Logo Variations

The logo is to be placed prominently and consistently to keep our brand identity visible and memorable.

The large wordmark version of the logo should be used for most public-facing promotional purposes as well as smaller brand reinforcement purposes where the type remains readable.

The icon-only version of the logo should only be used where the name *Explore Southeast* is provided closeby, particularly where the smallest placement of the logo is necessary with limited readability of the wordmark.

The small wordmark version of the logo may be used where the compact shape is advantageous to display the brand effectively, particularly in the most large-scale usage.

Both wordmark versions of the logo have an alternative version with lighter text in the light cliff tone available. The main version with coastal teal text should be prioritised, but readability against darker backgrounds may necessitate the lighter text option.

The grayscale version of the logo should be used where printing requires it, but should generally be avoided, particularly for public-facing promotional needs and where no colour version is provided alongside it.

The solid white and black versions may be used for the most restrictive printing or background placement, much like the grayscale version.

Main - Large Wordmark Version

Main - Icon-Only & Small Wordmark Versions
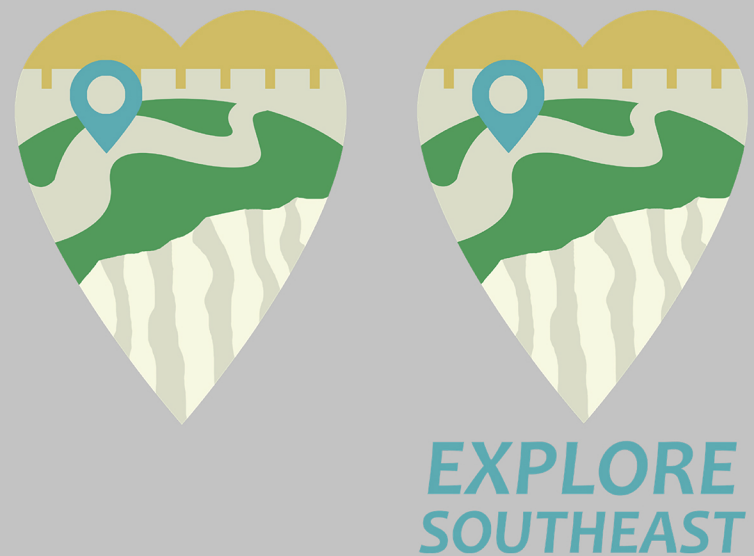
Additional - Colour & Print Variants

Logo Placement

It is important to leave clear space around any placement of any version of the logo. Use the height of the GPS pin in the logo as reference for the space to leave. This will help our identity to stand out in any context needed.

In placing the logo, the most ideal backgrounds will be a white or light grey surface for the logo variant with coastal teal text, or use the coastal teal colour as the background for a logo with the warm cliff colour text.

It remains within appropriate practice to use the logo on any grey tone or photo which provides an appropriately clear surface, selecting the logo type variant which offers best readability. Expanding the background to colours outside of the colour palette should be avoided without a specific reason to do so.

Do not change the wordmark type or add visual elements to the icon.

**Do not** change the logo colouration in any way - even if keeping within the colour palette.

Do not distort or rotate the logo in any way.

Do not flip the logo or apply any visual overlays or filters.

Do not allow the logo to become blurred or pixilated in resizing.

Do not place the logo on a visually complex background, particularly one using colours from the palette other than the coastal teal colour.

Logo Clear Space
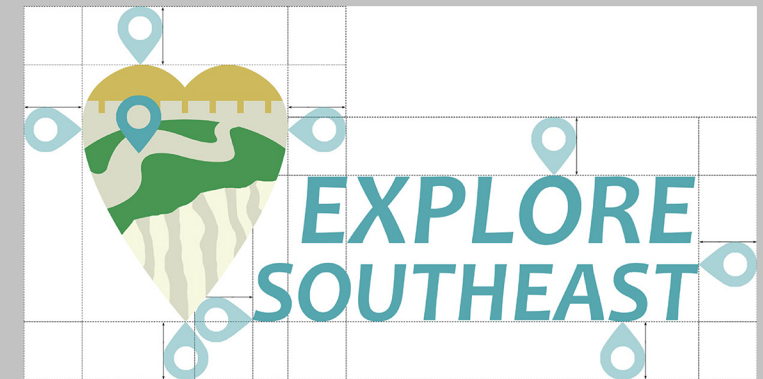
Appropriate Logo Placement

Inappropriate Logo Placement - Must Avoid