

A couple is seen from the side, looking out over a vast valley at sunset. The sun is low on the horizon, creating a warm, golden glow and lens flare effects. The landscape below is a mix of green fields and rolling hills. The sky transitions from a deep blue at the top to a bright orange near the horizon. The couple is standing on a wooden balcony with a railing. The woman is wearing a striped shirt, and the man is wearing a white t-shirt. The overall mood is peaceful and scenic.

 **The
Mackay Region**
Queensland *Nature. Reserved.*

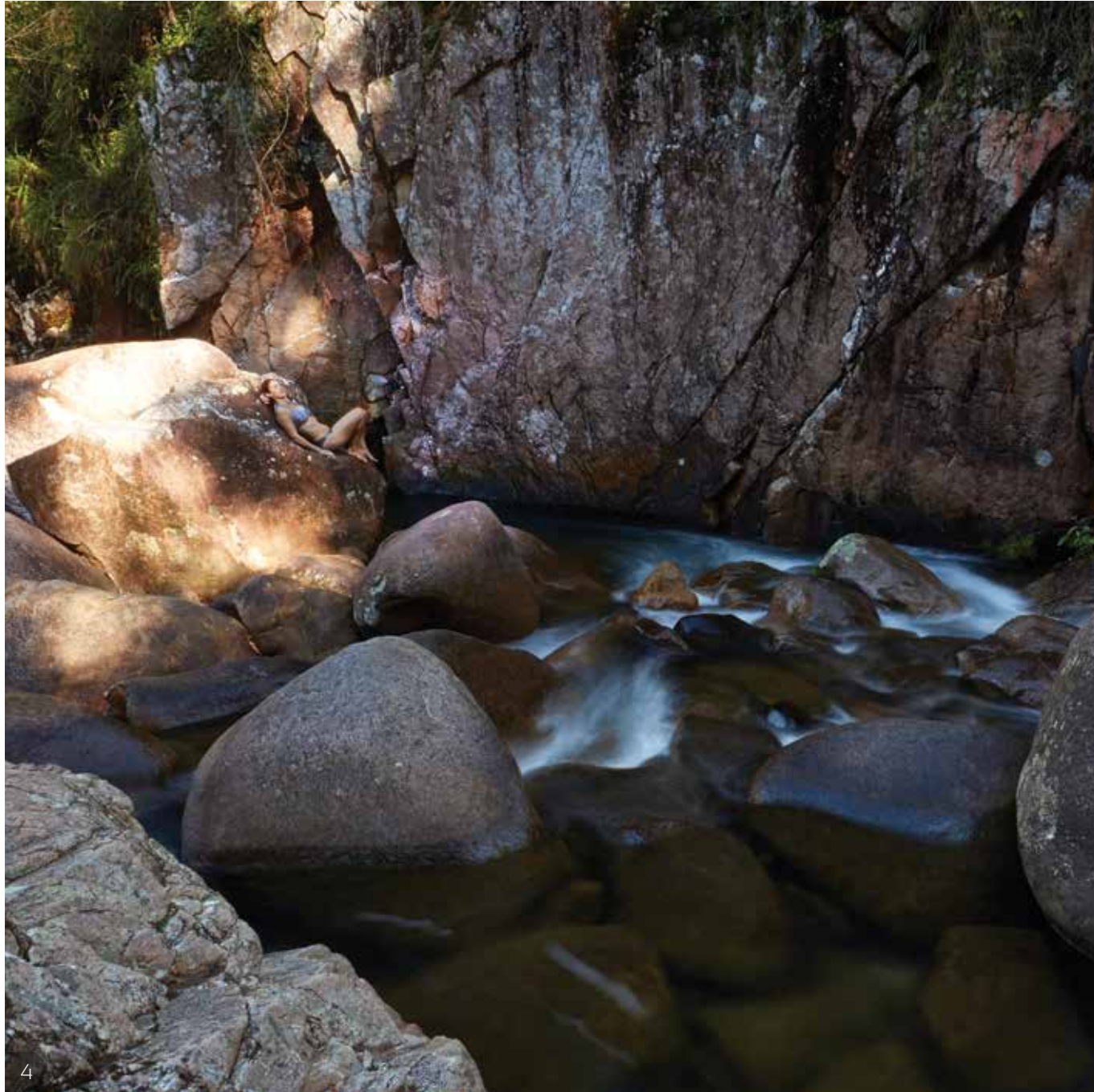
A new Brand Positioning for The Mackay Region

Mackay has a unique and captivating story to tell, and the time has come to share it with a broader audience.

For too long, the region has been off the mainstream map for tourists – a well-kept secret for those in the know, or a pleasant surprise for those who discover it in passing.

With the launch of our new brand positioning, we have a fresh opportunity to promote the region's charms, attractions and activities to a new generation of travellers and tourists.





At the heart of our brand positioning is a new tagline that captures the spirit and essence of our region.

The Mackay Region

Queensland *Nature. Reserved.*

Nature. Reserved. brings together two of the biggest attributes of the region – its natural splendour and its unspoilt nature.

Nature is the number one drawcard for the region. Despite the many cultural and culinary attractions of Mackay, many of our hero experiences happen in nature.

It's also largely unspoilt. For anyone who is actively seeking an uncrowded, pioneering experience, The Mackay Region is where you'll find it.

It's nature, reserved just for you.

Nature. Reserved. How does it resonate?

Our new positioning line reflects the pristine beauty of the destination, but also an additional appeal that elevates it above everyday holiday experiences.

It articulates the relationship between the consumer and nature, rather than just talking about the region's raw attributes.

It invokes a sense of privilege and insight at having discovered such remarkable, pristine beauty.

It contains the promise of a deeper experience, one that doesn't speak to the masses, but whispers of something more meaningful.

Who are we talking to?

Our brand was repositioned to appeal to a specific type of traveller, one who can appreciate...

The quiet satisfaction of discovering unspoilt nature on a road less travelled.

They are often independent travellers, unstructured in their travel style and unbound by an itinerary or major time constraints.

They are curious explorers who like to get off the beaten track, learn new things and see and do things that others don't.

They are quiet connectors that like unplugged time, but also enjoy comparing notes with other travellers, reliving their memories, sharing their experiences and swapping insider tips.

The Mackay Region's hidden treasures

There's so much to see and do around the Mackay Region. When you remind yourself of some of the highlights on offer, you'll soon see why we're a destination with a difference.

Spotting platypuses at Eungella National Park.

Playing with 'roos on the beach at Cape Hillsborough.

Exploring the pristine Keswick Island.

Enjoying fishing and blue river boating on the Pioneer River.

Watching horse racing on the beach.

Connecting with the past at the Sarina Sugar Shed.

Hiking in ancient unchanged landscapes.

Our unique brand positioning

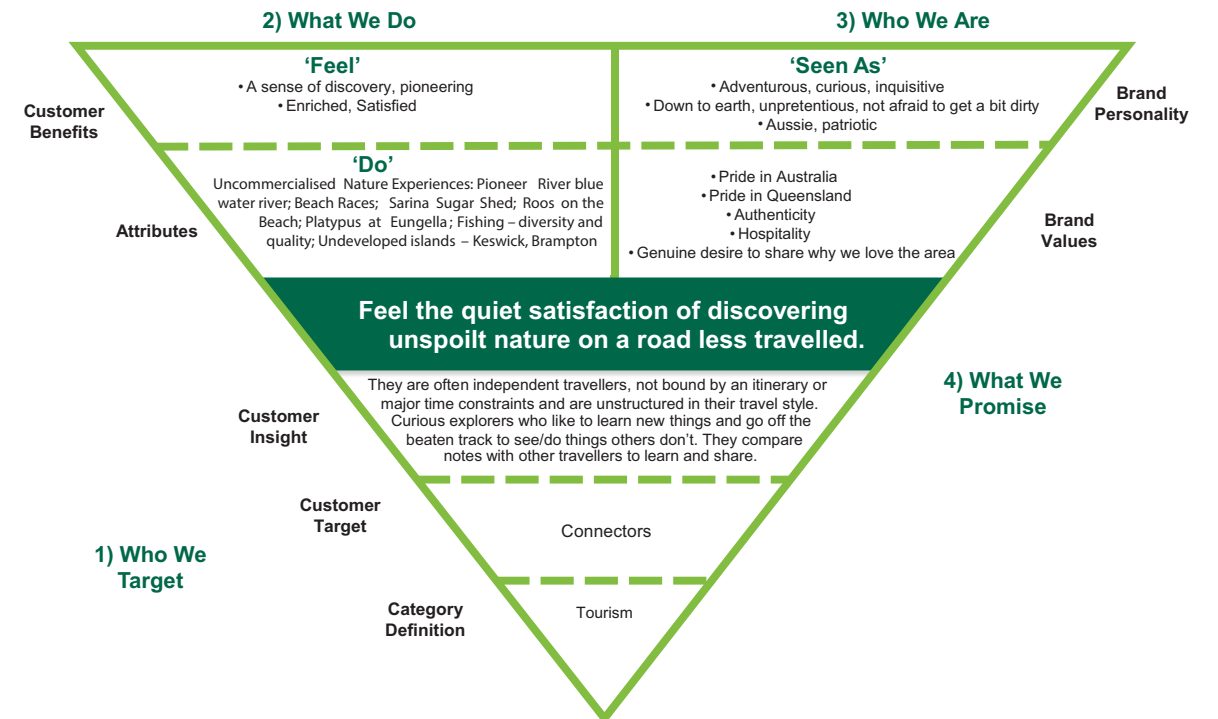
The Mackay Region gives you access to a natural paradise. It's a place where you can feel the quiet satisfaction of discovering unspoilt nature on a road less travelled.

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.





Our sub regional logos



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

All Mackay logos are available in 6 versions.
Choice of logo depends on applications and background colour.

Colours inspired by nature

Our 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 into the brand's "road less travelled" positioning.

Moss Green

Pantone 376 C

CMYK (Coated)

C	55
M	3
Y	100
K	0

Hex value:
8ab618

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



Our font family

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.

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.

ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ
 abcdefghijklmnopqrstuv**wxyz**

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.

ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ
 abcdefghijklmnopqr**stuv**wxyz

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. All weights and styles can be used.

ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ
 abcdefghijklmnopqr**stuv**wxyz



How do we want people to feel?

Enriched by the experience.

Satisfied with their choice.

Connected to their environment.

Immersed in the experience.

Empowered by discovery.

Proud of their achievement.

Pioneering a new path.

Over to you

A brand is only as strong as the people who stand behind it. Our new positioning gives us a platform, but it's up to each of us to make the most of it.

So put yourselves in the shoes of people who are exploring our region for the first time.

Channel that passion and enthusiasm into providing an experience they'll never forget.

This is our region. This is our brand.



Do you have a question or would you like to chat to someone about using the branding in your communications?

We would love to discuss this with you.

Mackay Tourism Limited

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