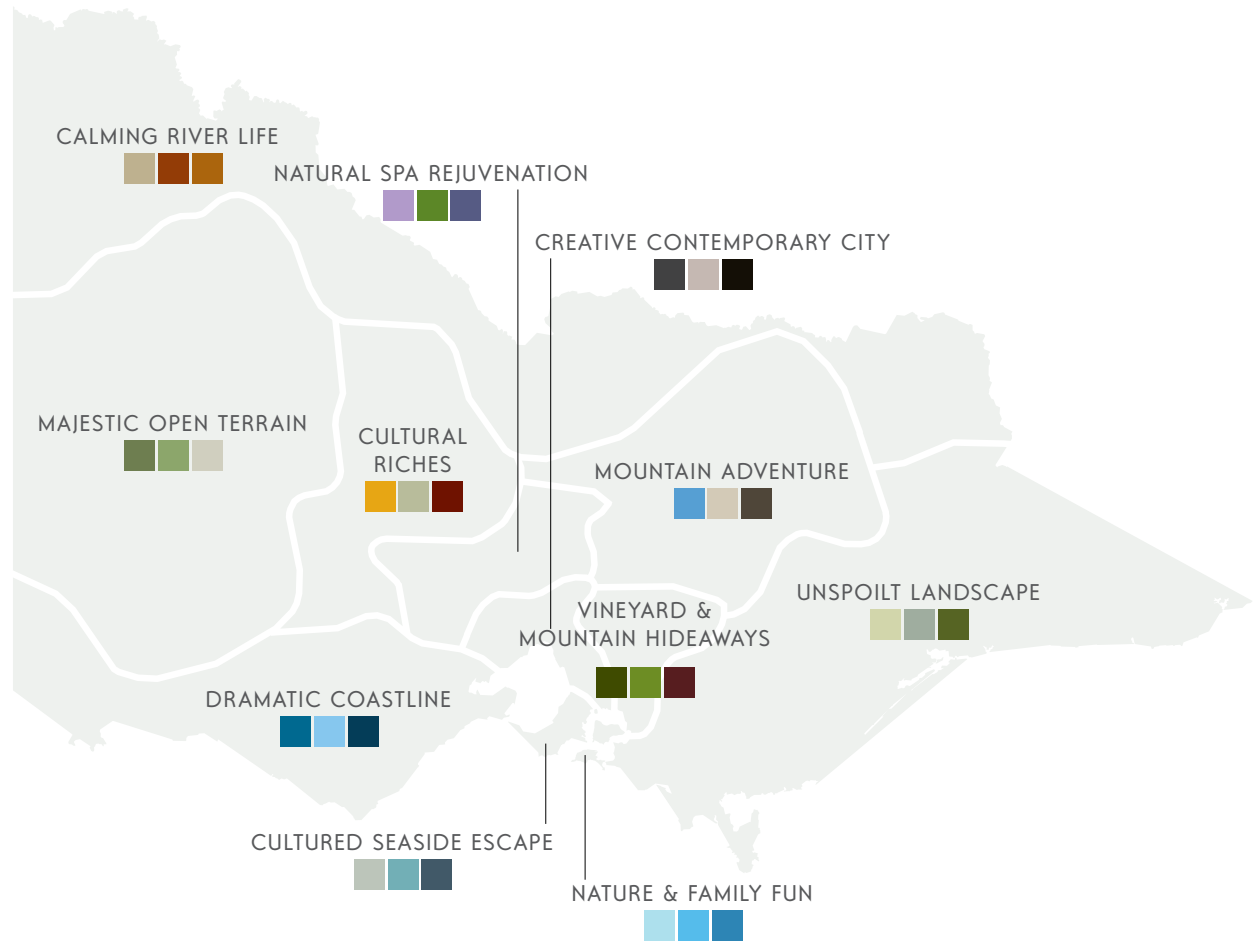


VICTORIA'S DIFFERENCE

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.



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.

YOU'LL NEVER WANT TO LEAVE



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.

YARRA VALLEY & DANDENONG RANGES' 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.

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' 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

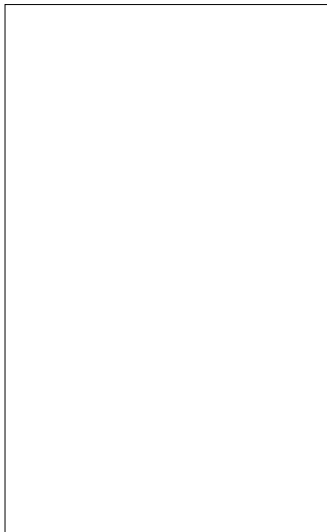
TALENT GUIDELINES

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



YARRA VALLEY & DANDENONG RANGES' COLOUR PALETTE

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



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.

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 C33, M28, Y58, K0
WEB COLOUR B2A97E

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

PRIMARY COLOURS

SECONDARY COLOURS



YARRA VALLEY'S SUB-REGIONAL COLOURS

VICTORIA



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.

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 C33, M28, Y58, K0
WEB COLOUR B2A97E



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

OUR REGIONAL COLOURS

These colours are sympathetic to the brand language and positioning of the Yarra Valley and Dandenong Ranges, 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



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

SUB-REGIONAL COLOURS

These colours are sympathetic to the Yarra Valley. They help differentiate us from other sub-regions within the Yarra Valley and Dandenong Ranges. 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.

PRIMARY COLOURS

SECONDARY COLOURS



DANDENONG RANGES' SUB-REGIONAL COLOURS

VICTORIA



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.

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 C33, M28, Y58, K0
WEB COLOUR B2A97E



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

OUR REGIONAL COLOURS

These colours are sympathetic to the brand language and positioning of the Yarra Valley and Dandenong Ranges, 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.

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

SUB-REGIONAL COLOURS

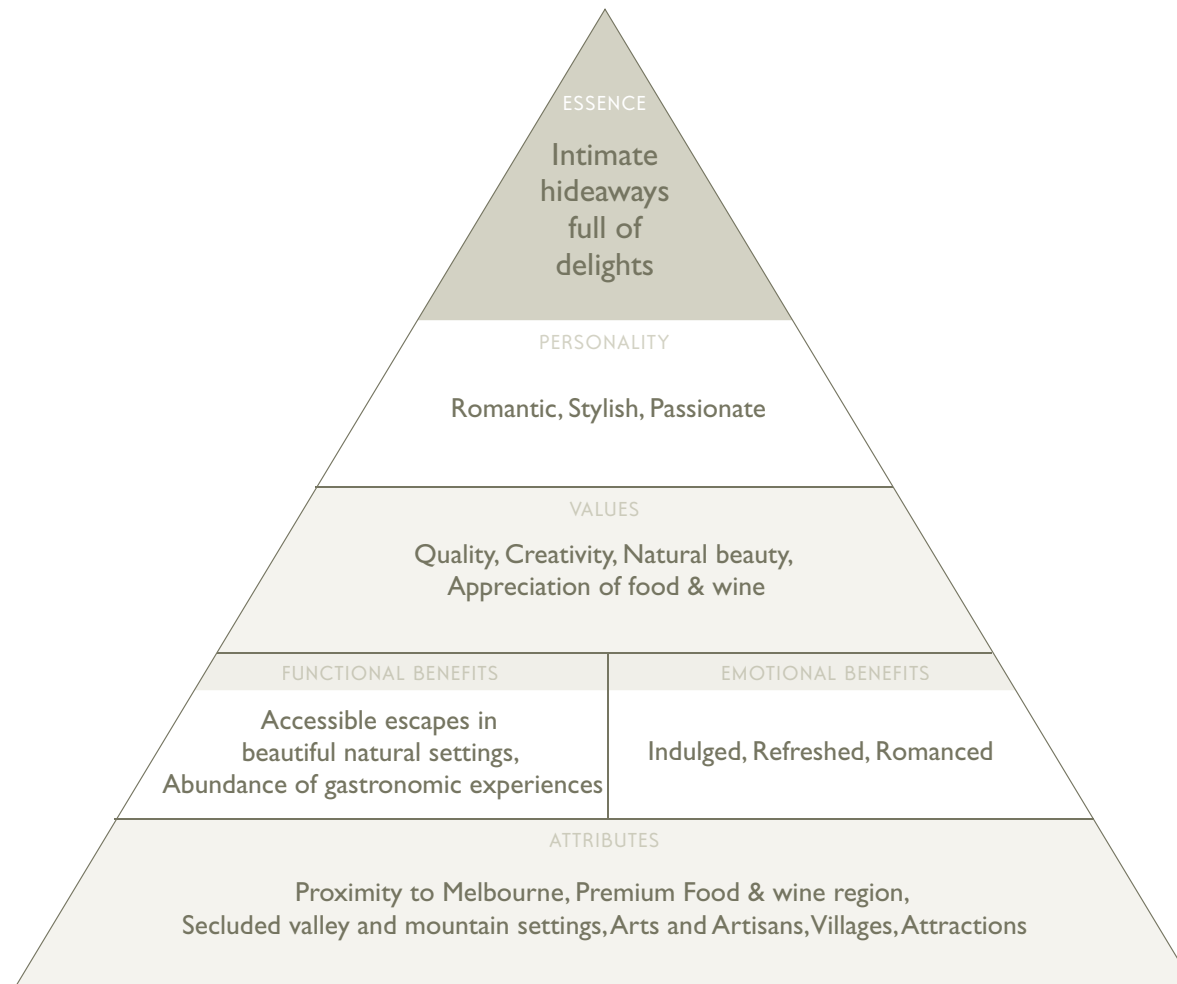
These colours are sympathetic to the Dandenong Ranges They help differentiate us from other sub-regions within the Yarra Valley and Dandenong Ranges. The three top colours are our core colours, and we use these in all marketing materials, while the bottom three strengthen and complement our palette.

PRIMARY COLOURS

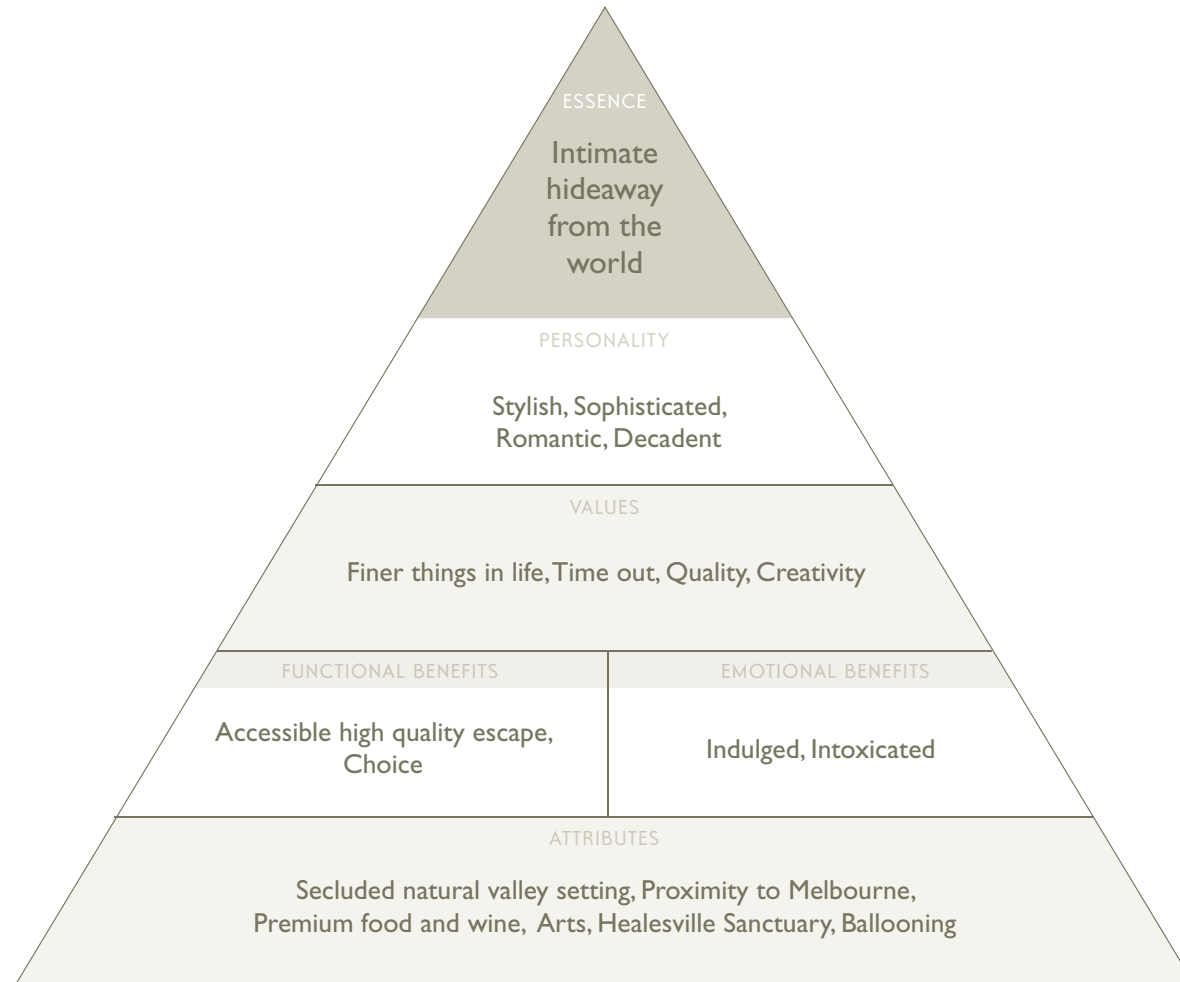
SECONDARY COLOURS



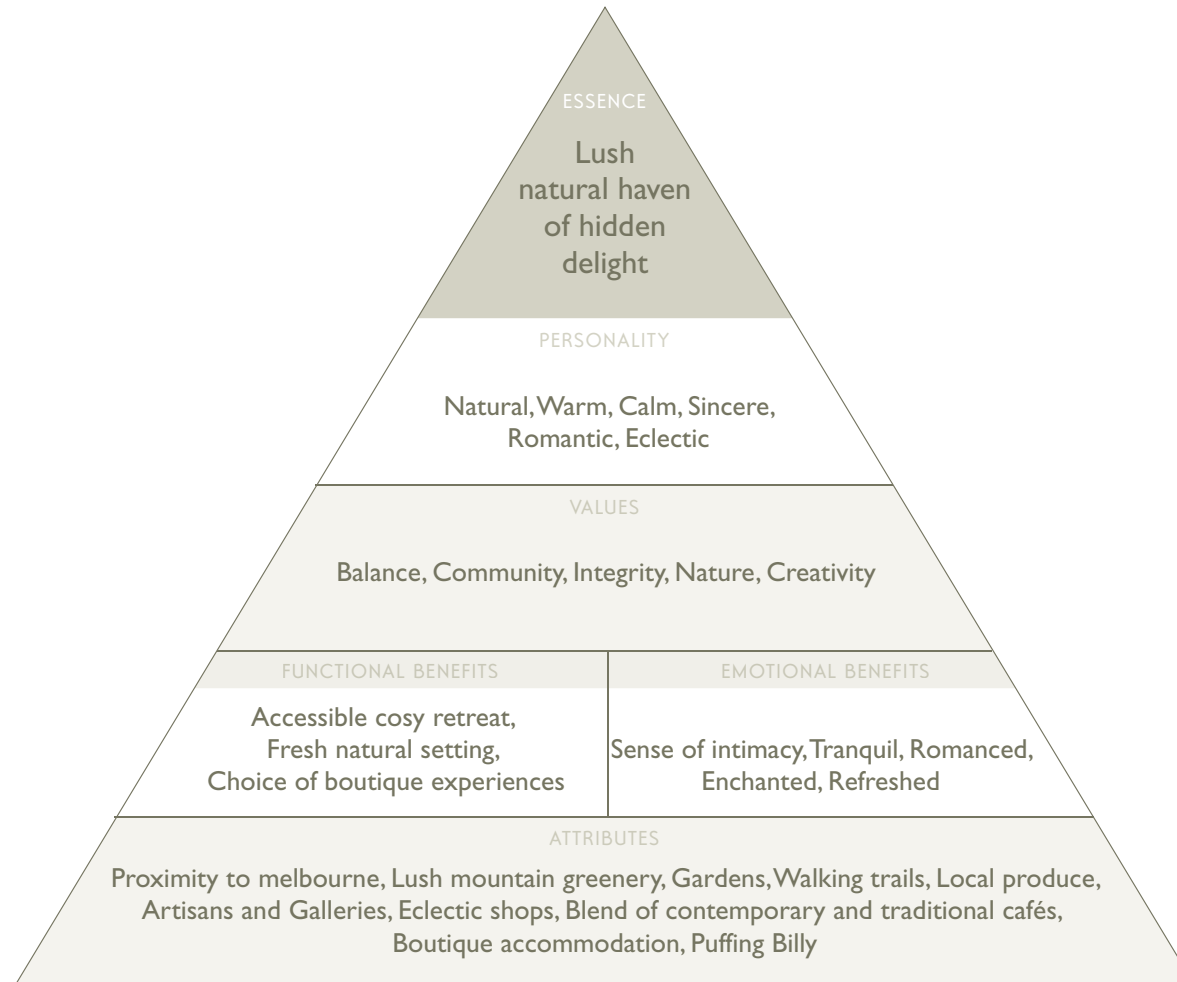
YARRA VALLEY & DANDENONG RANGES' BRAND PYRAMID



YARRA VALLEY'S BRAND PYRAMID



DANDENONG RANGES' 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 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

