



*play* **THE DAY AWAY**  
**BRAND STYLE GUIDE**

DESTINATION  
**GOLDCOAST.**

# Contents

THE CAMPAIGN	1
WHY PLAY	3
TONE OF VOICE	7
IMAGERY	8
CAMPAIGN LOGO	11
CAMPAIGN STICKER	13
GEO PIN	16
TYPEFACE	18
CONTENT TIPS	23
CONTACT	24



📍 SURFERS PARADISE

# *play* THE DAY AWAY CAMPAIGN

IS THE LATEST CREATIVE EXPRESSION OF OUR BRAND POSITIONING AS AUSTRALIA'S FAVOURITE PLAYGROUND. WHILST OUR PREVIOUS CAMPAIGN, 'COME AND PLAY', WAS AN INVITATION TO VISIT THE GOLD COAST, 'PLAY THE DAY AWAY' IS A YOUTHFUL, ENERGETIC CAMPAIGN TAKING OUR AUDIENCE BEYOND THE KNOWN AND EXPECTED OF WHAT THE GOLD COAST IS, INVITING THEM TO DISCOVER EVERYTHING OUR REGION HAS TO OFFER.

IT IS AS BOLD AND ENTERTAINING AS THE GOLD COAST ITSELF, BLENDING ELEMENTS OF MUSICALS AND MUSIC VIDEOS TO CREATE A TOURISM CAMPAIGN LIKE NO OTHER. EVERY PIECE OF DESTINATION GOLD COAST COMMUNICATION IS A JOYFUL EXPRESSION OF PLAY. WHETHER IT'S SINGING, DANCING OR ELEMENTS OF HEIGHTENED REALITY, THE CAMPAIGN POSITIONS THE GOLD COAST AS THE TRIPLE THREAT OF HOLIDAYS.



📍 PINK HOTEL, COOLANGATTA

## WHY PLAY

1. Elevate the importance of *play* from whimsical fun to a must-do antidote against the stresses of daily life.
2. Reframe *play* to have a broader emotional transformation beyond the moment of fun.
3. Demonstrate a *playful* attitude and behaviour in everything we do: comms, services, utilities.
4. Drive re-appraisal via more *playful* regions, more locations and more experiences, beyond current expectations.

*play*  
TO FEEL  
TRANSFORMED

*play*  
MAKES YOU FEEL  
LIKE A KID AGAIN

*play*  
IS ESCAPISM



*play*  
IS  
SOMETHING  
YOU FEEL

📍 COOLANGATTA BEACH



THE TROPIC, BURLEIGH HEADS

# TONE OF VOICE

We don't take ourselves too seriously on the Gold Coast and that's reflected in the way we talk.

Our tone of voice is conversational, authentic, snappy, engaging and playful. It should make you smile!

We are always current – tapping into the latest trends, hot topics and of course we love an emoji 🤪

We avoid using terms such as GC, The Goldie, Glitz, Glam, Glitter Strip, schoolies, party town, crowded, very GC, and similar terms that reinforce outdated perceptions and stereotypes of the Gold Coast.

# IMAGERY

Our imagery should reflect everything that is great about the Gold Coast. It should be a mix of bright, colourful, inspiring, enticing and unexpected. Play is at the heart of everything we do, so are all about capturing travellers experiencing real moments of joy in beautiful locations.

As part of the 'Play The Day Away' campaign we have a library of images that embody everything that is great about play on the Gold Coast. Due to copyright limitations these images cannot be used by partners, although they are an excellent guide for creating imagery that aligns and compliments the campaign.





📍 PINK HOTEL, COOLANGATTA

## CAMPAIGN LOGO

The 'Play The Day Away' campaign logo is a combination of our two brand fonts. 'Play' is set in DGC Black Diamond and 'The Day Away' is in Bebas Neue.

There is a centre aligned or left aligned option for use depending on layout.

To add contrast 'Play' comes in 5 colour options (Golden Sand, Tallebudgera Blue, Tamborine Green, Strawberry Ice Cream and Koala Grey) and 'The Day Away' is set in Crisp Linen White.

*Play*  
THE DAY  
AWAY

*Play*  
THE DAY  
AWAY



📍 PINK HOTEL, COOLANGATTA

## CAMPAIGN STICKER

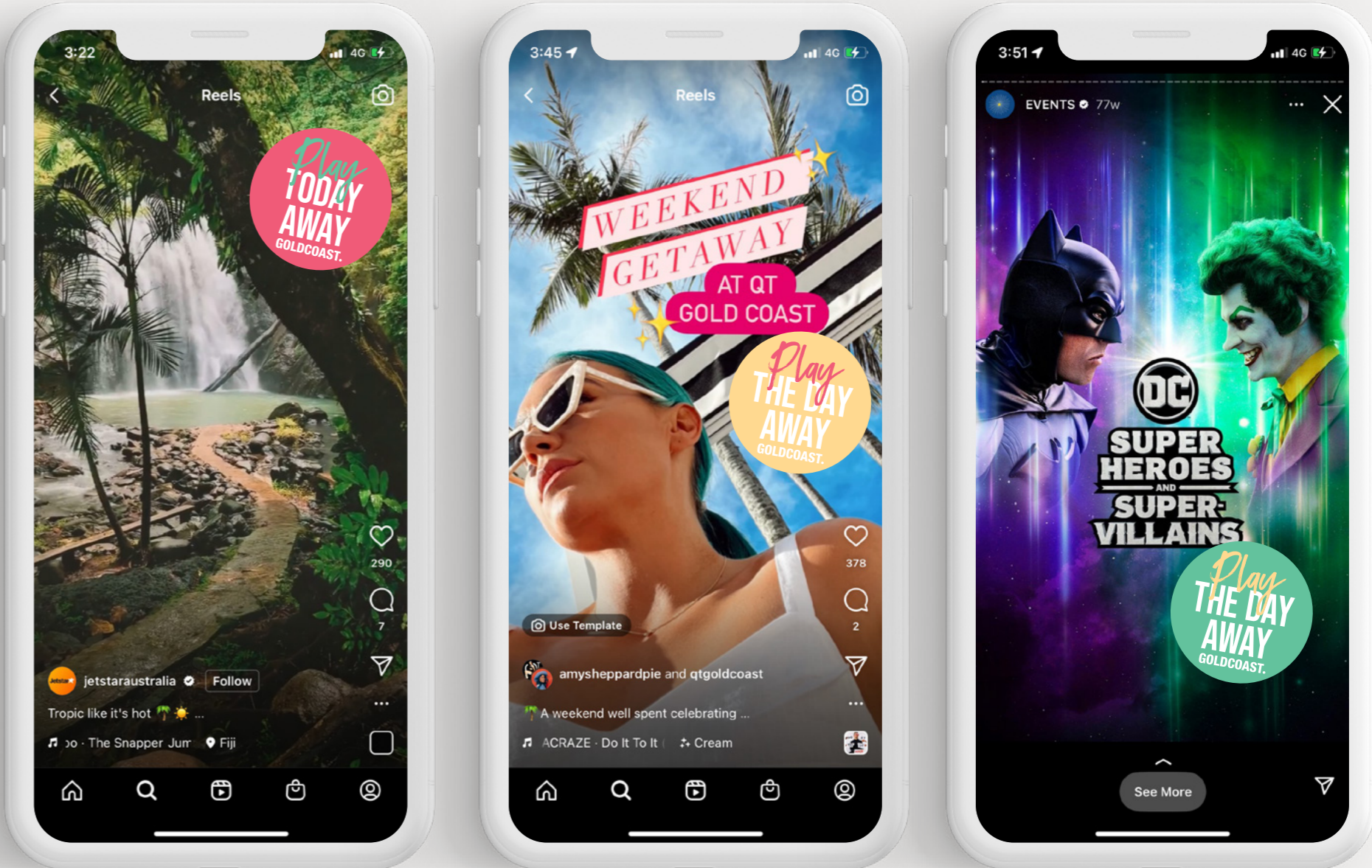
To extend the campaign for our retail partners we have created ‘Play The Day Away’ stickers.

‘Play The Day Away’ stickers should be used by partners and operators to extend the campaign and providing instant link and consistency with the campaign.

The device has been created to suit all types of assets, with the flexibility to use flexible brand colour combo variations for the roundel and “play” to best match the existing branding assets of each partner.

Download the campaign sticker [here](#).

There are two key messages, 'Play The Day Away' used for ongoing comms and 'Play Today Away' to drive urgency.



# GEO PIN

There's nothing more annoying than seeing a beautiful tourism image and not knowing where it is. That's why we always include a geo pin on hero images. The pin itself sits to the left of the location, written in Helvetica Neue, in the proportions demonstrated here.

The geo pin should be placed in a readable, yet inconspicuous location, where it doesn't interfere with the image or headline. Try to use it as much as possible, but if you're creating collateral with a lot of small images where it won't be legible, it can be left off.

The typical convention for a geo pin is 'Product Name, Suburb' or 'Suburb, Gold Coast'.

For example, 'Mantra Towers of Chevron, Surfers Paradise', or 'Burleigh Heads, Gold Coast'.

However, if that product name includes the location, there's no need to write it twice, e.g. 'Peppers Soul Surfers Paradise', not 'Peppers Soul Surfers Paradise, Surfers Paradise'.

When creating content for international markets, try to use 'Gold Coast' as part of the geo pin.

When working in small digital formats such as web banners, the geo pin can be cut down to just use the product name or suburb.

 RAINBOW BAY, COOLANGATTA



Two inner circles from first letter



Two ascender heights tall



Aligned to the top of ascender



 THE QT, SURFERS PARADISE

# HEADLINE TYPEFACE BEBAS NEUE

Our headline typeface is Bebas Neue. A bold, clean font that's never overbearing. We use Bebas Neue in one of two weights: Bold and Book. The standard headline weight is Bold.

Most headlines should be written in Crisp Linen White. You can also use Snapper Rocks Black or one of the colours from our secondary palette to mix it up. If using a secondary colour for your headline, ensure it complements the colours in your image and sufficiently contrasts with any colours/imagery behind it. Coloured headlines should be used sparingly.

Refer to Page 20 for full colour breakdowns.

Bebas Neue is a free, unlicensed font, so font files can be shared with third parties if needed.

BEBAS NEUE BOLD

1234567890  
!@#\$%^&\*()\_+<>/?.,+=  
AA BB CC DD EE FF GG HH II JJ KK  
LL MM NN OO PP QQ RR SS  
TT UU VV WW XX YY ZZ

BEBAS NEUE BOOK

1234567890  
!@#\$%^&\*()\_+<>/?.,+=;”|\  
AA BB CC DD EE FF GG HH II JJ  
KK LL MM NN OO PP QQ RR SS  
TT UU VV WW XX YY ZZ

# BODY COPY TYPEFACE HELVETICA NEUE

Our body copy typeface is Helvetica Neue. It's simple, contemporary and highly legible.

It comes in four weights and two cases to use for subheads, body copy and copy features such as geo pins. Mix them up to create hierarchy in your design, but be careful not to over clutter the one piece with too many different weights and cases.

Helvetica Neue is a licenced font which we hold a paid licence for. Please don't share font files with third parties outside of Destination Gold Coast without consulting with the Brand & Marketing Team.

HELVETICA NEUE 47 LIGHT CONDENSED

1234567890  
!@#\$%^&\*()\_+<>/?.,+=;”|\  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

HELVETICA NEUE 67 MEDIUM CONDENSED

1234567890  
!@#\$%^&\*()\_+<>/?.,+=  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

HELVETICA NEUE 77 BOLD CONDENSED

1234567890  
!@#\$%^&\*()\_+<>/?.,+=  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

HELVETICA NEUE 87 HEAVY CONDENSED

1234567890  
!@#\$%^&\*()\_+<>/?.,+=  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

# FALL BACK TYPEFACE

## ARIAL

If it's not possible to use Bebas Neue (headlines) or Helvetica Neue (body), the fall-back typeface is Arial. This may be the case in applications such as eDMs, websites and PowerPoint presentations.

Before defaulting to Arial, you should actively seek to obtain the Bebas Neue and Helvetica Neue typefaces from Destination Gold Coast. Get in touch via email at [creative@destinationgoldcoast.com](mailto:creative@destinationgoldcoast.com)

Arial is a default font included with MS Office and Mac OS, so most third parties should already have it. It's a licenced font, so please don't share font files with third parties outside of Destination Gold Coast without consulting with the Digital Campaigns and Content team.

ARIAL CONDENSED LIGHT

1234567890  
!@#\$%^&\*()\_+<>/?,.+=;"'\  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

ARIAL CONDENSED BOLD

1234567890  
!@#\$%^&\*()\_+<>/?,.+=  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

ARIAL CONDENSED

1234567890  
!@#\$%^&\*()\_+<>/?,.+=  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

ARIAL CONDENSED EXTRA BOLD

1234567890  
!@#\$%^&\*()\_+<>/?,.+=  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

# ACCENT TYPEFACE

## DGC BLACK DIAMOND

Our accent typeface is DGC Black Diamond. Use it sparingly to add a bit of playfulness, say for key words in a headline, or to add interest to a layout. It shouldn't be used to write an entire headline without Bebas Neue, and it should never be used for body copy.

Take special care to ensure any words written in DGC Black Diamond are legible — particularly when using it in colour or over an image. Text in DGC Black Diamond may overlap slightly onto text in Bebas Neue, but should never sit wholly over the top of it.

Black Diamond is a licensed font for which we hold a paid licence. DGC Black Diamond is our modified version of this font, tailored specifically to Destination Gold Coast. Please use the DGC version supplied. Please don't share font files with third parties outside of Destination Gold Coast without consulting with the Digital Campaigns and Content team.

DGC BLACK DIAMOND

1234567890  
!@#\$%&\*()\_+<>/?,.+=;"'\  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz



# CONTENT TIPS

The best content (images/video) tells a story about our locations and experiences. 'Play The Day Away' content should capture the sense of play and broaden the perception of what the Gold Coast is and has to offer.

We love to be unexpected, new, exciting or create wonderlust, avoid cliché and mix it up, have fun, be playful... we are so much more than beaches.

We always aim to deliver a single minded message / experience with each piece of content, building up an array of experiences over time.

We like to keep it our content short and sweet, creating impact, excitement and leaving our viewers wanting more.

Our content is bright, light and colourful and always created social first, vertical formats are your friend.

# CONTACT

If you have any questions about a piece you're working on – please contact the Destination Gold Coast team via email at [marketing@destinationgoldcoast.com](mailto:marketing@destinationgoldcoast.com)