

# BRAND GUIDELINES

Version 3  
August 2024



# CONTENTS

Introduction

Logo

Colour

Typography

Brand Language

The Arrow-tree

Illustration

Difficulty System

Photography

Signage

Applications

# 1.1

## INTRODUCTION

These visual identity guidelines will help ensure that the Treetops Adventure look and feel is maintained consistently across all visual communications.

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

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

# 1.2

## USING THE GUIDELINES

The foundations of the visual identity are based upon a set of graphic elements: Logos, Colours, Graphics Devices and 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.

# 2.1

## LOGO

The Treetops Adventure logo is the most important signifier of the overall brand. To ensure the visual impact and integrity of our logo, it is important that the following guidelines are followed.

# 2.2

## LOGO – VERSIONS

The Treetops Adventure logo consists of two parts: the Arrow-tree, and the wordmark.

These two elements can appear combined in three ways: horizontal, vertical or contained.

The following pages highlight each of these logos.



Logo – Horizontal



Logo – Vertical



Logo – Contained

## 2.3

# LOGO – HORIZONTAL

The Horizontal version of the logo is the most broadly used.

This version works well in applications with a lot of left aligned copy, prompting the logo to be placed in the top left corner of the layout.

The logo is a crafted mark and should never be recreated. Please always use the files provided in the relevant colour space – CMYK or PMS for print and signage, RGB for on screen.



## 2.4

# LOGO – VERTICAL

The Vertical version of the logo is best used when centred horizontally within an application.

The wordmark is placed to optically align with the triangular shape of the Arrow-tree and should not be altered.

The logo is a crafted mark and should never be recreated. Please always use the files provided in the relevant colour space – CMYK or PMS for print and signage, RGB for on screen.





# 2.5

## LOGO – CONTAINED

The logo also comes in a version with the wordmark contained within the Arrow-tree.

This version should not be used in small sizes but can be useful in certain scenarios such as on helmets, merchandise or large signage.

The logo is a crafted mark and should never be recreated. Please always use the files provided in the relevant colour space – CMYK or PMS for print and signage, RGB for on screen.



# 2.6

## LOGO – CLEAR SPACE

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

The clear space framing of the logo is based on height of the T within the wordmark and of the 'trunk'-width of the contained logo.



# 2.7

## LOGO – COLOUR USAGE

The Treetops Adventure logo can be used in TA Orange, TA Navy.

The following pages show how the logo can be used on coloured backgrounds as well as on top of photography.



# 2.8

## LOGO – OPTIONS

The Treetops Adventure logo can be used in either TA Orange or TA Navy, but can be used on any of the accent colours. However, to avoid clashing colours, the TA Orange logo should be limited to the core TA Navy and accent blue.



# 2.9

# LOGO – OPTIONS

The Treetops Adventure logo can be used on top of photography if the background doesn't prevent the legibility of the logo.

In general, the TA Orange logo should be used on darker backgrounds and the TA Navy one on lighter backgrounds.

In situations where neither of these appear legible enough, a white version of the logo can be used.



# 3.1

## COLOUR

The Treetops Adventure colour palette consists of a core TA Orange and TA Navy along with a set of accent colours picked out from the Treetops Adventure course difficulty colours.

The following pages show how the colours can be used to ensure a strong brand presence with ownable colours but still maintaining a playful, dynamic and fun look and feel.

# 3.2

# COLOUR

The Treetops Adventure colour palette consists of core colours TA Orange and a TA Navy, complemented by TA Blue and a set of accent colours.

The colours (other than TA Navy) are also used to indicate rope courses' difficulty levels.

<b>TA ORANGE</b> Junior Pro 3 - 9 yrs			
<b>TA NAVY</b>			
<b>TA BLUE</b> Intermediate 8+ yrs			
<b>ACCENT YELLOW</b> Junior 3 - 7 yrs	<b>ACCENT GREEN</b> Beginner 8+ yrs	<b>ACCENT RED</b> Advanced 10+ yrs	<b>EXPERT BLACK</b> Expert 13+ yrs

# 3.3

# COLOUR – BREAKDOWN

The only way to ensure consistent colour reproduction is to use the given values for the appropriate mode of production.

In print and other physical production such as signage or merch, the colours should be reproduced as spot colours where possible. In instances where this is not possible, use the appropriate CMYK process breakdown.

For use on screen, the RGB or Hex values should be used.

TA ORANGE	TA NAVY	TA BLUE	ACCENT YELLOW	ACCENT GREEN	ACCENT RED	EXPERT BLACK
<b>PMS</b> 1505 C	<b>PMS</b> 3524 C	<b>PMS</b> 2131 C	<b>PMS</b> 102 C	<b>PMS</b> 354 C	<b>PMS</b> 2028 C	<b>PMS</b> BLACK 6 C
<b>CMYK</b> 0 / 74 / 100 / 0	<b>CMYK</b> 92 / 86 / 41 / 39	<b>CMYK</b> 80 / 71 / 0 / 0	<b>CMYK</b> 6 / 0 / 88 / 0	<b>CMYK</b> 78 / 0 / 100 / 0	<b>CMYK</b> 0 / 98 / 100 / 0	<b>CMYK</b> 0 / 0 / 0 / 100
<b>RGB</b> 255 / 102 / 0	<b>RGB</b> 38 / 43 / 77	<b>RGB</b> 65 / 77 / 235	<b>RGB</b> 255 / 255 / 55	<b>RGB</b> 0 / 184 / 64	<b>RGB</b> 255 / 16 / 16	<b>RGB</b> 0 / 0 / 0
<b>HEX</b> FF6600	<b>HEX</b> 262B4D	<b>HEX</b> 414DEB	<b>HEX</b> FFFF37	<b>HEX</b> 00B840	<b>HEX</b> FF1010	<b>HEX</b> 000000



# 3.4

# COLOUR – USAGE

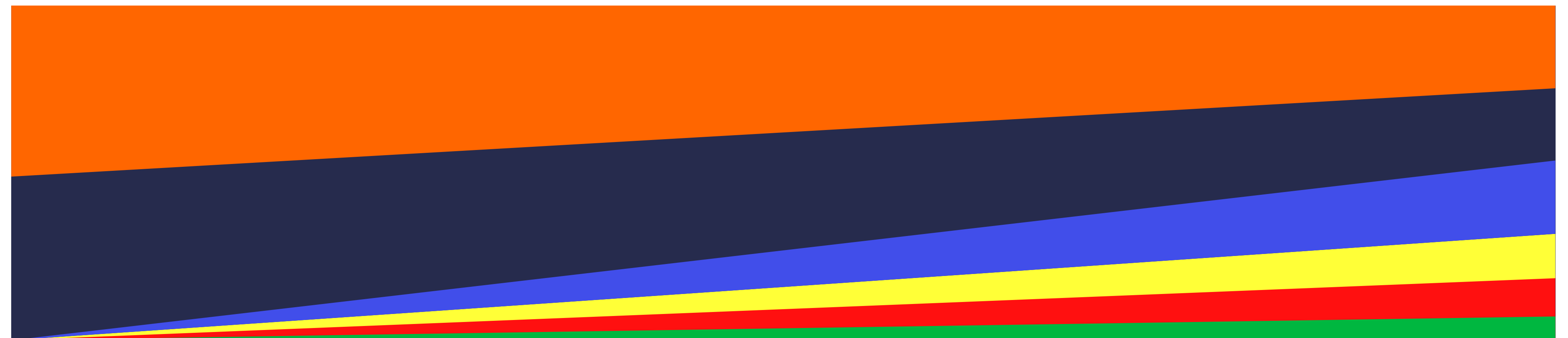
This page serves as a visual guide to how we use the Treetops Adventure colour palette. Applications such as park signage and staff uniforms, will predominantly use the core brand colours, TA Orange and TA Navy, to establish strong brand visibility.

On applications such as merchandise and on social media, there is room to be more playful and introduce the Treetops Adventure accent colours.

Of the accent colours, we predominantly use the blue, followed by the yellow, then red and lastly green.

**COLOUR AS BRAND SIGNIFIER**

**COLOUR AS EXPRESSION**



# 4.1

## TYPOGRAPHY

Using consistent typography is an essential way to establish a consistent identity. Bureau Grot Condensed Medium and Garnett Medium and Regular are Treetops Adventure's brand typefaces.

Bureau Grot is a condensed bold typeface adding the necessary impact for all-caps headings.

Garnett is the typeface used in our logo and serves as a nice contrast to Bureau Grot, while sharing similar quirks, and is used for body copy and smaller text.

# 4.2

# TYPOGRAPHY

The brand typefaces used by Treetops Adventure are Bureau Grot Cnd, Permanent Marker, Proxima Nova Cnd, Garnett Medium and Regular.

## Bureau Grot Condensed Medium

To be used for headings, pull out text and bold statements, and merchandise. To be used in all caps with tracking set to -20.

## Permanent Marker

To be used to enhance, highlight and make specific parts of the text stand out from the rest of the content.

## Proxima Nova Condensed Black

To be used for sub-headers and bold statements. Can be adjusted to different weights depending on design needs.

## Garnett Medium & Regular

Regular to be used for all body text using Garnett Medium for links, sub-headers, course descriptors etc.

Bureau Grot  
Medium Cnd

A

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.,:;'"?!"@#\$&

Permanent  
Marker

A

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.,:;'"?!"@#\$+

Proxima Nova  
Cnd Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;'"?!"@#\$&

Garnett Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;'"?!"@#\$&

Garnett Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;'"?!"@#\$&

# 5.1

## BRAND LANGUAGE

Keeping a consistent tone of voice helps establish our brand's personality.

Although our activities are in the treetops, our brand language should be down to earth. The tone of voice should be bold, witty and playful but not cheesy.

## 5.2

# BRAND LANGUAGE

Our brand language is challenging but inclusive. Our top level messaging usually relates to our name. The three key themes are Tree, Tops and Adventure.

### Tree

Our parks are based in nature, usually forests, so naturally we talk about trees and the great outdoors. A tree pun or two never hurt anyone either.

### Tops

We're not 'Treebottoms Adventure' – we're all about getting up as high as you can and talk about elevating experiences for our visitors, both literal and figuratively. This is also about encouraging our visitors to push and challenge themselves, whatever their ability.

### Adventure

A visit to our park is likely to be one of the more action-packed days our visitors experience in their normal lives. Our language should build excitement and anticipation.

Try to be short, sharp and to-the-point in all of your top level messaging.

**A WALK IN  
THE PARK?  
THINK AGAIN!**

**GOOD THINGS  
COME IN TREES**

**ONWARDS  
& UPWARDS**

**ABOVE &  
BEYOND**

**100%  
NATURAL  
HIGH**

**PUSH  
YOURSELF  
TO GREATER  
HEIGHTS**

**DON'T STOP  
TILL YOU  
REACH  
THE TOP**

# 6.1

## THE ARROW-TREE

The Arrow-tree that features in our logo can also be used as a graphic element in applications.

## 6.2

# THE ARROW-TREE – SINGULAR

The Arrow-tree can be used on it's own as a singular element.

This might be as a favicon or avatar where a full logo would be too small.

It can also be used with hand drawn illustration to transform it into objects like a Christmas tree or a wrapped present. See the Illustration section for more detail.

When used singularly, ensure you always use the logo sized Arrow-tree. Never use the difficulty Arrow-trees alone, unless you are indicating a course difficulty.



## 6.3

# THE ARROW-TREE – SEQUENCE

Four different heights of the Arrow-tree can be used in sequence to suggest elevation and excitement.

For this we use the four shortest Arrow-trees from the difficulty levels (Junior to Intermediate), and place them in our design so the shortest one is down the bottom and the tallest one is up the top.

The arrows can move side to side and interact with imagery and typography to create layering.





# 6.4

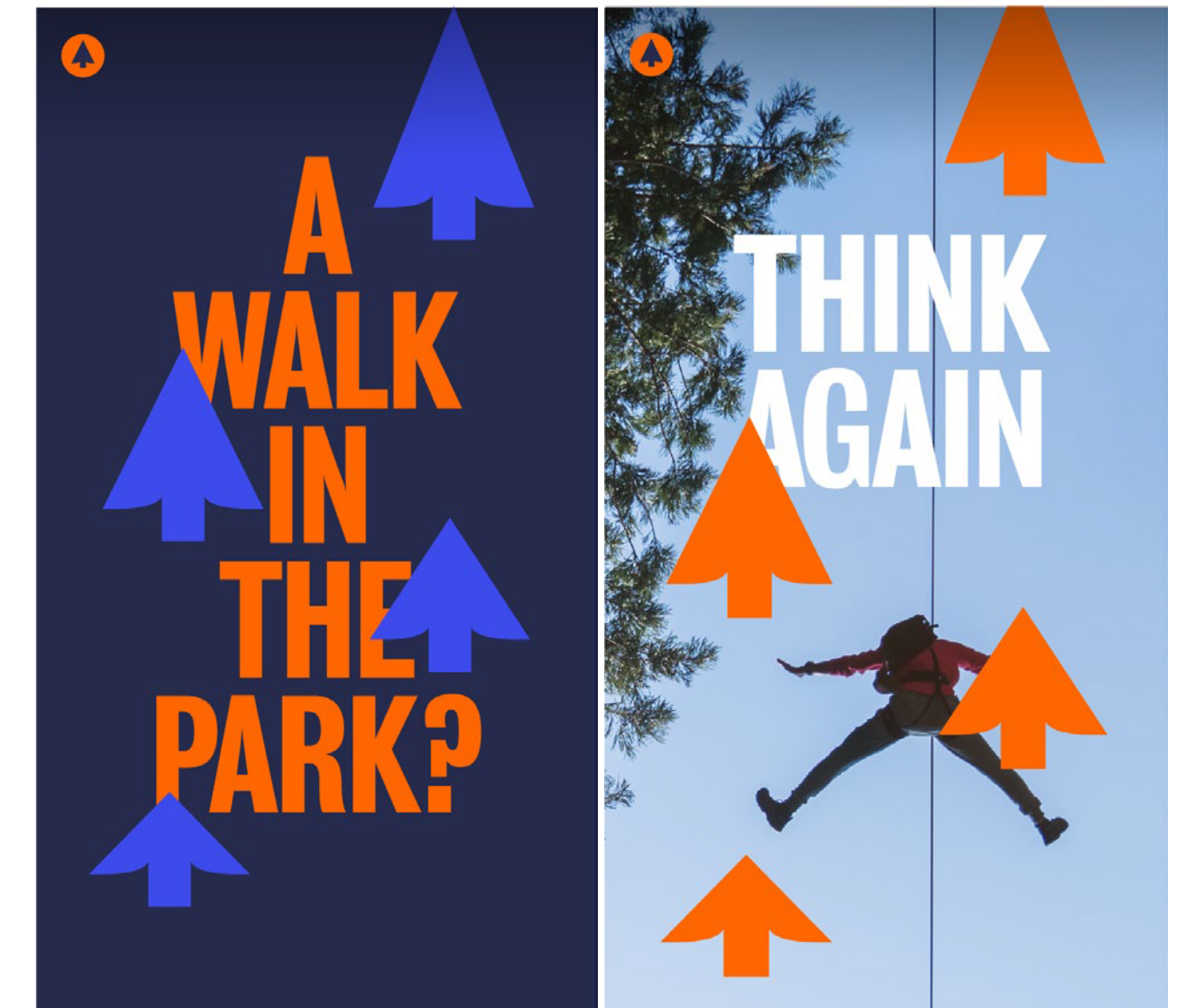
## THE ARROW-TREE – SEQUENCE

This page demonstrates some examples of how the Arrow-tree sequence can be used.

You can see how the vertical sequence is consistent, but the Arrow-trees move side to side and interact with type.



Reference - posters



Reference - sponsored Instagram stories

7.1

# ILLUSTRATION

Illustration adds a dynamic hand-drawn element to the brand.

# 7.2

# ILLUSTRATION – USAGE

Hand drawn illustrated elements can be added in order to add a play aspect to communications.

It can be used to transform the Arrow-tree into objects like a Christmas tree or a wrapped present or to add emphasis to parts of a design.

Illustration should be used in a limited way and generally is more suited to ephemeral items such as merch or social media. Illustration should never be used on signage or uniforms.

The line weight and style should match the examples shown here.

To ensure it doesn't look too visually busy, illustrations should only be used in TA Navy or in white, and should be limited to a maximum of 3 or 4 per application.

This page demonstrates some examples of how the illustrations can be used. A variety of illustrations have been supplied as a starting point, however new ones can be created using this guide.



# 8.1

## DIFFICULTY SYSTEM

Treetops Adventure have 6 difficulty levels across all its parks to help visitors navigate the courses and find a perfect challenge for their level. The following page shows how these are categorised and how they visually appear.

# 8.2

# DIFFICULTY SYSTEM

Treetops Adventure high ropes courses each fall under one of 6 difficulty levels. These difficulty levels are consistent across all the parks. Age restrictions apply to each level.

The difficulty levels are colour coded and also have a dedicated Arrow-tree symbolising each level. These go from very short at the Junior level through to very tall at the Expert level.

The text and Arrow-trees should appear in TA Navy on the first three colours and in white on the last three.

The names are: Junior, Junior Pro, Beginner, Intermediate, Advanced and Expert – and should be referred to as such. Colours should be used - the colour name should never be written.



# 9.1

## PHOTOGRAPHY

As a participatory physical experience, photography is a key part of the Treetops Adventure brand.

Photography depicts exactly what the activities entail, suggests who they are suitable for and displays the types of emotions a visitor may experience.

In order to create high quality photography for use across various applications, it's important that high-calibre photographers are used and that they follow these guidelines.

# 9.2

# PHOTOGRAPHY – COMPOSITIONS

## Composition

Subjects should be in the moment, trying to reach, climb, jump, stretch and swing. Faces looking away from the camera and should appear determined and/or excited.

The Treetops Adventure layout is dense with courses beside, above and below one another. Framing and angles can help minimise any visual distraction in the background.

Shooting from below the subject, looking up can help give a sense of elevation. For images that will need to be shot from the ground, a telephoto lens is recommended to ensure all images are clear and in focus.

If using a limited depth of field, please ensure both the subject and the equipment they are on is in clear focus.

Full height of subject to be shot, to show that they are elevated and allow images to be cropped in as needed.



# 9.3

# PHOTOGRAPHY – LIGHTING

## Lighting

All images are to be shot outdoors using natural light. Please avoid images where sunlight is coming from behind the subject, to avoid unwanted shadowing on faces.

Time of day is important. Sunrise and dusk the light is too directional, while the middle of the day may look too flat.

When shooting in a forest environment, overcast or partial sun can help reduce harsh shadowing.





# 9.4

# PHOTOGRAPHY – TALENT & CLOTHING

## Talent

Treetops Adventure is an all ages activity, so we want to show a variety of kids and adults.

## Clothing

Simple clothing or activewear is ideal. Avoid clothing with obvious brand names and/or bold graphics. Shoes should be trainers or hiking shoes/boots.

Neutral or subdued coloured clothing is recommended for all subjects. Particularly avoid orange clothes which may compete with the Treetops Adventure brand colours, and green and brown and black which will blend in too much with the forest.



# 10.1

## SIGNAGE

The Treetops Adventure parks have several types of signage to guide visitors on their visit, and to strengthen brand cohesion.

Wayfinding signage throughout the park will be primarily TA Orange with TA Navy text to stand out in a forest environment.

# 10.2

# SIGNAGE – EXISTING

Signage should be simple and easy to read. Existing signage does not reflect the quality and safety of our parks.

Following are some points to address:

- Signage is one of the most visible physical brand touch points. Quality materials and production reflect a quality business.
- There are often too many disparate signs. Consider consolidating into fewer signs where possible.
- Rather than ‘welcome to’ consider an opportunity to scale up the logo and create brand impact.
- Other than external Treetops Adventure identification signs, a logo is not generally required once people are inside the park.



# 10.3

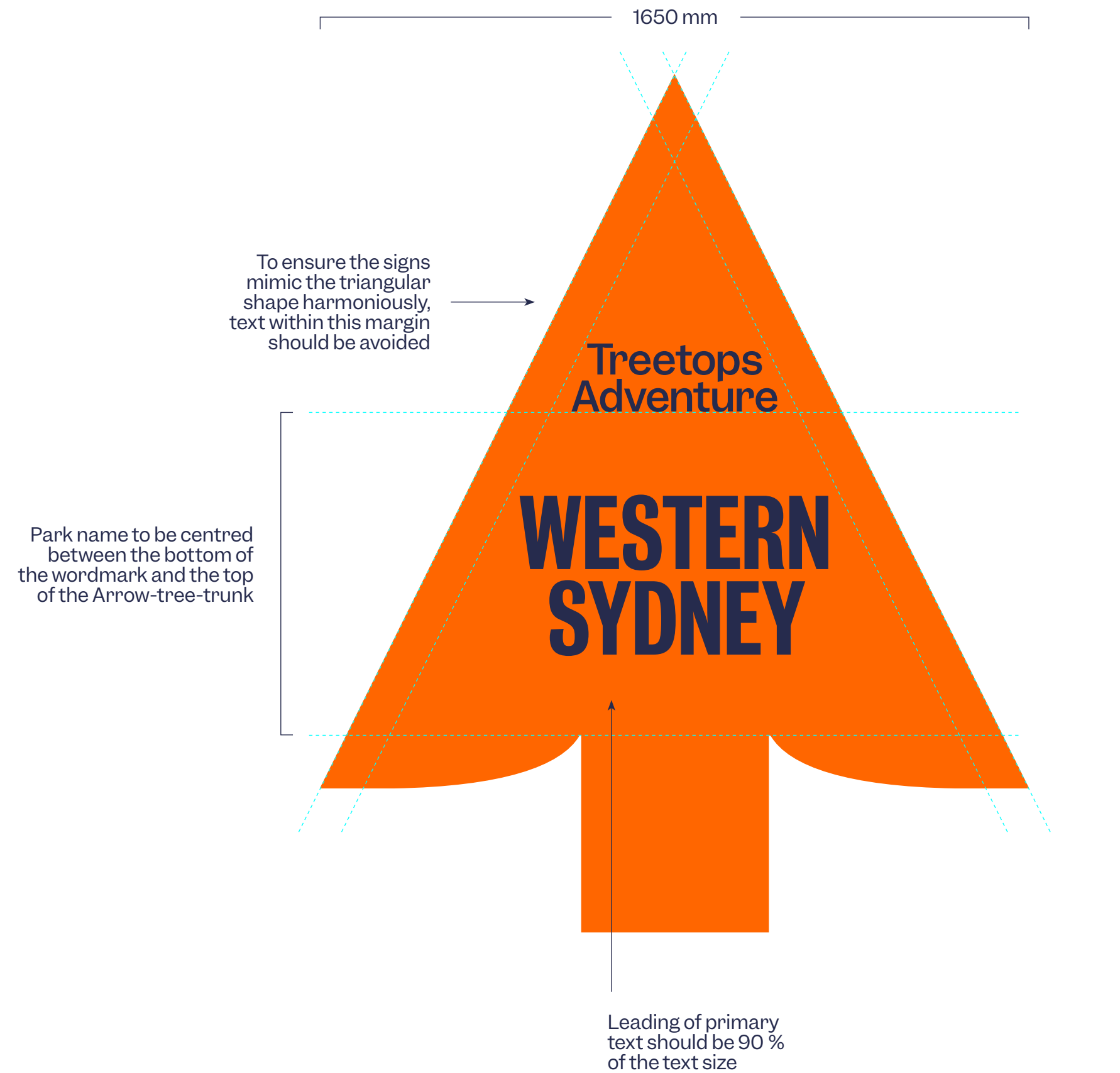
# SIGNAGE – TREETOPS ADVENTURE IDENTIFICATION

## Option 1

The identifying signs for each Treetops Adventure park will be a large cut-out version of the Arrow-tree.

The Arrow-tree should match TA Orange with the word mark up the top followed by the name of the park in question set in Bureau Grot.

Cost effective production is as TA Navy cut vinyl on orange aluminium panel to match TA Orange. Visible fixings should be painted to match.



# 10.4

# SIGNAGE – TREETOPS ADVENTURE IDENTIFICATION

## Option 2

The identifying signs for each Treetops Adventure park will be a large version of the contained logo with the Arrow-tree to match TA Orange and the wordmark in TA Navy.

Cost effective production is as TA Navy cut vinyl on orange aluminium panel to match TA Orange. Visible fixings should be painted to match.



# 10.5 SIGNAGE – TREETOPS ADVENTURE IDENTIFICATION

## Option 3

For applications where a very wide short identification sign is required, a one-off logo lock-up has been created.

This version of the logo is only to maximise the use of space across this format and should not be used anywhere else.

Cost effective production is as TA Navy cut vinyl on orange aluminium panel to match TA Orange. Visible fixings should be painted to match.



# 10.6

# SIGNAGE – WAYFINDING

To avoid using the logo to indicate directions, a simplified version of the Arrow-tree has been created for wayfinding.

When pointing left or right, this arrow should be equal to the cap height of the descriptors in Bureau Grot.

When pointing up or diagonally up to the left or right, the tip of the arrow should align to the cap height and the outer margin.

Arrows should not point down or diagonally down as we do not wayfind for places behind the viewer.

Arrows and text should be left aligned to indicate places which are toward the left. Arrows and text should be right aligned to indicate places which are toward the right. Places directly ahead (up arrow) can be aligned to either side.

Spacing and margins are based on the width of the arrow.

Cost effective production is as TA Navy cut vinyl on orange aluminium panel to match TA Orange. Visible fixings should be painted to match.



Leading should be set to 90% of the text size

# 10.7

## SIGNAGE – WAYFINDING

To avoid using the logo to indicate directions, a simplified version of the Arrow-tree has been created for wayfinding.

When pointing left or right, this arrow should be equal to the cap height of the descriptors in Bureau Grot.

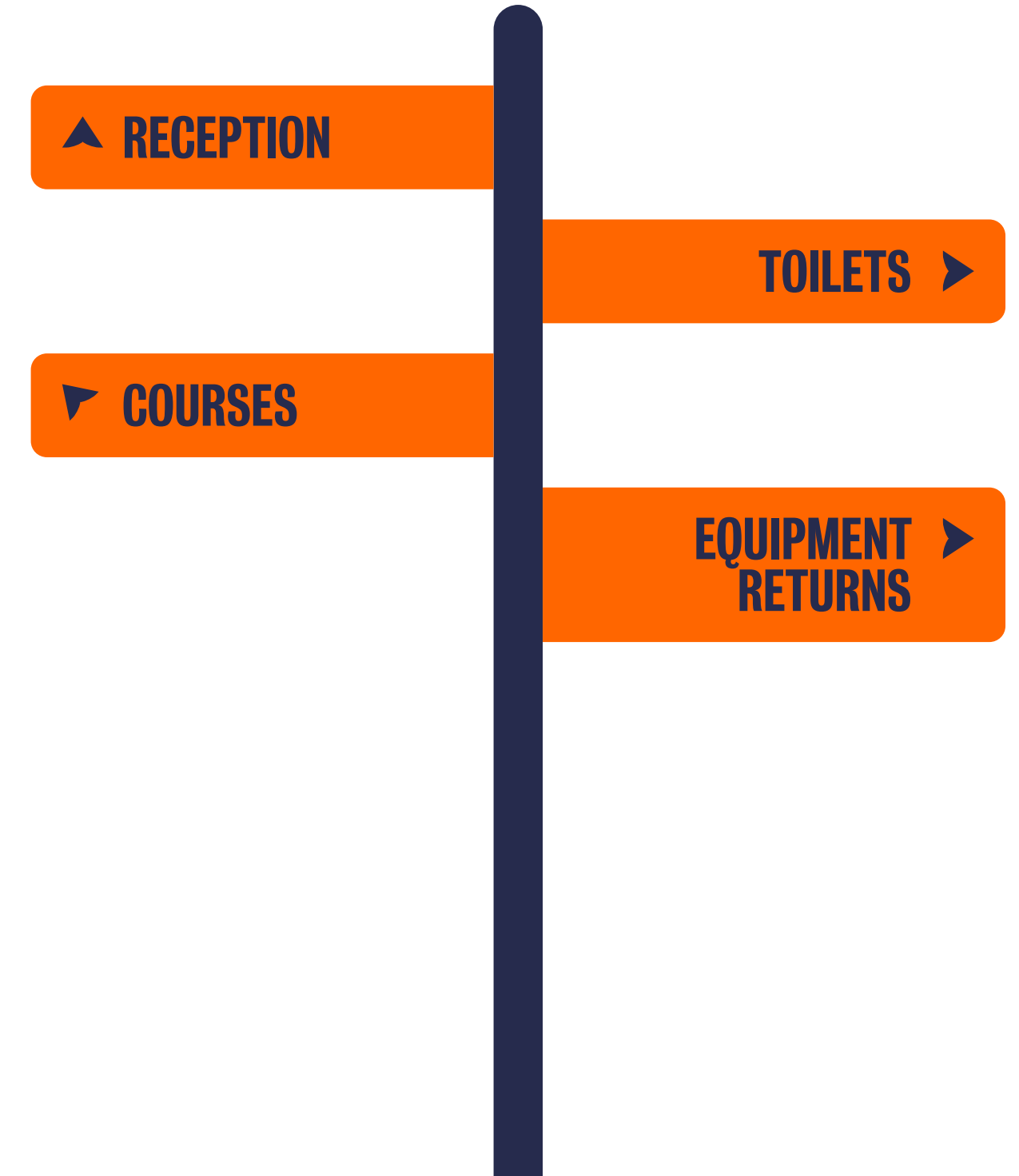
When pointing up or diagonally up to the left or right, the tip of the arrow should align to the cap height and the outer margin.

Arrows should not point down or diagonally down as we do not wayfind for places behind the viewer.

Arrows and text should use a left hand blade to indicate places which are toward the left. Arrows and text should use a right hand blade to indicate places which are toward the right. Places directly ahead (up arrow) can use either side blade.

Spacing and margins are based on the width of the arrow.

Cost effective production is as TA Navy cut vinyl on orange aluminium panel to match TA Orange. Visible fixings should be painted to match.





# 10.8

# SIGNAGE – STATIONARY IDENTIFICATION

Identification signage on site i.e. on the equipment returns shed or outside toilet facilities.

Spacing and margins are based on the width of the arrow.

Cost effective production is as TA Navy cut vinyl on orange aluminium panel to match TA Orange. Visible fixings should be painted to match.



Leading for all lines should be 90 % of the primary text

Secondary text size = 50% size of primary text size

Secondary text leading = 120% of secondary text size

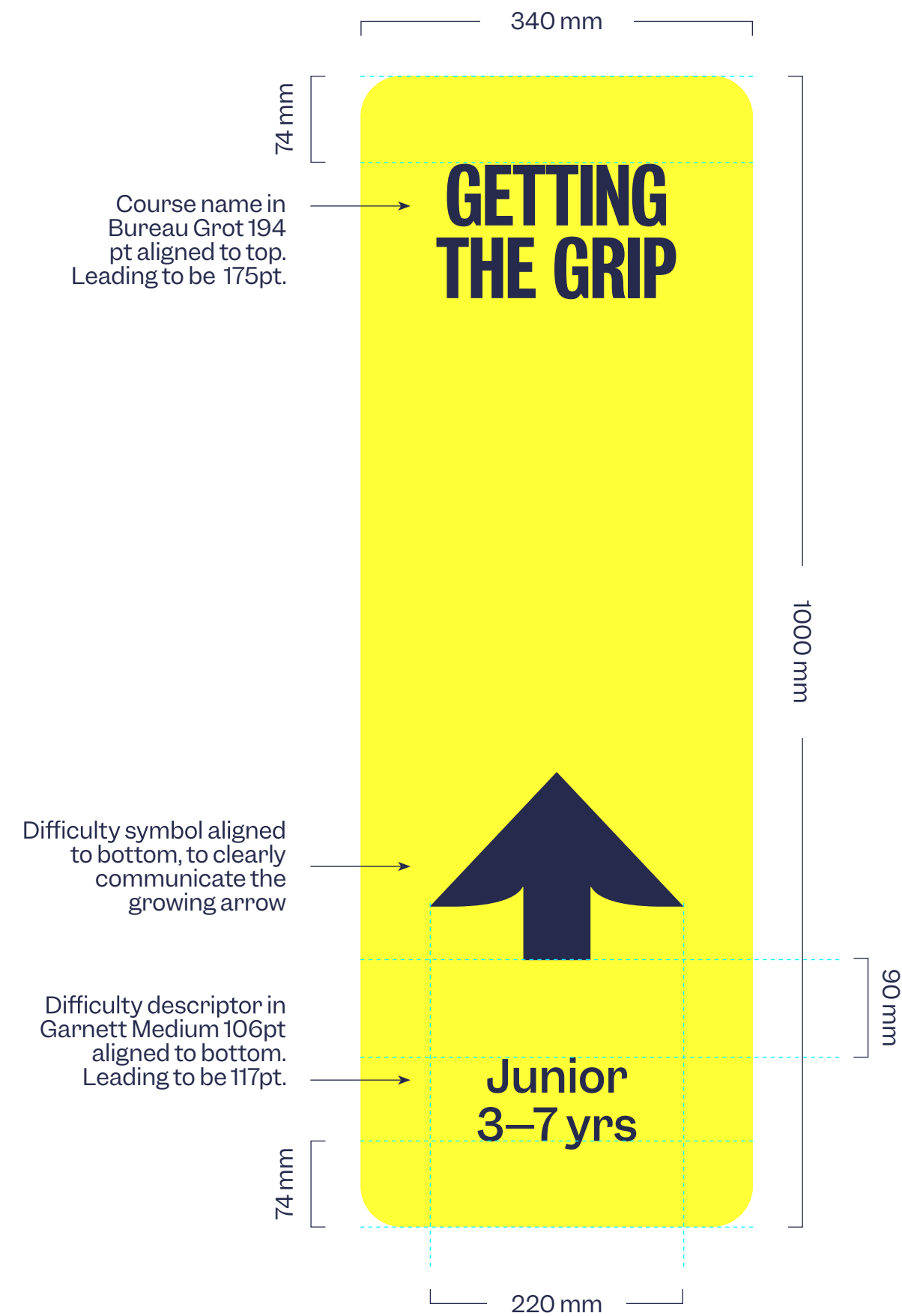
# 10.9

# SIGNAGE – DIFFICULTY LEVELS

Each difficulty level has a colour and an Arrow-tree symbol assigned which is reflected in the course signage. Signage dimensions are the same across all for consistency and practicality in terms of roll-out.

Rounded corners mimic the soft curves at the bottom of the Arrow-tree.

Cost effective production is as cut vinyl on aluminium panel to match PMS difficulty colours. Visible fixings should be painted to match.



Reference

# 10.10

# SIGNAGE – OVERVIEW

Each park has a site board which displays general park and safety information.

The left hand half should have white areas left for staff to complete changing info with a whiteboard marker each day.

The right hand side is vertically divided up by coloured strips representing each high ropes course difficulty level. Within these strips is listed the one or two course details along with the corresponding difficulty Arrow-tree symbol.

If a park does not have any of a particular difficulty, this strip should be removed and the others made taller to compensate.

Cost effective production is as printed self-adhesive vinyl on aluminium panel. To best match PMS difficulty colours, a printer with more than 4 inks is recommended. Visible fixings should be painted to match.

**Treetops Adventure**

**BELGRAVE**

7 LONG COURSES  
2 SHORT COURSES  
6 VERTICAL CHALLENGES  
100+ CHALLENGES  
23 FLYING FOXES  
LONGEST AT 120M

**GETTING THE GRIP**  
15 challenges  
3 Flying Foxes  
Up to 15 metres high  
1 participating adult required per 4 kids (10-12yrs)  
Junior 3-7 yrs

**BALANCING ACT**  
15 challenges  
3 Flying Foxes  
Up to 15 metres high  
1 participating adult required per 4 kids (10-12yrs)  
Junior Pro 3-9 yrs

**GROOVING THE GROVES**  
15 challenges  
3 Flying Foxes  
Up to 15 metres high  
1 participating adult required per 4 kids (10-12yrs)  
Junior Pro 3-9 yrs

**CHIMPANZEE YOU LATER**  
15 challenges  
3 Flying Foxes  
Up to 15 metres high  
1 participating adult required per 4 kids (10-12yrs)  
Beginner 8+ yrs

**LOGGING OUT**  
15 challenges  
3 Flying Foxes  
Up to 15 metres high  
1 participating adult required per 4 kids (10-12yrs)  
Beginner 8+ yrs

**HIGH STAKES**  
15 challenges  
3 Flying Foxes  
Up to 15 metres high  
1 participating adult required per 4 kids (10-12yrs)  
Intermediate 8+ yrs

**MOSSY BUSINESS**  
15 challenges  
3 Flying Foxes  
Up to 15 metres high  
1 participating adult required per 4 kids (10-12yrs)  
Advanced 10+ yrs

**LICKETY-ZIP**  
15 challenges  
3 Flying Foxes  
Up to 15 metres high  
1 participating adult required per 4 kids (10-12yrs)  
Advanced 10+ yrs

**CONE RANGER**  
15 challenges  
3 Flying Foxes  
Up to 15 metres high  
1 participating adult required per 4 kids (10-12yrs)  
Expert 13+ yrs

**CROWN CONQUEROR**  
15 challenges  
3 Flying Foxes  
Up to 15 metres high  
1 participating adult required per 4 kids (10-12yrs)  
Expert 13+ yrs

PARK MANAGER [ ]

RESCUERS [ ]

INSTRUCTORS [ ]

THE PARK WAS CHECKED BY [ ]

FIREWARDEN [ ] **FIRE RATING** [ ]

Example with high ropes courses across all six difficulties

**Treetops Adventure**

**YARRAMUNDI**

7 LONG COURSES  
2 SHORT COURSES  
6 VERTICAL CHALLENGES  
100+ CHALLENGES  
23 FLYING FOXES  
LONGEST AT 120M

**GETTING THE GRIP**  
15 challenges  
3 Flying Foxes  
Up to 15 metres high  
1 participating adult required per 4 kids (10-12yrs)  
Junior 3-7 yrs

**BRANCHING OUT**  
15 challenges  
3 Flying Foxes  
Up to 15 metres high  
1 participating adult required per 4 kids (10-12yrs)  
Junior 3-7 yrs

**BALANCING ACT**  
15 challenges  
3 Flying Foxes  
Up to 15 metres high  
1 participating adult required per 4 kids (10-12yrs)  
Junior Pro 3-9 yrs

**CHIMPANZEE YOU LATER**  
15 challenges  
3 Flying Foxes  
Up to 15 metres high  
1 participating adult required per 4 kids (10-12yrs)  
Beginner 8+ yrs

**LOGGING OUT**  
15 challenges  
3 Flying Foxes  
Up to 15 metres high  
1 participating adult required per 4 kids (10-12yrs)  
Beginner 8+ yrs

**HIGH STAKES**  
15 challenges  
3 Flying Foxes  
Up to 15 metres high  
1 participating adult required per 4 kids (10-12yrs)  
Intermediate 8+ yrs

**FORCE OF HABITAT**  
15 challenges  
3 Flying Foxes  
Up to 15 metres high  
1 participating adult required per 4 kids (10-12yrs)  
Intermediate 8+ yrs

**MOSSY BUSINESS**  
15 challenges  
3 Flying Foxes  
Up to 15 metres high  
1 participating adult required per 4 kids (10-12yrs)  
Advanced 10+ yrs

**LICKETY-ZIP**  
15 challenges  
3 Flying Foxes  
Up to 15 metres high  
1 participating adult required per 4 kids (10-12yrs)  
Advanced 10+ yrs

PARK MANAGER [ ]

RESCUERS [ ]

INSTRUCTORS [ ]

THE PARK WAS CHECKED BY [ ]

FIREWARDEN [ ] **FIRE RATING** [ ]

Example with high ropes courses across five difficulties

# 11.1

## BRAND APPLICATIONS

Helmet  
Uniforms  
Wristbands  
Member passes  
Gift cards  
Certificates  
Digital applications  
Merchandise

# 11.2

# HELMETS

The helmets are branded front and centre using the Contained logo.

This should be applied using pad printing in ink which matches TA Navy (PMS 4146 C).

If being printed on a darker colour helmet, the ink should either match TA Orange (PMS 1585 C) or, if legibility is an issue, White.



# 11.3

# UNIFORMS

The uniform jackets match the TA Navy (PMS 4146 C). They will be branded with the vertical logo on the chest and the singular arrow with 'TEAM' set in Bureau Grot below it on the back. Both printed TA Orange (PMS 1585 C)

Jacket details should match TA Orange (PMS 1585 C).



# 11.4

# WRISTBANDS

Wristbands will help keeping track of visitors. These are all TA Navy, branded with the vertical logo, and decorated with the arrow-tree sequences. Wording can relate to adult/child admission or something else if it seems more relevant.

These can be printed in a combination of navy and any of the other existing brand colours, except black. This means there is the opportunity to have up to five categories of wristbands that can be separated into timeslots, difficulty level or something third, depending on what makes sense.



# 11.5

## MEMBER PASSES

Member passes or Tree Passes are what used to be called Fast Passes. These are for Treetops Adventure members who for a small membership fee enjoys a range of benefits.

To make the membership feel extra valuable they will get physical Tree Pass cards to show off.



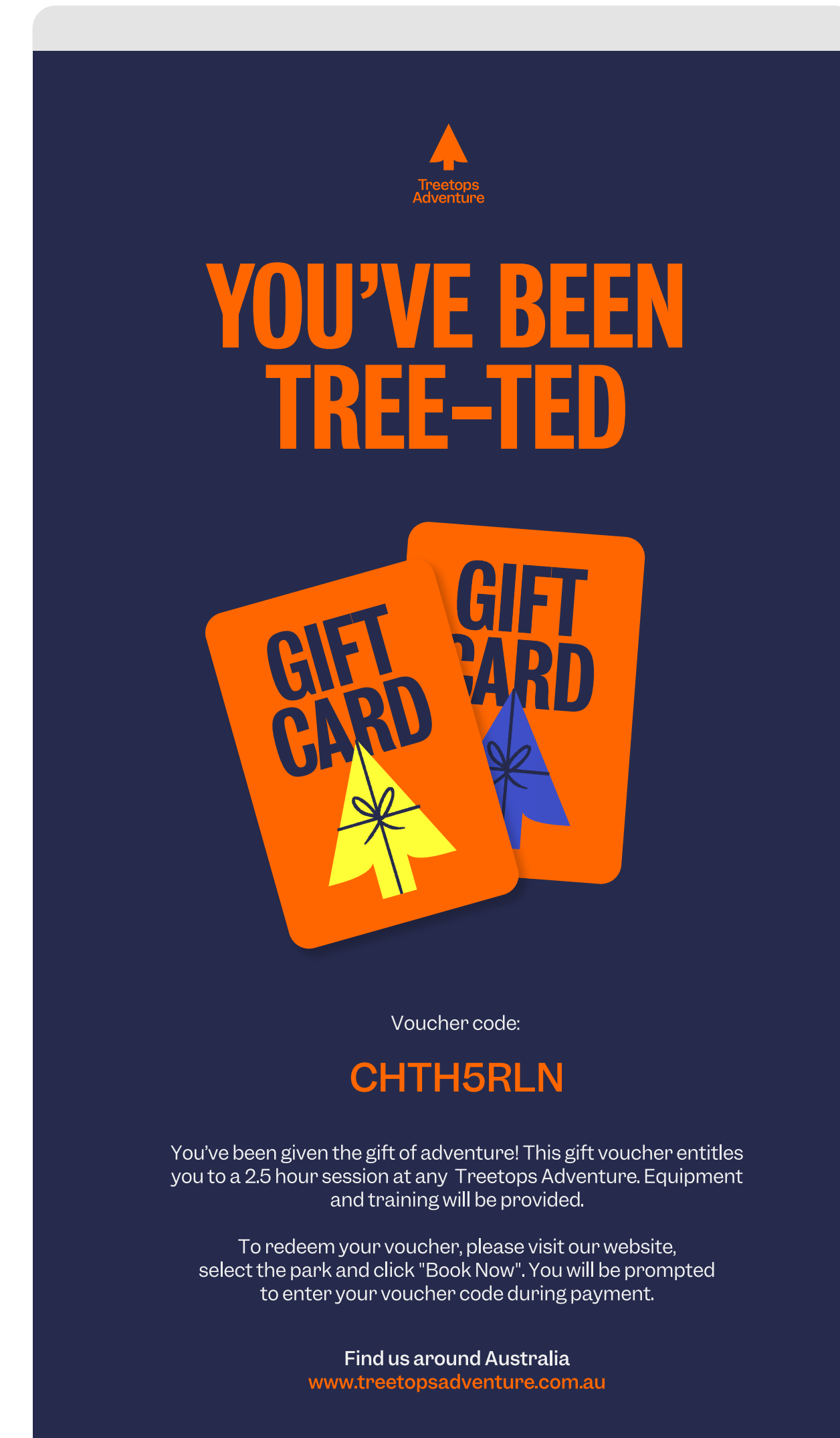


# 11.6

# GIFT CARDS

Treetops Adventure gift cards are TA Orange with a custom illustration turning the singular tree-arrow into a present.

These can either be physical, wrapped in a folded TA Navy card, or digital, sent via email with a similar design.



# 11.7

# CERTIFICATES

Our certificates are in portrait format to underline the verticality of the overall brand. Each will have an arrow-tree sequence in the corresponding course colour and the park name set in Bureau Grot in TA Orange.

The lines are fields to write in name and date of the recipient with marker that matches the TA Navy.

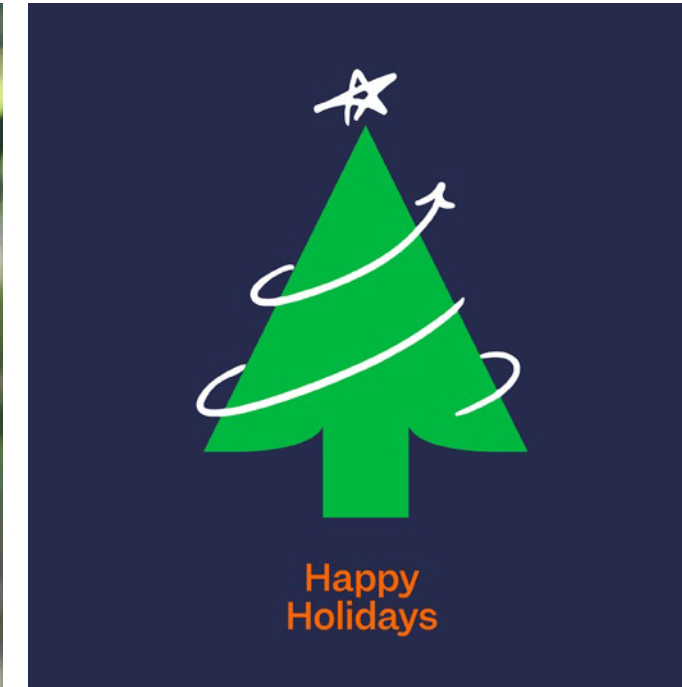
Illustrations have been supplied to that can be placed around the certificate, interacting with type and arrow-trees. Illustrations should be limited to 3 or 4 per certificate.



# 11.8

# DIGITAL APPLICATIONS

Social media applications can be quite playful in use of brand colours, type and illustrations. The aim here is to have a large visual toolbox available to create dynamic and visually engaging content for a variety of different promotions and updates.



# 11.9

## MERCHANDISE – APPAREL

Our apparel should focus on being desirable to wear rather than being heavily branded. Here are opportunities to be playful with the use of Bureau Grot, the tree-arrow and even illustrations.

Separate print files have been supplied, with a range of apparel design to be used as desired.

### General rules of thumb

- Keep base colours of apparel to white, TA Navy or TA Orange - the print can however be any of the brand colours.
- Avoid having type on an angle



# 11.10

# MERCHANDISE

Regardless of the application, always consider how it can be elevated to more than just an item with our logo on it, to make it exciting and desirable.

First example shown here is utilising the insight of a stereotypical car air freshener being the shape of a tree, thus making it relevant for our contained logo.

Second example is using the brand language to create new meaning on a camping mug.



Air freshener



Enamel Mug





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