



# Contents

<b>1. Brand strategy</b>	<b>03</b>	<b>2. Visual Identity</b>	<b>15</b>	<b>3. Bringing it all together</b>	<b>36</b>
Our brand story	04	Toolkit overview	16	Posters	37
Positioning line	05	Master brandmark	17	Website	38
Brand pillars	06	Master brandmark horizontal	18	A4 brochure	39
Brand personality	07	Master brandmark vertical	19	A4 brochure	40
Our Role	08	Master brandmark black & white	20	DL brochure	41
Our signatures vs our supports	09	Clear space & minimum size	21	DL brochure spread	42
Our Audiences	10	Brand marks do's & dont's	22	eDM	43
Our partner and stakeholder audiences	11	Colour	23	Marketing Campaign: Social media	44
Our brand is born from what unites these audiences.	12	Using our colour	24	Marketing Campaign: Banner advertising	45
Use of Albury Wodonga v's Visit Albury Wodonga	13	Typography	25	Marketing Campaign: Outdoor advertising	46
Brand Platform Summary	14	Using our typefaces	26	Social Media	47
		Accessibility guide	27	End Frames	48
		Photography	28	Flags	49
		Icons	29	Stationery	50
		Graphic device	30		
		Layout portrait	31		
		Layout landscape	33		
		Layout dont's	35		

# 1. Brand Strategy

## Our brand story

Our brand story articulates who we are, our unique value and reason for existence. The brand story is an internal piece that aims to assist in achieving the organisation's goals and objectives

Albury Wodonga is a natural meeting place in every way.

For thousands of years, people have gathered, shared and celebrated at this special place in the foothills of the Alps and on the banks of the mighty Murray River. Our warm, welcoming and entrepreneurial locals have come from here, and come from afar, to build a thriving regional community that is both cosmopolitan and laidback, culturally connected and naturally abundant.

Feed your curiosity and share in our stories through our surprising variety of galleries, museums, theatres and festivals. Experience our culinary creativity with dining

options from fresh local produce to casual alfresco, and Hatted restaurants to specialist whiskey and wine bars.

We have every kind of nature at our doorstep. Whether you're looking to explore and push your limits, or tap into wellbeing and rejuvenation, you'll find it on our Murray River and Lake Hume, through our hill vistas and trails, and walking and relaxing in our many parks and gardens. Then it's only a day trip to the mountains, the wineries and the rural farmsteads for total natural immersion. We have fresh air to breathe, adventure on tap and beauty to behold for every outdoorsy soul.

Albury Wodonga is much more than a place to visit. It's a place to come, stay for a while and live a little Albury Wodonga life with us.

A place where unfiltered, uncomplicated, refreshing connections just happen, naturally.

## Positioning Line

We are a natural meeting place in every way. For thousands of years, people have gathered, shared and celebrated at this special place in the foothills of the Alps and on the banks of the mighty Murray River.

We have every kind of nature at our doorstep, so you can tackle the mountains, indulge your love of the water, or just breathe in the fresh air and relax. We are a place where unfiltered, uncomplicated, refreshing connections just happen, naturally.

Our positioning is the expression of Albury Wodonga as place to visit, and summarises the most distinctive, authentic and compelling destination signatures. The succinct message occupied in the audiences' mind and the focus of our communication.

**Albury  
Wodonga:  
where  
connection  
happens,  
naturally.**

## Brand Pillars

Our brand pillars are the three, core anchors of our story, demonstrating how we live, breathe and bring to life our proposition and under which our messaging can be developed.

---

01.

### Nature for Everybody

Our natural assets are surprising, diverse, and seasonally stunning. From our lake, river and wetland water-based experiences, to our hill vistas and trails, and our leisurely, eyecatching parks and gardens, there is fresh air to breathe and beauty to behold for every kind of outdoorsy soul.

---

02.

### An Easy Escape

Well-connected, well-facilitated and easy to get to and around, everyone who visits Albury Wodonga will enjoy enriching benefits of a progressive but laid-back country lifestyle, with activities, dining, accommodation and amenities of a cool, cosmopolitan city. It's easy to come here and easy to be here.

---

03.

### Refreshing Connections

Our role as a place for meeting and connecting is embedded in the culture of our Traditional Custodians, and our migrant heritage. We help our people connect with the land and history, culture and the arts, and our warm and welcoming local communities. They will feel bonded to Albury Wodonga, fostering a desire to return again and again.

## Brand Personality

Our personality reflects and guides how we want to come across to our audiences, through our actions as well as how we look, feel and sound.

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01. We are:

# Welcoming & Easygoing

We are a generous, open community of people and businesses. We are ready to welcome, to serve and to share our wonderful lifestyle, ideas, produce, products and stories with visitors near and far. We really want to get to know you, so we can show you the Albury Wodonga that speaks to your heart.

**Is:** Generous, inviting, conversational

**Isn't:** Naive, overly intimate, lazy

---

02. We are:

# Surprising & Soulful

We are deeper and more diverse than you think, and much more than meets the eye. We have many layers to uncover and explore. From rivers to hills, from season to season, from the adventurous to the indulgent, from insightful to enlightening to invigorating, we invite you to delight in, and with, us.

**Is:** Thoughtful, warm, unexpected

**Isn't:** Serious, whimsical, unrealistic

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03. We are:

# Spirited & Creative

We are entrepreneurial, vital and vibrant. We are progressive thinkers and doers. We bring new ideas to life and we make great things even better with our local spin. We care about our connection to our country, our cultures, our history and each other, and we are full of inspiration and imagination.

**Is:** Expressive, optimistic, enterprising

**Isn't:** Wordy, hyperactive, radical

## The role of Visit Albury Wodonga

Our brand positioning must align to our role as a brand and our destination signature experiences. We must focus on what we have that nobody else has, and what we can do to a level that nobody else can do.

---

## To Aggregate and Facilitate

- Develop and manage the whole of destination proposition
- Strategic development of signature product and prioritisation of investment
- Undertake, analyse, and strategise against, visitor and tourism research
- Build and manage strategic partnerships with, and between, operators, tourism bodies, businesses, community and Government
- Attract and recruit new operators and experiences
- Develop, share and support best-practice operations and capacity-building for operators

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## To Elevate and Celebrate

- Continually promote and enhance credibility of Albury Wodonga as a prime Australian destination with agencies/ organisations, partners, operators, community and visitors
- Drive a formidable, distinctive and 'must-see' story and visitor experience
- Enhance and make more of our distinctive natural assets
- Understand, inspire, inform, engage and assist visitors to/in Albury Wodonga
- Marketing and communications leadership for whole destination
- Engage and support operators, businesses and community to own/utilise the brand and promote the region

## Our signatures vs our supports

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### Albury Wodonga Signatures

**Our unique natural assets and beauty, cultural connection to place, accessibility and regional locale, and unique and abundant offer for business and events.**

- Outdoors lifestyle — accessible adventure
- Stunning seasonality
- Lake Hume, Murray River, hills and vistas, High Country Rail Trail, Wonga Wetlands, parks and gardens
- Signature cultural experiences and quantity of cultural experiences - MAMA, Bonegilla Migrant Experience, Wagirra Trail & Yindyamarra Sculpture Walk, Gateway Village, Albury
- LibraryMuseum, Wodonga Library-Gallery
- The heart and hub of a diverse and enriching regional experience
- An ideal business and events location, due to diversity of venues and accommodation, as well as options and activities for enhancing conferences and extending stays.

### Albury Wodonga Supports

**Our high quality, diverse city infrastructure, experiences and facilities, and our access to other great destinations.**

- Quality dining and drinking experiences
- Quality food offerings/local produce - farm-gate and markets
- Plenty of accommodation
- Access to other great destinations - High Country, wine country, historical towns, snow fields, national parks
- The convenient connection point between Australia's two leading States

## Our visitor audiences.

Our brand positioning begins with our audiences. We need to authentically deliver on what they care about, and want to see, hear and experience.



### Enjoy with Ease

Free or affordable, easily accessible experiences

A mixture of planned activities and relaxing time spent together

A new place to explore with the comforts of home

Ability to treat themselves but also 'self-serve' with food, accommodation and other amenities

'Facilitated freedom'

A business or event location that is accessible, cost-effective and well-facilitated, with the option to amp up the activities

Attuned to the demographics of Rustic Heartland, Future Focus, Building Security, Making the Rent and Savvy Self-Starters.

### Love the Outdoors

Nature adventurers, from 'soft' adventure to high octane outdoors

Happy to invest in special interests — walking, hiking, cycling, water-based activities

Want to be immersed in new and unique natural surroundings

Great dining, accommodation and activity options to support the outdoors experiences

Attuned to the demographics of Seasoned Lifestylers, Lifestyle Seekers, Relaxed Living, Future Focus, Rustic Heartland, Savvy Self-Starters, Healthy Wealthy and Wise, and Making the Rent.

### Show Me, Teach Me, Connect Me

Culture lovers who want to experience and share in the local story

Looking to learn, be inspired and grow through experiences

Happy to invest in activities that connect them to the region's heritage, creativity and produce

Driven by dining, arts, educational and cultural activities, experienced in unique surrounds

Wanting to engage and connect with others in spaces and places, and through events, made specially for connection

Attuned to the demographics of Seasoned Lifestylers, Savvy Shoppers, Making the Rent, Lifestyle Seekers and Relaxed Living.

### Home Away from Home

Former, or future, residents, and people visiting friends and family

Connecting, or reconnecting, with loved ones and a loved lifestyle

Fulfilled by a sense of 'coming home' (even if it's not their home)

Want to find out, and experience, what's new and surprising, as well as revisit what they've always treasured

Attuned to the demographics of Seasoned Lifestylers, Future Focus, Rustic Heartland, Savvy Self-Starters, Building Security and Making the Rent.

### Business Tourism

Business owners and events (business, leisure, sporting, major) organisers, as well as their employees and attendees

A business or event location that is accessible, cost effective and well facilitated, with the option to amp up the activities

Somewhere that combines the right amount of stimulation and inspiration, with rejuvenation and connection, and provides an abundance of activities and experiences that can enhance the overall conference or event experience

Wanting to bring people together in an environment that encourages and facilitates working together, bonding, learning and building something great

## Our partner and stakeholder audiences.



### Albury Wodonga Residents and Hosts

- A brand that reflects their pride in, and connectedness to, their cities
- A brand that helps them tell great stories, and make great recommendations about, the place they call home
- A refreshed perspective on Albury Wodonga and what it has to offer them and their visitors in terms of exploration, recreation, learning and inspiration
- Surprising discoveries about Albury Wodonga, and the surrounding region - things they never knew about and new ways of looking at, and enjoying, things they did
- Support, tools and itineraries to become tour guides in their own region

### Tourism Operators and Local Businesses

- A brand that reflects their pride in, and connectedness to, their cities
- A brand that helps them tell great stories, and make great recommendations about, the place they call home
- A brand that champions them
- A refreshed perspective on Albury Wodonga - for existing businesses to better engage with the storytelling for the whole destination, and for new/potential businesses to consider it as thriving, progressive, contemporary and becoming a true 'must do' destination
- Demonstrable evidence of investment in the region, to attract more visitors and more visitor experiences

### Government and Regional Tourism Partners

- A clear understanding of how Albury Wodonga fits into the overall NSW and Victorian tourism stories
- A refreshed perspective on the role of Albury Wodonga within the region, and the two states, and how it can help deliver on Visit Victoria's (regional) and the Riverina Murray's objectives
- Demonstrable evidence of investment in the region, to attract more visitors and more visitor experiences
- Amplification of, and investment in, truly differentiating assets and experiences, including attraction of more paid product

# Our brand is born from what unites these audiences.



## Use of Albury Wodonga v's Visit Albury Wodonga

Our destination brand is 'Albury Wodonga'. This is the name of our place, representing the bringing together of our two cities. Our destination brand logo and identity is always visually expressed using the name 'Albury Wodonga'.

The following pages map out how we bring the 'Albury Wodonga' destination identity to life.

Our organisation is called 'Visit Albury Wodonga'. This separates us and our team, as the guardians and facilitators of Albury Wodonga as a destination, from the destination itself.

'Visit Albury Wodonga' is only ever written or spoken, not expressed in a logo format.

We only use this expression in the following three ways:

1. When we need to refer to the organisation as an entity, for example **“Visit Albury Wodonga is a partnership between AlburyCity and Wodonga Council.”**
2. As a call-to-action in collateral and campaigns ie inviting people to **'Visit Albury Wodonga'**
3. As our website address **www.visitalburywodonga.com** to establish our tourism role, and for search engine optimisation

Visit Albury Wodonga in written form

### Visit Albury Wodonga

- ⊗ Visit AlburyWodonga
- ⊗ Visit Albury-Wodonga

Destination in written form

### Albury Wodonga

- ⊗ AlburyWodonga
- ⊗ Albury-Wodonga

# Brand Platform Summary

## Our business

### Our organisation

Since we launched in 2014, Visit Albury Wodonga has successfully established Albury and Wodonga as one, vibrant, thriving destination. Tourism is vital to our two cities and one community, however, the way we are managing, growing and promoting this destination has changed organically over time as well as with a formal re-structure. This means evolving our proposition, promise and identity to make, and keep, our Albury Wodonga visitor brand fit for an even brighter future.

### Our destination objectives

Our Destination Management Plan commits us to growing the visitor economy by increasing length of stay, and increasing spend by introducing a stronger base of commissionable product. This means our brand needs to support us to attract more people, keep them with us for longer and help us show them our value. Our brand needs to move us from a great destination to a bucket list destination.

### Our competitive landscape

We have seen significant investment by our local competitors in recent years. From food and wine, to cycling and adventure sports, to progressive, culturally diverse regional towns, we have felt the pressure from our neighbours. Our brand must establish and celebrate our role and reputation as the leading city-style destination within our region - a must-do in our own right as well as the anchor for all the places and experiences for which our neighbours are renowned.

### Our audiences

We must give our visitors more reasons to visit more often, stay longer and spend more. To do this, we must engage and excite our local business and residents to become true advocates, hosts and guides. We also need to grow our business and events audiences, and convert them to leisure audiences too. We will attract more operators by continuously demonstrating that Albury Wodonga is a place where people want to come, stay and spend.

### Our role

We aggregate the Albury Wodonga visitor offer and experiences into a whole of destination proposition; facilitate development of, and investment in, our signature product, new operators and best-practice operations; and elevate and celebrate our city and region as an inspiring, enriching, must-visit destination.

## Albury Wodonga: where connection happens, naturally.

We are a natural meeting place in every way. For thousands of years, people have gathered, shared and celebrated at this special place in the foothills of the Alps and on the banks of the mighty Murray River. We have every kind of nature at our doorstep, so you can tackle the mountains, indulge your love of the water, or just breathe in the fresh air and relax. We are a place where unfiltered, uncomplicated, refreshing connections just happen, naturally.

### Nature for Everybody

Our natural assets are surprising, diverse, and seasonally stunning. From our lake, river and wetland water-based experiences, to our hill vistas and trails, and our leisurely, eye-catching parks and gardens, there is fresh air to breathe and beauty to behold for every kind of outdoorsy soul.

### An Easy Escape

Well-connected, well-facilitated and easy to get to and around, everyone who visits Albury Wodonga will enjoy enriching benefits of a progressive but laid-back country lifestyle, with activities, dining, accommodation and amenities of a cool, cosmopolitan city. It's easy to come here and easy to be here.

### Refreshing Connections

Our role as a place for meeting and connecting is embedded in the culture of our Traditional Custodians, and our migrant heritage. We help our people connect with the land and history, culture and the arts, and our warm and welcoming local communities. They will feel bonded to Albury Wodonga, fostering a desire to return again and again.

### Welcoming & Easygoing

### Surprising & Soulful

### Spirited & Creative

## Our brand

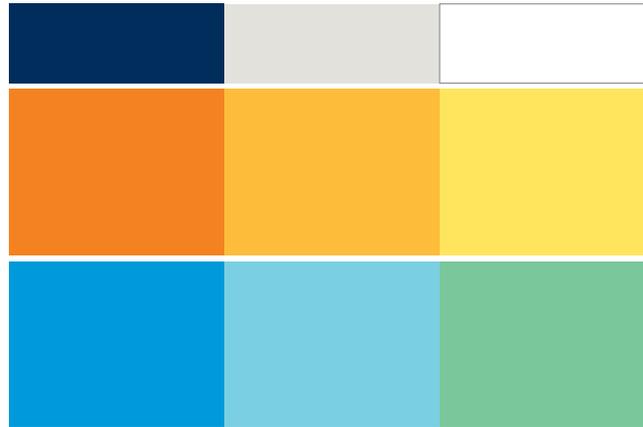
# 2. Visual Identity

# Toolkit Overview

## Brandmark



## Colour



## Typography

**Montserrat**  
**bold**  
**semibold**  
**medium**  
**light**

## Icons



## Photography



## Graphic System



## Master Brandmark

Our brandmark is a simple and modern type based logo.

The inline in the AW mark is a subtle nod to the Murray River which runs between Albury and Wodonga.



## Master Brandmark Horizontal

### Positive

The master brandmark should be used where possible for consistency. Use the positive version of our brandmark in Storm Blue.

### Reversed

The reversed brandmark is used when the AW logo has to be seen on a dark background. We use white as the light colour for maximum contrast and standout.

Master Brandmark Horizontal - Positive



Master Brandmark Horizontal - Reversed



## Master Brandmark Vertical

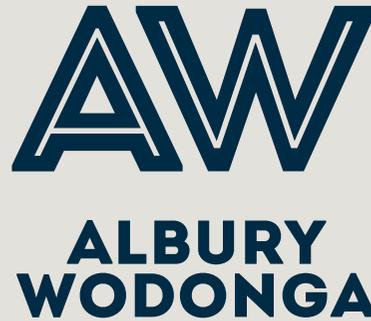
### Brandmark Vertical

The master brandmark horizontal should be used in most cases, however there will be times when a vertical lock up is needed.

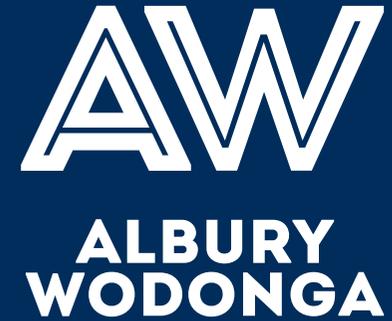
### Monogram – limited use

The AW monogram is used occasionally in applications where it appears within a branded environment, such as social media to watermark an image.

Brandmark Vertical



Brandmark Vertical - Reversed



Monogram Limited Use



Monogram Limited Use - Reversed



## Master Brandmark Black & White

We have a suite of black and white logos to be used when the use of colour is limited to just black and / or white.

These logos follow the same rules as their full colour versions.

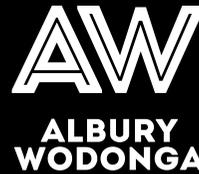
B/W Brandmark Horizontal



B/W Brandmark Horizontal



B/W Brandmark Vertical



B/W Brandmark Vertical



B/W Monogram - Limited Use



B/W Monogram - Limited Use



## Clear space & Minimum Size

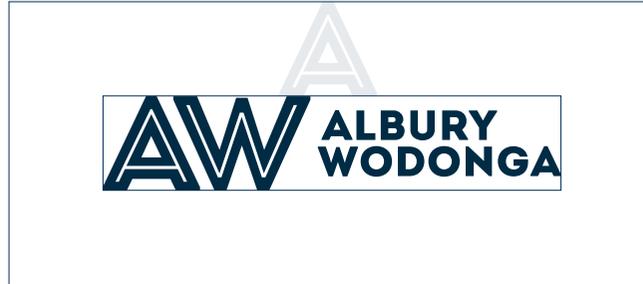
### Clear space

To ensure that our brandmark always looks its best, please respect the clear space which has been included in the supplied brandmark suite.

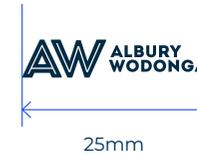
### Minimum size

A minimum size exists to ensure legibility of the AW brandmark in both print and digital spaces.

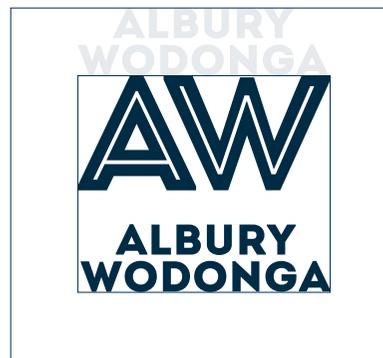
The clear space of the master brandmark is the A from the AW Monogram.



The minimum size for the master brandmark is 25mm.



The clear space of the brandmark vertical is the wordmark from the logo.



Minimum size for the brandmark vertical is 25mm wide for print or 95px wide for screen.



Minimum size for the monogram is 8mm wide for print or 30px wide for screen. Exception applies for use on social media/favicons.



# Brandmark Do's & Dont's

## Do's

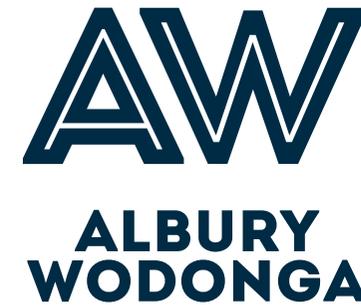
The AW Brandmark should be applied consistently across all applications. For this reason, only use supplied master artwork files when creating artwork and adhere to the clear space and minimum size specified within this document.

## Dont's

Don't alter the brandmark in any way. Always follow the brand guidelines when using the brandmark files.

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## Do's



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## Don'ts



Do not rotate the brandmark



Do not alter the lock-up in anyway



Do not deconstruct, remove or alter any component of the brandmark



Do not change the colour of the brandmark, it should always be Storm Blue or Cloud Grey



Do not place the brandmark over a busy background

# Colour

The palette heroes our deep connection to the land.

The palette is broken up into Sky, land and water colours and are taken from the environment around us. Our logo and text is always in Storm Blue for consistency and legibility. On dark colours our logo can also be used in Cloud Grey.

When using our colours for a layout we can use the three colours from either the land or water palette and in special use the land and water palettes can be mixed.

<b>Storm Blue</b>	Pantone: 295 CMYK: 100/69/8/54 RGB: 0/40/85 Hex: 002855	<b>Cloud Grey</b>	Pantone: Warm Grey 1 CMYK: 3/3/6/7 RGB: 215/210/203 Hex: d7d2cb	<b>White</b>	Pantone: N/A CMYK: 0/0/0/0 RGB: 255/255/255 Hex: ffffff
-------------------	--	-------------------	--	--------------	--

<b>Autumn Orange</b>	<b>Golden Earth</b>	<b>Sunrise Yellow</b>
Pantone: 151 CMYK: 0/60/100/0 RGB: 255/130/0 Hex: ff8200	Pantone: 136 CMYK 0/28/87/0 RGB 255/191/63 Hex: ffbf3f	Pantone: 128 CMYK 0/7/75/0 RGB: 243/213/78 Hex: f3d54e

<b>Deep Blue</b>	<b>Shallow Blue</b>	<b>Rapid Green</b>
Pantone: 2925 CMYK: 85/21/0/0 RGB: 0/156/222 Hex: 009cde	Pantone: 630 CMYK: 48/0/10/0 RGB: 119/197/213 Hex: 77c5d5	Pantone: 346 CMYK: 53/0/51/0 RGB: 113/204/152 Hex: 71cc97

## Using our colour



Dark blue is used for contrast on text, it never appears as a large area of colour keeping the overall aesthetic light and bright



The logo is always used in dark blue or white



Each colour can act as hero, giving the brand further flexibility



We can combine colours to create 'warm' combinations



We can combine colours to create 'cool' combinations



We can mix colours together giving the brand flexibility

## Typography

### A dynamic and modern typeface

We use Montserrat which is a modern and sophisticated typeface.

Montserrat is a google font and is available to download for free here: <https://fonts.google.com/specimen/Montserrat?query=mon#standard-styles>

### Using system typefaces when the brand typefaces are not available

Email communications, Word and PowerPoint documents do not require the use of our brand typefaces. These applications use system typefaces that are universally available across all computers.

Use Helvetica (on Mac) or Arial (on PC)

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### Typeface

**Montserrat  
is our brand  
typeface.**

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### Weights

**Bold**  
**Semibold**  
**Medium**  
Light

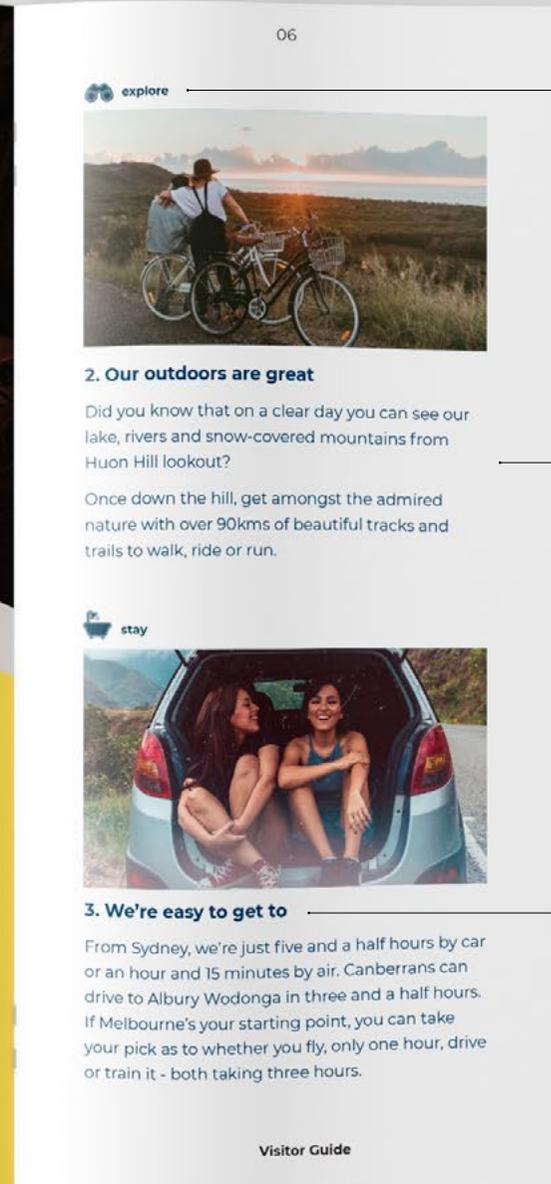
# Using our typefaces

Our text is always used in Storm Blue or white which provides good contrast for legibility.



**Heading**

Montserrat Bold  
Size 17 pt  
Leading 18  
Kerning 0



**Icon text**

Montserrat Bold  
Size 6 pt  
Leading n/a  
Kerning 0

**Body copy**

Montserrat Regular  
Size 8 pt  
Leading 10  
Kerning 0

**Sub heading**

Montserrat Bold  
Size 9 pt  
Leading 11  
Kerning 0

# Accessibility guide

## Optimal type sizes for print

To ensure optimal legibility and accessibility, please refer to the adjacent chart for guidance on minimum point sizes for each of our typefaces.

For body copy, we use a minimum of 8pt Montserrat on 11pt leading to achieve optimal legibility.

Follow the text colour guide shown adjacent.

✓ Heading 14pt+

✓ Body copy 8pt

## Photography

Photography heroes the energy and rich diversity of the area. This approach allows Albury Wodonga to highlight its unique offering and position to people outside the region.

When choosing imagery we should make sure they align to our brand pillars. Nature for Everybody, An Easy Escape and Refreshing Connections, this will help maintain a consistent theme throughout the imagery.

Depending on the communication, people can be shown interacting with each other or with the environment, in the vast array of different experiences Albury Wodonga has to offer.

People should always be shown in a natural way going about their life, images should never feel fake or overly photoshopped.



# Icons

The icons in our design system play a crucial role around information navigation. They provide a quick reference visual for people to instantly find information they are after.

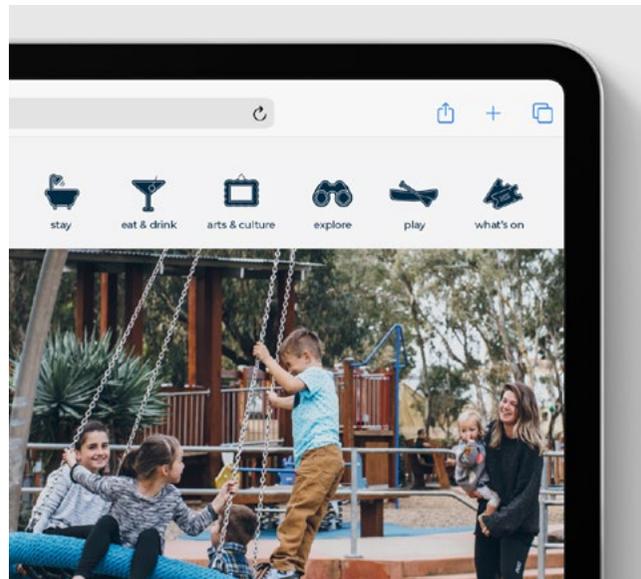
This becomes important when people are faced with a lot of different information such as in an eDM, brochure or on the website.

The icons always appear in Storm Blue, the only exception is when we badge on social media.

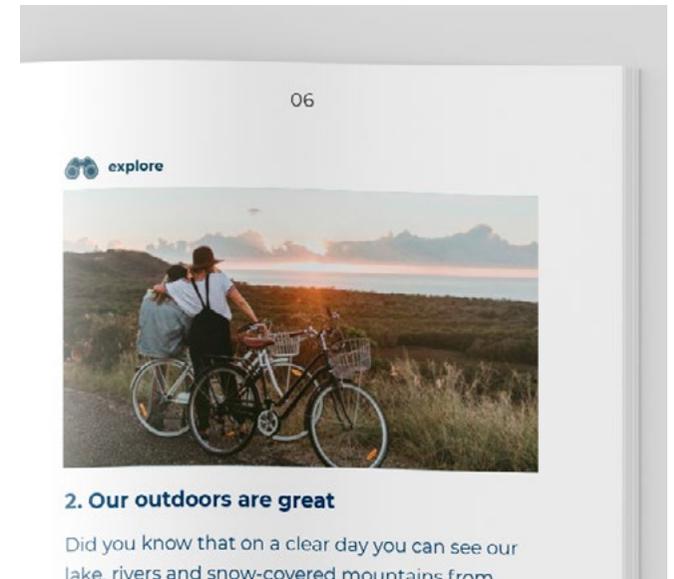
## Icon suite

-  stay
-  eat & drink
-  arts & culture
-  explore
-  play
-  what's on
-  plan your trip

### 1. Navigation on website

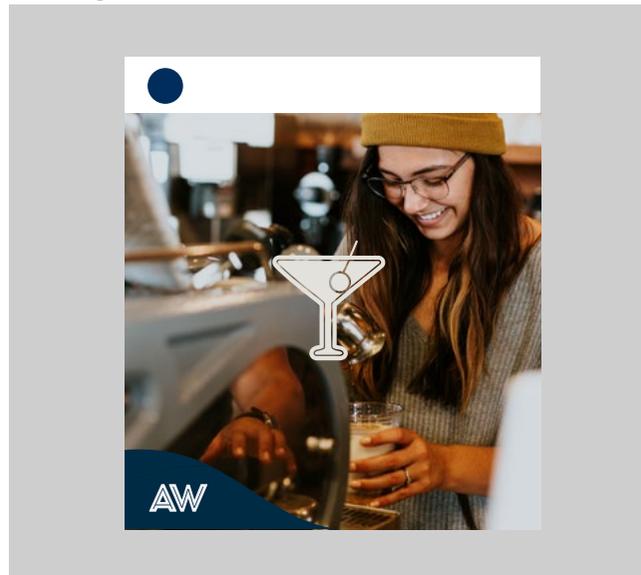


### 2. Navigation in brochures

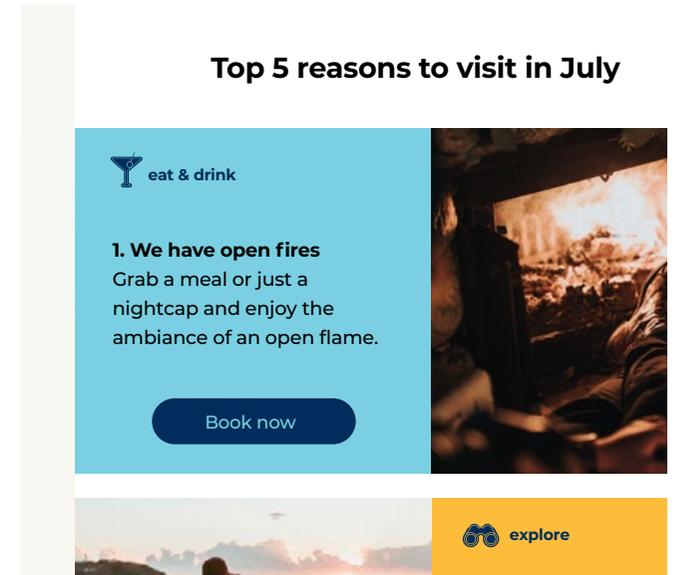


### 3. 'Badging' on social media (the only instance when we use colour)

Badging can be applied over an image or block colour tile



### 4. Navigation on eDM



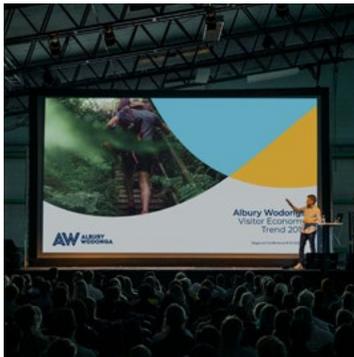
# Graphic device

Our dynamic graphic device is heavily influenced by our close relationship with the Murray River and our connection to the landscape. It's a unique element in our brand toolkit that ties all our other brand elements together.



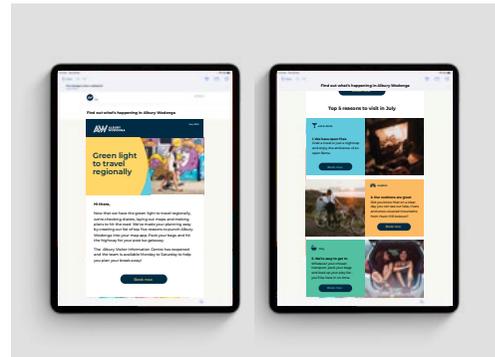
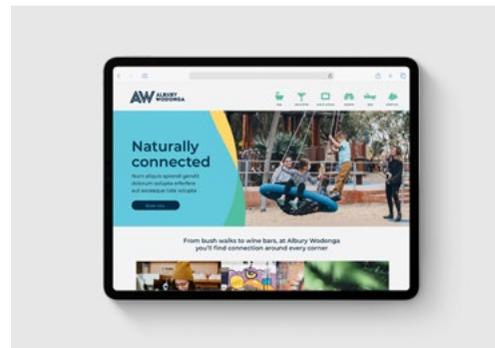
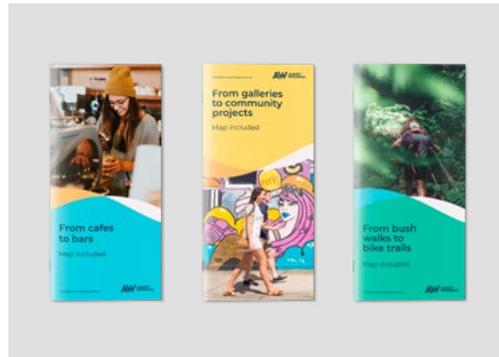
## Graphic system is hero (no imagery)

up to 4 colours can be used



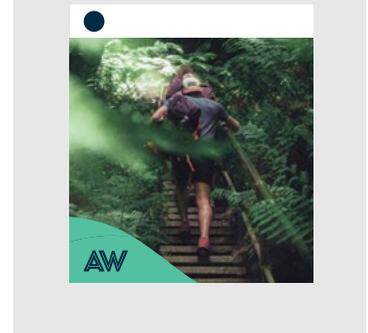
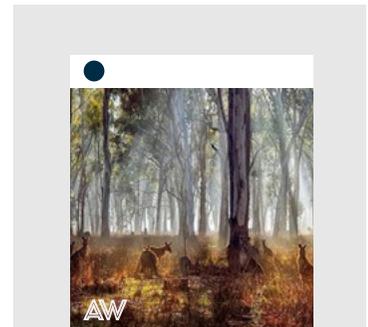
## Graphic system with imagery

3 colours are used



## Graphic system with logo only

1 colour is used



### Application examples:

- Corporate brochures
- Corporate presentations
- City Flags

### Application examples:

- Posters and signs
- Website
- Newsletters & eDM's
- Promotional Brochures

### Digital world

Once inside our brand world, colour can be used as solid blocks as shown on the eDM example, (ensuring the organic shapes are not overused) and providing differentiation between content.

### Application examples:

- Social media tiles
- Web banners
- end frame on web banners

# Layout Portrait

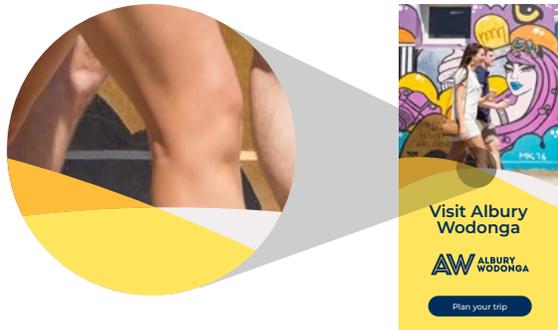
Using our graphic device we can create dynamic layouts that cater for any amount of information.

The graphic device can hold imagery and it can be scaled to have either large or small areas of colour.

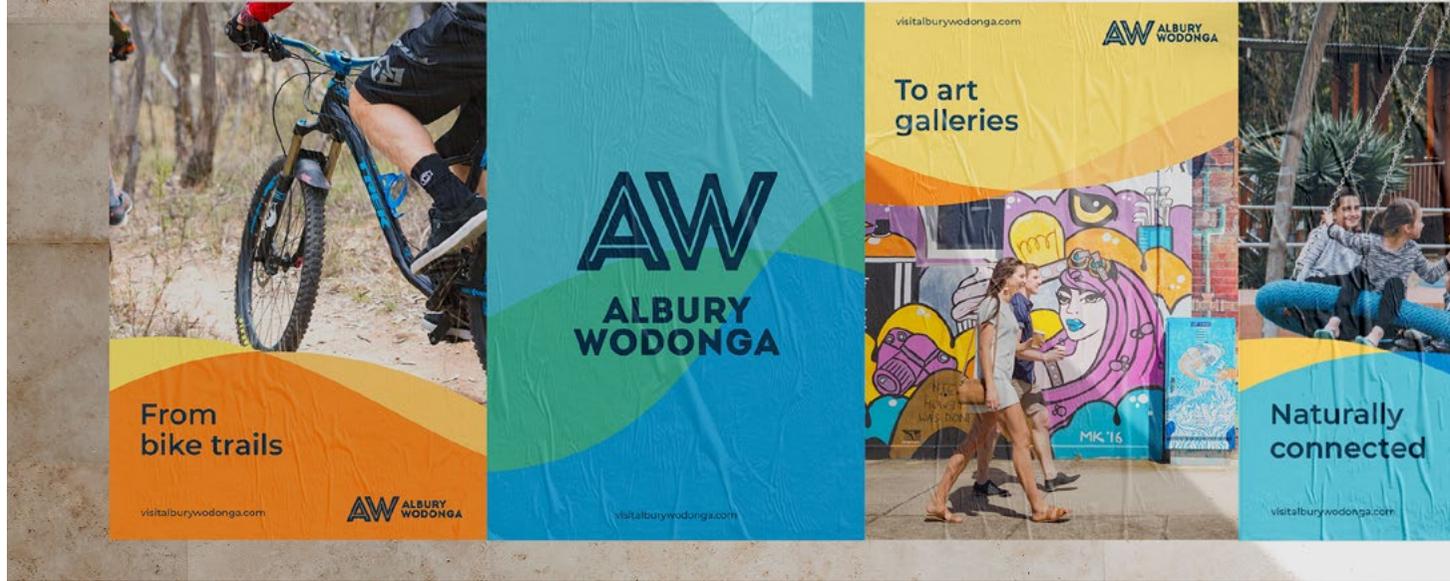
Imagery can be housed either at the top or the bottom and in some limited cases it can house two images.

Where imagery isn't appropriate or wouldn't reproduce well due to printing specs the graphic device can be used just with the logo and type.

**Please note:** The intersection of the graphic device is intended to be an exact four point connection.



## Posters



Brochure (1 image)



Brochure (2 image)



DL covers



Online advert



Flags



# Layout Portrait

We have a large range of portrait templates that will fit any range of information with or without imagery.

DL - Image bottom



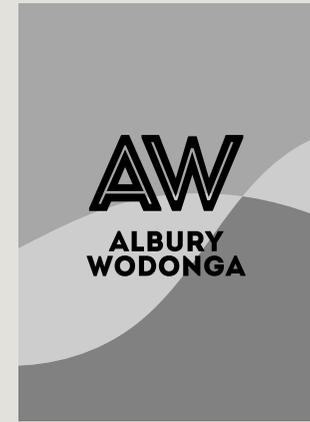
DL - type 1



A4 - Image top



A4 - Type



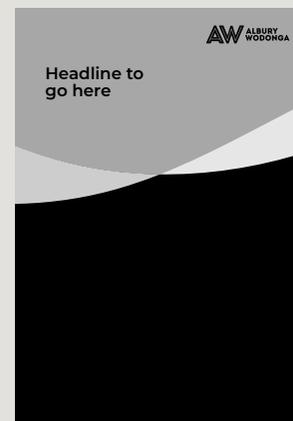
DL - Image top



DL - type 2



A4 - Image bottom



A4 - Type



# Layout Landscape

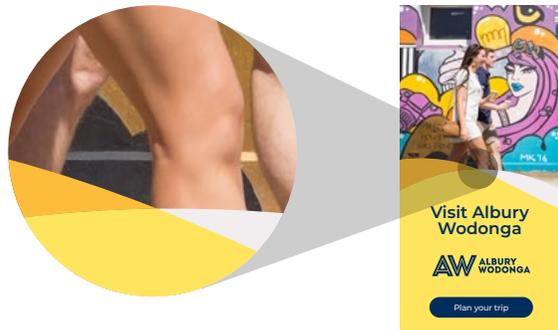
Using our graphic device we can create dynamic layouts that cater for any amount of information.

The graphic device can hold imagery and it can be scaled to have either large or small areas of colour.

Imagery can be housed either on the left or right depending on what looks best.

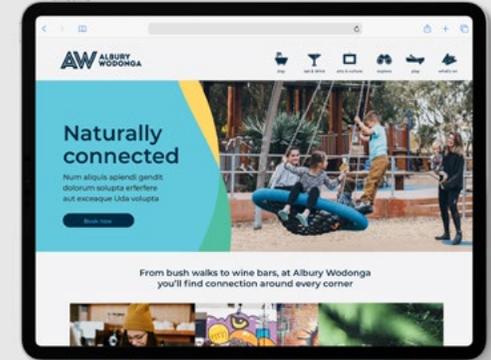
Where imagery isn't appropriate or wouldn't reproduce well due to printing specs the graphic device can be used just with the logo and type.

**Please note:** The intersection of the graphic device is intended to be an exact four point connection.

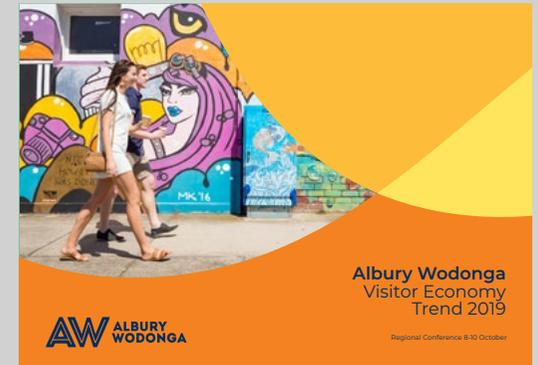


Presentation slide

Web banner



A4 cover



End frame

Online advert



# Layout Landscape

We have a large range of landscape templates that will fit any range of information with or without imagery.

Banner - image right



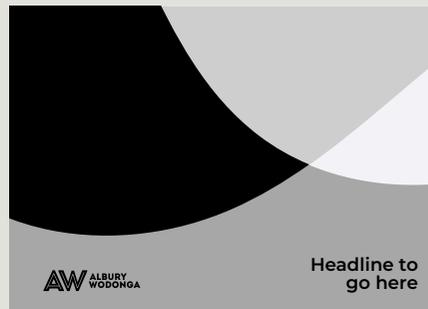
Banner - image left



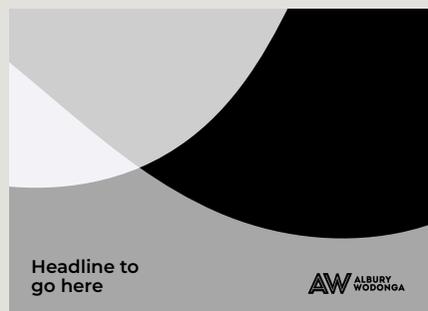
Banner - type



A4 - image left



A4 - image right



Presentation slide - image



Presentation slide - text



These templates only work in a branded environment, such as on the website or social media.

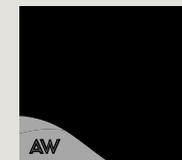
Banner - image



Banner - text



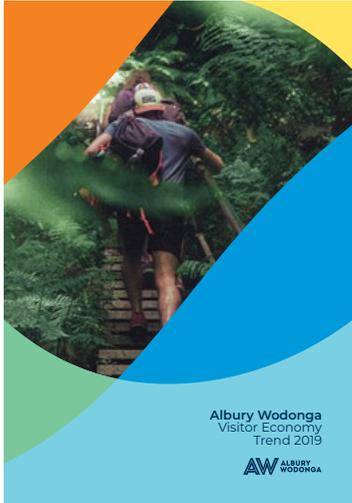
Social - image



Social - text



# Layout Dont's



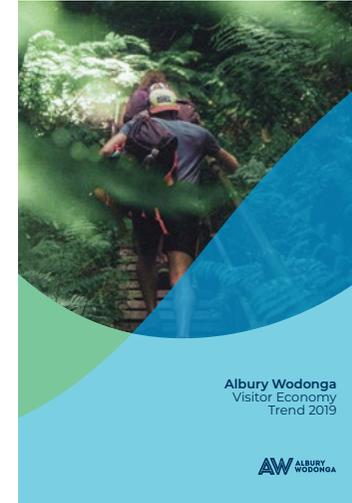
## DO NOT

add more graphic devices than are provided in the templates.



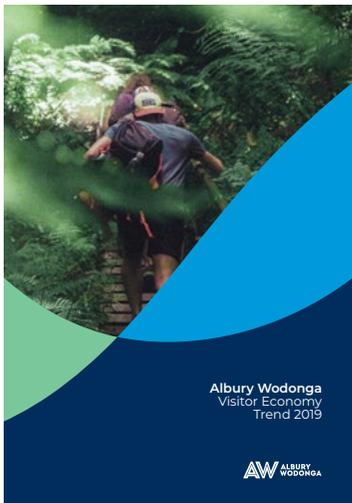
## DO NOT

place text in the intersection of colour where it will be difficult to read



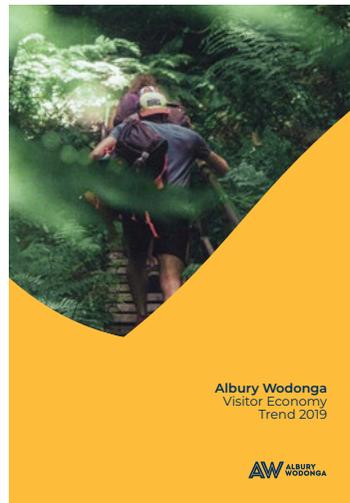
## DO NOT

use opacity or multiply the parts of the graphic device.



## DO NOT

use the Storm Blue as a flood of colour.



## DO NOT

combine the graphic device into one solid shape.

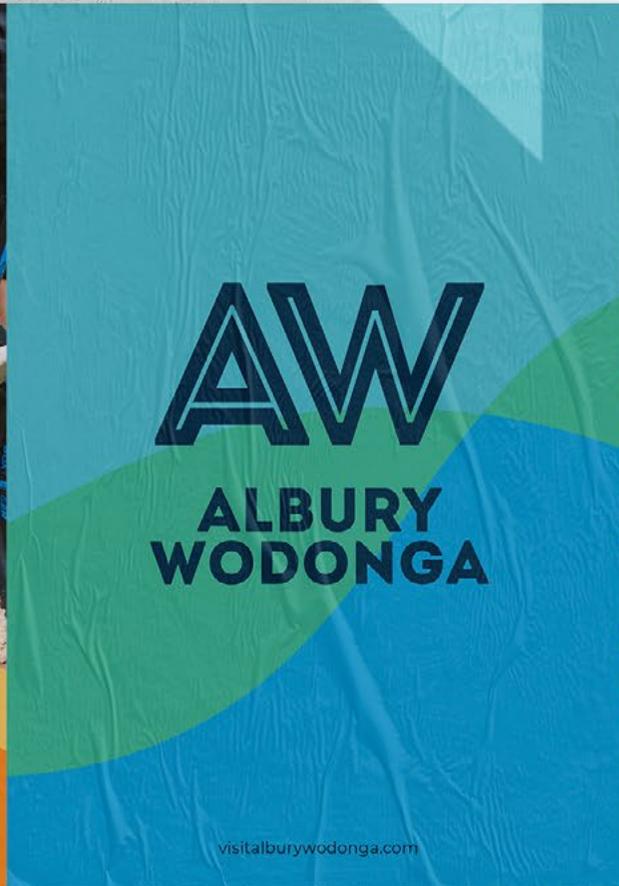


## DO NOT

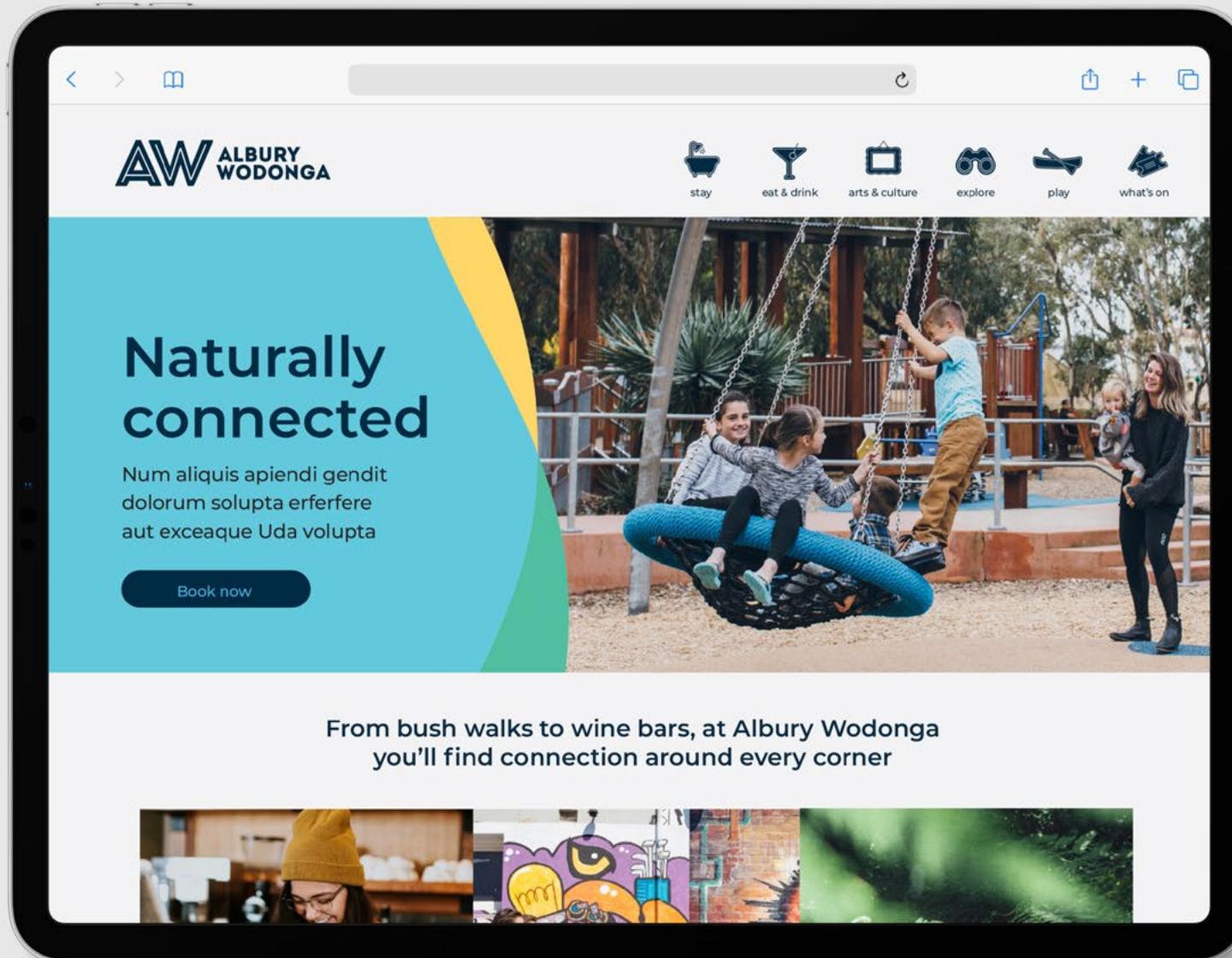
pull the text and logo out of the graphic device and place it on the image.

# 3. Bringing the Brand to Life

# Posters



# Website



## A4 Brochure

One image

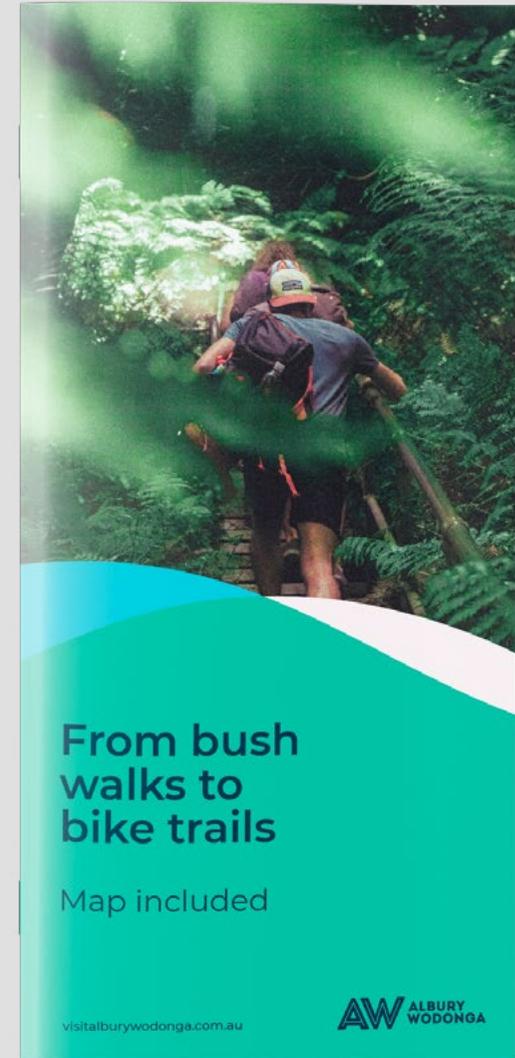
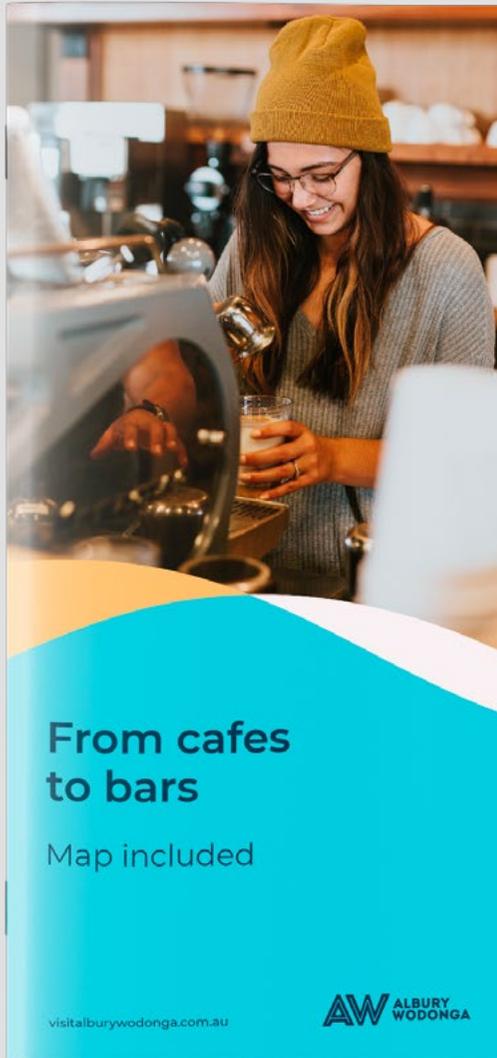


## A4 Brochure

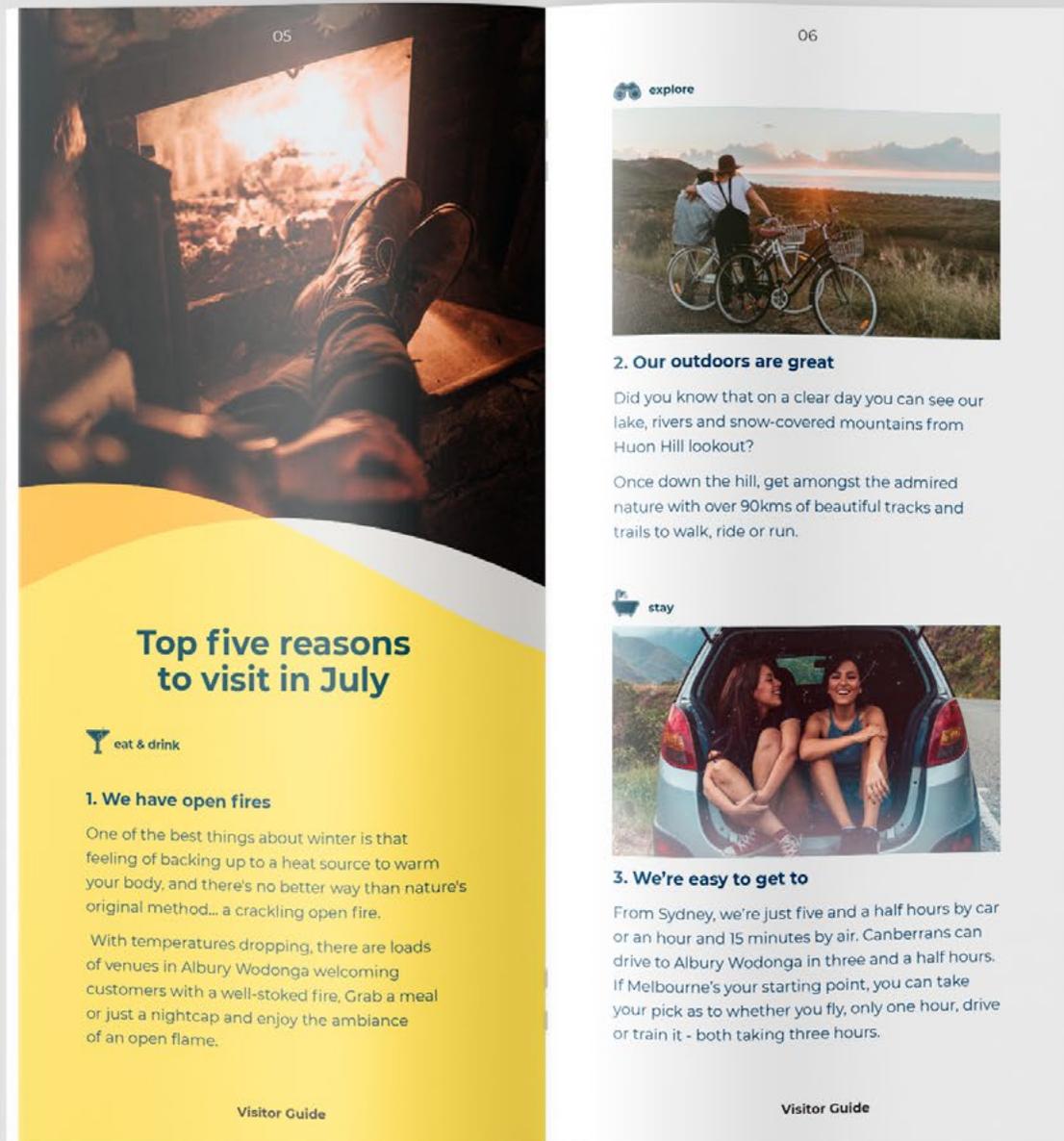
Two images

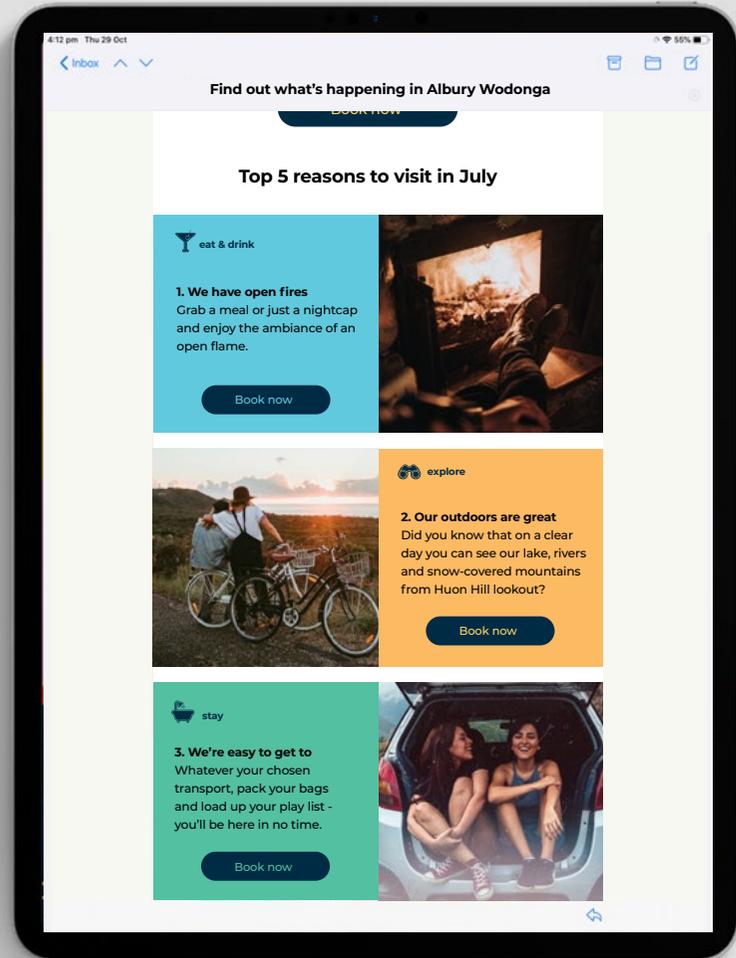
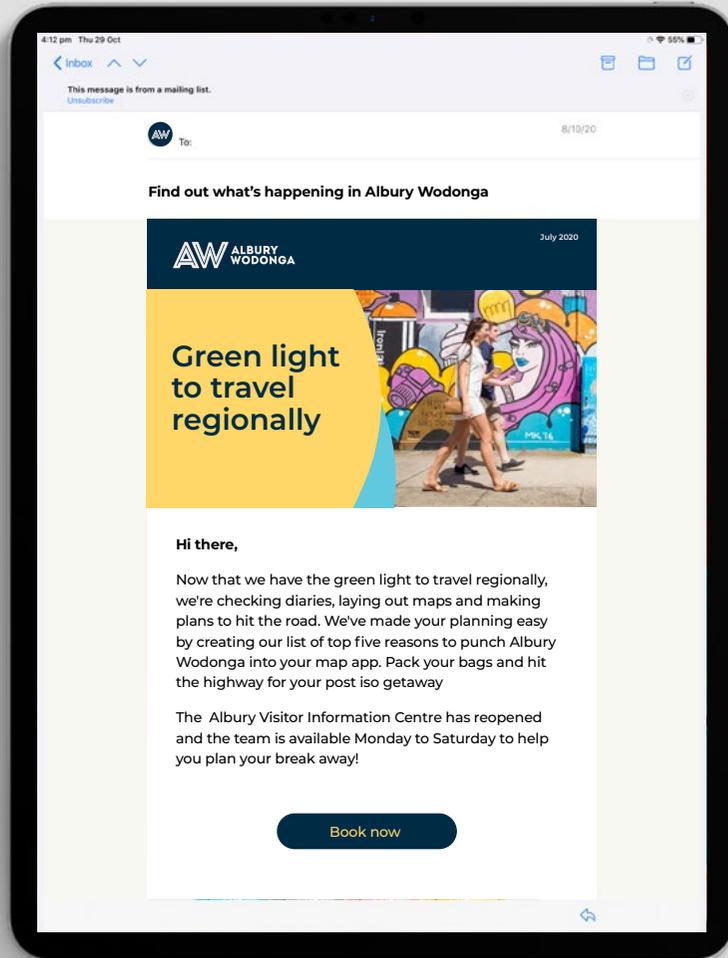


## DL Brochure



# DL Brochure Spread

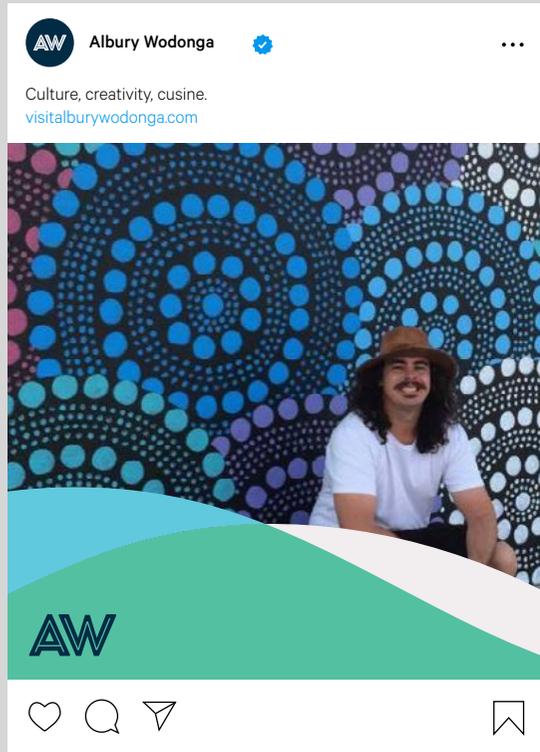




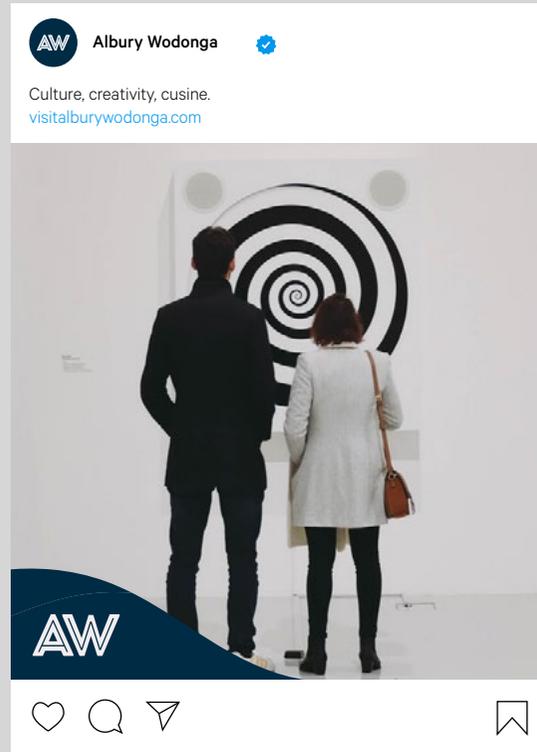
# Marketing Campaign

## Social Media

Social ad - Culture



Social ad - Creativity

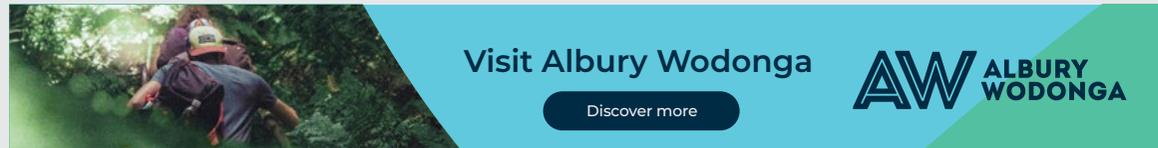


Social Ad - Cuisine



# Marketing Campaign

## Banner Advertising



# Marketing Campaign

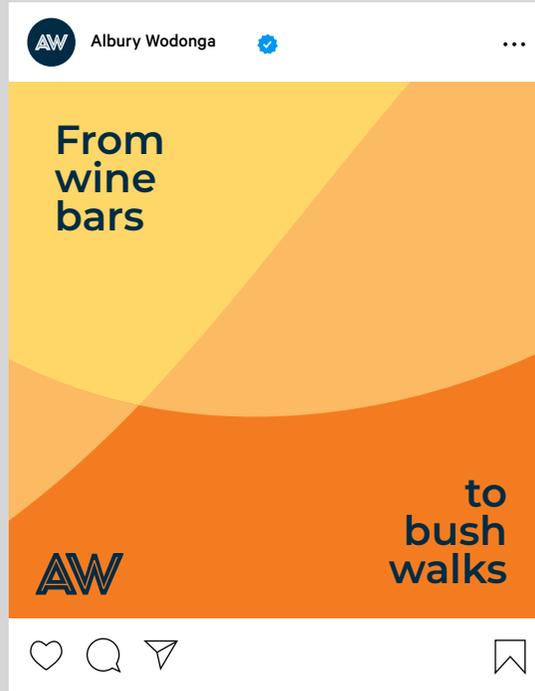
Outdoor Advertising

What's  
on in your  
neighbourhood  
tonight?

[visitalburywodonga.com](http://visitalburywodonga.com)

**AW** ALBURY  
WODONGA

# Social Media



# End Frame

End frame - with graphic



End frame - with image



# Flags



# Stationery



