

# VICTORIA

EVERY BIT  
DIFFERENT

BRAND PLATFORM TOOLKIT

Release 1.0 January 2024

VISIT  VICTORIA



# ACKNOWLEDGEMENT OF COUNTRY

Visit Victoria acknowledges the First Peoples throughout Victoria and their ongoing connection to the land and waters. For over 60,000 years they have cared for Country and preserved our beautiful landscapes.

We pay our respects to Elders, past and present. We are grateful for their custodianship, their knowledge and their resilience.

We would also like to acknowledge our First Peoples as Australia's original storytellers. Their rich storytelling inspires us to share how special Melbourne and Victoria is with the world.





# ABOUT VISIT VICTORIA

Visit Victoria is the State's tourism and events company.

We inspire people to visit Melbourne and Victoria through creative storytelling and enriching events. Our role is to drive visitation and expenditure through destination marketing and a strong pipeline of major, regional and business events to support the visitor economy.

We aim to build Melbourne and Victoria into Australia's number one tourism destination by delivering strong and sustainable growth across priority markets.



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This toolkit provides background on Visit Victoria’s new brand platform and campaign. The document provides guidance on how Visit Victoria’s new brand platform can be leveraged by tourism operators and stakeholders across Victoria.

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# A NEW ERA

For the year ending September 2023, Victoria's visitor economy achieved a record-high tourism expenditure of \$36.9 billion.

Alongside Visit Victoria's major and business event strategies, our major campaigns *Stay close, go further* and *Get Set to Melbourne* played a big part in this achievement, connecting with nearly 18 million people during Victoria's recovery period.

But our work doesn't stop here – we're on a roll as Victoria's visitor economy keeps growing. We've got a great opportunity to maximise international visitation and boost domestic tourism to sustain this growth.

Our focus is on making Melbourne and Victoria the destination of choice for Australian and global visitors. To make this happen, we need a united and coordinated marketing effort that will showcase what makes Melbourne and Victoria so unique.

Visit Victoria has worked with industry to develop a distinct and compelling destination brand framework that encapsulates our promise to potential visitors.

It's now time to bring this to life through a fresh brand platform and campaign, delivering consistent messaging and branding across all markets.

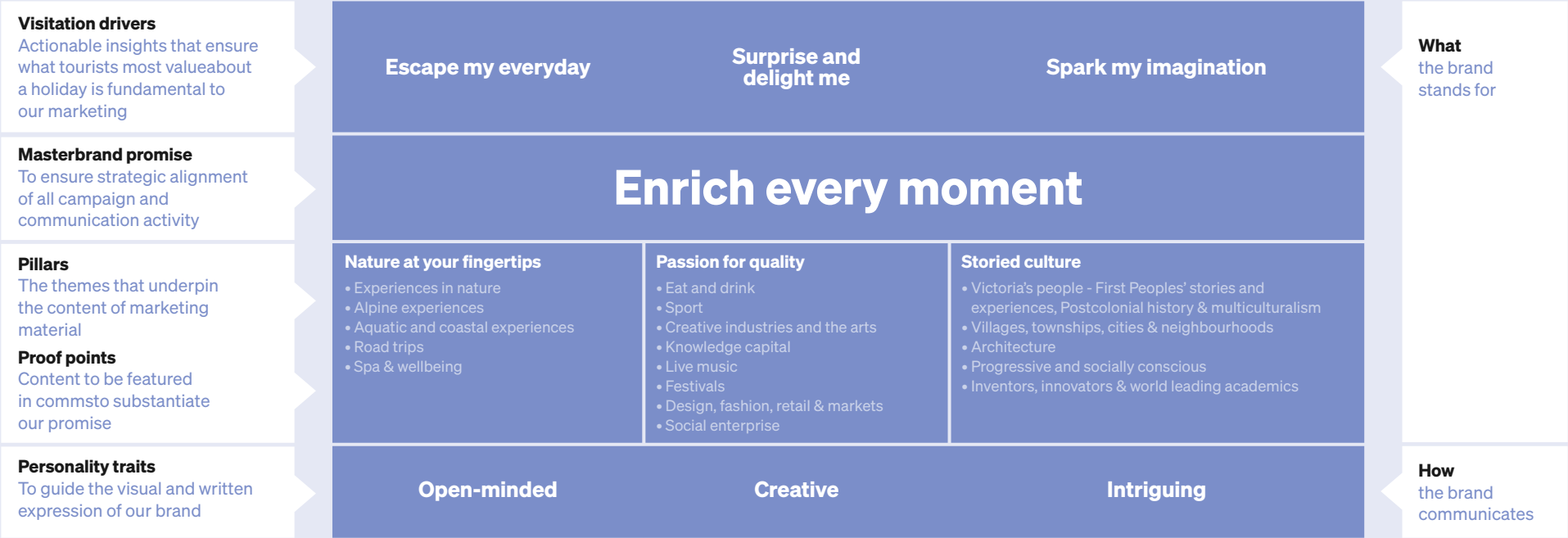
This is a golden opportunity for our industry to embrace and leverage this united brand. Let's make Victoria shine together!





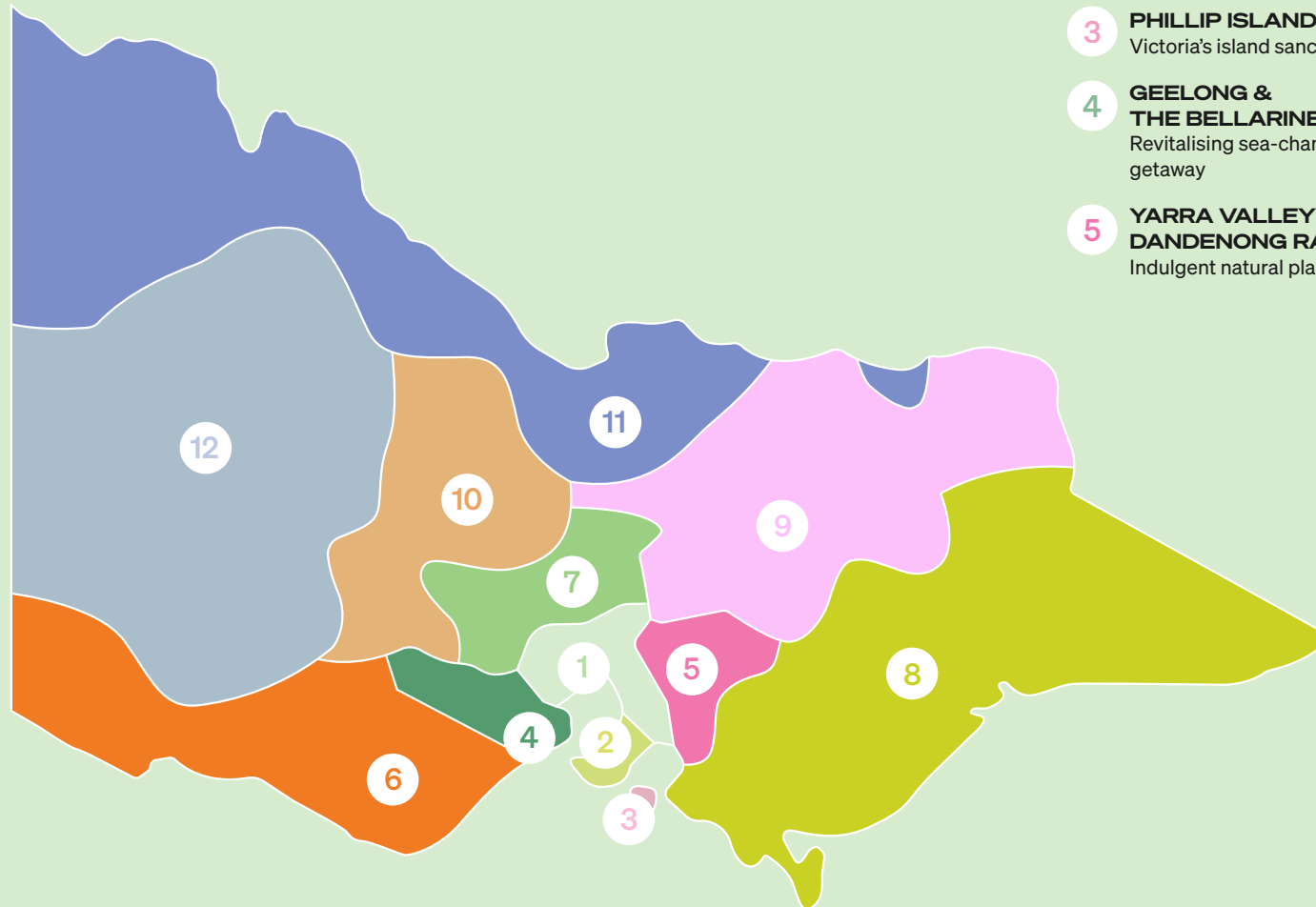
# VICTORIA BRAND FRAMEWORK

The destination Victoria masterbrand was developed to articulate the strategy behind our brand. It's our reference point about what makes our state and its regions different and compelling. This ensures Victoria as a destination is built on an authentic and defensible point of difference. In order to maximise our impact, we need our communications to deliver a consistent, compelling and authentic message.





# VICTORIA'S REGIONAL FRAMEWORK



VICTORIA IS A PORTFOLIO OF MUST VISIT  
DESTINATIONS, EACH WITH THEIR OWN  
UNIQUE POINT OF DIFFERENCE.

- 1 MELBOURNE**  
Australia's cultural heart
- 2 MORNINGTON PENINSULA**  
Alluring seaside escape
- 3 PHILLIP ISLAND**  
Victoria's island sanctuary
- 4 GEELONG & THE BELLARINE**  
Revitalising sea-change getaway
- 5 YARRA VALLEY & DANDENONG RANGES**  
Indulgent natural playground
- 6 GREAT OCEAN ROAD**  
Wild coastal freedom
- 7 DAYLESFORD & THE MACEDON RANGES**  
Rejuvenating hill hideaway
- 8 GIPPSLAND**  
Boundless natural wonders
- 9 HIGH COUNTRY**  
Adventure above and beyond
- 10 GOLDFIELDS**  
Victoria's rich heartland
- 11 THE MURRAY**  
Soulful river journeys
- 12 GRAMPIANS**  
Ancient mountain grandeur



# THE BRAND PLATFORM

Victoria has always been a place that embraces difference. Travellers are looking for destinations that offer an opportunity to escape their every day, spark their imagination, and experience a sense of surprise and delight.

The compact diversity in Victoria, and breadth of experiences, make it the ideal candidate to fulfill these needs. We enrich every moment of a visitor's stay in a way no other destination in Australia can.

It is time to show the world that Victoria is a place of incredible diversity, passion and creativity. More than just a little bit different, it's every bit different.

The brand platform, **Victoria. Every bit different.**, brings this message to global audiences.

What is the **Every bit different** brand platform?

It is an enduring, customer-facing platform that delivers on the Masterbrand promise to "enrich every moment".

**Every bit different** creates a unifying and differentiated strategic and creative platform for long-term activation by the Victoria Visitor Economy.

The brand platform is being delivered by the launch of a new "Bits" campaign.

Building on the heritage of the "Jigsaw" or "*You'll love every piece of Victoria*", the new brand platform recognises and celebrates:

- The breadth of experiences available to visitors within close proximity; from the quirky to the cultured.
- The feelings that these experiences evoke; a feeling that is uniquely Victorian.

An accompanying new brand identity for Melbourne and Victoria will drive consistency across domestic and global marketing communications.

"Every bit of Victoria is dynamic, unique and exciting. Whether they're in the heart of Melbourne or one of our beautiful regions, visitors can uncover so many one-of-a-kind experiences. Our new campaign taps into this compelling proposition to market the entire state under a single brand identity – providing a clear and consistent message across all markets to bolster our thriving visitor economy."

**Brendan McClements**  
Chief Executive Officer  
Visit Victoria

**VICTORIA**  
EVERY BIT DIFFERENT

# BRANDMARKS

Victoria Wordmark

**VICTORIA**  
EVERY BIT DIFFERENT

Melbourne Wordmark

**MELBOURNE**  
EVERY BIT DIFFERENT

Victoria Wordmark - Colour variants



Melbourne Wordmark - Colour variants



If you require the full style guide, please contact [emma.bailes@visitvictoria.com.au](mailto:emma.bailes@visitvictoria.com.au)



# BRAND TONE

In Victoria, we believe visitors leave feeling enriched. We are a state that people *do*, not see - it's all about the *feels*.

Because of this, we have to talk about ourselves a bit differently. With our line ***Every bit different***, we demand an execution and tone that is unexpected, creative, and dynamic.

However, it doesn't take itself too seriously. We celebrate diversity and invite people to come as they are.

## Our tone is:

- Emotionally intelligent, insightful, inclusive, human
- Creative, passionate, fun, unique, ever-evolving, brave
- Intriguing, clever, unexpected, self-aware, sophisticated

If you require the full brand tone guide, please contact [emma.bailes@visitvictoria.com.au](mailto:emma.bailes@visitvictoria.com.au)



# THE CAMPAIGN

To bring the **Every bit different** brand platform to life, 'Bits' is the new integrated destination marketing campaign. The campaign will deliver consistent messaging across all markets under the **Every bit different** brand.

## OBJECTIVES:

- Increase visitation and expenditure to Victoria.
- Drive continued growth of the visitor economy by strengthening consumer awareness and preference for Melbourne and Victoria.
- Support Victorian tourism operators and drive conversion with a unifying, consistent and coordinated approach.

## STRATEGIES:

Overarching strategies include driving:

- **Awareness** – inspiring our audience through emotional communications. Demonstrating the enriching effect of Victoria and the breadth and depth of experiences that cater to individual passions by highlighting how different it makes travellers feel.
- **Consideration** – informing audiences by highlighting Victoria's pillars and regions and showcasing 'bits' which highlights different experiences and the different emotions they evoke.
- **Conversion** – helping drive bookings by promoting partner offers and showcasing the breadth and depth of experiences.

Market-specific strategies for our key audiences include:

- **Intrastate:** address perception issues and showcase the depth and breadth of Victoria's experiences.
- **Interstate:** drive preference, highlight our difference, dial up the emotions that Melbourne and Victoria evoke.
- **International:** leverage brand Australia, dial up Victoria's distinctive strengths and upweight efforts in our growth markets.



# WHO ARE WE TALKING TO?

Affluent travellers within the following markets:

- Intrastate (drive – i.e., visitors from within Victoria aged 18+, with a focus on Melburnians)
- Interstate (fly – i.e., visitors outside Victoria, but from within Australia and New Zealand aged 18+)
- International (i.e., visitors from outside Australia, with a focus on United Kingdom / Northern Europe, North America, India, China, Japan, Singapore, Malaysia, Hong Kong, Korea, South America, particularly High Value Travellers aged 18+)

## DOMESTIC – LIFESTYLE LEADERS

Within Australia, the campaign primarily targets 'Lifestyle Leaders'.

The 'Lifestyle Leaders' segment has been developed in partnership with Roy Morgan Research and represents 30.1 per cent of the Australian population (1.66 million Victorians).

They are more likely to be socially aware, open to trying new things and believe that quality is more important than price.

They live a busy life, and because success is important to them, they consider themselves leaders more than followers. They are more likely to travel within Australia for short and long trips compared to the average Australian population.

## INTERNATIONAL – HIGH YIELD TRAVELLERS

In our international markets, the campaign will focus on attracting High Yield Travellers across all global markets where Visit Victoria is active.

High Yield Travellers travel long-haul (out of region) on a regular basis, have consideration and intention to travel to Victoria with their key drivers for destination choice aligning closely to Visit Victoria's brand pillars.

These travellers generally have above average trip expenditure, higher likelihood to stay longer and disperse further.

# HOW IS THE CAMPAIGN BEING IMPLEMENTED?

The campaign will reach audiences through the following channels:

- Television
- Broadcast Video on Demand (BVOD) & Subscription Video on Demand (SVOD)
- Broadcast & event partnerships
- Out-of-home
- Print
- Online video
- Social media
- Display advertising
- Content partnerships
- Website
- Search engine marketing
- Email marketing
- Public relations
- Culturally and linguistically diverse marketing





# LAUNCH ASSETS - TV

The campaign will launch with one overarching 30 second TVC, along with a collection of seven 15 second TVCs showcasing different “bits” of Melbourne and Victoria. Creative will vary between different markets.

[View assets here](#)



# LAUNCH ASSETS - PRINT & OUT OF HOME





# LAUNCH ASSETS - SOCIAL



# PHOTOGRAPHY

The campaign photography emphasises the “different” bits of Melbourne and Victoria, through perspective and emotion. It dials up the creative, unexpected, emotional and human elements.





# HOW CAN INDUSTRY GET INVOLVED?

## THERE ARE NUMEROUS WAYS TO GET INVOLVED AND LEVERAGE THE CAMPAIGN:

### 1. Connect with your Regional Tourism Board

- Regional businesses can connect with your local Regional Tourism Board to leverage any promotional opportunities that arise. Be sure to communicate exciting announcements and developments with them.

### 2. Connect with us and tell us your story

- We're always on the lookout for exciting updates and information from businesses and our Industry Engagement and Programs team can help navigate the opportunities that exist across Visit Victoria.
- To help us better understand your offering and share the many ways there are to work with Visit Victoria, reach out to:
- Visit Victoria's Industry Engagement & Programs team [product@visitvictoria.com.au](mailto:product@visitvictoria.com.au).

### 3. List your business

- List your business on [visitvictoria.com](https://visitvictoria.com) - our Visit Victoria consumer website via Australian Tourism Data Warehouse (ATDW). See page 18 for more information.

### 4. Dial up your differences and tell us

- Think about what makes your business "different" and stand out from the crowd.
- Share your business' point of differences on your social channels. Leverage our campaign messaging and if you use hashtags, join the conversation by using #EveryBitDifferent, in addition to our existing hashtags #VisitVictoria and #VisitMelbourne.
- All businesses can send news or stories, such as new products or exciting changes in your business to:  
**Visit Victoria's Public Relations team**  
[pr@visitvictoria.com.au](mailto:pr@visitvictoria.com.au) and/or  
**Social Media team**  
[social@visitvictoria.com.au](mailto:social@visitvictoria.com.au).

### 5. Download industry assets

- Refer to page 20 to download assets developed exclusively for industry use across your channels. This includes suggestions for social media posts, social media tiles, A4 posters and Instagram templates and curated image lightboxes for each tourism region.

### 6. Update your imagery

- Update your own marketing channels with high quality images, videos and stock footage of Melbourne and Victoria by visiting the [Visit Victoria Content Hub](#). See page 24 for more details.

### 7. International trade

- Any international trade who is interested in leveraging the campaign can contact their relevant International office Regional Manager or [david.evans@visitvictoria.com.au](mailto:david.evans@visitvictoria.com.au).

# LIST YOUR BUSINESS

**LEVERAGE THE 10 MILLION VISITS TO VISITVICTORIA.COM EACH YEAR**

**CONNECT YOUR BUSINESS TO AUSTRALIA.COM TO ACCESS GLOBAL AUDIENCES**

Create or update your Australian Tourism Data Warehouse (ATDW) profile.

- An ATDW profile provides your business with unparalleled visibility and exposure to international, interstate, and intrastate visitors through several official tourism websites.
  - ATDW profiles are displayed on Visit Victoria's [visitvictoria.com](https://visitvictoria.com) (10.4M visits per annum), Tourism Australia's [australia.com](https://australia.com) for many profiles (18M visits per annum) and many other key tourism websites.
  - All of Visit Victoria's marketing campaigns use [visitvictoria.com](https://visitvictoria.com) and [visitmelbourne.com](https://visitmelbourne.com) (dependent on audience), as the call to action. To participate and benefit from these campaigns, your business must have a live ATDW profile.
  - ATDW profiles cost \$295 (inc GST) per annum, or \$120 (inc GST) per annum for accredited businesses. More about ATDW fees [here](#).
- Instructions to create an ATDW profile: [here](#)
  - Register your business and create your ATDW profile: [www.atdw-online.com.au](https://www.atdw-online.com.au)
  - For enquiries, contact [atdwsupport@visitvictoria.com.au](mailto:atdwsupport@visitvictoria.com.au) or 1300 306 366 Monday - Friday 9:00am to 5:00pm.





# ASSETS FOR INDUSTRY

We have prepared a variety of tools and assets for businesses to use in your marketing communications to leverage the campaign. This section provides a variety of downloadable assets and templates.

## KEY MESSAGES

- Victoria is a destination that is proud to embrace difference. We cheer loudly for diversity and invite people to come as they are.
- Our people are bold thinkers who strive to constantly evolve, creating a moving feast of experiences that ensures visitors are hungry for more.
- Ask any local – Victoria is all about the vibe. It's a captivating energy that has to be felt to be believed. And then is never forgotten.
- Passion and creativity take centre stage and are woven into the Victorian way of life. We are united by boundless opportunity and our obsession with great coffee.
- What we lack in size we make up for in spirit and a seemingly endless sea of experiences within a short drive. A vibrant, foodie city with incredible nature and wildlife at its fingertips.
- Victoria is Australia's creative and cultural heart. Get swept up in the moment among the roar of the crowd at the MCG or switch seamlessly from street art to fine art.
- Our culinary offering knows no match in Australia – from food-truck to 14-course, cappuccino to cold-brew, and pale ale to Prosecco.
- Visitors leave feeling different, enriched by the unexpected discoveries of their stay.
- No experience in Victoria is ever the same – because we are always progressing. More than just a little bit different, we're every bit different.



# ASSETS FOR INDUSTRY

## SOCIAL TILES

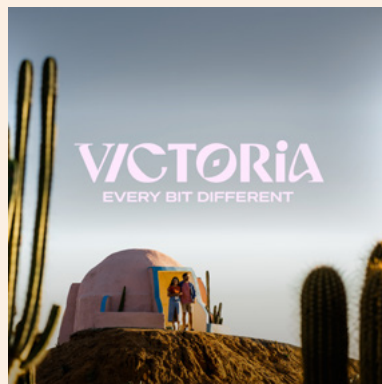
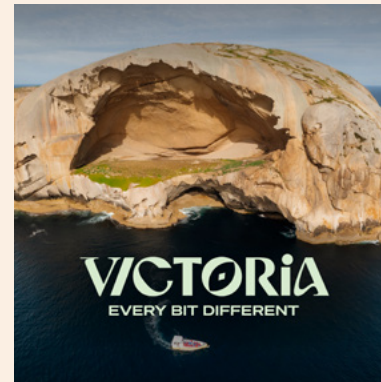
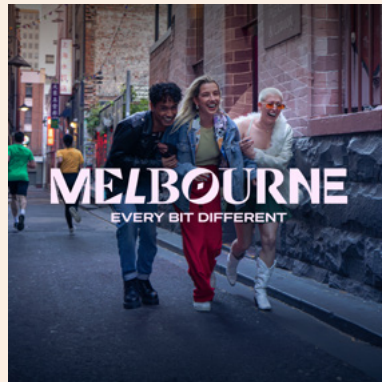
Share the *Every bit different* campaign on your social channels with our suite of social tiles.

You will find a square (1:1) and vertical (9:16) tile for each region to use on your Feed or Stories.

## A4 POSTERS

The same creative for each region is available as A4 posters. Download to use digital versions or print them to put up at your business.

[DOWNLOAD ASSETS](#)





# ASSETS FOR INDUSTRY

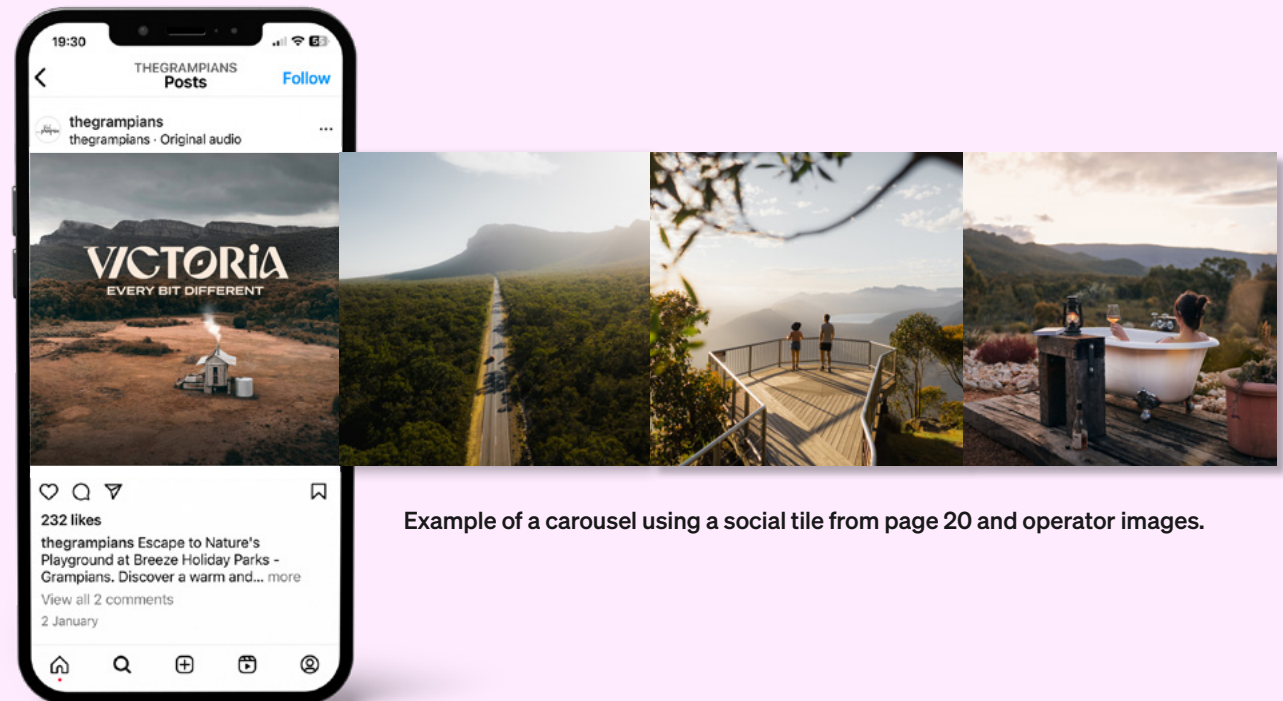
## INSTAGRAM CAROUSELS

A 'Carousel' refers to a photo album-style post on Facebook and Instagram. We recommend focusing on Instagram for organic posts.

The format allows users to swipe right through a maximum of 10 images or videos or a mix of both.

[Click here to learn how to create a carousel](#)

You can start your carousel with a social tile from page 20 and then follow it up with images showcasing what makes your region or business unique.



Example of a carousel using a social tile from page 20 and operator images.

# ASSETS FOR INDUSTRY

## SOCIAL TEMPLATES

Leverage *Every bit different's* campaign look and feel with our social templates for carousels.

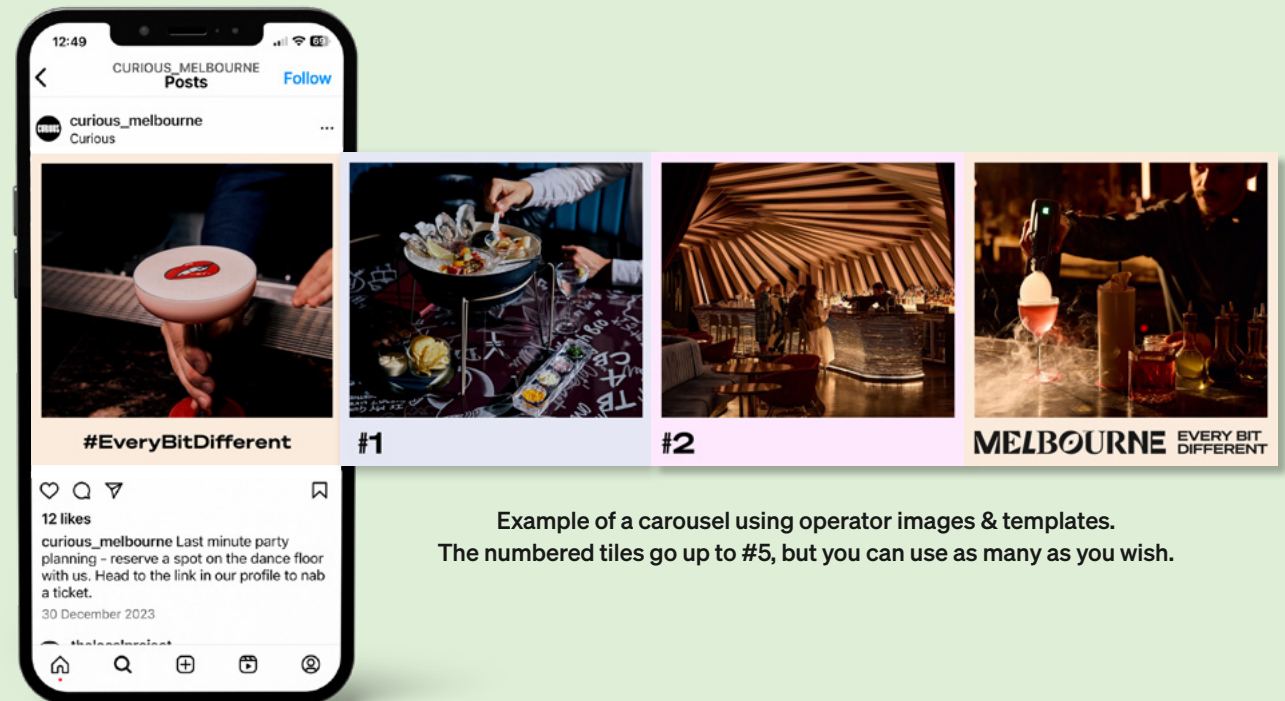
What is different about your venue? Play into our campaign language by sharing five of your top tips, best menu items or fun adventures to be had at your venue or region.

These templates are in .png overlay format.

Sample copy to accompany carousel:

Swipe to see why our venue is a must-visit next time you're in Melbourne.

#EveryBitDifferent #VisitMelbourne



Example of a carousel using operator images & templates.  
The numbered tiles go up to #5, but you can use as many as you wish.



# ASSETS FOR INDUSTRY

## SOCIAL TEMPLATES CONT.

### Instructions for designers:

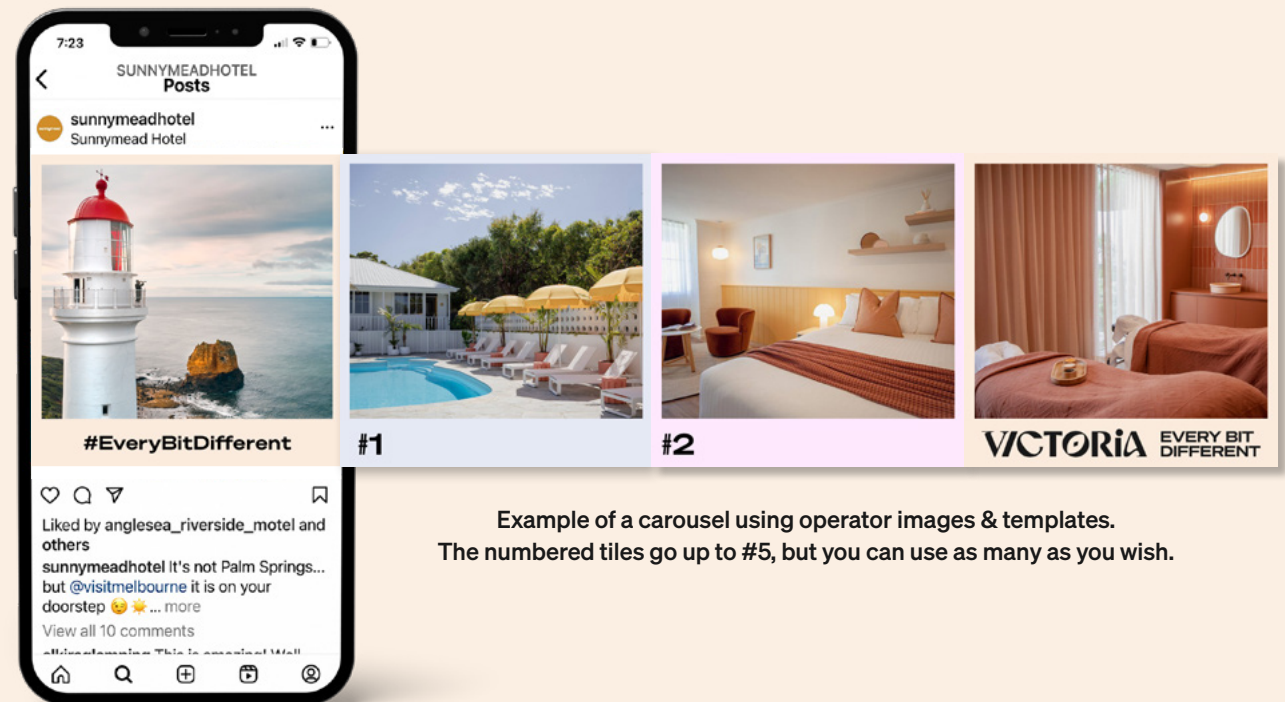
- Open your desired .png overlay in Photoshop.
- Add your own image as another layer.
- Ensure the overlay is the top layer.
- Export the image and save it on your phone.
- Build a carousel with all your templated images as per instructions on page 21

### Sample copy to accompany carousel:

Here are five different things to do on the Great Ocean Road.

#EveryBitDifferent #VisitVictoria #VisitGreatOceanRoad

[DOWNLOAD ASSETS HERE](#)



Example of a carousel using operator images & templates.  
The numbered tiles go up to #5, but you can use as many as you wish.

# ASSETS FOR INDUSTRY

## LIGHTBOXES

Need fresh imagery for your marketing activity? We've put together a selection of hero destination images for each region, which everyone is permitted to use. Make sure to sign up to the [Visit Victoria Content Hub](#) to access them.

Each region has a dedicated Lightbox

[Daylesford & the Macedon Ranges](#)

[Geelong & the Bellarine](#)

[Gippsland](#)

[Goldfields](#)

[Grampians](#)

[Great Ocean Road](#)

[High Country](#)

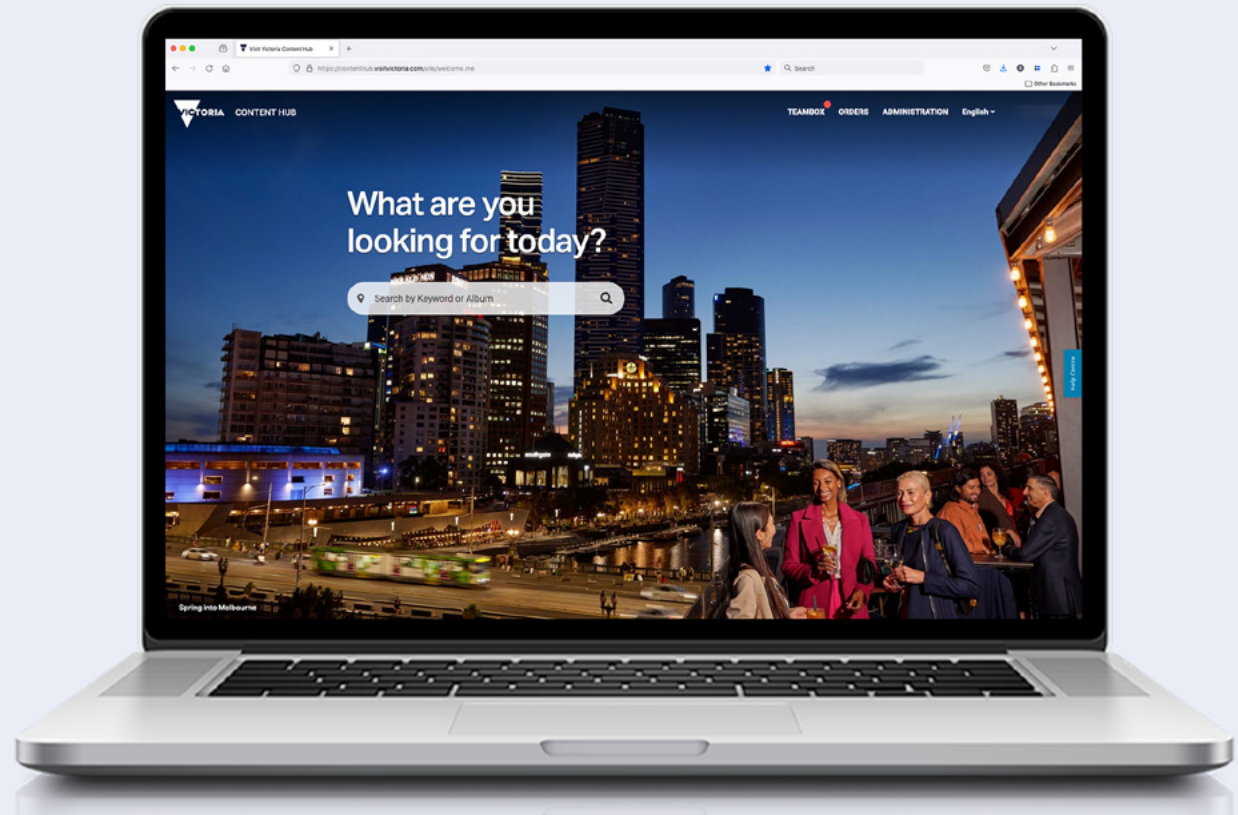
[Melbourne](#)

[Mornington Peninsula](#)

[Phillip Island](#)

[The Murray](#)

[Yarra Valley & Dandenong Ranges](#)





# FREQUENTLY ASKED QUESTIONS

## 1. What is the Victoria masterbrand framework?

- In 2021, the State Government released the Visitor Economy Recovery and Reform Plan (VERRP). The plan was designed to strengthen Victoria's visitor economy through the development of new experiences, products and infrastructure following the impacts of bushfires and the global pandemic.
- The VERRP outlined the need for a new brand framework to differentiate Victoria against its competitors and unify the industry behind a single positioning; a cohesive and collaborative new brand for Victoria.
- Visit Victoria has developed a state-wide masterbrand framework in consultation with participants in Victoria's visitor economy.
- The masterbrand unifies all aspects of the destination under one brand and outlines Victoria's promise of "enrich every moment" alongside pillars, proof points and personality traits.
- Refer to page 5 for more information.

## 2. What is the *Every bit different* brand platform?

- An enduring, customer-facing platform that delivers on the masterbrand promise to "enrich every moment".
- ***Every bit different*** creates a unifying and differentiated strategic and creative platform for long-term activation by the Victorian Visitor Economy.
- The brand platform is being delivered by the launch of a new 'Bits' campaign.
- The new brand platform highlights:
  - The breadth of experiences available to visitors within close proximity; from the quirky to the cultured.
  - The feelings that these experiences evoke; a feeling that is uniquely Victorian.

## 3. What is the 'Bits' campaign?

- 'Bits' is a new, integrated destination marketing campaign for the state of Victoria, under a single brand identity.
- It moves away from individual campaigns that historically have each had their own distinct identities (for example *Stay close, go further* and *Get set to Melbourne*) to an enduring masterbrand strategy and brand platform to drive stronger messaging.
- It will deliver consistent messaging across all markets – intrastate, interstate and international.

#### 4. Why has *Every bit different* been created?

- For the year ending September 2023, Victoria's visitor economy achieved a record-high tourism expenditure of \$36.9 billion. This is higher than pre-pandemic figures.
- But the work doesn't stop there. After running successful campaigns such as *Get set to Melbourne* and *Stay close, go further*, we must keep up the momentum as Victoria's visitor economy attracts record growth.

#### 5. What are the campaign objectives?

- Refer to page 10.

#### 6. How does the *Every bit different* line work?

- Rather than just telling audiences we are different, we show how we are different.
- With the line '*Every bit different*', we deliver an execution and tone that is unexpected, creative, and dynamic but doesn't take itself too seriously. We celebrate diversity and invite people to come as they are.
- The campaign showcases products, experiences and locations that are unique to Melbourne and Victoria – within our 'Bits' creative.
- The location title of the campaign will be interchangeable depending on the content of the advertising. For example:
  - 'Melbourne. Every bit different' will be used for advertising featuring Melbourne, and
  - 'Victoria. Every bit different' will be used for advertising featuring regional Victoria.

#### 7. How is the campaign being implemented?

- Refer to page 12.

#### 8. What are the key messages?

- Refer to page 19

#### 9. What are the campaign strategies?

- Refer to page 10.

#### 10. Who is the campaign talking to?

- Refer to page 11.

#### 11. Which bits of Victoria and Melbourne will the campaign promote?

- In short, the campaign will promote all of Victoria. In line with the masterbrand framework, the campaign will highlight Victoria's portfolio of 'must visit' destinations, products and experiences and focus on the key visitation drivers and brand pillars of *Nature at your fingertips*, *Passion for quality* and *Storied culture*.

#### 12. What are the key campaign creative assets?

- Refer to page 13.

#### 13. How will the campaign be measured?

The campaign's overarching objective is to contribute to the growth of the Victorian Visitor Economy via visitor nights and expenditure (measured by Tourism Research Australia). To achieve this, a key focus is to build consumer preference for Melbourne and Victoria.

Various success measures assist performance and optimization, including:

- Media benchmarks and metrics including, reach and engagement.
- Leads to Victorian businesses from the campaign via listings on ATDW.
- Earned media value, advertising value equivalent (AVE).
- Third party campaign tracking for key performance indicators of preference, awareness, location distinctiveness, consideration of travel, and action taken.
- Visit Victoria's suite of research programs with Roy Morgan which measure brand health and brand preference over time.



#### 14. What data and insights are available on Victoria's visitor economy?

- **National Visitor Survey (NVS) – Tourism Research Australia**
  - The National Visitor Survey (NVS) provide statistics on how Australian residents travel within Australia. The Tourism and Events Research Unit in the Victorian Government Department of Jobs, Skills, Industry and Regions (DJSIR) produce a range of outputs for monthly and quarterly domestic visitation statistics for Victoria.
  - View: <https://tourism.vic.gov.au/research-and-insights/domestic-research>
- **International Visitor Survey (IVS) – Tourism Research Australia**
  - The International Visitor Survey (IVS) results provide statistics on how international visitors travel within Australia. Latest International Visitor Survey results for Victoria are published by the Tourism and Events Research Unit in the Victorian Government Department of Jobs, Skills, Industry and Regions (DJSIR)
  - View: <https://tourism.vic.gov.au/research-and-insights/international-research>
- **Tourism Australia Consumer Demand Project (CDP)**
  - An international research study conducted to understand how global consumers perceive Australia (national level) and what drives them to visit.
  - View: <https://www.tourism.australia.com/en/insights/markets/australia.html>

#### 15. Can businesses use campaign hero images, films or logos on their channels?

- Due to advertising usage licensing, film files and hero campaign images unfortunately can't be shared outside of Visit Victoria. However, a series of templated assets have been developed so businesses can use them in their digital channels such as social media, e-newsletters and website. Refer to page 20.
- Get in touch with your Regional Tourism Board or Visit Victoria to discuss opportunities.

#### 16. What First Peoples consultation was undertaken within the development of this campaign?

- Visit Victoria has consulted frequently with Wurundjeri Woi-Wurrung Cultural Heritage Aboriginal Corporation the Registered Aboriginal Party (RAP) for a large area in and around Narm (Melbourne). RAPs have responsibilities for the protection and management of Aboriginal Cultural Heritage. As a statutory authority, they engage with a large variety of stakeholders and have advised Visit Victoria on the cultural appropriateness of First Peoples' inclusion within the campaign.
- We worked with [Tony Briggs](#), a Wurundjeri / Yorta Yorta writer, director and producer who co-owns [Typecast Entertainment](#) to develop a 15sec film that showcases an Aboriginal business in Narm (Melbourne).
- The 15 second ad is not only a story about Aboriginal-owned business, but a celebration of the universal cultural exchanges that happen within

our city that starts with First Peoples. The narrative in this film centres around the creative, diverse and inclusive Blak community in Narm (Melbourne). Haus of Dizzy is owned by Kristy Dickinson, a Wiradjuri woman who choose the Melbourne suburb of Fitzroy to open her retail store and jewellery business because of its rich Aboriginal legacy and supportive community.

#### 17. How have First Peoples been represented within the new logo suite?

- Our Visual Identity Agency (Us & Us) engaged a cultural consultant, Matthew Everitt, a proud Taungurung man of the Kulin Nation in Victoria and founder of [Dreamtime Art Creative Consultancy](#) to work with the designers on the new visual identity for the brand. Matthew co-designed the graphical representation of the scar tree device, which features in the letter "O" and appears in the centre of both of our word marks (Melbourne and Victoria). This element in the logo symbolises a recognition that the starting point for the story of both Melbourne and Victoria is the unbroken connection to the land and waters by First Peoples. Through this identity we acknowledge that the story of Melbourne and Victoria starts with First Peoples and that Visit Victoria is committed to advocating for First Peoples. This approach has been reviewed and endorsed by Wurundjeri Woi-Wurrung Cultural Heritage Aboriginal Corporation.



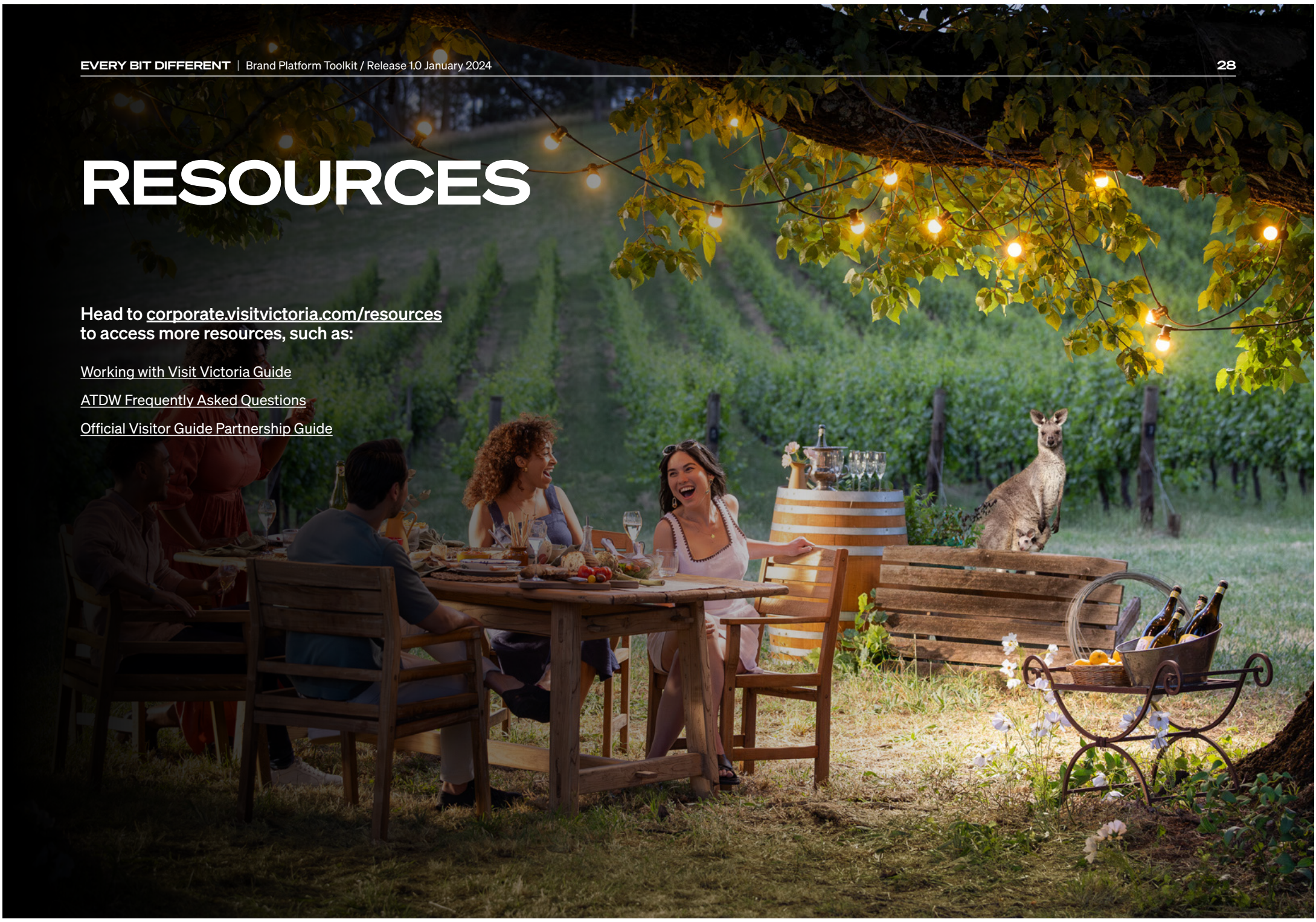
# RESOURCES

Head to [corporate.visitvictoria.com/resources](https://corporate.visitvictoria.com/resources) to access more resources, such as:

[Working with Visit Victoria Guide](#)

[ATDW Frequently Asked Questions](#)

[Official Visitor Guide Partnership Guide](#)





# WANT TO FIND OUT MORE?

Keep up to date with the campaign by signing up to hear from Visit Victoria through our monthly e-news.

For more information on how your business can engage with the campaign [corporate.visitvictoria.com](https://corporate.visitvictoria.com)

