

# TENTERFIELD - true -

## Brand Guidelines & Style Guide

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## TENTERFIELD. TRUE.

Step out of your imagination and into the unspoilt beauty of Tenterfield.

It's humble, it's authentic, **it's true.**

# TABLE OF CONTENTS

|                                                     |          |                                     |           |
|-----------------------------------------------------|----------|-------------------------------------|-----------|
| <b>About this guide</b>                             | <b>4</b> | <b>Brand Execution Guide</b>        | <b>13</b> |
| <b>Understanding our consumers</b>                  | <b>5</b> | Logos                               | 13        |
| Who we target                                       | 5        | Logo Variants                       | 14        |
| What we want the audience to do                     | 6        | Legibility & Placement              | 15        |
| How we want the audience to feel                    | 6        | Space & Size, Don't                 | 16        |
| <b>New England High Country Brand</b>               | <b>7</b> | Partnership Logos & Co-Branding     | 17        |
| <b>Tenterfield Brand: Background &amp; Overview</b> | <b>8</b> | Creative Inspiration: Mood Board    | 18        |
| Brand Tenterfield                                   | 8        | Brand Colours                       | 19        |
| Building the Positioning: Experience Pillars        | 9        | Typography                          | 20        |
| Creative Platform: Tenterfield True                 | 10       | <b>How to Represent the Brand</b>   | <b>21</b> |
| Tenterfield True Brand Story                        | 11       | Language / Tone of Voice            | 21        |
| Bringing Tenterfield True to Life:                  |          | Photographic Style                  | 22        |
| The Role of our Locals                              | 12       | Brand Creative - Digital            | 23        |
|                                                     |          | Brand Creative - Print & Collateral | 24        |
|                                                     |          | How Community can use Brand         | 26        |
|                                                     |          | <b>Connect with Tenterfield</b>     | <b>27</b> |
|                                                     |          | <b>Contact</b>                      | <b>28</b> |

# ABOUT THIS GUIDE

## What is this document and why was it created?

These guidelines were established by Tenterfield Shire Council as a means of defining the tone of voice, communication style and visual requirements for marketing the Tenterfield region as a tourism destination, including the key experience pillars and core target consumers.

The overarching goal is to promote the visibility of Tenterfield and differentiate it to potential visitors in a crowded market as a quality destination.

Creating an emotional connection with people, marketing a consistent brand identity, and growing overnight visitor numbers, stay and spend for year-round and event tourism, as well as support investment in a vibrant business sector, with new economic development activity and growth of new business.

## How to use this guide

The purpose of this guide is to ensure that the new Tenterfield brand is maintained to the highest standard. The integrity of the brand relies strongly on the consistent and accurate application of its visual elements across all mediums.

The aim of this document is to make it as easy and convenient as possible for you to promote the Tenterfield region in your market.

To ensure the continued success of Tenterfield's marketing and to uphold the strength of our united image.

## Who should use this guide

### Tenterfield Shire Council staff

- To familiarise themselves with the Tenterfield brand look and feel
- To ensure all visual communication fits within the Brand Style Guidelines
- To work collaboratively with contractors and suppliers to ensure Brand Style Guidelines are understood and adhered to
- To identify appropriate logos and support files for industry partners

### Designers, Creative and Advertising Agencies

- To ensure Brand Style Guidelines are adhered to and to source appropriate digital artwork files to produce material on behalf of Tenterfield and its partners

### Industry and sponsorship partners and other relevant government bodies

- To assess appropriate logo use in marketing and corporate material



# UNDERSTANDING OUR CONSUMERS

## WHO WE TARGET

### Geographic:

- Domestic: self-drive market
- Brisbane & southeast Queensland: 3.4 million
- Northern NSW/Northern NSW: 300,000

### Generational Segments:

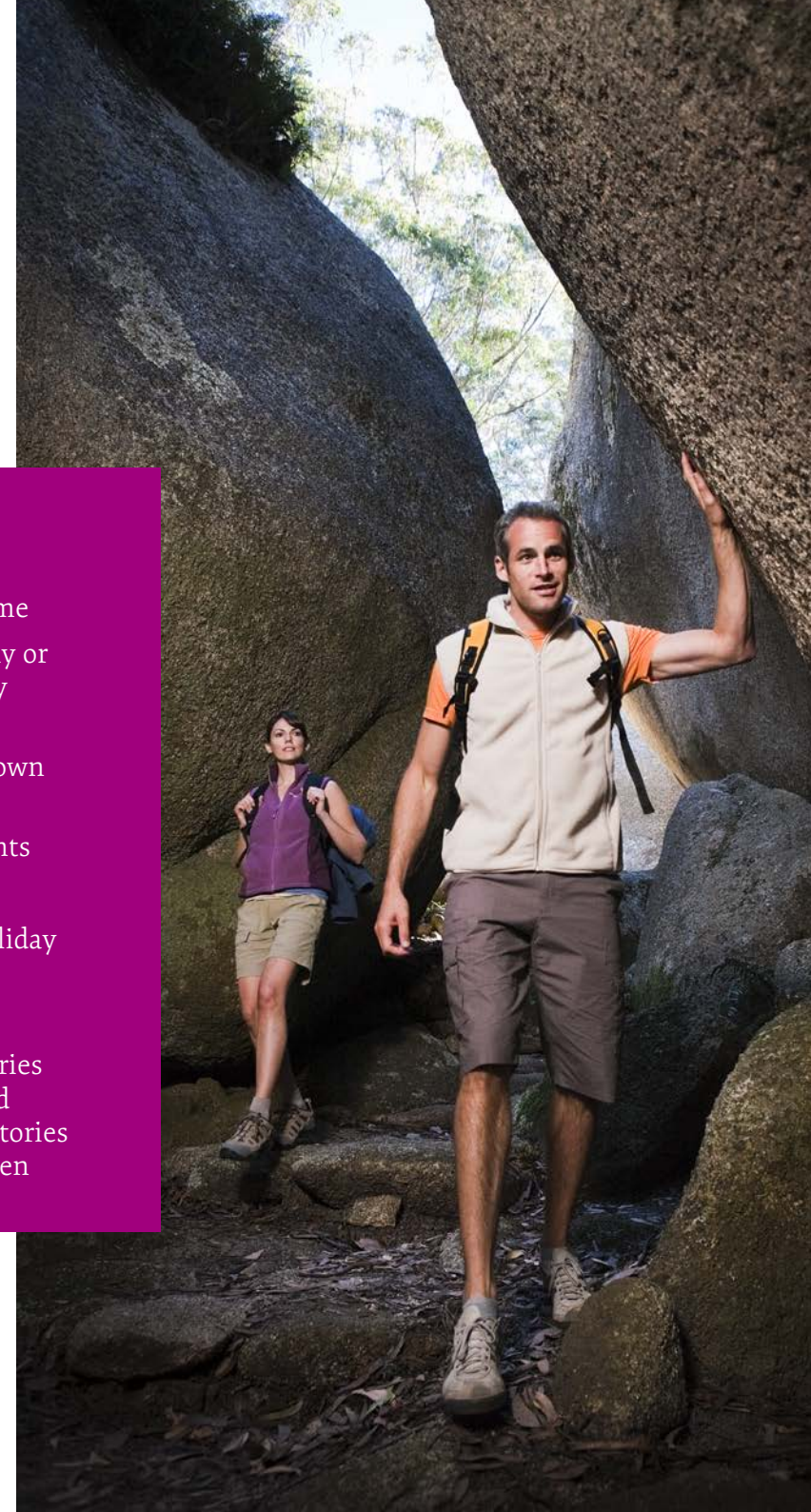
- Millennials friend groups: 19 – 29 years
- Gen X Families: 33 – 52 years with children
- Baby Boomers: 47 – 65 years

### Values Segments:

- Conventional Family Life
- Real conservatism
- Young Optimism
- Visible Achievement
- Socially Aware
- Traditional Family Life

### Enlightened Visitor:

- Educated
- Above average income
- Travel independently or small friends/family group
- Likes to book their own trips
- Enjoys regional events
- Interest in culture
- Open to taking a holiday out of season
- Seeks adventure
- People who love stories and experiences and ready to share the stories of where they've been



## WHAT DO WE WANT THE AUDIENCE TO DO?

- Become ardent fans of the town and surrounds, advocate and share their experiences on social media and even consider moving to Tenterfield to start a business/ grow a family
- Support and share marketing via image based media: Instagram, Flickr, Pinterest
- Build a national community of 'honorary' Tenterfield citizens, through which an on-going emotional connection with the town is created
- Increase visitation, increase length of stay and increase visitor spend
- Year-round visitation based around the seasons and participation in a vibrant calendar of events

**“I want to  
visit, stay &  
share my  
experience”**

## HOW DO WE WANT THE AUDIENCE TO FEEL?

- Comfortable: immediately at home, a sense of belonging
- Inspired: a part of something bigger
- Connected: to the place, its landscape, history, spirit and identity
- In love: an instant magnetic attraction
- Relaxed: on “Tenterfield time”
- Seen: greeted like an old friend (tip the hat)
- Accepted: a part of the community
- Warm: can't help but smile

**“I feel  
like I could  
easily  
live here!”**

# NEW ENGLAND HIGH COUNTRY BRAND

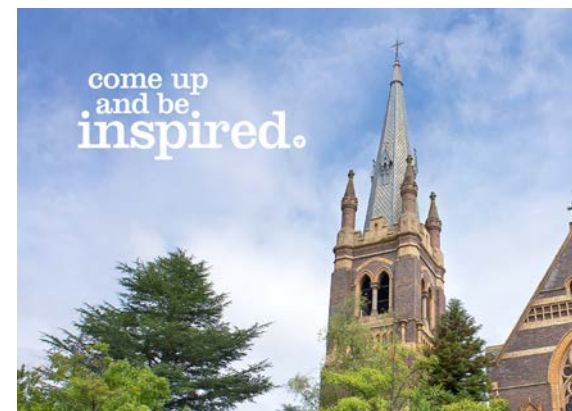
Tenterfield is a proud partner of New England High Country and both brands will work together to build the profile of the region.

New England High Country boasts spectacular waterfalls, gorges, world-heritage national parks, cool-climate vineyards and a fascinating and diverse cultural heritage. Canyoning, mountain biking, birdwatching, trout fishing and other outdoor adventures take on an exciting new dimension up high. And you'll be delighted all over again when you come inside to discover our galleries, museums, fine food and wine. Come up and see us soon!

## Brand Promises

- Come up and play
- Come up and be inspired
- Come up and feel alive
- Come up and see the colour
- Come up and discover a jewel

Further details regarding using the two brands together are given on page 19.





# TENTERFIELD BRAND: BACKGROUND & OVERVIEW

## BRAND TENTERFIELD

### BRAND PROMISE

So good I could easily live here!

### BRAND VALUES

**We're real & true:** Our town & shire have a sense of soul

**We're grounded & authentic:** Our town & shire have an endearing and down-to-earth quirkiness

**We're welcoming:** Our town and shire are a great mix of nostalgia & contemporary

**We're friendly:** Our town & shire offer an escape from the stresses & perils of modern society

**We are fresh and open:** Our town and shire are much loved & cared for

**We're positive, optimistic & resilient:** Our shire is delightful (full of delights)

**We're a strong, connected community:** We treasure the simple things in life

**We're respectful & courteous:** You are 'somebody' to us – we value living in a small, caring community

### BRAND ATTRIBUTES

Our experience pillars and assets.



# BUILDING THE POSITIONING: EXPERIENCE PILLARS



## WILDERNESS/NATIONAL PARKS

Bald Rock, Boonoo Boonoo, Beautiful Rivers, Scenic Lookouts, World Heritage National Parks, Stunning Nature



## AUSTRALIAN HISTORY

Federation & Sir Henry Parkes, Bushrangers, Tenterfield Saddler, Banjo Patterson/Alice Walker, Railway history



## EVENTS

Regional Food & Wine



## SEASONS

Autumn, Winter, Spring, Summer



## SMALL TOWN SOUL

Gracious, Non-Commercial, Big Trees, School of Arts, Genuine People, Boutique Shopping



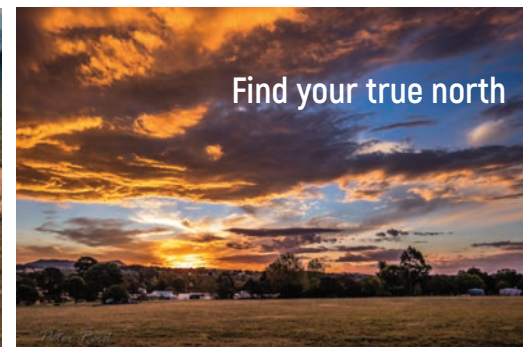
## LOCATION

Proximity to North Coast NSW, Brisbane / SE Queensland, North-east New England



# CREATIVE PLATFORM: TENTERFIELD TRUE

Tenterfield True is a living brand that is about connecting visitors with Tenterfield's unique sense of time and people. It's genuine, real, full of soul... it's TRUE. This is our emotional translation of the brand positioning, distilled into a single phrase.





# TENTERFIELD TRUE BRAND STORY

**Step out of your imagination and into the unspoilt beauty of Tenterfield. It's humble, it's authentic, it's true.**

Located in the New South Wales high country, Tenterfield offers the trifecta of countryside, national park and history, enticing travellers with its genuine stories, people and adventures.

Distinguished by its warm hospitality and earthly delights, Tenterfield is full of simple, honest treasures waiting to be found.

Here, you're on Tenterfield time; time to reconnect, time to explore and time to enjoy life's simple pleasures. Tenterfield will make you feel right at home.

Three hours from Brisbane and across the range from New South Wales' northern rivers, this town inspires with its alpine summers, vibrant autumn reds, white-frosted winters and floral springs.

Adventure seekers, history buffs and boutique lovers alike are bound to find something that speaks to their true soul in this town cocooned by national parks.

The streets are lined with heritage-listed buildings from bygone years, which match the inspiring homewares and antiques you'll find within them.

Stop by the Sir Henry Parkes School of Arts Tenterfield and you'll find yourself in the original hall where Sir Henry Parkes delivered his famous speech calling for the federation of the colonies.

If walls could talk, these buildings would have a story or two to tell, but none more so than the original Tenterfield Saddler (est 1870), which has been captured in the lyrics of Peter Allen, "time is a traveller"

Pubs, cafes and paddock-to-plate events showcase the exceptional local produce like poultry, pork, nuts and blueberries, adding to this town's warm and inviting nature.

But it's the geographical surroundings that really arouse the appreciation for this humble town and give visitors the chance to ground themselves with nature.

National parks and state forests encase this town with lush green forests, woodland canopies, cascading waterfalls and enticing swimming holes, all just waiting to be explored.

From calming, creek-side walks in the centre of town, to exploration of the scenic rugged landscapes of the surrounding national parks – Bald Rock, Boonoo Boonoo, Basket Swamp, Capoompeta, Koreelah, Tooloom, or Washpool – activities range from slow ambles to adrenaline inducing ones.

Bushwalkers will be rewarded with breath-taking views of the fascinating landscape, none quite as spectacular as the panoramic views from the largest exposed granite monolith in the Southern Hemisphere at Bald Rock National Park, or the unique granite formations, which can be seen along the scenic drive to Mount Mackenzie.

Mix history and adventure to explore the hidden caves, walk in the footsteps of bushrangers, stroll along the boutique-lined Main Street, or take a scenic drive up one of the besieging mountains.

And that's just the beginning of what you'll find. It's time you discovered. Tenterfield. True.

# BRINGING TENTERFIELD TRUE TO LIFE: THE ROLE OF OUR LOCALS

**Everyone living in the Tenterfield Shire will now own and influence the brand in one way or the other**

A modern social brand activation program will:

- connect, communicate, and lead discovery of the Tenterfield Shire
- support the gathering and sharing stories
- connect and share what's great about Tenterfield to visitors before they arrive, after they arrive and after they've gone home

Tenterfield TRUE LOCAL is a community-fuelled brand activation program dedicated to helping people find Tenterfield, visit Tenterfield and spread the brand message via the warm welcoming support of our locals. It's focused on connecting with visitors on social media before they arrive and while they are visiting. It's also as simple as offering visitors a warm and inspiring welcome, some ideas about what to do and showing them why Tenterfield is so special. It's the human connection and the invitation to live like a local that makes this brand activation program special.





# BRAND EXECUTION GUIDE

## LOGO

**TENTERFIELD**  
**- true -**

## LOGO VARIANTS

TENTERFIELD  
- true -

TENTERFIELD  
- true -

TENTERFIELD  
- true -

TENTERFIELD  
- true -

TENTERFIELD  
- true -

TENTERFIELD  
- true -



## LEGIBILITY

### Dark backgrounds

Use white 'Tenterfield True' logo or white transparent stamp logo.



### Complex backgrounds

Use white-backed stamp logos.



### Light backgrounds

Use grey or orange 'Tenterfield True' logo or grey or orange transparent stamp logos.



## PLACEMENT

Logos should be placed towards the top or bottom corners of imagery, with appropriate clear space around the logo.



In some cases, placement might suit a central position

*(example below)*



## SPACES & SIZE



### Clear space around logo

The length of the “-” determines logo clearance.  
Use same ratio to determine logo clearance on all formats.



### Minimum size of reproduction

15mm min height.

## DON'T



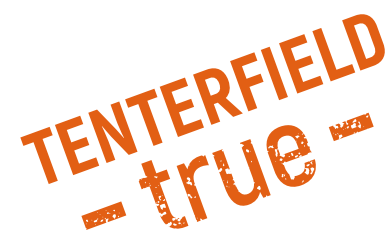
**Stretch or compress the logo**  
Horizontally or vertically



**Use the transparent stamp**  
on a complex or similarly coloured background



**Colour other than specified**



**Rotate the logo**



# PARTNERSHIP LOGOS & CO-BRANDING

## Destination NSW

Refer to Destination NSW Logo Use Handbook for specific logo guidelines and examples.



## Tenterfield Shire Council

The Tenterfield True and Tenterfield Shire Council logos can be used side by side in any application. Ensure spacing guides are adhered to.

**TENTERFIELD**  
- true -



## New England High Country

Refer to the New England High Country 'Our Brand' document for clear co-branding guidelines, including:

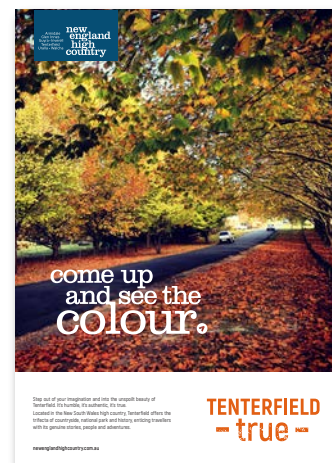
1. Local or regional specific tourism campaigns

The collateral would be NEHC branded but using the town / community logo as the main brand. (Example 1)

2. Community campaigns

The NEHC brand guidelines need not limit or interfere with the design or 'look and feel' of the collateral.

Here the NEHC is a co-brand and would be used to simply reinforce that we're part of New England High Country. (Example 2)



1.



2.

# CREATIVE INSPIRATION: MOOD BOARD

## NATURAL VIBRANT TRUE

The inspiration for Tenterfield is in capturing the essence of the surrounding landscape and natural highlights of the region.

The soul of the brand is rustic and raw, yet flamboyant with pops of strong colours that come and go with the seasons.

Whilst the brand is a little rough around the edges, this texture hints at a long woven history and a town with a story to tell.

The lettering style is modestly clean and simple.

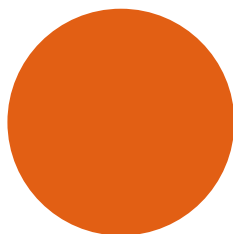
Tenterfield. True.



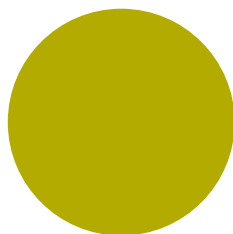


# BRAND COLOURS

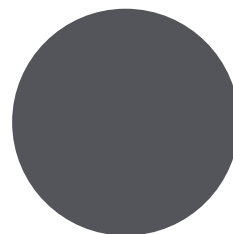
Tenterfield brand colours are drawn directly from the vibrant landscape and natural features of the Tenterfield region, including national parks, waterfalls, creeks and rivers. From colourful splashes of orange and purple in Autumn, to clear blue skies, lush green grass and Bald Rock's gorgeous gradient of greys.



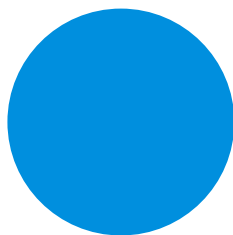
PANTONE 1595C  
CMYK 0, 71, 100, 3  
RGB 216, 96, 24  
#D86018



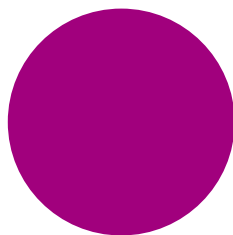
PANTONE 383C  
CMYK 29, 1, 100, 18  
RGB 168, 173, 0  
#A8AD00



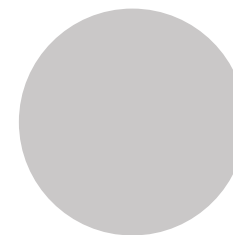
PANTONE Cool Grey 11C  
CMYK 44, 34, 22, 77  
RGB 83, 86, 90  
#53565A



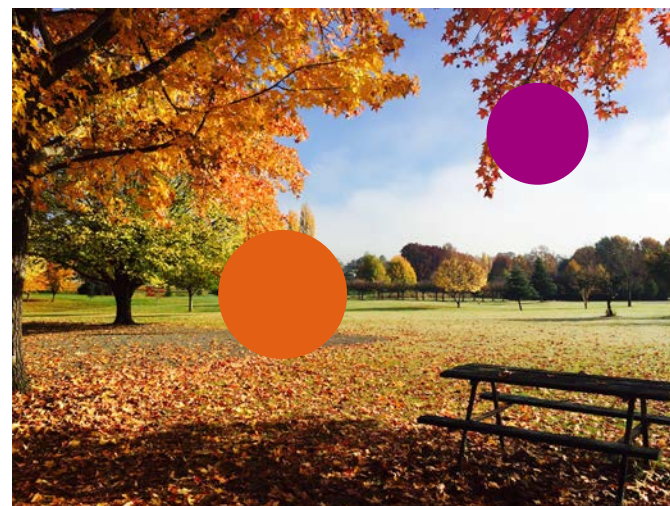
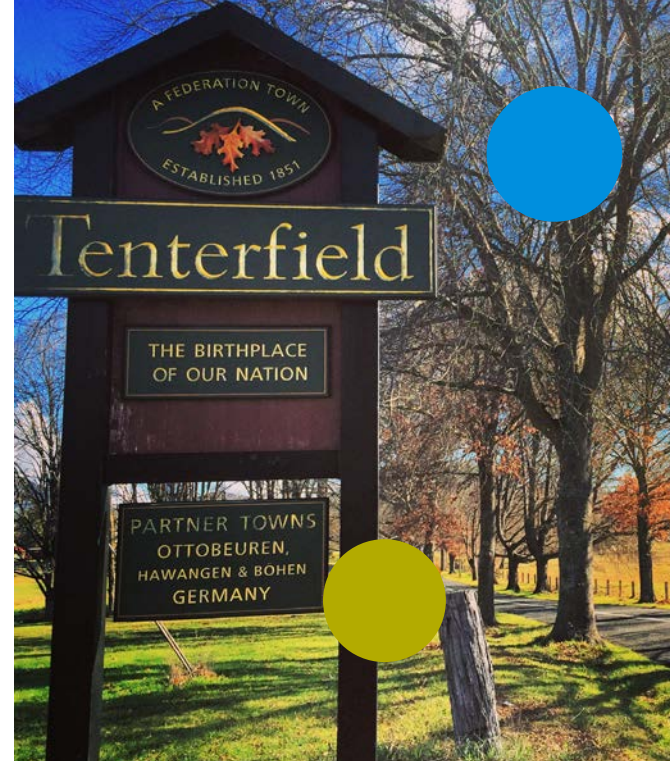
PANTONE 279C  
CMYK 68, 34, 0, 0  
RGB 65, 143, 222  
#418FDE



PANTONE 2415C  
CMYK 38, 100, 0, 6  
RGB 158, 0, 126  
#9E007E



PANTONE 420C  
CMYK 6, 4, 7, 13  
RGB 199, 201, 199  
#C7C9C7





# TYPOGRAPHY

Typography is a powerful brand tool when used consistently.

This set of typefaces represent the Tenterfield brand with a simple bold headline font, and a classic country style serif body copy font.

## AKROBAT

Use for headlines.

Upper case for headlines and sentence case for sub headings

## AKROBAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()-\_+=

## EXPO SERIF PRO

Use for body copy.

Sentence case

## Expo Serif Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()-\_+=

# HOW TO REPRESENT THE BRAND

## LANGUAGE/TONE OF VOICE

The style and tone of voice for crafting Tenterfield True copy should be:

- Not too formal (real)
- Descriptive (use lots of adjectives)
- Warm and inviting
- Friendly and personable
- Laid back
- Authentic (not hard sell)



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It's time you discovered. Tenterfield. True.



# PHOTOGRAPHIC STYLE AND WHAT MAKES A GREAT HERO IMAGE

Photography helps bring the Tenterfield True brand to life. There is no better way to visually portray Tenterfield's assets and hero experiences than through vibrant and immersive photographic imagery.

To showcase the natural, cultural and historic features of Tenterfield, ensure photography selection is driven by seasons, colours, textures, landscapes and people.

Where possible ensure sunny weather, bold colours and people from within the target audience profile.

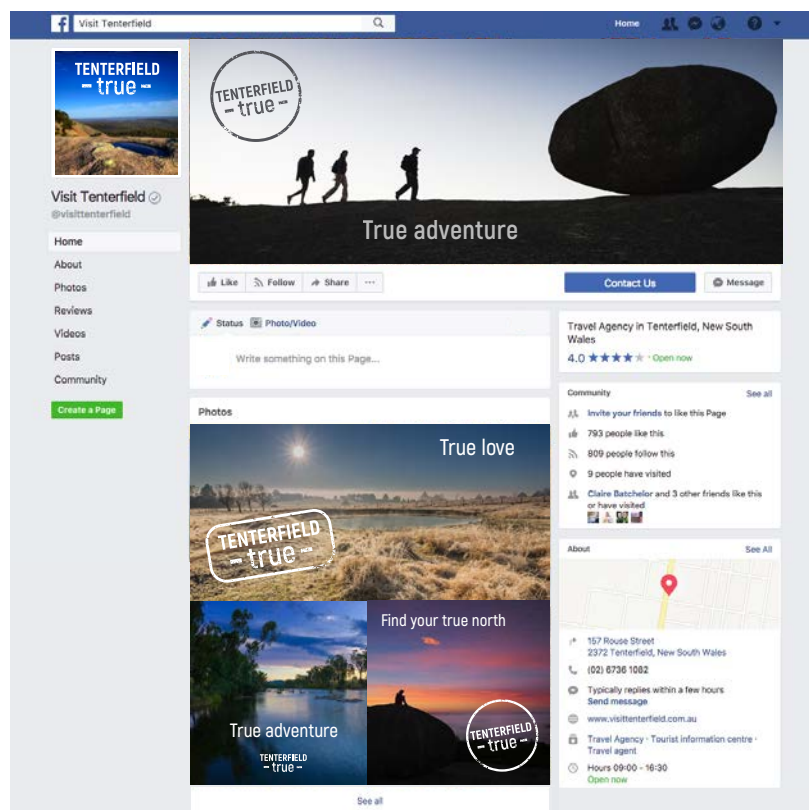


# BRAND CREATIVE - DIGITAL

## Social Media Profile Images



## Facebook Banner Images & Social Posts



## Logo

The stamp logo was designed with social media in mind. It provides a casual way to stamp the Tenterfield brand across a range of imagery.

## Messaging

Digital text should utilise the 'True...' style of slogans. (Examples on page 11.)



# BRAND CREATIVE - PRINT & COLLATERAL



Bumper Stickers



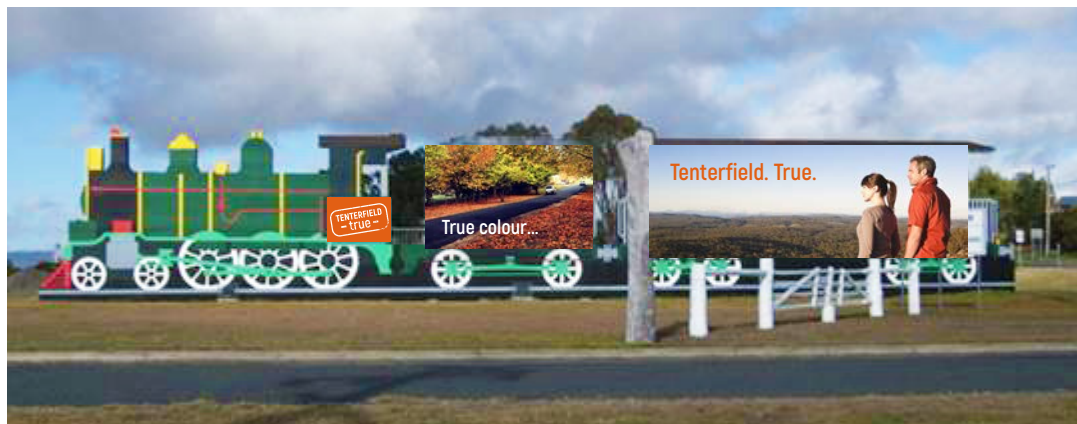
Magnets



Full Page Ad



Village Signs



Billboard



Visitor Guide

## BRAND CREATIVE - PRINT & COLLATERAL





# HOW COMMUNITY CAN USE THE TENTERFIELD TRUE BRAND

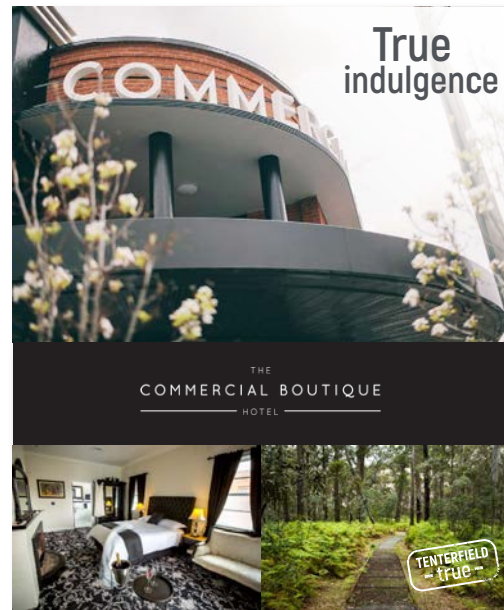
Tourism operators and businesses within Tenterfield Shire may use the Tenterfield True brand to enhance cohesiveness of promotional activity within the region.

This includes:

- Offers & Deals
- Flyers & Brochures
- Social Media Graphics
- Merchandise
- Decals

Use of the brand and the 'true' promise requires strict adherence to these brand guidelines including logo formats, spacing and sizing and fonts.

It is recommended that any use of the Tenterfield True brand is submitted to Tenterfield Shire Council marketing for feedback and approval.



**Example of how a local business could use the Tenterfield True brand**

# CONNECT WITH TENTERFIELD

## #tenterfieldtrue

Connect with us on Facebook and Instagram using our official hashtag #tenterfieldtrue.



[facebook.com/visittenterfield](https://facebook.com/visittenterfield)



[@visittenterfield](https://www.instagram.com/visittenterfield)



[@tenterfieldaus](https://twitter.com/tenterfieldaus)

# CONTACT

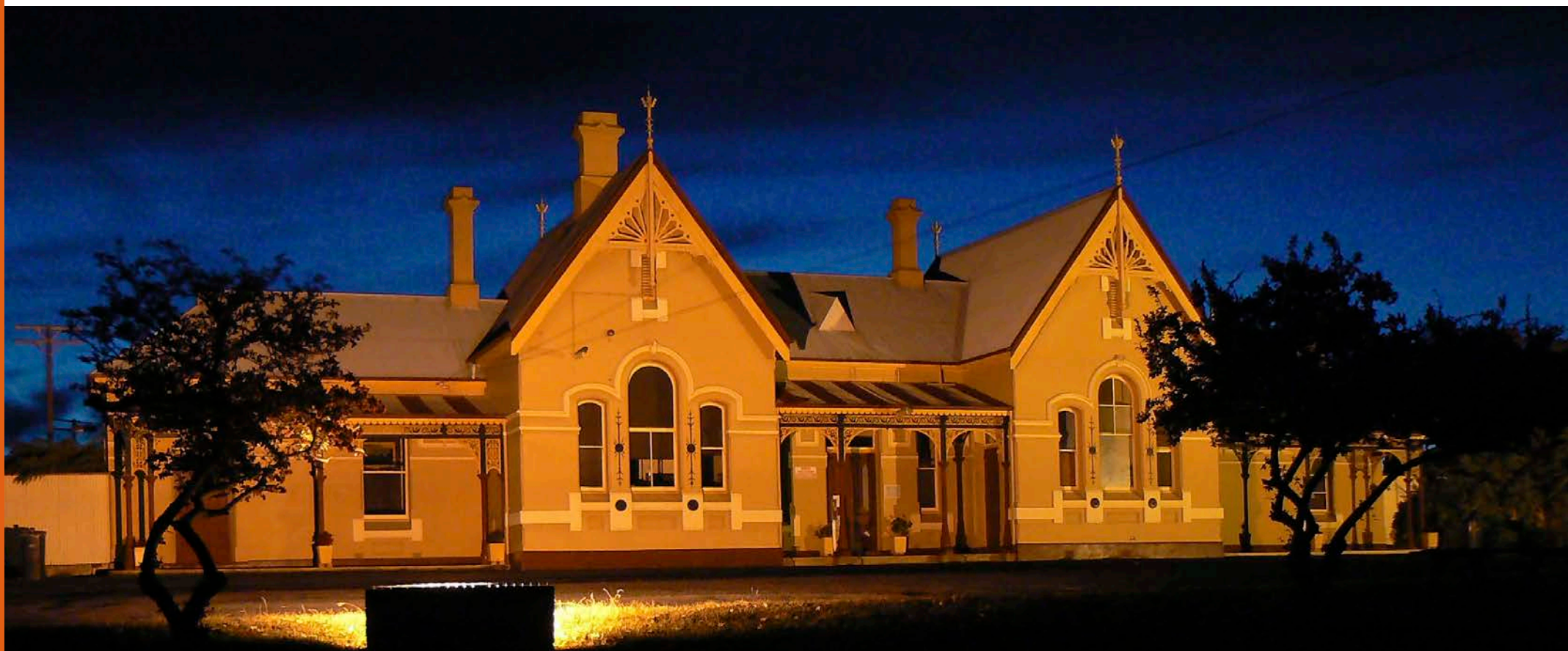
Phone: (02) 6736 6000

Fax: (02) 6736 6005

Free Call: 1300 762 400 (Landline Only)

Postal address: PO Box 214, Tenterfield NSW 2372

Email: [council@tenterfield.nsw.gov.au](mailto:council@tenterfield.nsw.gov.au)





**TENTERFIELD**  
**- true -**