

777 MARATHON

7 MARATHONS 7 CITIES 7 DAYS

STYLE GUIDE

VERSION 1.2 UPDATED OCTOBER 2027

Bravehearts
bravehearts.org.au



1. LOGOS

1.1 PRIMARY LOGO

The 777 Marathon primary logo is a stacked logo featuring 4 components and comes in 2 colour variations.

The components are:

- 777 logo mark
- Runners silhouette
- Marathon word mark
- Tagline

The colour variations are:

- Navy and purple (1.A)
- White (1.B)

1.1.1 WHEN TO USE THE PRIMARY LOGO

The primary logo should be used as the main logo, and in instances where the Bravehearts logo appears elsewhere on the page or design.

The 2 colour version may be used on white or light backgrounds.

The white version may be used on dark backgrounds.

1.A 777 Marathon primary logo (2 colour)



1.B 777 Marathon primary logo (white)



1. LOGOS

1.2 SECONDARY LOGO

The 777 Marathon secondary logo features 3 components and comes in 2 colour variations.

The components are:

- 777 logo mark
- Marathon word mark
- Tagline

The colour variations are:

- Navy and purple (1.C)
- White (1.D)

1.2.1 WHEN TO USE THE SECONDARY LOGO

The secondary logo should be used as an alternative to the primary logo in instances where the primary logo will not fit appropriately in the design space, and where the Bravehearts logo appears elsewhere on the page or design.

The 2 colour version may be used on white or light backgrounds.

The white version may be used on dark backgrounds.

1.C 777 Marathon secondary logo (2 colour)



1.D 777 Marathon secondary logo (white)



1. LOGOS

1.3 PRIMARY & SECONDARY LOGOS (SANS TAGLINE)

The 777 Marathon primary (1.E) and secondary logos (1.F), in both colour variations, are available in versions that do not feature the tagline component.

1.3.1 WHEN TO USE THE PRIMARY & SECONDARY LOGOS (SANS TAGLINE)

The sans tagline logos should only be used in instances where the logo is required to be under the minimum size restriction of the primary and the secondary logo, where the tagline will be unreadable (see section 1.6 for minimum size requirements).

1.E 777 Marathon primary logo (sans tagline)



1.F 777 Marathon secondary logo (sans tagline)



1. LOGOS

1.4 PRIMARY & SECONDARY LOGOS (+BH)

The 777 Marathon primary (1.G) and secondary logos (1.H), in both colour variations, are available in versions that feature the Bravehearts logo.

1.4.1 WHEN TO USE THE PRIMARY & SECONDARY LOGOS (+BH)

The versions of the logos that include the Bravehearts logo should only be used in instances where the Bravehearts logo DOES NOT appear anywhere else on the page or design.

This version of the logo is the preferred logo for use by sponsors and partners.

The minimum size restriction for these versions is the same as the size restriction for the primary logo.

1.G 777 Marathon
primary logo (+BH)



1.H 777 Marathon
secondary logo (+BH)



1. LOGOS

1.5 CLEAR SPACE

There is a minimum amount of space surrounding all versions of the 777 Marathon logos that must be kept clear of other graphic or text elements. The minimum clear space allowed is equal to the height of the 'M' in the wordmark (1.K), however where possible more clear space is encouraged.

The clear space requirement also indicates how close the logo can be placed to the edge of a page.

1.6 MINIMUM SIZE

To ensure legibility, the following size restrictions apply:

- Primary logo (both the version with and without Bravehearts, and the proudly supporting version) - do not display any smaller than 65mm width (1.L).
- Secondary logo (both the version with and without Bravehearts, and the proudly supporting version) - do not display any smaller than 80mm width (1.M).
- Primary logo (sans tagline) - do not display any smaller than 30mm width.
- Secondary logo (sans tagline) - do not display any smaller than 35mm width.

1.K Minimum clear space



1.L Minimum size - primary logo



1.M Minimum size - secondary logo



1.N Minimum size - primary logo (sans tagline)



1.O Minimum size - secondary logo (sans tagline)



1. LOGOS

1.7 OTHER VERSIONS

A logo mark version of the 777 logo (1.I) is available for use for thumbnails upon request and for approved purposes.

A 'Proudly Supporting' version of both the primary and secondary logos (in both colour variation) (1.J) are available for conditional use by sponsors and supporters upon request.

The Proudly Supporting logo purposefully has the tagline removed to help reduce visual clutter. There is no version of this logo that includes the tagline.

1.8 FILE TYPES

The 777 logos are available to download from Sharepoint > Master Documents > Marketing Hub in file types PNG and JPG. Additional file types such as EPS vector are available on request.

1.9 INCORRECT USAGE

The 777 logo (all versions) or any of the elements must not be redrawn, re-proportioned, tilted, rotated or altered in any way.

The logo (all versions) must always appear at 100% opacity, must not be distorted or have an effect applied to them, such as a drop shadow, border or animation.

Placement of the purple and navy versions of the logo must be placed on contrasting backgrounds to ensure all elements are legible.

If you have any concerns about the correct application of the 777 Marathon logo, please contact Marketing at comms@bravehearts.org.au.

1.I 777 Marathon logo mark



1.J 777 Marathon Proudly Supporting logos



2. COLOUR PALETTE

2.1 PRIMARY COLOUR PALETTE

The 777 Marathon primary colour palette (2.A) mirrors Bravehearts' primary colour palette, tying into our overarching brand.

The primary colour palette is used in the 777 logo and should be used for headings, solid backgrounds, and generally as the main colour theme throughout 777 Marathon promotional materials, digital assets and merchandise.

2.2 SECONDARY COLOUR PALETTE

The secondary colour palette (2.B) incorporates colours from Bravehearts' secondary colour palette, as well as an additional colour (blue) that is exclusive to the 777 Marathon sub-brand.

2.A 777
Marathon
primary colour
palette

NAVY

HEX: 282560

RGB: 40/37/96

CMYK: 58/61/0/62

PMS: 274C

PURPLE

HEX: 781D7E

RGB: 120/29/126

CMYK: 5/77/0/5

PMS: 259C

2.A 777
Marathon
secondary
colour palette

BLUE

HEX: 136CCF

RGB: 19/108/207

CMYK: 84/58/0/0

PMS: 285C

TEAL

HEX: 00AC9C

RGB: 0/172/156

CMYK: 78/7/47/0

PMS: 7465C

MAGENTA

HEX: B6006A

RGB: 182/0/106

CMYK: 27/100/30/3

PMS: 227C

4. FONTS

4.1 FONT TYPE

The preferred 777 Marathon font is the same as Bravehearts' corporate font – **Sofia Pro**.

If you are unable to access the Sofia Pro font, as an alternative, please use **Century Gothic**.

4.2 WEB-SAFE FONTS

When designing for digital, including websites, eDMs and the like, please use the web-safe fonts **Arial or Helvetica**. Using a web-safe font will ensure consistency of appearance across operating systems, devices and platforms.

4.2 FONT COLOURS

Titles and main headings should use navy or purple from the primary colour palette, or white if on a dark background.

Sub headings use blue, teal or magenta from the secondary colour palette, or white if on a dark background.

Body text use navy or black, or white if on a dark background.

Preferred font for titles and main headings

Substitute font for titles and main headings

Fonts for sub headings

Fonts for body text

Titles and Main Headings

use **Sofia Pro (bold)** in **primary colour** palette's **navy** or **purple** (or white if on dark background)

Titles and Main Headings

use **Century Gothic(bold)** in **primary colour** palette's **navy** or **purple** (or white if on dark background)

Sub Headings

use Sofia Pro (bold) in secondary colour palette's **blue**, **teal** or **magenta** (or white if on dark background)

or

Sub Headings

use century Gothic (bold) in secondary colour palette's **blue**, **teal** or **magenta** (or white if on dark background)

Body text

use Sofia Pro (regular) in **navy** or **black** (or white if on a dark background)

or

Body text

use Century Gothic (regular) in **navy** or **black** (or white if on a dark background)

5. ASSOCIATED DOCUMENTS & ASSETS

Use this style guide in conjunction with the Bravehearts Communications Guide and Bravehearts Style Guidelines.

Assets and associated documents referenced in this style guide can be found on Sharepoint > Master Documents > Marketing Hub.

Questions about 777 Marathon and Bravehearts branding may be referred to Marketing via email - comms@bravehearts.org.au