

# Identity Guidelines



# Great Inland Way logo

The Great Inland Way logo features the Golden-tailed gecko *Strophurus taenicauda* unique to the area called the *Brigalow Belt* through which the route travels and symbolises the unique flora & fauna found on the route.

The logo may appear in full colour (a gradient of Sunshine Yellow, Desert Orange through Rainforest Green and Reef Blue) or single colour (Desert Orange, Outback Brown, Rainforest Green, Reef Blue or Black) and reverse.

The **Main version—Logo 1** incorporates the tagline—*Sydney to Cairns Inland*. This should always accompany the logo except at sizes smaller than 37mm wide.

The **Map version—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

File name: GIW\_1\_POS\_CMYK\_HR.eps



## Map version—Logo 2

File name: GIW\_2\_POS\_CMYK\_HR.eps



The proportions and relationship of the individual elements of the Great Inland 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.

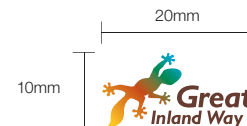
### Minimum size—with tagline

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



### Minimum size—no tagline

The logo—without tagline, 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 of the letters in the words 'Inland Way'. Be generous with space around the logo to ensure the best clarity and impact.

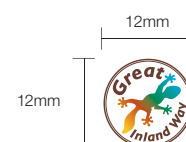


**Inland** 'x' height = x

- 1x
- minimum clearspace

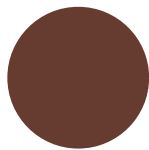
### Minimum size—Map logo

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



# Colour palette

The principal colours of the identity are Outback Brown and Desert Orange. These are supported by Sunflower Yellow, Canopy Green, and Reef Blue. The combination of these colours forms the gradient of colour through the gecko—representing the vast journey of the Great Inland Way.



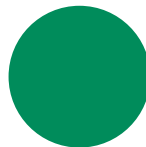
**OUTBACK BROWN**  
 CMYK 70c 90m 100y 10k  
 RGB 92r 48g 33b  
 PANTONE® 477



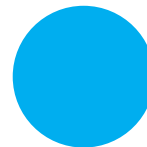
**DESERT ORANGE**  
 CMYK 0c 79m 91y 0k  
 RGB 222r 59g 33b  
 PANTONE® 179



**SUNFLOWER YELLOW**  
 CMYK 0c 24m 94y 0k  
 RGB 252r 201g 23b  
 PANTONE® 123



**CANOPY GREEN**  
 CMYK 100c 0m 80y 20k  
 RGB 0r 120g 84b  
 PANTONE® 3415



**REEF BLUE**  
 CMYK 100c 0m 0y 0k  
 RGB 0r 166g 214b  
 PANTONE® Process Cyan

# 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: GIW\_1\_POS\_CMYK\_HR.eps



**Single colour—Black**  
 File name: GIW\_1\_POS\_BLACK\_HR.eps

## Single Colour/PANTONE® Colour

The single colour logo may be used in limited colour print materials. The single colour logo may only be reproduced using Outback Brown, Desert Orange or Canopy Green using PANTONE® 477, PANTONE® 179, PANTONE® 3415, 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—PANTONE® 179**  
 File name: GIW\_1\_POS\_BLACK\_HR.eps



**Single colour—PANTONE® 477**  
 File name: GIW\_1\_POS\_BLACK\_HR.eps

## Reverse Colour

The single colour reverse logo may be reproduced out of Outback Brown, Desert Orange, Canopy Green or Black.



**Single colour reverse—shown on Outback Brown**  
 File name: GIW\_1\_REV\_WHITE\_HR.eps



**Single colour reverse—shown on Canopy Green**  
 File name: GIW\_1\_REV\_WHITE\_HR.eps

# Typography

The Great Inland Way logo is based upon *Gill Sans TT\* Bold Italic*.

## Principal typeface

*Gill Sans\** is the principal typeface that should be used for body text and 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 *Gill Sans\** is not available.

## Gill Sans

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

## Gill Sans Italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*123456789*

## Gill Sans Bold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**123456789**

## Gill Sans Bold Italic

***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***123456789***

## Verdana

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

# 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.