Visual Identity

guide 2015
the essence of Byron
We welcome you to the Byron Shire. Enjoy all our region has to offer; the unspoilt beaches, rolling green hills, eclectic villages, great outdoor adventures, fine restaurants and cafes, music, events, festivals, local markets, even a mountain range and our communities. Please help us keep it beautiful for future generations. We love Byron Shire with all our heart and soul.
Byron. Our values and personality

The Visual Identity Guide is an important tool for ensuring consistency at all times.
Following is a summary of how the identity was developed to give you an insight to our positioning.

The Byron Shire Identity.

It’s not just about tourism, it’s about our love and enthusiasm for Byron Shire. It’s a place we have to protect because it is special but also vulnerable.

Byron Shire has an energy, an attitude, and a sense of community. It’s the people who live here and love this place, that make it what it is.

It’s the musicians, the elders, the artists, the plumbers, the farmers, the surfers, the healers, the councillors, the millionaires, the buskers, the writers, the greenies, the capitalists, the misfits.

The destination brand reflects the following elements of Byron Shire:

- The diversity of the people, Aboriginal living culture, places and lifestyle in the Byron Shire.
- Rich, ancient and biodiverse land and seascape.
- Abundant health and well-being choices.
- Vibrant music, arts and crafts, festivals, markets, spiritual and creative communities.
- Adventures on and in the air, land and water.
- Eclectic villages.
- Home grown produce and farmers markets: our way of life.
- Green consciousness and aspirations.
- An active and caring community.

That’s why we love Byron Shire with all our heart and soul.

www.byronspoilsyou.com.au
our tone

In all marketing communications for Byron Shire we will use language and tone to help create a conversation with our audience. Just like the place the tone used in all marketing communications for Byron Shire is:

- dynamic
- positive
- simple and clear in meaning
- honest and authentic
- creative
- confident
- personal and friendly
- conversational

This type of language and tone will build a strong relationship with the audience and in effect they will be talking with a local about our beautiful region and all it has to offer, and at the same time instill in them a love and respect for the community and place.

Where possible the final line in marketing communications will be:

That’s why we love Byron Shire with all our heart and soul.
the tagline

Byron. Don’t spoil us, we’ll spoil you is the tagline that is used to accompany the Byron logo in all communication elements and collateral from TV to digital, outdoor to merchandise. It must be applied consistently across all marketing communications so that locals and tourists recognise and become familiar with the style, as well as understand the sentiment in the words chosen to relay the brand. The underlying theme of the tagline is to remind locals and visitors to the Shire, that it is a beautiful home to a diverse mix of people and stunning environment.

Byron Shire welcomes people to visit the region and experience all it has to offer; unspoilt beaches, rolling green hills, eclectic villages, great outdoor adventures, fine restaurants, cafes, music, events, festivals, local markets, even a mountain range. Beyond this, the tagline reinforces the need for locals and visitors to respect the community’s needs and treat the place as a home away from home.

Mullumbimby, home of our Spaghetti Circus Troupe and the most colourful collection of individuals in the Byron Shire. They perform all over the world but you can catch them occasionally at one of our many local markets. We'll spoil you with our vibrant music, theatre, arts, crafts, markets and creative communities. That's why we love the Shire with all our heart and soul.

www.byronspoilsyou.com.au
In Byron there is an alternative to noisy, brash discos. We have many community halls full of character and characters dotted all over our Shire. Our halls have funky gatherings, art classes, flower shows, local and international musicians. In Byron Shire we’ll spoil you with our beaches, rolling green hills, local markets, colourful villages, vibrant people and music. That’s why we love the Shire with all our heart and soul.

www.byronspoilsyou.com.au

**how to use our type styles**

Principal Typeface: Space Cowboy Normal.
It is energetic and stubbornly individual. That’s why we chose it to represent us.
Used with care and understanding it can be both exciting and refreshing.

Headlines:
- Space Cowboy Normal.
- Lower case.
- 30pt with 40pt leading and 40pt tracking.
- Solid black or reversed out in solid white.
- No colours. No exceptions. Period.
- The first line is always indented by 3 or 4 characters.

**Headline Font**

Space Cowboy Normal caps

Space Cowboy Normal upper and lower case
As crowded as we like it, we prefer this kind of wildlife.

Example of Body Copy in advertisements

The type face is Helvetica Neue medium.

No one had heard of Byron Bay until the surfers came along and changed everything. After all the factories and industries closed, surfers discovered the wonderful natural breaks at the Pass, Wategos and Cosy Corner. The long board riders arrived in the 1960's: this was the beginning of Byron Shire as a tourist destination. By 1973 Byron Bay had established a reputation as a hippy, happy town. We still have the same spirit. That's why we love the Shire with all our heart and soul.

www.byronspoilsyou.com.au

The web address is positioned under the body copy as shown. The type face is Helvetica Neue medium.
You won’t find any mega apartment blocks or big multi storey international hotels. Byron Shire has an amazing range of accommodation from 5 stars to camping under a million stars. We’ll spoil you with our beaches, rolling green hills, local markets, colourful villages, vibrant people and music. That’s why we love the Shire with all our heart and soul.

www.byronspoilsyou.com.au

Example of Body Copy and Logo
How a bunch of surfers changed the world

No one had heard of Byron Bay until the surfers came along and changed everything. After all the factories and industries closed, surfers discovered the wonderful natural breaks at the Pass, Wategos and Cosy Corner. The long board riders arrived in the 1960’s. This was the beginning of Byron Shire as a tourist destination. By 1973 Byron Bay had a reputation as a hippy, happy town. We still have the same spirit. That’s why we love the Shire with all our heart and soul.

example of long body copy type setting

Type styles continued

Body Copy - long sections of body text

For longer copy and for brochures, break up lengthy blocks of copy using regular paragraph breaks. With smaller point sizes long copy running across the page is hard to read. In these cases set the copy in 2 or more columns. Text should not be smaller than 10pt with 12pt leading in brochures and collateral.

www.byronspoilsyou.com.au

We have Farmers Markets all over the Shire every week. Byron Bay, Mullumbimby, New Brighton, Bangalow, all have organic and fresh local produce plus local gossip. We’ll also spoil you with our beaches, rolling green hills, colourful villages, vibrant people and music. That’s why we love the Shire with all our heart and soul.

www.byronspoilsyou.com.au
Use these colours for the logo as shown:

The colour for "don't spoil us" is:
PANTONE 368 PC
CMYK C64 M5 Y100 K24

PANTONE 368 C
RGB R105 G190 B40

The colours for the words "Byron" and "we'll spoil you" can be chosen from this range indicated on the right.

What suits the colours of the main photo can be a guide as to what is chosen.

Black and tone logo if not 100% black:

"Byron" is 100% black
"don't spoil us" is 80% black

NOTE: The colour logo must never be placed onto a photo/illustration or a tone background unless the tone is 90% solid.

NOTE: A white logo can be used on an illustration or photo in the bottom right hand corner as per the example above.
logo and other graphic devices

The Logo

The trademark consists of two parts:

1. Byron
2. Don't spoil us, we'll spoil you

These elements combine together to form the trade mark.

The Registered symbol will also be added to the logo.

The relationship and sizes of the individual components, and their position relative to each other is fixed.

The logo colours can be changed to suit the mood of the communication.

The only thing consistent is the words “don't spoil us” is always green Pantone 368 PC.

The logo can reversed out and put over a picture only if the tone is at least 90% solid.

Positioning the logo

Always allow a minimum of 10mm of clear space around the logo.

Never put the logo in a frame or box. Wherever possible, the logo should be placed in the bottom right hand corner.

In the case where partner logos have to be included, the partner logo must always be on the left hand side as per the examples to follow (see co branding page).

NOTE: The colour logo must not be placed onto a photo/illustration or a tone background and must always be on the right hand side as shown in the examples to follow. However, if the tone background is 90% close to a solid colour then the logo can be placed in the area, as shown on the previous page.

In Byron Shire you'll be spoilt with our beaches, rolling green hills, people and of course our wild life.

www.byronspoilsyou.com.au

we prefer this kind of wild life

Photo by David Hancock
Byron don’t spoil us, we’ll spoil you.

Our best visitors return every year.

Byron don’t spoil us, we’ll spoil you.

The only high-rises you’ll see in the Shire.

Byron don’t spoil us, we’ll spoil you.

There is always music playing in Byron.

Byron don’t spoil us, we’ll spoil you.

Brand use - outdoor

Posters, flags, billboards, electronic billboards

Brand use - outdoor

Posters and billboard, horizontal format

Brand use - Print

Small space ads (full page ads as shown on previous pages)
the only high-rises you'll see in Byron

Byron Bay Shire. Just unspoilt beaches and a range of accommodation from 5 stars to camping under the stars.

we prefer this kind of wild life

We are not a party town, there are better places to do that sort of thing.

In Byron Shire you'll be spoilt with our beautiful coastline, local markets, villages, people and of course our wildlife. That's why we love the Shire with all our heart and soul.

💪 Don't spoil us, we'll spoil you

photo by De Pbase

brand use contd. DL flyers, Brochues, Presentation covers, Vehicle signage

brand use Web/Online advertising - leaderboard, med rectangle, skyscraper formats

photo by David Hancock
About the Shire

We love to show the world who we are.
Every week in Byron Shire we have our local Farmers Markets. Byron Bay, Mullumbimby, New Brighton and Bangalow. Our Spaghetti Circus Troupe are some of the most colourful collection of individuals in the Byron Shire. They perform all over the world but you can catch them occasionally at one of our many local markets. That’s why we love to show who we are.

Byron Bay Farmers Markets Thursdays 7am to 11am
Mullumbimby Farmers Markets Friday 7am to 11am
New Brighton Farmers Markets Tuesdays 7am to 11am
Bangalow Markets Saturdays 7am to 11am

Digital and Web

Body Copy in digital and web communications should be set in Helvetica Neue Regular. Use upper & lower case with normal caps. The body copy is minimum 10pt with 12pt leading with 10pt tracking. Sub headlines should be set in Helvetica Neue Bold, same size as the body copy.
merchandise
Wherever we use the logo the same style guides apply from t-shirts to tea cups.
co-branding

For joint ventures or partnerships where the destination brand is an equal or subsidiary partner, use the full colour version of the logo where possible. There should always be equal balance between the co-branded logos.

If the co-brand design is led by another organisation the preferred position is the lower right of the application with the logo in full colour where possible.

Where the destination brand is endorsed or sponsored by another organisation or where VIA Byron is a lead partner on a project, the sponsor’s logo or other logos should be positioned along the bottom of an application, preferably in the lower right corner.

The exact size, position and colour of a sponsor’s logo is subject to negotiation on a case-by-case basis. Where there is more than one sponsor, the logos should always be positioned starting from the right side and then evenly spaced out.

Similarly, where VIA Byron has endorsed or sponsored another organisation, only the logo should be used in combination with the appropriate agreed wording to clearly show the relationship between VIA Byron and the sponsored organisation.

The position of the logo in sponsorship applications is agreed on a case-by-case basis, with the sponsored organisation. The preferred position for the logo is the lower right of the application and in full colour where possible.

Endorsement wording and acceptable descriptions are:

- An initiative of
- In association with
- Sponsored by
- In partnership with
- A part of

The choice of descriptive wording should be agreed on a case-by-case basis. The wording should be typeset in Helvetica Neue Light.

They come to play, frolic, and entertain as they pass by, leaving behind the lightest of footprints. We are proud of The Save the Whales Campaign which we started in the 70’s and today you can see the results. Come and be spoilt with our beaches, rolling green hills, local markets, colourful villages, vibrant people and music. That’s why we love the Shire with all our heart and soul.

www.byronspoilsyou.com.au
Our best visitors return every year.

They come to play, frolic, and entertain as they pass by, leaving behind the lightest of footprints.

Byron Shire has many forms of transport from walking to cycling, skateboarding, kayaking, rickshaws and we’ve even got a magic bus. Be spoilt by our rolling green hills, beaches, markets, vibrant people and music.

We’re spoilt living in Byron Shire. The landscape, the lifestyle, the people. We’re a vibrant, opinionated, beautiful, but never dull community. Get involved in our local photo competition and capture why you love living here. There’s a $1000 major prize and the winning photos will be used to show the world who we truly are. Send photos in by 12 July.

Go to byron.nsw.gov.au photocomp for all the details and prizes.

There’s always something magical happening in our Byron Shire Photography Competition.
imagery

The photographic style provides a realistic and dynamic point of identification for the audience. The style must show a vibrant, authentic, and natural environment enabling consumers to be engaged and energised by the visual messages.

When budget becomes available, photography and destination vignettes will be commissioned covering the following themes:

1. Health and wellbeing (yoga, meditation, visitors, visitors blissing out in Byron Bay)
2. Markets, Festivals and Events: Artisan and Produce (showing the range of produce and products available, people enjoying the market vibe, buskers etc.)
3. Adventure and activities (people enjoying the outdoors in Byron Bay, surfing, hand gliding, stand-up paddling etc.)
4. Characters and people of Byron (capture the vibe and free spirit of Byron Shire)
5. Villages (shots of each town and village, for example, the Brunswick Heads River, the Mullumbimby buskers, the Bangalow Main Street etc.)
6. Retail (show the diversity of retail options, shopping scenes, innovative/funky retail spaces)

Landscapes, food and accommodation imagery will be sourced using existing libraries. Photography for each theme will be used across centrally and locally produced material to achieve consistency in the style of photos and cost savings for Council, Destination Byron and Industry.

No additional photography should be sourced, commissioned or used without Council or Destination Byron approval.

Byron Shire Council and Destination Byron will be joint custodians of an online image library. Please contact the Tourism Officer and Byron Shire Council or the Executive Officer at Destination Byron to access the image library.

approval process

All communication materials for domestic marketing campaigns must be approved for content and design by Council’s Tourism Officer and/or the Destination Byron Executive Officer.

The turnaround time for approval is 5 business days.

The above process will:

• Create a consistent visual identity.
• Create a learning path for the use of the visual identity with industry and the community.
• Assist Council and Destination Byron in understanding more about the visual identity’s application, to enable the production of additional templates.
• Assist Council and Destination Byron in the evaluation of strategies to see what is being produced at the national, state and local level.

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