



BRAND KIT + GUIDELINES

GOLD
COAST **OPEN**
HOUSE 15-16 OCT
2022

LOGO

Logos are available in CMYK for print and RGB for digital usage, in 4 colour variants, in EPS, JPG and PNG formats



Main



Inverted



Black



White

An alternate logo without the date is provided for smaller formats on digital platforms, also in 4 colour variants



No date (digital only)

The logo should sit clear of any text, images or other obstructions by a space of at least one cap height



Do not alter the logo in any way, including re-colouring, stretching, use of drop shadows or overlaying on graphics



✗ Stretched



✗ On graphics



✗ Re-coloured



✗ Drop-shadows

Two logos with coloured backgrounds are provided for social media profile pictures and avatars

These are sized to fit within circular crop boundaries



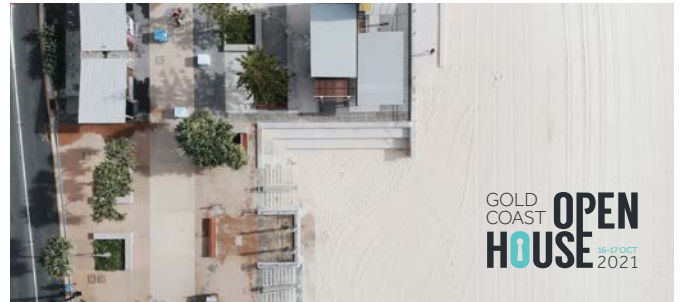
Aqua



Black

LOGO + IMAGES

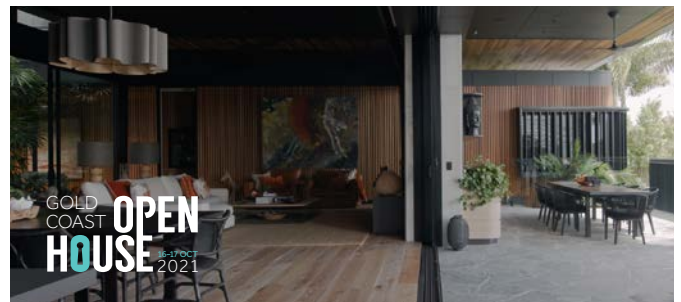
The logo can be overlaid on a blank portion of an image. Use the Inverted, Black or White variants where necessary to create suitable contrast



When overlaid on images, ensure that the logo is clearly readable



X Poor contrast



X Too busy

FONTS

Headings are styled in Oswald in a combination of Extra-light and Bold, always in ALL CAPS

Body text is styled in Proxima Nova Light, with Bold for subheadings and emphasis

Captions and image credits are styled in Oswald Extra-light, below or on the bottom of the image

BUILDINGS & PLACES

IN THE NEWS **AND MEDIA**

Gold Coast Open House unlocks buildings, places and spaces right across the city, from heritage gems to sports venues and inspiring buildings, homes, churches, schools, universities, museums, art galleries, TV and radio stations, public utilities and workplaces that reflect our city's unique architecture and urban design.

History

The buildings included in the program each year show a snapshot of the evolution of architecture on the Gold Coast, with some buildings dating back to the late 1800s, early 1900s, through to cutting edge design of recent years by some of the Gold Coast's leading architects.



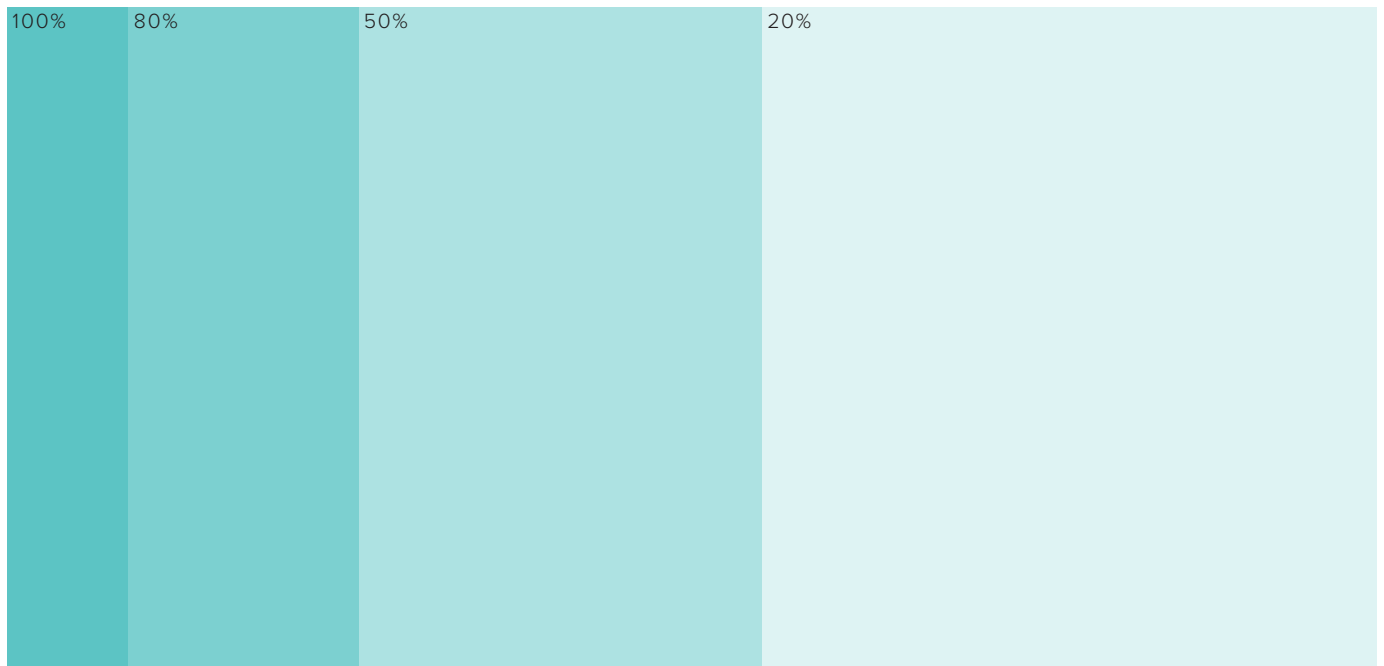
COLOURS

Primary brand colour

CMYK 60, 0, 26, 0

RGB 92, 196, 196

HEX #5CC4C4



Logo font colour

CMYK 76, 66, 58, 60

RGB 41, 46, 51

HEX #292E33

Text (Black)

CMYK 0, 0, 0, 100

RGB 0, 0, 0

HEX #000000

Background (White)

CMYK 0, 0, 0, 0

RGB 255, 255, 255

HEX #FFFFFF

Alternate Background

CMYK 3, 0, 0, 8

RGB 245, 246, 248

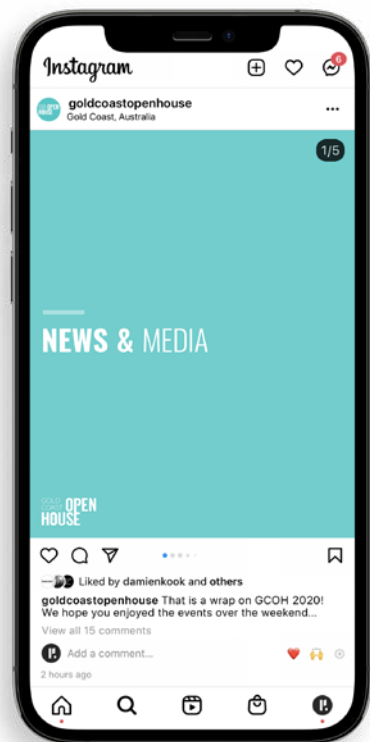
HEX #F5F6F8

INSTAGRAM

An InDesign document is provided to create branded posts for Instagram and other social media platforms.

These are sized to fit Instagram's maximum post size at the 4:5 aspect ratio.

In a square preview (on the home feed) the GCOH logo is hidden to avoid repetition and eligibility due to the small preview size.



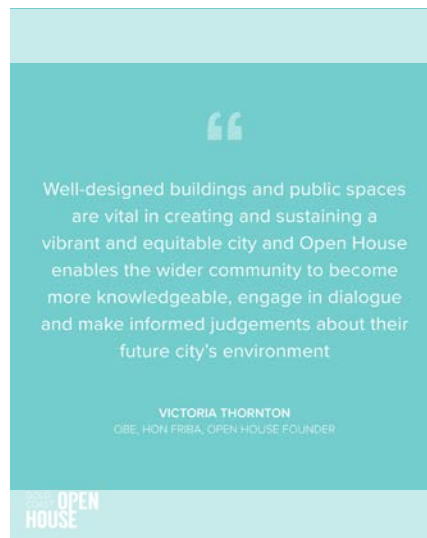
Announcement posts



Quote posts

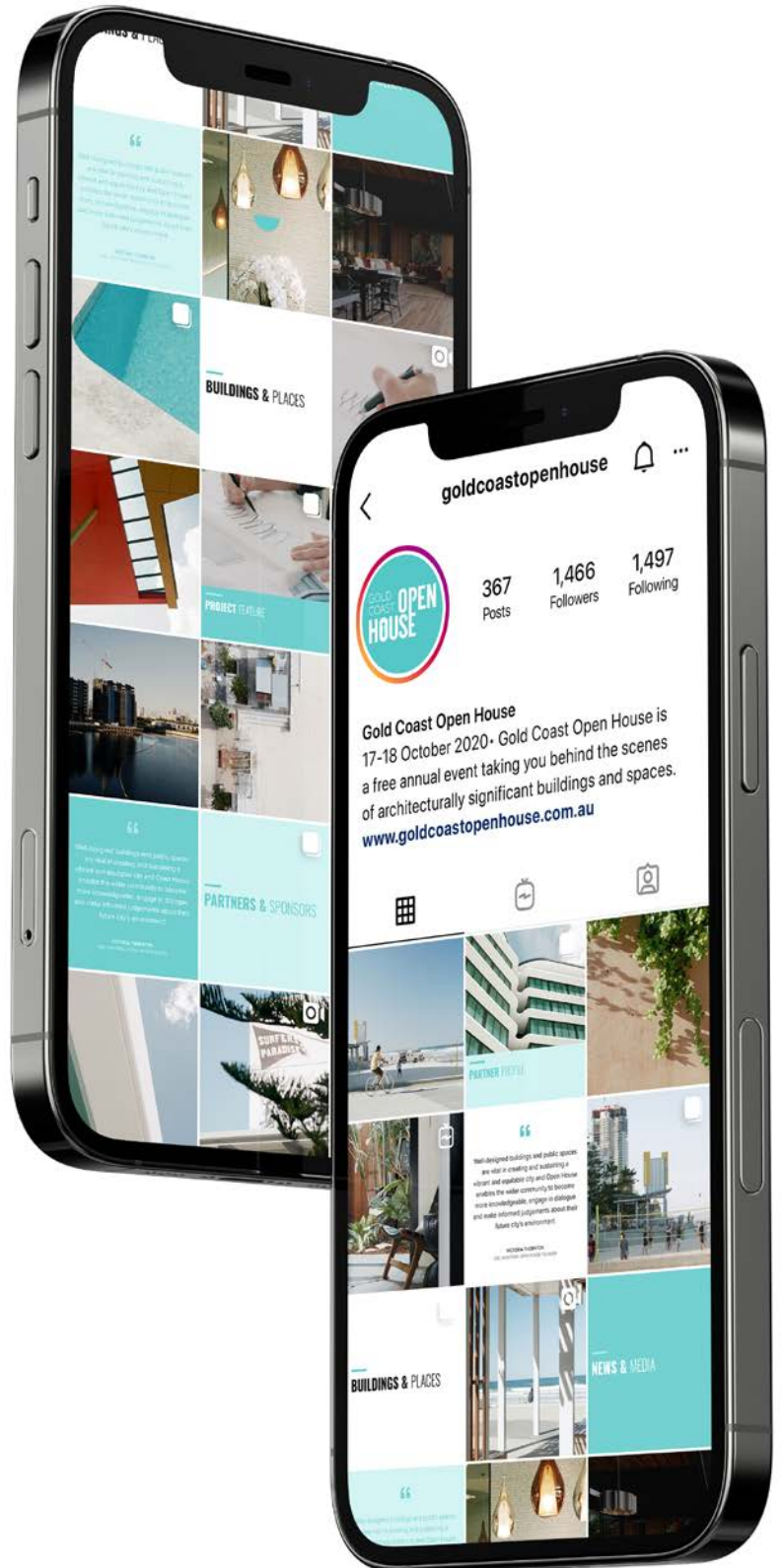


Feature posts



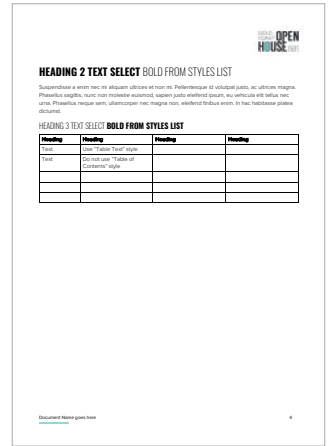
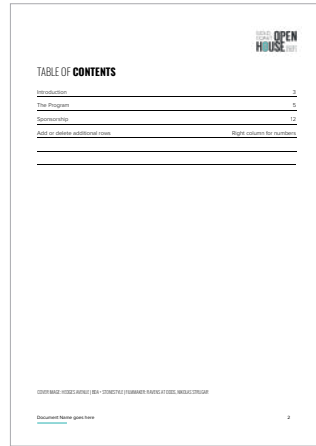
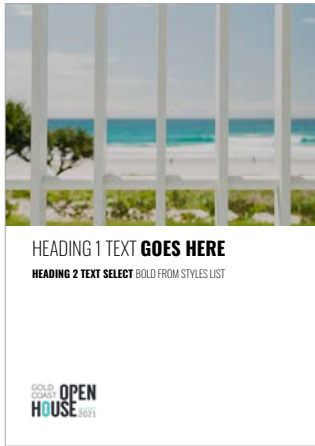
Square preview

INSTAGRAM MOCKUP

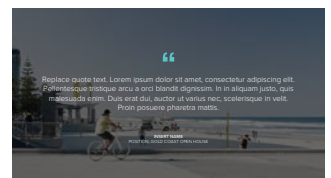
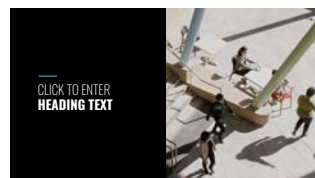
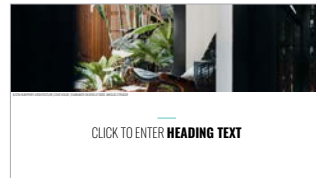


DOCUMENTS

Word and Powerpoint document templates are provided for presentations, reports and other brand collateral



Word document



PowerPoint document

GOLD
COAST **OPEN**
HOUSE 16-17 OCT
2021

This document and associated collateral
Prepared for Gold Coast Open House by
Ravens At Odds

All images from films by Nikolas Strugar
Produced by Ravens At Odds for
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PRODUCTION & DESIGN
WWW.RAVENSATODDS.COM
R A V E N S A T O D D S

