The Mackay Region

Style Guidelines

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How To Use The Guide

The purpose of this guide is to ensure that the visual direction of The Mackay Region brand is maintained to the highest standard. The integrity of the brand relies strongly on the consistent and accurate application of its visual material across all mediums.

The aim of this document is to make it as easy and convenient as possible for you to promote the '**The Mackay Region. Nature. Reserved.**' brand in your market. It should give you independence and flexibility, so you can appoint designers to do everything from make simple amendments to reproducing work locally. All design files and templates can be accessed at www.teq.queensland.com/branddepot.

About the Guide

The guide can be used to simply identify an appropriate logo for an application, to familiarise oneself with the new look or as a definitive guide for designers when producing brochures, advertising, publications and other design work on behalf of Tourism and Events Queensland and Mackay Tourism Limited. The guide is broken up into sections that outline the various components of the brand. The first section gives an outline of The Mackay Region brand, its meaning and key objectives.

The following sections give more detail into key elements used to represent The Mackay Region brand including our logo, brand colours, fonts, tone of voice, visual treatment and supporting graphics including the filmstrip device.

Correct use of these The Mackay Region brand elements is a critical area for design creators producing advertising and print material on behalf of Tourism and Events Queensland and Mackay Tourism Limited. All visual brand elements are displayed in example layouts, along with information on how to use each element appropriately.

The Visual Overview section also showcases the refreshing new look and feel for Mackay in its best practice applications.

Artwork is available in a number of file formats. To access these files visit BrandDepot www.**teq.queensland.com/branddepot** or contact BrandDepot Coordinator (details on pg. 47).

How To Use The Guide

Key Users of the Guide

Tourism and Events Queensland and Mackay Tourism Limited Staff

- To familiarise themselves with The Mackay Region brand look and feel
- To ensure all visual communication fits within the Brand Style Guidelines
- To work collaboratively with contractors and suppliers to ensure Brand Style Guidelines are understood and adhered to
- To identify appropriate logos and support files for industry partners

Advertising Agencies/Designers

- To ensure Brand Style Guidelines are adhered to and to source appropriate digital artwork files to produce material on behalf of Tourism and Events Queensland and its partners

Industry Partners, Government Bodies and Sponsorship Partners

- To assess appropriate logo use in marketing and corporate material

Summary of Rules

1. Brand logos MUST NOT be digitally altered, adapted or changed in any way whatsoever and must retain
   their original colours and proportions, i.e. logos must not be distorted or stretched in any way.
2. Original artwork must be used at all times when creating design, advertising and promotional material.
3. All design work must utilise only Mackay Tourism Limited design elements (logo, brand colours, fonts, tone of voice, visual treatment and supporting graphics including the filmstrip device). Any exceptions or requests otherwise must be directed to the Mackay Marketing Manager.
4. All design, advertising and promotional material must be sighted before any distribution and in some cases must be approved by the Mackay Marketing Manager (pg. 49) prior to using.

Further Information

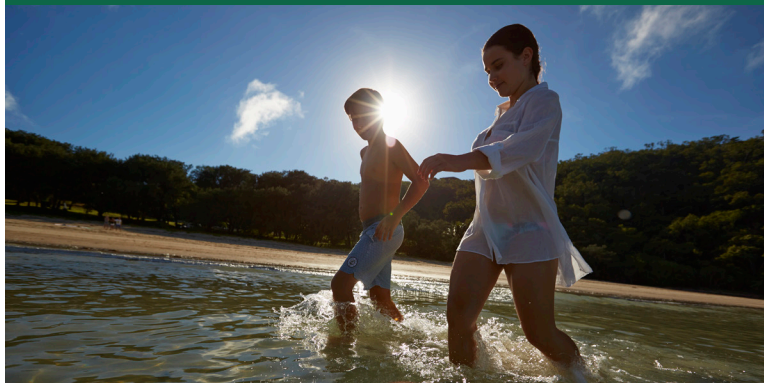
Mackay Marketing Manager should be contacted in regard to specialised applications or for any questions regarding the use of The Mackay Region Brand elements. Phone: +61 7 3535 5484

1. The Mackay Region Brand

1.1 The Global Brand Platform

Tourism and Events Queensland worked closely with Mackay Tourism Limited and industry to conceive Mackay's new brand **The Mackay Region. Nature. Reserved.** This new brand has been designed to fit within the broader Queensland brand family framework.

On the national stage, Queensland defines and encapsulates the BEST of Australia's signature experiences.



1.2 The Mackay Region Brand

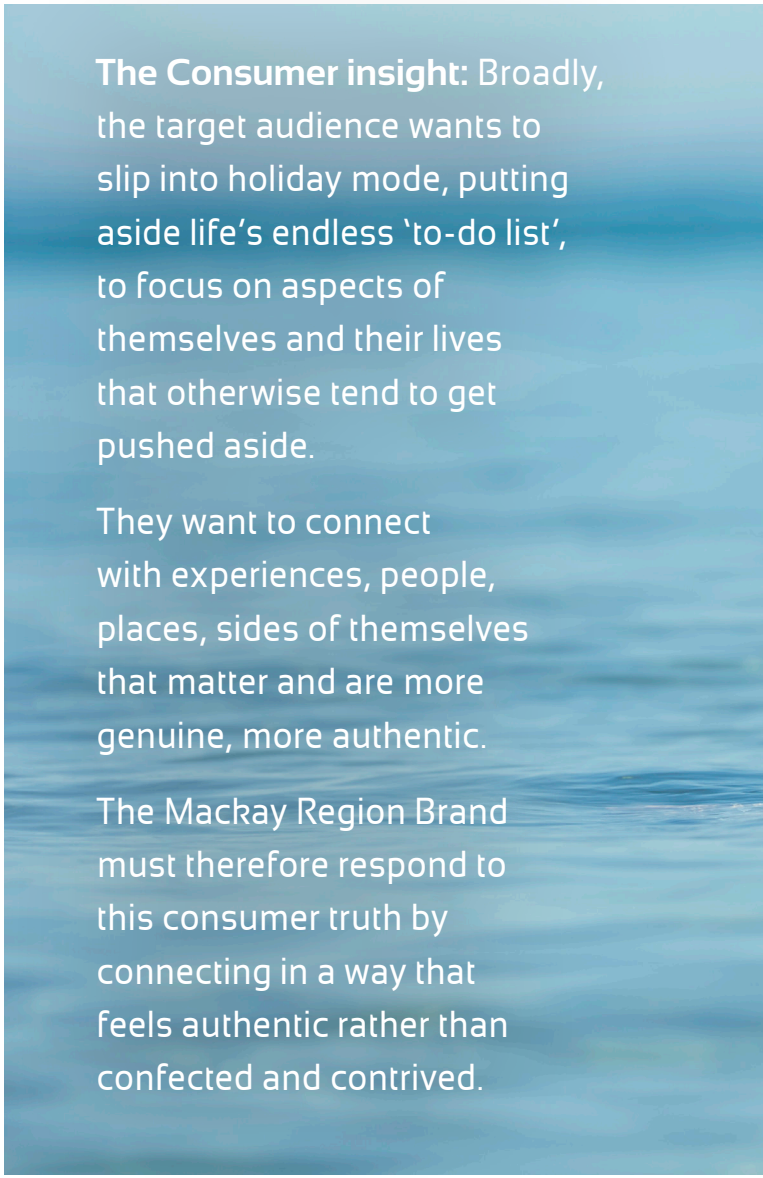
The Mackay Region Brand Story

Mackay has a unique and captivating story to tell. It defines and expresses the core truth about who we are and drives our interactions with our visitors.

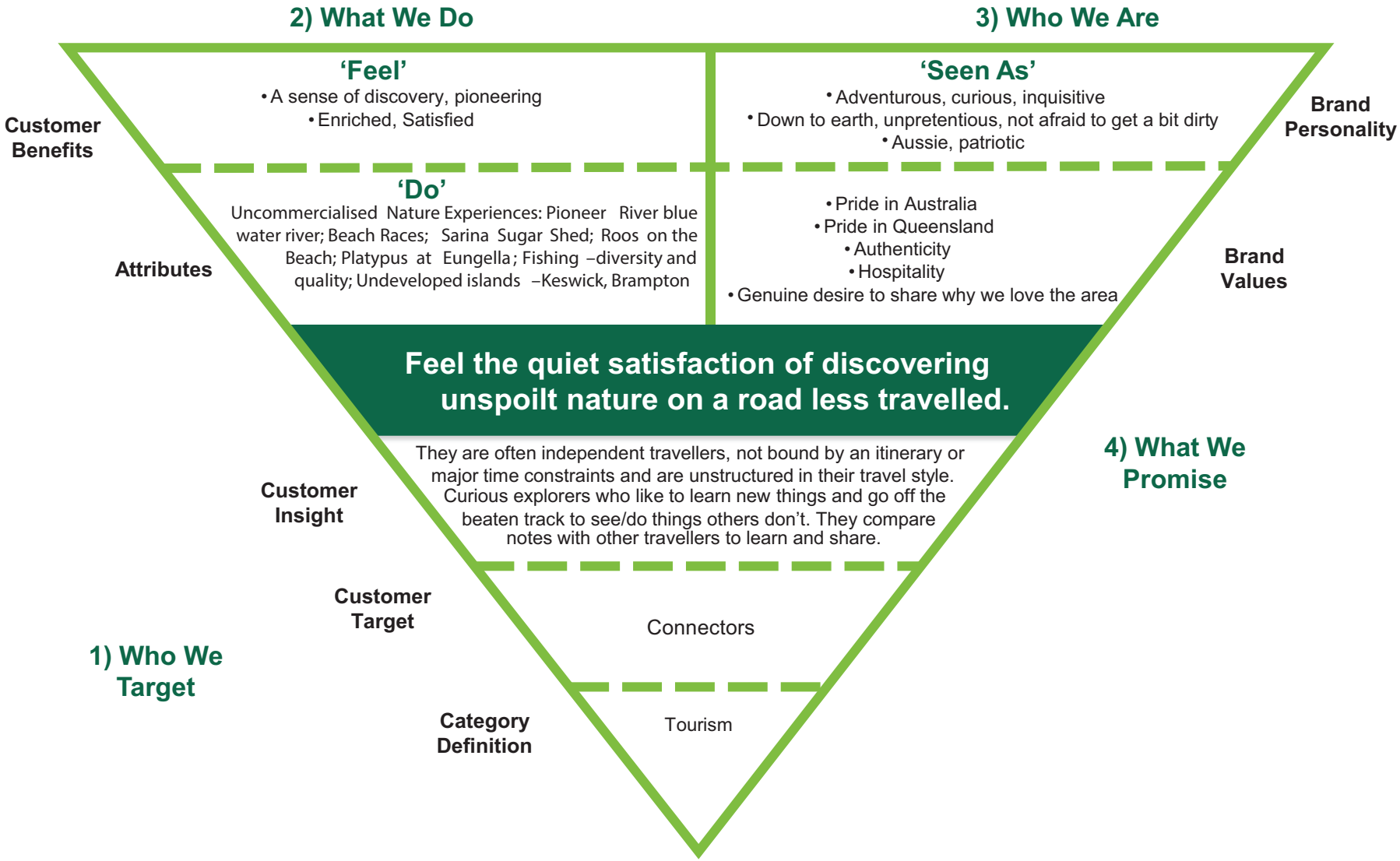
Nature. Reserved for you, and for those who seek out life's quieter corners. If you appreciate the beauty of unspoiled nature, you'll love exploring a region where many of the hero experiences are natural attractions.

Platys pop up to say hi. Whales pass by on their travels. And wallabies will happily share their strip of sand. Just don't be in too much of a hurry to see these marvels, because you might miss out on Mackay.

Our city has unique charms of its own, and offers the perfect gateway to explore the natural wonders that await you.



1.3 Brand Summary



Brand Positioning

The Mackay Region gives you access to a natural paradise. It's a place where you can feel the quiet satisfaction of discovering unspoilt nature on a road less travelled.

The Mackay Region. Nature. Reserved. positions Mackay as a special destination that offers a 'front row seat' to some of the world's most spectacular natural wonders.

The brand articulates the unique offering of The Mackay Region, and appeals especially to those seeking an extraordinary experience 'off the beaten track'. The brand position also intimates a communion between oneself and the natural world that feels centred, authentic, and grounded. Nature isn't just a background to one's experience of The Mackay Region, it's entwined with it.

The target market are those who seek an uncrowded, pioneering experience as distinct from 'cookie-cutter' holiday destinations and experiences. The brand should therefore champion the idea of 'discovery' both visually and tonally.

The Mackay Region brand has been developed to differentiate the region, and appeal to those seeking a unique experience, and so all communications should endeavour to highlight these points of difference intrinsic to the brand voice, personality, visual language and style.

How do we present our positioning?

The Mackay Region. Nature. Reserved. is the foundation that all Mackay's communication will be built on. Mackay needs to be presented as a place where consumers can discover something special and unique.

Although nature forms the basis of the brand offering, what must be communicated in creative executions is the relationship that one has with the magnificent natural wonders of the region. The offering is an emotional one that speaks to people's desire for communion with nature, discovering themselves as much as the world around them, and a sense of wonder that goes to the deepest aspects of the human psyche.

The brand 'look and feel' will be used across all Tourism and Events Queensland and Mackay Tourism Limited touch points. Mackay's tourism industry is encouraged to embrace the new brand and to use the creative elements where appropriate.

The Mackay Region. Nature. Reserved. is:

- A new way to position the region that helps to communicate all that The Mackay Region has to offer in a way that appeals more clearly to its primary target market: those seeking to discover an unspoilt natural paradise.
- A way of differentiating Mackay from other Queensland destinations while supporting the Queensland brand positioning.

Fishing, Blacks Beach, Mackay

Why does 'The Mackay Region. Nature. Reserved.' resonate?

- It reflects the pristine natural beauty of the destination, but also connotes a 'specialness' that appeals to those seeking to discover something more than a typical holiday experience.
- The positioning articulates the relationship between the consumer and nature rather than just talking about pure attributes.
- Inherent to the positioning is a sense of being privileged and lucky to have access to such remarkable and pristine beauty.
- It also articulates an authenticity and the promise of a 'deeper' experience. Whilst other destinations might appeal to the masses, The Mackay Region's brand whispers of something more unique and meaningful.

2. Brand Elements

2.1 Mackay Logos

Mackay Domestic and New Zealand logo
Advertising and marketing collateral
Partnership initiatives
Go to page 17

Queensland Global logo
In the international markets excluding New Zealand Mackay is communicated through the Queensland Global logo.

Which logo do I use?

The Queensland brand and all regional marketing brands share the iconic 'Sun Rays' graphic reference to create a brand family that constantly reinforces a recognisable style that becomes memorable to Queenslanders and visitors. This approach enables a two way exchange of values, credibility and goodwill between Queensland brand and The Mackay Region brand, providing collective benefit.

Drawing inspiration from the brilliance of natural light, the stylised representation of the sun has been modernised and infused with colour to present Mackay, Queensland as positive, outgoing and carefree.

Logos must only be used as set out in this guide. Brand logos must not be digitally altered, adapted or changed in any way whatsoever and must retain their original colours and proportions, ie: logos must not be distorted or stretched in any way. To access these files visit BrandDepot **www.teq.queensland.com/branddepot**

2.1 Mackay Logos

Colour Positive
To be used in full colour print and screen applications on white or light backgrounds only.

Colour Reversed
To be used in full colour and screen applications on dark backgrounds only.

Greyscale Positive
To be used in mono applications on white backgrounds.

Greyscale Reversed
To be used in mono applications on dark backgrounds.

Black Positive
To be used in mono and colour applications on white or light backgrounds.

White Reversed
To be used in mono and colour applications on dark backgrounds.

Which logo version do I use?

All Mackay logos are available in 6 versions. Correct selection depends on application and background colour.

2.1 Mackay Logos

Logo on Photographs

Photo too dark for positive logo version

Correct logo use: White Reversed

Image area too light to see this logo version

Correct logo use: Positive Colour

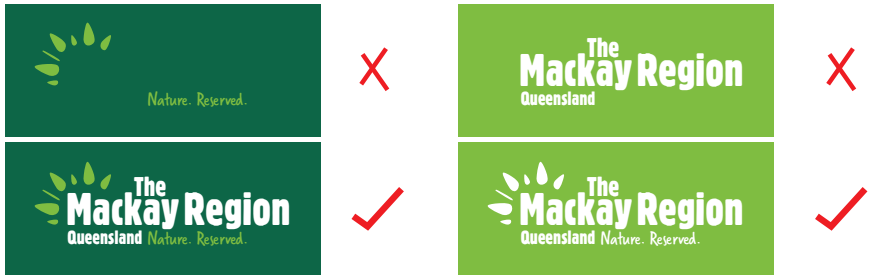
How to use the logo

Depending on the background image, a positive logo version may not be legible. For dark photos use a reversed logo version and for lighter images a positive version is to be used.

No modifying colours

No parts of the logo are to be removed, altered or used as separate design elements. Supporting design graphics have been specifically designed for the brand.

Logo on coloured backgrounds



All elements of the logo are to be clearly visible when placed on coloured backgrounds. Where possible the logo is to appear in colour on a white or light background.

2.1 Mackay Logos

Positive colour

Reversed colour

Greyscale

Reversed greyscale

Black mono

Reversed white

When to use Mackay Domestic and New Zealand logo

- Advertising and marketing collateral
- Partnership initiatives

Mackay Domestic logo spacing

Clear space

Mackay Domestic logo minimum size

34mm

Minimum Size

Mackay Domestic logo minimum size for web

150 pixels

Minimum Size

Where to Source
To access these files visit BrandDepot
www.teq.queensland.com/branddepot

2.1 Mackay Logos

Positive colour

Reversed colour

Greyscale

Reversed greyscale

Black mono

Reversed white

When to use Mackay web only logo

- Web only
- Mackay only logo is to be used in situations where the specifications of the creative mean the logo needs to be smaller than 150 pixels wide

Mackay web only logo spacing

Clear space

Mackay web only logo minimum size for web

Minimum Size

Where to Source
To access these files visit BrandDepot
www.teq.queensland.com/branddepot

Other region logos can be created and developed on a case by case basis in consultation with Mackay Tourism and Tourism & Events Queensland.

2.1 Sub Regional Logos

Positive colour

Reversed colour

Greyscale

Reversed greyscale

Black mono

Reversed white

When to use Isaac Sub Regional logo

- This is a sub regional destination logo and is only to be used when clustering as a group under this sub region.
- Please refer to the Tourism and Events Queensland key contacts for approval (pg. 49) prior to using.

Mackay Sub Regional logo spacing

Clear space

Mackay Sub Regional logo minimum size

36mm

Minimum Size

Mackay Sub Regional logo minimum size for web

165 pixels

Minimum Size

Where to Source
To access these files visit BrandDepot
www.teq.queensland.com/branddepot

2.1 Sub Regional Logos

Positive colour

Reversed colour

Greyscale

Reversed greyscale

Black mono

Reversed white

When to use Isaac Sub Regional logo sans tagline

- This version of the logo should only be used when legibility of the tagline is at issue.
- This is a sub regional destination logo and is only to be used when clustering as a group under this sub region.
- Please refer to the Tourism and Events Queensland key contacts for approval (pg. 49) prior to using.

Mackay Sub Regional logo spacing

Clear space

Mackay Sub Regional logo minimum size

36mm

Minimum Size

Mackay Sub Regional logo minimum size for web

165 pixels

Minimum Size

Where to Source
To access these files visit BrandDepot
www.teq.queensland.com/branddepot

Other region logos can be created and developed on a case by case basis in consultation with Mackay Tourism and Tourism & Events Queensland.

2.1 Sub Regional Logos

Positive colour

Reversed colour

Greyscale

Reversed greyscale

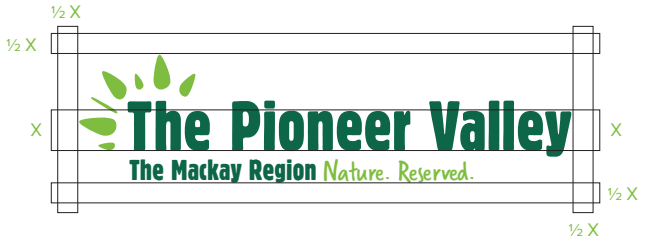
Black mono

Reversed white

When to use the Pioneer Valley Sub Regional logo

- This is a sub regional destination logo and is only to be used when clustering as a group under this sub region.
- Please refer to the Tourism and Events Queensland key contacts for approval (pg. 49) prior to using.

Mackay Sub Regional logo spacing



Clear space

Mackay Sub Regional logo minimum size

36mm

Minimum Size

Mackay Sub Regional logo minimum size for web

165 pixels

Minimum Size

Where to Source
To access these files visit BrandDepot
www.teq.queensland.com/branddepot

2.1 Sub Regional Logos

The Pioneer Valley
The Mackay Region

Positive colour

The Pioneer Valley
The Mackay Region

Reversed colour

The Pioneer Valley
The Mackay Region

Greyscale

The Pioneer Valley
The Mackay Region

Reversed greyscale

The Pioneer Valley
The Mackay Region

Black mono

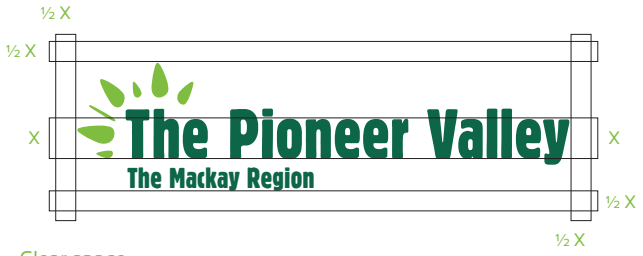
The Pioneer Valley
The Mackay Region

Reversed white

When to use the Pioneer Valley Sub Regional logo sans tagline

- This version of the logo should only be used when legibility of the tagline is at issue.
- This is a sub regional destination logo and is only to be used when clustering as a group under this sub region.
- Please refer to the Tourism and Events Queensland key contacts for approval (pg. 49) prior to using.

Mackay Sub Regional logo spacing



Clear space

Mackay Sub Regional logo minimum size

The Pioneer Valley
The Mackay Region

36mm

Minimum Size

Mackay Sub Regional logo minimum size for web

The Pioneer Valley
The Mackay Region

165 pixels

Minimum Size

Where to Source
To access these files visit BrandDepot
www.teq.queensland.com/branddepot

Other region logos can be created and developed on a case by case basis in consultation with Mackay Tourism and Tourism & Events Queensland.

2.1 Sub Regional Logos

Positive colour

Reversed colour

Greyscale

Reversed greyscale

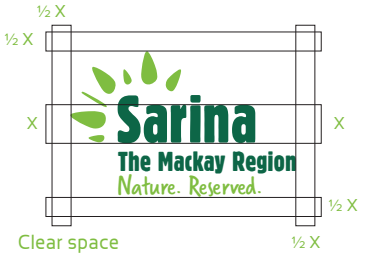
Black mono

Reversed white

When to use the Sarina Sub Regional logo

- This is a sub regional destination logo and is only to be used when clustering as a group under this sub region.
- Please refer to the Tourism and Events Queensland key contacts for approval (pg. 49) prior to using.

Mackay Sub Regional logo spacing



Mackay Sub Regional logo minimum size

Mackay Sub Regional logo minimum size for web

Where to Source
To access these files visit BrandDepot
www.teq.queensland.com/branddepot

2.1 Sub Regional Logos

Positive colour

Reversed colour

Greyscale

Reversed greyscale

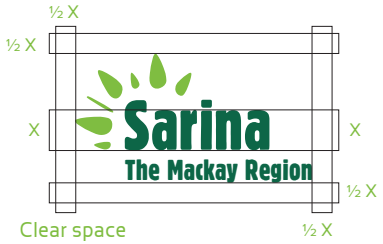
Black mono

Reversed white

When to use the Sarina Sub Regional logo sans tagline

- This version of the logo should only be used when legibility of the tagline is at issue.
- This is a sub regional destination logo and is only to be used when clustering as a group under this sub region.
- Please refer to the Tourism and Events Queensland key contacts for approval (pg. 49) prior to using.

Mackay Sub Regional logo spacing



Mackay Sub Regional logo minimum size

Mackay Sub Regional logo minimum size for web

Where to Source
To access these files visit BrandDepot
www.teq.queensland.com/branddepot

2.2 Brand Colours

Moss Green

Pantone 376 C

CMYK (Coated)	
C	55
M	3
Y	100
K	0

Hex value: 8ab618

Our proposed colour palette takes direct reference from the natural attributes of the region. Each colour has been developed to represent the vibrancy of the region, but retains an earthiness tying in to the brand's "road less travelled" positioning. Each colour has been tested for print, digital and online applications.

Gorge Green

Pantone 342 C

CMYK (Coated)	
C	90
M	35
Y	81
K	27

Hex value: 006340

Hillsborough Orange

Pantone 137 C

CMYK (Coated)	
C	0
M	42
Y	100
K	0

Hex value: f6a400

Broken River Brown

Pantone 4705 C

CMYK (Coated)	
C	39
M	68
Y	71
K	32

Hex value: 814c3a

Pioneer Purple

Pantone 667 C

CMYK (Coated)	
C	57
M	63
Y	23
K	3

Hex value: 81678b

Keswick Blue

Pantone 2925 C

CMYK (Coated)	
C	75
M	25
Y	0
K	0

Hex value: 2799d1

Where to Source

To access these files visit BrandDepot **www.teq.queensland.com/branddepot**

2.3 Brand Fonts

Heading & retail font - ALIVE FONT

The **Alive** font represents the strength and boldness of our claim - the pride behind our names and what we say. In a heading the Alive font must always be above the Shine font to describe the destination/bold statement. The Shine font sits underneath as a personality font to describe the tagline or feeling.
Alive can be used in all upper case or upper-lower case.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Heading font - SHINE FONT

The **Shine** font is our personality font - it brings out the carefree and playful personality of Queensland - the people, places and experiences. The Shine font is only to be used in upper-lower case.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The brand typeface makes a bold, confident statement and creates impact for retail. The second typeface adds a fun, cheeky human touch to our headlines. The body copy font is a clean, modern font that works well with the brand font and is very easy to read.

2.3 Brand Fonts

Body copy font - SANSATION

The **Sansation** font is our body copy font for print. It's clean, modern, easy to read and works well with the brand fonts. Recommended size is 10 point, leading 14 point.

Where to Source

To access these files visit BrandDepot

www.teq.queensland.com/branddepot

Sansation Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sansation Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sansation Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

2.3 Brand Fonts

Body copy font - SANSATION

The **Sansation** font is our body copy font for print. It's clean, modern, easy to read and works well with the brand fonts. Recommended size is 10 point, leading 14 point.

Where to Source

To access these files visit BrandDepot

www.teq.queensland.com/branddepot

Sansation Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sansation Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sansation Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tone

There are extraordinary natural experiences to enjoy in The Mackay Region, but the copy should strive to sum up how these amazing encounters make one feel on a deeper emotional level. There should be a human connection to the tone that speaks to our shared sense of discovery, as if the reader has stumbled upon something unexpectedly special. Ideally we should aim to transport the reader there, with language that articulates the unique offerings of the region.

Domestic example copy:

Discover the wonder and splendour of Cape Hillsborough National Park. Listen to the sound of nature.
Watch as wallabies come out to play. And explore a side of life that not everyone gets to see.
Mother nature is putting on a show, every hour of every day right here in the Mackay region.
And there's a front row seat reserved – just for you.

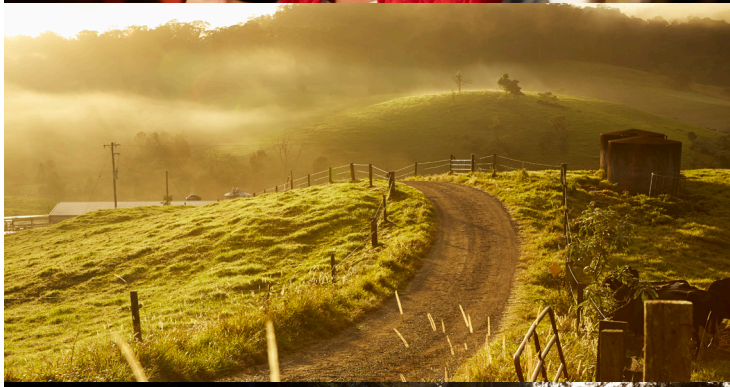
2.4 Tone Of Voice

Headlines

How does it feel to be exploring attractions that seem as though they've been reserved just for you?

This headline construct aims to tell us. It's a simple, two word template that can be applied to almost any activity or operation. Why? Because it's got a straightforward human emotion at the heart of it. In grammatical terms, it's always a noun, followed by a verb.

But in human terms, it's a sensation we're describing and the way in which it grows, builds, surprises or moves us. So put yourself in the place of the visitor and imagine what they're seeing, feel what they're feeling and distil it down into two simple words. That's your headline.



Copy rules for 'The Mackay Region. Nature. Reserved.'

Where the statement is used in body copy it must always have a full stop (period) after Region. A full stop also appears after both 'Nature' and 'Reserved'.

i.e. **The Mackay Region. Nature. Reserved.**

The only time where the positioning statement can be modified is if it is in the same sentence.

e.g. Nowhere delivers remarkable natural beauty, filling you with a sense of delight like Mackay, where mother nature has reserved a front row seat just for you.

Or

There's a place where nature is reserved just for you.

Photographic Style

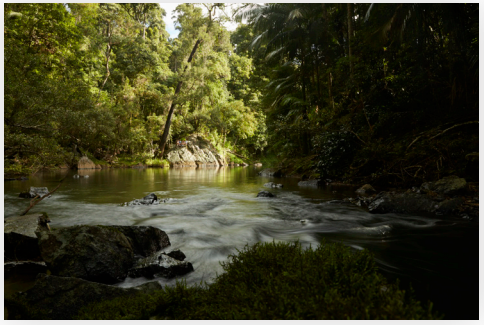
Our intent is to create and capture "moments" experienced within The Mackay Region.

Dramatic and expansive landscapes will act as backdrops to a series of intimate and personalised interactions and experiences. This allows us to tell two compelling stories in the one image. The unspoilt beauty of the region (the physical), and an invitation to experience it (the emotional).

A variety of age groups have been positioned into each scenario to make sure our image library is relevant to different target audiences.

Contemporary and city centric images have also been captured to represent the Mackay city offering.

2.5 Photographic Style



2.5 Visual Treatment

For all imagery the focus must be more on capturing the feeling of the moment rather than simply showcasing the destination. In line with the brand positioning of **The Mackay Region. Nature. Reserved.** we must ensure that our images are evocative and optimistic.

Whatever the medium, all imagery and footage must capture a moment and share the emotion and the feeling that you get from a holiday in Queensland.

- Captures real and genuine moments
- More observational than posed/staged
- Captures emotion
- Want the outtake to be 'I want to feel how they feel'

Solar Flare

In images for Tourism and Events Queensland we are introducing a lens flare/light source that is used to literally highlight an emotional moment. Look for opportunities to include this though remember that it might not always be relevant to the juxtaposition of every image.

Strive to capture a real/genuine 'put me in the moment' photography style. More observational, rather than typically posed tourism shots.

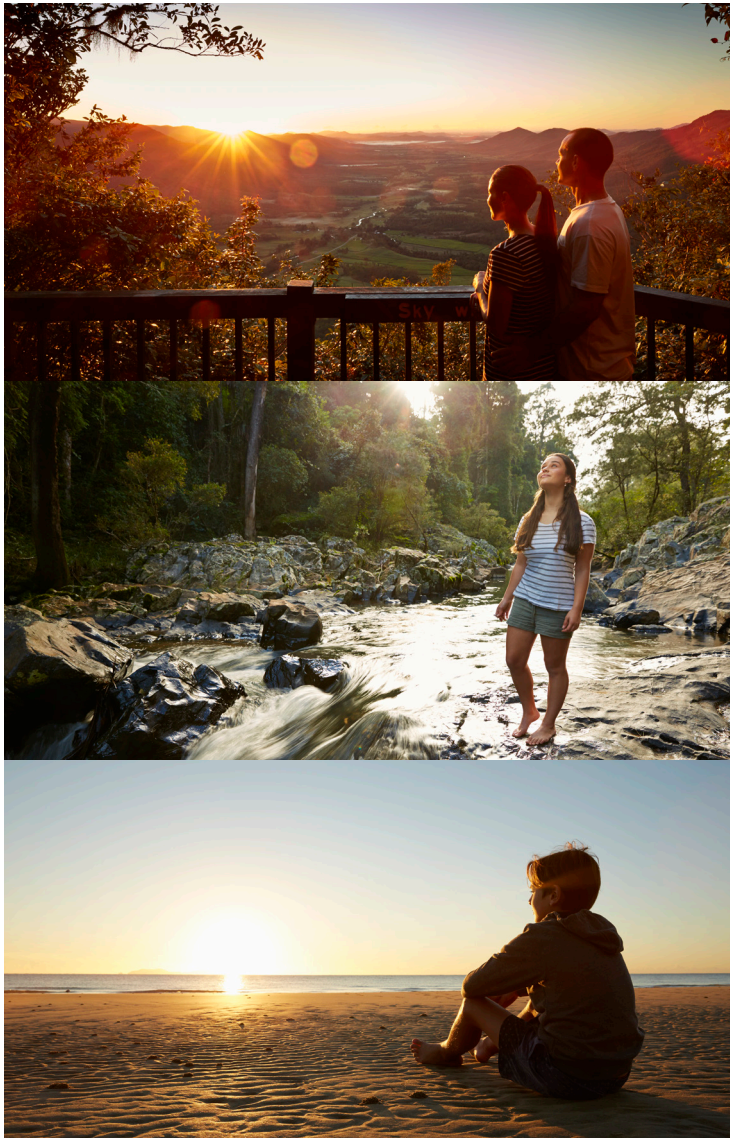
Image Style

In each shot we must capture the emotion. We don't want the outtake to just be 'that place looks good' or 'I want to be where they are' but more-so 'I want to feel how they feel'.

Where possible we would aim to avoid the hero talent looking directly at the camera. However in some cases it may seem natural that a mate is taking the photograph and therefore it doesn't seem contrived to have people playing up to the camera.

Image Captioning

For hero imagery a caption is to be placed over the image to describe the scene.
Caption positioning is preferred on the bottom left of an image in Sansation font (Regular).



2.6 Filmstrip Device

The film strip becomes our common design element, its application is extremely versatile and can be easily adapted to provide consistency from brand advertising through to retail executions and partner templates.

Filmstrip Imagery

In brand print the filmstrip device is to be used to extend the emotion beyond the hero shot, by inserting extra images that add more to each story. These extra images can show other activities and places that our hero talent have visited, and/or the other people in which they have shared moments with. Alternatively it can be used to highlight a chosen moment in more detail, such as a close up expression popping up from snorkelling.

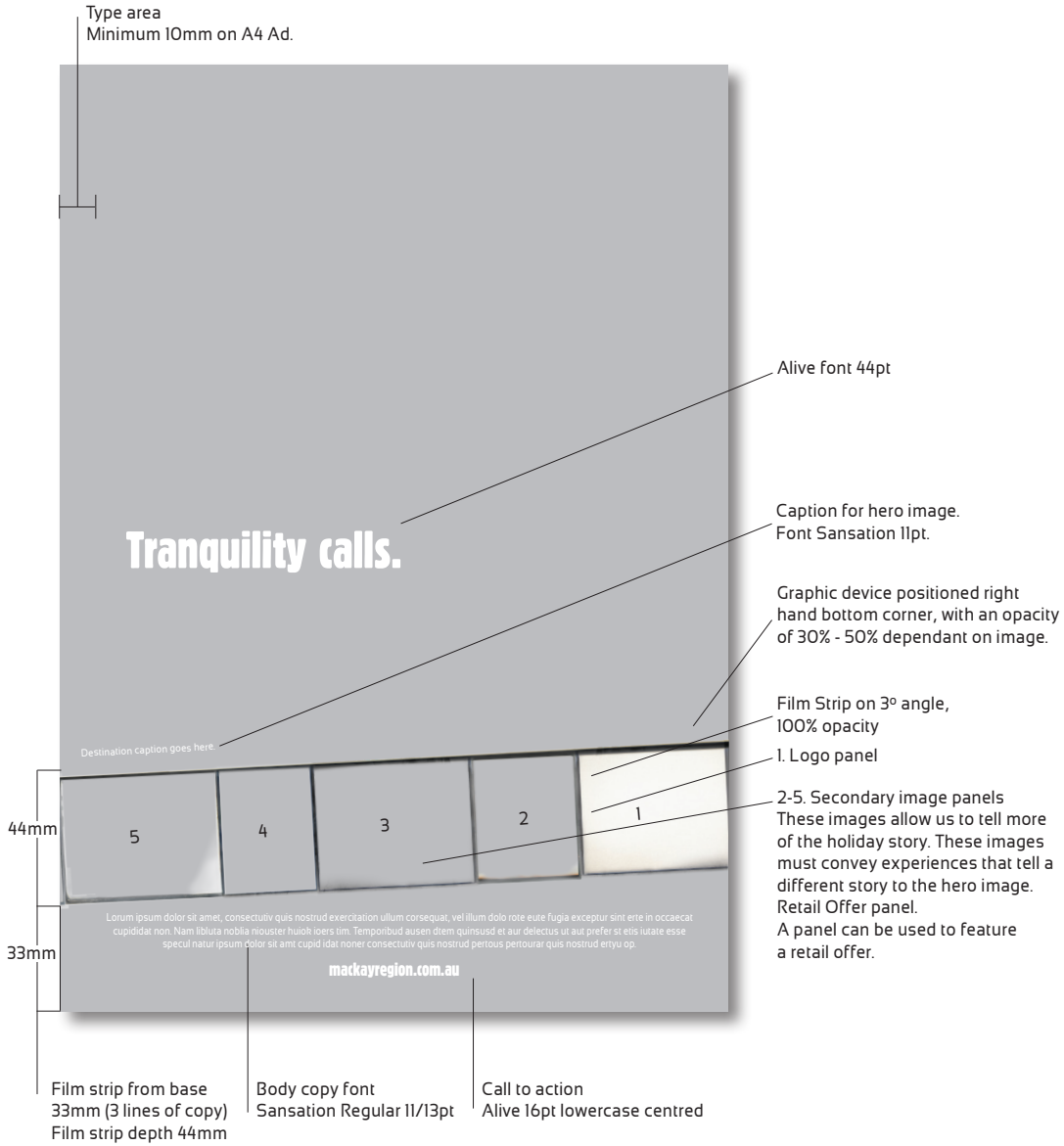
In retail print the film strip device can be adapted to house a retail offer. Or it can allow us to add some images and context to a full page retail ad.

For further guidelines and user rules for the filmstrip please download the Filmstrip User Guidelines document from **www.teq.queensland.com/branddepot**

3. Visual Overview

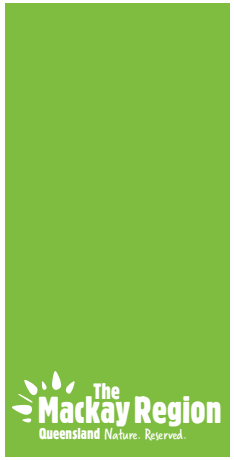
This section showcases best practice applications of the brand. The combination of atmospheric imagery, logos, supporting graphics, typography and vibrant colours, express a clearly distinctive The Mackay Region brand message.

Print Guidelines for A4 Sized Ad



Brand Billboard

3.6 Baseplates



Side Option

2 Column

4 Column

Where to Source
To access these files visit BrandDepot
www.teq.queensland.com/branddepot

3.7 Digital Banners

160 x 600px

Frame 1

Frame 2

300 x 250px

Frame 1

Frame 2

728 x 90px

Frame 1

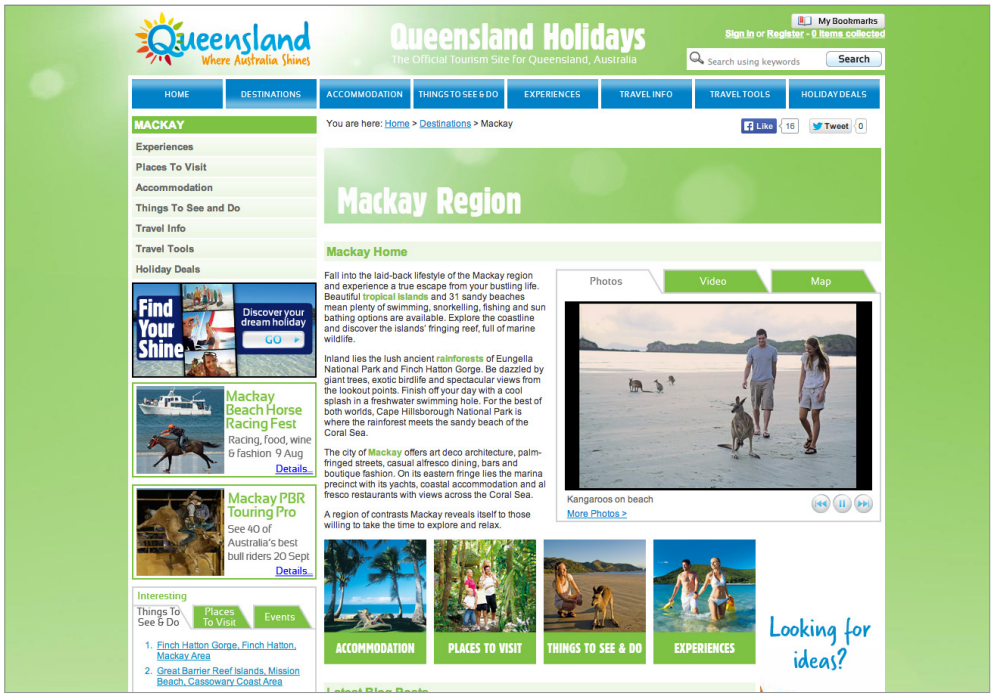
Frame 2

Consumer website

The Queensland Holidays website contains over 3000 pages of regularly updated content and prides itself as the most comprehensive source of information on the web for visitors seeking tourist information on Queensland accommodation, tours and places to visit.

Home page - queenslandholidays.com.au

Mackay Page - queenslandholidays.com.au/destinations/mackay/



4. Qld BrandDepot & Image Gallery

4.1 QLD BrandDepot & Image Gallery

QLD BrandDepot

The QLD BrandDepot is Tourism and Events Queensland's online resource centre for brand and campaign marketing tools.

QLD BrandDepot provides tools, inspiration and ideas to improve our industry's ability to market Queensland. BrandDepot is a one-stop-spot for accessing, downloading and sharing the latest files, tools and campaigns for Queensland and its destinations.

Access is available to registered users including Tourism and Events Queensland staff, tourism industry professionals and creative agencies seeking marketing tools for use in the positive promotion of Queensland.

For further information visit **teq.queensland.com/branddepot** or contact the BrandDepot Coordinator at **branddepot@queensland.com** or +61 7 3553 5486.

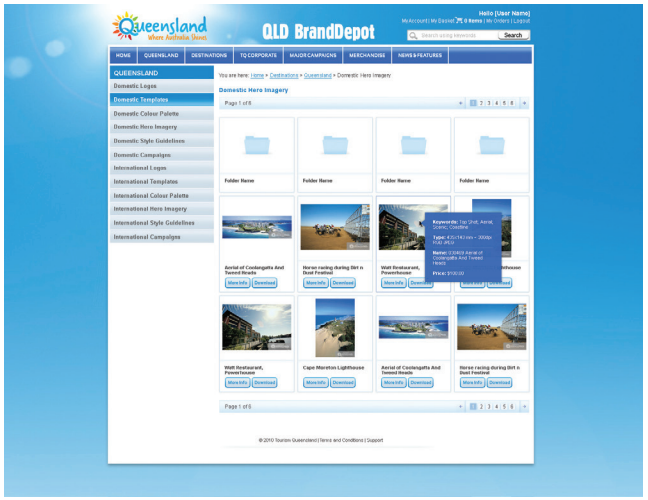


Image Gallery & Footage Library

In 2010, Tourism and Events Queensland completed a photo and film shoot of over 70 Queensland destinations to support the new brand platform. The new images, footage and existing material are available through Tourism and Events Queensland's online Image Gallery. The Gallery contains the ultimate collection of high resolution Queensland images, capturing a wide array of tourism experiences and showcasing the diversity and splendour of this naturally beautiful state of Australia.

Images are available to travel and tourism industry professionals, media and anyone seeking professional images for use in the positive promotion of Queensland. The collection contains approximately 20,000 high resolution images available for instant download. Wild footage may also be viewed and ordered through our Moving Footage Library.

For further information visit **teq.queensland.com/imagegallery** or contact the Image Gallery Coordinator at **imagegallery@queensland.com** or +61 7 3535 5486.

5. Key Contacts

5.1 Key Contacts

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