

WONDROUS EVENTS

WHERE

DREAM

EVENTS

HAPPEN

STYLE GUIDE

WESTERN
AUSTRALIA

WALKING ON A DREAM

INTRODUCTION

STEP OUTSIDE OF THE EVERYDAY AND INTO A DREAMSCAPE OF EVENTS IN WESTERN AUSTRALIA.

Whether it's unmissable global blockbusters, unforgettable moments shared with the world's oldest living culture, or culinary experiences in otherworldly locations – there are wondrous events happening all year round in Western Australia.

And with endless pristine beaches and boundless adventures, there is always something to do, no matter when you visit.

'Where Dream Events Happen' 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 'Where Dream Events Happen' design elements that bring the campaign to life, as well as guidance on logo requirements for Tourism WA sponsored events.

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



Step out side of the everyday and into a dream.

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

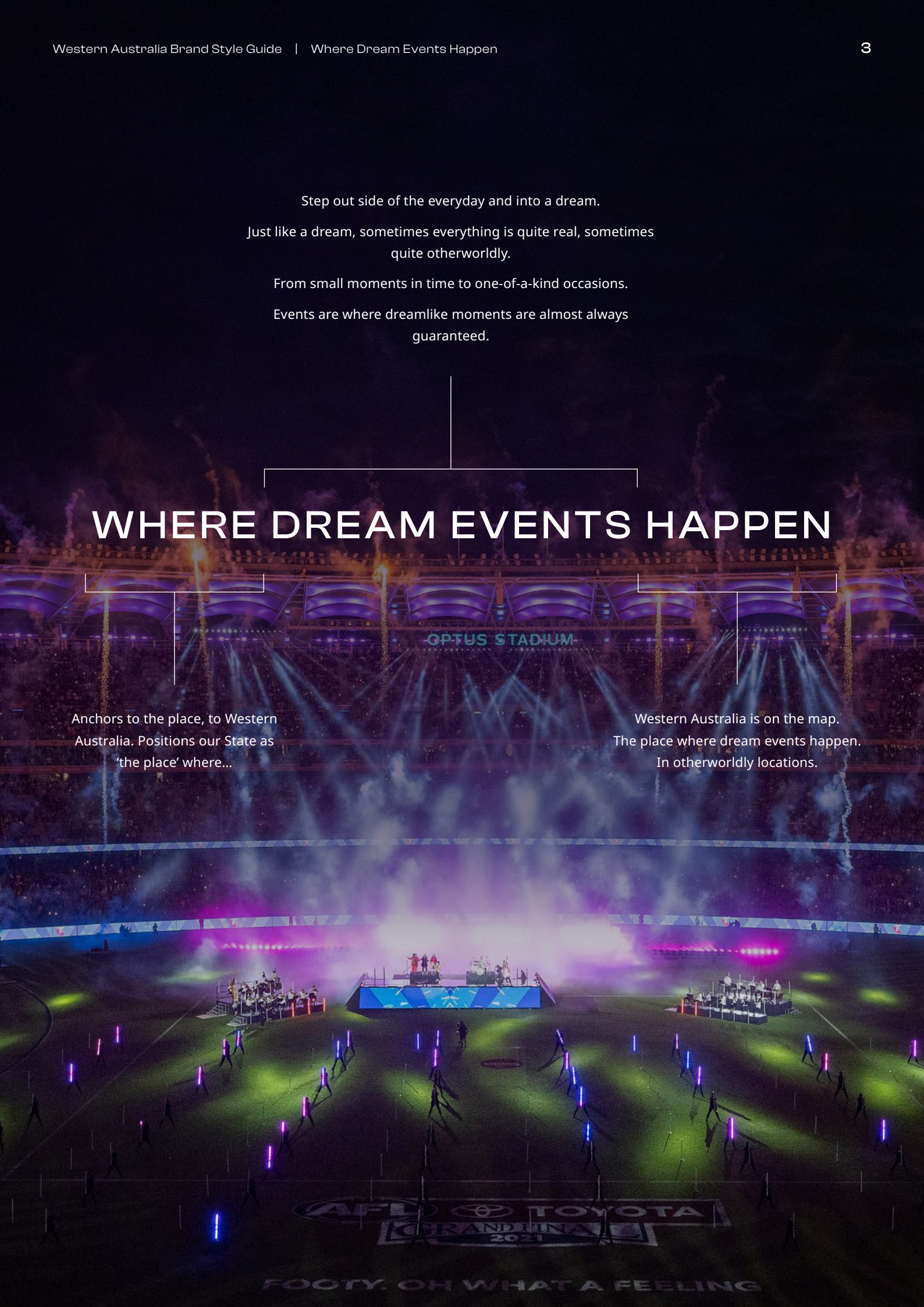
From small moments in time to one-of-a-kind occasions.

Events are where dreamlike moments are almost always guaranteed.

WHERE DREAM EVENTS HAPPEN

Anchors to the place, to Western Australia. Positions our State as 'the place' where...

Western Australia is on the map. The place where dream events happen. In otherworldly locations.



HEADLINE LOCKUP

The experience headline for events is 'Where Dream Events Happen' 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.

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

PRIMARY LOCKUP

WHERE
DREAM
 EVENTS HAPPEN

Primary



Primary Reversed

SECONDARY LOCKUPS

WHERE
DREAM
 EVENTS
 HAPPEN

Vertical



Vertical Reversed

WHERE **DREAM** EVENTS
 HAPPEN

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 'Events' 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.

MINIMUM SPACE BETWEEN LOGOS



HEADLINE WITH BRAND LOGO



Stacked



Stacked Reversed

HEADLINE WITH BRAND CAMPAIGN LOCKUP



Stacked



Stacked Reversed

EVENT RELATED LOGO USAGE

In the first instance, the Western Australia Walking on a Dream logo is to be used across all Tourism WA sponsored events throughout the state.

This logo can appear on any event related assets 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 the instance that this is not legible or will appear outside of our key markets, then the Western Australia lockup is to be used.

The Walking on a Dream logo cannot be used:

- Outside of the key markets listed above
- On any global event broadcasts
- On branded event merchandise

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

**WESTERN
AUSTRALIA**

Stacked

**WESTERN
AUSTRALIA**

Stacked Reversed

WESTERN AUSTRALIA

Horizontal Stacked

WESTERN AUSTRALIA

Horizontal Stacked Reversed

PARTNERSHIP LOGOS

GOVERNMENT STATE CREST

The Government State Crest is required on all intrastate event related assets such as OOH, on the ground event signage where deemed appropriate, and the event website to demonstrate that the event has been sponsored by the Western Australian Government. Please abide by the [Western Australia State Government Common Guidelines](#).

The primary lockup is preferred, however in the instance that this is not legible than the Western Australia lockup can be used.

Example of Government State Crest, locked up with the brand lockup.



Example of Government State Crest, locked up with the Western Australia logo.



PARTNER LOGOS

When working with event holders in the development of promotional collateral, our consumer lockup and an event holder logo can appear together in a partner logo lockup.

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

Our consumer lockup and the event holder logo should be separated with a thin keyline to ensure optimal space and exclusion zone requirements are adhered to.

Align baselines here where possible, or centre. If the option is available, black or white versions of the event holder logo should be used. The consumer lockup should appear first, unless discussed further with the Brand & Creative team.

Example with WOAD lockup and event holder (WSL)



Example with Government Crest lockup and event holder (WSL)

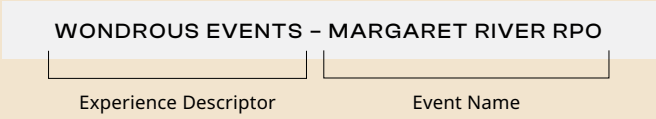


DESIGN AND LAYOUT

EXPERIENCE DESCRIPTOR

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

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



'Where Dream Events Happen' 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 'Where Dream Events Happen' 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 event 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 event.
- 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 Event name on the example on the right is 11pt.



DESIGN AND LAYOUT

PROGRAM AD LAYOUT

This layout is used for Event program ads. Note event experience descriptors are not included in program ads. Mandatories include the 'Where Dream Events Happen' lockup, the Government Crest and WOAD lockup, and the WACOM URL.

Example 1 is best suited for full page, portrait A4 program ads. The lockup should be full width, with the Government Crest and WOAD lockup bottom left, and the WACOM URL bottom right.

Example 2 is best suited for smaller, landscape program ads. In this layout, the lockup and associated copy should be left aligned. Both the Government Crest and WOAD lockup and the WACOM URL should appear bottom right.



Example 1



Example 2

IN APPLICATION

The following pages show examples of 'Where Dream Events Happen' creative assets in use across a range of applications.

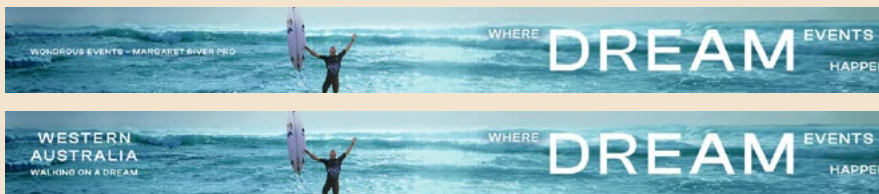
DIGITAL DISPLAY

Below are a range of sizes that have been created for 'Where Dream Events Happen'.

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.

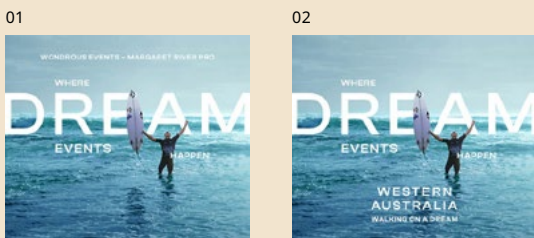
Note for display specs where the descriptor will not be legible, it is not mandatory to be included.



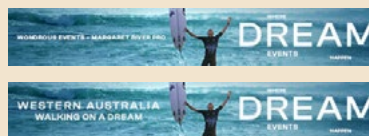
01 Descriptor appears with image, and 'Where Dream Events Happen' logo animates in.

02 Descriptor fades out, WOAD lockup fades in.

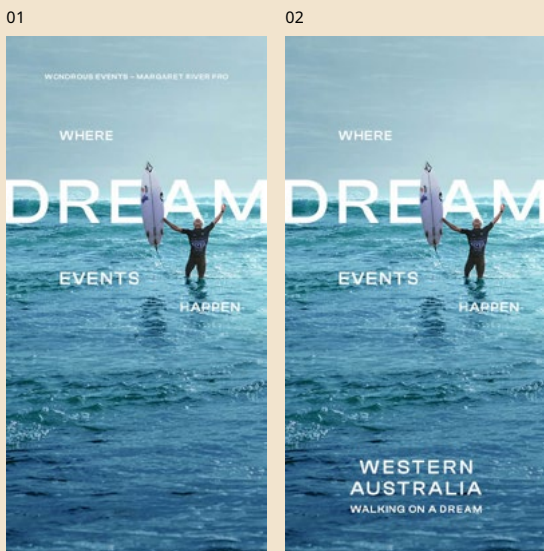
1248x120



300x250



325x50



300x600



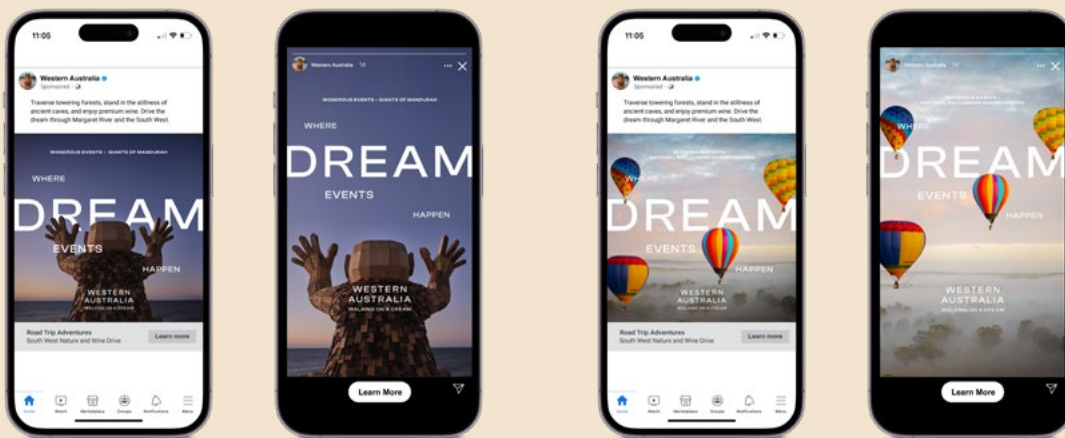
970x250

IN APPLICATION

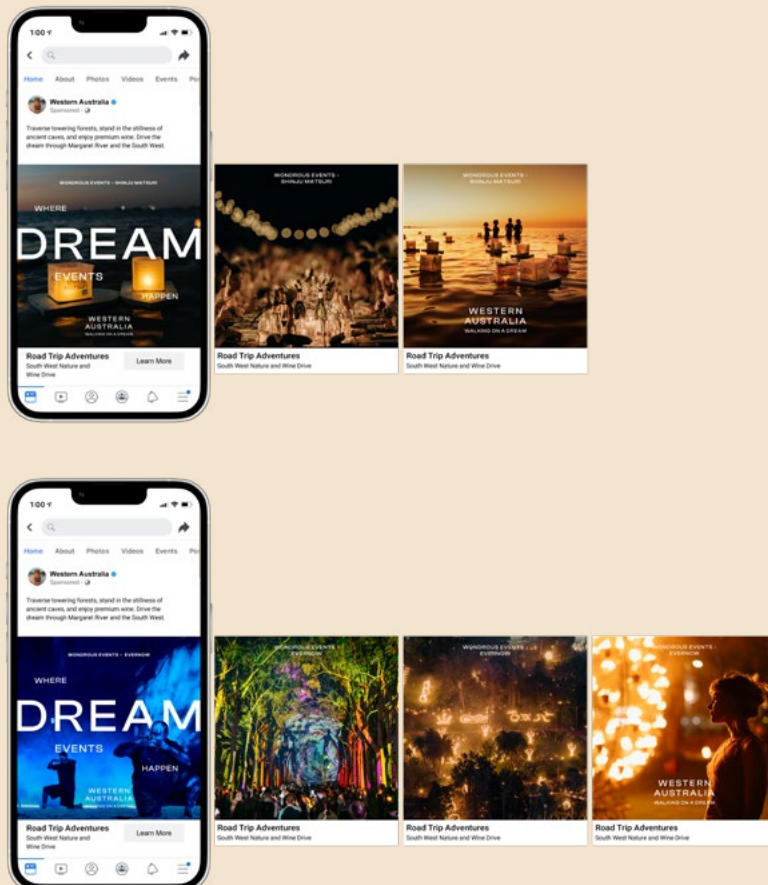
SOCIAL

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 9:16



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.

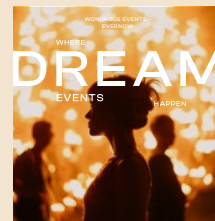


80% of the width of the frame

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



9:16



1:1



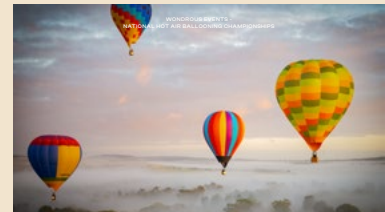
16:9



9:16



1:1



16:9

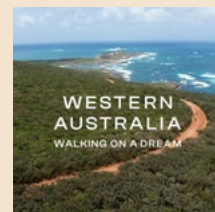
The 'Walking On A Dream' animated lockup should be applied to the end frame. When using the animated brand campaign lockup, the 'particles' animation should be used for consistency.

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

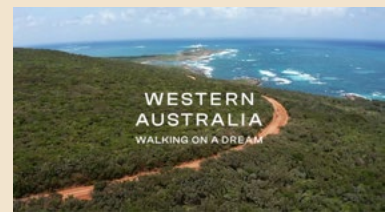
See the [Brand Style Guide](#) for guidance on using the brand lockup and logos with partner logos.



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 Brand & Creative with any queries, or email: brandandcreative@westernaustralia.com



Tourism
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