

**NORTH<sub>OF</sub>  
THE MURRAY**

# Operator Toolkit

(YOUR HANDY GUIDE TO USING OUR TOURISM BRAND)



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This is your guide to using the North of the Murray brand.

It's been put together by Federation Council to help strengthen your offering as one of our many fantastic tourism operators.

### **Why is it important?**

We want to do everything we can to help you bring more visitors to our region. If you use the elements of this guide – the words, the logos, the merchandise – you'll be helping us, and your fellow operators, to maintain a consistent brand.

### **What's the result?**

When the North of the Murray brand is better known, we can build an even stronger tourism market.

### **Any questions?**

We're here to help. You'll find contact details towards the end of the guide.

# Our brand

The North of the Murray offers an experience as diverse as its geography.

We offer more to do, see and experience and importantly more time to enjoy the simple pleasures.

This is where there's more to discover.  
This is where there's **more to life.**

## WHAT'S THIS?

THIS IS HOW WE DESCRIBE  
OUR REGION TO VISITORS.

AS YOU CAN SEE, IT'S ALL  
ABOUT OFFERING MORE.

## OUR REGION

“North of the Murray” is the tourism brand for the Federation Council Local Government Area.

It provides a story and a look and feel for towns and experiences across our region.

Our region includes —

BALLDALE  
BOREE CREEK  
BURAJA -  
LOWESDALE  
COREEN  
COROWA  
DAYSDALE  
HOWLONG  
MORUNDAH  
MULWALA  
OAKLANDS  
RAND  
RENNIE  
SAVERNAKE  
URANA



## BRAND ATTRIBUTES

Our brand attributes are the building blocks of the North of the Murray brand.

This is what we're all about!



### Easy

This is an easy-going place in every way. Easy to get to and easy to navigate. Easy to find a good deal. Less distraction, and fewer decisions. Here, nothing is too hard. It's why so many people return. Life is easy, pure and simple.



### Open

Open waters. Open plains. Open roads. Open skies. Our region combines a physical openness – from the river to expansive plains – to an open-hearted personality. This part of the Murray region is accessible, affordable and open to possibility.



### Authentic

This is where the tourist route winds around working farms, through real country towns and among genuinely proud people.



### Diverse

Our part of the world offers a world of choice. We draw regular visitors for different reasons, while for first-timers and those passing through, we deliver unexpected delights around every corner. We offer traditional hospitality and authentic charm, not always on trend perhaps but always from the heart.

Images: Destination NSW

## HOW WE SOUND

How a brand sounds is just as important as how it looks. This is called a “tone of voice”.

It’s just three simple qualities to think about when you're writing a social media post or an email to a customer.

### **Genuine**

Just write as yourself!  
Not formal, and not over the top.

### **Welcoming**

We're inclusive and positive, so talk in a friendly way.

### **Active**

Keep it short,  
and full of enthusiasm.

## OUR BRAND STORY

This is a part of Australia that offers more.

A landscape that's framed by an iconic river and lake to the south, broad open plains and a lake to the north, big skies above and rich red earth below.

With our diverse geography, we offer a diversity of experience – from great food to the great outdoors, from world-class golf to watersport adventures – and all bound together with a proud heritage. It was in the town of Corowa that federation was born – of great things coming together – and that sums us up today. A place of diversity and choice.

Here, there's more to see, more to taste, more to do, more to experience. This is where you can drive right up to the water's edge, set up camp or cast a line without a care. Everything is open, and everything is easy.

Away from the pace of modern life, this is where you can spend more quality time. Back to nature. Back to what matters. Back to simple pleasures.

Because at the end of the day, sometimes less is more, and we're about that too.

This is where there's more to discover.

**This is where there's more to life.**

### WHAT'S THIS?

THIS IS HOW WE TELL OUR STORY. FEEL FREE TO USE THIS TO SET THE SCENE FOR YOUR PART OF THE WORLD.

IT'S HOW WE EXPLAIN WHAT WE'RE ALL ABOUT – A PLACE THAT OFFERS MORE, WHERE LIFE IS EASY.



# Visual identity

A visual identity is a way to make sure we're consistent with our brand.

This section of the guide shows you how to use the North of the Murray logo and other visual elements.

Follow these instructions, and show your logo with pride!

## OUR LOGO

Our logo reflects the personality of the region — easy-going, relaxed and open.

This is a place full of character that's friendly and fun.

### File formats

The Master logo brandmark is available in various file types. For professional design or external printing, use the vector-based versions (.eps) as required. For internal use in Microsoft Office use the pixel-based versions (.jpg or .png) as appropriate.

Master logo



**NORTH OF  
THE MURRAY**

## LOGO VARIATIONS

As you can see, there are many ways to use our logo.

You can use the full name (in two different shapes) or you can just use the 'N' for short.

### Logo colour

The logo is available in two single colour formats – reversed (white) and dark blue-grey. Only these formats should be used.

Left aligned

**NORTH** OF  
THE  
**MURRAY**

Horizontal

**NORTH** OF  
THE **MURRAY**

N – Brandmark



Contained



# USEAGE

The North of the Murray logo needs to be reproduced consistently and correctly. Here's how:

## Clear space

Make sure there is enough space around the logo at all times. This ensures it stands out and is kept clear of other elements. This rule applies to all versions of the logo on all mediums.

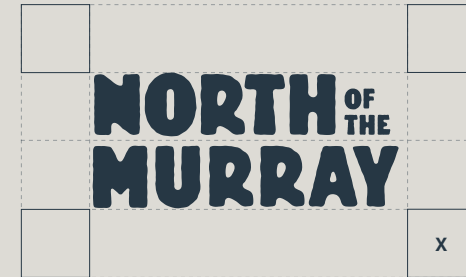
## Minimum size

Whether in print or on screen, always make sure the logo is larger than the specified minimum sizes. This will ensure it is easily read. This rule applies to all versions of the logo.

Clear space + minimum size



X equals half the height of the logo



X equals half the height of the logo

**NORTH<sup>of</sup>  
THE MURRAY**

18 mm

**NORTH<sup>of</sup>  
THE MURRAY**

15 mm



X equals 1 x the height of the logo

**NORTH<sup>of</sup>  
THE MURRAY**

30 mm

## CO-BRANDING

When you want to use your business name alongside the North of the Murray logo, your business logo should always appear first.

The North of the Murray logo 'endorses' your brand.



Primary – Business or event name.



Secondary – North of the Murray logo.

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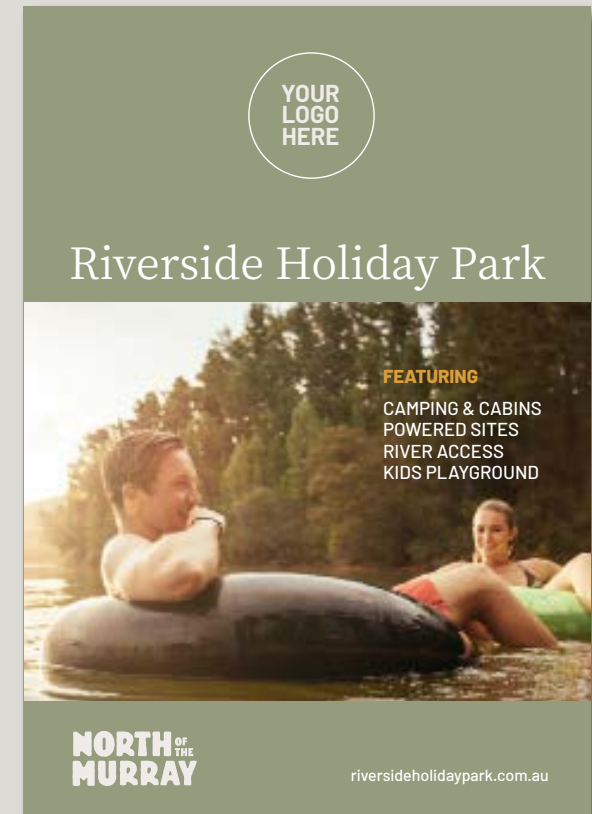
## CO-BRANDING

If you're a tourism operator, we encourage you to include the North of the Murray logo as an endorsement on all of your marketing collateral, such as brochures, websites and posters.

North of the Murray logo files are available to tourism operators.

Email us to request use of the logos.  
[tourism@federationcouncil.nsw.gov.au](mailto:tourism@federationcouncil.nsw.gov.au)

Remember to refer to these guidelines if you're unsure about placement and useage of the logo or contact the Federation Council tourism team.



# COLOUR

For its colours, the brand has drawn inspiration from our region.

You may wish to consider using these colours when creating your own marketing collateral.

## Which colour do I use?

**PMS:** For offset printing only. Ideal for stationery or one or two-colour print jobs.

**CMYK:** Use in offset and digital printing. Ideal for full-colour brochures, flyers etc.

**RGB:** The most commonly used colour profile for computers, screens and mobile devices.

**HEX:** Designers and developers use HEX colours in web design.

Brand colour palette

<b>PMS 2965 U</b>	<b>PMS 286 U</b>	<b>PMS 7713U</b>	<b>PMS 5753 U</b>	<b>PMS 2007 U</b>	<b>WHITE</b>	<b>PMS 7527</b>	<b>PMS 7580 U</b>
<b>C/M/Y/K</b> 34/7/0/88	<b>C/M/Y/K</b> 93/79/13/2	<b>C/M/Y/K</b> 72/7/26/34	<b>C/M/Y/K</b> 60/49/71/14	<b>C/M/Y/K</b> 15/40/90/0		<b>C/M/Y/K</b> 3/3/4/2	<b>C/M/Y/K</b> 15/74/76/23
<b>R/G/B</b> 38/55/68	<b>R/G/B</b> 47/78/144	<b>R/G/B</b> 23/129/139	<b>R/G/B</b> 109/111/87	<b>R/G/B</b> 218/158/60		<b>R/G/B</b> 238/235/233	<b>R/G/B</b> 170/80/59
<b>HEX</b> #263744	<b>HEX</b> #2f5199	<b>HEX</b> #17818b	<b>HEX</b> #6d6f57	<b>HEX</b> #da9d3c		<b>HEX</b> #eebe9	<b>HEX</b> #aa503b

## PHOTOGRAPHY

Photography should capture the essence of our landscape, how people interact with the region and a general sense of ease and enjoyment.

When creating your own imagery consider the following:

- Showcase the landscape
- Feature people as subjects
- Use interesting composition
- Show activities that will appeal to potential visitors
- Consider the brand colour palette and aesthetic.

Please note: Imagery featured in this document is indicative only and not licensed for reproduction or use. Images courtesy of Destination NSW.





# Merchandise

We have a range of North of the Murray merchandise for tourism operators to purchase wholesale from the Corowa Visitor Information Centre.

These are a great way to spread awareness of our region, and perfect for events, functions, peak periods and giving to customers.

Minimum orders apply, along with a recommended retail price for consistency across the region. Large orders require four weeks' notice and are subject to availability. We are always adding to our line of merchandise and you're encouraged to provide recommendations.

Take a look at the full range and [order your merchandise here](#)

## MERCHANDISE

### Tote Bags —

Quality keepsakes for visitors to our region.



## MERCHANDISE

Bumper stickers —

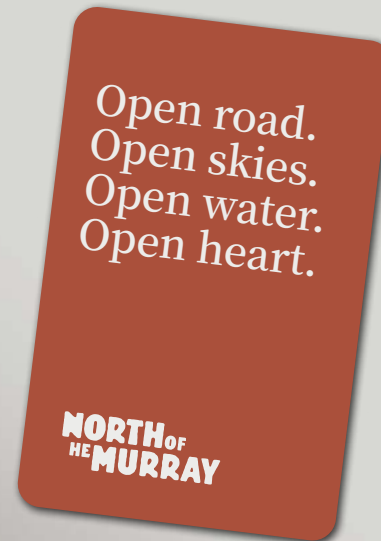
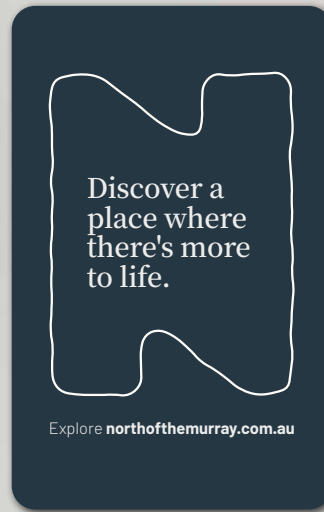
Spread the word.



## MERCHANDISE

### Magnets —

A little reminder.



## MERCHANDISE

### Tea towels —

Souvenirs worth sharing.



# Marketing Collateral

Federation Council has put together marketing collateral to inspire visitors to holiday North of the Murray – and to see more of the region while they're here.

We can provide local businesses and operators with free printed collateral:

- North of the Murray visitor guide
- Town maps
- Experience guides

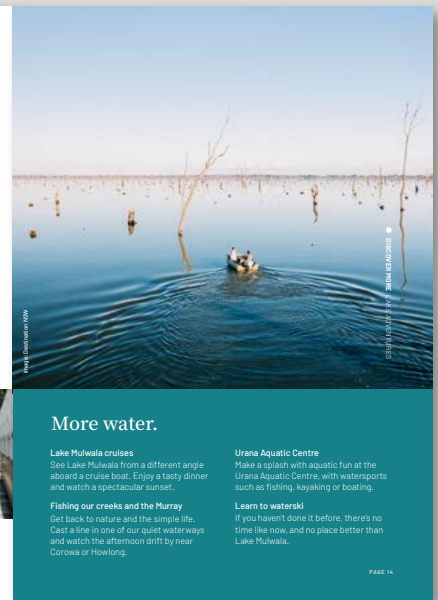
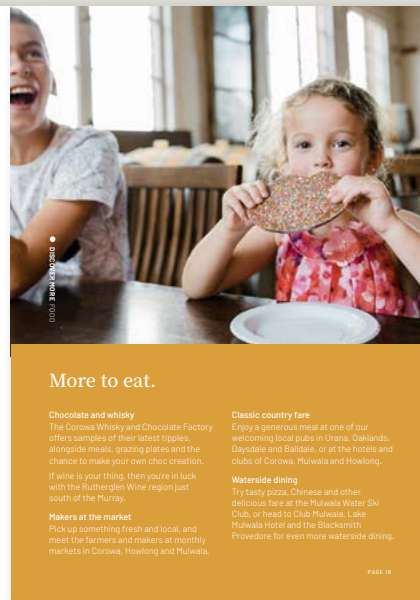
We have also developed a North of the Murray destination website, where visitors can find details for operators such as yourself.

**[Order your North of the Murray marketing collateral here](#)**



Visitor Guide —

A handy overview of our region designed for visitors – ready for you to display and distribute.



# COLLATERAL

## Region maps —

Maps promoting key experiences and activities to help guide visitors.

## Corowa Wahgunyah

Corowa is steeped in history, and in close proximity to land and water-based activities.

With world-class food and wine visitors will be spoilt for choice.

DISTANCE TO	
Albury/Wodonga	59km
Beechworth	59km
Howlong	29km
Rutherglen	19km
Urana	52km
Yarrawonga/Mulwala	43km

NORTH OF THE MURRAY

**ALL SAINTS ESTATE**

**COFIELD WINES**

**COROWA FEDERATION MUSEUM**

**COROWA GOLF CLUB & FEDERATION CINEMA**

**COROWA RSL**

**PIEPPER WINES**

**VAL HALLA WINES**

**WHISKY AND CHOCOLATE FACTORY**

**CARAVAN PARKS**

**BALL PARK CARAVAN PARK**  
BRIDGE RD, COROWA | 02 6033 1426

**BINDAREE HOLIDAY PARK**  
454 HONOUR AVE, COROWA | 02 6033 2500

**COROWA CARAVAN PARK**  
84 FEDERATION AVE, COROWA | 02 6033 1844

**RIVERGUM HOLIDAY PARK**  
386 HONOUR AVE, COROWA | 02 6033 1990

**HOTELS**

**ARCADIA MOTOR INN**  
127 FEDERATION AVE, COROWA | 02 6033 2088

**COROWA GATEWAY HOTEL**  
203 SANGER ST, COROWA | 02 6033 1566

**COROWA GOLF CLUB MOTEL**  
1-67 HUME ST, COROWA | 02 6033 1466

**COROWA MOTOR INN**  
69 RIESLING ST, COROWA | 02 6033 1255

**FEDERATION MOTOR INN**  
330 HONOUR AVE, COROWA | 02 6033 2022

**GOLFERS RETREAT MOTEL**  
57 HAY ST, SOUTH COROWA | 02 6033 2059

**GOLFERS LODGE MOTEL**  
71-73 HUME ST, COROWA | 02 6033 1366

**GRENADES MOTEL**  
91-99 FEDERATION AVE, COROWA | 02 6033 2288

**HERITAGE MOTOR INN**  
25 EDWARD ST, COROWA | 02 6033 1800

**LONE PINE MOTEL**  
17 LONE PINE AVE, COROWA | 02 6033 2966

**MOTEL MENERES**  
146 FEDERATION AVE, COROWA | 02 6033 1066

**MOTEL WINGROVE**  
147 FEDERATION AVE, COROWA | 02 6033 2055

**MURRAY BANK HOLIDAY UNITS**  
76 FEDERATION AVE, COROWA | 02 6033 2922

**STATESMAN MOTOR INN**  
2 EDWARD ST, COROWA | 02 6033 2411

Discover [northofthemurray.com.au](http://northofthemurray.com.au)

NORTH OF THE MURRAY

**KEY**

Toilet	BBO Facilities	Winery
Supermarket	Library	Playground
Petrol	Museum	Hospital
Boat Ramp	Campsite	Dump point
Visitor Information	Off-leash Area	Walking Track

**Share your experience**

#Northofthemurray #Corowa #Mulwala  
#Howlong #Urana #northofthemurray

Discover [northofthemurray.com.au](http://northofthemurray.com.au)

# Business Champions

At Federation Council, we're committed to growing our tourism industry.

If you're one of the many tourism operators doing great things in the North of the Murray region – we want to work with you.

We want to ensure that visitors have a memorable experience while in our region – one worth repeating, and one worth sharing with friends and family.

As we put together future tourism programs, projects and opportunities, we use a range of criteria to determine which operators to include.

**We call them Business Champions.**

## BUSINESS CHAMPIONS

There are six simple ways you can be a North of the Murray Business Champion.

We check each potential business against the following criteria;



### 1. Get connected

Ensure you have a current ATDW listing



### 2. Stay in touch

Keep the tourism team up to date



### 3. Subscribe

To receive our industry newsletter



### 4. Get social

Create quality social media content on your channels



### 5. Get online

Ensure that your content is displayed online



### 6. Know your region

Participate in familiarisation tours

# 1.

## Get connected

Ensure you have a current Australian Tourism Data Warehouse listing.

The Australian Tourism Data Warehouse (ATDW) is a central content and distribution platform for the Australian tourism industry. Also known as *Get Connected*, this is a free website membership program where you can reach more than two million potential visitors each month. Simple and easy to use, *Get Connected* membership is open to all tourism businesses and events within NSW.

An ATDW listing is required to have your content displayed on the North the Murray website ([northofthemurray.com.au](http://northofthemurray.com.au)). To create your listing visit [atdw.com.au](http://atdw.com.au).

Contact the Corowa Visitor Information Centre or Yarrawonga Mulwala Visitor Information Centre for assistance or [find out more here](#)

# 2.

## Stay in touch

Keep the Corowa Visitor Information Centre up to date.

The staff and volunteers at our visitor centre are often the first of contact for people visiting the region – so they need to know all about you!

Make sure you keep in touch with our Tourism Coordinator, Visitor Services staff and volunteers.

Please send us regular information on updates, upgrades, specials, changes in operating hours, new menus or special events.

[You can email us here](#)

3.

# Subscribe

To receive our industry newsletter.

Each month we send out *Talking Tourism* – an industry newsletter with helpful insights and information on North of the Murray marketing campaigns, events, development opportunities, research and general tourism news.

[You can subscribe here](#)



# 4.

## Get social

### Create quality social media content on your channels.

Social media is one of the most powerful tools to promote your tourism business or event. Today, sharing and interacting is vital. When you include the North of the Murray brand, you're helping to build awareness and reach more people.

Sharing with us is simple:

- Like or follow us @northofthemurray on both Instagram and Facebook
- Tag us @northofthemurray
- Add the regions' hashtags #northofthemurray #mulwala #corowa #howlong #urana #name of village where necessary

Using the regions' hashtags and tagging us in your posts allows us to easily see what you're up to. It also provides us with content and allows us to feature your posts.

You can ask your visitors to share their North of the Murray experience at your venue with the same hashtags.

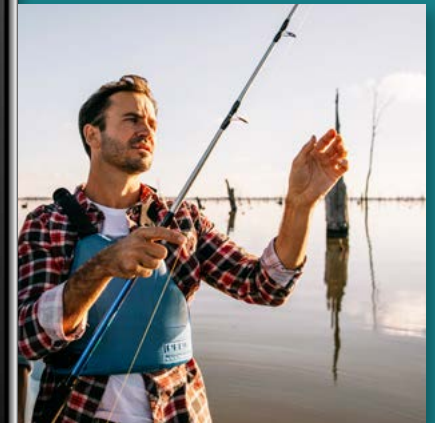
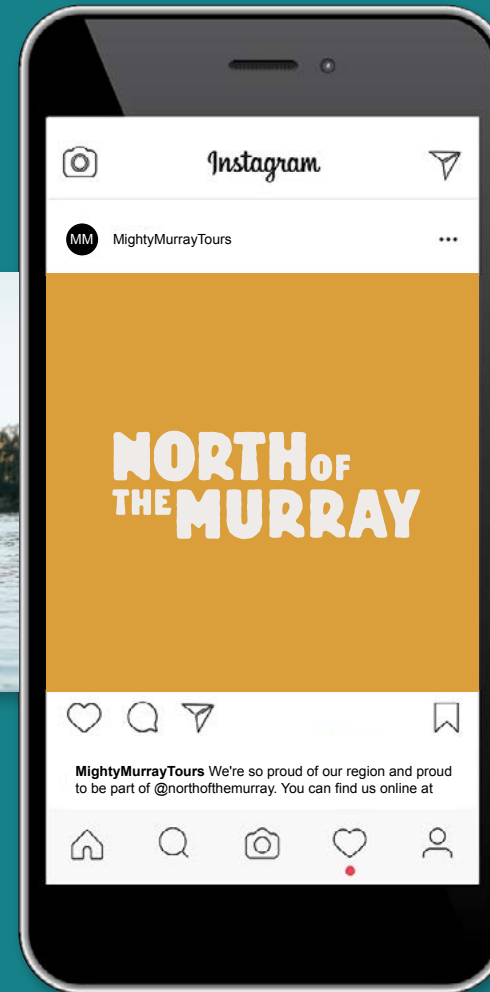
## BUSINESS CHAMPIONS

### Quality content, ready to use.

To help you share and strengthen our brand, we have created a series of branded social media tiles for Business Champions.

We encourage you to post these throughout your Instagram or Facebook feed along with your own content.

Download your free North of the Murray [social media tiles here](#)



# 5.

## Get online

Ensure that your content is displayed online.

The internet is the way most people search for information about a holiday. Online tools and channels are critical for the competitiveness of a tourism business or destination.

Consider using an online booking system – they are quick and convenient for you and your customers.

You should also consider making your own website look its very best. Consider including professional photography, awards and positive feedback.

# 6.

## Know your region

### Join the North of the Murray Tourism Industry Familiarisation Tour Program.

These are tours coordinated by Federation Council and Yarrawonga Mulwala Visitor Information Centre to enable staff, volunteers and industry representatives to visit tourism experiences within the region.

This ensures that we are well informed and up to date with your business, so we can best promote it. The program also includes industry networking opportunities and forums for feedback, strengthening the sense of community among our tourism sector.

[Register your interest here](#)

We're here for you.

Your tourism team at Federation Council has the best interests of our visitors, operators and overall region at heart.

We encourage you to get in contact with us regularly to keep us up to date, tell us your ideas, provide feedback or gain support for tourism initiatives.

The objectives of the Tourism unit are to:

1. Increase visitation to the North of the Murray region, with a particular focus on overnight stays
2. Strengthen the regions' identity and identify key markets
3. Support a collaborative, regional approach to tourism growth and development
4. Provide a high standard of effective and innovative visitor services across the council area
5. Identify sustainable product development opportunities with consideration to protecting natural landscapes
6. Support tourism stakeholders through advocacy and leadership
7. Build pride and capacity within the community to create local ambassadors and strengthen the tourism offering

## KEY CONTACTS

### **For Operators — [federationcouncil.nsw.gov.au](https://federationcouncil.nsw.gov.au)**

Visit the Corporate Tourism webpage for industry information and updates, useful links and online forms. This is where tourism operators can find everything they need in one simple location.

#### **Federation Council**

100 Edward Street, Corowa Civic Centre,  
Corowa, NSW 2646  
02 6033 8999  
[council@federationcouncil.nsw.gov.au](mailto:council@federationcouncil.nsw.gov.au)

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### **For Visitors — [northofthemurray.com.au](https://northofthemurray.com.au)**

Direct visitors to the official North of the Murray destination website. This is where they will find travel inspiration, itineraries, experience, attractions and accommodation.

#### **Corowa Visitor Information Centre**

100 Edward Street, Corowa Civic Centre,  
Corowa, NSW 2646  
02 6033 3221  
[tourism@federtaioncouncil.nsw.gov.au](mailto:tourism@federtaioncouncil.nsw.gov.au)

LET'S GO!

We're excited about the future of our region as a tourism destination.

But North of the Murray isn't our brand – it's yours.

It's been created to grow your business, and help our region thrive.



**NORTH** OF  
THE  
**MURRAY**

BALLDALE  
BOREE CREEK  
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DAYSDALE  
HOWLONG  
MORUNDAH  
MULWALA

OAKLANDS  
RAND  
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URANA