

Brand Guidelines

redballoon 

Contents

01. Logos

Primary	05
Secondary	07
For Storymakers	09
Brand Mark	11
Drawn Brand Mark	13
Partnerships	14
Misuse	15
Usage	16
Placement	17

04. Imagery & Video

Imagery Style	34
Image Grade	35
Requirements	36
Video Footage	37
Video Elements	38

07. B2B

Logos	85
Brand Colours	87

02. Colour Palette

Brand Colours	19
Hierarchy	20
Combinations & Accessibility	21
Usage	22
Misuse	23

05. Devices

Scribbles	40
Themed Graphics	41
Usage	42
Curved Box	44
Curved Box Templates	45
Buttons	47
Examples	48

03. Typography

Primary Font	25
Secondary Font	26
Accent Font	27
System Fonts & Google Fonts	28
Hierarchy	29
Formatting	30
Type Treatments	31
Examples	31

06. Toolkit

OOH	50
Social (META)	55
Display Banners	66
Website	68
Email	78





01. Logos

Primary Logo
Secondary Logo
For Storymakers
Brand Mark
Partnerships
Logo Misuse
Logo Clear Space
Colour Usage
Placement

LOGOS

Primary Logo

This is our Primary Logo. It must appear clearly and legible in all applications.

Usage of this logo is for owned channels only.



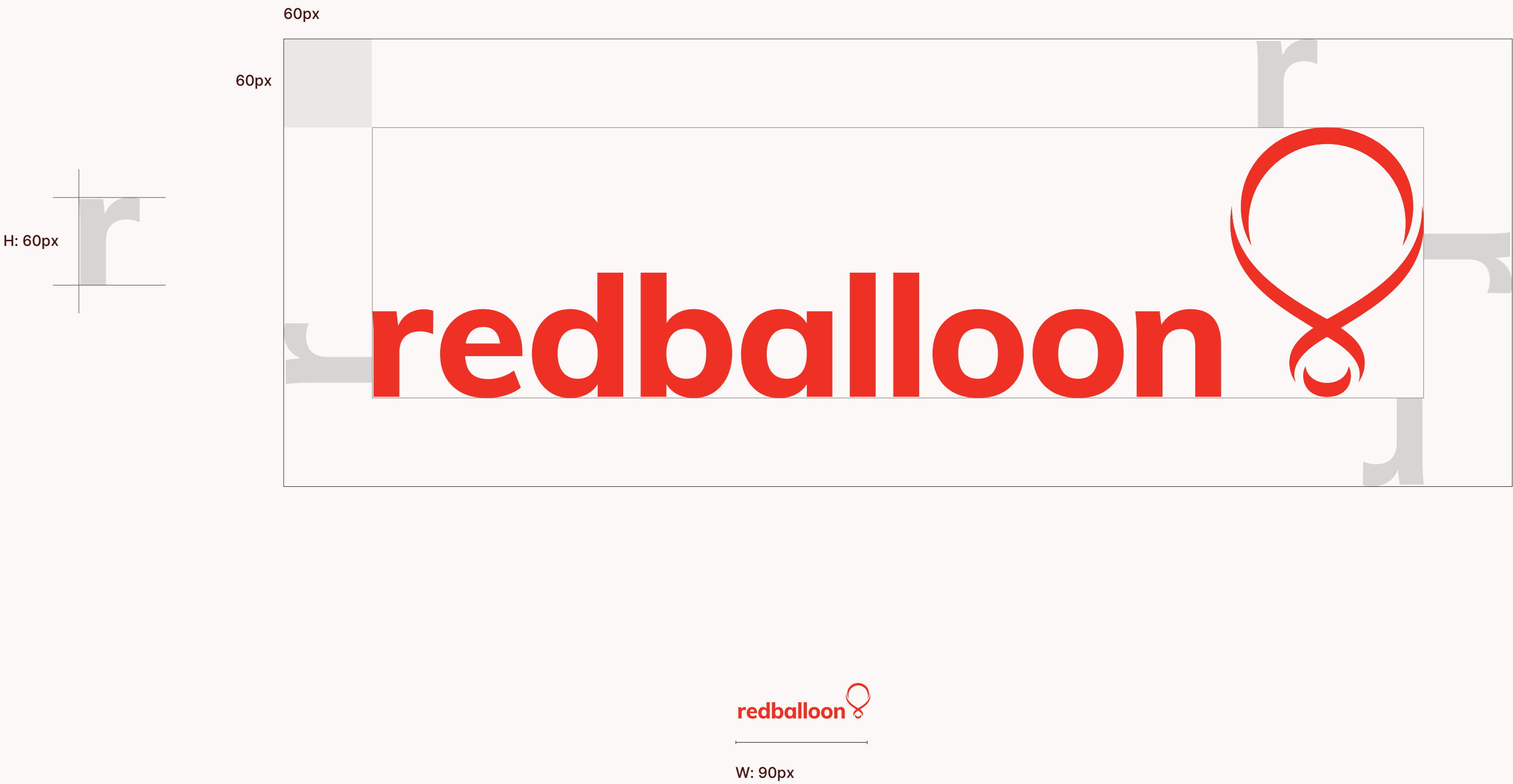
Primary Logo

Clear space

The clear space around the logo must be clear of any visual elements – text, graphics, other logos etc.
The clear space is 60px in height and length, around the logo. It is defined by the letter 'r' as shown.

Minimum Size

When scaling down the logo, it is important that it is still legible. We suggest that you do not scale any smaller than 90px in width.
This rule applies to desktop, tablet and mobile screens.



Secondary Logo

This is our Secondary logo. It must appear clearly and legible in all applications.

Usage of this logo is for brand campaigns, retail and hallmark campaigns and B2B.
Refer to toolkit for specific uses across media platforms.



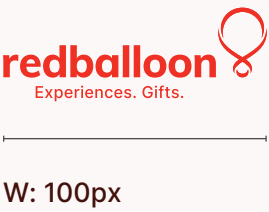
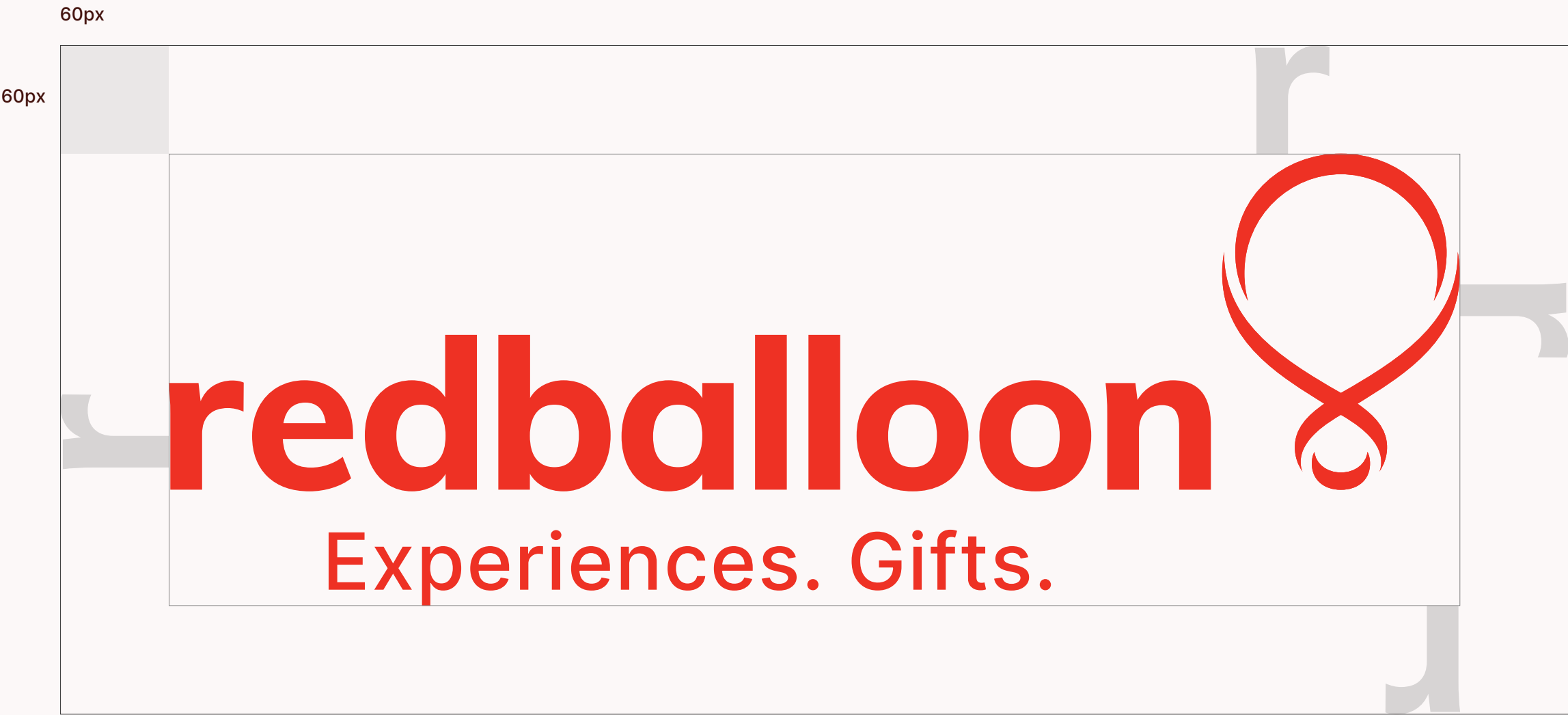
Secondary Logo

Clear space

The clear space around the logo must be clear of any visual elements - text, graphics, other logos etc.
The clear space is 60px in height and length, around the logo. It is defined by the letter 'r' as shown.

Minimum Size

When scaling down the logo, it is important that it is still legible. We suggest that you do not scale any smaller than 100px in width.
This rule applies to desktop, tablet and mobile screens.



LOGOS

For Storymakers

This is our For Storymakers logo. It must appear clearly and legible in all applications.

Usage of this logo is for Storymaker brand campaigns only.



LOGOS

For Storymakers

Clear space

The clear space around the logo must be clear of any visual elements - text, graphics, other logos etc.
The clear space is 60px in height and length, around the logo. It is defined by the letter 'r' as shown.

Minimum Size

When scaling down the logo, it is important that it is still legible. We suggest that you do not scale any smaller than 180px in width.
In the instance that you need to scale the logo smaller, use the secondary logo, or primary logo.
This rule applies to desktop, tablet and mobile screens.



W: 180px



Brand Mark

This is our Brand Mark. Also known as the Infinity Symbol. It must appear clearly and legible in all applications.

Usage of this mark is for owned channels, primarily when the design specifications require it ie. if the other logo options can not be scaled down correctly.

This mark should never be used in the same design as the Primary, Secondary or Storymaker logos as it is intended to be a standalone symbol.



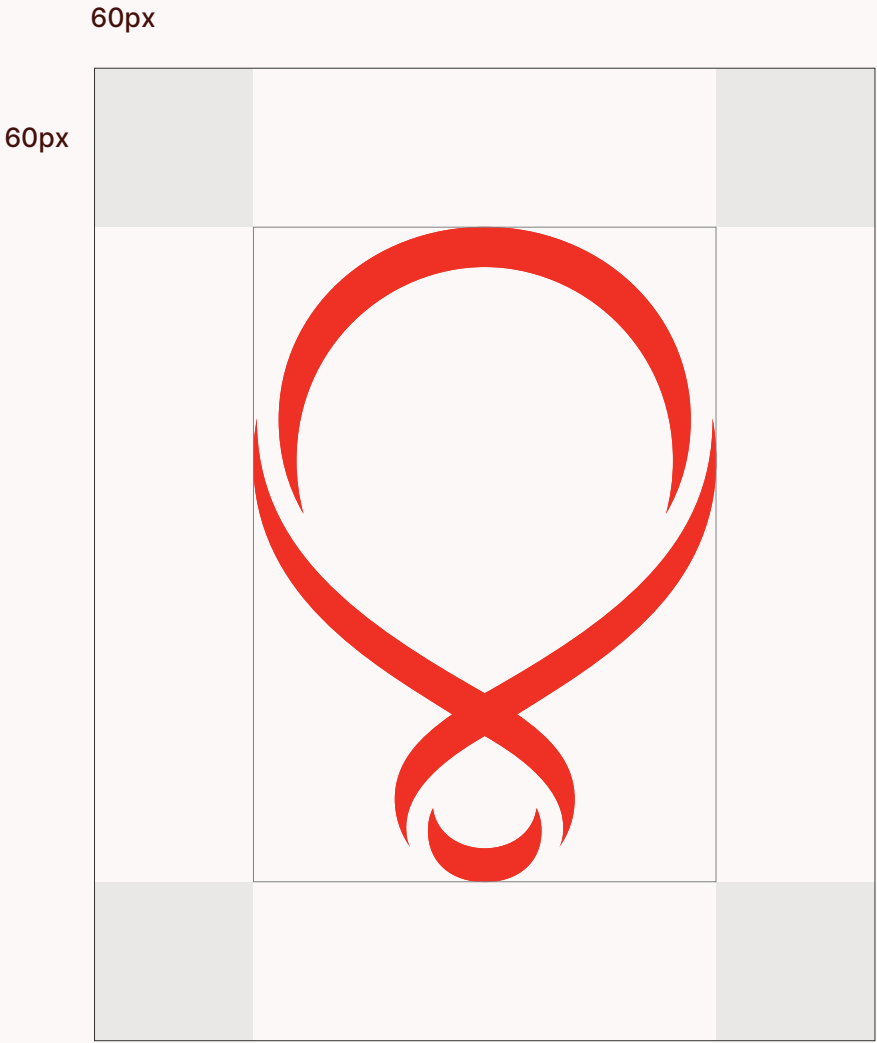
Brand Mark

Clear space

The clear space around the logo must be clear of any visual elements - text, graphics, other logos etc.
The clear space is 60px in height and length, around the logo.

Minimum Size

When scaling down the logo, it is important that it is still legible. We suggest that you do not scale any smaller than 28px in width.
This rule applies to desktop, tablet and mobile screens.



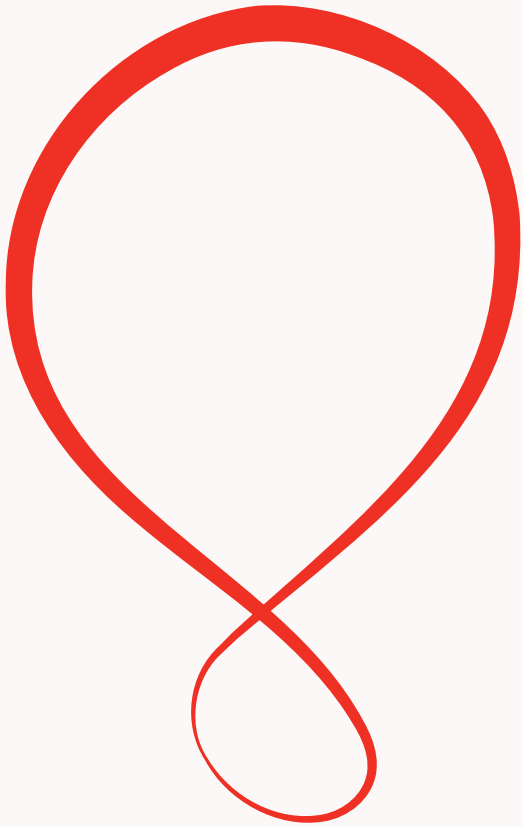
W: 28px



Drawn Brand Mark

This is the Drawn Brand Mark. It must appear clearly and legible in all applications.

Usage of this logo is for merchandise, packaging and internal purposes only and must be signed off by the Brand Team.

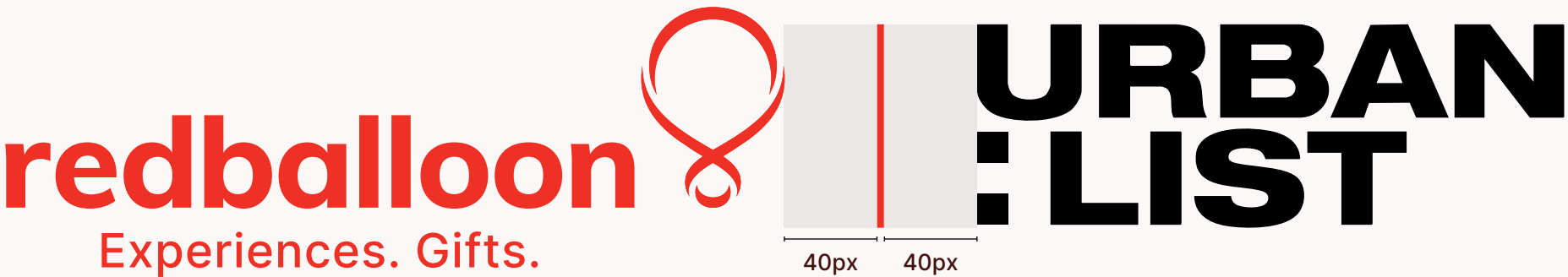


Partnerships

When partnering with brands, this is the lockup that should be used.

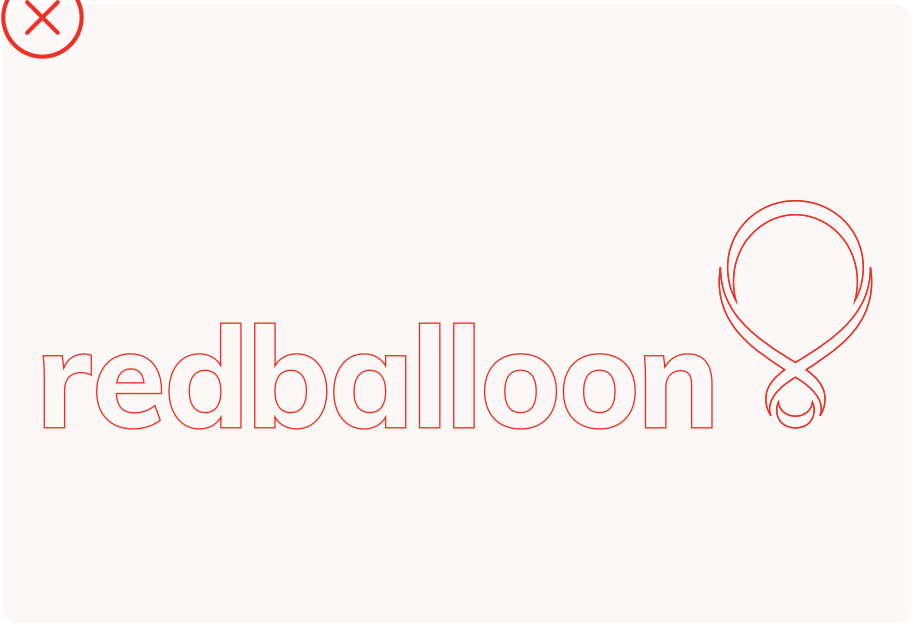
Each logo should be height matched with a 4px dividing line in between. A 40px break either side of this line is required for legibility and spacing.

When the partnerships lock-up is used on our owned channels, the primary logo may replace the secondary logo.



Logo Misuse

Here you will find the improper use of the logo/s.
Do not alter the logo in any way.



DO NOT outline the logo



DO NOT tilt the logo



DO NOT stretch or skew the logo



DO NOT use the logo in a colour unless shown



DO NOT place the logo in a device



DO NOT use the logo without the brandmark



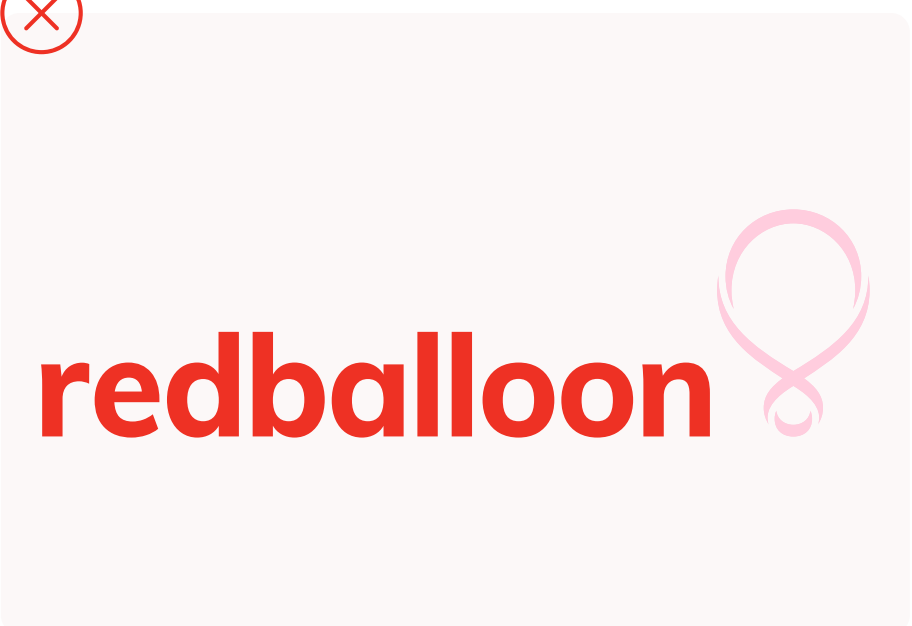
DO NOT place an image over the logo



DO NOT apply a drop shadow to the logo



DO NOT rearrange the logo



DO NOT use multiple colours



DO NOT type out the logo



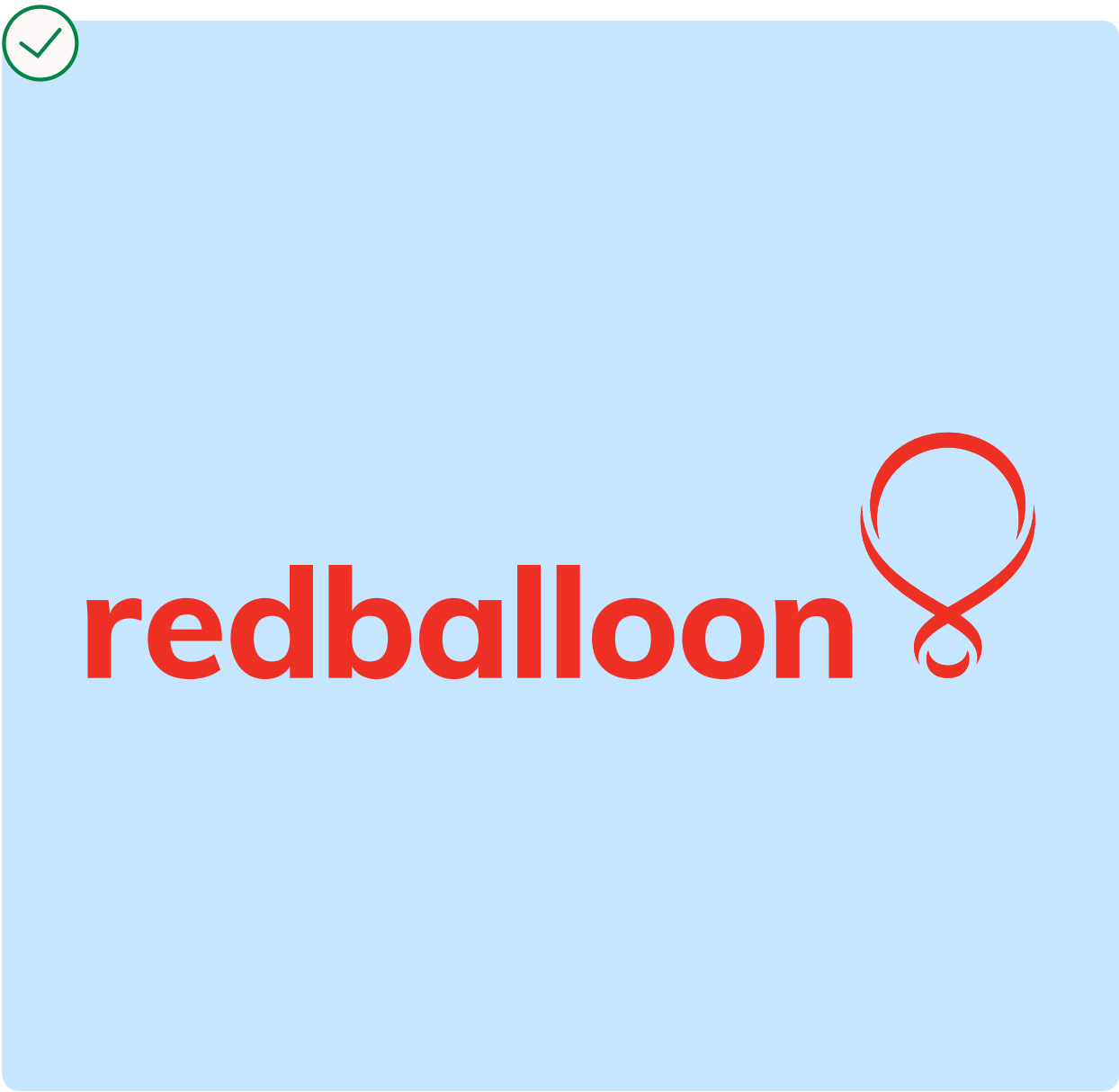
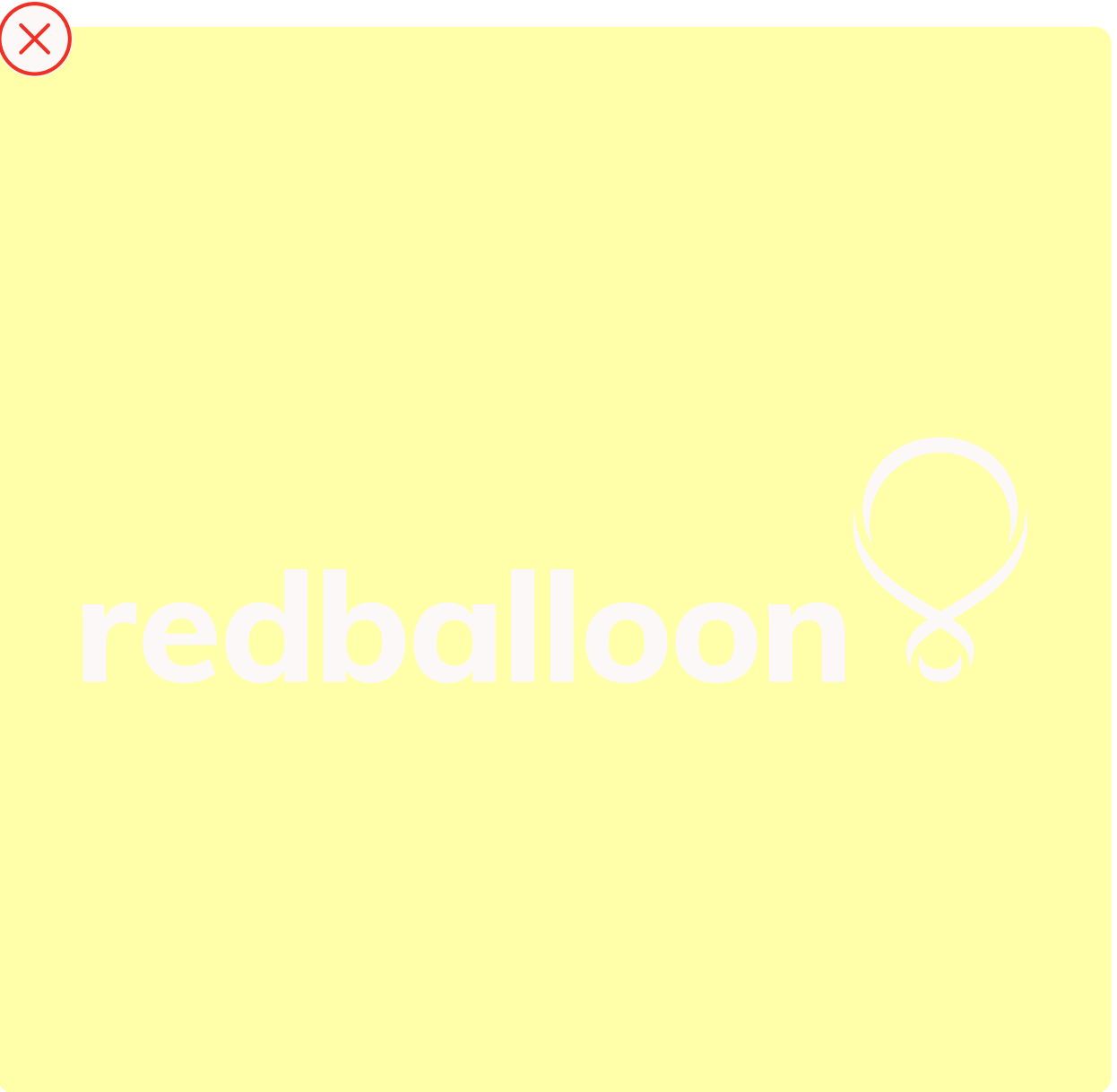
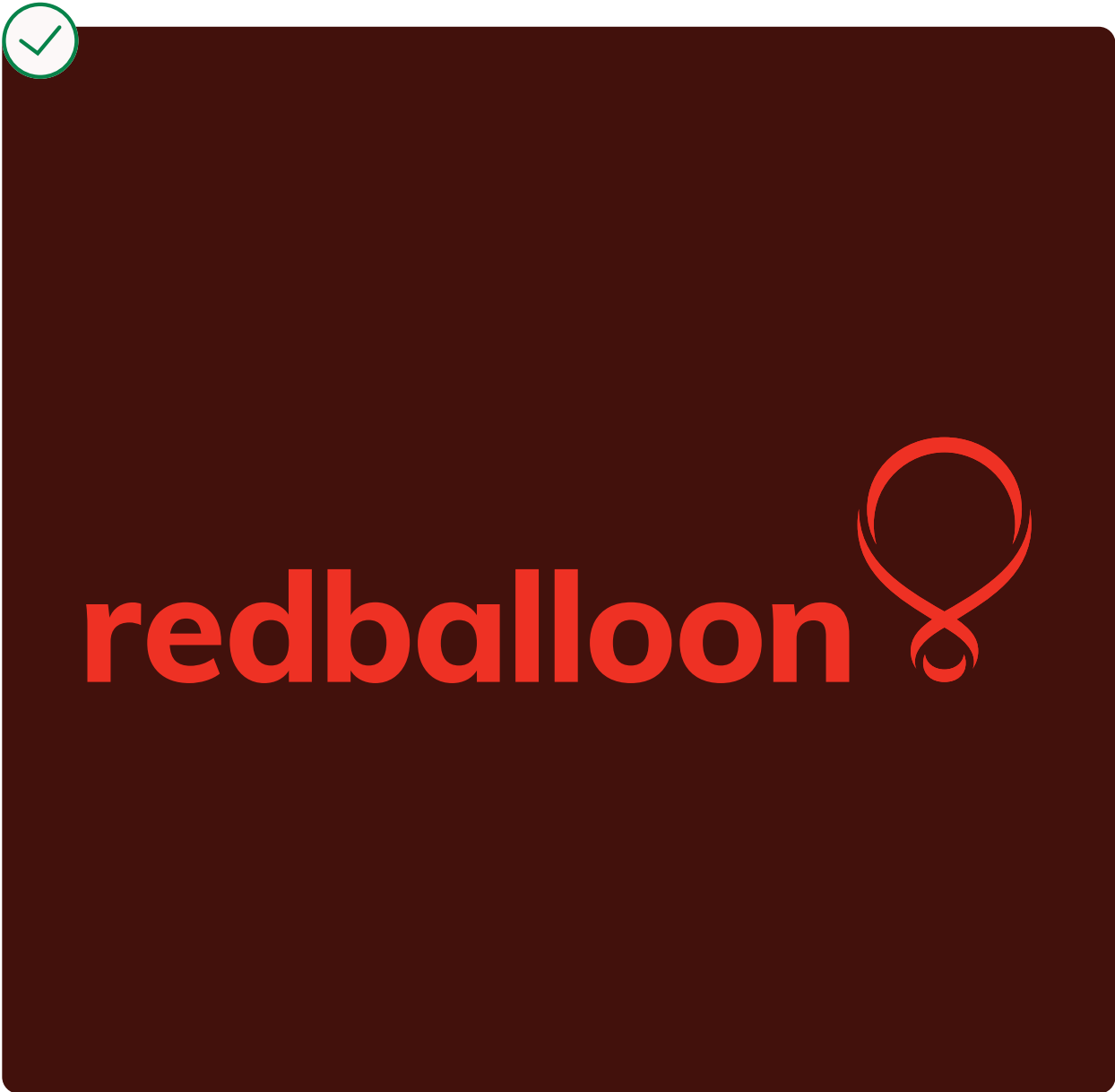
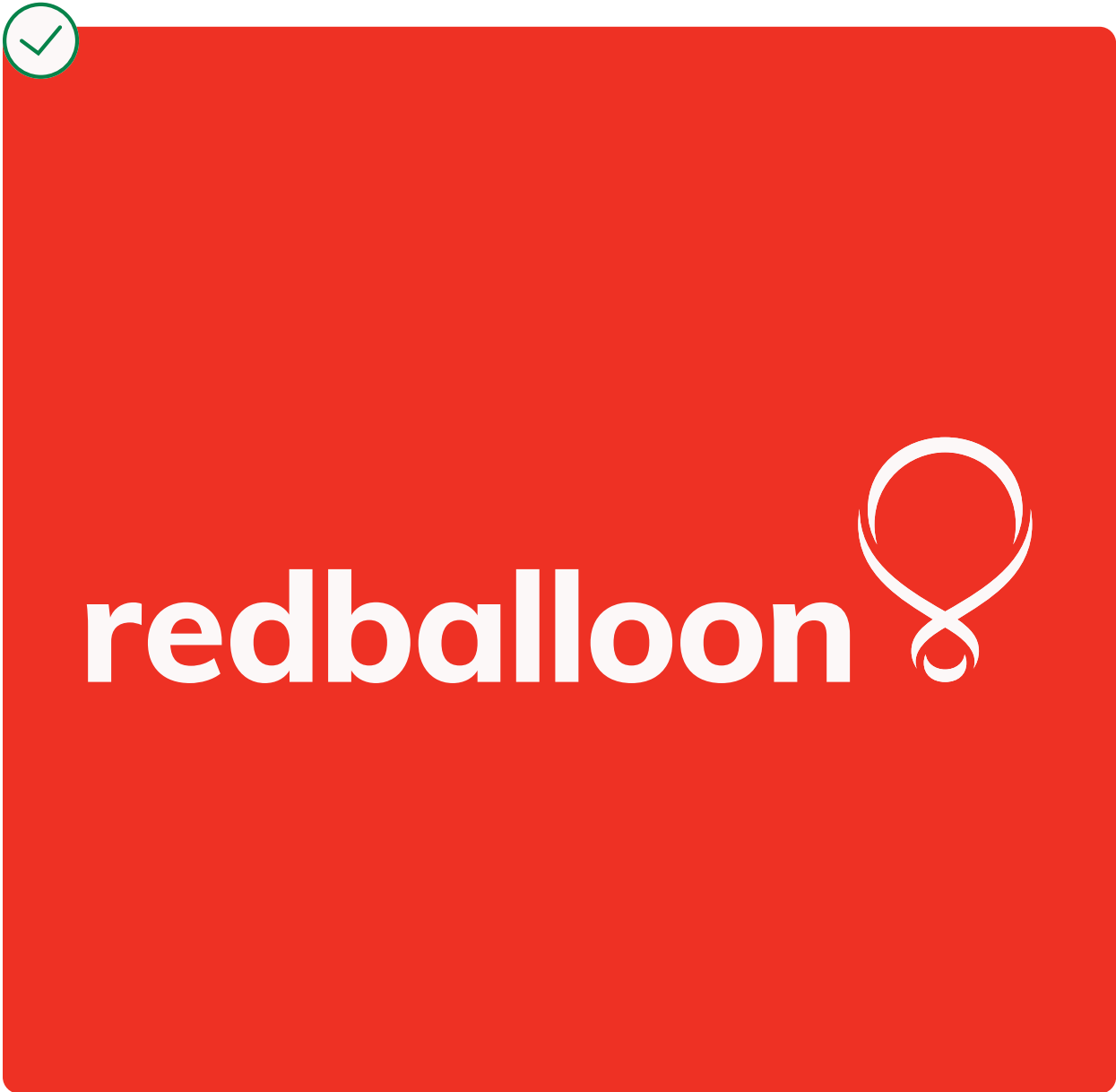
DO NOT apply a gradient to the logo



Logo Usage

The logo should only be used in RedBalloon Red and Sea Foam. This ensures that the logo remains legible in any use case.

Here you'll see what logo colour to use when it is applied on a coloured backdrop.



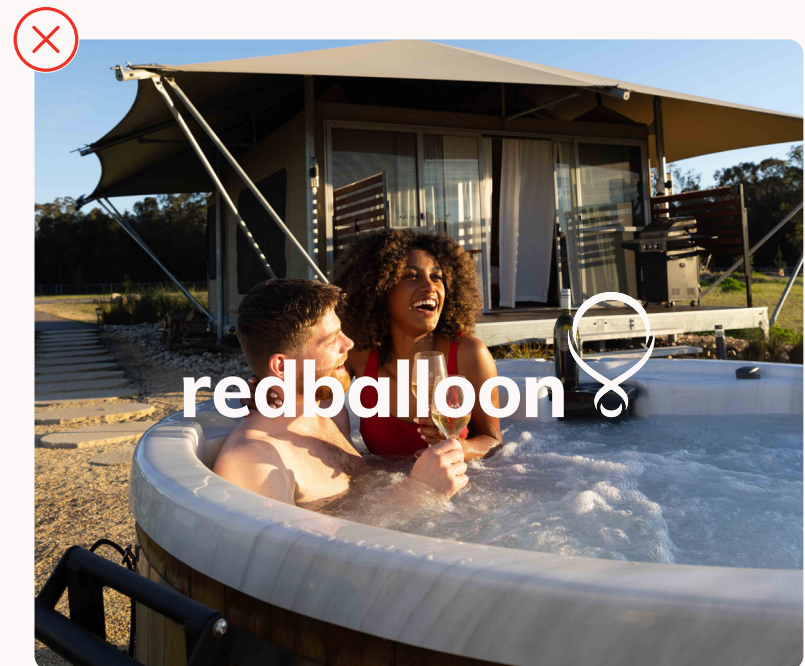
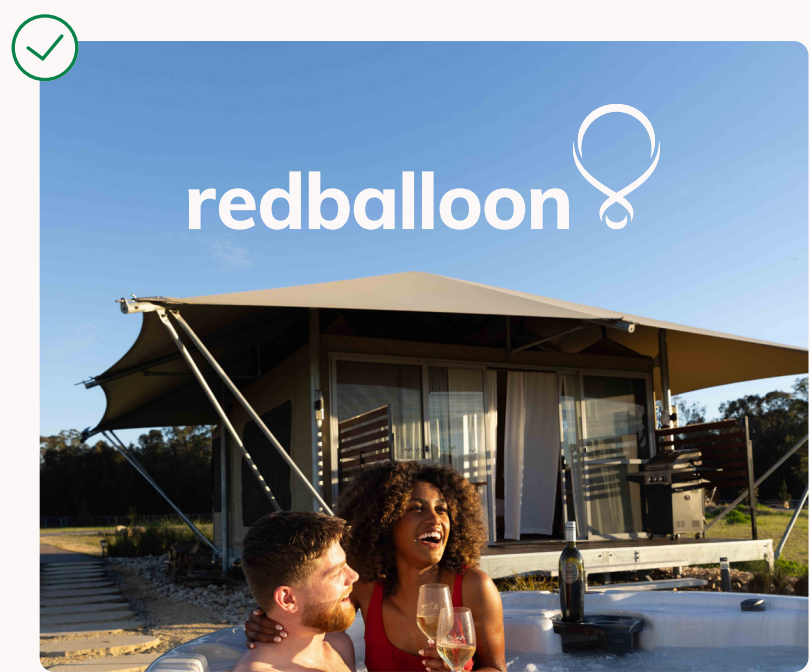
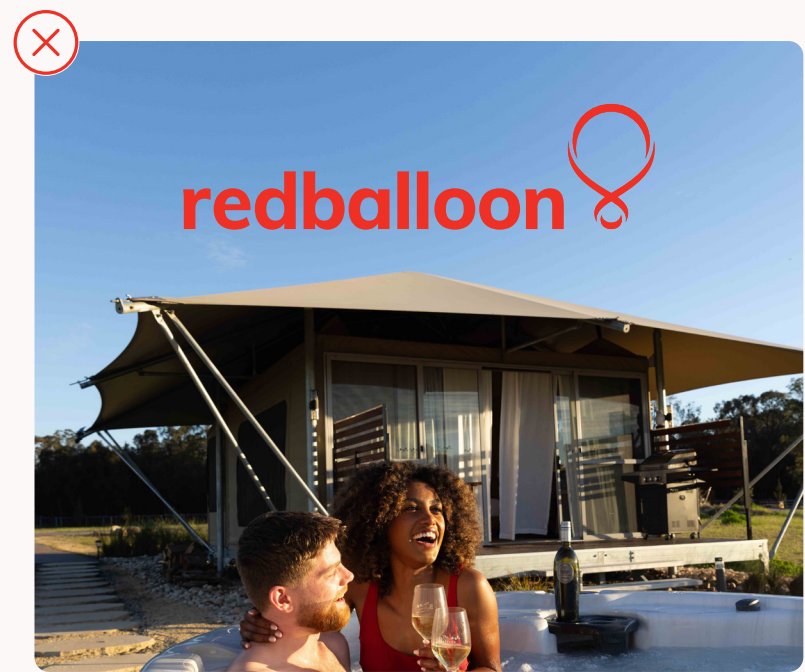
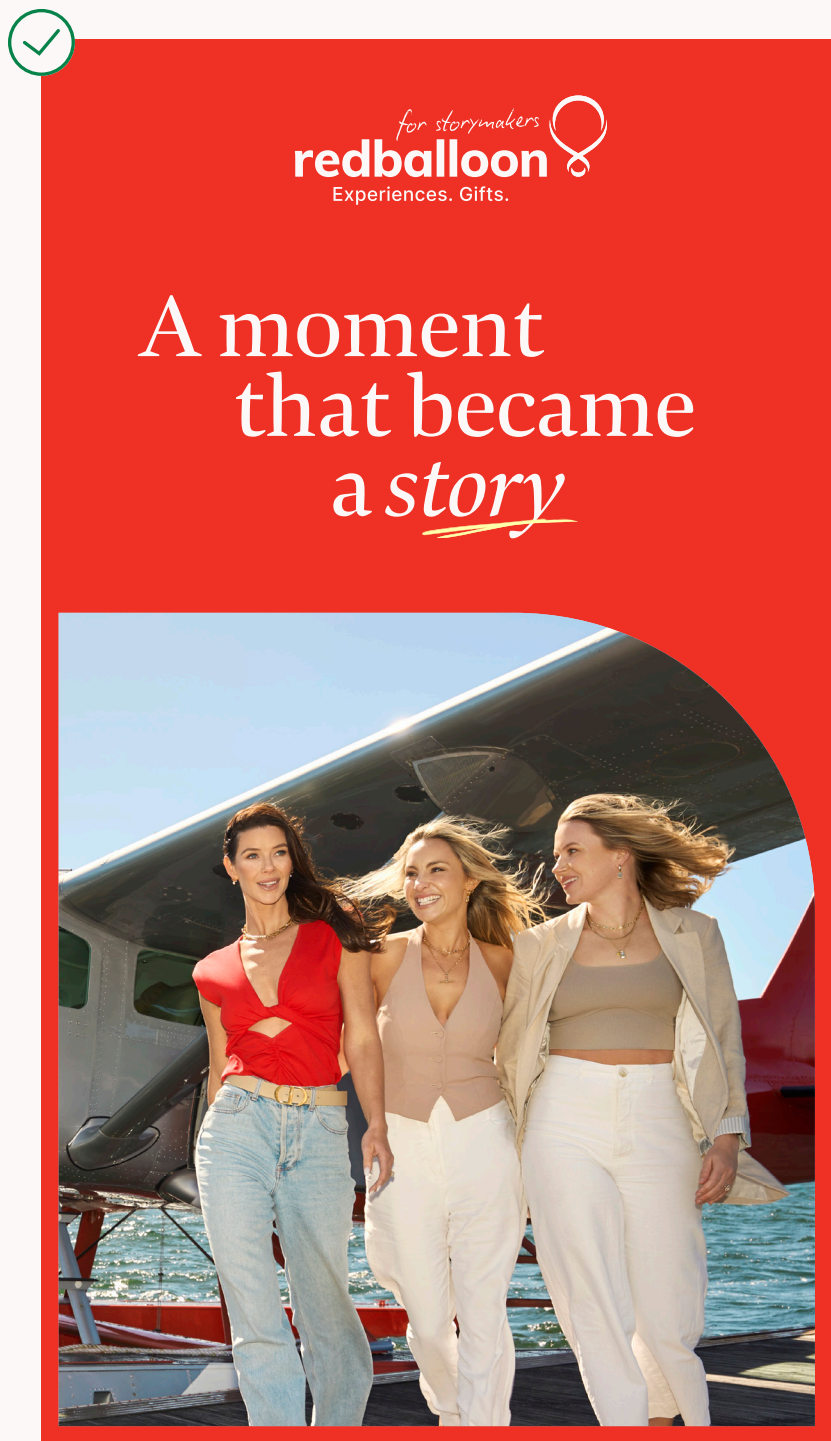
Logo Placement

Logo placement is important for brand recall and consistency across channels.

The logo should be placed at the top of verticle OOH placements and in bottom right hand corner of social assets. Centre alignment of the logo is acceptable for all non brand campaign designs that do not include a CTA.

Do not run the logo across imagery:

- where it obstructs a face/subject
 - in an instance where it is not legible
- However;
- A logo is permitted on imagery if it is used in the colour Sea Foam and the above rules are adhered to



02. Colour Palette

Brand Colours
Colour Hierarchy
Colour Combinations
Colour Usage
Colour Misuse
Colour Accessibility

COLOUR PALETTE

Brand Colours

The Colour Palette has been chosen to inject vibrancy and personality to the brand.

Specific Pantone® numbers are provided for colour matching and spot colour ink for print applications. Process colour (CMYK) values are provided for 4-colour print needs. RGB colour values have also been provided for digital applications.

Brand Colours should be used at 100% tint for backdrops and text applications. However, a tint is permitted when overlaid on an image as shown on page 59.

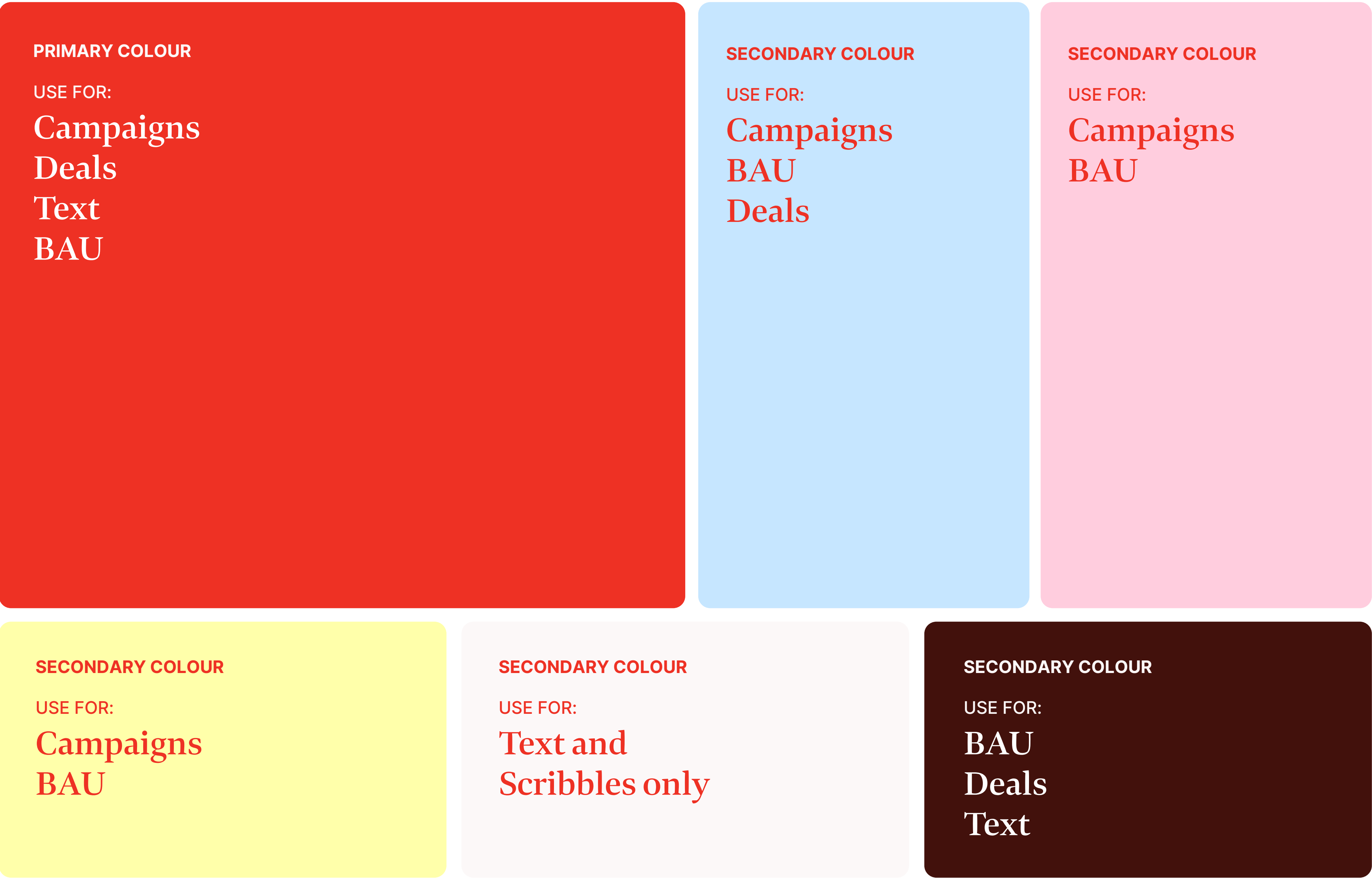
RedBalloon Red #ee3124 C0 M94 Y98 K0 R238 G49 B36 PMS: 485C	Azure Blue #c6e6ff C20 M2 Y0 K0 R198 G230 B255 PMS: 291C	Sea Foam #fcf8f8 C1 M2 Y1 K0 R252 G248 B248 PMS: Warm Gray 1C 50%	Pink Lace #ffd2e5 C0 M22 Y0 K0 R255 G210 B229 PMS: 182C	Lemon Zest #ffffaa C2 M0 Y40 K0 R255 G255 B170 PMS: 100C	Jam Jar #401410 C45 M83 Y78 K71 R64 G20 B16 PMS: 483C
---	--	---	---	--	---



Colour Hierarchy

Our brand colours have specific use cases as outlined here.

RedBalloon Red as a primary colour, must appear on all brand assets in an approved combination (see page 21).



COLOUR PALETTE

Colour Combinations & Accessibility

When using colour combinations, primarily with text, it is important that colour accessibility be considered.

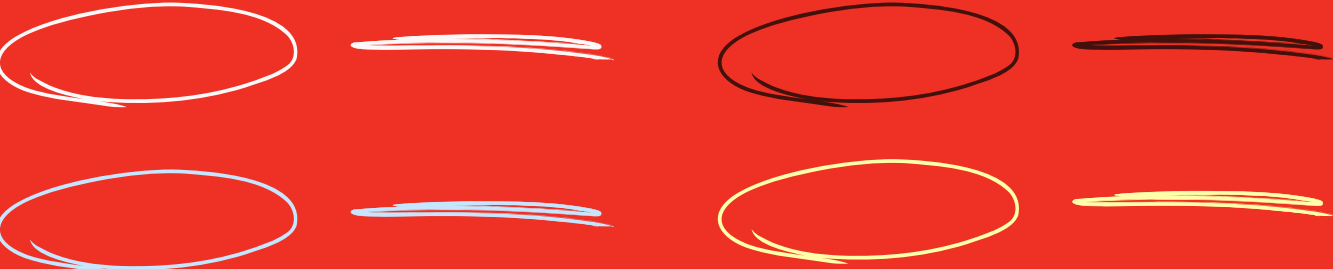
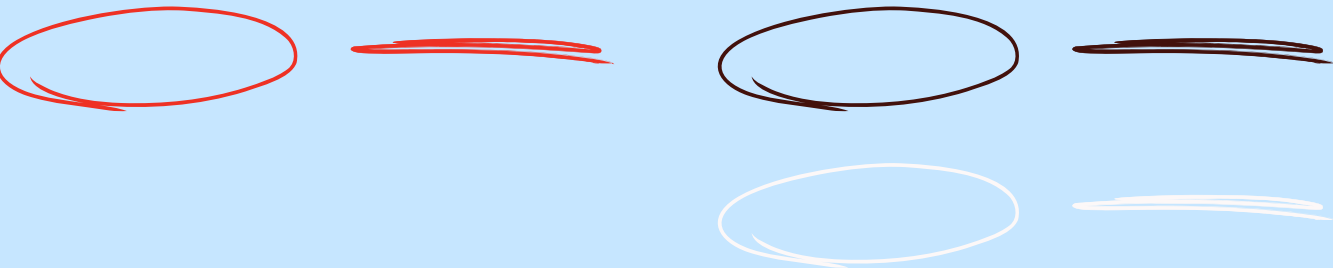
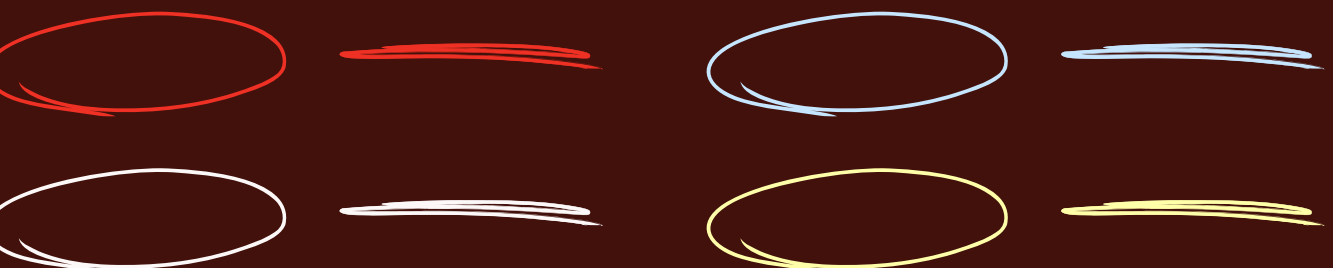
Here you'll find an outline of the best case scenarios and options to implement.

To maintain legibility and strong contrast, avoid using tints or opacity adjustments when combining colours.

PRIMARY OPTION

SECONDARY OPTION

SCRIBBLES

Large text Small text (no smaller than 17pt)	Large text Small text (no smaller than 17pt)	
Large text Small text (no smaller than 17pt)	Large text Small text (no smaller than 17pt)	
Large text Small text (no smaller than 17pt)	Large text Small text (no smaller than 17pt)	
Large text Small text (no smaller than 17pt)	Large text Small text (no smaller than 17pt)	
Large text Small text (no smaller than 17pt)	Large text Small text (no smaller than 17pt)	



COLOUR PALETTE

Colour Usage

Colour can be used in a variety of ways across brand assets - some examples are shown here.

Colour Usage Rules are:

- RedBalloon Red should be the primary colour for Brand campaigns, packaging and merchandising with the remaining colours used for accents.
- Remaining brand colours can be used with more flexibility across Hallmark campaigns, eDMs and Deals.

There should be NO MORE than 3 colours used in the same design.



Colour Misuse

Colour should on be used in apporoved combinations in bold, block colour, with strong contrast. Primary design elements should not be used at an opacity or tint. Exceptions may be made for non-primary elements but these must be approved by the brand manager.

redballoon 

Insufficient contrast (75% tint)

redballoon 

Insufficient contrast
Incorrect colour combination

redballoon 

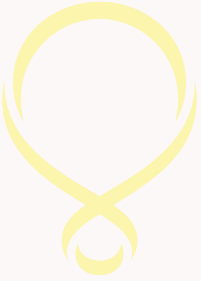
Insufficient contrast
Incorrect colour combination

redballoon 

Insufficient contrast (75% tint)

redballoon 

Insufficient contrast
Incorrect colour combination

redballoon 

Insufficient contrast
Incorrect colour combination



03. Typography

Primary Font

Secondary Font

Accent Font

Hierarchy

Formatting

Type Treatments

Primary Font

Our primary font is Bennet Display in Regular and Italic. It has been chosen for its versatility and personality as a serif font.

The primary font is used exclusively for headlines and campaign lock-ups.

The Italic variant can be used to feature keywords within a tagline and should not be used for more than two words.

When using Bennet Display the following formatting rules apply:

- Tracking 0pt
- Line spacing is 98pt when font size is 94pt - it must scale accordingly
- Never to be used in ALL CAPS

Bennet Display
Regular
Bennet Display
Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@!#\$%^&*(){}[]:;‘,./?

Secondary Font

This is our secondary font, Inter.
It has been chosen for its readability on digital screens and for its easy scaling.

This font is to be used for secondary messaging and CTAs in all caps, and body copy in sentence case.

Regular is the primary option, with Medium offered for selecting keywords and for CTA buttons.

When using Inter the following formatting rules apply:

- Tracking 0pt
- Line spacing is 16pt when font size is 12pt - it must scale accordingly
- ALL CAPS is permitted for secondary messaging, CTA's and offer codes only

Inter Regular
Inter Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@!#\$%^&*(){}[]:;','./?



Accent Font

This is Biro Script, our Accent Font.
It has been chosen for its human-like,
hand-drawn qualities.

- When using Biro Script the following formatting
rules apply:
- Tracking 0pt
 - Line spacing is 50pt when font size is 43pt - it must
scale accordingly
 - Never to be used in ALL CAPS

Accessibility

**This is font is strictly used for
sub-headers and secondary titles
with 1-4 words maximum.**

The glyph options let you swap out
specific letters within a word (when editing
in design software). Adjusting these
is recommended to improve legibility
wherever possible.

Biro Script
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@!#\$%^&*(){}[]:; ', . ? /

Google Fonts & System Fonts

Google Fonts and System Fonts are used where Bennet Display and Inter are unavailable.

Our primary font, Bennet Display is replaced by Palatino in Regular and Italic. Arial Regular and Bold replaces Inter Regular and Medium.

Palatino Regular
Palatino Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@!#\$%^&*(){}[]:;‘,’.~/

Arial Regular
Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@!#\$%^&*(){}[]:;‘,’.~/

Hierarchy

Font Hierarchy is required to ensure that the message being shared is read clearly and correctly.

Refer to the listed notes on how to use the suite of fonts across brand assets.

For font formatting specifications, refer to pages 30-31

Biro Script is used for accent messages of 1-4 words maximum. It is to be used at 4° angle.

It can be placed at the top or bottom of the key message only.

Biro Script should be 50% smaller than the headline font.

Bennet Display is used for key campaign taglines - Italic can be used to call out a feature word for emphasis within the headline. This is always the largest piece of text within a message.

Inter Medium in ALL CAPS is to be used for experience listings and secondary messaging.

Inter Regular in ALL CAPS is to be used for any discount code messaging or CTA. It is to be at least 30% smaller than the experience listing. Inter Medium can be used for code details.

Inter Regular in sentence case is for descriptive copy and should run as the smallest font

Biro Script for accents

Bennet Display
Regular *Italic for keywords*

INTER MEDIUM ALL CAPS

INTER REGULAR FOR DISCOUNT CODE

Inter regular in sentence case for descriptive copy

Formatting

Font formatting and lock-up examples are shown here.

Deals messaging should be stacked and centre aligned.

Campaign messaging is more fluid in style, mirroring a stream of thought or narrative. It aims to evoke emotion and encourage connection, so it's intentionally not linear.

Formatting guidelines are:

- Adhere to line spacing between fonts as shown to the right
- Maximum copy length should not exceed 3 lines for campaign messaging using the primary font
- Font sizing can vary for campaign messaging to create a dynamic feel (see examples on page 31)

For font formatting specifications, refer to pages 25-27

DEALS MESSAGING

Mid-Year Sale

20px

\$50 *off*

45px

SITEWIDE

45px

USE CODE 50OFF AT CHECKOUT

15% *off*

GIFT VOUCHERS

USE CODE GIFT15

CAMPAIGN MESSAGING

On Mother's Day

Gift your Mum *you*

With an Experience on the Side

Gift an *entertaining* story

this Christmas

Treatment *Lock-ups*

A variety of font treatments can be used across campaign messaging – here you'll find the most common lockups.

Each campaign should create guardrails for treatment of lock-ups to ensure consistency per campaign. This will be determined in the campaign's Look and Feel document.

Glamping
Getaways
from \$299

A moment
that became
a story

Save up to
25% off

Words of
affirmation

Last Chance!
50% off

Picnics
from \$50



04. Imagery & Video

Image Style

Image Grade

Image Requirements

Video Footage

Video Elements

Image Style

Our imagery style is candid, energetic and dynamic. We like to highlight camaraderie, connection, authentic expressions and the moments each experience brings, whilst showcasing the surroundings.

Lighting should be bright and direct, where possible. Dull or moody shots with soft lighting will not be accepted.

Shots that include blue sky must be deepened and intensified to allow for white text to be overlaid easily.

- General rules:**
- No shakkas
 - No cheesy facials or gestures
 - Removal of supplier names on vehicles, signs
 - Props are encouraged
 - Props aligned to brand colour palette are encouraged



Image Grade

An image grade is to be applied across current imagery - both supplied and owned. This grade focusses on increasing the contrast and saturation - this boost in vibrancy gives the shot a fresh and engaging feel.



BEFORE



AFTER



Image Requirements

Images are required in both portrait and landscape orientation for every experience.

SAFE ZONE

A safe zone is required to allow for text and devices to be applied across the image, without impacting the detail.

In some cases, ultra-wide shots are required for specific media placements in campaigns. The campaign lead is responsible for managing this with the production team.

REQUIREMENTS

Images must be provided in high resolution for both print and digital formats.

Ideal Safe Zone



PORTRAIT

Ideal Safe Zone

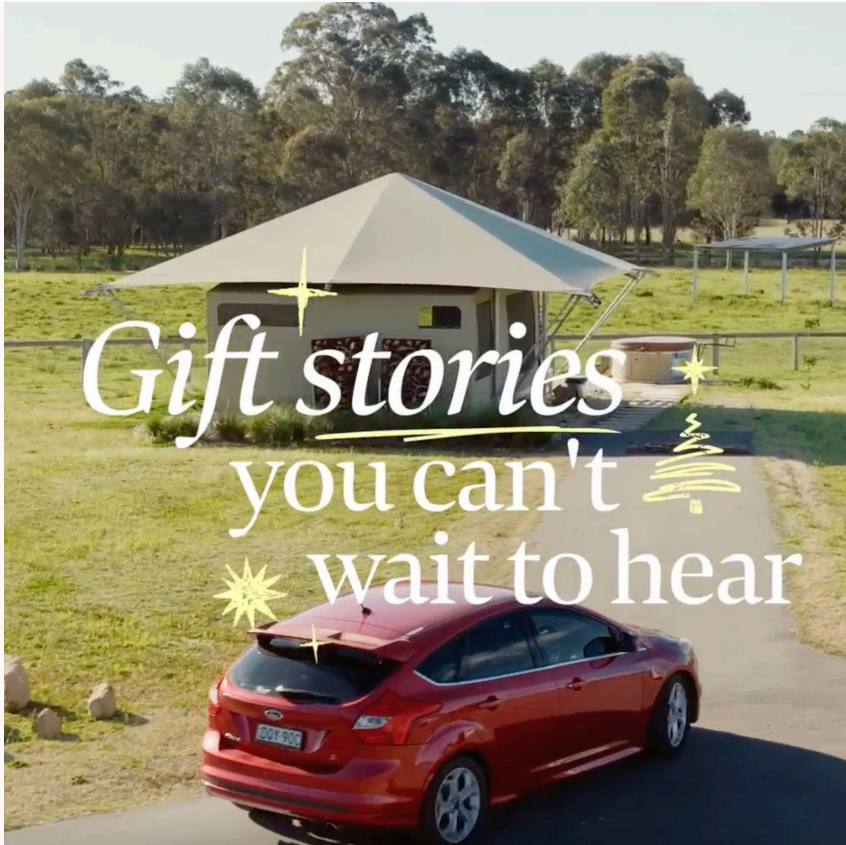


LANDSCAPE

Video Footage

Video content should be crafted to feel premium, polished and story-driven. Footage must showcase real moments of connection, vibrant environments and the dynamic energy of the experience itself. Use clean compositions, consistent lighting and smooth camera movement to elevate the storytelling. Every edit, transition and detail should reinforce our brand's quality and inspire viewers to imagine themselves in the moment.

Refer to the example shots on the right for inspiration and baseline content each shoot should capture.



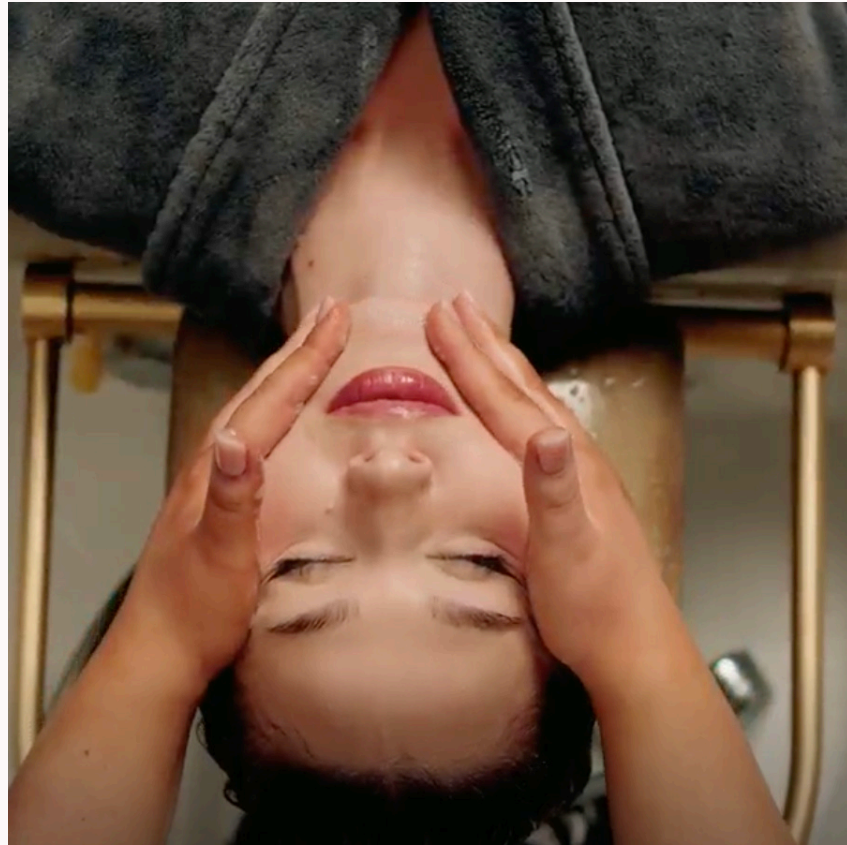
01. Example of a campaign tagline overlay



02. Utilise drone footage to dramatise experience location (where necessary).



03. Capture close up action shots showing emotional impact of experience.



04. Utilise creative camera angles where necessary.



05. Energetic scenes capturing emotional impact of experience on participants.



06. Always capture authentic product placements on all product shoots.



07. Always capture additional scenic moments and 'filler' content on shoots for edits.



08. Ensure intimate moments of connection always captured.

Video Elements

The video elements are:

Captions: Inter SemiBold in Sea Foam or White

Logo placement: Top left hand corner where required

End frame: Animated with campaign lockup, including a CTA

Video Animation requires the brand colour RedBalloon Red to curve across the screen with the support of an animated logo, scribbles and CTA. Any Biro Script font used, must appear as a 'typed' animated effect.



01. Captions are in Inter SemiBold White



02. Logo to appear in top left hand corner



03. End Frame to have animation transition onto screen.

05. Devices

Scribbles

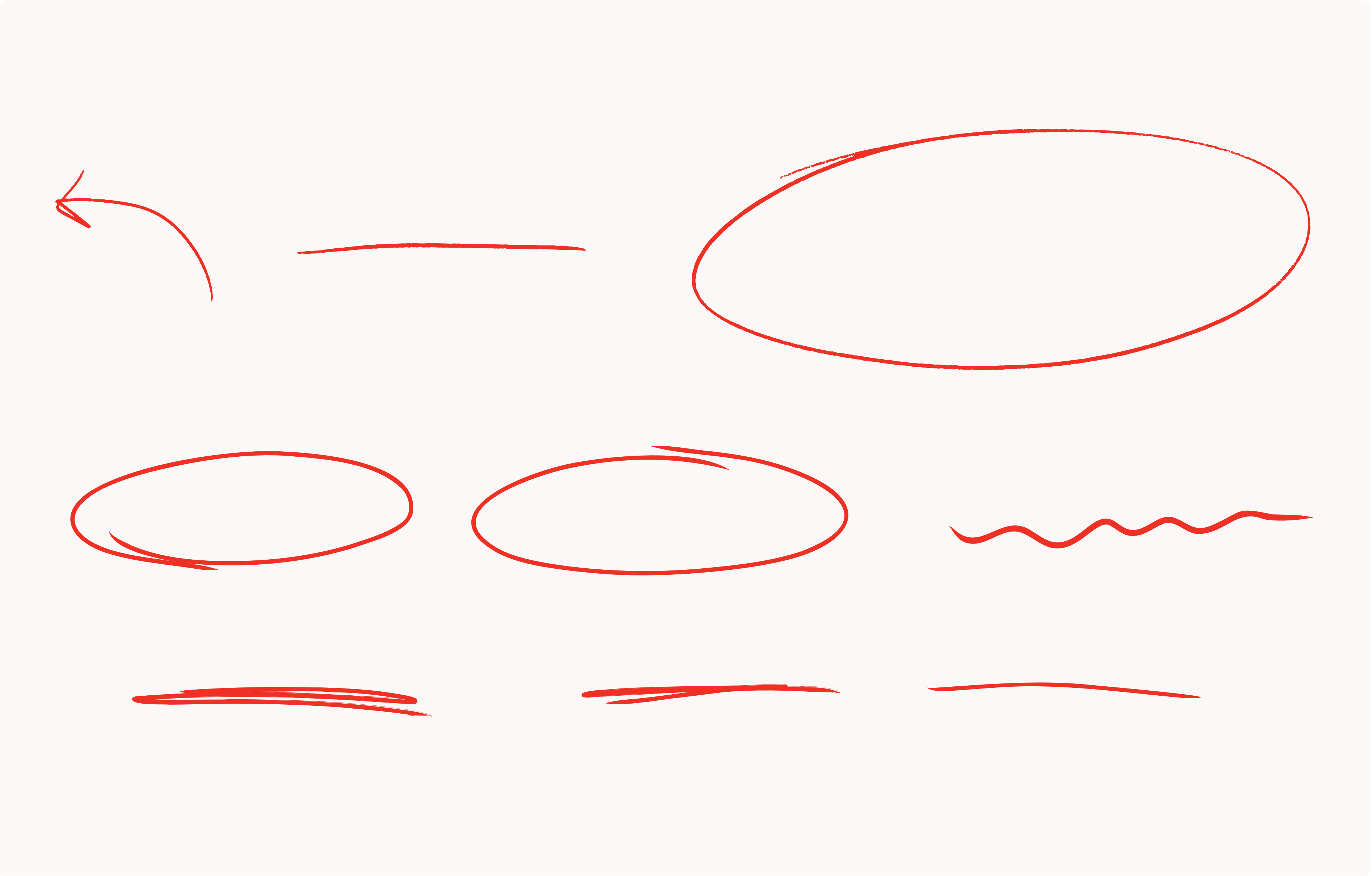
Curved Box

Buttons

Accents

Graphic devices, such as arrows, underlines, and circles, are used sparingly to add a playful, human element to the brand, bringing warmth and personality to communications while supporting key messaging.

Any new accents must be approved by the brand manager.



Scribbles

To support creative assets and campaigns, a range of themed scribbles live within the brand devices. Here you'll see an overview of the type and style of scribbles used. A library of scribbles is available in the Big Brand Folder.

Scribbles are created using a range of brushes within Illustrator, predominantly charcoal brushes. Any new scribbles must be approved by the brand manager.

CHRISTMAS



ANIMALS



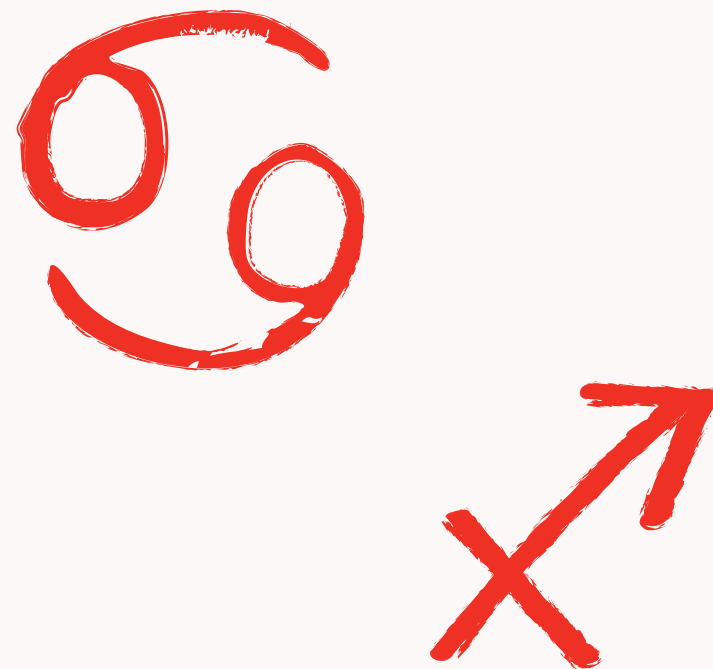
MOTHERS DAY & VALENTINES DAY



SEASONAL



STAR SIGNS



MISCELLANEOUS



Accent Usage

Accents may be used across all platforms in a variety of applications. They can be repeated and scaled to create energy and movement, but must not be used as a pattern, border, or dominate the layout.

Accents are considered accent graphics and should never appear as the primary design element.

Mid-Year Sale

\$25 off

SPA & WELLNESS

TREATM24 at checkout

redballoon
Experiences. Gifts.



Christmas deals
10% off
Arts & craft classes



HOT AIR BALLOONING

Gifts **under \$150**

Speak your Valentine's love language

Discover
Melbourne

Gift ideas for the foodie in your life

Shop now



Accent Colour Usage

For accents to have maximum impact, the following rules apply:

- They must be used in a contrasting colour to any text or lockup used. This ensures that they are clearly distinguishable.
- To be used as an accent only, not a feature of the design
- No themed graphics are to overlap on text or lock-ups
- Do not use multiple circles or underlines on the headline or secondary text.



Use in a colour to match the themed graphics



Use in contrasting colours, and approved colour combinations shown in this guide



DO NOT run scribble device in the same colour as the text



DO NOT use in an un-approved colour combination.

DO NOT double up or use multiple scribbles on the headline and secondary text.

Curved Box

The curved box is the cropping device for images and for housing key messaging. It can be used in various sizes, dependent on the design specifications and content.

The curved corner should always be featured on the RHS of the creative and should never be flipped.

Corner Radius is 120PX
To manipulate the shape to fit various specifications, take the two anchor points at the bottom or the left hand side and adjust accordingly - this ensures that the radius is not altered/ stretched/changed.

PORTRAIT



LANDSCAPE



SQUARE



Curved Box Templates

The curved box can be used in a number of ways, however guidelines apply to how each template can be applied.

Examples 01-04 use an 8px border around the box. These examples are used for Brand Campaigns, Deals and BAU content. The default border colour is RedBallon, however for BAU content other colours can be used.

Examples 05-07 can be used across other campaigns ie. Hallmarks, BAU and social. The height and width of the box can change to accomodate for imagery and messaging, however the curved box must align across to the edge of the asset specifications as shown.

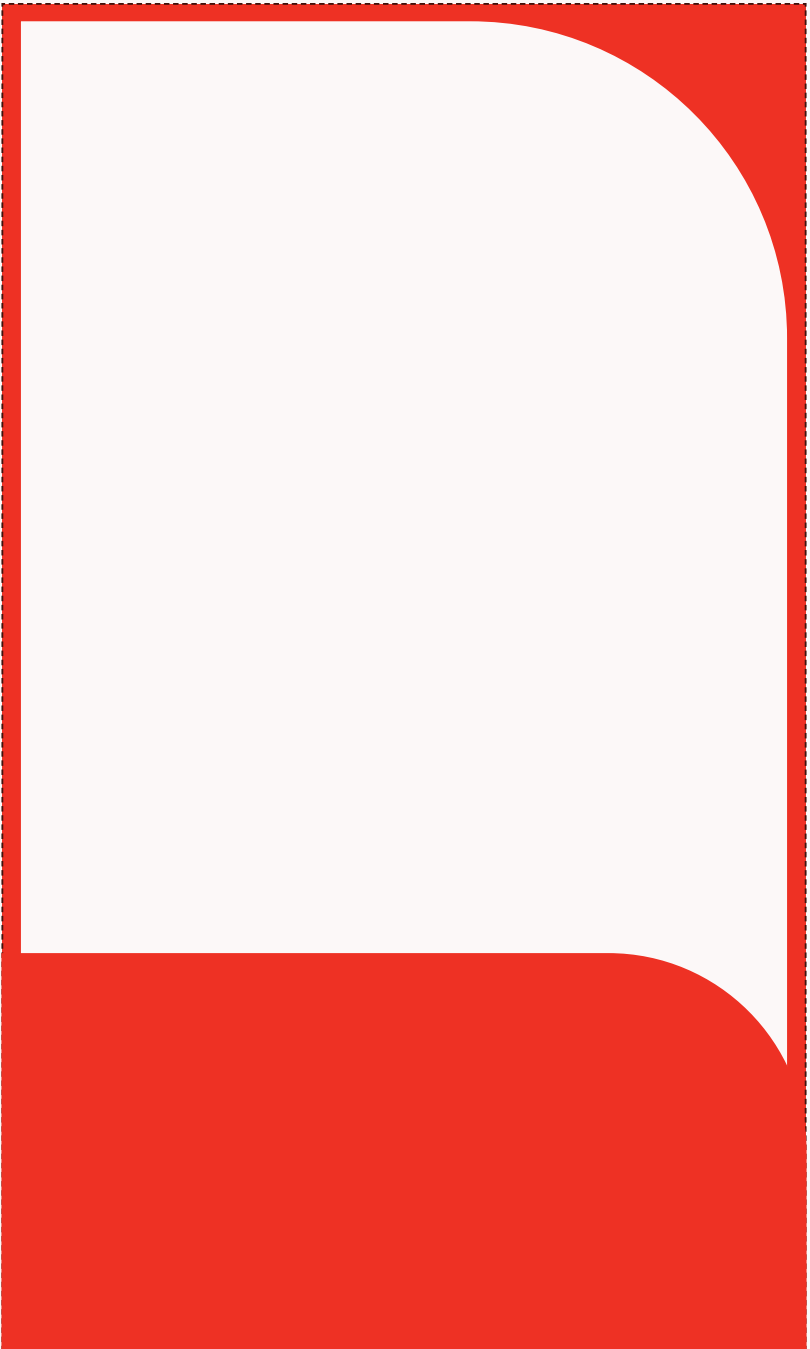
01



02



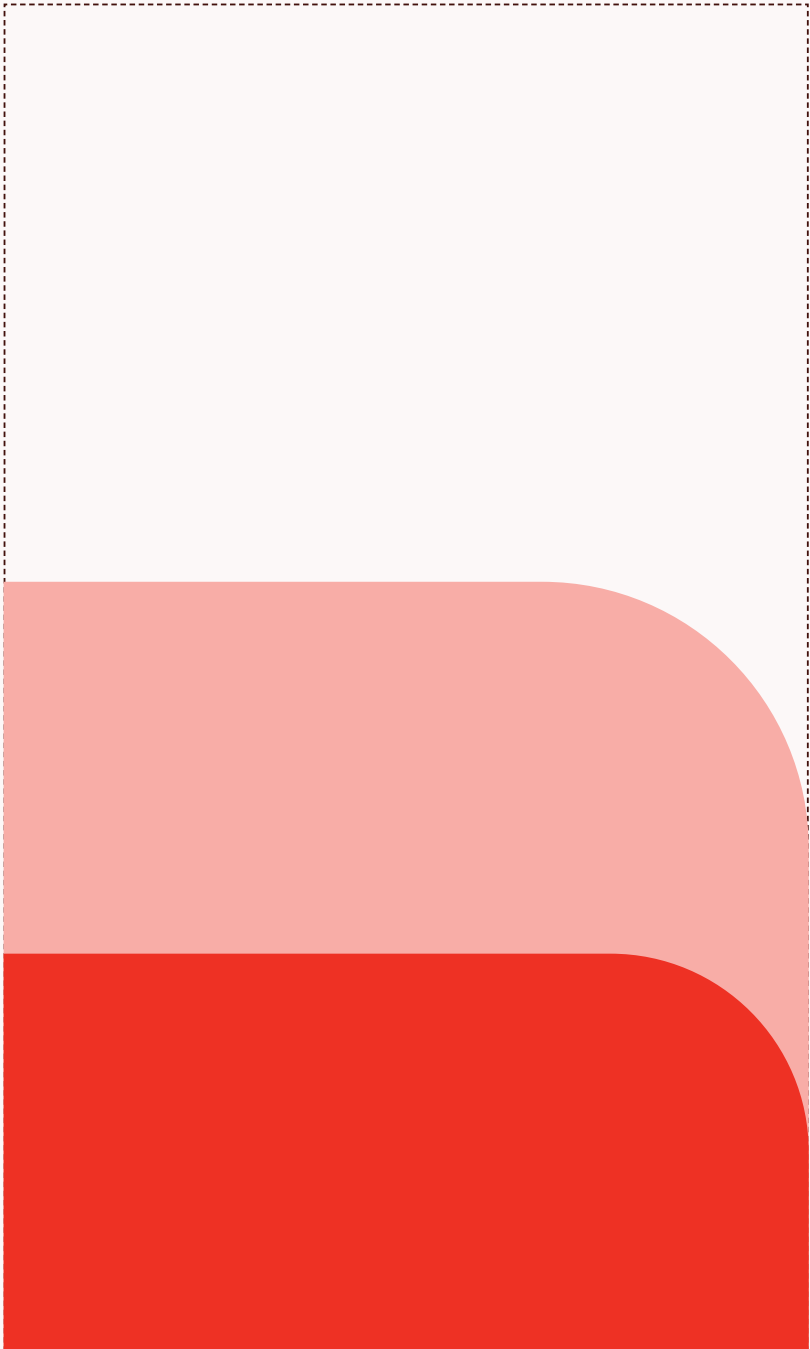
03



04



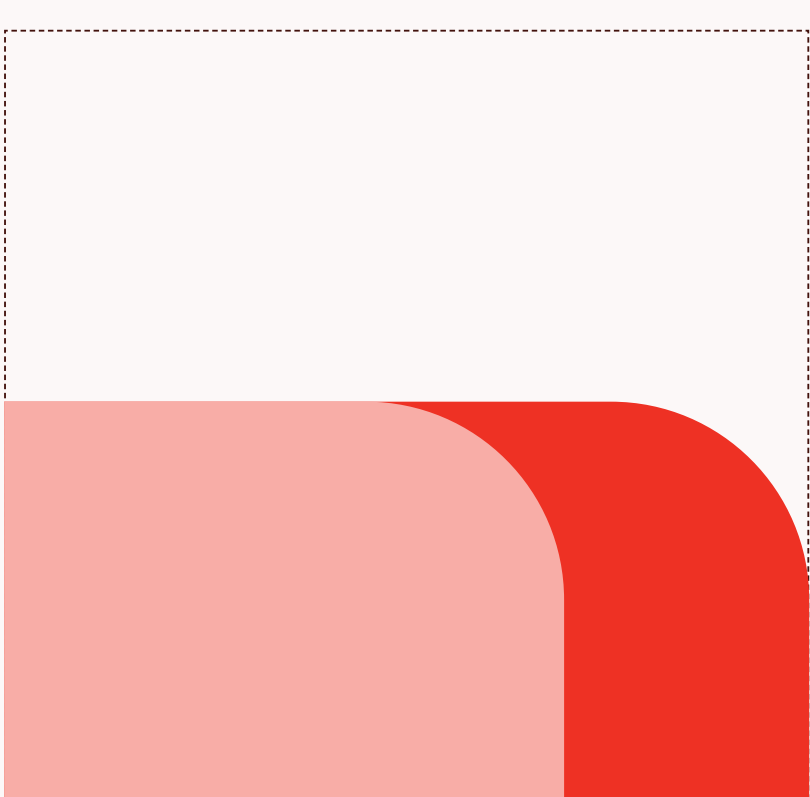
05



06



07



Curved Box

The curved box should follow the guides set up in pages 44 - 45. The following show examples that should and should not be used.



Do not add borders to curved box



Not enough curve added to image

Buttons

Our buttons are pill shaped as shown. **CTA buttons such as ‘Shop Now’, or ‘Discover More’ must be used in the colours, RedBalloon Red, Sea Foam and Jam Jar only.**

Any code buttons like “USE CODE BFCM15” can utilise alternative colours, but must adhere to the colour guidelines outlined on page 22.

For scalability the text must have a tracking of 60pts, ensuring words can be clearly read.

Padding for the width should be double the size of the top and bottom, text should always be centre-aligned and in ALL CAPS.

INTER MEDIUM FONT
Tracking: 60

180° Angle

Double the padding on each side

Even Padding
Top And Bottom



Shop now

Use code: BFCM15



Shop now

Use code: BFCM15



Shop Now

Use code:BFCM15

Not approved colour combinations.
Poor contrast. Capitalised 'Now'.

REDBALLOON BRAND GUIDELINES 47

A close-up photograph of a woman's face as she receives a hair spa treatment. Her eyes are closed, and she has a relaxed expression. A hand is visible near her head, and a circular mirror reflects part of the scene. The image is framed with a red border and a curved bottom-right corner.

Hair Spa

WAS \$399
NOW \$199

Shop now

A photograph of a group of people inside a hot air balloon basket, looking up at the balloon's burner. The scene is set against a sunset sky with orange and yellow hues. The text "HOT AIR BALLOONING" is visible in the bottom left of the image. The image is framed with a pink border and a curved top-right corner.

HOT AIR BALLOONING

Gifts ♥
under \$150

Speak your Valentine's
love language

A photograph of three women walking along a beach, smiling and looking towards the camera. They are dressed in casual summer attire. The background shows the ocean and a clear sky. The image is framed with a red border and a curved top-right corner.

A moment
that became
a story

for storymakers
redballoon 
Experiences. Gifts.

06. Toolkit

OOH

Social

Display Banners

Website

Email

OOH

Brand Campaign

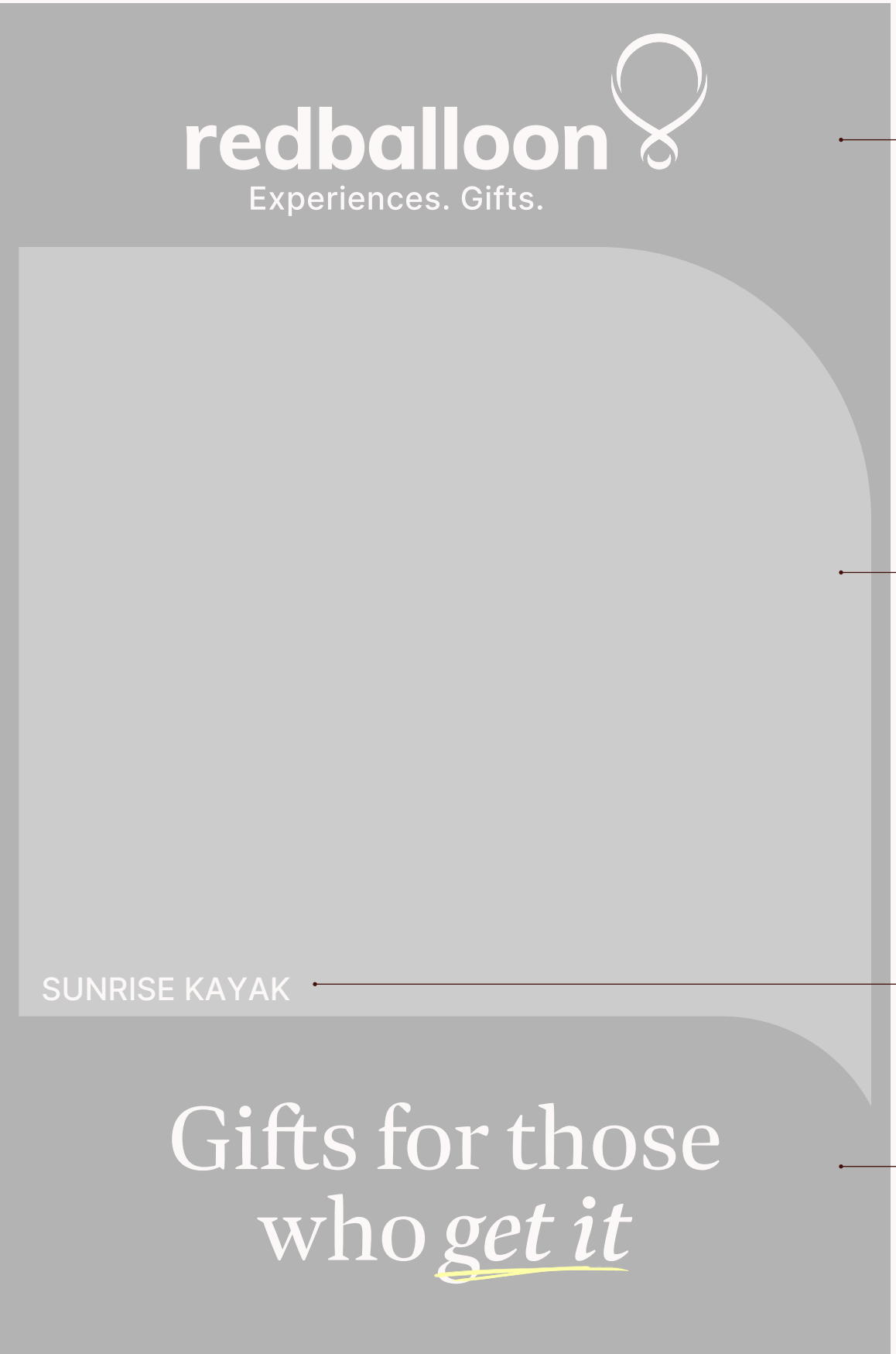
Hallmark Campaign

Hallmark Campaign Deals

Brand Campaign

OOH Brand Campaigns must follow the template shown. This template is characterised by:

- Image-led design - this should cover more that 60% of the design specifications
- 8px red border surrounding image
- Use of Secondary logo or For Storymakers logo where applicable
- Experience name to be listed in the bottom LHC where necessary.
- Asset headline overlaid on image (within the safe zone)
- Refer to page 36 “Image Requirements” to ensure appropriate shots are captured on shoots



Logo with clear space

Cropped campaign images

Experience name

Headline*

**Use on image in a clear space area
Preference for Sea Foam text, however Jam Jar may be used for better legibility

Hallmark Campaign

OOH Hallmark Campaigns should follow the template shown. This template is characterised by:

- Content split evenly across the design (image and lock-up have even territory)
- 8px red border
- Base colour to reflect the Hallmark Campaign ie. RedBalloon Red for Christmas, Pink Lace for Mother's Day
- Experience Name listing to follow the placement guidelines
- Secondary logo usage in centre bottom



Logo with clear space

Image cropped to curve

Experience name

Campaign tagline zone

BRAND CAMPAIGN



DOORS OFF HELICOPTER

Thankfully
someone ignored the
sensible option

Gifts for those who get it

redballoon 
Experiences. Gifts.

HALLMARK CAMPAIGN

redballoon 
Experiences. Gifts.



SUNRISE KAYAK

Gifts for those
who *get it*

redballoon 
Experiences. Gifts.



WINERY PICNIC

Gift *stories* 
you can't  wait to hear 

Social

Brand Campaign TOF

Hallmark Campaign MOF

Hallmark Campaign BOF

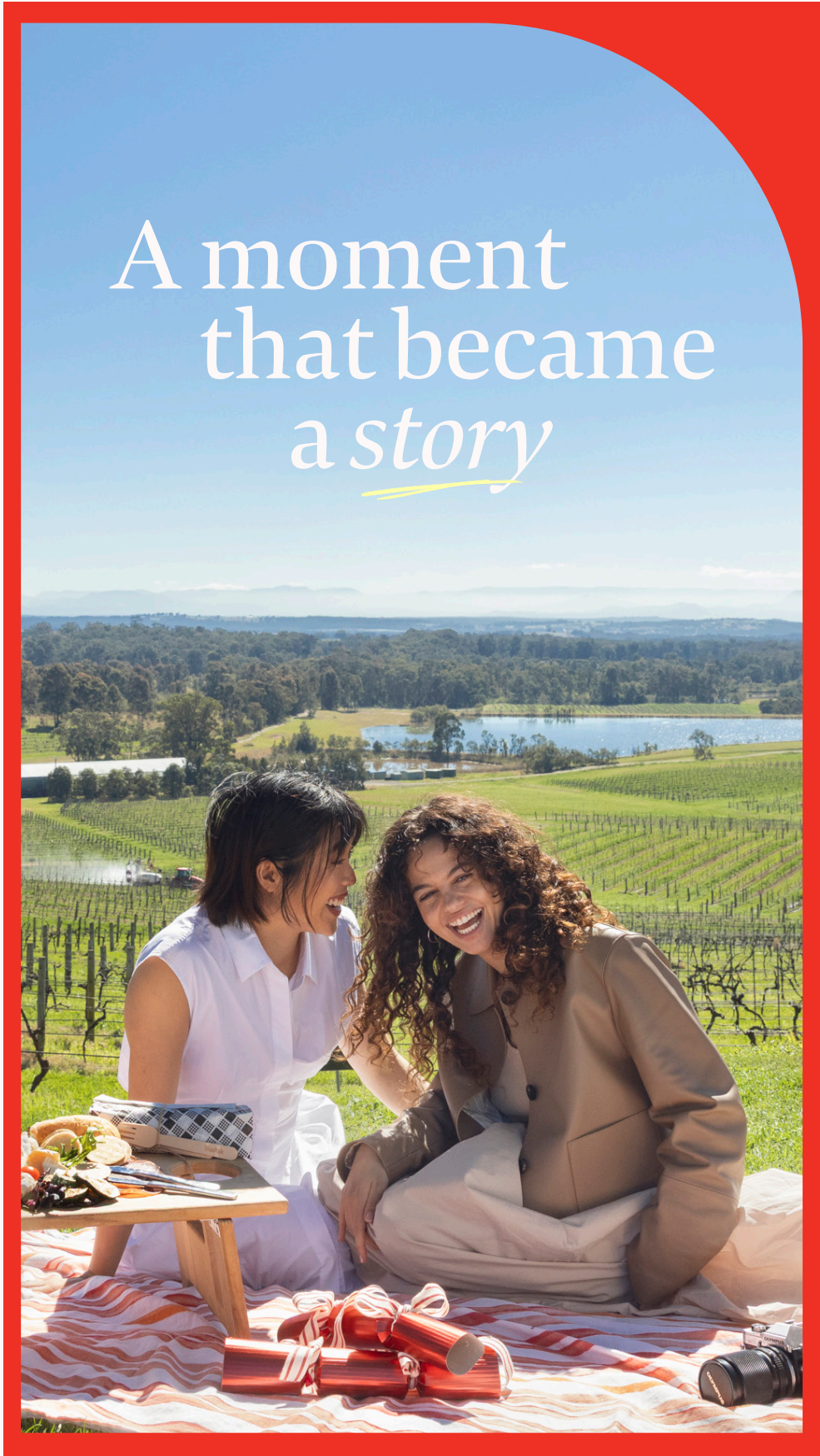
BAU Campaign

Always On Campaign Deals

Brand Campaign TOF

Our META TOF Brand Campaigns must follow the templates shown.

Please note: Meta Safety zones apply, therefore designs must adhere to these guidelines. You can find examples of these safety zones on page 62.



Hallmark Campaign

MOF

Our META MOF Campaigns are image-led campaigns, using lock-ups, messaging and any required themed graphics/scribbles to be overlaid on the image as shown. Image safe zones apply, therefore image selection and text placement are of top priority.

As a guide, any text or lock-ups should sit within the top half of the creative for 9:16 designs. For 1:1 ratio, text should be placed within the image safe zone, to ensure it is legible.

Please refer to page 62 for META safe zone guidelines.



Hallmark Campaign

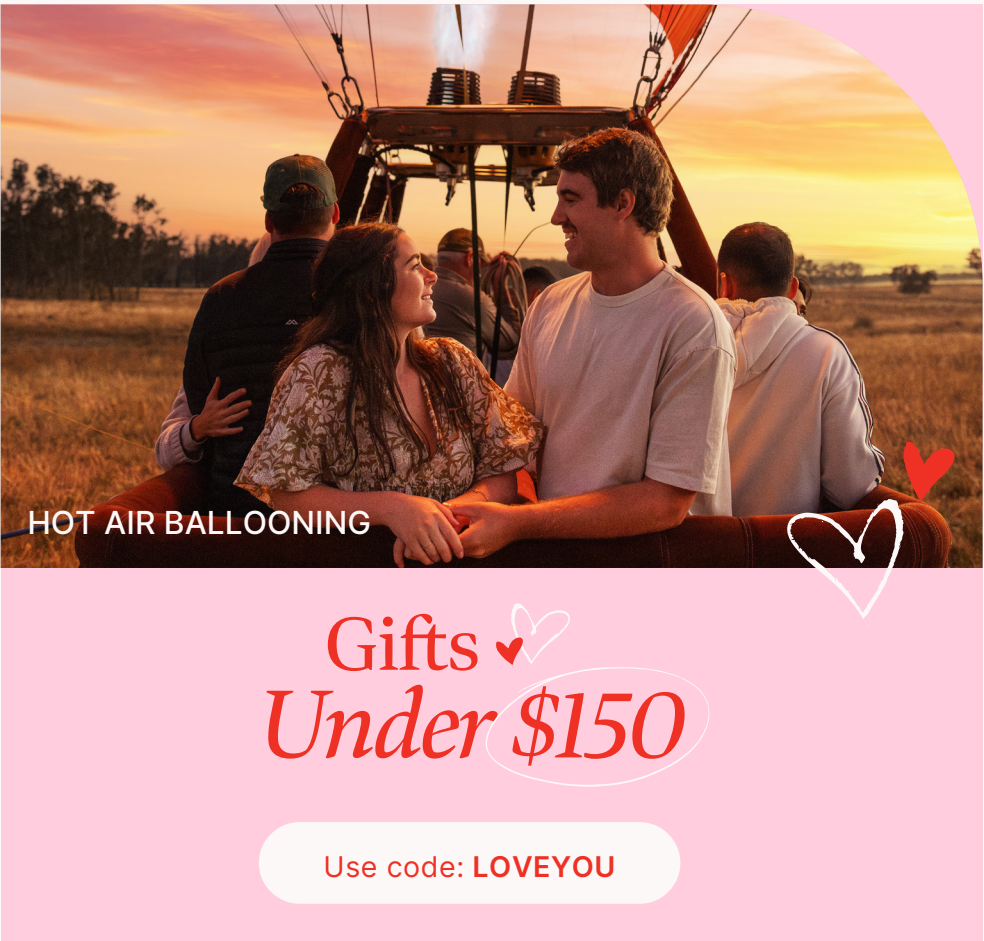
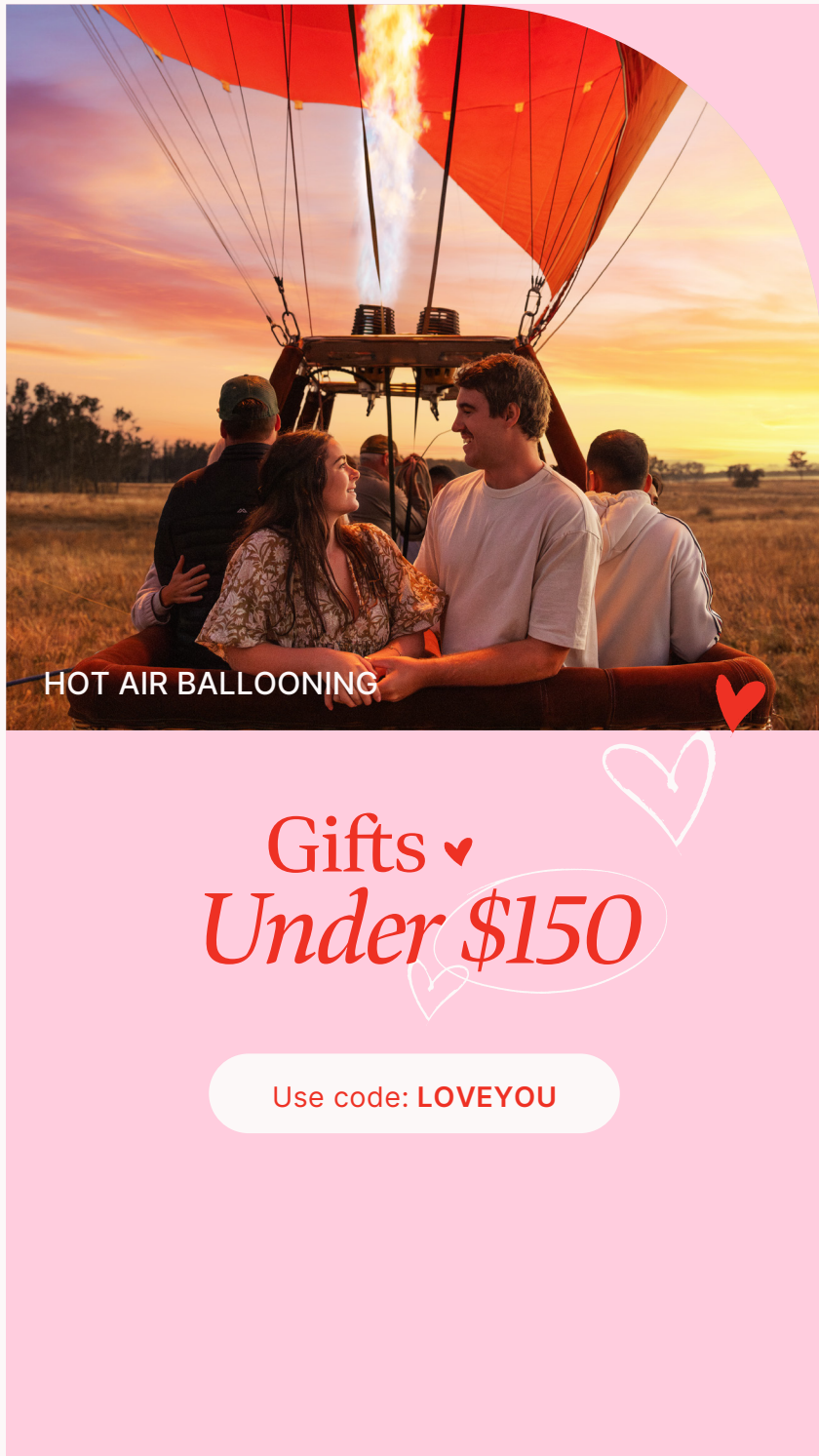
BOF

Our META BOF Campaigns use an image and price point messaging format.

These are characterised by:

- Codes in the brand button style (as shown)
- Experience name in the primary position
- No logo required
- Meta Safe zones adhered to

Please refer to page 62 for META safe zone guidelines.



BOF Deals Messaging

BOF Deals Messaging, follows deals messaging formats, however, the use colour and imagery can more creatively applied, as shown.

- Characteristics are:
- 8px red border design (A)
 - Text on image overlay
 - Colour overlay at 50% on image (B)
 - No curved template design (B & C)



A



B



C

BAU Campaigns

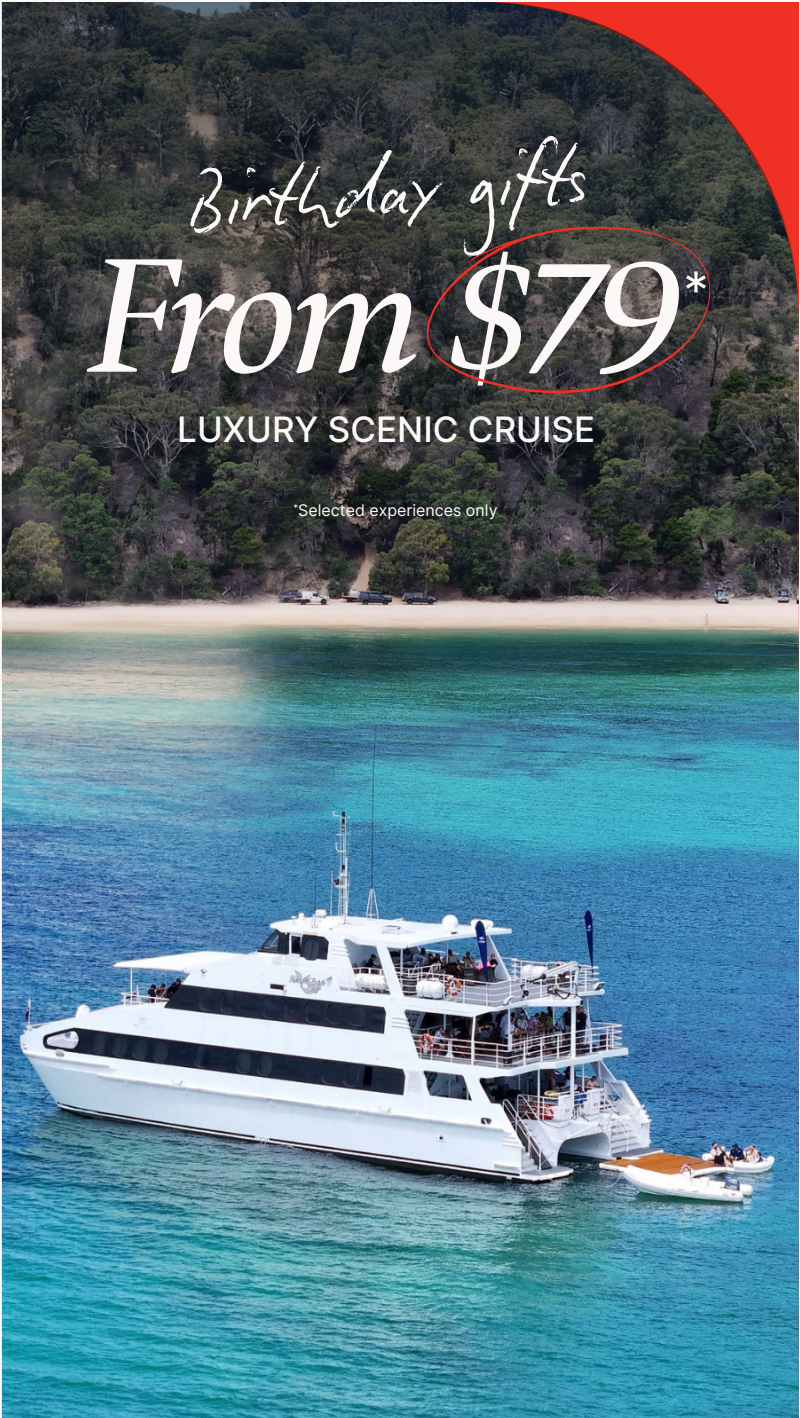
META BAU Campaigns call for expressive designs that utilise colour and a variety of layouts, as shown. When designing BAU content, it is important that the copy is crafted with our designs in mind.

The 8px border template must be used, however the use of colour is more flexible here.



BAU BOF

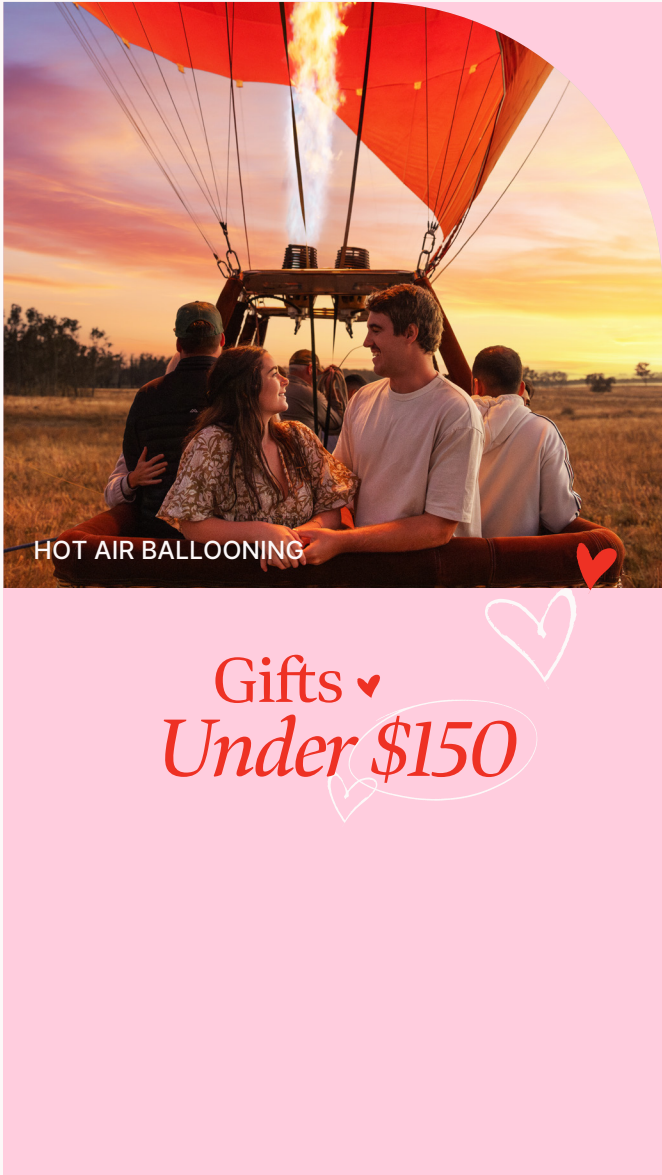
Our META BAU BOF are image-led campaigns, using lock-ups, messaging and any required themed graphics/scribbles to be overlaid on the image as shown. The curve treatment can be used in the corner of the image, but the imagery should be the hero.



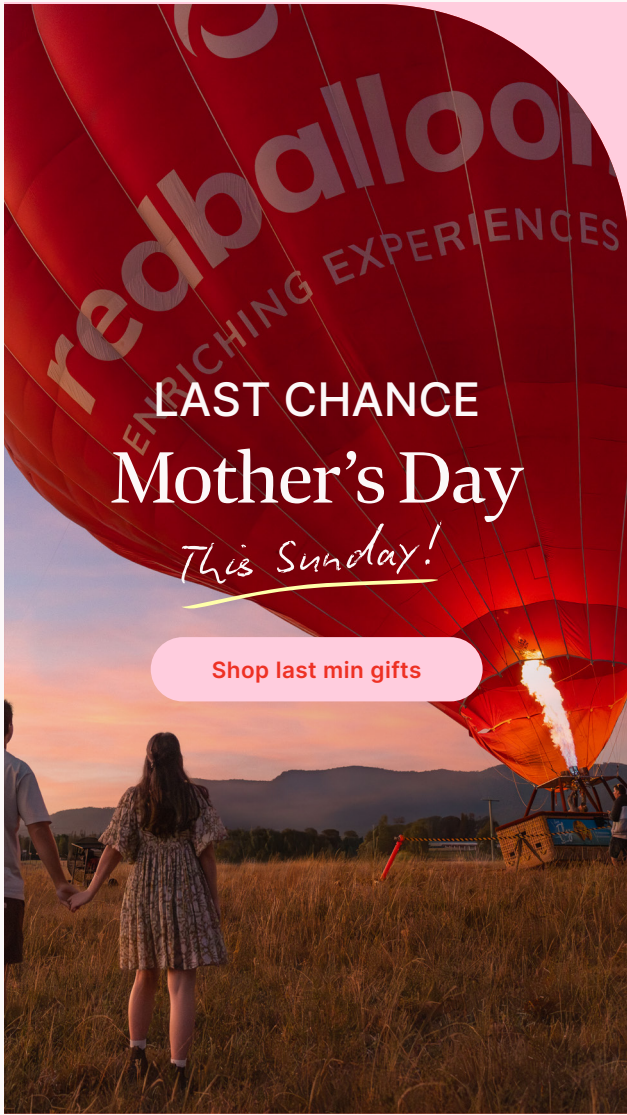
TOF



MOF



BOF



Meta Ads Templates

Meta ads require designs that allow for a ‘text free’ safe zone. The following templates must be used to meet these requirements.

Refer to the key below for element placement:

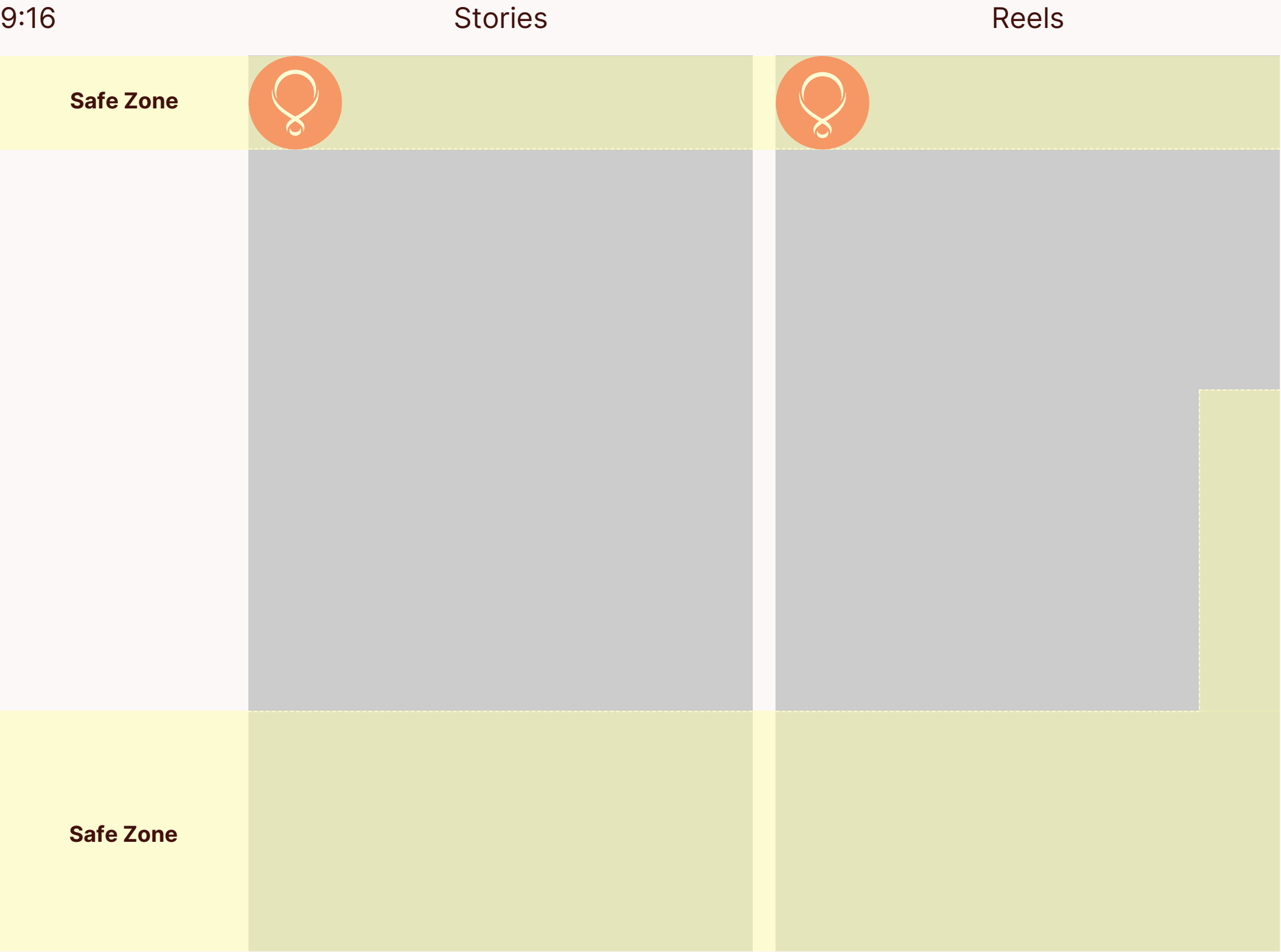
- A: Lock-up on image
- B: Experience Name
- C: CTA / Code
- D: Lock-up



Meta Ads

Video Templates

Meta ads require designs that allow for a 'text free' safe zone. The following templates must be used to meet these requirements.



TOF



MOF/BOF



Display Banners

DISPLAY BANNERS

Display Banners

Our Display Banners should follow the format shown in these examples.

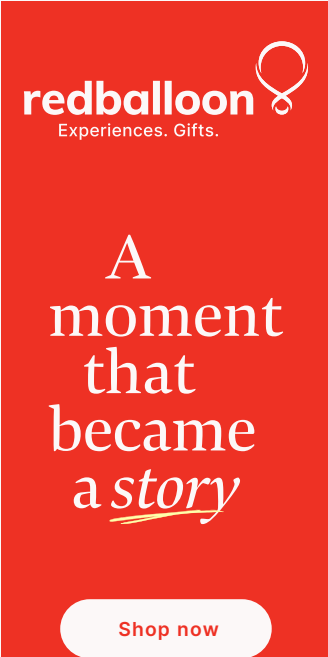
Key features to note are:

- Secondary logo is preferred, but if illegible, use primary logo
- Logo placement varies according to the size specifications, however, it must be clearly visible and used in either RedBalloon Red or Sea Foam colourways only
- 8px red border applies to Brand Campaigns and Deals Messaging

300×250



120×600



728×90



Website

Hallmark Campaign

Hallmark Campaign Deals

BAU Campaign

E-Gift Cards

Pop Up

A Frames

- A-Frames**
- Image must always sit on the left-hand side
 - Lock-up and messaging are centre-stacked on the right
 - Consider how copy length will impact design. Copy should be no more that 40 Characters
 - Consider other banners on site (typically three scroll simultaneously). Don't not repeat A Frames of the same colour
 - CTA must be 50px high and follow button guidelines from page 48
 - CTA should remain in the same place across all A Frames in rotation

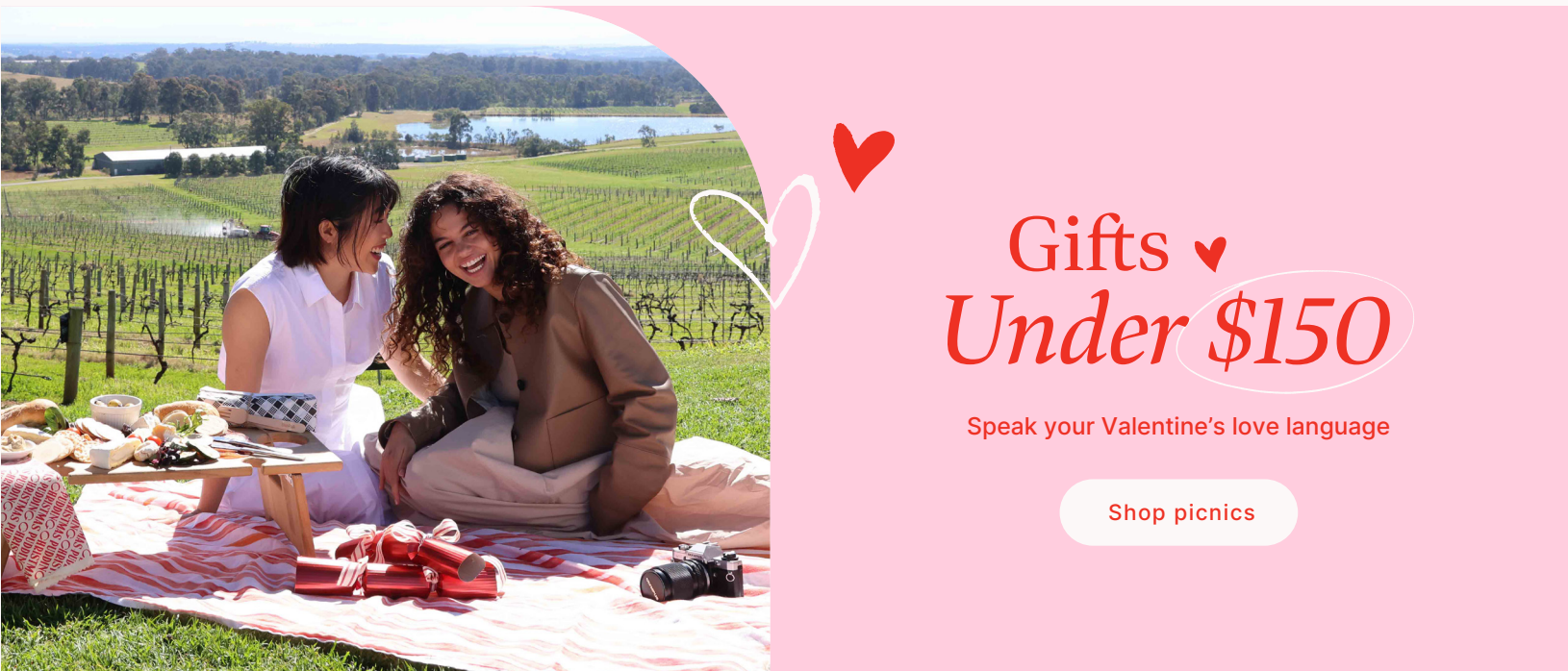
BRAND

A FRAMES

DESKTOP 1176×500



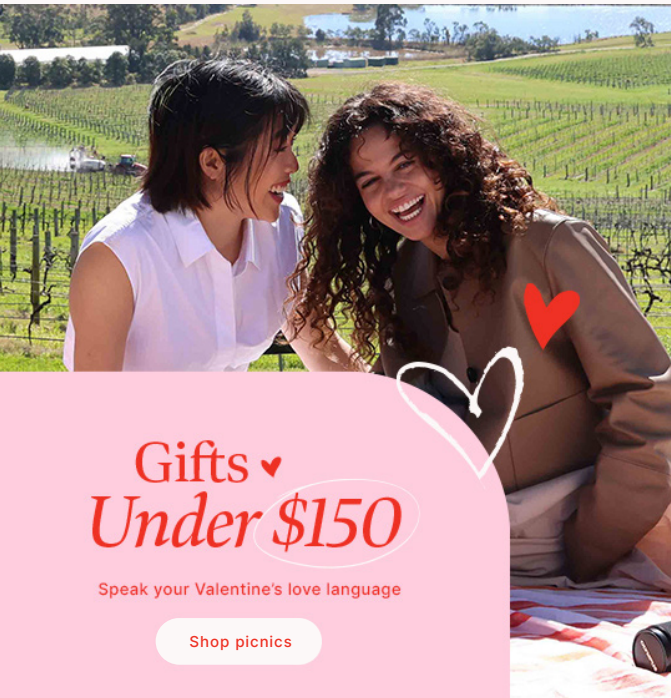
HALLMARK



BAU



MOBILE 544×560



Brand Campaign Deals

Brand Campaign Banners must follow the same formats as outlined on page 69, however, the following ‘deal’s rules apply:

- Always use RedBalloon as base colour for Hallmark Deals
- 8px red border is required
- Offer code must be in Inter, the secondary font
- For other typography guidelines, visit section 3

Banner 1 & 2

- Image positioned on the left-hand side
- Messaging to be stacked with appropriate text padding
- CTA sits centred horizontally

PLP Banner

- No imagery required
- Lock-ups and messaging must span the design area, with headline first, followed by secondary copy
- CTA sits centred horizontally

Embedded Tile

- Lock-ups and messaging sit in the top half of the space
- CTA is vertically centre-aligned
- Image always appears in the bottom half

A FRAMES

DESKTOP



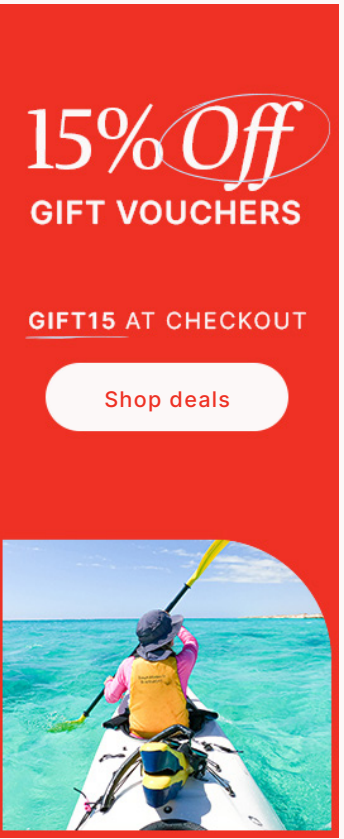
MOBILE



BANNER 1 & 2



EMBEDDED TILE: SALESFORCE



PLP BANNER



WEBSITE

Hallmark
Campaign

Hallmark Campaign Banners must follow the formats shown.

A-Frames

- Image must always sit on the left-hand side
- Lock-up and messaging are centre-stacked on the right
- Consider other banners on site (typically three scroll simultaneously)
- CTA must follow button guidelines and minimum sizing

Banner 1 & 2

- Image positioned on the left-hand side
- Messaging to be stacked with appropriate text padding
- CTA sits centred horizontally

PLP Banner

- No imagery required
- Lock-ups and messaging must span the design area, with headline first, followed by secondary copy
- CTA sits centred horizontally

Embedded Tile

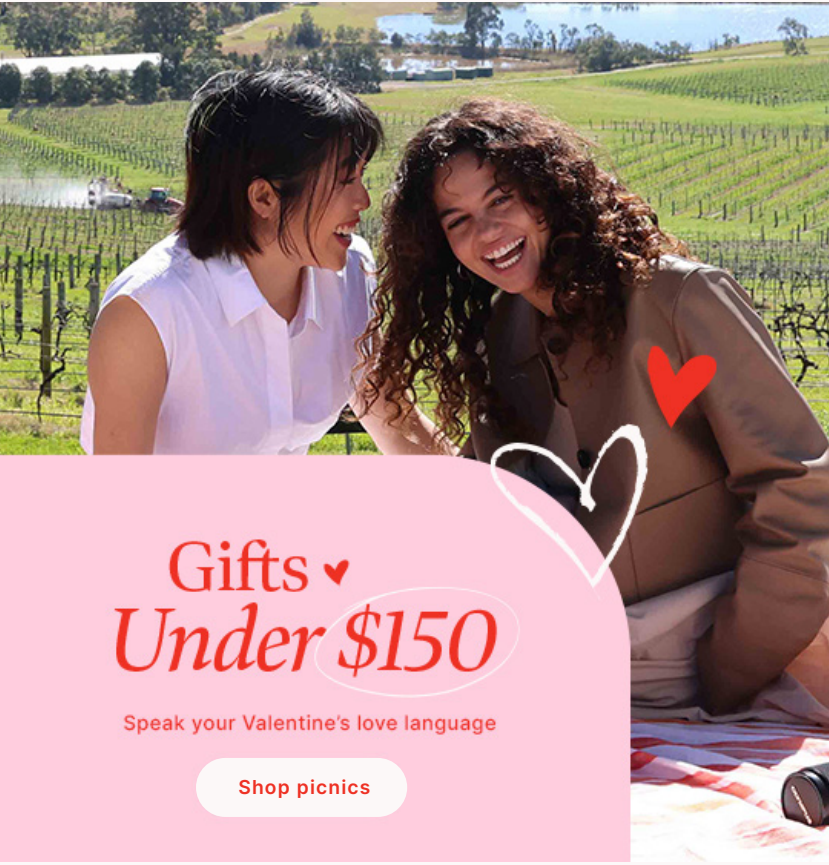
- Lock-ups and messaging sit in the top half of the space
- CTA is vertically centre-aligned
- Image always appears in the bottom half

A FRAMES

DESKTOP



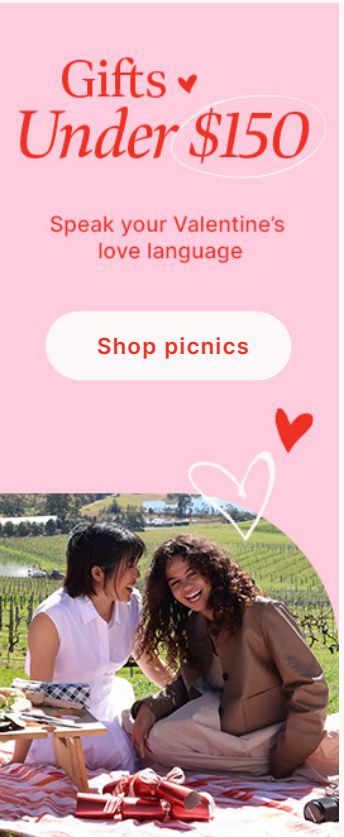
MOBILE



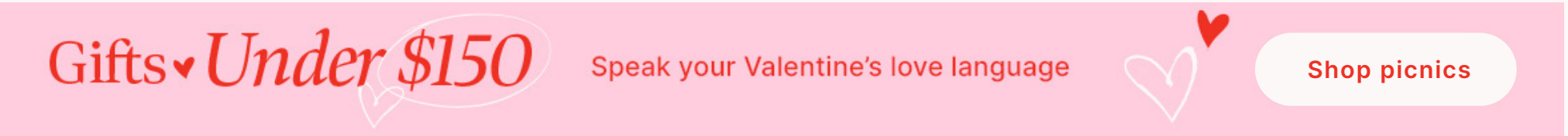
BANNER 1 & 2



EMBEDDED TILE: SALESFORCE



PLP BANNER

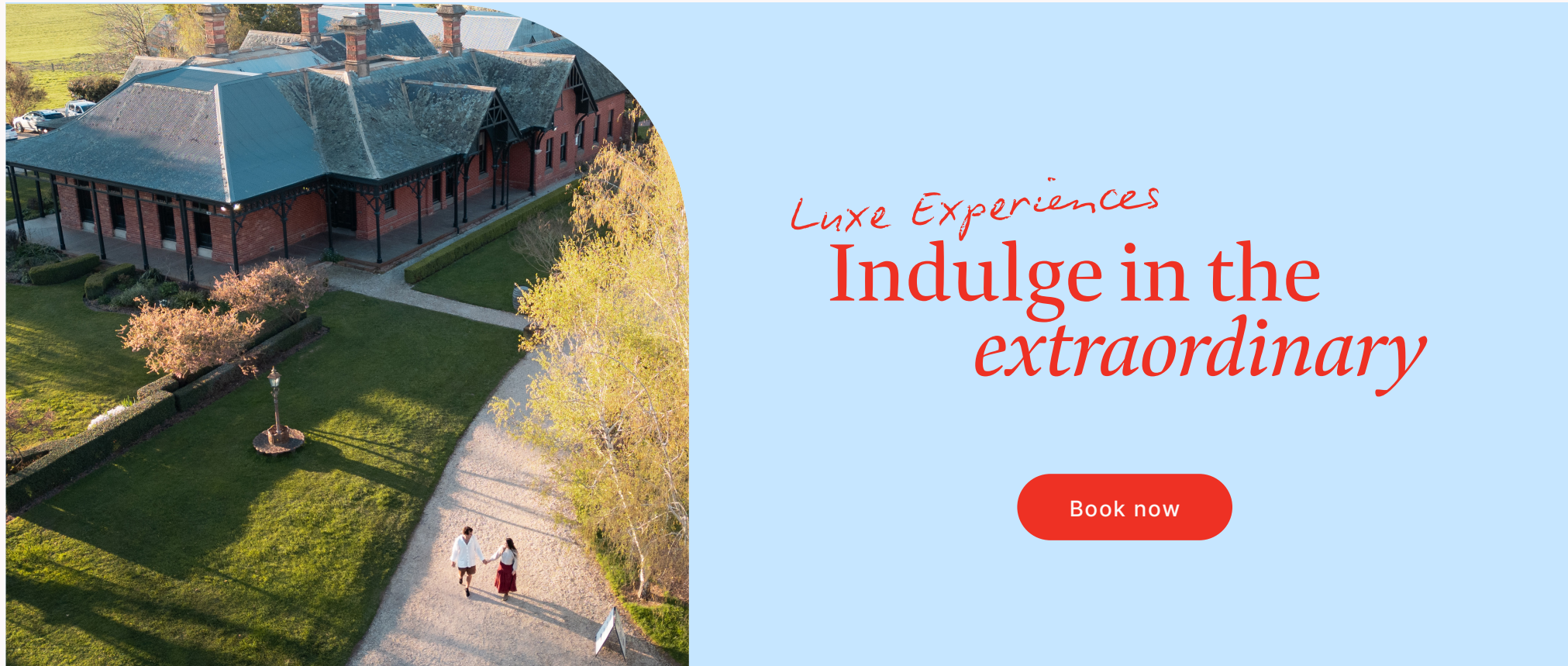


BAU Campaign

BAU Campaign Banners must follow the same formats as outlined on page 72.

A FRAMES

DESKTOP



MOBILE



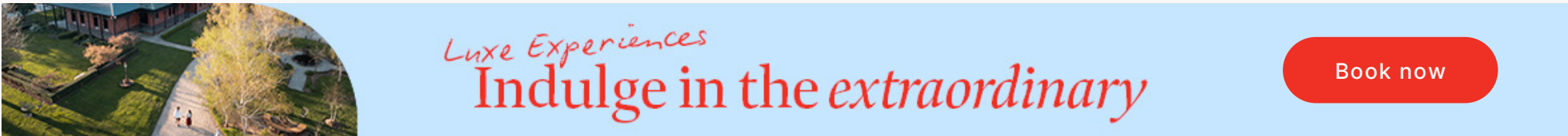
BANNER 1 & 2



EMBEDDED TILE: SALESFORCE



PLP BANNER



A Frames (Full Image)

A Frame Banners with full images must follow the formats shown.

A-Frames

- Brand campaign A Frames must always retain 8px red border
- Lock-up and messaging are centre-stacked in a clear area of the image
- CTA must be 50px high for desktop and 35px high for mobile, following button guidelines from page 46
- CTA should remain in the same location across all A Frames

A FRAMES

BRAND



HALLMARK



BAU



A Frames (Text based)

For longer copy, text only A Frames can be used.

A-Frames

- Brand campaign A Frames must always retain
- Lock-up and messaging are centre-stacked in a clear area of the image
- CTA must be 50px high for desktop and 35px high for mobile, following button guidelines from page 46
- CTA should remain in the same location across all A Frames

A FRAMES



E Giftcards

Our E Giftcards come in a range of themes - some with and without campaign imagery.



Pop-Up

The website pop-up should capture attention immediately. A contrasting colour is used to distinguish it from our primary RedBalloon palette. 'RedBalloon Insiders' appears as a standalone lock-up, and any imagery must follow the approved image guidelines. For optimal on-screen legibility, Inter Regular is used for all key information and input fields.



redballoon
ENRICHING EXPERIENCE

RedBalloon
Insiders

Become an insider and receive
\$25 off your first purchase.

 WELCOME OFFER

 BIRTHDAY TREAT

 EXCLUSIVE DEALS

 GIFTING INSPIRATION

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab



RedBalloon
Insiders

Become and insider and receive
\$25 off you next purchase.

 WELCOME OFFER

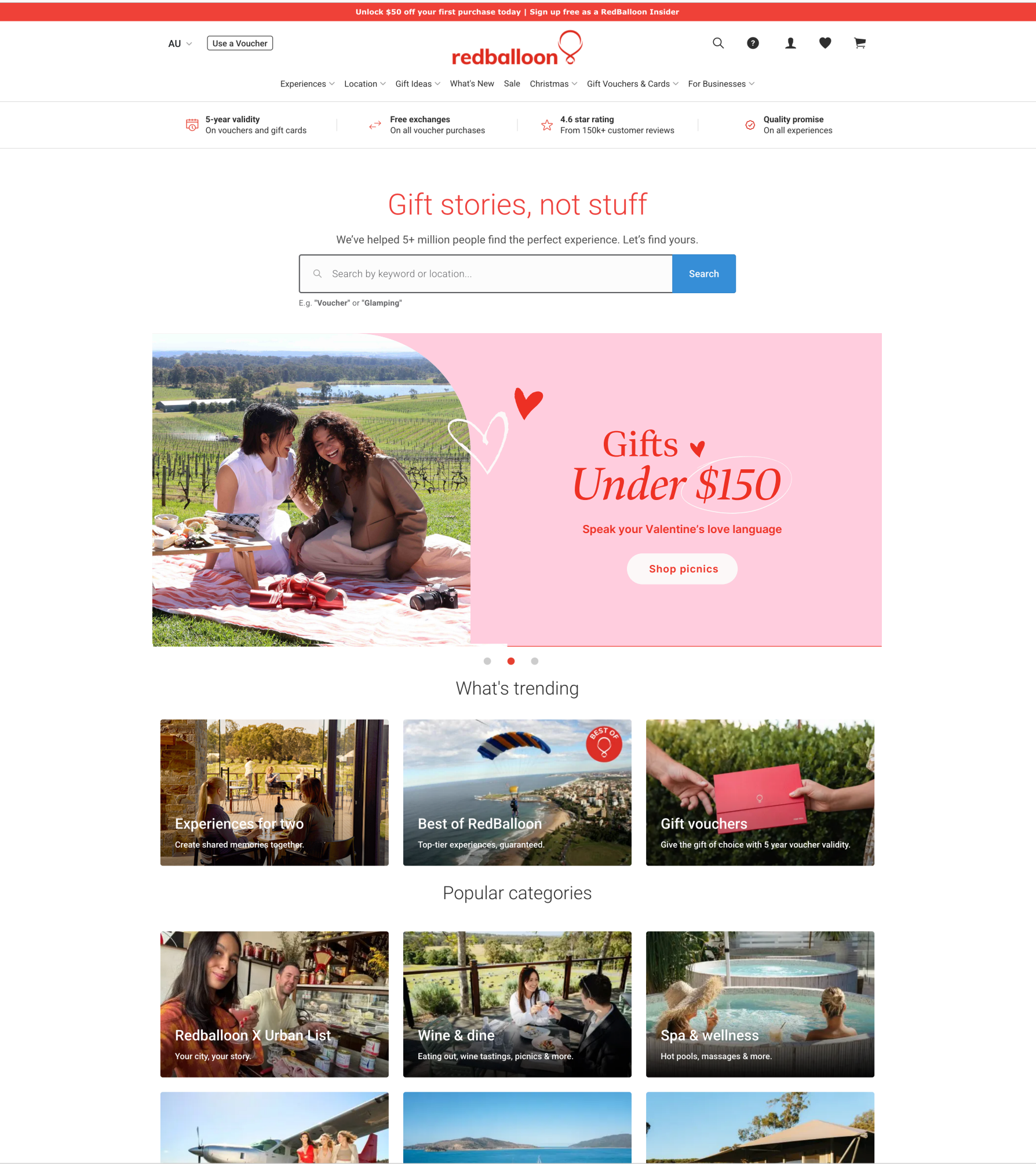
 BIRTHDAY TREAT

 EXCLUSIVE DEALS

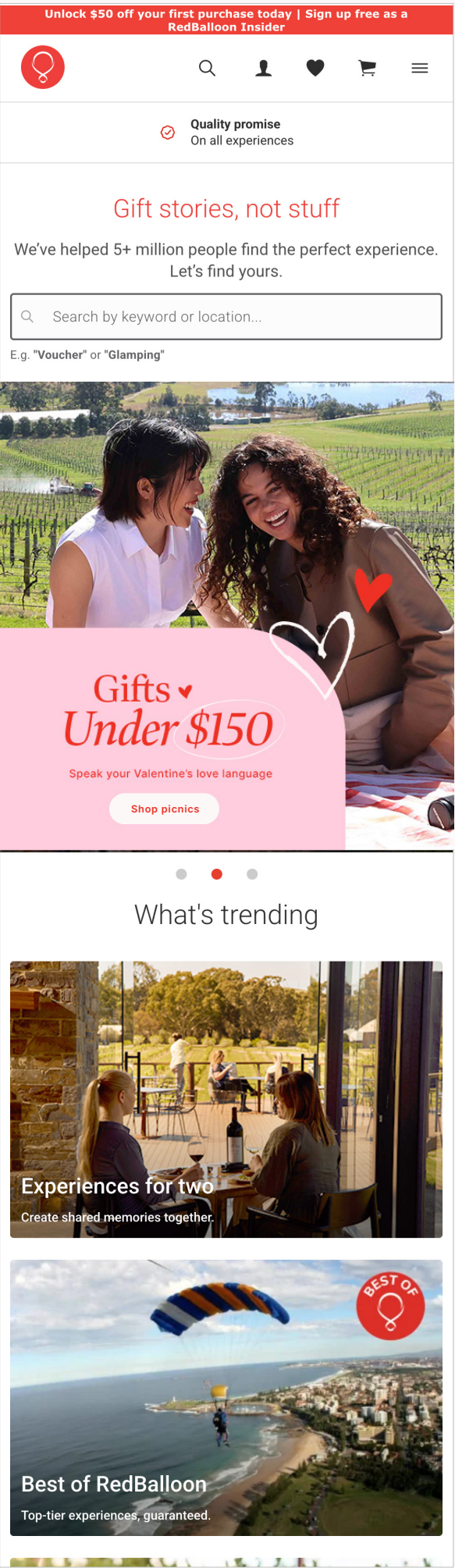
 GIFTING INSPIRATION

Consectem estlunt ad unt, nullendici con rem reptatem inis molorpore velicetest, nis quibea dolorelundit evellabore laborent liqui cum et adit aspera voluptur suntis res sinctur ehent. Rendic tem. Omnient volo beatur, utem laccum sequam nos dest lat optatur, testinctatur ant qui natisquam rempos asilia imporem enemporro cus magnitectum hicit lur? Qui omni ut accaecus re ad miliacc atibus excerfero ipsum, cum volupta tionsedis estiatur, si qui alit dolorumquist mintorissi quamolor reptate

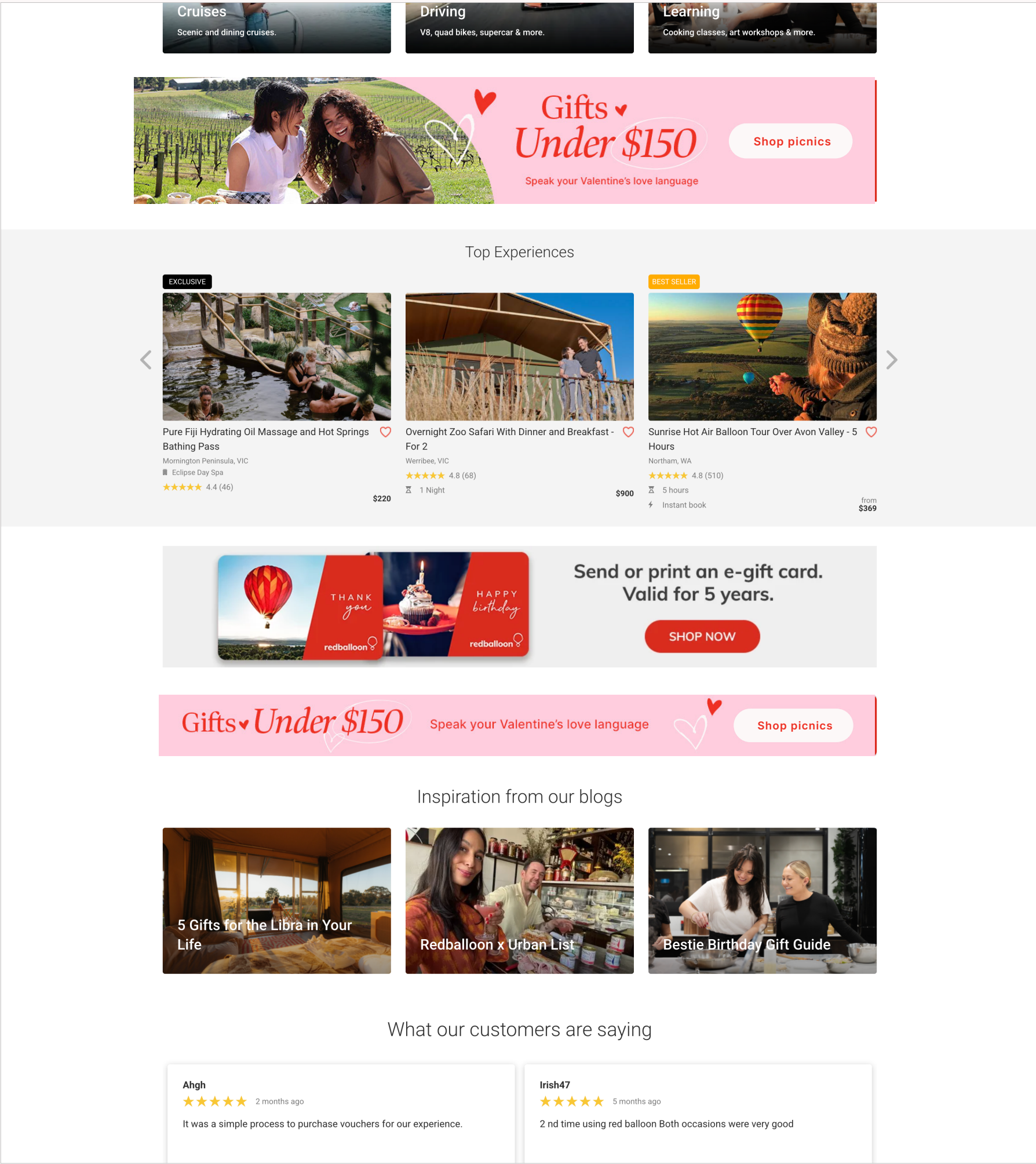
A FRAME DESKTOP



A FRAME MOBILE



BANNER 1 & 2 / PLP BANNER



Email

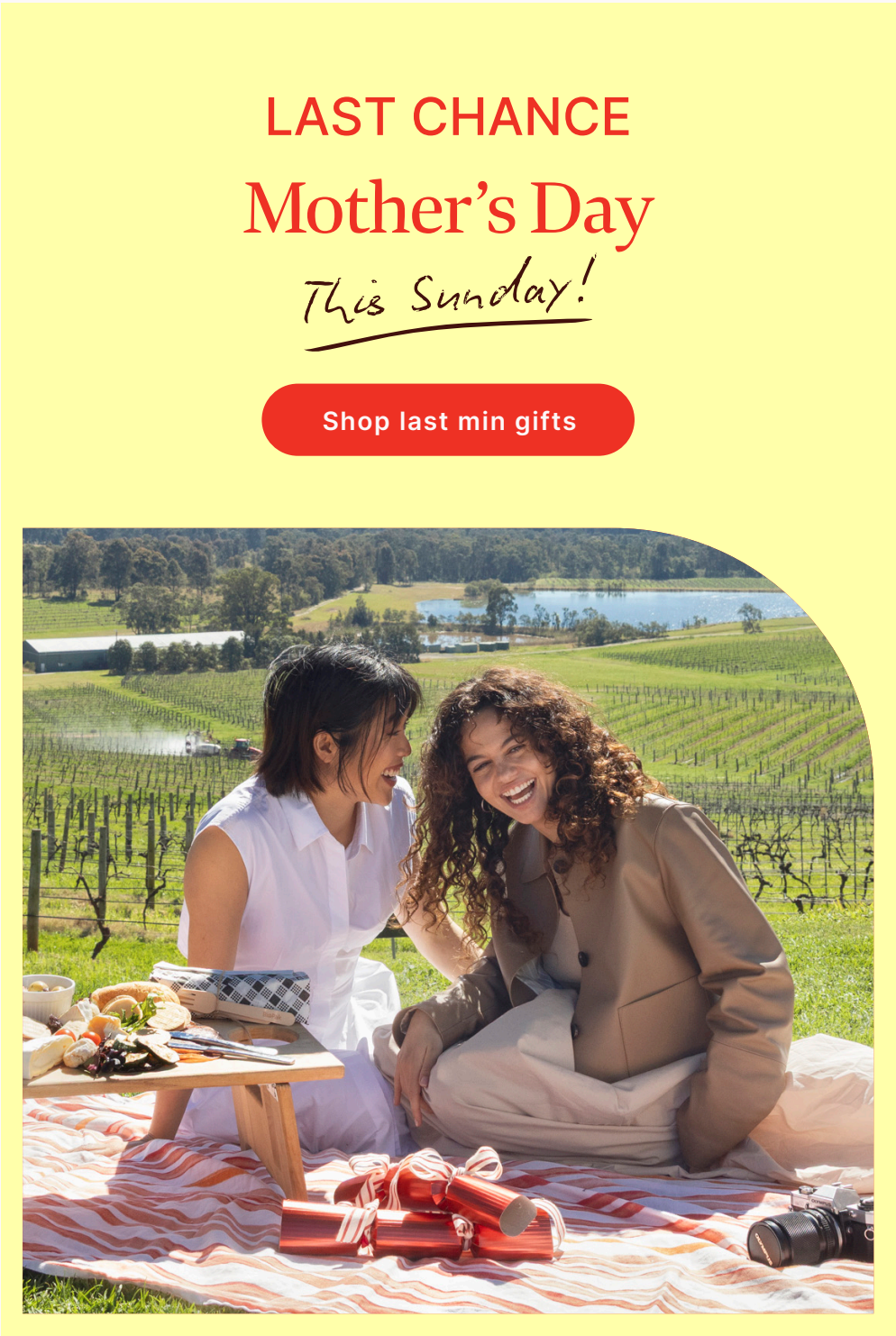
- Header Image
- Category Blocks
- Product Blocks
- Dividers
- Gift Voucher Block

Header Image

Our EDM header image is the first visual the user sees, so it must be clear, engaging and visually strong. Use impactful imagery, concise messaging, colour and hierarchy to draw attention.

Animation may be used on scribbles or sales call-outs (e.g. Last Chance).

Apply colour guidelines consistently across the EDM. The header image sets the colour tone for the content that follows.



Category Blocks

Category blocks break content into digestible sections. They may be used as a full-width layout or divided into two blocks, as shown in Example 05. CTAs should be at least 30px high, refer to section 2, page 21 for approved colour combinations.

- Usage rules:**
- Blocks 01–03: When repeated, layouts may be alternated (text left/image right ↔ image left/text right). Avoid repeating the same layout format consecutively.
 - Block 04: The category title must always appear bottom-left, contained within the device shown. The device colour may change depending on the EDM's colour palette.

01



Wellness Experiences

Cia exped mos autes dunt ellaborest faceatiurem am sae sequis ditatiberum enihillectae num a iduci cus doluptae.

Shop now

02

Hot Air Ballooning

Cia exped mos autes dunt ellaborest faceatiurem am sae sequis ditatiberum enihillectae num a iduci cus doluptae.

Shop now



03

Wellness Experiences

Cia exped mos autes dunt ellaborest faceatiurem am sae sequis ditatiberum enihillectae num a iduci cus doluptae.

Shop now



04



WINE AND DINE

05

KAYAKKING

SNORKELLING



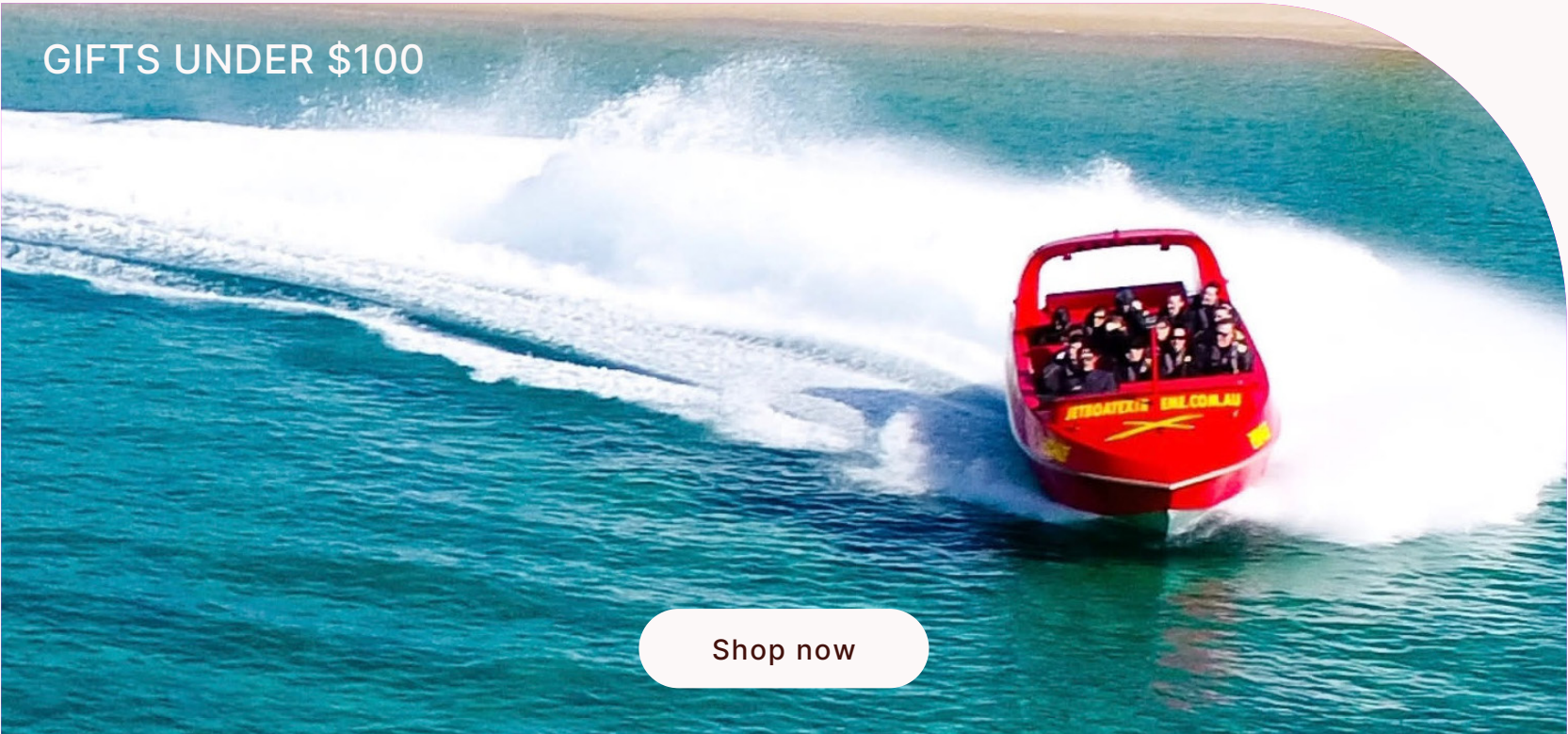
06



Winery Experience

Category Blocks

Additional Category Block ideas.



GIFTS UNDER \$100

Shop now



Snorkelling

WAS \$300
NOW \$190

Shop now



GIFTS FOR HIM

Shop now



Quality time
Getaways

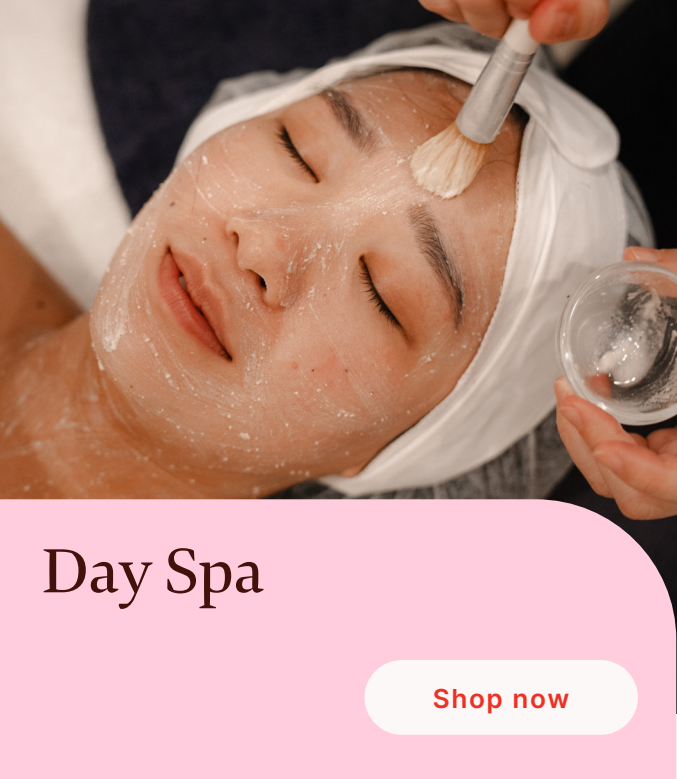
Cia exped mos autes dunt ellaborest
faceatiurem am sae sequis ditatiberum
enihillectae num a iduci cus doluptae.

Shop now



HOT AIR BALLOONING

Shop now



Day Spa

Shop now

Dividers

Email dividers help separate content, improving readability and creating a smooth flow throughout the EDM. Below are a selection of divider styles that may be used within email designs.

- Divider guidelines:**
- Use a maximum of two different divider styles per EDM.
 - Themed dividers should not be repeated, instead, alternate between variations to maintain intention and avoid visual repetition



Gift Voucher Blocks

Gift voucher blocks should use the following format:

- Messaging in bottom LHC
- Text overlaid on image in a 'safe zone'
- Background colour can change to compliment the EDM content



07. B2B

Logos

Brand Colours

Primary Logo

This is our Primary Logo. It must appear clearly and legible in all applications.

Usage of this logo is for owned channels only.



Primary Logo

Clear space

The clear space around the logo must be clear of any visual elements – text, graphics, other logos etc.
The clear space is 60px in height and length, around the logo. It is defined by the letter 'r' as shown.

Minimum Size

When scaling down the logo, it is important that it is still legible. We suggest that you do not scale any smaller than 90px in width.
This rule applies to desktop, tablet and mobile screens.



COLOUR PALETTE

Brand Colours

The Colour Palette has been chosen to inject vibrancy and personality to the brand.

Specific Pantone® numbers are provided for colour matching and spot colour ink for print applications. Process colour (CMYK) values are provided for 4-colour print needs. RGB colour values have also been provided for digital applications.

Brand Colours should be used at 100% tint for backdrops and text applications. However, a tint is permitted when overlaid on an image as shown on page 59.

RedBalloon
Red

#ee3124
C0 M94 Y98 K0
R238 G49 B36
PMS: 485C

Deep Space
Blue

#003049
C100 M76 Y46 K44
R0 G48 B73
PMS: 289C

Sea
Foam

#fcf8f8
C1 M2 Y1 K0
R252 G248 B248
PMS: Warm Gray 1C 50%

Jam
Jar

#401410
C45 M83 Y78 K71
R64 G20 B16
PMS: 483C



Colour Hierarchy

Our brand colours have specific use cases as outlined here.

RedBalloon Red as a primary colour, must appear on all brand assets in an approved combination (see page 21).

PRIMARY COLOUR

USE FOR:

Campaigns
Deals
Text

#ee3124

C0 M94 Y98 K0

R238 G49 B36

PMS: 485C

SECONDARY COLOUR

USE FOR:

B2B Comms
Text

#003049

C100 M76 Y46 K44

R0 G48 B73

PMS: 289C

SECONDARY COLOUR

USE FOR:

Text and
Scribbles only

SECONDARY COLOUR

USE FOR:

Text



COLOUR PALETTE

Colour Combinations & Accessibility

When using colour combinations, primarily with text, it is important that colour accessibility be considered.

Here you'll find an outline of the best case scenarios and options to implement.

To maintain legibility and strong contrast, avoid using tints or opacity adjustments when combining colours.

PRIMARY OPTION

Large text

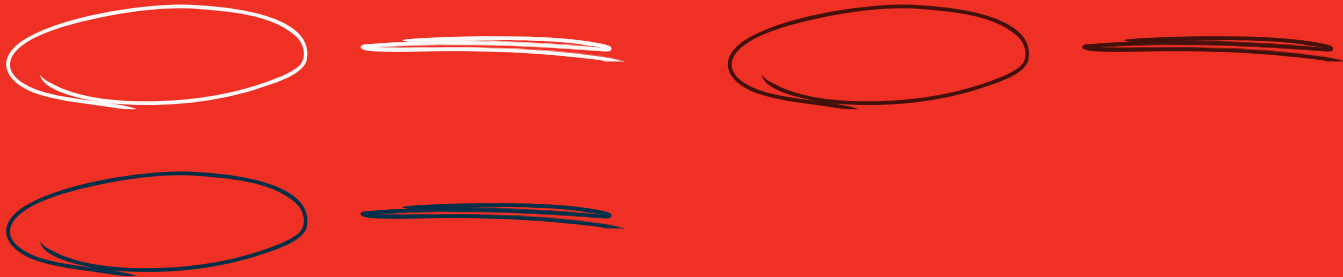
Small text
(no smaller than 17pt)

SECONDARY OPTION

Large text

Small text
(no smaller than 17pt)

SCRIBBLES



Large text

Small text
(no smaller than 17pt)

Large text

Small text
(no smaller than 17pt)



Large text

Small text
(no smaller than 17pt)

Large text

Small text
(no smaller than 17pt)

