GLEN INNES HIGHLANDS

A BRAND STYLE GUIDE
AUGUST 2018

CONTENTS

THE GLEN INNES HIGHLANDS STORY

Diverse stories told consistently

Everyone who lives and works in Glen Innes Highlands country has a unique story to tell.

Everyone who visits has a unique reason for coming.

Visitors might be drawn by our highland climate, our World Heritage National Parks, easy access to adventure, our indigenous heritage, beautifully preserved buildings or internationally renowned events.

They might also be drawn by less well known local attractions – vintage trucks, for example, or collectable books.

Everyone who visits us discovers unexpected experiences and leaves with magical memories.

No one story summarises Glen Innes Highlands. But all of these stories make Glen Innes Highlands unforgettable.

This brand style guide is designed to ensure that every one of our diverse stories builds a consistent image of Glen Innes Highlands.

THE GLEN INNES HIGHLANDS STORY

The six storylines that make Glen Innes Highlands

Many people come to Glen Innes to experience Celtic country. However, there are many other interests that attract visitors.

In recognition of the diverse stories that make up Glen Innes Highlands we have arranged them into six distinct categories or storylines.

Celtic Country
- ACF
- Standing Stones
- ACMA
- Genealogy
- History

High Country
- 4 seasons   • Climate
- National parks
- Agriculture
- Cuisine   • Gardens

Adventure Country
- Mountain biking
- Motor biking
- Hiking   • Fishing
- Bird watching
- Fossicking   • Minerama

Heritage Country
- Architecture
- Museums   • Arts
- Towns/villages
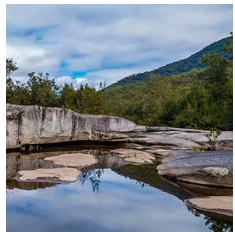- History
- National parks

Ngoorabul Country
- History
- Gallery
- IPA (Willows)

Progressive Country
- Windfarms   • Solar
- Innovation
- Community

THE GLEN INNES HIGHLANDS STORY


Be part of the story

The Glen Innes Highlands brand belongs to everyone who lives and works here.

We will be promoting every storyline (Celtic Country, High Country, Adventure Country, Heritage Country, Ngoorabul Country, Progressive Country).

We encourage every local to tell their own stories and share our region's special stories with others.

We encourage business owners to use our Glen Innes Highlands logo on their websites and in their printed material.

This style guide is designed to help you understand where and how to use our logo, our typeface and our colour palette.
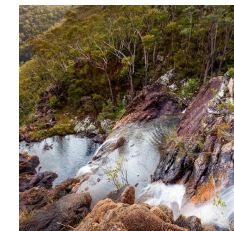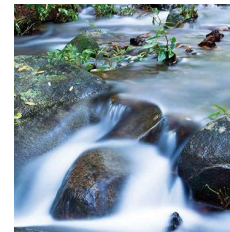
THE GLEN INNES HIGHLANDS LOGO

The design inspiration

The typeface for this design incorporates a subtle mixture of both modern and Celtic elements.

The logo incorporates hills that represent the undulating highland landscape.

The colour is deliberately muted to provide contrast with all the colourful images of Glen Innes Highlands.

Is it traditional? Yes. Is it modern? Yes.

Pantone® 7729   Pantone® 369

6

THE GLEN INNES HIGHLANDS LOGO

Correct use of the logo

The Glen Innes Highlands logo is the essence of the brand. It must always be used properly, if brand consistency is to be achieved. Everything within a layout that contains the logo should be considered in terms of the brand.

Following are some guidelines.

- The logo must always appear in its correct colour on a white background

- Never attempt to recreate the logo yourself. It uses a particular font which must only be used for this logo

- Don't place other elements too close to the logo (see clear space)

- Consider the effect that nearby elements will have with regard to their colour, typography and size. Do they enhance the brand, or detract from it?

THE GLEN INNES HIGHLANDS LOGO

Clear space

The clear space is defined as the area surrounding the logo where no other type or graphic element may intrude.

Here, the vertical and horizontal dimensions of the capital 'N' have been used to create an imaginary area, or 'clear space' around the logo. This area must always remain clear.

CLEAR SPACE

THE GLEN INNES HIGHLANDS LOGO

Incorrect use

Shown opposite are some typical misuses of the logo. Please dont.

- Don't attempt to re-create the logo yourself

- Don't place any graphic element within the clearspace.

- Don't reproduce the logo using any other colours, including black (other than in photocopying.

- Don't place the logo on any background other than white.

- Don't use the hills device as a standalone graphic.

THE GLEN INNES
HIGHLANDS LOGO

Other versions

Shown opposite the mono
and reverse versions of the
logo. Use these only when the
layout doesn't allow for the
full colour version (page 6).

OTHER BRAND ELEMENTS

The Six Storylines

Each of the six storylines discussed on page 4 has its own associated sub brand design. These use a complementary font and feature five separate colour palettes.

Shown opposite is the sub brand for Celtic Country, in a lock-up with the Glen Innes Highlands logo. The relative sizes and positions of the elements is fixed and should not be deviated from.

The top example shows a stacked lock-up for use in printing applications, etc. The bottom example shows the lock-up as it appears on a website.

Each sub brand has its own palette of three colours (see page 12).

OTHER BRAND ELEMENTS

Six storylines: Sub brands

Each of the six storylines discussed on page 4 has its own associated sub brand design, as shown at right.

The green under the logo in the horizontal version is the same as the logo colour. The sub brand consists of three colours to be used in specific order (see page 12).

The same rules apply as with the main brand logo, ie.

- Don't attempt to recreate them (they use a different font)

- Don't use any colours other than those specified

- Don't place other elements too close to them.

Horizonal version

Stacked version

GLEN INNES HIGHLANDS **CELTIC**COUNTRY

GLEN INNES HIGHLANDS **HIGH**COUNTRY

GLEN INNES HIGHLANDS **ADVENTURE**COUNTRY

GLEN INNES HIGHLANDS **HERITAGE**COUNTRY

GLEN INNES HIGHLANDS **NGOORABUL**COUNTRY

GLEN INNES HIGHLANDS **PROGRESSIVE**COUNTRY

GLEN INNES HIGHLANDS
CELTICCOUNTRY

GLEN INNES HIGHLANDS
HIGHCOUNTRY

GLEN INNES HIGHLANDS
ADVENTURECOUNTRY

GLEN INNES HIGHLANDS
HERITAGECOUNTRY

GLEN INNES HIGHLANDS
NGOORABULCOUNTRY

GLEN INNES HIGHLANDS
PROGRESSIVECOUNTRY

OTHER BRAND ELEMENTS

Colour palette

We have a colour palette for Glen Innes Highlands, which includes the colour palettes for each of our six storylines – the sub brands.

These colours have been derived from the colours of the area, plus heraldic tartan colours.

Shown opposite is the full colour palette for the brand and sub brands.

Each of the sub brands has its own set of colours. The colours in the first column are used for the first word (eg., 'HERITAGE', 'ADVENTURE', etc.), the colours in the second column for the second word ('COUNTRY'), and the colours in the third column for the associated colour bar.

Brand

PMS 7729C	Logo colour
PMS 369C	

Sub brands

	1st word	2nd word	Colour bar
Celtic Country	PMS 229C	PMS 207C	PMS 7490C
High Country	PMS Orange 021C	PMS 371C	PMS 7488C
Adventure Country	PMS 7746C	PMS 7722C	PMS 7712C
Heritage Country	PMS 470C	PMS 7532C	PMS 7537C
Ngoorabul Country	PMS 7608C	PMS Black2C	PMS 1665C
Progressive Country	PMS 2736C	PMS 3268C	PMS 130C

OTHER BRAND ELEMENTS

Typeface

Today, corporate typefaces present a special kind of challenge if we want to maintain brand consistency.

We need a typeface which is available both as a desktop font for graphic applications, and also as a web font served by a reliable provider.

The typeface chosen for Glen Innes Highlands text is **Lato**, which is available from Google Fonts. It comes in nine weights and complements the logo and sub brands well. This style guide is set in Lato Regular and Lato Bold. Use **Lato** for all digital and print communications.

Go to: fonts.google.com/?query=lato

Lato Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz1234567890

Lato Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz1234567890*

Lato Black

ABCDEFGHIJKLM

**NOPQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz1234567890**

Lato Black Italic

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz1234567890***

LAYOUT

Layout guidelines

Every layout presents different challenges. However, here are some guidelines for creating layouts which enhance the Glen Innes Highlands brand.

Use of fonts within a typeface

Just because a typeface comes in nine weights, it doesn't mean we have to use them all. As a general rule, stick to two font weights – one for all headings and a different one for body copy. Allow italic for emphasis in the body copy. Avoid using bold within body copy.

This style guide only uses Lato Regular and Lato Bold.

Colour palette

The only colour which may be used as a percentage tint is the green of the logo (PMS 7729C). All the sub brand colours should preferably be used at 100% because they help to identify the sub brand.

15

LAYOUT

Images

You know the saying about a picture being worth a thousand words. There's nothing as powerful as a photo to stir emotions.

We're lucky that we have some enormously talented photographers living in Glen Innes Highlands country as well as visitors who have stunningly captured our unique landscape, our events, our people and towns.

The photos we use to tell our unqiue stories are of the highest quality. We'd love you to share your photos with us.

Because photographic imagery is the heart and soul of the Glen Innes Highlands brand, there are very few restrictions on their use, except to say that they should be the best quality. A poorly framed or amateurish image will immediately detract from the brand.

The logo green (PMS 7729C may be used to create monochromatic or muted images which can then be contrasted with brightly coloured images. See the example on this page.

INFORMATION

Contact details

Glen Innes Severn Council

PO Box 61
Glen Innes NSW 2370
02 6730 2300

Visitor Information Centre

152 Church Street (New England Highway)
Glen Innes NSW 2370
02 6730 2401
tourism@gleninneshighlands.com.au

Office hours

Council office
9-5 Monday - Friday
Vistor Information Centre
9-5 Monday to Friday