MARGARET RIVER REGION

ON WADANDI BOODJA

BRAND IDENTITY GUIDELINES

We acknowledge the Wadandi people as the traditional owners of this region, and pay respect to their enduring connections to Boodja (Country) through songs, stories, spirituality and Cultural lore.

MARGARET RIVER REGION

ON WADANDI BOODJA

Tens of millions of years ago, long before humans walked the earth, something happened in this remote corner of the planet.

The continents of Australia, India and Antarctica were joined at one point in the supercontinent of Pangea. As Pangea divided, a piece of Australia was ripped away by the dividing continents of India and Antarctica. A geological island-within-an- island was formed, surrounded by three seas; connected to the rest of Australia by a land bridge.

This land was spared the ravages of ice during the ice ages and desertification during drier periods. This land became a refuge for an exceptional abundance of plants and animals to survive, thrive and evolve. Life here flourished.

For over 50,000 years this land has supported one of the world's longest, unbroken human occupations, resulting in an immensely deep cultural knowledge and connection to the land. It is the traditional land of the Wadandi Aboriginal people; the Saltwater People.

The Wadandi have lived here through the last ice age. They have adapted and survived through tens of thousands of years through an intrinsic knowledge of how to care for, and benefit from, the abundance of this island refugium.

This land has changed in many ways during this long history. Yet, today, it remains a place of immense significance and of rich biodiversity. People come to share in the culture and environment of this land, and to gain from an appreciation and understanding of nature and life at its best.

This place is known today as the Margaret River Region, on Wadandi Boodja (Wadandi Country).

MARGARET RIVER REGION

ON WADANDI BOODJA

OVERVIEW

AESTHETIC

In the same way that nature connects as all, we have a number of distinctive design elements to help our brand positioning come to life. The aesthetic celebrates the beauty and abundance of nature through carefully selected imagery, combined with design assets that give an effortless flow to all our communications and collateral. Space is a premium too. It gives a brand confidence and sophistication; our region has an abundance of nature, but we don't want our brand design to be cluttered. So we use space wisely, to give copy and headlines and images and logo lock-ups the space to breathe. Speaking of lock-ups, they are a crucial part of this identity as they use a typeface that has the feel of the ebb and **Flow** of the tide; the wind coming from one direction and then the other; the push and pull, the breathe in and breathe out; a font that feels like it truly belongs to this place.

The Margaret River Region. Let's use it to show Australians and the world just how generous this place can be.

FLOW

WORDMARK

MASTER BRANDMARK

This is the official Masterbrand for the Margaret River Region. The arrangement of type forms the Masterbrand. This Masterbrand is representative of the region and it is the image that is seen in the marketplace, therefore reproduction quality is of the utmost importance.

These brand guidelines contain information for the correct usage and reproduction of the Margaret River Region brand identity. Compliance with these guidelines is essential to ensure that a uniform visual image is achieved and maintained.

PLEASE NOTE

The brandmark is never to be redrawn nor should the letter forms or letter-spacing be altered in any way. It must only be reproduced by electronic means.

MARGARET RIVER REGION

ON WADANDI BOODJA

REPRODUCTION

The brandmark is available in different formats to maximise legibility, with a strong contrast between the brandmark and the background.

POSITIVE

Generally the brandmark appears on a light background (preferably white), in which case it should appear in full colour within the colour palette.

ALTERNATE

When the brandmark appears on a darker background, an alternate colour option (white or Pantone 466) is to be used.

MONO/ONE COLOUR

The mono version of the logo should only be used when printing is restricted to just one colour. The brandmark may be produced in black.

COLOUR REVERSE

If the brandmark needs to be placed on a dark or black background under B&W printing conditions, the brandmark should appear in white. Please ensure the brandmark is clearly legible.

CLEAR SPACE

The distance between the brandmark and other objects and text is known as the 'clear space'. This space is represented by M. At all times the length of M should be kept free from typography, photography, illustrations and any other graphic devices. M is determined by the height and width of the "M" in MARGARET.

SIZE REPRODUCTION

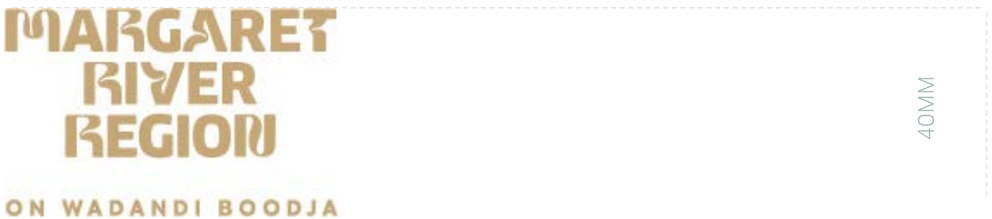
The brandmark must always appear legibly on a clear background. To protect the clarity and visual integrity of the brandmark, a series of rules have been determined.

For consistency, a general brandmark size has been provided. This is the size that the brandmark should appear on all A4 publications, stationery, advertising and documents. Ideally

The minimum size that the brandmark should be used is 20mm tall. This is represented in the figure below.

When the logotype is required at sizes larger than 2000mm tall, please contact the Margaret River Region team for guidance..

GENERAL SIZING



MINIMUM SIZE

INCORRECT USAGE

On this page are a number of common mistakes when implementing the brandmark. Protecting the Margaret River Region brandmark means always ensuring that it is represented consistently and accurately, in accordance with this style guide.

—

Note: Electronic versions are available, so the brandmark should never be redrawn or recreated digitally.

Do not redraw the brandmark. Only use supplied files to ensure that consistency is maintained.

Do not stretch or warp the wordmark.

Do not alter the proportions or size relationships within the wordmark.

Do not use colours other than those outlined in this guide.

Do not outline, fill, texture or distort the wordmark.

MARGARET RIVER REGION

ON WADANDI BOODJA

ALTERNATE BRANDMARK

An alternate brandmark exists for times when height is limited. This 'horizontal' wordmark should be used selectively and is best suited for use on landscape applications or in instances where photography is the main feature (a magazine cover for example). This will place the focus on the imagery, while ensuring that the Margaret River Region logo is still present.

SUB-REGION WORDMARKS

MARGARET RIVER

DUNSBOROUGH

BUSSELTON

AUGUSTA

SUB-REGION WORDMARKS

A wordmark has been crafted to represent each of the four sub-regions. These regional wordmarks should be treated with the same care and respect as the Margaret River Region wordmark, applying the same rules around reproduction, format, sizing and clear space. These wordmarks should never be re-drawn or recreated. All formats of the wordmarks are available as part of the master asset library.

MARGARET RIVER

MARGARET
RIVER
REGION

DUNSBOROUGH

MARGARET
RIVER
REGION

BUSSELTON

MARGARET
RIVER
REGION

AUGUSTA

MARGARET
RIVER
REGION

MARGARET RIVER REGION

FONTS

FONTS

To achieve consistency across all applications of the Margaret River Region brand, the preferred font family to be used is LOTO. This font should be used for all body copy, pullouts and sub-headings. Headings and mastheads should be set in Brodaers Expanded or Bodoni Book. These fonts have more personality, are bolder and more expressive, injecting character into layouts.

On occasions when fonts cannot be embedded (email signatures, word documents and PowerPoint templates) or if web/digital fonts are required, please use the font Calibri Regular for headings and Calibri Regular for body copy.

MRR PRIMARY FONT

LOTO LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#$%?&*()<>?_+

LOTO REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#$%?&*()<>?_+

LOTO REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#$%?&*()<>?_+

LOTO REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#$%?&*()<>?_+

MRR HEADLINE FONTS

BRODAERS EXPANDED

AABBCCDDEEFFGGHHIIJJKKLLMM
NNOOPPQQRRSSTTUUUUWWXXYYZZ
1234567890!@#$%?&*()<>?_+

Bodoni book

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#$%?&*()<>?_+

MRR WEBSAFE FONTS

Calibri Regular

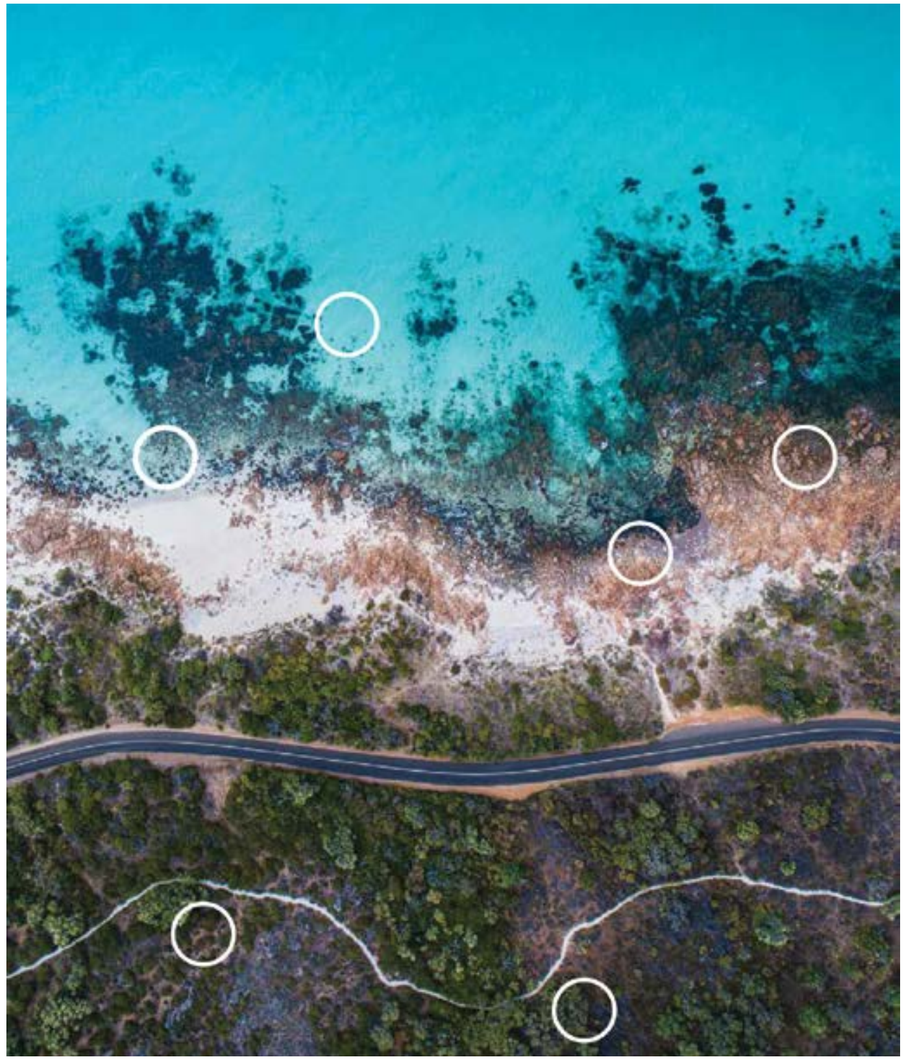
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#$%?&*()<>?_+

COLOUR

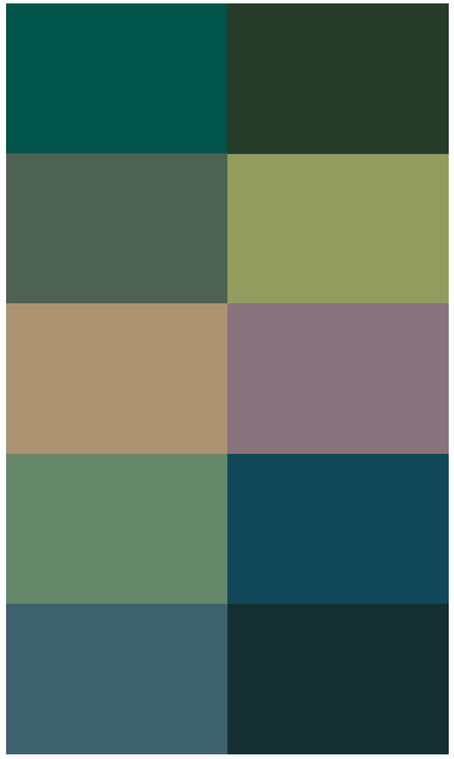
COLOUR

First and foremost the colour palettes for the region and its sub-regions are inspired by the region itself and the towns. Not always in a literal way, but more trying to capture the essence and 'feel' of each town, whilst simultaneously laddering-up to a cohesive masterbrand palette for the region as a whole.

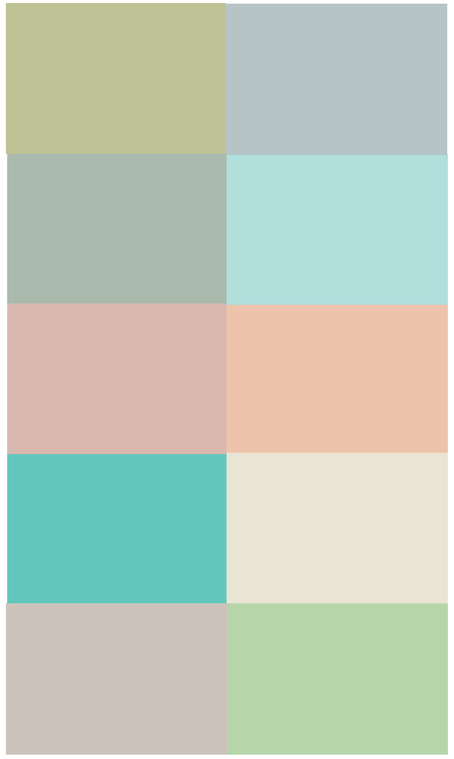
As we know, nature is all about balance. So in the colour palettes we balance the more premium, sophisticated, lush, deep, native and rich tones you find in the natural world, with more soft, elegant, light, feminine and coastal tones. This keeps the brand premium, but at the same time it softens the edges so the brand is still comfortable, approachable and relaxed.



INSPIRATION FOR THE REGIONAL COLOUR PALETTE



PREMIUM
SOPHISTICATED
NATURAL
LUSH
FERTILE
DEPTH
NATIVE



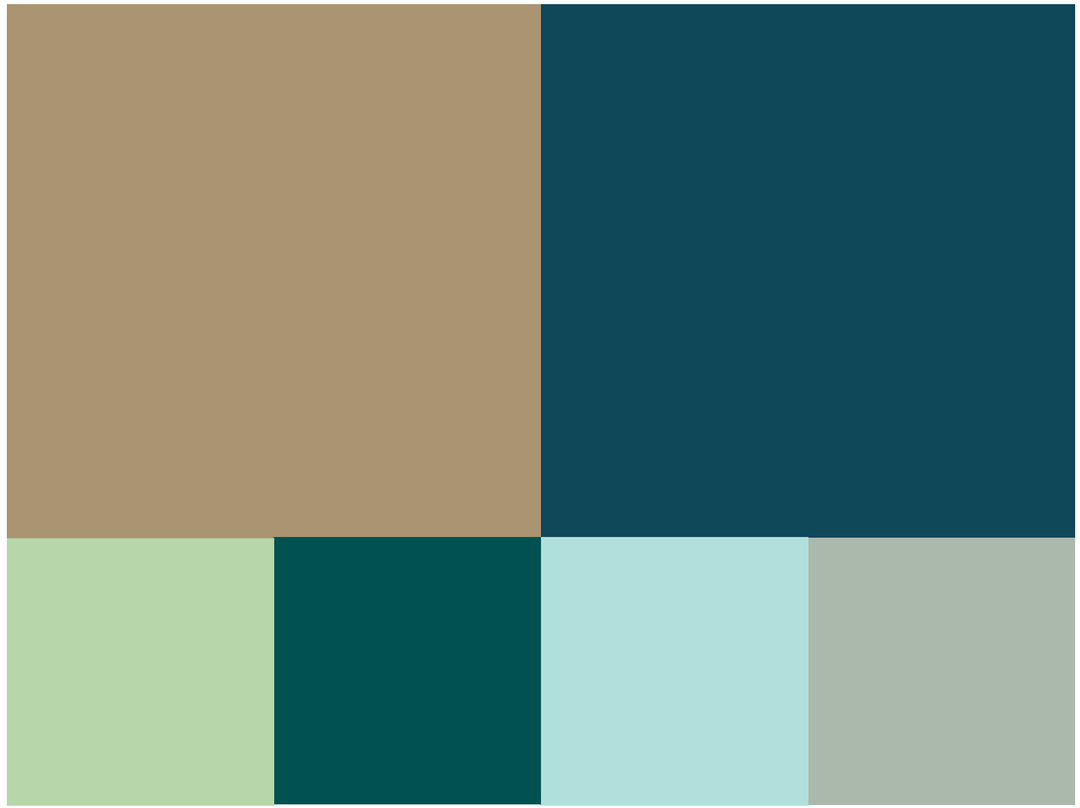
FEMININE
LIGHT
KIND
SOFT
EARTHY
COASTAL
CONTEMPORARY

A WORLD OF COLOUR

A palette of colours has been developed that reflects the generous colours that are found in the Maragaret River Region. These have been classified into dark and light swatches. The diversity in the colours and variation in their depth should allow for plenty of flexibility. At all times, contrast should be maintained so that all elements of a design are clear and legible.

MARGARET RIVER REGION BRAND COLOURS

PRIMARY COLOURS



MARGARET RIVER REGION BRAND COLOURS

These swatches represent the core brand colours that represent the region. They should be the 'hero' when producing artwork that represents the region as a whole.

DARK PALETTE

REGION SCRUB
PANTONE 5605 C
CMYK 66 38 70 69
RGB 34 55 43
22372b

REGION GRASS
PANTONE 5777 C
CMYK 39 19 73 14
RGB 162 165 104
a2a568

REGION GRAPE
PANTONE 4109 C
CMYK 48 53 40 4
RGB 135 115 125
87737d

REGION NIGHT
PANTONE 2188 C
CMYK 93 62 48 33
RGB 14 72 89
0e4859

REGION NIGHT SKY
PANTONE 546 C
CMYK 85 61 62 62
RGB 7 43 49
072b31

REGION FOREST
PANTONE 561 C
CMYK 92 48 59 34
RGB 0 82 82
005252

REGION BRUSH
PANTONE 5615 C
CMYK 60 35 58 39
RGB 94 116 97
5e7461

REGION GOLD
PANTONE 466 C
CMYK 33 38 60 0
RGB 171 148 113
ab9370

REGION EUCALYPTUS
PANTONE 5625 C
CMYK 57 22 61 21
RGB 112 133 115
708573

REGION OCEAN
PANTONE 5405 C
CMYK 79 52 44 20
RGB 61 96 109
3d606d

MARGARET RIVER REGION BRAND COLOURS

The swatches are all matched to a Pantone colour which can then be broken down into CMYK, RGB or hex values to ensure consistency of colour regardless of the printed or digital application.

LIGHT PALETTE

REGION GREY
PANTONE 5405 C
CMYK 79 52 44 20
RGB 61 96 109
3d606d

REGION SKY
PANTONE 629 C
CMYK 30 0 15 0
RGB 176 223 219
b0dfdb

REGION DUSK
PANTONE 488 C
CMYK 5 25 30 0
RGB 238 195 172
eec3ac

REGION SAND
PANTONE 9043 C
CMYK 8 7 16 0
RGB 234 229 213
eae5d5

REGION GREEN
PANTONE 2254 C
CMYK 30 2 40 0
RGB 183 215 170
b7d7aa

REGION VINE
PANTONE 4204 C
CMYK 27 16 47 0
RGB 190 194 150
bec296

REGION SAGE
PANTONE 5575 C
CMYK 35 18 33 0
RGB 170 185 171
aab9ab

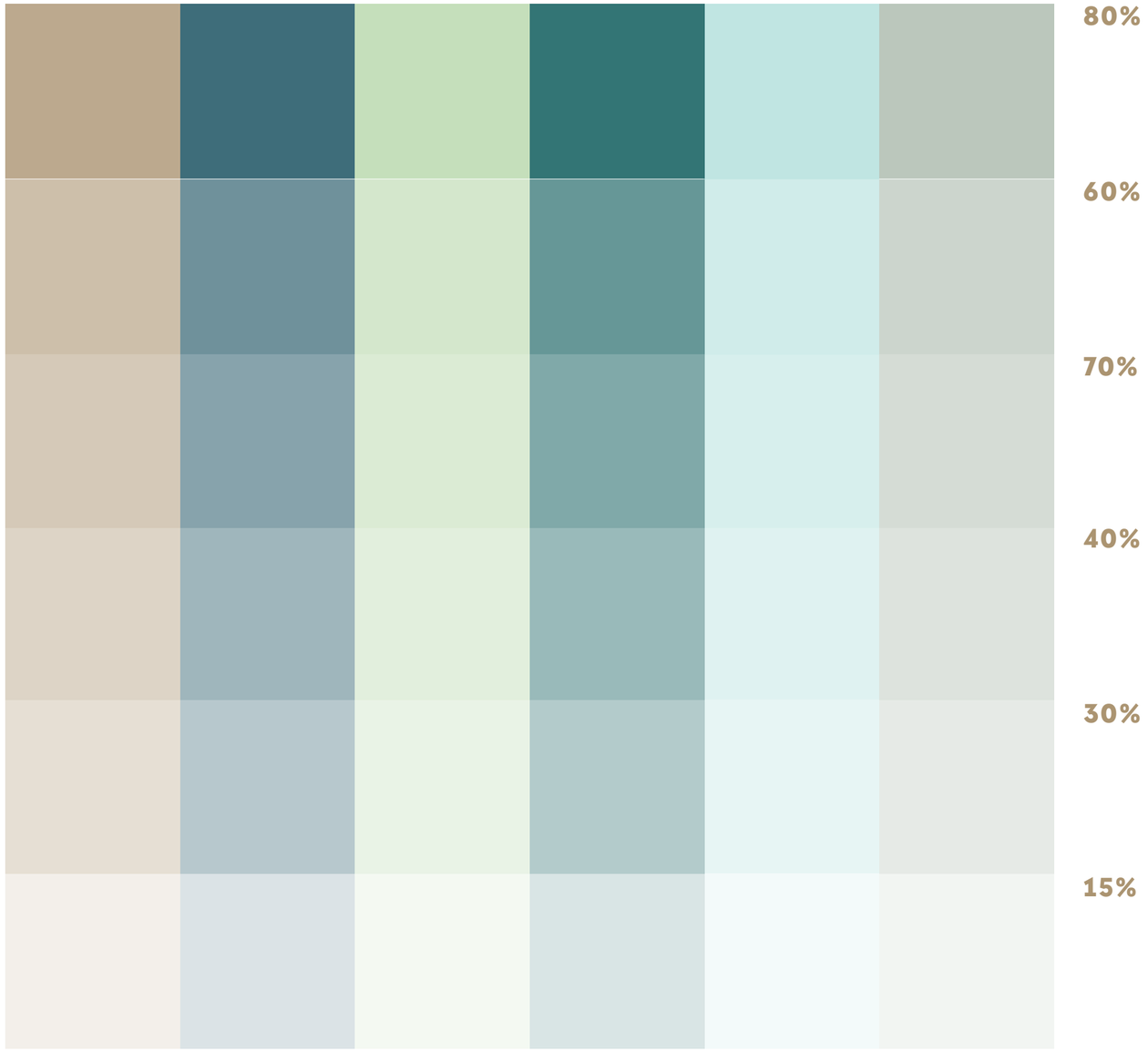
REGION PETAL
PANTONE 7611 C
CMYK 14 28 26 0
RGB 221 188 176
ddbcb0

REGION AQUA
PANTONE 3252 C
CMYK 58 0 31 0
RGB 99 198 189
63c6bd

REGION SLATE
PANTONE WARM GRAY 2 C
CMYK 20 19 24 0
RGB 203 196 188
cbc4bc

MARGARET RIVER REGION BRAND COLOURS (TINTS)

The core brand swatches can then be diluted into a full palette of tints that can be used as backgrounds, frames, highlights and contrasting elements on darker backgrounds.

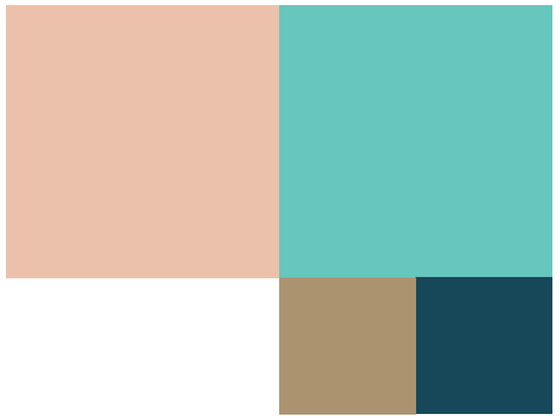


MARGARET RIVER REGION SUB-REGION BRAND COLOURS

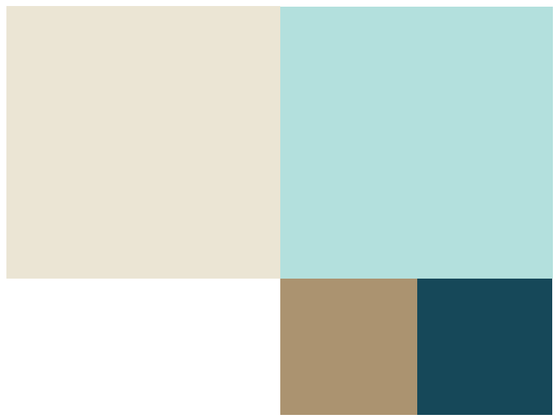
To compliment the core colour palette a sub-palette has then been developed for each of the four regions. A pair of hero colours sit alongside the region gold and region night swatches.

MARGARET RIVER

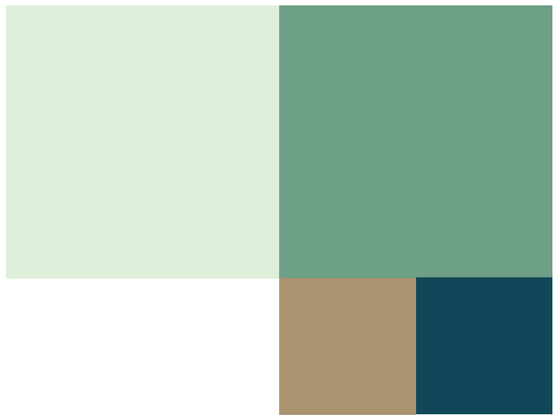
DUNSBOROUGH



BUSSELTON



AUGUSTA



MARGARET RIVER REGION SUB-REGION BRAND COLOURS

MARGARET RIVER

MARGS VINE
PANTONE 4204 C
CMYK 27 16 47 0
RGB 190 194 150
bec296

MARGS GRAPE
PANTONE 4109 C
CMYK 48 53 40 4
RGB 135 115 125
87737d

REGION GOLD
PANTONE 466 C
CMYK 33 38 60 0
RGB 171 148 113
ab9370

REGION NIGHT
PANTONE 2188 C
CMYK 93 62 48 33
RGB 14 72 89
0e4859

DUNSBOROUGH

DUNSBOROUGH DUSK
PANTONE 488 C
CMYK 5 25 30 0
RGB 238 195 172
eec3ac

DUNSBOROUGH AQUA
PANTONE 3252 C
CMYK 58 0 31 0
RGB 99 198 189
63c6bd

REGION GOLD
PANTONE 466 C
CMYK 33 38 60 0
RGB 171 148 113
ab9370

REGION NIGHT
PANTONE 2188 C
CMYK 93 62 48 33
RGB 14 72 89
0e4859

BUSSELTON

BUSSO SAND
PANTONE 9043 C
CMYK 8 7 16 0
RGB 234 229 213
eae5d5

BUSSO SKY
PANTONE 629 C
CMYK 30 0 15 0
RGB 176 223 219
b0dfdb

REGION GOLD
PANTONE 466 C
CMYK 33 38 60 0
RGB 171 148 113
ab9370

REGION NIGHT
PANTONE 2188 C
CMYK 93 62 48 33
RGB 14 72 89
0e4859

AUGUSTA

AUGUSTA GRASS
PANTONE 621 C
CMYK 18 4 15 0
RGB 207 224 216
cfe0d8

AUGUSTA BRUSH
PANTONE 556 C
CMYK 60 22 53 2
RGB 111 160 136
6fa088

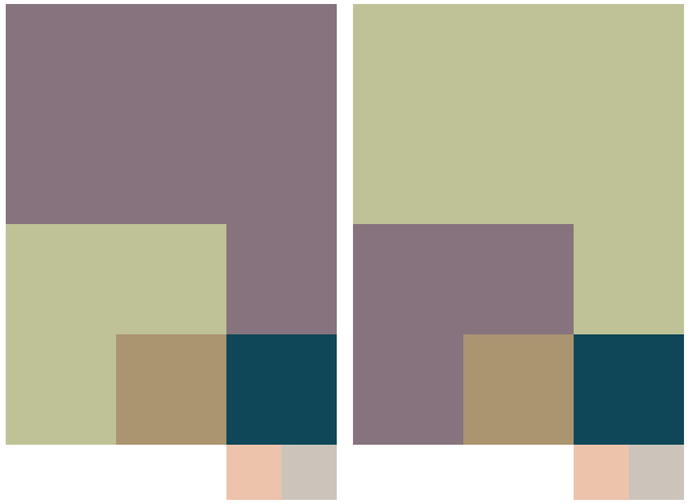
REGION GOLD
PANTONE 466 C
CMYK 33 38 60 0
RGB 171 148 113
ab9370

REGION NIGHT
PANTONE 2188 C
CMYK 93 62 48 33
RGB 14 72 89
0e4859

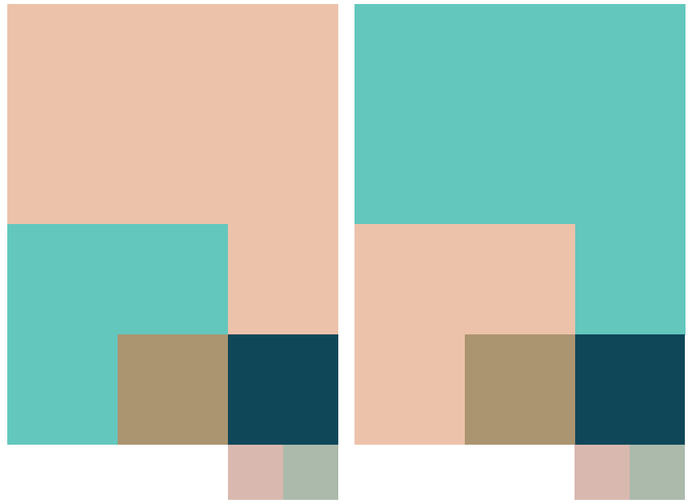
MARGARET RIVER REGION SUB-REGION COLOUR COMBINATIONS

To ensure consistency and contrast, a suite of preferred colour combinations have been devised. These are illustrated (right) with the larger swatches showing the preferred colours sitting alongside each other.

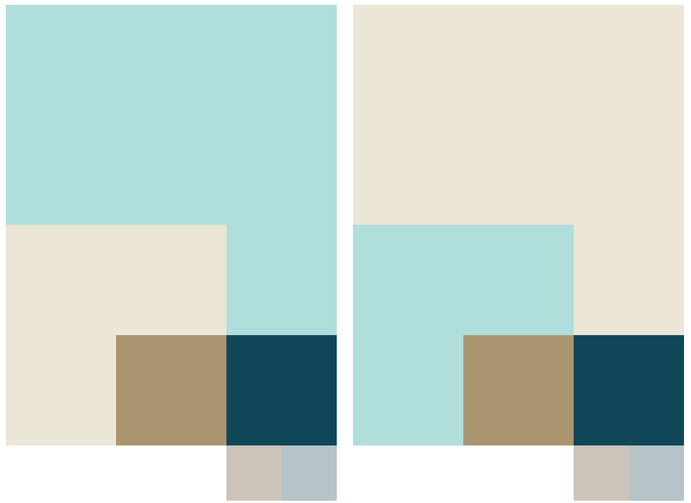
MARGARET RIVER



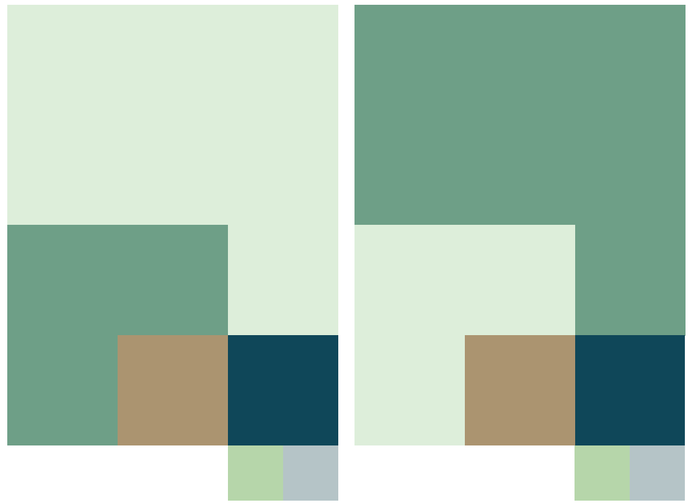
DUNSBOROUGH



BUSSELTON



AUGUSTA



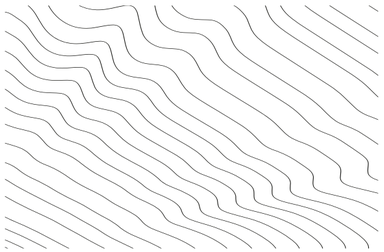
GRAPHIC DEVICES

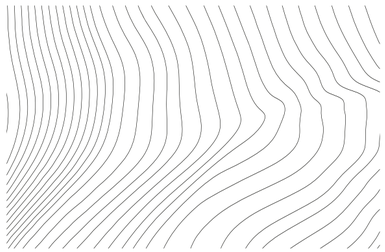
GRAPHIC DEVICES

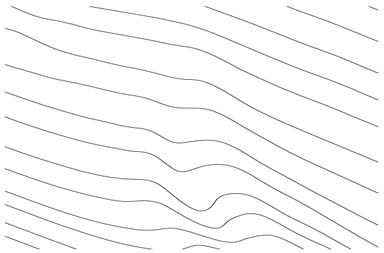
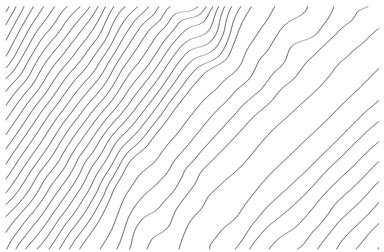
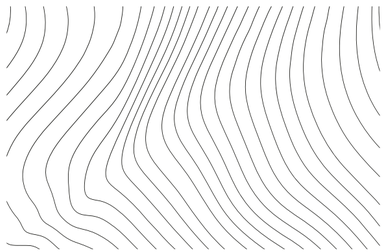
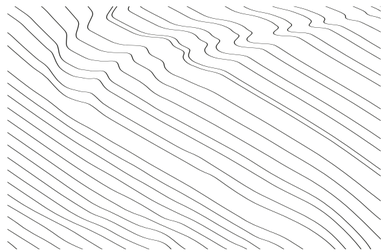
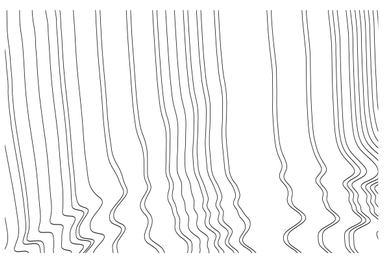
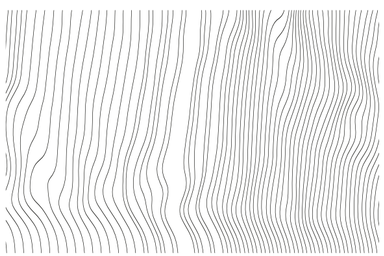
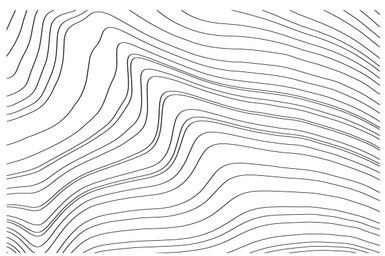
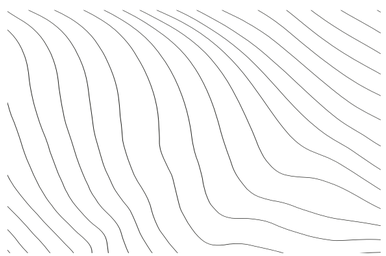
Alongside the core design elements of typography, colour and logo lock-ups, we have also included in this guide a few design devices than can be used where appropriate. This is a new brand guideline and fresh to most people eyes, so it will develop over time and become a more refined suite of assets as collateral and campaigns get rolled out. These devices aren't essential or mandatory, but they give a guide of what can be possible when working with the Margaret River Region brand.

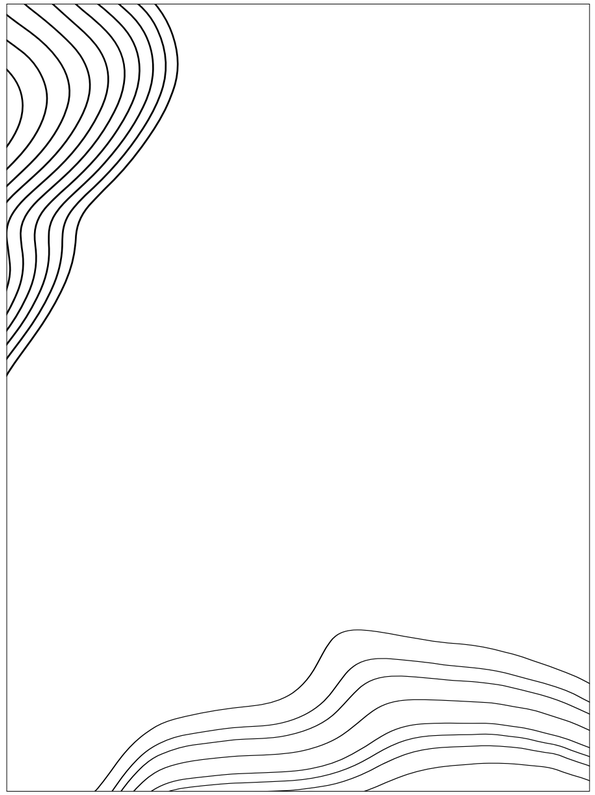
The ‘flow’ pattern is a background, framing and design device that references the land, the sea and the sky.

The casual lines, break the hard edges of images and guide the viewer’s eye.



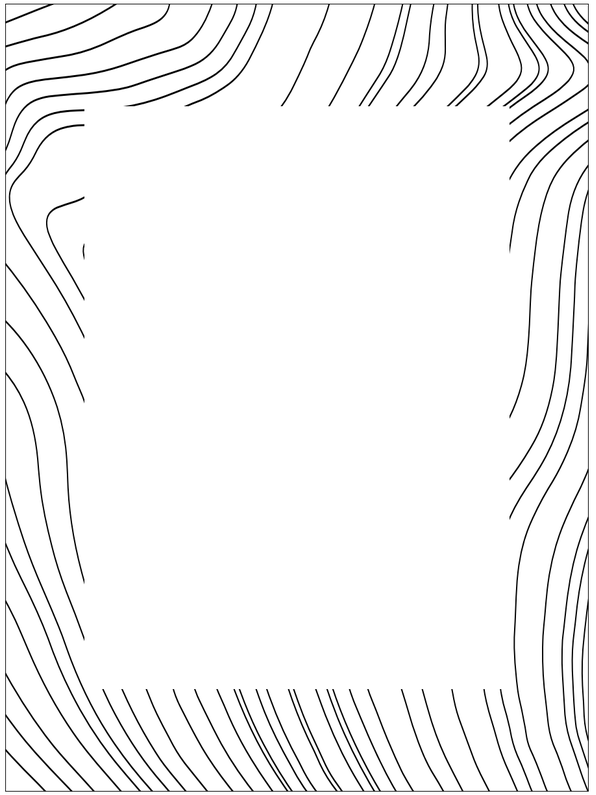




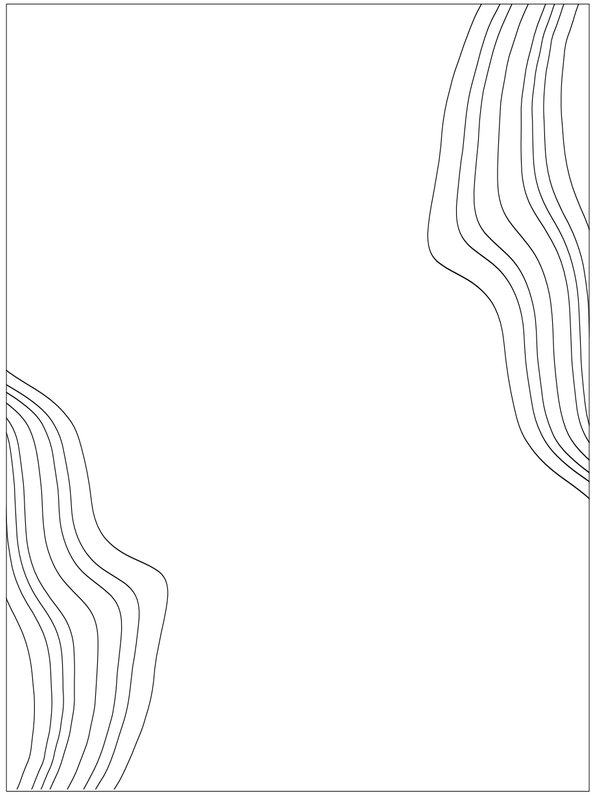
HEADER & FOOTER

Cuts of the flow patterns can be used to create a header and footer element for a page. The page content then sits within these elements.



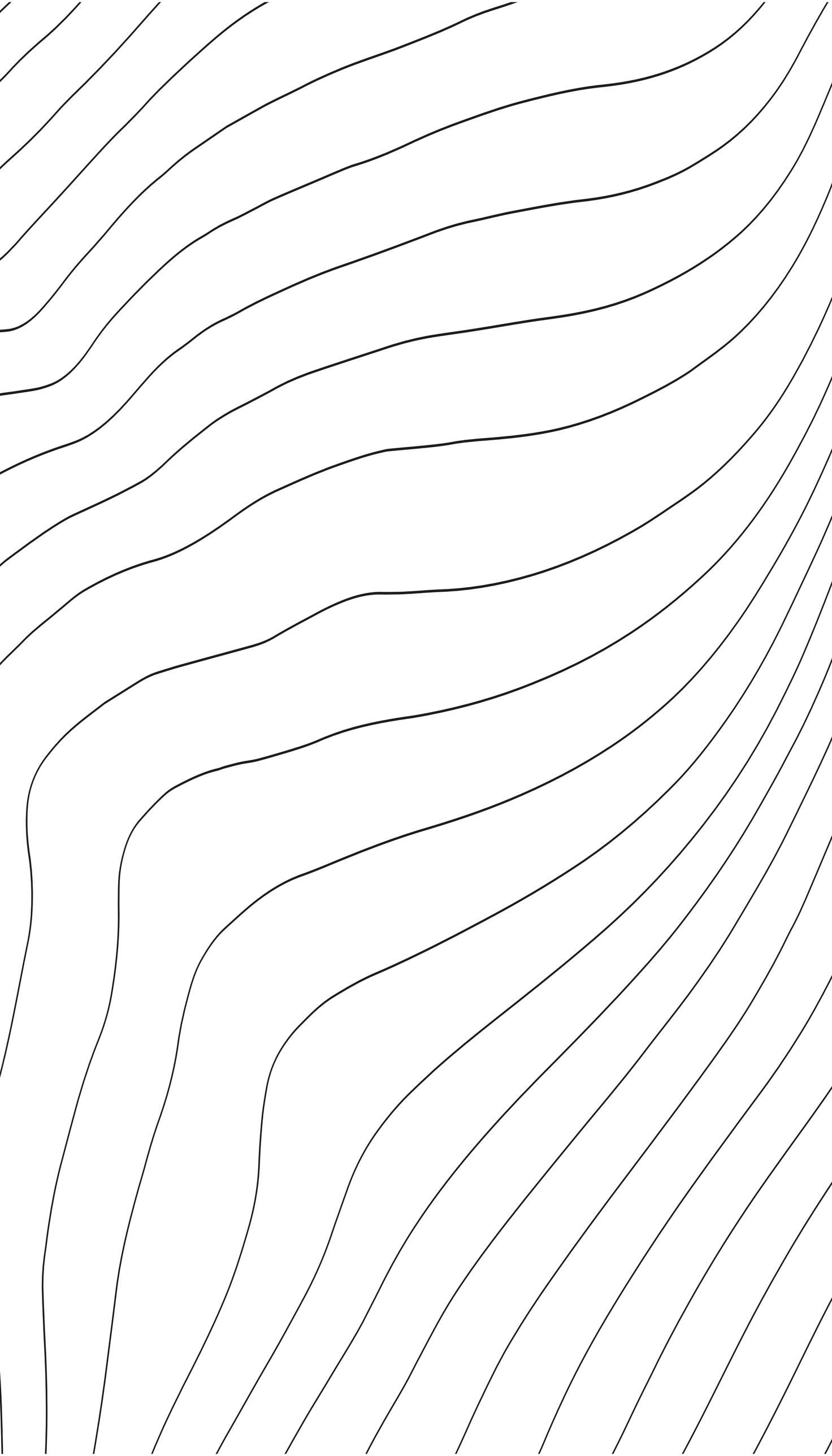
FRAMING

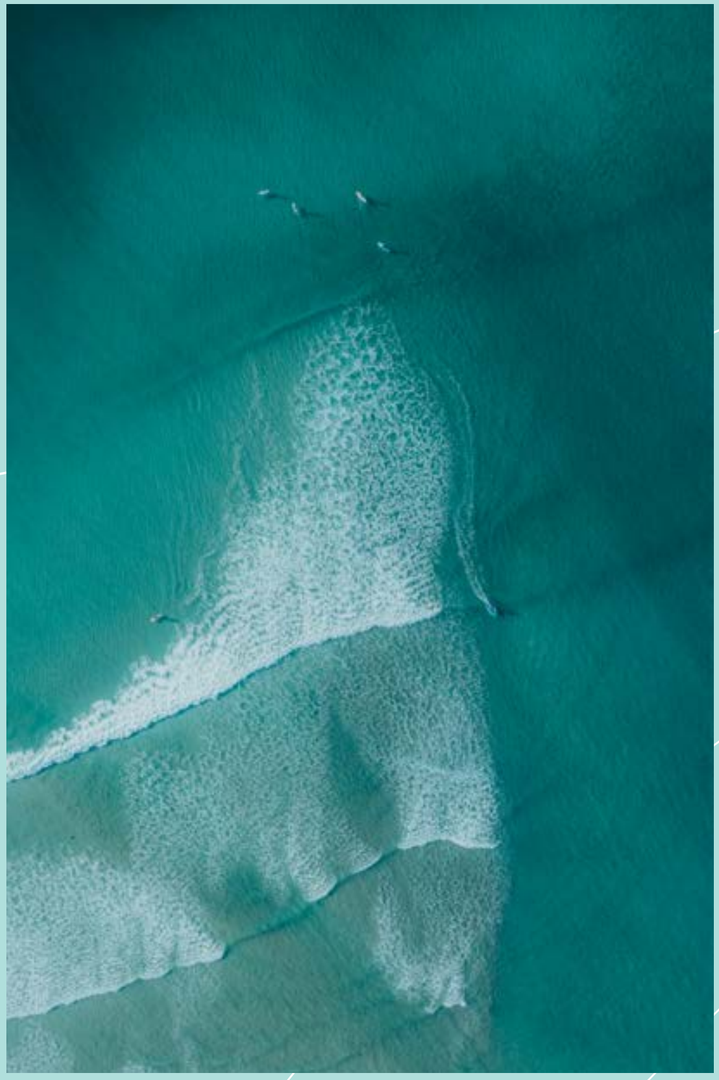
Using the patterns as full-bleed backgrounds can add a strong brand presence to layouts, publications and social media content.



GUIDING

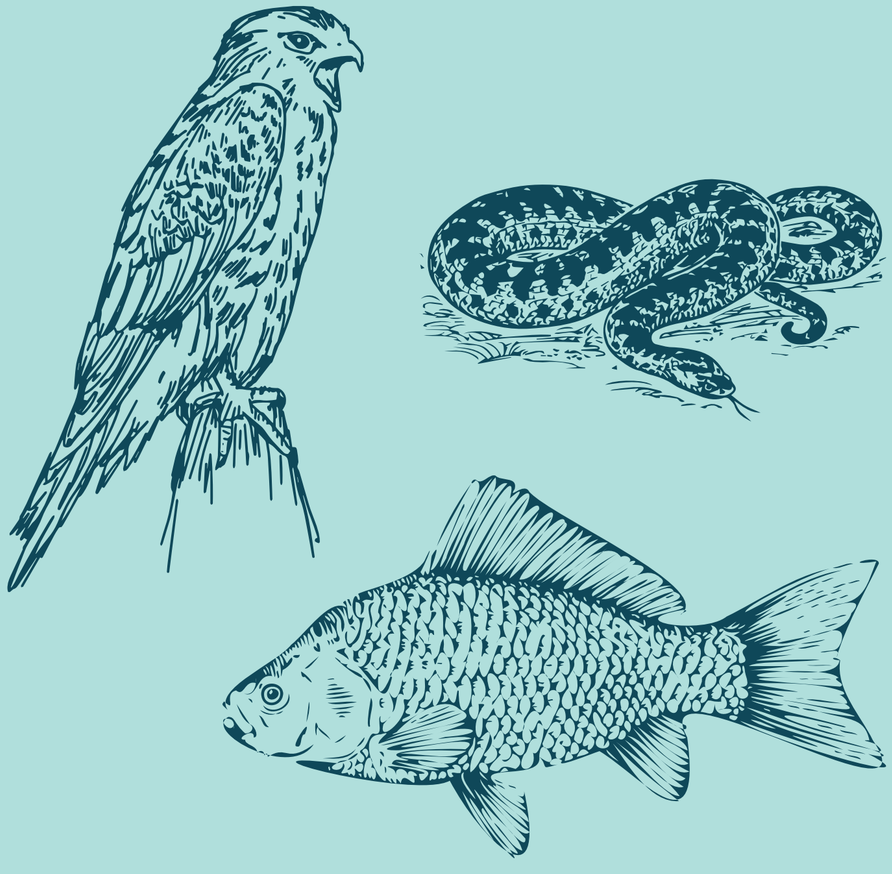
Placing cuts of the flow patterns on the left and right extremities of a page can be used to guide a reader's eye through a layout.





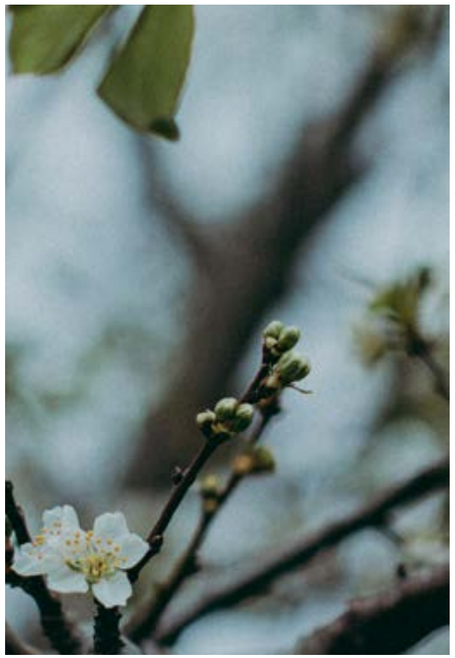
A BIG
WET HUG
FROM
NATURE

The Margaret River Region illustration style is loose and casual, capturing imagery in as few lines as possible with expressive strokes and minimal detail. These freehand elements are used to add interest to a layout.



A series of bespoke icons have been drawn that complement the typographic styling used in the Margaret River Region logotype and regional logotypes. These icons bring personality to a functional piece of the brand toolkit that is often generic and lacking style.

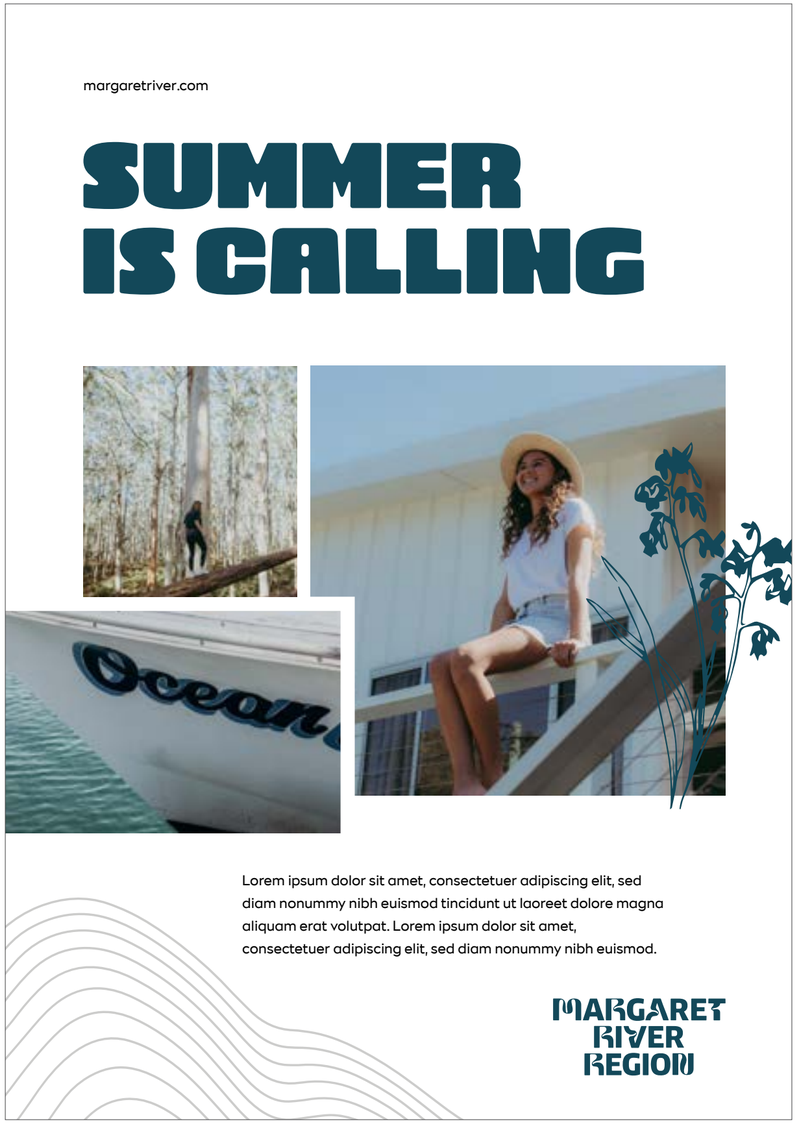
A key component of the Margaret River Region brand identity is a series of purpose-shot textures that capture the beauty and diversity in the local flora, fauna and natural landscape. These textures may be used as stand-alone design elements or used as background to layer other elements upon.

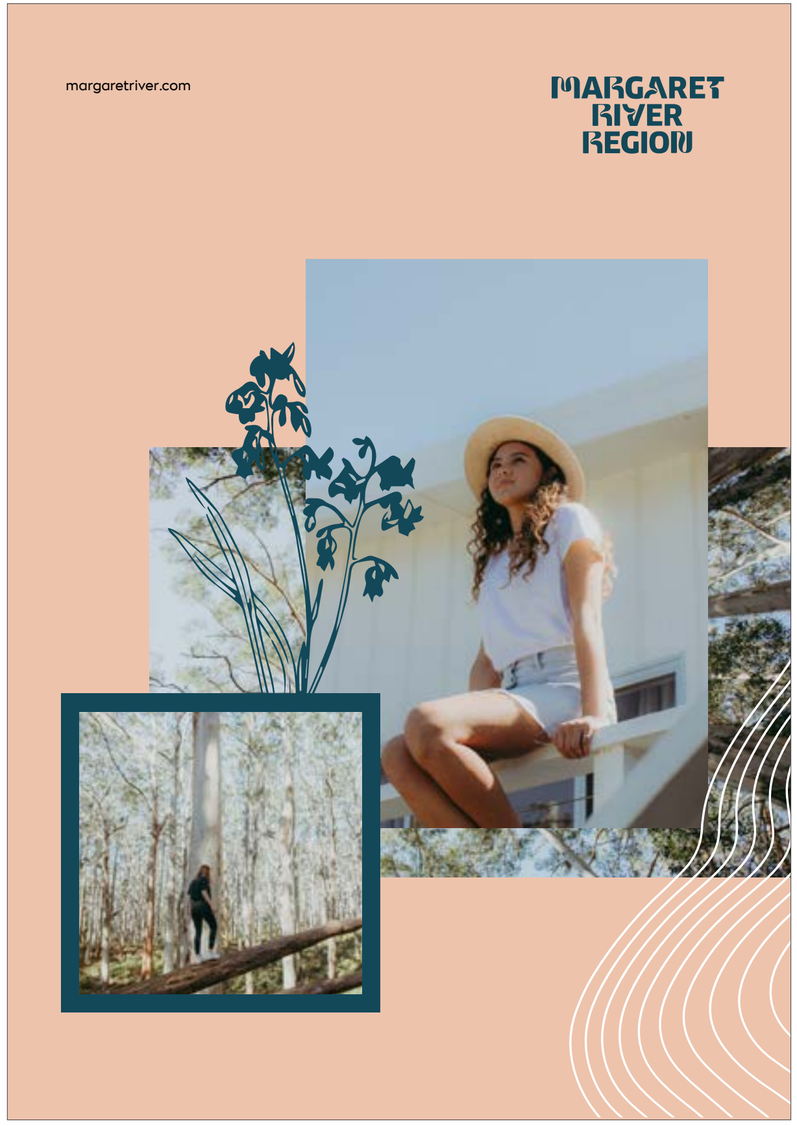


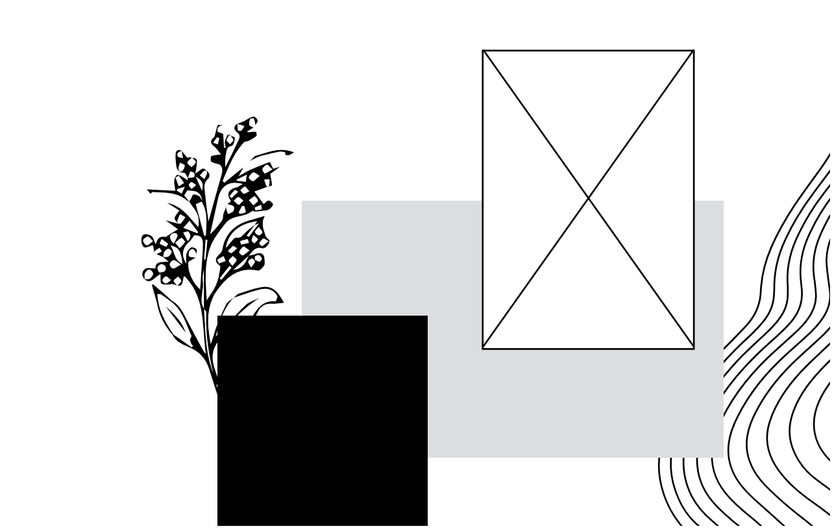
The Margaret River Region brand style is defined by building up layers of photography, texture, pattern and illustration creating depth and abundance which brings to life the ‘Generous Nature’ narrative.

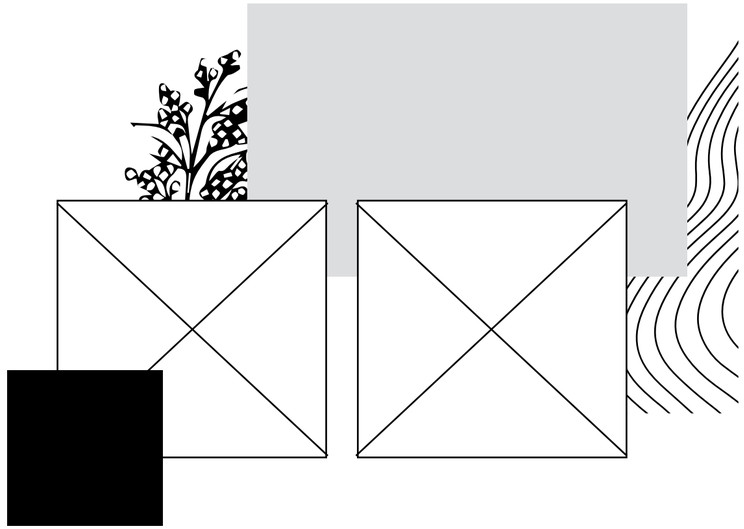
MARGARET RIVER REGION LAYERING

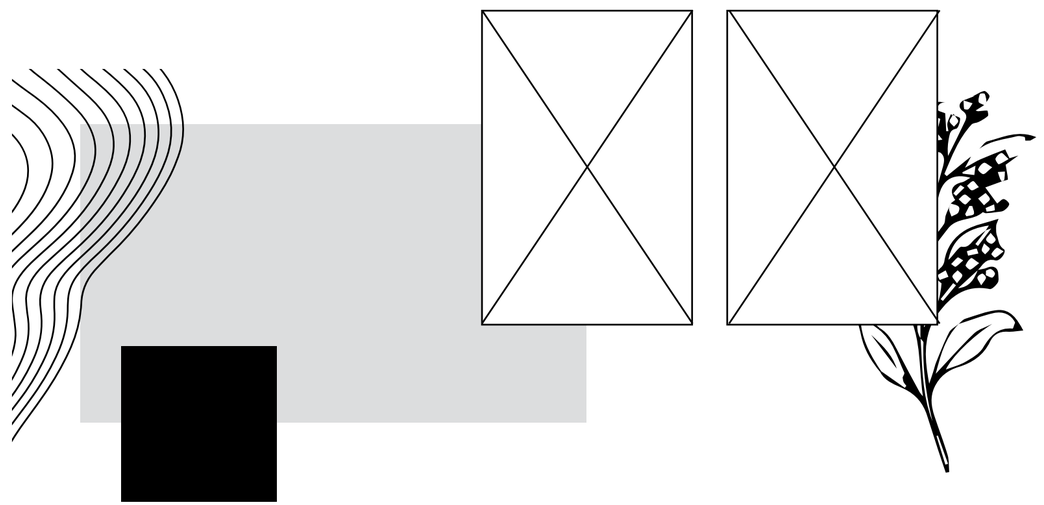
To ensure consistency and contrast, a suite of preferred colour combinations have been devised. These are illustrated (right) with the larger swatches showing the preferred colours sitting alongside each other.











LAYERS UPON LAYERS

A selection of possible layered layouts that can be used to arrange images, textures, pattern and illustrative elements in a unique and engaging way.

MARGARET RIVER REGION

BRAND ASSET DIRECTORY

BRAND ASSET DIRECTORY

All of the Margaret River Region brand assets are accessible through the link below.

All of the brand components that are described in this guide can be downloaded in a range of formats for use. The directory structure to the right provides guidance on the location of each element.

BRAND ASSETS