



OUTBACK YACHT CLUB

Brand Guidelines

OYC VISION

An internationally acclaimed destination that compels travel, adventure and inspiration by capturing what is the experience of 'Outback' with its tranquillity; exceptional hospitality and unexpected entertainment.

OYC MISSION

It is our mission to connect luxury with the best of the outback, by providing an innovative and exciting club that not only promotes and supports water activities in the driest spot in Australia, but provides exciting events, excellent club facilities, and a recreational and social oasis which brings together like-minded and gregarious members from both the city and the county.

Whilst unexpected and somewhat irreverent, the OYC provides a tangible creative connection between city and country in Outback Queensland. (and is an open invitation to create that bond).



OYC VALUES

Outback Pride – The OYC was born from immense pride for the outback and aims to promote and celebrate this by engaging with and encouraging more people to visit the outback and revel in its famous hospitality.

Connection – The OYC provides a tangible connection between city and country folk, bringing like-minded members together for both competitive events and social occasions.

Forward Thinking – The OYC challenges the traditional model of what a yacht club is and pursues an innovative approach to building an unconventional member organisation.

Fun – The OYC does not take itself too seriously, always maintaining a strong emphasis on fun. The club exists for the enjoyment of all members and the greater community.

Openness – The OYC is open to all people from all walks of life, actively encouraging a club community that is family friendly, welcoming and respectful of all members.

Partnerships – The OYC is built and maintained on sound partnerships with all stakeholders including our corporate partners and other high-quality clubs.

Elite – The OYC handles Elite members in the same manner as the most exclusive Yachting and Sailing Clubs around the world with tailored and exclusive attentiveness.



OYC KEY MESSAGES

- The OYC is the world's most unique yacht club.
- Where fresh clear water meets red outback dust, discover a unique mix of yachting and sailing meets, spectacular social events and a memorable outback experience worth writing home about.
- Set on the picturesque Artesian bore of Camden Park Station, Outback Queensland, this premium outback club is the perfect choice for business people and socialites looking for excellent facilities, high-class social events and a creative Outback experience.
- The OYC provides a totally unique, fun, experience that showcases true outback hospitality and mateship.
- Become a member and connect with Outback Australia today.
- Limited memberships available – be one of the first to experience the OYC.

OYC TARGET MARKETS

1. Longreach locals – Males and females aged 25-45 looking for a club which provides a yearly calendar of social events and a unique opportunity to break the routine and show off the region and its creativity to their visiting friends and relatives.
2. Male aged 25 to 45. Eg. Tim, a builder in Mooloolaba who has a connection with the bush but needs a reason to go back to visit regularly. OYC gives him that connection to his roots. Or Sam a business owner who spends a great deal of time in the outback due to business, and looks for new and exciting experiences to entertain himself and his clients while he is there.
3. Male aged 45-65. Eg. Mark is CEO of a large corporation in Sydney/Brisbane. Earns \$1M+ per year, and enjoys the best memberships to a range of sporting clubs around Australia. Mark was fascinated when he heard about the OYC and made it a goal to get his name on the honour board as a platinum life member.
4. Corporate Partners – Eg. Qantas and Landmark – CEOs, CFOs, CMOs, Directors – looking for new, innovative ways to spend their marketing dollar, through association with a creative, fun and irreverent club brand.



OYC BRAND STORY

The Outback Yacht Club (OYC) was born from the genius of two innovative bush men. Following years of drought in Outback Queensland, these bush boys took matters into their own hands, creating the exclusive Outback Yacht Club as a means to drive community pride, tourism and talkability for the region.

Outback Dan and his brother James have a unique love for and loyalty to the bush that knows no end, and both are incredibly passionate about showcasing the best things Outback Queensland has to offer. The OYC was born from this immense pride for the outback and aims to promote and celebrate this by engaging with and encouraging more people to visit the outback and revel in its famous hospitality.

Whether it's a long lunch, evening cocktail, competitive regatta or relaxing in the artesian spring the spectacular sunsets and unique tranquillity will capture you. This 18000 acre Yacht Club is the biggest Yacht Club in the World and the OYC is one of those special experiences. Continually used for album covers by famous musicians and photographers you won't find this setting anywhere else in Australia or as many say anywhere around the world.



OYC COPY BLOCKS

50 words

The Outback Yacht Club is the world's most unique yacht club.

Where fresh clear water meets red outback dust, discover a unique mix of yachting and sailing meets, spectacular social events and a memorable outback experience worth writing home about.

Become a member and connect with Outback Australia today.

100 words

The Outback Yacht Club is one of the World's most unique destinations.

Born from the immense outback pride of two bush boys, this creative sporting and social club aims to celebrate and showcase true outback hospitality through a calendar of competitive meets, quality recreational facilities and exclusive social events.

The Outback Yacht Club is the ultimate connection between city and country, bringing together like-minded and gregarious members from all over Australia and beyond, as serious competitors or not so serious fun-seeking socialites wanting to experience and celebrate the Outback.

With limited memberships available – you can be one of the first to experience the OYC. Become a member and connect with Outback Australia today.

200 words

The Outback Yacht Club is the world's most unique yacht club.

Born from the immense outback pride of two bush boys, this unconventional sporting and social club aims to celebrate and showcase true outback hospitality through a calendar of competitive meets, quality recreational facilities and exclusive social events.

This is an extremely creative way to extend an invitation, the Outback Yacht Club is the ultimate connection between city and country, bringing together like-minded and gregarious members from all over Australia and beyond, as serious competitors or not so serious fun-seeking socialites wanting to experience and celebrate the Outback.

Set on the picturesque Artesian bore of Camden Park Station, Outback Queensland, the Outback Yacht Club offers something for everyone. Whether it's a long lunch, evening cocktail, competitive regatta or relaxing in the artesian spring the spectacular sunsets and unique tranquillity will capture you. This 18000 acre Yacht Club is the biggest Yacht Club in the World and the OYC is one of those special experiences. Continually used for album covers by famous musicians and photographers you won't find this setting anywhere else in Australia or as many say anywhere around the world.

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OYC LOGO AND TYPEFACE

CORPORATE LOGO

For use on stationery and formal documents.



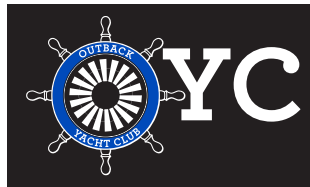
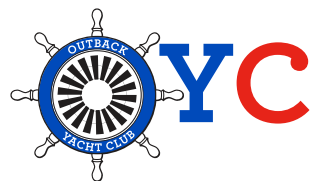
FLAG LOGO

For use in creative applications including layering on photos.



ABBREVIATED LOGO

For use in informal settings eg. social media, as well as apparel and merchandise.



HEADING FONT

ARCHER BOLD

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () _ - + = ~ ` : ; ' " < > , . ? / \ |

SUB HEADING FONT

Raleway Semi-Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

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TEXT FONT

Raleway Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () _ - + = ~ ` : ; ' " < > , . ? / \ |

OYC COLOURS AND DESIGN ELEMENTS



ARTESIAN BLUE

Pantone 2728 C
CMYK: 95, 78, 0, 0
RGB: 0, 71, 186
#0047BA



RED DUST

Pantone 485C
CMYK: 5, 98, 100, 1
RGB: 226, 35, 26
#E2231A



BRILLIANT BLACK

CMYK: 0, 0, 0, 100
RGB: 35, 31, 32
#231F20



CMYK: 100, 91, 27, 17
RGB: 35, 52, 109
#002C71



CMYK: 100, 89, 11, 2
RGB: 34, 64, 139
#003892



CMYK: 82, 62, 0, 0
RGB: 63, 103, 177
#0163FF



CMYK: 79, 59, 0, 0
RGB: 21, 110, 251
#156EFB



CMYK: 27, 100, 100, 32
RGB: 138, 7, 0
#8A0700



CMYK: 21, 100, 100, 13
RGB: 176, 31, 36
#B1140C



CMYK: 1, 84, 73, 0
RGB: 238, 82, 73
#EE5149



CMYK: 0, 65, 46, 0
RGB: 243, 122, 117
#FF7C75



CMYK: 65, 73, 64, 82
RGB: 31, 16, 19
#1D0C10



CMYK: 68, 71, 64, 80
RGB: 29, 19, 21
#1C1214



CMYK: 59, 60, 53, 30
RGB: 95, 83, 87
#5E5356



CMYK: 45, 48, 41, 6
RGB: 143, 126, 130
#8F7E82

