

Atherton Tablelands

DISCOVER PERFECT

BRAND GUIDELINES

About Us

The visual identity of *Atherton Tablelands* and the local tourism organization *Tropical Tablelands Tourism* has a large role to play in achieving the unifying objectives of modernizing the perception of the region.

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Tropical
TABLELANDS
TOURISM

The Atherton Tablelands, Tropical North Queensland is a blend of the best attractions of the tropics. A combination of nature and lifestyle at its finest. Among the World Heritage listed rainforests, national parks, mountains, rivers, lakes and waterfalls are some of Australia's richest agricultural lands and charming small townships. The farm and grazing lands are "the food bowl" of the northern tropics – yielding a constant supply of fruit, vegetables and grains to local and export markets. The region is famous for spectacular waterfalls, tropical rainforests, world-class mountain bike trails, outback escarpments, agriculture and gourmet produce and the ideal holiday destination.

Established in 1986, Atherton Tablelands Promotion Bureau Limited trading as Tropical Tablelands Tourism is an Australian Public Company, industry led, not-for-profit, limited by guarantee, membership-based organization. It is the official local tourism organisation for the Atherton Tablelands, the region that sits within the boundaries of Mareeba Shire Council and Tablelands Regional Council.

Regional Promotion Stamp



Logo Usage

Logo usage falls into two main categories: Corporate and Marketing.

All corporate applications use the corporate logo.

For marketing, destination collateral produced by Tropical Tablelands Tourism displays the regional "Atherton Tablelands" Logo.

All other marketing applications displays the regional brand stamp.

	MARKETING		CORPORATE
			
MARKETING APPLICATIONS			
TTT produced collateral	✓		
TTT destination website	✓		
TTT destination advertising	✓		
Themed brochures		✓	
Products & Attractions		✓	
Town brochures		✓	
Local Business		✓	
TRADESHOWS & EVENTS			
Consumer & Trade Shows	✓		
Local events		✓	
CORPORATE APPLICATIONS			
TTT communications			✓
TTT corporate website			✓
TTT reports			✓
TTT corporate collateral			✓

Typefaces

The following typefaces should be utilised for all corporate general correspondence, emails, reports, destination brochures and website text. It is clean, easy to read and unobtrusive. No font should be substituted in the absence of the fonts other than standard Arial for general correspondence.

Headlines – Typograph Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Body Copy – Sansation Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Subheads – Typograph Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Highlights – Sansation Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Colour Palette

The following colour palette should be used across all marketing collateral for the Atherton Tablelands. Teal is the primary colour.



C = 100
M = 3
Y = 55
K = 0
R = 0
G = 164
B = 147



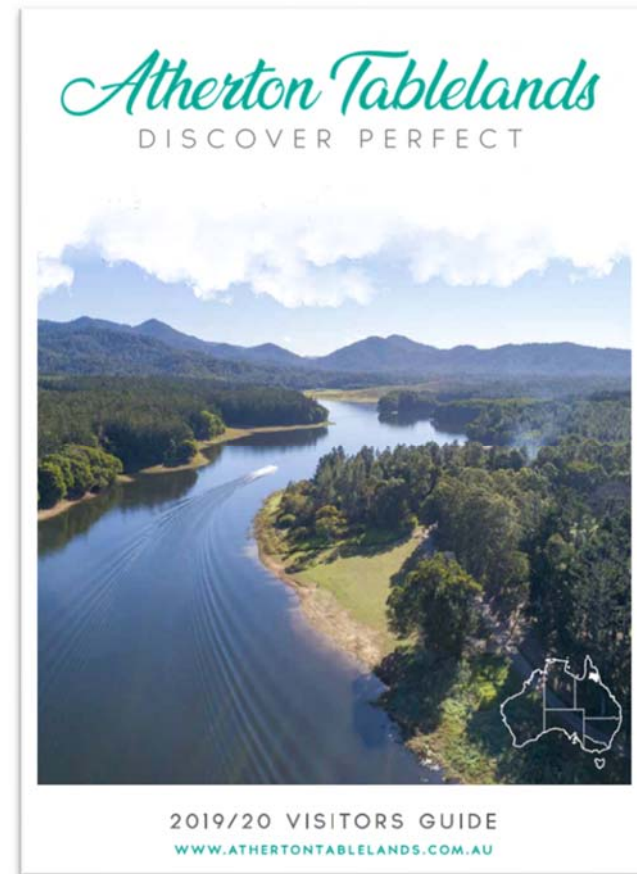
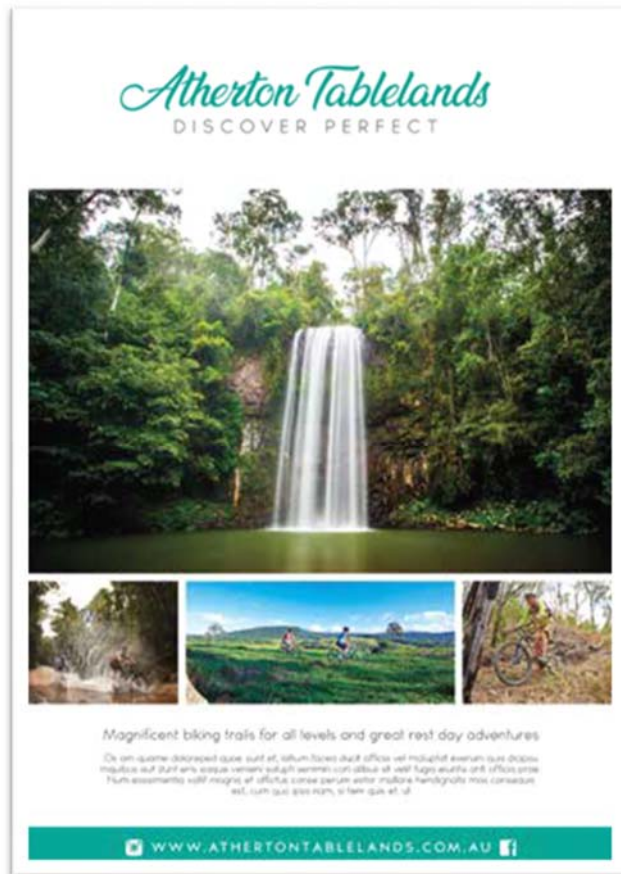
C = 0
M = 0
Y = 0
K = 80
R = 88
G = 89
B = 91



C = 41
M = 1
Y = 22
K = 0
R = 148
G = 209
B = 204

Design Samples

Keeping consistency with the brand, all marketing collateral is to be designed clean, light and airy.



Social Media Icons

 AthertonTablelands

 AthertonTablelands

 @AthertonTablelands

Atherton Tablelands

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All enquiries relating to the Atherton Tablelands brand may be addressed to:

office@athertontablelands.com.au