

COAST TO CANYON BRAND BOOK



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REINVIGORATING THE COAST TO CANYON BRAND

In December 2016, stakeholders, community members and Council representatives came together to review the **‘Coast to Canyon’** place brand, developed in 2006.

The engagement workshop was designed to not only review the brand in the context of it’s original role as a tourism brand, but also to explore how the brand might be strengthened and applied as a capital brand across areas, sectors and industries that the group identified as areas of strength and opportunities for growth.

The reinvigorated **‘Coast to Canyon’** brand recognises and responds to the fact that we build our reputations in many ways. The work of our community has allowed the development of a strong and consistent message that speaks to both visitors and investors, but also to the wonderful community the brand is designed to reflect.

The **‘Coast to Canyon’** brand book outlines our visual identity and how this works to reflect our people and place. It shows how our brand can be used to further build our reputation and showcase our potential.

WHAT MAKES COAST TO CANYON **UNIQUE?**

The first step in articulating the **'Coast to Canyon'** identity was to understand what makes **'Coast to Canyon'** unique.

At the workshop held in December 2016 and through feedback opportunities in March 2017, the Central Coast **'Coast to Canyon'** community representatives gave feedback and related personal experiences to help identify and articulate the benefits and rewards of being a member of their community.

The two stand out benefits of **'Coast to Canyon'** were identified as being the people and the wonderful sense of community and belonging as well as the destinations great natural assets.

WHAT COAST TO CANYON OFFERS?

‘Coast to Canyon’ sits within the Local Government Area of Central Coast, Tasmania.

As the name reflects, **‘Coast to Canyon’** extends from the beautiful Bass Strait beaches in the north to the magnificent Leven Canyon in the south. It passes through some of Tasmania’s best agricultural land, bordered by the iconic Dial Range and carved by the powerful Leven and Forth Rivers.

Living amongst this stunning mix of landscapes and enjoying the seasonal temperate climate are a series of resilient, welcoming, safe, communities with a ‘can do’ attitude, who enjoy wonderful cafe and food culture, good schools, fantastic sport and recreation facilities and a vibrant cultural life.

The Central Business Districts of Ulverstone and Penguin are easily accessible and provide a great range of services without losing their village atmosphere.

Entrepreneurial thought combined with appropriate development continues to see the area grow, not surprising given it’s central location and close proximity to great road networks and the readily accessible neighbouring port cities, of Burnie and Devonport.

THE BENEFITS

In a world that seems to constantly gets busier, we know that a sense of belonging and being connected and supported as well as having time for who and what we love is part of the recipe for health and well-being.

‘Coast to Canyon’ is the place where life can be like that.

There is landscape to inspire and provide a sense of peace and serenity.

There is time for family and friends to be connected and look out for each other.

There is time to give back to the community.

There is a strong community, a sincere welcome and a sense of belonging.

Time and place for the things I love.

WHAT MAKES US **WHAT WE ARE?**

'Coast to Canyon' is an area of great natural beauty blessed with fantastic natural resources. It is a place of opportunity and possibility.

It has been shaped historically by its peoples interaction with nature, requiring a desire and necessity to work together and providing the environment for the development of innovative and creative thinkers.

The connection to the surrounding environment provides great inspiration from this wild and bountiful land.

This combination has led to thriving, resilient, welcoming and connected communities.

WHAT IS THE **REAL** COAST TO CANYON?

... friendly, all embracing community located in a world class environment ...
 ... a collection of vibrant communities wherein we offer a warm land of friendship ...
 unsurpassed natural beauty that is accessible to all ...
 ... A naturally beautiful place whose people feel included ...
 ... Beautiful, great, friendly, safe ...
 ... quiet, natural beauty, great produce, respectful of others ...
 ... beautiful environment, friendly people, quality of life, efficient services, great sense of community and good food ...
 ... compact, beautiful; a true community ...
 ... down to earth, kind, tolerant, fair and majestic ...
 ... warmth, commerce, spirit, work/recreational balance, great municipal areas and services and healthy debate on future progress ...
 ... naturally stunning, accessible, caring and inclusive; bursting with promise and possibility ...
 ... a community of opportunity and a life of contentment and satisfaction ...
 ... culture rich, beauty rich; powerful ...
 ... paradise on earth ...
 ... welcoming, including, engaging, encouraging, listening and partnering ...
 ... great place to live ...
 ... diverse, stunning and sporting ...
 ... sense of community pride with great food and wine ...
 ... a family experience that will take you above and beyond – river, coast, caves to canyon ...
 ... a well located, beautiful place – it's successful, welcoming and adventurous ...
 ... enjoyable, 'normal' and rewarding ...
 ... the people, community, lifestyle and a sense of belonging in the whole community ...

OUR PROPOSITION

THE PROPOSITION

=

WHAT WE OFFER

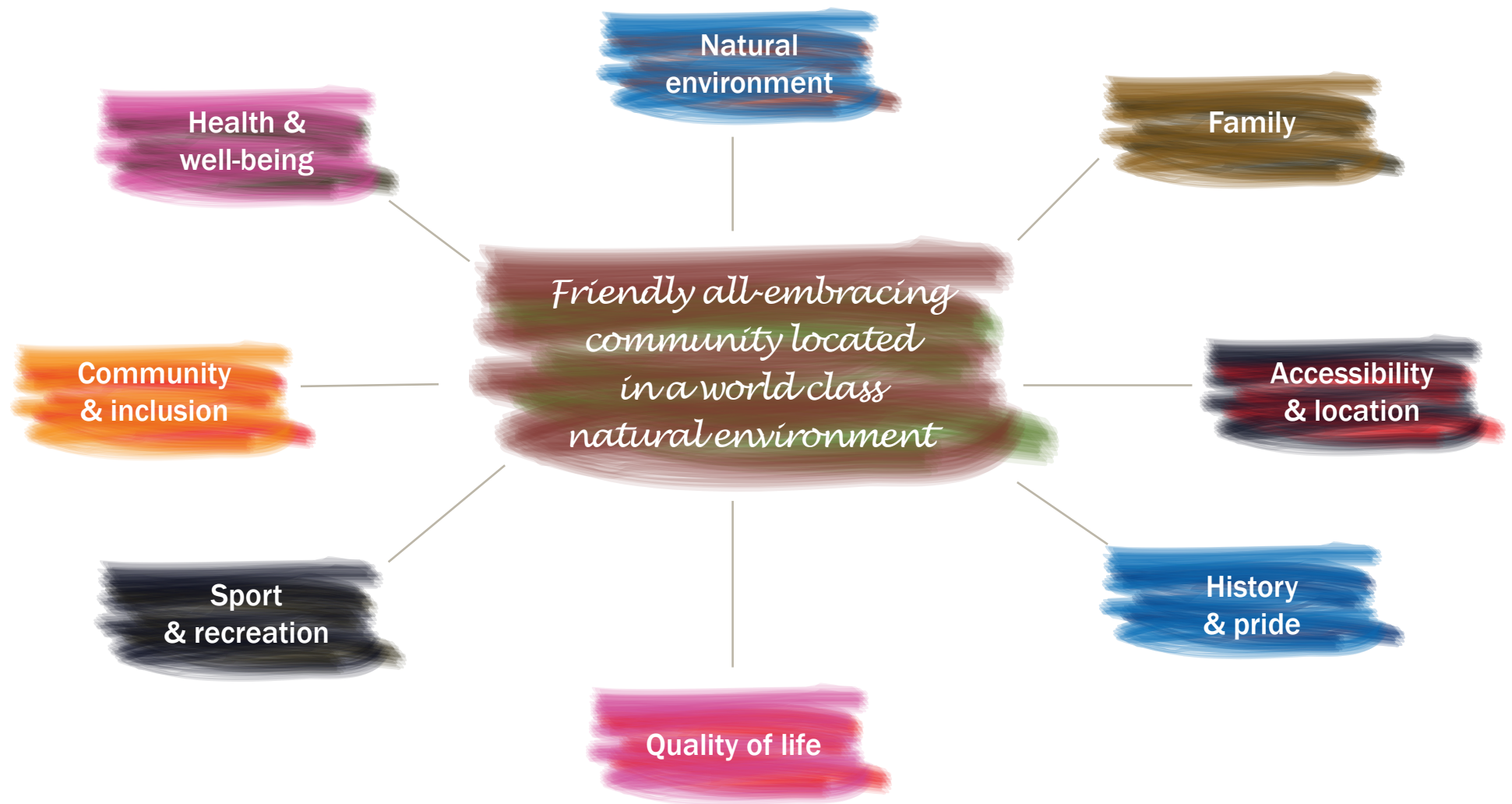
+

BENEFITS

+

WHAT MAKES US AUTHENTIC

THE ESSENCE OF OUR IDENTITY



OUR PROPOSITION

COAST TO CANYON... GREAT NATURED PLACE

'Coast to Canyon' is a place of majestic, inspiring,
nurturing and challenging nature.

From sea and beaches, agricultural lands,
magnificent rivers, the peaks and valleys of its mountains
and the depths of its canyon.
It is without a doubt - great nature.

The people here are also shaped by the **great nature** of their place.

They are fed by it, body and soul, inspired and
at times challenged by it.

They work it together and they live amongst it.

It has made them kind, resilient, creative,
innovative, strong and connected.

It has made them a community of **great natured** people.

‘Coast to Canyon’ - *Great natured place*, will underpin all aspects of how we talk about **‘Coast to Canyon’**.

‘Coast to Canyon’ is a *Great natured place*, both in it’s natural assets and in it’s great natured people. By identifying these attributes in our advertising, promotions and positioning we can take every opportunity to present and promote what’s great about us.

By presenting our place and our character in this way, we showcase what sits at the heart of who we are and engage our audiences in a true, honest and meaningful way. We show that we are a “*Great natured place*”.

OUR PERSONALITY

Strong, warm, welcoming, energised, thoughtful, understated, hard working, farmer, community minded, passionate, energetic, objective, empathetic, informed, knowledgeable, eloquent and confident, 'salt of the earth', retired, helpful, enthusiastic, laid back, positive, friendly, sharing, generous, caring, considerate, sports-loving, conservative, kind, fair, humorous, outdoor and 'down to earth', positive, open and energetic, beautiful, fresh, alive, family orientated, someone you want to be around, proud, loved, respected, welcoming, encouraging and supportive, story teller, fit, energetic, fisherman, swimmer, easy going, learner, volunteer, artist, cooks with local produce, successful, inquisitive, a listener, dependable, open, honest, tolerant, generous, laconic, humorous, fit, interested, informed, open-minded and aspirational.

Great natured place

BRAND TOOL KIT



WHAT IS OUR **BRAND**?

Our brand is more than just our logo.

Our brand is all the written and visual communications that when combined tell the full **'Coast to Canyon'**. This section will explain the unique elements of the brand and how they can be used to tell our story.

Like all stories, it's important that all the elements are put together right, or it just won't make sense. So please read this section carefully before you start and contact the Central Coast Council and speak to a member of the Brand Team if you have any questions, or would like some feedback on your marketing or promotional idea.

WHAT'S IN THE **BRAND TOOL KIT?**

Name and tagline: Our name is '**Coast to Canyon**', and our tagline is, '*Great natured place*'.

Logo type: This appears above our tagline and states visually the essence of who we are.

Typography and layout: The headline and body copy fonts and how they should be used.

Colour palette: The colours that make up our logo.

Imagery: Photograph style and graphic elements that can be used to enhance visual communications.

Language: How should we talk about '**Coast to Canyon**' in a way that articulates the brand?

Applications: Some examples of how to use the brand.

OUR **LOGO**



THE HISTORY OF THE **COAST TO CANYON** LOGO

The '**Coast to Canyon**' logo was first developed in 2006 and has been revitalised in 2017 in response to engagement with our workshop participants and community consultation groups.

Feedback requested the addition of **Tasmania** as a place signifier, a deepening of the colour palette for greater impact and the addition of a 'coastline' to the top of the blue section, to reflect our position on the water and an increase to the size of the 'coast to' font.

All of these changes were incorporated and the logo updated.

ELEMENTS OF THE **COAST TO CANYON** LOGO

Blue section reflecting our position against Bass Strait and our beaches and rivers.



Green ferns and blue water fall reflect the bushland and rivers.

The large reddish brown panel captures our red soil and the scale of the canyon, whilst the rough edge symbolises it's rugged nature.

LOGO WITH TAGLINE

Where possible the **'Coast to Canyon'** logo should be used on a white back ground.





Where the **'Coast to Canyon'** logo must appear on a dark or busy back ground,
then the 'white swoosh' should be used behind it to ensure the logo is clearly visible.
Further guidelines for its use are contained in the Coast to Canyon Style Guide.

BRAND TYPEFACE - HEADLINES

There is only one typeface chosen to work with the **'Coast to Canyon'** logo.

For our headlines we use Franklin Gothic Heavy in the top line, and Franklin Gothic Book in the second line.

FANTASTIC FRESH PRODUCE -
IT'S IN OUR NATURE.

BRAND TYPEFACE - bodycopy

For our bodycopy we use Franklin Gothic Book.

Franklin Gothic Book has been chosen as the body copy font. As a member of the Franklin Gothic family, it provides a consistent typeface with our headlines. It is a clear and compact font, which reproduces well over a range of sizes and has a simple cut to complement the complexity of the **'Coast to Canyon'** logo.

Franklin Gothic Book - abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic Medium - abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic Medium Condensed- abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic Demi Condensed- abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic Heavy - abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic is available from www.fontshop.com.au

COLOUR PALETTE - LOGO COLOURS



NATURE
Pantone 576
CMYK C56 M0 Y91 K38



COAST
Pantone 293
CMYK C100 M56 Y0 K0



CANYON
Pantone 342
CMYK C0 M76 Y76 K60

IMAGE CREATION & SELECTION

The '*Great natured place*' tagline has been developed to work with the "... it's in our nature" statement line. Images developed or selected for use with the '**Coast to Canyon**' brand will reinforce this positioning. Images should contain people engaged in doing what they love, in a relaxed and natural way. Images should be editorial in style, rather than staged.

They should reinforce the story of our people doing what they love - be that challenging themselves on their mountain bike, playing with their children at a local park, taking a bush walk, walking their dog or watching a band. Images should contain people.

Local people should be used and images should focus on things that matter to the subjects. Subjects should be relaxed and engaged.

Image examples are given here. THESE IMAGES ARE NOT FOR REPRODUCTION AND ARE EXAMPLES ONLY. Should you require assistance with image selection or with finding a photographer, please contact the Brand Team at the Central Coast Council.



These are sample images only,
sourced from stock libraries.
They are not for reproduction
and will be replaced as our image
library is developed.

WORDS - WRITING FOR THE COAST TO CANYON BRAND

The language we use to talk about '**Coast to Canyon**' should describe what is wonderful about our place and our people. It should be conversational and welcoming in tone.

The headline framework makes it simple to get started.

For example, if promoting the Penguin Mountain Bike Park, consider what the experience will be like to ride there. Think about the adrenaline rush for the rider as they rode down through the bush...

ADRENALIN - IT'S IN OUR NATURE

To promote the friendliness of my cafe staff and my business then it might be....

FRIENDLINESS - IT'S IN OUR NATURE

Promoting the quality of fresh produce and pride in the product could be....

GREAT PRODUCE - IT'S IN OUR NATURE

To promote what a great place for children to explore and be in nature....

RAISING EXPLORERS - IT'S IN OUR NATURE

To promote taking a short break...

GREAT SHORT BREAKS - THEY'RE IN OUR NATURE

To promote our sporting clubs...

SPORTSMANSHIP - IT'S IN OUR NATURE

'Coast to Canyon' material where possible should always work with photography. When this is not possible, the strong headline proposition will still be able to be used to reinforce the **'Coast to Canyon'** message of *'Great natured place'*.

WORDS - IF YOU NEED INSPIRATION...

Here are some of the words and expressions used by the community in the workshop.

If you are stuck and require further assistance, please contact the Brand Team at the Central Coast Council who will be happy to help.

Resilience	Scenery/vistas	Community pride
Relaxed	Natural beauty	Sense of belonging
No traffic congestion	Café/food culture	Inclusiveness
Civic pride	Welcoming communities	Giving back/doing the right thing
Personal achievers	Vibrant communities	Happiness (visible)
Activities for all ages	Diversity of natural resources – rivers, beaches	Stress free
Rich history	and mountains	Inspiration
Cenotaph/parks	Quality of life	Connected
Commemoration	Community energy	Proud
Friendly people	Adventure tourism	Family loyalty to the area
Down to earth people	Entrepreneurs	Quality produce
Accessibility to beaches and mountains	Beautiful views	Relaxing
Village atmosphere	Gardens	Looking out for each other
Farmland	Nature walks	Welcoming communities
Seasonal, temperate climate	Industries	Friendliness
Family opportunity and experiences	Safety – like-minded neighbours	Euphoria/uplifting
Lifestyle	Peace	Neighbourly
Stunning mix of landscapes	Serenity	Grateful
Accessible/immediate	Supportive networks	Easy to feel at home

Great natured place

BRAND

EXAMPLES

HOW WE WILL USE OUR BRAND

There are many groups in the community who talk about **'Coast to Canyon'** and what the area offers. They may be aiming to attract tourists, shoppers, investors, business or families to relocate and make a home here.

The diagram across shows those community groups or industry sectors the revitalised brand could focus on.

The **'Coast to Canyon'** brand is now able to speak to these groups and will allow us to develop our reputation as a *'Great natured place'* in many ways.



WHERE WE WILL USE OUR BRAND

Our **'Coast to Canyon'** brand will work in many different situations.

Sometimes it may need to speak directly to a certain group of people because we want them to know what we offer that would appeal to them. This kind of communication usually takes the form of a considered campaign, using multiple types of media, including but not limited to; online, print media and advertisements etc.

Sometimes it will need to engage people around a specific event. We want them to come to the event and experience it and more of what **'Coast to Canyon'** has to offer.

At other times, it will work to strengthen the connection between **'Coast to Canyon'** and other identities within our community.

Sometimes the brand will be used to present and brand factual information.

THE BRAND AT WORK -

EXAMPLES

TASK

To promote **'Coast to Canyon'** as a place to raise children with a connection to outdoor adventure, imagination and play.

EXAMPLE APPLICATION

Tourism promotion, relocation initiatives, community engagement, year round outdoor activity.

TEXT AND IMAGE SELECTION

The image has a relaxed and natural feel to it, it does not appear staged. The children are engaged in their environment enjoying the mud and adventure, energised and rugged up for the weather, which only adds to the adventure.



RAISING EXPLORERS.
IT'S IN OUR NATURE

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coast to
CANYON
tasmania
Great natured place

TASK

To promote bushwalking.

EXAMPLE APPLICATION

Tourism promotion, community health initiative, natural resource appreciation.

TEXT AND IMAGE SELECTION

The image has a relaxed and natural feel to it, it does not appear staged. The terrain looks accessible by most people.

The message is kept simple and reflects how close by and easily accessible the great walks of the area are.



**GREAT BUSHWALKS -
THEY'RE IN OUR NATURE**

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TASK

To promote the great produce grown here.

EXAMPLE APPLICATION

Tourism promotion, food markets, business promotion and exports.

TEXT AND IMAGE SELECTION

The image has a relaxed and natural feel to it, it does not appear staged. The produce and the grower have equal weight and the farmer is engaged with the camera in a natural way.



**GREAT PRODUCE -
IT'S IN OUR NATURE**

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TASK

Cross promotion between the Central Coast Chamber of Commerce and the Central Coast Council.

EXAMPLE APPLICATION

Promote support available to, and recognition of innovative thinking.

TEXT AND IMAGE SELECTION

This image has a strong focus. Here we see someone engrossed in new thinking and idea development and the text positions the **'Coast to Canyon'** as being supportive of, and conducive to, these kinds of initiatives.



**ENCOURAGING INNOVATION -
IT'S IN OUR NATURE**

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TASK

To promote 'Coast to Canyon' as a place develop a niche business.

EXAMPLE APPLICATION

The Central Coast Council and the Central Coast Chamber of Commerce promotion, new business support and developing niche markets.

TEXT AND IMAGE SELECTION

The image has a relaxed and natural feel to it, it does not appear staged. Product and person have equal weight and the product depicted is artisan and local.



SUPPORTING SMALL BUSINESS -
IT'S IN OUR NATURE

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acimilis sape um.



TASK

To attract visitors to events, to encourage the staging of events.

EXAMPLE APPLICATION

Festivals, large sporting fixtures and cultural events.

TEXT AND IMAGE SELECTION

This image shows people coming together in beautiful outdoor spaces. The golden light gives it an idyllic feel and the crowd appears relaxed and settled.



CELEBRATING TOGETHER
IT'S IN OUR NATURE

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coast to
CANYON
tasmania
Great natured place

FOR MORE INFORMATION

‘Coast to Canyon’ - *Great natured place*, is designed to be used by those who wish to promote or talk about our people and place and what we have to offer.

If you would like to talk to us about using the brand or have questions around any part of this document please contact a member of the Brand Team.

For questions about permissions and usage please contact
Heidi Willard, Strategy & Policy Officer
Ph: 03 6429 8900 or email: brand@centralcoast.tas.gov.au

or for questions on creative or promotional material please contact
Jackie Merchant, Community Development Officer
Ph: 03 6429 8900 or email: brand@centralcoast.tas.gov.au



BRAND BOOK
VERSION 1.0 MAY 2017

