



Greater
Hamilton
ONE PLACE. MANY POSSIBILITIES

BRAND GUIDELINES

Draft v3

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Brand identity

The power of a destination lies in its ability to distill a myriad of features and benefits into a compelling and believable whole.

The Greater Hamilton brand journey began in 2005 with the work of Russell Howcroft and a small council team. This project led to the creation of the 'Parthenon' brand identity structure and the brand positioning line 'Naturally Rich'.

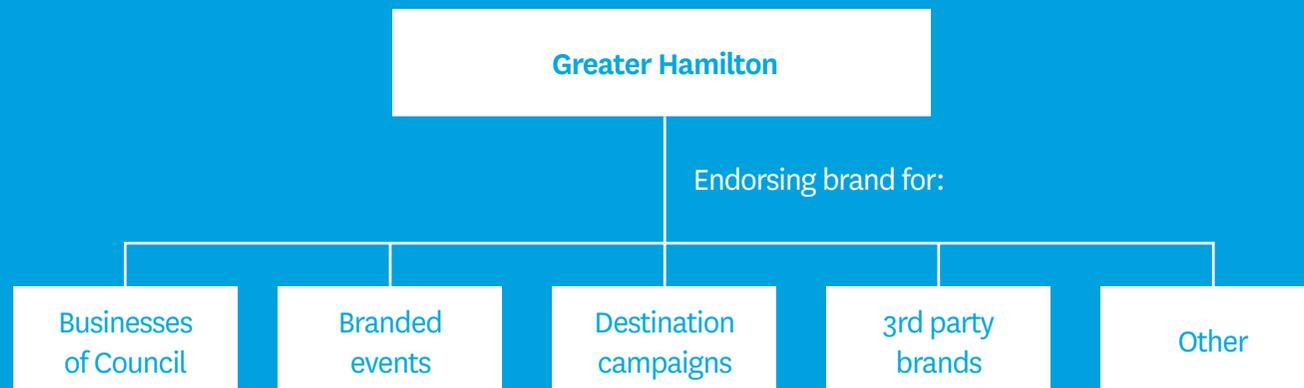
The new Greater Hamilton brand builds on these foundations, adapting and reinventing elements as required. While many of our essential values and attributes remain constant, our target audience and competitive environment have changed.

This is the new Greater Hamilton brand identity.

Brand architecture

Brand architecture is the organising structure that specifies the type, number, relationship and purpose of brands within your brand portfolio.

The new Greater Hamilton brand requires a new brand architecture. The Greater Hamilton brand becomes the hero, front and centre of all communications, and will endorse further brand activity within the region. The structure is shown below.



Our name

With the creation of the Southern Grampians Shire Council almost two decades ago 'Hamilton' as a destination virtually disappeared.

The brand strategy is to reinvent Hamilton, to put it back on the map and to invest it with the sense of place it was once known for.

The 'Greater' positioning is the cornerstone of the 'live, work, invest' destination brand. It will be used in every execution and will define the geographic destination, the lifestyle promise, the natural assets and the myriad of business, education, employment and service opportunities.

The word 'Greater' also enables the brand to encompass the eight satellite towns.

You are:

Greater Hamilton

Brand Pyramid

One place.
Many possibilities

Brand essence

Optimistic Natural Friendly Secure
Connected Progressive

Brand values

Surprising Authentic
Positive Spirited Creative

Brand personality

I feel inspired by the naturally rich environment and secure in my choice
of a new, relaxing lifestyle and future for myself and my family.

Emotional benefits

Heritage buildings and rich farmland. Friendly, welcoming people. Dramatic and surprising natural landscapes.
Diverse education, health, community and cultural services. Dynamic and optimistic community with a strong future vision.

Rational benefits

A secure and welcoming community rich in services, schools, health and employment. Resourceful and friendly people
enjoying a simply better way of life. A place of outstanding natural assets, modern infrastructure and farming excellence.
A modern, sophisticated country town at the gateway to one of Victoria's great mountain wilderness areas.

Brand attributes

One place. Many possibilities

The 'One place. Many possibilities' brand essence expresses the multi-dimensional emotional and rational benefits of living, working and investing in the region. It is about choice, freedom, lifestyle and optimism.

The new brand essence also acts as a tagline – giving expression to the possibilities Greater Hamilton offers to those wishing to 'live, work and invest' in the region.

The tagline addresses many of the issues and opportunities identified via the research, including:

- Hamilton is more than the sum of its parts
- Hamilton offers a range of 'live, work, invest' benefits and opportunities
- The need to create a sense of excitement about the brand and the future possibilities that living, working and investing in the region brings.

Rationale

- This approach uses contrasting propositions to tell the story of your brand.
- It is both rational (place) and emotional (many possibilities).
- The use of 'place' reinforces the proposition that Greater Hamilton is more than the sum of its many parts – it is Hamilton and the eight satellite towns.
- It builds on the brand pyramid themes of confidence, positivity and lifestyle.
- The concept of many possibilities suggests hope, opportunity and a better future, all wrapped up in the one place.
- The concept of many possibilities also embraces key brand attributes/and or benefits such as lifestyle, business opportunities, wide education choice; extensive health and community assets, and myriad sporting, leisure and entertainment activities.

Our logo

The Greater Hamilton logo is fresh, modern and friendly. It projects our personality and enables us to stand out from the crowd.



Master logo

The town of Hamilton and the surrounding region are shaped by the flow of people, investment, trade and commerce. It is these threads that have been considered and combined to create a fresh, modern, distinctive logo and corporate identity.

The flare device incorporates the region's sub-towns linking them together under the wider 'Greater Hamilton' logo. Each has a defined colour palette and encourages each town to take ownership of the brand.



Logo assets

The Greater Hamilton logo is made up of three elements in a fixed relationship. Do not distort or change the relationship between the logotype, tagline and the mark as this should always remain consistent.



Logo clear space

The logo should be placed in clear space to maximise its impact. The 'G' in 'Greater' represents the minimum amount of space required from any type or surrounding graphics.

Minimum size

The Greater Hamilton logo should not be used at a size that compromises its impact. To avoid any possible reproduction issues, the logo has an established minimum size and should never appear smaller than 25mm wide.



Mono logo

A single colour logo has been developed for use when full colour printing is unavailable. A positive version and reversed version to be used where applicable.

Reversed logo

This alternative colour logo may also be used in situations where the Greater Hamilton logo needs to be reversed out of black.

Primary tagline

ONE PLACE. MANY POSSIBILITIES

Alternative taglines

ONE PLACE. MANY AGRICULTURAL POSSIBILITIES

ONE PLACE. MANY EDUCATIONAL POSSIBILITIES

ONE PLACE. MANY FESTIVE POSSIBILITIES

Tagline

The Greater Hamilton tagline *One Place. Many Possibilities* can be used on collateral away from the logo to bring a piece to life.

Alternative Tagline

Alternative versions can also be created to suit a document or event. Only one word should be inserted to the tagline so it remains legible. Some examples are shown above.



Placement

The Greater Hamilton logo can be placed on photographic backgrounds when the background has a clean or clear area.

Always ensure there is sufficient colour contrast to ensure the logo is legible.



Do not stretch



Do not use unspecified colours



Do not use use logotype on it's own



Do not use a drop shadow



Do not outline



Do not distort

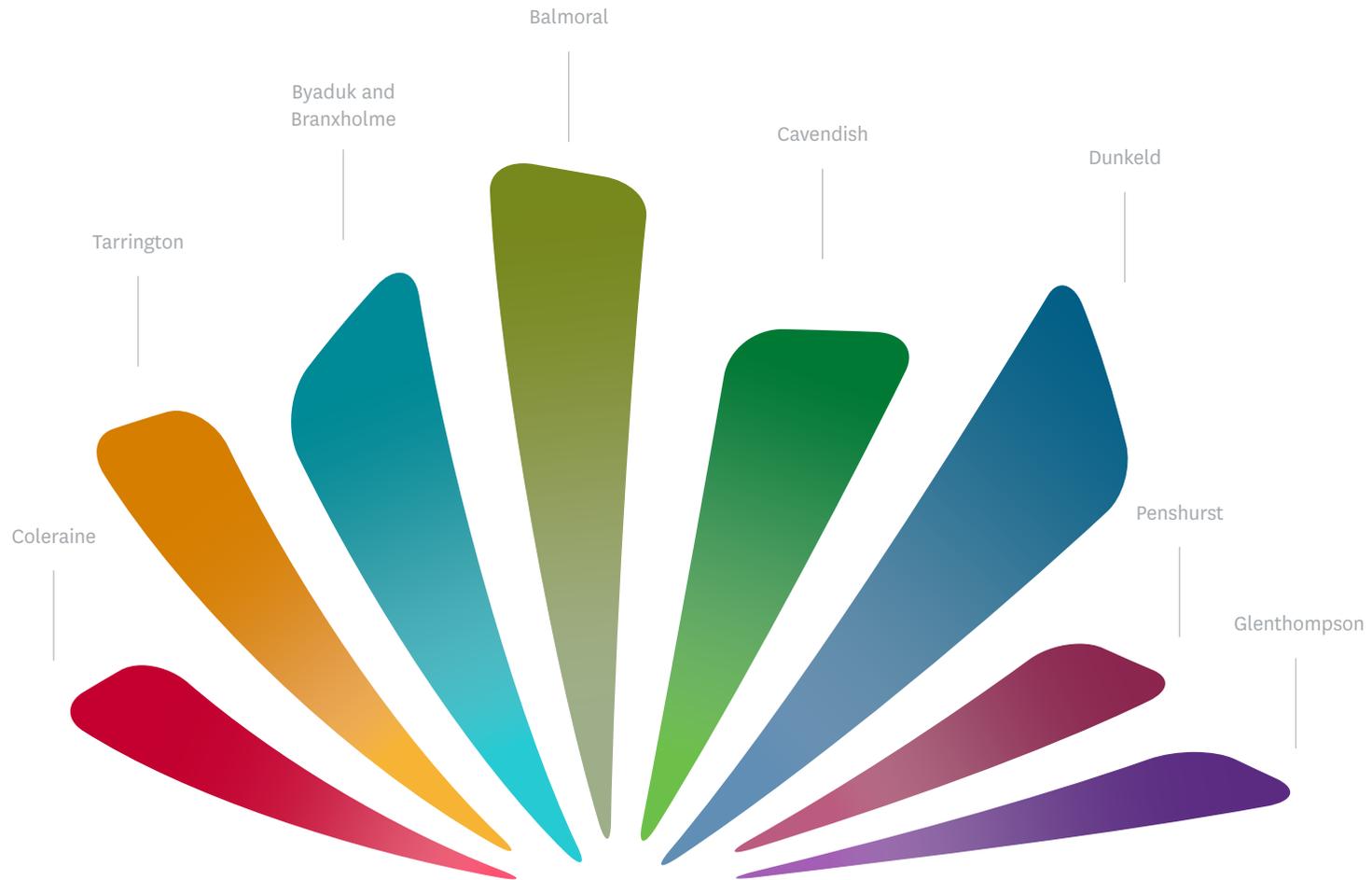
Logo non-usage

To maintain a unified appearance, the Greater Hamilton logo must always appear as specified. Never create your own logo and always use the logo as provided.

Above are some examples of common but incorrect combinations that must not be applied to the Greater Hamilton logo under any circumstance.

Our Flare device

Our Flare device is a dynamic element of our identity. It can be used to enhance and interact with key elements within an image.



Flare device

Each element of the flare device represents each of the eight of the smaller towns within the Greater Hamilton region as labeled above.

Each town is represented by a colour that should be used across collateral relating to that specific town.

Please see the colour palette section of this document for further instruction on colour usage.



Logo device usage

The Greater Hamilton logo Flare device may also be used as a graphic device and can be used to interact with other elements of the communication. We recommend that this execution be used sparingly. Preferably used with a strong, single image.

The Flare device must always be used in full colour or reversed out of a photograph. Please do not deconstruct the original shape of the flare device.

BLEND	PMS COATED	PMS UNCOATED	CMYK	RGB	HTML	
	PMS 285C	PMS 285U	C90 M48 Y0 K0	R0 G115 B207	0073CF	Greater Hamilton
	PMS 299C	PMS 285U	C86 M8 Y0 K0	R0 G161 B222	00A1DE	
	PMS 200C	PMS 200U	C90 M48 Y0 K0	R183 G18 B52	0073CF	Coleraine
	PMS 184C	PMS 184U	C0 M76 Y32 K0	R244 G88 B122	F4587A	
	PMS 145C	PMS 145U	C0 M58 Y100 K8	R202 G119 B0	CA7700	Tarrington
	PMS 143C	PMS 143U	C0 M32 Y86 K0	R238 G175 B48	EEAF30	
	PMS 321C	PMS 321U	C100 M2 Y32 K12	R0 G139 B149	008B95	Byaduk and Branxholme
	PMS 319C	PMS 319U	C62 M0 Y20 K0	R63 G207 B213	3FCFD5	
	PMS 7496C	PMS 7496U	C44 M4 Y98 K40	R106 G127 B16	6A7F10	Balmoral
	PMS 7494C	PMS 7494U	C90 M48 Y0 K0	R158 G178 B143	9EB28F	
	PMS 356C	PMS 356U	C95 M8 Y93 K27	R0 G121 B52	007934	Cavendish
	PMS 360C	PMS 360U	C62 M0 Y78 K0	R97 G115 207	61C250	
	PMS 3025C	PMS 3025U	C100 M24 Y11 K52	R0 G81 B114	005172	Dunkeld
	PMS 7454C	PMS 7454U	C62 M22 Y4 K11	R100 G147 B181	6493B5	
	PMS 7435C	PMS 7435U	C13 M94 Y19 K45	R130 G36 207	82244E	Penshurst
	PMS 7432C	PMS 7432U	C7 M68 Y8 K16	R181 G97 B131	B56183	
	PMS 268C	PMS 268U	C79 M48 Y0 K0	R79 G45 B127	4F2D7F	Glenthompson
	PMS 2583C	PMS 2583U	C90 M48 Y0 K0	R156 G95 B181	9C5FB5	

Colour palette

The Greater Hamilton colour palette is an important element of the brand and it is important they are used consistently.

Greater Hamilton and each satellite town has its own colour suite which can only be used across its own collateral.

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Swiss

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Dear Joe Casual

abcdefghijklmnopqrstuvwxyz

ONE PLACE.
MANY POSSIBILITIES

GREATER HAMILTON

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Hamilton

Avenir

The tagline font is Avenir light. It's clear and legible and slightly futuristic. All headings and subheads are also set in Avenir.

Swiss

The body copy is Swiss light, to be set no smaller than 9pt and use text ranged left. Swiss bold and Swiss italic light are also part of the suite and can be used where appropriate.

Dear Joe Casual

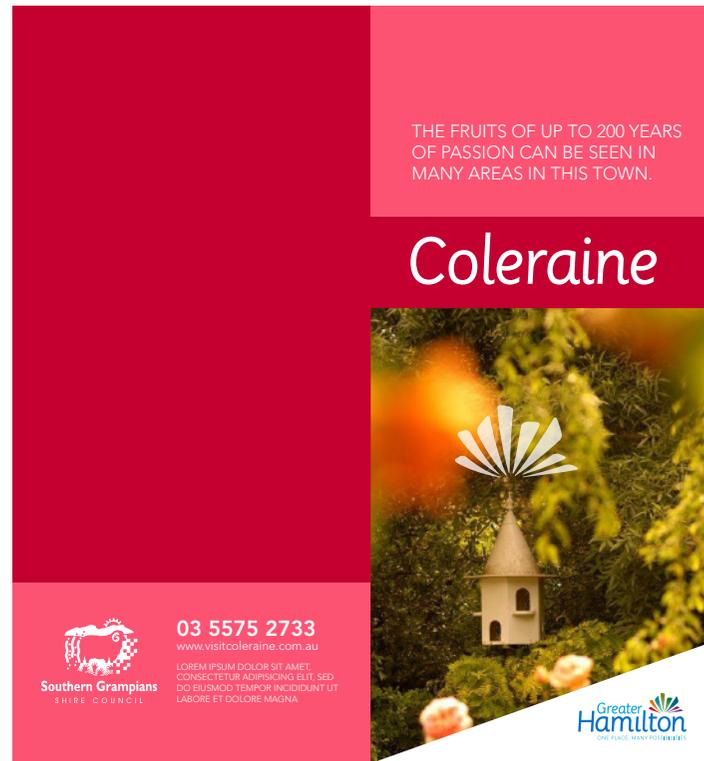
Dear Joe is a casual, handwritten font used for highlights. (e.g. Festival titles). Use very sparingly and preferably as one word.

Arial

Use for internally generated and on-line applications where these typefaces are not available.

Co-branding

The following pages provide basic examples of how our brand may be used in partnership with other brands.



Council branding

The master Greater Hamilton Logo should always appear front and centre of all literature. When required and where possible the council logo (shown above) should be placed in a discrete place (i.e on the reverse to support the master brand). Example shown above.



Corporate branding

When the Greater Hamilton brand is supporting an event the logo can be used alongside another corporate logo. The logo must always appear on the right hand side and must adhere to the clear space rules outlined on previous pages.

Image styles

The type of imagery used is key to the overall identity. In order to give maximum impact images must reflect the correct tone and personality of the region.



Image style

Images chosen should exude warmth, charm, character and friendliness. Images can be either people or landscape focused.

A selection of appropriate images are shown above as examples.

The Greater Hamilton tone of voice works hand in hand with our visual identity to express who we are.

Whenever we write about Greater Hamilton we communicate in our own unique way the personality and values of our community. The Greater Hamilton brand is:

- Inclusive, warm and welcoming
- Innovative and progressive
- Proud of its heritage
- Young in spirit and full of energy
- Open to new opportunities
- Confidently engaged with the future.

Together these dimensions of the Greater Hamilton brand personality set the tone for how we communicate and what we say to people considering living, working or investing in the region.

Communicating your brand identity

Whilst our brand has Hamilton at its heart, it has many other appealing dimensions – principally the eight satellite towns reflected in our logo.

We are a successful mix of different places, ideas, experiences and people. So while Hamilton is the glue that holds the greater whole together, we never lose sight of the multi-faceted nature of our community and history.

For our tone of voice this means creating communications that are:

- Reflective the personality of the region
- ‘Ownable’ by the whole region
- Illustrative of the many possibilities the region has to offer.

Tone of voice principles

The principles underlying the Greater Hamilton brand tone of voice can be summed up in three words:

- Clear
- Friendly
- Focused.

Some guiding principles to follow when preparing brand communications are listed below.

Use simple, everyday language

In keeping with our authentic and open personality, the Greater Hamilton brand employs clear and uncomplicated language wherever possible.

Active voice

Use direct speech (active) to create a sense of immediacy and simplicity.

Be inclusive

Use first and second person narrative to make our writing more personal and inclusive.

Focus on the positives

Don't settle with just describing something (a feature). Think about why your audience should care and focus on the benefits. This also helps to connect and engage your audience with our key 'live, work, invest' messages.

Make it easy

Keep your writing short, to the point and well structured. Use bullet lists, sub-headings and cross-headings to break up blocks of text and make it more meaningful.

Link words to actions

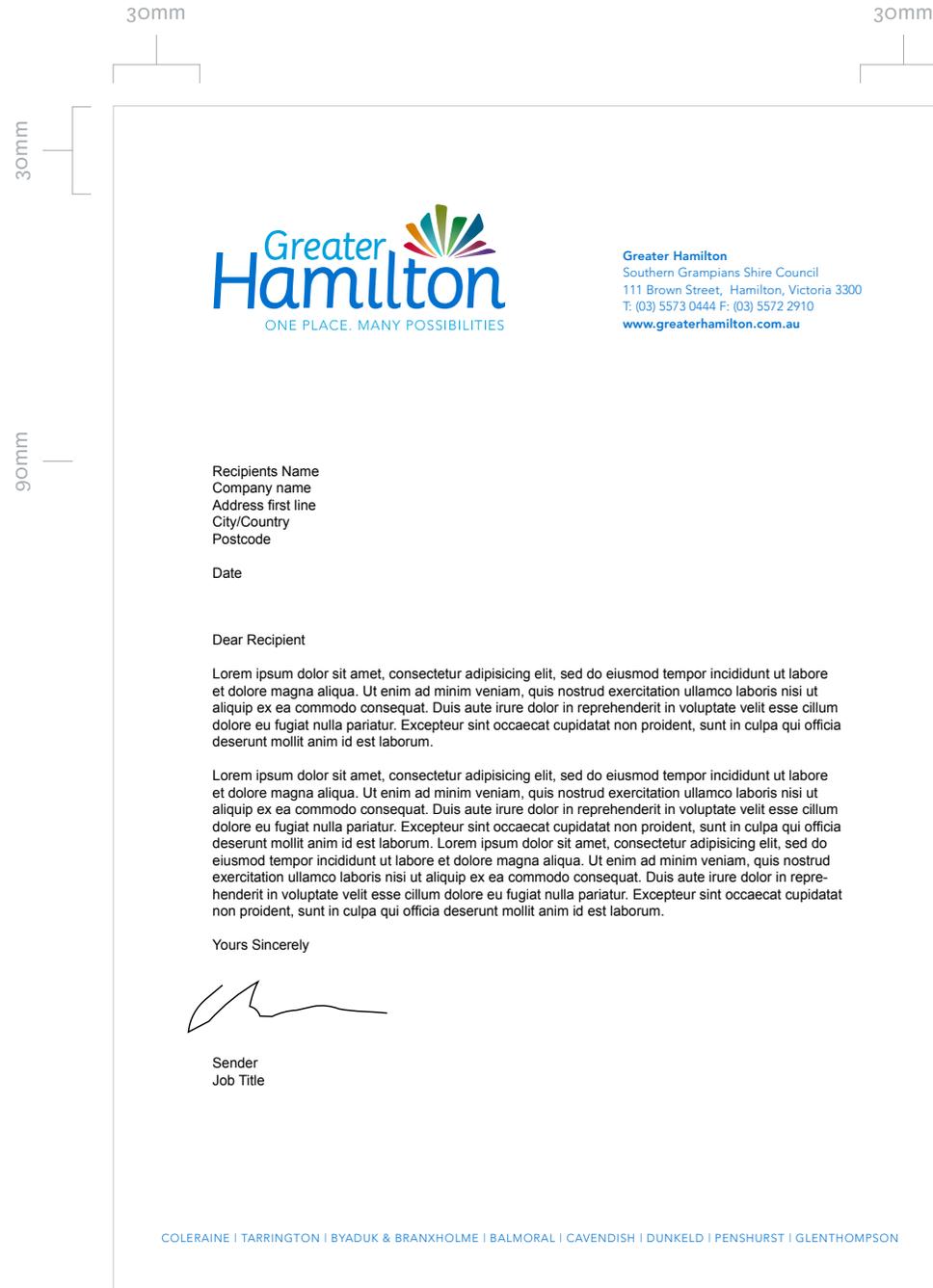
Wherever possible include a call to action in your communications. Be clear about what you want people to do, think or feel – then show them the way.

Highlight what makes us different

Our brand essence is 'One Place. Many Possibilities' and this should run through everything we do and say about Greater Hamilton. Our communications should promote the collective benefits and the myriad possibilities the region holds for residents, workers and investors.

Be confident and bold

Keep headlines bold and strong by focusing on a few key words. Ideally these should include or reference our brand values (but only when it fits naturally with what we have to say).

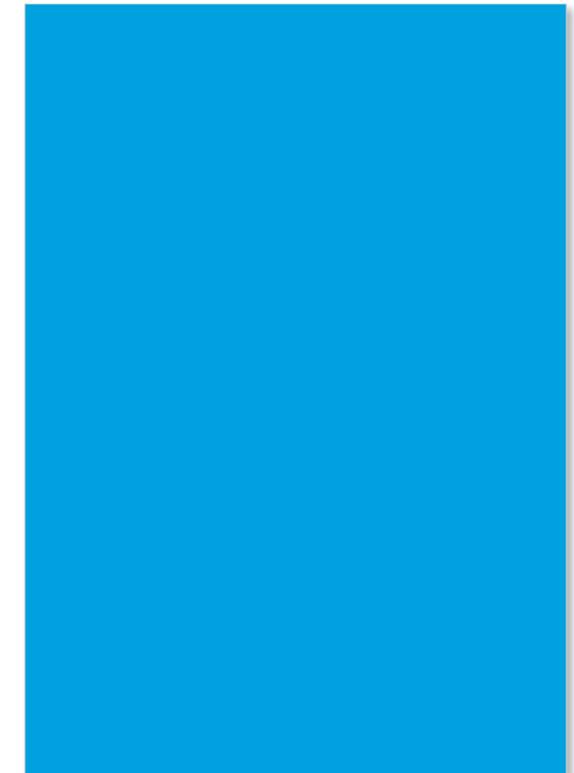


Letterhead template

The following template should be utilised as a guide when addressing letters. The Greater Hamilton stationery must follow a simple and consistent style.

- Size: A4 (210mm X 297mm)
- Logo: 75mm wide
- Prints: 4 colour process
- Copy: 9pt Arial regular
- Leading: 12 pt

Back of letterhead to print solid PMS 299



Back

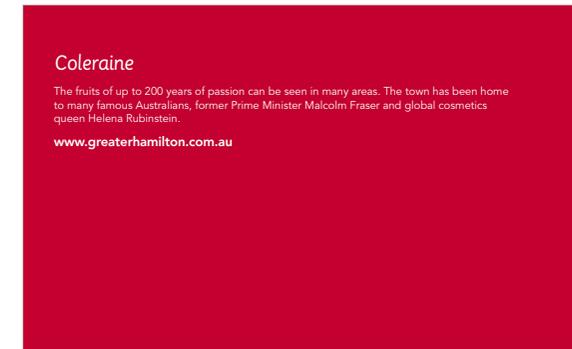


Business card template

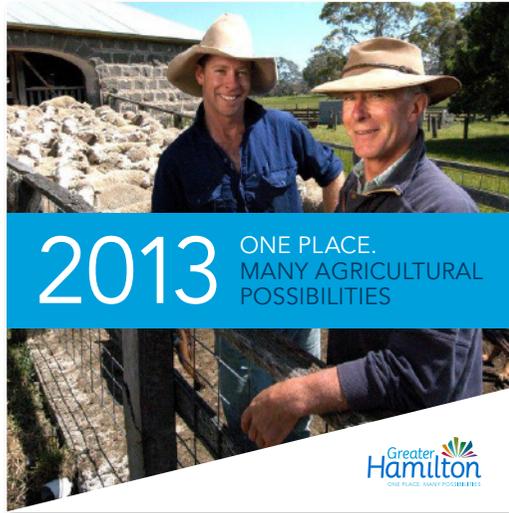
The following template should be utilised as a guide when producing business cards. The Greater Hamilton stationery must follow a simple and consistent style.

Size: 90mm X 55mm
Logo: 75mm wide
Prints: 4 colour process

Back of business cards to print solid PMS of colour prescribed for satellite towns.



Back



OUR VISION. OUR VALUES.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO
EUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA.

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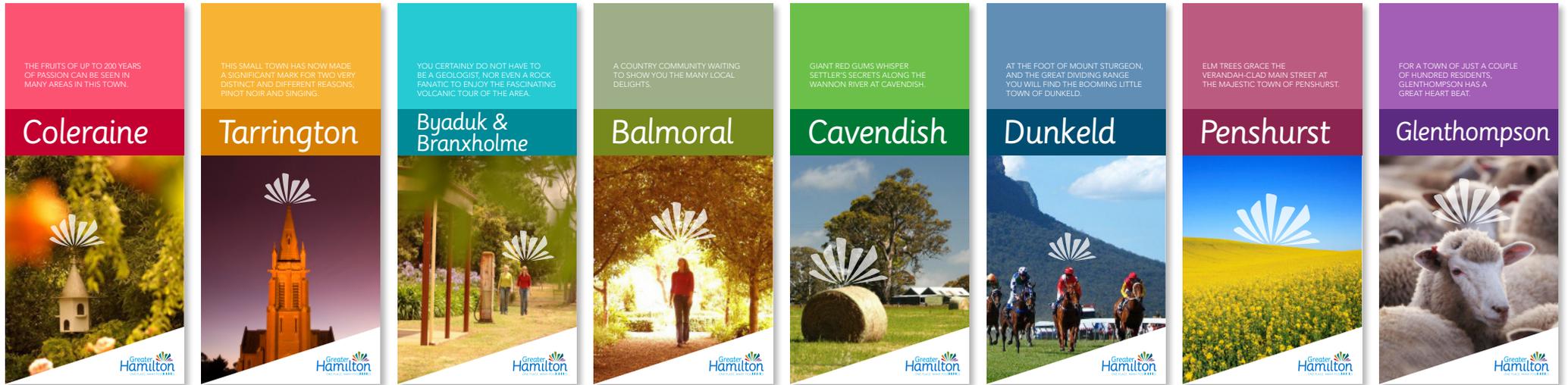


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Prospectus

This was designed as a square format to keep it separate and unique from other collateral.



DL brochure

6 sided DL Brochure on the regions with the new colour palette and treatment.





Social media

Facebook cover and profile picture.