



# STYLE GUIDE

COMPILED BY CREATIVE CANARY

# NOTICE

Welcome to The Rec Style Guide. This document is essential for ensuring our brand elements, including logos, artworks, and other branding materials, are used appropriately. Our brand reflects our identity and values; thus, it's vital to adhere to the following guidelines to maintain its integrity.

Prior written consent is required for the use of any branding elements. Unauthorised reproduction, alteration, or use of these elements is strictly forbidden and may lead to legal consequences. These guidelines are in place to ensure our brand is represented consistently and professionally across all mediums.

Should you wish to create new designs incorporating The Rec's branding, please submit these to our Head Office for approval. Include detailed information about the design and its intended use to facilitate the review process.

Submissions and requests for consent to use brand elements should be sent to [info@bdeg.au](mailto:info@bdeg.au). Our team will review your proposal and respond as promptly as possible.

By following these guidelines, you help ensure The Rec's brand is portrayed in a unified and professional manner. For any questions or further clarification, please contact our brand management team.

We appreciate your cooperation in upholding the quality and integrity of our brand.



# ALT LOGOS



the  
rec



the  
rec



the  
rec

Note: Use this when the full circle logo cannot be accommodated due to space constraints.

# VENUE LOGOS



NB: Only to be used on building and social media profiles.  
Phasing out on all other advertising.



**PRIMARY RED**

C 0	R 100
M 100	G 0
Y 79	B 0
K 72	# 640000

**SECONDARY RED**

C 0	R 237
M 100	G 26
Y 79	B 60
K 0	# ed1a3c

**our pub**  
*your way*

**our pub**  
*your way*

**our pub**  
*your way*

font 1

**THE REC: MAIN**

Abril Display | Weight: Black | lowercase

<https://fonts.adobe.com/fonts/abril>

FONT 2

**SUB/PRE HEADING**

Bicyclette | Weight: Regular | UPPERCASE

<https://fonts.adobe.com/fonts/bicyclette>

Font 3

**CALL-TO-ACTIONS**

Amithen | Weight: Regular | lowercase

<https://www.myfonts.com/collections/amithen-font-dhanstudio>

Body 1

**BODY COPY**

Public Sans | Puplications/Web

<https://fonts.google.com/specimen/Public+Sans>

Body Alt

**BODY ALT**

Verdana | Alternate

When Public Sans is unavailable | Default font



# COLOURS



## PRIMARY TEAL

**C** 100    **R** 0  
**M** 45    **G** 98  
**Y** 55    **B** 103  
**K** 20    **#** 006267



## SECONDARY TEAL

**C** 93    **R** 1  
**M** 59    **G** 59  
**Y** 58    **B** 65  
**K** 50    **#** 013b41



## TERTIARY TEAL

**C** 75    **R** 35  
**M** 5    **G** 176  
**Y** 50    **B** 153  
**K** 0    **#** 23b099



## BLACK

**C** 50    **R** 0  
**M** 25    **G** 3  
**Y** 25    **B** 11  
**K** 100    **#** 00030b

# BACKGROUND DEVICE

NB: Circles can be moved to suit application.



# UNIFORMS



**the  
rec**

**Manager's Name**  
TITLE HERE

gm.suburb@therec.com.au  
(08) 9123 4567 | 0400 000 000  
123 Address St, Suburb WA 6000

**therec.com.au**

**the  
rec**

**our pub**  
*your way*

## CONTACT

Should you need particular files or have questions about using The Rec branding, please reach out.

### **Creative Canary**

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