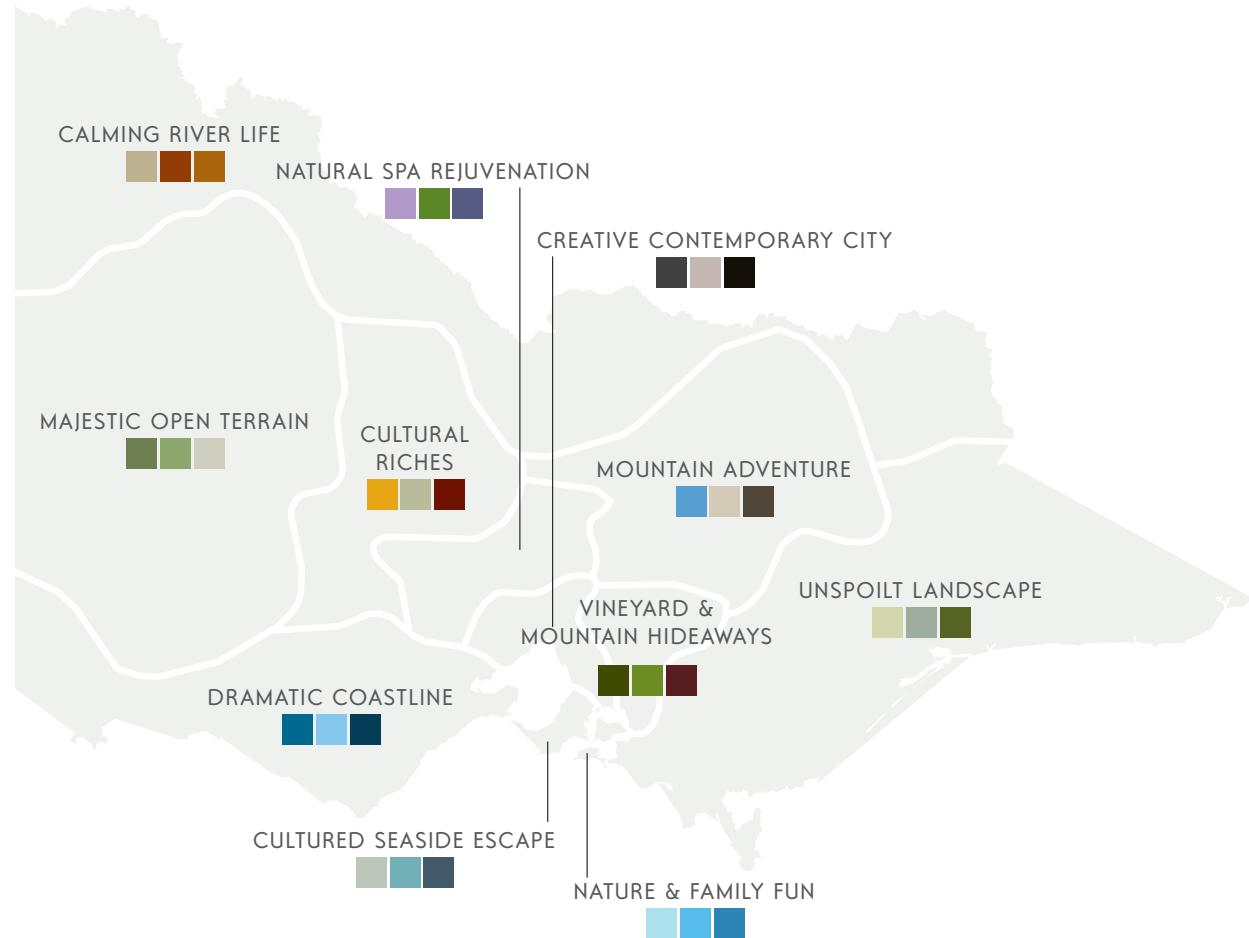


VICTORIA'S DIFFERENCE

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.



DAYLESFORD & THE MACEDON RANGES' IMAGE

Your body feels pampered. Your mind feels open. Your soul, soothed. Your tastes alight on nature's gourmet bounty, and a sense of 'heaven' naturally springs forth.

Daylesford and The Macedon Ranges. It's...

SENSUAL | SPRIRITED | CREATIVE | OPEN-MINDED | NOURISHING

Cool mineral springs flow unrestrained in a surrounding landscape of ambling boulders and hanging rocks, where gourmet hampers are savoured among the lush, cool oasis of lavender fields and aged gums. Slipping into the open arms of a quirky village, welcoming locals and spa retreats offer a sense of goodness, happiness, wellbeing and holistic escape.

LIVE HAPPILY EVER AFTER



DAYLESFORD & THE MACEDON RANGES' DIFFERENCE

Just as 'compact diversity' stands as shorthand for Victoria's offer, 'natural spa rejuvenation' 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: *Sensual, Spirited, Creative, Open-minded, Nourishing.*

DAYLESFORD & THE MACEDON 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.

SENSUAL

Offering springs, spas, picnic and pampering, we embody sensuality in our image.

SPIRITED

Our lively, eclectic community is expressed in colourful language and imagery.

CREATIVE

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

OPEN-MINDED

We readily express 'holistic' in our marketing to show the unique offer of our region.

NOURISHING

The sense of wellness is captured throughout the language and imagery of all of our region's experiences.



DAYLESFORD & THE MACEDON 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, 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.

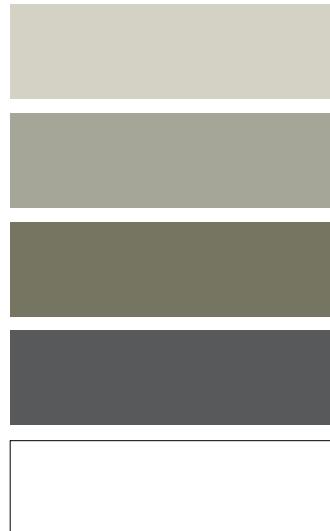
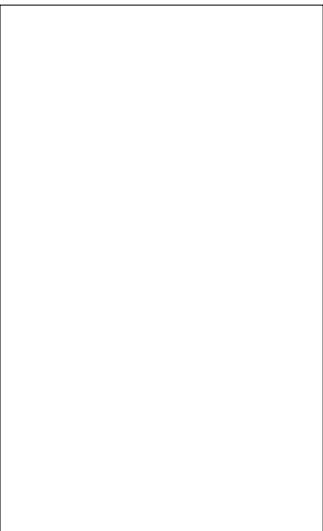
PHOTO LINKS

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.



DAYLESFORD & THE MACEDON RANGES' 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 FFFFFF

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.

DAYLESFORD & THE MACEDON RANGES' COLOURS



PANTONE® 5275 Coated

CMYK C73, M62, Y8, K26

WEB COLOUR 55517B

PANTONE® 7440 Coated

CMYK C30, M40, Y0, K0

WEB COLOUR A17AAA

PANTONE® 4985 Coated

CMYK C48, M65, Y50, K24 *

WEB COLOUR 844C54

PANTONE® 452 Coated

CMYK C24, M18, Y42, K0

WEB COLOUR CCC89F

PANTONE® 576 Coated

CMYK C49, M0, Y100, K39

WEB COLOUR 69923A

PANTONE® 574 Coated

CMYK C54, M24, Y85, K69

WEB COLOUR 435125

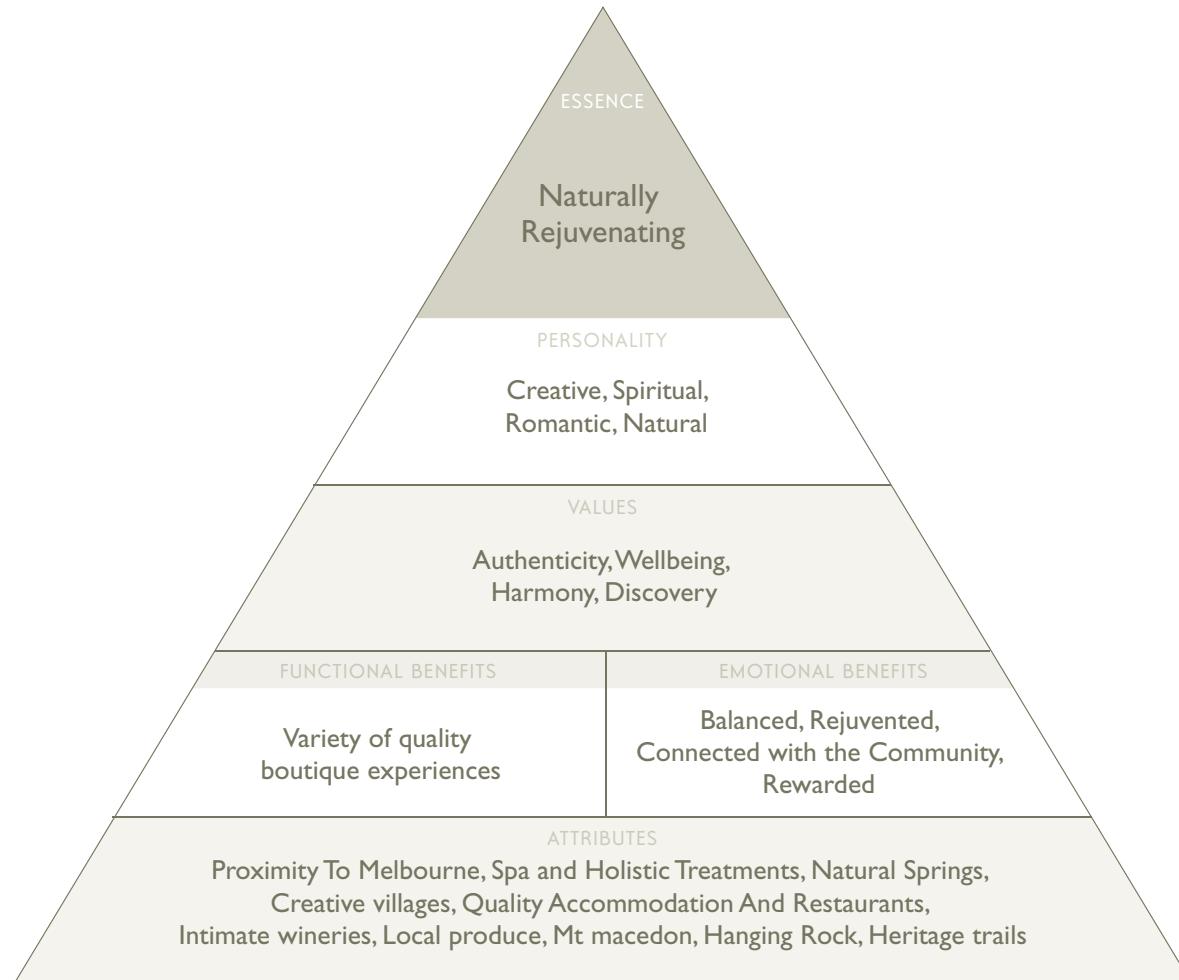
PRIMARY COLOURS
DAYLESFORD

SECONDARY COLOURS

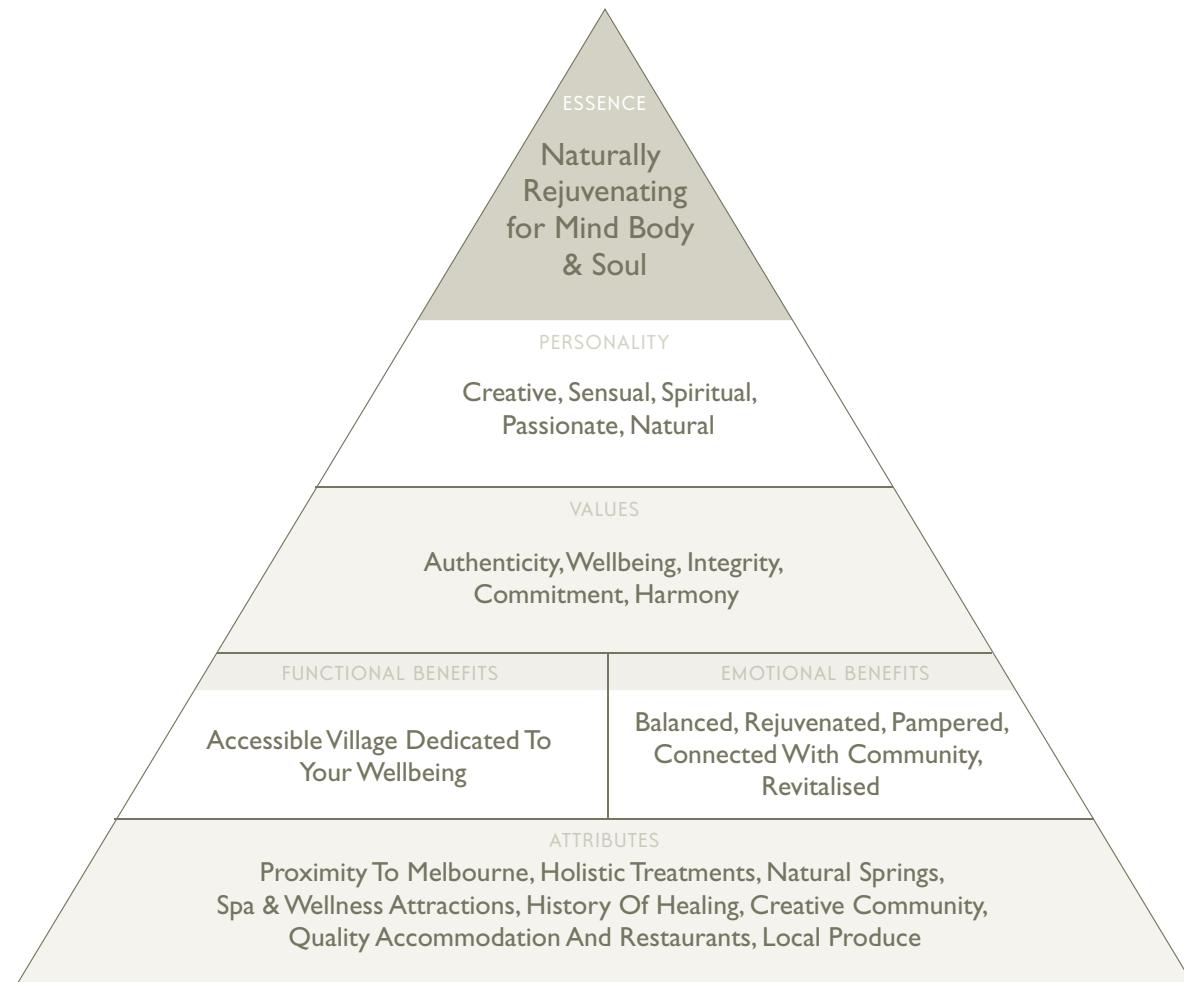
PRIMARY COLOURS
MACEDON RANGES



DAYLESFORD & THE MACEDON RANGES' BRAND PYRAMID



DAYLESFORD' 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

GOTTMAT BOOK

HEADINGS AND SUBHEADINGS

Depending on the hierarchy and document requirements, we use either Gottomat or Gill Sans to create headings and sub-headings.

GOTTMAT 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

