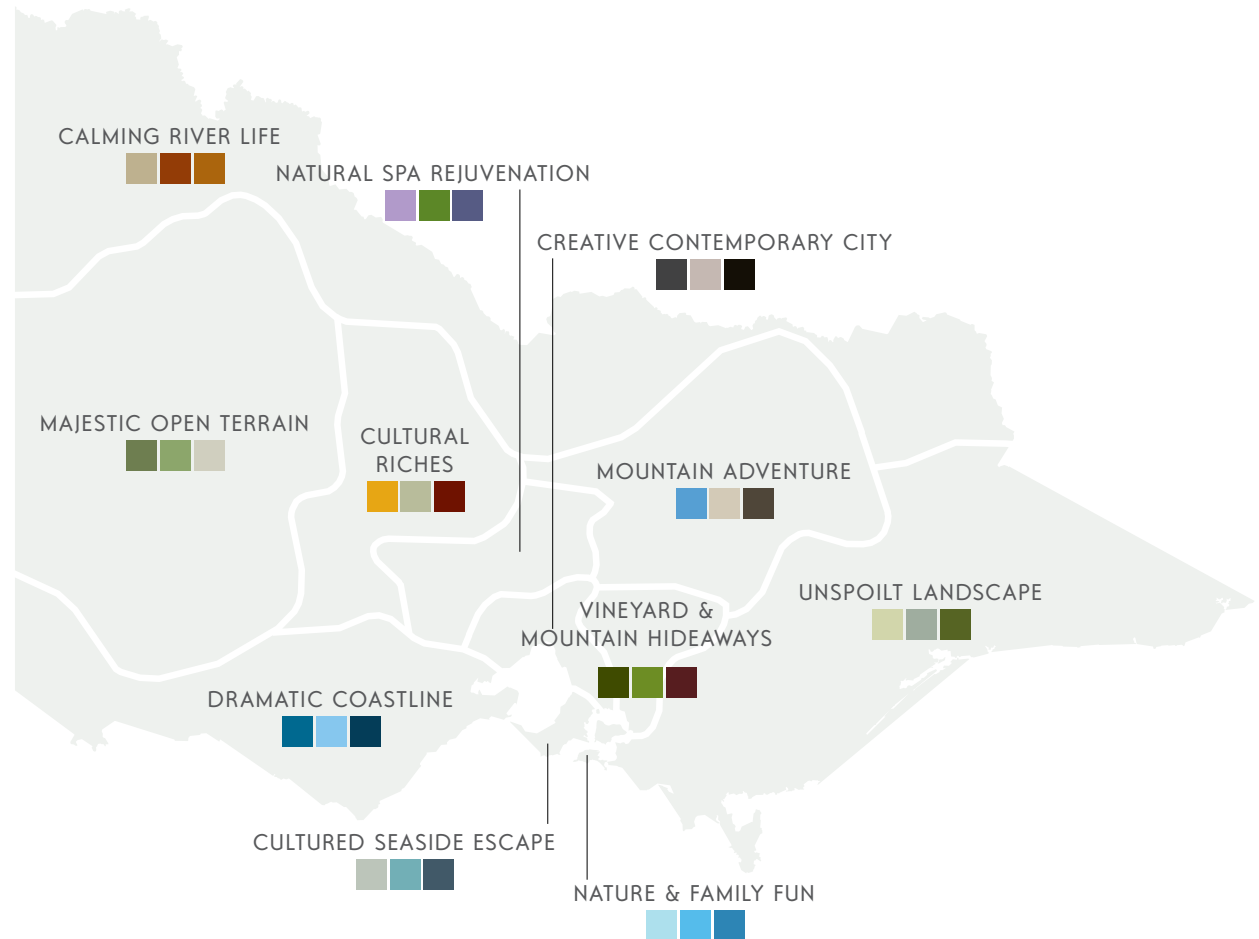


VICTORIA'S DIFFERENCE

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.



THE GOLDFIELDS' IMAGE

Majestic streetscapes whisper of legends and gold.
What once was. And could be. Curiosity hangs in the air.
Write a new chapter. What treasures await?
The Goldfields. It's...

GRAND | ROMANTIC | SURPRISING | HISTORIC | ENRICHING

Grand, golden architecture and townships steeped in heritage form the backdrop to a streetscape pocketed with boutique galleries, contemporary restaurants, and lively local markets. Emerging artistry and a fresh creative edge peppers the majestic surrounds. Fountains and shade-dappled gardens offer welcome respite after a day exploring local legends, or uncovering today's treasures, among the villages of a eucalypt-lined landscape.

LEAVE A LITTLE RICHER



THE GOLDFIELDS' DIFFERENCE

Just as 'compact diversity' stands as shorthand for Victoria's offer, 'cultural riches' 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:
Grand, Romantic, Surprising, Historic, Enriching trips.

THE GOLDFIELD'S TRAITS – EXPRESSING OUR DIFFERENCE

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.

GRAND

The majesty of our region's building and heritage is reflected within our imagery and language.

ROMANTIC

Romantic visuals and language capture an iconic sense of our gold rush era, modern day artisans and curious market villages.

SURPRISING

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

HISTORIC

We ground our style in the opulence and heritage of our roots.

ENRICHING

A warmth and richness is captured in our visual style and written tone of voice.



THE GOLDFIELDS' 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

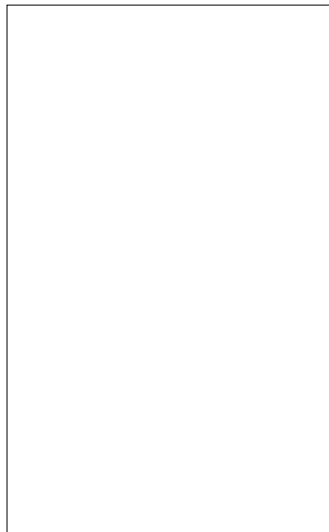
TALENT GUIDELINES

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



THE GOLDFIELDS' COLOUR PALETTE

VICTORIA'S COLOURS



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

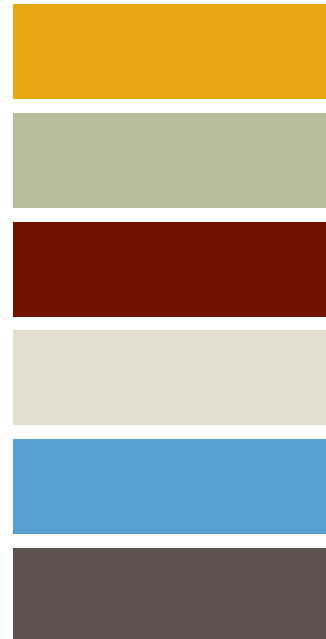
WHITE SPACE

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.

THE GOLDFIELDS' COLOURS



PANTONE® 131 Coated
CMYK C0, M32, Y100, K9
WEB COLOUR CE8E00
PANTONE® 5783 Coated
CMYK C6, M0, Y28, K27
WEB COLOUR A9B089
PANTONE® 1817 Coated
CMYK C23, M85, 54, 68
WEB COLOUR 5E3032
PANTONE® 7527 Coated
CMYK C3, M4, Y14, K8
WEB COLOUR DAD7CB
PANTONE® 542 Coated
CMYK C64, M19, Y1, K4
WEB COLOUR 64A0C8
PANTONE® WM GRAY 11 Coated
CMYK C23, M32, Y31, K64
WEB COLOUR 675C53

PRIMARY COLOURS

SECONDARY COLOURS






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.



BALLARAT'S COLOUR PALETTE

VICTORIA

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







THE GOLDFIELDS

	PANTONE® 131 Coated CMYK C0, M32, Y100, K9 WEB COLOUR CE8E00
	PANTONE® 5783 Coated CMYK C6, M0, Y28, K27 WEB COLOUR A9B089
	PANTONE® 1817 Coated CMYK C23, M85, 54, 68 WEB COLOUR 5E3032
	PANTONE® 7527 Coated CMYK C3, M4, Y14, K8 WEB COLOUR DAD7CB
	PANTONE® 542 Coated CMYK C64, M19, Y1, K4 WEB COLOUR 64A0C8
	PANTONE® WM GRAY 11 Coated CMYK C23, M32, Y31, K64 WEB COLOUR 675C53

OUR REGIONAL COLOURS

These colours are sympathetic to the brand language and positioning of the Goldfields, 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.

BALLARAT

	PANTONE® 660 Coated CMYK C91, M53, Y0, K0 WEB COLOUR 2A6EBB
	PANTONE® 131 Coated CMYK C3, M36, Y100, K6 WEB COLOUR C38E00
	PANTONE® 7461 Coated CMYK C98, M24, Y1, K3 WEB COLOUR 0083BE
	PANTONE® 425 Coated CMYK C38, M28, Y21, K63 WEB COLOUR 565A5C
	PANTONE® 347 Coated CMYK C96, M0, Y88, K1 WEB COLOUR 009B48
	PANTONE® 376 Coated CMYK C53, M0, Y96, K0 WEB COLOUR 7AB800

SUB-REGIONAL COLOURS

These colours are sympathetic to Ballarat. They help differentiate us from other sub-regions within the Goldfields. 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.






PRIMARY COLOURS

SECONDARY COLOURS



BENDIGO'S COLOUR PALETTE

VICTORIA

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

THE GOLDFIELDS

	PANTONE® 131 Coated CMYK C0, M32, Y100, K9 WEB COLOUR CE8E00
	PANTONE® 5783 Coated CMYK C6, M0, Y28, K27 WEB COLOUR A9B089
	PANTONE® 1817 Coated CMYK C23, M85, 54, 68 WEB COLOUR 5E3032
	PANTONE® 7527 Coated CMYK C3, M4, Y14, K8 WEB COLOUR DAD7CB
	PANTONE® 542 Coated CMYK C64, M19, Y1, K4 WEB COLOUR 64A0C8
	PANTONE® WM GRAY 11 Coated CMYK C23, M32, Y31, K64 WEB COLOUR 675C53

OUR REGIONAL COLOURS

These colours are sympathetic to the brand language and positioning of the Goldfields, 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.

BENDIGO

	PANTONE® 188 Coated CMYK C12, M95, Y59, K54 WEB COLOUR 772432
	PANTONE® 5845 Coated CMYK C14, M9, Y51, K25 WEB COLOUR AEAAGC
	PANTONE® 130 Coated CMYK C0, M30, Y100, K0 WEB COLOUR FOAB00
	PANTONE® Black 7 Coated CMYK C51, M44, Y36, K84 WEB COLOUR 363534
	PANTONE® 542 Coated CMYK C64, M19, Y1, K4 WEB COLOUR 64A0C8
	PANTONE® 383 Coated CMYK C26, M3, Y93, K17 WEB COLOUR A2AD00

SUB-REGIONAL COLOURS

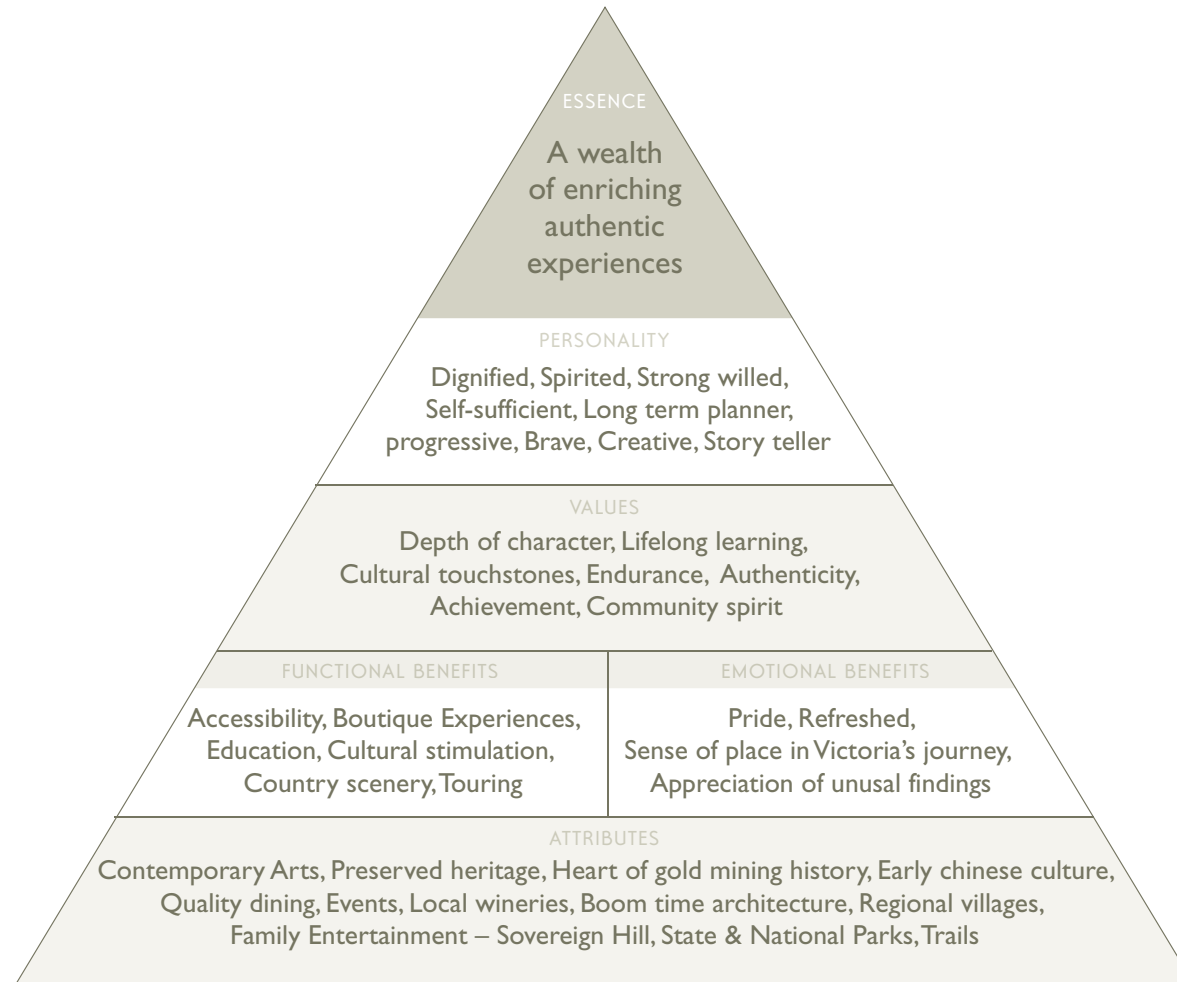
These colours are sympathetic to Bendigo They help differentiate us from other sub-regions within the Goldfields. The three top colours are our core colours, and we use these in all marketing materials, while the bottom three strengthen and complement our palette.

PRIMARY COLOURS

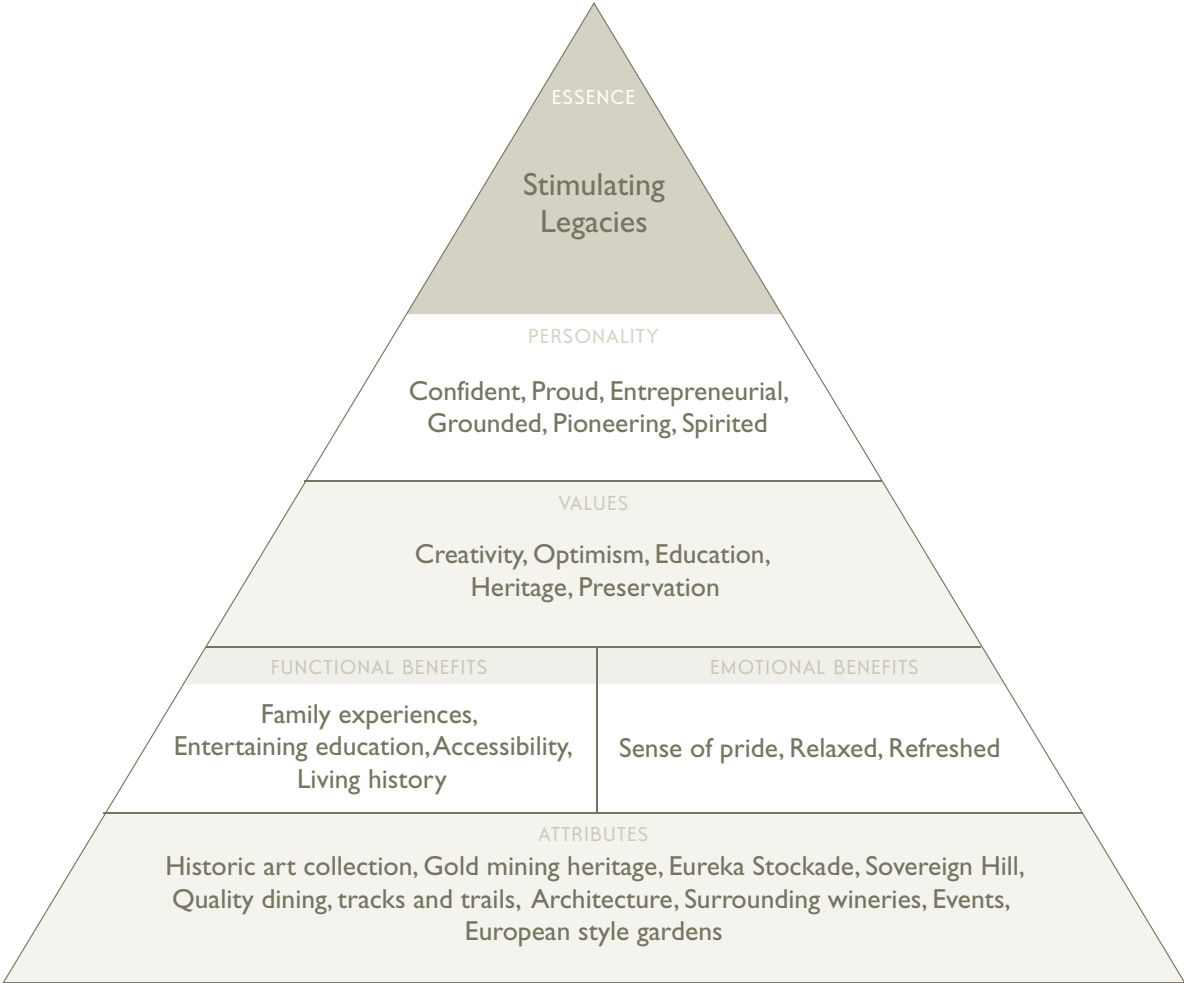
SECONDARY COLOURS



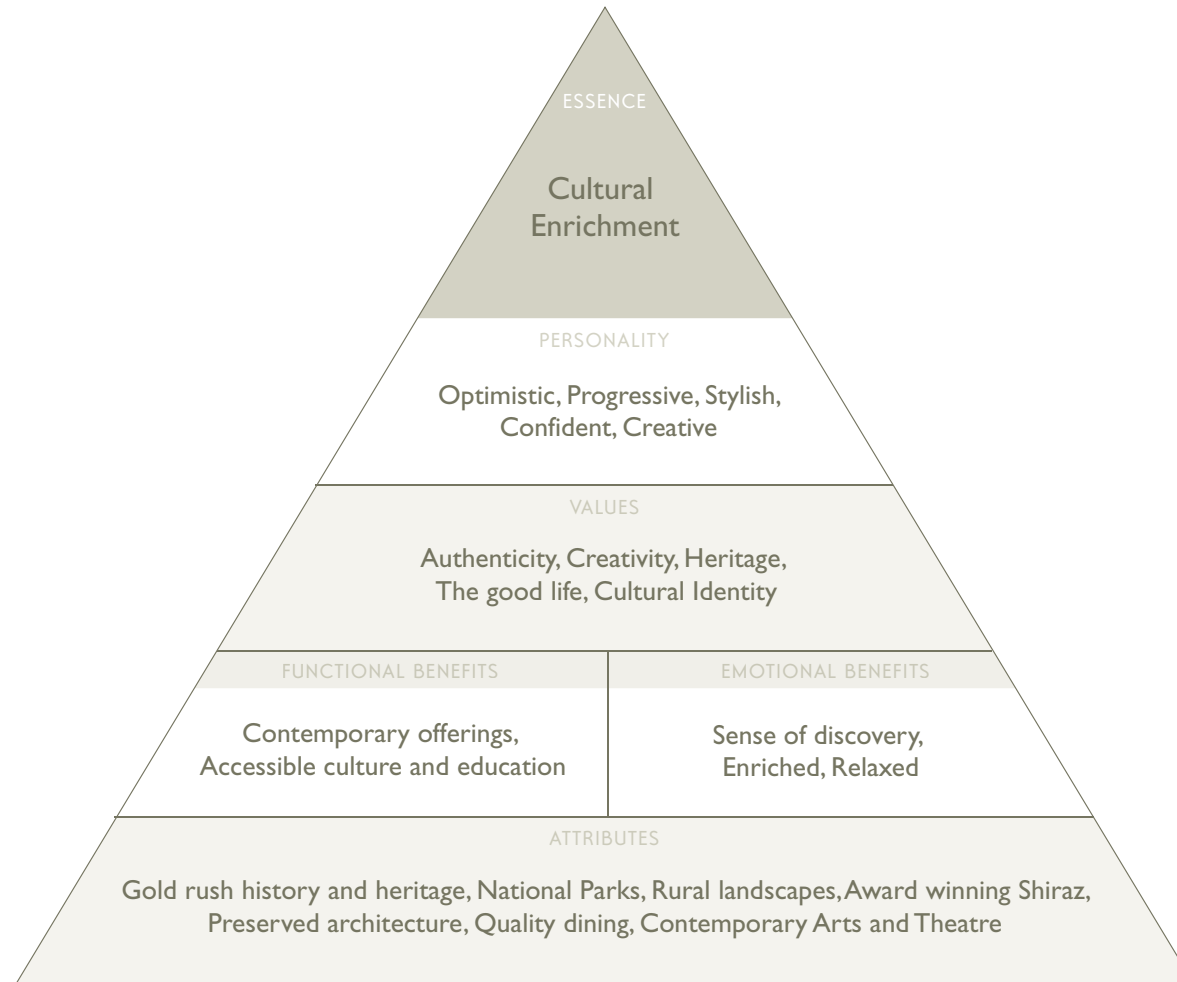
THE GOLDFIELDS' BRAND PYRAMID



BALLARAT'S BRAND PYRAMID



BENDIGO'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 hierarchy 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

