LOGOS MUST NOT BE DISTORTED OR STRETCHED IN ANY WAY.

ORIGINAL ARTWORK MUST BE USED AT ALL TIMES WHEN CREATING DESIGN, ADVERTISING AND PROMOTIONAL MATERIAL.

ALL DESIGN WORK USING THE GLADSTONE REGION BRAND SHOULD UTILISE THE GLADSTONE REGION BRAND ELEMENTS (LOGO, BRAND COLOURS, FONTS).

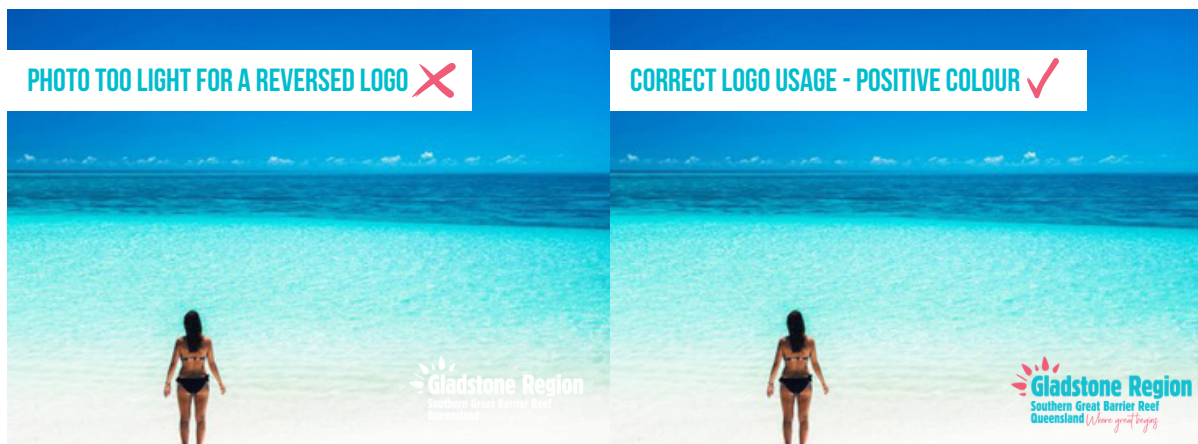


[CLICK ON LOGOS TO DOWNLOAD](#)

# LOGO VARIATION USAGE

## HOW TO USE THE LOGO

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



## What not to do

Do not alter the master logo artwork in any way. Never stretch, recolour, change the typeface or alter the outline in any way.



Do not alter the placement of any elements or use them in isolation



Do not crop



Do not skew or distort



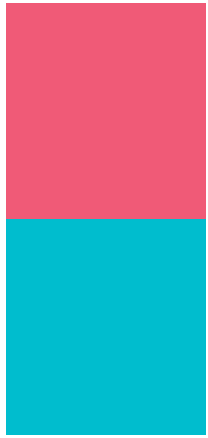
Do not add drop shadows



Do not alter or change the typography



Do not change or alter the colour



## PINK

HEX: F05B78  
RGB: 240 91 120  
CMYK: 0 80 30 0

## TURQUOISE

HEX: 01BDCF  
RGB: 189 207 0  
CMYK: 71 0 20 0



## CORAL

HEX: F9A870  
RGB: 242 121 106  
CMYK: 5 65 55 0

## MANGO

HEX: F9A870  
RGB: 249 168 112  
CMYK: 0 41 60 0

## GRASS

HEX: 95AD56  
RGB: 149 174 86  
CMYK: 40 10 80 10

## WATER

HEX: 87D0D0  
RGB: 136 209 209  
CMYK: 45 0 20 0



# Colour Palette & TYPOGRAPHY

### BEBAS NEUE FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Lato Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Stay Classy Font

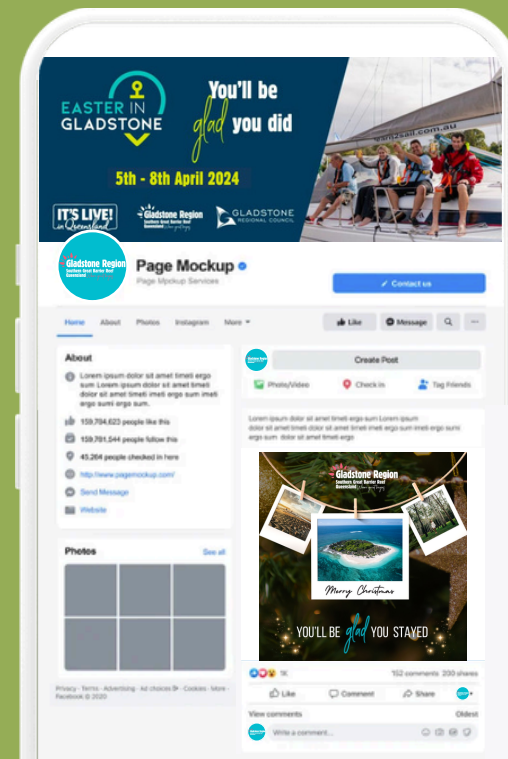
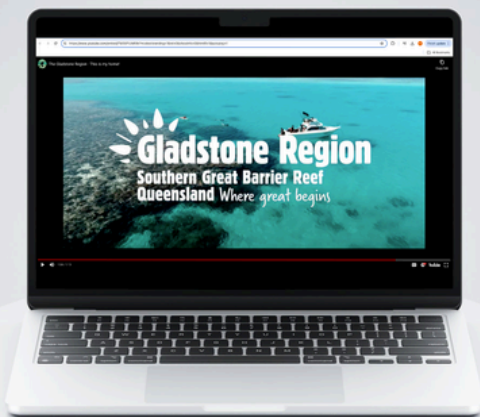
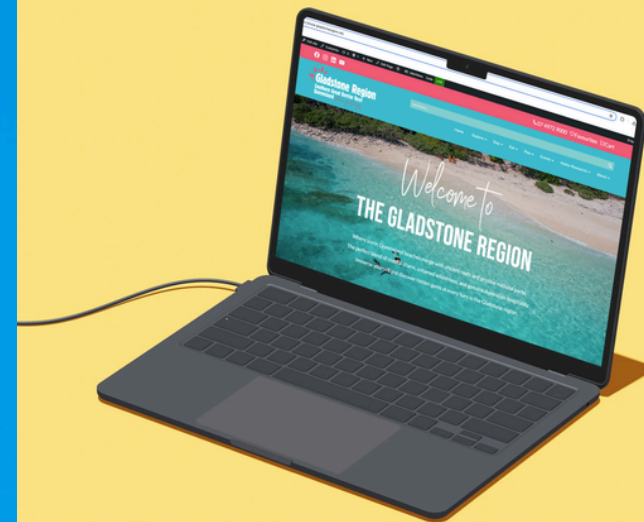
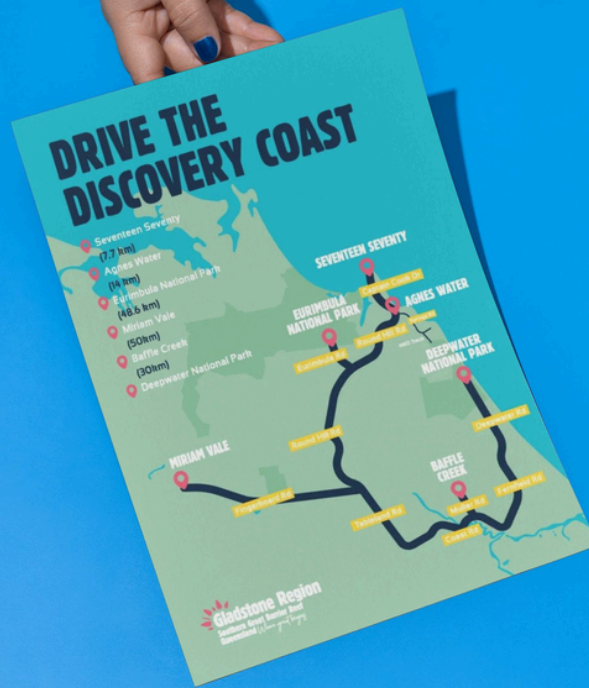
abcdefghijklmnopqrstuvwxyz



# MATERIALS WITH APPLIED BRANDING

Any collateral produced by members or corporate partners portraying the Gladstone Region brand, must be submitted to Gladstone Area Promotion & Development Limited for approval before publishing.

↙ *Let's see some examples!*



# Usage of the **TAG LINE**

**YOU'LL BE** *glad* **YOU DID**  
BEBAS NEUE *STAY CLASSY* BEBAS NEUE



## Customise it!

THE RECENTLY IMPLEMENTED “YOU’LL BE GLAD” TAGLINE HAS BEEN INTENTIONALLY DESIGNED SO THAT OUR OPERATORS CAN CREATE THEIR OWN CUSTOM VERSION OF THE LINE. TO DO SO, SIMPLY COMBINE AN EXPERIENCE THAT BEST DESCRIBES YOUR PRODUCT. FOR EXAMPLE, A FISHING OPERATOR COULD USE YOU’LL BE GLAD YOU FISHED HERE. KEEPING YOUR STATEMENT SIMPLE IS KEY AND BE SURE TO LET YOUR IMAGERY TELL THE STORY.

**YOU DID  
YOU EXPLORED HERE  
YOU SNORKELLED HERE  
YOU ADVENTURED HERE  
YOU STAYED HERE  
YOU FISHED HERE  
YOU CAMPED HERE  
YOU RELAXED HERE  
YOU CLIMBED HERE**

IF YOU’RE UNSURE, CONTACT [MARKETING@GAPDL.COM.AU](mailto:MARKETING@GAPDL.COM.AU)  
OR FEEL FREE TO USE “YOU’LL BE GLAD YOU DID”



# Social Media HASHTAGS & HANDLES

THESE ARE THE RECOMMENDED SOCIAL CHANNELS THAT HAVE BEEN ESTABLISHED BY THE GLADSTONE REGION REGIONAL TOURISM ORGANISATION. THEY ARE DESIGNED TO AMPLIFY CONTENT, CAMPAIGN ACTIVITIES AND ENCOURAGE ENGAGEMENT AND SHAREABILITY OF THE GLADSTONE REGION EXPERIENCE AMONGST CONSUMERS.

 [WWW.GLADSTONEREGION.INFO](http://WWW.GLADSTONEREGION.INFO)

 [WWW.FACEBOOK.COM/GLADSTONEREGION](http://WWW.FACEBOOK.COM/GLADSTONEREGION)

 [WWW.YOUTUBE.COM/THEGLADSTONEREGION](http://WWW.YOUTUBE.COM/THEGLADSTONEREGION)

 [WWW.INSTAGRAM.COM/GLADSTONEREGION](http://WWW.INSTAGRAM.COM/GLADSTONEREGION)

 [@GLADSTONEREGION](https://www.instagram.com/@GLADSTONEREGION)

[#SOUTHERNGREATBARRIERREEF](https://www.instagram.com/#SOUTHERNGREATBARRIERREEF)

[#GLADSTONEREGION](https://www.instagram.com/#GLADSTONEREGION)

[#VISITAGNES1770](https://www.instagram.com/#VISITAGNES1770)



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# COLOUR PALETTE



COLOR DOES NOT  
ADD A PLEASANT  
QUALITY TO  
DESIGN – IT  
REINFORCES IT.

- PIERRE BONNARD



**PINK**

HEX: F05B78  
RGB: 240 91 120  
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Logo  
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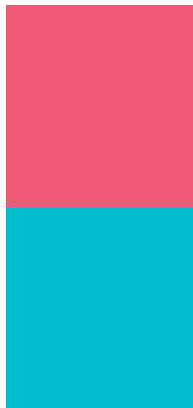
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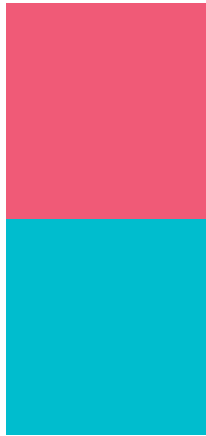
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