

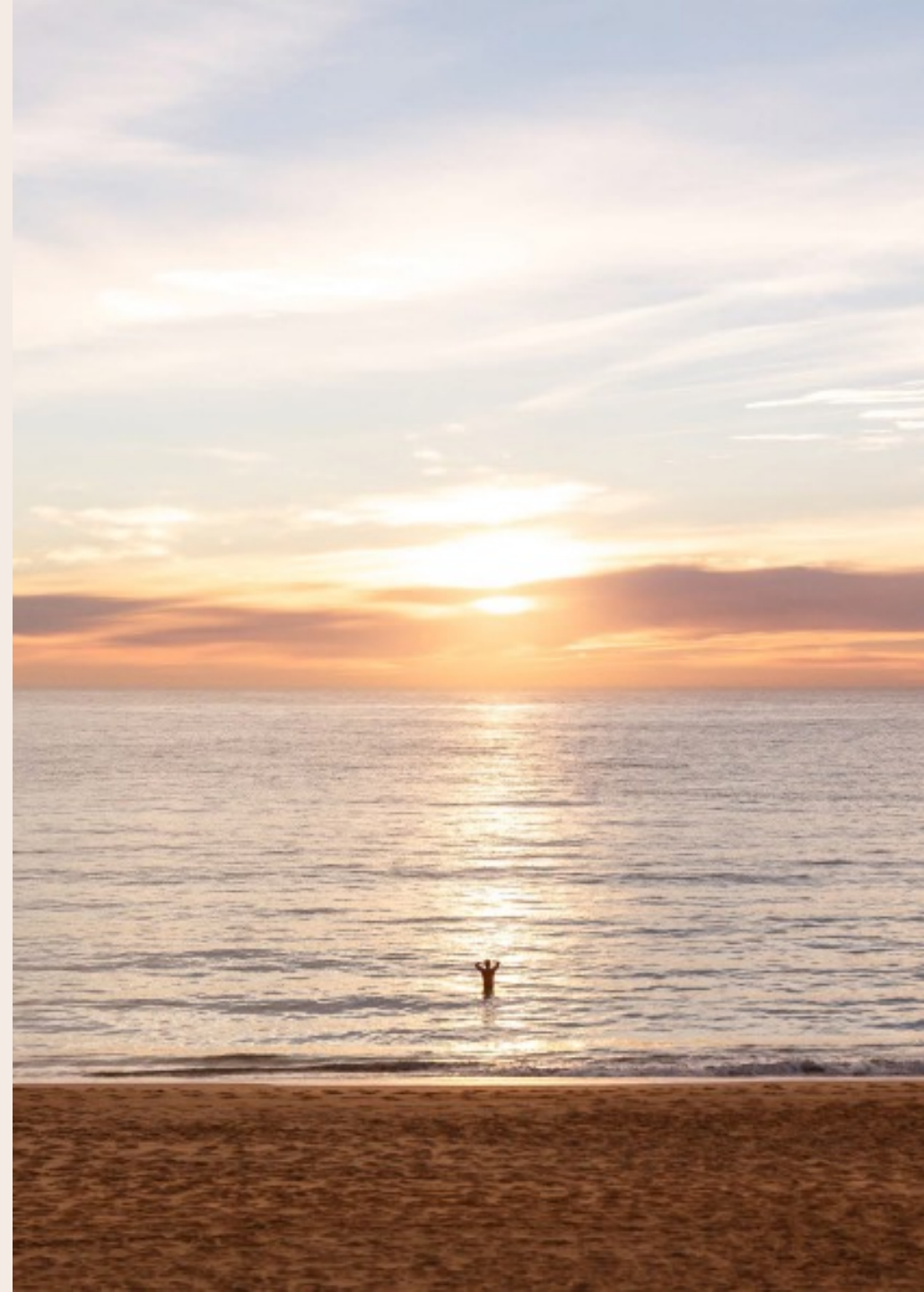


#LOVEcentralcoast

Industry Brand Toolkit

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Our shared vision

The Central Coast is a vibrant, magnetically attractive place to live, work and play.

Our destination brand has been developed to elevate this perception and create a truly unique advantage for our region.

The brand aims to enable, support, and grow our exciting enclave by highlighting what makes the Central Coast so enticing, exciting and unique.

You are an important part of this story.



Make waves with us

We want you, our fabulous local industry and community to be part of our story by promoting the Central Coast destination brand in conjunction with your own marketing.

This toolkit will provide you with a guide for using our brand and a range of easy-to-use promotional tools to get you started.

They say tourism is everyone's business and we believe that to be true, because when we work together, we can create a stronger sector that will benefit all of us.



What is a brand toolkit?

The brand toolkit provides you with some simple guidelines and an easy-to-use set of assets and templates that will make using our brand easy.

What's included:

Guidelines

The guidelines are simple rules that help maintain brand consistency and integrity.

Assets

You can choose from a suite of logo designs and brand colours to align our branding with your own.

Templates

A series of design templates have been created in Canva, a free-to-use online graphic design platform. Canva makes it easy to create social media graphics, promotional materials and other visual content. You can customise all the templates we have created to align them to your own business and marketing needs.

Resources

We've found some helpful resources that will get you up to speed with using Canva quickly and easily.



Toolkit guidelines

We ask that you follow a simple set of rules when using our brand.

Logo lock-up rules

1. Use only the logo assets provided.



2. Do not change the colours, wording or design of the provided logo lock-ups.



Template design rules

1. Do not adjust the placement of the logos within the template layouts.
2. Do not resize, rotate or distort the logos.
3. Do not place objects over the logos.



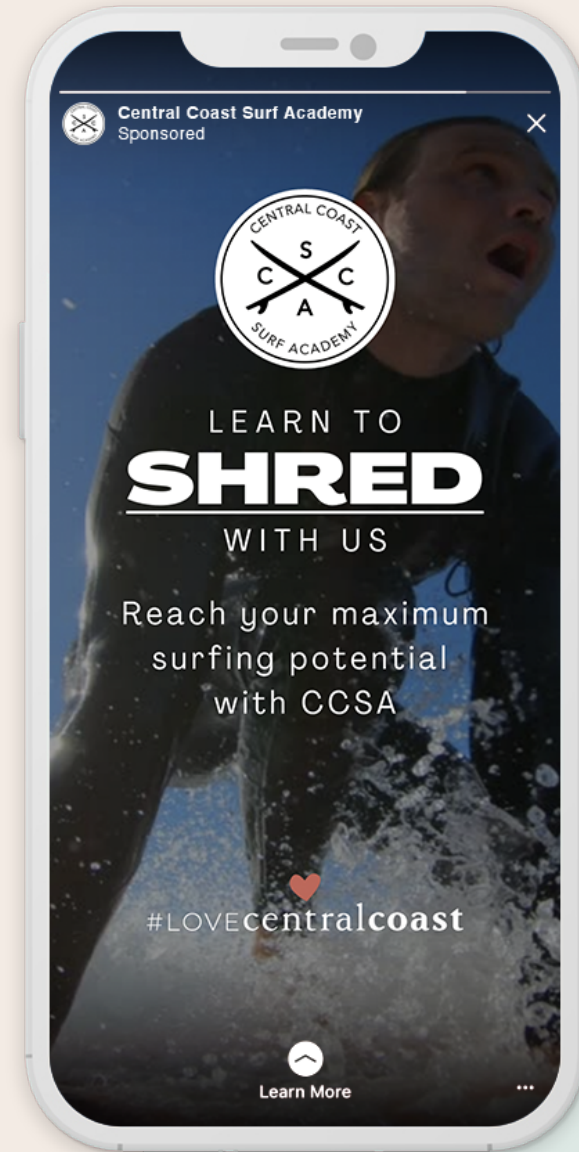
centralcoast



Usage rules

Templates and logo lock-ups are only to be used in a positive, inclusive and responsible manner that jointly benefits local businesses, the community and the Love Central Coast brand.

The aim of this toolkit is, after all, to elevate the perception of the Central Coast as a vibrant, magnetically attractive place to live, work and play.





Toolkit assets

Our logo lock-up and variations for you to use.

Industry logo

We have created a logo lock-up specifically for you to use in conjunction with your own branding and marketing materials.

We developed the **#LoveCentralCoast** logo lock-up to help instill and promote local pride. There are, after all, many reasons to love the Central Coast and your business is one of them.

The logo also promotes our brand hashtag which can be used as a tag on social channels to enable cross-referencing of content.

A navy and white version are included with the templates we have provided.



#LOVE**centralcoast**



#LOVE**centralcoast**

Logo variations

Additional colour and icon variations have also been developed, enabling you to choose a lock-up style that best matches your visual identity.

Alternative icons

If you're looking for an alternative to the heart icon, we have created flannel flower, sunshine and wave icon variations:

#LOVE  **centralcoast**

#LOVE  **centralcoast**

#LOVE  **centralcoast**

You can download these by clicking on the appropriate lock-up sets on the next page.

Logo variation downloads

Colour range

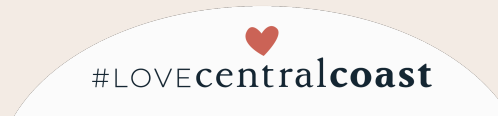
We've used a range of colours from our brand colour palette to create a flexible set of logo lock-up alternatives. Click to download the alternative lock-up sets to use in our templates (sets include 4 icon variations):

Navy #142631



[Download logo](#)

White #F9F8F8



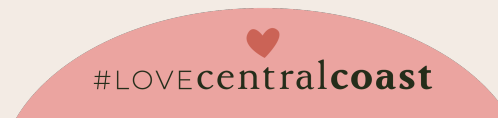
[Download logo](#)

Sky #ABC8AC



[Download logo](#)

Salmon #EBA49F



[Download logo](#)

Terracotta #E27854



[Download logo](#)

Coffee #724E3C



[Download logo](#)

Caramel #A76427



[Download logo](#)

Moss #252C19



[Download logo](#)



Digital templates

Explore a range of co-branded digital templates that you can customise for social, email and more.

The examples demonstrate how industry could use the templates.

Facebook

Location Post

1080 x 1080 px Square format



[Open template](#)

Customise the text on this post to promote your business' location or your favourite spot on the Central Coast.

This post format can also be used for Instagram posts.

You can share this design directly to your Facebook or Instagram feed from Canva.



Facebook

Standard Post

940 x 788 px Rectangle format



[Open template](#)

Add your message, customise the layout, colours and imagery. You can also remove the text and simply use a full-bleed image or video as required.

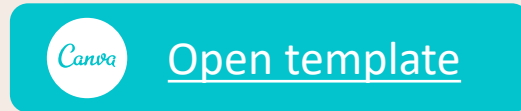
You can share this design directly to your Facebook feed from Canva.



Facebook

Wide Post

1200 x 628 px Rectangle format



Add your background image and customise the text to promote your offer or deal.

You can share this design directly to your Facebook feed from Canva.



Facebook

Carousel Posts

1080 x 1080 px Square tiles



[Open template](#)

This template features two tiles with messaging; however, tiles could feature simple photography or video.

You can easily add and remove elements from the template to customise your design.

You can also add additional pages to create up to 5 tiles. If required, copy and paste the **#LoveCentralCoast** logo across each new tile or simply feature it on the first or last one.

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Facebook

Cover image

1640 x 924 px Rectangle format



[Open template](#)

This template features a more subtle version of the **#LoveCentralCoast** logo without the semi-circle background.

Facebook cover images appear differently on mobile devices, tablets and computers. For this reason, a safe area graphic has been added to show you where you can place content that will not be cropped or cut from view on mobile or tablet devices. Delete this graphic before exporting your design.



Facebook

Event cover image

1920 x 1080 px Rectangle format



[Open template](#)

This template features the subtle version of the **#LoveCentralCoast** logo without the semi-circle background.

You can re-position and customise the text elements and change the background.



Instagram

Animated post

1080 x 1080 px Square format



[Open template](#)

This template includes animation and can be exported as a video.

All aspects of the design are customisable, even the animation style.

You can share this design directly to your Instagram feed from Canva.



Instagram

Stories post

1080 x 1920 px Portrait rectangle format



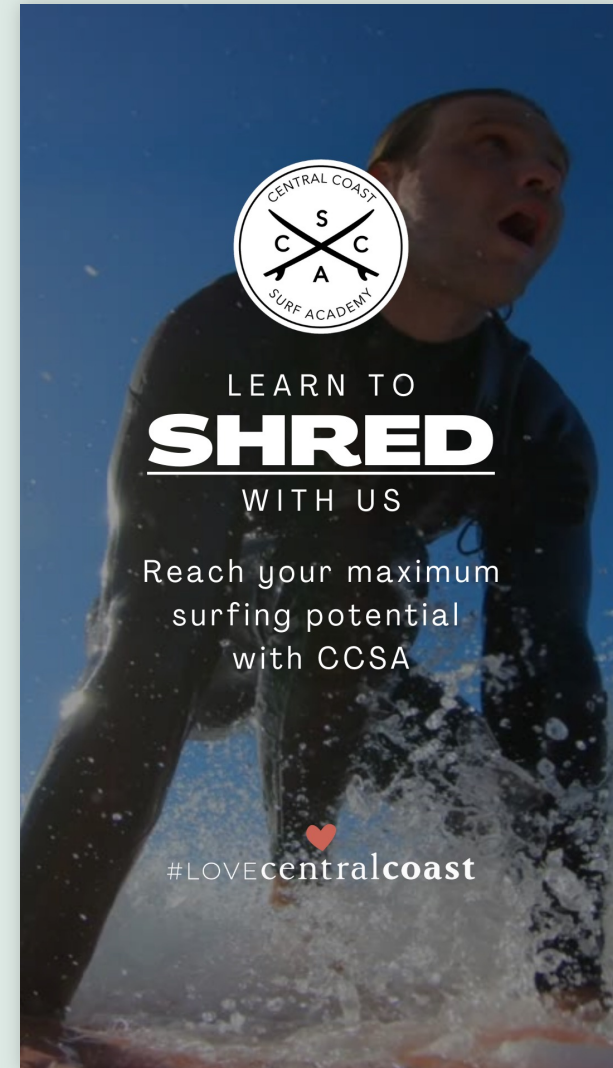
[Open template](#)

This template is designed to use a video background; however, it also works with a static background too.

Customise the layout, messaging and add stickers and animated graphics as you need.

Remember to leave space at the top and bottom of this post for the Instagram interface elements.

Share this design directly to your Instagram stories feed or create an ad directly from Canva.



Instagram

Social stickers



[Open template](#)

The animated stickers on the second page of the Instagram Stories template can be copied and pasted into other designs that you make in Canva.

Alternatively, you can search for these stickers in the Instagram app using Giphy by searching for GIFs tagged: **#LoveCentralCoast**



Email

Header images

600 x 200 px Rectangle format



[Open template](#)

Customise a header for your marketing emails.

Use the templated design or adjust the layout to meet your needs.

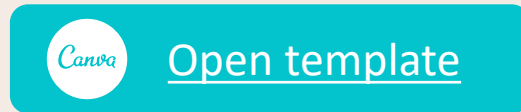
You can download the image to use in your email building platform or send it directly from Canva to Mailchimp, Hubspot and other popular email marketing platforms.



Email

Footer/Signature logo

260 x 100 px Rectangle format



You can change the background colour in the example to match your brand or export a .PNG file with a transparent background to directly upload into your email footer or use in your email signature.

A dark blue rectangular box containing a red heart icon above the text "#LOVEcentralcoast".

#LOVEcentralcoast

Virtual backgrounds

Video call backgrounds

1280 x 720 px Rectangle format



[Open template](#)

Explore a range of virtual backgrounds that you can use in Zoom, Google Hangouts and Microsoft Teams and other video conference platforms.

You can customise these by adding your logo in one of the corners if required.

Simply export your chosen design and upload as a video chat background.

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Print templates

We have created a range of print asset templates for you to customise. Canva also gives you the option to have your designs professionally printed and posted to you (with free shipping and 24/7 support), directly from within the platform.

The examples demonstrate how industry could use the templates.

Postcard

Double-sided A5

148 x 105 mm Rectangle format

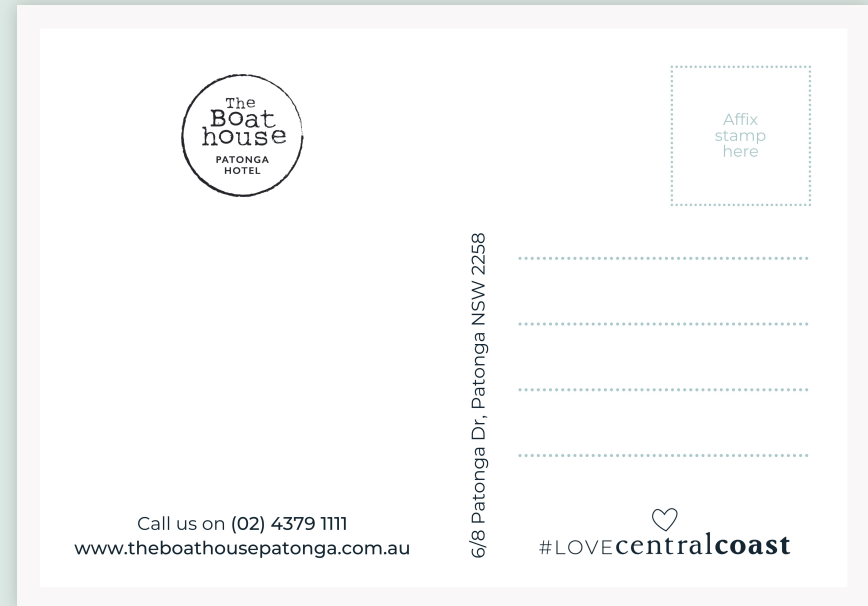


[Open template](#)

This is a double-sided print asset.

The front of the card features a large rectangle for a photograph and the back features customisable text and logo placement.

Before sending to print, remember to remove the example pages; your file should have two pages only, a front and back design.



Gift certificate

Single or double-sided A5

148 x 105 mm Rectangle format



[Open template](#)

The gift certificate has been designed as a single-sided print asset; however, you could add an additional page to the design if you wanted to have these printed double sided.

The text and layout are completely customisable, but we recommend keeping a plain background to ensure that the messaging remains legible.

When printing, remember to select either single or double-sided from Canva's print options.



Promo flyer

Single or double-sided A5 or A4

148 x 105 mm Rectangle format

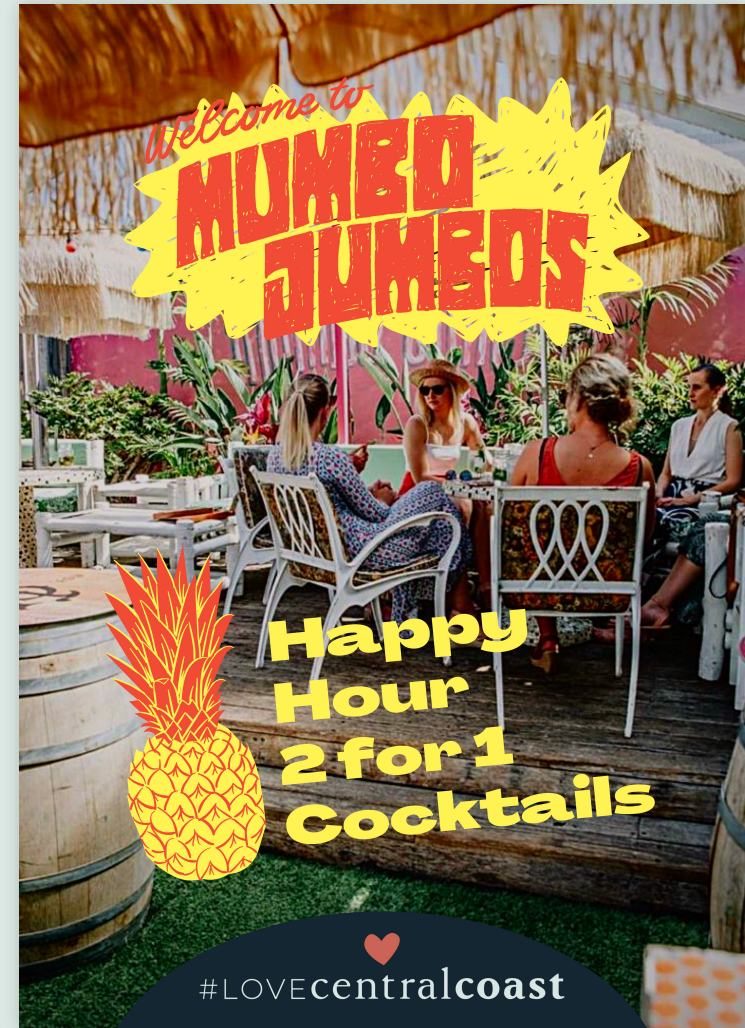


[Open template](#)

The flyer template is designed to be single-sided, but you can make this a double-sided flyer by adding an additional page.

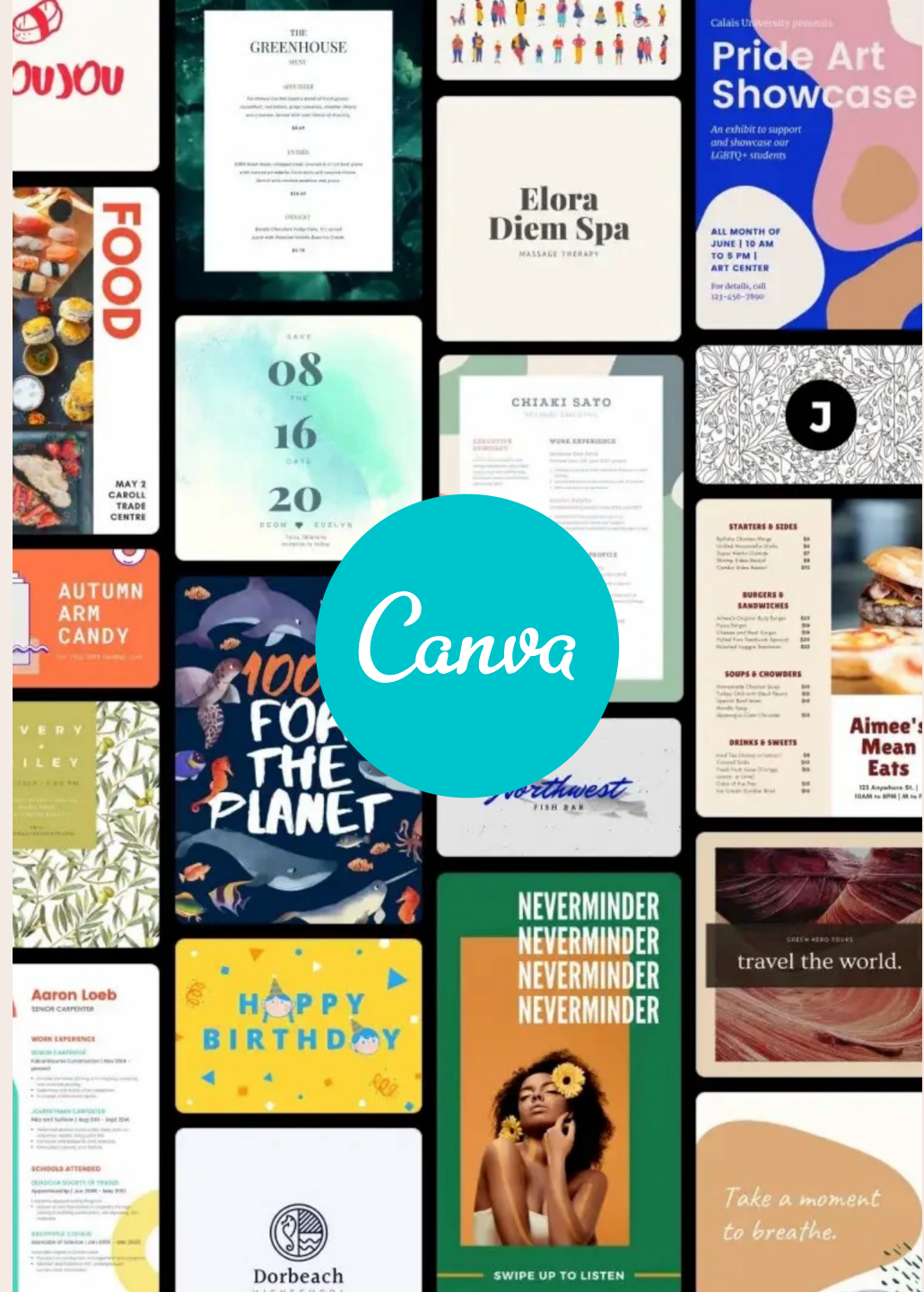
The design can also be printed as an A4 using Canva's print options.

Customise the supplied text or use the 'Text' and 'Elements' tabs in Canva's tool bar to add additional graphics and font pairings that will make your promotional design pop!



What is Canva?

We've built our templates in Canva; an online 'drag and drop' design and publishing platform with a mission to empower everyone in the world to design anything and publish anywhere.



Introducing Canva

If you haven't seen Canva before, we recommend watching this short introductory video by clicking on the image on the left.

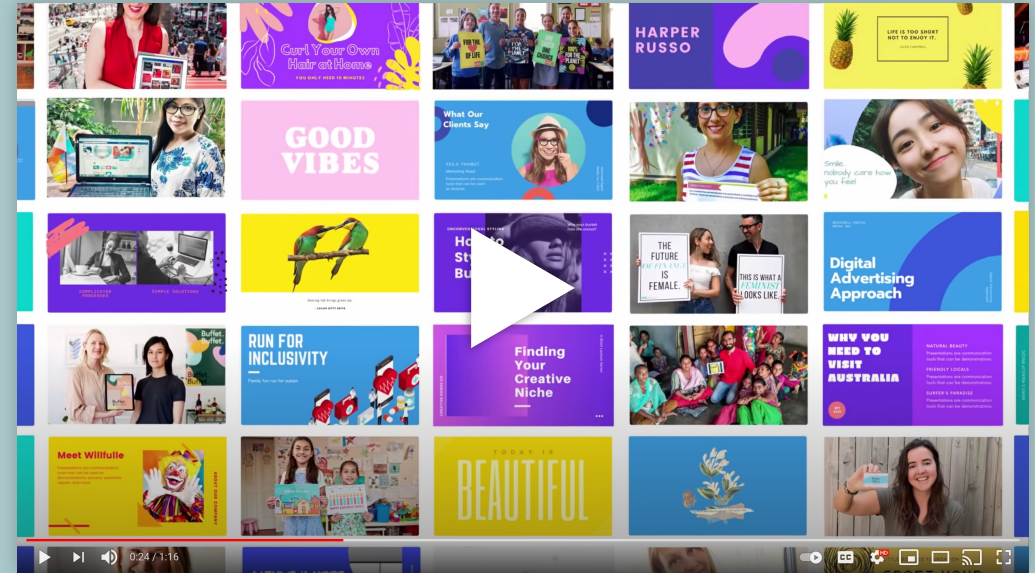
Then sign up for free and create your account.



Create an account, it's free.

Canva is loved by beginners and experts, teams and individuals.

[Get started](#)



[Watch video](#)

Editing templates

Canva's templates provide a shortcut to good design: they're fully customisable, so you can change the colours, images and more to suit your taste.

Canva has hundreds of fonts and pre-set font combinations to choose from. There are also a huge variety of static and animated graphic elements as well as photos and videos that you can add to your designs.

Watch how easy it is to edit a design, modifying text, searching for fonts and changing colours to make the design your own by clicking the video image on the left.



[Watch video](#)

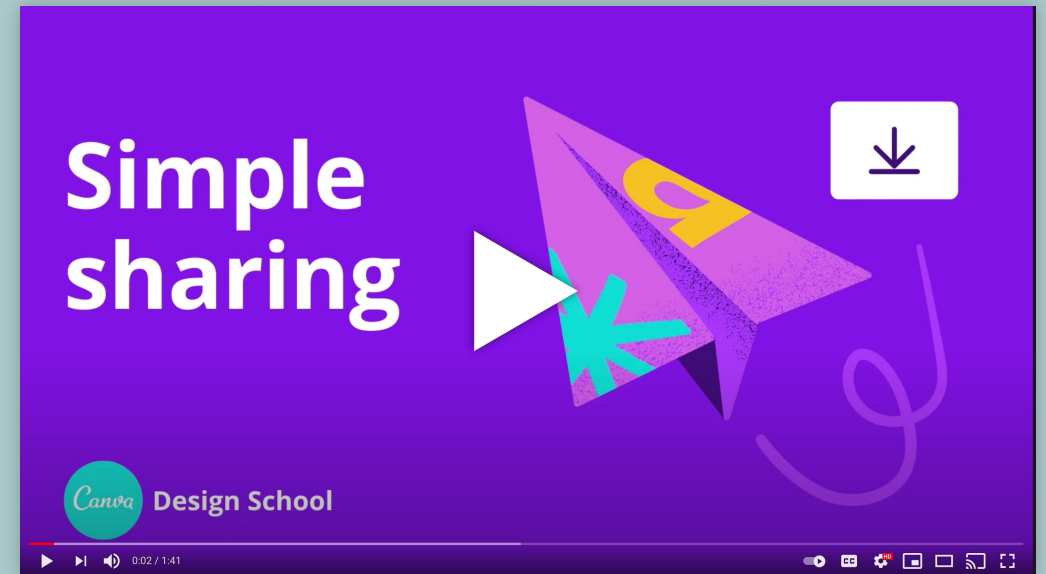
Using your design

All the templates that we have created can be customised to your needs and brand styles.

You have complete control to change the fonts, colours, layout, imagery and design. However, we ask you to please maintain the position and size of the **#LoveCentralCoast** branding.

Once you have customised the template, you can export your work as an image or video using the download button; share directly to your favourite social or marketing platform, or get your design professionally printed and delivered by Canva.

Watch this short video to learn how by clicking the image on the left.



[Watch video](#)

Learn more

If you are new to Canva, the platform features a comprehensive suite of learning tools to help you get to grips with the basics fast.

We recommend starting with Canva 101 and visiting the learning page for more tips.

If you require additional support, please contact Emma Perham from the Love Central Coast team:

Emma.Perham@centralcoast.nsw.gov.au

Or visit:

www.lovecentralcoast.com/industry-hub



[Watch video](#)

[Learn Canva](#)