

RIVER HIGH LINE STYLEGUIDE



WELCOME TO THE RIVER HIGH LINE

The River High Line (RHL) is located less than one hour north of Melbourne. The trail is a shared bicycle, walking and bridle trail along the railway line that previously linked Tallarook to Alexandra and extends up to Mansfield.

The trail encompasses a wide geographic area, providing a trail network of 134kms and a range of varied natural attributes. It boasts heritage features, nature-based and adventure tourism, an emerging food and wine reputation, stunning scenery and close proximity to rivers, lakes, valleys, ranges and mountains.

Cycle tourism is currently one of the fastest growing tourism industries and there is an opportunity for the three municipalities across RHL to own Victoria's cycle tourism sector.

“ An enterprising Mansfield woman brought fresh mushrooms, gathered from her fields to handover to the guardsman of the early morning train, with the promise that he would return the proceeds from the bounty's sale at the Melbourne markets, to her the same evening. ”



WHY DO WE NEED A STYLE GUIDE?

This style guide describes the River High Line brand and how it should be used with supporting visual elements such as typography, colour, illustration, photography, and sub brands. It is an essential reference tool for presenting the River High Line brand to maximum effect both to stakeholders within Rail Trail municipalities and to the public.

This visual style guide will be used by any person creating communications, advertising or promotions for River High Line. Following the directions of this style guide in a consistent manner will help to build recognition of River High Line and protect the integrity of the brand.

The River High Line brand mark has been developed with consideration to the following important points:



THE BRAND ESSENCE

“connections made,
stories shared”

CONSIDERATION OF THE NO#1 EXPERIENCE

that will draw people
to engage with
the product



THE NEED TO CREATE A CONTEMPORARY, PLAYFUL, TIMELESS DESIGN

THE CREATION OF AN IDENTITY THAT RHL CAN OWN

across multiple applications
(print, digital & signage) through
clever design

BRAND VALUES AND POSITIONING

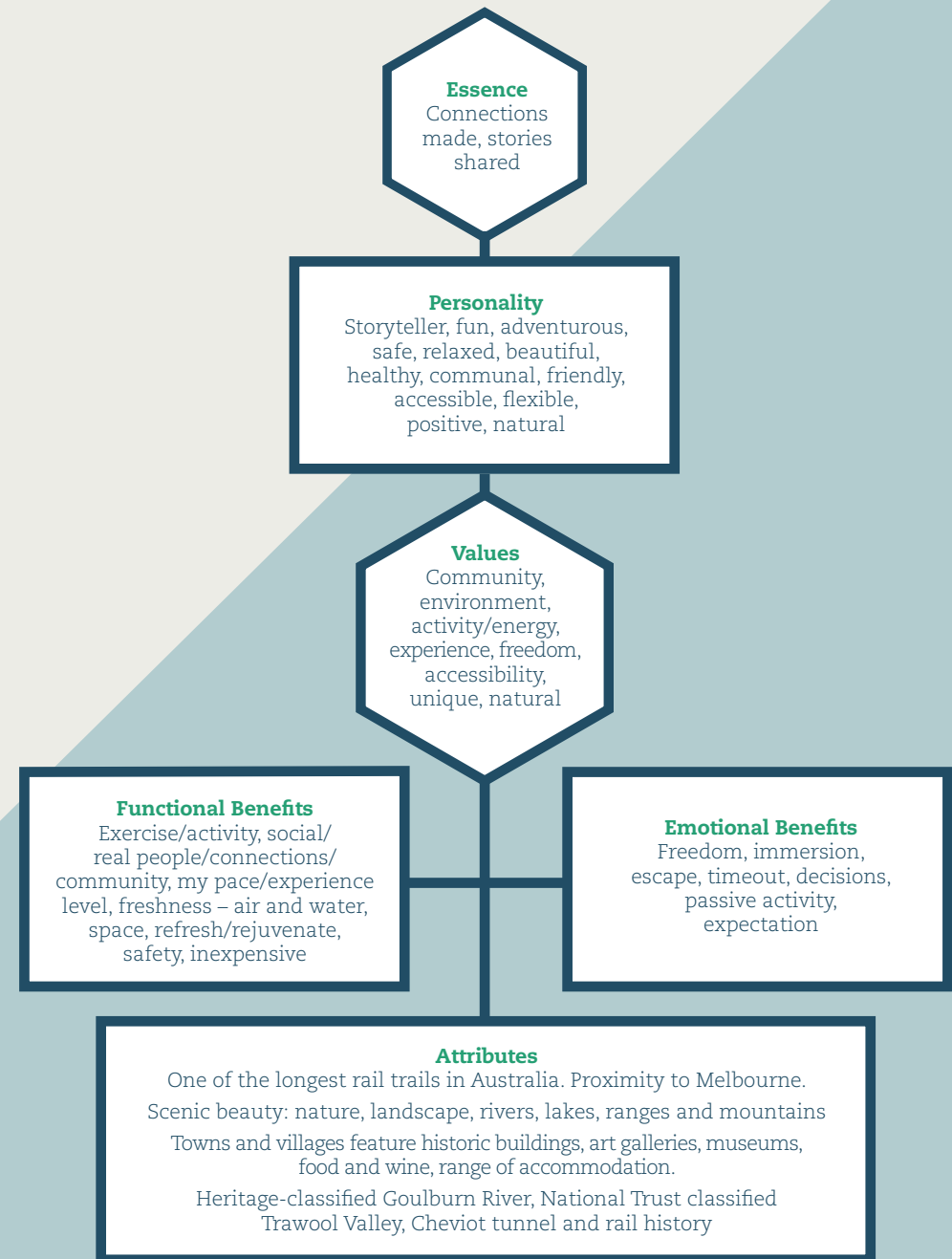
Our brand values represent what we stand for.

They help to set us apart from other products. At the centre of the brand is our essence; the single thought that captures what River High Line is all about. This influences everything we do – from how we do our daily jobs to our customer service and programs, as well as setting the tone and approach for all communications.

Our brand values have been captured in a positioning statement. This is a concise written statement of our ethos, conveying the unique attributes, benefits and promise of the River High Line brand.

Our positioning statement is: Create Your Own Stories

“Christmas Holidays brought great excitement to the families and children of Mansfield, with the departure of the Seaside Excursion Train to St Kilda Beach. Armed with buckets and spades, parasols and ‘neck –to-knees’, it was for many passengers their first glimpse of the ocean. The annual ‘early morning’ excursion train picked up passengers from all stations between Yarck and Tallarook and arrived at Flinders Street station, where passengers transferred to the electric train for St Kilda, returning back to Mansfield at 6.25pm from Flinders Street.”



BRAND STORY

Storytelling
Escape
Vibrant Connections
Natural High
Unique Features
Experience
The 'Rural' Connection
'Wanderlust'
Rejuvenating
Engaging



**A PATHWAY
OF BRIDGES
AND TUNNELS
WILL REVEAL
TREASURES AND
STORIES TO
BE SHARED**



BRANDMARK RATIONALE

The elements that make up the RHL brand mark present a timeless contemporary piece of communication that reference several elements from the history of the trail.

RHL

THE FONT chosen to name the trail has been selected to reflect the historical Railway Station nameboards.



THE "X" also acts as a reference point to the "railway line crossing" sign. The "X" device becomes the linchpin of the brand and a clever way of interchanging the many unique product experiences when engaging specific users groups. It also acts as a dynamic design device when applied across print and digital material, instantly creating a visual point of recognition.



THE BIKE symbol is understood by everyone and conveys perfectly what will become the major user experience of the trail.



• RIVER HIGH LINE •
VICTORIA

POTENTIAL MARKETS

The potential markets
for the River High
Line include:



TRADITIONAL FAMILY LIFE

This pattern of thinking is most closely associated with suburban families devoting all their time and efforts to building a “home” to give their children the opportunities they deserve, striving to improve their home, enjoying family life and having enough time to keep in touch with their parents and friends.

SOCIALLY AWARE

Socially Aware refers to a pattern of responses offered by people who are community minded and socially active. Information vacuum cleaners, this segment are always searching for something new and different and new things to learn. They believe strongly in the concept of learning a living rather than earning a living, always seeking new opportunities for training, education and knowledge.

OTHER TARGET MARKETS

Other target market sectors include lovers of outdoors and nature enthusiasts; local residents including families and individuals using the trail for recreation needs; pony clubs and horse riding associations; bicycle clubs; conservation groups; school groups; weekend visitors and day-trippers wanting an outdoor/adventure based experience.

“ An early 1900’s example of what we know today as ‘Rural Expos’, was the ‘Better Farming Train’ - bringing experts to help the farmer and ‘lady demonstrators’ to assist the farmer’s wife in household affairs! ”

BRANDMARKS

The River High Line Brandmark needs to be used on all communications material to ensure we consistently present our story and create a lasting impression.

There are three versions of the River High Line Brandmark. The alternative versions of the Brandmark are available for use in different applications where space or reproduction methods are limited. These versions of the Brandmark are how we want the community to see us.

Logotype Brandmark

The Logotype Brandmark is to be used on all external marketing material and must always be accompanied by the Cross Device Graphic. See page 13 for application of Cross Device Graphic.

Extended Brandmark

The Extended Brandmark locks up all the graphic elements that come together to create the River High Line logo. This version can only be used as shown. Do not attempt to reposition any elements into other formations.

Cross Device Graphic

The Cross Device Graphic can be used on its own as an identifier, but only when accompanied somewhere on the item by the Logotype Brandmark. The “X” device becomes the linchpin of the brand and a clever way of interchanging the many unique product experiences when engaging specific users groups. It also acts as a dynamic design device when applied across print and digital material, instantly creating a visual point of recognition. See page 13 for application of Cross Device Graphic.

These brandmarks are to be used only as shown in these Guidelines, using original digital artwork as supplied. Do not attempt to redraw, rescale or reposition elements of the brandmarks in any other formation.

Logotype Brandmark



Extended Brandmark



Cross Device Graphic



COLOUR REPRODUCTION

The River High Line brandmark should always be reproduced in colour (PMS or CMYK) whenever possible.

If colour is not an option the brandmark can be printed in solid black, positive or reverse. The reverse brandmark can also be used on any solid colour background from the colour palette.

Please see page 10 for the River High Line colour palette

Digital artwork templates have been created and are included with these guidelines. Please refer to page 16-17 for all brandmark versions with filenames.

This applies to all three versions of the River High Line Brandmark.

Colour Brandmark



Mono Brandmark



Reverse Brandmark



CLEARSPACE AND MINIMUM SIZE

The River High Line Brandmark must always be easy to see and legible. To maximise the brand's presence and visual standout, there is a defined minimum clear space area and size which is demonstrated on this page.

Clear Space

The clear zone around the brandmark defines the area into which no other graphic elements, such as text, imagery or other brandmarks can intrude.

The distance marked X represents the width of one block panel. The formula shown opposite applies to all sizes of brandmark reproduction.

This applies to all three versions of the River High Line Brandmark.

Minimum Size

For ease of recognition, a minimum size has been set for the different versions of the brandmark, in order to ensure successful reproduction.

This applies to all three versions of the River High Line Brandmark.

Clearspace



Minimum Size



COLOUR PALETTE

Colour is an essential part of our visual language that creates a strong and consistent brand image. The colours utilised for the River High Line landmark have been selected from the Pantone® Matching System. In all situations where the landmark is used, the colours should match as closely to the Pantone® standards as possible. It is important to clarify whether you are specifying for printing: four colour process (CMYK) or spot colour (PMS) or RGB which is suitable for digital presentation requirements such as web, Powerpoint and Keynote. The chart opposite indicates the appropriate colour breakdowns.

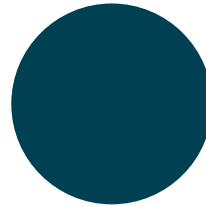
Colour palette

The secondary colour palette has been developed to work in harmony with the primary brand colour and bring an energy and freshness to marketing material. These colours can be used as support colours internally within publications, website and presentations etc. They should always be used as a solid 100% tint with the exception of graphs and charts, that can be used as a percentage.

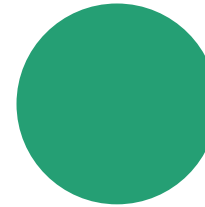
Website Colours

When using colours on websites, the background and foreground colour combinations must meet AA web accessibility standards. This will ensure that information is presented clearly and legibly.

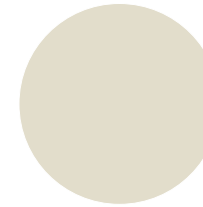
Primary Colour Palette



PANTONE 7477CP
CMYK: 86 29 21 67

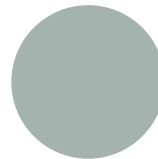


PANTONE 7724 CP
CMYK: 82 00 67 11

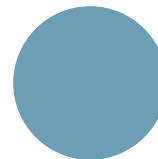


PANTONE 7527 CP
CMYK: 03 4 14 08

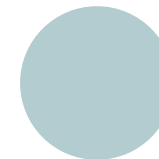
Secondary Colour Palette



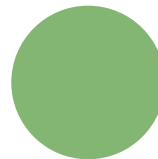
CMYK: 37 22 29 00



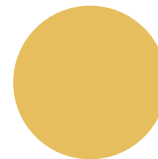
CMYK: 60 27 21 00



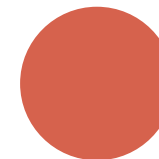
CMYK: 30 10 16 00



CMYK: 86 29 21 67



CMYK: 0 17 70 11



CMYK: 12 75 73 01

TYPOGRAPHY

Typography is a crucial part of our visual language and helps reflect the brand personality. It is important to use fonts consistently as they set the tone for communications and build a strong coherent brand image.

There are two fonts which are to be used for the River High Line brand for different purposes. Gotham Bold is to be used for main headlines, PMN Caecillia 45 Light is to be used for bodycopy.

It is important to use these fonts consistently as they help set the tone for communications and reflect the brand personality.

Both typefaces are replaced by Arial in online and desktop applications.

Internal and websafe fonts

DIN is not widely available on PC computers and isn't a websafe font, therefore it is recommended that Trebuchet or Calibri are used on communications produced internally ie: powerpoint presentations, proposal documents letters, emails, website etc.

Headline font – Gotham Bold

A BREATH OF FRESH AIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890\$&!?"@”

Supporting font – PMN Caecillia 45 Light

River High Line is Victoria's longest Rail Trail

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890\$&!?"@”

CROSS DEVICE GRAPHIC/ICONS

As an extension to the River High Line landmark a series of icons have been developed to reflect the many product experiences along the trail. The “X” device becomes a clever way of interchanging the icons when engaging specific users groups.

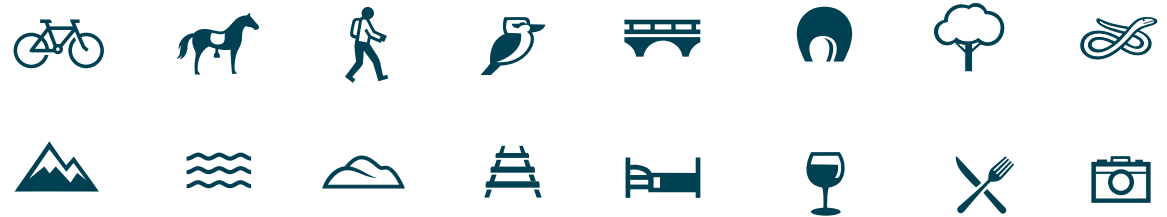
There are two lockups available that both use the “RHL” acronym differently. The space depicting the icon is a variable allowing any single icon to be used.

The Cross Device graphic can be used on its own as an identifier, but only when accompanied somewhere on the item by the Logotype Brandmark. The only exception to this rule is signage markers on the actual trail.

These variations can be combined to create an animated GIF flicking between the different product experiences for use on digital platforms such as presentations, videos, website banner ads etc.

The icons should never be used ‘functionally’ as bullet points, full stops, or clip art, etc. These icons are to be used only as shown in these guidelines – using original digital artwork as supplied. Do not attempt to redraw or reposition elements of the brandmarks in any other formation.

Interchangeable icons



Lock ups




CROSS DEVICE GRAPHIC

The “X” Device forms an important part of the overall identity of River High Line and when applied across marketing material creates a unique visual identity.

The “X” Device can be placed over any hero images on covers, advertising, or digital lead pages to create dynamic visual point of recognition. The diagonals of the “X” must be extended to bleed off all sides of an image. Any variation of the “X” device can be used. Care should be taken when placing over an image that the interesting diagonals containing the icons are legible.

Placement can appear anywhere on an image as long as all diagonals of the “X” extend off all sides of the image.



A BREATH OF FRESH AIR
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CREATE YOUR OWN STORIES
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RIVER HIGH LINE.
VICTORIA

RIVER HIGH LINE.
VICTORIA



PHOTOGRAPHY

Imagery and photography

By using relevant images we can communicate messages in an engaging and powerful manner. The careful selection and application of images will play a significant role in the creation of the River High Line visual style. They should be relevant to the subject matter and sympathetic to the concerns of the reader.



Templates

We want to communicate with maximum impact – in print, advertising and digital environments. A series of templates have been devised for best practice application that can be easily adapted to suit printed and electronic formats. The grid provides a user-friendly system that delivers a sense of order and consistency.

It is important to adhere to the template grid so that all River High Line communication has a cohesive and consistent look. The templates also establish a visual hierarchy that delivers information in a clear and logical manner.

The templates accommodate a variety of layout options and measurements have been provided for standard document sizes across print, advertising and digital applications.

BRANDMARK POSITIONING

There are two preferred branding zones on printed and digital marketing material. Templates provide a designated space for the River High Line Brandmark, positioning line, URL and social media tags.

Placement should always be arranged as follows:

- 1/ the Logotype Brandmark can be placed centered across the top of marketing material and must always appear on a white background. In this instance the Brandmark should not have anything appearing on either side. This lock-up is used on brochure covers, website, e-news, banners, document and proposal covers.
- 2/ the Logotype Brandmark can be anchored to the bottom right hand side (as displayed – A4 template shown). This lock-up is predominately used for advertising, posters, postcards and flyers.

A4 baseplate with logo scaling and position



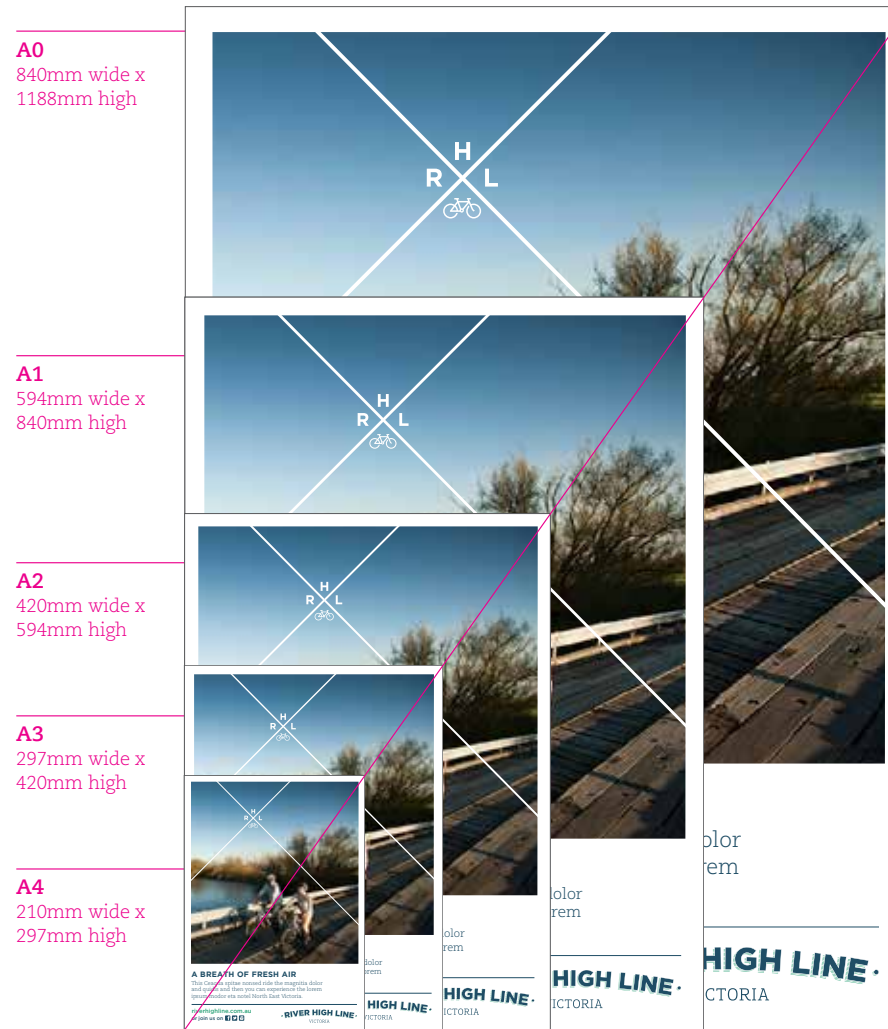
DL baseplate with logo scaling and position



TEMPLATE SCALING

A5-A2 template scaling

When producing any A-sized material, the A4 cover template should be used and scaled up or down proportionally (see diagram to right).




TAGLINE




The tagline “Create Your Own Stories” encapsulates the core essence of the River High Line (Connections made, stories shared) and conveys the unique promise of the brand.

The tagline should appear wherever possible on printed and digital marketing material as per the examples shown. The tagline can either be lock up with the website URL, social media icons and Brandmark in the baseplate or used as a headline or within copy.


The arrangement and relative proportion of the baseplate components must not be altered.






CREATE YOUR OWN STORIES
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riverhighline.com.au
or join us on   

· RIVER HIGH LINE ·
VICTORIA



VICTORIA'S LONGEST RAIL TRAIL
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VICTORIA

DIGITAL APPLICATIONS

· RIVER HIGH LINE ·
VICTORIA

CYCLE | RIDE | WALK | FACTS | THE REGION




MAIN STORY HEADING

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Drem apeliqiosa voluptatum volor aliqua nonseuptas sit, odit qui doluptates et rehenia temquae stiaturit, sequi ut eaquae et fuga. Neque reste et estio doluptaque nis et magnate enectium liquia volesti squisim eatur autecearum num ipsam vellam fuga.

[read more >](#)






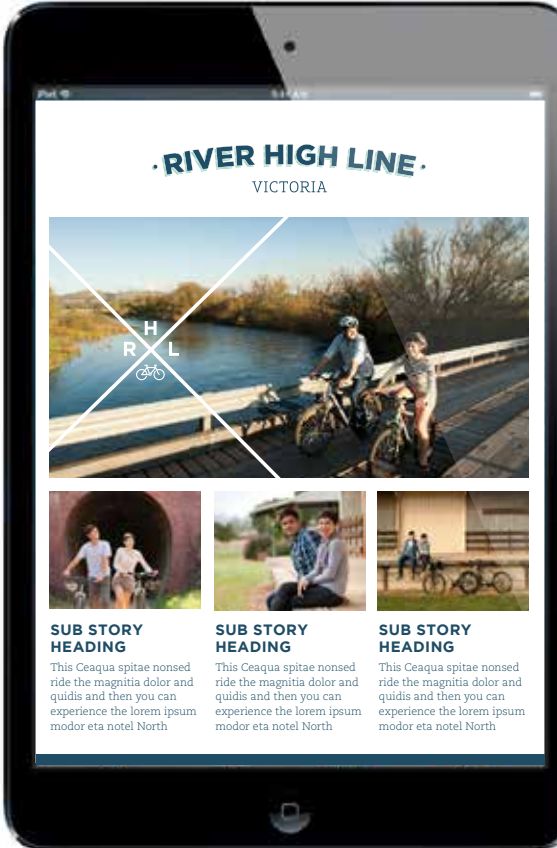

SUB STORY HEADING

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[read more >](#)


JOIN US ON   



· RIVER HIGH LINE ·
VICTORIA




MAIN STORY HEADING




SUB STORY HEADING

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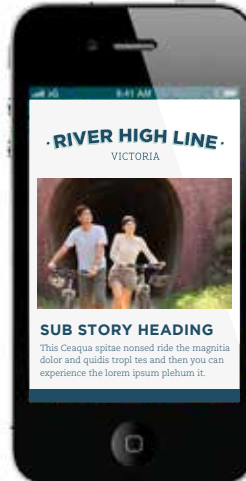
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SUB STORY HEADING

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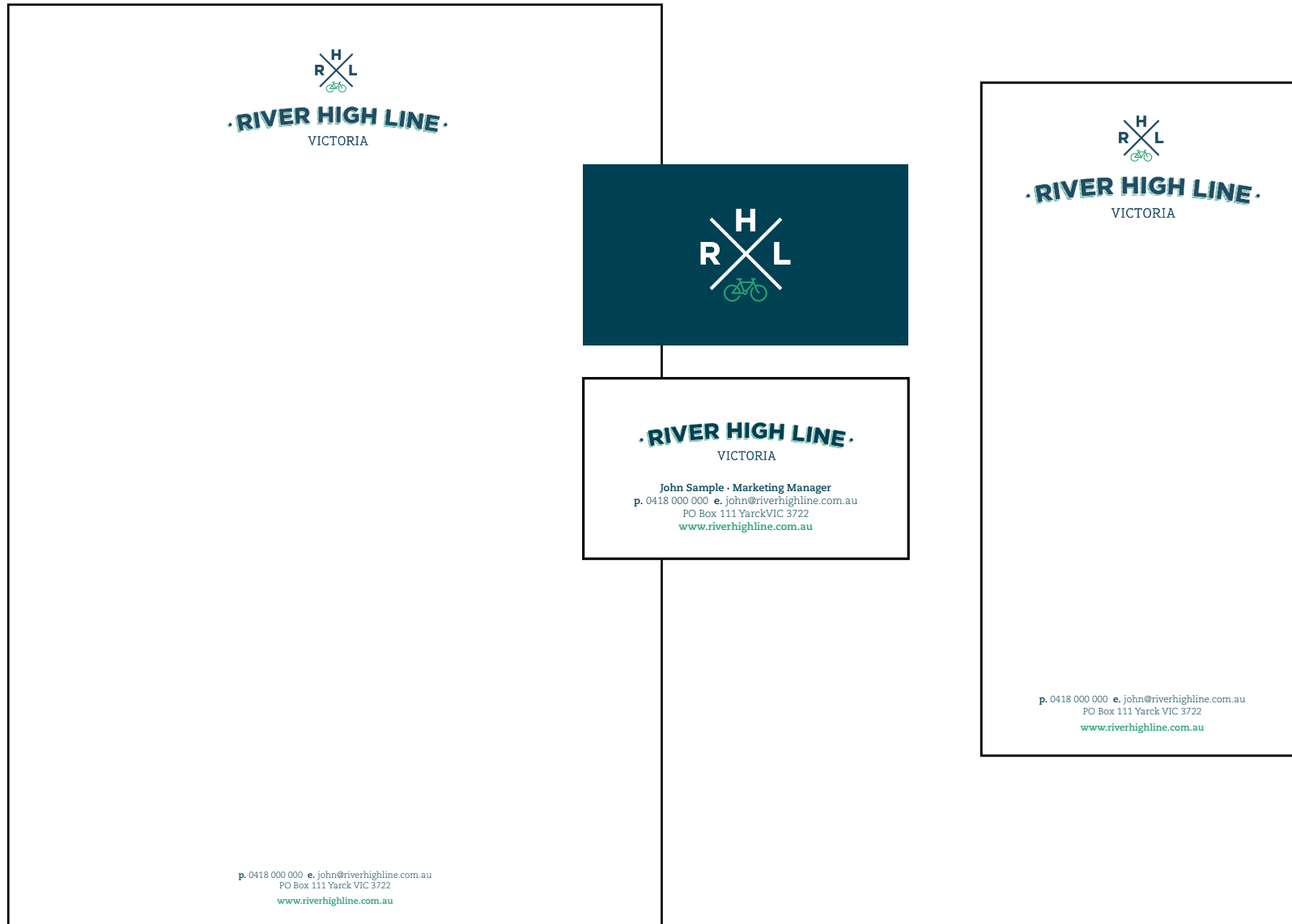
· RIVER HIGH LINE ·
VICTORIA



SUB STORY HEADING

This Ceauqua spitae nonsed ride the magnitia dolor and quidis trogl tes and then you can experience the lorem ipsum plehum it.

STATIONERY



BRAND ROAD TEST REPORT

Rail Trail - Integrated Strategy & Implementation
Identity | Interpretation | Wayfinding

This report details the response received to the Rail Trail brand testing conducted between 18 April 2013 and 8 May 2013 and is an addendum to the **Rail Trail Brand Recommendation** submitted by the Rail Trail Advisory Committee for council's consideration.

The Rail Trail Brand Recommendation document details the background, process and rationale for the proposed Rail Trail brand including the name, logo and creative design elements.

NAME ORIGIN

The Project Control Group is a committee made up of three Local Government council officers from each of the Rail Trail shires; Mansfield, Murrindindi and Mitchell. Community and business are represented on the Project Control Group by a representative from each municipality. The committee is chaired by the Project Manager.

The proposed name **River High Line** was a definitive outcome from the Brand Workshop held on 6 March 2013 in Yea. The workshop was facilitated by contractor High Country Collective. The workshop participants included the Rail Trail Project Control Group and tourism industry professionals from Tourism North East and Yarra Ranges Regional Marketing. A Goulburn River Valley Tourism representative was invited, but was unable to attend and was briefed subsequently.

Consideration was given to the existing name and to the Goulburn River and the High Country components of the trail. It was considered more appropriate to reference key features at both ends of the Rail Trail and thus reference features relevant to the three municipalities. The committee considered the requirement to name the trail to differentiate and position the trail for the long term and that the name should not sit within a nest of other similar names, but achieve a level of differentiation without compromising the connection to its railway history. The word 'Line' enabled a railway connection and achieved differentiation. Rail Trail within the name was considered redundant when River High Line is placed at all times within unambiguous Rail Trail context in digital media (websites, mobile sites), printed collateral (brochures, guide books, editorial, advertising) and signage along the Trail.

Consideration was given to the primary brand audience; consumers. Stakeholders and community were recognised as a vital, but secondary brand audience.

The workshop participants contributed and considered a substantial number of options. **River High Line** was a name proposed and supported unanimously by all the participants.

BRAND ROAD TEST REPORT

Rail Trail - Integrated Strategy & Implementation
Identity | Interpretation | Wayfinding

BRAND TESTING

Purpose

The Rail Trail Brand Road Test presents the recommended name, **River High Line** and the associated brand creative design work (logo and supporting creative elements including icons, colour palette, fonts) for review and invites response from:

- Professional organisations
- General public - including community, business and tourism industry individuals and;
- Rail Trail user groups – including cyclists, walkers and horse riders

Brand testing is intended to:

- Present a brand to assess response
- Record positive and negative reaction to the brand
- Provide a basis for evaluation of the proposed brand

Brand testing is not intended to:

- Provide a forum for creative consultation
- Demonstrate definitive context of the use of the brand into the future, such as finalised artwork within digital, print or signage media, marketing, PR, tactical or strategic work
- Elicit creative direction for branding

Expectations

Brand test results are as varied as the individuals and groups who are invited to participate and choose to participate.

- It is expected that professional response may differ from non-professional response.
- It is expected that local response may differ from that of metropolitan or other regions.
- It is expected participants may seek broad consultation beyond that conducted by the Project Control Group and approved process.
- It is expected that opinions may be passionately expressed, both positive and negative.

BRAND ROAD TEST REPORT

Rail Trail - Integrated Strategy & Implementation
Identity | Interpretation | Wayfinding

Considerations

- New names and brands take time to work and to be accepted.
- Stakeholder acceptance is distinct from market acceptance.
- Application of a new brand is where the definitive success of a brand is illustrated.
- A brand is cultivated over time with each and every communication with consumers and stakeholders; each email, each webpage, each advertisement, each blog, each sign, each piece of editorial, each brochure – all branded; all cultivating the brand.
- Brand testing is a ‘first response’ to change and as such provides data for evaluation of proposed name and brand creative design work, but does not indicate how successful the brand will be when applied across multiple media in marketing campaigns and supporting digital, print and signage collateral.
- It is expected that new brands take between 6 and 12 months to ‘bed in’ with stakeholders.
- It is expected that consumer response to a new brand may be more immediate and is driven by branded tactical activity including marketing and supporting collateral such as websites, brochures and signs.

RAIL TRAIL BRAND ROAD TEST - PROCESS

Overview

The Rail Trail Brand Road Test was open to everyone – individual community members, business owners and operators and tourism industry operators and professionals, user groups and associations including cycling, horse riding and walking.

Professional response to branding is essential to gauge informed response to a proposed new brand, but stakeholder and general public opinion is of equal importance.

Accordingly specialist groups and individuals were invited to review the creative design concept and complete the online Brand Road Test survey.

The Brand Road Test

The Brand Road Test comprised of a PDF document detailing the proposed name and brand creative design and showing a number of application examples in various media and a URL link to a **surveymonkey.com** online questionnaire.

The Brand Road Test PDF document was housed online and accessed via the Rail Trail project page on Mansfield Council’s website. Murrindindi and Mitchell council websites displayed links to the Rail Trail project page as did the Rail Trail Phase 2 Facebook page. Each Public Notice and advertisement placed to promote participation in each municipality featured the Rail Trail project page URL as the call to action (www.mansfield.vic.gov.au/railtrail.aspx).

BRAND ROAD TEST REPORT

Rail Trail - Integrated Strategy & Implementation
Identity | Interpretation | Wayfinding

Duration

The three week Brand Road Test period commenced on 18 April 2013 and closed on 8 May 2013.

Promotion

Pre-promotion included:

- Council websites
- Direct mail out to councils databases
- Council eNewsletters
- Project eNewsletters
- Project Facebook page
- Public Notice advertisements in:
 - ✓ Mansfield Courier
 - ✓ North Central Review
 - ✓ Seymour Telegraph
 - ✓ Yea Chronicle

Promotion during the test period included:

- Direct invitation to comment from user associations and peak bodies, state and regional tourism peak bodies
- 2 public notice advertisements over a 2 week period in:
 - ✓ Mansfield Courier
 - ✓ North Central Review
 - ✓ Seymour Telegraph
 - ✓ Yea Chronicle
- Council websites
- Project eNewsletter
- Project Facebook page

Survey Questionnaire

The survey was written to ascertain;

- Who is responding
- How they interact with the Rail Trail now and may interact with the Rail Trail in the future
- How the person responding feels about the proposed name and brand – in general and in specific application examples
- What creative ideas the person responding may have regarding brand application

The questionnaire was not designed to provide a forum for detailed creative workshopping, but to collect responses to the proposed name and brand from participants.

Questions 8, 9 and 10 contained a free text 'Other' option for comment and suggestions. This free text facility was well utilised with 92% of responses included free text comment.

BRAND ROAD TEST REPORT

Rail Trail - Integrated Strategy & Implementation
Identity | Interpretation | Wayfinding

Non- survey response

Additional response was received via:

- Email
- Mail
- Online conversations within websites such as Bicycle Network Victoria and Bicycle User Group forums

All feedback received and forwarded to councils has been referenced in the Brand Road Test and feedback is contained in attachments.

Quality Control

Function

The Brand Road Test online links were checked daily and response receipts monitored to ensure all links and survey functionality was optimal.

Daily check process:

- The Project Page functionality
(www.mansfield.vic.gov.au/railtrail.aspx)
- The Project Page link to the Brand Road Test PDF
- The Brand Road Test display
- The Brand Road Test link to the Survey
- Survey Monkey functionality
- Survey responses received

On each day the check process showed the links and survey to be functioning without issue. However two issues were reported via email to council officers and the check process was carried out with no function or access issues detected across multiple computers and IP addresses.

Issue 1

The participant was directed to the final page of the survey with the following message displayed:

Thank you for completing our survey. Your time and input is appreciated.

When tested this is the response received when multiple responses are attempted from a single IP address.

Issue 2

Participant received a message stating:

Survey Monkey.com is not responding

When tested no issue could be found with either the links or Survey Monkey functionality. To determine whether the survey access issue is a local or individual IT issue would require further analysis at local or individual level.

BRAND ROAD TEST REPORT

Rail Trail - Integrated Strategy & Implementation
Identity | Interpretation | Wayfinding

In each reported case of access issues a response to the brand road test was lodged directly via email. The input received is included in this report with all received responses.

Survey integrity filter

surveymonkey.com provides various filters to manage the integrity of survey response. The Brand Road Test employed a survey filter to ensure multiple responses lodged from a single IP addresses were blocked for a period of time, preventing multiple responses from one source improperly influencing survey outcomes.

RESPONSE SUMMARY

- The total number of unique responses to the survey was **317**.
- The total number of non-survey responses was **25**.
- *Recreational cyclists* made up the largest response group equating to 62% of the unique responses.
- *Walkers* made up 30% of the unique responses
- *Community members living near the rail* made up 30% of unique responses.

Note:

Participants were able to give multiple answers to the question “How do you interact with the Rail Trail . . .?” Thus a single participant could be a cyclist, a walker and a community member.

Percentages given are calculated from the total number of unique responses to the survey.

- The geographic split of the brand test response was:

✓ Metropolitan Melbourne	31%
✓ Other	21%
✓ Murrindindi	21%
✓ Mansfield	17%
✓ Mitchell	10%
- State and regional tourism organisations unanimously supported the proposed name and brand with the importance of the Rail Trail context emphasised.

BRAND ROAD TEST REPORT

Rail Trail - Integrated Strategy & Implementation

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- Public opinion (community, local tourism industry, business) was passionate and divided with free text comment option within the survey utilised to express support or concern about the name and brand.
- The overall response to the proposed brand creative was 51% to 49% in favour.
- The overall response to the proposed name was 39% to 61% not in favour.
 - Logo appeal – 55% to 45% in favour (55% find it reasonably to extremely appealing)
 - How it works in signs – 54% to 46% in favour (54% find it works reasonably to extremely well)
 - How it works in digital media – 47% to 53% in favour (47% find it works reasonably to extremely well, 53% find it doesn't work well).
 - Best describe the brand – 39% - 61% in favour (i.e. ticked contemporary, timeless, memorable – 61% ticked unsuitable or uninteresting or 'Other').
 - 38% of all unique responses utilised the 'other' free text option to comment on the brand and name. Almost all expressed opinion about the proposed name.

The response to the brand creative and the proposed name was surprisingly positive given the significant leap taken from the current Rail Trail branding norm. Compared to the name, the brand logo/creative design received little comment.

The number of responses received provides a constructive measure of professional and public opinion regarding the proposed name and brand and provides a meaningful Brand Test.

Negative public response to the proposed name (compared to state and regional tourism organisations' positive response) was expected and demonstrated two points:

1. Brand Test participants have a clear connection with the Rail Trail and feel passionately about its future.
2. Opinion on what the name 'should' be varies widely.

BRAND ROAD TEST REPORT

Rail Trail - Integrated Strategy & Implementation
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Two key threads emerged from the negative and positive responses regarding the name:

1. The importance of context, were 'River High Line' branding to be adopted.
2. Concern about the name not containing the words 'Rail Trail'.
 - Most responses that did not support the proposed name expressed concern about the word 'Line' in **River High Line**, rather than the use of the more usual 'Rail Trail' (e.g. River High Rail Trail).

When evaluating negative response two factors influence response and one may influence on the other:

1. Legitimate concern opinion about brand and name
2. Resentment at exclusion from the workshop process

The key outcomes from the Brand Road Test are:

1. Professional opinion is considerably different to public opinion, particularly regarding the proposed name.
2. Public opinion is divided. The proposed name is contentious.

The Brand Road Test shows divided opinion on the name with public opinion unsupportive and professional tourism opinion in support. By a narrow majority the responses support the brand creative direction (logo and creative design).

The peak tourism bodies (state and regional) have an understanding of how a brand is applied in context (in this case all things Rail Trail) and also the importance of branding for the longer term to differentiate and stand out from the pack, rather than embrace the norm.

BRAND ROAD TEST REPORT

Rail Trail - Integrated Strategy & Implementation
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TEST GROUPS

Brand Road Test participants were asked to nominate how they interacted with the Rail Trail. Participants could tick multiple answers.

The primary user group of the Rail Trail is cyclists. It is for this reason that we identified three key cyclist sub segments to ensure we captured the thoughts of this multifaceted group.

- Community member living near or alongside the Rail Trail
- Business operator near or alongside the trail
- Tourism business operator near or alongside the trail
- Recreational cyclist
- Serious cyclist
- Touring cyclist
- Walker
- Horse rider
- Professional organisation
- Other

In addition to general public participation, three distinct user groups of 20 participants were directly approached to respond; recreational cyclists, serious cyclists, touring cyclists.

The following state and regional tourism organisations were directly asked to provide a response to the brand and name proposed: Tourism Victoria, Goulburn River Valley Tourism, Tourism North East and Yarra Ranges Regional Marketing.

Further groups were invited to participate in the survey with a direct invitation:

- Bicycle Network Victoria
- Amy Gillett Foundation
- Bicycle Australia
- AAA Accommodation
- Australian Trail Horse Riders Association
- Melbourne Trail Horse Riders Club
- North East Trail Horse Riders Club
- Pony Clubs Association of Victoria – North East Zone
- Regional Bicycle User Groups (BUGS)

BRAND ROAD TEST REPORT

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SURVEY QUESTIONS

1. Do you currently interact with the Rail Trail?
Yes
No
2. How do you (or might you in the future) interact with the Rail Trail?
You may tick more than one box
Community member living near or alongside the Rail Trail
Business operator near or alongside the trail
Tourism business operator near or alongside the trail
Recreational cyclist
Serious cyclist
Touring cyclist
Walker
Horse rider
Professional organisation
Other – Free text option
3. Please tell us your postcode?
4. Do you find the logo to be visually appealing?
Not well
Reasonably well
Very well
Extremely well
5. How well do you think the brand will work in trail signage?
Not well
Reasonably well
Very well
Extremely well
6. How well do you think the brand will work in print media such as brochures, posters and the rail trail guide?
Not well
Reasonably well
Very well
Extremely well
7. How well do you think the brand will work in website and mobile digital media?
Not well
Reasonably well
Very well
Extremely well

BRAND ROAD TEST REPORT

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8. Which of the following best describe your impressions of the brand?

You may tick more than one box.

Suitable

Unsuitable

Contemporary

Timeless

Memorable

Uninteresting

Vibrant

Other- Free text option

9. Straplines can be added to the name River High Line, for example - River High Line - Victoria's longest Rail Trail.

Headlines can be used such as - Ride the River High Line.

What straplines, headlines or descriptive sentences do you think will work well with the name 'River High Line'?

Free text response

10. Using the word 'Line' in the name creates a number of opportunities to identify the character and experience of the Rail Trail.

It can be used to segment parts of the Rail Trail by geography e.g. The Alexandra Line (Cathkin to Alexandra)

It can be used to define character or experiences along the Rail Trail e.g. The Art Line (a segment with sculptures or community artworks alongside the trail)

It can also be used as a literary device in rail trail signs and guides e.g. Toe the Line (walk the rail trail), Go off Line (i.e. leave the trail and go for a look around the towns and villages along the rail trail)

What creative uses of the word 'Line' do you think might help define character and experiences on the Rail Trail?

Free text response

BRAND ROAD TEST REPORT

Rail Trail - Integrated Strategy & Implementation
Identity | Interpretation | Wayfinding

TEST RESPONSE - Participants

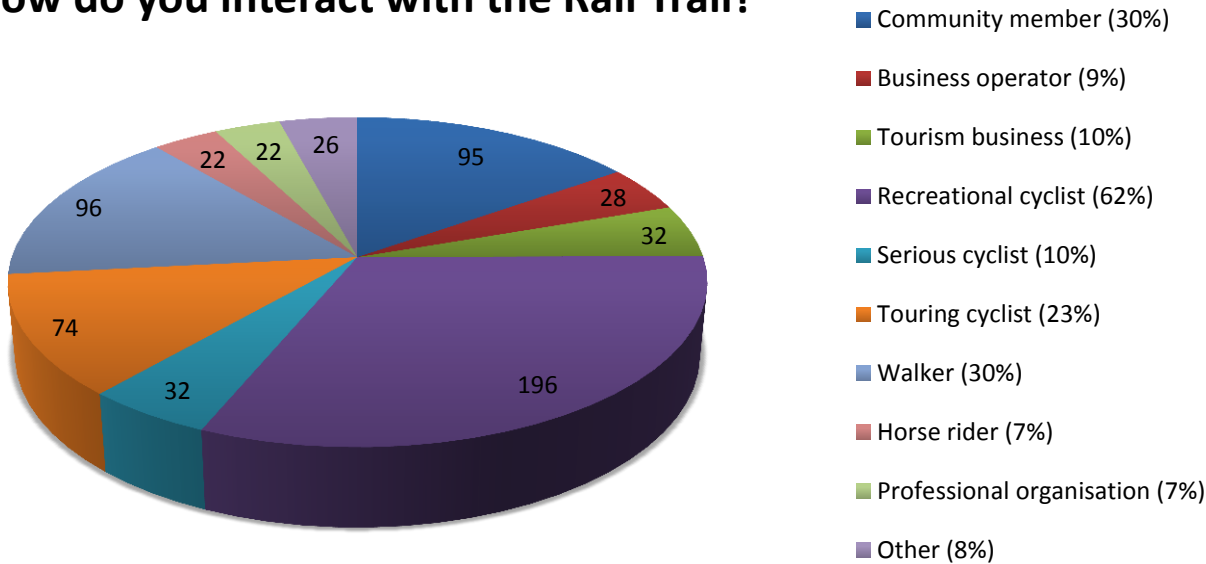
Questions 1 - 3

- 1. Do you currently interact with the Rail Trail?
- 2. How do you (or might you in the future) interact with the Rail Trail?
- 3. Please tell us your postcode.

Throughout the three week Brand Road Test period we collected a total of 317 unique responses from nine Rail Trail test groups.

81% of participants currently interact with the Rail Trail.

How do you interact with the Rail Trail?

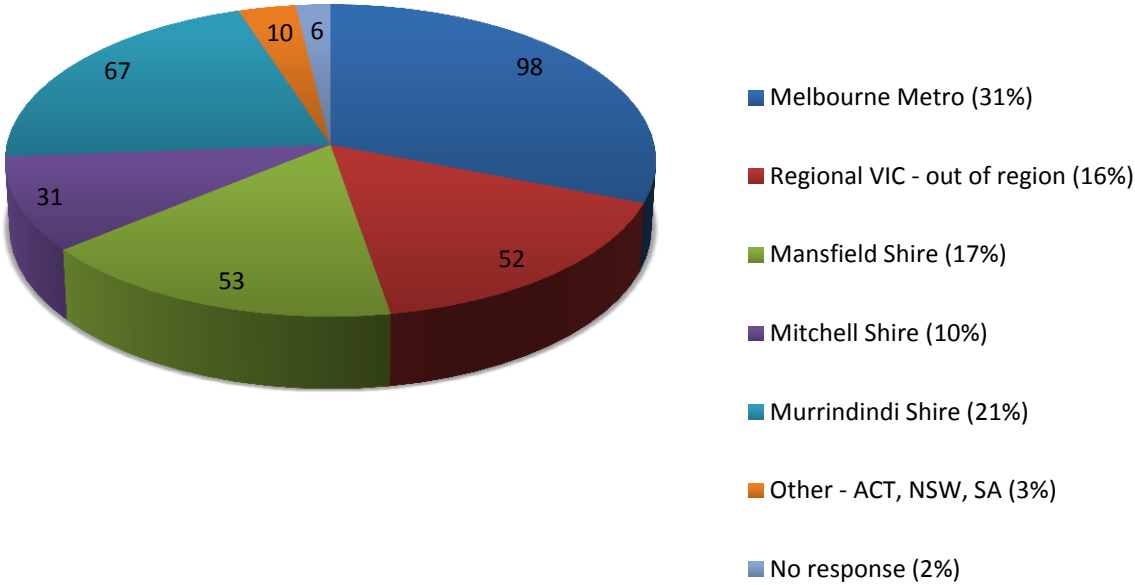


NB: participants could tick multiple answers to the question. Percentage split is calculated from the total number of unique responses.

BRAND ROAD TEST REPORT

Rail Trail - Integrated Strategy & Implementation
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Geographic location of survey respondents



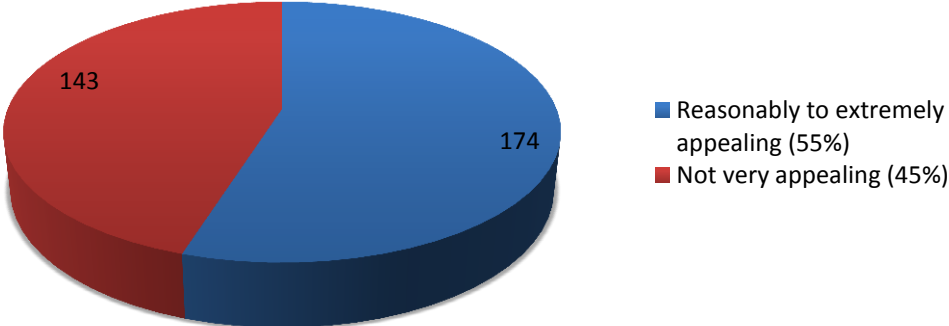
RESPONSE TO BRAND CREATIVE

Questions 4 - 7

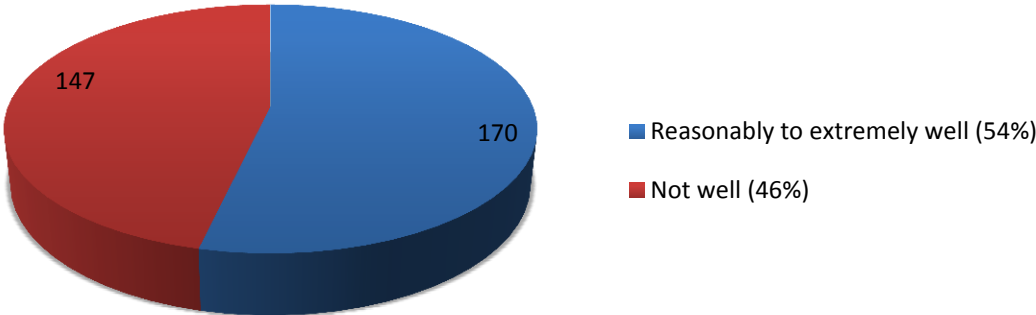
- 4. Do you find the logo to be visually appealing?
- 5. How well do you think the brand will work in trail signage?
- 6. How well do you think the brand will work in print media such as brochures, posters and the rail trail guide?
- 7. How do you think the brand will work in website and mobile digital media?

BRAND ROAD TEST REPORT
Rail Trail - Integrated Strategy & Implementation
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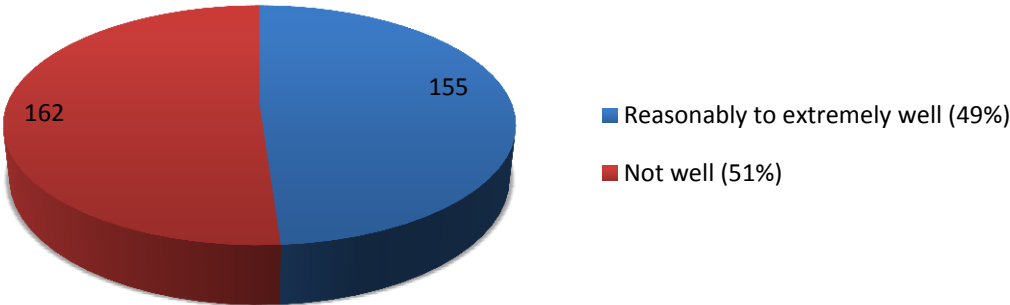
Do you find the logo to be visually appealing?



How well do you think the brand will work in trail signage?



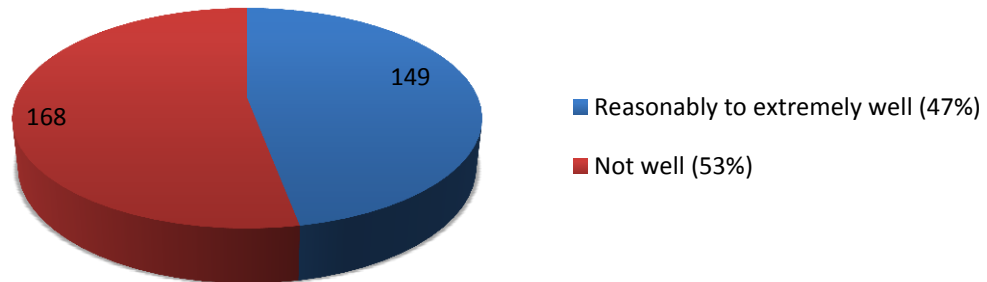
How well do you think the brand will work in print media?



BRAND ROAD TEST REPORT

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How well do you think the brand will work in website and mobile digital media?



COLLECTIVE RESPONSE TO BRAND CREATIVE

- 51.25% POSITIVE
- 48.75% NEGATIVE

BRAND CREATIVE – COMMENTARY

Please note that the following comments are an indicative sample only. All comments received via the Brand Road Test survey and via direct communications are included within the appendix.

GENERAL PUBLIC (community, local tourism industry and business)

1. “Fresh modern feel that captures the essence of the River High Line. Clean looking design that doesn’t feel dated and worn out. Very suitable - retains a subtleness which fits the area.”
2. “The logo felt a little bit posh for me. Felt a bit like a golf crest or something like that. Where I think it does work best is where you use the words River High Trail with it, as it softens it a bit.”
3. “It initially looked to me like a rowing logo, i.e. looked a bit like crossed oars, perhaps it is the font and older style. This is not a bad thing; it was just my initial impression. I do like the use of the 'X', I think it is really distinctive!”
4. “Well done with pulling it all together thus far. I do think with some tweaking of fonts/colour/visuals, the brand will come into its own. It currently feels more conservative than playful - I think it is good but needs a bit of "oomph!"

BRAND ROAD TEST REPORT

Rail Trail - Integrated Strategy & Implementation
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5. "Easily decipher by people of any age and there are no language barriers - very clear to understand"
6. "The proposed name & logo is totally devoid of location. Where is this? The logo looks like a rowing club by the Yarra River High Line"
7. "I think the logos depicting activities look terrific. However, the 'X' is the first thing you see on the logo and we are too accustomed to seeing and obeying 'X' with a prohibitive and dangerous connotation. I think a visual of a rail 'track' (for example) would be much simpler and more inviting. The activity logos could still be incorporated within the 'tracks'."
8. Bland, does not represent either the beautiful countryside or the enjoyment of riding the trail not represented.

PROFESSIONAL

1. The initial design work is quite timeless - a positive in signage applications that may be in place for some years. The design however has strong nautical cues and the use of colour may need to be re-examined to overcome this. The design is not overly differentiated or ownable and may need to increase the use of the icon suite to achieve this.
Tourism North East
2. Great creative concept. I like the simplicity and timelessness of the design. It is a good marriage of a contemporary feel with the history of the product.
AAA Tourism
3. The colour scheme looks good and will work really well for signage and promotional material. I feel the font used looks quite dated though, for a brand that is aiming for contemporary the font doesn't provide a good fit in my opinion.
Yarra Ranges Regional Marketing Ltd
4. Re your new branding, I like the logo and the general style / font / colours etc.
Bicycling Australia
5. We encourage the creation of identity that the application of the name and improved branding changes will bring to this significant tourism product.
Goulburn River Valley Tourism
6. I think your creative direction is excellent.
Tourism Victoria

BRAND ROAD TEST REPORT

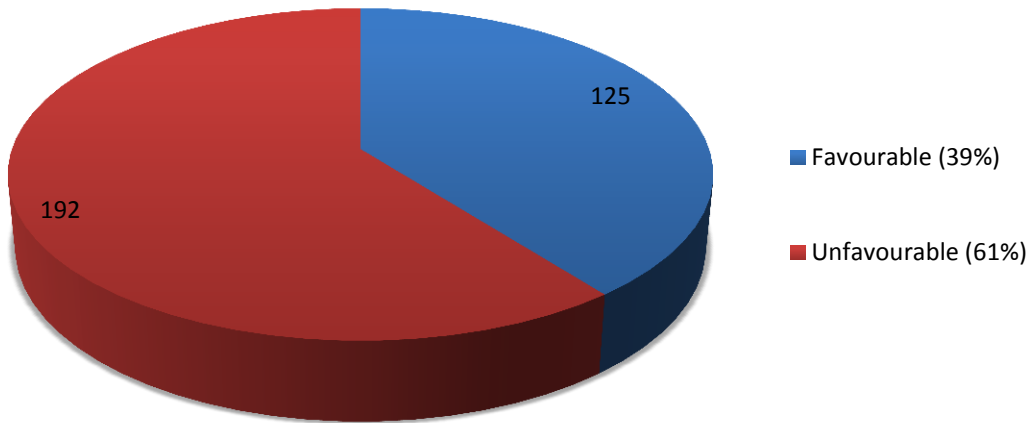
Rail Trail - Integrated Strategy & Implementation
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RESPONSE TO BRAND NAME

Questions 8 - 10

- 8. Which of the following best describe your impressions of the brand?
- 9. What straplines, headlines or descriptive sentences do you think will work well with the name 'River High Line'?
- 10. What creative uses of the word 'Line' do you think might help define character and experiences on the Rail Trail?

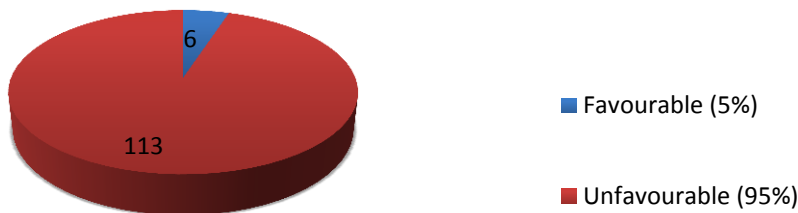
Overall impressions of the brand?



Participants could tick multiple answers to the question.
The Percentage split above is calculated from the total number of unique responses (317).

The chart above shows favourable and unfavourable responses. Participants could tick multiple boxes and the total percentage of unique participants who utilised the free text 'Other' answer option was 38%.

Other - free text response to overall impression of the brand and name.



BRAND ROAD TEST REPORT

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The strongest feedback throughout the road test process has been to the proposed name, specifically the exclusion of the words "Rail Trail". Question 8 was the free text opportunity for participants to provide feedback on the name.

The chart above shows that 38% of participants utilised the "other" category to convey opinions. The responses provided in the 'other' option a recorded 95% made comments unsupportive of the name with 5% providing positive comments.

COLLECTIVE RESPONSE TO BRAND NAME

- 39% in favour
- 61% not in favour

BRAND NAME - COMMENTARY

Please note that the following comments are an indicative sample only. All comments received via the Brand Road Test survey and via direct communications are included within the appendix.

GENERAL PUBLIC (community, local tourism industry and business)

1. "Sorry, but 'rail trail' is both descriptive to the new user, as well as a universal term worldwide. I think you're doing yourselves a disservice not using that term. All of the rest of the branding concepts I LOVE! But you still need to call it a 'rail trail'."
2. "Don't love the name. Couldn't make the connection from rail trail to RHL especially when you hardly see the river. I like the concept of a three word name and how it works with the graphics. Just think it might be an uphill battle to reeducate enthusiasts and ameters to catch on to RHL as a rail trail experience."
3. "Rail trail is the generic industry name that everyone knows, so does it work a little better than Line...?"
4. "I like the simplicity of the name River High Line however it doesn't evoke a sense of place or create much excitement."
5. "Would need to have some reference to the fact that it was a rail trail in its name for people not in the area to understand what it actually was."
6. "Don't like Line at all - maybe Goulburn River Rail Trail - I see where you are coming from that the wording is too long for advertising purposes, but I think Rail Trail and Goulburn River is a better description."

BRAND ROAD TEST REPORT

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7. "I like the use of the word 'line' as outlined in the examples above - this could work well!"
8. "I think this will be really important to make sense of River High Line. It seems to me it's based on something like the London Underground. But because there are not yet other 'lines' I think the branding is quite weak. Once other lines are established, it may strengthen the brand's appeal."

PROFESSIONAL

1. The Tourism North East team endorses the need for a more usable name for the Rail Trail. It is critical that the name is memorable and easy to pronounce. If the name does not have specific **geographic cues** these can and should be incorporated into the tagline or associated marketing collateral branding elements. The name will rarely be used in isolation of other elements of the marketing mix and this should be considered when reviewing feedback on the name alone.
It should also be noted that although some of the TNE team received the proposed **River High Line** name with mixed reactions initially it has grown on many of them over time and is used with ease now.
A name that does not have the **Rail Trail** within the title has pro's and con's. It is believed the associations regarding rail trails are important however are not required within the name but should be incorporated through design, tagline or marketing collateral so that the associations are not entirely lost.
Tourism North East
2. 'River High Line' or in a sentence 'the River High Line' works well. If it is too much of a conceptual stretch for stakeholders, you could add the words 'Rail Trail - Victoria' under the River High Line logo.
You could add this additional explanatory 'Rail Trail' line in different ways into different treatments for the first couple of years until consumer awareness and industry acceptance was established.
Tourism Victoria
3. The name 'River High Line' provides a unique and distinctive brand for the rail trail that can be easily translated to both National and International visitor markets. The Goulburn River Valley team agrees the name embraces the naturally significant features of the trail including the Goulburn River and High Country.
Goulburn River Valley Tourism
4. Well done to the team on getting to this point so quickly, impressive effort. I think the name is great and will set the trail apart from others.
Yarra Ranges Regional Marketing Ltd

BRAND ROAD TEST REPORT

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APPENDIX

- Appendix 1 Brand Road Test non-survey responses
- Appendix 2 Brand Road Test survey free text responses
- Appendix 3 Survey monkey MASTER FILE

RAIL TRAIL PHASE 2

BRAND RECOMMENDATION - MAY 2013

Rail Trail - Integrated Strategy & Implementation
Identity | Interpretation | Wayfinding

INTRODUCTION

Further to the Rail Trail Phase 2 April Council briefing paper, the following report details the recommended name change and new brand for the currently titled Goulburn River High Country Rail Trail.

With the objective to create a multi-use rail trail experience of national significance, the Rail Trail Advisory Committee formally recommends to Mitchell, Murrindindi and Mansfield Councils the following report for Council consideration.

BRAND

The first major deliverable of Phase 2 is brand development.

A brand is essentially made up of a name, logo and creative elements including colour, graphics and words. When these elements are collectively displayed in signage, printed media and digital media they tell a story through the tone, design and images.

A brand that works across multiple media is an essential foundation for establishing an iconic, nationally significant identity for the Rail Trail. This identity forms a cohesive and timeless backdrop for all the features such as websites, signage and rail trail guide books that will deliver a memorable experience to users of the trail.

PROCESS

An agreed process in accordance with the project brief has been undertaken to create a new and effective brand with the potential to successfully penetrate local, state, national and international markets.

In summary, the key points of this process are:

- The 2011 Rail Trail Management Plan charged the Rail Trail Marketing Sub-Committee to develop a new name, logo and brand for the Goulburn River High Country Rail Trail
 - Following Councils' sign off of the 2012 Project Brief, High Country Collective was appointed to work with the Marketing Sub Committee and the Project Control Group to facilitate the delivery of the identity (brand) work and the other project phases.
 - The Brand Workshop held on 6 March 2013 in Yea, was facilitated by High Country Collective and the participants included the Rail Trail Project Control Group made up of Council Officers, community and business representatives from the municipalities of Mitchell, Murrindindi and Mansfield and tourism industry professionals including Sara Quon, CEO Tourism North East and Trudi Ackerman, Yarra Ranges Regional Marketing. Amanda McCulloch from Goulburn River Valley Tourism was invited, but was unable to attend and was briefed subsequently.
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RAIL TRAIL PHASE 2

BRAND RECOMMENDATION - MAY 2013

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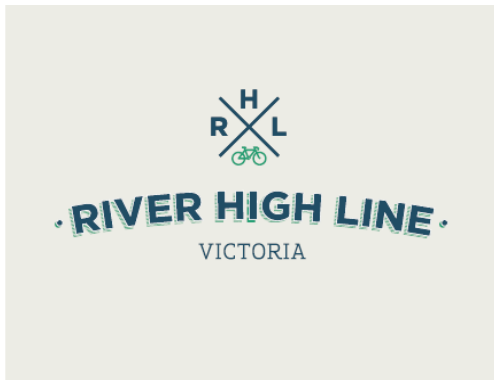
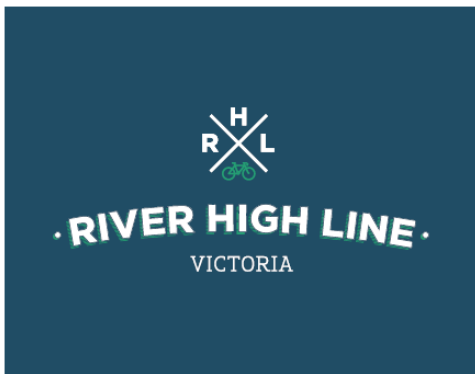
- **River High Line** was the name proposed and supported by the participants.
- With reference to the previous name and logo work undertaken during the Construction Phase of the Rail Trail (Goulburn River High Country Rail Trail and Kookaburra logo) a detailed Creative Brief inclusive of out-takings from the Yea Brand Workshop was distributed to four Agencies requesting the creation of a logo and creative work to Road Test the proposed name change.
- This Brief was sent to four Agencies: Aer Design, Paoli Smith, MZ Design and Urchin. Following a detailed review Paoli Smith (who undertook the Construction Phase name and logo work) was appointed based on product knowledge, proven capacity, experience and ability to deliver the creative work within the project timelines.
- Of numerous concepts, one was chosen by the Project Control Group to be refined and reworked for testing with key user groups and consumers over a 3 week survey period. Most brand testing is undertaken with groups who have an intimate knowledge of the product target market/s. For the Rail Trail this would include organisations like Bicycle Network Victoria, Tourism North East, Goulburn River Valley Tourism, Tourism Victoria, Australian Trail Horse Riders Association, the Amy Gillett Foundation and Treadlie Magazine. In this instance it was acknowledged the three councils, community, tourism industry and business along the trail should be consulted. Accordingly, specialist groups and individuals were invited to review the creative design concept and complete an online survey. This survey was written to ascertain; who is responding, how they interact with the Rail Trail now and in the future, how they feel about the name and brand, what creative ideas they might have and importantly each question was composed with a free text 'other' option – inviting comment and suggestion. Brand testing seeks input and feedback on the proposed name and creative design work, including the logo, from:
 - a) Everyone – including community, business and tourism industry
 - b) Industry professionals and user group organisations (regional, metro, cycle specific)
 - c) Test groups – specific target groups of trail cycle consumers, walkers and horse riders
- A Public Notice and subsequent two advertisements invited participation in the brand testing survey. The notices and advertisements were placed in local print newspapers and on each municipal website. The survey period was from April 18 to May 8. A project Facebook page also invited comment and participation in the brand testing survey. A project eNewsletter was also distributed to council databases and key interest groups.
- On completion of the brand testing survey on May 8 a comprehensive Brand Road Test Report will be compiled and presented on May 9 as an addendum to this report. This report will analyse all responses to the brand testing. Further it will show how the proposed name and logo stacks up against competitor and aligned recreational experiences and how it looks across multiple media and importantly how it positions the Rail Trail in the future.

RAIL TRAIL PHASE 2

BRAND RECOMMENDATION - MAY 2013

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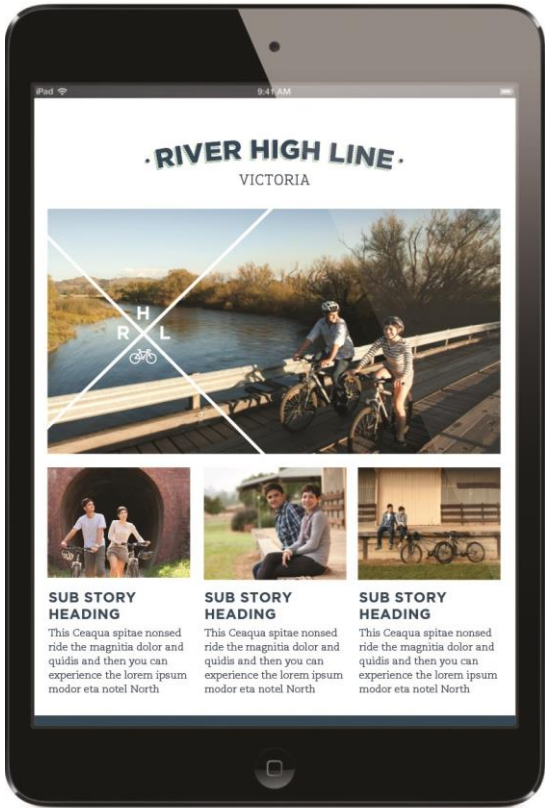
- Professional comment has been included here from Tourism Victoria, Tourism North East and Goulburn River Valley Tourism for your reference:
 - Tourism North East
 - Goulburn River Valley TourismFurther professional comment will be detailed in the Brand Road Test Report addendum
 - A detailed Brand Style Guide will be prepared for the Rail Trail. This Brand Style Guide details the creative design elements and importantly includes the features and experiences of the Rail Trail that underpin the creative design direction. The document will be presented as an addendum to this report on May 9.
-



Name/Logo – display purposes only

RAIL TRAIL PHASE 2 BRAND RECOMMENDATION - MAY 2013

Rail Trail - Integrated Strategy & Implementation
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Brand application - digital/tablet
Brand application – print
Dislay purposes only



RATIONALE FOR THE NAME

The name is the most critical of the deliverables required in this Rail Trail Phase 2 project.

At the brand workshop held in Yea on 6 March 2013, there was robust debate as to the most appropriate name for the Rail Trail. History of the trail was discussed as was the feedback from the Hume Region Significant Tracks and Trails Strategy’s 2012 Survey. The survey supported professional and local input that the current name of Goulburn River High Country Rail Trail is too wordy and unsuitable for digital, print and signage media developments and not recommended for the long term.

RAIL TRAIL PHASE 2

BRAND RECOMMENDATION - MAY 2013

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A natural evolution from the longer name was to recognise that 'River' and 'High' embrace the naturally significant features at the south (Goulburn River) and north (High Country) ends of the trail. Such words have a strong reference point in the name utilised through the construction phase of the Rail Trail and importantly provides a visual picture of the experience. The word 'Line' is a clear connection to the Mansfield and Tallarook railway vernacular of the past as well as a reference point to the old railway line.

The term Rail Trail features in every piece of supporting content and imagery and is the context in which all the marketing, promotion and interpretation appears. It is redundant to use it in the name, but important to demonstrated rail trail association in design and content across all marketing media. Examples of this include other recreational and iconic tracks and trails such as the New York High Line and the Fernleigh Track in NSW. Leading the way, rather than following the norm is an advantage, not a disadvantage.

River High Line was considered the most relevant, progressive and appropriate name to take the Rail Trail into the future.

RATIONALE FOR THE LOGO

A detailed Brand Creative Brief was completed following the March 6 workshop. This brief formed the basis of the appointment of the most suitable Design Agency to deliver a timeless, yet dynamic brand in accordance with tight timelines, minimal budget and the brand road testing period. Detailed briefings, mood boards and nine concepts were then developed with one concept chosen to form the basis of the road test.

The River High Line brand mark was tested over a 3 week period and was developed with consideration of the following points:

- The brand essence 'connections made, stories shared'
- The need to create a contemporary, timeless design
- The creation of an identity that the Rail Trail can own across multiple applications (print, digital and signage) through clever design
- Consideration of the number one experience that will draw people to engage with the product

Essentially, we know that cycle tourism is currently one of the fastest growing tourism industries and that the three municipalities across the product have an opportunity to own Victoria's cycle tourism sector. With this in mind, the best icon to represent the shared bicycle, walking and bridle trail is cycling. The bike symbol is understood by everyone and perfectly conveys what will become the major user experience of this product. While the brand mark present as a unique contemporary piece of communication, it is timeless and has several elements that reference the history of the trail.

RAIL TRAIL PHASE 2

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The font chosen to name the trail has been selected to reflect the historical Railway Station name boards. The 'X' also acts as a reference point to the railway line crossing sign – and becomes the linchpin of the brand and a clever way of interchanging the many unique product experiences of specific user groups. It also acts as a dynamic design device when applied across print and digital material, instantly creating a visual point of recognition.

Importantly, it should be noted that the name and logo are not viewed in isolation by consumers. Equally important is that the Rail Trail name and logo is not viewed and considered in isolation by either designers or decision makers. The name and logo contain a number of design elements and words that are in turn elements within a brand that includes words, colours, pictures and graphic elements. It is how all these components collectively tell the story across all media that underpins the Rail Trail experience. It isn't just the name and the picture, but what is done with them. Think McDonalds and their golden arches on a red background. Does this name and picture automatically tell the story of a fast food restaurant selling burgers and fries? In isolation such elements tell nothing – but when combined tell you a story, create a memory (good or bad) and are instantly recognisable on an international scale.

RECOMMENDATION

The Project Control Group and Rail Trail Advisory Committee recommend that, in consideration of the above insights the following is adopted:

1. Name change from Goulburn River High Country Rail Trail to **River High Line**
2. Endorsement of the logo approach and key considerations of the Brand Style Guide for River High Line 2013. The logo and Brand Style Guide is a work in progress and fine tuning will be undertaken under Project Control Group direction.
3. Endorsement to proceed with implementing the River High Line brand across all applications; print, digital and signs

RAIL TRAIL PHASE 2

BRAND RECOMMENDATION - MAY 2013

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ADDENDUMS – to be lodged with councils on 9 May 2013

- **River High Line - Brand Road Test Report**
- **River High Line - Brand Style Guide**

REFERENCE MATERIAL

- **Rail Trail Management Plan 2011**
- **Project Brief 2012**
- **Hume Region Significant Tracks & Trails Strategy – preliminary findings 2013**
- **Rail Trail Phase 2 Council Briefing Paper – April 2013**
- **Brand Road Test - April 2013**

END