

Brand Guidelines

📍 ORPHEUS ISLAND



UP FOR
UNEXPECTED

TOWNSVILLE
NORTH QUEENSLAND

A document to help you
understand and look
after our brand.

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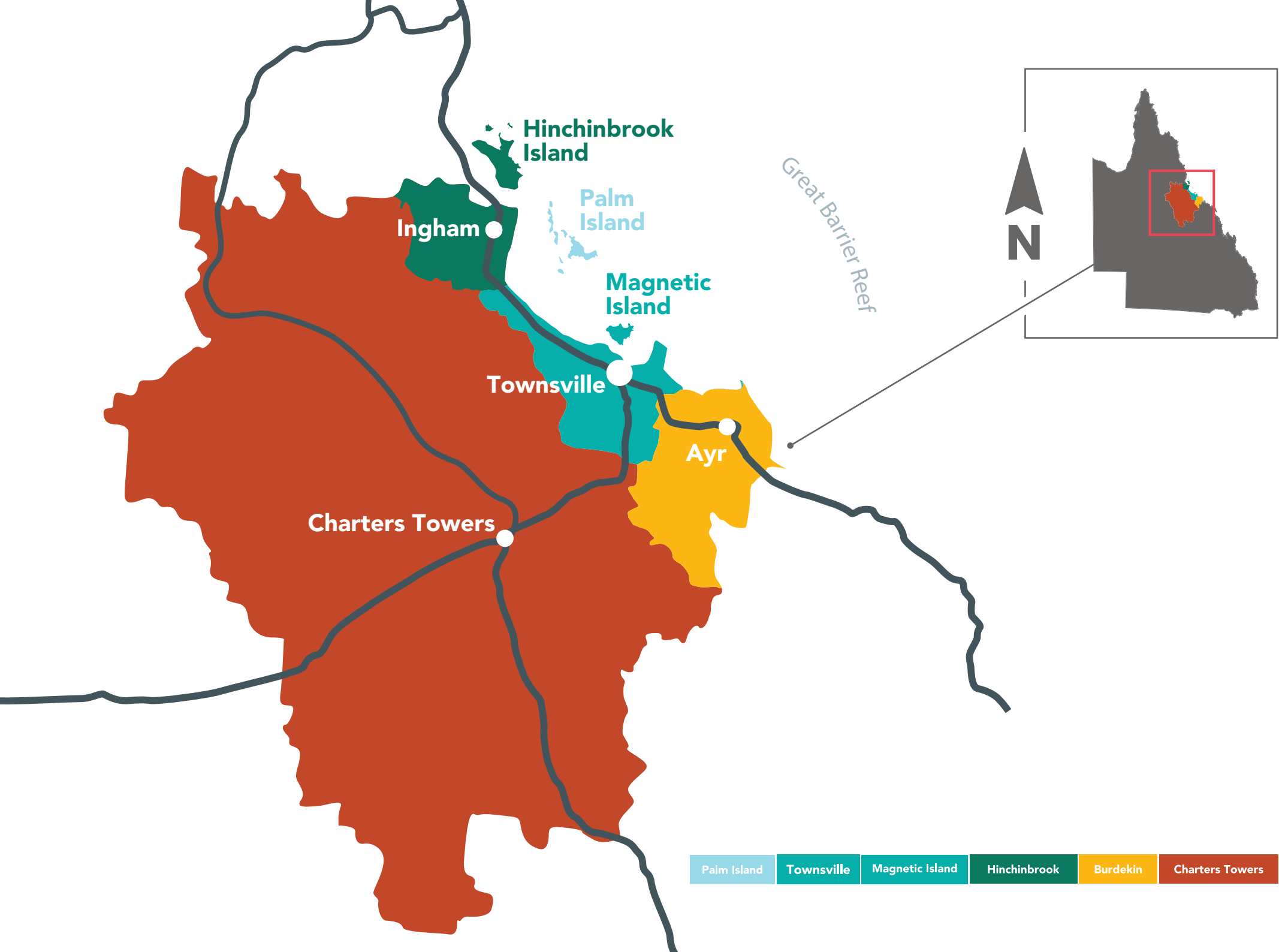
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Understand our brand

A fresh, fun, authentic brand awaits.

These guidelines provide information designed to create visual consistency which will allow Townsville North Queensland to build strong brand recognition. Having a strong brand will ensure that Townsville North Queensland's visual communication is easily recognised by consumers.

Within this document, brand elements that make up the Townsville North Queensland brand identity are presented, exploring logo variations, type, colour and imagery choices. Whilst also touching on how the Townsville North Queensland brand sounds, feels and looks.

The research

We asked visitors to learn about current perceptions, and how we can meet future travel trends.

1

Steer Co Kick Off

Understanding stakeholder's perception of the region and untapped future opportunities.

2

Digital Intelligence Review

230K individual data points on Townsville North Queensland and competitors analysed.

3

Stakeholder consultation survey

Harnessing the perspective and insight of **local operators and residents with one on one consultations** on our tourism offer.

4

Big Qual exploration

Speaking to **161 domestic travellers to identify their dominant and emerging travel needs** and how we are placed to meet these.

5

The Lab Famil Experience

48 hours of actively learning, immersing and observing in the destination. Meeting the locals, experiencing it first-hand.

6

Co-creation groups

4 x groups with potential Townsville North Queensland travellers to pressure test potential positioning territories.

CREATIVE PROCESS

7

Audience Profiling using **Roy Morgan Helix Personas** to determine key markets that best align to brand position and how we market to them.

8

Brand Book Development

Determining our brand territory, brand values, look and tone of voice.

9

Bridging campaign and brand uplift study.

10

Creative tag line development.

11

Quantitative Testing with **2,000 people audience.**

12

Stakeholder Briefings and Feedback.

Our unique attributes

What we heard from our research

NOT A COOKIE CUTTER EXPERIENCE



Unlike other destinations, Townsville is not a like a tropical theme park, it isn't tacky and overdone.

COUNTRY TOWN SPIRIT



Different culture, it's more laid back.
Townsville is an easy-going city with still enough country to care and it has its own North Queensland flavour.

UNFAMILIAR & UNEXPECTED



Townsville would be a different experience to what I've had before on a holiday.

GROWING & EVOLVING CITY



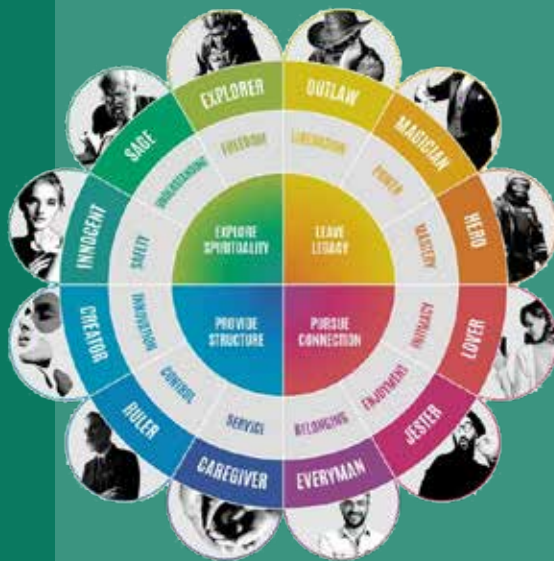
There's so much economically happening. Really seeing momentum in the city.

TOWNSVILLE
NORTH QUEENSLAND

 **MAGNETIC ISLAND**



Brand archetype studies



EXPLORER

Goal:

Finds fulfillment through discovery and new experiences.
Seek paradise.

Traits:

Adventurous, ambitious, individualistic, independent, pioneering, freedom.

Drawback:

Might not fit into the mainstream.

Marketing niche:

Exciting, risk-taking, authentic.

Example: Indiana Jones, Jeep, Red Bull.

JESTER

Goal:

To bring joy to the world.
Build a connection.

Traits:

Fun, sense of humour, light-hearted, mischievous, irreverent.

Marketing niche:

Help people have a good time or enjoy what they are doing, allow people to be more impulsive and spontaneous.

Example: Motley Fool, Ben & Jerry's, IKEA.

Our brand story

There's a lot to love about the Townsville North Queensland region.
We are the **authentic heart of regional Queensland**.

We'd love to share our **hidden treasures**, our **magical beauty** with special people - Curious Explorers, as opposed to 'fly and floppers' wanting everything served up to them on a platter.

Yes, we've got **luxurious** pools to laze by and **hatted restaurants** to graze.
But for those seeking **new experiences**, we have so much just waiting to be explored. **Serendipitous surprises. New stories. Joy. Wonder.** We have a passion for our **natural wonders** that stretch from Charters Towers to our magnetic coast.
We're proud of it. We preserve it.

We have a song in us which we'd love to share.



LEARN ABOUT
ROY MORGAN



Our Curious Explorer market profile has been derived from Roy Morgan's Helix Community and Persona data.

Helix Personas is a powerful psychographic consumer segmentation and data integration tool that combines sophisticated psychographic, attitudinal and behavioural data to classify the Australian population into 54 unique personas, grouped into 6 communities and geo-projected down to postcode level. Far beyond simple demographics, Helix Personas incorporates values, beliefs and attitudes which are the best predictors of consumer behaviour and media consumption.

100 Leading Lifestyles

300 Aspirationalists

500 Doing Fine

200 Metrotechs

400 Hearth and Home

600 Fair Go

Townsville North Queensland's target audience has been categorised into two groups:

SUSTAIN

largely drawing from our built awareness across intra-regional markets, the Communities of 500 and 600 are to be considered a market to sustain, requiring low effort to bring to region (our 'visiting friends and relatives' market).

GROWTH

the biggest opportunity for our destination is from metro and interstate markets, and covers the Communities of 100 and 400 (with some Personas from 200 and 300).

We're a place for Curious Explorers.

Eager to share our **hidden treasures** with special people - **Curious Explorers**, as opposed to 'fly and floppers' wanting everything served up to them on a platter.

Jump into our brand, with an open heart and mind, explore and understand our core values by celebrating and exploring our incredible regions - **Townsville, Magnetic Island, The Burdekin, Charters Towers, Hinchinbrook, Palm Island Group** and **The Great Barrier Reef**.

KEY AUDIENCES

- 📍 Queensland
- 📍 Melbourne
- 📍 Sydney

17.8
MILLION National audience size

Reference: Roy Morgan Helix Personas

Our brand promise: **Discover the unexpected.**

The stuff the best kind of adventure stories are made of.
And what our Curious Explorers live for! Leveraging our strengths and unrivaled power to surprise and delight our visitors.

Discovering something you didn't know you were looking for or think possible. Experiencing something new, different, or familiar, but with a twist. Sparking feelings of surprise and delight. Fascination and wonder. Opening your eyes to the world around you.

Our brand opportunity

A place that's transforming. Lesser known and often underestimated –we're genuinely ripe for discovery.

An offer increasingly relevant to the mindset of the emerging Experiential Traveller audience.

We're for Curious Explorers

Open-minded & curious.
Not afraid to be different.
Seek places of substance.

Our core values

- Inquisitiveness
- Originality
- Determination
- Fun
- Belonging

Tone of voice

- Playful
- Insightful
- Genuine
- Passionate

Visual codes

- Colour and contrast
- Wide angles, expansive views
- Points of interest and intrigue
- Raw and unfiltered

Positioning pillars

- Fresh Perspectives
- Lost Worlds
- Taking it to the next level
- Eclectic Twist

TOWNSVILLE
NORTH QUEENSLAND

📍 PULUMA RANGE NATIONAL PARK

**Our
positioning
pillars.**

Inspire fresh perspectives

Continually learning, evolving and inspiring others by shining a light on nature's story.

Explore hidden worlds

Keepers and preservers of our authentic Australian history, culture and natural wonders.

Taking it to the next level

Fostering and forging an international profile for the North.

Experience eclectic twists

Natural charm and quirks that make the location unexpected, surprising and fun. Connecting people with the spirit of the place.



Inspire fresh perspectives.

Continually learning, evolving and inspiring others by shining a light on nature's story.

WHAT'S SOME OF THE PROOF:

- Leading edge eco-tourism credentials
- Named in the top 100 sustainable destinations in the world
- Home to leading thinkers and passionate experts in reef conservation; working from one of the world's largest living coral reef aquariums - Reef HQ Aquarium
- A thriving Island community - Magnetic Island
- Master Reef Guides
- Museum of Tropical Queensland
- Headquarters of the Great Barrier Reef



📍 JOHN BREWER REEF - GREAT BARRIER REEF

Explore lost worlds.

Keepers and preservers of our
authentic Australian history,
culture and natural wonders.

WHAT'S SOME OF THE PROOF:

- A rich First Nations history of our traditional custodians
- Largest urban centre north of the Sunshine Coast
- The capital of North Queensland
- World Heritage locations
- Australia's largest single-drop waterfall - Wallaman Falls
- Biggest National Park island on the Great Barrier Reef - Hinchinbrook Island
- Museum of Underwater Art
- 300 days of sunshine every year
- Genuine Australiana
- Gold history of Charters Towers - "The World"



 **BROADWATER NATIONAL PARK
ABERGOWRIE STATE FOREST**

Taking it to the next level.

Striving to be the best at what we do to
set a new standard in the North.

WHAT'S SOME OF THE PROOF:

- Hatted restaurants and fine dining
- Luxury, new accommodation - The Ville, Orpheus Island, Ardo
- World-class events e.g. Stadium, track, sea and stage
- Contemporary urban offering
- Operator accreditation
- Arts and culture scene - Dance North, Australian Festival of Chamber Music



Experience eclectic twists.

Natural charm and quirks that make us
unexpected in surprising and fun ways.

WHAT'S SOME OF THE PROOF:

- Topless cars on Magnetic Island
- Characterful architecture
- Tropical flavours
- Island co-working space
- International standards of urban art
- Heart pumping hikes in the CBD
- Texas Longhorns

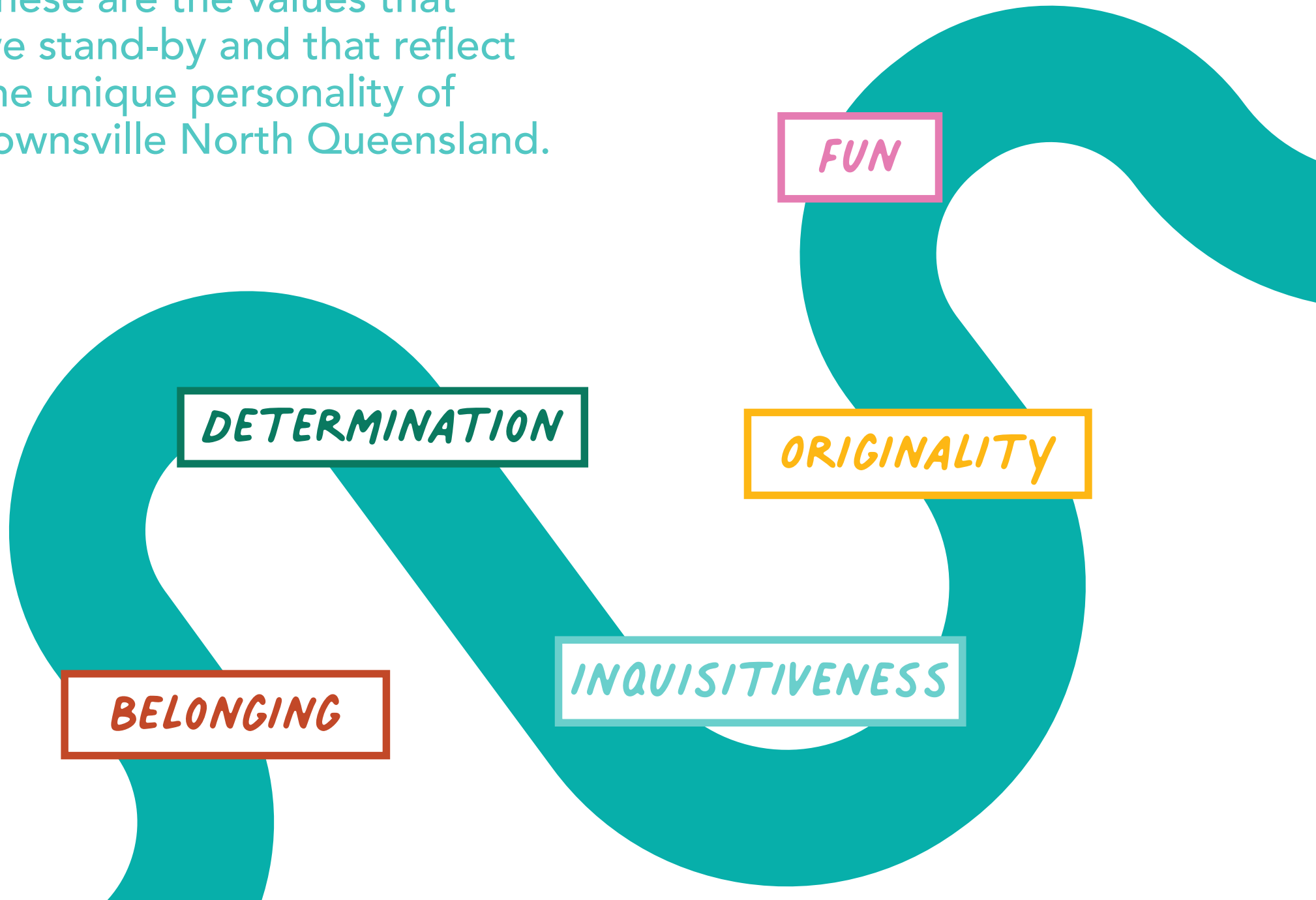


TOWNSVILLE
NORTH QUEENSLAND

Our
brand
values.

📍 MAGNETIC ISLAND

These are the values that we stand-by and that reflect the unique personality of Townsville North Queensland.



FUN

ORIGINALITY

INQUISITIVENESS

DETERMINATION

BELONGING

Tone of voice.



TOWNSVILLE
NORTH QUEENSLAND

📍 TEXAS LONGHORN TOURS - CHARTERS TOWERS

Our unique personality is captured in our tone of voice.

It's also how we distinctively stand out in a cluttered tourism landscape.

Playful

WE ARE

- Bright and upbeat.
- Not afraid to reveal our quirk and flair.
- Avoiding tired Tourism industry vernacular.

WE'RE NOT

- Flamboyant or attention-seeking.

Insightful

WE ARE

- Interesting and thought-provoking.
- Being highly attuned to ourselves and others.
- Seeing and putting words to unspoken, interesting human-truths.

WE'RE NOT

- Over-intellectual or self-involved.

Genuine

WE ARE

- Uncomplicated and
- Straight-talking.
- What you see is what you get.
- An instant mate who loves a yarn.

WE'RE NOT

- Narrow-minded or one-dimensional.

Passionate

WE ARE

- Energetic and driven.
- Always willing to give things a crack.
- Always looking on the bright side.
- Putting your whole heart into everything you do.

WE'RE NOT

- Boring or shy.

Brand Anchor

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SECTION 2

Our brand anchor.

(TAGLINE)

Our brand anchor is an important element that accompanies the Townsville North Queensland Brand elements. It is the simplified way of communicating the core principles of who our brand is through a visual element.

It is important to acknowledge that this single tagline is not the Townsville North Queensland brand as a whole but one part of our Brand Identity. The brand as a whole is a collection of all visual elements combined together. It is with **imagery**, **colour** and tone of **voice** that the Townsville North Queensland brand comes to life.

The **Up for unexpected** tagline is to be viewed as the essence of the Townsville North Queensland Brand.

UP FOR
UNEXPECTED

BEHIND THE TAGLINE

UP

Demonstrating our geographical location and posing a challenge to our Curious Explorers to consider a new holiday destination.

UNEXPECTED

Heroing our unrivaled power to surprise and delight.

How to use *(AND NOT TO USE)* our brand assets.

You may only use the Townsville North Queensland Brand Assets provided by Townsville North Queensland and as in accordance with the Brand and Style Guidelines, including the do's and don'ts outlined below:

- **Do not** use the Townsville North Queensland Brand Assets as part of any of your own trademarks, logos, company names, icons, product or feature names, domain names, social media handles, or avatars. For example, do not physically combine or intermingle any Townsville North Queensland Brand Assets with your own trademarks or logo; they must remain separate.
- **Do not** modify the Townsville North Queensland Brand Assets in any way, including by changing any colors or dimensions, obstructing or printing over any part of the asset, or adding your own design elements.
- When you are designing your own website and marketing materials, **do not** imitate the distinctive look and feel of any of Townsville North Queensland's website, apps, logos, trade dress, slogans, taglines, color scheme, icons, or marketing materials.
- **Do not** use any Townsville North Queensland Brand Asset in a damaging or derogatory way, or in connection with any social media.

The brand mark and tagline are currently undergoing trademark registration.

If you have questions about this guide or proper use of the brand assets, please contact hello@townsvillenorthqueensland.com.au



PRE APPROVAL PROCESS

We love our brand and can't wait to see it out in the wild. For collaborations or approval to use any of the brand assets in your own marketing, please ensure you reach out to receive pre-approval before any marketing is released to the public.

Send an email to our team via
[**hello@townsvillenorthqueensland.com.au**](mailto:hello@townsvillenorthqueensland.com.au)

📍 MUSEUM OF UNDERWATER ART - JOHN BREWER REEF



TOWNSVILLE
NORTH QUEENSLAND

Primary logo mark

The full colour (teal) version of the Townsville North Queensland logo is the preferred version and should be used where possible.

The mono (black) and reverse (white) versions of the logos may appear over uncluttered imagery and block colouring. Making sure that the contrast between the logo and image is high enough to maintain legibility.

Versions

PNG files support transparency and are good for web and Microsoft Office usage if the file size is not too large.

JPEG files are good for web due to the ability to manage file size, but lossy compression is used and transparency is not supported.

EPS files contain PostScript code, which is used for storing font and vector image information and doesn't lose quality when scaled to a large size.

PMS a universal color matching system used primarily for printing, Pantone Matching System.

townsvillenorthqueensland.com.au

The logo consists of the word 'TOWNSVILLE' in a teal, rounded, handwritten-style font, with 'NORTH QUEENSLAND' in a smaller, teal, sans-serif font below it.

teal waters

The logo consists of the word 'TOWNSVILLE' in a black, rounded, handwritten-style font, with 'NORTH QUEENSLAND' in a smaller, black, sans-serif font below it.

mono

The logo consists of the word 'TOWNSVILLE' in a white, rounded, handwritten-style font, with 'NORTH QUEENSLAND' in a smaller, white, sans-serif font below it, all set against a solid grey rectangular background.

reverse

Tagline

The full colour (teal) version of the Townsville North Queensland tagline is the preferred version and should be used where possible.

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SECTION 2 BRAND ASSETS

teal waters

mono

reverse

Logo mark lockup v1

The logo mark lockup is used as our primary identifying mark.

There are two lockup versions, one with the tagline sitting first then logo and the second version is opposite. There are two options as different applications may require different version placement.

The full colour (teal) version of the Townsville North Queensland logo lockup is the preferred version and should be used where possible.

The mono (black) and reverse (white) versions of the logos may appear over uncluttered imagery and block colouring. Making sure that the contrast between the logo and image is high enough to maintain legibility.



teal waters



mono



reverse

Versions

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EPS files contain PostScript code, which is used for storing font and vector image information and doesn't lose quality when scaled to a large size.

PMS a universal color matching system used primarily for printing, Pantone Matching System.



teal waters



mono



reverse

Versions

PNG files support transparency and are good for web and Microsoft Office usage if the file size is not too large.

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EPS files contain PostScript code, which is used for storing font and vector image information and doesn't lose quality when scaled to a large size.

PMS a universal color matching system used primarily for printing, Pantone Matching System.

Stacked

The stacked lockup is to only be used where the other logo versions are not suitable and only when needed to suit a specific graphic size/location.

The mono (black) and reverse (white) versions of the logos may appear over uncluttered imagery and block colouring. Making sure that the contrast between the logo and image is high enough to maintain legibility.

Versions

PNG files support transparency and are good for web and Microsoft Office usage if the file size is not too large.

JPEG files are good for web due to the ability to manage file size, but lossy compression is used and transparency is not supported.

EPS files contain PostScript code, which is used for storing font and vector image information and doesn't lose quality when scaled to a large size.

PMS a universal color matching system used primarily for printing, Pantone Matching System.

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TOWNSVILLE
NORTH QUEENSLAND

UP FOR
UNEXPECTED

teal waters

TOWNSVILLE
NORTH QUEENSLAND

UP FOR
UNEXPECTED

mono

TOWNSVILLE
NORTH QUEENSLAND

UP FOR
UNEXPECTED

reverse

Logotype

The full colour (teal) version of the Townsville North Queensland logotype is to only be used when necessary.

The mono (black) and reverse (white) versions of the logos may appear over uncluttered imagery and block colouring. Making sure that the contrast between the logo and image is high enough to maintain legibility.

Versions

PNG files support transparency and are good for web and Microsoft Office usage if the file size is not too large.

JPEG files are good for web due to the ability to manage file size, but lossy compression is used and transparency is not supported.

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SECTION 2 BRAND ASSETS

TOWNSVILLE

TOWNSVILLE

TOWNSVILLE

Incorrect usage

It is critical that the Townsville North Queensland logo appears accurately and consistently.

Minimum size

The logo needs to be large enough and have a clear zone around it to be most effective.

The minimum print reproduction size of the logo is 15mm wide.

Tagline

townsvillenorthqueensland.com.au

SECTION 2 BRAND ASSETS



TOWNSVILLE
NORTH QUEENSLAND

Do not distort the logo.
Ensure proportions remain
correct when scaling.



TOWNSVILLE
NORTH QUEENSLAND

Do not rotate the logo.



TOW **SVI** **LE**
NORTH QUEENSLAND

Do not remove any elements
or crop the logo.



TOWNSVILLE
NORTH QUEENSLAND

Do not alter the colours of
the logo or add outlines.

TOWNSVILLE
NORTH QUEENSLAND

25mm

TOWNSVILLE
NORTH QUEENSLAND

20mm

UP FOR
UNEXPECTED | **TOWNSVILLE**
NORTH QUEENSLAND

50mm

UP FOR
UNEXPECTED | **TOWNSVILLE**
NORTH QUEENSLAND

40mm

Clear zone

The clear zone should always be free of any other imagery, graphics or text in order to preserve the logo's integrity and legibility.

The 'clear zone' around the logo should be no smaller than the size of the letter 's' in the logo at the time.



Placement

**DO NOT**

place the logo inside of shapes.

DO NOT

place logo over busy imagery, over faces or important visual elements within images.

**DO**

When placing logo over imagery, make sure that the logo is visually readable.

DO

Use block colour to help the logo/messaging stand out of campaign visuals. Making sure the placement of content is visually attractive and easy to read.



Avenir LT Pro

The font family used within the Townsville North Queensland brand is the Avenir Family, a highly legible font that optimises well for print, web, and mobile interfaces.

Depending on the use and application, choose text colour wisely. Sticking to black, grey and white as primary usage. Introducing colour if visually readable and works well with creative output.



Avenir

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790

Family of 12 styles

35 Light

35 *Light Oblique*

45 Book

45 *Book Oblique*

55 Roman

55 *Oblique*

65 Medium

65 Medium *Oblique*

85 Heavy

85 Heavy *Oblique*

95 Black

95 *Black Oblique*

Headings, Sub-headings

Avenir 85 Heavy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790

Avenir 95 Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790

Body

Avenir 35 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790

Avenir 65 Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790

Secondary type

Palmer Lake Regular

The secondary type used within the Townsville North Queensland brand is **Palmer Lake**.

Strictly to be used as a supporting type element, through heading or other creative campaign uses.

Supporting brand colours are encouraged to be used with this typeface. Being mindful of visual readability of creative output.



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SECTION 2 BRAND ASSETS

PALMER LAKE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345679

Headings

PALMER LAKE REGULAR
PALMER LAKE REGULAR

Body

Avenir 35 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790

Avenir 65 Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456790

Colour

The dominant colour to be used throughout Townsville North Queensland collateral will be **Teal Waters**, tastefully accompanied by the surrounding colour palette.

White, black and grey will be used throughout to anchor graphic elements whilst still using the bold colours, to speak to the brand's playful persona.

White

RGB 255 255 255
HEX #ffffff

Black

CMYK 0 0 0 100

Grey
(Black 70%)

CMYK 0 0 0 100

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**TEAL
WATERS**

CMYK **76 6 39 0**
RGB **16 176 170**
HEX **#10b0aa**
PANTONE **326C**

**SUMMER
SUNSHINE**

CMYK **0 31 100 0**
RGB **253 183 20**
HEX **#fdb714**
PANTONE **7549C**

**BLUE
SKIES**

CMYK **38 0 7 0**
RGB **150 216 234**
HEX **#96d8ea**
PANTONE **304C**

**OUTBACK
OCHRE**

CMYK **17 85 98 7**
RGB **194 72 40**
HEX **#c24828**
PANTONE **7598C**

**RAIN
FOREST**

CMYK **87 30 71 15**
RGB **10 121 96**
HEX **#0a7960**
PANTONE **335C**

**PLAYFUL
PINK**

CMYK **5 64 0 0**
RGB **229 124 178**
HEX **#e57cb2**
PANTONE **231C**

Tints

Tints of primary colours may be used when full strength colour application feels too heavy, or when applying a tint behind text, charts or tables.

Usage Examples

A chart providing examples of how the Townsville North Queensland colours may be used in certain applications is displayed.

As this brand explores playful elements, colours that usually may not be paired together may make an appearance as long as the readability is visually appealing.

SECTION 2 BRAND ASSETS

| | | | | | |
|--------------------|------|------------------------|------|----------------------|------|
| TEAL WATERS | 100% | SUMMER SUNSHINE | 100% | OUTBACK OCHRE | 100% |
| | 80% | | 80% | | 80% |
| | 60% | | 60% | | 60% |
| | 40% | | 40% | | 40% |
| BLUE SKIES | 100% | RAIN FOREST | 100% | PLAYFUL PINK | 100% |
| | 80% | | 80% | | 80% |
| | 60% | | 60% | | 60% |
| | 40% | | 40% | | 40% |

| Text | ✓ Headings | ✗ Very Sparingly | ✓ Headings | ✓ Headings | ✓ Headings | ✓ Headings | ✓ Body Copy | ✓ Body Copy Headings |
|----------------|---------------|---------------------|---------------|---------------|---------------|---------------|----------------|-------------------------|
| Colour Accents | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ | ✓ |
| Backgrounds | ✓ | ✓ Very Sparingly | ✓ | ✓ | ✓ | ✓ | ✗ | ✓ |

Supporting element

Stamp

A supporting stamp logo to be used in certain applications, especially if the space is smaller in size (digital adverts or merchandise items).

***Prior permission and approval required to apply the Stamp to any marketing materials.**

SECTION 2 **BRAND ASSETS**



teal waters



mono



reverse

Example of use

Depending on the intended use for the Stamp, the circular shape can be removed to suit a specific space as required.

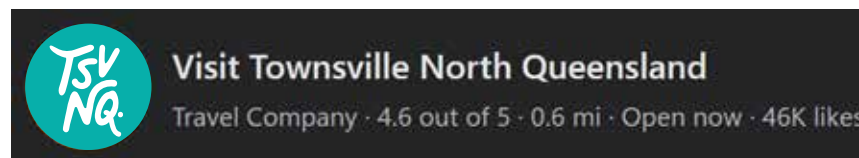
Example where this is permitted is for smaller applications such as social media display images and web uses.

Making sure when using this logo variation that the letters of the stamp logo is large enough to still be visually read.

Minimum sizing of Stamp placed on marketing materials is displayed below.



14mm



Images are used to help convey messages and add aesthetic value in both printed and digital materials. It is important to use images that suit the application, taking into consideration the relevance of the subject matter and technical specifications including colour, size and file type.

Image relevance & appropriate crediting

It is best to select images that are relevant and current. Check the age of the image – avoid using dated images that do not represent the region as it appears today, e.g. missing buildings, old signage etc. Remember to credit images when required. If unsure about the details of a particular image, check with the Digital & Design Executive.

Image size & resolution

Image resolution refers to the amount of detail an image holds. High resolution images have more image detail than low resolution images. Resolution is determined by the number of pixels per inch (PPI). To ensure optimal reproduction quality, images intended for printed applications should have a resolution of 300 PPI (high resolution), whereas images intended for web can have resolutions as low as 72 PPI. The lower the resolution, the smaller the file size, the faster the image loads online. The higher the resolution, the larger the file size, but the better the quality.

To check the resolution of an image:
Right click image file > Properties > Details > Resolution



Image colour

As well as choosing an image that suits the application visually when it comes to 'colour', there are also technical properties to take into consideration. The two basic color modes that you'll often encounter with your digital images are RGB and CMYK. For collateral printed professionally on an offset printer, photographic images should be in CMYK whereas images being displayed on screen should be in RGB.

RGB

(Red, Green, Blue)

is the colour of the light emitted from your computer monitor. Use RGB if you are dealing with photos to be viewed on screen. RGB is fine to use when printing everyday documents from the office computer.

CMYK

(Cyan, Magenta, Yellow, Black)

is the colour of inks used in the offset printing process. Use CMYK if you are sending collateral to be professionally printed.

What colour mode is your photo?

In most cases, the mode will be RGB straight from camera. You will need a photo editing program such as Adobe Photoshop to convert the colour mode. If you switch to CMYK from RGB, you may need to adjust your colours as they may become subdued.

Imagery

Consider the following key approaches when shooting or selecting imagery for the Townsville North Queensland brand.

SECTION 2 **BRAND ASSETS**

**Raw, unfiltered and
in the moment**

*(THINK FRESH FROM
THE GRAM)*

**Points of interest
or intrigue**

*(HOW IS IT
UNEXPECTED?)*

**Wide angles and
Expansive views**

*(WE'VE GOT LOTS OF
SPACE TO EXPLORE)*

**Vivid colour and
high-contrast**

*(VIBRANT AND FUN,
NOT DULL AND BORING)*

Imagery examples

We use images to dimensionalise and add depth, personality, and heart to our brand.

Using images to surprise, delight and create fresh viewpoints, thoughts and positive feelings about what the region has to offer, in a way that is authentically, likeably, and surprisingly 'Townsville North Queensland'.

When using imagery think:

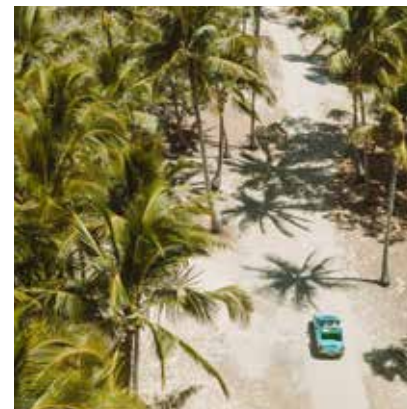
Vivid colour and high-contrast

Wide angles and expansiveness

Points of emotive interest or intrigue

Raw, unfiltered and in-the-moment

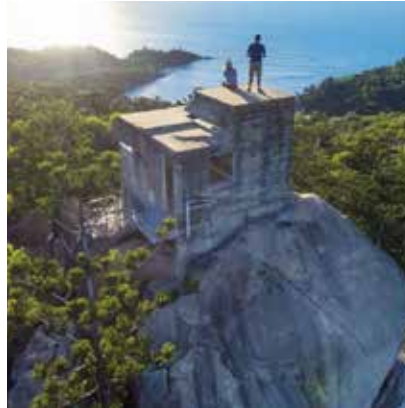
SECTION 2 **BRAND ASSETS**



Imagery

What to avoid

- ✗ Scenarios that are not unique to Townsville North Queensland
- ✗ Stock Imagery of generic holiday scenes
- ✗ Images that feel cluttered or too busy
- ✗ Gloomy weather & dark lighting
- ✗ Desaturated or oversaturated images
- ✗ People partaking in dangerous activities, such as jumping off rocks, scaling heights, etc.



Brand imagery

Consider the following key approaches when selecting imagery for the Townsville North Queensland brand.

Composition

Making sure the image is depicting authentic and real moments. In most cases, aim to use wide shots. By using wide imagery this enables for the creative team to add their creative flare to the imagery and be able to play around with the messaging overlayed on the images.

Hero area

When selecting images, keep in mind what the image is going to be used for and where you will most likely will be placing text and logo on the image. Leaving space around the hero image for type as well as space for the logo and call to action element.

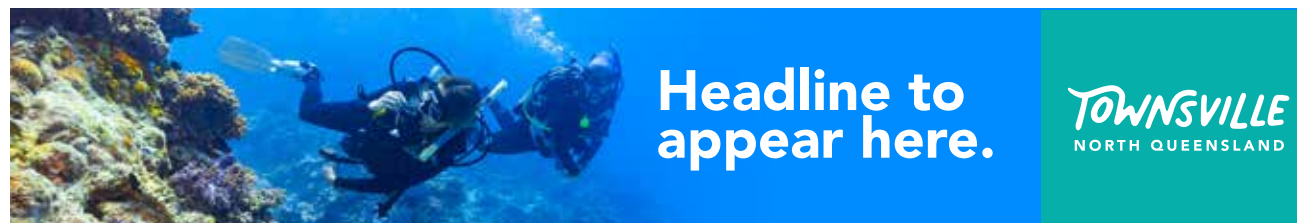
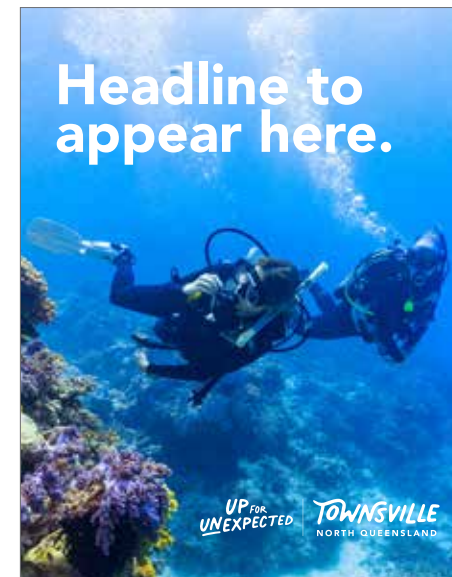
Tone

Never playing to the camera, keeping imagery candid and in the moment.

Light

Think light and bright, natural lighting is preferred and if colour grading should be required, images must reflect the vivid and high contrast of our region.

SECTION 2 BRAND ASSETS



Artwork files

Our assets are provided in a variety of formats and colourways for both print and digital outputs.

Print

CMYK EPS/PDF

These files are for printers, designers and all third party suppliers producing 4-colour process artwork for print.

Digital

RGB PNG

PNGs are image files that can be placed into Word, PowerPoint and all internal documents.

These files all have a transparent background meaning that they can be overlayed over an image or coloured background if required.

RGB SVG/EPS

These files are primarily used by designers who are creating digital applications. SVG's and EPSs are vector files, and therefore offer the best quality for reproduction.

For each different logo variation listed, the files found within each folder are structured as outlined on this page.

Lockup
Logomark
Logotype
Tagline
Stamp

SECTION 2 BRAND ASSETS

TownsvilleNQ_Logo_Package

Lockup

Black

Print

Tel_tsvnq_Lockup_Black_Cmyk.eps
Tel_tsvnq_Lockup_Black_Cmyk.pdf

Web

Tel_tsvnq_Lockup_Black_Rgb.svg
Tel_tsvnq_Lockup_Black_Rgb_1080px_w_72ppi.jpg
Tel_tsvnq_Lockup_Black_Rgb_1080px_w_72ppi.png

Full_Color

Print

Tel_tsvnq_Lockup_Full_Color_Cmyk.eps
Tel_tsvnq_Lockup_Full_Color_Cmyk.pdf

Web

Tel_tsvnq_Lockup_Full_Color_Rgb.svg
Tel_tsvnq_Lockup_Full_Color_Rgb_1080px_w_72ppi.jpg
Tel_tsvnq_Lockup_Full_Color_Rgb_1080px_w_72ppi.png

Pms326c

Print

Tel_tsvnq_Lockup_Pms326c.eps
Tel_tsvnq_Lockup_Pms326c.pdf

White

Print

Tel_tsvnq_Lockup_White_Cmyk.eps
Tel_tsvnq_Lockup_White_Cmyk.pdf

Web

Tel_tsvnq_Lockup_White_Rgb.SVG
Tel_tsvnq_Lockup_White_Rgb_1080px_w_72ppi.png

How to co-brand

SECTION 3

Examples

In the instance where the Townsville North Queensland logo should need to be co-branded with another organisation, use these examples to place logos together to create a dual logo lockup.

The 'clear zone' around the logo should be no smaller than the size of the letter 's' in the logo at the time.

If needed, place a thin separating line to help differentiate the separation but also help the two logos to align well together.

This separating line is 0.25pt and 70% Black in colour.

Council mockups

In the instance where the Townsville North Queensland logo should need to be co-branded with another organisation, use these examples to place logos together to create a dual logo lockup.

If you find the colours of both logos are conflicting with each other or the creative output, stick to using the negative and mono versions of the Townsville North Queensland and specified regional log to help combat this.



Townsville



Burdekin



Charters Towers



Hinchinbrook



Brand by Our region



Townsville

*"THUL GARRIE WAJA
+ GURRUMBILBARRA"*

A thriving urban metropolis and renowned hub for sport and events - Townsville is the largest regional centre in Northern Australia, but with enough country heart to care. Explore tropical islands, wetlands, the Great Barrier Reef, wet tropics rainforests and a glorious beachfront in warm tropical weather. No matter what your holiday style, Townsville offers you a diverse range of historical, military, outback, island, active and tranquil experiences.

WHAT'S SOME OF THE PROOF

INSPIRE FRESH PERSPECTIVES

- Named in the top 100 sustainable destinations in the world
- Home to leading thinkers and passionate experts in reef conservation working from one of the world's largest living coral reef aquariums
 - Reef HQ Aquarium

HIDDEN WORLDS

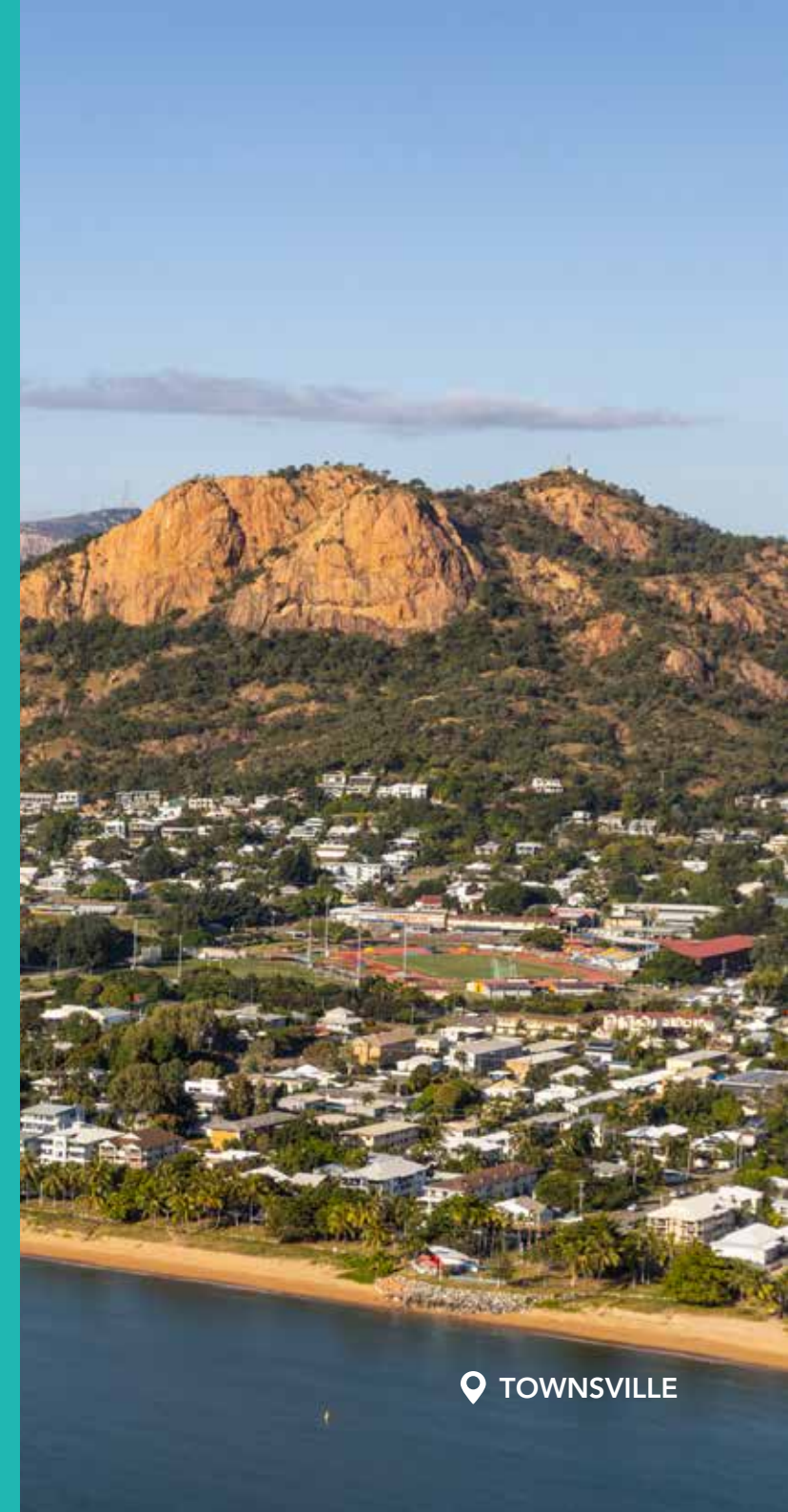
- 300 days of sunshine
- Largest regional centre of Northern Australia
- First Nations history
- Museum of Underwater Art

TAKING TO THE NEXT LEVEL

- Hatted restaurants and fine dining
- Luxury, vibing accommodation - The Ville, Orpheus Island, Ardo
- World class events
- Arts and Culture - NAFA, Dance North, AFCM

ECLECTIC TWISTS

- Heart pumping hikes in the CBD
- International standards of urban art
- Street art



Magnetic Island

"YUNBENUN"

Magnetic Island only 8km from Townsville city with palm-fringed beaches, large granite boulders, hoop pines, sandy beaches and fringing coral reefs are right at your fingertips paradise is calling.

WHAT'S SOME OF THE PROOF

INSPIRE FRESH PERSPECTIVES

- Named in the top 100 sustainable destinations in the world
- A thriving Island community on Magnetic Island
- C.H.A.R.M - Coral husbandry robot
- Master Reef Guides

HIDDEN WORLDS

- First Nations history
- World War II military history
- 23 bays and beaches to explore
- National Park island

TAKING TO THE NEXT LEVEL

- Fine dining and boutique experiences
- Resort accommodation and luxury homes

ECLECTIC TWISTS

- Topless cars on Magnetic Island
- Northern Australia's largest colony of wild koalas
- Shipwrecks and fringing reefs



Charters Towers

GUDJAL COUNTRY

Step back in time and discover the authentic country charm and elegance of Charters Towers, a living montage to the rich Australian gold mining history. Pair this with unexplored waterways, remote bush camping, and hearty meals at local cafes and eateries - your laid-back visit is sure to unearth some surprises along the way.

WHAT'S SOME OF THE PROOF

HIDDEN WORLDS

- Genuine Australiana
- Gold History - "The World"

TAKING IT TO THE NEXT LEVEL

- Kernows Charters Towers 4-star accommodation in the heart of the Outback
- Gourmet sunset platters

ECLECTIC TWISTS

- Texas Longhorns
- Characterful architecture
- Street art



Burdekin

BINDAL & JURU COUNTRY

The Burdekin district is nestled in the delta of the mighty Burdekin River, with its two main townships – Ayr and Home Hill – linked by the iconically historic Burdekin Bridge. Well-known as the sugar cane capital of Australia, the Burdekin offers fantastic fishing, wetlands rich in biodiversity and birdlife and miles of unspoilt beaches to explore, including Australia's longest sand spit - Lynch's Beach at Alva.

WHAT'S SOME OF THE PROOF

INSPIRE FRESH PERSPECTIVES

- SS Yongala Shipwreck
- Cromerty Wetlands
- Australia's longest sand spit
- Cane fires (fact reference)

TAKING TO THE NEXT LEVEL

- Boutique shopping
- Farm fresh produce

ECLECTIC TWISTS

- World's largest commercial plantation of Achacha fruit
- Biggest Sugar Cane producer in Australia
- Drive-in Theatre fun
- Street art
- Sweet Days Hot Nights Festival



Hinchinbrook

BANDJIN, WARRGAMAY + NYWAIGI COUNTRY

The Hinchinbrook Region is the gateway to the stunning World-Heritage Wet Tropics; surrounded by ancient tropical rainforest, rugged tropical islands, and the Great Barrier Reef.

WHAT'S SOME OF THE PROOF

INSPIRE FRESH PERSPECTIVES

- TYTO Wetlands

HIDDEN WORLDS

- Australia's tallest single drop waterfall - Wallaman Falls
- Largest National Park island on the Great Barrier Reef- Hinchinbrook Island

TAKING TO THE NEXT LEVEL

- Orpheus Island
- Gorge heli-fishing experiences
- Local delicatessen's

ECLECTIC TWISTS

- Diverse Italian culture
- Italian festival
- Paint in Paddock experience
- Forest environments meet the sea



📍 WALLAMAN FALLS - GIRRINGUN NATIONAL PARK

Great Barrier Reef

Nature's greatest gift to the world, the Great Barrier Reef is home to diverse coral and marine life. Immerse yourself in one of the world's most spectacular natural wonders and discover a pristine underwater wonderland.

The official headquarters of the Great Barrier Reef, Townsville North Queensland is the gateway to the central section of the reef, home to pristine coral, spectacular marine life and the Museum of Underwater Art.

WHAT'S SOME OF THE PROOF

INSPIRE FRESH PERSPECTIVES

- Education centre of the Great Barrier Reef - Reef HQ Great Barrier Reef Aquarium
- Official headquarters of the Great Barrier Reef Marine Park Authority, Australian Institute of Marine Science
- James Cook University ranked in the top 100 universities in the world for Marine Sciences

HIDDEN WORLDS

- Pristine underwater wonderland

ECLECTIC TWISTS

- Museum of Underwater Art 'Coral Greenhouse' on John Brewer Reef



📍 MUSEUM OF UNDERWATER ART - JOHN BREWER REEF

Brand in action

Examples

When using our assets to design collateral, we want you to think “straight talking”, clean and simple. Using fresh modern and colourful imagery that depicts our wonderful region best.

Making sure the imagery used is interactive and depicting people enjoying themselves or a unique angle to evoke intrigue, surprise and delight.

When collateral has a large amount of copy, make sure that the text is displayed as simple as possible whilst also keeping in mind the readability of the content.

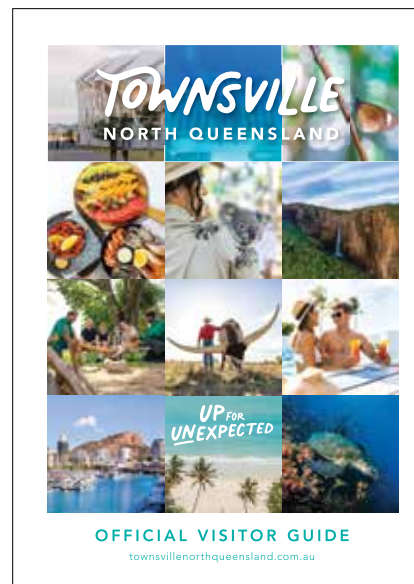
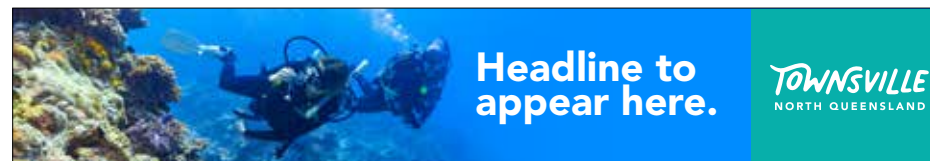
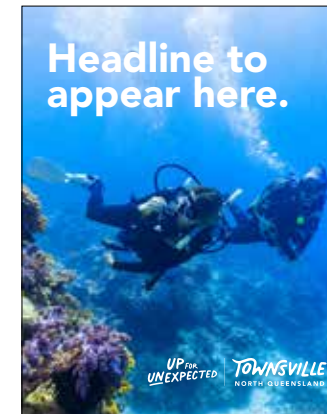
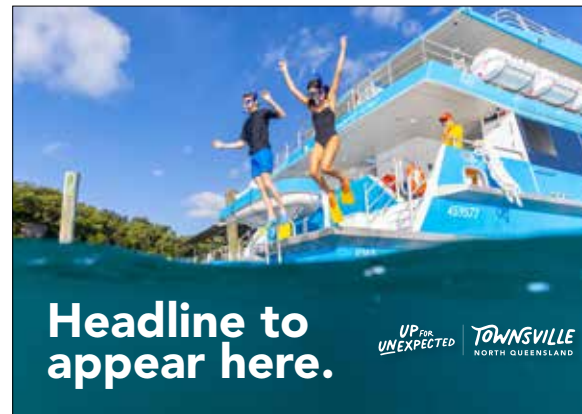
Simplicity is key.

JUST THINK:

- ✓ **SIMPLE**
- ✓ **CLEAN**
- ✓ **COLOURFUL**

townsvillenorthqueensland.com.au

SECTION 3 BRAND IN ACTION



Thank you
for looking
after our
brand.

#TOWNSVILLENORTHQUEENSLAND

#UPFORUNEXPECTED

UP^{FOR}
UNEXPECTED

TOWNSVILLE
NORTH QUEENSLAND