

Discover Ipswich Promotional Toolkit

VERSION JULY 2021



CONTENTS

Positioning and Messaging	3
Tone and Style	5
Logo	7
Colour Palette	13
Fonts	15
Destination Copy	17
Hero Images	19
Hero Video	21
Shareable Content	23
Event Equipment	25

POSITIONING AND MESSAGING

POSITIONING AND MESSAGING

South-East Queensland's richest heritage region, full of new intrigue and surprises.

Destination Attributes.

Old culture, new energy.

Surprising contrasts: old and cool, nature and culture, adventure and heritage.

Deep heritage, deep connection, deeply rich experiences.

Revitalisation in action: Relax-action.

Core Target Market.

(Psychographic common denominator)

Couples: social, unbuttoned, grounded.

"Adult time with a twist."

Hero Experiences.

Nature-based recreation.

Challenge-based adventure.

Tangible history.

Distinctive spectator and participation events.

Roles of Positioning.

Making old, cool again.

Not a town, a region

Inject some playful energy into a quick getaway.

A deeper, more meaningful story.

Take people beyond hero experiences – different, interesting.

Galvanise industry.



—
 T O N E A N D S T Y L E
—

STONE AND STYLE

Queensland's beautiful heritage city
never felt so young

Playful, full of new 'young' energy and confidence.

Experimental, quirky, juxtaposition of surprising elements.

Serendipitous, touching.

Proud, celebratory.

Natural (not forced).

—
LOGO
—

LOGO - WHEN COLLATERAL HAS A CTA*

Inline version



Reversed



Stacked version



*CTA means 'call to action' which generally states the Discover Ipswich website address

URL LOGO - WHEN COLLATERAL HAS NO CTA*

Inline version



Reversed



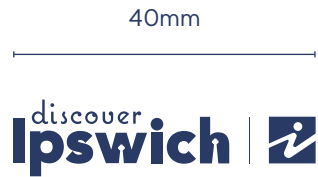
Stacked version



*CTA means 'call to action' which generally states the Discover Ipswich website address

LOGO REQUIREMENTS

Minimum Size



Minimum Clear Space



LOGO

INCORRECT USE

Correct usage of the logo is essential to the integrity of the identity. Here are some examples of what not to do with the logo:

- 1 Do not use unspecified colours
- 2 Do not stretch/compress logo
- 3 Do not change the lockup
- 4 When placing over an image, take care of logo visibility
- 5 Do not add effects to logo
- 6 Do not put keylines around logo

~~discover Ipswich | ~~



~~discover Ipswich | ~~

~~discover
Ipswich | ~~

~~discover
Ipswich~~

~~discover
Ipswich | ~~

LOGO

DOWNLOAD LINKS

Stacked version



Navy on white background
Available in JPG format

Inline version



Navy on white background
Available in JPG format

Stacked URL version



Navy on white background
Available in JPG format

Inline URL version



Navy on white background
Available in JPG format



Navy on transparent background
Available in EPS and PNG formats



Navy on transparent background
Available in EPS and PNG formats



Navy on transparent background
Available in EPS and PNG formats



Navy on transparent background
Available in EPS and PNG formats



White on transparent background
Available in EPS and PNG formats



White on transparent background
Available in EPS and PNG formats



White on transparent background
Available in EPS and PNG formats



White on transparent background
Available in EPS and PNG formats

[DOWNLOAD LOGOS](#)

COLOUR PALETTE

COLOUR PALETTE

The selected colourways present a fresh, youthful palette that allows for both contrast and subtlety. Navy is the default choice for the logo, when not reversed, contrasting strongly with Sunflower or a white background.

Mauve is a softer tone and Blood Orange works well as an accent, highlight or retail colour to grab attention.

We have also added Copper as a foil to create interest, as it has been a common thread seen in the craft brewery pipes and tuns, café memorabilia and artisan coffee paraphernalia, as well as artefacts found at the heritage sites of the Ipswich region.

NAVY

PANTONE
541C

CMYK
94/83/34/23

RGB
41/58/101

HEX
#293a65

SUNFLOWER

PANTONE
122C

CMYK
2/8/81/0

RGB
253/224/78

HEX
#fde04e

MAUVE

PANTONE
2715C

CMYK
54/49/0/0

RGB
126/129/190

HEX
#7e81be

BLOOD ORANGE

PANTONE
7416C

CMYK
0/79/65/0

RGB
241/93/85

HEX
#f15d55

COPPER

Metallic
foil/accent.

FONT S

FONTS

Logo – Coquette and Avenir

Avenir Black allows room for the ‘spires’ of negative space to breathe and for the logo to have impact even at small sizes.

Note: care must be taken that the spires within the type do not ‘fill in’ at smaller sizes, particularly in newsprint and on uncoated stocks.

Print – Coquette and Artegra Sans Alt

Coquette has a fresh yet quirky feel that perfectly bridges the gap between ‘Queensland’s beautiful heritage city’ and ‘never felt so young’. It’s an eye-catching font that scales nicely and readably to all sizes.

Due to its ornate structure, it should be reserved only for headlines and – for major headlines – set in the curvilinear style demonstrated in our layouts.

We have opted for Avenir as it is an emphatic, solid face that complements Coquette through its circularity.

Magazine – Artegra Sans Alt, Fave and Helvetica LT Pro

Artegra Sans Alt Extra Bold – For stand out, bold headings.

Fave – A feature font used sparingly in the Discover Ipswich magazine is Fave. It creates a sense of fun and freedom.

Helvetica LT Pro Light – A condensed, clean font to allow for more words at a small size while still legible and timeless.

Online – Source Sans Pro

Coquette

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Artegra Sans Alt Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Artegra Sans Alt Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica LT Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Coquette, Avenir, Artegra Sans Alt, Fave, Helvetica LT Pro and Source Sans Pro are copyright protected fonts. Ipswich City Council has acquired licenses to use these fonts in destination marketing activities. Please do not use these fonts without the proper license. If you are unsure about font usage and permissions, please contact council’s Industry Development Officer, Michael Williams, on (07) 3810 7448 or by emailing michael.williams@ipswich.qld.gov.au.

DESTINATION COPY

DESTINATION COPY

Short Version:

You need only venture 30 minutes from Brisbane to discover Queensland's time-honoured heritage region, packed with surprising new adventures.

It's where historic homes meet culinary cool. Where the open road leads to beautiful countryside, dotted with unexpected delights.

Discover why it's never felt so young, and why you'll feel it too.

Medium Version:

You need only venture 30 minutes from Brisbane to discover Queensland's time-honoured heritage region, packed with surprising new adventures.

It's where historic homes meet culinary cool. Where the open road leads to beautiful countryside, dotted with unexpected delights.

Craft breweries let off steam in funky laneways near eclectic cafés where you can grab coffee and an epic brekky.

Where you can float high above the rolling hills and ranges, or chopper in for lunch at a hatted restaurant. Where museums mark the time and you can see bands in heritage spaces.

Art galleries invite you in, and sculptured gardens in serene spaces offer breathing room.

Discover why it's never felt so young, and why you'll feel it too.

Long Version:

You need only venture 30 minutes from Brisbane to discover Queensland's time-honoured heritage region, packed with surprising new adventures.

It's where historic homes meet culinary cool. Where the open road leads to beautiful countryside, dotted with unexpected delights.

Where you can float high above the rolling hills and ranges, or chopper in for lunch at a hatted restaurant. Where museums mark the time and you can see bands in heritage spaces.

Craft breweries let off steam in funky laneways near eclectic cafés where you can grab coffee and an epic brekky.

Art galleries invite you in, and sculptured gardens in serene spaces offer breathing room.

Challenge yourself with the highest peak in the Brisbane region and see sprawling parks that lead to world class hiking and mountain biking trails.

Then as the sun goes down whet your whistle and listen to live music under the stars.

There's a feeling in the air here, that every turn will uncover a new curiosity - it's a place where you'll encounter extraordinary experiences you were never expecting.

Discover why it's never felt so young, and why you'll feel it too.

Call-to-Action:

For more information on what to see and do in the City of Ipswich visit see [Discoveripswich.com.au](https://www.discoveripswich.com.au).

DOWNLOAD COPY

HERO IMAGES

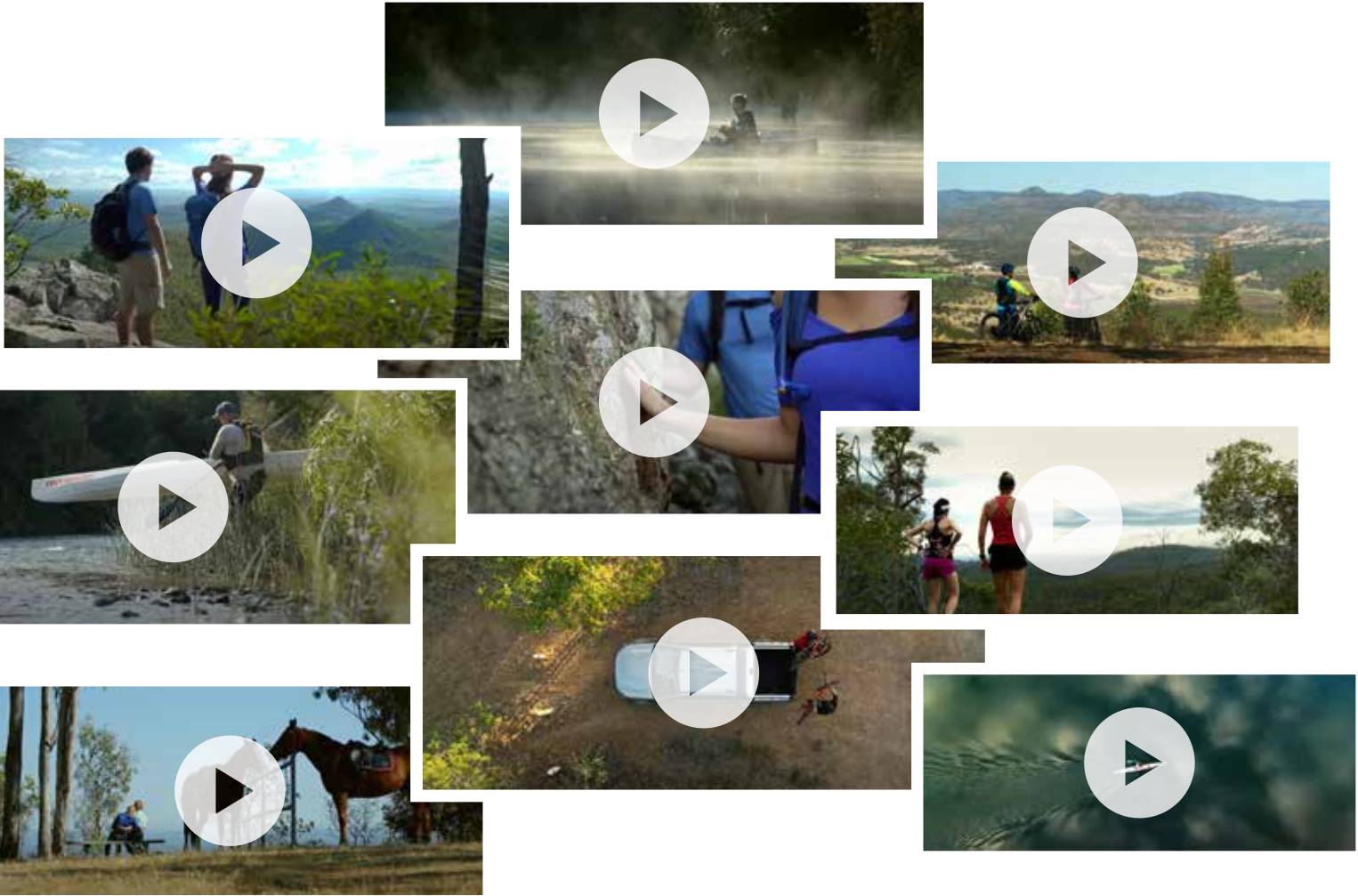
HERO VIDEOS

HERO VIDEOS

A collection of high quality videos which promote the City of Ipswich are available to download and embed/share via digital and social media.

Use the button below to see our videos available for use.

[DOWNLOAD VIDEOS](#)



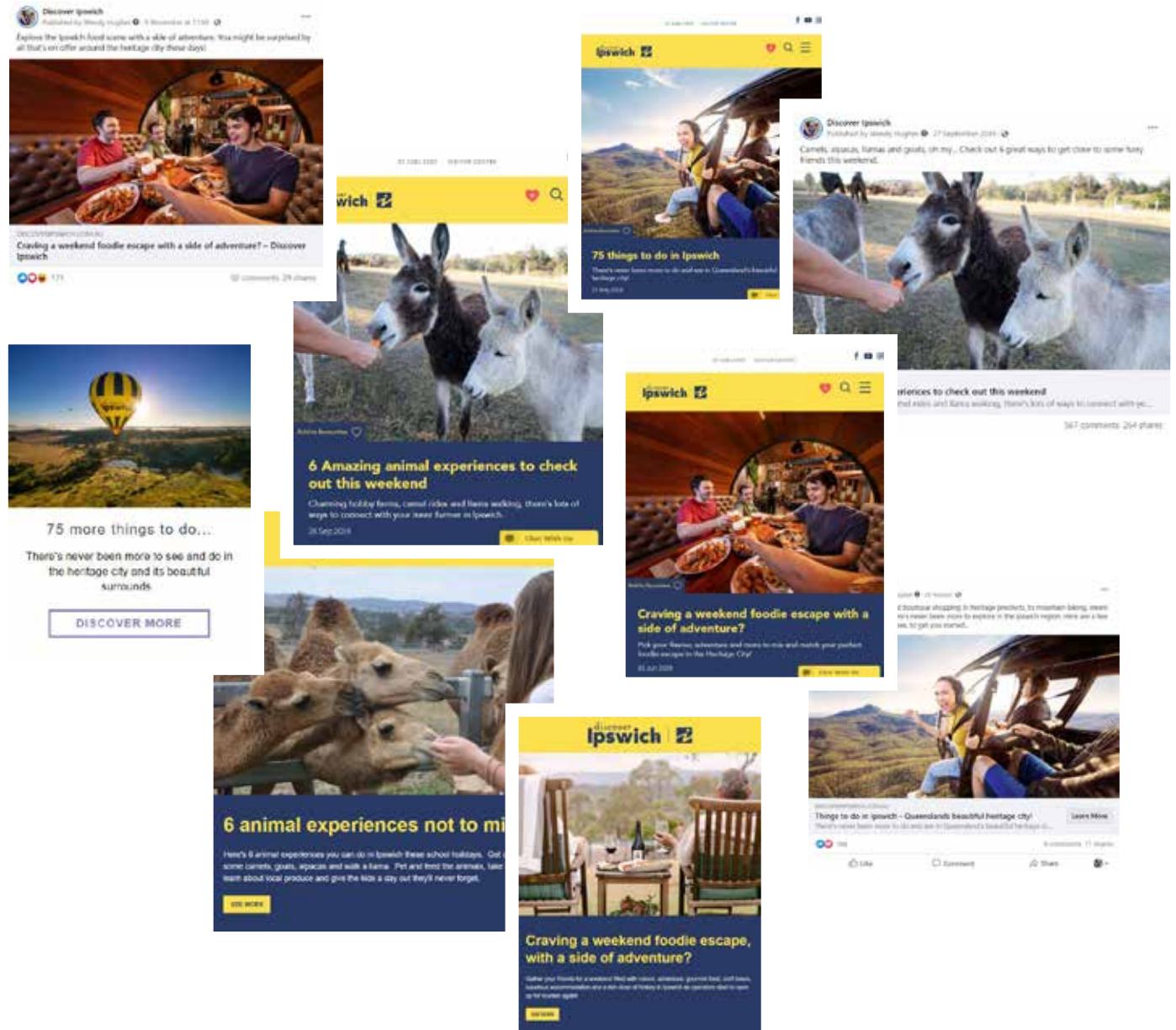
—
SHAREABLE CONTENT
—

SHAREABLE CONTENT

A special collection of stories has been curated and made available via the toolkit in a format that can be posted on your digital/social channels as native content or shared from our Discover Ipswich channels.

Use the button below to see our ready made stories and posts.

VIEW CONTENT



EVENT EQUIPMENT CATALOGUE

VISITOR SERVICES EVENT EQUIPMENT

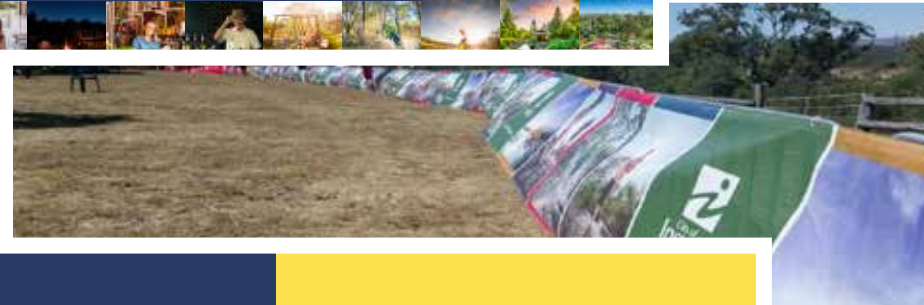
Discover Ipswich is able to support significant events with collateral to raise the profile and provide visitor information to attendees.

Use the button below to see the current event equipment available to book.

[SEE EQUIPMENT](#)

discover Ipswich | 

discover Ipswich | 



discover Ipswich | 

discover Ipswich | 

discover
ipswich
.com.au

