

Visitor Guide + Lure Sheets

TOURISM RICHMOND



► After developing a brand refresh for Tourism Richmond, Red Rocket was further engaged to create a variety of printed collateral.

During the brand refresh Red Rocket developed the existing look and feel to provide a more meaningful use of the brand elements, colour palette and logo elements. Design of printed brochures provided the perfect opportunity to take this a step further.

With a wide and varied audience Tourism Richmond required a series of brochures that spoke to residents, tourists and business. Gaining a strong understanding of the audience we ensured consistency and appropriateness of creative and messaging.



People-focused photography and an energetic use of the brand is brought together to create engaging and clear print communications for each audience group. Mixing in personal messaging in the form of Facebook updates and Twitter posts we created a technique to pull out key areas of interest relevant to the audience.

The brand development into printed collateral brings to life the exciting and numerous opportunities and options available in Richmond and provides readers with clear and engaging communications.