

# Texture Usage

The five Townsville Sub Region supporting textures can be applied to any corporate design application including brochures, word templates and newsletters. Additionally, these textures can appear in brand advertising ONLY. Textures (specific to each sub-region) can be used within the baseplate, where it does not impede on copy within. They are to be used as background textures/watermarks, not main features.

- The textures are to be placed at the bottom right of the baseplate (see examples of positioning on pages 2-6). Note the Townsville and Charters Towers’ textures must adhere to the following positioning guidelines:
  - The centre of the Townsville texture is to be placed in the bottom right corner of the artwork
  - The stem from the Charters Towers texture is to bleed off the page at the bottom right corner
- The textures are to be very subtle in the background or image and not the main focus or hero
- Texture to be used at 20% - 30% opacity depending on image. Each texture in the following examples is at an opacity of 20%
- Devices are region specific and can not be used to represent other sub regions. eg. The Burdekin texture can not be used on Magnetic Island collateral

Examples of how the textures are used and placed are on pages 2-6 of this document.



Townsville



Burdekin



Hinchinbrook

## Sub region colour palette

Townsville and Charters Towers

Pantone 138C

| CMYK (Coated)    |            |
|------------------|------------|
| C                | 0          |
| M                | 50         |
| Y                | 100        |
| K                | 0          |
| Hex value f7941d |            |
| R 247            | G 148 B 29 |

Burdekin

Pantone 7466C

| CMYK (Coated)    |             |
|------------------|-------------|
| C                | 71          |
| M                | 0           |
| Y                | 20          |
| K                | 0           |
| Hex value 01bdcf |             |
| R 1              | G 189 B 207 |

Hinchinbrook

Pantone 376C

| CMYK (Coated)    |            |
|------------------|------------|
| C                | 56         |
| M                | 0          |
| Y                | 100        |
| K                | 0          |
| Hex value 7dc242 |            |
| R 125            | G 194 B 66 |

Magnetic Island

Pantone Process Cyan

| CMYK (Coated)    |             |
|------------------|-------------|
| C                | 85          |
| M                | 0           |
| Y                | 0           |
| K                | 0           |
| Hex value 00b6f1 |             |
| R 0              | G 182 B 241 |



Charters Towers



Magnetic Island



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Townsville  
North Queensland  
**Queensland**  
Where Australia Shines

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[queenslandholidays.com.au](http://queenslandholidays.com.au)



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**Burdekin**  
Townsville, North Queensland

**Townsville**  
North Queensland  
**Queensland**  
Where Australia Shines

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**Hinchinbrook**  
Townsville, North Queensland



**Townsville**  
North Queensland  
**Queensland**  
Where Australia Shines

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**Charters Towers**  
Townsville, North Queensland



**Townsville**  
North Queensland  
**Queensland**  
Where Australia Shines

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