



GREAT OCEAN ROAD
GUIDE BOOK



DESTINATION BRANDING

If tourists travel to Surfers Paradise for the ultimate beach party or to Byron Bay for the life of a hippy – what brings them to the Great Ocean Road? What is it that makes the Great Ocean Road different from other coastal destinations – including Victoria's own Mornington Peninsula?

It's more than attractions. Australia is famous for beaches nation wide but it's those, like Bondi, with a clear identity beyond surf and sand, which enjoy popularity as tourism icons. Because even if we've never been, we have an impression of the place, and the type of people it attracts.

When promoting a destination, that lasting impression is our brand.

CONTENTS

This guide book is about the Great Ocean Road brand. It is a road map to ensure everything – from our fonts and photo style, to the words we choose and our advertising campaigns – consistently tell the same story, and create the impression we want for our region.

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VICTORIA'S IMAGE

Unravelling a story, almost unending. Its rich layers unfold, depths unfurl. You're threaded into the textures of a dense cultural tapestry, and nature welcomes you into a different state of being. Victoria. It's...

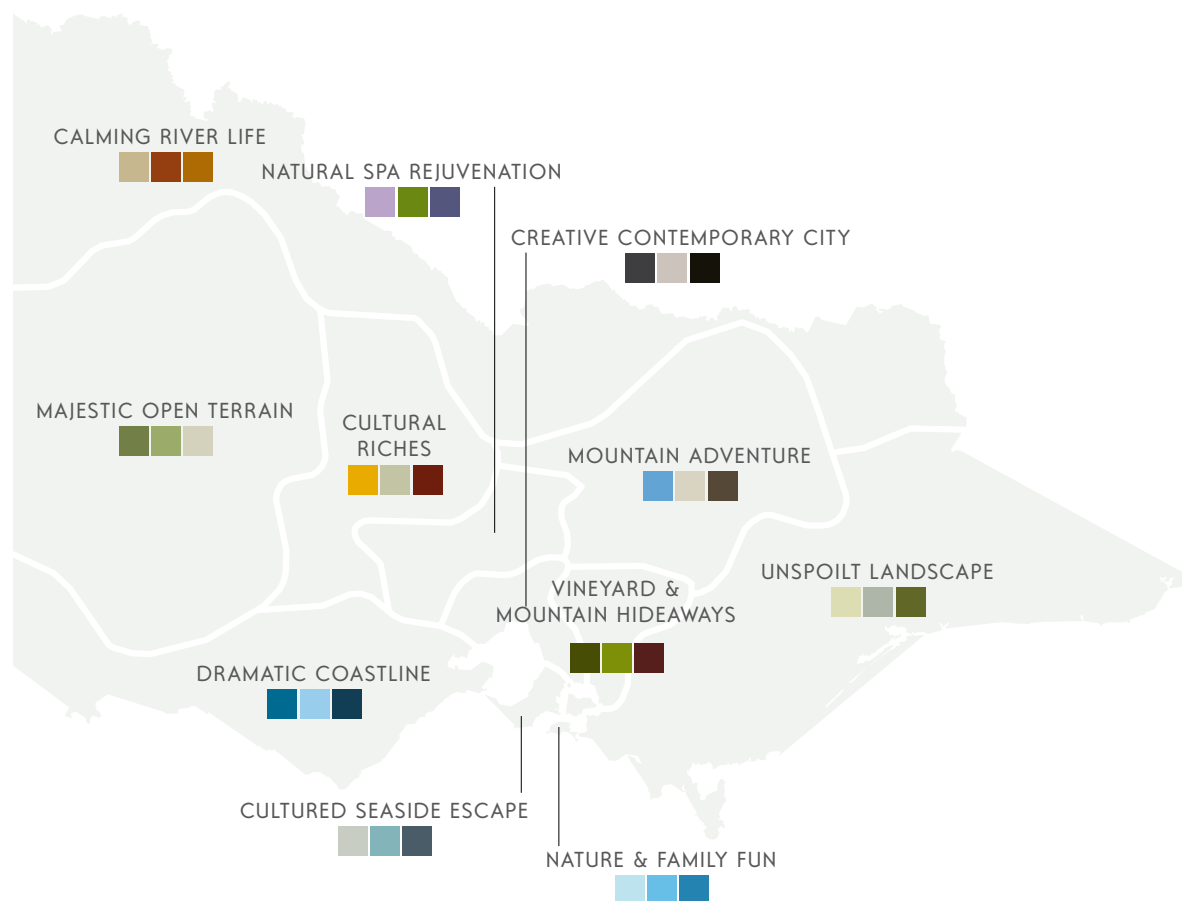
GENUINE | CULTURED | ROMANTIC | SURPRISING | UNDERSTATED

The rich cultural landscape and natural diversity of Victoria envelops you into an endless unwinding story. In a close weave of intimate experiences, contrasting naturescapes are etched against contemporary lifestyles, outdoor adventure, the traditions of wine making, and a love of the arts. The individual character of each region is revealed, and you'll feel wrapped into Victoria's journeys with a sense of it being yours to uncover.

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.



YOU'LL LOVE EVERY PIECE OF VICTORIA

VICTORIA'S TRAITS

As part of Victoria, we remain true to our shared image. In our ever-changing regional landscape is a sense of Victoria as a place that is genuine, cultured, surprising, romantic, and understated. And we consistently express these traits in all of our marketing materials.

GENUINE

Victoria opens its doors to visitors for an authentic experience of our lifestyle and attractions. And we capture the true moods, personality and attributes of our regions through our language and imagery.

CULTURED

We don't fit the stereotypical Aussie image. Our style is more contemporary, and expressive of our modern lifestyles and rich cultural landscape.

ROMANTIC

Victoria is a rich collection of intimate experiences – long coastal road trips, family beach holidays, wine valley escapes, fishing a timeless river – we capture the romance of these experiences through our visual and written imagery.

SURPRISING

Victoria's layers unravel and a unique quality is revealed once arriving, and experiencing our moods, attributes and ambience. We express a sense of this interest and intrigue by being imaginative with our communications.

UNDERSTATED

With our offer of intimate, romantic experiences we remain quietly confident about our appeal. Our communications express an understated attitude.

VICTORIA'S VISUAL ELEMENTS & WRITTEN LANGUAGE

We use core written and visual elements to reinforce our ties with Victoria, and others to reflect the differences of our regions. This helps us show our individual style, mood, story and personality, while leveraging the benefits of Victoria's compact diversity.

TYPOGRAPHY

We all share the same set of fonts and apply them consistently throughout our marketing materials (see guidelines on pages 9–10).

PHOTOGRAPHY

We follow guidelines for landscapes, close ups and everyday imagery, and share a similar photographic style. The individual story of our region is shown through the choice of our photo subjects (see pages 16–17).

COMMON COLOURS

We all share a common palette of colours, as well as using our own selection of regional colours. We follow the same guidelines when applying these colours in marketing material (see pages 18–19).

WORDS

The structure and writing style in our communications is consistent, but the individual messages and stories that come through express our region's difference (see page 15).

DESIGN LAYOUTS

We use similar design layout wherever possible to ensure consistency throughout Victoria's marketing material. Clear white space is a key component of all regional brands and as such, makes up a significant proportion of all visual elements (currently under development).

VICTORIA'S LOGOS & TEMPLATES



TOURISM VICTORIA

We use the jigsaw logo on all domestic marketing materials and sponsorships. Guidelines about how to use it correctly are available through Tourism Victoria's Brand Services unit.

We use cover templates on key collateral to ensure consistency throughout Victoria's marketing. The full suite of templates can be accessed via www.visionsofvictoria.com. To request usage please contact Tourism Victoria's Regional Marketing team.



BRAND VICTORIA

We use the Brand Victoria logo on all international marketing materials and trade partnerships. Guidelines about how to use it correctly are available through Tourism Victoria's Brand Services unit at www.brandvictoria.com

TACTICAL MARKETING

We use templates for local area tactical marketing. It is available at www.tourism.fastartbureau.com

VICTORIA'S TYPOGRAPHY

Our family of fonts reflect our shared personality, and the experiences of Victoria. We combine them in particular ways to accent action, emotion and other types of information. We apply them in the same way across all marketing materials to reinforce our ties with Victoria.

GOTTOMAT

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.

Gill Sans

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ*

GOTTOMAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

GILL SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

GILL SANS REGULAR

VICTORIA'S TYPOGRAPHY

TYPOGRAPHY LINKS

Gottomat is distributed by Tourism Victoria via www.visionsofvictoria.com. The full set of Gill Sans is readily available on most PCs.

COPYRIGHT

Licenses typically allow fonts to be used on up to five computers. Check with the font distributor for more information, and additional licences.

EDITORIAL

This typeface 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

GREAT OCEAN ROAD



GREAT OCEAN ROAD'S IMAGE

Stress washes overboard as you coast the endless road. Fresh, salty air fills you with adventure. Iconic landscapes loom. And a sense of grandness, of freedom, sweeps in. The Great Ocean Road. It's...

DRAMATIC | WONDROUS | ROMANTIC | VIBRANT | FREEDOM

A coastal sanctuary of contrasting natural beauty, where unexpected hinterland waterfall walks reveal dappled lush forests at the edge of lively salt-washed villages. And rugged oceanic splendour and raw seascapes draw you along a rambling stretch of natural therapy.

GREAT OCEAN ROAD'S DIFFERENCE

Just as 'compact diversity' stands as shorthand for Victoria's offer, 'dramatic coastline' 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: Dramatic, Wondrous, Romantic, Vibrant, Freedom for pleasure seekers.

GREAT OCEAN ROAD'S TRAITS

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.

DRAMATIC

Strong, dynamic visual and written imagery are expressive of our region's diverse landscape and offer:

WONDROUS

Rich, expressive language and carefully structured photo essays tell the story of awe-inspiring natural beauty.

ROMANTIC

The romance of long road trips, and rugged, stretching coast are explicitly captured in our imagery to stand as the icons of our region.

VIBRANT

Our colours and language pick up the on the boldness of our region's natural hues.

FREEDOM

We use open, clean spaces and strong lines in our visual style to draw people in with a sense of openness, direction and possibility.

GREAT OCEAN ROAD'S LANGUAGE

BRAND STORY

Stress washes overboard as you coast the endless road. Fresh, salty air fills you with adventure. Iconic landscapes loom. And a sense of grandness, of freedom, sweeps in. The Great Ocean Road. It's dramatic, wondrous, romantic, vibrant, freedom.

RATIONALE

With colourful imagery, our brand story captures the moods and feelings of our region, and what is at the heart of the experience. It leaves readers with an impression of our offer and personality – providing a clear identity for our region.

HOW TO USE IT

These words ideally introduce our region, and are best used as top line messaging, such as at the beginning of regional brochures. They work well with our campaign strapline 'Visitors have a habit of leaving things behind' to further reinforce our brand / the impression we hope to create about our region. We also litter some of the words – such as 'stress washes overboard' or 'iconic landscapes loom' – throughout regional marketing to help reinforce the experience of Great Ocean Road.

REGIONAL DESCRIPTION

A coastal sanctuary of contrasting natural beauty, where unexpected hinterland waterfall walks reveal dappled lush forests at the edge of lively salt-washed villages. And rugged oceanic splendour and raw seascapes draw you along a rambling stretch of natural therapy.

RATIONALE

Our regional description provides an overview of our region's key attributes. It supports our brand story by providing detail about the types of experiences and activities available to visitors.

HOW TO USE IT

These words are best used when a brief overview of our region's attributes is needed, such as an "about Great Ocean Road" section of a brochure or on a flyer. They work well as an introduction to more detailed information about our region, such as its activities, attractions, accommodation, and experiences.

CAMPAIGN STRAPLINE

Our entire region shares the strapline; "Nature's invigorating journey." Geelong and The Bellarine also uses; "Come back down to earth."

RATIONALE

Our current campaign and strapline reinforce the impression we hope to create about our region.

HOW TO USE IT

We use 'Nature's invigorating journey' for our wider regional brand. This works well with our brand story. Geelong and The Bellarine also use its individual strapline for more focused sub-regional marketing to sign off on advertising.

GREAT OCEAN ROAD'S 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.

GREAT OCEAN ROAD'S PHOTOGRAPHY

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.

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.



GREAT OCEAN ROAD'S COLOURS



We are discerning with colour and apply it consistently across our marketing material. Our colour palette helps distinguish our region from others in Victoria and enables us to express distinct moods and attributes. We use colour with subtlety and ensure adequate proportions of white space are maintained. Our colour palette is sympathetic to our natural environment.

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.

GREAT OCEAN ROAD'S COLOURS

		PANTONE® 291 Coated CMYK C36, M3, Y0, K0 WEB COLOUR AOCFEB	PRIMARY COLOURS
		PANTONE® 7470 Coated CMYK C99, M11, Y21, K53 WEB COLOUR 005E6E	
		PANTONE® 7503 Coated CMYK C10, M15, Y45, K28 WEB COLOUR A79E70	
		PANTONE® 377 Coated CMYK C51, M5, Y98, K23 WEB COLOUR 739600	
		PANTONE® 575 Coated CMYK C57, M11, Y85, K45 WEB COLOUR 557630	

OUR COLOURS






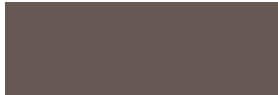

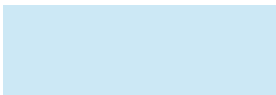







This is our extended colour palette. These colours are sympathetic to our brand language and positioning, and help differentiate us from other regions in Victoria. The three top colours are our core colours, and we use these in all marketing materials, while the bottom three strengthen and complement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

GREAT OCEAN ROAD'S SUB-REGIONAL COLOURS

As our region has a large geographical area, colour palettes exist to help identify key sub-regions within the 'Great Ocean Road' piece of Victoria. We use these palettes when creating marketing collateral specific to each individual sub-region.



GREAT OCEAN ROAD'S SUB-REGIONAL COLOURS

	GEELONG/BELLARINE	TORQUAY/SURF COAST	LORNE
PRIMARY COLOURS			
			
			
GREAT OCEAN ROAD CORE COLOUR			
ACCENT COLOUR			
	PANTONE® 630 Coated CMYK C49, M0, Y8, K0 WEB COLOUR 85CDD8	PANTONE® 320 Coated CMYK C100, M0, Y30, K2 WEB COLOUR 009AA6	PANTONE® 7459 Coated CMYK C76, M6, Y8, K15 WEB COLOUR 3095B4
	PANTONE® 654 Coated CMYK C100, M73, Y10, K50 WEB COLOUR 002C5F	PANTONE® 7504 Coated CMYK C17, M30, Y45, K38 WEB COLOUR 91785B	PANTONE® WARM GREY 11 Coated CMYK C23, M32, Y31, K64 WEB COLOUR 002B45
	PANTONE® 465 Coated CMYK C7, M27, Y55, K22 WEB COLOUR B3995D	PANTONE® 290 Coated CMYK C24, M1, Y1, K0 WEB COLOUR AOCFEB	PANTONE® 452 Coated CMYK C12, M8, Y35, K22 WEB COLOUR B3B38C
	PANTONE® 7470 Coated CMYK C99, M11, Y21, K53 WEB COLOUR 005E6E	PANTONE® 7470 Coated CMYK C99, M11, Y21, K53 WEB COLOUR 005E6E	PANTONE® 7470 Coated CMYK C99, M11, Y21, K53 WEB COLOUR 005E6E
	PANTONE® 320 Coated CMYK C100, M0, Y30, K2 WEB COLOUR 009AA6	PANTONE® 7503 Coated CMYK C10, M15, Y45, K28 WEB COLOUR A79E70	PANTONE® 377 Coated CMYK C51, M5, Y98, K23 WEB COLOUR 739600

GEELONG/BELLARINE'S COLOURS

This colour palette attempts to set Geelong and the Bellarine apart from other regions within the Great Ocean Road. It uses a palette which references water and the bay, sands and existing Geelong City branding.
















TORQUAY/SURF COAST'S COLOURS

This colour palette attempts to set Torquay and the Surf Coast apart from other regions within the Great Ocean Road. It uses a contemporary, youthful, yet stylish palette to identify it.

LORNE'S COLOURS

This colour palette attempts to set Lorne apart from other regions within the Great Ocean Road. It uses a palette which is mature, sophisticated and stylish, and one which reflects the environment.

GREAT OCEAN ROAD'S SUB-REGIONAL COLOURS

	APOLLO BAY/OTWAYS	PORT CAMPBELL	WARRNAMBOOL
PRIMARY COLOURS			
	PANTONE® 377 Coated CMYK C51, M5, Y98, K23 WEB COLOUR 739600	PANTONE® 4655 Coated CMYK C6, M38, Y42, K18 WEB COLOUR BD9271	PANTONE® 7463 Coated CMYK C100, M62, Y12, K62 WEB COLOUR 003150
			
	PANTONE® 575 Coated CMYK C57, M11, Y85, K45 WEB COLOUR 557630	PANTONE® 7503 Coated CMYK C10, M15, Y45, K28 WEB COLOUR A79E70	PANTONE® 320 Coated CMYK C100, M0, Y30, K2 WEB COLOUR 009AA6
			
	PANTONE® 637 Coated CMYK C65, M0, Y7, 0 WEB COLOUR 90D7E7	PANTONE® 7459 Coated CMYK C76, M6, Y8, K15 WEB COLOUR 3095B4	PANTONE® 305 Coated CMYK C57, M0, Y7, K0 WEB COLOUR 65CFE9
GREAT OCEAN ROAD CORE COLOUR			
	PANTONE® 7470 Coated CMYK C99, M11, Y21, K53 WEB COLOUR 005E6E	PANTONE® 7470 Coated CMYK C99, M11, Y21, K53 WEB COLOUR 005E6E	PANTONE® 7470 Coated CMYK C99, M11, Y21, K53 WEB COLOUR 005E6E
ACCENT COLOUR			
	PANTONE® 320 Coated CMYK C100, M0, Y30, K2 WEB COLOUR 009AA6	PANTONE® WARM GREY 11 Coated CMYK C23, M32, Y31, K64 WEB COLOUR 002B45	PANTONE® 1235 Coated CMYK C0, M30, Y95, K0 WEB COLOUR FFB612

APOLLO BAY/OTWAYS' COLOURS

This colour palette attempts to set Apollo Bay and the Otways apart from other regions within the Great Ocean Road. It uses a palette that reflects the environment and natural feel of the region.

PORT CAMPBELL'S COLOURS

This colour palette attempts to set Port Campbell and the 12 Apostles apart from other regions within the Great Ocean Road. It uses a palette which reflects the sheer cliff faces, sands, and natural raw feel.

WARRNAMBOOL'S COLOURS

This colour palette attempts to set Warrnambool apart from other regions within the Great Ocean Road. It uses a palette which reflects the deep ocean colours, yet is fun and playful to reflect young family life.

GREAT OCEAN ROAD'S SUB-REGIONAL COLOURS

PORT FAIRY

PRIMARY COLOURS



PANTONE® 7475 Coated
CMYK C68, M12, Y28, K35
WEB COLOUR 477F80



PANTONE® 330 Coated
CMYK C95, M15, Y47, K62
WEB COLOUR 005751



PANTONE® 452 Coated
CMYK C12, M8, Y35, K22
WEB COLOUR B3B38C

GREAT OCEAN ROAD CORE COLOUR



PANTONE® 7470 Coated
CMYK C99, M11, Y21, K53
WEB COLOUR 005E6E

ACCENT COLOUR



PANTONE® 576 Coated
CMYK C52, M6, Y79, K25
WEB COLOUR 69923A

PORT FAIRY'S COLOURS

This colour palette attempts to set Port Fairy apart from other regions within the Great Ocean Road.

It uses a palette which is mature, refined and indicative of the watery tones of the ocean and harbour.

DISCOVERY COAST



PANTONE® 7477 Coated
CMYK C85, M29, Y21, K63
WEB COLOUR 85CDD8



PANTONE® 290 Coated
CMYK C24, M1, Y1, K0
WEB COLOUR A0CFEB



PANTONE® 377 Coated
CMYK C51, M5, Y98, K23
WEB COLOUR 739600



PANTONE® 7470 Coated
CMYK C99, M11, Y21, K53
WEB COLOUR 005E6E



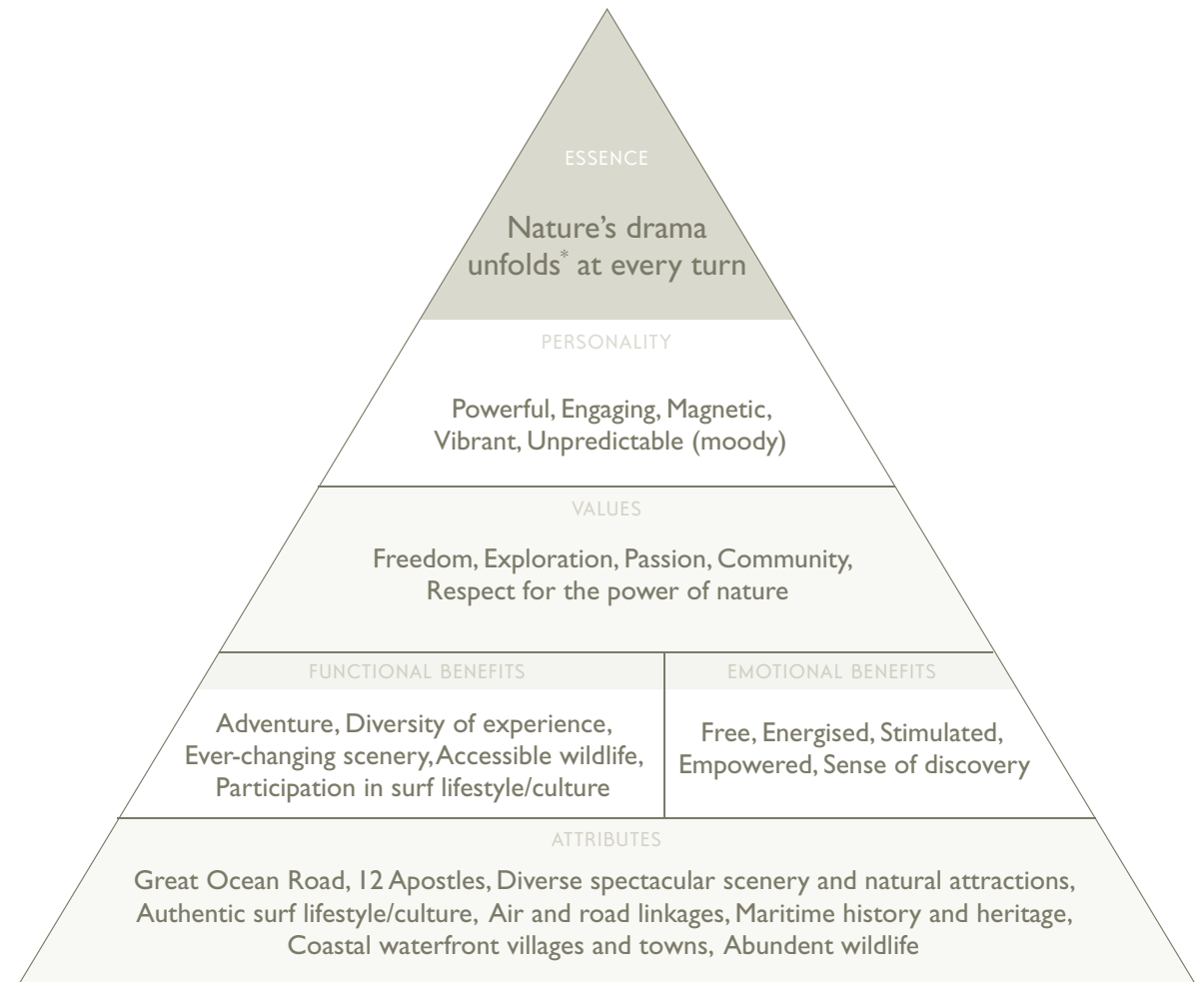
PANTONE® 630 Coated
CMYK C49, M0, Y8, K0
WEB COLOUR 85CDD8

DISCOVERY COAST'S COLOURS

This colour palette attempts to set Portland and the Discovery Coast apart from other regions within the Great Ocean Road. It uses a palette which reflects the environment while allowing for spontaneity and bursts of energy.

GREAT OCEAN ROAD'S BRAND PYRAMID

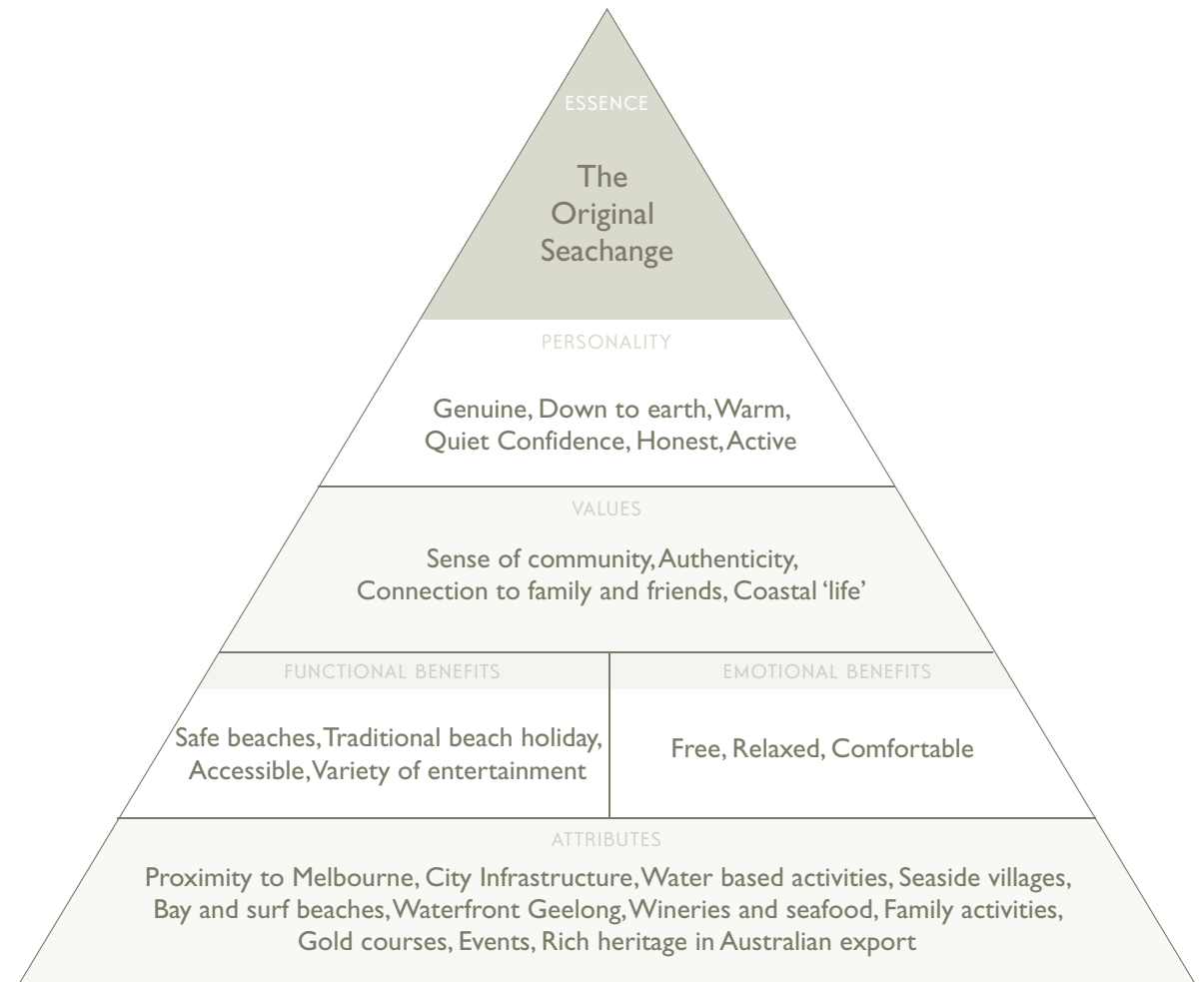
Our brand pyramid is a snap shot of all the qualities, experiences and attributes that make up our region's unique offer. We use our brand pyramid to help guide the development of all marketing material. It is the foundation to our brand story, brand language and all written and visual elements of our communications.



*unfolds – should be read in conjunction with Personality; it is active and powerful, it is not passive.

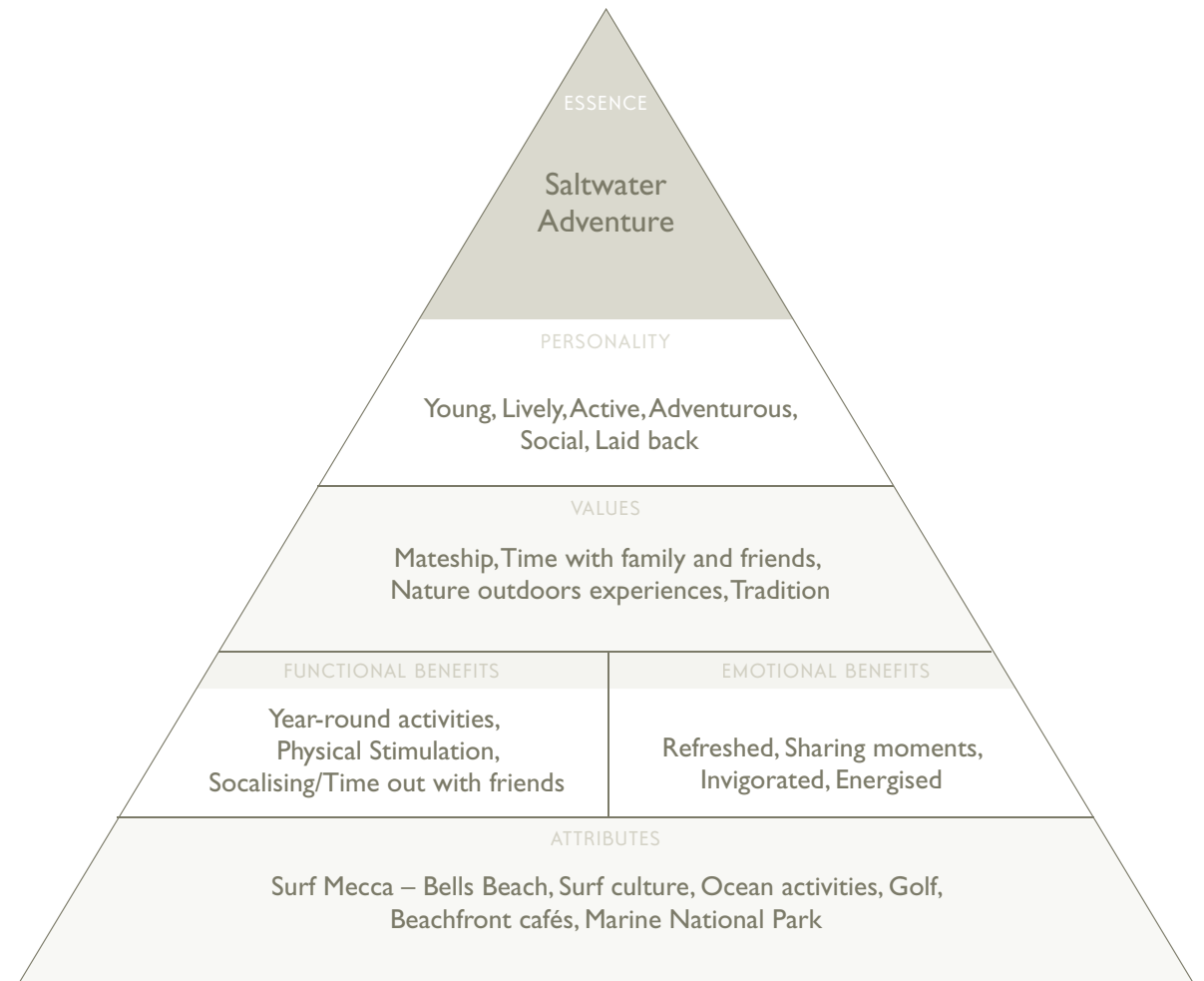
GEELONG & THE BELLARINE'S BRAND PYRAMID

Our brand pyramid is a snap shot of all the qualities, experiences and attributes that make up our region's unique offer. We use our brand pyramid to help guide the development of all marketing material. It is the foundation to our brand story, brand language and all written and visual elements of our communications.



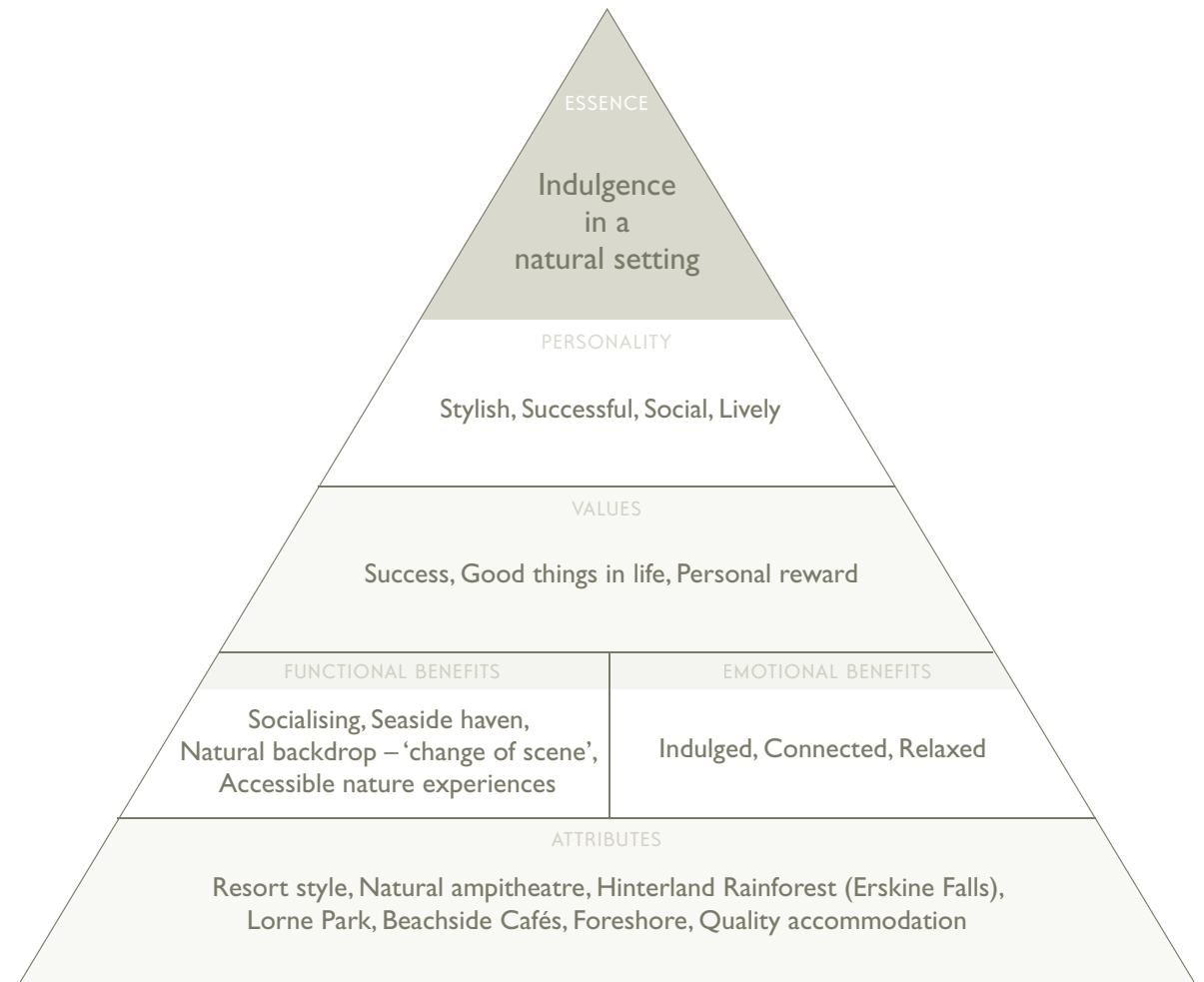
TORQUAY & THE SURF COAST'S BRAND PYRAMID

Our brand pyramid is a snap shot of all the qualities, experiences and attributes that make up our region's unique offer. We use our brand pyramid to help guide the development of all marketing material. It is the foundation to our brand story, brand language and all written and visual elements of our communications.



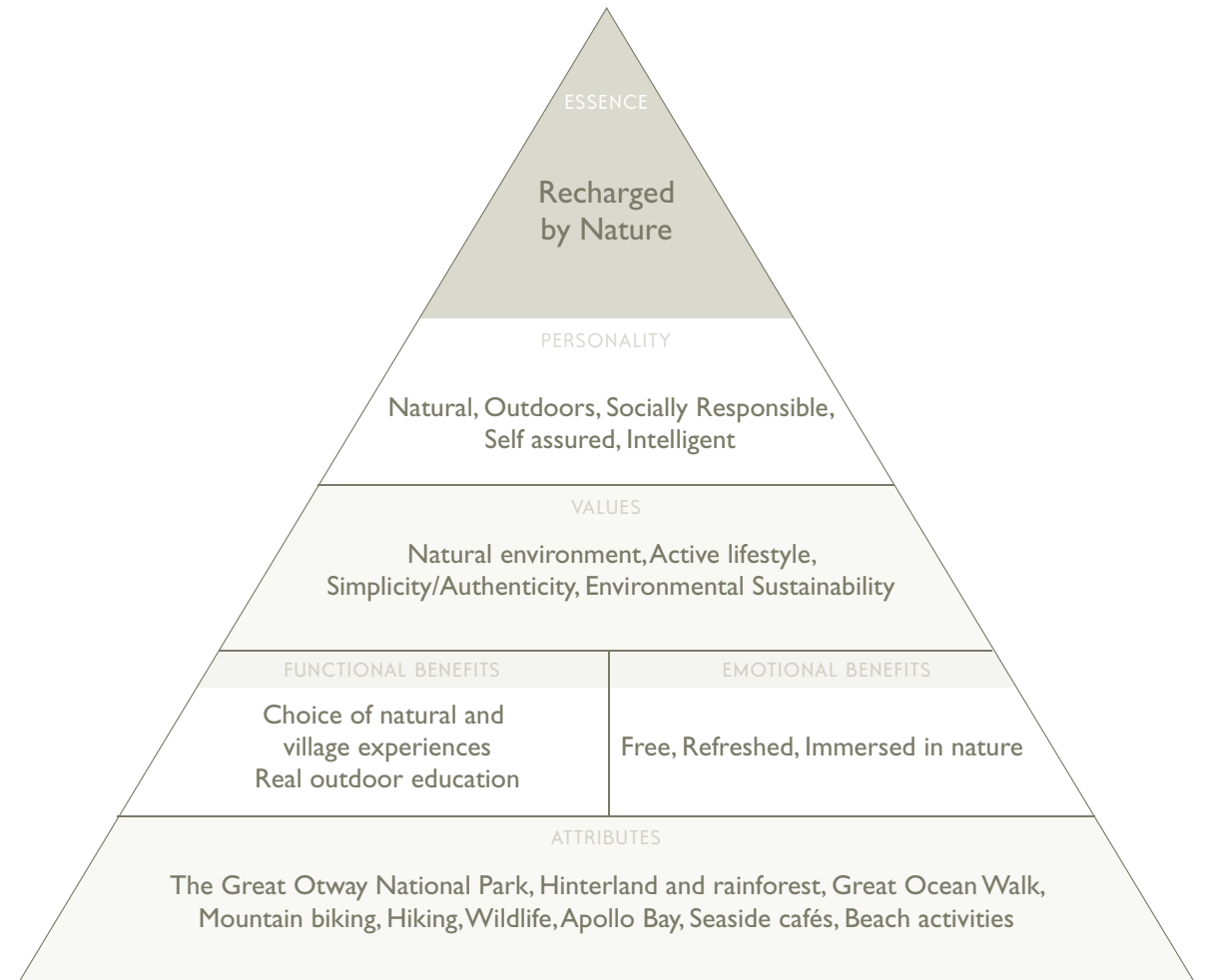
LORNE & SURROUNDS' BRAND PYRAMID

Our brand pyramid is a snap shot of all the qualities, experiences and attributes that make up our region's unique offer. We use our brand pyramid to help guide the development of all marketing material. It is the foundation to our brand story, brand language and all written and visual elements of our communications.



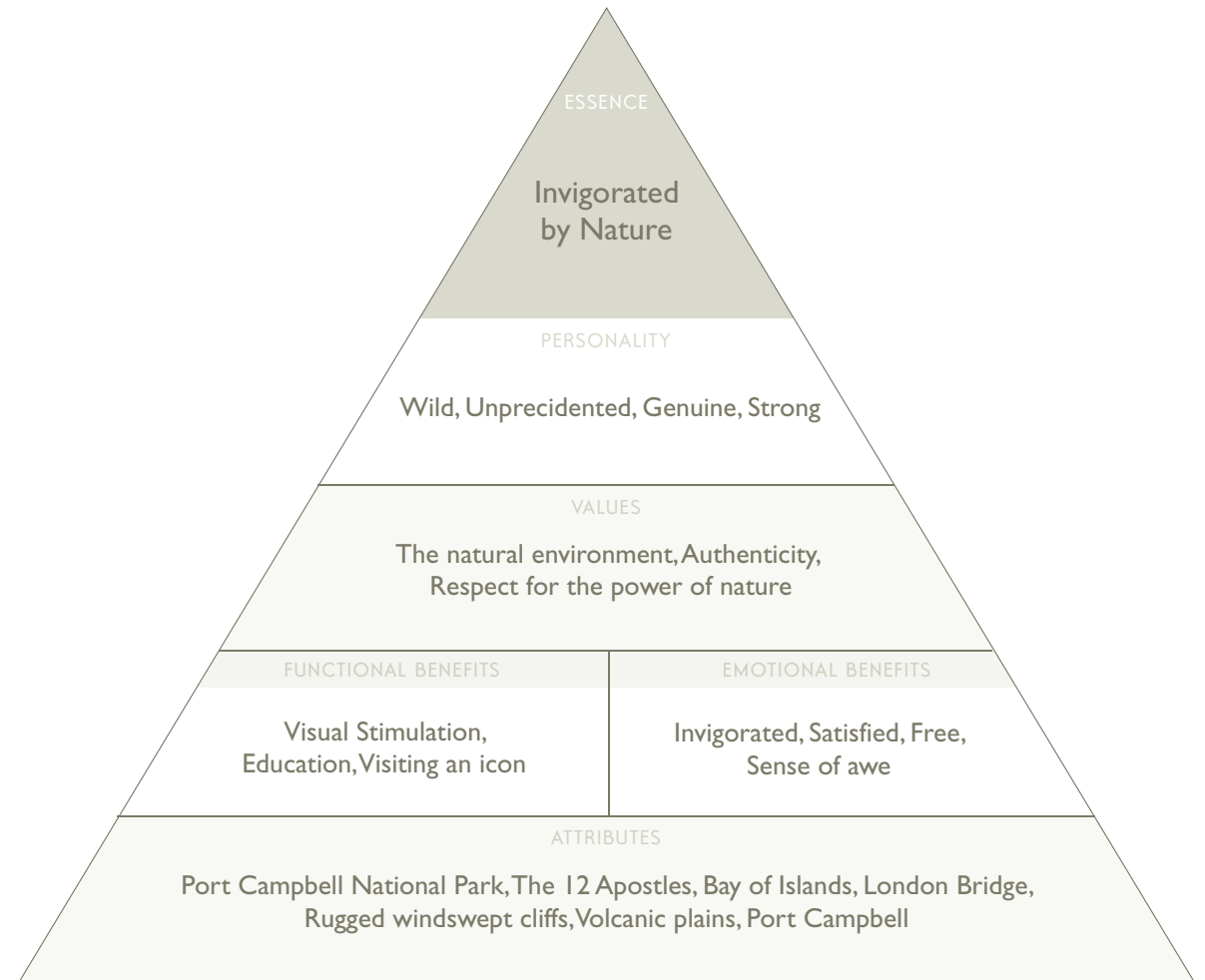
APOLLO BAY & THE OTWAY'S BRAND PYRAMID

Our brand pyramid is a snap shot of all the qualities, experiences and attributes that make up our region's unique offer. We use our brand pyramid to help guide the development of all marketing material. It is the foundation to our brand story, brand language and all written and visual elements of our communications.



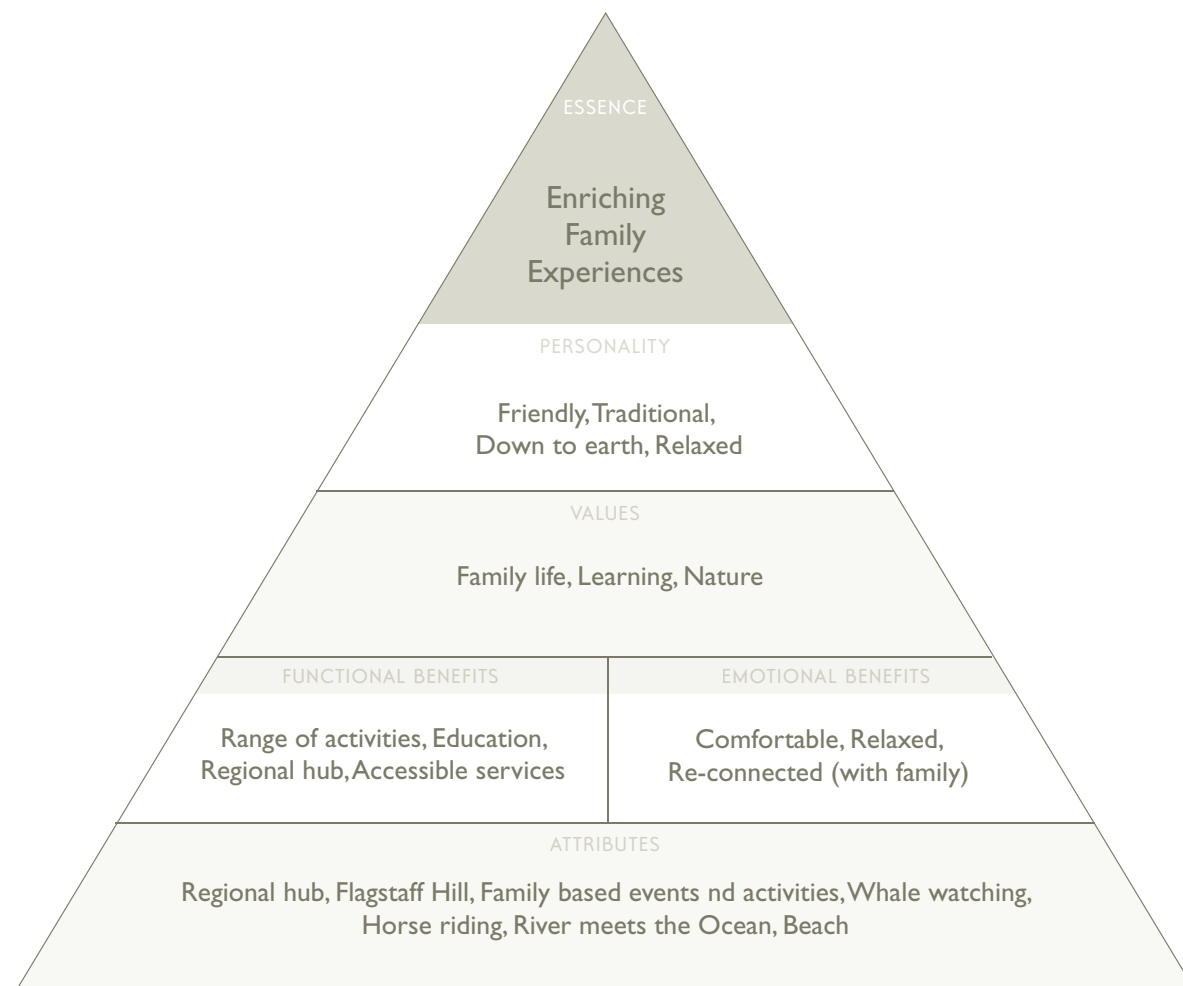
PORT CAMPBELL NATIONAL PARK & THE 12 APOSTLES' BRAND PYRAMID

Our brand pyramid is a snap shot of all the qualities, experiences and attributes that make up our region's unique offer. We use our brand pyramid to help guide the development of all marketing material. It is the foundation to our brand story, brand language and all written and visual elements of our communications.



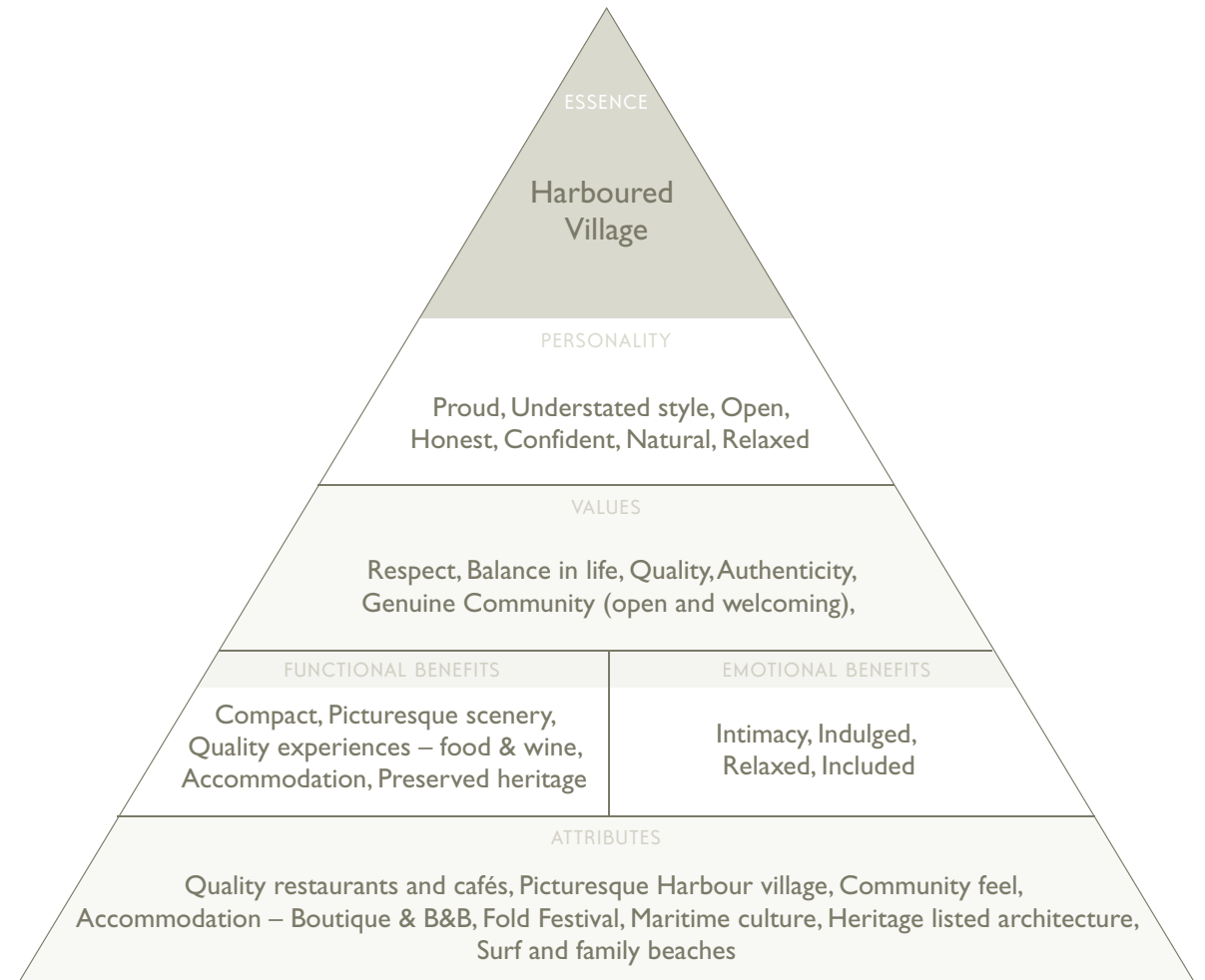
WARRNAMBOOL'S BRAND PYRAMID

Our brand pyramid is a snap shot of all the qualities, experiences and attributes that make up our region's unique offer. We use our brand pyramid to help guide the development of all marketing material. It is the foundation to our brand story, brand language and all written and visual elements of our communications.



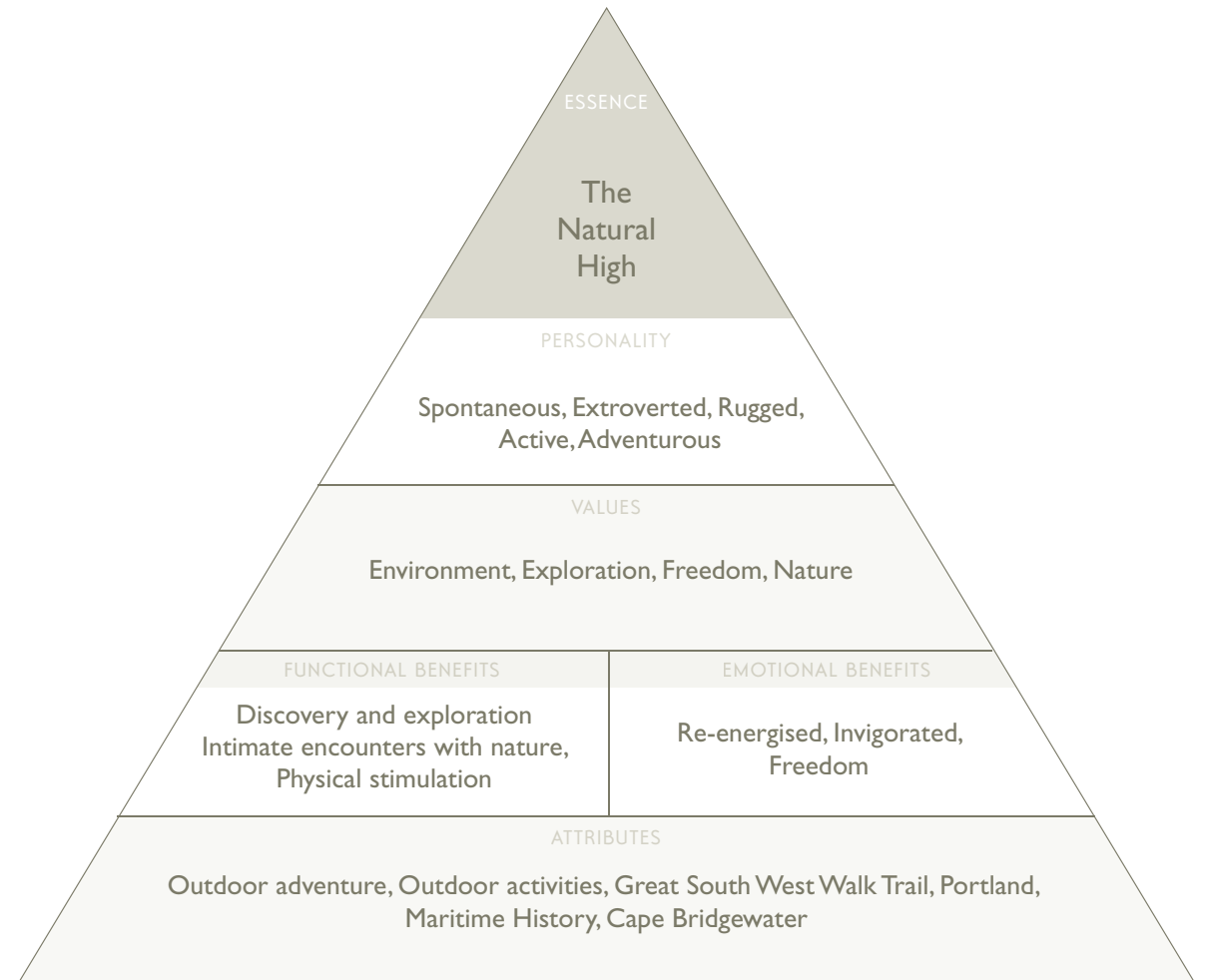
PORT FAIRY'S BRAND PYRAMID

Our brand pyramid is a snap shot of all the qualities, experiences and attributes that make up our region's unique offer. We use our brand pyramid to help guide the development of all marketing material. It is the foundation to our brand story, brand language and all written and visual elements of our communications.



DISCOVERY COAST'S BRAND PYRAMID

Our brand pyramid is a snap shot of all the qualities, experiences and attributes that make up our region's unique offer. We use our brand pyramid to help guide the development of all marketing material. It is the foundation to our brand story, brand language and all written and visual elements of our communications.



GREAT OCEAN ROAD'S EXAMPLES

We bring our brand to life in our marketing material by joining all the parts of our written and visual languages. In this way we reinforce our image and the impression we want to create about our region.

ADVERTISING CAMPAIGNS

An advertising campaign is just one way we express our brand. Advertising campaigns are created from the brand parts, they express the same values and often use the same assets, such as colour and typography.

Advertising campaigns are developed to appeal to a particular market at a particular point in time.

Campaign imagery and other design elements are developed to meet specific campaign objectives and should only be used within the campaign context. They should not be cropped or altered in any way.

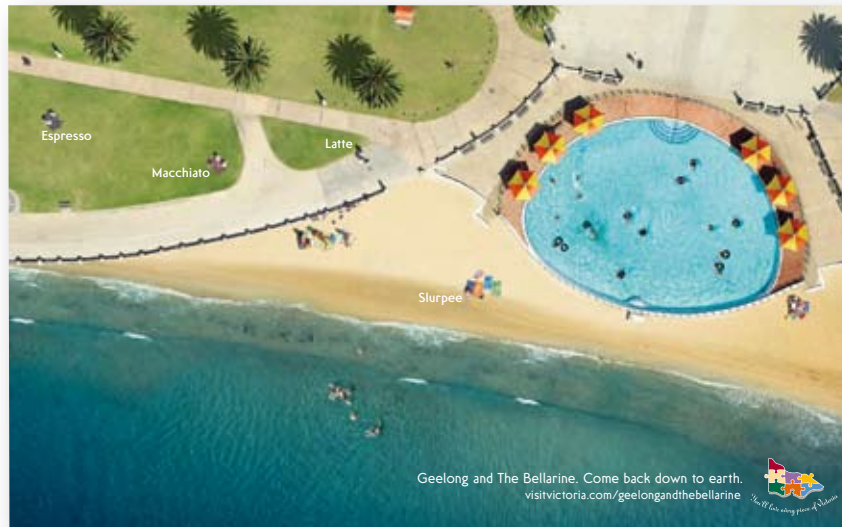
All uses of campaign material must be approved by the relevant Regional Marketing Manager at Tourism Victoria.

Copyright restrictions apply to the use of the campaign material, for further details contact the Tourism Victoria Advertising and Media Unit.



ADVERTISING CAMPAIGNS

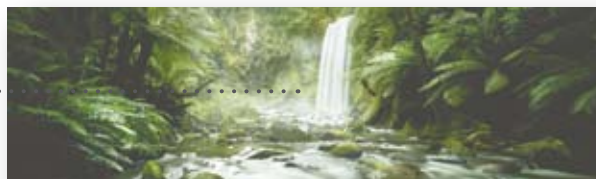
GEELONG & THE BELLARINE



TACTICAL

IMAGERY

Imagery should express the brand values of the region and/or the segment focus of the campaign.



STRESS TAKES A HIKE
IN THE OTWAYS

REGIONAL COLOUR

Use one of the core regional colours to identify the region.



COLAC

A charming town filled with history. Enjoy locally produced food and wine at a host of cafes and restaurants in the main street. Stroll at your own pace and discover quaint gift shops and antique stores. For history buffs, a visit to the Colac Railway Station is a must. Learn about the Old Beechy Line that linked the Otway townships. The Botanic Gardens offers a beautiful walk among 15 hectares bursting with over 4,000 species of plants overlooking Lake Colac.



BIRREGURRA

Located on the banks of the Barwon River, it is picturesque and charming. Its carefully restored facades in the main street give the town a true historic feel. Known for its gourmet delights it has a delightful pub, golf course, fascinating mix of shopping. Birregurra Festival is held in October and the weekend is filled with family fun, music markets, wholesome farm foods and local wines.



THE ROUTE OUT OF ROUTINE



QUEENSCLIFF

This seaside town is 'the' place to forget your troubles. If wandering along period streetscapes, dining on local fare, visiting galleries and bric-a-brac stores isn't enough to restore your humour; then wine tasting on the nearby Bellarine Peninsula should.



GEELONG

Follow your spirit of adventure to Geelong and find endless trails to walk, cycle or skate. Discover botanic gardens and parklands, art galleries and heritage museums and a vibrant waterfront with an amazing mix of dining and entertainment options.



LORNE

Be invigorated by the great outdoors and see Lorne's dramatic coastal landscape in a new light. For adventure seekers there's sea kayaking, horse-riding, mountain biking and the breathtaking Erskine Falls just 10 km from the town centre.

JIGSAW TYPEFACE

Main heading to be created from Gottomat to link with existing advertising and the Jigsaw brand.

This project is proudly supported by an Australian Government Initiative.



www.greatoceanroad.org

COMPLEMENTARY COLOUR



www.greatoceanroad.org

Nature's invigorating journey **THE GREAT OCEAN ROAD**

Fast Art 111231-10

EDITORIAL LAYOUT

TYPEFACE

Use Gottomat as headings or features, and Gill Sans as body copy.

IMAGERY

Imagery should express the brand values of the region.

COLOUR

Use assigned regional colours to help identify the region. Different emphasis can be placed on these colours to identify different activities within the region. At least one core colour should remain consistent throughout the document.

LANGUAGE

Consistently reinforce the brand by using the assigned brand language. Note how this language works with the selected imagery

WHITE SPACE

One of the core values of Victoria's brand is to express sophistication. This is achieved by creating large areas of white space.

OFFICIAL VISITORS' GUIDE 2007-2008

GREAT OCEAN ROAD



Tourism Victoria is the State Government authority responsible for developing and marketing Victoria as a premium tourist destination for Australian and international travellers.

EXPERIENCE NATURE'S DRAMA

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'Interest in nature-based tourism is growing and the Victorian Government is coordinating the development and planning of new projects'

OFFICIAL VISITORS' GUIDE 2007-2008

GREAT OCEAN ROAD



WORLD-CLASS ATTRACTIONS

'What is it that makes Victoria different from other destinations? What makes people come to Victoria's regions?'

Discover alleys leading to opulent bars, exclusive restaurants hiding behind non-descript doors and boutiques in Melbourne's hidden laneways. Come equipped with a giddy sense of adventure – you'll need it if you're to get anywhere near the heart of the labyrinth.

visitvictoria.com

FAVOURITE HIDEAWAYS

> Arts & Culture

Adjoins the Blanket Bay Camping/Picnic area. There are lots of great rockpools for children to explore. Adjoins the Blanket Bay Camping/Picnic area.

> Food & Wine

Adjoins the Blanket Bay Camping/Picnic area. There are lots of great rockpools for children to explore. Adjoins the Blanket Bay Camping/Picnic area. There are lots of great rockpools for children to explore.

> National Parks

Adjoins the Blanket Bay Camping/Picnic area. There are lots of great rockpools for children to explore.

FURTHER INFORMATION

VISIT THE WEBSITE
visitvictoria.com/events



PICK UP A BROCHURE
For more information on Melbourne, including a quarterly events calendar, pick up the Melbourne Official Visitor's Guide, or call 03 9462

E-NEWSLETTERS

WHITE SPACE

One of the core values of Victoria's brand is to express sophistication. This is achieved by creating large areas of white space.

IMAGERY

Imagery should express the brand values of the region.

CLEAR SPACE

A large part of Victoria's brand is to express sophistication. This can be achieved by creating large areas of clear space.

NEED TO STRETCH YOUR LEGS?
WIN A TREK ALONG THE GREAT OCEAN ROAD

WIN a weekend escape to Apollo Bay
Including a fully catered hike along the Great Ocean Road to the 12 Apostles

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How to enter
Simply visit the [Great Ocean Road](#) website, enter your details and be in the running to win a weekend escape courtesy from the Great Ocean Walk, Tourism Victoria and Geelong Otway Tourism Inc.

Terms & Conditions
Simply visit the Great Ocean Road website, enter your details and be in the running to win a weekend escape courtesy from the Great Ocean Walk, Tourism Victoria and Geelong Otway Tourism Inc.

TYPEFACE

Use Gottomat as headings or features, and a Sans-Serif (Arial or Helvetica) as body copy.

COLOUR

Use assigned regional colours to help identify the region.