

# THE RIVERINA

## Brand Guidelines

WELCOME

# Welcome to The Riverina



# A Map of The Riverina



# Welcome to The Riverina

The Riverina is home to the winding Murrumbidgee River and its waterways, snaking its way through an amazing array of food trails, national parks and secret resting spots that are waiting to be explored.

At every turn you'll discover something more about the region and yourself.

This is a different place, formed through history by community, expansive landscapes and defined by world-renowned produce. The Riverina is an escape that's a world away from 'everyday' life. It's a place that reminds you to slow down, to savour casual quality, while reconnecting.

**This is a place that invites you to discover what matters most in life.**

## INTRODUCTION

# Why it Matters

You are the custodians and storytellers of The Riverina. You offer both the tangible and the memorable. It is your voice that defines the region.

This guide is to help you understand the richer expression that now defines our story. To embrace what we stand for and to communicate this to the world. To bring to life the authentic moments that inspire visitors to come to The Riverina, immerse themselves in everything we have to offer and leave with their own richer stories to tell their family and friends.

The Riverina brand is not to replace your individual identities but an opportunity to entice visitors to explore more and stay longer by linking together the tapestry of experiences that define our destinations.

Be it a hashtag, an image or a logo, they are all touch points, therefore an opportunity to achieve our collective objective, that is, to make our own destination and The Riverina a must-visit.

**If you have any questions or require further guidance, please contact Destination Riverina Murray at: [info@destinationrm.com.au](mailto:info@destinationrm.com.au)**



# The Riverina Strategy

Our strategy is to present the Riverina region to the market by delivering a focused, clear, strong visual brand that reflects the unique experiences on offer and positions the Riverina region as a desirable leisure destination.

## Objectives

- Encourage overnight holiday visitation to the Riverina region
- Increase awareness and build appeal for the Riverina region as an overnight holiday destination
- Increase intention amongst the target audience to visit The Riverina as a short or longer break holiday destination, by showcasing the vast range of food, agritourism and nature-based experiences on offer
- Differentiate The Riverina from its competitors via the new destination positioning and showcase the unique experiences on offer across the region

# Contents

## 01 Key Messages

---

The Riverina Persona	11
The Riverina Tone	12
Examples of our Tone	13
Social Media Hashtags	15
Examples of Social Media	16
Website Integration	18

## 02 Logo

---

Core Logo	21
Logo Stamp	22
Affiliate Logos	23

## 03 Assets

---

Colour Palette	31
Fonts	32

## 04 Photography

---

Land Photography	34
People Photography	35
Product Photography	36
Textured Photography	37

## 05 Design Tips

---

Design Tips Introduction	39
Design Tips Extended	40
Design Dont's	41

## 06 Additional Help

---

File Types	43
Approvals	44
Help	45

# Using These Guidelines

These guidelines have been developed to ensure the visual direction and key principles of The Riverina brand are maintained to the highest standard and to develop and foster a distinctive visual identity.

The integrity of the brand relies strongly on consistent and accurate application across all mediums.

If any needs or variations arise that are not provided in this document, please contact [info@destinationrm.com.au](mailto:info@destinationrm.com.au).

## Looking for campaign guidance?

For specific guidance on the use of our campaign assets, please reference our master guidelines.



[Click to download  
The Riverina master guidelines](#)

## Who should use these guidelines:

### Internal users

To identify specific artwork and understand and adhere to the overall look and style of all our material and enable collaborative working with contractors and suppliers.

### Communications professionals

To guide communications, professionals working with The Riverina or its partners to develop on-brand collateral.



### Partners

To assist industry, sponsorship and government partners to understand, identify and implement the appropriate brand look.



# Navigating These Guidelines

Our guidelines are designed to work as an interactive PDF. To help you navigate, the contents page line items are all clickable links.

There are also a few helpful icons throughout the document. The download icon  indicates that the master artwork files are available, these files will begin to download instantly to your desktop once clicked. The hyperlink icon , once clicked will redirect you to an external webpage where assets can be downloaded (internet connection required).

# 01

## Key Messages

# The Riverina Persona

OUR ESSENCE:

## MADE FOR LIVING

OUR PERSONALITY:

### DOWN TO EARTH

Big-hearted & welcoming

### INSPIRATIONAL

Ingenuity & passion

### GENEROUS

Abundance & rich in nature

OUR VOICE:

## CASUAL CHARM

You may be a visitor, but we will treat you like a friend. We will always take time to chat, sharing our stories behind what you experience in The Riverina today.

OUR VALUES:

### RAW

The Riverina is the real deal. We do not pretend to be anything else. We do not hide the dust on our boots. Unpretentious and elegant, this is a place where paths are made not followed. It's a journey. Come as you are.

### GIVING

We are the contemporary food-bowl of Australia, yet like food we are far more than just taste. Transforming visitors through the motion of nature and the emotion of its people. Surrounded by rich colours, fresh scents and textures. The Riverina is unlike anywhere else. This is the land that's designed for living.

### INVITING

We work hard, really hard, to make sure our guest's journey around The Riverina is the blissful escape from 'everyday' existence that visitors desire. Leave formality behind, our hospitality is casual, warm and memorable, like a spontaneous dinner with lifelong friends.

# The Riverina Tone

The diversity of The Riverina as a destination should be celebrated within our messaging. Our tone of voice can adjust, depending on the intended audience.

## Core principles

- Authentic
- Respectful
- Emotive
- Calm
- Inspiring

## Tips for short-form copy

- Be emotive and build intrigue
- Be human
- Inject a sense of humour when appropriate



# Examples of our Tone

**Heading Example A** Laid back / Casual / Consumer oriented

“Discover a world away from the everyday.”

*Authentic and emotive  
Inspiring and warm*

*Homely  
Storytelling*

**Heading Example B** Corporate / Formal / Business oriented

“Discover our local award-winning wines.”

*Emotive yet demure  
Calm yet intriguing*

*Respectful but self-assured  
Professional*

# Examples of our Tone

**Body Example A** Laid back / Casual / Consumer oriented

“Immerse yourself in a land abundant in nature and character. A place of winding rivers and rolling vistas, of hard edges and soft curves. A place where cold winters have moulded warm people, welcoming with rough hands. This is a place to unwind and go with the flow.”

*Authentic and emotive  
Inspiring and warm*

*Homely  
Storytelling*

**Body Example B** Corporate / Formal / Business oriented

“Rich heritage, beautiful natural surrounds, gourmet produce, award-winning wines and country hospitality unlike any other.

Located in Southern NSW, The Riverina extends from the rolling foothills of the south-west slopes to the outback, including Griffith, Deniliquin, Leeton...”

*Emotive yet demure  
Calm yet intriguing*

*Respectful but self-assured  
Professional*

## KEY MESSAGING

# Social Media Hashtags

To ensure consistency across all social applications we use the following hashtags:

- #VisitRiverina
- #NewSouthWales

Correct use of our hashtags ensures that the content reaches our target audience.

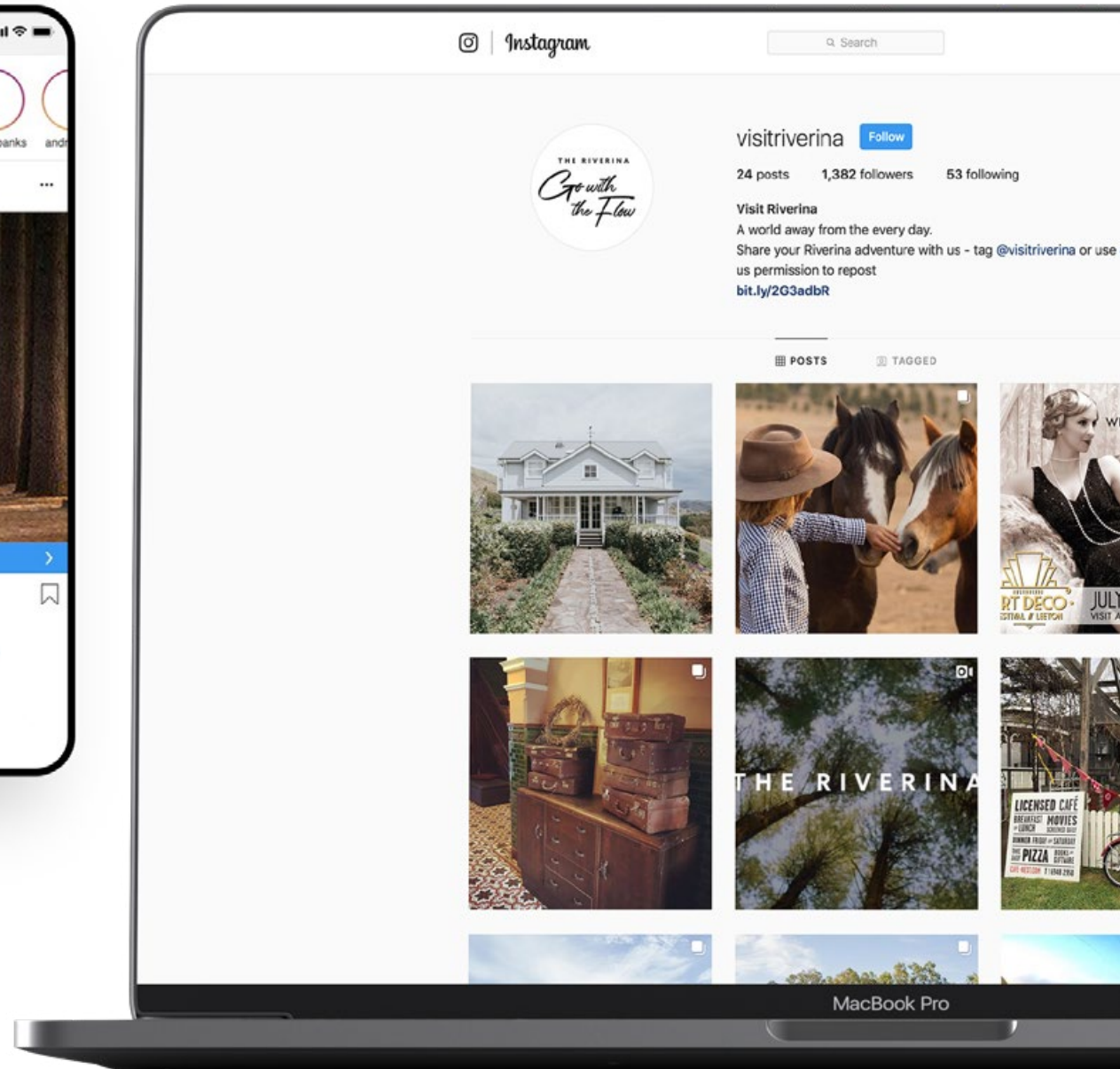
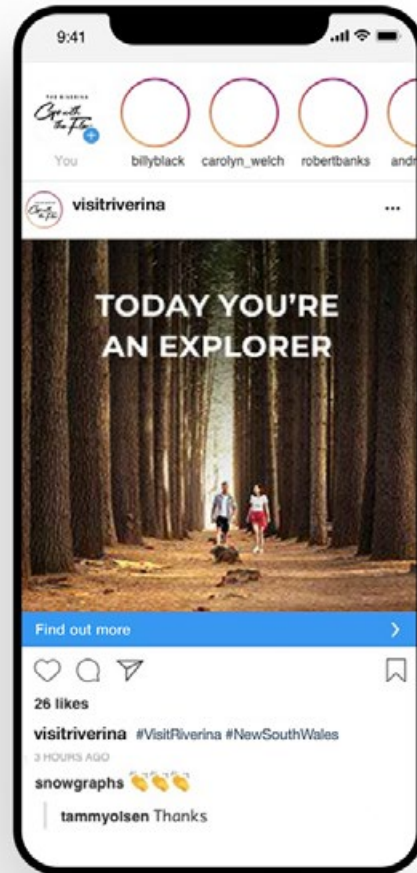
## HASHTAG 1

# #VisitRiverina

## HASHTAG 2

# #NewSouthWales

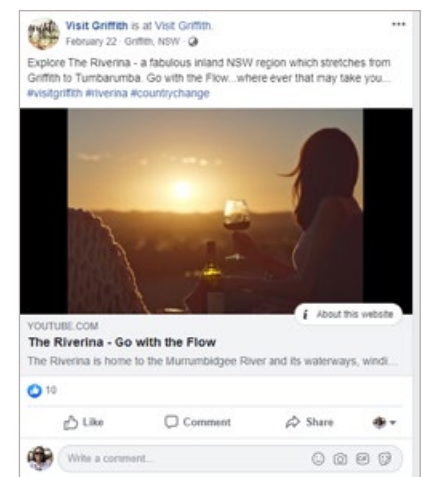
# Examples of Social Media





KEY MESSAGING

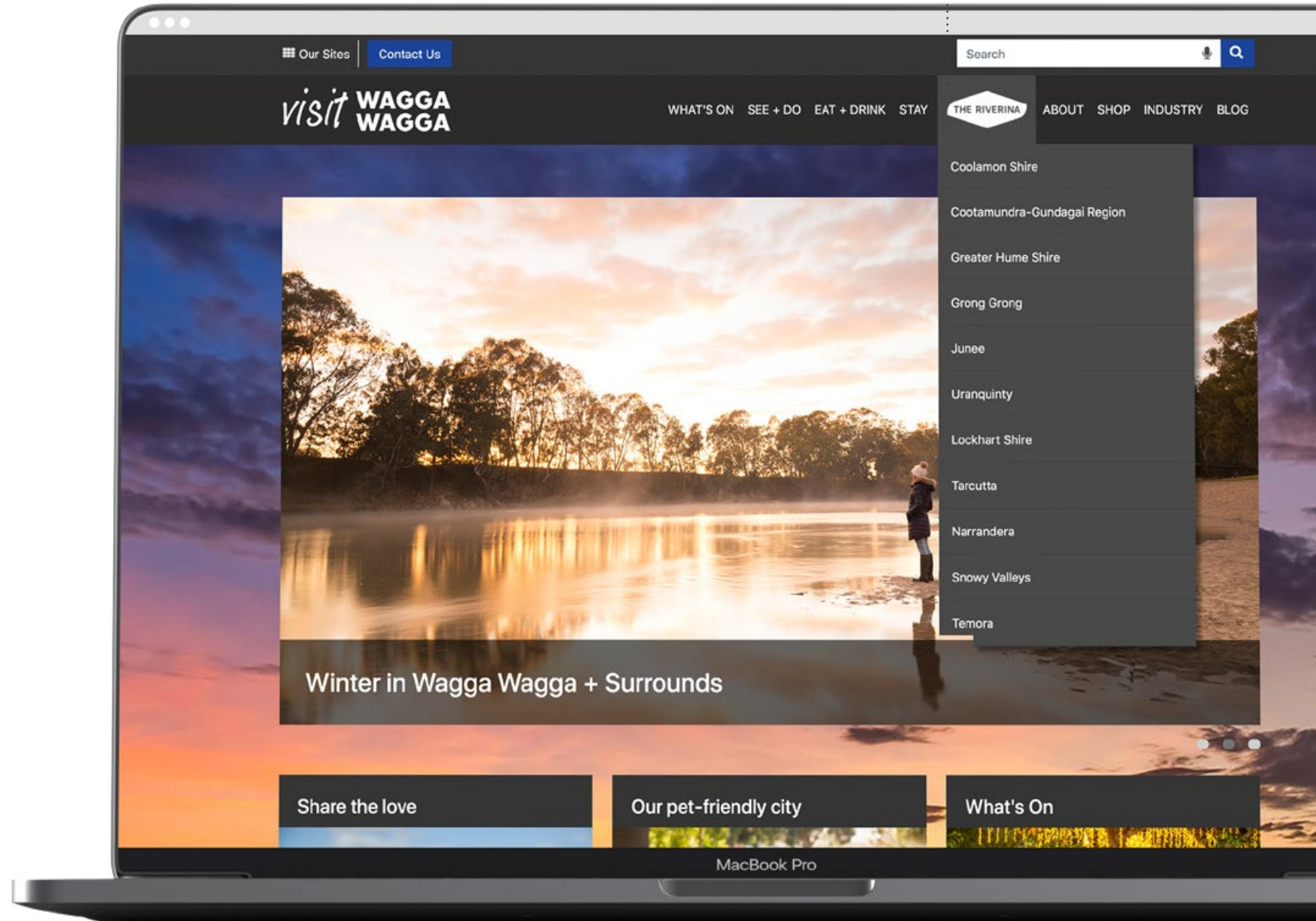
# Examples of Social Media



KEY MESSAGING

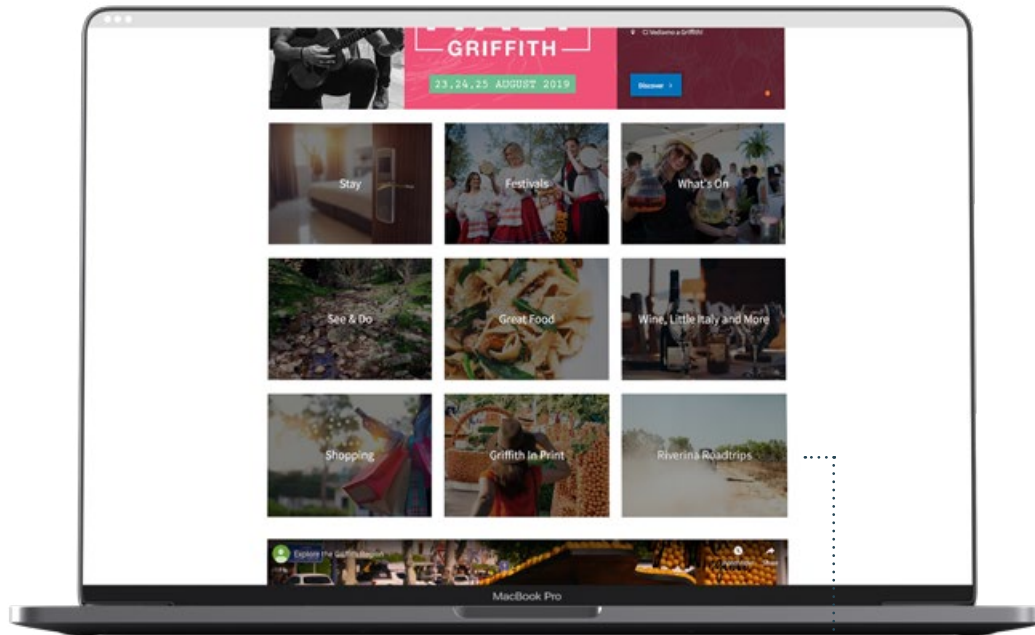
# Website Integration

Logo Stamp  
in website header

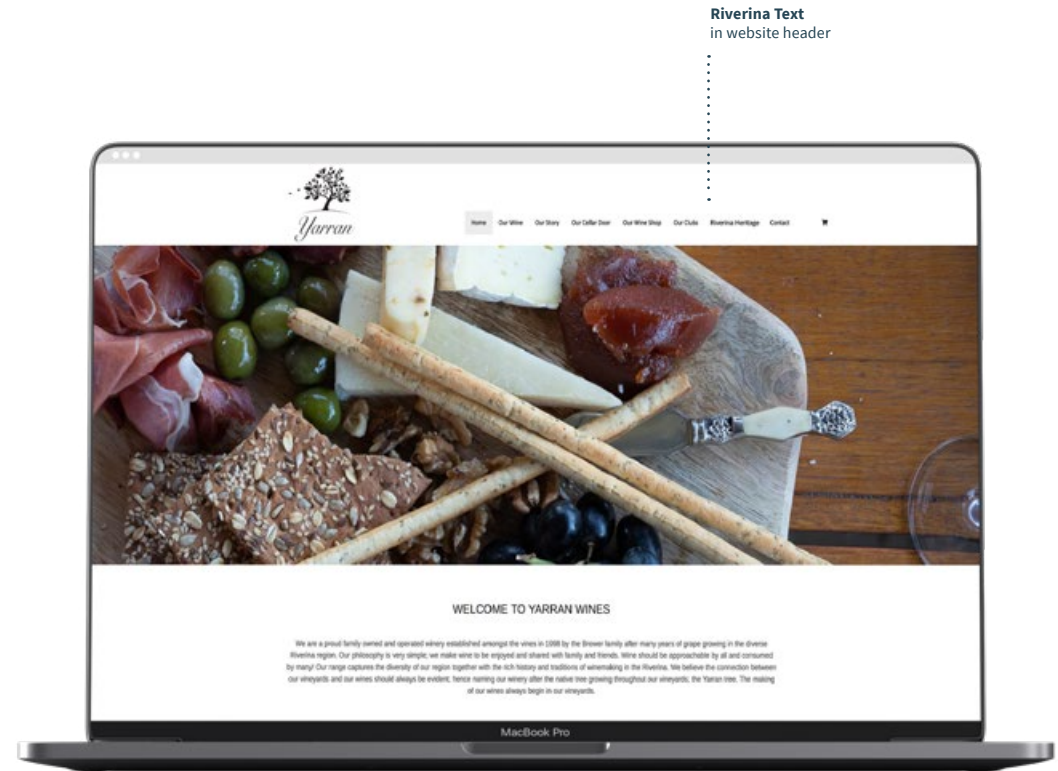


**Note:**  
Visual is concept only

## KEY MESSAGING



Riverina Text  
in content



Riverina Text  
in website header

### Note:

Visuals are concept only

# 02

Logo

# Core Logo

**This is our core logo and should be used in the majority of instances where The Riverina logo is required.**

A simple expression of The Riverina, the core logo has soft and hard edges to depict the duality of the region. The subtle curvature of the terminals connects the audience to the bends and curves of The Riverina’s waterways.

The Riverina logo may be reproduced in any colour in The Riverina palette as shown on the following pages. Please refer to the colour section for specific colour values.

**Let the logo breathe.**

Use the height of the logo to determine the minimum clear space around the logo, as illustrated to the right.

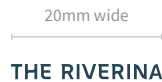
Please make sure the logo is large enough to be legible when reproduced.

Please refer to the minimum sizes outlined to the right.

All print files are provided in CMYK, if a PMS version is required, re-colour using digital chips contained within the eps file.

# THE RIVERINA

Minimum size



Clear space



**Click to download  
The Riverina logo assets**

## LOGO

# Logo Stamp

To ensure The Riverina logo is always prominent to viewers, a holding shape has been created to house the word mark. This should be used where legibility of the core logo would become an issue.

**Do not combine logo treatments with our logo stamp. It should always be single colour, simple and legible.**

**Please refer to page 21 for clear space rules.**



Minimum size

20mm wide



**Click to download  
The Riverina logo assets**

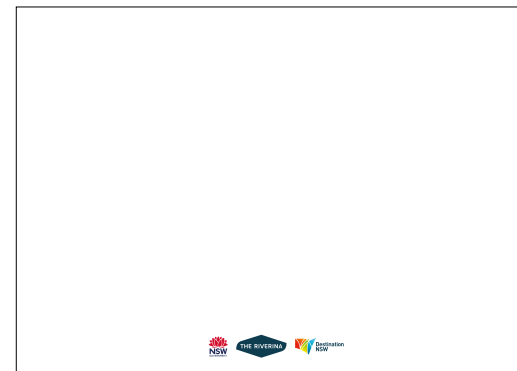
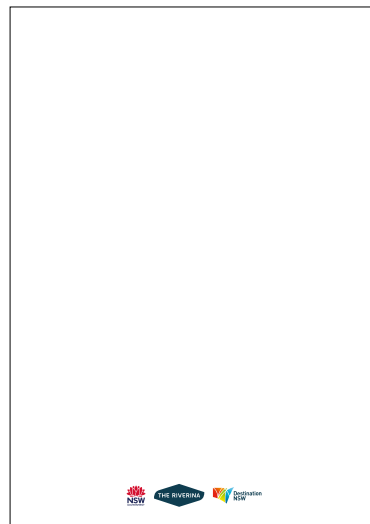
# Affiliate Logos

In some instances The Riverina logo may need to appear with one or several affiliate logos. Please refer to the spacing and positioning rules outlined to the right.

Where brand hierarchy is equal, The Riverina logo stamp should be used to ensure visual equity.

**Please refer to page 21 for clear space rules.**

Affiliate spacing



LOGO

# Co-Branding

A version of The Riverina logo can be used as an endorsement. It should support and work to complement the LGA brand.

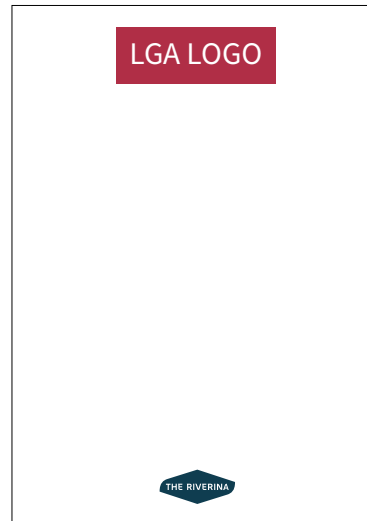
**Please ensure a clear hierarchy is maintained.**



Endorsement



Hero Colour





## LOGO

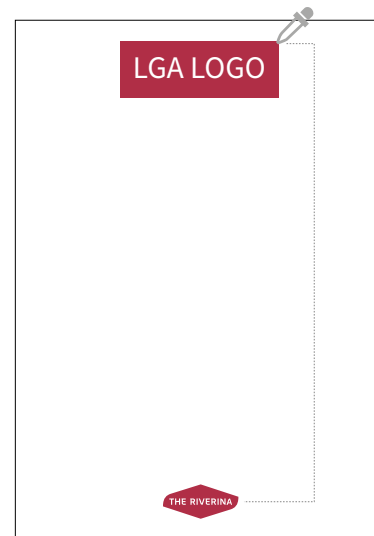
# Co-Branding

The Riverina logo can flex to be sympathetic with the LGA brand.

The dominant LGA brand colour can be adopted (subject to maintaining appropriate accessibility/contrast levels).



Endorsement



LGA Colour Integration  
\*Placeholder LGA logo

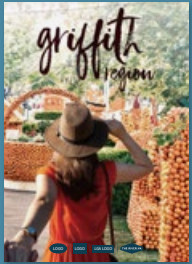
# Co-Branding

This is the preferred lock-up when using The Riverina logo in partnership with any other logo and visual equity is required.

Divider bar and clear space rules consistently apply.



Click to download  
The Riverina  
co-branding assets



Lock-ups – Horizontal



Lock-ups – Stacked



Maintain Visual Equity



## LOGO

# Co-Branding

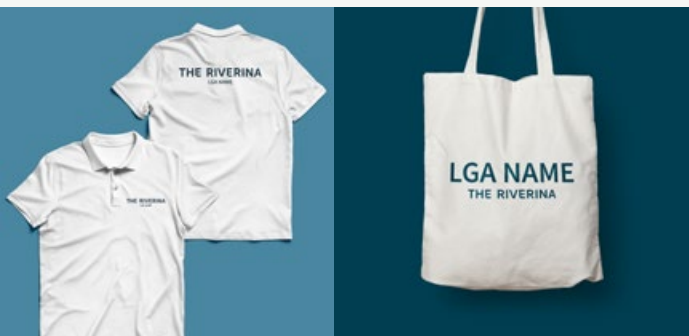
This is the preferred lock-up when a simple integrated combination of The Riverina logo and LGA/Destination is required.

The emphasis can either be with The Riverina brand or with the destination and be supported by The Riverina.

This will be a context-based decision dependent on who is delivering the communication.



Click to download  
The Riverina  
co-branding assets



Lock-ups

A.

**THE RIVERINA**  
LGA NAME

**THE RIVERINA**  
WAGGA WAGGA

B.

**LGA NAME**  
**THE RIVERINA**

**CARRATHOOL**  
THE RIVERINA

## LOGO

# Co-Branding

Collectives can be used when recognition of all LGA/Destinations are required. The Riverina logo should sit above the listing.

LGA's/destinations are always to be listed as they appear geographically, from west to east.

**\*However, the name of the destination which the design is intended for can be promoted to first on the list.**



Click to download  
The Riverina  
co-branding assets



Collective – West to East



HAY | CARRATHOOL | MURRUMBIDGEE | GRIFFITH | BLAND | LEETON | NARRANDERA | LOCKHART  
WAGGA WAGGA | COOLAMON | TEMORA | JUNEE | COOTAMUNDRA-GUNDAGAI | SNOWY VALLEYS

Collective – Snowy Valleys\*



SNOWY VALLEYS | HAY | CARRATHOOL | MURRUMBIDGEE | GRIFFITH | BLAND | LEETON | NARRANDERA  
LOCKHART | WAGGA WAGGA | COOLAMON | TEMORA | JUNEE | COOTAMUNDRA-GUNDAGAI

Collective – Cootamundra-Gundagai\*

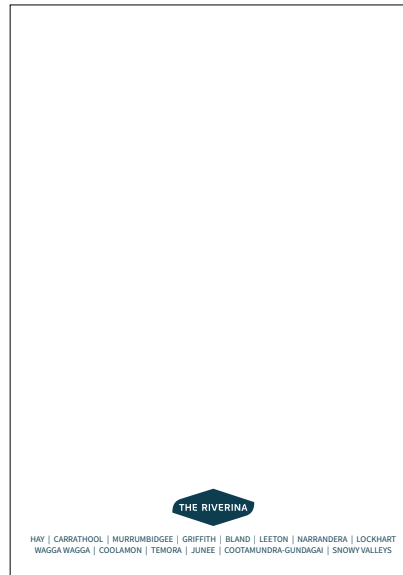


COOTAMUNDRA-GUNDAGAI | HAY | CARRATHOOL | MURRUMBIDGEE | GRIFFITH | BLAND | LEETON  
NARRANDERA | LOCKHART | WAGGA WAGGA | COOLAMON | TEMORA | JUNEE | SNOWY VALLEYS

Collective – Bland\*



BLAND | HAY | CARRATHOOL | MURRUMBIDGEE | GRIFFITH | LEETON | NARRANDERA | LOCKHART  
WAGGA WAGGA | COOLAMON | TEMORA | JUNEE | COOTAMUNDRA-GUNDAGAI | SNOWY VALLEYS



HAY | CARRATHOOL | MURRUMBIDGEE | GRIFFITH | BLAND | LEETON | NARRANDERA | LOCKHART  
WAGGA WAGGA | COOLAMON | TEMORA | JUNEE | COOTAMUNDRA-GUNDAGAI | SNOWY VALLEYS

## LOGO

# Co-Branded Entry Signage

The brand guidelines can be followed for co-branded entry signage. All text should be set in our core blue (Water 1) on a white background to achieve maximum legibility for oncoming vehicles.

**Please follow co-branding examples on page 27.**



# 03

## Assets

# Colour Palette

A palette born from The Riverina environment, it encompasses the duality of the natural landscape.

Water 1 is the hero colour, to be used on the majority of applications. Colour is typically applied within tonal groups.



**Water 1**  
 PMS: 3035  
 C: 97 M: 62 Y: 45 K: 43  
 R: 0 G: 62 B: 81  
 HEX: 003E51



**Water 2**  
 PMS: 2209  
 C: 72 M: 33 Y: 26 K: 8  
 R: 73 G: 134 B: 160  
 HEX: 4986A0



**Water 3**  
 PMS: 2205  
 C: 53 M: 15 Y: 19 K: 0  
 R: 137 G: 178 B: 196  
 HEX: 89B2C4



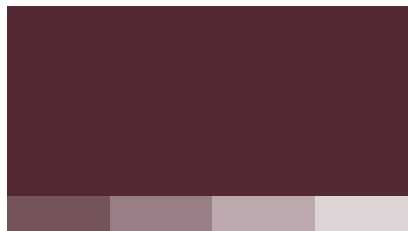
**Foliage 1**  
 PMS: 7735  
 C: 68 M: 20 Y: 73 K: 58  
 R: 54 G: 87 B: 59  
 HEX: 36573B



**Foliage 2**  
 PMS: 2264  
 C: 63 M: 18 Y: 72 K: 7  
 R: 107 G: 149 B: 96  
 HEX: 6B9560



**Foliage 3**  
 PMS: 2262  
 C: 52 M: 13 Y: 57 K: 2  
 R: 140 G: 172 B: 137  
 HEX: 8CAC89



**Earth 1**  
 PMS: 7631  
 C: 36 M: 80 Y: 49 K: 68  
 R: 85 G: 40 B: 50  
 HEX: 552832



**Earth 2**  
 PMS: 7608  
 C: 26 M: 77 Y: 71 K: 20  
 R: 164 G: 73 B: 61  
 HEX: A4493D



**Earth 3**  
 PMS: 2439  
 C: 15 M: 54 Y: 47 K: 0  
 R: 208 G: 132 B: 119  
 HEX: D08477



**Click to download  
 The Riverina colour palette**

# Fonts

The brand font, Source Sans, is optimised for digital and print applications.

A diverse suite of weights, offers flexibility for branded communications. Light & Regular are the hero weights.

The examples shown throughout this document serve as the best guide for how our font should be used.

## SOURCE SANS PRO

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 (!@1/2#\$%&.,?/+)

Light  
*Light Italic*

**Bold**  
***Bold Italic***

Regular  
*Regular Italic*

**Black**  
***Black Italic***

Semibold  
*Semibold Italic*



Click to download the  
Source Sans Pro font family



# 04

## Photography

## PHOTOGRAPHY

# Land Photography

Capturing a genuine sense of place. Celebrating the diverse and beautiful landscape – images should be shot or selected with the end use in mind, providing space to overlay a logo and messaging.

Where possible, retouching of images is recommended. This work should be done by a professional and look natural.

**Retouching may include:** Removing undesirable objects, blurring or desaturating the background to create a strong focal point, making the background less busy or enhancing the colour balance of images.

**Correct licences:** Secure correct usage licences, with the image rights owner before posting or publication.

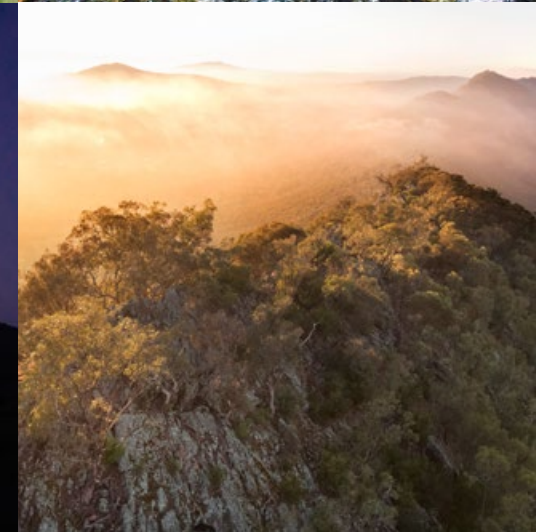
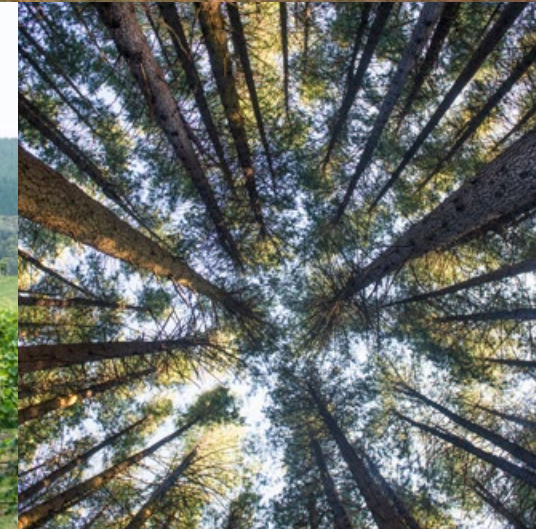
**Image captioning:** Images depicting locations within The Riverina should always be captioned to help inform potential visitors. Image captions are always placed on the bottom-right hand side of the image when possible. The information is always listed in the following order:

Location/Sight Region *or*,  
Location/Sight Location/Sight B, Region

**Example:**  
Sugar Pine Walk Bago State Forest, Snowy Valleys

Source Sans Pro  
Regular

Source Sans Pro  
Light



## PHOTOGRAPHY

# People Photography

Living and breathing The Riverina. Focusing on sensory moments, images draw you into the moment, capturing real life, honestly.

Featuring real people in real Riverina environments. Unusual angles or imperfect moments are ok (as long as the quality of the shot is perfect).

**Use clear images:** Make sure there is a clear focus on the subject and that the background is fairly uncluttered.

**Use authentic imagery:** Only use images of people that look natural and unstaged.

**Use high quality images:** Always use high quality full colour images.

**Correct licences:** Secure correct usage licences, with the image rights owner before posting or publication.

**Image captioning:** Images depicting people within The Riverina should always be captioned to help inform potential visitors. Please refer to either methods of captioning outlined on pages 34 and 36, then use the most applicable for your image.



## PHOTOGRAPHY

# Product Photography

From the kitchen, the farm, the table. Emotive product shots that are rich with colour and warmly authentic.

**Correct licences:** Secure correct usage licences, with the image rights owner before posting or publication.

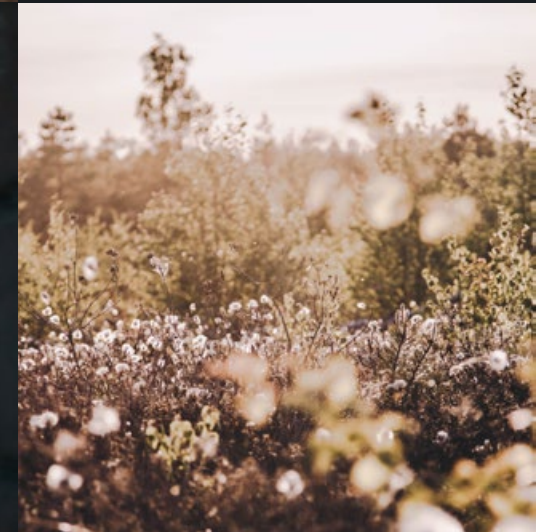
**Image captioning:** Images depicting people within The Riverina should always be captioned to help inform potential visitors. Image captions are always placed on the bottom-right hand side of the image when possible. The information is always listed in the following order:

Business/Product Region or,  
Business/Product Location/Sight B, Region

**Example:**  
Catania Fruit Salad Farm Griffith

Source Sans Pro  
Regular

Source Sans Pro  
Light



PHOTOGRAPHY

# Textured Photography

From the land. A collection of textures from The Riverina. Close ups, born from the land that give a tactile, gritty and real textured impression of The Riverina.

**Correct licences:** Secure correct usage licences, with the image rights owner before posting or publication.

**Image captioning:** Images depicting object or textures within The Riverina should always be captioned to help inform potential visitors. Image captions are always placed on the bottom-right hand side of the image when possible. The information is always listed in the following order:

Location/Business Region

**Example:**

Borambola Wines Wagga Wagga

Source Sans Pro  
Regular

Source Sans Pro  
Light



# 05

## Design Tips

# Design Tips Introduction

Please keep these three simple tips in mind when creating new communications:

- 01 Keep it simple and try not to overcomplicate the design**
- 02 Allow plenty of clear space for the brand assets to breathe**
- 03 Be consistent with the look and effect across a communication project or campaign to create alignment and cut-through**

# Design Tips Extended

Please use these tips as a guide to creating communications that are authentic and confident, and create an experience that reflects the tone of The Riverina brand:

**01 Keep it simple**

Let the design breathe and don't try to do too much on each piece of communication. Make sure every element has a reason to be in the design.

**02 Keep it clear**

Respect the space of other elements. The application of space around text, images and other graphic elements makes a design easier to read. It's also more likely to attract attention than a cluttered composition.

Ensure a clear hierarchy between headline and body copy is present throughout all applications.

**03 Content is key**

Graphics play a supporting role but should complement the content and not compete. Always ensure each item has a reason for being on the design. Let one or two things be the hero.

**04 Don't be scared of scale**

Apply scale to type, graphical elements or compositional features that need proportionate emphasis. Ensure scale reflects content of the piece.

**05 Alignment is vital**

Ensure all elements follow the brand grids supplied. Aligning typography and images with grids ensures a design looks professional.

**06 Contrast**

When placing text or graphics over images, ensure there is sufficient contrast between the items to ensure stand out and legibility.

**07 Messaging**

Only ever use one messaging system per campaign – do not mix and match across campaigns.

**08 Campaign creation**

It is important not to oversaturate a campaign with graphic elements. When creating a campaign, please create a singular look and feel.

Make sure the elements you use are for the life of the campaign, ensuring maximum brand recognition for the audience.

**08 When in doubt...**

Please refer back to the brand guidelines for direction. These guides are here to ensure The Riverina is not only dynamic but also consistently applied across all marketing materials.

For any further assistance, please contact Destination Riverina Murray at [info@destinationrm.com.au](mailto:info@destinationrm.com.au).



# Design Dont's

Please avoid these mistakes when creating communications for The Riverina brand:



**01 Altering our logo**  
Do not alter the scale or positional relationship of the core logo.



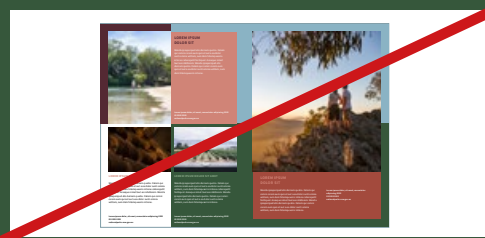
**02 Two colour logo**  
Do not use multiple colours within the logo. Our logo should always be single colour.



**03 Distortion**  
Never skew or distort our logo. Only ever use the supplied logo file.



**04 Using effects**  
Never add special effects to our logo. Only ever use the supplied logo file.



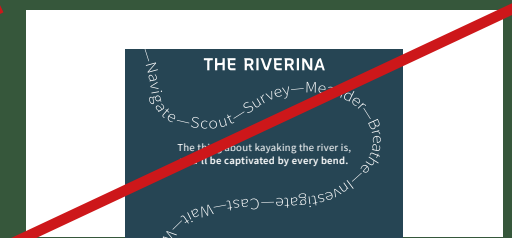
**05 Combining lots of colour**  
A broad palette has been developed to provide longevity and flexibility but a controlled use of colour is key.



**06 Incorrect co-branding**  
When using a co-branded lock up always ensure the space between each logo is respected (See page 26).



**07 Cluttered designs**  
Do not use overcrowded designs, allow plenty of clear space and allow the design to breath. Do not use multiple logos.



**08 Confused messaging**  
Do not use different messaging systems within the same design. Only ever use a single messaging system.

# 06

## Additional Help

# File Types

Artwork is provided in a series of colour ways and common file types. All artwork files are available in EPS (CMYK and Pantone) for print, PNG and SVG for screen and where relevant, mp4 for animation. If you require another file type, size or version, please contact The Riverina marketing team.

## Bitmap v Vector

As a general rule, vector files will always produce a better reproduction and be smaller in file size than a bitmap file.

Note: EPS and SVG files are vector graphics which means they can be scaled infinitely without loss of clarity when applied or reproduced. PNG and MP4 files are bitmap/pixel based files and can only be used at 100% scale or less.

## FOR SCREEN

### PNG

#### **PNG = Portable Network Graphic**

Bitmap file with a transparent background. Great for use in PPT presentations on screen at 100% scale or smaller. For larger sizes, please contact Destination Riverina Murray.

### SVG

#### **SVG = Scalable Vector Graphic**

Vector file with a transparent background. Great for use online (apps and websites) – can be scaled infinitely up or down.

## FOR PRINT

### EPS

#### **EPS = Encapsulated Postscript**

Vector file with a transparent background. Great for use in print (supplied as CMYK and in Pantone) – can be scaled infinitely up or down.

### PDF

#### **PDF = Portable Document Format**

Vector file with a transparent background. Great for use in print (supplied as CMYK and in Pantone) – can be scaled infinitely up or down.

# Approvals

It is critical that all applications of The Riverina brand are approved before release, publication or post.

This process typically takes 5-10 business days to complete and appropriate time should be built in to your schedule to accommodate this as well as implementing feedback and resubmission.

**All requests should be sent via email with relevant detail and attachments to: [info@destinationrm.com.au](mailto:info@destinationrm.com.au)**



## ADDITIONAL HELP

# Help

We are here to help.

If you can't find what you are looking for, have questions or not sure about the implementation of our brand, please contact Destination Riverina Murray.

Please contact:  
[info@destinationrm.com.au](mailto:info@destinationrm.com.au)



## The Riverina

[info@destinationrm.com.au](mailto:info@destinationrm.com.au)  
[theriverina.com.au](http://theriverina.com.au)

[facebook.com/VisitRiverina](https://www.facebook.com/VisitRiverina)  
[instagram.com/visitriverina](https://www.instagram.com/visitriverina)

For any brand enquiries, please contact  
Destination Riverina Murray at:  
[info@destinationrm.com.au](mailto:info@destinationrm.com.au)

# THE RIVERINA



Kimo Estate Gundagai