

THE
Murray
STYLE GUIDE

The Murray Brand Essence

The Murray brand is all about authenticity, liveliness and activity, warmth and re-connection.

This logo is designed to reference and reflect upon the natural and organic forms of the river itself. It is at the same time - relaxed, but full of energy.

It also suggests movement, which is a deliberate reference to the notion of flow - particularly important as we start to encourage our market to travel up and down the river as opposed to “across” it.



The Murray Logo

The Murray brand logo is made up of four core elements:

- Typography of 'The Murray', and
- Typography of the destination names incorporated;
- The water flow
- The colour scheme

It has been created to provide flexibility in creative and execution, and to be able to be used by Murray destinations, tourism groups, and events.



Purpose of communication

CORPORATE

Communications dealing with MRTB administrative activities and official endorsement as a regional tourism organisation



MARKETING

Communications promoting the Murray region as an identity and tourism destination



International and Domestic – all types of communications that identify the Murray as the location of an event or primary destination attraction or activity

Murray Destination logo versions

Murray Regional Tourism Board will supply you with the base Murray logo in which you can insert your pre approved destination names. These are:

Albury Wodonga

Holbrook

Corowa

Yarrawonga Mulwala

Deniliquin

Echuca Moama

Swan Hill

Koodrook Barham

Mildura

If you should want to use the Murray Logo device for more destinations/towns than this, the attached form must be filled in and submitted to MRTB for approval.

Once approval has been given for alternate destinations, your designer can create multiple destination/town logos. Approval of final logo artwork, must be sought from MRTB before using in any collateral/campaigns are in market.

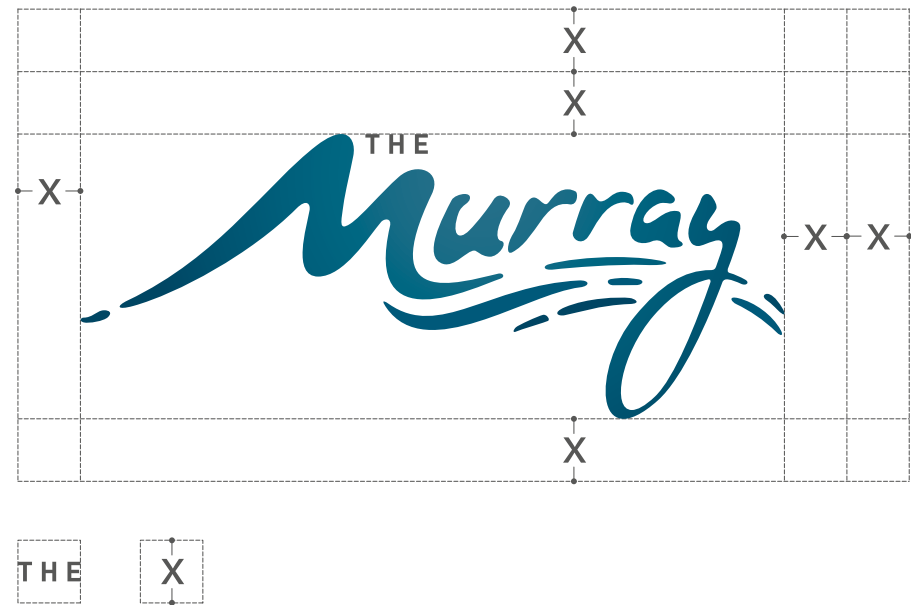


Clear space

Clearspace is the minimum area surround the logo which must remain clear of any other visual elements or text. As demonstrated in the above examples.

The supplied digital artwork files have clearspace built into them.

In cases when the logo must be reproduced at sizes less than these minimums or when the quality of reproduction method is doubtful e.g. silk screening or embroidery, only the one colour positive or reverse version as specified here should be used.



Call to Action

The black colour positive on white background is the preferred logo as the call to action for all consumer advertising and collateral.



Typefaces and Font for destination/ town names

When creating the Murray logo with Destination name, the following usage requirements must be adhered to:

Font of destination name should be in: **DIN**

“DESTINATION TEXT” is approx. 127% the height of the “THE” text height. i.e: If the “THE” text is 11 Pt, then the “DESTINATION” text would be 14 Pt.

DIN Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&\$@



Usage: minimum size

To maintain legibility and visual impact, the Murray logo is not to be used at a size or scale LESS than 40mm in width



Do's and Don't's

To ensure high quality results it is important to follow the recommendations set out these guidelines.



No stretching of the logo



Do not place the logo on an angle



Do not alter the placement or size of the logo elements



No alteration of colours



No alteration of colours



Do not crop into the logo



Do not separate the river and word elements or use them in isolation



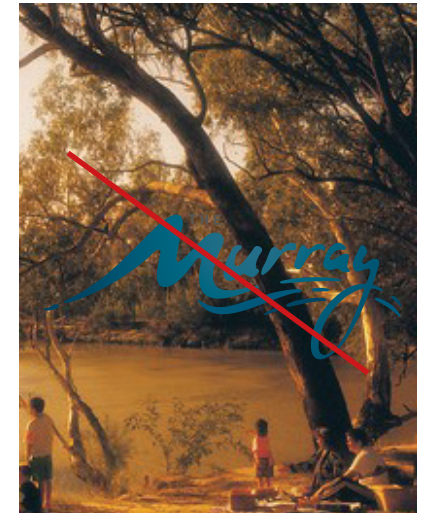
No straplines or tags on the logo



Do not distort the logo



Do not add other elements to the logo



Do not place the logo on a detailed image

Destination name alignment with Murray Logo

If the destination is a twin town or 2 words in length, the “y” of the Murray should be between the 2 words of the destination name

eg: Yarrawonga Mulwala

If the town is a short one word name, the town name should be to the right of (or behind) the “y”

eg: Corowa

If the town is a long multi syllable name, the name should be placed to the left of (or in front of) the “y”

eg. Wentworth



Acceptable backgrounds

It's imagined that most times the logo is appearing on a photographic background, the logo will be used “reversed” or in white. This is the recommended approach. In these circumstances, it should be positioned over a dark, low contrast section of the background, so as to achieve acceptable levels contrast and distinction.

It is acceptable to use positive versions of the logo on photographic backgrounds, but only when suitably “light” areas of the image allow, and where acceptable contrast can be achieved.

Format

“Horizontal” is the only permitted or acceptable logo orientation.



CORRECT USE



CORRECT USE



INCORRECT USE

Colour

Changing of the logo to a solid one colour is permitted, however only within the outlines of the brand colour palate - see below pantone colour chart:



		CMYK				RGB			PANTONE
Blue		65	0	0	55	36	111	137	PMS 7707 C
Blue Mid		90	0	0	60	0	89	122	
Blue Dark		100	0	0	70	0	69	99	
Green		35	0	100	20	160	177	0	PMS 383 C
Green Mid		50	0	100	35	110	143	22	
Green Dark		64	0	100	45	68	120	28	
Orange		0	45	100	20	208	134	0	PMS 145 C
Orange Mid		0	62	100	35	174	90	0	
Orange dark		0	75	100	53	136	56	0	
Red		20	90	100	20	170	47	20	PMS 484 C
Red Mid		20	90	100	50	122	35	6	
Red Dark		40	90	100	50	102	35	13	
Grey		0	0	0	80	87	87	86	PMS Cool Grey 11 C

Co-Branding and location of logos on collateral/ advertising:

If the destination would like to use the Murray logo (with destination name) in their destination specific campaigns, it must be placed on marketing collateral, preferably on the bottom right hand side or in a placement of prominence and it can be used in conjunction with your own existing logos. Each logo should have equal weighting in space and volume to partner/sponsor brands.

eg: Murray (Corowa) logo next to Corowa - Howlong - Mulwala Tourism logo



Logos in use:



RIVERSIDE ACCOMODATION
PRICES THAT WON'T *tee you off!*



MURRAY DOWNS GOLF CLUB
Tas earum init, que labore dit reictibus alitas iuntistem et etu autem re plitium ut rehendem cum re, anti omnihil ibeates voloris maiore neceput autenimaio
\$380 PER PERSON



GOLDEN RIVER HOLIDAY PARK
Tas earum init, que labore dit reictibus alitas iuntistem et etu autem re plitium ut rehendem cum re, anti omnihil ibeates voloris maiore neceput autenimaio
\$180 PER PERSON



YARRAWONGA MULWALA GOLF CLUB
Tas earum init, que labore dit reictibus alitas iuntistem et etu autem re plitium ut rehendem cum re, anti omnihil ibeates voloris maiore neceput autenimaio
\$250 PER PERSON



Proudly supported by
Destination NSW



TOURISM VICTORIA



PLAY A ROUND
BESIDE AUSTRALIA'S
mightiest water feature.

Tas earum init, que labore dit reictibus alitas iuntistem et etu autem re plitium ut rehendem cum re, anti omnihil ibeates voloris maiore neceput autenimaio cupat. Ed eum lorem vendanistius. Visit murrayriver.com.au to find out more.



TOURISM VICTORIA



Proudly supported by
Destination NSW



PLAY A ROUND
BESIDE AUSTRALIA'S
mightiest water feature.



TOURISM VICTORIA



Proudly supported by
Destination NSW



THE Murray

Murray logo used to support events and businesses

To be able to use the Murray logo in conjunction with events and businesses, an application to MRTB must be submitted at least 3 – 6 months prior to the event or business activity. Only events and businesses that are located within the Murray's boundaries will be considered and marketing activity must be aimed at attracting visitors from outside of the Murray region, either intrastate, interstate or international.

eg. "Proudly supported by" Murray logo



Contact for approval of use of Murray brand logo for events or tourism related businesses:

Marketing Manager
Murray Regional Tourism Board PO Box 357
ECHUCA VIC 3564
p. 03 5480 7110
e. marketing@mrtb.com.au

Approval Process:

A written application by email is required to use the Murray logo as part of the promotion of any particular event or Murray business campaigns, collateral and websites in the upcoming financial year. These are to be submitted to MRTB for consideration at least 3 – 6 months prior to the event or business activity. Application Must outline detail of campaign, media plan, proposed artwork and proposed logo placement.

1. Letter/email returned to applicant with permission or denial. Approval letter/ email to detail requirements and include brand guidelines.
2. Copies of the logo provided to permitted applicants.
3. Applicant to submit final artwork for approval by MRTB, prior to any publication or release of promotional materials.

Unauthorised or Inappropriate Use:

Unauthorised: Written notification of unauthorised use, request immediate removal and cessation of use of The Murray logo.

Inappropriate Use: Written notification of inappropriate use, request immediate removal and cessation of use of The Murray logo.

In part if either as noted above are not adhered to legal advice based on the breach of copyright may be undertaken at the discretion of MRTB.

Process and policy for the use of Murray logo

SCOPE

This policy applies to all individuals, organisations, industry partners when preparing marketing material, sponsorship or promotional material that includes the logo.

PURPOSE

The purpose of this policy is to protect the copyright of the Murray logo, and to ensure the correct use and authorisation of its use, so as to protect the visual identity of Murray Regional Tourism Board (MRTB).

The purpose of this policy is to:

- Provide guidelines on the use of the logo;
- detail logo standard formats;
- outline the process for the authorisation and release of the logo for use by industry stakeholders; and
- outline the action to be taken following in appropriate or unauthorised use of the logo

DEFINITIONS

Logo Means the copyright logo of the Murray Regional Tourism Board. This incorporates the typography, the words “The Murray” and the river creative.

Murray regional Tourism Brand The Murray brand is more than just its logo. It includes, but is not limited to, the expression, reputation and related attributes of the organisation. Literally, it means distinctive representations in design and stylistic requirements such as image types, footers and fonts that are used to create a strong visual identity which distinguishes the Murray and the Murray Regional Tourism Board from its competitors and other destinations.

Industry Stakeholders Organisations affiliated with Murray Regional Tourism Board which seek to use The Murray logo.

Unauthorised Use Any use of The Murray River logo or any of its elements without written authority from MRTB.



APPROVAL PROCESS FOR USE OF MURRAY LOGO

1. All co-operative marketing activity will use the Murray logo and its destination variations only.
2. Outside of co-operative campaigns, written application by email to use the logo and brand creative elements in particular destination campaigns, collateral and websites in the upcoming financial year, are to be submitted to MRTB for consideration at the beginning of the financial year. Letter/email to outline detail of campaign, media plan, proposed artwork and where you plan to use brand creative elements and logo placement. Must adhere to these brand guidelines.
3. If any opportunistic marketing comes up during the year, that was not included in the yearly application, a new application must be submitted. MRTB will work with you to ensure quick approval turn around if required.
4. Letter/email returned to applicant with permission or denial in the suite of campaigns for the financial year. Letter/email to detail requirements.
5. Copies of the base logo and creative package, Murray Brand Guidelines and Murray logo style guide will be provided to permitted applicants.
6. Applicant to submit final artwork for approval by MRTB, prior to any publication or release of promotional materials.

Any applications for exemptions or approvals must be submitted through Murray Regional Tourism Board.

CONTACT FOR APPROVALS

Marketing Manager
Murray Regional Tourism Board PO Box 357
ECHUCA VIC 3564
p. 03 5480 7110
f. marketing@mrtb.com.au

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Related Compliance Requirements: Copyright Act 1968

Related Policy or Operating procedures: Murray Brand Guidelines