



COLOURS

CORPORATE COLOURS

These colours are based on the coated material versions of Pantone (PMS) colours. When printing on non-coated material these colours should be matched as closely as possible.

PMS 287 C

C100 M87 Y20 K10

R36 G83 B151

HEX 203D7C

PMS 185 C

C0 M100 Y92 K0

R233 G31 B46

HEX E91F2E

PMS Cyan

C100 M0 Y0 K0

R0 G174 B239

HEX 00AEEF

PMS 137 C

C0 M42 Y100 K0

R250 G162 B27

HEX FAA21B

TYPEFACES

Corporate Font

The corporate typeface is Helvetica Neue. This should be used for all corporate communications and as body copy for marketing material.

Helvetica Neue – Light
Helvetica Neue – Light Italic

Helvetica Neue – Roman
Helvetica Neue – Roman Italic

Helvetica Neue – Medium

Helvetica Neue – Bold

Helvetica Neue - Light Condensed

Supporting Font

Barmeno is used as headlines for marketing collateral.

Barmeno - Regular

Barmeno - Medium

Barmeno - Bold

Barmeno - Italic

Barmeno - Medium Italic

Barmeno Italic is used for 'naming' on vessels.

Substitute Type

Arial can be used on internal documents for third party distribution or when Helvetica Neue is unavailable.

Arial – Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TUVWXYZ123456789

Arial – Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TUVWXYZ 123456789

LOGOS : Captain Cook Cruises / NSW / WA

CCC_logo

This is the preferred corporate logo format.



bySeaLink

This logo is primarily for use on vessel signage.



LOGO VERSIONS

Files are available in these file options:

CMYK eps : for printed material
SPOT eps : for vessels, spot colour signage and spot printing
RGB jpg : for online, digital presentations and low resolution printing
RGB png : as jpg with transparent backgrounds

Note:

not all files are available in all formats based on intended use.

CCC_reverse

The reverse option can be used over photos or background colours where there is enough contrast for red flag to appear.



CCC_white

The white option can be used over photos and background colours where the red flag won't show up.



CCC_black

The black options can be used where this is only black or single colour printing available.



CCC_blackblock



CCC_blueblock

This version can be used where the corporate blue background is required.



The wide logo versions are primarily for use on vessel signage where vertical space is limited.

CCC_widelogo



CCC_reverse_widelogo



CCC_wide_type



CCC_flag_left



CCC_flag_right



When used, the flags must be visually linked with the logo.
Use left for vessel side moving left, and right on right side.
See vessel designs for clarification.

Logos : Captain Cook Cruises with tagline : Discover more!

CCC_withtagline

The logo can be used with or without the tagline.



CCC_reverse_bluetagline

The reverse option can be used over photos or background colours where there is enough contrast for red flag and blue tagline to appear.



CCC_reverse_whitetagline

This option with the white tagline is ideal for use over photos or colours with low contrast where the blue tagline doesn't show up.



DiscoverMore

When not used with the logo lock-up, the tagline must be visually linked with the logo.

Discover more!