

# Style Guide

## V1.5

For access to all Tangalooma logos and usage guidelines,  
please contact Tangalooma Marketing at [marketing@tangalooma.com](mailto:marketing@tangalooma.com)



**TANGALOOMA**  
ISLAND RESORT

# Full Brandmark.

A complete Tangalooma brandmark has been created for use on all marketing material which appears **outside the local SEQ market**, (i.e. International and national sales collateral, merchandise and memorabilia) - any instance where geographic location information is deemed beneficial.

When colour reproduction is limited to black and white, monotone versions of all brandmark variations are available for use.

## Logo Colour



C: 100  
M: 48  
Y: 6  
K: 30  
R: 0  
G: 85  
B: 140  
HEX:  
#005596



VERTICAL COLOUR BRANDMARK - WITH LOCATOR



VERTICAL COLOUR BRANDMARK REVERSE - WITH LOCATOR



VERTICAL MONO BRANDMARK REVERSE - WITH LOCATOR



VERTICAL MONO BRANDMARK - WITH LOCATOR

# Resort Brandmark.

A version of the Tangalooma brandmark without a geographic locator has been created **for use on all local SEQ marketing materials** where a greater understanding of Tangalooma's location exists.

## Logo Colour



C: 100  
M: 48  
Y: 6  
K: 30  
R: 0  
G: 85  
B: 140  
HEX:  
#005596



VERTICAL COLOUR BRANDMARK



VERTICAL COLOUR BRANDMARK REVERSE



VERTICAL MONO BRANDMARK REVERSE



VERTICAL MONO BRANDMARK

# Brandmark Clear Zone & Minimum Size

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To ensure the Tangalooma brandmark always has maximum impact and clarity, an area of clear space should always surround it, protecting it from other visual and graphic elements.

To create a clear space which is scalable along with the brandmark, it should be calculated from the sun element on all sides: left, right, top and bottom.



To ensure legibility of the Tangalooma brandmark it should never be reproduced smaller than the minimum sizes shown.



# Brandmark Incorrect Use.

The integrity of the Tangalooma brandmark must always be maintained through consistent and considered use.

To achieve this, the following actions should always be avoided:

- Using the wording from the brandmark without the dolphin symbol lockup.
- Altering and elements of the brandmark.
- Stretching or warping it in any way.
- Flipping or rotating the brandmark.
- Using the the brandmark over visually competing imagery or patterns.
- Placing text or other elements too close to the brandmark.



# Dual Branding.

When partner brands need to be displayed in combination with the Tangalooma brandmark, they should be placed to the left with a .5pt keyline separator line.

Both full colour and reverse options are available for use depending on the background colouring.



DUAL BRANDING COLOUR BRANDMARK



DUAL BRANDING COLOUR BRANDMARK REVERSE



DUAL BRANDING MONO BRANDMARK REVERSE



DUAL BRANDING BRANDMARK REVERSE WITH KNOCKOUT DOLPHIN