

PREPARED FOR CURRUMBIN MINERALS PTY LTD

The brand, everywhere it touches the world.

One brand, everywhere it touches the world.

How the Currumbin Minerals brand appears on the website, on bags, on invoices and on paper, and exactly what gets delivered, at setup and every quarter.

THE MARK

The logo

Locked. Everything is built around it, never over it.

Clear space

Keep space equal to the height of the diamond on every side. Nothing sits inside it, ever.

Minimum sizes

25 mm wide in print, 90 px on screen. Smaller than that, use the diamond alone.

Backgrounds

Full colour on white or the light sand tint. On navy or photography, use the white version. Never place the full colour logo on a busy photo.

One colour uses

Where printing is single colour (bags, dockets, stamps), the logo runs in navy or white only. Never red alone.

Never

Stretch, recolour, outline, shadow, rotate, or redraw. The 1948 diamond is the heritage; treat it like it.



PALETTE

Colour

Drawn from the logo. Nothing else enters.

Colour availability



CM Blue



Navy



Red



Sand



Charcoal

The red rule

Red is for actions only: call buttons, enquire, get a price. It never decorates, never fills a page, never carries the logo alone.

Usage

Blue carries the brand. Navy takes heroes and the closing page of documents. Sand is the warm break between white sections. Charcoal is text.

Print values

CM BLUE #0078C0 · C82 M43 Y0 K0

NAVY #0E3A5C · C92 M67 Y33 K25

RED #D81818 · C6 M100 Y100 K1

SAND #F0EBE1 · CHARCOAL #1B2530

TYPOGRAPHY

Type

Industrial without being retro. Free fonts, no licences.

Headings

Barlow Condensed, bold. Confident, engineered, close set. Sentence case on the website, caps only for small labels.

Body

Barlow regular and medium. Reads easily on a phone in the yard, in gloves, in sun.

On documents

Invoices, quotes and letters use the same two faces, so a docket and the website feel like one company.

Availability

Both are Google Fonts, free on every machine, so anyone in the office can produce something on brand.

Heavy minerals. Clean sand. One Currumbin site.

BARLOW CONDENSED 700

Body text that a builder reads on a phone at the weighbridge, and a procurement manager reads in an office in Singapore.

BARLOW 400 / 500

PRODUCT

Bags and packaging

Every bag that leaves the yard is a moving advertisement.

Bulk bags, 2000 kg

White woven bags, logo printed one colour navy on two opposite faces, centred in the top third. Below it, in Barlow: product name, curmin phone, website. Nothing else.

Paper bags, 40 kg

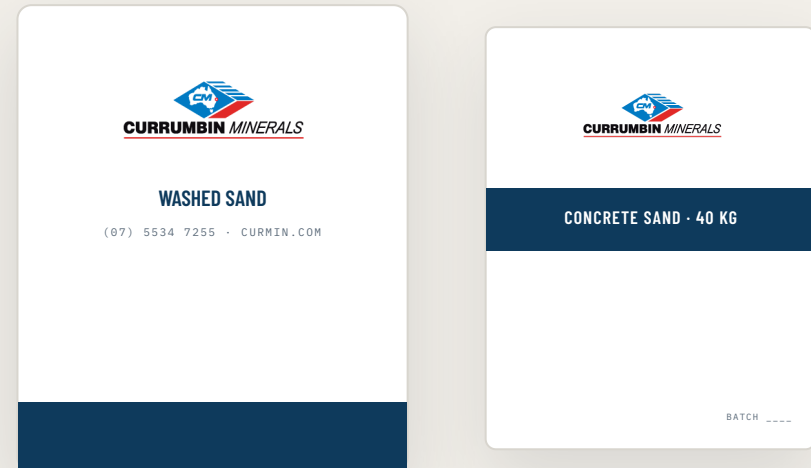
Logo full colour, front face, top third. Product band in navy across the middle with the product name reversed in white. Batch panel bottom right.

Placement rule

The logo always sits in the top third, always with its clear space, never wrapped around a corner or a seam.

Dockets and labels

One colour navy on white stock. Logo top left, document name in Barlow Condensed caps top right.



OFFICE

Invoices and stationery

The brand holds from the quote to the receipt.

Invoice header

Logo top left at 32 mm, TAX INVOICE in Barlow Condensed caps top right, one hairline under both. Details in two quiet columns beneath.

The table

Hairline rows, right aligned figures, GST shown, the amount due in navy at the bottom right. Payment details and terms in one plain paragraph.

Letterhead and quotes

Same header, same footer: address, phone, email, ABN on one hairline-topped line.

Email signature

Text only, no images: name in bold, Currumbin Minerals, phone, curmin.com in CM blue. Renders in every mail app, never breaks.



TAX INVOICE

BILLED TO Sample Builder Pty Ltd 12 Example St, Tugun QLD	INVOICE CM-4187	DUE 14 days
Washed sand, concrete grade, 12 t		\$884.00
Delivery, Tugun		\$120.00
	GST \$73.09	Due \$804.00

What gets built and set up, once.

Website	Nine pages designed, written and launched · washed sand and supply-your-sand enquiry pages · secure forms to your nominated inbox · fast on any phone · you own every part of it
Found on Google	Titles, descriptions and heading structure on every page · sitemap and robots files · submitted to Google and Bing · structured data naming the business, products, location and the Neumann Group parent
Found by AI	Pages structured so ChatGPT, Gemini, Copilot and Perplexity can read and name the business · a machine readable summary file · quotable answers on the money questions
Google Business Profile	Claimed and verified · categories, service area, hours, photos · name, address and phone made consistent across the site, the schema and the profile
Security and hosting	Off the unpatched shared server · static build, no logins to attack · HTTPS, firewall, hardened forms · first year hosting included · a written security summary for the board
Measurement	Analytics, Search Console and Bing · phone taps and form submits counted as enquiries · the launch baseline every quarterly report is judged against
Domain and handover	Domain in the company's name · curmin.com redirected so nothing is lost · all accounts handed over with a walkthrough · 30 days of fixes at no charge

What lands every quarter, without asking.

Content	One new page or article, written and built, targeted at a search real buyers make · four a year builds a content base no local competitor has
Google Business Profile	Posts and photo drops · questions seeded and answered · reviews grown and responded to · this is where local phone calls come from
AI visibility check	The money questions asked across the major AI systems · recorded whether Currumbin Minerals is named · content shaped until it is
Monitoring	Keyword positions tracked · page speed watched · search data mined for the next content target
Competitor snapshot	Who moved, what they published, what they are winning that Currumbin is not
Site updates	Up to three hours each quarter · copy, photos, prices, people, whatever changed in the business
Security check	Dependencies and hardening reviewed and documented, every quarter
The report	One page, six numbers against the launch baseline: visitors · impressions and clicks · profile calls and directions · enquiries · keyword positions · AI citations. Plus a review call. If the numbers do not move, you hear it from us first.

Contact

Brand and delivery guide - Vol. 1



Since 1948. Found in 2026.

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