



CENTRAL AUSTRALIA

Art from the heart

CAMPAIGN TOOLKIT

lonely planet
**BEST IN
TRAVEL
2027**

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CAMPAIGN OVERVIEW

Time in market: 23rd September 2026 – 31st August 2027

“Immersive Art in Central Australia” will be featured as a Top Experience within Lonely Planet’s Best in Travel 2027 list, launching September 23, 2026.*

Best in Travel is Lonely Planet’s annual guide to the best places and experiences in the world. Launching September 2026, Best in Travel is also an iconic global event on the travel calendar, brought to life through a best-selling book translated in 5 languages, a premium, multimedia digital experience and global PR activation.

Lonely Planet boasts the world’s largest network of global contributors and travel experts who bring destinations to life through lived insight. The NT inclusion was earned through hosting Lonely Planet editor, Jessica Lockhart on a media famil in 2024.

To capitalise on this opportunity, Tourism and Events NT will be working with Lonely Planet on a yearlong paid content partnership in the UK & US. For AU & NZ, Lonely Planet and NT PR teams will be working closely together to coordinate comms on the announcement across top tier media outlets.

*This announcement is under **STRICT Embargo** until Wednesday 23 September 2026, 14:00 (AEST). For more information, visit northernterritory.com.

The logo is a blue square with a white border. Inside, the text "lonely planet" is in a small, white, sans-serif font. Below it, "BEST IN TRAVEL" is in a large, bold, white, sans-serif font. At the bottom, "2027" is in a large, bold, white, sans-serif font. To the right of "2027" is a small, white, circular emblem featuring a compass rose design.

lonely planet
**BEST IN
TRAVEL**
2027



“ The landscape constantly shifts the longer you look at it, revealing beauty and vibrant life to those willing to give it the time. ”

JESSICA LOCKHART, LONELY PLANET

READ ARTICLE



This announcement is under STRICT Embargo until
Wednesday 23 September 2026, 14:00 (AEST)



CENTRAL AUSTRALIA

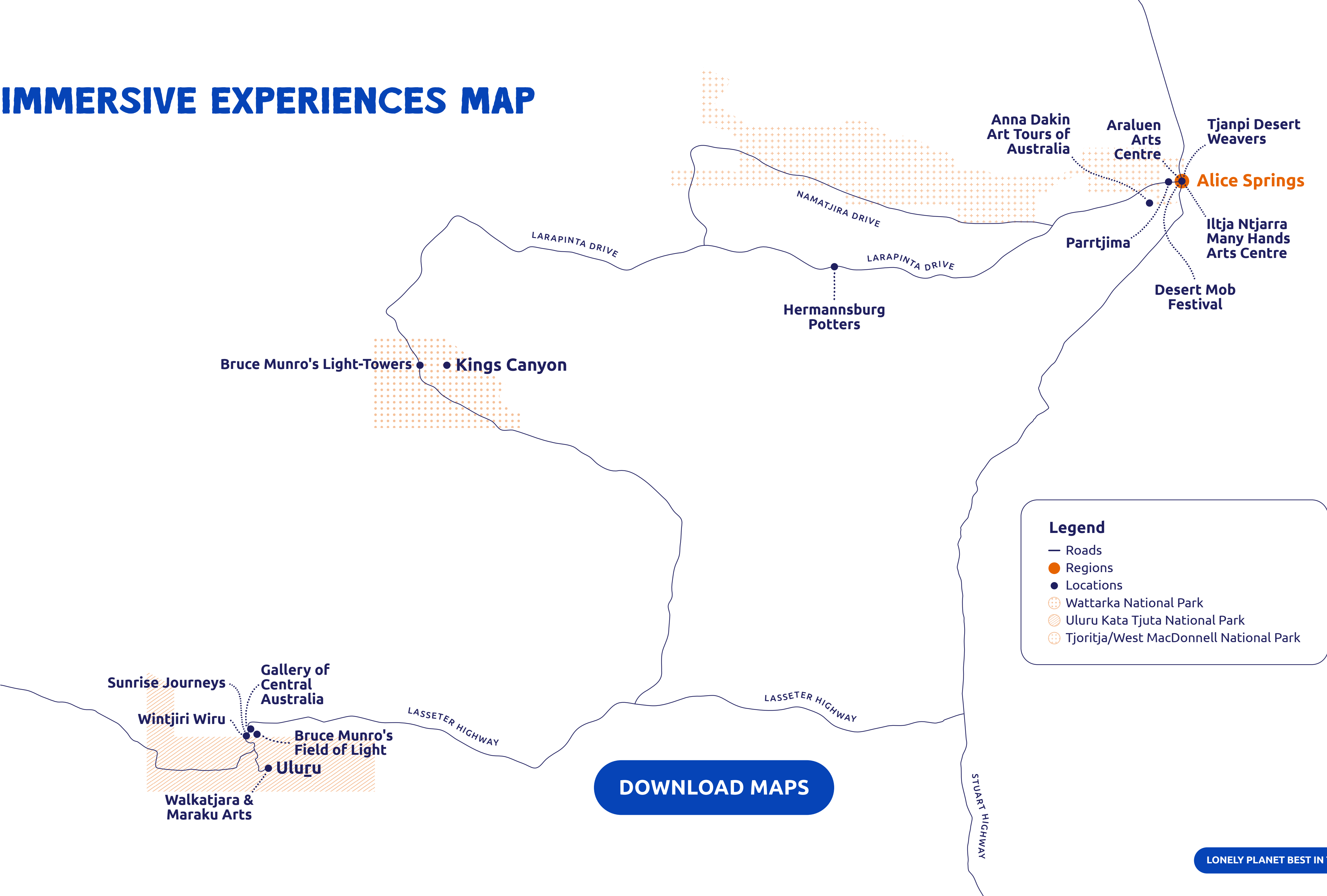
Art from the heart

VISUAL EXPRESSION

The visual identity looks beyond the familiar icons of Central Australia to capture the feeling of being immersed in the landscape. The flowing dot form draws inspiration from vast desert horizons, shifting light and expansive night skies, creating a sense of movement, depth and discovery.

Layered with rich photography, the graphic device adds energy and expansiveness, inviting audiences to look beyond what they already know and discover more of Central Australia, while keeping the experiences themselves at the heart of the campaign.

IMMERSIVE EXPERIENCES MAP



KEY MESSAGING



CAMPAIGN NARRATIVE

Art from the heart

In the heart of Australia, ancient cultures, dramatic landscapes, world-renowned installations and unforgettable light experiences combine to create one of the world's most immersive destinations.

Recognised by Lonely Planet as one of the Best in Travel experiences for 2027, Central Australia is where every sunrise paints the desert, every night transforms Country into a canvas, and the feeling of being here stays with you long after the journey ends.

Discover the art of Central Australia, where Country, culture and creativity come together in ways that can only be experienced here.

Central Australia. Art from the heart.

The art of...

[phrase]

1. The skill of doing something well

The knowledge, judgement and sensitivity developed through practice; a way of transforming technique into mastery.

"The art of listening begins with attention."

2. The creative expression of something

The interpretation of a subject through imagination and artistic practice; a way of transforming an idea, place or experience into art.

"The art of Central Australia reveals more than the eye can see."

FLEXIBLE CAMPAIGN DEVICE



The art of standing still.



The art of seeing things in a different light.



The art of losing track of time.



The art of colour.



The art of connection.



The art of looking closer.

FLEXIBLE APPLICATIONS

Emotion

The art of discovery

- ... experience
- ... belonging
- ... wonder
- ... connection
- ... being present
- ... stillness

Storytelling

The art of listening

- ... conversation
- ... following the story
- ... seeing through another’s eyes
- ... perspective
- ... meeting the maker
- ... making your mark

Learning

The art of learning

- ... understanding
- ... storytelling
- ... shared discovery
- ... looking closer

Destination

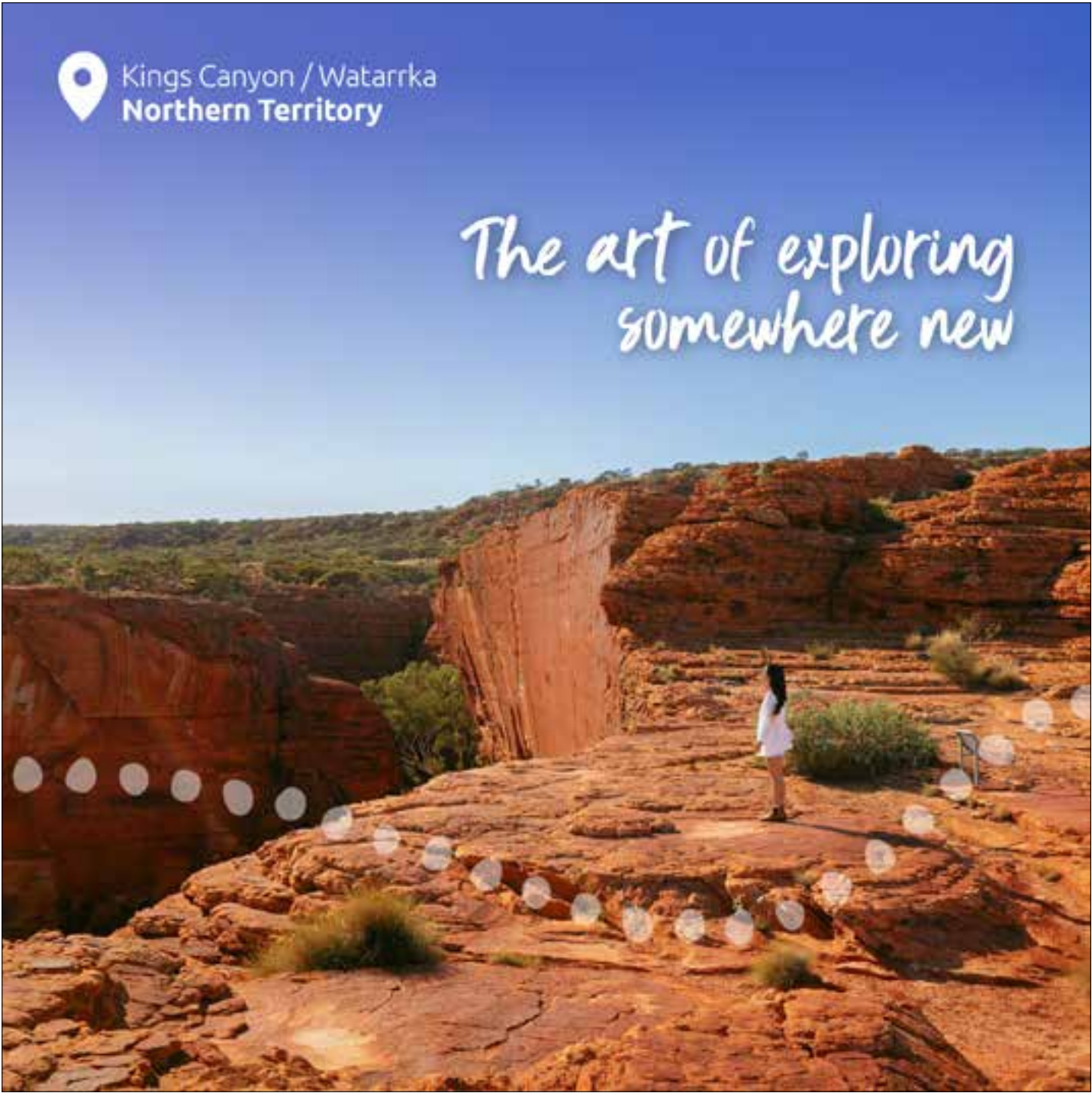
The art of place

- ... Country
- ... Alice Springs
- ... the desert
- ... the landscape

Travel

The art of going further

- ... travelling slowly
- ... finding your way
- ... taking the long way
- ... the journey



BRAND IN ACTION



CAMPAIGN GRAPHICS AND FONTS



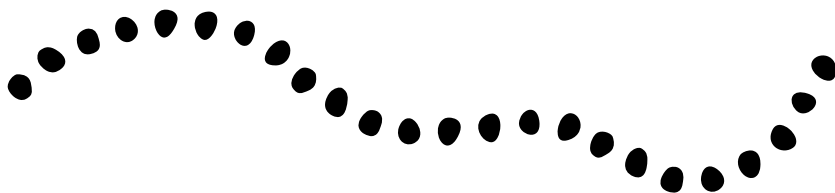
Lockup

CENTRAL
AUSTRALIA

Wordmark

Art from the heart

Tagline



Trailing lines

DOWNLOAD ASSETS

HEADINGS

REMINGLE

UPPERCASE ONLY / HORIZONTAL SCALE SET TO 115%

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

Art from the heart

MEMPER

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Body

UBUNTU REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

COLOUR PALETTE

C93 M80 Y0 K0
R6 G68 B183
#0644B7

C66 M20 Y29 K0
R88 G164 B176
#58A4B0

C3 M3 Y23 K0
R250 G240 B202
#FAFOCA

C15 M87 Y92 K4
R200 G70 B48
#C84630

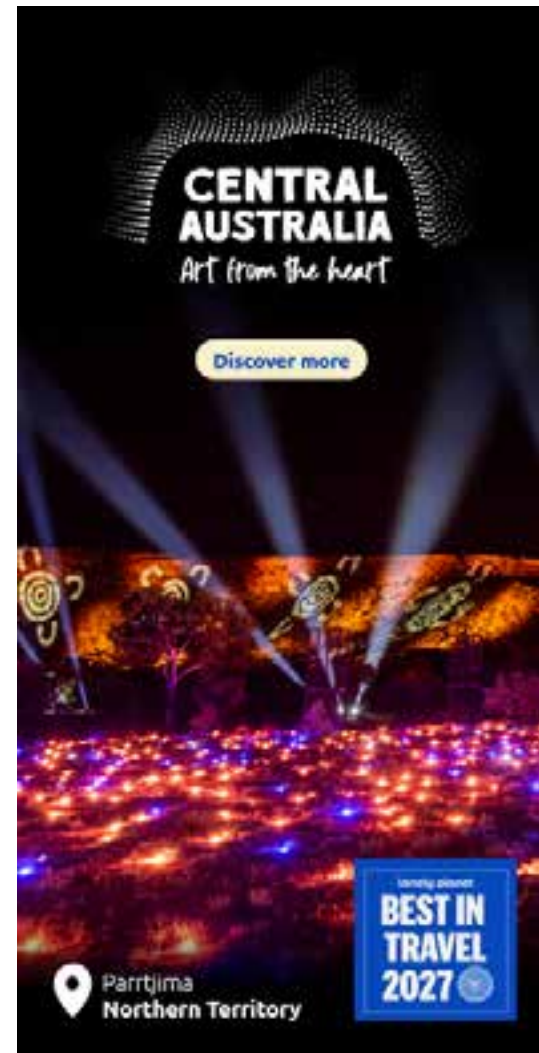
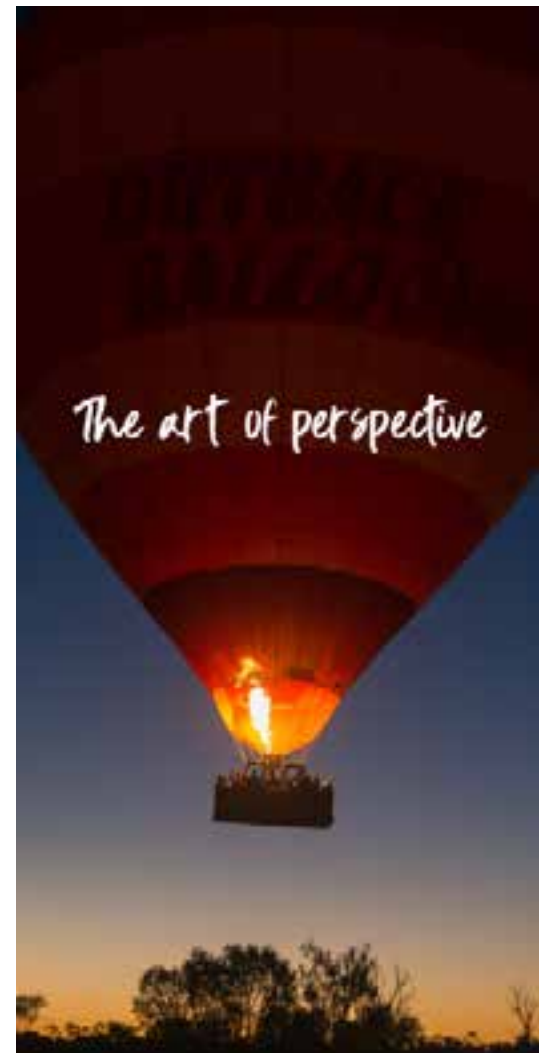
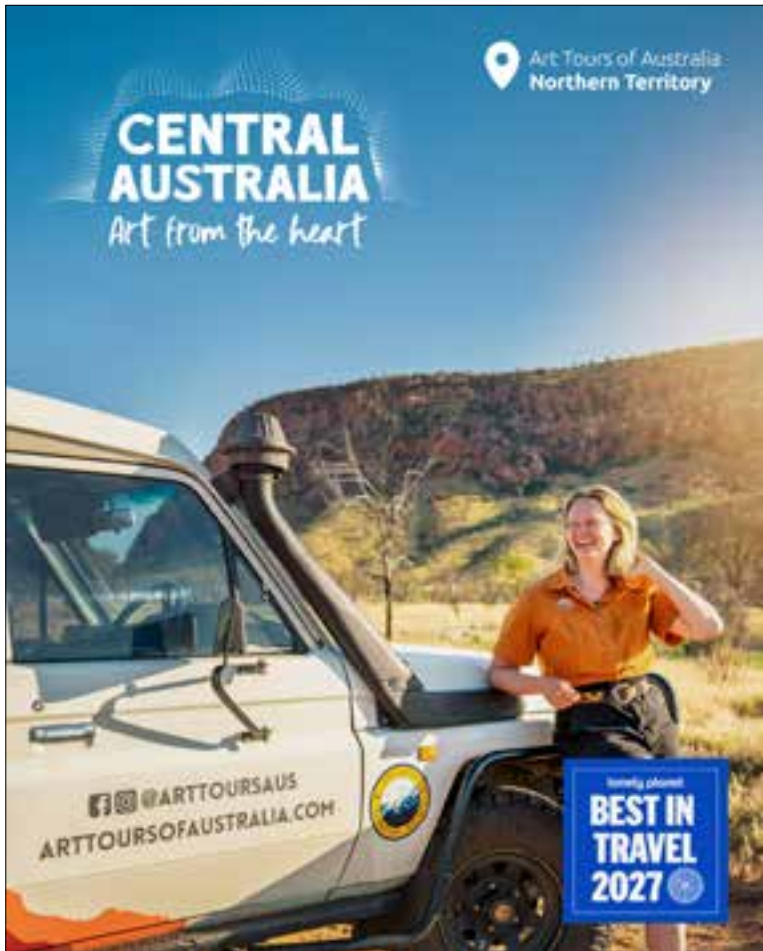
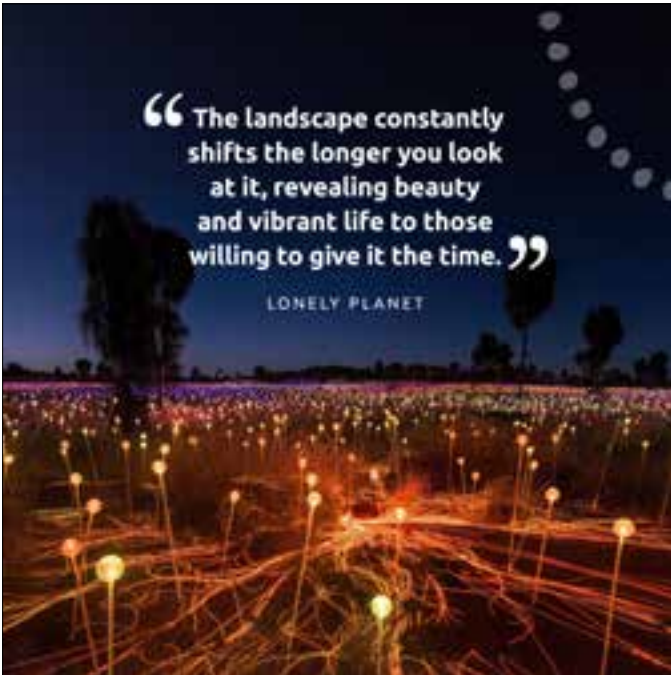
C31 M100 Y76
K39
R123 G8 B40
#7B0828

HERO IMAGERY

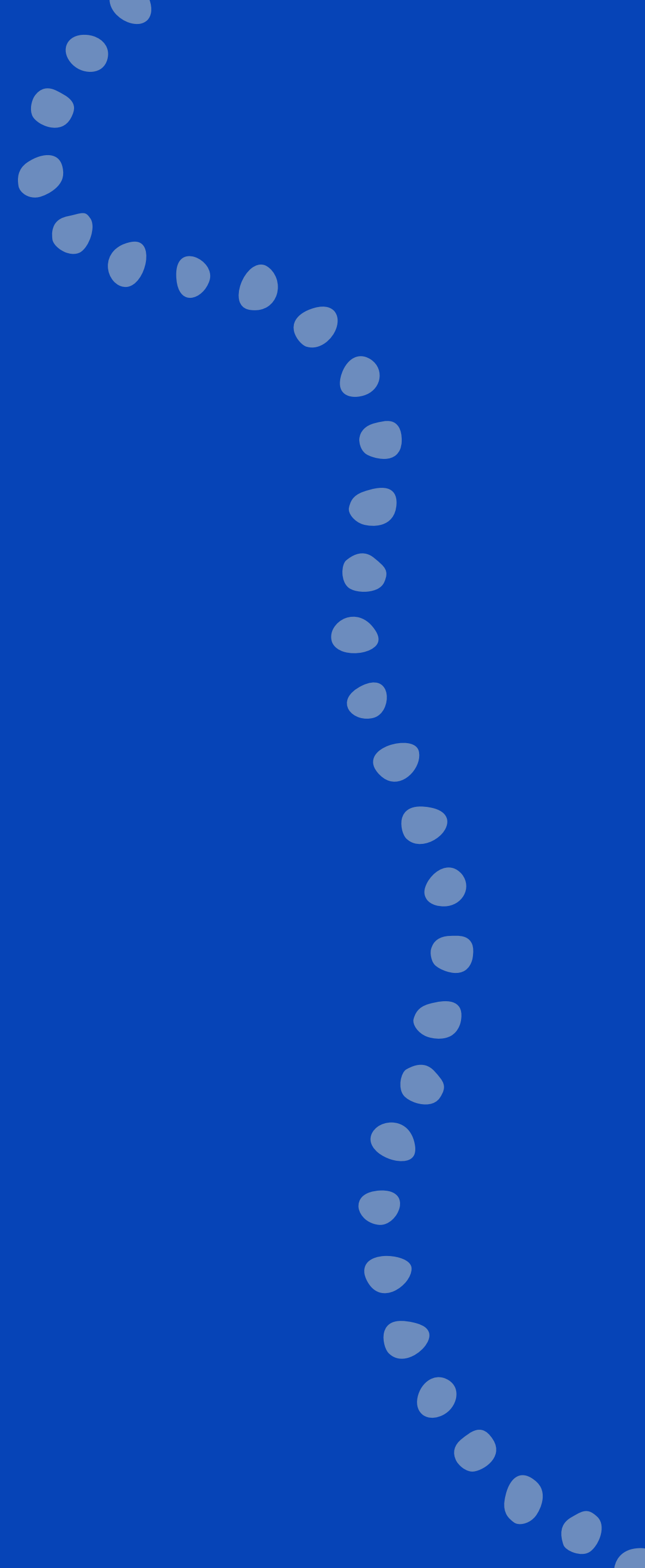


[DOWNLOAD IMAGERY](#)

APPLICATION EXAMPLES



**LONELY PLANET
BEST IN TRAVEL
BADGE**



BADGES

To celebrate this major global accolade, Lonely Planet provides all winners with an official badge.

Operators and partners are welcome to use the badge across owned channels, including your website, print materials, organic social channels and physical activations.

The badge must not be modified or used in a manner inconsistent with Lonely Planet brand guidelines.



[DOWNLOAD BADGES](#)

BADGE DO'S AND DON'TS



DO

Use the badge exactly as provided.



DON'T

Edit or alter any badge elements, including text styling, colors, or visuals.



DON'T

Scale the badge disproportionately.



DO

Place the badge over photos.



DON'T

Obscure elements within the badge



DO

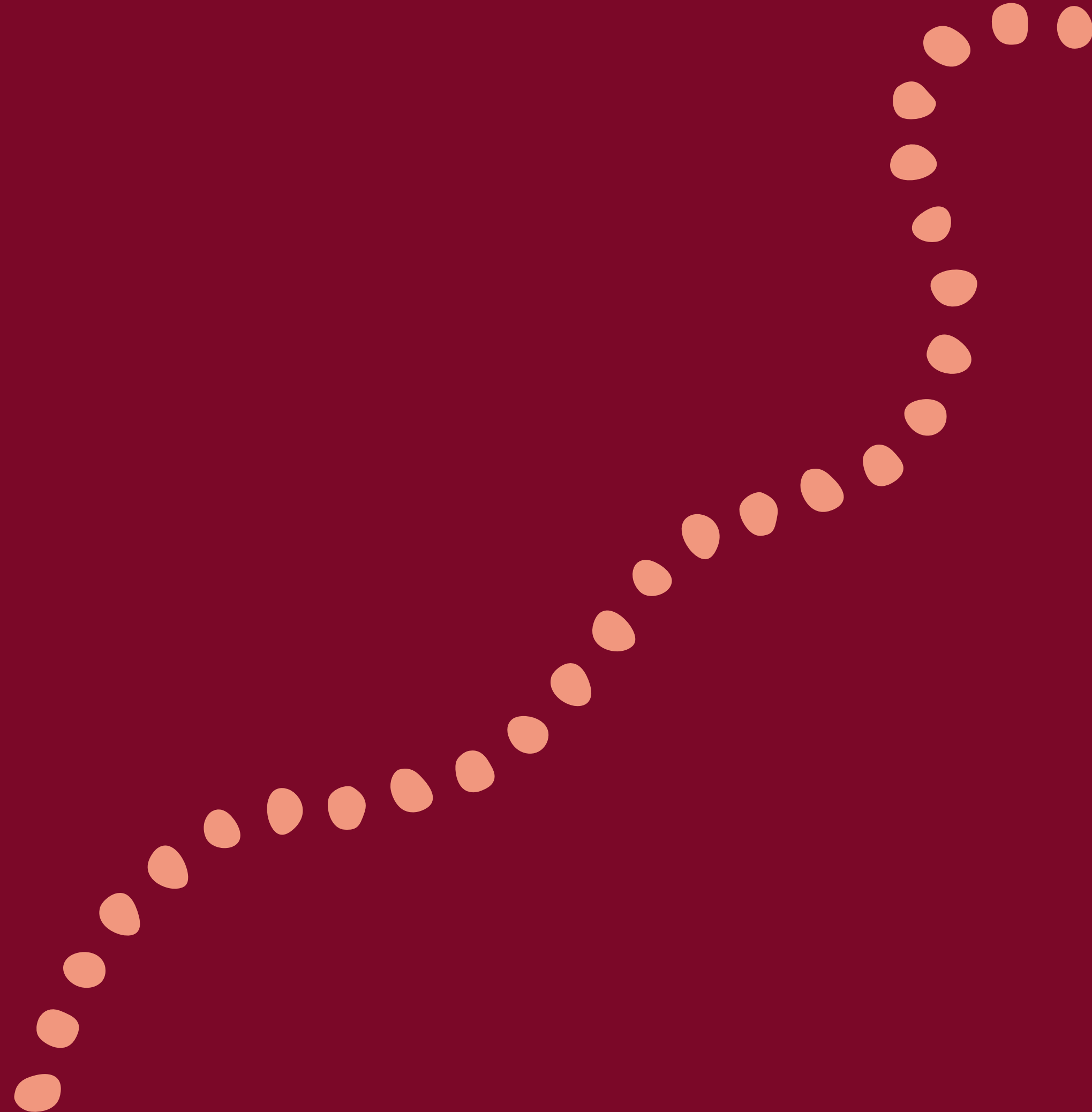
Rotate the badge only between -2° and +2°.



DON'T

Overextend beyond this rotation

GET INVOLVED



GET SOCIAL

Share on your socials and let the world know what art in the Red Centre means to you! Make sure you tag **@ntaustralia** so we can share.

Caption example

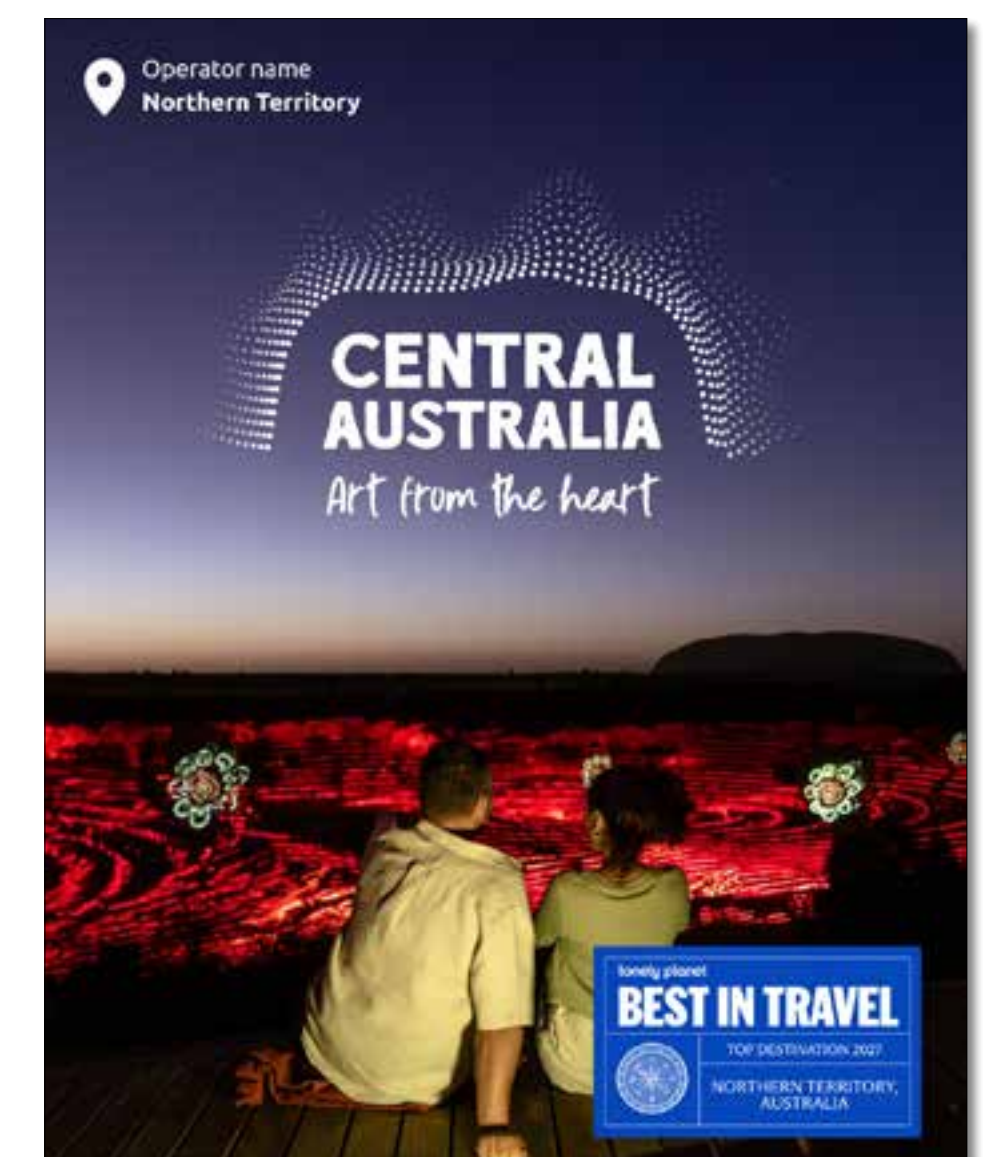
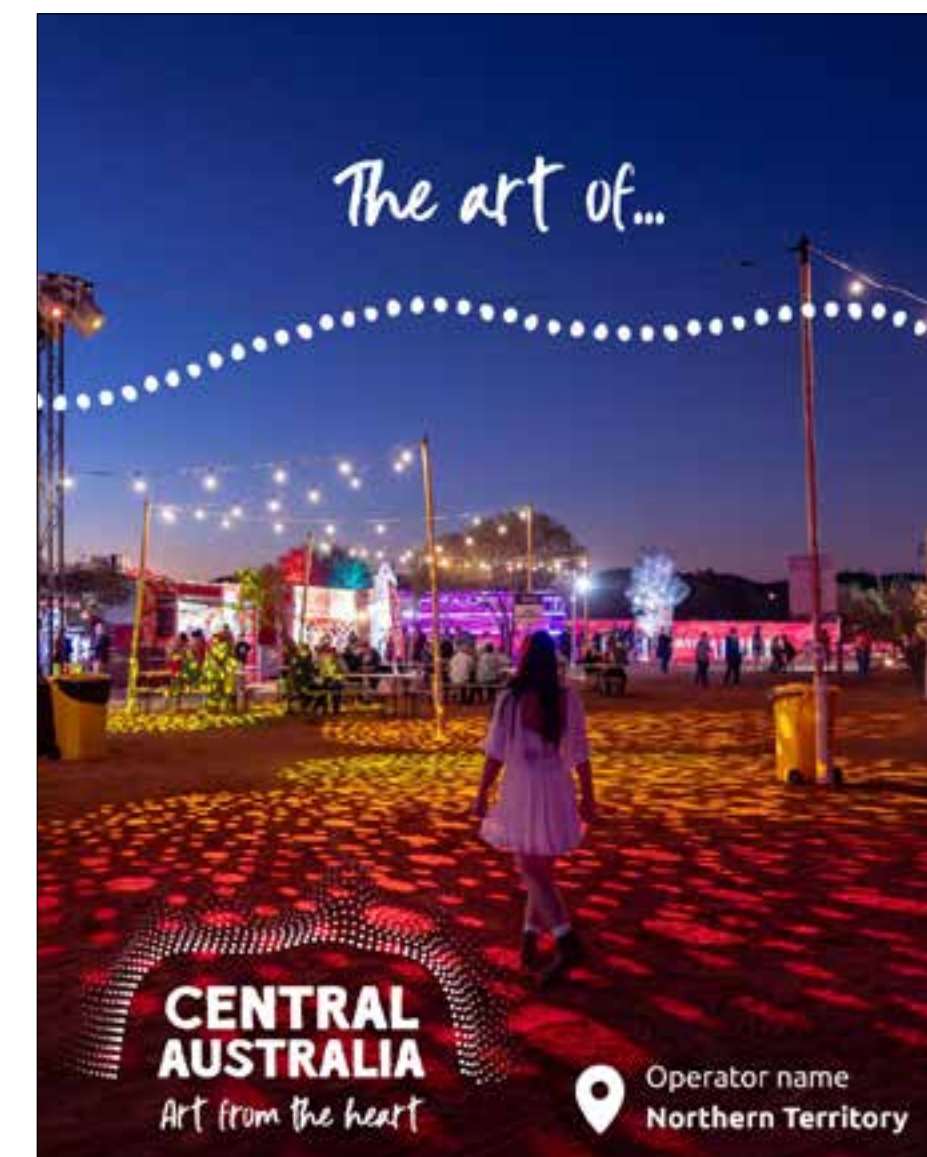
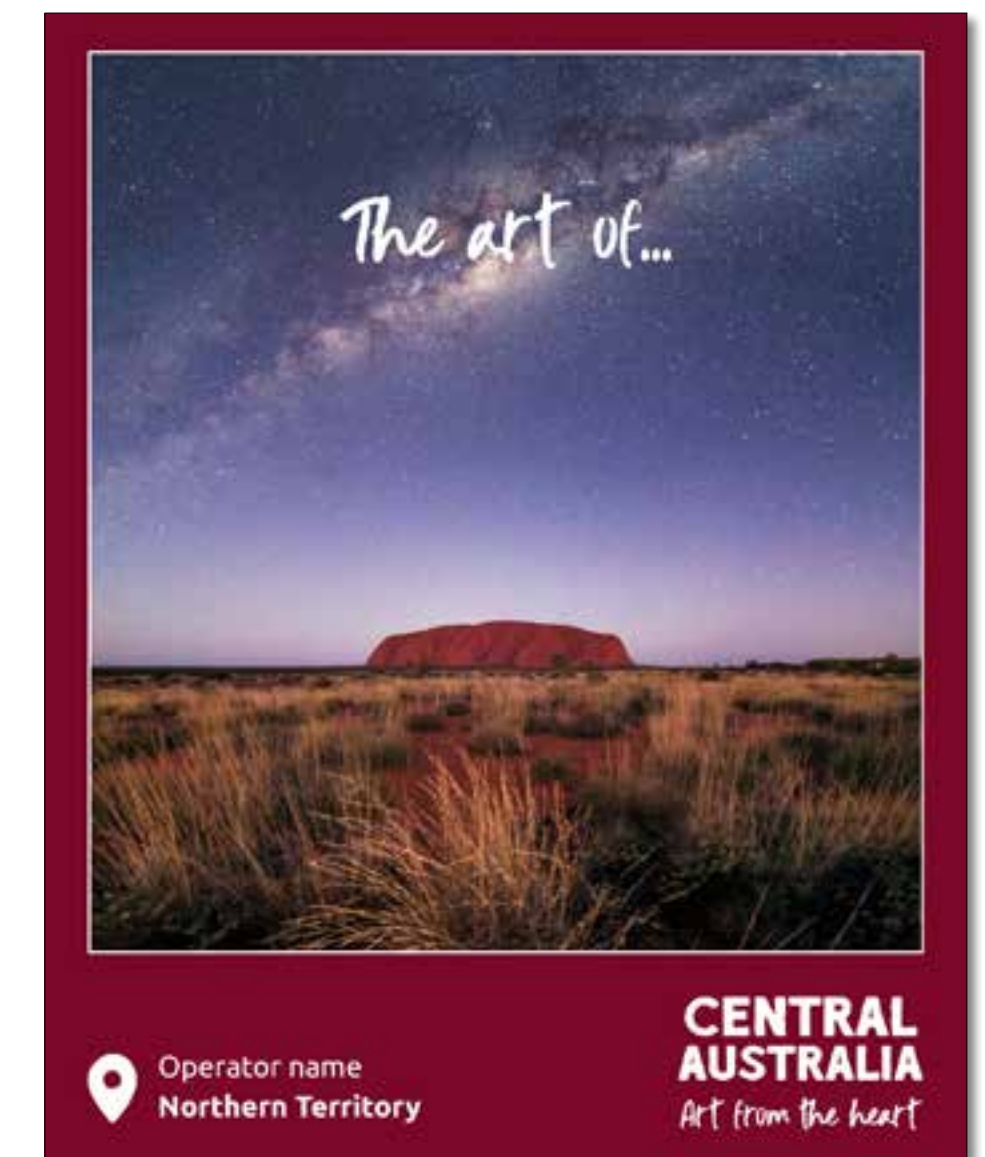
Central Australia's creativity is getting global recognition 🎨
"Immersive Art in Central Australia" has been named in Lonely Planet's Best in Travel 2027 - and we're proud to be part of it.
The art of [*add what art means to you, your business, or community*] is what makes the Red Centre unlike anywhere else.

[CLICK TO CREATE ON CANVA](#)

ACCESS OUR IMAGES

The **Tourism and Events NT Media Gallery** offers a selection of image and video content to promote travel and tourism to the Northern Territory.

Visit mediagallery.tourismandeventsnt.com.au and login or create an account if you don't already have one.



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BEST IN TRAVEL 2027

