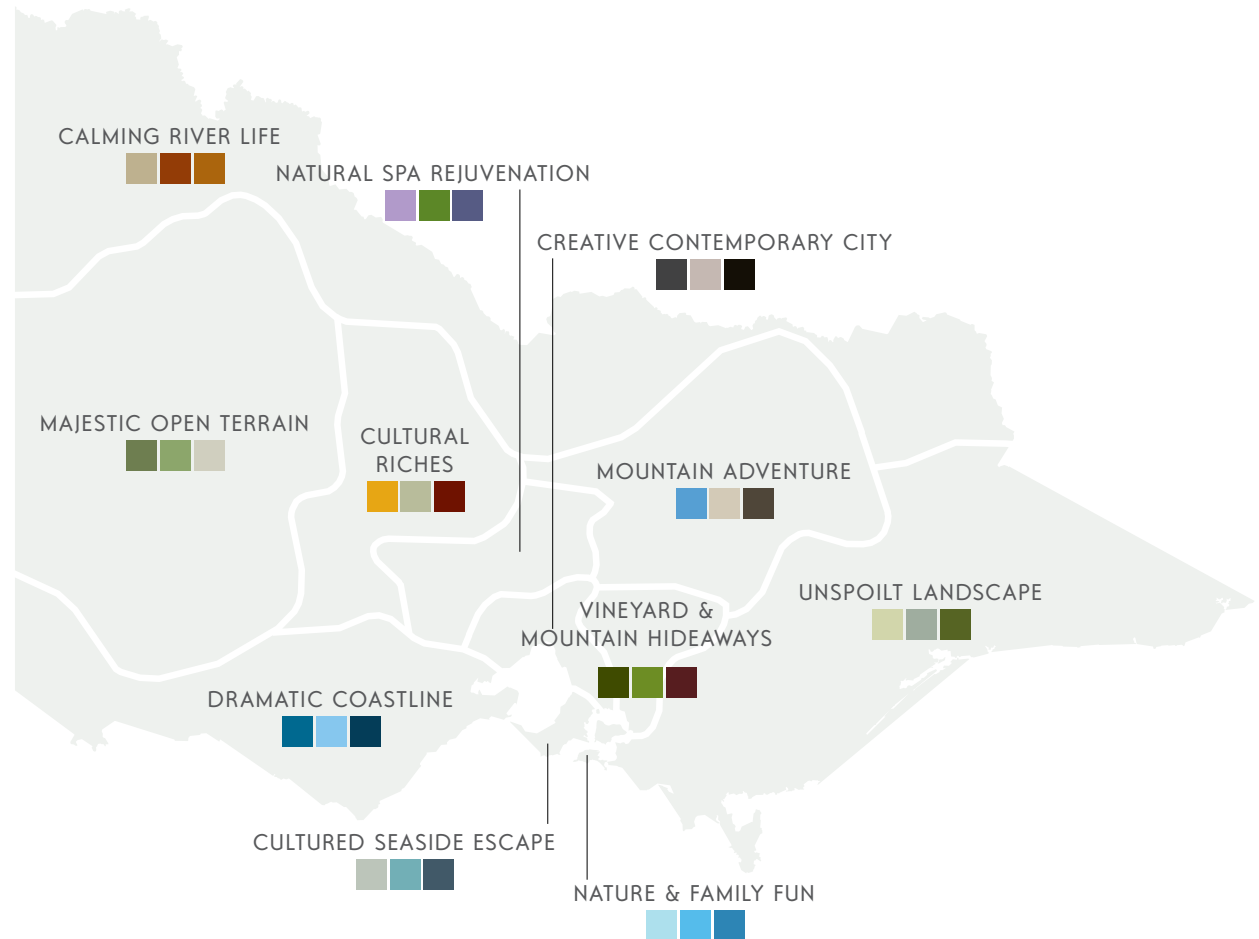


VICTORIA'S DIFFERENCE

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 GRAMPIAN'S IMAGE

You sense ancestry in its landscape. There's intrigue.
And you're compelled into the open jaws of the majestic surrounds.
The Grampians. It's...

FREEDOM | INTRIGUE | ADVENTURE | TIMELESS | SPIRITUAL

The timeless spirit of ancient indigenes and boundless landscapes take on a sense of the mythic as vastness swallows you in epic proportions. Distant horizons draw you across rugged backcountry and soaring peaks inspire a curiosity for the majesty and mystery of the ageless terrain.

SPACE TO BREATHE



THE GRAMPIAN'S DIFFERENCE

Just as 'compact diversity' stands as shorthand for Victoria's offer, 'majestic open terrain' 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:
Freedom, Intrigue, Adventure, Timeless, Spiritual.

THE GRAMPIAN'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.

ADVENTURE

The rugged beauty of our natural surrounds is captured in our language and image to appeal to the adventurous.

FREEDOM

We create visual space in our language and image to reflect our region's offer.

INTRIGUE

Our communications are imaginative to capture a sense of curiosity and majesty.

TIMELESS

Our style and our imagery feels like it belongs to almost any era to create an ageless identity.

SPIRITUAL

The spirit of ancient indigenes and power of a timeless landscape is captured in our visual and written imagery.

ENRICHING

A warmth and richness is captured in our visual style and written tone of voice.



THE GRAMPIAN'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.

OUR STYLE

Our photos are clean and crisp, with a sophisticated feel. Colours are naturally vibrant, and complement our region's colour palette. We avoid over-styling images with effects, filters or over-bleaching or saturating colours.

COMPOSING PHOTOS

We prefer dynamic and interesting images that genuinely capture the moods and attributes of our region. We shoot on clear days to show off natural assets at their best – looking for clear skies, calm waters, clean beaches (no footprints). We are careful that shots don't look too staged or set up.

LIGHTING STYLE

Wherever possible, photos are naturally lit with a soft light. We shoot landscapes in the gentle light of morning or late afternoon.

WIDE SHOTS

When shooting large scale contextual shots, we include areas of clear space (such as blue sky, grass fields, or water) so the area can be used to run text or other graphic elements in the design.

PEOPLE SHOTS

We choose people that reflect our brand and personality. We 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 people without the costs of models.

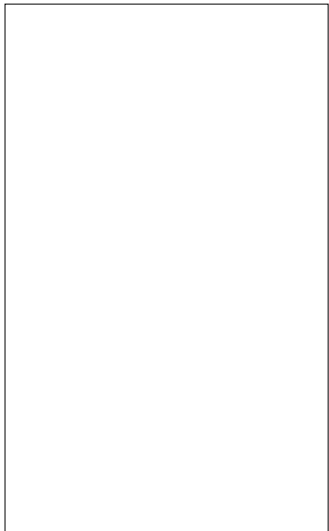
PHOTO LINKS

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.



THE GRAMPIAN'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.

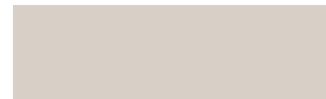
THE GRAMPIAN'S COLOURS



PANTONE® 5777 Coated
CMYK C22, M7, Y51, K22
WEB COLOUR 9CAC6A



PANTONE® 5763 Coated
CMYK C16, M0, Y74, 57
WEB COLOUR 777E4E



PANTONE® WM GRAY 3 Coated
CMYK C0, M4, Y8, K17
WEB COLOUR D6CBBE



PANTONE® BLACK 7 Coated
CMYK C0, M0, Y15, K82
WEB COLOUR 373534



PANTONE® 645 Coated
CMYK C55, M24, Y0, K9
WEB COLOUR 729ABD



PANTONE® 7510 Coated
CMYK C0, M30, Y72, K11
WEB COLOUR CB8F42

PRIMARY COLOURS

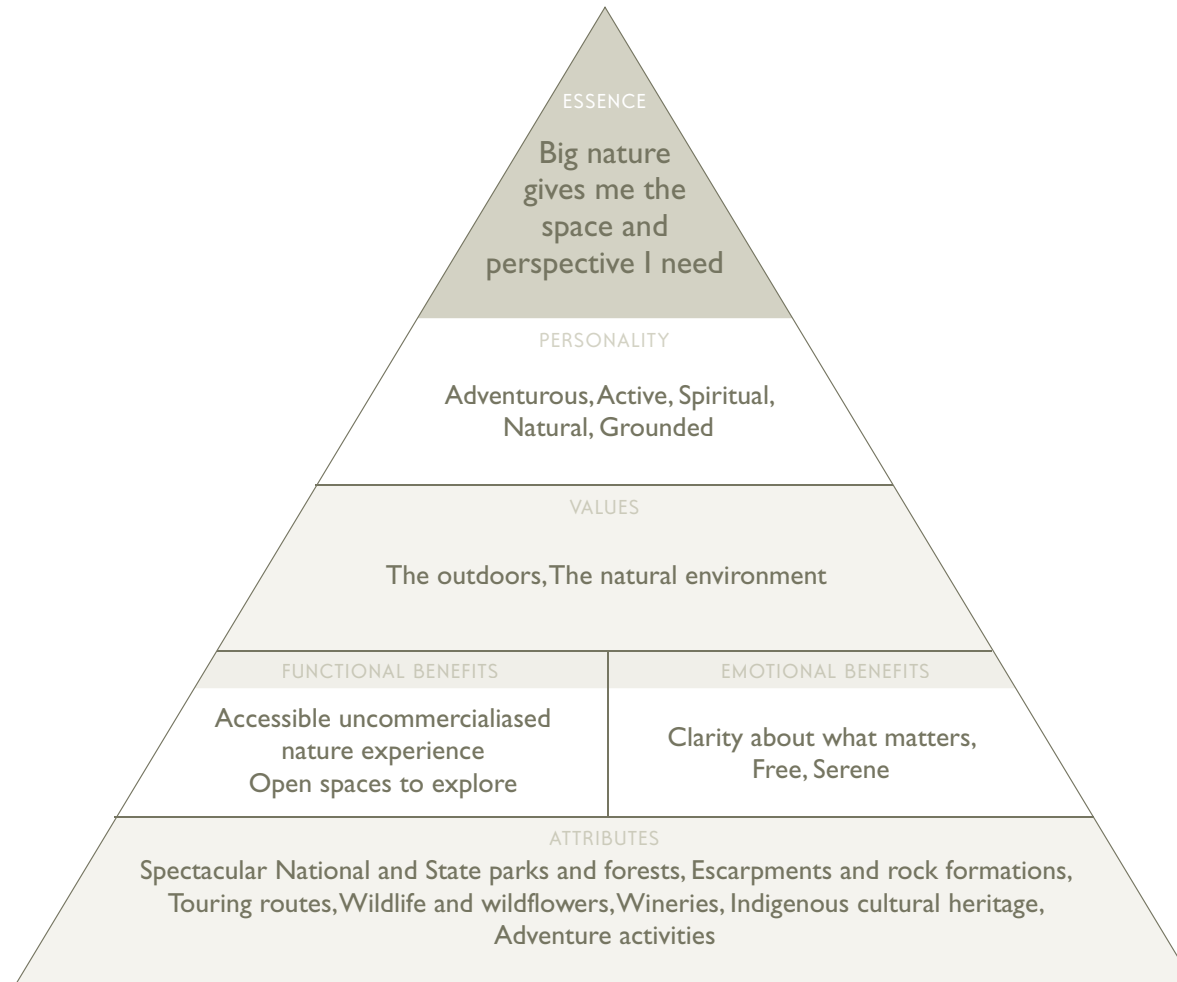
SECONDARY COLOURS

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 GRAMPIAN'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 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

