

MURWILLUMBAH

WANDER INTO WONDER

Brand Style Guide

2025

Our Logo

The Murwillumbah logo is designed to be friendly, unique, and instantly recognisable.

Drawing inspiration from the town's Art Deco heritage, breathtaking natural surroundings—including Mount Warning/ Wollumbin and the river—and its vibrant creative scene, the logo captures the essence of Murwillumbah while reflecting its aspirations for growth and progress.

The bold, distinctive typography blends strong lines with playful curves, paying tribute to the town's rich Art Deco architecture. This balance of structure and movement reflects Murwillumbah's dynamic energy, welcoming spirit, and deep connection to both heritage and innovation.



MURWILLUMBAH
WANDER INTO WONDER

Logo Variations

The Primary Logo is the full logo with both the logo and tagline. It’s the preferred choice for both digital and print applications.

The Secondary logo is used when the Primary logo does not work or is illegible within required space/layout or if less descriptive text is needed (e.g. website header).

The Logo Mark is a stamp-style abbreviation of Murwillumbah, “Murbah.” It’s a fun, local nod that speaks directly to the community. This version should be used in more casual or local assets like window stickers, merchandise, or any other place where a more playful and recognisable symbol is needed.

Logomark used in smaller instances (e.g. favicon, instagram profile picture).



Primary Logo
Horizontal with tagline



Primary Logo
Horizontal



Secondary Logo
Stacked



Logomark



Logo Colourways

The logo is designed to be used in a single colour across all applications.

Rainforest Green and Brick are the primary colourways and should be used wherever possible.

Lighter colour options — Evergreen and Deco Blush — are available for use on their complementary brand backgrounds only, where there is enough contrast.

Do not use the lighter colour logos (Evergreen and Deco Blush) together, as there is not enough contrast between them.

Similarly, avoid pairing Evergreen and Brick logos together to maintain brand consistency and ensure clarity.

A white logo is also available and is best used over images, colourful backgrounds, or when additional contrast is needed.

! Always ensure there is enough **contrast** for the logo to stand out against the background.

Rainforest Green



Evergreen



Deco Blush



Brick



Colour Palette

Primary colours

The palette consists of four colours: Rainforest Green, Evergreen, Deco Blush and Brick. You can mix the lighter colours with their matching darker counterparts, as long as there’s high contrast between them.

Rainforest Green, Deco Blush, and Evergreen can be paired together for a vibrant yet balanced look.

Brick and Deco Blush also work well together.

However, avoid pairing Brick and Evergreen, as they do not complement each other visually.



Rainforest Green

CMYK	RGB
84 / 49 / 57 / 31	38 / 87 / 87
#265757	PANTONE 7476 C

Evergreen

CMYK	RGB
11 / 1 / 15 / 0	226 / 238 / 220
#E2EEDC	PANTONE 566 C

Deco Blush

CMYK	RGB
0 / 7 / 7 / 0	255 / 236 / 228
#FFECE4	PANTONE 705 C

Brick

CMYK	RGB
22 / 69 / 75 / 8	184 / 99 / 74
#B8634A	PANTONE 2436 C

Typography

‘Robinco’ is used for headings, feature/intro text and is used in our logo.

‘Archivo ExtraCondensed’ is used for sub-headings, as well as in our tagline.

‘Karla’ is used for body copy and buttons.



THIS IS FEATURE TEXT

Feature
Robinco,
Regular

This is a heading

Headings
Archivo
ExtraCondensed, Bold

This is a sub-heading

Sub-heading
Archivo ExtraCondensed,
Bold

This is body copy. Oloriorrum quaest ullanda si quostrum est peribus, volleni musant dolupta spelecatqui vendisque im quasinto ma inis is eum ium que parum qui ratibus maio. Eperori antotas ecar pidissunt voloreic tem explanditat rat arundae simolo et fuga. Xerenditiis ut ut optae volupta tectior ibuscit ibuste sequis volupta ventem.

Body Copy
Karla,
Regular

This is a button

Button
Karla,
Bold

Logo Clearspace

Clearspace

To maximise the legibility and impact of the logo, please maintain a clear space equal to the width of the ‘Mu’ in ‘Murwillumbah’ around it. This area should remain free of any text, graphics, or busy imagery.

The same clear space rule applies to the secondary stacked logo.

Minimum size

The minimum width for the primary logo is 40mm, which ensures that the support text ‘Wander into Wonder’ is legible at 7.5pt. If the logo needs to be smaller, use the secondary logo at a minimum width of 33mm.

For digital applications please refer to px dimensions (not mm).



Minimum size

Primary Logo



Secondary Logo



! Please note the above sizes are not to scale.

Logo Do's & Don'ts

✓ Do's

Always use logo(s) provided in their original format.

Use on brand colours - ensuring there is enough contrast for the logo to stand out.

✗ Don'ts

Do not alter the font, colour, layout, proportion or scaling of the logos.

Do not try to recreate or encroach the clearspace.



MURWILLUMBAH

✓ Do use with brand colours and original format

MURWILLUMBAH

✗ Do not alter colours

MURWILLUMBAH

WANDER INTO WONDER

✗ Do not alter fonts

MURWILLUMBAH

✗ Do not warp or angle

MURWILLUMBAH
This is a heading

✗ Do not encroach clear space

MURWILLUMBAH

✗ Do not use on low contrast backgrounds

Logo co-branding

When co-branding with other organisations, use the primary horizontal logo when working alongside corporate or government partners, such as councils and larger businesses.

The secondary stacked ‘Locals’ logo is best suited for partnerships with local businesses, community groups, and smaller organisations, to create a more approachable and community-focused feel.



Council



Local business



Brand assets

MU from the logo

This brand asset is intended to be used as a background element at 10% opacity. It can be applied as a large, subtle feature – for example, faded into a corner or layered behind content.

It should not be used as an icon, standalone graphic, or primary design element.

Arch shape & rounded edges

When using shapes or illustrations, rounded edges are encouraged. The curves reflect the architecture of the town and support the visual identity of the brand.



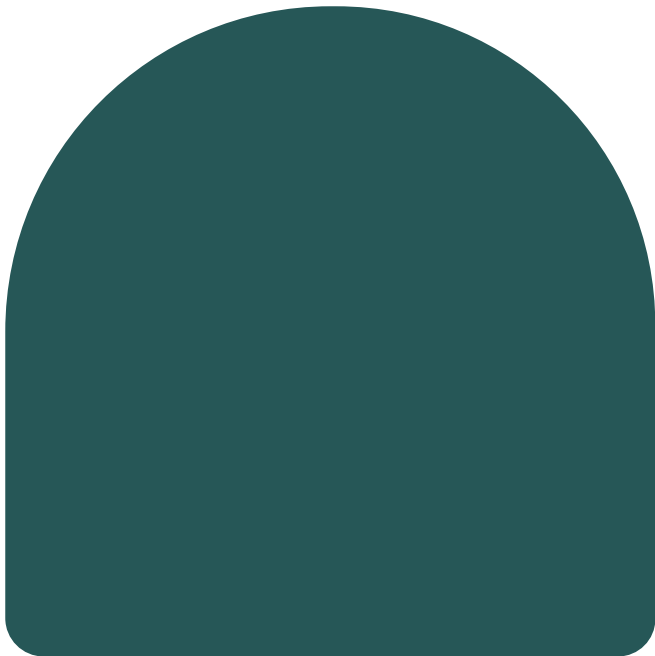
MU from the logo



Usage example



Arch shape



Curved corners



Iconography

Our icons are designed in an illustrative, fun, and bold style that complements the overall brand. They have a playful, rounded look that adds character while maintaining clarity.

Always ensure there is enough clear space around the icons to maintain visual integrity and avoid clutter.

Icons can be used across digital and print materials to enhance communication, adding a touch of personality and making key messages stand out.

Use them sparingly and strategically to maintain their impact and keep the design clean and cohesive.



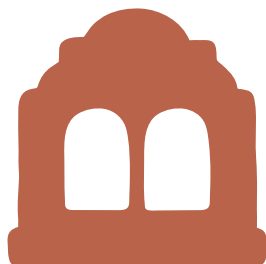
Outdoor Adventure



Nature



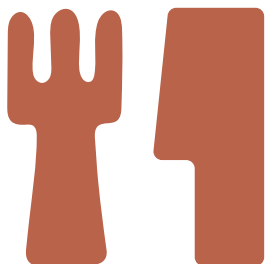
Heritage



Community



Dining



Retail / Shopping



Family Friendly



Arts & Culture



Logo in use

MURWILLUMBAH

Lamp post flags



Window sticker



Logo in use

MURWILLUMBAH

Coasters



Social media



Logo in use

Billboard



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Merchandise



Logo in use

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Mural



Mural



Thank you.

This document has been designed and developed by the Ad Agency for Business Murwillumbah.

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