



Tours



Brandmarks





Brandmarks - MISUSE



✗ Don't stretch the logo.



✗ Don't squash the logo.



✗ Don't remove elements from the logo.



✗ Don't change the colours of the logo.



✗ Don't rearrange elements of the logo.



✗ Don't rotate the logo.



✗ Don't put an outline on the logo.



✗ Don't place logo over non-brand coloured backgrounds.



✗ Don't place logo over background images that are busy or clash.



Colour palette



LIGHT GREEN

CMYK: 69 0 100 0

RGB: 84 185 72

HEX #: 54B948



GREEN

CMYK: 80 0 100 56

RGB: 0 98 37

HEX #: 006225



DARK GREEN

CMYK: 100 20 100 85

RGB: 0 41 1

HEX #: 002901



GREY

CMYK: 0 0 0 65

RGB: 119 120 123

HEX #: 77787B

Fonts

GOTHAM

Book, Medium, Bold, Black

AaBbCc
123#?!
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%&(*;+=)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%&(*;+=)

HEY OCTOBER

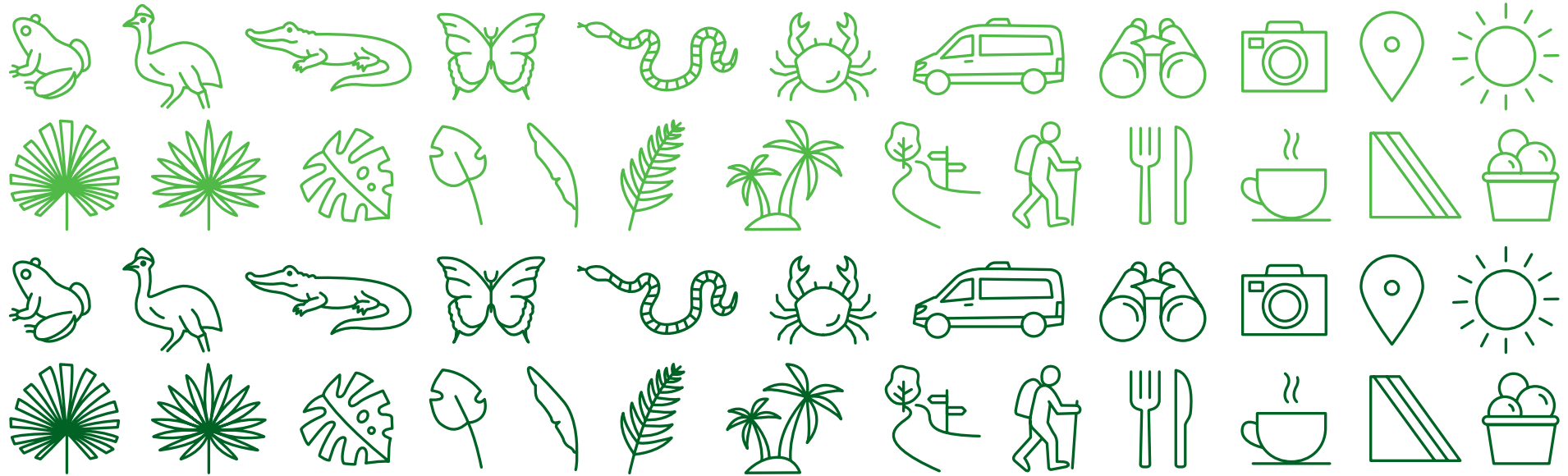
Regular

AaBbCc
123#?!
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%&(*;+=)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%&(*;+=)



Icons & Elements



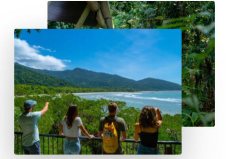


Branding Examples



Explore the Daintree Rainforest

Explore the ancient rainforest of the Daintree with a luxury tour from Daintree Rainforest Tours. Our mission is to showcase some of the highlights of this incredible natural wonder, with visits into the Daintree National Park, Mossman Gorge and a river cruise exploring the waterways rich in flora and fauna.



Daintree Rainforest Tours

Daintree Rainforest Tour			Ultimate Daintree Tour			Packages		
Adult (19+ years)	Child (11-18 years)	Family (2 Adults + 2 Children)	Adult (19+ years)	Child (11-18 years)	Family (2 Adults + 2 Children)	<ul style="list-style-type: none"> Save by combining tour! 3 amazing packages to choose from Experience Great Barrier Reef & Daintree National Park Combine with a snorkelling or diving tour 		
\$220	\$199	\$738.50	\$295	\$245	\$955	<p>Please contact us on 07 4231 8012 for pricing information.</p>		

Enjoy interpretive sheltered walks, bush lunch with barbecue Enjoy the Daintree in a whole new way with our Ultimate