THE
Grampians
Way
BRAND GUIDELINES 2018

THE GRAMPIANS WAY

As a destination, the Grampians is a spectacular place for people to visit. As a brand, it has a personality that is authentic and entertaining; creatively connecting with people and inviting them to experience life unleashed.

To encourage and support this connection with prospective visitors, it's important to convey a consistent story.

These guidelines are designed for those invested in the success of the region. They provide a road map that ensures everything – from our fonts and photo style, to the words we choose for our advertising campaigns – that drives equity in the brand that is the Grampians.

CONTENTS

Section 1 – Brand Strategy 4

1.1 Brand platform 5
1.2 Target audience 6
1.3 Brand personality 7
1.4 Brand values 8
1.5 Brand attributes – unique 9
1.6 Brand attributes – supporting 10
1.7 Brand architecture 11

Section 2 – Wordmark 12

2.1 Wordmark 13
2.2 Clearspace and minimum size 14
2.3 Partnerships and co-branding 15
2.4 Incorrect usage 16

Section 3 – Brand elements 17

3.1 Colour 18
3.2 Typography 19
3.3 Photography 20

Section 4 – Usage Guide 21

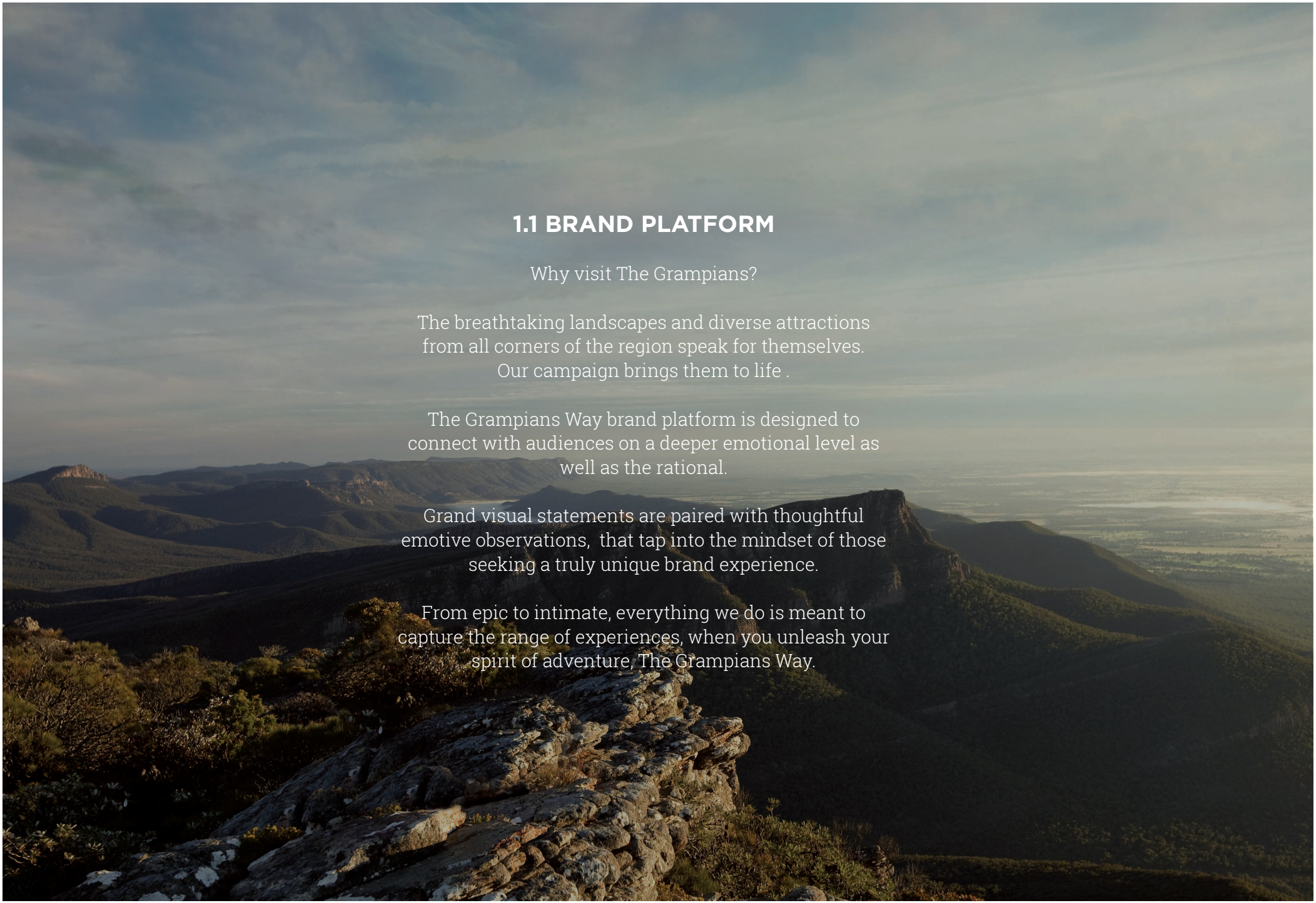
4.1 Wordmark usage guide 22
4.2 Digital display ad examples 23
4.3 Social media examples 24
4.4 Email newsletter example 25

Section 5 – Communications 26

5.1 Brand voice 27
5.2 Copybank 28
5.2.1 Descriptive phrases 29
5.2.2 Descriptive words 30

Contact 31

1. BRAND STRATEGY



1.1 BRAND PLATFORM

Why visit The Grampians?

The breathtaking landscapes and diverse attractions from all corners of the region speak for themselves. Our campaign brings them to life .

The Grampians Way brand platform is designed to connect with audiences on a deeper emotional level as well as the rational.

Grand visual statements are paired with thoughtful emotive observations, that tap into the mindset of those seeking a truly unique brand experience.

From epic to intimate, everything we do is meant to capture the range of experiences, when you unleash your spirit of adventure, The Grampians Way.

Lifestyle Leaders

Lifestyle Leaders come in all shapes and sizes, across varying socio-economic groups and market segments.

They have the means and propensity to travel, purchase at local businesses, and attitudinally match with our brand essence.

They are progressive, curious, socially and technologically active, adhere to and seek status, follow trends and love to advocate.

They are socially active with friends and family and are always looking for something better.

They view experiences as life enriching and value the great outdoors, adventure and feeling free.

Adventurous

Being adventurous means you're willing to go where you haven't been before and do things you've never done, even if you don't know how it's going to turn out.

As a brand, the Grampians appeals to those wanting to experience life unleashed. To some this may mean scaling an escarpment or hiking challenging trails, to others, it could be glamping in the olive groves or sipping rosé while playing croquet.

The majestic open terrain and countless experiences appeals to the outdoorsy, outgoing, passionate and curious.

Peaceful

Free of self-importance and judgment yet majestic and grand in nature, a trip to the Grampians provides space to breathe, perspective and peace.

Ancient Aboriginal rock art and dreamtime stories allows one to reflect and awaken the mind.

Inclusive and untroubled in nature and authentic in its offerings, it's what you can see, hear, taste and smell in the Grampians that entices one to escape from the everyday.

Captivating

You could spend days exploring the beauty and charm of the North, the history and art of the East, the buzz and vibrancy of the South and the ruggedness of the West.

Endless opportunities to discover fresh produce, award winning wineries each with their own personality and style, and even historic stories of the criminally insane charms people...all while the vast surrounds of the region bring a sense of calm over the people that walk it.

Freedom & Awakening

We create visual space in our language and imagery that reflects our region's physical and emotional offerings, including the space to breathe and reflect as well as the chance to slow down, disconnect and revive the senses.

Adventure & Achievement

The rugged and majestic beauty of our natural surrounds is captured in our language and imagery to appeal to the adventurous at heart.

Inspiration, Imagination & Entertainment

Inspired by nature, our communications are creative to capture a sense of the possibilities to unwind, explore, feast and enjoy.

Spirituality & Contribution

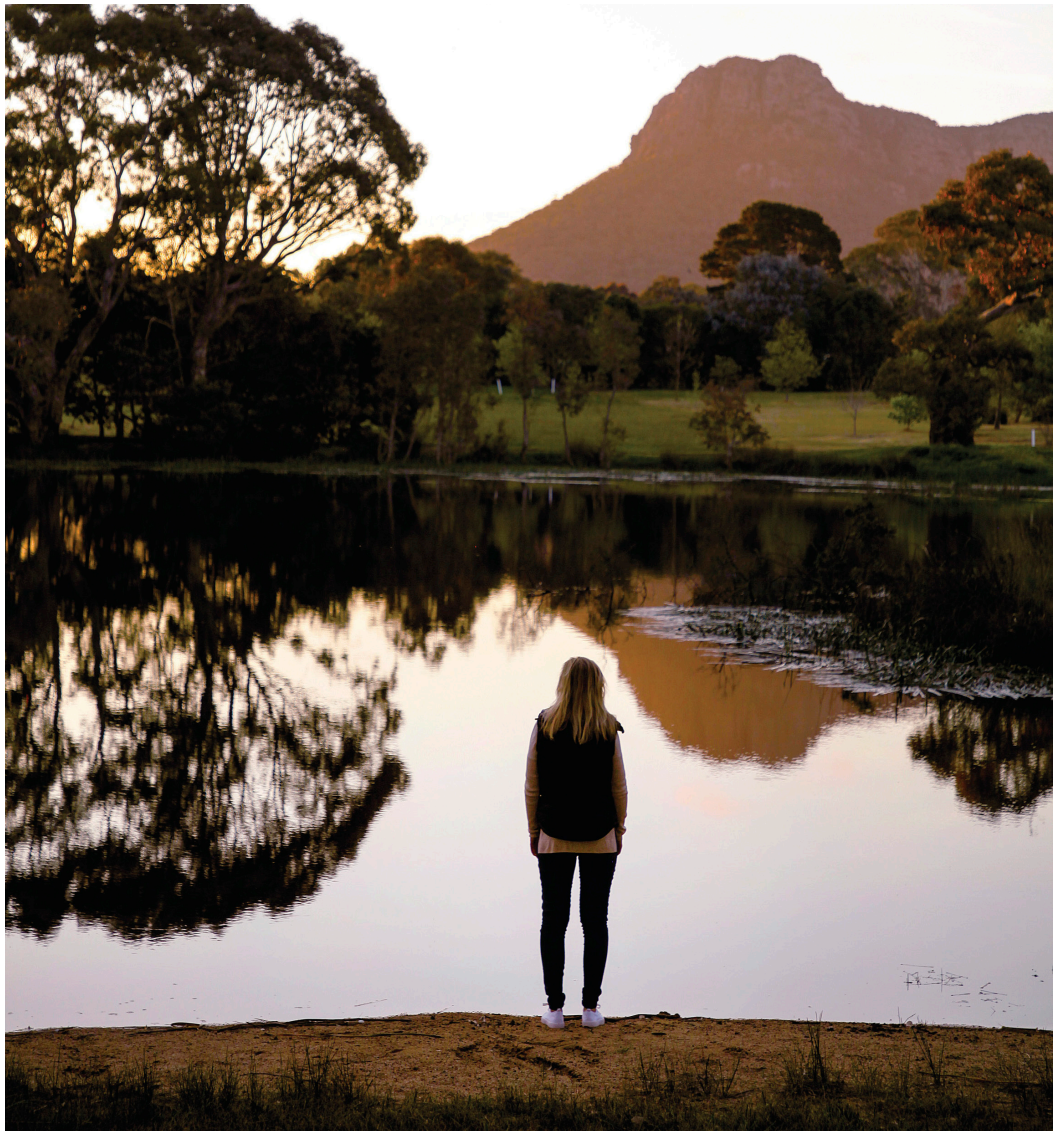
The spirit of ancient Aboriginal people, the power of a timeless landscape and the opportunity to support a regional community is captured in our visual and written imagery.

Togetherness & Connectedness

Whether it be with family, friends, local businesses or with nature itself, the Grampians warmth and friendliness is captured in our visual elements and tone of voice. Without compromising on quality or enriched experiences, the Grampians values the basic emotional needs of people.

A Happy Space in a Happy Place

Whether it be for a short stay, holiday or just a day visiting friends and relatives, what the Grampians values and offers can help one find their happy space and a chance to find perspective.



1.5 BRAND ATTRIBUTES – UNIQUE

Whether you're a wine taster, outdoor explorer or food finder, the Grampians region has an adventure waiting.

With four diverse patches to explore and stories to uncover, there are physical attributes that make up Grampians tourism offering, some more unique to the region than others.

Unique attributes

Diverse & Rugged Landscape:

With the south of the region home to the largest volcanic plains in the Southern Hemisphere and the west known for the Wimmera Plains, the Grampians offers escarpments to climb, waterfalls to discover and tracks for adventure. It is also home to the iconic Grampians National Park, Mt Arapiles and Mt Langi Ghiran.

Grampians Peaks Trail:

Be inspired by the spectacular outlook from the top of Mount Rosea, panoramic views from the Pinnacle Lookout and ancient rock features of the Grand Canyon. The first stage of Victoria's newly established long distance trail is now ready to explore. Once completed the Trail will be a 13 day/12 night experience in its entirety.

Wildlife Sightings:

Cross paths with kangaroos, wallabies, echidnas and emus in national parks, along quiet country roads and even on the grounds of your accommodation. Delight in the opportunity to see kookaburras and cockatoos in their natural habitat.

Award Winning Wineries, with a view:

Swipe your finger along the dusty barrels in the hand-dug 1860s cellars at Best's Great Western and get a feel for the rich history of the Grampians and Henty wine regions, home to some of the world's oldest vines and countless award winning wines.

While a sophisticated range of varietals are produced in our cool climate region, the Grampians are widely known for their elegant and spicy Shiraz, crafted with love by the same approachable winemakers that often greet visitors at cellar door .

Aboriginal Rock Art:

The Grampians National Park is the richest site for Aboriginal rock art in Victoria. The region has the largest number of rock art sites in Southern Australia and over 80% of Victoria's rock art sites, some dating back more than 20,000 years.

Wildflowers in Season:

Wildflower finders and Sunday strollers can cross paths with a dazzling array of native flowers in the Grampians. Once described as the 'garden of Victoria', our region is home to more than one third of Victoria's flora, dotted from one side to the other.

1.6 BRAND ATTRIBUTES – SUPPORTING

Whilst not unique to The Grampians, supporting attributes strengthen reasons to visit our diverse region.

Supporting attributes

Olives:

Olive groves create a striking landscape with the region home to some of Australia's oldest (organic) olive groves, which thrive in the Mediterranean climate and produce award winning olive products.

Events:

Events hosted in the Grampians provides visitors with the opportunity to experience our breathtaking natural assets, diverse communities and local hospitality. The region is home to one of Australia's longest running Food & Wine Festivals, Grampians Grape Escape and the iconic Dunkeld Races.

Family Fun:

Halls Gap Zoo is Victoria's largest regional zoo exhibiting over 160 native and exotic mammals, reptiles and birds. Whilst the icecreamery in Halls Gap is on every families bucket list, Venus Baths, MacKenzie Falls and the many walking tracks are also nature-based family favourites.

Towns and Villages:

The towns, villages and hamlets of the region are hidden. Rich in history, each has their own amazing story to discover. They are also home to many and varied stores, producers, craftsmen and memorable local experiences.

Arts, Culture & History:

The Grampians region is dotted with many communities rich in arts and culture. From art galleries, studios and heritage museums to heritage listed buildings and volcanic trails, there's something to inspire tastes and styles.

Produce:

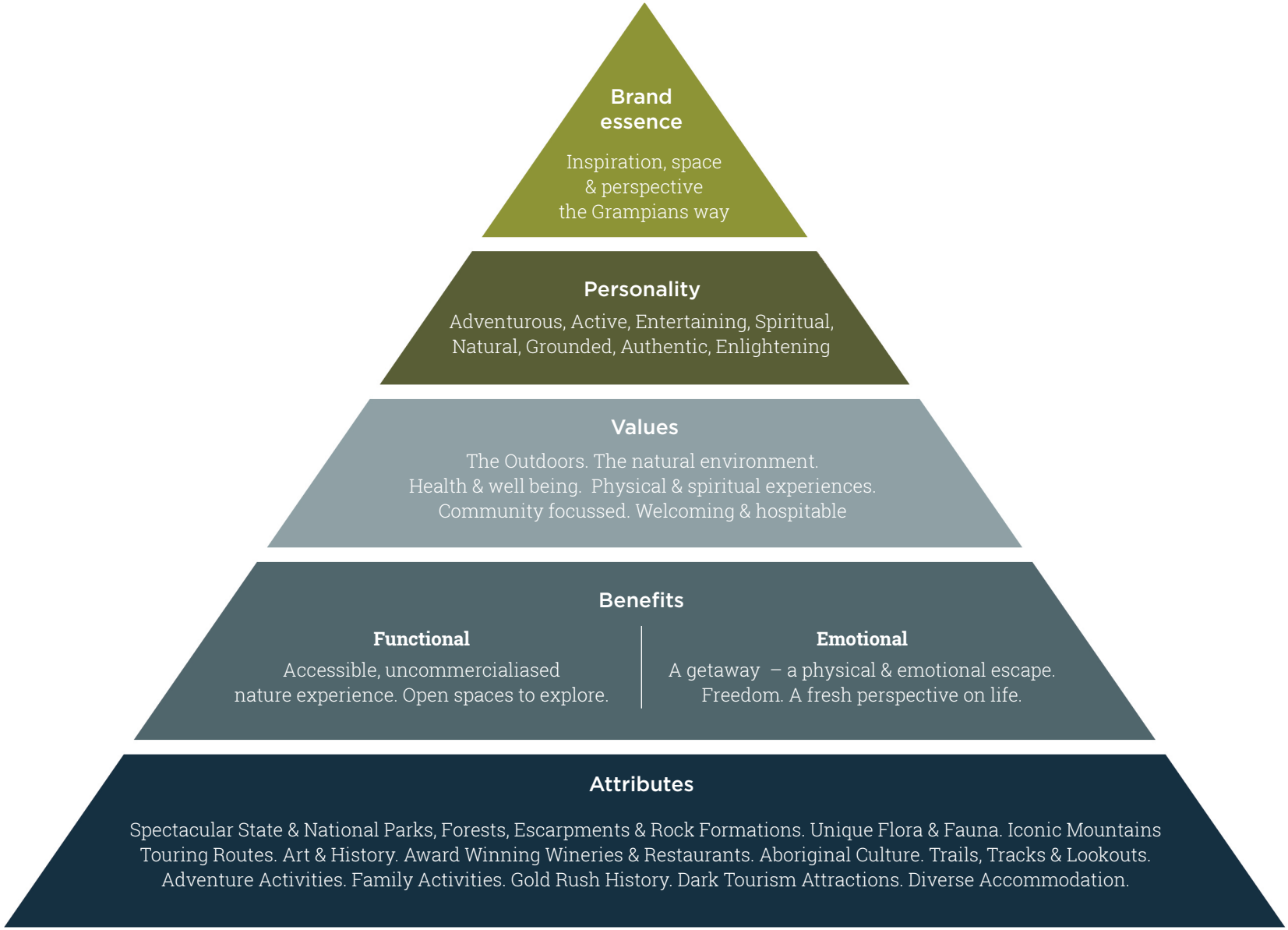
Local producers are proud of their specialist meat, organic vegetables, free range eggs, sheep's milk yoghurt, honey and pink salt from our historic salt lakes. And the many local cafes and award winning restaurants draw on local produce as inspiration for their menus, including the Royal Mail Hotel in Dunkeld who boast the largest kitchen garden of its kind in Australia.

Dark Tourism:

Walk through the cavernous wards and halls of the institutions that treated and housed the mentally ill and most hardened criminals. A visit to the imposing Aradale Asylum and the infamous JWard are experiences that won't be forgotten.

Lakes and Waterways:

The Grampians is blessed with many wonderful lakes, rivers, streams, and waterfalls. Whether it's fishing, kayaking, swimming, canoeing, sailing or water skiing, there is a waterway that will accommodate most water based activities.


Brand essence
Inspiration, space & perspective the Grampians way
Personality
Adventurous, Active, Entertaining, Spiritual, Natural, Grounded, Authentic, Enlightening
Values
The Outdoors. The natural environment. Health & well being. Physical & spiritual experiences. Community focussed. Welcoming & hospitable
Benefits
Functional
Accessible, uncommercialiased nature experience. Open spaces to explore.
Emotional
A getaway – a physical & emotional escape. Freedom. A fresh perspective on life.
Attributes
Spectacular State & National Parks, Forests, Escarpments & Rock Formations. Unique Flora & Fauna. Iconic Mountains Touring Routes. Art & History. Award Winning Wineries & Restaurants. Aboriginal Culture. Trails, Tracks & Lookouts. Adventure Activities. Family Activities. Gold Rush History. Dark Tourism Attractions. Diverse Accommodation.

2. WORDMARK

2.1 WORDMARK

The Grampians Way wordmark is to be rendered in Grampians Green or black , or reversed out of the primary brand colours, Grampians Green, black or used on suitable photographic imagery in white.

The Grampians Way wordmark

THE Grampians Way

White on photographic background

2.2 CLEARSPACE AND MINIMUM SIZE

The Grampians Way wordmark must always be surrounded by a minimum area of space. This area of isolation ensures that headlines, text or other visual elements do not encroach on the wordmark.

The exclusion zone is defined by the width of the 'THE' in the wordmark.
Please note: The exclusion zone is a minimum and should be increased wherever possible.

Clearspace

Minimum size

15mm

THE Grampians Way

Print

55px

THE Grampians Way

Web

2.3 PARTNERSHIPS AND CO-BRANDING

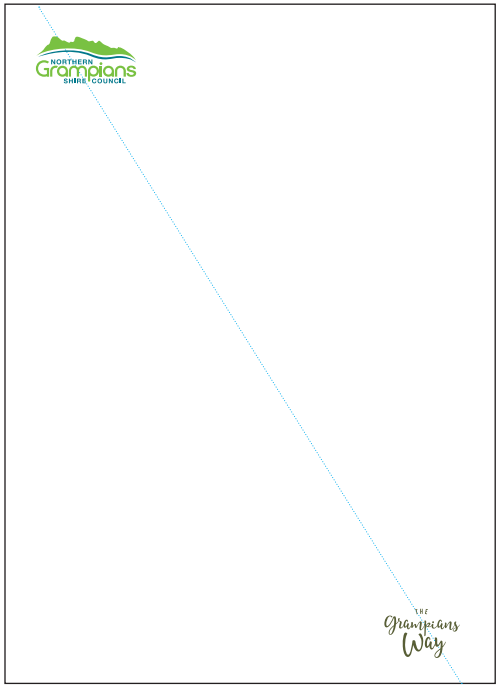
When using The Grampians Way wordmark in a partnership or co-branding context, consideration must be given to sizing and balance. The size relationship of The Grampians Way and the organisations to be co-branded must visually appear balanced.

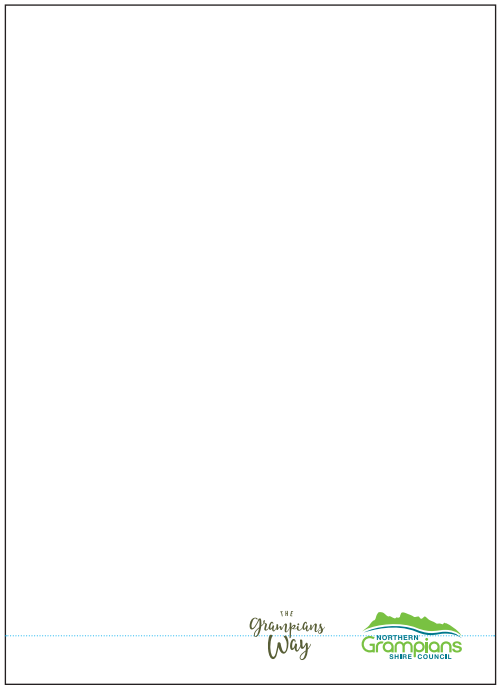
In cases where organisations in partnership will lead the communication piece and it should appear first at all times. Ideally the two brandmarks would be positioned separately but in some instances when required they can be positioned next to each other.

Size relationship

Centre

Position relationship





2.4 INCORRECT USAGE

The only accepted versions of The Grampians Way wordmark is the approved lockup. Outside of approved scaling, the mark should never be altered. This includes proportions, lockup, and all other manipulations or modifications.

Do not alter the colour of the mark

Do not alter or replace the typography

Do not stretch or skew the mark

Do not alter the proportions of the mark

Do not place the mark vertically

Do not use the mark with just a stroke

Do not add a stroke to the mark

Do add a glow or drop shadow to the mark

3. BRAND ELEMENTS

3.1 COLOUR

The primary colours of The Grampians Way are black, white and Grampians Green. These are used for all brand applications.

The Secondary Palette is used to compliment the Primary Palette and allows for flexibility in the design for campaign and other marketing applications.

Primary Palette

Grampians Green

C: 60 M: 45 Y: 85 K: 33
R: 89 G: 94 B: 55
#595E21

Black

#000000

White

#FFFFF

Secondary Palette

GW Green

C: 47 M: 29 Y: 100 K: 8
R: 144 G: 149 B: 53
#909535

GW Forest Green

C: 57 M: 56 Y: 73 K: 43
R: 82 G: 74 B: 57
#524A39

GW Orange

C: 16 M: 42 Y: 100 K: 0
R: 214 G: 152 B: 31
#D6981F

GW Light Brown

C: 32 M: 55 Y: 76 K: 15
R: 160 G: 112 B: 74
#A0704A

GW Buff

C: 2 M: 2 Y: 6 K: 0
R: 246 G: 243 B: 236
#F0E7D6

GW Light Grey

C: 47 M: 30 Y: 30 K: 0
R: 144 G: 158 B: 167
#909EA7

GW Grey

C: 70 M: 50 Y: 47 K: 20
R: 82 G: 101 B: 108
#51656b

GW Slate Blue

C: 90 M: 71 Y: 50 K: 50
R: 26 G: 49 B: 65
#1A3141

3.2 TYPOGRAPHY

The Grampians Way identity uses two typefaces; Gotham and Roboto Slab.

Gotham is used for heading, sub-heading and callouts
Roboto Slab is used for body copy

*Arial is used as an email and Office safe alternative, and is not for use in any other scenario.

Gotham Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Slab Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Slab Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Slab Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

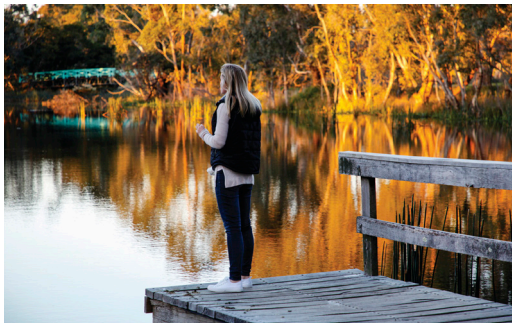
Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

3.3 PHOTOGRAPHY

Photography is a key component of the visual language of The Grampians Way brand.

Photography should capture the spirit of adventure and sense of escape. Tones should be warm and natural. It's different here, and our imagery should reflect that.

Photography should feel inspirational and authentic. There's nothing artificial about the Grampians region, so the image we convey should not feel staged or posed.



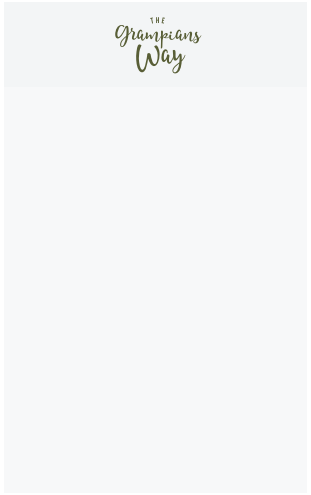
4. USAGE GUIDE

4.1 WORDMARK USAGE GUIDE

The Grampians Way wordmark use should be consistent with the guidelines. As a general rule The Grampians Way wordmark where possible, should be centered in headers, footers or video frames.

When using The Grampians Way wordmark in a partnership or co branded context, it is important to ensure the correct relationship is adhered to (see section 4.3).

Digital

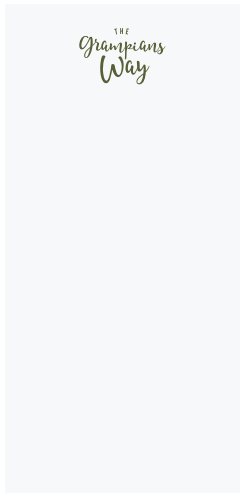


Email

Online display advertising

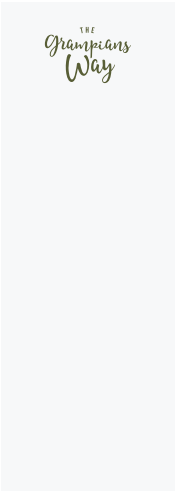
Video

Print



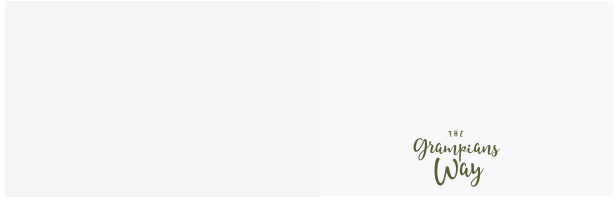
DL

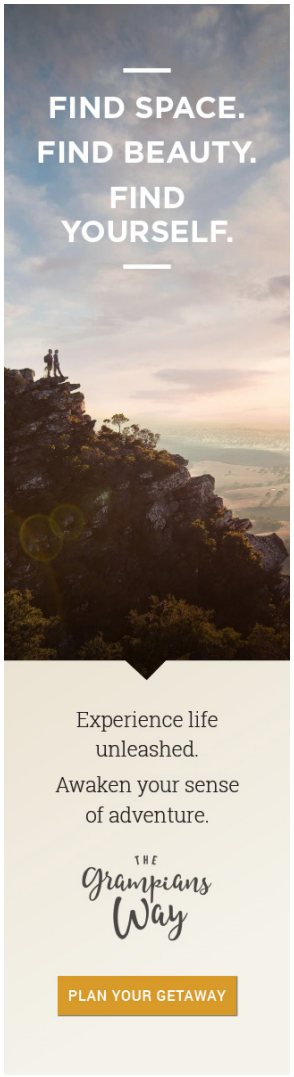
Brochure

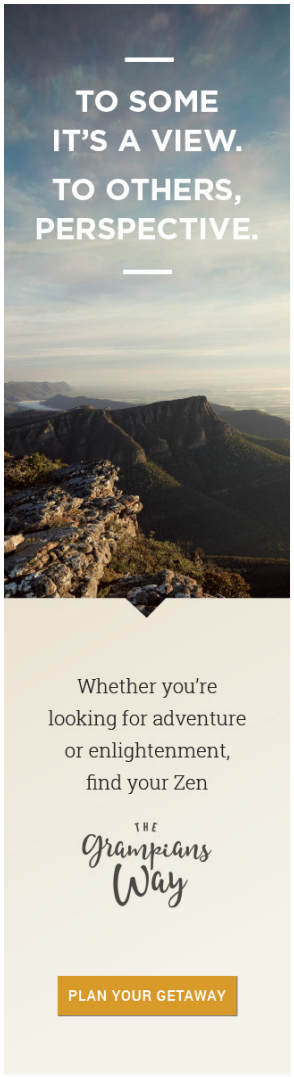


Display banner

Print/press advertising




FIND SPACE.
FIND BEAUTY.
FIND
YOURSELF.
Experience life
unleashed.
Awaken your sense
of adventure.
THE
Grampians
Way
PLAN YOUR GETAWAY


TO SOME
IT'S A VIEW.
TO OTHERS,
PERSPECTIVE.
Whether you're
looking for adventure
or enlightenment,
find your Zen
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PLAN YOUR GETAWAY

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FIND YOURSELF.
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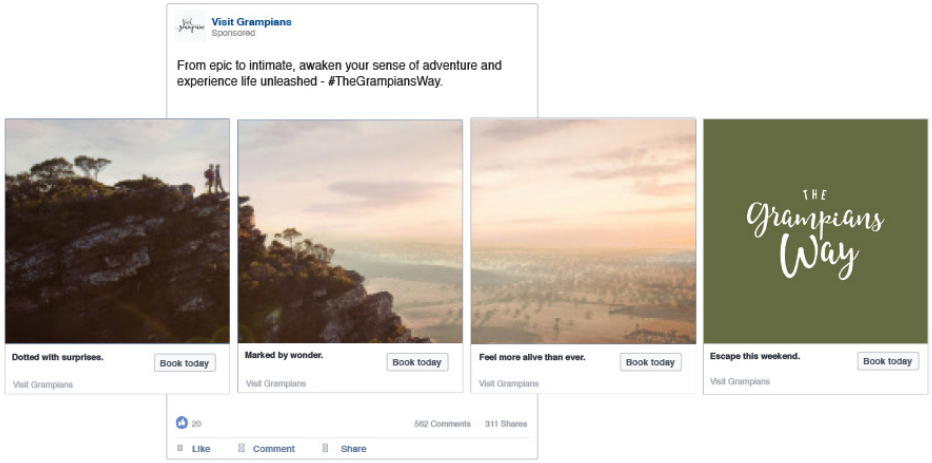
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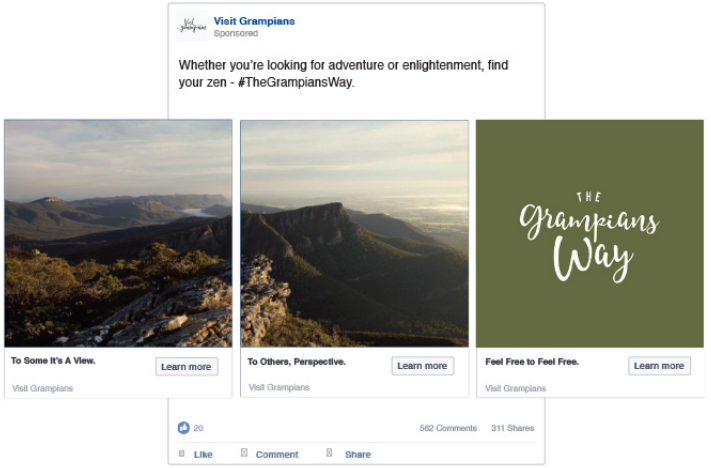
From epic to intimate, awaken your sense of adventure and experience life unleashed - #TheGrampiansWay.
Dotted with surprises.
Book today
Visit Grampians
Marked by wonder.
Book today
Visit Grampians
Feel more alive than ever.
Book today
Visit Grampians
THE Grampians Way
Escape this weekend.
Book today
Visit Grampians
20
562 Comments
311 Shares
Like
Comment
Share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THE Grampians Way
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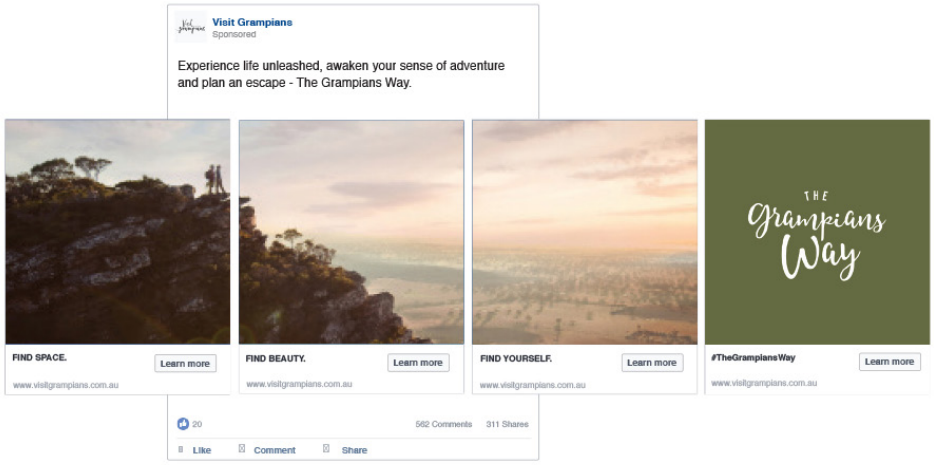
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Experience life unleashed, awaken your sense of adventure and plan an escape - The Grampians Way.
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FIND BEAUTY.
Learn more
www.visitgrampians.com.au
FIND YOURSELF.
Learn more
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#TheGrampiansWay
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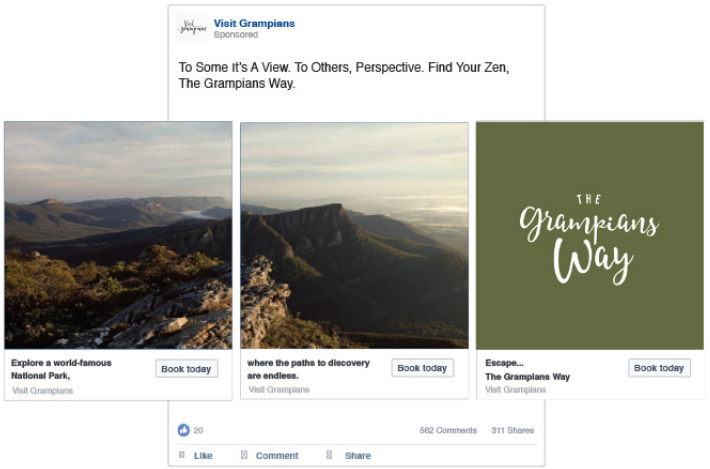
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To Some It's A View. To Others, Perspective. Find Your Zen, The Grampians Way.
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Book today
Visit Grampians
where the paths to discovery are endless.
Book today
Visit Grampians
THE Grampians Way
Escape... The Grampians Way
Book today
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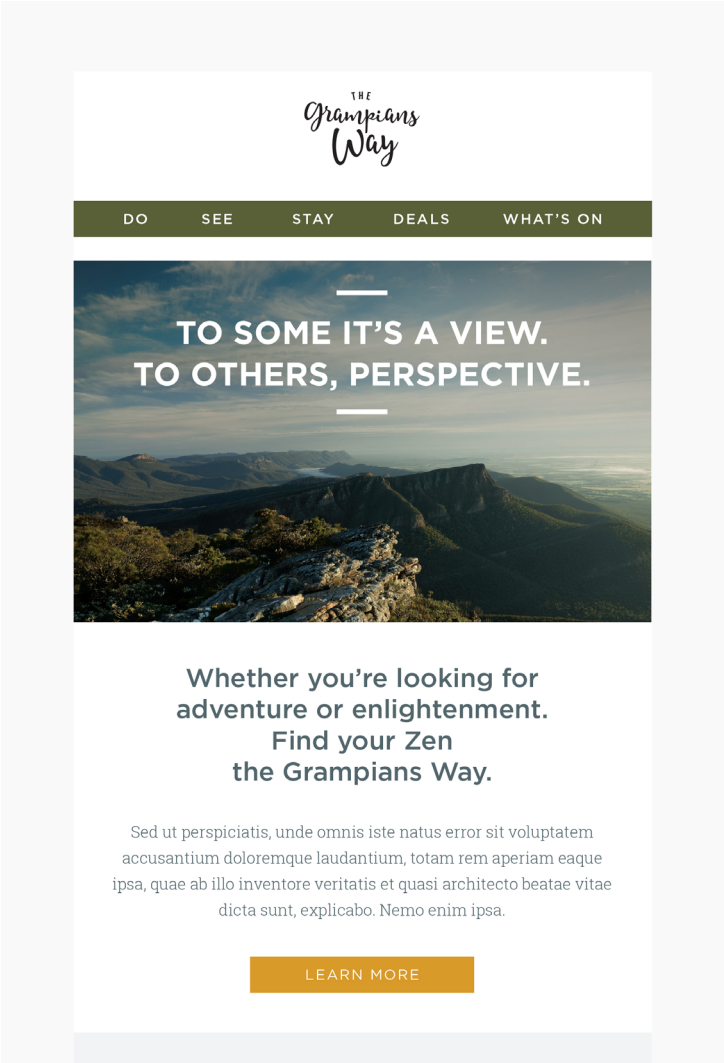
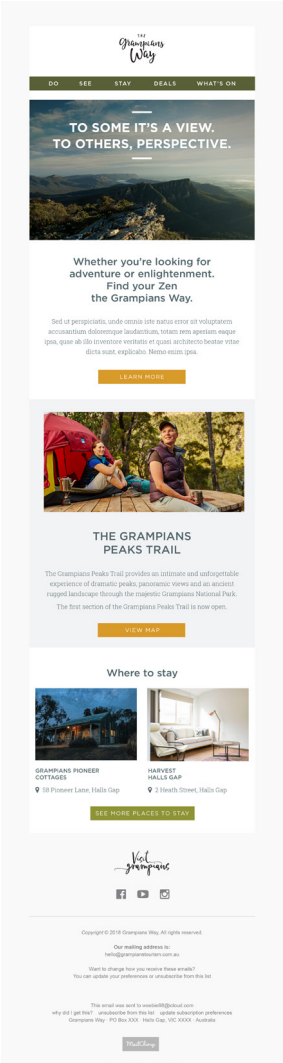
20
562 Comments
311 Shares
Like
Comment
Share

4.4 EMAIL NEWSLETTER EXAMPLE



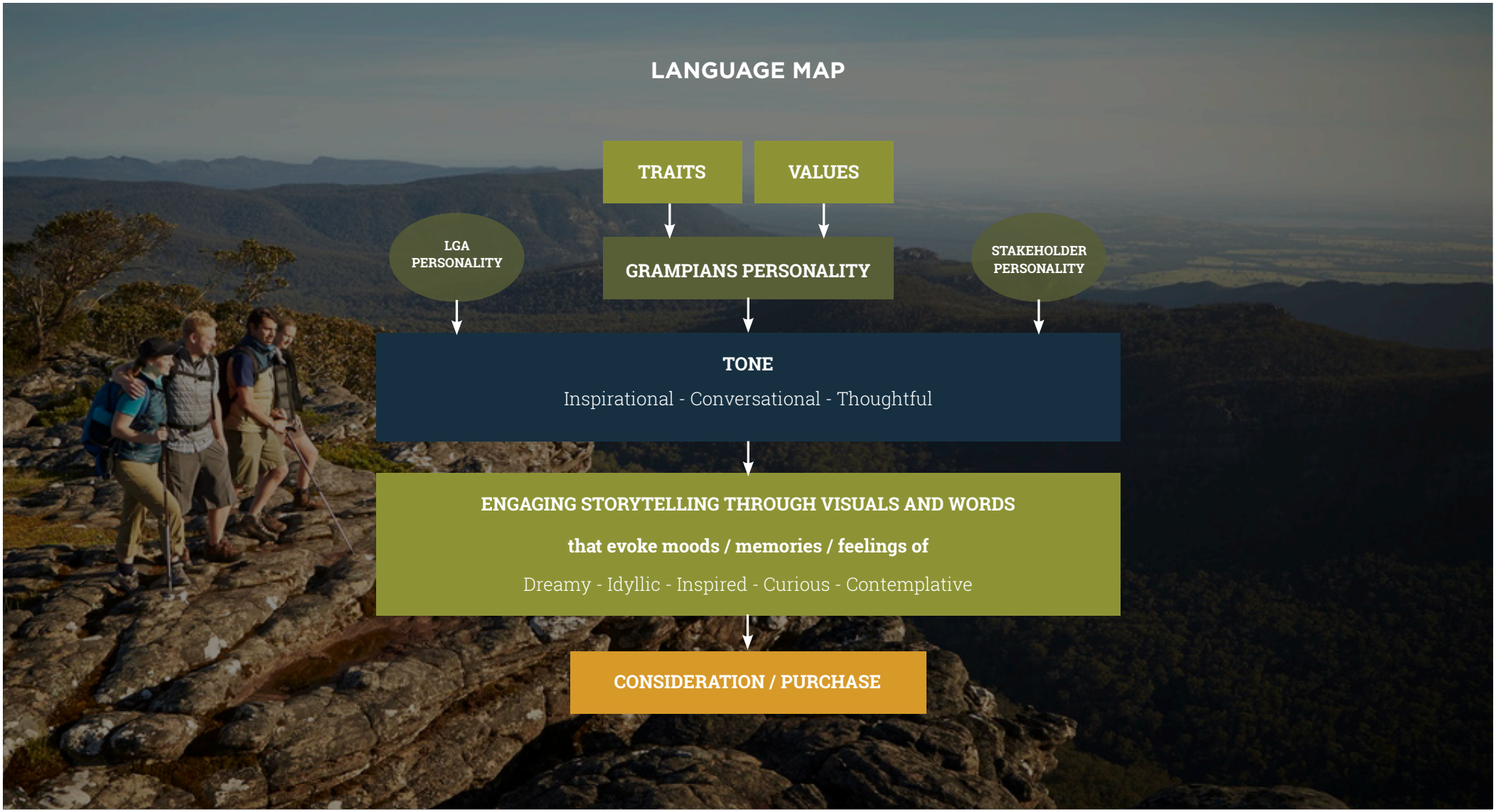


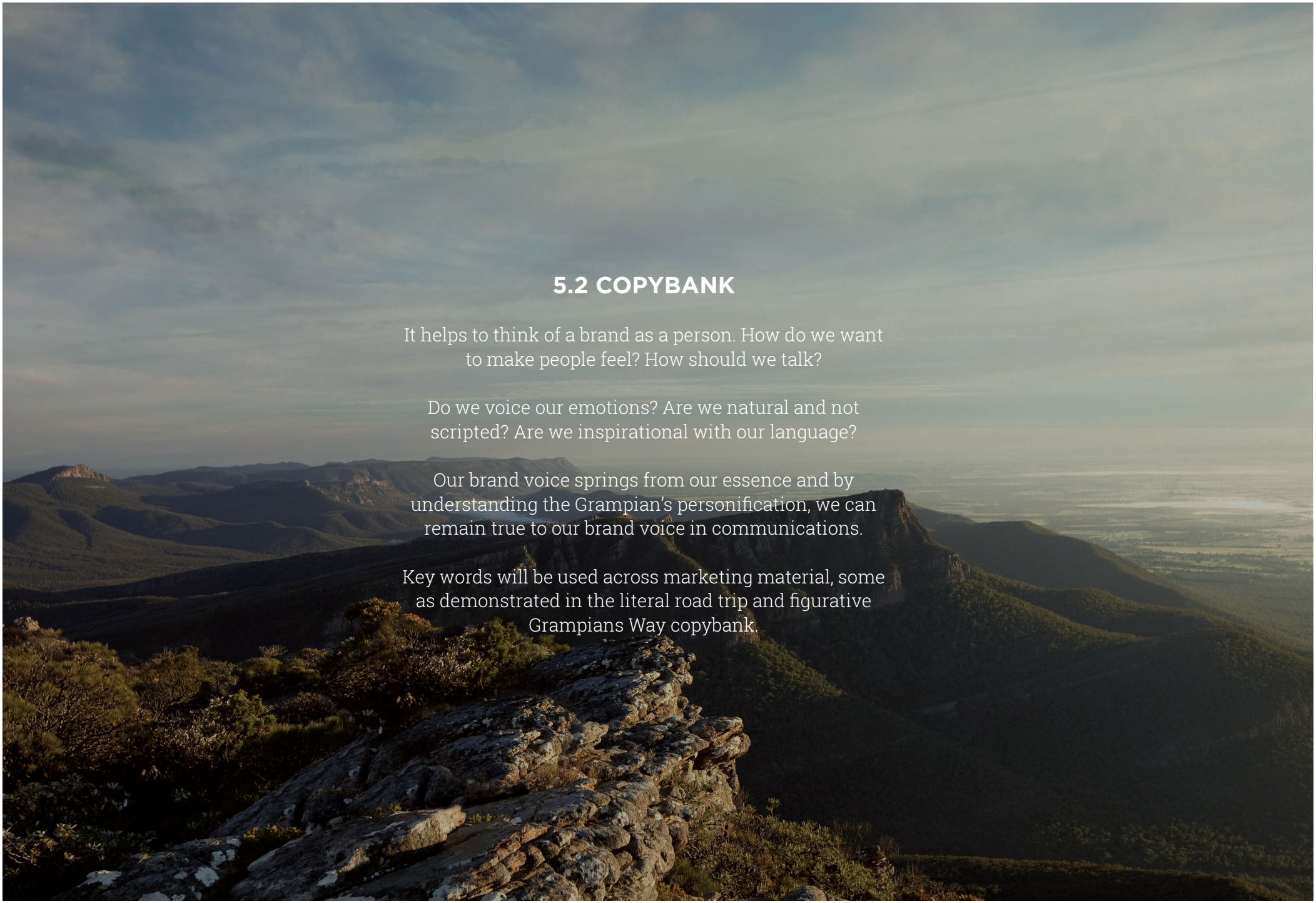
5. COMMUNICATIONS

5.1 BRAND VOICE

A tone of voice forms part of any marketing execution and consideration should be given to the language used to convey a personality in the communications.

Inspirational: encouraging, reassuring, influential
Conversational: informal, lively, chatty, familiar
Thoughtful: reflective, absorbed





5.2 COPYBANK

It helps to think of a brand as a person. How do we want to make people feel? How should we talk?

Do we voice our emotions? Are we natural and not scripted? Are we inspirational with our language?

Our brand voice springs from our essence and by understanding the Grampian's personification, we can remain true to our brand voice in communications.

Key words will be used across marketing material, some as demonstrated in the literal road trip and figurative Grampians Way copybank.

5.2.1 COPYBANK – DESCRIPTIVE PHRASES

Stakeholders should use the following language guide when writing marketing communications for the Grampians region.

The Grampians Way – Literal road trip

Picture yourself on a road to…
Take a short break…
An advenure of a lifetime is…
Escape the city…
Journey into an ancient landscape….
Your Grampians roadtrip begins with….
Embrace the freedom to explore and….
Hit the open road…..
Imagine a weekend when you…
Leave it all behind and…
Take the road to….
A spontaneous road trip will have you….
Escape the hustle and bustle…
Down the road and over the hill, you'll find ….
Closer than you think is…
Life is a highway…or not.
Life's a trip…
Sometimes the most scenic roads are found after a detour.
Many of life's great stories, started with a random roadtrip.
It's as much about the journey as it is the destination.
Get on the road and go.
No two directions are ever the same.
Everything is ahead of you…

The Grampians Way – Summary descriptors

Make your escape this weekend - The Grampians Way.
Awaken your sense of adventure and experience life unleashed - The Grampians Way.
Find your space, The Grampians Way.
Whether you're looking for adventure or enlightenment, find your Zen. - The Grampians Way
Feel free to feel free - The Grampians Way.
Find your Zen. - The Grampians Way
Take a road trip, take a journey - The Grampians Way.
A journey of discovery awaits - The Grampians Way.
To Some It's A View. To Others, Perspective. Find Your Zen, The Grampians Way.
Discover endless possibilities - The Grampians Way.
Connect with an ancient culture - The Grampians Way.
Now's time for a weekend getaway - The Grampians Way.
Worship from above - The Grampians Way.
Sip & Savour - The Grampians Way.
Catch a "xx" - The Grampians Way.
Give in to your wanderlust - The Grampians Way.
Wide open spaces - The Grampians Way.
Make memories - The Grampians Way.
Escape the everyday - The Grampians Way.
…will leave you breathless - The Grampians Way.

5.2.2 COPYBANK – DESCRIPTIVE WORDS

Stakeholders should use the following language guide when writing describing attributes of the Grampians region.

Grampians National Park:
ancient
iconic
renowned / famous
vast

Waterfalls:
majestic
cascading
pristine

Views / Vistas:
stunning
panoramic
expansive plains
wide open space
unrivalled

Aboriginal Culture:
Ancient rock art
Aboriginal rock art
stories of our first people
meaningful art stories

Mountain Ranges:
rugged peaks
rocky ridge tops
unusual rock formations
rugged ranges

Parks & Gardens:
beautiful grass surrounds
designed public gardens
perfectly manicured

State & National Parks:
spectacular
enchanting bushland
gentle sloping woodlands
forested terrain
cool fern gullies
forests rich in wildlife
lush native forests

Wildlife:
native inhabitants
meet the locals
feathered friends
wildlife sightings

Wildflowers:
vibrant
dazzling wildflower displays
unique
Grampians Garden

Tracks & Trails:
A network of tracks & trails
Bushwalking & trail hiking
Destination rides
Casual wander

Wineries:
Award winning
Picturesque views to...
Wine adventure
Cool climate wines
Elegant reds
Vast vineyards
Welcoming wineries
Historic
Spicy Shiraz

Art:
creative
fascinating
intriguing
captivating

History:
wealth of history
Rich in culture
Historial buildings with an eerie past
Notorous former prison

Produce:
Fresh
Organic
Indulgent
Regional
Soulful
Gourmet

General:
explore
adventure
experience
discover
escape
journey
wander
imagine
awaken
savour
unwind

CONTACT

For more information on The Grampians Way brand guidelines please contact:

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