



B R A N D GUIDELINES

We are **Mounties Group**
We are the spark of our community

A NEW BEGINNING

The Mounties Group brand can't fit into one little guide – because we all know it's so much more – but still, in order to create consistency across all clubs, venues and assets a consistent and contemporary visual strategy is super important.

This brand style guide outlines the branding principles for Mounties Group and its clubs.

A FRESH START



IT ALL STARTS WITH A SPARK

These new brand guidelines will help us to produce materials that effectively convey the Mounties Group culture, lifestyle and spirit. Mounties Group clubs are profit for purpose venues that are distinct, fun and welcoming. We are community minded, all-inclusive and most of all adaptive in changing our offerings, identity and personality as the rest of our communities evolve.

It is most important that when developing Group or club materials, we remain consistent in our branding, messaging and most of all overall visuals. We have put great time and effort into creating a strong brand and associated graphic profile for each club, so naturally we don't want to leave anything to chance when it comes to how we are viewed in advertisements, brochures, internal signage and anything related to our visual image.

In order for our brand and identity to be as effective as possible, the visual identity must be 'on brand' and therefore whether it is printed materials, digital files, signage or promotional material – all users must follow these guidelines.

WE ARE **ONE**, BUT WE ARE **MANY**

The design of the Group logo remains the same. Each club logo now acknowledges Mounties Group via the spark only (see over for more). This not only simplifies the layout of materials but also creates a unified and consistent brand throughout all venues.

The relevant club logo must be properly displayed and positioned on all external marketing materials, at all times.

For Group documents or materials, the Mounties Group logo is to be used.

Please note the stacked version of the venue/destination logos are no longer to be used. The stacked version of the Mounties Group logo can be used in extremely rare circumstances where the landscape version is not legible. This might occur for sponsorship uses such as application on a jersey. For these cases, please speak with the Mounties Group Marketing Manager for approval for use.



BRAND HIERARCHY

Understanding the current brand hierarchy for Mounties Group will assist with applying best practices for venue and group design.

01

Corporate/Group Brand – utilised for Group promotions, sponsorships, communication and corporate materials such as official/legal and membership communications

02

Venue/Destination Brands – each venue/club as well as Mounties Group Holiday Resorts and Mounties Care

03

Sub-brands – individual services, external in-venue operations, sub clubs and community initiatives. This includes Mounties Group owned services such as Ignite and Minis

PLEASE FIND HERE AN
OVERVIEW OF THE BRAND
HIERARCHY REPRESENTING:





LOOKING THE PART

Mounties Group logo

See left for the approved full colour logo version permitted for corporate use. It is recommended this full colour logo be used most commonly when a colour version is required for Mounties Group.



LOOKING THE PART

Venue logos

Each venue has a unique logo for use across all external materials. It should be noted that this logo references Mounties Group via the spark with the name of the venue then the focus of the brand.

See left for the approved flat colour logo versions permitted by venues. It is recommended these are used most commonly when a colour version is required for consistency across materials.



Full colour process on white background



Full colour process reverse on high contrast image background



Flat colour process on white background



Flat colour process reverse on high contrast image background



Mono black on white background



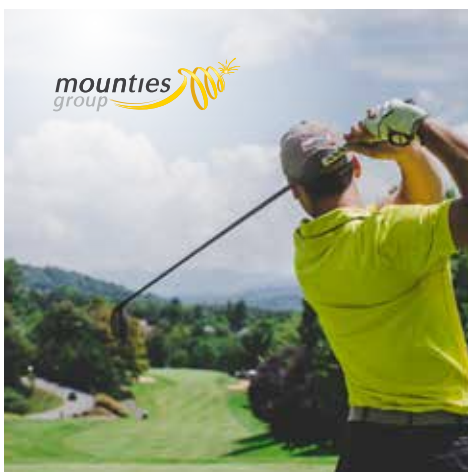
Mono white on coloured background

LOOKING THE PART

Logo versions

For the purposes of the following where the usage of the logos is outlined, we are using the Harbord Diggers and Mounties Group logos as the examples. All other clubs should follow suit with their relevant logo.

The logos to our left are permitted and are categorised as Full, Flat and Mono which include reversed colour options.



LOOKING THE PART

Logo usage on images

The Mounties Group logo and club logos can be used on images, provided the images don't conflict or obstruct with the view or legibility of the logo.

The logo needs to occupy its own space and work in harmony with a suitable image. If there is opportunity to follow movement of the subject subtly, this is encouraged.

The background where the logo sits needs to be plain and contrasting ie. very dark or very light as seen by these examples.

All logo uses for external application must be approved by marketing.

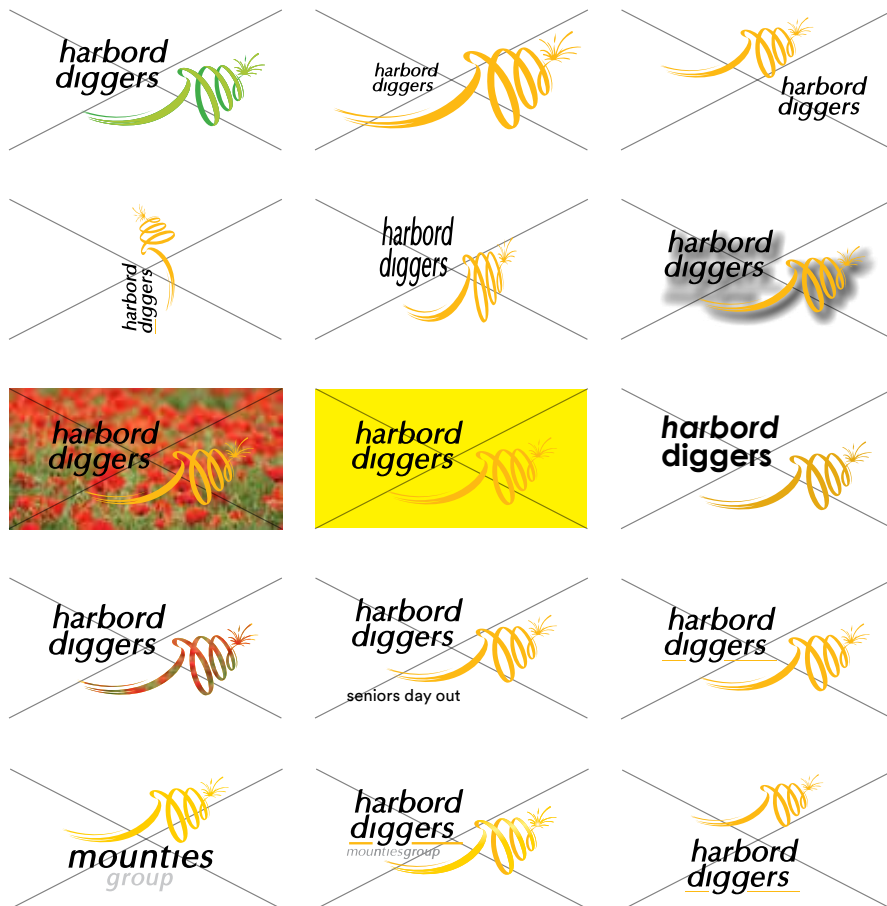


LOOKING THE PART

Clear space

To protect the integrity of the Mounties Group or venue logos, we have a defined clear space that indicates an area around the logo where no other elements should encroach upon.

See here the side and top clear spaces, based on the first letter of each logo ('m' from Mounties Group or 'd' from diggers).



(NOT) LOOKING THE PART

Incorrect usage of the Mounties Group or club logos compromises integrity and effectiveness.

These examples of logos being misused are not comprehensive; they are only a small sample of possible misuses of the logo.

To ensure accurate, consistent reproduction of the logo, never alter, add to, or attempt to recreate it. Always use the approved digital artwork supplied.



LOOKING THE PART

Minimum sizing

Legibility is always the most important aspect of a logo. With this in mind, we have specified a minimum width of the Mounties Group and club logos.



LOOKING THE PART

Corporate lock up - full page

We have some guides to follow when creating print ads and other advertisements that relate to position and size of the logo, and the Mounties Group defined yellow base.

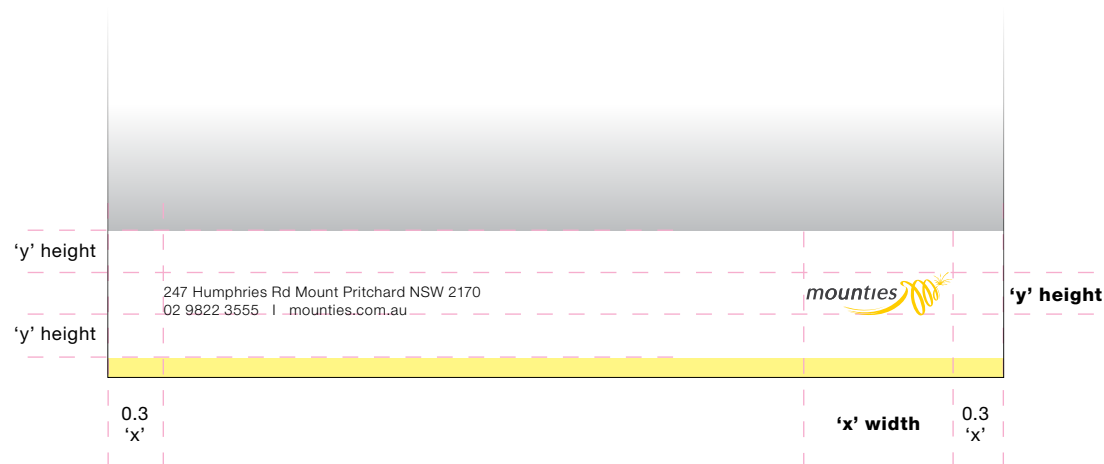
We specify the baseline always be the group lemon and the footer is always on a white background (see colour palette page 18-19 for more).

Using the width of the logo (indicated as 'x'), we can create the **horizontal** spacing of the lockup.

Using the height of the logo (indicated as 'y'), we can create the **vertical** spacing of the lockup.

Contact information is as follows:

Helvetica Neue | 45 Light | 8pt/10pt | Letterspacing: 25



LOOKING THE PART

Venue lock up - full page

We have some guides to follow when creating print ads and other advertisements that relate to position and size of the logo, and the Mounties Group defined yellow base.

We specify the baseline always be the group lemon and the footer is always on a white background (see colour palette page 18-19 for more).

Using the width of the logo (indicated as 'x'), we can create the **horizontal** spacing of the lockup.

Using the height of the logo (indicated as 'y'), we can create the **vertical** spacing of the lockup.

Contact information is as follows:

Helvetica Neue | 45 Light | 8pt/10pt | Letterspacing: 25

LOOKING THE PART

Venue destination lock up - full page

We have some guides to follow when creating print ads and other advertisements that relate to position and size of the logo, and the Mounties Group defined yellow base.

We specify the baseline always be the group lemon and the footer is always on a white background (see colour palette page 18-19 for more).

Using the width of the logo (indicated as 'x'), we can create the **horizontal** spacing of the lockup.

Using the height of the logo (indicated as 'y'), we can create the **vertical** spacing of the lockup.

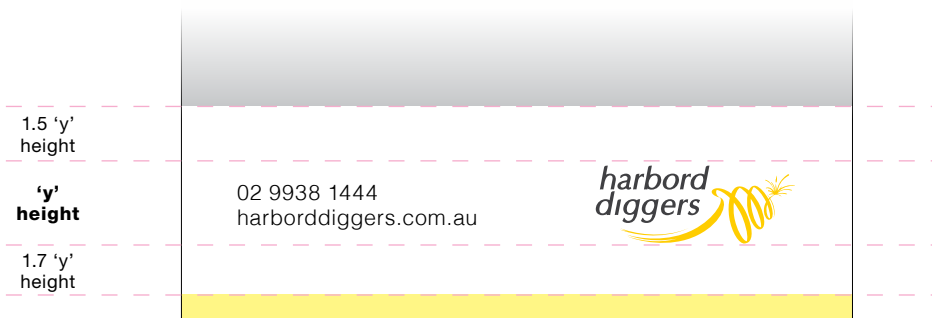
Contact information is as follows:

Helvetica Neue | 45 Light | 8pt/10pt | Letterspacing: 25





EDM



DL

LOOKING THE PART

Lock up - EDM (600px) or DL

We have some guides to follow when creating DL, EDMs or more vertical shaped advertisements that relate to position and size of the logo, and the yellow base.

Using the height of the logo (indicated as 'y'), we can create the **vertical** spacing of the lockup.

Contact information is as follows:
Helvetica Neue | 45 Light/55 Roman | 8pt/10pt | Letterspacing: 25

GROUP BRANDING

As a guide, here are the rules surrounding use of the Mounties Group brands with venue/destination brands.

01 - Group

For corporate documents and branding – the Mounties Group logo should be used in isolation to other venue/destination brands. If required, venue and sub-brands can be mentioned in the written form. This includes corporate stationery, membership forms and uniforms.

An exception to this would be for the website and purposes of sponsorship or promotions where logos are required as part of a contractual arrangement or partnership and in this case, we recommend the Mounties Group logo be at the top and other logos in the lock/up or footer.



Locked Bag 1
Wetherill Park BC NSW 2164
101 Meadows Road
Mt Pritchard NSW 2170

02 9822 3555
info@mountiesgroup.com.au
mountiesgroup.com.au

MOUNTIES | HARBORD DIGGERS | TRIGLAV | MEKONG | CLUB ITALIA | MOUNTIES BOWLING CLUB | MANLY BOWLING CLUB

Locked Bag 1
Wetherill Park BC NSW 2164
101 Meadows Road
Mt Pritchard NSW 2170

02 9822 3555
mountiesgroup.com.au

MOUNTIES | HARBORD DIGGERS | TRIGLAV | MEKONG | CLUB ITALIA
MOUNTIES BOWLING CLUB | MANLY BOWLING CLUB



CO-BRANDING

As a guide, here are the rules surrounding use of venue/destination brands in conjunction with sub-brands. These have been considered to ensure the Mounties Group brands are the focus.

02 - Venue/Destination

When co-branding venue/destination brands with sub-brands, the logos of the sub-brands may be used on the same collateral but only in their mono form (full black or white on an image) or in the written form (in our brand font). This includes signage, internal screens and advertising.

Placement needs to be considered in context but as a general rule, use the venue/destination brand lock up with sub-brand centred at the top for external collateral. Alternatively, for internal collateral just use sub-brand logo (see next page for more examples of this).



WATERMARK
freshwater

OVER 55s LUXURY LIVING IN THE NEW HARBORD DIGGERS COMMUNITY

APARTMENTS SELLING FAST
Living at Watermark Freshwater isn't just luxury living, it's also leisurely living.

The one, two and three bedroom apartments command breathtaking uninterrupted vistas of the sea, with views across Freshwater and Curl Curl beach.

This new community has been designed to provide residents with a life of ease, with access to a plethora of health, entertainment, dining and community facilities.

Designed to be modern and functional, apartments are ideal for relaxed lifestyles and include a terrace or balcony, quality appliances, fixtures and fittings.

Residents will also enjoy complimentary membership to the onsite Health and Fitness Centre, as well as the Aquatic Centre.

Watermark Freshwater apartments cater to active over 55s who want to secure this once in a lifetime opportunity in Freshwater.

Book your appointment today.

Shop 17, 11-25 Wentworth Street Manly 2095
1800 550 327 | watermarkfreshwater.com.au

mounties
group



EMPEROR'S
BUFFET

**SEAFOOD
BUFFET**

\$25.80*
FRIDAY & SATURDAY
*Members pricing

02 9822 3555
mounties.com.au

mounties
group



harbord
diggers

**BEACHES
BABY** >

**URBAN
BEAUTY** >

**GFITNESS
FRESHWATER** <

**CARLILE
SWIMMING** <

SUB-BRANDING

As a guide, here are the rules surrounding use of brands in conjunction with others.


03 - Sub-brands

The sub-brand logos can be used in their full colour versions when in isolation to Venue/Destination brands. This includes on their own page in the What's On Guides, signage within their tenancy or internal screens specifically about their offering.

As a general rule, legibility of the logo is vital so common sense is required when designing venue owned signage and collateral promoting sub-brands. Often it might work better to still use the mono version of sub-brand logos when adhering to these guidelines.

AcquaFresca by Piliu

SERVING AUTHENTIC ITALIAN DISHES TO WARM YOU UP



When you walk into Giovanni Piliu's spinoff restaurant, AcquaFresca by Piliu, it's hard not to feel as though you've been transported to a quaint café on the Italian coastline.


Stone archways and the open kitchen resemble a humble seaside trattoria you'd stumble across on the Amalfi Coast, but AcquaFresca by Piliu also boasts all the benefits of living on the Freshwater peninsula.

As the warmer weather begins to set in, there will be few finer places to dine on the Northern Beaches than AcquaFresca's alfresco seating terrace where the crashing waves at nearby Curl Curl Beach make for a serene and welcoming atmosphere.

Giovanni has packed the menu with Italian classics and sprinkled in his own twist to create a number of truly unique offerings that pair perfectly with a glass of vino.

Pairing one of the antipasti with an aperitivo also goes down well, and the seasonal bellini is sure to be popular over the coming months. Giovanni blends seasonal fruit with prosecco to create the tasty cocktail, and loves serving it alongside the mortadella and fried pizza bites.

Moving to main course and the menu offers a vast selection. The puffy-edged, thin-centred Neapolitan style pizzas are made from a blend of stoneground durum, spelt and semolina flour.



Giovanni's 'Gamberi', a pizza with prawns, zucchini and chilli oil, is always a favourite, as is the 'Piccante' which combines the classic ingredients of salami, spicy n'duja and caramelised onions.

And with AcquaFresca's special offer, you can get any pizza with a Peroni for just \$20 on a Monday.

For pasta – all made in house, there's a tagliolini, gnocchi or our favourite the malloreddus tossed with a pork sausage ragu, tomato and pecorino.

On Tuesday's you can get a pasta and a glass of vino for \$25.


The menu also offers various mains and daily specials, and a dessert list boasting decadent donut balls and alcoholic or non-alcoholic affogato.

www.acquafresca.com.au
Reservations: 9071 8661


Hours:
Tuesday – Sunday
11.30am – 4pm, 5.30pm – 10.30pm
Mondays 5.30pm – 10.30pm

AcquaFresca
BY PILIU

MONDAYS
Pizza e Birra
Enjoy a pizza and Peroni for just \$20pp



TUESDAYS
Pasta e Vino
Choose one pasta from our menu and enjoy a glass of house wine for only \$25 per person.
*Conditions Apply.



14 OUR LIFE SEPT/OCT 2019 - HARBORD DIGGERS

 **BEACHES BABY**



COMING SOON

TO HARBORD DIGGERS HEALTH & WELLBEING PRECINCT

Saturday 10 + Sunday 11 August

G·FITNESS SNEAK PEEK

WALK-THROUGH, FITNESS DEMONSTRATIONS, MEMBER INFORMATION, SIGN UP AND MEET THE TEAM.

 **G·FITNESS**
FRESH WATER

AcquaFresca
BY PILIU



Lunch & Dinner, 7 days acquafresca.com.au

YOU'RE OUR *TYPE*

Typography is like clothing for words. It creates a sense of style, a unique look that we can call our own. Even boring information can come to life with beautiful typography; headlines captivate, tables sparkle. Our typeface (or font family, if you prefer) was specifically chosen to sit well with our overall design aesthetic.

While our type is widely available and simple in style, we are using it in unique ways to add personality.

Helvetica Neue Family is our Family

In any circumstances where Helvetica Neue is not available such as online, please use Montserrat from Google Fonts

25 Ultra Light

26 *Ultra Light Italic*

35 Thin

36 *Thin Italic*

45 Light

46 *Light Italic*

55 Roman

56 *Italic*

65 Medium

66 *Medium Italic*

75 Bold

76 *Bold Italic*

85 Heavy

86 *Heavy Italic*

95 Black

96 *Black Italic*

ADDING PERSONALITY

These are the font styles that can be used to create more exciting designs and headings. These should be used sparingly, and only as standout sections. For an indication of how the fonts can be displayed, see the examples to the right.

HELVETICA NEUE

Our base font can be used in conjunction with other weights in the Helvetica Neue family for contrast. Mix and match using italic, medium, bold and text inside white box. Try up reverse boxed lettering or even outline. Have fun with it but keep it in the (Helvetica Neue) family...

I N T E N T I O N

& COMMITMENT
S H I N E

WE ARE
MOUNTIES



IMAGES SAY MORE THAN WORDS

Who has time to read a thousand words? No one! And that's where pictures come in.

Mounties Group and its venues are exciting and we are innovative, so it is only fitting that our brand and imagery reflect our brand direction.

As an organisation we have fun and we put passion into everything we deliver. We go the extra mile and we always aim to pleasantly surprise – and so too should our style of imagery.

Our imagery needs to represent who we are, what we do, why we are different and how we want our members and guests to feel. We want real images more than vectors or backgrounds. Now is the time to make a new mark with the standard and style of imagery we use.

To make things easy, we've broken our photography guidelines down into two sections – Western Sites and Northern Sites.



IMAGERY TONE

The choice of image, and in which context it is used, shapes the way members and guests will view our brand.

Setting the right tone visually, being that of warmth, vibrancy and belonging is very important, particularly as imagery is the focus of each and every piece of collateral.

We want imagery that represents the best of us – sophistication and success, smiling faces and sunny skies yet also professionalism and integrity.

Well lit images are also important, as are those that show and evoke positive emotion. We don't want posed, clinical or staged stock images - we want photos of real people having real experiences.

Mounties Group is far more than a brand – it's a feeling.

The feeling of joy and happiness you associate with family, friends and fun. We don't want to look too formal, we want to be approachable and a part of our community. It's important that we illustrate this tone when we are representing ourselves through images.

Please see left for an example of best practice when selecting images.



NORTHERN SITES

Sydney’s Northern Beaches is where nature reigns supreme. It’s an area that epitomises quintessential Aussie beach towns and culture.

Boasting a lifestyle of those who love the sun, surf and sand, the Northern Beaches of Sydney reflects a more relaxed culture than those who live close to the CBD. Residents of the Northern Beaches are active and environmentally conscious, they live near the beach and enjoy the coastal lifestyle that the area offers. On weekends you will find Northern Beaches residents making the most of the outdoors, spending time with family and enjoying good food and wine.

Our imagery for the Northern Sites needs to reflect this culture and champion the beauty of the surroundings around Manly and Freshwater beaches. Northern Sites imagery should:

Promote our lifestyle	✓
Give a sense of feeling	✓
Reflect youthfulness yet include references to our history and legacy	✓
Promote strength and growth	✓
Depict light, innovation and elegance	✓
Echo our strong value of community	✓
Reinforce our local ties	✓
Replicate the local Northern Beaches people and way of life	✓
Support the beauty and character of our new facilities	✓



WESTERN SITES

Sydney’s Western Suburbs is a diverse and vast area that is known for its multiculturalism and celebration of culture and community. The area features rural and agricultural lands, natural bushland, parks and a range of recreational and sporting facilities. The lifestyle of Western Sydney residents is diverse with many passionate about food, family and sport. Residents of Western Sydney suburbs are from varied cultural backgrounds with data suggesting residents come from 170 countries and speak over 100 different languages.

The Western Sites imagery needs to reflect the diversity of the area, which includes considering cultural sensitivities, multiculturalism and heritage of its residents. Western Sites imagery should:

Promote our multiculturalism	✓
Give a sense of feeling and emotion	✓
Reflect varied ages yet include references to our history and legacy	✓
Promote strength and growth	✓
Depict light, happiness and quality	✓
Echo our strong value & connection to community	✓
Reinforce our diverse offerings	✓
Replicate the local people and way of life	✓
Depict the venue’s key membership and demographic of guests	✓



WE ARE A COLOURFUL GROUP

Colour is important to us. It expresses who we are and what we are about. It sets us apart from others, makes us stand out from the crowd. Colour is emotional. It can be irresistible, inspiring, delightful or desirable. Using it thoughtfully, we can be vibrant, modern and engaging. Our colour palette allows for all of these things. As much as we love our colour, we know it looks best against a clean white canvas. We want our colours to pop, not explode. We want to wow, not overwhelm. We want our members to feel at home, not out of place.

In order to create a brand colour guide for each venue, we have specified corporate Group colours, as well as venue specific colour palettes.

This is detailed further following.

WE *LOVE*

WHITE SPACE

Let our images and our logo breathe. White space makes it pop. White space is our friend. White space is your newest friend.

MOUNTIES GROUP CORPORATE COLOURS

With a typically heavy black and gold colour palette, Mounties Group is moving away from such strong colours in order to diminish growing sensitivities associated with these shades in certain cultures. The colours chosen for Mounties Group reflect the rich legacy of the Group being known for gold, black and yellow colour tones. The hues of gold have purposely been muted to more effectively complement a whiter and brighter aesthetic, rather than the historically used black base.

Please find following an overview of each colour and why it has been selected:



LEMON

A pale lemon has been chosen as the key brand yellow as it more effectively represents the yellow spark of the brand, in a modern context. Yellow represents warmth, happiness and in some Asian cultures, courage.



SAND

Complementing the pastel lemon, this sand colour seamlessly ties in with the darker matte gold to represent professionalism, flexibility and calmness.



MATTE
GOLD

Rather than using an intense gold, this matte gold has been selected for its richness and reflection of prosperity, compassion and wisdom. Gold is also said to be a positive colour in Asian culture as it reflects wealth and luck.



SLATE

This light navy was selected purposely for the Group brand to provide an alternative to black, that positively counter balances the gold tones. Navy is said to reflect trust, intelligence and strength - all very important values to reflect the Group brand in a modern and refreshing way.



WHITE

COAL

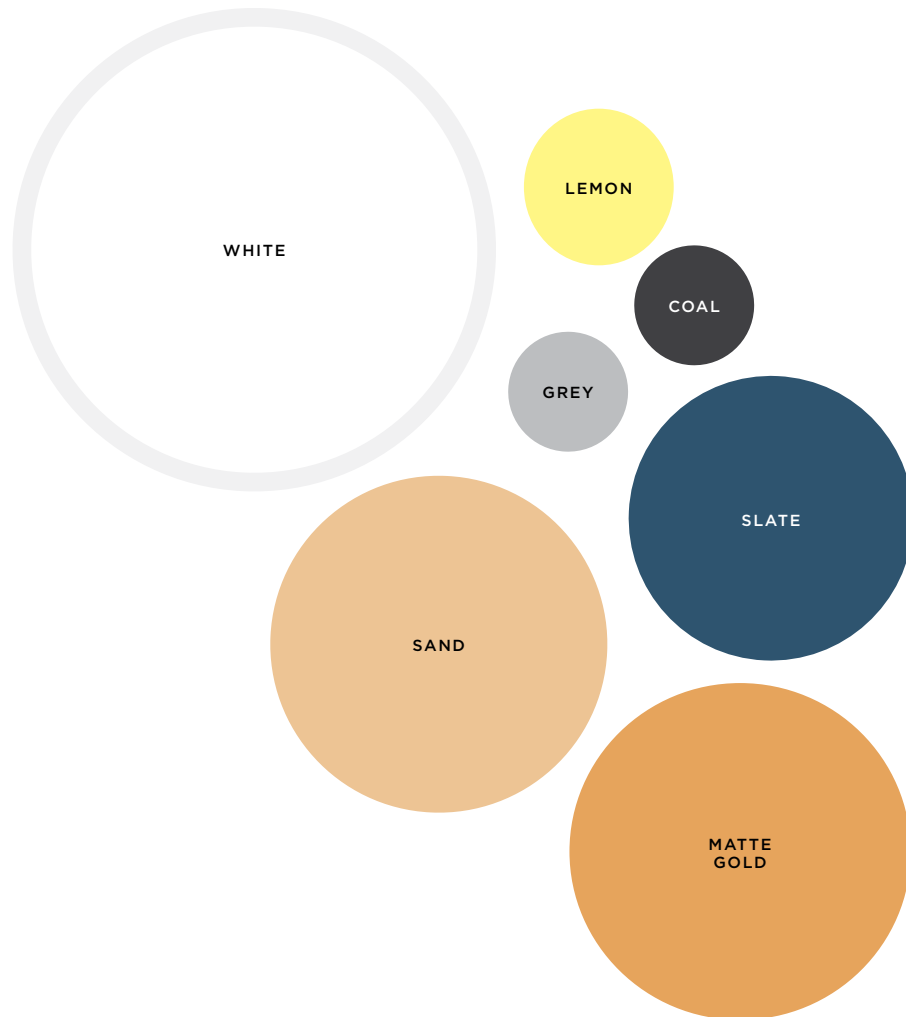
GREY

Working towards a more contemporary palette and clean aesthetic for the Mounties Group brand, this coal colour has been used for a variation to black. White has been highlighted as a colour to be used more predominantly in Group branding as it's clean, bright and fresh. Grey has been selected as an alternative to black, yet softer tone to complement the pastel tones.

MOUNTIES GROUP CORPORATE COLOURS

The primary corporate colours should form the basis of corporate marketing communications where suitable. These can be used to highlight information or add interest to the design of Mounties Group materials.

Our colour map here shows the relationships between core Mounties Group colours, and extension colours. As a guide, this page shows the colours that work best with each other based on their proximity to others. Size indicates the weight of usage in a design.



LEMON

C0 M0 Y60 K0 / R255 G246 B133 / #FFF685

SAND

C6 M24 Y45 K0 / R237 G196 B148 / #EDC494

MATTE GOLD

C9 M39 Y73 K0 / R230 G164 B92 / #E6A45C

SLATE

C87 M63 Y38 K19 / R46 G84 B111 / #2E546F

COAL

C69 M62 Y58 K46 / R64 G64 B67 / #404043

GREY

C0 M0 Y0 K30 / R188 G190 B192 / #BCBEC0

WHITE

C0 M0 Y0 K0 / R255 G255 B255 / #FFFFFF



MOUNTIES COLOURS

Our colour map here shows the relationships between core Mounties colours, and extension colours. As a guide, this page shows the colours that work best with each other based on their proximity to others. Size indicates the weight of usage in a design.

The colours chosen for Mounties reflect those selected for Mounties Group. As indicated here, it is recommended that the lemon and sand are more predominantly used with white to differentiate between the two.

While the Group brand portrays professionalism and strength, with designs to be more corporate focused, Mounties should rather allude to a more community approach.

Lemon and sand therefore reflect the welcoming, happy and warm atmosphere of the venue.

HARBORD DIGGERS COLOURS

The colours chosen for Harbord Diggers reflect the lifestyle and culture of the Northern Beaches.

Please find following an overview of each colour variant to the Group scheme and why it has been selected:



Representing the skies and water of the Northern Beaches, this cool blue has been selected for its unity with the lemon.



Grey has been selected as an alternative to black, yet softer tone to complement the pastel tones.



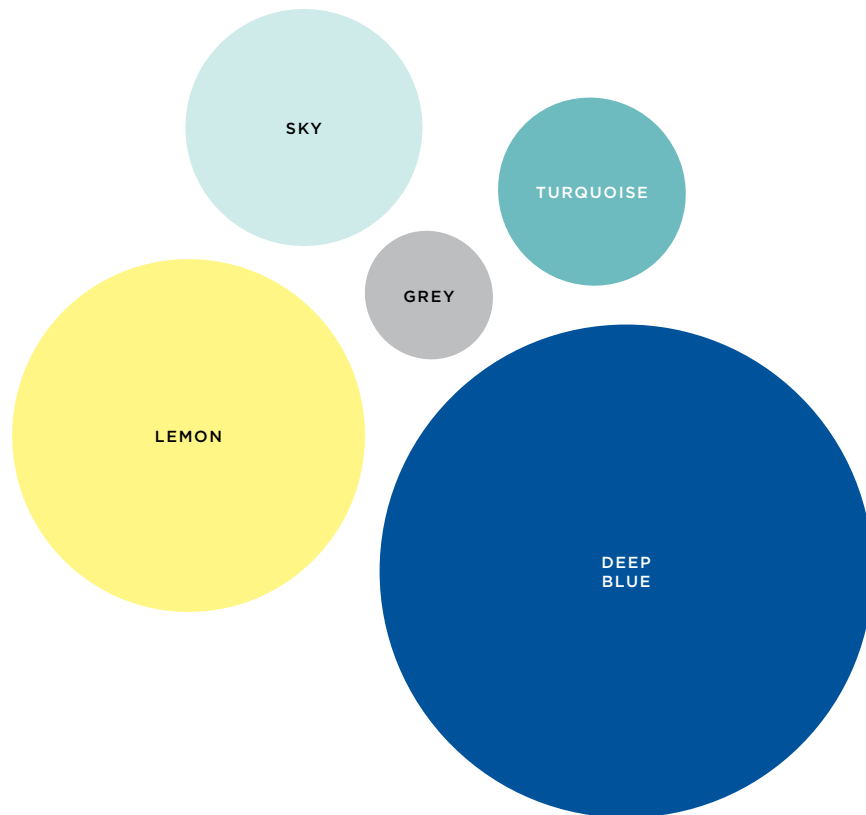
This strong and bold blue exemplifies the Freshwater location of the venue and reflects depth, loyalty and confidence.



A great mix between the sky and deep blue, turquoise is said to reflect the calming properties of blue with the renewal qualities of green.



A pale lemon has been chosen as the key brand yellow as it more effectively represents the yellow spark of the brand, in a modern context. Yellow represents warmth, happiness and in some Asian cultures, courage.



HARBORD DIGGERS COLOURS

Our colour map here shows the relationships between core Harbord Diggers colours, and extension colours. As a guide, this page shows the colours that work best with each other based on their proximity to others. Size indicates the weight of usage in a design.

SKY

C18 M0 Y8 K0 / R206 G235 B234 / #CEEBEA

GREY

C0 M0 Y0 K30 / R188 G190 B192 / #BCBEC0

DEEP BLUE

C100 M68 Y0 K12 / R37 G64 B143 / #00539B

TURQUOISE

C50 M0 Y20 K10 / R110 G187 B191 / #6EBBBF

LEMON

C0 M0 Y60 K0 / R255 G246 B133 / #FFF685

MEKONG COLOURS

The colours chosen for Mekong reflect the culture and demographic of the community as well and location of the venue.

Please find following an overview of each colour variant to the Group scheme and why it has been selected:



Latte has been chosen as a variant of the matte gold that complements the Mekong red. Latte is said to reflect themes of warmth, harmony and evoke a sense of history.



Grey has been selected as an alternative to black, yet softer tone to complement the pink and lemon.



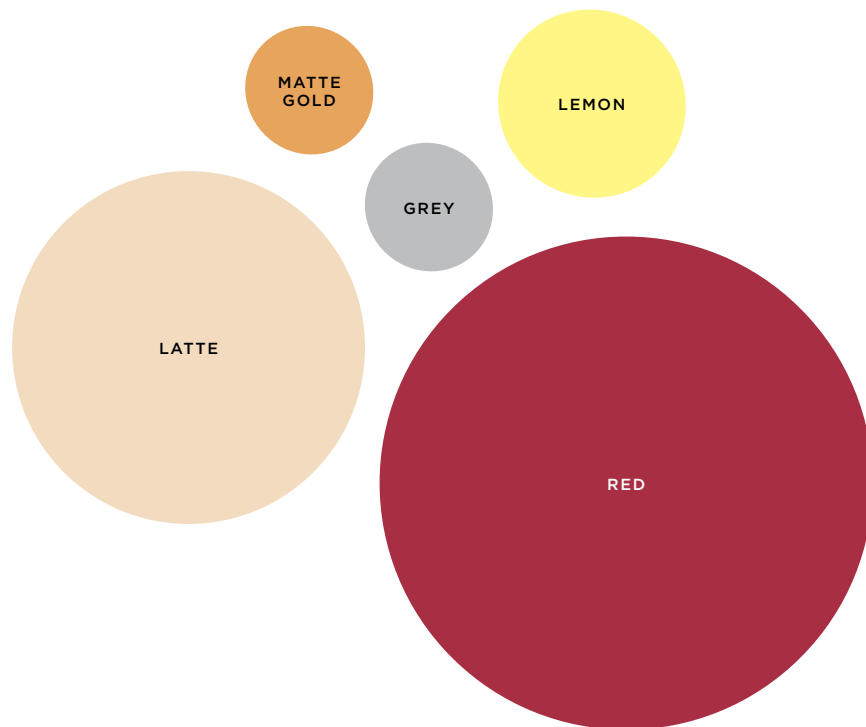
Red has been purposely chosen for this venue to connect with the location and culture of its demographic. Red is said to be linked to vitality, success and good fortune.



Rather than using an intense gold, this matte gold has been selected for its richness and reflection of prosperity, compassion and wisdom. Gold is also said to be a positive colour in Asian culture as it reflects wealth and luck.



A pale lemon has been chosen as the key brand yellow as it more effectively represents the yellow spark of the brand, in a modern context. Yellow represents warmth, happiness and in some Asian cultures, courage.



MEKONG COLOURS

Our colour map here shows the relationships between core Mekong colours and extension colours. As a guide, this page shows the colours that work best with each other based on their proximity to others. Size indicates the weight of usage in a design.

LATTE

C4 M13 Y25 K0 / R242 G219 B191 / #F2DDBF

GREY

C0 M0 Y0 K30 / R188 G190 B192 / #BCBEC0

RED

C25 M92 Y75 K0 / R193 G61 B72 / #C13D48

MATTE GOLD

C9 M39 Y73 K0 / R230 G164 B92 / #E6A45C

LEMON

C0 M0 Y60 K0 / R255 G246 B133 / #FFF685

TRIGLAV COLOURS

The colours chosen for Triglav have been selected to better reflect the target audiences of the membership and desired new markets. In addition, these tones reflect the colour palette of Triglav's outdoor spaces and new indoor sports bar.

Please find following an overview of each colour variant to the Group scheme and why it has been selected:



This light navy was selected purposely from the Group brand to provide an alternative to black, that positively counter balances the green tones. Navy is said to reflect trust, intelligence and strength - all very important values to reflect the brand in a modern and refreshing way.



Grey has been selected as an alternative to black, yet softer tone to complement the pink and lemon.



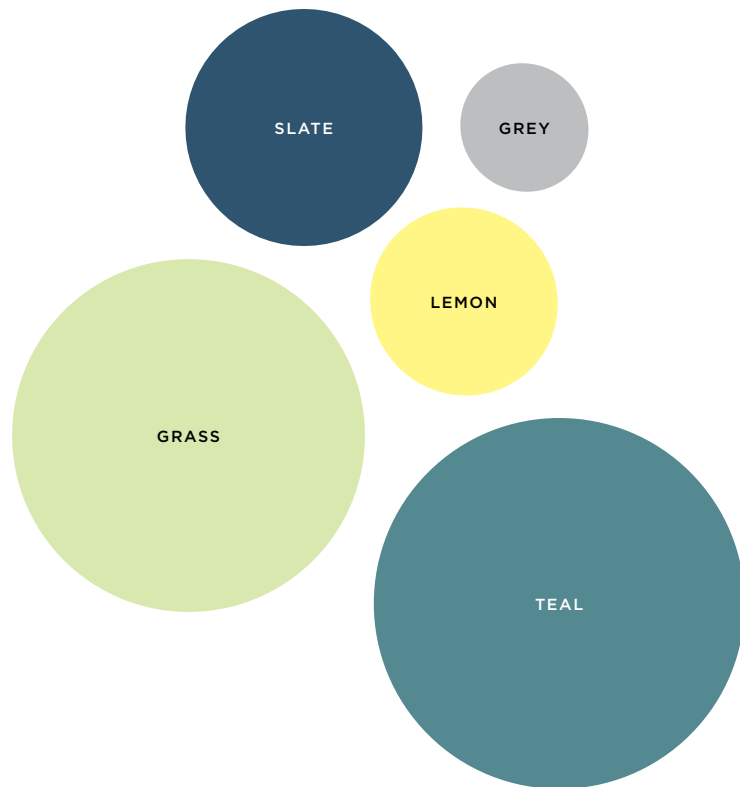
A great mix between blue and green, this teal colour is used to enhance the vibrancy of the lime and yellow. It is youthful, contemporary and most of all fresh.



Further to the above a more subdued grass green was also chosen to complement the teal and slate. A more warm tone of green, this grass colour reflects vitality, balance and freshness. Being a softer tone it also complements the depth of the darker blues and works well with the corporate lemon.



A pale lemon has been chosen as the key brand yellow as it more effectively represents the yellow spark of the brand, in a modern context. Yellow represents warmth, happiness and in some Asian cultures, courage.



TRIGLAV COLOURS

Our colour map here shows the relationships between core Triglav colours, and extension colours. As a guide, this page shows the colours that work best with each other based on their proximity to others. Size indicates the weight of usage in a design.

SLATE

C87 M63 Y38 K19 / R46 G84 B111 / #2E546F

TEAL

C66 M27 Y34 K13 / R84 G137 B145 / #548991

GRASS

C16 M0 Y40 K0 / R217 G232 B174 / #D9E8AE

LEMON

C0 M0 Y60 K0 / R255 G246 B133 / #FFF685

GREY

C0 M0 Y0 K30 / R188 G190 B192 / #BCBEC0



ENTERTAINMENT

BARS & DINING

Your community club is
open 7 days a week.
Experience Mounties today.

247 Humphries Rd Mount Pritchard NSW 2170
02 9822 3555 | mountiesgroup.com.au



MOUNTIES PRINT AD – FULL PAGE



A CHANCE TO WIN YOUR SHARE OF

\$18,000 BIG BANG BUCKS

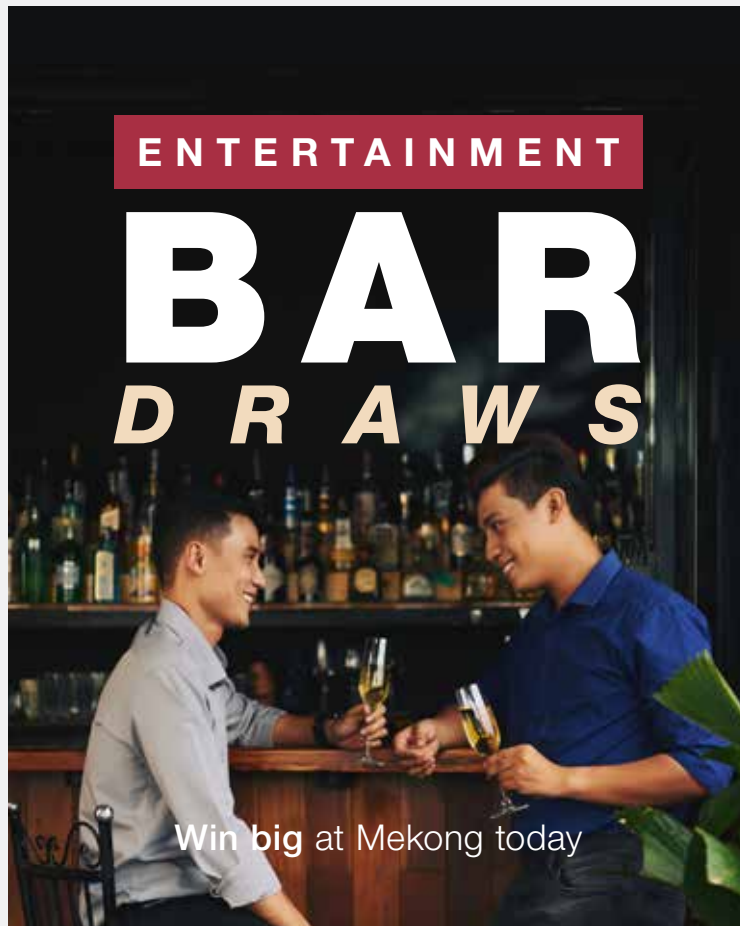
WIN YOUR SHARE OF \$18,000 CASH
EVERY THURSDAY FROM 7PM IN
OCTOBER AND NOVEMBER

Swipe your membership card at the
Members Kiosk from 6pm every
Thursday for your entry

80/84 Brisbane Rd St Johns Park NSW 2176
02 9426 1000 | triglav.com.au



TRIGLAV PRINT AD – FULL PAGE




ENTERTAINMENT

BAR DRAWS

Win big at Mekong today

117 Johns St Cabramatta NSW 2166
02 9725 8500 | mekongmounties.com.au



MEKONG PRINT AD – FULL PAGE

WHAT'S ON

MOUNTIES

Next month at Mounties

SATURDAY 14 - SUNDAY 15 DECEMBER, FROM 10AM

CHRISTMAS CARNIVAL

Free for Members and their children. Tickets available for collection from 1 December.

EXPLORE

MONDAY 16 DECEMBER, 7PM

CHRISTMAS CAROLS

Featuring The Potbeller
Free event open to the Community

EXPLORE

THURSDAY 26 NOVEMBER & THURSDAY 12 DECEMBER

\$20K TOY RAFFLE

Tickets on sale from 6.30pm
Raffle at 8pm

EXPLORE

TUESDAY 31 DECEMBER, FROM 8.30PM

NEW YEARS EVE

Free entry, countdown explosion band and fireworks

EXPLORE

SUNDAY 26 JANUARY, FROM 12PM

AUSTRALIA DAY

Bring the kids & celebrate
Free entry, amazing Australian wildlife, live entertainment, face painting & more!

EXPLORE

mounties

02 9938 1444 | 88 Evans Street Freshwater

MOUNTIES EDM – WHAT'S ON

MOUNTIES GROUP BRAND GUIDELINES | 40



MOUNTIES SENIORS
CHRISTMAS
LUNCH

MONDAY 11 - THURSDAY 14 NOVEMBER

Free for Members.

Two course lunch | Live entertainment
Ticket collection from 9am Monday 28 October

See Members Services for details.

MOUNTIES POSTER – INTERNAL PLASMA

Please note the footer lockup is not compulsory on internal posters

\$13 LUNCH & DINNER
SPECIALS



RUMP STEAK | T-BONE STEAK
LAMB LOIN CHOPS | PORK CHOPS
BATTERED FISH | CALAMARI
CHICKEN FILLET
SPAGHETTI BOLOGNESE
KRANSKY SAUSAGE

All served with chips & salad
except for spaghetti bolognese.

Conditions apply.

TRIGLAV POSTER – INTERNAL PLASMA

Please note the footer lockup is not compulsory on internal posters



MEKONG POSTER – INTERNAL PLASMA

Please note the footer lockup is not compulsory on internal posters



TOP TIER / LUXURY INVITE TEMPLATE

Please note this design would utilise gold foiling on the text and decorative elements to give a luxury effect and to separate itself from normal venue communications.

IMPRESS
DELIVER
EXCEED

WE ARE MOUNTIES GROUP