

Branding Guidelines

Everything you need to know about
the Goulburn Australia brand.



GOULBURN
Australia



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Introduction

ABOUT THIS GUIDE

This document provides guidelines for use of the Goulburn Australia brand and brand elements (photographs, messages, logo, etc). These elements are required to replace any instances/applications of the former 'Right Now In Goulburn' branding, effective immediately.

Following these guidelines when using the brand elements will help ensure uniformly consistent applications and brand integrity.

With all areas of the Goulburn Mulwaree community working together to help spread our message far and wide, a positive image of the Goulburn Mulwaree area as a great place to visit, live, work and invest will become prominent.

WHY USE THE GOULBURN AUSTRALIA BRAND?

The brand has been created for use by all local businesses and industry groups to complement their own branding, and to help spread the word about the many benefits of visiting, living, working and investing in Goulburn Australia.

The wording 'Goulburn Australia' represents a global outlook and was chosen to emphasise and communicate the confident, progressive and ambitious attitude within our City.

It was created to locate our region firmly on the map as a desirable location, outward looking, forward thinking and part of the wider world.

Goulburn Australia will also remind local customers that your business is part of their community - a community that must support local enterprise.

HOW TO USE THE GOULBURN AUSTRALIA BRAND

Enclosed in your Branding Kit is a USB which contains the Goulburn Australia logo in various file formats, as well as a soft copy of these Branding Guidelines which may be needed by design and printing companies.

The main requirement for use of the logo is that it must not be altered or changed. This includes never changing the colours, dimensions or shape.

A series of high quality Goulburn Australia photographs are also available for use by businesses utilising the logo.

For advice on using this logo and other brand elements to your best advantage, please contact Council's Marketing Team on (02) 4823 4492. It would be appreciated if copies of published material featuring the brand could be emailed to info@goulburnaustralia.com.au so it can be noted for the brand's records and ongoing management.

Suggested uses for the Goulburn Australia brand:

- Include an image banner in your email signature
- Use the logo on your letterhead to complement your own logo
- Use the logo on your website as a clickable link to the website goulburnaustralia.com.au

By uniting under the Goulburn Australia brand, our business community will help spread the word about our City being a great place to visit, live, work and invest.

Vision

To ensure the Goulburn region is an appealing destination for visitors and to attract new residents and business investment to the area.

The thinking behind the brand

Representing the Goulburn region and its surroundings, the logo incorporates a landscape icon, and text “Goulburn Australia.”

The words *Goulburn Australia* encompass the Goulburn region’s towns and villages while placing emphasis on the international scope for the brand.

Together, these elements convey respect for Goulburn’s history but also showing movement towards an exciting future.

Respect for history and movement towards an exciting future.

The logo

The Goulburn Australia logo has been designed to work in one orientation. There is no inline version of the logo and it must not be altered or recreated in any way.



Variations of the logo



Incorrect use of the logo



X Do not reproduce in another colour other than what is specified in this document.



X Do not stretch



X Do not rotate



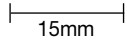
X Do not change to an outline



X Do not reproduce as a tint or a shade

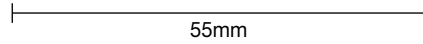
Minimum and standard sizes

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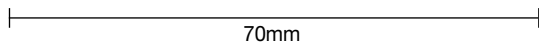
Minimum size

GOULBURN
Australia



Standard A4 size

GOULBURN
Australia



Standard A3 size

Minimum clear space

The logo should not appear too close to the edge of a document. The minimum distance to edge is equal to the width of the “G”.



When to use each file format

The preference for designers should be the EPS file type as this is the most versatile format and widely compatible with all design software.

- For screen preview or when an EPS is not compatible, the JPG files should be suitable for desktop publishing applications such as Microsoft Word and Microsoft Powerpoint.
- Care must be taken when re-sizing the JPG images in these applications to ensure that they are scaled proportionately.
- JPG files may also be suitable for internet design, but the quality may be compromised when scaled from the original.
- Please discuss with your designer when deciding to use the RGB or CMYK version of the logo. The first step is to determine what the output will be for the logo. If the output will be on a computer monitor (websites, online, email) use the RGB file. If the logo is being printed (flyers, banners, invitations) CMYK is usually the standard. Using the incorrect file type will result in the colours being incorrect, as shown below:



EXAMPLE OF CMYK, EPS VERSION
TYPICALLY USED FOR PRINT



EXAMPLE OF RGB, JPG VERSION
TYPICALLY USED ONLINE

Primary colour palette



Grey 85% BLACK

C=0, M=0, Y=0, K=85

R=77, G=77, B=79

Secondary colour palette

The options listed below are the preferred colours to use when preparing documents, brochures, ads, promotional materials, etc.



Blue PANTONE 288 U

C=86, M=72, Y=22, K=6

R=61, G=85, B=136



Teal PANTONE 7473 U

C=65, M=19, Y=42, K=0

R=95, G=165, B=156



Black 100% BLACK

C=0, M=0, Y=0, K=100

R=0, G=0, B=0

Typefaces

For all headlines and level 1 information:

LEAGUE GOTHIC REGULAR

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

All level 2 information (caps) and body copy:

HELVETICA NEUE 55 ROMAN

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Collateral and signage

It's important to remember that these guidelines must apply to everything we do, including shopfront signage (e.g. retail, brochure racks, merchandise signs, etc). This also applies to other signage developed for external promotional purposes (e.g. shows and expos).

Imagery

Ensuring a little thought and planning goes into selecting the background, setting and content of photos can make a world of difference to the message and image communicated by a single photograph.

Images should:

- Have an emotional connection
- Be applied in full colour
- Not have any borders or frames
- When using multiple images - be placed in a 'cluster' formation, with approximately 4mm of white space between each edge (see examples on top right)
- When using a single image - comprise of some clear space, so that a tagline can be easily positioned on top (see examples on right)
- Evoke positive feelings and focus on representing Goulburn Australia's 'attractors' (e.g. quality attractions, events, facilities, accommodation, etc.)
- Be inspiring
- Have unique, iconic or distinguishable features
- Be clear, sharp, professional quality images instead of under or over exposed, out of focus, amateur images
- Have context and sense of place
- Credit the photographer only where required



The rationale behind the tagline

- ‘Country Life’ speaks to the desirable country lifestyle that people crave and want to escape to.
- ‘City heartbeat’ refers to the energy of a city, and the services/benefits that a city offers and that you will not need to forego.
- ‘City heartbeat’ also refers to the proximity of Goulburn in the middle (heart) of two major cities.
- ‘Heartbeat’ also refers to the emotional connection people have to Goulburn.

More information

These Branding Guidelines are produced and maintained by Council’s Marketing and Events Team. Updated October, 2020.

For more information on the Goulburn Australia brand please contact Council’s Team Leader Marketing, Bec O’Neill, on (02) 4823 4492.




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