



# CAIRNS HOLIDAY DOLLARS

STYLE GUIDE

CAIRNS &  
GREAT BARRIER REEF

Queensland  
AUSTRALIA



Queensland  
Government





# CAIRNS HOLIDAY DOLLARS

## Welcome

To help spread the word that you're part of the Cairns Holiday Dollars campaign, and to encourage travellers to redeem their voucher with your business, a logo has been developed that you can add to your social media posts and website.

This style guide includes the logos, usage guidelines, and some inspiration for social copy.

When posting, it's important to always inject your brand's personality and use imagery that showcases what makes your experience unique.

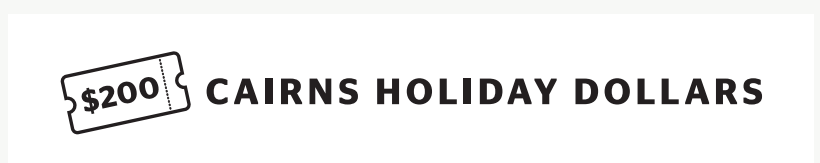
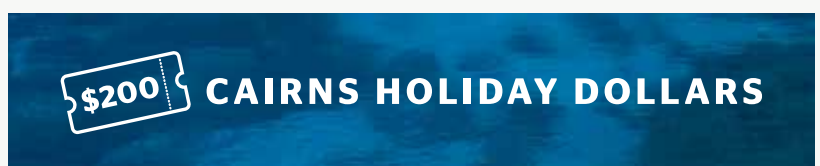
## LOGO VARIATIONS

The CAIRNS HOLIDAY DOLLARS (CHD) logo can be used in either portrait or landscape and has both a solid black and solid white version.

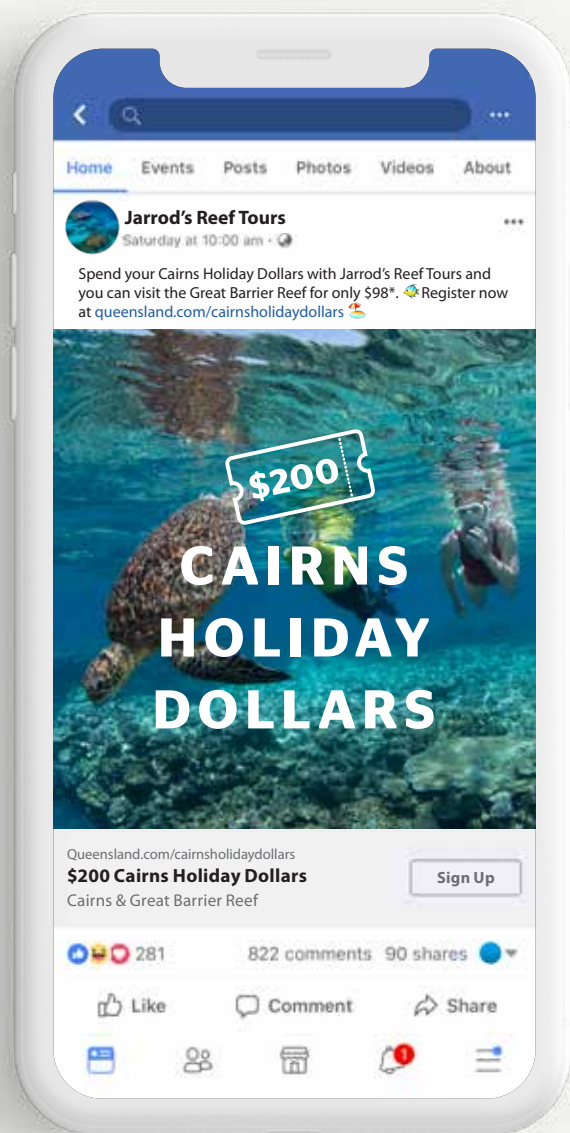
Across social and website the preference is to use the solid white portrait version of the CHD logo when appropriate.

The CHD logo can be used center aligned as a headline graphic or reduced as a smaller sticker. Minimum size for the CHD logo is 65px x 65px in digital media and 3cm x 3cm in printed media. When not center aligned the logo should be placed in either the top right or bottom right of the design. The white CHD logo can be placed over a coloured background or an image with minimal detail and a suitable level of contrast to maintain legibility.

The logo should be used as a stand-alone sticker device only and should not be locked up with operator logos.







## MESSAGING TONE

Below are social post messaging examples. These can be used as a guide for tone and key copy points. We want to highlight the personality of the region and its experiences so the tone should be upbeat, straight forward and fun.

From reef trips to rainforest tours, what would you do with \$200 Cairns Holiday Dollars? Register now at [queensland.com/cairnsholidaydollars](https://queensland.com/cairnsholidaydollars)

Spend your Cairns Holiday Dollars with Jarrod's Reef Tours and you can visit the Great Barrier Reef for only \$98\*. 🐠 Register now at [queensland.com/cairnsholidaydollars](https://queensland.com/cairnsholidaydollars) 🌈

Heading North? Join a spectacular Sarah Jane Rainforest Tour from just \$65\* 🌴 Register now at [queensland.com/cairnsholidaydollars](https://queensland.com/cairnsholidaydollars)

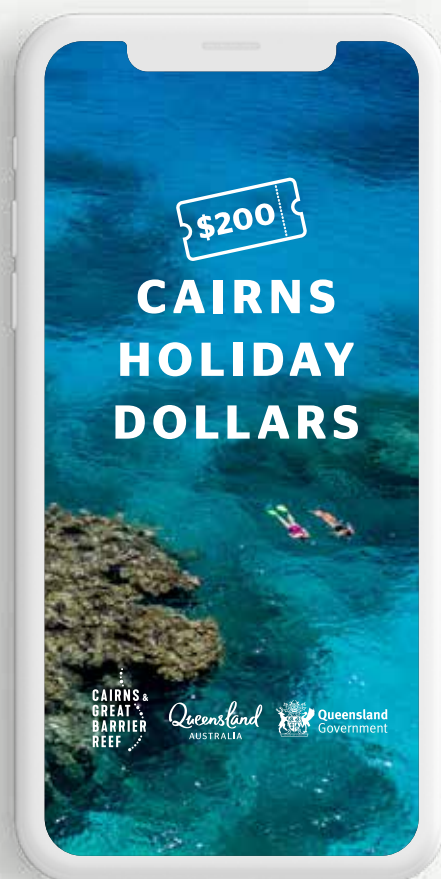
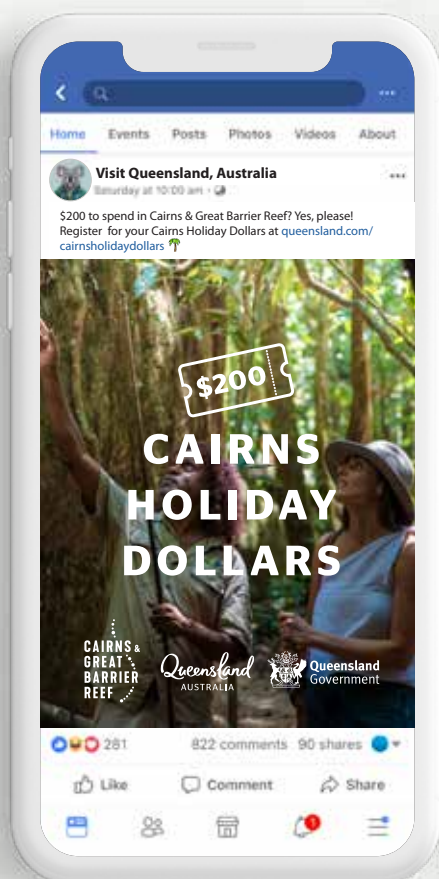


## IMAGERY

When picking imagery for social posts, it's important to capture the wow moments and emotional connections your guest can experience.



## CAMPAIGN EXAMPLES





# CAIRNS HOLIDAY DOLLARS

“To download the CAIRNS HOLIDAY DOLLARS (CHD) logo, plus two generic social tiles (in 1:1 and 4:5), simply click on the link below

**D O W N L O A D S**