



BRAND GUIDELINES

Mary Valley Rattler

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DESIGNED AND PREPARED BY



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THE MARY VALLEY RATTLER BRAND

The Mary Valley Rattler logo is the key mark of this iconic attraction. The significance, heritage and excitement of the Mary Valley Rattler is clearly showcased by the logo. The following guidelines outline how the logo can be utilised.

PRIMARY LOGO

TRAIN ILLUSTRATION

The clearest identifier of the Mary Valley Rattler. The inclusion of the train illustration creates a clear and exciting picture of the attraction and its offerings.



Primary Logo White - Minimum Size: Height 30mm

PRIMARY LOGO

USAGE

The primary logo should be used as the first option, it can be used in reverse when required which allows flexibility for printing on various background colours.



Primary Logo White



Primary Logo Charcoal



Primary Logo Green

CORPORATE LOGO

HERITAGE

The corporate logo removes the train illustration and focuses on the heritage elements of the brand. By removing the train illustration from the logo, a more corporate version is created. This version places focus on the heritage elements and is a clean and simple branding option.



Secondary Logo Green – Minimum Size: Height 30mm

CORPORATE LOGO

USAGE

The corporate logo is designed for use when a cleaner aesthetic is required. It can also be used when the train illustration is a prominent part of a design or on merchandise. This logo can also be reversed for flexibility.



Corporate Logo White



Corporate Logo Charcoal



Corporate Logo Green

FONTS

USAGE

The selected fonts best showcase the brand values and identity as well as its history and origins. These fonts should be adhered to at all times.

LOGO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Copasetic: Only available in Capitals

SUPPORTING FONTS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz

Akzidenz Grotesk Bold: All Capitals, Tracking: 20

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz

Akzidenz Grotesk Light: Sentence Case, Tracking: 20

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz

Pineapple: Sentence Case, Tracking: 20

COLOUR

USAGE

The colours were selected to reflect the natural beauty of the Mary Valley region.

BREAKDOWN



GREEN

CMY: 71/29/100/14
RGB: 84/129/58



DEEP GREEN

CMY: 82/42/82/42
RGB: 37/82/55



CHARCOAL

CMY: 0/0/0/88
RGB: 70/69/71



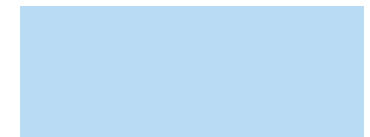
BLUE

CMY: 67/40/4/0
RGB: 92/137/192



DUSKY BLUE

CMY: 50/24/14/0
RGB: 130/168/195



LIGHT BLUE

CMY: 25/5/0/0
RGB: 186/218/243



TAN

CMY: 20/54/60/0
RGB: 204/134/107



BROWN

CMY: 32/74./64/20
RGB: 150/80/77



DUSKY BROWN

CMY: 35/60/49/9
RGB: 160/110/109