

There's **more than** they're telling us

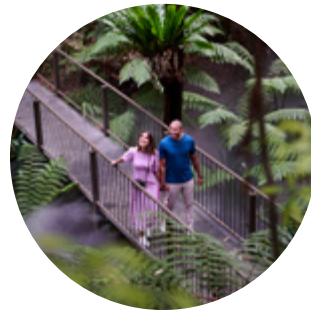
Campaign Style Guide



About this guide

The overarching objective of this style guide is to provide comprehensive guidance to industry partners and designers seeking to replicate our assets. The guide defines all creative elements pertinent to VisitCanberra's destination marketing campaign, "There's **more than** they're telling us."





## Contents

Campaign overview	4
Our messaging and tone of voice	5
Our look and feel	6
Photography and video guidelines	7
Logo positioning	8
Logo grouping	10
Headline style	12
Asset examples	14
Contacts	16

## Campaign overview

Instead of relying on conventional tourism tropes such as picturesque landscapes, romantic sunsets, and idyllic couples, “There’s **more than** they’re telling us”, artfully constructs an entirely new persona for Canberra. By highlighting distinctive local attractions, the campaign masterfully captures the genuine warmth, charm, and eccentricities of real life Canberrans – the very people who shape the city, and the experiences of its visitors.





## Our messaging and tone of voice

The campaign is about stories. About the unique people and experiences that visitors will find in the Canberra region. The campaign is built around locals with each story offering up a unique and witty reason as to why you may not have heard of the featured business or location. From a humble farmer with a chatty dog, to a bossy 9 year old, and an art gallery challenged by space, or views that leave you speechless and wine that tastes too good spit — the reasons as to why the locals may not be shouting about these experiences from the rooftops always delivers charm and avoids negativity.

These real people represent a face for the destination, while the narrator does most of the messaging for them, acknowledging their ‘promotional challenges’ with humour.

### **Tone**

This campaign shows visitors something new about the ACT, or a different side of something they’ve seen before. It should surprise them, with a fresh tone of voice for the region.

The tone is warm and welcoming, in a way that brings visitors into the joke.

There’s an unexpected humour to steering clear of typical tourism advertising cliches, focussing on the locals rather than the audience. It’s self-deprecating, down to earth, inclusive, and humble.

There’s a charm, elegance, and personality that’s ownable, memorable, and scalable over time.

### **Messaging**

The people of Canberra tell our story better than any photo could. We offer a unique tone of voice through our passionate locals that comprise or enjoy our tourism industry.

With that in mind, we recommend painting a rich story by leaning into descriptive copy where media placements will allow, such as narrative led audio and video scripts and OOH placements that allow for long form copy. While shorter headline-only static assets dial up the surprise factor of these experiences with punchy and witty headlines.

## Our look and feel

### Frame device

Throughout the campaign we utilise a frame device to maintain consistency between the different experiences. We use this in all OOH, digital, and social placements that require a headline.

We use a white border around the image with a larger base plate for the logo lockup. When working out the border thickness you can use the 'X' height of the VisitCanberra logo (pictured) as a guide for the maximum size in print and OOH placements, and "X/2" for digital placements. The base plate should be at minimum "2X" in height (or width in billboard/leaderboard format). However common sense should be used if the sizing feels off.

### Location Tag Device

On all static assets (and any video assets using the frame device) a location tag should be added to the bottom right of the image within a white box that bleeds into the white frame. For domestic campaigns the tag should be "Canberra", and where possible can also include names of specific locations or experiences (i.e. "Mount Ainslie, Canberra" or "Balloons Aloft Canberra").

In placements where videos do not carry the frame device (BVOD, TV, YouTube etc.) a pin and location name including "Canberra" should be superimposed on the top right of the footage in either black or white (i.e. "Canberra Wine District" or "Lake Burley Griffin, Canberra"). Ideally, the location should appear on screen in time with the first mention of "Canberra" in the audio, and remain until the end frame.

### Images

Images should be selected to have enough clear space to accommodate a headline and, where appropriate, long form copy.

Images should be engaging and aesthetically pleasing to ensure the campaign executions are vibrant and show off a variety of enriching Canberra experiences. Images should be real, aspirational, and relatable. Commercial branding or existing text overlays must not be present, and images must be full colour, not monochromatic.

When selecting Images for vertical long copy placements, there needs to be a clear single focus, ideally with a prominent edge for body copy to wrap around. Wrapping the body copy around the salient subject of the image allows for additional intrigue, and a visual identity that is distinct to Visit Canberra.



**There are no giant squirrels**

Speculation is circulating that the giant acorns at the National Arboretum's award-winning POD Playground contain giant squirrels. But this is simply a rumour created by 9-year-old Olivia in an attempt to scare other kids away so she can keep them to herself. You see, the top pod has amazing views of Canberra, family biking trails and more than 44,000 rare trees from around the world, making it one of Canberra's many exciting outdoor experiences. It's also where the slide is. So don't worry, the only thing hiding in the pods when you visit will be kids. Mainly so their parents can't make them leave.

National Arboretum Canberra

There's **more than** they're telling us

VISIT CANBERRA



**Kim's seen this view of Canberra 1193 times. It still leaves him speechless.**

There's **more than** they're telling us

VISIT CANBERRA

## Photography and video guidelines

### Subject matter

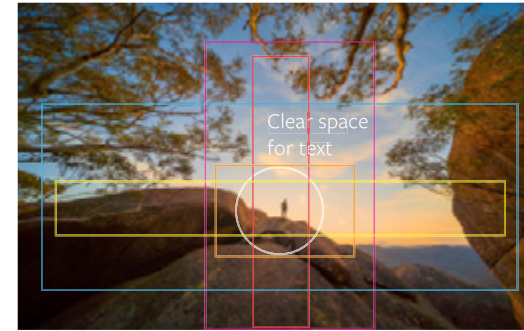
- Aim to capture authentic moments that are natural and not posed
- Shoot from a first-person perspective. Show what it is like to be there in the experience
- Aim to show a broad range of people to showcase Canberra's inclusivity and diversity



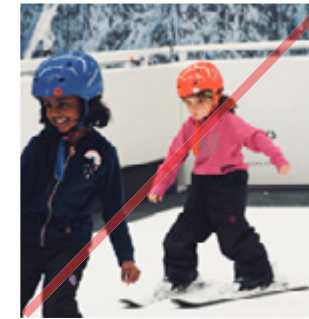
### Technical

- Shoot WIDE. Ensure your framing and composition allows flexibility for multiple aspect ratios and cropping to suit various portrait and landscape formats.
- Consider clear space in photographs for text and graphical elements. Images that work best for advertisements, mastheads and editorial have a section of low contrast (eg sky, water, plain wall, etc) which allow an area to apply text and other elements
- Avoid extensive re-touching, filters, tinting and colour manipulation in order to maintain an authentic look
- Only shoot in full colour
- Never apply vignettes
- Allow plenty of space around subject matter to allow for cropping to various formats and applications

### Example of suitable photography for the more than campaign

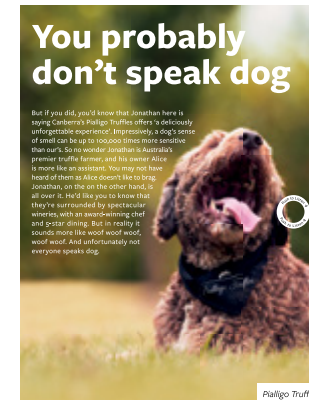


### Example of unsuitable photography for the more than campaign



- Not shot wide enough
- Subject matter is cropped
- Does not allow for various landscape and portrait formats
- Does not allow for more than campaign creative executions
- There is no clear space for text

### OOH



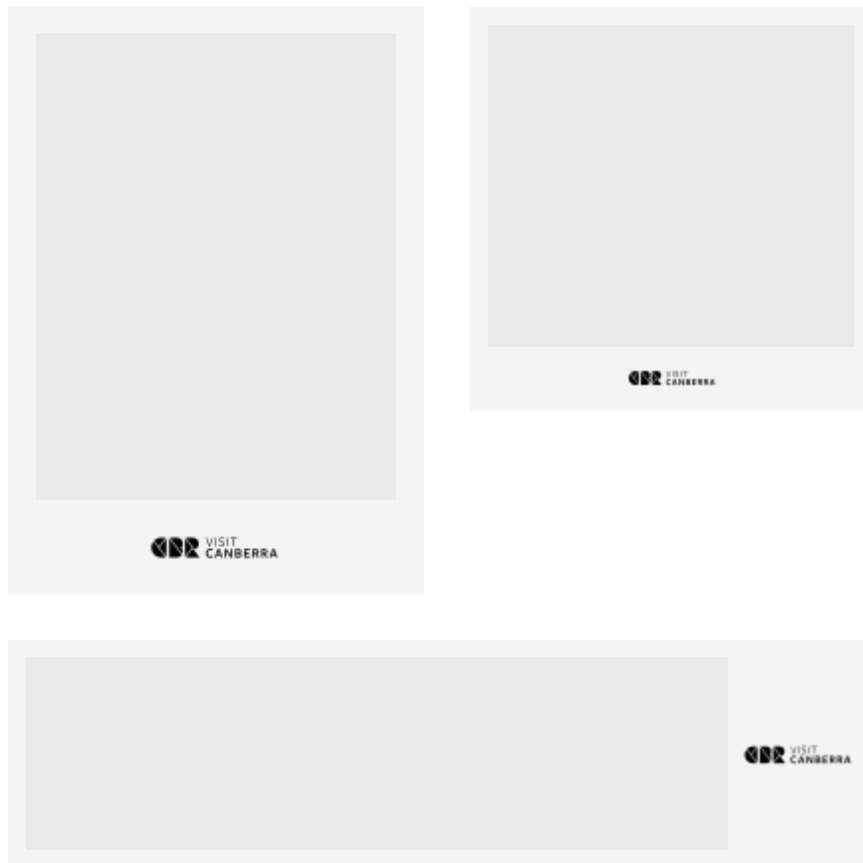
For OOH placements we need to have a clear single subject, that embodies the individual experiences in an unexpected way.

This will be used as the focus of the placement.

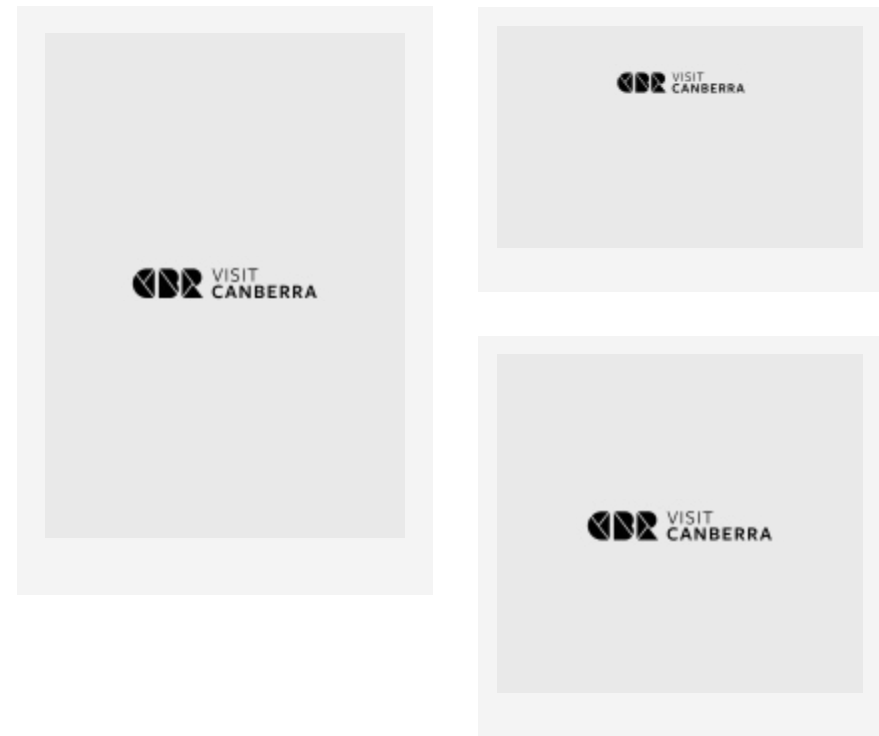
For single subjects, make sure that there is significantly more clear space to the left and top of frame in the image to allow for a larger block of copy and headlines. See example on left.

## Logo positioning

For the majority of formats, the logo should sit centred in the base plate of the white border — usually at the bottom of the artwork, or to the right in billboard and leaderboard formats.

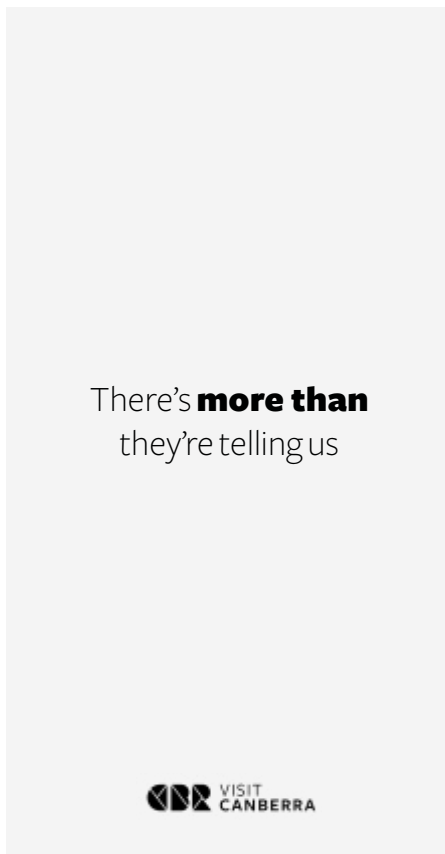


If the focus of the placement is the logo itself then it should sit in the centre of the artwork.





For video placements the logo can sit under the tag line, or if there is no tag line then it can sit centred in the frame.



## Logo grouping

A system has been created to make it easier to combine the VisitCanberra logo with partner logos. This system helps maintain a clear order and consistency.

All logos in the partnership should be of equal importance in terms of size and visual balance. This should be determined on a case-by-case basis, using this framework as guidance.

All logos in the lockup should be black.

A keyline is placed between the two logos to separate them clearly and to indicate the partnership. The keyline should be thin, and the height of the VisitCanberra logo.

The clear space indicated is the minimum amount, more space should be given if possible.

When co-branding using the VisitCanberra layouts and style, the VisitCanberra logo must always be the first one seen in the lockup.

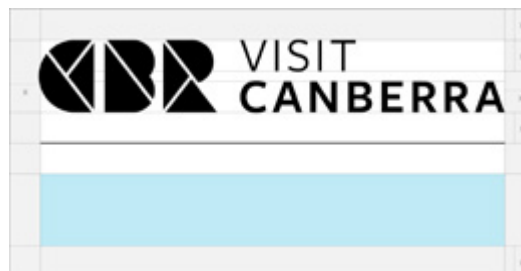
### Horizontal: Spacing and clear space for partnered logo



**Example:** the logos should have equal visual weighting. This framework is a guide only, and will vary on a case by case basis.



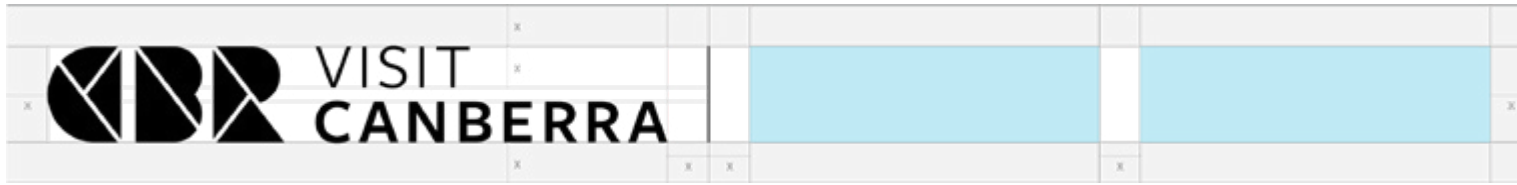
### Vertically stacked



### Example



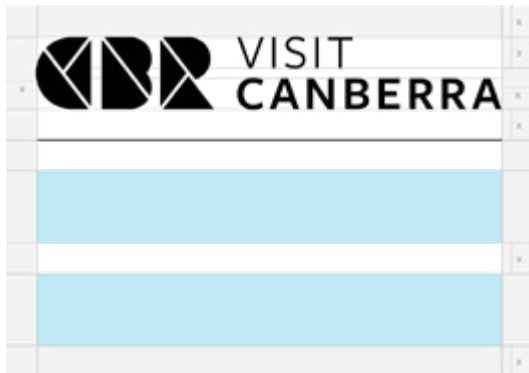
**Two partners horizontal**



**Example**



**Two partners vertically stacked**



**Example**



## Headline style

### Font

To build consistency please use FreightSans Pro as the typeface for all campaign communication.

FreightSans Pro Light

FreightSans Pro Book

FreightSans Pro Medium

**FreightSans Pro Semibold**

**FreightSans Pro Bold**

**FreightSans Pro Black**

For headlines, use:

**FreightSans Pro Bold**

For location tags, use:

*FreightSans Pro Book Italic*

When using the **more than** message, please use FreightSans Pro BLACK for 'more than' and a lighter weight font for the rest of the message.

There's **more than** they're telling us



Freight Sans Pro LIGHT      Freight Sans Pro BLACK      Freight Sans Pro LIGHT

Where a licensed font is not available, the default system font Calibri can be used.

However, please ensure FreightSans Pro is maintained for marketing and designed collateral.

## Colour

### Grey/Blue

C90 M75 Y35 K27

R47 G61 B96

#2f3d60

### White

### Black

For headlines,  
use grey/blue on  
light backgrounds.

For headlines,  
use white on dark  
backgrounds.

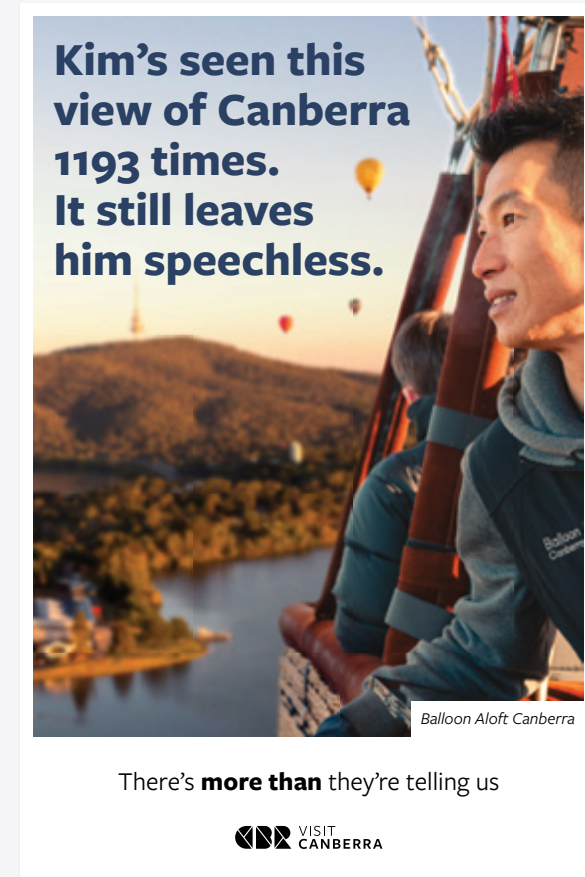
For body copy, use black  
on light backgrounds.

For body copy, use white  
on dark backgrounds.

## Positioning, size and space

Headlines should have a consistent position when used in the VisitCanberra style, positioned over images in the top left.

Headlines require enough clear space to remain legible, and not obstructed by any elements in the photograph.



## Asset examples

### Digital



OOH

**There are no giant squirrels**

Speculation is circulating that the giant acorns at the National Arboretum's award-winning 92D Playground contain giant squirrels. But this is simply a rumour created by 9-year-old Olivia in an attempt to scare other kids away so she can keep them to herself. You see, the top pod has amazing views of Canberra, family biking trails and more than 44,000 rare trees from around the world, making it one of Canberra's many exciting outdoor experiences. It's also where the slide is. So don't worry, the only thing hiding in the pods when you visit will be kids. Mainly so their parents can't make them leave.

National Arboretum Canberra

There's **more than** they're telling us

VISIT CANBERRA

**This ad is too big**

At 172cm tall and 172cm wide, this ad would barely squeeze inside the Gallery Of Small Things. That's because the entire gallery is less than six metres squared. So you could fit 10,000 of these galleries into The Lounge. Everything about it is small. The building. The exhibits. Even the crowds. So you might not have heard of it. In the art world they call it 'scaleless'. Filled with tiny works from makers and designers who love texture, form, and all things small, the gallery brings international, interstate and local artists to one of Canberra's many unique cultural experiences, proving that bigger isn't always better. There's room for you though. And maybe just the one friend.

Gallery of Small Things

There's **more than** they're telling us

VISIT CANBERRA

There's **more than** they're telling us

VISIT CANBERRA

National Arboretum Canberra

Social

Canberra's next big thing isn't big

Gallery of Small Things

There's **more than** they're telling us

VISIT CANBERRA

ACT: Australian Capital of Truffles

Paligo Truffles

There's **more than** they're telling us

VISIT CANBERRA

visitcanberra Sponsored

Surrounded by some of Canberra's best wineries.

Paligo Truffles

There's **more than** they're telling us

Learn more RA

## Contacts

Prior to publishing any works containing the **CBR VisitCanberra logo** or **more than** campaign designs, please seek approval by sending examples to your VisitCanberra liaison or email **[tourism.advertising@act.gov.au](mailto:tourism.advertising@act.gov.au)**.





