



VISIT
Werribee
& Surrounds

**BRAND AND MARKETING
TOOL KIT**

Version
May 2020



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Join us

Visit Werribee & Surrounds is the region's new visitor-facing, destination brand.

A place where a Meerkat moment becomes a lifetime memory and spirits soar on the wings of aviation history. The visit Werribee & Surrounds brand positions our region as a must-do destination for domestic, interstate and international visitors, encouraging them to stay longer and spend more during their visit.

Our brand position is designed to unite and amplify all that is great about Wyndham.

To strengthen the appeal of our region as a visitor destination, we need to present a clear offering and point of difference. Every interaction with the consumer builds on their knowledge and emotional connection to place, which builds their intention to visit.

Within this document, you'll find everything you need to join us in showcasing the best of our region to the world.

The benefits of destination marketing

The stories and experiences of Werribee and surrounds make up our brand identity. Alignment with the destination brand enables:

- Greater traction for all stakeholders through shared content and word of mouth promotion.
- Efficiencies in marketing and communications spend.
- Benefits for the whole region as a result of consistent and reinforced brand identity.
- Leverage of resources invested into the Visit Werribee & Surrounds brand, via partnerships and collaborative promotion.

The style guide details the visual principles regarding: the brand logo, positioning statement, colour palette, typography, graphic devices and photography.

Sample applications have been provided to illustrate how the principles are applied in context of brand communications.





If you're unsure or need any assistance in any way, please contact kate.lind@wyndham.vic.gov.au

Our visitors

While Wyndham's current visitor numbers are strong, with over 1 million visits a year – visitation is dominated by domestic day tripper and visiting friends and family (VFR) markets, with the opportunity to increase visitation from higher yield interstate, international and overnight segments.

Our intrastate, interstate and international overnight visitors are from the following markets:

INTRASTATE AND INTERSTATE

 VICTORIA	70%	 QUEENSLAND	8%
 NEW SOUTH WALES	10%	 SOUTH AUSTRALIA	6%

INTERNATIONAL

INDIA	35%	CHINA	8%
NEW ZEALAND	15%	UNITED KINGDOM	4%
OTHER ASIA	15%	MALAYSIA	4%

[City of Wyndham Tourism Research 2020](#)

Our story

As a recreational and lifestyle destination, our Visit Werribee & Surrounds brand communicates the region's diversity of exciting experiences and beautiful destinations to people, groups and families looking for adventure.

Moving away from 'Wyndham', which is associated with the civic municipality, the use of 'Werribee' anchors the region to our geographic location.

Research shows that visitor awareness of Werribee is higher than that of Wyndham and it also resonates strongly with our Visiting Friends and Family (VFR) hosts.

BRAND ESSENCE

Our brand essence is:

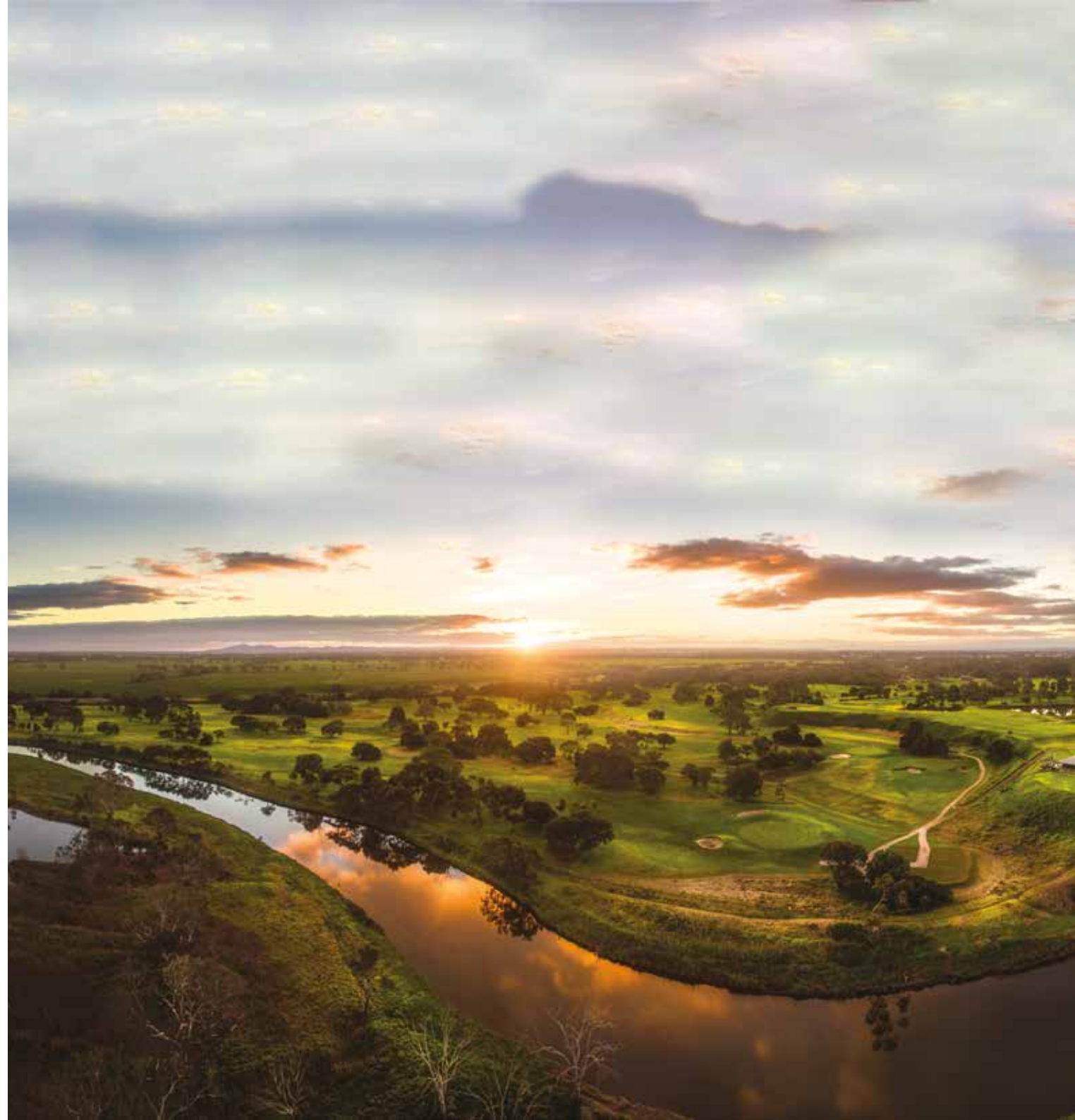
Adventure
UNLEASHED

Our region might be close to the city, but it can feel like another world away.

Visitors are able to experience something different from their normal day-to-day life, with a huge variety of unique, involving and memorable experience – all within close proximity.

Adventure Unleashed captures the breadth and diversity of our region, where your journey, and the horizon opens up before your eyes.

It's not about danger or physical endurance, but the thrill of possibility, discovery and a sense of wonder.



BRAND PERSONALITY

We are: Adventurous, Cheeky, Outgoing/Charismatic, Smart, Passionate

BRAND NARRATIVE

Where a Meerkat moment becomes a lifetime memory.

Where spirits soar on the wings of aviation history.

Where the state's finest roses flourish ... and wines have a world-famous bouquet.

Where shopping isn't an inconvenience it's an experience – to be enjoyed your way.

Where you're carried away to everywhere you love to be.

Visit Werribee and Surrounds.

Where adventure is unleashed.

OUR VALUE PROPOSITION

TO: Couples and families from overseas, interstate and metropolitan Melbourne

WHO: Are seeking new experiences, beautiful places and adventures to share

WE PROVIDE: An unparalleled diversity of exciting experiences all in one region

THAT WILL: Transport me to another world

ESSENCE: Adventure Unleashed

Our story

NARRATIVE

WERRIBEE AND SURROUNDS

Experience adventure unleashed

The call of the African savannah from Werribee's Open Range Zoo sets the tone. Adventure lives here. Here's a taste of what surrounds you.

Feast your senses on the finest wines and cuisine.

Revisit world aviation history, take off in a Tiger Moth or watch rare overseas birds land in our wetlands.

Romance is always in the air at Werribee Mansion.

Looking for more outdoor action? You can play like a champion on superb greens, kayak down the river or hit Wyndham Harbour's deep blue.

Just 30 minutes from Melbourne's heart, you'll find a world apart.

Land, sea or sky, there's always a new experience to try.

Experience adventure unleashed.

Visit Werribee and Surrounds.

WERRIBEE PARK PRECINCT

Your gateway to adventure.

Werribee Park Precinct is home to an abundance of experiences within a heartbeat of each other. So, what's your passion?

The Downton Abbey style grandeur of Werribee Park Mansion topped off with an indulgent celebration in The Refectory.

The floral displays of the Victoria State Rose Garden, the arenas and polo fields of the National Equestrian Centre or the rolling plains of Werribee Open Range Zoo.

Perhaps a leisurely 18 holes at Werribee Park Golf Club or a little extra indulgence at Lancemore Mansion Hotel Werribee Park is more you?

Need we say more? Most definitely.

Your getaway wouldn't be complete without a fine red at Shadoxfax Winery and coasting down the river to the colourful K Road Cliffs.

Your adventure starts here in Werribee Park Precinct.

Our story

VISUAL IDENTITY

The Visit Werribee & Surrounds identity is dynamic, expressive and full of energy.

From the iconic architecture of the Werribee Mansion to the flora and fauna of the Werribee Open Range Zoo, the imagery reflects the diversity of unique experiences available all in one destination. Greenery is used to bring these elements together, celebrating our region's beautiful green spaces.

The identity is very detailed and when used forms a central part of the design, utilising the core colour palette.

The colour palette features natural pastel colours that capture the natural surroundings of our region: sky, sand, blush and grey. They are used as background colours to support the bright photography of our brand identity and supporting elements.

LOGO

The Visit Werribee & Surrounds logo uses a combination of a sans serif, serif and script typeface to capture both the traditional and modern aspects of the region.

The text-based logo can be used in isolation from the full identity providing a flexible option for industry co-branding with operators and applications where space is limited.

Visual identity



Positioning line

Adventure
UNLEASHED

Wordmark version

VISIT
Werribee
& Surrounds

Colour

Primary colour palette



Secondary colour palette



Our story

VISUAL IDENTITY

The contoured imagery is used with the brand, to support our positioning statement 'Adventure Unleashed'.

This style of clustered and cropped imagery is also used in an editorial sense, online and in print, with the flexibility of using a wider variety of imagery, that can be customised to specific applications and added to over time.



Our story

POSITIONING

WHAT WE ARE



Adventure and Discovery



Connect with Nature

WHAT WE AREN'T



Adrenaline Fuelled



Lose Yourself in Nature

Our story

POSITIONING

WHAT WE ARE



High Quality Experiences



WHAT WE AREN'T



Exclusive



Shared, memory-making moments



Self-Reflection

Our story

POSITIONING

WHAT WE ARE



Living Histories



WHAT WE AREN'T



A Time Capsule



Fun by the Water



Beach Holiday

Our story

Museums/Historical Attractions

- Werribee Mansion
- RAAF Museum
- B-24 Liberator
- Little River Mechanics Institute
- Point Cook Homestead

Contemporary Art and Performances

- Wyndham Art Gallery
- Wyndham Cultural Centre
- Public Art Trails & Street Art
- Film Culture

Indigenous Experiences

- Harpley Discovery Trail

On Land

- Walking Trails
- Bike Riding
- Golf
- Bay West Driving Trail
- Parks and playgrounds
- 4x4 testing ground
- Gateway to the You Yangs

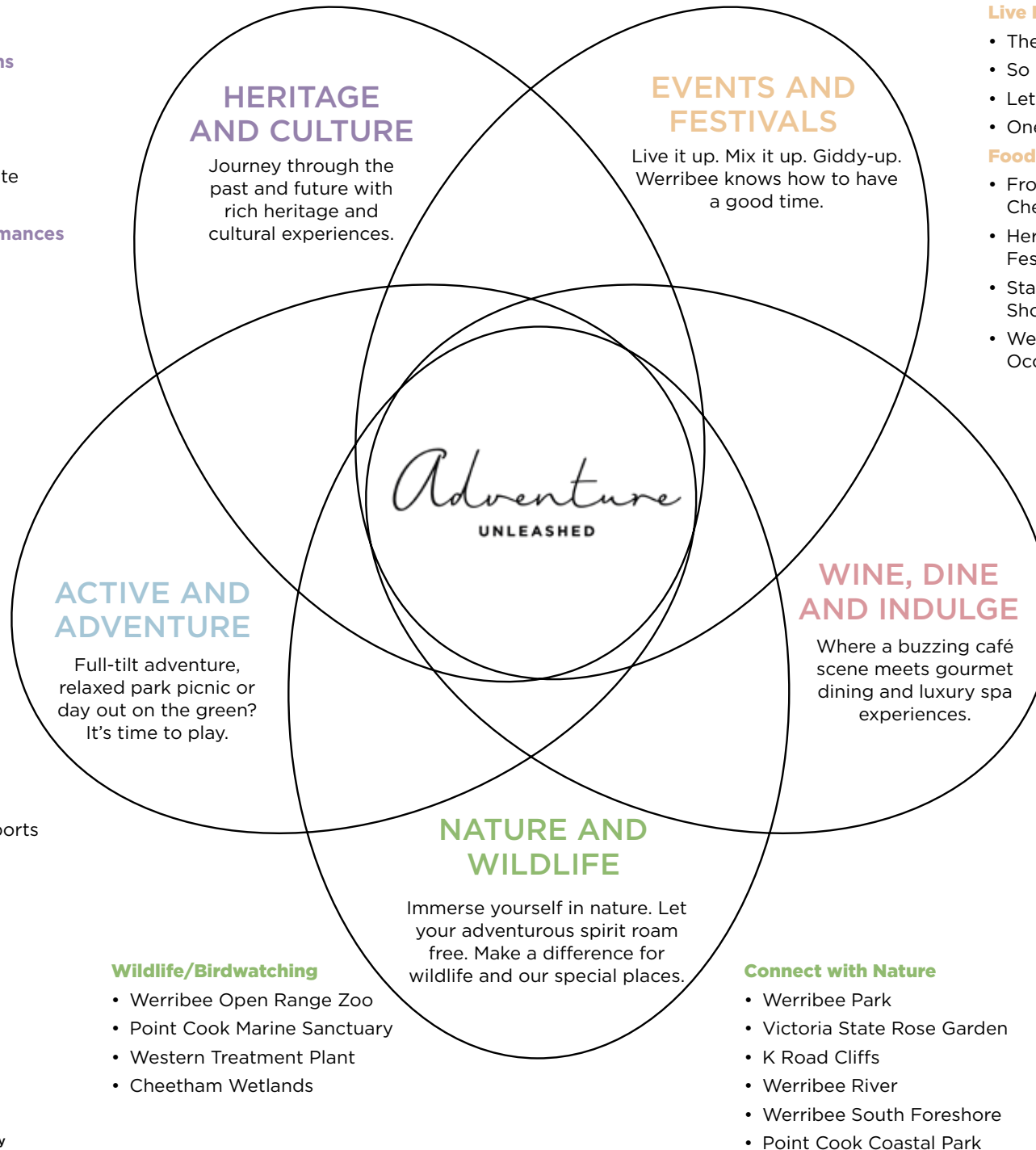
On the Water

- Boating, kayaking & water sports
- fishing
- Wyndham Harbour
- AquaPulse

In the Air

- Tiger Moth joy flights

BRAND PILLARS



Wildlife/Birdwatching

- Werribee Open Range Zoo
- Point Cook Marine Sanctuary
- Western Treatment Plant
- Cheetham Wetlands

Connect with Nature

- Werribee Park
- Victoria State Rose Garden
- K Road Cliffs
- Werribee River
- Werribee South Foreshore
- Point Cook Coastal Park

Live Music

- The Lost Lands
- So Frenchy So Chic
- Let Them Eat Cake
- One Electric Day

Food & Indulgence

- Fromage a Trois Cheese Festival
- Heritage Fruit Tree Festival
- State Rose & Garden Show
- Weddings & Special Occasions

Equestrian/Racing

- National Equestrian Centre
- Werribee Racing Club
- Werribee International Horse Centre
- Polo

Sport & Aviation

- The Australian International Airshow
- VFL Football
- A-League Soccer
- State Competitions

Gourmet Experiences

- Shadowfax Wines
- Joseph's Bar & Restaurant
- Picnics with a view
- Market Gardens, Heritage Orchard & Community Farm

Café Culture, Bars and Street Eats

Wellbeing

- Day spas
- Luxury accommodation

Shopping

- Pacific Werribee
- Werribee City Centre

Our story

LANGUAGE AND TONE OF VOICE

This Tone of Voice guide is designed to unleash the full potential of our new brand personality. It establishes a tone of voice that balances the freedom to create compelling content with the need to consistently be true to our visitor promise – Adventure Unleashed.

HOW WE SOUND TO VISITORS

CONVERSATIONAL

PLAYFUL

AUTHENTIC

TACTILE

FRESH & LIVELY

ASPIRATIONAL

ASSURED

Conversational

We are warm, helpful and friendly. Accessible, but not overly familiar. So we don't use formal language. Equally, we don't get too colloquial or Aussie.

We say ... This Valentine's Day say it with over 5,000 roses.

And not: Hey mate, make it a date amongst those beaut roses!

Playful:

We've an easy-going cheeky, playful way about us. An endearing human charm that creates a smile in the mind, not a belly laugh. However, while we can be playful, we're not trivial. We embrace fun, but shun the pun and trying too hard to be funny.

We say ... Where cheeky monkeys meet meerkats. School Holiday Specials.

And not: Do your kids belong in the zoo these school holidays? Come on down to Werribee for a roaring good time.

Authentic

We're always real – in other words, human and personal. Our visitors should always come away feeling like we're warm and genuine. We tell it like it is. But not in a raw, 'rough and ready' grassroots sense. We quickly and candidly sum up the heart of the experience. So we're not fans of excess baggage like jargon and flowery copy.

We say ... We get birdwatching isn't for everyone. But seeing the first Flame Robin of the season – that's something else.

And not: You'll go wild for this. One of the most genuinely authentic events you'll ever see. Your once in a lifetime chance to be one of the first to see the Flame Robin touching down close to the world-acclaimed Western Treatment Plant.

Tactile

Explore. Unleash. Whoosh. Savour. Hush. Immerse. Dive in. In every sense, we aim to entice and capture the emotion of the experience. (Again, without using clichéd, jargon-heavy or flowery copy.) We simply talk to how people feel. That's our real.

We say ... Live it up. Mosh it up. Mix it up. Giddy-up. From the thunder of hooves to jazz on manicured lawns, there's an event that's yours to own.

And not: Experience events beyond equal. Will it be savouring the bouquet of a fine red at Shadowfax Winery or seductive jazz on the manicured green lawns of the Victoria State Rose Garden?

Our story

LANGUAGE AND TONE OF VOICE

Fresh & Lively:	<p>This plays back to our playful character. Our lively, upbeat voice stops our conversational side meandering too much. It also helps create that 'unleashed' adventurous feeling. It has a contemporary crispness, without any formal abruptness. Hyperbole, jargon, clichés and acronyms aren't in our vocabulary.</p>
Aspirational	<p>This isn't the aspiration for 'casino-style' glitz and glamour. Our tone is one of upbeat natural desire. The uncomplicated promise of a heightened experience. Less a super yacht seafood degustation, more the anticipation of being out on the water off Wyndham Harbour. Sure, we still like to celebrate with that special indulgence. However, the accent is placed on the richness of the experience over the extravagance. It's a fine balance between casual and classy.</p> <p>We say ... Hit the blue early to see your spinnaker rise to the challenge of a 30-knot day.</p> <p>And not: Indulge in an unprecedented taste of the ocean onboard your VIP yacht where you are served the finest seafood as you savour exclusive views of the bay.</p>
Assured	<p>Strangers to our area are looking for clear guidance. More so, they want to know they're in safe hands and making a smart decision. That's why we proudly share our local knowledge with an assured confidence. Always mindful that our enthusiasm doesn't brim over into arrogance.</p> <p>We say ... Tweets from recent overseas visitors rank our wetlands as a world hotspot to see the Flame Robin and Red-necked Stint.</p> <p>And not: Let us tell you, this is a wetland birdlife paradise like no other – you'd be crazy to go anywhere else.</p>

Our story

WHERE TO PLACE THE EMPHASIS

These guidelines are exactly that. They aren't designed to fence you in. For the Werribee Open Range Zoo, you may choose to take the meerkat's lead and be a little more playful. For the Polo, place extra emphasis on being aspirational. (Adding a little extra elegance here without getting too flowery.)

It all comes down to understanding what the experience means to your audience and leading with imagination.

TALKING ABOUT OURSELVES (BUT NOT TOO MUCH)

This is us in a nutshell. You'll notice it's true to our tone of voice.

We speak to our visitors – never at them. We're always genuine and conversational. And immediately understood.

We always use everyday, easy-to-understand language. Whatever we're saying, we're clear and to the point – yet still engaging and entertaining.

Hear the call of the African savannah.

Romance at Melbourne's own 'Downtown Abbey'.

Feast your senses on the finest wines and cuisine.

Revisit world aviation history in a Tiger Moth.

Watch rare overseas birds land in wetlands.

Play like a champion on the 18th.

Hit Wyndham Harbour's deep blue.

Just 30 minutes from Melbourne's heart, you'll find a world apart. Land, sea or sky, there's always a new experience to try.

**Experience adventure unleashed.
Visit Werribee and Surrounds.**

CALLS TO ACTION

Explore. Savour. Quench. See. Feel. Dive. Immerse. Unleash.

We're a big fan of action verbs to create crisp, lively conversations.

Cutting to the chase.

These can help create invitational lead headlines or intros:

Feel your pulse rise as jets pierce the sky.

Or simply be the final wrap-up:

Experience adventure unleashed. Visit Werribee and Surrounds.

Our story

CAPTURING OUR BRAND PERSONALITY THROUGH PHOTOGRAPHY

Our photography carries through our brand personality and tone of voice. Our photography is described by the traits: tactile, playful, authentic and fresh & lively. Any new photography should align with these traits through the feeling and mood it creates.

Tactile

Our photography embodies our positioning, 'Adventure Unleashed'. It creates intrigue, excitement and takes the viewer on an adventure to discover and immerse themselves in new experiences.

Playful

We are cheeky and open-minded. Our photography captures the fun of experiencing new things and the charisma of our adventure-filled attractions.

Authentic

We are never staged and are passionate about what we offer at Visit Werribee & Surrounds. Our photography is authentic and in the moment, capturing the raw beauty of our place and people.

Fresh & Lively

We are a place where history and modernity meet to create a diversity of fresh and unexpected experiences. Our photography is contemporary and upbeat, positioning Visit Werribee & Surrounds as a lively destination.

Our story

VISUAL PRINCIPLES OF OUR PHOTOGRAPHY STYLE

Lighting, angle, framing and subject matter choices all impact on the look and feel of the final image. Keeping in mind our brand personality, there are some considerations we can use to achieve a consistent visual style.

Lighting

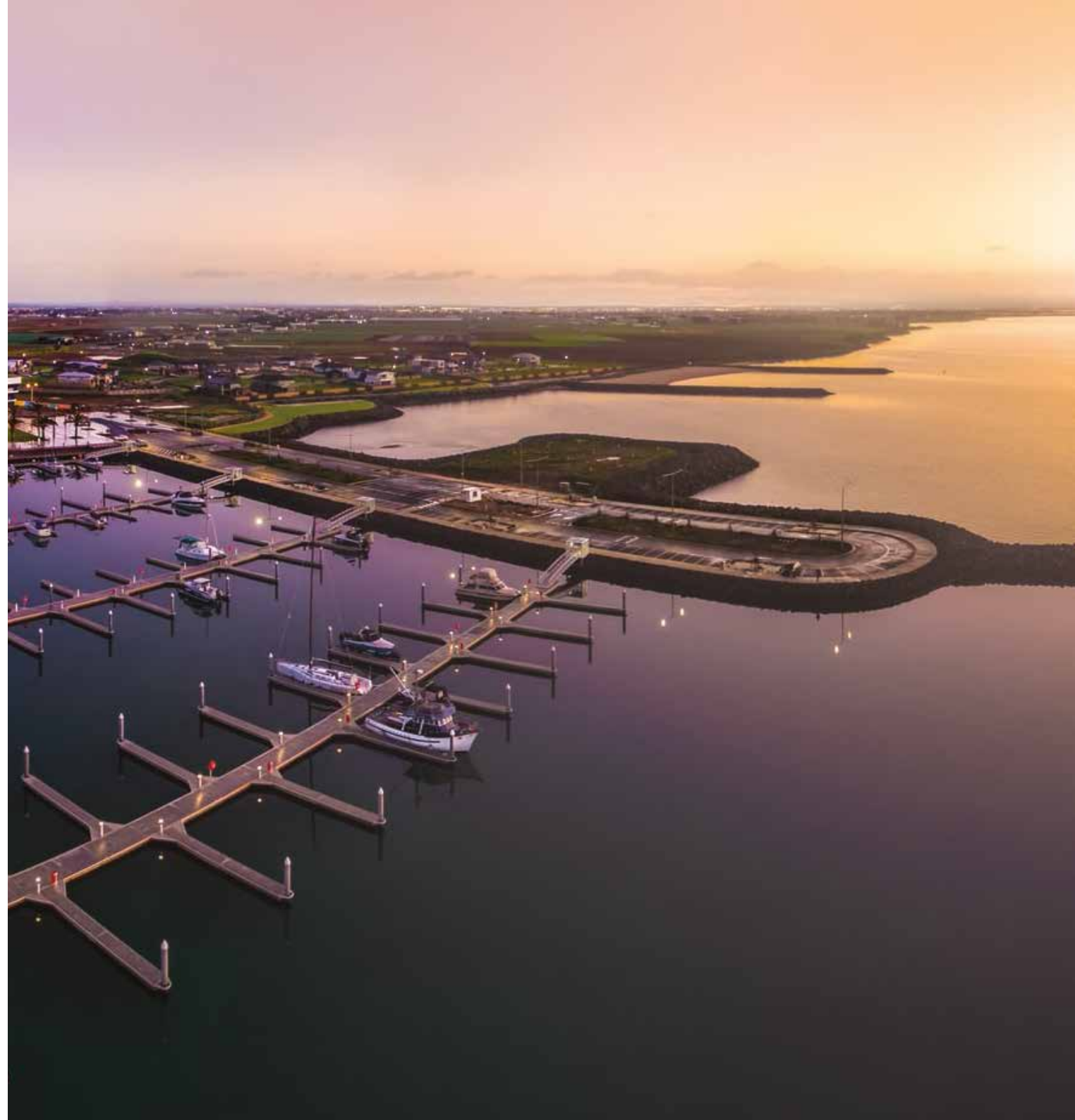
- Shoot in the morning (sunrise), late afternoon, or evening (sunset) to capture the dramatic, warm-coloured glows during these times.
- Avoid shooting during midday when the light is flat and non-directional.
- Shoot on a clear day with minimal clouds.
- Use natural lighting instead of a fill-flash.

Framing & Angle

- Shoot from an emphasised low or high angle, or square-on to the subject matter—avoid shooting on mid 3/4 angles.
- Crop close to focus into the subject matter or crop far to show vastness and scale.
- Create texture and dimension through a narrow depth of field to create foreground and background elements.

Subject Matter

- Choose subject matter that appeals to our senses of touch, smell, sight, sound and taste.
- Capture depth and texture of subject matter to give a tactile feel to the image. (e.g. flowers, flow of wine or water, greenery, etc.)



Our story

LANDSCAPES & ARCHITECTURE

Landscapes and architecture features majestic scenes that capture the vast beauty of Werribee & Surrounds. They are images of nature or built structures with people interacting with the surroundings.

When shooting landscapes and architecture, consider the following:

- A vast clear sky with natural lighting during sunrise or sunset.
- It should feel immersive and alluring through the dramatic lighting.
- Where possible, feature people or animals captured in the moment as part of the landscape to further create scale and a deeper level of immersion.
- Shoot from a high angle overlooking into the distance or a low angle that features the vastness of the sky.



Our story

PEOPLE & FLORA/FAUNA

People and flora/fauna photography captures those candid moments of interaction with experiences and the environment. They capture raw, authentic emotion with a hint of sophistication.

When shooting people and flora/fauna, consider the following:

- Create a narrow depth of field to focus the image on the subject matter.
- Where possible, crop close into the subject matter to emphasise texture, expression and emotion—again, this helps appeal to all our senses.
- It is preferable to include more than one person in the shot to capture an interaction.
- Aim to capture people and animals in the moment, especially when they are in motion (it is those memorable moments that do not last long that we want to capture). Avoid having peoples' eyes looking directly at the camera.



Our story

FOOD & WINE

Food and wine photography is all about appealing to our senses of taste, smell and sight.

When shooting food and wine, consider the following:

- Use a narrow depth of field to focus the image on the subject matter and create appetite appeal.
- Where possible, crop close into the subject matter to emphasise texture and the sensory experience. We want the photo to tickle our taste buds.
- It is preferable to have some form of human interaction with the food to contextualise the shot, e.g. hands preparing the food or someone eating the food. It is also about people enjoying good food and wine with good company.





INDUSTRY TOOL KIT

Industry tool kit

USING THE VISIT WERRIBEE & SURROUNDS LOGO

The Visit Werribee & Surrounds logo can be used by Wyndham businesses who are actively working within the visitor economy to target domestic overnight, interstate and international markets.

This may include advertising, brochures, website, itineraries and digital communications.

For more information, to get access to logo files, or if you have any questions about usage of the Visit Werribee & Surrounds logo or look and feel, please get in touch with us:

Kate Lind
Area Leader Tourism
Marketing & Tourism
Wyndham City
t: 8734 5485 | kate.lind@wyndham.vic.gov.au

LOGO COLOUR

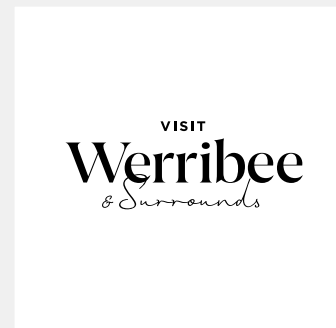
The logo is to be used as black or white, which can be used on simple backgrounds. The logo must be clearly legible when used on a coloured background. Don't apply to a busy background.

Avoid using the logo on a background that does not clearly contrast with the destination logo.

Please don't put the logo within a box or shape.



White logo on dark background



Black logo on light background



Logo on coloured background with simple imagery



Logo on busy image background



Logo on low contrast background



Logo in a background shape



Don't change logo colour



Don't distort (stretch or squash)



Don't change the wording

Industry tool kit

LOGO INTEGRITY

Please don't be tempted to reinvent the wheel! To maintain the integrity of the Visit Werribee & Surrounds logo it is important that it is not modified in any way. Do not try to recreate or edit the logo.

CLEAR SPACE

Clear space is important in maintaining the clarity of the Visit Werribee & Surrounds logo. The 'W' from the word 'Werribee' has been used to determine the minimum clear space around the wordmark. Where possible, include more than the recommended clear space to give the logo breathing room.

MINIMUM LOGO SIZE

This is the recommended minimum size to ensure that the logo reproduces effectively at small sizes. The minimum size of the logo is 25mm in width.

Clear space



Minimum size



Industry tool kit

LOGO POSITION

When using the Visit Werribee & Surrounds logo, consider sizing and balance. When co-branding the logo and the co-branded logo must have equal weighting so that one logo is not larger than the other.

The Visit Werribee & Surrounds logo can be positioned in two ways.

- If the lead organisation logo is positioned in the top left, the Visit Werribee & Surrounds logo can appear in the bottom right, indicating a supporting role.
- If logos are positioned along the bottom of the artwork, particularly if there are multiple logos, the Visit Werribee & Surrounds logo can appear alongside other logos, preserving alignment and clear space.



The Visit Werribee & Surrounds logo can also be used with Victoria's Destination logos for domestic and international audiences where relevant.



Industry tool kit

MARKETING OPPORTUNITIES

There are many ways that you can drive awareness of your business with overnight domestic, interstate and international markets, utilising the destination brand.

For information on upcoming marketing campaigns, or to chat about resources, research and product packaging, get in touch with us. We can also provide information on broader regional marketing efforts and packaging opportunities including Tourism Greater Geelong and the Bellarine, Western Melbourne Tourism and the Great Southern Touring Route.

Kate Lind
Area Leader Tourism
Economic Growth, Industry Facilitation
& Visitor Economy

t: 8734 5485 | 0419 440 519 |
kate.lind@wyndham.vic.gov.au

Official Visit Werribee and Surrounds Website www.visitwerribee.com

Visit Werribee's visitor facing website is the primary call to action for our region, with resources on accommodation, things to do and places to eat.

To take advantage of the website, you need to be listed on the Australian Tourism Data Warehouse (ATDW). <https://atdw.com.au/>

ATDW is a resource that Visit Victoria and thousands of other travel platforms and distributors utilise. Visit Werribee draws information from this central database, enabling you to manage your business and event details, via a single listing rather than multiple listings.



Industry tool kit

OFFICIAL VISITOR GUIDE AND MAP

Wyndham City produce the Werribee and Surrounds Official Visitor Guide and Map with support from industry, through advertising.

Approximately 50,000 copies are printed, which typically last two years in market.

The Werribee and Surrounds Official Visitor Guide is on display at both Melbourne and Avalon airports, distributed to visitor centres across Victoria, available to accommodation providers in the region and located at displays around Wyndham to support the local and visiting friends and relatives market.

VISITOR INFORMATION CENTRE

The Werribee Visitor Information Centre in the heart of the Werribee Park Precinct is more than a place that you can display your brochures. The staff and volunteers are passionate and dedicated to ensuring visitors to Werribee and Surrounds have the best experience possible. They are knowledgeable and willing to assist.

To find out more about brochure displays and opportunities, contact:



Werribee Visitor Information Centre

(Located at the entry to Werribee Open Range Zoo)

K Road, Werribee South

03 8734 6006

tourism@wyndham.vic.gov.au

MEDIA VISITS AND FAMILIARISATIONS

As part of marketing and communications activities, the region often welcomes media, trade, tour operator and travel agent visits, enabling these key influencers to experience Werribee & Surrounds first hand.



Industry tool kit

SOCIAL MEDIA

Connect with Visit Werribee & Surrounds

Social media is a great way to leverage destination marketing for Visit Werribee & Surrounds for your business. There are a number of ways you can do this, from using the #visitwerribee hashtag to linking back to the visitwerribee.com website.

We encourage you to use #visitwerribee when posting on your social media accounts, to help visitors discover your content and provide us with permission to share your content via destination channels. For posts referencing attractions in Werribee Park Precinct #werribeeparkprecinct is also recommended.

Instagram

@VisitWerribeeandSurrounds
@visitwerribee
#visitwerribee
#adventureunleashed

Facebook

@VisitWerribeeandSurrounds
VisitWerribee

Secondary suburb-based hashtags can also be used together with #visitwerribee to provide further pointers to your location eg #visitpointcook or #visittlittleriver

Our supplementary hashtag #adventureunleashed can also be used in conjunction with #visitwerribee if your content helps to convey the unique and memorable experiences of our region.



Industry tool kit

SOCIAL MEDIA

Connect with Werribee City Centre

If your business is located within in the commercial business area of Werribee City Centre, you may also like to connect with Werribee City Centre's facebook page, which provides Wyndham residents with the latest on news, food and retail in the City Centre.

Facebook

WerribeeCityCentre

Connect with Werribee Park Precinct

#werribeeparkprecinct

#werribeepark

Connect with Western Melbourne Tourism

@LovetheWest

#MelbsWest

Connect with Visit Victoria

Instagram:

@visitmelbourne

#VisitVictoria

Twitter:

@VisitMelbourne

Facebook:

Visit Melbourne

Connect with Tourism Australia

Instagram:

@Australia

#Australia

#RestaurantAustralia

#SeeAustralia

Twitter:

@Australia

Facebook:

Australia



Industry tool kit

COPYWRITING GLOSSARY

This guide is provided to assist local operators when writing for visiting domestic, interstate and international audiences.

The guide contains the correct spelling for common place names and words for our region and is intended to help present information in a consistent style.

The guide also contains the correct spelling for names and words commonly used in the region.

General

Abbreviations:	Avoid using abbreviations, especially in body copy. Use only when space is limited and avoid using full stops to indicate shortened forms of words.
Acronym:	Avoid using acronyms where possible.
Ampersand (&):	An ampersand is used in the logo for Werribee & Surrounds and is used for title treatments and in applications where space is limited. In body copy, including content and editorial 'and' can also be used if preferred (eg Werribee and Surrounds).
Animal Names:	General names of animals and plants that have further sub-categories (species) do not have a capital (eg gorilla, antelope). Where there are no further sub-categories (species) capitals are used (eg Western Lowland Gorilla, Platypus, Orange-bellied Parrot)
Currency:	For domestic marketing, use only \$ symbol (eg \$10.40). For international marketing, use AUD, no \$ symbol (eg AUD10.40)
Dates:	For consistency, we always use the same format – 14 November 2011. Never 14th November 2011, for instance.
Date years:	1890s not 1890's (no abbreviation or ownership).
Em-rules:	We use <i>em</i> -rules (–) to make our sentences and what we're trying to say more conversational. These are often confused with <i>en</i> -rules (–), which we use for things such as dates (12-14 November) or addresses (45-47 Princes Highway).
Measurement:	Be mindful of the target audience. In publications, use the measurement relevant to the country, including spelling(eg kilometers in US publications)
Numbers:	The general rule is up to nine, we spell numbers out. For 10 and above, we write them in numerical form. There are a few exceptions, such as percentages (5 per cent), and where a number begins a sentence (Fifty years in the making).
Temperature:	In body copy, you can abbreviate, with no space between the number and the °C. (eg 18°C) or °F in US publications (eg 80°F)
Time:	Hours or minutes can be abbreviated to hrs and min when space is limited (eg 2 hrs or 15 min). When referring to a specific time, a space is not required before am or pm (eg 8am)
Tourists:	Avoid using this term. Use 'traveller' or 'visitor'.
Website:	Use lowercase for URLs and no need to use the prefix of http:// (eg www.visitwerribee.com or visitwerribee.com) In some instances with limited space you may want to remove the 'www' – both are fine, but be consistent.
Werribee & Surrounds:	In headlines we always express it: Werribee & Surrounds In body copy: Werribee and Surrounds

Industry tool kit

PLACE NAMES AND COMMON WORDS

Aa

Avalon Airport (not Avalon)

Ff

Fromage a Trois Cheese Festival

Hh

Hoppers Junction (Shopping strip on Cnr Old Geelong Road over railway line)

Kk

K Road Cliffs

Ll

Lancemore Mansion Hotel (when referring to the hotel)

L.M. Spa (spa at Lancemore Mansion Hotel)

Mm

Melbourne Airport (not Tullamarine)

Pp

Pacific Werribee

Ss

Shadowfax Wines/Winery

Sanctuary Lakes Golf Club (not golf course)

Savannah (not savanna at Werribee Open Range Zoo)

State Rose and Garden Show

Vv

Victoria State Rose Garden

Ww

Werribee Visitor Information Centre (not info centre)

Werribee City Centre (Commercial business area in Werribee)

Werribee Mansion

Werribee Park

Werribee Park Golf Club (not golf course)

Werribee Park National Equestrian Centre (not National Equestrian Centre)

Werribee Park Precinct (refers to extended precinct including Werribee Park, Werribee Open Range Zoo, Victoria State Rose Garden, Werribee Park Mansion, Shadowfax Winery)

Werribee Open Range Zoo (not Werribee Zoo)

Werribee South Foreshore/ Werribee South Beach

Western Treatment Plant

Wyndham Harbour

Wyndham City (refers to Wyndham City Council – the City of Wyndham is the municipality)

**If you have any further questions
regarding the application of these
guidelines, please get in touch at
kate.lind@wyndham.vic.gov.au**

visitwerribee.com