
OUTBACK PIONEERS BRAND KIT



LOGO GUIDELINES

WHO CAN USE OUR LOGO?

Our tour operating partners, tourist organisations, travel agents and media can use our logo for positive promotion of our brand. You can use the RGB online versions of the logo in this kit without permission. Normally any use in print (apart from by the media) has to be agreed and approved with our brand consultants, Lloyd Grey Design. Email nicki@lgd.com.au for more details and to request CMYK logos for print.

WHERE CAN OUR LOGO BE USED?

Our logo can be used on websites and in articles or electronic direct mail to promote Outback Pioneers or show your partnership with us.

If you are incorporating Outback Pioneers content into your tour brochure or major promotions, please contact Lloyd Grey Design on 07 3844 6533 or nicki@lgd.com.au for more guidance.

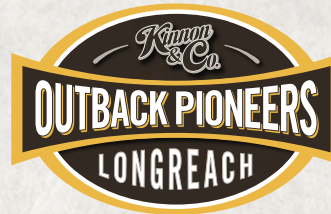
OUTBACK PIONEERS BRAND KIT – LOGO GUIDELINES

PRIMARY LOGO



OPioneers-primary-no-tag-white-oval-RGB.jpg/.png

SMALL FORMAT LOGO



OPioneers-Longreach-no-tag-white-oval-RGB.jpg/.png

LOGO VARIATIONS – WHICH TO USE?

Wherever you have sufficient space, you should use the primary logo, which includes 'Longreach, Queensland, Australia'. This helps position us for all markets.

If you are using at a small size and the text is unreadable, you can use the 'small format logo', which simply has 'Longreach' in the bottom segment.

WHEN DO I USE .JPG AND WHEN DO I USE .PNG VERSIONS OF THE LOGO?

The .png version generally allows clearer rendition of the text so use this as first choice. You may need the .jpg version if the .png format is not accepted.

MAXIMUM AND MINIMUM SIZE



400pxH

Primary logo maximum size



140pxH

Primary logo minimum size



100pxH

Small format minimum size

WHAT SIZE SHOULD THE LOGO BE USED?

These online versions of the logo are designed to be used at the minimum and maximum pixel sizes shown across.

OUTBACK PIONEERS BRAND KIT – LOGO GUIDELINES



Black and white use



Coloured background

CAN THE LOGO BE USED IN BLACK AND WHITE?

Because this is an online version, there should be no need to use in black and white.

CAN THE LOGO BE USED ON A COLOURED BACKGROUND?

The logo should be used on a white background. If you need to use on a coloured background for any reason, please contact nicki@lgd.com.au for assistance.

Other important notes:

- Do not stretch or distort the logo – you must retain the same proportions
- The logo must always be used as a whole – do not extract or use any part of the logo separately
- Do not recolour or otherwise adjust the logo
- Do not use the RGB online version in print – you will not get good results!

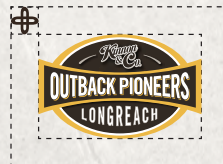
HOW MUCH SPACE SHOULD BE LEFT AROUND THE LOGO?

The minimum 'exclusion zone' or space around the logo is shown across.

EXCLUSION ZONE



Primary logo



Small format logo

For more information and guidance on use of the logo, please contact **Lloyd Grey Design** on (07) 3844 6533 or nicki@lgd.com.au.