

A full-page background image of a beach at sunset. The sun is low on the horizon, creating a golden glow and reflecting on the wet sand. Two people, a woman and a man, are walking barefoot on the beach, their reflections visible in the wet sand. The ocean waves are gentle, and the sky is a mix of orange and blue.

GIPPS

all kinds of wonder

LAND

CAMPAIGN STYLEGUIDE 1.0

There are all kinds of wonder to be found in Gippsland. This includes a plethora of natural curiosities from pristine coasts, to inland lakes, mountains and winter snow, forests, deserted sandy beaches, and lush vineyards. It's truly breathtaking.

Gippsland is unpretentious, humble and grounded. There is something special about its miss-match of experiences and diverse offerings that suit a diverse range of tastes.

You'll find everything you expect and more but with an unexpected twist or quirky point of difference. In Gippsland, you'll discover unique experiences that will fill you with joy, fascination and wonderment.

This styleguide outlines the elements and usage of the Gippsland brand and will be updated as the brand evolves.

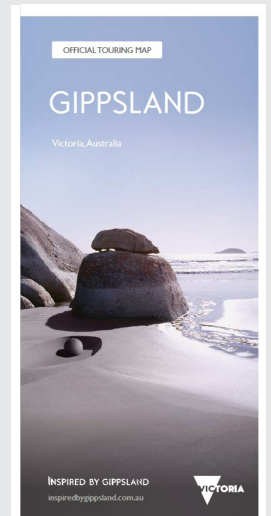
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HISTORY OF THE BRAND

EVOLVING FROM 'INSPIRED BY GIPPSLAND'

'Inspired by Gippsland' has been our brand platform for over a decade. It has served Gippsland well, but as the times have changed, so have our needs. We are in a more competitive regional marketing context, where consumers demand more from their destinations and have reservations about Gippsland's ability to satisfy their needs. A new brand platform allows us to position the region closer to what consumers want and move it from 'nature only' to 'nature plus food, wine, culture and events.'



WHO ARE WE TALKING TO?

The 'Real Seekers' - people who'll go a little bit further to immerse themselves in the serendipity only a pure, untainted region can provide.

Melburnians will be the focus but some activity targeting regional Victorians will also be included. The target audience extends across a variety of life stages from young singles, couples without children, families, older households and retirees.

WHAT'S OUR POSITIONING?

Diversity of natural experiences, combined with the indulgences a modern traveller wants.

THE PROPOSITION

Discover unique experiences without the pretence in Gippsland.

WHAT'S OUR PERSONALITY?

Humble, unpretentious, honest, free-spirited, generous, and grounded.

LOGOTYPE

PORTRAIT

The stacked logo is the preferred format and is to be used whenever possible.

GIPPS
all kinds of wonder
LAND

GIPPS
wonder
LAND

LANDSCAPE

This version of the lockup is to be used instead of the preferred logo only where it may be more suitable. This may include landscape OOH formats or website headers.

GIPPS *all kinds of wonder* **LAND**

MINIMUM SIZE:

Alternate lockup. The 'GIPPS wonder LAND' lockup is to be used in cases where the preferred logo may not be legible, or in conjunction with subject-focussed messaging.

13mm
GIPPS
wonder
LAND

37mm
GIPPS *wonder* **LAND**

LOGOTYPE

CLEAR SPACE

The height of the letter N should be used to allow sufficient clear space around the logo.



LOGOTYPE

DON'TS

The following are examples of logo misuse.



Don't alter the logo's proportions



Don't rotate the logo



Don't distort the logo



Don't outline the logo



Don't put the logo inside a shape



Don't colour the logo



Don't colour parts of the logo



Don't add heavy drop shadows



Don't use a gradient

TYPOGRAPHY

A combination of typefaces have been chosen to deliver the campaign messaging. Please do not substitute these fonts.

HEADLINES

Typeface: National Black

MALLACOOTA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PULLOUT TEXT

Typeface: Golden Plains

*Good things come
to those who wait*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

SUBHEADERS & BODY

Typeface: DIN Bold

Typeface: DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

COLOUR PALETTE

PRIMARY

Our brand primarily uses black and white. Colour usually comes from our imagery.

C0 M0 Y0 K0
R225 G225 B225
#ffffff

C0 M0 Y0 K100
R0 G0 B0
#000000

TERTIARY

Our tertiary palette includes pale hues that can be used as background colours.

There is also a nature-inspired palette of greens and blues that can be used in rare cases. Please seek permission from Destination Gippsland before using.

C9 M9 Y12 K0
R236 G230 B224
#eCe7e0

C0 M0 Y0 K10
R237 G237 B237
#ededed

C85 M48 Y71 K61
R26 G60 B49
#1a3c31

C89 M56 Y43 K36
R28 G75 B93
#1c4b5d

C71 M25 Y100 K27
R74 G119 B41
#4a7729

C93 M60 Y24 K9
R12 G89 B135
#0c5987

C41 M19 Y98 K4
R167 G171 B34
#a7ab22

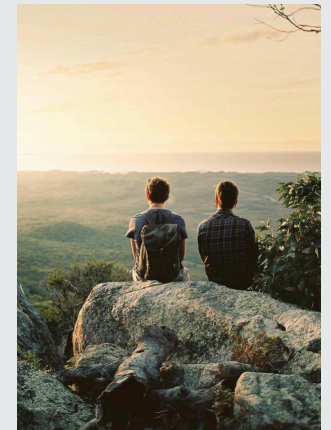
C57 M4 Y0 K0
R98 G199 B251
#62c7fb

IMAGERY

The campaign photography is always the hero element in every communication touchpoint. It should feature inspiring and local natural scenes of wonderment - with a human presence always included.

The best images are those that are unexpected, niche and different from your standard cliché tourist shot. This will help convey Gippsland's idiosyncrasies and invite people to imagine themselves experiencing these different locations.

Remember that the images are our only source of colour and should be naturally rich and saturated.



WHAT'S OUR TONE OF VOICE?

The Gippsland sense of wonder is always conveyed through images.

Short headlines should add a layer of intrigue and connect to the image. A clever twist or unexpected wordplay can help reinforce the idiosyncratic Gippsland positioning. Always try to avoid cliché tourist industry vernacular.

Body copy needs to be short and concise, personable, and helpful to clearly communicate the single-minded proposition in each ad – whether that be a Hub, Pillar or Product.

WRITE LIKE THIS

Use a casual, conversational tone from one friend to another to avoid sounding too formal. Choose an active present tense voice over the passive to engage the reader. Call out the quirky examples of products or experiences.

EXAMPLE

Mallacoota. Unwind in this pretty coastal town that's blessed with Victoria's warmest winter temperatures and the most diverse Instagram ready landscapes.

NOT LIKE THIS

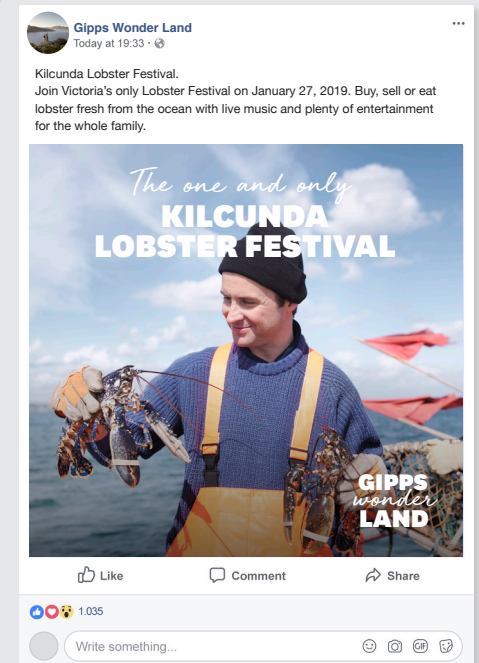
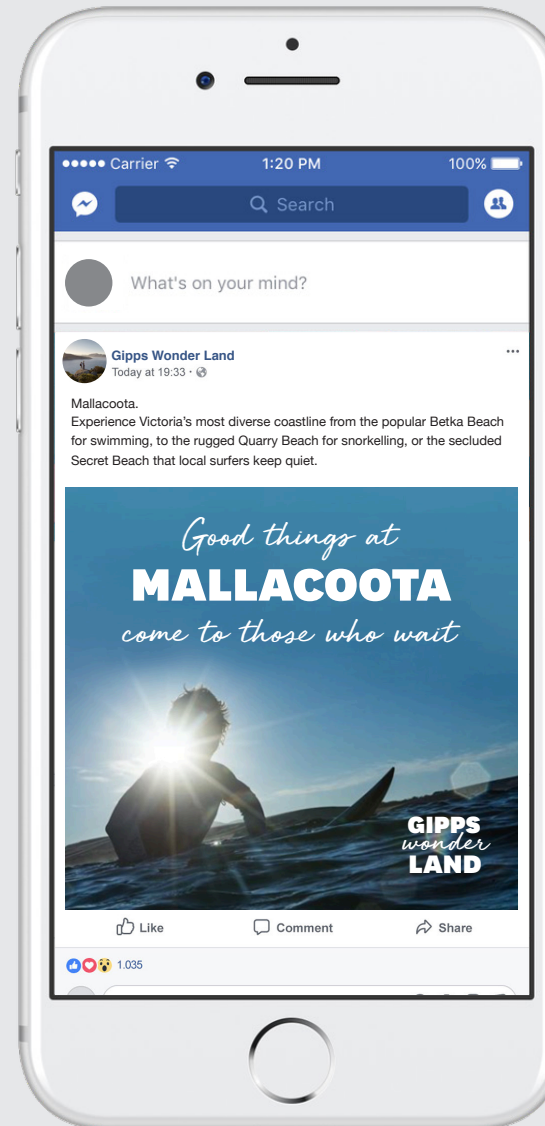
Avoid cliché tourism words or phrases such as stunning, awe-inspiring, breathtaking, scenic, a stone's throw, treat your tastebuds etc. Don't use unnecessary words, and copy should never be pointless or rambling.

EXAMPLE

Mallacoota. One of Gippsland's many great escapes with stunning views, awe-inspiring coastal walks and must see hinterland.

WHAT'S OUR TONE OF VOICE?

SOCIAL
Facebook post.



MESSAGING

Our messaging options are designed to be flexible within two main structures — brand focused or subject focused.

The examples shown indicate some of the possibilities of each structure.

Each highlight a key tourist benefit of a sub-region, activity theme, or business.

BRAND FOCUSED

Featuring a tailored version of the 'GIPPS... LAND' line talking to the tourist benefit of key sub-regions, activity themes, or businesses.

GIPPS
historical wonder
LAND

GIPPS
lobster lovers
LAND

GIPPS *the* **LAND**
of local produce

CAMPAIGN HASHTAG

Our campaign hashtag is
#gippswonderland.

SUBJECT FOCUSED

Featuring the tourist benefit around key sub-regions, activity themes, or businesses.

The 'GIPPS wonder LAND' lockup would also appear in this communication.

Good things at
MALLACOOTA
come to those who wait

The one and only
KILCUNDA
LOBSTER FESTIVAL

From **LONG**
PADDOCK
to plate

GIPPS
wonder
LAND

GIPPS
wonder
LAND

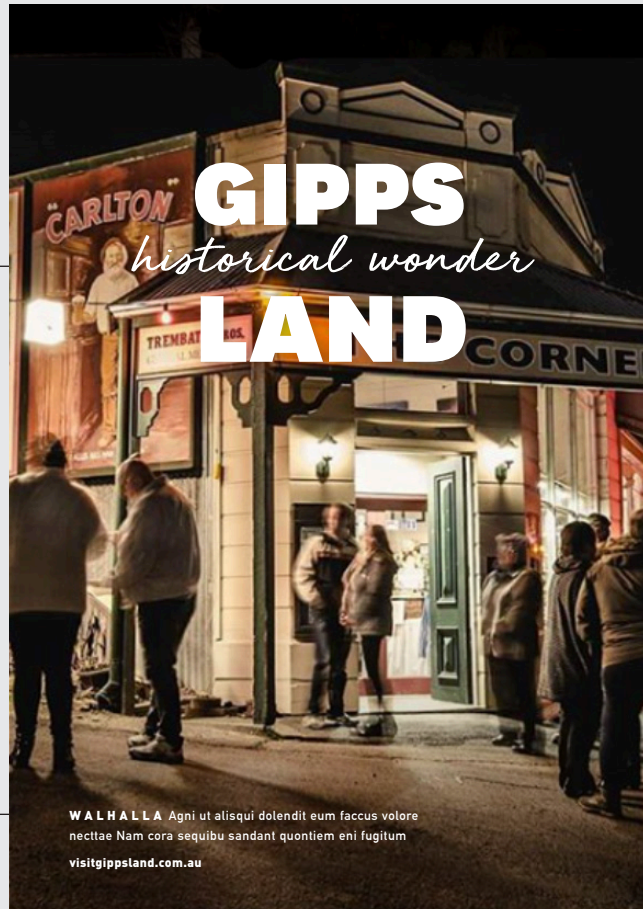
GIPPS
wonder
LAND

MESSAGING EXAMPLE BRAND FOCUSED

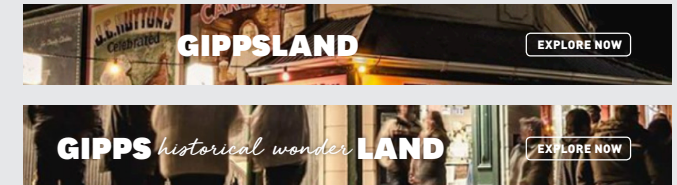
Headline: Brand focused.

Subline: Highlights key sub-region.

PRINT

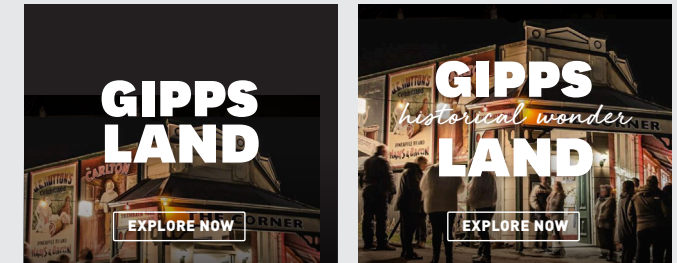


LEADERBOARD



Vision: Camera slowly moves down.

MREC



Headline: GIPPSLAND animates to separate and reveal category line inbetween.

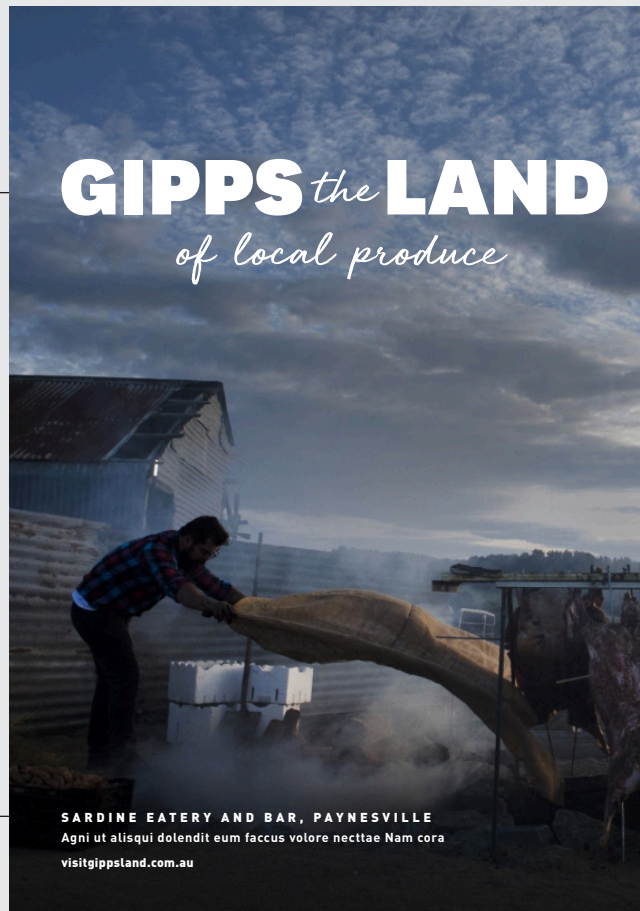
Vision: Camera slowly moves in closer.

MESSAGING EXAMPLE BRAND FOCUSED

Headline: Brand focused.

Subline: Highlights key business and location.

PRINT

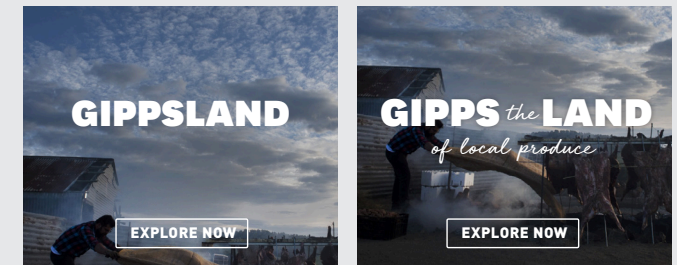


LEADERBOARD



Vision: Camera slowly moves down.

MREC



Headline: GIPPSLAND animates to separate and reveal category line inbetween.

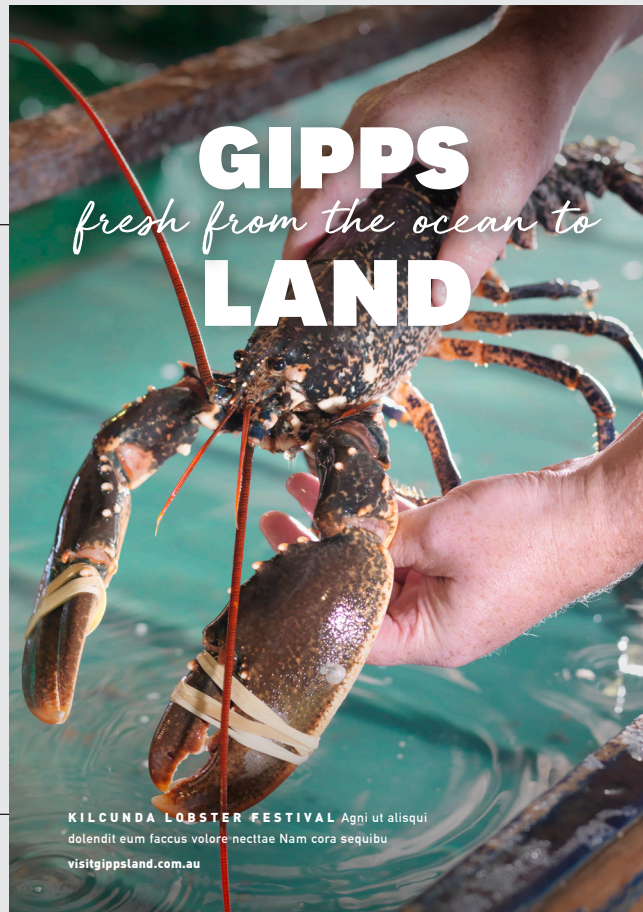
Vision: Camera slowly moves in closer.

MESSAGING EXAMPLE BRAND FOCUSED

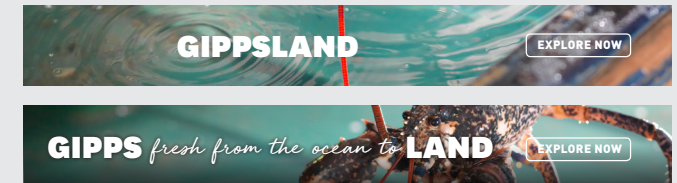
Headline: Brand focused.

Subline: Highlights key festival and location.

PRINT

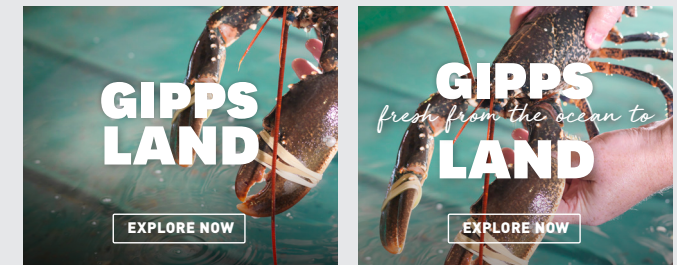


LEADERBOARD



Vision: Camera slowly moves down.

MREC



Headline: GIPPSLAND animates to separate and reveal category line inbetween.

Vision: Camera slowly moves in closer.

MESSAGING EXAMPLE BRAND FOCUSED

Headline: Brand focused.

Subline: Highlights key business and location.

PRINT

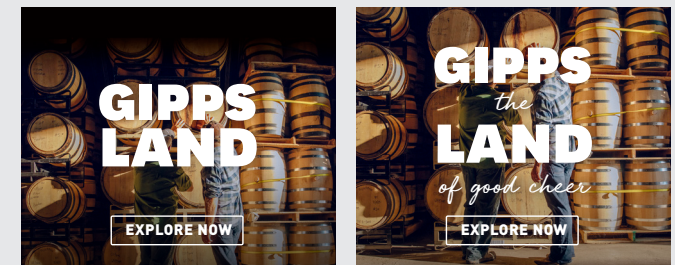


LEADERBOARD



Vision: Camera slowly moves down.

MREC



Headline: GIPPSLAND animates to separate and reveal category line inbetween.

Vision: Camera slowly moves in closer.

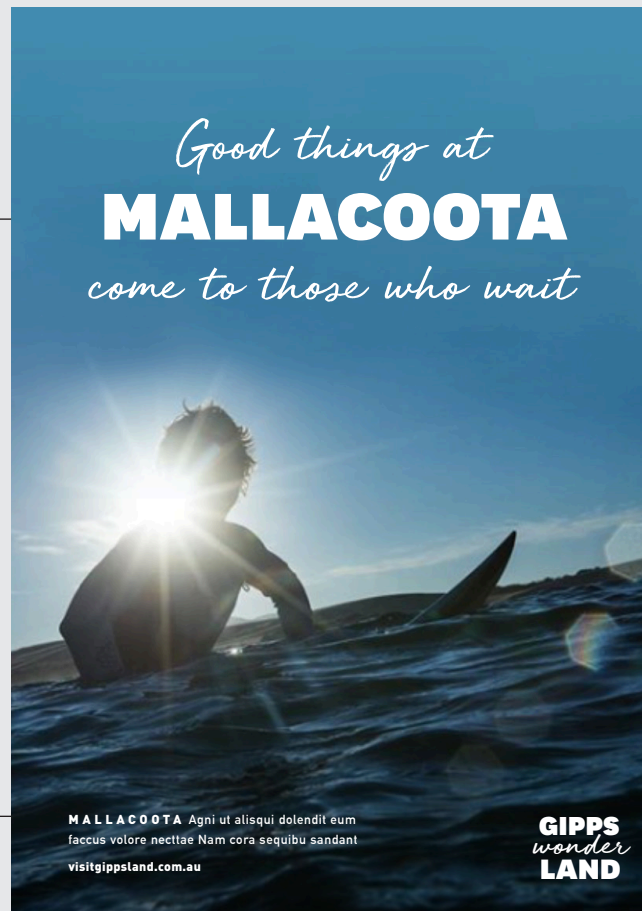
MESSAGING EXAMPLE

SUBJECT FOCUSED

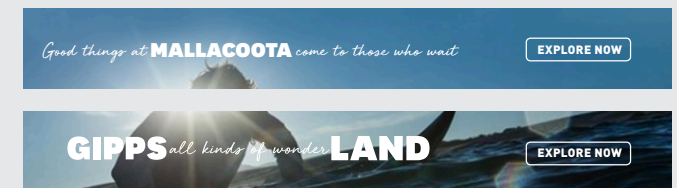
Headline: Subject focused to highlight key location.

Subline: Highlights key location.

PRINT

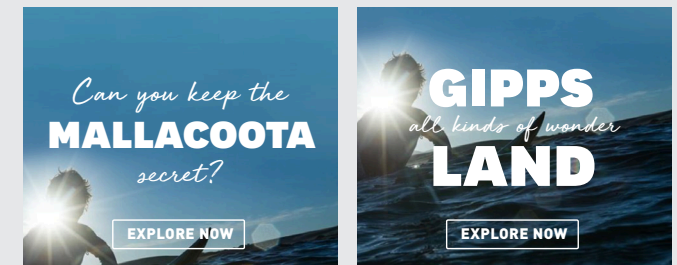


LEADERBOARD



Vision: Camera slowly moves down.

MREC



Headline: First headline dissolves to reveal the second.

Vision: Camera slowly moves closer.

MESSAGING EXAMPLE

SUBJECT FOCUSED

Headline: Subject focused to highlight key festival and location.

Subline: Highlights key festival.

PRINT

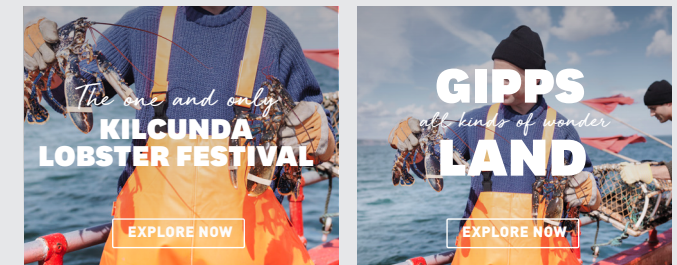


LEADERBOARD



Vision: Camera slowly moves down.

MREC



Headline: First headline dissolves to reveal the second.

Vision: Camera slowly moves closer.

MESSAGING EXAMPLE

SUBJECT FOCUSED

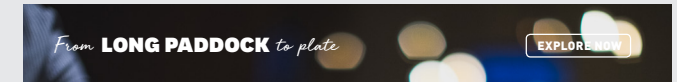
Headline: Subject focused to highlight key business.

Subline: Highlights key business.

PRINT

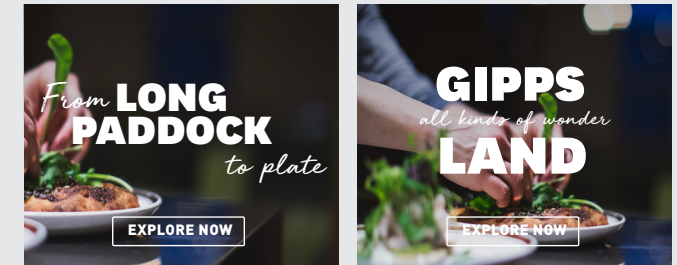


LEADERBOARD



Vision: Camera slowly moves down.

MREC



Headline: First headline dissolves to reveal the second.

Vision: Camera slowly pans to the left.

MESSAGING EXAMPLE

SUBJECT FOCUSED

Headline: Subject focused to highlight key business.

Subline: Highlights key business and location.

PRINT

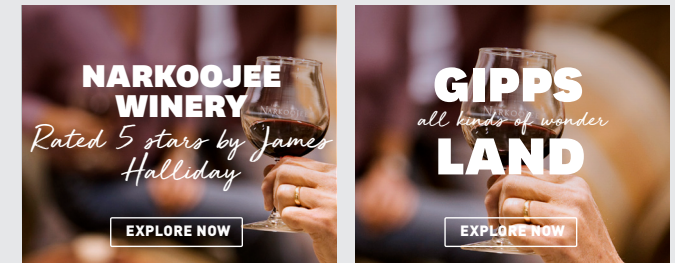


LEADERBOARD



Vision: Camera slowly moves down.

MREC



Headline: First headline dissolves to reveal the second.

Vision: Camera slowly pans to the right.

REGIONAL FLEXIBILITY TO SUIT YOUR SHIRE

We hope you are as excited about the launch of the new travel brand for Gippsland as we are. On the following pages are some examples of how you can talk to your shire using the new campaign styleguide. What you will see is just a sample of what can be achieved. So we would like to work with you on your specific area challenges, and help create exciting content that is tailored to your needs.

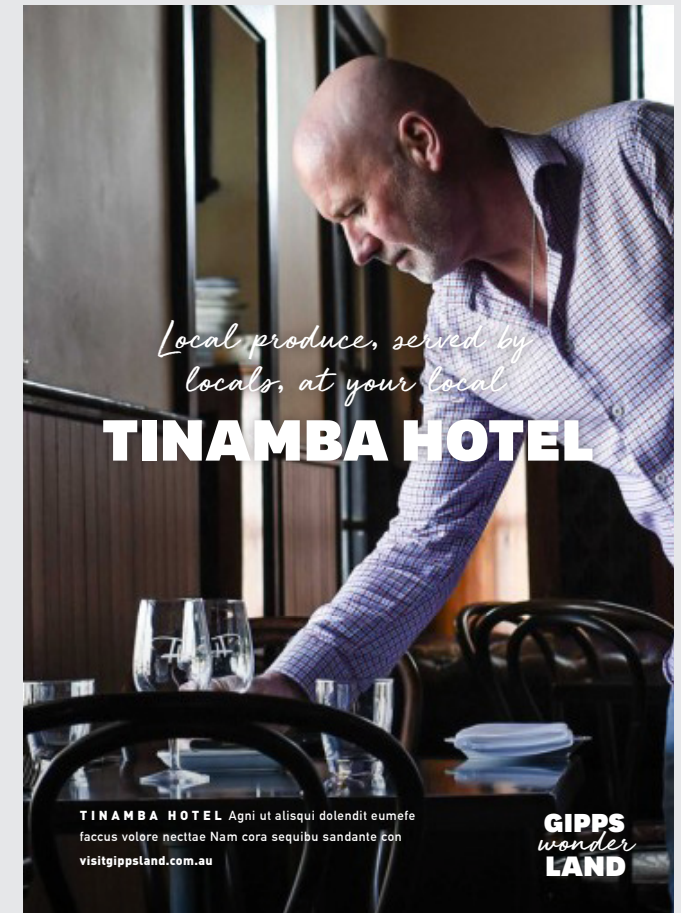
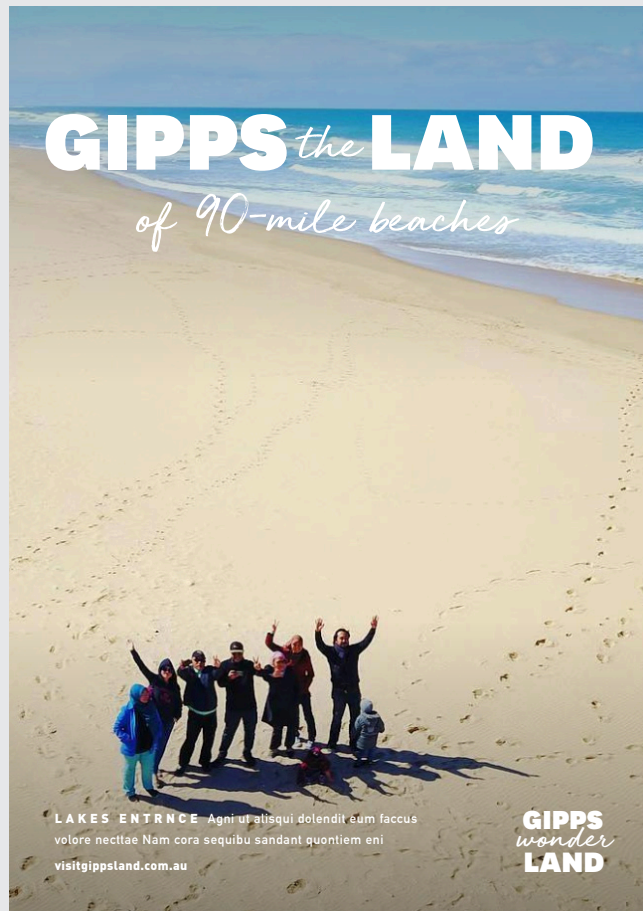
Working with us and using the new campaign styleguide is easy. Please get in contact via **admin@destinationgippsland.com.au**

REGIONAL FLEXIBILITY

EAST GIPPSLAND



REGIONAL FLEXIBILITY WELLINGTON



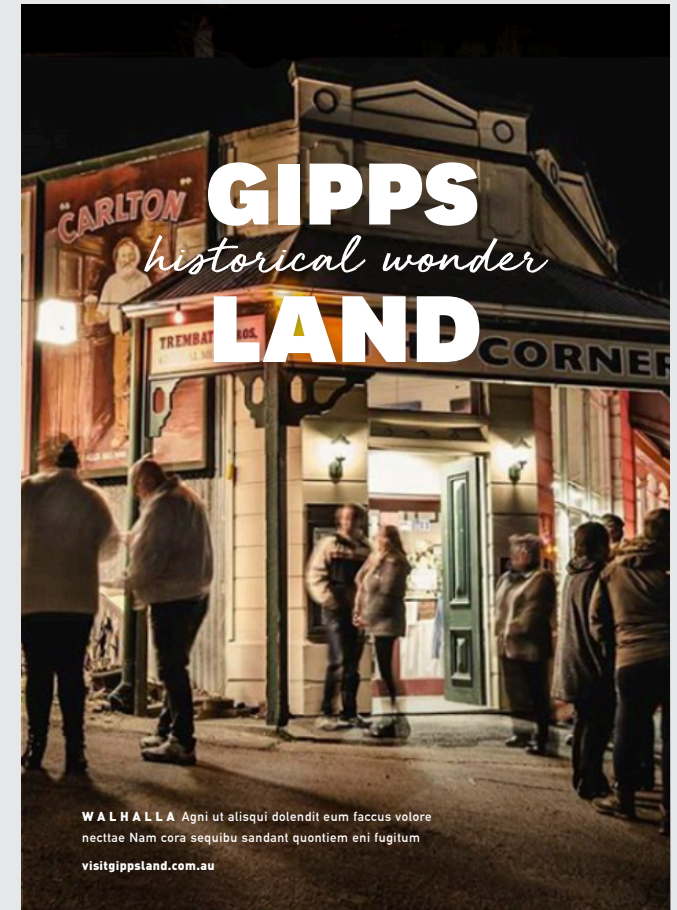
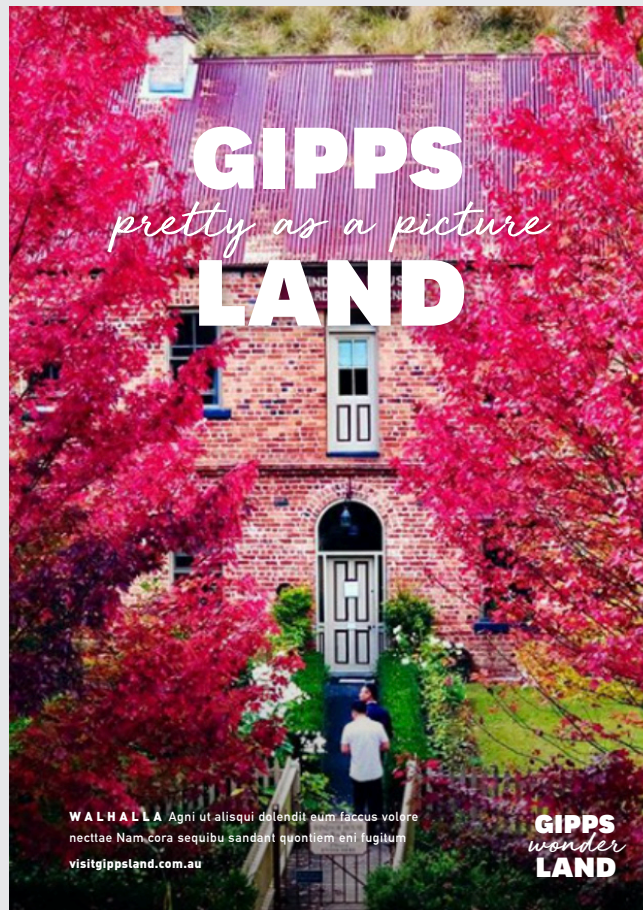
REGIONAL FLEXIBILITY

LA TROBE CITY

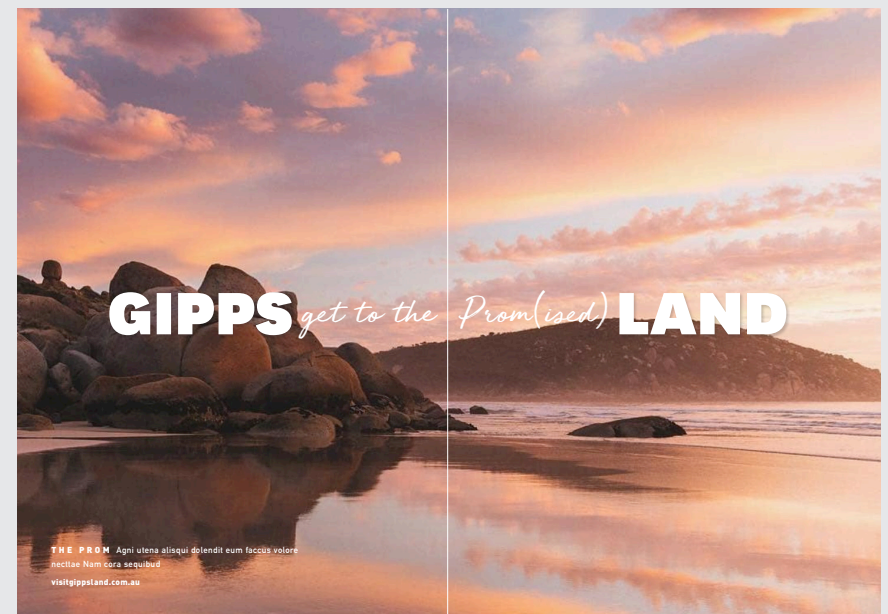


REGIONAL FLEXIBILITY

BAW BAW



REGIONAL FLEXIBILITY SOUTH GIPPSLAND



REGIONAL FLEXIBILITY

BASS COAST

