WESTERN AUSTRALIA

BRAND STYLE GUIDE

ACKNOWLEDGEMENT OF COUNTRY

TOURISM WESTERN AUSTRALIA ACKNOWLEDGES ABORIGINAL PEOPLES AS THE TRADITIONAL CUSTODIANS OF WESTERN AUSTRALIA AND PAY OUR RESPECTS TO ELDERS PAST AND PRESENT.

WE CELEBRATE THE DIVERSITY OF ABORIGINAL WEST AUSTRALIANS AND HONOUR THEIR CONTINUING CONNECTION TO COUNTRY, CULTURE AND COMMUNITY.

WE RECOGNISE AND APPRECIATE THE INVALUABLE CONTRIBUTIONS MADE BY FIRST NATIONS PEOPLES ACROSS MANY GENERATIONS IN SHAPING WESTERN AUSTRALIA AS A PREMIER DESTINATION.

ⓘ ERKSINE RANGE, THE KIMBERLEY

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OUR BRAND

GREENS POOL, WILLIAM BAY NATIONAL PARK

INTRODUCTION

Western Australia is not just another state in Australia. It is one of the greatest places on the planet. Brimming with natural riches and world class experiences, many that you can't find anywhere else.

High Yield Travellers seek unique and authentic experiences. They are looking to experience world class nature and wildlife, premium food and wine, world class coastlines, beaches and marine life, and friendly hospitality. They have a strong desire to get away from the well-known and well-trodden.

WESTERN AUSTRALIA IS A STORY OF ADVENTURE, BRIMMING WITH EVERY TYPE OF ADVENTURE THAT HIGH YIELD TRAVELLERS SEEK.

EMMA GORGE, EL QUESTRO WILDERNESS PARK

OUR STORY:
THE SPIRIT OF ADVENTURE

There's something truly special about Western Australia.

Whilst many of the world's tourism destinations are well-known, well-trodden and overcrowded, Western Australia is not.

Western Australia is an unpolished gem, unspoiled, and a bit wild.

Western Australia is ancient tracks brimming with adventures, ready to welcome you in.

Witness otherworldly phenomena: pink lakes, horizontal waterfalls, whale sharks, wildflowers, sweeping outback plains, a staircase to the moon, Australia's whitest beach, and red dust you can't get out of your veins.

Indulge in luxury accommodation on nature's doorstep, take a seafood cruise to catch your own wild lobster, go truffle hunting with truffle dogs, swim with wild dolphins without leaving the city, or kickback in the country's most awarded fine wine region that sits amongst tall timber forests and renowned surf breaks.

For those wanting more, take a helicopter ride amongst Purnululu's Bungle Bungle Range, walk into Earth's time capsule in Karijini's two and a half billion year old gorges, go coasteering along incredible stretches of coastline and caves in Margaret River, or go glamping in the dunes of Ningaloo Reef or Rottnest Island with the world's happiest marsupial, the Quokka.

Western Australia is for travellers seeking barefoot luxury, unique experiences, and an unforgettable adventure that will fill you up.

There's an adventure waiting for everyone in Western Australia.

OUR BRAND STORY PILLARS

TIME

60,000 years of stories, shared by the world's oldest living culture on earth.

Stories that bring otherworldly landscapes to life. Traditions that have been handed down across generations. And experiences across the State and the seasons.

Bush food, rock art, adventure tours, dreamtime stories, culinary experiences, camping with custodians, and inspiring journeys that will leave you transformed.

SPACE

Otherworldly phenomena, majestic landscapes and big sky country.

Supernatural contrasts of colour, sheer scale and spaciousness. Quiet, powerful, soulful.

Pink lakes, horizontal waterfalls, Australia's whitest beach, a staircase to the moon, wildflowers, sweeping outback plains and ancient gorges.

CONNECTION

Full of characters and rich with culture.

A special place, where connecting with the land helps you reconnect with yourself.

Locals with a warm, welcoming and generous spirit, who share our culture, lands and way of life.

Local characters who will take you on an adventure to discover historic streets of Fremantle, hike the spectacular Cape to Cape track and explore a lake so big it feels like an ocean.

FREEDOM

Brimming with special and rare experiences, for those seeking the freedom to embark on new adventures.

Luxury, but not as you know it. One-of-a-kind experiences, set on natures doorstep.

Relaxed and down to earth. The freedom to embark on every kind of unforgettable adventure.

Luxury stays set in the dunes of Ningaloo Reef, helicopter flights over Purnululu National Park, and fine wines and incredible food in the Margaret River Region.

⚲ CABLE BEACH, BROOME | WALMANYJUN

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BRAND CAMPAIGN

⌖ LAKE BALLARD

OUR BRAND CAMPAIGN IDEA

Walking On A Dream continues to celebrate Aboriginal culture, that every part of the natural world is connected. When you allow yourself to connect to Western Australia's landscapes, the land calls to you to deepen your connection and experience.

Western Australia is a place that calls to you. The call to adventure is expressed through the synchronised movement of nature, to represent the collective consciousness shared by all. Western Australia's otherworldly beauty will leave you questioning whether it is real or a dream. Perhaps it is a bit of both.

WESTERN AUSTRALIA
IS A WONDROUS,
OTHERWORLDLY AND
DREAMLIKE PLACE
TO EXPLORE.

WESTERN AUSTRALIA

WALKING ON A DREAM

EL QUESTRO, THE KIMBERLEY

OUR BRAND CAMPAIGN LINE

WALKING ON A DREAM
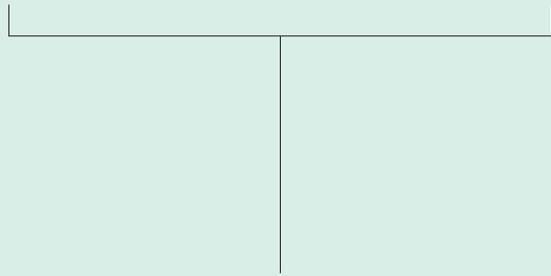
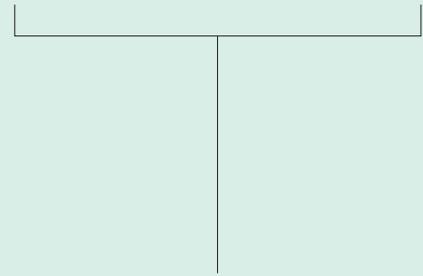An active invitation to explore Western Australia.

Feeling the sand, earth and water beneath your toes. Ground yourself, reconnect with the land.

A journey of connection and discovery.

Otherworldly.

An evocative, bold claim of wonder... that's actually true.

The people, the animals, the plants and even the landforms, interconnected in a dreamlike place.

Blurring the lines between reality and dreamscape.

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BRAND ELEMENTS

⊙ HUTT LAGOON, PORT GREGORY

TONE OF VOICE

The way that we write is guided by our brand tone of voice. The below personality traits will help you speak and write for the brand in a clear and consistent way.

WELCOMING

Western Australia is home to friendly locals eager to share their stories, a place where you can reconnect with the land, and reconnect with yourself.

The language we use should be:

- Friendly, passionate and conversational.

- Soulful and spiritual, seek to connect and evoke emotion.

- An open invitation to recharge, quiet your mind.

INTREPID AND BOLD

A trip to Western Australia is unlike any other, it will leave you starstruck. Our distinctive Western Australia character and independent spirit are sure to give you a unique experience. When it comes to how we communicate:

- We encourage people to embrace new adventures and the joy of being free to explore.

- We thrive outside the boundary of the ordinary and day-to-day.

- We are bold and unique — we avoid predictable tourism clichés.

- We enthusiastically invite the world to follow their own inner compass.

OTHERWORLDLY AND PROFOUND

Anyone who visits Western Australia is left with a sense of wonder that sticks with you — it's one of the most magical and epically beautiful places in the world. To convey this, we use:

- Words (and images) that inspire true awe and wholehearted amazement.

- Thoughtful and colourful copy to 'romance' the destination and experiences on offer.

- The right amount of words to simply say what we mean and ensure that we set Western Australia apart as a destination.

BRAND EXPRESSION

The language we use should authentically convey Western Australia as a wondrous, otherworldly and dreamlike place for travellers. The below guide to brand expression provides examples of how to effectively articulate our campaign idea through communications.

WEAVE-IN DREAMLIKE LANGUAGE TO HIGHLIGHT WESTERN AUSTRALIA AS AN OTHERWORLDLY AND DREAMLIKE PLACE TO EXPLORE:

'wondrous', 'dreamy', 'dreamlike', 'magical', 'supernatural', 'enchantment', 'wonderland', 'transcendent', 'otherworldly contrasts of colour and texture', 'ancient stories', 'kissed by the gods', 'will leave you starstruck', 'the adventure of your dreams', 'creating a rich dreamscape', 'dive into a marine wonderland of colour and coral'.

USE A SMOOTH TONE AND RELAXED PACE TO MATCH THE DREAM:

'cruise alongside', 'glide with', 'journey through', 'gaze at', 'soar over', 'beckoning you', 'slip into Broome Time', 'feel the freedom', 'soak up the sun', 'wander secluded sandy beaches', 'drift and watch the passing parade of sea life', 'slow down and stand in the stillness of an ancient cave', 'float in tranquil swimming holes', 'relax on pristine beaches, each blessed with dreamy Indian Ocean sunsets', 'pause to marvel at its otherworldly hues', 'witness a sunset from the saddle of an unhurried camel'.

BE DESCRIPTIVE AND ROMANTIC, TO BRING WESTERN AUSTRALIA TO LIFE IN A VISCERAL AND MEANINGFUL WAY:

'crystal-clear rock pools below thundering waterfalls', 'watch Mother Nature paint another fiery sunset over the sparkling Indian Ocean', 'where tall-timber forests meet turquoise oceans', 'a floral fantasy bursting into bloom', 'natural phenomena shaped by billions of years', 'surreal pink hues', 'where the cool ocean breeze helps create world-famous wines', 'camp out under an endless canopy of constellations', 'a modern city, nestled in nature', 'watch a staircase climb to the moon', 'roam dazzling salt lakes and sweeping outback plains', 'a labyrinth of giant beehive-like domes', 'jewel-like caves'.

SEEK TO CONNECT AND EVOKE EMOTION, WRITING WITH SOUL AND SPIRIT:

'boundless', 'reconnecting with the land helps you reconnect with yourself', 'treasured memories', 'true awe', 'open your soul', 'recharge your spirit', 'quiet your mind', 'The Kimberley grounds you and its red dust never leaves you', 'hit the road less travelled', 'meet plenty of friendly locals eager to share their stories', 'immerse yourself in Saltwater Country', 'where friendly, passionate locals welcome you in', 'return home inspired after profound Aboriginal adventures', 'lose yourself amongst massive gorges and crystal-clear rock pools', 'escape to your own secluded beach', 'stargaze with the world's first astronomers on an Aboriginal tour'.

BRAND CAMPAIGN LOCKUP

The Western Australia brand campaign lockup can be used on assets and communications by both Tourism Western Australia and its partners. The lockup can be used in Australia, New Zealand, United Kingdom, United States of America, India, Indonesia, Malaysia, Singapore, China, Hong Kong, Germany and Japan.

The primary lockup is preferred, however in reduced spaces such as wide digital banners, a horizontal stacked logo can be used to better suit the space.

The brand campaign lockup can be used on print and digital assets, but is not to be used on merchandise.

Please contact brandandmarketing@westernaustralia.com for further information or queries.

PRIMARY LOCKUP

WESTERN AUSTRALIA
WALKING ON A DREAM

Stacked

WESTERN AUSTRALIA
WALKING ON A DREAM

Stacked Reversed

WESTERN AUSTRALIA
WALKING ON A DREAM

Horizontal Stacked

WESTERN AUSTRALIA
WALKING ON A DREAM

Horizontal Stacked Reversed

SECONDARY LOCKUP

WALKING ON A
DREAM
WESTERN AUSTRALIA

Stacked

WALKING ON A
DREAM
WESTERN AUSTRALIA

Stacked Reversed

WESTERN AUSTRALIA BRAND LOGO

The Western Australia brand logo can be used globally by both Tourism Western Australia and its partners. The primary brand logos are horizontal and stacked centered, however left and right aligned logos allow for flexibility to suit the space.

It is recommended that the Western Australia logo in Coastal Blue (PMS300) is selected for event signage.

WESTERN AUSTRALIA

Horizontal

WESTERN AUSTRALIA

Horizontal Reversed

WESTERN AUSTRALIA

Stacked Centered
(Primary logo)

WESTERN AUSTRALIA

Stacked Left Aligned

WESTERN AUSTRALIA

Stacked Right Aligned

WESTERN AUSTRALIA

Stacked Centered Reversed
(Primary logo)

WESTERN AUSTRALIA

Stacked Left Aligned Reversed

WESTERN AUSTRALIA

Stacked Right Aligned Reversed

RECOMMENDED FOR EVENT SIGNAGE

WESTERN AUSTRALIA

Stacked Centered
(Primary logo)
PMS 300

WESTERN AUSTRALIA

Stacked Centered Reversed
(Primary logo)
PMS 300

PERTH BRAND LOGO

The Perth logo is a regional variation of the Western Australia brand logo. The Perth logo is primarily used for event sponsorship and marketing, and can be used globally by both Tourism Western Australia and its partners.

This logo should be used in instances where an event is held in Perth. For events held regionally, the Western Australia brand logo should be used.

It is recommended that the Perth logo in Coastal Blue (PMS300) is selected for event signage.

PERTH

Horizontal

PERTH

Horizontal Reversed

RECOMMENDED FOR EVENT SIGNAGE

PERTH

Horizontal
PMS 300C

PERTH

Horizontal Reversed
PMS 300C

TRANSCREATIONS

The 'Western Australia, Walking On A Dream' brand campaign lockup and 'Western Australia' brand logo have been transcreated to ensure the meaning and essence of the brand are conveyed in all languages spoken in our global priority markets.

BRAND CAMPAIGN LOCKUP
GERMANY / SWITZERLAND

WESTERN
AUSTRALIA
EINFACH TRAUMHAFT

WESTERN
AUSTRALIA
EINFACH TRAUMHAFT

BACK TRANSLATION

Western Australia
Simply Dreamlike

Stacked

Stacked Reversed

ITALY

WESTERN
AUSTRALIA
VIVI IL SOGNO

WESTERN
AUSTRALIA
VIVI IL SOGNO

BACK TRANSLATION

Western Australia
Live The Dream

Stacked

Stacked Reversed

FRANCE

L'OUEST
AUSTRALIEN
UN RÊVE ÉVEILLÉ

L'OUEST
AUSTRALIEN
UN RÊVE ÉVEILLÉ

BACK TRANSLATION

Western Australia
A Walking Dream

Stacked

Stacked Reversed

CHINA (SIMPLIFIED CHINESE)

西澳大利亚
WESTERN AUSTRALIA
漫 游 梦 土

西澳大利亚
WESTERN AUSTRALIA
漫 游 梦 土

BACK TRANSLATION

Western Australia
Wandering On A Dreamy Land

Stacked

Stacked Reversed

TRANSCREATIONS

BRAND CAMPAIGN LOCKUP
HONG KONG (TRADITIONAL CHINESE)

西　澳　州
WESTERN AUSTRALIA
漫　遊　夢　土

Stacked

西　澳　州
WESTERN AUSTRALIA
漫　遊　夢　土

Stacked Reversed

BACK TRANSLATION

Western Australia
Wandering On A Dreamy Land

JAPAN

西オーストラリア

さぁ、夢の世界へ旅立とう

Stacked

西オーストラリア

さぁ、夢の世界へ旅立とう

Stacked Reversed

BACK TRANSLATION

Western Australia
Let's Travel To A Dream World

WESTERN AUSTRALIA BRAND LOGO
CHINA (SIMPLIFIED CHINESE)

西澳大利亚
WESTERN AUSTRALIA

Stacked

西澳大利亚
WESTERN AUSTRALIA

Stacked Reversed

BACK TRANSLATION

Western Australia

HONG KONG (TRADITIONAL CHINESE)

西　澳　州
WESTERN AUSTRALIA

Stacked

西　澳　州
WESTERN AUSTRALIA

Stacked Reversed

BACK TRANSLATION

Western Australia

JAPAN

西オーストラリア
WESTERN AUSTRALIA

Stacked

西オーストラリア
WESTERN AUSTRALIA

Stacked Reversed

BACK TRANSLATION

Western Australia

MINIMUM SIZES

BRAND CAMPAIGN LOCKUP

WESTERN AUSTRALIA WALKING ON A DREAM

Minimum clear space

WESTERN AUSTRALIA WALKING ON A DREAM

25mm print or press
71px online

Minimum size

BRAND CAMPAIGN LOCKUP

WESTERN AUSTRALIA WALKING ON A DREAM

Minimum clear space

WESTERN AUSTRALIA WALKING ON A DREAM

50mm print or press
142px online

Minimum size

WESTERN AUSTRALIA BRAND LOGO

WESTERN AUSTRALIA

Minimum clear space

WESTERN AUSTRALIA

50mm print or press
142px online

Minimum size

PERTH BRAND LOGO

PERTH

Minimum clear space

PERTH

18mm print or press
53px online

Minimum size

PARTNERSHIP LOGOS

GOVERNMENT STATE CREST

In instances where the Government State Crest is required, please abide by the Western Australia State Government Common Guidelines.

When placed next to our consumer lockup or logos, equal distance between logos must be adhered to and is locked up with a thin keyline.

Example of the Government State Crest with the consumer logo or lockup

Example of the Government State Crest, locked up with the corporate and consumer logo

PARTNER LOGOS

When working with partners, our consumer lockup and logos should be separated with a thin keyline to ensure optimal space and exclusion zone requirements are adhered to.

The logos should appear visually similar in weighting and do not need to have the same height or width.

Align baselines here where possible, or centre. If the option is available, black or white versions of the partner logos should be used.

When the Western Australia brand logo appears first or last, the logo should be aligned left or right with the keyline. If the logo sits between logos (in the middle), the stacked centered logo should be used.

Example with one partner logo

Example with two or more partner logos

COLOUR PALETTE

The Western Australia colour palette is made up of a vibrant and broad mix of colour that has been inspired by Western Australian landscapes.

For most applications, colour will generally be used for headlines over photography. Applications look best with a simple and limited use of colour, so should be applied sparingly (refer to this Style Guide for examples).

Choose a colour from the colour palette that best matches the tones in the photography you're using. Tints of the colours can be used when lighter shades are needed. To ensure brand consistency, the colour palette should not be altered in any way.

Primary Colours

BASE WHITE
C0 M0 Y0 K0
R255 G255 B255
HEX FFFFFF

BASE BLACK
C0 M0 Y0 K100
R00 G00 B00
HEX 000000

#1D3E42

#F6F5EE

#359C96

Secondary Colours

DEEP BLUE
C89 M84 Y43 K43
R39 G42 B73
#272A49

TURQUOISE
C71 M0 Y51 K0
R43 G188 B157
#2bbc9d

OCEAN BLUE
C100 M85 Y28 K14
R29 G62 B114
#1c3d72

MIDTONE BLUE
C73 M33 Y36 K3
R75 G138 B150
#4a8a96

EARTH BROWN
C45 M67 Y75 K47
R94 G62 B47
#5e3e2f

FOREST GREEN
C67 M42 Y86 K32
R78 G97 B57
#4e6139

SUNBURNT ORANGE
C8 M80 Y100 K0
R225 G89 B39
#e15927

EARTH RED
C19 M87 Y82 K9
R186 G65 B57
#ba4139

MAROON
C29 M100 Y100 K38
R127 G20 B22
#7f1416

COASTAL BLUE
C100 M64 Y7 K0
R0 G99 B167
#0062a6

AQUATIC BLUE
C76 M13 Y20 K0
R0 G168 B194
#00a8c2

DARK TEAL
C91 M51 Y54 K31
R13 G84 B90
#0d545a

FOLIAGE GREEN
C60 M13 Y100 K1
R117 G170 B65
#75aa41

TWILIGHT PURPLE
C36 M85 Y20 K0
R0 G94 B184
#ab4b86

DUSTY PINK
C9 M58 Y0 K0
R221 G134 B184
#dd86b8

OCHRE
C22 M51 Y90 K4
R194 G131 B58
#c2833a

SUNSHINE YELLOW
C2 M18 Y91 K0
R150 G205 B49
#facd31

SAND
C0 M5 Y15 K5
R242 G228 B206
#f2e4ce

TYPOGRAPHY

Our brand fonts are Clash Display and Noto Sans. Both fonts are available to download here:

Clash Display Font

Noto Sans

Clash Display is used for headline, larger set text and introductory copy.

Noto sans is used for body copy text.

CLASH DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#+-!@$%^&()

Regular
Medium

Noto Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789#+-!@$%^&()

Light
Regular
Medium
Semibold
Bold
Black

TYPOGRAPHY
USAGE

HEADLINE
CLASH DISPLAY – MEDIUM
SIZE: 27PT
LEADING: 33.75PT (125% FONT SIZE)
KERNING: 100

SUBHEADING
CLASH DISPLAY – MEDIUM
SIZE: 13PT
LEADING: 16.25PT (125% FONT SIZE)
KERNING: 100

BODY COPY
NOTO SANS REGULAR
SIZE: 8PT
LEADING: 14PT (175% FONT SIZE)
KERNING: 0

JUSTIFIED TYPE SHOULD BE APPLIED TO BODY
COPY. WHERE JUSTIFICATION DOES NOT APPEAR
BALANCED, OR SPACING IS CONSIDERABLY
INCONSISTENT, COPY SHOULD BE CRAFTED TO
GIVE THE APPEARANCE OF JUSTIFIED TYPE.

URL
CLASH DISPLAY – MEDIUM
SIZE: 8PT
LEADING: 16PT
KERNING: 100

LOCATION TEXT
CLASH DISPLAY – MEDIUM
SIZE: 8PT
LEADING: 16PT
KERNING   100

IN MARGARET RIVER, ADVENTURE MEETS INDULGENCE

ANCIENT NATURE, MODERN VINEYARDS, AND THE SPACE TO FEEL FREE

Just a few hours from Perth, in the dappled sunlight of old growth forests and the salty air of the Indian Ocean, is Australia's most premium wine region, the Margaret River Region. Over 150 wine producers and 90 cellar doors, perched on lakes, atop rolling farmland, or gazing out over the trees.

WESTERNAUSTRALIA.COM

⚲ MARGARET RIVER REGION

LOCATOR MARK

The locator mark device is used to help our audience identify destinations within Western Australia. The locator mark is used for all photography across communications. The device includes a small icon that is a pin point on photography and is paired with a type descriptor.

GUIDELINES

- Location text is type set in Clash Display Medium.

- The locator icon sits along the baseline of the location text.

- Spacing between locator icon and location text is the width of locator icon.

- The height of the locator icon sits slightly taller than the location text. The location text sits half way through the "O" of the icon.

- Where an Aboriginal place name exists, dual naming should be used.

- In instances where the locator text is long and requires splitting, the divider line and Aboriginal place name moves to a second line (example below).

- In body copy, a forward slash or brackets are used to separate the English and Aboriginal place name (see Page 26).

CAP HEIGHT

BASELINE

MARGARET RIVER REGION

LOCATOR ICON   LOCATION TEXT

CAP HEIGHT

BASELINE

NINGALOO REEF | NYINGGULU

LOCATOR ICON   LOCATION TEXT   DOUBLE SPACE

CAP HEIGHT

BASELINE

CABLE BEACH, BROOME
| WALMANYJUN

LOCATOR MARK USAGE

The locator mark is a flexible device that can be placed freely around the perimeter of artwork. It can also be centred.

EXAMPLE LAYOUT

MARGIN

LOCATION   LOCATION

LOCATION   LOCATION   LOCATION

MONKEY MIA

LOCATOR MARK AND DUAL NAMING

Dual naming should be used for destinations where an Aboriginal place name exists. Refer to the guidelines and examples below.

GUIDELINES

- Use dual naming for the first mention of a destination only. Dual naming isn't required for subsequent destination mentions, unless after a new subheading or new page.

IN CAMPAIGN CREATIVE AND PAID MEDIA

- For photography, the locator mark should be applied with a vertical bar to separate the English and Aboriginal place names (see Page 24).
- In body copy, a forward slash is used to separate the English and Aboriginal place names. For example, *Perth / Boorloo is Australia's sunniest capital city.*

IN EARNED AND ORGANIC CONTENT

This includes eDM, articles, media pitches and guides (eg. Road Trips Guide).

- Dual naming should not be used in news headlines or email subject lines.
- In subheadings and body copy, brackets are used to separate the English and Aboriginal place names. For example, *Ningaloo Reef (Nyinggulu) is the largest fringing coral reef in the world.*

HERO DESTINATIONS:

Use the below locator marks for hero destinations where the name on its own is sufficient; the location is well-known, easily searchable or a common feature on Western Australian travel itineraries.

- ⚲ PERTH CITY | BOORLOO
- ⚲ MARGARET RIVER REGION
- ⚲ NINGALOO REEF | NYINGGULU
- ⚲ THE KIMBERLEY
- ⚲ ROTTNEST ISLAND | WADJEMUP

Please note, we should only use 'Boorloo' as the dual name for images of Perth CBD. Images of beaches, landmarks, suburbs etc. outside of the central business district should not use the Perth dual name. Examples include:

- ⚲ COTTESLOE BEACH, PERTH
- ⚲ OPTUS STADIUM, PERTH
- ⚲ MATAGARUP BRIDGE, PERTH
- ⚲ ROCKINGHAM, PERTH
- ⚲ HILLARYS, PERTH

ATTRACTIONS:

Where the name of an attraction does not provide enough information on its own, the locator mark should help audiences place the destination using the name of the city, town or shire (not the wider region) it is located within.

- For example, 'Wave Rock' should not be used on its own. The full locator mark should be 'Wave Rock, Hyden | Katter Kich'.
- The exception to this rule are the caves and Cape to Cape Track throughout the Margaret River Region. Most of the caves sit within suburbs / towns that are not well-known outside of Western Australia, and the Cape to Cape Track spans multiple suburbs / towns throughout the region.

- ⚲ NGILGI CAVE, MARGARET RIVER REGION
- ⚲ LAKE CAVE, MARGARET RIVER REGION
- ⚲ MAMMOTH CAVE, MARGARET RIVER REGION
- ⚲ JEWEL CAVE, MARGARET RIVER REGION
- ⚲ CAPE TO CAPE TRACK, MARGARET RIVER REGION
- ⚲ HUTT LAGOON, PORT GREGORY
- ⚲ WALGA ROCK, CUE
- ⚲ WAVE ROCK, HYDEN | KATTER KICH
- ⚲ KALBARRI SKYWALK | KAJU YATKA
- ⚲ BUSSELTON JETTY | UNDALUP
- ⚲ LAKE BALLARD, MENZIES
- ⚲ HORIZONTAL FALLS, TALBOT BAY | GARAAN-NGADDIM
- ⚲ KELLY'S KNOB, KUNUNURRA | THEGOOWIYENG
- ⚲ SWAN RIVER, PERTH | DERBARL YERRIGAN

LOCATOR MARK
AND DUAL NAMING

NATIONAL PARKS:

Any destinations and/or attractions within a national park (including Lucky Bay, Turquoise Bay, The Gap, Mitchell Falls, etc.) must use the name of the national park as the primary locator mark, followed by the location of the park itself.

- Where this is not applicable (for example, if the national park is near Esperance but not within Esperance), the locator mark should use the name of the region, shire or closest town (where shire cannot be determined) instead.

  For example, 'Bungle Bungle Range' should not be used. Instead, the full locator mark should be 'Purnululu National Park, The Kimberley'.

Where the name of the national park includes the location within the name, the region or shire is not required in the locator mark.

- This is the case for Walpole-Nornalup National Park and Leeuwin-Naturaliste National Park, as the relevant suburbs are included in the name.

- The only exception to this rule is Fitzgerald River National Park, as this is shared across multiple shires and regions.

The word 'Region' is only included for national parks that fall within the Margaret River Region, to allow audiences to distinguish by the wider region rather than the specific townsite.

⚲ PURNULULU NATIONAL PARK, THE KIMBERLEY

⚲ MIRIMA NATIONAL PARK, THE KIMBERLEY

⚲ DIMALURRU TUNNEL CREEK NATIONAL PARK, THE KIMBERLEY

⚲ PRINCE REGENT NATIONAL PARK, THE KIMBERLEY

⚲ MITCHELL RIVER NATIONAL PARK, THE KIMBERLEY

⚲ DRYSDALE RIVER NATIONAL PARK, THE KIMBERLEY

⚲ CAPE RANGE NATIONAL PARK, EXMOUTH

⚲ KARIJINI NATIONAL PARK, THE PILBARA

⚲ MURUJUGA NATIONAL PARK, THE PILBARA

⚲ WILLIAM BAY NATIONAL PARK, DENMARK

⚲ NAMBUNG NATIONAL PARK, CERVANTES

⚲ MILLSTREAM CHICHESTER NATIONAL PARK, THE PILBARA

⚲ WALPOLE-NORNALUP NATIONAL PARK

⚲ MOUNT FRANKLAND NATIONAL PARK, WALPOLE

⚲ KALBARRI NATIONAL PARK | WURDIMARLU

⚲ FRANCOIS PERON NATIONAL PARK, SHARK BAY

⚲ CAPE LE GRAND NATIONAL PARK, ESPERANCE | MANDOOWERNUP

⚲ KENNEDY RANGE NATIONAL PARK, GASCOYNE MURCHISON

⚲ MOUNT AUGUSTUS NATIONAL PARK, GASCOYNE MURCHISON

⚲ LEEUWIN-NATURALISTE NATIONAL PARK, MARGARET RIVER REGION

⚲ GLOUCESTER NATIONAL PARK, PEMBERTON

⚲ YALGORUP NATIONAL PARK, PRESTON BEACH

⚲ LESUEUR NATIONAL PARK, JURIEN BAY

⚲ SERPENTINE NATIONAL PARK, PERTH HILLS

⚲ JOHN FORREST NATIONAL PARK, PERTH HILLS

⚲ FITZGERALD RIVER NATIONAL PARK

⚲ PORONGURUP NATIONAL PARK, GREAT SOUTHERN

⚲ STIRLING RANGE NATIONAL PARK, GREAT SOUTHERN | WARRUNGUP

⚲ TORNDIRRUP NATIONAL PARK, GREAT SOUTHERN

PHOTOGRAPHY APPROACH

Our visual approach captures the uniqueness that Western Australia deserves.

Our photography celebrates the stunning natural beauty of Western Australia in a way that feels 'otherworldly.'

What defines our landscapes, destinations, attractions and treasures also defines our approach to imagery.

Our ambition is to be –

Otherworldly

Vast

Spectacular

Original

Authentic

Unexpected

Majestic

Different

THE KIMBERLEY

PHOTOGRAPHY TIERS

Our approach to photography is based on tiers, providing flexibility across our communications. The perception and illusion should always give our audience the feeling that they are observing our world from the most perfect and unexpected angle and distance.

This means that we sometimes have to be high up in the sky to give people a birds-eye view that turns our landscape in to contemporary abstract art.

At other times we have to get really close and right into the action when we want to share the spirit of adventure and our exploring nature; almost as if we are looking over the shoulder of travellers while sitting in the back seat of a 4x4 on the way to the Kimberley.

To allow the right distance to capture the right feeling we use an extreme zoom in from the Tier one aerial views, all the way to the up close and personal portraiture of Tier six.

ZOOM OUT ←

TIER ONE

AERIAL LANDSCAPES

- Otherworldly art
- Unexpected angles
- To be stunned by pure beauty

TIER TWO

TRAVELLERS IN AERIAL LANDSCAPES

- Otherworldly journeys
- Unexpected angles
- To be evoked to travel

TIER THREE

TRAVELLERS IN EYE LEVEL LANDSCAPES

- Otherworldly vastness
- Unique point of view
- To feel the power of the vast landscapes

→ **ZOOM IN**

TIER FOUR

EYE LEVEL TREASURES

- Otherworldly impact
- New perspective
- To be encouraged to discover

TIER FIVE

TRAVELLING AND EXPLORING

- Otherworldly adventures
- On the back seat
- To be engaged in the spirit of adventure

TIER SIX

TRAVELLERS PORTRAITURE

- Otherworldly storytelling
- In conversation
- To be inspired by experiences

PHOTOGRAPHY
TIER ONE

Tier one is our biggest opportunity to showcase Western Australia's otherworldly landscapes.

These images should be conversation starters. The powerful perspectives are aiming to make our audience, stop, look, admire and share with other travellers. Like they would do with art.

PERSPECTIVE

Dreamlike aerials of Western Australia's otherworldly landscapes. Spectacular compositions in abstract lines, textures and colours.

COMPOSITION

The purpose of the abstract art inspired compositions and framing is to see the work of art before you recognise the landscape. Although each image captures a vast landscape from a distance, the composition should be kept minimal. Ideally with one iconic and memorable shape, texture or colour.

SPACE

The audience should be mesmerised for a moment taking these majestic images in. Space, distance and dimensions are given a new meaning due to the unique perspective.

LIGHT

Although textures and shapes will be the most dominant and important elements, aerial views should showcase Western Australian landscapes at their most beautiful, when the sun is low, and the shadows are long. Trees, wildlife and landscape elevations will get more shape and will be easier to discover.

COLOUR

The wondrous landscapes of Western Australia are filled with vivid colours, so lean towards high contrasting colours and shade to make compositions stronger.

MONTGOMERY REEF, THE KIMBERLEY

PHOTOGRAPHY
TIER TWO

Tier two adds another dimension to the aerial views. This approach introduces the audience to the dreamlike canvasses of Western Australia. Making the landscape more magical as we notice travellers hiking, swimming and sailing through our abstract landscapes. Tiny travellers on their journey through dotted and striped art. The long shadows give them a sense of belonging in this otherworldly environment.

The purpose of Tier two is to create opportunities for follow up conversations. To keep our audience captivated and to encourage them to keep sharing with others.

PERSPECTIVE

Shot from the same breathtaking aerial view as Tier one, the only difference is that we take slightly less distance every now and then. We might get a touch closer to find the right balance between the traveller and the natural beauty surrounding them. Always aim for the most powerful framing.

COMPOSITION

The objective is to have an element of surprise in the composition. Looking at the image should be a treasure hunt in itself. Don't make it too obvious. Keep hiding travellers. It's ok to first admire the composition.

SPACE

It's intentional that the audience gets swept away in the magic of the landscape. Where is this? What planet did we zoom into here? Dramatise the space we have here in Western Australia as much as possible. Leave the surface of our red earth wide open. Make room in the layouts for our turquoise waters. Let the dunes flow freely through our deserts.

LIGHT

Look for long shadows, to give shape to the tiny travellers and to capture the unique Western Australia sunlight.

COLOUR

The earthy and natural colours of our land should always dominate the colour palette. Travellers should feel as though they fit with the landscapes.

BLACK DIAMOND LAKE, COLLIE

PHOTOGRAPHY TIER THREE

Tier three invites the audience to get closer to the action and get a sense of what it's like to be in that vast panoramic landscape.

The purpose of Tier three images is to share the sensation of travelling through the vastness of Western Australia.

PERSPECTIVE

This imagery is closer to the land and human eye level, to give our audience the opportunity to see other travellers in wondrous Western Australian landscapes.

COMPOSITION

Composition and framing is the main tool to stand out from other destination photography. Choose unexpected compositions and framing to make this tier feel more ownable. Push the boundaries and aim for originality.

SPACE

Space is the hero in this tier, get too close to the scenery and the magic is gone. The otherworldly exists when we give the stage to the space. Panoramic views with a huge amount of space to the left hand side of our tiny travellers down there in the right corner.

LIGHT

This new lower perspective works well to position ourselves facing the sunset or sunrise, making our travellers glow and become silhouettes. This dramatic light makes our landscapes even more magical and adventurous.

COLOUR

Choose to celebrate one dominant colour. It could be the red earth, or a pastel pink at sunset. Or a warm golden glow from behind the clouds or mountain tops. A minimal approach to colour here will allow the landscape to sing.

CABLE BEACH, BROOME | WALMANYJUN

PHOTOGRAPHY
TIER FOUR

The perspective from the travellers eyes, treasures and gems you can't find anywhere else on the planet. Bungle Bungle Range, the Pinnacles, Horizontal Falls and Wave Rock. Contours, shapes, dimensions and colours are unique, otherworldly and breathtaking.

The purpose of the images in this tier is to showcase Western Australia's reasons-to-believe in the most impactful way.

PERSPECTIVE

In this tier it's important to be at eye level at all times. This will give our audience the sensation of standing in or flying over our landscapes for real, admiring a slice of pure natural beauty. Eye level perspective will make these images an authentic experience.

COMPOSITION

Composition and framing is the main tool to stand out from other destination photography. Choose unexpected compositions and framing to make this tier feel more ownable. Push the boundaries and aim for originality.

SPACE

Emphasis on the negative space is key here, the sky and land embrace our treasures and give it shape. Concentrate and focus on the shape around the object or landmark to discover what's so otherworldly about them.

LIGHT

Keep contrast high, reveal detail to showcase the intricate magical and unique features of Western Australia.

COLOUR

Allow colour to be distinct and prominent, stay true to the real natural and powerful colours of the Western Australian landscape.

PURNULULU NATIONAL PARK, THE KIMBERLEY

PHOTOGRAPHY
TIER FIVE

This tier zooms even further in on the travellers within the image. Revealing their emotions, allowing the audience to connect with them and share the energy, the magic and the freedom that they feel when they feel it.

The purpose of this tier is take our audience an adventure.

PERSPECTIVE

Reportage style framing. Focus on depth of field, it should feel a bit like high-end journalism. As if we're capturing images for a glossy travelling magazine. Eye level and over shoulder. Intimate crops to feel what they feel.

COMPOSITION

Composition will help us to make this reportage style approach stand out. The shift from previous tiers is that our travellers will take the stage. They're the hero in the compositions. It's about them, their adventures and their emotions.

LIGHT

High contrasted light to give our travellers some grit. Light can add to their character and reveal their true emotions. Light can help to dramatise and capture the memorable moments on the journey.

EXPRESSIONS

Imagery must feel authentic and believable, real moments of awe, happiness, joy and excitement. This photography should draw in the audience and allow them to truly connect with the experience.

MARGARET RIVER REGION

PHOTOGRAPHY
TIER SIX

Zooming in even further, under the skin of the true traveling spirit. This is all about sharing experiences of travelling. The unexpected and unbelievable. The magical otherworldly experiences only possible here in Western Australia.

The purpose of this tier is visual storytelling through powerful portraiture.

PERSPECTIVE

Zooming in on eye level. Filling the frame with a powerful profile. Packed with personality.

These portraits need to feel intimate and close.

COMPOSITION

A classic profile approach to portraiture, perhaps a slight turn to camera. But not front on. Keep the traveller on the left or right of the image, as if the audience first looked at the landscape before we turned to the storyteller.

LIGHT

High contrasted light to give our travellers some grit. Light can add to their character and reveal their true emotions. Light can help to dramatise and capture the memorable moments on the journey.

EXPRESSIONS

Imagery must feel authentic and believable, real moments of awe, happiness, joy and excitement. This photography should draw in the audience and allow them to truly connect with the experience.

⚲ PURNULULU NATIONAL PARK, THE KIMBERLEY

CREATIVE EXAMPLES

The following pages showcase a range of creative examples offline and online.

Full bleed images can be used as backgrounds by extending skies or colour textures for clear areas to place text.

Headlines and other elements should not cover any critical parts of the background image and should be placed on an area that ensures text is legible.

OUT OF HOME BILLBOARDS
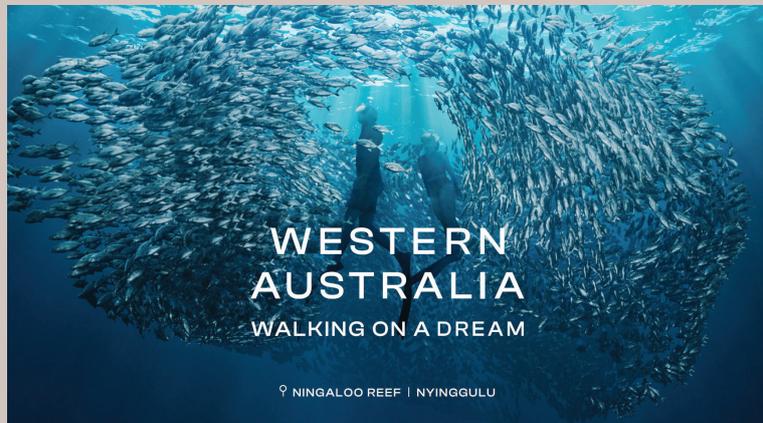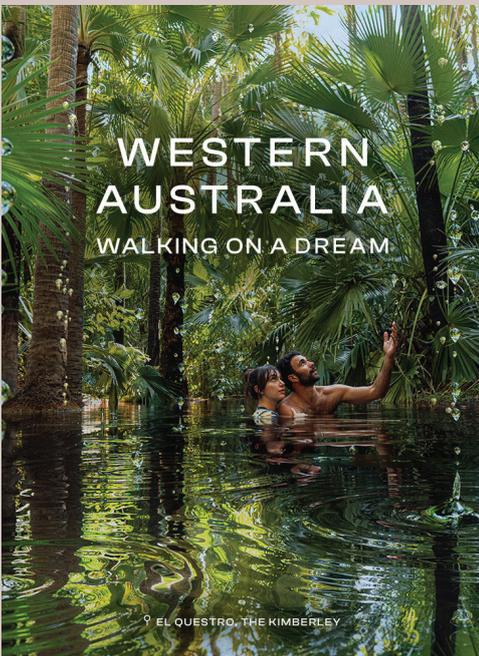
CREATIVE EXAMPLES

FULL PAGE PRESS

WESTERN AUSTRALIA
WALKING ON A DREAM

STEP OUTSIDE OF THE EVERYDAY
AND INTO A DREAM.

Western Australia calls you to feast upon the remarkable
beauty of the Margaret River Region, where world-class wine
and produce create a symphony of flavour.

Nestled among pristine beaches, ancient caves and tall-timber
forests, the boundless beauty of Australia's premium wine
region will leave you questioning whether it is real or a dream.
Perhaps it is a bit of both.

WESTERNAUSTRALIA.COM

⚲ MARGARET RIVER REGION

SUBHEADING
CLASH DISPLAY – MEDIUM
SIZE: 15PT
LEADING: 18.75 (125% FONT SIZE)
KERNING: 100

BODY COPY
NOTO SANS REGULAR
SIZE: 13PT
LEADING: 22.75 (175% FONT SIZE)
KERNING: 0

URL
CLASH DISPLAY – MEDIUM
SIZE: 15PT
KERNING: 100

LOCATION TEXT
CLASH DISPLAY – MEDIUM
SIZE: 12.5PT
KERNING: 100

CREATIVE EXAMPLES

FULL PAGE PRESS

SUBHEADING
CLASH DISPLAY – MEDIUM
SIZE: 20PT
LEADING: 25 (125% FONT SIZE)
KERNING: 100

BODY COPY
NOTO SANS REGULAR
SIZE: 13PT
LEADING: 22.75 (175% FONT SIZE)
KERNING: 0

URL
CLASH DISPLAY – MEDIUM
SIZE: 15PT
KERNING: 100

LOCATION TEXT
CLASH DISPLAY – MEDIUM
SIZE: 12.5PT
KERNING: 100
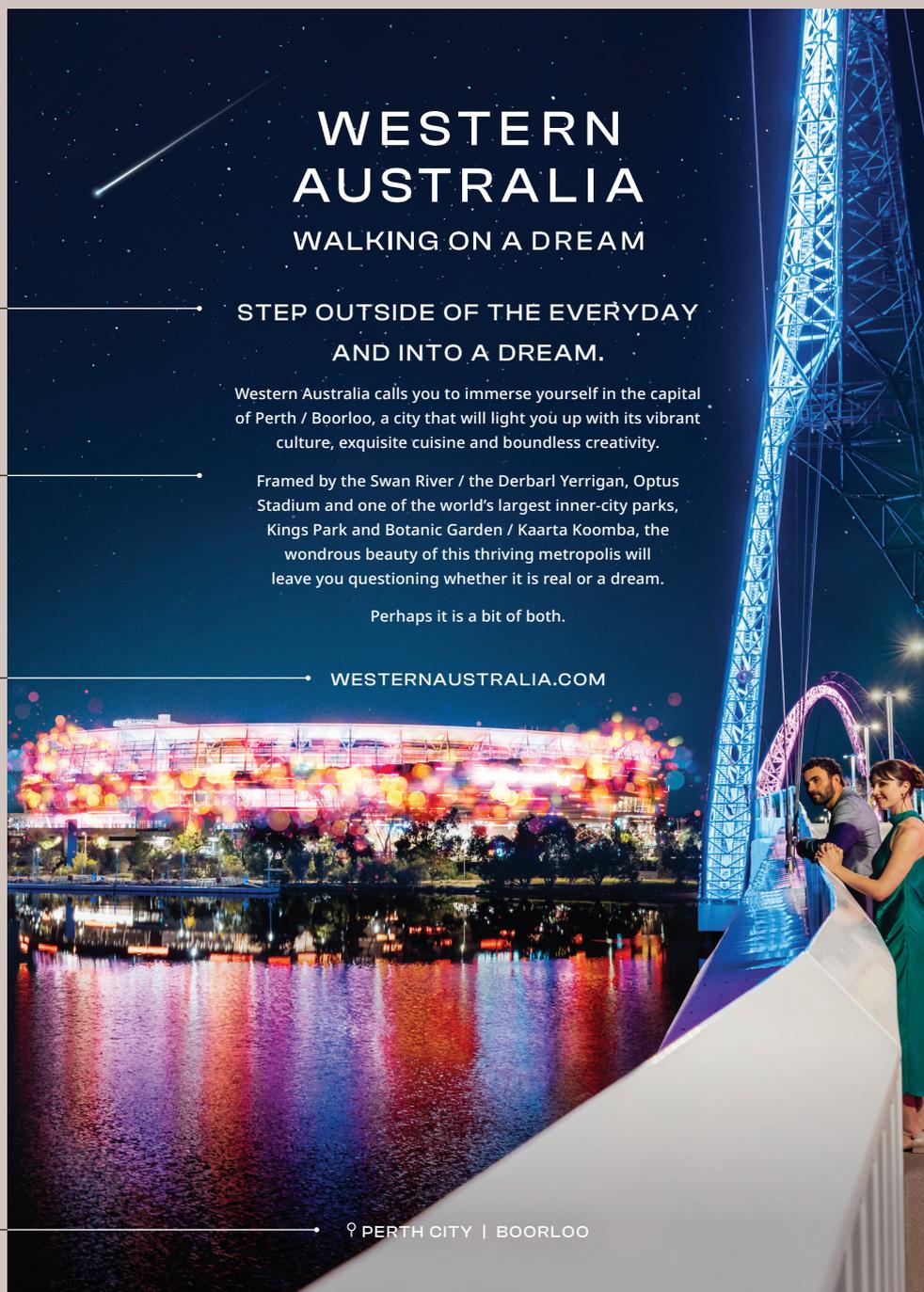
WESTERN
AUSTRALIA
WALKING ON A DREAM

STEP OUTSIDE OF THE EVERYDAY
AND INTO A DREAM.

Western Australia calls you to immerse yourself in the capital
of Perth / Boorloo, a city that will light you up with its vibrant
culture, exquisite cuisine and boundless creativity.

Framed by the Swan River / the Derbarl Yerrigan, Optus
Stadium and one of the world's largest inner-city parks,
Kings Park and Botanic Garden / Kaarta Koomba, the
wondrous beauty of this thriving metropolis will
leave you questioning whether it is real or a dream.

Perhaps it is a bit of both.

WESTERNAUSTRALIA.COM

PERTH CITY | BOORLOO

CREATIVE EXAMPLES

FULL PAGE PRESS

WESTERN AUSTRALIA

WALKING ON A DREAM

STEP OUTSIDE OF THE EVERYDAY AND INTOA DREAM.

Cis saturae quidepertis consulvit. Inum porac in tuitrun culocautem ocaeli facris. Gratius, Casdac inirmihil hoctarit; nonoc, publius num tam viris. Que pri, pubis. Ximum re caperfe rferrio, pro ere omnina dinatu sernum adhuit, con hicam im is cus etebem conde venterum in vehebemus ne potertuit; nonsumus con inter unirmis sedo, Patam ducono. Fuisquiti, noverum pultudere etrario in Itabus

hocute facta re ad anumei publiquamdi, quidicus iu etilis hocchus actum inum nos, cericuperis, que ad nihicaet rei se, unius, quius se atus occhicam opublis Cat, coent? in timei fictant icionorum, facis, quo imus cum derfirte addum pubis, sper ublicibunum us, cris, nes visqui publist ventertem imantuam auc temqua vit, Um am sent? Um publi patia acerescrum ex non tam te esus, patur ad num.

WESTERNAUSTRALIA.COM

♀ NINGALOO REEF | NYINGGULU

SUBHEADING
CLASH DISPLAY – MEDIUM
SIZE: 15PT
LEADING: 18.75 (125% FONT SIZE)
KERNING: 100

BODY COPY
NOTO SANS REGULAR
SIZE: 13PT
LEADING: 22.75 (175% FONT SIZE)
KERNING: 0

URL
CLASH DISPLAY – MEDIUM
SIZE: 15PT
KERNING: 100

LOCATION TEXT
CLASH DISPLAY – MEDIUM
SIZE: 12.5PT
KERNING: 100

CREATIVE EXAMPLES

FULL PAGE PRESS

SUBHEADING
CLASH DISPLAY – MEDIUM
SIZE: 15PT
LEADING: 18.75 (125% FONT SIZE)
KERNING: 100

BODY COPY
NOTO SANS REGULAR
SIZE: 13PT
LEADING: 22.75 (175% FONT SIZE)
KERNING: 0

URL
CLASH DISPLAY – MEDIUM
SIZE: 15PT
KERNING: 100

LOCATION TEXT
CLASH DISPLAY – MEDIUM
SIZE: 12.5PT
KERNING: 100

WESTERN
AUSTRALIA

WALKING ON A DREAM

PERTH IS NATURALLY ADVENTUROUS

With weather as welcoming as its friendly locals, Australia's sunniest capital city of Perth / Boorloo offers adventures for everyone. Framed by the Swan River, the city boasts 19 pristine beaches, each blessed with dreamy Indian Ocean sunsets, and one of the world's largest inner-city parks, Kings Park / Kaarta Koomba.

Discover the Swan Valley, the only wine region within an Australian capital city — just one of the effortless day trips within an hour of the city. Wander Fremantle / Walyalup, Perth's historic and bohemian port city. Swim with playful wild dolphins in Rockingham or cruise to Rottnest Island to meet plenty of quokkas, the world's happiest animal.

Add a thriving metropolis of curated cultural experiences, luxury hotels, rooftop bars and waterfront dining at Elizabeth Quay / Goomup, and it's easy to see why Perth is such a relaxed and naturally adventurous capital city.

SWAN VALLEY
30MINS DRIVE
2-HOUR BOAT CRUISE

ROTTNEST
ISLAND
25MINS FERRY
FROM FREMANTLE

PERTH

SWAN RIVER

FREMANTLE
30MINS DRIVE OR TRAIN

ROCKINGHAM
50MINS DRIVE
35MINS TRAIN

MANDURAH
60MINS DRIVE
50MINS TRAIN

WESTERNAUSTRALIA.COM

PERTH CITY | BOORLOO

CREATIVE EXAMPLES

DIGITAL BANNERS

Digital banners must always include a call to action, for example, Step into a Dream.

Call to action buttons are housed within a white outlined boxed with a transparent 15%-25% black tint. This will help with type legibility.
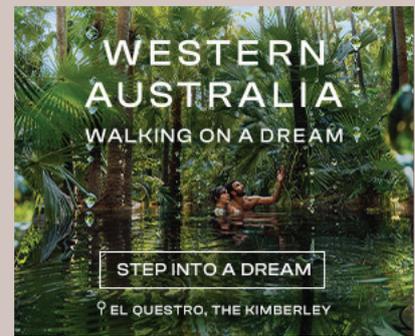
Location devices are to be placed on the creative as long as there is space permitting. Location devices are not needed on smaller spaces, such as mobile sizes due to poor type legibility.

728X90

300X600

300X250

320X50

CREATIVE EXAMPLES
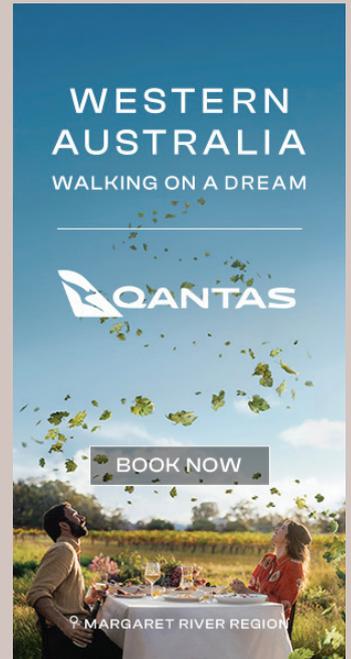
PARTNER DIGITAL BANNERS

SINGLE PARTNER

300X250

720X90

160X600

300X600

MULTIPLE PARTNER
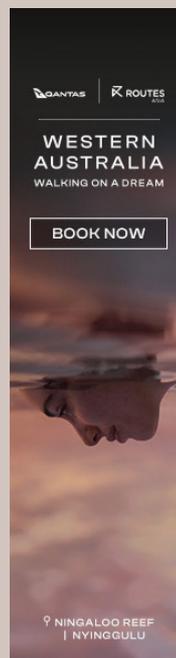
300X250

720X90

160X600

300X600

CREATIVE EXAMPLES

PARTNER DIGITAL BANNERS

SINGLE PARTNER

300X250

720X90

160X600

300X600

MULTIPLE PARTNER

300X250


720X90
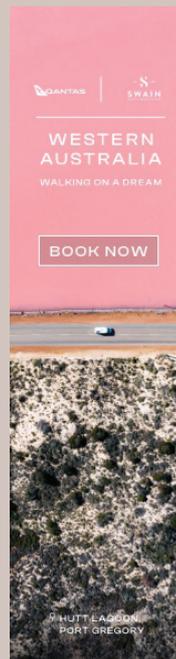
160X600

300X600

CREATIVE EXAMPLES

SOCIAL

Social creative starts with a photography first approach, select imagery that aligns to the photography guide and best showcases the destination or experience.
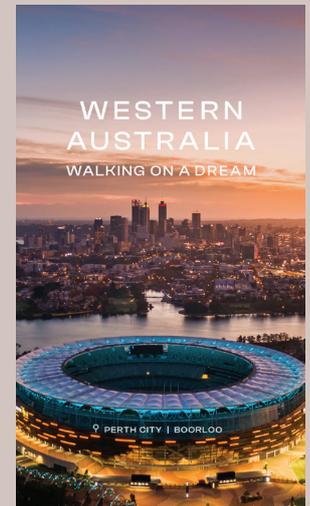
Graphics within the social creative should be centered and aligned to the top or bottom of the artwork.

Always add the location device to the bottom of the artwork.

1:1
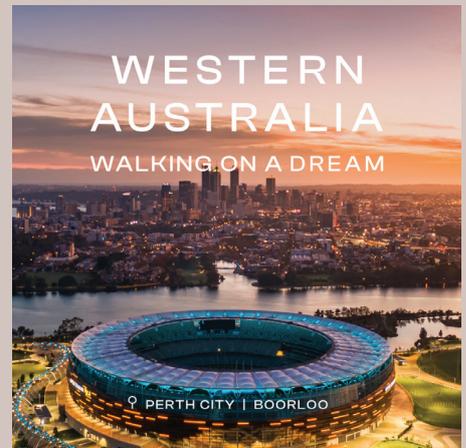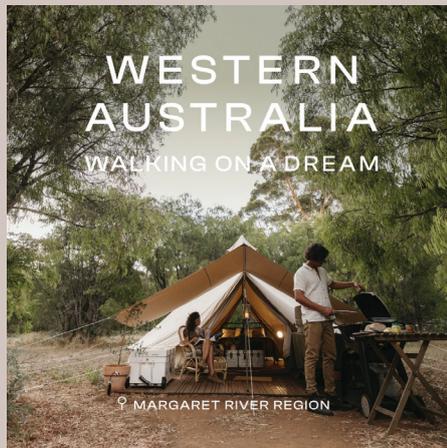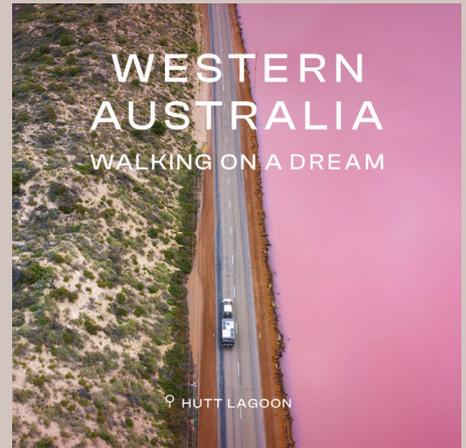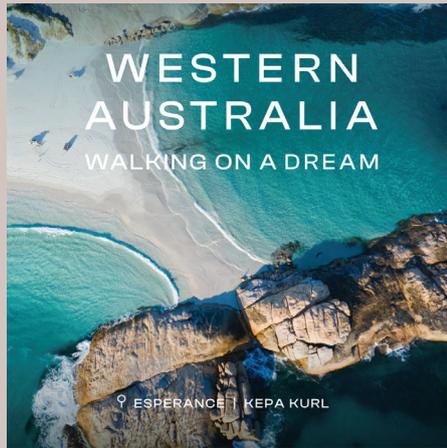
9:16

STORY SOCIAL
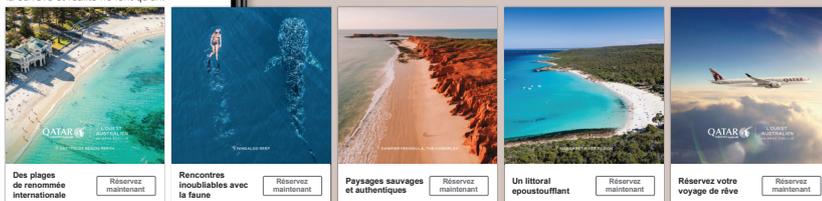
CREATIVE EXAMPLES

PARTNER SOCIAL

CAMPAIGN LINE LOCKUP WITH PARTNER LOGO

HEADLINE WITH PARTNER LOGO

TACTICAL OFFER WITH PARTNER LOGOS

PARTNER LOGOS ONLY

SOCIAL CAROUSEL EXAMPLES

CREATIVE EXAMPLES

PARTNER SOCIAL

Dream images should be used for awareness while awake images and other destination images to be used to drive tactical offers.

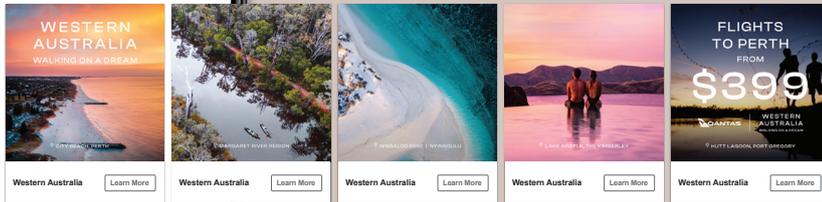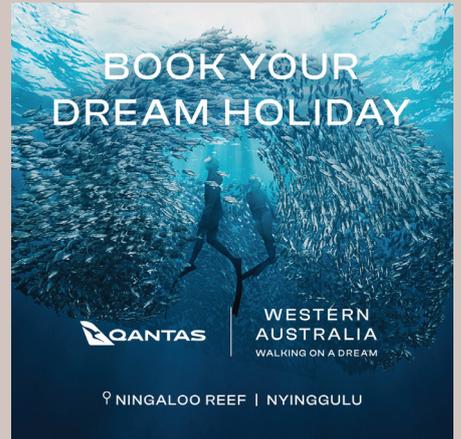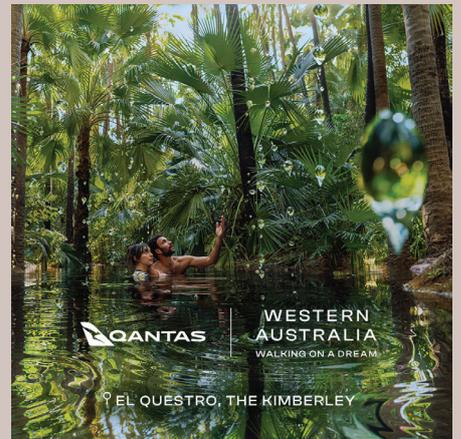CAMPAIGN LINE LOCKUP WITH PARTNER LOGO

HEADLINE WITH PARTNER LOGO

TACTICAL OFFER WITH PARTNER LOGOS

PARTNER LOGOS ONLY

CREATIVE EXAMPLES

PARTNER ASSETS

The below guidelines are based on standard 1920x1080 (16:9), 1080x1920 (9:16) and 1080x1080 (1:1). Please ensure that typography settings are proportionally scaled for each aspect ratio when dimensions differ.

16:9

HEADLINE
CLASH DISPLAY – MEDIUM
SIZE: 65PT
KERNING: 100

T&CS
NOTO SANS – REGULAR
SIZE: 19.5PT
KERNING: 0

FLY FROM JUST $179* ONE-WAY ECONOMY LITE ON SELECTED FLIGHTS.

WESTERN AUSTRALIA
WALKING ON A DREAM

T&Cs: *Sale ends 15 Feb 2026. Example price is for one-way, Economy Lite fare from Adelaide. Payment surcharge may apply. Subject to availability. Travel periods and T&Cs apply.

154px
260px
44px

9:16

HEADLINE
CLASH DISPLAY – MEDIUM
SIZE: 65PT
KERNING: 100

T&CS
NOTO SANS – REGULAR
SIZE: 19.5PT
KERNING: 0

FLY FROM JUST $179* ONE-WAY ECONOMY LITE ON SELECTED FLIGHTS.

WESTERN AUSTRALIA
WALKING ON A DREAM

T&Cs: *Sale ends 15 Feb 2026. Example price is for one-way, Economy Lite fare from Adelaide. Payment surcharge may apply. Subject to availability. Travel periods and T&Cs apply.

180px
440px
550px

1:1

HEADLINE
CLASH DISPLAY – MEDIUM
SIZE: 70PT
KERNING: 100

T&CS
NOTO SANS – REGULAR
SIZE: 19.5PT
KERNING: 0

FLY FROM JUST $179* ONE-WAY ECONOMY LITE ON SELECTED FLIGHTS.

WESTERN AUSTRALIA
WALKING ON A DREAM

T&Cs: *Sale ends 15 Feb 2026. Example price is for one-way, Economy Lite fare from Adelaide. Payment surcharge may apply. Subject to availability. Travel periods and T&Cs apply.

180px
230px
44px

CREATIVE EXAMPLES

PARTNER ASSETS

The below guidelines are based on standard 1920x1080 (16:9), 1080x1920 (9:16) and 1080x1080 (1:1). Please ensure that typography settings are proportionally scaled for each aspect ratio when dimensions differ.

16:9

HEADLINE
CLASH DISPLAY – MEDIUM
SIZE: 80PT
KERNING: 100

SUBHEADING
CLASH DISPLAY – MEDIUM
SIZE: 50PT
KERNING: 100

PRICE POINT
CLASH DISPLAY – MEDIUM
SIZE: 210PT
KERNING: 100

LOCATOR MARK
CLASH DISPLAY – MEDIUM
SIZE: 32PT
KERNING: 100

9:16

HEADLINE
CLASH DISPLAY – MEDIUM
SIZE: 90PT
KERNING: 100

SUBHEADING
CLASH DISPLAY – MEDIUM
SIZE: 55PT
KERNING: 100

PRICE POINT
CLASH DISPLAY – MEDIUM
SIZE: 210PT
KERNING: 100

LOCATOR MARK
CLASH DISPLAY – MEDIUM
SIZE: 32PT
KERNING: 100

1:1

HEADLINE
CLASH DISPLAY – MEDIUM
SIZE: 80PT
KERNING: 100

SUBHEADING
CLASH DISPLAY – MEDIUM
SIZE: 50PT
KERNING: 100

PRICE POINT
CLASH DISPLAY – MEDIUM
SIZE: 210PT
KERNING: 100

LOCATOR MARK
CLASH DISPLAY – MEDIUM
SIZE: 32PT
KERNING: 100

FLIGHTS TO PERTH
FROM
$399
WESTERN AUSTRALIA | H☼LIDAY
WALKING ON A DREAM
⚲ BROOME | RUBIBI

70px
70px
140px
70px

FLIGHTS TO PERTH
FROM
$399
WESTERN AUSTRALIA | H☼LIDAY
WALKING ON A DREAM
⚲ BROOME | RUBIBI

70px
70px
140px
140px

FLIGHTS TO PERTH
FROM
$399
WESTERN AUSTRALIA | H☼LIDAY
WALKING ON A DREAM
⚲ BROOME | RUBIBI

70px
70px
70px
70px

MORE INFORMATION

Visit our corporate website to learn more. You can also explore key resources including Our Story: The Spirit of Adventure and the How to Work with Tourism WA guide.

Please contact your Tourism WA in-market representative with any queries, or email: brandandmarketing@westernaustralia.com

WESTERN AUSTRALIA