

SEEK



OFF



Discover

NEWCASTLE

Our brand strategy & story

BEAT

REWARD YOUR CURIOSITY.

Newcastle isn't your typical holiday destination, it is quite the opposite. It is a gritty, interesting, sophisticated and eclectic place to visit; ripe for an audience of smart and curious thinkers.

People who want new, different and stimulating experiences and who want to discover a lesser-known destination with culture, history and coastal experiences to reinvigorate the senses and stir the soul.

You have to want to put in some effort to discover this unique and quirky city rather than 'check-in' and put your feet up. After all, it's a city that rewards curiosity.



MEET THE CURIOUS PIONEER.

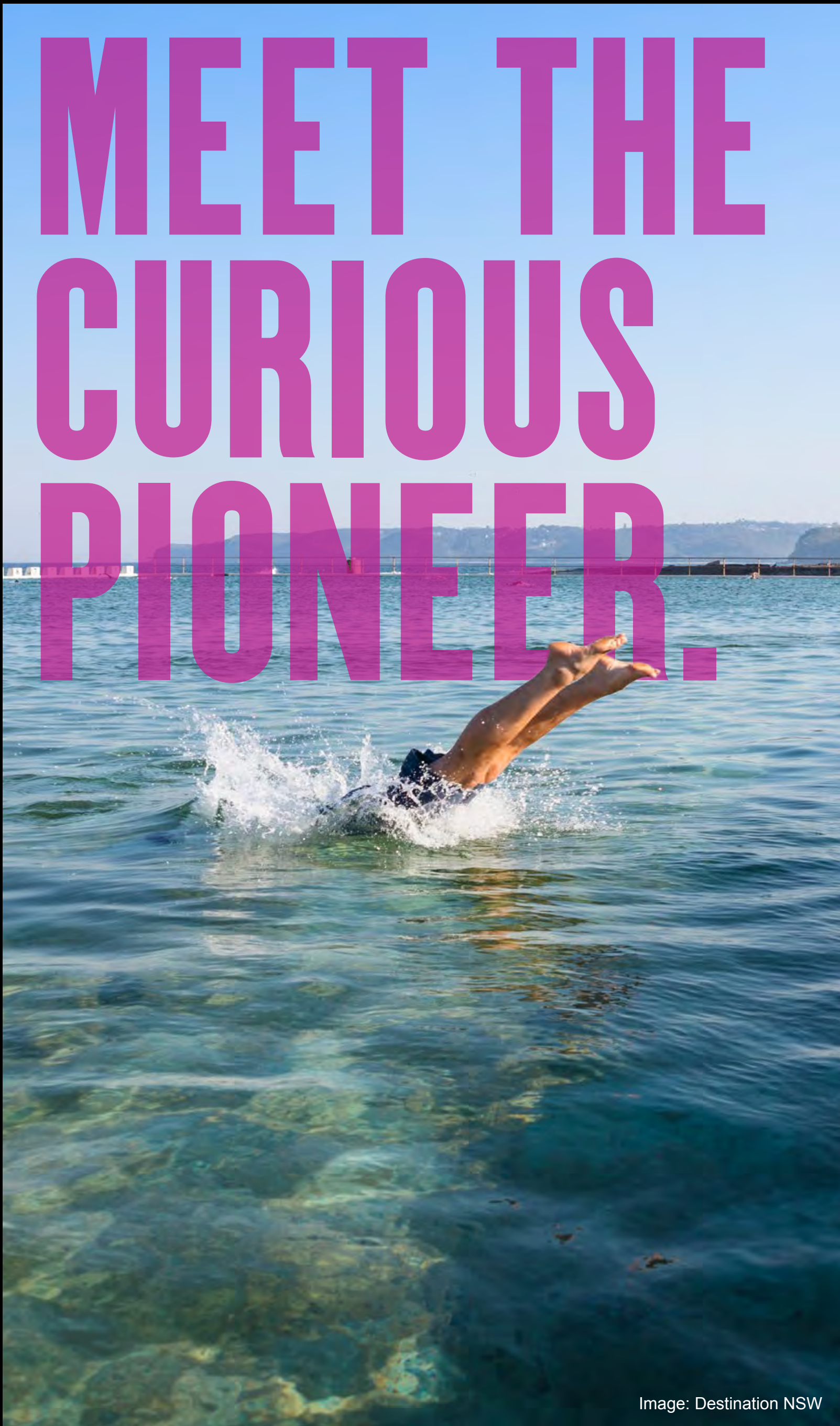


Image: Destination NSW



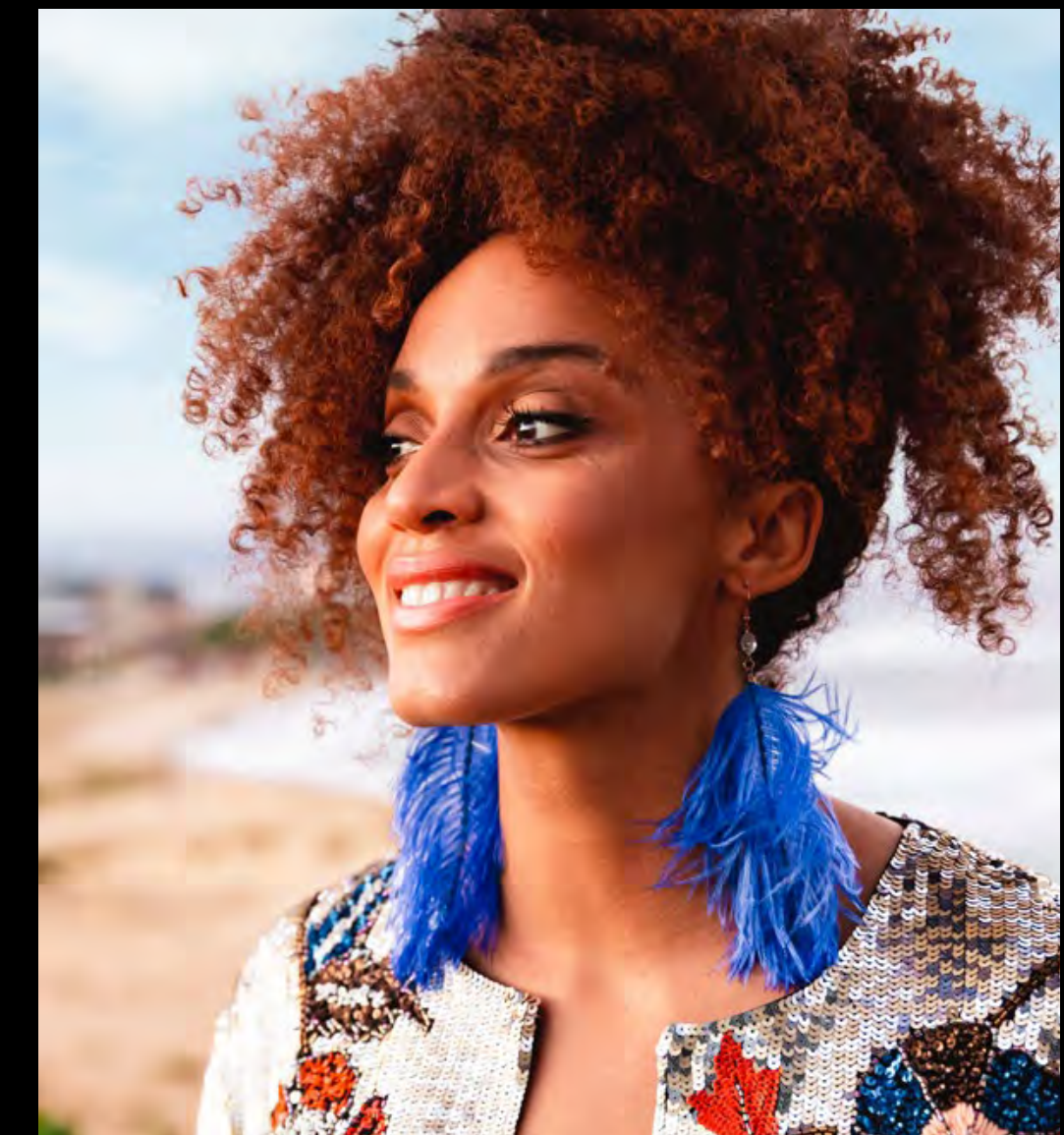
VISITOR ARCHETYPE.

Our bullseye visitor archetype spans demographic groups but has the same mindset and drivers for visitation – together they share a hunger for 'new and stimulating experiences'.

These are visitors with smart and curious minds. Most likely influencers among their peers, they are the first to break ground and blaze new paths.

When planning a getaway, they hunt for unusual, quirky and inspiring experiences that challenge their perceptions and reward their curiosity.

We believe that Newcastle's fervent atmosphere, creative and artisanal culture and strong heritage make the perfect destination for this influential archetype to discover, taste, experience and explore.



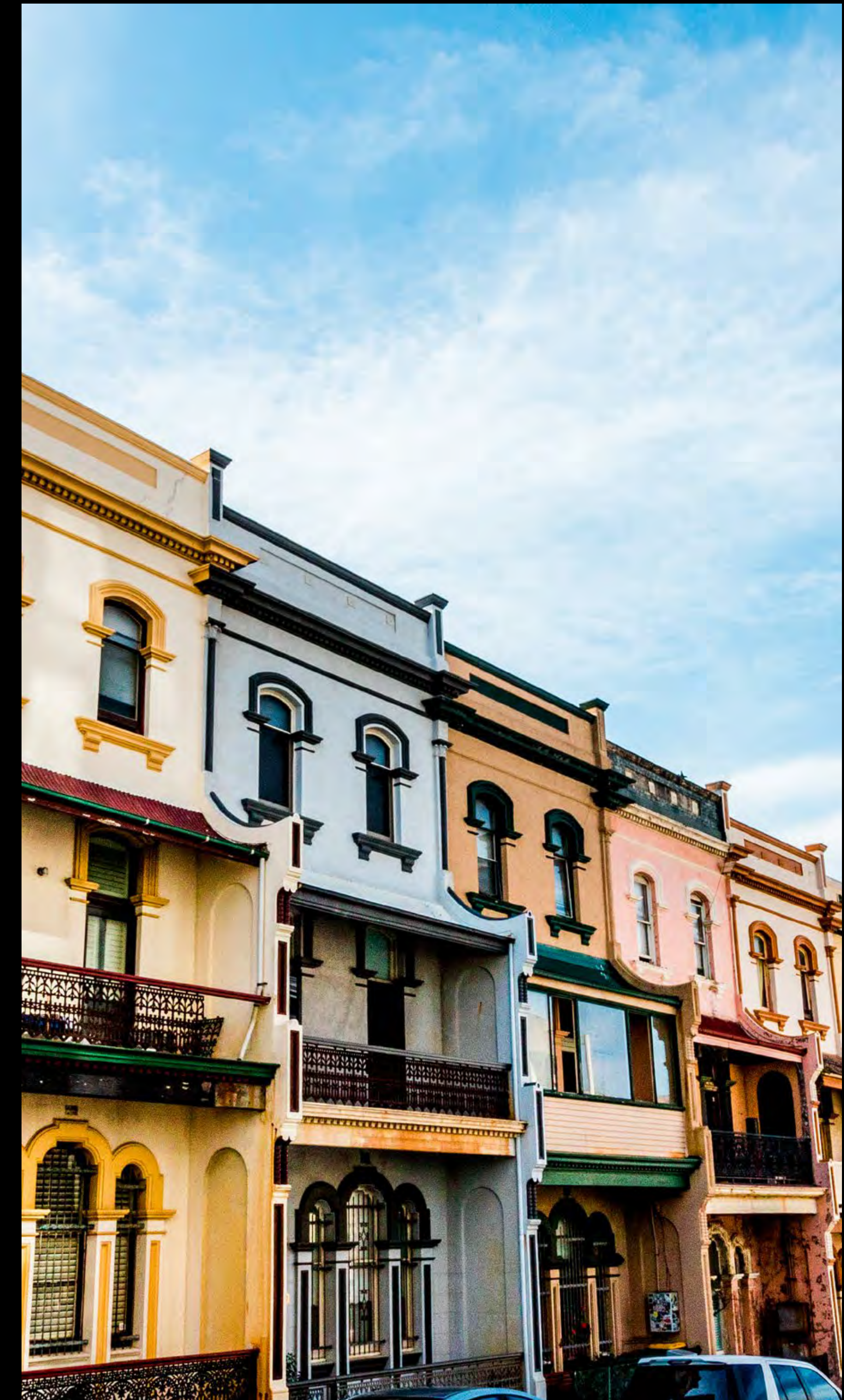
A COMPACT CITY WITH A UNIQUE CULTURAL HERITAGE.

Research indicates that when people visit Newcastle, they are amazed at how compact the city is. Unlike larger cities like Sydney or Melbourne, visitors have the ability to experience a diverse range of activities within close proximity of everything else.

This is a critical selling point; one that needs to be articulated through campaign creative and always on destination content.

On top of this, people who visit Newcastle love that it is a city where old meets new; our eclectic, post-industrial heritage mixed with a recent cultural shift is fostering creativity and a more relaxed lifestyle.

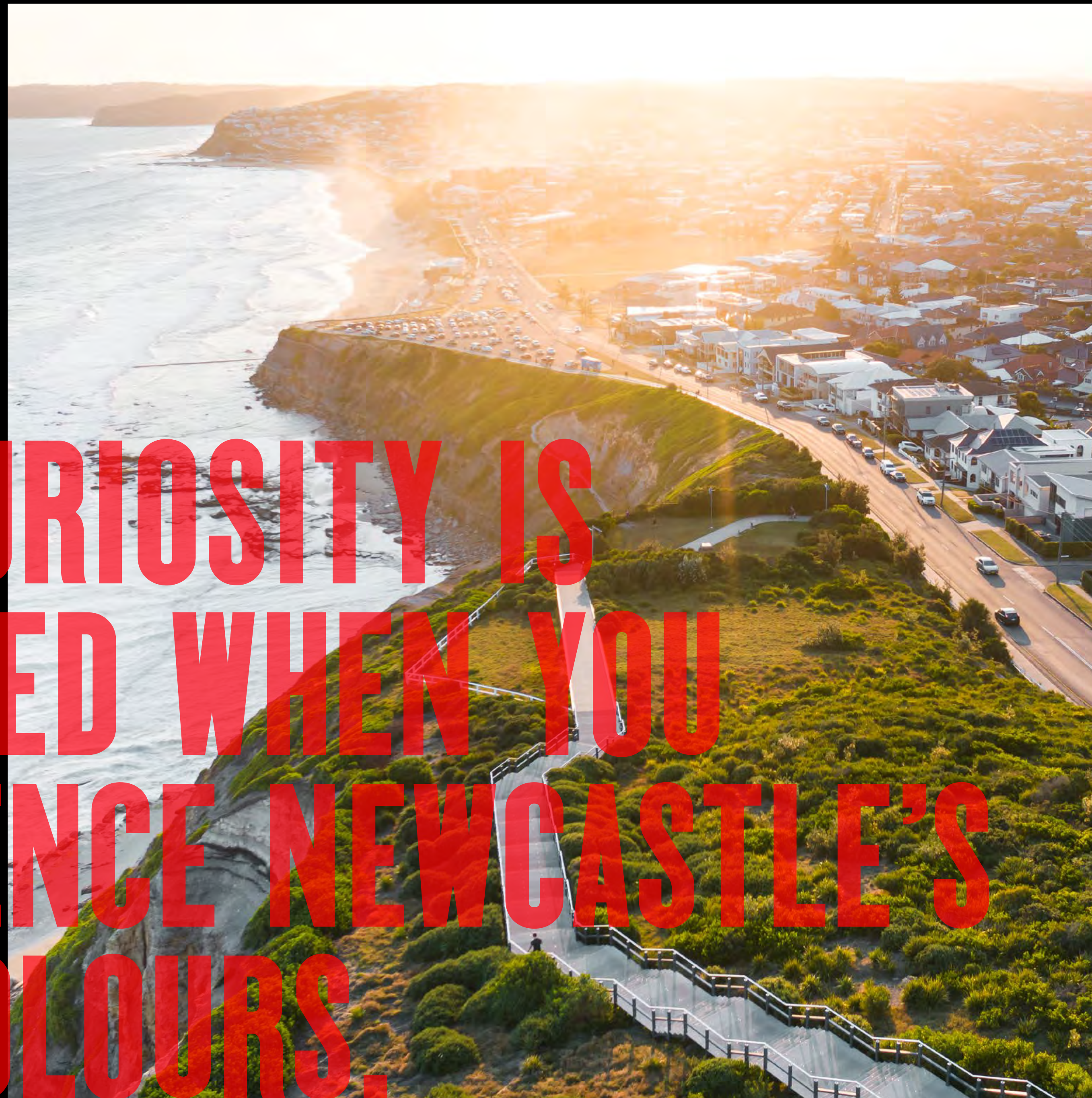
These key attributes form our unique differentiator among our neighbours and peers. Newcastle is a compact and colourful city on the coast that's waiting to be discovered.



OUR PROMISE

When you indulge your curiosity and uncover Newcastle's vibrant culture, rich heritage and electric atmosphere, you experience an unexpected feast for the senses and leave with enticing stories and a satisfied spirit. Our promise is a pithy articulation of this.

**YOUR CURIOSITY IS
REWARDED WHEN YOU
EXPERIENCE NEWCASTLE'S
TRUE COLOURS.**



When we say, true colours, we mean:

- A city of colourful characters, businesses, places and spaces.
- A shift from an industrial hub to a city of artisans and creators, innovators, and influencers.



PURPOSE

Our purpose is to give people an unexpected, eclectic and spirited city escape that exceeds their expectations and turns them into advocates.

Our purpose is something we are forever aiming to achieve with a focus on delivering an experience that truly shifts perceptions and exceeds expectations.



VISION

We want to be known as an offbeat city escape that boasts a rich heritage, a thriving cultural scene, a fervent atmosphere and a colourful personality.

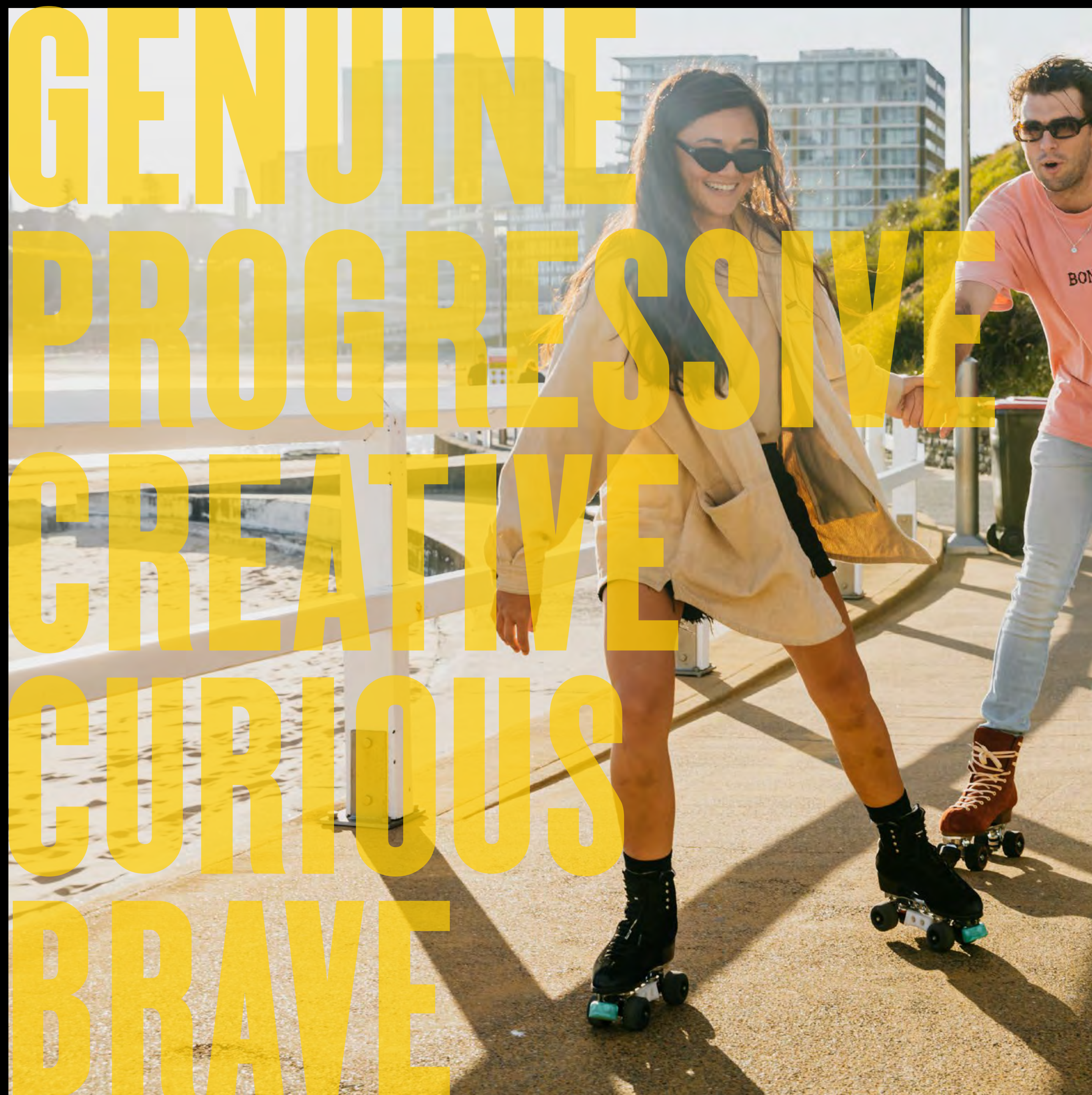
Our vision represents what we want to be known for, more than just another coastal getaway, we want to position Newcastle as a lively, exciting and unexpected destination.



MISSION

It's our mission to show our true colours; to shift perceptions and establish Newcastle as a hub for tourism; cementing its place on the bucket-lists of the curious and culture-hungry traveller.

To achieve our mission, our communications must focus on the unique attributes, signature experiences and tourist-focused offerings that are in line with our vision.



OUR VALUES ENSURE THAT WE CAN DELIVER ON OUR MISSION, VISION AND PURPOSE.

Genuine.

We embrace authenticity and we are intrinsically inclusive and genuine.

Progressive.

We celebrate our urban-industrial heritage and constantly evolving city.

Creative.

An innovation hub for more than 200 years, our city is shaped by makers, creators, influencers and artisans.

Curious.

Our city rewards the curious with a rich, colourful and unexpected experience.

Brave.

We are refreshing and stimulating because we choose to do things differently.

OUR POSITIONING

Seek Off Beat is our positioning, it is a quirky call to action that asks our visitors to actively discover our eclectic side; to look beyond their existing perceptions and discover a colourful city with an offbeat flavour.

SEEK

A woman with voluminous curly hair is looking out of a window, her hand resting on the frame. The background shows a bright, sunny outdoor scene.

OFF

An aerial view of a coastal town built on a cliffside, overlooking the ocean. The word 'OFF' is overlaid in large yellow letters.

BEAT

A street scene featuring a band playing music outside a pizza bar named 'NAPOLI Centrale PIZZA BAR'. The word 'BEAT' is overlaid in large green letters. In the foreground, there are glasses of wine and plates of food on a table.



This is a destination where stunning waterways and iconic beaches are juxtaposed with a vibrant, eclectic and compact city, rich in culture and steeped in heritage.



Let's showcase the products and experiences that highlight our coastal assets and enable visitors to experience the raw and rugged beauty of the city's coastline in a way that is safe, sustainable & engaging.



Image: Teval Ceramics



Let's showcase Newcastle's rich and varied story by surfacing its history, art, creative talent and architecture. We'll express the story through the products and experiences that showcase the city's breadth of expertise and talent, creating a connection between people and place.





Image: Destination NSW



From gourmet fine dining to café culture and locally produced artisanal delights, our city boasts a thriving culinary culture with extraordinary flare.



Let's surprise and delight visitors with consistent, high quality culinary products and experiences that showcase local produce and ingredients. We've got so much to offer, from exceptional coffee to local craft beverages, quirky eateries to high-end, fine dining experiences.

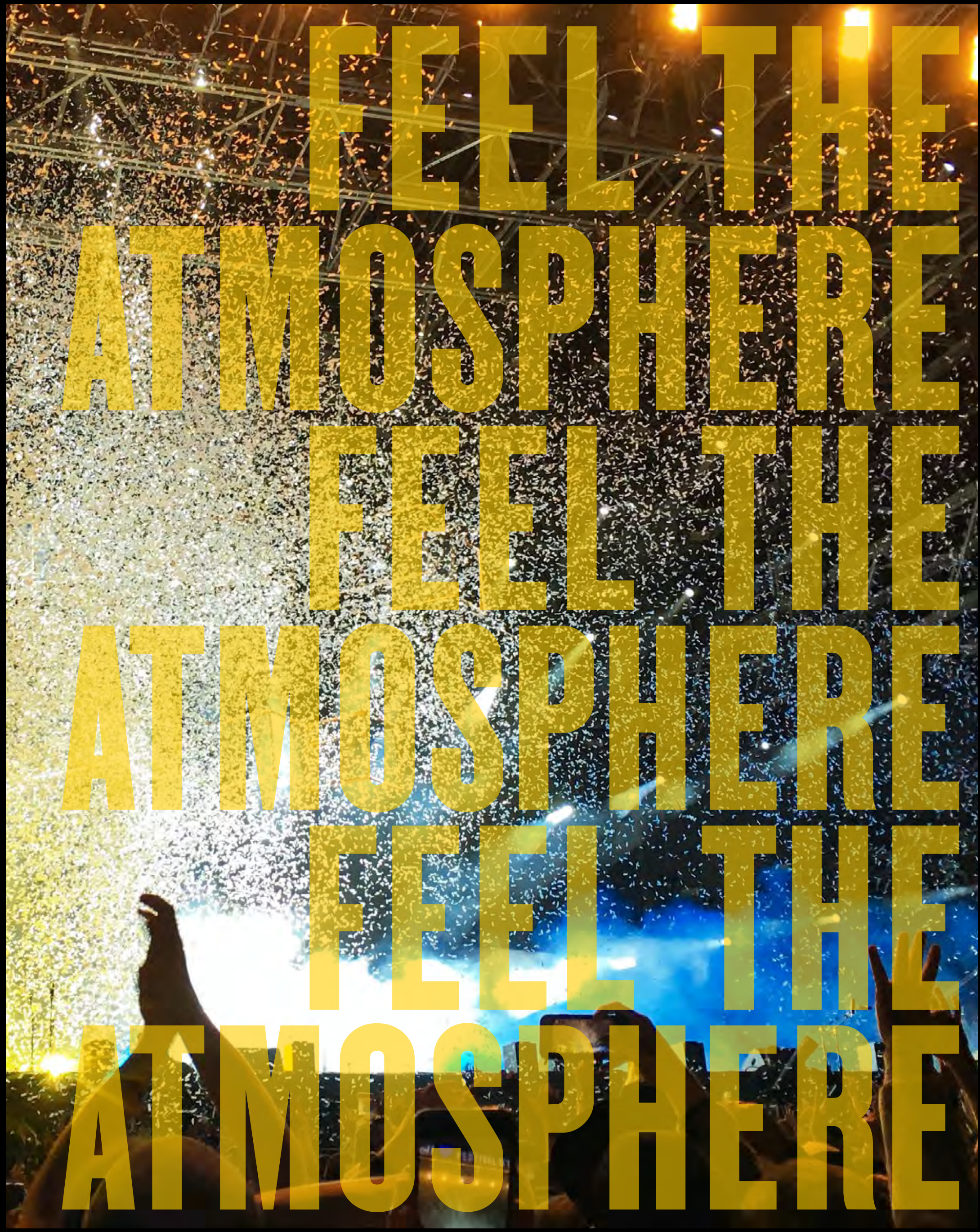




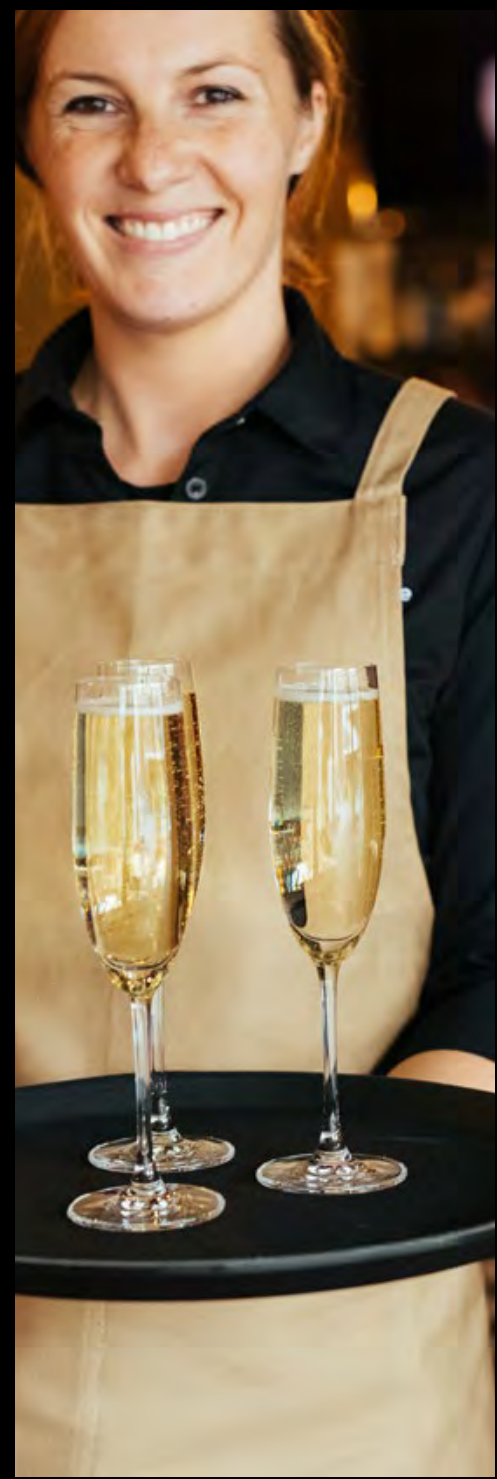
SEFY CULTURE

Our history and heritage feed our creativity and set the scene for unique events and performances.

Unexpected, eclectic and spirited, this is a city with a fervent atmosphere that has to be experienced to be believed.



FEEL THE
ATMOSPHERE
FEEL THE
ATMOSPHERE
FEEL THE
ATMOSPHERE



Newcastle knows how to show our visitors a great night out. Let's showcase our vibrant nightlife, unique dining spots, entertainment venues and bespoke venues. As a safe city, we'll assure visitors that they can enjoy Newcastle both day and night.



SEEK NATURE

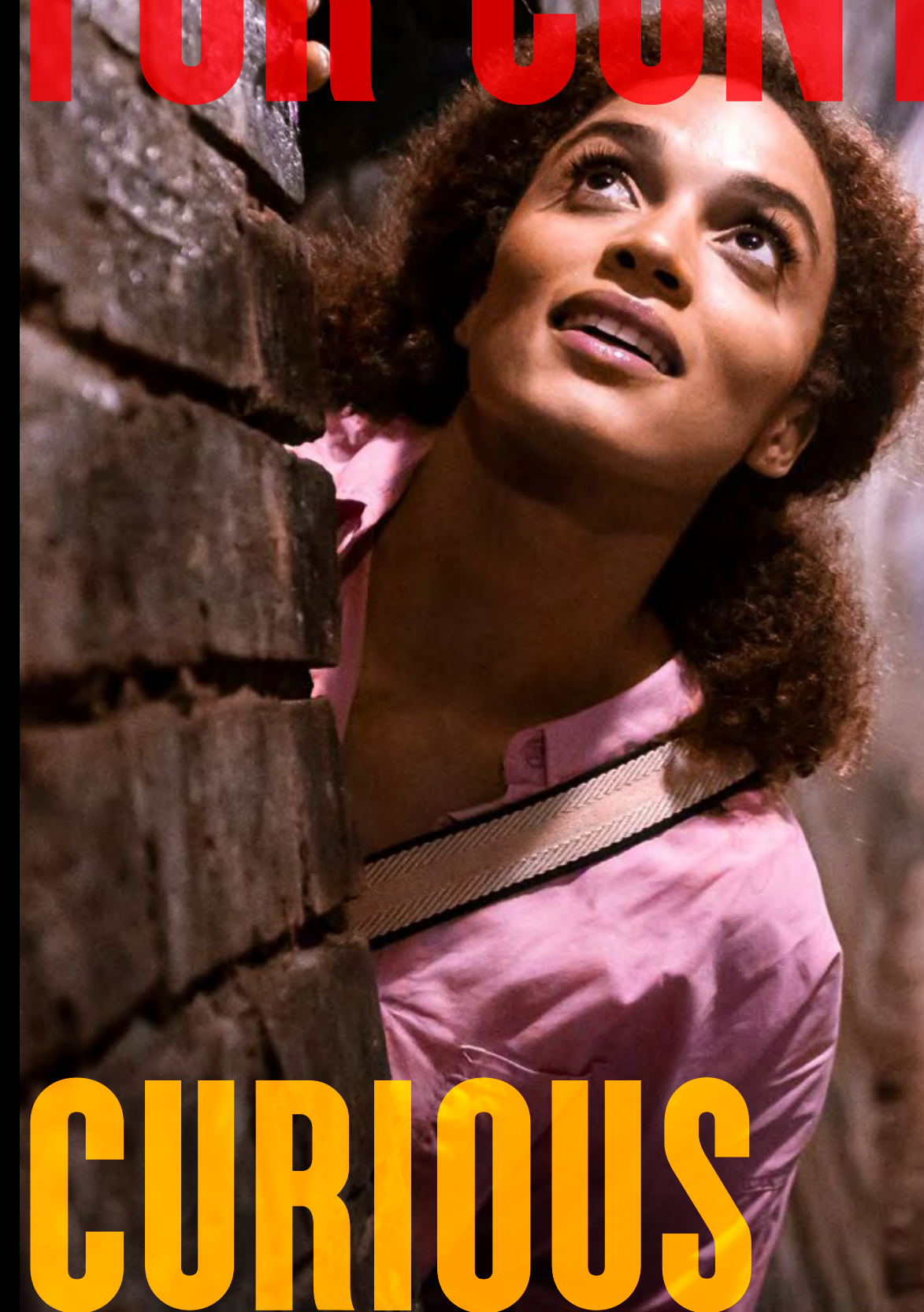


We are home to an abundance of significant natural attractions, stunning environments, and plentiful wildlife where a new adventure is awaiting around every corner.



Let's showcase products and experiences that enable visitors to explore Newcastle's natural beauty, from the bush and parklands to coastal walks and suburban bike trails.

3 KEY PRINCIPLES FOR CONTENT CREATION:



CURIOUS

Playing to the mindset of the Curious Pioneer archetype by positioning Newcastle as an exciting destination to discover.

Showing that curiosity is rewarded with unique experiences across a range of key themes (after dark, active & outdoors etc).



OFF BEAT

Capturing the flavour of Newcastle, the essence that differentiates it from its neighbours, Port Stephens and the Central Coast.

A unique place where old meets new, where post-industrial heritage meets creative coastal culture.



COMPACT

Unlike other cities, there are a huge variety of experiences on offer in such a compact destination. It's 15 minutes to anywhere in Newcastle.

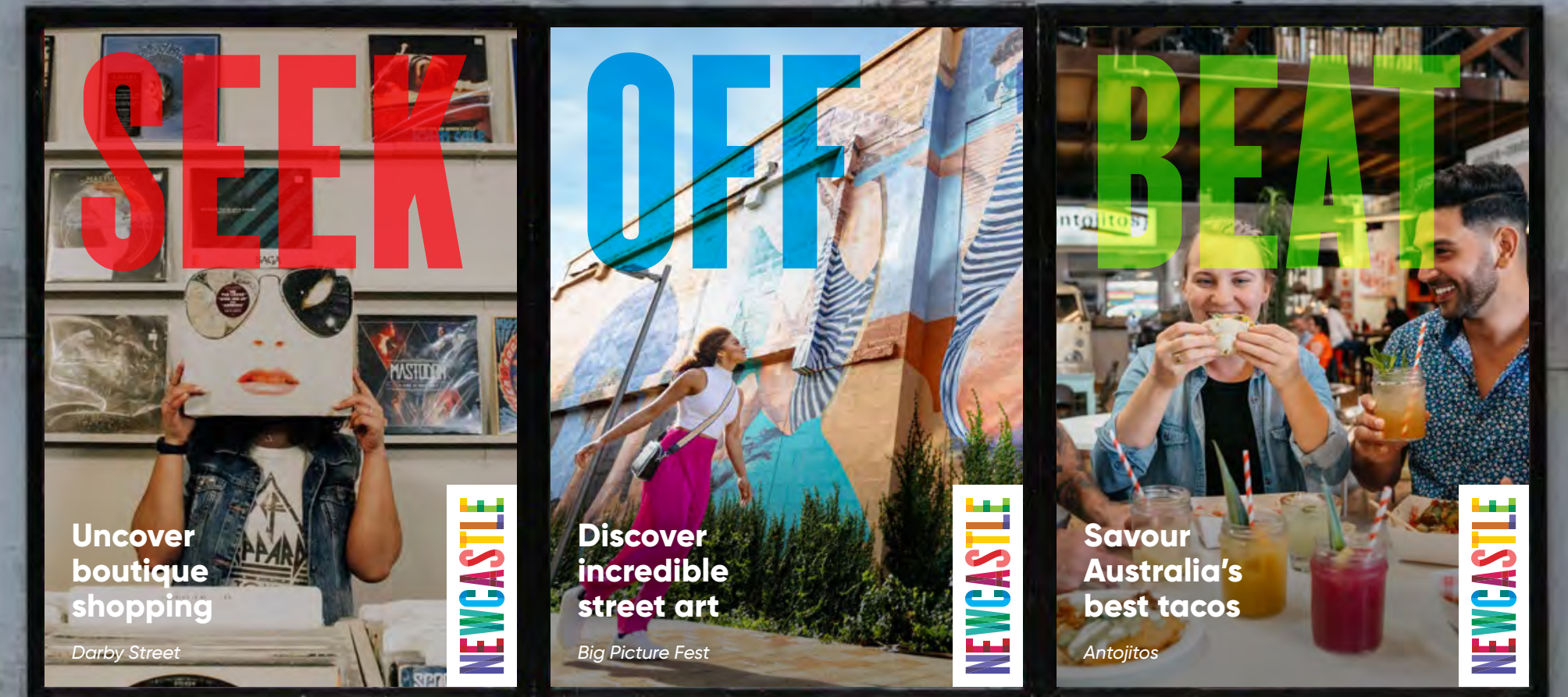
It's a destination where everything is on your doorstep, from a stunning coastline to vibrant nightlife, bush walks and mountain bike trails to city markets and boutique shopping.

OUR VISUAL IDENTITY

We're not your typical tourist destination so our visual identity has been developed to ensure we look and feel offbeat. Repeated and kinetic typography, outlined fonts and big, bold layouts ensure we appear eclectic, vibrant and full of exciting energy.

Our visual style has been curated to appeal to the curious pioneer, our key audience group who are known to seek out different and unexpected experiences.

Most importantly, our style is unexpected and is a key differentiator from competitor destinations.



OUR LOGO

Our logo is a visualisation of Newcastle's true colours. It helps position the city as a vibrant and colourful destination, shifting perceptions of the city as an industrial hub to a contemporary, diverse and welcoming destination.

The logo can also be used in black, white or greyscale depending on the use case.

We use the logo as a sign-off on communications rather than making it the hero across everything. This allows our positioning statement 'Seek Off Beat' to shine.

The word 'NEWCASTLE' is rendered in a bold, sans-serif font. Each letter is composed of multiple overlapping rectangular blocks in various colors: purple, pink, teal, green, blue, red, yellow, orange, and light green. The colors are arranged in a way that creates a vibrant, multi-colored effect.

Full colour

The word 'NEWCASTLE' is rendered in the same multi-colored, blocky font as above, but set against a solid dark blue background. The colors of the letters are more pronounced due to the dark background.

Full colour on dark background

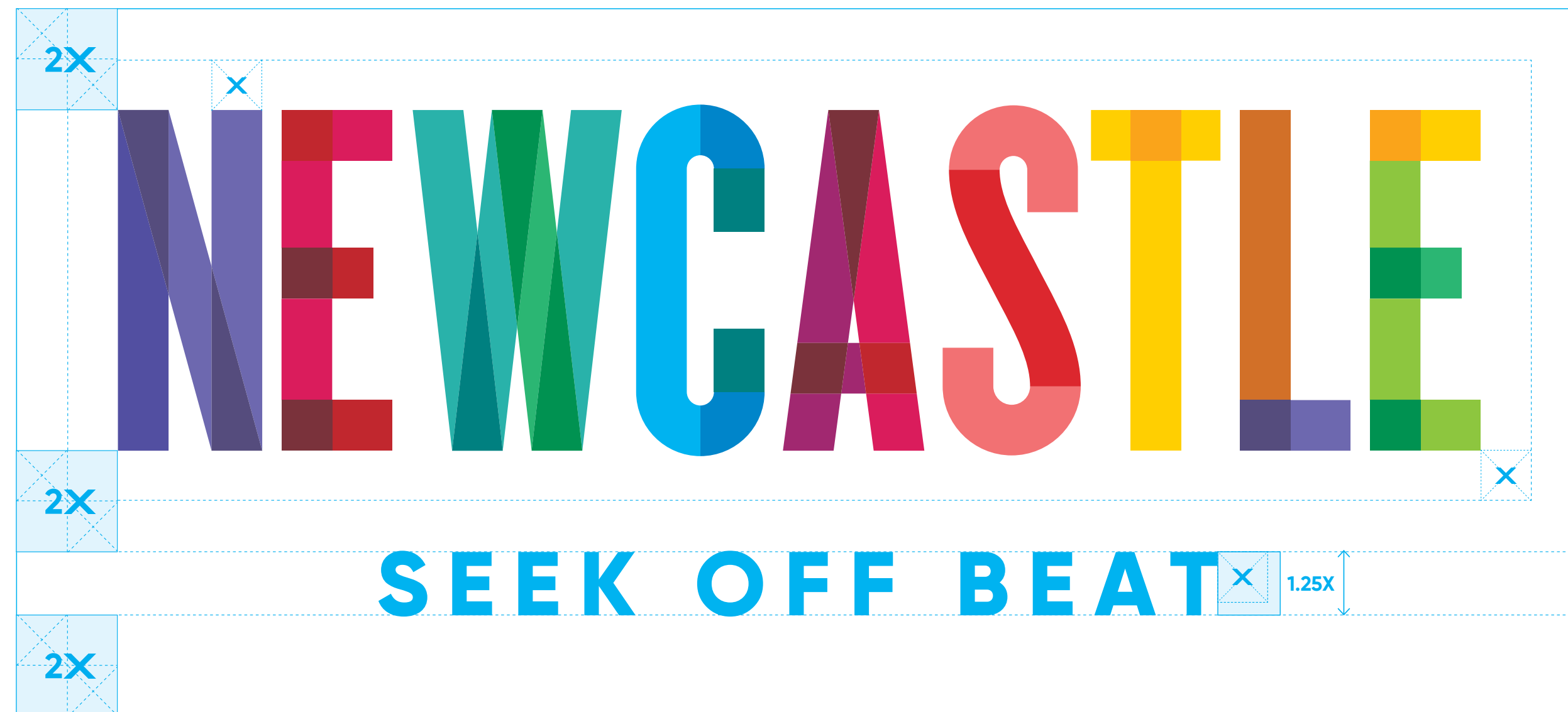
The word 'NEWCASTLE' is rendered in a bold, sans-serif font, entirely in shades of grey. The letters are composed of overlapping rectangular blocks, similar to the full color version, but with varying tones of grey.

Greyscale

OUR LOGO

Spacing around the logo should be twice the size of the width of the letter N (see figure x).

The supporting text height is 1.25 times the width of the letter N. This also needs twice the size of the letter N as spacing below it.



LOGO AND POSITIONING LINE

Our logo can be used on its own and in combination with the line 'Seek Off Beat'. Follow these rules to know when and how to use these brand assets.

SPONSORSHIP, PARTNERSHIPS, AND COLLABORATIONS.

When the Newcastle brand needs to be used in conjunction with another brand, only the wordmark should be used. If additional context is required, 'Australia' can appear under the wordmark.

Always aim to use the colour version of the wordmark, unless otherwise stated as part of a sponsorship or partnership agreement.

The wordmark 'NEWCASTLE' is displayed in a bold, sans-serif font. Each letter is filled with a different color and has a slight 3D effect with a darker shade on the right side. The colors are: N (purple), E (pink), W (teal), C (blue), A (magenta), S (red), T (yellow), L (orange), and E (green).The wordmark 'NEWCASTLE' is displayed in the same colorful, 3D style as above.

SEEK OFF BEAT

The wordmark 'NEWCASTLE' is displayed in the same colorful, 3D style as above.

AUSTRALIA

SMALL PLACEMENTS

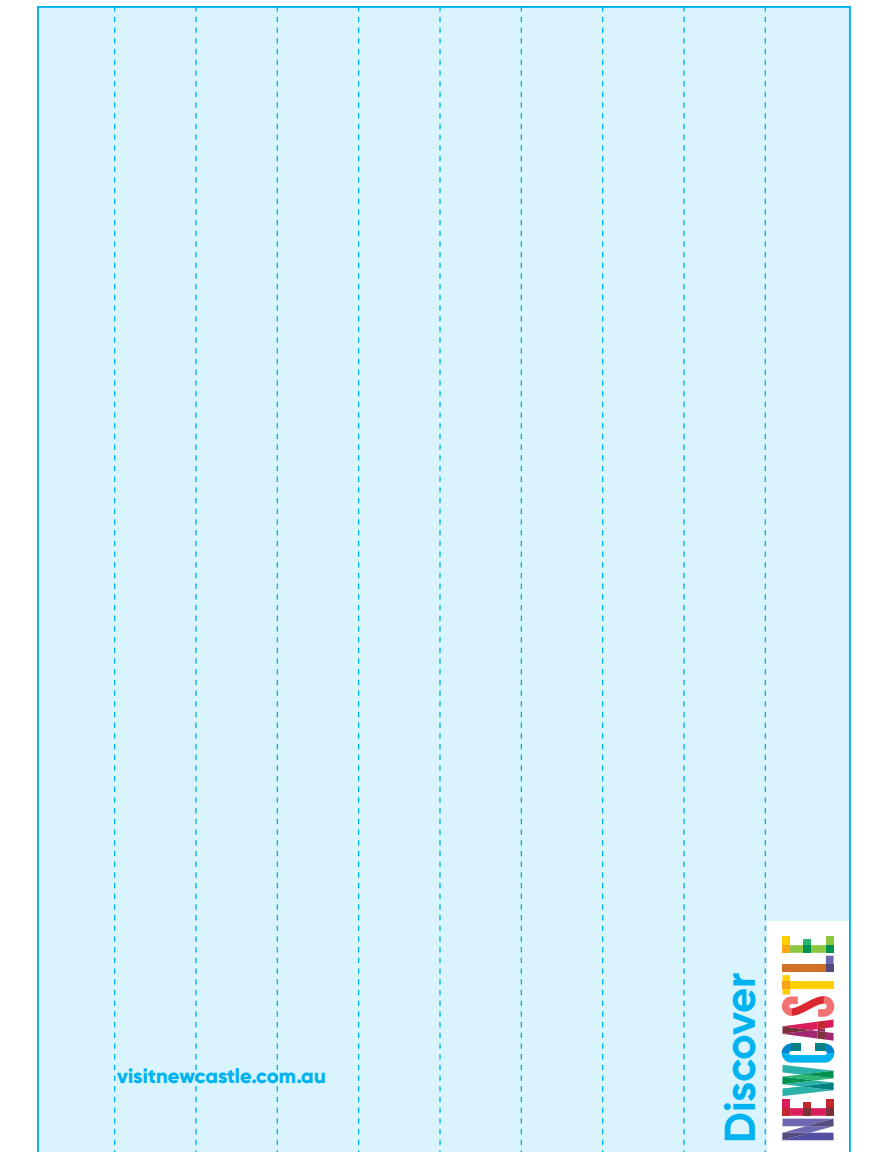
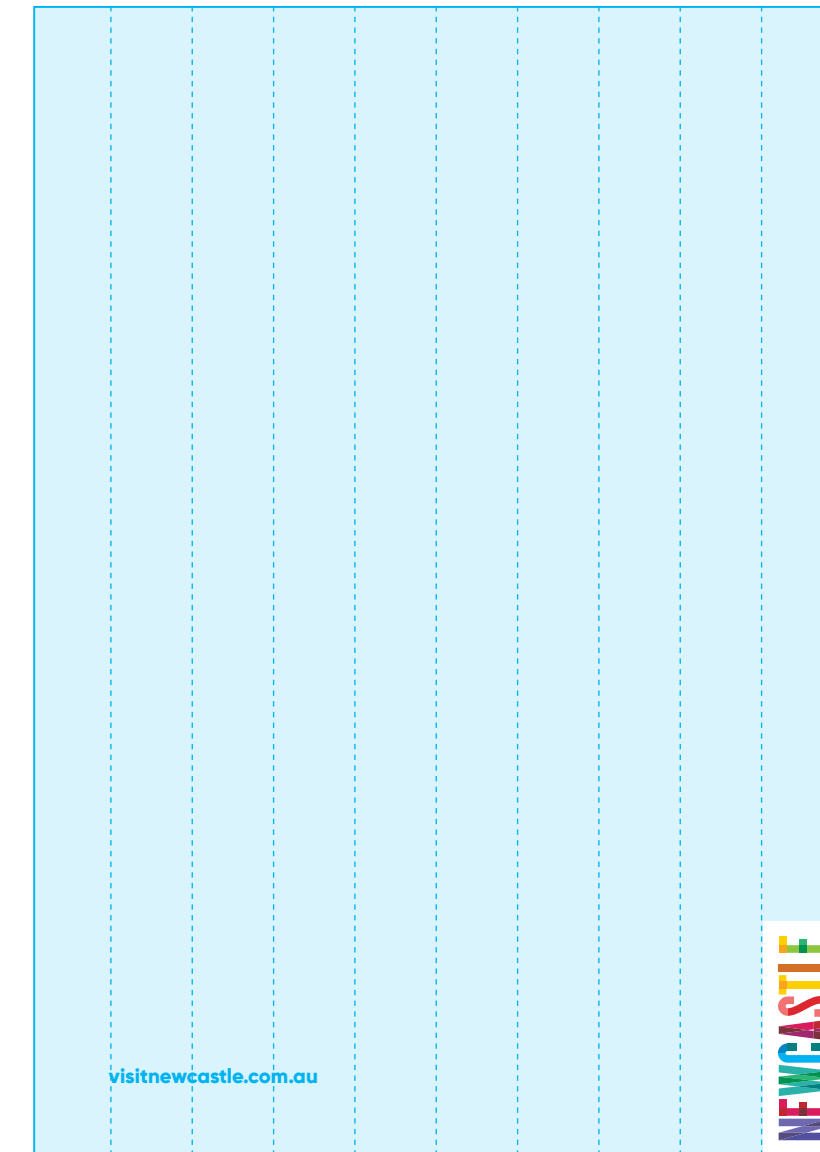
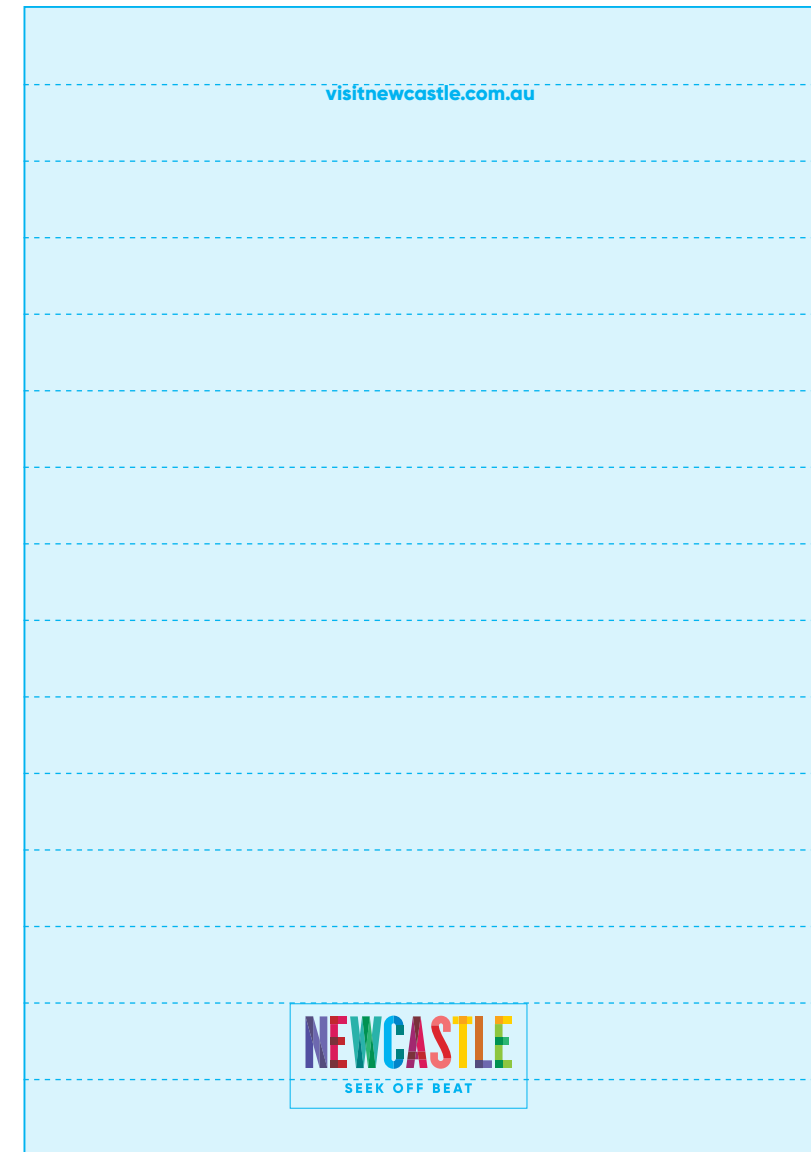
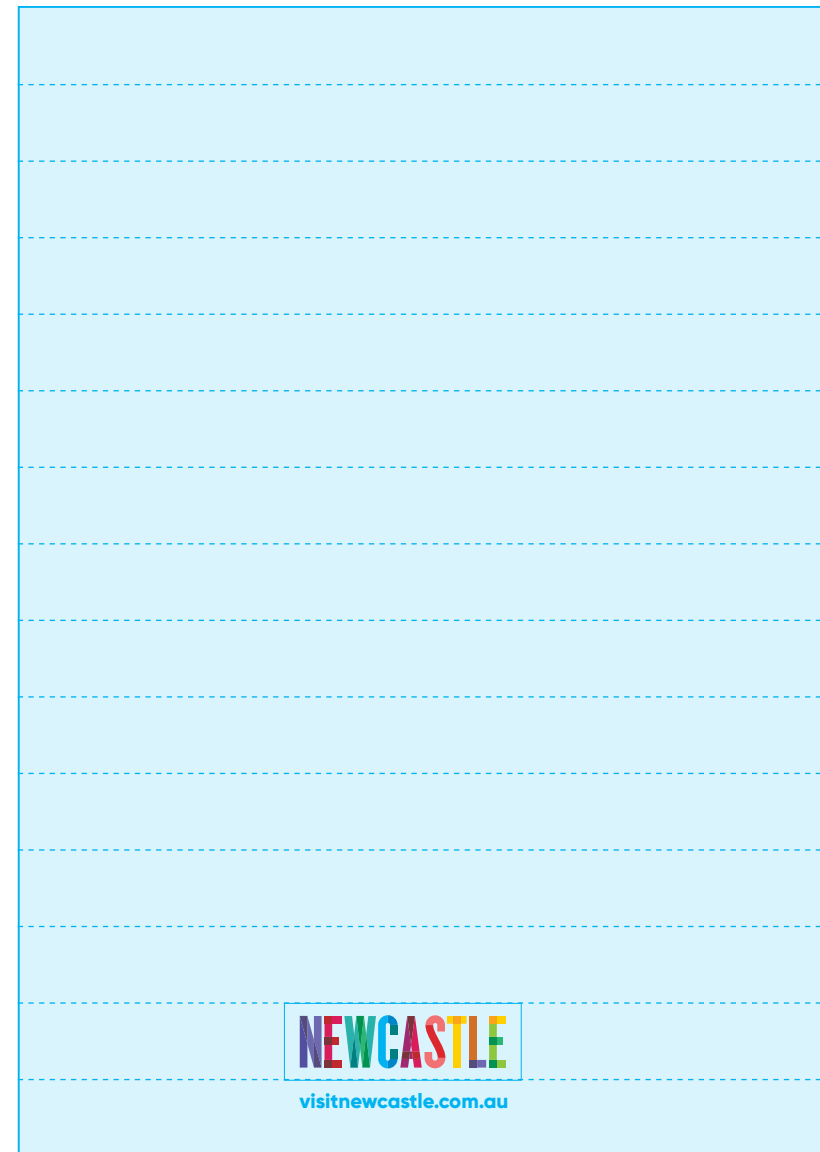
On occasions where placements are too small to include additional messaging, it is ok to use just the Newcastle wordmark.

LOGO SIZE GUIDE

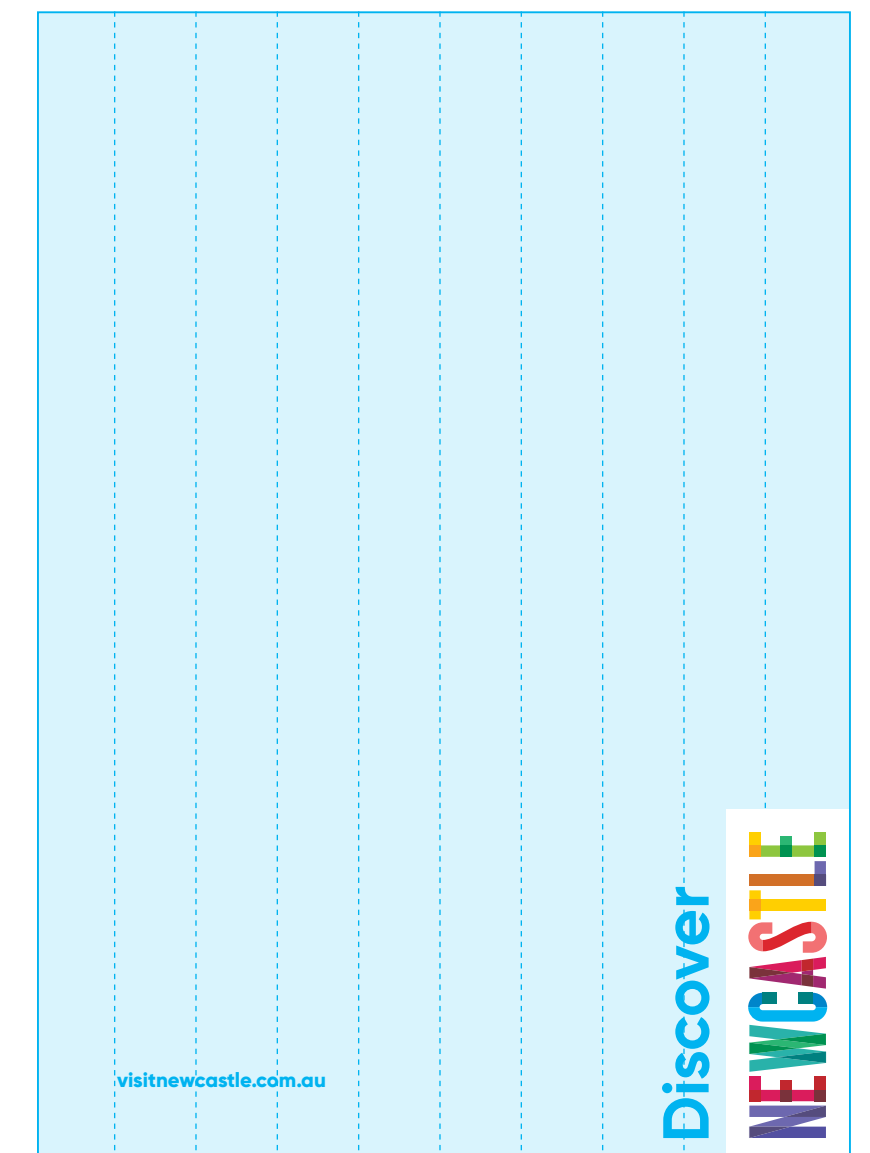
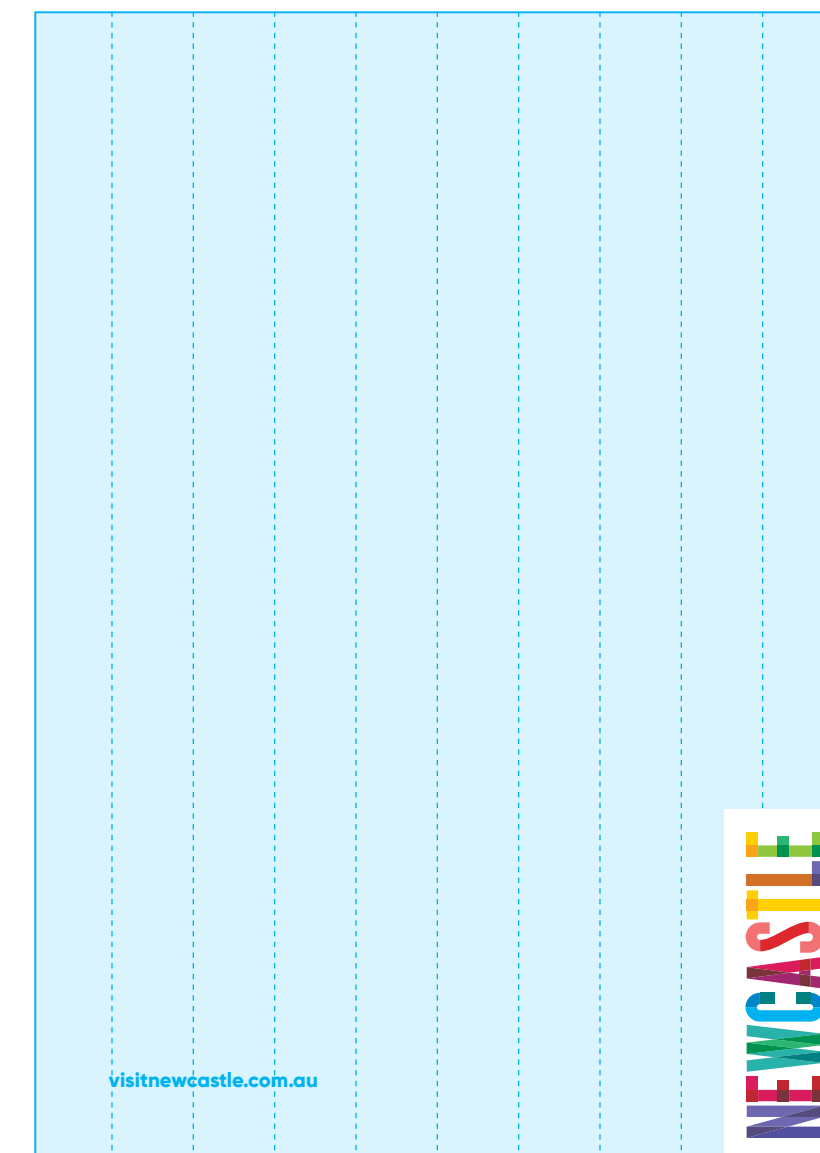
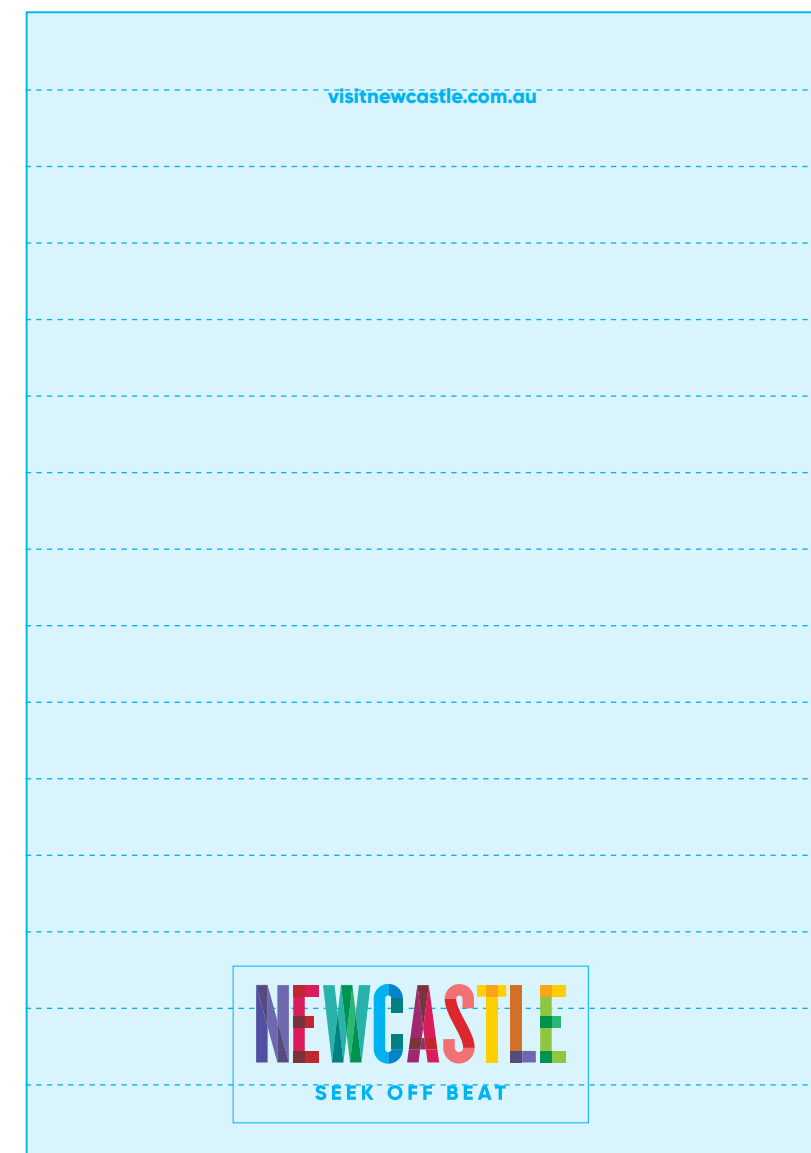
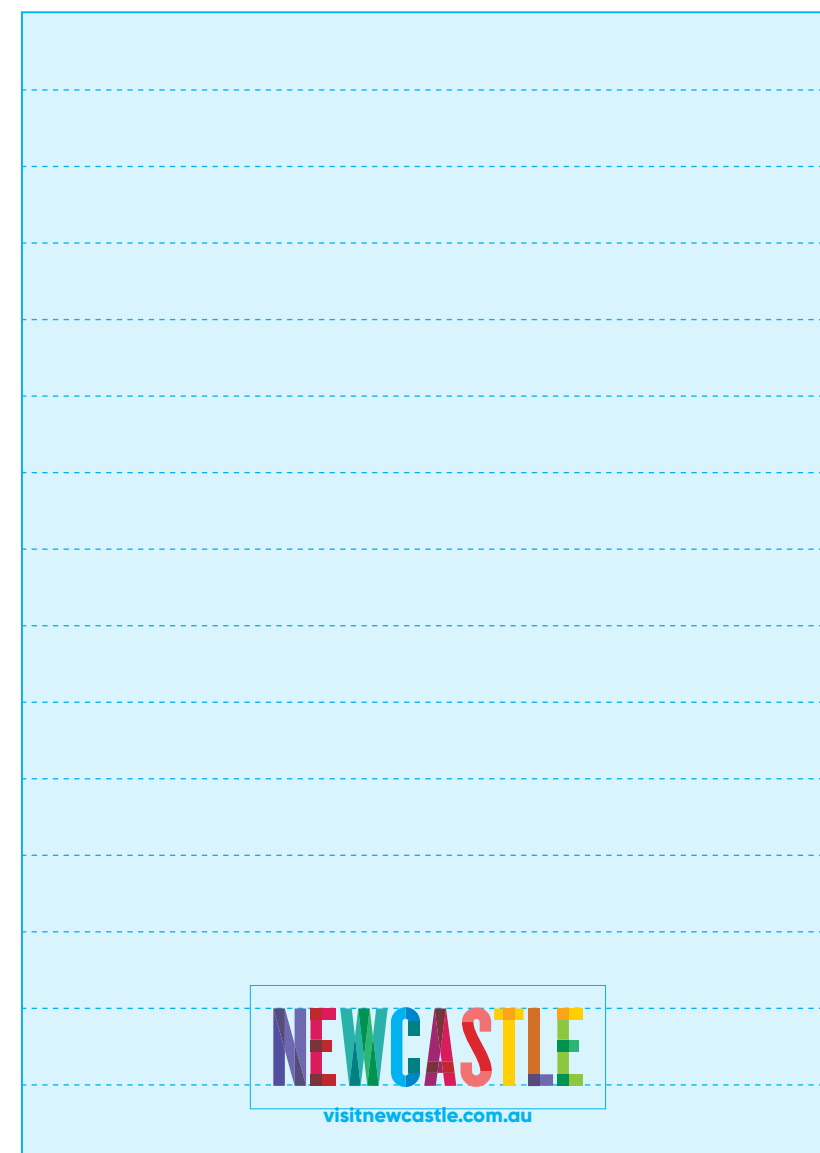
In order to determine the size of the wordmark simply create a 15 row grid for horizontal placement or a 10 column grid for vertical placement.

For horizontal placement the wordmark including clearspace should equal the height of one row. For vertical placement, rotate the wordmark 90 degrees counter-clockwise. The height of the wordmark including clearspace should be re-sized to equal the width of one column.

For layouts requiring more impact, follow the above rules and multiply the wordmark by 1.5.

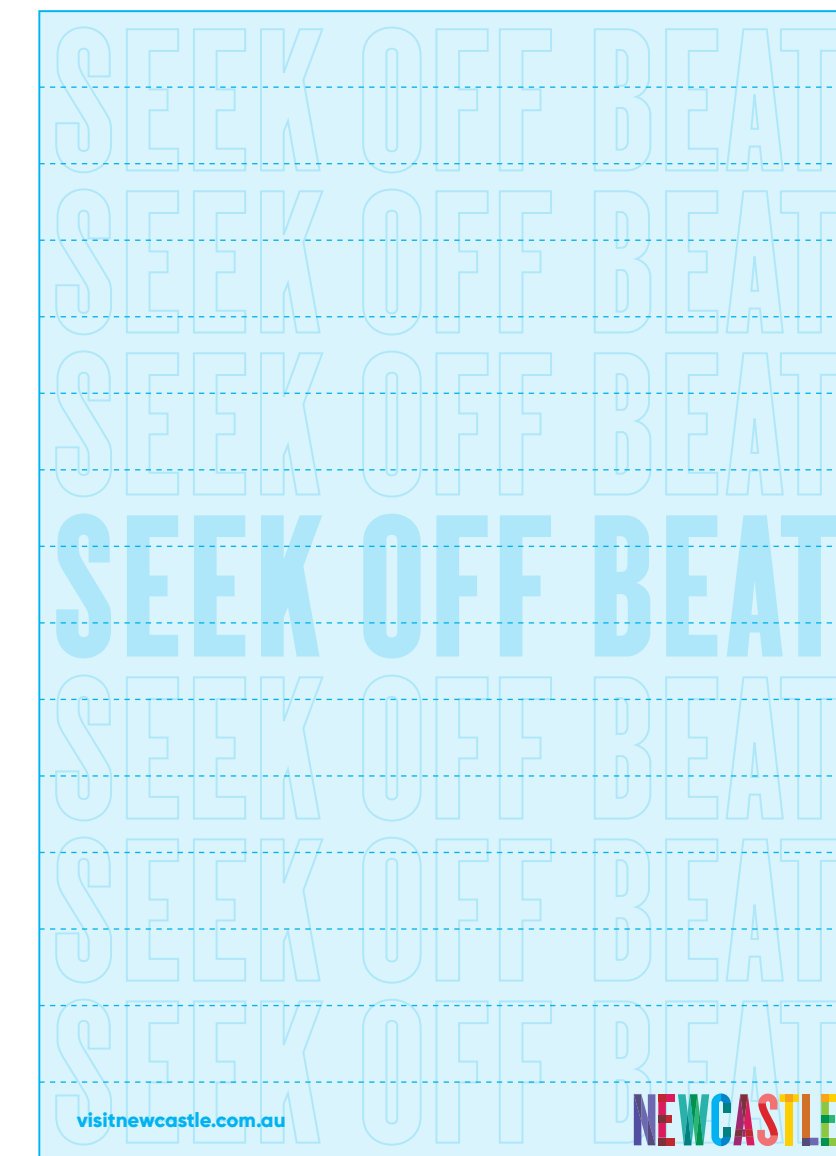
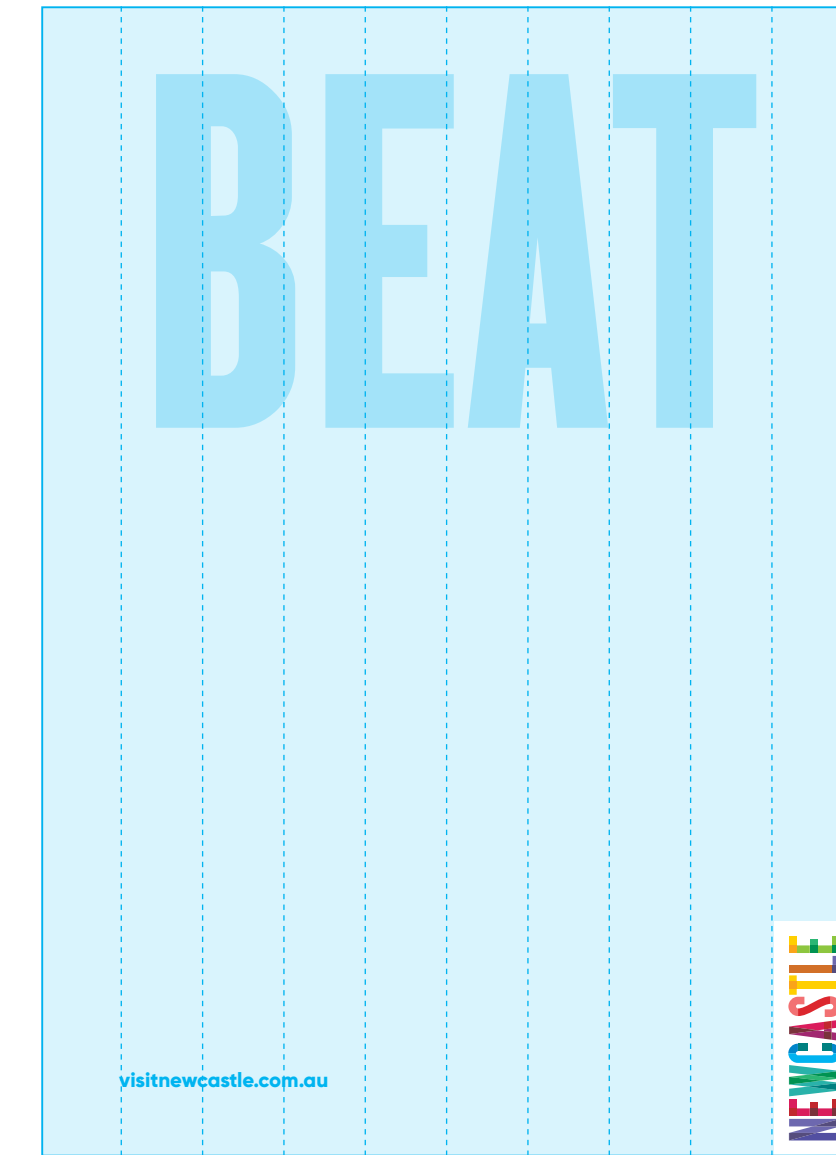


1.5X



LARGER PLACEMENTS

In larger executions, the Newcastle wordmark becomes the sign-off across collateral and the positioning line 'Seek Off Beat' becomes the headline. The Newcastle wordmark can be positioned on a white background to ensure it stands out, or it can be placed more subtly within the layout. If using the Newcastle logo on a white background, the wordmark can be placed horizontal or vertically in the bottom right-hand corner.



OUR COLOURS

Our true colours are vibrant and cover the colour spectrum. The primary colour palette matches that of the City of Newcastle Council branding, forming a strong synergy and meaningful connection between the two brands.

The secondary colour palette is a suite of colours that are used in the Newcastle logo. These colours can be used for headlines when set over imagery to ensure full legibility.

OUR TYPEFACE

The logo font Daily Tabloid JNL now forms an important part of our brand identity. The tall and narrow type delivers a bold and impactful style that plays to both the industrial heritage and modernity of the city.

We also use Daily Tabloid JNL as a headline font. This is treated using a fill colour or as outlined text. This text can be repeated across vertical rows to enhance the offbeat styling.

Our secondary typeface is Gilroy. This is also the City of Newcastle brand font. Gilroy is a modern sans serif with a geometric touch, available in 20 weights, 10 uprights and its matching italics.

The fall back font is Arial. This is a widely available font and has been selected due to its accessibility. It is only to be used when Gilroy and Daily Tabloid are not available.

SEEK FLAVOUR.
EXPERIENCE
EXTRAORDINARY.

Daily Tabloid JNL

From gourmet fine dining to café
culture and locally produced
artisanal delights, our city boasts
a thriving culinary culture with
extraordinary flare.

Gilroy

SEEK FLAVOUR.
EXPERIENCE
EXTRAORDINARY.

Arial Bold

From gourmet fine dining to café
culture and locally produced
artisanal delights, our city boasts
a thriving culinary culture with
extraordinary flare.

Arial Regular

PRIMARY COLOURS

Newcastle Yellow

C0 M18 Y100 K0
R255 G207 B1
#ffc01

Newcastle Coral

C0 M70 Y45 K0
R242 G113 B115
#f27173

Newcastle Magenta

C10 M100 Y50 K0
R218 G28 B92
#da1c5c

Newcastle Purple

C65 M65 Y0 K0
R109 G104 B175
#6d68af

Newcastle Blue

C90 M0 Y0 K0
R0 G179 B240
#00b3f0

Newcastle Mid Green

C75 M0 Y75 K0
R43 G182 B115
#2bb673

Newcastle Light Green

C50 M0 Y100 K0
R141 G198 B63
#8dc63f

Newcastle Dark Blue

SECONDARY COLOURS

C0 M41 Y100 K0
R250 G164 B26
#faa41a

C7 M98 Y92 K1
R220 G39 B46
#dc272e

C17 M98 Y91 K7
R193 G39 B46
#c1272e

C80 M80 Y0 K0
R82 G79 B161
#524fa1

C66 M0 Y4 K0
R34 G195 B234
#22c3ea

C73 M5 Y39 K0
R41 G178 B170
#29b2aa

C54 M0 Y30 K0
R112 G201 B191
#70c9bf

C14 M66 Y100 K2
R210 G112 B40
#d27028

C38 M98 Y27 K4
R161 G40 B112
#a12870

C36 M85 Y65 K35
R122 G50 B59
#7a323b

C68 M69 Y12 K25
R85 G76 B125
#544c7d

C95 M35 Y0 K0
R0 G133 B202
#0085ca

C87 M32 Y49 K8
R0 G127 B128
#007f80

C86 M18 Y91 K4
R0 G146 B81
#009251

C90 M75 Y45 K42
R34 G52 B76
#22344c

RECOMMENDED LEADING

When using the Seek Off Beat or other key headlines, a leading height of 0.88x can be used. This is the height taken from the cross bar of the capital letter T and can be calculated by multiplying the font size by 0.88.

This leading formula can be used for both repeated headlines and stacked headlines.

When using Seek Off Beat in stacked formation, the font size of the word Seek is 1.88 times the size of the font size of the words Off Beat.



= X
Match leading to
T cross bar height.
Font height
multiplied x 0.88.

Repeated Headline



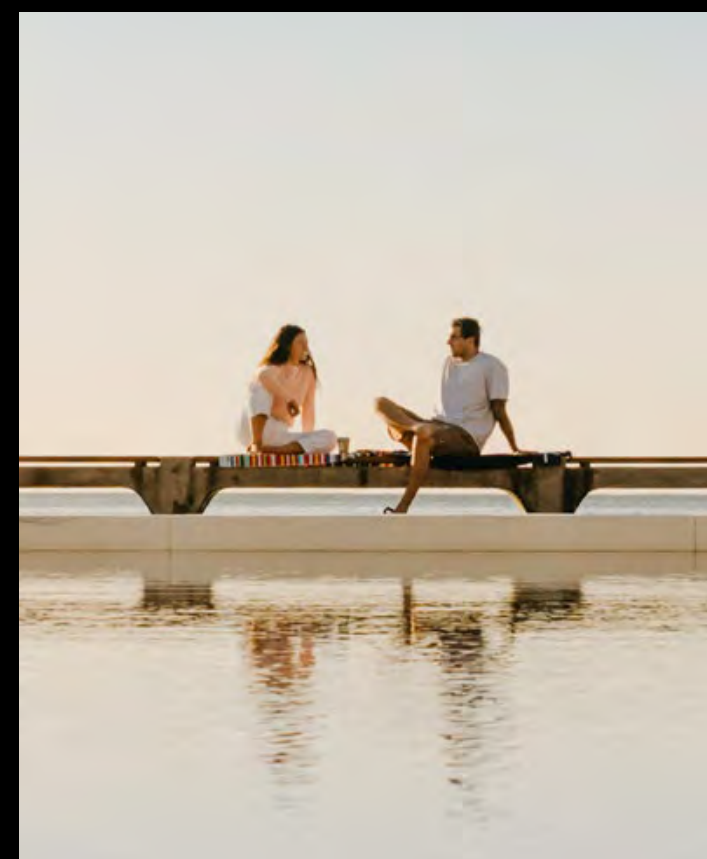
font size
multiplied x 1.88.

Stacked Headline

OUR PHOTOGRAPHIC STYLE

Photography should be vibrant, exciting and energetic to embody the concept of offbeat. This should involve the use of movement, unexpected angles and surprising subject matter to create dynamic and engaging designs when combined with the bold, kinetic typography style.

The images used throughout this document are for style reference purposes only. Photography used in either internal or public facing applications must always have usage rights approved by the City of Newcastle Council first.

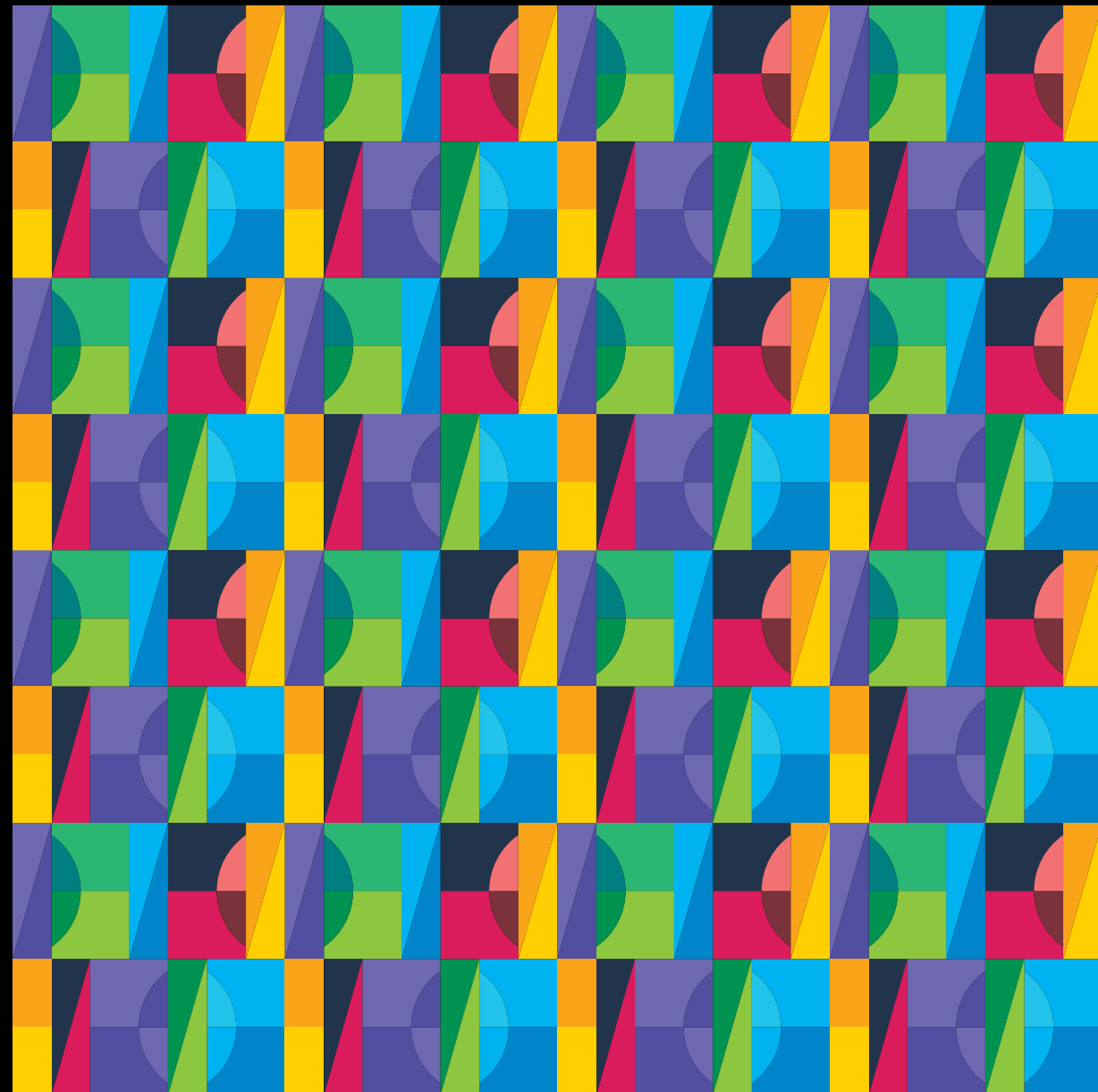


SUPPORTING PATTERNS

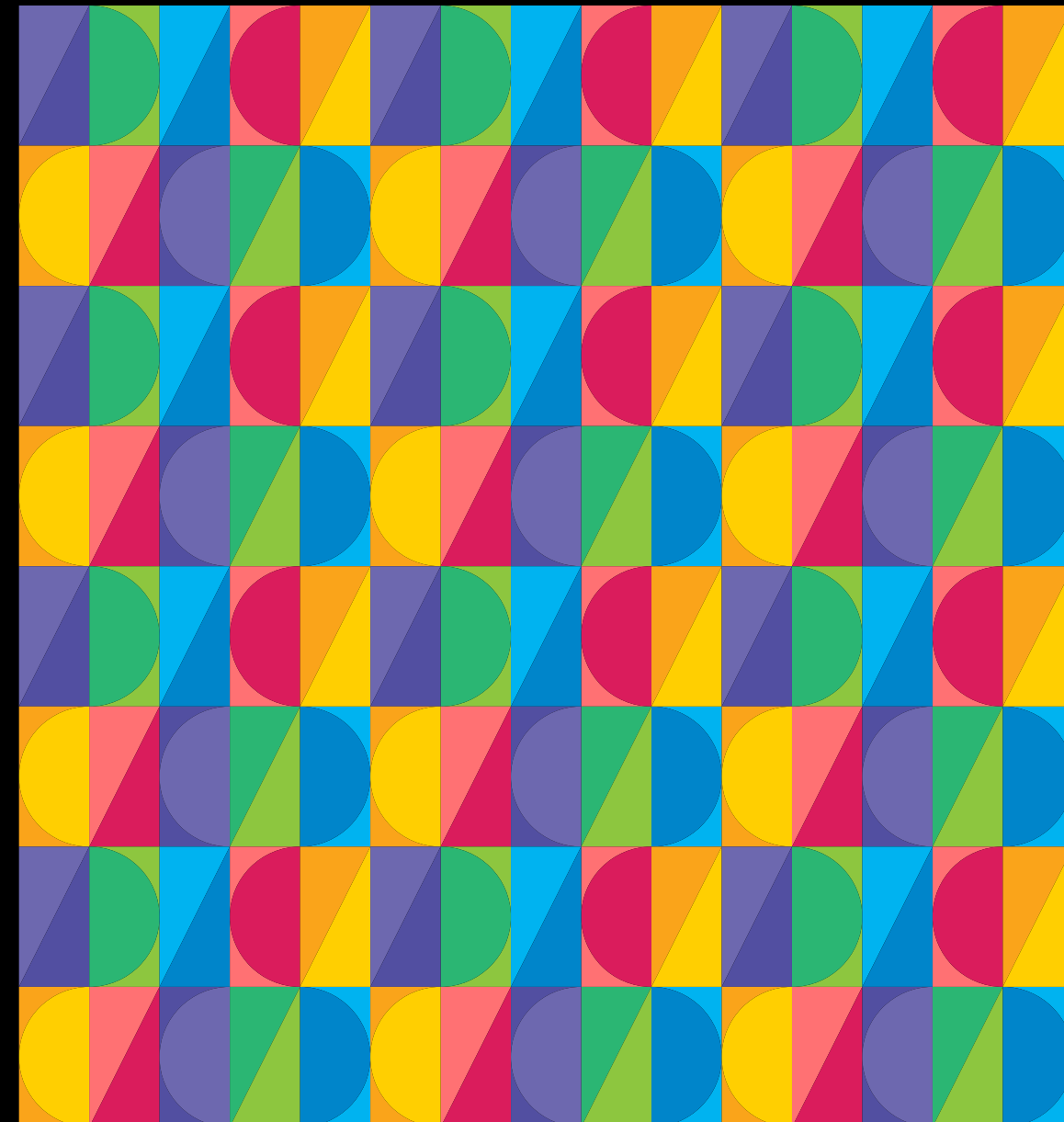
In situations when photography is not suitable a set of four seamless patterns can be used.

The supporting patterns should only be used as supporting elements or when photography use is not appropriate.

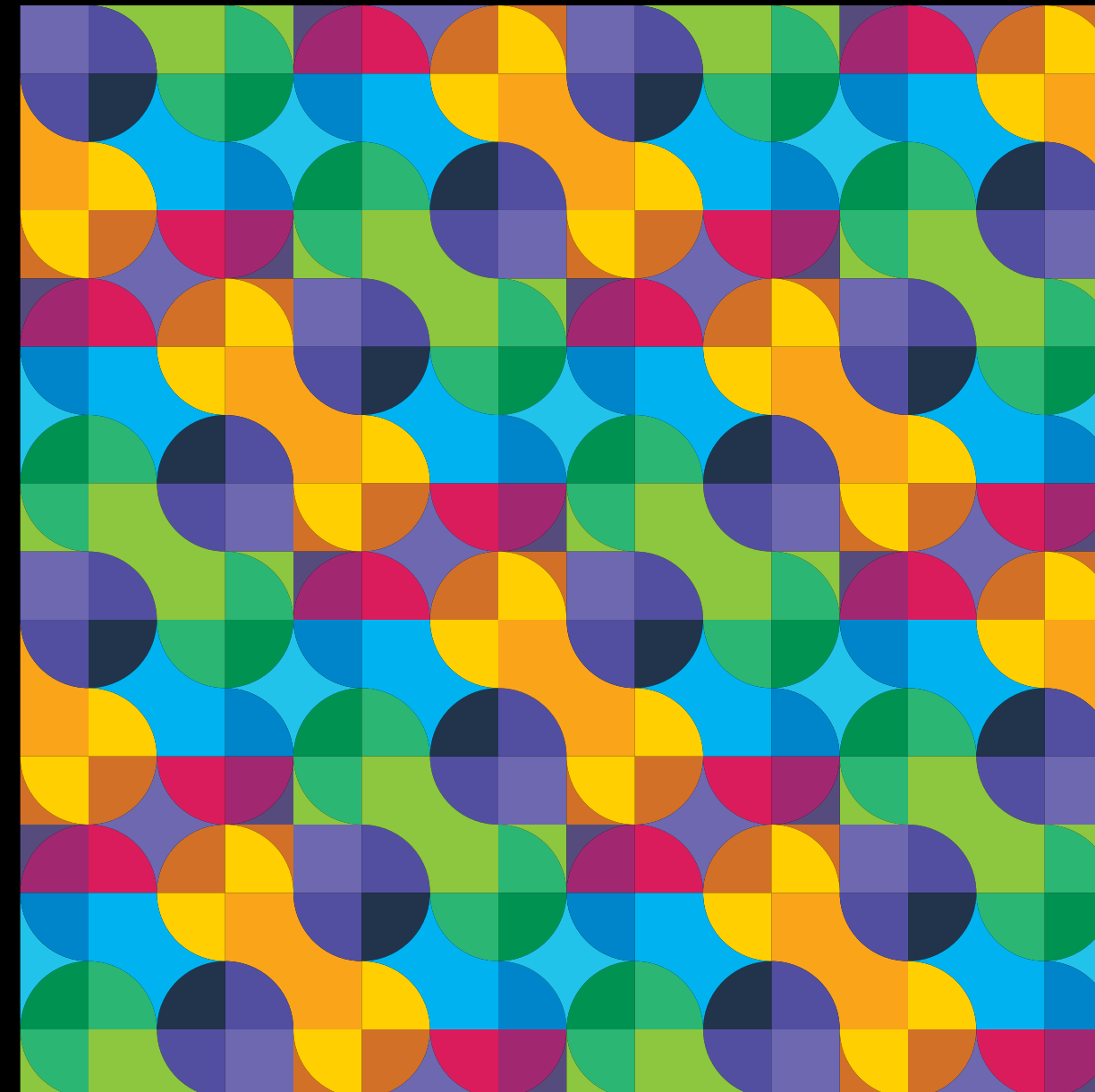
PATTERN #1



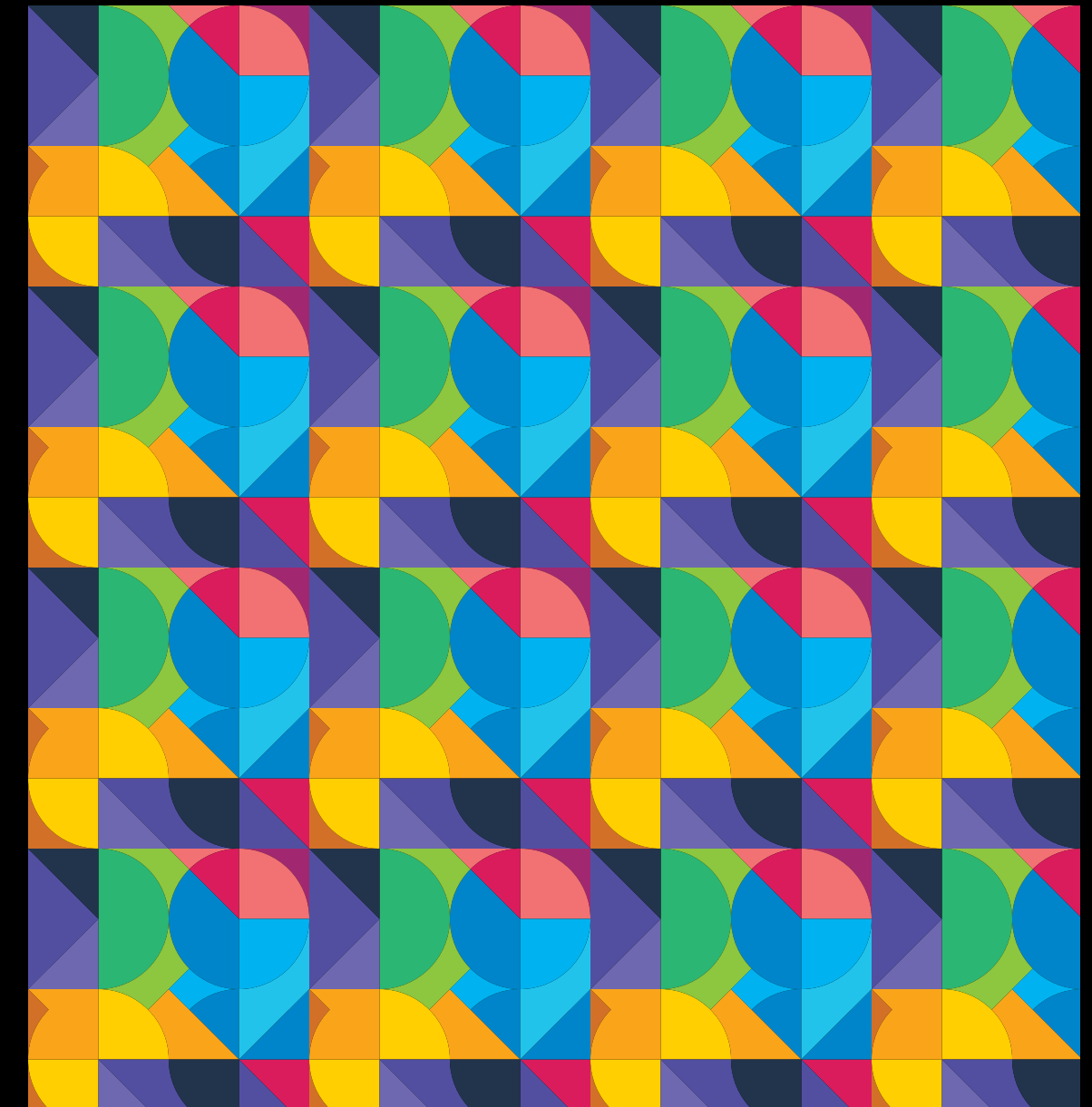
PATTERN #2



PATTERN #3



PATTERN #4





SUPPORTING PATTERN USAGE

Each pattern should be heavily cropped in order to showcase the colour palette and complement the Newcastle wordmark.

Heavy cropping also eliminates unwanted visual noise and reduces the chance of visuals appearing too 'busy'.

Cropping should focus on aligning geometric forms to document edges, headlines and images.

The patterns can be used with overlaying white text and/or as a background.

The following pages contain examples of how the patterns can be used.



PATTERN USAGE:

Pattern #1 is cropped to allow a full range of colours to remain visible.

Align letters to pattern edges where possible.

HOARDING

Pattern only.

PATTERN USAGE:

Pattern #1 is cropped to allow the full range of colours to remain visible whilst aligning prominent horizontal lines along the centre of the hoarding.



HOARDING

With photography



PATTERN USAGE:

Pattern #1 follows the vertical and horizontal edges of the flag. Text is aligned along the colour edges of the pattern

Pattern #2 is centre aligned along the vertical axis of the flag and cropped to create equal rows of colour.

Pattern #3 is centre aligned along the vertical axis of the flag. Circular forms are cropped to the full width of the flag for symmetry.

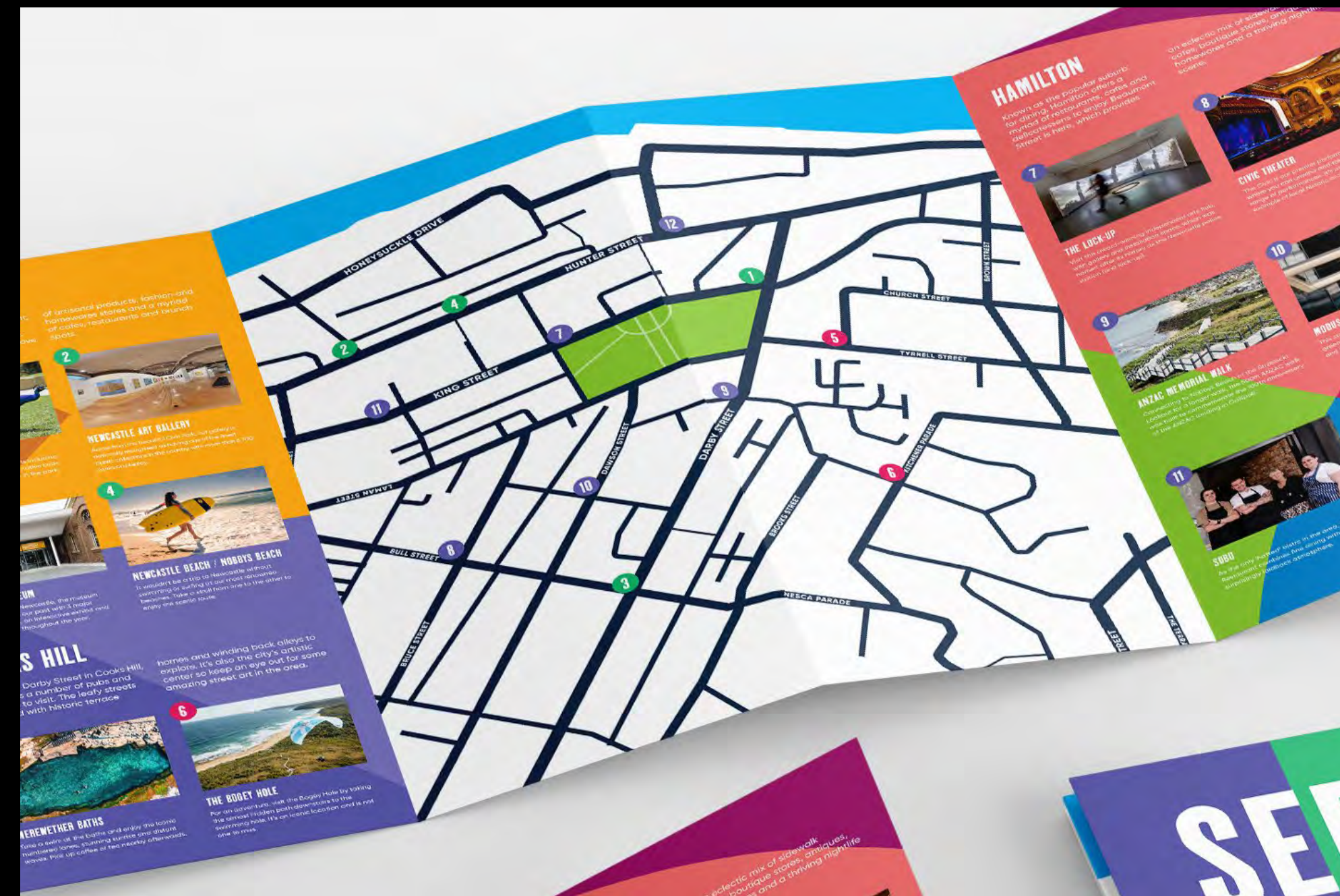
TOTE BAGS



PATTERN USAGE:

Patterns can be cropped in any number of creative ways. Including zooming in and showcasing individual shapes.

MAP

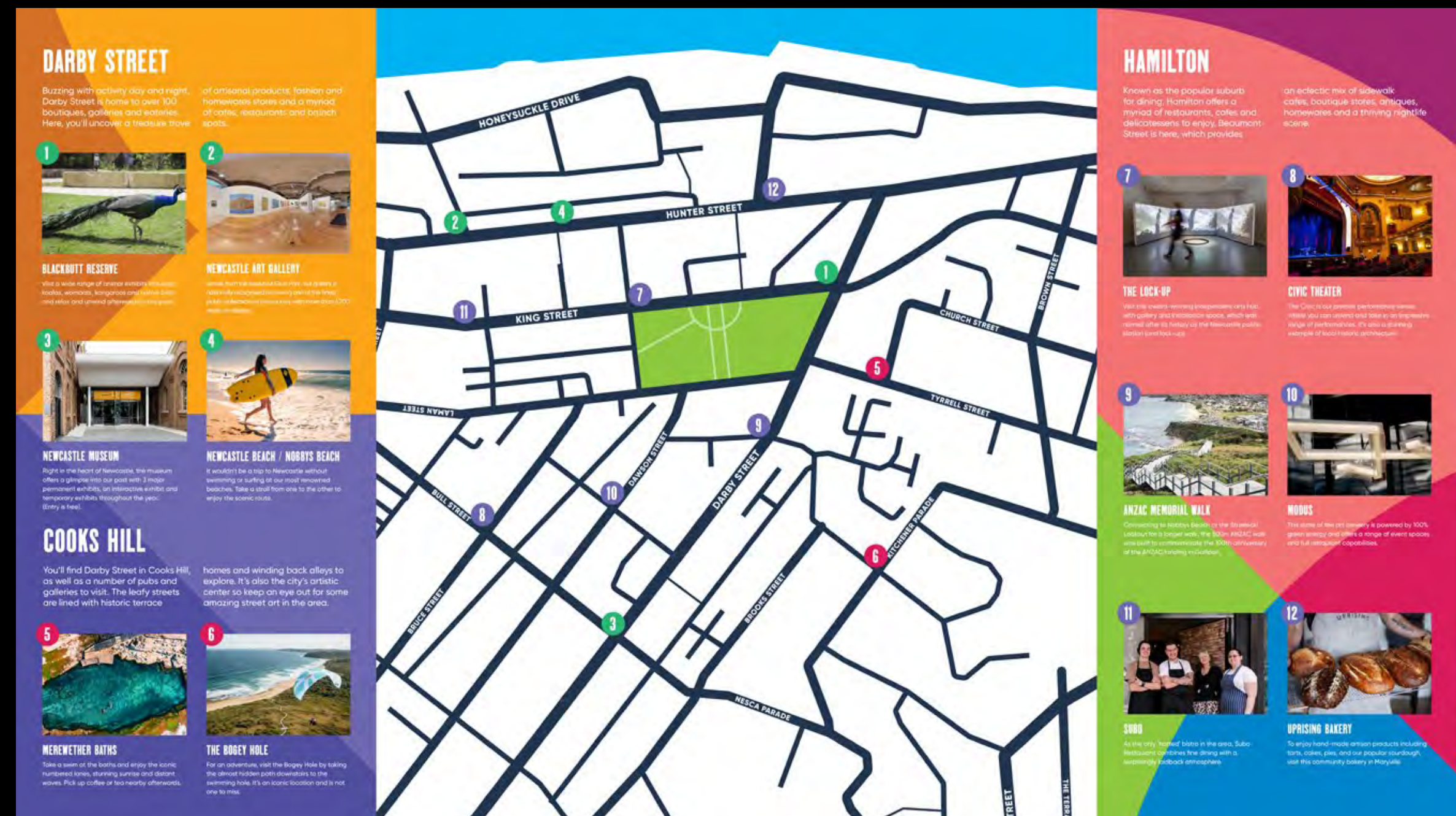
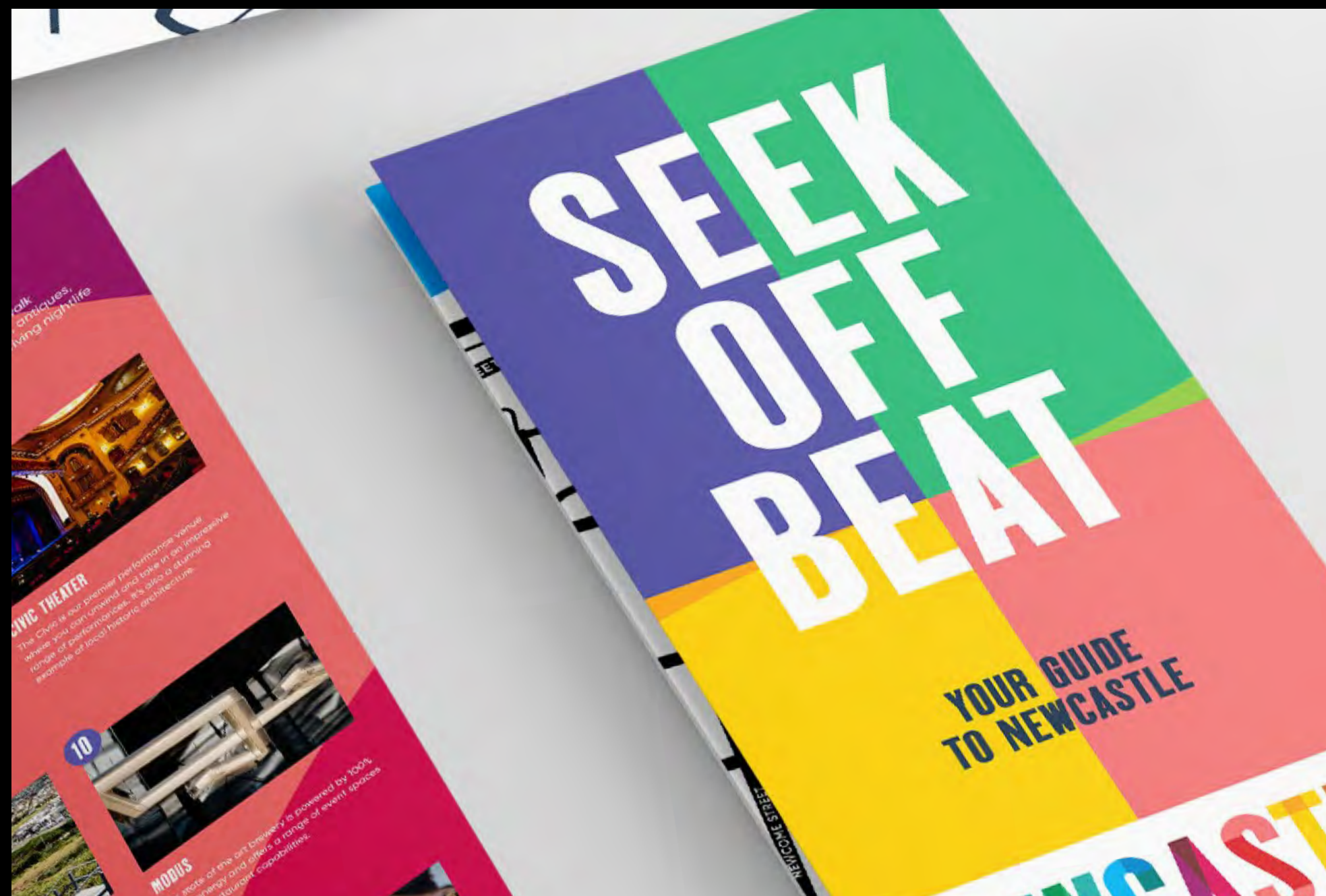


PATTERN USAGE:

Patterns can also be used as a creative document background.

In this example, pattern #4 has been used selectively by focusing on interesting cross sections of the pattern.

Aligning colours and shape curves along physical characteristics of the document such as folds and trimmed edges can create an interesting and unique background.



PROPOSAL TO HOST BOOKLET



NEWCASTLE ISN'T YOUR TYPICAL EVENTS DESTINATION; IT IS QUITE THE OPPOSITE

Newcastle is a unique destination where stunning waterways and iconic beaches are juxtaposed with a vibrant, eclectic and compact city, rich in culture and steeped in heritage. It's the perfect mix of city culture, coastal lifestyles and the great outdoors.

From gourmet fine dining to cafe culture and locally produced artisanal fare, our city boasts a thriving culinary scene that will delight your delegates.

If you're looking to create an unforgettable experience, Newcastle offers a wide range of unexpected venues and entertainment options; our electric atmosphere must be experienced to be believed.

When conferences end, the adventure begins. Newcastle is home to an abundance of significant natural attractions, stunning environments, and plentiful wildlife where a new experience is awaiting around every corner.



IN NEWCASTLE, IT'S 15 MINUTES TO EVERYWHERE

Our compact city boasts an energised network of public transport, walking and cycle paths and easy to navigate streets that make getting from beach to brunch a breeze.

Our coastal city is easily accessible from anywhere in the country, by road, rail, and air. We're a 2-hour drive north of Sydney and 30-minutes outside of the Hunter Valley.



SEEK OFF BEAT

SEEK THE COAST. EMBRACE THE CITY.



MEREWETHER BATHS
Merewether Baths address
Fit in like a local with a visit to the Merewether Ocean baths. Take your camera to capture the iconic numbered lanes, stunning sunrise and distant waves, and pick up a coffee or tea at one of the many cafes when you're done.

Discover some of the unexpected experiences our eclectic city has to offer you and your delegates.

SEEK BOUTIQUE. UNCOVER ORIGINAL.



STREET ART MURALS
Street Art Murals address
The walls of Newcastle are brought to life by an outstanding array of street art and murals, mostly commissioned by local artists. If you're interested in taking in the 'full picture', there's a 2km walk through the city which highlights some of the best.



THE BOGEY HOLE
Bogey Hole address
For an out-of-the-box adventure, visit the Bogey Hole, an iconic location amongst locals and tourists alike. Take the almost hidden path downstairs to visit the swimming hole, which was hand-hewn from a rock platform by convicts in the 1800s. This is not one to miss.



DARBY STREET
Darby Street address
Buzzing with activity day and night, Darby Street is unlike any other shopping destination. With over 100 boutiques, galleries and eateries, you'll uncover a treasure trove of artisanal products, fashion and homeware stores and a myriad of cafes, restaurants and brunch spots.



SEEK FLAVOUR. EXPERIENCE EXTRAORDINARY.

SOBU
Sobu address
With a contemporary yet relaxed atmosphere and a delicious, innovative selection of meals, Sobu Restaurants' fusion of fine dining, with a surprisingly laidback environment make it a much-anticipated experience to dine here.



MOODS
Moods address
This state of the art brewery is completely powered by 100% green energy and it's clear that innovation is at the heart of everything they do. The brewhouse offers a range of event spaces as well as full restaurant capabilities.



SEEK NATURE. FIND ADVENTURE.

GLENROCK
Glenrock address
Walk, bike or hike around Glenrock to explore our beautiful natural scenery on offer. The reserve offers several trails to suit your fitness level and is home to Glenrock lagoon as well as several beaches, so you can break away from the hustle and bustle of the city.



BLACKBUTT
Blackbutt address
Blackbutt Reserve is a wonderful location to get in touch with nature, with a wide offering of animal exhibits including koalas, wombats, kangaroos and native birds. Relax and unwind whilst nestled amongst trees and wildlife, by enjoying a picnic or BBQ in the grounds.

SEEK CULTURE. EXPERIENCE THE ATMOSPHERE.



THE CIVIC
The Civic address
The Civic Theatre is Newcastle's premier performance venue where you can unwind and be entertained by an impressive range of performances. Be blown away by the stunning architecture and take a short walk for some lunch or dinner before a show, in the heart of the city.

THE LOCK-UP

The Lock-Up address
What was once the Newcastle police station (and lock-up) has been transformed into an award-winning independent contemporary arts hub with a gallery and installation space. Take a look at the rare heritage listed cells for a glimpse into our local history.



PATTERN USAGE:

Patterns can be used as subtle colour highlights to add interest and relate layouts to the colourful Newcastle wordmark. This example uses pattern #1 as a colourful frame.

ANITA MONTICONE

Tourism Manager

Strategy & Engagement | Major Events & Corporate Affairs
City of Newcastle

Phone: +61249742993

Email: amonticone@ncc.nsw.gov.au