

# PARTNER PLAYBOOK

Discover more about the Visit Northern Tasmania brand and how you will grow here.

# WHY A PLAYBOOK?

Well, we're glad you asked.

Rather than a traditional brand book where regulations and structure rule the roost, our take is to offer up a practical guide whereby we outline the opportunity to plug into 'how we play' as a region. It's about being considered and consistent in our approach; having a strong identity and understanding of who we are as a destination, yet being malleable enough that we can adjust when an opportunity arises. Establishing true partnerships and connections is at the centre of our marketing and will be where the wins will come in the long game.

By creating this document our aim is to offer up suggestions to our industry, key stakeholders and partners as to how to tap in to and align your messaging to Visit Northern Tasmania's brand positioning and the positive conversations that are taking place about our region.

In the North we leave Chinese whispers and misconstrued stories behind... there is a strength and power in all sharing a similar narrative and communicating that story in unison.

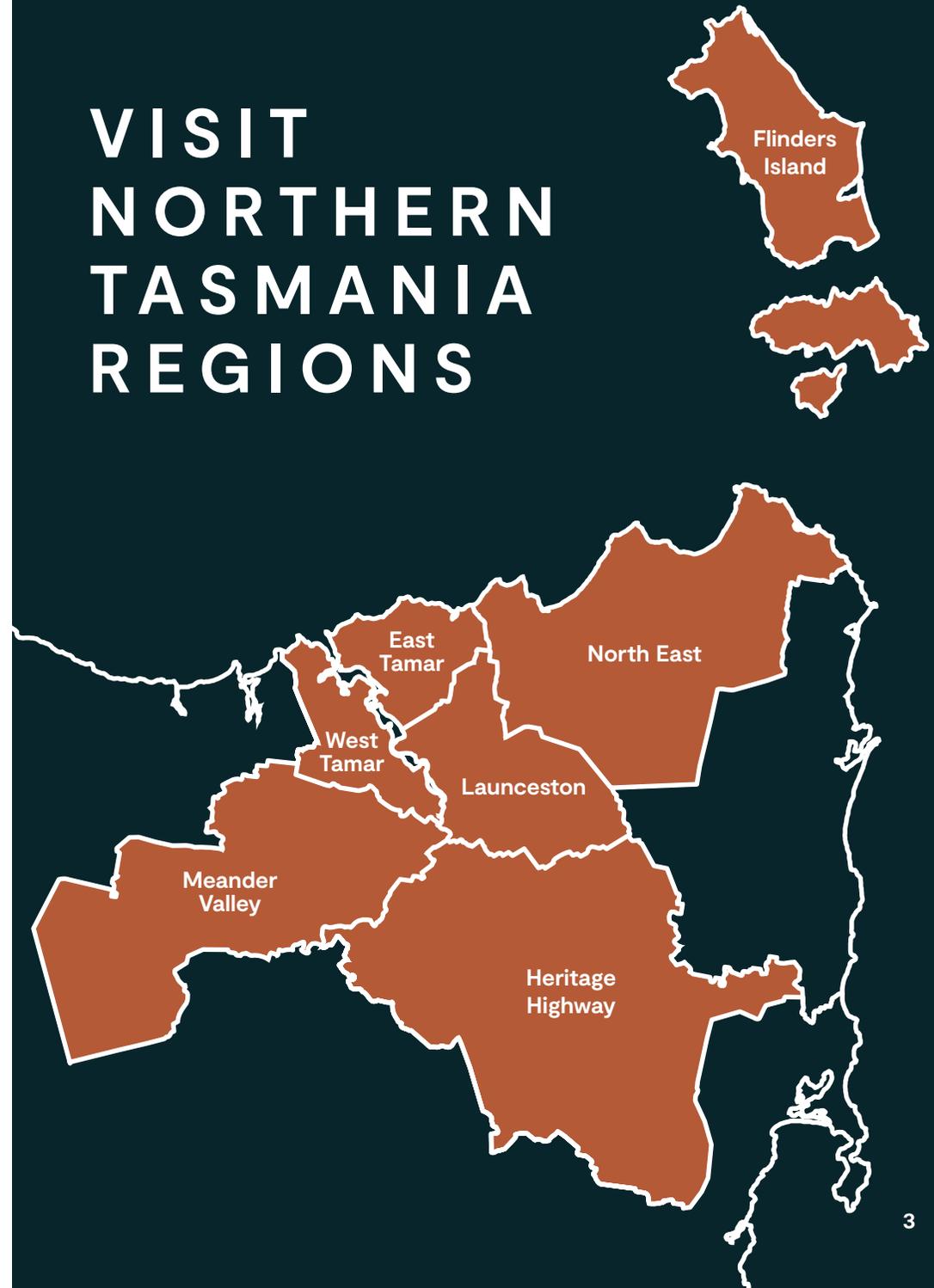
Together, we will play.

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# VISIT NORTHERN TASMANIA REGIONS



# FINDING YOUR TRUE NORTH

The Visit Northern Tasmania brand has been designed around the concept of 'finding your bearings' – finding direction in your life or finding your 'True North'. Referencing a compass pointing North, locating your True North can make a person feel as though they are more centered – that they know which direction to go in. It allows you to get your bearings and choose your way.



# HOW WE IDENTIFY OURSELVES

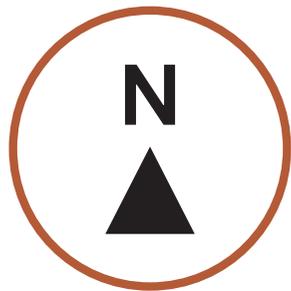
The Visit Northern Tasmania logo references destination abbreviations yet has been shifted so that the 'A' in TAS forms the compass pointer to North.

It is bold and iconic, yet confident and grounded without being arrogant. It is designed to complement yet remain distinct from the 'Come Down for Air' and 'Tasmanian' identities.

The North marks the place that you can move towards and find your place, both physically and in ambition. The North is a place to grow and prosper.



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True North bearing

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Northern Tasmania region and districts

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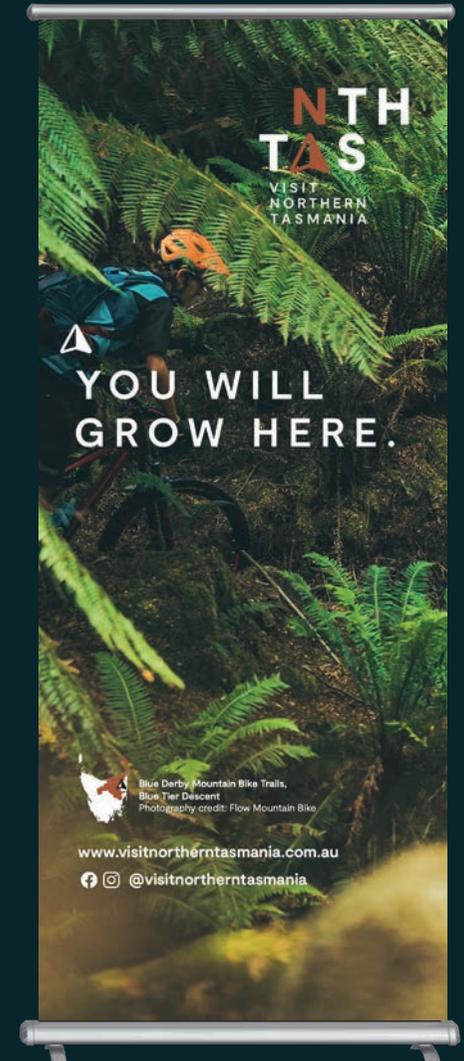
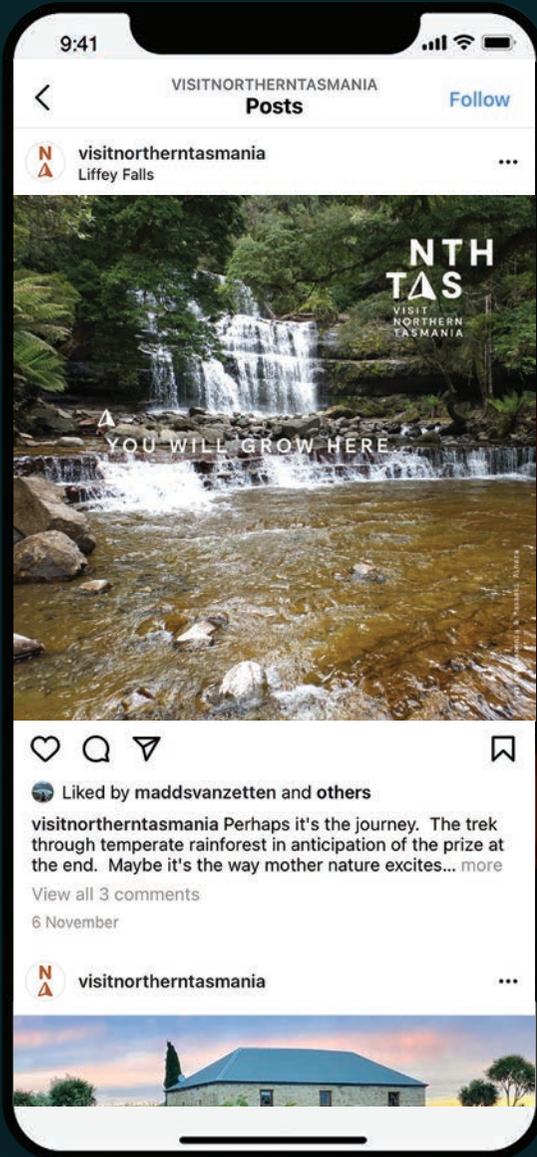
Colour palette derived from a patchwork of different environments in the North

+



Destination and nationality initialisms





# YOU ARE INVITED

The invitation we want to share is that 'You will grow here'.

This statement offers visitors the freedom to grow through close encounters with nature and wildlife, grow in their relationships, grow in daring & bravery whilst on an adventure and grow in their ability to find time for themselves in the far reaches of our region.

You will grow here may also have relevance for others including business, education, agritourism, arts & events and this is how we choose to position both the destination and the organisation.

YOU WILL GROW HERE. 

# BRAND ASSETS

You can download VNT assets from our media hub at [platform.crowdriff.com/m/visit-northern-tasmania](https://platform.crowdriff.com/m/visit-northern-tasmania)

## Email signatures

We have supplied a location specific email signature for each of the seven Northern Tasmanian regions.



Photography credit: Thomas Tomassini and Heath Midgley



Photography credit: Thomas Tomassini and Rob Barnett



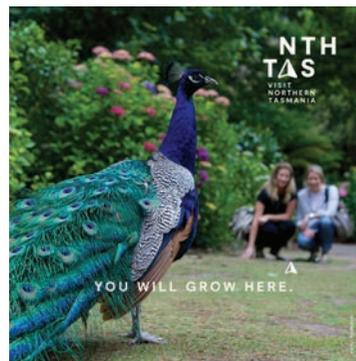
Photography credit: Thomas Tomassini and Rob Barnett



Photography credit: Adam Gibson

## Social tiles

Share Northern Tasmania across your social platforms to encourage visitation.



## Website graphics

We encourage operators to use these graphics on their websites and link through to [visitnortherntasmania.com.au](https://visitnortherntasmania.com.au) to provide more destination information to users.



## Zoom backgrounds

Transport yourself to beautiful Northern Tasmanian locations for your next online video meeting.



# USING THE VNT BRAND

## The NTH TAS logo

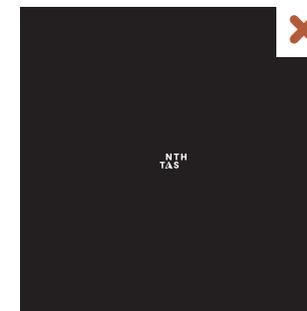
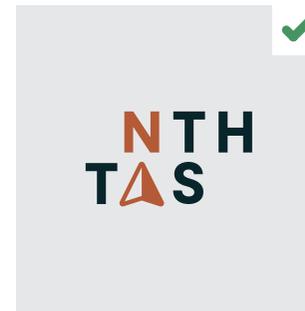
We have supplied colour, white and black variations of the logo. The NTH TAS logo can be used on any of your business's Northern Tasmania related marketing collateral, including posters, brochures, email marketing communications, local press ads and your website and social media pages. Be sure to respect the brand by following the logo usage guidelines.

## We encourage

- Use of the logo on your business's Northern Tasmania related marketing collateral
- Use of the logo as secondary to your own branding
- Use of the supplied assets in ways that are relevant to your business

## We do not encourage

- Manipulation or distortion of the logo
- Realignment of the logo elements
- Use of the logo on busy backgrounds or conflicting coloured backgrounds
- Rotation of the logo or placement on angles
- Scaled logo use that is too small or large



# PHOTOGRAPHY USAGE

## Photography selection

Photography selection is what makes Northern Tasmania look appealing and aspirational. When selecting images, avoid staged, cliché, over exposed or heavily edited images. Images used should be captivating, authentic and spacious.

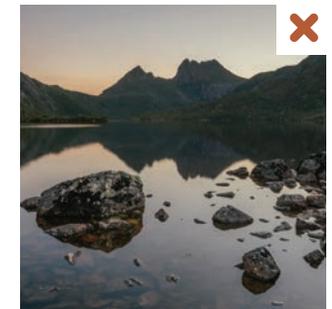
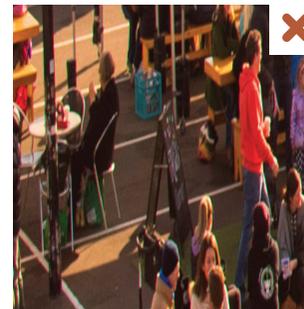
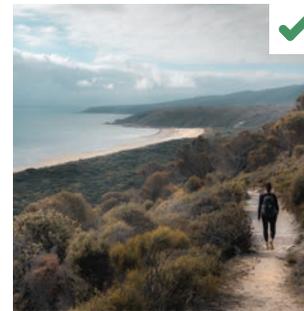
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## We encourage

- Use of space
- Use of action shots frozen in time
- Use of destination specific imagery
- Use of high resolution images

## We do not encourage

- Busy, overcrowded or distorted images
- Close cropping of images
- Use of images from destinations outside of Northern Tasmania



# TO NE OF VOICE

## Aspirational

Discovering Northern Tasmania should always be desirable and the region positioned as a premium visitor experience.

## Compelling

Words are woven into rich narratives that bring Northern Tasmania's diverse locations, attractions and people to life.

## Conversational

We are quietly proud and consistent in our words. We're not loud. We speak with a quiet assurance, drawing people in with what we reveal.

## Audience first

We are audience focused, place people in the scene, describing to them feelings, actions and thoughts through inspirational language and story telling.



YOU WILL GROW HERE. ▲

Perhaps it's the delight in sharing a moment with that special someone. The memories made amidst unimaginable beauty. Maybe it's the serendipity in discovering something new or finding yourself a world away yet still so close to home. One thing is certain. You will grow here.

# STORY STARTERS

Stuck for ideas on what content to share? Let us help with insight into where we look first.

## Tasmanian-ness

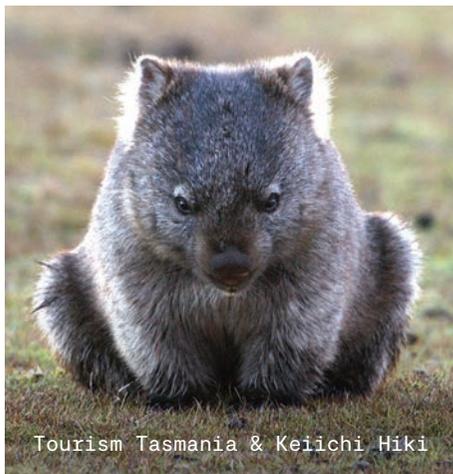
Consider what is uniquely Tasmanian about your product or experience. Do you have a rags to riches story? How is your business anti-ordinary?

## Keep it real

Whether it be the artisan, baker, creator, or neighbour share the back story and offer insight into the people who contribute to your business. Storytelling is compelling and as humans we thrive on it by nature.

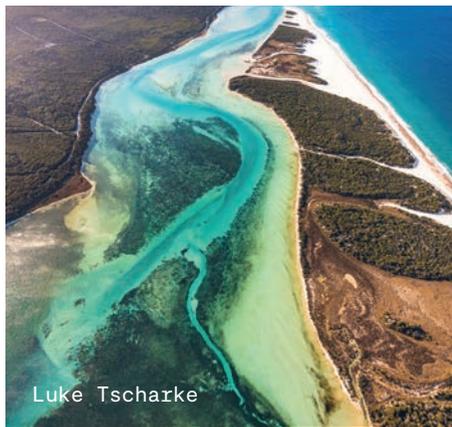
## Food and provenance

It's the obvious connection to 'You will grow here'. Not only do we have some of the finest produce in the world, we are famous for it and what better way to connect with people than over food.



Tourism Tasmania & Keiichi Hiki

**Wildlife:** Who doesn't love seeing a cute and cuddly creature? Introduce consumers to some of our friendly locals.



Luke Tsharke

**Sublime, naturally:** Natural wonders, green-scapes and wide open landscapes are one of our region's biggest drawcards. Play to our strengths by showcasing short walks, forests, oceans and parks.



Flow Mountain Bike

**Escapism:** Offer consumers the opportunity to rescue their freedom – many are caught up in the 'rut' of everyday life.



Tourism Tasmania & Heath Holden

**Tales of times past:** Whether multi-generational or developed over thousands of years, consumers are interested in how our experiences have evolved. Uncover our history, heritage, and explain how things came to be in an authentic and compelling manner.

# CONNECT WITH VISIT NORTHERN TASMANIA



## Our website

To be visible on the Visit Northern Tasmania website ([visitnortherntasmania.com.au](https://visitnortherntasmania.com.au)) you need to have entered your information on the Australian Tourism Data Warehouse (ATDW) site. The ATDW-Online is Australia's National Tourism Database and it is free to list your business on ATDW.

Register at ATDW via [atdw.com.au/listing-with-atdw](https://atdw.com.au/listing-with-atdw)



## Our Facebook

We have two closed Facebook groups that can be viewed via the links below – please just ask to join and we will approve your request. These pages are a handy spot to view upcoming networker events, industry news and updates.

Request to join our community page [facebook.com/groups/270406349756833](https://facebook.com/groups/270406349756833)

Request to join our events community page [facebook.com/groups/4338703876172311](https://facebook.com/groups/4338703876172311)



## Our Newsletter

Subscribe to the Visit Northern Tasmania industry newsletter and allow us to share our knowledge on the latest trends, market research, upcoming events, and local insights.

Subscribe at [visitnortherntasmania.com.au/corporate/industrynews](https://visitnortherntasmania.com.au/corporate/industrynews)



# MEDIA HUB

Here in the North, we are quite content.

We all know content is king so let's work together and combine our resources by:



## Using VNT's hashtags and handles on social media

Facebook: [@visitnortherntasmania](#)

Instagram: [@visitnortherntasmania](#)

Twitter: [@visitnorthtas](#)

Our hashtags are [#visitnortherntasmania](#) and [#grownorthtas](#)

Please tag us in your posts to give us permission to share!



## Downloading assets from the Media Hub

We want you to be able to access the very best photos and videos to help us in our role to attract visitors to the Northern Tasmanian Region. Our Media Hub houses a mix of photography, b-roll, finished videos and brand assets. Visit Northern Tasmania is providing them to our partners, completely free!

[platform.crowdriff.com/m/visit-northern-tasmania](https://platform.crowdriff.com/m/visit-northern-tasmania)



## Contributing content

If you wish to contribute high-resolution, rights-free photo and/or video content to be featured on our Media Hub platform, please submit your content via our Public Uploader.

[upload.crowdriff.com/VisitNorthernTasmania](https://upload.crowdriff.com/VisitNorthernTasmania)



YOU WILL GROW HERE.



**Bridestowe Lavender Estate**  
Photography credit: Luke Tscharke

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[www.visitnortherntasmania.com.au](http://www.visitnortherntasmania.com.au)

  [@visitnortherntasmania](https://www.instagram.com/visitnortherntasmania)