

ROAD TRIP ADVENTURES

DRIVE

THE

DREAM

STYLE GUIDE



WESTERN
AUSTRALIA

WALKING ON A DREAM

INTRODUCTION

DRIVE THE DREAM IS AN INVITATION TO LEAVE THE EVERYDAY BEHIND, HIT THE OPEN ROAD AND CONNECT WITH SOMETHING UNSPOILT IN WESTERN AUSTRALIA.

Western Australia is brimming with wondrous road trip adventures.

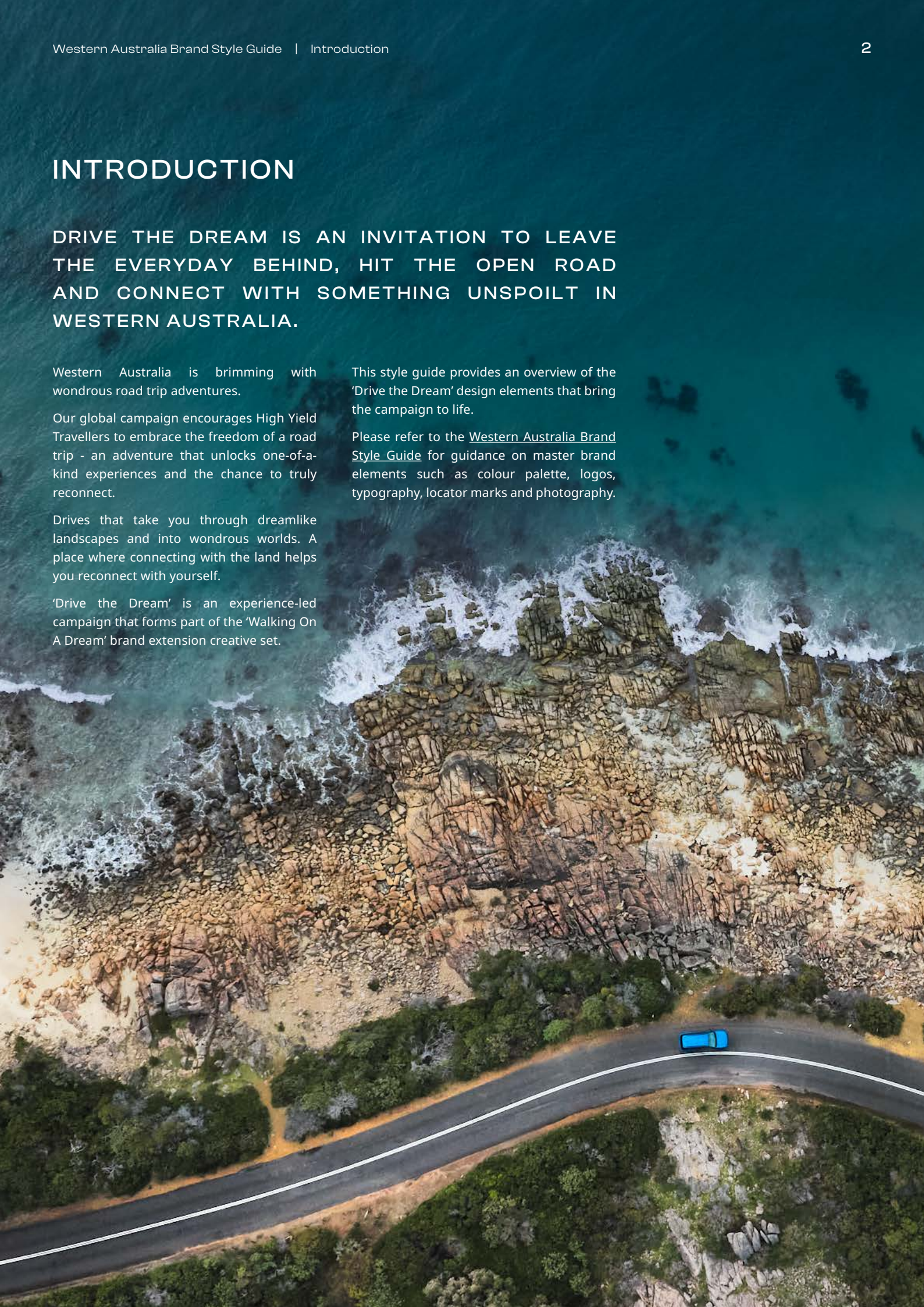
Our global campaign encourages High Yield Travellers to embrace the freedom of a road trip - an adventure that unlocks one-of-a-kind experiences and the chance to truly reconnect.

Drives that take you through dreamlike landscapes and into wondrous worlds. A place where connecting with the land helps you reconnect with yourself.

'Drive the Dream' is an experience-led campaign that forms part of the 'Walking On A Dream' brand extension creative set.

This style guide provides an overview of the 'Drive the Dream' design elements that bring the campaign to life.

Please refer to the [Western Australia Brand Style Guide](#) for guidance on master brand elements such as colour palette, logos, typography, locator marks and photography.



DRIVE THE DREAM

For those seeking the freedom to embark on new adventures, step outside of the everyday and hit the open roads.

Just like a dream, sometimes everything is quite real, sometimes quite otherworldly.

This is an invitation to connect with something unspoilt in Western Australia.

A dreamlike place, brimming with otherworldly landscapes, big sky country, and unique experiences. A place where connecting with the land helps you reconnect with yourself.

HEADLINE LOCKUP

The experience headline for road trips is 'Drive the Dream' and a lockup has been created for ease of use and consistency across all communications.

The lockup can be used in the base black or base white colours depending on application.

VARIATIONS

The headline has been designed to span across the entire width of an asset. The primary lockup is preferred, however in reduced or narrow spaces such as digital banners, the secondary lockups can be used to better suit the space.

The vertical lockup accommodates tall and narrow sizes. This vertical lockup has been created, where 'Drive' and 'The' has increased in point size and is moved further apart to better suit a vertical space.

The horizontal lockup best suits very wide sizes, such as a digital campaign advertising.

PRIMARY LOCKUP

DRIVE THE
DREAM

Primary



Primary Reversed

SECONDARY LOCKUPS

DRIVE THE
DREAM

Vertical



Vertical Reversed

DRIVE THE
DREAM

Horizontal



Horizontal Reversed

HEADLINE LOCKUP WITH WESTERN AUSTRALIA LOGO

The headline lockup should always be used with the Western Australia logo or brand campaign lockup.

The point size of 'Western' is the same height as the word 'Drive' and is centre aligned within the space. A minimum space of 3x the height of 'Western' is applicable when positioning both logos together. See minimum space example on the right.

The application of these elements together is required if the headline is used where there are no other design/visual elements present that would include the brand logo.

See the [Brand Style Guide](#) for guidance on using the brand lockup and logos with partner logos.

MINIMUM SPACE BETWEEN LOGOS



HEADLINE WITH BRAND LOGO



Stacked



Stacked Reversed

HEADLINE WITH BRAND CAMPAIGN LOCKUP



Stacked



Stacked Reversed

TRANSCREATIONS

The 'Dream the Drive' lockup has been transcreated to ensure the meaning and essence of the headline and experience descriptor are conveyed in all languages spoken in our global priority markets.

GERMANY

UNTERWEGS AUF
**TRAUM
STRASSEN**

Headline

UNTERWEGS AUF
**TRAUM
STRASSEN**

Headline Reversed

BACK TRANSLATION
Underway on Dreamy Roads

ROADTRIP ABENTEUER

Experience Descriptor

TRANSLATION
Road Trip Adventures

ITALY

UN ON THE ROAD
DA SOGNO

Headline

UN ON THE ROAD
DA SOGNO

Headline Reversed

BACK TRANSLATION
A dream on the road

AVVENTURE ON THE ROAD

Experience Descriptor

TRANSLATION
Road Trip Adventures

FRANCE

ROUTES DE
RÊVE

Headline

ROUTES DE
RÊVE

Headline Reversed

BACK TRANSLATION
Road of Dreams

UN ROAD TRIP INOUBLIABLE

Experience Descriptor

TRANSLATION
Road Trip Adventures

TRANSCREATIONS

CHINA (SIMPLIFIED CHINESE)

追梦“驾”期

Headline

追梦“驾”期

Headline Reversed

BACK TRANSLATION
Chasing the dream with a
self-drive holiday

自驾探索

Experience Descriptor (Noto San SC Medium)

TRANSLATION
Road Trip Adventures

HONG KONG (TRADITIONAL CHINESE)

追夢駕期

Headline

追夢駕期

Headline Reversed

BACK TRANSLATION
Chasing the dream with a
self-drive holiday

自駕歷奇

Experience Descriptor (Noto Sans TC Medium)

TRANSLATION
Road Trip Adventures

JAPAN

「さあ、夢のロードトリップへ」

Headline

「さあ、夢のロードトリップへ」

Headline Reversed

BACK TRANSLATION
Let's go on a dream road trip

ROAD TRIP ADVENTURES

Experience Descriptor

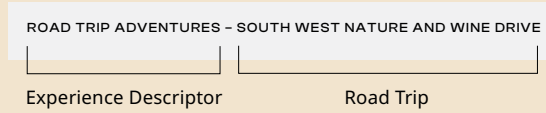
English to be used for the
experience descriptor.

DESIGN AND LAYOUT

EXPERIENCE DESCRIPTOR

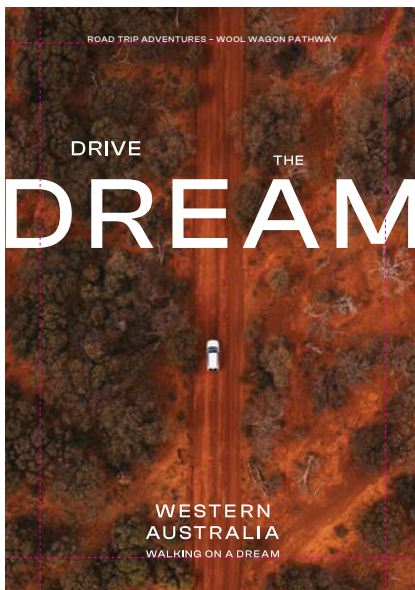
The experience descriptor is used to help our audience identify the road trip featured within creative. This mark identifies the experience (road trip adventures) and is then paired with a descriptor (the name of the road trip).

This mark should be set in Clash Display Medium and centered horizontally at the topmost part of the design application.



‘Drive the Dream’ forms part of the ‘Walking On A Dream’ brand extension creative set. The creative look and feel is unique to experience-led campaigns, and is strongly aligned to the master brand design system.

There are two base layouts available when designing for the ‘Drive the Dream’ campaign. This flexible approach to layout has been designed to suit a spectrum of channels and formats. The following pages go in to detail each layout.



Full Bleed Image Layout



Layered Image Layout

DESIGN AND LAYOUT

FULL BLEED IMAGE LAYOUT

This layout uses full bleed imagery that emphasises the feeling of space.

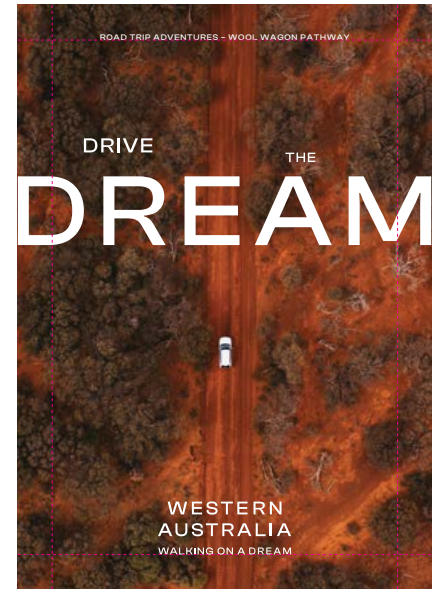
Example 1 is best suited for photography from Tier One and Tier Two of the [Brand Style Guide](#).

Example 2 uses the same layout however, the main focal point of the image can break out of its frame and overlap the headline copy. This approach adds more depth and interest to the composition. Photography from Tier Three of the Brand Style Guide is best suited to this layout.

GUIDELINES

- The primary lockup is used and 'Dream' should always bleed to the edges of the page.
- The brand logo sits approximately $\frac{1}{3}$ of the width of the page, centre aligned.
- Ensure a consistent margin around the top and bottom of the page.
- The experience descriptor and road trip name on the example on the right is 11pt. For more information, refer to the typography usage section in the Brand Style Guide.
- Consider the positioning of the headline and how the image choice will effect its design.

Example 1



Example 2



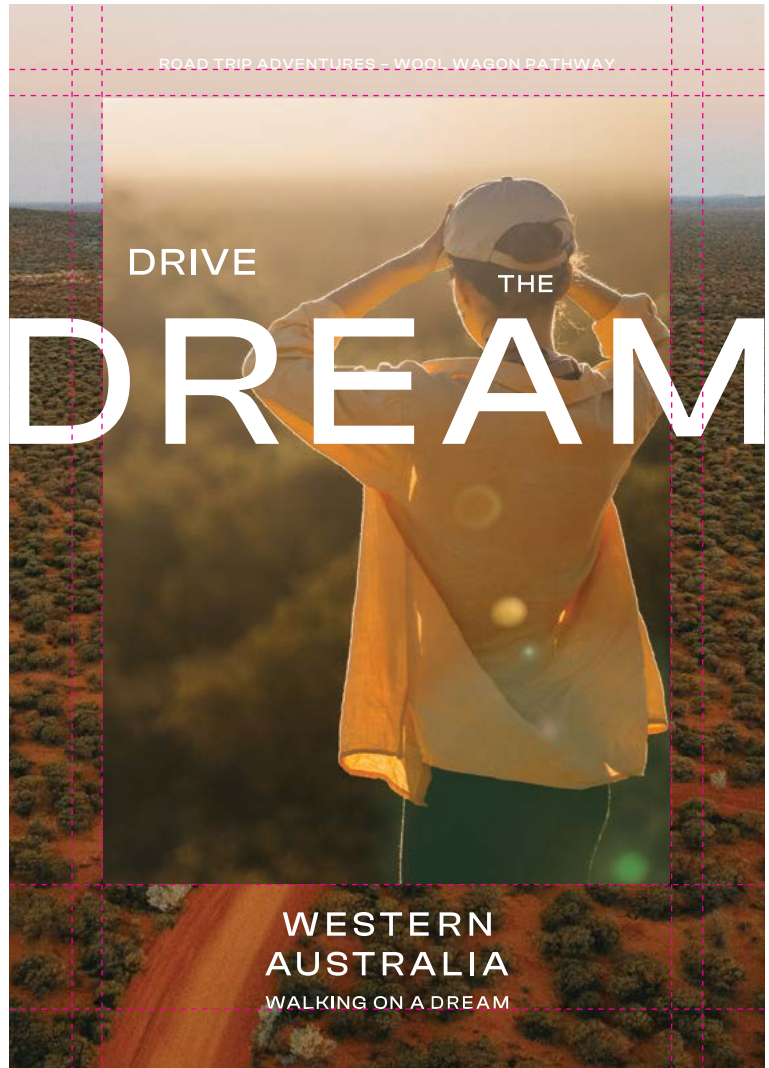
DESIGN AND LAYOUT

LAYERED IMAGE LAYOUT

This layout includes the layering of two images from different photography tiers. For example an aerial landscape image for the background (Tier One or Tier Two) and an eye level or portraiture shot from Tiers Three, Five and Six.

GUIDELINES

- Both images should relate to the subject or location of the road trip.
- The background image should be textural in nature. The foreground image should take up approximately 60-70% of the page layout and focus on the human component. There may be circumstances where this isn't possible so some flexibility is allowed.
- Ideally, both images should use a similar tone and colourway, however, care must be taken to ensure that contrast is maintained between both images.
- The primary lockup is used and 'Dream' should always bleed to the edges of the page.
- Consider the positioning of the headline and how the image choice will effect its design.
- The brand logo sits approximately $\frac{1}{3}$ of the width of the page, centre aligned.
- Ensure a consistent margin around the top and bottom of the page.
- The Experience Descriptor and Road Trip name on the example on the right is 11pt.



IN APPLICATION

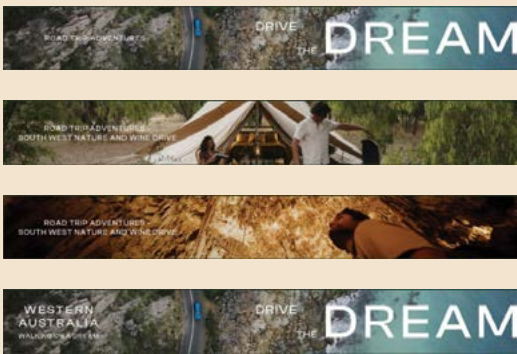
The following pages show examples of 'Drive the Dream' creative assets in use across a range of applications.

DIGITAL DISPLAY

Below are a range of sizes that have been created for 'Drive the Dream'.

To ensure clear legibility across all elements, please consider the appropriate headline lockup for each format.

The animation notes illustrate how each design element is introduced into frame.



01. Text and logo fades in, image slowly panning up in background.

02. Previous text fades out, new text and image fades in.

03. Previous text and image fades out, new text and image fades in.

04. Logo fades in.

728x90



01.

02.

03.

04.

320x50



01. Text quickly fades in. Image slowly moving to left.



02. Previous text fades out, new text fades in. Image fades in behind text.

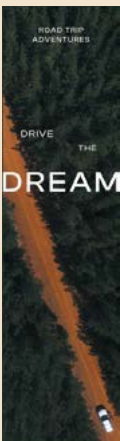


03. Previous text fades out, new text fades in. Image fades in behind text.



04. Logo fades in.

300x250



01.

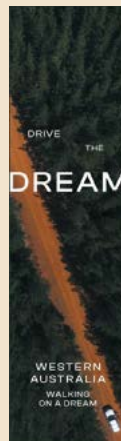
160x600



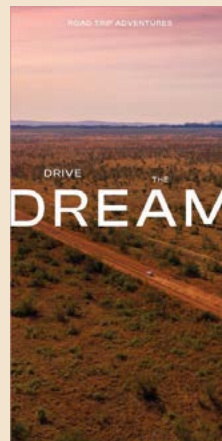
02.



03.

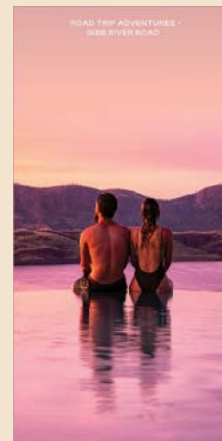


04.

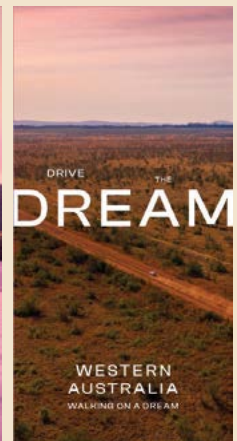


01.

300x600



02.



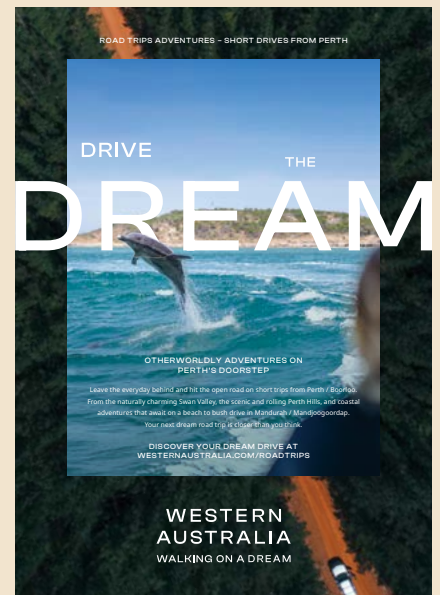
03.

IN APPLICATION

FULL PAGE PRESS

Press creative utilises the layered image layout. This approach provides an opportunity for visual storytelling, connecting dreamlike aerials with traveller experiences for each road trip itinerary.

A subheading, body copy and the call to action are placed within the foreground image. Refer to the typography usage section of the Brand Style Guide for further guidance.

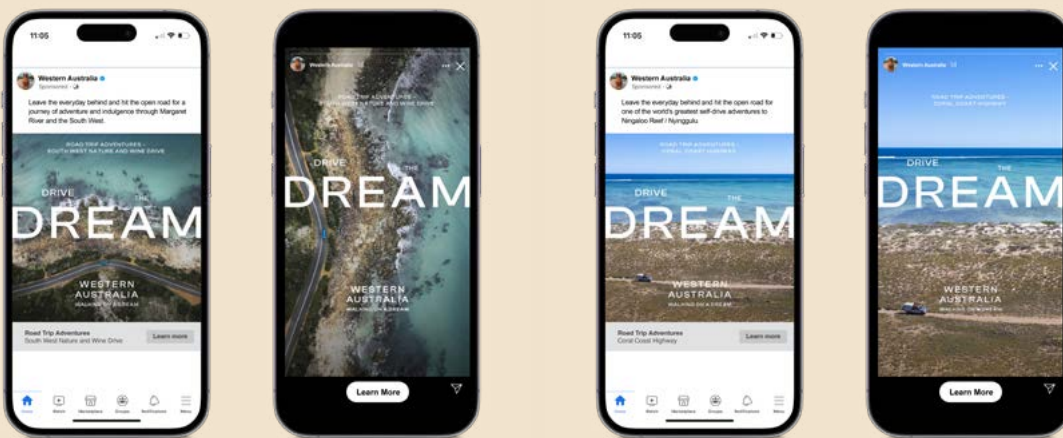


IN APPLICATION

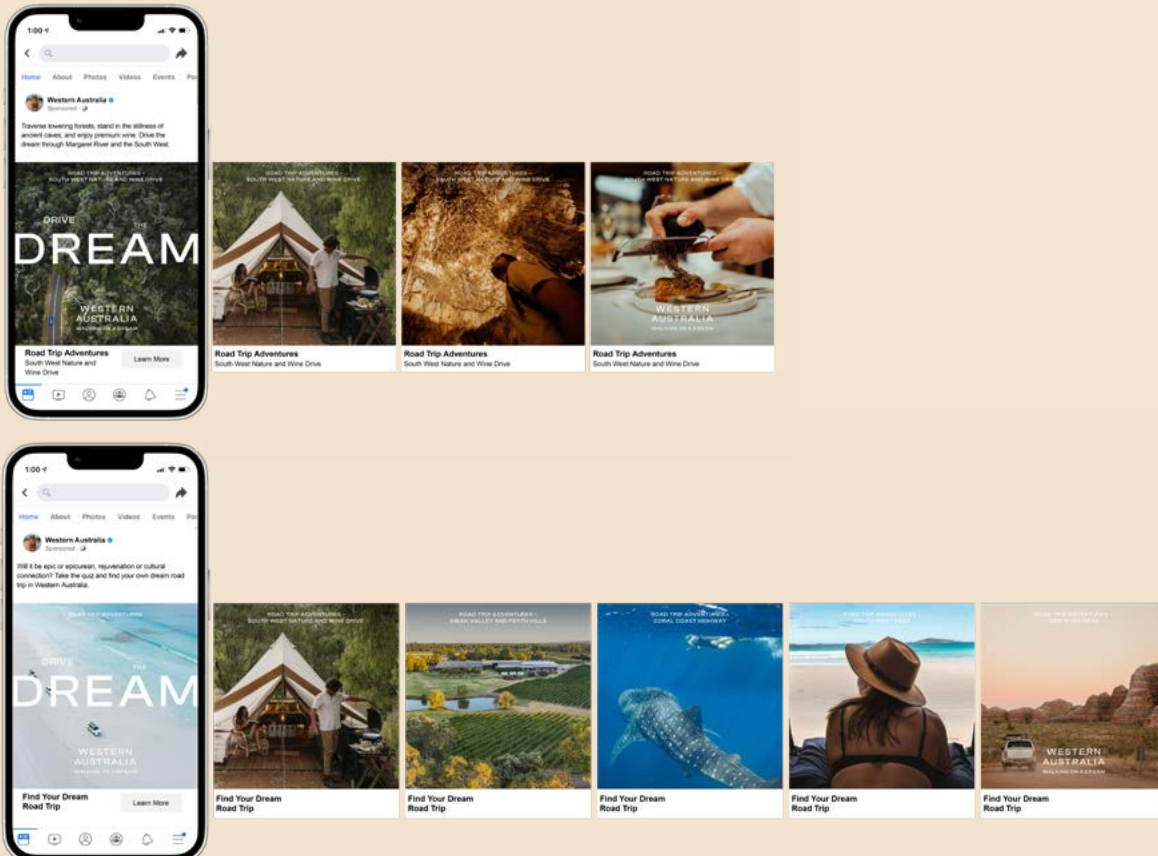
SOCIAL

The following examples are executions of Social across in-feed and story formats.

Be conscious of safe zones when designing for these to avoid overlapping of text and logos.



1:1 and 16:9



Carousel

IN APPLICATION

VIDEO

When applying the headline lockup to 16:9 video, 'Dream' should be 80% width of the frame. For 1:1 or 9:16 ratio video, 'Dream' should bleed to the edges of the frame.



80% of the width of the frame

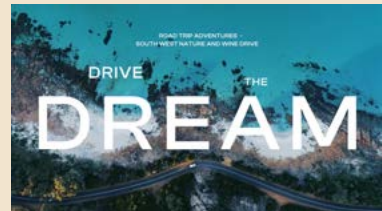
The experience descriptor should always be applied to the top of frame, and should remain visible until the end frame.



9:16



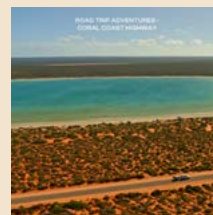
1:1



16:9



9:16



1:1



16:9

The 'Walking On A Dream' animated lockup should be applied to the end frame. When using the animated brand campaign lockup, the 'particles' animation should be used for consistency.

The experience descriptor isn't required for the end frame.

See the [Brand Style Guide](#) for guidance on using the brand lockup and logos with partner logos.



9:16



1:1



16:9



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: brandandcreative@westernaustralia.com



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