

# OUR BRAND BOOK

2022



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# LOGOS

# COLOURWAYS

## PREFERRED (COLOUR)



## ALTERNATIVE (LIGHT)



## MONOCHROME





# COASTREK LOGO AND USAGE

The Coastrek logo is the visual representation of our hero product, Coastrek. It is a sub-brand of Wild Women on Top that should never be interchanged with the master or other sub-brand logos.

The preferred colour logo is the primary option to be used wherever possible in accordance with the safety area and application guidelines. Design of Coastrek collateral should accommodate the colour logo whenever possible.

In instances where there is inadequate contrast to use the colour logo, the alternative option can be used. The alternative logo is to be used only on backgrounds where there is adequate contrast for optimal legibility.

## PREFERRED (COLOUR)



Colour (White Mountain)

## ALTERNATIVE (LIGHT)



Reversed Text

# COASTREK LOGO AND USAGE

The mono logo is reserved for usage with colours from the primary colour palette where the colour logo is not legible (please refer to pg. 87) or where colour reproduction is unavailable and only mono options are permitted.

## MONOCHROME



# ISOLATION AREA

The Coastrek identity should always be surrounded by a minimum area of space. The area of isolation assures that headlines, bodycopy or other visual components do not intrude on the logo.

The area is defined by using the width of the “o” from the second letter of “coastrek”. A margin of clear space is drawn around the logo to create the invisible boundary of the area of isolation.



# UNACCEPTABLE USAGE OF COASTREK LOGO



Do not change colours on logo to anything outside the acceptable logo usage range



Do not outline logo



Do not add graphical elements inside logo



Do not distort logo



Do not remove parts of the original Coastrek logo

# LOGO SIZES

On occasions when space is limited, a smaller sized logo may need to be used. This page shows the minimum size use for both print and web. Please always ensure there is always full legibility of the Coastrek logo.

## WEB



## PRINT





# COBRANDING

Our Coastrek brand is usually affiliated with partner charity organisations including Fred Hollows Foundation, The Heart Foundation and Obesity Australia.

When a charity partnership is present, the logo of the charity organisation must accompany the Coastrek logo.

Coastrek's charity partners are commemorated in joint logos with Coastrek retaining prominence in the design with a 60:40 split.

Logo should be placed in the logo partnership space as defined in the measurement guide.

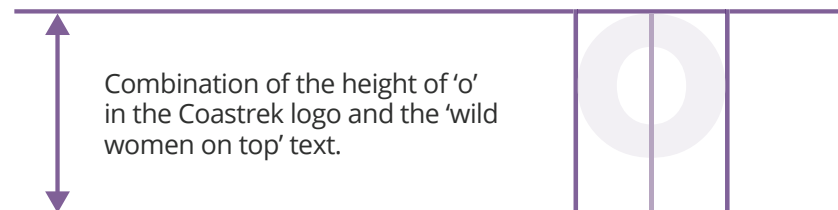
## HORIZONTAL



**Colour version**



**Light version**



The line that divides the Coastrek logo and the partnership logo is the same height of the space defined.

# COBRANDING

Logo should be placed at the end and fill up the maximum height of the logo partnership space defined in the measurement guide.

## VERTICAL

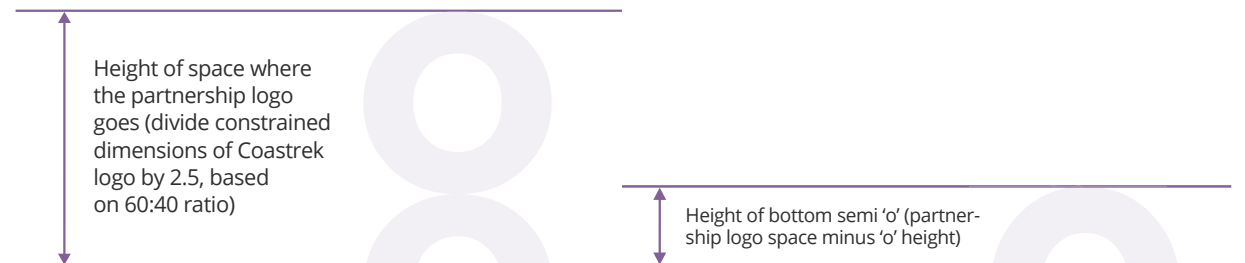


Colour version



Light version

Logo should be placed in the logo partnership space as defined in the measurement guide.



# COBRANDING

These are the final heart foundation lockups.  
When creating new cobranding lockups, please  
update using the lockup template working files.

## HORIZONTAL



Colour version



Light version

## VERTICAL



Colour version



Light version

# TYPOGRAPHY

# OUR FONTS

Typography is an extension of the brand's style and tone of voice. A properly established typographic palette will ensure brand consistency, create strong visual appeal for content, and help shape the personality of the brand.

## ACCENT + BRAND WORDS + SIGN OFFS

*Just Wright*  
“abcdefghijklmnopqrstuvwxyz”  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ  
0123456789

## TITLES + HEADLINES + SUBHEADINGS

**MONTERRAT BOLD**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**UVWXYZ**  
**0123456789**

## BODY

Open Sans (Regular)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Open Sans (Bold)  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789



# FONT USAGE

Coastrek uses a distinct font family for all written communication. This must be strictly applied as follows.

*Just Wright*

Accent, brandwords and sign offs

## MONTSERRAT BOLD

Titles, headlines and subheadings

All caps for TITLES and HEADLINES

Title Case for subheadings

Open Sans (Regular)

Body

*Slanted Text*

**Technical Note:** All use of Just Wright requires a slight upwards rotation.

*Natural Exhilaration*

Just Wright is used as the font for accents, brandwords and sign offs. The use of a stylish relaxed handwritten font demonstrates our human and free-spirited approach to life. This aligns well with how we operate; bold, with honesty, unrestricted, and in partnership with nature.

It conjures up feelings of being on a trek or a hike, jotting down life-affirming thoughts in a diary or notebooks to pass on to others who follow in our footsteps.

*With Love,  
- Coastrek Team*

## MONTSERRAT BOLD

### Correct Usage

Montserrat Bold is a sleek and modern signage font that's ideal for captivating titles and is also used for headings, stylised in ALL CAPS. Montserrat Bold in Title Case is used for subheadings.

This is then grounded by a more regulated Open Sans to create a clear channel for longer form body copy.

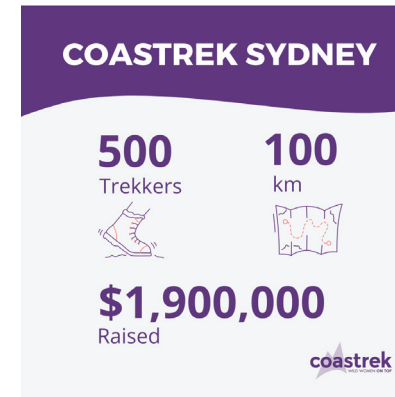
# TYPOGRAPHY

Typography should work harmoniously with the image and inspire the viewer. Use of both fonts (Just Wright and Montserrat) is recommended for visual interest and for highlighting key words.

Please ensure the colour of the font is the dark purple from the brand palette when used on light backgrounds, and white on dark backgrounds for optimal legibility and effect. Reserve the use of bright colours from the palette to highlight key words and for the use of brand words. Do not change colours within the same sentence, paragraph and context.

Use sentence case for all statement and body copy, and uppercase for titles. Unless there is a lot of clear space in an image, text should sit within a wave element or on a solid or gradient background to ensure legibility (see examples on pg. 89, 94, 95).

## CORRECT USAGE



# TYPOGRAPHY

Do not use the fonts in the following way.  
Refer to the usage page and example graphics provided to ensure fonts are used correctly to maintain a consistent brand identity.

The correct format for this fun statement is seen in the example on pg. 80 where it combines Open Sans and the Just Wright font.

## INCORRECT USAGE



Do not use Open Sans or Just Wright font in upper case.



Do not mix sentence case and upper case of the same font. Do not noticeably alter letter spacing for any of the fonts.



Do not change the font weight or size of a font used in the same sentence. Do not rotate any font not specified for rotating.



Do not rotate the Just Wright font downwards. Do not change the colour of any text used in the same sentence.

# DROP SHADOW

Drop shadows should only be used when necessary. The only instance for the application of a drop shadow would be on a social tile where statement text is laid on top of an image, as this will help to improve legibility. All other instances of text should be accompanied with a wave element or a gradient background where this effect is not required.

Ensure that the drop shadow opacity range is between 35%-50%, and blurred to create a soft and blended look behind the text.

## EXAMPLE USAGE



# COLOUR PALETTE



# COLOUR PALETTE AND USAGE

Colour Palette is another integral part of the Coastrek brand. Each colour has a specific set of psychological associations.

The right combination used can evoke desired moods and subconsciously shape action.

To provide accurate reproductions of the Coastrek brand colours, we've provided examples of the RGB and CMYK colour spaces to illustrate how these differentiate visually.



## PRIMARY

### CMYK

C79 M90 Y21 K7 PMS 526C  Wild Women Purple	C54 M72 Y0 K0 PMS 265C  Lavender	C3 M2 Y2 K0 PMS 427C  Off white	C35 M78 Y0 K0 PMS 2582C  Berry soda
--	---	--	--

### RGB

R87 G59 B123 #573B7B  Wild Women Purple	R140 G90 B219 #8C5ADB  Lavender	R243 G243 B243 #F3F3F3  Off white	R172 G79 B198 #AC4FC6  Berry soda
---	--	--	--

# COLOUR PALETTE AND USAGE

The secondary palette brings an array of bright colours used in conjunction with the primary palette and is used across collateral selectively and sparingly to add a fun feeling that creates more visual interest.

The weighting chart shows the appropriate amount of usage for each colour in relation to each other. By using the colours as indicated in this chart, brand consistency is maintained.

## SECONDARY

### CMYK

C0 M71 Y0 K0 PMS 231C  Cherry blossom	C0 M64 Y44 K0 PMS 177C  Salmon	C0 M75 Y50 K0 PMS 1775C  Coral	C94 M0 Y39 K0 PMS 3115C  Reef
--	---	---	--

### RGB

R255 G102 B204 #FF66CC  Cherry blossom	R254 G129 B118 #FE8176  Salmon	R254 G105 B101 #FE6965  Coral	R33 G191 B186 #21BFBA  Reef
---	---	--	--------------------------------------

## WEIGHTING

Large white background = minimal purple on top	Large purple background = minimal white on top						
---	---	--	--	--	--	--	--

# COLOUR TINTS AND USAGE

Colour tints are set to **60% of the primary and secondary colours** to provide some additional options and variety when designing for digital purposes only.

## TINTS (PRIMARY)

R87 G59 B123 A60  
#573B7B

Wild Women  
Purple tint

R140 G90 B219 A60  
#8C5ADB

Lavender tint

R172 G79 B198 A60  
#AC4FC6

Berry Soda tint

## TINTS (SECONDARY)

R255 G102 B204 A60  
#FF66CC

Cherry blossom  
tint

R254 G129 B118 A60  
#FE8176

Salmon tint

R254 G105 B101 A60  
#FE6965

Coral tint

R33 G191 B186 A60  
#21BFBA

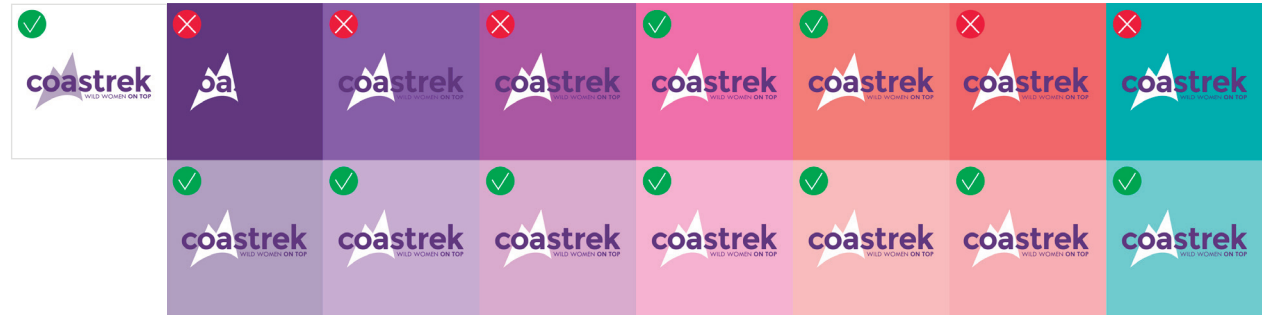
Reef tint

# ACCESSIBILITY

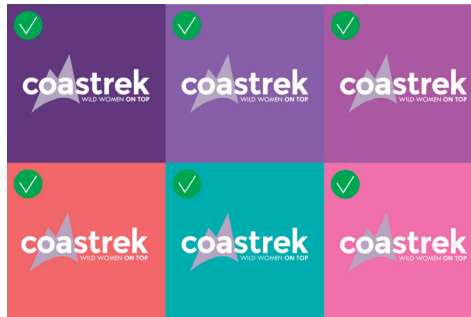
Accessibility is an important consideration when selecting the background colour on which you place the Coastrek logo. To ensure legibility, please follow the guidance as set.

Use the following tables as a guide for which logos are accessible on our different colours and tints.

## PREFERRED LOGO



## ALTERNATIVE LOGO



The alternative logo is only to be used on these colours from primary and secondary colour palette.

## MONOCHROME LOGO



Only these two monochrome logos can be used on the colours and tints shown.

# GRADIENTS



# GRADIENTS

The Coastrek brand palette can be used to create gradients for backgrounds and wave elements for social and website tiles, and for e-book quote pages for an added variety of visual options. Only use a two colour combination for the gradients from the recommended colour combinations. Avoid using the Wild Women Purple for any gradient combination as it results in a muddy and dull gradation.

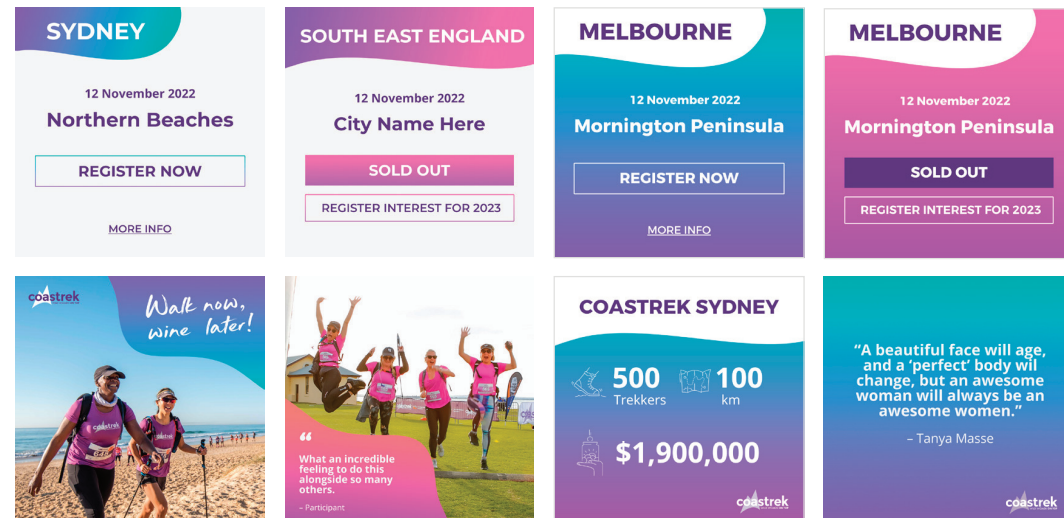
Gradients should be used where information needs to be highlighted. The location of the two gradient colours and handles should run the length of the object to ensure a smooth and even gradation.

Gradients can also be applied to the wave elements. The gradient angle can be adjusted freely here with the same rules applying here with the colour location and handles.

## RECOMMENDED COMBINATIONS



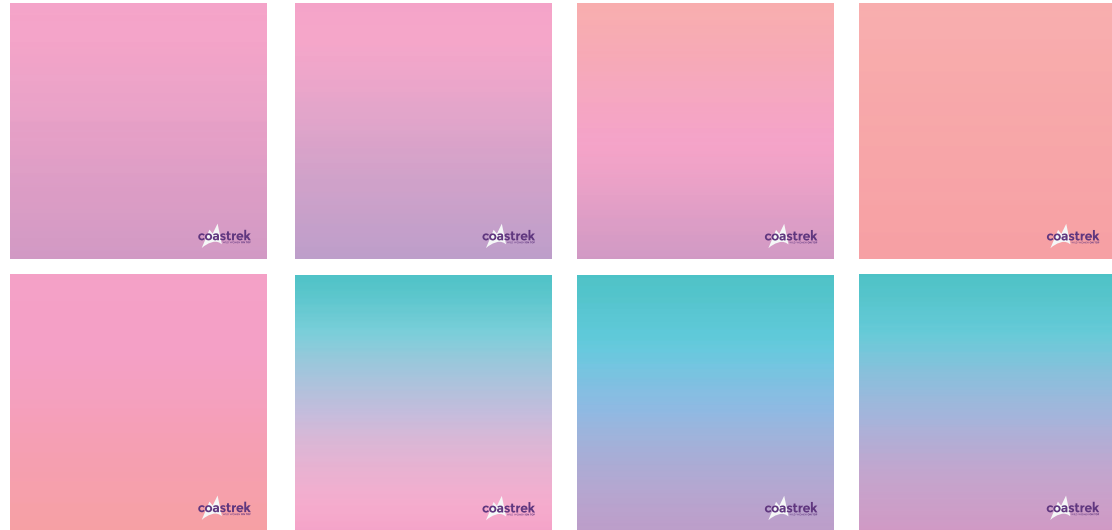
## EXAMPLE USAGE



# GRADIENTS

Gradients can also be formed with the tints from the colour palette (set to 60%) with the same rules from the standard combinations applied.

## GRADIENT TINTS



# ICONS

# ICONS

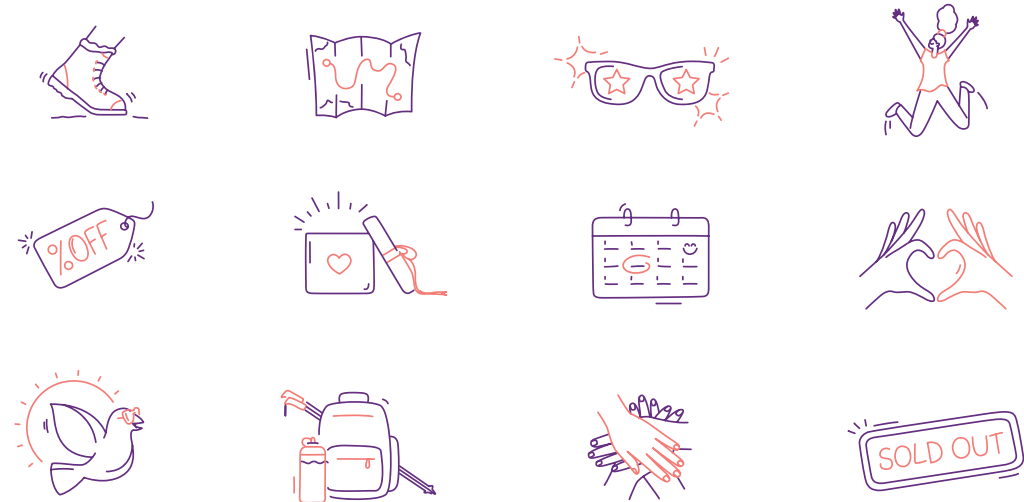
A signature set of icons have been designed for use across all Coastrek marketing collateral. The icons bring an element of playfulness, excitement and fun.

Use icons selectively where relevant to support and strengthen the communication in a balanced way, they should not dominate or overwhelm the design. Please see examples of how they are used in a social tile and flyer format.

In instances where the orange colour of the icon is not visible on a vibrant colour from the brand palette, then making the icon solid white is acceptable. Otherwise, avoid changing the colour of the icons from the original two tone combination.

It's important to keep the stroke thickness consistent. Keep it at a moderate thickness similar to what you see here. It shouldn't be too thin or too thick. When scaling the icons up or down, adjust the stroke thickness accordingly.

## ICONS



## EXAMPLE USAGE

**2. PRODUCT PARTNER**  
(PER COASTREK EVENT)

**WE PROVIDE**

- 1. Exposure to our community (per event):
  - Event Facebook Community group x 2
  - Linked In x 1
  - Insta x 2 (+ inclusion in stories)
  - Top Tips online evenings
  - Inclusion on our Recommended Supplier list
- 2. Coastrek Goodie Bag
- 3. Photography
- 4. MC Shout Outs
- 5. Top Tips Opportunity

**YOU PROVIDE**

- A discount offer for all trekkers
- Team prizes

**3. NATIONAL SPONSOR**  
(ALL COASTREK EVENTS ACROSS AUSTRALIA)

- Paid opportunity
- Bespoke activity by negotiation

**SUSTAINABILITY**

As a social enterprise, we are committed to sustainability in all we do. We are not only a social enterprise, but we are also a business. We are committed to being a responsible business, to being a business that is good for people, the planet and the community. We are committed to being a business that is good for all.

**OUR FEEDBACK TO YOU**

Due to the high volume of our events, we are unable to provide a personal response to all enquiries. We are committed to providing a prompt response to all enquiries, and we are committed to providing a prompt response to all enquiries.

Ready to get your business on board? Contact our Partnership team at [partnership@coastrek.com.au](mailto:partnership@coastrek.com.au) or call us on 02 9550 1234.

**coastrek**  
WALKING IS OUR SUPERPOWER

**COASTREK SYDNEY**

**500** Trekkers **100** km

**\$1,900,000**

**coastrek**  
WALKING IS OUR SUPERPOWER

# WAVE ELEMENTS

# WAVE ELEMENTS

A set of five wave elements have been designed to be used across all marketing collateral. The wave shape brings in some movement and visual interest to a design, elevating it's appeal. The fluid, organic shapes are influenced by the coastal shoreline.

The wave element can be used as a shape container for an image, to act as a divider, or as a backdrop for legibility of text while adding visual appeal.

Please refer to the examples of social tiles, flyer, e-book, and EDM designs of how they can be applied. The wave shapes must always be scaled up uniformly to avoid distortion, and can be rotated and positioned freely in a design as long as it feels balanced, has a purpose, and is used appropriately.

Unless designing for a banner or flyer, avoid layering the wave element to keep a clean and simplistic look. An example of an acceptable layered wave element is provided on the right. Please use this sparingly.

## WAVE SET



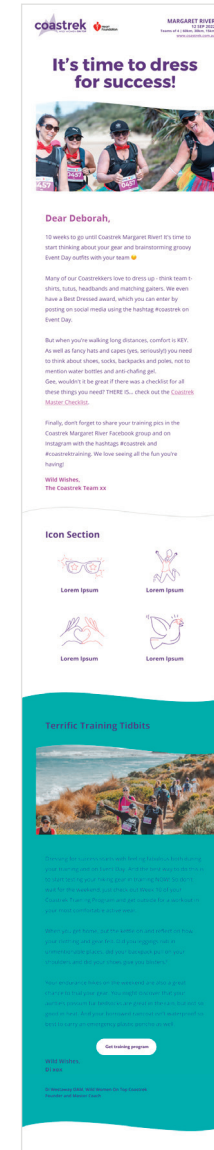
## EXAMPLE USAGE



# WAVE ELEMENTS

Images should always be contained within the shapes of a wave element. Please don't use geometric shapes such as a circle or square.

## EXAMPLE USAGE



# **TONE OF VOICE**



# TONE OF VOICE

Tone of voice represents the expression of the people behind the brand. Our team has a strong set of shared values and beliefs that needs to shine through in the words we use.

Our distinct tone of voice will inform all of our written communications, including website, social media channels, emails, and other collateral.

The Coastrek tone of voice is:

- Empowering
- Positive
- Spirited
- Supportive



# BRAND WORDS AND PHRASES

The brand words and phrases are meant to convey excitement and to encourage positivity in our participants. Use these in the Just Wright font to add a playful nature to any design or communications.

## APPROVED LIST

- OMG!
- Awesome
- Woohoo!
- Yippee!!!
- Embrace!
- You wild thing
- Go team!
- Wild heart
- Natural exhilaration
- Empowering women
- Walk now, wine later!
- You're born to be wild
- You look hot when you sweat
- Delicious nutritious
- Bring it on!
- Doin' my Coastrek dance!
- Coastrek hair, don't care.
- Alone we are strong,  
together we are stronger.

## EXAMPLE USAGE



# WE ARE

## THINGS COASTREK WOULD SAY

## THINGS COASTREK WOULDN'T SAY

*Empowering*

- "You can do it!"
- "Our training program will help you perfectly prepare for Event Day!"
- "Have a squiz in your dashboard."
- "We'd recommend talking to..."

- "Feel free to stop if it's too hard"
- "Look, a shortcut!"
- "But.. what about all the deadly snakes and spiders out there"
- "Time to binge watch Grey's Anatomy"

*Positive*

- "It takes 5 minutes (and not a wink more, promise!)"
- "You will LOVE IT!"
- "It's never too late to start"
- "We want to make sure you have an EPIC experience!"

- "Gee that's unlike you to be so outdoorsy"
- "You're slowing everyone down"
- "What are you trying to prove here?"

*Supportive*

- "We've got your back."
- "We're going to have so much fun together!"
- "We're so sorry to hear that."
- "Do you need any help?"

- "Don't know"
- "We did tell you to bring that..."
- "Why did you even bother if it's this hard for you?"

*Spirited*

- "Have you got a kick-ass Coastrek team name?"
- "We're flipping delighted you're joining us for Coastrek. You little legend"
- "We know you're way too busy and important to read our emails..."
- "A wild little LUV note from us to you..."

- "We've already said that."
- "You have no excuse."
- "Get off your bum."

# PHOTOGRAPHY



# TECHNICAL BRIEF

Coastrek imagery captures the spirit of the events where women connect through their common challenge of a hiking adventure in nature. Imagery reflects the empowering and extraordinary nature of the experiences in spectacular coastline locations, united with like-minded women.

Photography is taken in a candid organic style, capturing the energy, courage, empowerment, connection, community and well-being people experience on their Coasttreks. Photos should feel inspiring and compel people to seek an adventure.

It is important that all Coastrek photos are consistent, demonstrate professional level quality and communicate the energy and exhilaration of the events.

## DO

- Natural, vivid colours to represent the energy of the event.
- Portrays natural exhilaration, teams, trekking and training adventures in the wild.
- Interesting upward angle shots that portrays strength and resilience.
- Portrays women bonding and connecting together in a group setting.
- Shows natural wilderness environments.
- Natural-looking, candid shots.
- Genuine expressions of positive emotion.
- Energetic shots of people in motion.
- Utilises appropriate depth of field to clarify point of focus.
- We like jump shots!
- Genuine photo of real members of Wild Women on Top.
- Portrays fun, fitness and female comradery.
- Element of playfulness and fun in groups.
- Darker shots that clearly show silhouettes in energetic poses are acceptable.
- Keep exposure balanced with soft highlights.
- Aim for a filmic feeling by shooting with the right depth of field.

## DON'T

- Avoid closed off shots that feel uninviting.
- Avoid colour overlay/filters on photography.
- Avoid uninteresting and flat shots of people's back. Instead it is better to focus on shots where people's faces are visible. Back shots are okay if there is a dynamic angle that shows an exciting natural setting, and is not straight on.
- Avoid vignettes on photos which make the edges darker, giving an unnatural look.
- Avoid overly saturated photos.
- Avoid desaturated and darker colours as it can make the photo look grim and negative.
- When people are posing for a photo, avoid long distance shots of situations where the expressions become hard to read.
- Avoid overexposed lighting in photos as they lead to a faded look.
- Avoid sunlight that obstructs people's faces as it detracts focus away from their expressions and makes it hard to read.

# DO ✓

- Use of natural, vivid colours to represent the energy of the event. Photo is bright and clear.
- Portrays natural exhilaration, teams, trekking and training adventures in the wild.





## DO ✓

- Portrays women bonding and connecting together in a group setting.
- Shows natural wilderness environment.
- Natural-looking, candid shot.





## DO ✓

- Genuine expressions of positive emotion.
- Energetic shot of people in motion.
- Utilises appropriate depth of field to clarify point of focus.
- Bright and evenly exposed lighting.







- We like jump shots!
- Genuine photo of real members of Coastrek.
- Portrays fun, fitness and female comradery.
- Dark silhouettes are appropriate with the time of day and adds to the appeal of the shot.





## DO ✓

- Landscape focused shots are encouraged to showcase the natural beauty of locations.





# DON'T X

- Shot is too closed off shutting the viewer out. Instead it is better to use shots that feel inviting where expressions are clearly visible.
- Avoid colour overlay/filters on photography.



# DON'T X

- Side or front angles where face profiles are visible are preferred for a more engaging affect. Atmospheric back shots are acceptable when they are shot from a dynamic angle where there is a focus on the stunning natural landscape / environment to capture the trekking experience.





# DON'T X

- Avoid adding vignettes on photos which make the edges darker as it gives an unnatural look.
- Avoid overly saturated photos.





# DON'T X

- The people posing for this group shot are lost in the landscape making their expressions hard to read.
- The size ratio of the people and the background is not ideal. For the purpose of this shot it is better to have a bolder and more intimate approach so that emotions and energy can be portrayed effectively.



## DON'T X

- Avoid overexposed lighting in photos as they lead to a faded look.
- Avoid sunlight that obstructs people's faces as it detracts focus away from their expression or makes it hard to read.



