

Identity Guidelines



Sydney to Rockhampton via Tamworth

Australia's 

Country Way

Our Country. Your Way.

Australia's Country Way logo

The Australia's Country Way logo evokes the leisurely country drive.

The logo may appear in full colour (Deep Sky & Country Hedge) or single colour (Deep Sky, Country Hedge or Black) and reverse.

The **Main version—Logo 1** incorporates two taglines:

1. Aspirational—*Our Country. Your Way.* This should always accompany the main logo unless otherwise approved by the CW committee.
2. Geographical—*Sydney to Rockhampton via Tamworth.* This tagline must either accompany the logo or be positioned somewhere on promotional material so that it is always seen in relation to the logo. The tagline should always appear in *Avenir 85 Heavy*. At sizes smaller than 37mm wide it may be removed.

The **Map logo—Logo 2** has been specially designed for use on maps. It should not be used in any other instances unless approved by Tourism Queensland.

Main version—Logo 1

with both taglines—File name: CW_1TL_POS_CMYK_HR.eps
without geographical tagline—File name: CW_1_POS_CMYK_HR.eps



Map version—Logo 2

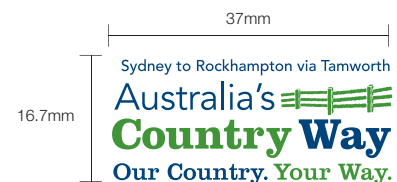
File name: CW_2_POS_CMYK_HR.eps



The proportions and relationship of the individual elements of the Australia's Country Way logo have been carefully engineered and should not be altered or tampered with in any way. In order to assure integrity of logo reproduction, this logo is never to be recreated or redrawn; only original supplied artwork should be used. It must not be reproduced at a size smaller than specified. In the rare instance that 'special case' use of the elements may be required, APPROVAL MUST BE SOUGHT prior to implementation by contacting Tourism Queensland.

Minimum size—with both taglines

The logo—with both taglines, should not be reproduced at a size smaller than shown below.



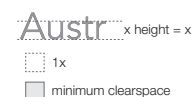
Minimum size

The logo—with Aspirational tagline only, should not be reproduced at a size smaller than shown below.



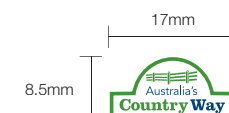
Minimum clear space

Ample clear space should be given to the logo whenever it is used. The minimum clear space requirement for Logo 1 is equivalent to the x height (x) of the word 'Australia'. Be generous with space around the logo to ensure the best clarity and impact.



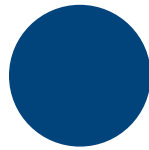
Minimum size—Map logo

The map logo should not be reproduced at a size smaller than shown below.

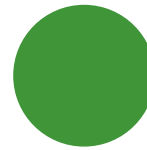


Colour palette

The principal colours of the identity are Deep Sky and Country Hedge.



DEEP SKY
CMYK 100c 57m 0y 40k
RGB 0r 46g 99b
PANTONE® 295



COUNTRY HEDGE
CMYK 68c 0m 100y 24k
RGB 51r 140g 38b
PANTONE® 363

Colour formats

Full Colour

The full colour logo is the preferred version for use in most applications. It should be produced using four colour process (CMYK) printing. This version may also be produced using PANTONE® colours as specified.

Single Colour/PANTONE® Colour

The single colour logo may be used in limited colour print materials. The Deep Sky and Country Hedge can be produced using PANTONE® 295 and PANTONE® 323, respectively. The single colour black logo is suggested for use on interoffice communication such as faxes, memos and in newspaper advertisements where no colour is available.

Reverse Colour

The single colour reverse logo may be reproduced out of Deep Sky and Country Hedge or Black.

Sydney to Rockhampton via Tamworth
Australia's 
Country Way
Our Country. Your Way.

Full colour
File name: CW_1TL_POS_CMYK_HR.eps

Sydney to Rockhampton via Tamworth
Australia's 
Country Way
Our Country. Your Way.

Single colour – Black
File name: CW_1TL_POS_MONO_HR.eps

Sydney to Rockhampton via Tamworth
Australia's 
Country Way
Our Country. Your Way.

Single colour – PANTONE® 323
File name: CW_1TL_POS_MONO_HR.eps

Sydney to Rockhampton via Tamworth
Australia's 
Country Way
Our Country. Your Way.

Single colour – PANTONE® 295
File name: CW_1TL_POS_MONO_HR.eps

Sydney to Rockhampton via Tamworth
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Single colour reverse – shown on Deep Sky
File name: CW_1TL_REV_MONO_HR.eps

Sydney to Rockhampton via Tamworth
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Single colour reverse – shown on Country Hedge
File name: CW_1TL_REV_MONO_HR.eps

Typography

The Australia's Country Way logo is based upon a combination of the typefaces *Avenir** and *Clarendon**.

Display typeface

*Clarendon** may be used in limited decorative applications to enhance the visual identity, however special care should be taken so as to not detract from the logo.

Principal typeface

*Avenir** is the principal typeface that should be used for body text and some headings in all print, digital and promotional material.

*This type family is readily available in PC and Macintosh format from font suppliers.

System typeface

Verdana is the system typeface that should be used in all internal communications where *Avenir** is not available.

Clarendon Roman

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Clarendon Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Avenir 45 Book

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Avenir 85 Heavy

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Verdana

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Subgraphics

The fence graphic from the logo may be used as a subgraphic device. An example is shown at right and the front cover of this identity guide.

This may be created using the mono version of the logo in InDesign CS with Transparency—Multiply (opacity 30%).



Further information

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Important note:

The colours shown throughout this guide are an indication only. Please refer to PANTONE® swatches and or CMYK colour charts for accurate colour reference.