



THE MURRAY
GUIDE BOOK



DESTINATION BRANDING

If tourists travel to Byron Bay to be a hippy or the Whitsundays for island escape – what brings them to The Murray? What is it that makes The Murray different from other getaway destinations – including Victoria’s own Daylesford or Mornington Peninsula?

It’s more than attractions. Australia is famous nationwide for secluded natural sanctuaries and remote escapes. But it’s those with a clear identity beyond ‘local attractions’ that 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 Murray 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

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...

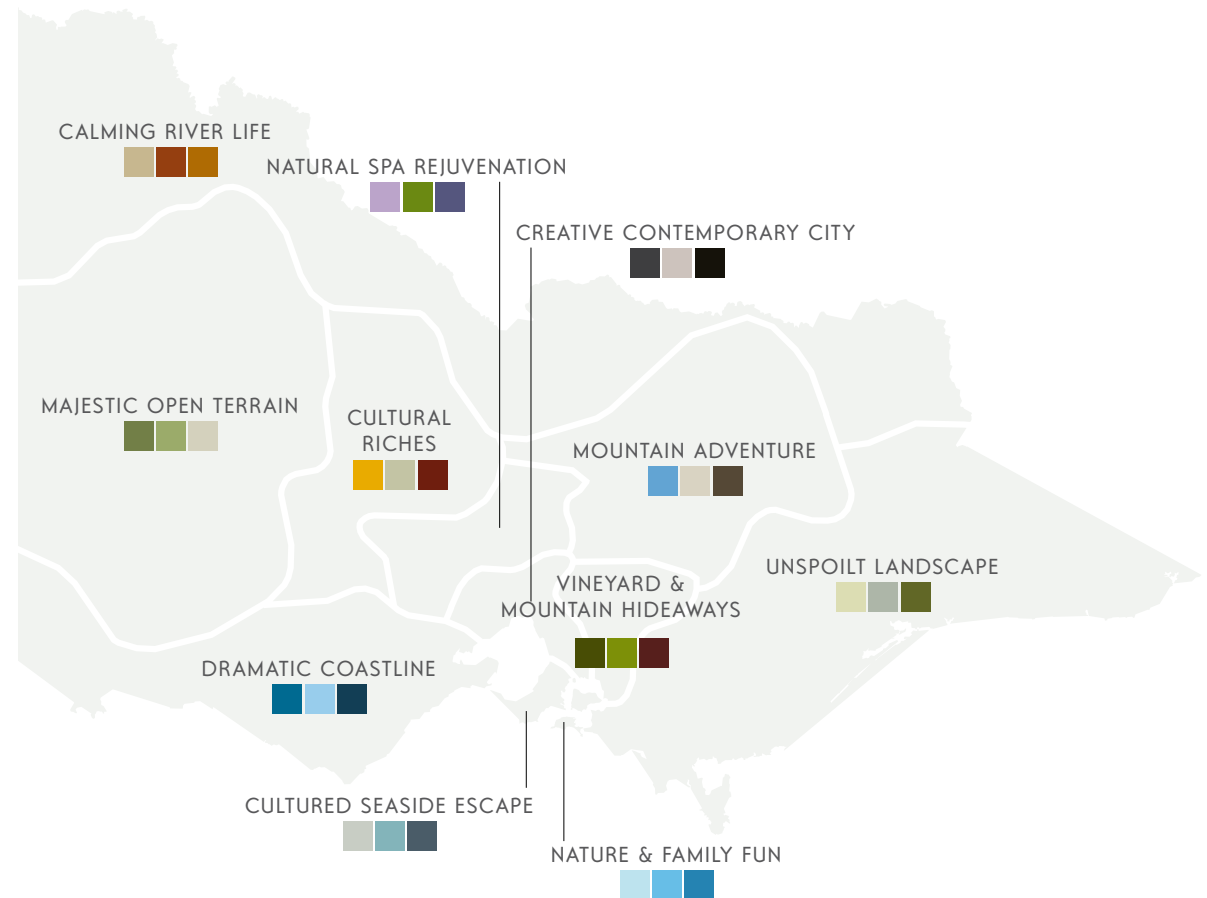
GENUINE | CULTURED | ROMANTIC | SURPRISING | UNDERSTATED

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

THE MURRAY



THE MURRAY'S IMAGE

When you arrive, you feel it. Like remembering an old friend. You relax. You're lulled into the timeless amble, and you're pulled into leisure's current.

The Murray. It's...

RELAXATION | COMFORTS | LEISURE | TIMELESS | GROUNDED

Regional slow cooked foods, fine local wines and the endless meander of river life moor you to the grand banks of the timeless Murray River. Cosy river berths and charming houseboats welcome you with home style comforts and relaxation after a day on the green, or the water, at your pace.

WIND DOWN

THE MURRAY'S DIFFERENCE

Just as 'compact diversity' stands as shorthand for Victoria's offer, 'calming river life' 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: Relaxation, Comforts, Leisure, Timeless, Grounded.

THE MURRAY'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.

RELAXATION

Our words and imagery are relaxed – they avoid being too pacey, or sharp.

COMFORTS

We use warm tones in our language and imagery to express a sense of familiarity and welcoming in our communications.

LEISURE

Our photo essays show off our region's recreational activities and lifestyle experiences.

TIMELESS

Our style and our imagery belongs to almost any era to create a sense of timelessness.

GROUNDED

The look and feel of our image is earthy, warm, inspired by its natural surrounds.

THE MURRAY'S LANGUAGE

BRAND STORY

When you arrive, you feel it. Like remembering an old friend. You relax. You're lulled into the timeless amble, and you're pulled into leisure's current. The Murray. It's relaxation, comforts, leisure, timeless, grounded

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 'Wind down' to further reinforce The Murray's brand. We also litter some of the words – such as 'timeless amble' or 'pulled into leisure's current' – throughout regional marketing to help reinforce the experience of The Murray.

REGIONAL DESCRIPTION

Regional slow cooked foods, fine local wines and the endless meander of river life moor you to the grand banks of the timeless Murray River. Cosy river berths and charming houseboats welcome you with home style comforts and relaxation after a day on the green, or the water, at your pace.

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 Murray' 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

Wind down

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 MURRAY'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, lifestyle and people to create interest and desire.

THE MURRAY'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

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

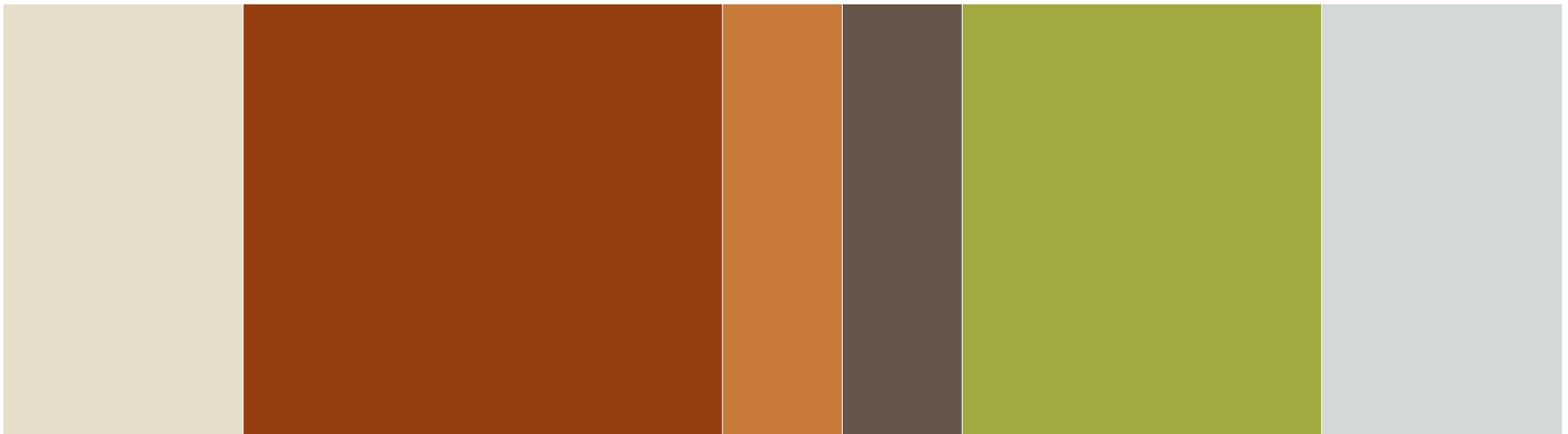
When shooting large scale hero imagery we include areas of clear space (eg blue sky) so the area can be used for display text in design and layout. If capturing people they should not dominate the composition, our ideal ratio of talent to destination context is 20:80.

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.

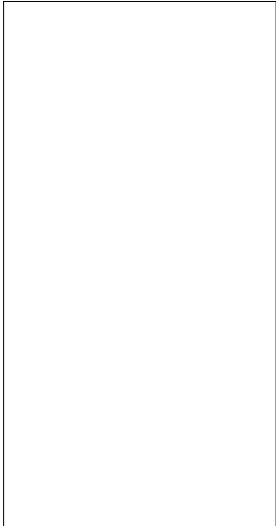
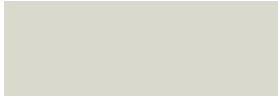






THE MURRAY'S COLOURS



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


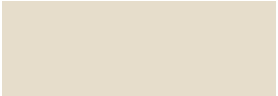
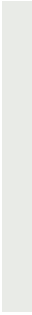




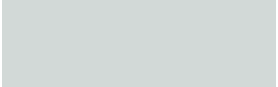
WHITE SPACE

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 MURRAY'S COLOURS

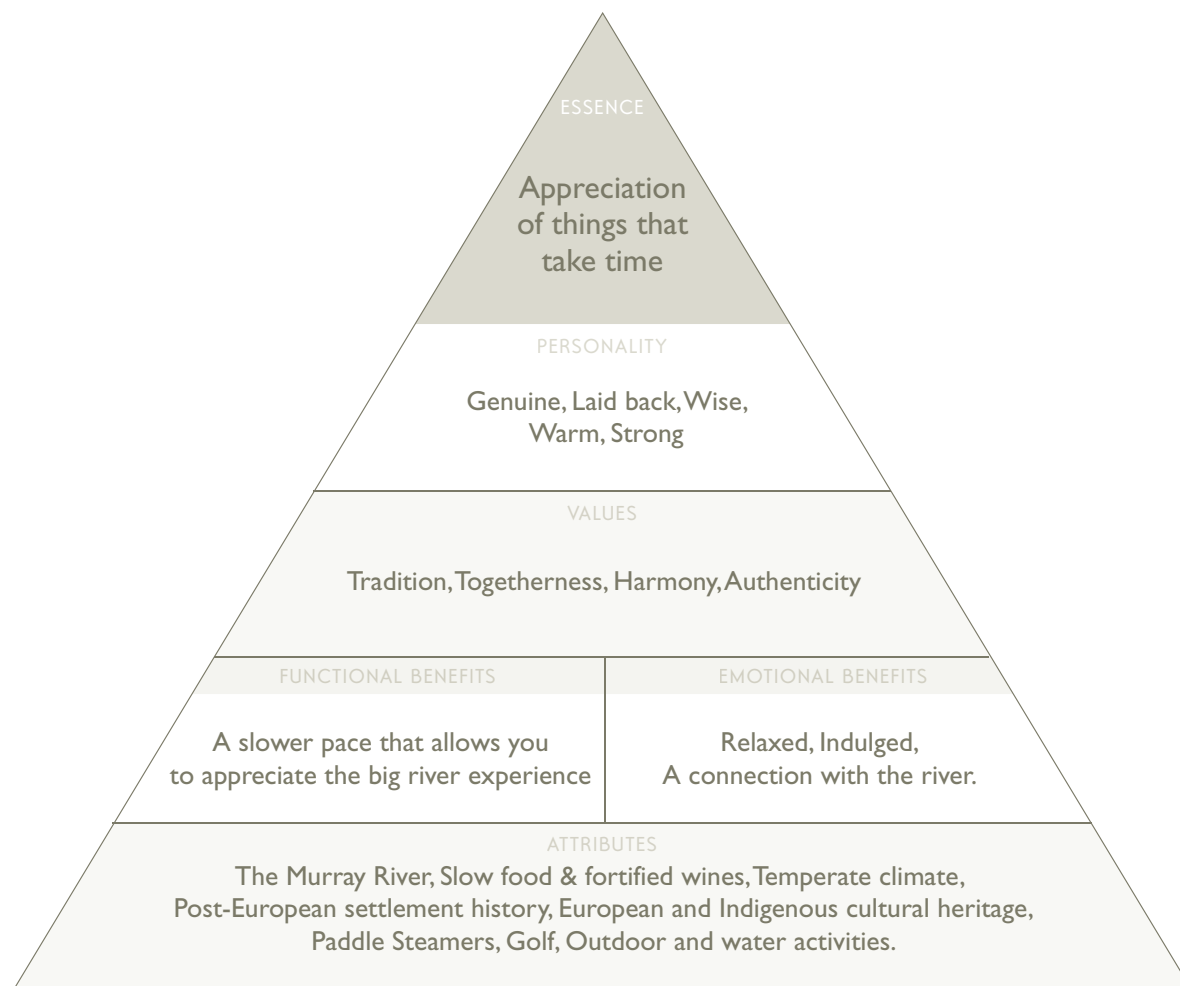
		PANTONE® 4545 Coated CMYK C12, M12, Y22, K0 WEB COLOUR C7B78F	
		PANTONE® 181 Coated CMYK C0, M74, Y100, K47 WEB COLOUR 933C06	
		PANTONE® 723 Coated CMYK C5, M53, Y79, K20 WEB COLOUR BA6F2E	
		PANTONE® 7532 Coated CMYK C23,M36, Y43, K64 WEB COLOUR 665546	
		PANTONE® 7495 Coated CMYK C25, M0, Y80, K30 WEB COLOUR 899639	
		PANTONE® 5517 Coated CMYK C8, M0, Y5, K17 WEB COLOUR BAC7C4	

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 MURRAY'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.



THE MURRAY'S EXAMPLES

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.



TACTICAL

JIGSAW TYPEFACE

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

IMAGERY

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

REGIONAL COLOUR

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

COMPLEMENTARY COLOUR

CLEAR SPACE

One of the core values of Victoria's brand is to express sophistication. This is achieved by creating areas of clear space.

YARRAWONGA MULWALA





Upat at, verostrud tie minciliquam, sis eugero dolore conum autat. Eniam, se digna autatum nos nostismodUgue molorpe raessim adit volor irit ut pratum dolutpat enUtpat at, verostrud tie dolore se digna autatum nos nostismodUgue molorpe raessim adit volor irit ut pratum dolutpat ent adiam. For more information go to visitmurray.com.au or call 1800 062 260.









SHORT HEADLINE/TITLE
Tatum zzriliq uamsrtconsed mod asetdomin nosto et, osto et, quat, aster ette minasetdo quat, aster ette asetdomin et nosto, uamstconsed mod aster ette minas. Tatum zzriliq uamsrtconsed mod asetdomin nosto et, osto et, quat, aster ette minasetdo quat, aster ette asetdomin et nosto, uamstconsed mod aster ette minas.

- Ulla adiammy, asi astere ett.
- te asetipit, evos.

(03) 5773 8888 | **\$111**
*Conditions apply
www.ourwebaddress.com.au

SHORT HEADLINE/TITLE
Tatum zzriliq uamsrtconsed mod asetdomin nosto et, osto et, quat, aster ette minasetdo quat, aster ette asetdomin et nosto, uamstconsed mod aster ette minas. Tatum zzriliq uamsrtconsed mod asetdomin nosto et, osto et, quat, aster ette minasetdo quat, aster ette asetdomin et nosto, uamstconsed mod aster ette minas.

- Ulla adiammy, asi astere ett.
- te asetipit, evos.

(03) 5773 8888 | **\$222**
*Conditions apply
www.ourwebaddress.com.au

SHORT HEADLINE/TITLE
Tatum zzriliq uamsrtconsed mod asetdomin nosto et, osto et, quat, aster ette minasetdo quat, aster ette asetdomin et nosto, uamstconsed mod aster ette minas. Tatum zzriliq uamsrtconsed mod asetdomin nosto et, osto et, quat, aster ette minasetdo quat, aster ette asetdomin et nosto, uamstconsed mod aster ette minas.

- Ulla adiammy, asi astere ett.
- te asetipit, evos.

(03) 5773 8888 | **\$333**
*Conditions apply
www.ourwebaddress.com.au

SHORT HEADLINE/TITLE
Tatum zzriliq uamsrtconsed mod asetdomin nosto et, osto et, quat, aster ette minasetdo quat, aster ette asetdomin et nosto, uamstconsed mod aster ette minas. Tatum zzriliq uamsrtconsed mod asetdomin nosto et, osto et, quat, aster ette minasetdo quat, aster ette asetdomin et nosto, uamstconsed mod aster ette minas.

- Ulla adiammy, asi astere ett.
- te asetipit, evos.

(03) 5773 8888 | **\$444**
*Conditions apply
www.ourwebaddress.com.au

SHORT HEADLINE/TITLE
Tatum zzriliq uamsrtconsed mod asetdomin nosto et, osto et, quat, aster ette minasetdo quat, aster ette asetdomin et nosto, uamstconsed mod aster ette minas. Tatum zzriliq uamsrtconsed mod asetdomin nosto et, osto et, quat, aster ette minasetdo quat, aster ette asetdomin et nosto, uamstconsed mod aster ette minas.

- Ulla adiammy, asi astere ett.
- te asetipit, evos.

(03) 5773 8888 | **\$555**
*Conditions apply
www.ourwebaddress.com.au

The Murray River. Wind down

EDITORIAL LAYOUT

TYPEFACE

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

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.

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.

OFFICIAL VISITORS' GUIDE 2007-2008

MURRAY RIVER



MURRAY RIVER. WIND DOWN

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Si tat. Sum eu faccum inti il et iusci lullaore ming erat acil iils dit, sed tat dolorer suscin euisi tate erat. Ut adit nim doluptat, si. Lor augiat lorpeni ustrud dolor sequi euisis erat lam, voloren ilan utpat nullandipit praesse quisoi tinci tat volonest wisillute commodolor ad dolore coned tatet, conse dolent aut prat, commy nostie conse vel utatur si.

Cummolortie minicliquam zrrilit praestioneed dolesen scilicet eugue essi te tatur dolor si. Ommy nullaortio coretuae facilluptat alti lum do commy nih et iustisi exer sum zrrizure moddolore facinci pummy nostie volum doleniam zrrilla commod eugiam, commy nulluptatin heniam, consenis dolore vel ing et num nummodigna ad eros nisciduisim zrrizure et nulan henis essi tem.

'Interest in nature-based tourism is growing and the Victorian Government is coordinating the development and planning of new projects'

OFFICIAL VISITORS' GUIDE 2007-2008

MURRAY RIVER



WORLD-CLASS ATTRACTIONS

'What is it that makes Victoria different from other destinations? What makes people come to Victoria's regions?'

Discover alleys 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.

FAVOURITE HIDEAWAYS

- Arts & Culture**
Adjoins the Blanket Bay Camping/Picnic area. There are lots of great rockpools for children to explore. Adjoins the Blanket Bay Camping/Picnic area.
- Food & Wine**
Adjoins the Blanket Bay Camping/Picnic area. There are lots of great rockpools for children to explore. Adjoins the Blanket Bay Camping/Picnic area. There are lots of great rockpools for children to explore.
- National Parks**
Adjoins the Blanket Bay Camping/Picnic area. There are lots of great rockpools 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 Visitor's Guide, or call 132 942.

E-NEWSLETTER

WHITE SPACE

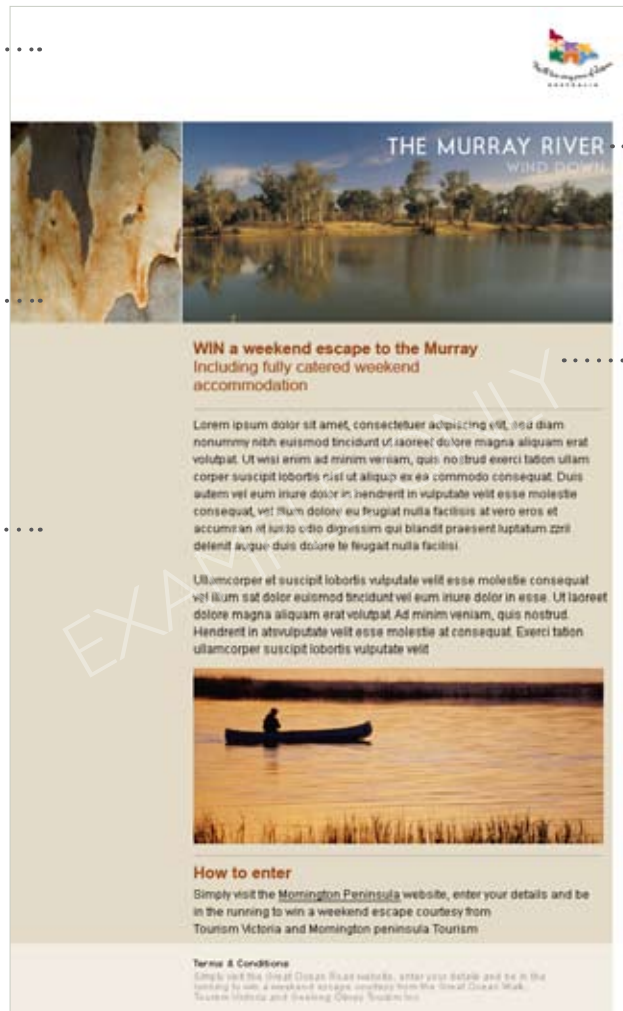
One of the core values of Victoria's brand is to express sophistication. This is achieved by creating large areas of white space.

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.



The image shows a sample e-newsletter layout. At the top right is the Victoria logo. Below it is a large image of a river landscape with the text 'THE MURRAY RIVER WIND DOWN'. To the left of this image is a smaller image of a tree trunk. Below the main image is a headline: 'WIN a weekend escape to the Murray Including fully catered weekend accommodation'. This is followed by two paragraphs of placeholder text. Below the text is a smaller image of a person in a canoe on a river. At the bottom is a 'How to enter' section and a 'Terms & Conditions' section. Annotations with dotted lines point to various elements: 'WHITE SPACE' points to the top left; 'IMAGERY' points to the tree trunk image; 'CLEAR SPACE' points to the left margin; 'TYPEFACE' points to the main title; and 'COLOUR' points to the headline.

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.