EXPERIENCE
Somerset

Brand Guidelines

AS AT JUNE 2023

Let's experience Somerset...

Index

Our Personality

Overview

The brand, through visuals and wording, should provide a compelling reason to visit.

AUTHENTIC

Real experiences offered by real people in region

COUNTRY CHARM

Bespoke villages, personalities and experiences

ACCESSIBLE

A rural retreat just a short country drive away from major SEQ centres

GROUNDED

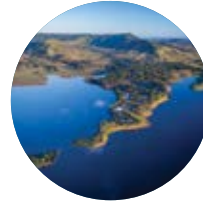A less rushed lifestyle, fresh air, outdoor experiences

BRAND ARCHITECTURE

Icons

 Villages

 Nature

 Brisbane Valley Rail Trail

Experiences

Self-drive

Art & Culture

Outdoor Adventure

Lakes & Watersports

Events

Caravan & Camping

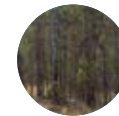### Destinations

Esk

Fernvale

Kilcoy

Coominya

Jimna

Lowood

Minden & Tarampa

Moore & Linville

Somerset Dam & Hazeldean

Toogoolawah

Lake Wivenhoe

Our Personality...

Tone of Voice

In line with our Brand Persona, the Experience Somerset tone of voice is relaxed, welcoming and fuss free.

When we talk, we are chatting like we would in a country pub with uncomplicated and clear wording.

We are happy, free and engaging with a subtle sense of humour.

We are proud of our region and the personalities and experiences it contains. We can't wait to share the best of our region with you and invite you to Experience Somerset.

Messaging should focus on highlighting key in-region experiences including:

· Outdoor adventure

· Self-drive experiences

· Arts and culture experiences

· Village, food and authentic experiences

· Lakes and Watersports

· Caravan and Camping

· Events

Our Personality...

Photography Style

The region's photography style has a focus on authentic, aspirational lifestyle shots.

Designed to create a want to visit, the photography style features light and bright images that are of an editorial standard.

Imagery should represent the broad mix of experiences and operators in the region including:

· Mouth-watering closeups of food and dining experiences;

· Scenic imagery of landscapes and regional visuals;

· Lifestyle shots of actual experiences and accommodation on offer in region;

· Happy and relaxed visitors engaging in authentic in region experiences

Only imagery that is from Council's approved contact sheet should be used for promotional purposes.
All images must demonstrate actual and authentic experiences in region.

Operators can access an extensive, high quality image library via the **Tourism Operator Portal** at experiencesomerset.com.au/tourism-operator-portal

Our Brand

Logo

As the first point of contact with the brand, the Experience Somerset Logo has been designed to depict the landscape of the region with mountains, lakes and wide open country spaces. The logo is to be applied as per the following specifications.
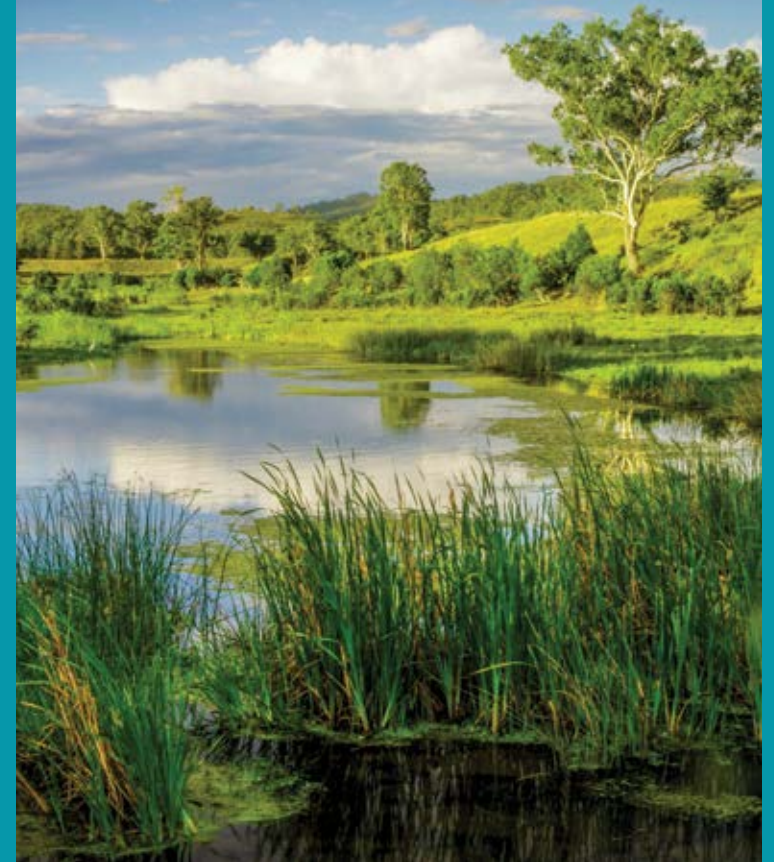
No elements of the logo artwork may be recreated, deleted, cropped or distorted in any way. The logo artwork should appear against a solid background to ensure maximum contrast and may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.

Logo

Full Colour

The logo can appear in flat colour or with gradients. The logo text Experience Somerset should be teal – to ground the design. The full colour logo should only appear over a plain white background. In instances where the logo appears over an approved image, the greyscale (black) or reverse (white) logos below should be utilised.

One Colour

An entirely green, blue, teal or black logo can be used where the logo must print in a single colour. When it's necessary to apply the logo to media other than paper or digital applications (e.g. fabric, wood, metal, glass etc) the one colour version should be used.

Greyscale

The greyscale version is for instances when a one colour print is needed in a publication where colour detailing can be achieved effectively (e.g. mono newspaper or magazine advertisements). The greyscale logo may also be utilised in instances where it appears over an approved image.

Reverse

The logo may print reversed on the corporate colours green, blue, teal, black or over an approved image. No other colours or images permitted. These colours must only be used at 100%.

Our Brand...

Colour plays a very important role in the development and consistency of brand personality and recognition.

The corporate colour system can work in harmony or create a statement. For applications and materials not based on press printing colour systems (e.g. embroidery, exterior paint etc) colour swatches should be used to create consistent colour matching across logo and brand colours.

Colours

Primary Colours

Teal

C:81 M:24 Y:30 K:0

R:5 G:151 B:170

Pantone 7710C

#0597aa

Accent Colours

Corporate Blue

C:100 M:0 Y:0 K:0

R:0 G:174 B:239

Pantone Process Cyan C

#00aeef

Dark Blue

C:85 M:50 Y:40 K:15

R:44 G:101 B:121

Pantone 2180C

#2c6679

Corporate Green

C:70 M:5 Y:100 K:0

R:85 G:176 B:71

Pantone 354C

#55b047

Teal

Corporate Blue

Corporate Green

Dark Blue

Use the fonts

creatively

to add expression
and emphasis.

Fonts

Primary Fonts

Nathile Regular (Headings)

Renattha Signate (Headings & Pull Quotes)

Parisine Plus Standard Bold (Sub Headings)

Parisine Plus Standard Regular (Sub Headings)

Parisine Plus Standard Clair (Sub Headings)

Almanach Regular (Body Text)

Secondary Fonts*

Madelyn Fill Regular (Headings)

Open Sans Bold (Sub Headings)

Open Sans Light (Body text)

*For use online when primary fonts are not available.

Contact

Thank you for ensuring the Experience Somerset brand remains true and aligns with the spirit of our region.

By following these guidelines, you are helping to ensure that our communications align with our brand and messaging and consistently tell the story of the many experiences and operators of our region.

If you have any questions about our visual identity and its application, please contact:

Somerset Regional Council
Tourism Team
E: tourism@somerset.qld.gov.au

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Visitor Informatioin Centres

Fernvale Visitor Information Centre
1483 Brisbane Valley Highway (07) 5427 0200

Kilcoy Visitor Information Centre
41 Hope Street (07) 5422 0440

Esk Visitor Information Centre
82 Ipswich Street (07) 5424 292

The Condensery I Somerset Regional Art Gallery
29 Factory Road, Toogoolawah (07) 5423 1036

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