



# Parks Victoria Brand Guidelines

V1.3 | 2022





## Acknowledgement of Country

Victoria's network of parks and reserves form the core of Aboriginal cultural landscapes, which have been modified over many thousands of years of occupation. They are reflections of how Aboriginal people engaged with their world and experienced their surroundings and are the product of thousands of generations of economic activity, material culture and settlement patterns. The landscapes we see today are influenced by the skills, knowledge and activities of Aboriginal land managers. Parks Victoria acknowledges the Traditional Owners of these cultural landscapes, recognising their continuing connection to Victoria's parks and reserves and their ongoing role in caring for Country.

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## Our Brand

For years it's been challenging to balance our job as land managers between conservation (keeping the parks well looked after) and visitor experience (keeping our parks open, safe and clean for visitors). However, it's clear – the two can't live without each other. We are in nature every day, out in Victoria's parks as well as into nature every day through the important support work we do indoors. Our brand is not one thing or another, it's everything. And that everything, is nature. We exist to support all public land and waterways that we manage and all their parts.

Our brand meaning, ***Into Nature*** relates to the work we do and the estate we protect. This essence has been applied to the organisation's vision statement as something to strive for: We're into nature to create a better Victoria.

We apply our brand meaning in two ways;

For our staff, "*We're Into Nature*". A simple expression demonstrating what we do and why we do it.

For the Victorian public and our state's visitors, "*Get Into Nature*". A rallying cry encouraging people to get out there, experience nature and make the most of the special places Victoria has to offer.

It is through this lens that we also identify that our brand means many things to the community.

Being in nature, or the outdoors more broadly, strengthens social bonds with others, teaches us to preserve and respect the natural environment and opens up new experiences that are inspired and unexpected. The unpredictability of nature, combined with our commitment to protect and care for the environment is what the Parks Victoria brand stands for when it comes to the visitor experience – we provide the setting and nature provides the entertainment.

By expressing our brand meaning in this way, we accept the complex priorities that exist working in nature.



# Brand Architecture

Parks Victoria is identified by its Master Brand logo. As a Victorian Government statutory authority, our brand reflects the State Government Brand Victoria guidelines that work in combination with the Parks Victoria brand architecture.

Our brand architecture for both internal and external audiences includes the Parks Victoria Master Brand logo as its anchor, symbolising Parks Victoria as an ‘endorser’ of action, intervention; the things we stand by and value, and as a ‘host’ of the diverse nature experiences of the public land we manage.

From our PV Master Brand logo, we have two levels to our brand architecture:

- Visitor Experience Brand: 6x visitor experience landscapes
- Corporate Brand: 6x Endorsed Brand logo lock-ups

## Visitor Experience Brand

The Parks Victoria Visitor Experience Brand represents Victoria’s diverse landscapes that provide a variety of nature-based visitor experiences across the state. This brand design system is used in campaigns and communications targeted at consumers where the aim is to encourage visitation and destination marketing.

The Visitor Experience Brand helps people to plan a visit/trip based on the type of landscape experience they’re looking for. This brand suite enables Parks Victoria to produce inspirational collateral that curates nature-based experiences for visitors. For more information about the Visitor Experience Brand, refer to [page 31](#).

## Corporate Brand

A key element of the Parks Victoria Corporate Brand are the six Endorsed Brands. These are six categories of ‘what we do’ outside of core park management activities that demonstrate how we are **Into Nature**. They are our brand differentiators, showing how we’re different from other land management agencies.

The Endorsed Brands are used to give an item or message relevant endorsement on behalf of Parks Victoria. Only one Endorsed Brand should be used per item/application based on the key message and main purpose of the communication. For more information about each Endorsed Brand, refer to [pages 7 and 8](#).

## Parks Victoria – Master Brand logo



## Visitor Experience Brand



## Endorsed Brands



# Corporate Brand Guidelines





## Endorsed Brands



Conservation through evidence-based research is at the heart of what we do. We are committed to conservation and look after the most important areas of habitat for Victoria's native plants and animals.

**Conservation and Science** programs enables us to protect and preserve precious ecosystems across Victoria for future generations to enjoy.

### Purpose

Evidence of the positive impact of our conservation activities provides greater social license for Parks Victoria to advocate for nature on important environmental issues.

### Key applications

- Communication items that refer to Parks Victoria's Conservation and Science programs, partnerships and initiatives
- Promotional materials of Parks Victoria's Conservation and Science team
- Temporary signs in-park that relate to Conservation and Science activities
- Parks Victoria media releases on Conservation and Science topics



Parks Victoria recognises that Aboriginal people have lived throughout Victoria for more than a thousand generations, maintaining complex societies with many languages, kinship systems, laws, politics and spiritualities.

**Managing Country Together** is the framework by which Parks Victoria operates in the following areas:

- Our approach to managing Traditional Owner relationships
- Jointly managed parks
- Aboriginal health and well-being

### Purpose

To give endorsement of Parks Victoria's activities, programs and initiatives that relate to Managing Country Together in the three areas outlined above.

### Key applications

- Promotional materials of Managing Country Together programs, People & Parks Foundation
- Publications developed by the Managing Country Together team
- Key signage in jointly managed parks
- Parks Victoria media releases on Managing Country Together topics



**Supporting Nature's Future** applies to items that seek people's support to help achieve Parks Victoria's vision statement; such as advocacy, volunteering, giving, membership, commercial activities, capital projects, community engagement and sponsorship.

### Purpose

To give endorsement of Parks Victoria's programs, partnerships and initiatives linked to giving. Giving may include people providing time, money, professional skills, goods or services.

### Key applications

- Promotional material for advocacy, volunteering, giving, membership, commercial activities, capital projects, community engagement and sponsorship
- Parks Victoria's commercial, public-facing templates and documents
- Parks Victoria's media releases on topics included in 1st bullet-point above.

If you require an Endorsed Brand logo, contact the Marketing team at [marketing@parks.vic.gov.au](mailto:marketing@parks.vic.gov.au)



## Endorsed Brands (continued)



Everything in nature is place-based – it happens ‘somewhere’ in nature.

**Sharing Nature's Stories** is the sharing of ecological, geographical and historical stories that help people understand the landscape (place) and its history.

### Purpose

To give endorsement of Parks Victoria's programs, partnerships and initiatives in the areas of post-settlement historical heritage, information, interpretation and education.

### Key applications

- Key education and interpretation signage
- Heritage and education programs, activities and promotional material
- Park information; eg. Visitor Guides and fact sheets



Our parks play an essential role in people's health and wellbeing regardless of one's age, gender, ethnicity or ability. Growing scientific evidence and generations of traditional knowledge confirms that spending time in nature is good for our mind, body and soul.

Parks Victoria's nature-based health programs connect people to parks and enables them to experience the health benefits of nature. With a range of guided Park Walks, nature-based health seminars and partnerships we promote the concept of **Healthy Parks Healthy People**.

Healthy Parks Healthy People has an important relationship to park funding, economic growth and developing vibrant communities.

### Purpose

To give endorsement of Parks Victoria's health programs, partnerships and initiatives.

### Key applications

- Promotional materials of Parks Victoria's health products and programs
- Fact sheets produced for Parks Victoria's health products
- Parks Victoria's media releases on health-related topics



**Putting Safety First** – employee and visitor safety is our number one priority in how Parks Victoria manages risk in parks. We manage a wide range of adventurous, thrilling and potentially dangerous places so it's critical that people are prepared, aware of reasonable risks and follow all directions given.

### Purpose

To give endorsement of Parks Victoria's safety campaigns, communications (including signage) and initiatives.

### Key applications

- Promotional materials of Parks Victoria's safety programs
- Permanent and temporary signage in-park that relate to visitor safety
- Parks Victoria's media releases on safety topics

If you require an Endorsed Brand logo, contact the Marketing team at [marketing@parks.vic.gov.au](mailto:marketing@parks.vic.gov.au)



# Logo placement

The Parks Victoria logo should only be viewed once on the same face of any application, except on websites where it appears in both the header and footer of the page.

As a general rule, the Parks Victoria logo should be placed in the bottom right corner on the front of any application.

If an Endorsed Brand logo is required, it is used in place of the Master Brand logo. Please refer to the Endorsed Brands (pages 7–8) for more information.

If you require an Endorsed Brand logo or are unsure about which logo to use, contact the Marketing team at [marketing@parks.vic.gov.au](mailto:marketing@parks.vic.gov.au)

## Digital

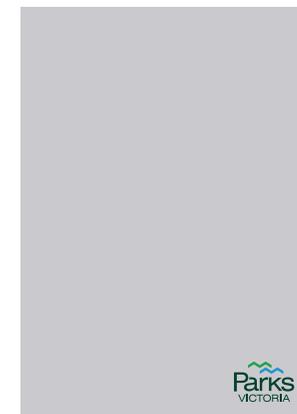


Website



Banner

## Print



Document



Postcard



Pull-up Banner



DL Flyer



## Logo placement don'ts

### Don't overuse logos

Please choose between the Parks Victoria Master Brand logo or an Endorsed Brand logo lock-up (if required). Refer to the Endorsed Brands (pages 7–8) for guidance.

Do not use both the Master Brand and an Endorsed Brand logo lock-up on the same face of any application.

#### Digital

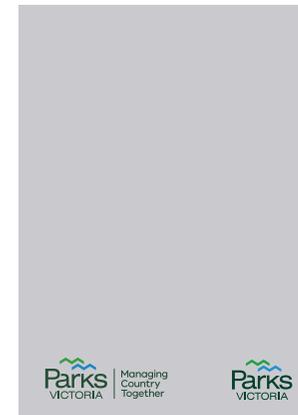


Website



Banner

#### Print



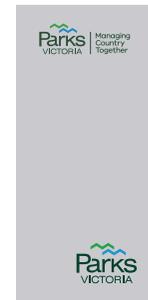
Document



Postcard



Pull-up Banner



DL Flyer



## Logo usage

The Parks Victoria logo should be applied in full colour on a white background wherever possible.

Reversed and mono versions should only be applied in special circumstances.

The Parks Victoria Master Brand logo is used on communication items that represent the organisation at a state-wide corporate level. Examples of applications include: Annual Report, Park management plans, operational items, Park planning and policy publications, PV Corporate publications (eg. Corporate Plan), PV uniforms, PV vehicles, PV PowerPoint template, PV stationary/letterhead, business cards, etc.

### Co-branding

Parks Victoria is a statutory authority of the Victoria State Government. We co-brand with the Victoria State Government on corporate communications.

See examples of applications on the next page.

### Clear space and alignment

The width of the 's' character in 'Parks' should be maintained as clear space around the primary and endorser logos.



### Minimum size



### Parks Victoria and the Victoria State Government

The Parks Victoria logo should always be positioned to the left of the Victoria State Government logo. Both logos should be used at equal heights.



### Joint-management, partnerships and sponsorships

Co-branding logos must not exceed the height of the Parks Victoria logo and should appear visually balanced next to it. All logos must be base-aligned with the Parks Victoria logo.



Logos should be displayed in the following order (from left to right); Parks Victoria, third-party partner, Victoria State Government (for corporate messaging only).



For signage;

Parks Victoria, joint-managed partner, third-party partner (if applicable).



## Logo usage (continued)

### When to use the Victoria State Government logo

The Victoria State Government logo can be used on corporate communications led by Parks Victoria that are endorsed by the government. Collateral for visitor experience communications should only feature the relevant Parks Victoria logo.

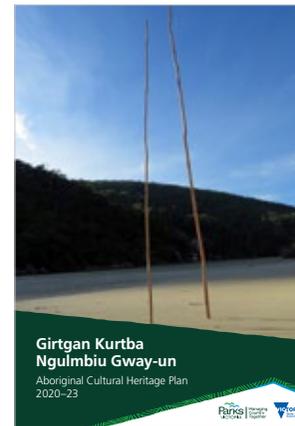
Use the Victoria State Government logo on:

- Annual Reports
- Engagement collateral for Victoria Government-funded capital projects
- Official reports and strategic documents
- Media releases
- Paid media campaigns

The Victoria State Government logo is **not** required on:

- Event pull-up banners
- Parks Victoria event and information posters
- Main Information Board park signage

### Corporate communications



### Consumer messaging





## Logo usage don'ts

It is important that the Parks Victoria logo is applied consistently across all communications.

It should not be redrawn, digitally manipulated or altered in any way.

For instructions on how to lock-up the master brand logo with the peak device, see [page 17](#).



**Do** use the logo in full colour.



**Do** reverse white out where necessary. Please adhere to the primary colour palette.



**Don't** rotate the logo. Please keep it horizontal.



**Don't** apply to busy backgrounds. The logo must be kept legible.



**Don't** colour block the logo. Never house the logo in additional shapes.



**Don't** skew or distort the logo.



**Don't** use non-brand colours. Please adhere to the colour palette.



**Don't** use old versions of the Parks Victoria logo.



**Don't** recolour or apply effects to the logo.



# Colour palette

The Parks Victoria colour palette consists of three primary colours and six secondary. The secondary colour palette is designed to accommodate a range of internal applications across Parks Victoria. For consistency, only use the exact colour specifications outlined here.

For printed material, use the spot colour (Pantone) or 4-colour process (CMYK) breakdown for each colour. For digital applications, use the RGB or HEX breakdown.

## Primary



**CMYK** 78, 02, 98, 09  
**PMS** 362C  
**RGB** 63, 156, 53  
**HEX#** 3F9C35

AA compliant for Parks Victoria website only:

**RGB** 36, 136, 33  
**HEX#** 248821



**CMYK** 100, 06, 01, 12  
**PMS** 7460C  
**RGB** 00, 137, 196  
**HEX#** 0089C4



**CMYK** 80, 24, 69, 70  
**PMS** 350C  
**RGB** 0, 64, 46  
**HEX#** 00402E

## Body copy



**CMYK** 77, 74, 59, 81  
**PMS** Black 6C  
**RGB** 17, 13, 23  
**HEX#** 110D17

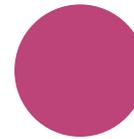


**CMYK** 0, 0, 0, 0  
**PMS** 000C  
**RGB** 255, 255, 255  
**HEX#** FFFFFFFF

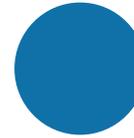
## Secondary



**CMYK** 63, 93, 17, 4  
**PMS** 7662C  
**RGB** 120, 54, 126  
**HEX#** 78367E



**CMYK** 25, 88, 29, 1  
**PMS** 2451C  
**RGB** 188, 67, 119  
**HEX#** BC4377



**CMYK** 89, 51, 12, 1  
**PMS** 7690C  
**RGB** 6, 113, 168  
**HEX#** 0671A8



**CMYK** 82, 16, 51, 1  
**PMS** 7716C  
**RGB** 0, 157, 143  
**HEX#** 009D8F



**CMYK** 10, 82, 99, 1  
**PMS** 7579C  
**RGB** 216, 83, 39  
**HEX#** D85327



**CMYK** 20, 40, 99, 1  
**PMS** 7563C  
**RGB** 206, 153, 43  
**HEX#** CE992B

## Colour combinations





# Accessible colour palette

## Primary

**CMYK** 78, 02, 98, 09  
**PMS** 362C  
**RGB** 63, 156, 53  
**HEX#** 3F9C35

✓ AA ✗ AAA	✓ AA ✓ AAA
Normal Text	Large Text
✗ AA ✗ AAA	✓ AA ✗ AAA
Normal Text	Large Text
✗ AA ✗ AAA	✓ AA ✓ AAA
Normal Text	Large Text

AA compliant for Parks Victoria website only:

**RGB** 36, 136, 33  
**HEX#** 248821

✓ AA ✗ AAA	✓ AA ✓ AAA
Normal Text	Large Text
✓ AA ✗ AAA	✓ AA ✓ AAA
Normal Text	Large Text
✓ AA ✗ AAA	✓ AA ✓ AAA
Normal Text	Large Text

**CMYK** 100, 06, 01, 12  
**PMS** 7460C  
**RGB** 00, 137, 196  
**HEX#** 0089C4

✓ AA ✗ AAA	✓ AA ✓ AAA
Normal Text	Large Text
✗ AA ✗ AAA	✓ AA ✗ AAA
Normal Text	Large Text
✗ AA ✗ AAA	✓ AA ✓ AAA
Normal Text	Large Text

**CMYK** 80, 24, 69, 70  
**PMS** 350C  
**RGB** 40, 78, 54  
**HEX#** 284E36

✗ AA ✗ AAA	✗ AA ✗ AAA
Normal Text	Large Text
✓ AA ✓ AAA	✓ AA ✓ AAA
Normal Text	Large Text
✓ AA ✗ AAA	✓ AA ✓ AAA
Normal Text	Large Text

This page provides examples of colour combinations using the Parks Victoria colour palette.

Please use combinations that meet AA or higher standard of accessibility compliance.

## Secondary

**CMYK** 63, 93, 17, 4  
**PMS** 7662C  
**RGB** 120, 54, 126  
**HEX#** 78367E

✗ AA ✗ AAA	✗ AA ✗ AAA
Normal Text	Large Text
✓ AA ✓ AAA	✓ AA ✓ AAA
Normal Text	Large Text
✓ AA ✗ AAA	✓ AA ✓ AAA
Normal Text	Large Text

**CMYK** 25, 88, 29, 1  
**PMS** 7662C  
**RGB** 120, 54, 126  
**HEX#** BC4377

✗ AA ✗ AAA	✓ AA ✗ AAA
Normal Text	Large Text
✓ AA ✗ AAA	✓ AA ✓ AAA
Normal Text	Large Text
✓ AA ✗ AAA	✓ AA ✓ AAA
Normal Text	Large Text

**CMYK** 89, 51, 12, 1  
**PMS** 7690C  
**RGB** 6, 113, 168  
**HEX#** 0671A8

✗ AA ✗ AAA	✓ AA ✗ AAA
Normal Text	Large Text
✓ AA ✗ AAA	✓ AA ✓ AAA
Normal Text	Large Text
✓ AA ✗ AAA	✓ AA ✓ AAA
Normal Text	Large Text

**CMYK** 82, 16, 51, 1  
**PMS** 7716C  
**RGB** 0, 157, 143  
**HEX#** 009D8F

✓ AA ✗ AAA	✓ AA ✓ AAA
Normal Text	Large Text
✗ AA ✗ AAA	✓ AA ✗ AAA
Normal Text	Large Text
✗ AA ✗ AAA	✓ AA ✓ AAA
Normal Text	Large Text

**CMYK** 10, 82, 99, 1  
**PMS** 7579C  
**RGB** 216, 83, 39  
**HEX#** D85327

✓ AA ✗ AAA	✓ AA ✓ AAA
Normal Text	Large Text
✗ AA ✗ AAA	✓ AA ✗ AAA
Normal Text	Large Text
✗ AA ✗ AAA	✓ AA ✓ AAA
Normal Text	Large Text

**CMYK** 20, 40, 99, 1  
**PMS** 7563C  
**RGB** 206, 153, 43  
**HEX#** CE992B

✓ AA ✓ AAA	✓ AA ✓ AAA
Normal Text	Large Text
✗ AA ✗ AAA	✗ AA ✗ AAA
Normal Text	Large Text
✗ AA ✗ AAA	✗ AA ✗ AAA
Normal Text	Large Text



# Typography

Frutiger is the primary brand font to be used across all corporate communications.

Where Frutiger is unavailable, such as for on-screen presentations or internal Microsoft Office templates, Calibri should be used.

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## Primary font Frutiger

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### Headings and sub-headings

**Frutiger Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Frutiger Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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### Body copy

Frutiger Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

## Secondary font Calibri

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### Headings and sub-headings

**Calibri Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

### Body copy

Calibri Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



## Peak device

The peak device is drawn from the land and water elements represented in our logo, reflecting our three primary colours in its form. It incorporates textures from the Parks Victoria Managing Country Together artwork, *Meereeng*, by Gary Walker which tells the story of the many communities around the state who work with Parks Victoria to protect and manage Country.

The peak device is used to frame our logos at the bottom right of an application. Logos should adhere to the minimum clear space requirements when used in conjunction with the peak device (refer to Logo usage on [page 11](#)).

As a general rule:

### When used with the Master Brand logo

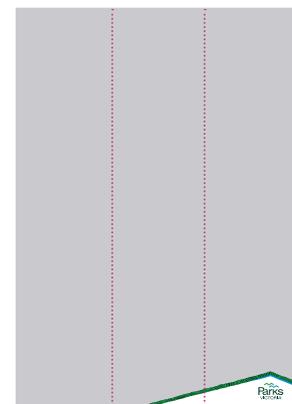
The peak device should cover no more than **two-thirds** of the base width of the application.

### When used with an Endorsed Brand logo

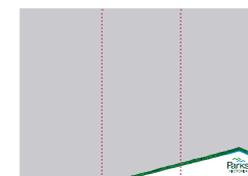
The peak device should cover no more than **three-quarters** of the base width of the application.



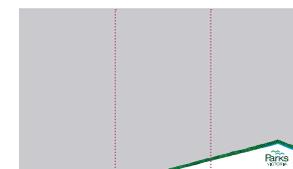
### Peak device positioning – Master Brand logo



A4

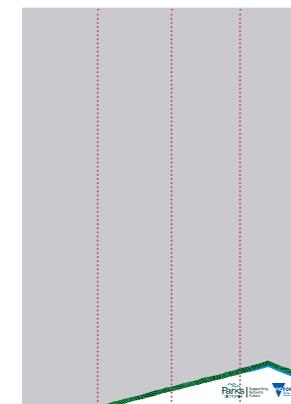


A6

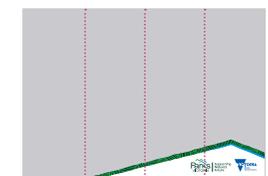


16:9

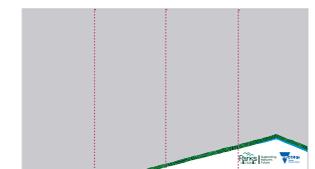
### Peak device positioning – Endorsed Brand logo



A4



A6



16:9

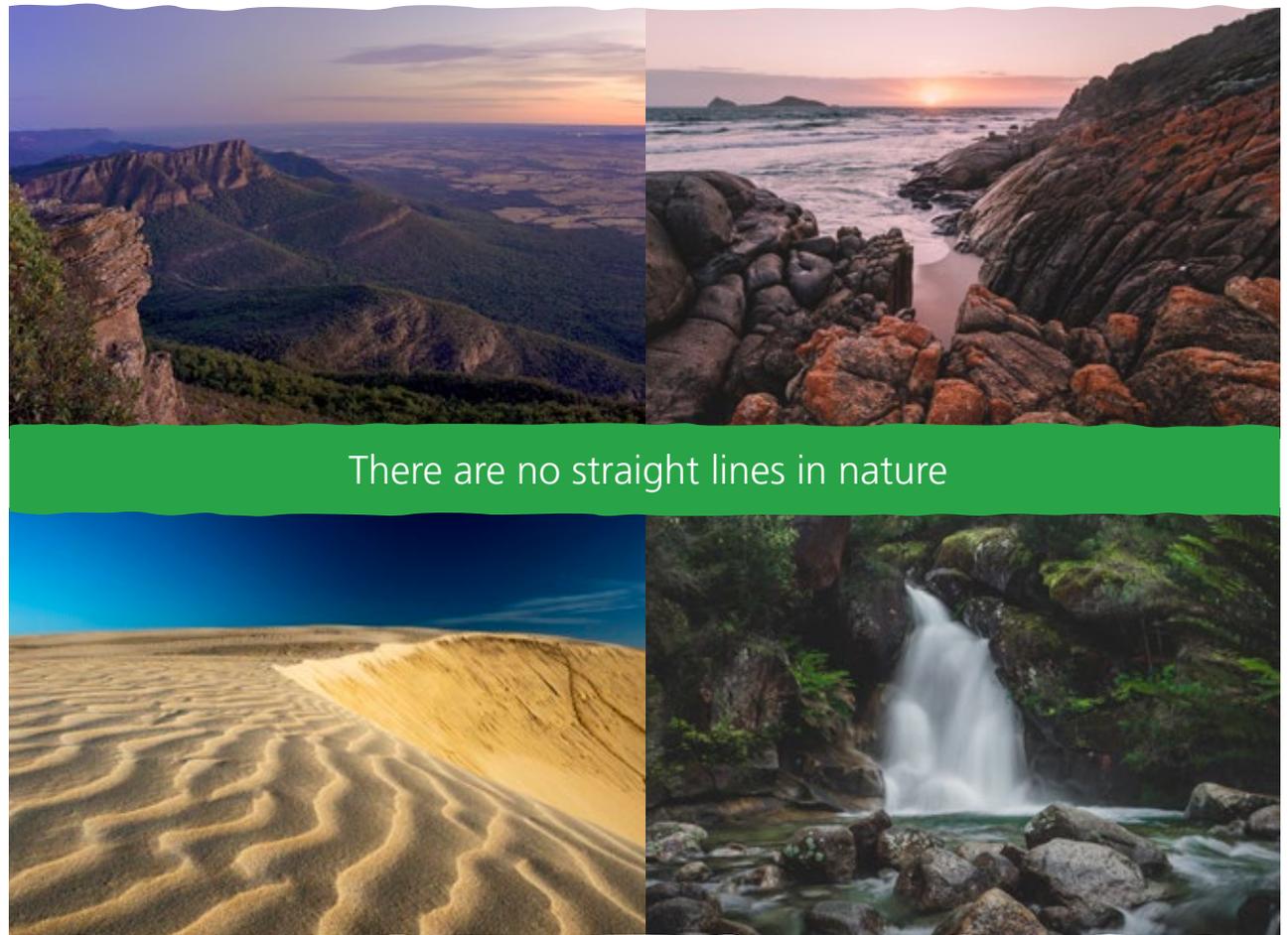


## Organic lines

Being ***Into Nature*** is at the heart of our brand. From the tall eucalypt in our local parks to breathtaking landscapes viewed from mountain peaks, or the smooth and ever-changing coastal dunes, we are inspired by the unique diversity in nature and embrace the fact that ‘there are no straight lines in nature’ as a design principle.

We incorporate subtle organic lines and shapes to border photographs and create content breaks within applications as part of Parks Victoria’s visual language.

For examples on how organic lines may be used across different applications, see [page 19](#).





# Using organic lines

The examples provided show how organic lines may be applied across corporate and visitor experience collateral. **Avoid the overuse of organic lines and shapes.**

## Corporate communications

Organic lines may be applied to **horizontal borders** (top and bottom) of imagery and shapes used for infographics, pull-out quotes, case studies, and diagrams.



### Case study Improving seagrass habitat in eastern Victoria

In 2014, large numbers of a native purple sea urchin (*Heliocidaris erythrogramma*) were observed overgrazing seagrass in a crucial wetlands biodiversity site in Nooramunga Marine and Coastal Park in eastern Victoria. The barren areas created by the urchins were estimated to be expanding by 0.5-1m per month, with the largest 2.6 ha, which prompted an investigation.

In a bid to manage the overabundance, Parks Victoria and the Victorian Fisheries Authority (VFA) invited local commercial fishers to participate in a program to reduce the number of sea urchins. VFA issued 6 applicants with permits allowing them to collect and sell the urchin between May and September. This approach greatly improved the seagrass habitat, as well as providing a valuable commercial opportunity for the fishers.



Above: Sea urchins, Nooramunga Marine and Coastal Park

Accountability structure    Strategic Plan structure    Strategic Plan framework



<p><b>Adventurers</b> Motivated by individuality. Kinesthetic learning style, enjoys challenge and problem solving, hands-on active participation, adventurous learner.</p>	<p><b>Discoverers</b> Motivated by learning. Critical thinking disposition, enjoys novel insights, revealing interconnectedness, probing assumptions, seeking reason.</p>	<p><b>Escapers</b> Motivated by balance. Intrapersonal learning style, recharging alone away from crowds, thoughtful reflection, introspective, independent thinkers.</p>	<p><b>Lifestylers</b> Motivated by belonging. Interpersonal learning style, enjoys collaboration, sharing, listening to others' perspectives, asking questions.</p>
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We're building a new playscape, a walking/running track and making upgrades to the picnic area at Wattle Park.

Scan to learn more  
Visit [parks.vic.gov.au/projects](https://parks.vic.gov.au/projects)  
or call 13 1963



## Visitor experience communications

Organic lines may be applied to imagery, captions, call-to-action buttons and shapes used in maps and signage. For further information and layout examples, refer to the Visitor Experience Brand Guidelines section ([page 29](#)).





# Applying QR codes

A dynamic QR code may be applied to print communication materials for improved user engagement where appropriate.

All new dynamic QR codes for use on Parks Victoria collateral must be created using the Marketing team's QR code generator, which offers flexible codes with a tracking feature and the ability to alter linked URLs if there have been changes made to the Parks Victoria website.

Requests for a dynamic QR code should be made through [marketing@parks.vic.gov.au](mailto:marketing@parks.vic.gov.au)

## QR code layout

QR codes may be right-aligned or positioned beneath call-to-action content when applied to corporate and visitor experience print collateral.

The examples provided are intended as a guide only.

### Corporate

### Visitor experience



## Print examples – Reports

The front cover of a Parks Victoria report or strategic document must feature only one photograph. This provides a clear visual focus to the front cover and works more effectively to draw the viewer's attention to the document title (rather than distract from it). The relevant logo(s) should be positioned in the bottom right corner with the peak device.

A primary dark green panel with an organic line edge is applied to frame the title. The panel sits at 8cm from the base of the page at a  $-6^\circ$  rotation angle.

For colour specifications, refer to [page 14](#).





# Print examples – Reports (continued)

The internal spread examples provided are for a 297mm x 210mm (A4) report or document contains facing pages (i.e. left and right). These layouts are used when the report or document is to be professionally printed and bound.

Margins and specifications are intended as a guide only.

## Internal pages – data tables

Balance Sheet					
Table 2: Balance Sheet					
	2020-21 Budget (\$'000)	2020-21 Forecast (\$'000)	2021-22 Budget (\$'000)	2022-23 Estimate (\$'000)	2023-24 Estimate (\$'000)
<b>Financial Assets</b>					
Cash and Deposits	18,579	14,454	15,790	13,818	16,358
Receivables	5,166	16,450	3,346	3,497	3,544
Investments and Other Financial Assets	122,223	187,223	217,223	162,223	177,223
<b>Total Financial Assets</b>	<b>145,968</b>	<b>198,127</b>	<b>236,359</b>	<b>179,538</b>	<b>197,125</b>
Intangible Assets	308	308	308	308	308
Property, Plant & Equipment (Right of Use Assets)	18,185	21,814	26,545	24,781	25,229
Intangible Assets	5,486,708	5,645,876	5,650,990	5,851,116	5,830,414
Other non-financial assets	6,310	6,310	6,611	2,912	1,213
Other non-financial assets	3,576	3,576	3,576	3,576	3,576
Superannuation Defined Benefit Asset	0	0	0	0	0
<b>Total Non-Financial Assets</b>	<b>5,877,717</b>	<b>5,671,888</b>	<b>5,724,681</b>	<b>5,886,703</b>	<b>5,966,531</b>
<b>Total Assets</b>	<b>6,023,685</b>	<b>5,870,015</b>	<b>6,001,040</b>	<b>5,886,241</b>	<b>6,163,656</b>
<b>Liabilities</b>					
Provision and Payable Revenue	17,160	16,731	15,275	14,026	12,829
Provision	49,825	49,825	53,329	53,329	54,725
Deferred Revenue	46,597	0	0	0	0
Superannuation Defined Benefits Liability	2,265	2,265	2,265	2,265	2,265
Leave Liability	18,465	21,460	25,542	25,462	25,465
<b>Total Liabilities</b>	<b>134,312</b>	<b>91,321</b>	<b>96,941</b>	<b>95,622</b>	<b>95,284</b>
<b>Equity</b>					
Accumulated Surplus / Deficit	105,514	195,176	278,220	382,595	373,899
Contributed capital	4,911,887	4,988,466	4,988,790	4,988,766	4,988,756
Physical asset revaluation surplus	1,501,413	1,501,413	1,501,413	1,501,413	1,501,413
Contributed Capital and Physical Asset Revaluation Surplus	5,904,713	5,989,395	5,998,913	5,991,935	5,972,924
<b>Total Equity – Net Worth</b>	<b>6,089,373</b>	<b>5,778,694</b>	<b>5,905,100</b>	<b>5,890,519</b>	<b>5,968,372</b>

Cash Flow Statement					
Table 3: Cash Flow Statement					
	2020-21 Budget (\$'000)	2020-21 Forecast (\$'000)	2021-22 Budget (\$'000)	2022-23 Estimate (\$'000)	2023-24 Estimate (\$'000)
<b>Cash Flows from Operating Activities</b>					
<b>Receipts</b>					
Receipts from Parks and Revenue Trust	92,447	88,247	91,880	95,780	90,780
Receipts from Customers and Other Sources	264,517	278,805	319,857	275,515	192,749
Interest Receipts	588	410	880	585	470
Receipts relating to GST	17,481	15,495	19,097	28,153	18,566
<b>Total Receipts</b>	<b>375,043</b>	<b>383,957</b>	<b>431,714</b>	<b>399,933</b>	<b>302,565</b>
<b>Payments</b>					
Payments to Suppliers and Employees	(272,690)	(272,094)	(278,491)	(241,822)	(227,763)
Payments to Government for Revenue collected	(6,000)	(6,270)	(10,000)	(11,510)	(12,270)
Payments relating to GST	(12,481)	(15,246)	(19,040)	(28,153)	(18,566)
<b>Total Payments</b>	<b>(291,171)</b>	<b>(293,510)</b>	<b>(307,531)</b>	<b>(281,485)</b>	<b>(258,599)</b>
<b>Net Cash From / (Used in) Operating Activities</b>	<b>73,872</b>	<b>90,447</b>	<b>124,183</b>	<b>117,399</b>	<b>44,966</b>
<b>Cash Flows from Investing Activities</b>					
Payments for non-financial assets and equipment	(48,072)	(41,385)	(67,574)	(185,294)	(97,051)
Payments for other financial assets	-	50	-	-	-
Payments from other financial assets	(280,000)	(180,000)	(190,000)	(175,000)	(140,000)
Payments from other financial assets	295,000	(180,000)	(190,000)	295,000	295,000
Net Payments To / (Received from) other financial assets	(25,000)	(60,000)	(50,000)	75,000	65,000
<b>Net Cash From / (Used in) Investing Activities</b>	<b>(74,100)</b>	<b>(160,335)</b>	<b>(117,571)</b>	<b>(110,294)</b>	<b>(32,045)</b>
<b>Cash Flows from Financing Activities</b>					
Contributed Capital	5,652	230	300	-	-
Payments to Government - Contributed Capital	(3,162)	(3,162)	-	-	-
Payments to Government - Contributed Capital	(8,874)	(8,000)	(8,362)	(8,850)	(8,544)
Payments to Interest - Long-Term Debt	(188)	(188)	(188)	(184)	(182)
<b>Net Cash From / (Used in) Financing Activities</b>	<b>(6,572)</b>	<b>(11,110)</b>	<b>(16,250)</b>	<b>(9,044)</b>	<b>(18,230)</b>

## Internal pages – text with image

### Our Overall Priorities

To support our legislative and Government policy obligations, the Board has established clear ongoing priorities for Parks Victoria which inform this plan.

#### Putting Safety First

Parks Victoria prioritises the safety and wellbeing of its staff, contractors, volunteers and visitors. We support our people to be physically, mentally and culturally safe at work.

#### Protect, conserve and enhance nature

Parks Victoria works to conserve nature in Victoria's parks, in the face of unprecedented threats. We deliver intensified action, new techniques and increased community collaboration and aim to ensure high value natural systems, cultural values and landscapes are protected and restored.

#### Managing Country Together

Managing Country Together is Parks Victoria's commitment to recognising Traditional Owners as land owners and managers - working in partnership to protect the unique natural and cultural values across Victoria's parks estate. It is our contribution to the Victorian Government's clear support for the self-determination of Aboriginal people and the recognition of Aboriginal cultural rights.

We are committed to doing more than just meeting our responsibilities - we strive to build meaningful relationships with Traditional Owners.

#### Providing Park Services

Maintaining a parks estate that is open to the public, with safe and clean facilities is core business for Parks Victoria. We work to deliver baseline service standards to connect people and nature and enhance the visitor experience.

#### Environmental Sustainability

Parks Victoria strives to achieve environmental sustainability in the parks estate, and be a model environmentally sustainable organisation, including the work of its volunteers, contractors and other providers. Parks Victoria is committed to contributing to the UN Sustainable Development Goals.

#### Healthy Parks Healthy People

Healthy Parks Healthy People recognises the connection between the health of our environment and the health and wellbeing of communities. Parks Victoria builds this philosophy into its day to day park management.

#### Culture and Staff Wellbeing

We strive for an outcomes-focused organisational culture which is positive, resilient, ethical and culturally safe. We have an integrated approach to wellbeing that supports our people to feel healthy and engaged at work. We are accountable for the actions and committed to being responsive to the Victorian public, Traditional Owner partners, our key stakeholders, and our visitors.

#### Working in Partnership with DELWP

Parks Victoria works closely and collaboratively with DELWP and other land managers to ensure effective and efficient public land management.

#### Delivering Key Projects

Sound project management enables our people to effectively deliver key infrastructure projects that contribute to the Victorian economy including capital works, recovery works, and Government commitments.

Header graphics may be used for visual distinction to mark the start of new sections

30mm

20mm

20mm

6mm

12mm

3

Parks Victoria Corporate Plan 2020-2024



# Print examples – Reports (continued)

Organic lines may be applied to horizontal borders (top and bottom) of images to reflect our visual language that *there are no straight lines in nature*.

Any overuse of organic lines and shapes should be avoided.

## Image captions

Feature images that cover 50% or more width of a page should apply a caption using the below organic shape.

The shape should be positioned to allow for the caption to sit in the corner of an image.

Image captions should be succinct and kept to 2–3 lines of text where possible.



## Feature images

### Conserving Victoria's Special Places

Increase the resilience of natural and cultural assets in parks and maintain ecosystem services in the face of climate change and other stressors

#### Conserve and restore ecological processes

#### Conservation achievements through biodiversity protection programs

Prior to the summer bushfires, which caused profound devastation to Australia's biodiversity, Parks Victoria worked to improve the health of biodiversity in protected areas. This benefitted native species and plant communities such as the threatened Mountain Pygmy-possum, Southern Brown Bandicoot, alpine peatlands and warm temperate rainforest. Programs were focused on protecting and restoring habitats, reducing the impacts of introduced predators, deer, goats, feral pigs and weeds.

The programs were delivered in partnership with Traditional Owners, DEWAP, universities, Zoos Victoria, Catchment Management Authorities, Alpine Resorts, and other partners.

**Key achievements included:**

- Weed control following bushfires in areas including Cape Conran Coastal Park and Croajingolong National Park.
- Feral goat numbers significantly reduced from the national heritage-listed Grampians National Park.
- Mountain Pygmy-possums protected through fox and feral cat monitoring and trapping.
- Seventy-four Eastern Barred Bandicoots (listed as extinct in the wild on the mainland) were released into French Island National Park. Early indicators show reproductive success in the new population (pictured).
- Alpine plant communities protected by removing by hand more than 10,000 Ox-eye Daisy plants.
- Expansion of predator control in the Great Otway National Park and surrounding areas.
- Fragile dune systems and culturally significant sites protected by aerial control of feral goats in the Murray-Sunset National Park.



Eastern Barred Bandicoot, Woodland Historic Park (Credit: Zoos Victoria)

## Supporting images

### Traditional Owner partnerships

#### Budj Bim World Heritage listed

In July 2019, the Budj Bim Cultural Landscape, including most of Budj Bim National Park, was inscribed on the UNESCO World Heritage List, which recognises the outstanding universal value of this landscape and its aquaculture systems. It is the first Australian site to gain international recognition solely for its Aboriginal cultural values.

Damaging bushfires in Budj Bim National Park in early 2020 saw Parks Victoria and the Gunditjmara Traditional Owners working closely together in both the emergency response and planning for recovery in the cultural landscape. Although fire impacted much of the landscape, the burns revealed cultural sites that were concealed beneath vegetation. These include sites that may be part of the aquaculture systems recognised by UNESCO.

### Joint Management Plan for Barmah National Park

The Joint Management Plan for Barmah National Park was released on 4 April 2020. Developed by the Yorla Yorla Traditional Owner Land Management Board with extensive community consultation, the plan sets the direction for nurturing Barmah National Park back to health over the next ten years. It demonstrates the commitment of the State Government and the Yorla Yorla people to a collaborative partnership in managing this significant park and supports the enduring connection of Yorla Yorla People to Country.

This plan is supported by the Strategic Action Plan, Protection of Floodplain Marshes in Barmah National Park and Barmah Forest Ramsar site, which outlines a four-year plan of actions to address the threats to significant native plants and animals in the Barmah Forest.

### Traditional Owner engagement in the Grampians (Gariverd)

In 2019, a new governance partnership was established between Parks Victoria and three Traditional Owners representative organisations: the Barendj Gadjin Land Council Aboriginal Corporation, Eastern Maar Aboriginal Corporation and the Gunditj Mirring Traditional Owners Aboriginal Corporation to give effect to their shared responsibilities in the Gariverd Cultural Landscape. This collaboration has supported work to expand the understanding of cultural values across the landscape and the development of a landscape management plan, which will guide management of the area over the next 15 years.



Above: Ae Rak channel and holding pond, Budj Bim Cultural Landscape (Credit: Gunditj Mirring Traditional Owners Aboriginal Corporation)

### Protecting Aboriginal Ancestral Remains

Parks Victoria progressed the major 'Resting Places' Project – *Pamun Pulp*, which looks after Ancestral burial places in north-western Victoria. Working closely with the First People of the Millewa-Mallee Aboriginal Corporation and the People and Parks Foundation, conservation and critical stabilisation works at burial site B16 were undertaken with support from the landowner. Development of a monitoring and evaluation plan for the program commenced and a Resting Places Coordinator was employed through project funding by the First People of the Millewa-Mallee.

### Joint Management

Traditional Owner and Parks Victoria ranger teams worked closely to fulfill the directions set out in a number of Joint Management Plans.

Dja Dja Wurrung Clans Aboriginal Corporation improved its planning and notification process to strengthen decision-making on Country. A highlight of the year was establishing the Native Vegetation Initiative for monitoring pest plants and animals in Kara Kara National Park. Dja Dja Wurrung continues to support the ranger exchange program between Dja Dja Wurrung and GunaiKurnai joint management rangers to share skills, knowledge and perspectives.

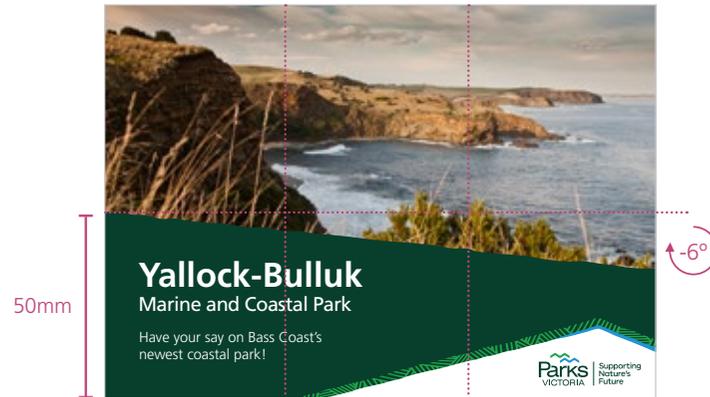


# Print examples – Postcards and flyers

The examples provided show layouts of information, images, logos, and use of Parks Victoria's visual language, and are intended as a guide.

Note: Victoria State Government logo is included on communication items for capital projects and community engagement activities.

**Postcard (A6)**

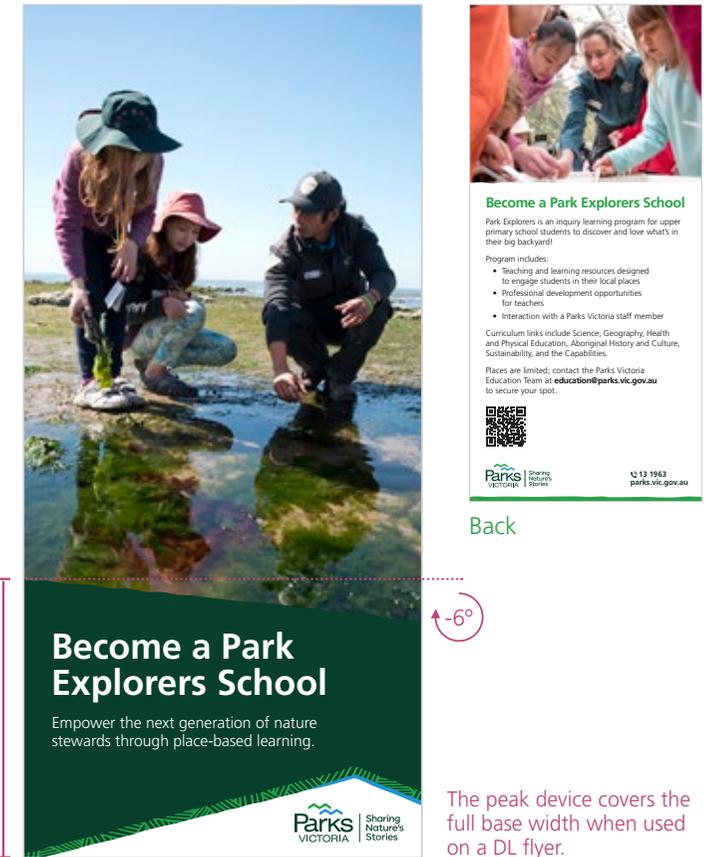


Front



Back

**Flyer (DL)**



Front

Back

The peak device covers the full base width when used on a DL flyer.



# Print examples – Pull-up banners

The examples provided are for a 850x2000mm banner, and are intended as a guide.

Image captions may be applied where appropriate.

Note: Victoria State Government logo does not need to be included as it is aimed at a consumer audience.

## Three-line heading



## Two-line heading



The peak device covers the full base width when used on a pull-up banner.

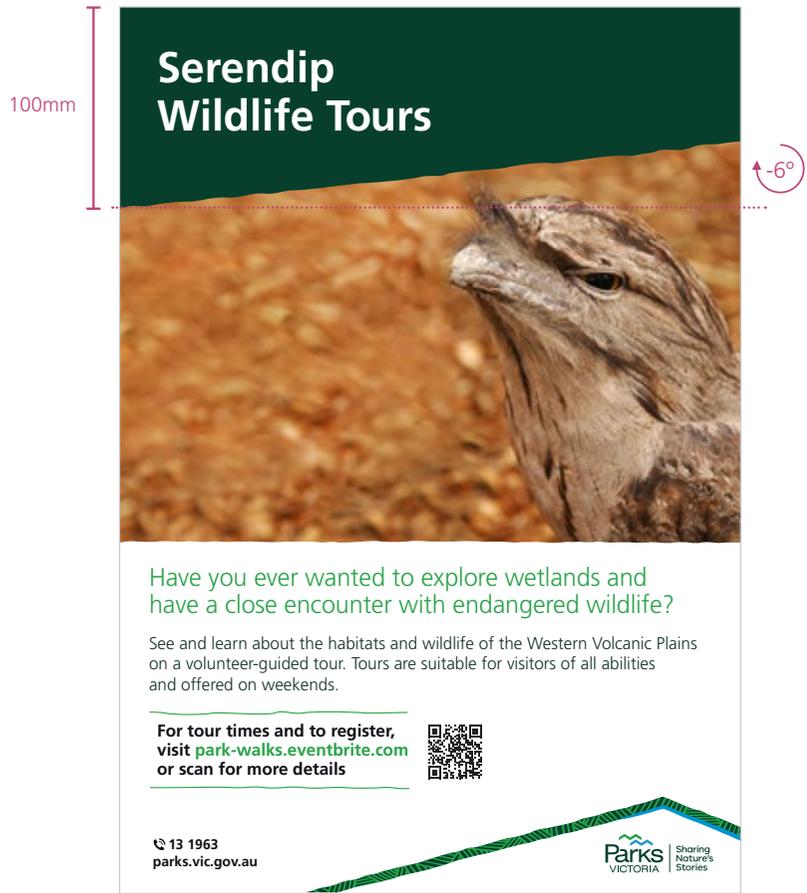


# Print examples – Posters

The examples provided are for a 297 x 420mm (A3) poster, and are intended as a guide.

Feature image height may be adjusted as required to fit varied poster content length.

Note: Victoria State Government logo does not need to be included as it is aimed at a consumer audience.





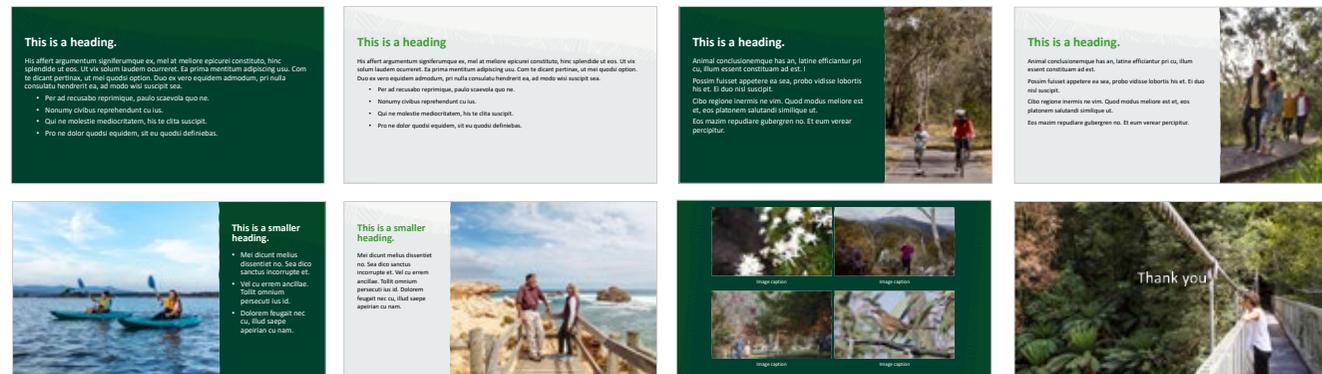
# Digital examples – Powerpoint presentations

The examples provided are for a widescreen (16:9) presentation, and are intended as a guide.



450px

Cover slide



Sample slide layouts



## Digital examples – Social media tiles

The examples provided are 1200x1200px images for social media, and are intended as a guide.



# Visitor Experience Brand Guidelines



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# Experience Brands

The Experience Brands represent Victoria’s diverse landscape and visitor experiences available across the state.

Each Experience Brand visualises and communicates the brand essence – **Into Nature** – with an immersive and inclusive experience-led design approach.

The Experience Brands are underpinned by a sense of discovery with each illustration alluding to an array of iconic features and experiences in nature.

There’s a story behind each illustration and always more to see, in the same way that nature is always evolving and your experience is different each time depending of time of year, time of day, etc.



Represents parks located on the coast where the beach is a key reason for people to visit or a marine park/sanctuary outside of the bays.



Represents varying open, dry forest, woodland or bushland where dry, arid conditions and Mallee vegetation dominates. Also includes parks on grassy plains or scrub.



Represents rainforest or tall forest settings where Mountain Ash, large old growth trees and/or Myrtle Beech or Sassafras exist.



Represents parks that are on a bay (including Port Phillip and Western Port), or beside a lake, river or stream and water-based activities are key to the visitor experience.



Represents parks where rocky ranges and geological rock formations dominate, including Victoria’s alpine high country.



Represents parks and gardens that contain modified parkland, botanic gardens managed for horticultural display or parks located in a predominantly urban setting.

## Example locations

Wilson's Promontory National Park,  
The Twelve Apostles Marine National Park

Greater Bendigo National Park,  
Budj Bim National Park

Great Otways National Park  
Dandenong Ranges National Park

Lake Eildon National Park,  
Lower Glenelg National Park

Mount Buffalo National Park,  
Grampians National Park (Gariwerd)

Albert Park,  
Dandenong Ranges Botanical Gardens



## Brand architecture and design

The Visitor Experience design concept takes reference from the Parks Victoria Managing Country Together artwork 'Meereeng' by Gary Walker.

You will find visual elements from 'Meereeng' embedded across the designs, from the quills in the Echidna in Rugged Bushlands to the footer device used to house the logos.

Meereeng tells the story of the many communities around the state who work with Parks Victoria to protect and manage Country.

Meereeng by Gary Walker



Logo illustrations



Footer designs





# Logos

Our brand architecture for visitor experience communications feature the Parks Victoria master brand logo as its anchor, symbolising Parks Victoria as a ‘host’ of the diverse nature-based experiences of the public land we manage.

The Primary version of the Experience Brand (with Parks Victoria logo next to Experience Brand name) should be used in most cases.

In online applications, the Secondary logo can be used in place of the Primary logo in situations where the Primary logo is below the minimum digital size of 50px.

The Secondary logo can also be used in online applications where the Parks Victoria logo appears on the page such as a social media post or the Parks Victoria website.

## Primary



## Secondary



## Clear space and alignment

The width of the ‘s’ character in the ‘Primary’ logos should be maintained as clear space around the logos.



## Minimum size

### Primary



Print: 18mm width  
Digital: 50px width

### Secondary



Print: 14mm width  
Digital: 40px width



# Logos usage

## Logo don'ts

 <p>Remove the lockup</p>	 <p>Below minimum size</p>	 <p>Squash or stretch</p>	 <p>Reverse-out the logo</p>
 <p>Tilt or slant</p>	 <p>Single colour</p>	 <p>Recolour</p>	 <p>Place on image</p>

## Experience Brand logo order

When all logos are in use, the order of the logos must follow the 'Primary logo sequence'. For example, when the 'Beaches & Coasts' Experience Brand is being used, the Primary logo is Beaches & Coasts, and the next logo from the Primary logo sequence is Rugged Bushlands; then Tall Forests; Bays, Lakes and Rivers; Mountain Peaks and Urban Parks.

The order will change depending on your Primary Experience brand (which is the feature of the communication piece).

## Primary logo sequence



## Correct logo order using the Primary logo sequence

Explore Victoria's diverse landscapes

- BEACHES & COASTS: RUGGED BUSHLANDS, TALL FORESTS, BAYS LAKES & RIVERS, MOUNTAIN PEAKS, URBAN PARKS
- RUGGED BUSHLANDS: TALL FORESTS, BAYS LAKES & RIVERS, MOUNTAIN PEAKS, URBAN PARKS, BEACHES & COASTS
- TALL FORESTS: BAYS LAKES & RIVERS, MOUNTAIN PEAKS, URBAN PARKS, BEACHES & COASTS, RUGGED BUSHLANDS
- BAYS LAKES & RIVERS: MOUNTAIN PEAKS, URBAN PARKS, BEACHES & COASTS, RUGGED BUSHLANDS, TALL FORESTS
- MOUNTAIN PEAKS: URBAN PARKS, BEACHES & COASTS, RUGGED BUSHLANDS, TALL FORESTS, BAYS LAKES & RIVERS
- URBAN PARKS: BEACHES & COASTS, RUGGED BUSHLANDS, TALL FORESTS, BAYS LAKES & RIVERS, MOUNTAIN PEAKS



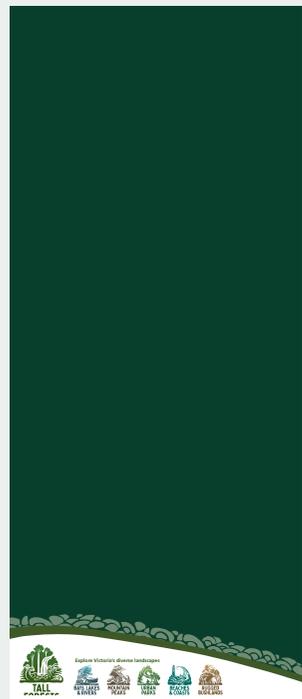
# Logo placement

All visitor experience creative must feature the primary Experience Brand logo. In print, the primary logo must appear with the secondary logos in the correct logo sequence (see [page 34](#)). Single sided creative must house the logos within the appropriate footer.

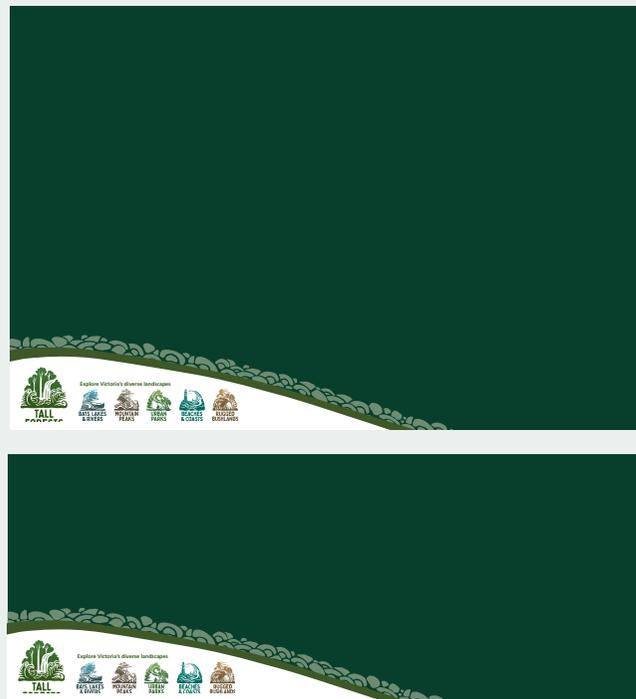
All multi-logo creative and footers must be left aligned.

In digital, only one Experience Brand logo is permitted. All single logos used in static banners must be contained within the digital footer and right-aligned. All end-frame logos that appear on animated creative must be centered.

## All creative and single-sided creative



Vertical



Horizontal

## Digital single logo



Vertical static digital



Horizontal static digital



Horizontal static digital



End frame digital



# Colour palette



## Primary

**PMS C 7720**  
**PMS U 3536**  
**CMYK 95 6 50 46**  
**RGB 0 99 91**  
**HEX 00635b**

**PMS C 147**  
**PMS U 4625**  
**CMYK 45 57 87 35**  
**RGB 110 84 46**  
**HEX 6e542e**

**PMS C 4216**  
**PMS U 2427**  
**CMYK 55 6 98 64**  
**RGB 62 88 36**  
**HEX 3e5824**

**PMS C 7476**  
**PMS U 3165**  
**CMYK 78 50 50 37**  
**RGB 51 82 87**  
**HEX 318080**

**PMS C 4245**  
**PMS U 2322**  
**CMYK 47 50 64 48**  
**RGB 99 85 69**  
**HEX 635545**

**PMS C 7743**  
**PMS U 2427**  
**CMYK 65 14 80 45**  
**RGB 68 105 61**  
**HEX 3f6138**

For use on signage only:

**PMS C 3165**  
**PMS U 3292**  
**CMYK 100 47 51 37**

## Secondary

**PMS C 2462**  
**PMS U 2244**  
**CMYK 63 19 40 14**  
**RGB 75 132 118**  
**HEX 4b8476**

**PMS C 467**  
**PMS U 7556**  
**CMYK 13 31 63 12**  
**RGB 181 146 89**  
**HEX b59259**

**PMS C 2287**  
**PMS U 368**  
**CMYK 65 16 100 4**  
**RGB 102 159 65**  
**HEX 669f41**

**PMS C 4158**  
**PMS U 7705**  
**CMYK 75 27 18 14**  
**RGB 56 127 151**  
**HEX 387f97**

**PMS C 4226**  
**PMS U 7504**  
**CMYK 37 32 53 21**  
**RGB 141 127 107**  
**HEX 8d7f6b**

**PMS C 576**  
**PMS U 2277**  
**CMYK 48 6 79 17**  
**RGB 120 157 74**  
**HEX 789d4a**

## Supporting

**PMS C 563**  
**PMS U 563**  
**CMYK 58 0 31 0**  
**RGB 107 187 174**  
**HEX 6bbb8e**

**PMS C 4251**  
**PMS U 7562**  
**CMYK 19 27 48 7**  
**RGB 184 162 121**  
**HEX b8a279**

**PMS C 2263**  
**PMS U 2264**  
**CMYK 53 14 59 15**  
**RGB 116 149 108**  
**HEX 74956c**

**PMS C 629**  
**PMS U 629**  
**CMYK 36 0 5 0**  
**RGB 155 211 221**  
**HEX 9bd3dd**

**PMS C Warm Grey 5**  
**PMS U Warm Grey 5**  
**CMYK 29 27 29 4**  
**RGB 172 163 154**  
**HEX aca39a**

**PMS C 5783**  
**PMS U 5777**  
**CMYK 32 18 47 7**  
**RGB 163 170 131**  
**HEX a3aa83**

**PMS C 3599**  
**PMS U 3599**  
**CMYK 9 16 52 2**  
**RGB 218 194 135**  
**HEX dac287**

**PMS C 460**  
**PMS U 460**  
**CMYK 7 4 55 0**  
**RGB 228 215 126**  
**HEX e4d77e**

**PMS C 7407**  
**PMS U 458**  
**CMYK 14 26 72 6**  
**RGB 206 177 67**  
**HEX CEB143**

**PMS C 4022**  
**PMS U 4023**  
**CMYK 12 23 49 4**  
**RGB 206 180 126**  
**HEX ceb47e**

**PMS C 7450**  
**PMS U 7450**  
**CMYK 24 14 0 0**  
**RGB 189 197 219**  
**HEX bdc5db**

**PMS C 5445**  
**PMS U 5445**  
**CMYK 26 10 3 0**  
**RGB 183 201 211**  
**HEX b7c9d3**



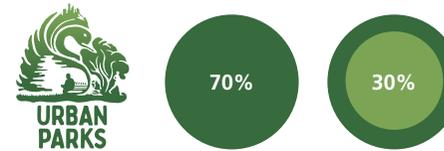
# Colour application

The Experience Brand colour palette is designed to highlight the natural earthy tones found in nature. The primary colour drives the brand connection, the secondary and supporting colours work together to highlight information. When used in harmony creative should always have at least 70% of the primary colour and 30% of either the secondary colour or a mix of secondary and supporting colours.

	Primary	Secondary	Supporting	
	<b>70% overall use</b>	<b>10% - 30% overall use</b>	<b>10% overall use</b>	<b>10% overall use</b>
	Background colour, H1's	Footer and patterns, H1's	Graphic highlights and pull out copy	



## Urban Parks example



## Rugged Bushlands interpretive signage example



For guidance on the creation of in-park signage, please refer to the [Signage Manual](#). Signage artwork files and templates can be downloaded [here](#).





# Images

For on-brand photography production, all images must be adaptable to varied formats. To ensure this, we place the subject in the centre of the frame with ample clear space surrounding the subject. Adaptable imagery makes it easier to apply good composition across online and offline design.

## Considerations when producing photography:

**Centre framing:** Subjects must be centre framed with clear space across all sides.

**Composition and depth:** Images must embody 'Into Nature'. Images should draw your eye into the scene by highlighting natural surrounds in the foreground and background and utilise depth and a vanishing point.

### Create depth



Depth creates a sense of movement and connection, which draws the viewer into the image and the messaging.

### Subject centre frame



Centre framing creates flexible imagery that can be used in online and offline applications.

## Photography don'ts



Non-active imagery



Left aligned



No clear space at the top and bottom



Backs to camera

## On-brand composition





# Layout – Patterns and Captions

## Experience Brand patterns

Each Experience Brand has an affiliated brand pattern, inspired by the Parks Victoria Managing Country Together artwork 'Meereeng' by Gary Walker.

The brand pattern is used to provide connection to the Experience Brand, and to balance layout.

### Beaches & Coasts pattern



### Tall Forests pattern



### Mountain Peaks pattern



### Rugged Bushlands pattern



### Bays Lakes & Rivers pattern



### Urban Parks pattern



## Pattern Style

The patterns are placed in the upper and lower corners on the front of most creative. There is a variance in degrees dependent on creative.

The patterns should not dominate the layout. A 20-40% opacity is applied to the pattern depending on the background image.

## Image captions

Image captions are housed within an organic box. The box should not dominate the layout. An 80-90% opacity is applied to the organic box, depending on the background image. Content should not exceed 2 x lines.

Font: Aktiv Grotesk regular

Font size: As a descriptor it is usually 2 pts smaller than the body copy

Font Colour: The copy is reversed and should only use white to ensure legibility.

## Experience Brand pattern



## Image captions



Image captions



# Layout – Fonts and QR codes

Apply the correct use of typography, assets and images to create design assets that are on-brand for Parks Victoria.

## Layout example

### H1

Font: Aktiv Grotesk Xbold

Font colour: Apply the primary Experience Brand colour.

When imagery is busy or complex, apply an 8% tint of the primary colour or white.

### Body copy - Secondary

Font: Aktiv Grotesk Regular

Font Colour: Apply the primary Experience Brand colour.

When imagery is busy or complex, apply an 8% tint of the primary colour or white

### H3

Font: Aktiv Grotesk Bold

Font Colour: Apply the primary Experience Brand colour.

When imagery is busy or complex, apply an 8% tint of the primary colour or white

**Image** - Apply the rule of thirds to create an engaging composition

**Footer** - Use correct Experience Brand footer device to house logos. Ensure logos are placed in correct sequence

**Experience Brand pattern** - To be placed in the top right when the footer is in use - this provides balance to the layout

### QR code layout

QR codes can be right aligned in landscape or vertical aligned when in portrait. Apply the primary Experience Brand colour for the code and white as a background with a moderate margin.

## Layout example

With primary font colour

With reversed font colour

Experience Brand pattern

H1 →  
Body copy →  
Secondary →  
H3 →  
QR code →

Footer →



## QR code example

Landscape

Portrait

QR code →





# Layout – Digital

Apply the correct use of typography, assets and images to create design assets that are on-brand for Parks Victoria.

## Static Digital

### H1

Font: Aktiv Grotesk Xbold

Font colour: Apply the primary Experience Brand colour. When imagery is busy or complex, apply an 8% tint of the primary colour or white.

### Body copy - Secondary

Font: Aktiv Grotesk Regular

Font Colour: Apply the primary Experience Brand colour. When imagery is busy or complex, apply an 8% tint of the primary colour or white

**Button** - Must use the primary Experience Brand colour with reversed copy for the action. Use an organic shape to form the button.

**Image** - Apply the rule of thirds or centering to create an engaging composition

**Footer** - Use the primary Experience Brand logo and correct experience brand footer for digital

## Animated Digital

### H1

Font: Aktiv Grotesk Xbold

Font colour: Apply the primary Experience Brand colour. When imagery is busy or complex, apply an 8% tint of the primary colour or white.

### Body copy - Secondary

Font: Aktiv Grotesk Regular

Font Colour: Apply the primary Experience Brand colour. When imagery is busy or complex, apply an 8% tint of the primary colour or white

**Image** - Apply the rule of thirds or centering to create an engaging composition

**Experience brand pattern** - To be placed in the top right and lower left when to this provide balance to the layout

**Logo** - Use the primary Experience Brand logo

**Button** - Must use the primary Experience Brand colour with reversed copy for the action. Use an organic shape to form the button.

## Static digital



## Static digital with reversed font colour



## Animated digital



## Animated digital with reversed font colour





# Print examples

Poster



Poster with QR code



Double-sided Postcard





# Online examples

## Static banner



## Animated banner



# Experience Brands





# Beaches & Coasts

Represents parks located on the coast where the beach is a key reason for people to visit or a marine park/sanctuary outside of the bays. E.g. Wilsons Promontory National Park, The Twelve Apostles Marine National Park.

## Primary logo



## Secondary logo



## Primary

**PMS C** 7720  
**PMS U** 3536  
**CMYK** 95 6 50 46  
**RGB** 0 99 91  
**HEX** 00635b

## Secondary

**PMS C** 2462  
**PMS U** 2244  
**CMYK** 63 19 40 14  
**RGB** 75 132 118  
**HEX** 4b8476

## Supporting

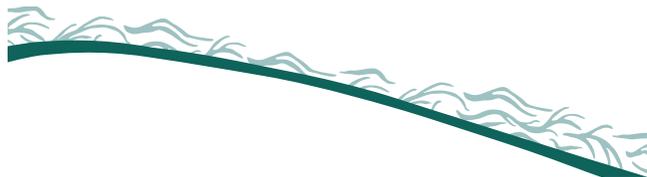
**PMS C** 563  
**PMS U** 563  
**CMYK** 58 0 31 0  
**RGB** 107 187 174  
**HEX** 6bbbae

**PMS C** 3599  
**PMS U** 3599  
**CMYK** 9 16 52 2  
**RGB** 218 194 135  
**HEX** dac287

For use on signage only:

**PMS C** 3165  
**PMS U** 3292  
**CMYK** 100 47 51 37

## Footer



## Pattern



## Illustration breakdown





# Rugged Bushlands

Represents varying open, dry forest, woodland or bushland where dry, arid conditions and Mallee vegetation dominates. Also includes parks on grassy plains or those dominated by scrub and largely void of tall trees. E.g. Greater Bendigo National Park, Budj Bim National Park.

## Primary logo



## Secondary logo



## Primary

**PMS C** 147  
**PMS U** 4625  
**CMYK** 45 57 87 35  
**RGB** 110 84 46  
**HEX** 6e542e

## Secondary

**PMS C** 467  
**PMS U** 7556  
**CMYK** 13 31 63 12  
**RGB** 181 146 89  
**HEX** b59259

## Supporting

**PMS C** 4251  
**PMS U** 7562  
**CMYK** 19 27 48 7  
**RGB** 184 162 121  
**HEX** b8a279

**PMS C** 460  
**PMS U** 460  
**CMYK** 7 4 55 0  
**RGB** 228 215 126  
**HEX** e4d77e

## Footer



## Pattern



## Illustration breakdown





# Tall Forests

Represents rainforest or tall forest settings where Mountain Ash, large old growth trees and/or Myrtle Beech or Sassafras exist. E.g. Great Otways National Park, Dandenong Ranges National Park.

## Primary logo



## Secondary logo



## Primary

**PMS C** 4216  
**PMS U** 2427  
**CMYK** 55 6 98 64  
**RGB** 62 88 36  
**HEX** 3e5824

## Secondary

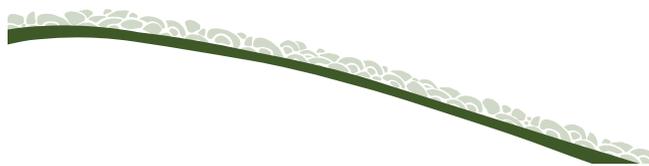
**PMS C** 7742  
**PMS U** 2427  
**CMYK** 63 08 85 38  
**RGB** 74 120 60  
**HEX** 4a783c

## Supporting

**PMS C** 2263  
**PMS U** 2264  
**CMYK** 53 14 59 15  
**RGB** 116 149 108  
**HEX** 74956c

**PMS C** 728  
**PMS U** 7509  
**CMYK** 10 32 49 6  
**RGB** 205 161 119  
**HEX** cda177

## Footer



## Pattern



## Illustration breakdown





# Bays, Lakes & Rivers

Represents parks that are on a bay (including Port Phillip and Western Port), or beside a lake, river or stream and water-based activities are key to the visitor experience. E.g. Lake Eildon National Park, Lower Glenelg National Park.

## Primary logo



## Secondary logo



## Primary

**PMS C** 7476  
**PMS U** 3165  
**CMYK** 78 50 50 37  
**RGB** 51 82 87  
**HEX** 318080

## Secondary

**PMS C** 4158  
**PMS U** 7705  
**CMYK** 75 27 18 14  
**RGB** 56 127 151  
**HEX** 387f97

## Supporting

**PMS C** 629  
**PMS U** 629  
**CMYK** 36 0 5 0  
**RGB** 155 211 221  
**HEX** 9bd3dd

**PMS C** 4022  
**PMS U** 4023  
**CMYK** 12 23 49 4  
**RGB** 206 180 126  
**HEX** ceb47e

## Footer



## Pattern

## Illustration breakdown





# Mountain Peaks

Represents parks where rocky ranges and geological rock formations dominate, including Victoria's alpine high country. E.g. Mt Buffalo National Park, Grampians National Park (Gariwerd).

## Primary logo



## Secondary logo



## Primary

**PMS C** 4245  
**PMS U** 2322  
**CMYK** 47 50 64 48  
**RGB** 99 85 69  
**HEX** 635545

## Secondary

**PMS C** 4226  
**PMS U** 7504  
**CMYK** 37 32 53 21  
**RGB** 141 127 107  
**HEX** 8d7f6b

## Supporting

**PMS C** Warm Grey 5  
**PMS U** Warm Grey 5  
**CMYK** 29 27 29 4  
**RGB** 172 163 154  
**HEX** aca39a

**PMS C** 7450  
**PMS U** 7450  
**CMYK** 24 14 0 0  
**RGB** 189 197 219  
**HEX** bdc5db

## Footer



## Pattern

## Illustration breakdown





# Urban Parks

Represents parks and gardens that contain modified parkland, botanic gardens managed for horticultural display or parks located in a predominantly urban setting. E.g. Albert Park, Dandenong Ranges Botanical Gardens.

## Primary logo



## Secondary logo



## Primary

**PMS C** 7743  
**PMS U** 2427  
**CMYK** 65 14 80 45  
**RGB** 68 105 61  
**HEX** 3f6138

## Secondary

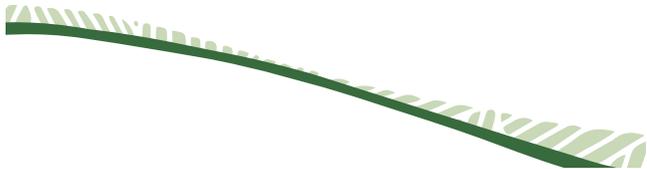
**PMS C** 576  
**PMS U** 2277  
**CMYK** 48 6 79 17  
**RGB** 120 157 74  
**HEX** 789d4a

## Supporting

**PMS C** 5783  
**PMS U** 5777  
**CMYK** 32 18 47 7  
**RGB** 163 170 131  
**HEX** a3aa83

**PMS C** 5445  
**PMS U** 5445  
**CMYK** 26 10 3 0  
**RGB** 183 201 211  
**HEX** b7c9d3

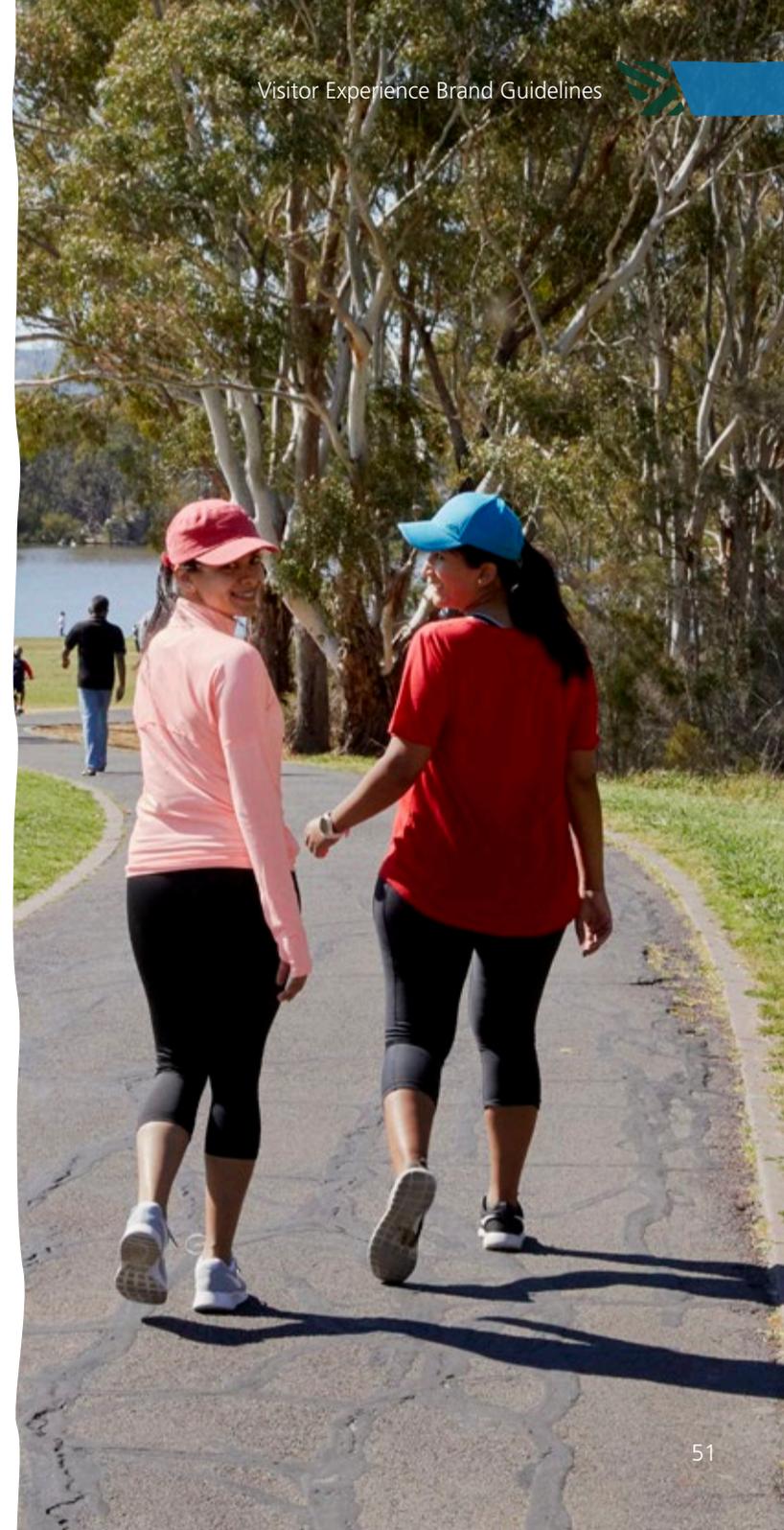
## Footer



## Pattern



## Illustration breakdown



For more information, see **Brand hub** on the Parks Victoria website (About Us) or contact the Marketing team at [marketing@parks.vic.gov.au](mailto:marketing@parks.vic.gov.au)

**Parks Victoria**

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