



CORPORATE BRAND GUIDELINES



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LOGO GUIDELINES

PRIMARY LOGO

The primary logo consists of the main TASA graphic with the type placed on the right. The type is equal to the height of the acronym TASA.

This logo is to be the primary brand for TASA, however when applicable it can be interchanged with the variation 01.



LOGO VARIATIONS

There are two variations of the TASA logo. These are the only acceptable variations of the primary logo.



VARIATION 01

This variation moves the type element under the TASA acronym, where applicable it can be interchanged with the primary logo.



VARIATION 02

This variation removes the type to allow the TASA graphic to sit on its own. It is suitable to be used when the logo is required to be displayed really small (smaller stationary items). This variation is to be utilized sparingly.

COLOUR VARIATIONS

The TASA logo can be presented in a few different formats depending on the colour of the background that it appears on and the nature of the print process. These variations should be followed accurately to maintain strong brand recognition.

LOGO ON CORPORATE COLOUR PALETTE

All three versions of the logo can be presented on the corporate colour palette. In all cases where the logo is placed on any colour besides white, the entire logo will need to be presented all in solid white, or in colour from the palette that contrasts the background.



MONOTONE COLOUR VARIATIONS

Occasionally, some print methods will only allow grayscale printing, if so preferably print the logo in the corporate grey over the greyscale option. In extremely rare cases, the logo will only be available in pure black and white. In which, case use black on white or white on black.



EXCLUSION ZONE

The exclusion zone is an invisible area around the logo that should never overlap with other elements, text, images or page borders. As shown in the following diagrams, the best way to measure the size of the exclusion zone is with the logo's own elements. By following these guidelines the logo will always be legible and appear visually aesthetic.

Determining the Exclusion Zone

The key element used from the logo that should be used for measuring the Exclusion Zone is the letter 'S' from the acronym 'TASA'. Due to its rectangular shape it makes it the ideal letter for measuring. The height of the letter "S" should be used to measure the height from all sides of the primary logo and both variations



MINIMUM LOGO SIZE

To maintain legibility of the logo text, it is extremely important to set a limit to how small the logo can be used. This Minimum Size primarily applies to documents, flyers, reports, collateral and presentations where the size of the logo can be controlled.

PRIMARY LOGO



VARIATIONS



LOGO USAGE

The following examples demonstrate appropriate ways of using the logo without effecting brand recognition or legibility of the logo. By following these examples TASA will optimise the impact of the logo.



YOU CAN USE the logo on a plain white background.



YOU CAN USE the logo with an aligned tagline following the exclusion zone.



YOU CAN USE the logo with an aligned website url following the exclusion zone.



YOU CAN USE the logo as white on any of the corporate colours.



YOU CAN USE any of the logo's inverted options as shown in Colour Variations.



YOU CAN USE the logo on an image as long as it doesn't impede on legibility.

LOGO MISUSE

There are many common mistakes with logo usage that should be avoided in order to maintain a consistent brand. The following examples at no point should be executed in any piece of collateral, marketing or advertising.



DO NOT shift the elements around ❌



DO NOT place the logo on angles ❌



DO NOT alter the colours ❌



DO NOT alter the proportions ❌



DO NOT add elements to the logo ❌



DO NOT change any of the typefaces ❌



DO NOT place the logo on colours outside of specified colour palette ❌



DO NOT place the logo on images that impede on the logos legibility ❌

COLOUR PALETTE

COLOUR PALETTE

The primary colour palette is the main combination of colours to be used in the majority of TASA's collateral and marketing materials. These four colours are the primary colours used in the logo.

Colour Formulas

C	66				
M	59	R	75		
Y	57	G	74	HTML	
K	39	B	75	#4A4A4A	



C	66				
M	00	R	59		
Y	23	G	193	HTML	
K	00	B	202	#3EC1C9	



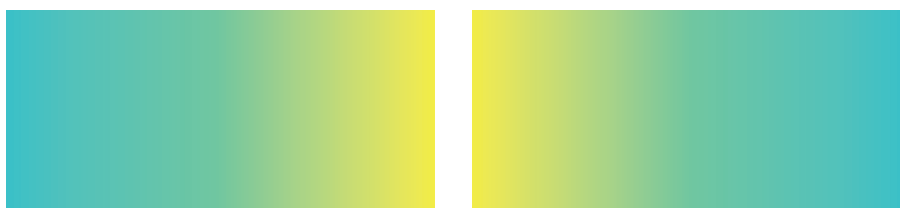
C	55				
M	00	R	115		
Y	48	G	198	HTML	
K	00	B	160	#72C6A0	



C	06				
M	00	R	246		
Y	83	G	237	HTML	
K	00	B	75	#F8ED48	



GRADIENT
BGY or YGB only



SECONDARY PALETTE

The secondary colour palette consists of three carefully selected colours that should only be used to compliment the brand. Examples of their use are; as highlights or spot colour when the primary colours will not work, infographics that require more than three colours, specialised divisions of the company, etc.

Colour Formulas

C	78				
M	39	R	056		
Y	23	G	125	HTML	
K	07	B	157	#387C9C	



C	73				
M	18	R	074		
Y	71	G	156	HTML	
K	02	B	111	#499B6f	



C	04				
M	15	R	246		
Y	89	G	209	HTML	
K	00	B	056	#F6D037	



TYPOGRAPHY

PRIMARY TYPEFACE

The primary typeface for the TASA brand is the Gills Sans family. It comes in five weights including Light, Regular, Semibold, Bold and Ultrabold as well as an Italics font set for each of the different weights. It is to be used for body text and any sub titles. Avoid using the Ultrablack weight.

AaBbCc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*?(){}[]+-=,;:'"

Gill Sans Light

AaBbCc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*?(){}[]+-=,;:'"

Gill Sans Regular

AaBbCc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*?(){}[]+-=,;:'"

Gill Sans Semibold

AaBbCc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*?(){}[]+-=,;:'"

Gill Sans Bold

SECONDARY TYPEFACE

The secondary typeface to be used with all marketing materials is Brandon Grotesque. It is generally used for section titles, blockquotes, document covers and possibly subtitles if multiple levels of subtitles is required. Appears best in all capitals, do not use for body copy.

AaBbCc

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*?(){}+ -= ,.:'"

Brandon Grotesque Light

AaBbCc

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*?(){}+ -= ,.:'"

Brandon Grotesque Regular

AaBbCc

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*?(){}+ -= ,.:'"

Brandon Grotesque Bold

AaBbCc

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*?(){}+ -= ,.:'"

Brandon Grotesque Extrabold

TYPE HIERARCHY

Type hierarchy is important in making sure the typographic choices work together and allow for consistency across all of the brand's collateral.

TRAVEL & SPORTS

AUSTRALIA'S MOST EXPERIENCED AND
QUALIFIED PROVIDER FOR MORE THAN 25 YEARS

Travel & Sports Australia (TASA) and the AFL Event Office Perth is Australia's most experienced and qualified provider of comprehensive travel and incentive packages to major sport events and leisure destinations worldwide with more than 25 years of experience.

Our dedicated team specialises in exclusive packages to all major domestic and international sporting events. Whether you are an adrenalin junkie, a footy fanatic, or want to experience the thrills of a packed day of entertainment with pre-game functions, premium seats at the MCG followed by post-game events with world class entertainment and quality dining, TASA are your trusted name in sports travel.

Aligning your employees' motivation with your business objectives is always easier said than done. Incentive Travel and Reward Program is a leading method in increasing staff performance and motivation, customer loyalty and brand awareness which is an indispensable asset for a company. With our new Meeting, Incentive, Conferences & Events (M.I.C.E) division combined with the best MICE experts in WA, your next corporate event will be something to remember of.

TASA also specialise in providing Retail and Leisure Travel to destinations worldwide. Our dedicated team of Retail Sales Consultants provide unparalleled industry experiences and truly focus on quality customer service by tailoring packages to suit your needs. With repeat clientele, unparalleled professionalism and ongoing support, our team is ready to book your next international adventure.

Above is the general idea of how the typography should be used together. This however is flexible and should only be used as a guideline.

HEADER

Brandon Grotesque Black 30/36

SUBHEADER

Brandon Grotesque Black

BODY COPY

Gill Sans Lights 10/12

PULL QUOTE

Gill Sans Light 8/12

STATIONARY

COLLATERAL

Below is an example of a TASA's corporate collateral. Envelope and Business Card designs, each keeping the TASA style consistent and professional.



COLLATERAL

Below is an example of a TASA's corporate collateral. Letterhead designs, each keeping the TASA style consistent and professional.



