

Savannah Way Logo Styleguide



Australia's Adventure Drive

Background

The Savannah Way is a northern Australia tourist drive taking the traveller from Broome in Western Australia, through the Top End of the Northern Territory and ending on the east coast in Cairns, Queensland.

The Savannah Way logo and its positioning line has been developed through research and surveying of potential travellers of the route. This included a wide range of age groups and people from different backgrounds.

The Styleguide

This logo styleguide must be referenced any time the Savannah Way logo or its positioning line is used, which should be in accordance with a tourism project promoting the drive.

Note: Colours must be made up from the specified four colour process breakdown and not matched to those in this digital copy.

Savannah Way logo - mono and reversed

Logo (mono):



Australia's Adventure Drive

Note: this application is only to be used in Black

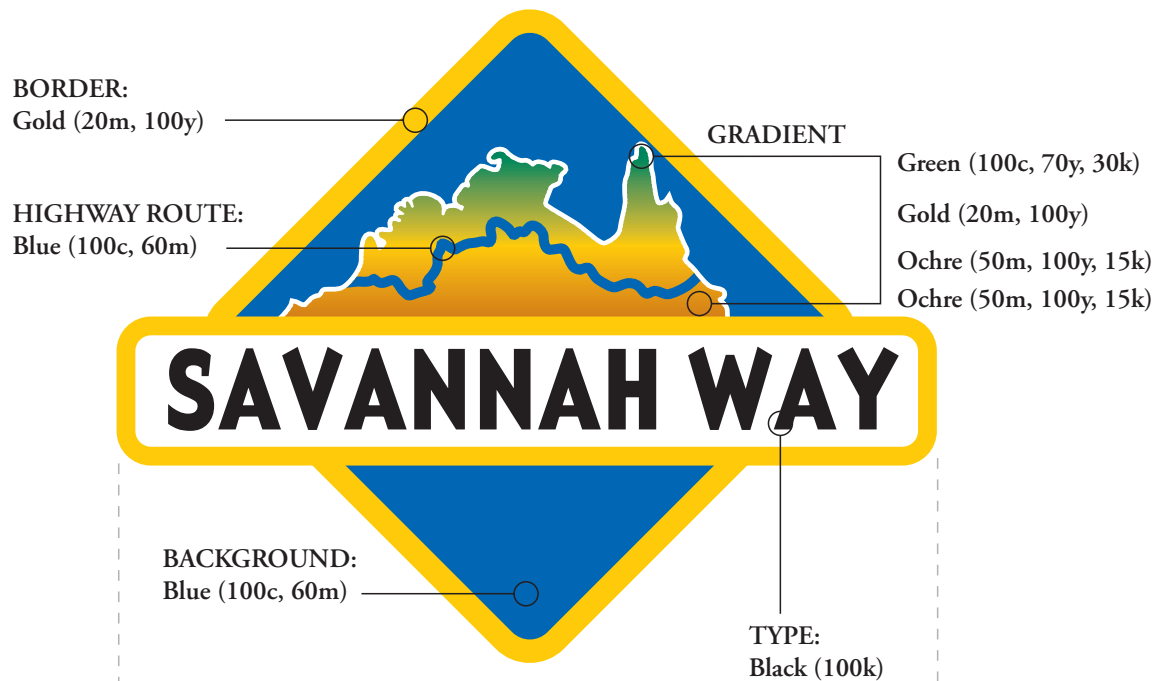
Logo (reversed out of black):



Australia's Adventure Drive

Savannah Way logo colour breakdown

Logo (Four Colour Process colour breakdown):



Positioning line (Note alignment):

Australia's Adventure Drive

Savannah Way logo

The Savannah Way logo has been designed in four colour process as follows:

Gold	20m, 100y
Blue	100c, 60m
Green	100c, 70y, 30k
Ochre	50m, 100y, 15k
Black	100k

Whenever possible, the logo should be used in its full colour form. Accepted variations are mono, when black is the print colour, and reversed out of a solid colour when a colour other than black is used.

Savannah Way positioning line

The Savannah Way positioning line should be in black (100k) when used with the logo on a white background. The positioning line may alternatively be reversed out of a solid background.

Savannah Way full colour logo on colour backgrounds



Colour backgrounds - full colour applications

Whenever possible, the Savannah Way logo should be used in its full colour form.

The logo can feature in its four colour process form on backgrounds other than white. Preferred colours are as follows:

Blue	100c, 60m
Green	100c, 70y, 30k
Ochre	50m, 100y, 15k
Brown	70m, 100y, 30k

The positioning line should always be reversed out of full colour backgrounds. It should never be used on pale backgrounds where the reversed type cannot be read clearly.

Savannah Way positioning line

Australia's Adventure Drive

Type in black on a white background

Type: Myriad Bold Italic

Australia's Adventure Drive

Type reversed out of solid background
in Savannah Way Blue (100c, 60m)

Type: Myriad Bold Italic

Australia's Adventure Drive

Type reversed out of solid background
in colour other than Savannah Way Blue

Type: Myriad Bold Italic

Australia's Adventure Drive

The Savannah Way positioning line is always “Australia’s Adventure Drive”.

The typeface is **Myriad Bold Italic** and the positioning line has a range kerning of 3%. It appears with the first letter of each word being uppercase and all other letters lowercase, never all in uppercase and never as “Australia’s adventure drive”.

The Savannah Way positioning line should be in black (100k) when used with the logo on a white background.

The positioning line may alternatively be reversed out of a solid background. The preferred background for this application is Savannah Way Blue (100c, 60m).

Savannah Way reversed logo on one colour backgrounds



Colour backgrounds - one colour applications

If a one colour application other than Black is required, the logo can feature in its reversed form.

The positioning line should always be reversed out of one colour backgrounds. It should never be used on pale backgrounds where the reversed type cannot be read clearly.