

# Guidelines

FOR USE OF BUSINESS GREATER HAMILTON VISUAL CONTENT

As part of our strategic efforts supporting recovery and growth of Greater Hamilton's economy, we are delighted to launch Proudly Local - and accompanying resources for your business to access and leverage during these activations.

## ACKNOWLEDGEMENT & THANKS

We acknowledge and thank the businesses who provided their time and support as we undertook this new image gallery.

We encourage you to use these guidelines to assist you in the use of this new content, to leverage the Proudly Local campaign and connect with other networks for greater reach and impact. for your business. Together and collaboratively our message is stronger and more impactful, when shared.

## THE CAMPAIGN

Acknowledging the significant impacts COVID-19 has created for our local business and industries, it has also created a number of new opportunities for a collaborative approach to strengthen our local business, support broader industries, attract investment and new residents to our region.

Proudly Local is an adaptive, collaborative and regional approach that highlights our point of difference in our people - our localhood. It amplifies the message of who you support matters. The strategy is supported by four pillars of focus; Support Greater Hamilton; Invest In Greater Hamilton; Live in Greater Hamilton; Visit Greater Hamilton.

The first activation, as part of Support Greater Hamilton is "Click For Christmas", activity to drive awareness and support, and encouraging local spend with our Greater Hamilton businesses.



## ACCESSING CAMPAIGN ASSETS

Businesses can now access various resources, including a new image library; Proudly Local township (and regional) digital stamps and assets - suitable for both print and digital content; "Open" window decals for shopfronts; along with posters for display.

We encourage you to use these for social and digital activities, along with any print marketing activities, to both support and leverage the campaign.

You can access the resources here:

<https://businessgreaterhamilton.com.au/industry-toolkit/>

Digital stamp assets can be customised for your business, so please feel free to reach out to our team, who can assist with these requests.



[www.businessgreaterhamilton.com.au](http://www.businessgreaterhamilton.com.au)



## USAGE & CREDIT

No additional permission is required to use the image library and assets, but we do ask that you tag our organisation's social accounts @businessgreaterhamilton via Facebook and @visitgreaterhamilton via Instagram and Facebook when appropriate and relevant.

We have not watermarked so you can use your judgement as to when it is appropriate, but we would love for you to engage and collaborate with our Proudly Local activations.

## CAMPAIGN HASHTAGS

To engage in the campaign and increase your own business' visibility on social channels, we encourage you to use the two campaign hashtags, when you post on Facebook and/or Instagram.

#ProudlyLocal #ClickForChristmas

## STAY CONNECTED

Our website contains an industry tool-kit with further information and resources on how you can leverage our upcoming Proudly Local activations. If we can help you at all please get touch with our Economic Development Team via [ecodev@sthgrampians.vic.gov.au](mailto:ecodev@sthgrampians.vic.gov.au)

## EXAMPLES OF USE

If you are advertising job vacancies, selling a product, property listings, our Proudly Local stamps can be used in social content, website, email marketing - or for print collateral.

Below are some examples of how this can be implemented.



Southern Grampians Livestock & Real Estate  
Promoted

This large Factory with offices, and multiple storage sheds is for sale with vacant possession. <https://lnkd.in/gfJNQZh>



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