

# BELLINGEN SHIRE TOURISM BRAND MANUAL

June 2023



BELLINGEN  
SHIRE COUNCIL

# CONTENTS

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<u>BRAND OVERVIEW</u>	2
<u>Introduction to the brand identity</u>	2
<u>Guiding principles</u>	2
<u>Brand essence &amp; taglines</u>	2
<u>Purpose of the brand &amp; how to use it</u>	3
<u>LOGO/BRAND IDENTITY</u>	4
<u>The logo</u>	4
<u>Logo variations</u>	5
<u>Sub-brand logo variations</u>	6
<u>Logo usage rules</u>	7
<u>Colours</u>	8
<u>Typography</u>	9
<u>Brand implementation examples</u>	10
<u>Tourism photography library</u>	14
<u>List of available logo files</u>	15



slow down,  
breathe  
deeply.



# BRAND OVERVIEW

## INTRODUCTION TO THE BRAND IDENTITY

The Bellingen Shire Tourism Brand is a unique and compelling reflection of Bellingen Shire – one that embodies the diversity of our land and waters, our people and place.

The Bellingen Shire Tourism Brand was developed through extensive discussions with the community. The key priorities that emerged from the community around how they wanted the Shire to be represented were clear, with overwhelming support for the following three themes:

*Celebration and protection of our unique natural environment.*

*Respect and acknowledgment for Gumbaynggirr culture, and support for a voice for the traditional custodians of this land.*

*Preservation and recognition of our unique, diverse community and culture.*

The brand was designed to capture our ‘Spirit of Place’, and appeal to visitors who are sensitive to the social, cultural and environmental values of this place and our people - visitors who want to tread gently on the land, and leave a place better than when they arrived.

## GUIDING PRINCIPLES

These are the principles which determine Council, visitor and local responsibilities in building a sustainable, economically beneficial tourism industry in the Bellingen Shire.

They provide a framework for the appropriate development of any tourism related experiences or activities in Bellingen Shire.

- 1. Tourism must recognise and respect the traditional custodians of this land and Gumbaynggirr culture*
- 2. Tourism should contribute to increased awareness and understanding of Gumbaynggirr culture for locals as well as visitors*
- 3. The Bellingen community and visitors should support Gumbaynggirr People in the process of healing and truth-telling, and advocate for opportunities for the indigenous voice to be heard.*
- 4. Tourism must foster respect and care for our natural environment*
- 5. Tourism should take a slow and gentle approach, and nurture connection to the land and waters of Bellingen Shire*

*6. Tourism should actively promote environmental education for visitors*

*7. Tourism should respect the local community and understand that the Bellingen Shire is our home and not just a tourist destination*

*8. Tourism should respect our community values, social diversity and inclusivity*

*9. Tourism welcomes all those that are willing to listen, learn and respect this place.*

*10. Tourism should promote an environmentally conscious and socially sustainable balance between the economy, local culture and the environment*

*11. Tourism should support local enterprise, and benefit the prosperity of the community*

*12. Tourism should support the growth and development of local creative culture*

## BRAND ESSENCE & TAGLINES

The brand essence that emerged from the consultation reflects the multi-faceted character of Bellingen Shire - we are “different yet connected”. Rather than creating a one-size-fits-all brand essence, or ‘tagline’, the brand incorporates a suite of phrases that reflect our values of our diversity:

*Back where you belong*

*Feels like coming home*

*Connect with our country*

*Find your happy place*

*Respect, unity, love*

*A different light*

*A different way of being*

*Walk slowly, tread lightly*

*Slow down, breathe deeply*

*Small is beautiful*

*Live simple, live well*

*Deeper adventures*

*Spirited away*

*Be inspired*

*Please refer to the Bellingen Shire Tourism Brand Strategy document for the comprehensive brand strategy*

# PURPOSE OF THE BRAND & HOW TO USE IT

## PURPOSE OF THE BELLINGEN SHIRE TOURISM BRAND

The Bellingen Shire has an opportunity to define who and what we are in a way that sets us apart from others, in a way that has been directed by the values and aspirations of the community.

Tourism or 'Destination' branding is about identifying the region's strongest most competitively appealing assets in the eyes of its prospective visitors. It brings together the social, cultural and natural dimensions of place that appeals emotionally to the visitor. A brand identifies, delineates and differentiates a destination and communicates its image as part of its appeal to tourists. This appeal highlights and encourages visitors to experience those attributes that make it a distinctive and attractive destination.

The Brand creates awareness about your place and/or helps the visitor remember your destination. To not determine your own brand on a long-term basis gives permission to others to do it for you.

A well-developed brand for the Shire can achieve many things:

- Increased community cohesion, understanding and respect for each other
- Enhanced connections between people and our culture, heritage and local environment
- Encourage a greater sense of belonging - positively influence growth and responsible tourism
- Attract like-minded visitors
- Provide a vehicle for business to grow and attract new sustainable business to the Shire.

## HOW YOU CAN I USE THE BRAND FOR MY BUSINESS OR COMMUNITY GROUP?

Using the Bellingen Shire Brand helps to emphasise your business' local relevance as something unique and appealing and emphasises the shared values to your target market. The Brand represents your reputation and your promise to potential customers. It evokes emotions or feelings your customers may have about a place.

The Brand replicates the authenticity of the identity of the destination and helps in differentiating its goods, services and experiences that reflects our 'Spirit of Place' and appeal to visitors who are sensitive to the social, cultural and environmental values of this place and our people - visitors who want to tread gently on the land, and leave a place better than when they arrived.

The branding elements can be used in the following ways:

- Digital marketing and advertising (e.g. on your website, social media, etc)
- Print and promotional materials including products
- As part of the promotion of an event or community activity
- Signage concepts
- Tourism promotions
- Co-branding opportunities

Refer to pages 10 - 13 of the Branding Guidelines for examples.

## HOW CAN I ACCESS THE BRAND?

To apply for access to use the brand elements and logos, go to:

<https://www.bellingen.nsw.gov.au/Business/Tourism/Bellingen-Shire-Branding-Strategy>

and complete the form. The form will be sent to the appropriate person for authorisation who will then provide you with a link to access the brand guidelines, logos and other elements.

## TOURISM PHOTOGRAPHIC LIBRARY (page 14)

To request access to the full suite of images, please go to:

<https://www.bellingen.nsw.gov.au/Business/Tourism/Bellingen-Shire-Branding-Strategy>

and complete the form at the bottom of the page. This is the same form to access the Brand logos and other elements.

These images are available for use by businesses and organisations that are promoting the Shire, holding events or running promotions.

If you would like to discuss your proposed use of any of the Brand or tourism elements, please contact the Economic and Business Development Manager on 6655 7300.

## LOGO FILES (page 15)

To request access to all Brand logos and leaf elements, please go to:

<https://www.bellingen.nsw.gov.au/Business/Tourism/Bellingen-Shire-Branding-Strategy>

and complete the form at the bottom of the page.



# THE LOGO

The Bellingen Shire Tourism Brand Logo can be broken down into two principle elements.

1. Icon
2. Word mark

The elements of the Bellingen Shire Tourism Brand Logo unit should be represented as shown here.



# LOGO VARIATIONS

Here are variations of the Bellingen Shire Tourism Brand Logo.

1. Bellingen Shire Tourism Logo
2. Bellingen Shire Tourism Logo Black
3. Bellingen Shire Tourism Logo White



1



2



3



# SUB BRAND LOGO VARIATIONS

Here are variations of the Bellingen Shire Tourism Brand Sub Logos.

1. Bellingen Shire Tourism Sub Logo A Dorrigo
2. Bellingen Shire Tourism Sub Logo A Bellingen
3. Bellingen Shire Tourism Sub Logo A Urunga
4. Bellingen Shire Tourism Sub Logo B Dorrigo
5. Bellingen Shire Tourism Sub Logo B Bellingen
6. Bellingen Shire Tourism Sub Logo B Urunga



1



4



2



5



3



6

# LOGO USAGE RULES

## LOGO INTEGRITY

As the embodiment of the brand, the logo must at all times be perfectly legible and without obstructions. A minimum area of clear space as specified here in grey should be maintained around the Bellingen Shire Tourism Brand Logo at all times.

Note, when appearing as a graphic element on its own, the leaf graphic may be cropped to bleed off the edge of an image area.



## LOGO USAGE WITH OTHER LOGOS

When the logo appears with other logos, clear space and balance of logo sizes should always be carefully considered.

Utilising a thin black line to separate logos may be appropriate.



BELLINGEN  
SHIRE COUNCIL



BELLINGEN  
THE MUSIC FESTIVAL

## MINIMUM SIZE

The recommended minimum size for the Bellingen Shire Tourism Brand full logo is 25 mm wide.

Avoid reproducing the logo or sub-logos at sizes smaller than this.



Minimum size  
25 mm



Minimum size  
25 mm

## INCORRECT USAGE

To ensure the logo is accurately reproduced, always use the original master artwork files and never alter, recreate, re-colour or distort the logo in any way.

Legibility is the primary consideration when using the logo. There must always be good contrast, visibility and legibility between the logo and its background.



DO NOT  
change the colour  
of the logo



DO NOT  
apply effects  
to the logo



DO NOT  
use on backgrounds that  
hinder logo legibility



DO NOT  
rotate logo



# COLOURS

The colours preserve the integrity of the Bellingen Shire Tourism Brand through the consistent use of colour across a range of applications.

The two key brand colours are: Bellingen Shire Tourism Brand Blue and Bellingen Shire Tourism Brand Green

The supporting colours can be used to extend the brand colour palette versatility.

Under certain circumstances, it may be necessary for the logo to appear as a black or white scale version. These versions should only be utilised when use of the colour logo impairs legibility, or if technical restrictions do not allow colour usage.

Following are the breakdowns for the brand colours.

Brand Blue



Pantone  
282 C  
CMYK  
100/60/20/70  
RGB  
0/36/67  
HTML  
#002443

Brand Green



Pantone  
360 C  
CMYK  
65/0/90/0  
RGB  
96/188/86  
HTML  
#60BC56

Support Light Blue



CMYK  
75/30/0/0  
RGB  
43/147/209  
HTML  
#2B93B1

Support Light Green



CMYK  
50/0/31/0  
RGB  
124/204/189  
HTML  
#7CCBD

# TYPOGRAPHY

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The Bellinghen Shire Tourism Brand Logo word mark is a custom made font adapted from Beautiful Minds Serif One and Script Slant. It should never be recreated with another typeface.

The typeface for the Bellinghen Shire Tourism Brand is Beautiful Minds Serif One.

Beautiful Minds Serif One should be used on all Bellinghen Shire Tourism Brand print and digital material that utilises the branding.

For Bellinghen Shire Tourism Brand products and sub-brands, a wide range of supporting fonts may be used as appropriate, at the discretion of the designer.

## **BEAUTIFUL MINDS - SERIF ONE**

**abcdefghijklmnopqrstuvwxyz**

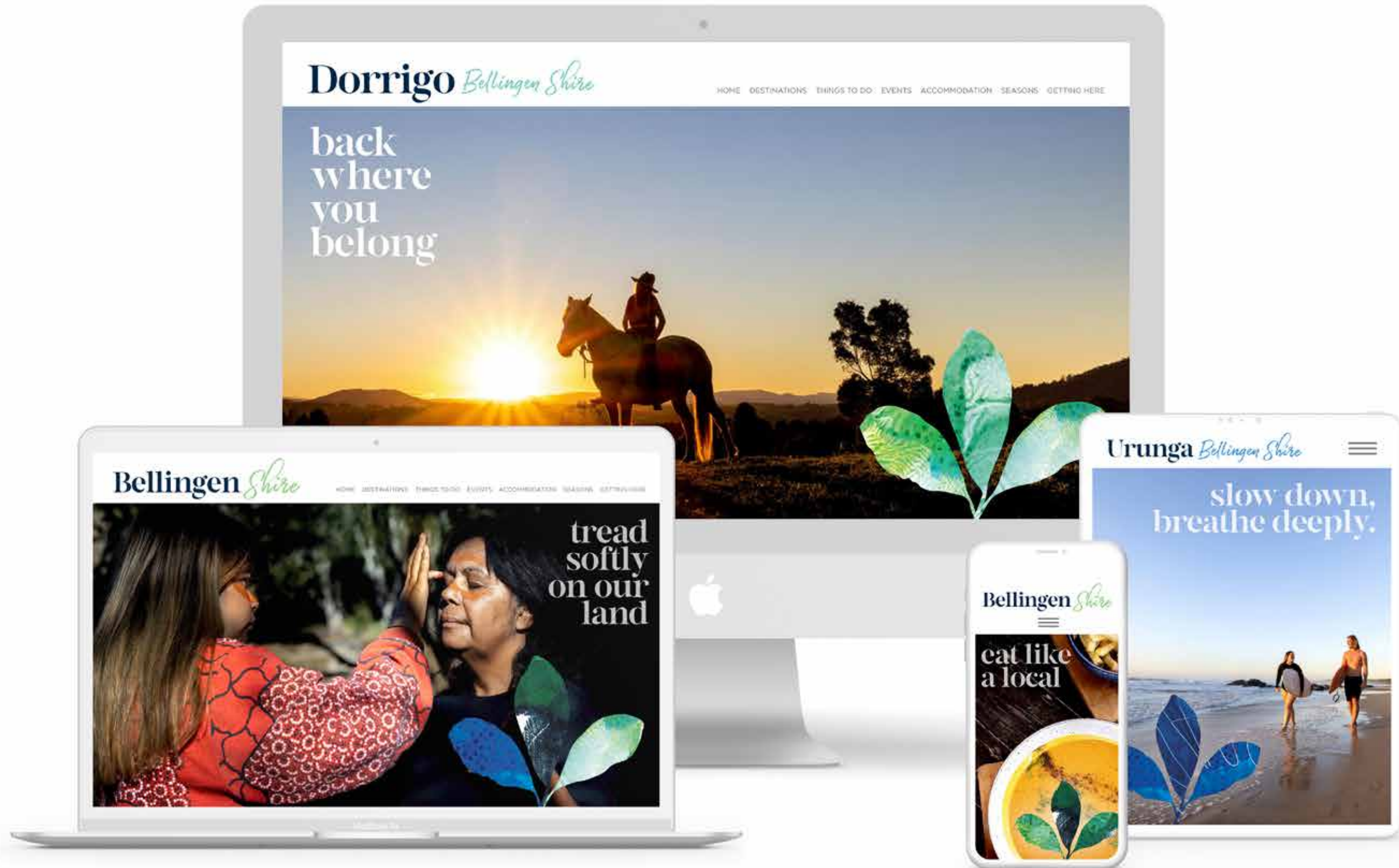
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

## **BEAUTIFUL MINDS - SCRIPT SLANT**

*abcdefghijklmnopqrstuvwxyz*

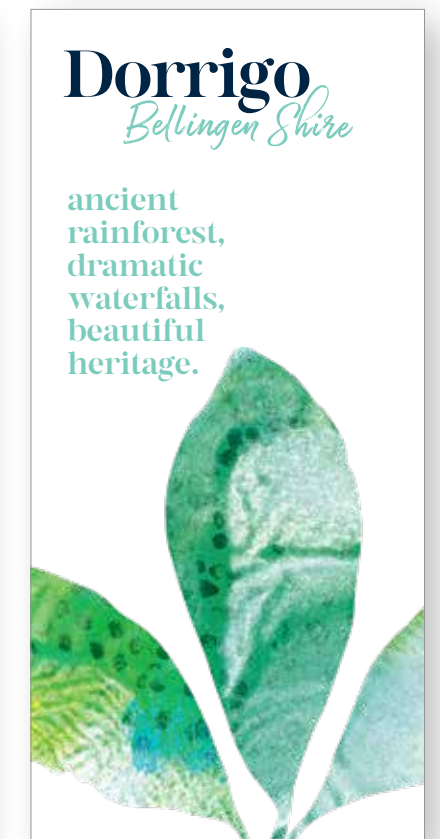
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

# DIGITAL USAGE EXAMPLES





# PRINT & PROMOTIONAL MATERIAL EXAMPLES





# PRINT & PROMOTIONAL MATERIAL EXAMPLES





# SIGNAGE CONCEPTS



## INDICATIVE CONCEPT ONLY

- Artwork examples shown are indicative designs only. Gumbaynggirr artists to be engaged in signage design development stage. Designs to reflect unique township features and characteristics.
- Signage concepts only - structural and graphic design to be developed in signage design development stage.



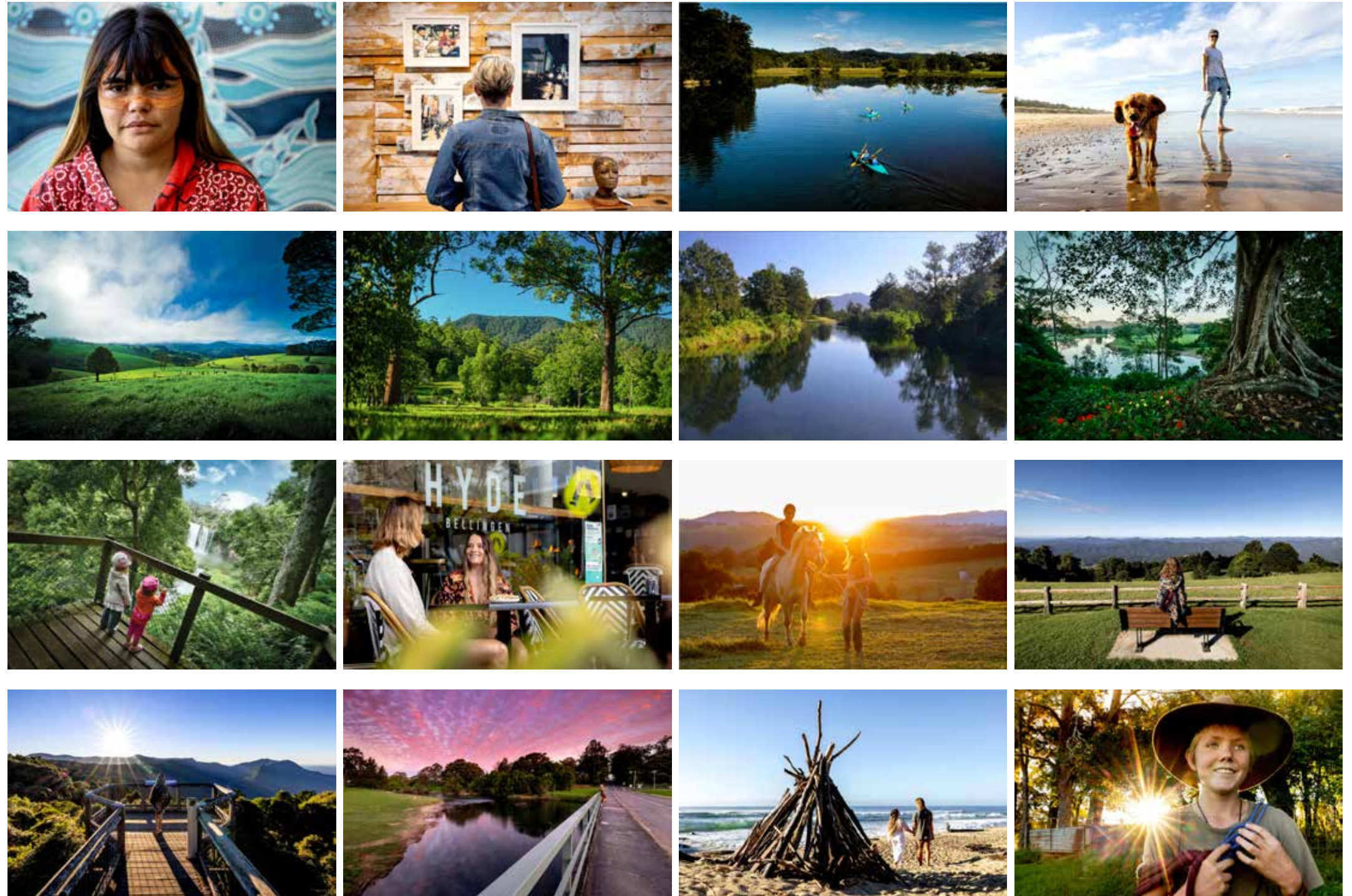
# TOURISM PHOTOGRAPHY LIBRARY

To request access to the full suite of images, please go to:

<https://www.bellingen.nsw.gov.au/Business/Tourism/Bellingen-Shire-Branding-Strategy> and complete the form at the bottom of the page. This is the same form to access the Brand logos and other elements.

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# LOGO FILES

To request access to all Brand logos and leaf elements, please go to:

<https://www.bellingen.nsw.gov.au/Business/Tourism/Bellingen-Shire-Branding-Strategy> and complete the form at the bottom of the page.

The Bellingen Shire Tourism Brand Logo is available in the following file formats:

## BELLINGEN SHIRE TOURISM BRAND MAIN LOGO

### CMYK (FOR PRINTING)

BSTB\_Logo\_CMYK.jpg  
BSTB\_Logo\_CMYK.png  
BSTB\_Logo\_CMYK.pdf

BSTB\_Logo\_Black.ai  
BSTB\_Logo\_Black.png  
BSTB\_Logo\_Black.pdf

BSTB\_Logo\_White.ai  
BSTB\_Logo\_White.png  
BSTB\_Logo\_White.pdf

### RGB (FOR WEB)

BSTB\_Logo\_RGB\_transparent.png



## BELLINGEN SHIRE TOURISM BRAND LOGO LEAVES

### CMYK (FOR PRINTING)

BSTB\_Leaves.png  
BSTB\_Dorrigo\_Leaves.png  
BSTB\_Bellingen\_Leaves.png  
BSTB\_Urunga\_Leaves.png

### RGB (FOR WEB)

BSTB\_Leaves\_transparent.png  
BSTB\_Dorrigo\_Leaves\_transparent.png  
BSTB\_Bellingen\_Leaves\_transparent.png  
BSTB\_Urunga\_Leaves\_transparent.png



# LOGO FILES

The Bellingen Shire Tourism Brand Logo is available in the following file formats:

## BELLINGEN SHIRE TOURISM BRAND SUB LOGOS A (WITH SHIRE WORDING)

### CMYK (FOR PRINTING)

BSTB\_Dorrigo\_Logo\_CMYK\_A.jpg  
BSTB\_Dorrigo\_Logo\_CMYK\_A.png  
BSTB\_Dorrigo\_Logo\_CMYK\_A.pdf

BSTB\_Bellingen\_Logo\_A\_CMYK.jpg  
BSTB\_Bellingen\_Logo\_A\_CMYK.png  
BSTB\_Bellingen\_Logo\_A\_CMYK.pdf

BSTB\_Urunga\_Logo\_A\_CMYK.jpg  
BSTB\_Urunga\_Logo\_A\_CMYK.png  
BSTB\_Urunga\_Logo\_A\_CMYK.pdf

### RGB (FOR WEB)

BSTB\_Dorrigo\_Logo\_RGB\_A\_transparent.png  
BSTB\_Bellingen\_Logo\_RGB\_A\_transparent.png  
BSTB\_Urunga\_Logo\_RGB\_A\_transparent.png



## BELLINGEN SHIRE TOURISM BRAND SUB LOGOS B (NO SHIRE WORDING)

### CMYK (FOR PRINTING)

BSTB\_Dorrigo\_Logo\_B\_CMYK.jpg  
BSTB\_Dorrigo\_Logo\_B\_CMYK.png  
BSTB\_Dorrigo\_Logo\_B\_CMYK.pdf

BSTB\_Bellingen\_Logo\_B\_CMYK.jpg  
BSTB\_Bellingen\_Logo\_B\_CMYK.png  
BSTB\_Bellingen\_Logo\_B\_CMYK.pdf

BSTB\_Urunga\_Logo\_B\_CMYK.jpg  
BSTB\_Urunga\_Logo\_B\_CMYK.png  
BSTB\_Urunga\_Logo\_B\_CMYK.pdf

BSTB\_Leaves.jpg  
BSTB\_Leaves\_transparent.png

### RGB (FOR WEB)

BSTB\_Dorrigo\_Logo\_RGB\_B\_transparent.png  
BSTB\_Bellingen\_Logo\_RGB\_B\_transparent.png  
BSTB\_Urunga\_Logo\_RGB\_B\_transparent.png

