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.

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.

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

**HEADLINES**
Typeface: National Black

**PULLOUT TEXT**
Typeface: Golden Plains

**SUBHEADERS & BODY**
Typeface: DIN Bold
Typeface: DIN Regular

**MALLACOOTA**

ABCDEFGHJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Good things come to those who wait

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
COLOUR PALETTE

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

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.
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.

Mallacoota.
Experience Victoria’s most diverse coastline from the popular Betka Beach for swimming, to the rugged Quarry Beach for snorkelling, or the secluded Secret Beach that local surfers keep quiet.

Good things at come to those who wait

Kilcunda Lobster Festival.
Join Victoria’s only Lobster Festival on January 27, 2019. Buy, sell or eat lobster fresh from the ocean with live music and plenty of entertainment for the whole family.

The one and only KILCUNDA LOBSTER FESTIVAL
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.

CAMPAIGN HASHTAG
Our campaign hashtag is #gippswonderland.

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

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.

GIPPS historical wonder LAND
GIPPS lobster lovers’ LAND
GIPPS the LAND of local produce

Good things at MALLACOOTA come to those who wait
The one and only KILCUNDA LOBSTER FESTIVAL
From LONG PADDock to plate
**MESSAGING EXAMPLE**

**BRAND FOCUSED**

*PRINT*

Headline: Brand focused.

Vision: Camera slowly moves down.

Subline: Highlights key sub-region.

*LEADERBOARD*

Vision: Camera slowly moves in closer.

*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

GIPPS the LAND
of local produce

LEADERBOARD

Vision: Camera slowly moves down.

GIPPS the LAND of local produce
EXPLORE NOW

MREC

GIPPSLAND
EXPLORE NOW

GIPPS the LAND of local produce
EXPLORE NOW

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

GIPPS
fresh from the ocean to LAND

LEADERBOARD

GIPPSLAND

Vision: Camera slowly moves down.

MREC

GIPPS
fresh from the ocean to LAND

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

GIPPS the LAND
of good cheers

LEADERBOARD

GIPPSLAND
EXPLORE NOW

GIPPS the LAND
of good cheer
EXPLORE NOW

MREC

GIPPSLAND
EXPLORE NOW
GIPPS the LAND
EXPLORE NOW

Vision: Camera slowly moves down.

Vision: Camera slowly moves in closer.

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

SUBJECT FOCUSED

Headline: Subject focused to highlight key location.

Subline: Highlights key location.

PRINT

Good things at MALLACOOTA come to those who wait

LEADERBOARD

Vision: Camera slowly moves down.

MREC

Vision: Camera slowly moves closer.

Can you keep the MALLACOOTA secret?

Headline: First headline dissolves to reveal the second.

Brand as secondary.
MESSAGING EXAMPLE

SUBJECT FOCUSED

Headline: Subject focused to highlight key festival and location.

Subline: Highlights key festival.

PRINT

The one and only KILCUNDA LOBSTER FESTIVAL

KILCUNDA LOBSTER FESTIVAL Agni ut alisqui dolendit eum faccus volore necttae Nam cora sequibu visitgippsland.com.au

LEADERBOARD

The one and only KILCUNDA LOBSTER FESTIVAL EXPLORE NOW

GIPPS all kinds of wonder LAND EXPLORE NOW

Vision: Camera slowly moves down.

MREC

The one and only KILCUNDA LOBSTER FESTIVAL EXPLORE NOW

GIPPS all kinds of wonder LAND EXPLORE NOW

Headline: First headline dissolves to reveal the second.

Vision: Camera slowly moves closer.

Brand as secondary.
MESSAGING EXAMPLE
SUBJECT FOCUSED

Headline: Subject focused to highlight key business.

Subline: Highlights key business.

PRINT

From **LONG PADDock**

to plate

LEADERBOARD

Vision: Camera slowly moves down.

MREC

Vision: Camera slowly pans to the left.

Brand as secondary.

---

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MESSAGING EXAMPLE

SUBJECT FOCUSED

Headline: Subject focused to highlight key business.

Subline: Highlights key business and location.

PRINT

Headline: First headline dissolves to reveal the second.
Vision: Camera slowly pans to the right.

LEADERBOARD

Vision: Camera slowly moves down.

MREC

Headline: First headline dissolves to reveal the second.
Vision: Camera slowly pans to the right.

Brand as secondary.
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

From boat to bowl at SARDINE

Visit visitgippsland.com.au

Grow your Instagram account at MALLACOOTA

Visit visitgippsland.com.au
REGIONAL FLEXIBILITY
WELLINGTON

GIPPS the LAND
of 90-mile beaches

Local produce, served by locals, at your local TINAMBA HOTEL.
REGIONAL FLEXIBILITY
LA TROBE CITY

Enjoy meals fit for a king at Little Prince in TRARALGON

Southern hospitality by the bottle at NARKOOJEE WINERY
REGIONAL FLEXIBILITY

BAW BAW
REGIONAL FLEXIBILITY
SOUTH GIPPSLAND

GIPPS the LAND
of spirits and ales

GIPPS get to the Prom(ised) LAND

LOCH BREWERY AND DISTILLERY

visitgippsland.com.au
REGIONAL FLEXIBILITY
BASS COAST

GIPPS
land
lobster lovers’
KILCUNDA LOBSTER FESTIVAL
Visitgippsland.com.au

Ordinary Meeting of Council No. 435 - 26 June 2019