



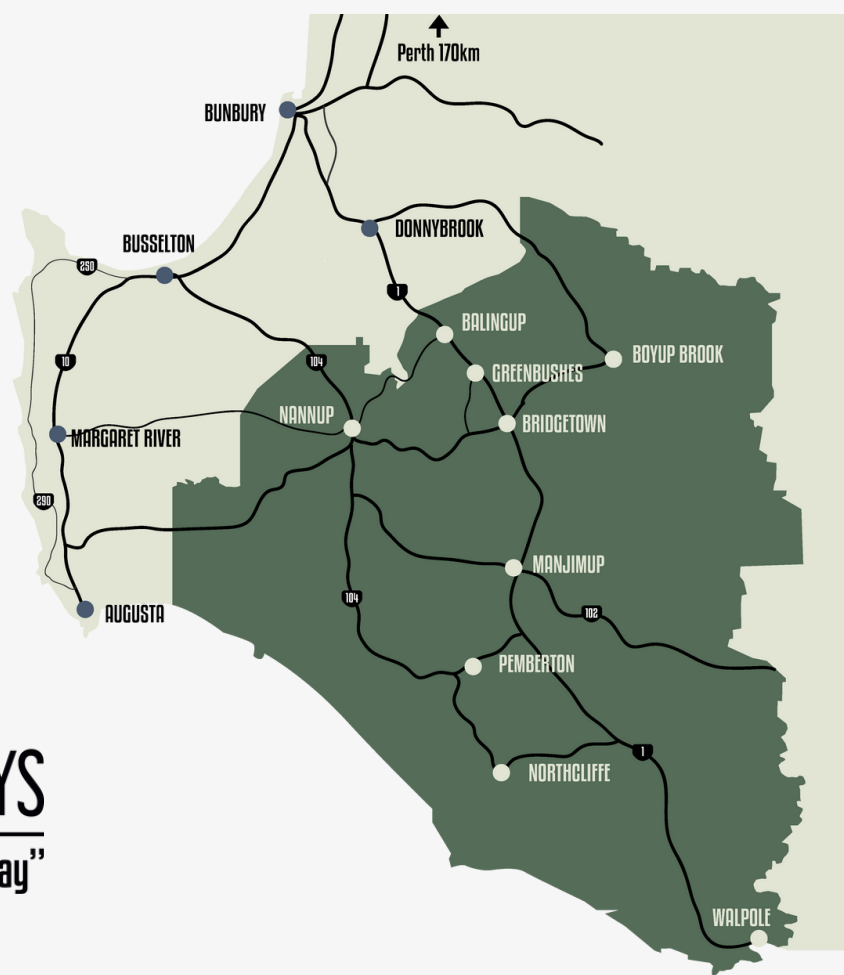
SOUTHERN FORESTS & VALLEYS

“a world away
from the everyday”

BRAND & STYLE GUIDE

Balingup | Bridgetown | Boyup Brook | Greenbushes
Manjimup | Nannup | Northcliffe | Pemberton | Walpole

www.southernforestsandvalleys.com



SOUTHERN FORESTS & VALLEYS

"a world away from the everyday"

The Southern Forests & Valleys is the tourism brand for the Warren Blackwood Alliance of Councils region (WBAC).

The WBAC is a voluntary regional organisation representing the Shires of Bridgetown - Greenbushes, Boyup Brook, Donnybrook Balingup, Manjimup and Nannup.

Key messaging:

The Southern Forests & Valleys region is undiscovered. We have unique nature and amazing adventure, we have an abundance of art, heritage and culture and we are the food bowl of the South West.

The Southern Forests and Valleys region stretches from Balingup to Walpole, Nannup to Boyup Brook and encompass Bridgetown, Pemberton, Greenbushes, Manjimup and Northcliffe.

Our region is home to some of the most beautiful natural landscapes and charming small towns in the entire South West. Our region is a world away from the every day.

The Southern Forests & Valleys tourism brand is managed by the WBAC who can be contacted via tourism@wbac.net.au.

BRAND COLOUR SPECIFICATIONS

Green

RGB: R85 G108 B87
CMYK: C67 M41 Y67 K23
Hex: #556c57
Pantone: PMS 5615 C

White

RGB: R0 G0 B0
CMYK: R255 G255 B255
Hex: #ffffff
Pantone: 100% White

Black

RGB: R255 G255 B255
CMYK: R0 G0 B0
Hex: #000006
Pantone: 100% Black

Purple

RGB: R121 G73 B106
CMYK: C65 M86 Y49 K0
Hex: #78486a
Pantone: 777 Purple

Violet Grey

RGB: R73 G89 B111
CMYK: C76 M61 Y39 K19
Hex: #49596f
Pantone: PMS 2376 C

Yellow

RGB: R234 G172 B89
CMYK: C7 M35 Y75 K0
Hex: #eaac59
Pantone: PMS 150 CP

Crimson

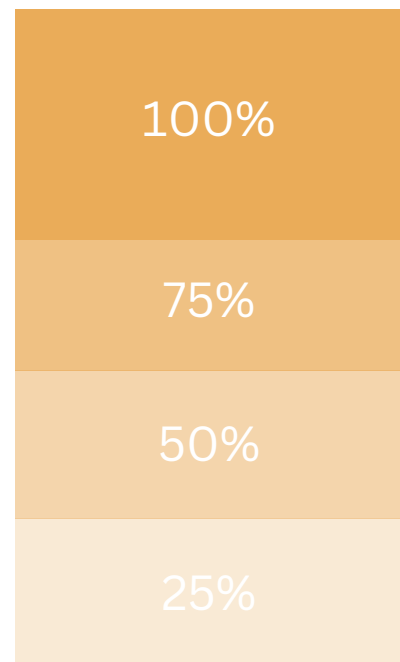
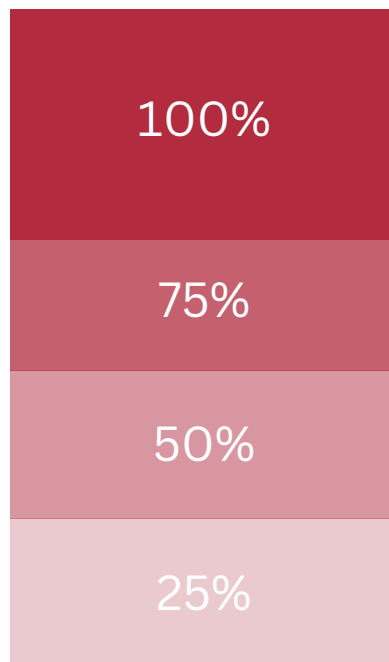
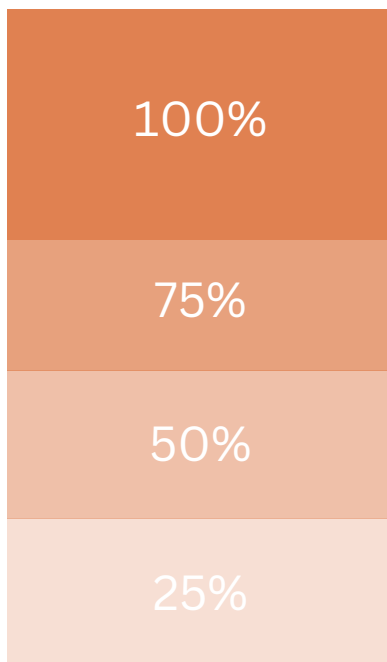
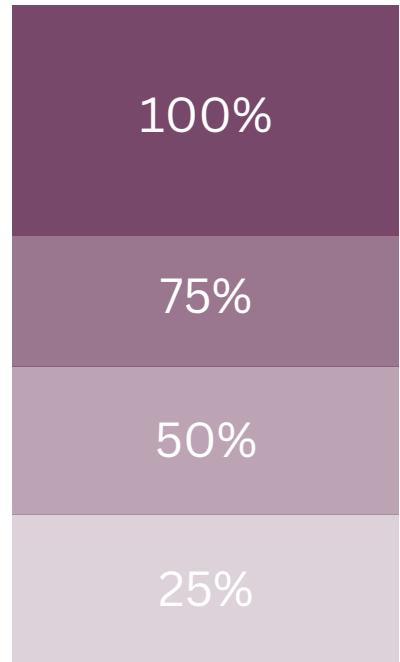
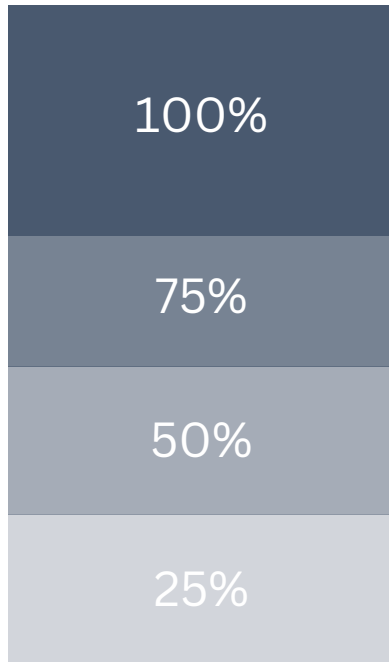
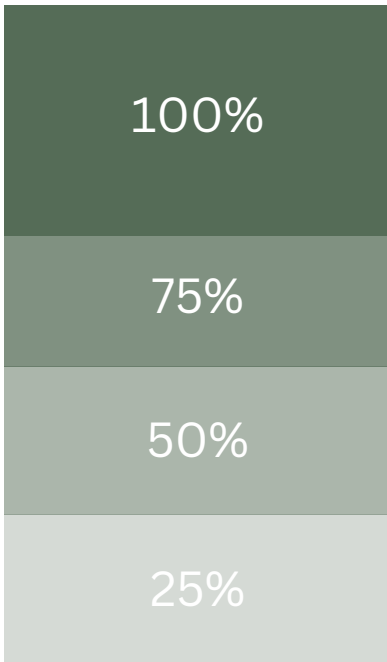
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CMYK: C22 M96 Y74 K11
Hex: #b22b3f
Pantone: PMS 187 CP

Orange

RGB: R224 G129 B81
CMYK: C10 M59 Y75 K0
Hex: #e08151
Pantone: PMS 7576 CP

BRAND COLOUR SPECIFICATIONS

All brand colours can be used at 100%, 75%, 50% or 25% transparency:



PRIMARY LOGOS

The logo comes in both stacked and landscape formats, with and without our tagline:

**SOUTHERN
FORESTS & VALLEYS**
“a world away from the everyday”

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PRIMARY LOGOS

The logo is branded for each of our towns and Shires and for Western Australia:

**SOUTHERN
FORESTS & VALLEYS**
Boyup Brook

**SOUTHERN
FORESTS & VALLEYS**
Nannup

**SOUTHERN
FORESTS & VALLEYS**
Manjimup Pemberton Northcliffe Walpole

**SOUTHERN
FORESTS & VALLEYS**
Western Australia

The elements of our logo are the waves and ampersand symbols:



FONTS USED IN LOGOTYPE

Font for text titles: Kenyan Coffee Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10

Font for subtitle *Beyond Infinity*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10

Font for body text: Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10

This text can be used in regular, bold or italic formats.

MARKETING PILLARS

Our marketing activities focus on our five key experience pillars:

Adventure

No matter if you like to walk, cycle, paddle, drive or horse ride, the Southern Forests and Valleys is a massive outdoor adventure playground just waiting to be explored.

WA's Food Bowl

From farm gates, farmers markets and cafes, to restaurants, wineries, breweries and farm tours, there are endless opportunities to taste the region when you come and visit.

Individual Towns

Each one of the Southern Forests and Valleys' towns play host to charming attractions, characters, experiences and events that present the very best of the region in easy to digest bites.

Unique Nature

National parks, state forests, white sandy beaches, pretty picnic spots, rolling hills, tranquil rivers and picturesque landscapes await you in the Southern Forests and Valleys – the perfect place to relax in nature (rain, hail or shine).

Art, Heritage & Culture

Living heritage, artistic experiences, historic sites, traditional and Indigenous cultures, music and performing arts; engage with the heart of our community in genuine and interactive ways.

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CONTACT US

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tourism@wbac.net.au
