

INSPIRED BY GIPPSLAND – A GUIDE TO USING THE BRAND

Gippsland is the latest brand campaign to be rolled out under Phase 7 of the Jigsaw “You’ll Love Every Piece of Victoria” campaign. The creative concept demonstrates how Gippsland inspires its visitors to see the beauty in things by turning ordinary, everyday natural materials into stunning environmental artworks. The campaign features Gippsland’s awe-inspiring and humbling landscapes, and demonstrates that Gippsland’s natural wonders inspire you to look at the world from a fresh perspective.

This document outlines how to leverage the Gippsland brand campaign.

CREATIVE ELEMENTS OF THE BRAND



The two main creative elements of the Brand are:

1. Three pictorial executions highlighting the beautiful landscapes of the Gippsland region:

- Mountain Ash giants in Tarra-Bulga Rainforest
- Tranquil waters of the Gippsland Lakes and
- Rock formations at Wilsons Promontory

2. Tag Line: Inspired by Gippsland

A colour palette is currently being developed.

HOW TO USE THE BRAND & SPECIAL CONDITIONS

The brand is designed to be flexible in its application. Industry and media are encouraged to use the brand wherever possible to leverage off the benefits that a unified brand can offer to the region. Some examples of appropriate applications are free promotional brochures, email promotions, print and television ads, websites, collateral, signage, and newsletters.

The tag line should be used in the campaign images wherever possible and must be written in Gottomat font.

The images can be used in their entirety or varied to suit the application, however, if you wish to alter the image(s) in any way, that is, crop them, overlay text or other graphics or vary colours, you must seek prior approval from Tourism Victoria.

HOW TO ACCESS THE CREATIVE ELEMENTS OF THE BRAND

To access the three hero images go to www.visionsofvictoria.com and follow the prompts to:-

> search page > mini collection > new images 2006 > Gippsland

To access the stylised Gottomat font, go to www.visionsofvictoria.com and follow the prompts to:-

> search page > mini collection > Tourism Victoria’s Branding Tools > Generic Jigsaw Brand Tools

You are required to be a registered user of visionsofvictoria.com in order to access the images. The images are available at no charge for tourism promotional purposes only.

INFORMATION & APPROVALS

For further information or to seek approval for use of the Brand, please contact:-

Karen Smalley
Tourism Victoria
Phone: (03) 9653 9770
Email: karen.smalley@tourism.vic.gov.au

For queries about accessing the images or font, please contact Visions of Victoria Image Library.

Email: visualservices.tourism@tourism.vic.gov.au

Destination Gippsland Inc.
www.gippslandtourism.net.au

November 2006