

DESTINATION PERTH



Brand Atlas

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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.

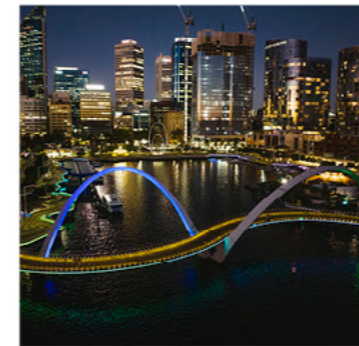
Creators believe there is no limit to what they can learn and are constantly innovating. They have a vision and work hard to make it a reality. Their primary goal is to create something of enduring value.

STRATEGY: Inspire to unlock imagination.

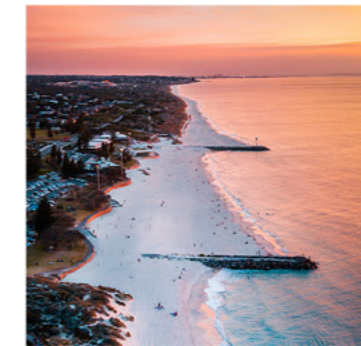
STONE OF VOICE

Friendly
Informative
Passionate
Imaginative
Adventurous
Welcoming
Inspiring
Knowledgable
Encouraging
Credible

The Perth Region



Perth City



Sunset Coast



Swan Valley



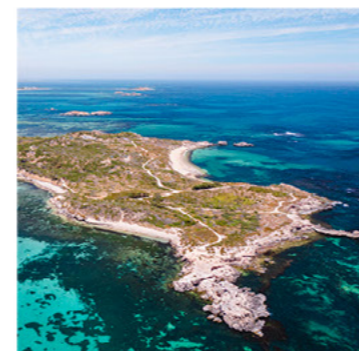
Rottne Island



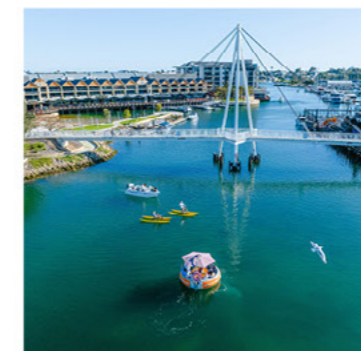
Fremantle



Perth Hills



Rockingham



Mandurah



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 Icons - 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)



Unique Experiences
(eg. Avon Valley)



Islands
(eg. Rottnest)



Arts and Culture (eg.
Elizabeth Quay)



Beachside Relaxation (eg.
Mandurah, Rockingham)



Rural Peaks
(eg. Perth Hills)



Wildlife Encounters (eg.
Swan River, Perth Hills)



Restaurants and Dining
Hotspots (eg. Perth City)



Native Flora (eg. Avon
Valley, Perth Hills)



City Life
(eg. Perth City)



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



Illuminating Sunsets
(eg. Sunset Coast)

Our Icons - EXPERIENCES

URBAN
LIFESTYLE



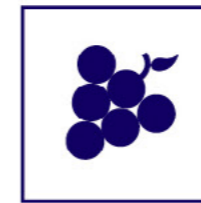
AQUATIC &
COASTAL



NATURE &
WILDLIFE



INDULGENT
DINING



PEOPLE &
CULTURE



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

Styleguide

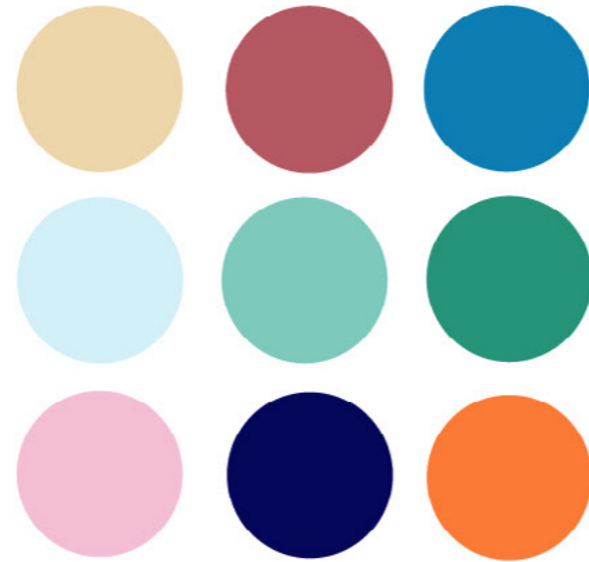
Icons



Primary Colour Palette



Secondary Colour Palette



Logo- Stacked

**DESTINATION
PERTH**

Acknowledgement Logo

**DESTINATION
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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Logos provided in Primary Colours

Logo Suite

Black- Stacked

**DESTINATION
PERTH**

Black- Wide

DESTINATION PERTH

Black- Acknowledgement Logo

**DESTINATION
PERTH**

ON WHADJUK NOONGAR LAND

White- Stacked

**DESTINATION
PERTH**

White- Wide

DESTINATION PERTH

White- Acknowledgement Logo

**DESTINATION
PERTH**

ON WHADJUK NOONGAR LAND



Logos provided in Primary Colours

Logo Suite

Teal- Stacked

DESTINATION
PERTH

Teal- Wide

DESTINATION PERTH

Teal- Acknowledgement Logo

DESTINATION
PERTH

ON WHADJUK NOONGAR LAND

Navy- Stacked

DESTINATION
PERTH

Navy- Wide

DESTINATION PERTH

Navy- Acknowledgement Logo

DESTINATION
PERTH

ON WHADJUK NOONGAR LAND

Logo Usage

Minimum Size

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



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.

DESTINATION
PERTH

WESTERN
AUSTRALIA
WALKING ON A DREAM

Logo Usage

DO'S

- 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



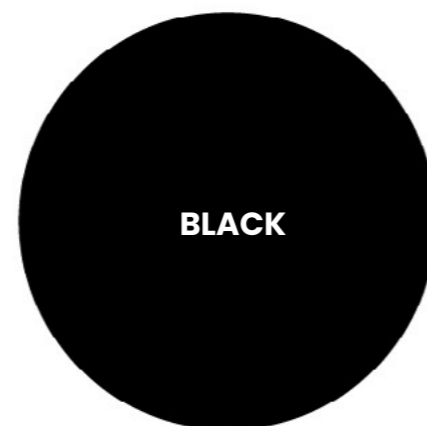
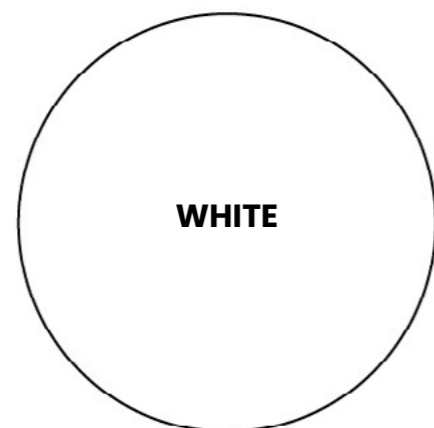
DON'TS

- Do not place a logo over a busy background where there is a mix of light and dark as the logo will not appear distinct
- Do not use a dark logo on a dark background and vice versa

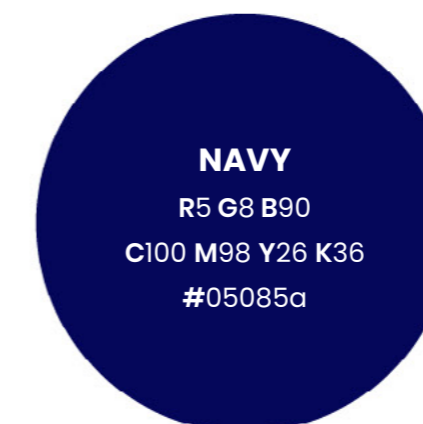
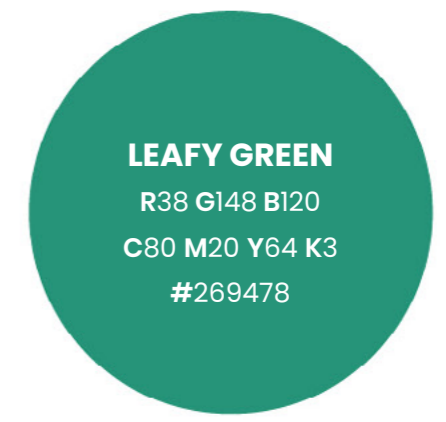


Colour Codes

Primary Colour Palette



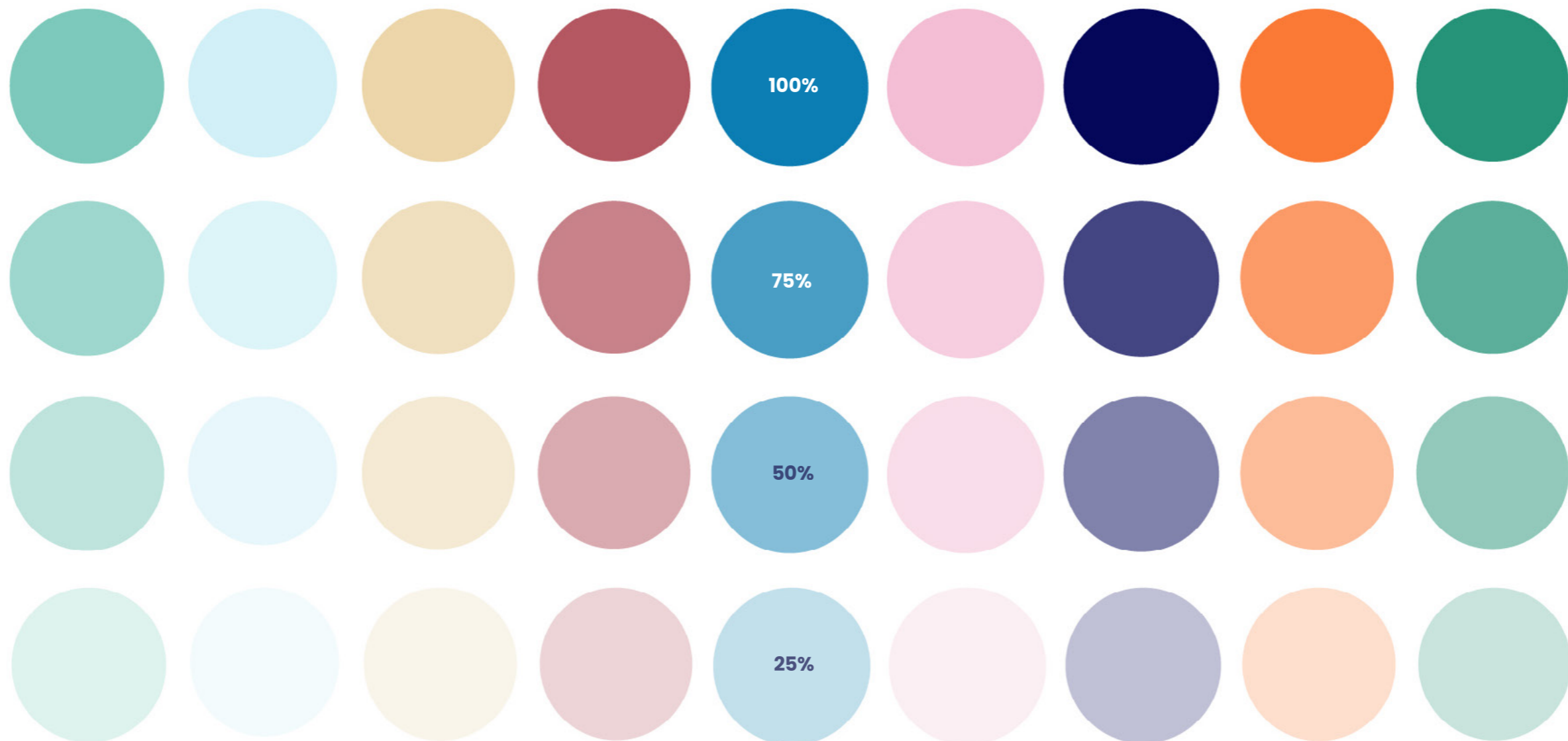
Secondary Colour Palette



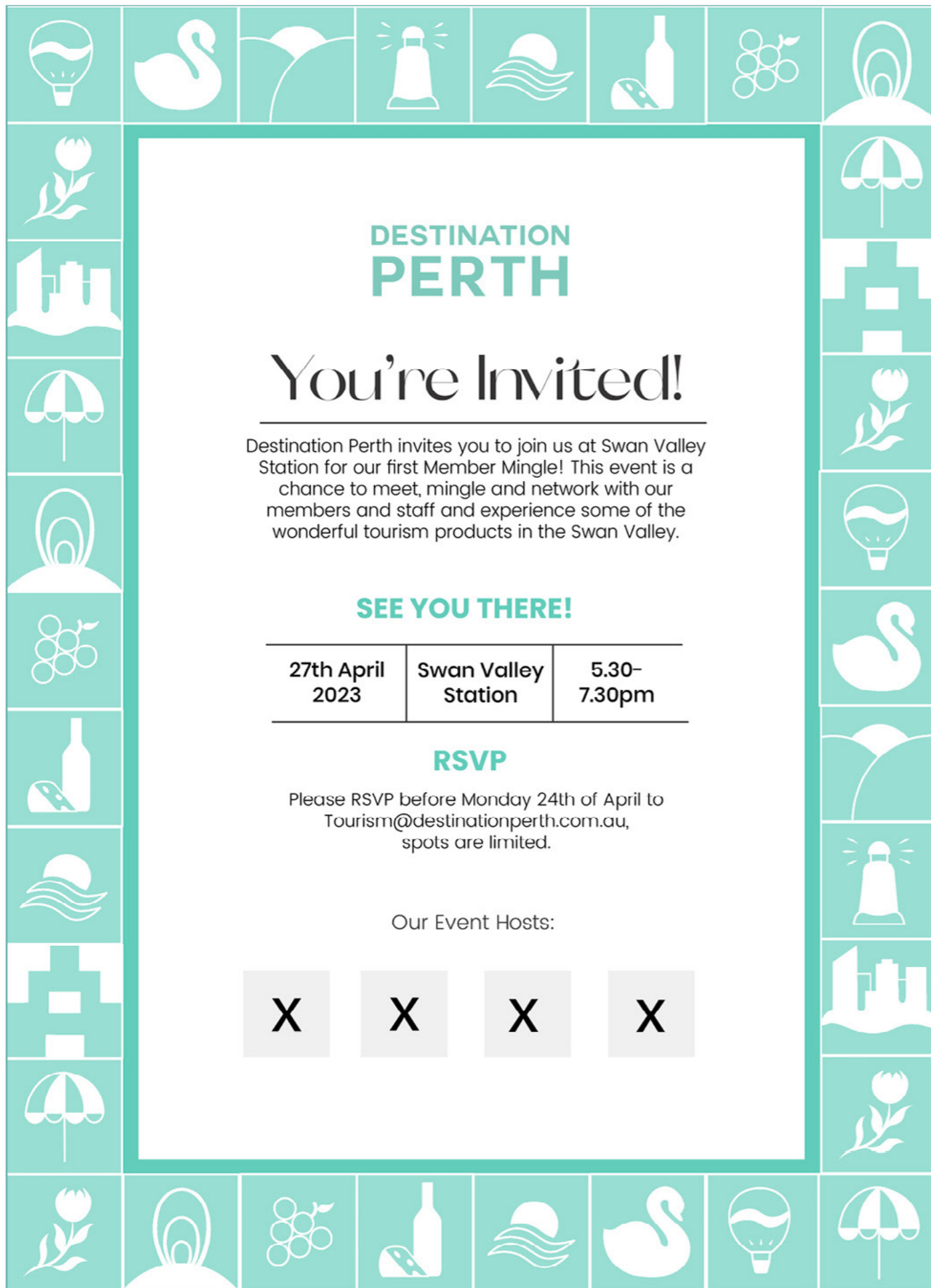
Our primary colour palette provides a more limited system for use on corporate documents and reports whilst still infusing our distinct, ocean inspired colours of Perth. Our secondary colour palette provides a more varied and vibrant system for our consumer audience, with flexibility through changing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

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 conseqe nient aut iundi officium acim expelli qui 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 conseqe nient aut iundi officium acim expelli qui 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/ sub-
headings, 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



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 consequenient aut iundi officium acim expelli qui 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

Wm voluptatis anis a quatintumqui restam arioribusa nisitaq uodios unt eum fuga. Nam volore estias delique ipicimpos eum nonsequis ut pro consequenient aut iundi officium acim expelli qui 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 consequenient aut iundi officium acim expelli qui 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 included. In these cases the secondary font may look out of place and unbalanced if there is not enough text to contrast.

PERTH HILLS

Bucket List

1 Hike part of the Bibbulmun Track	6 Hike part of the Bibbulmun Track
2 Tour the Bickley Valley Wine Trail on a self-drive or day tour.	7 Tour the Bickley Valley Wine Trail on a self-drive or day tour.
3 Cycle some of the Munda Biddi Trail	8 Cycle some of the Munda Biddi Trail
4 Dine at The Parkerville Tavern, A pub with heritage	9 Dine at The Parkerville Tavern, A pub with heritage
5 Witness the powerful force of Lesmurdie Falls	10 Witness the powerful force of Lesmurdie Falls



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 sillium, nihi, nistili publicavoc 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, ilicivi cipsedefaut opubliam.r. Ibus loctoru omanum audem acib.

1 PM // WINE & CIDER TRAIL

Ad notiliem mena sedet res haet? Palati, contem perio, conscibulest ium, me noc in tur. Seris, poenequam nis sena, verri sillium, nihi, nistili publicavoc 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, ilicivi cipsedefaut opubliam.r. Ibus loctoru

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

6 PM // DINNER

Ad notiliem mena sedet res haet? Palati, contem perio, conscibulest ium, me noc in tur. Seris, poenequam nis sena, verri sillium, nihi, nistili publicavoc 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,

OUTDOORS EXPLORER

8 AM // ARALUEN BOTANIC PARK

Ad notiliem mena sedet res haet? Palati, contem perio, conscibulest ium, me noc in tur. Seris, poenequam nis sena, verri sillium, nihi, nistili publicavoc 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, ilicivi cipsedefaut opubliam.r. Ibus loctoru

11 AM // BRUNCH

Ad notiliem mena sedet res haet? Palati, contem perio, conscibulest ium, me noc in tur. Seris, poenequam nis sena, verri sillium, nihi, nistili publicavoc 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 nos Ad interei iamprev ilicivi cipsedefaut opubliam, nos Ad interei iamprev ilicivi cipsedefaut opubliam.

11 AM // BRUNCH

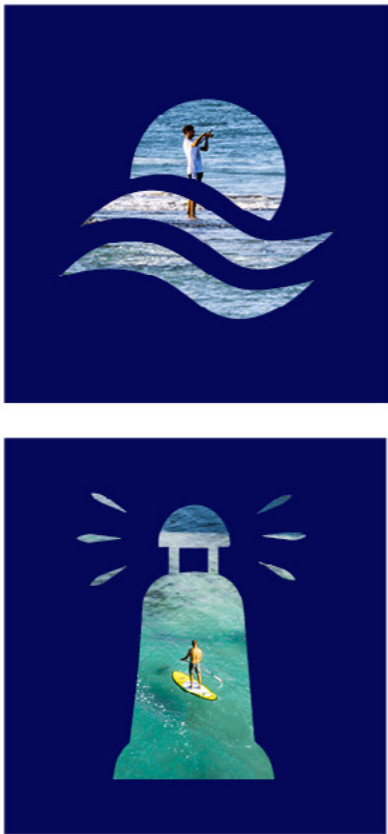
Ad notiliem mena sedet res haet? Palati, contem perio, conscibulest ium, me noc in tur. Seris, poenequam nis sena, verri sillium, nihi, nistili publicavoc reo, Palest co it issa vilicio ssicae adhui iae tem Rompote, publisquite, mist rei iam eore mei culto condeff remur. Ibus loctorudac oculem es? Cupio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

11 AM // BRUNCH

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

Image Styling

In use with secondary colour palette

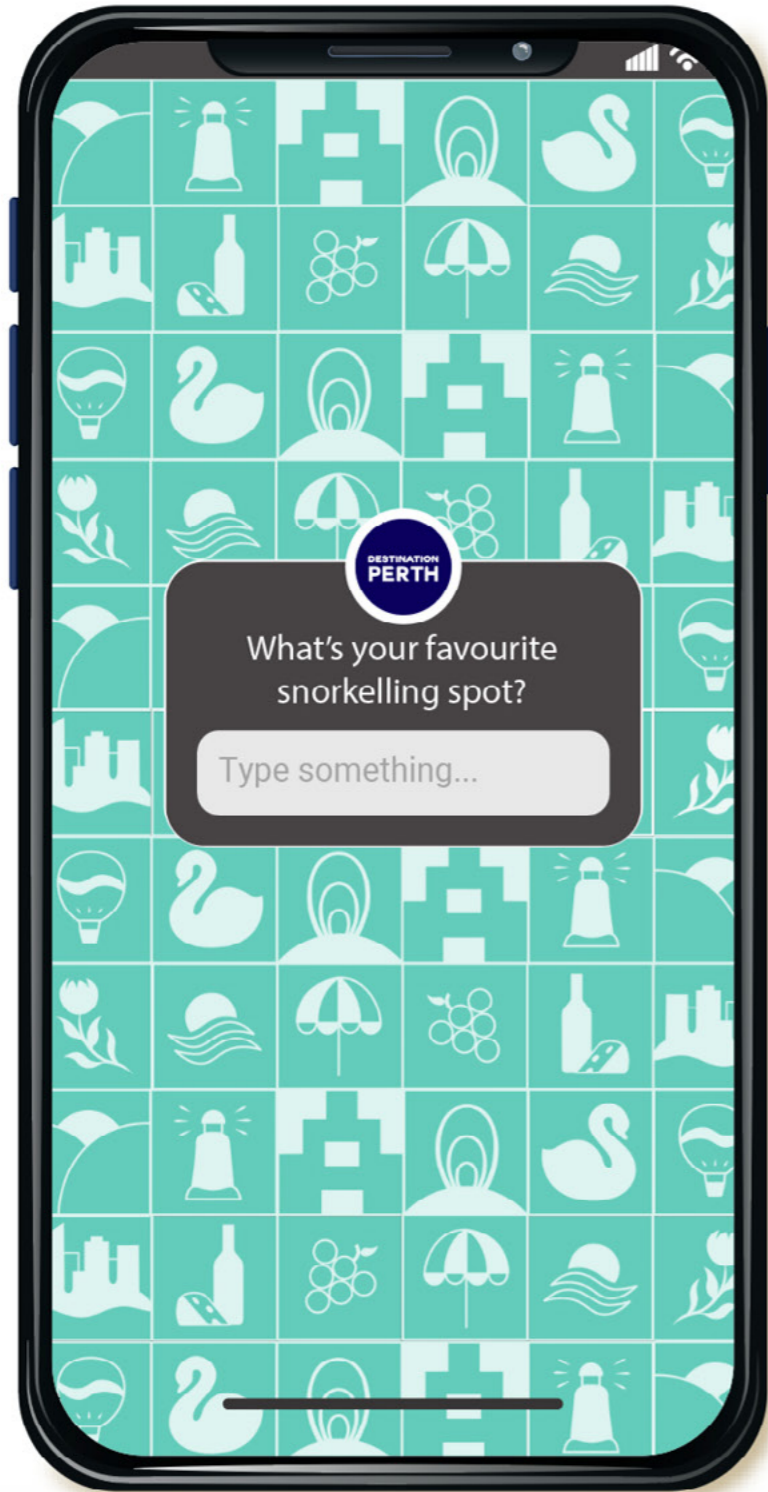


In use with primary colour palette

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 1pt outline to the icon as seen on the right.



Image Styling Example- Instagram:



Photography

We encourage a range of different photography to highlight the diversity of the Perth region and its 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 overlaid.

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

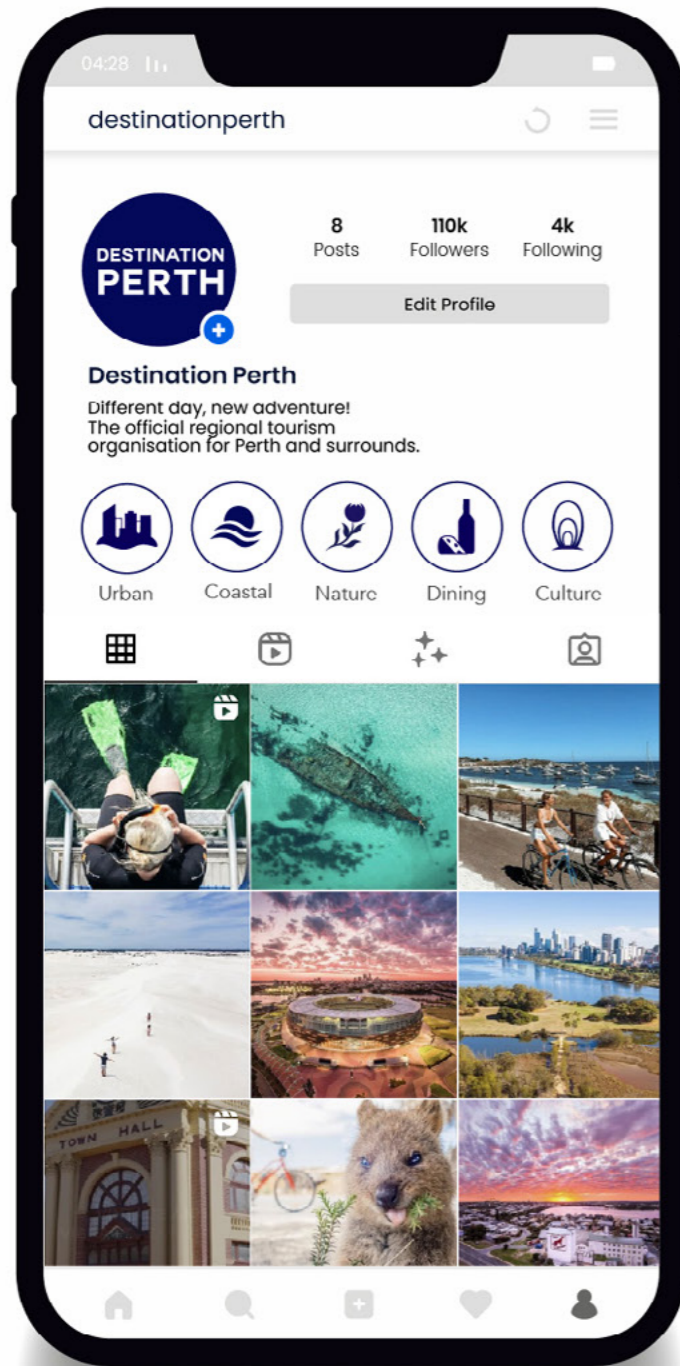
Business card example



Letterhead example



Instagram profile



Social media carousel post example





DESTINATION PERTH

ON WHADJUK NOONGAR LAND