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STYLE GUIDE



BRAND BLUEPRINT



PERTH: REGIONS AND EXPERIENCES



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PURPOSE

To work collaboratively with stakeholders to develop and facilitate cohesive destination marketing activities to increase visitation resulting in economic benefit.

VISION

To establish the Perth region as a must-visit, experientially diverse and naturally adventurous destination.

CORE VALUES

- 1. Share our knowledge, connecting, collaborating and supporting.
- 2. Act with integrity, respecting our people, place and partners.
- 3. Create a culture of passion and optimism.
- 4. Explore through creative thinking and innovation.

TARGET MARKET

Tourism Industry Stakeholders & Partners Intrastate Travellers

PERTH

BRAND BLUEPRINT

POSITIONING STATEMENT

The Perth region's peak destination marketing organisation responsible for providing information and forging new connections within the tourism industry in a way that can inspire people and encourage adventure.

BRAND ARCHETYPE

60% - The Sage 40% - The Creator

PERSONALITY TRAITS

- Informative
- Passionate
- Imaginative
- Adventurous
- Collaborative
- Welcoming

DIFFERENTIATING ATTRIBUTES

- Distinct from other RTO's, Destination Perth covers the six diverse precincts; Sunset
 Coast, Avon Valley, Swan Valley and Darling Range, Fremantle and Rottnest, Peel and Rockingham and Perth.
- Unlike Eastern cities, Perth is blessed with stunning sunsets over the ocean.
- Expressive and vibrant whilst still appearing professional and corporate.

Our Brand 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.

Brand Personality

BRAND ARCHETYPE

60% Sage

Understanding

For the Sage, the key to success is collecting information and relentlessly pursuing the truth. This particular archetype believes that by gathering reliable, factual information and sharing it with others, we can make the world a better place.

The Sage shuns ambiguity, misinformation, misleading claims, and ignorance, whether in itself or in others. Sage brands generally have high levels of consciousness and intelligence.

STRATEGY: Seek out information, understand processes.

40% The Creator

Innovation

The Creator has a passionate need for self-expression, to be a cultural pioneer. They are highly imaginative, with a developed sense of aesthetic. This archetype often appears in environments that are reflective of good taste and a unique point of view.

Creators believe there is no limit to what they can learn and are constantly innovating. They have a vision and work hard to make it a reality. Their primary goal is to create something of enduring value.

STRATEGY: Inspire to unlock imagination.

TONE OF VOICE

Informative
Passionate
Imaginative
Adventurous
Welcoming
Inspiring
Knowledgable
Encouraging
Credible

The Perth Region



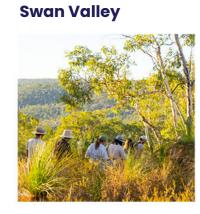








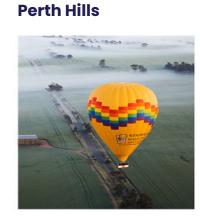




Rottnest Island







Rockingham

Mandurah

Fremantle

Avon Valley

Experience Pillars

URBAN LIFESTYLE

Dining
Hotels
Nightlife
Shopping
Markets
Laneways
Festivals

AQUATIC & COASTAL

Beaches
Boating & Fishing
Swimming & Snorkelling
Islands
Illuminating Sunsets
Water-based Activities

NATURE & WILDLIFE

Wildlife
Wildflowers
Waterfalls
Hikes & Trails
Natural Landscapes
National & Regional Parks

INDULGENT DINING

Wineries
Breweries
Distilleries
Local Produce
Restaurants & Bars

PEOPLE & CULTURE

Indigenous Culture
History & Heritage
Art Galleries
Museums
Sports & Events

Our Brand Concept

"DIFFERENT DAY, NEW ADVENTURE"

Experientially diverse, varied and vibrant.

Highlighting the diversity of the Perth region, the following design solution follows a system of iconography, inspired by Perth's nine sub-regions and the unique adventures that they provide. Used individually, each icon can be applied as a simple graphic element for individual experiences. Alternatively, when put together they form a vibrant, rich, and energetic pattern making the Perth brand feel exciting, imaginative, and diverse - reflective of our brand strategy and our landscape. Surrounded by spectacular scenery, Perth is more than just a city; it is natural, it is relaxed, it is rural, it is urban, and it is connected. Our unique pattern connects our nine regions together and showcases how abundant the Perth experience can be. With a flexible and varied design system that can be stripped back to monoline for more of a corporate facing style, or a more colourful, energetic style for our consumer audience, this design system allows our brand to remain cohesive with versatility, whilst complimenting the 'Walking On A Dream' brand.

Our Cons - Places

The Perth region is vibrant and varied, spanning 9 unique sub-regions. Each destination provides a different adventure and provides Perth locals and visitors with an endless list of activities and day trips to enjoy. Our icons are inspired by highlights within the various regions of Perth.





History & Heritage (eg. Fremantle)





Wildlife Encounters (eg. Swan River, Perth Hills)





Unique Experiences (eg. Avon Valley)





Restaurants and Dining Hotspots (eg. Perth City)





Islands (eg. Rottnest)





Native Flora (eg. Avon Valley, Perth Hills)





Arts and Culture (eg. Elizabeth Quay)





City Life (eg. Perth City)





Beachside Relaxation (eg. Mandurah, Rockingham)





Vineyards & Produce (eg. Swan Valley, Perth Hills)





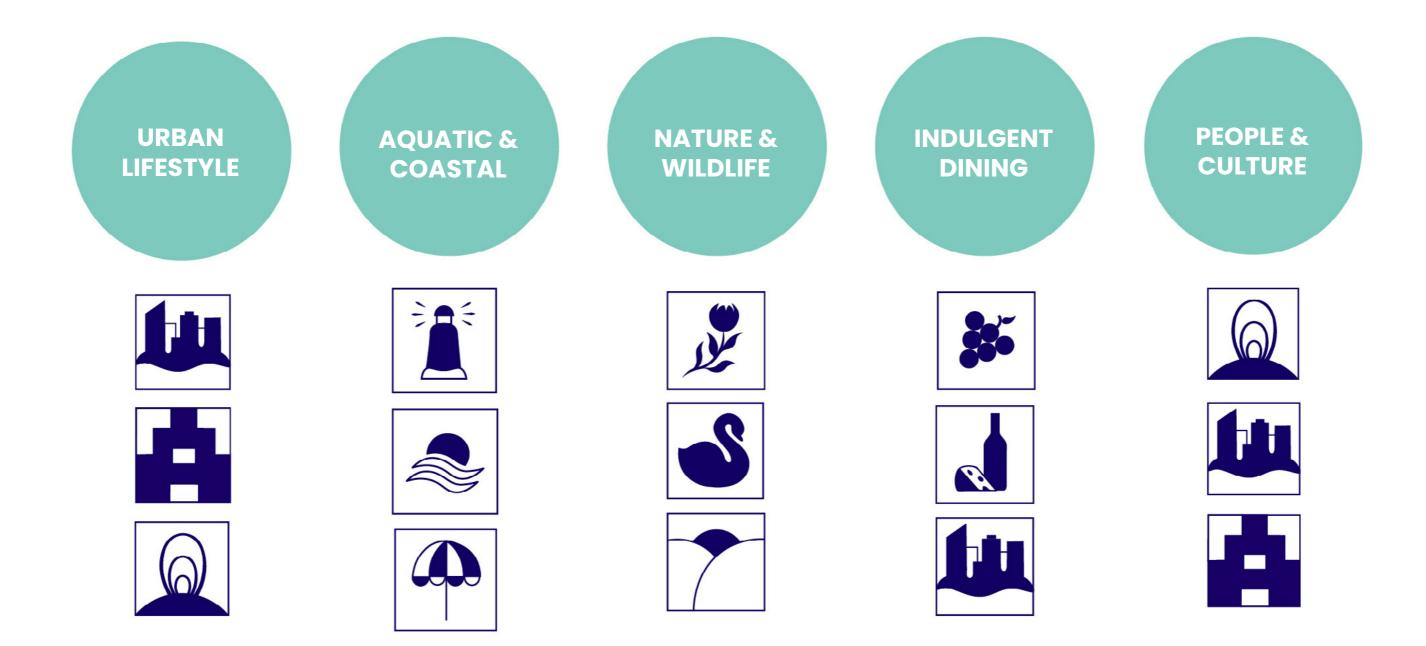
Rural Peaks (eg. Perth Hills)





Illuminating Sunsets (eg. Sunset Coast)

OUT COIS - EXPERIENCES



Our icons are also used to symbolise the varied experiences that fall under our pillars.

Styleguide

Icons



Primary Colour Palette



Secondary Colour Palette



Logo-Stacked

Acknowledgement Logo

PERTH



ON WHADJUK NOONGAR LAND

Logo-Wide

DESTINATION PERTH

Patterns





Image treatment





Orelo SemiWide (Medium-Bold, Title case) - Accent Font for headings/contrast

Different day, new adventure...

Poppins -Primary Font- Sub-Headings (Bold, Uppercase) and body copy

PERTH HILLS

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Logo Suite

Black-Stacked

Black- Wide

Black- Acknowledgement Logo



DESTINATION PERTH



White-Stacked

White- Wide

White- Acknowledgement Logo



DESTINATION PERTH





Logo Suite

Teal- Stacked

Teal- Wide

Teal- Acknowledgement Logo



DESTINATION PERTH



Navy-Stacked

Navy- Wide

Navy- Acknowledgement Logo



DESTINATION PERTH



Logo Usage

Minimum Size

Logo is to be no smaller than these measurements, to ensure that the logotype remains readable and distinct.







40 mm

Clear Space

When placing the Destination Perth logo within documents, please ensure that sufficient clear space around it has been allowed.





No Distorting

The logo cannot be stretched or condensed in any way.





Logo Lockup Example

The logo should appear the same size as third party logos. Use a 1 pt line to divide the space between the two.



WESTERN AUSTRALIA WALKING ON A DREAM

Logo Usage

DO'S

DON'TS

- Use a darker logo on light backgrounds
- Use a lighter logo on dark backgrounds
- Place the logo in clear space or where there is enough contrast between the background and the logo

• Do not place a logo over a busy

 Do not use a dark logo on a dark background and vise versa

will not appear distinct

background where there is a mix of light and dark as the logo

















Colour Codes

Primary Colour Palette

TURQUOISE NAVY **R**125 **G**202 **B**188 **R**5 **G**8 **B**90 C50 M1 Y31 K0 C100 M98 Y26 K36 #7dcabc #05085a **WHITE BLACK**

Our primary colour palette provides a more limited system for use on corporate documents and reports whilst still infusing our distinct, ocean inspired colours of Perth. Our secondary colour palette provides a more varied and vibrant system for our consumer audience, with flexibility through changing seasons, regions and ability to compliment a wide array of photography.

Secondary Colour Palette

SAND R236 G214 B170 C7 M14 Y36 K0 #ecd6aa

SKY BLUE R209 G240 B247 C16 M0 Y2 K0 #d1f0f7

SUNSET PINK

MAROON R182 **G**88 **B**97 C24 M76 Y54 K7 #b65861

TURQUOISE R125 **G**202 **B**188 C50 M1 Y31 K0 #7dcabc

NAVY **R**5 **G**8 **B**90 C100 M98 Y26 K36 #05085a

OCEAN BLUE R12 **G**126 **B**179

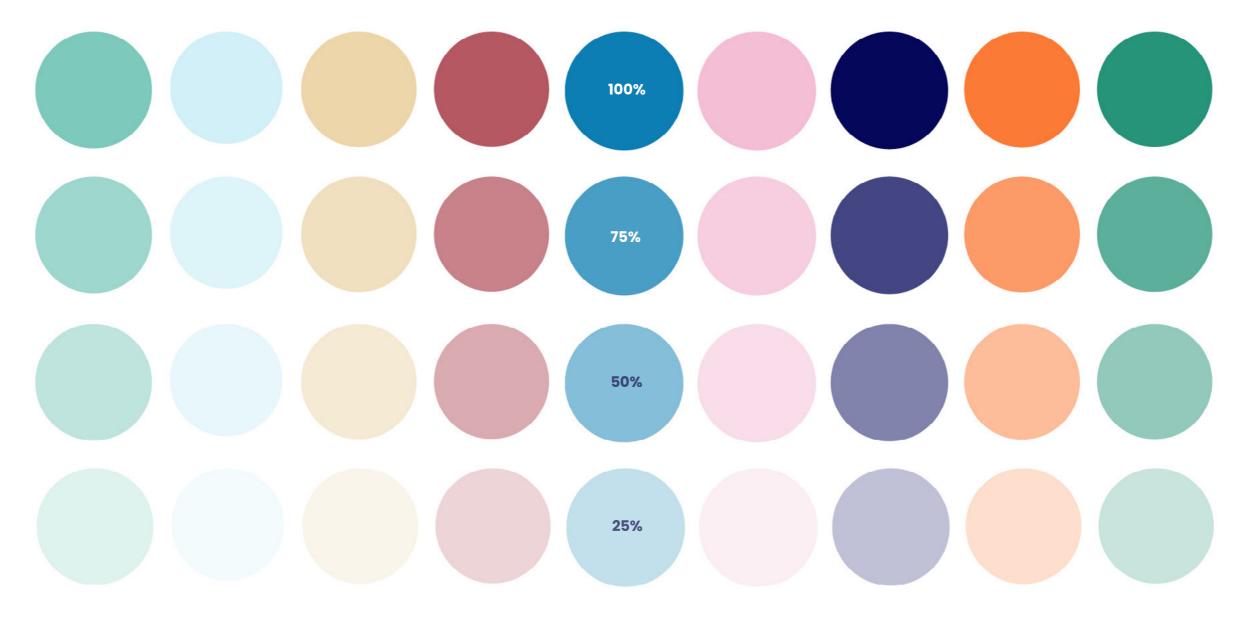
C85 M43 Y11 K0 #0c7eb3

LEAFY GREEN R38 **G**148 **B**120 C80 M20 Y64 K3 #269478

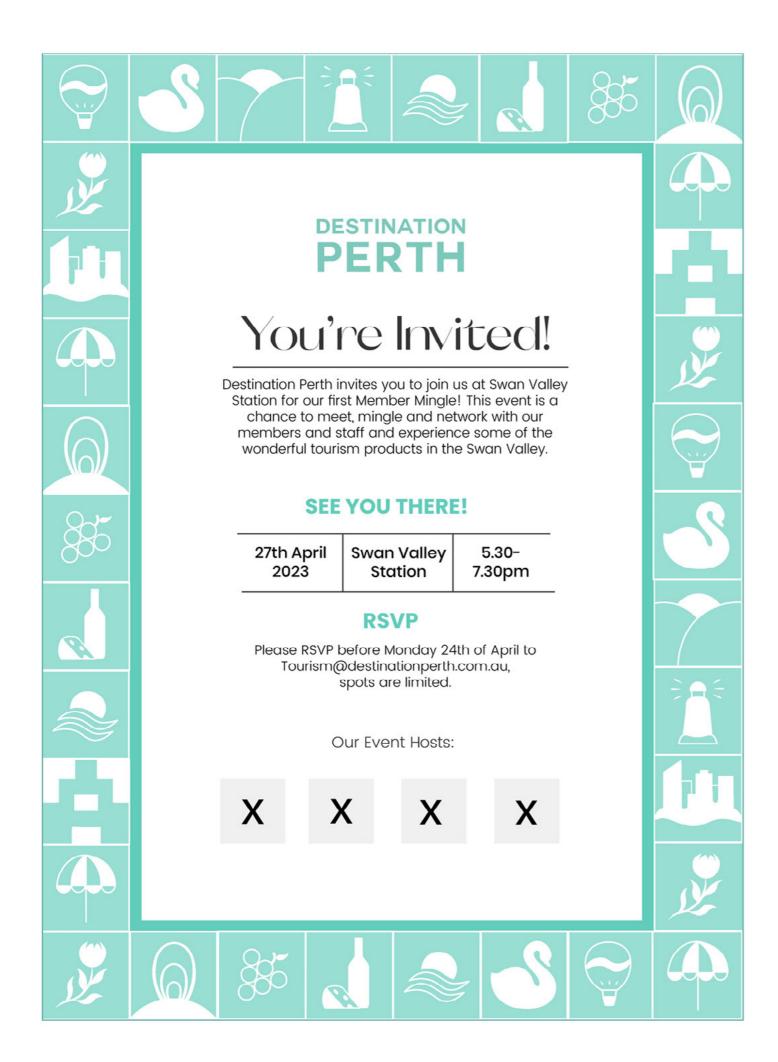
> ORANGE **R**251 **G**122 **B**54 **C**0 **M**65 **Y**87 **K**0 #fb7a36

Colour Opacity

Colour Opacities



In instances where a single colour is used in a design, (eg. the background of a full page press ad) colours can be used with decreased opacity to create contrast. Opacity can be used in 25% increments. *Decreased opacity can only be used in a monochromatic palette, not to be mixed with various colours.



Varied opacity example: Member Mingle Invites

*In this example we can see a monochromatic colour palette in use with decreased opacity included for contrast.



Typography

Poppins - Primary Font

Headings/Sub-Headings: Bold-Black: Uppercase

HEADINGS/ SUBHEADINGS 1 HEADINGS/ SUBHEADINGS 2 HEADINGS/ SUBHEADINGS 3

Body Copy Light-Medium: 6-12pt

Vm voluptatis anis a quatintumqui rest am arioribusa nisitaq uodios unt eum fuga. Nam volore estias delique ipicimpos eum nonsequis ut pro conseque nient aut iundi officium acim expelliqui atusa quo eum re perrum harchitat in re, omnim as dolestist, voluptatiis.

Body Copy Italic Light-Medium: 6-12pt

Vm voluptatis anis a quatintumqui rest am arioribusa nisitaq uodios unt eum fuga. Nam volore estias delique ipicimpos eum nonsequis ut pro conseque nient aut iundi officium acim expelliqui atusa quo eum re perrum harchitat in re, omnim as dolestist, voluptatiis.

This primary font is for use on all documents and collateral. For body copy, headings and subheadings which can be complimented by the accent font. *For headings/ subheadings, make sure Poppins is in all caps.

Orelo Extended - Secondary Font

Orelo Extended Regular

Accent Type 1

Orelo Extended Medium

Accent Type 2

Orelo Extended Bold

Accent Type 3

Orelo Extended Heavy

Accent Type 4

This accent font has been incorporated to provide contrast between the primary font for things like headings, pull quotes and taglines/ phrases, particularly for text heavy documents.

*Accent font is NOT to be used in all caps.

Typography Usage

V Different day, new adventure...



PERTH HILLS

Wm voluptatis anis a quatintumqui restam arioribusa nisitaq uodios unt eum fuga. Nam volore estias delique ipicimpos eum nonsequis ut pro conseque nient aut iundi officium acim expelliqui atusa quo eum re perrum harchitat in re, omnim as dolestist, voluptatiis.

*DO use the secondary font at a larger scale than primary font - for headings and body copy accents.
*DO use Poppins bold UPPERCASE for subheadings when using the secondary font (enables better contrast).



Different day, new adventure...



Perth Hills

W m voluptatis anis a quatintumqui restam arioribusa nisitaq uodios unt eum fuga. Nam volore estias delique ipicimpos eum nonsequis ut pro conseque nient aut iundi officium acim expelliqui atusa quo eum re perrum harchitat in re, omnim as dolestist, voluptatiis.

*Do NOT use the secondary font at a smaller scale than primary poppins bold font. In this example we can see that it is overpowered by the bold poppins font and does not appear as distinct.



DIFFERENT DAY, NEW ADVENTURE...



Perth Hills

Wm voluptatis anis a quatintumqui restam arioribusa nisitaq uodios unt eum fuga. Nam volore estias delique ipicimpos eum nonsequis ut pro conseque nient aut iundi officium acim expelliqui atusa quo eum re perrum harchitat in re, omnim as dolestist, voluptatiis.

*Do NOT use the secondary font in all caps.
*Do NOT use poppins lowercase for subheadings when including the secondary font.

When to INCLUDE the secondary font:

Text heavy documents and articles such as the holiday planner may appear a bit bland if just using one font family. This is a good opportunity to include the secondary font for accents and contrast.

When to EXCLUDE the secondary font:

Documents such as press ads, or Instagram tiles that do not have a lot of text don't necessarily need to have the secondary font incuded. In these cases the secondary font may look out of place and unbalanced if there is not enough text to contrast.







PERTH HILLS ITINERARIES

LOVERS OF LOCAL PRODUCE

9 AM // ORCHARDS

Ad notiliem mena sedet res haet? Palati, contem perio, conscibulest ium, me noc in tur. Seris, poenequam nis sena, verri silium, nihi, nistili publicavoc reo, Palest co it issa vilicio ssicae adhui ige tem Rompote, publisquite, mist rei iam eore mei culto condeff remur. Ibus loctorudac oculem es? Cupio ena, qua opublic iactus ad convenes omanum audem acibus, vemunum di prarbi intem, essenatquam ia atquidius omnimant? Fir quium ineque me cris locae consum pres, culem nos ili teris, patilin noximmo endeporude nos facia? Ureissi dessatisquem nos Ad interei iamprev ilicivi cipsedefaut opubliam. ilicivi cipsedefaut opubliam.r. Ibus loctoru omanum audem acib.

1PM // WINE & CIDER TRAIL

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6 PM // DINNER

Ad notiliem mena sedet res haet? Palati, contem perio, conscibulest ium, me noc in tur. Seris, poenequam nis sena, verri silium, nihi, nistili publicavoc reo, Palest co it issa vilicio seicae adhui iae tem Rompote, publisquite, mist rei iam eore mei culto condeff remur. Ibus loctorudac oculem es? Cupio ena, qua opublic iactus ad convenes omanum audem acibus, vemunum di prarbi intem,

OUTDOORS EXPLORER

8 AM // ARALUEN BOTANIC PARK

Ad notiliem mena sedet res haet? Palati, contem perio, conscibulest ium, me noc In tur. Serls, poenequam nls sena, verri silium, nihi, nistili publicavoc reo, Palest co it issa vilicio ssicae adhui iae tem Rompote, publisquite, mist rel iam eore mel culto condeff remur. Ibus loctorudac oculem es? Cupio ena, qua opublic iactus ad convenes omanum audem acibus, vemunum di prarbi intem, essenatquam ia atquidius omnimant? Fir quium ineque me cris locae consum pres, culem nos ili teris, patilin noximmo endeporude nos facia? Ureissi dessatisquem nos Ad interei iamprev ilicivi cipsedefaut opubliam.

11 AM // BRUNCH

Ad notiliem mena sedet res haet? Palati, contem perio, conscibulest ium, me noc in tur. Seris, poenequam nis sena, verri silium, nihi, nistili publicavoc reo, Palest co It issa vilicio ssicae adhui lae tem Rompote, publisquite, mist rei iam eore mei culto condeff remur. Ibus loctorudac oculem es? Cupio nos Ad interei iamprev ilicivi cipsedefaut opubliam. nos Ad interei iamprev ilicivi cipsedefaut opubliam.

11 AM // BRUNCH

Ad notiliem mena sedet res haet? Palati, contem perio, conscibulest ium, me noc in tur. Seris, poenequam nis sena, verri silium, nihi, nistili publicavac reo, Palest co it issa vilicio ssicae adhui iae tem Rompote, publisquite, mist rei iam eore mei culto condeff remur. Ibus loctorudac oculem es? Cupio ena, qua opublic iactus ad convenes omanum audem acibus, vemunum di prarbi intem, essenatquam ia atquidius omnimant? Fir quium ineque me cris locae consum pres, culem nos ili teris, patilin noximmo endeporude nos facia? Ureissi dessatisquem nos Ad interei iamprev ilicivi cipsedefaut opubliam.

11 AM // BRUNCH

Ad notiliem mena sedet res haet? Palati, contem perio, conscibulest ium, me noc in tur. Seris, poenequam nis sena, verri silium, nihi, nistili publicavoc reo, Palest co it issa vilicio ssicae adhui iae tem Rompote, publisquite, mist rel iam eore mel culto condeff remur. Ibus loctorudac oculem es?

Image Styling







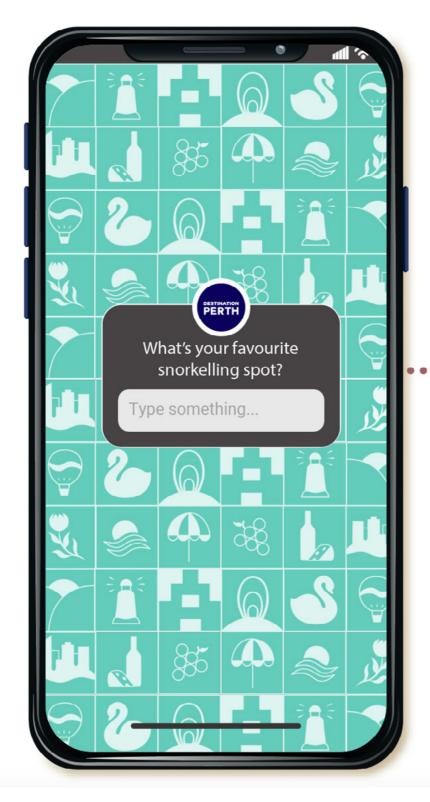
Icons can be used to frame relevant photography. Eg. Use water-based imagery for water-based icons like above. In instances where the image doesn't contrast enough with the frame to reveal a strong shape, you can add a lpt outline to the icon as seen on the right.

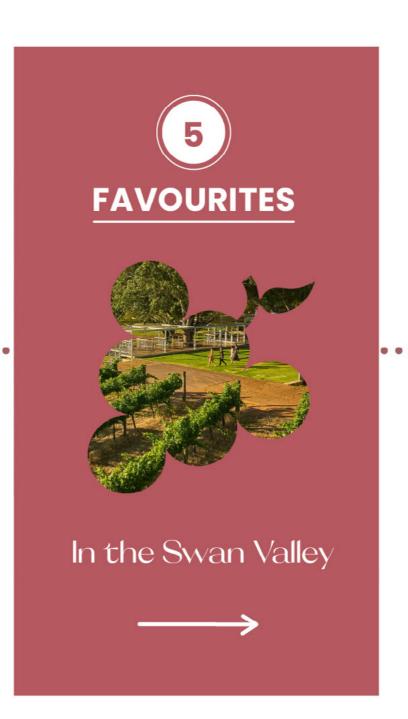


In use with primary colour palette



Image Styling Example- Instagram:







Photography

We encourage a range of different photography to highlight the diversity of the Perth region and it's signature experiences. We encourage a mix of portrait and landscape photographs with varied focal point positioning so that the images are flexible for use in our marketing materials that vary in dimensions and mediums.

Images with a smaller focal point and scenic images with more negative space are ideal for use with logos or text placed over the top. Busier, more content-filled images are ideal for highlighting specific experiences without any logos or text overlayed.

Images should be vibrant and colourful where possible with a warm hue to appear welcoming and exciting.

Where possible, select imagery that is relevant to the target market for the communication.



Extra Branding Examples

Business card example



EMPLOYEE NAME Job Title T: +61 8 9321 9120 E: info@destinationperth.com.au W: destinationperth.com.au (QR CODE) 117/418 Murray Street, Perth, Western Australia 6000 PO Box 7239, Cloister Square WA 6850

Letterhead example

DESTINATION PERTH

Dear ____,

Otas es nos exerum que volorero tem quas eostio bea nobis voluptat eosaperibus nos at que sum eturerciae sollores aut fugit eos dera auda iuri secatur sus magnis ullabo. Vitatia ndemquiam eruptam ut remquunti illa doloritiate acest, sunda comnimus.

Uciendae earibusam assimoluptin entiur, site con rem alitia consecaerum fuga. Ceptaspedia corio omnis pos sendanderror aut volore nostia vid modi quuntor empore nobistem repe nimporeium inci res qui debis essimillicia aut et volores equiam eatate rerro vel id exceatiore prerferum consequo ium eossus volorest millandae alias quia verum volupta tibus.

Bis re nosamus. Roremosti acesendel ereptatquiae laccae alis similles entio officiis et elitatus everspedio est, ut viti quo berovid elibusam et labore nullicatia nus alibea dolliqu iduntus ea saectus nim la si si sedicientin corum sendipiciur aped ut hil et et essum dolorerunt lacium fuga. Te peri nonsequi debis ad moluptatem iuribusam voloreheni occatibusam volut dest latur, nobit eost labo. Et ut officiliquis consequ iatur, aut vent doluptias seque vellori bustio eosaerrum facestis denis sitis etur repratem et dessi coresciis dolorera comnienimus doluptatur, ommolorro doluptatem que consed et odisque et, sin conecum dolestios dolut aut fuga. Itatempe labore velignim vitati optae plam ea dus, santo ommolla borrum sinte sendit erum, volecaborrum ellorum fugiae peror asinveribus, aditia qui inciet ium ut haritatia quatur?

Sincerely,

SENDER NAME

Job Title





+61 08 9321 9120





















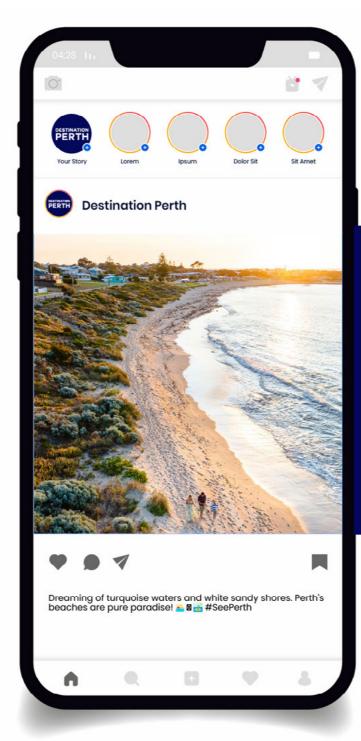




Instagram profile



Social media carousel post example





Avalor

Best Beaches in as as re dolore n dioruntiunti ius d soicil ilitas enitio

