

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



GEELONG
BRAND ATLAS

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
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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.

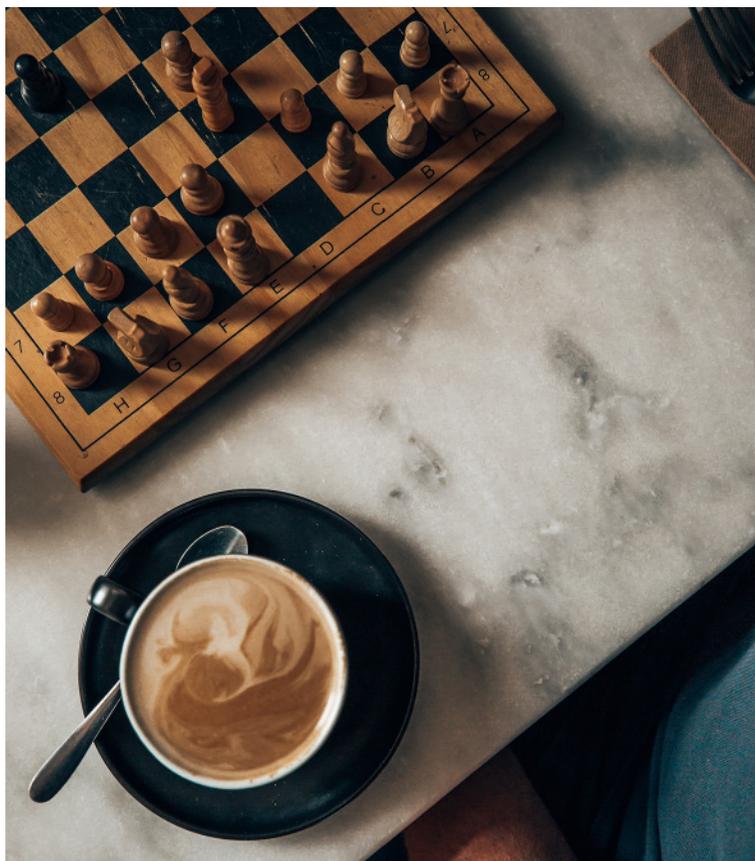
Wondrous

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

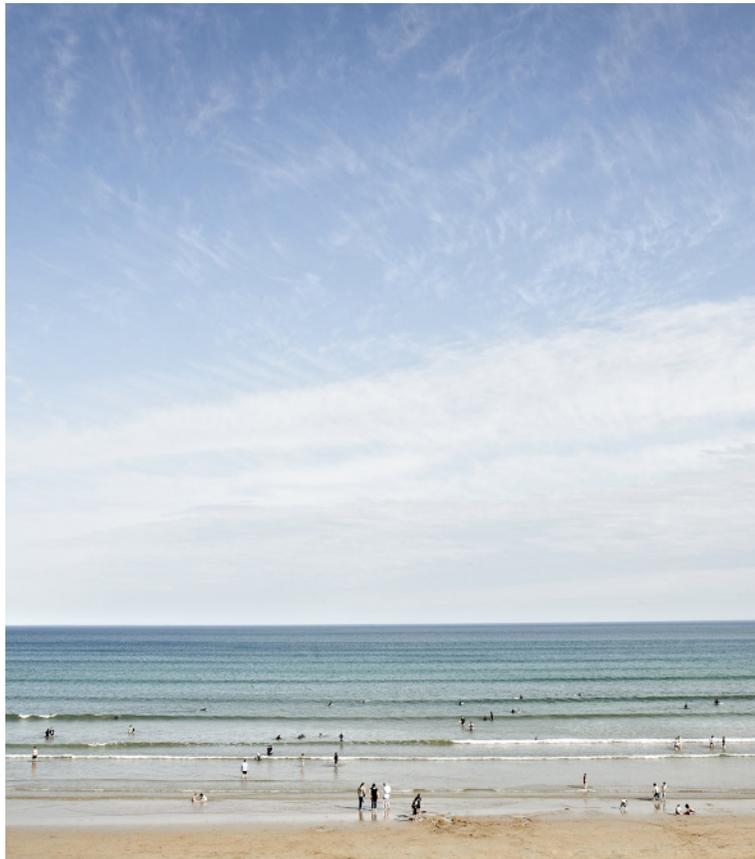
North Bellarine:

- › 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:

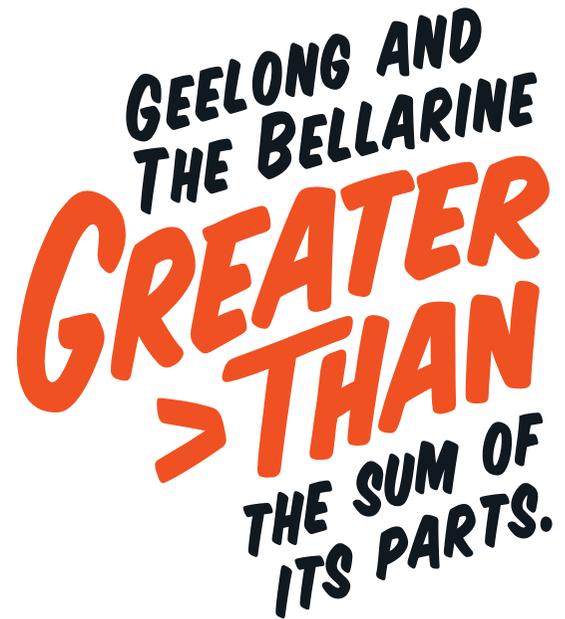
- › A window into a significant living cultural place for the Wadawurrung people
- › Wild and Free connections to Australian nature for energetic natural adventure
- › Commitment to the ecological care and preservation of habitat and wildlife
- › Victoria's natural oasis within easy reach of Melbourne

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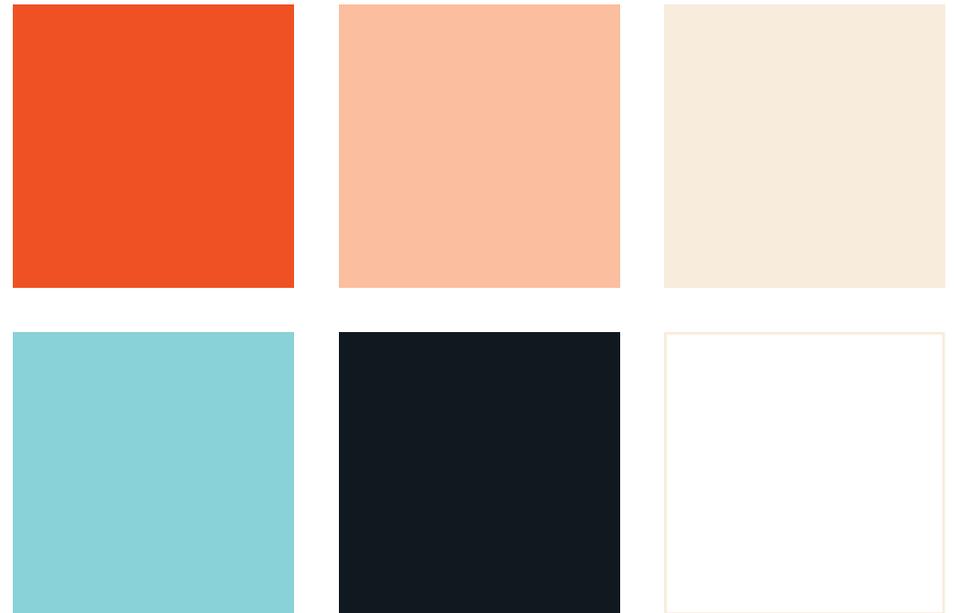
MASTER BRAND

VISUAL ASSETS

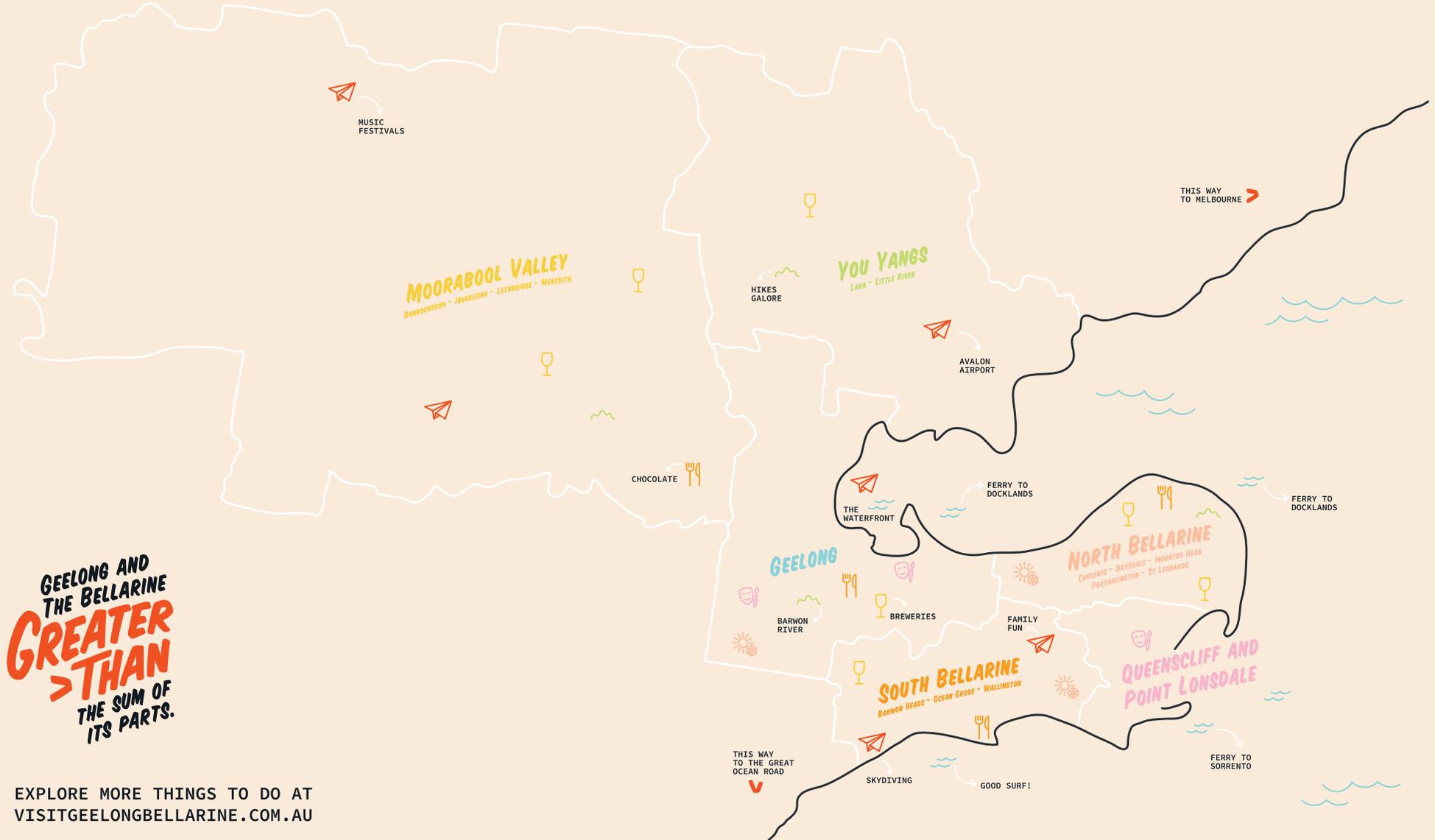
MASTER LOGO:



MASTER BRAND COLOURS:



GREATER THAN GOOGLE MAPS



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EXPLORE MORE THINGS TO DO AT
VISITGEELONGBELLARINE.COM.AU

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

SECTION 2

GEELONG SUB REGION GUIDE

GEELONG

WE ARE

**A RE-ENERGISING WATERFRONT CITY AND
REGIONAL HUB WITH ECLECTIC, HIDDEN
PRECINCTS OF MAKERS OFFERING THEIR
OWN INDEPENDENT TAKE ON THE WORLD.**

GEELONG

OUR BRAND PERSONALITY

ADVENTUROUS

- › Intrepid
- › Spirited
- › Independent

FRESH

- › Fun
- › Upbeat
- › Irreverent

ENERGETIC

- › Youthful
- › Open minded
- › Ambitious



GEELONG

SIGNATURE EXPERIENCES



Makers precinct:

Building on the rich legacy of past artisans, today an eclectic and innovative community of makers are increasingly calling Geelong home. Precincts and pockets of cosmopolitan venues for entrepreneurs, chefs, producers and artists escaping the confines of big cities for the intimacy and diversity of local community.

Waterfront city, water-inspired wellbeing:

A place of recreation and regeneration, an urban hub that draws energy and inspiration from its unique waterfront environment. Take in the bay from the shore of the city, or the city from out on the bay.

The Bellarine's larder and showcase:

World class restaurants, bountiful provedores and unique bars showcase the best of food and wine from local sources. Sample, savour and indulge in the fruits of the Bellarine Peninsula, fresh and freely available in one place.

Diverse clever cultural entertainment for all:

Victoria's second largest city serves as a bustling base for exploration and indulgence. Easy interstate and international access, and just a short drive from Melbourne. Wide variety of leisure activities and world class events: Cadel Evans GOR Race, Festival of Sails, Avalon International Airshow.

GEELONG

OUR SUPPORT EXPERIENCES

Transformation and creative repurposing:

The industrial spaces are being reinvented into places and spaces for new ideas and honouring the best ideas from the past.

Distinctive central waterfront & water-based lifestyle:

Bringing together the core attributes of scenic beauty, waterfront and water-top dining and wellbeing activities. A new sense of arrival through watercraft: Ferry and Cruise traffic.

Artful places and spaces that cleverly reveal fascinating stories:

Learning and Discovery will be interpreted through a more fun, eye opening culture and storytelling lens. A clever and creative city in more than just name. The heady mix of cultural, creative and heritage spaces and stories makes for an exciting combination.

Open space & access to outdoor leisure precincts:

Sport and leisure activities are plentiful with a focus on cycling (green health) and sailing (blue health). From rowing or running along the river, from cycling to swimming, there are options within the city and easy access to the best leisure activities The Bellarine has to offer.

Home of diverse, community-orientated, accessible, world-class events for everybody to share in:

An evolving set of events hosted by Geelong including the Cadel Evans Great Ocean Road Race, the Avalon International Airshow and the Festival of Sails, Geelong Football Club and ground as a host and a hub for community inclusion. Bringing the attention of the globe onto Geelong. Diverse events that celebrate diversity! Multicultural community brings colour and variety to Geelong which come to life daily and celebrated annually through the Pako Festa.

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APPLICATION

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GEELONG

COLOUR PALETTE

PRIMARY COLOUR:



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



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: -

GEELONG

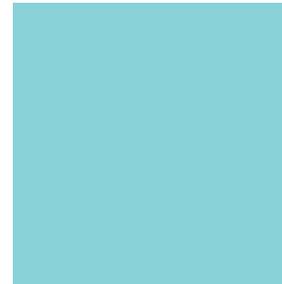
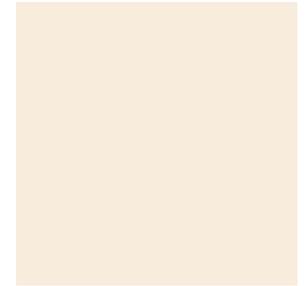
COLOUR PALETTE

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.



GEELONG

FONTBOOK

GREATER THAN GEELONG AND THE BELLARINE. > > > >

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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

BODY COPY

TYPEFACE:

Poppins: Regular

AVAILABLE AT:

fonts.google.com/specimen/Poppins

QUOTES & CALLOUTS

TYPEFACE:

Source Code Pro: Medium (All caps)

AVAILABLE AT:

fonts.google.com/specimen/Poppins

GEELONG

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...

GEELONG

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. > > > > > > > > >



GEELONG

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.**

GEELONG

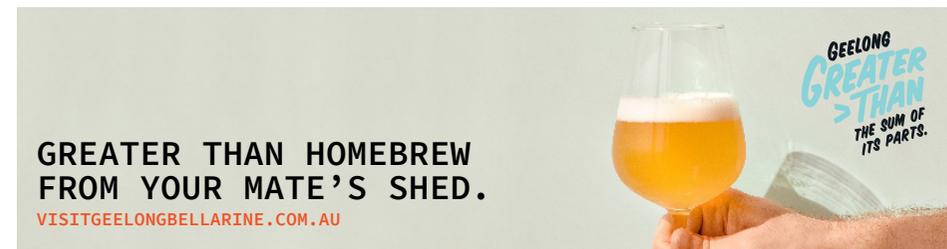
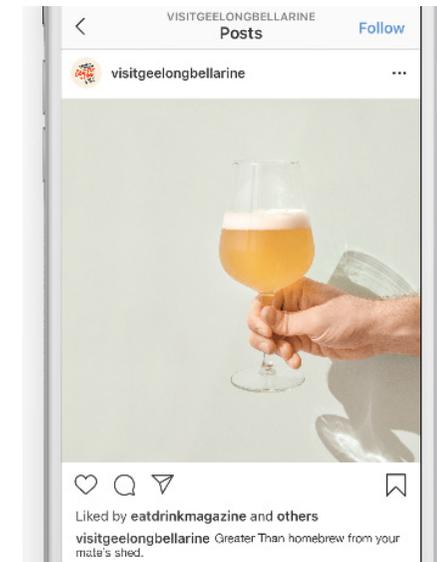
CAPTION THIS

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.



GEELONG

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.

GEELONG

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](#)



GEELONG

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.



GREATER THAN BRAND ATLAS

GEELONG

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

GEELONG

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.

GEELONG

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!

GEELONG

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.

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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

GEELONG

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.



GEELONG

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.

GEELONG

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.

GEELONG

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

GEELONG

LAYOUT GUIDE

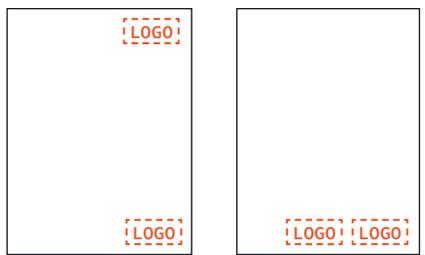
NOTE:

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

NOTE:

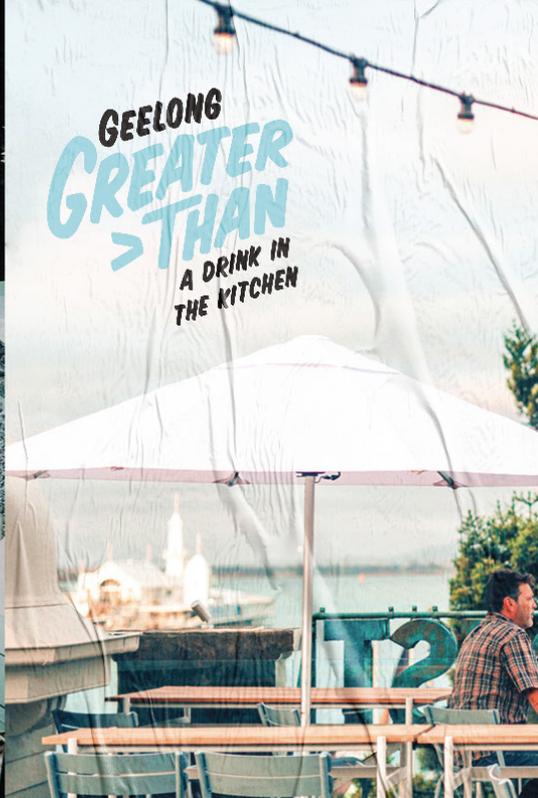
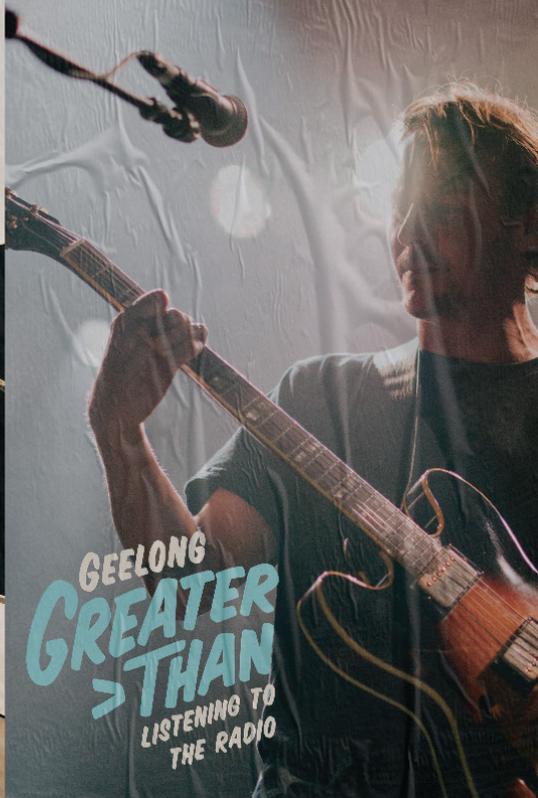
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SECTION 3

BRAND EXAMPLES



POSTER



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

102



Clickable from the left: The Hotel in Northborough, the natural rock archway of the Poor Knights Islands group, the beach at Paraparaumu, a bird in the Bellarine Islands, the Hotel Bellarine.

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 Barraco.

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.

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 82-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 dolphin sighting.

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

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

patrol these waters. (The island's north coast is a great spot to get an excellent view of the sky during sunrise or sunset, including the aurora borealis.) Beaches: There are only two beaches at the top of the island, north of Kaitake. (Kaitake is a 20-minute drive from the car park.) (Kaitake is a 20-minute drive from the car park.)

Kahurangi National Park
It took a million years to carve the rugged landscape through the mountainous terrain, resulting in a series of giant tunnels the world's longest. Kahurangi National Park, near Nelson, has the longest tunnel. It's a 20-minute drive from the car park.

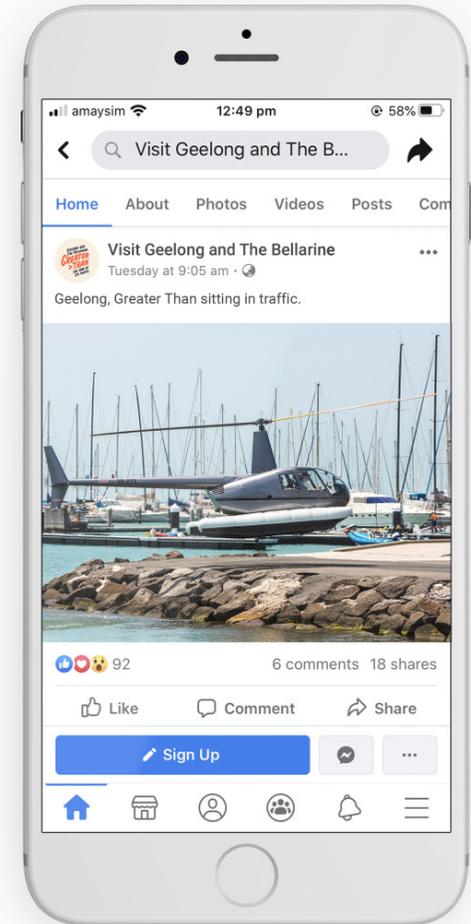
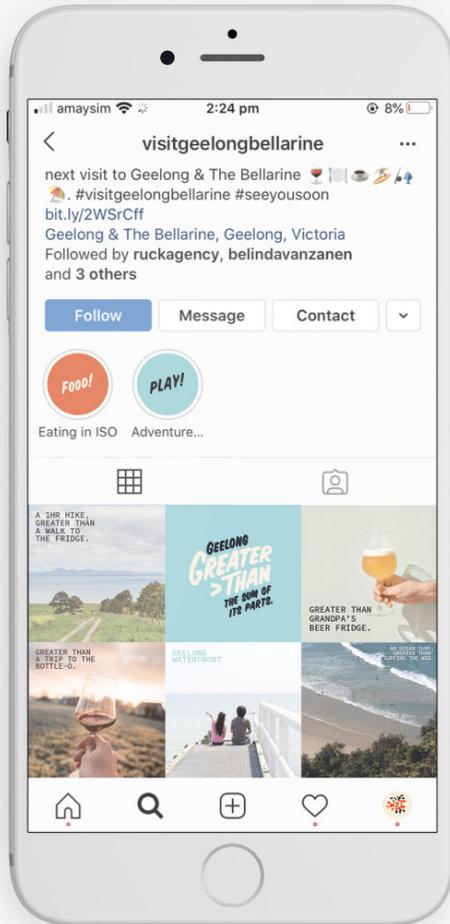
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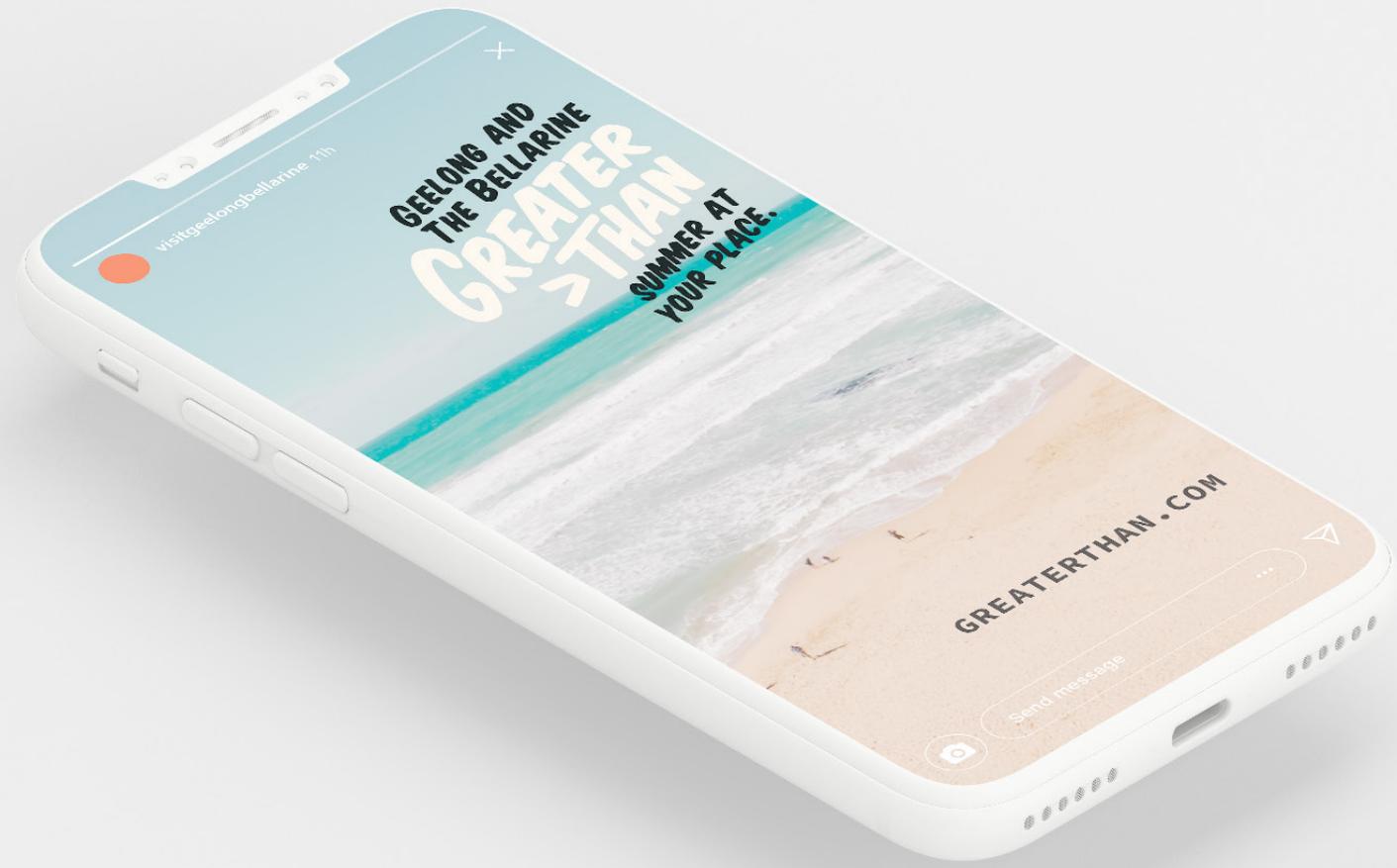


CHILDREN'S POOL

SOCIAL MEDIA



SOCIAL POST



OUTDOOR DISPLAY



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ITS PARTS.

SHOPPING BAG



COFFEE CUP



CHALK

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