

Identity Guidelines



*Leichhardt  
Highway*

follow the  
daring explorer

NATURAL WAY NORTH FROM THE NEWELL

# Leichhardt Highway logo

The Leichhardt Highway logo is reminiscent of the ink hand writing of an explorers notebook—evoking the sense of exploration and discovery found on a journey along the Leichhardt Highway.

The logo may appear in full colour (gradients of Sepia to Camel) or single colour (Sepia, Camel, Night Sky or Black) and reverse.

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

1. Aspirational—*follow the daring explorer*. This should always accompany the logo except at sizes smaller than 37mm wide.
2. Geographical—*Natural Way North from the Newell*. 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. At small sizes it may be removed.

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

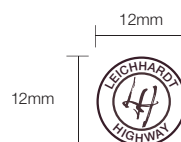
with both taglines—File name: LH\_1TL\_POS\_CMYK\_HR.eps  
without geographical tagline—File name: LH\_1\_POS\_CMYK\_HR.eps



NATURAL WAY NORTH FROM THE NEWELL

## Map version—Logo 2

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



The proportions and relationship of the individual elements of the Leichhardt 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—with tagline

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



## Minimum size—no tagline

The logo—without tagline, should not be reproduced at a size smaller than shown.



## 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 twice the cap height (x) of the directional tagline. Be generous with space around the logo to ensure the best clarity and impact.



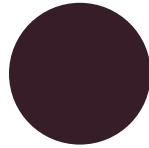
twice cap height = x  
1x  
minimum clearspace

## Minimum size—Map logo

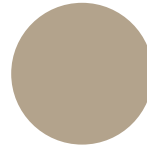
The map logo should not be reproduced at a size smaller than shown below.

# Colour palette

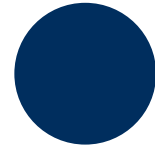
The principal colours of the identity are Sepia, Camel and Night Sky.



**SEPIA**  
 CMYK 37c 60m 35y 80k  
 RGB 68r 49g 53b  
 PANTONE® BLACK 5C



**CAMEL**  
 CMYK 22c 26m 39y 12k  
 RGB 189r 176g 166b  
 PANTONE® 7503



**NIGHT SKY**  
 CMYK 100c 68m 8y 52k  
 RGB 0r 47g 95b  
 PANTONE® 295

# 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 two gradients that use a range of CMYK colours.



NATURAL WAY NORTH FROM THE NEWELL

Full colour  
 File name: LH\_1TL\_POS\_CMYK\_HR.eps

## Single Colour/PANTONE® Colour

The single colour logo may be used in limited colour print materials. The Sepia, Camel and Night Sky can be produced using PANTONE® Black 5C and PANTONE® 7503 and PANTONE® 295, 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.



NATURAL WAY NORTH FROM THE NEWELL

Single colour—PANTONE® Black 5C  
 File name: LH\_1TL\_POS\_MONO\_HR.eps



NATURAL WAY NORTH FROM THE NEWELL

Single colour—PANTONE® 295  
 File name: LH\_1TL\_POS\_MONO\_HR.eps

## Reverse Colour

The single colour reverse logo may be reproduced out of Sepia, Night Sky or Black.



NATURAL WAY NORTH FROM THE NEWELL

Single colour—PANTONE® 7503  
 File name: LH\_1TL\_POS\_MONO7503\_HR.eps



NATURAL WAY NORTH FROM THE NEWELL

Single colour—Black  
 File name: LH\_1TL\_POS\_MONO\_HR.eps



Single colour reverse—shown on Sepia  
 File name: LH\_1TL\_REV\_MONO\_HR.eps



Single colour reverse—shown on Night Sky  
 File name: LH\_1TL\_REV\_MONO\_HR.eps

# Typography

## Display typeface

The Leichhardt Highway logo is based upon the typeface *Lassigue*\*. This typeface may be used in limited decorative applications to enhance the visual identity. Special care should be taken so as to not detract from the logo. No other script typefaces may be used in place of *Lassigue*.

## 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.

## Lassigue

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Helvetica Neue 45 Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

## Helvetica Neue 46 Light Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

## Helvetica Neue 75 Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

## Verdana

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

# Subgraphics

The logo (without taglines) and words set in the Display Typeface *Lassigue* may be used as subgraphics by layering different sizes, tints and transparencies. An example is shown at right and the front cover of this identity guide.



# 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.