SECTION 3: INTERNATIONAL BRAND

BRAND GUIDE VERSION 5

GOLDCOAST.™

International brand logo

Stacked logo

Solid Dark

To be used for all colour applications unless the background colour does not permit.

AUSTRALIA'S
GOLDCOAST.™

Alternative stacked logo versions

AUSTRALIA'S
GOLDCOAST.™

Solid Light
To be used on dark coloured backgrounds or images.

AUSTRALIA'S
GOLDCOAST.™

Reverse White
To be used on dark coloured backgrounds or images
and in monochromatic applications.

AUSTRALIA'S
GOLDCOAST.™

Solid Black
To be used in monochromatic applications and when
partnered with graphics and logos that are solid black.

Inline logo
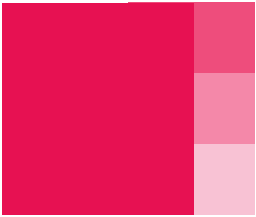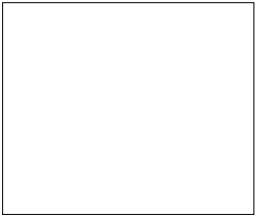
AUSTRALIA'S GOLDCOAST.™

Solid Dark
All logo versions are available in inline format.
Inline logos are to be used when the stacked logo
is not legible in a fixed space.

International brand logo application standards

International brand logo colour palette

The following colour palette should be used in conjunction with all international brand collateral.

	WATERMELON		CHARCOAL		WHITE
Process:	C 0, M 100, Y 55, K0	**Process:**	C 68, M 62, Y 58, K 46	**Process:**	C 0, M 0, Y 0, K 0
Spot:	Pantone 1925 C	**Spot:**	Pantone Black 7C	**Spot:**	N/A
Screen:	R 232, G 17, B 82	**Screen:**	R 65, G 65, B 66	**Screen:**	R 255, G 255, B 255
HTML:	e81152	**HTML:**	414142	**HTML:**	fffff

Printer accuracy may vary therefore these exact colour values must be adhered to at all times.

Tints

The solid colour (100 per cent opacity) must be used before tints can be applied. Tints are used to support the solid colour in instances where multiple tiers of highlighting are required.

100% WATERMELON

CMYK:	C 0, M 100, Y 55, K0
RGB:	R 232, G 17, B 82
HTML:	e81152

75% WATERMELON

CMYK:	C 0, M 85, Y 27, K0
RGB:	R 238, G 77, B 125
HTML:	ee4d7d

50% WATERMELON

CMYK:	C 0, M 59, Y 9, K0
RGB:	R 244, G 136, B 169
HTML:	f488a9

25% WATERMELON

CMYK:	C 0, M 28, Y 30, K0"
RGB:	R 249, G 195, B 212
HTML:	f9c3d4

100% CHARCOAL

CMYK:	C 68, M 62, Y 58, K 46
RGB:	R 65, G 65, B 66
HTML:	414142

75% CHARCOAL

CMYK:	C 51, M 47, Y 44, K 35
RGB:	R 113, G 113, B 113
HTML:	717171

50% CHARCOAL

CMYK:	C 34, M 31, Y 29, K 23
RGB:	R 160, G 160, B 161
HTML:	a0a0a1

25% CHARCOAL

CMYK:	C 17, M 15, Y 14, K 12
RGB:	R 207, G 207, B 208
HTML:	cfcfd0

CMYK:	C 0, M 0, Y 0, K 0
RGB:	R 255, G 255, B 255
HTML:	ffffff

Correct use

When possible the solid dark logo should appear on a white background.

The logo should never be separated, stretched or distorted.

When a background with colours that clash or blend with the watermelon dot, use an alternative logo.

International brand logo application standards / continued

Minimum logo size

Minimum logos sizes must be adhered to, this maintains readability and integrity of the full stop.
The GOLDCOAST full stop measures 25 millimetres wide on both versions.

The stacked logo must not appear
smaller than 25 millimetres wide.

The inline logo must not appear
smaller than 45 millimetres wide

Safe areas

To maintain the integrity of the Gold Coast brand logos they should never appear crowded by other logos.
The vertical safe area (Y) is equal to the height of logo and the horizontal safe area (X) is equal to the width of letter O in logo.

Stacked logo minimum safe area

Inline logo minimum safe area

When the logo is used for event signage, the safe area is reduced to suit the dimensions of the signage and for maximum legibility.
The Reverse White logo on solid watermelon background is to be used on all international event signage and scrim as per example.

Event signage example

Logo partnerships

Many projects, activities and events are organised and/or co-funded in partnership with other entities. If City of Gold Coast or a funded entity is the primary project sponsor and/or the project facilitator, the following standards supersede any other Brand Guide.

- The logo appears to the right of any other logo and is of equal prominence.

- It's important that the Australia's Gold Coast logo does not diminish the partner logo. If the partner logo looks significantly smaller next to the Gold Coast logo, it should be increased in size. The following is a guide only; use your discretion to create a visual balance between logos.

Trademark

The trademark should be applied at all times unless application (e.g. embroidery) affects legibility. The logo is used by the City and partners when promoting the city locally or nationally and will be made available under a licence agreement to Gold Coast businesses and institutions.