



THE PARKER  
LOGO

## 2.1 PRIMARY LOGO

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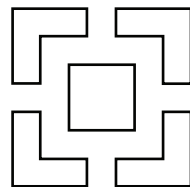
The resort is eclectic, mid century, 70s-inspired decor with a modern edge.

The logotype takes inspiration from this vintage era when design and creativity were exploding.

*the Parker*  
BONDI BEACH



**C37 M21 Y99 K1**  
**R172 G174 B55**  
**#ACAE37**  
Pantone 583c



**C0 M0 Y0 K0**  
**R255 G255 B255**  
**#FFFFFF**

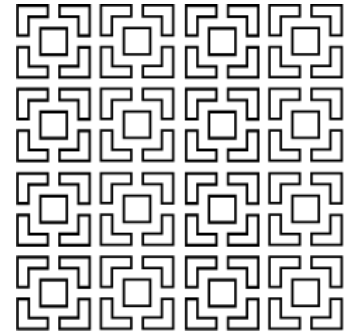
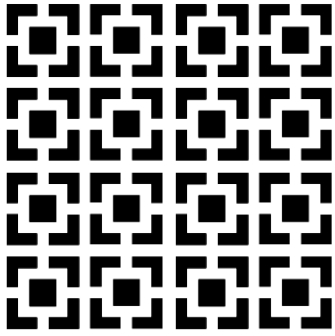
## 2.2 SECONDARY LOGO

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## 2.3 LOGO ELEMENTS

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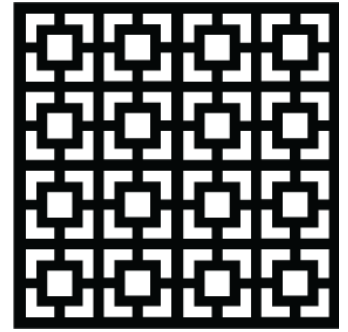
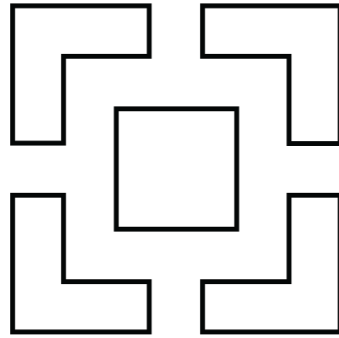
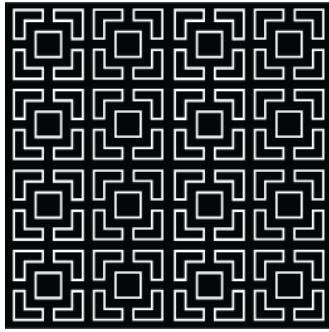


The entrance way belongs on a movie set.

Built with oversized concrete tiles stacked three storeys high it's a grand first impression.

The elements accompanying the logotype are based on these tiles.

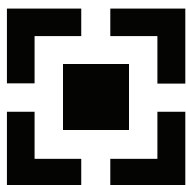




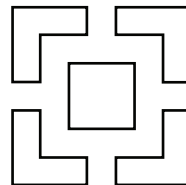
## 2.4 LOGO STATES - BLACK & WHITE

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*the Parker*  
BONDI BEACH



**C75 M68 Y67 K90**  
**R0 G0 B0**  
**#000000**  
Pantone Black 4c



**C0 M0 Y0 K0**  
**R255 G255 B255**  
**#FFFFFF**

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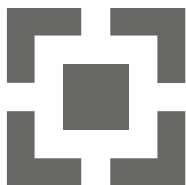
# *the Parker* BONDI BEACH



## 2.5 LOGO STATES - GREYSCALE

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*the Parker*  
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**C59 M50 Y52 K20**

**R103 G104 B102**

**#676866**

**Pantone 437c**



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## 2.6 LOGO DO'S & DONT'S

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The logo is always surrounded by a minimum amount of buffer space in which no other graphic element may intrude. The amount of buffer space is proportional to the logotype at any size.

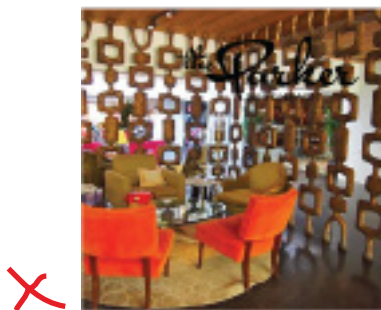




The logotype is never to be distorted from it's original state.

The logotype should not be placed on similiar toned backgrounds. Replace with either black, white or greyscale logotypes to suit the image tone.

The logotype should not be placed on busy images. Use the logotype enclosed in a box (see secondary logo).



## 2.7 TYPOGRAPHY

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Acryle Script

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Century Gothic

abC ab**C** ABC **ABC**

Walkway Condensed Bold - used in Headings

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Walkway Bold - used in Body Text

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## 2.8 DIVISIONAL TYPOGRAPHY

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Oldstyle 1

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

Turnpike

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

Century Gothic

abC ab**C** ABC ABC