

BRAND BOOK

UPDATED AUGUST 2022

CAIRNS &
GREAT
BARRIER
REEF



WE ACKNOWLEDGE THE CUSTODIANSHIP OF
THE LAND AND SEA COUNTRY BY ABORIGINAL
AND TORRES STRAIT ISLANDER PEOPLE,
WHOSE RICH CULTURES, HERITAGE VALUES,
ENDURING CONNECTIONS AND SHARED EFFORTS
PROTECT OUR NATURAL ASSETS FOR FUTURE
GENERATIONS. WE PAY OUR RESPECTS TO
ELDERS PAST, PRESENT AND EMERGING.

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OUR STORY STARTS HERE



OUR NAME IN VERNACULAR

In 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, as 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 diverse experiences of the region behind the name.

This said, **Tropical North Queensland** will still be used, 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.



EDITORIAL & MEDIA USAGE FOR OUR BRAND

While **Cairns & Great Barrier Reef** is a our brand name, we understand that in some cases, particularly in editorial and media coverage, a more grammatically correct term is desired.

In cases such as these, **Cairns and the Great Barrier Reef** is an acceptable use of the brand name. This helps reinforce the Cairns & Great Barrier Reef brand, and leverages off the locational hook.

If possible, we encourage proper brand usage of the brand name “Cairns & Great Barrier Reef” in headings.

SOME NOTES ON USAGE

- The use of “the Cairns & Great Barrier Reef region” is to be avoided. When referring to the whole region, it’s “Tropical North Queensland”.

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

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 WE 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.

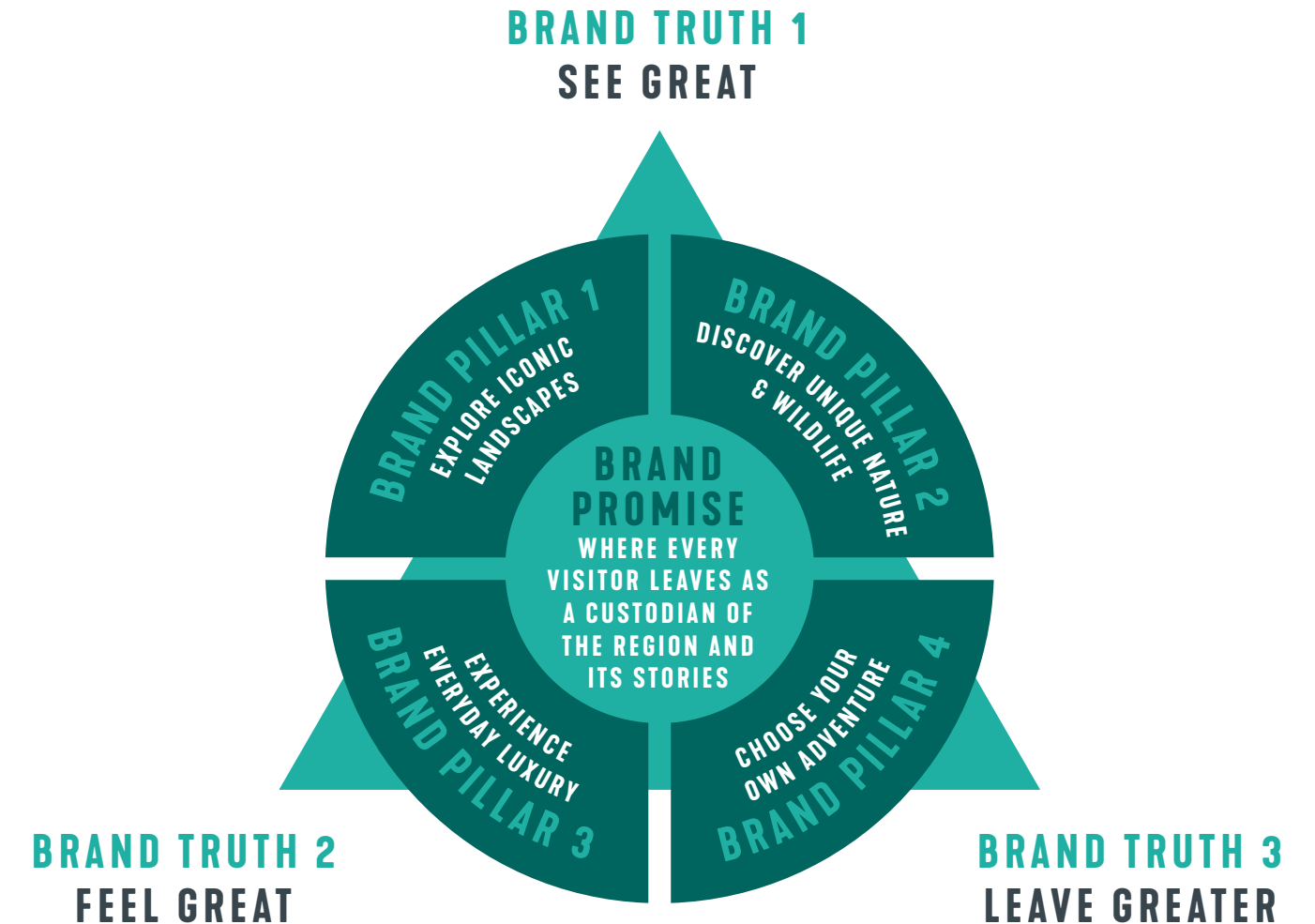


THEY MAY FORGET
WHAT YOU SAID,
BUT THEY WILL
NEVER FORGET
HOW YOU MADE
THEM FEEL.

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

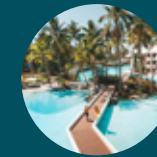


With the oldest rainforest and the largest living ecosystem on earth side-by-side, it should be no surprise Cairns & Great Barrier Reef hosts many plant and animal species found nowhere else on the planet. In fact, these two environments are some of the most biodiverse habitats on the planet.

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 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



LEAVE GREATER

- 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...

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.

A SEASONAL APPROACH

We have been working to change the mindset around our seasons and showcase, particularly to domestic audiences, that we are a year-round destination. To work on reframing our seasons, we need a general positive approach to the way we talk about the weather, particularly over the summer and autumn months (typical “wet season”).

USE THIS

- Summer/ autumn/ winter/ spring
- Nourishing/ warm/ rejuvenating summer rain
- Summer in the tropics/ tropical summer
- Protective suit/ sun suit
- Lush/ vibrant/ alive/ rejuvenating

Examples

- Cool relief of jumping into a freshwater stream on a hot day
- Marine stingers may be present over summer so follow advice from lifeguards and only swim in the designated areas
- Embrace the warm summer rain
- Each season promises a special experience

NOT THIS

- Wet / dry season
- Stinger suit
- Best time to visit
- Wet/ sticky/ too hot/ humid
- Stinger season



IF MARKETING DURING A SEASON WHERE MARINE STINGERS MAY BE PRESENT,
WE DEPICT PEOPLE WEARING THE APPROPRIATE PROTECTIVE CLOTHING.



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 CAN 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, 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.

See over page for all versions of logo.

IN MOST CASES, WE PREFER TO USE OUR
MONO REVERSED LOGO IN COMBINATION
WITH AN IMAGE IN THE BACKGROUND >>



STACKED



Stacked Brandmark Full Colour



Stacked Brandmark Mono Reversed



Stacked Brandmark Colour Reversed



Stacked Brandmark Mono

HORIZONTAL



Horizontal Brandmark Full Colour



Horizontal Brandmark Mono Reversed



Horizontal Brandmark Colour Reversed



Horizontal Brandmark Mono

DUAL BRANDMARK – TROPICAL NORTH QUEENSLAND




Dual Brandmark Full Colour

In some cases, a [Cairns & Great Barrier Reef](#) and [Tropical North Queensland](#) dual brandmark may be used. Prior to use, please seek approval from marketing@ttnq.org.au

INTERNATIONAL BRANDMARK


These should be used on communications in relevant international markets.

GENERAL INTERNATIONAL




General International
Brandmark Full Colour

JAPAN




Japan Brandmark Full Colour


CHINA




China Brandmark Full Colour



General International
Brandmark Reversed



Japan Brandmark Reversed



China Brandmark Reversed

TO ASSIST WITH IDENTIFYING LOCATION, USE IN CONJUNCTION WITH THIS MAP >>



CO-BRANDING LOCKUPS

CO-BRANDING – PARTNER & QR CODE

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



Partner Co-Branding Full Colour



QR Code Co-Branding Full Colour

CO-BRANDING – PARTNER PLUS CAMPAIGN

When co-branding with campaigns and industry partners, the hierarchy should be: Partner Brandmarks | Campaign | Cairns & Great Barrier Reef



Partner and campaign Co-Branding Full Colour

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.



IMAGERY

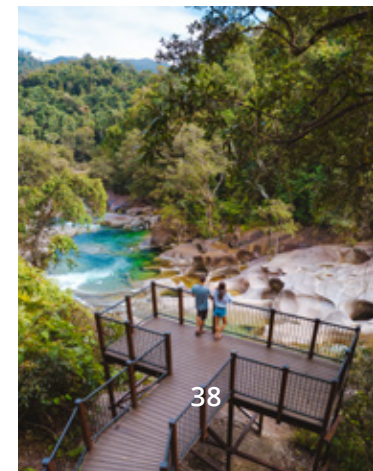
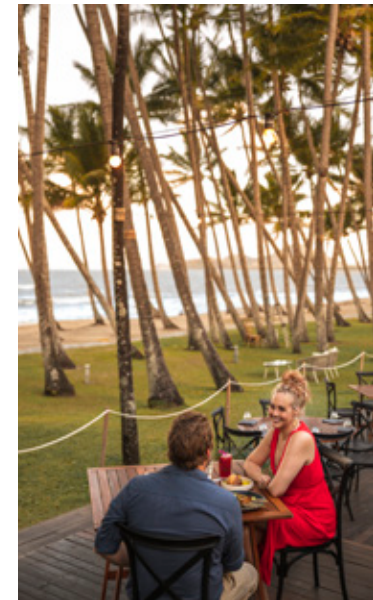
Images are an integral part of telling the “Leave Greater” story.

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.



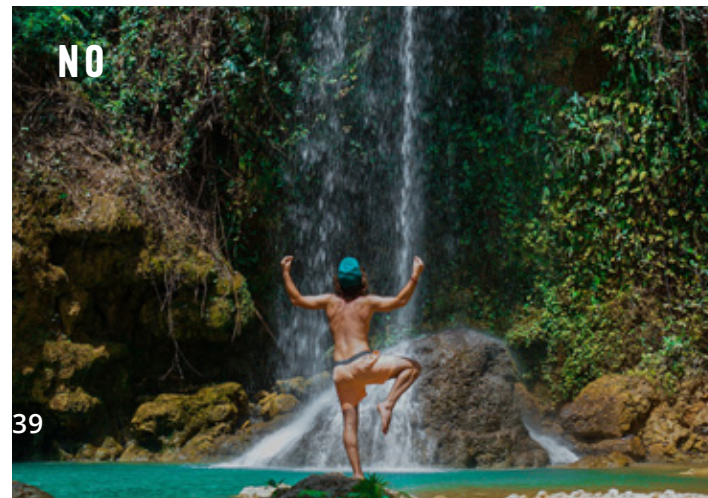
2. WE ARE INTERESTING, NOT EXPECTED.



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.

IN MARKET EXECUTIONS

The saying goes: a picture is worth a thousand words.

Cairns & Great Barrier Reef is like nowhere else on earth, so let your image dictate where the graphic elements go. In this instance, a headline plus subheading works best with copy on the opposite page, with logo in the bottom-right corner while URL sits in the bottom-left.

Headlines and body copy are kept short and to the point, remembering our tone of voice guidelines.

Simple is almost always best.

PRINT



PRESS ADS

Example Tactical Co-op Campaign Press Ad



Example Brand Campaign Press Ad



BRAND TVC



END FRAME

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.



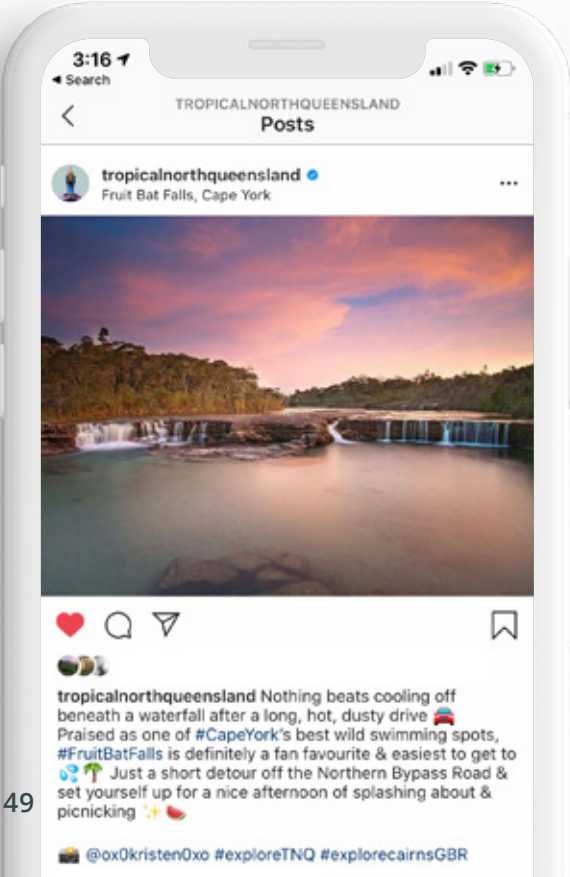
BRAND TRACK

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.

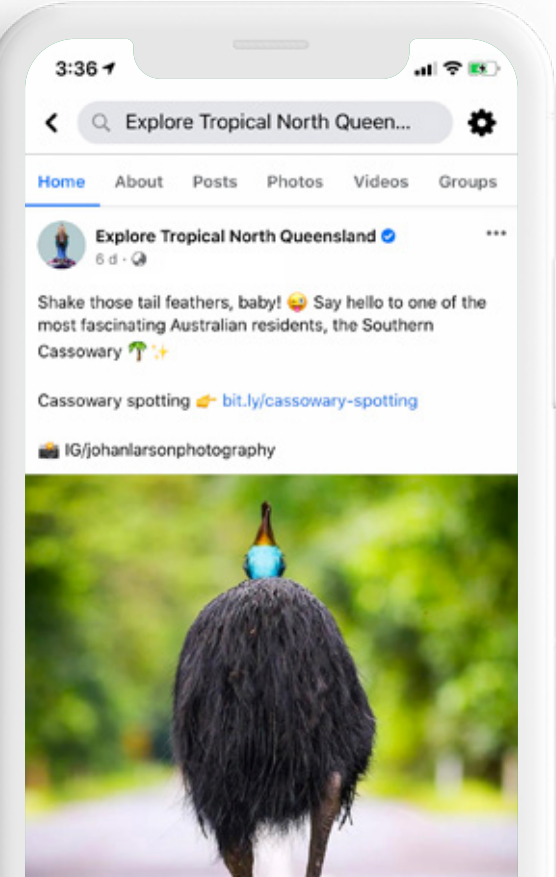
SOCIAL MEDIA

Our destination 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.

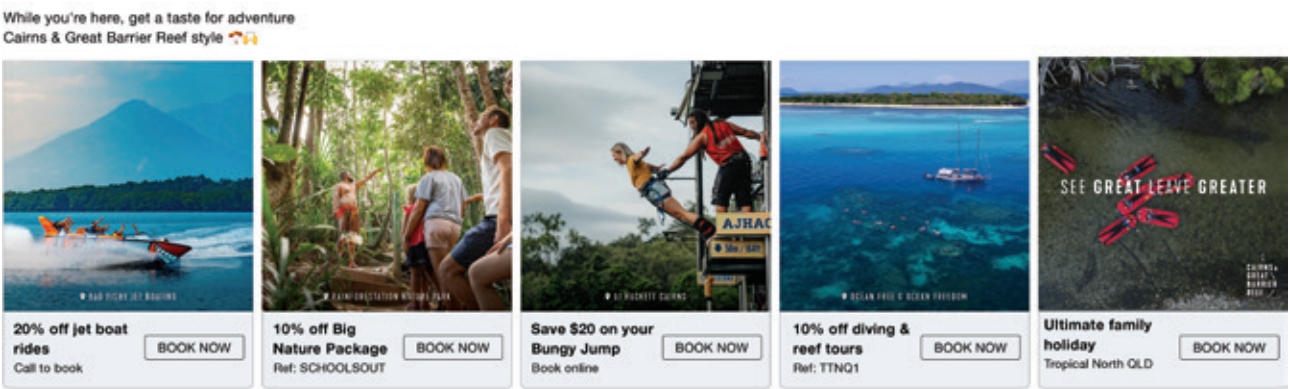
Example Organic Instagram Post



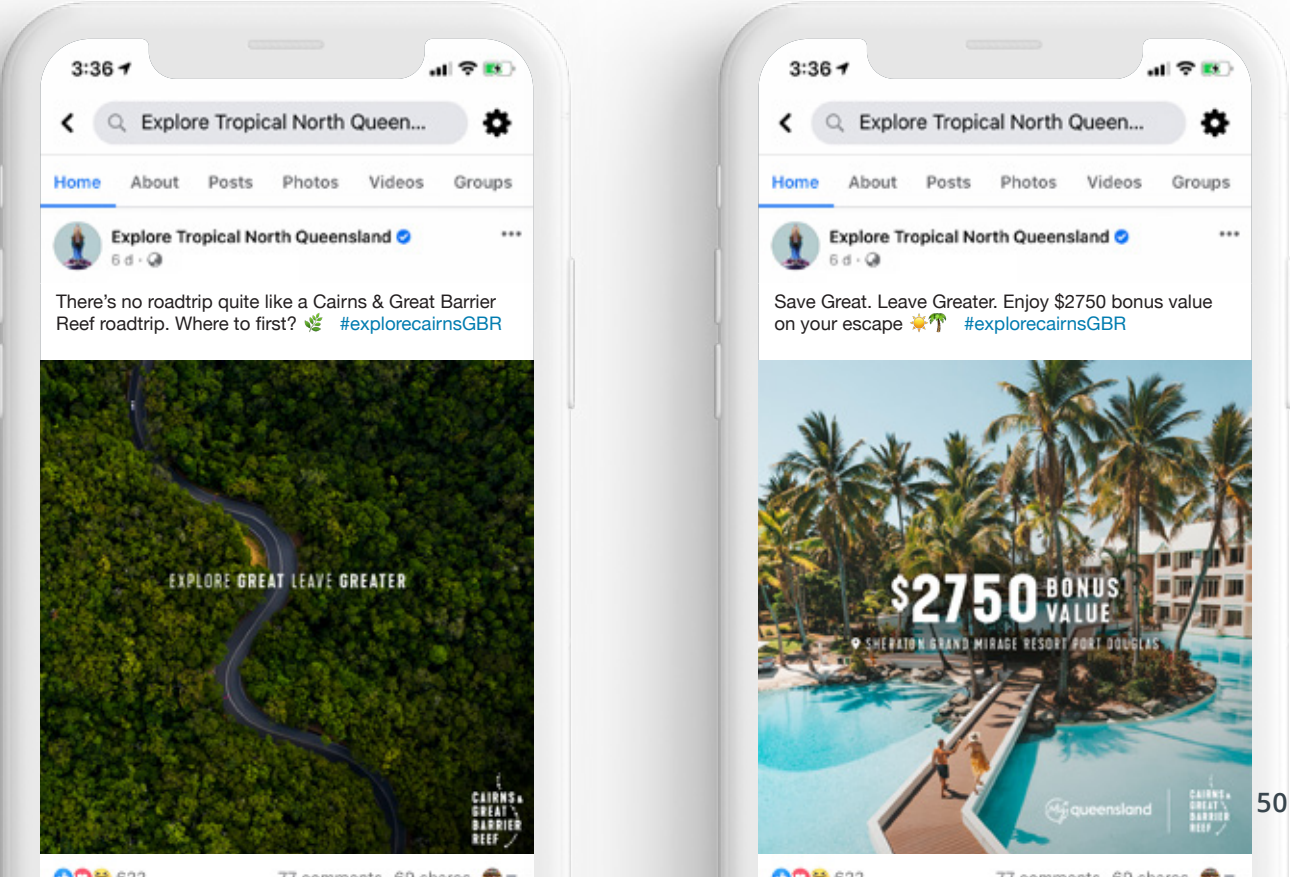
Example Organic Facebook Post



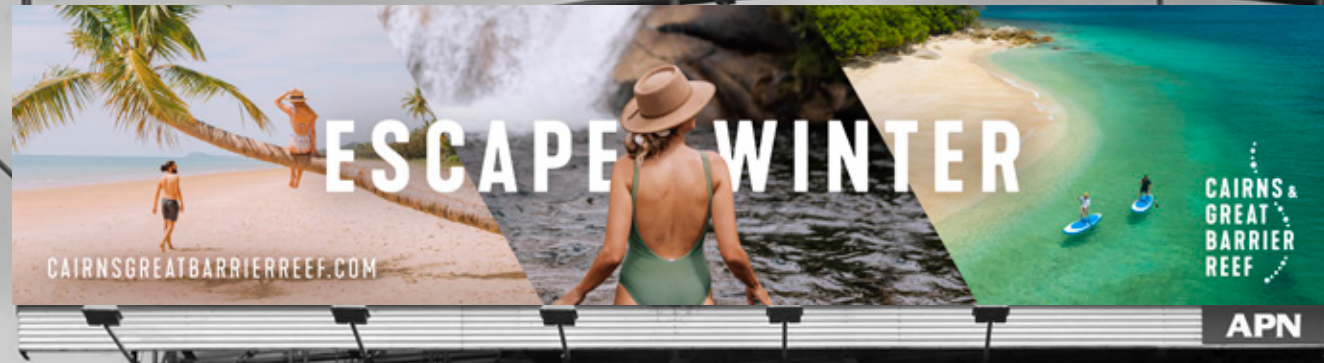
Example Paid Member Co-op Facebook Carousel



Example Paid Facebook Link Ads



OUT OF HOME






OUR CHANNELS

 @tropicalnorthqueensland
 @tropicalnorthqueensland
 @tropicalnorthqueensland
 @cairnsgr
 tropicalnorthqueensland.org.au | cairnsgreatbarrierreef.com (campaign URL)
#EXPLORETNQ #EXPLORECAIRNSGBR




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

LTO/ LTA CHANNELS




TOURISM PORT DOUGLAS DAINTREE

 @portdouglasdaintree
 @portdouglasdaintree
 visitportdouglasdaintree.com




CASSOWARY COAST TOURISM

 @cassowarycoastaustralia
 @cassowarycoastaustralia
 cassowarycoasttourism.com.au




TOURISM ATHERTON TABLELANDS

 facebook.com/athertontablelands
 @athertontablelands
 athertontablelands.com.au




THE SAVANNAH WAY

 @savannahway
 @savannah_way_australia
 savannahway.com.au





TOURISM PALM COVE

 @visitpalmcove
 @visitpalmcove
 tourismpalmcove.com

TRINITY BEACH PROMOTION ASSOCIATION

 @trinitybeachcairns
 @trinitybeachcairns
 trinitybeachholiday.com

COOKTOWN

 facebook.com/cooktownTNQ
 @cooktownTNQ
 @cookshire
 cooktownandcapeyork.com

