

Style Guide

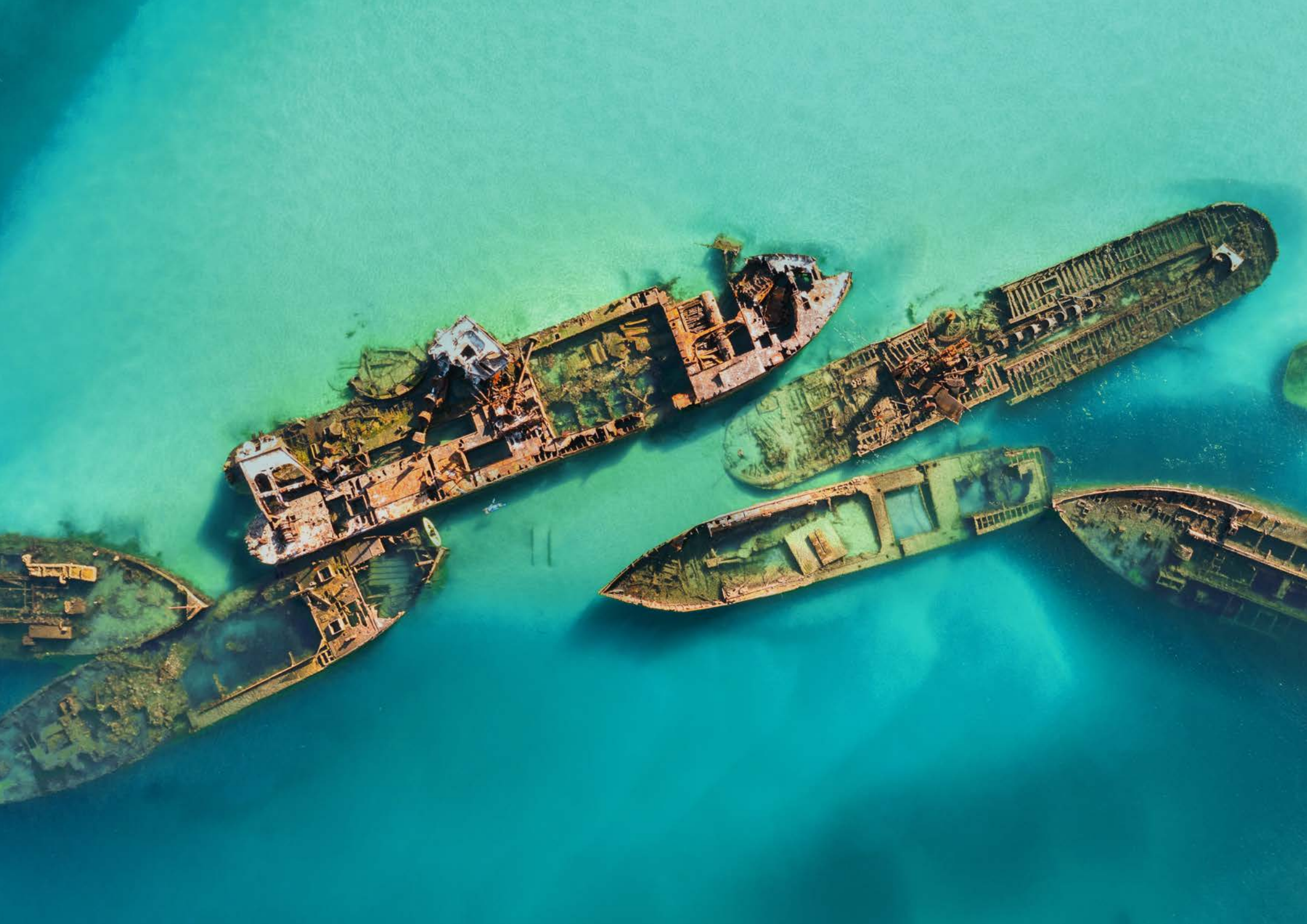
V2.1



TANGALOOMA
ISLAND RESORT

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Brandmarks



TANGALOOMA
ISLAND RESORT

Full Brandmark

A complete Tangalooma brandmark has been created for use on all marketing material which appears outside the local SEQ market, (i.e. International and national sales collateral, merchandise and memorabilia) - any instance where geographic location information is deemed beneficial.

When colour reproduction is limited to black and white, monotone versions of all brandmark variations are available for use.



Full Brandmark

Whilst it is preferred that a stacked version of the Tangalooma brandmark is used, some circumstances may require a horizontal version. For these instances, such as website mastheads, footers and eDM headers, alternative positive and reversed versions are available for use.



HORIZONTAL COLOUR BRANDMARK - WITH LOCATOR



ALTERNATE HORIZONTAL COLOUR BRANDMARK - WITH LOCATOR

Interstate Brandmark

An interstate Tangalooma brandmark has been created for use on marketing material which appears outside of the SEQ market, in another Australian State or Territory.

When colour reproduction is limited to black and white, monotone versions of all brandmark variations are available for use.



Interstate Brandmark

Whilst it is preferred that a stacked version of the Tangalooma brandmark is used, some circumstances may require a horizontal version. For these instances, such as website mastheads, footers and eDM headers, alternative positive and reversed versions are available for use.



HORIZONTAL COLOUR BRANDMARK - WITH INTERSTATE LOCATOR



ALTERNATE HORIZONTAL COLOUR BRANDMARK - WITH INTERSTATE LOCATOR

Resort Brandmark

A version of the Tangalooma brandmark without a geographic locator has been created for use on all local SEQ marketing materials where a greater understanding of Tangalooma's location exists.



Resort Brandmark

Whilst it is preferred that a stacked version of the Tangalooma brandmark is used, some circumstances may require a horizontal version.



HORIZONTAL COLOUR BRANDMARK



ALTERNATE HORIZONTAL COLOUR BRANDMARK

Clear Zone

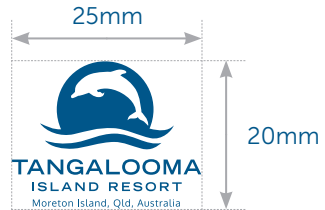
To ensure the Tangalooma brandmark always has maximum impact and clarity, an area of clear space should always surround it, protecting it from other visual and graphic elements.

To create a clear space which is scalable along with the brandmark, it should be calculated from the sun element on all sides: left, right, top and bottom.



Brandmark Minimum Size

To ensure legibility of the Tangalooma brandmark it should never be reproduced smaller than the minimum sizes shown.



Brandmark Incorrect Use

The integrity of the Tangalooma brandmark must always be maintained through consistent and considered use.

To achieve this, the following actions should always be avoided:

- Using the wording from the brandmark without the dolphin symbol lockup.
- Altering and elements of the brandmark.
- Stretching or warping it in any way.
- Flipping or rotating the brandmark.
- Using the brandmark over visually competing imagery or patterns.
- Placing text or other elements too close to the brandmark.



Iconography

A graphic only symbol should be used on resort signage and promotional material where the name and geographic locator isn't necessary.

When using iconography over photography, a version with the dolphin knocked out (revealing the image behind) should be used.



VERTICAL COLOUR BRANDMARK



VERTICAL COLOUR BRANDMARK REVERSE



VERTICAL MONO BRANDMARK REVERSE



VERTICAL BRANDMARK REVERSE - WITH KNOCKOUT DOLPHIN

Dual Branding

When partner brands need to be displayed in combination with the Tangalooma brandmark, they should be placed to the right with a 0.5pt keyline separator line.

Both full colour and reverse options are available for use depending on the background colouring.



DUAL BRANDING COLOUR BRANDMARK



DUAL BRANDING COLOUR BRANDMARK REVERSE



DUAL BRANDING MONO BRANDMARK REVERSE



DUAL BRANDING BRANDMARK REVERSE WITH KNOCKOUT DOLPHIN

Colour Palette



TANGALOOMA
ISLAND RESORT

Colour Palette

The Tangalooma brand colour palette is comprised of 4 primary and 4 secondary colours.

The primary palette should be used across all printed and digital marketing materials, as well as signage and vehicle livery.

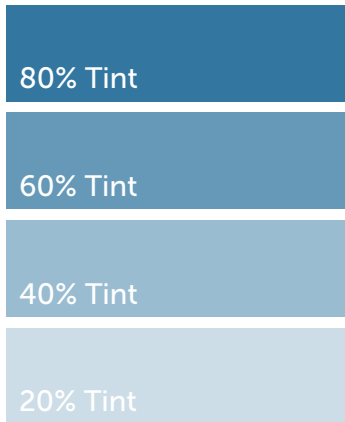
The secondary palette can be used to add variety to brand materials and to distinguish particular island activities and services.



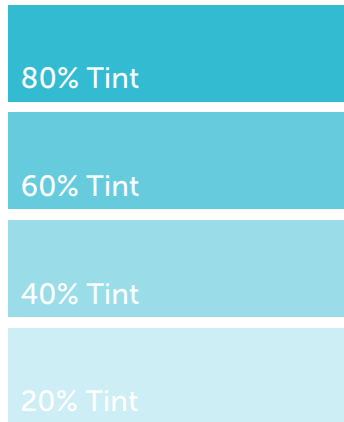
Primary Colour Palette



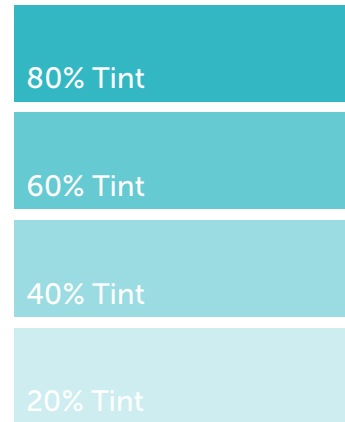
HEX **#005596**
RGB **0 85 150**
CMYK **100 48 6 30**



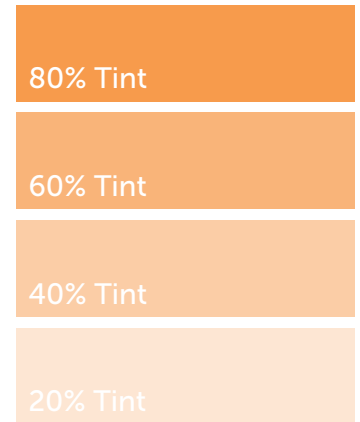
HEX **#01ABC7**
RGB **1 171 199**
CMYK **75 11 18 0**



HEX **#00A7B5**
RGB **0 167 181**
CMYK **77 12 29 0**



HEX **#F58220**
RGB **245 130 32**
CMYK **0 60 100 0**



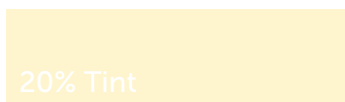
Secondary Colour Palette



HEX **#FDCD08**

RGB **253 205 8**

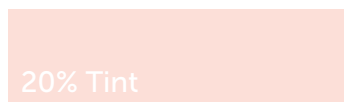
CMYK **1 18 100 0**



HEX **#F15D3B**

RGB **241 93 59**

CMYK **0 79 83 0**



HEX **#93897F**

RGB **147 137 127**

CMYK **44 41 47 5**



HEX **#7A99AC**

RGB **122 135 172**

CMYK **55 31 25 0**



Typography



TANGALOOMA
ISLAND RESORT

Typography

To retain brand integrity, consistent and considered use of brand typefaces should always be applied to Tangalooma marketing material.

The typeface for all brand headlines is 'Verveine' - a casual freehand face which reinforces Tangalooma's relaxed brand essence and compliments the library of vibrant imagery.

This font is to be used in uppercase only.

Verveine

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_-=

Typography

The preferred typeface for all copy is 'Museo Sans'. 5 weights and their italicised versions are available for use.

Preference should be given to lighter weights to convey a premium feel, however bolder type can be used when necessary (i.e. on directional signage).

When restricted by web-safe text, Museo should be substituted with equal weights of 'Helvetica', 'Arial' or 'Avenir'.

Museo Sans

Museo Sans 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?*()_-=

Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?*()_-=

Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?*()_-=

Museo Sans 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?*()_-=

Museo Sans 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?*()_-=

Museo Sans 100 Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?*()_-=*

Museo Sans 300 Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?*()_-=*

Museo Sans 500 Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?*()_-=*

Museo Sans 700 Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?*()_-=*

Museo Sans 900 Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?*()_-=*

Photography



TANGALOOMA
ISLAND RESORT

Photography

Photography plays a key role in communicating the Tangalooma brand personality and depicting various products and experiences.

All imagery should be visually appealing and inviting. It should also be vibrant in colour, well lit and of high quality (resolution).

Featured talent should always appear happy, outgoing, natural and not overly posed or in clichéd situations.



Photography

Exterior

Outdoor imagery should always highlight the beauty of Moreton Island and the quality of Tangalooma Resort. It should always depict bright and sunny conditions with vibrant golden sand, clear blue water and lush green foliage.

Interior

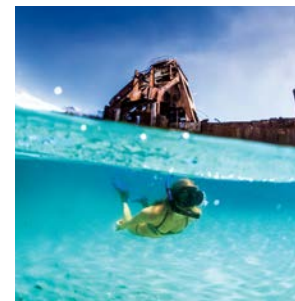
Indoor imagery should always be well lit using a combination of natural and mood lighting. Exterior views and proximity to facilities should always be emphasised where possible.

Brand

Brand imagery should always feature experiences unique to Tangalooma. Featured talent should be depicted as naturally happy and enthusiastic.

Product

Product imagery should only ever be used to support stronger and more appealing brand imagery. Accommodation standard should always be depicted in a truthful manner to manage client expectations.



EXTERIOR

INTERIOR

BRAND

PRODUCT

Application Examples



TANGALOOMA
ISLAND RESORT

General Resort Brochure

ACCOMMODATION STYLES

ROOM HIGHLIGHTS:

- Customised Beach View
- Air Conditioning
- Free & Coffee Facilities
- Kitchenette
- Free Wi-Fi
- Refrigerator
- Private Deck
- Beach Towels
- Beach Chair
- Beach Umbrella

HOTEL VINDUARD

Rating: ★★★★★

Capacity: 2 Adults, 2 Children, 2 Pets (max 10kg each)

Bedding configuration: 1 x Queen bed and 2 x Single beds

HOTEL DELLO

Rating: ★★★★★

Capacity: 2 Adults, 2 Children, 2 Pets (max 10kg each)

Bedding configuration: 1 x Queen bed and 2 x Single beds

BEACH HOUSE

Rating: ★★★★★

Capacity: 2 Adults, 2 Children, 2 Pets (max 10kg each)

Bedding configuration: 1 x Queen bed and 2 x Single beds

BEACH SUITE

Rating: ★★★★★

Capacity: 2 Adults, 2 Children, 2 Pets (max 10kg each)

Bedding configuration: 1 x Queen bed and 2 x Single beds

DEEP BLUE APARTMENTS

Rating: ★★★★★

Capacity: 2 Adults, 2 Children, 2 Pets (max 10kg each)

Bedding configuration: 1 x Queen bed and 2 x Single beds

DEEP BLUE PORTHOUSE

Rating: ★★★★★

Capacity: 2 Adults, 2 Children, 2 Pets (max 10kg each)

Bedding configuration: 1 x Queen bed and 2 x Single beds

BEACH RECOVERY VILLA

Rating: ★★★★★

Capacity: 2 Adults, 2 Children, 2 Pets (max 10kg each)

Bedding configuration: 1 x Queen bed and 2 x Single beds

BEACH HOUSE

Rating: ★★★★★

Capacity: 2 Adults, 2 Children, 2 Pets (max 10kg each)

Bedding configuration: 1 x Queen bed and 2 x Single beds

BOAT DEPARTURES DAILY

Boat	Departure Time	Return Time	Capacity
Boat 1	08:00am	09:30am	10
Boat 2	10:00am	11:30am	10
Boat 3	12:00pm	01:30pm	10
Boat 4	02:00pm	03:30pm	10
Boat 5	04:00pm	05:30pm	10
Boat 6	06:00pm	07:30pm	10

Bookings are essential. Book online or call 1300 652 250 or +617 957 2000 to reserve your seat.

BOOKINGS & ENQUIRIES

1300 652 250 or +617 957 2000
DAILY 8AM - 5PM
www.tangalooma.com

DEPARTURE LOCATION

220 West Street, Brisbane, Queensland 4003

PARKING OPTIONS

Free parking is available at the resort. No pre-booking required. Collect your parking token when you check in at the Ticket that corresponds to your accommodation.

CONNECTING BUS/COACH TRANSFERS ARE AVAILABLE

Bus/Coach Transfers from Brisbane and Gold Coast to the resort are available at an additional cost and must be pre-booked and paid prior to travel. Specific times pick up times will be advised on booking. Bookings are essential. Book online or call 1300 652 250 or +617 957 2000 to reserve your seat.

From Brisbane City & Gold Coast to the resort

Bus/Coach Transfers from Brisbane and Gold Coast to the resort are available at an additional cost and must be pre-booked and paid prior to travel. Specific times pick up times will be advised on booking. Bookings are essential. Book online or call 1300 652 250 or +617 957 2000 to reserve your seat.

From the resort to Brisbane City & Gold Coast

Bus/Coach Transfers from the resort to Brisbane and Gold Coast are available at an additional cost and must be pre-booked and paid prior to travel. Specific times pick up times will be advised on booking. Bookings are essential. Book online or call 1300 652 250 or +617 957 2000 to reserve your seat.

TANGALOOMA ISLAND RESORT

1300 652 250 | www.tangalooma.com

WORLD'S BEST BEACH

SO CLOSE, YET SO FAR AWAY...

With idyllic white beaches, crystal-clear turquoise waters, the most stunning sunsets and the opportunity to hand feed and observe, Tangalooma Island Resort is truly an island paradise in Brisbane's backyard. Located on the eastern tip of Moreton Island, it's easy to see why it's so special.

- A scenic 75-minute cruise from Brisbane
- A selection of cafes, restaurants, bars, and event facilities
- 2 resort swimming pools and a children's playground
- 8 styles of beachside accommodation to choose from
- Unbeatable selection of unique activities, tours, cruises and wildlife encounters
- Perched upon the white sands of the world's best beach to see nature (as voted by Lonely Planet)

RESORT DINING

The days here have a way of creating big memories. Whenever you dine, you will have the best seat in the house to watch the spectacular sunset over the bay. Enjoy classic Asian meals at our casual Beach Cafe or treat yourself to a fine dining experience at the resort's restaurant. Don't forget to top it all off with a sunset cocktail at the Wharehouse Deck or an ice-cream cone from Babi's resort bar before calling it a night.

SEE WHAT'S HAPPENING LIVE AT #TANGALOOMA

With heaps of island activities available, there's no shortage of unique experiences for you. We combine land and sea to give you a unique selection of tours and activities that let you experience the full beauty of Tangalooma and Brisbane's coast. To get your camera and make some lasting memories!

TANGALOOMA MUST DO'S

- 4WD Desert Safari Tour
- ATV Quad Bike Tour
- Scuba: Humpback Tours
- Whale Watching (Jan-Oct)
- Island 4WD Bus Tours
- Scuba: Humpback
- Kayaking
- Beach Hopper Tours
- Hummingbird Feeding

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Style Guide | Tangalooma Island Resort



BRISBANE'S LARGEST SELECTION OF DAY TRIPS...

BEACH CRUISE

Relax or explore all the tours & activities on offer. Perfect for those who want to enjoy the day at their own pace.

ADULT \$99	CHILD \$59
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12-18 YEARS 5-14 YEARS

- This day cruise cannot be upgraded to other packages and departs the resort on the 4pm ferry.
- Option to book tours and activities at the Resort.
- Single-use lockers available and beach towels can be hired from Reception.

TANGALOOMA DAY TRIPS

Operating 365 days a year, it's time to dive in to Tangalooma

With idyllic white beaches, crystal clear blue waters, the most stunning sunset and the only day trip where you can hand feed wild dolphins, Tangalooma Island Resort is truly an island paradise in Brisbane's backyard

ALL DAY TRIPS FROM BRISBANE TO TANGALOOMA INCLUDE:

- Return Ferry** (75min cruise each way)
Options for departure times (7:30am or 10:00am)
- Lunch Voucher \$25 Adult / \$20 Child**
Voucher included & valid at any open food outlet
- Eco Ranger Experiences**
Enjoy free daily presentations
- Free Resort Activities**
Full list available on www.tangalooma.com (time permitting)
- Beverage Voucher***
Choice of a soft drink, tea/coffee or water during the boat transfer
- The Resort as your 'Home Base'**
Only official Tangalooma guests get access to Resort facilities, services, pools & dining outlets

With flexible boat times you can upgrade & stay longer to hand feed the wild dolphins & watch the sun set over Moreton Bay.

Departing Brisbane:
Choose between either the 7:30am or 10:00am boats over to Tangalooma Island Resort

Departing Tangalooma:
Your boat leaves Tangalooma at 4:00pm (or upgrade your package to return on the late boat)

AQUATIC ADVENTURE DAY CRUISE



3+ hours self-guided equipment hire incl. snorkels, snorkel gear and stand-up paddleboards. Depart up Moreton Bay to extend your time in the water.

ADULT \$155	CHILD \$115
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12-18 YEARS 5-14 YEARS

4WD DESERT SAFARI DAY CRUISE



Includes a 90 minute 4WD adventure to the heart of the Tangalooma Desert for a thrill-seeking sand tobogganing experience!

ADULT \$155	CHILD \$115
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12-18 YEARS 5-14 YEARS

MARINE DISCOVERY DAY CRUISE



Includes a 90 minute scenic cruise to discover the mesmerising marine life just beneath the surface of Moreton Bay.

ADULT \$155	CHILD \$115
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12-18 YEARS 5-14 YEARS

WHALE WATCHING DAY CRUISE



This classic whale watching day cruise is a great way to encounter these gentle giants up close.

Available: June - October

ADULT \$155	CHILD \$115
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12-18 YEARS 5-14 YEARS

ATV QUAD BIKE DAY CRUISE



Includes a thrilling 45 minute ATV quad bike tour through Australia's best dedicated ATV quad tracks.

Minimum 10 years old

ADULT \$169	CHILD \$139
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12-18 YEARS 10-16 YEARS

SNORKEL THE WRECKS DAY CRUISE



Includes a 90 minute fully guided snorkelling tour of the Tangalooma Wrecks, with all gear included.

Minimum 6 years old

ADULT \$169	CHILD \$139
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12-18 YEARS 6-14 YEARS

UPGRADE & STAY LONGER

All Day Trips depart on the 4pm boat. Upgrade & stay longer to depart on the late boat (approx. 7:00pm - 7:30pm) to enjoy the playful wild dolphins as the sun sets over the bay.

SEA TO SKY PACKAGE INCLUDES



- Your selected day cruise activity
- All standard Day Cruise inclusions, plus an upgraded Adult Lunch Voucher (\$30)
- Helicopter scenic flight - 15 minutes
- (1) Sunset cocktail/mocktail
- Options viewing from the jetty
- Return on the late boat (after Dolphin Viewing)
- Access to the air-conditioned Day Lounge with food & shower facilities, hot & coffee making station and single-use locker facilities

UPGRADE & STAY LONGER

AQUATIC ADVENTURE DAY CRUISE	ADULT	\$399	\$349
4WD DESERT SAFARI DAY CRUISE	ADULT		CHILD
MARINE DISCOVERY DAY CRUISE			
WHALE WATCHING DAY CRUISE			
ATV QUAD BIKE DAY CRUISE		\$413	\$373
SNORKEL THE WRECKS DAY CRUISE	ADULT		CHILD

SUNSET COCKTAIL PACKAGE INCLUDES

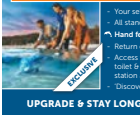


- Your selected day cruise activity
- All standard Tangalooma Day Cruise inclusions
- (1) Sunset cocktail/mocktail
- Options viewing from the jetty
- Return on the late boat (after Dolphin Viewing)
- Access to the air-conditioned Day Lounge with food & shower facilities, hot & coffee making station and single-use locker facilities

UPGRADE & STAY LONGER

AQUATIC ADVENTURE DAY CRUISE	ADULT	\$209	\$159
4WD DESERT SAFARI DAY CRUISE	ADULT		CHILD
MARINE DISCOVERY DAY CRUISE			
WHALE WATCHING DAY CRUISE			
ATV QUAD BIKE DAY CRUISE		\$223	\$183
SNORKEL THE WRECKS DAY CRUISE	ADULT		CHILD

WILD DOLPHIN FEEDING PACKAGE INCLUDES



- Your selected day cruise activity
- All standard Tangalooma Day Cruise inclusions
- Hand feed Wild Dolphins at sunset
- Return on the late boat (after Dolphin Feeding)
- Access to the air-conditioned Day Lounge with toilet & shower facilities, hot & coffee making station and single-use locker facilities
- Discover the World of Dolphins' video presentation

UPGRADE & STAY LONGER

AQUATIC ADVENTURE DAY CRUISE	ADULT	\$229	\$179
4WD DESERT SAFARI DAY CRUISE	ADULT		CHILD
MARINE DISCOVERY DAY CRUISE			
WHALE WATCHING DAY CRUISE			
ATV QUAD BIKE DAY CRUISE		\$243	\$203
SNORKEL THE WRECKS DAY CRUISE	ADULT		CHILD

Business Cards



Seasonal Promotions



**EVERY ROOM.
EVERY NIGHT.
\$100 OFF**

TRAVEL UNTIL 26 JUNE 2025

WWW.TANGALOOMA.COM



ON SALE NOW



**EVERY ROOM.
EVERY NIGHT.
\$100 OFF**

TRAVEL UNTIL 26 JUNE 2025

WWW.TANGALOOMA.COM



ON SALE NOW



**TANGALOOMA
ADVENTURE
• PACKAGE •**



**TANGALOOMA
ISLAND RESORT**

3 NIGHT STAY, BOAT TRANSFERS
& ACTIVITIES FROM

\$579* PP

*T&CS APPLY



Give the gift of
travel this holiday
season!

Gift Vouchers

AVAILABLE NOW
WWW.TANGALOOMA.COM



**TANGALOOMA
ISLAND RESORT**

**BRISBANE'S BEST
DAY OUT!**

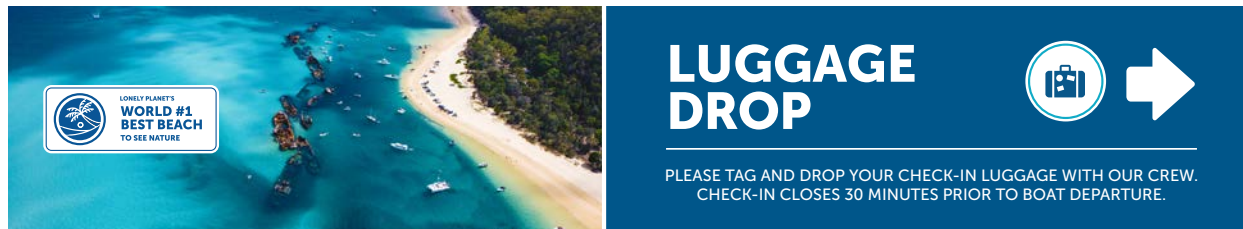
WWW.TANGALOOMA.COM

TANGALOOMA
The Better Beach.

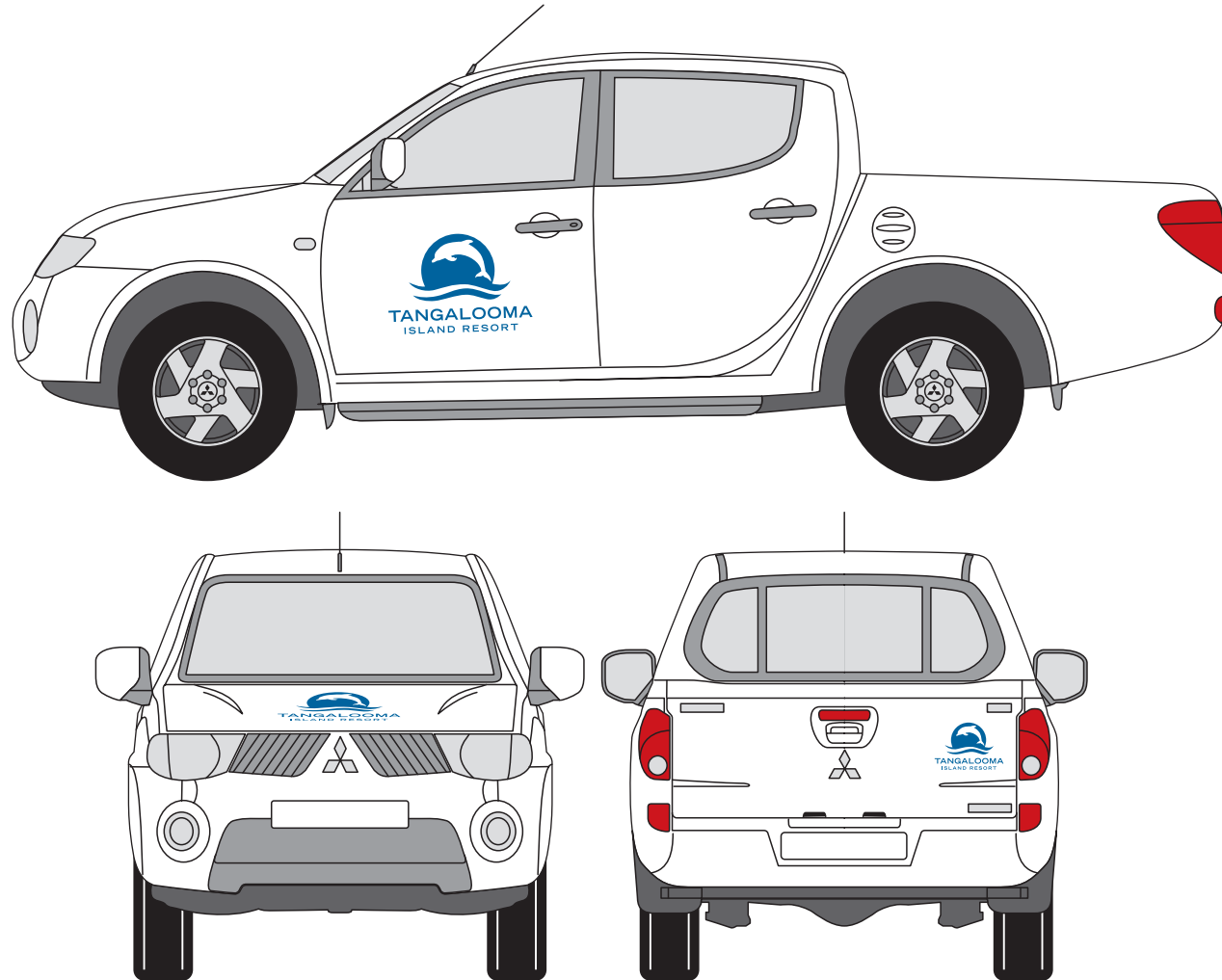


**TANGALOOMA
ISLAND RESORT**

Signage



Vehicle Livery



Supporting Graphics



TANGALOOMA
ISLAND RESORT

Supporting Graphics

Supporting graphics such as location and resort maps should always be designed to be clean, simple and highly functional.

Simple brand colours and symbols should be used to communicate key locations, facilities and activities.



Supporting Graphics



