

An underwater photograph featuring a vibrant coral reef on the left and a scuba diver with yellow fins swimming towards the right. The water is clear and blue, with sunlight filtering through from the surface.

**EXPERIENCE**©©

**ADVENTUREMAKERS**

**BRAND BOOK & GUIDELINES**

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**EXPERIENCE**CO  
ADVENTUREMAKERS

# EXPERIENCE CO BRAND STORY

Experience Co is Australia's largest tourism group - one big family of branded businesses providing an unbeatable range of unbelievable adventures in unsurpassed locations across Australia and New Zealand...

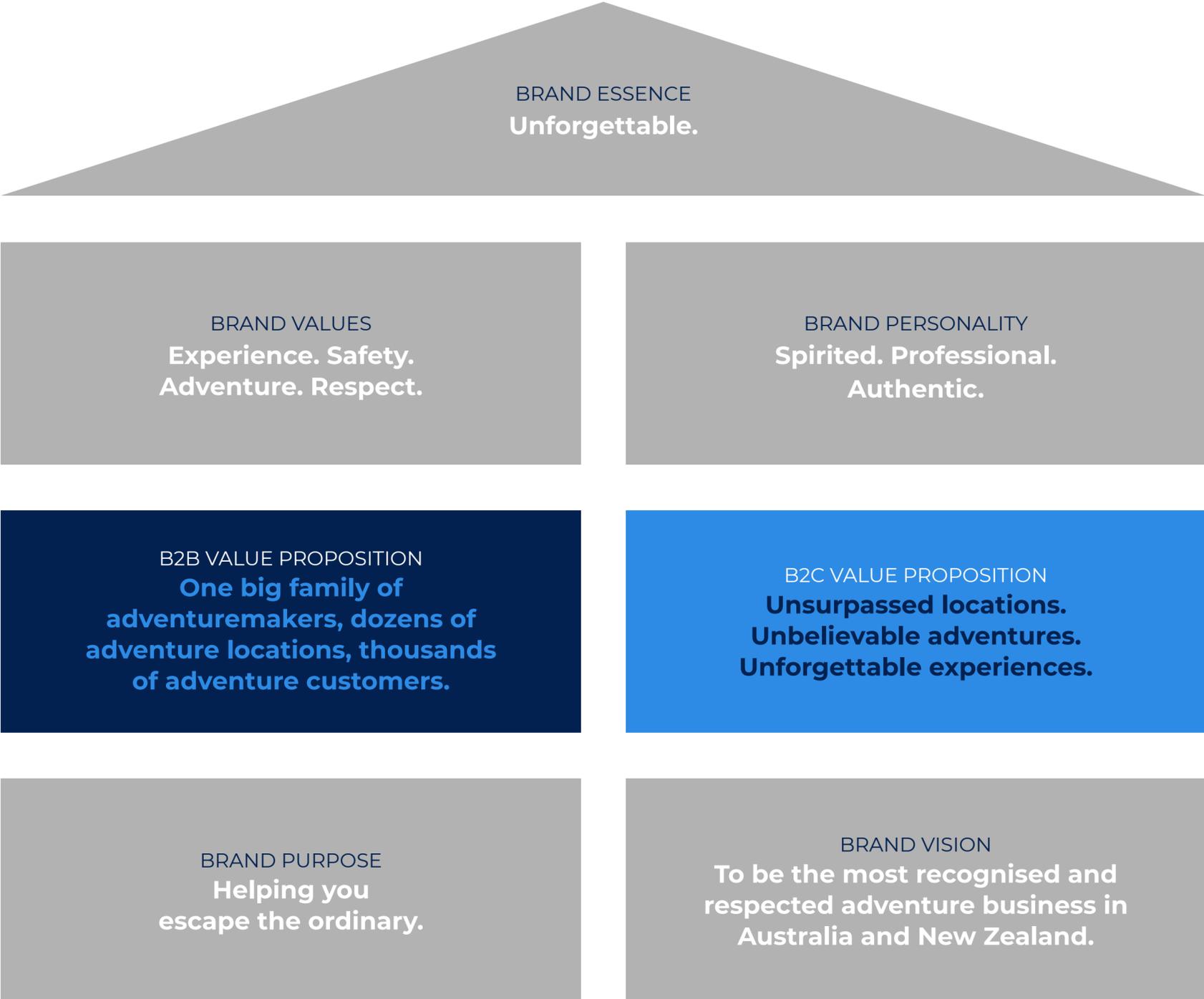
...from rainforest touring, luxury bush stays and island daytripping - to eye-popping reef snorkelling and heart-stopping skydiving in some of the world's most breathtaking scenery.

For adventure-seekers, we deliver way beyond expectations - with the confidence and safety you'd expect from adventuremakers with over 20 years' experience.

For adventure business operators, our scale, reach, financial stability, sector expertise and on-tap resources combine to deliver operational efficiencies, first-class management knowhow and instant 'big-brand' credibility.

Experience Co is on a healthy growth trajectory; strategically expanding our portfolio of adventure brands to meet increasing demands for experiences beyond the ordinary - while remaining resilient in turbulent times and delivering consistently healthy shareholder returns.

At its heart, Experience Co is simply about creating unforgettable experiences. Why? Because life's too short for ordinary adventures.



Colour Palette



R 45  
G 140  
B 230

C 72  
M 40  
Y 0  
K 0

#2D8CE6

PMS 279C



R 3  
G 33  
B 80

C 100  
M 90  
Y 40  
K 40

#032150

PMS 281C



R 255  
G 255  
B 255

C 0  
M 0  
Y 0  
K 0

#FFFFFF

PMS white

## MONTSERRAT BOLD

**TO MATCH THE BOLDNESS OF THE LOGO WE'LL USE MONTSERRAT, A CLEAN & LEGIBLE TYPEFACE WITH SOME IMPACT.**

**—  
abcdefghijklmnop  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

## MONTSERRAT REGULAR

Montserrat has a range of weights, which means we can use the regular version for longer form copy or subheads.

—  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## WHERE TO DOWNLOAD AND LICENSING

These fonts are Google Fonts, which means that they are free to use across any medium.

Google are optimized for web, so they've been stress tested to be friendly to your website.

They can be downloaded here:

<https://fonts.google.com/specimen/Montserrat?query=montser>

## Social Layouts

We can create a consistent aesthetic in our social feed through a few simple rules.



Social Logo



### Full bleed images

Using images from our experience brands & partners is a great way to explain what EXP is about as a holding company, and what they offer.



### Images with borders

Photos don't always work the best in a square format. By having a consistent border, it enables us to tie all of these images together aesthetically.



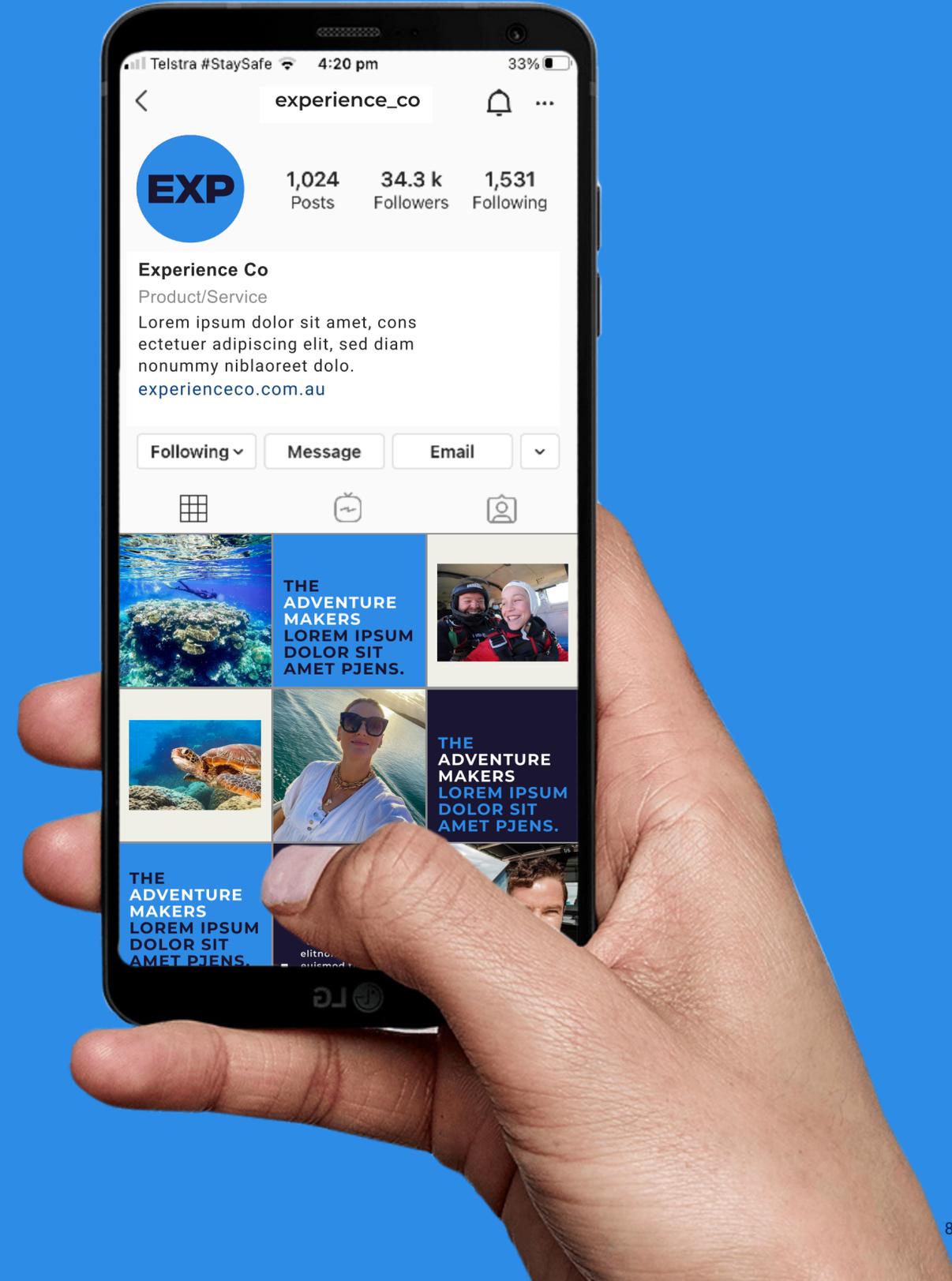
### Copy based tiles

Using the brand colours, we can develop a strong aesthetic for copy based posts too.



### Copy based tiles

Reversing the colours can give us another variation while keeping us on-brand.



**Photography**

Using images from our experience brands & partners is the best way to explain what Experience Co is about, and what they offer as a holding company.



**BROOKE ROBSON (NÉE GRUNDY)**

Head of Marketing



- [b.robson@experienceco.com](mailto:b.robson@experienceco.com)
- [www.experienceco.com](http://www.experienceco.com)
- 2/14 Ralph Black Drive, North Wollongong
- Experience Co Limited ACN 167 320 470 ASX:EXP

The image will be an animated GIF that cycles through a number of brands on a loop.

**Indicative design**

This indicative design shows how to dial up or down the boldness of the brand. We could use printing techniques like embossing to down play large type, while retaining its boldness and premium look.



## Indicative home page design

Photography from our experience brands is always going to be a great way to showcase Experience Co's offering and strength.

By nature these photos are going to be wildly different to one another, so a good way to bring consistency through the website is through colour and typography. This could be done through bold panels of colour, or more subtly with roll-over states.

## YOUR EXPERTS IN RAIN FOREST TOURS

[CTA HERE >](#)



## OUR COMPANY

Experience Co Limited (ASX:EXP) is an adventure tourism company founded in 1998 with the vision of now becoming the largest and most respected

[CTA HERE >](#)



## WE OFFER A WIDE RANGE OF EXPERIENCES ACROSS AUSTRALIA AND NEW ZEALAND



SKYDIVING



ISLAND DAY TRIPS



REEF TOURS



**Experience Co Logo**

# EXPERIENCECO

Hero Logo on white

**EXPERIENCECO**

Hero Logo on Deep Blue

**EXPERIENCECO**

Hero Logo on Sea Blue

**EXPERIENCECO**

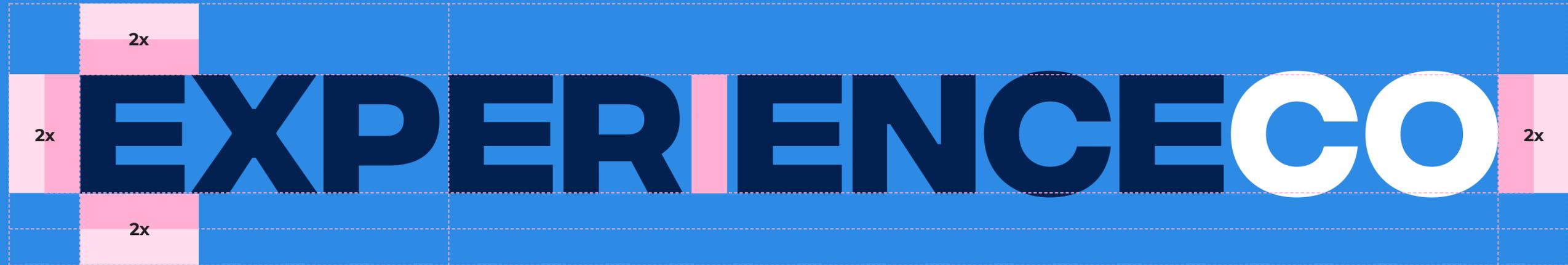
Hero Mono Logo

**EXPERIENCECO**

Clear space



The 'i' represents 1x



When presenting the name in written formats, please always write it as **Experience Co** with a space between Experience and Co (and no fullstop after Co)... unless it's at the end of a sentence.

**Logo with taglines**

**Tagline - Large**

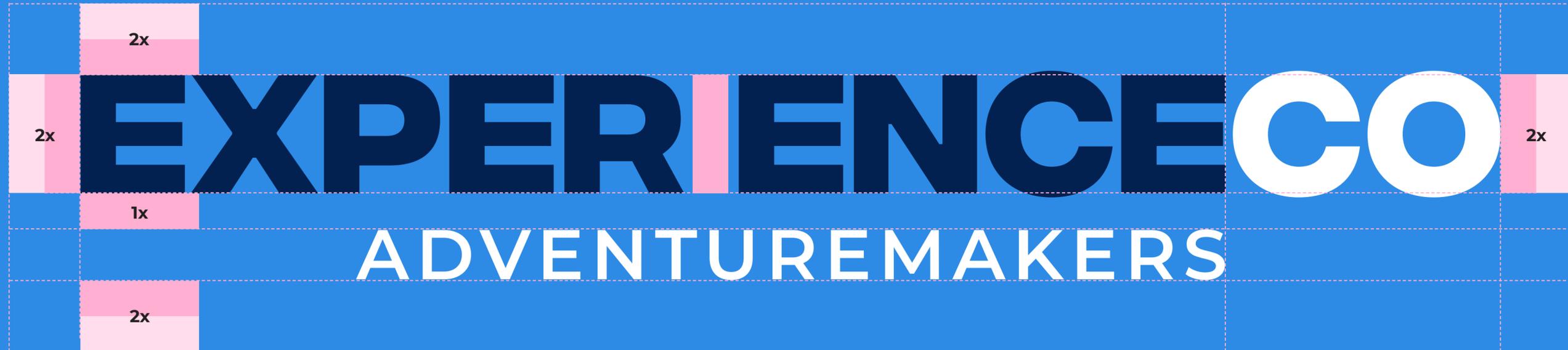
ADVENTUREMAKERS is a bold, unique and unequivocal description of the business we're in. Except in certain corporate communications contexts, the tagline should be an integral part of the masterbrand compact and should be used wherever the masterbrand appears.

**EXPERIENCE**CO  
ADVENTUREMAKERS

Clear space



The 'i' represents 1x



Hero Logo on white

**EXPERIENCECO**  
ADVENTUREMAKERS

Hero Logo on Deep Blue

**EXPERIENCECO**  
ADVENTUREMAKERS

Hero Logo on Sea Blue

**EXPERIENCECO**  
ADVENTUREMAKERS

Hero Mono Logo

**EXPERIENCECO**  
ADVENTUREMAKERS

**EXPERIENCECO**  
ADVENTUREMAKERS



**EXPERIENCECO**  
ADVENTUREMAKERS



**EXPERIENCECO**  
ADVENTUREMAKERS

**CALYPSO**  
reef cruises

**EXPERIENCECO**  
ADVENTUREMAKERS



**EXPERIENCECO**  
ADVENTUREMAKERS

**CALYPSO**  
snorkel and dive

**EXPERIENCECO**  
ADVENTUREMAKERS



**EXPERIENCECO**  
ADVENTUREMAKERS



**EXPERIENCECO**  
ADVENTUREMAKERS



**EXPERIENCECO**  
ADVENTUREMAKERS

**NEXT LEVEL**

**EXPERIENCECO**  
ADVENTUREMAKERS



**EXPERIENCECO**  
ADVENTUREMAKERS



**EXPERIENCECO**  
ADVENTUREMAKERS



**EXPERIENCECO**  
ADVENTUREMAKERS



**EXPERIENCECO**  
ADVENTUREMAKERS



**EXPERIENCECO**  
ADVENTUREMAKERS



**EXPERIENCECO**  
ADVENTUREMAKERS



**EXPERIENCECO**  
ADVENTUREMAKERS



# Logo abbreviations

**EXP**

**EXP**

**EXP**

**EXP**

**EXP**

**EXP**



**Endorser logo**

**Endorser logo**

This line should be used on communications that have come from our experience brands to talk to the holding company.

AN  
**EXPERIENCE**CO  
ADVENTURE



Endorser logo on white

AN  
**EXPERIENCECO**  
ADVENTURE

Endorser logo on Deep Blue

AN  
**EXPERIENCECO**  
ADVENTURE

Endorser logo on Sea Blue

AN  
**EXPERIENCECO**  
ADVENTURE

Endorser logo mono

AN  
**EXPERIENCE©©**  
ADVENTURE

Join us for the day and experience the magic for yourself. We're cruising from beautiful Cairns every day so come and visit us today, what are you waiting for?

Book Now →

### Reef Magic

- Reef Magic
- Charters
- Local Offers
- Reef Magic Pontoon
- Education
- Accessibility
- COVID Safe Plan
- FAQ's
- Contact Us

### Our Company

- About Us
- Agent Resources
- Agent Login
- Become an Agent
- Employment Pathways
- Education
- Eco Certified
- Investor Information
- Reef Magic Forms
- Reef Magic News
- Privacy Policy
- Terms & Conditions

### Your Tour Add Ons

- Scuba Diving
- Guided Snorkelling
- Scenic Reef Flights
- Helmet Diving

AN **EXPERIENCE** CO. ADVENTURE



### Committed to Sustainability



## 5 HOURS AT MOORE REEF

**ADULT \$279**  
(15+ years)

**CHILD \$139**  
(4-14 years)

**FAMILY \$697**  
(2Ad + 2Ch)

### TOUR INCLUSIONS

- 5 hours at the Outer Great Barrier Reef and less than 90 minutes travel time direct from Cairns
- Unlimited snorkelling with all equipment and instruction
- FREE wetsuits (winter) and lycra suits (summer)
- FREE Semi Submersible tours with interactive commentary
- FREE Glass Bottom Boat tours with interactive commentary
- Underwater reef viewing observatory
- Fish feeding & identification
- Great Barrier Reef presentation conducted by Marine Biologist/ Master Reef Guide
- The Reef Magic Pontoon Reef Activity Platform offering shelter and shade, including sundeck, fresh water showers and change rooms
- Chef prepared lunch
- Morning and afternoon tea
- Complimentary tea, coffee and drinking water all day
- Children's swimming enclosure
- Personal flotation devices included - swim vests & noodles

### COACH TRANSFERS

Ex Cairns Departure:  
Adult \$25, Child \$15, Family \$65

Ex Beaches Hotels:  
Adult \$35, Child \$20, Family \$90

### ITINERARY

- 08:15 Check-in on board the Reef Magic vessel
- 9:00 Depart Cairns Marlin Jetty
- 10:30 Arrive at the Reef Magic Pontoon on the Outer Great Barrier Reef
- 5 hours at the Reef to enjoy a range of wet & dry activities as well as morning & afternoon tea, hot & cold buffet lunch
- 15:30 Depart the Reef Magic Pontoon for Cairns
- 17:00 Arrive back in Cairns

### WHAT TO BRING

Swimmers, towel, sun protection (SPF 30+ water resistant), hat, sunglasses, camera, cash/credit card for onboard purchases.



SAVE UP TO \$50  
PER ADULT

### CRUISE & HELI EXPERIENCE

We offer a range of popular scenic helicopter flights providing a unique perspective of this stunning World Heritage listed location.

- The Reef Magic Pontoon + 10 min scenic Heli Flight:**
- Cruise to and from the Reef Magic Pontoon
  - Experience amazing views of the Great Barrier Reef on your 10 minute flight

ADULT \$465 | CHILD \$330 | FAMILY \$1,459

**Fly/Cruise or Cruise/Fly:** Adult \$624, Child \$484  
Fly one way to or from The Reef Magic Pontoon and Cairns. Experience amazing views of the Great Barrier Reef on your 25 minute flight

**Fly/Fly:** Adult \$968, Child \$828  
The ultimate heli reef experience! Fly to and from The Reef Magic Pontoon to Cairns. Enjoy spectacular views of the Great Barrier Reef and rainforest (50 minutes flight time)

### 2 DAY REEF AND RAINFOREST ADVENTURE

#### DAY 1

Full day outer reef tour with snorkel equipment, glass bottom boat, semi submersible, underwater observatory, fish feeding display & lunch included.

#### DAY 2

Kuranda Scenic Railway, Rainforestation Nature Park (includes BBQ lunch) and Skyrail Rainforest Cableway. Includes FREE entry to the Australian Butterfly Sanctuary

Return coach transfers are included on the rainforest day and optional on the reef day. Days can be taken in either order and do not need to be consecutive.

DEPART	ADULT	CHILD	FAMILY
Ex Cairns Jetty	\$515	\$265	\$1,299
Ex Cairns	\$540	\$280	\$1,365
Ex Beaches Hotels	\$575	\$300	\$1,469

### TERMS AND CONDITIONS OF TRAVEL

**General**  
All rates are in Australian dollars, include GST and are valid until 31st March 2023. If applicable, \$7.00 per person Environmental Management Charge (EMC) is inclusive in all marine cruise rates from 1st July 2022. The EMC is vitally important to the management of the Great Barrier Reef Marine Park and World Heritage Area. All trips and activities, prices and schedules are subject to change. Some services may be cancelled or modified as a result of weather/tidal conditions or other unforeseen circumstances. Cancellation fees may apply. Christmas Day surcharge applies.

**Diving**  
All diving is subject to completion of an onboard medical questionnaire. This is available to view on our website prior to travel: [www.reefmagic.com.au](http://www.reefmagic.com.au). Certain medical conditions, (ie. asthma, epilepsy, high blood pressure) or medications may exclude individuals from

diving. Please check when booking. The minimum age to SCUBA dive is 12 years with parent/guardian permission required. Certified Divers must produce their certification card. After diving, intervals of 12-24 hours are recommended prior to flying depending on depths of dives and accrued dive time.

**Helicopters**  
All helicopter rates are per person. Child age is 3-14 years for all helicopter options. Minimum passengers required per flight. Flights and routes flown and aircraft type used are subject to weather, air traffic control, aircraft availability, passenger loads and ultimately the pilots discretion. Maximum of one infant permitted per flight. Maximum combined passenger weight limits apply per flight. Cancellation fees apply to no-shows and passengers cancelled with less than 24 hours prior notice.

Reef Magic acknowledges the Traditional Owners of the Land and Sea on which our business operates on throughout Australia. We pay our respects to Aboriginal and Torres Strait Islander cultures and to Elders past, present and emerging.

## GREAT BARRIER REEF TOURS

# REEF MAGIC



### BOOKINGS & ENQUIRIES

Cairns Reef Fleet Terminal, 1 Spence Street, Cairns QLD  
07 4031 1588 | [res@reefmagiccruises.com](mailto:res@reefmagiccruises.com) | Agent line: 07 4031 1598  
[reefmagic.com.au](http://reefmagic.com.au)



### 5 HOURS AT MOORE REEF

[reefmagic.com.au](http://reefmagic.com.au)



## WHY CHOOSE US

-  *Amazing photo & video packages*
-  *Most experienced skydive instructors*
-  *14 iconic diverse locations*
-  *Best beach landings*
-  *Free coach transfers*
-  *State of the art equipment*
-  *Large aircraft, perfect for groups*
-  *Best price guarantee*

## PRODUCTS & PRICES

From\*  
**\$349** UP TO 15,000FT  
 TANDEM SKYDIVE



\* Prices are per person. Australian Parachute Federation + administration levy is included in the price. Prices are subject to change without notice. Weight surcharge for 94kgs + over applies. Go to skydive.com.au for full terms and conditions.

## VIDEOS & PHOTOS

*Your freefall never has to end!*

Relive your skydive adventure forever with our incredible video and photo packages.

See skydive.com.au for more detail, ask one of our reservations team or enquire on the day of your skydive.



## WHAT'S NEXT?

Visit one of our other amazing skydiving locations around Australia, or learn to skydive solo with an AFF course.



**Sydney-Wollongong**  
 Stuart Park, George Hanley Drive, North Wollongong, NSW

**Sydney-Newcastle**  
 Lake Macquarie Airport, 864 Pacific Highway, Marks Point, NSW

**Hunter Valley**  
 Singleton Airport, Range Road, Whittingham, NSW

**BOOK TODAY!**

SKYDIVE.COM.AU 1300 663 634

AGENT HOTLINE: 1300 800 840



SAVE PAPER BY TAKING A PHOTO & PUTTING ME BACK



AN EXPERIENCECO ADVENTURE



**SYDNEY-WOLLONGONG**

**SYDNEY-NEWCASTLE**

**HUNTER VALLEY**

*The Ultimate High!*

**UP TO 15,000FT  
 TANDEM SKYDIVE**

**BOOK TODAY!**

**Thank you.**