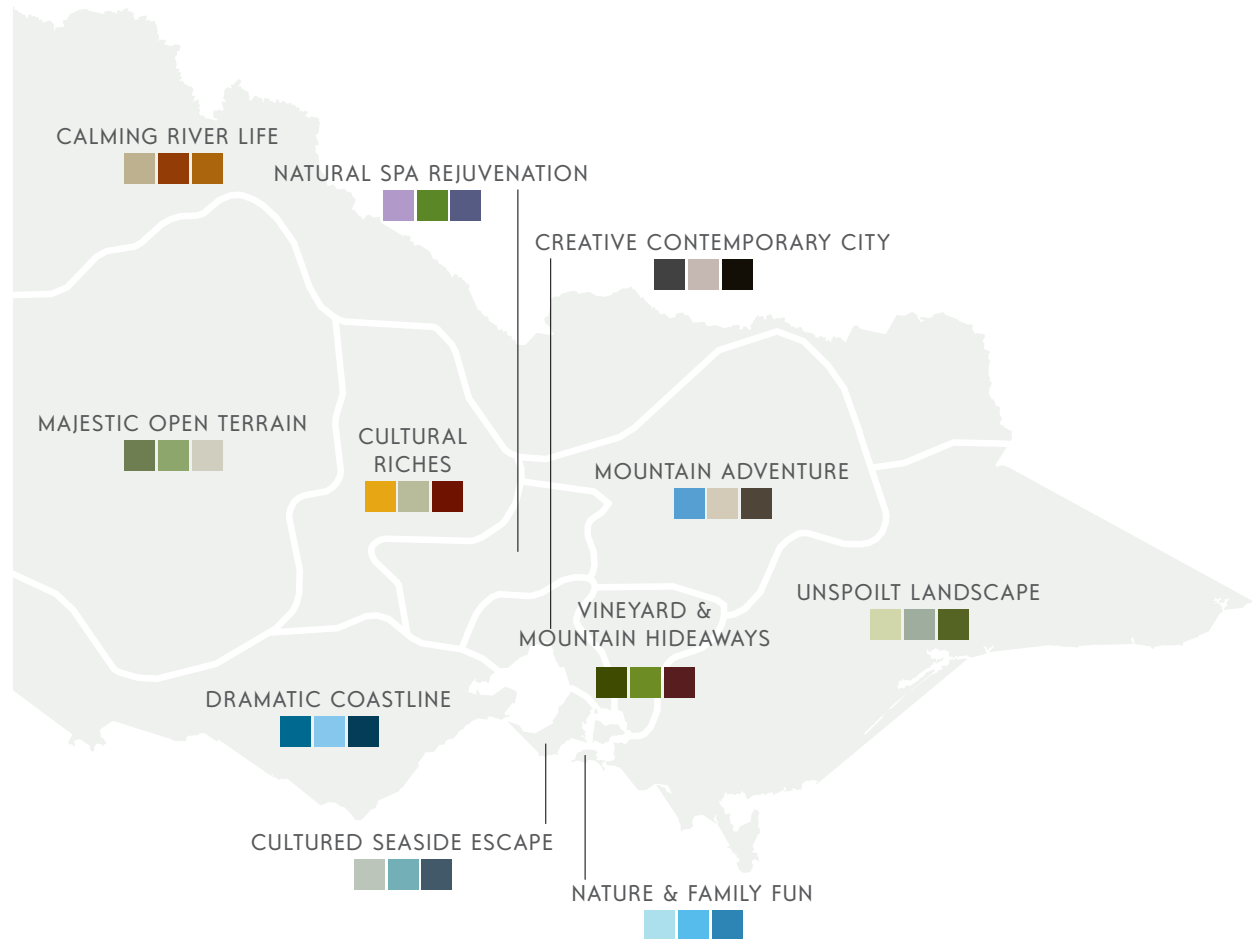


VICTORIA'S DIFFERENCE

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 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 – 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.

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 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

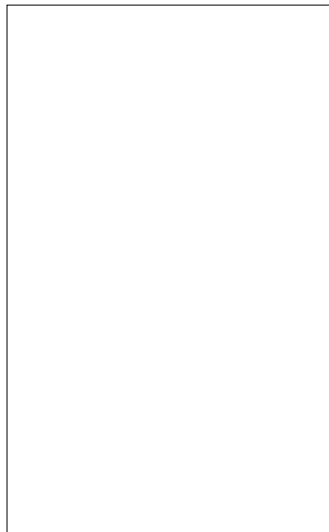
TALENT GUIDELINES

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



THE MURRAY'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 all regional brands and should make up a significant proportion of all visual representation.

OUR SHARED COLOURS

A neutral colour palette ties us to all other region's in Victoria. These are used for generic information panels or to complement our primary colour range.

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

PRIMARY COLOURS

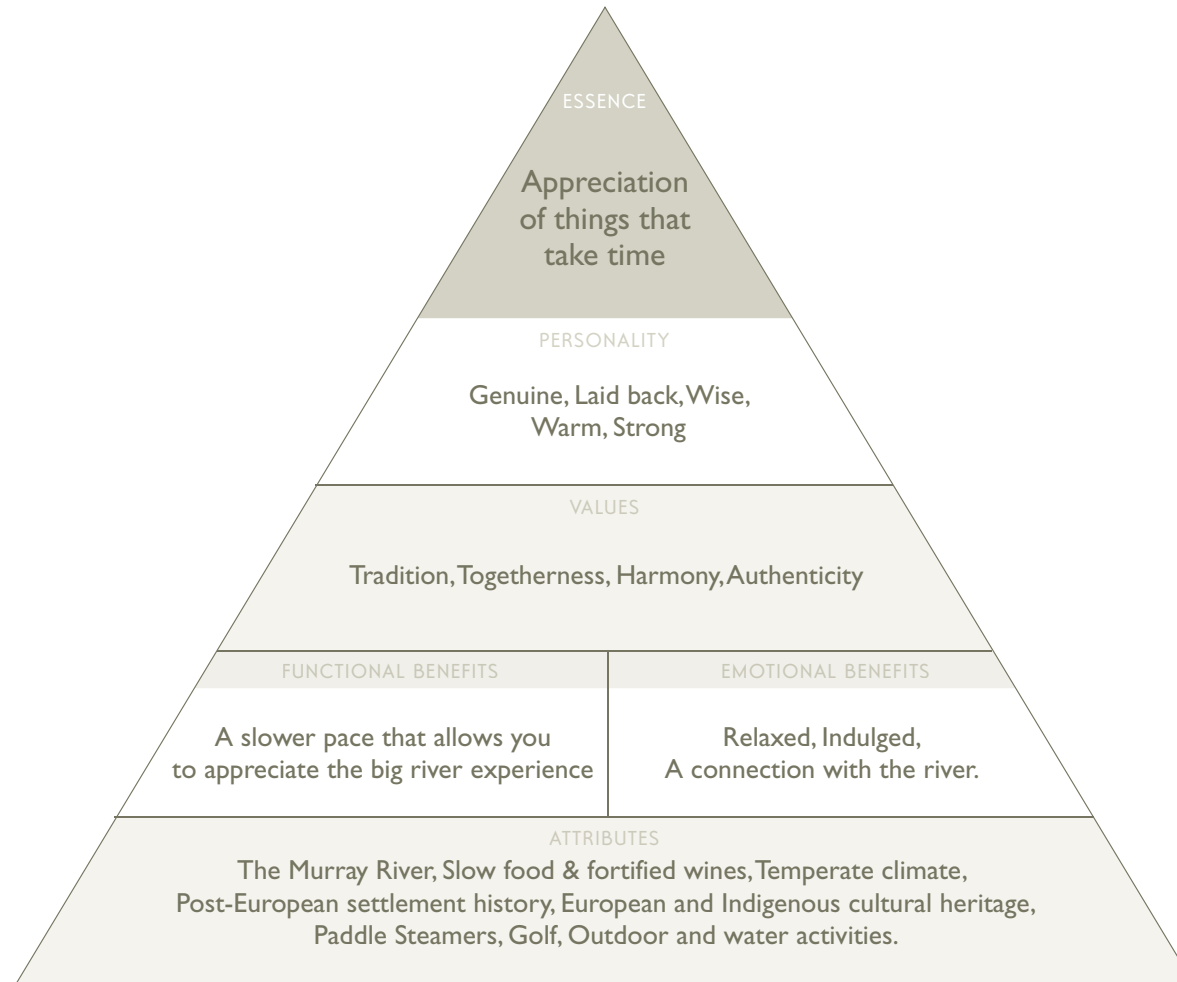
SECONDARY COLOURS

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.



THE MURRAY'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

