AUTHENTIC ABORIGINAL EXPERIENCES

CONNECT WITH

CULTURE

STYLE GUIDE

WESTERN
AUSTRALIA

WALKING ON A DREAM

INTRODUCTION

'CONNECT WITH CULTURE' CELEBRATES WESTERN AUSTRALIA'S AUTHENTIC AND PROFOUND ABORIGINAL EXPERIENCES.

Western Australia is home to a diverse collection of Aboriginal tourism experiences.

Our campaign encourages High Yield Travellers to awaken a deeper connection with oneself, with others, and with the land upon which we walk, through connection to Aboriginal culture and Country.

From captivating journeys through time and Country, to bushfood tastings and tours, learn from 60,000 years of stories and traditions, shared by the oldest living culture on Earth.

'Connect with Culture' is an experience-led campaign that forms part of the 'Walking On A Dream' brand extension creative set.

This style guide provides an overview of the 'Connect with Culture' design elements that bring the campaign to life.

Please refer to the Western Australia Brand Style Guide for guidance on master brand elements such as colour palette, logos, typography, locator marks and photography.

60,000 years of stories, shared by the world's oldest living culture. Stories that bring otherworldly landscapes to life.

Traditions that have been handed down across generations, and experiences across the State and seasons.

CONNECT WITH CULTURE

Profound Aboriginal experiences that awaken a deeper connection with oneself, with others and with the land upon which we walk.

HEADLINE LOCKUP

The experience headline for Aboriginal experiences is 'Connect with Culture', and a lockup has been created for ease of use and consistency across all communications.

The lockup can be used in the base black or base white colours depending on application.

VARIATIONS

The headline has been designed to span across the entire width of an asset. The primary lockup is preferred, however in reduced or narrow spaces such as digital banners, the secondary lockups can be used to better suit the space.

The vertical lockup accommodates tall and narrow sizes. This vertical lockup has been created, where 'Connect' and 'with' has increased in point size and is moved further apart to better suit a vertical space.

PRIMARY LOCKUP

CONNECT
WITH
CULTURE

Primary

CONNECT
WITH
CULTURE

Primary Reversed

SECONDARY LOCKUPS

CONNECT
WITH
CULTURE

Vertical

CONNECT
WITH
CULTURE

Vertical Reversed

CONNECT
WITH CULTURE

Horizontal

CONNECT
WITH CULTURE

Horizontal Reversed

HEADLINE LOCKUP WITH WESTERN AUSTRALIA LOGO

The headline lockup should always be used with the Western Australia logo or brand campaign lockup.

The point size of 'Western' is the same height as the word 'Connect' and is centre aligned within the space. A minimum space of 3 times the height of 'Western' is applicable when positioning both logos together. See minimum space example on the right.

The application of these elements together is required if the headline is used where there are no other design / visual elements present that would include the brand logo.

See the Brand Style Guide for guidance on using the brand lockup and logos with partner logos.

MINIMUM SPACE BETWEEN LOGOS

CONNECT
WITH
CULTURE
WESTERN
AUSTRALIA

HEADLINE WITH BRAND LOGO

CONNECT
WITH
CULTURE
WESTERN
AUSTRALIA

CONNECT
WITH
CULTURE
WESTERN
AUSTRALIA

Stacked

Stacked Reversed

HEADLINE WITH BRAND CAMPAIGN LOCKUP

CONNECT
WITH
CULTURE
WESTERN
AUSTRALIA
WALKING ON A DREAM

CONNECT
WITH
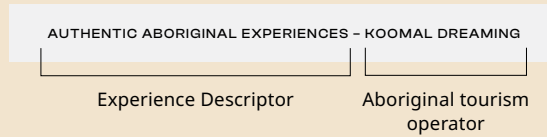**CULTURE**
WESTERN
AUSTRALIA
WALKING ON A DREAM

Stacked

Stacked Reversed

DESIGN AND LAYOUT

EXPERIENCE DESCRIPTOR

The experience descriptor is used to help our audience identify the Aboriginal tourism operators featured within creative. This mark identifies the overarching theme (authentic Aboriginal experiences) and is then paired with a descriptor (the name of the Aboriginal tourism operator).

This mark should be set in Clash Display Medium and centred horizontally at the top-most part of the design application, when the headline lockup is full bleed to the edges of the creative. When the headline lockup is not full bleed, the experience descriptor should be centred horizontally with the headline lockup itself.

AUTHENTIC ABORIGINAL EXPERIENCES – KOOMAL DREAMING

Experience Descriptor   Aboriginal tourism operator

'Connect with Culture' forms part of the 'Walking On A Dream' brand extension creative set. The creative look and feel is unique to experience-led campaigns, and is strongly aligned to the master brand design system.

There are two base layouts available when designing for the 'Connect with Culture' campaign. This flexible approach to layout has been designed to suit a spectrum of channels and formats. The following pages go into detail about each layout.

Full Bleed Image Layout

Layered Image Layout

DESIGN AND LAYOUT

FULL BLEED IMAGE LAYOUT

This layout uses full bleed imagery that emphasises the feeling of space.

Example 1 is best suited for photography from Tier One and Tier Two of the Brand Style Guide.

Example 2 uses the same layout, however the main focal point of the image can break out of its frame and overlap the headline copy. This approach adds more depth and interest to the composition. Photography from Tier Three of the Brand Style Guide is best suited to this layout.

GUIDELINES

- The primary lockup is used and 'Culture' should always bleed to the edges of the page.

- The brand logo sits approximately ½ of the width of the page, centre aligned.

- Ensure a consistent margin around the top and bottom of the page.

- The experience descriptor and road trip name on the example on the right is 11pt. For more information, refer to the typography usage section in the Brand Style Guide.

- Consider the positioning of the headline and how the image choice will affect its design.

Example 1

Example 2

DESIGN AND LAYOUT

LAYERED IMAGE LAYOUT

This layout includes the layering of two images from different photography tiers. For example, an aerial landscape image for the background (Tier One or Tier Two) and an eye-level or portraiture shot from Tiers Three, Five and Six, for the foreground.

GUIDELINES

• Both images should relate to the subject or location of the Aboriginal tourism experience.

• The background image should be textural in nature. The foreground image should take up approximately 60-70% of the page layout and focus on the human component. There may be circumstances where this isn't possible, so some flexibility is allowed.

• Ideally, both images should use a similar tone and colourway, however care must be taken to ensure that contrast is maintained between both images.

• The primary lockup is used and 'Culture' should always bleed to the edges of the page.

• Consider the positioning of the headline and how the image choice will affect its design.

• The brand logo sits approximately ½ of the width of the page, centre aligned.

• Ensure a consistent margin around the top and bottom of the page.

• The Experience Descriptor and tourism operator name on the example on the right is 11pt.

IN APPLICATION

The following pages show examples of 'Connect with Culture' creative assets in use across social and video applications.

SOCIAL

The following examples are executions of Social across in-feed and story formats.

Be conscious of safe zones when designing for these to avoid overlapping of text and logos.

1:1 and 16:9

IN APPLICATION

VIDEO

When applying the headline lockup to 16:9 ratio video, 'Culture' should be 80% width of the frame. For 1:1 or 9:16 ratio video, 'Culture' should bleed to the edges of the frame.

80% of the width of the frame

9:16

1:1

16:9

The experience descriptor should always be applied to the top of the frame, and should remain visible until the end frame. The experience descriptor isn't required on the end frame.

9:16

1:1

16:9

The 'Walking On A Dream' animated lockup should be applied to the end frame. When using the animated brand campaign lockup, the 'wind' animation should be used for consistency.

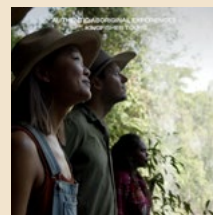See the Brand Style Guide for guidance on using the brand lockup and logos with partner logos.
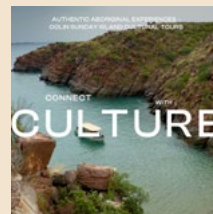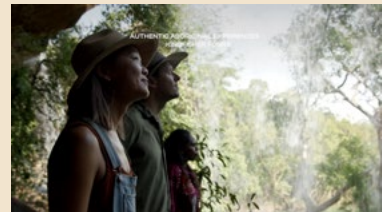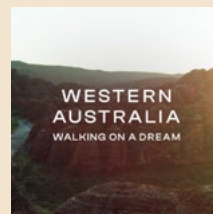

9:16

1:1

16:9

MORE INFORMATION

Visit our corporate website to learn more. You can also explore key resources including Our Story: The Spirit of Adventure and the How to Work with Tourism WA guide.

Please contact Tourism WA's Brand and Creative team with any queries, by emailing brandandcreative@westernaustralia.com.

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ROCKINGHAM, PERTH