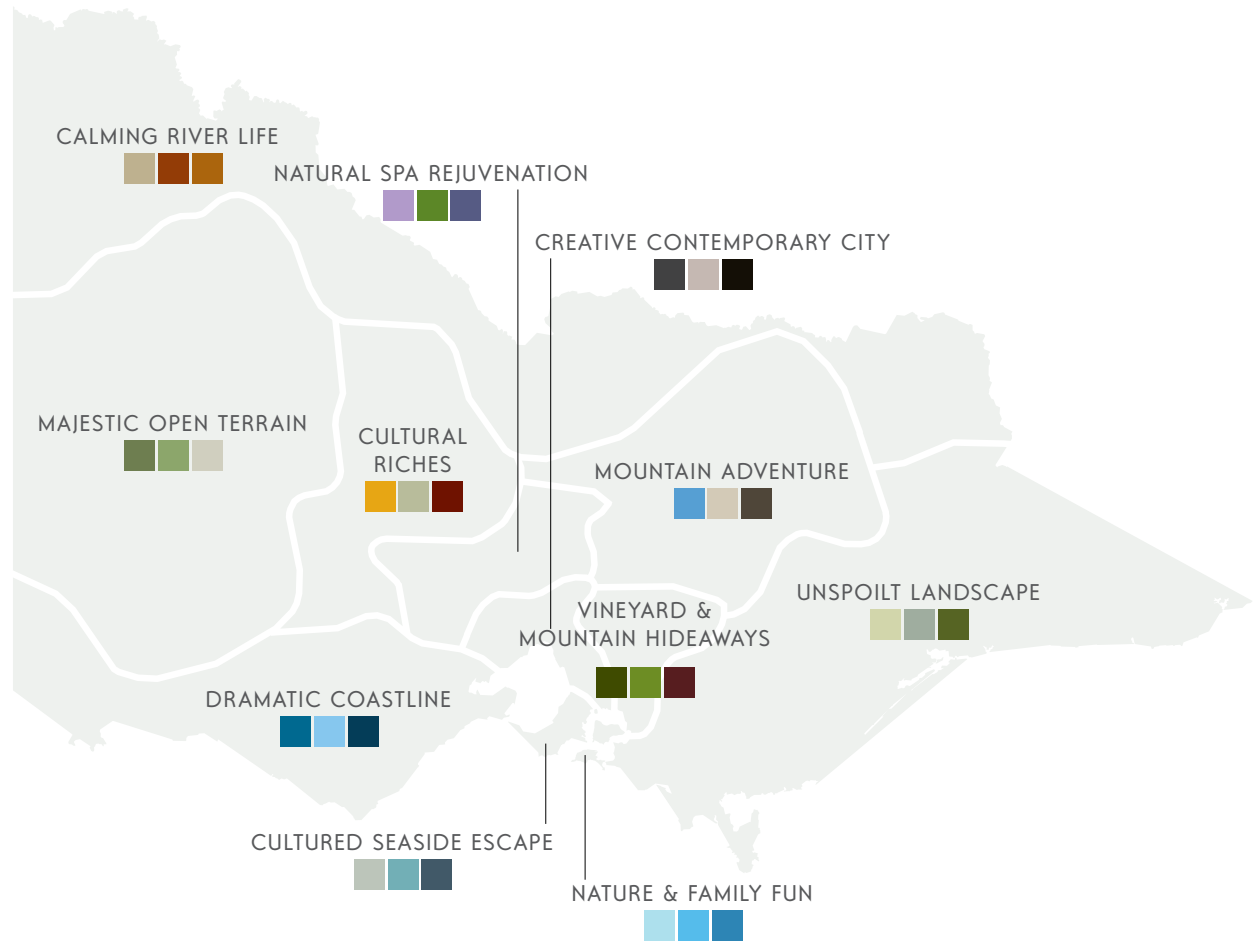


# VICTORIA'S DIFFERENCE

Victoria's jigsaw logo is one of the ways we express what makes our state different – our compact diversity. While others offer iconic landmarks or far horizons, we promise a dense landscape of cultural and natural diversity, rich with intimate experiences. 'Compact diversity' is short hand for Victoria's offer. Sharing this identity provides a simple way for visitors to understand us, and invites them to explore the diversity of our regions.



## DAYLESFORD & THE MACEDON RANGES' IMAGE

Your body feels pampered. Your mind feels open. Your soul, soothed.  
Your tastes alight on nature's gourmet bounty, and a sense of 'heaven'  
naturally springs forth.

Daylesford and The Macedon Ranges. It's...

**SENSUAL | SPRIRITED | CREATIVE | OPEN-MINDED | NOURISHING**

Cool mineral springs flow unrestrained in a surrounding landscape of ambling boulders and hanging rocks, where gourmet hampers are savoured among the lush, cool oasis of lavender fields and aged gums. Slipping into the open arms of a quirky village, welcoming locals and spa retreats offer a sense of goodness, happiness, wellbeing and holistic escape.



## DAYLESFORD & THE MACEDON RANGES' DIFFERENCE

Just as 'compact diversity' stands as shorthand for Victoria's offer, 'natural spa rejuvenation' aims to capture our unique difference – what we offer that no other region does. And all of our marketing communications express this distinct offer and ambience:  
*Sensual, Spirited, Creative, Open-minded, Nourishing.*

### DAYLESFORD & THE MACEDON RANGES' TRAITS – EXPRESSING OUR DIFFERENCE

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Our personality forms part of any creative brief and we use these words to direct the tone of our marketing. We express the moods and feelings described by our key words in all marketing material, while remaining true to Victoria's image. We also use these words throughout written descriptions of our region to further reinforce our personality.

#### **SENSUAL**

Offering springs, spas, picnic and pampering, we embody sensuality in our image.

#### **SPIRITED**

Our lively, eclectic community is expressed in colourful language and imagery.

#### **CREATIVE**

Our communications are imaginative to capture the quirks and diversity of our region.

#### **OPEN-MINDED**

We readily express 'holistic' in our marketing to show the unique offer of our region.

#### **NOURISHING**

The sense of wellness is captured throughout the language and imagery of all of our region's experiences.



# DAYLESFORD & THE MACEDON RANGES' PHOTOGRAPHY

We use short photo essays to tell the stories of our region and to convey its moods and personality. We match images through subject matter, colour and tone – selecting either a warm or cool hue, depending on the mood we're reflecting.



## LANDSCAPE

Capture our greatest natural assets in one sweeping shot to create backdrop and context for our region's experiences.

## CLOSE UP

Use intricate details and incidental things about our region to help create strong memories and emotive associations.

## EVERYDAY

Focus on activities and lifestyle when capturing people, to create interest and desire.

## OUR STYLE

Our photos are clean and crisp, with a sophisticated feel. The colours are naturally vibrant and complement our colour palettes. We avoid over-styling images with effects, filters or over-bleaching or saturating colours.

## COMPOSING PHOTOS

We prefer dynamic images that genuinely capture the moods and attributes of our region. We shoot on clear days to show off our natural assets at their best – looking for clear skies, calm waters, clean beaches. We are careful that shots don't look too staged or set up.

## LIGHTING

Wherever possible, photos are naturally lit. We shoot landscapes in the gentle light of morning or late afternoon, avoiding the harsh light of the middle of the day.

## WIDE SHOTS

When shooting large scale hero imagery we include areas of clear space (eg blue sky) so the area can be used for display text in design and layout. If capturing people they should not dominate the composition, our ideal ratio of talent to destination context is 20:80.

## PEOPLE SHOTS

We choose people that reflect our brand and personality, and prefer to use professional models to ensure we get the shots we need. In some instances we use creative methods such as time lapse, silhouettes or avoiding faces to illustrate an experience without the cost of professional models.

## PHOTO LINKS

Visions of Victoria is Tourism Victoria's official online image library. Once registered, it allows us to search, select, order video footage and download photographs and digital files.  
[www.visionsofvictoria.com.au](http://www.visionsofvictoria.com.au)

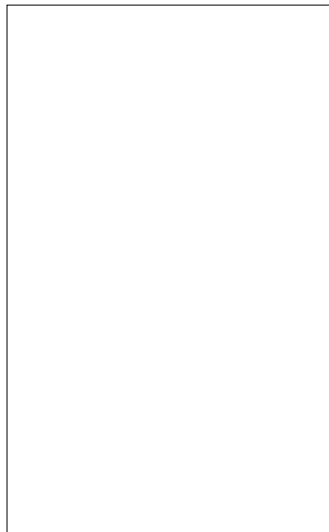
## TALENT GUIDELINES

Full talent and wardrobe guidelines are available from Tourism Victoria's Brand Services unit.



# DAYLESFORD & THE MACEDON RANGES' COLOUR PALETTE

## VICTORIA



<b>PANTONE</b> ® 413 Coated
<b>CMYK</b> C8, M5, 712, K15
<b>WEB COLOUR</b> C6C6BC
<b>PANTONE</b> ® 415 Coated
<b>CMYK</b> C17,12, 20, 34
<b>WEB COLOUR</b> 999A8F
<b>PANTONE</b> ® 417 Coated
<b>CMYK</b> C28, M18, Y28, K54
<b>WEB COLOUR</b> 6D6F64
<b>PANTONE</b> ® 425 Coated
<b>CMYK</b> C0, M0, Y0, K80
<b>WEB COLOUR</b> 565A5C
<b>WHITE</b>
<b>CMYK</b> C0, M0, Y0, K0
<b>WEB COLOUR</b> FFFFFFFF

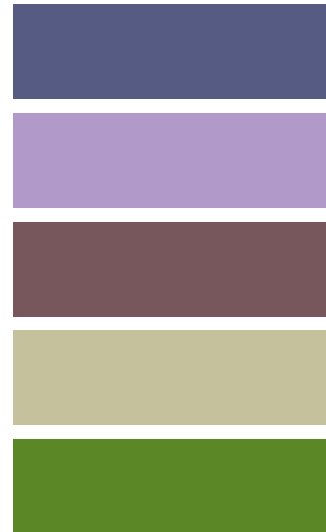
### WHITE SPACE

Clear white space is a key component of Victoria's brand and makes up a significant proportion of all visual representation.

### OUR SHARED COLOURS

The common colour palette ties all of Victoria's regions together. It can be used for generic information panels and neutral type styles and to complement the primary colour palettes of our regions. Avoid using stipples or percentages of these colours.

## DAYLESFORD & THE MACEDON RANGES



<b>PANTONE</b> ® 5275 Coated
<b>CMYK</b> C73, M62, Y8, K26
<b>WEB COLOUR</b> 55517B
<b>PANTONE</b> ® 7440 Coated
<b>CMYK</b> C30, M40, Y0, K0
<b>WEB COLOUR</b> A17AAA
<b>PANTONE</b> ® 4985 Coated
<b>CMYK</b> C48, M65, Y50, K24 *
<b>WEB COLOUR</b> 844C54
<b>PANTONE</b> ® 452 Coated
<b>CMYK</b> C24, M18, Y42, K0
<b>WEB COLOUR</b> CCC89F
<b>PANTONE</b> ® 576 Coated
<b>CMYK</b> C49, M0, Y100, K39
<b>WEB COLOUR</b> 69923A
<b>PANTONE</b> ® 574 Coated
<b>CMYK</b> C54, M24, Y85, K69
<b>WEB COLOUR</b> 435125

PRIMARY COLOURS  
DAYLESFORD

SECONDARY COLOURS

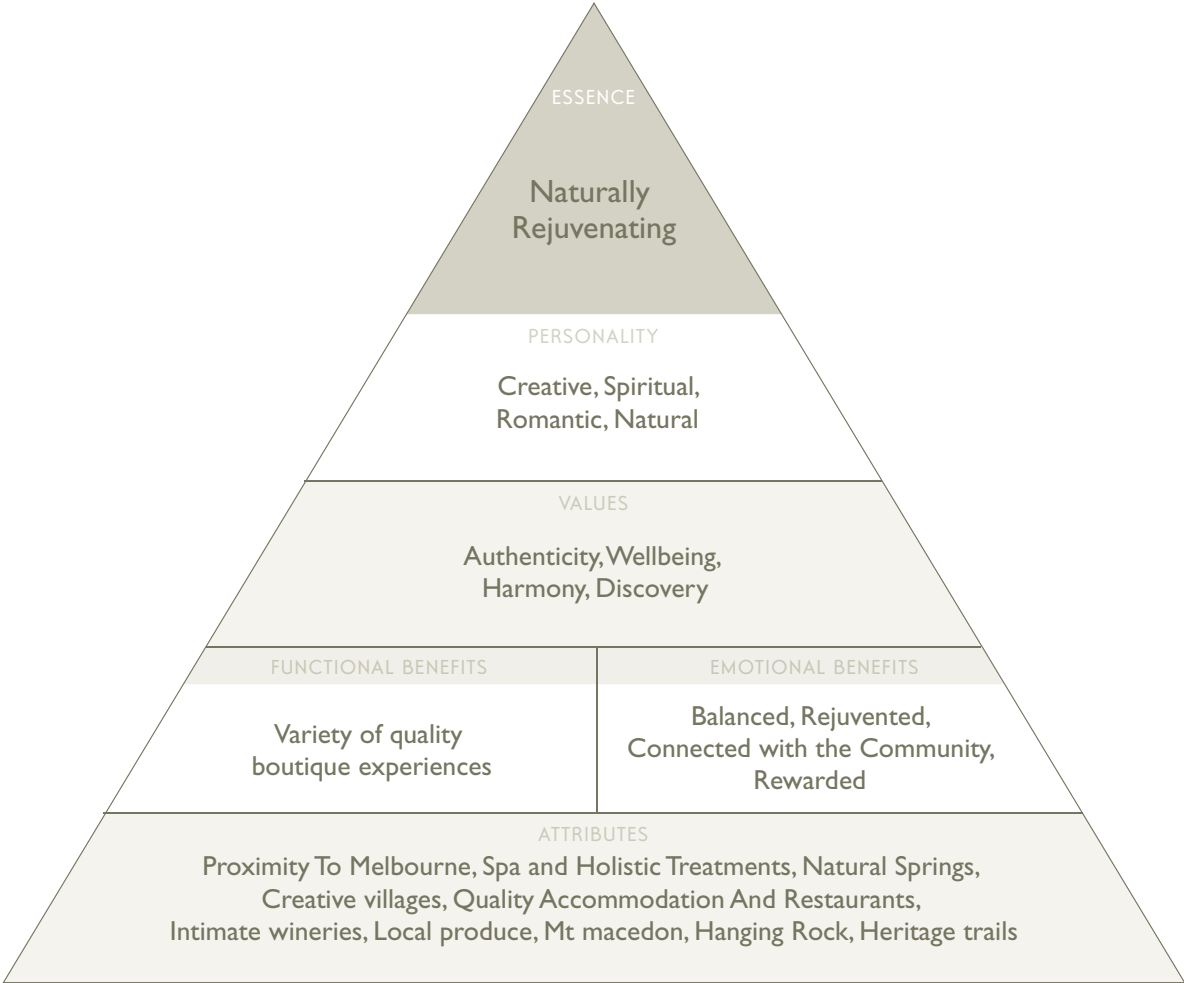
PRIMARY COLOURS  
MACEDON RANGES

### OUR COLOURS

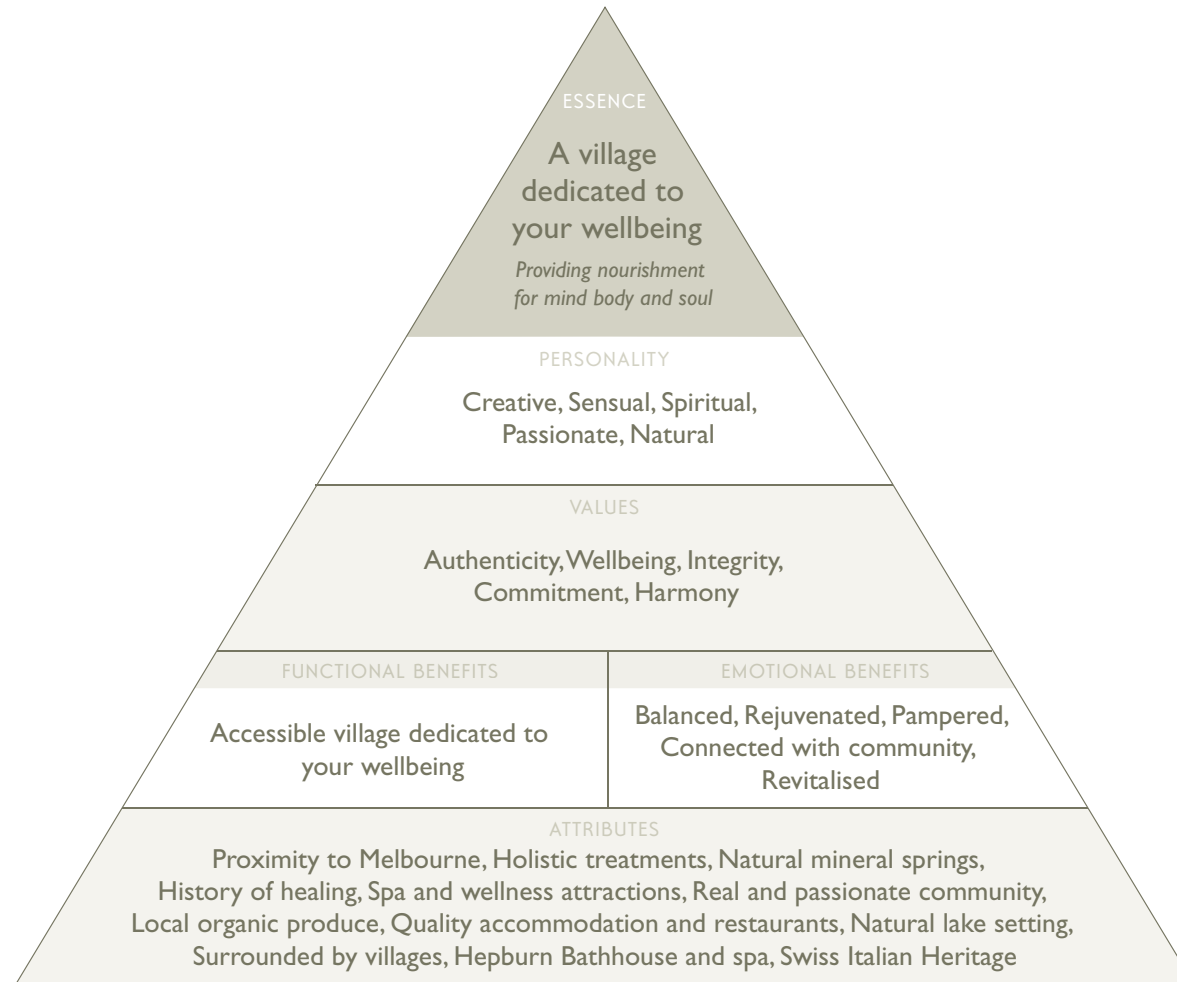
This is our extended colour palette. These colours are sympathetic to our brand language and positioning, and help differentiate us from other regions in Victoria. The three top colours are our core colours, and we use these in all marketing materials, while the bottom three strengthen and complement our palette.



# DAYLESFORD & THE MACEDON RANGES' BRAND PYRAMID



# DAYLESFORD'S BRAND PYRAMID



# VICTORIA'S TYPOGRAPHY

Our family of fonts reflect our shared personality, and the experiences of Victoria. We apply them in the same way across all marketing materials to reinforce our ties with Victoria.

# ABC

Gottomat book is our main font. It has strong links and equity with our existing advertising campaign and jigsaw brand. We use it for story and page headings. **We do not use Gottomat in lower case.**

# ABab

Gill Sans complements Gottomat with a warm 'human' feel. We use it for sub-headings and body copy.

## TYPOGRAPHIC STYLES

### EDITORIAL / DISPLAY

Gottomat is best used at 24 point and above in capitals only.

# VICTORIA

GOTTOMAT BOOK

### HEADINGS AND SUBHEADINGS

Depending on the heirarchy and document requirements, we use either Gottomat or Gill Sans to create headings and sub-headings.

#### GOTTOMAT HEADING A

GILL SANS SUBHEADING B (Gill Sans small caps Regular)

**Gill Sans Subheading C** (Gill Sans Regular)

***Gill Sans Subheading D*** (Gill Sans Regular Italic)

*Gill Sans Subheading E* (Gill Sans Light Italic)

### BODY COPY

We use any combination of the Gill Sans family for the main text in documents.

Together with Victoria's tourism industry, Tourism Victoria is working to maximise employment and the long-term economy of tourism to Victoria by developing and marketing the State as a competitive tourism destination.

GILL SANS LIGHT

### PULL QUOTES

When using quotes or short snippets of information to grab readers' attention, we use Gill Sans Light at any size above 16 point.

Tourism Victoria is a vibrant and dynamic State Government statutory authority actively marketing Victoria as a premier tourism destination both domestically and internationally.

GILL SANS LIGHT

