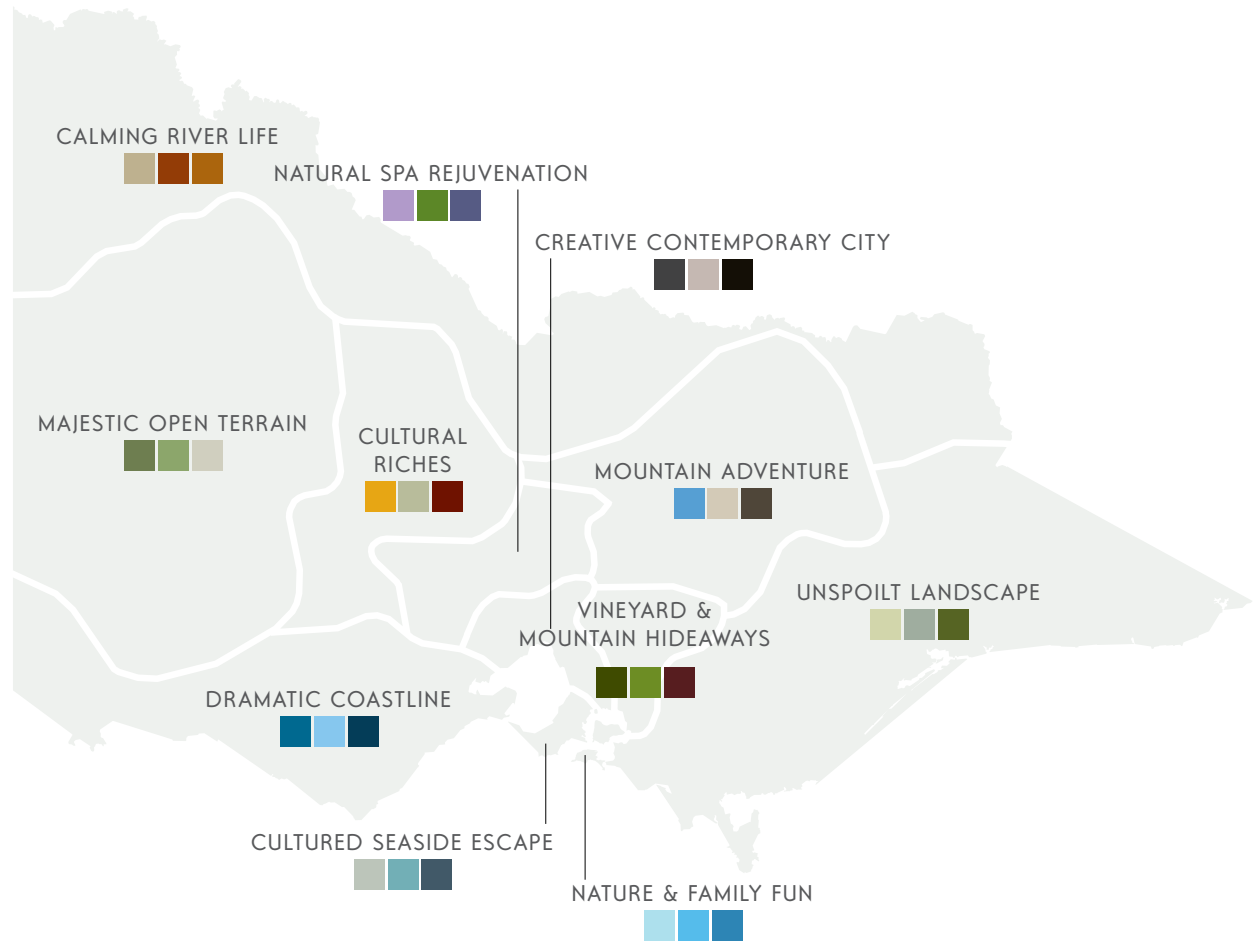


VICTORIA'S DIFFERENCE

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 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 DIFFERENCE

Just as 'compact diversity' stands as shorthand for Victoria's offer, 'mountain adventure' 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: *Adventure, Invigorating Excitement, Legendary, Indulgence.*

THE HIGH COUNTRY'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.

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 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

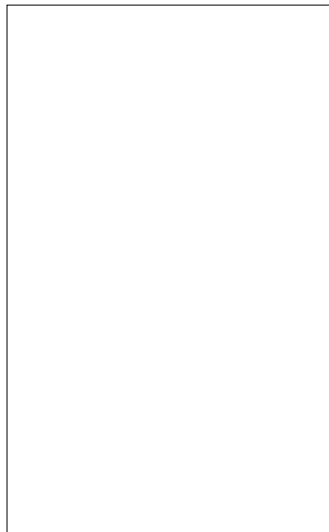
TALENT GUIDELINES

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



THE HIGH COUNTRY'S 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 HIGH COUNTRY'S COLOURS



| |
|--------------------------------|
| PANTONE® 7535 Coated |
| CMYK C0, M3, Y15, K20 |
| WEB COLOUR D9D3C2 |
| 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 |
| PANTONE® 371 Coated |
| CMYK C43, M0, Y100, K56 |
| WEB COLOUR 53682B |
| PANTONE® 7495 Coated |
| CMYK C25, M0, Y80, K30 |
| WEB COLOUR 9BA852 |

OUR COLOURS

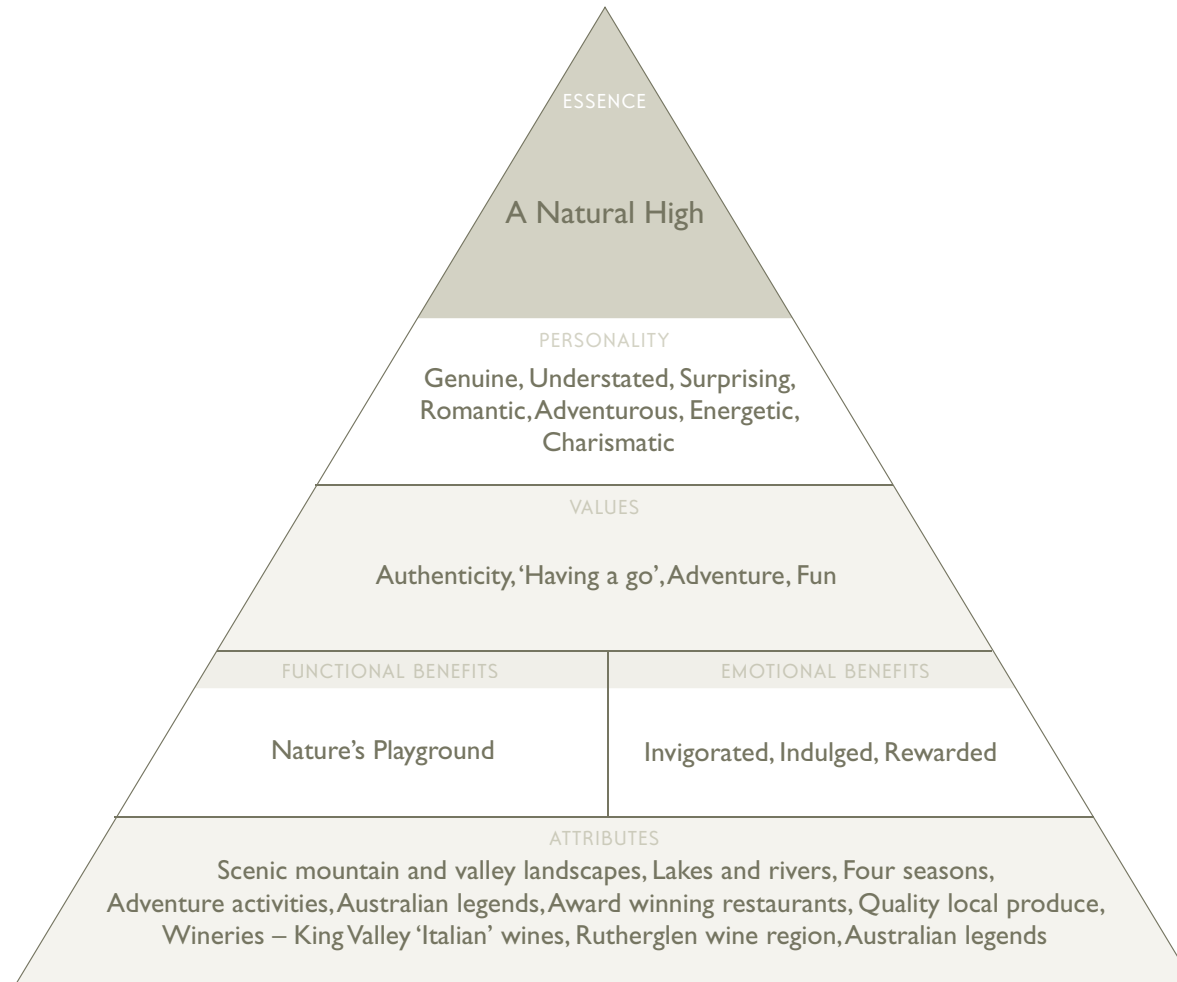
This is our extended colour palette. These colours are sympathetic to our brand language and positioning, and help differentiate us from other regions in Victoria. The three top colours are our core colours, and we use these in all marketing materials, while the bottom three strengthen and complement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

PRIMARY COLOURS

SECONDARY COLOURS



THE HIGH COUNTRY'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

