



OUR LOGO



A



B

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.

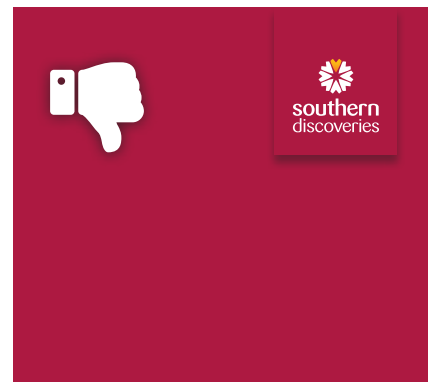
Bleed the tab off the top edge of the image area/page, ideally aligned to the right-hand internal margin.



A



B



E



F



C



D



G



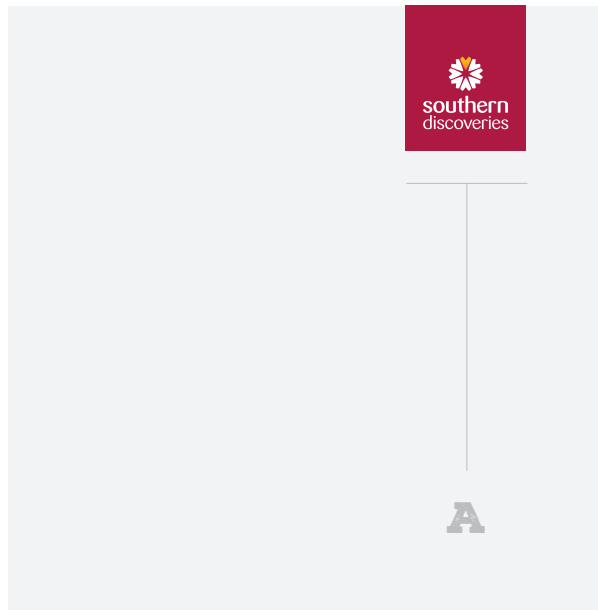
H

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