

# Identity Guidelines



# Capricorn Highway logo

The Capricorn Highway logo portrays the journey from coast to outback along the Tropic of Capricorn through unique geological and palaeontological sites.

The logo may appear in full colour (a gradient of Ochre, Emerald Green through Coastal Blue) or single colour (Ochre, Emerald Green, Coastal Blue or Black) and reverse.

The **Main and Stack versions—Logos 1 & 2** incorporate two taglines:

1. Aspirational—*You'll dig the Tropic of Capricorn.*
2. Geographical—*Coast to the Outback.* 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 *Kosmik—Plain One*. At small sizes smaller than 37mm wide it may be removed.

The **Map version—Logo 3** 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: CH\_1TL\_POS\_CMYK\_HR.eps  
without geographical tagline—File name: CH\_1\_POS\_CMYK\_HR.eps



## Stack version—Logo 2

with both taglines—File name: CH\_2TL\_POS\_CMYK\_HR.eps  
without geographical tagline—File name: CH\_2\_POS\_CMYK\_HR.eps



## Map version—Logo 3

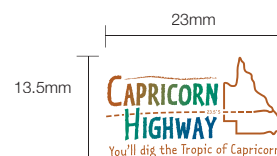
File name: CH\_3\_POS\_CMYK\_HR.eps



The proportions and relationship of the individual elements of the Capricorn Highway 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

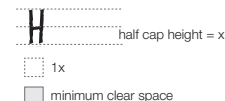
The logo should not be reproduced at a size smaller than shown below.



## Minimum clear space

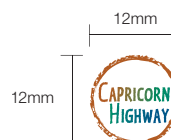
Ample clear space should be given to the logo whenever it is used.

The minimum clear space requirement is equivalent to half the cap height (x) of the letter 'H' in the logo. Be generous with space around the logo to ensure the best clarity and impact.



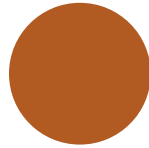
## Minimum size—Map logo

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

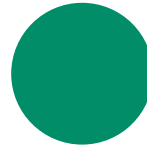


# Colour palette

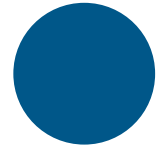
The principal colours of the identity Ochre, Emerald Green and Coastal Blue.



**OCHRE**  
 CMYK 20c 70m 100y 15k  
 RGB 154r 93g 40b  
 PANTONE® 174



**EMERALD GREEN**  
 CMYK 100c 5m 72y 24k  
 RGB 40r 135g 102b  
 PANTONE® 3415



**COASTAL BLUE**  
 CMYK 100c 30m 0y 40k  
 RGB 39r 83g 128b  
 PANTONE® 7462

# 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 should never be produced using PANTONE® colours as it comprises a gradient that uses a range of CMYK colours.



Full colour  
 File name: CH\_2\_POS\_CMYK\_HR.eps

## Single Colour/PANTONE® Colour

The single colour logo may be used in limited colour print materials. The Ochre, Emerald Green and Coastal Blue can be produced using PANTONE® 174, PANTONE® 3415 and PANTONE® 7462, 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.



Single colour—Black  
 File name: CH\_2\_POS\_MONO\_HR.eps



Single colour—PANTONE® 3415  
 File name: CH\_2\_POS\_MONO\_HR.eps

## Reverse Colour

The single colour reverse logo may be reproduced out of Ochre, Emerald Green, Coastal Blue, the Capricorn Gradient or Black.



Single colour—PANTONE® 174  
 File name: CH\_2\_POS\_MONO\_HR.eps



Single colour—PANTONE® 7462  
 File name: CH\_2\_POS\_MONO\_HR.eps



Single colour reverse—shown on Capricorn Gradient  
 File name: CH\_2\_REV\_MONO\_HR.eps

Single colour reverse—shown on Emerald Green  
 File name: CH\_2\_REV\_MONO\_HR.eps

# Typography

The Capricorn Highway logo is based on the typeface *Kosmik*\*

## Display typeface

*Kosmik*\* 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

*Helvetica Neue*—in *light*, *bold* and *italic* 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 *Helvetica Neue*\* is not available.

### Kosmik—Plain One

abcdefghijklmnopqrstuvwx  
ABCDEFGHIJKLMN OPQRSTUVWXYZ 123456789

### Kosmik—Bold One

abcdefghijklmnopqrstuvwx  
ABCDEFGHIJKLMN OPQRSTUVWXYZ 123456789

### Helvetica Neue 45 Light

abcdefghijklmnopqrstuvwx  
ABCDEFGHIJKLMN OPQRSTUVWXYZ 123456789

### Helvetica Neue 46 Light Italic

abcdefghijklmnopqrstuvwx  
ABCDEFGHIJKLMN OPQRSTUVWXYZ 123456789

### Helvetica Neue 75 Bold

abcdefghijklmnopqrstuvwx  
ABCDEFGHIJKLMN OPQRSTUVWXYZ 123456789

### Verdana

abcdefghijklmnopqrstuvwx  
ABCDEFGHIJKLMN OPQRSTUVWXYZ 123456789

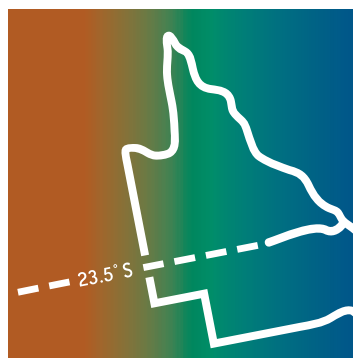
# Subgraphics

The Capricorn Highway subgraphic is formed by a combination of the map graphic from the logo and the Capricorn Gradient. The subgraphic should always be obtained from original, digital artwork and must not be recreated or redrawn.

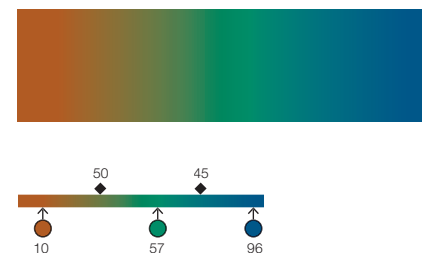
The Capricorn Highway linear gradient can be created in Adobe CS using the CMYK values specified for each corresponding colour and the positions indicated on the diagram.

## Subgraphic

File name: CH\_SUBGRAPHIC\_CMYK\_HR.eps



## Capricorn Gradient



# Further information

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Tourism Queensland  
Level 10, Tourism Queensland House, 30 Makerston Street, Brisbane Q 4000  
GPO Box 328 Brisbane Q 4001  
T 61 7 3535 5254 F 61 7 3535 5421

## 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.