



DREAMTIME DIVE & SNORKEL

BRAND STYLE GUIDE

WHO ARE WE

Dreamtime Dive & Snorkel is an inclusive, dive and snorkel tour on the Great Barrier Reef, based in Cairns, Tropical North Queensland. Dreamtime Dive & Snorkel offers premium diving and snorkelling at some of the most unique and beautiful sites on the Great Barrier Reef and is hosted by experienced Marine Biologists and Cultural Guides.

What We Offer

- Visit two premium outer reef sites on the GBR
- Smaller vessel with less crowds / exclusive small capacity vessel
- Experienced Marine Biologists will share knowledge on reef health and marine life
- Premium diving and snorkel tours including options for all ages
- The only cultural Great Barrier Reef experience
- Cultural Guides will share traditional sea country stories and displays
- See the the best coral and marine life as we choose the best reef site for the conditions
- Escape the crowds and snorkel straight from our small, boutique vessel

PRIMARY LOGO



LOGO VARIATIONS



LOGO 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.

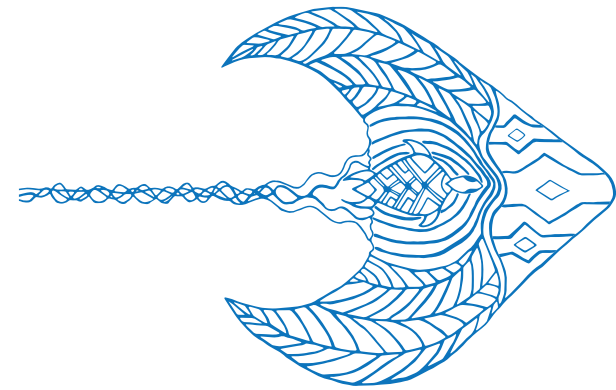
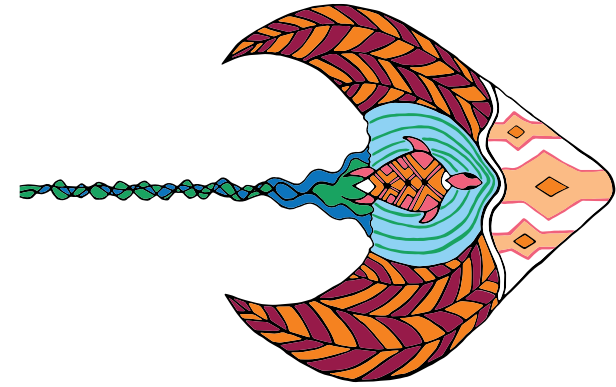
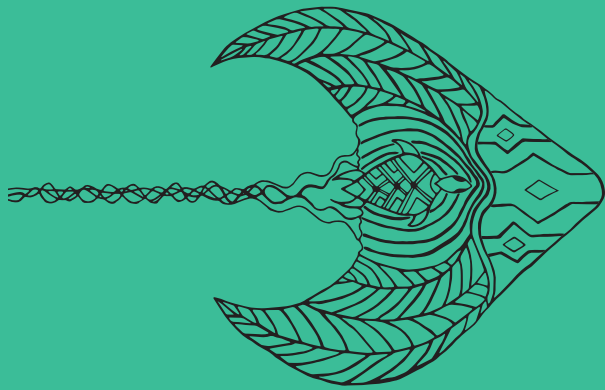


✗ Don't place logo over non-brand coloured backgrounds.



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

LOGO MOTIF



ICONS



COLOUR PALETTE

BLUE

CMYK: 86, 50, 0, 0

RGB: 18, 117, 188

PMS: 285

HEX: #1275BC

LIGHT BLUE

CMYK: 40, 3, 0, 0

RGB: 143, 209, 243

PMS: 2975

HEX: #8FD1F3

ORANGE

CMYK: 0, 60, 100, 0

RGB: 245, 130, 32

PMS: 151

HEX: #F58220

BURGUNDY

CMYK: 30, 100, 54, 20

RGB: 152, 26, 74

PMS: 221

HEX: #981A4A

GREEN

CMYK: 67, 0, 53, 0

RGB: 74, 189, 152

PMS: 136

HEX: #4ABD98

BLACK

CMYK: 60, 60, 60, 100

RGB: 0, 0, 0

PMS: Black 6

HEX: #000000

FONTS

BESOM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#\$. ^&*?!

Forms part of the logo. Use sparingly for headlines.

PONTANO

Medium, Semi Bold, Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&*?!

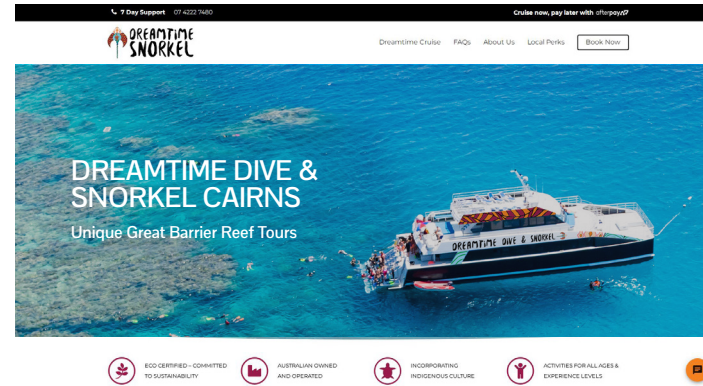
Use for headlines and headings.

GOTHAM

Light, Book, **Medium**, **Bold**, **Black**, **Ultra**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#%&^*?!

Use for all body copy, headings and headlines. A mix of weights and styles can be utilised.

BRANDING EXAMPLES



Experience Two Premium Outer Reef Sites

Enjoy one of Cairns' most unique & exclusive Great Barrier Reef tours. Dreamtime Snorkel invites you to step back into the Great Barrier Reef's Dreamtime with Indigenous Cultural Guides on a day tour to two spectacular outer Great Barrier Reef sites. Reef sites visited may include Mills, Flynn, Hastings, Saxon, Norman or Theford Reef.

Once on the Reef, you will have the opportunity to explore the underwater world with included snorkelling experiences.

We are open and operating cruises every Wednesday & Saturday from beautiful Cairns. Come and jump on board, what are you waiting for?

LEARN MORE



Unique Cultural Reef Experience

Dreamtime Dive & Snorkel pride our self on our commitment to sustainability. The ECO Certification logo is a globally recognized brand which assists travellers to choose and experience a genuine and authentic tour, attraction, cruise or accommodation that is environmentally, socially and economically sustainable.

Experience Co (EXC) acknowledges the Traditional Owners of the Land and Sea on which our business operates on throughout Australia. At Dreamtime Dive and Snorkel we acknowledge the Gimay Walakala Yidinji, Mandablay Yidinji, Yirngaydji & Gungandji people. Traditional Owners of the Sea Country on which our business operates. We pay our respects to Aboriginal and Torres Strait Islander cultures and to Elders past, present and emerging.

FIND OUT MORE

