

THE **HEART**  
OF VICTORIA



Brand identity guidelines

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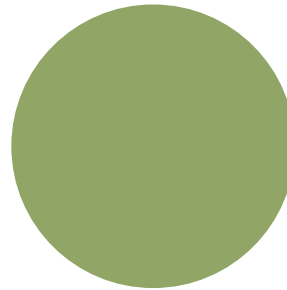
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# MASTERBRAND LOGO

## Primary colour palette

The primary colour palette should be used when referring to the Goulburn River Valley region as a whole.

It speaks for the 4 shires of the region or when more than one region are being represented at any one time.



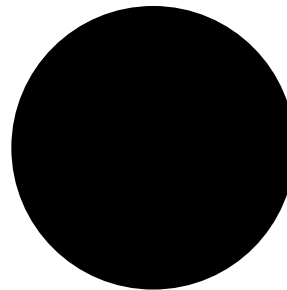
### **The Heart of Victoria Green**

PMS 7496 GREEN

C. 40 M. 0 Y. 100 K. 38

R. 117 G. 144 B. 37

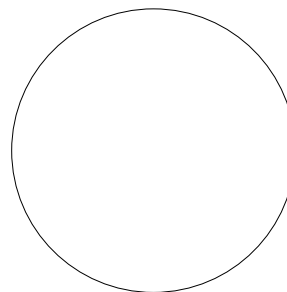
Hex. #759025



### **The Heart of Victoria Black**

C. 0 M. 0 Y. 0 K.100

R. 0 G. 0 B. 0



### **The Heart of Victoria White**

C. 0 M. 0 Y. 0 K.0

R. 255 G. 255 B. 255

## Introduction

### Logo

The "Heart of Victoria" is a graphic vector masterbrand logo.

The shape of a heart divided into 4 parts representing each of the 4 shires in the Goulburn River Valley region - Greater Shepparton, Strathbogie, Murrindindi and Mitchell.

The composition of the logo depicts relevant natural features of the region; sun, hills, fields and trees - all associated with recognised aspects of the region.

The text "The Heart of Victoria" is the positioning statement for Goulburn River Valley region. The '*heart symbol*' and '*HOV positioning*' is to be applied across various Goulburn River Valley communications, documentation and commercial applications for wide and varied third party businesses.

## THE **HEART** OF VICTORIA



# MASTERBRAND LOGO - VERTICAL

Mono positive and negative logos

In a limited number of applications a solid black version or solid white version of the "Heart of Victoria" logo can be used.



# MASTERBRAND LOGO - HORIZONTAL

Mono positive and negative logos

In a limited number of applications a solid black version or solid white version of the "Heart of Victoria" logo can be used.

No colour text to be used in this mono application.



# MASTERBRAND LOGO - VERTICAL

Colour positive and colour negative logos

THE **HEART**  
OF VICTORIA



VERSION 1

Colour logo with black text.

THE **HEART**  
OF VICTORIA



VERSION 2

Negative colour logo with reverse white text.

THE **HEART**  
OF VICTORIA



VERSION 3

Colour logo with black text and masterbrand color "HEART" text

# MASTERBRAND LOGO - HORIZONTAL

Colour positive and colour negative logos

The "Heart of Victoria" masterbrand logo can be used in landscape format for particular applications.

Colour use rules apply as per the masterbrand vertical logo.



VERSION 1

Colour logo with black text.



VERSION 2

Negative colour logo with reverse white text.



VERSION 3

Colour logo with black text and masterbrand colour "HEART" text



# MASTERBRAND LOGO - VERTICAL

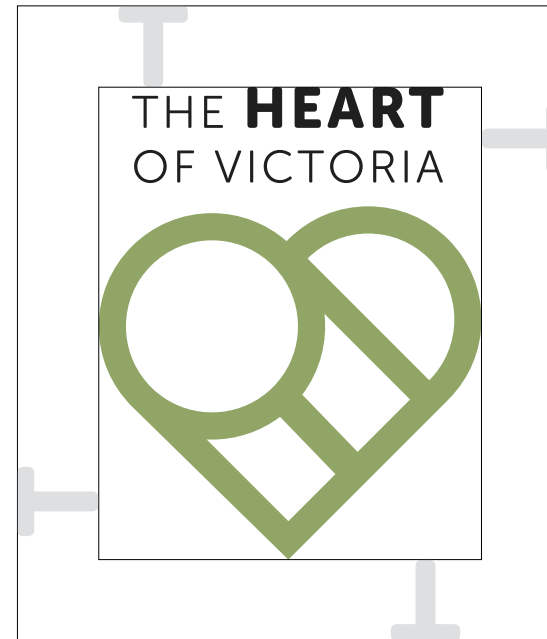
## Minimum clear space and minimum size

### Minimum clear space

The masterbrand logo should always have breathing space. This can be determined by the height x 200% of the capital "T" in the word HEART.

### Minimum size

The first practical requirement of any logo is that it can be clearly seen. Ensure the "Heart of Victoria" logo is not used smaller than 25mm.



Clear space is 200% x HEART letter height



Minimum size - 25mm



Too small - text illegible

# MASTERBRAND LOGO - HORIZONTAL

## Minimum clear space and minimum size

### Minimum clear space

The masterbrand logo should always have breathing space. This can be determined by the height x 200% of the capital "T" in the word HEART.

### Minimum size

The first practical requirement of any logo is that it can be clearly seen. Ensure the "Heart of Victoria" logo in horizontal format is not used smaller than 25mm.



Clear space is 200% x HEART letter height



Minimum size - 25mm

# MASTERBRAND LOGO

Do nots x

Always present the masterbrand logo in one of the colour variants shown in this guide - never distort or separate the typography or graphic symbol.

THE **HEART**  
OF VICTORIA



x Do not squash the masterbrand logo

THE **HEART**  
OF VICTORIA



x Do not stretch the masterbrand logo

THE **HEART**  
OF VICTORIA



x Do not distort the masterbrand logo

THE **HEART**  
OF VICTORIA



x Do not put the Masterbrand logo in a box or any other shape.

THE **HEART**  
OF VICTORIA



x Do not use the masterbrand logo text under the heart graphic.

THE **HEART**  
OF VICTORIA



x Do not remove the main text

THE **HEART**  
OF VICTORIA

x Do not use the main text on it's own

THE **HEART**  
OF VICTORIA



x Do not use the masterbrand logo in other colors (that have not been specified in these guidelines)

THE **HEART**  
OF VICTORIA



GOULBURN RIVER VALLEY

x Do not use the masterbrand logo in other colors (that have not been specified in these guidelines)

THE **HEART**  
OF VICTORIA

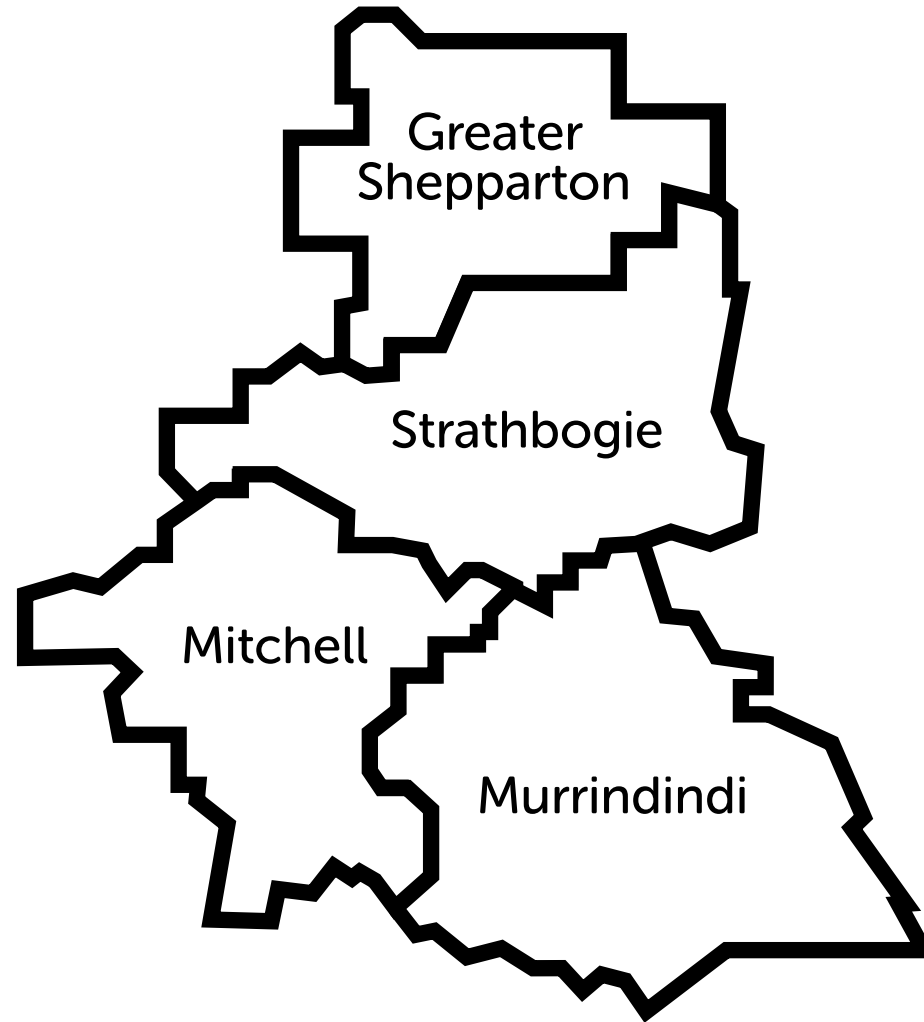


x Do not use logo less than 25mm, revert to horizontal logo

# SUB-BRAND

## Our Shires

The "Heart of Victoria" masterbrand logo is representative of the four shires within the Goulburn River Valley region.

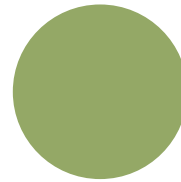


# SUB-BRAND LOGO

## Secondary colour palette

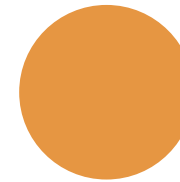
The secondary colour palette for sub-brand logo has been allocated for use across the four Shires - colours should not be interchanged and used only as allocated.

If one or more of the shires is to be represented at the same time revert to masterbrand colour palette.



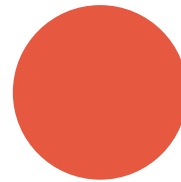
**GOULBURN RIVER VALLEY  
MASTERBRAND**

PMS 7496 GREEN  
C. 40 M. 0 Y. 100 K. 38  
R. 117 G. 144 B. 37  
Hex. #759025



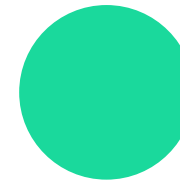
**Strathbogie**

PMS  
C. 9 M. 46 Y. 84 K. 1  
R. 229 G. 150 B. 66  
Hex. #E59642



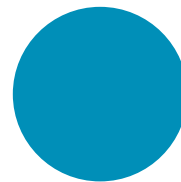
**Mitchell**

PMS  
C. 5 M. 77 Y. 79 K. .5  
R. 229 G. 89 B. 64  
Hex. #E55A42



**Murrindindi**

PMS  
C. 66 M. 0 Y. 55 K. 0  
R. 26 G. 217 B. 156  
Hex. #1AD99C



**Greater Shepparton**

PMS  
C. 81 M. 30 Y. 18 K. 2  
R. 22 G. 144 B. 182  
Hex. #1690B6

# SUB-BRAND LOGO - VERTICAL

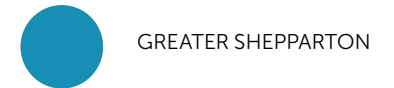
Nominated colours for the four shires of Goulburn River Valley

The four Shires that make up the Goulburn River Valley region have been allocated specific colours to be used as the masterbrand logo when being used in any marketing/branding applications for those specific shires.

The word "HEART" can be in the corresponding shire colour as the heart graphic when used in specific shire branding applications but remain black for all other applications.



## SHIRE COLORS



# SUB-BRAND LOGO - HORIZONTAL

## Horizontal logo

The four Shires that make up the Goulburn River Valley region have been allocated specific colours to be used as the masterbrand logo when being used in any marketing/branding applications for those specific shires.

The text can remain black according to the logo application.



# MASTERBRAND LOGO - HORIZONTAL

Horizontal logo with coloured 'HEART'

The word "HEART" can be in the shire colour also when used in specific shire branding applications but remain black for all other applications.



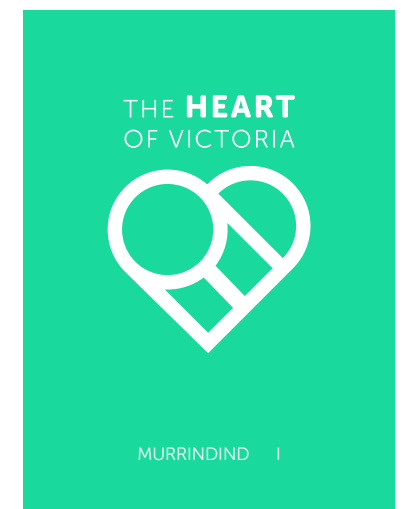


# SUB-BRAND LOGO

## Supported logo

The "Heart of Victoria" masterbrand can be used as negative reverse white on the shire colour backgrounds along with the shire name also in reverse white.

Masterbrand logo and text is always white in negative colour applications.



## Museo Sans Rounded

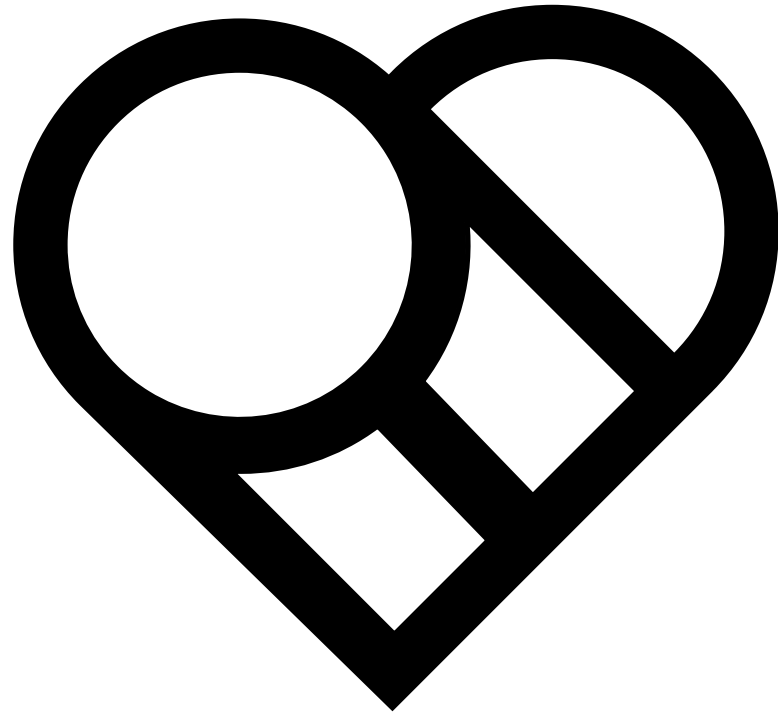
Museo Sans Rounded is typeface for the masterbrand logo and associated corporate applications. Use masterbrand color palette choices only.

MuseoSans Rounded comes in a full family of weights, and all of these may be considered for used in applications and layouts.

Museo sans  
rounded 300

THE **HEART**  
OF VICTORIA

'HEART'  
Museo sans  
rounded 900



## Museo rounded

MuseoSans rounded comes in a full family of weights, and all of these may be considered for used in applications and layouts.

Please check with design agency for most suitable application.

Best. Design to Life.  
1/249 Chapel Street  
Prahran 3181

Contact  
Nick Pickering 0412 880 725

### Museo Sans Rounded 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

### Museo Sans Rounded 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

### Museo Sans Rounded 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

# MASTERBRAND LOGO

## Using masterbrand logo with partner logo

The "Heart of Victoria" masterbrand logo can be used alongside the "Goulburn River Valley" logo when required in various applications.

The masterbrand logo is centred above partner logo and placement depends on the document format.

Corporate colors to be used for both logos on white background or negative white on dark solid or photographic backgrounds.



# MASTERBRAND LOGO

Primary logo with partner logo

Example of masterbrand logo use together with the principal partner logo. Ensure both logos have the right level of contrast and retain their visibility and correct weight of importance.

Copy placement and layout NOT RESOLVED



Amet ipsum dolor sit erat

elit. Maecenas augue leo, commodo at ultrices sit amet, gravida vitae turpis. Nunc non libero dui, vitae luctus nibh. Integer vel diam pellentesque tellus interdum viverra. Nunc interdum faucibus ante, ut

nsequ tellus. Cras et odio porta tortor egestas tincidunt. Phasellus condimentum male

Eratipsum dolor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam et turpis felis. Quisque aliquet erat hendrerit nulla luctus at fermentum lectus congue. Lorem ipsum dolor sit amet, consectetur adipiscing

[goulburnrivervalley.com.au](http://goulburnrivervalley.com.au)



# MASTERBRAND LOGO

## Consumer communications campaign

When using the masterbrand logo on a multicolored background or photographic image always use the correct version of the logo to ensure the brand has the right level of contrast and retains its visibility.

CURRENTLY UNRESOLVED.

### HEADING

Hello Script u/l case

### LOGO

Locked logo

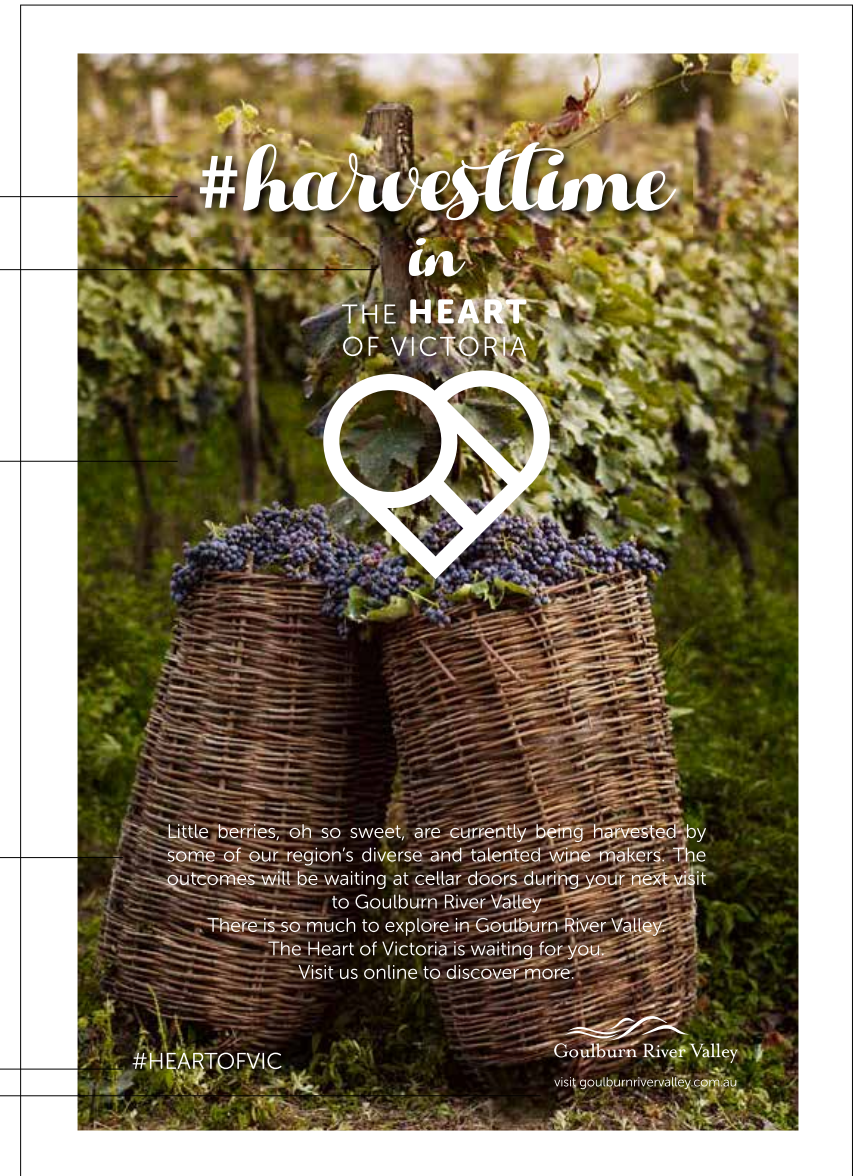
### BODY COPY

Museo sans rounded 300

### SECONDARY COPY

Museo sans rounded 300 CAPS #

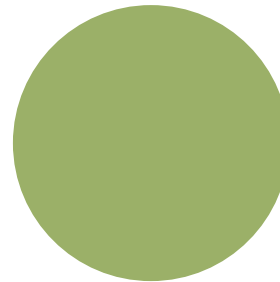
Museo sans rounded 300 u/l case



# PARTNER LOGO

## Partner colour palette

Colour palette for partner logo - Goulburn River Valley.



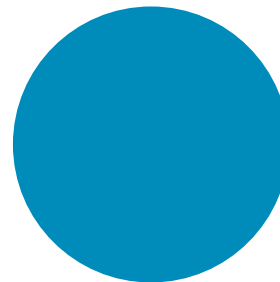
### **Goulburn River Valley logo**

PMS 7496 GREEN

C. 40 M. 0 Y. 100 K. 38

R. 117 G. 144 B. 37

Hex. #759025



### **Goulburn River Valley logo**

PMS 313 BLUE

C. 81 M. 30 Y. 18 K. 2

R. 22 G. 144 B. 182

Hex. #1690B6

## Geo Slab Light

Geo Slab is typeface for the new Goulburn River Valley logo - NOT RESOLVED

# Geo Slab

Geo Slab Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()