



JUNE 2015 *MARKETING TOOLKIT*

# *east coast tasmania* › **GREAT EASTERN DRIVE**



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# *THE BRAND STORY*

Influential brands know how to tell their story to shape the perceptions and actions of their audience. The right story is the brand's greatest asset.

A brand's story is about why it exists. Essentially, a brand's story is the value they offer in relation to a potential customer's aspiration or need. It is a story of the benefit a person receives if they experience East Coast Tasmania's Great Eastern Drive.

# A big story told through little stories

The approach to marketing East Coast Tasmania's Great Eastern Drive will seek to tell one big story through a collection of smaller stories arranged under two key chapters. This strategy will focus on seamless brand storytelling that flows from the previous work rather than a separate and disconnected campaign approach.

## The Big Story

The big story is the key story of the East Coast Tasmania brand, and the chapters are key themes that function as sub-brands.

## The Chapters

The chapters, or sub-brands are Just Stop and the Great Eastern Drive.\*

## The Small Stories

The small stories function like tiles in a larger mosaic and one by one form a compelling picture of the key brand story and promise.

\* Note: This is for internal use as a way to understand the structure of the story. It is not the marketing language we use for the public.

# The big story - East Coast Tasmania

Connecting East Coast Tasmania's brand story with beliefs held about the target audience.

## Belief

**East Coast Tasmania believes that the target audience, lifelong learners, seek more from life.\***

In summary

- Travel is an important part of their lifestyle.
- They are inquisitive and will try new things.
- Desire shared authentic experiences beyond the routine of everyday life.
- Seek the road less travelled to find more interesting and rewarding holidays.
- Like to be immersed and participate in the moment and see possibility in every journey.
- The experience of the journey becomes their personal story and badge of honour.

## Story

- East Coast Tasmania touches to the core and offers a rich journey of discovery.
- It has a lot to offer the lifelong learner.
- 220 beautiful kilometres full of reasons to stop, explore and be enriched.
- An accessible and stunning coastline that draws people in and stops them in their tracks.
- Unlimited nooks and crannies to explore with limitless potential to make the journey richer.
- Places that make people feel like they're the first to leave a footprint.
- Diverse and captivating national parks.
- Seaside towns filled with friendly people and bursting with the best local gourmet fare.
- Time and space where it's easy to get lost in the moment.

\* Tourism Tasmania established lifelong learners as the key target audience for all regions.

## THE CHAPTERS

# east coast tasmania

touches to the core & rewards a rich journey of discovery



CHAPTER ONE

CHAPTER TWO

## Chapter 1 : **Just Stop**

The Just Stop story is already widely known and loved by our target audience. It is the story of East Coast Tasmania's brand character that draws people in and "touches them to the core".

The audience was invited behind the scenery to show how the region draws people in, reorients and revitalises. Just Stop will continue to tell this part of the story and will be the supporting theme to the next chapter.

## Chapter 2 : **Great Eastern Drive**

While Just Stop told the first part of the story "touches to the core", Great Eastern Drive will tell the second part as it "rewards a rich journey of discovery".

This chapter is about discovery, adventure and finding the magic. It will tell the story of the road, the adventures and possibilities awaiting all those who wander along it.

The story will be both literal and metaphorical.

- Literal - real stories using beautiful imagery, experiences and itineraries.
- Metaphorical - connect deeper with lifelong learners aspirations of discovery, adventure and personal growth.



# How To Tell The Story

THEME	DETAILS	#USETHESEHASHTAGS
<b>Discovery and adventure</b>	<ul style="list-style-type: none"><li>• Story of the road, adventures and possibilities awaiting those who wander along it.</li><li>• Highlight personal discovery and invite people deeper into the nooks and crannies that make their east coast experience richer. Invite exploration and curiosity by showcasing stories of experiencing the region.</li><li>• Where will the road take you? Where will you go next? Take a wander...</li></ul>	<p>#eastcoasttasmania #discovertasmania #greateasterndrive #seetasmania #seeaustralia #australia</p>



## EXAMPLE : SOCIAL POST

“A place where you make your own path to your own private beach”



# How To Tell The Story

THEME	DETAILS	#USETHESEHASHTAGS
<b>The Road Trip</b>	<ul style="list-style-type: none"><li>• An opportunity to create some great content around what people love about road trips. Invite people to tell us what they love and inspire user-generated stories.</li><li>• The road is an experience in and of itself but it also invites people to new journeys and new possibilities.</li><li>• Build on the Australian Traveller award: No.2 in Australia's 100 Greatest Holidays beating The Great Ocean Road and other iconic road trips.</li></ul>	<p>#eastcoasttasmania #discovertasmania #greateasterndrive #seetasmania #seeaustralia #australia</p>



## EXAMPLE : **SOCIAL POST**

“The best place for a takeaway coffee on your Great Eastern Drive road trip.”

# How To Tell The Story

THEME	DETAILS	#USETHESEHASHTAGS
<b>Food</b>  Produce, Place, People	<ul style="list-style-type: none"><li>• While the world is in love with food, the lifelong learner is passionately in love with it. They want to know and experience the produce, the place and the people.</li><li>• Tell the story of the wonderful food and drink experiences available along East Coast Tasmania's Great Eastern Drive.</li><li>• Focus on the Produce, the Place and the People. The lifelong learner loves the farm-to-table movement.</li></ul>	<b>#eastcoasttasmania</b> <b>#discovertasmania</b> <b>#greateasterndrive</b> <b>#seetasmania</b> <b>#seeaustralia</b> <b>#australia</b>



## EXAMPLE : **SOCIAL POST**

“Take your pick of the days catch along the Great Eastern Drive, East Coast Tasmania.”

# How To Tell The Story

THEME	DETAILS	#USETHESEHASHTAGS
<b>Lose yourself</b>  Take a wander...	<ul style="list-style-type: none"><li>• East Coast Tasmania will draw people in and help them lose their sense of time.</li><li>• Wander. Get Lost. Let go, the world can wait.</li><li>• Just Stop links well with this.</li><li>• Produce compelling content on how to relax and chill out on the east coast.</li></ul>	#eastcoasttasmania #discovertasmania #greateasterndrive #seetasmania #seeaustralia #australia



## EXAMPLE : **SOCIAL POST**

“The world can wait.”

# How To Tell The Story

THEME	DETAILS	#USETHESEHASHTAGS
<b>The Road metaphor</b>  The journey.	<ul style="list-style-type: none"><li>• A metaphor for new personal experiences and self growth.</li><li>• If we are able to link the Great Eastern Drive with this theme of personal adventure and new experiences we will connect with a major life-theme and aspiration of the target audience.</li><li>• Profile East Coast Tasmania as a place whose qualities reorient, stimulate and revitalise.</li><li>• This theme links well with the lifelong learners aspiration to learn new things and have different experiences.</li></ul>	<b>#eastcoasttasmania</b> <b>#discovertasmania</b> <b>#greateasterndrive</b> <b>#seetasmania</b> <b>#seeaustralia</b> <b>#australia</b>



## EXAMPLE : SOCIAL POST

“Drive until you’re inspired to just stop. You probably won’t get far.”

# *BRAND CHARACTER*

**The tone of the content will follow East Coast Tasmania's brand personality:**

- A wandering free spirit
- Seductive
- Revitalising and invigorating
- A place of escape
- Inviting and soulful
- A sense of timelessness

# *AUDIENCE*

The brand story has no power unless it is told to the right people.

So what do we know about lifelong learners?

And how do we inspire and engage them?



## What we know about lifelong learners

- Travel is an important part of their lifestyle.
- They love food and like to eat out.
- They like the beach, a lot.
- They like meandering and exploring.
- They like visiting national parks.
- They like bushwalking
- They are inquisitive and will try new things.
- Desire shared authentic personal experiences beyond the routine of everyday life.
- Seek the road less travelled to find more interesting and rewarding holidays. They travel beyond the major cities.
- Like to be immersed and participate in the moment and see possibility in every journey.
- They like meeting and interacting with the locals.
- They stay longer and spend more.
- They have a higher than average household income.
- They are well educated and informed on a range of subjects.

# What we know about connecting and engaging lifelong learners

## **We know they have ambitions for new and different experiences**

- Tell a compelling story that connects to their aspirations for new adventures.
- Highlight other people's stories of adventure and inspire them to choose and shape their own. Map it out with thoughtful suggestions arranged around what they love.

## **We know they love food**

- Tell beautiful stories about the food - the produce, the place and the people.

## **We know they love the beach**

- Proudly show them East Coast Tasmania's Great Eastern Drive has some of the most beautiful beaches in the world.

## **We know they like to wander**

- Show them how to get lost. Help them to find the magic in the nooks and crannies.
- Remind them that we have some of the most loved (and awarded) walks in the country.

## **We know they are influenced by beautiful imagery**

- Use quality aspirational imagery showing the small and large stories, the tiles and the mosaic.
- Sweeping imagery showcasing the unique beauty of the coast and the drive, but also up close and personal in detail.

## **We know they seek the road less travelled**

- Show them how to go deeper, beyond the scenery to enrich their journey.

# *HOW TO GROW YOUR BUSINESS WITH THE* ***GREAT EASTERN DRIVE***

The purpose of this section is to help you leverage the marketing content and brand approach developed by the East Coast Regional Tourism Organisation for the Great Eastern Drive.

So far in this brand toolkit we have outlined the story for the Great Eastern Drive, and provided examples of how to tell its' compelling story. We have covered the WHY and the WHAT, and now we will focus a little on the HOW.

Remember that the key to any successful marketing activity is telling the right story to the right people. So it doesn't matter how much you spend on advertising, or what marketing tricks you use, if you are not telling the right story you will not engage the right people.

What follows is a suggested approach for you to use as a guide to grow your own business.

# Curate content

Curated content is content that other people have created that you “curate” for your own marketing activity. When you do curate content, make sure to credit the person (brand) who created and owns it. A few local businesses are already taking advantage of this and sharing our social media content from our Facebook page and Instagram account. This is a very efficient way to continually nurture your own audience with relevant content.

## Direct content

There are two main types of content you can curate to use in your marketing. The first type is directly related content. This is content specifically about your product or region. For example, you may read an article in the Huffington Post about the Great Eastern Drive (or East Coast Tasmania), that you think is ideal content to draw people’s attention to your own business. A great way to leverage this content is to share it on your own platforms and channels; social media, website, email database, etc. You can simply write an intro to “frame” the content and then either post a link to the original article, or copy sections of the article and publish on your own channel. You may also want to include a call-to-action to enquire or book, whichever is the most natural next step.

## Indirect content

The second type is known as indirect content. This content relates to a theme connected to your business offer. For example. You may see an image of a person reading a book in front of a fireplace, or relaxing on the beach. The image may not be from your region, but you can use it to tell a story related to your business offering. Something like, “We all need a break once in a while, don’t you think?” This comment attached to an image of a person relaxing links this theme with your brand if you offer relaxing experiences. It’s an effective way to promote and move a potential customer a step closer to becoming a customer.

## Action

- Find as much engaging content that will help you tell the right story and schedule it into your marketing calendar.
- Remember to credit the creator of the original content.

# Create content

Created content is content that you create (or pay someone to create) to market your business. Again it falls into the same two categories as above, direct and indirect content. The only difference here is that you create and own the content.

## Articles / blog posts

Articles can be very effective in educating and inspiring potential customers. Think of all the valuable knowledge you have that may be helpful for your audience, then brainstorm ideas for creating content to use for your marketing. Give away your helpful ideas as a way to engage potential customers with your brand offer. This is exactly why celebrity chefs give away their recipes. This is how they grow their customer base and develop their reputation. Even though they have already shared a lot of their recipes, people still buy their cookbooks and visit their restaurants.

So what recipes (information) do you have that you can give away? Maybe list all the questions customers have asked in the past and write helpful answers then turn these into articles to post on your website. Maybe create a bucket list of all the top experiences people can have in your region. Or write an inspirational article such as “5 ways to take a relaxing break in <enter your region>”. You get the idea. Helpful and interesting content helps potential customers move closer to becoming customers.

Articles can also be shared with media outlets for them to publish on their own channels. Websites such as East Coast Tasmania, Tourism Tasmania, Restaurant Australia can be key places to share your content. Others may include travel, lifestyle and food bloggers, and other relevant businesses who have the attention of the types of people you want to engage with your content.

## Social media

Social media provides a context for any business to quickly and cheaply grow a highly targeted and engaged audience. But you have to be planned and strategic. When planning your social media strategy ensure that you connect it to the rest of your business plan and be clear about the desired outcomes. Likes and shares might be flattering, but on their own they are not valuable business outcomes.

To be effective on social media you will need to incorporate the following four key ingredients.

## 1. Great Imagery

Without quality imagery people will not engage with your content. Its really as simple as that. In order to be successful on social media brands need to invest in quality imagery.

## 2. Relevant Content

Your content must hit a nerve and strike a chord with your audience. Your content needs to connect with either a need or aspiration of your audience. It has to be relevant, interesting, timely and entertaining.

## 3. Regularity

Due to the pace and volume of content on the internet, social media requires regularity and consistency. We recommend posting a minimum of 5 pieces of content each week. The more the better, as long as its quality content. Also aim to be consistent by posting at the same time every week. Don't miss 2 weeks then try and make up for it by posting twice as many posts the following week. That will just annoy people and they will unfollow your page.

## 4. Engagement

Social media is a social context. Many brands forget this and simply broadcast message after message and never engage in conversation with their audience. To get the most out of social media, you need to engage and connect with people. Don't just broadcast, but rather engage, converse, ask questions and comment.

## Suggested social media channels

There are three key channels we recommend that are good for the tourism industry. There is no need to use all of them, you'll just exhaust yourself, so just choose one or two. It is better to totally commit to one, than be partially committed to three.

The three key channels are Facebook, Instagram, and Pinterest.



## Action

- Brainstorm the types of content you believe will engage your audience.
- Study brands that seem to be doing well on social media.
- Create a content calendar that will help you tell right story and schedule it into your content marketing calendar.
- Establish goals for your content marketing, measure your results and adjust as you go.

## Run competitions

Hosting competitions are a common strategy to raise awareness for a brand, and are especially common in the tourism industry. If done right competitions can be a cost effective way to increase awareness and grow your audience of potential customers. Here's a few tips on running competitions.

- First up choose what business outcome you want from your competition. Do you want to grow your email database, social media followers, or lead people to a product you want them to consider buying? Be as specific as possible and then shape the whole competition for that established goal.
- Choose the value of the intended business outcome then decide on the budget you wish to spend on your competition. If you want 500 new email signups and you put a value of \$2 per new lead then the potential (initial) value is \$1000. The amount you are willing to spend for that goal becomes your budget.
- Create professional design assets and images to promote your competition. Use professional designers where possible, it will make a huge difference to how people respond.
- Make the rules of the competition very clear and visible to all who enter.
- Study successful competitions in your industry by other brands, and adopt the best ideas for your own competition.
- You can also donate a prize to competitions run by other businesses as well as they often will get your brand a lot of exposure among the competition host's audience.

## Action

- Create a few competition ideas and plan to run 3-4 over the next 12 months.

## Build a professional image library

People respond to quality imagery. Place two similar ads side by side, both offering similar value, and the one with the best imagery will win every time. Quality imagery is one of the most important and valuable assets in marketing a product, especially in the tourism industry.

Our suggestion is to invest in professional imagery and build an image library that you can use across all your communications and marketing. We are very lucky to work in such a gorgeous region, so show it off as best as you can. This will draw people in and inspire them to visit and experiences it for themselves.

There are a few different ways you can obtain quality images to promote your business.

1. Use the Tourism Tasmania image library
2. Commission a professional photographer for your own photo shoots
3. Purchase images from an image library such as iStockphoto, bigstockphoto, shutterstock, etc.

### Action

- Create an image style guide that outlines the types and style of photos that will suit your brand and help tell your story
- Start building your image library

# Partnerships and joint ventures

When we work together we go further. This is true in every field. The right partners will help spread the word about your brand and open up new opportunities to tell your story to new market segments. The key is to find partners who can help get your marketing content in front of the right people.

## What to look for in the right partners

A valuable partner will need to have many of the following qualities,

- Attention and engagement with new and/or larger segments of your key target audience.
- Have a natural connection with East Coast Tasmania Great Eastern Drive brand story.
- Have a sizeable audience with high engagement including
  - › social media engagement
  - › email database size and healthy open and click through rates
  - › website visitors, engagement and time on page

So think about who might have the attention of the people you want to connect with and work out a way to create a mutually beneficial marketing relationship. The best partnerships are built on a win-win, value-for-value outcome so spend some time sketching out how both brands can equally benefit from the joint marketing venture.

High profile bloggers and instagrammers can be great partners for tourism businesses. It could be as simple as providing them with free accommodation (or whatever product you offer) in exchange for profiling your brand and product. This type of marketing partnership is achievable for most businesses.

## Build your database and use it

There are three categories of audiences - rented, earned and owned.

1. Rented: A rented audience is an audience that you need to pay for them to see your content. Paid ads and social media fall into this category. While you can get great outcomes from a rented audience it is not great for long term value.
2. Earned: An earned audience is when others write about your product such as an article in a magazine or other publication. This is very valuable but extremely hard to obtain.
3. Owned: An owned audience are those who have given you their contact details and permission to communicate with them regularly. The most valuable owned audience that you can build easily is your email database.

While you will need to plan for and create content for all three types, the most valuable audience is obviously an owned one. Our recommendation is to build your email database and use it regularly to develop a relationship with potential customers and slowly move them closer to becoming a customer. If done carefully the people on your database can become lifelong customers.

For your email marketing you can also curate and create content that is helpful for your audience. In order to keep people on your list you will need to send emails that are interesting and relevant and not always trying to sell. If you follow the give give give ask approach your email marketing will be more effective.

## Advertise

There is no way around paid advertising in today's content heavy marketplace. There are so many options available for advertising, so we suggest creating a budget and strategically placing your content across both offline and online platforms. However, online advertising is more targeted to the people you want to reach and usually cheaper than offline. Online is also much easier to measure, and gives you various ways to assess your return on investment.

Whatever you choose just ensure that your ads are targeted and include a very clear call-to-action. If you want people to go to your website, make that very clear in the ad, and when they go to your website make sure there is something very specific for them to do. If you're advertising a special, then take them directly to that special and not to the homepage.

Social media advertising is very cheap and extremely targeted, especially Facebook. Ads on websites where your target audience will be visiting can also be very effective. Obviously we have advertising packages on our new website which is affordable and targeted to the right audience (please see our cooperative marketing prospectus for more info).

Also check out Google's remarketing ads, they can be very effective at nurturing people who have already visited your website. Travel booking websites such as Tripadvisor can also be a great place to promote your business.

Offline advertising is traditionally more expensive and difficult to target the right people. There are so many options to choose from and can feel overwhelming to most businesses. There are travel magazines, maps, newspapers, outdoor advertising, brochure exchanges, you name it and there's an option.

Contact us at the East Coast Tourism Regional Organisation for other cooperative marketing opportunities.

***east coast tasmania***  
***BRAND ASSETS***



## The logo and identity



This is the base logo for East Coast Tasmania.

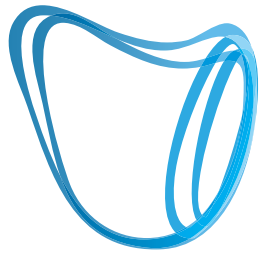
The title should always be used in conjunction with the icon. Don't separate the icon and the title or use independently.

The icon for East Coast Tasmania should always be the blue version.

For photos and dark backgrounds, use the inverse version.



## The stacked logo



***east coast***  
*tasmania*



The stacked logo for East Coast Tasmania is designed for application on portrait collateral.

The title should always be used in conjunction with the icon. Don't separate the icon and the title or use independently.

For photos and dark backgrounds, use the inverse version.

## Horizontal logo

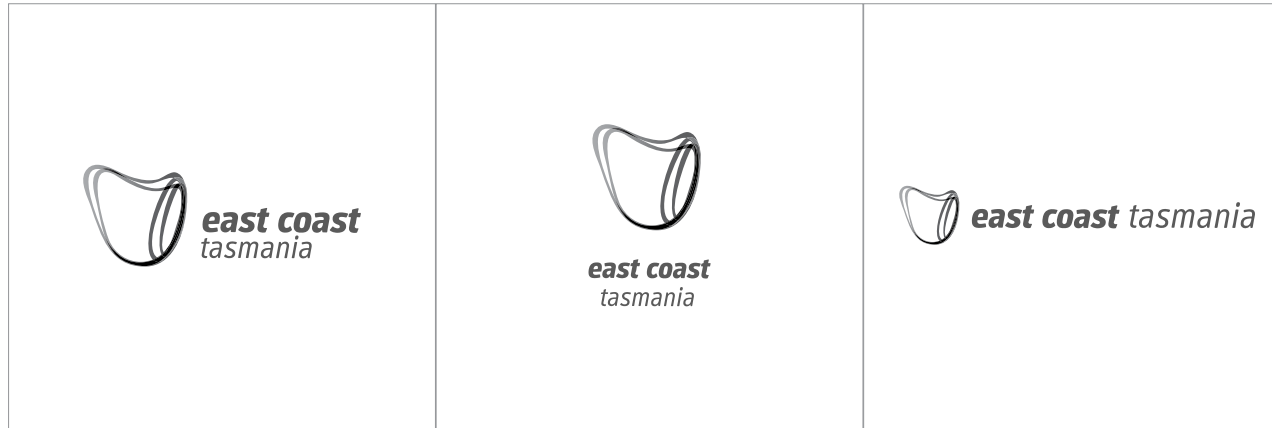


The horizontal logo for East Coast Tasmania is designed for application on landscape collateral.

The title should always be used in conjunction with the icon. Don't separate the icon and the title or use independently.

For photos and dark backgrounds, use the inverse version.

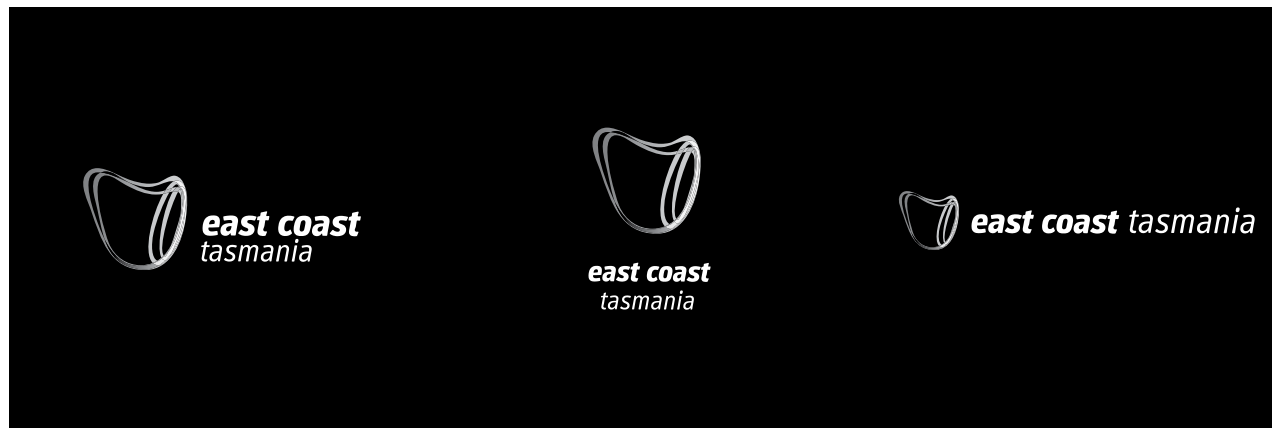
## The logo Black & White and reversed



For black and white documents, you can either use the mono versions of the appropriate logo, or use the flat colour mono versions.

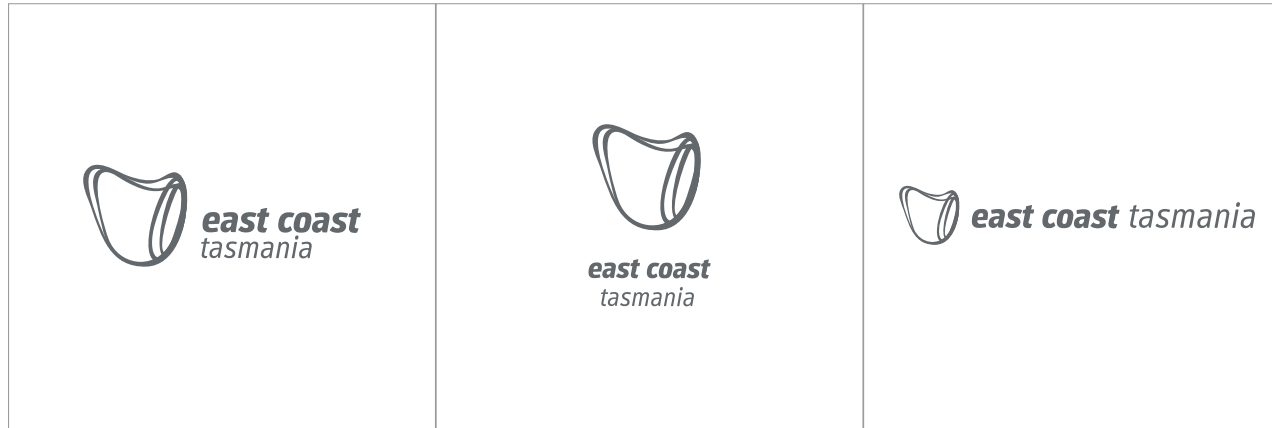
For flat colour versions, see page 31.

For watermark you can either use the white versions and make use of layer filters in programs like Photoshop, or use the flat mono inverse version on page 31.



## The logo

Black & White and reversed : flat colours

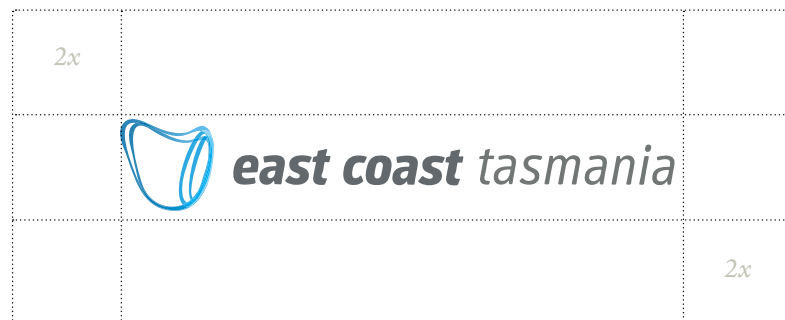


For black and white documents, if the gradient isn't going to print well, you can use these flat colour mono versions.

For watermarks, you can either use the base mono inverse versions from page 30 or the flat white versions here.



## The logo Usage and clear space



To make sure the East Coast Tasmania brand identity is consistently applied, a general set of guidelines for proper logo usage is outlined as follows.

1. No elements of the logo artwork may be recreated, deleted, cropped, or reconfigured. All logo artwork is provided as PNGs and Adobe Illustrator, based EPS.
2. A minimum clear space must be maintained around the logo artwork, as specified on this page.
3. Logo artwork must be uniformly scaled. Not doing so results in distortion of the artwork.
4. Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
5. Do not reproduce the logo in colors other than those specified in this guide.



## The logo Watermark on imagery for social media



Use the East Coast Tasmania base logo in white as a watermark when posting photos owned by you, ECRTTO, or Tourism Tasmania. Make sure you have permission to do so depending on who owns the rights of the image.

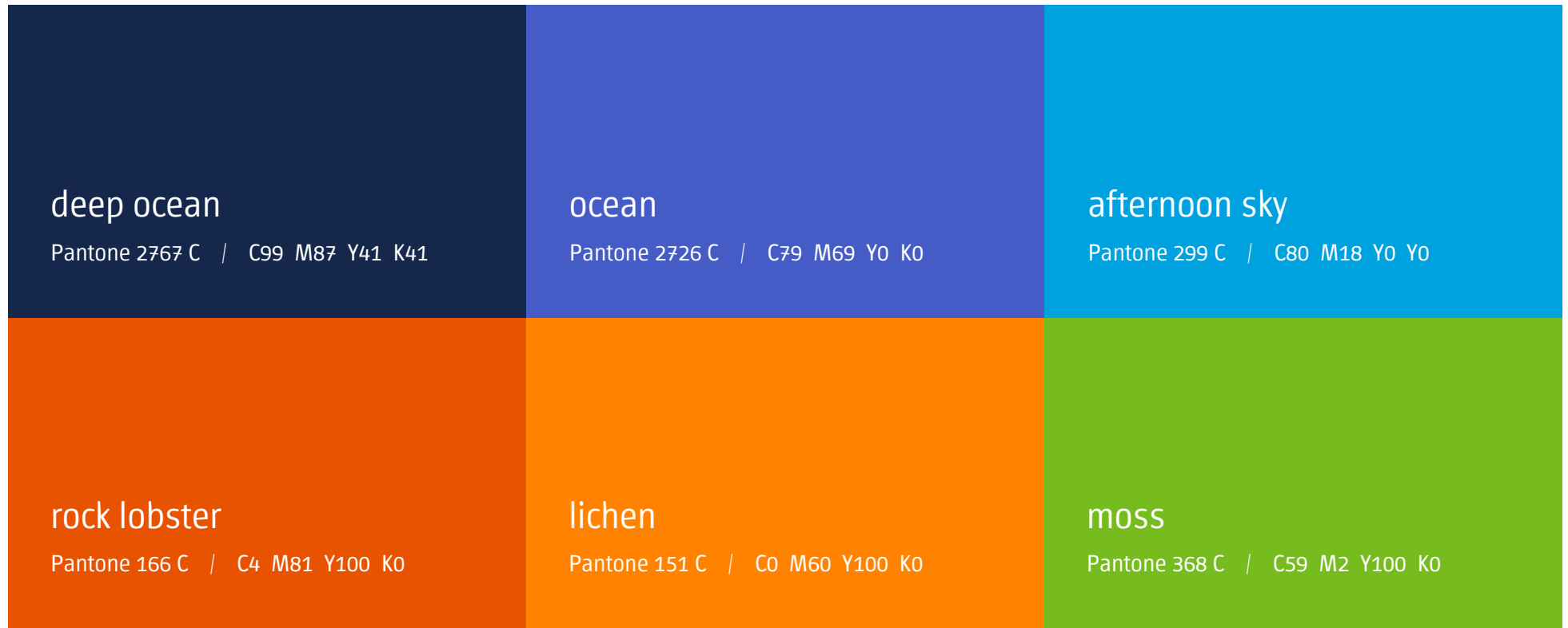
Always use the white logo at 50 - 80% opacity. The watermark should always be placed in one of the corners of the photo and take up no more than 10% of the photo.

The watermark logo comes in two forms:

- Base version mono inverse (with gradients)
- Base Version mono flat inverse (flat colours - no gradients)

Either watermark can be used. Depending on the photo, one may work better than the other. This decision is placed in the hands of the user.

## Colour Palette



Blues and oranges reflect the scenery of the east coast region of Tasmania. Evoking the brand experience of seductive, revitalising and escape.

# Adding the logo to your own brand

## Letterhead

You can add the logo to your letterhead. Either at the bottom with your own logo, or in the bottom right corner of the page in the same way as the watermark on photos.

## Website

You can add the logo to your website. Placement will depend on the layout of your site. You can use it as a stand alone logo or overlaid as a watermark on a header image, or on a smaller image.

## Social Media Pages

You can add the logo to your social media pages in the header as well as in posts overlaid on imagery.

# ***GREAT EASTERN DRIVE***

***BRAND ASSETS***

## The logo and identity



This is the base logo for Great Eastern Drive.

The title should always be used in conjunction with the icon. Don't separate the icon and the title or use independently.

The icon for Great Eastern Drive should always be the orange version.

For photos and dark backgrounds, use the inverse version.

When used outside of East Coast Tasmania artwork, please use the version with the 'east coast tasmania' tagline.

## Horizontal logo



The horizontal logo for Great Eastern Drive is designed for application on landscape collateral.

The title should always be used in conjunction with the icon. Don't separate the icon and the title or use independently.

For photos and dark backgrounds, use the inverse version.

When used outside of East Coast Tasmania artwork, please use the version with the 'east coast tasmania' tagline.

## The logo and identity



This is the base logo for Great Eastern Drive with the tagline 'east coast tasmania'.

The title should always be used in conjunction with the icon. Don't separate the icon and the title or use independently.

The icon for Great Eastern Drive should always be the orange version.

For photos and dark backgrounds, use the inverse version.



## Horizontal logo

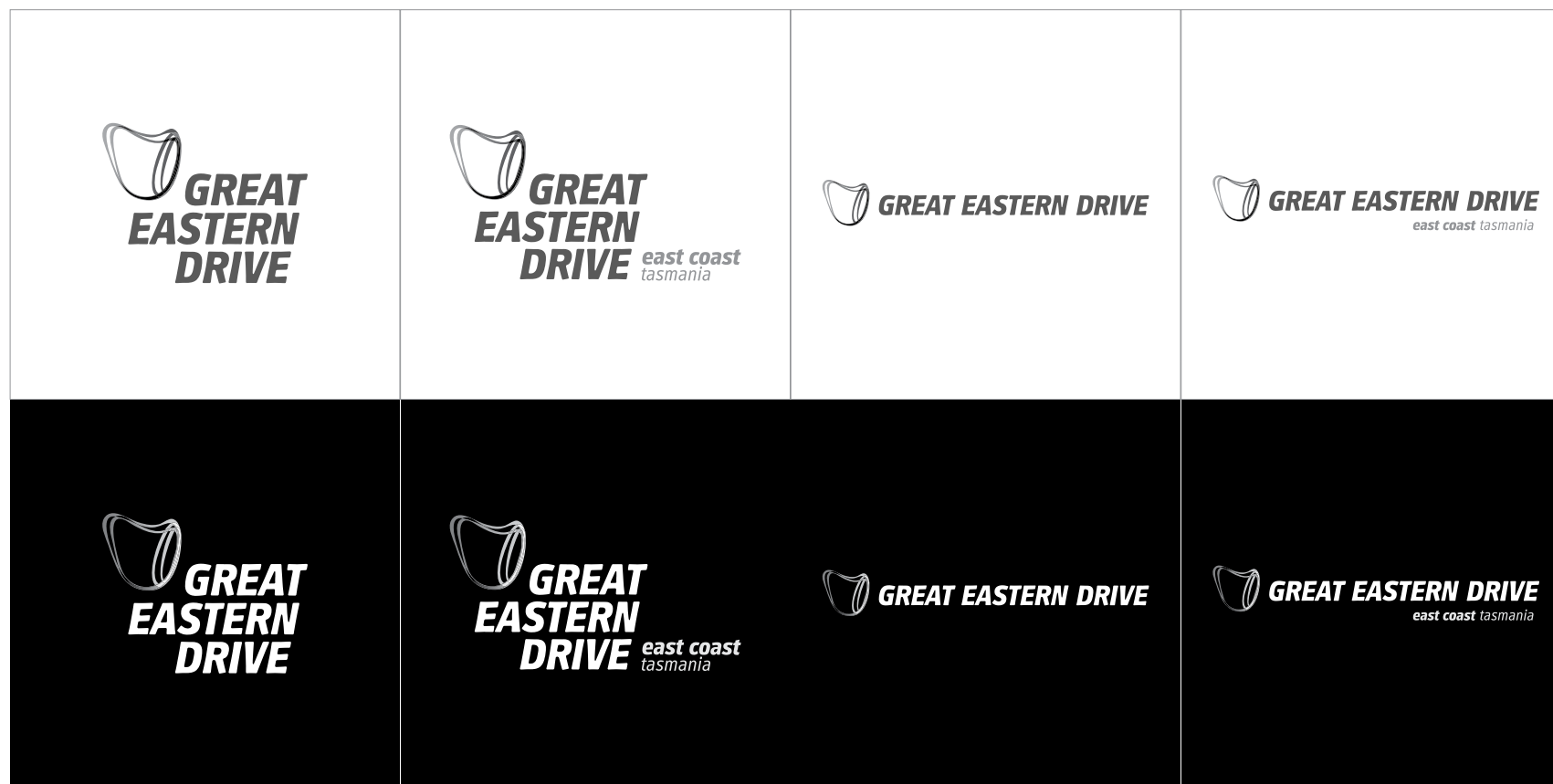


The horizontal logo for Great Eastern Drive with the tag 'east coast tasmania', designed for application on landscape collateral.

The title should always be used in conjunction with the icon. Don't separate the icon and the title or use independently.



## The logo Black & White and reversed



For black and white documents, you can either use the mono versions of the appropriate logo, or use the flat colour mono versions.

For flat colour versions, see page 42.

For watermark you can either use the white versions and make use of layer filters in programs like Photoshop, or use the flat mono inverse version on page 42.

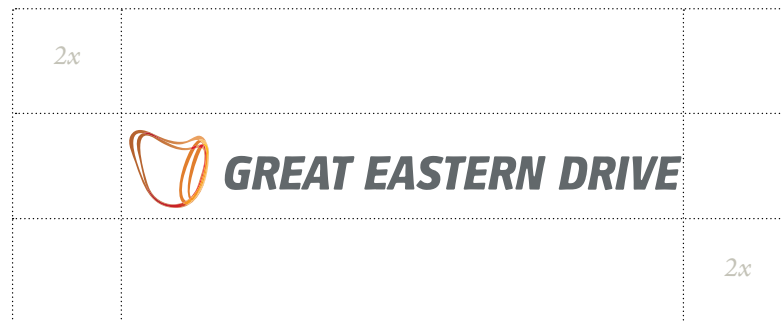
## The logo Black & White and reversed : flat colours



For black and white documents, if the gradient isn't going to print well, you can use these flat mono versions.

For watermarks, you can either use the base mono inverse versions from page 41 or the flat white versions here.

## The logo Usage and clear space



To make sure the Great Eastern Drive brand identity is consistently applied, a general set of guidelines for proper logo usage is outlined as follows.

1. No elements of the logo artwork may be recreated, deleted, cropped, or reconfigured. All logo artwork is provided as PNGs and Adobe Illustrator, based EPS.
2. A minimum clear space must be maintained around the logo artwork, as specified on this page.
3. Logo artwork must be uniformly scaled. Not doing so results in distortion of the artwork.
4. Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
5. Do not reproduce the logo in colors other than those specified in this guide.

## The logo

Watermark on imagery for social media



Use the Great Eastern Drive base logo in white as a watermark when posting photos owned by you, ECRTD, or Tourism Tasmania. Make sure you have permission to do so depending on who owns the rights of the image.

Always use the white logo at 50 - 80% opacity. The watermark should always be placed in one of the corners of the photo and take up no more than 10% of the photo.

The watermark logo comes in two forms:

- Base version mono inverse (with gradients)
- Base Version mono flat inverse (flat colours - no gradients)

Either watermark can be used. Depending on the photo, one may work better than the other. This decision is placed in the hands of the user.

## The logo Window signage



The horizontal logo looks great applied to glass.

This could also be used for car signage.

To ensure legibility the window signage should always be white on a clear background

Please contact the East Coast Regional Tourism Organisation for more details.

## Adding the logo to your own brand

A great way to spread the story of the Great Eastern Drive is to add the logo to your existing brand communications.

### Email Signature

You can add the logo to your email signature as suggested below:

Mary Citizen  
Corner Store Operator



***just stop.***  
***BRAND ASSETS***

## The logo and identity

***just stop.***

E A S T C O A S T T A S M A N I A

This is the base logo for 'Just Stop'.

The tagline should always be used in conjunction with the wordmark.

For white backgrounds, always use the 90% black version.

For photos and dark backgrounds, use the flat white version.



## The stacked logo

***just  
stop.***

EAST COAST TASMANIA

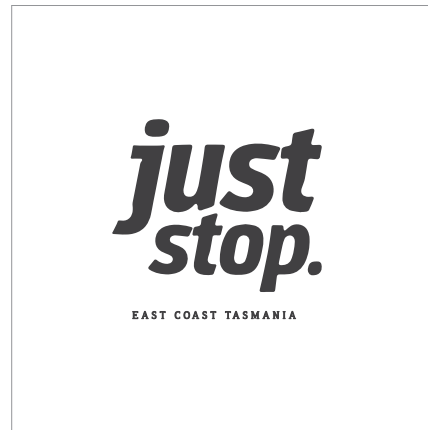
The stacked logo for 'Just Stop' is designed for application of: stationery and watermarks.

The tagline should always be used in conjunction with the wordmark.

For white/light backgrounds, always use the 90% black version.

For photos and dark backgrounds, use the flat white version.

## The logo Black & White and reversed



For black and white documents, any of the standard files will be suitable. The flat colour used is 90% black and will therefore be the same on colour as it would in mono documents.

For reverse colour use, use the flat white version.

## The logo Usage and clear space



To make sure the Just Stop brand identity is consistently applied, a general set of guidelines for proper logo usage is outlined as follows.

1. No elements of the logo artwork may be recreated, deleted, cropped, or reconfigured. All logo artwork is provided as JPGs and Adobe Illustrator, based EPS.
2. A minimum clear space must be maintained around the logo artwork, as specified on this page.
3. Logo artwork must be uniformly scaled. Not doing so results in distortion of the artwork.
4. Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
5. Do not reproduce the logo in colors other than those specified in this guide.

## The logo Don'ts

*just stop.*  
EAST COAST TASMANIA

*just stop.*  
EAST COAST TASMANIA

*just stop.*  
EAST COAST TASMANIA

*just stop.*  
EAST COAST TASMANIA

*just stop.*  
EAST COAST TASMANIA

*just stop.*  
EAST COAST TASMANIA

*just stop.*

JUST STOP  
EAST COAST TASMANIA

It is important to keep the visual identity consistent throughout all material, and to only use the logos as provided.

1. When scaling the logo, always keep the proportions the same.
2. The proportion of the logo mark elements should not change.
3. The spacing of the logo mark elements should not change
4. The colours should not change.
5. The logo should not have an outline or appear on a dark background.

## The logo Web banner example



The horizontal logo is ideal when you want to make a big impression on an image for a web banner

## The logo

Horizontal social media



The horizontal is a great option to overlay on an image when you want to make a big impression on social media

## The logo Window signage



The horizontal logo looks great applied to glass.

This could also be used for car signage.

To ensure legibility the window signage should always be white on a clear background

Please contact the East Coast Regional Tourism Organisation for more details.

## The logo Watermark on imagery for social media



Use the campaign stacked watermark logo when posting photos owned by you, ECRT0, or Tourism Tasmania. Make sure you have permission to do so depending on who owns the rights of the image.

Always use the white logo at 50% opacity. The watermark should always be placed in the bottom right of the photo and take up no more than 10% of the photo.

The stacked watermark comes in two forms:

- Horizontal Watermark: Just Stop with wordmark on the left
- Stacked Watermark: Just Stop with wordmark wrapped around.

Either watermark can be used. Depending on the photo, one may work better than the other. This decision is placed in the hands of the user.

Please see following page for more examples.



## The logo

Watermark on imagery for social media



Just Stop - Horizontal Watermark



Just Stop - Stacked Watermark

## Imagery tone



All imagery whether in print, online, professional, stock, or low-fi, must reflect the brand's story, promise, and personality.

The imagery's purpose is to tell the story that the East Coast touches to the core and rewards a rich journey of discovery. It is about life and adventure and discovery and being revitalised.

Use imagery that is up close and personal to highlight personal experience. Seek to communicate the experience in detail rather than using wide sweeping impersonal shots - while these shots are beautiful, they are common and can become white noise. Use imagery that is emotive, different, surprising, engaging and memorable.

- Lively
- Quirky
- Emotive and warm
- Charming and disarming
- Playful and relaxed
- Reflective
- Beautiful but unassuming
- Up close and detailed

## Contact Information

### East Coast Tasmania

Write to us at PO Box 115, Bicheno, 7215

Ring the office on 03 6375 1799 or 0429 038 120

E-mail on [info@eastcoasttasmania.com.au](mailto:info@eastcoasttasmania.com.au)

ECRTO office is at 78 Burgess St, Bicheno - on your way into the library.

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For any further info, contact us at [darryn@whythenhow.com.au](mailto:darryn@whythenhow.com.au)