

# GEORGE WILDERNESS UNIONDALE

PREFERRED LOGO USE FOR ADVERTISING: WHITE LOGO OVER A FOCUS POINT PHOTO

GEORGE  
WILDERNESS  
UNIONDALE

FULL COLOUR LOGO WHEN NOT IN CONTROL OF DESIGN.  
I.E. SPONSORSHIP WITH LOGO OVER A WHITE STRIP

**FONTS**

BEBAS KAI

THIS IS A SAMPLE OF THE FONT.

ROBOTO

This is a sample of the font.

STINGRAY

*This is a sample of the font.*

## COLOURS



C56 M100 Y91 K0  
HEX #8F3F48  
R143 G63 B72  
PANTONE 492 C



C0 M0 Y0 K90  
HEX #4C4C4D  
R76 G76 B77  
PANTONE 446 C



C72 M0 Y38 K0  
HEX #35BCB2  
R53 G188 B178  
PANTONE 3262 C



C26 M36 Y38 K68  
HEX #6E6259  
R 110 G98 B89  
PANTONE Warm Gray  
11 C

## MUNICIPALITY LOGO

- Only used in white or black.
- It must always be right aligned to the Tourism logo.
- When used directly below the Tourism logo, it must be used at 50% height.





PREFERRED LOGO USE FOR ADVERTISING: WHITE LOGO OVER A FOCUS POINT PHOTO



PREFERRED LOGO USE FOR BRANDING: WHITE LOGO OVER A BURGUNDY BACKGROUND



FULL COLOUR LOGO WHEN NOT IN CONTROL OF DESIGN. I.E. SPONSORSHIP WITH LOGO OVER A WHITE STRIP

## COLOURS



FOCUS COLOUR

C56 M100 Y91 K0  
HEX #8F3F48  
R143 G63 B72  
PANTONE 492 C



C0 M0 Y0 K90  
HEX #4C4C4D  
R76 G76 B77  
PANTONE 446 C

## FONTS

BEBAS KAI

THIS IS A SAMPLE OF THE FONT.

ROBOTO

This is a sample of the font.

STINGRAY

*This is a sample of the font.*

## MUNICIPALITY LOGO

- Only used in white or black.
- It must always be right aligned to the Tourism logo.
- When used directly below the Tourism logo, it must be used at 50% height.





**WILDERNESS**  
tourism

PREFERRED LOGO USE FOR ADVERTISING: WHITE LOGO OVER A FOCUS POINT PHOTO



PREFERRED LOGO USE FOR BRANDING: WHITE LOGO OVER A TURQUOISE BACKGROUND



FULL COLOUR LOGO WHEN NOT IN CONTROL OF DESIGN. I.E. SPONSORSHIP WITH LOGO OVER A WHITE STRIP

### COLOURS



FOCUS COLOUR

C72 M0 Y38 K0  
HEX #35BCB2  
R53 G188 B178  
PANTONE 3262 C



C0 M0 Y0 K90  
HEX #4C4C4D  
R76 G76 B77  
PANTONE 446 C

### FONTS

BEBAS KAI  
THIS IS A SAMPLE OF THE FONT.

ROBOTO  
This is a sample of the font.

STINGRAY  
*This is a sample of the font.*

### MUNICIPALITY LOGO

- Only used in white or black.
- It must always be right aligned to the Tourism logo.
- When used directly below the Tourism logo, it must be used at 50% height.





# UNIONDALE tourism

PREFERRED LOGO USE FOR ADVERTISING: WHITE LOGO OVER A FOCUS POINT PHOTO



PREFERRED LOGO USE FOR BRANDING: WHITE LOGO OVER BROWN BACKGROUND



FULL COLOUR LOGO WHEN NOT IN CONTROL OF DESIGN. I.E. SPONSORSHIP WITH LOGO OVER A WHITE STRIP

## COLOURS



FOCUS COLOUR

C26 M36 Y38 K68  
HEX #6E6259  
R 110 G98 B89  
PANTONE Warm Gray 11 C



C0 M0 Y0 K90  
HEX #4C4C4D  
R76 G76 B77  
PANTONE 446 C

## FONTS

BEBAS KAI  
THIS IS A SAMPLE OF THE FONT.

ROBOTO  
This is a sample of the font.

STINGRAY  
*This is a sample of the font.*

## MUNICIPALITY LOGO

- Only used in white or black.
- It must always be right aligned to the Tourism logo.
- When used directly below the Tourism logo, it must be used at 50% height.

