# 2024
# BRAND GUIDELINES

## DARWIN FESTIVAL
### 8-25 AUGUST 2024

# CONTENTS

# CORPORATE BRAND GUIDELINES

# CORPORATE LOGO

The Darwin Festival identity provides a strong brand mark. The logo is to be used to promote Darwin Festival across all corporate advertising material where the seasonal brand is not to be used. This includes items such as business cards and internal documents.

The logo should always have breathing space known as the 'clear space' area. This can be determined by the x-height of the 'Darwin' type.

The minimum recommended size of the Darwin Festival logo is 30mm wide. Ensure the logo is as legible as possible when printed or used in digital applications.

**Clear space**



**Minimum size**



30mm

# CORPORATE LOGO VARIATIONS

Colour plays an important role in representing the Darwin Festival logo. The logo can be used on dark backgrounds with white type or on light backgrounds with the colour lock-ups.

Care should be taken to ensure sufficient contrast between the logo and the background, to ensure that it peacocks in the environment.

Using the logo correctly and consistently is essential to maintaining brand equity. As outlined on this page and the previous page, consideration should be given to clear space, minimum size, size ratio, colour, background, and placement.

Logo files in CMYK, RGB and MONO are supplied with these style sheets.

**Primary logos**



**Secondary logos**

# SEMAPHORE FLAG

The Semaphore Flag and the reversed logo variations have been set into paired layouts. These pairings are not to be altered and the set layout files are to be used at all times when the Semaphore Flag is applied with a reversed logo. The original paired lock-ups are only to be re-sized and repositioned within new dimensions as they have originally been set.

The preference is that a piece of the letter 'A' covers the axis. However, this is not always possible depending on the use. If you need to adjust the positioning, please abide by the following rules:

- The corner of a letter should never neatly hit he axis of where the colours meet
- The axis where the colours meet should never be aligned with the base of a letter if you draw a line horizontally
- The axis where the colours meet should never be visible and need to hide behinda letter.



**✕ INCORRECT APPLICATION**
1. The axis is not to be shifted from the position that is set in the original logo file.



**✕ INCORRECT APPLICATION**
2. Letter is not to sit neatly at the axis of the colours.



**✕ INCORRECT APPLICATION**
3. The axis of the colours should not horizontally align with the base of any letter.



**✕ INCORRECT APPLICATION**
4. The axis of the colours should never be visible and needs to hide behind a letter.

# SEMAPHORE FLAG PLACEMENT

Opposite are correct examples of the Semaphore Flag and Darwin Festival reversed logo lockup being applied across varied types of dimensions.



Long rectangle



Long rectangle



Business card



Digital MREC



Vertical banner



Digital leaderboard

# TYPOGRAPHY

One of the key factors in any identity is the use of a specified type family for text or running copy. Using a consistent family of typefaces visually reinforces the Darwin Festival branding.

The Gibson font family has been chosen as the primary typeface for the Darwin Festival brand. It is a sturdy and contemporary humanist sans serif family that is vibrant and friendly.

Following these simple guides will ensure that all communication is presented in a simple and logical way.

## Primary Typeface

The identity uses Gibson Bold, Regular and Light. Gibson can be used in a variation of size, style, capitalisation and colour.

The typefaces should never be distorted (condensed or expanded), but adjustments to letter kerning or tracking is permitted where required or desired.

The italic versions for this typefaces are not displayed, but may be used to emphasise text within communications. E.g., Show titles when being referenced in body copy.

Gibson has 3 other weights (Semi Bold, Medium and Book). These weights may be use as an alternative, but for consistency please use Bold, Regular and Light as your Primary fonts.

To purchase your license:
**www.myfonts.com/fonts/canadatype/gibson**

**Gibson Bold – Headlines and featured text**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$&*?!

**Gibson Regular – Subheadings and CTAs**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$&*?!

**Gibson Light – Body copy and disclaimers**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$&*?!

# COLOUR

## Primary Colours

The colour palette has been chosen to reflect the vibrant Darwin sunsets and the local purple bougainvilleas. The core colours for all branding material are the DF Purple, DF Cherry Red, DF Candy Pink and the DF Sunset Orange.

**CMYK**
Use these values when setting up four colour offset or digital printing.

**RGB**
These values are for use on things viewed on a digital screen such as a website, web banners, email template or PowerPoint presentation.

**HEX#**
Using a hexadecimal code is the most reliable way you can define colours in HTML or style sheets.

**PMS (PANTONE)**
Using the Pantone colours will give accurate and consistent colour reproduction, especially across multiple production runs, vendors and manufacturing processes.
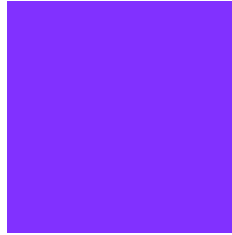
## Secondary Colours

The primary brand colours are strong and vibrant. To compliment this strong palette we have included some secondary colours to keep the message and communication compelling and beautiful.

Use these colours to create additional graphic elements, but remember that our primary colours need to be the boldest.

Using the Pantone colours will give accurate and consistent colour reproduction, especially across multiple production runs, vendors and manufacturing processes.

### Primary

| PURPLE | DF CANDY PINK | CHERRY RED | DF SUNSET ORANGE |
|---|---|---|---|
| **CMYK** 0, 0, 67, 76 | **CMYK** 0, 90, 0, 0 | **CMYK** 0, 100, 62, 0 | **CMYK** 0, 55, 100, 0 |
| **RGB** 129, 49, 255 | **RGB** 247, 0 ,141 | **RGB** 241, 0, 78 | **RGB** 255, 89, 31 |
| **HEX** #8131FF | **HEX** #F7008D | **HEX** #F1004E | **HEX** #FF591F |
| **PMS** 266 C | **PMS** 807 C | **PMS** 192 C | **PMS** Orange 21 C |

### Secondary

| NAVY | DENIM | TURQUOISE | YELLOW |
|---|---|---|---|
| **CMYK** 97, 100, 19, 22 | **CMYK** 89, 73, 0, 0 | **CMYK** 67, 0, 30, 0 | **CMYK** 2, 4, 99, 0 |
| **RGB** 45, 36, 105 | **RGB** 32, 83, 186 | **RGB** 0, 205, 200 | **RGB** 255, 230, 0 |
| **HEX** #2D2469 | **HEX** #2053BA | **HEX** #00CDC8 | **HEX** #FFE600 |

# CORPORATE BRAND IN ACTION

The examples opposite show application of the corporate brand in various 2023 collateral.



Business card



Schools brochure



Corporate postcard

# 2024 SEASONAL GUIDELINES

# THE 2024 SEASONAL LOGO

The seasonal logo represents the Darwin Festival for the year of 2024. Three distinct variations of the left-aligned and centered lockups have been crafted: the logo featuring dates, the logo showcasing the year '2024,' and the logo without dates.

Logos are available in CMYK for use when setting up four colour offset or digital printing, and RGB for use when the logo is to be viewed on a digital screen such as a website, web banners, email template or PowerPoint presentation.

For detailed colour variations of the logos, please refer to the subsequent pages.

The left aligned logo should be used when the logo is to appear along the edge of a design (right or left) as shown below.



The centred logo should be used in all other instances as shown below.



**Left Aligned Logo with Dates**



**Centred Logo with Dates**



**Left Aligned Logo without Dates**



**Centred Logo without Dates**



**Logo with Year Opt 1**



**Logo with Year Opt 2**

# LOGO WITH DATES

Two versions of the logo with dates are provided: one left-aligned and one centered. Within these two lockups, there are four colours variations available.

- Navy title with pink dates
- Reversed title with navy dates
- Reversed title with reversed dates
- Reversed title with pink dates

Always maintain ample contrast between the logo and its background to guarantee high legibility.

The navy title with pink dates is the only logo that should be reversed out of a light coloured background image.

The reversed title with reversed dates is the only logo that should be reversed out of a dark coloured background image.

**Left Aligned**

**Centred**

# LOGO WITH YEAR

There are two options for showing the logo with the year. Within these two lockups are four colour variations as follows.

- Navy title with pink dates
- Reversed title with navy dates
- Reversed title with reversed dates
- Reversed title with pink dates

Always maintain ample contrast between the logo and its background to guarantee high legibility.

The navy title with pink dates is the only logo that should be reversed out of a light coloured background image.

The reversed title with reversed dates is the only logo that should be reversed out of a dark coloured background image.

**Option 1**

**Option 2**

# LOGO WITHOUT DATES

Two versions of the logo without dates are provided: one left-aligned and one centered. Within these two lockups, both a navy version and a reversed version are available.

Ensure consistent contrast between the logo and its background to ensure optimal legibility at all times.

**Left Aligned**

**Centred**

# CORPORATE SEASONAL LOGO

There is a version of the corporate logo that includes the dates for 2024. It is available in full colour, on the semaphore flag, and reversed.

The corporate date logo should be used in instances where there needs to be a more prominent connection to the corporate brand, for example on the Darwin Festival website, corporate postcard, or interstate marketing material.

It can be used secondary to the seasonal logo, for example, the seasonal date logo can be used in the header of an EDM, and the corporate date logo can be used in the footer.

# LOGO INCORRECT USAGE

To maintain brand integrity and consistency, it is imperative to adhere to proper logo usage guidelines. Incorrect logo usage includes altering the proportions, distorting the logo's elements, changing the colors, adding effects, or rotating the logo.

Additionally, placing the logo on busy or cluttered backgrounds that diminish its visibility, or positioning it in a way that obstructs readability, should be avoided.

It is crucial to always refer to the brand guidelines and seek approval from the appropriate authority before implementing any deviations from the prescribed logo usage.

**INCORRECT USAGE**
Do not change the color of the logo.

**INCORRECT USAGE**
Do not put the logo in a container or shape.

**INCORRECT USAGE**
Do not change or alter the logo.

**INCORRECT USAGE**
Do not add effects to the logo.

**INCORRECT USAGE**
Do not rotate the logo.

**INCORRECT USAGE**
Do not skew or alter proportions of the logo.

# CLEAR SPACE AND MINIMUM SIZE

The logo should always have breathing space.
This can be determined by the x-height of the type.

The minimum recommended size of the Darwin Festival logo is 30mm wide.

**Clear space**

**DARWIN FESTIVAL**
**8-25 AUGUST 2024**

**Minimum size**

**DARWIN FESTIVAL**
**8-25 AUGUST 2024**
30mm

# COLOUR PALETTE

Consistency in color usage is vital to maintaining a cohesive and recognisable brand image across all communications and touchpoints.

Our primary brand colors, navy, purple, pink and the seasonal gradient, are to be used in all brand materials.

Secondary colours as shown opposite are to be used only in the Darwin Festival program guide as complementary colours.

It is imperative to strictly adhere to the specified color values provided in the brand guidelines to ensure consistency and accuracy in reproduction across various mediums.

By consistently applying our brand colors according to these guidelines, we reinforce brand recognition and strengthen our brand presence in the minds of our audience.
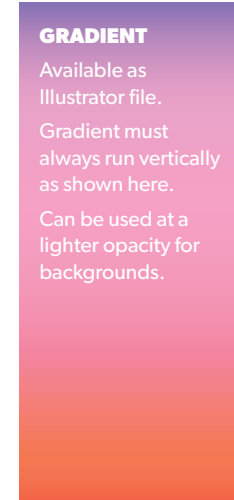
## Primary

**NAVY**
**CMYK**
100, 100, 35, 36
**RGB**
30, 26, 80
**HEX**
#1e1a50

**PURPLE**
**CMYK**
67, 76, 0, 0
**RGB**
129, 49, 255
**HEX**
#8131FF

**CANDY PINK**
**CMYK**
0, 98, 1, 0
**RGB**
247, 0, 141
**HEX**
#F7008D

**GRADIENT**
Available as Illustrator file.
Gradient must always run vertically as shown here.
Can be used at a lighter opacity for backgrounds.

| Colour | #8672b4 | Position | 0% |
| Colour | #eaa2c8 | Position | 23% |
| Colour | #f5a0c5 | Position | 38% |
| Colour | #f386a2 | Position | 69% |
| Colour | #f47853 | Position | 89% |
| Colour | #f15d42 | Position | 100% |

## Secondary (program guide only)

**GRAPEFRUIT**
**CMYK**
4, 27, 100, 0
**RGB**
246, 188, 24
**HEX**
#f6bc18

**MANGO**
**CMYK**
0, 87, 51, 0
**RGB**
239, 73, 97
**HEX**
#EF4961

**CHERRY RED**
**CMYK**
0, 100, 62, 0
**RGB**
241, 0, 78
**HEX**
#F1004E

**DENIM**
**CMYK**
89, 73, 0, 0
**RGB**
32, 83, 186
**HEX**
#2053BA

**ORANGE**
**CMYK**
0, 55, 100, 0
**RGB**
246, 139, 31
**HEX**
#F68B1F

# TYPOGRAPHY

One of the key factors in any identity is the use of a specified type family for text or running copy. Using a consistent family of typefaces visually reinforces the Darwin Festival branding.

The Gibson font family has been chosen as the primary typeface for the Darwin Festival brand. It is a sturdy and contemporary humanist sans serif family that hits the right spot on many levels.

Following these simple guides will ensure that all communication is presented in a simple and logical way.

### Primary Typeface

The identity uses Gibson Bold, Regular and Light. Gibson can be used in a variation of size, style, capitalisation and colour.

The typefaces should never be distorted (condensed or expanded), but adjustments to letter kerning or tracking is permitted where required or desired.

The italic versions for this typefaces are not displayed, but may be used to emphasise text within communications. E.g., Show titles when being referenced in body copy.

Gibson has 3 other weights (Semi Bold, Medium and Book). These weights may be use as an alternative, but for consistency please use Bold, Regular and Light as your Primary fonts.

To purchase your license:
**www.myfonts.com/fonts/canadatype/gibson**

**Gibson Bold – Leading: 80-90% of point size**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$&*?!

**Gibson Regular - Leading: 130% of point size**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$&*?!

**Gibson Light - Leading: 130% of point size**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$&*?!

# TYPOGRAPHY SEASONAL FONT

There is an additional font that is used in the Seasonal branding called Common Demibold. It is primarily used in the Darwin Festival program guide as the heading font, however it can be used in certain other instances.

Common Demibold should only be used for long format publications in the seasonal branding to create a similar appearance to the program guide. Gibson should be used for headings in all other instances.

Avoid using unauthorized fonts or altering the typography without approval to maintain consistency and professionalism in all festival materials.

**Common Demibold – for headlines and featured text**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$&*?!

**Examples of Common Demibold in use**

# BRAND PATTERN VARIATIONS

There are two file types for the Darwin Festival seasonal graphic; one version with texture inside of the shapes, and one with a simple gradient and no texture.

The hero graphic with texture should be used across all designs unless the pattern needs to be scaled up to a large format size, or used at small scale on digital devices. This is because texture within the shapes will appear pixelated if scaled up too big, or will increase the file size of small sizes.

Brand patterns are available in both versions in various file formats. Ensure the appropriate colour version is used for the design.

**Hero graphic with texture – primary pattern**



**Hero graphic without texture – small scale digital or large format print**
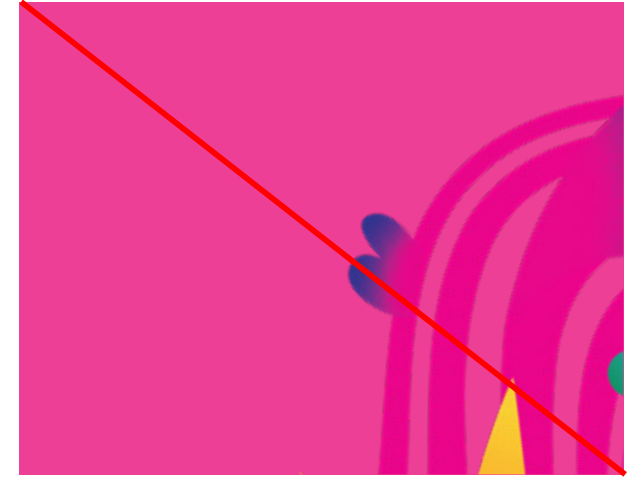
# BRAND PATTERN CORRECT USE

The hero graphic is a flexible device that can be added to a design to align with the campaign brand and bring life to a design.

The hero graphic works well when positioned in the corner of a design, or running vertically/horizontally along the edge. Any portion of the pattern can be used as long as it follows the rules detailed in these guidelines.

Ensure that the pattern flow is always upwards or sidewards, never faceing downwards. See the following page for incorrect pattern use.

The pattern can be used on the following backgrounds:

- White
- DF24 navy
- DF24 gradient
- A photograph

**Pattern in corner**
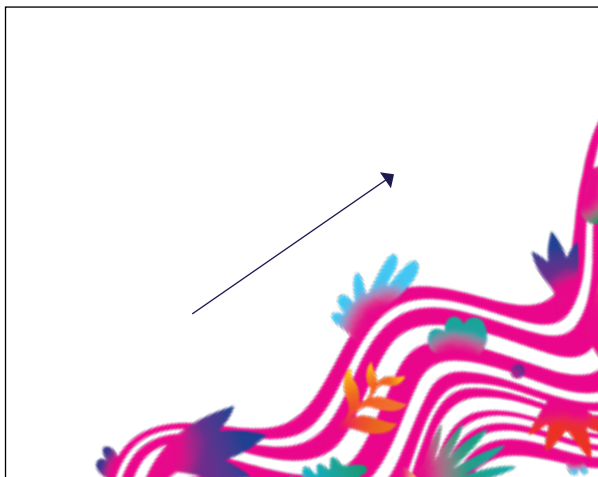


**Pattern running vertically**
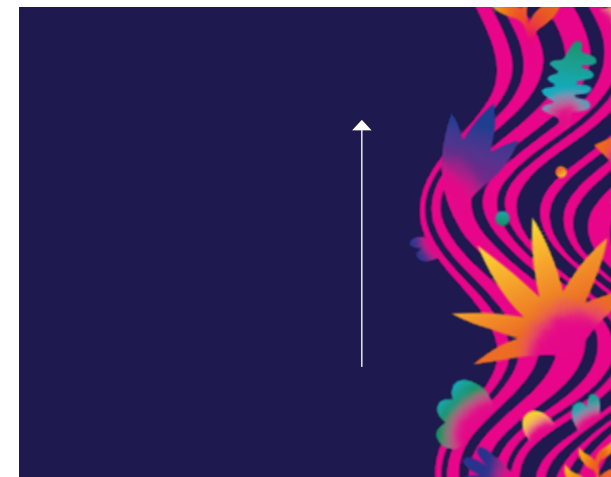


**Two patterns running vertically**



**Two patterns running horizontally**

# BRAND PATTERN INCORRECT USE

The hero graphic is a flexible device that can be added to a design to align with the campaign brand and bring life to a design.

The hero graphic works well when positioned in the corner of a design, or running vertically/horizontally along the edge.
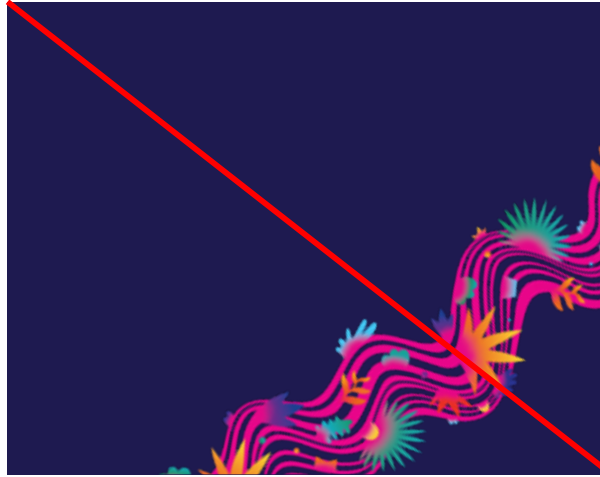


**INCORRECT USAGE**
The pattern is scaled too small.



**INCORRECT USAGE**
The pattern is scaled too big, and there is not enough contrast with the background.
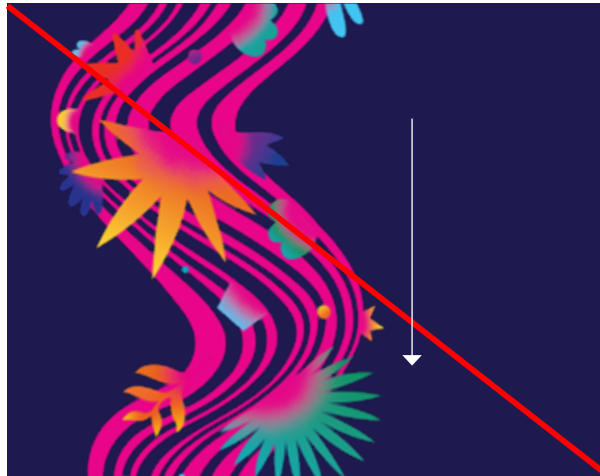


**INCORRECT USAGE**
The pattern is facing downwards.
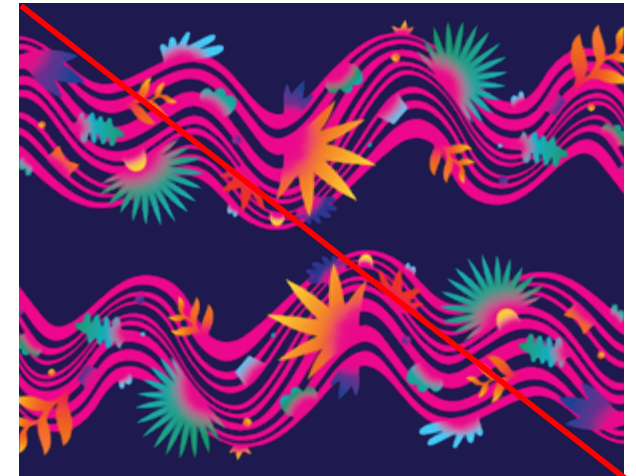


**INCORRECT USAGE**
The pattern is floating in the middle, and looks too busy.

# BRAND IN ACTION DAY THEME

The day theme uses the Seasonal gradient as the background colour and can be used across a variety of designs.

The day theme is effective for minimal text, and emphasis on the brand pattern. It is not effective for large amounts of body copy as the light colour can make it difficult to read.

Text should appear in either white, navy or pink when placed on the day theme background.



SAMPLE TITLE HEADING GOES HERE

UNT UT EIUM IL INCIMIN PRE, SEQUE VOLORE EXCEARITIBUS EATA DERUM ID MILLABORRO DOLORIO MOLOREHENDAM.

LOCATION: 35 GUMTREE AVENUE DATE: 6PM – 9PM

DARWIN FESTIVAL 10-27 AUGUST 2023



2023 PROGRAM

DARWIN FESTIVAL

10-27 AUGUST 2023

NORTHERN TERRITORY GOVERNMENT



DARWIN FESTIVAL 10-27 AUGUST 2023



DARWIN FESTIVAL

QUEUE HERE

# BRAND IN ACTION NIGHT THEME

The night theme uses the Seasonal navy colour as the background colour and can be used across a variety of designs.

The day theme is effective for all designs, and can be used with large text and small body copy.

Text should appear in either white or pink when placed on the night theme background.

# FRIENDS OF THE FESTIVAL GUIDELINES

# FRIENDS OF THE FESTIVAL LOGO

There are 3 variations of the Friends of the Festival logo, depending on the tier of membership.

- Friends of the Festival
- Best Friends of the Festival
- Young Friends of the Festival

The 3 logo variations are available in full colour (RGB and CMYK), mono (black, and reversed.

**Friends of the Festival**

**Best Friends of the Festival**

**Young Friends of the Festival**

# FRIENDS OF THE FESTIVAL COLOURS

There are three variations of the Friends of the Festival logo, depending on the tier of membership.

- Friends of the Festival
- Best Friends of the Festival
- Young Friends of the Festival

The three logo variations are available in full colour (RGB and CMYK), mono (black, and reversed.

## Friends and Best Friends of the Festival

**NAVY**
**CMYK**
100, 100, 35, 36
**RGB**
30, 26, 80
**HEX**
#1e1a50
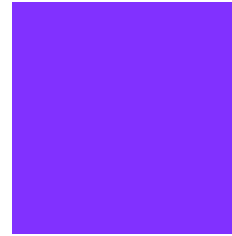
**PURPLE**
**CMYK**
67, 76, 0, 0
**RGB**
129, 49, 255
**HEX**
#8131FF

**CANDY PINK**
**CMYK**
0, 98, 1, 0
**RGB**
247, 0, 141
**HEX**
#F7008D

Colour  Candy Pink
Position  0%

Colour  Purple
Position  100%

## Young Friends of the Festival

**ORANGE**
**CMYK**
0, 51, 96, 0
**RGB**
255, 147, 30
**HEX**
#ff931e
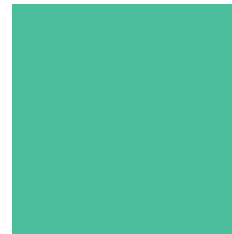
**ORANGE**
**CMYK**
66, 0, 50, 0
**RGB**
49, 204, 163
**HEX**
#31cca3
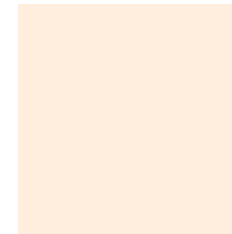
**BEIGE**
**CMYK**
0, 6, 12, 0
**RGB**
255, 239, 221
**HEX**
#ffefdd

# FRIENDS OF THE FESTIVAL BRAND IN ACTION

The examples opposite show application of the branding for the Friends of the Festival tiers, and the Young Friends of the Festival.

The seasonal hero pattern can be used in conjunction with the FoF branding if more detail is required in the design.

## Best Friends font

An additional font is used within the Best Friends of the Festival branding called 'Brush Script Std'. It can be used to highlight words or messaging in applications that use the FoF branding.
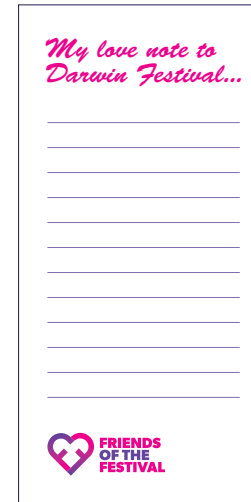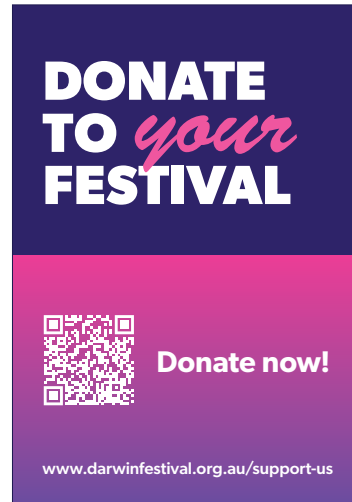
*ABCDEFGHIJKLMNOP2RSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*

## Young Friends Fonts

An additional font is used within the Young Friends of the Festival branding called 'Swiss 721 Bold Rounded BT'. It can be used to highlight words or messaging in applications that use the Young FoF branding.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

## Friends and Best Friends of the Festival



## Young Friends of the Festival

# THANK YOU FOR LOOKING AFTER OUR BRAND

If you have questions about the information included in these guidelines, please contact the Head of Marketing and Communications.

**Hilly Alcock**

Email    hilly.alcock@darwinfestival.org.au
Phone   (08) 8943 4200
Mobile   0419 189 239

## DARWIN FESTIVAL
### 8-25 AUGUST 2024