tidra

Brand book

VERSION 1.0 · SEPTEMBER 2026 · BRAND & COMMUNICATIONS

HOW TO USE THIS BOOK

A manual for making Tidra, not for admiring it.

This book is for everyone who makes something with the Tidra name on it: our field crews, our product team, the agencies and printers we work with, and the AI tools we brief. It explains what the brand stands for, sets the rules of the visual system and shows how they apply, from a crate label to a council proposal.

Read section 01 to understand the voice, sections 02 to 10 for the rules, and section 11 for examples. Section 12 lists every file in the toolkit and who to ask when something is missing.

FIVE RULES THAT NEVER CHANGE

01 **Read the rules, then use the kit.**
Every rule in this book has a file in the toolkit. Do not redraw the logo, the coastlines, the icons or the charts: open the file and use it.

02 **Every number has a source.**
If a page shows a figure, it says where it comes from. No source, no number.

03 **The coast is real.**
Maps, the cut in the logo and the living lines are drawn from real shorelines. Never invent or distort a coastline.

04 **Coral is a point, not a surface.**
Use it for the site, the alert or the number that matters. Under 3 % of any surface.

05 **Work, not postcards.**
Photography shows people at work and evidence in the field. No sunsets, no stock, no slogans over a reef.

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01

Brand

Why Tidra exists, what it promises and how it sounds. The visual system follows from here.



THE PROBLEM

Australia already had a seawall. It was alive.

Before the first wall, the coast built its own defences. Reefs broke the waves, seagrass held the sand, mangroves and saltmarsh took the floods. It was the oldest infrastructure in the country and it never sent an invoice.

Now it is disappearing: marine heatwaves bleach the reef, stronger cyclones tear up the meadows, walls and drains cut wetlands off from the tide. When the living coast goes, the waves reach the towns and the bill goes to concrete.

Concrete starts ageing the day it is poured. A living coast gets stronger with every tide. Tidra exists to build the second one, and to prove it works.

POSITIONING

Nature’s contractor.

Tidra is a construction company for the living coast. We sell restoration the way an engineering firm sells a seawall: with a scope, a schedule, a price and a guarantee. The difference is the material. We build with what grows.

THE CONTRACT

Paid when it lives.

Outcome contracts are the core of the model. Payment milestones are tied to survival thresholds, measured by Tidra and verified by a third party. This is why every piece of evidence in the brand carries an ID.



Restore

We grow reefs, lay seagrass, plant mangroves and reopen saltmarsh to the tide.



Measure

Every plot is mapped, surveyed every quarter and checked by an independent verifier.



Get paid

Clients pay in stages, and only for what is alive when it is measured.

MESSAGE ARCHITECTURE

Five lines, each with one job.

CLAIM

Rebuild the coast.

The brand line. Covers, closings, campaigns, the end of a film. Never rewritten, never translated into a pun.

BRAND IDEA

We don't pour it. We grow it.

The thought behind everything. Use it where we compare ourselves with concrete.

POSITIONING

Nature's contractor.

A descriptor beside the name: About pages, decks, the stand. Not a claim.

CONTRACT

Paid when it lives.

The business model in four words. Proposals, sales sheets, funder updates.

SUPPORT

We build with what grows. · Living infrastructure.

Secondary lines for headlines and social. Use sparingly.

Use one line per piece. Never stack the claim and the brand idea in the same space, and never set the claim in anything but Bitter ExtraBold. Lines are written in sentence case with a full stop.

AUDIENCES

Five audiences. One argument, told five ways.

WHO	WHAT THEY NEED	WHAT WE SAY
Government and public programmes	Reliable delivery that can be measured.	**We deliver restoration at scale, and we prove it.**
Councils and ports	Protect assets for less money.	**Cheaper than concrete over 30 years, and it grows.**
Investors and companies	Verifiable results, controlled risk.	**Measured outcomes you can pay on.**
Scientists	Their science in the water, with rigour.	**Your science, deployed and measured.**
Communities	To know what is happening on their coast.	**Your coast, rebuilt with you.**



PERSONALITY

An engineer in love with the sea.

The builder

The confidence of a contractor: scopes, schedules, budgets, sites. We talk about delivery, not hope.

The scientist

The rigour of a field scientist: every number with its method and its source, every claim checkable.

The neighbour

The care of someone who lives on that coast: places with names, people with jobs, plain words.

TIDRA IS NOT

~~Activist~~ ~~Apocalyptic~~ ~~Cute~~ ~~Corporate green~~ ~~A magic start-up~~



VOICE

Six rules for writing like Tidra.

RULE	NOT LIKE THIS	LIKE THIS
Use the verbs of a building site. Build, lay, anchor, grow, repair, deliver.	~~We are passionate about protecting our oceans.~~	We laid 140 hectares of seagrass in Halifax Bay.
Name the place. Halifax Bay, not “the ocean”. Moreton Bay, not “our coastline”.	~~Restoring coastal ecosystems across the region.~~	Planting mangroves on the north bank of the Ross River.
Give every number its source. A figure without a method or a date does not go out.	~~Our reefs are thriving!~~	Coral cover up 31 % since 2024 (Tidra Field, quarterly survey).
Keep sentences short. One idea per sentence. Cut adjectives first.	~~Leveraging innovative nature-based solutions to deliver holistic resilience outcomes.~~	A reef breaks the wave before it reaches the town.
Dry humour is allowed. Once per piece, never about the people we work for.	~~Saving the planet, one coral at a time!~~	The reef doesn’t sign contracts. Councils do.
Admit what went wrong. Every report has one honest note. It is why the numbers are believed.	~~Another record-breaking year!~~	A flood in March killed 18 % of the new seagrass at Site 3. We replanted in May.

WORDS

A short dictionary.

WE SAY	WE NEVER SAY	HOUSE STYLE
build, lay, anchor, grow	~~save the planet~~	Tidra in text, tidra in the logo
repair, deliver, measure	~~pristine~~	Australian English: colour, metres
hectares, plots, transects	~~journey~~	Numbers: 1,420 · 31 % · AUD 9.2 million
survival, cover, density	~~guardians~~	Units in full the first time: hectares (ha)
the site, the crew, the boat	~~nature-based solutions (alone)~~	Dates: 14 March 2026
paid when it lives	~~sad turtle stories, emojis~~	Sentence case for headlines

MANIFESTO

For most of history, the coast built its own defences.

Reefs broke the waves. Seagrass held the sand. Mangroves and saltmarsh took the floods.

It never asked for a budget.

Then we started pouring concrete, and the living coast started to disappear.

Tidra is a construction company for that coast.

We grow reefs, lay seagrass and reopen wetlands to the tide, and we measure every hectare that comes back.

Concrete starts ageing the day it's poured. What we build gets stronger with every tide.

We don't pour it. We grow it.
Rebuild the coast.

THE NAME



SAY IT TID-RA

An invented word, opened out of *tide*. It sounds like the coast without meaning anything in particular, so it can grow with the company.

IN THE LOGO	Always lowercase: tidra.
IN RUNNING TEXT	Capitalised as a proper noun: Tidra.
NEVER	TIDRA in capitals, Tidra® in headlines, tidra.io, or a pun on the name.
PRODUCTS	Tidra Atlas, Tidra Field, Tidra Ledger, Tidra Options. After the first mention: Atlas, Field, Ledger, Options.

02

Logo

A block cut by 43 kilometres of real coastline. The cut is the coast, and it is the same in every use.

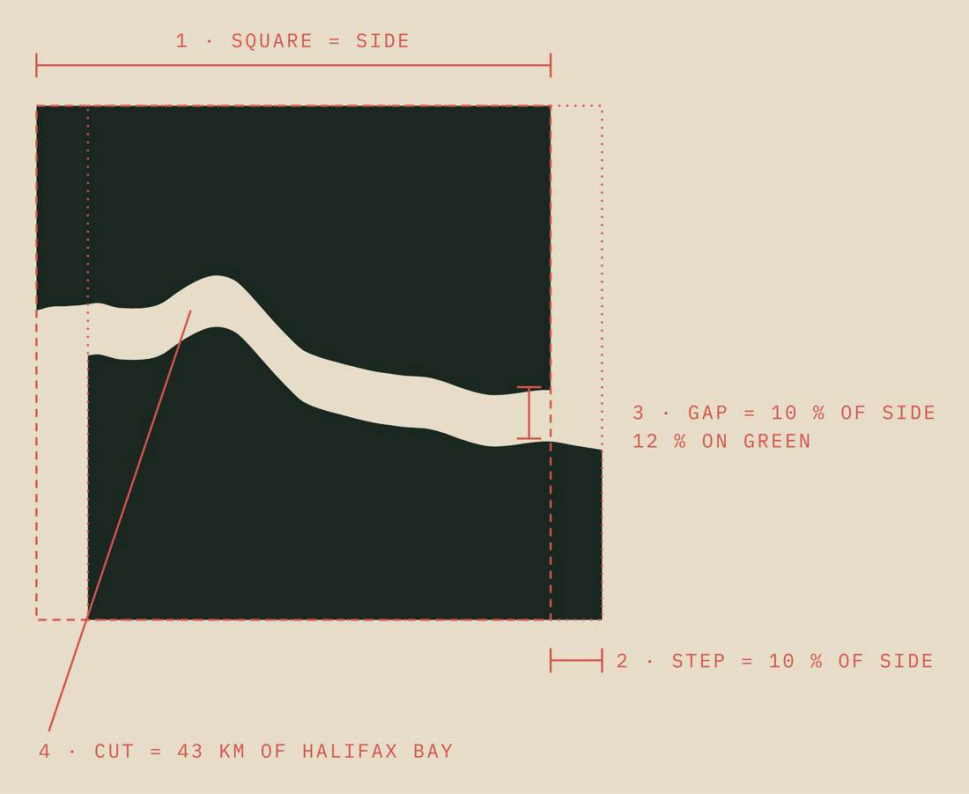


THE CUT IS THE COAST

A shoreline you can stand on.

The symbol is a solid block split by the real profile of 43 km of Halifax Bay, Queensland, where Tidra planted its first site. The top half shifts left, the bottom half shifts right, and the cut always keeps its gap: the space where the water is.

For legibility the profile is flattened about four times and read in mirror, from south-east to north-west. The file in the toolkit holds the exact points. Never redraw it.



CONSTRUCTION

Four measurements build the symbol.

1 · SQUARE	The block is a square. Its side is the unit for every other measurement.
2 · STEP	Each half is pushed 10 % of the side out: top to the left, bottom to the right.
3 · GAP	The cut opens 10 % of the side on light backgrounds and 12 % on green, so it reads the same. At 24 px and below it opens to 13 %.
4 · CUT	The profile of Halifax Bay, tramo A–B, 43 km. Points in tidra-cut-data.json.
WORD	tidra in Bitter ExtraBold 800, lowercase, optically aligned to the block.

THE FAMILY

Three forms. One cut.



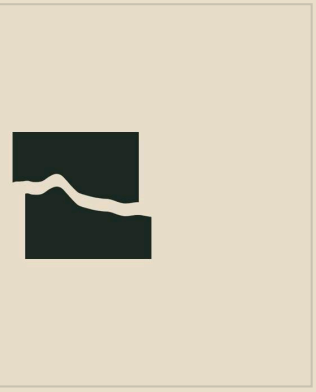
Signature

Symbol and name. The default for documents, the website, cards and signs.



Stacked signature

For square and vertical spaces: profile tiles, stickers, the stand.



Symbol

App icon, social avatar, seals, small spaces. Minimum 24 px.



Cut name

The name itself cut by the coast. Only large, and never next to the symbol.

Use the signature by default. Use the symbol when the name is already close by (a profile picture next to the account name). Use the cut name only in large formats where it can be read as a coastline, and never repeat the cut twice in the same view.

COLOUR

Four approved combinations.



Ink on cream

The default.



Ink and sea on cream

The sea half in blue. Maps, the website.



Cream and sand on ink

The negative. Dark covers, apps, the fleet.



Sand on ink

Quiet negative for small sizes and merch.

The logo is only ever ink, cream, sand or sea. Never coral, never an ecosystem colour, never white on a photograph without a solid area behind it. No boxes, pills, outlines or shadows.

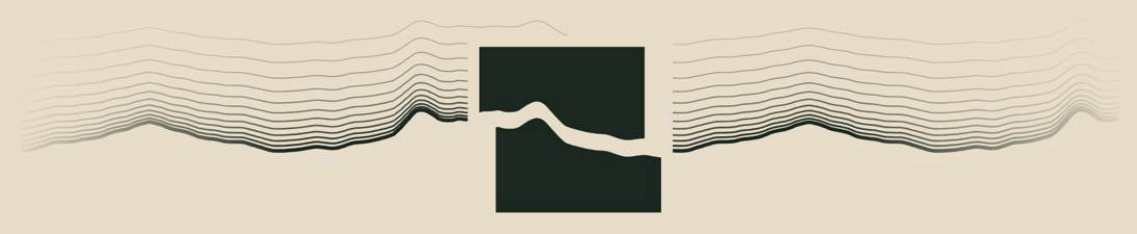


CLEAR SPACE · ¼ OF THE SIDE ON ALL FOUR SIDES

SIZES



SYMBOL	Minimum 24 px on screen, 6 mm in print. Below 32 px use the 24 px file, with the wider gap.
SIGNATURE	Minimum 96 px wide on screen, 22 mm in print.
CUT NAME	Minimum 400 px wide, 90 mm in print. Below that, use the signature.
SIGNAGE	On site signs the symbol is at least 1/8 of the sign's short side.



OPTIONAL DEVICE · THE COAST CONTINUES OUTSIDE THE SYMBOL

POSITION	Top left or bottom left in documents, bottom right on signs. Aligned to the margin, never centred in the middle of a page.
SIGN-OFF	In co-branded material the Tidra signature sits to the right of the partner, same height as their mark, separated by the clear space.

PLACEMENT

Clean ground, open water.

On maps and covers the logo sits on solid land or open sea, never over the living lines or a busy part of a photograph. On a photograph, use the negative logo on the darkest calm area, or place it outside the image.

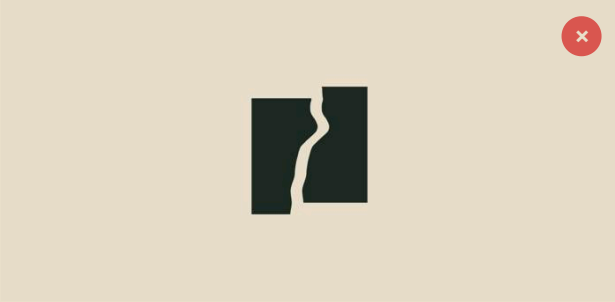
On covers, site signs and title slides the block can work as a window: the coastline continues outside it and the depth lines open out to sea. It is a layout device, not a version of the logo.

MISUSE

What we don’t do.



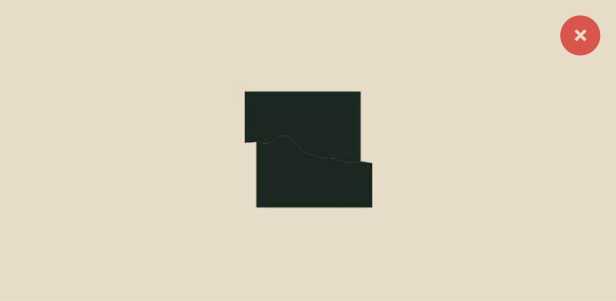
Do not stretch or squash.



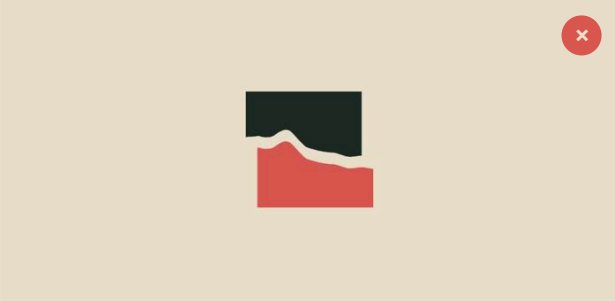
Do not rotate.



Do not set the name in capitals.



Do not close the cut.



Do not colour the cut in coral.



Do not put the symbol next to the cut name.

03

Colour

Ink and cream do the work. Sand is the land, sea is the water, coral marks the one thing that matters.

BRAND PALETTE

Six colours, used in fixed proportions.

Ink

44 %

HEX #1D2A24
RGB 29 42 36
CMYK 30 0 15 85
HSL 152° 18% 14%

Text, dark covers, apps

Cream

38 %

HEX #E9DFCA
RGB 233 223 202
CMYK 0 5 15 10
HSL 41° 41% 85%

Paper, light backgrounds

Sand

9 %

HEX #CDBB94
RGB 205 187 148
CMYK 0 10 30 20
HSL 41° 36% 69%

Land on dark maps, the symbol in negative

Sea

6 %

HEX #2C4A5A
RGB 44 74 90
CMYK 50 20 0 65
HSL 201° 34% 26%

Water, the sea half of the logo

Coral

3 %

HEX #F07A73
RGB 240 122 115
CMYK 0 50 50 5
HSL 3° 81% 70%

Accent on dark

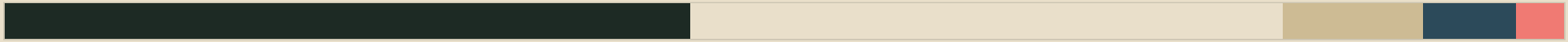
Coral deep

within coral

HEX #D9564F
RGB 217 86 79
CMYK 0 60 65 15
HSL 3° 64% 58%

Accent on light

SHARE OF ANY SURFACE



Ink 44 · cream 38 · sand 9 · sea 6 · coral 3. CMYK values are for coated stock: always print a proof. Grey text uses T2 #4A564F and T3 #7A8079.

THE CORAL RULE

Coral is a point, never a surface.

Coral marks one thing per view: the work site on a map, the zone being planted, the alert in an app, the number that decides a payment. It covers less than 3 % of any surface. Use the light coral #F07A73 on ink and the deep coral #D9564F on cream.

YES	A dot for the site. A thin line for the work zone. One figure in a chart. The “Paid” step in the evidence chain.
NO	Coral backgrounds, coral headlines, coral logo, coral icons as decoration, two coral things competing.
ONE EXCEPTION	Public campaigns asking residents to act, such as the Cairns campaign before the council vote. There coral can fill the surface, with ink type and nothing else in colour.



ECOSYSTEM COLOURS

Five habitats, five colours, always in this order.

01

Seagrass
HEX #4F9F77
RGB 79 159 119
Derived from ink-green

02

Saltmarsh
HEX #97661E
RGB 151 102 30
Derived from sand

03

Mangrove
HEX #88A055
RGB 136 160 85
Derived from olive

04

Open water
HEX #3A8BBA
RGB 58 139 186
Derived from sea

05

Reef
HEX #B06154
RGB 176 97 84
Derived from coral



Each colour is derived from a brand colour, so the system stays one family. They are tested for colour-blind separation (ΔE 11 or more between any pair) and work the same on cream and ink.

On cream three of them fall below 3:1 contrast. That is why an ecosystem colour is **always paired with its icon, texture or name**, never used alone to carry meaning. Ecosystem colours are for data and maps, never for type or logos.

CONTRAST

Readable pairs, measured.

	INK BACKGROUND	CREAM BACKGROUND	SAND BACKGROUND	SEA BACKGROUND	CORAL BACKGROUND	CORAL DEEP BACKGROUND	T2 GREY BACKGROUND
INK TEXT		11.3 AAA	7.9 AAA	1.6 –	5.5 AA	3.8 AA large	1.9 –
CREAM TEXT	11.3 AAA		1.4 –	7.1 AAA	2.1 –	2.9 –	5.8 AA
SAND TEXT	7.9 AAA	1.4 –		5.0 AA	1.4 –	2.1 –	4.1 AA large
SEA TEXT	1.6 –	7.1 AAA	5.0 AA		3.5 AA large	2.4 –	1.2 –
CORAL TEXT	5.5 AA	2.1 –	1.4 –	3.5 AA large		1.4 –	2.8 –
CORAL DEEP TEXT	3.8 AA large	2.9 –	2.1 –	2.4 –	1.4 –		2.0 –
T2 GREY TEXT	1.9 –	5.8 AA	4.1 AA large	1.2 –	2.8 –	2.0 –	

WCAG 2.1 contrast ratios. Body text needs AA (4.5:1). Large headlines and icons need 3:1.

Default pairs: ink on cream (11.6), cream on ink, ink on sand. Coral is never used for text under 18 px.

STATUS AND RAMPS

Colour that carries data.

STATUS · ALWAYS ICON PLUS WORD

On track	#2F7154
Watch	#B07D18
At risk	#D9564F
Critical	#7D2420

GROWTH · SEQUENTIAL



#77A68C #56906F #3A7A5D #1F6045 #0F4530

DEPTH · SEQUENTIAL



#6C9EC3 #4B84AD #2F6893 #1A4F7A #0D3656

CHANGE AGAINST BASELINE · DIVERGING



#9E2F2B #C94D47 #D98A80 #B8B09C #77A68C #3A7A5D #0F4530

Status colours are for products and reports only. Ramps are for continuous data: growth for cover and density, depth for water, change for gains and losses against the baseline survey.

04

Type

Four voices: the brand, the story, the science and the product. Each has one job.

FOUR VOICES

Four typefaces, all open licence.

Brand

BITTER EXTRABOLD 800

Logo, headlines, big numbers. H2 in Bitter Bold 700.

Rebuild the coast.

Story

NEWSREADER

Running text, captions, quotes.

The reef took the hit, so the shore didn’t. *Quotes in italic.*

Science

IBM PLEX MONO

Labels, data, units, sources, IDs.

SITE HB-03 · 19.214°S 146.702°E
COVER 84 % · n = 36 · Q3 2026

Product

INSTRUMENT SANS

Everything you tap in the apps.

Export report · Filter sites · Survival 77 %

SCALE AND RULES

A 1.25 scale, tight only at the top.

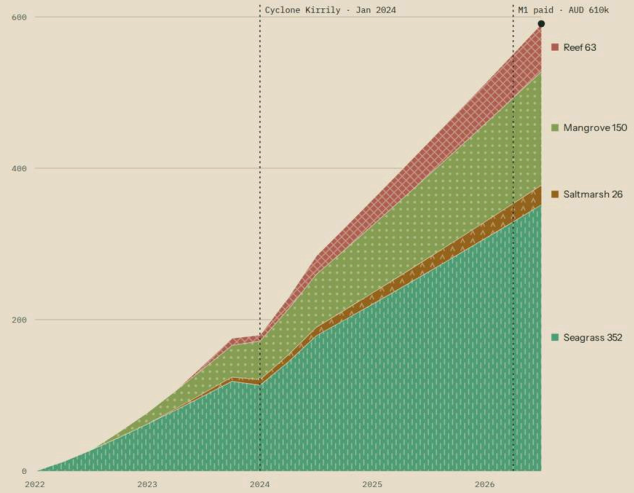
Display	72 px	Bitter 800	−3 %	Covers, campaign
H1	48 px	Bitter 800	−2 %	Page titles
H2	32 px	Bitter 700	0	Section titles
Lead	22 px	Newsreader	0	Intros
Quote	26 px	Newsreader Italic	0	Pull quotes
Body	17 px	Newsreader	0	Running text
Data	13 px	IBM Plex Mono	0	Figures in tables
Label	11 px	IBM Plex Mono caps	+14 %	Labels, sources

RATIO	1.25 between steps. Sizes above are for screen at 1440 px; in print, body is 9.5–10.5 pt.
TRACKING	Negative only in Display (−0.03 em) and H1 (−0.02 em). Everything else at 0. Labels +0.14 em in capitals.
FIGURES	Lining and tabular figures everywhere (lnum, tnum), so columns align. Numbers in Bitter, units and sources in Mono.
FALLBACKS	Georgia for Newsreader, Courier New for Plex Mono, Arial for Instrument Sans. Bitter has no fallback: headlines are exported as images if the font is missing.

WHAT THE DATA SAYS

591 hectares, and what they are made of.

Area under restoration by ecosystem, all projects, quarterly. The dip is Cyclone Kirrily; the reef was back above its old level within two quarters.



SOURCE · TIDRA ATLAS · FIELD SURVEYS, ALL PROJECTS

352 ha
of seagrass: the largest share, and the fastest to grow back.

+34 %
mangrove cover on 2024, mostly at Darwin Harbour.

2 quarters
for the Halifax reef to recover after the cyclone.

TYPE IN USE

Headline, story, proof.

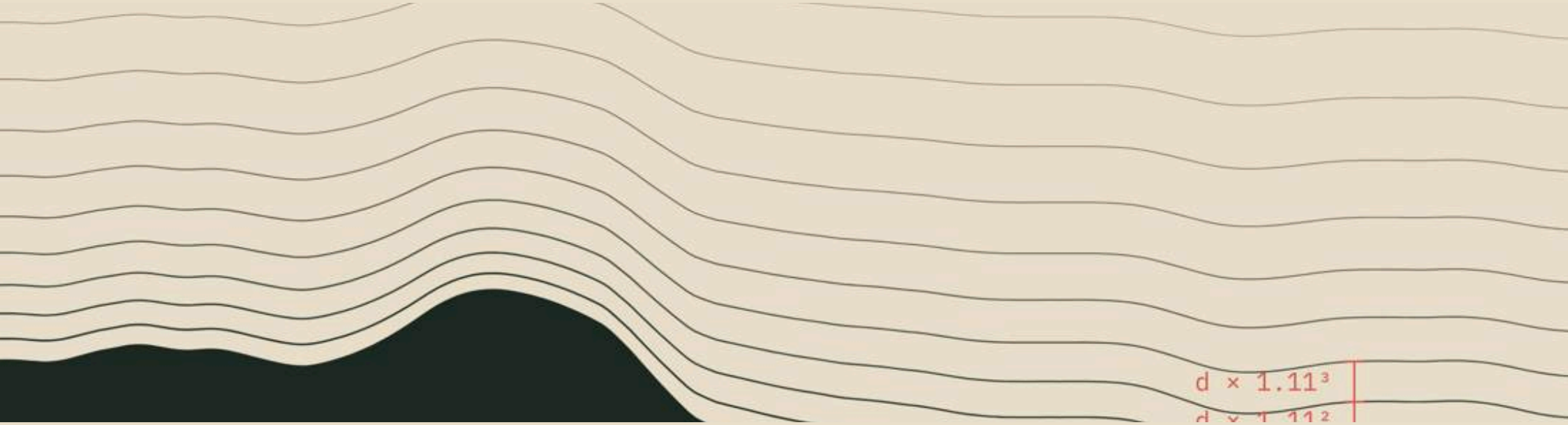
Every page reads in the same order. A Bitter headline says the finding. Newsreader explains it in plain words. Plex Mono gives the evidence: the figure, the unit, the source.

HEADLINES	Say the finding, not the topic: “Four projects above the line, one below it”, not “Survival results”.
LINE LENGTH	60–75 characters for body text. Never justify.
INSIDE THE APPS	Bitter only for the logo. Titles and numbers in Instrument Sans.

05

Living lines and maps

Every map, cover and sign starts from a real shoreline, redrawn offshore again and again.



THE RULE

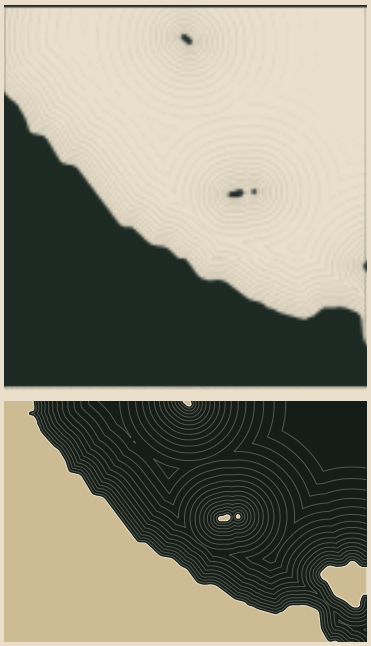
Each line sits 1.11 times further out than the last.

SOURCE	The real shoreline of the place (GSHHG, 1:250,000 or better). Nothing is drawn by hand.
GROWTH	The distance between lines grows ×1.11 offshore, so the sea seems to deepen.
ISLANDS	Islands are land. They make their own lines, which merge with the mainland lines further out, as on a nautical chart. Never fill an island with rings.
TWO WEIGHTS	Editorial and art: lines thin out and fade. Apps: one hairline weight (0.6 px, 30 % opacity), coast line heavier.

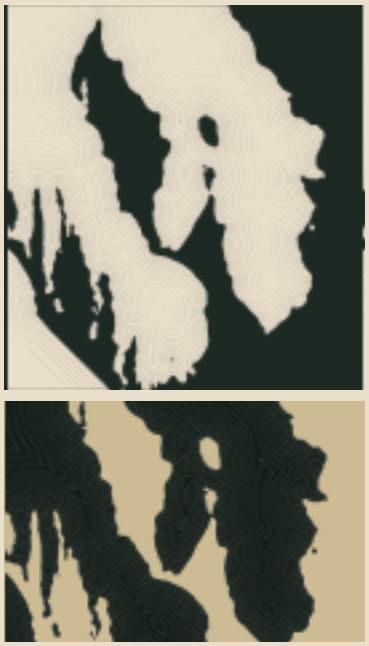
FIVE COASTS

Same rule, five shapes.

Each project gets its own pattern from its own coast. Top: editorial version on cream, land in ink, expressive lines. Bottom: app version, land in sand, hairlines.



Halifax Bay



Shark Bay



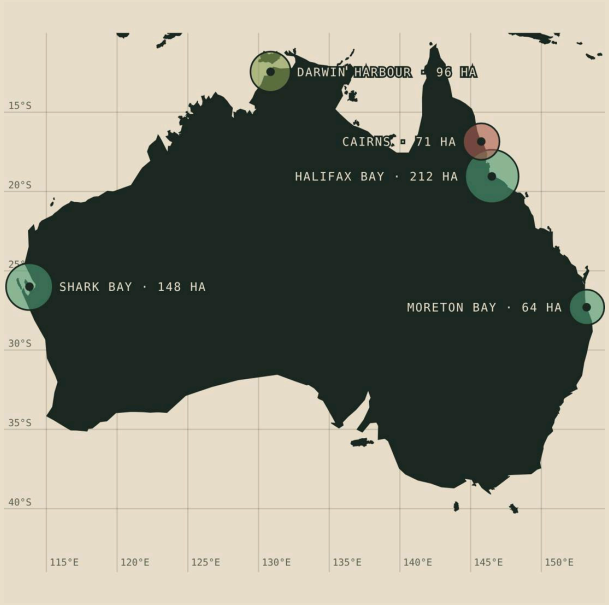
Darwin Harbour



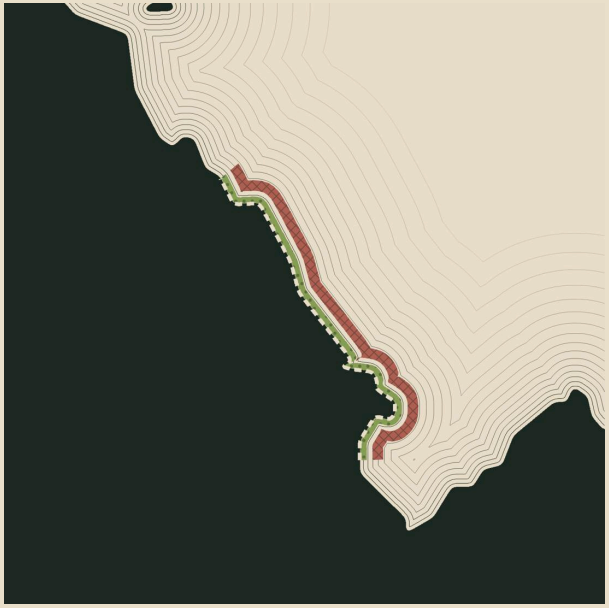
Moreton Bay



Cairns



COUNTRY OR REGION: LAT/LONG GRID, NO DEPTH LINES



PROJECT: DEPTH LINES, NO GRID

MAPS

Never the grid and the lines together.

SCALES	Country, region, project. Two palettes: documents on cream, apps on #111312.
ALWAYS	North arrow, scale bar, halo behind labels, source line.
NEVER	Distort a coastline to fit. Crop instead.
CORAL	Only for the works zone.



PROJECT · RING = HECTARES · WORK ZONE · TRANSECT · SENSOR · COAST + DEPTH · INSET FRAME · NORTH · SCALE · LABEL WITH HALO

MAP SYMBOLS · PROJECT · WORKS ZONE · TRANSECT · SENSOR · COAST AND DEPTH · INSET · NORTH · SCALE · LABEL WITH HALO

06

Icons

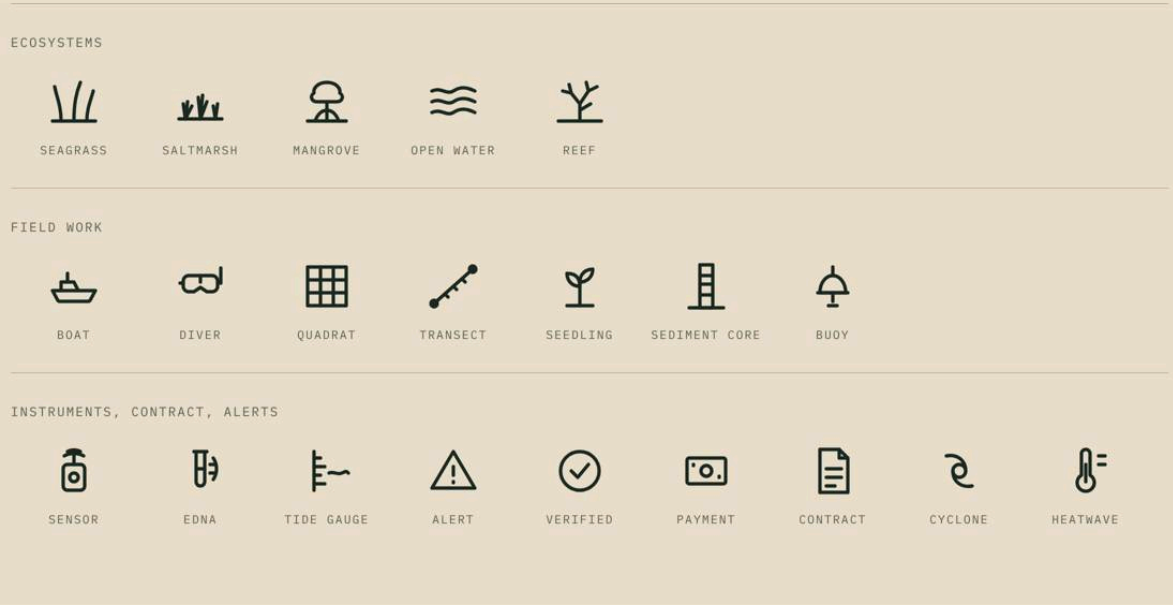
Drawn like a field notebook: one line weight, round ends, no fills.



CONSTRUCTION

24 px grid, 1.6 px line.

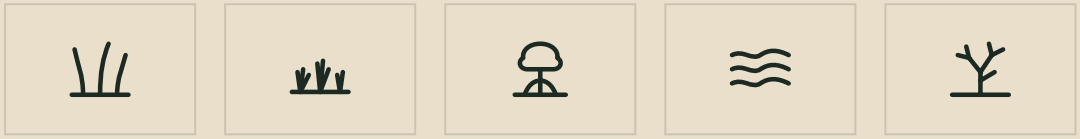
GRID	24 × 24 px, 2 px safe area on every side.
STROKE	1.6 px at 24 px and above; 2 px below 20 px. Round caps and joins. No fills.
SIZES	48 · 32 · 24 · 16 px. Never scale the stroke with the icon: use the file for the size.
COLOUR	Ink on cream, cream on ink. Ecosystem icons may sit on their ecosystem colour, in cream.



THE SET

Twenty-one icons, three families.

ECOSYSTEMS



SEAGRASS · SALTMARSH · MANGROVE · OPEN WATER · REEF

FIELDWORK



BOAT · DIVER · QUADRAT · TRANSECT · SEEDLING · SEDIMENT CORE · EDNA · TIDE GAUGE

INSTRUMENTS, CONTRACT AND ALERTS



BUOY · SENSOR · VERIFIED · PAYMENT · CONTRACT · ALERT · CYCLONE · HEATWAVE

07

Layout

Every page has a coastline: a horizontal cut that separates the place from the proof.

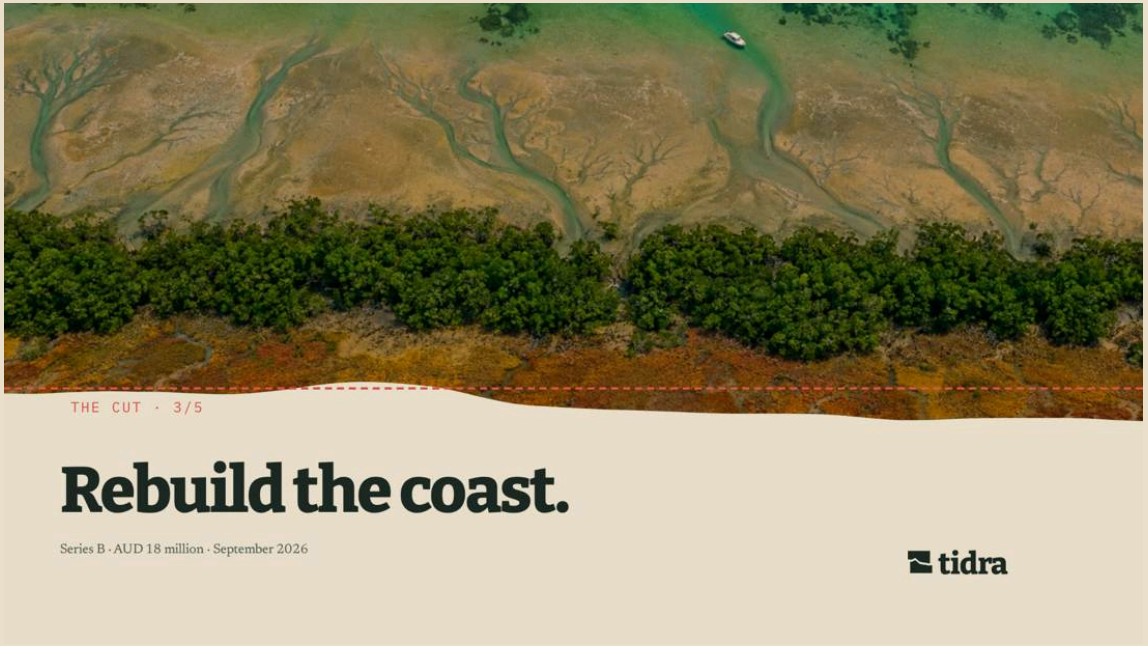
THE GRID

One formula for every format.

Twelve columns. **Margin = short side ÷ 12. Gutter = margin ÷ 3.** Baseline 8 px on screen, 1 mm in print. The formula scales from a crate label to a billboard, so nobody needs to invent a grid.

FORMAT	SIZE	MARGIN	GUTTER
A4 portrait	210 × 297 mm	17.5 mm	5.8 mm
A4 landscape	297 × 210 mm	17.5 mm	5.8 mm
A3 poster	297 × 420 mm	24.75 mm	8.25 mm
Slide 16:9	1920 × 1080 px	90 px	30 px
Social square	1080 × 1080 px	90 px	30 px
Social portrait	1080 × 1350 px	90 px	30 px
Story	1080 × 1920 px	90 px	30 px
Billboard	6 × 2 m	167 mm	56 mm
Site sign	1200 × 1800 mm	100 mm	33 mm







THE CUT

Place above, proof below.

A horizontal line divides every page. Above it, the place: a photograph, a map or the headline. Below it, the proof: text, figures and sources. By default the cut sits at 3/5 of the height.

SHAPE	A straight rule, or the real coastline of the project when the page opens with a photograph (photo cut).
IN APPS	The cut becomes the header line.
NEVER	More than one cut per page.

08

Data

A Tidra chart is evidence, not decoration. It answers a question and says where the answer comes from.

SIX RULES

Every chart answers a question in its title.

01 Thin marks
Lines 1.5 px, bars with no outline, no 3D, no shadows.

02 Quiet grid
Hairlines at 15 % ink, horizontal only.

03 Direct labels
Name series at the end of the line. No legend boxes if it can be avoided.

04 Text in ink
Labels never in the series colour.

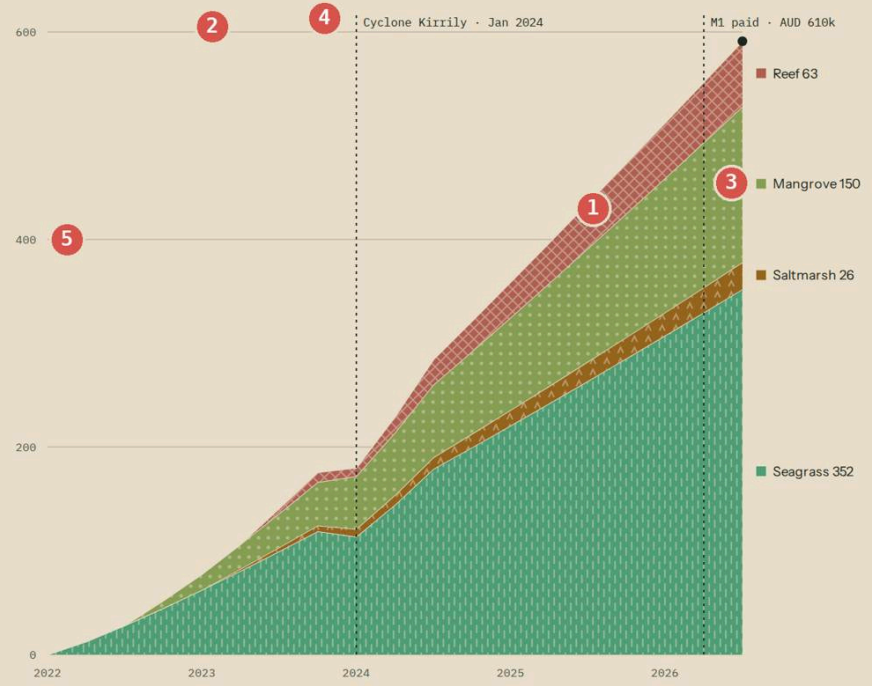
05 One axis
One scale per chart. Two measures, two charts.

06 Always a source
Source, method and date under every chart, in Mono.

WHAT THE DATA SAYS

591 hectares, and what they are made of.

Area under restoration by ecosystem, all projects, quarterly. The dip is Cyclone Kirrily; the reef was back above its old level within two quarters.



SOURCE · TIDRA ATLAS · FIELD SURVEYS, ALL PROJECTS 6

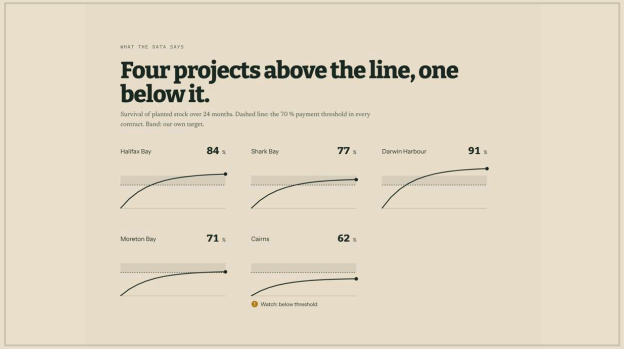
352 ha
of seagrass: the largest share, and the fastest to grow back.

+34 %
mangrove cover on 2024, mostly at Darwin Harbour.

2 quarters
for the Halifax reef to recover after the cyclone.

CHART TYPES

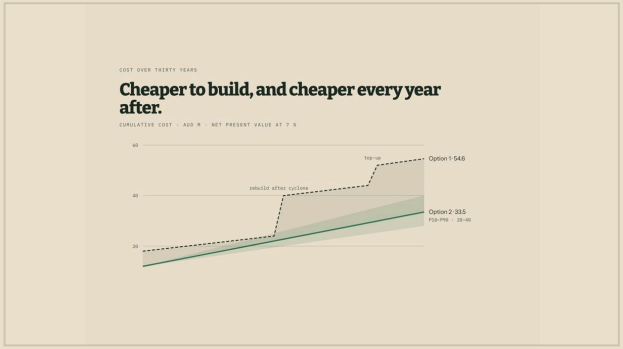
Eight types cover almost everything.



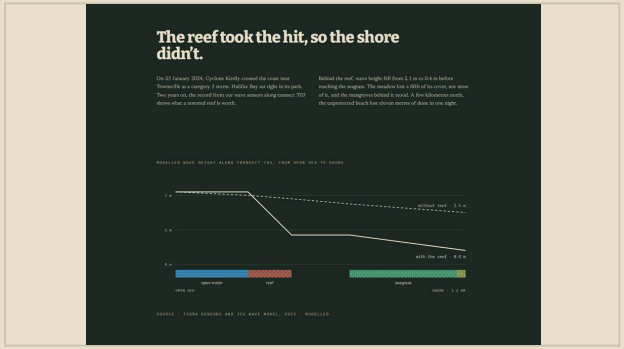
Small multiples against a threshold



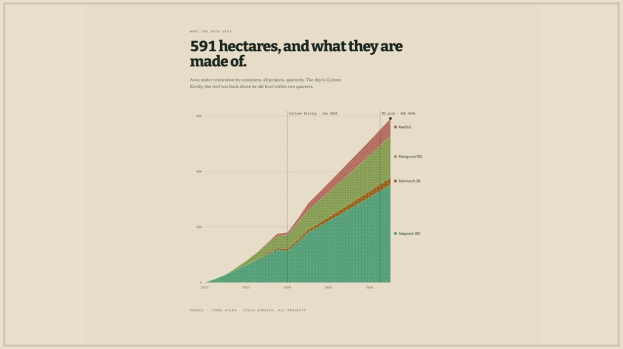
Transect heat map



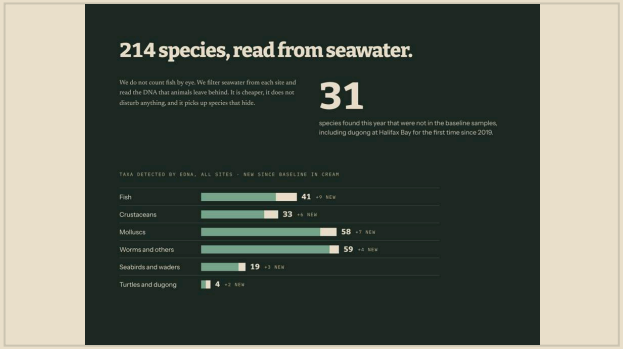
Cost over 30 years



Wave profile with ecosystems



Composition over time



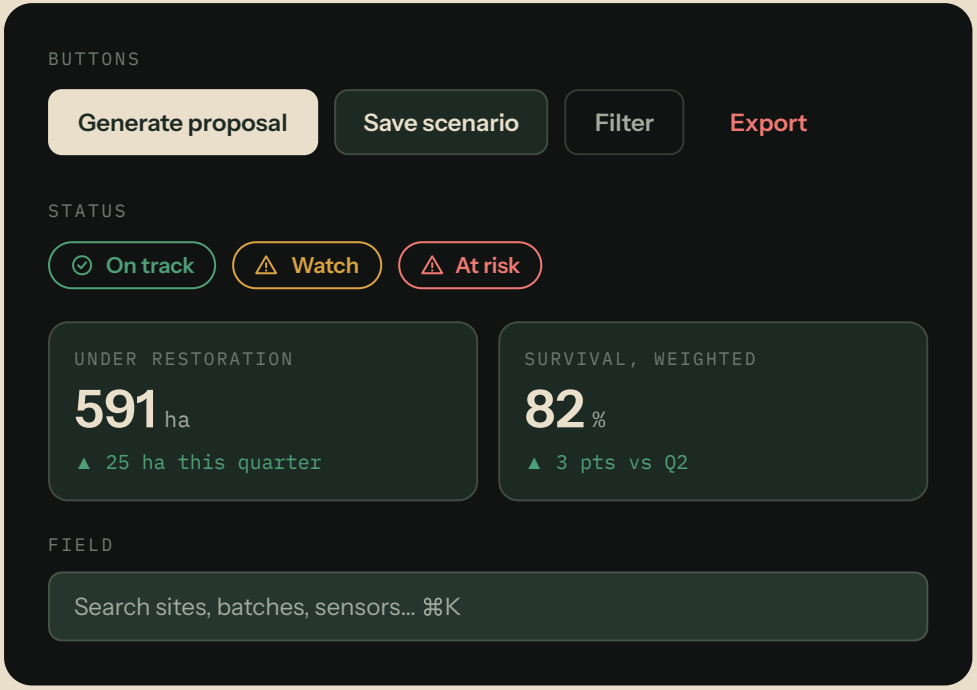
eDNA species detected

Also in the chart kit: cost per hectare (bars from zero) and the payment calendar. Each type exists as an SVG component and as code.

09

Interface

The apps run in dark mode, so the map and the evidence carry the colour.



DARK MODE TOKENS

Background	#111312
Panel	#1D2A24
Raised	#26352D
Line	cream 19 %
Text 1	#E9DFCA
Text 2	#A3AA9F
Text 3	#6F7A71
Watch on dark	#D9A441
Radii	7 · 10 · 14 px

MOTION

TIDE	cubic-bezier(0.45, 0, 0.2, 1) · 600–900 ms · panels, drawers, map flights, lines drawing in.
SWELL	cubic-bezier(0.2, 0, 0, 1) · 150–250 ms · buttons, tooltips, toggles.

Tidra moves like the coast: slowly, outwards, and always back to calm. Nothing bounces.

10

Photography

Work, not postcards. Every photograph shows the job, the evidence or the scale of the coast.

THREE FAMILIES

Field (C)

People at work: planting, diving, sampling, briefing. Busy, never posing.







Evidence (E)

Close-ups of the proof: quadrats, tags, samples, sensors. Laid out like a field record.



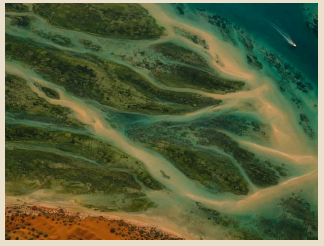




Scale (S)

The coast from a drone, sea at the top. Shows the size of the job.



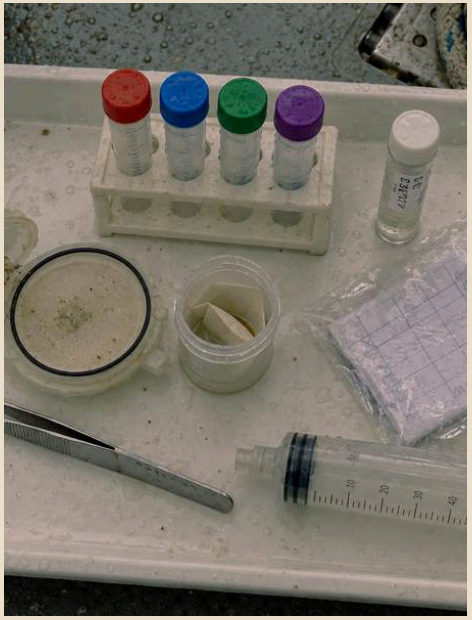




TROPICAL, DENSE, REAL

The saturation of the tropics: wet greens, ochre mud, heavy light, a white-hot sky turned grey. Dense and alive, never neon.







CAMERA RULES

Shoot it like a site report.

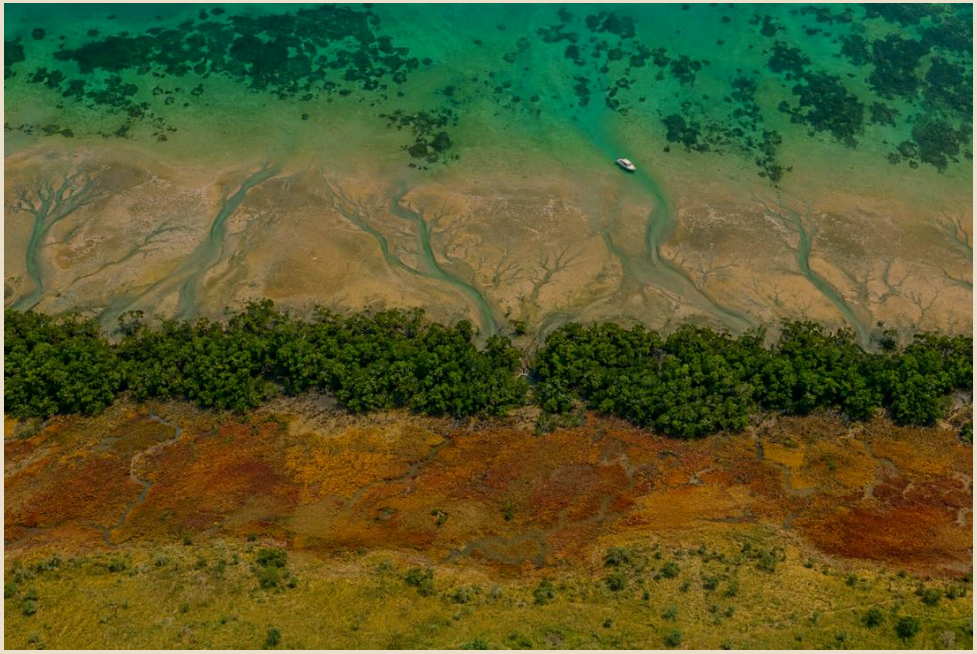
LENS	28–35 mm. f/8–f/11. Everything in focus, no bokeh.
LIGHT	Flat and humid. Overcast is ideal. No golden back light, no flare, no sunsets.
PEOPLE	Working, not posing. Nobody looks at the camera. Real skin, sweat and mud.
AERIALS	Straight down or 30° oblique from a drone, sea at the top of the frame.
NEVER	Readable logos of other brands, stock photography, AI-generated people, reefs with a white headline on top.

THE GRADE

One LUT for every field photo.

Tidra tropical grade.cube (17^3) gives every photo the same light, whoever shot it. Apply it first, then fix exposure per image.

WHAT IT DOES	One stop darker in the midtones, deep blacks, highlights pulled down so a white sky turns warm grey, a warm olive cast with blues cut in the shadows.
PHOTOSHOP	Layer › New adjustment layer › Color Lookup › Load 3D LUT.
LIGHTROOM	Import as a profile, or use the matching preset in the kit.
VIDEO	Load the .cube in DaVinci Resolve or Premiere (Lumetri › Creative).
NEVER	On graphics, maps, screens or the logo. Photos only.



GRADED · HALIFAX BAY FROM THE AIR

11

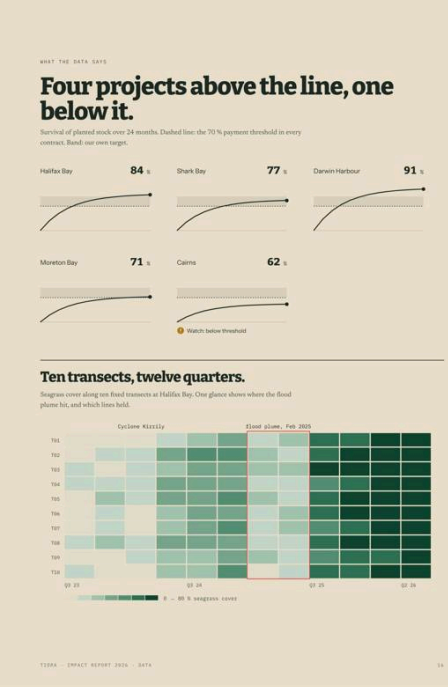
Applications

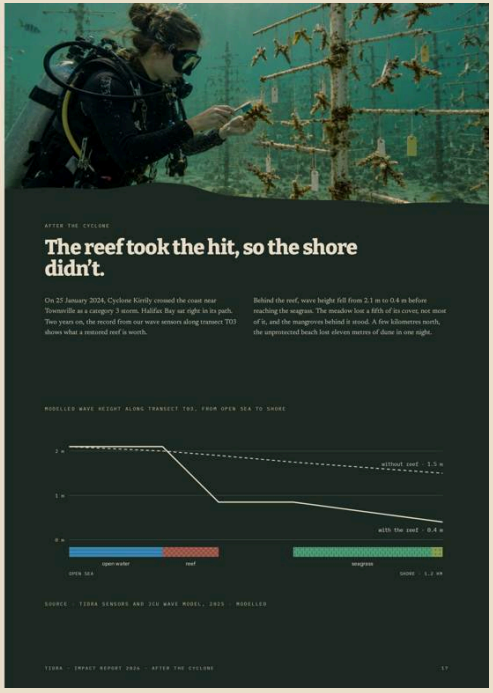
How the rules come together, from a 22-page impact report to a sticker on a crate.

DOCUMENTS

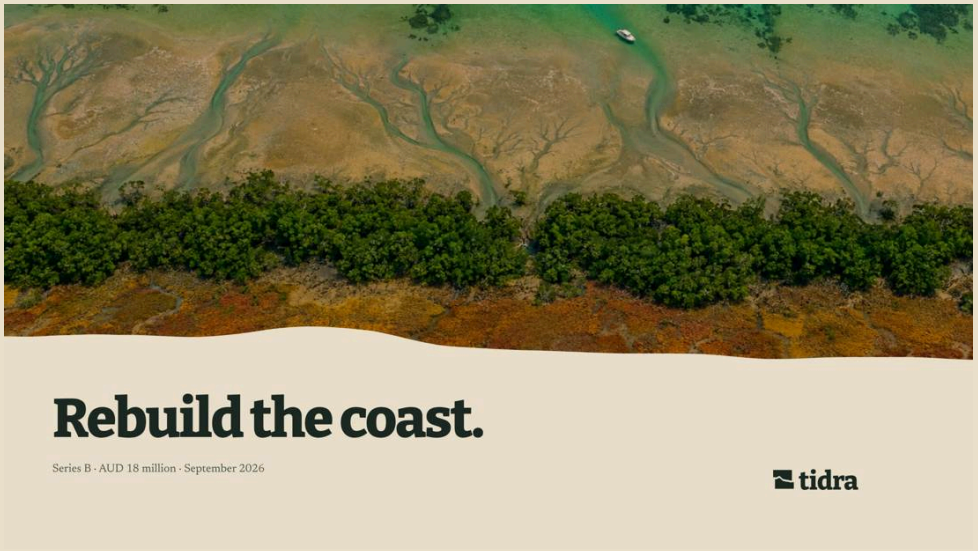
Reports, proposals and decks.

Long documents open with the place and close with the proof. Covers use the cut; inside pages keep the 3/5 cut and the 12-column grid. Every chart has a source line. Templates in the toolkit (InDesign and PowerPoint) carry all of this already.





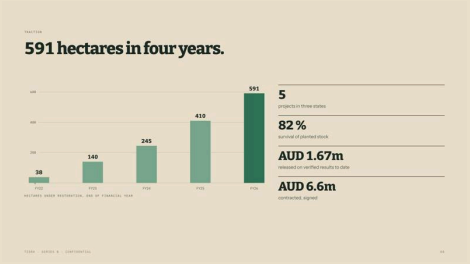
IMPACT REPORT · A4 · SPREAD



SERIES B DECK · 16:9 · COVER



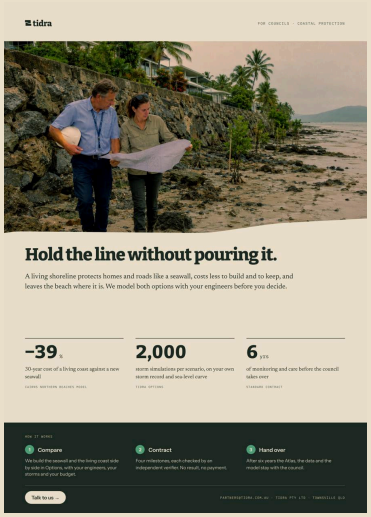
DECK · DATA SLIDE



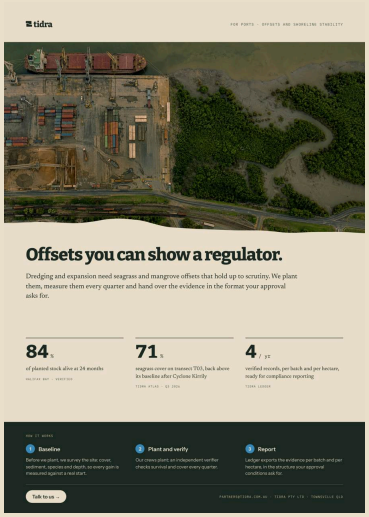
DECK · MAP SLIDE

SALES AND PROPOSALS

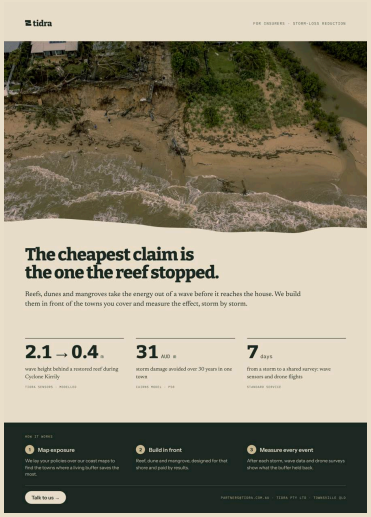
Written for whoever signs.



SALES SHEET · COUNCIL



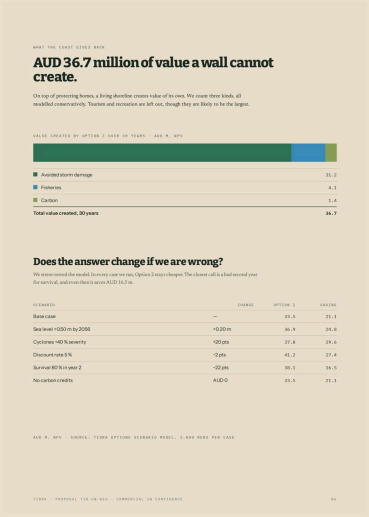
SALES SHEET · PORT



SALES SHEET · INSURER



PROPOSAL · COVER



PROPOSAL · OPTIONS

SALES SHEETS	One A4 per audience. The step circles are sand, the coastline of that client's place runs along the dark footer.
PROPOSALS	Answer the client's questions in the client's order. One page asks: does the answer change if we are wrong?

SOCIAL AND EMAIL

A photo, a number or a coast.

The feed rotates three kinds of post: field (a photo from the work, captioned with place and date), proof (one number with its unit, nothing else) and place (a coast drawn as living lines with its name and latitude). No stock, no sunsets, no slogans.

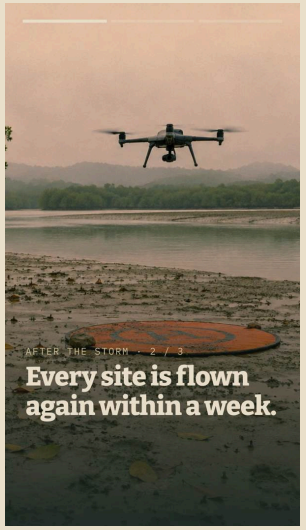


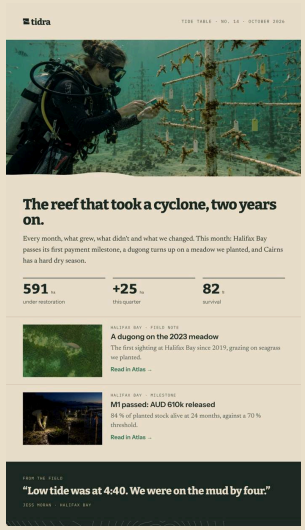






INSTAGRAM · FIELD, PROOF, PLACE · LINKEDIN CAROUSEL



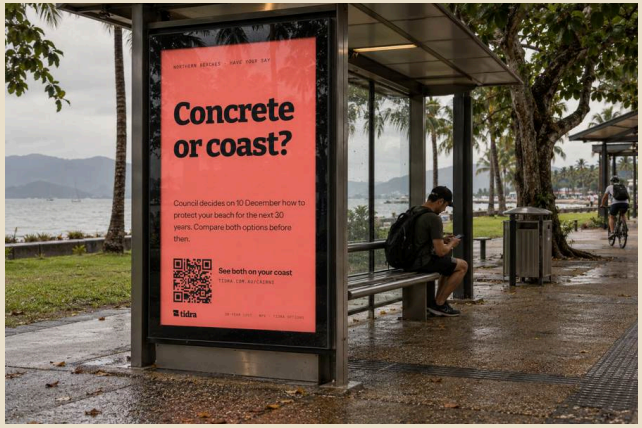


STORY · NEWSLETTER



PUBLIC CAMPAIGN · 48-SHEET BILLBOARD · CAIRNS

CAMPAIGN	The only place where coral fills a surface. Ink type, the proposal's own numbers, a QR to check them.
SITE SIGNS	What is being built, how it is going, where to watch it live. Symbol at least 1/8 of the short side.



BUS SHELTER · THE CORAL EXCEPTION



SITE SIGN · 1200 × 1800 MM



WORKBOAT LIVERY · THE COASTLINE RUNS THE LENGTH OF THE HULL

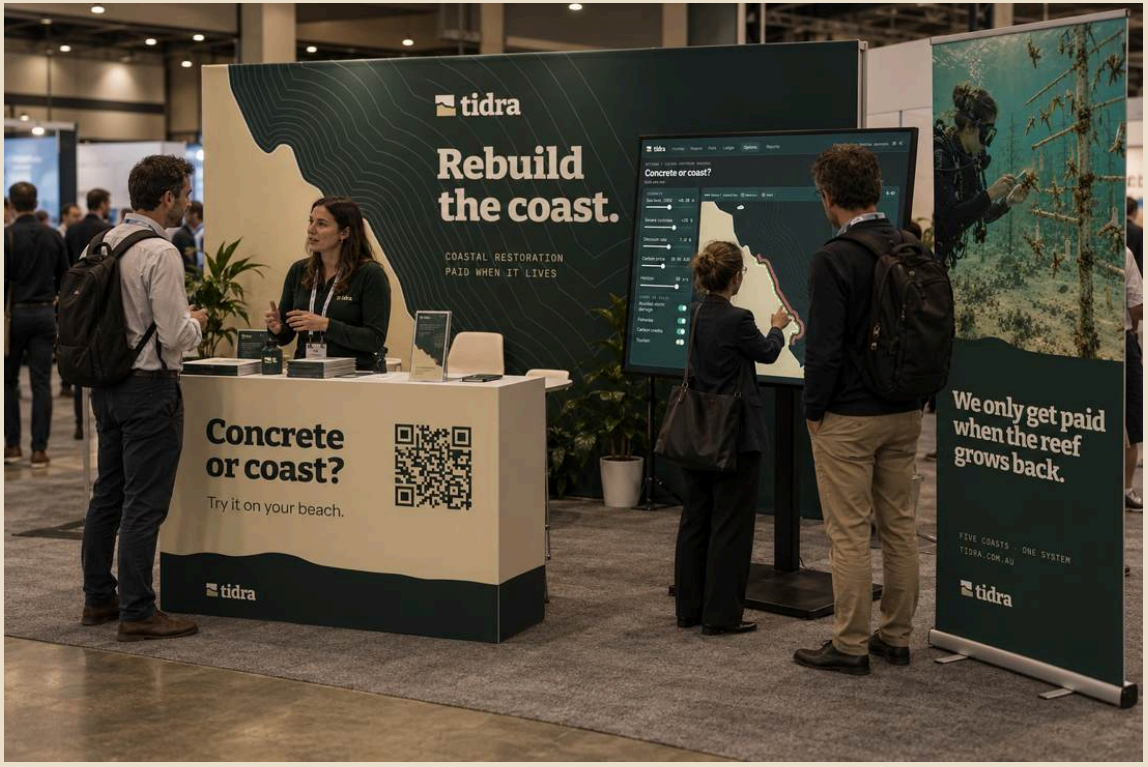
FIELD KIT	Every object carries its ID and a QR that opens it in Field: tray, crate, plot stake, sample tube. Type readable with wet gloves at arm's length.
UNIFORM	Brand green, which hides mud. Wordmark on the back only; symbol on the chest and the cap.
FLEET	The coastline along the hull. Name and home port at the bow in Plex Mono.



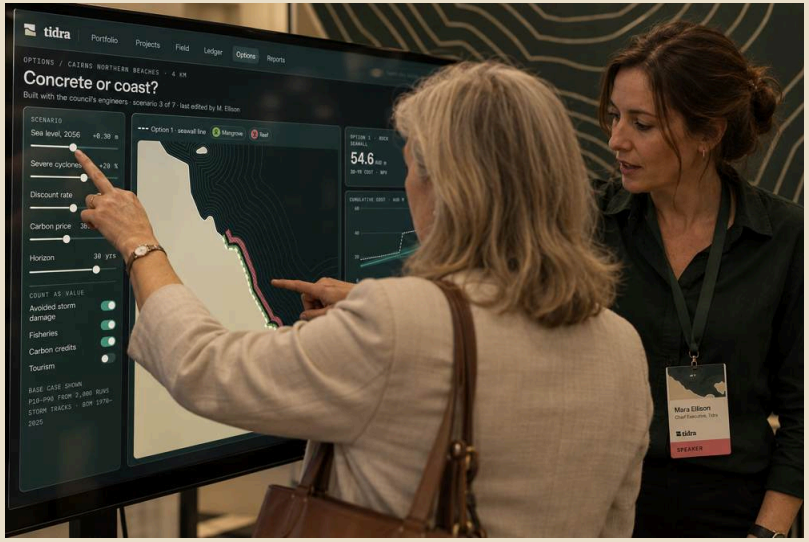
FIELD KIT · CRATE LABEL, TAPE, EDNA TUBE



CREW · SUN SHIRT AND FIELD CAP



EXHIBITION STAND · 3 × 3 M



OPTIONS ON THE STAND

EVENTS

The stand is a demo, not a backdrop. The backwall is one large living-lines map of the coast that matters to the audience; the screen runs Options so a councillor can test their own beach. Staff wear the field shirt.

12

Toolkit and governance

Everything a team, an agency or an AI needs to make Tidra without asking us.

THE KIT

Eight folders, one source file.

01 Logo pack

SVG · PNG · PDF

Signature, stacked, symbol and cut name, positive and negative, every approved colour.

02 Fonts

TTF · OFL

Bitter, Newsreader, IBM Plex Mono, Instrument Sans, with their licences.

03 Colour

JSON · CSS · ASE

tidra.tokens.json, CSS variables, Adobe swatches and Tokens Studio for Figma.

04 Icons

SVG · 24 PX

21 icons in three families, plus a sprite.

05 Coast lines

PYTHON · SVG

Generator: living lines from any coastline file. The five project coasts.

06 Chart kit

FIGMA (SVG) · CODE

Eight chart types as editable SVG and as a JavaScript module, with the six rules.

07 Templates

INDESIGN · POWERPOINT · WORD

Report, proposal, sales sheet, site sign, deck, social posts, letter, email signature.

08 Photo grade

LUT .CUBE

Tidra tropical grade, plus low-resolution reference photos.

```
tidra.tokens.json
{
  "color": { "ink": "#1D2A24", "cream": "#E9DFCA", "sand": "#CDBB94", "sea": "#2C4A5A", "coral": "#F
  "type":  { "brand": "Bitter 800", "story": "Newsreader", "science": "IBM Plex Mono", "product": "I
  "logo":  { "step": 0.10, "gap": 0.10, "gapOnGreen": 0.12, "clearSpace": 0.25, "minPx": 24 },
  "grid":  { "columns": 12, "margin": "short/12", "gutter": "margin/3" },
  "map":   { "lineGrowth": 1.11 }
}
```

One file feeds Figma, the website, the apps and AI tools. If a value changes, it changes here first, and every template follows.

NAMING

Files you can find in a year.

`tidra_[piece]_[project]_[format]_v01`	The pattern
`tidra_report_HB_A4_v03`	Report, Halifax Bay, A4, third version
`tidra_deck_seriesB_16x9_v07`	Deck
`tidra_sign_CN_1200x1800_v02`	Site sign, Cairns
`tidra_post_proof_1080x1080_v01`	Social post

Project codes: HB Halifax Bay · SB Shark Bay · DH Darwin Harbour · MB Moreton Bay · CN Cairns. Lowercase, underscores, no spaces, no dates in the name.

WORKING WITH AGENCIES AND AI

Brief with the rules, not with references.

AGENCIES	Send this book, the toolkit and the tokens file with every brief. Ask for files named with the pattern.
AI TOOLS	Paste the tokens file and the five rules on page 2 into the brief. Never let an AI redraw the logo, a coastline or an icon: give it the files.
PHOTOGRAPHY	Brief photographers with section 10 and the LUT. Generated images are for mock-ups only, never presented as Tidra projects.
REVIEW	Anything public goes to Brand & Communications before release. Two working days; same day for social.

OWNERSHIP

If a rule is not in the kit, it is not a rule yet.

Ask once, and it gets added for everyone. New rules are proposed to Brand & Communications, tested on a real piece and published in the next version of this book and the toolkit.

LIVES AT	brand.tidra.com.au
OWNER	Brand & Communications
CONTACT	brand@tidra.com.au
VERSION	1.0 · 10 September 2026
NEXT REVIEW	March 2027

VERSION HISTORY

1.0 · SEP 2026	First edition: strategy, logo, colour, type, living lines and maps, icons, layout, data, interface, photography, applications.
0.9 · JUL 2026	Internal draft for the Series B round.


tidra
Rebuild the coast.
TIDRA.COM.AU · BRAND.TIDRA.COM.AU