

# Now's The Time To Love NSW

## Industry Campaign Toolkit

FEBRUARY 2020



# Campaign Toolkit Assets

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

This includes:

**01. Logo**

**02. Messaging**

**03. Social Media Usage**

# Campaign Overview

*Now's the Time to Love NSW* is a Destination NSW creative initiative encouraging people to spend their tourism dollars in Sydney and New South Wales (NSW) in 2020 and beyond. With parts of NSW ravaged by bushfires and drought, it's time we inspire tourists to show the world what they love about NSW with a brand new campaign across print, social, broadcast and digital media.

The campaign *Now's the Time to Love NSW* encourages travellers to make their holiday plans in Sydney and NSW and inspires them to capture their favourite places and 'share the love' by posting images tagged with #LoveNSW.

This campaign showcases some of NSW's most-loved hotspots, from all-time favourite holiday havens to Sydney icons and national parks brimming with natural beauty. The campaign draws on the deep passion and pride locals have for their state and drives domestic tourists to explore NSW while digitally documenting their experiences.

By making and taking a holiday in Sydney and NSW, tourists from far and wide will discover something new in our diverse state; seasoned travellers will fall in love with NSW all over again; and incredible tourism operators will feel the love — when it's needed most.

## Campaign Logo

The “Now’s The Time To Love NSW” logotype 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 NSW. 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.

The logotype can be downloaded here:

**URL:** <https://app.box.com/v/LoveNewSouthWales>

**Password:** lovensw



**NOW'S THE TIME TO ❤️ NSW**

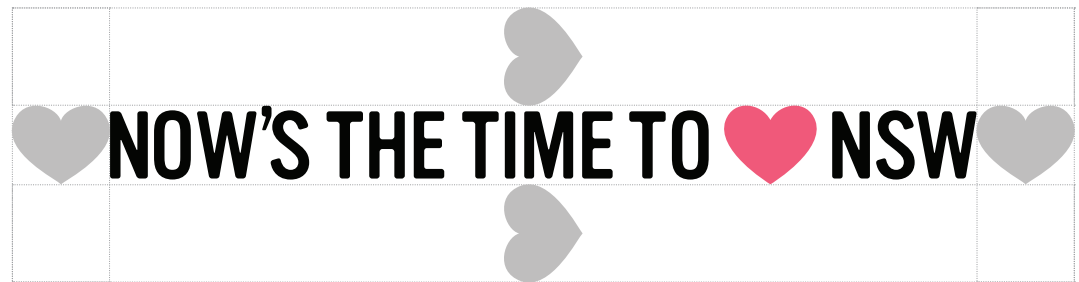
**NOW'S THE TIME TO ❤️ NSW**

# 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 'heart' in 'Now's The Time To Love NSW' logo. This distance (heart) should be maintained on all sides.



## Minimum Size Guide

Minimum size conditions ensure clear reproduction and appropriate scale of the Now's The Time To Love NSW logo.

Please ensure the minimum height of the logo is 5mm for print and 15 pixels for digital applications.

**NOW'S THE TIME TO ❤️ NSW** 5mm / 15px

# Composite Logo

So that we all share the same voice across the Now's The Time To Love NSW campaign, it's important to follow these logo guidelines to strengthen the integrity, impact and consistency of this new campaign.

1. Don't stretch, change the typeface or alter the outline in any way.
2. DNSW encourages partners to change out the colour of the heart to align their brand with the "Now's The Time To Love" campaign. (See 'Branded Heart version' to the right).
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 Now's The Time To Love NSW logotype.

NOW'S  
THE TIME  
TO  NSW



# Incorrect Usage

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



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



**Flipping the logo**  
Do not flip the logo vertically or horizontally.



**Cropping**  
Ensure that the logo is never cropped or missing elements.



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



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



**Incorrect placement on images**  
Do not place the logo over imagery that does not provide contrast.

# Campaign Messaging

## Headline Example Options

*Seven Weekenders to Love in NSW*

*5 Cute Towns to Love in Outback NSW*

*The Design Lover's Guide to NSW's North Coast*

*The Places Locals Love To Eat in the Blue Mountains*

*Insta-loving Surfing Spots on the South Coast*

## Byline Example Options

*Fall in love with NSW all over again.*

*Visit your favourite NSW holiday spots and share the love.*

*You'll have the time of your life – and help someone rebuild theirs.*

## Body Copy Intro Example Options

While the bushfires and drought have brought tough times, many parts of NSW are as beautiful as ever. Come and explore and share the love.

It's time to show the world your favourite holiday spots in NSW – from the beach to the bush, our country towns to global icons.

## Sydney Dispersal Example Option

Start your NSW holiday in the cosmopolitan mecca of Sydney then plan a mini break in Sydney's backyard. By staying and spending in greater NSW and sharing the love on social media, you'll help bushfire and drought-affected communities get back on their feet.

## Primary Hashtags

#LoveNSW

#NewSouthWales or #ilovesydney

## Additional Hashtags

#HolidayHereThisYear #RecoveryWeekend #spendwiththem #emptyesky

#buyfromthebush #stayinthebush



# Social Media Usage

Be part of the campaign and spread the word. So that we all share the same voice across the Now's The Time To Love NSW campaign, when creating and sharing content through your marketing and social media channels — or encouraging visitors to create user-led content for your NSW tourism business — we ask you to use these key messages and follow these photography guidelines:

## Photography Tips:

1. Capture a photo in an inspiring NSW location and get creative using a heart shape.
2. Share the photo on social media with the hashtag **#LoveNSW**. Don't forget to use **#NewSouthWales** and also tag **@VisitNSW**. For Sydney use **#ilovesydney** and also tag **@Sydney**.
3. Encourage your local operators and visitors to do the same.

## Primary Hashtag 1

# #LoveNSW

## Primary Hashtag 2

# #NewSouthWales

## Secondary Hashtags

**#RecoveryWeekend #HolidayHereThisYear  
#spendwiththem #emptyesky  
#buyfromthebush #stayinthebush**

