

A photograph of a rocky cave opening. The cave's interior is dark and textured with large, layered rock formations. A bright opening at the end of the cave reveals a vast, sunlit landscape of rolling hills and greenery. Several hikers are visible on a rocky path leading out of the cave. The overall scene is dramatic and scenic.

THE Grampians Way

Industry Toolkit
Version 2.0

Acknowledgement of Country

Gariwerd, the First Nations name for the Grampians ranges, is pivotal to many ancient stories of Aboriginal communities in South West Victoria.

The region has the largest number of rock art sites in southern Australia and is home to over 85% of Victoria's rock art sites, some dating back over 22,000 years ago.

Visitors can experience five of these cultural sites, from the Billimina shelter in Wartook Valley where Jardwadjali camped from time to time and left many red paintings, to Gulgurn Manja where handprints of children tell stories to pass on the law of the people.

Grampians Tourism acknowledges the traditional owners, Djab Wurrung, Jardwadjali and neighbouring First Peoples, who are the traditional custodians of the area where friends and family visit to enjoy everything the Grampians region has to see and do.

We respect their history, culture and Elders, past and present, and their continuous connection to Country.

About Grampians Tourism

Grampians Tourism's primary purpose is to deliver a coordinated approach to marketing, product development, infrastructure investment and industry development for the region. We aim to create a cooperative and vibrant visitor economy that supports the growth of tourism expenditure and length of stay and adds value to our partners through promotion and increased brand awareness.

Our strategic priorities include:

- Destination Marketing
- Industry Development
- Product Development
- Partnerships
- Investment Attraction

Find more information at grampianstourism.com.au

Contents

This toolkit provides guidance and resources on how The Grampians Way Brand can be leveraged in marketing materials by operators and stakeholders across the region.

| | | | |
|--|-----------|-----------------------------------|-----------|
| Section 1 – The Brand | 6 | Section 4 – Communications | 24 |
| 1.1 The Grampians Way Campaign | 7 | 4.1 Brand Voice | 25 |
| 1.2 Target Audience | 8 | 4.2 Copybank - Literal | 26 |
| 1.3 Brand Personality | 10 | 4.3 Copybank - Figurative | 27 |
| 1.4 Brand Values | 11 | 4.4 Copybank - Descriptive Words | 28 |
| 1.5 Brand Attributes – Unique | 12 | 4.5 Visit Victoria Content Hub | 29 |
| 1.6 Brand Attributes – Supporting | 13 | | |
| 1.7 Brand Essence | 14 | Section 5 – Shared Content | 30 |
| | | 5.1 Social Platforms | 31 |
| Section 2 – Brandmarks | 16 | 5.2 Promoting Stories | 32 |
| 2.1 Master Brandmark | 17 | 5.3 Resources | 33 |
| 2.2 Sub-brandmark | 18 | | |
| | | Section 6 – Partnerships | 34 |
| Section 3 – Photography | 20 | 6.1 Industry Partner Program | 35 |
| 3.1 Brand Application Examples Digital | 22 | | |
| 3.2 Brand Application Examples Print | 23 | Contact | 36 |

Our Brand Story

As a destination, the Grampians is a spectacular place for people to visit. As a brand, it has an authentic and adventurous personality that creatively connects with people, inviting them to experience life unleashed, The Grampians Way.

To encourage and support this connection with prospective visitors, it's essential to convey a consistent story.

These guidelines are for those invested in the success of the region. They provide a road map that ensures everything from our fonts and photos to the words we use on social media drive equity in the Grampians brand.

1.0

The Brand



1.1

The Grampians Way Campaign

'The Grampians Way' is both literal and figurative, being a physical touring route as well as an invitation to escape the everyday and experience a change of pace.

Our brand campaign invites audiences to unleash their spirit of adventure, The Grampians Way.

It connects with audiences emotionally and rationally, tapping into the mindset of those seeking a truly breathtaking destination experience and providing enticing incentives to escape the mundane.

We do this by pairing grand visual statements with thoughtful emotive observations while ensuring we capture the unique landscapes and diverse attractions from all corners of the region.

1.2

Target Audience

Lifestyle Leaders

Lifestyle Leaders come in all shapes and sizes, across varying socio-economic groups and market segments.

They have the means and propensity to travel, purchase at local businesses and attitudinally match our brand essence.

They are progressive, curious, highly technologically literate, adhere to and seek status, follow trends and love to advocate.

They are socially active with friends and family and always look for something better.

They view experiences as life enriching and value the great outdoors, adventure and feeling free.

We design campaign assets to appeal to Lifestyle Leaders across targeted interest groups and are flexible enough to adapt to seasonal activities and local operator requirements.



1.3 Brand Personality

Adventurous

Being adventurous means you're willing to go where you haven't been and do things you've never done, even if you don't know how it will turn out.

As a brand, the Grampians appeals to those who want to experience life free from the mundane. To some, this experience is a scenic helicopter flight or the Grampians Peaks Trail. To others, it's ordering a kangaroo ragu.

The Grampians' spectacular open terrain and countless experiences appeal to the outdoorsy, outgoing, passionate and curious.

Peaceful

Sublime and grand in nature, a trip to the Grampians provides space to breathe, perspective and peace.

Ancient Aboriginal rock art and Dreamtime stories allow one to reflect and awaken the mind.

Inclusive and untroubled in nature and authentic in its offerings, it's what you can see, hear, taste and smell in the Grampians that allows an escape from the everyday.

Captivating

You could spend days exploring the beauty and charm to the north, the history and art towards the east, the buzz and vibrancy of the southern end, and the western quarter's ruggedness.

Endless opportunities to discover fresh produce, award-winning wineries, breathtaking lookouts, pristine waterways and historical stories make the Grampians region entirely captivating.

1.4 Brand Values

Freedom & Awakening

We create space in our language and imagery to reflect our region's physical and emotional offerings, including the space to breathe and revive the senses.

Adventure & Achievement

Our language and imagery capture the wild ruggedness of our natural surroundings to appeal to the adventurous at heart.

Spirituality & Contribution

Our visuals and language capture the spirit and culture of Aboriginal people, the power of a timeless landscape, and the opportunity to support a regional community.

Inspiration, Imagination & Entertainment

Inspired by nature's glory, we creatively communicate the possibilities to unwind, explore, feast and enjoy in the Grampians.

Togetherness & Connectedness

Whether with family, friends, local businesses or with nature itself, the Grampians' warmth, friendliness and sense of belonging is felt in our tone of voice.

A Magical Time in a Magical Place

Whether for a short stay, holiday or just a day visiting friends and relatives, the Grampians value the times to remember.

1.5 Brand Attributes Unique

Whether you're a wine taster, outdoor explorer or food finder, the Grampians region has an adventure waiting.

With four diverse patches to explore, physical attributes support the brand campaign, some more unique to the region than others.

Diverse & Rugged Landscape:

The Grampians offers escarpments to climb, waterfalls to discover and tracks for adventure. The southern region is home to the largest volcanic plains in the Southern Hemisphere, and the west is known for the Wimmera Plains. It is also home to the iconic Grampians (Gariwerd) National Park, Mt Arapiles and Mt Langi Ghiran.

Grampians Peaks Trail:

Be inspired by the spectacular outlook from the top of Mount Rosea, panoramic views from the Pinnacle Lookout and ancient rock features of the Grand Canyon. The newly established long-distance trail is ready to explore, which can be experienced in its entirety (over 13 days and 12 nights) or at leisure, one day trip at a time.

Wildlife Sightings:

Cross paths with kangaroos, wallabies, echidnas and emus in national parks, along quiet country roads and even on the grounds of your accommodation. Delight in the opportunity to see kookaburras and cockatoos in their natural habitat.

Award Winning Wineries with a view:

Marvel at the rows upon rows of well-used barrels in the hand-dug 1860s cellars at Best's Great Western and get a feel for the rich history of the Grampians and Henty wine regions, home to some of the world's oldest vines and countless award-winning wines.

While a sophisticated range of varietals is produced in our cool climate region, the Grampians is widely known for their elegant and spicy Shiraz, crafted by winemakers that often greet visitors at the cellar door.

Aboriginal Rock Art:

The Grampians (Gariwerd) National Park is Victoria's richest site for Aboriginal rock art. The region has the largest number of rock art sites in southern Australia, and over 85% of Victoria's rock art sites, some dating back more than 20,000 years.

Wildflowers in Season:

Once described as the 'garden of Victoria', the Grampians is home to more than one-third of Victoria's flora, dotted from one side to the other - a breathtaking delight in spring.

1.6 Brand Attributes Supporting

Whilst not unique to the Grampians, supporting attributes strengthen reasons to visit our diverse region.

Olives:

Olive groves create a striking landscape with the region home to some of Australia's oldest (organic) olive groves, which thrive in the Mediterranean-style climate and produce award-winning olive products used in some of the country's best eateries and by avid home cooks.

Events:

Events hosted in the Grampians allow visitors to experience our breathtaking natural assets, diverse communities and local hospitality. The region is home to iconic events, including Grampians Grape Escape, the Stawell Gift and the Dunkeld Races.

Family Fun:

Halls Gap Zoo is Victoria's largest regional zoo exhibiting over 160 native and exotic mammals, reptiles and birds. Whilst the ice creameries in Halls Gap are on every family's bucket list, Venus Baths, MacKenzie Falls and the many walking tracks are also nature-based family favourites.

Towns and Villages:

Discover spots known only to locals in the towns and villages of the region. Rich in history, each community has their own fantastic story to discover. They are also home to many varied retail outlets, producers, artisans and memorable local experiences.

Arts and Culture:

The Grampians region is rich in arts and culture. From art galleries, studios and museums to heritage-listed buildings and volcanic trails, there's something to inspire every taste and style.

Produce:

Local producers are proud of their specialist meat, organic vegetables, free-range eggs, sheep's milk yoghurt, honey and pink salt from our historic salt lakes. And the many local cafes and award-winning restaurants draw on local produce as inspiration for their menus, including the Royal Mail Hotel in Dunkeld, which boasts the largest kitchen garden of its kind in Australia.

Dark Tourism:

Walk through the cavernous wards and halls of the institutions that treated and housed the mentally ill and most hardened criminals. A visit to the imposing Aradale Asylum and the infamous J Ward are experiences not easily forgotten.

Lakes and Waterways:

Blessed with beautiful lakes, rivers, streams, and waterfalls, whether fishing, kayaking, swimming, canoeing, sailing or water skiing, the Grampians has a waterway to accommodate most water-based activities.

1.7 Brand Essence



Attributes Spectacular National Park. Aboriginal culture. Award-winning food & wine. Adventure & family activities. Rich history.

Benefits Accessible. Uncommercialised. Nature. Open spaces. A physical & emotional escape. Freedom.

Values The natural environment. Health & well-being. Physical & spiritual experiences. Community focused. Welcoming.

Personality Adventurous. Active. Entertaining. Spiritual. Natural. Grounded. Authentic. Enlightening.

Essence A place to find inspiration, space & perspective.



2.0 Brandmarks



2.1 Master Brandmark

The Grampians Way (GW) brandmark is a dynamic representation of the region's landscape, Aboriginal culture and tourism attractions.

The Grampians Green represents the primary colour featured in the landscapes across the region. Eucalyptus underpins the palette, from the iconic mountains and peaks to the old red gums that dot the fields and plains.

Please email
marketing@grampianstourism.com.au
for access to the logo suite.

POSITIVE
WORDMARK

THE
Grampians
Way

REVERSED
WORDMARK

THE
Grampians
Way

2.2 Sub-brandmark

Made The Grampians Way

Made The Grampians Way is a sub-brand of The Grampians Way designed to be used as a mark of assurance by local producers and manufacturers. It represents authenticity, quality, sustainability and the often artisan nature of products from the region.

It may be used by local businesses to leverage these attributes in marketing, on packaging or at point of sale.

For information on eligibility and accessing the logo suite, please contact:

Marketing Manager, Grampians Tourism

marketing@grampianstourism.com.au

T 0438 003 162

POSITIVE
BRANDMARK



REVERSED
BRANDMARK



SWING TAG
EXAMPLE



STICKER
EXAMPLE

3.0 Photography



3.0 Photography

Photography is a key component of the visual language of The Grampians Way brand and how the region is represented by stakeholders.

Photography should capture the spirit of adventure and a sense of escape through the use of dramatic light and warm natural tones. It's different here, and our imagery should reflect that.

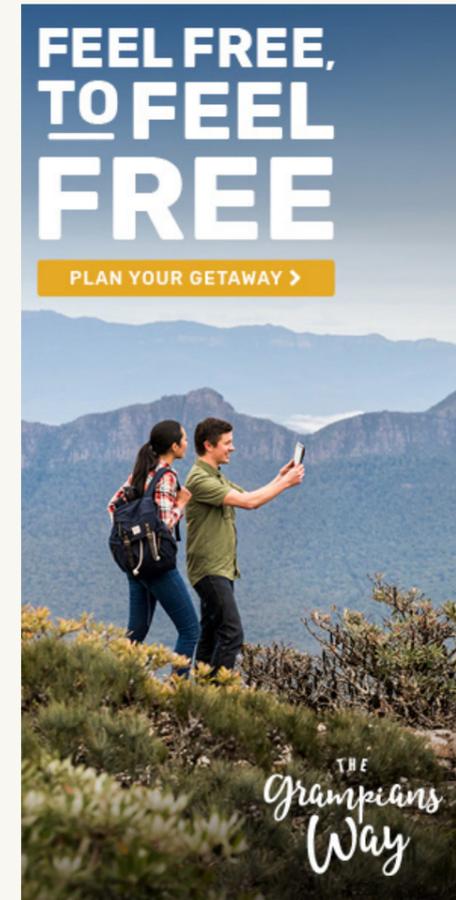
Photography should feel inspirational and authentic. There's nothing artificial about the Grampians region, so the image we convey should not feel staged or posed.



3.1 Brand Application Examples

Digital

These are examples of how the visual language, tone of voice and brand assets come together in digital creative executions.



3.2 Brand Application Examples

Print

These are examples of how the visual language, tone of voice and brand assets come together in printed creative executions.



4.0 Communications



4.1 Brand Voice

A brand voice should be consistent across all marketing channels; the language used should be carefully considered to convey the 'Grampians' brand personality and values in all communications.

Inspirational

Positive

Influential

Aspirational

Conversational

Familiar

Informal

Lively

Thoughtful

Reflective

Warm

Emotive

4.2 Copybank

The Grampians Way - Literal Descriptors

Picture yourself on a road to...

Just down the road yet a world away is...

An adventure of a lifetime is...

Escape peak hour and...

Journey into an ancient landscape....

Your Grampians road trip begins with....

Embrace the freedom to explore and....

Hit the open road.....

Imagine a weekend when you...

Leave it all behind and...

Take the road to....

A spontaneous road trip will have you....

Escape the hustle and bustle...

Down the road and over the hill, you'll find

Closer than you think...

Life's a trip...

Sometimes the most scenic places are found on a detour.

Many of life's great stories start with a road trip.

It's as much about the journey as it is the destination.

Get on the road and go.

No two directions are ever the same.

Everything is ahead of you...

Take a different turn and discover...

Choose The Grampians Way.

It helps to think of a brand as a person. How do we want to make people feel? How should we talk?

Are we natural and unscripted? Are we inspirational and inspiring?

Our brand voice springs from our brand essence and by understanding the Grampians' personality, we can ensure a consistent voice across all communications.

Stakeholders should use the following language guide when writing marketing communications for the Grampians region.

Any reference to 'The Grampians Way' in copy should be title case. Any reference to the Grampians National Park should acknowledge its traditional name, Gariwerd. i.e: Grampians (Gariwerd) National Park.

4.3 Copybank

The Grampians Way - Figurative Descriptors

Make your escape this weekend.

Awaken your sense of adventure.

Experience life unleashed.

Find space, The Grampians Way.

Whether you're looking for adventure or enlightenment, find your zen.

Feel free to feel free.

Find your zen - The Grampians Way.

A journey of discovery awaits.

To some it's a view. To others, perspective.

Discover endless possibilities.

Connect with an ancient culture.

Now's the time for a weekend getaway.

Sip & Savour - The Grampians Way.

Give in to your wanderlust.

Wide open spaces - The Grampians Way.

Make memories - The Grampians Way.

Escape the everyday.

The Grampians Way will leave you breathless.

Escape the mundane.

Take a deep breath and disconnect,

The Grampians Way.

Stakeholders should use the following language guide when writing marketing communications for the Grampians region.

4.4

Copybank Descriptive Words

Stakeholders should use the following language guide when writing descriptive attributes of the Grampians region.

Grampians (Gariwerd)

National Park:

ancient
iconic
spectacular
vast

Waterfalls:

serene
cascading
pristine

Views & Vistas:

stunning
panoramic
expansive plains
wide open space

Aboriginal Culture:

Aboriginal rock art
First Nations' stories
meaningful art stories
rich cultural heritage
connection to Country

History:

wealth of history
captivating
eerie former prison

Mountain Ranges:

rugged ranges
spectacular peaks
rocky ridge tops
unusual rock formations

Parks & Gardens:

beautiful grass surrounds
peaceful public gardens
perfectly manicured

Forests & Bushland

enchanted bushland
cool fern gullies
forests rich in wildlife
lush native forests

Wildlife

native fauna
meet the locals
feathered friends
wildlife sightings

Wildflowers:

vibrant
dazzling displays
unique

Tracks & Trails:

tracks & trails network
bushwalking & trail hiking
destination rides
casual wander

Wineries:

award-winning
picturesque views
elegant reds
vast vineyards
historic
sophisticated

Art:

creative
fascinating
intriguing

Local Produce:

fresh
organic
indulgent
artisan
gourmet

General:

explore
adventure
experience
discover
escape
journey
wander
awaken
savour
unwind
serene

4.5

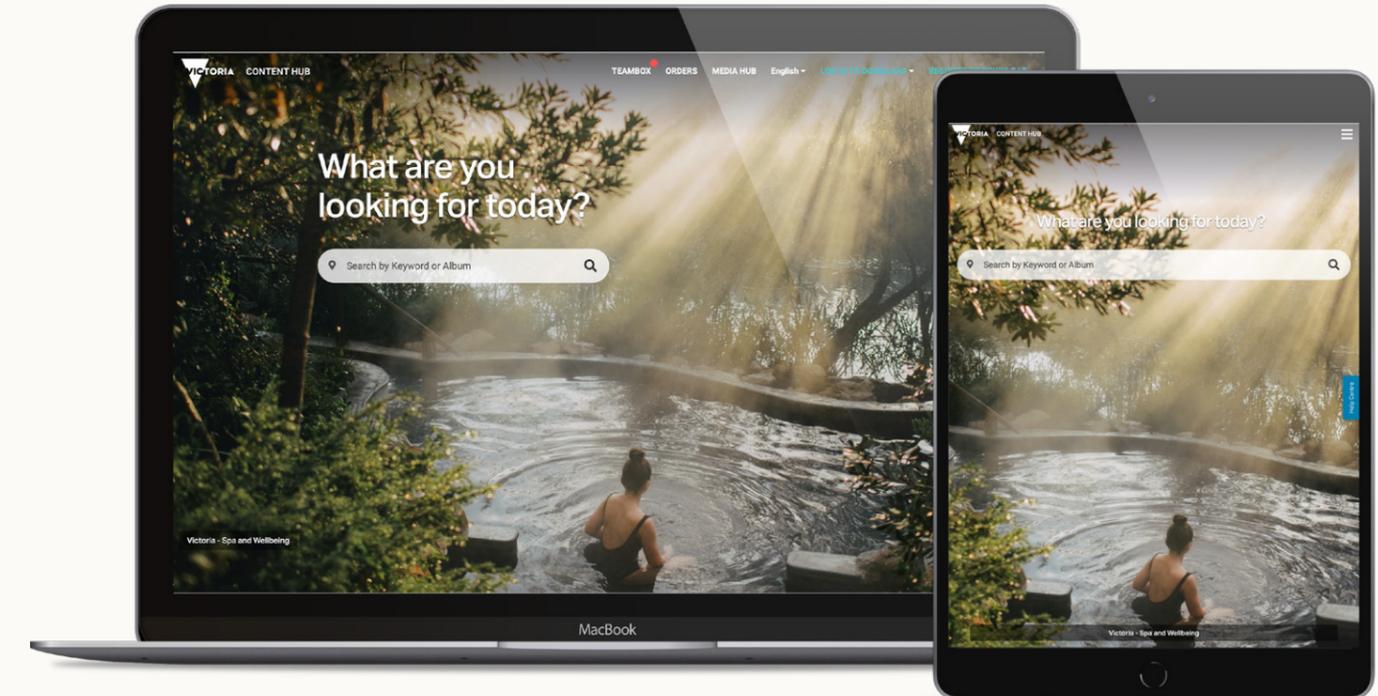
Visit Victoria Content Hub

Visit Victoria offer tourism organisations and other relevant stakeholders a library of image and video content from across Victoria including the Grampians region.

Registering is easy and provides operators with a wealth of imagery that can be used to promote the region.

To register, simply go to:
contenthub.visitvictoria.com

For specific image requests, please email
marketing@grampianstourism.com.au



5.0 Shared Content

5.1 Social Platforms



44K + followers

Annual reach 5.5 million +



44K + followers

Annual reach 5.3 million +



Combined annual reach 10.8 million +

We all play an important role in delivering the brand promise to the region's visitors by conveying our brand personality via the communications, services and experiences we offer.

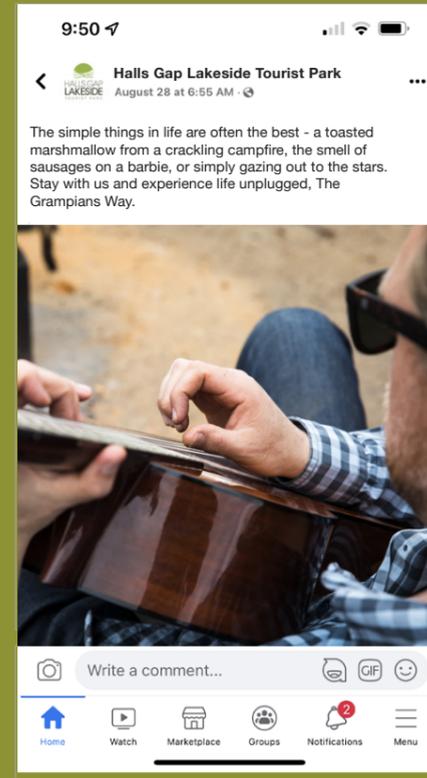
There are many Grampians stories waiting to be told. The simplest way to share your happenings with us is to use **#grampians** and **#TheGrampiansWay**.

We constantly monitor these hashtags. Including this addition to your post grants permission to share your news and broadens your potential audience.

Ensure you connect with us on our social platforms. The more social you become on our channels by sharing content, commenting and liking posts, the more others will learn of our diverse region.

5.2 Promoting Stories

Here are a few examples of how operators and stakeholders can strengthen The Grampians Way message via social media channels. Always include the hashtag #TheGrampiansWay and make sure to use brand-fit imagery.



5.3 Resources

Specific marketing requests are welcomed at marketing@grampianstourism.com.au

ATDW:

Australian Tourism Data Warehouse (ATDW) listings are an essential marketing tool for your business. A listing will increase your online presence and drive traffic to your website.

Your ATDW listings will appear on many travel sites around Australia, including australia.com and destination sites such as visitgrampians.com.au and Visit Victoria's official consumer site visitvictoria.com.

You only have to enter your business or event details once to display your listing on many of ATDW's 200 tourism distributor websites. It's a no-brainer!

Training & Events:

Grampians Tourism provides training opportunities for operators along with conference and networking days. GT partners are also offered discounts across most industry events.

Industry News:

Partners and stakeholders are kept up-to-date with industry news via email newsletters and the Grampians Tourism Industry Facebook Group. In addition, partners and stakeholders are encouraged to share their news within this group, so please ensure you've subscribed to the newsletter and joined our Industry Facebook group.

Website:

The Visit Grampians website is continually being refreshed and developed and the corporate site, grampianstourism.com.au will host content including The Grampians Way Brand Book, this Toolkit and Industry Newsletters.

Official Visitor Guide:

Grampians Tourism welcomes operators to advertise in the Official Visitor Guide.

6.0 Partnerships

Partnerships are essential to the success of our region. Together we can show travellers why our spectacular Grampians region is a 'must visit' destination. Our Industry Partner Program is critical in encouraging continuous industry improvement and delivering destination marketing for the Grampians region.

6.1 Industry Partner Program

We offer various levels of membership, all with many benefits, including:

- Digital presence through visitgrampians.com.au
- Free or heavily discounted tickets to Industry Development programs
- Advocacy and representation to industry peak bodies, including Tourism Australia, Visit Victoria and the Victorian Tourism Industry Council
- Regular industry communication
- Access to destination marketing activity to drive visitation

Industry Partners are also encouraged to increase their international marketing exposure through the Great Southern Touring Route. Prospectus available at grampianstourism.com.au

If you have any questions or would like to make a time to discuss Grampians Tourism Partnerships, please contact marketing@grampianstourism.com.au
T **0438 003 162**.

GRAMPIANS OLIVE CO.

"As a small tourism operator, our partnership with Grampians Tourism allows us to gain exposure not possible on our own. We appreciate being included in their destination campaigns, amplifying our reach to a new audience. The membership also keeps us connected to the bigger picture of what is happening in the industry. Over the years, successive campaigns and media opportunities have helped grow our profile as a unique foodie destination and we have seen increased visitor numbers."

HEATH HOUSE & HEMLEY HOUSE

"Grampians Tourism delivers cost-effective and far-reaching strategic promotional activities with a thorough understanding of our region's key assets, marketing these superbly through a variety of effective brand and acquisition channels. I feel well informed on all matters that GT are working on, and can attest that being a partner creates opportunities to be promoted both nationally and internationally through on-site visits by trade and media and via tourism networking events."

Contact

For more information regarding The Grampians
Way brand guidelines, please contact:

Marketing Manager, Grampians Tourism
marketing@grampianstourism.com.au
T 0438 003 162

Visit
grampians