



**OUR LOGO**



**A**



**B**

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LOGO:  
**VERSIONS**

**A STACKED/VERTICAL**

Preferred layout to be used in most cases.

**B HORIZONTAL**

Alternative layout to be used sparingly where it better suits the space available.



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## LOGO: **ANATOMY**

Our logo is made up of two components – the compass device and the wordmark. The wordmark should never be used alone without the compass device, however the compass can be used independently in certain cases (see pg 10).

### **A** DEVICE

Our 'compass' device symbolises a location marker pointing south while also representing the diversity of the Southern Discoveries experience.

### **B** WORDMARK

The wordmark refers to the 'Southern Discoveries' text component of the logo.



## LOGO: TAB TREATMENT

Using our logo reversed in a red tab bled from the top edge gives our brand a strong, consistent presence in many varied applications.

### A TAB-LOGO PROPORTION

There are specific, balanced proportions for the tab logo. The easiest and safest option is to use the tab logo artwork in the master set.

### B TAB SIZE AND PLACEMENT

The width of the tab should be approx. 2x the width of the document margin.

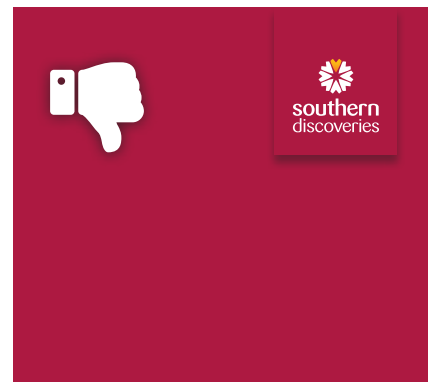
Bleed the tab off the top edge of the image area/page, ideally aligned to the right-hand internal margin.



**A**



**B**



**E**



**F**



**C**



**D**



**G**



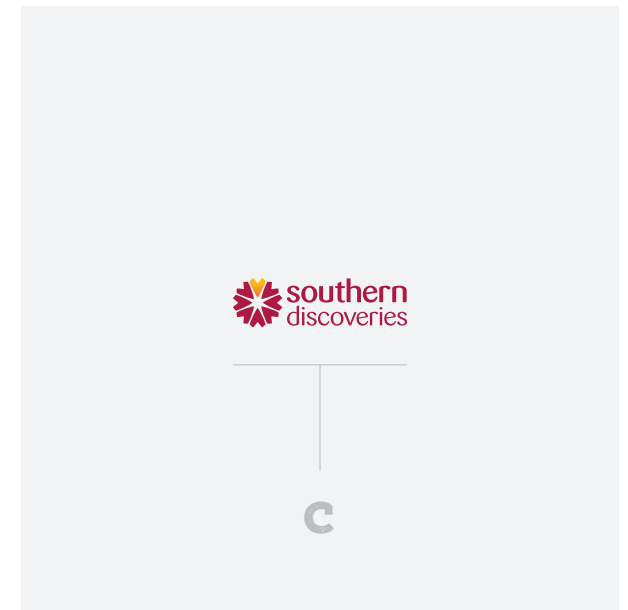
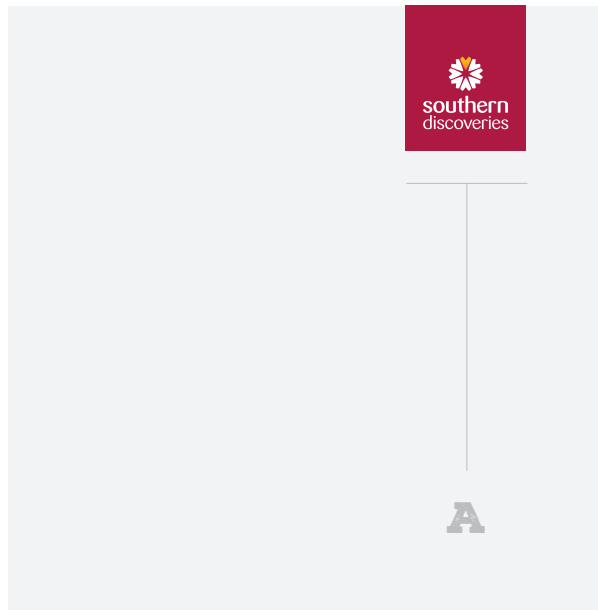
**H**

## LOGO: USAGE ON BACKGROUNDS

- A** IN A TAB FROM THE TOP EDGE ON PHOTOS – LEFT OR RIGHT DEPENDING ON THE IMAGE – OR BOTTOM EDGE ONLY IN CERTAIN CIRCUMSTANCES, E.G. BROCHURES
- B** ON WHITE/LIGHT BACKGROUNDS

- C** REVERSED ON BLACK/DARK BACKGROUNDS
- D** REVERSED ON RED
- E** DON'T USE A TAB ON RED OR WITH A SHADOW
- F** DON'T USE THE TAB ON SIDE EDGES

- G** DON'T USE THE LOGO OR TAB ON ARBITRARY OR CLASHING COLOURS
- H** DON'T USE THE LOGO OVER BUSY AREAS OR FOCAL POINTS OF A PHOTO



## LOGO: MINIMUM SIZE

To remain legible, our logo should be used no smaller than indicated here.

- A** TAB  
16mm or 180px
- B** STACKED  
16mm or 180px
- C** HORIZONTAL  
23mm or 240px



## LOGO: CLEARANCE

Keep our logo clear of other visual elements to maintain its integrity and prominence.

A minimum clearance space of **two compass points** around the entire logo is recommended.



**A**

**B**

**C**

**D**

## LOGO: VARIATIONS

### **A FULL COLOUR**

Preferred wherever possible on white (or tab on photo).

### **B REVERSED WITH COLOUR**

Preferrable wherever possible on brand-colour backgrounds.

### **C REVERSED – ONLY WHITE**

Alternative single-colour applications, such as rain jackets.

### **D SINGLE COLOUR – BLACK**

Where necessary, a single-colour monochrome version.





**A**



**B**



**C**



**D**



**E**



**F**



**G**



**H**

## LOGO: COMPASS DEVICE

Use the compass device to create visual depth and support the brand messaging, never without the complete logo though.

**A** LARGE & CROPPED  
ON WHITE/LIGHT  
BACKGROUNDS

**B** LARGE, CROPPED TINT ON  
PHOTOS 30%–50%

**C** LARGE, CROPPED TINT ON  
BRAND RED 15%–25%

**D** LARGE, CROPPED  
TINT ON WHITE/LIGHT  
BACKGROUNDS 7%–15%

**E** MIXED SIZED TINTS ON  
BRAND RED 15%–25%

**F** MIXED SIZED TINTS ON  
SECONDARY COLOURS  
7%–15%

**G** LARGE, CROPPED TINT ON  
SECONDARY COLOURS  
7%–15%

**H** SMALL, EVENLY SIZED,  
EVENLY SPACED TINT OR  
SPECIAL FINISH (E.G. SPOT  
GLOSS) ON BRAND RED  
15%–25%, MORE FORMAL