

Phillip Island
**NATURE
PARKS**

Brand Guidelines
as at 0822

Contact

If you have any questions regarding this document or any particular design challenges, please contact our brand ambassador:

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Hello

Welcome to our Phillip Island Nature Parks brand guidelines.

These guidelines will help you communicate consistently with our audience. Which will build trust and engagement across the globe and increase awareness of who we are and what we do. As we work towards our vision of being a world recognised place for conservation excellence.

INTRODUCING OUR BRAND

*There's no
substitute for
real experience*

We offer an authentic escape into a world other than our own. After entering into our unique environment you're gifted a greater understanding of, and a closer affinity to nature.

It's an inspiring connection to a thriving habitat where real experiences are discovered. Where being among the living world inspires you to its preservation and its beauty. You've been part of it, you've lived it and there's nothing else quite like it.

Phillip Island Nature Parks.

Discover nature. Experience more.

OUR BRAND STRATEGY CAPTURES WHO WE ARE AND WHAT WE BELIEVE IN. IT GUIDES ALL OF OUR DECISION MAKING AND HAS PROVIDED THE FOUNDATION FROM WHICH WE'VE BUILT OUR BRAND IDENTITY.

UPDATED 0222

**THIS IS WHY WE ARE HERE -
OUR PURPOSE**

To protect nature for wildlife and inspire people to act.

**THIS IS WHY WE ARE HERE -
OUR VISION**

A place where conservation and ecotourism excellence inspire people to actively protect the environment.

**THIS IS WHY WE ARE HERE -
GUIDING PRINCIPLES**

Our organisation is underpinned by FOUR principles which are all integral to our success and guide our decision making:

1. CONSERVATION IS PARAMOUNT

There is a clear and direct link to conservation by actively delivering a positive benefit to Phillip Island's wildlife and ecosystems or by enrolling visitors in environmental initiative and causes.

2. VISITOR EXPERIENCES SHOULD BE AUTHENTIC AND INSPIRE ACTION

The visitor or customer experiences will be engaging, entertaining, fun and will represent our conservation or sustainability values.

3. FINANCIAL SUSTAINABILITY IS KEY TO OUR CONTINUED SUCCESS

Generate a positive financial return to contribute to the ongoing success of the organisation.

4. VALUE FOR OUR COMMUNITY

Improve outcomes for Phillip Island or broader Victorian community through improved amenity, economic outcomes, employment opportunities or social connection.

NOTE: Principles have updated in line with the Future Directions Summary document.

**OUR BRAND ARCHITECTURE
HAS BEEN STRUCTURED SO
THAT IT CELEBRATES EACH OF
THE EXPERIENCE BRANDS AND
THEIR UNIQUE, INDIVIDUAL
PERSONALITIES.**

Each of our 'experience brands' has their own unique experience, which is why they have their own distinct names and personalities. We have created an approach which allows each of these individual personalities to shine through, whilst still fitting in with the established Masterbrand (Phillip Island Nature Parks).



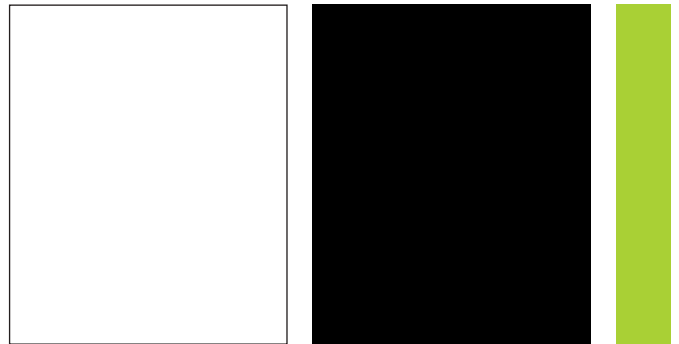
HERE IS A QUICK GUIDE TO OUR UNIQUE BRAND EQUITIES.

MASTERBRAND EQUITIES

Brandmark



Colour



For detailed colour values please reference the 'Masterbrand colours' section of these guidelines on page **20**

Typography

Penguin Script

Aa Bb Cc Dd Ee

Gotham Bold

Aa Bb Cc Dd Ee

Gotham Medium

Aa Bb Cc Dd Ee

Gotham Book

Aa Bb Cc Dd Ee

Gotham Light

Aa Bb Cc Dd Ee

Typography for Word and Powerpoint

Arial Bold

Aa Bb Cc Dd Ee

Arial Regular

Aa Bb Cc Dd Ee

For complex layouts with a large amount of body copy or short line lengths, the narrow font styles may be more appropriate.

Gotham Narrow Bold

Aa Bb Cc Dd Ee

Gotham Narrow Medium

Aa Bb Cc Dd Ee

Gotham Narrow Book

Aa Bb Cc Dd Ee

Gotham Narrow Light

Aa Bb Cc Dd Ee

EXPERIENCE BRAND EQUITIES

Experience brand names

Little Wonders
PENGUIN PARADE

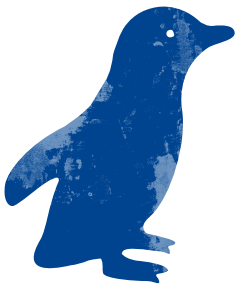
Bushland Escape
KOALA CONSERVATION RESERVE

Antarctic Journey
NOBBIES OCEAN DISCOVERY

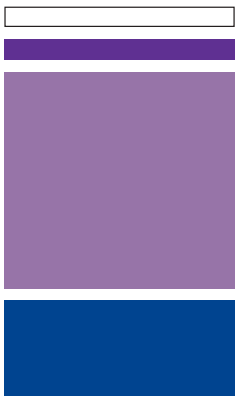
Time Unwinds
CHURCHILL ISLAND

Seal Cruise
SEAL ROCKS

Illustrations



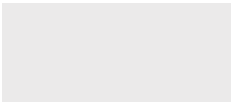
Colour



For detailed colour values please reference the 'Experience brand colours' section of these guidelines on pages **31 to 39**

Ancillary Colour

10% grey for page backgrounds and breakout panels



OUR MASTERBRAND

OUR BRANDMARK IS THE SIMPLEST EXPRESSION OF OUR BRAND.

The Masterbrand mark visually captures our vision and values: carefully balancing the expressive and ever-changing nature of our experience offer with our consistent and un-faltering commitment to conservation.

We have created different versions of our Masterbrand mark to suit different branded applications.

The logo for Phillip Island Nature Parks is centered on a solid black rectangular background. The text "Phillip Island" is written in a light green, cursive script font. Below it, the words "NATURE" and "PARKS" are stacked in a large, bold, white, sans-serif font. A small green leaf icon is positioned between the word "Phillip" and "NATURE".

Phillip Island
NATURE
PARKS

PRIMARY BRANDMARK

Our two colour logo is our primary brandmark. The black background rectangle version is preferred.



SECONDARY BRANDMARKS

These versions of the brandmark have been created for use when colours are restricted. There is both a black background and white background version to select from.



TO KEEP OUR BRANDMARK LOOKING ITS BEST PLEASE GIVE IT THE SPACE AND ATTENTION IT DESERVES.

In order to preserve the visual impact and integrity of our brandmark, we've created a minimum size and clear space so our brandmark remains clear and legible at all times.

CLEAR SPACE



The clear space may contain print but should remain clear of text, imagery or sharp changes in contrast. The required clear space at any given size can be calculated by using the letter N. It should be equal to 1N in height, as shown here.

MINIMUM SIZE



20 mm



100 px

Having a minimum size ensures that our brandmark always remains clear and legible. Therefore our mark must not appear less than 20mm wide in print or 100 pixels wide in digital applications.

PLEASE HELP US PROTECT OUR BRAND AND KEEP IT LOOKING THE BEST IT CAN.

There is no need to change our Masterbrand. No matter how minor you think it is. We have created these rules to maintain the integrity of our brand. Here are a few specific temptations to avoid.



Do use the negative version of our brandmark on a black background



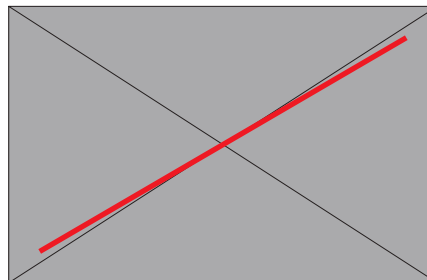
Only use the mono or reversed versions of our brandmark when colour reproduction is not available



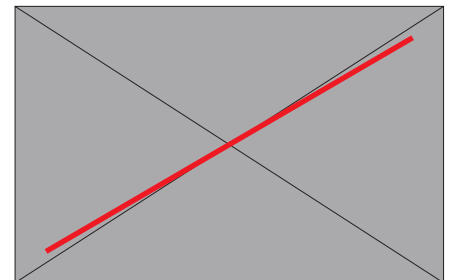
Only use the mono or reversed versions of our brandmark when colour reproduction is not available



Do not remove elements within the brandmark



Do not separate elements within the brandmark



Do not alter the proportions of elements within the brandmark



Do not adjust the colour of elements within the brandmark



Do not add effects to elements within the brandmark

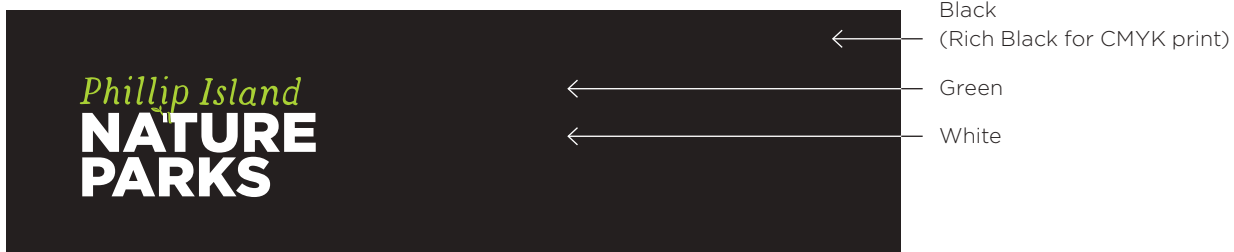


Do not crop, distort or stretch the brandmark

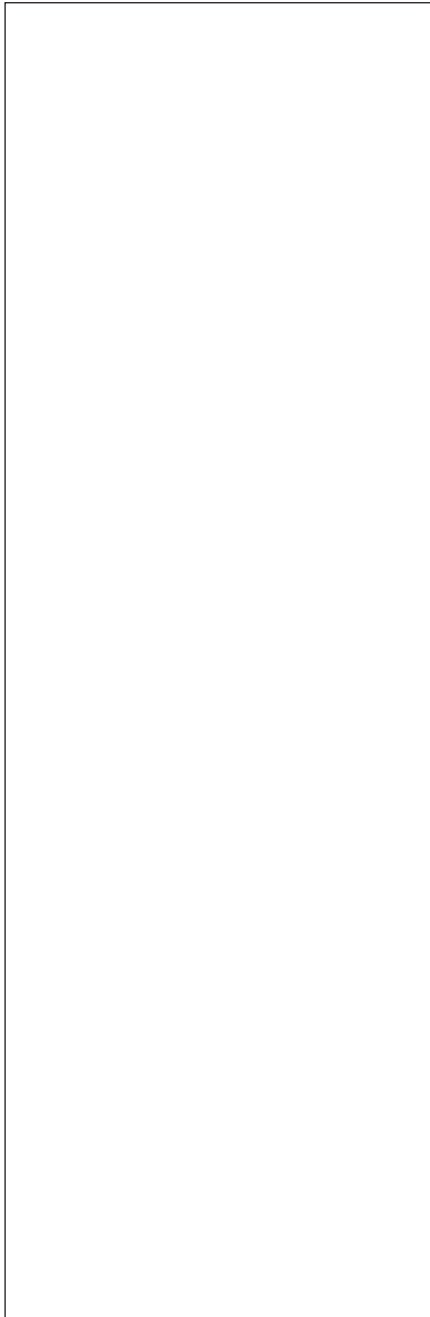
OUR MASTERBRAND COLOURS ARE ANOTHER IMPORTANT PART OF OUR BRAND. THESE COLOURS ARE UNIQUE TO OUR BRAND AND HELP US DISTINGUISH OURSELVES.

Our Masterbrand consists of three colours that have been selected to build a sense of authority, trust and maintain our conservation credentials.

These colours are unique to our brand, but so are the ratios they are seen as. Black and white is used for backgrounds and body copy whilst the green is used as an accent colour to emphasise the 'Phillip Island' part of our Masterbrand.

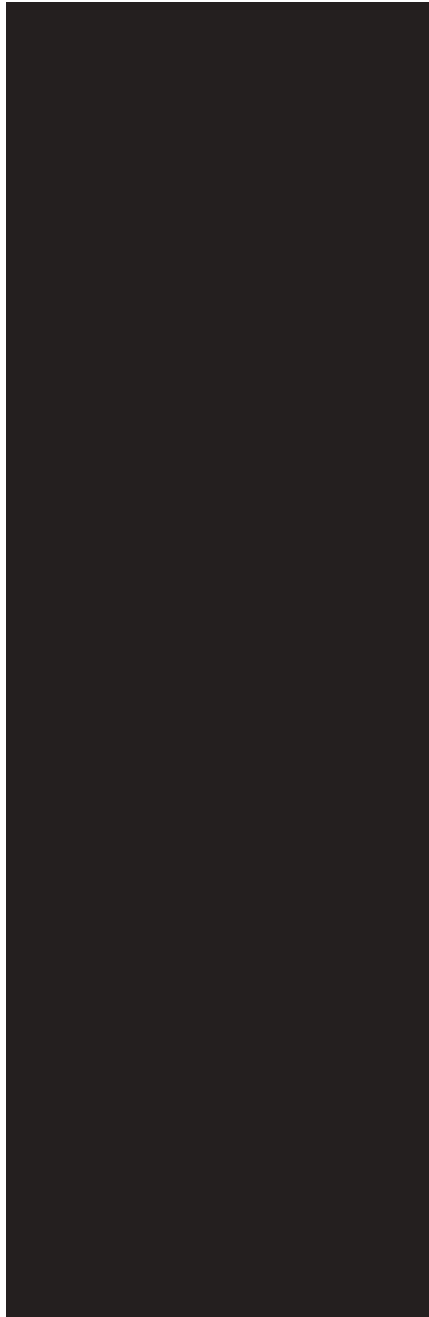


MASTERBRAND COLOUR PALETTE



White

Pantone White
C00 M00 Y00 K00
R255 G255 B255



Black

Pantone Process Black
C00 M00 Y00 K100
R000 G000 B000

For CMYK

Rich Black
C20 M10 Y10 K100



Green

Pantone 2300
C40 M00 Y100 K00
R169 G194 B63

OUR TYPOGRAPHY HELPS BUILD A CLEAR AND CONSISTENT LOOK FOR OUR BRAND AND COMPLEMENTS OUR WRITING STYLE.

We use a combination of two typefaces to express the different sides of our brand.

'Penguin Script' has been designed specifically for our brand. It brings to life our expressive personality. It has been paired with 'Gotham' which is a modern and confident.

'Penguin Script' is used for headlines, intro copy and quotes while 'Gotham' is our primary typeface, also used for headlines in uppercase, body copy and sub heads.

The 'Gotham' family includes several weights of font and it is important to choose the right one for the right situation. Gotham Bold is used for headers and key messages when we want to make a statement. Gotham Medium is used in body copy to highlight key words or phrases. Gotham Light is used for all body copy over 10pt, Gotham Book for body copy under 10pt.

When it is not possible to use Gotham, such as on emails or PPT documents, you can use Arial, a system font.

Gotham can be purchased from 'typography.com' and Penguin Script can be supplied from Phillip Island Nature Parks.

Penguin Script

Aa Bb Cc Dd Ee

Gotham Bold

Aa Bb Cc Dd Ee

Gotham Medium

Aa Bb Cc Dd Ee

Gotham Book

Aa Bb Cc Dd Ee

Gotham Light

Aa Bb Cc Dd Ee

For complex layouts with a large amount of body copy or short line lengths, the narrow font styles may be more appropriate.

Gotham Narrow Bold

Aa Bb Cc Dd Ee

Gotham Narrow Medium

Aa Bb Cc Dd Ee

Gotham Narrow Book

Aa Bb Cc Dd Ee

Gotham Narrow Light

Aa Bb Cc Dd Ee

Typography for Word and Powerpoint

Arial Bold

Aa Bb Cc Dd Ee

Arial Regular

Aa Bb Cc Dd Ee



We are pleased to present Phillip Island Nature Parks' Strategic Plan 2018-2023.

We recently celebrated 20 years since the Nature Parks was established and were very proud to reflect on the enormous achievements of our organisation. This milestone provides the perfect platform to launch our future vision and strategic direction.

Managing over 20% of Phillip Island's natural areas, along with significant wildlife populations, the Nature Parks is in the position to contribute to Victoria's biodiversity through assisting with restoring threatened species.

As Australia's most popular natural wildlife attraction, we are also uniquely placed to create world-class experiences that inspire 1.2 million visitors each year to embrace conservation and learn how to live with wildlife.

We are committed to working closely with Phillip Island's Traditional Custodians and Aboriginal and Torres Strait Islander Community to progress our shared journey of understanding in managing and interpreting the land we care for.

This Strategic Plan strengthens our commitment to environmental sustainability. We will work to ensure that we are actively demonstrating conservation values within our team and meeting ambitious sustainability targets.

We will protect our successful funding model and be vigilant in pursuing commercial opportunities that meet our conservation outcomes.

The new Penguin Parade visitor centre will lead the way in our vision of creating new, world class visitor experiences and heralds a new era for the Nature Parks.

We acknowledge that we face challenges, like climate change, population and visitation growth and plastic pollution. These have impacted the future direction of our organisation.

Our Strategic Plan 2018-2023 represents our shared vision and was developed following conversations with our team, community and partners. The Key Aspirations and Programs will inform future planning and guide important documents including the Conservation Plan, annual departmental Business Plans and our next Reconciliation Action Plan.

We thank everyone involved for their time and the enthusiasm, passion and knowledge they contributed to ensure that our next five years are the best they can be. We also acknowledge the ongoing support of our volunteers, local community, Advisory Committees, supporters and partners without whom we would not be able to achieve the ambitious target we have set for ourselves – to make the future of wildlife and nature conservation on Phillip Island a better one for all.

Esther
Liz Stinson
Board Chair

Deborah
Catherine Basterfield
Chief Executive Officer

STRATEGIC PLAN 2018-2023 5

Sustainable future

As an organisation committed to conservation, the Nature Parks is dedicated to the protection and enhancement of Phillip Island's natural environment, and to making a positive impact by improving our environmental sustainability performance and minimising the environmental footprint of our business operations.

KEY GOAL	MEASURE	RESULT
Integrate environmental sustainability principles into our organisation	Implement a solar energy system at the Nobbies Centre	Achieved
	Reduce carbon emissions across the Nature Parks by 50%	Not achieved
	Ensure sustainability messages from the Phillip Island Journey at the Nobbies Centre are replicated in the retail and food and beverage offering	In progress

CARBON REPORTING AND REDUCTION TARGETS

We continually strive to minimise our impact on the planet by reducing emissions through a variety of programs and initiatives. In 2017-18 the Nature Parks increased its renewable energy by 0.5% due to ineffective solar performance.

SOLAR ENERGY TO REDUCE ELECTRICITY USAGE

- The Nobbies Centre's second photovoltaic (PV) system was installed in August 2017 and has a capacity of 54kw/hours. This investment saw a 16% reduction in electricity consumption for this site and once in operation for a full year should account for approximately 20% of electricity generation.
- The carbon reduction target of 10% was reliant on the organisation getting the full performance from existing solar installations at the Koala Conservation Centre and on the volunteer accommodation facility. Unfortunately, both of these systems were off line for a good portion of the financial year, with the volunteer accommodation building moving location and the Koala Conservation Centre solar experiencing some technical challenges. As a result, the loss in electricity generation offset gains made at the Nobbies Centre. Both systems are anticipated to be operational from December 2018.

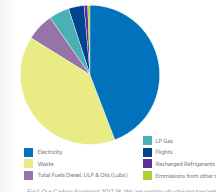


Fig 1 Our Carbon Footprint 2017-18. We are continually striving towards reducing our carbon footprint.

The Nature Parks also measures carbon sequestration through planting activities. The estimated carbon to be sequestered at maturity through planting in 2018 is 7,712 tonnes of CO₂ which is approximately three times the Nature Parks emissions for 2017-18.

SUSTAINABILITY COMMITTEE

The Sustainability Committee met across the year 17-18. The committee is responsible for promoting and implementing environmentally sustainable initiatives across the organisation.

TOWARDS 2018-19

With the launch of our Strategic Plan 2018-2023, a new Sustainability Strategy will be developed to provide to ensure that our organisation, team and visitors we to make a difference.

- Key actions will include:
- Implementing a five-bin waste system including
 - Reducing halogen and sodium vapour lighting to the use of LED lighting throughout the new Penguin visitor centre and parking areas.
 - Reinstating the PV system on the volunteer house
 - Developing clear sustainability criteria to guide the use of our retail products.



PHOTOGRAPHY TELLS A POWERFUL STORY AND IS A GREAT TOOL TO GET OUR AUDIENCE UP CLOSE AND PERSONAL TO OUR UNIQUE EXPERIENCES.

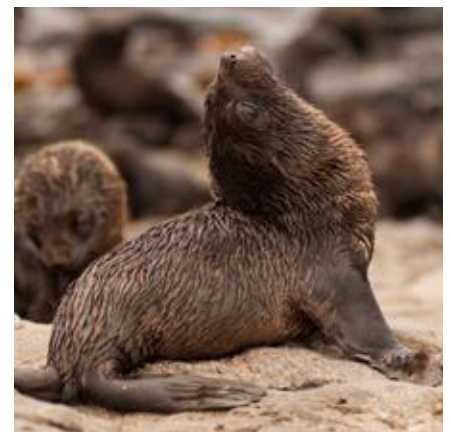
Our wildlife photography is used to inject colour and energy into our brand's visual identity.

Photography is documentary in style and provides a window into the animal's day-to-day life. Images should convey a feeling of having observed a natural, everyday moment — capturing the subjects in their own habitat. It is active, not static.

COMPOSITION

Images should have a clear point of focus. As a general rule, the rule of thirds should be used when composing images.

Where possible images should be shot in landscape format to allow flexibility when creating layouts.



When choosing photography or briefing a photographer, the following attributes are intended as a guide so you can get the best possible outcomes.

REAL

We want to show real animals in their real environments. Everything is natural - nothing should be staged.

FULL OF LIFE

We want to capture the energy and movement that make our experiences and people so unique and captivating.

VIBRANT

They should capture the dramatic colours and textures to help our viewer feel as if they're right there.

OUR EXPERIENCE BRANDS



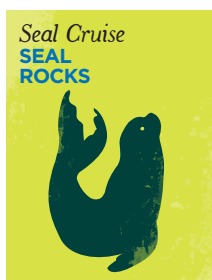
OUR EXPERIENCE BRANDS ARE PLAYFUL AND FULL OF LIFE, THEY ENGAGE AND CONNECT WITH OUR AUDIENCE IN A FUN AND PLAYFUL WAY.

There are several elements that make up each of our experience brands. Each have their own unique name, illustration and colours which, when combined, tell the wonderful stories that make up the mystery and delight of each experience.

There is some flexibility in the use of these elements. A number of examples are showcased on the following pages.

Grouped example

without Masterbrand endorser



NOTE: THE ECOBOAT HAS CEASED OPERATION

We do sell Wildlife Coast Cruises product on commission, however, and have used the Seal Rocks logo (at left) on the main discovery brochure only to date.

This logo is not being used on Nature Parks materials more generally ie Powerpoint templates.



Pattern example

[previous page](#)

MASTERBRAND ENDORSEMENT

To help support the experience brands, and make them appear as part of a family, the Masterbrand mark is used as an endorser. The position and sizing options for the Masterbrand mark when it appears alongside the experience brands is demonstrated here.

Masterbrand endorsement footer panels

Single experience brand endorsement examples



Masterbrand endorsement footer panels

For use at the base of presentations, flyers/brochures, advertisements and website pages

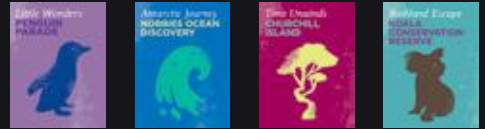
Phillip Island
**NATURE
PARKS**

penguins.org.au



Phillip Island
**NATURE
PARKS**

penguins.org.au



Phillip Island
**NATURE
PARKS**

penguins.org.au



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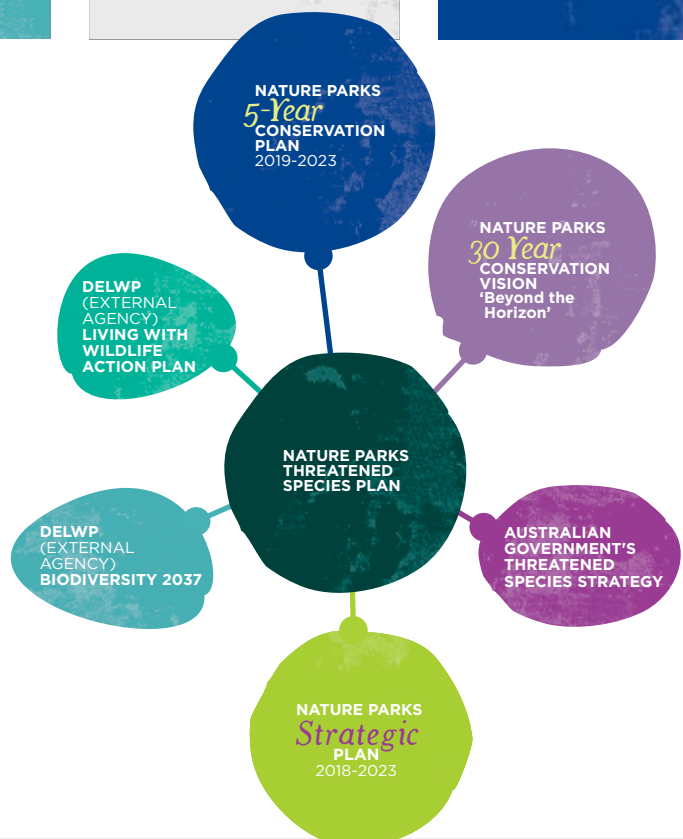
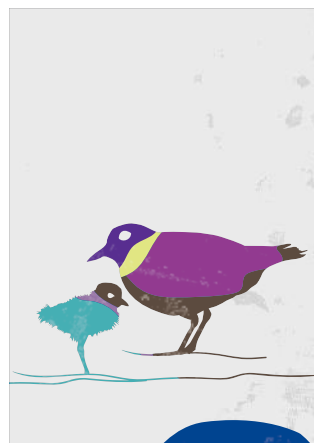
Phillip Island
**NATURE
PARKS**

penguins.org.au



Graphic wildlife, environment and organic shape elements

Used extensively in Conservation Plans



Little Wonders **PENGUIN PARADE**

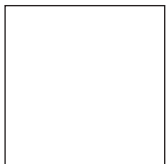


NAMING

There are two parts to the naming convention used for our experience brands. The 'Little Wonders' part of the name helps build the story and romance of the experience, whilst the 'Penguin Parade' part is more descriptive. The mix of personality and function is central to our naming protocol.

COLOURS

Each experience brand has its own unique colours to help identify it and bring to life its unique personality.



White
Romantic Typography

C0 M0 Y0 K0
R255 G255 B255



Purple
Descriptive Typography

Pantone 2597
C80 M99 Y0 K0
R92 G6 B140



Indigo
Illustration Colour

Pantone 287
C100 M75 Y2 K18
R0 G48 B135



Lilac
Background Colour

Pantone 7661
C47 M60 Y12 K0
R141 G110 B151

ICON

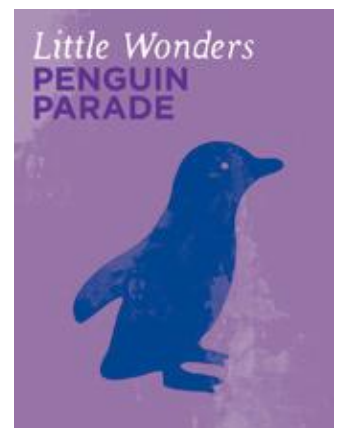
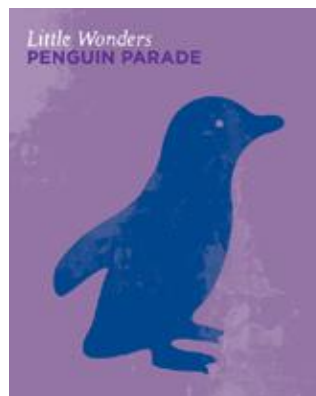
We have chosen a penguin to represent the Penguin Parade.

Penguin Parade brand mark
variations

Little Wonders
**PENGUIN
PARADE**



Little Wonders
**PENGUIN
PARADE**



Above example is best for large applications only, to preserve legibility

Bushland Escape
**KOALA CONSERVATION
RESERVE**

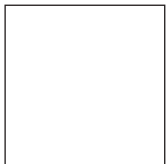


NAMING

There are two parts to the naming convention used for our experience brands. The 'Bushland Escape' part of the name helps build the story and romance of the experience, whilst the 'Koala Conservation Reserve' part is more descriptive. The mix of personality and function is central to our naming protocol.

COLOURS

Each experience brand has its own unique colours to help identify it and bring to life its unique personality.



White

Romantic Typography

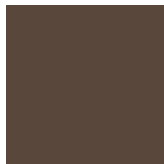
C0 M0 Y0 K0
R255 G255 B255



Dark Magenta

Descriptive Typography

Pantone 7656
C45 M90 Y0 K4
R142 G58 B128



Brown

Illustration Colour

Pantone 7532
C23 M37 Y45 K65
R99 G81 B61



Teal

Background Colour

Pantone 2219
C68 M10 Y30 K3
R92 G163 B179

ILLUSTRATION

We have chosen a koala to represent the Koala Conservation Reserve.



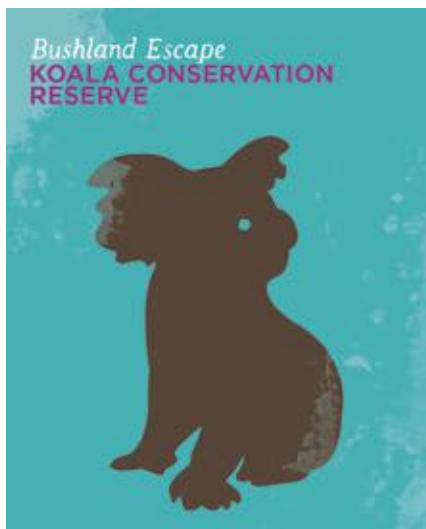
Koala Conservation Reserve brand mark variations

Below example is best for large applications only, to preserve legibility

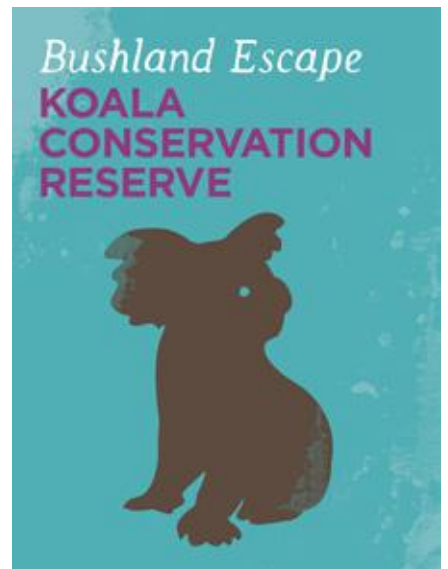
Bushland Escape
**KOALA
CONSERVATION
RESERVE**



Bushland Escape
**KOALA CONSERVATION
RESERVE**



Bushland Escape
**KOALA
CONSERVATION
RESERVE**



Antarctic Journey **NOBBIES OCEAN DISCOVERY**

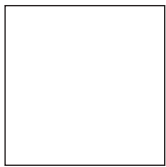


NAMING

There are two parts to the naming convention used for our experience brands. The 'Antarctic Journey' part of the name helps build the story and romance of the experience, whilst the 'Nobbies Ocean Discovery' part is more descriptive. The mix of personality and function is central to our naming protocol.

COLOURS

Each experience brand has its own unique colours to help identify it and bring to life its unique personality.



White

Romantic Typography

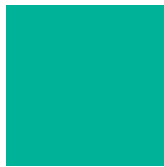
C0 M0 Y0 K0
R255 G255 B255



Lemon

Descriptive Typography

Pantone 379
C13 M0 Y61 K0
R226 G232 B104



Green

Illustration Colour

Pantone 3268
C86 M0 Y53 K0
R0 G171 B142



Blue

Background Colour

Pantone 300
C99 M50 Y0 K0
R0 G94 B184

ILLUSTRATION

We have chosen a wave to represent the Nobbies Ocean Discovery.



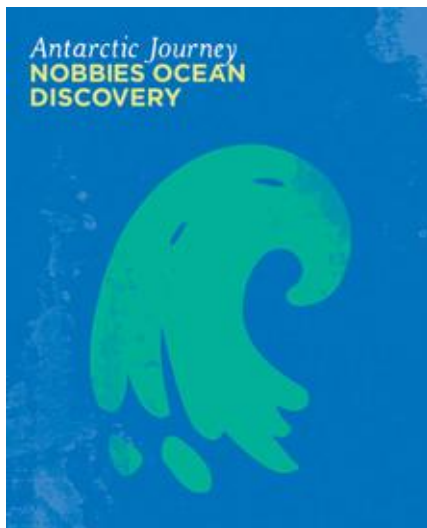
Antarctic Journey brand mark
variations

Below example is best for large applications only, to preserve legibility

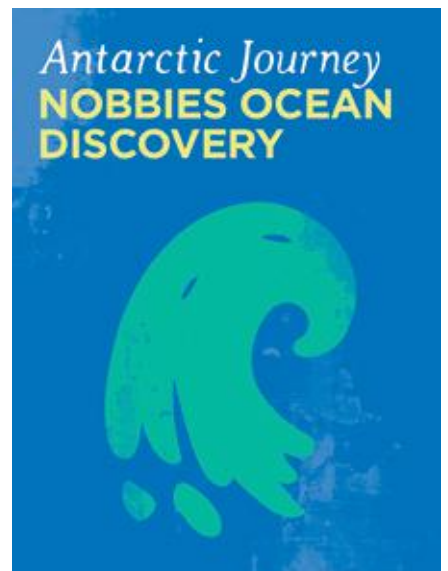
Antarctic Journey
**NOBBIES OCEAN
DISCOVERY**



Antarctic Journey
**NOBBIES OCEAN
DISCOVERY**



Antarctic Journey
**NOBBIES OCEAN
DISCOVERY**



Seal Cruise

SEAL ROCKS



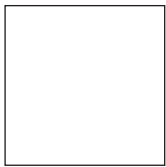
NAMING

Basic descriptive name of what is now a sell on commission product for Wildlife Coast Cruises.

The seals are very much a part of our conservation story and the seal icon is still widely used.

COLOURS

Each experience brand has its own unique colours to help identify it and bring to life its unique personality.



White

Romantic Typography

C0 M0 Y0 K0
R255 G255 B255



Blue

Descriptive Typography

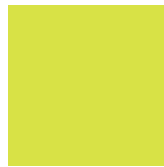
Pantone 300
C99 M50 Y0 K0
R0 G94 B184



Forest

Illustration Colour

Pantone 7722
C89 M0 Y45 K72
R0 G81 B81



Lime Green

Background Colour

Pantone 584
C21 M0 Y89 K0
R210 G215 B85

ILLUSTRATION

We have chosen a fur seal to represent the Seal Cruise.



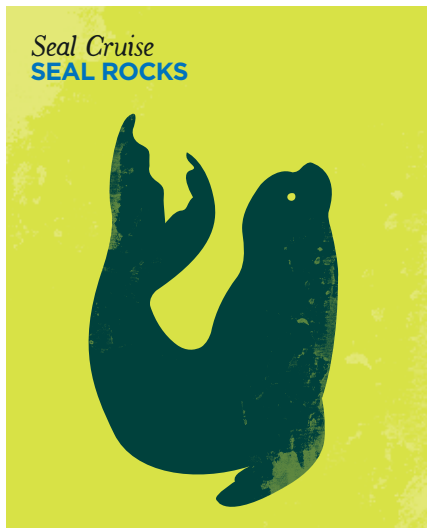
Seal Cruise brand mark variations
(was name Ecoboat Adventures when NP owned the product)

Below example is best for large applications only, to preserve legibility

Seal Cruise
**SEAL
ROCKS**



Seal Cruise
**SEAL
ROCKS**



Seal Cruise
**SEAL
ROCKS**



Time Unwinds
CHURCHILL ISLAND

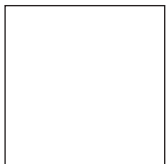


NAMING

There are two parts to the naming convention used for our experience brands. The 'Time Unwinds' part of the name helps build the story and romance of the experience, whilst the 'Churchill Island' part is more descriptive. The mix of personality and function is central to our naming protocol.

COLOURS

Each experience brand has its own unique colours to help identify it and bring to life its unique personality.



White

Romantic Typography

C0 M0 Y0 K0
R255 G255 B255



Teal

Descriptive Typography

Pantone 2219
C68 M10 Y30 K3
R92 G163 B179



Lemon

Illustration Colour

Pantone 379
C13 M0 Y61 K0
R226 G232 B104



Red

Background Colour

Pantone 676
C9 M100 Y14 K33
R150 G0 B81

ILLUSTRATION

We have chosen a Moonah tree to represent Churchill Island.



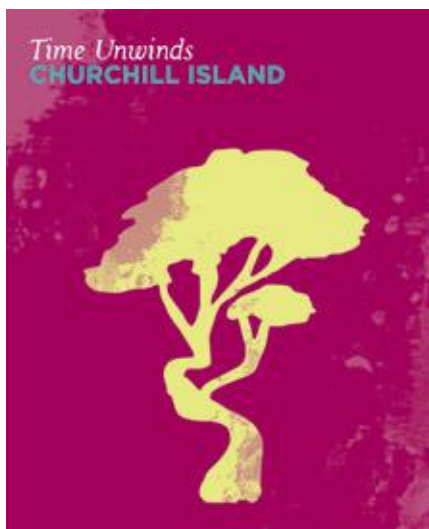
Churchill Island brand mark
variations

Below example is best for large applications only, to preserve legibility

Time Unwinds
CHURCHILL ISLAND



Time Unwinds
CHURCHILL ISLAND



Time Unwinds
CHURCHILL ISLAND



