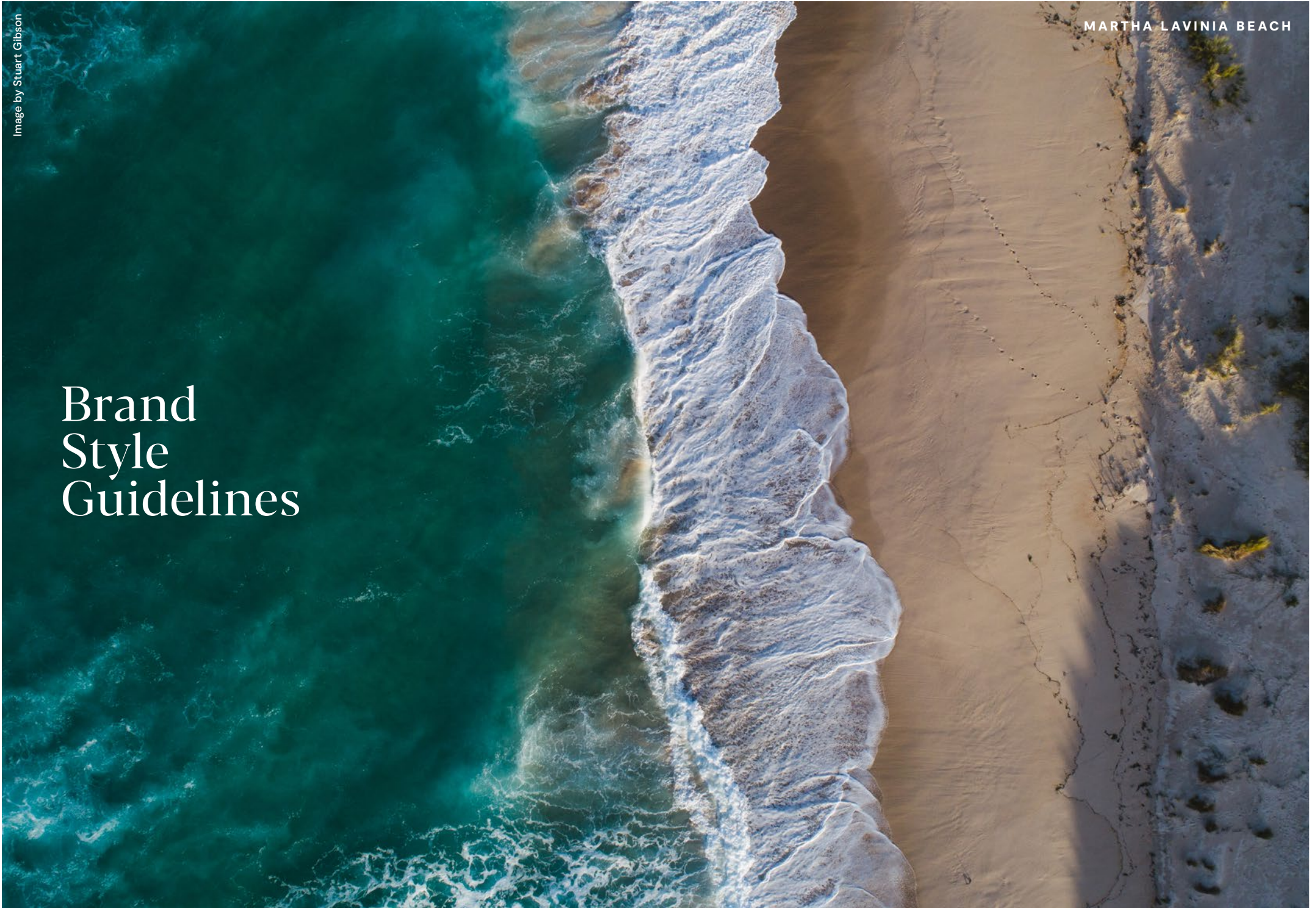


Image by Stuart Gibson

MARTHA LAVINIA BEACH

# Brand Style Guidelines





# Wordmark

**TASMANIAN**

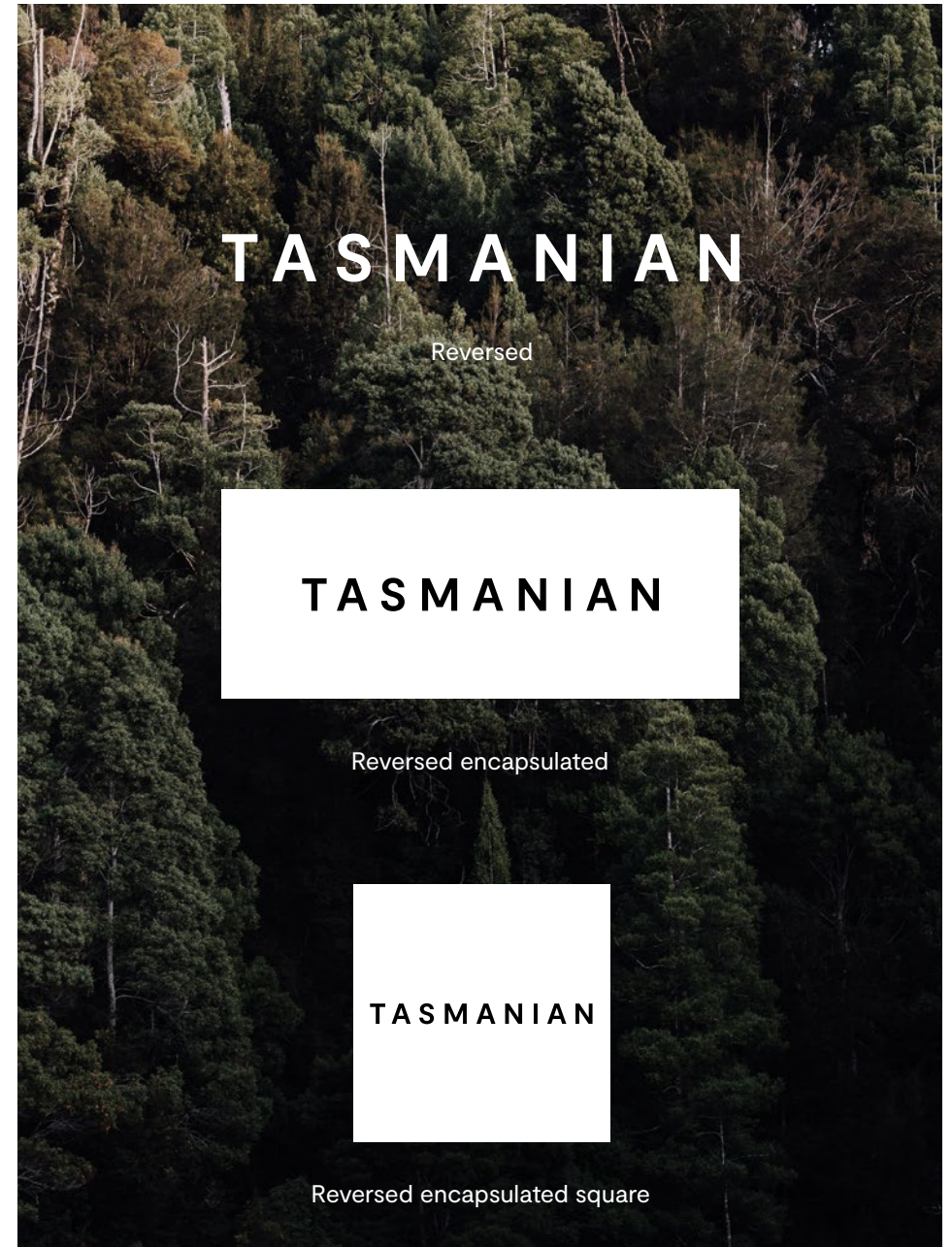
Positive



Encapsulated



Encapsulated square



Reversed

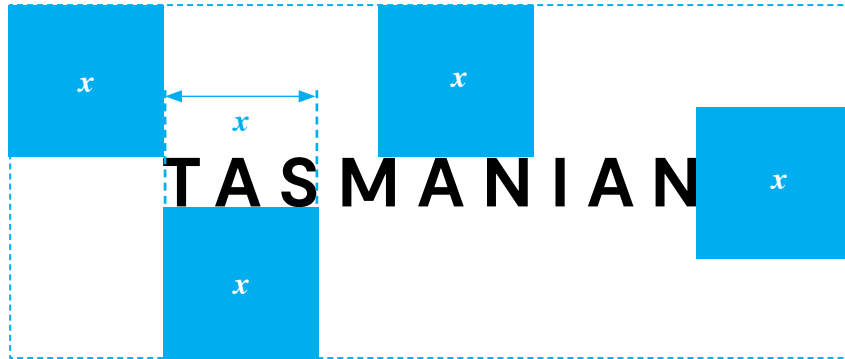
Reversed encapsulated

**TASMANIAN**

**TASMANIAN**

Reversed encapsulated square

# Exclusion zones and scaling



Positive/reversed wordmark



Encapsulated/reversed wordmark



Encapsulated square wordmark

Minimum wordmark sizes

TASMANIAN

27x2mm



28x11mm



15x15mm

## Modifications

---

TAS  
MAN  
IAN

TAS  
MANIAN



Do not rearrange the wordmark elements.  
Use only the configurations of the formats provided.

TASMANIAN



Do not change the colour of the wordmark.

---

TASMANIAN

TASMANIAN



Do not resize the wordmark disproportionately  
ie. do not stretch or distort from its original proportions.



Where possible, do not place the wordmark on a densely  
patterned background or busy, low-contrast or unrelated image.

---

TASMANIAN



Do not use the wordmark on an angle.

TASMANIAN

TASMANIAN



Do not use a different shape, colour, font  
weight or another typeface in the wordmark.

---

## Colour palette

The TASMANIAN colour palette is minimal. So minimal in fact, it just uses black and white. There is a good reason for this though – rather than using brand colour to create moods, create differentiation or attract attention, instead we focus on the use of typographic and photographic elements to deliver expression and tell the story.

<b>Black</b>		<b>Rich Black</b>		<b>White</b>	
CMYK	0/0/0/100	CMYK	75/68/67/90	CMYK	0/0/0/0
RGB	35/31/32	RGB	0/0/0	RGB	255/255/255
PMS	Black 6C	PMS	Black 6C	PMS	N/A
HEX	#231F20	HEX	#000000	HEX	#FFFFFF

# Wordmark file formats

## Formats

Wordmark files supplied in positive and reversed in both horizontal formats as:

**AI (vector)**  
(Illustrator CC)

**EPS [CS4] (vector)**

**PDF (vector)**

**JPEG (raster)**  
High and low resolution options

**PNG (raster)**  
(High and low resolution options)

## General considerations

Where possible, the wordmark should primarily appear in reversed format.

Digital applications use raster file PNG. (These files carry transparency.)

In-house templates or digital/screen, use raster file JPEG or PNG, eg Microsoft Word files or in-house presentations. (JPEGs do not carry transparency.)

Outsourced general print (offset or digital) use vector file formats in either EPS, AI, or PDF.

For large format print and signage, use vector file formats in either EPS, AI, or PDF.

For production of animated or interactive wordmark, use vector file formats in either EPS, AI, or PDF.

**TASMANIAN**

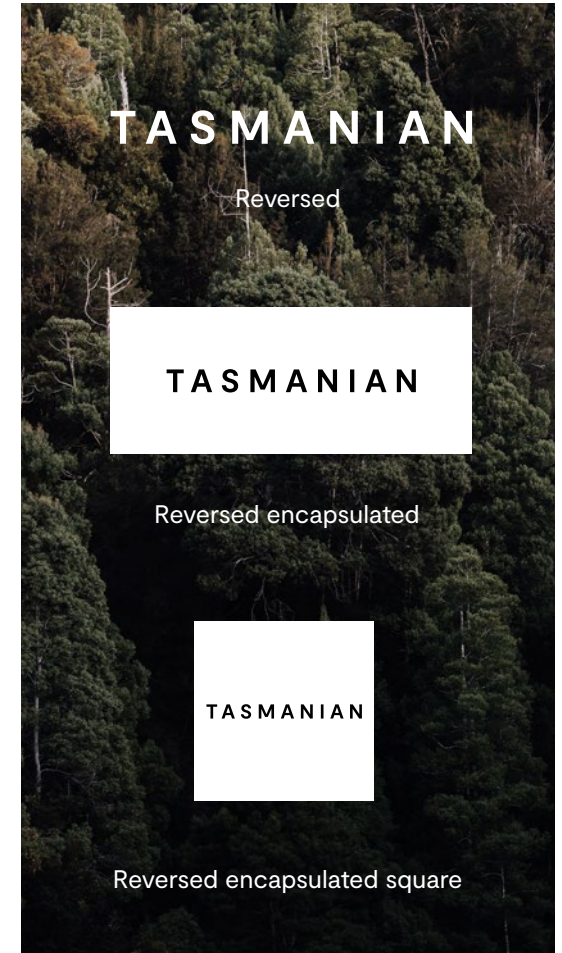
Positive



Encapsulated



Encapsulated square



# TASMANIAN



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