

Brand Guidelines

*Version 1.0 — February 2019*

**SNOWY VALLEYS**

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# ALWAYS IN SEASON

## Always in Season

Remember when ‘seasons’ meant more than ‘different temperatures’?

When ‘modern conveniences’ didn’t allow us access to a mediocre version of anything we want, all year round?

When we were able to enjoy the months of anticipation before excitedly realising what we’ve been waiting for is finally in season?

Well, there’s a place– tucked away just past the mountains, but just before the plains– that still runs to the rhythms of the seasons.

Where you have to wait for Spring for the snow flows to melt into crystal clear streams perfect for fly-fishing.

Where you have to wait for our cool summers to arrive for the harvest of the grapes that make for truly unique, small-batch wines.

Where you have to wait for winter to drop natural, pure, fluffy snow on the slopes of Mount Selwyn.

But that’s the beauty of true seasons – while you’re waiting for the next one, you can enjoy the joys of the one you’re in.

**So come, visit the Snowy Valleys – and find out what’s in-season.**



## Always in Season

What is a brand and why does the Snowy Valleys need one?

No brand will make the drive shorter between Canberra and the Snowy Valleys. Distance from the rest of the world doesn't have to be a detractor - in fact we see it as a differentiator for the Snowy Valleys. It's all in the telling of the story.

At a time when people are increasingly seeking off grid experiences and 'tree changes' from urban life are on the rise, we have an opportunity to draw people from their urban lives and guide them through experiences that aren't available in Australia's more urban areas.

The Snowy Valleys has always been an area rich in natural features that has forced people to adapt to its rhythms - not the other way around.

The trouble is that not enough people know about the Snowy Valleys. "It's just too far away," they might say, or, "there's nothing there." That's where they're wrong. This brand is for those people. We want them to not just make the drive, but make time to stay, discover our unique towns and see all that the Snowy Valleys has to offer.

The unusual-but-profoundly-rewarding collection of landscapes and produce and ideas. The most peaceful fly-fishing you can imagine. The walks that reward curiosity and idle wandering. Tiny cellar doors and peerless small-batch wines. Farm-to-table feasts under the stars.

We're tapping into all of these things. Focusing on the people, experiences, and places that embody the distinct seasonality of the Snowy Valleys offering. Because now, more than ever, a place to be in touch with the land's natural rhythms is different.

These guidelines address how we'll do it. It is a design scheme composed of a number of core elements that come together to create a distinctive look and feel that makes the Snowy Valleys brand instantly recognisable.

*West of THE  
MOUNTAINS,  
East of the outback.*  
*And a country mile  
from stress.*

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# BRAND PRINCIPLES

## Brand Principles

These brand principles help us create communications that deliver a strong and consistent story around 'always in season' for how people will experience the brand.

### Take your time

How long does it take to make things? What is the value in taking the scenic route? Help people see the value in slowing down by showing what it takes to make produce, craft, and experiences.

### Work with the seasons

We move to the seasons, and we help people understand the seasons, the natural landscape, and how to make the most of it.

### Hero the makers

We succeed when we share a story about makers. We share the insights into why they make what they do. Call out the poetic, the quirky, and the hard trade offs they make to pursue their work.

### Create rhythm

Snowy Valleys is the place where people have always adapted to the land's natural rhythms. We help create a sense of that rhythm in our language whenever possible to evoke a moment or experience.

1. Take your time
2. Work with the seasons
3. Hero the makers
4. Create rhythm

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# IDENTITY OVERVIEW

# Identity Overview

The Snowy Valleys identity is made up of a number of elements that when combined create a memorable brand identity.

The way in which the elements are combined is critical to establishing brand experience.

The following pages outline how each of these elements work, and how to use them to create memorable communications and interactions.

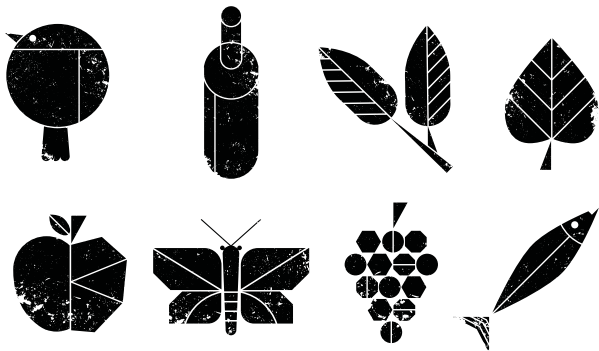
Logo



Primary typeface – Brandon Grotesk



Illustration



Secondary typeface – Fortescue Display



Photography



Colour Palette



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# BRAND VOICE

To communicate the *specific and timeless essence* of this place, we need to EVOKE THE FEELING of living between moments – with language that speaks to the *heightened awareness and unusual rhythm* that can only come from breaking free from schedules.

When we  
speak, we are:

1. Timeless
2. Evocative
3. Specific

#### 1. Timeless

We're about being 'off the clock' – so our language should help people feel like they're frozen in a single moment, able to experience everything at their own pace.

**We do:** Use cadence to consciously manipulate the ebb and flow of our communications.

**We don't:** Make time puns or references for the sake of it – we're trying to express a very specific experience of time.

#### 2. Evocative

Being beyond time means experiencing everything in a heightened, tactile way – so we should use vivid, immediate language to evoke this experience.

**We do:** Try and find new ways to put the reader 'in the moment', as if they're there experiencing what's being described.

**We don't:** Veer into flowery, ornate or overlong prose. Less is still more.

#### 3. Specific

Taking the time to appreciate the finer details reveals a world of new information and experiences – and to demonstrate that, we need to dive deep into specifics of what we're talking about.

**We do:** Do research to make sure we understand the nuance of what we're talking about.

**We don't:** Bore the reader by overloading them with details and data.



## In practice

Focus on the details, take notice of the intricacies, and slow down.

### Language with rhythm:

#### So instead of:

“A journey through one of the most diverse geological landscapes in Australia ... Winding down through fantastic folded limestone belts you will enter a beautiful valley about 20kms long...”

### Language of the moment:

#### So instead of:

“A major part of the Batlow secret to growing great apples is a very precise climate. High altitude (above 2,500 feet) and sub-alpine climates create ideal growing conditions for apples. The cold night air and warm, sunny days ensure that our apples ripen at an ideal rate, and to exceptional colour.”

#### We say:

“Journey forward and over (and over and over), through limestone belts folded, past leaves newly golden... to discover 20kms of pristine, diverse valley landscape.”

#### We say:

“Batlow Apples aren’t from anywhere, or anywhen.

They’re from a place high above the world. Where the cold of night is sharp (for the sharpness makes them crisp).

And they’re from the alpine spring– when the sun rays are gently warm (for this warmth makes them radiant).”

## In practice — Short form

Communicating place  
and craft of the region with  
singular messages.

*Now in season.*

*Get off the clock.*

*Time to explore.*

*Get on the track and off the clock.*

*It's time to meet your makers.*

*Stop. And breathe. And feel.*

*Find the freedom  
between moments.*

*Experience life at a different pace.*

*Be in the here and then.*

*West of the mountains. East of  
the Outback. And a country mile  
from stress.*

*West of the mountains. East of the  
outback. Beyond the tension line.*

## In practice — Long form

### Building a sense of place.

Most of us are on the clock.

In the obvious sense, yes— we're working 9-to-5, 5-of-7.  
But it extends beyond that.

Our days are dictated by a rigid, complex framework of calendar invitations, time zones, reminders on your phone, save-the-date cards, appointments, school terms, quarterly forecasts and... whatever it is that controls the traffic lights.

It's a schedule somehow both inescapable and self-imposed. But it's not universal.

Because there's a different place. One just beyond the mountains, but just before the plains.

A place that isn't on the clock. At least, not our clock. That doesn't bend to our systems.

It's a place where the seasons aren't evenly distributed. Where the fruit grows best on the hills the machines can't handle. Where the calm-looking rivers are a source of furious power, and where it's most peaceful in the heart of a crowded forest.

None of it holds to traditional wisdom, or easy answers. Those who demand of it uninterrupted tranquility will be as disappointed as those who insist on non-stop adrenaline.

But if you can surrender your need for control, and let yourself be guided by the land's natural rhythms... you'll be led to the beauty beyond convention.

The produce that doesn't endure bitter winters, but thrives on them — creating tastes that simply can't be mass-produced.

The sprawling lakes that compel some to quiet contemplation and others to white-water exhilaration.

The empty space, that defies expectations of instant gratification — yet endlessly rewards ponderousness and idle wandering and curiosity about fine details.

These are the hallmarks of a land that can't be civilised, that keeps us in check to maintain the clarity of both its crystalline streams and dazzling night sky.

But you don't need to be intimidated by it. You just need to surrender to its own definitions of speed and space and time.

Give it a try. Get off the clock.

The Snowy Valleys. Now in season.

# In practice — Experiences

## Encouraging visitors to the Snowy Valleys with what's on offer season by season.

The Snowy Valleys has a wide range of experiences, these are just few examples to get you started.

### Cycling

Out on the road and,  
under your own steam,  
chase it.

Up winding climbs,  
down sharp descents,  
and forward...

Always forward, until  
you feel it. Your path  
unfolding infinitely.

And you surrendering to  
its freedom, completely.

A guide to cycling in the  
Snowy Valleys.

### Seasonal experiences

Crackling fires.

Crisp air.

Hot cider.

Cool climate wines.

Now In Season.

### Wine

The many and varied  
wine experiences of  
Tumbarumba.

### Heritage

Be in the here  
and then.

Adelong figs.

Cosy mountain digs.

Ralph's Batlow apples.

and sunlight that's dappled.

All now in season.

### Fishing

Live in the moments  
between the dropped  
line and the bite.

When the water is still  
and the wind is quiet.

When you're calm.

But you're ready.

A Quick Guide to the  
slow art of fishing in the  
Snowy Valleys

### Walking/Hiking

Journey between  
limestone belts folded,  
and under leaves newly  
golden...

Go forward and over  
(and over and over),  
and then stop. And  
breathe. And feel.

A Wanderer's Guide to  
the mindful exploration  
of the Snowy Valleys

# In practice — Talking to different audiences

## Tailoring your message to suit different audiences.

Good communication means putting your user first - remember to ask: who are we talking to, and what will they find most engaging? Then tweak your messaging accordingly.

Much like experiences, we also need to talk to a wide range of audiences at different touch-points. These are just few examples to get you started.

## Audience

### Soft Adventurers

For time immemorial, wanderers have climbed our mountains, explored our valleys, and fished in our crystal-clear streams – but only as the seasons dictated.

That tradition continues today. Visit the Snowy Valleys, and find out what adventure experience is in season.

### Campers and Roamers

In the city, it's easy to feel apart from life's natural rhythms– but not here. Here, you can immerse yourself in nature– from the crisp alpine winters by a crackling campfire, to the vibrant spring given life by freshly-melted mountain snow.

Visit the Snowy Valleys – because whenever you visit, an idyllic natural experience will be in season.

### Foodies

The crispness of an alpine apple. The subtle notes of a mountain valley wine. The unmatched beauty of a farm-to-table steak dinner under the stars. These aren't experiences that can be mass-produced.

They can only be enjoyed in small batches, on nature's schedule. But that's what makes them great. Visit the Snowy Valleys – and find out what's in season.

### Luxury Travellers

It's an unavoidable truth that the best things take time. The best food is meticulously prepared, and slow-cooked. The best wines take decades to properly mature. The best landscape is gently sculpted by natural forces over millennia. Here in the Snowy Valleys, we don't fight that, we benefit from it. We wait for the best... and then we cultivate it.

Visit the Snowy Valleys – and find out what has matured to perfection this season.

## Touchpoints

Tourism website  
Social media  
Festivals / event advertising  
Signage & way finding  
Seasonal zine  
Activity guides  
Regional map

Signage & way finding  
Tourism website  
Social media  
Festivals / event advertising  
Activity guides  
Seasonal zine

Festival / event advertising  
Tourism website  
Social media  
Seasonal zine  
Activity guides  
Seasonal zine

Festival / event advertising  
Tourism website  
Social media  
Seasonal zine  
Activity guides  
Regional map

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# LOGO

## Logo – Master

The Snowy Valleys logo reflects the rich fabric of the landscape, and the richness of its parts - towns and experiences that come together to make up the region.

Where you position the logo is up to you, depending on what best suits the application and tone.

We've put a bit of effort into making sure it's legible in a multitude of sizes so its best to never try to recreate the logo from scratch.

**S N O W Y V A L L E Y S**

## Logo – Variants

The Snowy Valleys logo has been created with one clear purpose – to provide clarity and authorship across all communications and activities.

Our logo is set in a bespoke typeface, inspired by the character and heritage of the region and created specifically for the Snowy Valleys.

The primary configuration for is the horizontal format, however the alternate stacked configurations, left aligned and centered, can be used freely where needed. See the application examples at the end of this document for best practice examples.

The 'alternative fill' version of the logo has been created specifically to work only alongside town logos when they take precedence in communications. If the Snowy Valleys logo is to be viewed on its own, it's preferred that we only use versions 1 through to 3.

### 1. Primary

SNOWY VALLEYS

### 2. Alternative left-aligned

SNOWY  
VALLEYS

### 3. Alternative centered

SNOWY  
VALLEYS

### 4. Alternative fill

SNOWY VALLEYS

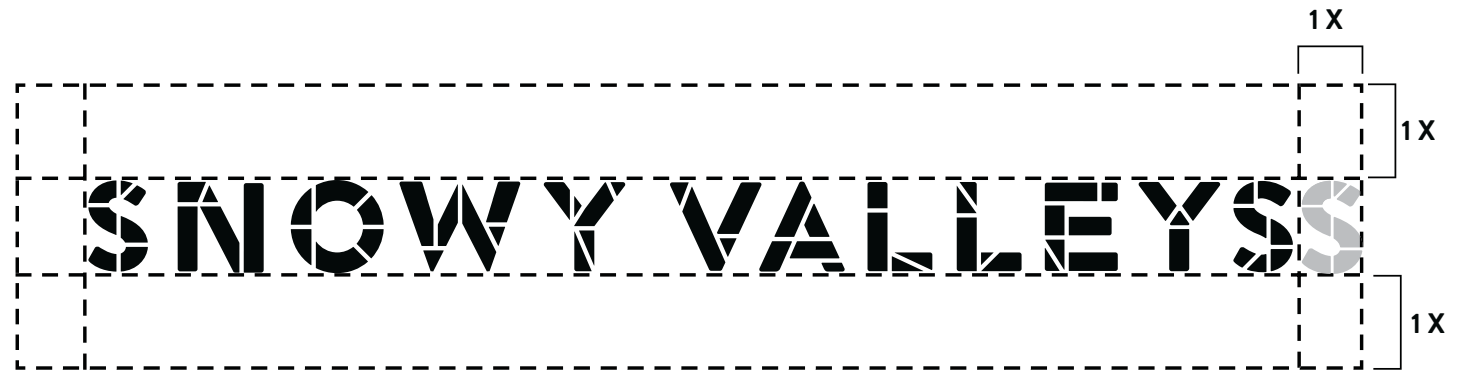


## Logo – Clearspace & minimum size

There's nothing like a bit of clear space to help the Snowy Valleys logo stand out. The clearspace rules are not a rigid area of no entry, but instead act as a recommended space between the logo and other conflicting elements.

The general rule is 1x the logo letter height should be maintained as a minimum space. There are exceptions to this rule, but as a guide, stick to this.

The logo size will vary as per the application, but where possible, try and keep it above 60mm wide.



**SNOWY VALLEYS**



60mm minimum size

## Town Logos

Each town within the Snowy Valleys plays a fundamental role in telling the story of the region.

In order to maintain the town names as a prominent part of the brand, each town can also take on the style of the Snowy Valleys logo.

TALBINGO

BRUNGLE

BATLOW

KHANCOBAN

TUMBARUMBA

ADELONG

TUMUT

## Town Logos – Lock up

When using a town logo as hero, it's important to still drive attribution to the Snowy Valleys region as a whole to orient viewers.

In these cases, use the 'fill' version of the wordmark (see p20 for reference) on any communication. Use the lock-up variations to the right as a guide on how these elements best come together.

When the town logo and typeset Snowy Valleys are locked up together, as a general rule of thumb the word 'Snowy Valleys' is at minimum a third of the height of the town logo.

**BRUNGLE**  
**SNOWY VALLEYS**

**WONDALGA**  
**SNOWY VALLEYS**

1X  
1/3 X  
1/3 X

**JINGELLIC**  
**SNOWY VALLEYS**

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# TYPOGRAPHY

## Typography

The Snowy Valleys identity uses typography to create rhythm through the language and layout. We use a combination of the headline font Brandon Grotesque and contemporary serif, Fortescue Display to achieve this.

Brandon Grotesque can be purchased here:  
<https://www.myfonts.com/fonts/hvdfonts/brandon-grotesque/>

Fortescue Display can be purchased here:  
<https://www.colophon-foundry.org/typefaces/fortescue/>

Fortescue  
Display

**BRANDON  
GROTESQUE**

# Typography

## – Brandon Grotesque

Brandon Grotesque draws upon the character of heritage signage found across Australia.

It looks great in all caps for headings that draw attention over photography and illustration, but also serves as the main paragraph body font - perfectly legible for large amounts of small text.

Avoid using it in all caps for long headlines and sub-heads where our serif font is better suited.

Book / *Italic*  
Medium / *Italic*  
Bold / *Italic*  
Black / *Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
12345678900 fiflffifflffâáãäå  
?!@™©®#\$\$¥¢%^^&\*[({/;:'"\\)]

# BRANDON GROTESQUE

## Typography

### – Fortescue Display

**Fortescue Display is a versatile and contemporary serif. It does most of the heavy lifting in our brand communications.**

It looks great shifting between weights, caps and italics to create cadence and rhythm in messaging. We often use it coupled with the headline font Brandon in headlines or for introductory paragraphs where we're creating a sense of an experience or place.

Legibility is key to any piece of good communication so use the light version of Fortescue sparingly over illustration or photography. This will ensure our communication is always clear for the user.

Light / *Italic*  
Regular / *Italic*  
Semibold / *Italic*  
Bold / *Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
12345678900 fiflffiffllffàáâãäå  
?!@™©®#\$£¥¢%^^&\*[(/;:'"\\)]

Fortescue  
Display

## Typography — In use: Headlines

In order to create rhythm and cadence in our typography, it's important to understand how to make decisions on which font to use, where and when. This page will help guide those choices.

When referring to the Snowy Valleys in a headline, try to use our logo in large headlines or set it in Brandon Grotesque in all caps in small headlines/subheads. When one of our towns takes precedent in communication over Snowy Valleys the same rule applies. The former means you shouldn't need to repeat the logo elsewhere on the piece of communication.

To create rhythm in our longer headlines, it's helpful to start by saying it out loud. The points where your voice naturally inflects, rests, rises or lowers are where you can add some flavour.

Starting with Fortescue in regular, use the identified moments above as places to add italics, heavier weights, all caps and underlines – but don't overdo it. Styling should never get in the way of the message we're trying to communicate. Use the applications at the end of this document as a guide.

For short headlines (5 words or less), use Brandon Grotesque with the text tracked out 30pt. For longer headlines, Fortescue is your go to.

We recommend when using it large and over multiple lines it's best to reduce the leading (space between the lines) to match the point size at minimum.

Brandon Grotesque Black 70pt/65pt Tracking 30

NOW IN  
SEASON

Brandon Grotesque Black 44pt/44pt Tracking 30

GET OFF  
THE  
CLOCK

Fortescue Display (multiple weights) 22pt/22pt

West of *THE*  
*MOUNTAINS,*  
*East of the outback.*  
And a country  
mile from stress.

Fortescue Display (multiple weights) 22pt/22pt

A Guide to *the*  
*Enduring* & Iconic  
Historic Buildings  
of **ADELONG**

Fortescue Display (multiple weights),  
Brandon Grotesque Black 22pt/22pt

*It's* **TIME**  
to meet  
your *makers.*



# Typography —

## In use: Body copy

**We need to make sure that when we do have to speak in longer formats, we're kind to the user.**

When writing multiple paragraphs of text, it's best to use a lighter weight of Brandon Grotesque.

While Fortescue is primarily used for subheads, at smaller sizes or for labels use Brandon in a heavier weight like Bold or Black.

Brandon Grotesque Regular 13pt/15.5pt

Batlow Apples aren't from anywhere, or anywhen.

They're from a place high above the world. Where the cold of night is sharp (for the sharpness makes them crisp).

Fortescue Display Regular, Brandon Grotesque Regular 13pt/15.5pt

### Hiking in the Snowy Valleys

Journey forward and over (and over and over), through limestone belts folded, past leaves newly golden... to discover 20kms of pristine, diverse valley landscape

Brandon Grotesque Regular 9pt/11.5pt

Batlow Apples aren't from anywhere, or anywhen.

They're from a place high above the world. Where the cold of night is sharp (for the sharpness makes them crisp).

Fortescue Display SemiBold , Brandon Grotesque Regular 9pt/11.5pt

### Hiking in the Snowy Valleys

Journey forward and over (and over and over), through limestone belts folded, past leaves newly golden... to discover 20kms of pristine, diverse valley landscape

Brandon Grotesque Medium 6.5pt/8.5pt

Batlow Apples aren't from anywhere, or anywhen.

They're from a place high above the world. Where the cold of night is sharp (for the sharpness makes them crisp).

Brandon Grotesque Bold, Brandon Grotesque Medium 6.5pt/8.5pt

### Hiking in the Snowy Valleys

Journey forward and over (and over and over), through limestone belts folded, past leaves newly golden... to discover 20kms of pristine, diverse valley landscape

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# COLOUR

# Colour Palette

The distinctive hues that will come to define our brand are inspired by the land and produce of the Snowy Valleys.

Just like the diverse beauty of the location, the colours provide a wide selection that can be used in a design.



**RIVER BLUE**



**FOREST GREEN**



**CATTLE BLACK**



**BATLOW RED**



**SPRING GREEN**



**WINERY BURGUNDY**



**HAY YELLOW**



**CRATE BROWN**



**SNOW WHITE**



**RUSTIC BROWN**



**BARK GREY**

# Colour Palette – Primary

Predominantly warm colours, our palette is broad, yet usage should be considered and limited for each application.

When deciding which colour to use, take your lead from the content. If using an illustration with a lot of colour, keep the supporting elements to simple neutral colours like black and white.

PMS, RGB, CMYK... with so many variations and usage of our colours, it can get a little confusing at times. The matrix to the right gives accurate breakdowns to make things easier.

Reproduction of these colours will always vary across different media, printing processes and stocks. Fret not – some variation is totally acceptable, so use these values as a guide.

River Blue  
Pantone 281 C  
RGB 000/032/091  
CMYK 100/95/05/39

Forest Green  
Pantone 342 C  
RGB 000/103/071  
CMYK 93/10/75/43

Cattle Black  
Pantone Black C  
RGB 000/000/000  
CMYK 00/00/00/100

Batlow Red  
Pantone Red 1788 C  
RGB 245/070/059  
CMYK 00/88/82/00

Spring Green  
Pantone 2292 C  
RGB 147/201/014  
CMYK 48/00/92/00

Winery Burgundy  
Pantone 2425 C  
RGB 131/000/101  
CMYK 40/100/10/26

Hay Yellow  
Pantone 7409 C  
RGB 240/179/035  
CMYK 00/29/100/00

Crate Brown  
Pantone 439 C  
RGB 069/053/054  
CMYK 30/42/34/75

Snow White  
RGB 255/255/255  
CMYK 00/00/00/00

Rustic Brown  
Pantone 159 C  
RGB 203/096/021  
CMYK 01/72/100/07

Bark Grey  
Pantone 413 C  
RGB 186/187/177  
CMYK 13/08/17/26

## Colour Palette – Secondary Tints

Tints work well for structural content where colour can define sections and provide pace, without a colour overload. ie. divider pages in these guidelines and communications with colourful illustration.

The colours to the right are the recommended tints, however each of them can range from 10-50% if required.

30%  
River Blue  
Pantone 281 C  
RGB 000/032/091  
CMYK 100/95/05/39

30%  
Forest Green  
Pantone 342 C  
RGB 000/103/071  
CMYK 93/10/75/43

40%  
Cattle Black  
Pantone Black C  
RGB 000/000/000  
CMYK 00/00/00/100

20%  
Batlow Red  
Pantone Red 1788 C  
RGB 245/070/059  
CMYK 00/88/82/00

30%  
Spring Green  
Pantone 2292 C  
RGB 147/201/014  
CMYK 48/00/92/00

20%  
Cattle Black  
Pantone Black C  
RGB 000/000/000  
CMYK 00/00/00/100

20%  
Winery Burgundy  
Pantone 1787 C  
RGB 244/54/76  
CMYK 00/86/63/00

20%  
Hay Yellow  
Pantone 7409 C  
RGB 240/179/035  
CMYK 00/29/100/00

40%  
Crate Brown  
Pantone 439 C  
RGB 069/053/054  
CMYK 30/42/34/75

30%  
Rustic Brown  
Pantone 159 C  
RGB 203/096/021  
CMYK 01/72/100/07

40%  
Hay Yellow  
Pantone 7409 C  
RGB 240/179/035  
CMYK 00/29/100/00

30%  
Bark Grey  
Pantone 413 C  
RGB 186/187/177  
CMYK 13/08/17/26

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# PHOTOGRAPHY



# Photography

**Our photography captures essence of our landscape, how people interact with the region and a general sense of a slower pace – enjoying the moment.**

**As a rule of thumb, imagery should:**

- Showcase the landscape and people
- Use unusual and interesting composition
- Use up-to-date subject matter
- Celebrate the detail and beauty of the region
- Show marketable activities that will intensify the desire of the viewer to visit
- Fit into the same colour / focus aesthetic.

There are four categories or principles that can help maintain a sense of the Snowy Valleys in every shot — Product of the environment, Breathe it all in, Stop for a minute and Nature prevails.

On the following pages you'll see how this approach to photography can be used as a benchmark, to check existing photography libraries against, and help in the decision process of what's on/off brand.





## Photography - Product of the environment

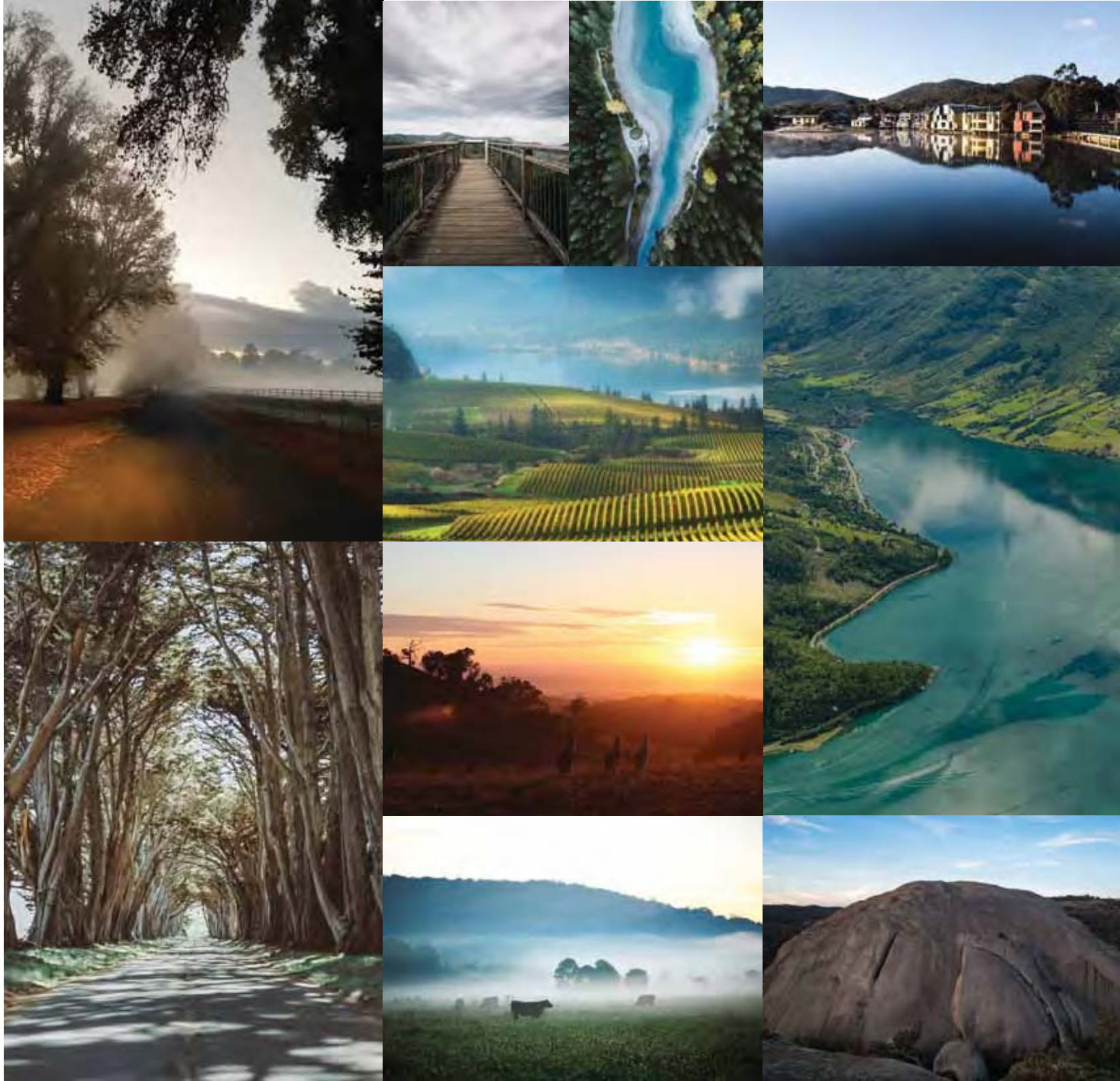
From hand-picked apples to small batch producers to world class Chardonnay and long lunches under the stars — produce and makers are an integral part of the Snowy Valleys experience. When sharing products from the region, we focus on the quality and craft, all the way from farm to table.





## Photography - Breathe it all in

Capturing the vast open and varied country-side found in the Snowy Valleys gives people a big-picture sense of place – it puts the focus on the natural environment and invites the viewer in the discover for themselves.





## Photography - Stop for a minute

Time spent in the Snowy Valleys encourages connection and consideration. Where possible, our photography puts the viewer back into sync with nature, evoking the feeling of slowing down and being present in the moment by showing people who have decided to stop, for just a minute.





## Photography - Nature prevails

Experiencing nature at scale implies adventure and invites curiosity. When capturing activities or experiences, we hero the natural environment at it's grandest angles inviting the viewer to imagine themselves in the location, activity or experience.



01	Always in Season
02	Brand Principles
03	Identity Overview
04	Brand Voice
05	Logo
06	Typography
07	Colour Palette
08	Photography
09	Illustration
10	Applications

# ILLUSTRATION

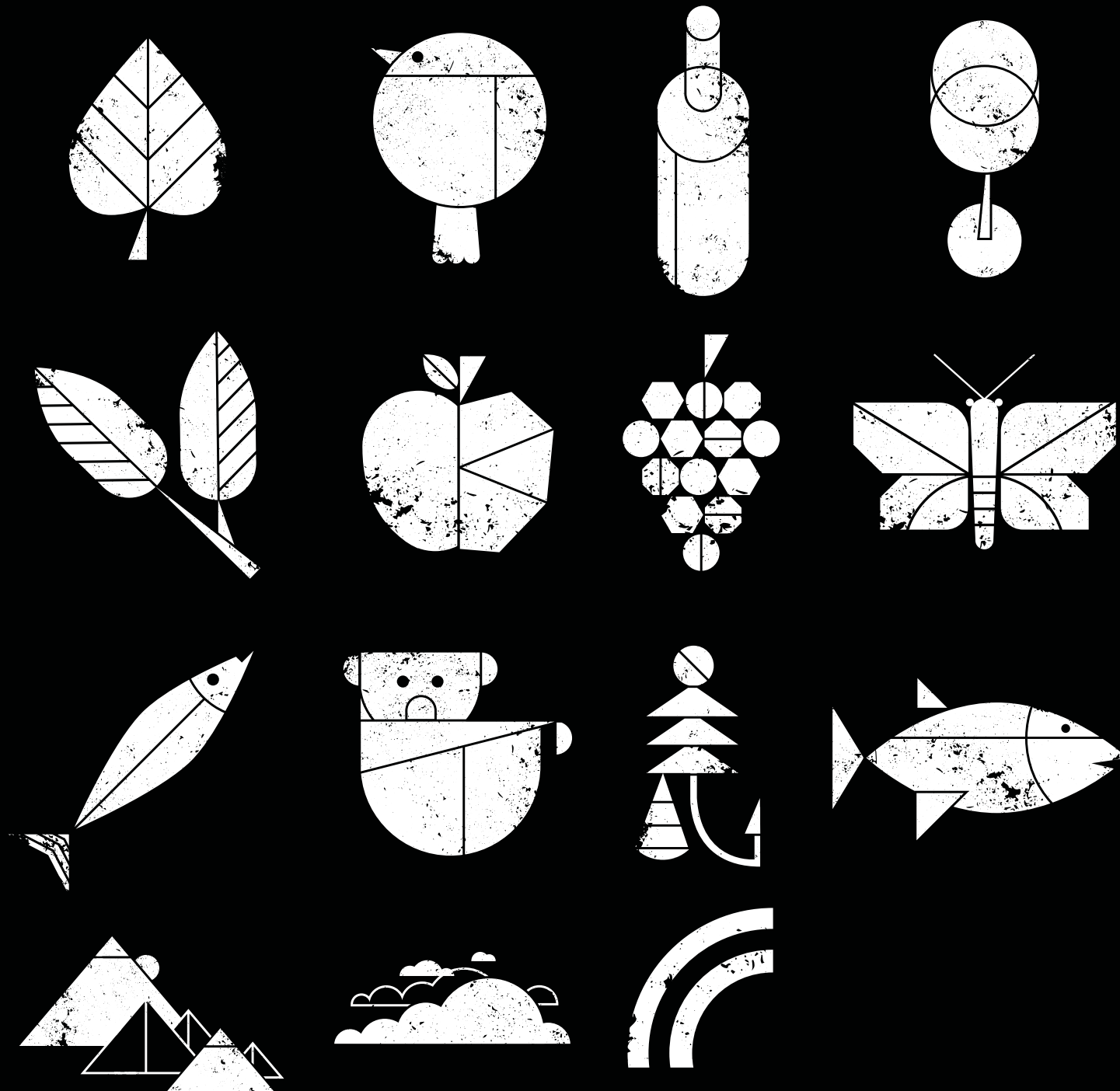
## Illustration — Iconography

Along with the logotype, the brand utilises a series of geometric illustrations that follow a similar style of subdivisions as the logo.

They cover a range of experiences from activities like fishing and hiking, to wildlife, heritage and well known produce and products like apples and wine.

These illustrations utilise textures to give a more handcrafted feel. These can be purchased here: <https://www.retrosupply.co/products/diet-vector-textures>

See examples of best case usage in the application section of this document.





## Illustration — Vintage

**The Snowy Valleys identity leans into the history of the region and an authentic Australian experience.**

Leveraging the old tourism and product posters of yesteryear, along with vintage botanical, flora and fauna illustrations.

These can work in place or in tandem with photography.

The examples to the right are existing pieces from vintage books and catalogs – these can be used as reference and inspiration when commissioning illustrators to create new bespoke pieces for Snowy Valleys collateral.



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# APPLICATIONS



## Posters

Communicating place  
and craft of the region with  
singular messages.

What people will see and hear  
outside of the Snowy Valleys.





# Advertising

## Communicating activities and attitude of the Snowy Valleys.

Allowing stories of the region to come through while driving attribution to the Snowy Valleys.





Seasonal Offerings

Encouraging visitors to the Snowy Valleys with what's on offer season by season.

ADELONG  
GOCUP

BATLOW  
JINGELLIC

TUMBARUMBA  
KHANCOBAN

TUMUT  
KILLIMICAT


BRINDABELLA  
ROSEWOOD

BRUNGLE  
TALBINGOTOOMA

CABRAMURRA  
WONDALGA

GILMORE  
YARRANGOBILLY

TIME TO EXPLORE



*Adelong* figs  
Cosy mountain digs  
Ralph's Batlow apples &  
sunlight that's dappled  
*All now in season*  
**SNOWY VALLEYS**

BETWEEN THE MOUNTAINS AND THE PLAINS. BEYOND THE TENSION LINE.

visitsnowyvalleys.com

ADELONG  
GOCUP

BATLOW  
JINGELLIC

TUMBARUMBA  
KHANCOBAN

TUMUT  
KILLIMICAT


BRINDABELLA  
ROSEWOOD

BRUNGLE  
TALBINGOTOOMA

CABRAMURRA  
WONDALGA

GILMORE  
YARRANGOBILLY

TIME TO EXPLORE



Crackling fires  
CRISP air  
Hot cider  
Cool climate *wines*  
*All now in season*  
**SNOWY VALLEYS**

BETWEEN THE MOUNTAINS AND THE PLAINS. BEYOND THE TENSION LINE.

visitsnowyvalleys.com

# Advertising

Advertising the Snowy Valleys  
to those outside of the region.





## Seasonal Offerings

Encouraging visitors to the Snowy Valleys with what's on offer season by season.



## Seasonal Offerings

Encouraging visitors to the Snowy Valleys with what's on offer season by season.





# Advertising

Advertising the individual towns within the Snowy Valleys to those outside of the region.

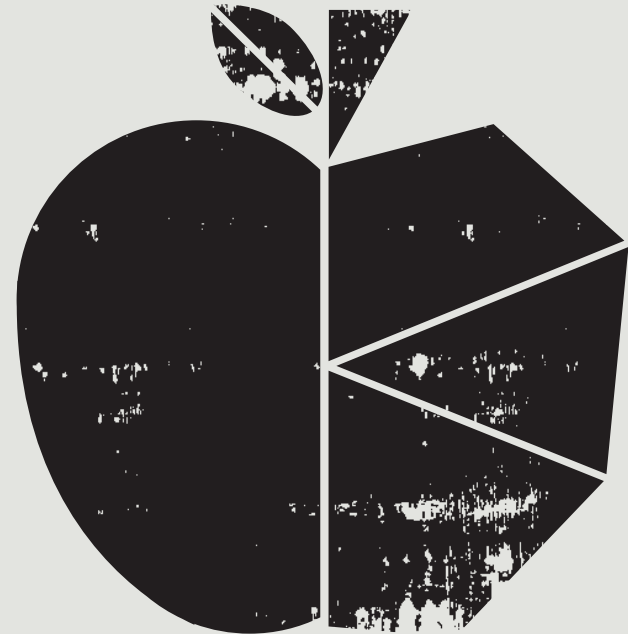
They're not from anywhere, or anywhen.

They're from a place high *above the world*. Where the cold of night is sharp  
(FOR THE SHARPNESS MAKES THEM CRISP).

And they're from the Alpine Spring – when the sun rays are gently warm  
(*for this warmth makes them radiant*).

You can find them just beyond the mountains, but just before the plains.

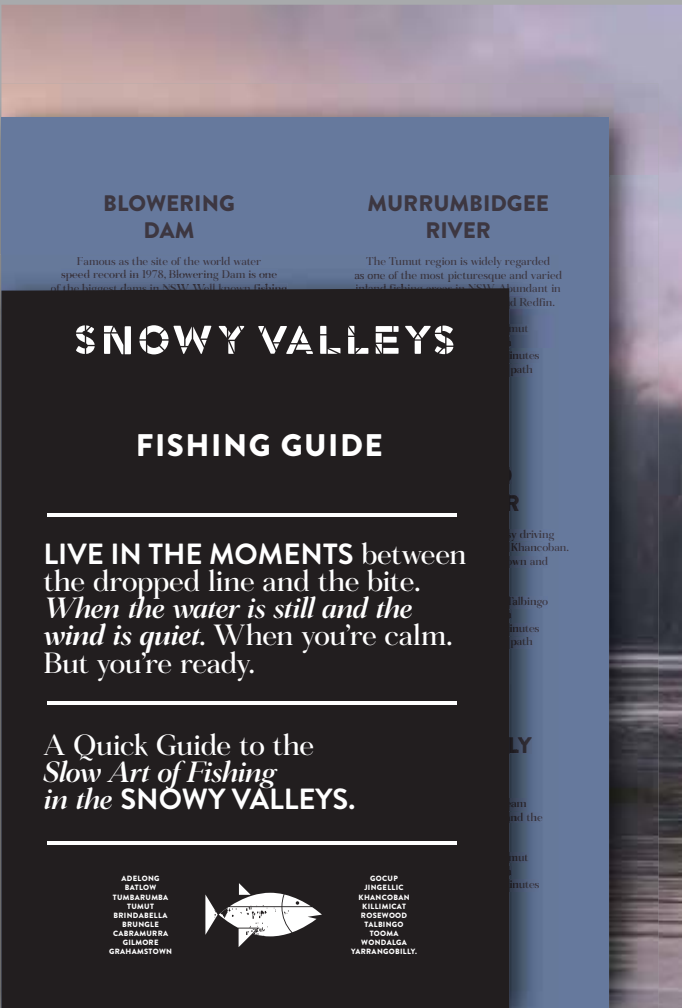
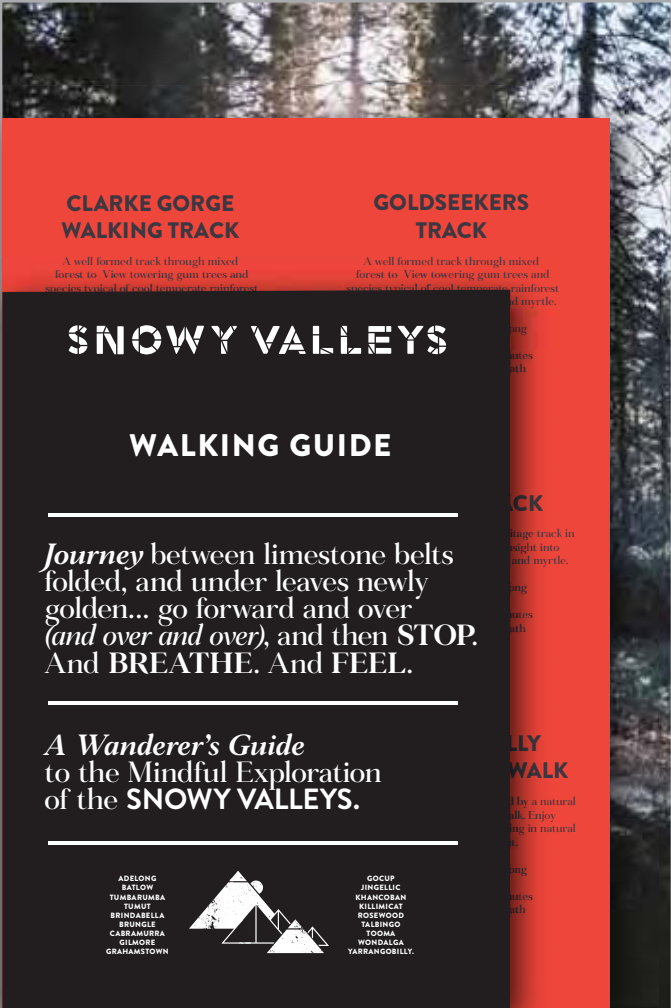
Batlow Apples  
Now In Season



**BATLOW**  
SNOWY VALLEYS

# Leaflets & Guides

Guiding and promoting activities with language that evokes the experience.



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Guiding and promoting activities with language that evokes the experience.



### SNOWY VALLEYS

They're not from anywhere, or anywhen.

They're from a place high *above the world*. Where the cold of night is sharp **(FOR THE SHARPNESS MAKES THEM CRISP)**.

And they're from the Alpine Spring – when the sun rays are gently warm *(for this warmth makes them radiant)*.

You can find them just beyond the mountains, but just before the plains.

**BATLOW APPLES.**

**NOW IN SEASON**



*They need to room to sing. Land as open as the skies. And high above the world. But if you're quiet, and careful, you can hear them. Just find a spot between the treeline, and the fields. Keep nice and still. And wait for the show to start.*

**BIRD WATCHING.** *Now In Season*



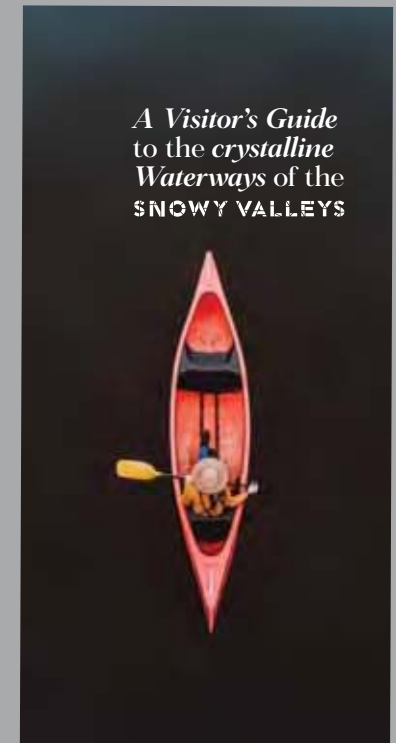
### SNOWY VALLEYS



# Leaflets & Guides

## Guiding and promoting activities and experiences.

Creating a cohesive identity for the region no matter the communication.



## Leaflets & Guides

Promoting individual towns through activities and experiences on offer.

Using bespoke illustration to create a sense of place and experience unique to our towns.

GO FORWARD AND OVER (AND OVER AND OVER), AND THEN STOP, AND BREATHE, AND FEEL.

### *Time to Wander*



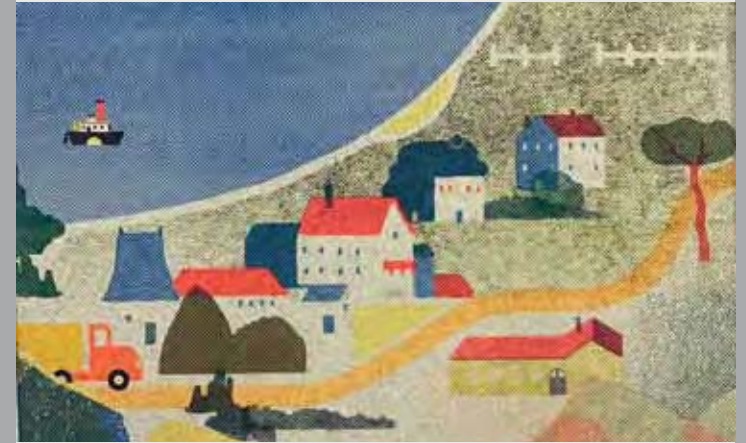
*A Mindful Guide*  
to *hiking* around  
the mountains of  
**TALBINGO**

SNOWY VALLEYS

[visitsnowyvalleys.com](http://visitsnowyvalleys.com)

BETWEEN THE MOUNTAINS AND THE PLAINS, BETWEEN A CONVICT PAST AND A TIMBER FUTURE.

### *Time to Explore*



A Guide to *the*  
*Enduring* & Iconic  
Historic Buildings  
of **ADELONG**

SNOWY VALLEYS

[visitsnowyvalleys.com](http://visitsnowyvalleys.com)

## Leaflets & Guides

Promoting individual towns through activities and experiences on offer.

Using our unique iconography to talk to our towns in a distinctly Snowy Valleys way.

### *Time to Enjoy*



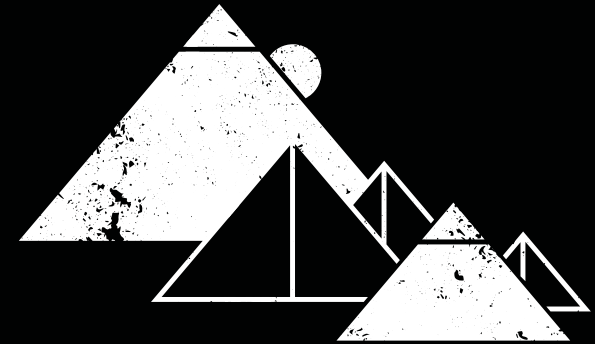
*A Visitor's Guide  
to the Many and  
Varied Wine  
Experiences of*  
**TUMBARUMBA**

SNOWY VALLEYS

[visitsnowyvalleys.com](http://visitsnowyvalleys.com)

CHERISH THE SECONDS BETWEEN THE SIP AND THE SWALLOW, WHEN THE WINE IS THICK, AND SMOOTH, AND RICH.

### *Time to Wander*



*A Hiker's Guide  
to the mindful  
exploration of  
the mountains of*  
**TALBINGO**

SNOWY VALLEYS

[visitsnowyvalleys.com](http://visitsnowyvalleys.com)

GO FORWARD AND OVER (AND OVER AND OVER, AND THEN STOP AND BREATHE AND FEEL.

## Wayfinding signage

Outdoor signage built from local material and designed to work with nature to have a low impact on the visual landscape but still display useful information.

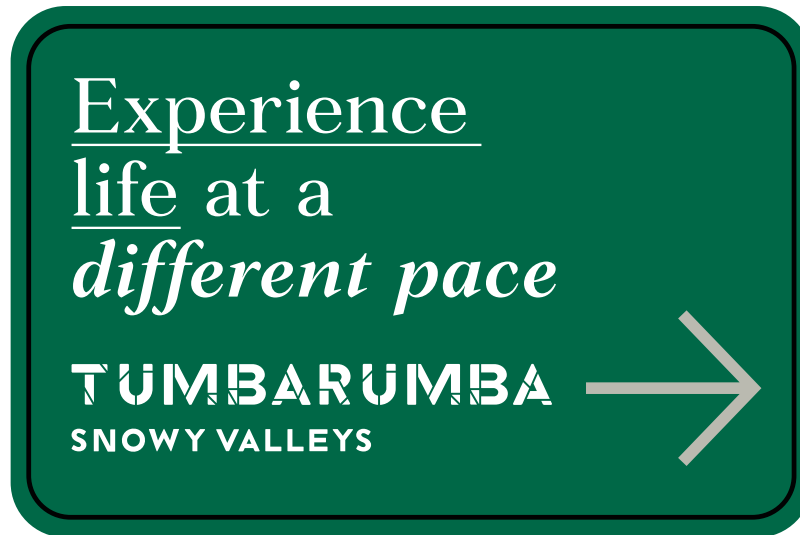




## Road signage

Capturing a sense of place  
for visitors before they've even  
arrived.

Using language to evoke the  
Snowy Valleys in signage when  
local materials are not available.



Seasonal  
Zine

How we'll build pride and connect people, places and stories across the Snowy Valleys.


A cheap, personalityfilled newspaper insert for keeping you up-todate on the goingson of the people and the region season by season. Great for dissemination in cafes in nearby markets such as Wagga Wagga and Canberra.

UPDATES ON ALL THAT LIES BETWEEN YOU AND EVERYTHING IN THE SNOWY VALLEYS.

AUTUMN

THE IN-BETWEEN  
quarterly


Capturing infinity  
On the road,  
and off the clock  
Meet the MAKERS  
— *Ralph Wilson*  
[Batlow Apples]

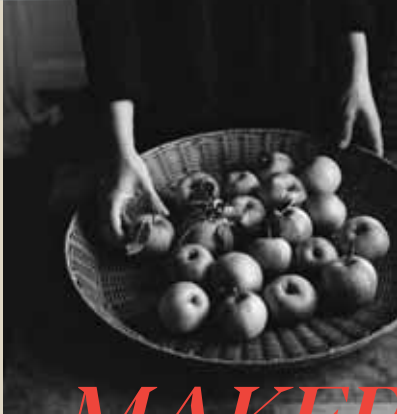
ISSUE NO05

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ISSUE NO03



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MAKERS

Issue 05

Ralph Wilson  
Batlow Apples

On the face of it, growing apples on the side of a hill seems like madness. But for Ralph, it's all part of the craft...

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## Stickers

A mark of pride in every  
shop window



## Snowy Valleys Made

A mark of quality and craft on souvenirs that are authentically made in (and meet the high standards of) the Snowy Valleys.



MADE IN  
MADE BY  
MADE WITH

*Yarrangobilly*  
*Kelly*  
*Love*



## Tote bags

A keepsake from each town  
for tourists and locals alike.

