

Logo Usage Guidelines

The Southern Gulf Islands Tourism Partnership (SGITP) logo family is made up of a parent brand, and five sub-brands, each representing an individual island within our region. Logos are only available to promote the Southern Gulf Islands as a destination for visitation with prior written consent from SGITP. Logos may be used in approved consumer print and digital marketing materials, such as brochures, landing pages, digital ads, etc. No use of the logos for non-consumer activities, such as business plans, reports, etc. is permitted.

THE LOGOS

Our family of wordmarks takes their inspiration from vintage wood type. A reference to this handmade method of printing, the logos use two sizes of letterforms in a customized assembly that brings to mind the resourcefulness and creativity of the original inhabitants of this area and the settlers that joined them. The individual island logos have been intentionally designed to work collectively. Each is distinctive and unique, but is readily recognizable as part of the Southern Gulf Islands brand.

PARENT SGI BRAND

SOUTHERN GULF ISLANDS

INDIVIDUAL ISLAND BRANDS

SALT ISLAND SPRING

SAT ISLAND URNA

PEN ISLAND DER

MAY ISLAND NE

GALI ISLAND ANO

COLOUR VARIATIONS

There are three colour variations to choose from. Please do not alter the configuration of these graphic treatments. The colour choice should be made based on the surrounding website imagery and content in the area it is positioned. If using the logo on a coloured background or photograph, ensure the contrast and legibility are maintained in both the icon and the word mark.

- Fathom: This is the primary and preferred version of our logo. Where possible, our logo should be positioned on a white background
- Black: Use this logo in situations where it will sit on light backgrounds.
- White: Use this logo in situations where it will sit on dark backgrounds.



PROTECTIVE SPACE

Keeping the logos uncluttered and isolated from other graphic elements is key in preserving clarity and visual impact. A minimum amount of protective space should always surround the logos. The minimum protective space around the logo should be “x”, where “x” is equal to the height of the small letterform cap height within the logo icon. When placing the logo near margins, text or other graphic elements, ensure this safe area is maintained.



SUGGESTED PLACEMENT

The logos are best suited to placement along either the top or bottom edge of printed collateral or housed within the header or footer of a website. For digital use, please consider the position of the logo on all devices (desktop, tablet and mobile). Please ensure the logo is not cropped out of view if the website doesn't scale in size for viewing on smaller devices. Given the space constrictions associated with mobile, it is suggested the logo is positioned as close to the centre of the site or incorporated into the footer. Finally, please be sure to allow for some clear space around the logos. The parent logo should click through to the URL:

<https://southerngulfislands.com/>

INFORMING OF USE

Please remember to email SGITP to confirm appropriate usage of the logos. By using the logos, please be aware that you are agreeing to the legal requirements detailed in the Logo License Agreement.