



Brand Guidelines

April 2012

Using the Yorke Peninsula logo

In this guide, you will find information on how to use the logo. It is important that the integrity and consistency of the logo is maintained to assist in the effective marketing and recognition of Yorke Peninsula as a brand.

The Yorke Peninsula logo:

- Is the property of Yorke Peninsula Tourism (YPT)
- Can only be used as outlined in this guide
- Can not be used on souvenirs or saleable items without prior written approval
- Can not have any component of the logo used to create a new/different logo
- Can not have any of its components repositioned, removed, replaced or added to
- Can not have its text repositioned, removed, replaced or added to
- Can not be skewed, rotated or scaled disproportionately
- Should have its 'clear space perimeter' maintained
- Should not be used any smaller than 12mm in height

The logo can only be used with Yorke Peninsula Tourism's written permission. Before using the Yorke Peninsula logo, you must complete the 'Yorke Peninsula Logo Request' form to provide details of how/where you would like to use the logo and submit it for approval to:

Yorke Peninsula Tourism
PO Box 417 Kadina SA 5554
admin@yorkepeninsula.com.au
Ph 08 8821 2663

Please note: Approval may take up to 30 days.

If you have been granted permission by YPT to use the Yorke Peninsula logo, your use will be subject to the following terms:

- That Yorke Peninsula Tourism is the owner of the Yorke Peninsula logo and that your use of the logo is subject to YPT direction. This includes the right to refuse the use of the logo or to ask that the logo no longer be used in your advertising and marketing material
- That you will follow the standards as outlined in the Yorke Peninsula Brand Guidelines
- That any direction for adjustments to artwork in regard to the logo made by YPT will be carried out by the user and a further proof/sample provided to admin@yorkepeninsula.com.au
- That you will only use the Yorke Peninsula logo on the material you have outlined in your application. Any additional or varied use will require further written approval.



Richard Davis
Chairman
Yorke Peninsula Tourism

Master logo

Full colour logo

Wherever possible the 'full colour logo' should be used as shown, without being distorted.

Elements of the logo should not be used separately. For example, do not remove the waves to use as a graphic alone.

Full colour logo works best on a white background. Secondary the logo can be used on black or very light shades of blue and yellow.



Aqua

PMS 3125 C

c - 83

m - 0

y - 21

k - 0



Yellow

PMS 123 C

c - 0

m - 24

y - 94

k - 0



Blue

PMS 2935 C

c - 100

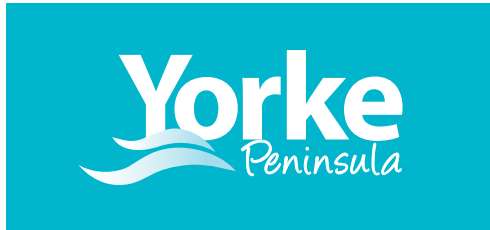
m - 46

y - 0

k - 0

Master logo – variations

Full colour reverse



Full colour reverse logo only to be used on the above colour background.

c83 m0 y21 k0 or PMS 3125

See 'Colours' on page 5.

Mono reverse



Mono reverse logo only to be used on a dark coloured background.

Mono



Mono logo only to be used on a light coloured background or a white/light grey background for mono marketing collateral.

Master logo – Minimum space

Sufficient white space and clear zones around the logo should be used at all times to help with legibility and readability (as shown on this page).

A minimum of 12mm in height is recommended for coloured and mono versions of the logo for use on marketing collateral.

Clear zones



Minimum sizes



Colour palette

When selecting colours for Yorke Peninsula marketing collateral – the primary colour palette shown to the right is recommended.

Other colours may be introduced, however must not clash with the colours shown here.

PMS 3125 C c83 m0 y21 k0



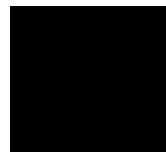
PMS 123 C c0 m24 y94 k0



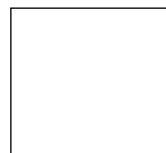
PMS 2935 C c100 m46 y0 k0



Black k100



White



Typefaces

To keep all marketing collateral cohesive and unified, the use of 'Myriad Pro' typeface is highly recommended. No other typefaces, no matter how similar they appear, may be used.

When producing word documents the alternative font is Arial – but Arial must not be used for marketing collateral.

'Myriad Pro' typeface for publication headings and body copy.

abcdefghijklmnopqrstuvwxy 1234567890

ABCDEFGHIJKLMN OPQRSTUVWXYZ

Myriad Pro

abcdefghijklmnopqrstuvwxy 1234567890

ABCDEFGHIJKLMN OPQRSTUVWXYZ

Myriad Pro Italic

abcdefghijklmnopqrstuvwxy 1234567890

ABCDEFGHIJKLMN OPQRSTUVWXYZ

Myriad Pro Bold

abcdefghijklmnopqrstuvwxy 1234567890

ABCDEFGHIJKLMN OPQRSTUVWXYZ

Myriad Pro Bold Italic

Imagery

The correct image and application plays a key part in communicating Yorke Peninsula's brand.

Imagery should reflect:

- Fun
- Family friendly
- Coastal
- Welcoming feel
- Down to earth
- Unspoilt

It is recommended that the images used don't look staged and overly posed. See examples to the right and on the following page.



