













# Other Logo Variations

While full colour CMYK replication is the preferred use of the logo the following mono versions are acceptable.



# Typefaces

Where possible, the following should be utilised for general correspondence, emails, reports etc. It is clean, easy to read and unobtrusive. No font should be substituted in the absence of the fonts other than standard Arial for general correspondence.

## Headlines – Typograph Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Subheads– Typograph Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Body Copy - Sansation Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Highlights - Sansation Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890



# Colour Palette

The following colour palette should be used across all collateral material for Atherton Tablelands. Teal is the primary colour used for all Atherton Tablelands logos – however it is preferred to be used sparingly in all collateral. Please see samples.



C = 100	R = 0
M = 3	G = 164
Y = 55	B = 147
K = 0	



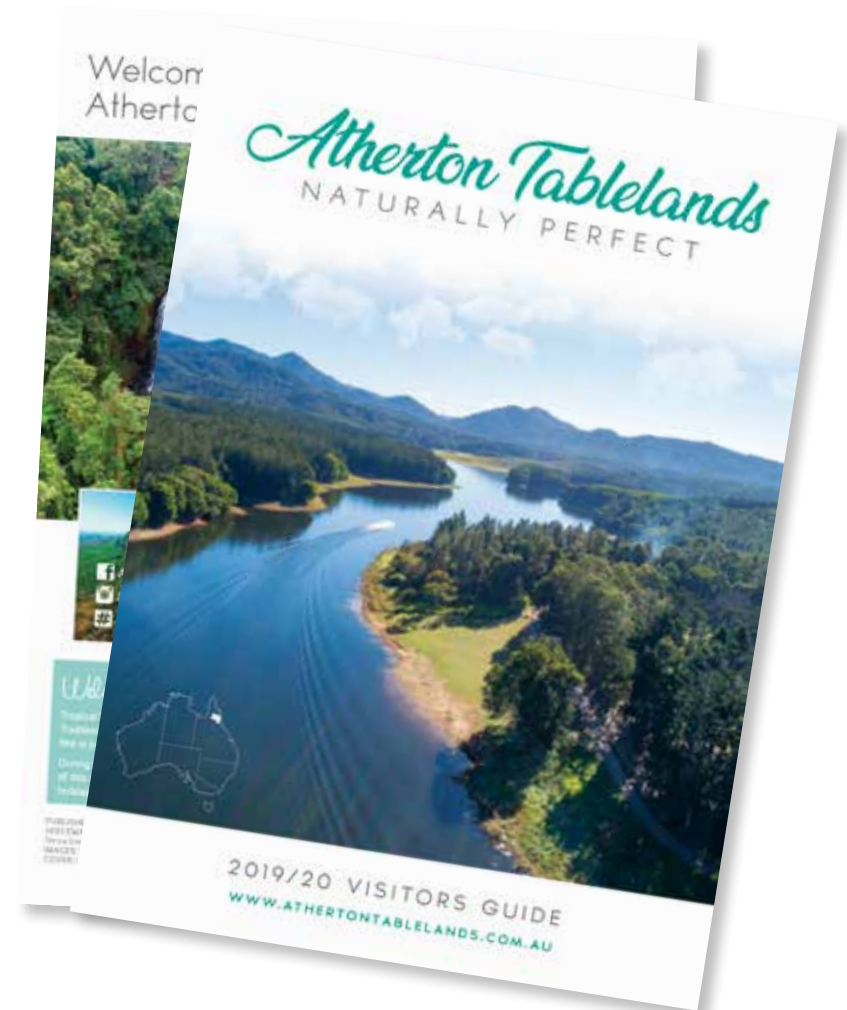
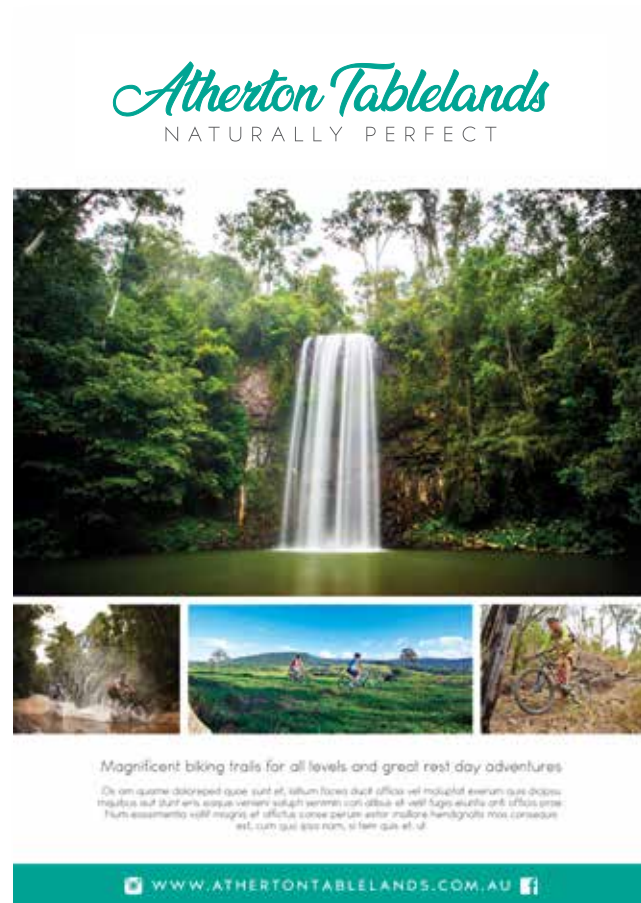
C = 0	R = 88
M = 0	G = 89
Y = 0	B = 91
K = 80	



C = 41	R = 148
M = 1	G = 209
Y = 22	B = 204
K = 0	

# Design Samples

Wherever possible keep the design clean, light and airy.



# Social Media Icons

Simplistic mono versions of social media icons are preferred.

 AthertonTablelands

 AthertonTablelands

 @AthertonTablelands

*Atherton Tablelands*  
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Further enquirers relating to the Atherton Tablelands brand may be addressed to

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