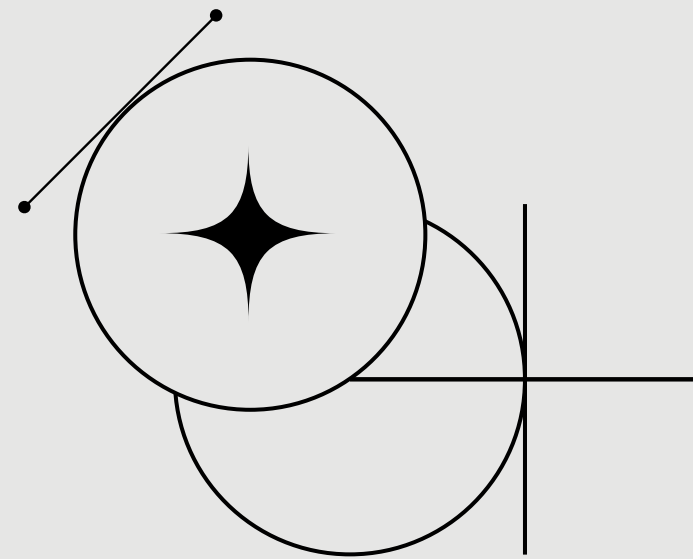


BRAND GUIDELINES

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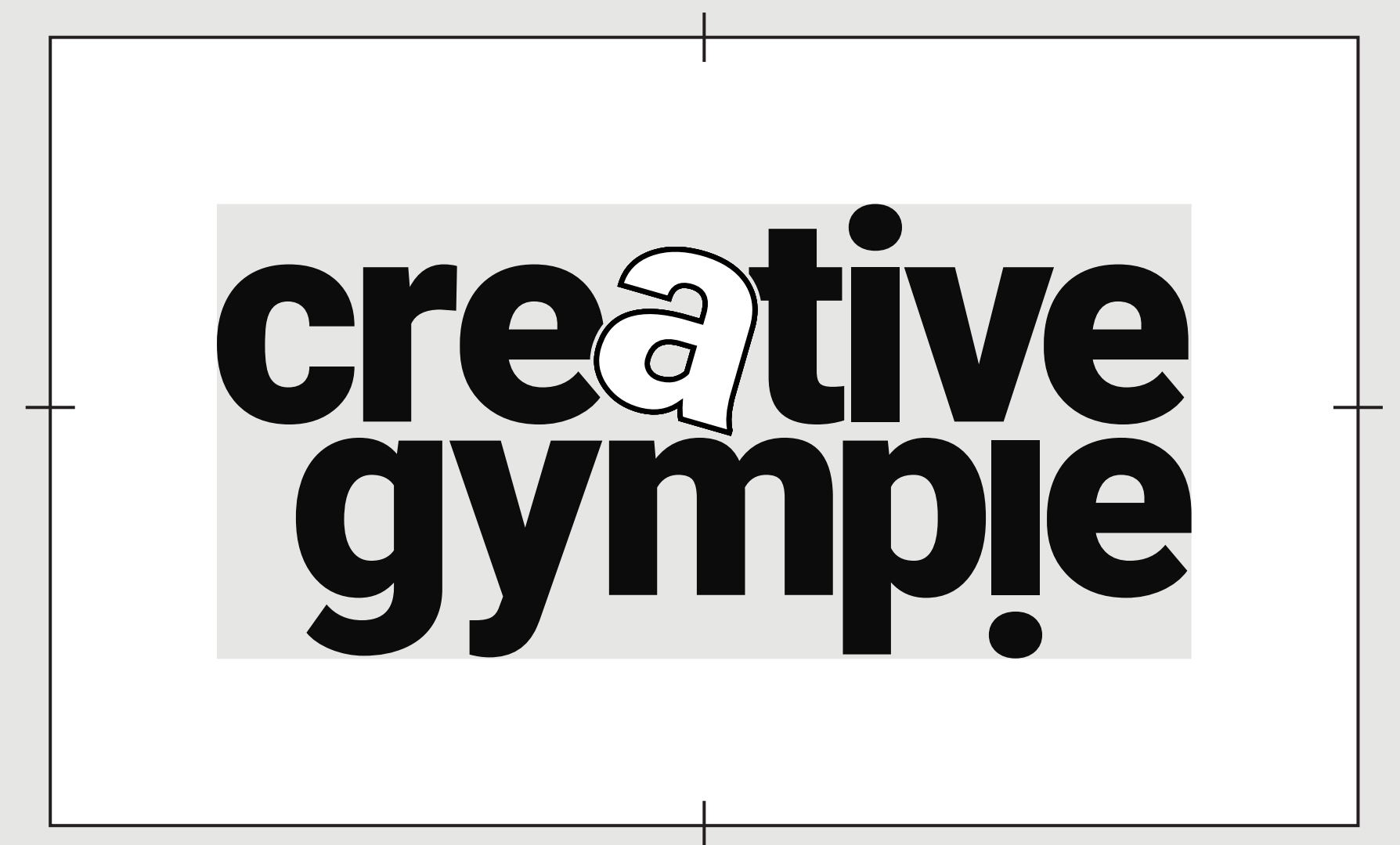
Logo Construction

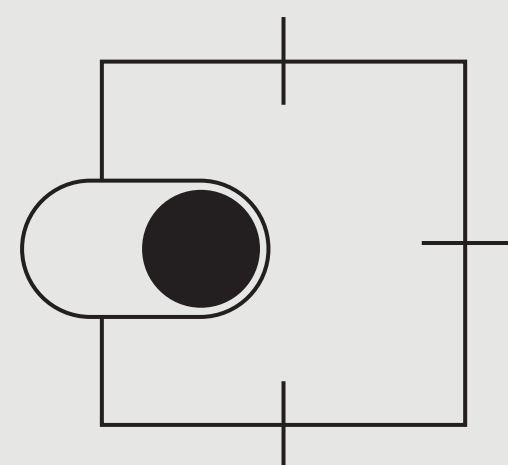
Logo Construction & Clear Space Requirements



It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark.

This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the the symbol itself and your company name – they have a fixed relationship that should never be changed in any way.



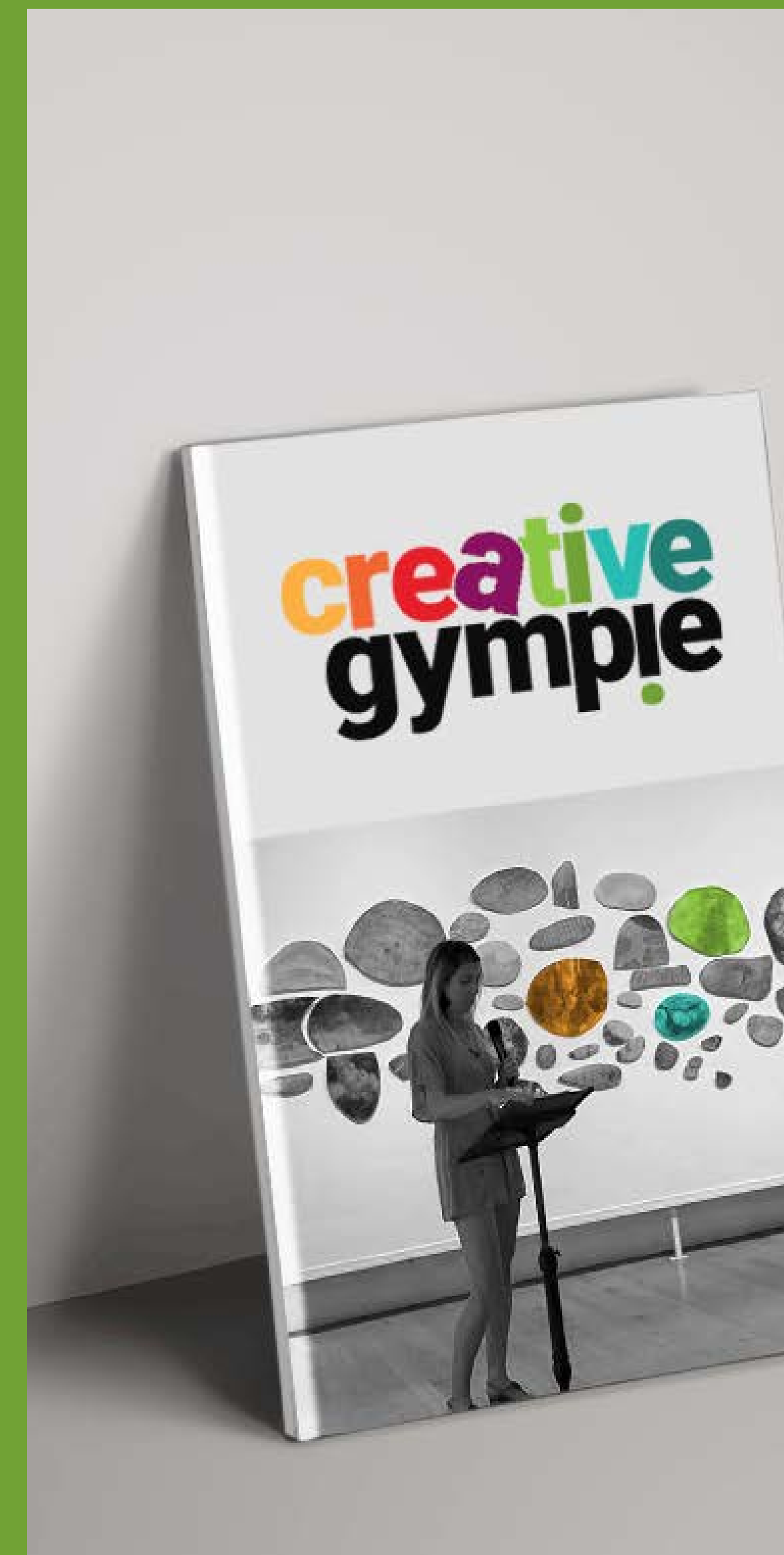


Guidelines

The Visual Design Guidelines

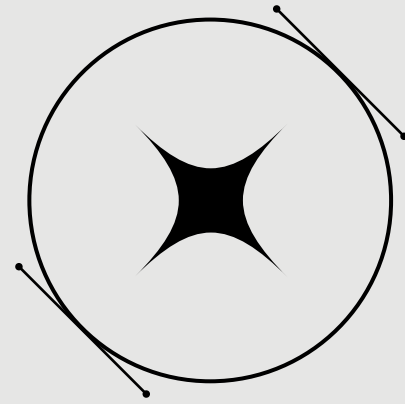
These guidelines describe the visual and verbal elements that represent **Creative Gympie's** corporate identity. This includes the logo and other elements such as colour, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company. These guidelines reflect **Creative Gympie's** commitment to quality, consistency and style. The brand, including the logo, name, colours and identifying elements, are valuable assets.



Logo Icons

Logo Variations & Icon Marks



A logo variation is a rearranged version of your primary logo design that gives your brand the flexibility to show up consistently, and recognizably, in different placements.

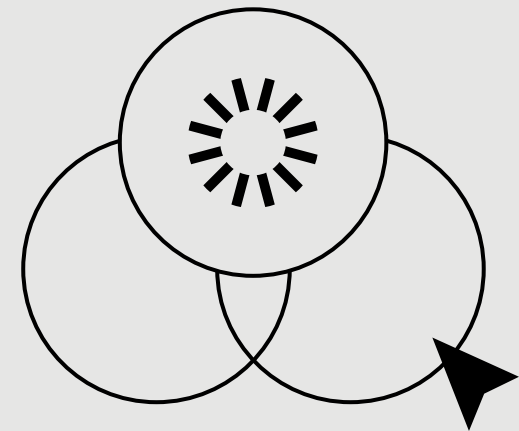
It's important for each variation to be consistent and still match with the rest of **Creative Gympie's** identity.

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Colour

The Primary Colour System & Colour Codes



Colour plays an important role in **Creative Gympie's** corporate identity and promotion. The colours are recommendations for various media. A palette of primary colours has been developed, which comprise the “**Creative Gympie's**” colour scheme.

Consistent use of these colours will contribute to the cohesive and harmonious look of the brand identity across all relevant media. Check with your designer or printer when using the corporate colours that they will be always be consistent.

Primary Colours

Mellow Amber

Pumpkin Soda

Berry Candy

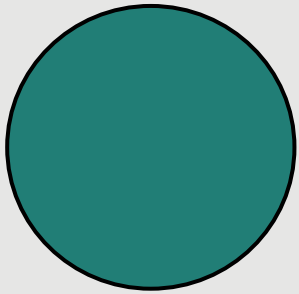
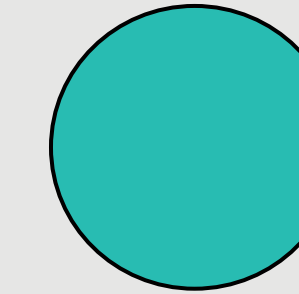
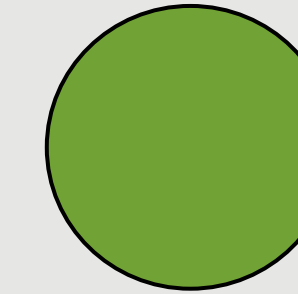
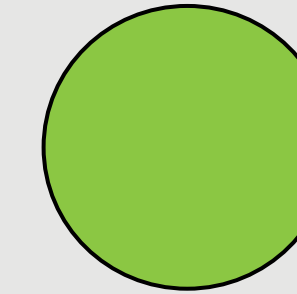
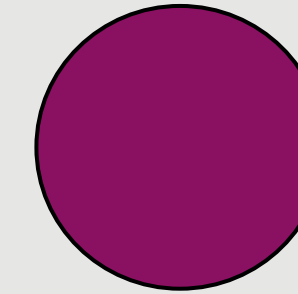
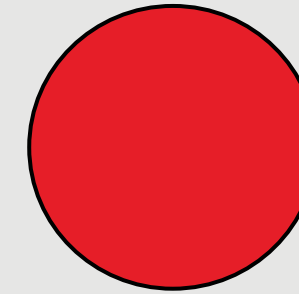
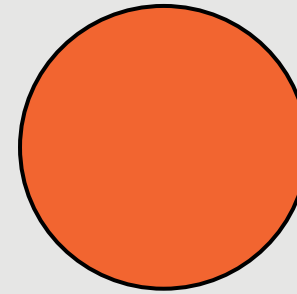
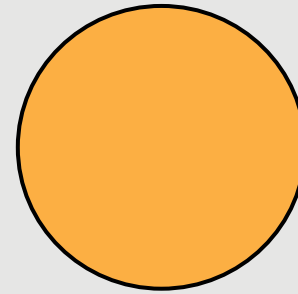
Orchid Plum

Lime Cordial

Fresh Apple

Turquoise Sea

Pine Teal



Colour Codes

CMYK

: 0%, 35%,
83%, 0%

CMYK

: 0%, 74%,
90%, 0%

CMYK

: 3%, 99%,
95%, 0%

CMYK

: 45%, 100%,
32%, 13%

CMYK

: 50%, 0%,
96%, 0%

CMYK

: 61%, 17%,
100%, 2%

CMYK

: 70%, 0%,
36%, 0%

CMYK

: 83%, 31%,
55%, 10%

RGB

: (252, 175, 67)

RGB

: (242, 101, 48)

RGB

: (230, 30, 40)

RGB

: (138, 16, 97)

RGB

: (139, 199, 67)

RGB

: (113, 162, 53)

RGB

: (40, 188, 178)

RGB

: (33, 126, 118)

Web

: #fc4f43

Web

: #f26530

Web

: #e61e28

Web

: #8a1061

Web

: #8bc743

Web

: #71a235

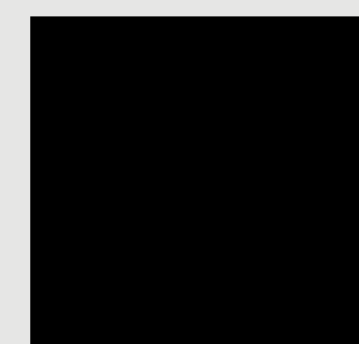
Web

: #28bcb2

Web

: #217e76

The Gradient



Secondary Colour
Gallery Black

Colour Codes

CMYK : 0%, 0%, 0%, 100%

RGB : (0, 0, 0)

Web : #000000



Secondary Colour
Crisp White

Colour Codes

CMYK : 0%, 0%, 0%, 0%

RGB : (255, 255, 255)

Web : #ffffff

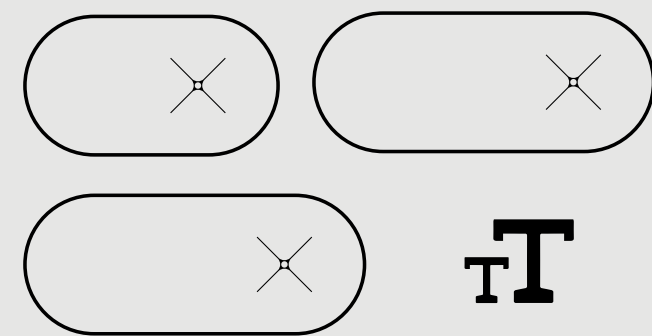


Typography

The Font Guidelines

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in **Creative Gympie's** communications.

We have selected **Roboto Black** as the display typeface and **Roboto Regular** for body text. These fonts are stylish, professional and modern. This helps to enforce the brand in all future communications, as the primary and secondary corporate typefaces.



Roboto Black

AaBbCcDdEeFfGgHh

1234567890

(#) &!\$%~©•

Roboto Regular

AaBbCcDdEeFfGgHh

1234567890

(#) &!\$%~©•



Final Files

File Access & Downloads

We have created three separate resource folders to make it easy for you to find the assets you need. The files are provided to you in a range of formats and files.

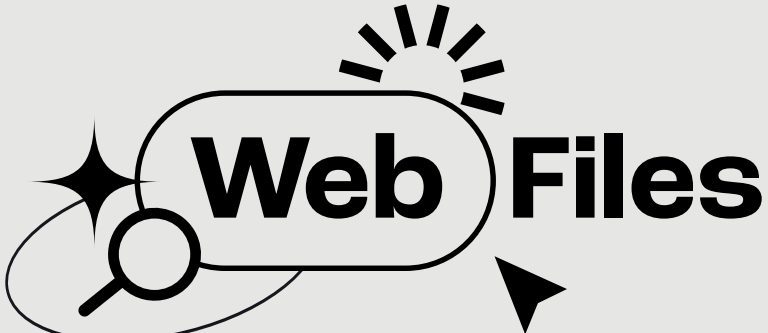
Vector: This is your brands 'master-file' and is created in a format so that your logo can be scaled up infinitely without quality loss.

Web: These are your 'ready to use' files for uploading to your website or social media. They are small-scale and optimised for web.

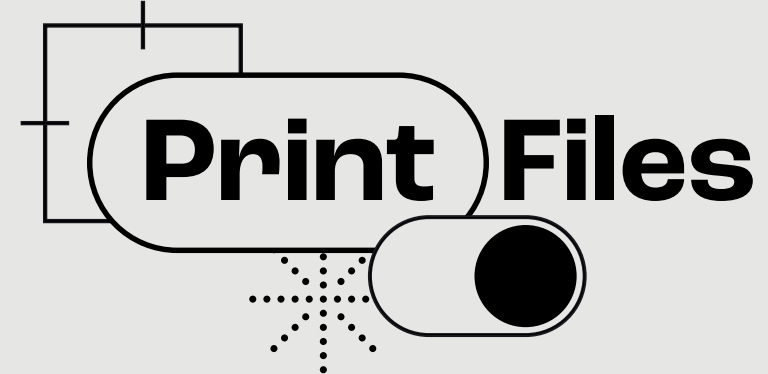
Print: These are your 'print-ready' documents and allows a printer to produce your project quickly and efficiently.



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