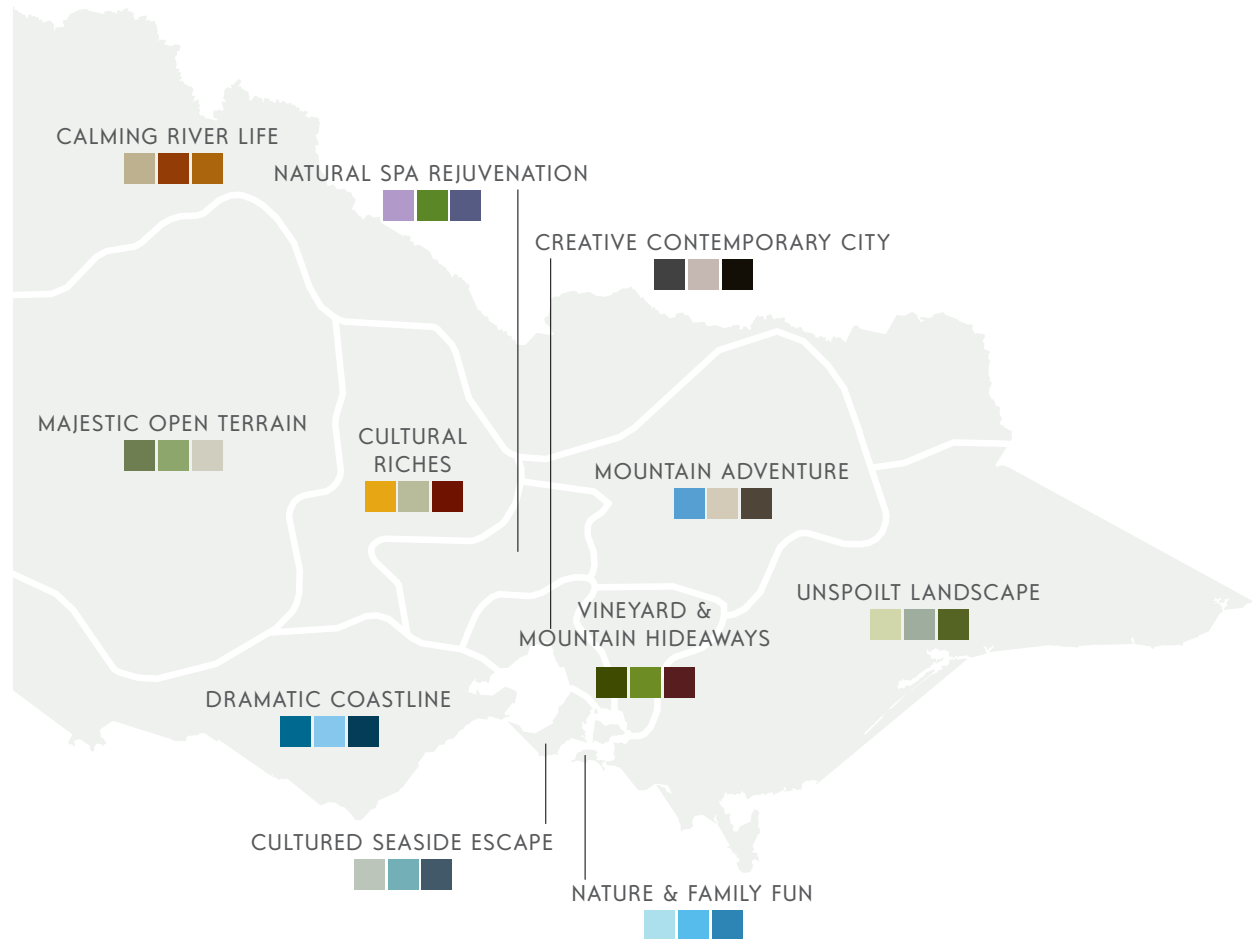


# VICTORIA'S DIFFERENCE

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.



## 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.

NATURE'S INVIGORATING JOURNEY



## 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 – 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.

#### **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 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)

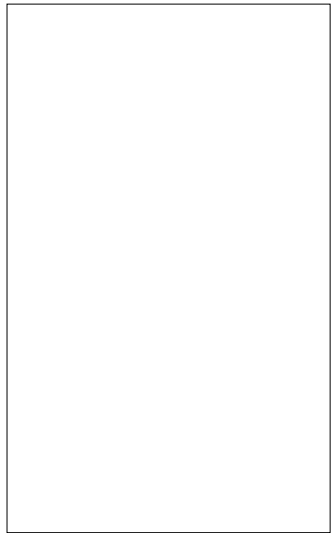
## TALENT GUIDELINES

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



# GREAT OCEAN ROAD'S 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.

## GREAT OCEAN ROAD



<b>PANTONE®</b> 291 Coated
<b>CMYK</b> C36, M3, Y0, K0
<b>WEB COLOUR</b> A0CFEB
<b>PANTONE®</b> 7470 Coated
<b>CMYK</b> C99, M11, Y21, K53
<b>WEB COLOUR</b> 005E6E
<b>PANTONE®</b> 7503 Coated
<b>CMYK</b> C10, M15, Y45, K28
<b>WEB COLOUR</b> A79E70
<b>PANTONE®</b> 377 Coated
<b>CMYK</b> C51, M5, Y98, K23
<b>WEB COLOUR</b> 739600
<b>PANTONE®</b> 575 Coated
<b>CMYK</b> C57, M11, Y85, K45
<b>WEB COLOUR</b> 557630

PRIMARY COLOURS

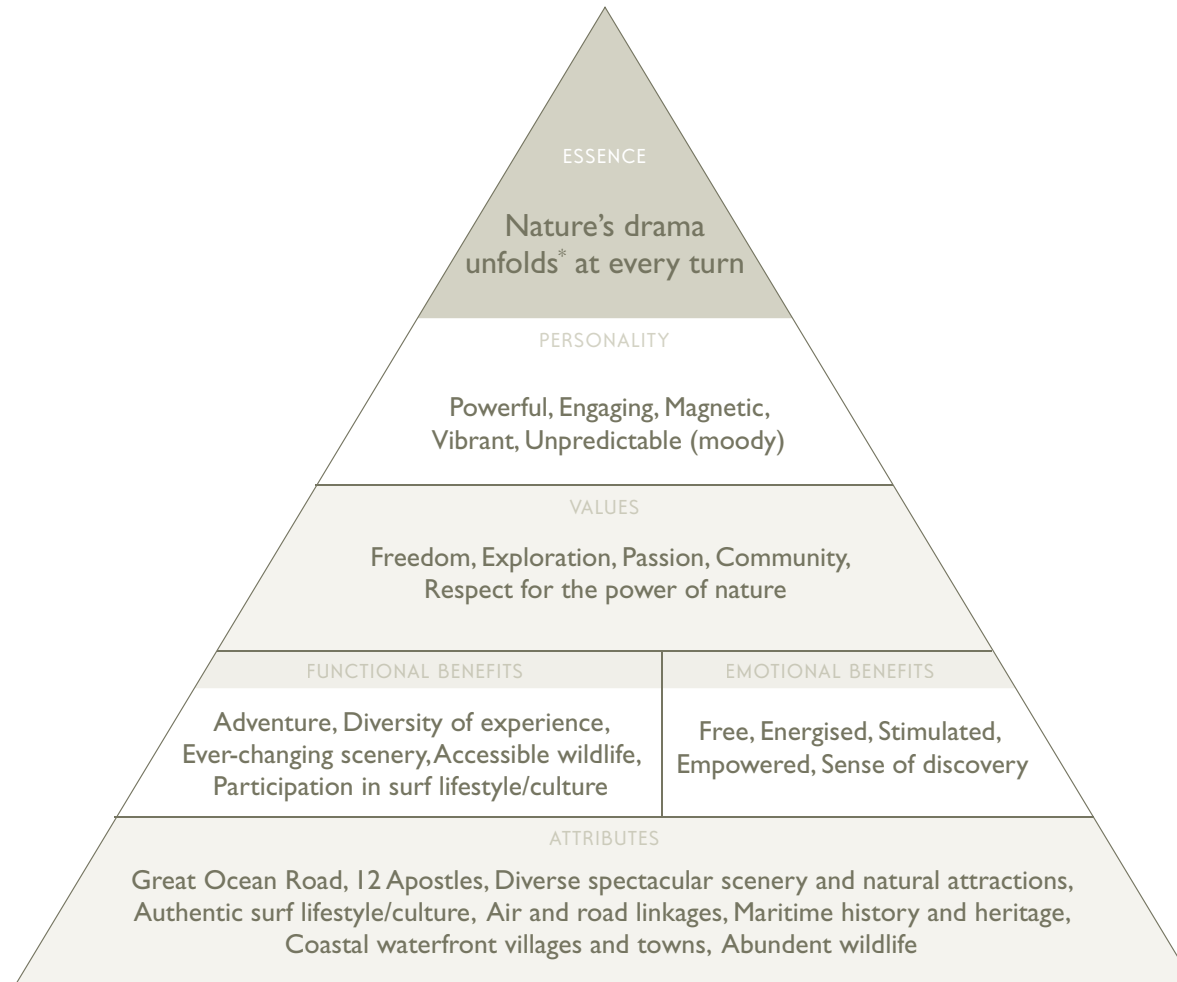
SECONDARY COLOURS

### 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.



# GREAT OCEAN ROAD'S BRAND PYRAMID








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



# GEELONG & THE BELLARINE'S 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.

## GREAT OCEAN ROAD

	<b>PANTONE®</b> 291 Coated <b>CMYK</b> C36, M3, Y0, K0 <b>WEB COLOUR</b> A0CFEB
	<b>PANTONE®</b> 7470 Coated <b>CMYK</b> C99, M11, Y21, K53 <b>WEB COLOUR</b> 005E6E
	<b>PANTONE®</b> 7503 Coated <b>CMYK</b> C10, M15, Y45, K28 <b>WEB COLOUR</b> A79E70
	<b>PANTONE®</b> 377 Coated <b>CMYK</b> C51, M5, Y98, K23 <b>WEB COLOUR</b> 739600
	<b>PANTONE®</b> 575 Coated <b>CMYK</b> C57, M11, Y85, K45 <b>WEB COLOUR</b> 557630

### OUR REGIONAL COLOURS

These colours are sympathetic to the brand language and positioning of the Great Ocean Road, 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.

## GEELONG/BELLARINE

	<b>PANTONE®</b> 630 Coated <b>CMYK</b> C49, M0, Y8, K0 <b>WEB COLOUR</b> 85CDD8
	<b>PANTONE®</b> 654 Coated <b>CMYK</b> C55, M24, Y2, K8 <b>WEB COLOUR</b> 002B45
	<b>PANTONE®</b> 465 Coated <b>CMYK</b> C7, M27, Y55, K22 <b>WEB COLOUR</b> B3995D
	<b>PANTONE®</b> 7470 Coated <b>CMYK</b> C99, M11, Y21, K53 <b>WEB COLOUR</b> 005E6E
	<b>PANTONE®</b> 320 Coated <b>CMYK</b> C100, M0, Y30, K2 <b>WEB COLOUR</b> 009AA6

### SUB-REGIONAL COLOURS

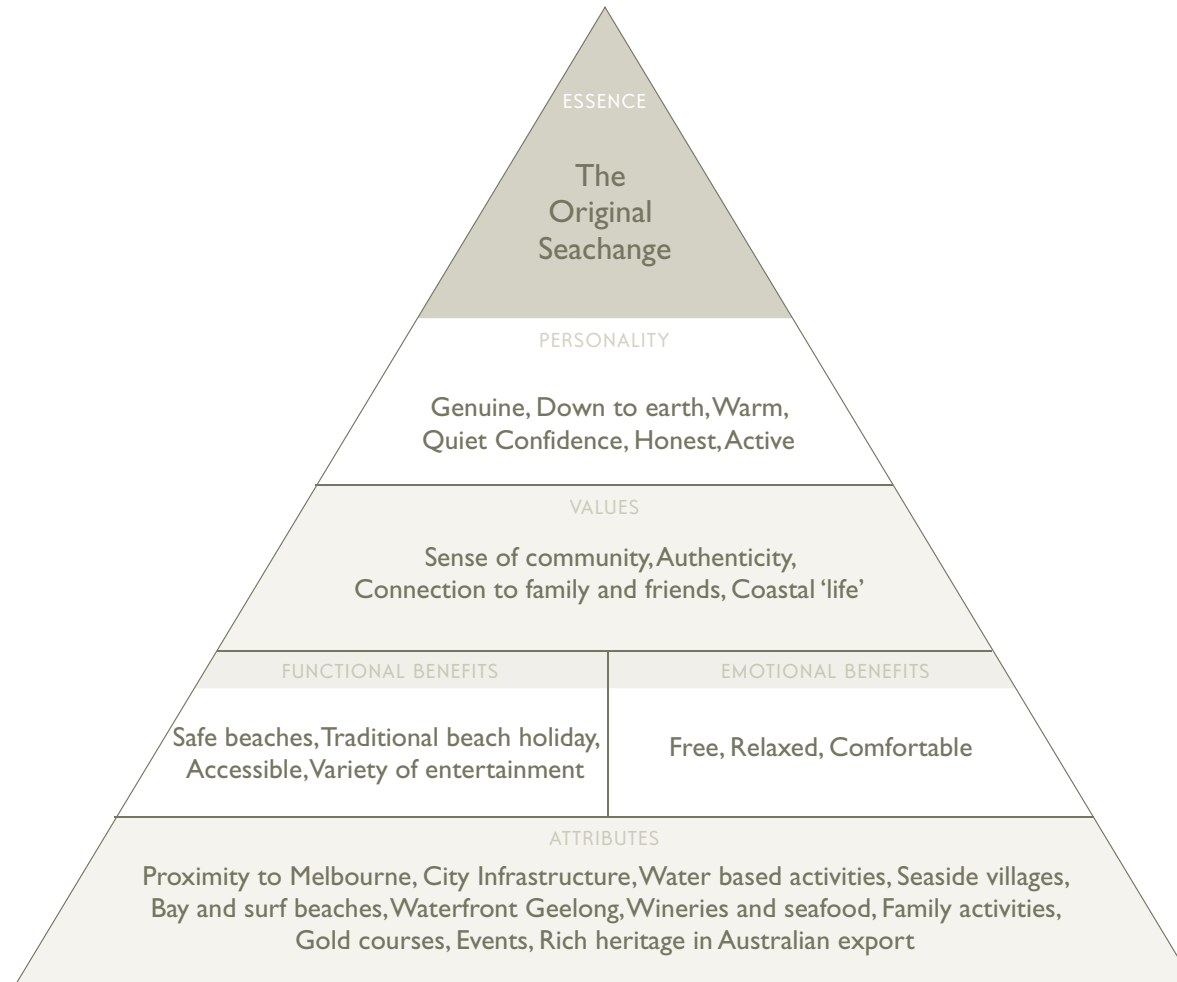
These colours are sympathetic to Geelong and the Bellarine. They help differentiate us from other sub-regions within the Great Ocean Road. The three top colours are our core colours, and we use these in all marketing materials, while the bottom three strengthen and complement our palette.

PRIMARY COLOURS

SECONDARY COLOURS








# GEELONG & THE BELLARINE'S BRAND PYRAMID



# TORQUAY & THE SURF COAST'S 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.


## GREAT OCEAN ROAD

	<b>PANTONE®</b> 291 Coated <b>CMYK</b> C36, M3, Y0, K0 <b>WEB COLOUR</b> A0CFEB
	<b>PANTONE®</b> 7470 Coated <b>CMYK</b> C99, M11, Y21, K53 <b>WEB COLOUR</b> 005E6E
	<b>PANTONE®</b> 7503 Coated <b>CMYK</b> C10, M15, Y45, K28 <b>WEB COLOUR</b> A79E70
	<b>PANTONE®</b> 377 Coated <b>CMYK</b> C51, M5, Y98, K23 <b>WEB COLOUR</b> 739600
	<b>PANTONE®</b> 575 Coated <b>CMYK</b> C57, M11, Y85, K45 <b>WEB COLOUR</b> 557630

### OUR REGIONAL COLOURS

These colours are sympathetic to the brand language and positioning of the Great Ocean Road, 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.

## TORQUAY/SURF COAST

	<b>PANTONE®</b> 320 Coated <b>CMYK</b> C100, M0, Y30, K2 <b>WEB COLOUR</b> 009AA6
	<b>PANTONE®</b> 7504 Coated <b>CMYK</b> C17, M30, Y45, K38 <b>WEB COLOUR</b> 91785B
	<b>PANTONE®</b> 290 Coated <b>CMYK</b> C24, M1, Y1, K0 <b>WEB COLOUR</b> A0CFEB
	<b>PANTONE®</b> 7470 Coated <b>CMYK</b> C99, M11, Y21, K53 <b>WEB COLOUR</b> 005E6E
	<b>PANTONE®</b> 7503 Coated <b>CMYK</b> C10, M15, Y45, K28 <b>WEB COLOUR</b> A79E70

### SUB-REGIONAL COLOURS

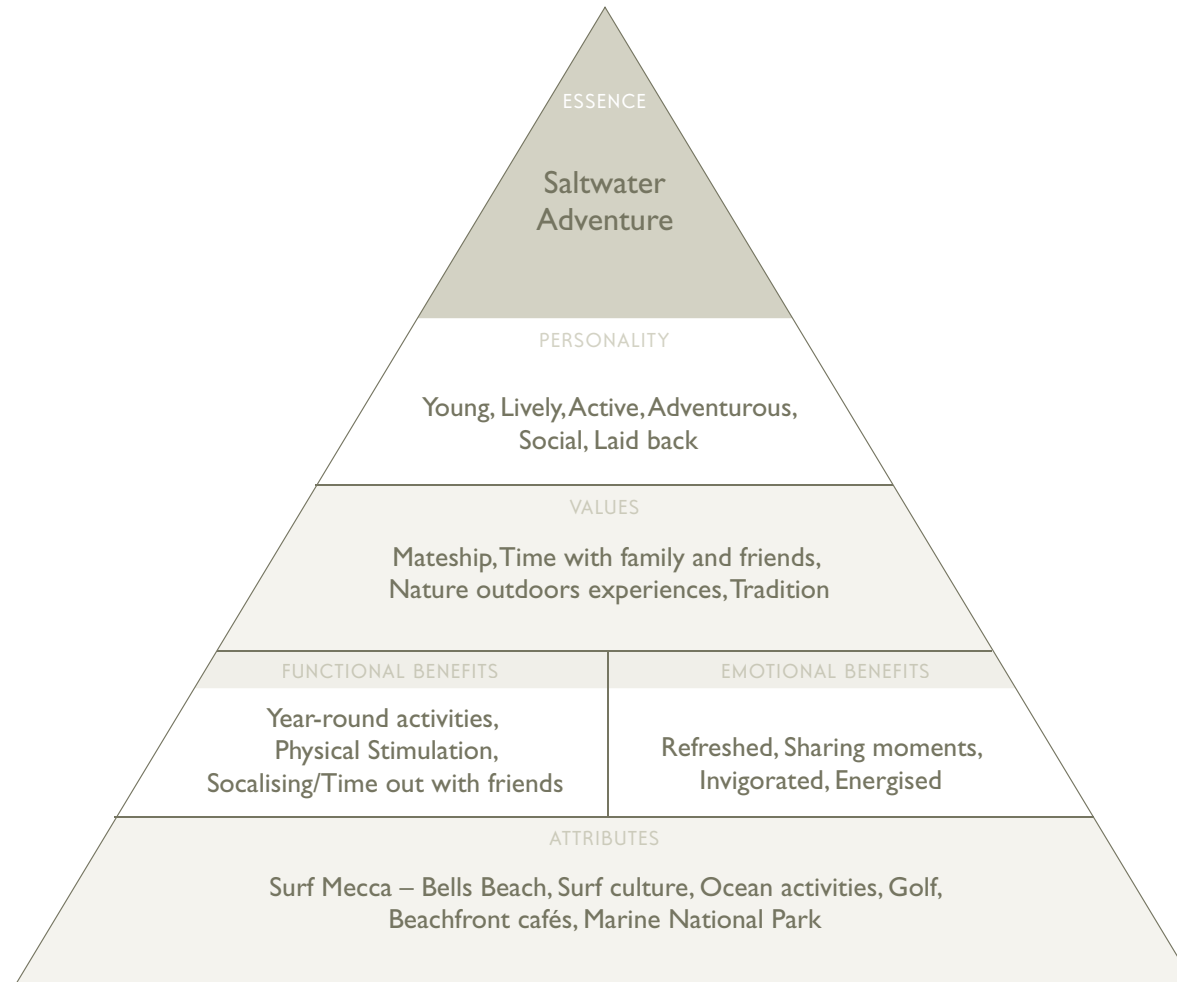
These colours are sympathetic to Torquay and the Surf Coast. They help differentiate us from other sub-regions within the Great Ocean Road. The three top colours are our core colours, and we use these in all marketing materials, while the bottom three strengthen and complement our palette.

PRIMARY COLOURS

SECONDARY COLOURS








# TORQUAY & THE SURF COAST'S BRAND PYRAMID



# LORNE & SURROUNDS' 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.

## GREAT OCEAN ROAD

	<b>PANTONE®</b> 291 Coated <b>CMYK</b> C36, M3, Y0, K0 <b>WEB COLOUR</b> A0CFEB
	<b>PANTONE®</b> 7470 Coated <b>CMYK</b> C99, M11, Y21, K53 <b>WEB COLOUR</b> 005E6E
	<b>PANTONE®</b> 7503 Coated <b>CMYK</b> C10, M15, Y45, K28 <b>WEB COLOUR</b> A79E70
	<b>PANTONE®</b> 377 Coated <b>CMYK</b> C51, M5, Y98, K23 <b>WEB COLOUR</b> 739600
	<b>PANTONE®</b> 575 Coated <b>CMYK</b> C57, M11, Y85, K45 <b>WEB COLOUR</b> 557630

### OUR REGIONAL COLOURS

These colours are sympathetic to the brand language and positioning of the Great Ocean Road, 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.

## LORNE

	<b>PANTONE®</b> 7459 Coated <b>CMYK</b> C76, M6, Y8, K15 <b>WEB COLOUR</b> 3095B4
	<b>PANTONE®</b> WARM GREY 11 Coated <b>CMYK</b> C23, M32, Y31, K64 <b>WEB COLOUR</b> 002B45
	<b>PANTONE®</b> 452 Coated <b>CMYK</b> C12, M8, Y35, K22 <b>WEB COLOUR</b> B3B38C
	<b>PANTONE®</b> 7470 Coated <b>CMYK</b> C99, M11, Y21, K53 <b>WEB COLOUR</b> 005E6E
	<b>PANTONE®</b> 377 Coated <b>CMYK</b> C51, M5, Y98, K23 <b>WEB COLOUR</b> 739600

### SUB-REGIONAL COLOURS

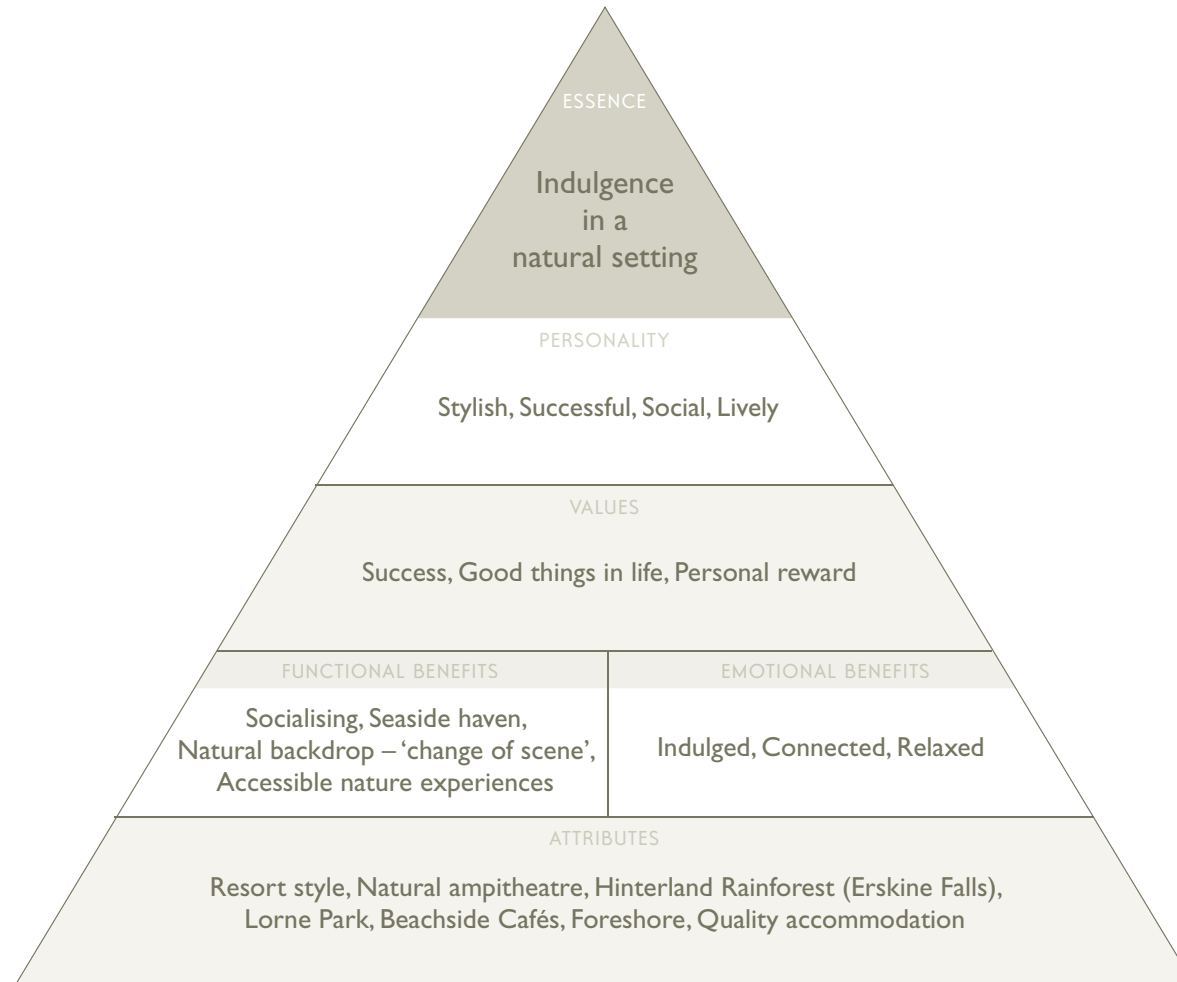
These colours are sympathetic to Lorne and surrounds. They help differentiate us from other sub-regions within the Great Ocean Road. The three top colours are our core colours, and we use these in all marketing materials, while the bottom three strengthen and complement our palette.

PRIMARY COLOURS

SECONDARY COLOURS








# LORNE & SURROUNDS' BRAND PYRAMID



# APOLLO BAY & THE OTWAYS' 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.






## GREAT OCEAN ROAD

	<b>PANTONE®</b> 291 Coated <b>CMYK</b> C36, M3, Y0, K0 <b>WEB COLOUR</b> A0CFEB
	<b>PANTONE®</b> 7470 Coated <b>CMYK</b> C99, M11, Y21, K53 <b>WEB COLOUR</b> 005E6E
	<b>PANTONE®</b> 7503 Coated <b>CMYK</b> C10, M15, Y45, K28 <b>WEB COLOUR</b> A79E70
	<b>PANTONE®</b> 377 Coated <b>CMYK</b> C51, M5, Y98, K23 <b>WEB COLOUR</b> 739600
	<b>PANTONE®</b> 575 Coated <b>CMYK</b> C57, M11, Y85, K45 <b>WEB COLOUR</b> 557630

### OUR REGIONAL COLOURS

These colours are sympathetic to the brand language and positioning of the Great Ocean Road, 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.

## APOLLO BAY/OTWAYS

	<b>PANTONE®</b> 377 Coated <b>CMYK</b> C51, M5, Y98, K23 <b>WEB COLOUR</b> 739600
	<b>PANTONE®</b> 575 Coated <b>CMYK</b> C57, M11, Y85, K45 <b>WEB COLOUR</b> 557630
	<b>PANTONE®</b> 637 Coated <b>CMYK</b> C65, M0, Y7, 0 <b>WEB COLOUR</b> 90D7E7
	<b>PANTONE®</b> 7470 Coated <b>CMYK</b> C99, M11, Y21, K53 <b>WEB COLOUR</b> 005E6E
	<b>PANTONE®</b> 320 Coated <b>CMYK</b> C100, M0, Y30, K2 <b>WEB COLOUR</b> 009AA6

### SUB-REGIONAL COLOURS

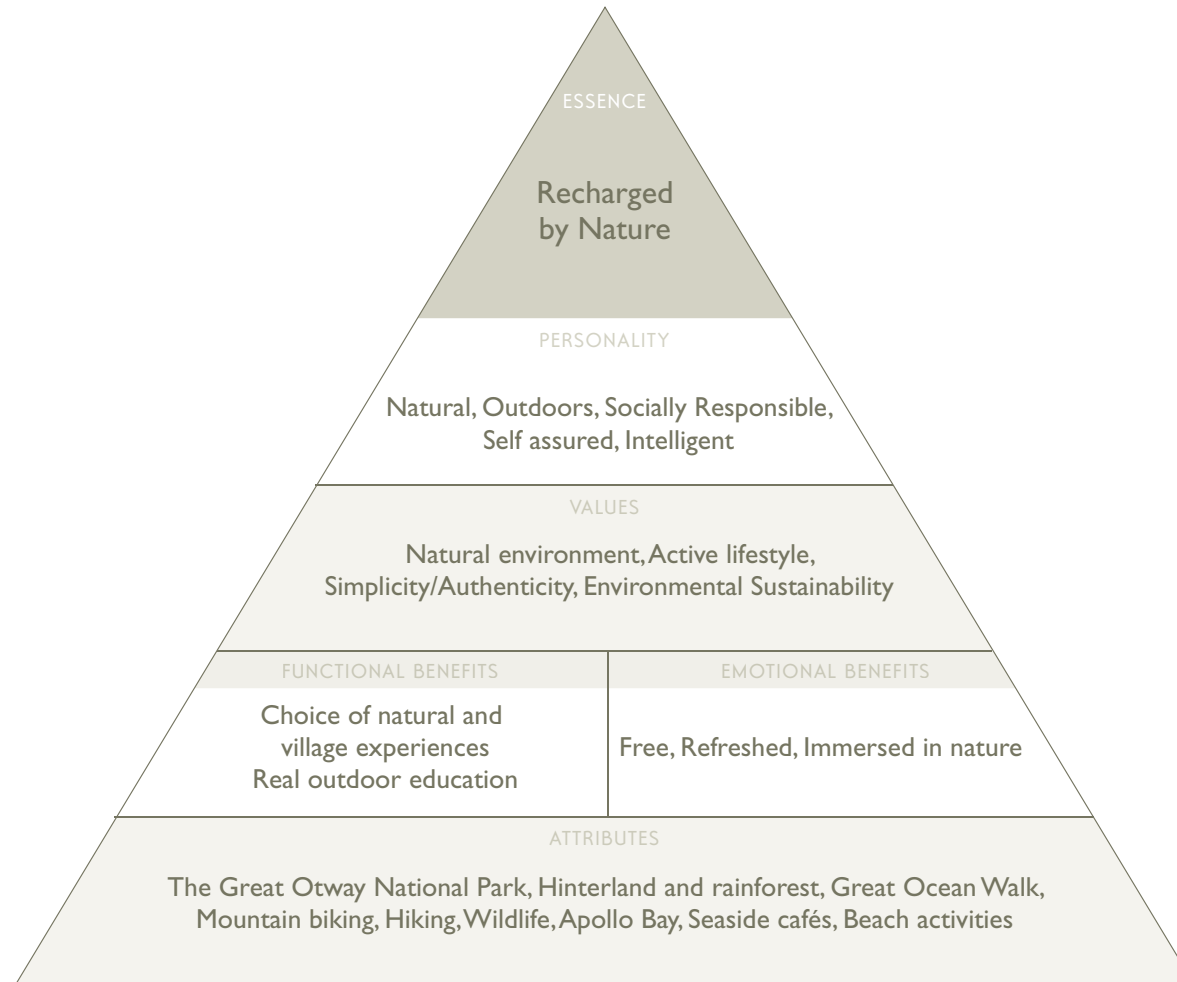
These colours are sympathetic to Apollo Bay and the Otways. They help differentiate us from other sub-regions within the Great Ocean Road. The three top colours are our core colours, and we use these in all marketing materials, while the bottom three strengthen and complement our palette.

PRIMARY COLOURS

SECONDARY COLOURS








# APOLLO BAY & THE OTWAYS' BRAND PYRAMID



# PORT CAMPBELL'S 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.




## GREAT OCEAN ROAD

	<b>PANTONE®</b> 291 Coated <b>CMYK</b> C36, M3, Y0, K0 <b>WEB COLOUR</b> A0CFEB
	<b>PANTONE®</b> 7470 Coated <b>CMYK</b> C99, M11, Y21, K53 <b>WEB COLOUR</b> 005E6E
	<b>PANTONE®</b> 7503 Coated <b>CMYK</b> C10, M15, Y45, K28 <b>WEB COLOUR</b> A79E70
	<b>PANTONE®</b> 377 Coated <b>CMYK</b> C51, M5, Y98, K23 <b>WEB COLOUR</b> 739600
	<b>PANTONE®</b> 575 Coated <b>CMYK</b> C57, M11, Y85, K45 <b>WEB COLOUR</b> 557630

### OUR REGIONAL COLOURS

These colours are sympathetic to the brand language and positioning of the Great Ocean Road, 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.

## PORT CAMPBELL

	<b>PANTONE®</b> 4655 Coated <b>CMYK</b> C6, M38, Y42, K18 <b>WEB COLOUR</b> BD9271
	<b>PANTONE®</b> 7503 Coated <b>CMYK</b> C10, M15, Y45, K28 <b>WEB COLOUR</b> A79E70
	<b>PANTONE®</b> 7459 Coated <b>CMYK</b> C76, M6, Y8, K15 <b>WEB COLOUR</b> 3095B4
	<b>PANTONE®</b> 7470 Coated <b>CMYK</b> C99, M11, Y21, K53 <b>WEB COLOUR</b> 005E6E
	<b>PANTONE®</b> WARM GREY 11 Coated <b>CMYK</b> C23, M32, Y31, K64 <b>WEB COLOUR</b> 002B45

### SUB-REGIONAL COLOURS

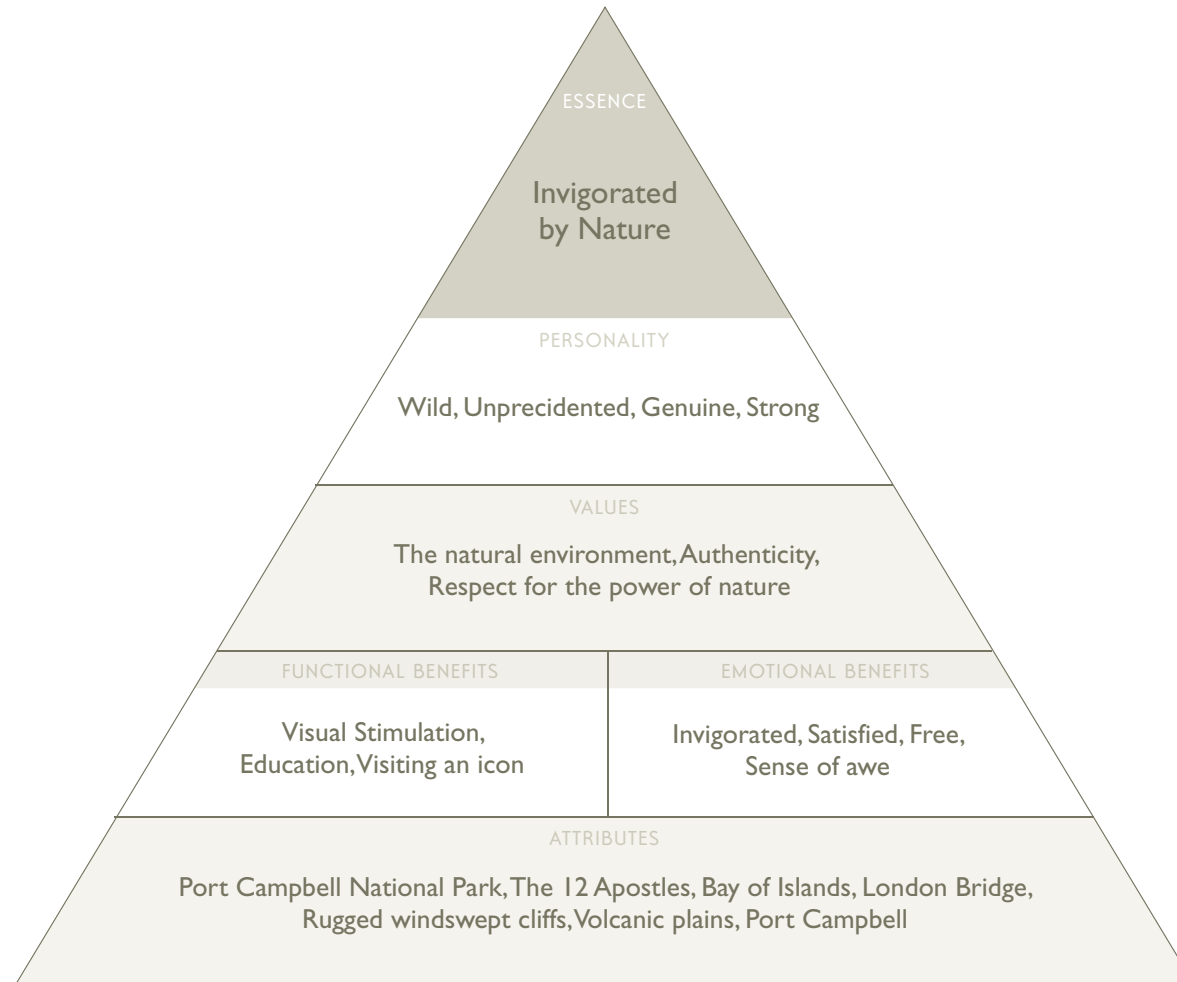
These colours are sympathetic to Port Campbell. They help differentiate us from other sub-regions within the Great Ocean Road. The three top colours are our core colours, and we use these in all marketing materials, while the bottom three strengthen and complement our palette.

PRIMARY COLOURS

SECONDARY COLOURS








# PORT CAMPBELL NATIONAL PARK & THE 12 APOSTLES' BRAND PYRAMID



# WARRNAMBOOL'S 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.




## GREAT OCEAN ROAD

	<b>PANTONE®</b> 291 Coated <b>CMYK</b> C36, M3, Y0, K0 <b>WEB COLOUR</b> A0CFEB
	<b>PANTONE®</b> 7470 Coated <b>CMYK</b> C99, M11, Y21, K53 <b>WEB COLOUR</b> 005E6E
	<b>PANTONE®</b> 7503 Coated <b>CMYK</b> C10, M15, Y45, K28 <b>WEB COLOUR</b> A79E70
	<b>PANTONE®</b> 377 Coated <b>CMYK</b> C51, M5, Y98, K23 <b>WEB COLOUR</b> 739600
	<b>PANTONE®</b> 575 Coated <b>CMYK</b> C57, M11, Y85, K45 <b>WEB COLOUR</b> 557630

### OUR REGIONAL COLOURS

These colours are sympathetic to the brand language and positioning of the Great Ocean Road, 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.

## WARRNAMBOOL

	<b>PANTONE®</b> 7463 Coated <b>CMYK</b> C100, M62, Y12, K62 <b>WEB COLOUR</b> 003150
	<b>PANTONE®</b> 320 Coated <b>CMYK</b> C100, M0, Y30, K2 <b>WEB COLOUR</b> 009AA6
	<b>PANTONE®</b> 305 Coated <b>CMYK</b> C57, M0, Y7, K0 <b>WEB COLOUR</b> 65CFE9
	<b>PANTONE®</b> 7470 Coated <b>CMYK</b> C99, M11, Y21, K53 <b>WEB COLOUR</b> 005E6E
	<b>PANTONE®</b> 1235 Coated <b>CMYK</b> C0, M30, Y95, K0 <b>WEB COLOUR</b> FFB612

### SUB-REGIONAL COLOURS

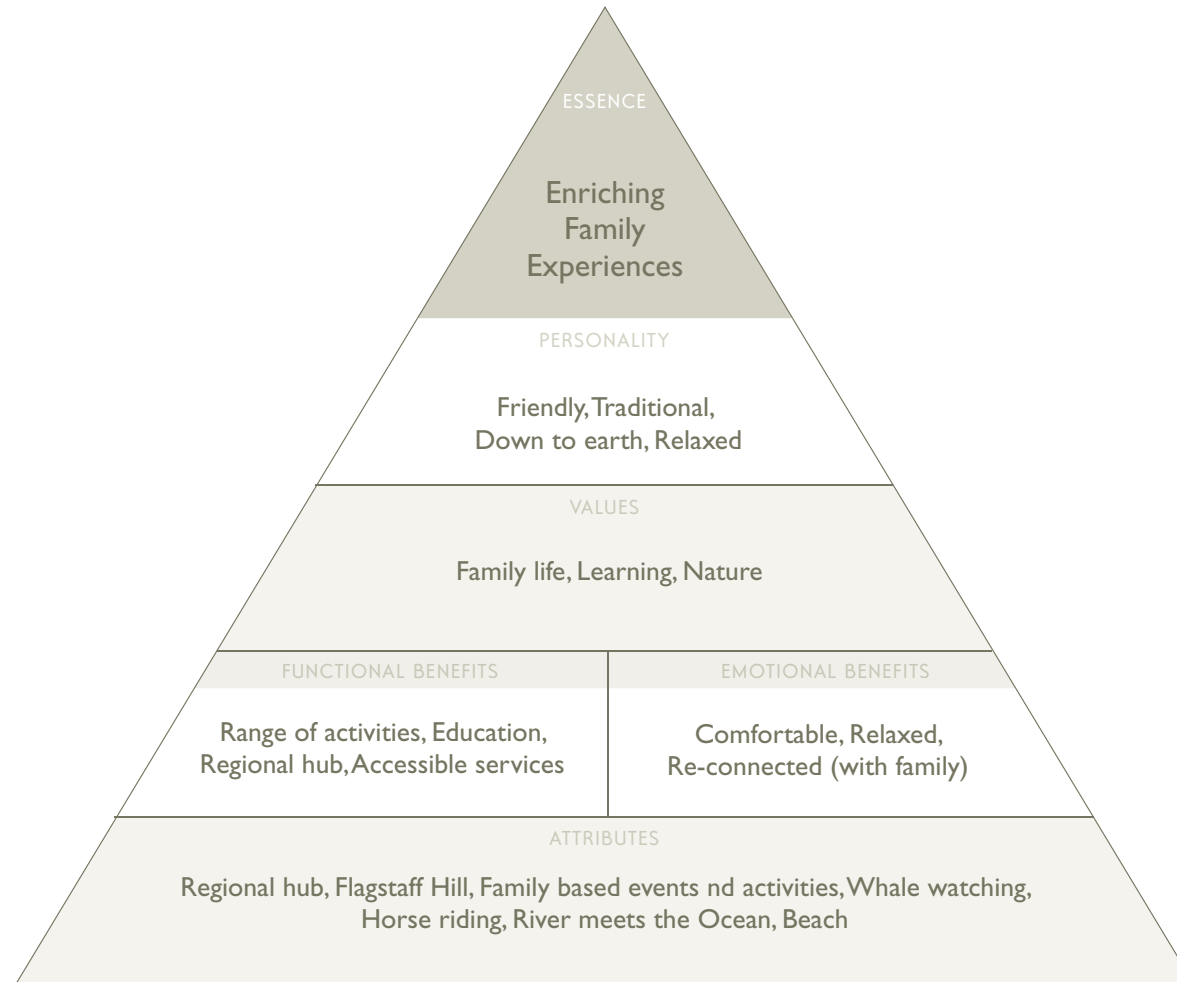
These colours are sympathetic to Warrnambool. They help differentiate us from other sub-regions within the Great Ocean Road. The three top colours are our core colours, and we use these in all marketing materials, while the bottom three strengthen and complement our palette.

PRIMARY COLOURS

SECONDARY COLOURS








# WARRNAMBOOL'S BRAND PYRAMID








# PORT FAIRY'S 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

## GREAT OCEAN ROAD

	<b>PANTONE®</b> 291 Coated <b>CMYK</b> C36, M3, Y0, K0 <b>WEB COLOUR</b> A0CFEB
	<b>PANTONE®</b> 7470 Coated <b>CMYK</b> C99, M11, Y21, K53 <b>WEB COLOUR</b> 005E6E
	<b>PANTONE®</b> 7503 Coated <b>CMYK</b> C10, M15, Y45, K28 <b>WEB COLOUR</b> A79E70
	<b>PANTONE®</b> 377 Coated <b>CMYK</b> C51, M5, Y98, K23 <b>WEB COLOUR</b> 739600
	<b>PANTONE®</b> 575 Coated <b>CMYK</b> C57, M11, Y85, K45 <b>WEB COLOUR</b> 557630

## PORT FAIRY

	<b>PANTONE®</b> 7475 Coated <b>CMYK</b> C68, M12, Y28, K35 <b>WEB COLOUR</b> 477F80
	<b>PANTONE®</b> 330 Coated <b>CMYK</b> C95, M15, Y47, K62 <b>WEB COLOUR</b> 005751
	<b>PANTONE®</b> 452 Coated <b>CMYK</b> C12, M8, Y35, K22 <b>WEB COLOUR</b> B3B38C
	<b>PANTONE®</b> 7470 Coated <b>CMYK</b> C99, M11, Y21, K53 <b>WEB COLOUR</b> 005E6E
	<b>PANTONE®</b> 576 Coated <b>CMYK</b> C52, M6, Y79, K25 <b>WEB COLOUR</b> 69923A

PRIMARY COLOURS

SECONDARY COLOURS

### 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.

### OUR REGIONAL COLOURS

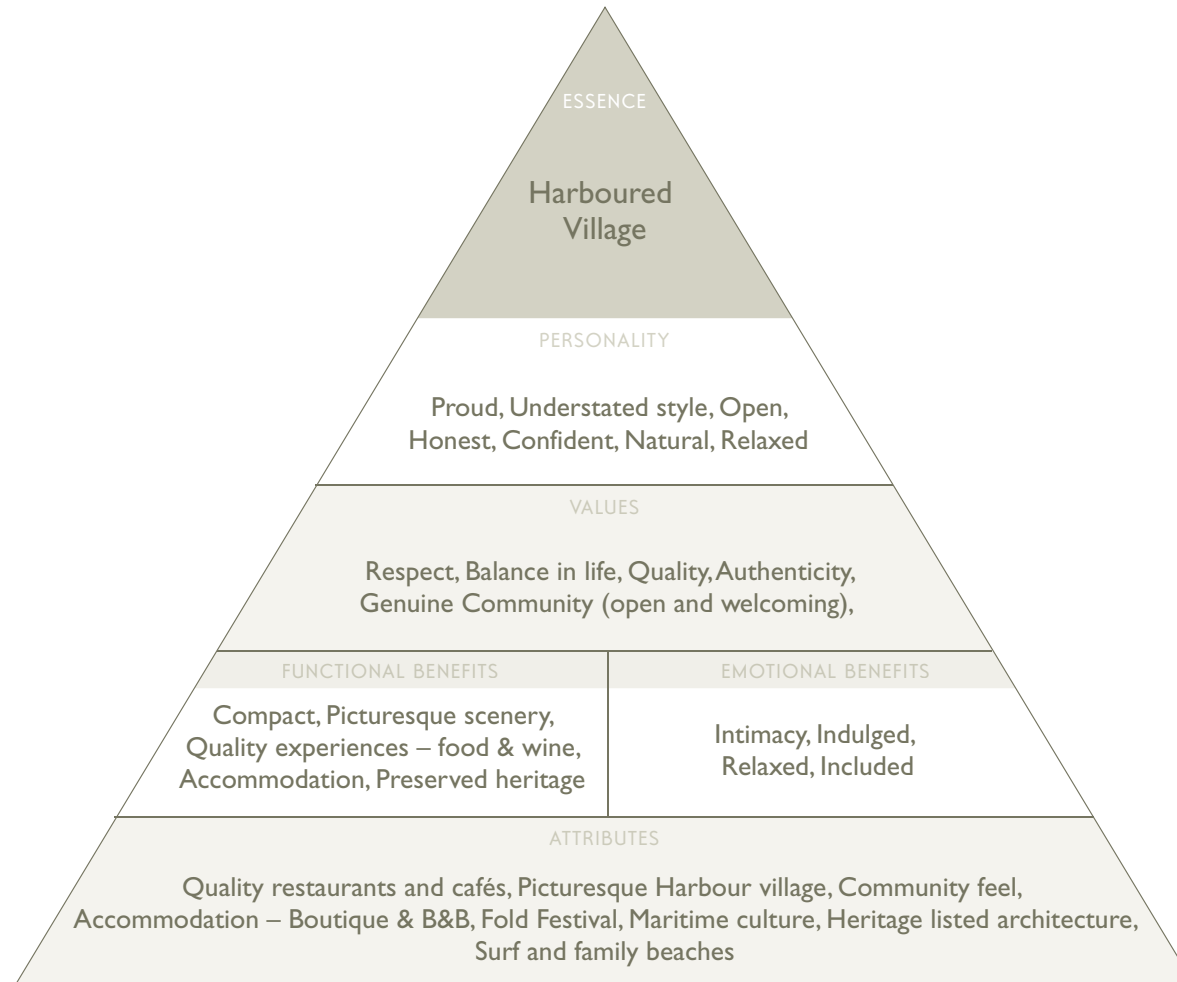
These colours are sympathetic to the brand language and positioning of the Great Ocean Road, and help differentiate us from other regions in Victoria. The three top colours are our core colours, and we use these in all marketing materials, while the bottom three strengthen and complement our palette.

### SUB-REGIONAL COLOURS

These colours are sympathetic to Port Fairy. They help differentiate us from other sub-regions within the Great Ocean Road. 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.








# PORT FAIRY'S BRAND PYRAMID



# DISCOVERY COAST'S 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.


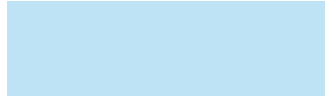



## GREAT OCEAN ROAD

	<b>PANTONE®</b> 291 Coated <b>CMYK</b> C36, M3, Y0, K0 <b>WEB COLOUR</b> A0CFEB
	<b>PANTONE®</b> 7470 Coated <b>CMYK</b> C99, M11, Y21, K53 <b>WEB COLOUR</b> 005E6E
	<b>PANTONE®</b> 7503 Coated <b>CMYK</b> C10, M15, Y45, K28 <b>WEB COLOUR</b> A79E70
	<b>PANTONE®</b> 377 Coated <b>CMYK</b> C51, M5, Y98, K23 <b>WEB COLOUR</b> 739600
	<b>PANTONE®</b> 575 Coated <b>CMYK</b> C57, M11, Y85, K45 <b>WEB COLOUR</b> 557630

### OUR REGIONAL COLOURS

These colours are sympathetic to the brand language and positioning of the Great Ocean Road, 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.

## DISCOVERY COAST

	<b>PANTONE®</b> 7477 Coated <b>CMYK</b> C85, M29, Y21, K63 <b>WEB COLOUR</b> 85CDD8
	<b>PANTONE®</b> 290 Coated <b>CMYK</b> C24, M1, Y1, K0 <b>WEB COLOUR</b> A0CFEB
	<b>PANTONE®</b> 377 Coated <b>CMYK</b> C51, M5, Y98, K23 <b>WEB COLOUR</b> 739600
	<b>PANTONE®</b> 7470 Coated <b>CMYK</b> C99, M11, Y21, K53 <b>WEB COLOUR</b> 005E6E
	<b>PANTONE®</b> 630 Coated <b>CMYK</b> C49, M0, Y8, K0 <b>WEB COLOUR</b> 85CDD8

### SUB-REGIONAL COLOURS

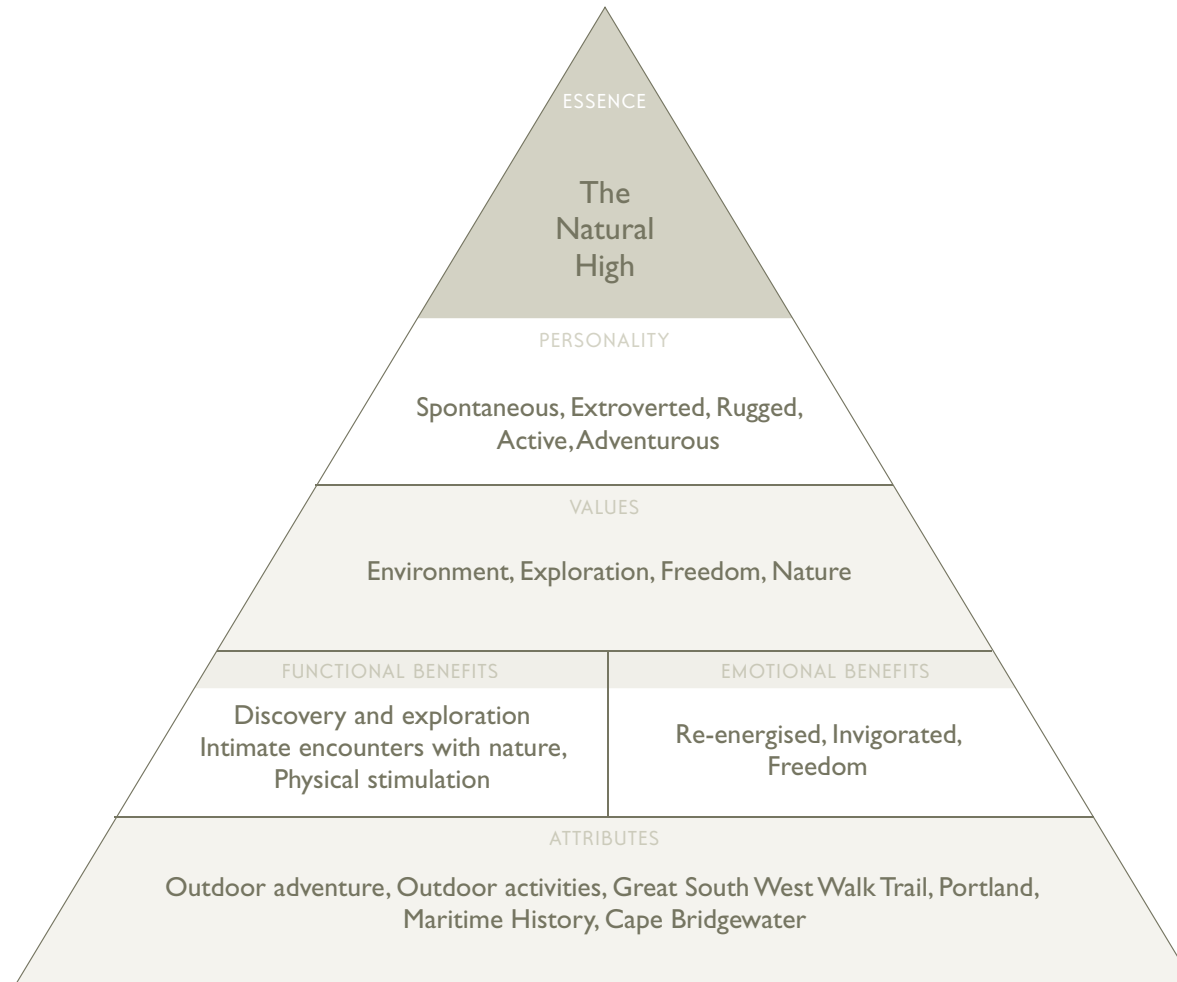
These colours are sympathetic to the Discovery Coast. They help differentiate us from other sub-regions within the Great Ocean Road. The three top colours are our core colours, and we use these in all marketing materials, while the bottom three strengthen and complement our palette.

PRIMARY COLOURS

SECONDARY COLOURS



# DISCOVERY COAST'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

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### 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

