

Destination Perth Design Hub Guide



Purpose

To elevate our members marketing presence through high quality, professional and eye-catching design solutions. Working seamlessly alongside our skilled marketing team, we are able to infuse our long-standing knowledge of the tourism industry to ensure that each design solution remains relevant and distinct.

Vision

To provide a seamless process from marketing to design, that allows our members to grow and attract their audiences, working together to establish Perth as a must-visit, naturally adventurous and experientially diverse destination.

Values



Share our **knowledge**, connecting, collaborating & supporting.



Act with **integrity**, respecting our people, place & partners.



Create a culture of **passion & optimism**.



Explore through creative thinking & **innovation**.

Service List

BRAND COLLATERAL

Business Cards
Letterhead Design
Presentations

SOCIAL MEDIA

Facebook Ads
Social Media Templates
Carousel Posts

PRINT

A5/DL - Double/ Single sided Flyer
A4/A3 - Single/Double sided Poster
Press Ads (size supplied by publisher)

EVENT STATIONARY

Save the Dates
Invitations
Promotional Graphics

DIGITAL

Static Display Banners
Digital Posters
Channel Set Up Assets

LEAFLET / BROCHURE DESIGN

DL 6-page - Trifold Brochure
A5 multi page - Brochure
A4 multi page - Brochure

SIGNAGE

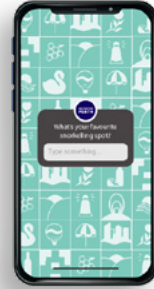
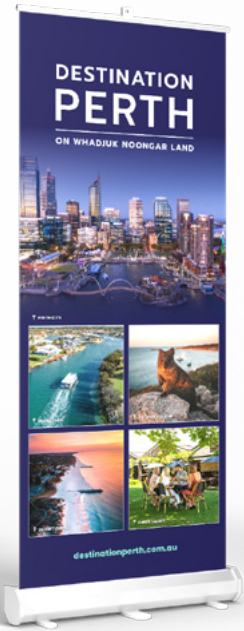
Pull Up Banners
Window Decals
Double Sided A Frames
Point of Sale

BRANDING

Whether you need a simple logo refresh or the branding essentials to maintain a professional and polished appearance, we can help to bring your vision to life.

*Designs can be quoted upon request once we know more about your individual project needs. Prices are based on an hourly rate of \$75 per hour. If you require something designed that is not listed, feel free to send us an email about what you need to design@destinationperth.com.au

EXAMPLES:



Branding Details

Brand Foundations: Work through the building blocks of your brand essence to help gain clarity on your business purpose, values and overall brand personality. We will help you to map out a 'Brand Blueprint' that can be used as a guide throughout your business operations and will help to inform your design decisions.

Branding Package: Logo suite + colour variations, typography and colour palette, style guide

Brand Foundations + Branding Package: The ideal option for brands needing a well rounded brand essence. Combining both the Brand Foundations with the Branding Package will mean that your design solutions will be informed and guided by your brand's core essence, hence reflecting who you are more accurately and effectively. Information will then be compiled into a cohesive 'Brand Atlas.'

Next Steps

BOOK A DESIGN SERVICE TODAY

Email: design@destinationperth.com.au

We welcome the opportunity to discuss with you what design solution is best for your needs and how we can work together to achieve an elevated and cohesive appearance for your organisation. * Bookings are subject to availability. We recommend booking in advance to ensure that your deadlines are met in cases where print/ production timeframes apply.