

AGHA MELBOURNE GIFT FAIR 2023 CAMPAIGN CREATIVE

AUSTRALIA'S LARGEST INDUSTRY-LED TRADE EVENT

MELBOURNE GIFT FAIR

AUSTRALIAN GIFT & HOMEWARES ASSOCIATION

SOURCE all things **RETAIL**



5-9 AUG 2023

MELBOURNE CONVENTION
AND EXHIBITION CENTRE

DOORS 9-17

HOMEWARES - GIFTS - FURNITURE & LIGHTING - PETS
ECO & SUSTAINABLE - AUSTRALIAN MADE - JEWELLERY
BOOKS & STATIONERY - BEAUTY & WELLNESS
FASHION & ACCESSORIES - HANDMADE - BABY & KIDS
TOYS & GAMES - OUTDOOR LIVING & MORE

melbournegift.com.au

ESSENTIAL MESSAGING:

LOGO: MGF + AGHA in grey #545454

LOGO: AGHA

ONE-LINER: **AUSTRALIA'S LARGEST INDUSTRY-LED
TRADE EVENT**

: Font Josefin Bold

: #545454 grey

: 2 versions

DATE/VENUE LOCKUP: #545454 grey

: Hatton Bold and Josefin Bold

**MELBOURNE
GIFT FAIR**
AUSTRALIAN GIFT & HOMEWARES ASSOCIATION

AUSTRALIAN
Gift & Homewares
ASSOCIATION

AUSTRALIA'S LARGEST INDUSTRY-LED TRADE EVENT

**AUSTRALIA'S LARGEST
INDUSTRY-LED TRADE EVENT**

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MELBOURNE CONVENTION
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Cont....

ESSENTIAL MESSAGING continued

TAG LOCKUP: **SOURCE all things RETAIL**

: Hatton Bold and Josefin Bold font

: #545454 grey

: 2 versions

URL: **melbournegift.com.au**

: Hatton Bold font

: #545454 grey

: single line

SOURCE all things RETAIL

SOURCE
all things
RETAIL



melbournegift.com.au

FONTS:

On some text, a slight drop shadow is used – no offset

Hatton Bold

abcdefghijklmnopqrstuvwxyz
1234567890

Josefin Bold

abcdefghijklmnopqr
stuvwxyz1234567890

Josefin Regular
for copy

abcdefghijklmnopqr
stuvwxyz1234567890



COLOUR PALETTE

TEXT + LOGO + LOCKUPS



#545454

BACKGROUND FLAT COLOURS



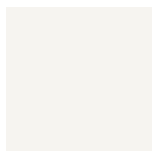
#998D83



#B6AEA7



#CBC1B8



#F6F4F0

HIGHLIGHTS for use on selected pull out text



#5898EE SKY BLUE



#9FA757 PISTACCIO



#4CAA9D MENTHOL



#F57B7B ROSE PEACH

Example of highlight
colour on pull out text



DESIGN ELEMENTS

BRUSH STOKES:

- To be used either singular or in groups of 3 or 4
- Subtle colours to be used with only 1 or 2 highlights per grouping

SCRIBBLES:

- subtle colour and transparency, layered behind text



HIGHLIGHTS



PRIMARY SUBTLE COLOURS

EXAMPLES:



CATEGORIES LOCKUPS & COLOURS

HOMEWARES

GIFTS

FURNITURE & LIGHTING

KITCHEN & DINING

PET PRODUCTS

ECO & SUSTAINABLE

AUSTRALIAN MADE

JEWELLERY

BOOKS & STATIONERY

BEAUTY & WELLNESS

FASHION & ACCESSORIES

HANDMADE

BABY & KIDS

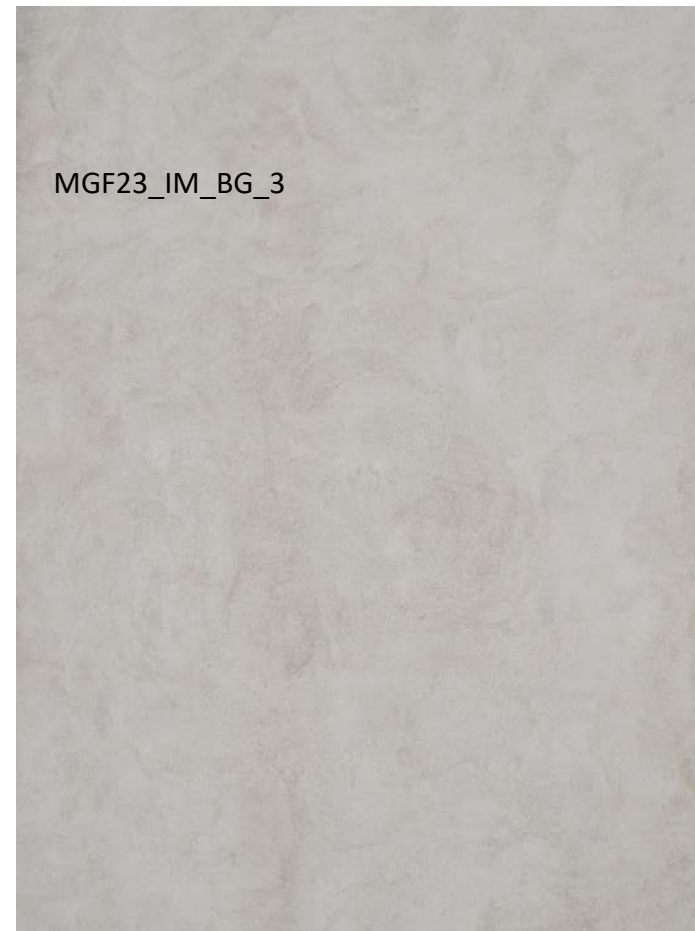
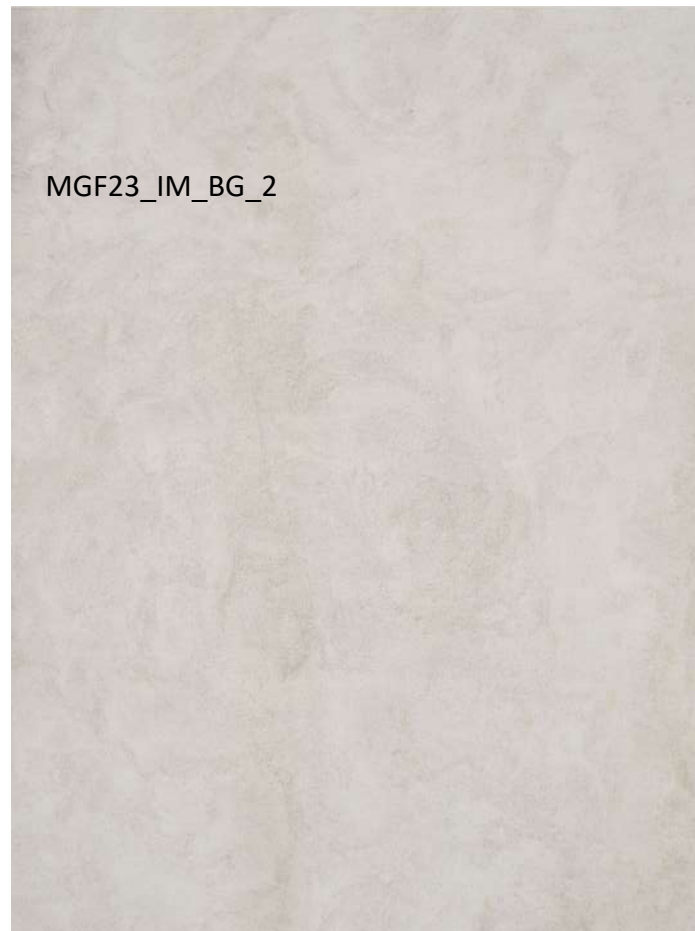
TOYS & GAMES

OUTDOOR LIVING

BODY, BATH & FRAGRANCE



BACKGROUND TEXTURES



STOCK IMAGES



✓ MGF23_IM_AUS-MADE-1



✓ MGF23_IM_AUS-MADE-2



✓ MGF23_IM_BABY&KIDS-1



✓ MGF23_IM_BABY&KIDS-2



✓ MGF23_IM_BEAUTY-1



✓ MGF23_IM_BEAUTY-2



✓ MGF23_IM_BEAUTY-3



✓ MGF23_IM_BG_1



✓ MGF23_IM_BG_2



✓ MGF23_IM_BG_3



✓ MGF23_IM_BODY&BATH-1



✓ MGF23_IM_BODY&BATH-2



✓ MGF23_IM_BOOKS-1



✓ MGF23_IM_BOOKS-2



✓ MGF23_IM_ECO&SUSTAINABLE-green



✔ MGF23_IM_ECO&SUSTAINABLE-white



✔ MGF23_IM_FASHION-1



✔ MGF23_IM_FASHION-2



✔ MGF23_IM_FURN-LIGHT-1



✔ MGF23_IM_FURN-LIGHT-2



✔ MGF23_IM_FURN-LIGHT-3



✔ MGF23_IM_GIFTS-beige



✔ MGF23_IM_GIFTS-peach



✔ MGF23_IM_HANDMADE-1



✔ MGF23_IM_HANDMADE-2



✔ MGF23_IM_HOMEWARES-beige



✔ MGF23_IM_HOMEWARES-blue



✔ MGF23_IM_JEWELLERY-1



✔ MGF23_IM_JEWELLERY-2



✔ MGF23_IM_JEWELLERY-3



✔ MGF23_IM_HOMEWARES-beige



✔ MGF23_IM_HOMEWARES-blue



✔ MGF23_IM_JEWELLERY-1



✔ MGF23_IM_JEWELLERY-2



✔ MGF23_IM_JEWELLERY-3



✔ MGF23_IM_KITCHEN-DINING-blue



✔ MGF23_IM_KITCHEN-DINING-green



✔ MGF23_IM_KITCHEN-DINING-white



✔ MGF23_IM_OUTDOOR-1



✔ MGF23_IM_OUTDOOR-2



✔ MGF23_IM_PET PRODUCTS-1



✔ MGF23_IM_PET PRODUCTS-2



✔ MGF23_IM_TOYS-1



✔ MGF23_IM_TOYS-2



✔ MGF23_IM_TOYS-3