

**Darling River Run
Logo Identity
Guidelines**



Logo Options

Portrait Version Primary Logo

The full colour primary logo on a white background with tag line is the preferred logo to be used in all suitable instances.



Full colour primary logo (portrait)

Full colour reverse logo (portrait)
To be used on blue background



White logo (portrait)
To be used on approved colour
backgrounds and suitable images



Greyscale logo (portrait)



Black & white mono logo (portrait)



Logo Options

Landscape Version Secondary Logo

The full colour secondary logo is the preferred logo to be used in circumstances where the primary logo is not suitable.



Full colour logo (landscape)



Full colour reverse logo (landscape)
To be used on blue background



White logo (landscape)
To be used on approved colour backgrounds and suitable images



Greyscale logo (landscape)



Black & white mono logo (landscape)

Logo Options

No Tagline Portrait only

For circumstances where no tagline is required.



Full colour logo - No tagline.
This option is only available for the portrait version.



Tagline should always be included in the portrait version

Logo Options

Social Media Version

The social media version is to be used for profile images on social media platforms



Logo Positioning

Whenever the Darling River Run logo is used, it should always be surrounded by a minimum area of space to ensure its visibility and impact



Blue indicates Clear Space. The blue area must be kept free of other elements. The minimum required Clear Space is defined by the measurement 'y'.



Logo Misuse

Any alteration of the logo or any of its components is considered misuse.

It is important to ensure the logo is not distorted and care should be taken to maintain the proportion of the entire logo artwork when scaling. It is also important to maintain the correct spacing relationship between the symbol and logotype.

Do not try to re-create the Darling River Run logo or alter the colour of the logo in any way. The Darling River Run logo is available in a variety of digital formats to meet your needs. The misuse guidelines apply to all portrait and landscape logos.

Some examples of logo misuse are shown here.



Do not place text within clear space boundaries



Do not stretch or distort



Do not place on angles



Do not crop



Do not place non-reversed logo on coloured background. Use white box

Colour Specifications

River Run Brown



Pantone 465
C13 M31 Y63 K12
R 194 G 146 B 71
WEB #CC9933

Outback Ochre



Pantone 151
C0 M59 Y90 K0
R 254 G 105 B 18
WEB #FF6600

River Blue



Pantone 2935
C100 M56 Y0 K16
R 10 G 160 B 131
WEB #003399

Typography

Fonts

Dienstag Black

One of Australia's great driving adventures

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Verveine Regular

Experience outback NSW along the Darling River

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Darling River Run Logo Identity Guidelines

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