



**GEELONG AND  
THE BELLARINE**  
**GREATER  
> THAN**  
**THE SUM OF  
ITS PARTS.**

**MOORABOOL VALLEY  
BRAND ATLAS**

**BANNOCKBURN  
LETHBRIDGE  
INVERLEIGH  
MEREDITH**

[VISITGEELONGBELLARINE.COM.AU](http://VISITGEELONGBELLARINE.COM.AU)

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# ACKNOWLEDGMENT OF WADAWURRUNG COUNTRY

WE ACKNOWLEDGE GEELONG AND THE BELLARINE  
IS WADAWURRUNG COUNTRY.

WE WELCOME VISITORS TO OUR REGION, A PLACE  
WE ACKNOWLEDGE HAS BEEN CARED FOR BY THE  
WADAWURRUNG PEOPLE OF THE KULIN NATION  
FOR THOUSANDS OF YEARS.

THE ENVIRONMENT IS A KEY REASON VISITORS CHOOSE  
THIS DESTINATION. TRADITIONAL OWNERS SHARING  
THE BEAUTY AND JOY OF THESE LANDS AND WATERWAYS  
IS A PRIVILEGE, ONE WE REPAY WITH RESPECT  
FOR THEIR COUNTRY, ELDERS AND PEOPLE.

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SECTION 1

# MASTER BRAND

MASTER BRAND

# INTRODUCTION

There's nothing greater than getting away. Discovering somewhere new. Returning to a favourite place.

And we believe there aren't many places greater than Geelong and The Bellarine.

It's a region of saltwater surrounds and natural wonder, indulgence and adventure.

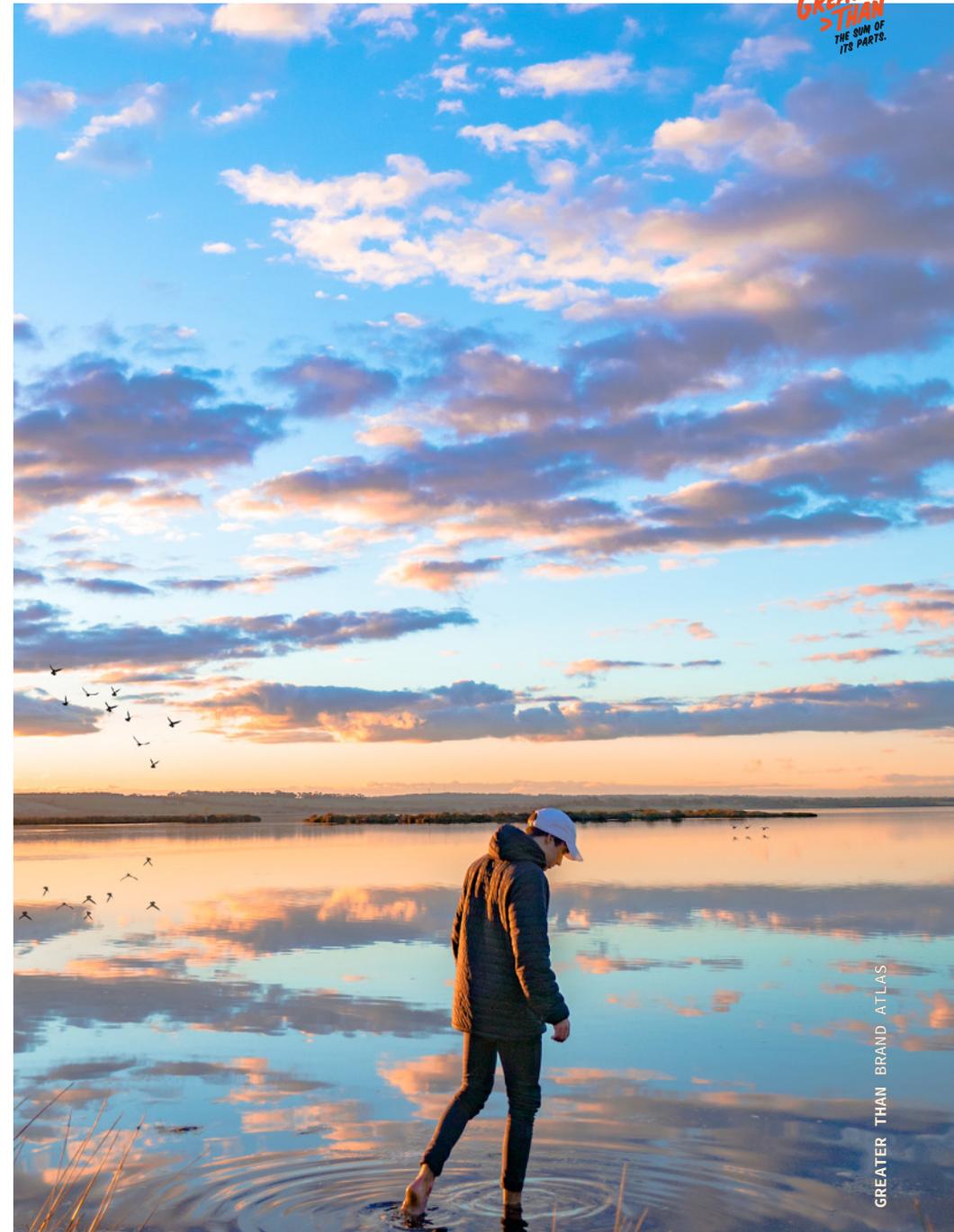
A place with a maker's heart, a foodie's appetite and an explorer's mind.

Where the weekends are a little longer and the flavours a little fresher.

It's towns that surprise and people that have perspective.

Where the experience lingers long after you leave.

Geelong and The Bellarine - it's greater than the sum of its parts.



MASTER BRAND

# BRAND PURPOSE

GEELONG AND THE BELLARINE  
PROVIDES AN EXPERIENCE  
GREATER THAN THE SUM OF  
ITS PARTS.

GEELONG AND  
THE BELLARINE  
**GREATER  
> THAN**  
THE SUM OF  
ITS PARTS.



MASTER BRAND

# EMOTIONAL BENEFITS

## Freedom

We offer broad spaces to explore, combining coastal, regional and urban experiences for a sense of freedom we all seek.

## Authenticity

Our people are humble and proud of their place in the world, looking to share and not prove their perspective.

## Nourishing

Our creative and culinary pursuits provide nourishment to the body and the soul.

## Refreshing

From luxurious escapes and experiences to the salt water surrounds, our region offers refreshment on multiple levels.

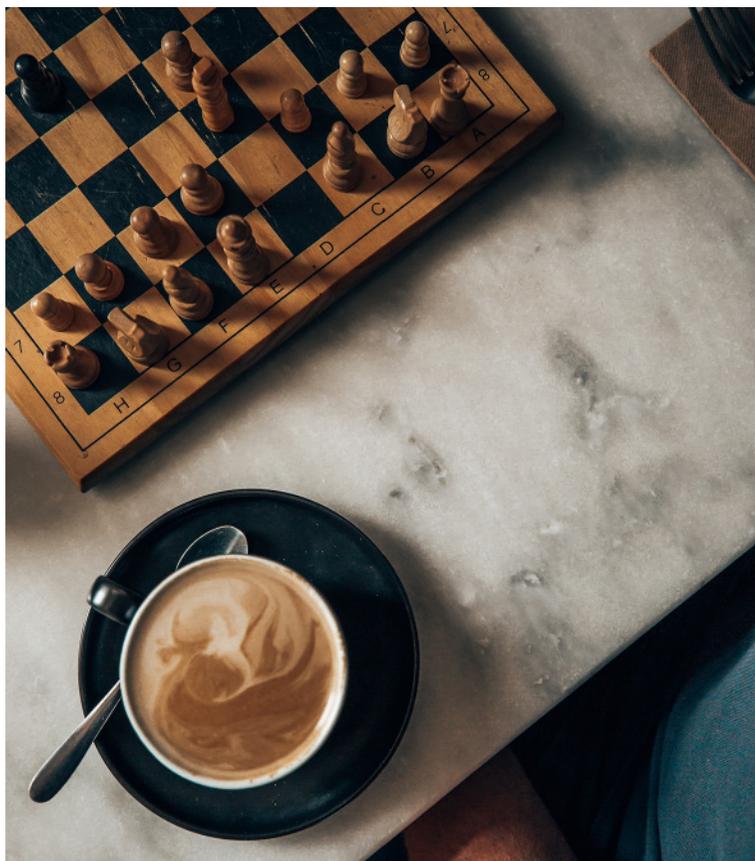
## Wondrous

A sense of wonder is inspired by the varied natural environments waiting to be explored.



MASTER BRAND

# OUR KEY PILLARS



## Saltwater

From bays to beaches and maritime marinas, saltwater takes a starring role in so many of our region's best experiences.



## Foodie Friendly

Blessed to have access to a variety of fresh local produce, innovative hospitality operators and unique food destinations means we are well catered for.



## Creative Makers

A creative spirit is on display through high-end art exhibitions and events, remarkable architecture and creative entrepreneurs and artisans.



## Indulgence

An opportunity to live life to the full is always on offer through luxurious and unique experiences.



## Adventure

Go the active and adventurous way with experiences that will move you and get you moving.



## Natural

Wild, native and varied landscapes providing plenty of natural reasons to keep exploring.



## Seasonal Variety

From the energy and excitement of a saltwater summer, to the cosy corner to escape to in winter.

MASTER BRAND

# OUR TONE

## **Authentic**

We speak like people do, not like a sales pitch. Sure, we want our visitors to know how great we are, but it doesn't come from a place of desperation.

## **Playful**

We want to engage our visitors, bring a smile to their face and create a sense of curiosity and fun.

## **Bold**

Our tone of voice grabs attention, stimulating the senses and making our intent known.

## **Inviting**

Above all, we want to welcome our visitors to experience all that we have to offer and this drives our communications.

## **Courageous**

We are not afraid to be different, to make a statement and to encourage adventure and exploration.



MASTER BRAND

# OUR SIGNATURE EXPERIENCES

**Geelong:**

- › Makers precincts
- › Waterfront city. Water-inspired wellbeing
- › The Bellarine's larder and showcase
- › Diverse, clever, cultural entertainment for all

**Moorabool Valley:**

- › Hidden valley of food and wine
- › Multigenerational award winning wineries
- › Rich with rural diversity
- › A natural beauty

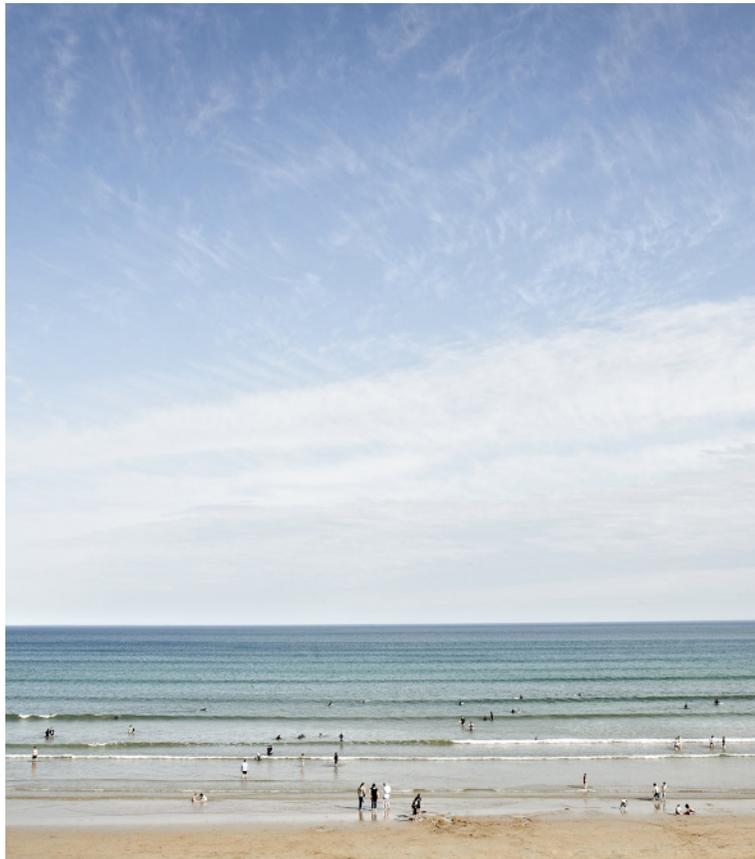
**North Bellarine:**

- › Concentrated maritime bounty
- › Connection with local artisans
- › Accessible 'aqua' wellness
- › Spectacular natural amphitheatre



MASTER BRAND

# OUR SIGNATURE EXPERIENCES



## **Queenscliff & Point Lonsdale:**

- › Artistic inspiration
- › World class maritime experiences
- › Authentic maritime haven
- › Relaxed coastal luxe

## **South Bellarine:**

- › The surf-side of life
- › Choose your own type of surf or salt-water indulgence
- › Brings together natural adventure and relaxed indulgence
- › The original surf and turf. A region of culinary choice

## **You Yangs:**

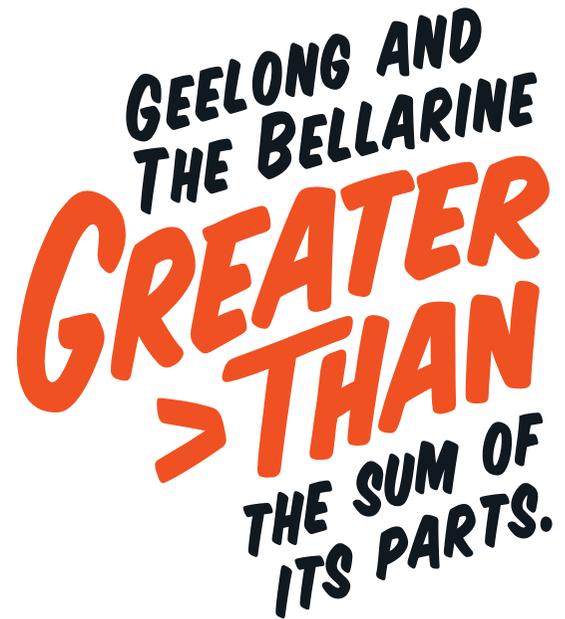
- › A window into a significant living cultural place for the Wadawurrung people
- › Wild and Free connections to Australian nature for energetic natural adventure
- › Commitment to the ecological care and preservation of habitat and wildlife
- › Victoria's natural oasis within easy reach of Melbourne

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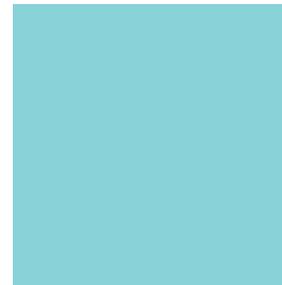
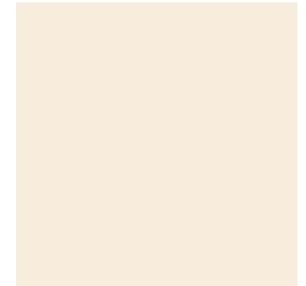
MASTER BRAND

# VISUAL ASSETS

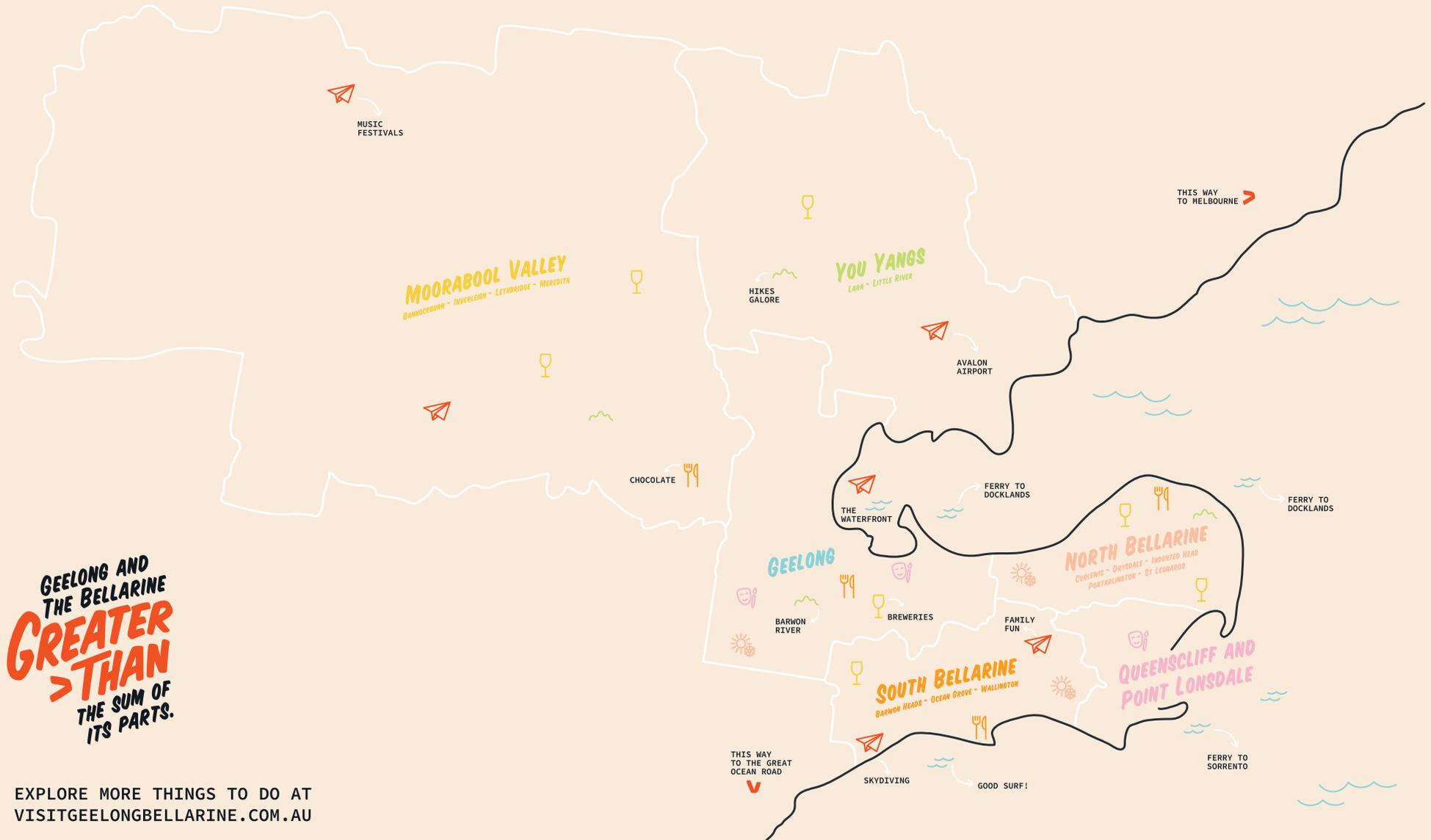
MASTER LOGO:



MASTER BRAND COLOURS:



GREATER THAN GOOGLE MAPS



GEELONG AND THE BELLARINE  
**GREATER THAN**  
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EXPLORE MORE THINGS TO DO AT  
[VISITGEELONGBELLARINE.COM.AU](http://VISITGEELONGBELLARINE.COM.AU)

-  KEY
-  ADVENTURE
-  SALT WATER
-  NATURAL
-  INDULGENCE
-  SEASONAL VARIETY
-  CREATIVE MAKERS
-  FOODIE FRIENDLY

SECTION 2

# MOORABOOL VALLEY SUB REGION GUIDE

MOORABOOL VALLEY

# WE ARE

GEELONG'S INLAND VALLEY OF DELICIOUS  
HIDDEN RICHES. WHERE A TRAIL OF  
BEAUTIFULLY AUTHENTIC, RURAL FOOD AND  
WINE TOWNS WELCOME VISITORS WARMLY  
AND LEAVE THEM FEELING NATURALLY  
REFRESHED, YET THOROUGHLY INDULGED.

MOORABOOL VALLEY

# OUR BRAND PERSONALITY

## RUSTIC

- › Down to earth
- › Unassuming

## INDEPENDENT

- › Uncommercialised craft
- › Delicious farmmanship

## ADVENTUROUS

- › Intrepid
- › Carefree

## WARM

- › Personable
- › Valley of welcoming villages



## MOORABOOL VALLEY

# SIGNATURE EXPERIENCES

### Hidden valley of food and wine towns:

Nestled between Geelong, Ballarat and Melbourne. Moorabool Valley is lesser known and a hidden delight where growers and makers produce high quality, food with wide distribution. Large scale food production is complemented by boutique food and visitor experiences. Artisan producers are supported through local retail and hospitality venues and quirky and high quality dine-in experiences featuring the local yield.

### Multigenerational award winning wineries:

Some of the most highly regarded wines in Australia are grown and made here. Generations of family owned wineries offer friendly, genuine, rustic but sophisticated wine. The wine is seriously good and in many ways, it's about quality over experience, it's about deeper understanding and discovery. However memorable experiences are available with a range of tasting, touring and dining options.



## MOORABOOL VALLEY

# SIGNATURE EXPERIENCES

### **Rich with rural diversity:**

Only fifteen minutes from Geelong and just over an hour from Melbourne. It offers the country drive without the 'are we there yet?' factor. But it still feels completely rural with wide-open spaces, and with pubs, cafes and bakeries fuelling the journey with vanilla slices. Connection with Moorabool River creating hills, ridges and valleys – the perfect spot for wineries. Well known towns with significant events (Meredith and Golden Plains Music Festivals). Excellent wedding options making the most of the romance of the country. Spaces for secret family fun and breathtaking views and landscape. An Unrushed experiences that you explore and discover.

### **A natural beauty:**

The Brisbane Ranges National Park is one of the richest wildflower habitats in Victoria. Geology means flora that has long since disappeared from other parks is preserved here. Wildlife including koalas, kangaroos, wallabies, echidnas, possums and gliders plus 150 types of birds. Walking / hiking tracks, picnics, bush camping all close to Melbourne and Geelong. Steiglitz is Victoria's last 'ghost town' where the gold rush came and went but still has no power! A preserved history with mine shafts contrasted with views of gorges and landscape that are breathtaking. The geology of Moorabool Valley is based on volcanic soils which means the grassland is significant and protected. Features some important Wadawurrung sites and experiences.



MOORABOOL VALLEY

# OUR SUPPORT EXPERIENCES

**Within easy reach of a host of complementary experiences:**

Close to Geelong: twenty minutes to half an hour drive.  
Easy proximity to the Great Ocean Road region.

**Untouched national park:**

Access to the little known Brisbane Ranges National Park.  
It's wildlife, wildflowers, walking trails, hikes.

**Active outdoors:**

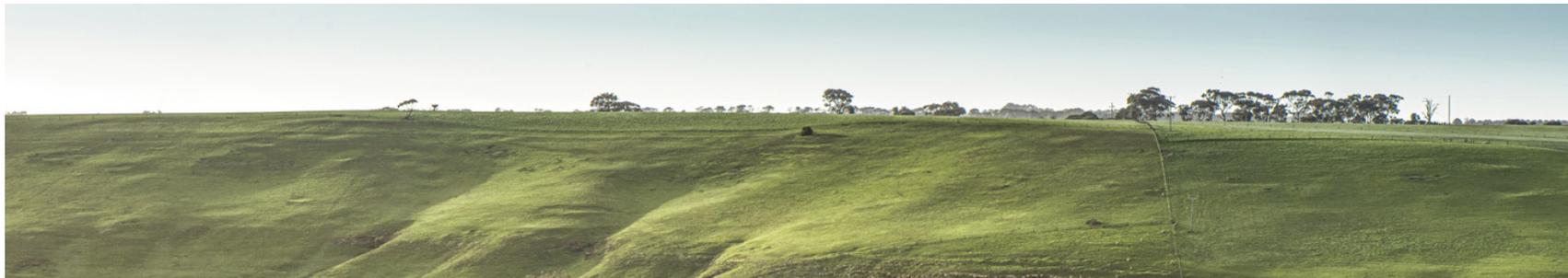
Bird watching / hiking / abseiling / bird watching / walking trails.

**Family fun:**

In addition to the active outdoors there is fun for all ages through all times of the year: the maze / Steiglitz / outdoor walks / Fairy Park at Anakie.

**Heritage and regional stories:**

Indigenous sites. Steiglitz historic town, including heritage museum and gold panning.



MOORABOOL VALLEY

# APPLICATION

SUB REGION:

MOORABOOL VALLEY  
**GREATER  
>THAN**  
THE SUM OF  
ITS PARTS.

DESTINATIONS:

BANNOCKBURN  
**GREATER  
>THAN**  
THE SUM OF  
ITS PARTS.

INVERLEIGH  
**GREATER  
>THAN**  
THE SUM OF  
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LETHBRIDGE  
**GREATER  
>THAN**  
THE SUM OF  
ITS PARTS.

MEREDITH  
**GREATER  
>THAN**  
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ITS PARTS.

MOORABOOL VALLEY

# COLOUR PALETTE

## PRIMARY COLOUR:



**MOORABOOL VALLEY**  
CMYK: 4, 17, 87, 0  
RGB: 245, 206, 62  
HEX: #f5ce3e  
PANTONE: 129 C

## SECONDARY COLOURS:



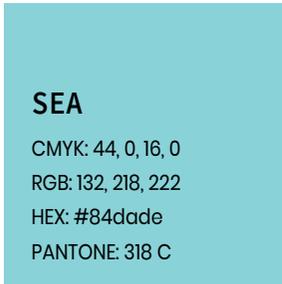
**SUNSET**  
CMYK: 0, 84, 100, 0  
RGB: 255, 77, 0  
HEX: #ff4d00  
PANTONE: 1655 C



**GOLDEN HOUR**  
CMYK: 0, 30, 34, 0  
RGB: 255, 190, 159  
HEX: #ffb99f  
PANTONE: 162 C



**SALT**  
CMYK: 2, 6, 12, 0  
RGB: 249, 236, 221  
HEX: #f9ecdd  
PANTONE: 7506 C



**SEA**  
CMYK: 44, 0, 16, 0  
RGB: 132, 218, 222  
HEX: #84dade  
PANTONE: 318 C



**NIGHTLIFE**  
CMYK: 82, 71, 59, 75  
RGB: 16, 24, 32  
HEX: #101820  
PANTONE: BLACK 6 C



**WHITE**  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: #ffffff  
PANTONE: -

MOORABOOL VALLEY

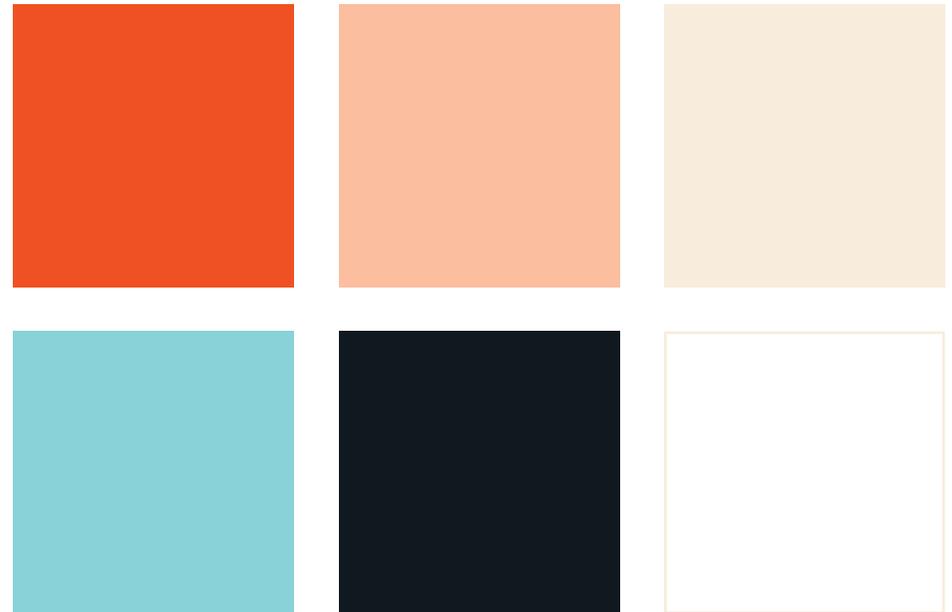
# COLOUR PALETTE

CMYK > > > > For print.

RGB > > > > For creating things on-screen.

HEX > > > > For bringing websites to life.

PANTONE > > > Used for print and fabric to get a perfectly precise colour match.



MOORABOOL VALLEY

# FONTBOOK

## GREATER THAN GEELONG AND THE BELLARINE. > > > >

There's nothing greater than getting away. Discovering somewhere new. Returning to a favourite place.

And we believe there aren't many places greater than Geelong and The Bellarine.

It's a region of saltwater surrounds and natural wonder, indulgence and adventure. > > > >

A place with a maker's heart, a foodie's appetite and an explorer's mind.

Where the weekends are a little longer and the flavours a little fresher.

It's towns that surprise and people that have perspective.

Where the experience lingers long after you leave. > > > >

GEELONG AND THE BELLARINE - IT'S GREATER THAN THE SUM OF ITS PARTS. >

## HEADINGS

### TYPEFACE:

Source Code Pro: Semibold (All caps)

### AVAILABLE AT:

[fonts.google.com/specimen/Source+Code+Pro](https://fonts.google.com/specimen/Source+Code+Pro)

## BODY COPY

### TYPEFACE:

Poppins: Regular

### AVAILABLE AT:

[fonts.google.com/specimen/Poppins](https://fonts.google.com/specimen/Poppins)

## QUOTES & CALLOUTS

### TYPEFACE:

Source Code Pro: Medium (All caps)

### AVAILABLE AT:

[fonts.google.com/specimen/Poppins](https://fonts.google.com/specimen/Poppins)

## MOORABOOL VALLEY

# CAPTION THIS

We think the 'Greater Than' campaign brand is a flexible little device that we can use in tourism marketing efforts across the region, whether at a campaign scale or smaller, tactical messages from local operators.

This guide is full of useful elements that will be able to assist you in developing assets for your own marketing. Perhaps the most important is this section right here - understanding the core creative idea behind the campaign and how easy it is to apply.

The campaign is designed to be flexible. That means all you need is a quality image and a little imagination and you can quickly align your marketing to the Greater Than campaign

### **How does it work?**

Think of it like a caption competition. Take an image, come up with a clever juxtaposition about what is portrayed, and use the caption to make it relevant to the life of your target customer.

The main idea is to have fun with it. You should aim to draw a smile from the person who engages with the finished product.

Let's take a look at an example...

MOORABOOL VALLEY

# CAPTION THIS

## 1. FIND A GREAT IMAGE

This could be an inspiring shot, something that shows plenty of natural human elements, or a visually descriptive representation of your product or experience.

Make sure that it is high resolution.

For this example we'll use beer. > > > > > > > > >



MOORABOOL VALLEY

# CAPTION THIS

## 2. THINK OF A GREATER THAN CAPTION

Have some fun with it! What does this image speak to? For beer, we can draw on concepts of drinks with friends, socialising outside or experiencing local breweries.

So how does that compare to the day-to-day life of our target audience? They may be sick of doing weekend drinks at home, tasting bad homebrew in a mate's shed or only drinking at their local.

Put into practice, that could be expressed using the Greater Than campaign as:



**GREATER THAN HOMEBREW  
FROM YOUR MATE'S SHED.**

MOORABOOL VALLEY

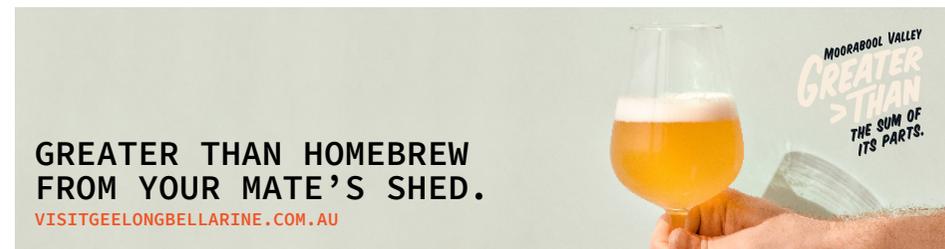
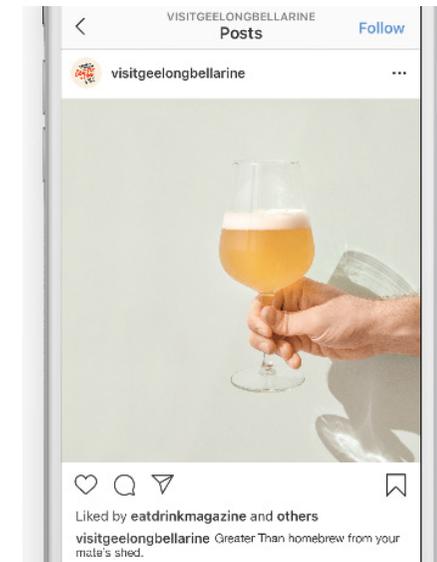
# CAPTION THIS

## 3. PULL IT TOGETHER

We can then pull all this together with the assets we have in the Greater Than Asset Library.

You could use the fonts to style the copywriting into a campaign-ready heading, apply your town/sub-region logo over the image or just leave it as is. Post to social media and use your writing in the caption.

Some handy tools exist to help you design your campaign assets such as simple, free websites like [Canva](#) or paid tools like [Photoshop](#) for the more skilled.



MOORABOOL VALLEY

# CAPTION THIS

## 4. OUTPUT YOUR DESIGN

Output your design or image to the relevant file type.

For print you'll want PDF and for web or social media you'll want PNG or JPG.

**MY\_IMAGE.PDF** > > > > > For you old-school folk who like to print things. (Yes Gen Z, printers still exist!)

**MY\_IMAGE.PNG** > > > > For the tech-savvy, PNGs are the bomb.com for all things on your screen.

**MY\_IMAGE.JPG** > > > > Best for printing, but these will work for web too.

MOORABOOL VALLEY

# WRITING RIGHT

This guide is to help anyone who wants to write content using the 'Greater Than' brand campaign. We want every piece of campaign communication to reflect the same tone of voice.

We've tried to cover all the important bits around writing well but there are some great online writing tools that act as another checkpoint for your writing. Check out:

- › [Hemingway App](#)
- › [Grammarly](#)
- › [Thesaurus.com](#)



MOORABOOL VALLEY

# WRITING RIGHT

To start, you need to understand that good writing has three essential elements:

1. It's clear - A clear and concise message is the foundation for good writing and ensures there is no confusion about what you mean.
2. It's relevant - Keep your writing relevant to the topic so your audience can understand your message quickly and efficiently.
3. It's focused - Many of your audiences won't have the time to read everything you write and they may simply scan for the most important points. Short, consistent messages create connections. Long slabs of text can be intimidating. If you lose focus writing it, your audience will lose attention reading it!

Read your writing aloud. If it doesn't feel or sound like it flows, it probably needs to be reworked.

Writing for the Greater Than campaign is less about memorising a set of rules (but we've given you a few handy tips) and more about reflecting an overall attitude or persona.



## MOORABOOL VALLEY

### TONE OF VOICE MAP

This scale will give you an idea of how this could be further understood.

A reminder, our tone for the Greater Than brand can be described as:

- › Authentic
- › Playful
- › Bold
- › Inviting
- › Courageous

#### RESERVED



We are bold and confident in our ideas and happy to state an opinion. We are more on the extroverted side of things but we don't dominate the conversation. So because of that, when we speak people tend to listen.

#### OUTRAGEOUS

#### CLOSED



We could be nearly seen as oversharers. We are passionate about all that our little part of the world has to offer and constantly inviting others to come partake in that.

#### OPEN

#### STRANGERS



We are familiar like friends of friends, but we are not your BFFs... we've got our own thing going on but are keen for you to join in on it.

#### BFF

#### CASUAL



We are plain speaking and drop the odd bit of slang. We can be colloquial, but we also need to be careful communicators. Having said that, we are not academics.

#### CORPORATE

#### FUN



We keep it fresh and fun. We are not boring and safe. But we aren't awkward like your uncle at a family BBQ, so keep your puns clever.

#### FUNCTIONAL

MOORABOOL VALLEY

# WRITING RIGHT TIPS

## **Know thy audience**

When writing, it's important to take a moment to think about your audience. Think about who they are, what they already know and what new info you can bring them. Consider these questions:

- › Are they local or global? Do they know where Geelong and The Bellarine is for example?
- › Are you talking to locals, interstates or internationals? Will your audience be connected to local friends and families?
- › Your writing should reflect the emotional and social rhythms of the year. Is it seasonally relevant? Connected to culture? Reflective of key dates in the calendar.

## **Power your language**

Make your writing more powerful by considering the following points:

- › Write short, concise sentences. Don't cram too much information into one sentence.
- › Active, not passive. Your message will be more compelling if you use active verbs in sentences. (Instead of saying 'the free event put on by XXXX', say 'XXXX's free event'.)

## **Address your audiences**

Always refer to audiences as "you". By speaking directly to your audience, it helps to humanise your content and message.

## MOORABOOL VALLEY

# WRITING RIGHT TIPS

### **Keep it fresh**

Avoid overused jargon and especially clichés. Keep it fresh and minimise industry-speak wherever possible. Only use industry-standard terminology when you think it will help improve your audience's understanding.

### **Write like a human**

Always be looking to make your writing relatable. Put yourself in the audience's shoes, and don't patronise them. Remember that they are busy and have competing priorities, so make sure you're not just dumping information but are communicating with them.

### **Write for all types of readers**

Some people will read everything you write. Others will just scan and scroll it. Help everyone read better by grouping related ideas together and using descriptive headers and subheaders. Create a hierarchy of information.

### **Simple is always better**

Keep your language simple. Aim for a Flesch-Kincaid (the standard measure for readability) grade 8 reading level. This is similar to most online writing, social media and the Harry Potter books! This isn't about dumbing content down. We just need to make sure our language is straightforward and communicates concepts as efficiently as possible. Plus, our audiences are from all over the world and some may not speak English as their first language.

### **Focus on the 'why'**

Make it clear to your audiences what they'll gain from your experience - what will be the emotional or functional benefits.

### **Add the wink**

Put some fun into your content wherever you can. Find the quirk or add a wink to engage your audiences - this is your chance to use those creative writing skills. Have fun with it!

## MOORABOOL VALLEY

# WRITING RIGHT TIPS

### TL;DR?

- › Know your audience and where they are in the world.
- › Write to another human, as a human and not as a corporate entity.
- › Use story to illustrate your offer.
- › Write short sentences (no more than 15–20 words).
- › Read your content out loud and if it doesn't sound like the Greater Than brand, rewrite it.
- › Start with the Why? Tell the audience what is in it for them upfront.
- › Keep it easy for people to read by structuring your ideas.
- › Minimise the use of complex language.
- › Use headings and bullets to make your content easier to scan.
- › Edit unnecessary or repeated words.
- › Have some fun with your writing; it will make it more fun to read.

## MOORABOOL VALLEY

# COPY BANK

Here are some handy pre-prepared lines you can use as inspiration or copy directly.

### Greater Than

- ... the view from your place
- ... your backyard shell pool
- ... drinks in your mates shed... again
- ... Grandpa's home brew
- ... Grandpa's beer fridge
- ... a walk around the block
- ... another bath with a rubber duck
- ... your walk to the fridge
- ... summer at your place
- ... a run under the sprinkler

- ... doing the dishes
- ... a hole in one
- ... your best shot
- ... a night in
- ... surfing the web
- ... a sea salt scrub
- ... shopping online
- ... a trip to the bottle-o
- ... falling down the stairs
- ... your daily commute

MOORABOOL VALLEY

# GUIDE TO BETTER PHONE PHOTOGRAPHY

The photographic style for 'Greater Than' is distinct. It has a vintage inspired feel that provokes a sense of sun-soaked warmth, a simplicity of subject where things seem to possess a stillness and natural and authentic composition.

You may want to take influence from some of the reference images in the brand atlas and try to match the look when editing your photos on your preferred app.

On the following pages are some handy hints to help you improve your photo taking skills.



## MOORABOOL VALLEY

# GUIDE TO BETTER PHONE PHOTOGRAPHY

### 1. WORK WITHIN THE LINES

One of the easiest and best ways to improve your mobile photos is to turn on the camera's gridlines. They are based on the "rule of thirds" - a photographic composition principle that says an image should be broken down into thirds, both horizontally and vertically. If you aim to place points of interest in these intersections or along the lines, your photo will be more balanced, level, and allow viewers to interact with it more naturally.

### 2. GET FOCUSED

Today's phone cameras automatically focus on the foreground of your frame, but not every picture you take on your phone has an obvious subject. To adjust where you want your camera lens to focus, open your camera app and tap the screen where you want to sharpen the view.

### 3. FOCUS ON ONE SUBJECT

Many of the best photos include just one, interesting subject. So when taking a picture of one, spend some extra time setting up the shot. Be sure you tap the screen of your smartphone to focus the camera on your subject -- that'll help to ensure that it's focused and the lighting is optimized.

### 4. EDITING IS IMPROVING

Once you've taken your photo, you can use filters and apps to make the subject even more vivid, or to crop it to frame the subject correctly. The brightness, contrast, and saturation of the photo can also be adjusted accordingly -- all from your phone.

## MOORABOOL VALLEY

# GUIDE TO BETTER PHONE PHOTOGRAPHY

### 5. DON'T BE NEGATIVE ON SPACE

“Negative space” simply refers to the areas around and between the subjects of an image --and it can take a photo from “good” to “great.” When you include a lot of empty space in a photo, your subject will stand out more and evoke a stronger reaction from your viewer. What does negative space look like? It’s often a large expanse of open sky, water, an empty field, or a large wall, as in the examples below.

### 6. IS IT PORTRAIT OR LANDSCAPE?

A tall and narrow photograph is shot in portrait orientation, and is photographed vertically. When it’s wide and short it’s in landscape orientation and is photographed horizontally. In most instances, landscape will be better for wider uses across digital and print, but you should always consider where you’ll use your final photograph in your marketing and content. Is it social media, a print ad or your website? Which format is best? If in doubt, try to shoot versions of both.

### 7. TRY A DIFFERENT PERSPECTIVE

Taking photos from a unique, unexpected angle can make them more memorable -- it tends to create an illusion of depth or height with the subjects. It also makes the image stand out, since most mobile photos are taken either straight-on or from a bird’s eye view.

### 8. USE LEADING LINES

In some photos, there’s a line that draws the viewer’s eye toward a certain part of the frame. Those are called leading lines. They can be straight or circular -- think staircases, building facades, train tracks, roads, or even a path through the woods. Leading lines are great for creating a sense of depth in an image, and can make your photo look purposefully designed.

MOORABOOL VALLEY

# GUIDE TO BETTER PHONE PHOTOGRAPHY

## 9. LOOK FOR SYMMETRY

Symmetry is about proportion and balance. Pictures that contain symmetry can be incredibly pleasing to the eye -- it's also an easy way to compose a photo. In photography, symmetry usually means creating an image that can be divided into two equal parts that are mirror images of each other.

## 10. AVOID ZOOMING IN

When you take a photo from a distance, it's tempting to zoom in on something specific you're trying to capture. But it's actually better not to zoom in -- doing so can make the photo appear grainy, blurry, or pixelated. Instead, try to get closer to your subject or take the photo from a default distance, and crop it later on. That way, you won't compromise quality.

## 11. USE NATURAL LIGHT

It's hard to find a great smartphone photo that was taken with a flash. Take advantage of the sources of natural light you can find, even after dark. Once you've taken the photo, play with the "Exposure" tool as you edit to see if you can make the image slightly brighter, without making it too grainy.

## 12. TAKE CANDIDS

Posed photos can be great for the sake of memories but candid shots of people doing things, or people with people, are far more interesting. Candid photos are better able to effectively capture the emotion and essence of a moment. One of the best ways to capture this kind of shot is to just take as many photos as possible so you'll have more to choose from!

This guide has been adapted from:  
[blog.hubspot.com/marketing/good-pictures-phone-tips](http://blog.hubspot.com/marketing/good-pictures-phone-tips)

MOORABOOL VALLEY

# LAYOUT GUIDE

## NOTE:

The utilisation of clear space for the backdrop of branding and text elements.

## NOTE:

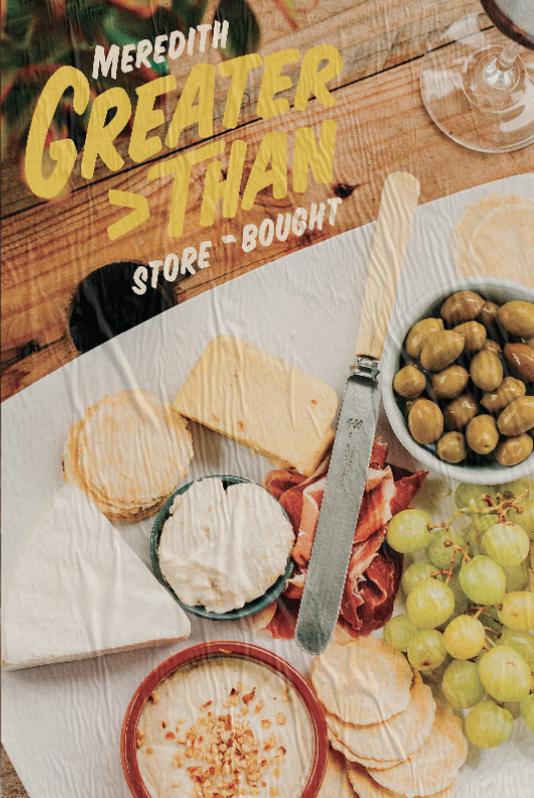
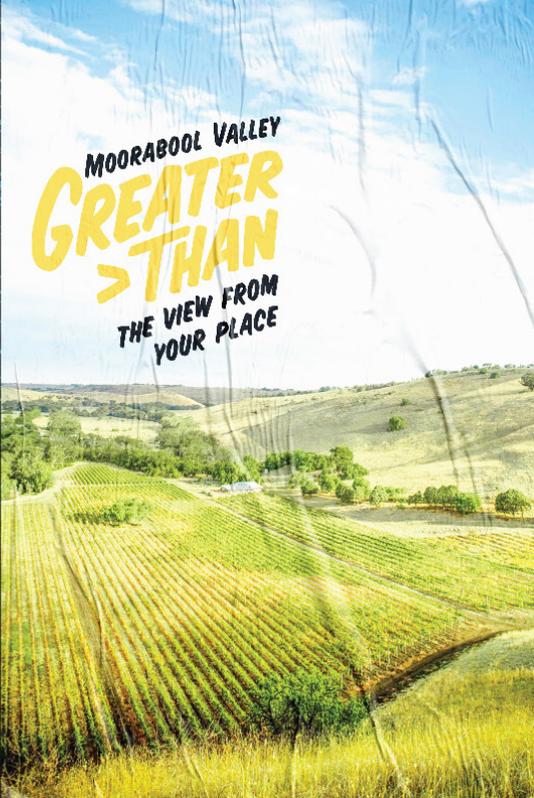
Your logo and the Master brand may appear in opposite or parallel corners. That means never above each other or partnered together.

DON'TS...



SECTION 3

# BRAND EXAMPLES



POSTER



GEELONG AND  
THE BELLARINE  
**GREATER  
> THAN**  
THE SUM OF  
ITS PARTS.

102



Clickable from the left-hand side of the page to view a gallery of photos of the islands, including the iconic archway, the white building, the beach, the bird, the building at night, and the coastal view.

# 10.

Think you've seen everything the Land of the Long White Cloud has to offer? We bet you've never experienced some of these local secrets. By Kate Baracos.

**Martinborough**  
On the North Island, about an hour's drive east of Wellington, Martinborough is one of those rare places where the light pollution is so low that the night sky really comes into its own. A new observatory and astronomy centre, Star Field (starfield.nz), runs galaxy-gazing tours to help visitors better understand the heavens.

**Poor Knights Islands**  
Hikers consider this cluster of ancient volcanoes off the North Island's Tutukaka Coast among the best dive sites in the world. And while the waves shelter scores of subtropical fish species, the nearby cliff faces offer ideal nesting spots for seabirds, as does the forest of pohutukawa.

a coastal tree with brilliant red flowers. Snorkelling tours run daily, departing from the mainland.

**Motueka**  
Time your visit to this laid-back town right and you'll be able to walk on water – or close to it. At high tide, the edge of the 92-year-old Motueka Saltwater Baths disappears beneath the glassy ocean, forming an underwater path for swimmers to tiptoe along. A 16-minute drive from Nelson on the South Island, Motueka is also close to the hiking and biking trails of two pristine national parks.

**The Coromandel**  
This pincer-shaped peninsula, a three-hour drive from Auckland, features 400 kilometres of coast. Start at Hot Water Beach, where

you can dig into the sand and watch the holes fill with steaming mineral water from under the earth. When you're done with your waterfront spa, go to New Chums Beach, where a 1.5-kilometre hike through the glossy palms may be rewarded with a dolphins sighting.

**Kapiti Island**  
It's barely 20 square kilometres in size but for the native kaka, kōkako and tā birds that call Kapiti Island home, it's a haven because the pristine landscape is free from predators. Arrange a permit to visit Kapiti and catch the ferry from Paraparumu Beach, north of Wellington.

**Kaikoura**  
Head out to sea to spot the sperm whales and comical fur seals that

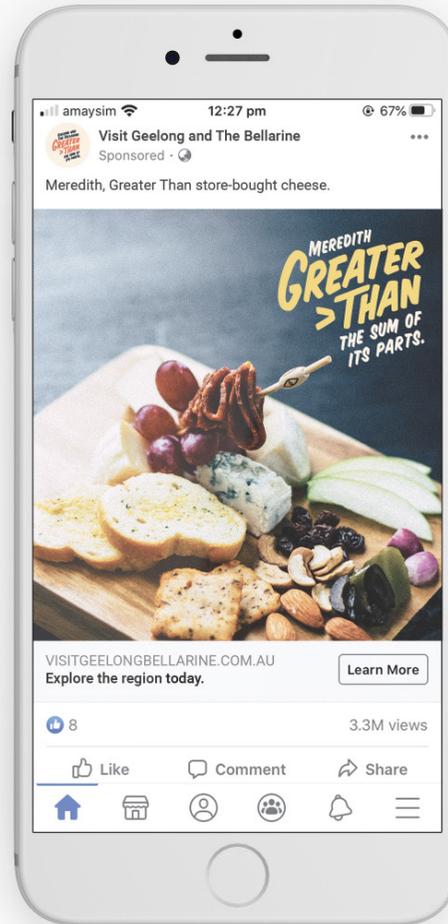
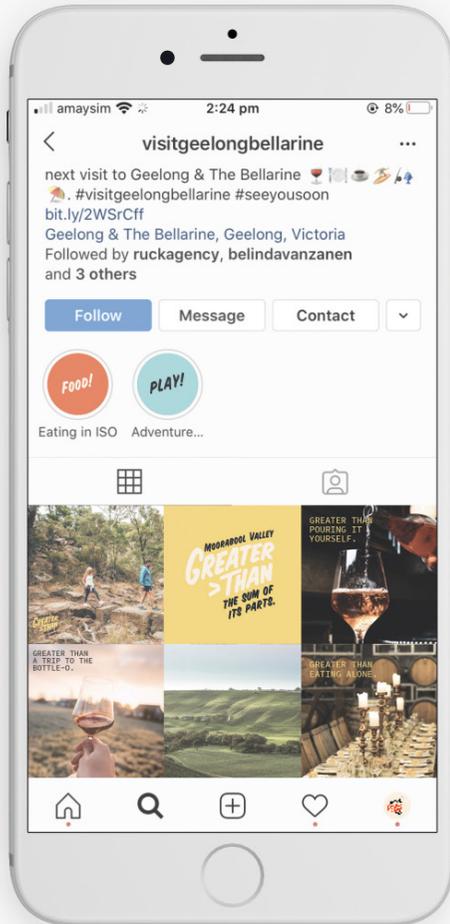
patrol these waters. (Philly Island is north-west of the coast, an offshore island with sky-dominating mountains, including Mount Egmont, the highest mountain in the South Island.)  
+64 20 488 3474. [www.kapitiisland.co.nz](http://www.kapitiisland.co.nz)

**Kahurangi National Park**  
It took a million years to create the nation's last remaining wilderness through the mountainous, forested hills of Kahurangi National Park. The region's highest peak, a 2,000-metre mountain, is a staggering 200 metres long and 40 metres wide.

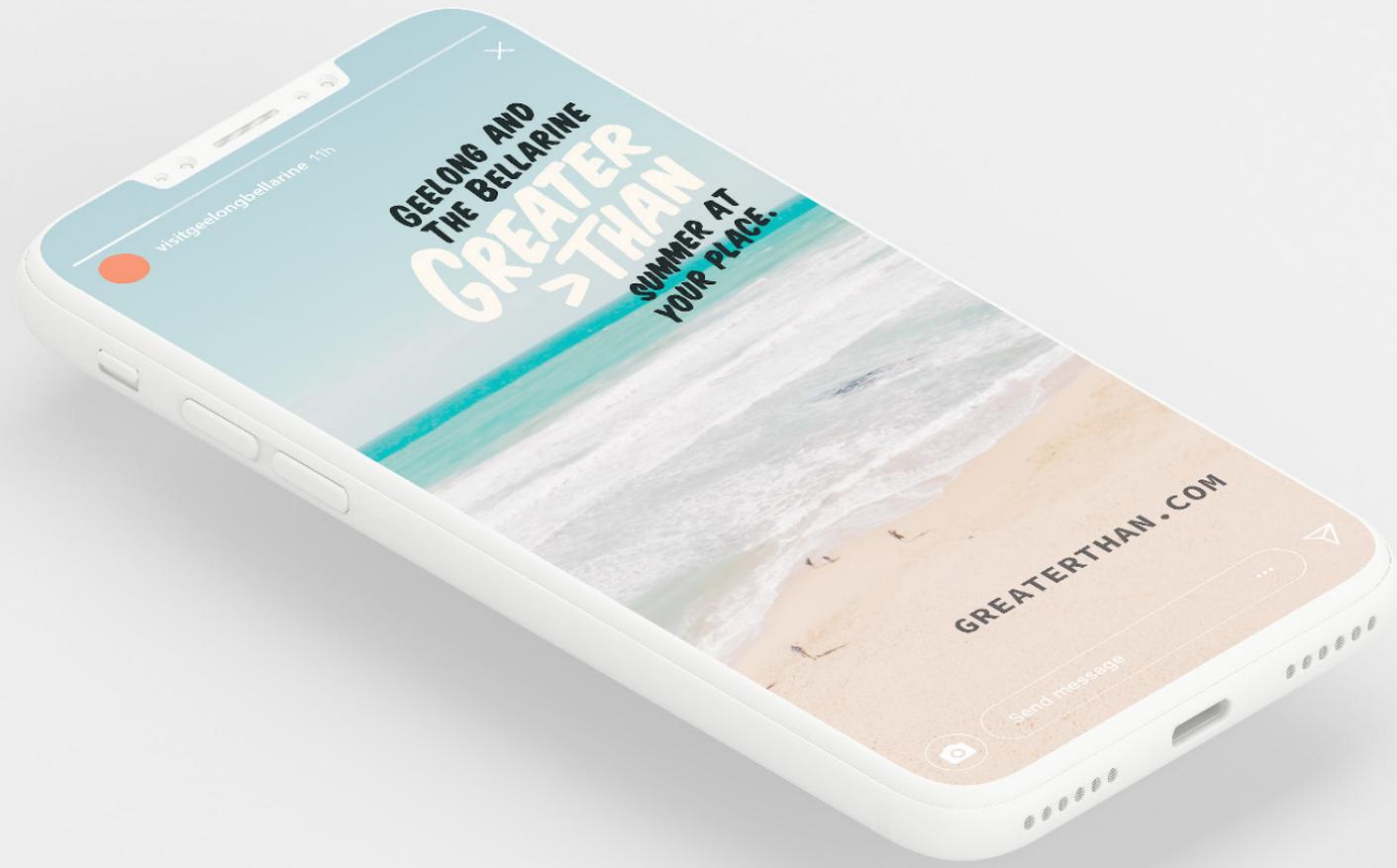


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SOCIAL MEDIA



SOCIAL POST



OUTDOOR DISPLAY



GEORONG AND  
THE BELLARINE  
**GREATER  
> THAN**  
THE SUM OF  
ITS PARTS.

A-FRAME

LOCAL COFFEE,  
GREATER THAN  
MAKING IT AT HOME.

MOORABOOL VALLEY  
**GREATER  
>THAN**  
THE SUM OF  
ITS PARTS.

BELONG AND  
THE BELLARINE  
**GREATER  
>THAN**  
THE SUM OF  
ITS PARTS.

SHOPPING BAG



COFFEE CUP



CHALK

MIDWATER VALLEY  
**GREATER THAN**  
THE SUM OF  
ITS PARTS.

BEHOLDING AND  
THE BELONGING  
**GREATER THAN**  
THE SUM OF  
ITS PARTS.

CONTACT

# WANT MORE?

ONLINE RESOURCES FOR GREATER THAN  
CAN BE FOUND AT:

[tourismgeelongbellarine.com.au/greaterthan](http://tourismgeelongbellarine.com.au/greaterthan)

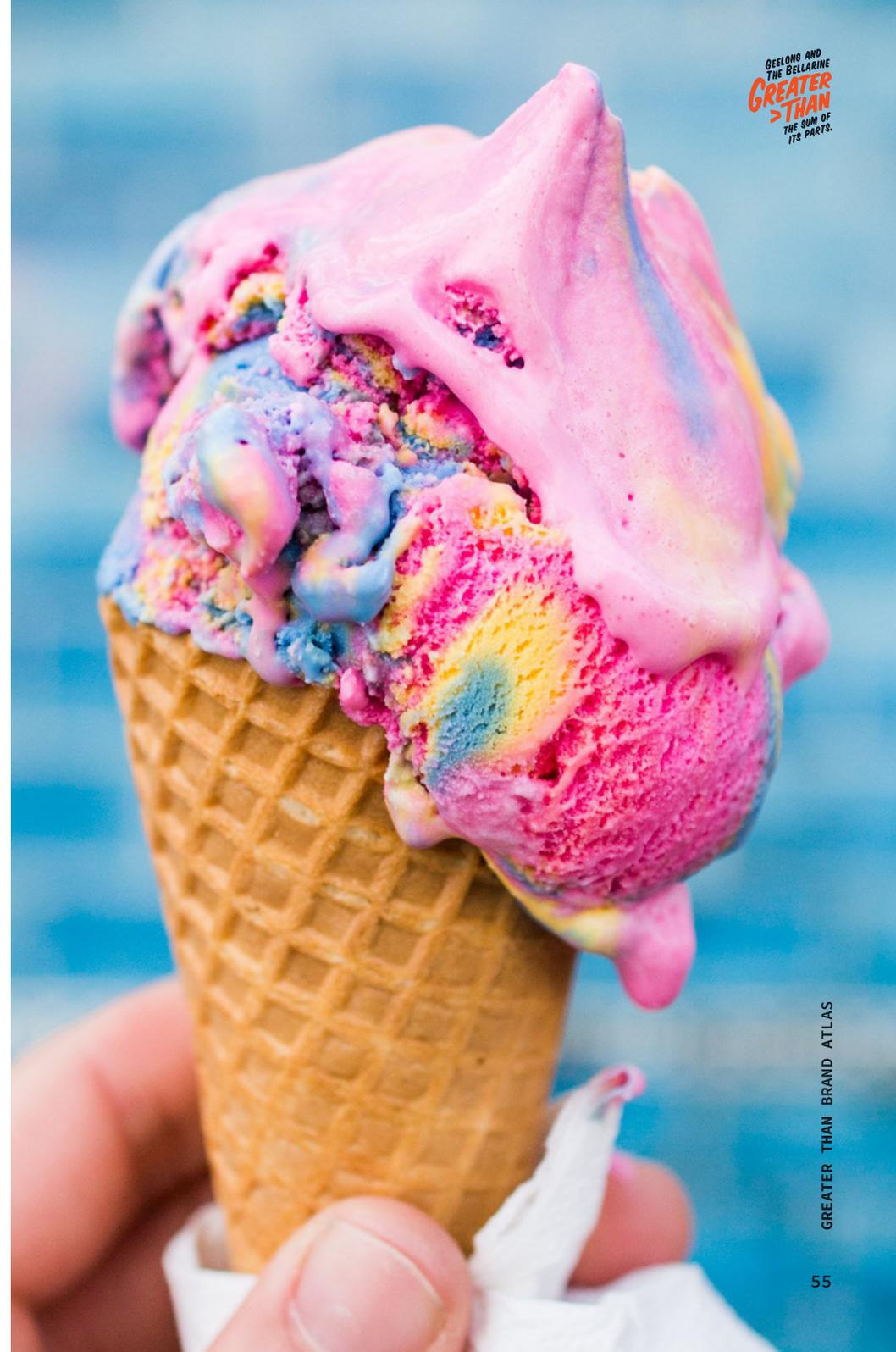
CONTACT US:

[marketing@tourismgeelongbellarine.com.au](mailto:marketing@tourismgeelongbellarine.com.au)

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P (03) 5223 2588

[tourismgeelongbellarine.com.au](http://tourismgeelongbellarine.com.au)

‘GREATER THAN’ CAMPAIGN BY RUCK AGENCY.



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ITS PARTS.