

EUROBODALLA
INVEST
IN **NATURAL** CAPITAL

This guideline has been developed to ensure assets align to and represent the campaign's underlying strategy.

It is designed to enable a level of creative flexibility whilst maintaining continuity in visual language, messaging and tone of voice.

Ultimately we seek to build strong brand equity through maintaining a high level of uniformity across all communications.

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WHO ARE WE COMMUNICATING WITH?

Types of private sector investors.

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- Institutional investors (e.g. funds or insurance companies)
- Traditional corporate enterprise
- Private equity
- Private investors

Each will rely on a number of individuals to discover, raise and pursue potential investment opportunities:



CFO / CIO



FUND MANAGERS



ANALYSTS



INVESTMENT BANKERS



ENTREPRENEURS

THE BIG PICTURE

- Emerging strategic location
- Natural assets as a competitive advantage
- Macro and micro reasons driving change
- Public sector investments being made



INVESTMENT OPPORTUNITIES

- Clearly defined investment areas/opportunities
- Information on specific opportunities
- Success stories
- Regulatory considerations
- Call to actions



STAKEHOLDER SUPPORT

- Clear position on investment
- Ecosystem of supporters (e.g. all government layers, organisations & private)
- Council bringing stakeholders together
- Making "doing" business easier / better



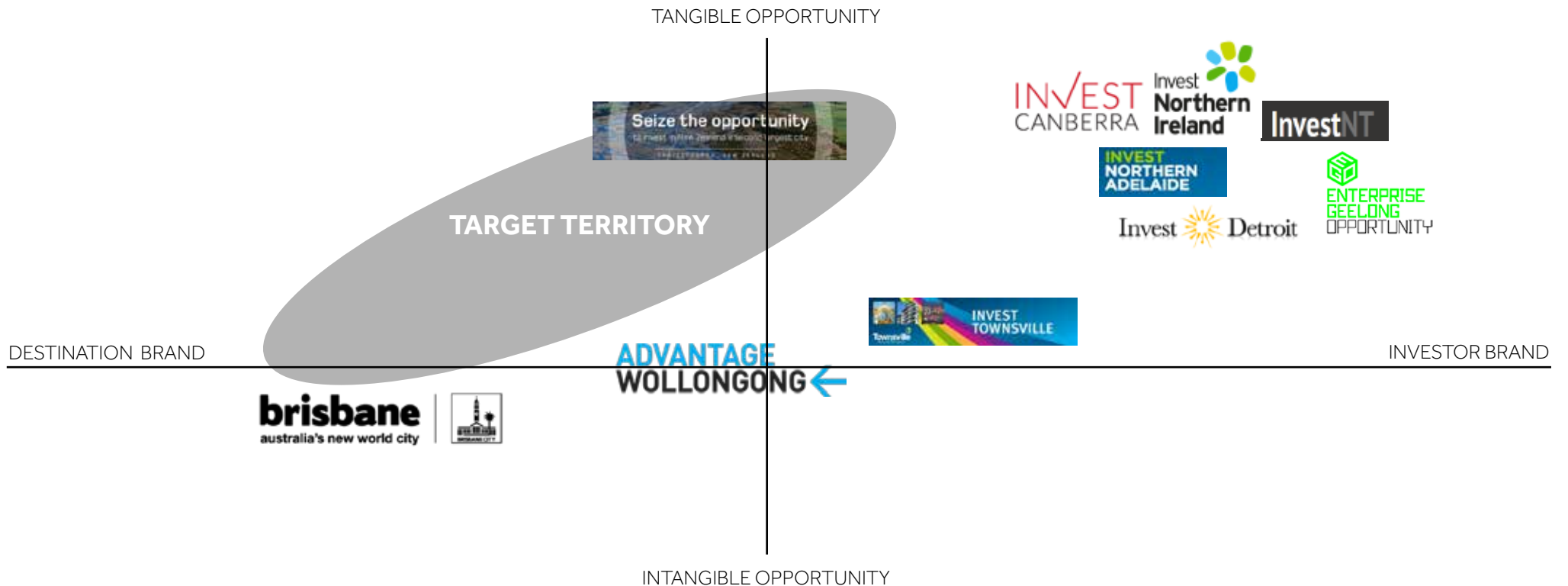
MIRROR

It is a competitive landscape for those looking to attract private sector investment. Do we compete by providing the same information as everyone else - in the same way with the hope to attract any investment?

MAGNATE

Or do we provide a forward looking perspective of what is possible for a region that continues to place its pristine nature and sustainable approach to development and life at its core- with the goal of attracting the right type of investor?

It is important that we do not lose focus on what we want to achieve – namely creating awareness and interest amongst investors. However, we recommend that we take the “unique” selling points of Eurobodalla and interweave these into a dedicated investment program and brand. Our message testing on both visitors and investors points to the strategic location and abundance of nature as key destination highlights. Highlights that will allow us to create a differentiated investor brand.



CAMPAIGN IDEA

The overarching creative concept.

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In contrast to the more traditional concepts of capital (e.g. Financial or Human Capital), NATURAL CAPITAL puts a value on natural resources and the ecosystem in which we operate and live.

Whether by accident or design, Eurobodalla has the opposite challenge of many other locations. Challenges where natural capital has been depleted or mismanaged. In Eurobodalla, natural capital is rich and abundant and historically has been a key driver of the economy.

NATURAL CAPITAL can continue to be the growth engine for Eurobodalla into the future.

NATURAL CAPITAL

PERSONALITY

PRISTINE

Staying true to the character of nature and the environment, the investment opportunities within Eurobodalla are natural and fresh. Importantly they are new opportunities driven by fundamental macro and micro economic factors which are changing the landscape of the region.

PROGRESSIVE

The forward looking approach adopted by Eurobodalla towards sustainability are an example of how innovation, planning and progress are being balanced with the environment in a way that develops and grows the regional economy. Eurobodalla is open for business in a way that turns sustainability into advantage, yet protects the underlying value and essence of the region. .

CONNECTED

The fabric of the region is full of deep connections - whether its memories from past holidays, family that have moved to Eurobodalla, the new wave of travelers from Asia or local products on the global stage. Eurobodalla may feel remote, but is its made up of a rich tapestry of connections which make it global, but feel local.

TONE

OPEN

We are open to ideas and discussion and always ready to listen.

HONEST

We use simple, honest and succinct language to describe our thoughts and views.

COLLABORATIVE

It is in our nature to be supportive and work together to achieve shared goals and desired outcomes.

OPTIMISTIC

We are always excited about the possibilities and take inspiration by looking forward.

Campaign Name	EUROBODALLA INVEST			
Campaign Tag-line	INVEST IN NATURAL CAPITAL			
Campaign Vision	Make Eurobodalla the leading location in Australia for sustainable investments which unlocks new value from our natural capital in ways that benefit the community, visitors, business and the environment.			
Campaign Promise	The leading destination for nature based investments			
Message	The South Coast of NSW, Australia, is an emerging regional economy centered on the Eurobodalla region. Located close to three major capital cities and located on the popular Sydney / Melbourne touring route, Eurobodalla surprises those who discover it with its unique charm, pristine environment and amazing natural experiences. With a rich history of Tourism and Agriculture, the region is opening-up a range of investment opportunities in response to new types of demand. Investment that will sustainably grow the local economy by unlocking further value in our rich and abundant natural capital.			
Reasons to believe	<p>GROWTH REGION</p> <ul style="list-style-type: none"> • Strategic Geography • Regional Demographics • Macro / Micro Growth Drivers • Community / Government Support 	<p>FUTURE OPPORTUNITY & SUCCESS</p> <ul style="list-style-type: none"> • Sector Growth Opportunities • Recent Investments • Investment Success 	<p>SPECIFIC INVESTMENTS OPPORTUNITIES</p> <ul style="list-style-type: none"> • Tourism ; Infrastructure ; Development ; Agribusiness; Aquaculture ; Health ; Education ; Services 	<p>WORK WITH US:</p> <ul style="list-style-type: none"> • Contact us • More Information • Unsolicited Proposals • Expressions of Interest
Brand Personality	Pristine; Progressive; Connected			
Voice & Tone	Open; Honest; Collaborative; Optimistic			

EUROBODALLA INVEST
IN NATURAL CAPITAL

*Primary message and logo.
Not to be "locked up" with any other messaging.*

EUROBODALLA INVEST

*Secondary message and logo. To be used only
in conjunction with sectors outlined below. (i.e.
NATURAL GROWTH etc)*

NATURAL GROWTH	NATURAL SUCCESS	NATURAL OPPORTUNITY	NATURAL PARTNERS
Macro and micro economic factors driving new types of demands.	Public investment recognizing the changing landscape of the south coast. Private investment responding successfully to new types of demand. .	Clear definition of not just the investment opportunities, but the types of investors that we want to attract.	Communication of our enthusiasm, next steps and how all stakeholders are pro-actively supporting the program

CHINESE (MANDARIN) TRANSLATION

INVEST 投资
IN NATURAL CAPITAL 自然资本

NATURAL GROWTH 自然的增量	NATURAL SUCCESS 自然的成功	NATURAL OPPORTUNITY 自然的机遇	NATURAL PARTNERS 自然的合作伙伴
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EUROBODALLA
INVEST
 IN NATURAL CAPITAL



MINIMUM CLEAR SPACE: height of "I" of INVEST



REVERSE OPTION (REVERSE WHITE OUT OF GREY OR AGAINST IMAGE BACKGROUND)



DO NOT USE AGAINST BUSY BACKGROUNDS



DO USE AGAINST PLAINER BACKGROUND WHERE TEXT IS CLEAR AND CRISP

LOGO COLOUR: dark grey



R: 51 C: 69 HEXADECIMAL:
 G: 51 M: 63 #333333
 B: 51 Y: 62
 K: 58

LOGO - SECONDARY USE

Only to be used when major category headings appear on page.

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EUROBODALLA
INVEST



REVERSE OPTION (REVERSE WHITE OUT OF GREY OR AGAINST IMAGE BACKGROUND)

LOGO COLOUR: dark grey



R: 51 C: 69 HEXADECIMAL:
G: 51 M: 63 #333333
B: 51 Y: 62
K: 58



MINIMUM CLEAR SPACE: height of "I" of INVEST

LOGO ON IMAGE: please apply the same image rules as per Primary logo

SECONDARY LOGO ONLY TO BE USED IN CONJUNCTION WITH FOLLOWING HEADINGS:

NATURAL GROWTH

NATURAL SUCCESS

NATURAL OPPORTUNITY

NATURAL PARTNERS

CATEGORY HEADINGS FONT RULE:

"NATURAL" - Effra Heavy

"GROWTH" - Effra Light

Do not "lock up" the secondary logo
With the category headings.

CORPORATE FONT

NOTE: Please substitute with Tahoma font for digital use where necessary.

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A combination of weights of fonts can be used for emphasis of content. Only two weights to be used in one block of text at a time.

TYPOGRAPHIC FUNDAMENTALS:

MAJOR HEADINGS TO BE CAPITALISED

Secondary Headings Lower Case and may be a larger point size than body copy.

Body copy lower case, range left ragged right for print material. Size and proportion of font to be determined by final output size, legibility and application.

FONT COLOUR: dark grey



R: 51 C: 69 HEXADECIMAL:
G: 51 M: 63 #333333
B: 51 Y: 62
K: 58

NOTE: text may reverse out of grey or image background>
(following the same rules as for logo over image)

EFFRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()+{}:<>?

EFFRA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()+{}:<>?

EFFRA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()+{}:<>?

EFFRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()+{}:<>?

LOGO AND FONT COLOUR: dark grey



R: 51 C: 69 HEXADECIMAL:
G: 51 M: 63 #333333
B: 51 Y: 62
K: 58

COLOUR RULES AND GUIDELINES:

SAMPLING COLOUR FROM IMAGERY

Over and above these - colours may be sampled from images if there is a dominant image on a layout (covering more than 50 percent of layout)

COLOUR PALETTE

Primary colour :

For example: colour coding sections



R: 0 C: 91 HEXADECIMAL:
G: 51 M: 58 #003333
B: 51 Y: 64
K: 59



R: 0 C: 90 HEXADECIMAL:
G: 102 M: 42 #006666
B: 102 Y: 55
K: 22



R: 102 C: 63 HEXADECIMAL:
G: 153 M: 26 #669999
B: 153 Y: 39
K: 1



R: 153 C: 40 HEXADECIMAL:
G: 104 M: 5 #99CCCC
B: 104 Y: 20
K: 0

COLOUR PALETTE

Secondary Monochrome:

For example: layout background



R: 51 C: 69 HEXADECIMAL:
G: 51 M: 63 #333333
B: 51 Y: 62
K: 58



R: 102 C: 60 HEXADECIMAL:
G: 102 M: 51 #666666
B: 102 Y: 51
K: 20



R: 153 C: 43 HEXADECIMAL:
G: 153 M: 35 #999999
B: 153 Y: 35
K: 1



R: 204 C: 19 HEXADECIMAL:
G: 204 M: 15 #CCCCCC
B: 204 Y: 16
K: 0

COLOUR PALETTE

Accent only:

No more than 25 percent of dominant primary or secondary palette

For example: key line, or design highlight



R: 255 C: 0 HEXADECIMAL:
G: 153 M: 48 #FF9933
B: 51 Y: 88
K: 0



R: 204 C: 13 HEXADECIMAL:
G: 0 M: 100 #CC0000
B: 0 Y: 100
K: 4



EXAMPLE:
1:4 Proportional usage

BRINGING BRAND ELEMENTS TOGETHER

This generic key graphic is designed to demonstrate how elements work together. This is not a mandated layout.

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The graphic consists of a teal header bar with the text 'NATURAL PARTNERS' in white. On the left, a dark grey box contains the text 'EUROBODALLA INVEST'. The main body of the graphic features a background image of a smiling woman. Overlaid on this image is a white text box containing several paragraphs of placeholder text (Lorem Ipsum). At the bottom of the graphic is a white band containing two logos: the NSW Government Trade & Investment logo on the left and the Eurobodalla Shire Council logo on the right.

Category heading may be colour coded (colours may be sampled from imagery used to ensure synergy OR can use brand colour palette)

Other logos: should other partner logos be required these must always appear in a white band at base of page

IMAGERY GUIDELINE

Examples of the type of imagery to be used. Please note there is no photolibrary at this time.

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NATURAL CAPITAL IMAGERY

Nature based imagery that showcases pristine opportunity.
Panoramic macro views.



NATURAL GROWTH IMAGERY

Macro imagery that showcases views of the change driving regional transformation.



NATURAL OPPORTUNITY

Sector or specific opportunity focused imagery.



NATURAL SUCCESS IMAGERY

The people behind the success. Images that support the human endeavour.



NATURAL PARTNERS

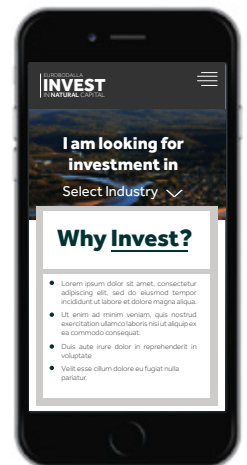
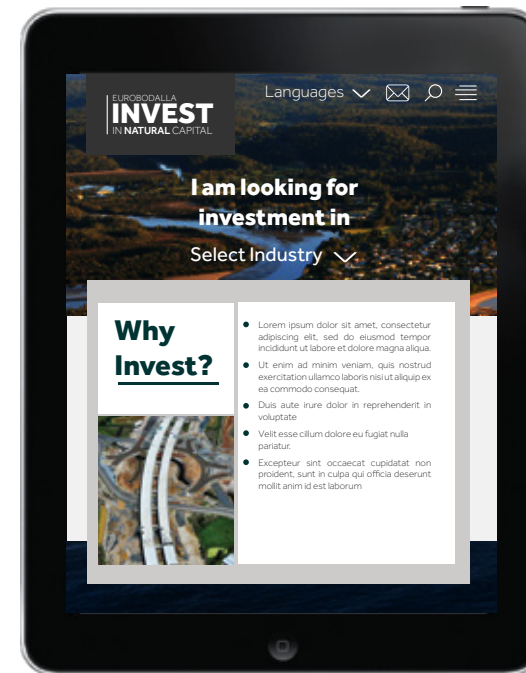
Ready to do business. Images of people in an interesting business setting.
A contemporary style professional image.



EXAMPLE DIGITAL APPLICATION

Responsive design - optimised for multiple devices

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EXAMPLE DIGITAL DISPLAY ADVERTISING

Example banner and mid page unit layout.

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EUROBODALLA
INVEST

NATURAL
OPPORTUNITY
TOURISM

LOREM IPSUM DOLOR
Consectetur adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit,

OPPORTUNITY	Excepteur sint occaecat cupidatat non proident
LOCATION	Lorem ipsum dolor sit amet, consectetur adipiscing
DESCRIPTION	Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.
TYPE OF INVESTMENT	Nemo enim ipsam voluptatem
SUITED TO	Sed ut perspiciatis unde
EXPECTED CAPITAL REQUIREMENTS	Duis aute irure dolor in reprehenderit in voluptate velit esse
TIMEFRAME	XXXX MONTHS
MORE INFORMATION	abcdefg@email.com +61 XXXXXXXXXXX



Trade & Investment



EXAMPLE PRINT ITEM

Folder - consider using recycled natural stock.

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EUROBODALLA INVEST

NATURAL GROWTH RESPONDING TO CHANGE

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

FEATURE

They Have Overcome!
Continued from page 12

tomers could not evaluate the quality of the businesses listed. Observing how sites like "Wikipedia" used online global collaboration to update information, Lyne says, "We launched Brownbook.net, a low-cost, free global online business directory that anyone can instantly edit and be created by the people and for the people."

For a small annual subscription, Brownbook.net's listed owners can "claim" their listing and update it regularly; plus Brownbook notifies them whenever reviews or comments are added. Lyne says, "Both business owners and consumers can manage information relevant to these enterprises for free, allowing consumers the ability to compare competitors; and business owners to post their best offerings to potential customers."

Frequent visitors may also register for their own "user" pages. "Unlike traditional local directories with on-the-road sales forces, Brownbook.net rewards users for their contributions, with a 20% lifetime share of revenue," Lyne adds, "Users can earn as much as \$24 in a single transaction and then the same again for each year that customer renews."

Lyne says he and Dave Ingram and staff manage Brownbook.net's operations from their home offices located in different areas

“Dave Ingram, myself and staff manage Brownbook.net's operations from our home offices located in different areas and countries.”

and countries. "Using services like Skype, helps us cut costs which means we can keep our prices low." He advises new entrepreneurs: "Put your money where your mouth is, use your own funds to get started, and then show and tell."

They promote Brownbook.net through media coverage, email, and social media; with its forty percent monthly growth rate generated by its users' referrals and new company listings, presently totaling some 27 million businesses in 230 countries. Lyne says, "Brownbook.net provides small business owners opportunities to compete for customers on a global basis; and consumers with a reliable source for credible information about businesses they wish to patronize." Visit www.Brownbook.net for more information.

INVENTIONS MILLIONAIRE #4
Jim Normandy, Founder, Normandy Guitars "Inventing a New Guitar That Resonates with All Musicians"

Jim Normandy was a part-time bass guitar player while attending grad school when he saw a \$2,000 guitar on a cable TV music channel he wanted but could not afford. Deciding to make one, Normandy experimented and created an aluminum prototype guitar that he played in his band. When audience members wanted to buy his guitar, Normandy says he knew he had "something there."

He perfected his guitars, obtained a design patent, and launched Normandy Guitars in 2008. Normandy worked from home on his business plan and outsourced the making of



Jim Normandy created an aluminum prototype guitar, obtained a design patent, and launched Normandy Guitars in 2008.



EUROBODALLA INVEST

NATURAL GROWTH RESPONDING TO CHANGE

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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