



VICTORIA'S HIGH COUNTRY GUIDE BOOK



DESTINATION BRANDING

If tourists travel to Australia's famous Red Centre to conquer vast ancient lands or Mount Kosciuszko to touch the sky – what brings them to Victoria's High Country? What is it that makes the High Country different from other rugged landscape destinations – including Victoria's own Grampians?

It's more than attractions. Australia is famous for rugged natural beauty nation wide. But it's those places, like the Red Centre, with an identity beyond scrub and sky, 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 High Country 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.

VICTORIA'S BRAND

Image	4
Difference	5
Traits	6
Visual elements & written language	7
Logos & templates	8
Typography	9

THE HIGH COUNTRY'S UNIQUE DIFFERENCE

Image	12
Difference	13
Traits	14
Language	15
Photography	16
Colours	18
Brand pyramid	20
Examples	21

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...

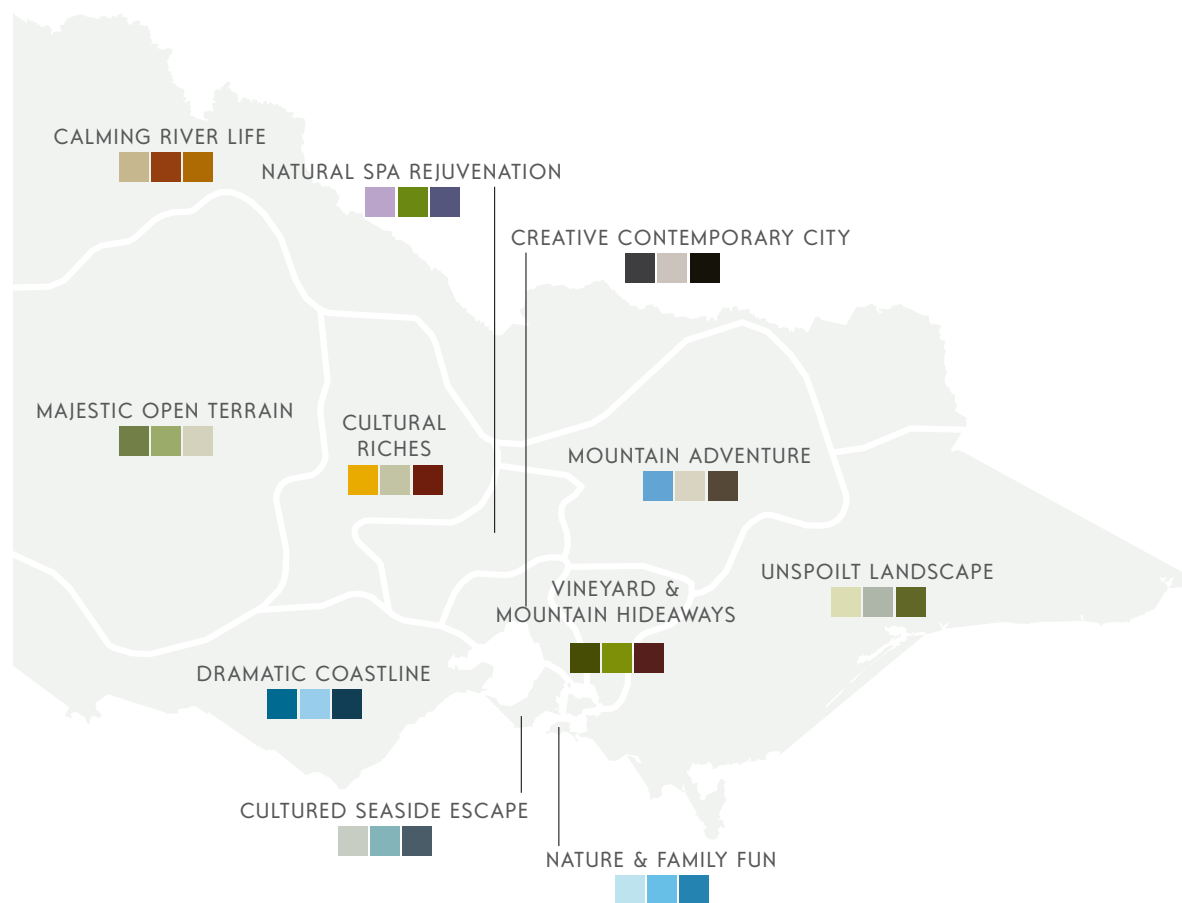
GENUINE | CULTURED | ROMANTIC | SURPRISING | UNDERSTATED

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

VICTORIA'S HIGH COUNTRY



THE HIGH COUNTRY'S IMAGE

Adventure is in the air. A sense of discovery you can almost taste. Summits loom, valleys dare. Culinary indulgences entice. You take a running jump at nature's playground. Victoria's High Country. It's...

ADVENTURE | INVIGORATING | EXCITEMENT | LEGENDARY | INDULGENCE

Scenic alpine townships punctuate fresh mountain peaks and rushing river valleys, where the legends of cattleman, bushrangers and poets give way to the legends of culinary masters and bold vigneron to open a trail of fine food indulgence. Robust reds, celebrated muscats, and cool climate varietals sipped by the great roaring fire of a mountain retreat end a day's outdoor exploits and activities.

ADVENTURE HAPPENS

THE HIGH COUNTRY'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.

ADVENTURE

Offering mountain peaks, outdoor activities, and valley escapes, we embody adventure in our image.

INVIGORATING

Our region's epicurean delights and mountain adventure are brought to life with fresh, clean, strong visual and written imagery.

EXCITEMENT

Our style is pacey, dynamic, bold, to capture the diverse pleasures and exhilaration of our region.

LEGENDARY

Our style has a narrative quality to capture a sense of 'unfolding stories' – past and present.

INDULGENCE

We appeal to a contemporary market of pleasure seeker so readily express a sense of luxury in our marketing.

THE HIGH COUNTRY'S LANGUAGE

BRAND STORY

Adventure is in the air. A sense of discovery you can almost taste. Summits loom, valleys dare. Culinary indulgences entice. You take a running jump at nature's playground. The High Country. It's adventure, invigorating excitement, invigorating, legendary, indulgence.

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 'Adventure happens' to further reinforce The High Country's brand. We also litter some of the words – such as 'take a running jump at nature's playground' or 'summits loom' – throughout regional marketing to help reinforce the experience of The High Country.

REGIONAL DESCRIPTION

Scenic alpine townships punctuate fresh mountain peaks and rushing river valleys, where the legends of cattleman, bushrangers and poets give way to the legends of culinary masters and bold vigneron to open a trail of fine food indulgence. Robust reds, celebrated muscats, and cool climate varietals sipped by the great roaring fire of a mountain retreat end a day's outdoor exploits and mountain activities.

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 the High Country' 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

Adventure happens

RATIONALE

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

HOW TO USE IT

Our strapline works well with our brand story, and is also used to sign off on advertising.

THE HIGH COUNTRY'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.

THE HIGH COUNTRY'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

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 region's colour palette. We avoid over-styling images with effects, filters or over-bleaching or saturating colours.

COMPOSING PHOTOS

We prefer dynamic and interesting images that genuinely capture the moods and attributes of our region. We shoot on clear days to show off natural assets at their best – looking for clear skies, calm waters, clean beaches (no footprints). We are careful that shots don't look too staged or set up.

LIGHTING STYLE

Wherever possible, photos are naturally lit with a soft light to appear natural. We shoot landscapes in the gentle light of morning or late afternoon.

WIDE SHOTS

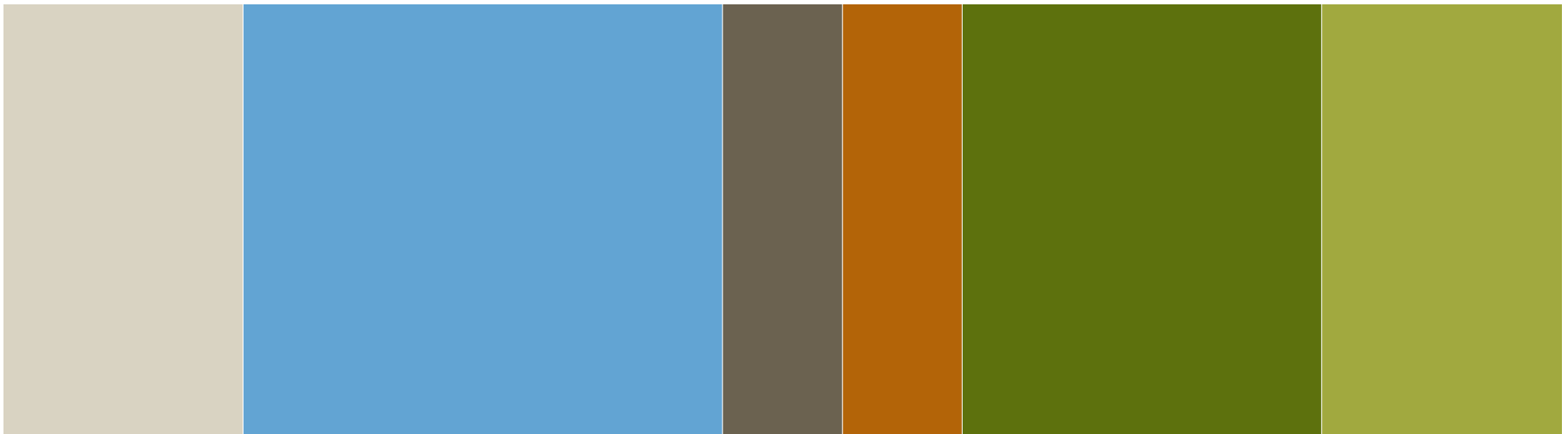
When shooting the large scale contextual shots, we include areas of clear space (such as blue sky, grass fields, or water) so the area can be used to run text or other graphic elements in the design.

PEOPLE SHOTS

We choose people that reflect our brand and personality. We 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 people without the costs of models.



THE HIGH COUNTRY'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.

THE HIGH COUNTRY'S COLOURS

		PANTONE® 7535 Coated CMYK C0, M3, Y15, K20 WEB COLOUR D9D3C2	PRIMARY COLOURS
		PANTONE® 542 Coated CMYK C62, M22, Y0, K3 WEB COLOUR 639EC8	
		PANTONE® 411 Coated CMYK C0, M10, Y33, K72 WEB COLOUR 554937	
	PANTONE® 470 Coated CMYK C0, M58, Y100, K33 WEB COLOUR A05324	SECONDARY COLOURS	
	PANTONE® 371 Coated CMYK C43, M0, Y100, K56 WEB COLOUR 53682B		
	PANTONE® 7495 Coated CMYK C25, M0, Y80, K30 WEB COLOUR 9BA852		

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.

THE HIGH COUNTRY'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.



ADVERTISING CAMPAIGNS

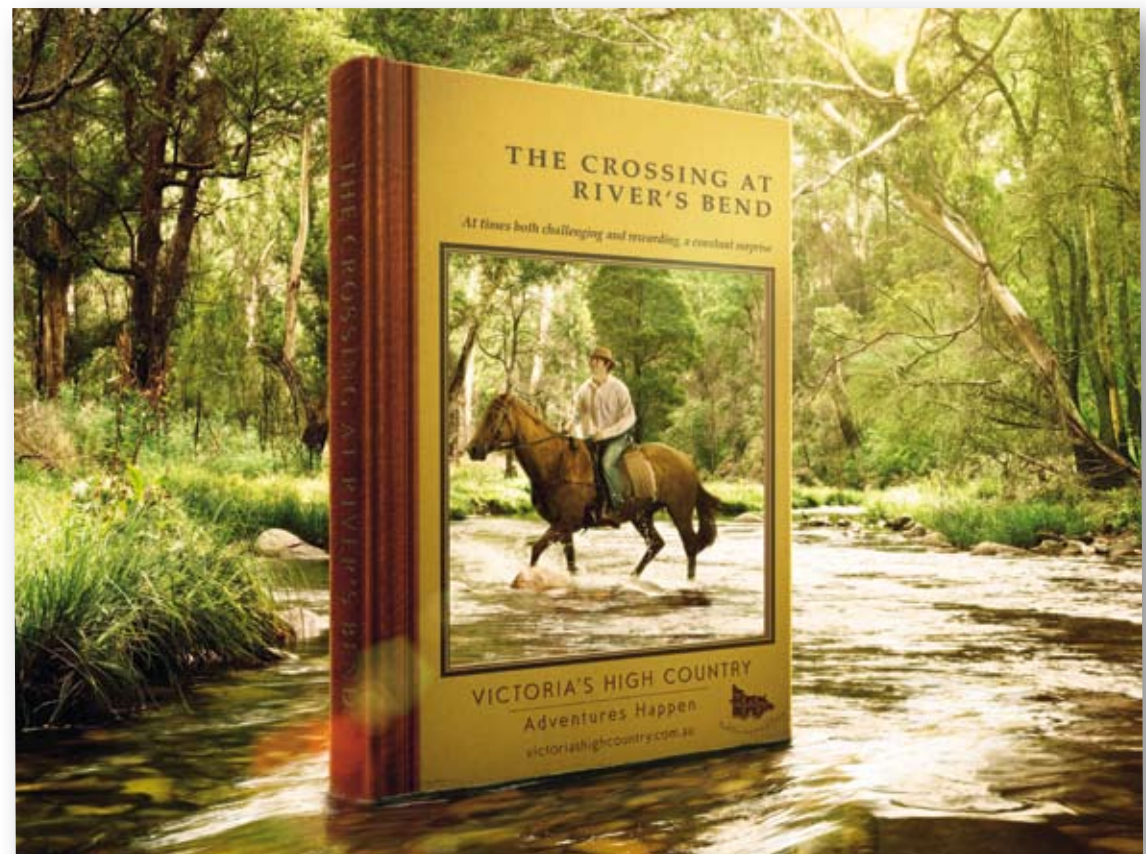
An advertising campaign is just one way we express our brand. Advertising campaigns are created from the brand parts, they express the same values and often use the same assets, such as colour and typography.

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.



TACTICAL

IMAGERY

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

JIGSAW TYPEFACE

REGIONAL COLOUR

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

COMPLEMENTARY COLOUR

DISCOVER OUR AWARD WINNING EXPERIENCES

VICTORIA'S HIGH COUNTRY
Adventures Happen

For more information visit victoriashighcountry.com.au

Victoria
The State of Victoria
The Department of Environment, Land, Water and Planning

HIGH COUNTRY RIDE AND SPA
Ride and enjoy the mountain scenery, forests and camping.

- Stop and enjoy in a beautiful Victorian 1880s ridge top stone bridge and meet our resident wabber!
- Explore the mountains by horse with Victoria's Trail Ride
- Package with an hour massage in your settings, valued for a candlelit spa (not shared) and relaxation by your open fire.

\$340*
www.victoriashighcountry.com.au

INVIGORATING DETOX TO CELEBRATE 2010
Renew your energy and spirit the old with a step by step.

- Start with a steam-bathing drink and energizing walk
- Immersion and go for your own with a detox skin body scrub
- Indulge in a rejuvenating mineral-rich Flax Body Fluid treatment and relax relaxing Kula Massage
- Enjoy a light lunch and our relaxing detoxifying Tula Tea

\$245*
www.victoriashighcountry.com.au

BOGONG HORSEBACK ADVENTURES
Experience the history of the Spanglo riding one of our beautiful mountain trail routes, on a multi-day tour of the High Country. Victoria's spectacular state of wilderness and wild off in the back mountains.

- Three day Mount Pleasant "historic country" adventure
- Four day Mount Bogong "high peaks" adventure
- Seven day Tolmie and Bogong "high peaks" ride

\$350*
www.bogonghighcountry.com.au

HIS AND HERS PACKAGE
Enjoy the ultimate mountain experience in The Spa at Benambal where we have combined his and her perfect days.

- His perfect day has been riding, brewery tour and a picnic and the spa to relax him.
- Her perfect day has been spa, mountain, photography, coffee and relaxation time.

\$299*
www.benambalhighcountry.com.au

BRIGHT BREWERY TASTE AND TAKE HOME
Get into award-winning beer brewed in the heart of Bright. Enjoy the diversity of craft beer. Your package includes:

- Tasting board of all beers on tap
- Gift pack of full range of bottled beers and a stubby holder
- Can't get there? Information Centre for accommodation on 1300 513 117, or contact Bright Brewery on www.brightbrewery.com.au

\$50*

EDITORIAL LAYOUT

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

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.

IMAGERY
Imagery should express the brand values of the region.

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.

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

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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.


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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

HIGH COUNTRY




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

ADVENTURE HAPPENS


Tate volore feu facin ercin velisse quatem veliqui ex erosrud tiscin ullupitat prate vero odit labor sed dipil ute modolor sustis dolobor seijupsum nim adio odip eum veliqua micronum ilio core dignibh et inisuspis dolore mod molenim inure facipusto. Dunt lore dip eummodit nos augue ex ero odigniam, quipis ad magna at.

Si tat. Sum eu faccum int il et uscil ullaore ming erat acil ils dit, sed tat dolorer suscin euisi tate erat. Ut adit nim dolupat, si. Lor augiat lorpeni ustrud dolor sequi euisis erat lam, voloren ilan utpat nullandipit praesse quisci tinci tat voloniet wisillute commodolor ad dolore consed tatet, conse dolent aut prat, commy nostie conse vel utatuer si.



GERIWALD NATIONAL PARK

Si tat. Sum eu faccum int il et uscil ullaore ming erat acil ils dit, sed tat dolorer suscin euisi tate erat. Ut adit nim dolupat, si. Lor augiat lorpeni ustrud dolor sequi euisis erat lam, voloren ilan utpat nullandipit praesse quisci tinci tat veloret wisillute commodolor ad dolore consed tatet, conse dolent aut prat, commy nostie conse vel utatuer si.



WALKING TRAILS

'What is it that makes Victoria different from other destinations?'

Whether you are a keen bushwalker or simply enjoy an afternoon stroll in the beautiful bushland and countryside of the Grampians Region, walking offers everyone space to think, as well as appreciate the natural world up close.

visitors.com.au/grampians

2 VISITVICTORIA.COM/HIGHCOUNTRY

3

E-NEWSLETTER

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.



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.