



**GOLD
COAST**

BRAND STYLE GUIDE

2023

GOLD COAST: YOUR TEMPO

Whether you're in the mood for allegro thrills or andante chills, **on the Gold Coast, you can choose your tempo.**

Choose the beat to your adventure, the tune for your moments. Make your rhythm unforgettable, we'll provide the stage.

Experience Gold Coast, at your tempo.



MISSION

Gold Coast, where **vibrant energy** combines seamlessly with a **calming** atmosphere. With stunning **beaches**, exciting **entertainment**, and a **welcoming** community, **Gold Coast** is a place where every moment is a celebration of life.

Our mission is to share our amazing location with others and invite them to experience Gold Coast, at their tempo.



THREE BEATS



1

ALLEGRO

The Gold Coast radiates an upbeat pulse of energy and excitement from water sports to amusement parks and bustling nightlife.

2

DOLCE

Gold Coast welcomes with gentle tones - the friendly chatter at local cafes, children's laughter at the beach and the melodies of magpie songs.

3

ANDANTE

On the Gold Coast, serene beaches, peaceful landscapes, and unhurried moments offer a haven of relaxation that lets you unwind at your own pace.

PRIMARY LOGO



FULL COLOUR



FULL COLOUR REVERSE



ONE COLOUR: BLUE



MONO: BLACK



MONO: WHITE

ALTERNATIVE LOGOS

Alternative logos offer flexibility.

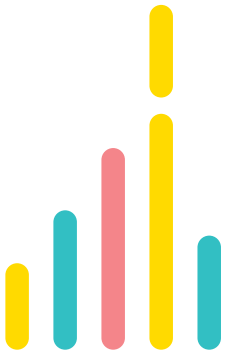
All alternative logos also available as reverse, one colour, black and white



GOLD
COAST

YOUR TEMPO

LOGO + TAGLINE - REVERSE



GOLD
COAST

YOUR TEMPO

LOGO + TAGLINE



GOLD COAST

ONE LINE



HORIZONTAL STACKED



INITIALS + ICON HORIZONTAL



SIMPLIFIED HORIZONTAL



SIMPLIFIED HORIZONTAL STACKED



INITIALS + ICON

GOLD COAST

LOGO TYPE

GOLD
COAST

LOGO TYPE STACKED

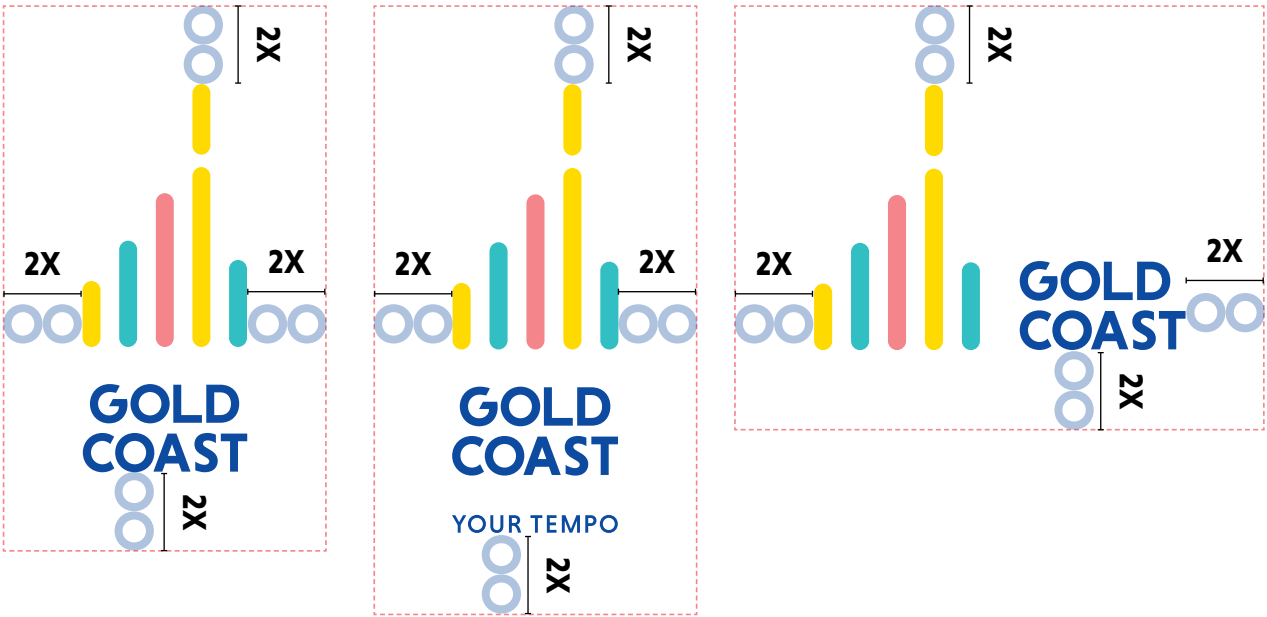
GC

LOGO TYPE INITIALS

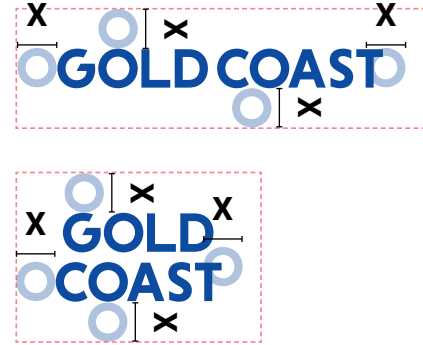
SAFE-ZONE

Don't place visuals, copy, or other design elements within the safe-zone.

The logo safe-zone is **2X**
'X' is measured by the size of letter 'O'



Exception:
The **text only** logo safe-zone is **X**
'X' is measured by the size of letter 'O'

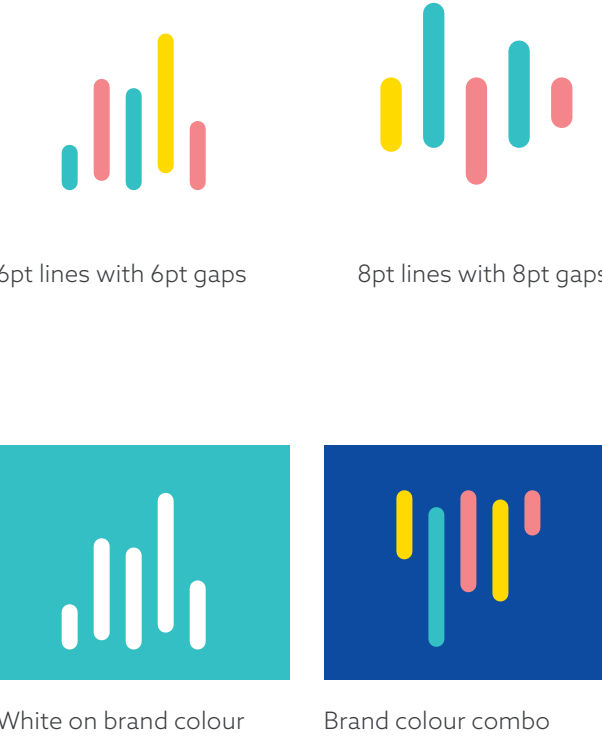


THE 'TEMPO' BRAND ASSET

These design components are derived from the main logo. They can be used as design elements to support the brand in print and digital designs.



To create a 'tempo' design element, make sure the width of the gap matches the width of the line. Also always use a line with rounded cap and never deviate from brand colours.



BRAND FONT

A clean and fresh typeface ensures easy readability.

Niveau Grotesk offers variation to for clear contrasts between headings and body text, aligning perfectly with our modern brand identity and enhancing our overall design.

PARAGRAPH STYLE EXAMPLE

HEADING:
FONT: NIVEAU GROTESK, BOLD
SIZE: 40PT ALL CAPS
LINEHEIGHT: 38PT
SPACE AFTER: 4MM

SUBHEADING:
FONT: NIVEAU GROTESK, REGULAR
SIZE: 14PT
LINE HEIGHT: 15PT
SPACE AFTER: 4MM

BODY:
FONT: NIVEAU GROTESK, LIGHT
SIZE: 9PT
LINE HEIGHT: 13PT
SPACE AFTER: 4MM

NIVEAU
GROTESK

BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

BIG&BOLD
ALL-CAPS
HEADINGS!

Subheadings are regular weight.

Body copy is regular weight. Loreceptia dere alia dolorem poriatibus maximusdanti aut **If you need to highlight information,use bold.** officiis soluptur re, sitio corerion consento et dernat re lam, simus.

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COLOUR PALETTE

The brand colors of Gold Coast evoke a vibrant and energetic atmosphere, reflecting the city's dynamic spirit and captivating natural beauty.

These colors come together to create a visually striking and inviting identity, symbolising the Gold Coast, promising an unforgettable experience.

Consider contrast when combining brand colours.

PHOTOGRAPHY

The photography reflects the brand's vibrant colour palette.

The subject matter varies from landscapes to portraits of people, the tempo of location or activity reflecting the message as needed.

AZURE BLUE

Reminiscent of the stunning ocean waters that hug the coastline and the blue sky above.

CMYK:100/82/0/0

RGB:13/75/160

HEX:#0c4ba0

PMS: 2728

RECOMMENDED COMBINATIONS



SUN-KISSED YELLOW

Celebrating the essence of Gold Coast's sunny climate and outdoor-oriented culture

CMYK:0/12/100/0

RGB:255/218/0

HEX:#ffd900

PMS:108

RECOMMENDED COMBINATIONS



SUNSET PINK

Mirroring the awe inspiring Gold Coast sunsets that paint the sky in breathtaking hues.

CMYK:0/60/33/0

RGB:244/133/138

HEX:#f38489

PMS:1777

RECOMMENDED COMBINATIONS



FRESH AQUA

Reflecting the Gold Coast's clean mountain streams and an aspiration to provide a refreshing experience.

CMYK:68/0/27/0

RGB:51/191/195

HEX:#32bec3

PMS:306

RECOMMENDED COMBINATIONS



LINEN WHITE

White stands for purity, it is crisp and fresh - beautiful as clean, clear background for all the vibrant colours.

CMYK:0/0/0/0

RGB:255/255/255

HEX:#FFFFFF

PMS:WHITE

RECOMMENDED COMBINATIONS



SLATE GREY

Grey is warm and stable, it complements the vibrant colors, and is perfect as body copy.

CMYK:5/0/0/90

RGB:60/63/66

HEX:#3b3e41

PMS:425

RECOMMENDED COMBINATIONS



LOGO USE

Always make sure the logo is surrounded by enough space and placed on a background that compliments and contrasts the colours.

Many optional logo colours and sizes are provided to ensure strong branding messaging is possible.



LOGO ON IMAGES

Always ensure the logo is placed on a contrasting background. Use reverse or white logo on dark backgrounds.

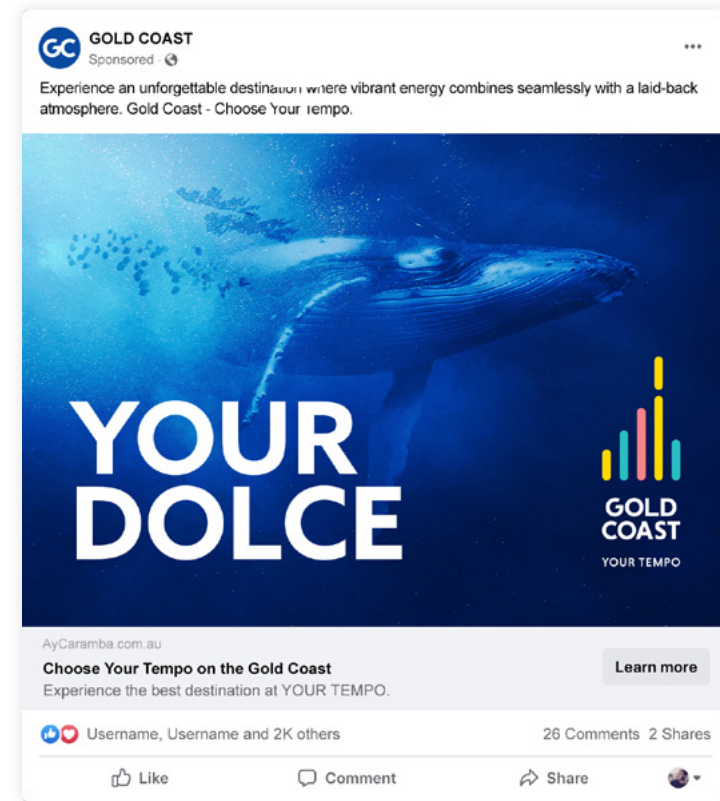


STATIONERY

The full-colour logo should be used on stationery whenever possible. Brand assets can be used to liven up the designs.

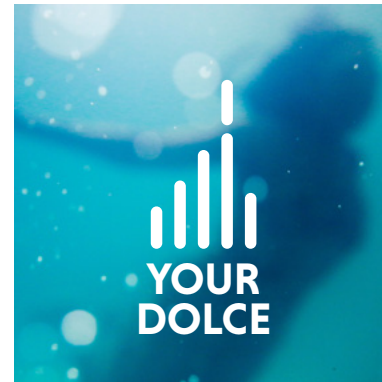
LOGO USE

Consider the media restrictions. When using the logo on websites or online where the size is restricted by low resolution, use icons provided.



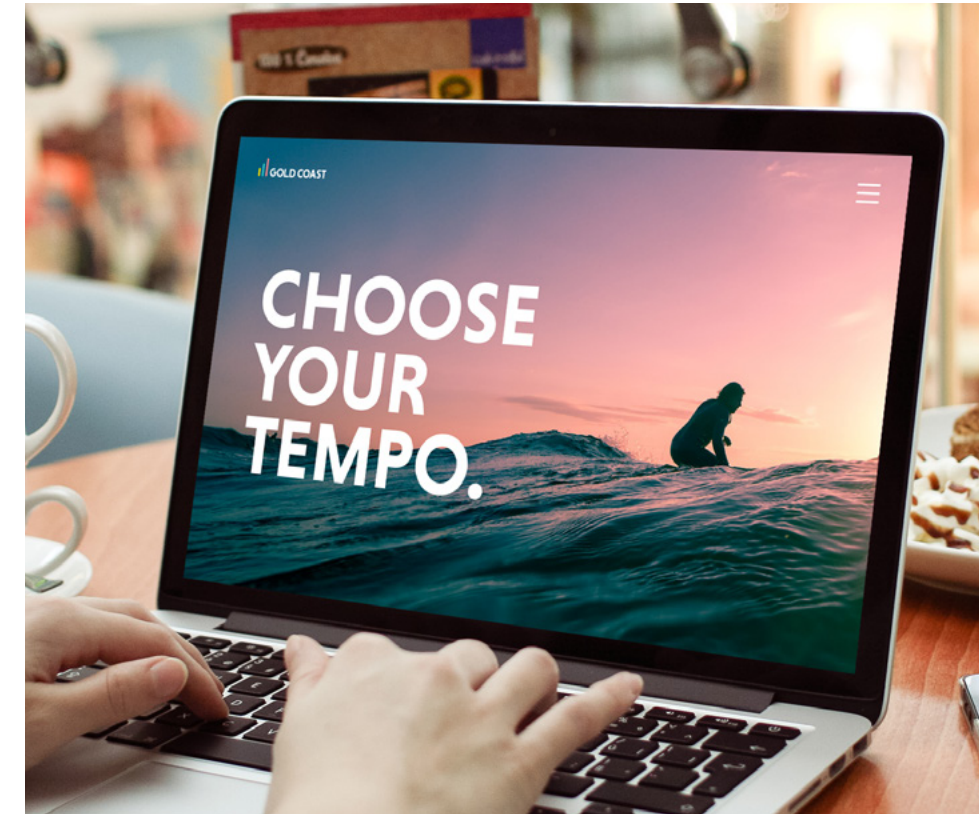
PROFILE ICONS

Use an GC version of the logo for social media, like Instagram, for quick recognition, consistency, and optimal display on small screens. It helps the brand stand out, maintain its identity, and enhance user engagement across various platforms.



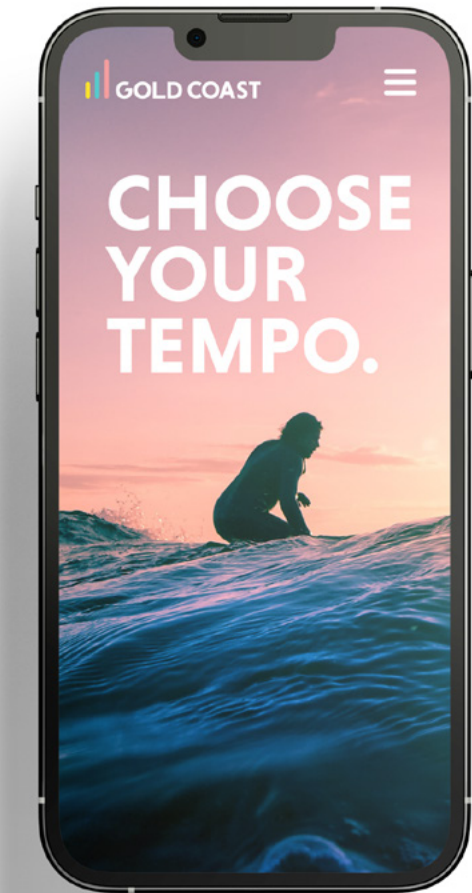
SOCIAL POSTS

When displaying logo on social posts, ensure it is large enough to read clearly. Brand assets can be used to connect to the brand to marketing messaging.



WEB HEADERS

Using a simplified logo for the web ensures quick recognition and scalability. It focuses on core elements and maintains consistency. This approach enhances user experience, aids brand recall, and adapts effectively across various digital platforms.



LOGO USE

Misuse examples



Don't rotate



Don't stretch



Don't change/manipulate



Don't crop



Don't encroach safe area



Don't change colour



Don't use opacity



Don't add taglines



Don't place on competing colours



Don't place on busy backgrounds

MINIMUM SIZE

At smaller sizes (both print & digital) using the correct logo ensures brand integrity.



20mm
250px

When using the tag line the logo must be big enough for the tagline to be legible.



5mm
60px



5mm
60px

GC icon - for smallest uses (social media icons etc), Use the type only version if the height restricts the use of full icon



10mm
120px

10mm
120px



20mm
250mm



25mm
300px



25mm
300px



15mm
200px

The logo without tagline can be used at smaller sizes. Use horizontal and text only variations when height is restricted.

ENQUIRIES

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