

REEF  MAGIC

BRAND GUIDE

v1.0 January 2022

Discover our brand.

WE ARE PLEASED TO PRESENT YOU
WITH OUR ***BRAND ELEMENTS GUIDELINE!***

This guide was created to help you present the brand in a proprietary way. By using this guide you'll discover different aspects of our brand such as our Background, Logo Guidelines, Color Guidelines, Image Use, Typography and Brand Applications.

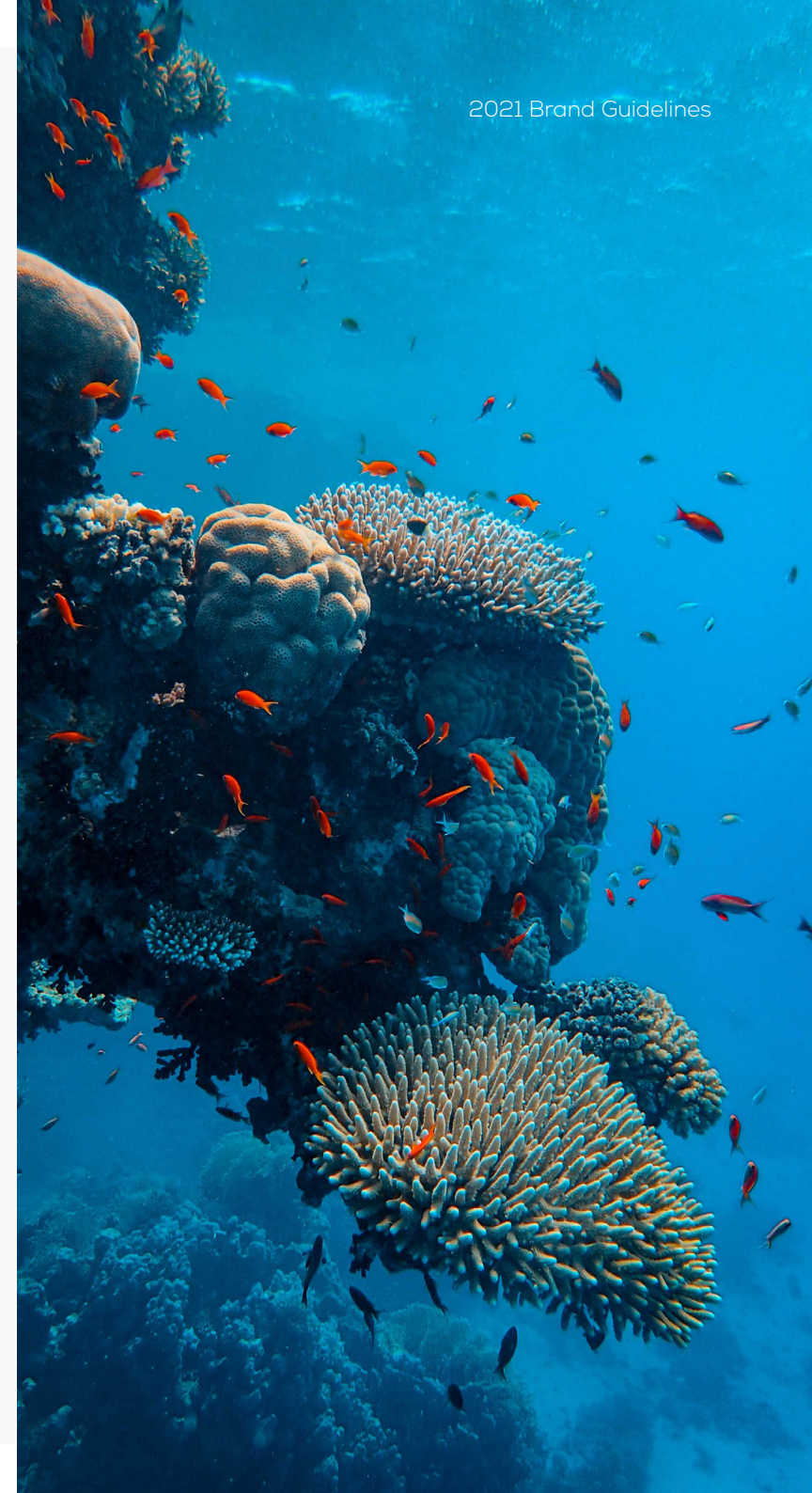


Table of Contents.

04

COMPANY
BACKGROUND

05

ABOUT US

06

OUR VISION /
INSPIRATION

07

TARGET
AUDIENCE

08

LOGO
GUIDELINES

12

COLOUR
GUIDELINES

13

TYPOGRAPHY

15

ICONOGRAPHY

17

IMAGE USAGE

18

TONE OF VOICE

19

PATTERNS

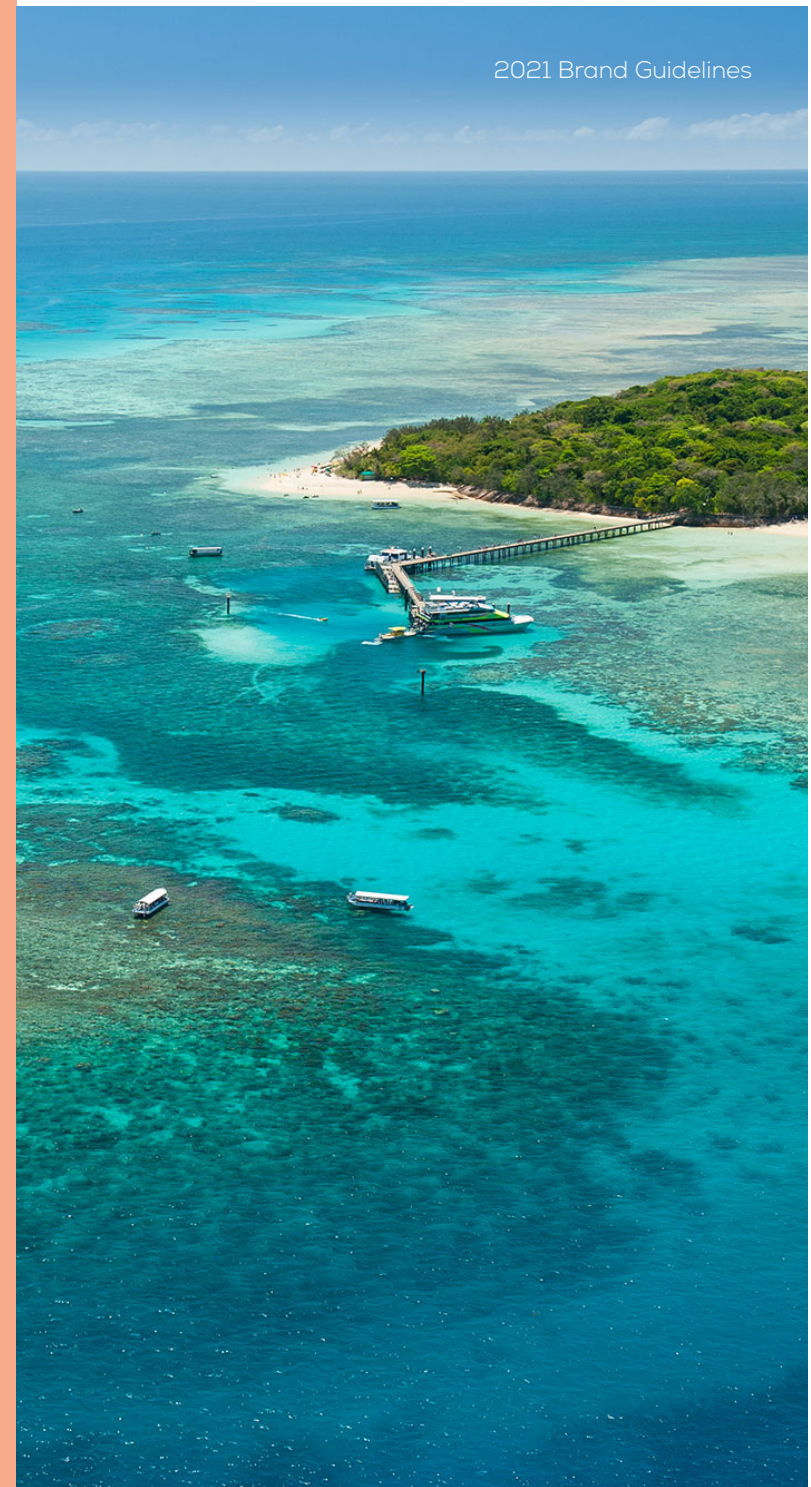
23

BRAND
APPLICATION
EXAMPLES

Company Background.

ABOUT EXPERIENCE CO.

Since our start in 1998 in Wollongong, Australia, our company has immersed adventurers from all over the world in incredible experiences, building a reputation for safety, friendliness and excellence. We began in 1998 by offering tandem skydives on North Wollongong beach under the name Skydive The Beach, and then in 2015 we listed the company on the ASX to enable further growth. Now operating as Experience Co Limited (EXP), we manage 13 skydiving drop zones across Australia and three in New Zealand. We also provide rainforest tours, tropical island tours and boat tours to the Great Barrier Reef in North Queensland, Australia.



About us.

PROUDLY AUSTRALIAN OWNED, PASSIONATE ABOUT ECOTOURISM & ADVENTURE

Reef Magic is steered by a small team of local experts with unmatched professionalism and knowledge of the reef. It is owned by Experience Co Limited (EXP), an Australian owned company specialising in adventure and leisure tourism. The combination of localised management and large-scale ownership allows us to share our dreamy cruises with more people, and continue expanding our efforts in ecotourism and reef preservation.

PASSIONATE MARINE LOVERS, LIVING TO SHARE THE REEF

We at Reef Magic are fortunate to call the oceans off the coast of Cairns our office. Each of us has our own special connection to the playground of the Great Barrier Reef, but a passion for sustainable tourism and educational, inspiring cruises is a passion we all share.

Our vision.

We live to share the dynamic underwater beauty of Australia's Great Barrier Reef. This mission has kept us bursting out of bed (and into the water) each morning since 1998, taking thousands of travellers on the sea trip of a lifetime.

Indigenous.
Awareness.
Sustainable.



Target audience.

Reef Magic Cruises depart directly from Cairns on a fast, stable catamaran, making its way to the reef activity pontoon. Catering for all kinds of visitors, Reef Magic provides snorkelling, scuba diving, helicopter flights and more. For those who just want to stay dry, there's our spacious sundeck and underwater viewing deck or glass bottom boat options.

01

TRAVELLERS



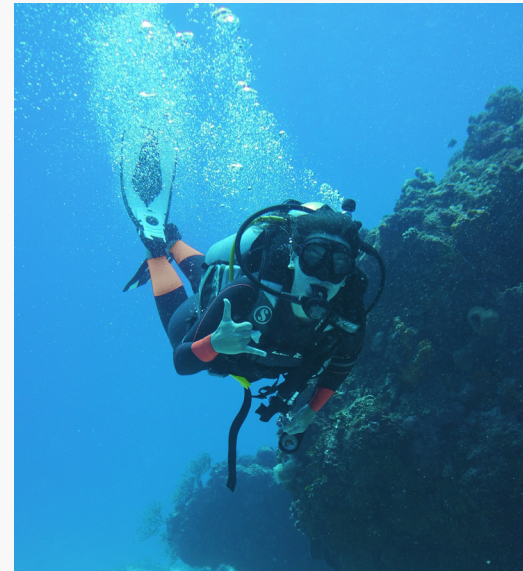
02

FAMILIES



03

DIVING ENTHUSIASTS



Logo.

OCEAN AND CORAL

This logo works best on a white background, when this option is not available, white logo on brand colours background should be used. Ensure you use the minimum clear space when positioning this logo and variations.

Bold. Friendly. Modern.

Primary



Secondary



Logo variations.

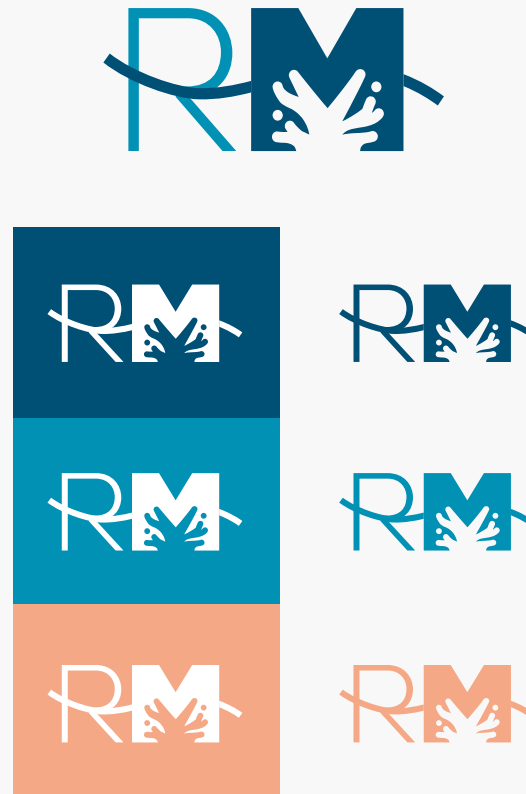
Variation 1



Variation 2



Lettermark



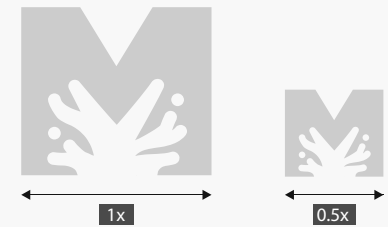
Icon



Logo clear space.

Recommened
clear space.

Minimum
clear space.



Logo misuse.



✘ Don't invert the logo.



✘ Don't use a full colour other than white or black.



✘ Don't change the proportion of the Reef to Magic or vice versa.



✘ Don't tilt the logo.



✘ Don't distort the logo.



✘ Don't alter the colours.



✘ Don't reverse the order of blues.



✘ Don't add any shadow to the logo.



✘ Don't add a glow behind the logo.



✘ Don't use a keyline or stroke around the logo.



✘ Don't use a white logo on any other colour other than black and brand colours.



✘ Don't place a logo over a pattern of any kind.

Colour palette.

SKY, OCEAN AND CORAL.

Our colours are inspired by the essential elements of the Reef Magic experience:

Blue Skies, Clear Water and Corals.

50% colour tints can be used when needed, especially when building creative patterns.

0091B6

| | |
|--------|--------|
| C. 81% | R. 0 |
| M. 28% | G. 145 |
| Y. 18% | B. 182 |
| K. 0% | |

PANTONE 7702 C

014F75

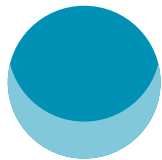
| | |
|--------|--------|
| C. 98% | R. 1 |
| M. 69% | G. 79 |
| Y. 33% | B. 117 |
| K. 15% | |

PANTONE 7693 C

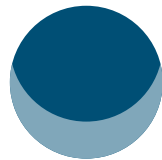
F6A984

| | |
|--------|--------|
| C. 1% | R. 246 |
| M. 39% | G. 169 |
| Y. 48% | B. 132 |
| K. 0% | |

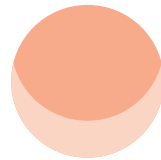
PANTONE 1625 C



Sky blue



Ocean blue



Coral

Typography.

WE REALLY LIKE NEXA

The Nexa font and its variations can be used for any type of graphic design including digital, web, hard surfaces, fabrics along with posters and any other print material.

Follow this hierarchy when formatting text paragraphs using Nexa:

- Nexa Black Italic should be used for titles and main headings
- Nexa Bold for subtitles
- Nexa Book for body text.

Alternatively, other variations of Nexa can be used when necessary.

Title

Nexa Black Italic.

***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***

0 1 2 3 4 5 6 7 8 9

Subtitle

Nexa Bold.

**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**

0 1 2 3 4 5 6 7 8 9

Body

Nexa Book

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

0 1 2 3 4 5 6 7 8 9

Text Hierarchy.

H1

DISCOVER THE MAGIC OF THE REEF!

H2

DAILY REEF CRUISES FOR ALL AGES

H3

Join us for the day and experience the magic for yourself. We're cruising from beautiful Cairns every day so come and visit us today, what are you waiting for?

B

Experience Co Limited (EXP) acknowledges the Traditional Owners of the Land and Sea on which our business operates on throughout Australia. At Reef Magic we acknowledge the Gimuy Walubara Yidinji , Mandingalbay Yidinji, Yirrganydji & Gunggandji people, Traditional Owners of the Land and 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.

Iconography.

ICONOGRAPHY STYLE AND USAGE

These icons can be used to complement our typography in order to provide the reader a more visually enhanced experience as they navigate through our content. Alternatively, they may be used as elements to build patterns and support other graphical elements.

The use of flat strokes is cohesive with our typeface Nexa, also used to design the word Reef in the Reef Magic logo.



Indigenous iconography.

Turtle, Crab, Jellyfish and Starfish are animals that represent our Aboriginal and Torres Strait Islander culture and connection to the reef.

Within each animal, the design is broken up into sections to represent our four seasons: Summer, Autumn, Winter, and Spring. The way seasons are defined can vary depending on groups around Australia. Seasons are integral to our way of life, dividing the year up and interpreting the weather patterns. Our understanding of how things interact and connect with one another throughout these seasonal changes. All these four lines feed into a circle which depicts a clock and signals the timings of these animals' journeys.

Dots also signify mating season, laying and hatching eggs as it replenishes the reefs ecosystem.

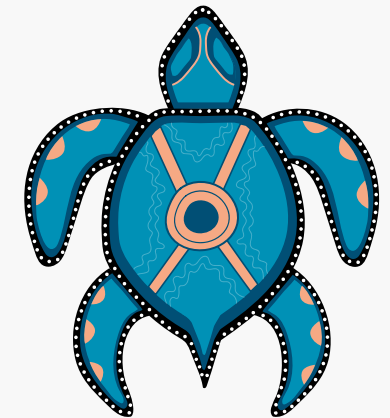
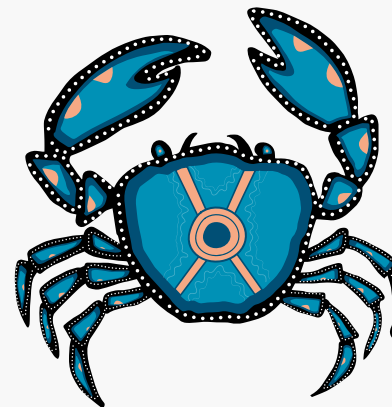
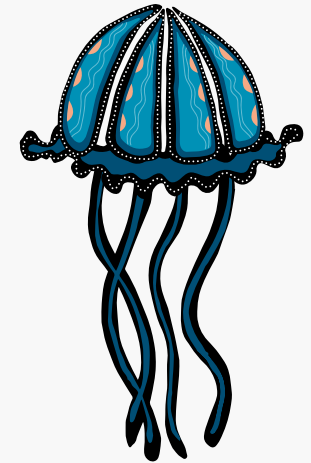
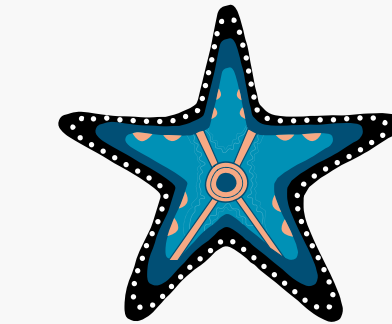
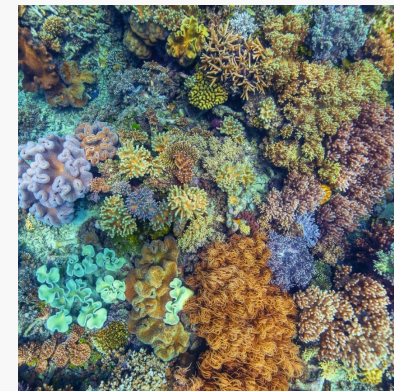
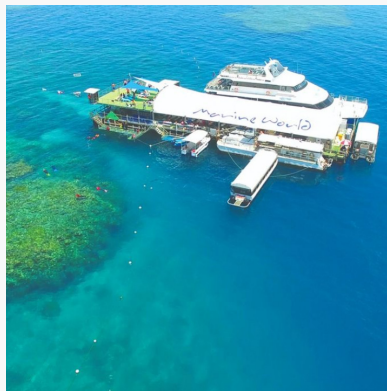


Image usage.

With our imagery we want to capture what an experience with Reef Magic looks like: beautiful underwater shots of the reef together with all the wildlife that you might encounter, snorkelling and diving portraits and drone shots of the cruise are perfect for both social media, web and print purposes.



Tone of voice.

Our tone of voice is comprised of 3 main characteristics. To ensure brand continuity across all marketing mediums, we've established these guidelines around our messaging both internally and public facing.

BRAND VOICE CHARACTERISTICS

01

FRIENDLY

Our brand is friendly and showcases the natural Australian culture of a friendly local guide. Reef Magic welcomes everyone and this is shown by our relaxed and conversational tone of voice.

02

EDUCATIONAL

Reef Magic is all about educating people about the magic of the Great Barrier Reef. Our Marine Biology department plays a major role in the sustainability of the reef and ensuring our guests are educated on safe reef practices, marine life and the history of the reef.

03

PROFESSIONAL

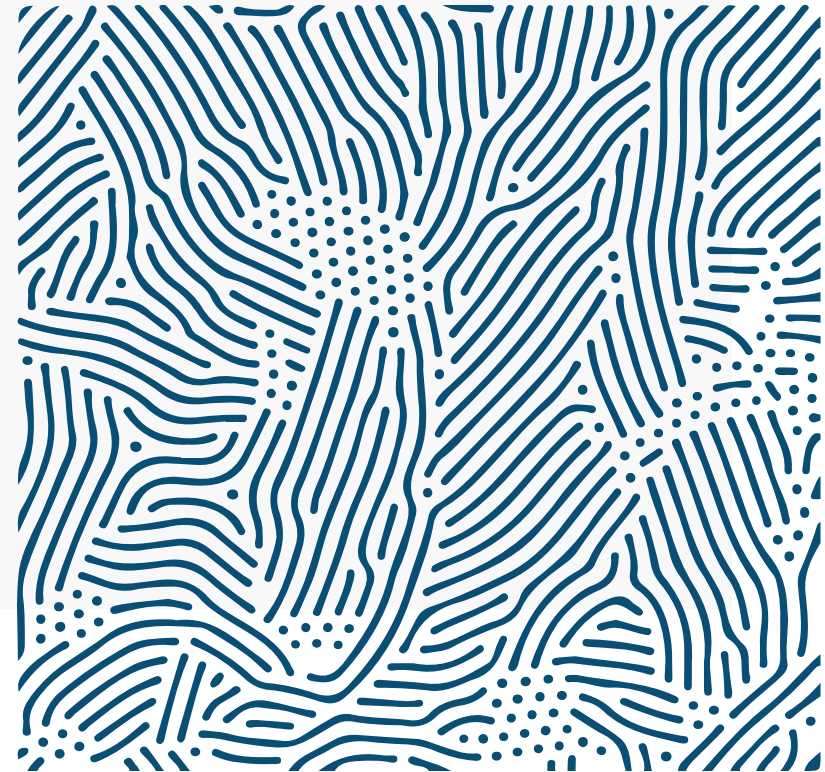
Reef Magic is a professional business focusing on safety and integrity. Our brand is modern and professional, ensuring we promote a safe and reliable experience for our guests.

Patterns.

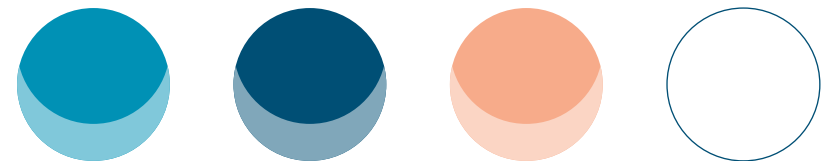
INSPIRED BY THE HUMPED WRASSE FISH

The pattern can use many colour combinations as long as brand colours are used.

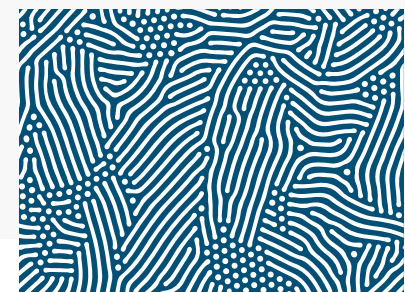
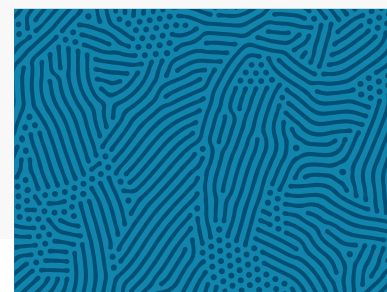
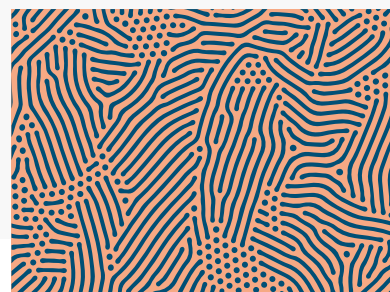
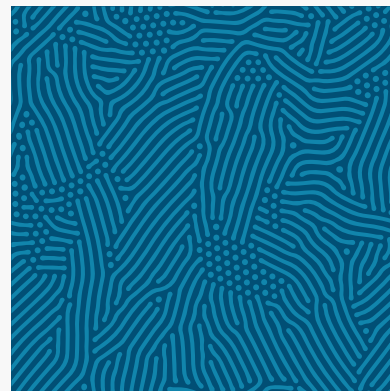
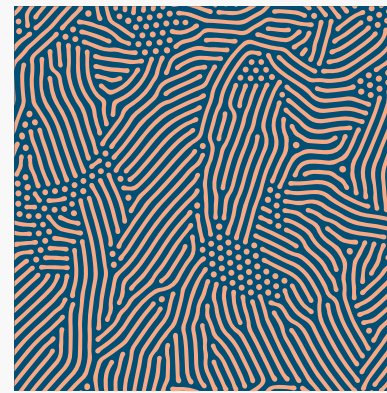
A more creative approach to the pattern can be implemented, but must feature brand colours as well as the main pattern.



Colours



Pattern colour combinations.



Pattern creative possibilities.



Indigenous pattern.

Ocean Streams by Jedess Hudson

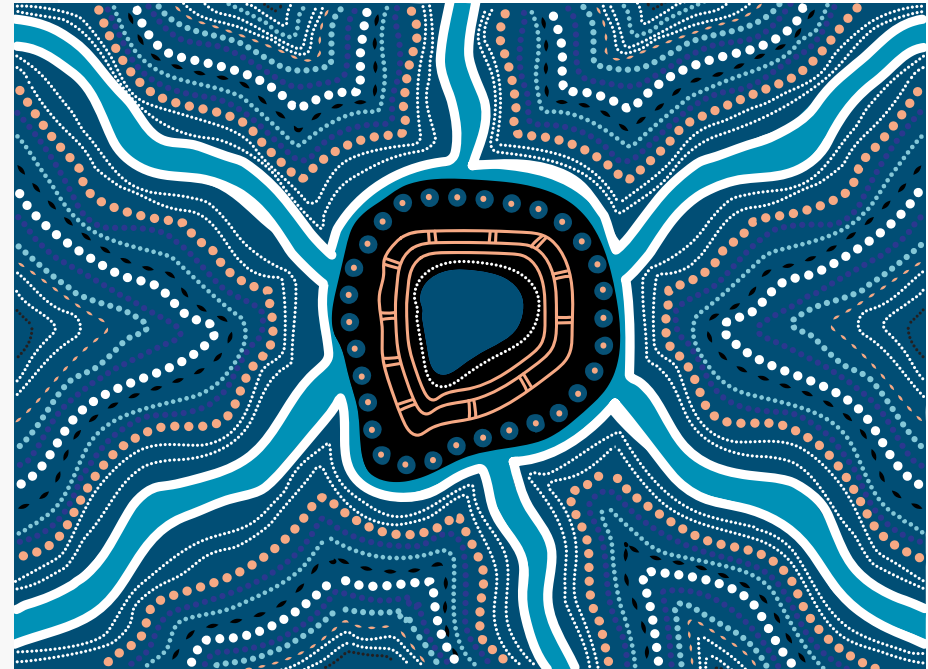
Jedess Hudson is a descendant from the Ewamian and Western Yalanji people of North Queensland.

As an emerging artist she creates and explores traditional stories with a contemporary perspective.

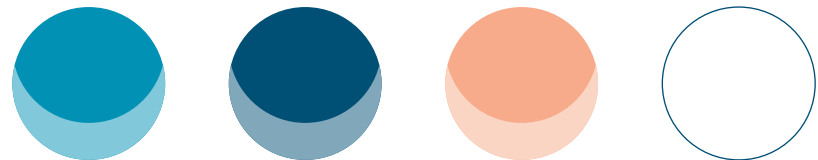
Her Aboriginality is a continuous source of inspiration as she draws deeply on this throughout her creative journey.

Her heritage has taught her to analyse and appreciate the surroundings she finds herself in, especially on country.

This artwork was created to match the colours of the reef, ocean blue, sky blue and coral.



Colours



Brand application examples.



Merchandise



Stationery



Digital



CONTACT

FOR FURTHER CLARIFICATION ON REEF MAGIC'S
BRAND GUIDELINES, PLEASE GET IN TOUCH:

PHONE: (07) 4031 1588

EMAIL: marketing@experienceco.com

www.reefmagiccruises.com.au



Crafted with love by  **BANG**
MEDIA





BRAND REFRESH 2021
BRAND GUIDELINES

REEF MAGIC

© Bang Media. Until a final design is approved, all logos, artwork, concepts and designs remain the copyright and exclusive property of Bang Media.
This material may not be reproduced in any other way or displayed on any form of digital media without the prior written consent of Bang Media.



BANG

MEDIA



GRAPHIC DESIGN



WEBSITE DESIGN



PHOTOGRAPHY



VIDEOGRAPHY



DIGITAL MARKETING

bangmedia.com.au  