

THE MURRAY

# Brand Guidelines



# Welcome to The Murray

There's a remarkable region that's full of stories. Stories about the river, the land and the people who live there. It's a place where great food is part of everyday life and the drinks flow. Where you'll want to spend as much time as you can outdoors, where the natural beauty will take your breath away and where you'll be inspired by its past and its future.

The Murray is too good to keep to yourself. And there's more than enough to go around. So, share the magic of The Murray. With the locals. With beloved partners. With life-long friends.

**Because the best things in life are better when they're shared.**

# Why It Matters

You are the custodians and storytellers of The Murray. You offer both the tangible and memorable. It is your voice that defines The Murray.

This guide is to help you understand the richer expression that now defines our story. To embrace what we stand for and to communicate this to the world. To bring to life authentic moments that inspire visitors to come to The Murray, immerse themselves in their own stories to tell their family and friends.

The Murray brand is not to replace your individual identities but an opportunity to entice visitors to explore more and stay longer by linking together the tapestry of experiences that define our region.

Whether it's a hashtag, an image or a logo, they are all touch points, therefore an opportunity to achieve our collective objective - to make our own destination and The Murray a must-visit.

If you have questions or need further guidance, please contact:

Murray Regional Tourism  
**[marketing@mrtb.com.au](mailto:marketing@mrtb.com.au)**

# The Murray Strategy

Our strategy is to present the Murray region to the market by delivering a clear, focused, strong visual brand that reflects the unique experiences on offer and positions The Murray as a desirable leisure destination.

## Objectives

- › Strengthen appeal of The Murray as a short or longer break holiday destination amongst target audiences
- › Increase consideration for target audiences to visit The Murray, by showcasing the diverse range of experiences on offer
- › Gain market share within the target audiences
- › Differentiate The Murray from its competitors by showcasing unique experiences across the region.

# Using These Guidelines

These guidelines have been developed to ensure the visual direction and key principles of The Murray brand are maintained to the highest standard and to develop and foster a distinctive brand identity.

The integrity of the brand relies strongly on consistent and accurate application of all mediums.

If any needs or variations arise that are not provided in this document, please contact:

Murray Regional Tourism  
[marketing@mrtb.com.au](mailto:marketing@mrtb.com.au)

## Who should use these guidelines:

### Internal users

To identify specific artwork and understand and adhere to the overall look and style of all our material and enable collaborative working with contractors and suppliers.

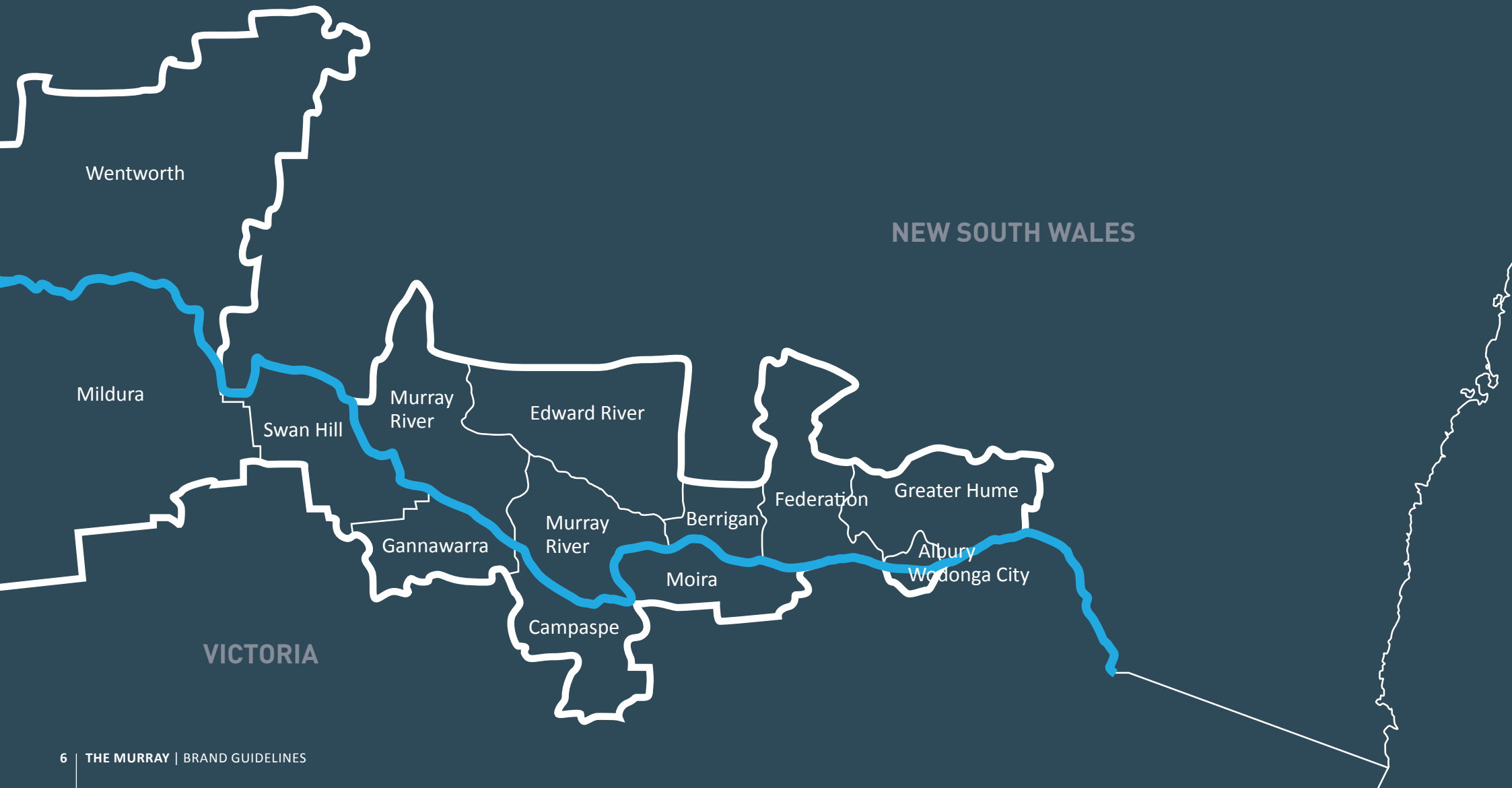
### Communications professionals

To guide communications, professionals working with The Murray or its partners to develop on-brand collateral.

### Partners

To assist industry, sponsorship and government partners to understand, identify and implement the appropriate brand look.

# Map of The Murray





# 01 Key Messaging



# The Murray Persona

Our Essence:  
**Legendary River Stories Worth Sharing**

Our Voice:  
**The Charismatic Storyteller**

Our Tone:  
**Authentic › Emotive › Inspiring › Adventurous › Energised › Connected**

Our Personality:			
<b>Open-handed</b>	<b>Resilient</b>	<b>Intrepid</b>	<b>Balanced</b>
Welcoming hospitality that is heartfelt and honest.	Hardworking locals delivering remarkable experiences.	A sense of adventure and discovery.	A land of contrasts, cities straddle ancient moonscapes.

Our Values:		
<b>Candour</b>	<b>Prosperity</b>	<b>Sharing</b>
It's through the eyes of the locals The Murray truly comes alive, as we welcome explorers to our home. We're a friendly bunch, with plenty of laid back country charm and an adventure at every turn. The hospitality is warm and inviting, just like sharing memories with friends.	The Murray is a remarkable region, rich with produce, breathtaking natural beauty and a history that's always in the making. Filled with an entrepreneurial spirit and a sense of adventure, the local families work hard to create memorable experiences that last for generations.	The Murray is best shared. Our doors are always open, our dinner plates are generously piled and we enthusiastically provide insider tips on how to find that place just for you.



# The Murray

*The key messages below can be used in your own communications, or as thought starters to develop your own copy. They have been designed to use as stand alone messages or used all together.*

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## Body Copy Example

***“Discover a remarkable region of endless adventures, colourful culinary trails, scenic golf greens, breathtaking natural landscapes and a fascinating history — all threaded along a legendary river.”***

The Murray is woven with stories about the river, the land and the people who live there. Meet locals in laid-back country towns, be inspired by Dreamtime legends, tee off at a riverside golf course and cruise the mighty Murray River on a historic paddle steamer.

It’s a place where great food is part of everyday life and each meal comes with a side of history. Visit wineries and farms to meet the makers, dine by the river under ancient red gums or sip artisan whisky in a century-old flour mill.

In The Murray, you’ll want to spend as much time as you can outdoors. The natural beauty will take your breath away. Spend hours on the mighty Murray River, soaking up the scenery from a canoe, kayak, paddle steamer or houseboat.

In The Murray, you can share a meal, an experience and an adventure, because the best things in life are better when they’re shared.

An aerial photograph of a river winding through a dense, lush green forest. A white paddle steamer boat is moving down the river, leaving a white wake. The sun is low in the sky, creating a warm, golden light and long shadows on the water and trees.

## KEY MESSAGING

# The River

*The key messages below can be used in your own communications, or as thought starters to develop your own copy. They have been designed to use as stand alone messages or used all together.*

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### Body Copy Example

***“The beautiful Murray River is an aquatic playground, providing endless fun in and on the water. From sunrise paddles to sunset drinks, it’s an experience best shared with friends.”***

Kayak among ghostly river red gums, watch graceful birds in protected wetlands and stop for a riverside picnic of fresh local produce.

Hop aboard a historic Murray River paddle steamer for a leisurely cruise along the calm waters. Or watch the river turn to gold on an elegant sunset dinner cruise.

Hire a houseboat and explore the gentle curves of the river at your own pace – you don’t even need a boat license. It’s the perfect way to spend time with friends or family and share an escape where the only alarm clock is the birds.

If you’re up for some action, try your hand at waterskiing or wakeboarding for a thrilling ride. Or slow things down with a spot of fishing – there are plenty of quiet places to drop a line and catch a famed Murray Cod (or two).



# Natural Landscapes



*The key messages below can be used in your own communications, or as thought starters to develop your own copy. They have been designed to use as stand alone messages or used all together.*

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## Body Copy Example

***“The Murray is home to incredible natural landscapes, from rolling hills to thriving wetlands and ancient rock formations that seem to belong on the moon.”***

The longest river in Australia, the Murray River flows more than 2,500km, weaving through spectacular national parks where Australia’s most iconic native animals live amongst untouched bushland.

From towering river red gums to flourishing wetlands and intriguing desert landscapes, The Murray is teeming with native wildlife. Paddle the river alongside ducks and swans, glimpse lizards sunning themselves and watch cormorants dive for fish. Explore the beautiful national parks to see curious kangaroos and sleepy koalas in their natural bushland habitat. Keep an eye out for the elusive platypus bobbing near the banks at dusk.

The Aboriginal people of The Murray have been deeply connected to the land and water for tens of thousands of years. Walk through this living history and discover ancient rock art, middens and canoe trees along the banks. Learn the Dreaming story of Ponde, the giant ancestral cod who formed the river with sweeps of his huge tail.

Discover The Murray’s natural wonders in your own way. Hike through untouched bushland, camp on an isolated sandy river beach, kayak through ghostly river red gums, cruise on a historic paddle steamer or reel in a legendary Murray Cod.

There’s a new natural discovery to share every day in The Murray.

# Golf



*The key messages below can be used in your own communications, or as thought starters to develop your own copy. They have been designed to use as stand alone messages or used all together.*

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## Body Copy Example

***“The Murray is the perfect destination to tee off all year round, as you walk in the footsteps of Australia’s greatest golfers on pristine fairways winding the length of the Murray River.”***

The Murray has more than a dozen spectacular golf courses following the rise and fall of the natural landscape. There’s a course for every player, from first timers to weekend golfers and skilled professionals looking for a challenge. Putt from perfectly manicured greens surrounded by untouched bushland with no one but curious kangaroos for company.

The sweeping fairways of The Murray meander along the gentle curves of the river, lined with rows of red gums and native bush blooms, which are particularly stunning in spring. Stay beside the course in one of the many stylish golf resorts and luxury holiday homes or be lulled to sleep by the rhythms of the river on a houseboat.

For golfers, The Murray has it all – award-winning championship golf courses lining the river, stunning accommodation set right beside the fairways and sunshine all year round.

Share a game – and a little friendly competition – on the spectacular fairways of The Murray.



# Food & Drink



*The key messages below can be used in your own communications, or as thought starters to develop your own copy. They have been designed to use as stand alone messages or used all together.*

## Body Copy Example

***“Part of Australia’s food bowl, chefs around the country know the fresh produce from The Murray is second to none. Add award-winning wines, boutique brews and innovative eateries in the towns along the river and you’re in a food lover’s paradise.”***

The Murray’s rich, fertile soil produces heirloom tomatoes, purple garlic, pink salt, free-range pork, organic honey, black and green olives, and a rainbow of seasonal fruit and vegetables. Stock up on fresh, local produce at one of the region’s many farmers markets, farmgate stores or roadside stalls.

From modern Australian fare or wood-fired pizza by the river to homemade cakes and great coffee, there’s something for every palate in The Murray.

The second largest wine region in Australia produces lush chardonnay, fruity shiraz and emerging Mediterranean varieties. Taste your way through The Murray via the many scenic cellar doors. You can even take a paddle steamer cruise and stop off for a tasting.

Along with delicious wines, you’ll find locally crafted gin, whisky and beer in The Murray – even better when shared with friends.



## KEY MESSAGING

# Arts, Heritage and Culture

*The key messages below can be used in your own communications, or as thought starters to develop your own copy. They have been designed to use as stand alone messages or used all together.*

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### Body Copy Example

***“The Murray has a thriving creative community and many excellent regional galleries with an exciting roster of temporary exhibitions and permanent displays, including local Indigenous art.”***

Uncover The Murray’s place in modern history, from its early days as a thriving trade hub where steamboats crowded the waters to the waves of European migration after World War II.

It’s people who make history and The Murray is a place of bushrangers and poets, of daring last stands and men who became myths. Learn the stories of the explorers, farmers, aviators and pioneers who shaped this remarkable region.

But the history of The Murray begins much earlier. Discover more than 40,000 years of Aboriginal history. Come face to face with the ancient living culture of the Indigenous clans who lived on the banks of the Murray River and nearby flood plains for thousands of years. They used canoes to fish and made nets and dams to trap fish, animals and birds. There are locals aplenty keen to share their stories with you.



# Festivals, Events & Conferences

*The key messages below can be used in your own communications, or as thought starters to develop your own copy. They have been designed to use as stand alone messages or used all together.*

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## Body Copy Example

***“The Murray is a fantastic place to revel in the best of Australian culture; live music, food and wine festivals, community events and edge-of-your-seat sports. Join in the roar of the crowd or share a quiet moment with friends.”***

Enjoy The Murray’s iconic music festivals, paddling marathons, waterskiing and fishing competitions, and food and wine fairs. There’s an exciting year-round calendar of events. Get a taste of local produce and the charms of country life at a farmers market – held regularly throughout the region.

With a rich history, incredible produce, excellent wineries and stunning natural beauty, The Murray is an ideal destination for a regional conference or event. Find a beautiful venue, from state of the art auditoriums and stylish golf club resorts to museums, wineries and boutique hotels. Serve up a delicious menu of fresh local produce paired with wines grown just a stone’s throw from the river. Looking for something different? Hop aboard a paddle steamer or houseboat, or embrace the region’s rich heritage in a historic homestead.



# Accommodation

*The key messages below can be used in your own communications, or as thought starters to develop your own copy. They have been designed to use as stand alone messages or used all together.*

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## Body Copy Example

***“Share a memorable short break in The Murray region, staying on the river, camping beside it or living it up in luxury at a golf resort or restored character hotel.”***

For the full Murray River experience, there’s no better place to sleep than out on the water itself. Settle in to the slow-moving ambience of a historic paddle steamer where its storied maritime past has been given a contemporary update with ensuite cabins and fine dining on the deck. Or get adventurous and play captain on your own houseboat with spa, BBQ and spacious outdoor entertaining area.

If the great outdoors is more your thing, immerse yourself in the tranquil surrounds of The Murray and camp on an isolated sandy river beach. Wake to birdsong and the rustling of wildlife, then head out for a sunrise kayak, swim in the crisp waters or try your hand at fishing.

For golfers, The Murray has award-winning resorts set amongst spectacular natural beauty where rolling courses follow the gentle curves of the river. Walk outside your luxury accommodation onto a finely-kept fairway or stay in a self-contained holiday home overlooking the mighty Murray River.



# Destination Level Messaging

*The key messages below can be used in your own communications, or as thought starters to develop your own copy.*

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## Example 1

*“Step back in time and discover a piece of Australian history in Corowa, a charming stop on your roadtrip through The Murray.”*

## Example 2

*“Soak up the vibrant arts scene and cosmopolitan cafe culture in Albury Wodonga as you make your way around The Murray.”*

## Example 3

*“Embrace a slower way of life among the paddle steamers and boutique wineries of Echuca Moama, twin towns at the heart of The Murray.”*

## Example 4

*“As you travel through The Murray, get a taste of Australian country life in the laid-back riverside town of Deniliquin.”*

## KEY MESSAGING

# Social Media Hashtags

To ensure consistency across all social applications we use the following hashtags. Correct use of our hashtags ensures the content reaches our target audience.

**#visitthemurray**

**#newsouthwales**

**#visitvictoria**

While we sometimes use other hashtags during campaigns, we always use the hashtags above as a minimum.

Please check with your local council or tourism association for your destination's tourism hashtags.

### Hashtag 1

# #visitthemurray

### Hashtag 2

# #newsouthwales

### Hashtag 3

# #visitvictoria

# Social Media Integration

## Imagery and Video

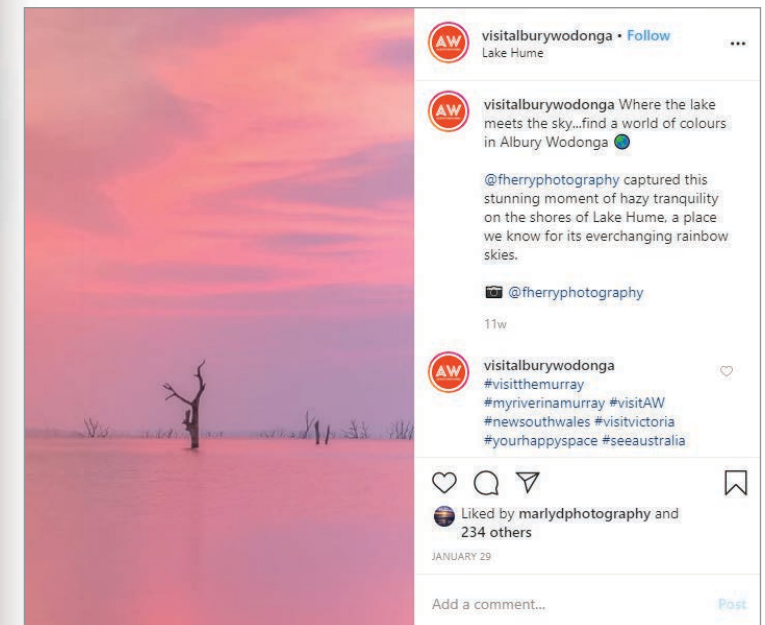
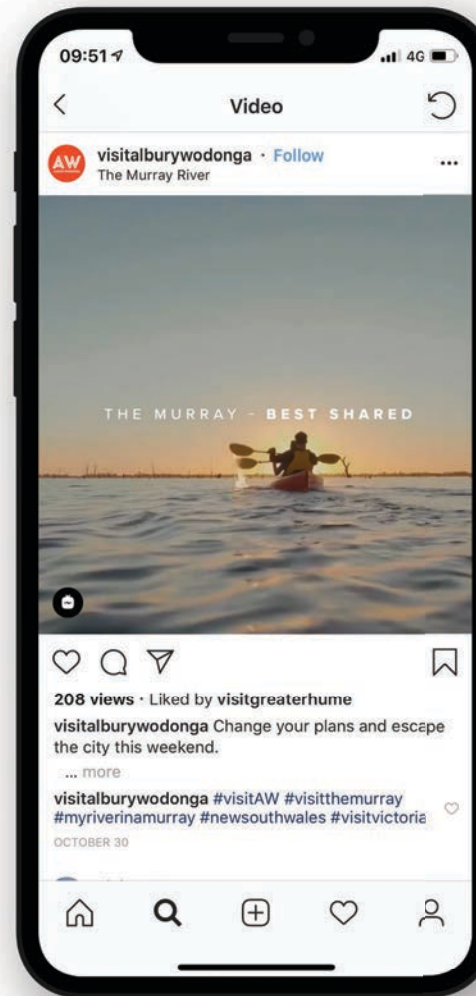
Imagery or video content should be the hero in any social post. Refer to the Photography section on page 32 for further guidance on imagery.

## Copy

Aim to keep copy clear and concise. It's fine to use your brand or organisation's tone of voice, but aim to keep copy as brief as possible and entice viewers to click thru for more information.

## Hashtags

Hashtags can easily be integrated into your social posts to increase audience reach. Ideally hashtags should be added to body copy, however, can also be added in the comments. Refer to page 18 for guidance on recommended hashtags.



Correct hashtags used in example above:

#visitthemurray  
#newsouthwales  
#visitvictoria

Video is an engaging and memorable format. Recommended video length for social media is 10-15sec maximum.



## KEY MESSAGING

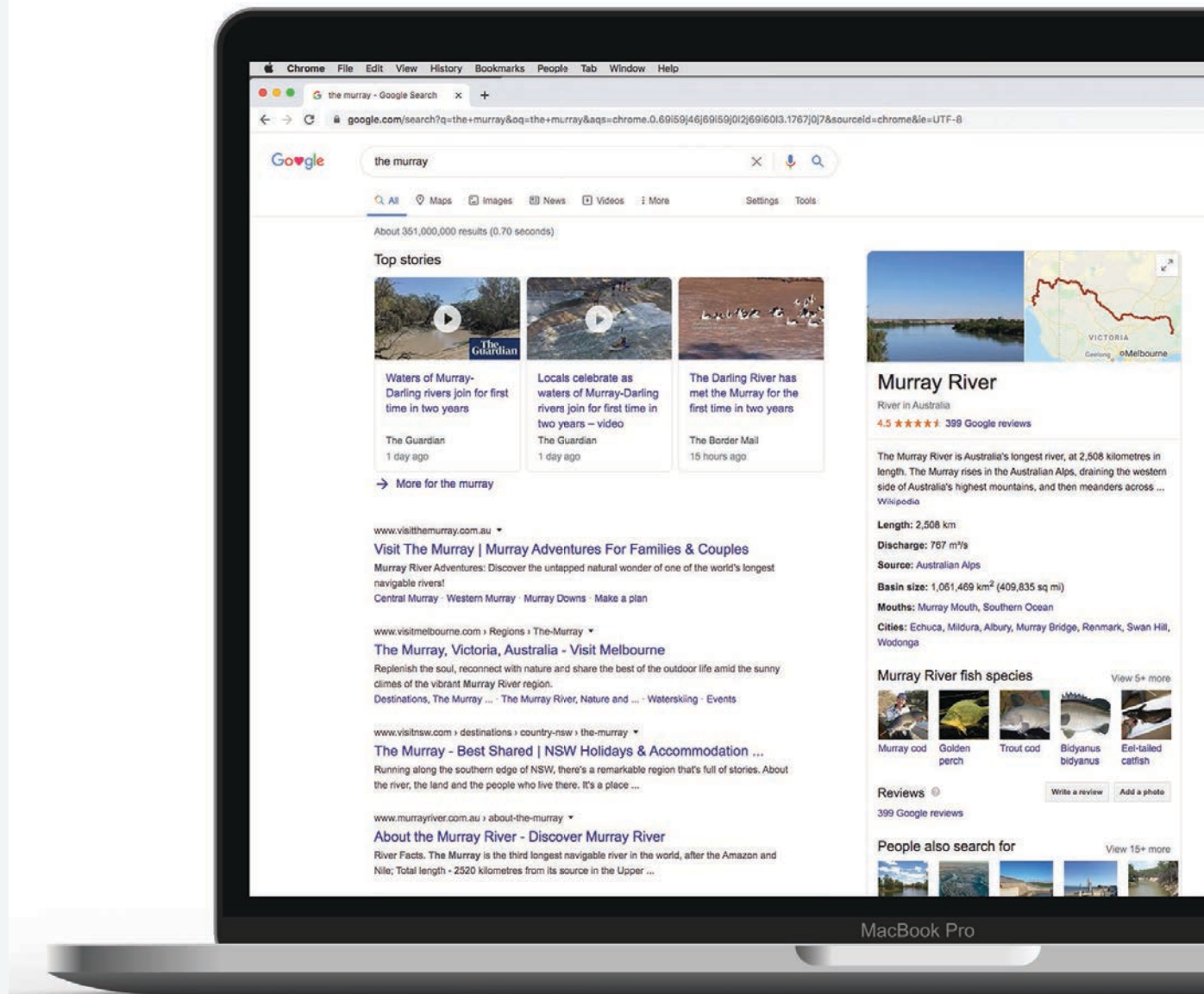
# Improving Your Website's Searchability

To increase visitor spend and nights, help visitors find local products, experiences, accommodation and events, we need to improve your online 'searchability'. This can be done by increasing the number of mentions of the key words 'The Murray'.

Most people begin their travel planning online, so make it easy for them to find you. Your website's goal is to appear on Page 1 on any search engine results, like Google, then work your way to position 1.

A simple way to do this is to update your web pages to include mentions of 'The Murray' or 'the Murray River'. Then when people run an online search using these keywords (organic search), The Murray or links to other Murray-related websites will rank higher. This benefits the region as a whole and helps visitors find you online.

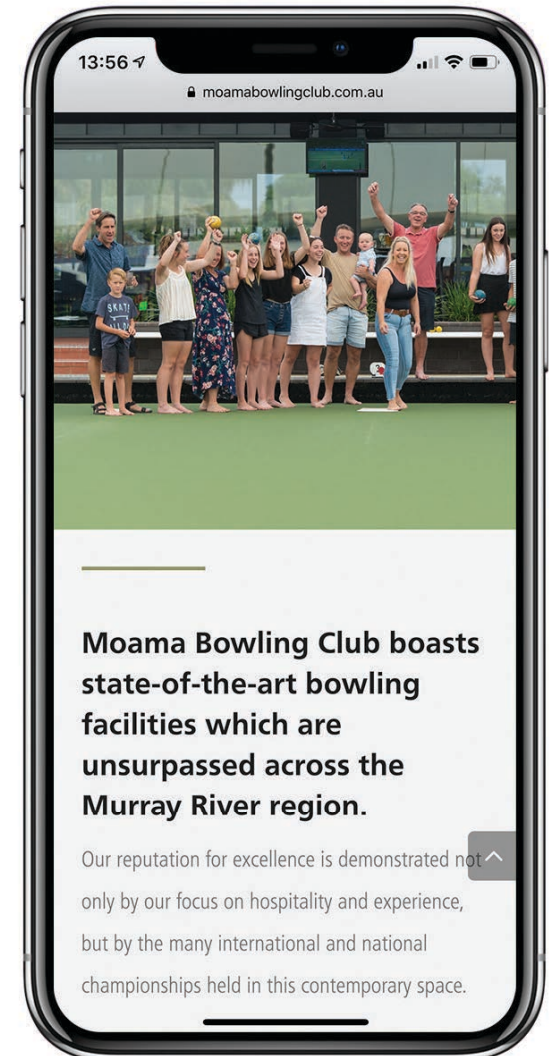
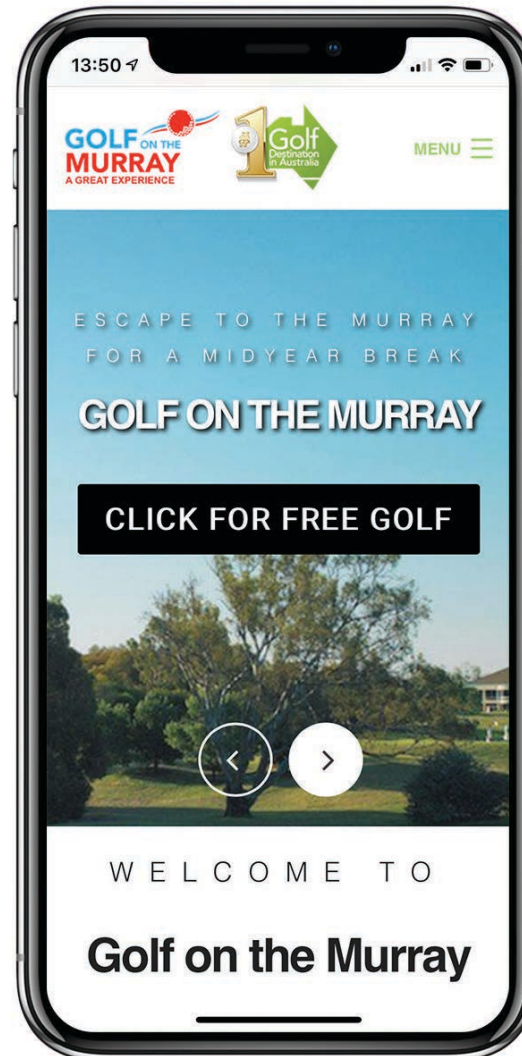
To increase traffic to your website and improve your searchability, there are a few simple steps you can take.





# Integrating Keywords

- › Always ensure The Murray content is relevant, correct, timely and interesting to your audience
- › Use keywords and phrases in your website content that make it possible for people to find your site via search engines like Google (eg. 'The Murray' or 'the Murray River')
- › Focus your page heading on your main keyword (eg. Golf on The Murray)
- › Aim for 3-4 core keywords in your body content (web pages and blog posts)
- › Never force keywords where they don't appear naturally
- › Use keywords to drive your audience to a 'call to action' (eg. Explore Golf in The Murray)



## KEY MESSAGING

# Integrating Images, Video & Links

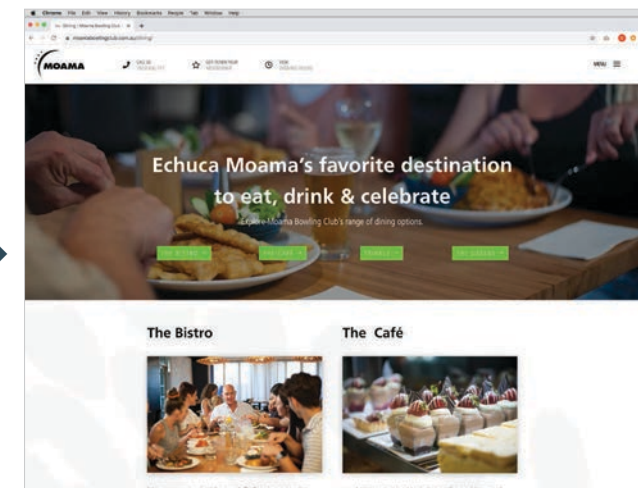
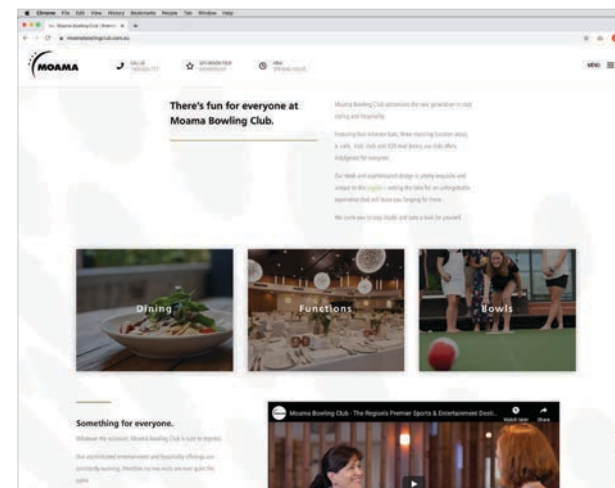
### Add images and videos to your website

- › Google loves the use of video and images; video in particular makes up the majority of all internet traffic, as it's a more engaging and memorable format
- › Allow others to embed your videos on their website
- › Use YouTube to drive traffic back to your own website
- › Use vibrant and emotive images to trigger a visitor to read your content
- › Use images to emphasise the title or subject of your content

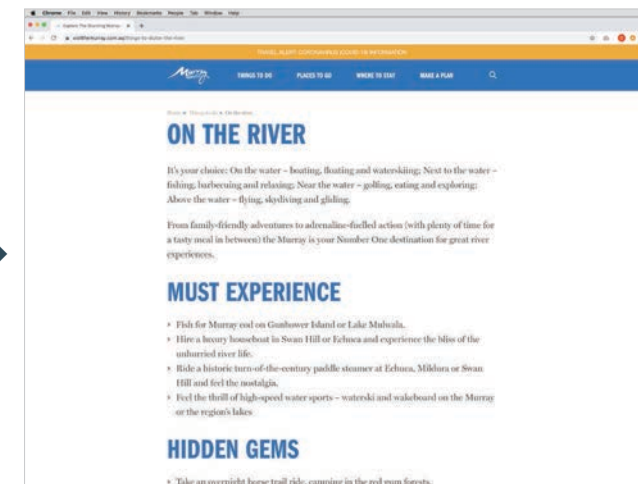
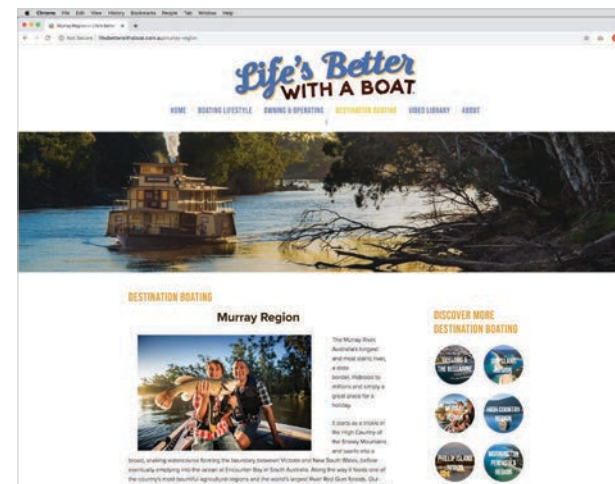
### Website Linking

- › Add links to guide users to other pages or sections of your website; this will improve the user experience and flow around your website
- › External links can also be used to guide users from another website back to yours or vice versa; just ensure the content you are linking is relevant

### Internal Links



### External Links





# 02 Logo



## LOGO

# Core Logo

This is our core consumer logo, which is used when speaking to consumers. It should not be confused with our corporate Murray Regional Tourism logo, which is used in corporate communications.

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

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

The Murray core consumer logo can be locked up with campaign messaging in certain instances. Please contact Murray Regional Tourism for guidance on application. All enquiries should be emailed to: [marketing@mrtb.com.au](mailto:marketing@mrtb.com.au)





# Clear Space & Minimum Size

## Clear Space Guide

Always leave space around the logo to protect legibility. This safe area must be free of copy, graphic elements and high-contrast imagery.

Correct clearance space distance is based on the width of the 'a' in 'The Murray' logo. This distance (a) should be maintained on all sides.

## Minimum Size Guide

Minimum size conditions ensure clear reproduction and appropriate scale of The Murray logo.

Please ensure the minimum height of the logo is 10mm for print and 30 pixels for digital applications.



## LOGO

# Campaign logo lock-up

### Campaign Logo Lock-up

The Murray core consumer logo can be locked up with campaign messaging in some instances (for example campaign purposes). Please contact Murray Regional Tourism for guidance on application: [marketing@mrtb.com.au](mailto:marketing@mrtb.com.au)

### Campaign Logotype Lock-up

Alternatively a logotype version can be used for marketing purposes, where the campaign logo lock-up would produce a cluttered design and where a cleaner look and feel is required (for example digital web banners or press ads that contain multiple logos).



THE MURRAY – BEST SHARED





# Co-Branding

## Local Government Led Communications

The Murray logo can be used as an endorsement. It should support and work to complement the local government tourism brand.

Individual destinations can also benefit from co-branding, as this will allow you to leverage the destination awareness The Murray region offers.

**Please ensure a clear hierarchy is maintained.**



# Co-Branding

## Industry/Partner Led Communications

This is the preferred lock-up when using The Murray logo in partnership with any other logo and visual equity is required.

Divider bar and clear space rules consistently apply.

## Dual Branding Tourism Logos

There may be instances where you need to use dual branded logos. Please contact Murray Regional Tourism for guidance on application:  
[marketing@mrtb.com.au](mailto:marketing@mrtb.com.au)

Lock-up example - Horizontal



Lock-up example - Stacked



Maintain Visual Equity





# 03 Assets



## ASSETS

# Brand Colours

Our brand colours take inspiration from the remarkable natural colours of The Murray's landscape.

Deep river tones should form the base of any Murray palette, with distinctive terracottas and warm ochres used as accents.

**CMYK**  
C83 M62 Y47 K32  
**RGB**  
R49 G75 B90  
#314b5a

**CMYK**  
C87 M34 Y46 K8  
**RGB**  
R0 G125 B131  
#007d83

**CMYK**  
C67 M20 Y12 K0  
**RGB**  
R77 G165 B201  
#4da5c9

**CMYK**  
C35 M0 Y100 K20  
**RGB**  
R147 G175 B42  
#93af2a

**CMYK**  
C7 M63 Y92 K1  
**RGB**  
R227 G123 B50  
#e37b32

**CMYK**  
C5 M35 Y87 K0  
**RGB**  
R238 G171 B64  
#eeab40

**CMYK**  
C20 M90 Y100 K20  
**RGB**  
R168 G53 B32  
#a83520

**CMYK**  
C3 M4 Y29 K0  
**RGB**  
R249 G238 B192  
#f9eec0

**CMYK**  
C24 M11 Y16 K0  
**RGB**  
R193 G207 B207  
#c1cfcf

# Brand Fonts

The Murray headline typeface is DIN.  
The Murray body typeface is Calibri.

Both fonts have been optimised for digital and print applications. A diverse suite of weights offers flexibility for branded communications and all of these can be utilised, however when used as a headline, DIN typically appears in bold.

The examples throughout this document serve as the best guide for how our fonts should be used.

## HEADLINE

---

**DIN**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## BODY

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**CALIBRI**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**





# 04 Photography



# Principles, Licencing & Captioning

The principles for The Murray photography are:

## **Involved**

Photography is taken from an active view point rather than a passive view point. The subject should always be doing something with purpose.

## **Authentic**

Depicting real local moments, products and people, telling their story. Nothing staged, inauthentic or posed.

## **Immersive**

Highlighting the sensory/ emotive experience of a moment. You should hear the sound of a golf swing or smell the fragrance of a dish when looking at the image.

Guidelines for image licencing and captioning:

## **Correct Licences**

Secure correct usage licences, with the image rights owner before posting or publication.

## **Image Captioning**

Images should always be captioned to help inform potential visitors. Image captions are always placed on the bottom right hand side of the image when possible. The information is always listed in the following order:

**Location/Region**

**Experience/Business/Region**

## Image captioning examples





## PHOTOGRAPHY

# Water Photography

The Murray River and its waterways are the lifeblood of the region. Ensure the water is the main focus and the imagery best reflects the unique environment. Early morning or late afternoon light is the optimal time to show the beautiful sparkling and intriguing blue and green hues of the mighty river.





# Land Photography

The Murray region is a land of contrasts, from the ancient lunar landscapes of Mungo National Park to lush riverside golf courses. The Murray is bursting with natural wonders. Early morning or late afternoon is the optimal time to shoot in order to capture warm soft tones avoiding the harsh light during the middle of the day. The photography should reflect the vastness and wild beauty of the region.





## PHOTOGRAPHY

# Food & Drink Photography

The Murray is part of Australia's largest food bowl. The photography for the region's culinary delights should reflect the quality and variety it offers. Highlight the incredible fresh produce, local wines, boutique brews, small-batch spirits and innovative cafes and restaurants the region offers.





## PHOTOGRAPHY

# People Photography

It's through the eyes of the locals that The Murray truly comes alive. Local characters are part of what makes the region unique and there are locals aplenty willing to share their stories with you.

Photography should portray connections between people - whether it's visitors, locals or between talent. Always opt for relaxed, warm and natural interactions and expressions.





# Product Photography

The rich fertile land produces an abundance of fresh produce and the entrepreneurial spirit of the locals creates a rich tapestry of memorable experiences and products. The imagery should hero the quality, uniqueness and variety of The Murray's offering depicted in an authentic environment.







# 05 Design Tips



# Design Tips

Please use these tips as a guide to developing creative that is authentic and confident, creating an experience that reflects the tones of The Murray brand.

## **Keep it simple**

Let the design breathe and don't try to do too much on each piece of communication. Make sure every element has a reason to be in the design.

## **Keep it clear**

Respect the space of other elements. The application of space around text, images and other graphic elements makes a design easier to read. It's also more likely to attract attention than a cluttered composition. Ensure a clear hierarchy between headline and body copy is present throughout all applications.

## **Content is key**

Graphics play a supporting role but should complement the content and not compete. Always ensure each item has a reason for being on the design. Let one or two things be the hero.

## **Don't be scared of scale**

Apply scale to type, graphical elements or compositional features that need proportionate emphasis. Ensure scale reflects content of the piece.

## **Contrast**

When placing text or graphics over images, ensure there is sufficient contrast between the items to ensure stand out and legibility.

## **Campaign creation**

It is important not to oversaturate a campaign with graphic elements. When creating a campaign, please create a singular look and feel. Make sure the elements you use are for the life of the campaign, ensuring maximum brand recognition for the audience.

## **When in doubt**

Please refer back to the brand guidelines for direction. These guidelines are here to ensure The Murray is not only dynamic but also consistently applied across all marketing materials.

For any further assistance, please contact:  
Murray Regional Tourism  
[marketing@mrtb.com.au](mailto:marketing@mrtb.com.au)

# Incorrect Usage

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



## Altering the logo

Do not alter the position of the elements that form the logo.



## Altering the colour

Do not alter or use multiple colours of the logo.



## Distortion

Never skew or distort the logo.  
Only ever use the supplied logo file.



## Effects

Never add special effects to the logo.  
Only ever use the supplied logo file.



## Position

Do not place the logo on an angle or change its direction in any way.



## Cropping

Ensure that the logo is never cropped or missing elements.



## Incorrect co-branding

When using a co-branded lock up always ensure the correct spacing.



## Incorrect placement on images

Do not place the logo over imagery that does not provide contrast.



# Approvals

It is critical that all applications of The Murray brand are approved before release, publication or post.

This process typically takes 5-10 business days to complete and appropriate time should be built into your schedule to accommodate this as well as implementing feedback and resubmission.

All requests should be sent via email with relevant detail and attachments to:

Murray Regional Tourism  
[marketing@mrtb.com.au](mailto:marketing@mrtb.com.au)





THE MURRAY

# Contact

For further brand guidelines enquiries please contact

Murray Regional Tourism

[marketing@mrtb.com.au](mailto:marketing@mrtb.com.au)



THE  
*Murray*