

Point Lonsdale & Queenscliff Style Guide

As of May 2020

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Introduction

Using these guidelines

The Point Lonsdale & Queenscliff identity has four basic components. The logo, typography, graphics, and colour palette. The combination of these elements forms the basis of the Point Lonsdale & Queenscliff visual language and recognition, and is supported by a consistent use of language. The pages of this manual set out the approved design standards for Point Lonsdale & Queenscliff, and contain instruction and specifications to successfully reproduce the elements of the visual identity.



Master Brand Mark

Clear Space - Primary And Secondary Logo

The Point Lonsdale & Queenscliff logo should appear in a horizontal format whenever used. The logo requires clear space around it. To protect the logo a minimum intrusion area has been defined around the logo. This clear space is proportional to the height and width of the Point Lonsdale & Queenscliff Icon (see diagram), and should be maintained on all sides. The Point Lonsdale & Queenscliff logo in its entirety should never appear smaller than 30mm wide at any time. An abbreviated logo has been created and should never appear smaller than 20mm in its entirety.



Clear space area



Minimum size - logo (in entirety) should not be smaller than 30mm in width at any time.



Minimum size - logo (abbreviated) in its entirety should not be smaller than 20mm in width at any time.

Master Brand Mark

Logo Variations - Primary Logo

The Point Lonsdale & Queenscliff logo has been created in PMS and CMYK, and also for various web formats.

The correct version to use is determined by the number of colours available, however the master versions should be used whenever possible.

It is recommended you always use the PMS as supplied on page 6, however in circumstances where this is not possible you may opt for CMYK or RGB where appropriate to the context or restrictions.

For single black colour application or if the logo needs to be used on a solid colour background, please refer to the examples on this page.



1 Colour Logo Black (Positive) Master



Colour Logo on dark background example



Colour Logo on black example



Colour Logo on image example

Master Brand Colour

Primary Brand Colours

The Point Lonsdale & Queenscliff colour palette consists of two primary colours, PMS Green 626 and PMS Orange 2026. In print, these colours apply when coated stock is used. The use of this palette across all visual communications will help maintain a strong visual identity.

Where possible, always print these colours using the Pantone Colour Matching System (PMS). Specifications for CMYK values have been supplied where it is not possible to print using PMS e.g. from Xerox, digital. RGB colours consist of the breakdowns as shown, all digital communications must be created using these colours. HTML is also provided for web related use.

Should further variations or information be required please make contact via email design@ooi.com.au.



Coated Stock



Full colour palette