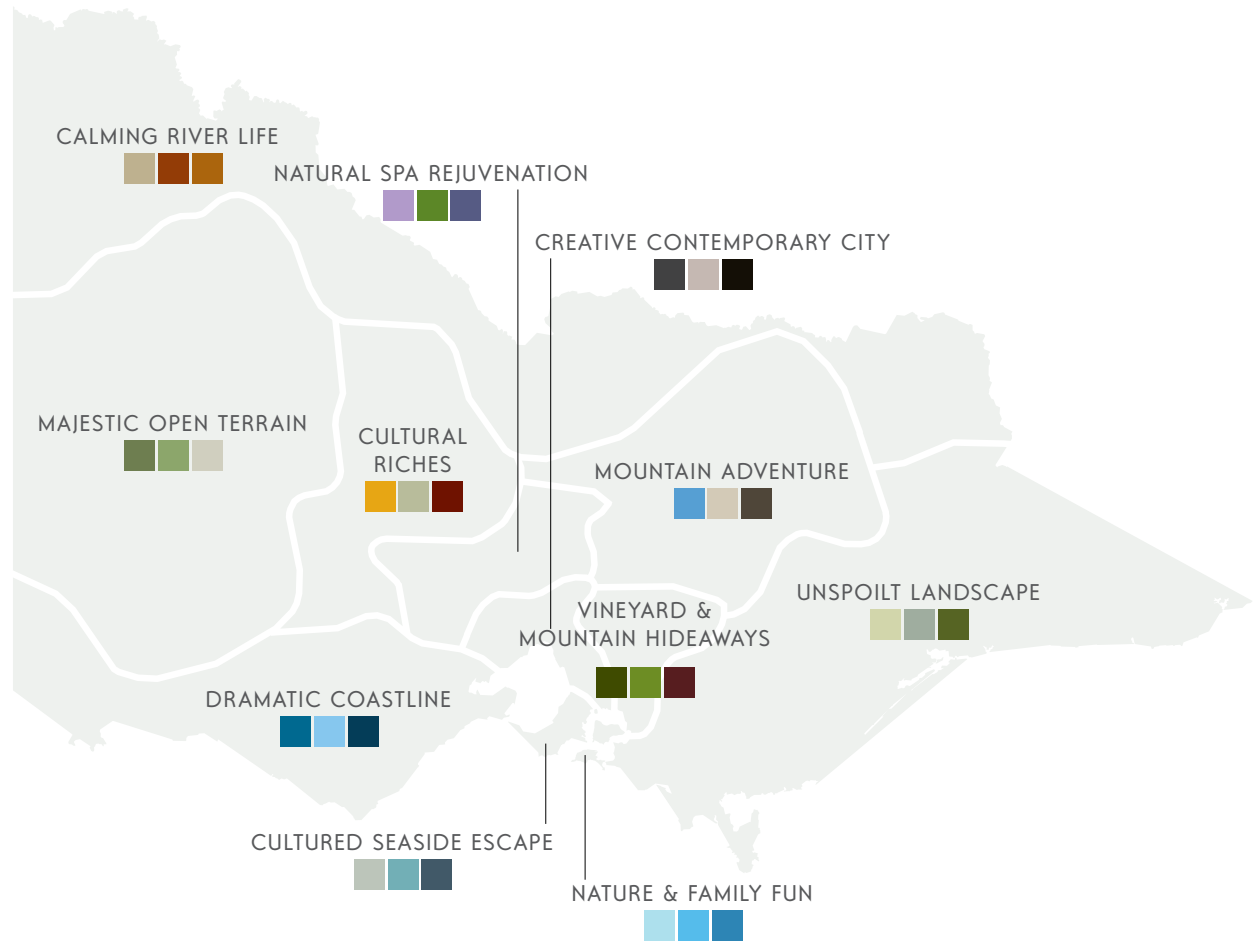


VICTORIA'S DIFFERENCE

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.



MORNINGTON PENINSULA'S IMAGE

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

Just as 'compact diversity' stands as shorthand for Victoria's offer, 'cultured seaside escape' 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:
Indulgent, Cultured, Refined Stylish, Escape.

MORNINGTON PENINSULA'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.

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 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

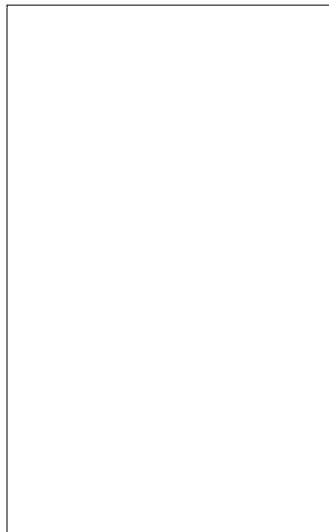
TALENT GUIDELINES

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



MORNINGTON PENINSULA'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.

MORNINGTON PENINSULA'S COLOURS



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

PRIMARY COLOURS

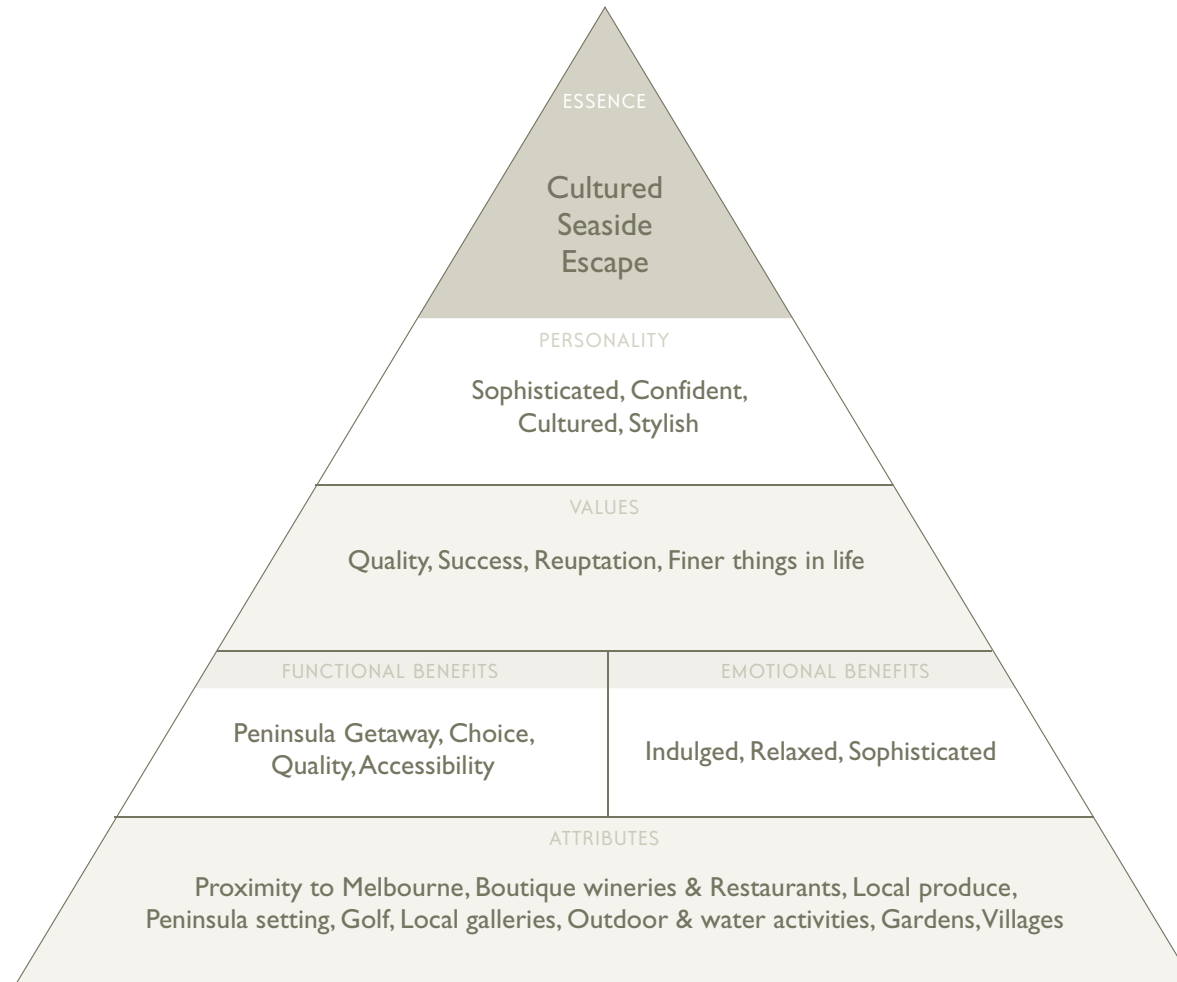
SECONDARY COLOURS

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.



MORNINGTON PENINSULA'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

