



FITZROY ISLAND

A D V E N T U R E S

BRAND STYLE GUIDE

Logos



FITZROYISLAND
ADVENTURES



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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.

Fonts

POPPINS REGULAR

AaBbCc

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!@#%&

POPPINS BOLD

AaBbCc

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!@#%&

BIG RIVER SCRIPT REGULAR

AaBbCc

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!@#%&



Swatches

SKY BLUE

CMYK: 90 68 0 0

RGB: 38 94 172

PMS: 2728

HEX #: 265EAC

OCEAN BLUE

CMYK: 100 69 7 30

RGB: 0 67 123

PMS: 294

HEX #: 00437B

SUN YELLOW

CMYK: 0 20 100 2

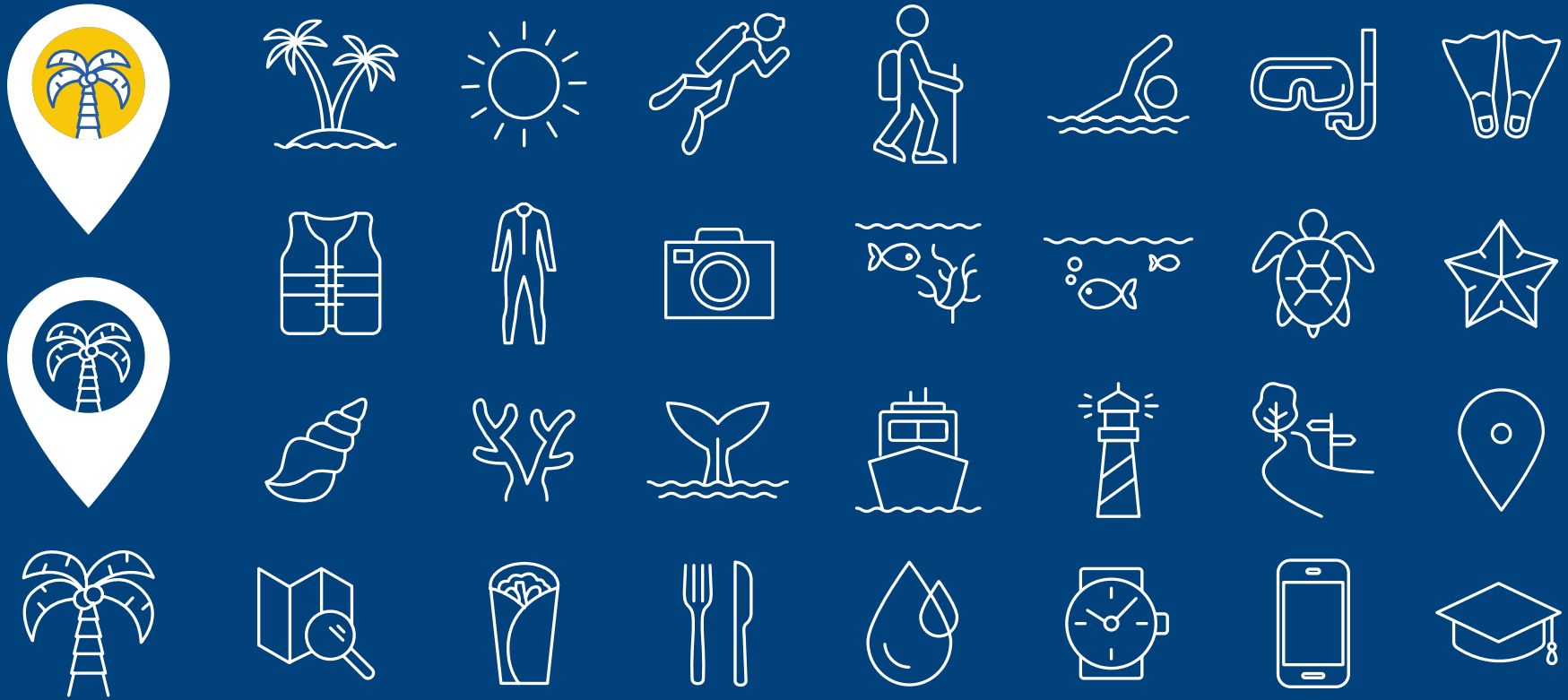
RGB: 255 203 5

PMS: 803

HEX #: FFCB05



Icons



Branding Examples

