

Wimmera  
Mallee

ADVENTURES  
IN A DIFFERENT  
Light

CAMPAIGN ATLAS



[visitwimmeramallee.com.au/adventure](http://visitwimmeramallee.com.au/adventure)

# CONTENTS

Introduction	4
Campaign Connection	6
Visual Assets	9
Copy Assets	13
Brand Examples	14
Contact Us	16

*Wimmera  
Mallee*



# ACKNOWLEDGEMENT OF COUNTRY

*Wimmera  
Mallee*

We acknowledge the Traditional Owners of the land right across the Wimmera Mallee; the Wotjobaluk, Wergaia, Jupagalk, Jaadwa and Jadawadjali people of the Wotjobaluk Nation, Dja Dja Wurrung people, Gunditjmara People and visiting Traditional Owners.

The natural environment of these regions is the key reason visitors choose this destination. We are grateful to the Traditional Owners for sharing this beauty.



# INTRODUCTION

Wimmera  
Mallee

A region that changes its colours from season to season, from sunrise to sunset. While our expanse covers a large portion of the state, we are the unknown, the hidden gem.

We're for going against the grain, discovering the unfound while avoiding the crowds. No two Wimmera Mallee trips are the same.

For every visitor, traveller, adventurer, family... the Wimmera Mallee offers a unique experience to seek something different, an opportunity to choose your own adventure, to see the other side of Victoria and explore on your terms.

# ADVENTURES IN A DIFFERENT *Light*

*Wimmera  
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# CAMPAIGN CONNECTION

## For Families

The Wimmera Mallee is a blank canvas for authentic family adventure and fun.

We believe that what makes a memorable trip is the journey as much as the destination. The 'in-between' stops, the rich, raw and real experiences, the micro-moments where visitors can stop and appreciate the space around them.

Rich, raw, real family experiences. Our Family Adventure Guide gives you all the information you need to make lifelong memories in the Wimmera Mallee.

[Download Family Adventure Guide](#)



# CAMPAIGN CONNECTION

## For Outdoor Adventurers

Our region is made up of incredible open spaces, natural wonders and big skies. A getaway like no other for the outdoor lovers, adventure-seekers, or for those looking to simply relax, and unwind.

We want to share the simply stunning beauty of the almost untouched landscapes, national parks and natural landmarks with anyone willing to seek and discover.

Our Outdoor Adventure Guide allows travellers to map out their own unique experience in the Wimmera Mallee.

[Download Outdoor Adventure Guide](#)



## CAMPAIGN CONNECTION

### For Creatives

There's creativity and culture aplenty in the Wimmera Mallee, with both man-made and natural wonders found on any given journey. An adventure on the Silo Art trail is an unforgettable trip that is filled with iconic, world renowned art – and many hidden gems in between.

Think vintage shopping, live gigs, galleries, museums, and endless photography opportunities - from dawn til dusk.

Our Creative Adventure Guide helps visitors plan what they want to see and do, to build their own to-do list and tick it off as they explore the wonders on offer in the Wimmera Mallee.

### [Download Creative Adventure Guide](#)





# VISUAL ASSETS

Wimmera  
Mallee

Logo (landscape)

Wimmera  
Mallee

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Logo (portrait)

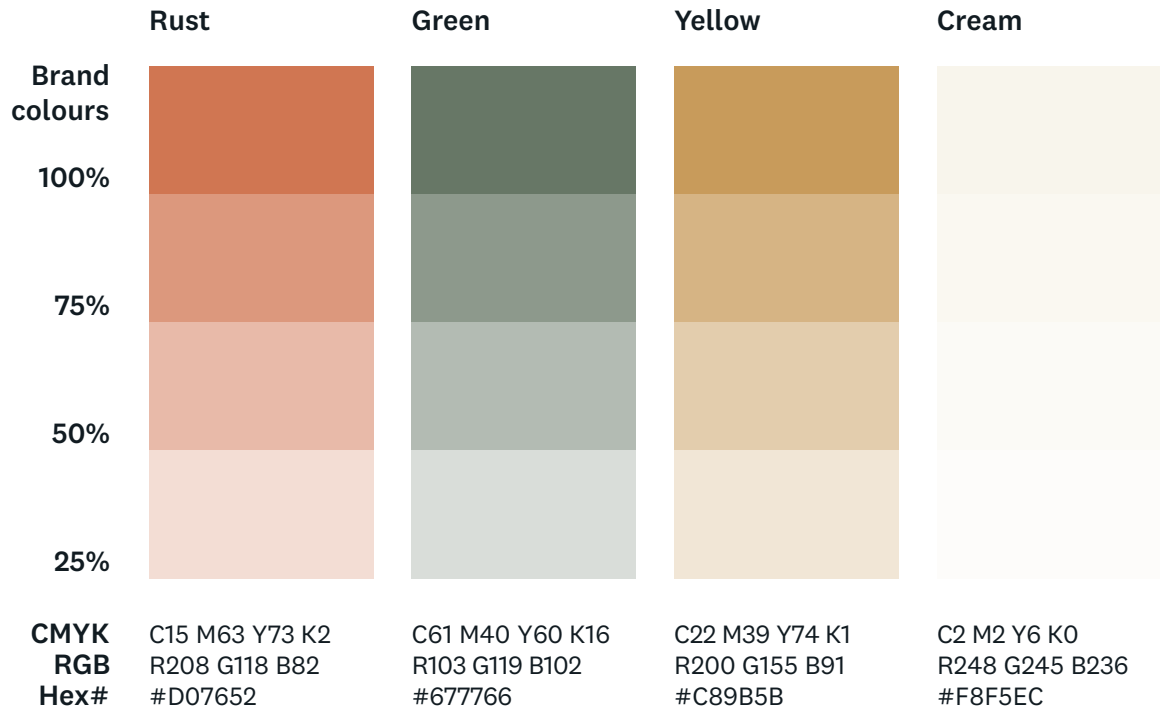
Wimmera  
Mallee

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# VISUAL ASSETS

## Colour palette



# VISUAL ASSETS



## Typefaces

### Druk Condensed Super (Headings)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### Little Delights (Headings)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

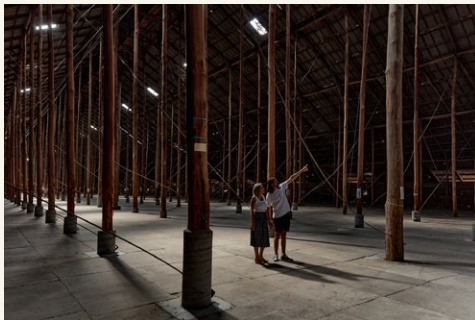
### National 2 Condensed (Body Copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# VISUAL ASSETS

Wimmera  
Mallee

Photography  
Download



# COPY ASSETS



## Social copy thought starters

Find your own way through the Wimmera Mallee and discover an adventure in a different light.

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Wherever your Wimmera Mallee adventure takes you, there is always more to see. Explore on your terms and discover an adventure in a different light.

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No two Wimmera Mallee trips are the same. Find your own way, tick off your own list, and discover your adventure in a different light.

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Tick off your own list, create your own Wimmera Mallee memories, and experience adventures in a different light.

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From the Silo Art Trail, to big skies, and all the hidden gems in between, Wimmera Mallee has an adventure for everyone.

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We have the space, fill it with your journey, stories, and memories.

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We believe that what makes a memorable trip is the journey as much as the destination. The 'in-between' stops, the rich, raw and real experiences, the micro-moments where you can stop and appreciate the space around you.

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Rich, raw, real family experiences. An unplugged trip in the Wimmera Mallee is your next adventure in a different light.

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An adventure to the Silo Art trail is an unforgettable journey that is filled with iconic, world renowned art – and many hidden gems in between.

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Discover the Wimmera Mallee's incredible open spaces, natural wonders and big skies. A getaway like no other for the outdoor lovers, adventure-seekers, or to simply unplug, relax, unwind and run free.

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# BRAND EXAMPLES



## How can you support the campaign

It's our region, it's your region and we want to share it with everyone:

### “THE ULTIMATE WIMMERA MALLEE ADVENTURE”

Help us share the competition by posting some of these amazing adventure pics across your socials, along with the call to action to visit [visitwimmeramallee.com.au/adventure](https://www.visitwimmeramallee.com.au/adventure) to enter the competition.

Or

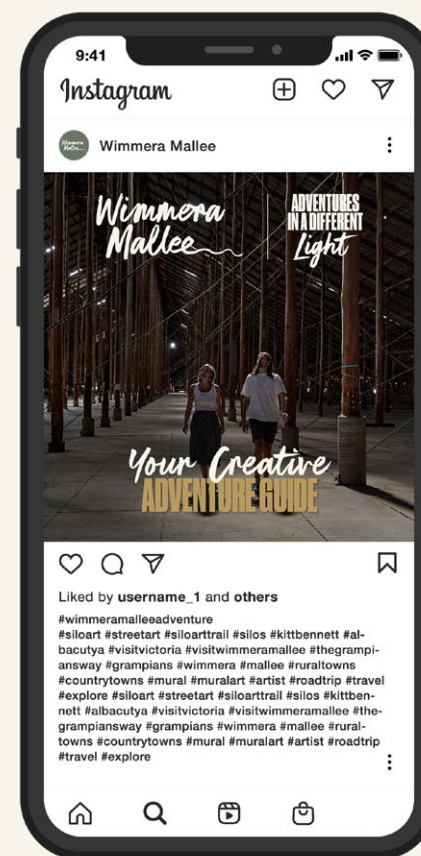
### “ADVENTURE LIST”

Your region, your home town, your business location. Help us extend and amplify the campaign and compile your own ‘List’ of adventures, art & sights, things to do, places to see, hidden gems etc - for your region.

You can post using your own images or the ones provided.

## How to use the social toolkit

Example of social post:



# BRAND EXAMPLES

Wimmera  
Mallee

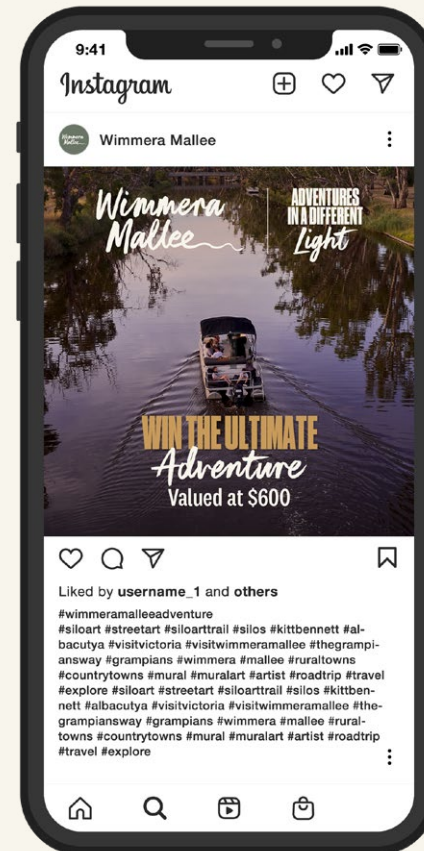
## Recommended Hashtags

### Primary

#wimmeramalleeadventures

### Secondary

#siloart #streetart #siloarttrail #silos #kittbennett #albacutya  
#visitvictoria #visitwimmeramallee #thegrampiansway #grampians  
#wimmera #mallee #ruraltowns #countrytowns #mural #muralart  
#artist #roadtrip #travel #explore



# CONTACT US

## Have a question

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[www.wda.org.au](http://www.wda.org.au)

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