



YARRA VALLEY & DANDENONG RANGES GUIDE BOOK



DESTINATION BRANDING

If tourists travel to Byron Bay to be a hippy or to the Whitsundays for an island escape – what brings them to the Yarra Valley and Dandenong Ranges? What is it that makes the Yarra Valley and Dandenong Ranges different from other retreat destinations – including Victoria's own Mornington Peninsula?

It's more than attractions. Australia is famous nation wide for secluded natural sanctuaries and remote escapes. But it's those, like Byron Bay, 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 Yarra Valley and Dandenong Ranges 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.

VICTORIA'S BRAND		YARRA VALLEY AND DANDENONG RANGES'	
		UNIQUE DIFFERENCE	
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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...

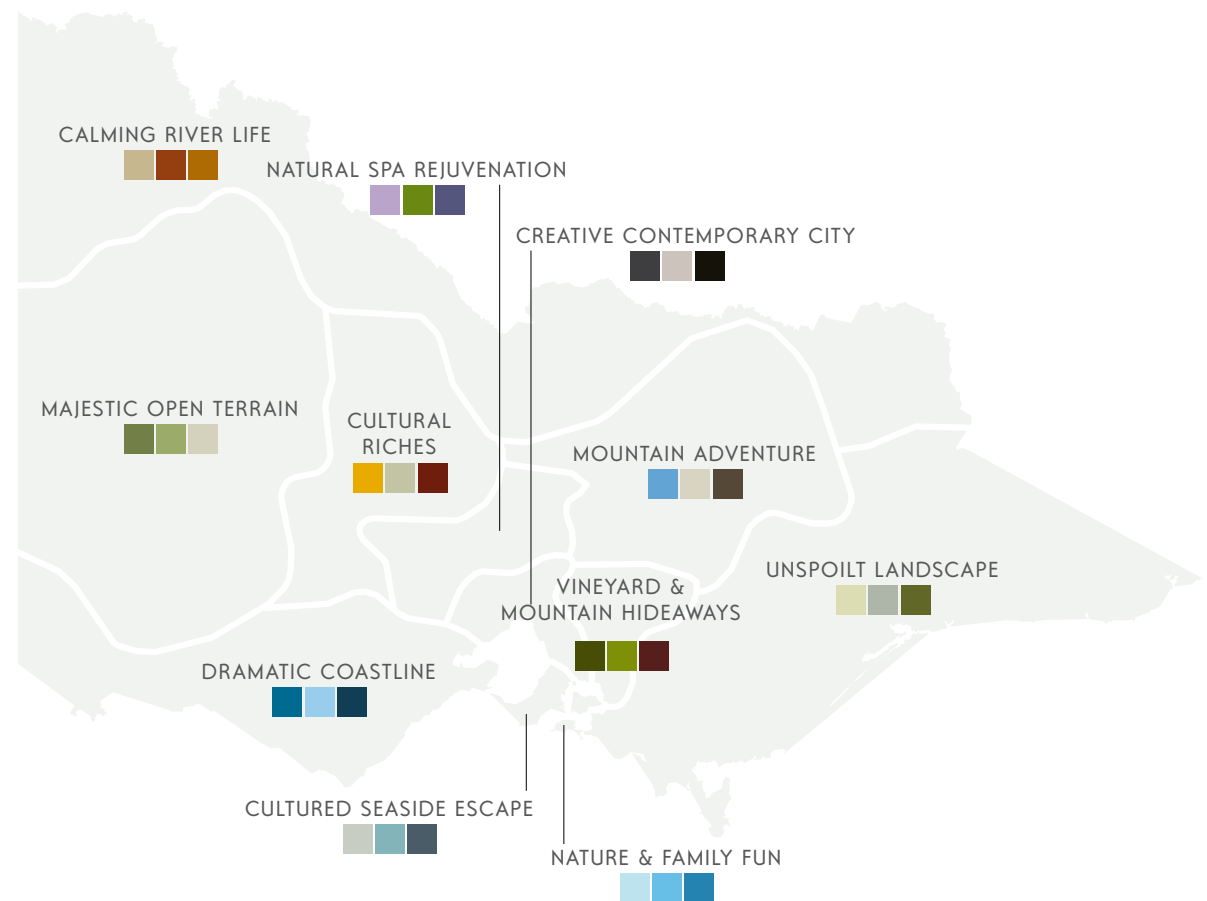
GENUINE | CULTURED | ROMANTIC | SURPRISING | UNDERSTATED

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

YARRA VALLEY & DANDENONG RANGES



YARRA VALLEY & DANDENONG RANGES' IMAGE

You retreat into a secluded hideaway. The valley unravels, forests enchant, nooks unfold. Your tastes are enlivened with an invitation to indulge. Time abounds as you drink in the delicious pleasures. The Yarra Valley and Dandenong Ranges. It's...

SOPHISTICATED | ROMANTIC | PASSIONATE | CREATIVE | INDULGENT

A rich ramble of intimate retreats nestle among the vine-dotted valleys, enchanted forests and mountain nooks. Vignerons open the cellar door to some of Australia's best wines, and restaurateurs fuse local produce for some of the finest contemporary fare for ambient dining in cosy surrounds.

YARRA VALLEY & DANDENONG RANGES' DIFFERENCE

Just as 'compact diversity' stands as shorthand for Victoria's offer, 'vineyard and mountain hideaways' 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: Sophisticated, Romantic, Passionate, Creative, Indulgent getaways for lovers of fine food and wine.

YARRA VALLEY & DANDENONG RANGES' 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.

SOPHISTICATED

Our upmarket epicurean appeal is expressed with mature, stylish imagery and language.

ROMANTIC

Iconic impressions of valley wineries and enchanted forests are shown throughout our visual and written language.

PASSIONATE

Rich imagery and colourful language express the excitement of and passion of our region's offer.

CREATIVE

Our communications are imaginative to capture the nuances and diversity of our region.

INDULGENT

Offering fine food and wine, and luxury retreat, we embody a sense of indulgence in our image.

YARRA VALLEY & DANDENONG RANGES' LANGUAGE

BRAND STORY

You retreat into a secluded hideaway. The valley unravels, forests enchant, nooks unfold. Your tastes are enlivened with an invitation to indulge. Time abounds as you drink in the delicious pleasures. The Yarra Valley and Dandenong Ranges.

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 'You'll never want to leave' to further reinforce our brand. We also litter some of the words – such as 'drink in the delicious pleasures' or 'the valley unravels' – throughout regional marketing to help reinforce the experience of the Yarra Valley and Dandenong Ranges.

REGIONAL DESCRIPTION

A rich ramble of intimate retreats nestles among the vine-dotted valleys, enchanted forests and mountain nooks. Vignerons open the cellar door to some of Australia's best wines, and restaurateurs fuse local produce for some of the finest contemporary fare, for ambient dining in cosy surrounds.

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 Yarra Valley and Dandenong Ranges' 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

Our region has several different straplines depending on context and also who we are talking to.

- When referring to our entire region we use; *"Yarra Valley and Dandenong Ranges. You'll never want to leave."*
- When talking only about the Yarra Valley to interstate customer's we use; *"Melbourne's Yarra Valley. You'll never want to leave."* However, the use of "Melbourne" is optional.
- When talking to Victorians about the Yarra Valley we use; *"Yarra Valley. You'll never want to leave."*
- When talking to Victorians about the Dandenong Ranges we use; *"The Dandenongs. Visit Make Believe."*

RATIONALE

Our current campaign and strapline reinforce the impression we hope to create about our region.

HOW TO USE IT

We use 'You'll never want to leave' for our wider regional brand. This works well with our brand story. We also use individual straplines for more focused sub-regional marketing to sign off on advertising.

YARRA VALLEY & DANDENONG RANGES' 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.

YARRA VALLEY & DANDENONG RANGES' 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

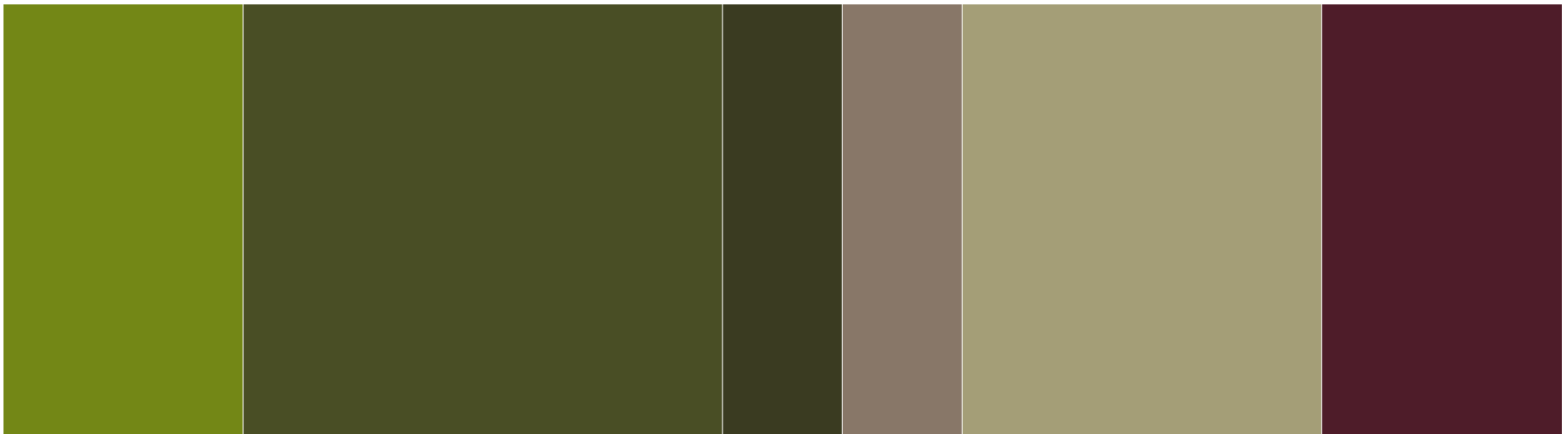
When shooting large scale hero imagery we include areas of clear space (eg blue sky) so the area can be used for display text in design and layout. If capturing people they should not dominate the composition, our ideal ratio of talent to destination context is 20:80.

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.



YARRA VALLEY & DANDENONG RANGES' 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



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.



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

YARRA VALLEY & DANDENONG RANGES



PANTONE® 7496 Coated
CMYK C44, M4, Y98, K40
WEB COLOUR 6A7F10



PANTONE® 7498 Coated
CMYK C45, M24, Y80, K68
WEB COLOUR 4E562B



PANTONE® 440 Coated
CMYK C82, M76, Y100, K30
WEB COLOUR 3F3E29



PANTONE® 7531 Coated
CMYK C16, M28, Y36, K49
WEB COLOUR 857363



PANTONE® 451 Coated
CMYK C17, M13, Y45, K34
WEB COLOUR 9A996E



PANTONE® 504 Coated
CMYK C30, M82, Y44, K73
WEB COLOUR 592C35

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.

YARRA VALLEY & DANDENONG RANGES' SUB-REGIONAL COLOURS

As our region has a large geographical area, colour palettes exist to help identify key sub-regions within the 'Yarra Valley and Dandenong Ranges' piece of Victoria. We use these palettes when creating marketing collateral specific to each individual sub-region.

YARRA VALLEY

	PANTONE® 724 Coated CMYK C7, M65, Y100, K37 WEB COLOUR 954A09
	PANTONE® 504 Coated CMYK C30, M82, Y44, K73 WEB COLOUR 592C35
	PANTONE® 7532 Coated CMYK C23, M36, 43, K64 WEB COLOUR 665546
	PANTONE® 7498 Coated CMYK C45, M24, Y80, K68 WEB COLOUR 4E562B
	PANTONE® 7496 Coated CMYK C44, M4, Y98, K40 WEB COLOUR 6A7F10
	PANTONE® 451 Coated CMYK C17, M13, Y45, K34 WEB COLOUR 9A996E

This colour palette attempts to set the Yarra Valley apart from the Dandenong Ranges. It uses a palette which reflects the visual environment with an emphasis on the wine and earthy colours.

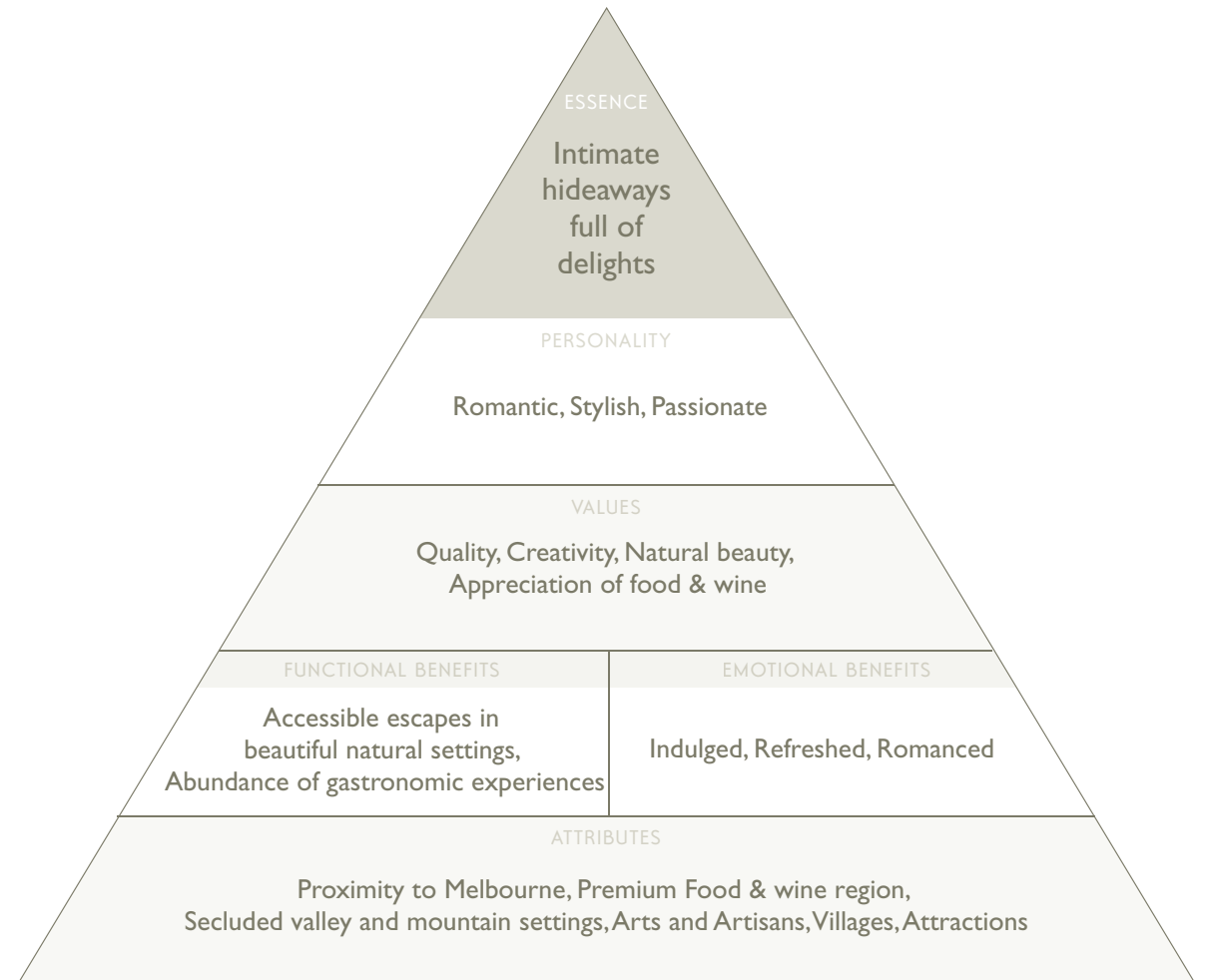
DANDENONG RANGES

	PANTONE® 7495 Coated CMYK C30, M4, Y85, K30 WEB COLOUR 879637
	PANTONE® 7496 Coated CMYK C44, M4, Y98, K40 WEB COLOUR 6A7F10
	PANTONE® 7498 Coated CMYK C45, M24, Y80, K68 WEB COLOUR 4E562B
	PANTONE® 7532 Coated CMYK C23, M36, 43, K64 WEB COLOUR 665546
	PANTONE® 451 Coated CMYK C17, M13, Y45, K34 WEB COLOUR 9A996E
	PANTONE® 724 Coated CMYK C7, M65, Y100, K37 WEB COLOUR 954A09

This colour palette attempts to set the Dandenong Ranges apart from the Yarra Valley. It uses a palette which reflects the visual environment with an emphasis on the green colours.

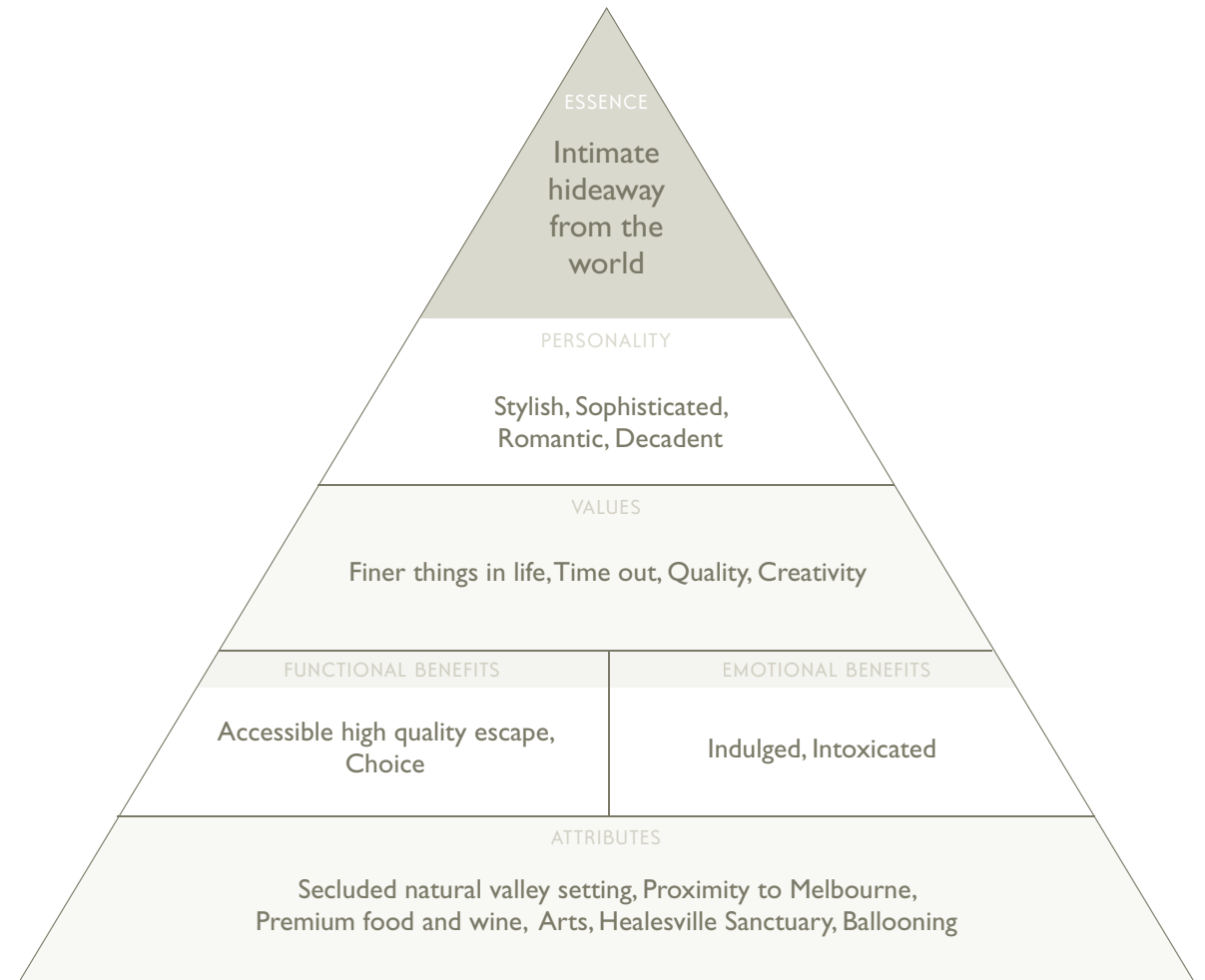
YARRA VALLEY & DANDENONG RANGES' BRAND PYRAMID

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.



YARRA VALLEY'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.



DANDENONG RANGES' 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.



YARRA VALLEY & DANDENONG RANGES' 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.

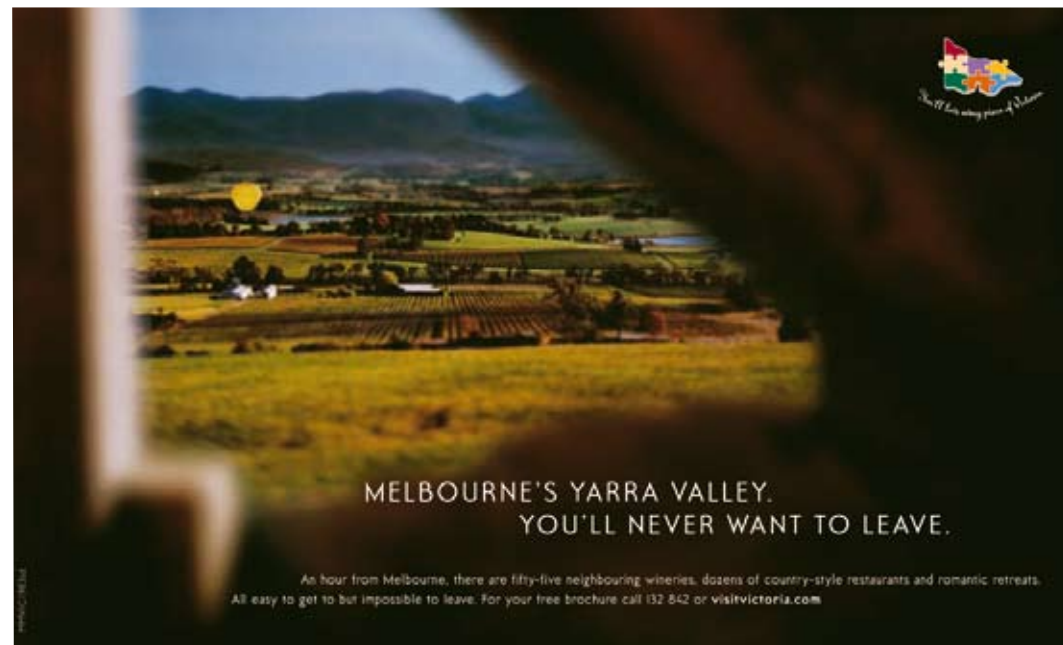
Advertising campaigns are developed to appeal to a particular market at a particular point in time.

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.

YARRA VALLEY

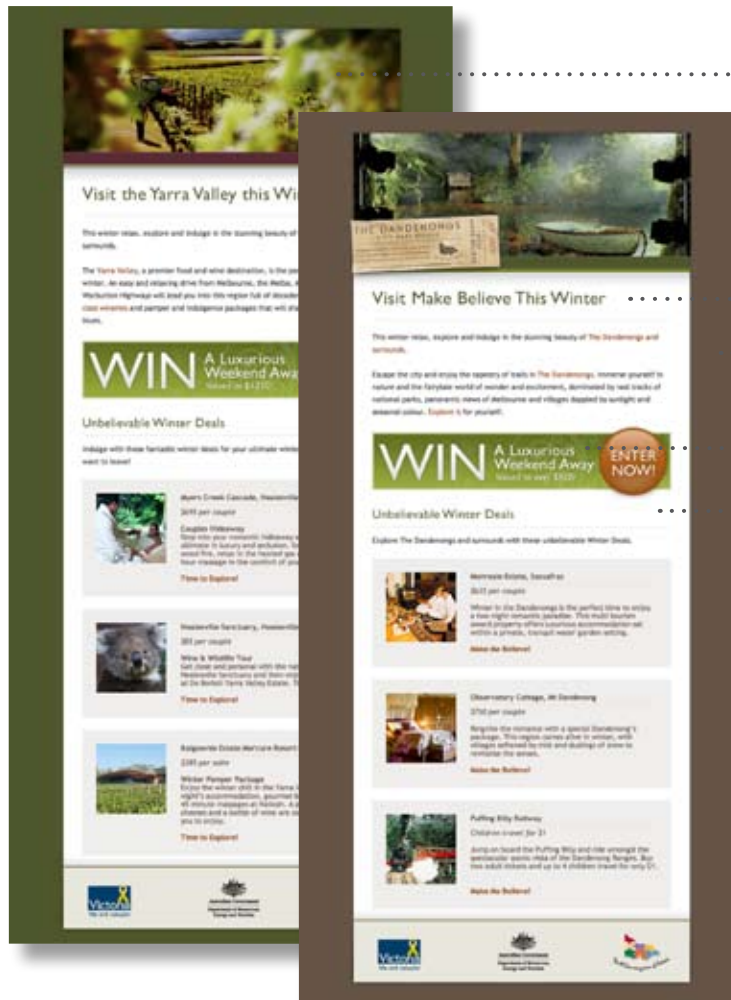


ADVERTISING CAMPAIGNS

DANDENONG RANGES



TACTICAL



IMAGERY

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

JIGSAW TYPEFACE

REGIONAL COLOUR

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

COMPLEMENTARY COLOUR

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.

EDITORIAL LAYOUT

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

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.

OFFICIAL VISITORS' GUIDE 2007-2008
YARRA VALLEY & DANDENONG RANGES



Yarra Valley and Dandenongs are secluded valley escapes and fine food and wine for lovers of indulgence.

YOU'LL NEVER WANT TO LEAVE

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"You retreat into a secluded hideaway. Enter a delicious state of calm. Time abounds as you sip upon a glass brimful of pleasures"

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Secluded valley wineries
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WORLD-CLASS ATTRACTIONS

"What is it that makes Yarra Valley and the Dandenongs different from other retreat destinations – including Victoria's own Mornington Peninsula?"

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.

visitors.com/YVDR

FAVOURITE HIDEAWAYS

> Relaxation

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

> Accommodation

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.

> Indulgence

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

FURTHER INFORMATION

VISIT THE WEBSITE
visitors.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 132 842.

E-NEWSLETTERS

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.

YARRA VALLEY & DANDENONG RANGES
YOU'LL NEVER WANT TO LEAVE

WIN a weekend escape to the Yarra Valley
Including fully catered weekend accommodation

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How to enter
Simply visit the website, enter your details and be in the running to win a weekend escape courtesy from Tourism Victoria and Mornington Peninsula Tourism

Terms & Conditions
Simply visit the link at Tourism Victoria website, enter your details and be in the running to win a weekend escape courtesy from the Great Ocean Walk, Tourism Victoria and Mornington Peninsula Tourism Inc.

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.