

# BRAND FACT SHEET

*Townsville North Queensland, Alive with curiosity*

Townsville North Queensland, Alive with curiosity, represents the region as a whole and captures Townsville North Queensland's incredible diversity and uniqueness.

Our brand personality is a direct reflection of Townsville North Queensland's unique culture and subsequently, what visitors experience when they travel here. We hope our personality shines through in every word and image we use to represent Townsville North Queensland to the world.

Born from the core brand promise of 'Immerse yourself in hands-on learning about nature in the tropics', the brand gives people a feeling of why they should holiday in Townsville North Queensland.

Townsville North Queensland is engaging, satisfying, warm and friendly. We want to make visitors feel welcome when we share our home with them. Most of all, our region is surprising, immersive and teaches you something new. Townsville North Queensland gives you a feeling of invigoration and delight, of being alive. This feeling should be presented through the brand in all marketing for our region.

The destination brand will be used in ongoing communication through all tourism marketing campaigns into the future.

## Background:

- In 2010, TEQ and Queensland's regional tourism organisations developed a tourism brand positioning for the state's five major regional destinations Gold Coast, Brisbane, Tropical North Queensland, Sunshine Coast and the Whitsundays.
- With an increased focus on destination marketing, in 2013/14 TEQ collaborated with TEL to develop a tourism brand positioning for Townsville North Queensland in order to differentiate the destination and provide focus for future marketing activity.
- TEQ engaged Nutshell Brand Consultancy to work with the organisation and TEL's marketing teams and key stakeholders in the region to develop the new brand positioning for Townsville North Queensland with the aim of increasing overnight visitation to destination.
- TEQ engaged Publicist Mojo to develop the Townsville North Queensland tagline *Alive with curiosity* and to provide creative direction for the brand.

Brand Elements | [www.townsvilleenterprise.com.au/visit/TourismMarketing](http://www.townsvilleenterprise.com.au/visit/TourismMarketing)

Brand Elements including the logo, fonts, brand colours, operator manual are available for download at [www.townsvilleenterprise.com.au/visit/TourismMarketing](http://www.townsvilleenterprise.com.au/visit/TourismMarketing). We encourage you to use these elements in your marketing in accordance with the brand guidelines - also available via the link above.

## Logo:



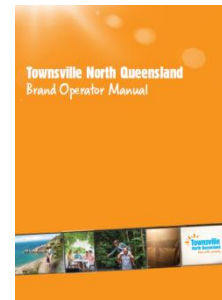
## Logo Variations:



## Operator Manual:

Enclosed you will find the Brand Operator Manual, where you'll discover how you can incorporate the Townsville North Queensland Brand into your marketing.

Download now at [www.townsvilleenterprise.com.au/visit/TourismMarketing](http://www.townsvilleenterprise.com.au/visit/TourismMarketing)



## Point of Sale Collateral:

Posters and tent cards have been developed for you to display in your business to promote the region to your customers. If you would like to order any additional collateral, please contact Townsville Enterprise on (07) 4726 2728.

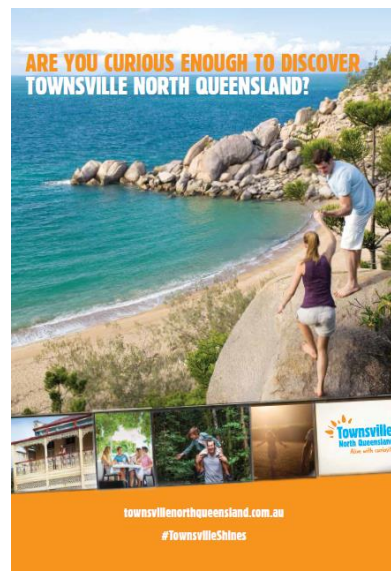
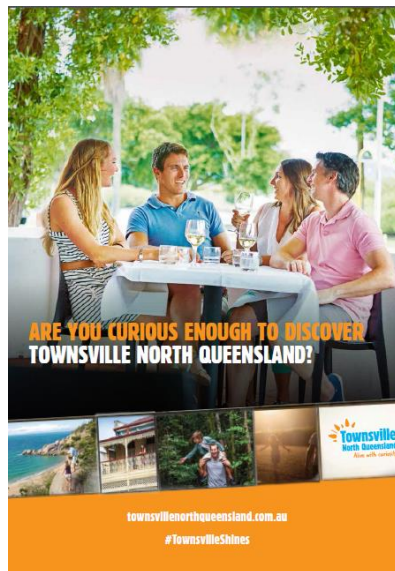
The Accredited Visitor Information Centres throughout the region will also receive pull up banners to provide a consistent feel for consumers across the region.

## TENT CARDS:





POSTERS:



PULL UP BANNERS:

