



# TOUR DE CURE

Curing Cancer  
Changing Lives

**BRAND GUIDELINES**

# ABOUT

Welcome to the Tour de Cure brand guidelines.

These guidelines will help you navigate the right way to represent the Tour de Cure brand.

We want to ensure all comms relating to the brand are consistent, clear and unmistakably from Tour de Cure. Being consistent with how our brand is communicated multiplies the power of our communications and gives a clear view of who we are.

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## BRAND STORY

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Tour de Cure is in a category that more often than not tackles cancer in silos (breast, brain etc) or in small steps. Other cancer charities focus on the sadness of now not what could be, leading us to a time where we have somewhat lost hope that a cure to cancer is actually possible.

Tour de Cure entered as the rebels of the category. We were born to liberate the category and tackle cancer head on, every single part of it. To not shy away from the enormity of the task. To change the conversation from if to when and ultimately bring people on the journey to curing cancer.

When Tour de Cure started out, people thought we were crazy. From the ways we raised money to the funding goals we set, to having north star as curing cancer for all. But it is this blue sky thinking and relentless attitude to throw big energy at the problem constantly, that has enabled us to raise 75 million dollars.

### ROLE OF TOUR DE CURE

To liberate the restricted world of cancer

### OUR ESSENCE

Energised ambition

### FORMULA

Ambition + Energy  
= Endless possibility

## BRAND PERSONALITY

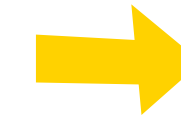
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Our brand personality is a collection of emotional, intellectual, and behavioural patterns unique to our brand.

The four brand personality traits that help inform our brand tone of voice (TOV) are:

### Emotional

(A trait that is emotionally desirable)



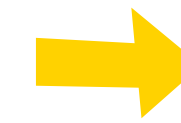
#### SUPPORTIVE

We don't just say we care with words. We show understanding through our actions, deploying the most potent form of help: kindness. Above all, we empathise but never patronise.

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### Rational

(A trait that is rationally desirable)



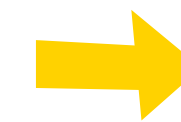
#### TRUSTWORTHY

Cancer is never predictable. So it's a good thing we are. We're genuine, and you can trust that we'll always do what we say. We put people first to create real relationships that have the potential for real world results.

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### Active

(A trait that describes how we take action)



#### RELENTLESS

With untiring energy and commitment we make the seemingly impossible, possible. We go the extra mile (usually hundreds) to do what's right, not what's easy.

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### Interactive

(A trait that describes how we interact with others)



#### DOWN-TO-EARTH

There is no ego or sugar-coating with us. We tell it like it is. But with a caring smile that you can hear in our voice. We do everything with warm-hearted honesty. And we never let bureaucracy stand in the way of humanity.

---

# TONE OF VOICE

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## OUR WAY WITH WORDS

Interestingly, the way we say things often matters far more than what we say. And this is truer than ever when it comes to talking about cancer.

We've developed the Tour de Cure 'Way with Words' to help maintain consistency when we communicate on every level, every day. It covers how to write with our unique sense of empathy, positivity and possibility. Instilling trust and confidence and making all our riders, volunteers, donors, partners and fundraisers feel supported, valued and inspired.

You'll find some pointers on how we do – and don't – write. And techniques and tips to make it happen.

This guide will help you see our brand as a person with values and a distinct personality. Use it to bring our voice to life.

# tone of voice

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The Tour de Cure  
'Way with Words'.  
Our tone is:

## SUPPORTIVE, POSITIVE AND PASSIONATE

**We empathise, but never patronise.**

Our energy and ambition are infectious. We're positive and empowering, choosing to focus on prevention, not the illness. We show understanding but we're never condescending.

We use words like: **ambition, energy, possibility, united, together, understanding.**

## KNOWLEDGEABLE + TRUSTED

**We speak with confidence,  
not arrogance.**

Certainty is scarce when it comes to cancer. That's why we draw on our combined expertise to help build a sense of confidence.

We use words like: **doctors, scientists, research, study, closer, cure.**

## PIONEERING + COMMITTED

**We're bold, daring and unwavering.**

We're always searching for new ways to get a step (or a hard-pedalled mile) ahead of this disease. We won't stop until cancer does.

We use words like: **imagine, future, advance, towards, committed, groundbreaking.**

## WARM, RELATABLE AND STRAIGHT-UP

**We humanise but never trivialise.**

We understand that it sucks to be sick. And being straight about it, makes it easier. Maintaining a sense of humour in the face of cancer can be the greatest medicine. While at times we may bring welcome relief and levity to a serious topic, we never make light of it.

We use words/expressions like: **heart, tackle, head-on.**

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# HOW WE TALK ABOUT CANCER

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## SHOWING CARE WHEN WRITING ABOUT CANCER.

It's important we demonstrate our understanding of those living with the disease everytime we communicate. That doesn't mean imposing on people affected by cancer to use this guide – it's intended to help people writing about other's experiences to do so sensitively.

Being diagnosed is confronting. Our role is to ensure any surrounding language isn't. We can do this by avoiding certain terms which can create stigma, and encourage our partners and stakeholders to do the same.

## 'CANCER PATIENTS' VS 'PEOPLE WITH CANCER'

A cancer diagnosis does not automatically mean a 'person' is a 'patient'. Many people with cancer are living productive lives, while having occasional treatment. The term 'cancer patient' is only appropriate in relation to treatment that they are currently undergoing. Otherwise, use 'people/person with cancer'.

## AVOID BATTLE LANGUAGE

It's common to hear the words 'fight' or 'battle' when talking about cancer. However, when we speak to those living with the disease, this language is felt to be misleading and insensitive. Cancer is something people live with, manage, experience and of course, it claims lives. As a general rule, avoid this language. Instead, use:

- a person's cancer diagnosis
- a person's cancer experience
- a person's cancer journey (however, use with caution—some people find the use of 'journey' to be inappropriate. It is always best to check with the person/people you are writing about)

- a person's current treatment
- that a person has died from a certain cancer.

It's important to note that everyone's experience with cancer is individual. Some people may indeed prefer to describe their experience as a 'battle' or a 'fight'. And that's their language to use – but we won't describe it that way on our own accord. These guidelines are not intended to tell people affected by cancer how to speak about their own experience. They're for us to ensure we speak sensitively.



# HOW WE TALK ABOUT CANCER

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## CANCER VS CANCERS

Each of these diseases or cancers is unique in terms of cause, presentation, incidence rates, treatment and outcomes. Some cancers take the form of chronic diseases, which people live with and get ongoing treatment for, rather than something they die from. There are other cancers that continue to have higher mortality rates.

It is recommended that 'cancer' be used as a general term for issues that relate to all cancers. For example:

- Cancer begins from an abnormal cell.
- Funding for cancer research has been increasing in Australia.

The plural 'cancers' should be used when referring to a number of various diseases. For example:

- Some cancers can be detected through a screening program.
- Many cancers have better outcomes if detected early.

## SOME SUGGESTIONS

### DON'T USE

- ✗ Patients (unless you're talking about a hospital or clinical situation)
- ✗ Cancer victims
- ✗ Cancer sufferers
- ✗ People battling cancer; died following a long battle with cancer
- ✗ People struggling with cancer; died following a long struggle with cancer
- ✗ 'All clear' (as each cancer is different and each person's recovery time will vary, it is best to avoid this phrase)

### TRY USING TERMS SUCH AS

- ✓ People with cancer
- ✓ People living with cancer
- ✓ People affected by cancer
- ✓ People living with and after cancer
- ✓ People living with and beyond cancer
- ✓ People getting on with life despite cancer
- ✓ People with a cancer experience
- ✓ People whose lives have been changed by cancer
- ✓ People whose lives have been touched by cancer
- ✓ Carers/people who look after someone with cancer

## SUPPORT CREW/VOLUNTEERS

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Our core audience includes riders, volunteers, fundraisers, donors, corporate partners, grant recipients and media.

### GRANT RECIPIENTS

Our grant recipients are spread diversely across research, support and prevention. In particular, we fund researchers across cancers, providing much needed grants for the full range of cancers. Researchers and institutions receiving grants range from large to single lab, to university based research. Individuals and teams are often working hard to progress their research, and our support and encouragement is well received.

### RIDERS

Our riders are generally aged between 34-55 y.o. and work in professional white collar roles. Through their jobs they have a wider corporate network and are quite successful. They're family oriented and proud to be involved with Tour de Cure. They are time poor, so one of their biggest challenges when signing up for a ride is finding the time to prepare and get fit as it takes away from their work and family commitments.

### CORPORATE PARTNERS

Our relationship with corporate partners usually starts with a Senior Manager who rides with Tour de Cure. We look for partners whose values align to ours. Once that relationship is established, other employees from the corporate partner also find they have a desire to participate and support Tour de Cure. There is high staff and community engagement. One barrier that can sometimes arise is when cancer might not be an accepted cause for corporate citizenship.

### SUPPORT CREW

Our crews are well connected in the community and tend to be female skewed. They're hard working, flexible to our needs/timings and can take on 10+ days of support work. Their drive to support the cause usually comes from a personal experience with the ride or cancer, and they appreciate that Tour de Cure gives them a platform to share their stories.

### BROADER COMMUNITY AND OTHER PARTICIPANTS ('EVERYONE ELSE')

Members of this group are either part of the local community where a Tour de Cure ride has taken place or work in a community where Tour de Cure is connected. They're passionate and create momentum for the cause, actively recruiting other participants to help support. Often looking at an older group, 45+ y.o. who are also likely to have people in their lives who are effected by cancer.

# **BRANDED IDENTITY**

## PRIMARY LOGO (TAGLINE)

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The Tour de Cure logo is the most important element in our visual identity. With careful and consistent application, the logo will remain a powerful asset for the brand.

The logo consists of 2 elements:

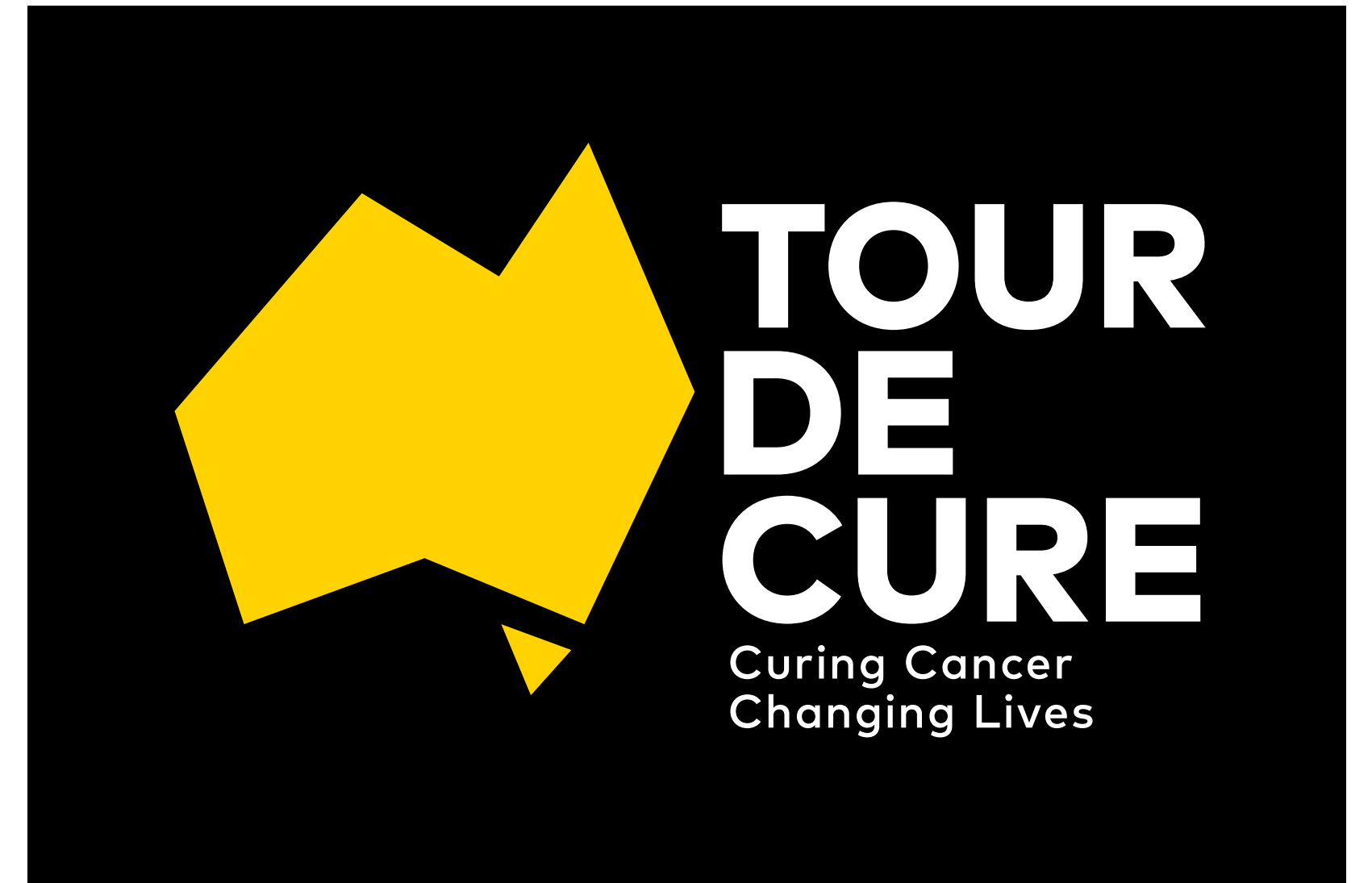
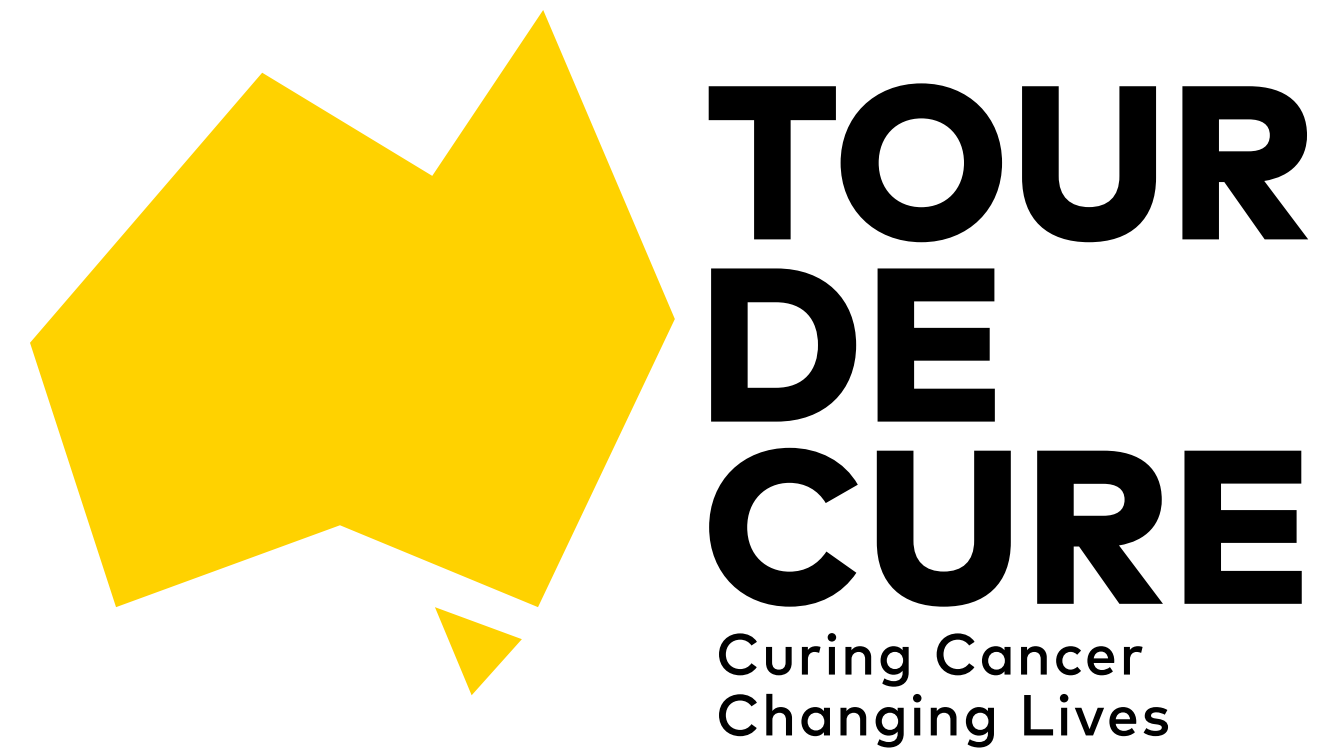
- the stylised 'Australia' landmark
- the logotype

This combination of elements is fixed and should not be altered in any way.

The tagline logo lockup should be used as preference across all collateral.

Our tagline positions our brand to clearly and succinctly explain what we're all about.

This is available as a logo lockup to ensure the proportions are consistently applied.



## SECONDARY LOGO (NO TAGLINE)

---

The Tour de Cure logo is the most important element in our visual identity. With careful and consistent application, the logo will remain a powerful asset for the brand.

The logo consists of 2 elements:

- the stylised 'Australia' landmark
- the logotype

This combination of elements is fixed and should not be altered in any way.

This version of the logo (No tagline) should only be used in instances where the tagline logo can not be used for space or legibility reasons.

**NOTE:** There is also an animated logo available, please contact your marketing team for access.



## HORIZONTAL LOGO (TAGLINE)

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For applications where the primary logo is too small to be legible (less than 30mm tall in print), we have a horizontal logo to ensure our branding is always clearly reproduced.

The horizontal logo is only to be used for special case uses such as small merchandise. (e.g. fundraising pens), or any instances where the hero logo would be less than 30mm (for print).

The tagline logo lockup should be used as preference across all collateral.



## HORIZONTAL LOGO (NO TAGLINE)

---

For applications where the primary logo is too small to be legible (less than 30mm tall in print), we have a horizontal logo to ensure our branding is always clearly reproduced.

The horizontal logo is only to be used for special case uses such as small merchandise. (e.g. fundraising pens), or any instances where the hero logo would be less than 30mm (for print).

This version of the horizontal logo (No tagline) should only be used in instances where the tagline logo can not be used for space or legibility reasons.

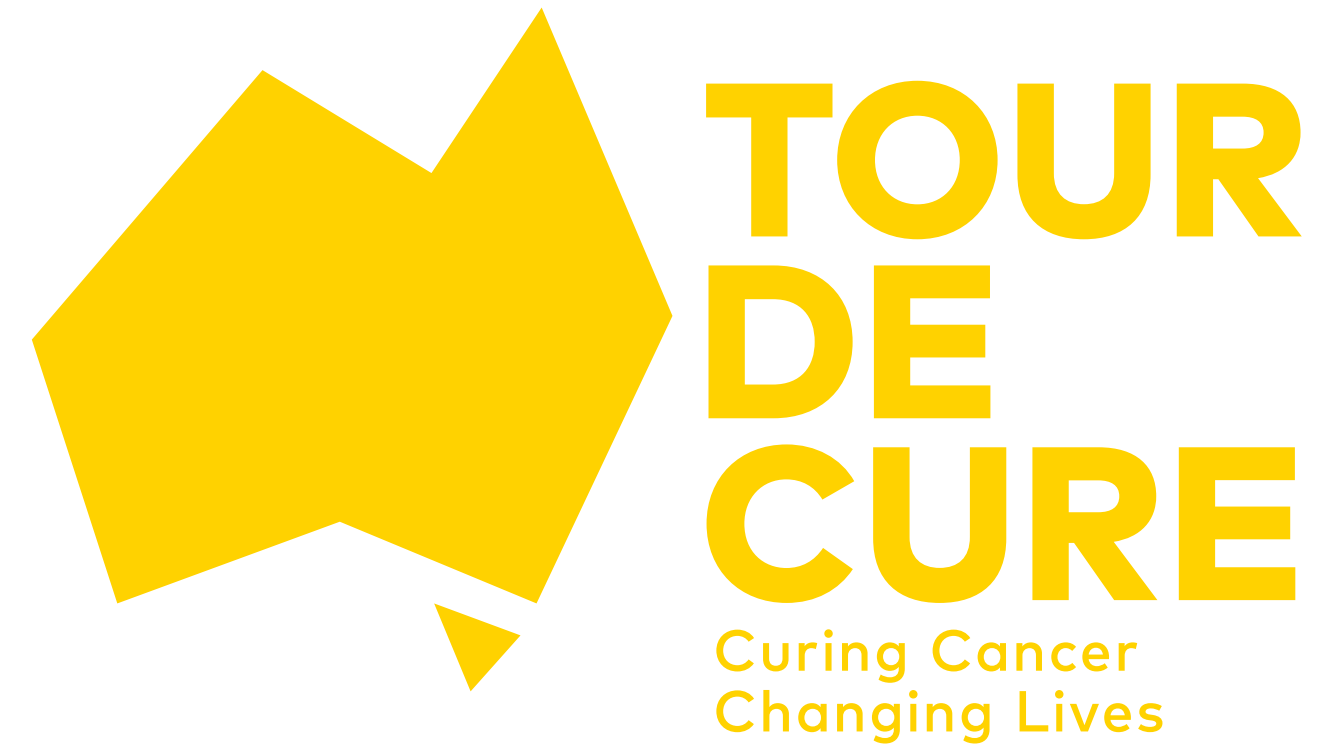


## SINGLE COLOUR LOGO (TAGLINE)

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The single colour logos with tagline should only be used when the other full-colour logo variants can not be used. This may be due to legibility or when placing the logo onto one of our Tour de Cure supporting colours (see page 32 for an example).

The tagline version of this logo should only be used in yellow. If another colour is needed please use one of the no tagline logo variants on the next page.





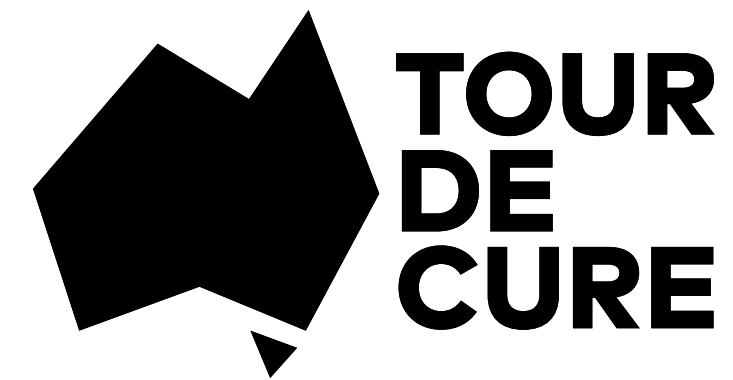
## SINGLE COLOUR LOGO (NO TAGLINE)

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The single colour logo is only for use where the background the logo is being placed on is the Tour de Cure yellow, or anywhere there are legibility issues. You may choose a version of the single colour logo in one of the Tour de Cure brand colours to match a headline (see page 32 for an example).

Single colour logos should be used sparingly. They are only to be used when the primary logo version can't be used ie. on a yellow background or on small or simple merchandise (see page 46).

The single colour logo is available in the colour ways. Please see colour palette page for brand colours.



## ABBREVIATED LOGO

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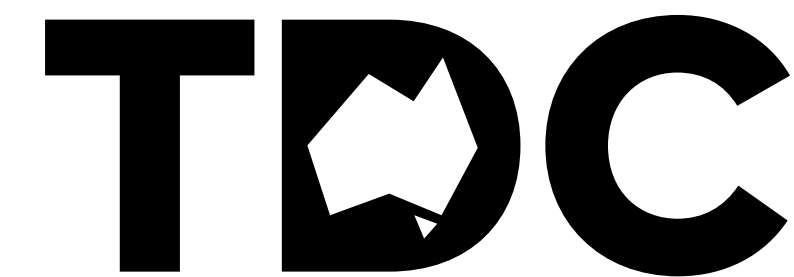
The abbreviated logo is only for use in smaller placements such as on social media when the full name of the brand Tour de Cure is present on the same page. E.g. Facebook

The abbreviated logo is available in the three colour ways shown here.

**NOTE:** Please ensure at all times that the abbreviated logo mark is high resolution, even in a reduced scaled version.



Reversed logo



Greyscale logo

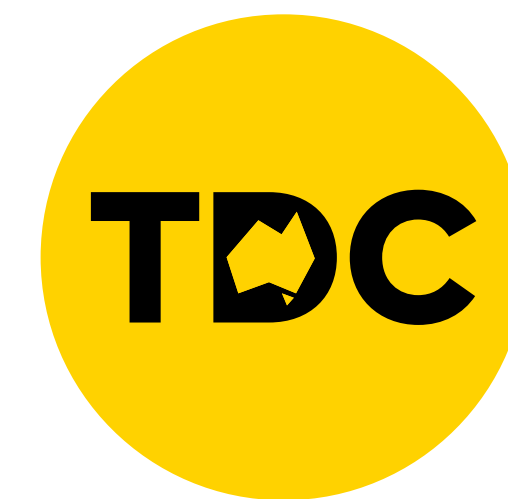
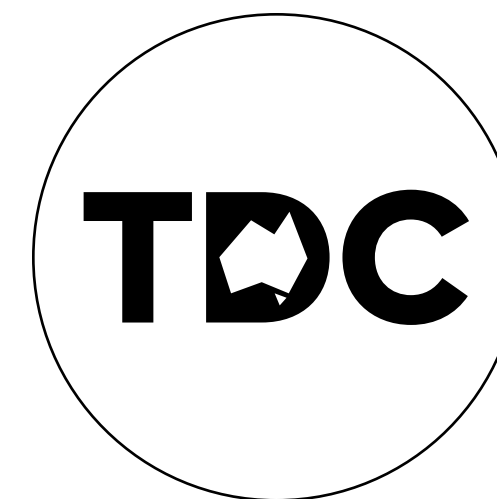
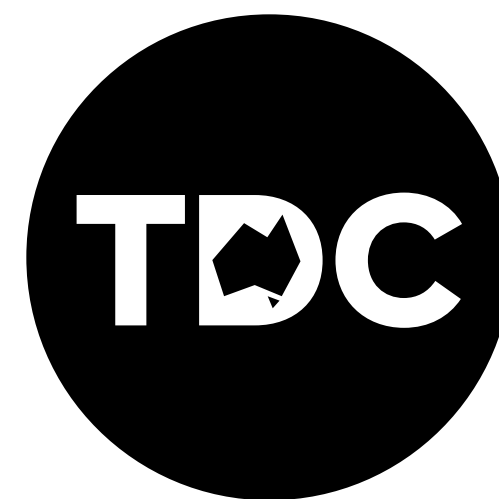
## SOCIAL MEDIA LOGO

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There are both full logo marks and abbreviated logo marks for social icons.

The abbreviated logo can only be used when the full name of the brand Tour de Cure is present on the same page. Eg: Facebook

**NOTE:** Please ensure at all times logo marks are high resolution, even in a reduced scaled version.



# LOGO USAGE (PRIMARY)

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The logo exclusion zone is the protected area around the logo that must remain clear at all times to ensure the logo maintains clear legibility.

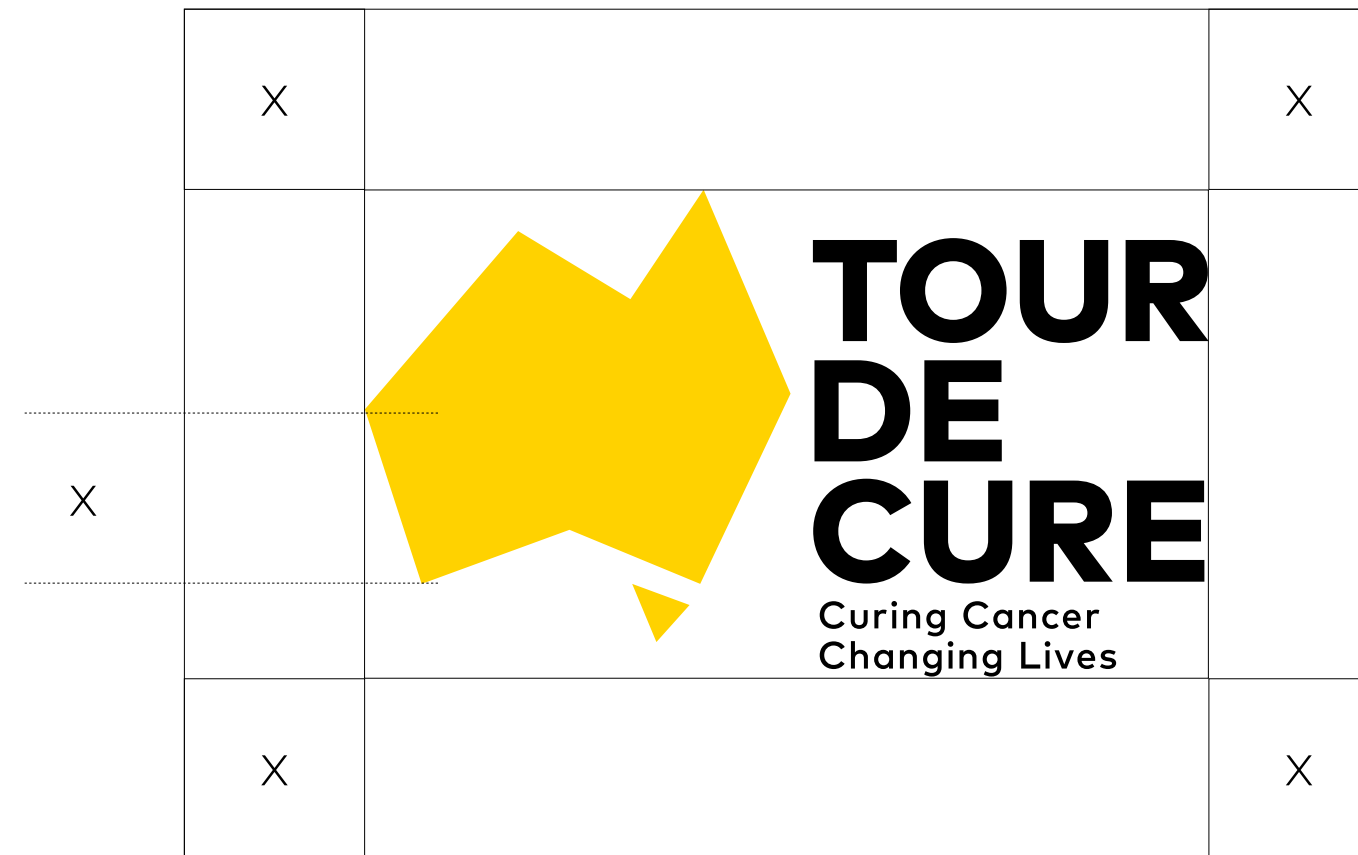
## Minimum heights



Minimum height =  
**30mm** (print)  
**220px** (digital)



Minimum height =  
**14mm** (print)  
**95px** (digital)



'X' equals the height of the marked section of the brandmark.

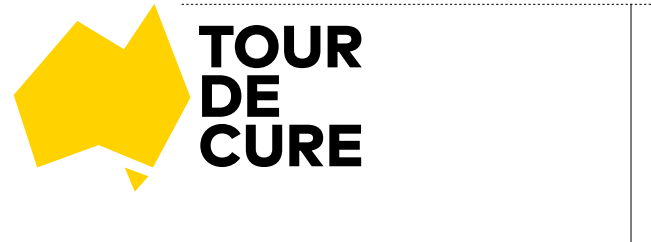


'X' equals the height of the logotype.

# LOGO USAGE (SECONDARY)

The logo exclusion zone is the protected area around the logo that must remain clear at all times to ensure the logo maintains clear legibility.

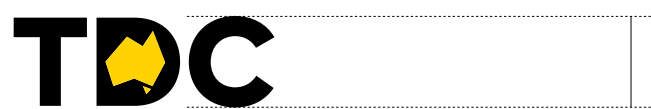
## Minimum heights



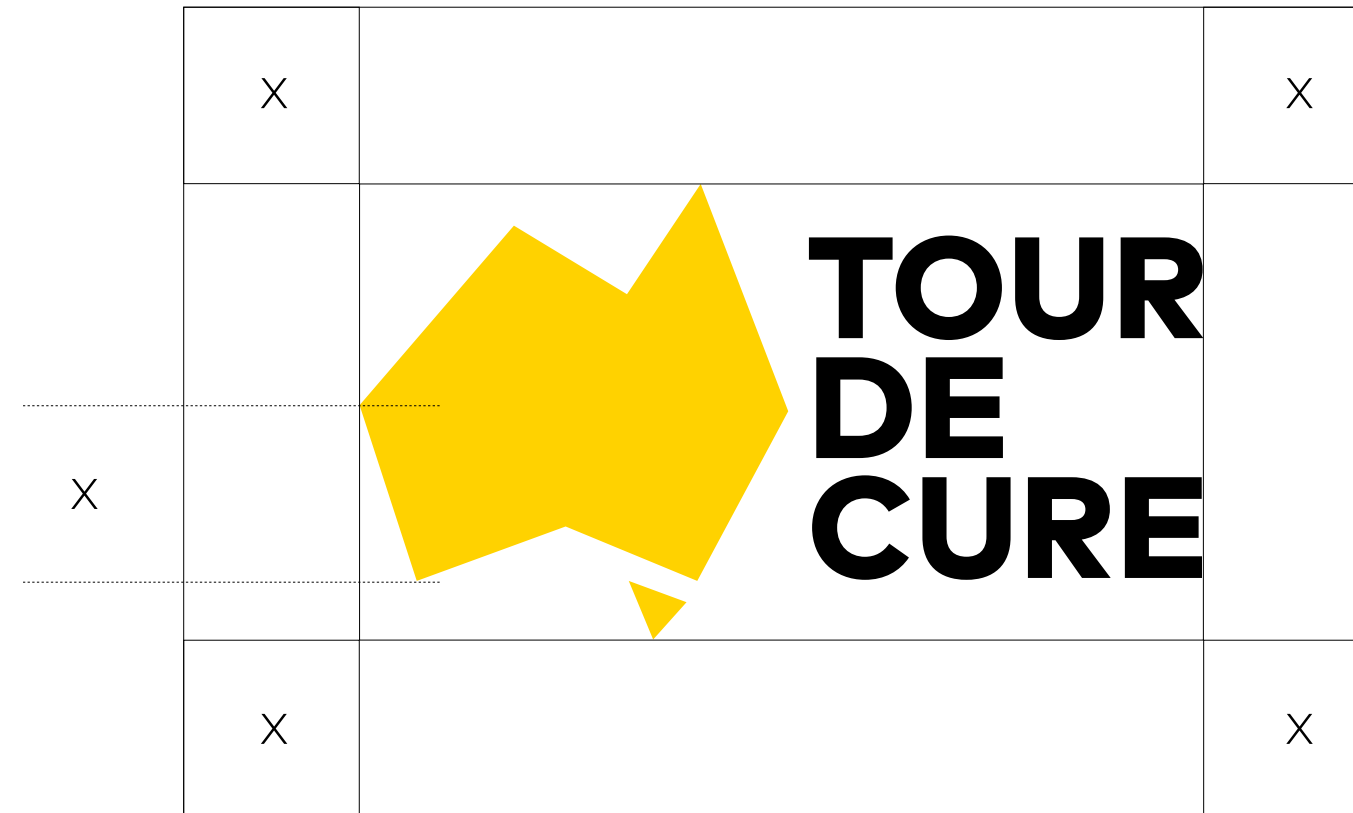
Minimum height =  
**10mm** (print)  
**50px** (digital)



Minimum height =  
**5mm** (print)  
**30px** (digital)



Minimum height =  
**4mm** (print)  
**25px** (digital)



'X' equals the height of the marked section of the landmark.



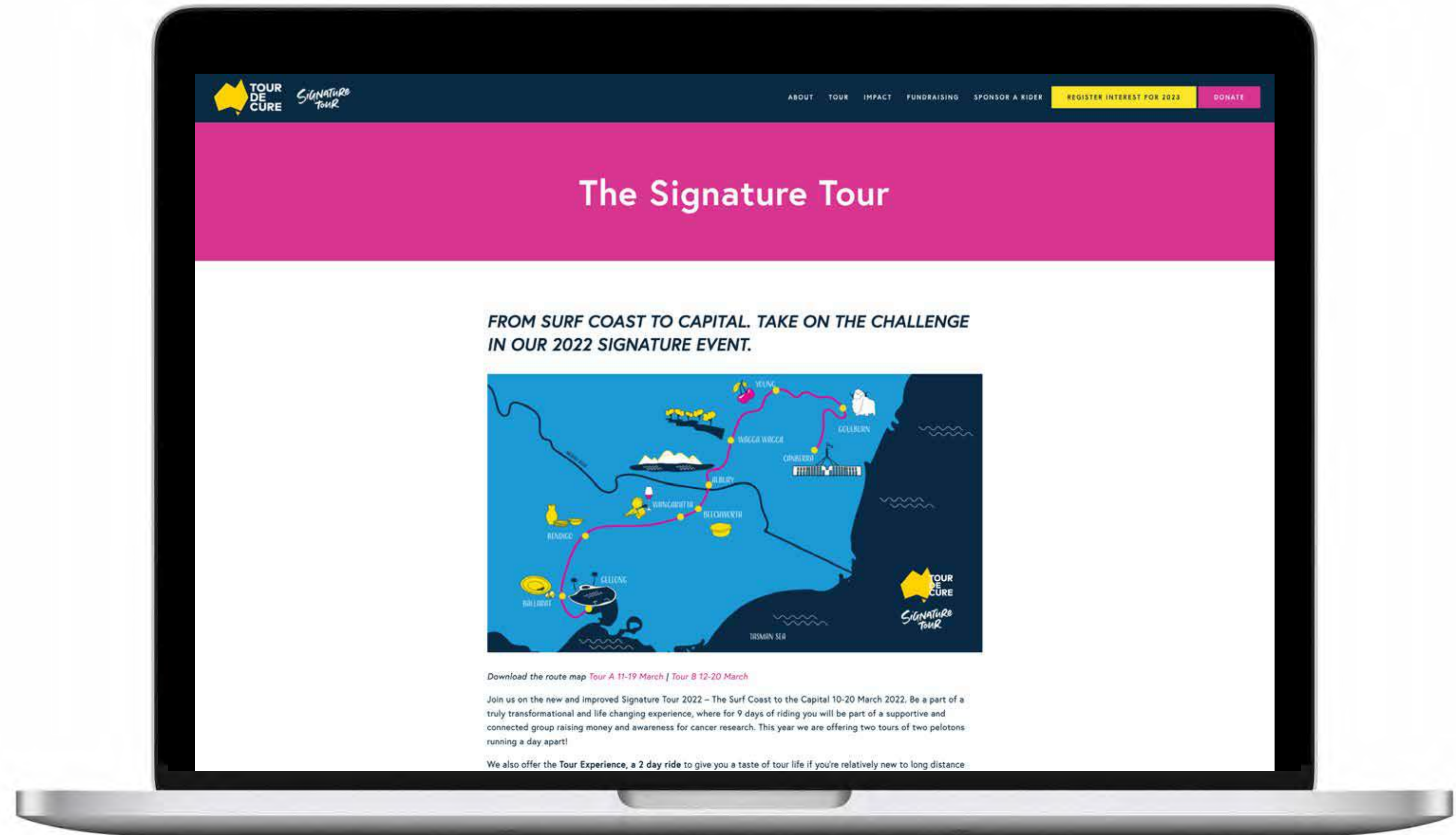
'X' equals half the height of the logo.



'X' equals the height of the logotype.

# LOGO LOCKUP WITH SIGNATURE TOUR

When locking up the Tour de Cure logo with Signature Tour logo mark we use our yellow and white mark.



# COLOUR PALETTE

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Colour is an expressive and memorable aspect of our visual identity.

We have a primary palette which consists of our hero yellow colour, that should always be used to ensure sufficient contrast is achieved on white. Black is our secondary hero colour.

Four complimentary colours have been chosen which are useful for extending the brand palette when appropriate.

Refer to this page for accurate specifications and colour breakdowns for our colours, to ensure our brand is expressed accurately and consistently.

Refer to the Brand Applications on page 42-46 for examples of how the colour palette should be used.

**YELLOW**  
C0 M12 Y100 K0  
R255 G210 B0  
HEX #FFD200

**BLACK**  
C60 M40 Y40 K100  
R0 G0 B0  
HEX #000000

**BLUE**  
C80 M50 Y0 K0  
R0 G130 B255  
HEX #0082FF

**GREEN**  
C80 M0 Y60 K0  
R0 G188 B142  
HEX #00BC8E

**RED**  
C0 M100 Y60 K0  
R255 G40 B80  
HEX #FF2850

**PURPLE**  
C70 M75 Y0 K0  
R117 G51 B255  
HEX #7533FF

## COLOUR USAGE- DOS

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While using the brand colours and maintaining brand recognisability, high legibility is of the utmost importance.

This will usually mean grouping colours together with a high contrast, particularly when using text. Choose a light colour - white, yellow - and pair it with a darker colour - purple, blue - to create the greatest legibility across all messaging.

Yellow should always be the lead colour with the other colours working to support the yellow.





## COLOUR USAGE- DON'TS

When the brand colours are used together a few things need to be taken into account to maintain brand recognition and legibility.

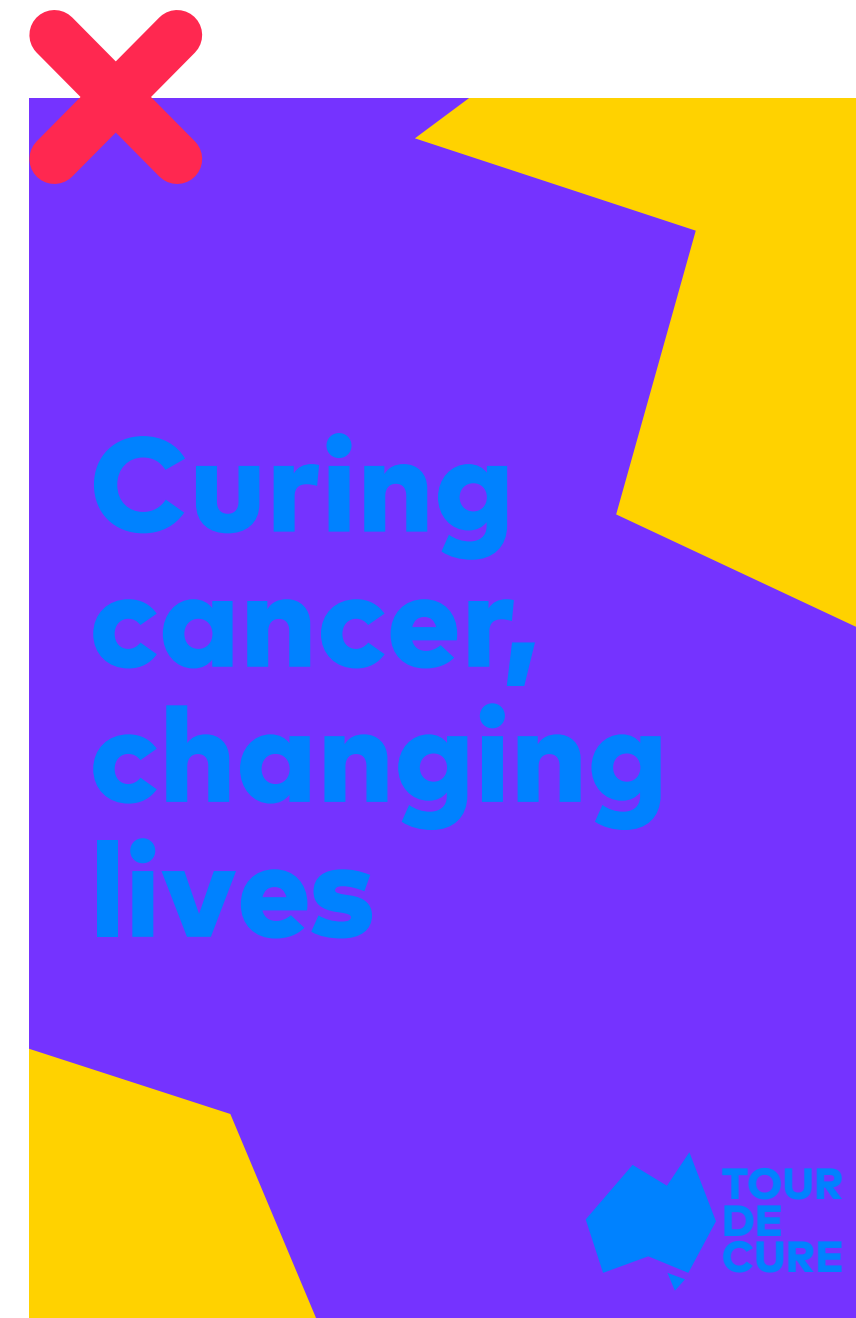
Blue and yellow must only appear together if there is at least one other additional colour. This is to avoid the brand looking like Cancer Council.

Red backgrounds and borders should be used sparingly and only in cases with additional colours. This is to avoid the brand looking like Westpac.

To insure text legibility blue and purple should not occur together. Neither should blue and green. When putting text onto a coloured background be aware of legibility and overall appearance.



Blue and yellow alone - looks like Cancer Council



Contrast too low



Yellow not dominant



Red used alone - looks like Westpac

## TYPOGRAPHY

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Our brand typeface is **Mark**.

A bold and confident sans serif,  
that is simple while still having  
personality.

Where possible it should be  
used for all communications.

### BRAND TYPEFACE

**MARK**

**A B C D E**

---

# TYPOGRAPHY

---

Mark Heavy weight is used for headlines, Mark Bold for subheaders and Mark Book for body copy.

HEADLINE WEIGHT: **Heavy**

---

**Aa**

---

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789**

SUB-HEAD WEIGHT: **Bold**

---

**Aa**

---

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789**

BODY COPY WEIGHT: **Book**

---

**Aa**

---

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789**

**E F G H I J K L**

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# PHOTOGRAPHY

The imagery we use represents our brand in the most important way. It is at the same time inspiring and instills hope. Our visual presentation of the brand should represent the heart of Tour de Cure and all the facets of the business. The key parts to consider are:

- Research and funding
- Participants and their families, friends, support teams
- Volunteers
- Corporate partners

We use a lot of large imagery to powerfully communicate the energy of our events, the professionalism of our organisation and the benefits of our efforts. The generous use of photography is a conscious design approach that allows us to simplify comms and dial up impact.



# PHOTOGRAPHY

For best practice examples, refer to the branded applications section at the end of this PDF. Images can be sourced from:

[www.flickr.com/photos/tourdecure/](http://www.flickr.com/photos/tourdecure/)

Consider health and safety when choosing images. Never show dangerous or reckless behaviour and keep in mind that we ride on the right hand side of the road in Australia.

The imagery we use should:

- Tell an emotional story
- Be rich in colour
- Feel authentic
- Be inspiring and give a feeling of hope
- Look natural and relaxed
- Be diverse in age, gender and ethnicities
- Focus on the personal experience vs. the sport - so focus on the range of people, their faces, emotions, situations and outcomes
- Incorporate more than just cycling as we start to branch out to 'non-lycra' events
- Give an indication to where our funding and support goes to
- Compliment the messaging



# STOCK IMAGERY

Stock imagery may be used when an appropriate image cannot be found in our image library.

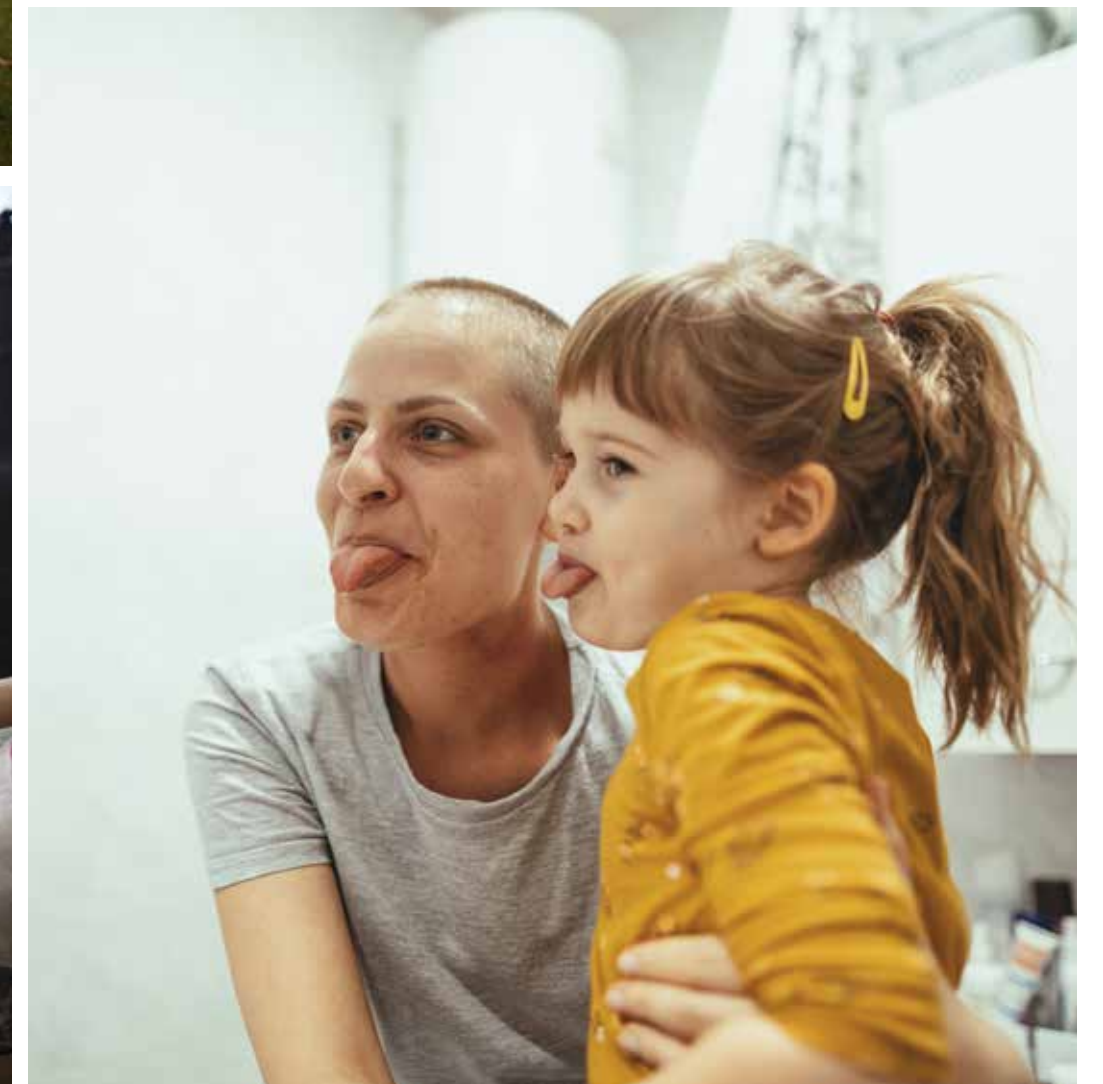
The stock imagery we use should:

- Tell an emotional story
- Be rich in colour
- Feel authentic
- Be inspiring and give a feeling of hope
- Look natural and relaxed
- Be diverse in age, gender and ethnicities
- Compliment the messaging

The photography choices can be split into three categories for different usage across collateral:

- Patients / People / Community,
- Research,
- Events / Galas

Patients / People / Community



# STOCK IMAGERY

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Research



Events/Galas



# VIDEOGRAPHER GUIDELINES

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## OVERALL

Videography is used to tell an emotional story. Shots should feature people with authentic connection. Avoid fake or staged scenes, aim to capture people in the moment, looking candid.

Talent should include a diverse range of age, gender and ethnicity.

## ANGLES

A range of close-up shots that show people's faces and emotions, mixed with wider shots that set the scene and give context.

Shots of people should be taken at eye-level to draw a strong emotional response from viewers.

Establishing shots can use high angle or bird's eye view (including drone footage) to show scale of events.

## EDIT/MUSIC

Positive, energetic and snappy edits that quickly give viewers an overview of events.

Music tracks should be bright, bouncy and energetic. When used in combination with any available VO and commentary, it should never drown out the voices speaking.

## STYLE/GRADE

Natural, bright and warm. Rich in colour with medium contrast. Avoid dark, moody, or oversaturated colours.

## SPECS

Keep specs in mind, shooting horizontal and vertical formats. Common ratios used across YouTube and social include: 16:9 for YouTube, 9:16 for stories, 4:5 or 1:1 for in-feed social posts.



# STOCK FOOTAGE

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Stock footage should follow the same general rules as stock imagery and should only be used when there is no appropriate footage in our video library. The stock footage we use should:

- Tell an emotional story
- Be rich in colour
- Feel authentic
- Be inspiring and give a feeling of hope
- Look natural and relaxed
- Be diverse in age, gender and ethnicities
- Compliment the messaging

Footage choices can be split into three categories for different usage across collateral:

- Patients / People / Community,
- Research,
- Events / Galas

Patients / People / Community



Events / Gala



Research

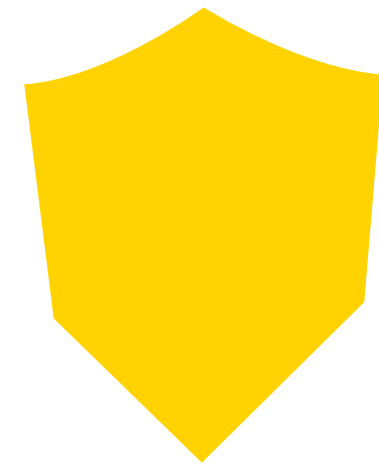


## ICONOGRAPHY

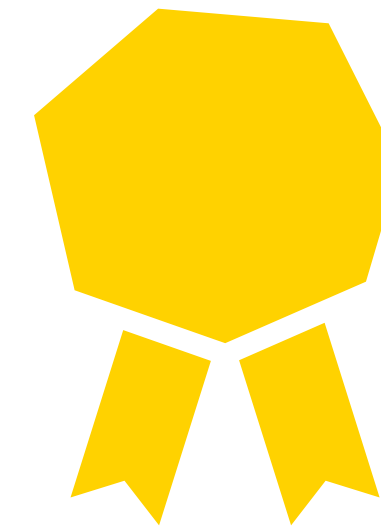
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Icons should be made up of as few elements as possible. The style is a simple block colour without any line work or unnecessary detail. Icons take their shapes from the sharp edged, rough illustration style of the logo landmark.

Opposite is a suite of icons that have been designed for the Tour de Cure's Values CARING acronym.



**COURAGEOUS**



**ACHIEVING**



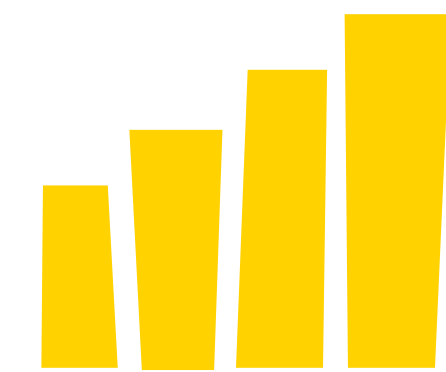
**RESPECTFUL**



**INCLUSIVE**



**NURTURING**



**GROWING**

## GRAPHIC DEVICE

To further emphasise our branding, the brandmark is used as a graphic device throughout all communications. These layouts show how we can use our brandmark as a distinctive asset.

It can be used as a frame for images, or a textural overlay that can be cropped on top of block colour or images, allowing us to inject more brand and personality into our designs.

When using the graphic device:

- Never use more than 2 colours together (preferably one of the colours is always the Tour de Cure Yellow).
- Designs should feel bold and contemporary, never busy.
- Ensure there is a sense of flow and dynamism in layouts.
- Only use colours from the Tour de Cure colour palette.

The following pages outline how to use our graphic device in layouts.



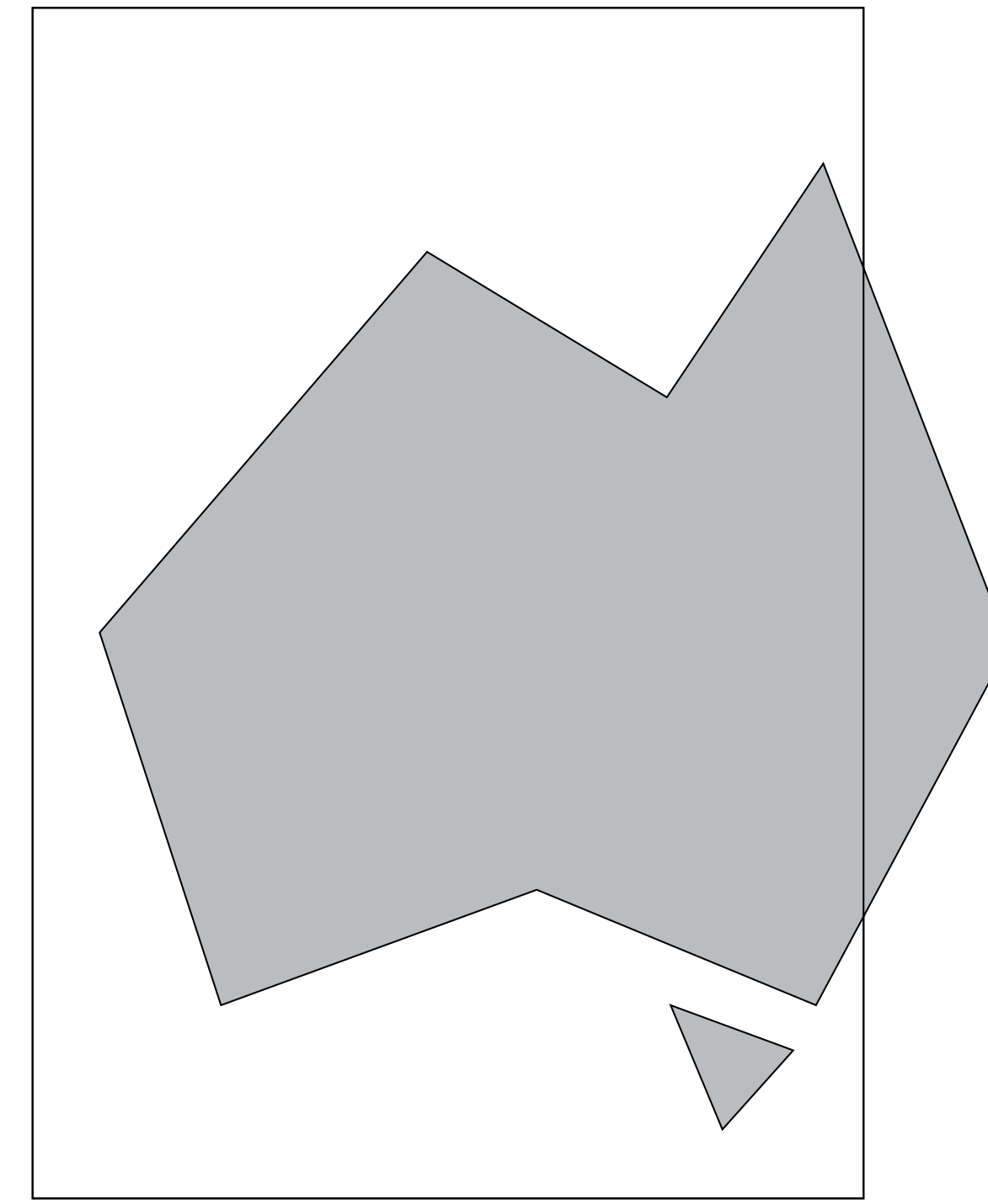
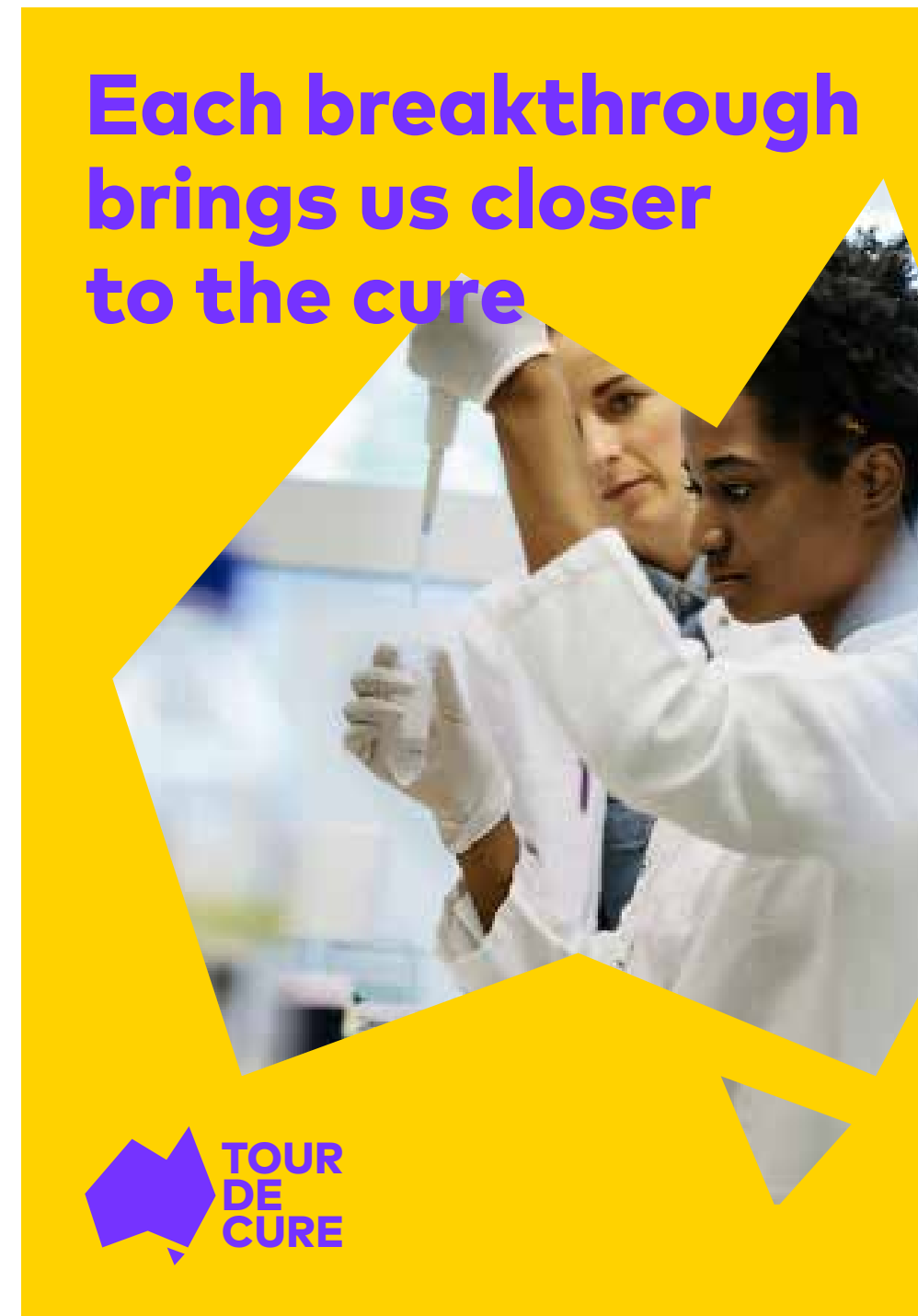
# GRAPHIC DEVICE

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## EXAMPLE 1

When using the graphic device to house an image, the graphic device should only appear once in a layout. The example opposite shows how the graphic device is cropped to create a holding device for an image.

Always consider how images are cropped within the graphic device, ensure that the subject in the image is heroed, and no faces or important features are covered.



## GRAPHIC DEVICE

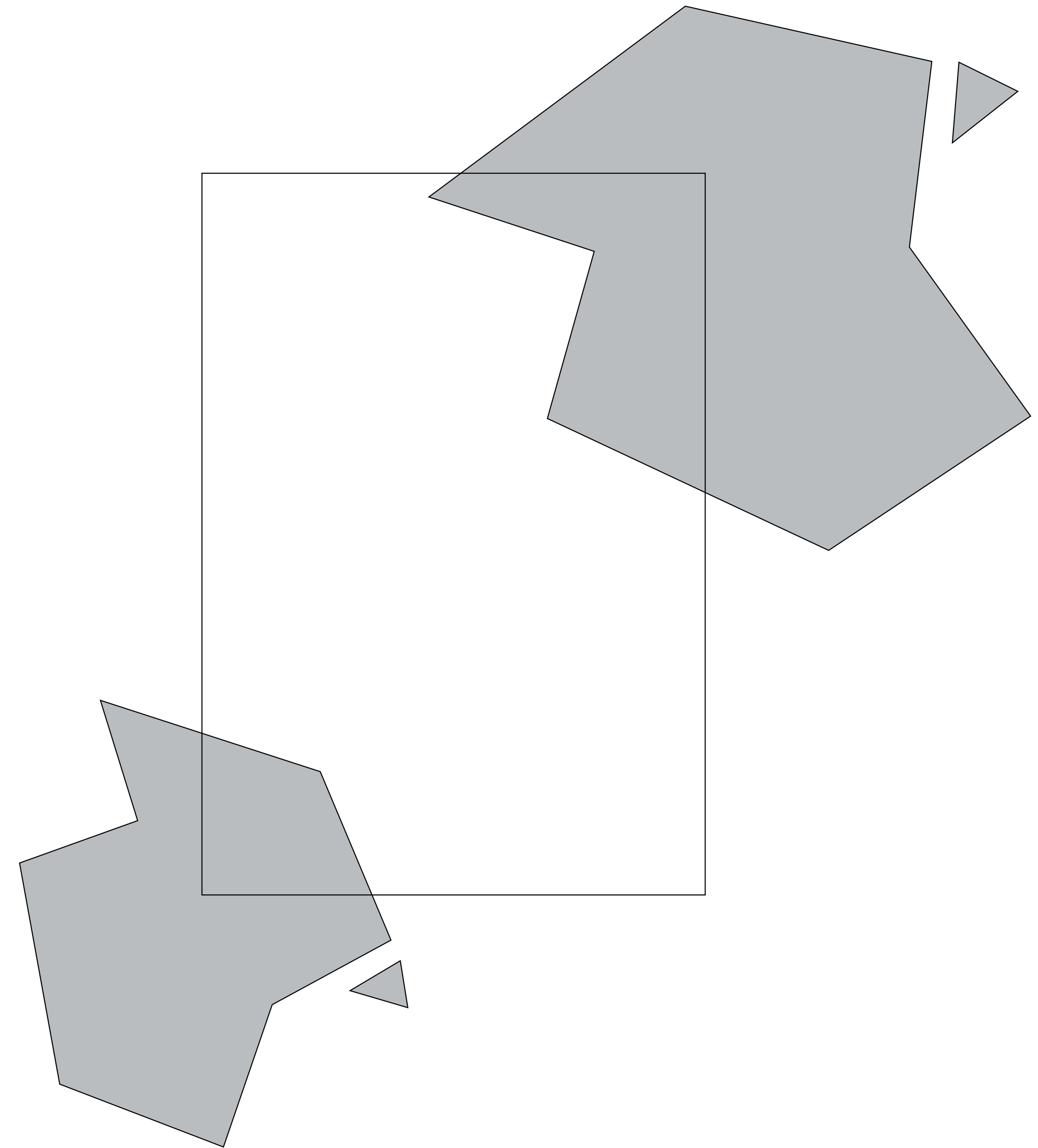
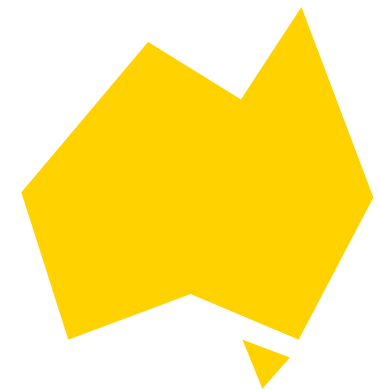
---

### EXAMPLE 2

The graphic device can be used as a textural overlay that can be cropped on top of block colours, allowing us to inject more brand and personality into our designs.

When using the device as block colours, only use 2 or 3 (maximum) graphics, to ensure the layout doesn't become busy or complicated.

Never use more than 2 colours together on a page. One of the colours must be the Tour de Cure Yellow.



# GRAPHIC DEVICE

---

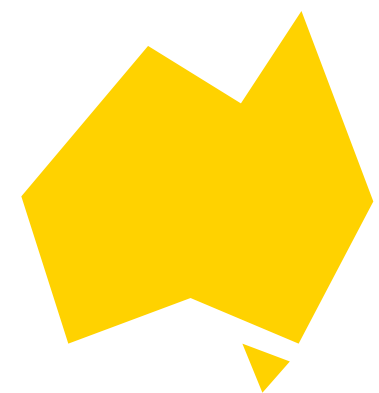
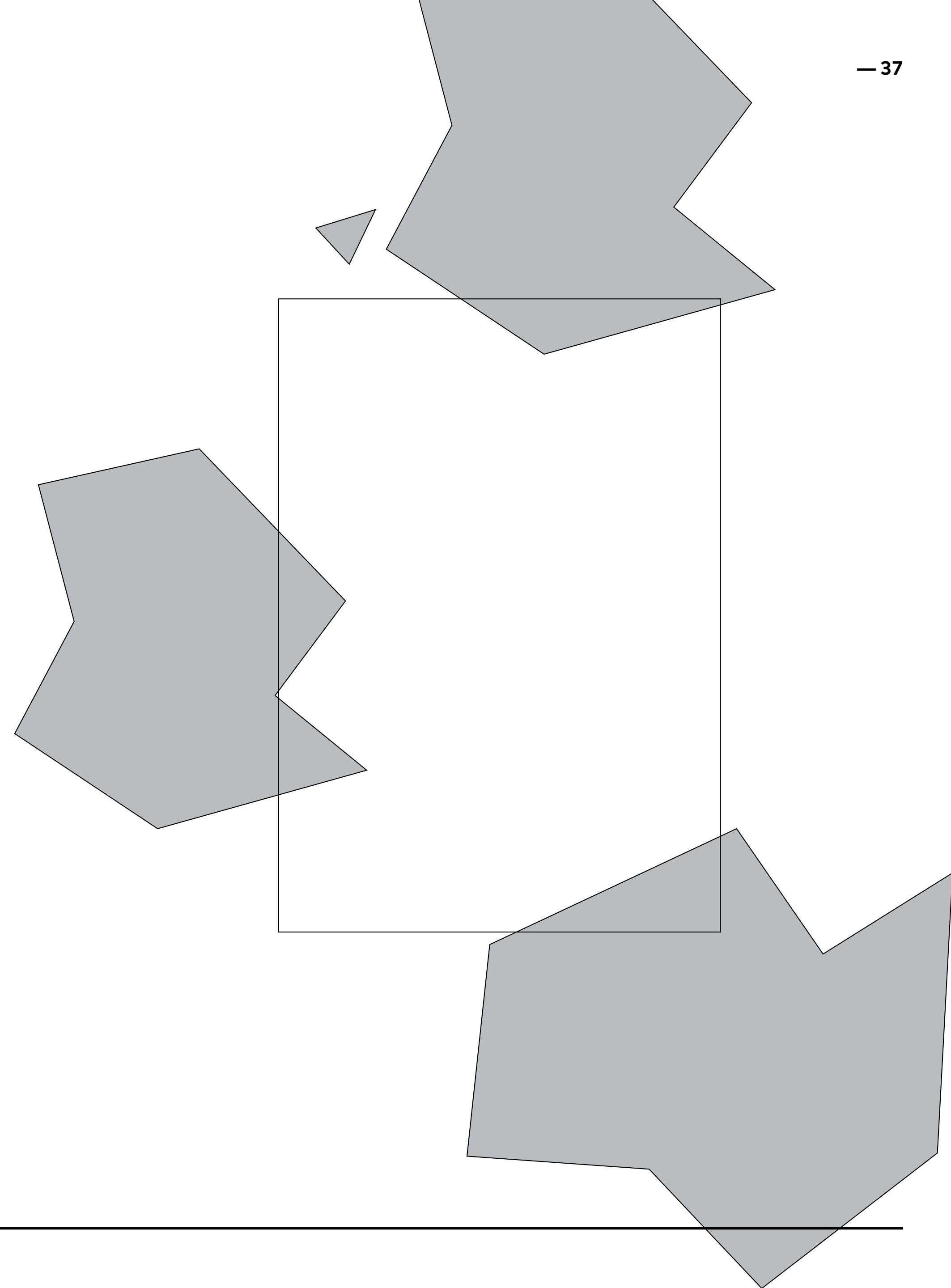
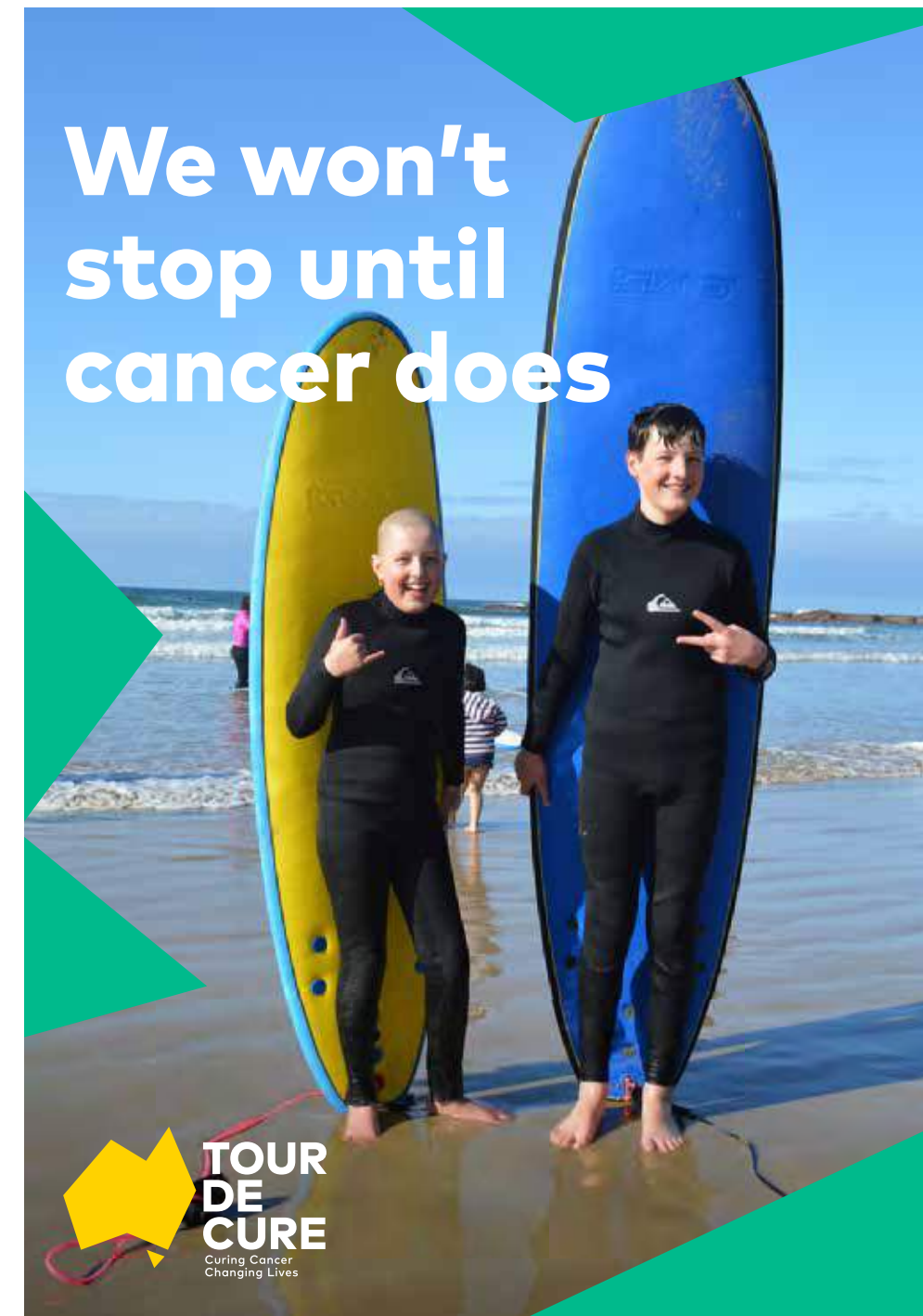
## EXAMPLE 3

The graphic device can be used as a textural overlay that can be cropped over an image, allowing us to inject more brand and personality into our designs.

When using the device as a textural overlay on top of an image, only use 2 or 3 (maximum) graphics, to ensure the layout doesn't become busy or complicated.

Consider how images are cropped under the graphic device, graphics should be placed to highlight the hero of the image. Ensure no faces or important features are covered.

Never use more than 2 colours together on a page. One of the colours must be the Tour de Cure Yellow.



# TOUR DE CURE PROGRAMS

Program logo

Program logo in use

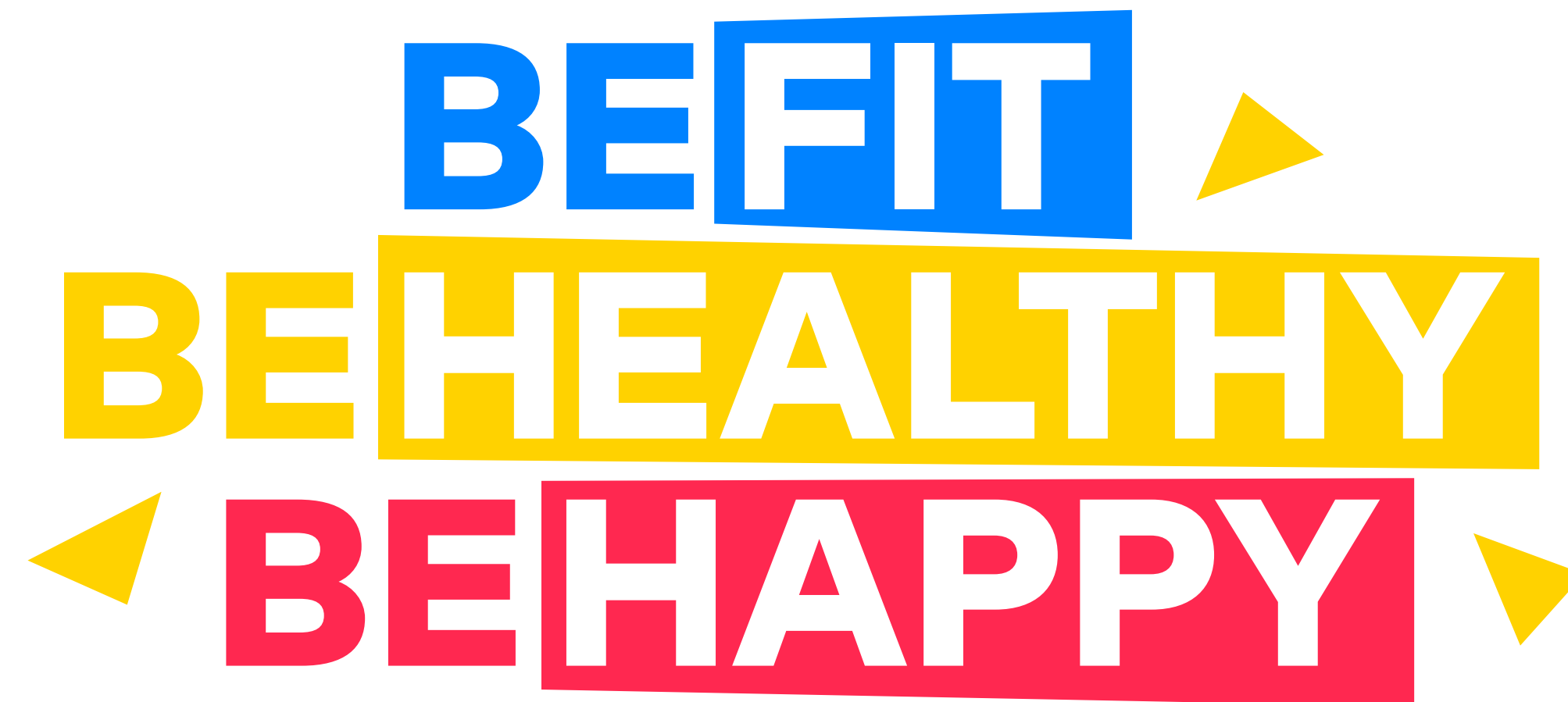
## PROGRAM LOGO

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For our Schools Program, we use our 'Be Fit, Be healthy, Be Happy' logo.

The colours used in this logo come from the Tour de Cure colour palette.

Depending on the application, this may be locked up with the Tour de Cure logo or without (see following page for lockup).

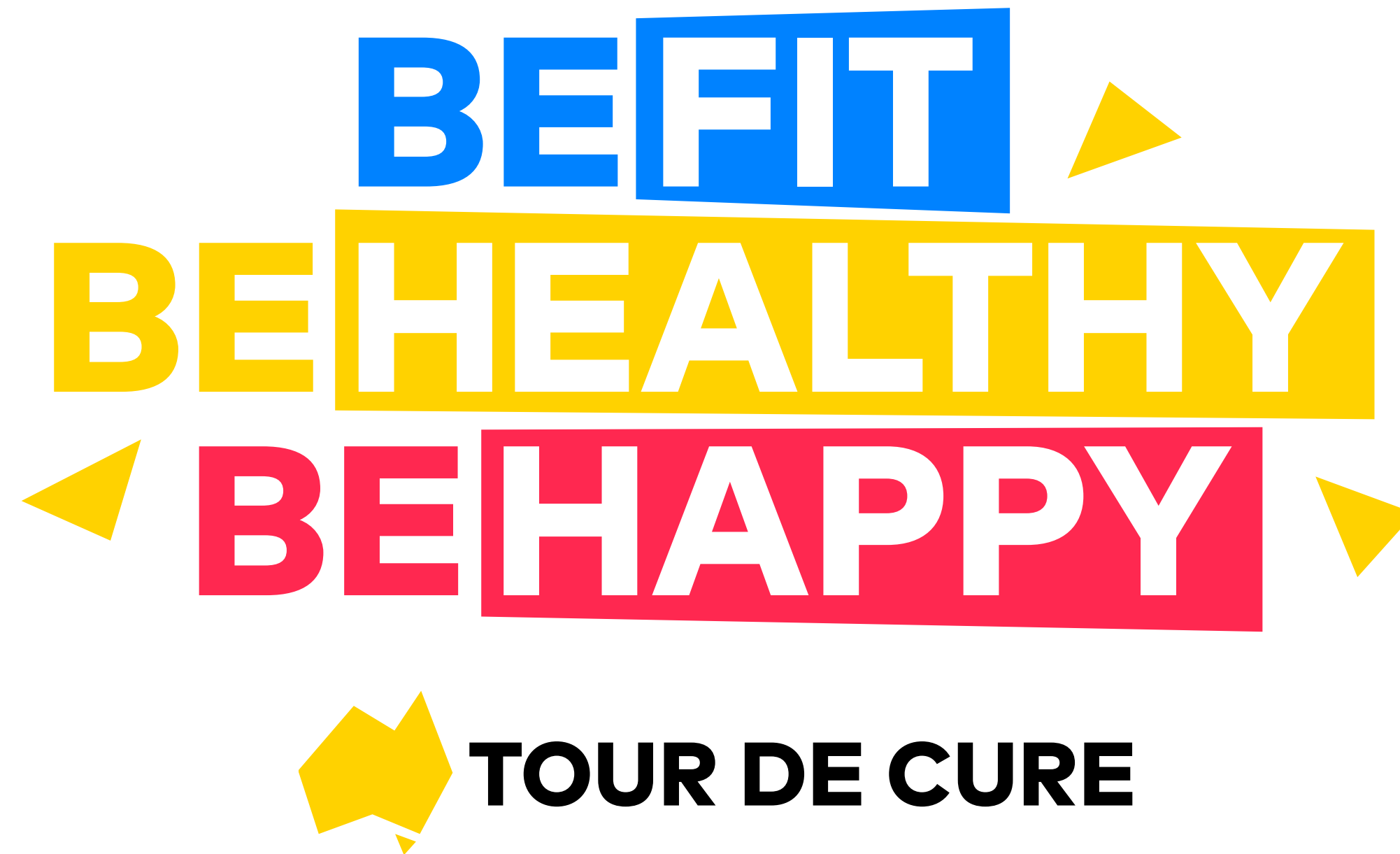




## PROGRAM LOGO

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The Tour de Cure horizontal logo may be locked up with the 'Be Fit, Be healthy, Be Happy' logo, when further brand presence is needed.

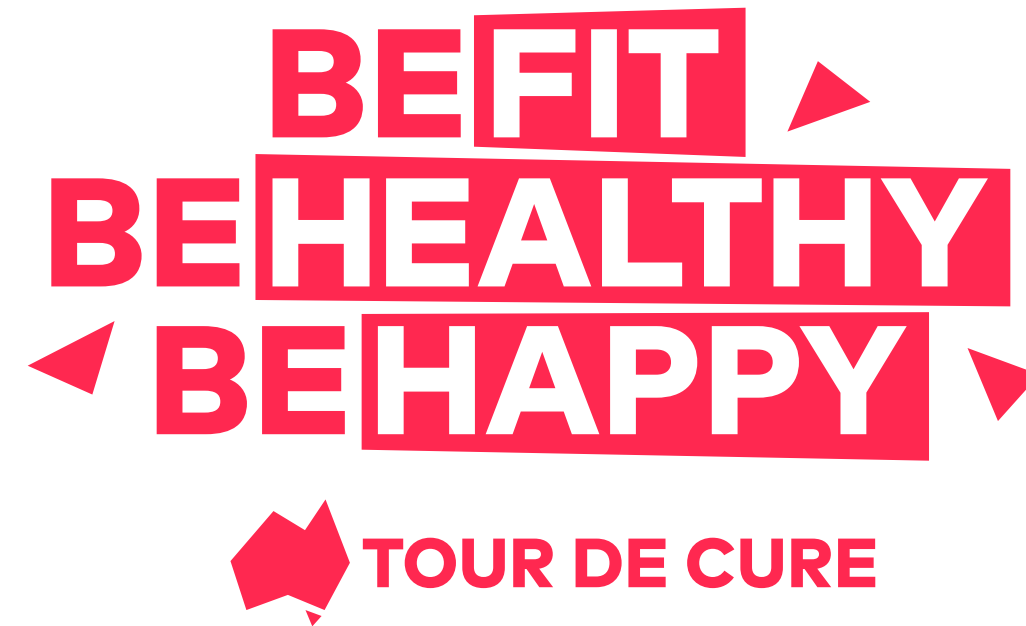
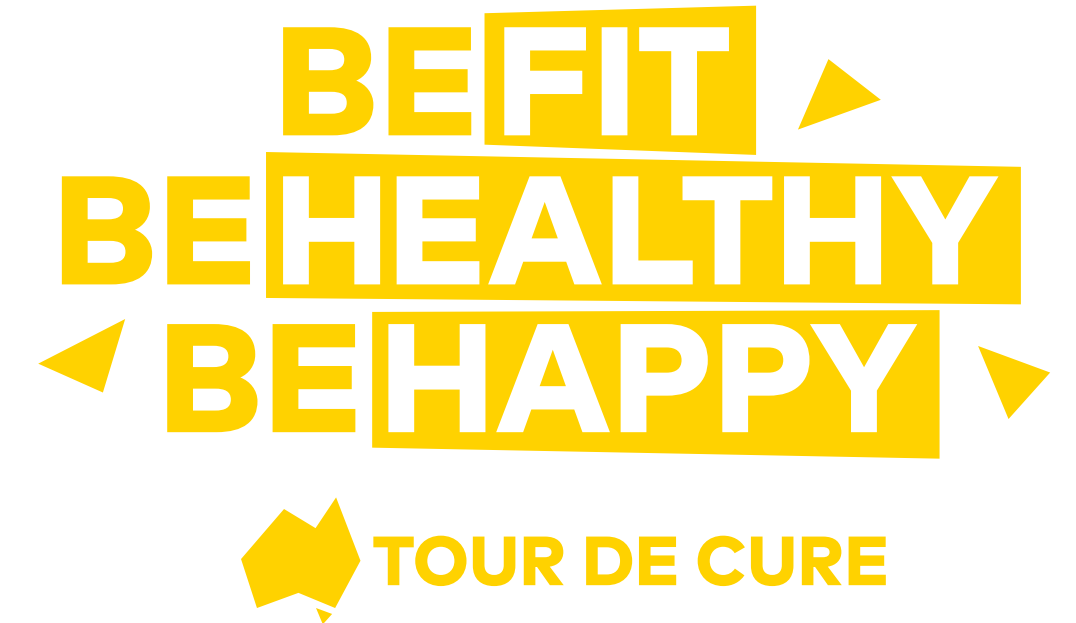
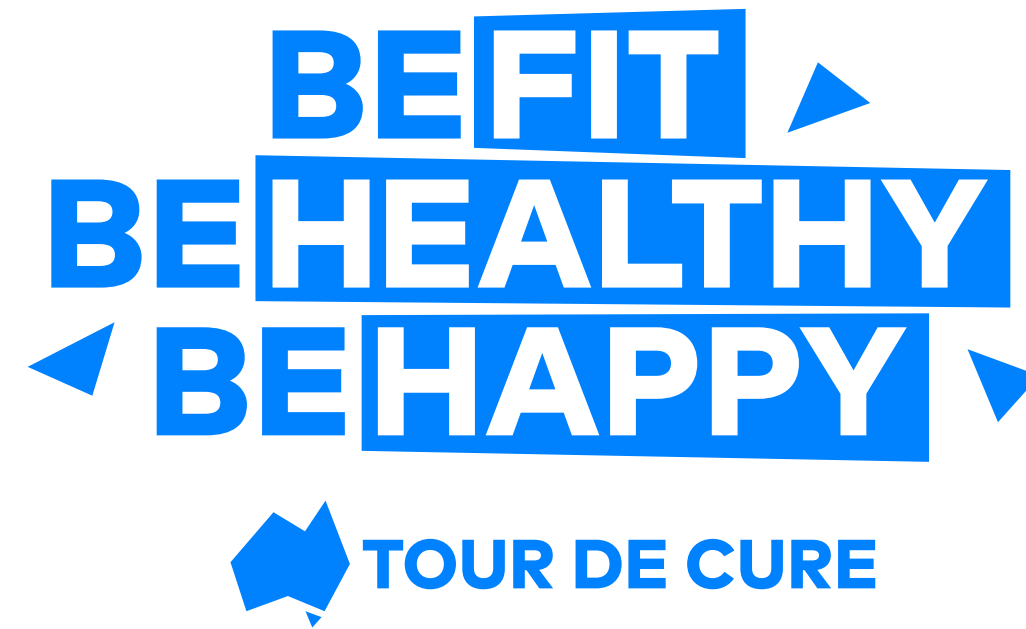
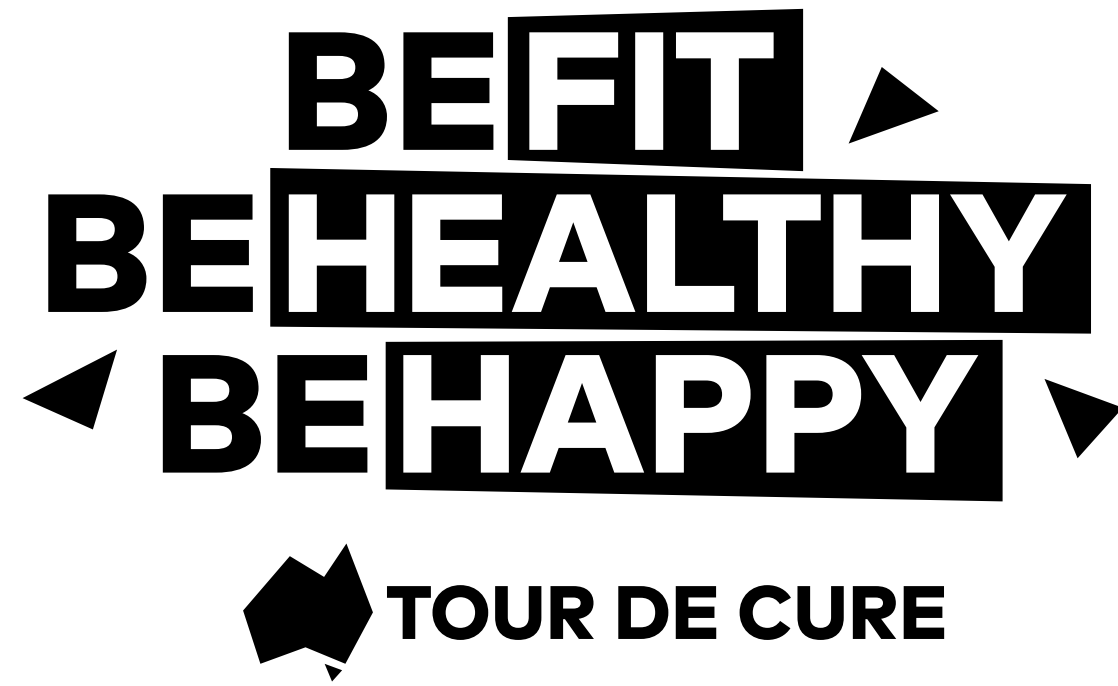


## SINGLE COLOUR LOGO

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Single colour logos should be used sparingly. It is only for use where there are legibility issues, the logo will be printed very small or a single colour print is needed - eg. on simple merchandise (frisbees, bouncy balls, keychains etc.)

The single colour logo is available in black and white as well as the three program colour ways.



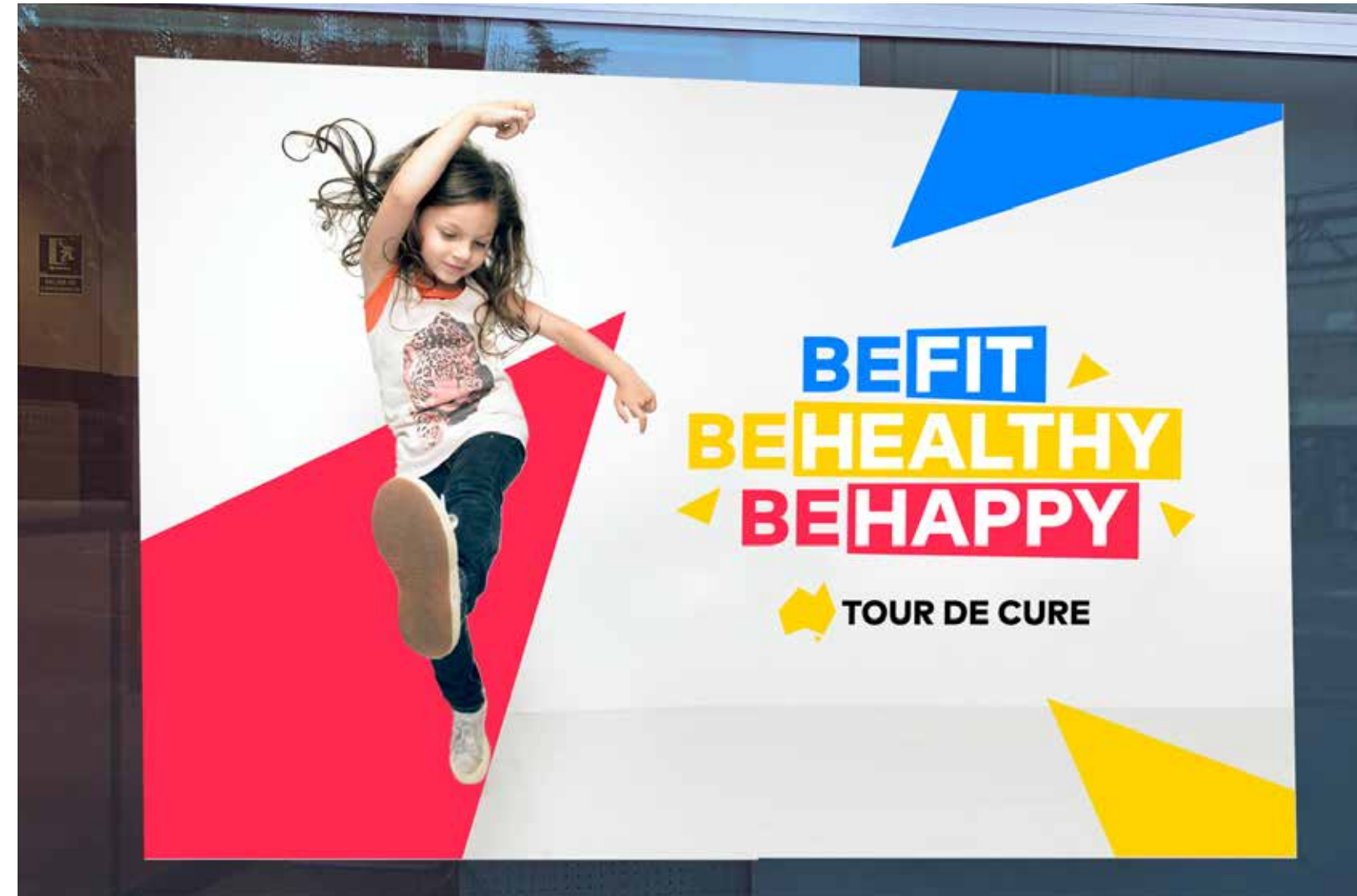
# PROGRAM LOGO USAGE

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Here are examples of the program logo in use.

Depending on the application, this may be locked up with the Tour de Cure logo or without.

Separate lockups for each pillar of the program are also available for use (i.e for banners, where a banner for each pillar is used to sit side by side).



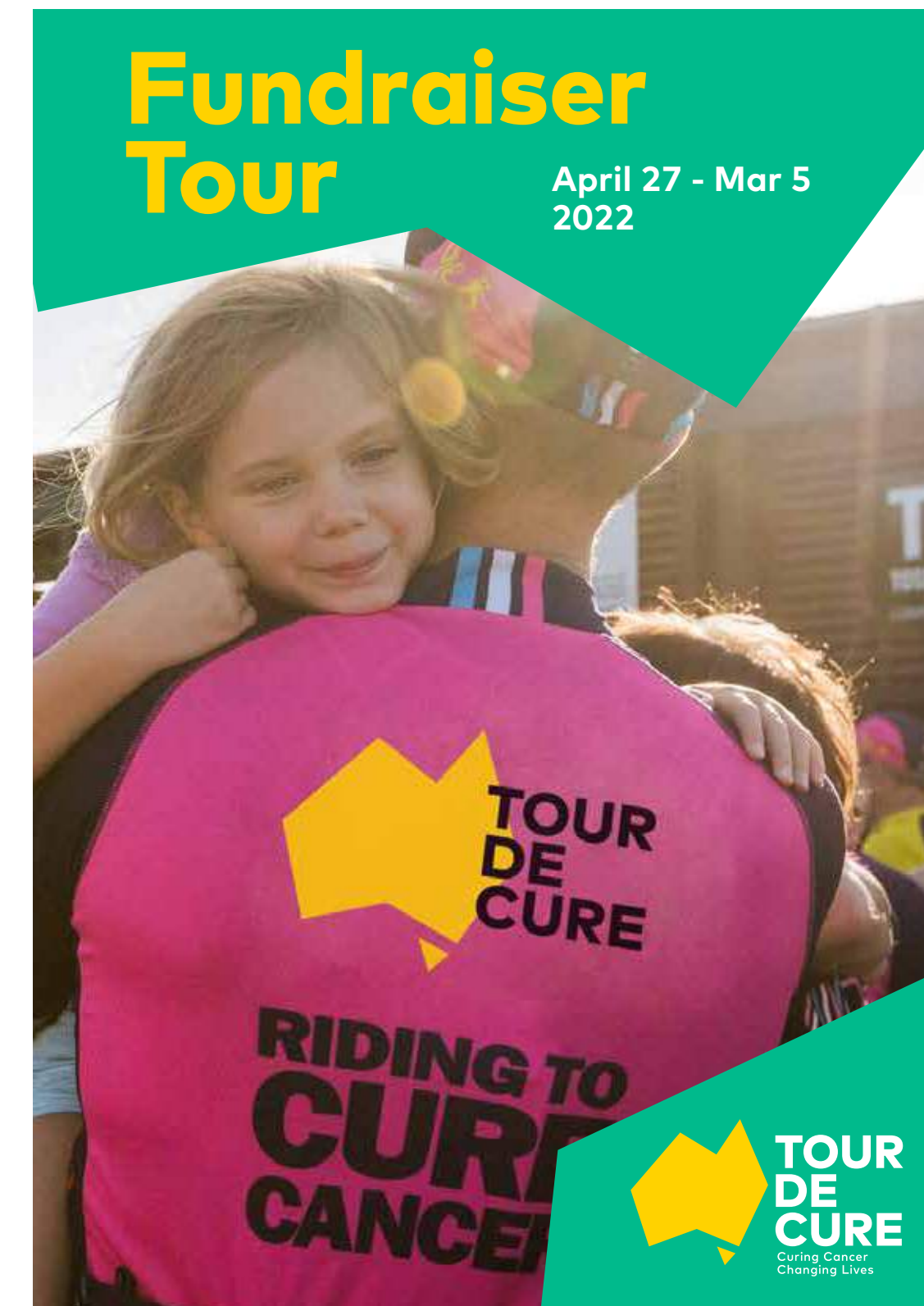
# **BRANDED APPLICATIONS**



## FUNDED BY EVENT POSTER

Please make sure all type copy is legible on event posters. Use the brand shapes to help build space to house type copy.

**NOTE:** When using yellow as a background, we suggest using the one colour logo.



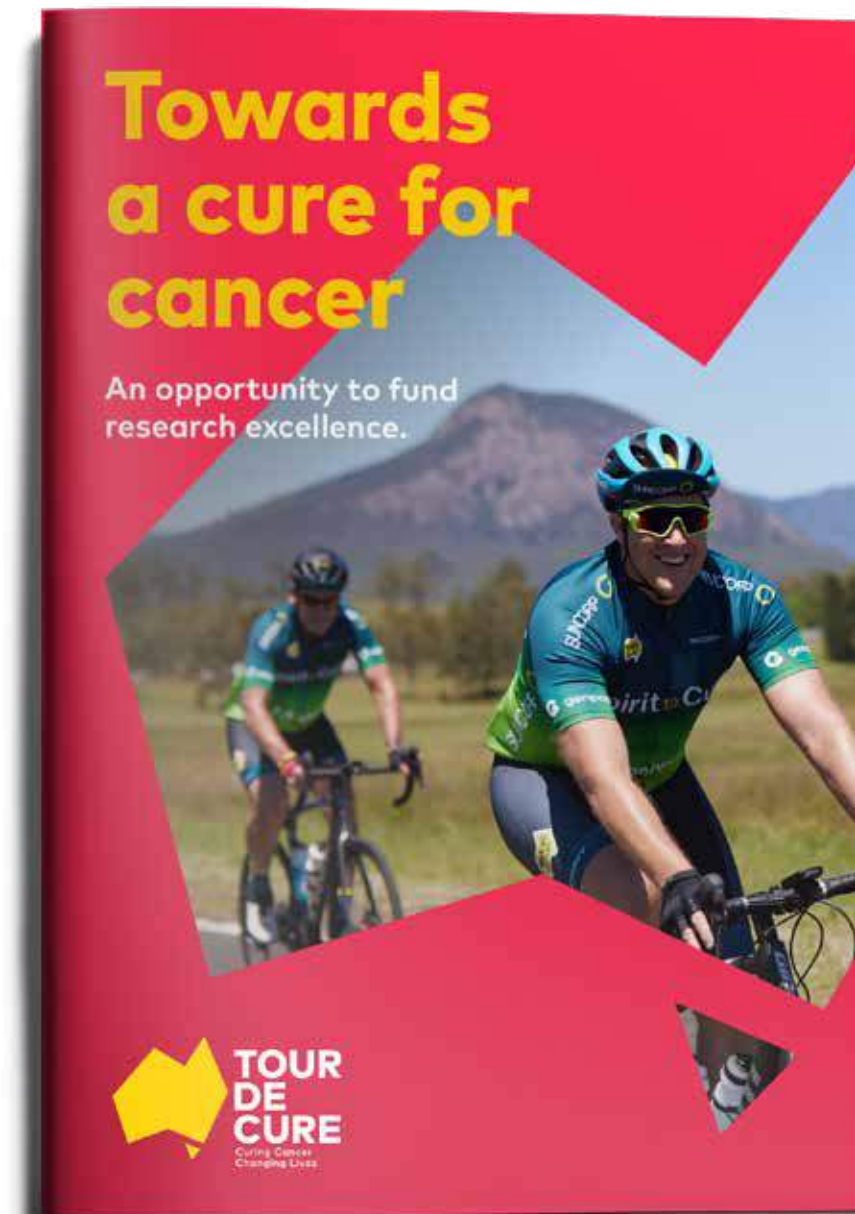
# BOOKLET

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The layout of our printed documents here our brand photography with minimal typography complimenting the clearspace provided by the images used.

Headings use Mark Heavy set in sentence case.

Body copy is set in Mark Book.



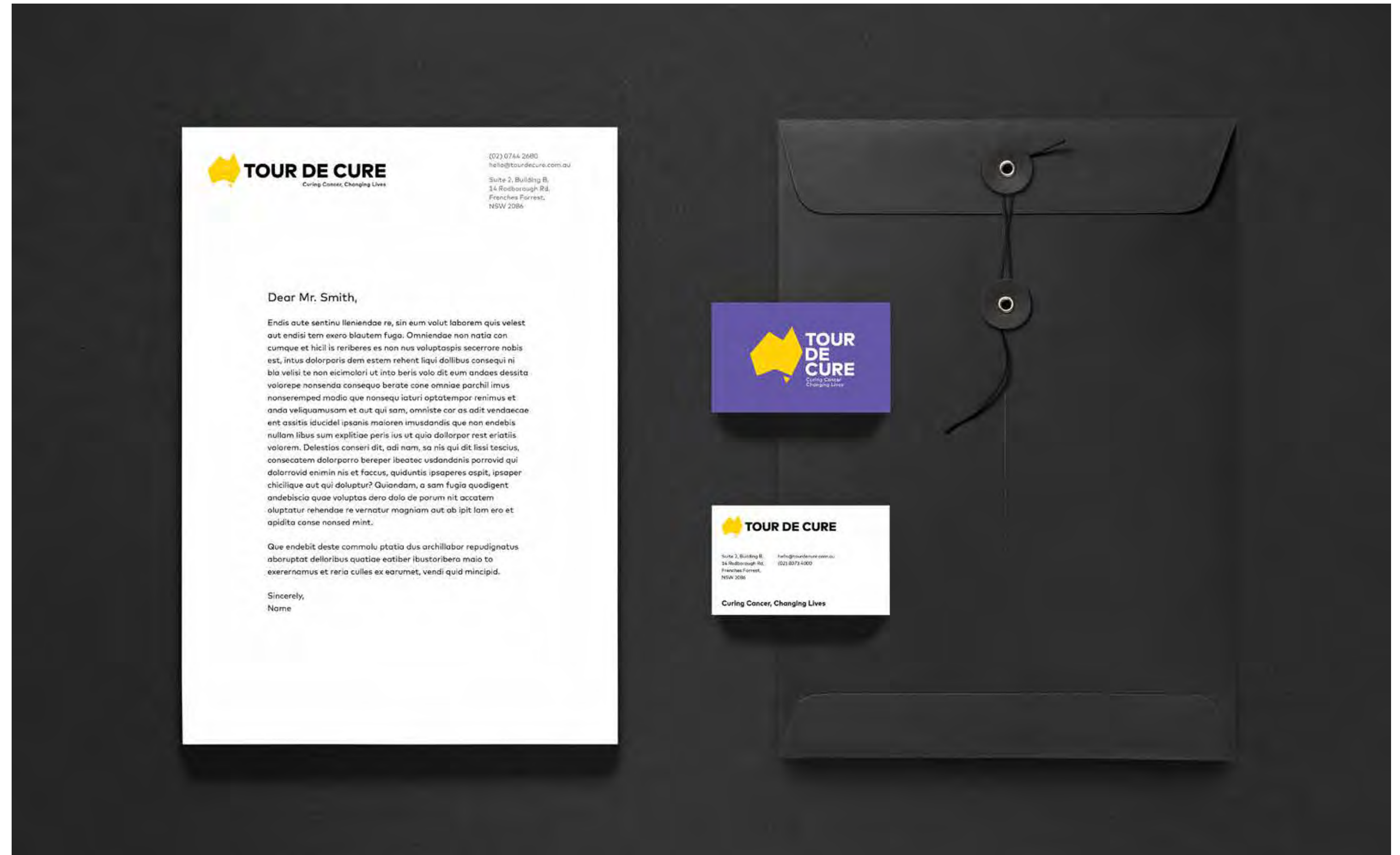
# STATIONERY

Our recommendation for paper stock is an environmentally friendly grade:

Sovereign Offset premium uncoated bright white paper offering excellent colour reproduction and value for money in a range of paper weights.

Sovereign Offset Digital 300gsm for business cards.

Sovereign Offset is FSC certified and considered to be one of the most environmentally adapted products on the market with carbon neutral certification to Ball & Doggett warehouses nationally. Containing fibre sourced only from responsible forestry practices, this sheet is ISO 14001 EMS accredited and made with elemental chlorine free pulps.



## CAR WRAP/DECAL

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Examples of car wrap and decals featuring the graphic device.





# ACTIVEWEAR

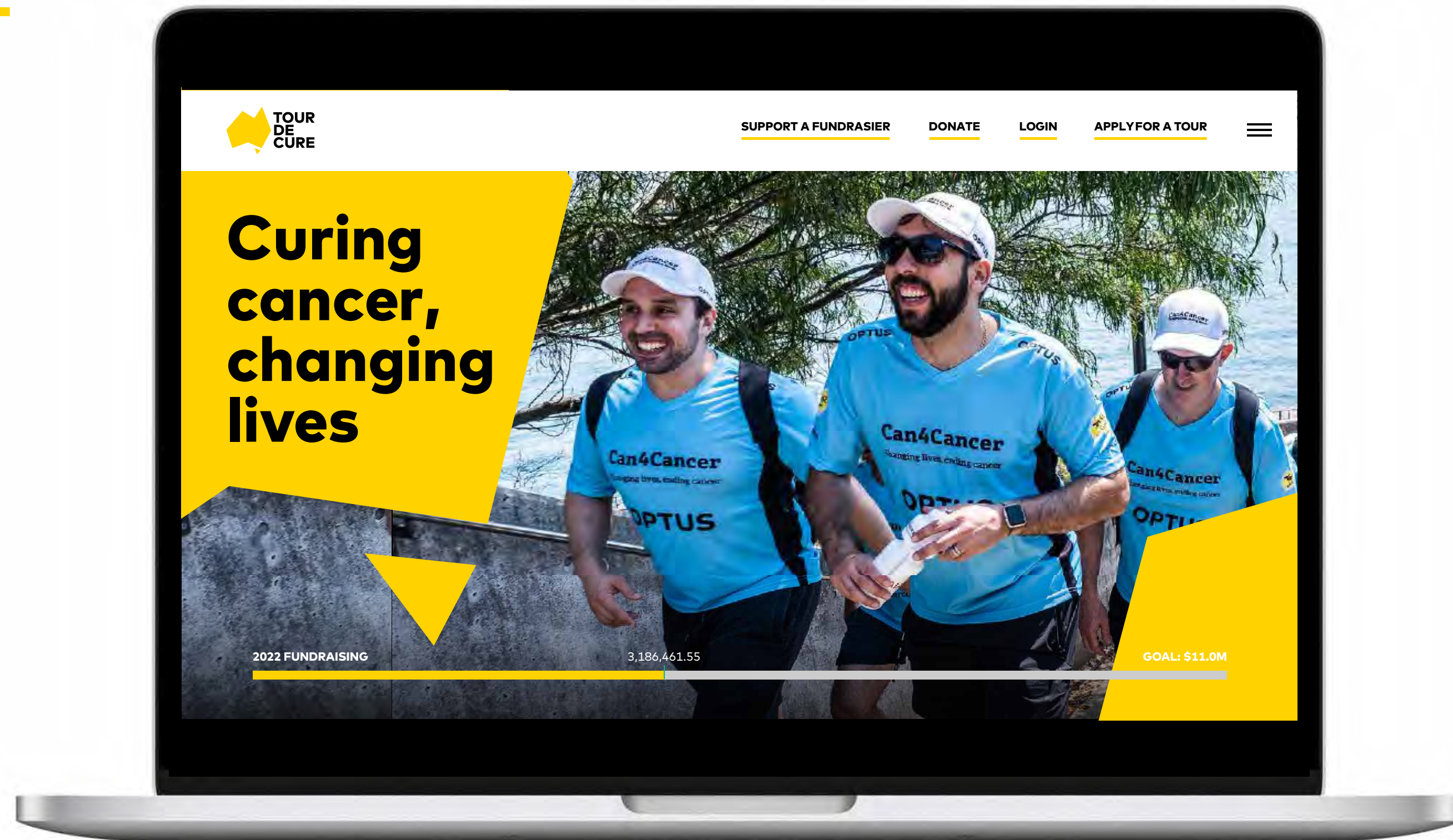
---

Activewear example, utilising our graphic device to create a bold and fun design that can work across different merchandise.



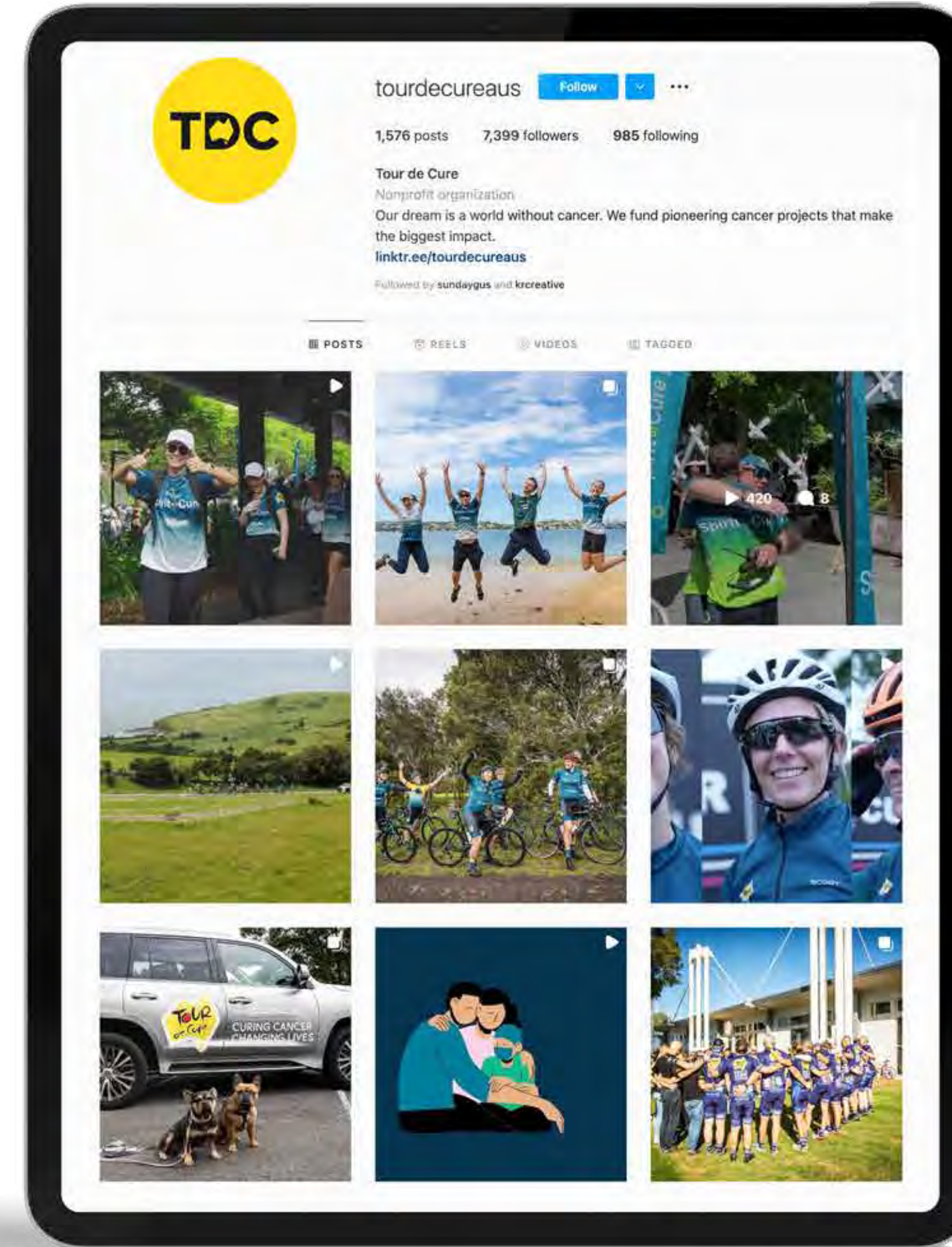
# WEBSITE

Utilising the graphic device overlaid on full width imagery, gives the website an engaging, contemporary feel, whilst being easy to navigate.



# SOCIAL MEDIA

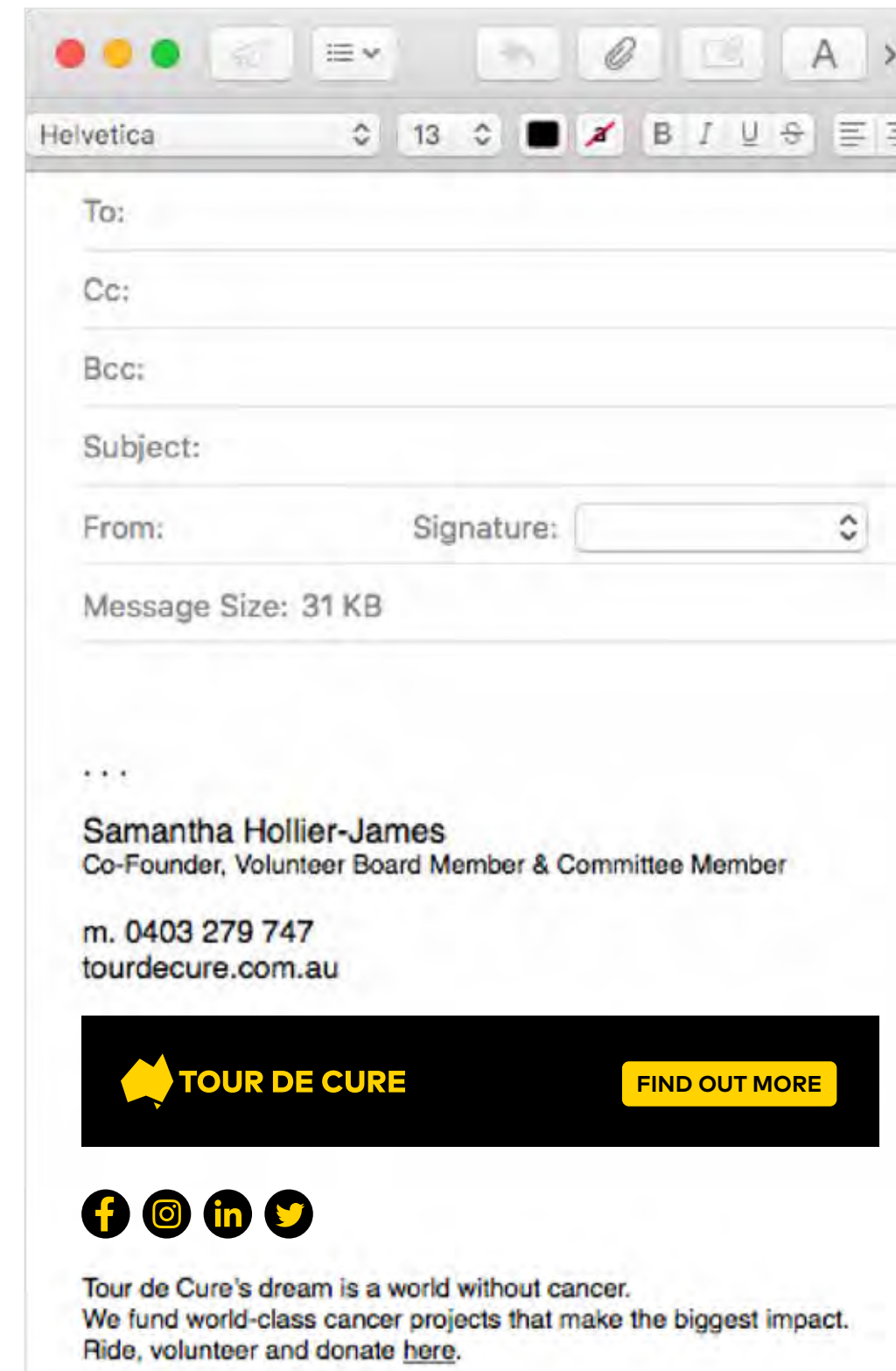
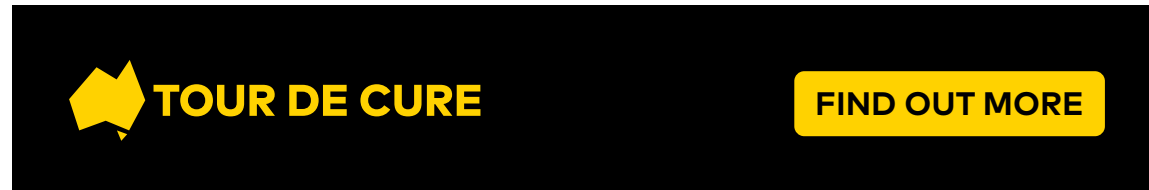
The Tour de Cure abbreviated logo used for social media, gives increased legibility and impact.



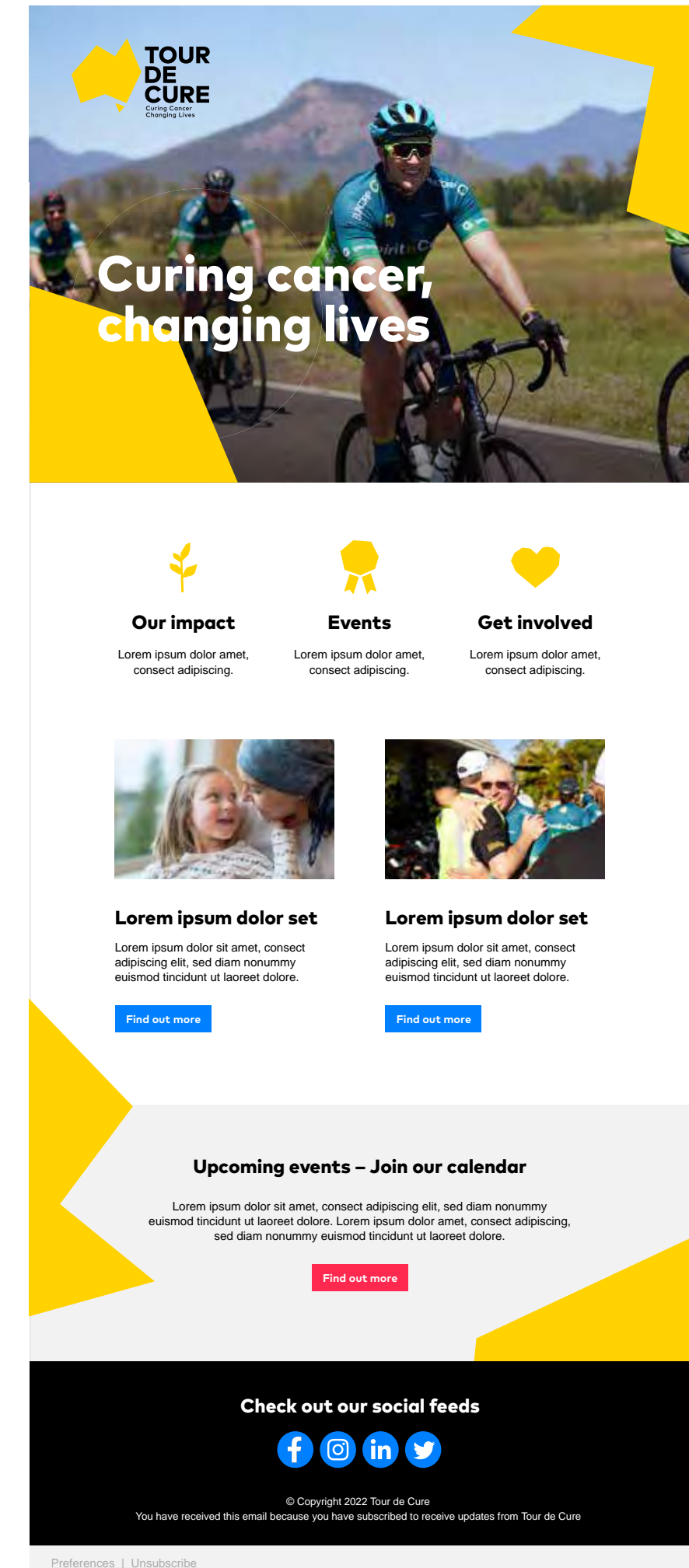
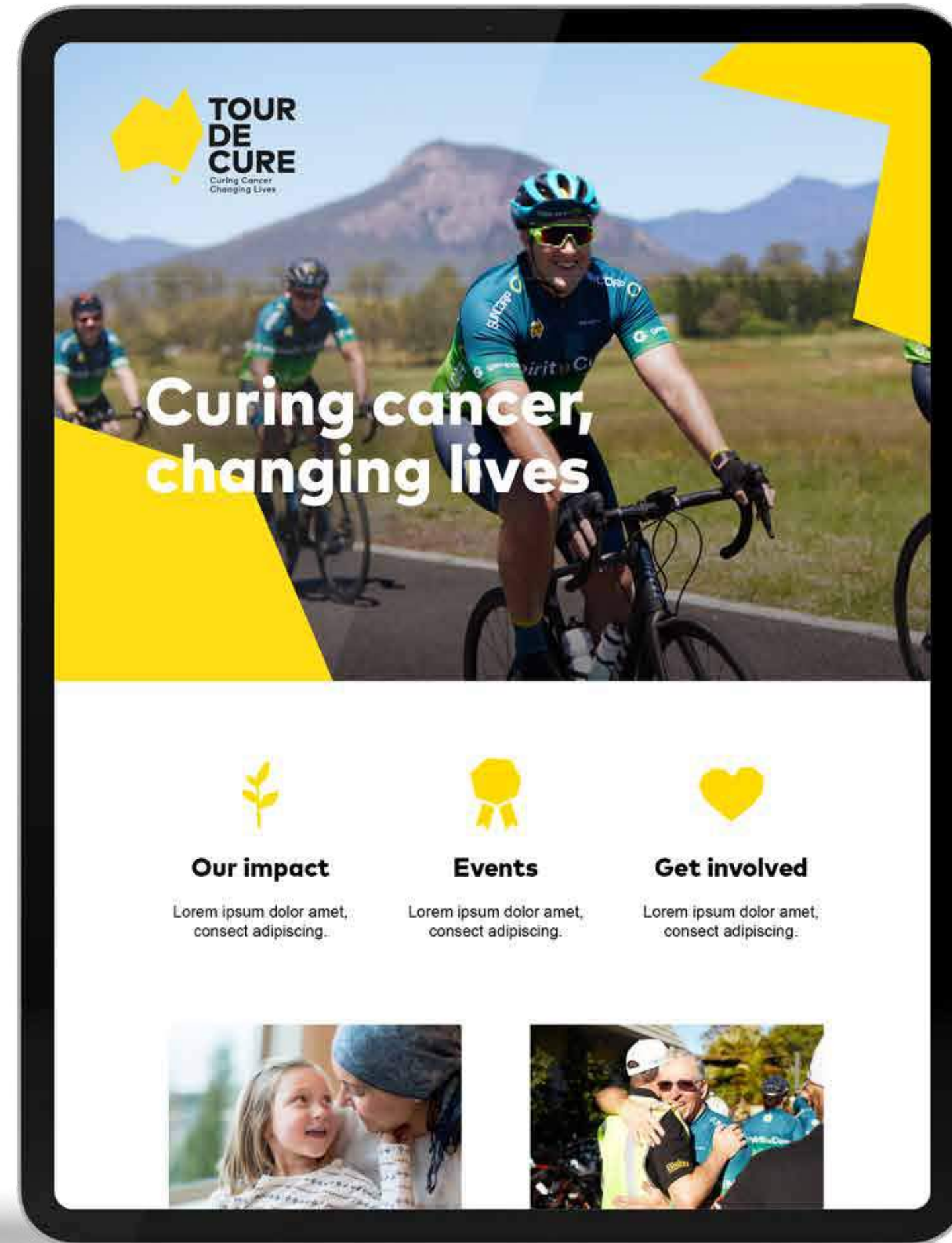
# EMAIL SIGNATURE

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When building email signatures please use the horizontal CTA bar as shown below.



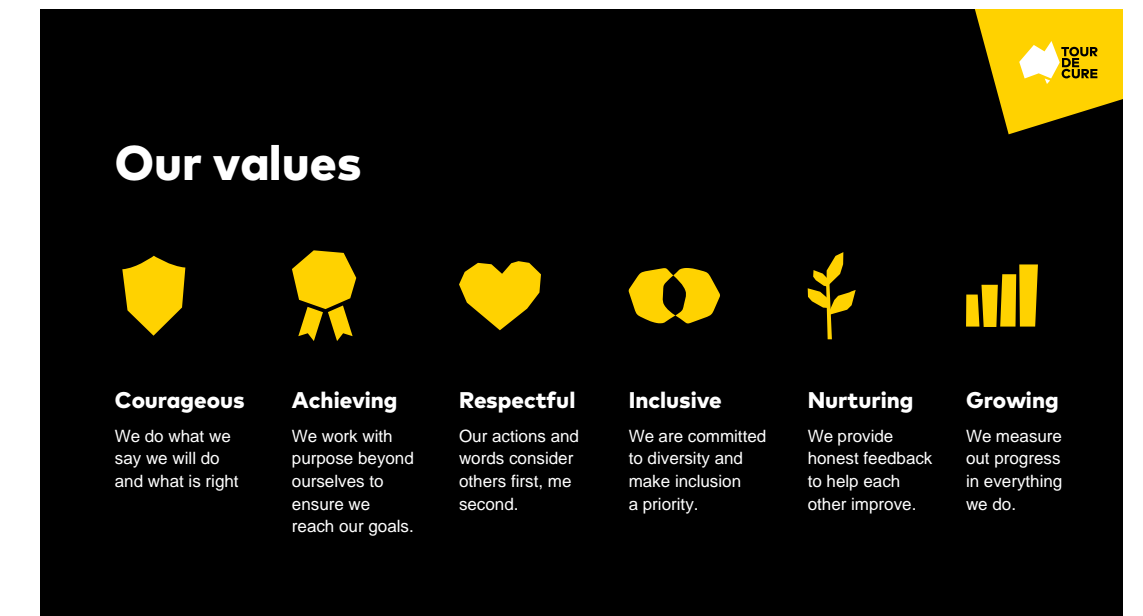
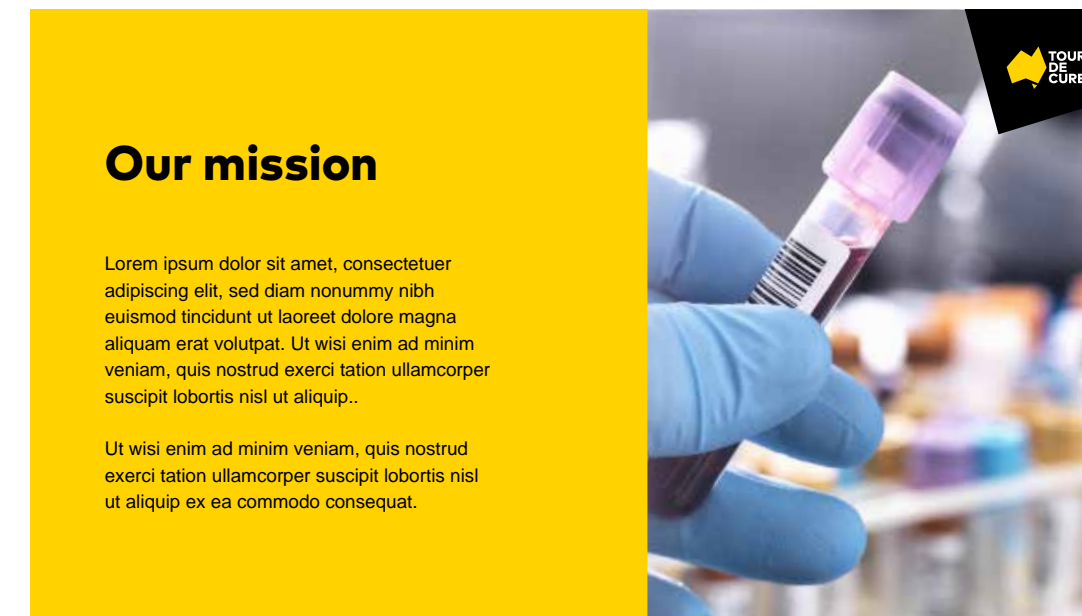
# ELECTRONIC DIRECT MAIL



# PPT TEMPLATE

The PowerPoint template should, wherever possible, stick to the three main brand colours - yellow, black and white. This is to maintain consistency and a professional appearance. The colours should be used in different ways on each page to create continued interest in all presentations. Icons should also be used throughout to clearly and graphically explore ideas.

The Tour de Cure logo should appear on every page.



## **CORPORATE PARTNERSHIPS**

While our own Tour de Cure events have been the backbone of our brand, our corporate partnership activities are a significant part of our operations which have helped extend our reach and influence.

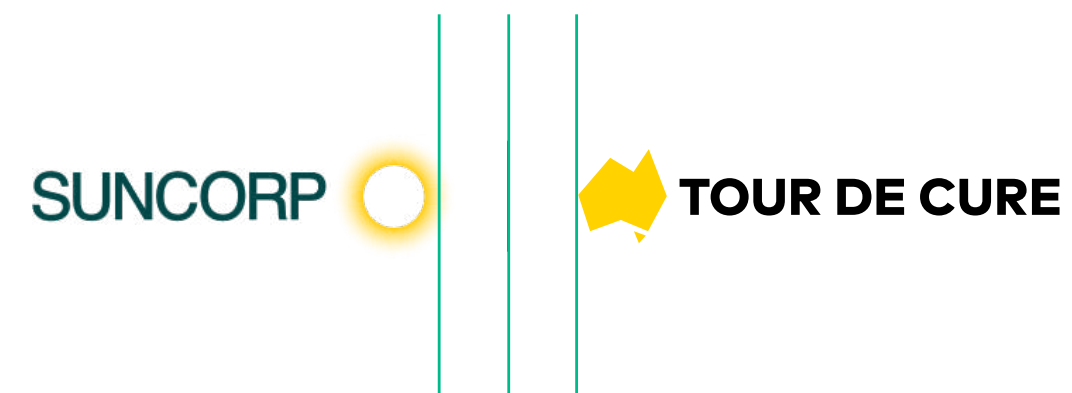
This section is for third party use, including corporate partner events, research institutes who receive funding and fundraising partners.

## PARTNER LOGOS

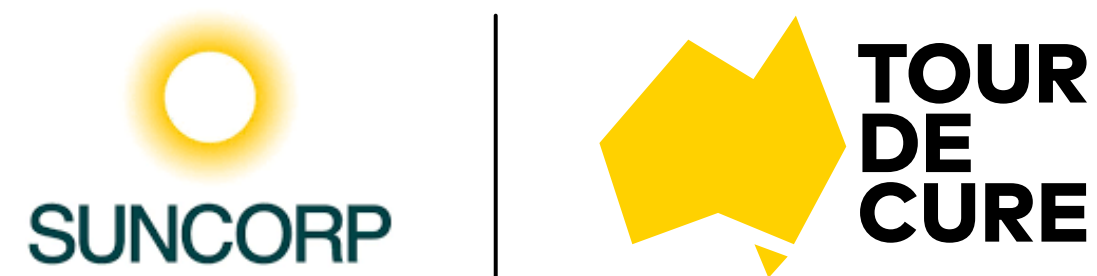
---

Locking up partner logos with Tour de Cure for partner events.

Taking this simple, clean approach allows both Tour de Cure and the partner company, to retain both of their logos locked up side by side with a divider line to pair them together.



**NOTE:** Make sure the spacing between the divider line, the Tour de Cure logo and the partner logo is always even.





## PARTNER EVENTS

---

Locking up partner logos with Tour de Cure for partner events.

Taking this simple, clean approach allows both Tour de Cure and the partner company, to retain both of their logos locked up side by side with a divider line to pair them together.





**NOTE:** Make sure the spacing between the divider line, the Tour de Cure logo and the partner logo is always even.

# Spirit to Cure

SUNCORP  |  TOUR DE CURE

# Spirit to Cure

 SUNCORP |  TOUR DE CURE

# Spirit to Cure

SUNCORP  |  TOUR DE CURE

# Spirit to Cure

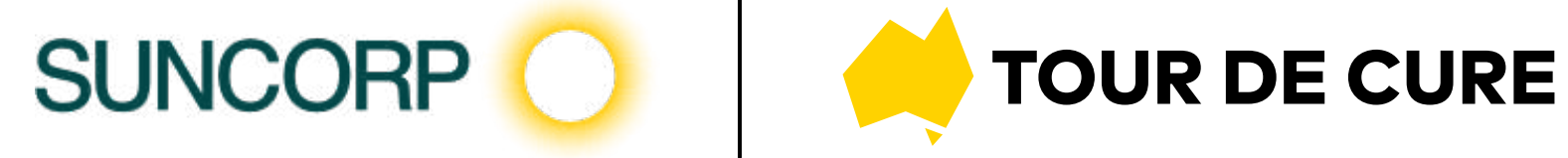
 SUNCORP |  TOUR DE CURE

## PARTNER LOGOS USAGE

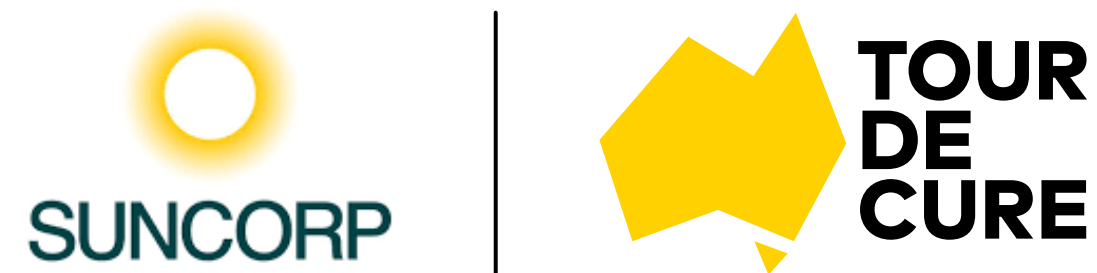
---

Locking up partner logos with Tour de Cure for partner events.

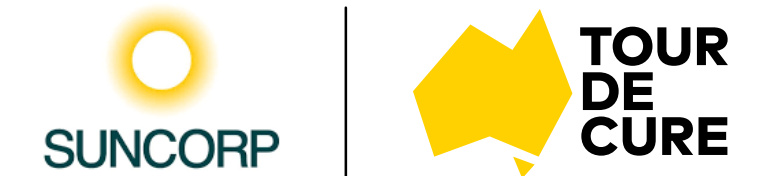
Taking this simple, clean approach allows both Tour de Cure and the partner company, to retain both of their logos locked up side by side with a divider line to pair them together.



# Spirit to Cure



# Spirit to Cure



## PARTNER LOGOS USAGE

Tour de Cure and the event partner branding should always be kept separate.

Taking this simple and clean approach allows either Tour de Cure or their partner company to take the lead on branded collateral, but carry co-branding.



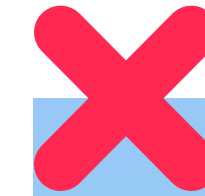
Partner event branding should not be combined with Tour de Cure branding elements.



Event lead branding



Tour de Cure lead branding

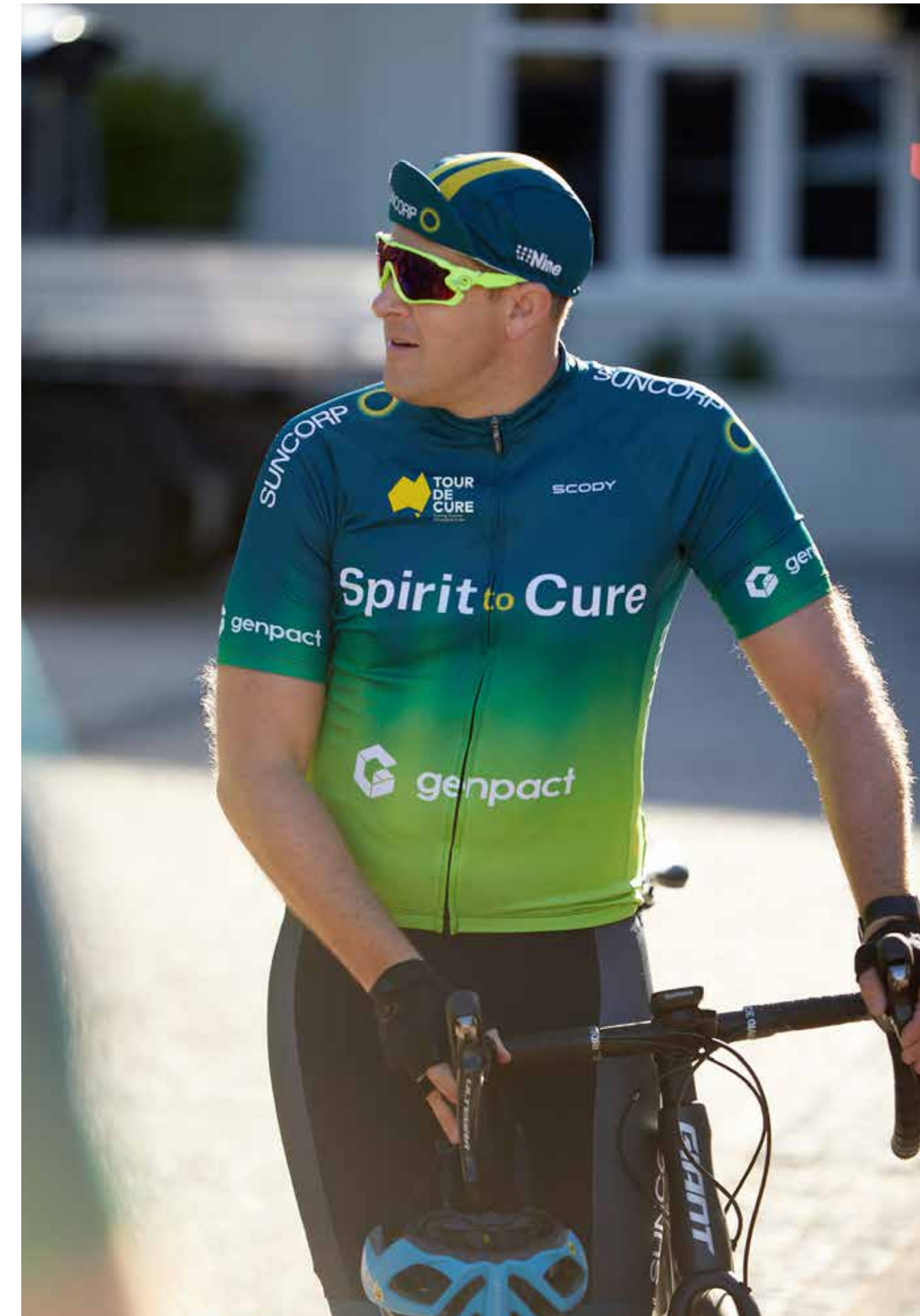


Do not do

## PARTNER LOGOS USAGE

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This page shows how the logos might be used on event collateral.



# **GALA EVENTS**

Tour de Cure Gala events are another important part of our operations. This section is for internal use, to show how we would apply a modified, more premium look and feel to our event collateral.

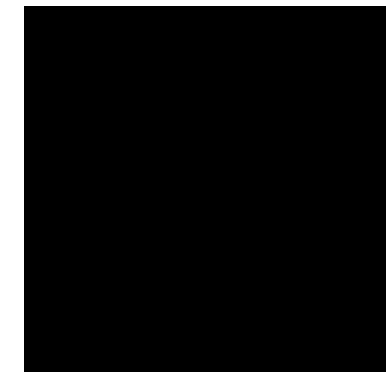
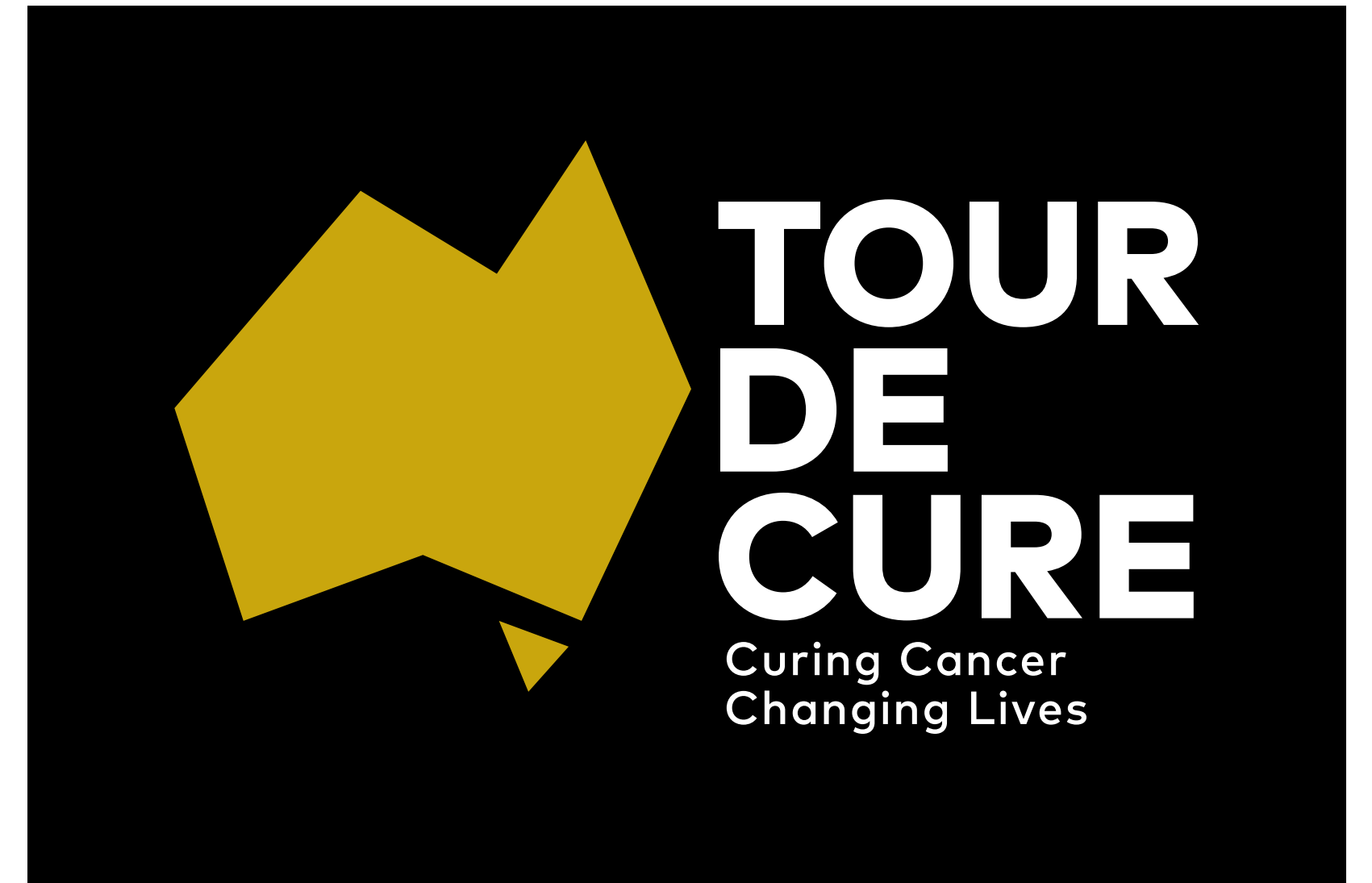
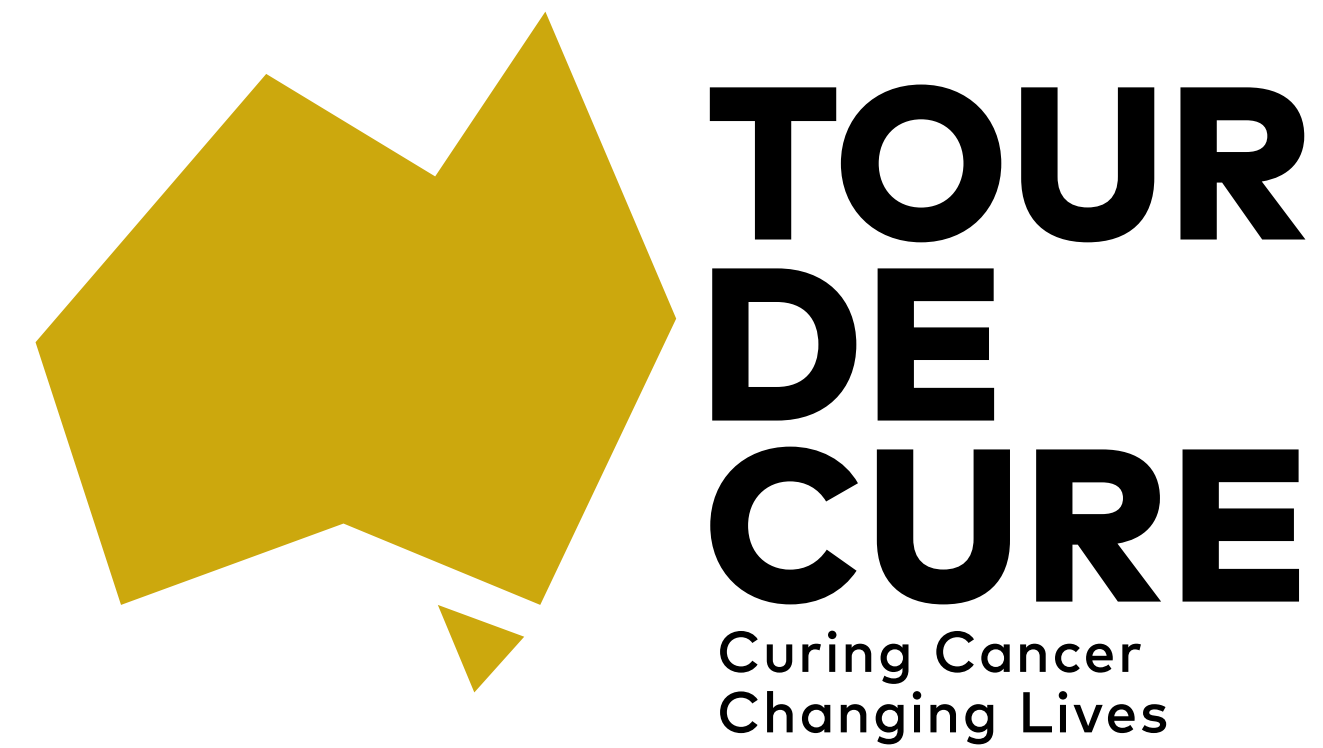
## PRIMARY LOGO (TAGLINE)

---

Given the different audience and purpose of Tour de Cures events pillar, this section of the business requires a sub brand. This helps separate events from the bright colours and bold application of the master brand, to something more sophisticated and premium.

The tagline logo lockup should be used as preference across all collateral.

The below palette is the colourway for gala events. The Tour de Cure yellow is replaced with gold.



**BLACK**  
C60 M40 Y40 K100  
R0 G0 B0  
HEX #000000



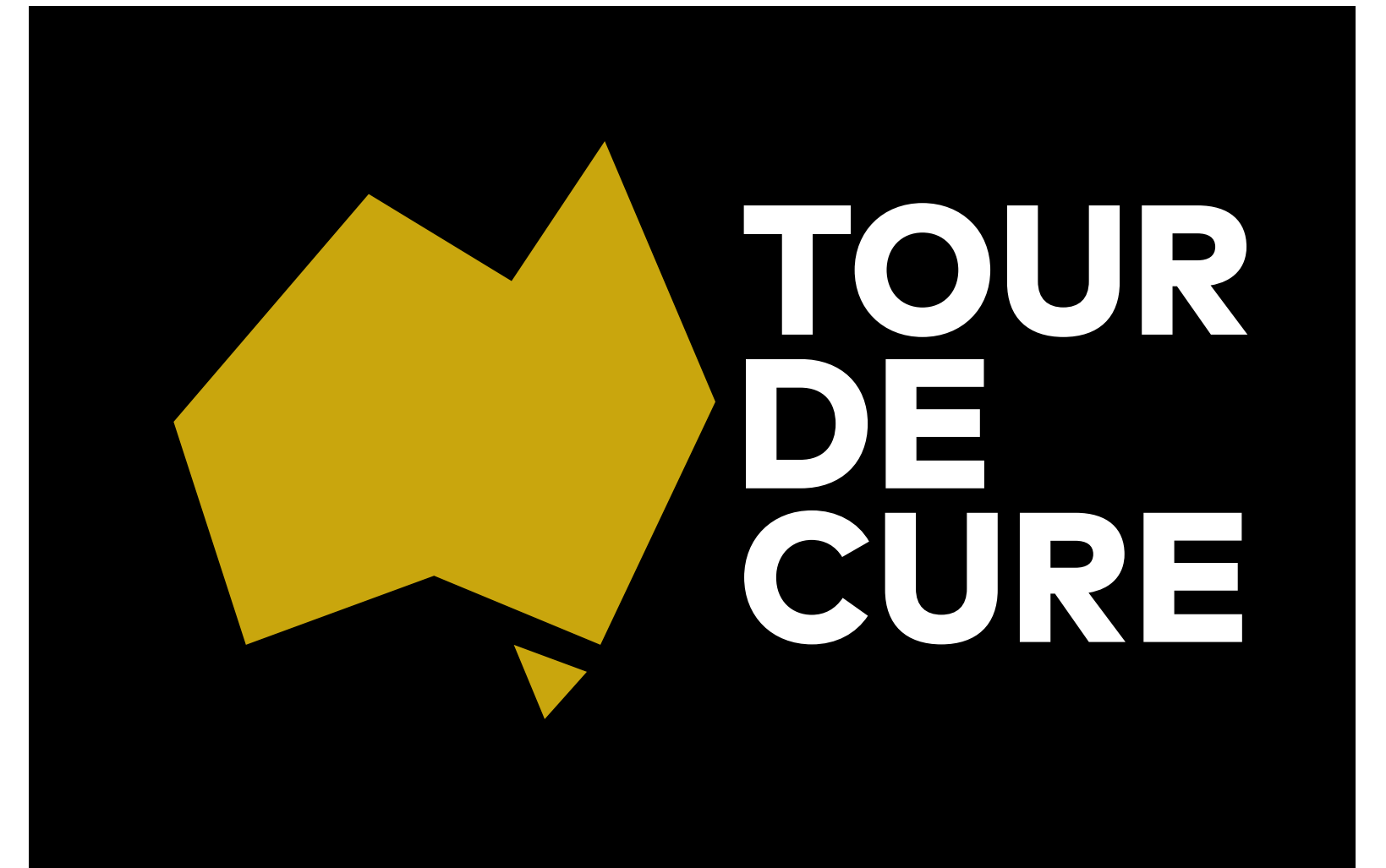
**GOLD**  
C22 M30 Y100 K0  
R204 G168 B13  
HEX #cca80d

## PRIMARY LOGO (NO TAGLINE)

---

Given the different audience and purpose of Tour de Cures events pillar, this section of the business requires a sub brand. This helps separate events from the bright colours and bold application of the master brand, to something more sophisticated and premium.

This version of the logo (No tagline) should only be used in instances where the tagline logo can not be used for space or legibility reasons.



## HORIZONTAL LOGO (TAGLINE)

---

For applications where the primary logo is too small to be legible (less than 30mm tall in print), we have a horizontal logo to ensure our branding is always clearly reproduced.

The horizontal logo is only to be used for special case uses such as small merchandise. (e.g. fundraising pens), or any instances where the hero logo would be less than 30mm (for print).

The tagline logo lockup should be used as preference across all collateral.





## HORIZONTAL LOGO (NO TAGLINE)

---

For applications where the primary logo is too small to be legible (less than 30mm tall in print), we have a horizontal logo to ensure our branding is always clearly reproduced.

The horizontal logo is only to be used for special case uses such as small merchandise. (e.g. fundraising pens), or any instances where the hero logo would be less than 30mm (for print).

This version of the horizontal logo (No tagline) should only be used in instances where the tagline logo can not be used for space or legibility reasons.

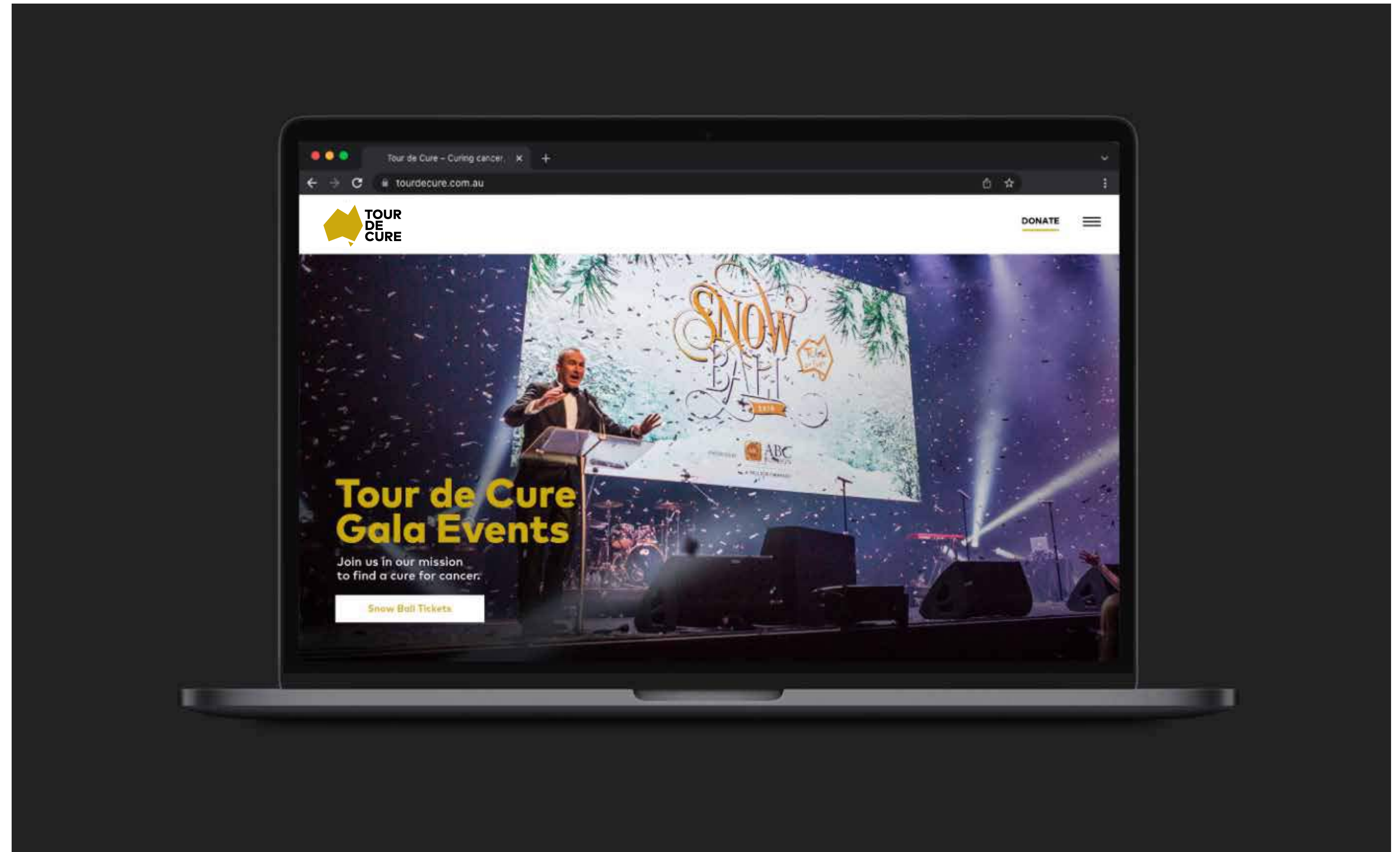


## LOGO USAGE

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Given the different audience and purpose of Tour de Cures events pillar, this section of the business requires a sub brand. This helps separate events from the bright colours and bold application of the master brand, to something more sophisticated and premium.

**NOTE:** Please do not use our graphic shapes when designing gala event collateral.

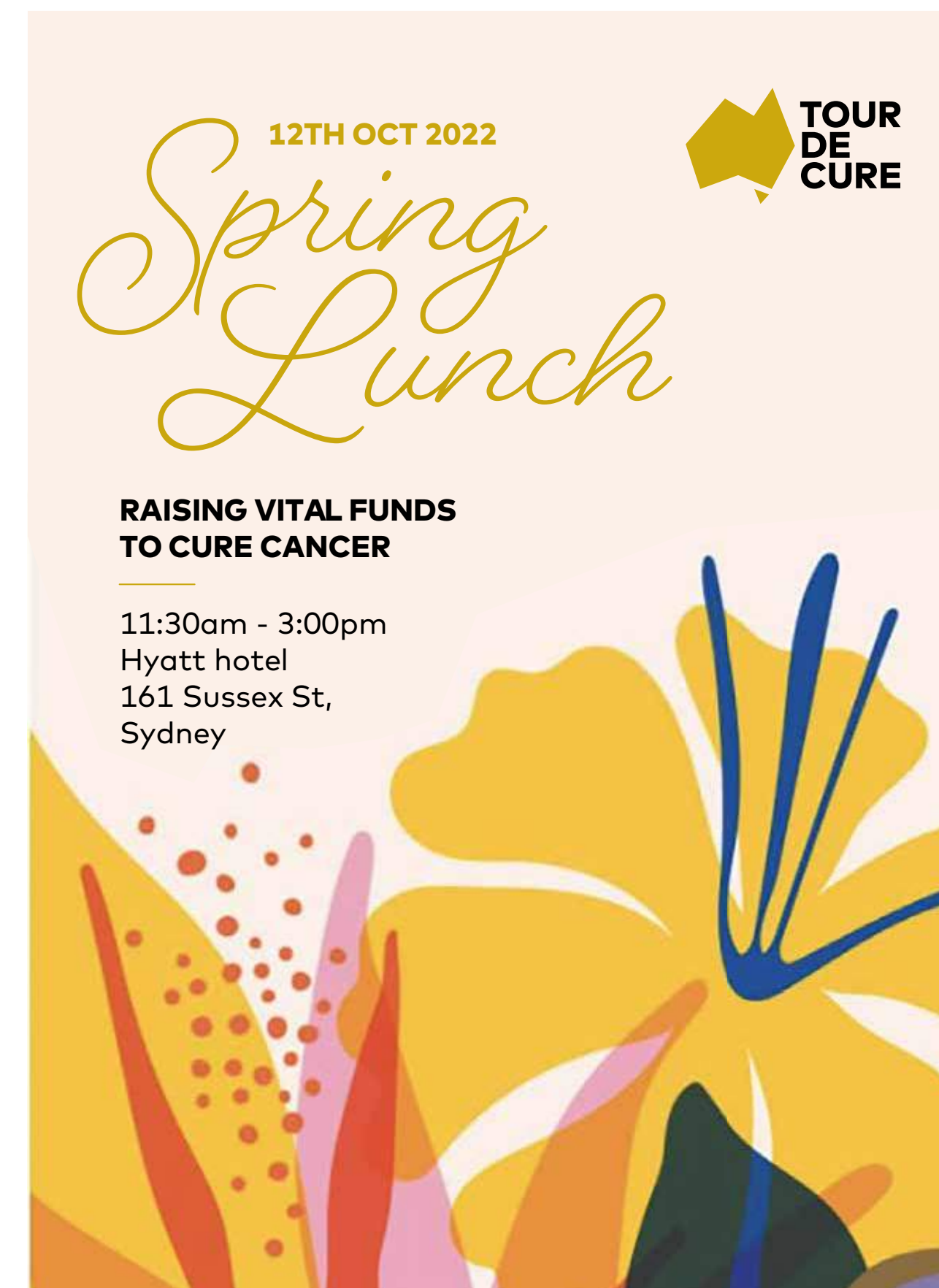


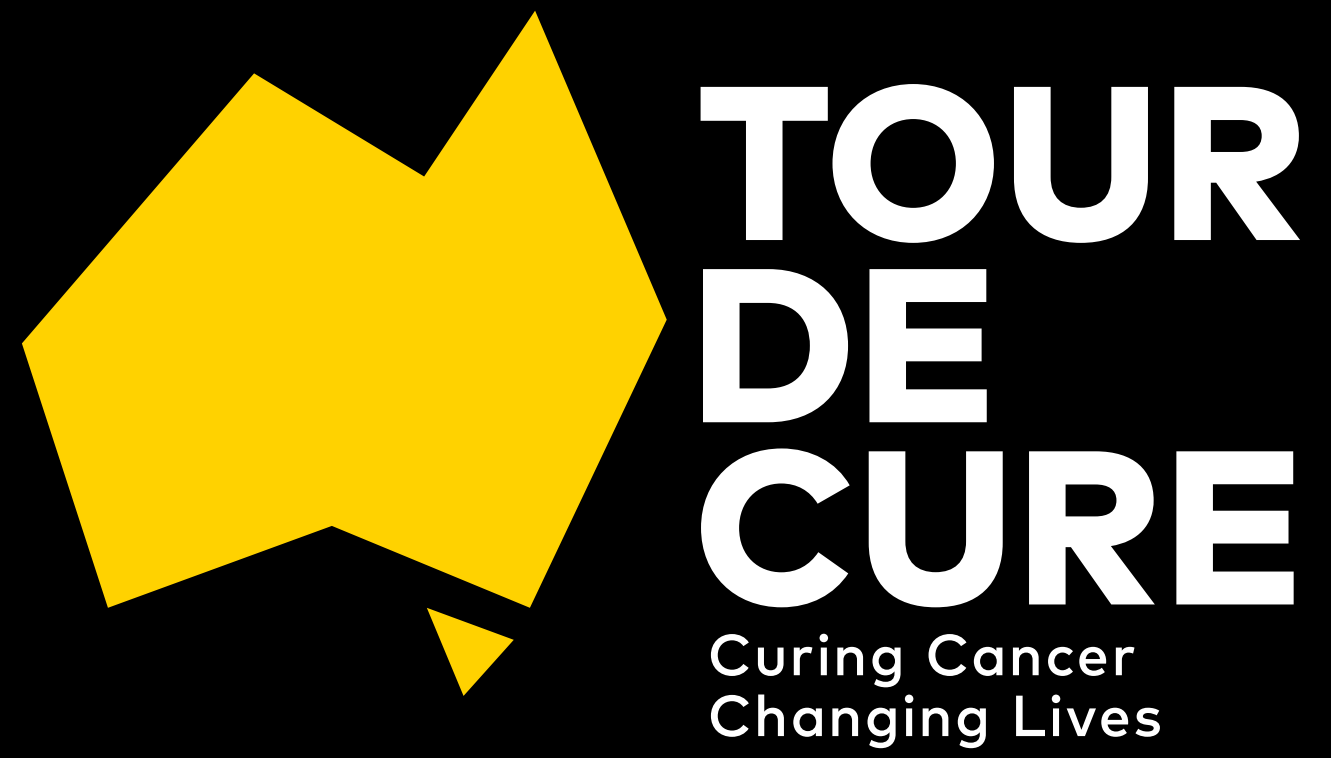
## LOGO USAGE

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When building gala invitations you can use any font you want that will help express the desired theme of the event. The gold logo must be used, either with white or black type copy.

**NOTE:** Please do not use our graphic shapes when designing gala event collateral.





**Thank you**