VISITCANBERRA
STYLE
GUIDE
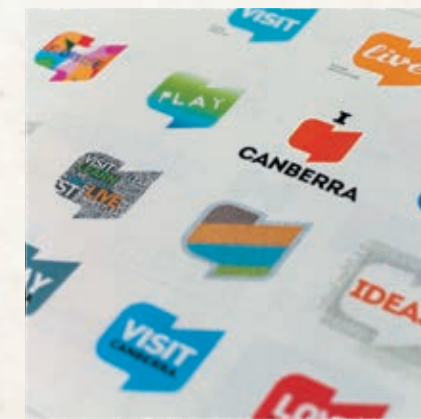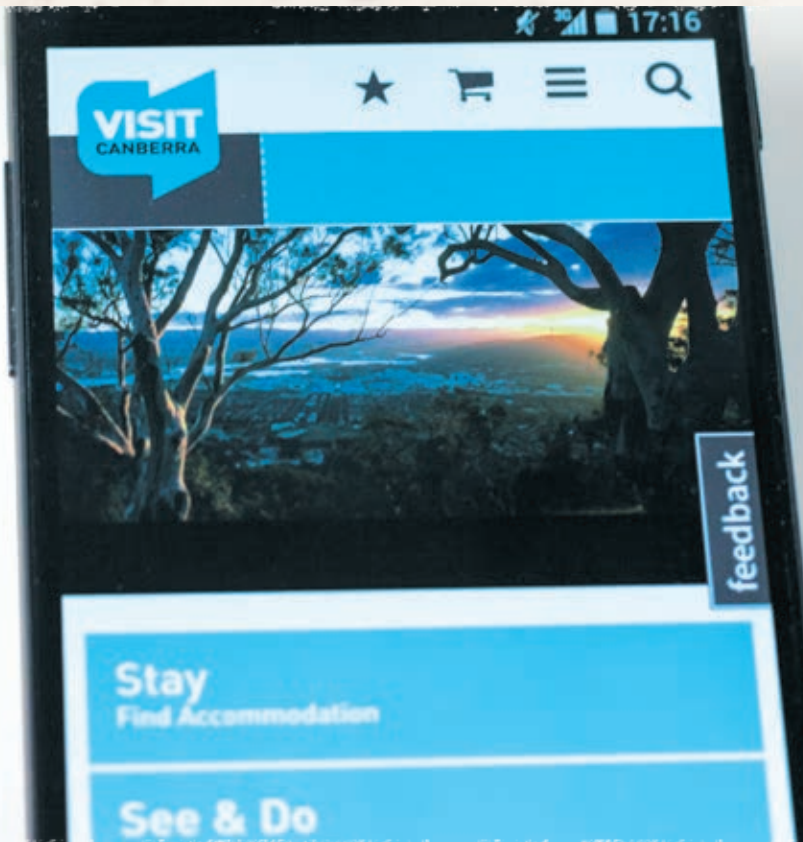
VISITCANBERRA.COM.AU

We are committed to growing Canberra as a destination of choice.

We can do this together by building and sharing the brand in a consistent and cohesive way.

The heart of VisitCanberra's brand is the **home of the Australian story**. Canberra is where people come to value what makes us uniquely Australian and to make their contribution to the story.

The purpose of this style guide is to provide you with an understanding of the key elements of our brand and how to apply these across all of our communication channels.

Before embarking on a project for VisitCanberra we recommend that you familiarise yourself with the guidelines set out in this manual as well as our brand book. This will ensure you maintain the integrity of the brand.

Logo & graphical elements

VisitCanberra design collateral and marketing materials all retain a consistent and cohesive look and feel.

This goes for everything. From corporate publications, press advertisements, outdoor signage, to internal documents such as word templates or powerpoint presentations.

This chapter examines our logo and key visual elements that make up our brand style. The following chapters provide a framework and examples to help make designing for the brand easier.

VisitCanberra logo

The VisitCanberra logo is the central visual element that identifies our organisation and must be present on all communications. The vibrant blue colour is inspired by the vast blue skies of the Canberra region. The shape reflects the 'speech bubble of Australia', symbolising the city that is home to Australia's stories.

There are three versions of the VisitCanberra logo: full colour (principal), black and white (2 colour) and mono (1 colour). Where design style and printing permits the full colour version of the logo should be used. The logo should only ever be placed on simple backgrounds that ensure good contrast and legibility. It must not be distorted, cropped, tilted or modified in any way.

Full colour logo (this logo should be used whenever possible)

Black and white logos (only to be used where the design style of an application denotes that a black and white logo is required)

Mono logo (only to be used on single-colour applications)

Size and spacing

In print the logo must never appear less than 16mm in width. In digital applications the logo must be a minimum of 64 pixels wide.

Ensure that there is a minimum exclusion zone surrounding logo (defined as 'X', based upon upon the elements shown on each logo). No graphic or text elements may encroach within this zone.

X

X

Minimum width
16mm / 64 pixels

Partnership logos

Whenever our brand is adopted by business partners or stakeholders the partner logo must appear on the left hand side (LHS) of a dividing vertical rule and at equal 'visual weight' to the VisitCanberra logo.

At minimum size the vertical rule should be 0.25pt, scaled proportionately with the logo when increased in size.

AUSTRALIAN WAR MEMORIAL
One of the world's great museums

X

X

Prior to publishing any works containing the VisitCanberra logo please send examples to tourism.advertising@act.gov.au for approval.
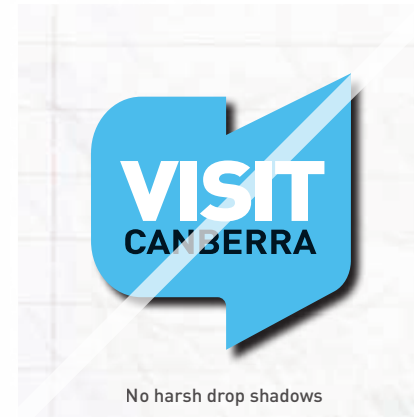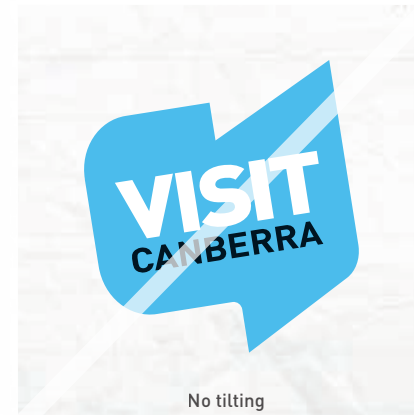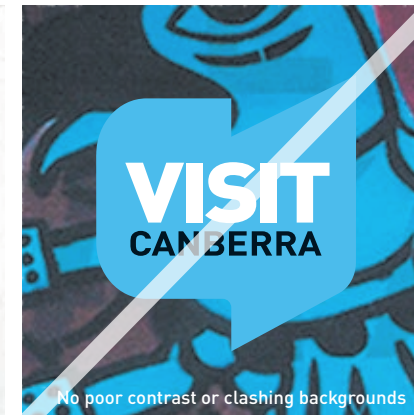
No harsh drop shadows
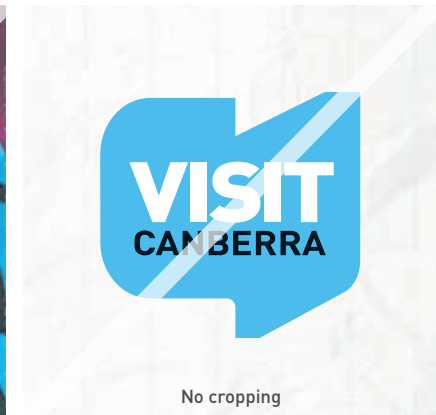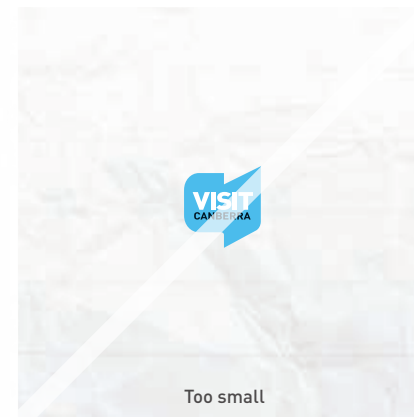
No stretching or distorting
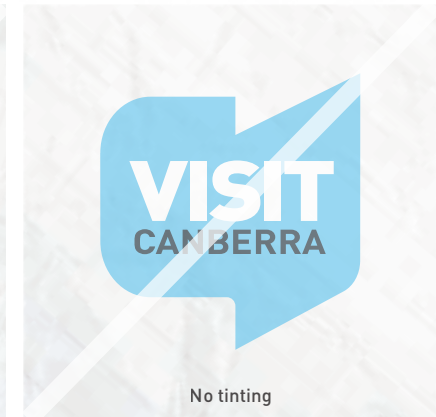
No tinting

No tilting
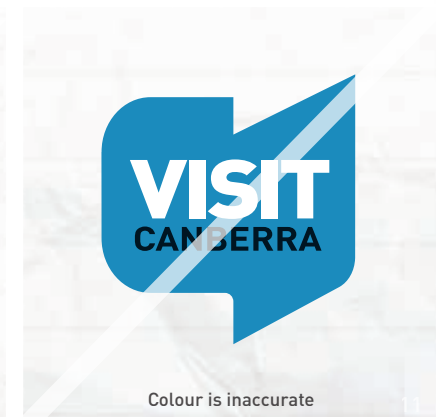
No poor contrast or clashing backgrounds

No cropping

Too small

'Visual weight' of partnering logos must be equal

ACT
Government

Colour is inaccurate

The brand mark story

The shape of the VisitCanberra logo is designed to represent an array of subtle meanings that communicate the brand essence of the organisation: *Home of the Australian story.*
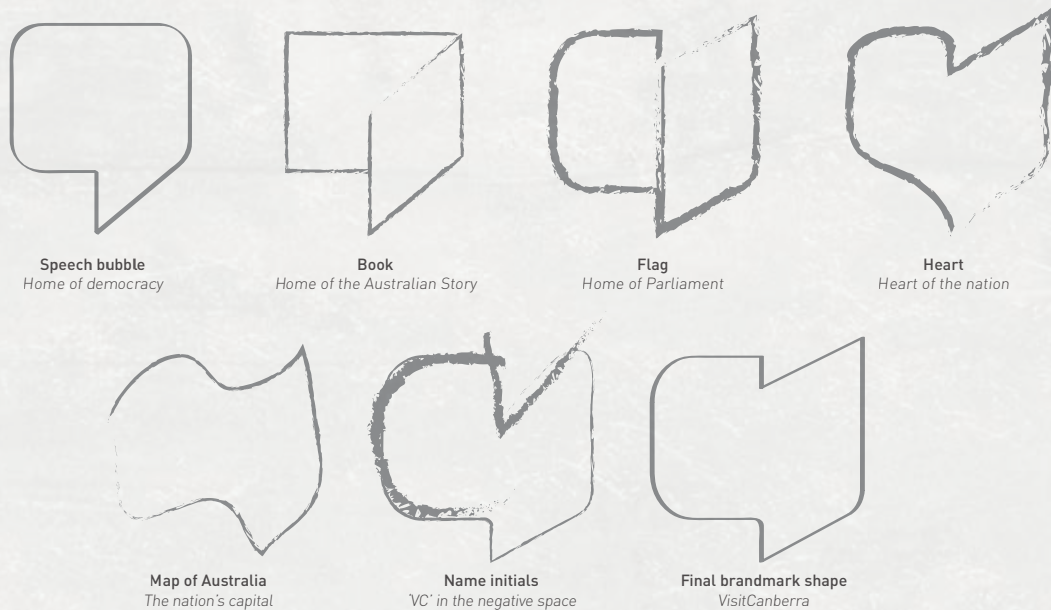
The brand mark shape can be used to denote a speech bubble (story telling/democracy); an opening book (story telling/Australia's history); a flag (where parliament resides); a love heart (heart of the nation); a stylised map of Australia (nation's capital); and the letters 'VC' in the positive and negative space.

As such the brand mark shape offers supreme versitility and, depending on layout position and context in relation to creative execution, different

aspects of the brand mark concept can be amplified as powerful brand elements.

Please observe the examples in the forthcoming chapters for guidance on which creative executions the brand mark shape may be used as a design element.

The brand mark shape must always be shown in its entirety (with the exception of collages within coloured boxes as demonstrated on the opposite page). The colours may be changed but the brand mark shape may not be altered or modified in any way. Harsh drop shadows or filter effects should be avoided, although opacity and transparency may be adjusted to best suit the creative execution.

Speech bubble
Home of democracy

Book
Home of the Australian Story

Flag
Home of Parliament

Heart
Heart of the nation

Map of Australia
The nation's capital

Name initials
'VC' in the negative space

Final brandmark shape
VisitCanberra

The story behind the brand mark shape

Colours can and should be changed for different executions

Text boxes should contain a low opacity collage of the brand mark shape (approximately 15%)

Pull out quotes or other text. Pull out quotes or other text. Pull out quotes or other text.

Opacity effects may be applied

No tilting

No stretching or distorting

No cropping (except when part of a collage)

No harsh drop shadows

No use of outlines or borders

No extreme filter effects

Logo & graphical elements

Typography

Two fonts are used for all VisitCanberra communications: Justlefthand and DIN. As a guide DIN should be used as the primary font for body copy, subheadings and major titles while Justlefthand is generally used for headlines and quotes.

Body text, subheadings, captions & major titles:

DIN Black | **Black** | **Bold** | Medium | Regular | Light

Headlines and quotes:

Justlefthand Regular

Website graphic

All marketing materials must include the **visitcanberra.com.au** graphic with social media icons (with or without the phone number for the Canberra and Region Visitors Centre depending on the application and market audience).

VISITCANBERRA.COM.AU

VISITCANBERRA.COM.AU

VISITCANBERRA.COM.AU

1300 554 114

VISITCANBERRA.COM.AU 1300 554 114

Textures and treatments

A subtle rough edging must be applied to the non-bleed photography and box graphics in VisitCanberra layouts. A subtle textured graphic should be used as a background in layouts.

For consistency across communication materials these graphical elements should not be modified.

Rough edging

● Textured graphic
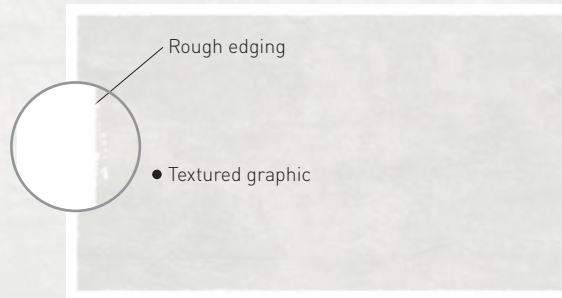
Colour palette

VisitCanberra's principal colour palette is drawn directly from the VisitCanberra logo. **When producing work for paper, merchandise and digital applications be mindful to ensure colour accuracy of principle colours, particularly the VisitCanberra blue.**

No formalised colour palette exists for publications and other consumer marketing materials but the designer should consider tones that complement the photography or event being promoted. For executions based on the seasons the colour tones should reflect our marketing message for that season. For instance: blues for summer to reflect our high blue skies; oranges for autumn; warmer burgundy colours for winter to symbolise rugging up; green tones for spring to symbolise new growth.

Principal colour 1
VISITCANBERRA BLUE

C 61 M 7 Y 0 K 0
R 75 G 187 B 235
PMS 299C when spot colour required

Principal colour 2
RICH BLACK

C 90 M 0 Y 0 K 100
R 0 G 0 B 0

Principal colour 3
WARM GREY

C 62 M 63 Y 55 K 55
R 64 G 56 B 59

Principal background element
TEXTURED BACKGROUND

Seasonal colour tones
SUMMER

Seasonal colour tones
AUTUMN

Principal background tone

In instances where using an image is not practical (eg size-restricted flash files) use the following colour breakdown

C 2 M 3 Y 3 K 0
R 246 G 242 B 241

Seasonal colour tones
WINTER

Seasonal colour tones
SPRING

Corporate communications

VisitCanberra's corporate communications mean **business**.

Corporate communications are those reserved for business partners with VisitCanberra including local industry, government bodies, or other external stakeholders.

The design and layout of corporate collateral such as stationery must be clean, easy to read and must use VisitCanberra's principal colour palette: VisitCanberra blue; rich black; white and/or the subtle background texture. The VisitCanberra logo is the key graphic to be featured on all collateral.

Corporate publications may utilise varying colour palettes. On cover pages the document title must be placed within the brand mark shape. Placement of the shape may vary according to what works best within the document format but for a standard A4 portrait layout it must be positioned in the top right-hand corner of the page.

This chapter provides some examples of corporate communication stationery and documents.

POSTAGE PAID AUSTRALIA

VisitCanberra
Locked Bag 2001, Civic Square ACT 2608, Australia

VISITCANBERRA.COM.AU

Mono version of logo should only be used on single colour projects

Font DIN used throughout

Blue strip is a design feature on corporate communications

ACT Government (plus department) logo is required on certain corporate materials including stationery

Subtle cream texture as a visual link to consumer marketing design style

Corporate stationery

With compliments

VISITCANBERRA.COM.AU

MEDIA RELEASE

With compliments slip, email signature block, Power Point template, Media Release word template and USB merchandise

Back cover should follow this layout: image tiles featuring an array of suitable photographs

Subtle creme textured background

Subtle rough edging on all images

Even spacing between image tiles.

Minimum 7mm clear space (background texture) surrounding image zone

VisitCanberra logo and website

'VisitCanberra' and main titles in all caps DIN bold

Title to be placed within brand mark shape on the cover. Positioned in the top RH corner

Colour scheme for brand mark shape should complement colours that are present in the photography

VisitCanberra logo and website

VISITCANBERRA
PARTNERSHIP GUIDE
2014-15

Full page/full bleed image for new chapters

Subtle cream textured background

Subheadings in DIN, capitals

Body text in DIN light. Easy to read line spacing

Subtle use of VisitCanberra brand mark shape within heading box. This treatment should also be applied to other instances where a coloured box graphic is used, such as for quotes in advertisements and publications (refer to other examples in this style guide)

Chapters to be colour-coded. Chapter headings in Justlefthand

VisitCanberra Partnership Guide

Some other examples of corporate documents in various size formats

Note that digital versions of documents that are to be published online must comply with Web Content Accessibility Guidelines (WCAG) version 2.0, Level AA.

Destination marketing

The perception of a destination begins with the reality of what is said and seen.

VisitCanberra works proudly to improve perceptions about the nation's capital by being honest and authentic. Authenticity comes from real words and real imagery to show the destination how it is.

From the choice of images and words to the sourcing and feel of paper stocks, our marketing avoids the contrived and artificial to remain true to who we are and confident in the way people will see and perceive the destination.

Covers should show a variety of images set out as a grid. Colour palette choice may vary according to the imagery and the season.

Advertisements require careful selection of images. For domestic material, steer toward images of genuine people's experiences featuring Canberra. When working on an international campaign, show more iconic scenes of the nation's capital.

In print material, always choose stock that gives an authentic and emotive feel. Make your first choice reflect our natural capital with uncoated, recycled and sustainable paper choices.

The following examples provide reference examples when designing for our consumer marketing publications.

Fonts uppercase DIN bold and Justlefthand

Evenly spaced image tiles featuring photos related to the copy in the document and the season. Hero image should be placed middle LHS

Apple Store badge; website lockup with social media icons and phone number; VisitCanberra logo

Textured background

Subtle rough texture on edges of all images

Note that digital versions of documents that are to be published online must comply with Web Content Accessibility Guidelines (WCAG) version 2.0, Level AA.

Instagram photos should feature instagram icon top left corner and be framed within a white border

Section headings uppercase DIN bold. Body text DIN light

Chapters are coded with a colour that complements the tones in the hero photography

Canberra and Region Visitor Guide (annual publication produced in print, pdf and as an Ipad app)

Heading colour-coded to the season. Uppercase DIN bold for publication heading. Justlefthand for title of issue

Evenly spaced image tiles featuring photos related to the copy in the document and the season. Hero image should be placed middle LHS

Website lockup with social media icons and phone number bottom left; VisitCanberra logo bottom RHS

Note that digital versions of documents that are to be published online must comply with Web Content Accessibility Guidelines (WCAG) version 2.0, Level AA.

Section headings and events uppercase DIN bold. Body text DIN light

Image tiles to sit next to related text tile

Events grouped into colours to differentiate the months

Tiles to be setup as an even grid of squares. Images and text must be contained within a tile that fits within this grid

Subtle rough texture on edges of all images

Image captions to run along bottom of page

Events calendar (seasonal publication produced in print and pdf)

Destination marketing

Hero image middle LHS contains quote in font Justlefthand. Caption in font DIN

Authentic and emotive imagery that "tells a story"

Subtle cream textured background

Subtle rough edging on all images

Even spacing between image tiles

Minimum 7mm clear space (background texture) surrounding image zone

Advertisements for an international audience to include Tourism Australia logo bottom LHS / VisitCanberra logo, website and social media icons bottom RHS

Full page, half page and quarter page print advertisements

Hero image top LHS. Justlefthand font for headline, DIN for body text

Minimum 12mm space (background texture) surrounding image zones

Quotes in Justlefthand within a coloured box that subtly features the VisitCanberra logo shape

Evenly spaced image tiles of equal size featuring iconic and emotive images that relate to copy

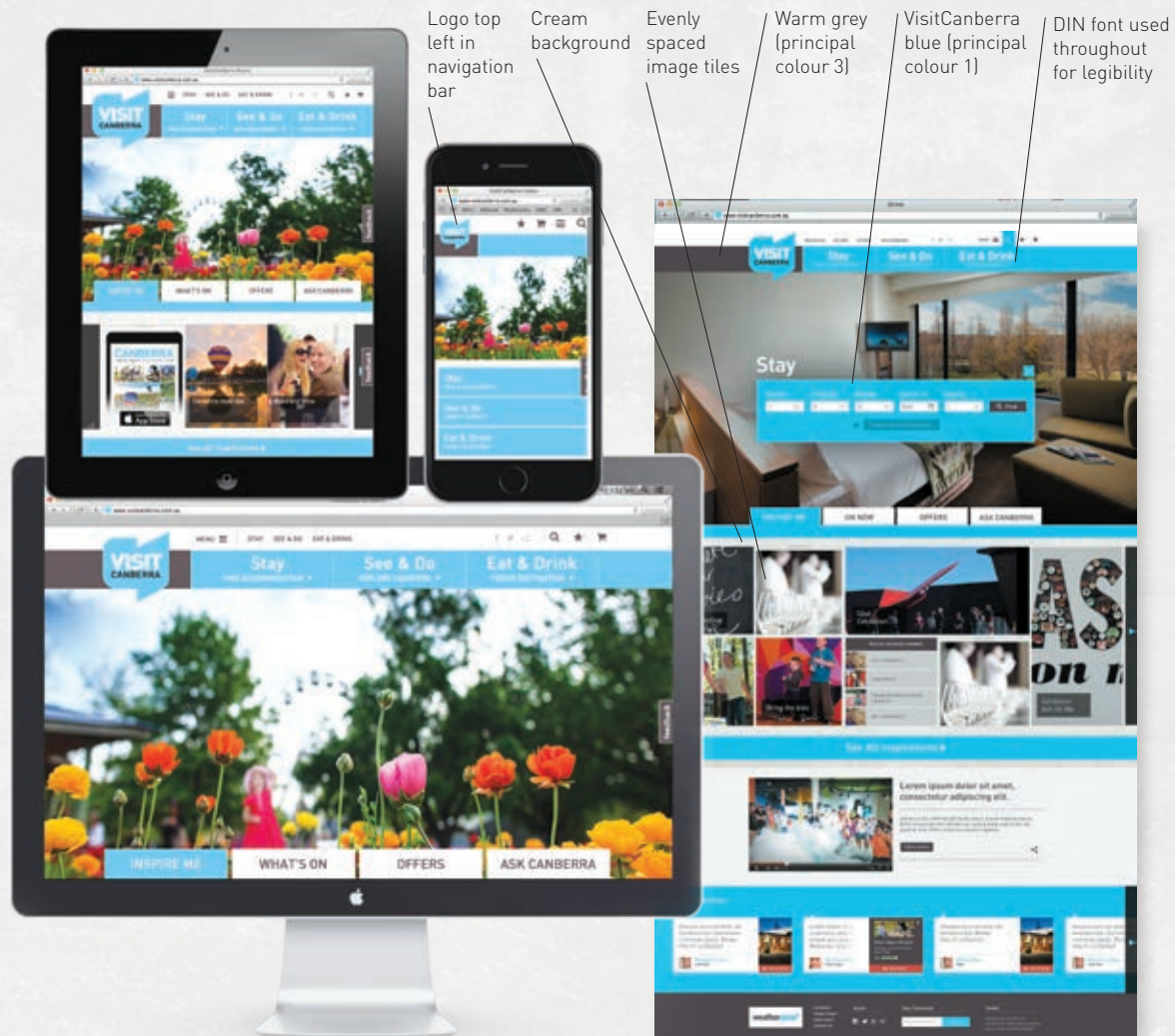Include Tourism Australia logo bottom LHS for international advertising

Double page print advertisement

Destination marketing

VisitCanberra logo must feature prominently at top of banner

Font for quotes and headlines Justlefthand / DIN for other text

Image tiles to be setup as an evenly-spaced grid of squares. Larger images should be offset from each other to create visual interest and balance

Subtle rough texture on edges of all images

Subtle cream textured background

visitcanberra.com.au lockup with social media icons to be placed at bottom (at width of image zone)

Hero image middle LHS contains quote in font Justlefthand. Caption in DIN

Logo and website lockup with social media icons to feature prominently on an uncluttered background

Pull-up banner, notebook and bus wrap

Image tiles to be setup as an evenly-spaced grid of squares and rectangles

For maximum legibility on signage use font DIN

VisitCanberra logo must be visible/have a presence from all perspectives

The VisitCanberra website and social media icons should be visible/have a presence from all perspectives. This can also be used as a visual element to tie in separately branded campaigns or events as demonstrated below

Principle colour 1: VisitCanberra blue

Example of a VisitCanberra ticket and information booth

Logo top left in navigation bar

Cream background

Evenly spaced image tiles

Warm grey (principal colour 3)

VisitCanberra blue (principal colour 1)

DIN font used throughout for legibility

Consumer website visitcanberra.com.au

VisitCanberra microsites

VisitCanberra logo should be on a simple background. Where images are cluttered or contain clashing colours a gradient may be used

Evenly spaced image tiles over textured background

VisitCanberra logo to feature on RHS

For very large text headlines and quotes Justlefthand font may be used. Legibility should be considered and for smaller text font DIN should always be used (when in doubt use DIN font)

Textured background

Web 'take over', including gutters, leaderboard and MREC digital advertisement sizes
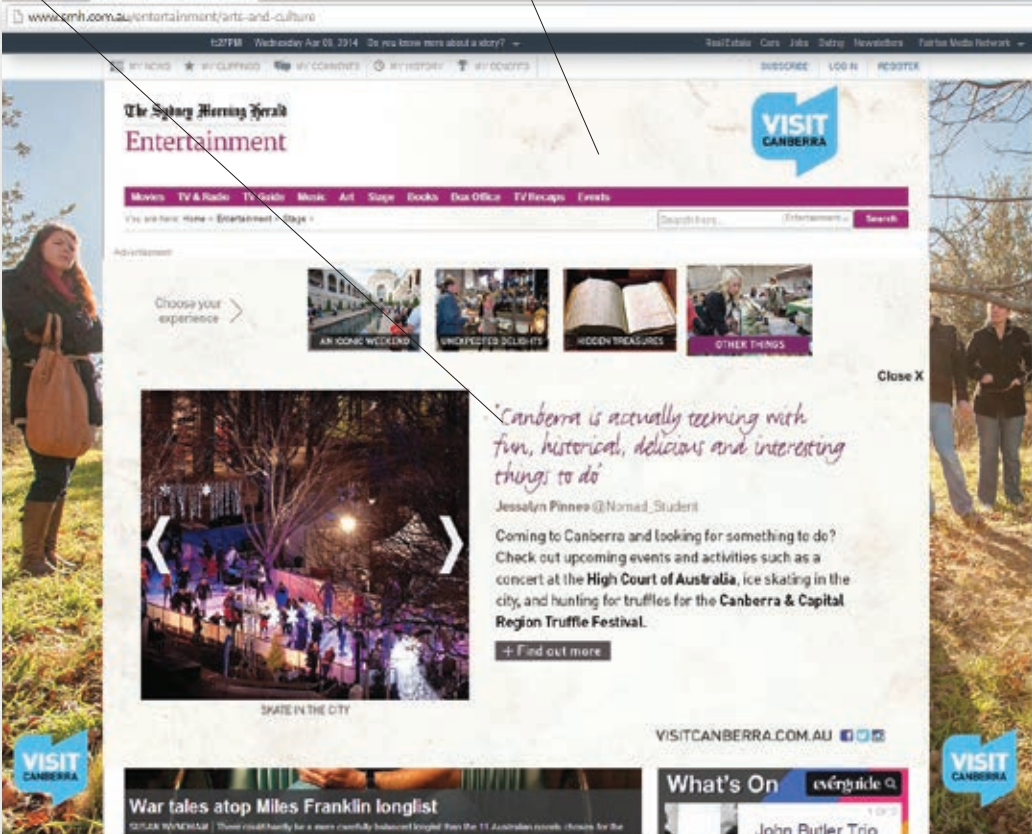
Interactive 'chameleon' web banner

Copy & messaging

Our brand essence defines Canberra as the *home of the Australian story*; a place belonging to all Australians, engaging, open and focused on people's stories. The brand is visual and images are the lead characters. Let any writing be a compelling support. Do not lead visitors astray with poor writing!

The foundation of our writing style is authentic and inclusive. Write in an engaging, connecting, intriguing and energetic tone.

Get to the point. Maintain the active voice. Eliminate clichés like unique, hidden gem, mecca, awesome, breathtaking, undiscovered and quirky.

You are writing for consumer audiences across print, digital, radio, news media, social media and web in both long and short form. Our target audience is educated, socially aware and savvy.

Destination related content and ready-made editorial

VisitCanberra provides copy for features, blogs, ready-made editorial and news outlets. We also contract freelance and industry professionals to provide copy suitable for web, print and news. Check facts, figures, captions and correctly attribute all sources. Ready-made editorial has a wide circulation.

Advertising copy

VisitCanberra has an 'always on' approach to destination marketing. We always have advertisements in market across a broad folio of digital platforms from websites to advertisements through Facebook and Google networks. Advertising copy requires a compelling call to action and careful attention to the values of our target audiences.

It is vital for search engine marketing (SEM) copy to incorporate keywords and phrases to match search and website content. Craft copy to fit within character limits specified by each platform.

Website copy

Writing for **visitcanberra.com.au** is for a human audience. While search engine optimisation (SEO) principles are important to consider and incorporate, the website provides factual, vetted, official tourism information and compelling reasons to visit.

Style references

If unsure, refer to the *Australian Government Style Manual* for conventions and guidelines regarding attribution, titles, credits, captions, citations and referencing sources.
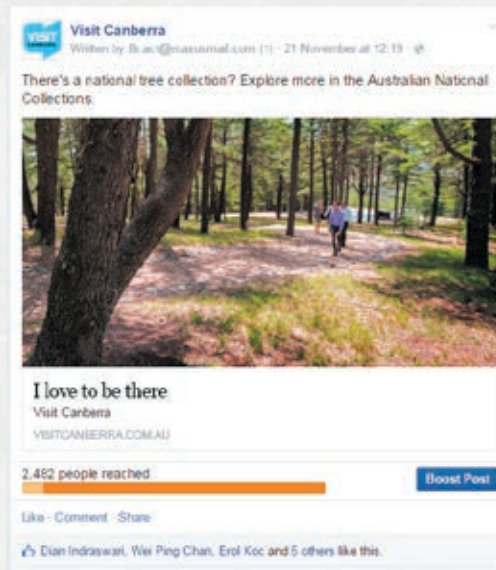
Social media

Our social capital is a key pillar of making Canberra a destination of choice.

VisitCanberra leads the destination in social media. From our multi award-winning Human Brochure campaign to engagement strategy, VisitCanberra lives our brand personality of being engaging and connecting through social media. We enable, host, and sustain social interactions on all matters relating to Canberra with locals, our industry partners as well as our domestic and international audiences.

Our social media channels are dedicated to conversation rather than marketing. Using our extensive in-house expertise and strategy, we will work closely with you on anything social.

VisitCanberra hashtags

VisitCanberra actively uses hashtags to aggregate content and for our followers to give us permission to repost and share their valuable contributions.

#visitcanberra
Used for allowing permission to repost and share Instagram images, general tag for our organisation.

#CBR
Whole of city branding, relates to anything in general about Canberra

#localscan
Has three meanings
1. Local scan — used to ask question and share a general query for all to answer
2. Locals Can — an enabler to say 'yes we can'
3. Local's Can (berra) — useful for local knowledge and tips and key to engaging visitors with locals

#tastecanberra
Used for food and wine in the Canberra District

#AustNatColl
Denotes Australian National Collection to aggregate and index content from our national attractions, especially for collection marketing and to establish Canberra on a global stage as the home of the national collections.
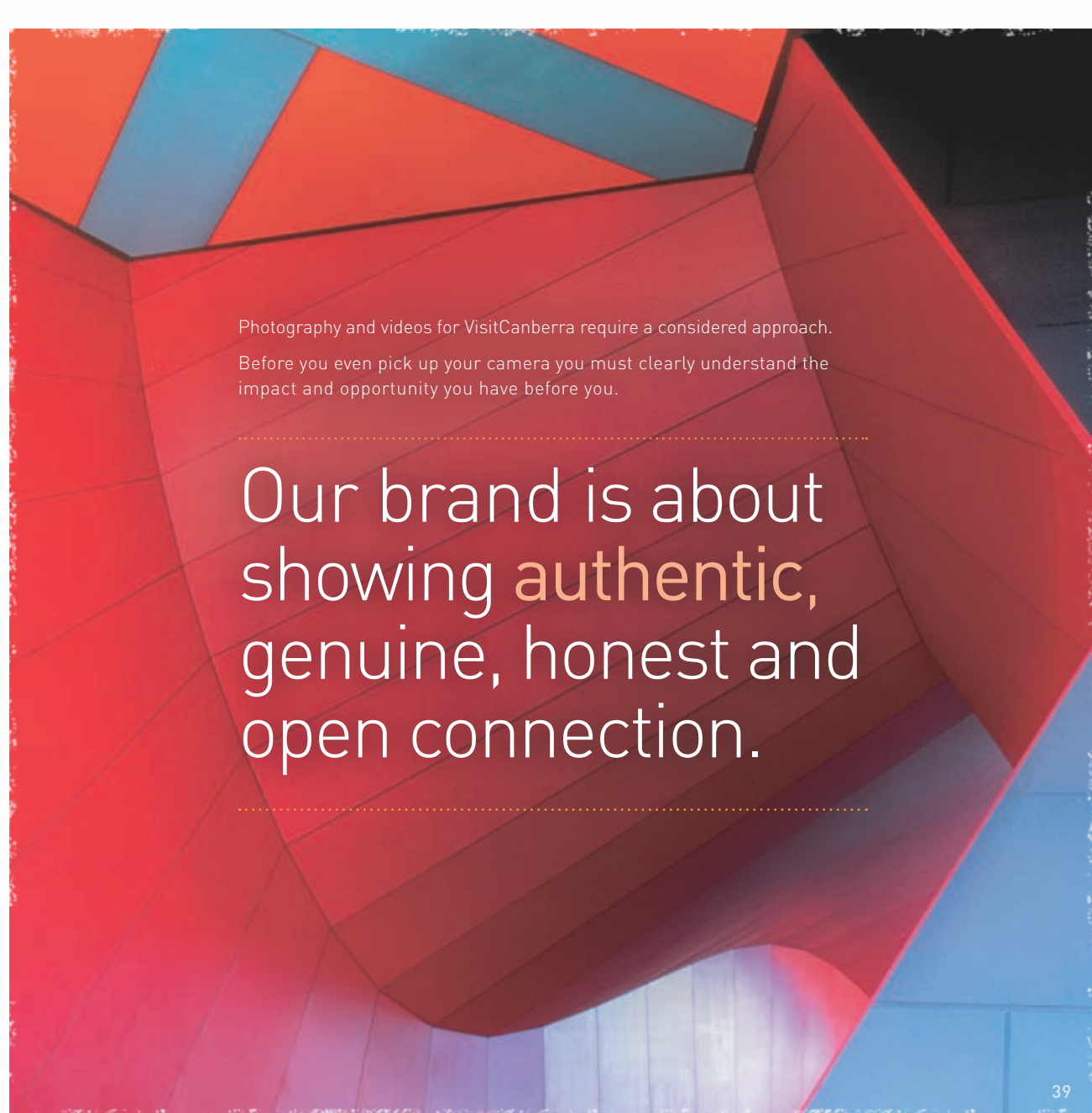
#humanbrochure
Aggregator tag used to pull content from live social media feeds of registered Human Brochure participants
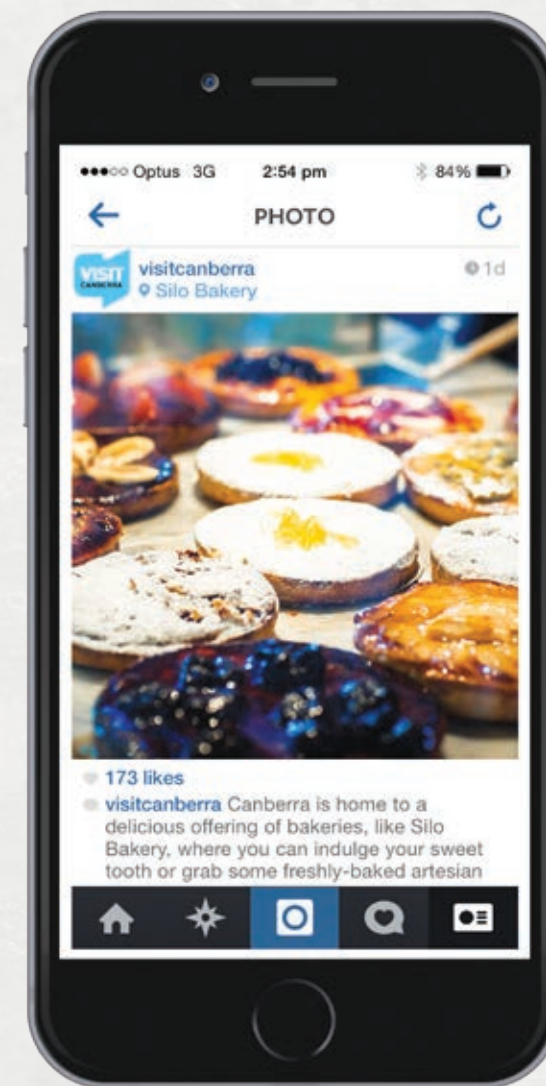
Photography & video

Photography and videos for VisitCanberra require a considered approach.

Before you even pick up your camera you must clearly understand the impact and opportunity you have before you.

Our brand is about showing authentic, genuine, honest and open connection.

Treat your images with honesty, clarity and meaning

To capture great images for our brand, show us the experience and subject from a first person perspective. Your images should show what it's like to be an active part of the experience. Be unobtrusive, observational and allow events to unfold as they would naturally. Minimal direction and interference will always give authentic results.

Images will be used in a variety of aspect ratios, so ensure you have covered every format option (if in doubt shoot wide and we will crop).
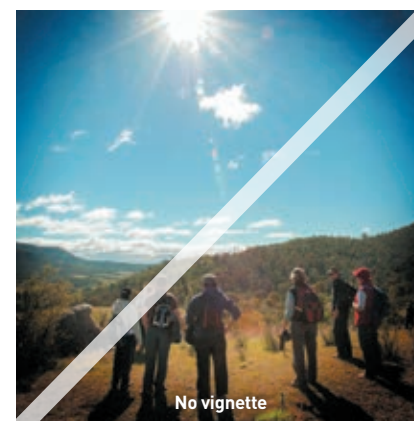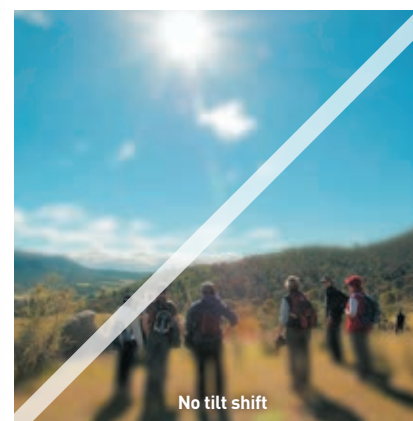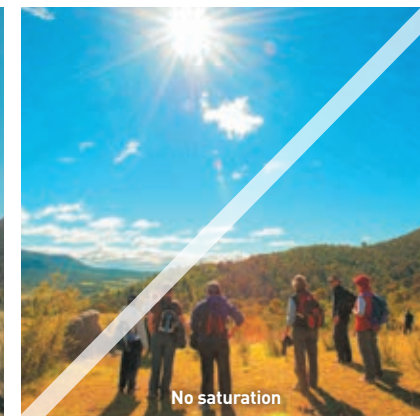
To keep it real, provide us with straight shots only.

The only treatment to apply to an image is basic tone and contrast adjustments. If you use in-camera image settings, set them to neutral.

DO NOT
- Desaturate colours
- Apply any filters, presets or effects
- Use HDR treatment or focus stacking to change dynamic range from normal
- Provide any monochrome images (we don't and won't use any)
- Saturate colours, apply hue shifts or replace colours
- Use any post production focus effects, blurring, tilt shift effects
- Apply vignettes
- Use any watermarks, trademarks or overlays.

If in doubt, leave it out. Put simply, if you apply any effects to make an image look better, you don't have an authentic image. Keep it real!

Less is more. Edit your work. Give us the best! When you provide us multiple shots be sure they vary only in aspect ratio.

No desaturation

No filters

No HDR effects

No monochrome

Acceptable image

No saturation

No tilt shift

No vignette

No watermark

Delivery requirements

We require careful composition to allow for multiple aspect ratios and cropping to suit both online, mobile, print and screen formats.

Aspect ratios
- ALWAYS shoot in both portrait and landscape
- Please note image borders and safe areas (in camera cropping — see diagram)
- If in doubt, shoot wide and allow us to crop later
- No talent to be outside the image safe area (see sample images)

In camera cropping
- Please crop talent above or below major joints (elbows, knees, shoulders)
- Do not crop shins — if in doubt, leave feet in frame with border and keep talent in 'safe' area
- Do not crop faces — use full faces only. Bleeds may prevent your in camera crop from translating to print
- Ensure eyes are in sharp focus.

Lighting
Natural lighting is first preference. The light source in frame is acceptable with flare and backlit subjects provided people's faces are properly exposed.

Fill flash and supplemental lighting for video are acceptable where appropriate (ie sun guns or strobes) for individual portraits, low light interiors, press conferences, launches and awards, action and night scenes.

Shot lists
- Cover the brief you will be provided for every shoot
- Always include backgrounds that reflect details of the venue or location and season. For example, in autumn shoot leaves, shoot the location and details in context
- Consider that photos will be often used in layouts where mastheads and text will need to run over the image: where possible incorporate 'clear space' for this
- If you shoot against a backdrop, where practical, ensure you have a frame of just the background (minus talent).

Processing treatment
- Please shoot for a neutral light balance (around 6500K), or ensure that grayscales are neutral in post production
- If shooting at sunrise or sunset allow the white balance to favour the natural colour temperature

All images must be provided as:
- 8bit TIFFS (uncompressed) at sensor pixel dimensions
- 300 dpi resolution
- Adobe RGB colour space
- 300 dpi jpeg versions of images
- An html readable gallery of images at screen resolution for review and selection purposes must be included

Metadata
Please ensure you embed IPTC (International Press Telecommunications Council) metadata to include date, name of photographer, copyright status, rights management, keywords and captions.

Keywords and search terms will be provided with each job, if you are not supplied with keywords and captions or if in doubt, leave keywords and captions fields blank.

A job is incomplete without correct metadata!

Image safe area: Allow for bleed for print-based applications

Banner safe area

Allow for a clear area for text where possible

Banner safe area

Video and audio

Capture

We source camera footage to supply destination library material to third parties, broadcast, production houses and TV networks.

Ensure video material you provide us is HD and broadcast safe. We prefer 1920x1080 but our minimum accepted format is 1280x720 HD. Please shoot in 16:9 aspect ratio. We require video in an industry standard codec, with black and white levels graded to broadcast safe levels. Please provide sufficient clip duration "handles" for editing and provide clips as discrete files, not compiles or edits.

Audio

Audio should be recorded to broadcast standard levels when interviewing on location. For ENG or library vision please ensure you record atmos or buzz tracks to make audio post easy for everyone!

Edit

For productions we will provide briefs for scripts at preproduction stage, which will ensure adequate requirements for editors. Where possible, please provide an EDL for the edit, so we can archive projects and log clip use in our library.

End Screen and logo

The minimum duration on screen for the brand mark symbol and end screen is 2 seconds. Please factor this into your script

and edit as the 2-second rule applies for all clips (including 15 sec clips for social media channels)

Superbars and lower thirds

Ensure supers maintain minimum size for legibility at intended viewing size and fit within the title-safe area. Please ensure any text is legible. You may use gradients or boxes to make copy easier to read. We prefer a neutral colour gradient, but if you must use colour, please ensure it conforms to the colour palette in this style guide. Do not apply harsh drop shadows to text or the brand mark symbol.

Distribution

We distribute video across TV advertisements, online (YouTube), for playing at venues (big screens) and increasingly in ultra short form on social media (Facebook and Instagram).

Production

VisitCanberra generally contracts production houses to produce video. We will work with you from brief to completion. With solid in-house experience we prefer to work closely with directors to ensure our brand integrity is maintained.

Ensure supers are legible. Subtle gradients and drop shadows are permitted

Subtle use of brand mark shape within subtitle box. DIN font for maximum legibility

Ensure all important information sits within the Title Safe area

Ensure all important information sits within the Title Safe area

Logo stacked on top of **visitcanberra.com.au** and social media icons lockup

End frame must be on a black background

Copy in Justlefthand font

Logo inline and centred at right of visitcanberra.com.au lockup and at proportions demonstrated below

TVC supers, subtitles and end-screen lockups

This case study is an example of interpreting the brand mark shape in a tactical campaign.

The brief was for a summer destination campaign to highlight a compelling events program led by AFC Asian Cup football and ICC World Cup Cricket matches in Canberra.

The offer required an approach to choose the experience of being in the crowd and triggering those times when key moments become memories. To encompass the idea of being present in that moment and create a desire, the tagline 'I love to be there' was crafted.

One of the brand mark shape attributes arises from an abstracted heart shape symbolising the heart of the nation. The simple colouration of a solid red gave a familiarity and recognition to the I 'heart' campaigns seen for so many major destinations such as New York.

In this case the tagline uses the brand mark symbol with copy to create the 'I heart to be there' campaign. In addition, several key phrases were coined to drive the cycle for travel: intent, decision, presence in destination and reflection and sharing post visit.

Creative is shown for print, digital and television distribution. The campaign lends itself to major events as drivers as the tagline personalises the intention to be present in that moment. The hero imagery supports the statement by showing the first-person perspective of being one of the audience in attendance.

Examples of a how a tactical campaign is integrated into a Media Kit, print advertisement and Events Guide

Examples of how a tactical campaign is integrated into visitcanberra.com.au and digital advertising

Example of a storyboard for a TVC as part of a tactical campaign

Be wary of grills and non-printable areas. Avoid placing the brand mark shape and key messages over uneven surfaces that may distort the graphic

Where possible the VisitCanberra logo must be visible/have a presence from all perspectives

Brand mark shape must not be tilted or modified. Ensure t-shirt colour provides sufficient contrast for branding legibility

Avoid busy t-shirt patterns or colours that clash or provide low contrast

Mockups of a bus wrap and promotional t-shirt for a tactical campaign

Case study of a tactical campaign

A destination that works together, grows together.

We've got the freedom and space to grow visitation to this destination. That's our mission. Work with us to make Canberra the Australian destination of choice. We're confident of our collective offering, we've got bold plans for the future and we're discovering how to share more of the Australian story with the world.

Get in touch when you have ideas. We're open to fresh ways to grow the brand and destination.

To download this style guide and our brand book, learn about partnership opportunities, access research, read media releases and source images from our online library, visit us **tourism.act.gov.au**

For further design advice on using our brand:

Andrew Mitchell
Senior Creative Services Officer

+61 2 6205 0630
andrew.mitchell@act.gov.au

For image library and video asset enquiries:

Kerrie Griffin
Communications Executive

+61 2 6205 3061
kerrie.griffin@act.gov.au

For general enquiries:

+61 2 6205 0666
visitcanberra@act.gov.au

VisitCanberra, Level 8,
220 Northbourne Avenue
Braddon ACT 2612

VISITCANBERRA.COM.AU

f visitcanberra   t @visitcanberra   @visitcanberra

P CanberraTourism   ACTourism

VISIT CANBERRA