

# Goldfields Track

Basic Identity Style Guide v1.2 — August 2023

## Logo

The Goldfields Track identity comprises of 2 elements, the coloured symbol 'the mountains' and the logotype.



# Goldfields Track

The logo can be reproduced in its full colour or positive and negative formats.



## Minimum size & clear zone

The smallest the Goldfields Track logo may be reproduced is 30 mm wide in print and digital application such as a PDF. A minimum size of 100 pixels is deemed the smallest for online application.

The clear zone is an area that must remain free from content to allow the Goldfields Track logo space to breathe. This is not applicable when the logo is sitting on a suitable background.



30 mm.



The Goldfields Track logo has been carefully constructed. The proportions and spacing of the identity elements must never be altered.

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### Logo Variations

The Goldfields Track roundel has been developed primarily for wayfinding posts on the track. However, it may be permitted to use where there is more vertical space available. The stacked logotype, mountains and visual relationship must not be altered.



Only these variations of the Goldfields Track roundel are to be used

### Colour Palette

The Goldfields Track palette comprises of 5 colours that combine together across all visual communications. It's the mix of these colours that adds personality to the identity. Each colour has been carefully considered and no other colours (aside from black where it's not practical to use the Goldfields Black).



Leanganook

CMYK  
C12 M82 Y100 K2  
HEX  
#d45227



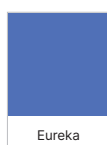
Dry Diggings

CMYK  
C2 M33 Y86 K0  
HEX  
#f6b23f



Wallaby

CMYK  
C100 M50 Y75 K0  
HEX  
#007061



Eureka

CMYK  
C74 M56 Y0 K0  
HEX  
#5171b7

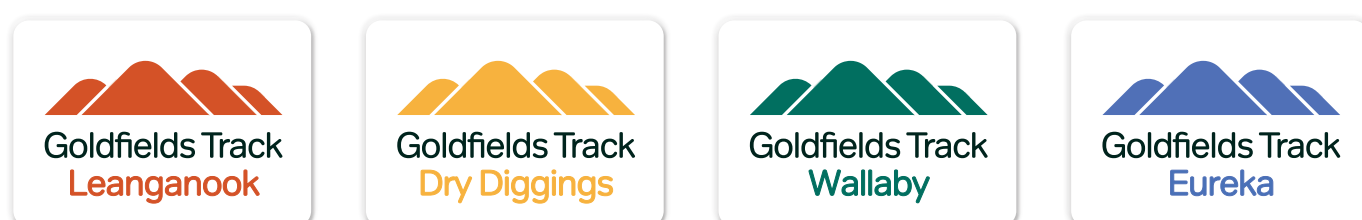


GT Black

CMYK  
C93 M53 Y72 K74  
HEX  
#00261f

### Goldfields Track sections

The Goldfields Track is split into 4 sections on its course from Bendigo in the North to Mount Buninyong in the south. The colour coding relates somewhat to the feel of landscape — the further south, the greener and wetter the climate. The name of each section sits under the main Goldfields Track logotype.



Currently no shape has been confirmed for use of the track segments shown above