



BRAND STYLE GUIDE

CONTENTS

Welcome to our brand.

This style guide gives you an overview of our brand identity and voice. We've included some tips on how we look and sound to help you get started. Now it's over to you.



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This guide was produced by Brandsome for Skydive Australia, 2019.

WHAT KIND OF BRAND ARE WE?

WE'RE A BRAND
FOR ADVENTURERS.

OUR UNIQUE SELLING PROPOSITION

SKYDIVING
EXCELLENCE.
UNPARRALLED
OUTLOOK.

OUR TAGLINES

THE ULTIMATE HIGH
ESCAPE THE ORDINARY
ELEVATE YOUR COURAGE

OUR BRAND KEYS

KINETIC

Go . Vital . Active . Adventurous

SENSORY

Real . Offscreen . Immersive . Experiential

WILD

Nature . Animal . Primal . Adrenaline

PLAYFUL

Cheeky . Approachable . Fun-loving . Local

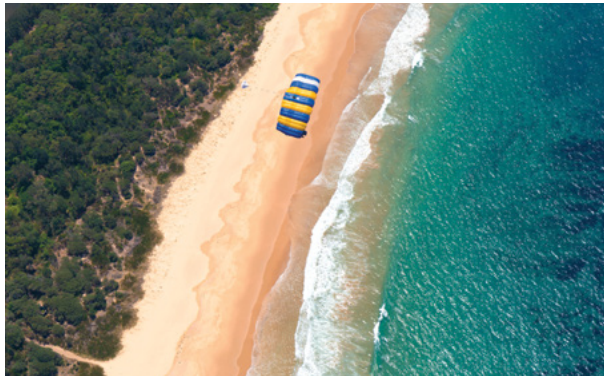
WHERE ARE WE? – Our dropzones

**WE HAVE 13 DROPZONES
AUSTRALIA WIDE, IN 4
DIFFERENT STATES.**



WHERE ARE WE? – NSW

SYDNEY-WOLLONGONG



Skydive directly over the beach in Wollongong and experience the widest blue yonder you will ever know.

- Experience the thrill at Sydney's only beach skydive
- Spectacular coastal views from Sydney to Jervis Bay
- Jump with your mates for a great group rate
- Free return transfers from Sydney CBD, 7 days a week
- Visit the local beaches & cafes right next to our drop zone

BYRON BAY



Freefall over Byron Bay and experience amazing coastal views all the way to the Gold Coast, Brisbane and beyond.

- Skydive Australia's most easterly point
- Spectacular views of Byron Bay & the Australian coastline
- Free return transfers from the Gold Coast & Brisbane
- Fully self-contained dropzone, take off and land in the same place
- Up to 60 seconds of life-changing freefall

SYDNEY- NEWCASTLE



Enjoy the magnificent coastal views as you skydive over Newcastle and beautiful Lake Macquarie.

- Enjoy the scenery at Newcastle's only beach skydive
- Stunning views of Lake Macquarie & Newcastle
- Just 20 minutes south of Newcastle CBD
- Free return transfers from Sydney CBD available
- Bring your swimmers & check out the local beaches

WHERE ARE WE? – NORTH QLD

CAIRNS



Only skydiving company operating in, flying over and landing right in the heart of Cairns!

- Incredible sunrise express jumps available so you have time to enjoy other activities
- Spectacular views from reef to rainforest
- Free return transfers from your Cairns accommodation
- The only tandem skydive over Cairns

MISSION BEACH



Enjoy the spectacular views of endless blue water and surrounding islands on this full day Mission Beach adventure.

- Stunning beach landings on coconut lined beaches
- Voted in the top 3 best locations in the world to skydive
- The closest skydive to the Great Barrier Reef
- Jump over World Heritage Rainforest & beautiful surrounding islands
- Located in the heart of buzzing Mission Beach, close to cafes & bars

AIRLIE BEACH



Experience sensational coastal views of the Whitsunday Islands and Central QLD coastline, right in the heart of Airlie Beach and the Great Barrier Reef.

- Only company skydiving in Airlie Beach
- Stunning coastal views of the Whitsunday Islands
- Awesome half day experience
- Free transfers from designated locations in Airlie Beach
- Exclusive Whitehaven Beach landings available

WHERE ARE WE? – SOUTH QLD

NOOSA



Experience the amazing thrill of freefall in the heart of the Sunshine Coast with a skydive over stunning Noosa and Coolum Beaches.

- Land on the beach in Coolum
- Incredible views over Noosa and the Sunshine Coast
- Located in the heart of the Sunshine Coast
- Up to 60 seconds of life-changing freefall
- Free transfers twice daily from Noosa

SURFERS PARADISE



Take off from the Sea World Helicopters Heliport, taking in the incredible views of the Gold Coast as you climb up to 10,000ft. Then, experience the thrill of freefall above iconic Surfers Paradise before touching down on the sands of Main Beach.

- Experience the thrill of helicopter tandem skydiving
- Skydive over the Gold Coast and land on the beach
- Exclusive location based in front of the Sea World theme park
- Intimate experience with smaller group sizes
- Fast turnaround giving you time to enjoy other activities in amazing Surfers Paradise

WHERE ARE WE? – VIC

MELBOURNE



Experience the ultimate thrill at Melbourne's only beach skydive and enjoy the 360° views of Melbourne city and Port Phillip Bay.

- Take the plunge at Melbourne's only beach skydive
- Skydive right in the heart of St Kilda, just 20 minutes from Melbourne
- Close to public transport, shops & bars
- Stay overnight & enjoy all the city has to offer
- Fantastic views of Melbourne's city skyline

GREAT OCEAN ROAD



Enjoy the sensational coastal views as you skydive over the surfing mecca of Bells Beach and the Great Ocean Road.

- Experience the beauty of the Great Ocean Road from above
- 30 minutes from the beautiful coastal city of Geelong
- Jump with your mates for a great group rate
- Learn to skydive courses available
- Bring your swimmers & check out the local beaches

YARRA VALLEY



Skydive over the lush Yarra Valley countryside, quilted with rolling pastures and spectacular vineyards.

- Amazing views of the Yarra Ranges & vineyards
- Just 45 minutes from Melbourne
- Free return transfers from Melbourne CBD
- Located in the heart of the Yarra Valley wine country
- Make a weekend of it & enjoy a country escape

WHERE ARE WE? – WA

PERTH



Freefall over Perth and Rockingham Beach with unbeatable views of Rottnest Island and the beautiful Shoalwater Islands Marine Park.

- Perth's closest beach skydive
- Stunning views of the WA coastline & Rottnest Island
- Just 40 minutes south of Perth CBD
- Bring your swimmers for a post-skydive dip
- Freefall over some of Western Australia's finest beaches

PERTH CITY



Freefall over the heart of Perth CBD in Langley Park with unbeatable views of the city, Rottnest Island, Swan River and Western Australia coastline.

- The only skydive in Perth CBD
- Stunning views of Perth CBD and WA's coastline
- Stay overnight & enjoy all the city has to offer
- Up to 60 seconds of life-changing freefall

WHO ARE WE TALKING TO?

OUR CUSTOMER BASE VARIES BY DROP ZONE LOCATION. THE BELOW STATISTICS ARE A FEW STATS FROM THE NATIONAL AVERAGE.

FEMALE 54%
MALE 46%

INTERNATIONAL 67.1%
DOMESTIC 32.9%

ASIAN 35.7%
AUSTRALIAN 32.9%
EUROPEAN 23.9%
NORTH AMERICAN 5.4%
NEW ZEALAND 0.8%
AFRICAN 0.1%
SOUTH AMERICAN 0.9%

AGENTS 51%
DIRECT 49%



ROSE

THE TRAVELLER

Rose is from mainland China and is looking for an authentic Australian experience. Rose usually travels in a group and is happy to spend a bit of money when on holidays. Rose will gather information about products online before she purchases and will generally choose the premium product if she sees it as valuable. She will often buy merchandise or photo packages to remember her experience and to share it with friends.



JANIE

THE CASUAL ADVENTURER

Janie is a south Sydney local and loves getting out to explore her surrounds on the weekends. Janie is a school teacher and saves her money for big special occasions that she can share with friends. Janie is looking for an amazing experience that will help her overcome her fears and anxieties. Janie will be sure to tell the world about all of her amazing experiences, before, during and after they occur.



CAMERON

THE STUDENT

Cameron is studying law at university and works part time at a local cafe. The spare cash Cameron has, he wants to spend on shared experiences that create lasting memories, rather than material items. Cameron is a digital native and doesn't know the world without smart phones, he is not afraid to speak out against things he believes in and will choose brands based on their environmental and economical impact on society.



MITCH

THE LEADER

Mitch is a company CFO and enjoys travelling both internationally and domestically. Mitch enjoys being with friends and sharing experiences as a group. Mitch will generally book his travel with his mates and is looking for great group deals. Mitch wants a good customer experience and will tell his friends and colleagues about his experience. Mitch will often organise and pay for group adventures and arrange team bonding days for his work colleagues.



MARGARET

THE BUCKET LISTER

Margaret works part-time at a doctors surgery and saves her money to spend on things for her family, including experiences. Margaret isn't afraid to do something a little crazy on her own, but she will generally bring her whole family along to watch. Margaret will generally book her experiences over the phone, or via website if the experience is quick and easy. Margaret plans ahead and will book her travel experiences in advance. Margaret will base her purchases on recommendations from friends and looks for a company she feels she can trust.

WHAT DO WE LOOK LIKE? – Our landmarks

WHEN PLACING OUR
BRANDMARKS ON
BACKGROUNDS AND
IMAGES, CHECK
CONTRAST AND
LEGIBILITY AND MAKE
SURE THEY'RE CLEARLY
RECOGNISABLE
FROM A DISTANCE.

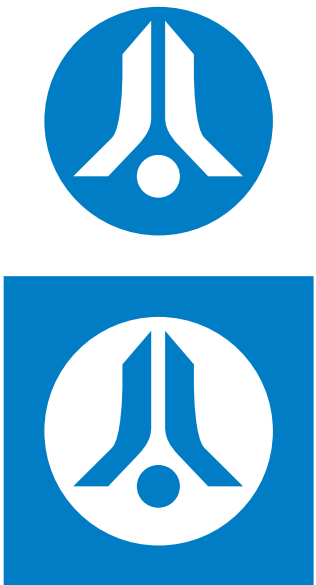
PRIMARY



SECONDARY



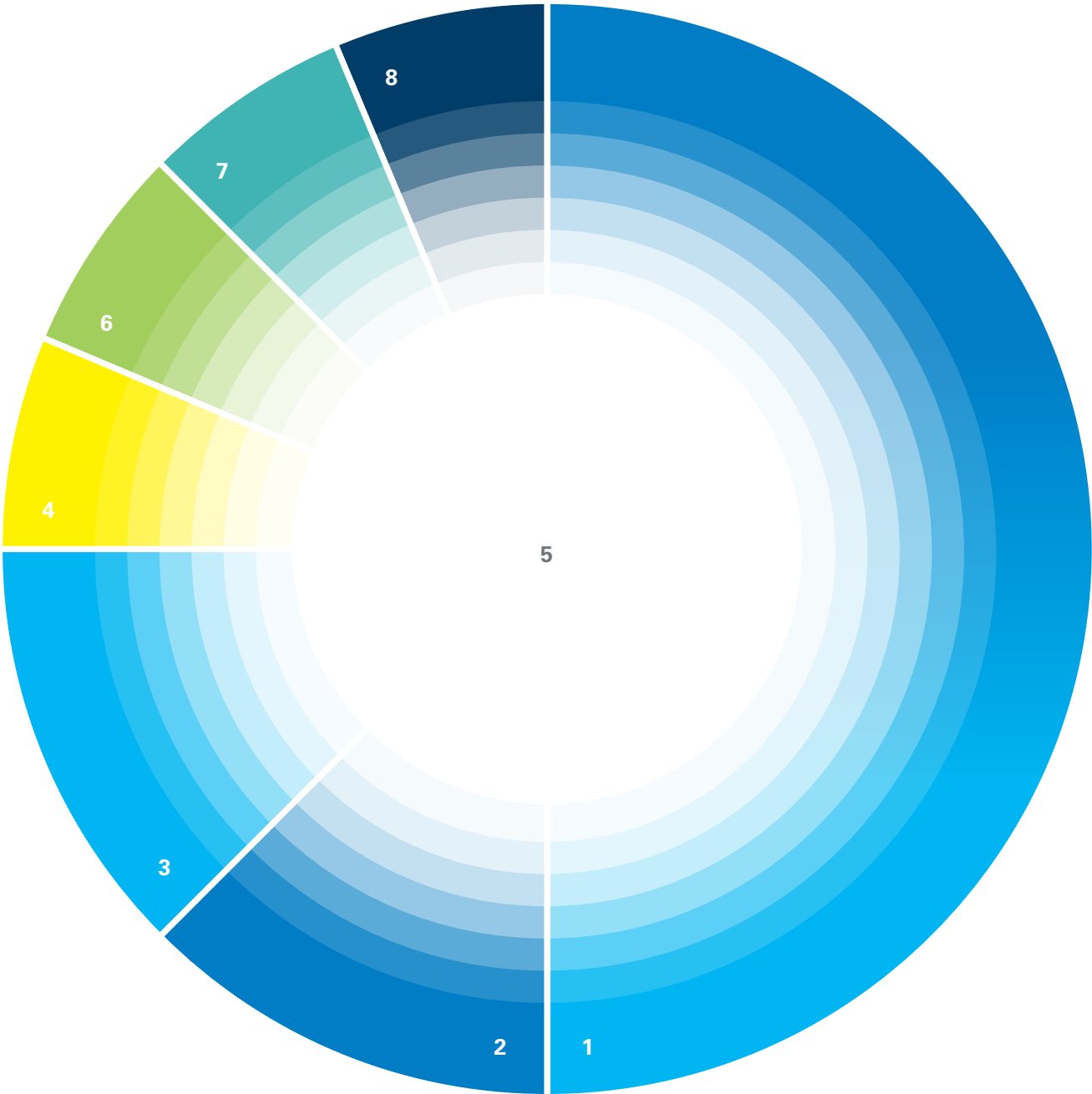
ICON



WHAT DO WE LOOK LIKE? – Our colours + tints

OUR COLOURS ARE
INSPIRED BY THE
ELEMENTAL AND
ENVIRONMENTAL NATURE
OF OUR ADVENTURES
– SUN, SKY, SEA AND LAND.

COLOUR TINTS IN 10%
INCREMENTS CAN ALSO
BE USED WHEN NEEDED



PRIMARY

- 1. GRADIENT**
CMYK: 100, 40, 0, 0
- indent 10%
CMYK: 87, 0, 0, 0
- indent 70%
- 2. OCEAN BLUE**
CMYK: 100, 40, 0, 0
RGB: 0, 125, 197
HEX #: 007dc5
PMS: 2935
- 3. SKY BLUE**
CMYK: 87, 0, 0, 0
RGB: 0, 181, 241
HEX #: 00b5f1
PMS: 2995
- 4. SUN YELLOW**
CMYK: 0, 0, 100, 0
RGB: 255, 242, 0
HEX #: fff200
PMS: 102
- 5. WHITE**
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX #: ffffff

SECONDARY

- 6. LANDSCAPE GREEN**
CMYK: 41, 0, 83, 0
RGB: 161, 206, 92
HEX #: a1ce5c
- 7. AQUA BLUE**
CMYK: 69, 7, 33, 0
RGB: 64, 179, 179
HEX #: 40b3b3
- 8. NAVY**
CMYK: 100, 40, 0, 60
RGB: 0, 61, 104
HEX #: 003d68
- WARM GREY (TEXT ONLY)**
CMYK: 5, 0, 0, 65
RGB: 111, 118, 123
HEX #: 6f767b

WHAT DO WE LOOK LIKE? – Our type

WE USE A MIX OF WEIGHTS AND STYLES TO CREATE A UNIQUE LOOK AND PROPRIETARY NARRATIVE FOR OUR BRAND.

UNIVERS LT STD 57 CONDENSED

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
!@#\$%&*?!

UNIVERS LT STD 67 BOLD CONDENSED

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
!@#\$%&*?!

UNIVERS LT STD 45 LIGHT

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
!@#\$%&*?!

UNIVERS LT STD 55 ROMAN

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
!@#\$%&*?!

UNIVERS LT STD 65 BOLD

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
!@#\$%&*?!

UNIVERS LT STD 75 BLACK

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
!@#\$%&*?!

LUMIOS MARKER

*abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
!@#\$%&*?!*

SYSTEM TYPFACES

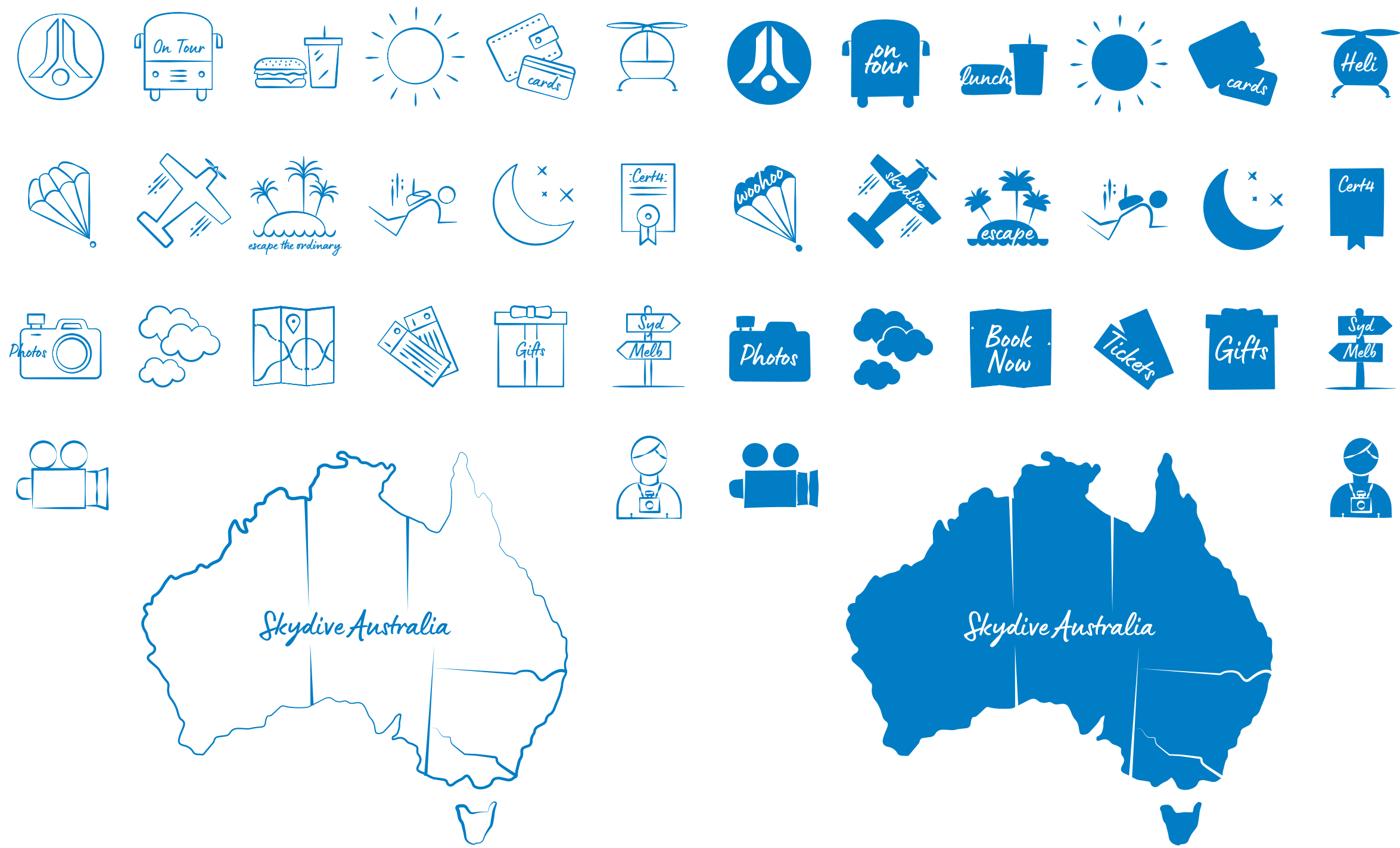
ROBOTO CONDENSED BOLD
Roboto Black / Bold,
Roboto Medium / Regular,
Roboto Light / Thin

ALTERNATE SYSTEM TYPFACES

SANS SERIF CONDENSED BOLD
Sans Serif Bold
Sans Serif Regular

WHAT DO WE LOOK LIKE? – Icons

WE COMMUNICATE WITH ADVENTURERS FROM ALL OVER THE WORLD WITH ICONS THAT SPEAK IN ANY LANGUAGE.

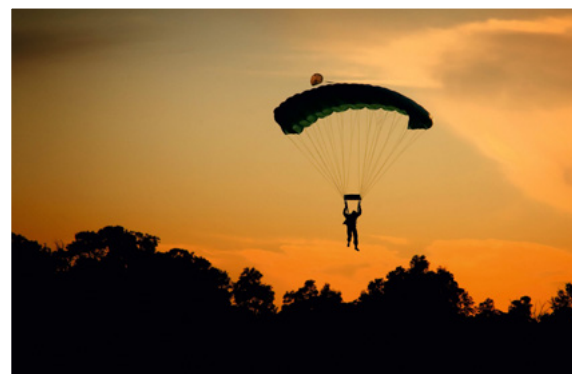
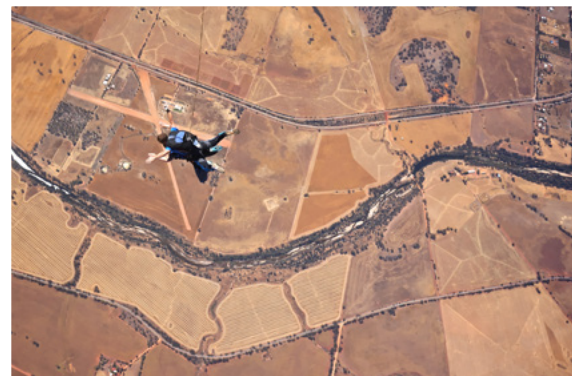


WHAT DO WE LOOK LIKE? – Our image style

WE GO WILD WITH SELFIES AND GOPRO. OUR IMAGES, VIDEOS AND FOOTAGE BLOW ADVENTURERS' MINDS. WE DON'T TELL THEM HOW IMMERSIVE OUR ADVENTURES ARE: WE MAKE THEM FEEL IT WITH IMAGERY THAT'S BEYOND WORDS.

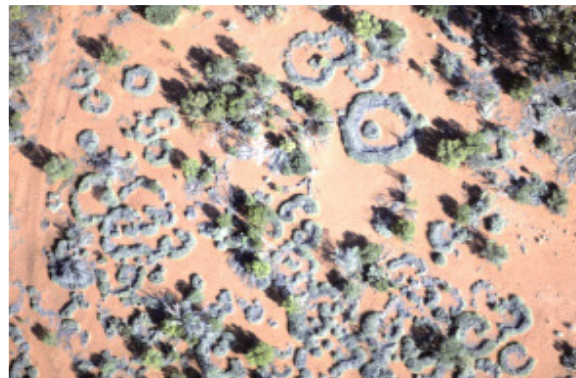
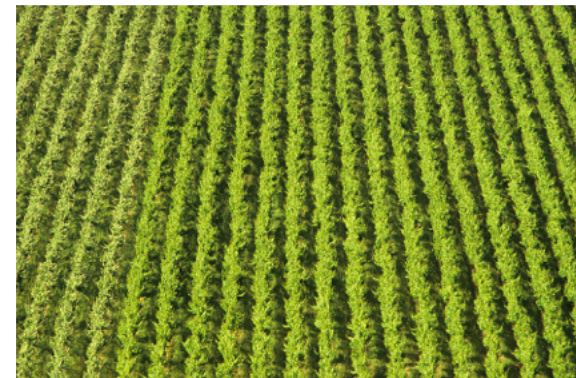
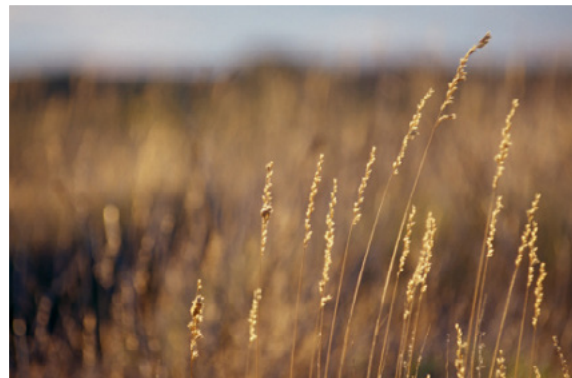
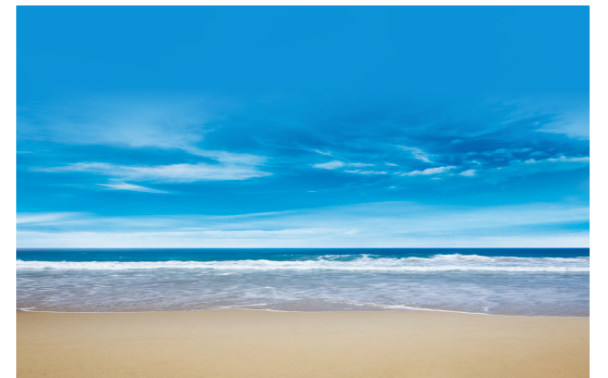
CAPTURE THE EXPERIENTIAL NATURE OF THE OFFERING
- SCENERY, OUTLOOK, ADRENALIN, EXCITEMENT, A SENSE OF HEIGHTENED PERSPECTIVES AND PERSONAL ACHIEVEMENT.

APPEAL TO THE SENSES BY SHOWCASING EMOTION, PERSONALITY AND LIFE.



WHAT DO WE LOOK LIKE? – Our image style

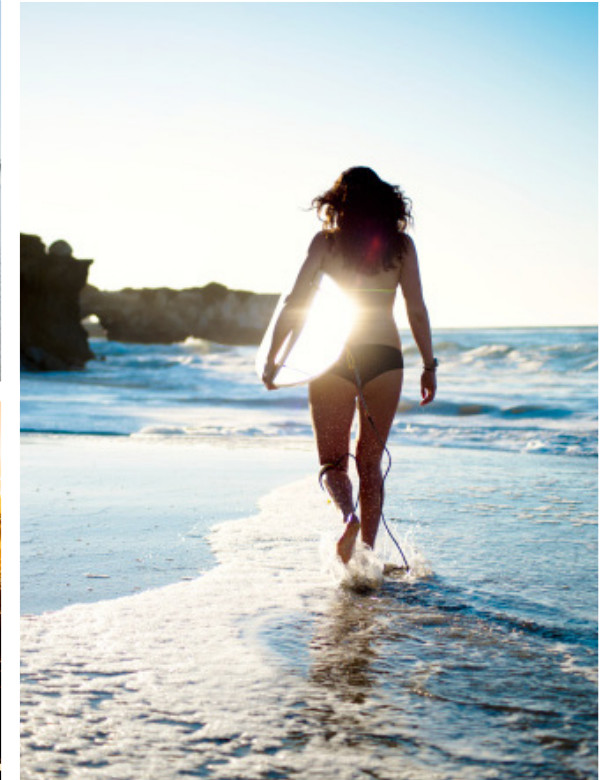
**SHOWCASE LOCAL
SCENERY AS DESIRABLE
TOURIST DESTINATIONS
- SUNNY, DISTINCTIVE,
INVITING, A SENSE OF
SUMMERTIME ADVENTURE
– AN ESCAPE FROM
EVERYDAY LIFE.**



WHAT DO WE LOOK LIKE? – Our image style

PORTRAY LOCAL CHARACTER AS WARM, PLAYFUL, APPROACHABLE AND GENUINE - SOMETHING THAT PEOPLE WOULD BE DRAWN TO, A SENSE OF BELONGING, "YOU'RE PART OF THIS"

ENSURE IMAGES LOOK CANDID & UNSTAGED WITH PRIMARY SUBJECT MATTER SHARP AND IN FOCUS. BACKGROUNDS CAN BE SOFT AND OUT OF FOCUS.



WHAT DO WE LOOK LIKE? – Our image style

CROP APPROPRIATELY. OUR COMMUNICATIONS WILL HAVE MORE IMPACT WHEN AN IMAGE IS APPROPRIATELY SCALED AND CROPPED.

RETOUCH AND COLOUR CORRECT AS REQUIRED.

OUR IMAGERY MUST NOT INCLUDE CONFLICTING BRANDING AND MUST LOOK LIGHT, WARM AND ENGAGING.

STYLE PEOPLE AND ENVIRONMENTS TO BEST SHOWCASE BRAND COLOURS AND PREMIUM OFFERING.



FINAL IMAGE:



ORIGINAL IMAGE:

- needs to be slightly lighter
- needs cropping to focus our attention
- uses wrong branding



FINAL IMAGE:



ORIGINAL IMAGE:

- too dark and cold
- needs cropping for greater impact

WHAT DO WE SOUND LIKE? – Our brand keys

WE'RE A BRAND OF FEW WORDS. OUR LANGUAGE IS VISUAL, NOT VERBAL. WE DON'T TELL THEM, WE SHOW THEM. WHEN WE DO TALK, THIS IS WHAT WE SOUND LIKE.

KINETIC

- x Can-do
- x Knowledgeable
- x Safety-conscious
- x Leader / guide

SENSORY

- x Few words
- x Short sentences
- x Short headlines
- x Minimal text

WILD

- x Bold
- x Direct
- x Immersive
- x Unaffected

PLAYFUL

- x Cheeky
- x Approachable
- x Fun-loving
- x Local

TIPS

1.

For assets that need to work for adventurers from all over the world, think cross-cultural and inclusive. Instead of being verbal, be kinetic, visual and immersive. Then every customer can understand you instantly. To be playful, do it visually – think funny faces, amazing kinetic effects, visual surprises.

2.

In campaigns, you can dial up the playful side of the brand voice in markets where it will be understood. Where being cheeky will make you approachable – go for it. Where it won't, keep it simple and focus on immersion.

PUTTING IT ALL TOGETHER – Merchandise



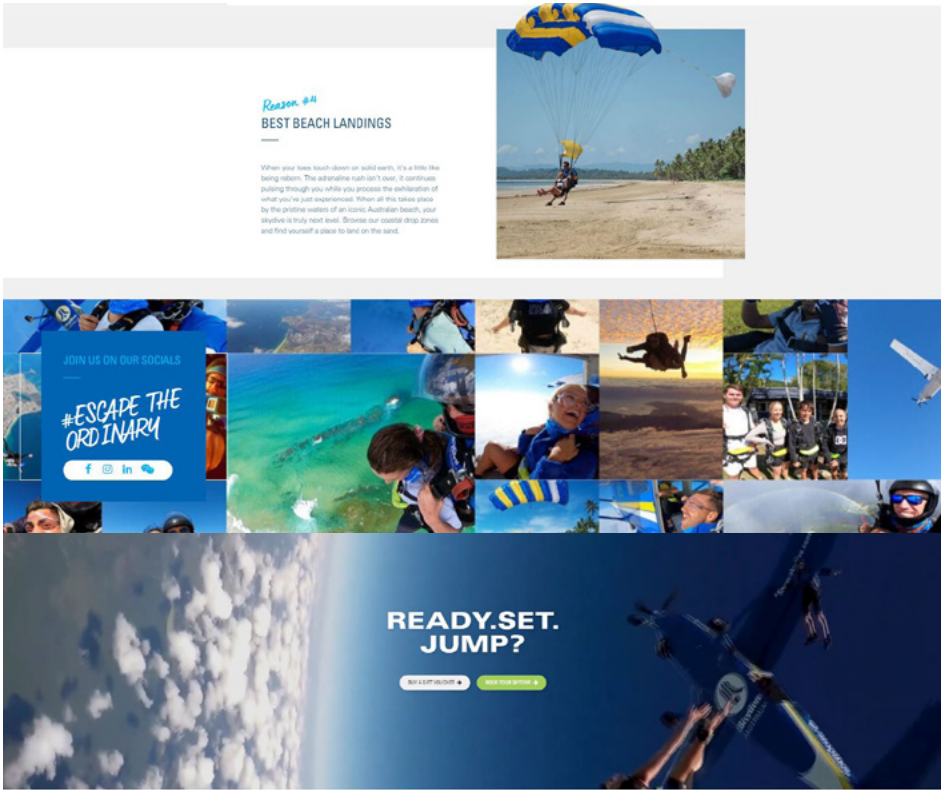
PUTTING IT ALL TOGETHER – Merchandise



PUTTING IT ALL TOGETHER – Merchandise



PUTTING IT ALL TOGETHER – Website Homepage



PUTTING IT ALL TOGETHER – Brochure



SYDNEY-WOLLONGONG

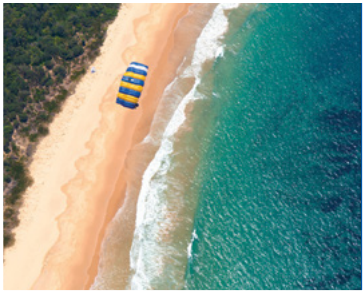
SYDNEY-NEWCASTLE

The Ultimate High!

UP TO 15,000FT
TANDEM SKYDIVE

BOOK TODAY!

SYDNEY-WOLLONGONG



Skydive directly over the beach in Wollongong and experience the widest blue yonder you will ever know.

- Experience the thrill at Sydney's only beach skydive
- Spectacular coastal views from Sydney to Jervis Bay
- Jump with your mates for a great group rate
- Free return transfers from Sydney CBD, 7 days a week
- Visit the local beaches & cafes right next to our drop zone

Dedicated camera packages available

FREE transfers

North Wollongong, NSW 

Australian Parachute Federation, Personal Accident Insurance and administration levy is





SKYDIVE.COM.AU