

BRAND BOOK

CAIRNS &
GREAT
BARRIER
REEF



**CAIRNS & GREAT BARRIER REEF
ACKNOWLEDGES WE WORK, LIVE AND PLAY ON
ABORIGINAL AND TORRES STRAIT ISLANDER LAND.
WE PAY OUR RESPECTS TO ELDERS PAST,
PRESENT AND FUTURE.**

A scenic landscape at sunset with a blue tent in the foreground. The sun is low on the horizon, casting a warm orange glow over the scene. In the foreground, a blue tent is pitched on a grassy hillside. The background shows a vast valley with rolling hills and a body of water, all under a hazy sky.

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OUR STORY STARTS HERE

OUR NAME IN VERNACULAR

In every instance of marketing activity, our name appears as **Cairns & Great Barrier Reef** (note the ampersand).

For many years our region has been Cairns & Great Barrier Reef internationally and Tropical North Queensland for Australians. What has become clear is that most people can't tell you where Tropical North Queensland begins (or ends), but they know Cairns and they know the Great Barrier Reef. By using Cairns & Great Barrier Reef as the starting point, we make it easier for the visitor to understand what we mean and where we are talking about. This simple change in name is already driving more traffic to our website!

More than 80% of our interstate and international visitors arrive through Cairns Airport, so their journey starts with Cairns. From there we can help them find everything the region has to offer, not everyone is good with geography. Like LA is to Southern California, the way to make it easy for the customer is to provide a clear starting point and then sell the

unique experiences nearby. It is our job to share the stories of the vast and unique experiences of the region behind the name.

This said, **Tropical North Queensland** (Far North Queensland to locals) will still have a place, but only once we have the customers hooked. Once you are planning your trip, Tropical North Queensland provides a catch-all name for the many amazing places in our region.



SOME NOTES ON USAGE

- Phrasing is “Cairns & Great Barrier Reef” not “Cairns & THE Great Barrier Reef”
- The use of “the Cairns & Great Barrier Reef region” is to be avoided. When referring to the region, it’s Tropical North Queensland.
- Tropical North Queensland can be used when giving context to Cairns & Great Barrier Reef. E.g. in sub headings, body copy, or when referencing a place in the region.

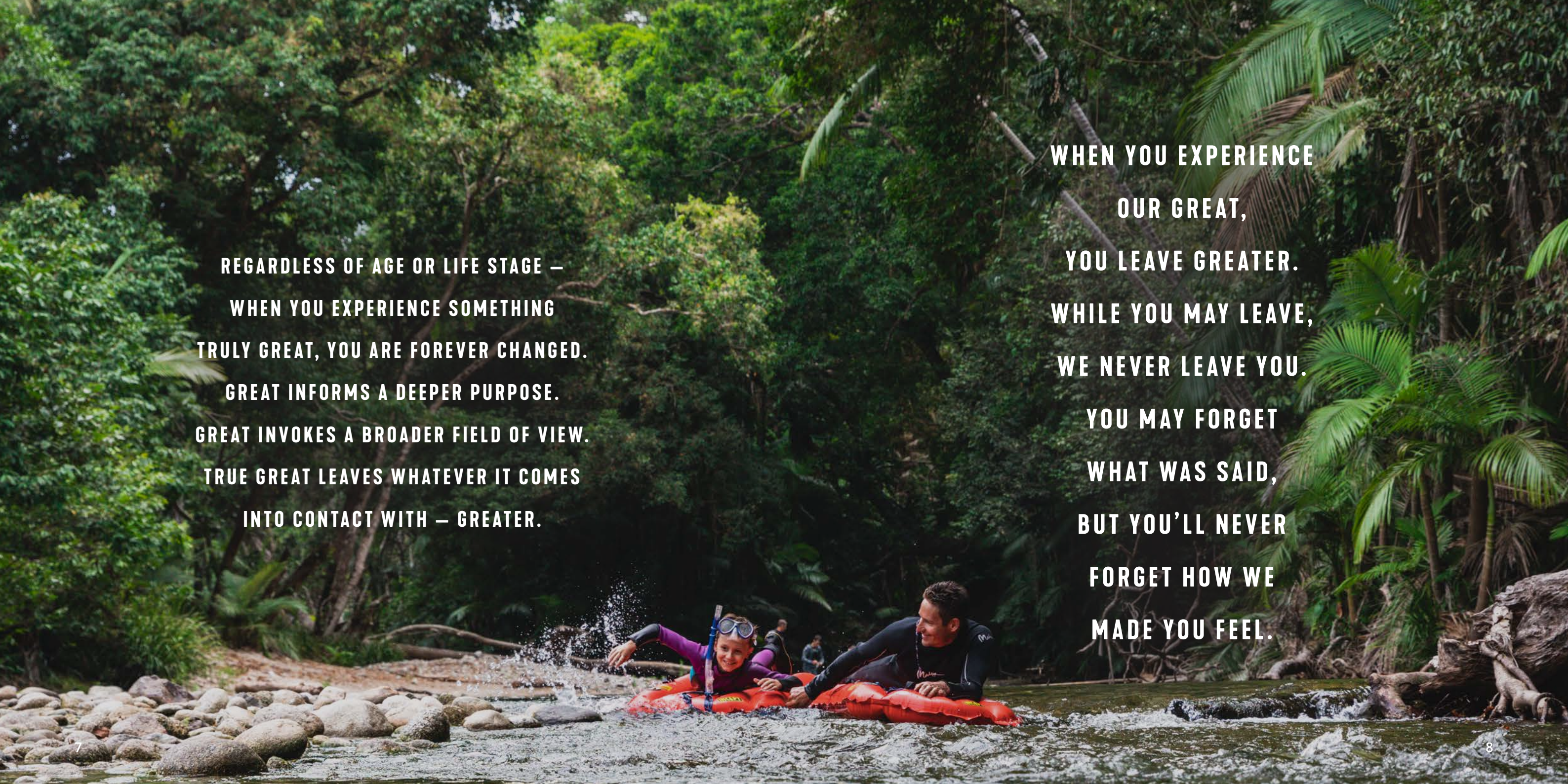
A QUICK TIP: IF YOU HAVE TO PUT “THE” IN FRONT OF CAIRNS & GREAT BARRIER REEF, YOU NEED TO REWORK THE SENTENCE.

SOME VERNACULAR EXAMPLES:

- “Another stunning day in Cairns & Great Barrier Reef”
- “The Brisbane Broncos chose Cairns & Great Barrier Reef for their pre-season training camp”

REGARDLESS OF AGE OR LIFE STAGE —
WHEN YOU EXPERIENCE SOMETHING
TRULY GREAT, YOU ARE FOREVER CHANGED.
GREAT INFORMS A DEEPER PURPOSE.
GREAT INVOKES A BROADER FIELD OF VIEW.
TRUE GREAT LEAVES WHATEVER IT COMES
INTO CONTACT WITH — GREATER.

WHEN YOU EXPERIENCE
OUR GREAT,
YOU LEAVE GREATER.
WHILE YOU MAY LEAVE,
WE NEVER LEAVE YOU.
YOU MAY FORGET
WHAT WAS SAID,
BUT YOU'LL NEVER
FORGET HOW WE
MADE YOU FEEL.





SEE
GREAT
LEAVE
GREATER

WHY LEAVE GREATER

Cairns & Great Barrier Reef has always delivered more than just a holiday, roadtrip or weekend away. "Leave greater" is not just a tagline, it is a promise to our visitors. It serves as a reminder to ourselves to **leave our visitors better than we found them**, inspiring them to leave as custodians of the region. Great is at every turn from the Great Barrier Reef and ancient rainforests to Indigenous cultures and beyond.

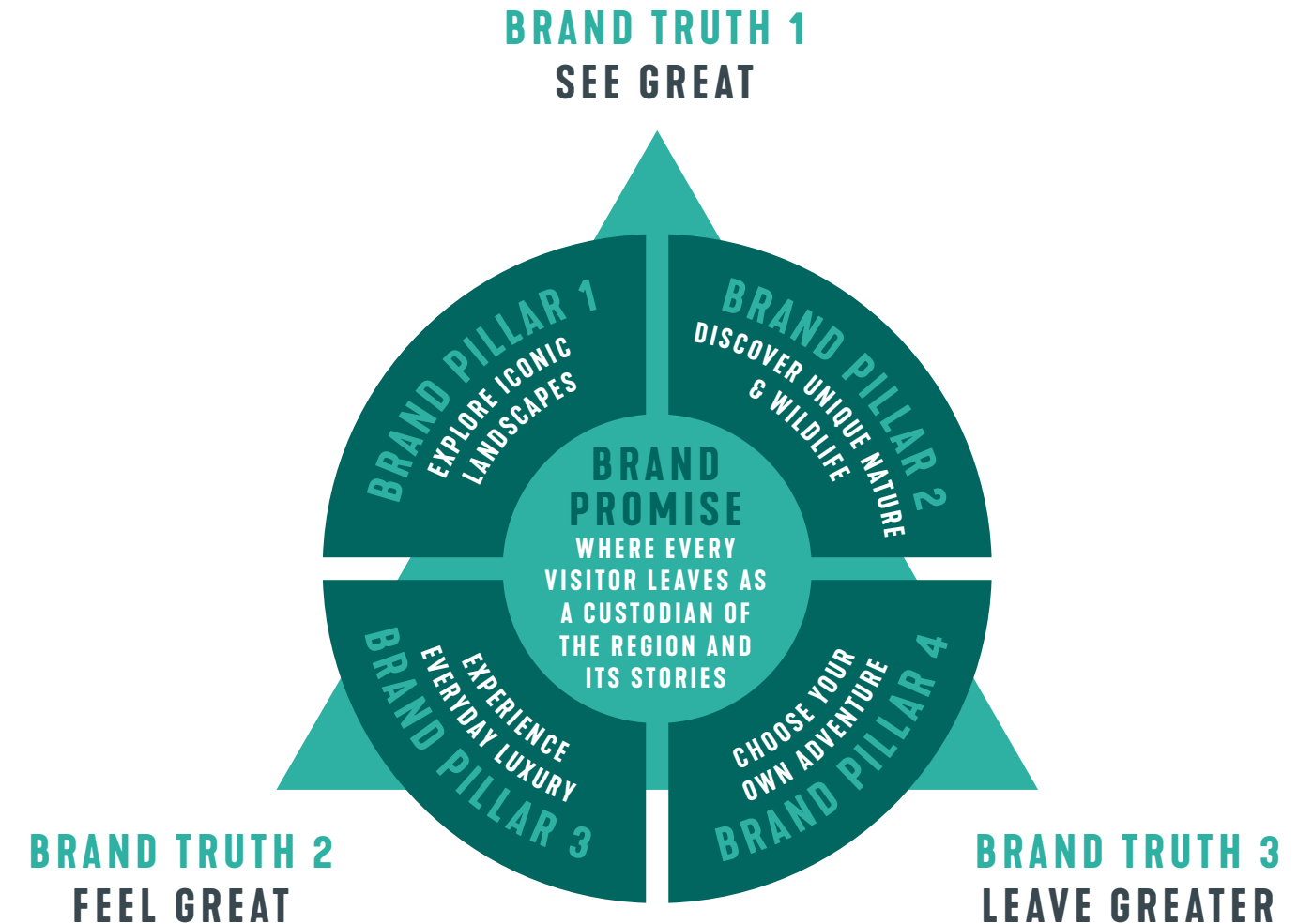


THEY MAY FORGET
WHAT YOU SAID,
BUT THEY WILL
NEVER FORGET
HOW YOU MADE
THEM FEEL.

OUR FOUNDATIONS OF GREAT

Cairns & Great Barrier Reef is the only place in the world where visitors can experience two natural World Heritage sites side-by-side – the Great Barrier Reef Marine Park and Wet Tropics Rainforest. These two elements underpin and inform all of the unique offerings of Cairns & Great Barrier Reef – from our tropical lifestyle, to our nature and wildlife, to our iconic landscapes. Where else in the world can you witness the world’s oldest living culture, oldest rainforest and the largest living organism in the one day?

Our Brand Truths are overlaid with our Brand Pillars with each pillar aspiring to deliver our Brand Promise “**where every visitor leaves as a custodian of the region and its stories**”.



OUR BRAND PILLARS

BRAND PILLAR 1 EXPLORE ICONIC LANDSCAPES



Find “pinch me” moments as you Explore Iconic Landscapes in Cairns & Great Barrier Reef. Marvel over the natural beauty as you wander through a 180-million year old rainforest, or experience the breathtakingly beautiful tapestry of sunken coral gardens of the greatest reef on earth.

Walk on country with Aboriginal guides as they interpret the stories of their ancestors through irreplaceable rock art sites, or show you how their people have interacted with the land and sea for thousands of years.

Discover landscapes carved by volcanoes or outback caves formed on an ancient inland reef with expert guides.

These are the places that take your breath away and leave you in awe. They're the moments that make you say “I am here, and there is nowhere else I'd rather be”.

BRAND PILLAR 2 DISCOVER UNIQUE NATURE & WILDLIFE



With the oldest rainforest and the largest living ecosystem on earth side-by-side, it should be no surprise Cairns & Great Barrier Reef hosts many plant and animal species found nowhere else on the planet. In fact, these two environments are some of the most biodiverse habitats on the planet.

Swim with the only known aggregation of the Dwarf Minke Whales; encounter a rainforest icon, the Southern Cassowary, as it meanders through the undergrowth in search of fruit; discover not all kangaroos are ground dwelling, with Australia's only two species of Tree Kangaroo; or watch the reef come alive with a synchronised coral spawning each year.

Conservation is at the heart of all endeavours. Contribute to reef restoration by being an Eye on the Reef and conserve the reef simply by visiting through a direct contribution to Great Barrier Reef Marine Parks Authority.

BRAND PILLAR 3 EXPERIENCE EVERYDAY LUXURY



Experience Everyday Luxury is the Cairns & Great Barrier Reef way of saying “choose your own level of luxury”.

With everything from 5 star resorts with all the trimmings, to sleeping under the stars with back-to-basics camping — all options leave you greater in their own unique way.

An everyday luxury could be as simple as escaping the crowds and having a pristine beach all to yourself, right through to a private picnic on a sand cay on the Great Barrier Reef.

Let friendly faces serve you locally caught seafood from the back of a trawler; sink your teeth into juicy mangoes picked straight from the tree; gather bush tucker and go hunting with Indigenous guides; or have renowned chefs prepare you mouthwatering meals using local and seasonal produce.

BRAND PILLAR 4 CHOOSE YOUR OWN ADVENTURE



Choose Your Own Adventure isn't always about getting the adrenaline racing, it's about seeing the world from a new perspective.

Drift lazily under the rainforest canopy on an inflatable raft; undertake an epic journey through Australia's most iconic 4WD locations; dive into the depths of the Great Barrier Reef with a Master Reef Guide; or enjoy the sense of achievement of climbing Queensland's highest mountain.

The journey is as important as the destination and you'll leave feeling accomplished as you undertake new experiences in new breathtaking locations.



GREAT INGREDIENTS

USING GREATER

Although our catch-all statement is “See Great. Leave Greater.”, the campaign mechanic has been intentionally designed so our operators can create their own custom version of the line.

To do so, simply combine an experience of your great which leaves you greater. For example, a dive operator could use “Breathe Great. Leave Greater.”.

Keeping your statement simple is key, as it lets the viewer connect the dots and helps pull them into the scenario. Be sure to let your imagery do the heavy lifting, the great/ greater construct is most powerful when it’s understated.

If you’re unsure, contact the marketing@ttnq.org.au, or feel free to use “See Great. Leave Greater.”

CORRECT FORMATTING

- For in-copy references, the correct terminology is “See Great. Leave Greater.”
- For headlines, there should be no punctuation and “great” and “greater” should appear in bold.

EXAMPLES

See Great. Leave Greater.

In-copy formatting

SEE GREAT LEAVE GREATER

Headline formatting



LIVE **GREAT**
SAVOUR **GREAT**
THINK **GREAT**
UNDERSTAND **GREAT**
FIND **GREAT**
DREAM **GREAT**
TASTE **GREAT**
STAY **GREAT**
HIKE **GREAT**
DISCOVER **GREAT**
EXPLORE **GREAT**
BREATHE **GREAT**
SEEK **GREAT**
FEEL **GREAT**
EXPERIENCE **GREAT**
WANDER **GREAT**
HEAR **GREAT**
TRY **GREAT**
BELIEVE **GREAT**
LEARN **GREAT**
LOVE **GREAT**
CATCH **GREAT**
STAY **GREAT**
ETC...

LEAVE GREATER

TONE OF VOICE

WE ARE INSPIRATIONAL, NOT SHOWY.

WE ARE HUMBLE, NOT BOASTFUL.

WE RECOGNISE OUR GOOD FORTUNE

AND OUR RESPONSIBILITY,

AND WANT TO SHARE IT WITH THE

WORLD. WE KNOW OUR GREAT HAS

THE POWER TO CREATE GREATER.

Our tone is descriptive, warm, natural and authentic. It's not about "us", it's about "you" as a visitor. Through our language, we aim to place the potential visitor into the experience.

We want visitors to feel welcomed and to leave feeling like a local.

An aerial photograph of a beach with turquoise water and long shadows of people walking. The text 'RULES OF ENGAGEMENT' is overlaid in large white letters.

RULES OF ENGAGEMENT

The Cairns & Great Barrier Reef brandmark and tone of voice is encouraged to be utilised by members, partners and media to elevate the region, to continue building our brand story and to leverage the existing brand equity of Cairns & Great Barrier Reef.

ELEMENTS YOU ADOPT TO FURTHER REINFORCE OUR BRAND STORY:

- Region identifier term:
Cairns & Great Barrier Reef
- Tone of voice
- Imagery style and assets
- Brandmark

OUR BRANDMARK

The Cairns & Great Barrier Reef brandmark combines our place name with a representation of our famous coastline — signifying the importance of the Great Barrier Reef, Wet Tropics Rainforest and our Indigenous cultures.

This lockup should be used on all communications that promote Cairns & Great Barrier Reef to domestic audiences and all English speaking international markets.

Full Colour Positive, Full Colour Reverse, Mono Reverse and Mono versions are available for use on range of background colours and textures.

Only supplied files should be used and never be recreated, coloured or modified.

If the primary brandmark doesn't work for your layout, please contact marketing@ttnq.org.au



Primary Brandmark Full Colour



Primary Brandmark Full Colour Reversed



Primary Brandmark Mono Reversed



Primary Brandmark Mono

BRANDMARK USAGE

To retain legibility and the integrity of our Cairns & Great Barrier Reef Brandmark, clear space and minimum size guidelines should always be adhered to.

For clear space, the X height is equal to that of the Brandmark text.

Brandmark minimum sizes for both print and digital applications are as follows:

- Print:** 15mm high
- Digital:** 50px high

CLEAR SPACE



MINIMUM SIZE

PRINT



DIGITAL



DOS AND DON'TS

LOGO SHOULD ALWAYS BE LEGIBLE. IF THE IMAGERY IS DARK, THE LOGO SHOULD BE REVERSED.



CO-BRANDING

INTERNATIONAL BRANDMARKS

These lockups should be used on communications that promote Cairns & Great Barrier Reef to international markets.



International Brandmark Full Colour – Western



International Brandmark Full Colour – Japan



International Brandmark Full Colour – China



International Brandmark Reversed – Western



International Brandmark Reversed – Japan



International Brandmark Reversed – China

CO-BRANDING – PARTNER ONLY

When co-branding with industry partners, the partner logo should be scaled to be visually balanced with that of the Cairns & Great Barrier Reef Brandmark, positioned to the left, and be separated by a keyline divider.



Co-branding Full Colour – Partner Only

CO-BRANDING – PARTNER PLUS CAMPAIGN

When co-branding with state or national campaigns and industry partners, the hierarchy should be:

Partner Brandmarks | Campaign | Cairns & Great Barrier Reef



Co-branding Full Colour – Partner and campaign

IMAGERY

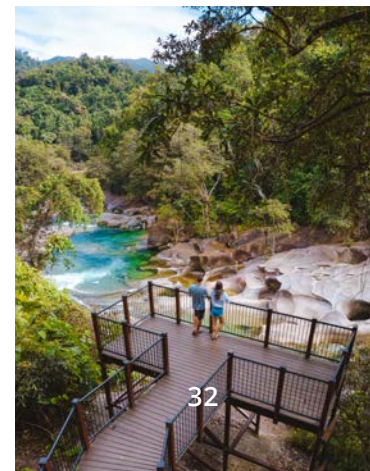
Images are an integral part of telling the “Leave Greater” story.

Our imagery should convey the transformative effect our place has on our guests. To do this, your imagery selections should:

- Be authentic
- Represent a moment
- Show experiences set against nature
- Be emotive
- Be genuine
- Focus on people inside the destination
- Avoid oversaturated or overly staged creative
- Be relevant to the season (e.g. don't show Barron Falls at peak in August)

Register for access to the media library at:

tourism.tropicalnorthqueensland.org.au/media-hub/media-library



IMAGERY GUIDE

FOUR SIMPLE DOS AND DON'TS

1. WE ARE INSPIRATIONAL, NOT CHEESY.



2. WE ARE INTERESTING, NOT EXPECTED.



3. WE ARE CURIOUS, NOT CONTRIVED.



4. WE CAPTURE MOMENTS, NOT POSES.



GREAT INSPIRATION



LEAVE GREATER

Our brand is intentionally somewhat flexible in the way it appears in the world.

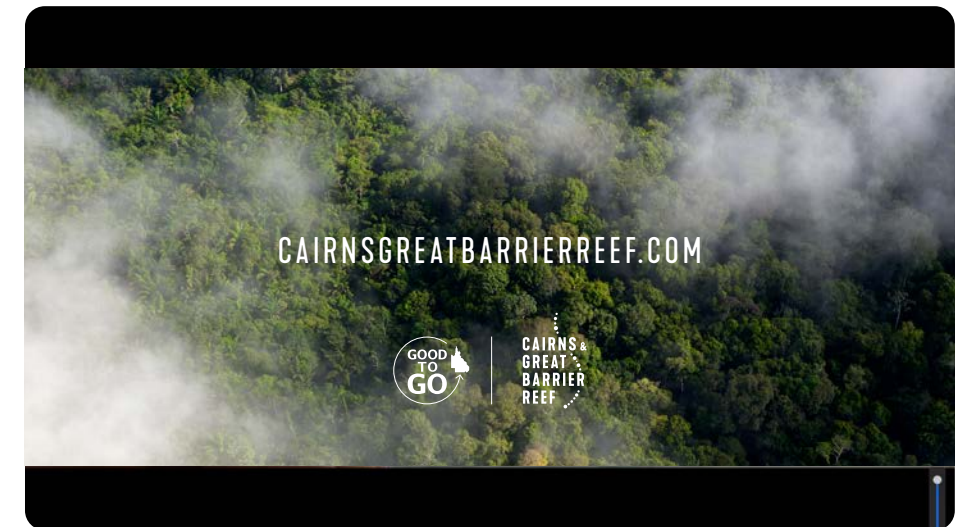
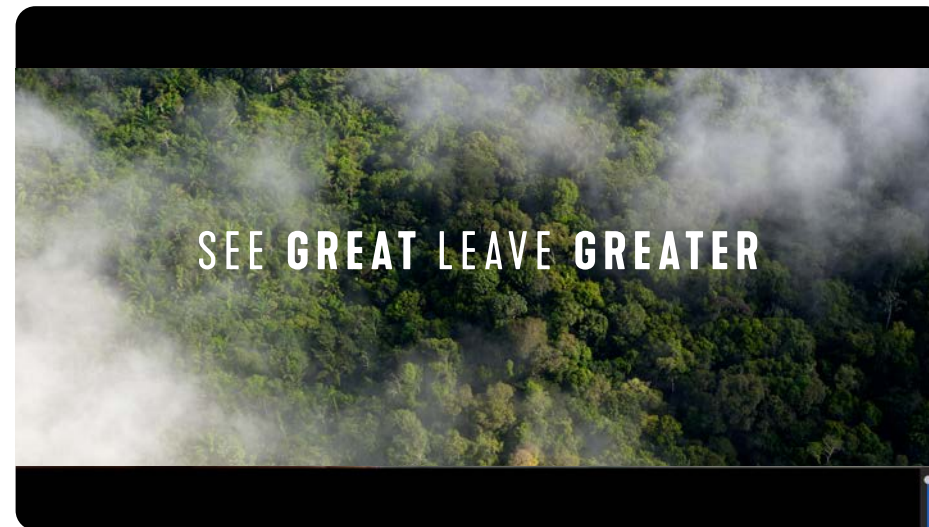
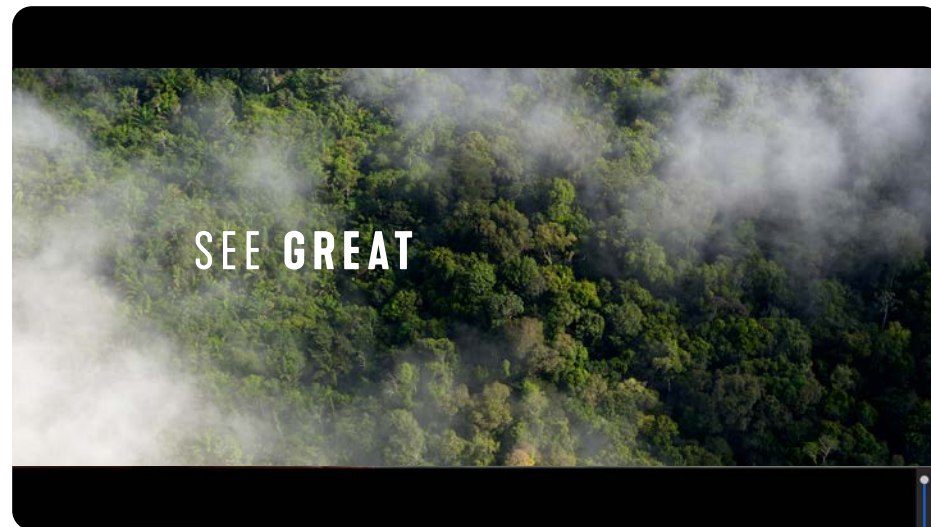
The following pages outline a few examples of how it can be brought to life through various media.

BRAND TVC

Our brand TVCs feature a subtle animation style, where we list our “greats” over footage and then close out with our “See Great. Leave Greater.” message in our endframe, along with our URL and logo.

For usage, please contact marketing@ttnq.org.au.

END FRAME SEQUENCE



Our brand track, “Ancient Kings”, is written and performed by Western Yalanji and Birri Gubba song man Troy Jungaji Brady. We have bespoke 15, 30, 45 and 60 second versions of the track.



SOCIAL MEDIA

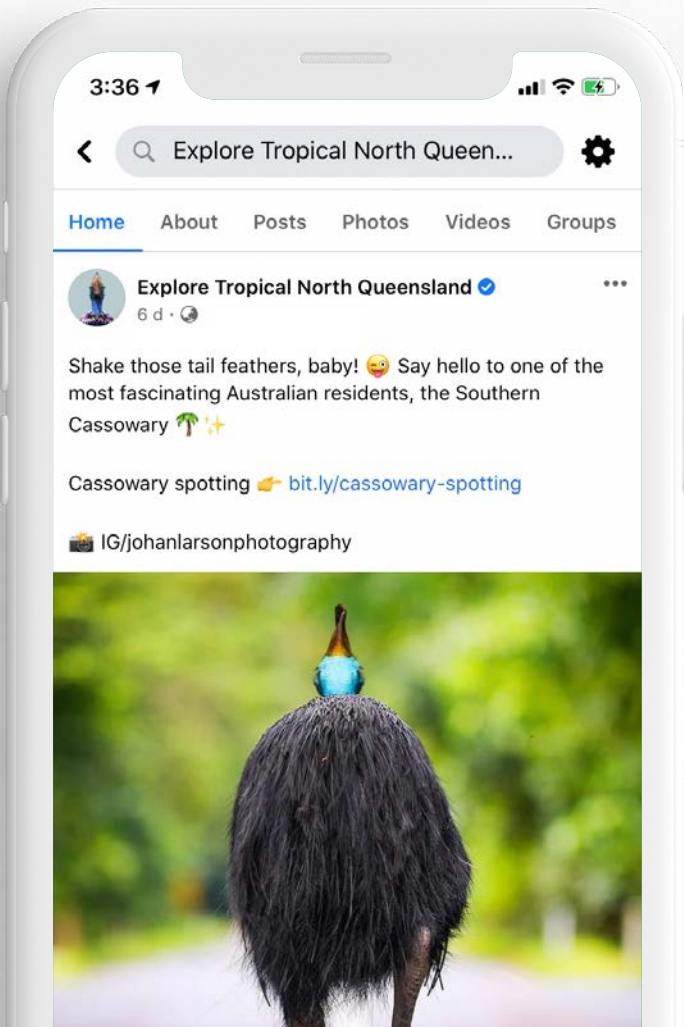
Our consumer Instagram and Facebook channels remain as Tropical North Queensland because they carry a lot of brand equity, as does our hashtag **#exploreTNQ**. However, we have implemented a second hashtag **#explorecairnsGBR** to help reinforce the Cairns & Great Barrier Reef brand and to support campaign messaging.

Incorporate Leave Greater into your posts like below:

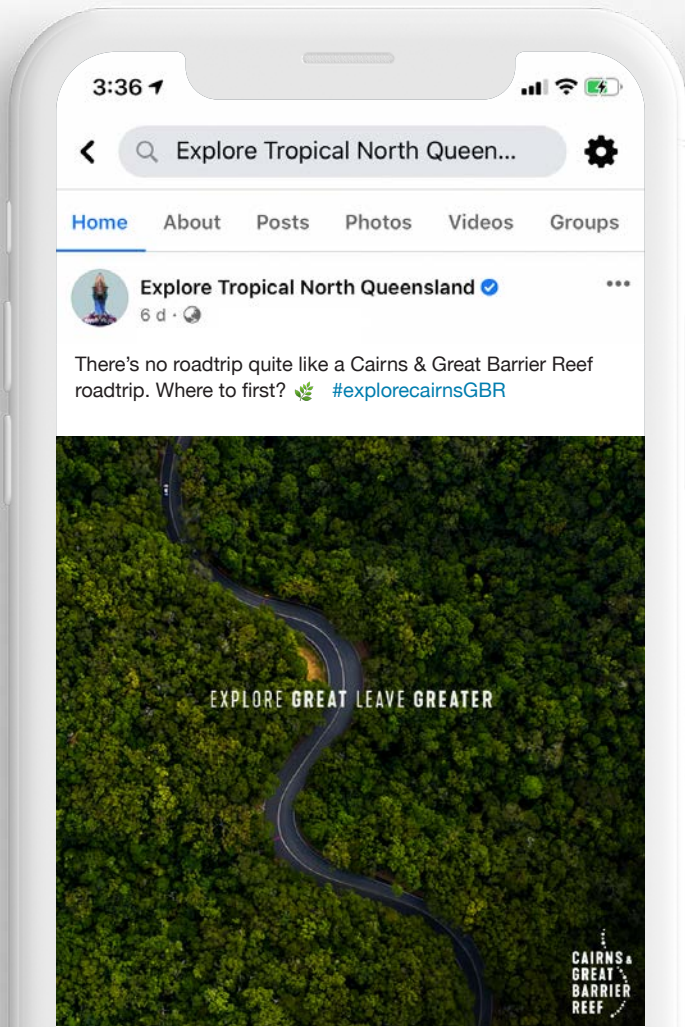
Instagram



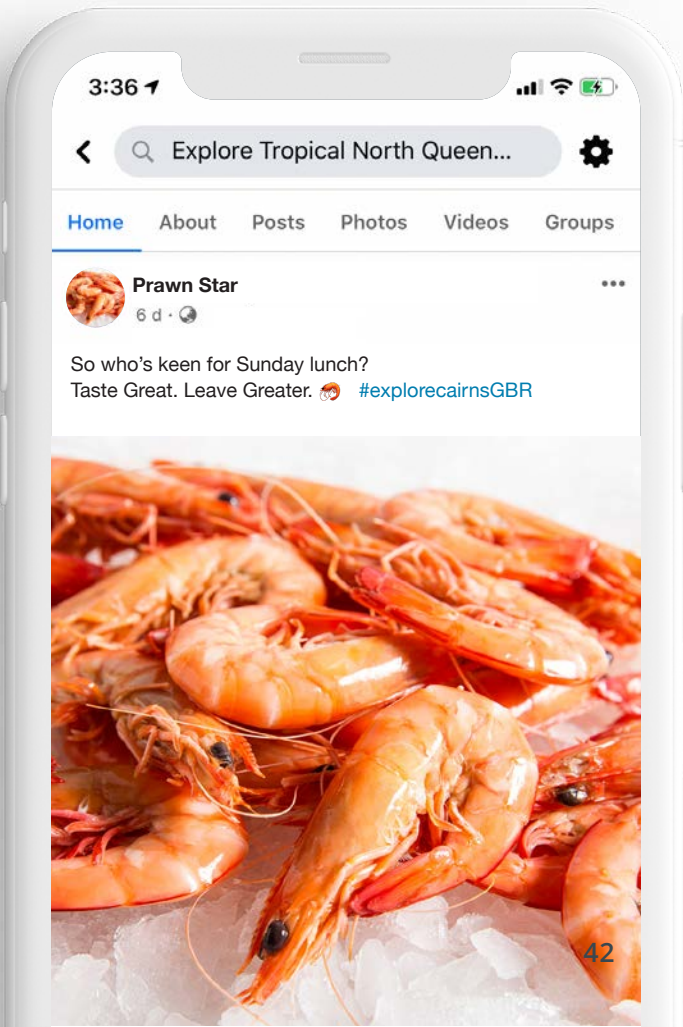
Facebook



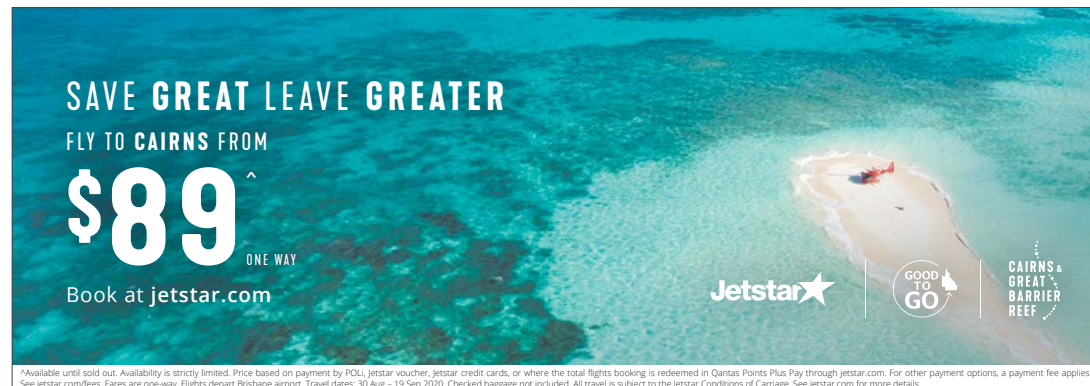
Sponsored Facebook ad example



Operator Facebook post example



IN MARKET EXECUTIONS



SAVE GREAT LEAVE GREATER
FLY TO CAIRNS FROM
\$89[^] ONE WAY
Book at jetstar.com

Jetstar

GOOD TO GO

CAIRNS & GREAT BARRIER REEF

^{*}Available until sold out. Availability is strictly limited. Price based on payment by POL, Jetstar voucher, Jetstar credit cards, or where the total flights booking is redeemed in Qantas Points Plus Pay through jetstar.com. For other payment options, a payment fee applies. See jetstar.com/fees. Fares are one-way. Flights depart Brisbane airport. Travel dates: 30 Aug – 19 Sep 2020. Checked baggage not included. All travel is subject to the Jetstar Conditions of Carriage. See jetstar.com for more details.



MT BARTLE FRERE

EXPLORE GREAT LEAVE GREATER

[CAIRNSGREATBARRIERREEF.COM](https://cairnsgreatbarrierreef.com)

GOOD TO GO

CAIRNS & GREAT BARRIER REEF



DISCOVER 140 KM OF
JAW-DROPPING BEAUTY
📍 GREAT BARRIER REEF DRIVE

CAPE TRIBULATION

PALM COVE

CAIRNS

PORT DOUGLAS

MOSSMAN

CAIRNS & GREAT BARRIER REEF

BREATHE GREAT LEAVE GREATER

CAIRNS &
GREAT
BARRIER
REEF

CAIRNSGREATBARRIERREEF.COM

ADSHEL

ADSHEL

8:12

4G

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brisbanetimes.com.au

bt

SUBSCRIBE

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There was also a \$150 Fair Play voucher, designed to help families cover the cost of sporting clubs' sign up fees, new equipment or new kit their children need to resume sport.

Parents would need to prove there have been receiving Job Keeper or Job Seeker payments to be eligible for the \$150 Fair Play voucher.

SEE GREAT LEAVE GREATER


>> EXPLORE NOW


CAIRNS &
GREAT
BARRIER
REEF

The third main feature was grants of \$5000-20,000 to replace money lost due to a lack of recent fundraising, which has been significantly reduced by COVID-19 restrictions.

OUR CHANNELS

 facebook.com/tropicalnorthqueensland

 @tropicalnorthqueensland

 @cairnsgbr

 tropicalnorthqueensland.org.au

#EXPLORETNQ #EXPLORECAIRNSGBR

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT **MARKETING@TTNQ.ORG.AU**


LTO/ LTA CHANNELS

TOURISM PORT DOUGLAS DAINTREE

 facebook.com/portdouglasdaintree

 @portdouglasdaintree

 @portdouglas_aus

 visitportdouglasdaintree.com

TROPICAL COAST TOURISM

 facebook.com/tropicalcoastqueensland

 @tropicalcoastqueensland

 @tropical_coast

 tropicalcoastqueensland.com.au

TOURISM ATHERTON TABLELANDS

 facebook.com/athertontablelands

 @athertontablelands

 @ath_tablelands

 athertontablelands.com.au

THE SAVANNAH WAY


 facebook.com/savannahway

 savannahway.com.au

TOURISM PALM COVE

 facebook.com/visitpalmcove

 @visitpalmcove

 @palmcove_qld

 tourismpalmcove.com

TRINITY BEACH PROMOTION ASSOCIATION


 facebook.com/trinitybeachcairns

 trinitybeachholiday.com

COOKTOWN

 facebook.com/cooktownTNQ

 @cooktownTNQ

 @cooktownTNQ

 cooktownandcapeyork.com