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

x Don't stretch the logo.

x Don't squash the logo.

x Don't remove elements from the logo.

x Don't change the colours of the logo.

x Don't rearrange elements of the logo.

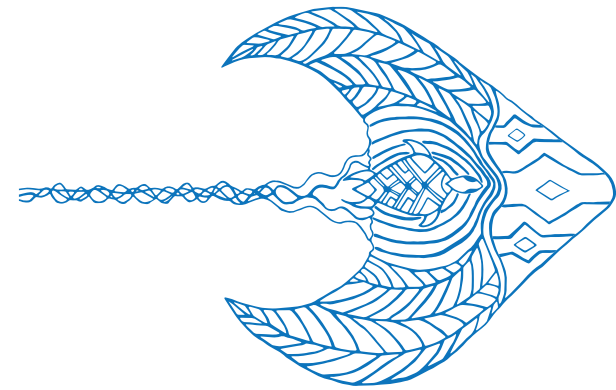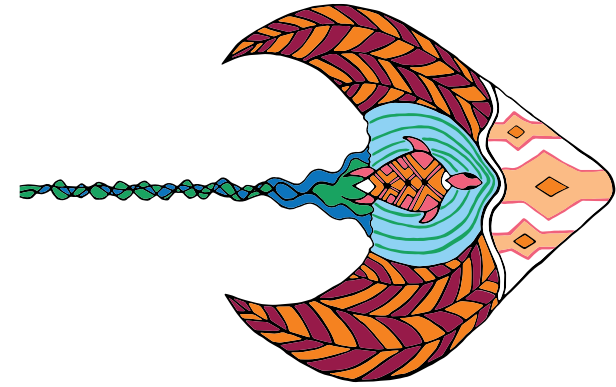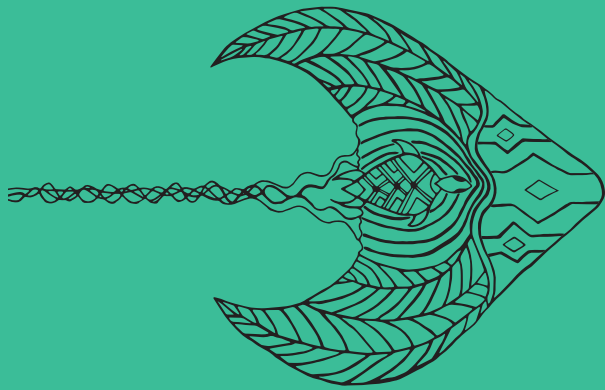x Don't rotate the logo.

x Don't put an outline on the logo.

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

x 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
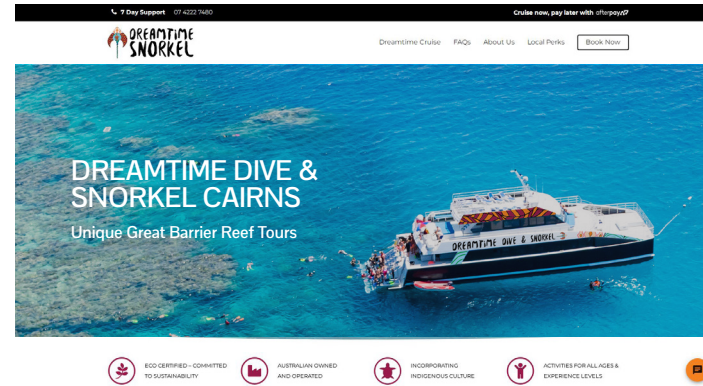ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#$%^&*?!

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