



T.A.W.K

TRAVELLING

AUSTRALIA WITH KIDS

BRAND GUIDELINES

March 2026

Table Of Contents



01	Brand Introduction
02	Brand Identity
03	Logo Usage
04	Secondary Logos
05	Mascots & Icons
06	Colour Palette
07	Typography
08	Imagery Style
09	Voice and Tone





Brand Introduction

Travelling Australia With Kids (TAWK) connects families with kid-friendly adventures, parks, camps and travel inspiration across Australia.

Our goal is to make travelling Australia with children easier, more fun and more accessible.



Brand Identity

Family adventure made easier.

TAWK exists to connect, support and inspire families travelling Australia.



Brand Positioning

TAWK is the community-driven travel network that helps parents discover, stay, and connect.

Brand Personality

Friendly, curious, adventurous, helpful and family-focused.

Target Market

Families travelling Australia with kids who want family-friendly places, community, and affordable adventures.

Logo Usage

Our logo serves as a visual embodiment of our brand identity and should be used in adherence to predefined guidelines, encompassing appropriate color usage, scaling, and maintaining adequate white space around it.



Secondary Logos

These logos may be used when referring to a specific membership offer within the TAWK Program.



To be used when referring to the TAWK Park Partnership Program.



To be used when referring to the TAWK Stays Partnership Program.



To be used when referring to the TAWK Discounts Partnership Program.



To be used when referring to the TAWK Affiliates Partnership Program.

Mascots

The TAWK mascots are a playful collection of eight uniquely Australian animals that represent the spirit of our brand. Designed in a simple, friendly style, the mascots add personality and warmth to the TAWK brand while making it instantly recognisable for both parents and kids.



Icons

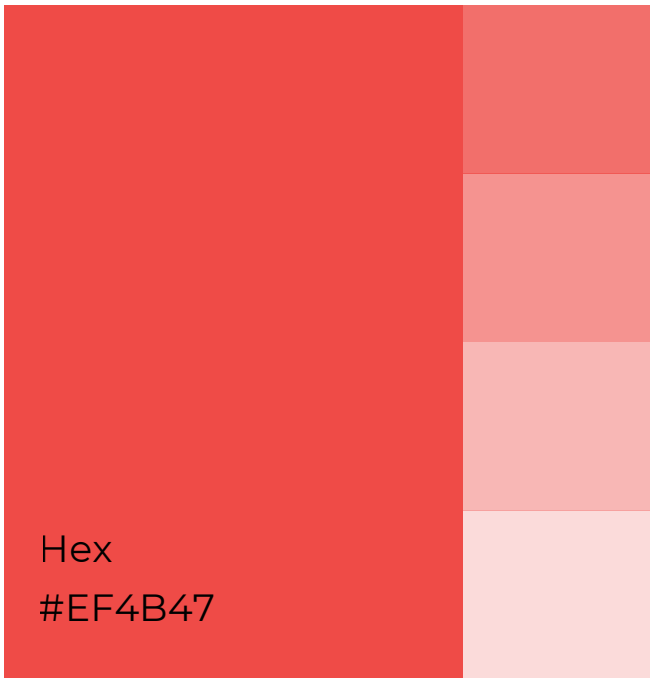
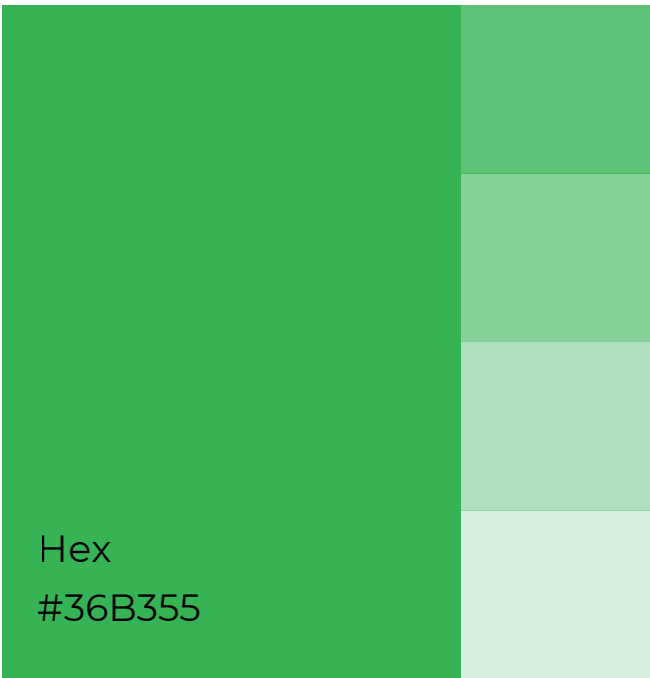
The TAWK icons are designed to be simple and friendly. Inspired by the spirit of travelling Australia with kids, the icons use soft shapes, rounded edges and bright colours from the TAWK palette to create a playful and welcoming visual language.



Colour Palette

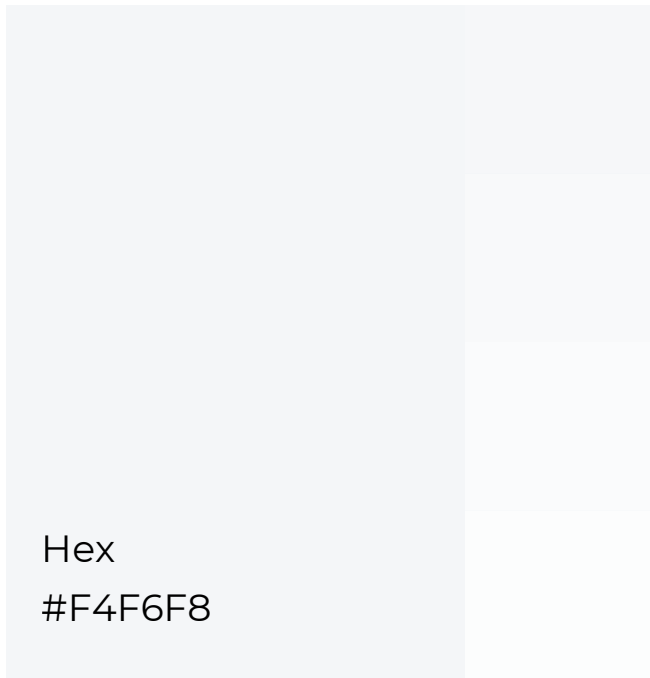
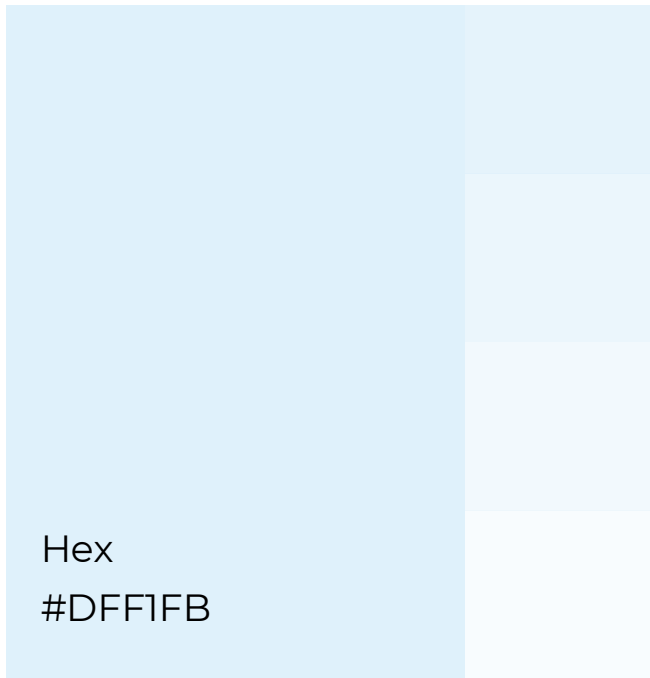
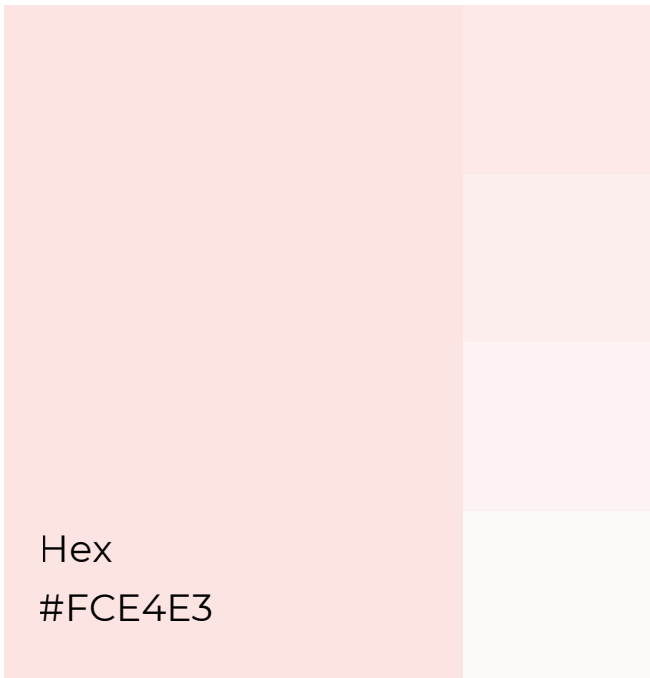
Our colour palette is inspired by the landscapes, energy and diversity of travelling Australia with kids.

Each colour reflects a different element of the journey, from red dirt roads to ocean swims, sunny days, and gumtree forests.



Secondary Colours

The bold primary colour palette may be supplemented with the following shades to provide softer images and designs.



Typography

We utilise a custom font meticulously chosen for its readability and elegance. This typographical choice serves to bolster our brand identity and should be consistently applied across all communication channels.

Aa

**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 % \$ # @ ! ~**

H1 Lilita One Size 56

h2 Kollektif Bold Size 18

Body Monserrat Regular Size 16



Imagery Style

Our visuals celebrate adventure, freedom and connection, capturing the joy of families exploring the country together.

Images should feel natural, warm and story-driven, showcasing the everyday magic of family travel.

Our imagery helps families imagine themselves in the journey.

Voice and Tone

The TAWK voice is friendly, encouraging, positive and helpful, reflecting the supportive nature of the travelling families community. Our tone should feel warm, approachable and optimistic, guiding families rather than simply informing them.

Family First

Everything we say recognises that families travel differently. Kids are not an afterthought — they are at the centre of the experience.

TAWK language highlights what makes a place welcoming, fun and practical for families travelling with children.

Instead of:

“Caravan park with powered sites.”

TAWK says:

“A relaxed caravan park with plenty of space for the kids to run around.”

Encouraging Adventure

TAWK inspires families to explore and experience Australia together. The tone should feel optimistic and adventurous, helping families feel confident to try new places.

We focus on the excitement and possibility of the journey.

Instead of:

“Waterfall located 10 minutes away.”

TAWK says:

“A beautiful waterfall just a short drive away and perfect for a family adventure.”

Helpful and Supportive

TAWK speaks like a trusted travel mate — someone who understands life on the road and shares useful advice with other families. Information should feel practical, reassuring and supportive.

Instead of:

“Amenities available on site.”

TAWK says:

“Clean amenities, laundry facilities and everything you need for a comfortable family stay.”

Do's



Use Official Color Palette

Please ensure the utilisation of the brand's designated colors in all assets.



Typography Consistency

Make sure all written communication follows brand guidelines for fonts and styles.



Follow Imagery Style

Utilise photography and illustrations that align with the brand's aesthetic.



Consistent Messaging

Ensure that the conveyed message aligns with our brand values.



Don'ts



Modify the Logo

Please avoid changing logo colors without permission.



Misuse Design Elements

Avoid using the brand's graphic elements inconsistently with the guidelines.



Inappropriate Color Usage

Please avoid using colors outside the official brand palette for representation.



Conflicting Messages

Avoid communications that contradict or obscure our brand message.





Contact Information



Contact us

hello@tawk.com.au



Website

www.travellingaustraliawithkids.com

