



**WESTHOLME**

– QUEENSLAND –  
**AUSTRALIA**

# True Westholme

Westholme cattle are raised on pristine tracts of Mitchell grass and grain-finished on proprietary blends. Rich marbling—*throughout the cut*—delivers a signature tenderness that offers a timeless experience, *every time*. That's true Westholme.



# Vast Rangelands, Proud Heritage

In the shadow of Australia's Great Dividing Range, you'll find some of the finest cattle country in the world. We raise our cattle on a collection of Australian farms that hold in common: expansive pastures covered with native grasses, dedicated families who steward the land, and a collective obsession with crafting the finest beef in the world. We honour the scale and beauty of the Australian landscape we call home by sharing the beef we've spent generations perfecting.

# Born Wild, Raised on Native Grasses

Westholme cattle are born wild and raised on some of Australia's most iconic stations. Our average station is four times the size of Singapore. Vast pastures of Mitchell grass nourish our cattle where they roam free.





# The Right Cattle With The Right Nutrition

Our cattle came to Australia from Japan more than two decades ago. Their lineage traces back to the mighty Westholme herd. Westholme is finished on a proprietary blend of grains including wheat and sorghum, sweetened with molasses for trace minerals. The grains are freshly milled every morning to provide the best nutrition. The grass and grain work together to deliver intense marbling, complexity, and depth of flavour.

# Raising Cattle is a Passion

Each station is stewarded by families who dedicate their lives to the land and to providing their cattle with the best lives, completely free and free from stress. These families live on and work with the land and cattle and take great pride in delivering the best steak from their home — *our station* — to your plate.



# Brand Promise

Like grass-fed, Westholme is naturally higher in omega 3's, but because it is finished on grain, Westholme has rich, round complex layers of earthy, toasty flavour that elevate eating quality. It delivers exceptional juiciness, a silky texture and succulent flavours that is consistent throughout the cut.

# *The Elevation of Primal Classics*

Essential; fundamental, instinctual.

A typical or traditional example.  
Formal, refined, and restrained in style.  
Simple and harmonious; elegant.

# Core Messages

*Born wild and hand selected to provide an authentic flavour profile that is quintessentially Australian.*

## QUALITY

Born wild with the freedom to graze on natural land for as far as the eye can see, our herd are finished on a proprietary blend of grains that we craft ourselves.

## VALUE

Taking pride in our craft means seeing it through every step of the way. We respect and harness the best global standards – from station to restaurant.

## RELIABILITY

We've spent the better half of the past 200 years perfecting our craft, and we continue to do so, consistently creating a premium product by always doing things the best way, never just the easy way.



# Hierarchy

## QUALITY

Born wild with the freedom to graze on natural land for as far as the eye can see, our herd are finished on a proprietary blend of grains that we craft ourselves.

We are wild and free. Our people and our cattle roam 6 million hectares (14.8 million acres) of our vast Australian landscape, always up for an adventure and sharing that unique Australian experience with anyone who comes our way.

The land, the waterways, the nutrition delivers the balance of marbling and lean and a flavour that is so uniquely Westholme.

Our authentic flavour profile is uniquely Australian.

Original genetics from full-blood Japanese cattle, combined with the ability to roam in the sun, on Australian grown nutrition means that our cattle are primed for marling and full flavour. We won't lie, we're pretty pleased by that.

## RELIABILITY

We've spent the better half of the past 200 years perfecting our craft, and we continue to do so, consistently creating a premium product by always doing things the best way, never just the easy way.

The Westholme herd is managed under the watchful eye of men and women with years of experience on the land.

Our people hone their skills in the craft of beef so we can continuously deliver the experience you've come to expect.

We work tirelessly to combine our dedication to animal care and our deep rooted desire to know all we can about what we do.

The vastness of our stations and heritage of our company provides us the unique ability to invest in innovation; today we are exploring specifically tailored software that allows us to collect and analyse data on our cattle's behaviours, health, fertility and location... so we can truly know it all.

We're really proud to have the UN-recognised independent MSA grading system auditing our beef each step of the way – from steward to chef. With more than 100,000 real people taste testing, it reinforces what we've believed all along – that we deliver the best.

## VALUE

Taking pride in our craft means seeing it through every step of the way. We respect and harness the best global standards – from station to restaurant.

As stewards of the land, we are passionate about maintaining the delicate balance of consuming from the land and providing for it.

We are working towards an advanced forage system that will see continued improvement in land regeneration and sustainability, respecting what mother nature provided us is always our goal.

We uphold best practice with key resources such as water, by re-using nearly 100% of the effluent produced at our feedlots for crop irrigation.

We also capture the rainwater that runs through the cattle pens so we only need to use roughly two-thirds of our licensed water allocation in our feedlot operations.

We're all for celebrating the small wins; but there's nothing small about what we do.

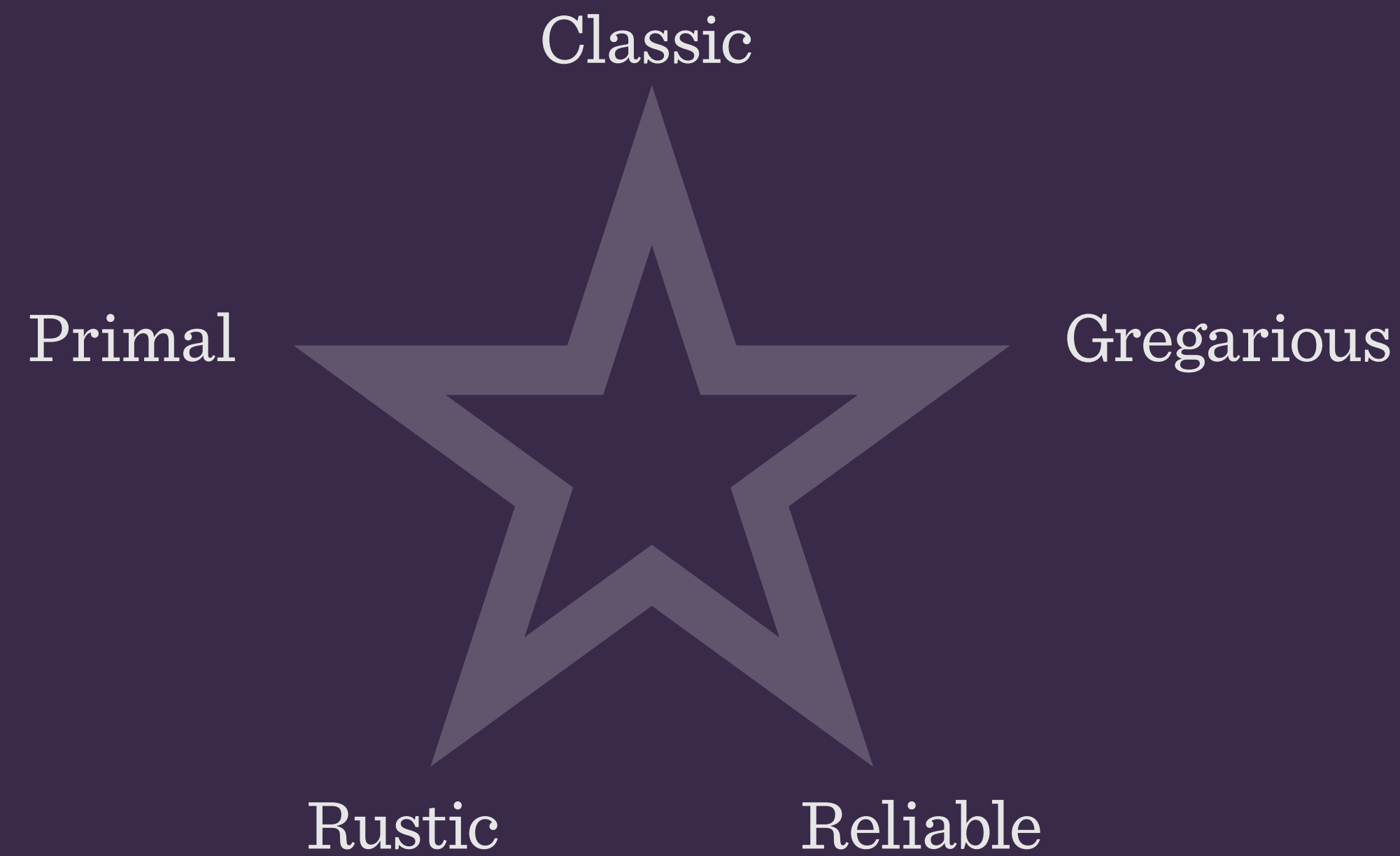
Across our stations we're investing in solar power, replacing the diesel bore pumps as they come of age. We're discovering an entire new skillset as we explore ways to capture methane and harvest it for energy.

We always have our eyes on the horizon, doing the best by our land and for our herd... for the future.

We have a global network of animal scientists, health and culinary experts that work hand in hand with our station masters to ensure every Chef can select from the best.

*Join us on this wild culinary adventure, as together we discover new ways to explore this premium product.*

# Brand Personality



# Brand Attitude

*Our brand attitude defines how we are perceived by our customers.*

Westholme's DNA is *passionate, yet pragmatic*. The brand does not sensationalise, but is *open, genuine, smart, witty and collaborative*.

We never use slang, swear or use offensive language.  
We tell stories that are easily recalled and shared

*Our customers can tell that we're the real thing.*

We've weathered droughts. We've survived the storms. We perfect the art of premium beef over and over again.

We're still standing, even stronger than yesterday. Always full of gratitude for this adventure we call life.

Our dreams are as vast as the land we cultivate.

We never look back, we simply aren't going that way. We can't get enough of traveling the world, knowing our spirit will bring us many friends to share a beer with over a great meal. But there is truly no place that stirs our soul like our sunburnt land.

At the end of a hard day, we're tired, but we can always find time to share one more story, one more laugh, one more meal.

*Because that's the reason we'll do it all again tomorrow.*

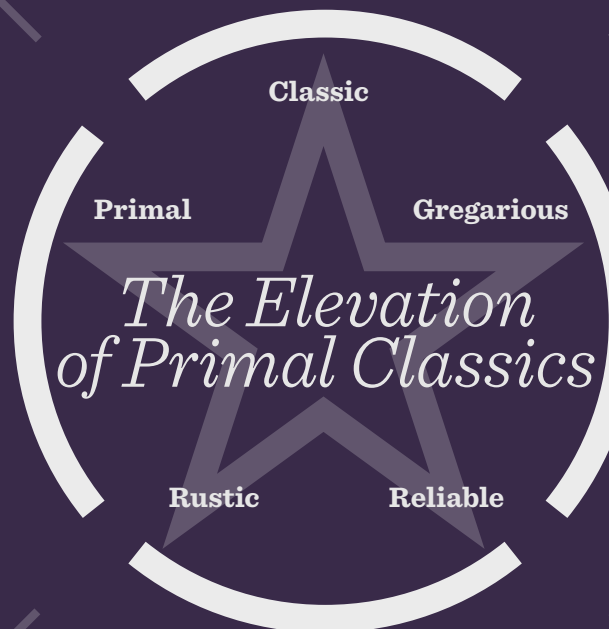
# Brand Platform

## Who We Serve

- Steak Enthusiasts
- Wagyu Curious
- Sear / Char Masters
- Business Diners
- Primal Connoisseurs

## What Differentiates Us

- Australian Wagyu
- Perfectly Balanced
- Consistent
- Familiar
- Discoverable



## How Our Brand is Experienced

- Steak Cuts
- Premium Burgers
- On Menu
- As Ritual
- Oak and Leather
- Craft Cocktails
- Wine Selection
- On the Bone
- Steakhouses
- Wooden Handle Steak Knife
- Mouth Open
- Porcelain Plate
- Straight Up (unadorned)
- Vest / Apron

## What We're Not

- 3 Michelin Stars
- Elitist
- Complicated
- Precious
- Subtle
- Composed

# Tone of Voice

The Westholme  
voice is:

Refined  
Honorable  
Expressive



**Honorable, *not prestigious***

Let's not beat around the bush — we have an amazing product, and that's worth sharing. We're forthright about what makes Westholme different, but we always make sure to stay humble.

**Refined, *not elitist***

We have a certain classiness about ourselves and the way we speak, but we don't exclude our audience with elitist language.

**Expressive, *not verbose***

We can use colorful, evocative language to help paint a picture and draw the audience in.

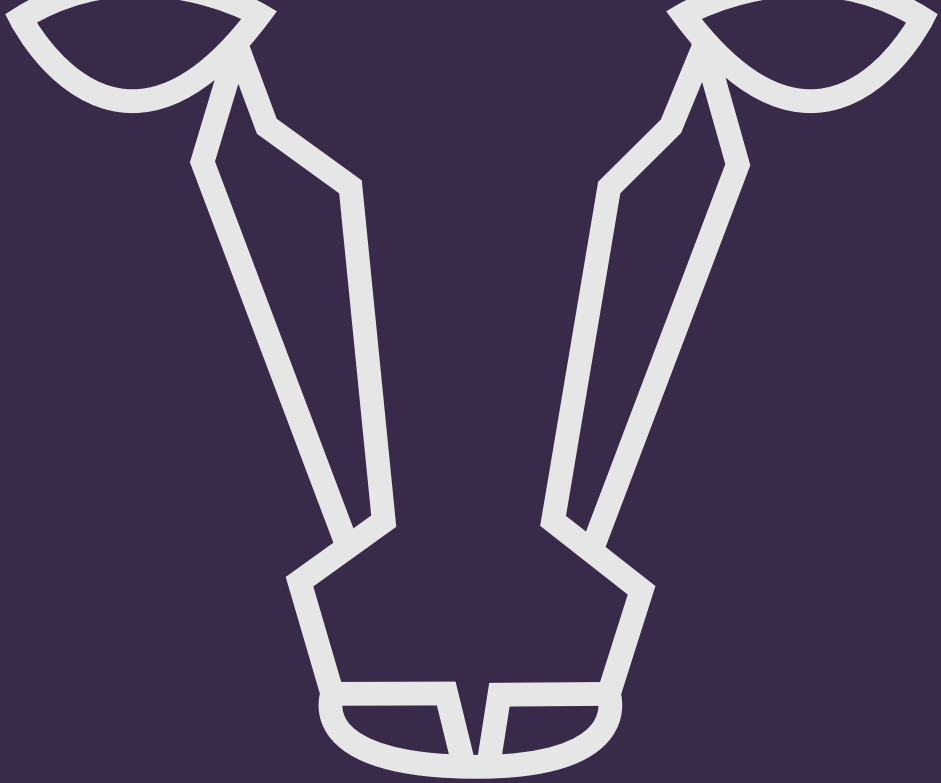
We are proud and confident in Westholme, preferring to be humble rather than boastful. We are authentic and our customers recognise this by how much we care about the animals, the land, and our people.

Westholme is witty, has a more masculine tonality and carries a subtle air of nostalgic craftsmanship while it focuses on the future.

We are storytellers, expressing how Westholme evokes a sense of place and familiarity and delivers rare quality. But we'd rather our customers appreciate how we deliver the authentic flavour profile and experience the journey with us, rather than write poetry.

Westholme is carefully crafted, a premium product created by doing things the proper way. This is communicated as accessible and non-elitist, enjoyable, reliable, and delicious.

When we refer to our sustainability practices, we always explain that it is a continuous process, that we are creating a sustainable practice in a particular area, or that we are constantly discovering how to better preserve our resources.



LOGO

**WESTHOLME**

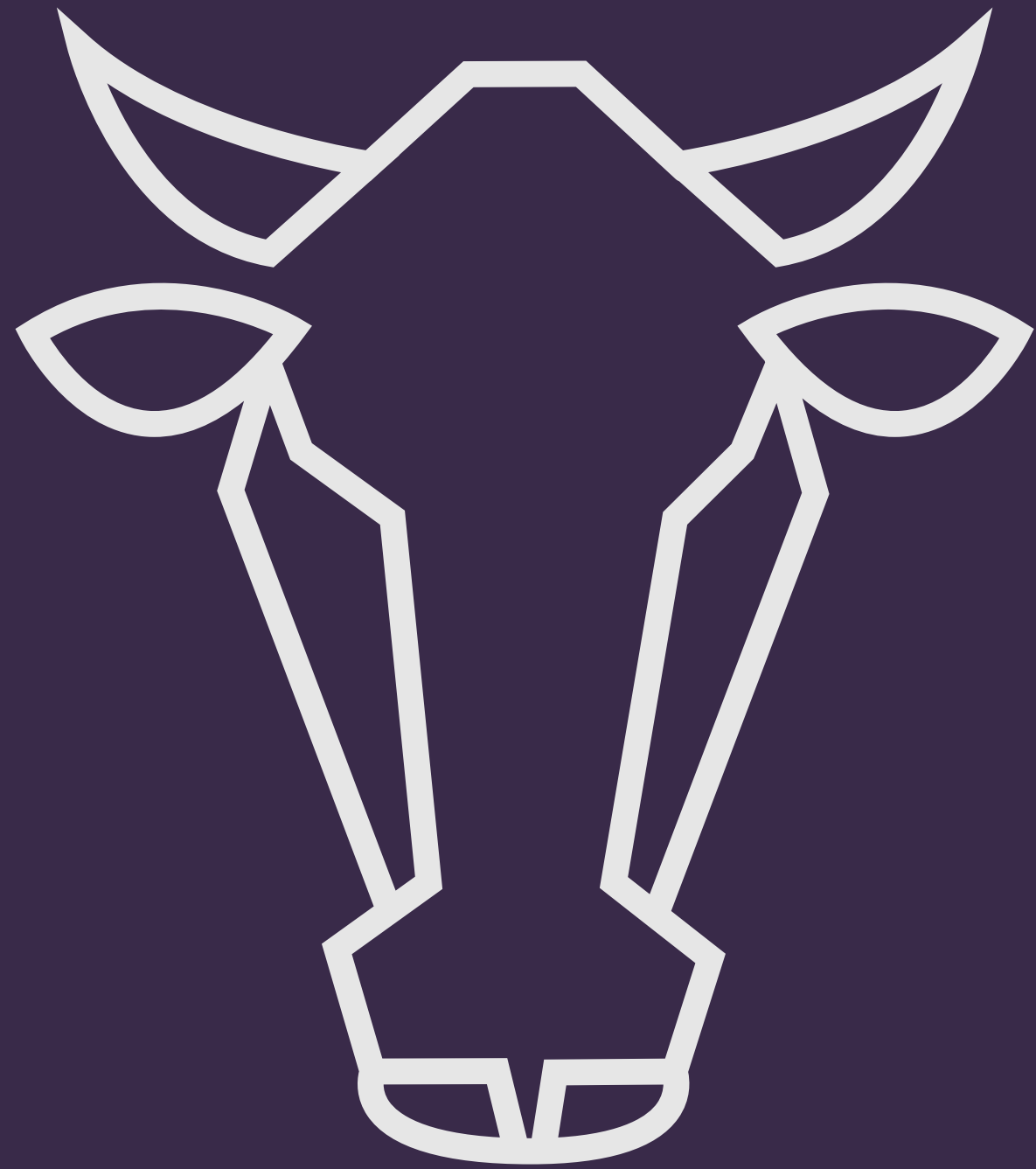
— QUEENSLAND —

This is the primary mark  
that represents  
the Westholme brand.



**WESTHOLME**

– QUEENSLAND –  
**AUSTRALIA**



The Westholme mark may also be used on its own, at any size appropriate for the application—very large or very small.

Use the version of  
the Westholme mark with  
increased proportions  
for legibility at smaller sizes.





The Westholme mark may be used as Westholme majesty on white, black on white, white on black and the Westholme fog on white and Westholme fog on majesty.

# Typography



# Darwin

## Regular

### Darwin

The Darwin font for the Westholme brand is an assembly of grotesque, geometric and humanistic styles. The contrast in the thickness of strokes has a squareness of curve, and curling, close-set jaws, characterized by short, thick curved serifs. These details provide a bold, yet approachable look for the brand that evokes technique, richness and refinement.

### Darwin Regular

Darwin Regular should be used sparingly and is reserved for short headlines where contrast and hierarchy is needed.

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  
1 2 3 4 5 6 7 8 9 0

# Sentinel Light

## Sentinel Slab Serif.

Early slab serifs were designed to be novelties. They were intended to be eye-catching amidst the world's conventional type. Two centuries later, the slab serif is a thriving type style that is both handsome, rugged and popular, forging a dramatic, attention-drawing effect. The strong, bold, and proud character of the Sentinel slab serif along with its heritage qualities make it a perfect fit for the Westholme brand expression.

## Sentinel Light/*Light Italic*

Throughout its full range of weights, Sentinel employs strategies that help it flourish in sizes both large and small. Sentinel Light and Light Italic are the primary weights when creating communication collateral.

Its primary contribution to the Westholme brand expression is body copy.

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz

1234567890

*Note: Sentinel is the secondary typeface, to be used for body copy only.*

# EVELETH

## CLEAN THIN

### Eveleth

The Eveleth font is a workmanlike “craftsman’s alphabet” at a monumental scale. Similarly unadorned, is the lettering on precision tools, instruments, blueprints, stencils and templates found on the tools of trade—Eveleth’s bright, clean lines promote a sense of optimism and progress that evokes technique, richness and refinement.

### Eveleth Clean Thin

Eveleth Clean Thin is used as the product qualifier across all of the AACo brand marks; for the Westholme brand it is used as the primary communication device for its unique qualities that compliment the Darwin font, used in the brand mark.

*Note: Eveleth should be used sparingly as a display face for headlines. It is never to be used for long statements or body copy.*

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  
1 2 3 4 5 6 7 8 9

# Colour

This colour palette reflects the Westholme personality and tone. Over time, the consistent and prominent use of these colours builds brand recognition and distinguishes us among the industry landscape.

## Colour Mode Values

When specifying colour use the appropriate specification for each application.

Rely on the Pantone Matching System® for colour matching when printing.

### Primary Colour


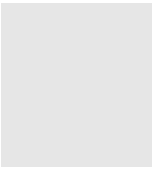






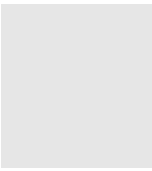


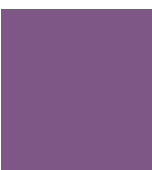

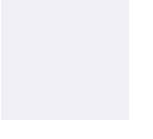




Westholme Majesty is the signature colour identified with our master brand.

### Secondary Colour

Westholme Fog should be used for design elements and as a compliment to the primary colour.

### Tertiary Colour

Westholme Plum should be used with primary and secondary colours to build depth and dimension, or as an accent.

|     | DIGITAL USE                                                                                                  | PRINT USE |                                                                                                          |                                                                                                                  |
|-----|--------------------------------------------------------------------------------------------------------------|-----------|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| RGB |  Majesty<br>RGB 57.42.73  | COATED    | Pantone®<br><i>When printing on coated stock</i>                                                         | CMYK<br><i>When printing on coated stock</i>                                                                     |
|     |  Fog<br>RGB 230.230.230   |           |  Majesty<br>P 275 C   |  Majesty<br>CMYK 100.100.7.56 |
|     |  Violet<br>RGB 127.87.134 |           |  Fog<br>P 5315 C      |  Fog<br>CMYK 10.7.1.4         |
| HEX |  Majesty<br>#392a49       | UNCOATED  | Pantone®<br><i>When printing on uncoated stock</i>                                                       | CMYK<br><i>When printing on uncoated stock</i>                                                                   |
|     |  Fog<br>#e6e6e6          |           |  Majesty<br>P 275 U  |  Majesty<br>CMYK 86.92.1.4   |
|     |  Violet<br>#7f5786      |           |  Fog<br>P 5315 U    |  Fog<br>CMYK 4.4.0.4        |
|     |                                                                                                              |           |  Violet<br>P 2623 C |  Violet<br>CMYK 75.100.8.26 |
|     |                                                                                                              |           |  Violet<br>P 2613 U |  Violet<br>CMYK 57.89.0.2   |

*Note: Majesty can be used as a transparent overlay or shade. Please use the digital values for back-lit display and the print values as a starting point for printed media. The values are optimally chosen for these two applications.*

# Photography

With photography we bring to life our stories of land, people and cattle. The imagery of Westholme should be as primal and classic as our product. It should utilise tight or true to scale with cattle and stations in view and interest in contrasts. When choosing imagery for Westholme, imagery that is expected for a 'beef brand' is welcomed. Use the Westholme brand colour palette of Majesty and Plum to tint and grade, deepen the shadows, and add warmth.



## Land

In the shadow of Australia's Great Dividing Range, you'll find some of the finest cattle country in the world. Super wide images of our rangelands should feel epic in scale and western in nature. In the golden hues of the twilight hour—traditional western imagery complement the primary color palette of Westholme.

## People

Our stations are stewarded by families who dedicate their lives to the land and to providing their cattle with the best lives. We document these cattlemen and women as they live and work with the land, riding fences, sharing meals, and chasing cattle.

## Cattle

Our cattle came to Australia from Japan more than two decades ago. Their lineage traces back to the mighty Westholme herd. Westholme showcases it's migrating herd on epic shots of our Australian rangelands, in other shots we imply our lineage with a signature hero bull.

## Cocktails

A True Westholme cocktail are elevations of the classic libations just like our brand. A well crafted, whiskey forward, old fashioned would be served in a rocks glass, adorned with a unique fruit skewer.

## Plating

Westholme signatures are oversized, bone-in Tomahawks, T-Bones and Porterhouses. Served pre-sliced and to-share our product is an elevation of primal classics.

## Ambassadors

Capturing the dialogue of our Westholme Ambassadors should be done in a restaurant or kitchen environment with all of the sites, sounds and movements of an urban kitchen setting with a view of our product at various stages of preparation.













# Customer Profile



## Jim, 27, Westholme

LOS ANGELES | SINGAPORE | SYDNEY

- Jim is a city-dwelling young professional
- He is in a mid management position, enjoying his career but ensuring primarily it allows him to enjoy his life
- He has an innate passion for sports, enjoys time with his young family in the outdoors followed by a relaxed barbeque and beer with friends
- Jim is always booking his next vacation – off exploring the world’s key international cities, or a week on a remote island / beach with plenty of water sports activities
- He can be found regularly enjoying a meal at the nearest gastro-pub, or taking his partner to dinner at a new casual dining restaurant that is receiving rave reviews
- Jim is health conscious but not known for getting involved with the latest eating trends or environmental movements
- Jim’s wardrobe is casual yet stylish, he doesn’t mind so much about his look but more about his comfort, and ensuring his Tag Heuer is on his wrist
- Jim is constantly attached to his phone and contributing to social media (Instagram, Snap Chat, Facebook)
- When not contributing to social media, he can be found reading online culture and lifestyle magazines including Concrete Playground, Time Out, Art & About or Village Voice.

# Video & Sound

## Videography

Footage should explore the extremes (extreme long-shot to extreme close-up), to capture the epic qualities of the land, animals and people to evoke the imagination of the viewer.

It is important to ensure videography is 70% centred around the product and Chef, not the station and pastures.

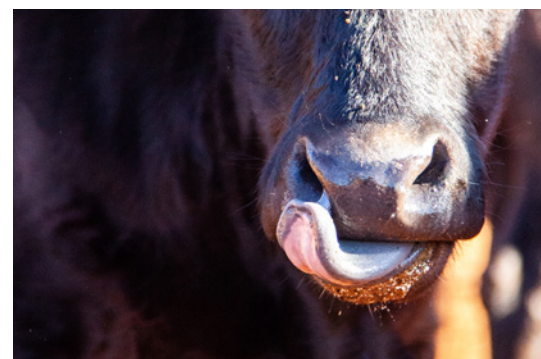
The Westholme logo, website and social handle (#true\_westholme) should close each video.

The tone of the video should be accessible but premium. AACo's glossary of terms should be used wherever possible for consistency across messaging.

Westholme videos should not use a filter, but rather play on the beauty of natural light and the shadows and contrast it creates.

Cartoon style animation and or gag humour should never be used.

Ensure to reflect Westholme's tone of voice, brand identity and sound guidelines.



## Sound

### Voice

**Tone:** Refined but not elitist, honorable but not prestigious, expressive but not verbose

**Gender:** Male

**Accent:** Soft/Neutral Australian

### Music

The Westholme brand pays homage to its Australian heritage. It is honest, perfectly balanced and consistent.

It is for professionals who are well-traveled, down to earth and social.

Alternative rock and indie folk best reflects Westholme's versatility and accessibility. Music should be audible but set at a volume that allows for easy conversation.



# Social Media

Westholme is a prestige brand – the purpose of social media is to create a sense of community (the peoples brand) that celebrates great dining experiences.

Through social media Westholme aims to inspire to use Westholme product by Chefs, or bookings to dine at a Westholme restaurant by diners.

Content should always stimulate a sense of community and sharing – Westholme recipes by ambassador Chefs, reviews on restaurants where you can dine on Westholme, showcase the

raw product, stories of the people (our producers, fellow producers of truffles or accompaniments), and share content from Westholme fans.

All digital attributes (imagery, colours, typeface etc.) must align with the brand standards and reflect the brand tone of voice.





## Instagram

### Primary Platform

To generate engagement and credibility

### Guidelines

Sharp quality images that portray luxury sized at 1200 x 1200

- Video format to be square with captions for interviews
- Westholme colour palette of Majesty and Plum to tint and grade, deepen the shadows, and add warmth

### Regularity

Minimum 3 posts per week



## Facebook

### Secondary Platform

To generate engagement and credibility

### Guidelines

- Sharp quality images that portray luxury sized at 1200 x 1200 for timeline posts and 1200 x 627 for custom link post images
- Video format to be square with captions for interviews
- Westholme colour palette of Majesty and Plum to tint and grade, deepen the shadows, and add warmth

### Regularity

Minimum 1 post per week

# Touchpoints

## WEAR

Plaid button-up,  
*not Western shirt*

## READ

Bound book,  
*not a sales brochure*

## GIVE

Custom leatherware,  
*not cottonware*

## CARRY

Custom printed butcher paper,  
*not craft paper*

## PLATE

Wooden carving board,  
*not delicate knife*


# Events

A Westholme event should be **crafted and curated**.  
**Brand driven** and **Heritage** acknowledged.  
**Free and Explorative**.  
*Prestigious yet not unattainable.*  
*Larger in scale, but not overwhelming.*  
**Relaxed & Casual**, yet well appointed.  
**Identifiable and Inviting. Memorable.**  
Defined as **Station to Plate**.  
Origin tied to **Australia**.

**Relaxed setting, not overdone.**  
**Touches of Wood**, elements of **Copper and Reclaimed**  
finishes. **Florals** *at a minimum*, perhaps more branches  
and green leaves. **Music**, jazz, rich in vocals.  
**Crafted presentation** of dishes – some individual,  
some family style.  
**Matte silver or copper cutlery**, clay dishware in soft hues.  
**Ambient lighting**, **Candles** tastefully placed.  
More **Eclectic** in style.  
**Cocktails of Craft** – *perhaps even a Moscow Mule.*  
Think **Upscale Pub**, or a more **Rustic** flair.

# Global Trademark Usage

## Global Trademark Usage – AACo

|                                                                                                         | Australia | Canada | China | European Union | Hong Kong | Indonesia | Int. | Japan | Macau | Republic of Korea (South) | Singapore | Taiwan | Thailand | UAE | USA |
|---------------------------------------------------------------------------------------------------------|-----------|--------|-------|----------------|-----------|-----------|------|-------|-------|---------------------------|-----------|--------|----------|-----|-----|
| <b>WESTHOLME</b><br>(word)                                                                              | ✓         |        |       | ✓              | ✓         |           | ✓    | ✓     | ✓     | ✓                         | ✓         | ✓      |          | ✓   | ✓   |
| <br><b>WESTHOLME</b> | ✓         |        |       | ✓              | ✓         |           | ✓    | ✓     | ✓     |                           | ✓         | ✓      |          | ✓   | ✓   |
| <b>WESTHOLME</b><br>with bull device                                                                    |           |        |       |                |           |           |      |       | ✓     |                           |           |        |          |     |     |

### Legend

✓ = Registered

✗ = Registration denied

Blank = TM pending or no TM application made

*Note: Please refer full schedule for registration classes.*



[WWW.WESTHOLME.COM.AU](http://WWW.WESTHOLME.COM.AU)

