



OUR LOGO



LOGO:
VERSIONS

A STACKED/VERTICAL

Preferred layout to be used in most cases.

B HORIZONTAL

Alternative layout to be used sparingly where it better suits the space available.



LOGO:
ANATOMY

Our logo is made up of two components – the compass device and the wordmark. The wordmark should never be used alone without the compass device, however the compass can be used independently in certain cases (see pg 10).

A DEVICE

Our 'compass' device symbolises a location marker pointing south while also representing the diversity of the Southern Discoveries experience.

B WORDMARK

The wordmark refers to the 'Southern Discoveries' text component of the logo.



**LOGO:
TAB TREATMENT**

Using our logo reversed in a red tab bled from the top edge gives our brand a strong, consistent presence in many varied applications.

A TAB-LOGO PROPORTION

There are specific, balanced proportions for the tab logo. The easiest and safest option is to use the tab logo artwork in the master set.

B TAB SIZE AND PLACEMENT

The width of the tab should be approx. 2x the width of the document margin. Bleed the tab off the top edge of the image area/page, ideally aligned to the right-hand internal margin.



A



B



E



F



C



D



G



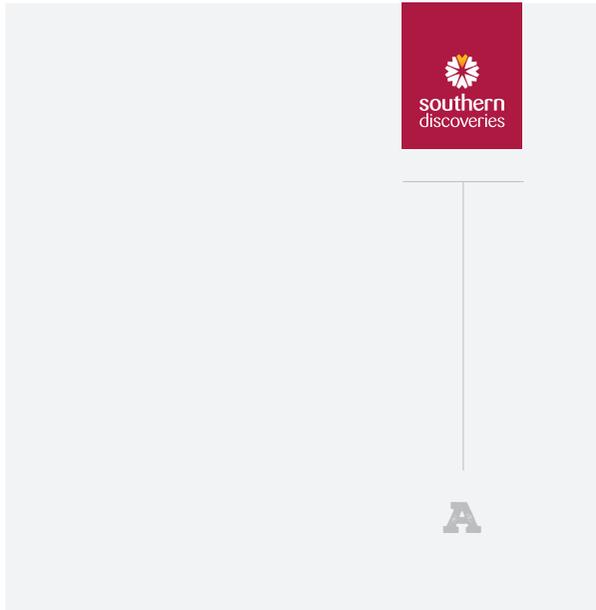
H

LOGO:
**USAGE ON
BACKGROUNDS**

- A** IN A TAB FROM THE TOP EDGE ON PHOTOS – LEFT OR RIGHT DEPENDING ON THE IMAGE – OR BOTTOM EDGE ONLY IN CERTAIN CIRCUMSTANCES, E.G. BROCHURES
- B** ON WHITE/LIGHT BACKGROUNDS

- C** REVERSED ON BLACK/ DARK BACKGROUNDS
- D** REVERSED ON RED
- E** DON'T USE A TAB ON RED OR WITH A SHADOW
- F** DON'T USE THE TAB ON SIDE EDGES

- G** DON'T USE THE LOGO OR TAB ON ARBITRARY OR CLASHING COLOURS
- H** DON'T USE THE LOGO OVER BUSY AREAS OR FOCAL POINTS OF A PHOTO



LOGO:
MINIMUM SIZE

To remain legible, our logo should be used no smaller than indicated here.

- A TAB**
16mm or 180px
- B STACKED**
16mm or 180px
- C HORIZONTAL**
23mm or 240px



LOGO:
CLEARANCE

Keep our logo clear of other visual elements to maintain its integrity and prominence.

A minimum clearance space of **two compass points** around the entire logo is recommended.



A

B

C

D

LOGO:
VARIATIONS

A FULL COLOUR

Preferred wherever possible on white (or tab on photo).

B REVERSED WITH COLOUR

Preferrable wherever possible on brand-colour backgrounds.

C REVERSED - ONLY WHITE

Alternative single-colour applications, such as rain jackets.

D SINGLE COLOUR - BLACK

Where necessary, a single-colour monochrome version.



A



B



C



D



E



F



G



H

LOGO:
COMPASS
DEVICE

Use the compass device to create visual depth and support the brand messaging, never without the complete logo though.

A **LARGE & CROPPED ON WHITE/LIGHT BACKGROUNDS**

B **LARGE, CROPPED TINT ON PHOTOS 30%-50%**

C **LARGE, CROPPED TINT ON BRAND RED 15%-25%**

D **LARGE, CROPPED TINT ON WHITE/LIGHT BACKGROUNDS 7%-15%**

E **MIXED SIZED TINTS ON BRAND RED 15%-25%**

F **MIXED SIZED TINTS ON SECONDARY COLOURS 7%-15%**

G **LARGE, CROPPED TINT ON SECONDARY COLOURS 7%-15%**

H **SMALL, EVENLY SIZED, EVENLY SPACED TINT OR SPECIAL FINISH (E.G. SPOT GLOSS) ON BRAND RED 15%-25%, MORE FORMAL**