

BUNBURY GEOGRAPHE TOURISM BRAND LAUNCH

FIND HIDDEN PLACES

BUNBURY GEOGRAPHE TOURISM BRAND LAUNCH

Hello &
Welcome

NGALANG WONGI ABORIGINAL CULTURAL TOURS

Mr Troy
Bennel

MEMBER FOR BUNBURY

Mr Don
Punch mla

THANK YOU FOR THE SUPPORT

Partners







Shire of HARVEY



A Breath of Fresh Air









AUSTRALIA'S
South West



Regional
Development
Australia

JUICEBOX, DIRECTOR

Joel Pember

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KEY INSIGHTS

Growing sense of
unity and connection
within the region.

KEY INSIGHTS

Genuinely passionate,
sincere and friendly
communities.

BUNBURY GEOGRAPHE

KEY INSIGHTS

A natural, fresh and healthy environment, known for its outdoor activities and delicious produce.

KEY INSIGHTS

Brimming with diverse, eclectic
and authentic experiences.

BUNBURY GEOGRAPHE

THE CHALLENGE

Create a unique identity
for the region.

BUNBURY GEOGRAPHE

THE CHALLENGE

Truly representative of all.

BUNBURY GEOGRAPHE

CREATIVE CONCEPT

Built from lost letterforms, graphics and visual signage found throughout the vast geographical region, this creative concept utilises typography to create a unique identity for this emerging regional tourism brand.

The lost and found concept effectively captures the diversity of the area, accurately represents the characterful people and places, and is authentic by way of being.

BUNBURY GEOGRAPHE



BUNBURY GEOGRAPHIE

BUNIBURY GEOGRAPHIE

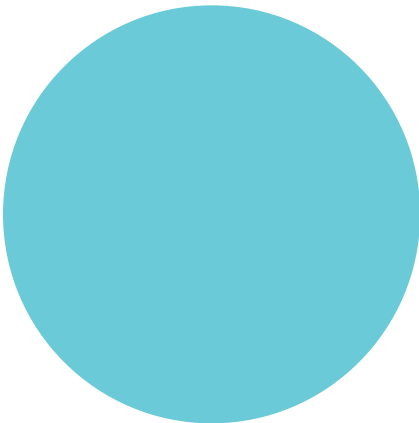
BUNIBURY GEOGRAPHIE

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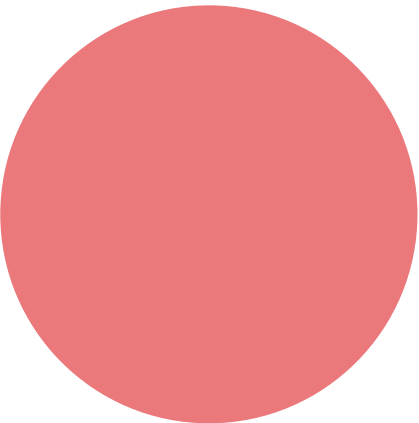
BUNBUN
GEOGEO
BUNBUN
GEOGEO



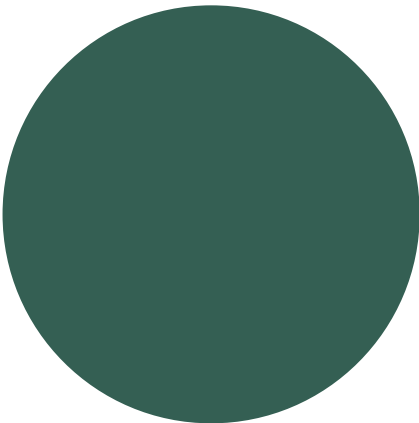
PRIMARY COLOUR SCHEME



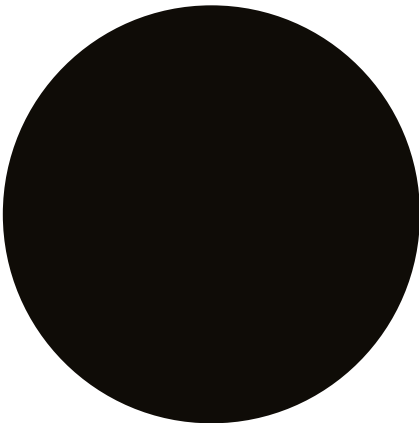
COAST



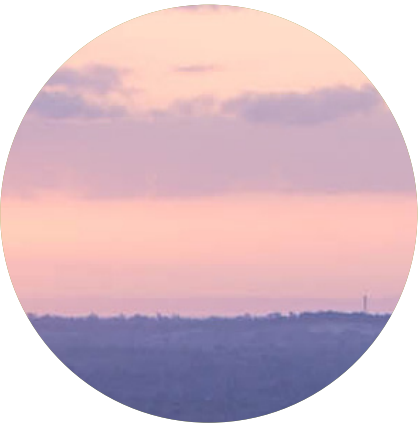
SUNSET



FOREST

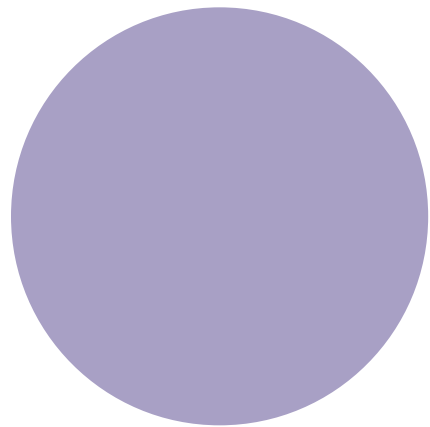


SHADOW

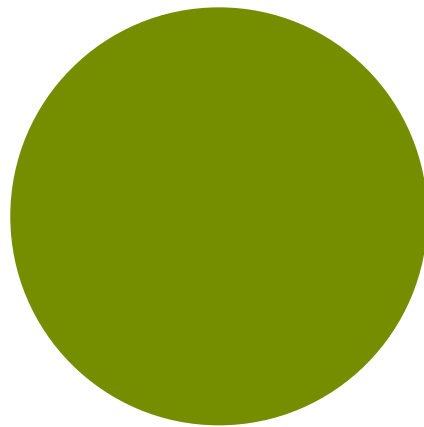


BUNBURY GEOGRAPHE

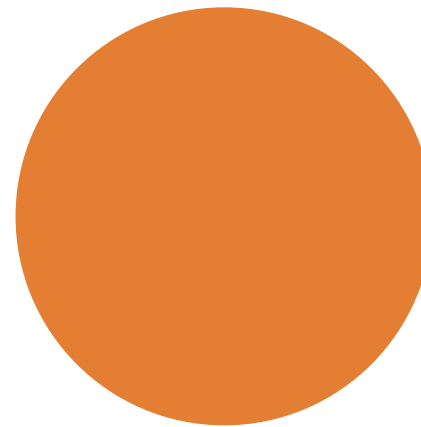
SECONDARY COLOUR SCHEME



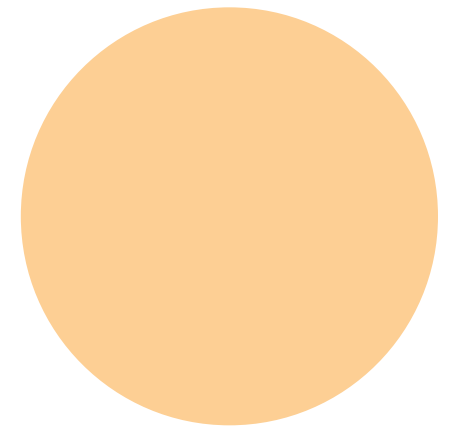
DUSK



PASTURE



GRAVEL

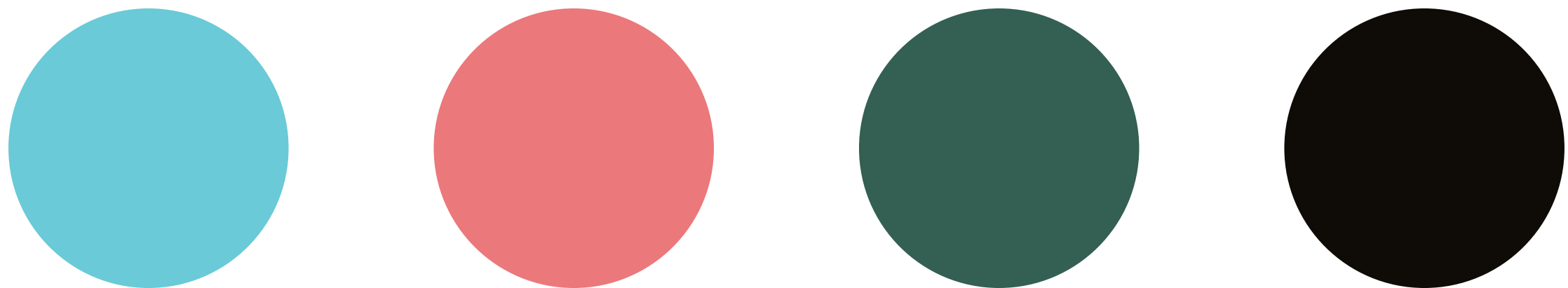


WHEAT



BUNBURY GEOGRAPHE

COLOUR SCHEME



BUNBURY GEOGRAPHE

CREATIVE CONCEPT

We can appreciate the unifying, authentic and diverse attributes of this branding concept, but true success will be measured in its ability to provide a effective foundation for a broader marketing campaign.

BUNBURY GEOGRAPHE

CAMPAIGN CONCEPT



**FIND
YOUR
SELF**



**LOSE
YOUR
SELF**

BUNBURY GEOGRAPHE

A photograph of three young women laughing together outdoors. The woman in the foreground is seen from the side, wearing a dark and light patterned sweater. Behind her, two other women are laughing; one is wearing a black hat and a tan sweater. The scene is brightly lit, suggesting a sunny day. The text 'FIND YOUR SELF' is overlaid on the left side of the image.

**FIND
YOUR
SELF**

Find yourself laughing with friends

It's time for a weekend away with friends, experiencing the warmth and creative talents of the many local restaurants, cafes and bars.

**BUNBURY
GEOGRAPHIE**



**LOSE
YOUR
SELF**





Lose yourself in the abundance of fresh produce

Stretching across our coastal plains
and throughout the endless rolling hills,
our farmlands produce some of Western
Australia's best food and wine.

**BUNBURY
GEOGRAPHIE**



Find yourself in conversation with the locals

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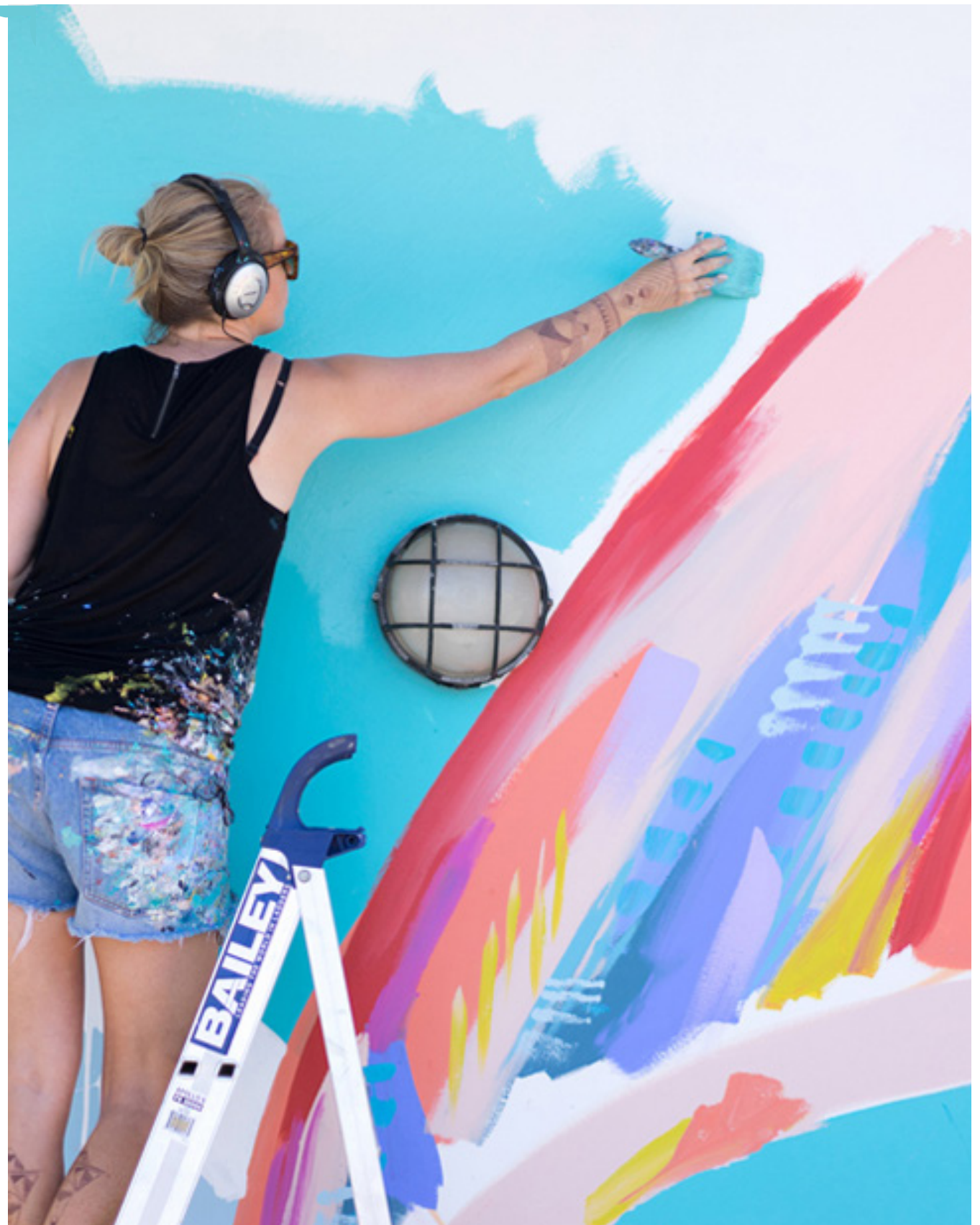
Open doors and welcoming smiles, this is a place where people say hello on the street and the warmth and sincerity of the locals is felt immediately.

**BUNBURY
GÉOGRAPHIE**

Lose yourself within the art and culture

Where streets have become galleries and
creativity is natural part of the landscape.
Explore the many galleries and studios
dotted across the region.

**BUNBURY
GEOGRAPHE**





CREATIVE CONCEPT

Further promotion of this regional tourism brand can be explored through the playful visual applications, printed on merchandise and displayed throughout the region.



BUNBURY
GEOGRAPHY

BUNBURY
GEOGRAPHY

BUNBURY
GEOGRAPHY

BUNBURY GEOGRAPHE TOURISM BRAND LAUNCH

Thank you

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