

The **SOUTHERN
TABLELANDS**

BRAND GUIDELINES 2020



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A person is standing on a grassy bank, looking out over a calm pond. The background features rolling hills and scattered trees under a clear sky. The entire scene is overlaid with a semi-transparent orange filter. The word "Introduction" is written in a white, cursive font across the center of the image.

Introduction

INTRODUCTION

The following document outlines the brand guidelines for the Southern Tablelands This Is Country Living positioning.

Within these pages you'll find palettes, colorways and design principles that can be applied to all of the Southern Tableland's communications to give them a consistent and unified feel.

You'll find copywriting and tone of voice guidelines so you can cross check your communications and make sure they speak in the same contemporary, yet classic tone.

And you'll find numerous examples of how this creative platform branches out from master brand executions into area specific, local communications.

Of course, these rules can be bent and tweaked, but they provide a solid foundation for the regions within the Southern Tablelands to come together as one unified holiday destination.





Manifesto

Escaping to the country is a great way to unwind and reset in our hectic world. The Southern Tablelands is a country location where you can recharge and enjoy the *simple* life, but what's on offer is anything but simple.

Packed with wineries, livestock, fresh produce and big, local personalities, the country lifestyle in the Southern Tablelands is actually living pretty large.

The Southern Tablelands...





THIS IS
Country
LIVING

The SOUTHERN
TABLELANDS



BRINGING
The Brand
TO LIFE

BRINGING THE BRAND TO LIFE

TONE OF VOICE

Our tone of voice is how we speak. It's how we write our headlines, social posts, stories and posters. It's important to maintain a consistent tone of voice that's true to our brand identity.

LOGO

These are guidelines for how our logo should appear, including sizing, spacing and fonts.

COLOUR PALETTE

These are the colours we use to bring the Southern Tablelands creative to life. These colours bleed through our imagery to give our advertising a consistent look and feel.

IMAGERY

These guidelines will help you photograph the Southern Tablelands in a consistent way that reflects the personality and values of the region.

A person with their arms raised in a field at sunset, overlaid with the text "Tone OF VOICE". The person is standing on a small mound of earth, and the background shows a fence and trees under a warm, orange sky. The text "Tone" is in a white script font, and "OF VOICE" is in a white, bold, sans-serif font.

Tone
OF VOICE

WE'RE PROUD OF WHO WE ARE

The Southern Tablelands is a region that was born out of true country values. While other locations may have lost their roots, the Tablelands is as down to earth and authentic as ever.

This is reflected in what we say and how we say it.

The Southern Tablelands is:

- Always authentic, never pretentious.
- Relatable, human and inclusive.
- Proud, warm and humble.
- Never elitist, pompous or snobby.
- We never try to be something we're not.





MODERN LIVING OLD FASHIONED HOSPITALITY

Over the years, The Tablelands has transformed from quiet countryside into a contemporary destination. With this in mind, we're always careful to present ourselves in a fresh, modern light, without abandoning the country values that started it all.

Modern contemporary - never old fashioned.

Contemporary language - but not silly tween buzzwords.

Country values and hospitality - not country bumpkins.

We live in the present - we're not up and coming.

SOME THINGS NEVER CHANGE

The Southern Tablelands has evolved a lot over the years, but there's some core values and principles that will never, ever change.

We're welcoming, kind and inclusive.

We are non-judgemental and non-discriminatory.

We're confident and down to earth, never arrogant or tacky.

We're never crass, insensitive or cruel.

We're an authentic, honest, proud community.

We have true country spirit and real country values.



HOW WE SPEAK

REAL PEOPLE

We speak with humanity and humour. We never sound corporate, manufactured or insincere.

WE KNOW OUR PLACE

We're modern and contemporary, but we're also realistic. We're proud of who we are and our country roots - we don't pretend to be Paris, Milan or Melbourne.

PLENTY TO SMILE ABOUT

We don't take life too seriously. Our country sense of humour is our own and a source of pride and pleasure. We speak with a smile, a zest for life and a little bit of banter.

LAID BACK, NOT SIMPLE

We live in a beautiful, carefree location, surrounded by great people, produce and breathtaking views... it's no wonder we're so relaxed. We embrace our laid back lifestyle, but we're careful to never sound too 'simple' or old fashioned.

EXAMPLES OF TONE OF VOICE

REAL PEOPLE

We choose language that's warm, human and inviting. If we were showing incredible accommodation in the Southern Tablelands, we wouldn't say something corporate like *Premium Accommodation Available*, but we might say *Make Yourself At Home*.

WE KNOW OUR PLACE

We don't pretend we're something we're not. For example, we wouldn't say we're a nightlife hotspot, but in a humble, charming way we may subvert people's expectations. For example, we could show a bustling pub with live music in Goulburn with the headline *A Few Quiet Beers*.

PLENTY TO SMILE ABOUT

If we had a wonderful photo of a Kookaburra in the Southern Tablelands, we could write a clichéd headline like *Meet The Local Wildlife* or, we could bring some humour and charm to our execution with a line that has a twist, like *Complimentary Wake Up Call*.

LAID BACK, NOT SIMPLE

We avoid phrases like *The Simple Life* that make us sound old fashioned or out of touch. Instead, we use warm, inclusive language that speaks directly to the consumer, like *Take A Moment* or *Watch The World Go By*.

Logo

LOGO

In our logo, 'This is living' appears whole. This familiar phrase is subverted by 'Country' scrawled in a warm, human script font, to highlight the addition of authentic, modern, country experiences.

Transparency

Transparency creates interest and puts emphasis on different words.

65% opacity used for secondary caps typeface "The National" over most backgrounds. (Increase or decrease opacity manually to visually appear the same if background is darker or lighter than average.)

100% opacity used for script typeface "Addictive".



THIS IS
Country
LIVING

LOGO 2

It's important to brand the Southern Tablelands as a whole to bring all the regions together. This logo captures the friendly and inviting nature of the people within the Southern Tablelands region.

"The" is hand drawn script, to add a personal touch, and connect with our "This Is Country Living" positioning.

Our "L" nods to the rolling hills of the Tablelands

We've used a classic sans serif font that will stand the test of time and doesn't compete or clash with our other region's logos.

The letters are bold and spaced out so the logo is always legible in small spaces.

Primary:

The SOUTHERN
TABLELANDS

Secondary:

The SOUTHERN
TABLELANDS

THIS IS COUNTRY LIVING

LOGO RULES

Clear space:

This is Country Living logo should be surrounded by clear space that is the width of the 'U'.

The Southern Tablelands logo should be surrounded by clear space the width of the 'N'.
Copy or other logos should not enter this space.

Minimum Size:

The logo should not appear smaller than the minimum size.

When appearing smaller than 45mm in print or 200 pixels on screen, the logo can appear without the tag line.

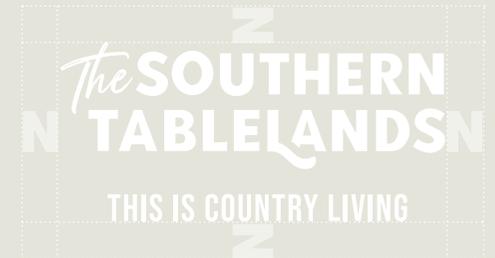
Logo Combinations:

This is Country Living logo to be used in combination with Southern Tablelands logo centred below.

Southern Tablelands logo + tag line to be used when Country Living logo is not the hero text.

*See branding pages for more detail and examples

Clear space:



A person wearing a hat and a light-colored jacket is walking away from the camera on a dirt path. In the background, there is a large, dark-colored house with a gabled roof and several windows. The scene is surrounded by trees and foliage. The entire image is overlaid with a warm, orange-toned filter. The text 'Colour PALETTE' is centered in the upper half of the image. 'Colour' is written in a white, cursive script font, and 'PALETTE' is written in a white, bold, sans-serif font below it.

Colour
PALETTE

COLOUR PALETTE

Our palette consists of earthy, dusky tones that match the Tablelands landscape and the feeling of warmth and hospitality you get when visiting.



SUNBURNT ORANGE
C=9 M=48 Y=86 K=1
R=228 G=148 B=53
HEX= E9435

MORNING MIST
C=44 M=16 Y=26 K=1
R=157 G=186 B=186
HEX= 9DBABA



WATTLE YELLOW
C=61 M=82 Y=47 K=44
R=235 G=187 B=76
HEX= EBBB4C

PURPLE DUSK
C=18 M=46 Y=11 K=0
R=211 G=157 B=185
HEX= 5939DB9

GREEN FIELDS
C=63 M=40 Y=95 K=34
R=90 G=100 B=41
HEX= 5A6429

A man and a woman are walking away from the camera in a field during sunset. The man is on the left, wearing a light-colored shirt and dark pants. The woman is on the right, wearing a wide-brimmed hat and a light-colored jacket. The background is a soft, hazy landscape with a warm orange glow from the setting sun. The text 'Campaign IMAGERY' is overlaid in the center. 'Campaign' is in a white, cursive script, and 'IMAGERY' is in a white, bold, sans-serif font with a distressed, speckled texture.

Campaign
IMAGERY

IMAGERY

Our Southern Tablelands photography will be immersive and in the moment. We'll capture candid moments of unique experiences that feel real, natural, and unrehearsed.

We'll give all our imagery an authentic, personal warmth and natural energy that emotionally connects our consumers with the Southern Tablelands and the locals.

Where applicable, we'll shoot images in the first person point of view. This allows our consumers to see the Tablelands through the eyes of a valued guest and get a first hand account of contemporary "Country Living" experiences.



1ST PERSON PERSPECTIVE

We use first person point of view to make you feel as though you are there and in the scene.

Everything is shot as though we are seeing it through the consumers eyes.

A mix of close up shots and eye view helps to show glimpses of the scenery as well as unique details.



3RD PERSON PERSPECTIVE

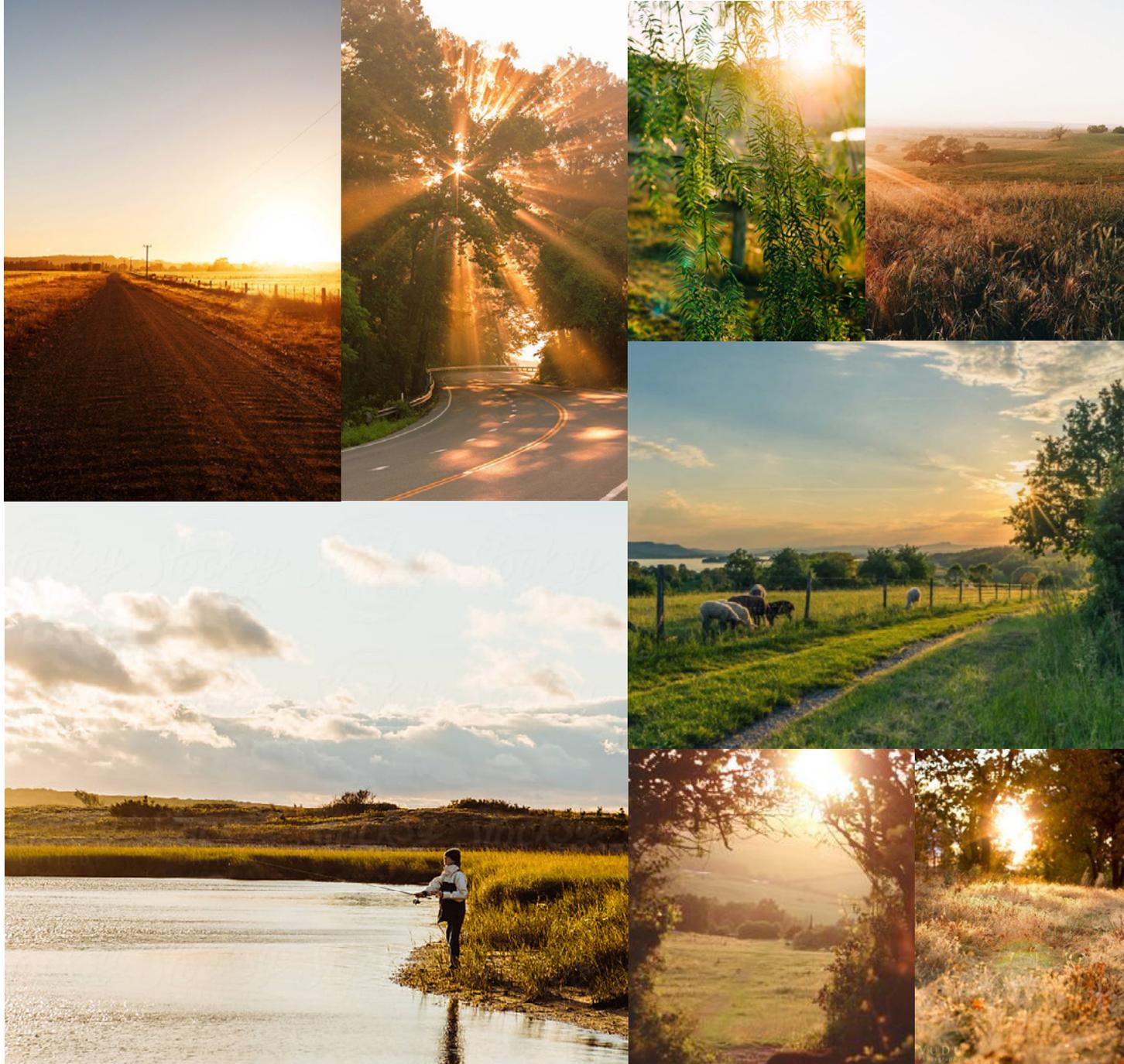
We use 3rd person perspective to show incredible location shots, epic panoramas and bird's eye views.

This gives our consumers a sense of the scenic beauty and the desire to explore what the Southern Tablelands behold.



GOLDEN LIGHT

Our images are shot in golden light to bring out the earthy tones of the landscape and create a feeling of warmth.



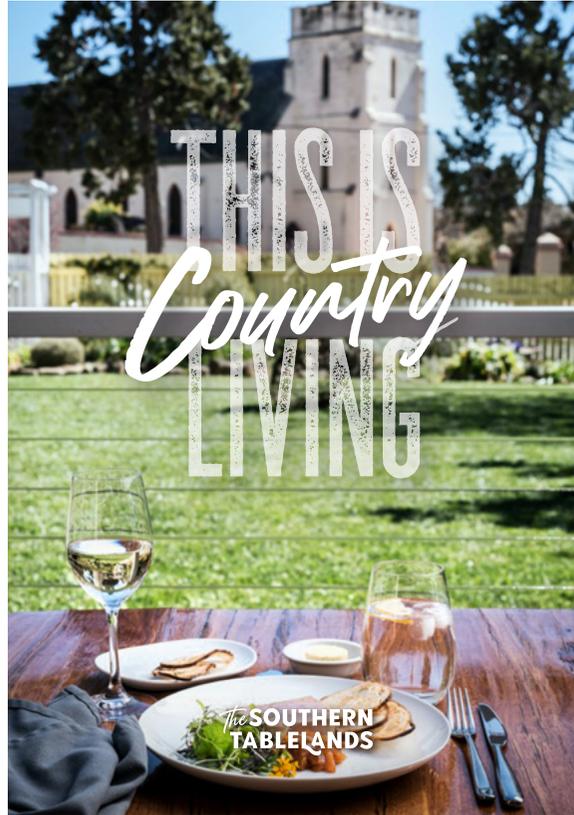
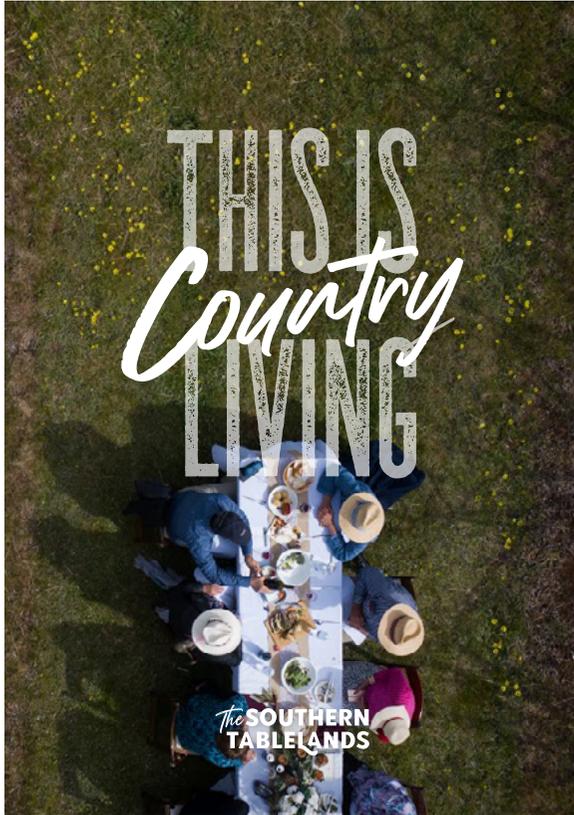


Master
BRAND

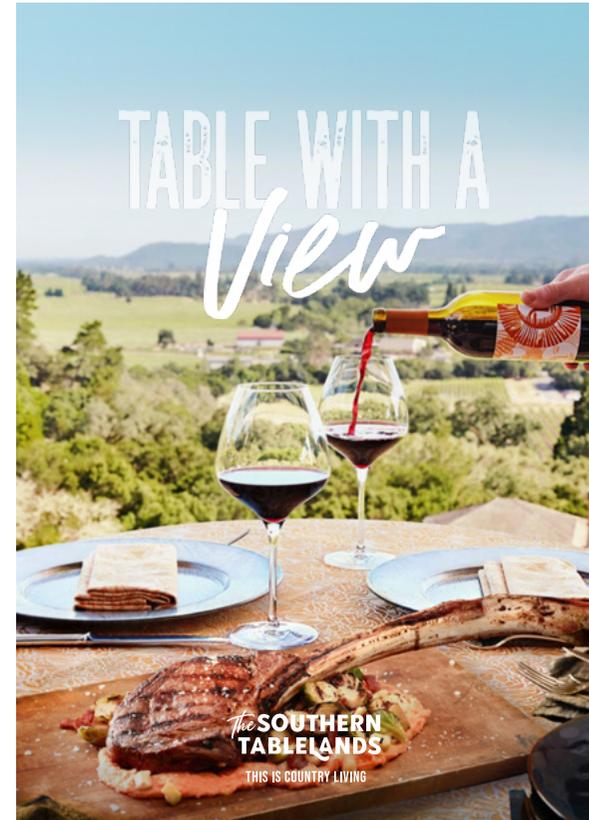
MASTER BRAND



MASTER BRAND



MASTER BRAND - HERO HEADLINE



MASTER BRAND RULES

Alignment:

Type is always centred.

Space + Legibility:

Photography to allow space for type/messaging, type placement to be easily legible over image in clean, clear space. Use subtle drop shadow/gradient behind text where needed, to make text stand out against image.

Transparency:

70% transparency for secondary caps typeface “The National” over most backgrounds. Adjust opacity where needed to suit image to visually look consistent.

Logo combinations:

This is Country Living logo to be used in combination with Southern Tablelands logo centred below.

Southern Tablelands logo with tag line to be used when Country Living logo replaced with hero headline.



MASTER BRAND DON'TS

This is Country Living logo should have opacity for caps typeface.



All text should be centred to page.



Tagline should appear below, as not in main logo/headline.



This is Country Living logo not legible enough. Need to add gradient or subtle drop shadow.

The background of the image is a warm, orange-toned photograph of two glasses of beer on a table. The glasses are filled with a golden beer and are positioned in the upper half of the frame. The table surface is visible in the lower half, and the overall lighting is soft and warm, creating a cozy atmosphere. The text is overlaid on this background.

Masterbrand / LCA
CO-BRANDING



MASTERBRAND / SUB-BRAND CONCEPTUAL RELATIONSHIP

Conceptually, the masterbrand should be an umbrella for the more specific sub-brands.

Their positions do not have to match exactly, but the sub-brand should be able to support the master.

BRAND ARCHITECTURE

THE NSW SOUTHERN TABLELANDS
THIS IS COUNTRY LIVING

UPPER LACHLAN

DISCOVER

QUEANBEYAN

THE TREASURE TRAIL

GOULBURN

COUNTRY LIFE, CITY HEARTBEAT

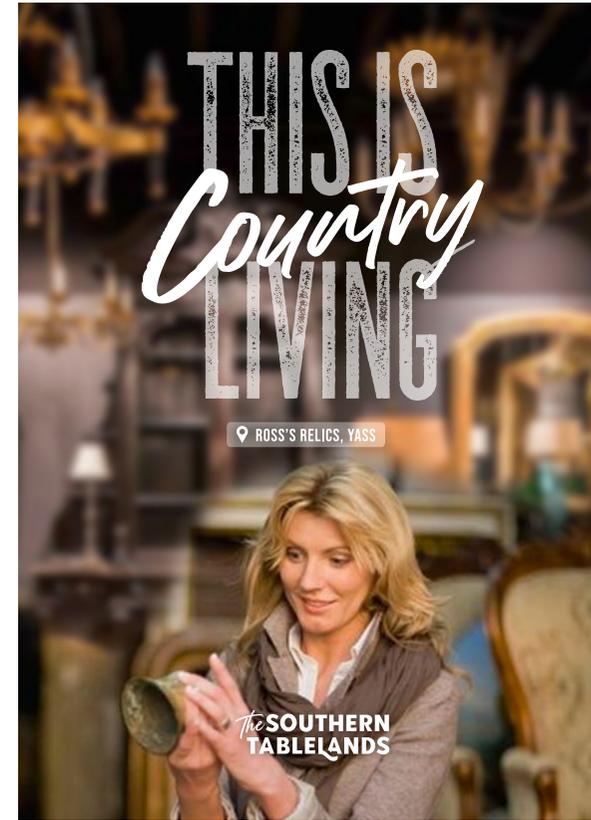
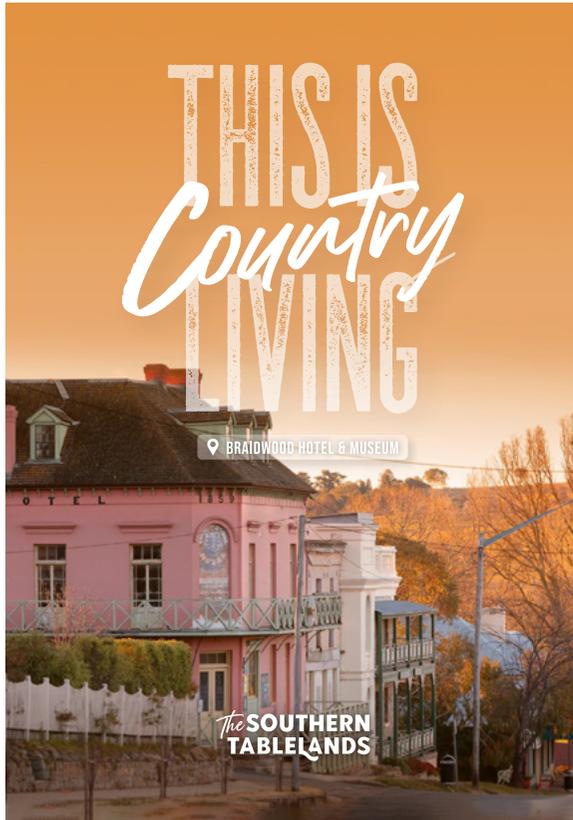
HILLTOPS

ESCAPE TO...

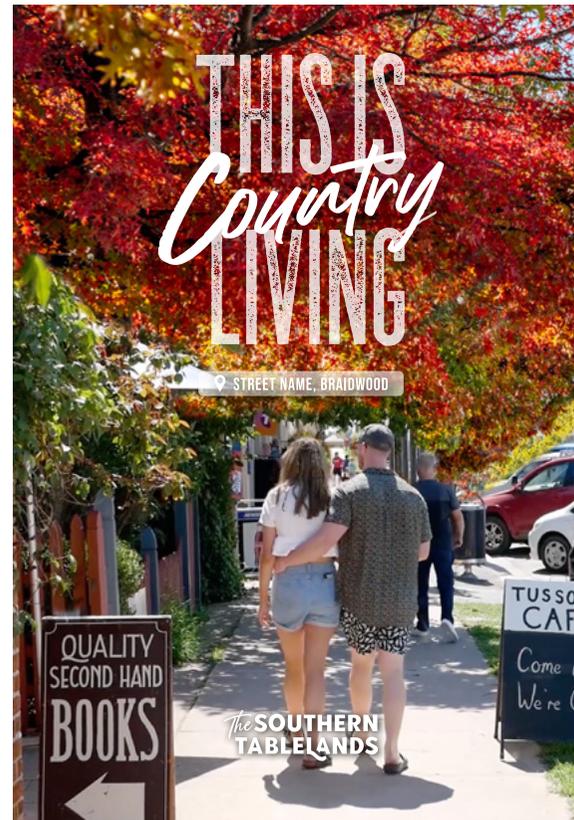
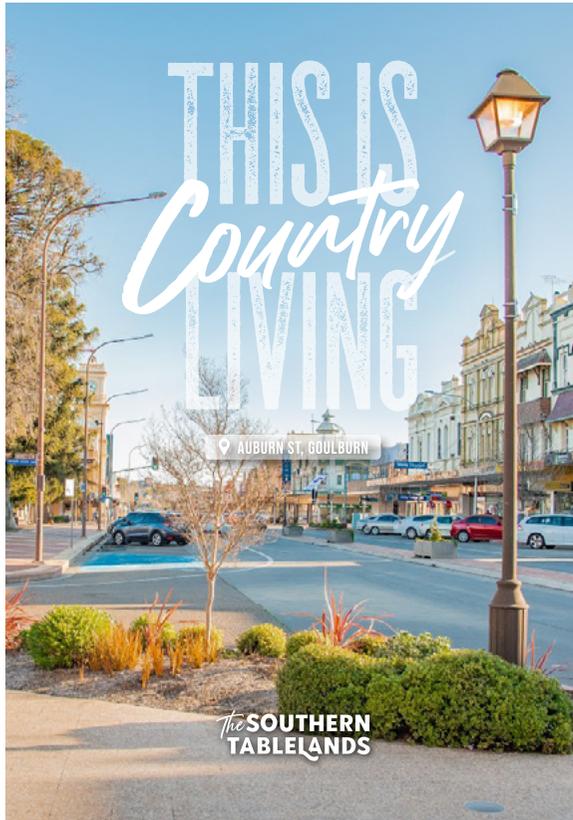
YASS VALLEY

PLAN YOUR ESCAPE

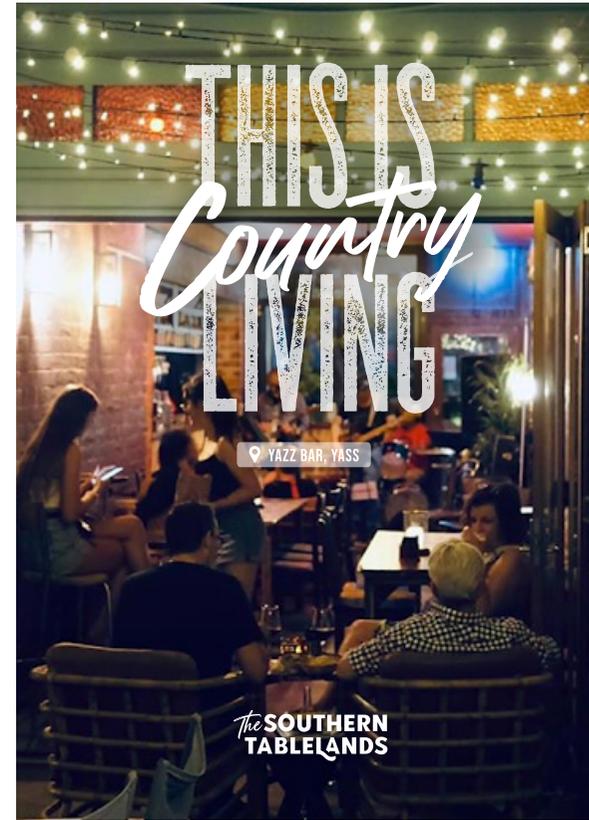
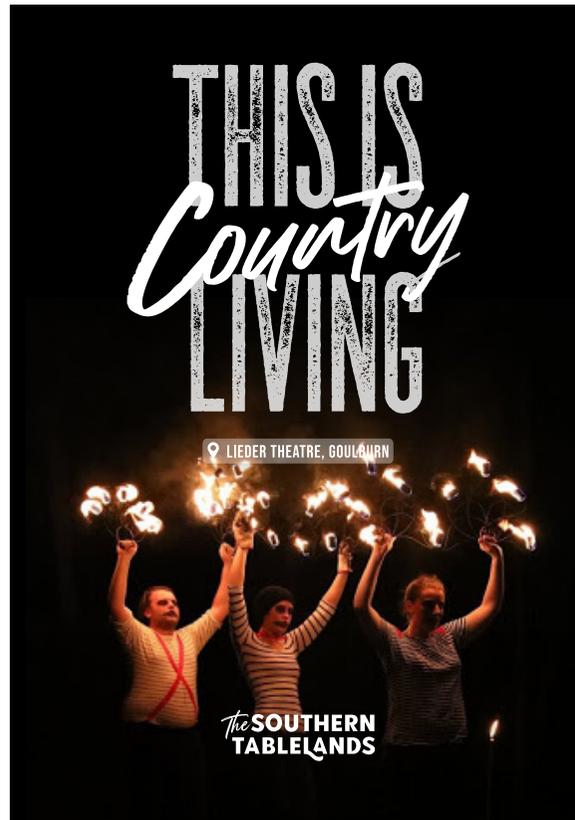
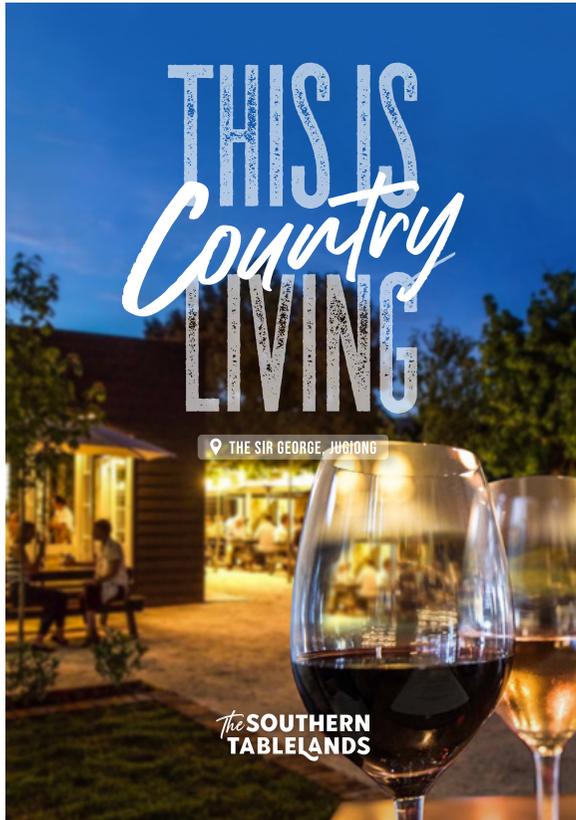
MASTER BRAND REGIONS



MASTER BRAND REGIONS



MASTER BRAND REGIONS



MASTER BRAND RULES

Alignment:

Region locations always centered under logo lock-up

Scale:

Location pin to remain at consistent size across posters in series, but logo can be scaled to suit image space

Space + Legibility:

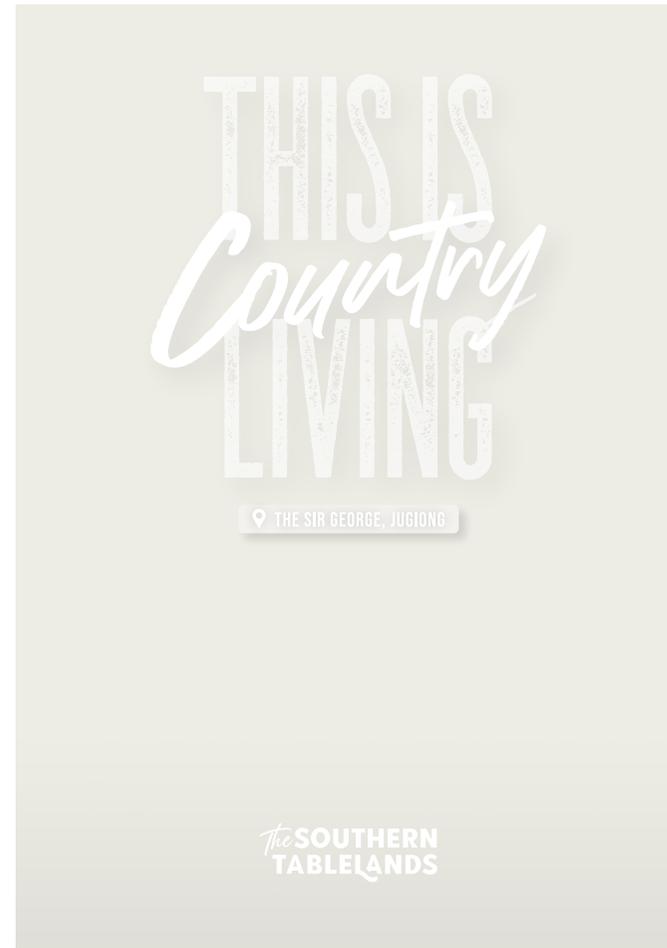
Photography to allow space for type/messaging, type placement to be easily legible over image in clean, clear space. Use subtle drop shadow/gradient behind text where needed, to make text stand out against image.

Logo combination:

This is Country Living logo to be used in combination with Southern Tablelands logo centred below.

Location pin:

Location pin to be used beneath This is Country Living logo or hero headline to highlight LGA destination.



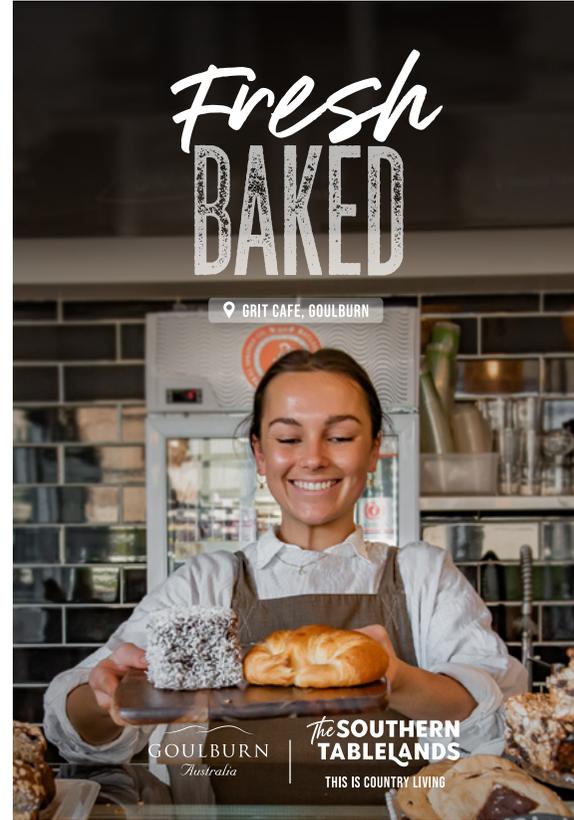
BRANDING - UPPER LACHLAN



BRANDING - QUEANBEYAN



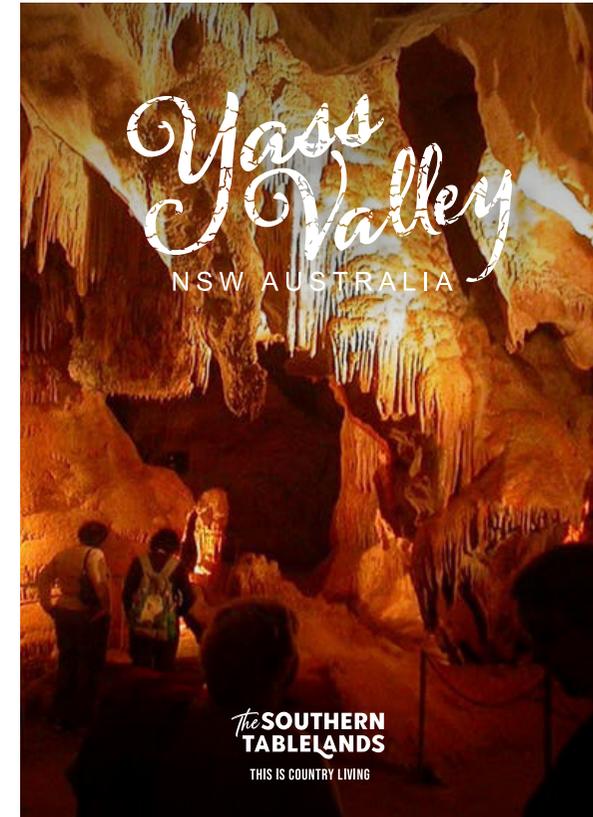
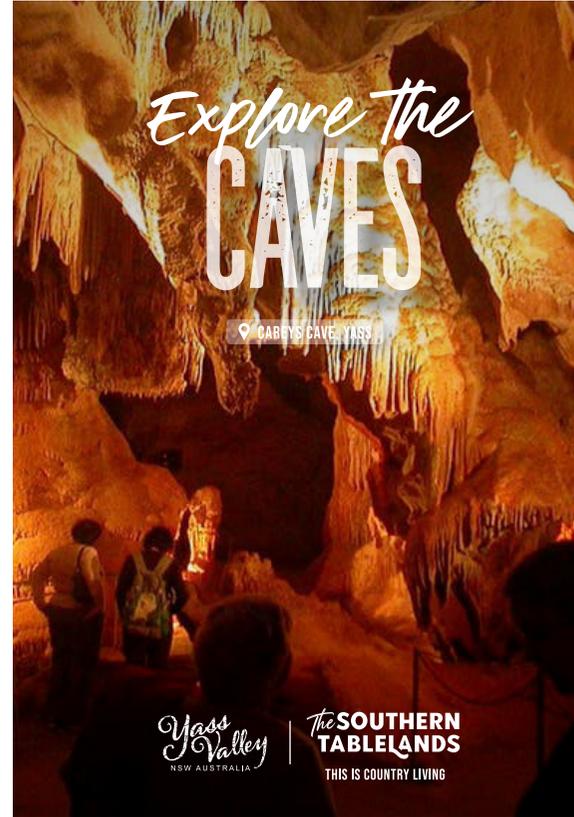
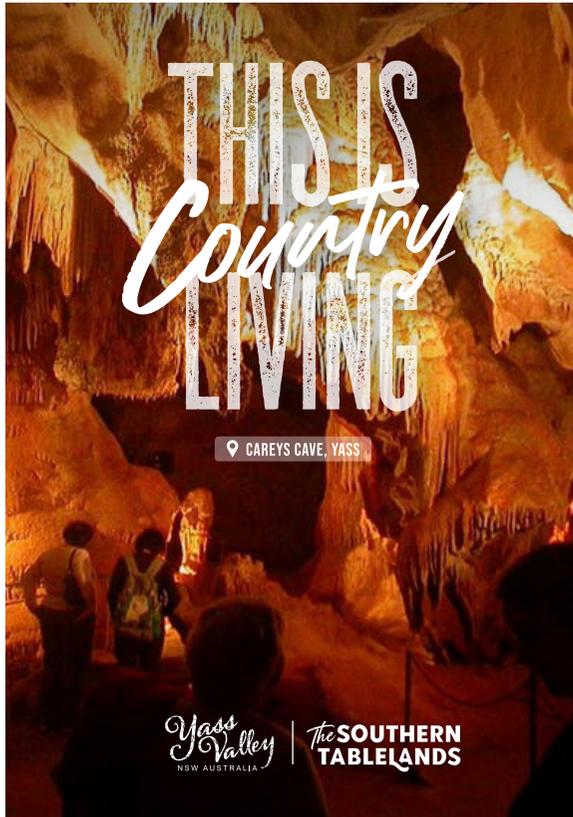
BRANDING - GOULBURN



BRANDING - HILLTOPS



BRANDING - YASS VALLEY



LGA BRAND RULES

Alignment:

Type all centered

Scale:

Location pin to remain at consistent size across posters in series, but logo/headline can be scaled to suit image space.

Logo combination:

Hero: Country living logo and location pin

Footer: LGA logo followed by vertical divider and Southern Tablelands logo.

Hero: Headline and location pin

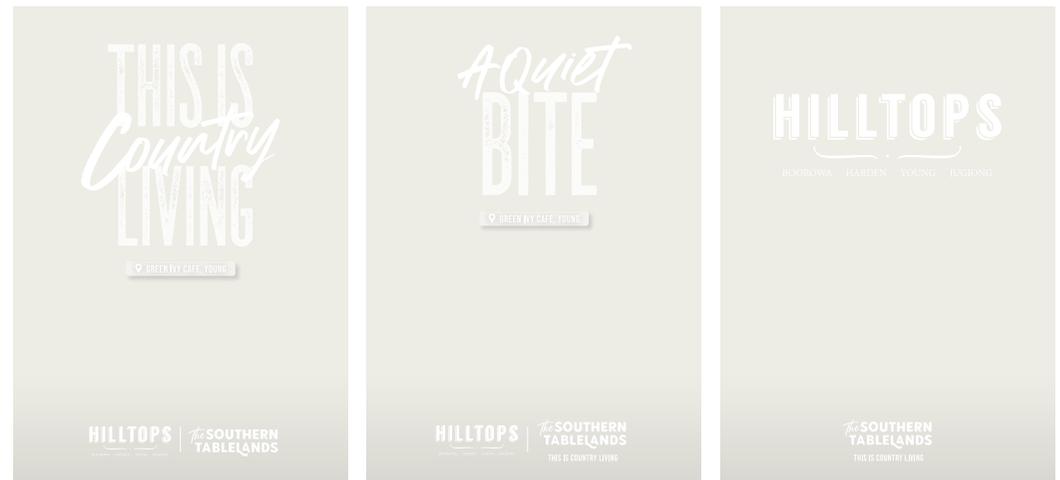
Footer: LGA region logo, divider and Southern Tablelands logo with tag line.

Hero: LGA logo

Footer: Southern Tablelands logo with tag line.

Space + Legibility:

Photography to allow space for type/messaging, type placement to be easily legible over image in clean, clear space. Use subtle drop shadow/gradient behind text where needed, to make text stand out against image.



FOR FURTHER ENQUIRIES PLEASE CONTACT

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The **SOUTHERN
TABLELANDS**