

WAITOC

Western Australian Indigenous
Tourism Operators Council

Branding Guidelines



July 2011

Contents

WAITOC story	1
WAITOC logo	2
Appropriate logo use	3
Logo variations	4
WAITOC colours	5
WAITOC fonts	6
WAITOC secondary fonts	7
Examples of uses	8

The WAITOC **story**

WAITOC is a grassroots story

Of people connected to the land

With intergenerational rights and obligations

For the spiritual maintenance of the land and
for providing safe passage for visitors to the land

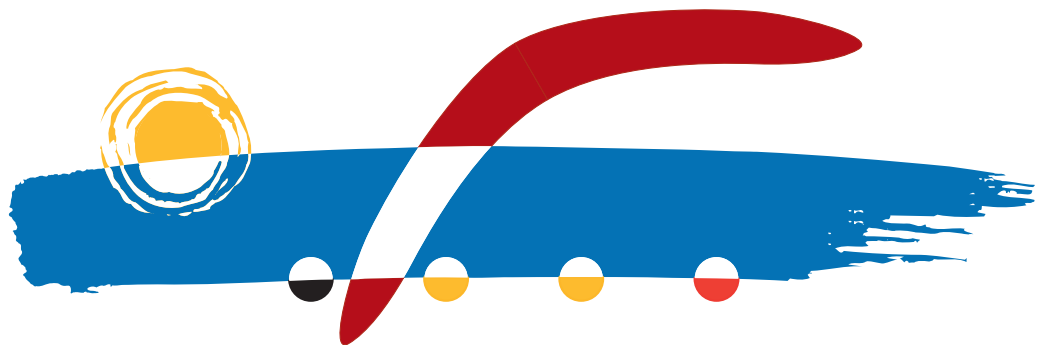
Bringing people together through Indigenous tourism
to share learn and benefit from each other.



WAITOC logo

The logo comes in a variety of formats, the **jpeg** format is used for any online media such as websites, email footers, online advertising or Word documents. The **eps** and **pdf** files are high resolution files and are best used to supply graphic designers and sign-writers for printing and signage.

Enquiries for the use and display of the WAITOC logo may be made to info@waitoc.com



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appropriate logo use

This logo should always be consistently used to present a strong brand image. Please adhere to the guidelines below for using the logo.

- Always show on a white background where possible. Requests for permission to use the logo on a coloured background may be made to info@waitoc.com



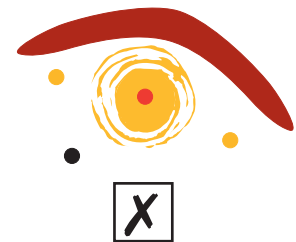
- Only reproduce in the WAITOC colours or in black and white



- Always have at least 10mm of clear space around the logo (exclusion zone)



- Don't re-arrange logo elements
NOTE: Requests for permission to use brand elements separately must be authorised by the WAITOC Board



- Don't use at any size smaller than 30mm wide – the type will become unreadable.



logo variations

The logo comes in two formats - colour or black and white.



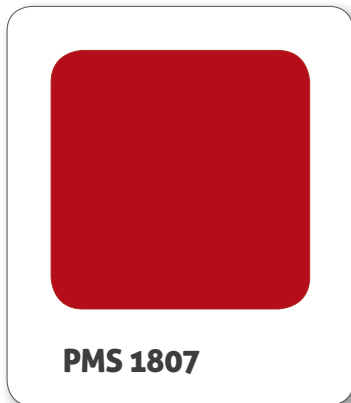
Colour



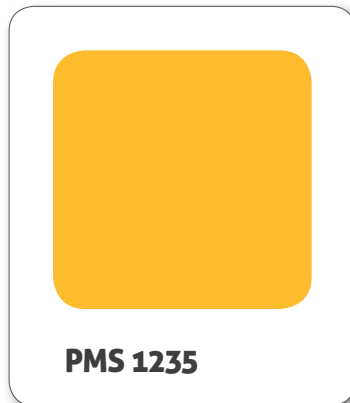
Black and white

WAITOC colours

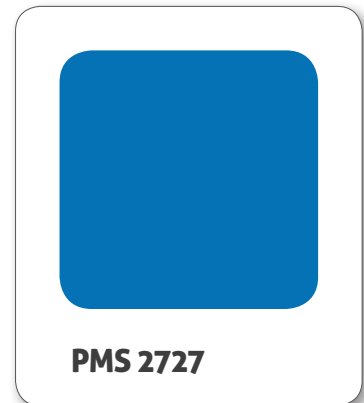
The colour palette developed for the WAITOC brand is shown below.



C 0 M 100 Y 96 K 28



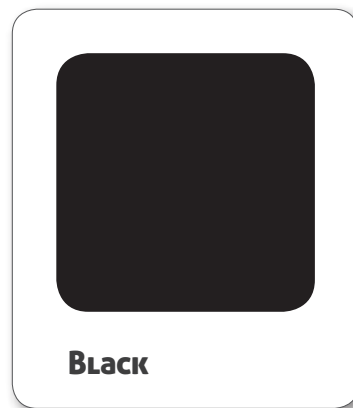
C 0 M 29 Y 91 K 0



C 91 M 50 Y 3 K 1



C 0 M 90 Y 86 K 0



C 0 M 0 Y 0 K 100

The WAITOC corporate font is Aller. This font is to be used for internal and external branding. It can be downloaded for free from this link: <http://www.fontsquirrel.com/fonts/Aller>

ALLER LIGHT

To be used for text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALLER REGULAR

This is for text where legibility is important, or if the text is reversed out from a colour (such as white text on black background)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALLER BOLD

For headings or emphasis within the text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALLER ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WAITOC **secondary fonts**

This font is a standard font and is best used for internal and web uses.

ARIAL

To be used for text in emails or on the web

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD

For headings or emphasis within the text

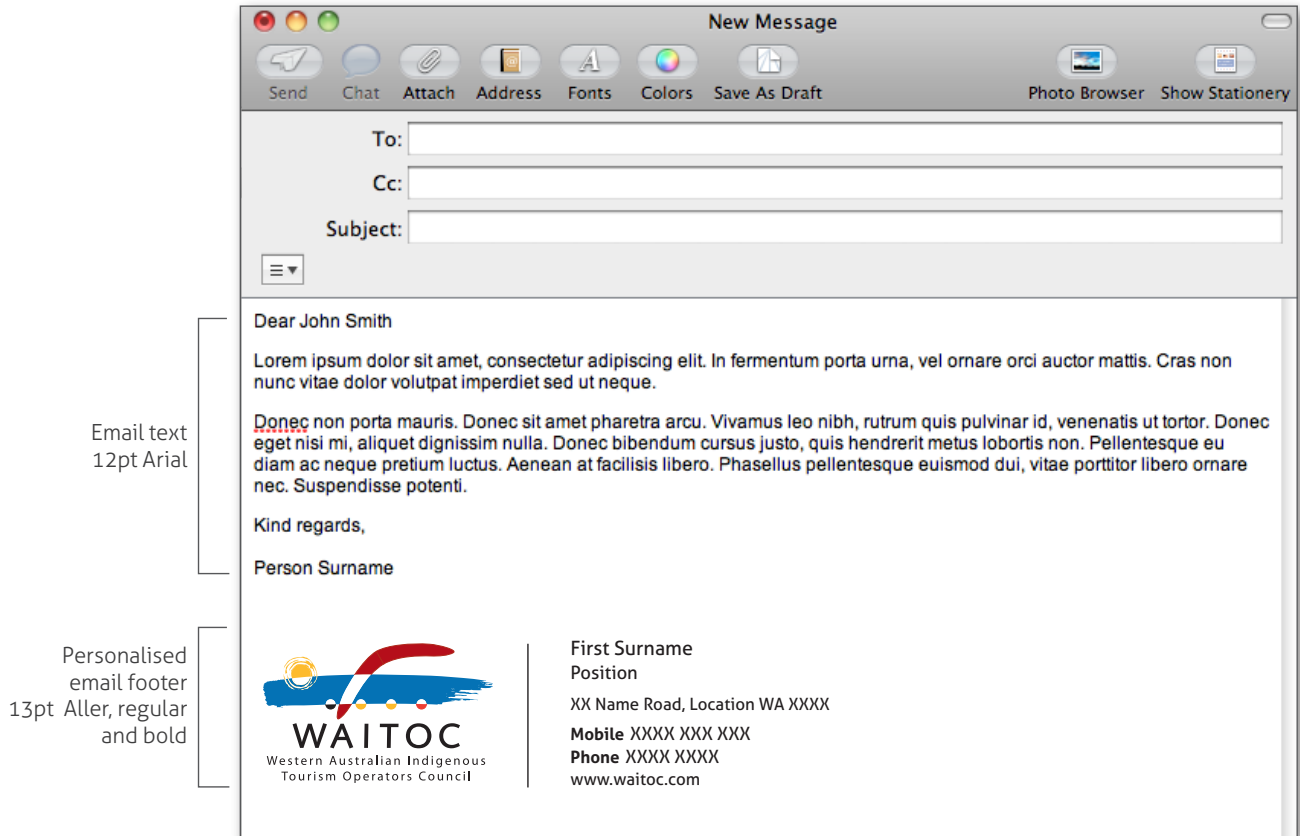
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

examples of uses

An example of proper fonts and logo use in emails



EMAILS

examples of uses

Proper use of branding materials on a letterhead

Letter text
10pt Aller Regular

Footer
9pt Aller Regular
and Bold



Dear John Smith

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In fermentum porta urna, vel ornare orci auctor mattis. Cras non nunc vitae dolor volutpat imperdiet sed ut neque. Donec non porta mauris. Donec sit amet pharetra arcu. Vivamus leo nibh, rutrum quis pulvinar id, venenatis ut tortor. Donec eget nisi mi, aliquet dignissim nulla. Donec bibendum cursus justo, quis hendrerit metus lobortis non. Pellentesque eu diam ac neque pretium luctus.

Aenean at facilisis libero. Phasellus pellentesque euismod dui, vitae porttitor libero ornare nec. Suspendisse potenti.

Sed vitae erat magna. Vestibulum sed est eros. Cras tempus porta massa et laoreet. Fusce commodo mauris et odio pulvinar consectetur. Sed eleifend odio nunc, et venenatis velit. Curabitur vel erat risus. In hac habitasse platea dictumst. Sed eget faucibus eros. Donec vitae quam id ligula pharetra varius sit amet id ipsum. Maecenas vulputate turpis id odio pellentesque auctor. Curabitur tempus scelerisque sapien, non ullamcorper turpis egestas in. Vestibulum scelerisque mattis justo non rhoncus. Cras consequat mollis urna, quis scelerisque justo pulvinar vel. Vestibulum a gravida eros. Morbi magna arcu, aliquet id sodales nec, placerat nec leo. Phasellus faucibus dolor vitae purus vulputate tincidunt. Pellentesque euismod libero lacinia enim gravida eget commodo leo facilisis.

Phasellus condimentum felis in risus bibendum eget fermentum quam dictum. Sed commodo orci a lectus elementum nec aliquam lorem dapibus. Suspendisse at quam erat. Integer lobortis leo ut sapien tristique fermentum. Suspendisse potenti. Mauris ante sem, tincidunt id lacinia at, egestas nec orci. Fusce vestibulum interdum gravida. Donec iaculis tortor id risus viverra vel blandit sem auctor. Phasellus eu dolor nec arcu ultricies commodo. Curabitur hendrerit, lectus sit amet auctor pharetra, mi tellus feugiat nisi, quis mattis nisi ligula quis orci. Etiam ante sem, feugiat eu laoreet vel, scelerisque vel orci. Mauris tristique magna vel sem placerat aliquet varius augue vehicula. Nam et metus risus, nec interdum ante. Nulla eu interdum risus. Aliquam sollicitudin massa mauris. Aenean nisl lacus, volutpat quis consequat vel, dapibus id risus. Proin ut quam quis nisi sodales rhoncus. Suspendisse at semper dui.

Kind regards,
Firstname Surname

XX Name Road, Location WA XXXX
Mobile XXXX XXX XXX • Phone XXXX XXXX • Fax XXXX XXXX • Email info@waitoc.com

• • • •
www.waitoc.com

WORD DOCUMENTS AND LETTERS