

# Brand Guidelines

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LITTLE CITY  
VISUAL IDENTITY GUIDELINES

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VERSION 02  
JULY 2024





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# We bring calm to airbnb chaos

[www.littlecitygroup.com.au](http://www.littlecitygroup.com.au)



## HOW TO USE THIS GUIDE



Brand consistency is important for a number of reasons, your brand separates you from your competitors and helps your customers understand who you are and what you do. This guide is a tool to help maintain the consistency of your brand identity. It contains the rules and guidelines for your brand, and how to apply the visual elements as you use your brand across different platforms.



# BRAND VISION

Little City is a Property Management company in Hobart, Tasmania, specialising in the short term airbnb market.

# BRAND GOALS

Little City is an approachable company, who value relationships with service. Their brand identity is welcoming, with a hint of fun, whilst the font suite and color palette maintain a level of sophistication.

# VALUES

BUSINESS SMARTS

INDUSTRY KNOWLEDGE

RESPONSIVENESS

THE EXPERIENCE

SIMPLICITY





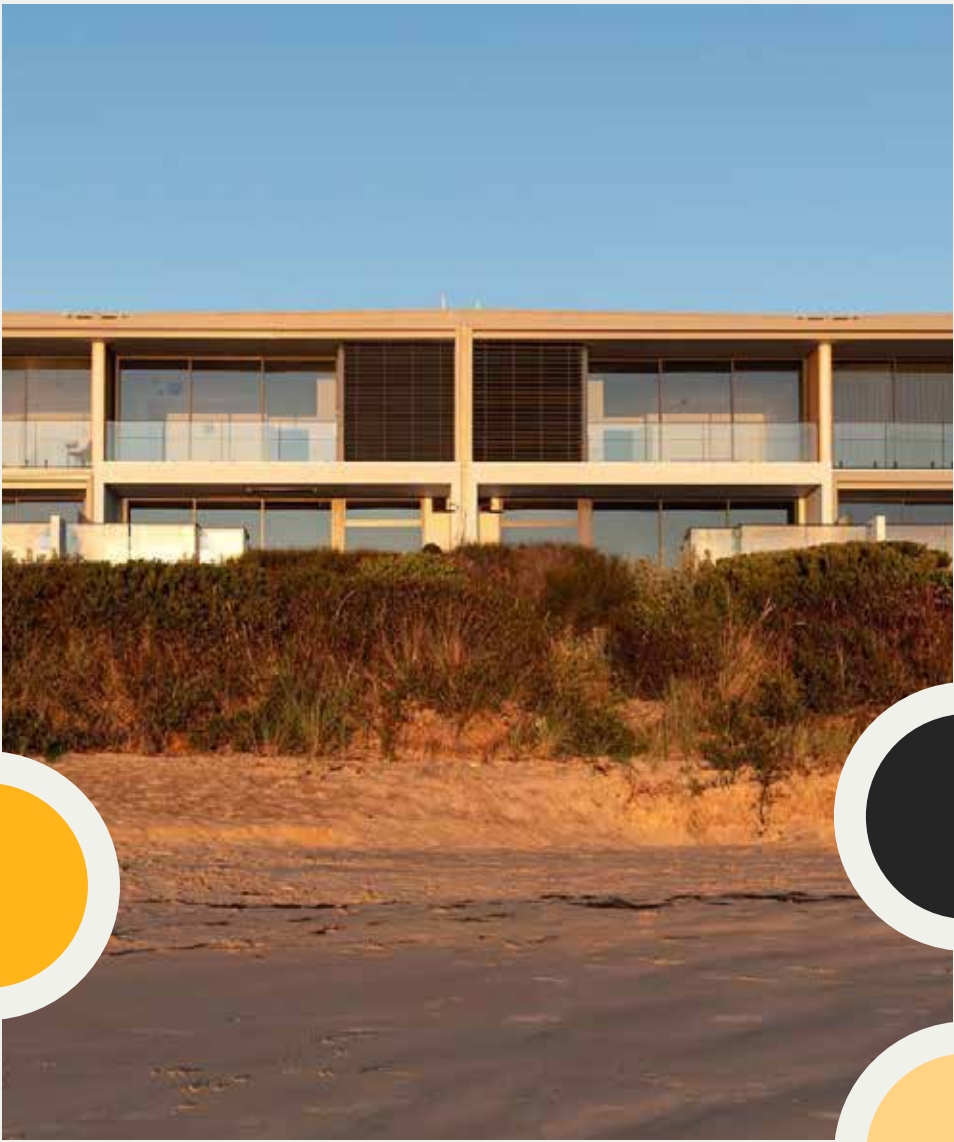
ABOUT THE BRAND

# BRAND TONE

Brand tone is the ‘voice’ you use to convey your brand message to the audience. It’s one element of the identity that helps keep your message consistent.

# PERSONALITY

- NO B.S.
- SWITCHED ON
- CAN-DO
- VIBRANT
- REFRESHING





# 01 Brand Marks



# PRIMARY LOGO

The primary logo is used for most collateral unless there are size or space limitations. The primary logo is supplied in positive and reversed formats and in brand colors.



BRANDMARKS

# COLOR VARIATIONS

Color variations allow the logo to work in different contexts and with different background colors.

- A. Primary Logo – Color 01
- B. Primary Logo – Color 02
- C. Primary Logo – Positive Black
- D. Primary Logo – Reversed White

A

C

B

D

BRANDMARKS



## SECONDARY LOGO

The secondary logo is used when there are space limitations. The secondary logo is supplied in positive and reversed formats and in brand colors.



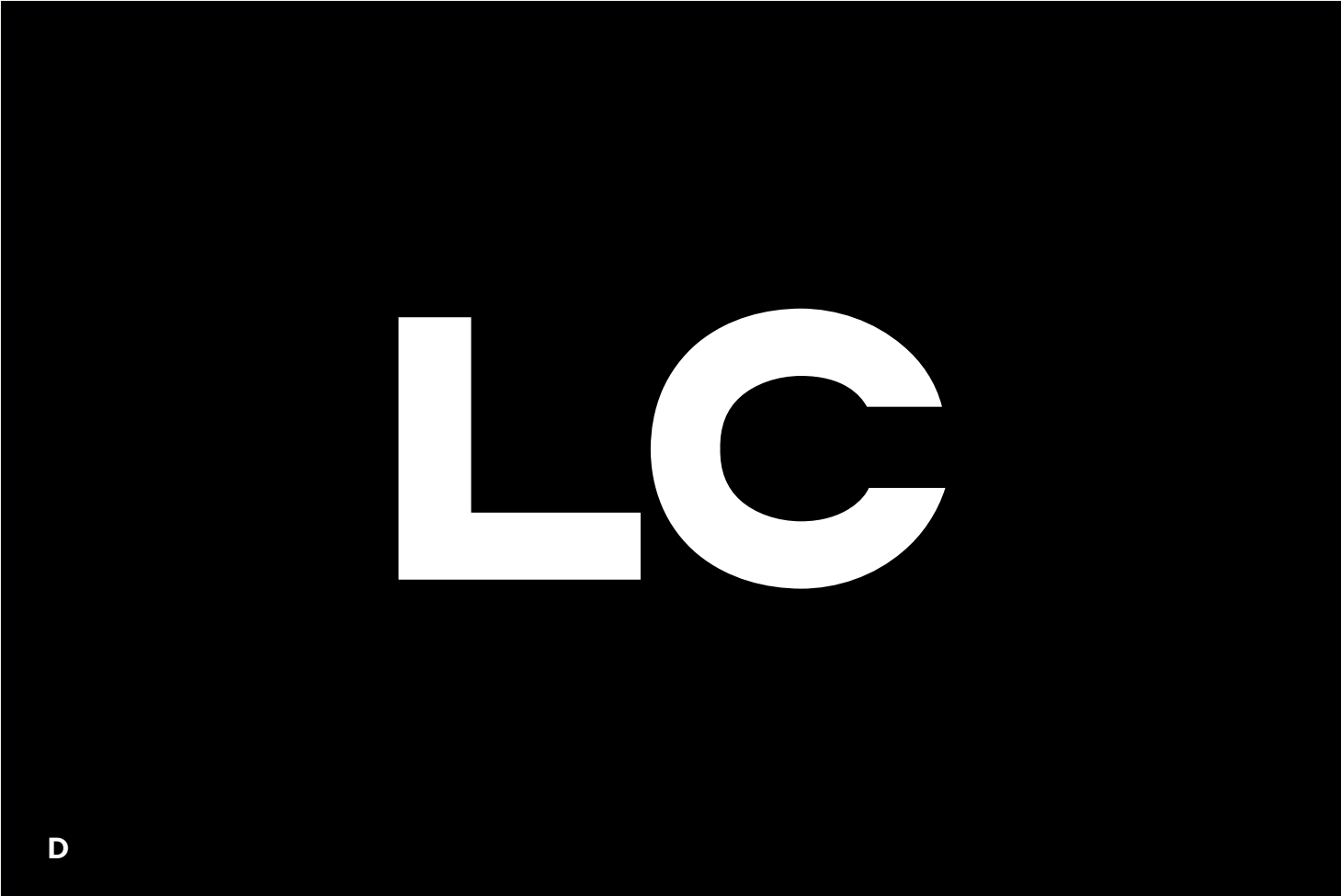
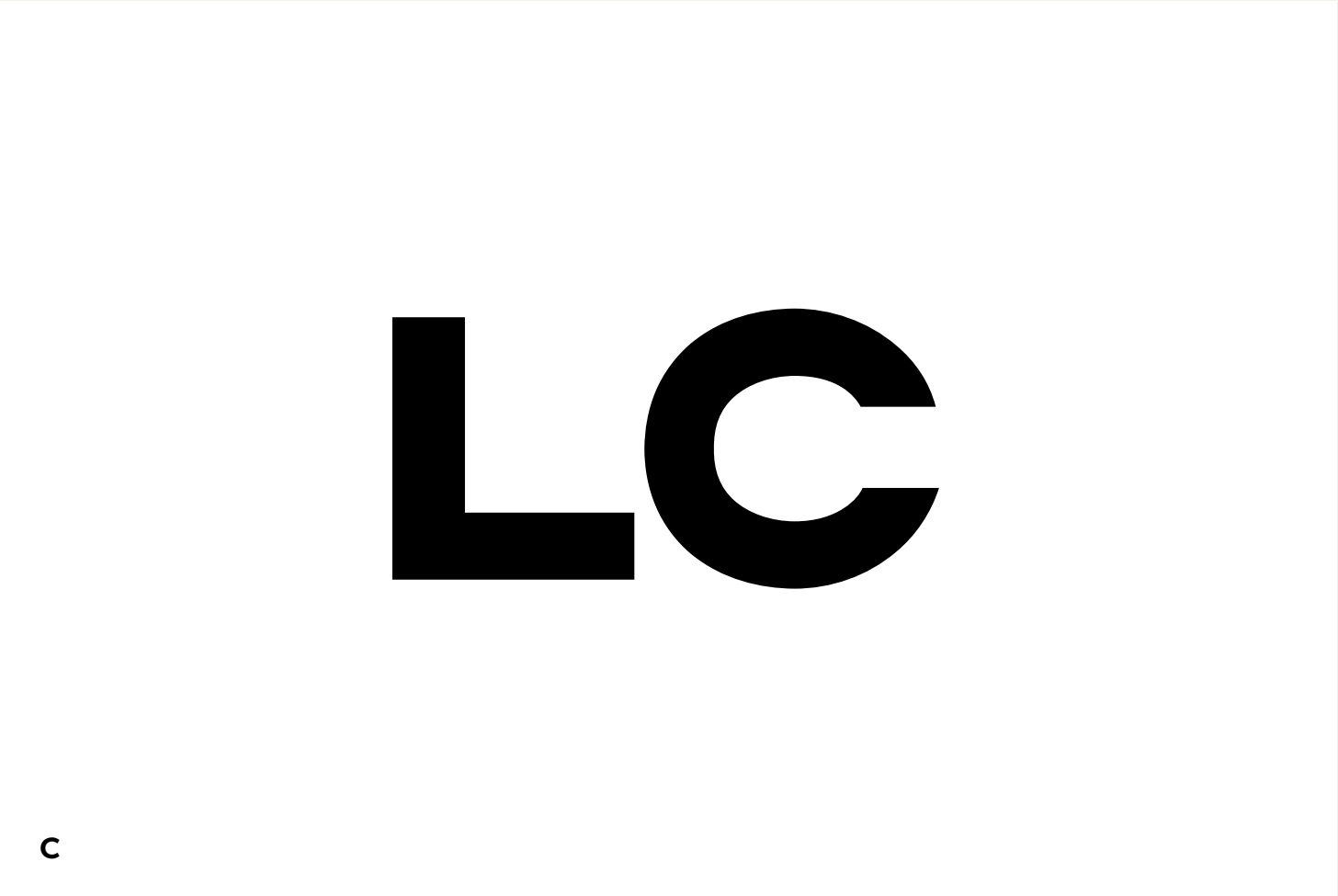


BRANDMARKS

# COLOR VARIATIONS

Color variations allow the logo to work in different contexts and with different background colors.

- A. Secondary Logo – Color 01
- B. Secondary Logo – Color 02
- C. Secondary Logo – Positive Black
- D. Secondary Logo – Reversed White



BRANDMARKS



BRANDMARKS

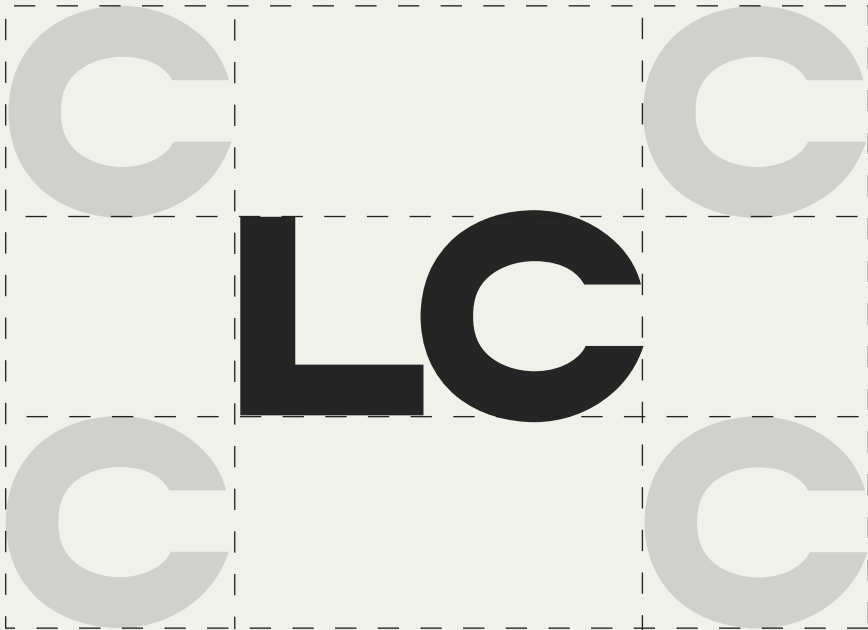
# CLEAR SPACE & SIZING

For best practice preserve the recommended clear space around the logo to maintain legibility. The clear space for the primary logo is equal to the height of the ‘C’ as a square. Clear space for the secondary logo is also equal to the height of the ‘C’ as a square.

DOWNLOAD BRAND MARK FILES



PRIMARY LOGO



SECONDARY LOGO

BRANDMARKS



BRANDMARKS

# INCORRECT USAGE

For best practice do not alter or distort the logos and brandmarks in any way. Any change, large or small, alters the impact and consistency of your brand and logo. Here are some common mistakes to avoid.

✗ Don't alter colors

LITTLE CITY

✗ Don't rotate, tilt or skew

LITTLE CITY

✗ Don't alter spacing within logo

LITTLECITY

✗ Don't add effects e.g. drop shadow

LITTLE CITY

✗ Don't use over distracting background



✗ Don't recreate with different elements

LITTLE CITY

BRANDMARKS



# 02 Color





# COLOR PALETTE

Color is one of the first touch-points of a brand, and to maintain the look and feel a consistent color palette should be used.

## GOLD COAST

CMYK 1 / 31 / 83 / 0  
RGB 252 / 184 / 60  
HEX #FCB845

## MELBOURNE MIDNIGHT

CMYK 72 / 65 / 65 / 70  
RGB 36 / 37 / 36  
HEX #242524

## CRISP LINEN

CMYK 0 / 0 / 0 / 0  
RGB 255 / 255 / 255  
HEX #FFFFFF



COLOR

## SECONDARY COLORS

The secondary color palette gives the brand more flexibility while still maintaining consistency. Use this palette to compliment the primary color palette.

GOLD COAST	MELBOURNE MIDNIGHT
100%	100%
80%	80%
60%	60%
40%	40%
20%	20%

COLOR



# 03 Typography



HEADING  
TYPEFACE

This typeface should be used for headings, and can be used in all digital and print collateral. Do not set to justify, do not adjust tracking. As of the completion date for this version of the guidelines, this typeface is available through Adobe Fonts.

Filson Pro Medium

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyzp

Aa



SUBHEADING  
TYPEFACE

This typeface should be used for subheadings, and can be used in all digital and print collateral. Do not set to justify, do not adjust tracking. As of the completion date for this version of the guidelines, this typeface is available through Adobe Fonts.

FILSON PRO BOLD

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyzp

Ad

BODY COPY  
TYPEFACE

This typeface should be used for body copy, and can be used in all digital and print collateral. Do not set to justify, do not adjust tracking. As of the completion date for this version of the guidelines, this typeface is available through Adobe Fonts.

Filson Pro Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz

Ad



TYPOGRAPHY

# TYPOGRAPHIC HIERARCHY

Use the recommended hierarchy for consistency and best practice legibility. Give the text and elements plenty of evenly spaced room between for a lighter layout feel. Use columns for text displayed on pages a5 and larger, using a 5mm gutter. Color can be incorporated based on collateral.

DOWNLOAD FONT SUITE

## Your Heading Goes Here

Intro lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud velit esse cillum dolore eu fugiat nulla pariatur.

**Lorem ipsum dolor sit amet.**  
Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad veniam.  
  
Quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et

dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip eUcid qui con nesequi busapit offici occusandit aut eos mosant.On nos es volo ium res esequamet es ad quis ipsus evelit abo. Omnihic ipictio rerovidenem et pro to cum ipici culleni enihita dolorem. Hent entem quo et et rera aut lam doluptata ad mos et.  
  
**Nonestr umquam adi cus.**  
Enihiliquae pra simpure cullendae est lab is iducil maximpo ribero maximol oreperovidit est, cuscid quae ommodi maximpo ribero maximol.

**“LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, DOLOR FUGIAT NULLA PARIATUR.”**

### HEADING

Sentence case  
Medium 30pt  
36pt leading  
No tracking

### INTRO COPY

Sentence case  
Regular 12pt  
17pt leading  
No tracking

### BODY COPY

Sentence case  
Regular 10pt  
14pt leading  
No tracking

### IN-TEXT HEADING

Sentence case  
Bold 10pt  
14pt leading  
No tracking

### PULL QUOTE

Uppercase  
Bold 15pt  
22pt leading  
No tracking

TYPOGRAPHY

# 04 Imagery





# PHOTOGRAPHY

The photography you use should adhere to the following recommendations to keep your brand looking consistent:

- Do**
- Focus on interior design
  - Have a warmer tone
  - Show off property as a whole

- Don't**
- Focus on people
  - Have a cooler tone
  - Include macro shots





# 05 Brand Applications





PRINT

Your branded prints should aim to tie in with the following examples and mock ups.

Do

- Print in CMYK or Pantone
- Test print for color consistency

Don't

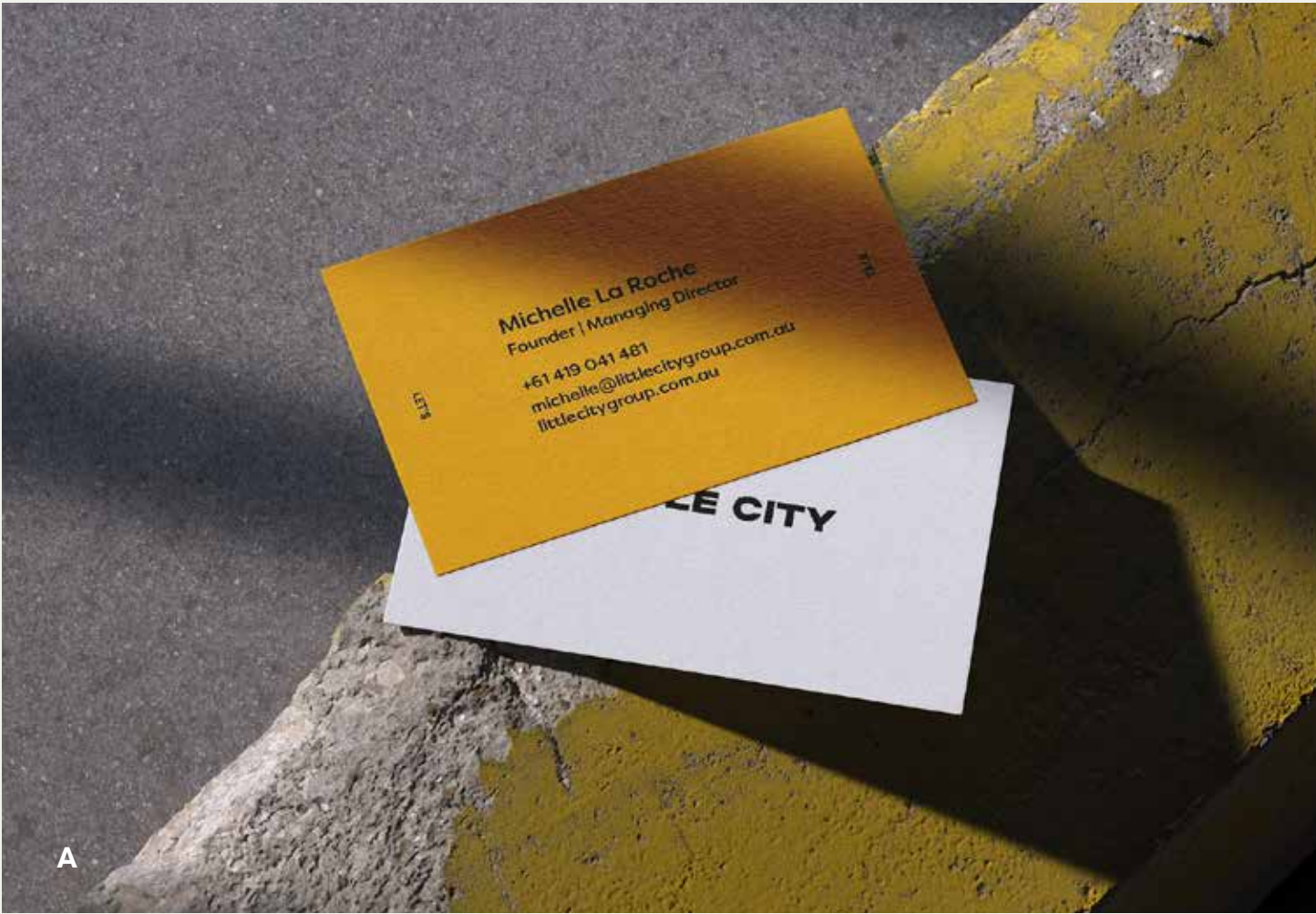
- Print from a RGB document
- Print from a low resolution document





PRINT

- A. Printed collateral (previous page)
- B. Printed collateral
- C. Printed collateral
- D. Printed collateral





# STATIONERY

- A. Business Card - Thick textural uncoated stock  
Similar to Conqueror (350GSM+)
- B. A4 Letterhead

Not to scale



A



B

# DIGITAL

Your digital collateral should aim to tie in with the following examples and mock-ups. Note that variations of the logos are used in different formats to optimise the size and legibility.

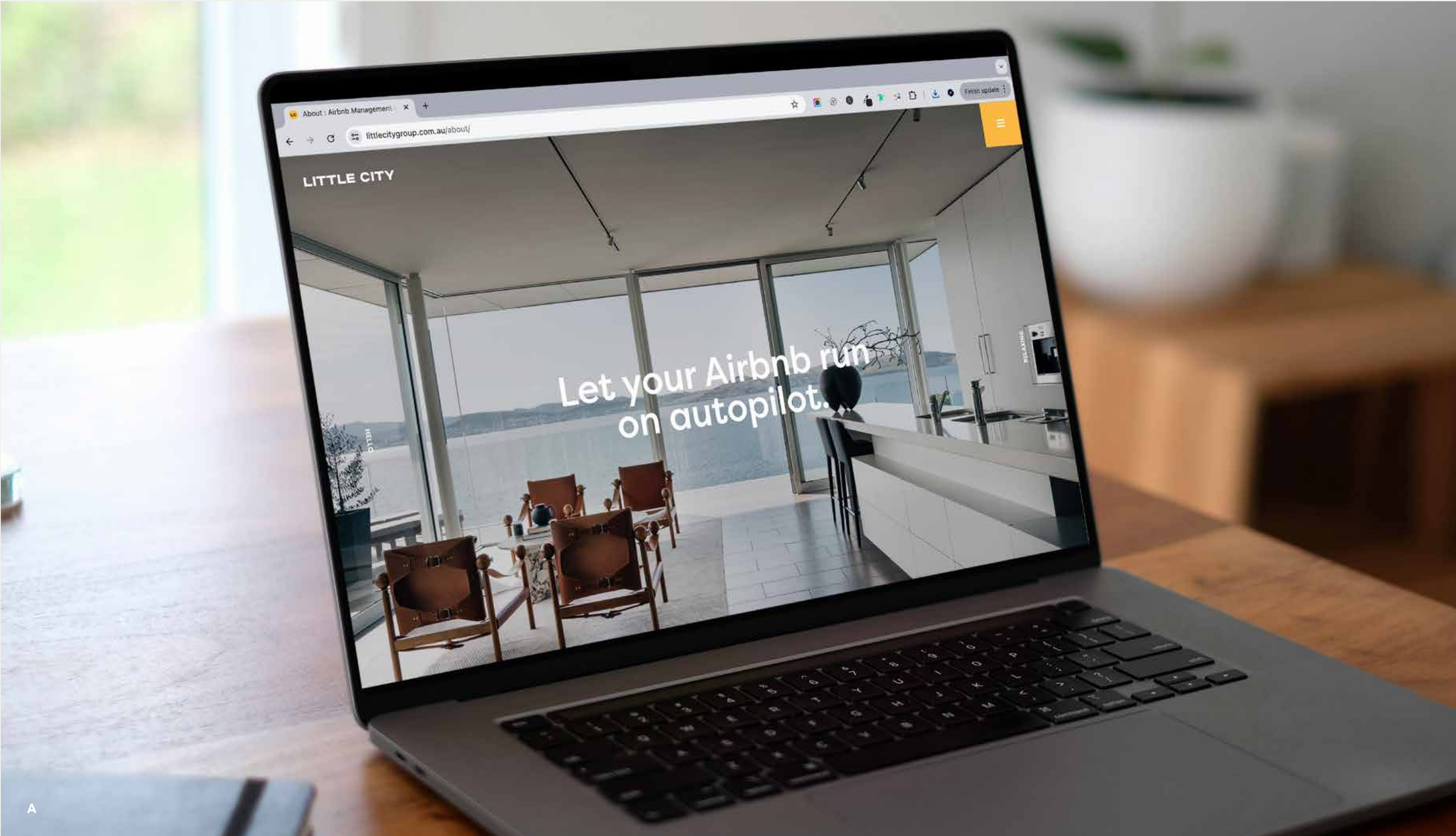
## A. Digital collateral

### Do

- Use collateral in RGB
- Optimise size for web
- Include alt tags where possible

### Don't

- Use collateral in CMYK
- Use collateral at print resolution for web

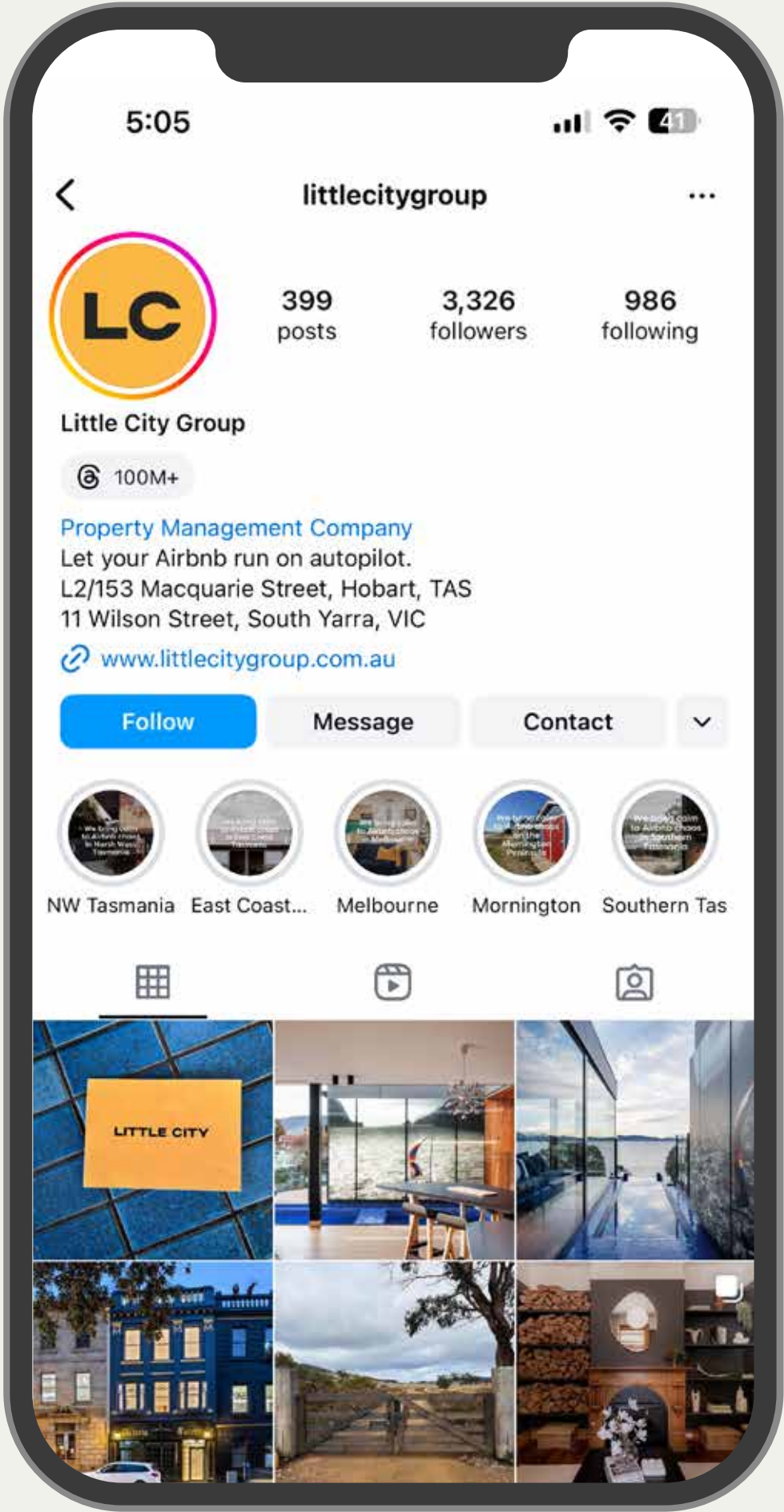




BRAND APPLICATIONS

DIGITAL

- A. Instagram feed example
- B. Instagram post examples



A



B

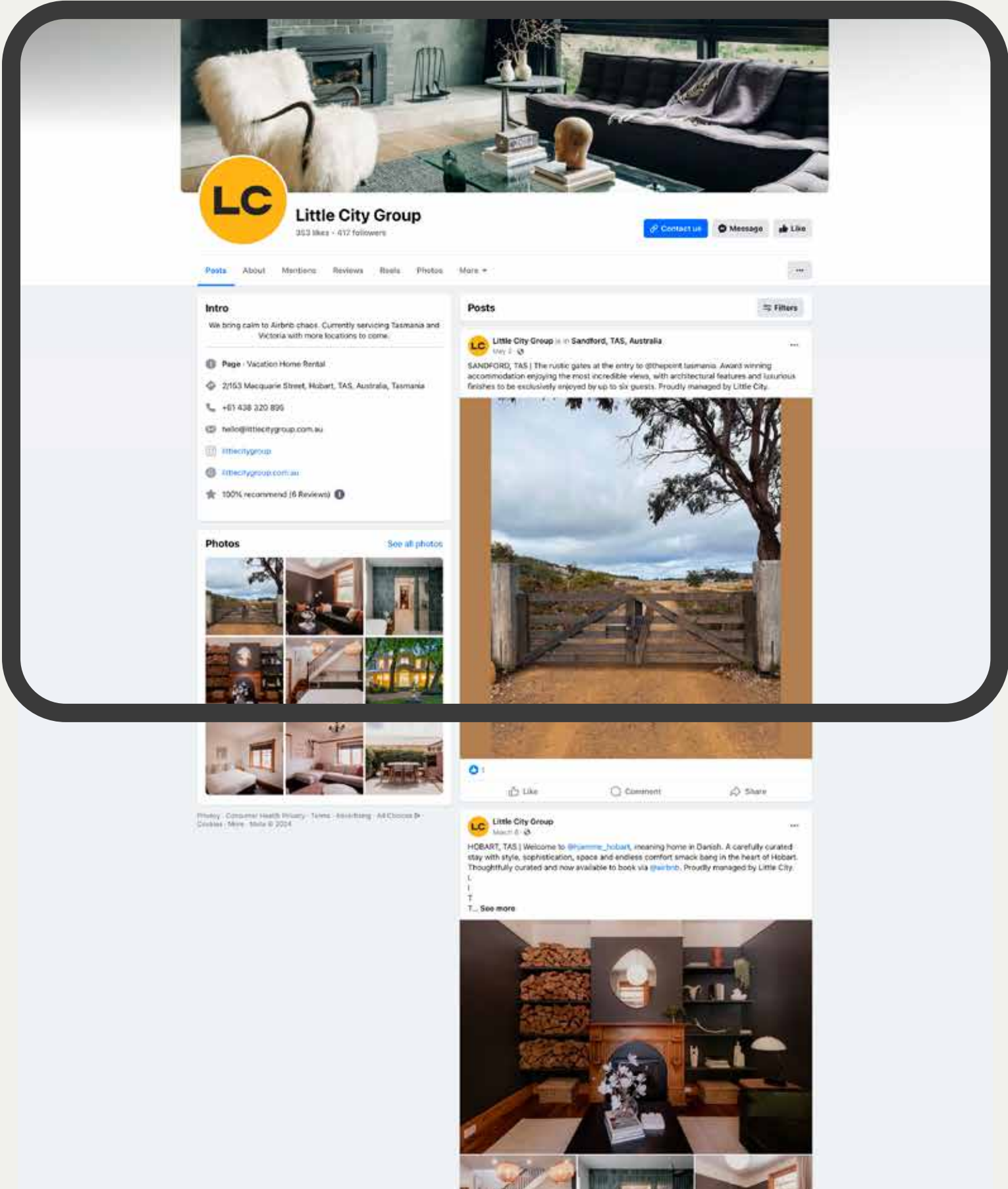


BRAND APPLICATIONS

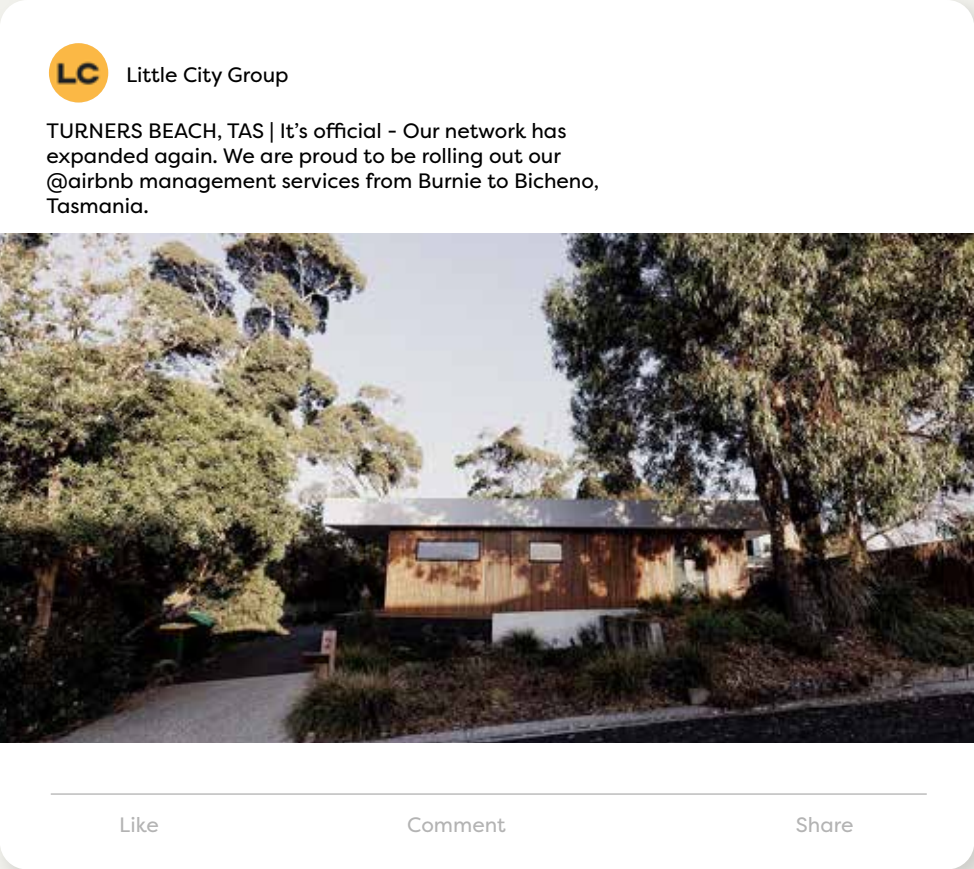
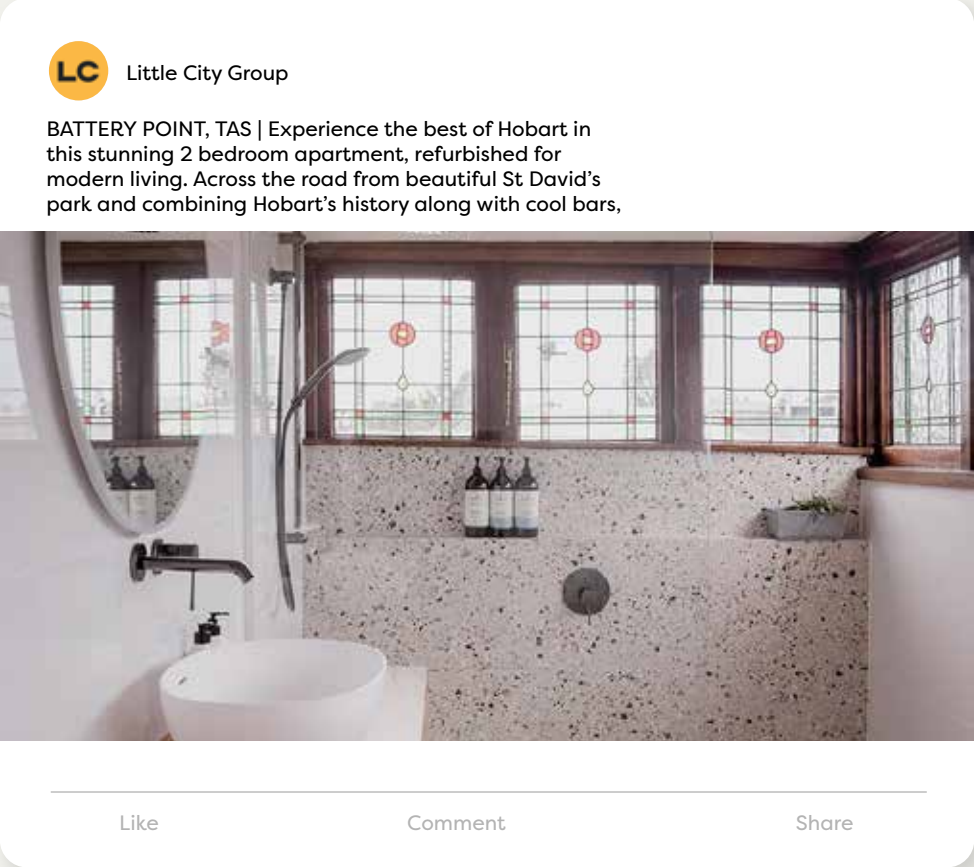


DIGITAL

- A. Facebook page example
- B. Facebook post examples



A



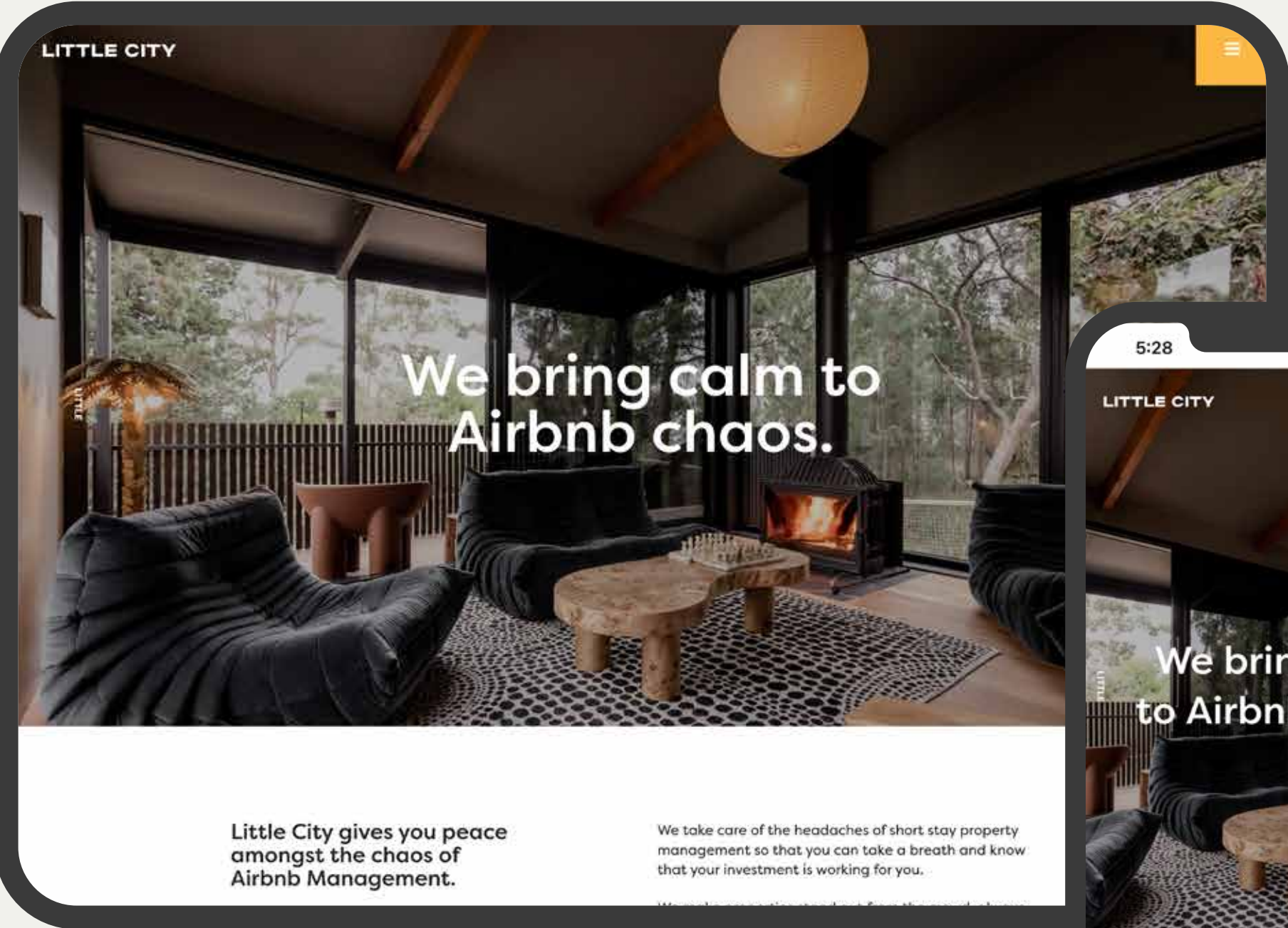
B



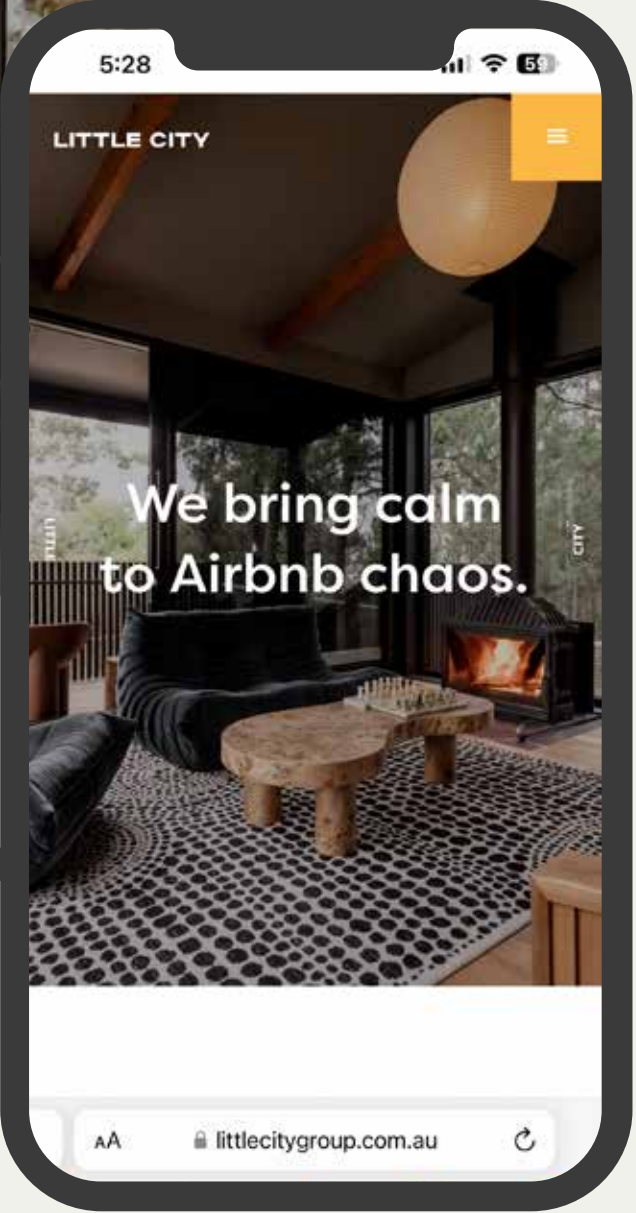
BRAND APPLICATIONS

DIGITAL

- A. Website homepage on desktop
- B. Website homepage on mobile



A



B

BRAND APPLICATIONS

## THANK YOU.

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To ensure maximum benefit from the use of Little City's style, please adhere to the branding guidelines presented in this style guide.

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MICHELLE LA ROCHE  
0419 041 481  
[michelle@littlecitygroup.com.au](mailto:michelle@littlecitygroup.com.au)  
[www.littlecitygroup.com.au](http://www.littlecitygroup.com.au)

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GUIDELINES PREPARED  
BY MNDZ CREATIVE

