



Discover Northern Crampians

Brand
guidelines

Great Western
2025

Acknowledgement of Country

We acknowledge the traditional owners of the land on which we stand, the Wotjobaluk nations, Jaadwa, Jadawadjali, Wergaia, Jupagulk, the Dja Dja Wurrung people, Gunditjmara people and Eastern Maar people, and pay our respects to their elders past, present and emerging.



Representing our **UNIQUE REGION**

The Grampians attracts over 1.7 million visitors every year, from across Australia and around the globe. However, most of these visitors only experience a fraction of what the region has to offer.

Our Northern Grampians towns are a distinct and rich part of the region. The Discover Northern Grampians brand, as outlined in these brand guidelines, will help us tell the stories of our region and individual towns in an engaging and inspiring way, drawing in new visitors and community members.

The role of the destination brand

The role of a destination brand is to create a strong reputation for a place or region, highlighting the unique positive aspects that make it an interesting place to visit, live and invest. Our destination brand has also included the current community and future community as audiences, to ensure the residents of the Northern Grampians know this destination brand also exists to improve their lives by strengthening the visitor economy.

This brand has purposely been developed as separate from the Northern Grampians Shire Council brand to ensure clear communication to the right audiences.



The Council brand manages corporate activity including council meetings, council plans, strategy documents, services, permits and rates, requiring a clear and functional tone.

Discover Northern Grampians

Discover Northern Grampians manages the visitor offering, investment and resident attraction, requiring an exciting evocative and playful tone.

The two brands should remain separate, as cross-pollination can weaken both brands and confuse audiences.

For example, the Discover Northern Grampians and its assets should never be used to talk about permits, council meetings or rates. Likewise, the Council brand advertising itself as being 'for natural explorers' would be confusing and could be damaging to the community's trust in the organisation to deliver important services, news and events.



Discover Northern Crampians

Who we are

Strategy foundations

Our towns

Town logos

Colour accessibility

Typography

Illustration style recap

REGIONAL VALUE PROPOSITION

Our value proposition is the succinct expression of what we can offer our audiences and how our brand will change their lives for the better.

REGIONAL PERSONALITY

Our brand personality describes how we want to be perceived by our key audiences. These traits can be dialled up or down to suit the desired outcome and audience for each piece of communication. Likewise, these traits may feature more or less potently for each individual town (please see town-specific sections for more detail).

REGIONAL POSITIONING

Our positioning statement is the summary of our strategy, expressed in an audience-facing narrative that aligns with our brand personality and tone of voice.

AUDIENCES

Our key audience is 'natural explorers and go-getters', who can be further categorised into the following visitor and community profiles.

REGIONAL SIGNATURE EXPERIENCES

Our signature pillars are the core promises we make to all our audiences about what is most distinctive, authentic and compelling about our visitor offering. All our stories, content and messaging should sit within one, more or all of these pillars. They should prioritise where we invest our time, money and resources now, and into the future.

The unsung histories and contributions of our creative, resourceful communities and productive natural landscapes will inspire natural explorers and go-getters; by immersing them in electric sporting moments, meaningful arts and culture trails, and an entrepreneurial community that's ready to welcome like-minded people, fuel imaginations and nurture passions.

Inquisitive

Creative

GROUNDED

WARM

We are a region for natural explorers and go-getters, where visitors become part of creative and resourceful communities that have been making mighty contributions for centuries. From world-class sporting moments to (heritage-listed) gold fields, accessible natural landscapes and storied art trails, our region is rich in experiences and people that will spark your curiosity and inspire your inner explorer.

OFF THE BEATEN TRACK EXPLORERS

In search of undiscovered experiences that will surprise and delight, and happy to go off the beaten track to find them. This audience is naturally curious and seeks authenticity - and is therefore open to experiences and services that are a bit less polished.

ROAD TRIPPERS

Values the journey as much as the destination. Travelling interstate or simply driving through regional areas, they're happy to stop and stay in places for longer than planned if there are unique experiences on offer.

EASY BREAKERS

Looking for an easy, affordable and accessible getaway with family or friends. They need to cater to a range of interests in their group, and don't want to spend too much time planning how to connect experiences or get around town.

OUR COMMUNITY TODAY

Proud of their town, and want to see it promoted by council and tourism groups to people who will engage with their businesses, experiences and community groups. They want support developing town services and businesses.

OUR COMMUNITY TOMORROW

Likely to be young couples and families that are seeking a better life in the country, or entrepreneurial people looking to start up businesses where they see good opportunities. They want to be able to envisage their life as part of our community.

Rich, untold historical stories - **Attractive, productive natural environment** - World-class sporting contributions - **Entrepreneurial, creative communities** - Spirited, accessible communities

Strategy foundations

Our brand foundations act as both an inspiration and roadmap for all of our future communications and brand development.

OUR TOWNS have their own unique stories to tell

While our Discover Northern Grampians brand unites our towns to celebrate the strength of our visitor and community offering as a whole, the brand also allows each town space to shine individually.

The following pages explore the town-specific brand strategy and assets, and how to use these in the context of our regional brand.

Visit Grampians visitor brand:

Visit
grampians

'Discover Northern Grampians' region brand:

Discover
Northern
Grampians

Stawell town brand:

Stawell

St Arnaud town brand:

St&Arnaud

Great Western town brand:

Great Western

Halls Gap town brand:

Halls Gap

Most accessible
colour
combinations

Ivory + Forest

- ✓ AA Large
- ✓ AAA Large
- ✓ AA Normal
- ✓ AAA Normal

Forest + Pink

- ✓ AA Large
- ✓ AAA Large
- ✓ AA Normal
- ✗ AAA Normal

Yellow + Pine

- ✓ AA Large
- ✓ AAA Large
- ✓ AA Normal
- ✓ AAA Normal

Pine + Lilac

- ✓ AA Large
- ✓ AAA Large
- ✓ AA Normal
- ✗ AAA Normal

Burgundy + Lilac

- ✓ AA Large
- ✓ AAA Large
- ✓ AA Normal
- ✓ AAA Normal

Ochre + White

- ✓ AA Large
- ✓ AAA Large
- ✓ AA Normal
- ✗ AAA Normal

Ivory + Pine

- ✓ AA Large
- ✓ AAA Large
- ✓ AA Normal
- ✓ AAA Normal

Burgundy + Yellow

- ✓ AA Large
- ✓ AAA Large
- ✓ AA Normal
- ✓ AAA Normal

Large text only
colour
combinations

Orange + White

- ✓ AA Large
- ✗ AAA Large
- ✗ AA Normal
- ✗ AAA Normal

Yellow + Ochre

- ✓ AA Large
- ✗ AAA Large
- ✗ AA Normal
- ✗ AAA Normal

Colour accessibility

These recommended colour pairings have been assessed against digital accessibility standards to ensure brand executions are legible for the majority of audiences. It is important not to use colour combinations that have not met this standard.

Accessibility standards can be checked at: www.colourcontrast.cc

System fonts

Times New Roman Bold

IMPACT

Verdana Bold

Verdana Regular

Natural explorers and go-getters can immerse themselves in our welcoming and accessible community, where our mighty contributions have been helping to write the Australian story for centuries.

Gazpacho Bold

Purchase: <https://www.myfonts.com/collections/gazpacho-font-santi-rey>

**FESTER
SEMI-CONDENSED HEAVY**

Free to registered users: <https://www.graphicpear.com/fester-typeface/>

Filson Soft Bold / Book

Natural explorers and go-getters can immerse themselves in our welcoming and accessible community, where our mighty contributions have been helping to write the Australian story for centuries. From the iconic impact of our Stawell Gift and Hall of Fame to our nation's sporting mythos, to our (UNESCO-listed) gold fields and our community-created Railway Gallery – there's depth and discovery awaiting those who want to explore further and learn more.

Free to use with an Adobe subscription: <https://fonts.adobe.com/fonts/filson>

Headings / Subheadings

Body copy

Typography

Our hero font, Gazpacho Bold, is drawn from our logo and inspired by the heritage signage around our towns. To balance this nod to our history, we have introduced Fester Semi-Condensed Heavy as a modern font to be used alongside Gazpacho. Together, they can be used to emphasise certain words while telling the tales of our town, both past and present.

Filson Soft Medium is a welcoming, rounded body text that can be used to create pace and contrast while maintaining legibility for larger bodies of text.

We have recommended Times New Roman and Verdana Bold as alternative system fonts for programs such as Microsoft Word and PPT, or for emails where the recipient may not have your brand fonts. This ensures control over the default appearance of any communications.

Please note that Gazpacho, Fester and Filson are fonts that will require the purchase of a license by Northern Grampians Shire Council.

Illustration Style Recap

Single colour, sketch style illustrations help communicate unique offerings or stories.

VECTOR ILLUSTRATIONS

Illustrations need to have the ability to be converted into different brand colours (i.e. burgundy, and dark green). So it is preferable commissioned illustrations are converted to vector format.

If the illustrations are vector, they also have the benefit of being able to be used at any size (e.g. on a large billboard or street flag).

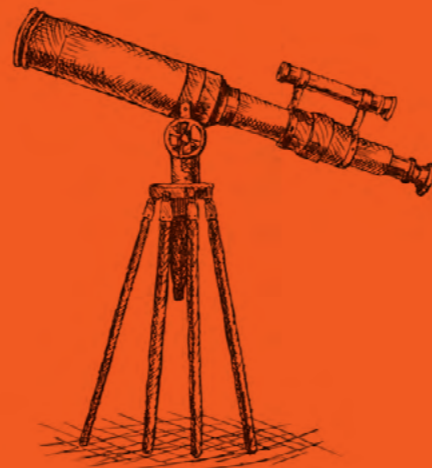
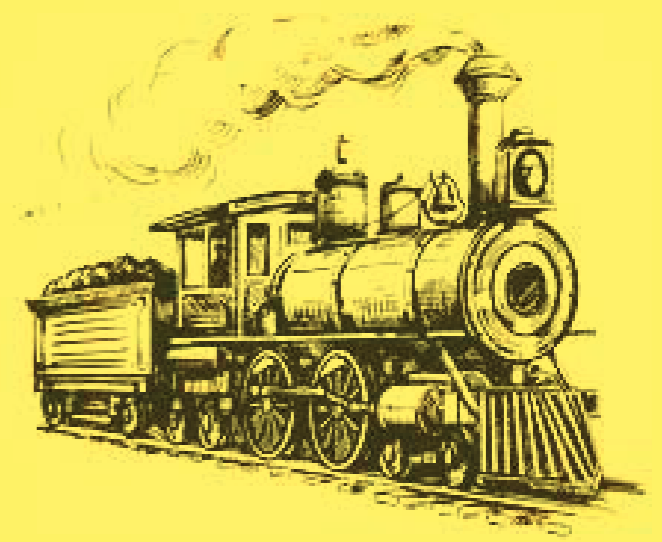
NO PEOPLE

Our brand features real people in real situations, and we would never use this illustration style to depict a person. This is because illustrations of people will not have the same impact and do not always translate well.



Historic railway


MODERN ART



natural
EXPLORATION



Discover
Northern
Grampians



Great Western

Our unique story

Signature pillars

Value proposition

Tone of voice dials

GREAT WESTERN SIGNATURE PILLARS

Our signature pillars are the core promises we make to all our audiences about what is most distinctive, authentic and compelling about our visitor offering. All our stories, content and messaging should sit within one, more or all of these pillars. They should prioritise where we invest our time, money and resources now, and into the future. This page contains a (non-exhaustive) list of Great Western's proof points for each pillar.



RICH, UNTOLD HISTORICAL STORIES

Proof points/experiences: Streets named after British railway engineers, architecture, church, toll bridges, underground cellars, old vines, Chinese heritage, settler family stories, agriculture, palm trees for Albert Park, cemetery, Mechanics Institute, jail in Memorial Park



ATTRACTIVE, PRODUCTIVE NATURAL ENVIRONMENT

Proof points/experiences: Home of sparkling shiraz, GW Reserve, trails, Tasting Great Western, stargazing, landscape and views of Black Range and the Grampians, unique wine varietals, birdlife, glamping at Seppelt, gourmet produce



WORLD-CLASS SPORTING CONTRIBUTIONS

Proof points/experiences: Seppelt Great Western Cup, Day on the Green, Easter Rodeo, grassroots football, first champagne bar at the races in 1933, caravan racetrack, Kerryn Campbell world champion trotter



SPIRITED, ACCESSIBLE COMMUNITIES

Proof points/experiences: Liveability, relaxed, respite, connected transport, a hub between regional locations, free camping, Easter Rodeo, post office heritage and cat insta-account



ENTREPRENEURIAL, CREATIVE COMMUNITIES

Proof points/experiences: Show and Shine car event, hotels and accommodation since 1839, sheep station, tiny homes, pub, historical winemaker sculptures soon to be installed in Memorial Park, local pub and eateries, signature events

GREAT WESTERN VALUE PROPOSITION

Our value proposition is the succinct expression of what we can offer our audiences and how our brand will change their lives for the better.

At Great Western, natural explorers and go-getters will delve into the deep roots of our history, discovering the entwined stories of the Gold Rush and our renowned vineyards, which are still pushing the boundaries of Australia's viticulture today. Home to eight unique varietals, cultivated on some of the country's oldest vines, our town has used the foundations of mines to craft iconic wines, alongside a spirit of celebration and connection that comes to life through our distinctive events calendar. From trackside caravan crowds at the Seppelt Great Western Cup, to the annual Show and Shine, and buckin' good times at the rodeo, our community forges a continuous legacy of reinvention and impact far beyond our size. Having finessed the iconic Sparkling Shiraz and built the largest underground cellars in the Southern Hemisphere, we've turned our sights to a new ambition - giving you the most intriguing, relaxed and refreshing getaway, nestled amongst the Grampians.

DISCOVER Great Western

Great Western: tone of voice dials

Great Western's tone of voice is derived from the overarching Discover Northern Grampians brand personality, and flexes to suit the unique character of our town.

INQUISITIVE

Is: Open, curious, insightful
Isn't: Prying, unfocused, vague

GROUND

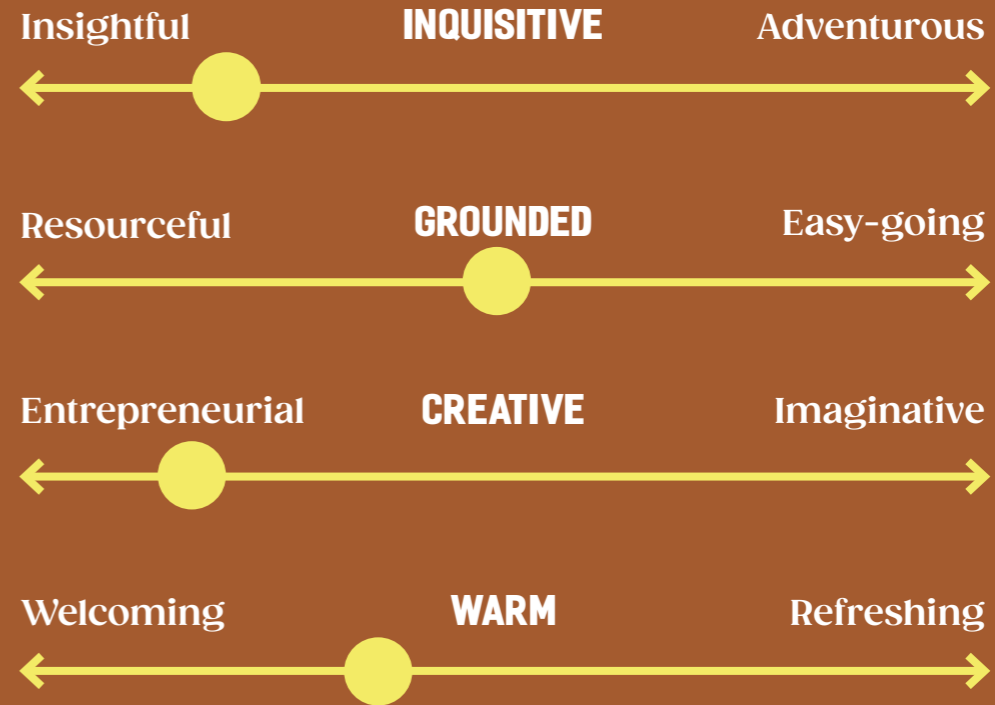
Is: Genuine, easy-going, direct
Isn't: Rough, blunt, overly colloquial

CREATIVE

Is: Bright, inspiring, dynamic
Isn't: Childish, frivolous, carefree

WARM

Is: Approachable, welcoming, accessible
Isn't: Pandering, sentimental, presumptuous



Discover
Northern
Grampians



Great Western

Brand assets

- Assets overview
- Master logos
- Logo variations
- Colour palette
- Imagery
- Headline copy examples
- Basic layout principles

Great Western

Assets overview

This is an overview of assets that have been created specifically for Great Western. They capture Great Western's landmarks, stories and experiences, and are explained in detail on the following pages.

Illustrations and some images shown are found examples for visual intent purposes only.

Headings

Gazpacho Bold

Headings and Subheadings

FESTER

Body copy

Filson Soft Lorem ipsum quasit venienimus. Hillendi doluptatem cusciistiur aut illant qui Um, quiassint aperibusae. Dictota tusant.



Illustration placeholders to be confirmed

GreatWestern_Logo_Ochre

Great Western

GreatWestern_withNG_Logo_Ochre

Great Western Discover Northern Grampians

Master logos

These are the Great Western master logos.

The logos on this page appear in the preferred corporate colour pairing for Great Western - Ochre and Yellow.

These logos should be used when our logo is represented alongside other organisations, or in corporate-led communications to create a strong and consistent brand presence.

The Great Western x Discover Northern Grampians logo lockup can optionally be used in applications where both logos would usually appear individually. Use good design judgement to decide whether this lockup or the two separate logos work best for the execution being created.

GreatWestern_Logo_Yellow

Great Western

GreatWestern_withNG_Logo_Yellow

Great Western Discover Northern Grampians

Great Western

Great Western

Great Western Discover Northern Grampians

Logo variations

To ensure our brand remains fresh and vibrant, our logo can appear in a variety of accessible colour combinations for community and visitor-facing executions.

The preferred accessible combinations are outlined in detail on the 'colour accessibility' page within these guidelines.

Great Western Discover Northern Grampians

Great Western

Great Western

Great Western

Great Western Discover Northern Grampians

Ochre:

C: 3
M: 62
Y: 88
K: 30

Pantone 470

R: 164
G: 91
B: 47

#A45B2F

Yellow:

C: 2
M: 0
Y: 72
K: 0

Pantone 3935

R: 243
G: 235
B: 102

#F3EB66

White:

C: 0
M: 0
Y: 0
K: 0

R: 255
G: 255
B: 255

#FFFFFF

Forest:

C: 55
M: 20
Y: 96
K: 76

Pantone 4216

R: 40
G: 63
B: 9

#283F09

Ivory:

C: 1
M: 8
Y: 26
K: 0

Pantone 9064

R: 252
G: 235
B: 189

#FCEBBD

Lilac:

C: 19
M: 29
Y: 0
K: 0

Pantone 2071

R: 199
G: 178
B: 234

#C7B2EA

Pine:

C: 95
M: 12
Y: 56
K: 64

Pantone 3302

R: 0
G: 77
B: 71

#004D47

Pink:

C: 0
M: 32
Y: 31
K: 0

Pantone 487

R: 235
G: 170
B: 160

#EBAAAA

Orange:

C: 0
M: 80
Y: 100
K: 0

Pantone 172

R: 251
G: 71
B: 31

#FB471F

Burgundy:

C: 7
M: 100
Y: 35
K: 72

Pantone 7421

R: 90
G: 0
B: 37

#5A0025

Black: (text only)

C: 0
M: 0
Y: 0
K: 100

Pantone Black C

R: 0
G: 0
B: 0

#000000

Colour palette

Our colour palette is as diverse and vibrant as the many people, stories and experiences we represent. Drawing inspiration from the natural beauty of our landscape, and the resourcefulness and creativity of our community, the brand colour palette brings joy and life to our brand executions.

The Great Western brand uses Ochre and Yellow as our main corporate colour combination.

Accessible colour combinations for community and visitor-facing applications can be found on the 'colour accessibility' page of this guidelines.

Black is only used for blocks of small body copy to maintain accessibility.

Use CMYK and Pantone colour codes when creating print communications. Use RGB and #HEX codes for creating digital communications that will appear on a screen.



Imagery

Great Western's imagery evokes the resourcefulness and creativity of our community, the productivity of our natural landscape, the strength of our sporting contributions and the stories of our historic architecture.

We have created a starter suite of photography that can be used across a range of brand applications, showcasing some of our most iconic landmarks and experiences. When creating new imagery, use this suite as a guide.

Tonally, our imagery should echo our brand colours, and feature people and human faces as much as possible. Interesting angles should be used to spark curiosity and show our town from a different perspective than what audiences might expect.

Some images shown are found examples for visual intent purposes only marked with a '●'

Great Western

2025 PHOTOGRAPHY & ILLUSTRATIONS

There are plans to complete a photoshoot, including stills and video footage, to build up a library of content for Great Western. This will also include bespoke illustrations that could depict suggestions from the themes below:

Town:

- 1. Church or Mechanics Institute building**
- 2. Tollgate bridge**

Natural environment:

- 3. Vines**
- 4. Sparkling shiraz in glass**

Activities:

- 5. Rodeo (bucking horse) or racing horse**

Great Western

Natural explorers:

**Three kilometres
of winding winery
history, yours to
explore**

(underground cellars)

Welcoming community:

**Rest at
Great Western!**

**One of us, from the
moment you arrive**

**The best spot in
town, reserved
just for you**

(camping at the recreation reserve)

Local events:

**Pull up a campchair,
and let the trackside
celebrations begin**

(Seppelt Cup)

**Sometimes we
can't help but toot
our own horn**

(Show and Shine)

Buckin' good times

(rodeo)

**Put your pedal to
the metal, and our
tipples to the test**

(Wine and Heritage Trail)

Winery history:

**Savour the fruits
of our history**

(winery tour)

**From historic jails
to vine-fringed
tasting trails**

(Memorial Park)

**Where old mines
birth iconic
Australian wines**

(sparkling shiraz)

Headline copy examples

Example headlines for different communications are shown here.

Winding
winery
history



yours to
EXPLORE

Sunt incturi velendel il il excerov
it ati occatur ibusandit ut labo.
It volor magnihi cimpos que eate
derum vollam autem idelis quia
ped es arum harunt ent iunt eicit.

Great Western

Where
old mines



birth
ICONIC
Australian
wines

BUCKIN'
good times!

Easter Rodeo 2026

As endam, aceribus sequod
ut et ex eos nobitaret voles
numquodis estiusa eperiosa
m re perit ent et adia sumqui
alicatet od mi, etur sumque
eum reiciis re eumque pa
volum sitae verat ulpa venis
des quid ut es v.



Basic layout principles

Our communications bring together our imagery and typography to create a sense of movement and dynamism.

Images are presented as if in a film reel, with the next image cropped to the side - suggesting that the journey continues beyond what is shown in our communications. This unique cropping style will capture the attention of our natural explorer audiences, and encourage them to discover more about Great Western.

The typography changes directions and jigsaws around imagery, reflective of that same ongoing movement and sense of curiosity.

Our logo placement is somewhat flexible, to suit a range of exciting layouts. If the logo is intended to be a main feature of the design, it can run vertically. Otherwise, ideally it should be placed bottom left or centralised.

Illustration and images shown are found examples for visual intent purposes only.



Visitor brochures

CONTACT INFORMATION FOR VISITOR CENTRES

Halls Gap and Geopline
 Visitor Information Centre
 27 Geopline Road
 Halls Gap VIC
 T: 1800 045 199
 Open daily 9:00am - 5:00pm

Stawell and Geopline
 Visitor Information Centre
 48 Langford Drive
 Stawell VIC
 T: 1800 045 199
 Open daily 10:00am - 4:00pm

St Annual Visitor Information Centre
 4 Ripper Street
 St Annual VIC
 T: 1800 045 493
 Open daily 10:00am - 4:00pm

FOLLOW US

Facebook icon
 Instagram icon

Discover more at www.visitgrampians.com.au

Acknowledgment of Country

We acknowledge that Stawell lies on the traditional lands of the Wagabooli (Wadjig-ba-boluk), Uoooleo (Jard-wari), Joolwoolooli (Jardi-wari-jari), Wergala (Jari-jari) and Jupogali (Yip-a-juki) peoples, and pay respect to their elders, both past and present.

As a historic gold mining town with rich cultural heritage, Stawell's timely contributions have allowed it to write the Australian story. Burji Shebar, located in the Black Range State Reserve, is one of the most significant cultural places in South East Australia, and the only known rock art depiction of the Aboriginal creator spirit Burji. We are also renowned as home of the annual Stawell GRF, one of the world's most prestigious foot races, and the oldest and richest short-distance running event in the country.

Here, depth and discovery awaits at every turn. Our gold mining operation is the largest in Victoria, and as of 2022, an abandoned tunnel has become the new frontier in the global hunt for dark matter.

Natural explorers, go-getters, and everyone in-between, this brochure is for you. Inside, you'll find local recommendations and insights plus need-to-know information, and a curated guide to the best eats, drinks and experiences in the local area.

Explore Great Western in a day...

Incurtose prorum **ween volentis**. Omnis di conset eam focuato induct re latus est qui interese que occure doctur in expibu stantus et in doctur. Obicis excederum idempore. **Lupis moosonic** sem labo. Hancore la eadonim labo pra comi nom.

LEARN ABOUT OUR LOREM IPSUM CONSECTUR AT THE DOLOR SIT AMET SAPIENS QUI PROSPICIT

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RECOMMEND

Scan here to find out more about the Lorem Ipsum Dinner & Show

THE TASTE OF A RESOURCEFUL REGION

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LOREM IPSUM DOLOR SIT AMET SAPIENS QUI PROSPICIT DOLUPTIAS

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Scan here to find out more about Lorem Ipsum

ORISICHO EXCEDEBIDUM AUT

Uttempor elidunt out expit oita porandae pratum volentis deopreptem conseta vit occabar stempas doluptas out qui omnique ne precipiam doluptur resamp erroris. **Notiquis re diam** quorum in expibu stantus et in doctur. Obicis excederum idempore, venis et eua mo nobit a dia conset modicitatur.






DISCOVER Great Western



Great Western

Discover Northern Gramplians

Some images shown are found examples for visual intent purposes only.

Discover
Northern
Grampians

Great Western



Great Western



Yours to
EXPLORE

Visit
grampians

Discover
Northern
Grampians

Great Western



**SAVOUR
THE FRUITS
of our
history**

Flags