

Brand Identity Guidelines

Totally Lit



Adventures in the Port City

Logo Variations

Our logo is the touchstone of our organisation and one of our most valuable assets. We must ensure its proper usage. The Totally Lit logo combines two elements: the Totally Lit logotype and the brand mark. These elements should never be changed. Position, size, and colour, along with the spatial and proportional relationships of the Totally Lit logo elements, are predetermined and should not be altered. Used consistently, they will reinforce public awareness of the organisation.

There are no predetermined sizes for the Totally Lit logo. Scale and proportion should be determined by the available space, function and visibility.

STANDARD COLOUR



REVERSED COLOUR



Design Integrity

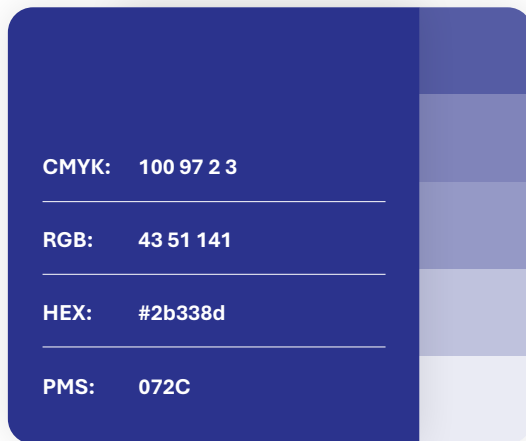
The integrity of the logo design should be maintained at all times.

This Includes:

- ✓ Correct spacing of elements
- ✓ Only using the logo in the formats colours noted in this document
- ✓ Maintaining font style and size
- ✓ Maintaining scale and proportion
- ✓ Clearspace from other elements

Colour Palette

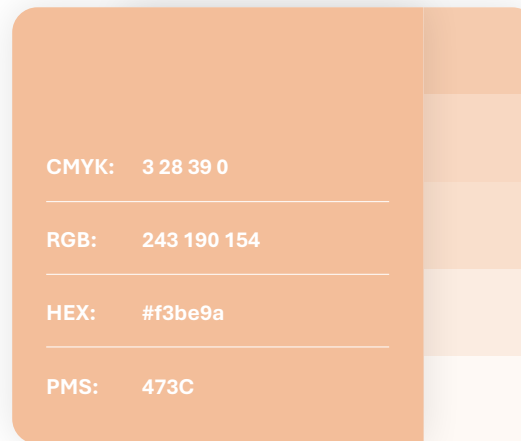
COBALT QUILL



Vibrant, confident and timeless. Used across key visual elements, this Royal Blue brings a modern, energetic tone to the festival while maintaining a sense of cultural sophistication.

Royal Blue works beautifully alongside clean neutrals, warm whites and accent colours inspired by paper, ink and Fremantle skies.

PRESSED PARCHMENT

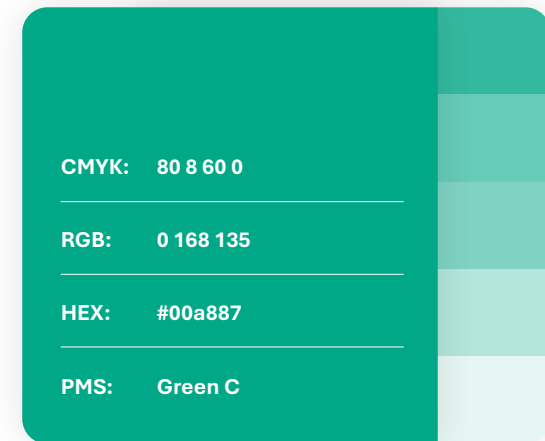


A soft, neutral tone inspired by aged pages and well-loved books. It brings a sense of warmth and nostalgia to the branding.

This gentle off-white balances the boldness of Royal Blue and complements the festival's celebration of literary heritage and creative expression. Ideal for backgrounds and print textures.

Using brand colors consistently is essential for creating a strong, recognisable identity and a sense of unity across all communications. When brand colors are applied consistently across all materials, there is a clear, cohesive message that reinforces Totally Lit identity. Consistent use of brand colors also helps build trust and recognition, making it easier for people to identify Totally Lit materials and create a lasting impression.

SALTSTONE



Teal Green brings a sense of calm, curiosity and quiet depth to the festival's visual identity. Inspired by coastal waters and oceanic hues, it carries a subtle connection to the sea, rhythm and unfolding narratives. This rich, versatile shade pairs beautifully with the boldness of Royal Blue and the softness of Warm Paper, offering balance and contrast. Use it to highlight key moments in your design.

Typography

Primary Fonts

To maintain a consistent and professional identity, always use the designated primary fonts for all communications.

Eighties Comeback Regular

Lorem ipsum
Iquiatet et eature,
culparum quam
adigni sunt rem res
molutem siminve

Eighties Comeback Regular is featured in the Totally Lit tagline and is to be used for large headlines.

Newake

**Lorem ipsum nus ullaut
ius as estem**

Newake is to be used for subheadlines or to highlight short pieces of important information.

Aptos Light and Bold

Aptos Light should be used for all body copy.

Fonts convey a lot about an organisation. The Totally Lit fonts - Eighties Comeback Regular, Newake and Aptos - show the forward thinking and vibrancy of our organisation. Aptos is a precise, contemporary sans serif typeface inspired by mid-20th-century Swiss typography. Aptos is great for body type and large blocks of text.

Use It

Our brand says a lot about us

It is the embodiment of all that we are and all that we represent. It is more than a logo, a font and a collection of rules and it takes years to build.

This document is just a start – a small piece of direction for using our brand assets in print, advertising and online.

To provide feedback or seek answers to questions you may have about our organisation, please contact:

Totally Lit

hello@totallylit.au

The Checklist

Best to have a checklist, then you know you've done everything perfectly!

01 The logo

Only use approved versions of the logo. The logo should not appear on colour backgrounds without being reversed out, or be stretched or distorted in any way.

02 Colour

Please make sure that only your approved colours are used.

03 Typography

Headings should be set in Eighties Comeback Regular. Use Newake to highlight important information and Aptos for all body copy.

Thank You

