

#RecoveryWeekend

Campaign Industry Toolkit

FEBRUARY 2020



Campaign Industry Toolkit Assets

Destination NSW (DNSW) have created key campaign assets and messaging guidelines for use in promotional activity.

This includes:

01. Logos

02. Messaging

03. Social Media Usage

Campaign Overview

#RecoveryWeekend is a new campaign encouraging people to spend their tourism dollars in New South Wales (NSW) in 2020. Across Australia, and especially in our state of NSW, it's been an extraordinarily difficult start to 2020 with so many affected by the bushfire crisis. It's impacting our tourism industry, with many cancelling their holiday plans.

It's time to tell travellers that NSW is open for business and ready to welcome tourists. In NSW, we are urging people to take a #RecoveryWeekend – to simultaneously recharge holidaymakers' batteries and help communities recover and rebuild, too.

#RecoveryWeekend inspires everyone to make their holiday plans in the stunning State of NSW. To book a getaway that gives back; to discover a new part of NSW they've always wanted to visit; to get out and meet local farmers and winemakers. #RecoveryWeekend lets bushfire-affected communities know that we are all going to be there alongside them on the road to recovery.

Our storied state of NSW will always surprise — visiting NSW during the tougher times is just as memorable as stopping over during easier times, and will support our incredible tourism operators when they need it the most.

Campaign Logo

A #RecoveryWeekend logo has been created to be used across the campaign.

We invite you to use this asset to create any marketing collateral for your business when promoting New South Wales. This can include stickers, badges, posters, email marketing communications or local press ads. Think of this visual asset as a stamp that can be applied to any promotional material.

National logo can be downloaded here:

URL: <https://app.box.com/v/RWIndustryToolkit>

Password: DestinationNSW



Recovery Weekend

NSW getaways that give back

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NSW getaways that give back

Clear Space & Minimum Size

Clear Space Guide

Always leave space around the logo to protect legibility. This safe area must be free of copy, graphic elements and high-contrast imagery.

Correct clearance space distance is based on the width of the '#' in '#RecoveryWeekend' logo. This distance (#) should be maintained on all sides.



Minimum Size Guide

Minimum size conditions ensure clear reproduction and appropriate scale of the #RecoveryWeekend logo.

Please ensure the minimum height of the logo is 15mm for print and 40 pixels for digital applications.



Composite Logo

So that we all share the same voice across the #RecoveryWeekend campaign, it's important to follow these logo guidelines to strengthen the integrity, impact and consistency of this new campaign.

1. Do not alter the master artwork in any way.
2. Don't stretch, change the typeface or alter the outline in any way.
3. Follow these general principles:
 - The logos should be visually equal in size and should be scaled to ensure legibility
 - The isolation area should always be observed
 - Do not add words into or under the #RecoveryWeekend logo

**#Recovery
Weekend**
NSW getaways that give back



Incorrect Usage

To ensure high quality results it is important to follow the recommendations set out within the toolkit.



Altering the logo

Do not alter the position of the elements that form the logo.



Distortion

Never skew or distort the logo.
Only ever use the supplied logo file.



Position

Do not place the logo on an angle or changes its direction in any way.



Incorrect co-branding

When using a co-branded lock up always ensure the correct spacing.



Flipping the logo

Do not flip the logo vertically or horizontally.



Effects

Never add special effects to the logo.
Only ever use the supplied logo file.



Cropping

Ensure that the logo is never cropped or missing elements.



Incorrect placement on images

Do not place the logo over imagery that does not provide contrast.

Recovery Weekend Messaging

Headline Options

Take a Recovery Weekend

Book a getaway that gives back

Byline Options

A weekend escape that's about feeling good and doing good

Feel good and do good by taking a recovery weekend in regional NSW

Body Copy Intro Options

Recharge your batteries and support communities affected by drought and fires. You need it and they need it too! It's a WIN WIN.

Book your Recovery Weekend with [Partner Name] and take a getaway that gives back.

Sydney Dispersal (optional)

After an action-packed stay in Sydney, recharge your batteries with a trip to the surrounding rural towns. By staying a night or two out of town, you'll be supporting New South Wales communities affected by drought and fires. You need it and they need it too! It's a WIN WIN.

Primary Hashtags

#NewSouthWales #RecoveryWeekend

Additional Hashtags

#HolidayHereThisYear #spendwiththem #emptyesky #buyfromthebush #stayinthebush

Social Media Usage

When posting social media posts about the Recovery Weekend campaign, use the **#RecoveryWeekend** and **#NewSouthWales** in your copy.

Additional hashtags:

#HolidayHereThisYear

#spendwiththem

#emptyesky

#buyfromthebush

#stayinthebush

Remember, the #RecoveryWeekend messaging is flexible. Adapt it to align with your current marketing activity, or create a brand new message for your audience on your website, social media channels or in your email marketing.

- When posting about the initiative, always use the #RecoveryWeekend hashtag in your copy.
- When posting an image, use the #RecoveryWeekend logo on your images and videos like a sticker. (Make sure you own the image or video, or have the permission from the photographer to add a logo on their work).
- Remind your followers that NSW is open for business, and showcase what makes the NSW destination authentic, striking and memorable.

Primary Hashtag 1

#RecoveryWeekend

Primary Hashtag 2

#NewSouthWales