

NET
LEVEL

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These visual identity guidelines will help ensure the look and feel of the Next Level adventure park is maintained consistently across all visual communications.

It is critical to the success of the brand that everyone connected to Next Level applies the visual identity according to the guidelines.

Only strict adherence to these guidelines will allow Next Level to achieve and maintain the consistency of a great brand.

DISCLAIMER – Please note, all photographic imagery shown within these guidelines are placeholder images only and used for illustrative purposes. Next Level does not own the copyright to these images and based on this no reproduction of these images is permitted. For any brand related photography enquiries please contact the Next Level marketing team.

The foundations of the visual identity are based upon a set of graphic elements.

These are:

- The logos
- The brand colours
- The brand typography

Keep the guidelines intact and easily accessible at all times. Pages from these guidelines are examples only and not to be used for direct reproduction purposes, unless otherwise specified.

Digital files of the logotype in its various configurations and colour modes have been separately provided.

BODY TEXT

The paragraphs in a document that make up the bulk of its content.

BRAND IDENTITY

The totality of visual images, perceptions and reputations of the company.

CLEAR SPACE GRID

A series of measurements set to determine the appropriate area of clearance around the logo.

CORPORATE TYPEFACE

A typeface which is used exclusively to support and complement the visual identity.

FONT

A particular style or appearance of characters which make up an alphabet.

KERNING

The adjustment of horizontal space between individual characters in a line of text. Adjustments in kerning are especially important in large display and headline text lines.

LEADING

The vertical space between lines of writing, measured in points.

LOGOTYPE

A group of letters or words designed especially to represent a company.

PMS COLOURS

PMS stands for 'Pantone Matching System', an internationally recognised system of colour specification for print.

POINT

A unit of measurement relating to size of type. One point equals 1/72 of an inch.

REVERSED

White letters or graphics over coloured background or photograph.

RULE

A line.

STIPPLE

A percentage of a solid colour.

TYPEFACE FAMILY

The collection of typefaces that were designed together and intended to be used together.

VISUAL IDENTITY

The visual elements which contribute to the brand identity.

WEIGHT

The relative darkness of the characters in the various typefaces within a type family. Weight is indicated by relative terms such as thin, light, bold and black.

X-HEIGHT

The x-height refers to the height of the lowercase letter 'x' in any particular font.



CORE ELEMENTS

LOGOTYPE AND COLOURS

The Next Level logotype appears in three different colourways – electric pink for positive and white or bright yellow for negative.

It is a specially crafted typographic mark. You should always use the correct file, it should never be recreated.

The positive version of the logotype is the preferred colourway and should be given precedence in situations where the designer is at liberty to choose the background colour.

LOGOTYPE — POSITIVE (ELECTRIC PINK)



NEXT
LEVEL

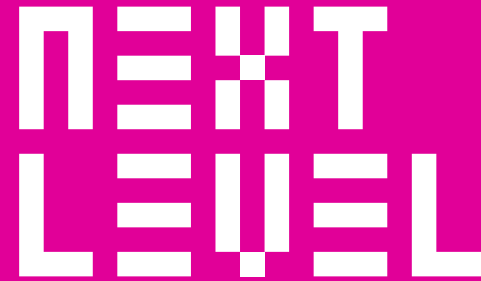
**HIGH ROPES
ADVENTURE PARK**

The Next Level logotype appears in three different colourways – electric pink for positive and white or bright yellow for negative.

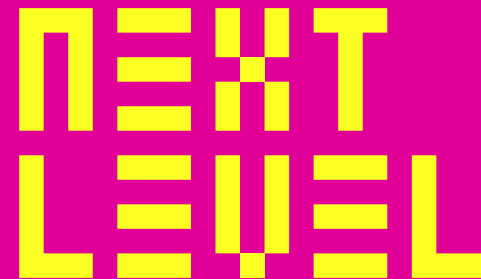
It is a specially crafted typographic mark. You should always use the correct file, it should never be recreated.

The positive version of the logotype is the preferred colourway and should be given precedence in situations where the designer is at liberty to choose the background colour.

LOGOTYPE — NEGATIVE (WHITE)

The image shows the 'Next Level' logotype in white against a black background. The text is arranged in two lines: 'NEXT' on top and 'LEVEL' on the bottom. The font is a bold, blocky, sans-serif typeface with a distinctive geometric, almost digital aesthetic. The letters are composed of solid white shapes, with some internal details like the 'X' in 'NEXT' and the 'V' in 'LEVEL' having a stepped, pixelated appearance.

LOGOTYPE — NEGATIVE (BRIGHT YELLOW)

This image is identical to the one above, showing the 'Next Level' logotype in white on a black background. However, the text is rendered in a bright yellow color. The layout and font style remain the same, with 'NEXT' on the top line and 'LEVEL' on the bottom line.

The Next Level logotype appears in three different colourways – electric pink for positive and white or bright yellow for negative.

It is a specially crafted typographic mark. You should always use the correct file, it should never be recreated.

The positive version of the logotype is the preferred colourway and should be given precedence in situations where the designer is at liberty to choose the background colour.

LOGOTYPE — POSITIVE (ELECTRIC PINK)



NEXT
LEVEL

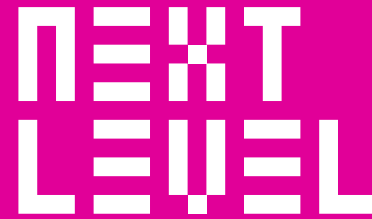
HIGH ROPES
ADVENTURE PARK

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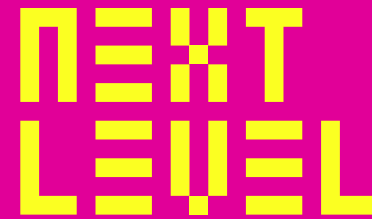
The positive version of the logotype is the preferred colourway and should be given precedence in situations where the designer is at liberty to choose the background colour.

LOGOTYPE — NEGATIVE (WHITE)

The logotype consists of the words 'NEXT' and 'LEVEL' stacked vertically. The letters are white and have a blocky, geometric, sans-serif appearance with internal horizontal and vertical bars.

**HIGH ROPES
ADVENTURE PARK**

LOGOTYPE — NEGATIVE (BRIGHT YELLOW)

The logotype consists of the words 'NEXT' and 'LEVEL' stacked vertically. The letters are bright yellow and have a blocky, geometric, sans-serif appearance with internal horizontal and vertical bars.

**HIGH ROPES
ADVENTURE PARK**

To avoid legibility issues, there is a minimum sizing suggested for the Next Level logotypes.

The logotype should ideally not appear any smaller in size than 23mm wide in print and 65px wide on screen.

If being produced in another format (i.e. screen printing, weaving) the logo may need to be larger to ensure accurate reproduction.

There may be the odd occasion in which the logo needs to be reproduced at smaller sizes, such as for a favicon, but this should be avoided wherever possible and the secondary logotype should be used in its place.

LOGOTYPE MINIMUM SIZE



23mm/65px



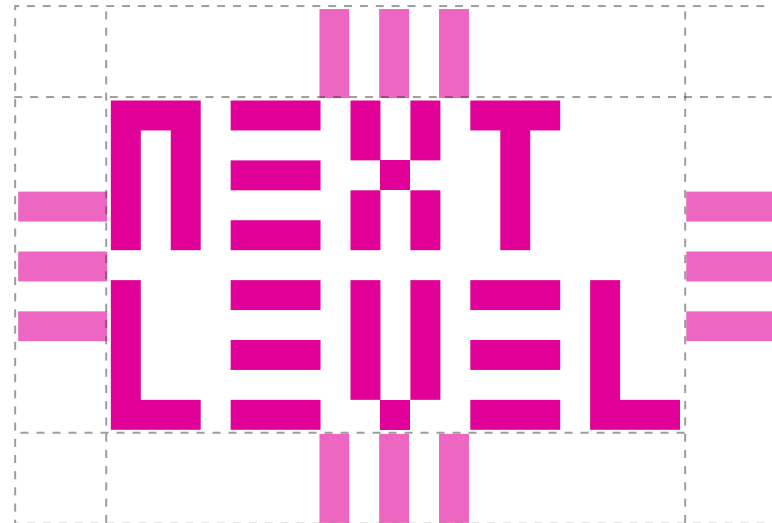
HIGH ROPES
ADVENTURE PARK

23mm/65px

Clear space helps give the logotype the space it deserves. The outer dotted rectangular lines refer to the clear space required around the logotype. No other elements should enter into the clear space area.

The clear space framing of the logotypes are based on its relationship with the 'E' in the Next Level logotype.

LOGOTYPE CLEAR SPACE



The primary colours for the Next Level identity are an electric pink, yellow, black and white.

The only way to ensure consistent colour reproduction is to use the given values for the appropriate mode of production. In print, the colours should always be reproduced as spot colours unless unavoidable. In instances where this is not possible, use the appropriate process breakdown.

For on-screen usage, such as websites, colours should follow the RGB breakdowns provided.

When specifying colours for signage or other physical outcomes, match colours to the spot colours.

PRINTED COLOURS – CMYK

SUNRISE GRADIENT



C:0 M:0 Y:92 K:0 C:0 M:65 Y:100 K:0

SUNSET GRADIENT



C:9 M:87 Y:0 K:0 C:66 M:92 Y:0 K:0

SUNSHINE YELLOW



C:0 M:12 Y:98 K:0
To be used for signage to contrast white text

BLACK / WHITE



C:0 M:0 Y:0 K:100 C:0 M:0 Y:0 K:0

PRINTED COLOURS – SPOT ON COATED AND UNCOATED STOCK

SUNRISE GRADIENT



PMS 107 C/U PMS ORANGE 021 C/U

SUNSET GRADIENT



PMS RHODAMINE RED C/U PMS 2593 C/U

SUNSHINE YELLOW



PMS 7548 C/U
To be used for signage to contrast white text

BLACK / WHITE



PMS BLACK C/U N/A

ON-SCREEN COLOURS – RGB

SUNRISE GRADIENT



R: 251 G:255 B:34 R: 254 G:80 B:0

SUNSET GRADIENT



R: 255 G:0 B:152 R: 132 G:50 B:155

SUNSHINE YELLOW



R:255 G:198 B:0
To be used for signage to contrast white text

BLACK / WHITE



R:0 G:0 B:0 R:255 G:255 B:255

SUPPORTING ELEMENTS

SECONDARY LOGOTYPE,
TYPEFACES & GRAPHIC DEVICES



The primary typefaces used are Next Level (custom font), Plak and Circular Standard.

The Next Level font should only be used in capitals, where the distance between letters should be consistent and based on the width of a letter 'l'. Next Level is used for headings, pull out text and other bold statements.

Plak should only be used in capitals with leading at 110% of font size and tracking at +40. Plak is used for headings, pull out text and other bold statements. Plak is available from for print and web licensing from linotype.com

Where Plak is used in capitals, Circular is used in upper and lower case and suited for content such as web and brochure copy. Type should be set to -10 tracking. Circular Std is available for print and web licensing from lineto.com

NEXT LEVEL

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

PLAK

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

CIRCULAR STD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

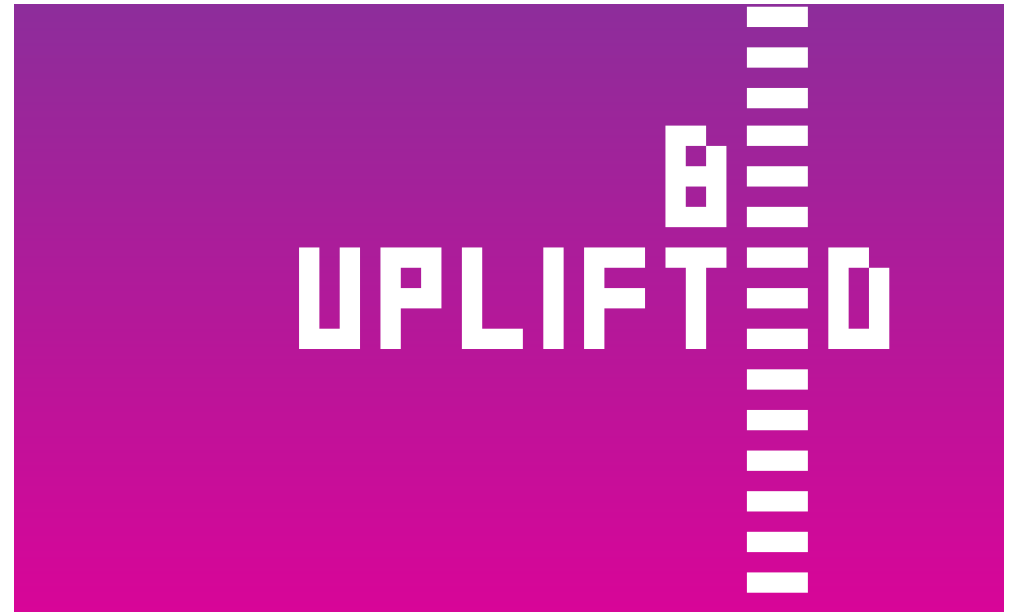
Campaign messaging must be applied consistently to avoid confusion and to give the brand a unified voice.

The core concept of the adventure park stems from the name 'Next Level' and challenging yourself. Key messaging reinforces this idea of achieving greater heights and the enjoyment this brings.

Key messaging uses phrases that contain the letter 'E' and appear in relation to the visual language of the graphic ladder. The key messaging will always use the Next Level custom typeface in capitals, left aligned, where the distance between letters should be consistent and based on the width of a letter 'l'.



GET
ELEVATED

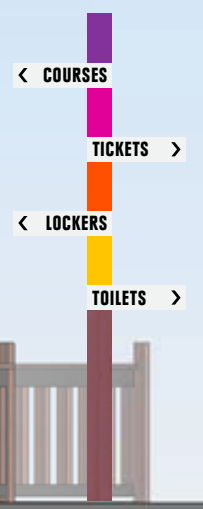


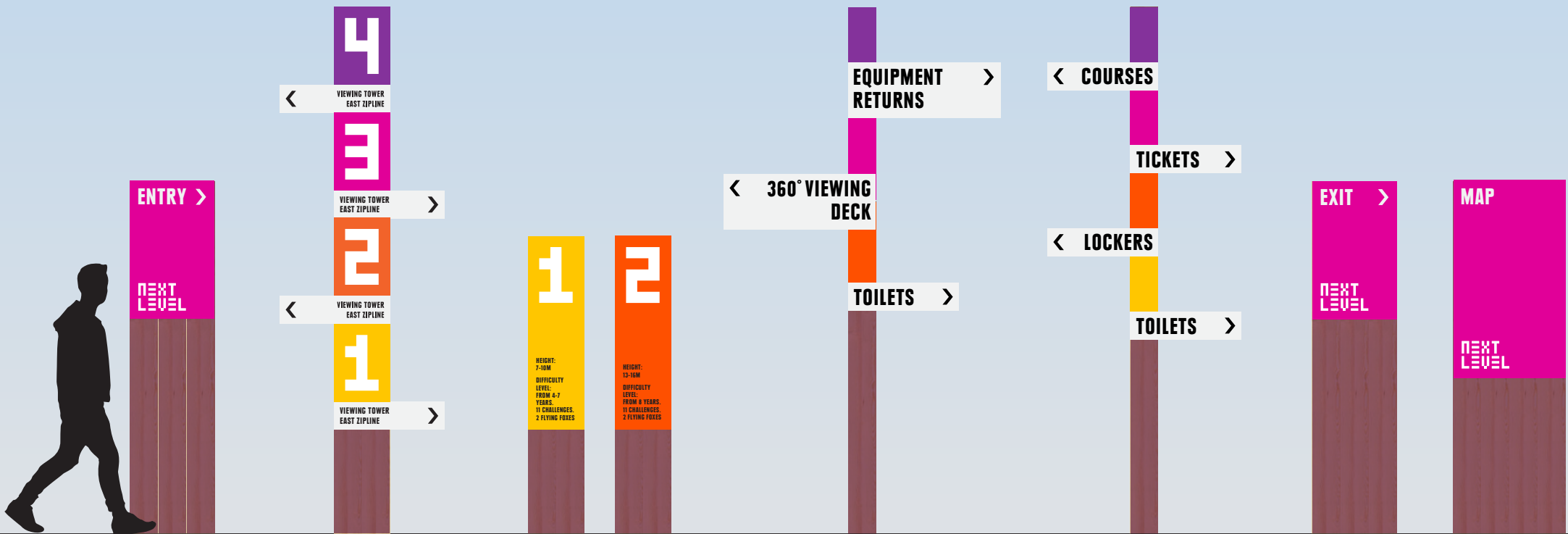


APPLICATIONS

BRINGING THE
BRAND TO LIFE













AERIAL ADVENTURES

RIS ABOVE

NEXT LEVEL
HIGH ROPES ADVENTURE PARK

NEXTLEVELPARK.COM.AU


THE WORLD'S LARGEST ROPES COURSE ON POLES. WITH A ZIP LINE STRETCHING 130 METRES ACROSS CORNMEAL CREEK, A 22-METRE HIGH VIEWING DECK AND OVER 150 CHALLENGES.

3  **LEVEL 3 FROM 10 YEARS OLD**
11 challenges, 3 Flying Foxes. up to 16 metres high, from 10 years old. 1 participating adult for up to 4 kids (10-12yrs)

4  **LEVEL 4 FROM 13 YEARS OLD**
11 challenges, 2 flying foxes, up to 18 metres high, from 13 years old. Non-paying adult supervision from the ground is recommended (13-17). Level 3 must be completed first.

0  **360° VIEWING DECK ALL AGES**
For all ages, up to 21 metre high.

  **NEXT LEVEL UNLOCKED FROM 13 YEARS OLD**
An ultimate pass where you can climb all the levels over a day. Level 3 must be completed first before going to Level 4.



THE WORLD'S LARGEST ROPES COURSE ON POLES. WITH A ZIP LINE STRETCHING 130 METRES ACROSS CORNMEAL CREEK, A 22-METRE HIGH VIEWING DECK AND OVER 150 CHALLENGES.

PRICES

Admission includes access to the park. Anyone entering the park must pay the admission fee. Course levels are charged separately.

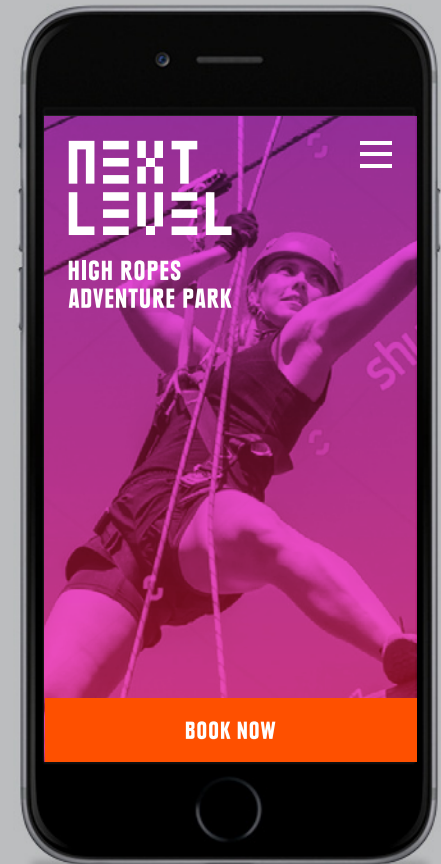
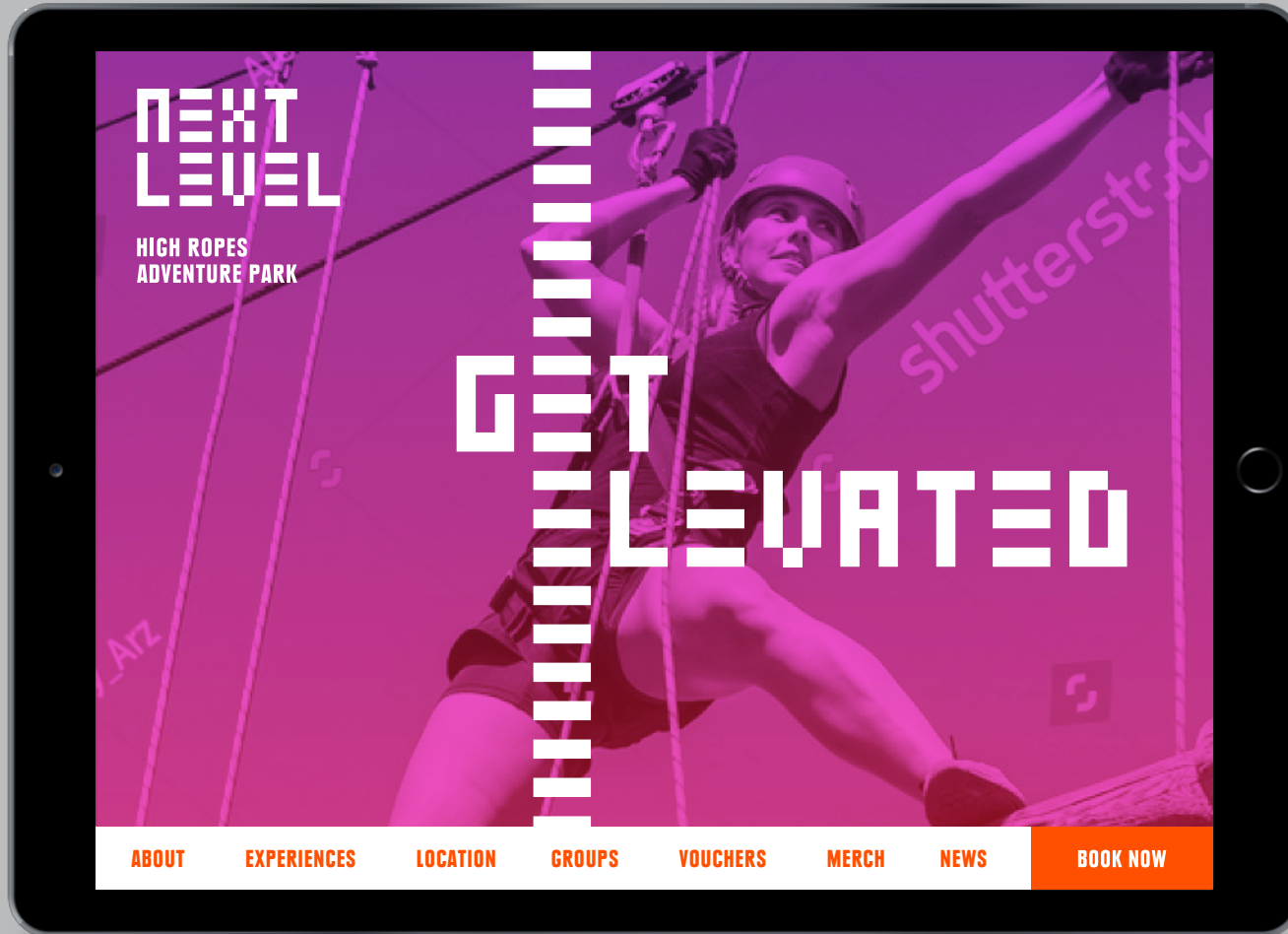
\$48 Adults
\$43 Concession (ID required)
\$38 Child (8-17 yrs)
\$25 Kids (4-7 yrs)

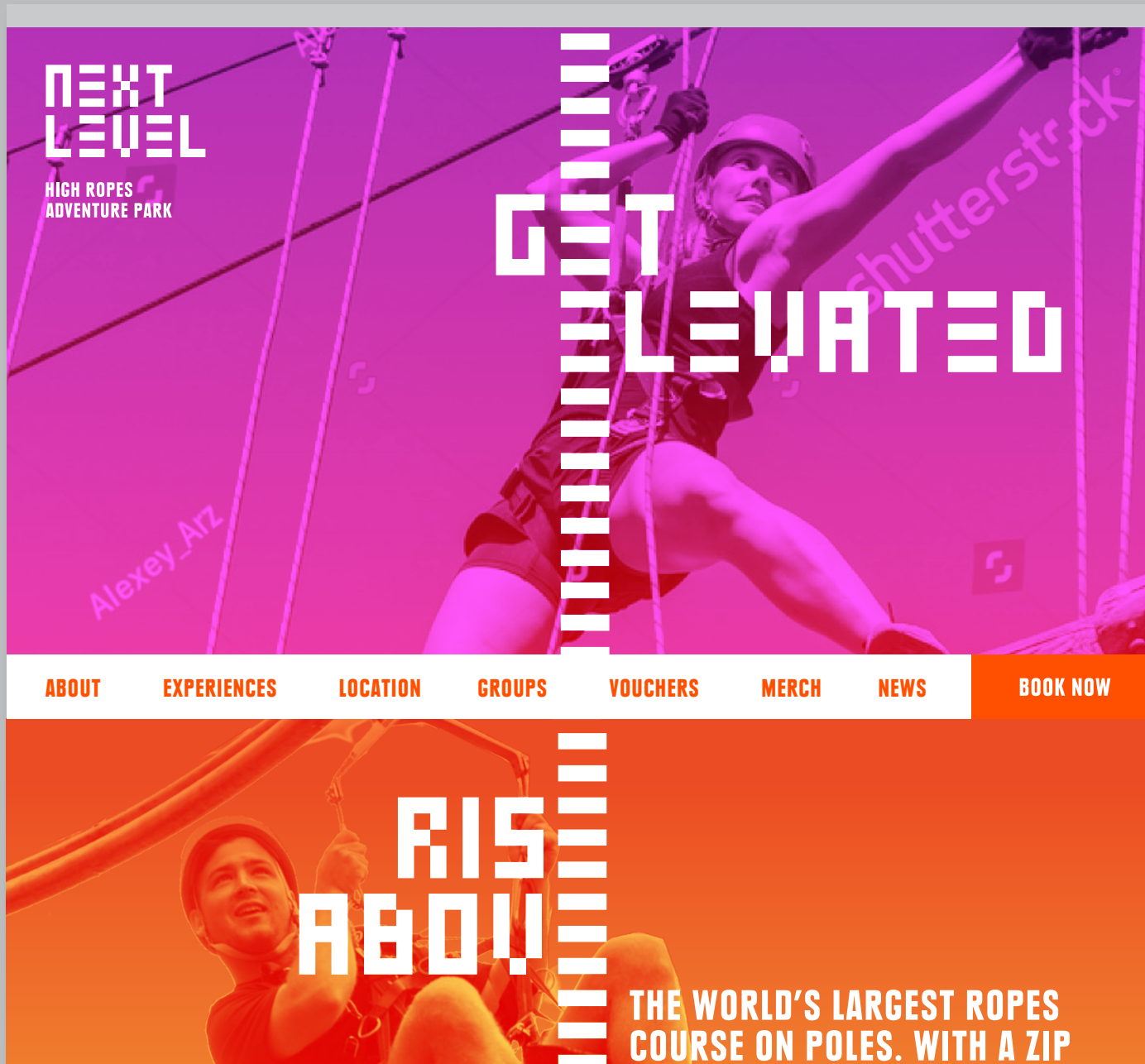
2.5-hour session (including training). Supervision and course restrictions apply.
*Optional School Holiday Session for 8-12yrs.

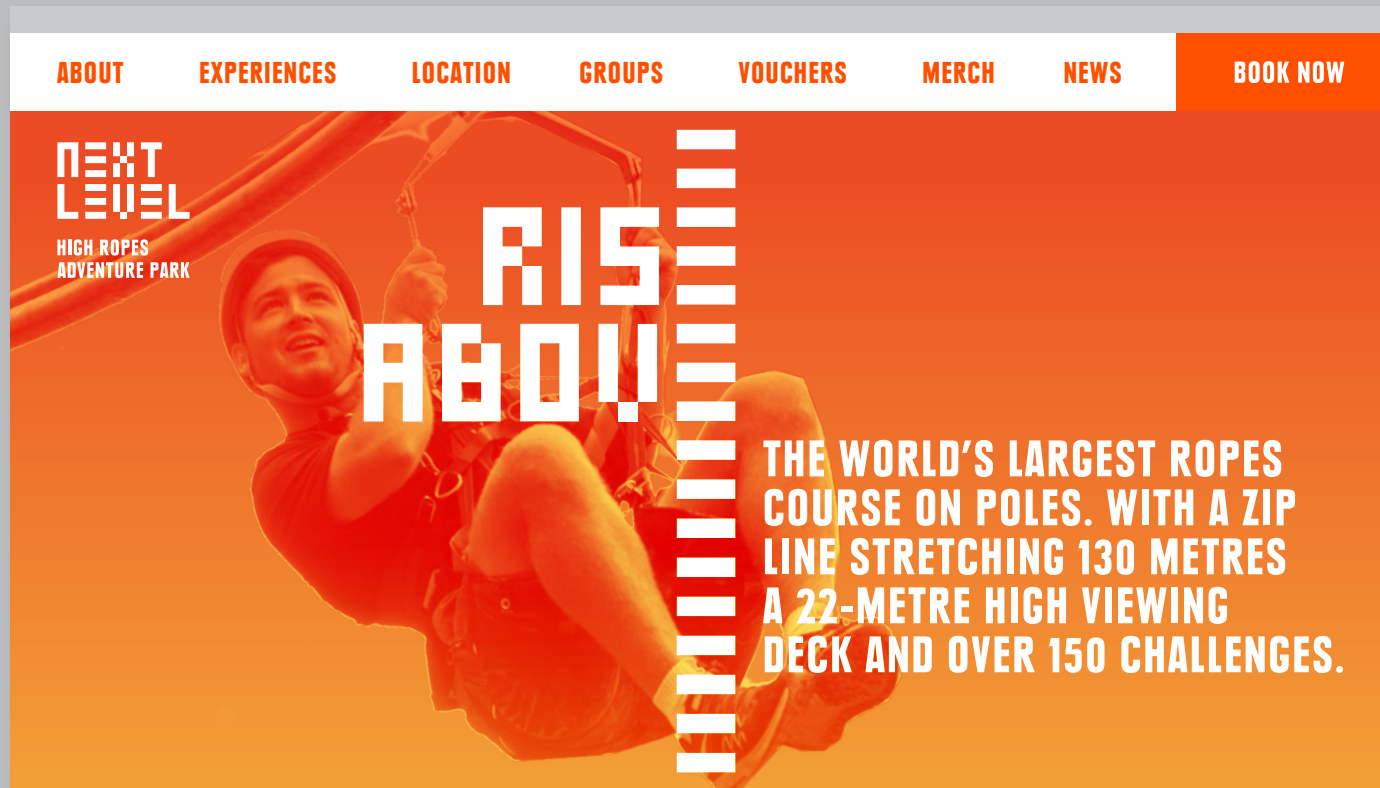












PRICES

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\$25 Kids (4-7 yrs)

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COURSES



LEVEL 1 FROM 4-7 YEARS OLD

11 challenges, 2 Flying Foxes, up to 10



LEVEL 2 FROM 8 YEARS OLD

11 challenges, 2 Flying Foxes, up to

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COURSES



LEVEL 1 FROM 4-7 YEARS OLD

11 challenges, 2 Flying Foxes, up to 10 metres high, from 4-7 years old. Separate non-paying adult supervision from the ground is required. Adults are not permitted on this course.

[More Info](#)



LEVEL 2 FROM 8 YEARS OLD

11 challenges, 2 Flying Foxes, up to 10 metres high, from 4-7 years old. 1 participating adult for up to 4 kids (8-12yrs)

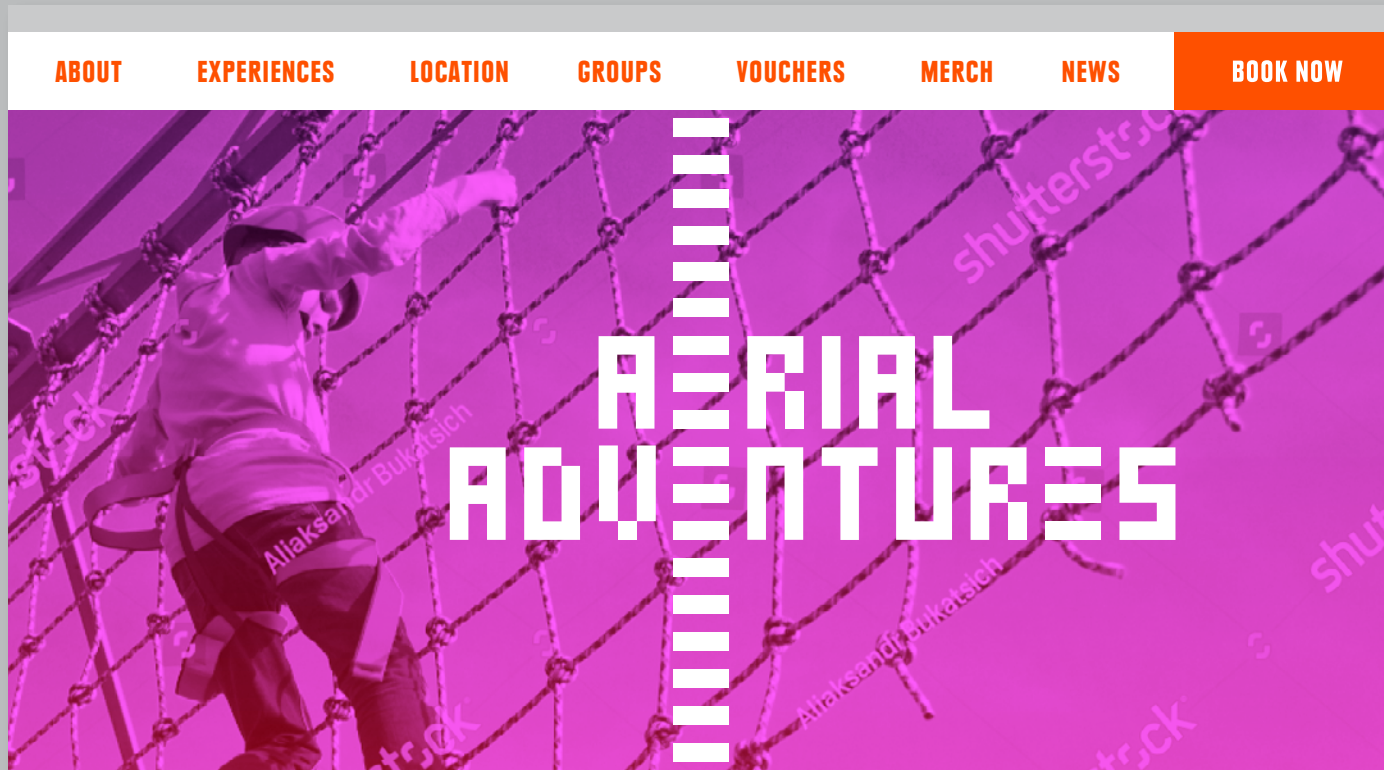
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LEVEL 3 FROM 10 YEARS OLD



LEVEL 4 FROM 13 YEARS OLD



EXTRA ACTIVITIES



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EXTRA ACTIVITIES



360° VIEWING DECK ALL AGES

For all ages, up to 21 metre high.

[More Info](#)

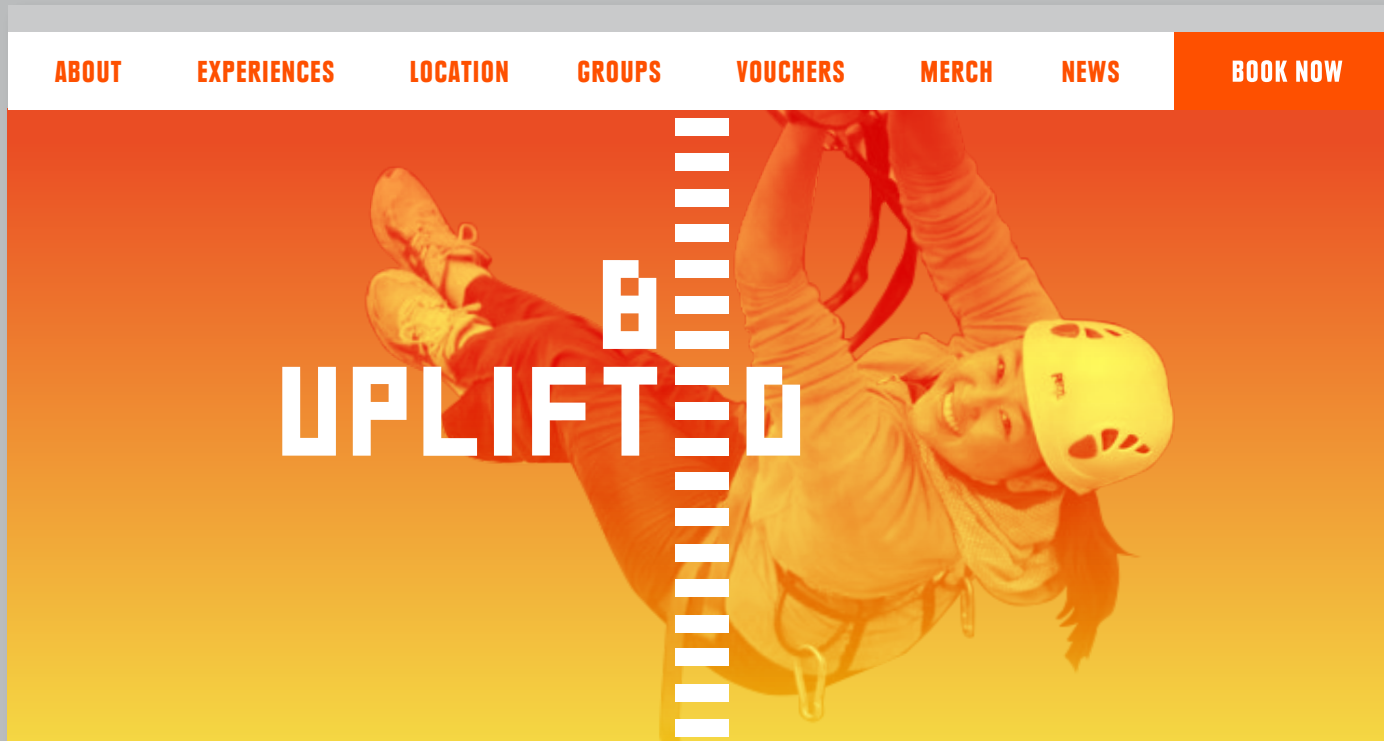


NEXT LEVEL UNLOCKED FROM 13 YEARS OLD

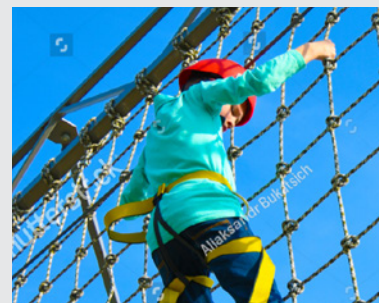
An ultimate pass where you can climb all the levels over a day. Level 3 must be completed first before going to Level 4.

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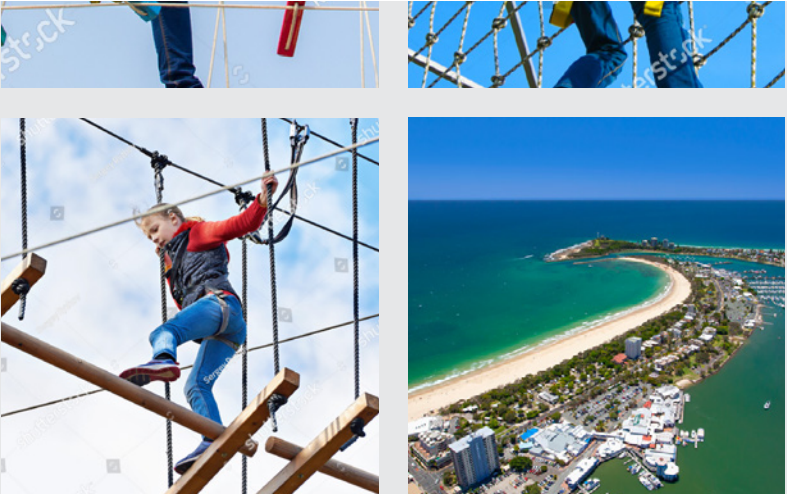
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contact@nextleveladventures.com.au

Next Level High Ropes Adventure Park is located at Sunshine Plaza in Maroochydore on the Sunshine Coast.

Phone 1300 NEXT LEVEL

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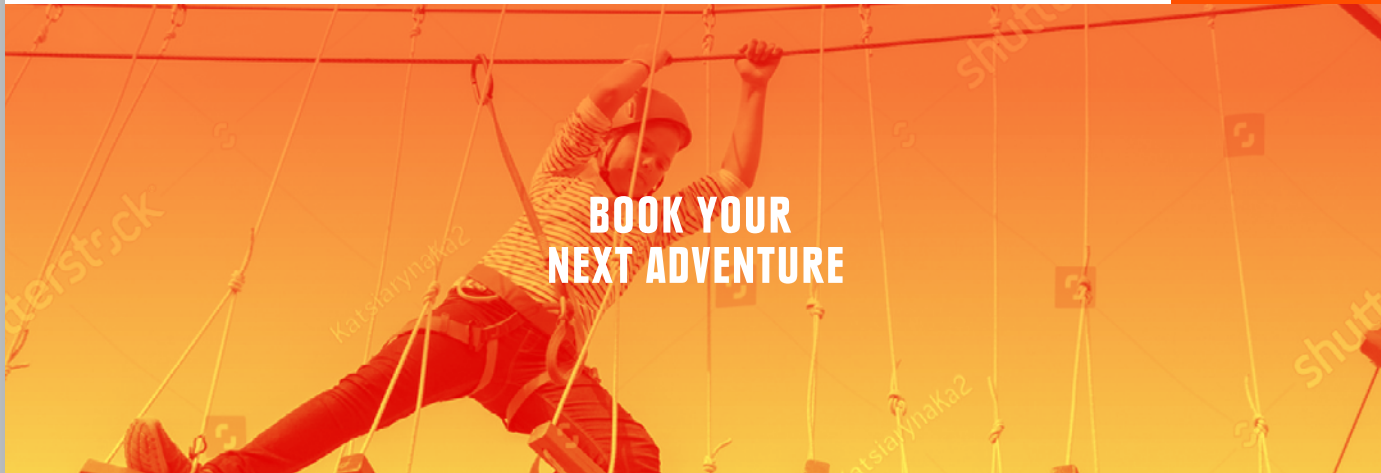
**LEVEL 1
FROM 4-7 YEARS OLD**

11 challenges, 2 Flying Foxes, up to 10 metres high, from 4-7 years old. Separate non-paying adult supervision from the ground is required. Adults are not permitted on this course.

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**LEVEL 1
FROM 4-7 YEARS OLD**



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ONLINE BOOKING

SELECT DATE

DD/MM/YYYY

NEXT

GET IN TOUCH **NEWSLETTER** **STAY IN TOUCH**



LOGO MATRIX

SUPPLIED FILES AND
THEIR NAMING

Different versions of the logo artwork will be required depending on the mode of production.

The file formats supplied are:

PMS Logotype colours are spot colour for printing

CMYK Logotype colours are 4 colour process for printing

RGB Logotype colours are RGB for on screen

REV Reversed version of logo to be used on a darker background

PDF PDF file for all usage (is Ai compatible)

PNG Lossless file for use on screen only, includes transparency

THANK YOU

For more information on the next level brand
please contact the next level team:

bec@nextlevelpark.com.au
nextlevelpark.com.au

