

RedBalloon Style Guide 2020

This style guide outlines our purpose, personality and our brand elements. It's a 'how-to' for applying all the tools – our logo, typefaces, colour palette, imagery and tone of voice. It's essential to how we design, how we communicate and how we enrich our customer's life story in a way that's dynamic, inspiring, consistent, and always recognisable as us.

Logo

Logo

Where appropriate, we prefer to use our primary logo, followed by our secondary logo. Our logos come in two lockups - vertical and horizontal. We select which lockup to use based on what works best for the space/format.

Where appropriate, we prefer our logo to appear on our primary colour. When our logo is to appear on an image or non-brand colour the general rule is; use our white logo on dark backgrounds and our red logo on light backgrounds.

When to use it

Our primary logo should be used for partnership promotions, affiliate activity, RedBalloon merchandise, OOH creative, eDMs and display banners as long as the tagline is legible.

Primary (with tagline)

Horizontal red



Horizontal inverted



Vertical red



Vertical inverted



Logo

Our secondary logo doesn't include our tagline.

Where appropriate, we prefer our logo to appear on our primary colour. When our logo is to appear on an image or non-brand colour the general rule is; use our white logo on dark backgrounds and our red logo on light backgrounds.

When to use it

Our secondary logo is to be used on internal presentation slides, internal branding and small format display banners when the tagline of our primary logo is illegible.

Secondary (without tagline)

Horizontal red



Horizontal inversed



Vertical red



Vertical inversed



Logo

Our infinity balloon is a key part of our branding and logo lockup. It predominantly appears in red and white. Silver foil is reserved for our red envelopes and for special occasions, i.e., Christmas gift cards.

When to use it

Using our infinity balloon as a brandmark is restricted to our social pages, internal use or on brand collateral when our logo or URL are present in the one creative execution, i.e., our RedBalloon envelopes.

Where appropriate, it may be used as part of an illustration or a background pattern, i.e., backing of retail gift cards.

Brandmark - Infinity balloon

Red



Inversed



Logo

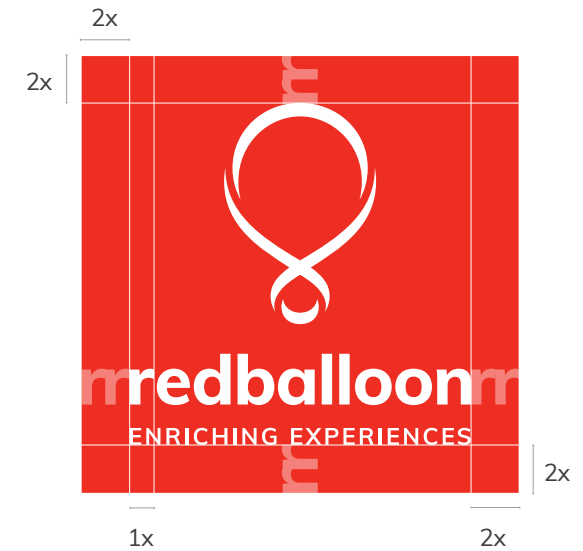
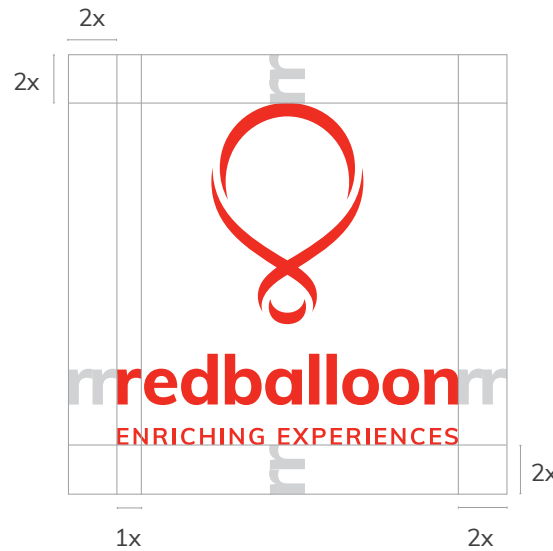
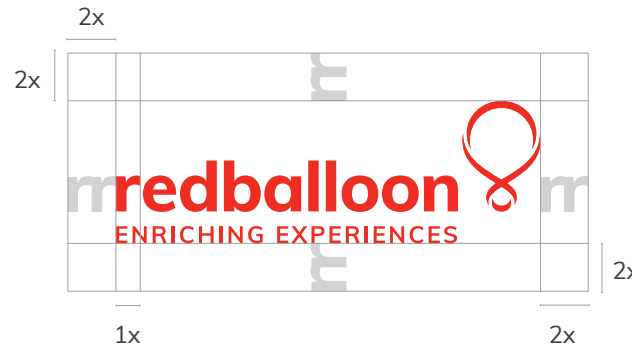
To ensure legibility, always keep a minimum clear space around our logo. This clear space isolates it from any competing graphic elements and copy that might conflict or overcrowd it.

Primary logo

Our clear space rule applies to all sides of our primary logos and is determined by the width of two r's in our Muli typeface.



Clear space



Logo

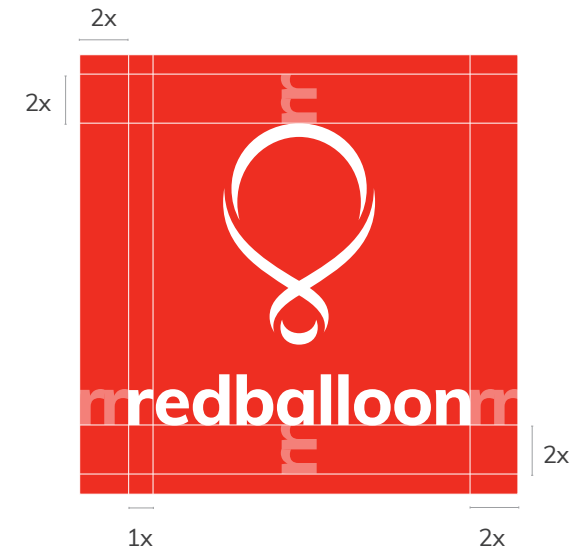
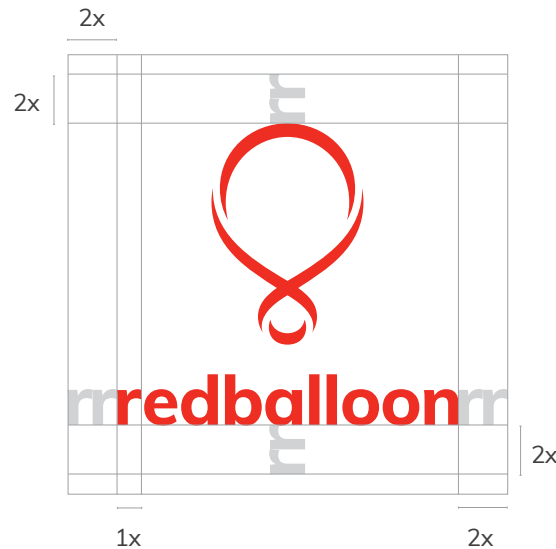
To ensure legibility, always keep a minimum clear space around our logo. This clear space isolates it from any competing graphic elements and copy that might conflict or overcrowd it.

Secondary logo

Our clear space rule applies to all sides of our secondary logos and is determined by the width of two 'r' 's in our Muli typeface. The vertical lockup requires a little extra space on the top and bottom so that it sits within a square.



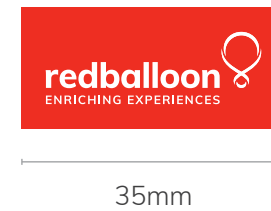
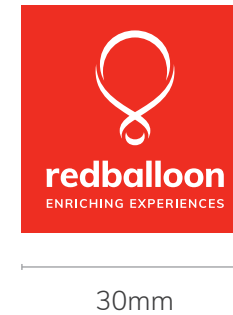
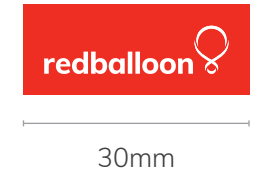
Clear space



Logo

Our primary and secondary logo lockups for print applications must never appear smaller than the minimum size requirements indicated.

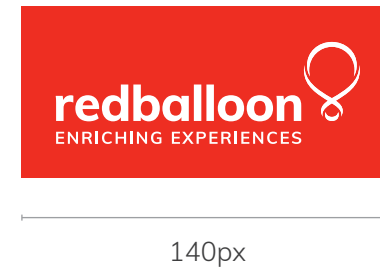
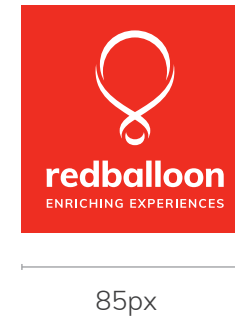
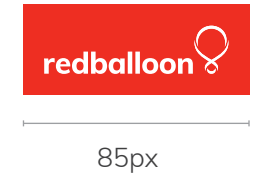
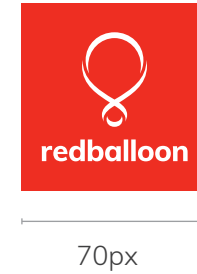
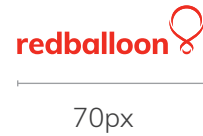
Minimum size for print



Logo

Our primary and secondary logo lockups for digital applications must never appear smaller than the minimum size requirements indicated.

Minimum size for digital



Logo

We use a red angle corner behind our logo to brand our images in display ads, paid social posts and partnership banners.

Red angle corner



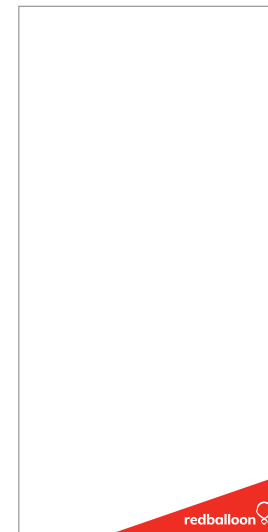
Red angle (Rotation angle 18.5°)

Landscape 1:2 ratio



1/2 of width

Portrait 1:2 ratio



2/3 of width

Portrait 1:3 ratio



2/3 of width

Square 1:1 ratio



1/2 of width

Landscape 1:3 ratio



1/3 of width

Angle rules

The rotation angle should always be 18.5 degrees. When changing the size of the lockup, always resize proportionally with the correct clear space around our logo. Width and length angle restraints are as indicated.

Logo

This application is primarily used for display banners and paid social posts which combine images and text.

Angle rules

Vertical artwork should have a rotation angle of -20.5 degrees. Horizontal artwork must have a rotation angle of 8 degrees. The background size depends on the proportion of copy to imagery but approximate ratio guides are as indicated.

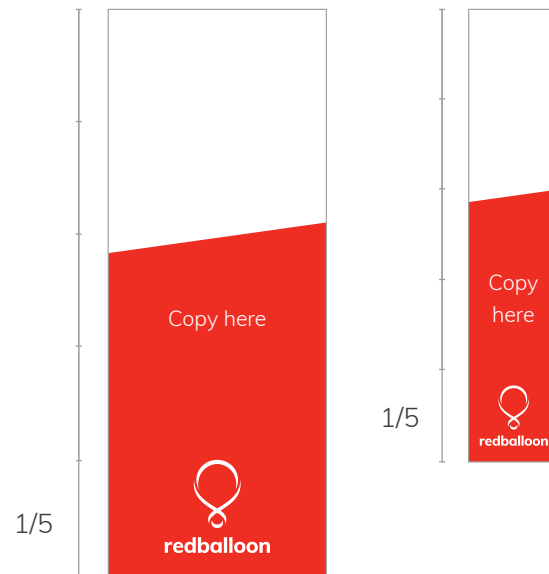
Logo placement

The logo placement is either bottom centered or in the bottom right hand corner. The vertical logo lockup is preferred when there is enough space to allow it. Logo size restraints are as indicated.

Red angle background

Vertical banners (Rotation angle 8°)

Logo 1/5 of height. Red angle 3/5 of height.



Horizontal banners (Rotation angle -20.5°)

Logo 1/5 of width. Red angle between 3-4/5 of width.



Square banners (Rotation angle 8°)

Logo 1/4 height. Red angle between 2-3/4 of height.



Social posts (Rotation angle -20.5°)

Red angle proportion is dependent on copy/image ratio.



Logo

To maintain the integrity of the brand our logo must never be altered in any way. Here are some examples of what not to do.

Don't change its form

This includes rotating, skewing or distorting our logo, adding drop shadows, gradients or adding texture.

Don't change the colours

Our logo can only be used in our brand red, white and reversed out white on brand red.

Don't make it difficult to see

Our logo should be clearly visible and never placed over complex backgrounds. When placing any of our white logo lockups over a light coloured image, a black gradient can be applied behind it.

Misuse



X Don't skew



X Don't rotate



X Don't flip



X Don't stretch or distort



X Don't rearrange



X Don't add a shadow



X Don't add a gradient



X Don't bevel or emboss



X Don't outline



X Don't reduce opacity



X Don't change colour



X Don't fill with imagery



X Don't place red logo over contrast colours



X Don't use any colour other than white on our brand red background



X Don't place white logo over light backgrounds



X Don't place red logo over dark backgrounds

Logo

For joint partnerships, the following spacing rules must be applied when positioning logos.

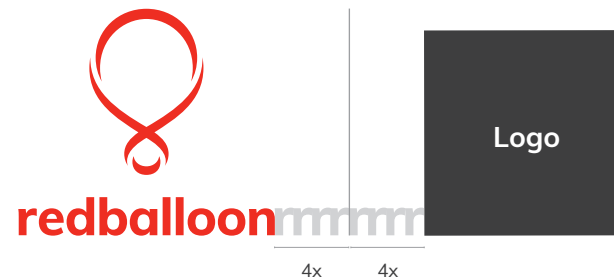
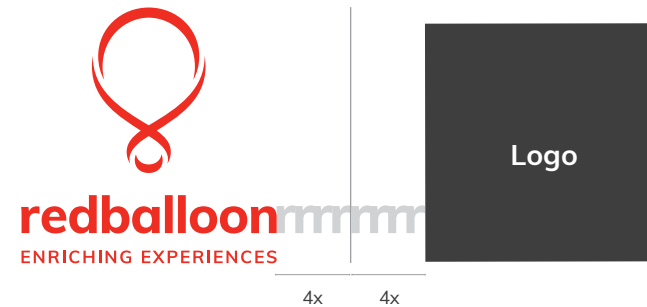
Usage guidelines

A divider keyline stroke in our medium grey or white at a weight of 0.5 pt/px must be used to separate the logos. The keyline height must always be equal to the line height of the RedBalloon logo. The correct clear space is determined by the width of two r's in our Muli typeface in the horizontal lockup and four r's in the vertical lockup.

Partner logos must be provided in EPS format or JPGS at 300dpi.



Partnership lockups



Colour

Colour

This set of colours have been chosen to reflect a fresh and modern look for the brand. We've defined these colours as primary, secondary and base.

Primary & Secondary

Red is our primary colour and must be the only colour or the most dominant colour when used with our secondary navy and our supporting colour palette.

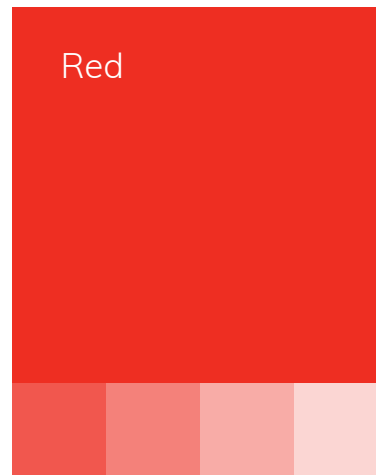
Base

Our base grey is our functional colour chosen to support our complete colour palette. We use it as a background to pull quotes and small captions.

Colour apportionment

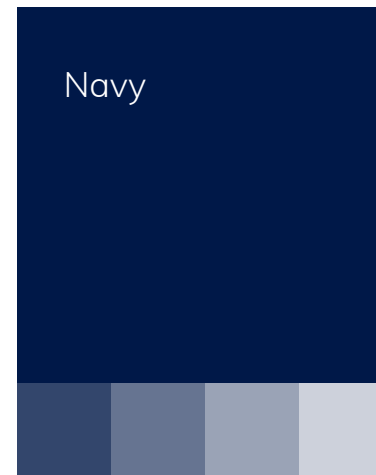
The balance of our colour palette is heavily weighted toward our primary colour. It can be used on its own or with our other colours in the following ratios. Our secondary colour must never be used on its own.

Primary



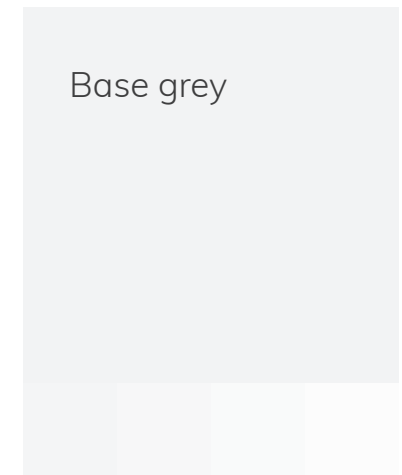
RGB 218, 43, 31
HEX DA2B1F
CMYK 0, 95, 100, 0
PANTONE COATED 485C
PANTONE UNCOATED 485U

Secondary



RGB 33, 43, 70
HEX 212B46
CMYK 94, 73, 5, 69
PANTONE COATED 533C
PANTONE UNCOATED 540U

Base



RGB 241, 242, 242
HEX F1F2F2
CMYK 0, 0, 0, 5

Colour apportionment



Colour

The neutral colour palette consists of cool greys and should only be used for typography, iconography and backgrounds.

Usage guidelines

White: Typography, keylines, divider lines, icons, visual devices over coloured backgrounds and imagery.

Base Grey: Text form fields, backgrounds.

Light Grey: Digital applications such as form backgrounds and drop-down menus.

Medium Grey: Keylines, divider lines, text form field prompter text.

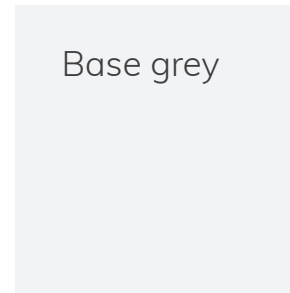
Dark Grey: Digital design.

Charcoal Grey: Headlines, subheadings, sub copy, body copy and social icons.

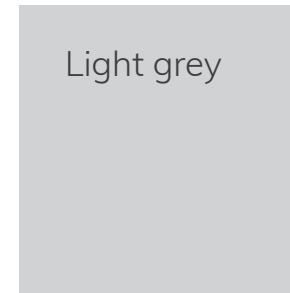
Neutrals



HEX FFFFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0



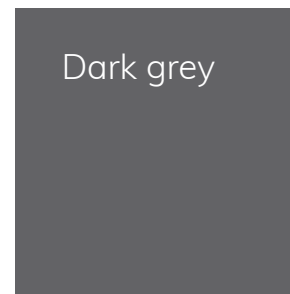
HEX F1F2F2
RGB 241, 242, 242
CMYK 0, 0, 0, 5



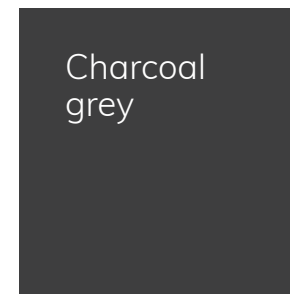
HEX D1D2D4
RGB 209, 211, 212
CMYK 0, 0, 0, 20



HEX 9D9FA1
RGB 157, 159, 162
CMYK 0, 0, 0, 45



HEX 626366
RGB 99, 100, 102
CMYK 0, 0, 0, 75



HEX 414041
RGB 65, 64, 66
CMYK 0, 0, 0, 90

Typography

Typography

Our primary brand typeface is Muli. It was chosen for its simplicity and versatility as a vehicle for communications without being distracting. This is the typeface for all headlines, subheadings, body copy, introductory text, quotes and small captions.

Usage guidelines

We never use Muli Italics.

Primary

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&.,;:*"'-_/ \()

Muli ExtraLight

Muli Light

Muli Regular

Muli SemiBold

Muli Bold

Muli ExtraBold

Muli Black

Typography

Our accent typeface is Beyond Infinity. It was chosen for its handwritten sensibility and to elevate the aspect of storytelling and connection throughout our campaign creative.

Usage guidelines

This typeface is used alongside our primary typeface, but only to highlight keywords in overarching campaign messages.

Accent

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ? @ # \$ % & . , ; : * ' " - - / \ ()

Beyond Infinity Regular

Typography

In cases like email newsletters, where Muli can't be used, please use our fall back typeface, Arial.

Alternate font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%&.,:;*"'-—/\()

Arial Regular

Arial Bold

Typography

The application and hierarchy of our typefaces is important for brand consistency across our digital and print collateral. There should be a clear size hierarchy with headlines, subheadings, sub copy and body copy. Keep the number of type sizes and weights to a minimum within one layout.

Text size ratios

As a general rule, headlines should be between 8-12pt larger than the subheading/sub copy. The subheading should be 3pt larger than the body copy. The minimum point size for disclaimers is 6pt for print and 9pt for digital creative.

Leading

Leading should be at least 5pt larger than the text size i.e., text 10pt, leading 15pt. This excludes disclaimers where the leading can be 2pt larger than the font size.

Hierarchy

HEADLINE

Spaced headline: Muli Bold 21pt, tracking 340

Headline here over two lines

Headline: Muli Bold 21pt, leading 26pt

Subheading here over two lines

Subheading: Muli Bold 13pt, leading 18pt,
space before paragraph 2mm

Sub copy here over two lines

Sub copy here over two lines

Sub copy: Muli Regular/Semibold 13pt, leading 18pt

Body copy paragraph
reaut ute maio. Lorem
ipsem stest utem qua.

Body copy paragraph
reaut ute maio. Lorem
ipsem stest utem qua.

Body copy: Muli Light/ Regular 10pt, leading 15pt

Terms and conditions paragraph: reaut ute maio. Loremipsem stest utem
quae lani doluptur secaborem reperna epelitiis ut autet qui as qui. Debis
quioffic catatur qui dipid quo vellupicium.

Disclaimers: Muli Regular, 6pt, leading 10pt

Tone of voice

Tone of voice

Our tone of voice falls into three dimensions of tone. We use these to define quality writing across all touchpoints and to consistently convey the best of our brand personality.

Our 3 dimensions of tone are:

Dynamic
Straight-talking
Friendly

How we achieve it

Dynamic

Our enthusiasm for what we do is contagious. We are leaders in our field and excited to share our range and expertise.

- ✓ **Dynamic is:** Letting our passion and enthusiasm shine through
- ✗ **Dynamic is not:** Loud, brash or exaggerated

Checklist

- Aim to engage, inspire and excite
- Write with confidence
- Use positive action words
- Avoid over-punctuation
- Call out something interesting or unexpected

Straight-talking

Clarity comes through simplicity. As Australians we get to the point and this should be embraced in the way we speak and write.

- ✓ **Straight-talking is:** Choosing the right words to ensure clarity and understanding
- ✗ **Straight-talking is not:** Blunt and simplistic

Checklist

- Use clear language
- Be concise
- Avoid overly complicated sentences
- Avoid jargon
- Always ask 'can this be made clearer?'

Friendly

We communicate with our customers as we would with friends or family. We have a sense of purpose, but we also have a sense of humour.

- ✓ **Friendly is:** Being warm, genuine and respectful in the language we use
- ✗ **Friendly is not:** Being over-familiar or insincere

Checklist

- Be upbeat and authentic
- Be conversational
- Be polite – hello, please and thank you make a big difference
- Don't be too formal. Copy should sound completely natural if read aloud

Tone of voice

How we refer to our brand, write numbers, dates, time and abbreviations must be consistent across all touchpoints.

Never do this...

We never use the word "adrenaline" in any copy.

Do's and don'ts

Reference to our brand

✓ Do

'RedBalloon experiences are amazing...!'

'The goal for RedBalloon is...!'

✗ Don't

'RedBalloon's experiences are amazing...!'

'RedBalloon's goal is to...!'

Numbers

✓ Do

Shop for 2 range

Up to 50% off

Hundreds of experiences

✗ Don't

Shop for two range

Up to fifty per cent off

100s of experiences

Date & time

✓ Do

30 June 2019

✓ Do

11.59pm

11am

✓ Do

6.30–7.30pm

6–7pm

✗ Don't

June 30 2019

✗ Don't

23.59

11.00

✗ Don't

6.30 - 7.30pm

6 - 7pm

Abbreviations

✓ Do

e.g., i.e., etc.

T&Cs

✗ Don't

Eg, EG, ie, IE, etc

T&C's

Tone of voice

Social media is us at our most relaxed. It's where we connect with our audience and share our passion for experiences. Our social networks must be updated regularly and have a consistent posting strategy, adhering to our brand personality, tone of voice and imagery guidelines.

Social guidelines

Keep it short & sweet

- Copy should be punchy
- Customise shortened links
- Abbreviation and colloquial language can be used
- One exclamation mark is enough, but use it sparingly
- Use one or two emojis max.
- All Facebook visuals containing text must pass the text to image ratio restrictions to ensure the post will reach its full audience

Be visual

- Images need to stand out in a newsfeed and grab attention
- Images should capture an inspiring moment in the experience that tells a bigger story

Engage people

- Posts should encourage likes, comments and shares. People are more likely to share something that elicits a strong emotional response
- A post should be topical, interesting, informative and relevant
- Don't just push product

Be consistent

- A consistent voice and visual style encourages audiences to return
- Post a consistent amount of times per day
- Don't re-post off-brand imagery

Be responsive

- Respond to complaints or questions on the day it is received. If received in the evening the response should be the next working day
- Always greet a customer by name when replying on any social network

Timing is key

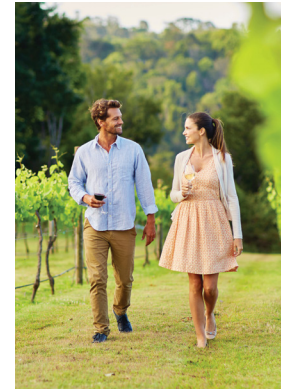
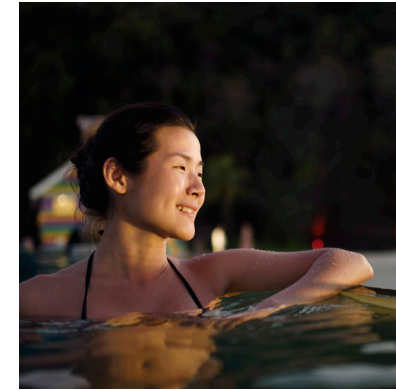
- Look for trending topics and news stories - a perfectly timed post can reap rewards

Imagery

Imagery

Our imagery style is dynamic. We use people's faces, amazing places, interesting viewpoints and motion to draw people in, excite them and inspire them. Images must capture a unique moment, a real moment, shared moment or an unforgettable moment in the experience. Our images give our customers an insight into the real experience and either show or elude to the emotional payoff.

Style



Imagery

To clearly identify between our three pillars, the image composition for each are distinctly different.

People-focused

For Me



Images are shot from the person's perspective so our customers can imagine themselves in the experience.

- If appropriate, include their hands or feet to convey the person's viewpoint
- Images should be shot at a natural viewpoint a person would have in the experience

For Us



Capture people connecting with each other, the experience and their surroundings.

- Two or more people must be present in the image
- No forced or posed shots
- No looking to camera
- Avoid hand gestures

For Them



People's faces and capturing what they're feeling in the moment should be the focus.

- Capture facial expressions of the person/people
- Subjects can be looking at camera
- No forced or posed shots
- Avoid hand gestures

Imagery

Our experience-focused images need to showcase the quality of the experiences we sell. Our gifting moments and functional imagery where appropriate, need to be shot in a lifestyle setting.

Lifestyle

Experience-focused



These images hero the beauty, uniqueness, setting and authenticity of the experience.

- Capture the most interesting or inspiring moments of the experience
- People can be in the shot, but are not the focus
- Images can include landmarks if it's an authentic part of the experience i.e., the view of the Sydney Opera House from the BridgeClimb experience

Gifting moment



We use our red envelope to convey our experiences being given as gifts. We shoot it with people or on its own in a lifestyle setting. Our envelope must always be shot with the infinity symbol facing out.

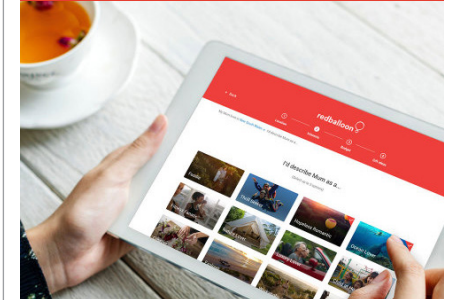
Images with people:

- Focus should be on the person receiving the envelope
- Capture the joy of the gifting moment i.e., the receiver/gift-giver's facial expression

Still-life shots of the envelope:

- Backgrounds and settings should be clean and simple
- Tight shots of a person's hand holding the envelope help to strengthen the gifting aspect

Functional



We prefer our functional imagery to have a lifestyle aesthetic.

Devices:

- We use devices to convey functionality or ease of use e.g., our experience guide

Vouchers & gift cards:

- These should be shot against a clean and simple background