



Big Cat
Green Island
Reef Cruises

Brand Style Guide

Logos

Primary logo



White text logo



Examples of use: on images, powerpoints, signage etc.

Solid colour logo



One colour logo



Cartoon logo



Colour Palette



Light Green

CMYK: 40, 0, 100, 0
RGB: 169, 194, 63
PMS: 2300
HEX: #A9C23F

+



Fonts

Headline Font

Shine

Green Island Green Island

Green Island Green Island

Used to highlight 'Green Island' as heading. Shine font is also used for headings.

Green Island

Stroke outline can also be applied.

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ

Cosmos Bold

Big Cat Reef Cruises

Occasionally used for headings. Similar font match to text within primary logo.

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Copy

Myriad Pro

Regular, Semibold, **Bold**, Condensed

Regular and Semibold used for body copy. Bold used for headings and Condensed used for fine print.

abcdefghijklmnopqrstuvwxy Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy **Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Imagery



Cartoon characters



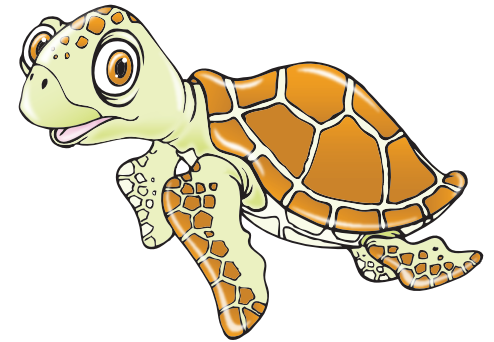
Big Cat



Big Cat
with t-shirt



Fishy



Turtle