

COAST TO CANYON STYLE GUIDE





The '**Coast to Canyon**' brand has been developed to be used by those promoting what's great about our area.

The intellectual property of the '**Coast to Canyon**' brand and its design elements belongs to the Central Coast Council. The Council administers the brand to support those who wish to use the brand and to ensure it's consistent representation.

There are four easy steps to using the Coast to Canyon brand:



1. YOU HAVE A **GREAT IDEA**

You have a great idea on how you or your client can use the brand to tell your/their story about '**Coast to Canyon**'.



2. DOES IT FIT THE **GUIDELINES?**

Read the guidelines on page 5.

As more people access the brand, we will update the Style Guide with more great examples of the brand at work.



3. TALK TO THE COUNCIL'S **BRAND TEAM**

The next step is to get in contact with the Brand Team at the Council. The more we know who is using the brand, as well as how and why, the greater the impact will be. We can help you make sure that your idea is 'on message' and help with any questions you have about appropriate use and resources.

If you have any questions please contact the Brand Team at the Central Coast Council on ***phone: 6429 8900 or email: brand@centralcoast.tas.gov.au***



4. READ THE **TECHNICAL SPECIFICATIONS**

The final step before you publish anything is to read and re-read the technical guidelines.

The brand is there to work for the benefit of all of us, so it needs to be used correctly.

If you have any questions regarding the appropriate file, colour, typeface or any aspects of putting your promotion together please contact the Brand Team at the Central Coast Council on ***phone: 6429 8900 or email: brand@centralcoast.tas.gov.au***

THE GUIDELINES

‘Coast to Canyon’ - Great natured place, is designed to be used by those who wish to promote or talk about our people and place and what we have to offer. It will apply to several different objectives, a multitude of situations and any amount of applications, for example:

- To speak to certain groups about what our people and place offer, i.e. to those wishing to relocate or holiday here.
- To underline or make a connection between an event of activity that happens here.
- To underline or make a connection between groups that are doing things of benefit to the community, i.e. sporting organisations representing our destination or community service clubs working for our community.
- To promote business or tourism ventures, or to provide factual information.

If what you are proposing to talk about promotes an aspect of our people and place then using the **‘Coast to Canyon’ - Great natured place** will most likely be appropriate. Remember though, there are some areas where use of the brand; such as for political objectives may not be appropriate.

If you are in any doubt please ask the Brand Team.

Merchandising

Merchandising will be reviewed on a case-by-case basis.

If you have a merchandising proposal that you think may be appropriate, i.e. special momentos for a conference, please contact us to discuss.





The logo has been designed to work on a white background.

TECHNICAL SPECIFICATIONS - THE LOGO ON A DARK OR PHOTOGRAPHY BACKGROUND



Where it is not possible to place the logo on a white background, then the 'white swoosh' used above is available for placement behind the logo.

Please contact the Brand Team.



It's easy to calculate how much white space to leave around the **'Coast to Canyon'** logo.

As a minimum, simply leave half the height and width of the green fern square
on top and bottom and either side of the logo, more where possible.



The '**Coast to Canyon**' brand has been developed to work wherever possible with photography. In instances where this is not possible, the type treatments remain the same and the paint effect is used as the element of visual interest to reflect the organic forms of nature and the energy of our environment and people.

BRAND TYPEFACE - HEADLINES

There is only one typeface chosen to work with the '**Coast to Canyon**' logo.

For our headlines we use Franklin Gothic Heavy in the top line and Franklin Gothic Book in the second line.

FANTASTIC FRESH PRODUCE -
IT'S IN OUR NATURE.

BRAND TYPEFACE - bodycopy

For our bodycopy, we use Franklin Gothic Book.

Franklin Gothic Book has been chosen as the body copy font. As a member of the Franklin Gothic family, it provides a consistent typeface with our headlines. It is a clear and compact font, which reproduces well over a range of sizes and has a simple cut to complement the complexity of the **'Coast to Canyon'** logo.

COLOUR PALETTE - **LOGO COLOURS**



NATURE
Pantone 576
CMYK **C56 M0 Y91 K38**



COAST
Pantone 293
CMYK **C100 M56 Y0 K0**



CANYON
Pantone 342
CMYK **C0 M76 Y76 K60**

To make sure type can be easily read on photographs, we've created a paint effect we call the 'swoosh', which can be placed behind your headline to make your text jump out.

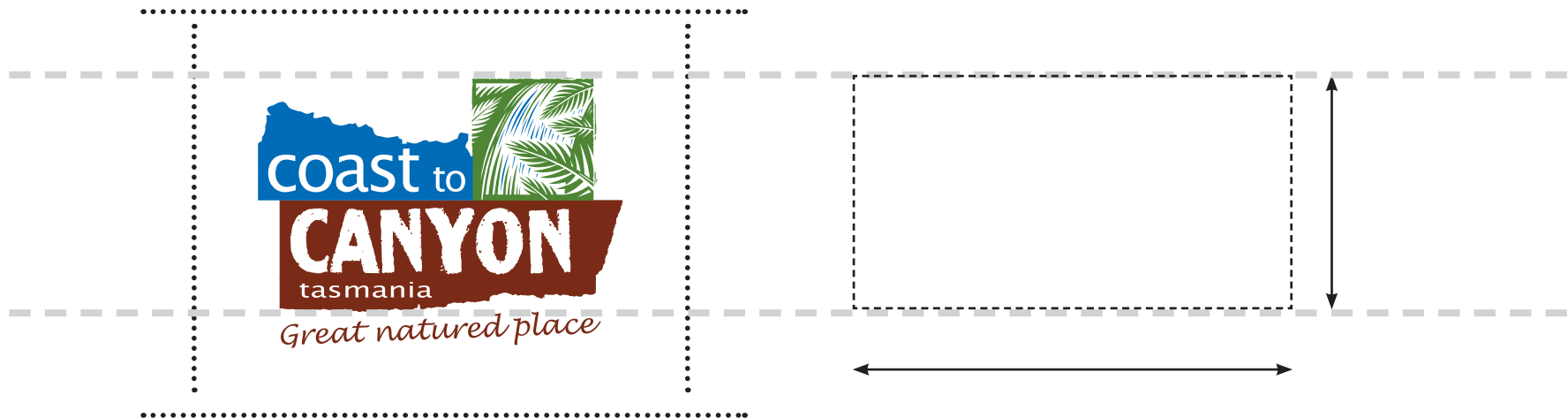


So people know straight away where we are, we've designed a place signifier for all our communications. Please place it to the top right or top left.



TECHNICAL SPECIFICATIONS - **WORKING WITH OTHER LOGOS**

Use of the '**Coast to Canyon**' - 'Great natured place' logo and tagline alongside other logos comes down to a question of balance and using a few simple guidelines.



When using the '**Coast to Canyon**' logo with others, it's a matter of balance. Keep them to the same width and/or height where possible.



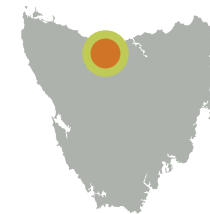
Talk with you about your idea and provide help with pulling it all together.



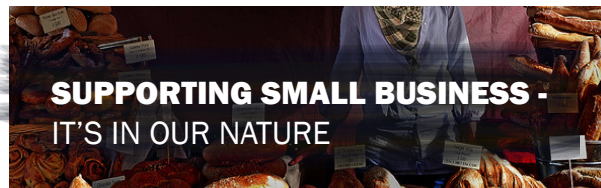
We can provide you with the **'Coast to Canyon'** - Great natured place logo and tagline file.

WHEN PUTTING YOUR PROMOTION TOGETHER HERE'S SOME OF THE WAYS WE CAN HELP

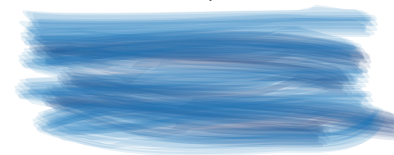
We can let you know of opportunities to share resources, such as organising a photographer to take photos.



Provide a **location map** in a variety of file formats.



Provide a 'swoosh' paint effect to place behind your headline to make your text jump out.



Design elements for designing without photography.

‘Coast to Canyon’ - *Great natured place*, is designed to be used by those who wish to promote or talk about our people and place and what we have to offer.

If you would like to talk to us about using the brand or have questions around any part of this document please contact a member of the Brand Team.

For questions about permissions and useage please contact
Heidi Willard, Strategy & Policy Officer
Ph: 03 6429 8900 or email: brand@centralcoast.tas.gov.au

or for questions on creative or promotional material please contact
Jackie Merchant, Community Development Officer
Ph: 03 6429 8900 or email: brand@centralcoast.tas.gov.au