



# MORNINGTON PENINSULA GUIDE BOOK



## DESTINATION BRANDING

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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 Mornington Peninsula? What is it that makes Mornington Peninsula different from other coastal destinations – including Victoria's own Great Ocean Road?

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

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This guide book is about the Mornington Peninsula 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

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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...

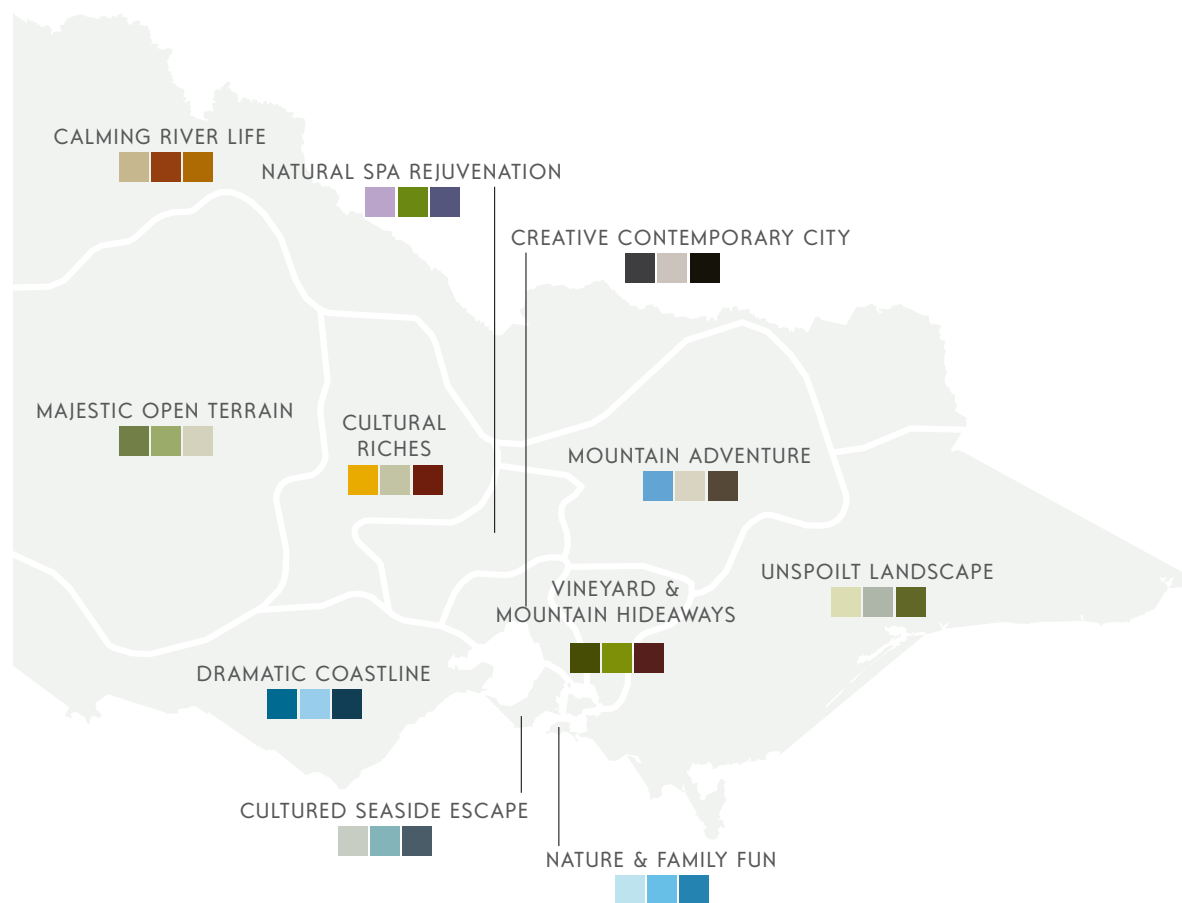
**GENUINE | CULTURED | ROMANTIC | SURPRISING | UNDERSTATED**

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

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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

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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

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### 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](http://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](http://www.brandvictoria.com)

### TACTICAL MARKETING

We use templates for local area tactical marketing. It is available at [www.tourism.fastartbureau.com](http://www.tourism.fastartbureau.com)

## VICTORIA'S TYPOGRAPHY

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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

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz | 1234567890

GILL SANS LIGHT

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz | 1234567890

GILL SANS REGULAR

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# VICTORIA'S TYPOGRAPHY

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## TYPOGRAPHY LINKS

Gottomat is distributed by Tourism Victoria via [www.visionsofvictoria.com](http://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.

# MORNINGTON

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.

The mood of provincial Europe and English country manors come together in the vineyards and azure bays of the Mornington Peninsula, with pristine sailing waters and stylish ensemble foods served at the cellar door for a sophisticated cultural seaside escape.

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.

There's an air of being somewhere else, a world away. You indulge. Heady pleasures, life's finer things. An escape into the idyllic grandeur and worldly charms. Mornington. It's...

GILL SANS LIGHT

# MORNINGTON PENINSULA

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## MORNINGTON PENINSULA'S IMAGE

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There's an air of being somewhere else, a world away. You indulge. Heady pleasures, life's finer things. You're at home with the escape of idyllic grandeur and worldly charms. Mornington Peninsula. It's...

**INDULGENT | CULTURED | REFINED | STYLISH | ESCAPE**

The mood of provincial Europe and grandeur of cliff top mansions come together with an effortless Australian calm among the vineyards and azure bays of the Mornington Peninsula. Pristine sailing waters stretch bay side while rugged open ocean spills against the Peninsula's outer coast. Stylish contemporary foods are served at the cellar door amid its hinterlands for indulgence in a richly cultured seaside escape.

SERIOUSLY, IT'S IN AUSTRALIA

## MORNINGTON PENINSULA'S DIFFERENCE

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Just as 'compact diversity' stands as shorthand for Victoria's offer, 'cultured seaside escape' aims to capture Mornington Peninsula's unique difference – what we offer that no other region does. And all of our marketing communications express this distinct offer and ambience: Indulgent, Cultured, Refined Stylish, Escape.

## MORNINGTON PENINSULA'S TRAITS

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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.

### **INDULGENT**

Offering a taste of life's finer things, we try to capture a sense of indulgence in our language and imagery.

### **CULTURED**

Our visual style is expressive of our region's 'almost European' offer.

### **EXCLUSIVE**

Our core offer is upmarket lifestyles experiences, so our communications reflect a sense of refinement.

### **STYLISH**

We appeal to the style set, and readily express a sense of 'chic' in our marketing.

### **ESCAPE**

The sense of being 'a world away' and indulging to 'escape' is captured throughout our language and imagery.

## MORNINGTON PENINSULA'S LANGUAGE

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### BRAND STORY

There's an air of being somewhere else, a world away. You indulge. Heady pleasures, life's finer things. You're at home with the escape of idyllic grandeur and worldly charms. Mornington Peninsula. It's indulgent, cultured, refined, stylish, escape.

### 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 'Seriously, it's in Australia' to further reinforce Mornington Peninsula's brand. We also litter some of the words – such as 'a world away' or 'life's finer things' – throughout regional marketing to help reinforce the experience of Mornington.

### REGIONAL DESCRIPTION

The mood of provincial Europe and grandeur of cliff top mansions come together with an effortless Australian calm among the vineyards and azure bays of the Mornington Peninsula. Pristine sailing waters stretch bay side while rugged open ocean spills against the Peninsula's outer coast. Stylish contemporary foods are served at the cellar door amid its hinterlands for indulgence in a richly cultured seaside escape.

### 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 Mornington Peninsula' section of a brochure or on a fast art flyer. They work well as an introduction to more detailed information about our region, such as its activities, attractions, accommodation and experiences.

### CAMPAIGN STRAPLINE

Seriously, it's in Australia

### 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.

## MORNINGTON PENINSULA'S PHOTOGRAPHY

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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.

## MORNINGTON PENINSULA'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](http://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.

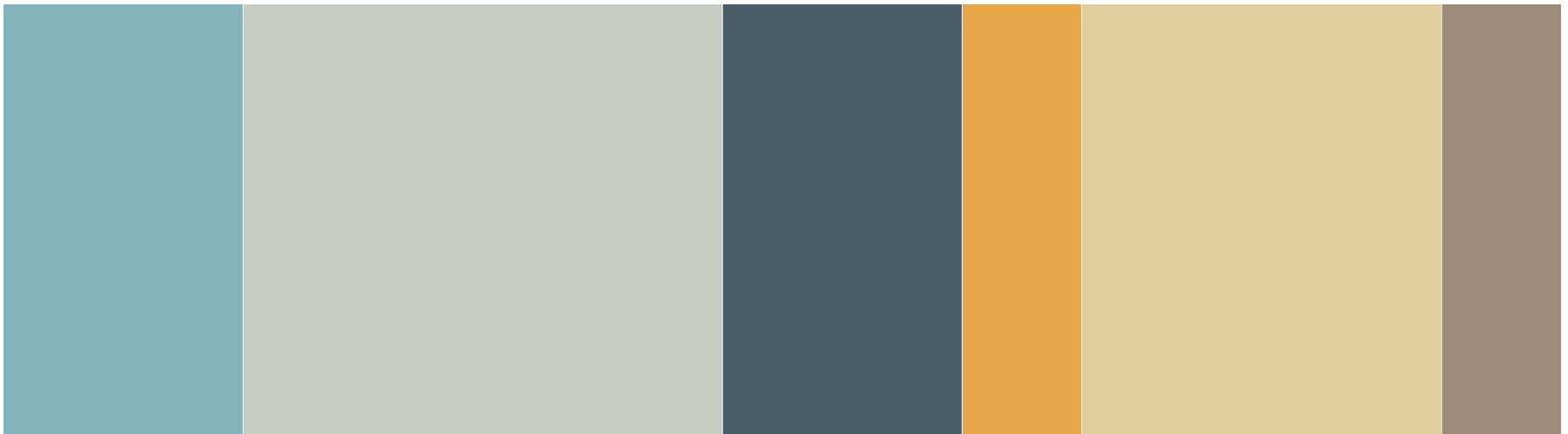
### PEOPLE SHOTS

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.



## MORNINGTON PENINSULA'S COLOURS

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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

		<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.

## MORNINGTON PENINSULA'S COLOURS

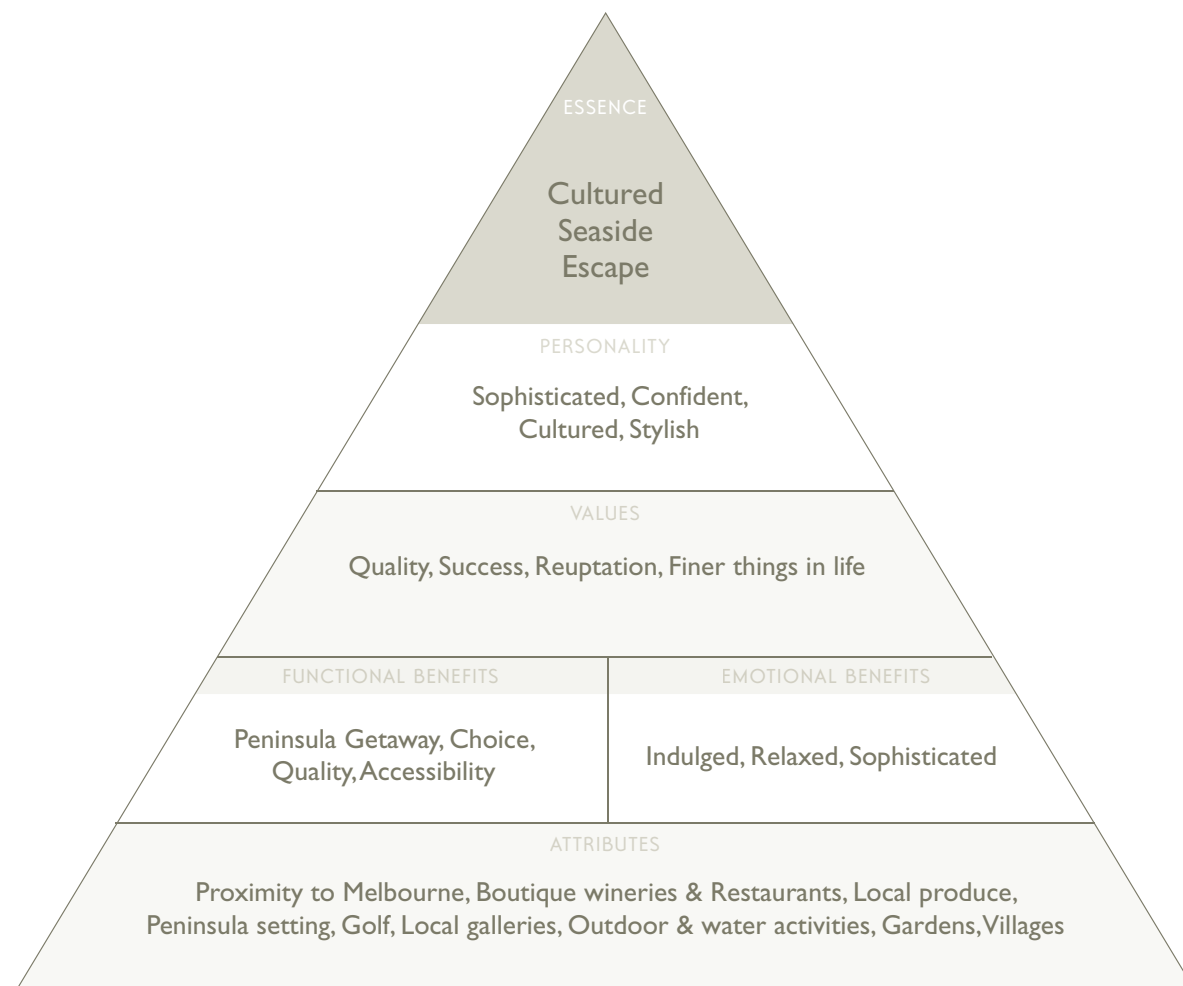
		<b>PANTONE®</b> 5645 Coated <b>CMYK</b> C7, M0, Y11, K23 <b>WEB COLOUR</b> BEC9BD	<b>PRIMARY COLOURS</b>
		<b>PANTONE®</b> 5493 Coated <b>CMYK</b> C43, M0, Y14, K21 <b>WEB COLOUR</b> 82AEB6	
		<b>PANTONE®</b> 7546 Coated <b>CMYK</b> C33, M4, Y0, K72 <b>WEB COLOUR</b> 394A59	
		<b>PANTONE®</b> 722 Coated <b>CMYK</b> C0, M36, Y76, K9 <b>WEB COLOUR</b> D08A4E	
		<b>PANTONE®</b> 4525 Coated <b>CMYK</b> C0, M7, Y39, K17 <b>WEB COLOUR</b> C8BB89	
		<b>PANTONE®</b> 437 Coated <b>CMYK</b> C46, M45, Y49, K0 <b>WEB COLOUR</b> BEC9BD	
			<b>SECONDARY COLOURS</b>

### 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.

## MORNINGTON PENINSULA'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.



## MORNINGTON PENINSULA'S EXAMPLES

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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.

LAST TIME WE CHECKED,  
THE CONVERSION RATE FOR  
ONE AUSTRALIAN DOLLAR WAS  
ONE AUSTRALIAN DOLLAR.

Currency converters aren't necessary here.  
You'd be better off packing a book to enjoy on a secluded  
beach or a spare bag to fill while at the local  
produce market. And when dining out, don't worry, all the  
menus are in English. It's Europe, only an  
hour from Melbourne. For information call 132 842 or  
visit [visitvictoria.com/morningtonpeninsula](http://visitvictoria.com/morningtonpeninsula)

THE MORNINGTON PENINSULA.  
Seriously, it's in Australia.




UNDER NO  
CIRCUMSTANCES WILL  
THE LOCAL RESTAURANTS  
ACCEPT EUROS.

It's a common occurrence on the Peninsula,  
people get confused and think they're in Europe. Maybe it's  
the sea air, or the cliff top mansions and grand views.  
Whatever it is, you needn't pack a phrase book when you're  
only an hour from Melbourne. For information call 132 842  
or [visitvictoria.com/morningtonpeninsula](http://visitvictoria.com/morningtonpeninsula)

THE MORNINGTON PENINSULA.  
Seriously, it's in Australia.




# TACTICAL

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

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

COMPLEMENTARY COLOUR .....

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

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.

## TRAVELLING HAS NEVER BEEN SO RELAXING

Relax and be pampered in one of the Peninsula's many spa retreats. Take the girls for a weekend, plan a romantic escape, or just recharge the batteries. You'll find world-class spa treatments and massages that range from Maori to Mayan. Don't miss the star attraction, the naturally occurring geothermal Peninsula Hot Springs. For more information [visitvictoria.com.au/morningtonpeninsula](http://visitvictoria.com.au/morningtonpeninsula)



### SHORT HEADING/TITLE

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• faccum astere el asipit.  
• te asetipit, astere evos.  
(03) 5773 8888  
[www.loremipsum.com.au](http://www.loremipsum.com.au)

**\$249\***



### SHORT HEADING/TITLE

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• Ulla adiammy, asi astere ett.  
• faccum astere el asipit.  
• te asetipit, astere evos.  
(03) 5773 8888  
[www.loremipsum.com.au](http://www.loremipsum.com.au)

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• faccum astere el asipit.  
• te asetipit, astere evos.  
(03) 5773 8888  
[www.loremipsum.com.au](http://www.loremipsum.com.au)

**\$249\***

THE MORNINGTON PENINSULA. SERIOUSLY, IT'S IN AUSTRALIA.



# EDITORIAL LAYOUT

## LANGUAGE

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

## 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.

## TYPEFACE

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

## 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.



'There's an air of being somewhere else, a world away. You indulge. Heady pleasures, life's finer things. An escape into the idyllic grandeur and worldly charms.'

## SERIOUSLY. IT'S IN VICTORIA

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'Mornington Peninsula is cultured seaside escape for the style set.'

## MORNINGTON PENINSULA



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### SLOW PROGRESS

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### WORLD-CLASS ATTRACTIONS

'What is it that makes Mornington Peninsula different from other coastal destinations – including Victoria's own Great Ocean Road?'

Discover alleyways 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/melbourne

### FAVOURITE HIDEAWAYS

#### > SWIMMING WITH THE DOLPHINS

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

#### > CAPE SCHANCK

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

#### > POINT NEPEAN NATIONAL PARK

Adjoins the Blanket Bay Camping/Frnic area. There are lots of great rodpoools 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 Visitors Guide, or call 02 842.

# 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** .....  
 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 a Sans-Serif (Arial or Helvetica) as body copy.

**COLOUR** .....  
 Use assigned regional colours to help identify the region.

EXAM