



SYDNEY
vivid

VIVID SYDNEY 2025

LOCAL BUSINESS PROGRAM BRAND GUIDELINES & ASSETS

AS AT APRIL 2025



EVENT OVERVIEW

Celebrating its 15th year in 2025, Vivid Sydney is Australia's largest festival of light, music ideas and food. Held from 23 May to 14 June 2025, Vivid Sydney will transform the Harbour City into an unforgettable global celebration of creativity, innovation and technology.

Responding to this year's theme, 'dreams', the world's brightest light artists, music makers, thought leaders and food stars will ignite Sydney's celebrated venues and new spaces with their interpretation of dreams. Through cultural experiences and one-of-a-kind events, the festival will transform the city with inspired energy.

The Light Walk illuminates Circular Quay and The Rocks, the Sydney Harbour foreshore (including the Sydney Harbour Bridge and Sydney Opera House) and other city precincts including Darling Harbour, The Goods Line, Martin Place and Barangaroo.

Vivid Sydney has been instrumental in driving international visitation and supports all sections of New South Wales' visitor economy; the 2024 festival attracted over 2.42 million visitors, including a record-breaking opening night. Since its debut in 2009, it has been integral in positioning Sydney as the creative industries capital of the Asia Pacific region. The event is owned, managed and produced by Destination NSW, the NSW Government's tourism and major events agency.

For more information visit vividssydney.com



WHAT DO YOU DREAM ABOUT?

Everything starts with a dream, a wish, an idea.

Dreaming is something we all do. It's as old as time and as universal as life itself. Dreams don't discriminate – they are borderless, ageless and endless. They can be personal or public. Prophetic, life changing and inspirational, they can also be trivial, hilarious and terrifying.

Dreams are free.

When shared, our dreams can become a movement. They can inspire, motivate, spark excitement and connection.

The whole world dreams, it is something we have in common, something that unites us. Our human story is embedded in dreams, they help explain our existence and our past.

Ancient cultures share the belief that dreams are significant, that they occupy a space outside the everyday and offer an insight into a deeper understanding of ourselves and our connection to the universe and everything in it.

To dream is to create new worlds, desires and hope. A place where we can imagine the future, a world different to the one we are in. A better world.

Dreams have no rules, they are playgrounds for our imagination, opening doors to creativity and innovation. They help us with problem solving, memory, learning and inspiration. Dreams evoke creativity, the motivation for many artists, the impetus for great stories, music and art.

For centuries, scholars and artists have analysed and utilised dreams. Yet to dream still invokes mystery, the blurring of the line between reality and imagination, a window into the subconscious. The place where anything is possible and there are no limits, where everything is open to interpretation.

In 2025, Vivid Sydney invites you to dream big. To go to the outer reaches of your mind, to think differently, without boundaries or preconceptions and to immerse yourself in new experiences and ideas. We want you to dream with the lights on, to daydream, to dream without boundaries, to soar.

We want to share our dreams with you in 2025. Dreams that take you out of your everyday, that inspire awe, joy and discovery. Dreams that delight, provoke and engage - the motivational, the emotional, the beautiful and the quirky. Vivid dreams expressed through light, music, ideas and food in the most beautiful and inspirational city in the world.

Make your dreams come true in 2025. Vivid Sydney, Dream.

Gill Minervini

Festival Director – Vivid Sydney



APPROVAL PROCESS



PLEASE READ BEFORE PROCEEDING

Please submit any campaign materials featuring the Local Business Program graphic device for approval at least 48 hours prior to the desired live date of your activity.

Please submit via **vivid.approvals@dnsw.com.au**



BRAND GUIDELINES



LBP PROUD PARTICIPANT — GRAPHIC DEVICE

Graphic Device — Blue

PROUD PARTICIPANT



2025 LOCAL BUSINESS



VS25 LBP_GRAPHIC-DEVICE_PP-BLUE.EPS

Graphic Device — Solid Black

PROUD PARTICIPANT



2025 LOCAL BUSINESS



VS25 LBP_GRAPHIC-DEVICE_PP-BLACK.EPS

Graphic Device — Reverse White

PROUD PARTICIPANT



2025 LOCAL BUSINESS



VS25 LBP_GRAPHIC-DEVICE_PP-WHITE.EPS

VIVID SYDNEY LOCAL BUSINESS PROGRAM PROUD PARTICIPANT GRAPHIC DEVICE

The Vivid Sydney Local Business Participant graphic device is the only brand device Local Business Program partners are to use when promoting Vivid Sydney in its entirety.

When appearing on photography, the Vivid Sydney LBP graphic device should only be applied to sections of images that allow the device to stand out.

Background colours should be minimal and should not detract from the graphic device.

Both the graphic device and the framing devices have been trademarked and the TM must be used on these elements at all times.

LBP EAT, SHOP, PLAY, STAY — GRAPHIC DEVICE

Graphic Device — Blue

EAT, SHOP, PLAY, STAY

VIV'd SYDNEYTM

2025 LOCAL BUSINESS



VS25 LBP_GRAPHIC-DEVICE_ESPS-BLUE.EPS

Graphic Device — Solid Black

EAT, SHOP, PLAY, STAY

VIV'd SYDNEYTM

2025 LOCAL BUSINESS



VS25 LBP_GRAPHIC-DEVICE_ESPS-BLACK.EPS

Graphic Device — Reverse White

EAT, SHOP, PLAY, STAY

VIV'd SYDNEYTM

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VS25 LBP_GRAPHIC-DEVICE_ESPS-WHITE.EPS

VIVID SYDNEY LOCAL BUSINESS PROGRAM EAT, SHOP, PLAY, STAY GRAPHIC DEVICE

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LBP PROUD PARTICIPANT — CLEAR SPACE & MINIMUM SIZE



VIVID SYDNEY LOCAL BUSINESS PROGRAM PROUD PARTICIPANT CLEAR SPACE GUIDE

Correct clearance space distance is based on the X height of the logo. This distance (1/4 X) should be maintained on all sides.

This clearance space rule should be applied to all versions of the logo.



VIVID SYDNEY LOCAL BUSINESS PROGRAM PROUD PARTICIPANT MINIMUM SIZE GUIDE

Minimum size conditions ensure clear reproduction and appropriate scale of the master graphic device.

Printing

Please ensure the minimum height of the 'SYDNEY' element is 15mm.

Digital

Please ensure the minimum height of the 'SYDNEY' element is 20 pixels.

LBP EAT, SHOP, PLAY, STAY — CLEAR SPACE & MINIMUM SIZE



VIVID SYDNEY LOCAL BUSINESS PROGRAM EAT, SHOP, PLAY, STAY CLEAR SPACE GUIDE

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VIVID SYDNEY LOCAL BUSINESS PROGRAM EAT, SHOP, PLAY, STAY MINIMUM SIZE GUIDE

Minimum size conditions ensure clear reproduction and appropriate scale of the master graphic device.

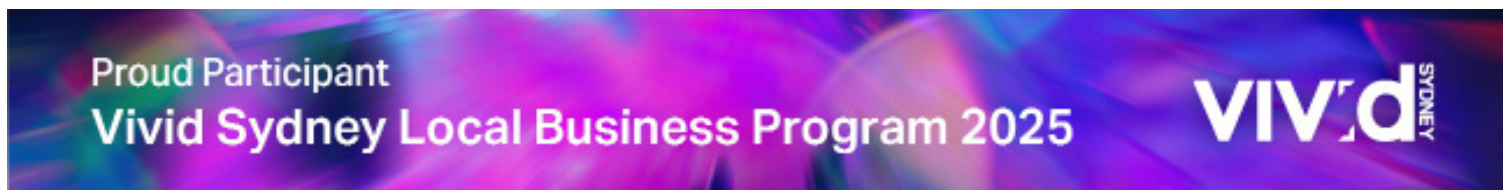
Printing

Please ensure the minimum height of the 'SYDNEY' element is 15mm.

Digital

Please ensure the minimum height of the 'SYDNEY' element is 20 pixels.

LBP — EMAIL SIGNATURE



VIVID SYDNEY LOCAL BUSINESS PROGRAM PROUD PARTICIPANT EMAIL SIGNATURE

The Vivid Sydney Local Business Program email signature, is the only brand signature to be used by Local Business Program participants when promoting Vivid Sydney.



tone of voice & style guide



TONE OF VOICE

The voice of Vivid Sydney is engaging, mysterious and inquisitive. We want to start a conversation, get curious and encourage open-mindedness.

It should use questions as a device to get the audience thinking about what the theme 'dreams' means to them; and speak with compassion and inclusivity – dreaming is a great leveler and everyone is welcome to take part.

The voice should speak like a proud Sydneysider with an open mind: eager to be inspired by art, hear stories and exchange ideas.

WHEN WRITING COPY FOR VIVID SYDNEY

You are curious. This year's theme is 'dream' and delves into all the different representations of this concept, from the whimsical and surreal, to the passionate and hopeful. The tone should be intelligent, inspired and accessible, encouraging the audience to explore what the theme means to them and to be open-minded. The tone can vary between audiences and topics, from light-hearted to edgy, but should always be engaging and evocative.

You are welcoming. You embrace the diversity of people visiting the festival: from families to mature culture lovers and food enthusiasts, from out of town as well as Sydneysiders. Vivid Sydney is a multi-faceted festival and offers something for everyone. You are not elitist; your language has a sensitivity that engages all kinds of people with clear expression. You speak to niche audiences dependent on the event but make it clear that all are welcome.

You are awe-inspiring. When you write about Vivid Sydney, you imagine you are there, experiencing it. It's not just about what it looks or sounds like, it is about what feelings and reactions the event evokes in you and the audience. You speak in an energising and immersive voice and use emotion in your language. Promote curiosity and take the time to unearth new aspects of all events to demonstrate how different the festival is every year.

You are authentically Sydney. You love Sydney and know its streets, harbour and art galleries well. You are proud of being part of the community, and offer local knowledge and insider tips. Experiencing the electric atmosphere of the city at night is an essential part of the festival.

You talk to global audiences. Vivid Sydney is a festival that reaches global audiences and is a world-leader in innovation, creativity and cultural expression. Keep in mind that international audiences will be keen to learn more about Vivid Sydney and the city itself in your copywriting, so keep it inclusive and don't assume knowledge.

STYLE GUIDE

- › Write Vivid Sydney, not Vivid
- › Unify the pillars (Vivid Light, Vivid Music and Vivid Ideas and Vivid Food) to promote Vivid Sydney as a cohesive event
- › Use the full names of icons: Sydney Opera House; Sydney Harbour Bridge; Museum of Contemporary Art Australia
- › Credit renders: Concept by X
- › Name of Vivid Sydney events and song names in title case
- › Installation and projection names, album names, film titles, book and magazine titles in italics throughout. If possible, write the year album was released in brackets after album name.
- › References to specific pillars should be maintained as Vivid Light or Vivid Music, never just light or music
- › Adjective phrases hyphenated
- › Copy should be in active voice, present tense and third person i.e.: *Hyperweb*, by award-winning interdisciplinary artist Louisa Magrics, takes the form of a giant illuminated web; it is a poetic representation of sound and highlights the mathematics and interconnectedness of our world.

WRITING EXAMPLES

Vivid Sydney poses the question: 'What's in a dream?' Through other-worldly experiences conjured up by brilliant artists, performers, creatives and chefs, festivalgoers will discover the world of dreams in the most inspirational city in the world.

Dreams encourage us to think beyond the logical or the literal and to imagine what more we and our world can be.

With interactive artworks and events across the whole program, Vivid Sydney invites festival-goers to dream big and dream together. Embrace ideas expressed in new ways; hear the soundtrack of our dream world, one that's diverse and inclusive; get taken on a fantastical journey through food; and feel transported as you discover art around Sydney's electric city streets.

MEDIA HEADLINE EXAMPLES

Vivid Sydney 2025: the festival of your dreams

AI, J-Pop and dinner in a tunnel: Vivid Sydney will put you in a dream state

All the free things to do at Vivid Sydney this year

The best way to tackle Vivid Sydney? Over multiple nights and on the Metro

SOCIAL MEDIA POST IDEAS

- What's in a dream? Anything is possible at Vivid Sydney
- When we dream, where do we go? Find out at Vivid Sydney.
- What do your dreams tell you? Seek answers at Vivid Sydney.
- What colours your dreams? Be inspired at Vivid Sydney
- What's the dinner party of your dreams? You're invited, at Vivid Sydney.
- Soundtrack of your dreams. Book now at Vivid Sydney.



SOCIAL MEDIA GUIDELINES



CHANNELS & HOW TO GET INVOLVED

Vivid Sydney is active on a number of consumer focused social media channels, to promote awareness of Vivid Sydney attractions, events and experiences. Make sure you always refer to Vivid Sydney in its full name 'Vivid Sydney' on social media, not just 'Vivid'.

SOCIAL MEDIA CHANNELS

All content we share on our social media channels is designed to inspire and invite travellers from around the world to visit Vivid Sydney. And we want you to become a part of that!



@vividssydney

We feature UGC video and images on these channels. Be sure to tag @vividssydney in your post captions or Instagram story frames for a chance to be featured on the official Vivid Sydney channels.



@vivid-sydney

Our showcase event page can be mentioned in your own LinkedIn posts. Simply add @vivid-sydney to your copy and be sure to follow the page.



#vividssydney

Include our official #vividssydney hashtag when posting on your channels. We monitor this hashtag daily and source featured materials from the content pool to share on our channels.

Join in on conversations. Follow our channels and keep an eye out for relevant content that you can engage with. Leave a comment on relevant posts or share a post relating to your event/location/program. When you actively network on social media you broaden your discovery net for more people to discover you.



CREATING YOUR OWN VIVID SYDNEY CONTENT

Creating engaging content doesn't have to be expensive or difficult. Below are some tips on materials that work well in social and are easy to create. Your content is more likely to be shared on our channels if you adhere to these guidelines.

STEP 1

Start to familiarise yourself with the content which is being shared each day on Vivid Sydney social media channels. This will give you a good idea of the type of content we are looking for, the styles we find successful and serve as some inspiration for the creation of your own content. Our imagery — whether video or stills — is vital to championing the Vivid Sydney brand and Sydney's recognisable landmark buildings, locations and experiences.

Things that Vivid Sydney look for in images and videos to post on our accounts:

- **Eye catching, light and vibrant:** Well-composed assets that capture the moment and sparks an emotional reaction. We show positive, authentic moments with quality, high resolution content.
- **Seasonal and on trend:** Our social content is relevant to annual programming and leverages emerging trends and audience desires.
- **Natural, real and honest:** We show the location, programming or experience in a real and honest light and depict natural interactions relevant to the situation. We avoid over stylised and retouched imagery.
- **Hero landmarks or experience:** Showcase the locations or experience in a unique, inspiring way to encourage our audience to interact and want to discover more.

STEP 2

Create content which is made with social media in mind. This means getting content which is shot in the right specifications for each platform. Follow our best practice specs guideline to ensure your content matches the platform you're posting on.

Best Practice specs*

PLATFORM	IDEAL ASPECT RATIO
Facebook Feed Post	4:5 (Portrait)
Instagram Feed Post	4:5 (Portrait)
Instagram Reel or Story	9:16 (Vertical)
Instagram Threads	9:16 (Vertical)
LinkedIn	4:5 (Portrait) or 16:9 (Landscape)
TikTok	9:16 (Vertical)
X (Formerly Twitter)	1:1 (Square) or 16:9 (Landscape)
YouTube	16:9 (Landscape)
YouTube Shorts	9:16 (Vertical)

*Keep in mind these can change over time. Always keep up to date with shifts in the platforms.



HOW TO CREATE QUALITY SOCIAL MEDIA CONTENT

STEP 3

DO	DON'T
<ul style="list-style-type: none"> ✓ Take videos or images in portrait orientation (holding your phone upright, and not on its side as outlined in specs section). You can later crop the content in your photo edits for the specs required. ✓ You don't always need a professional photographer the latest smartphone cameras are great. ✓ Share video content, it reaches and engages more users than images on social media. ✓ Avoid over-saturated and highly edited images/videos. Subtle edits to brighten or improve the quality and contrast is encouraged. ✓ Shoot video content on the latest smartphone on a 4K setting with a 25 or 30 frame rate per second. ✓ Ensure drone shots adhere to CASA rules (use OpenSky app). ✓ Think of sound. Many platforms are now watched with sound on and you need to create content with sound in mind. Make sure any audio is clear, that you don't have accidental background noise and there isn't white noise. Ideally you can add some music or a voice over later in the platform. ✓ Evoke real feelings. We want to see real people experiencing real things. ✓ Get creative and try new things. This could be new techniques or different angles. It's interesting to see familiar things captured in a new light. ✓ Try the editing options available in the social media platforms. You might edit a video together or simply lighten an image. These tools are all available and easy to access in the platforms. ✓ Try editing your phone content via easy-to-use mobile apps such as CapCut or VN. 	<ul style="list-style-type: none"> ✗ Capture shaky or blurry content. You also need to make sure you move the camera in a smooth and even paced motion when filming. The best test is to watch it back yourself and if you find it difficult to take in, as it moves too quickly, then know that your viewer is also likely to have trouble watching it. ✗ Create photos with heavy Photoshop or colour editing. ✗ If you use talent try to make them part of the moment but not posed. ✗ Promote locations or areas inaccessible to the public, or unsafe areas (i.e., past barriers, on cliff edges, or on private property). ✗ If you use any sort of AI in your images it is important to tell people in the caption. Also, some platforms will ask you to disclose this when you upload to share.



SOCIAL FOR SEARCH

More people are using social media platforms like Instagram, TikTok, and YouTube for search instead of Google. This shift makes sense, as Google often prioritises paid ads and polished, but sometimes outdated content. Social media, on the other hand, provides authentic, low-fi videos from real people and allows direct interaction with content creators.

HOW TO OPTIMISE CONTENT FOR SEARCH

It's important to identify popular search terms and keywords to create content related to in-demand search topics. There are many good tools and resources including;

- › TikTok Creator Search Insights Tool
- › TikTok Popular Hashtags
- › TikTok Keyword Insights
- › Manual search on TikTok to see other related search terms
- › Google Keyword Planner
- › Manual search on Google
- › Social Listening through tools like Sprinklr

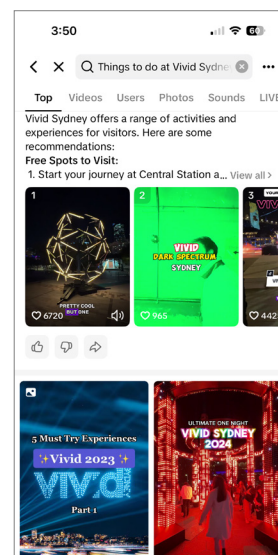
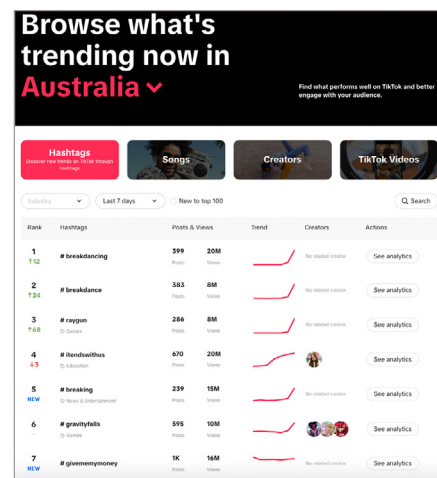
SOCIAL SEARCH ENGINE OPTIMISATION OF CONTENT

To create engaging content, start by using insights from your keyword and hashtag research to guide your video planning. Ensure the video's main topic aligns with popular search terms.

For further optimisation, incorporate keywords and hashtags into various elements such as the voiceover, on-screen text (supers), subtitles, post copy, and hidden keywords and hashtags.

Additionally, consider leaving keywords in the comments section and embedding posts on your website to improve visibility in Google searches.

To monitor the effectiveness of your categorisation efforts within the app, check the search top bar on the post and verify that it aligns with your intended goals.



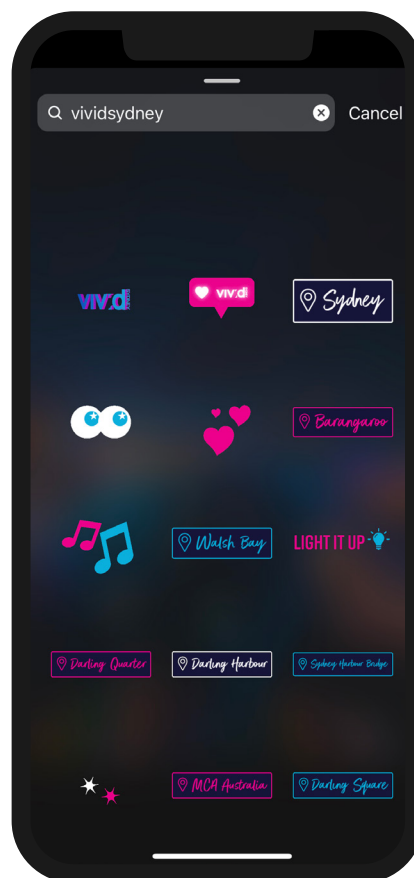
ALIGN YOUR CONTENT WITH OUR BRANDED VIVID SYDNEY GIFS

We encourage your brand to include an official Vivid Sydney GIF sticker when posting on your Instagram Stories or TikTok videos.

[Click here](#) to view Vivid Sydney GIF instruction video.

STEPS ON USING INSTAGRAM STORIES OR TIKTOK GIFS

1. Open Instagram Stories or TikTok and record a video or take a photo.
2. Click the GIF sticker icon.
3. Search 'Vivid Sydney' to see all the official Vivid Sydney GIFs.
4. Select a GIF to add it to your video or photo.



SOCIAL MEDIA TEMPLATES

Find a collection of assets ready to be posted to your account. Available to download [here](#).

If you use these assets, a mandatory credit is required: @vividssydney #vividssydney #feelnewsydney

Find more content and assets from our Destination NSW Content Library [here](#).

*Please note you will need to register to access these (link in top right corner of the page).



9:16 Stories



4:5 Posts

VIVID SYDNEY LOCAL BUSINESS PROGRAM SAMPLE POST TEXT

We're excited to be part of the @vividssydney Local Business Program this year! Come visit/stay/see/cruise with us from 23 May - 14 June. Head to the link in our bio for more. #vividssydney

Recommend links to use in your bio or put in your stories:

Vivid Sydney 2025 Website
<https://bit.ly/VividSydney2025>

Vivid Sydney 2025 Deals
<https://bit.ly/VividSydneyDeals2025>

Vivid Sydney Cruise Vessels
<https://bit.ly/VividSydneyCruises>

Vivid Sydney Light My Building
<https://bit.ly/VividSydneyLightMyBuilding>

SOCIAL MEDIA APPROVALS

Please submit any social media posts for at least 48 hours prior to the desired live date of your activity.

Please submit via
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