

Brand South Australia Brand Guidelines

Part 1 Brand Story, Elements and Applications
July 2023



Contents

Part 1 Brand Story, Elements and Applications

1.0 Our brand journey

- 1.1 Introduction to our brand
 - 1.1.1 The need to identify South Australia
 - 1.1.2 So what is a brand?
 - 1.1.3 Developing the brand
 - 1.1.4 Developing the brand
- 1.2 Brand DNA
- 1.3 Brand values
- 1.4 Brand personality
- 1.5 South Australia = the South of Australia
- 1.6 The threshold of a new era
 - 1.6.1 The threshold of a new era
- 1.7 New possibilities open up
- 1.8 Using Brand South Australia
- 1.9 Glossary of terms

2.0 Brand elements

- 2.1 South Australia Brandmark
 - 2.2 Overview of all brand elements
 - 2.2.1 Brandmark variations, South Australia
 - 2.2.2 Brandmark variations, Adelaide
 - 2.2.3 Brand South Australia 1
 - 2.2.4 Brand South Australia 2
 - 2.2.5 Brand South Australia 3
 - 2.2.6 Brand South Australia 4
 - 2.2.7 Brand Adelaide 1
 - 2.2.8 Brand Adelaide 2
 - 2.2.9 Brand Adelaide 3
 - 2.2.10 Brand Adelaide 4
 - 2.2.11 Brandmark use on coloured backgrounds
 - 2.2.12 Brandmark use on photographic background
 - 2.2.13 Choosing the correct file format
- 2.3 Colour palette
- 2.4 Typeface
 - 2.4.1 Word processing alternative typeface
- 2.5 Imagery approach – photography
 - 2.5.1 Photographic imagery in the Brandmark
- 2.6 Imagery approach – textural
 - 2.6.1 Textural imagery in the Brandmark
- 2.7 Graphic border and panel device
 - 2.7.1 Graphic border device
 - 2.7.2 Graphic Panel device

3.0 State Brand applications

- 3.1 State Brand graphic border and panel device application
- 3.2 State Brand as a graphic device, application
- 3.3 State Brand advertising applications, digital
- 3.4 State Brand advertising applications, print
- 3.5 State Brand banner examples
- 3.6 State Brand billboard examples
- 3.7 State Brand merchandising examples
- 3.8 State Brand tradeshow stand example
- 3.9 State Brand 1 signage
- 3.12 State Brand doorway sculpture

1.0 Our brand journey



1.0 Our brand journey

Many of us who live, work and believe in South Australia have long championed the goal of building our state's profile domestically and globally.

Central to that, what South Australia has needed is a cohesive image and representation to promote the state and its wide diversity of attractions as an easily identifiable whole.

The brand we've created isn't just for the government. It isn't just for tourism. It isn't just for business. It isn't just for you and me. It's a brand that works – quite literally – for everyone in the state. Education. Investment. Migration. Trade. Export. Tourism. There isn't an area of economic activity that won't benefit from employing this brand. Because as you will see from our state's diverse offer on the following pages, the better we sell our state, the better state we'll all be in.

INVESTMENT



EVENTS



DEFENCE



MINING RESOURCES



EDUCATION



WINE



TOURISM



LIVESTOCK EXPORT



GRAIN



FRESH PRODUCE



MANUFACTURING



1.1 Introduction to our brand

Branding is about influencing the customer's view or opinion of a product with the objective of creating value for the business. To successfully sell South Australia it is important that people have a clear perception of what South Australia will offer them.

This perception is built over time by the many messages they receive about the state. These messages must be built on the true essence and character of South Australia as a place. This message becomes the brand promise.

Then demonstrated through a visual identity we can tell many stories regardless of the industry. This South Australian identity will provide the common link for all communication coming from South Australia whether from government or private industry that unites us as one.

This overarching brand identity has been adopted for all government agencies and is accessible to South Australian industries that market South Australia.

Having one consistent identity provides South Australia with a valuable competitive advantage when marketing itself, both domestically and overseas, as a great place to visit, live, learn, work and do business.

This new identity provides an elastic framework to communicate the diverse South Australia brand offer regardless of industry. In fact, the branding welcomes business to South Australia in a modern, creative and inspiring manner.

In this guide, you'll find the tools and information to showcase our brand.

By working together to provide consistent and clear messages about South Australia we can more effectively promote our state and help achieve our Strategic Plan objectives.

1.1.1 The need to identify South Australia

Brand South Australia was developed after months of careful planning – the result being a highly distinctive and instantly recognisable brand identity which will:

1. Act as a powerful identifying endorsement for our state's regions, organisations and private partnerships.
2. Encapsulate who we are, where we are and what we offer, and trigger positive perceptions for our state.
3. Provide a sustainable identity allowing South Australian businesses and organisations to share its compelling brand story in order to attract business to and within the state.

1.1.2 So what is a brand?

A brand is said to be the totality of perceptions, thoughts and feelings that people hold about a product.

Or, in this case the State of South Australia. A state with a staggering diversity of people, places, experiences, products, services and investment opportunities.

The brand will help to endorse, identify and position the brands of any South Australian company or organisation wishing to use its leverage to enhance their competitive advantage. The flexibility of our design system means it can be used in either a very subtle way or it can take the lead, depending on the application or need.

1.1.3 Developing the Brand

To understand the 'totality of perceptions' held about South Australia, we conducted extensive research in all the key sectors in which it operates.

Every South Australian has an opinion on their state. We might all agree it's the best place in the world. But why? And what could be better? What are our strengths, our weaknesses, our opportunities and our threats? You couldn't create the definitive brand without canvassing all these perceptions. So we did. With extensive research in all the key sectors. From end-users, customers, key decision-makers, advisors, representatives and the broader community. Here at home, interstate and overseas.

What we ended up with was a list of the significant factors (the brand's 'DNA', if you will) that actively contributed to perceptions of the state. These were then categorised to primary and secondary rankings, and weighted for their significance in attracting businesses to South Australia.

1.1.4 Developing the Brand

After analysing alternative brand models, the research led us to recommend a set of unique values or beliefs with which the State's Brand should become synonymous. These can be shared by everyone in the state, but applied in a way that is relevant to the individual markets and audiences in each sector.

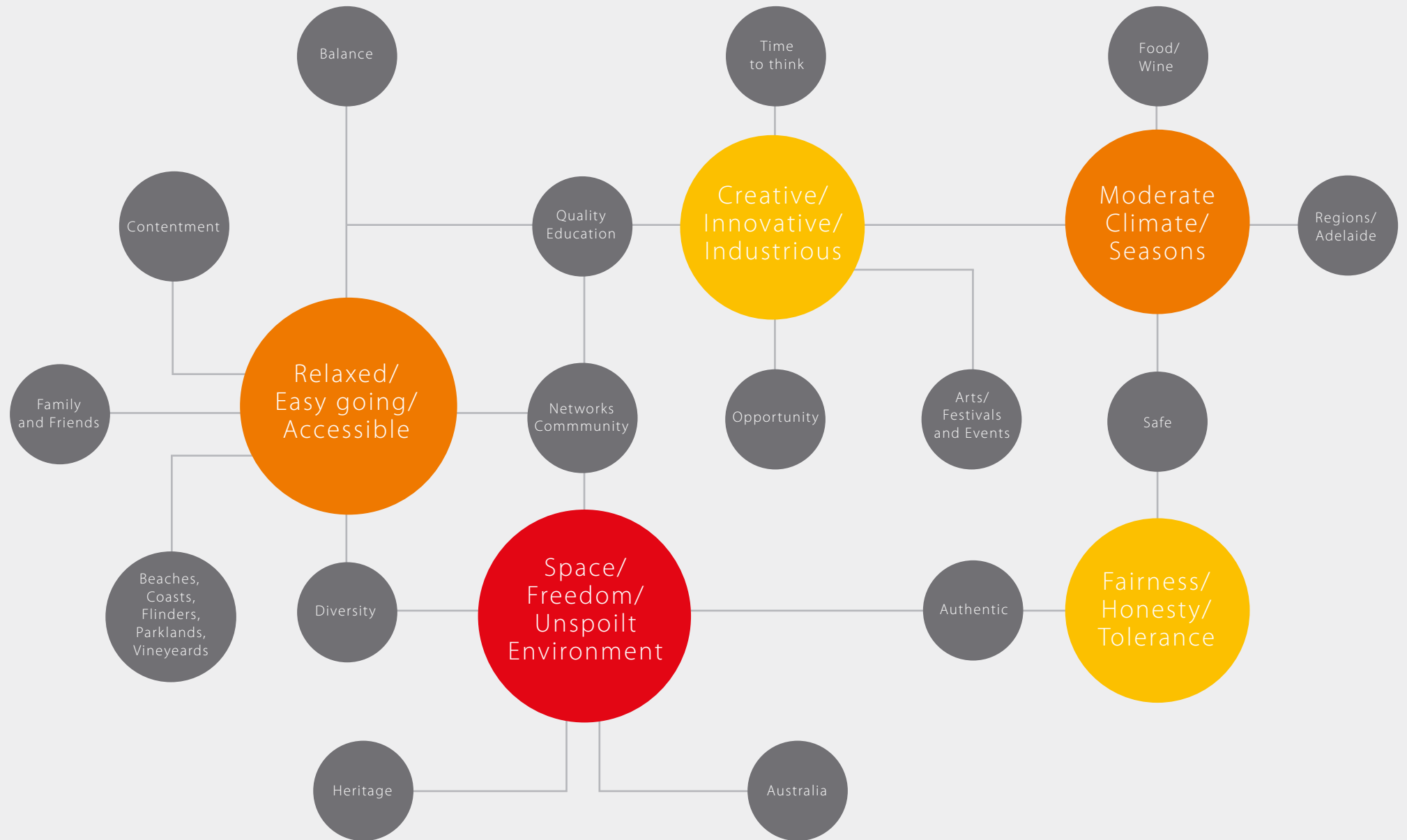
What this led to is a single-minded brand. A brand we believe logically, innovatively and emotionally solves the problem. Giving us a brand that represents us all. And is a part of us all. Because it is actually in our DNA.

Deoxyribonucleic acid is quite a mouthful. That's why it's simply known as DNA. These are the molecules that contain all the genetic code that defines a person's individuality. In a similar way, every brand has a unique set of attributes - or DNA - that define its character. In the diagram on the following page, the molecules represent the DNA we found for South Australia. Within them, we discovered the most significant attributes for attracting businesses here.

Time and again, our research kept coming back to three words. Creativity. Innovative. Industriousness. The three core values that define the essence of South Australia. Not because we say so. But because they ring true with the people and the businesses we want to attract to the state. The Brand Values and Brand Personality charts on the following pages show you how each market relates to each attribute. And why, with so much passion evident, we embraced them as our core values.

Ultimately the brand was created to become synonymous with South Australia and we encourage any South Australian business to use it to open the door to a world of economic opportunity.

1.2 Brand DNA



1.3 Brand values

From the many significant factors we discovered that actively contribute to perceptions of the state (the brand's 'DNA'), we identified three core values that define the essence of South Australia in the hearts and minds of each of our state's target markets:

- Creativity
- Innovation
- Industriousness

Below, you'll see how each market segment relates to these brand values in different ways and to varying degrees.

- Highly relevant
- Relevant
- Less relevant

Audience category	Segmentation	Creativity	Innovation	Industriousness
To attract education	Young students and their families	Specialist courses within a creative community	Specialist courses	Supportive learning culture that encourages hard work
	Adult students and their employers	Specialist courses within a creative community	Specialist courses for continuing career paths	Supportive learning culture that encourages hard work
To attract investment	Defence	Less relevant	Opportunity and encouragement of innovative approaches	Focused world-class sector
	Advanced manufacturing	Approaches that value creative solutions	Opportunity and encouragement of innovative approaches	Focused world-class sector
	Mining services	Less relevant	Opportunity for innovative solutions	Appealing backdrop for leisure
	Urban development	Approaches that value creative solutions	Opportunity and encouragement of innovative approaches	Focused, world class sector with growth opportunities
	Wine and food	Approaches and products that value creative solutions	Opportunity and encouragement of innovative approaches	World class sector with growth opportunities
	Sustainable energy	Approaches that value creative solutions	Opportunity and encouragement of innovative approaches	Focused, world class sector with growth opportunities
To attract tourism	Domestic travellers	Sensory experiences	Innovative and unique tourism experiences	Less relevant
	International travellers	Sensory experiences	Unique Australian nature and culture-based tourism experiences	Less relevant
To attract migration	Interstate workers and families	A supportive, creative community	A supportive community that values innovation	Opportunity and supportive work ethic
	International workers and families	A supportive, creative community	A supportive community that values innovation	Opportunity and supportive work ethic
To promote trade and export	Consumers of natural products	Creative products and services	Innovative products and services	Natural products with world-class quality
	Consumers of innovative products	Creative solutions	Innovative products and services	Innovative products and services
To resonate with South Australian residents	Who live and work in South Australia	A supportive, creative community	A supportive community that values innovation	A supportive 'can-do' attitude
	Expat ambassadors	A community that values creativity to deliver successful outcomes	A supportive community that values innovation	Success stories through a strong work ethic
	Agents and representatives outside of South Australia	A community that values creativity to deliver successful outcomes	A supportive community that values innovation	A coordinated and committed work ethic

1.4 Brand personality

The personality of a brand is exactly the same as that of a person. In this case, it's how we describe South Australia's approach to business and life, our attitude, our view of the future, and how we work and interact. We've encapsulated it in four personality traits that sum up how the brand expresses itself:

- Progressive
- Refreshing
- Open
- Collaborative

Below, you'll see how each market segment reflects these brand values, again in different ways and to varying degrees.

- Highly relevant
- Relevant
- Less relevant

Audience category	Segmentation	Our approach to business and life	Our attitude	Our view of the future	How we work and interact
To attract education	Young students and their families	Progressive diversity and learning opportunities	Refreshing outlook	Open to opportunity	Collaborative support
	Adult students and their employers	Progressive diversity and learning opportunities	Refreshing outlook	Open to opportunity	Collaborative support
To attract investment	Defence	Progressive business approach	Refreshing approach to business	Open for business	Collaborative business partnerships
	Advanced manufacturing	Progressive technology	Refreshing approach to business	Open for innovation	Collaborative business partnerships
	Mining services	Progressive business practices	Refreshing approach to business	Open for business	Collaborative business partnerships
	Urban development	Progressive business approach	Refreshing approach to business	Open to opportunity	Collaborative business partnerships
	Wine and food	Progressive business approach	Refreshing approach to business	Open for business	Collaborative business partnerships
	Sustainable energy	Progressive technology	Refreshing approach to business	Open for innovation	Collaborative business partnerships
To attract tourism	Domestic travellers	Progressive offers	Refreshing experiences	Open landscapes, open community	Collaborative tourism industry
	International travellers	Progressive offers	Refreshing experiences	Open landscapes, open community	Collaborative tourism industry
To attract migration	Interstate workers and families	Progressive diversity and opportunity	Refreshing outlook and climate	Open to opportunity, open to community	Collaborative support
	International workers and families	Progressive diversity and opportunity	Refreshing outlook and climate	Open to opportunity, open to community	Collaborative support
To promote trade and export	Consumers of natural products	Progressive products	Refreshing products	Open trade	Collaborative business partnerships
	Consumers of innovative products	Progressive products	Refreshing products	Open trade	Collaborative business partnerships
To resonate with South Australian residents	Who live and work in South Australia	Progressive diversity and opportunity	Refreshing outlook	Open-minded and diverse community	Collaborative support
	Expat ambassadors	Progressive diversity and opportunity	Refreshing outlook	Open-minded and diverse community	Collaborative support
	Agents and representatives outside of South Australia	Progressive diversity and opportunity	Refreshing outlook	Open-minded and diverse community	Collaborative support
		Progressive	Refreshing	Open	Collaborative

1.5 South Australia = the South of Australia

Our landmark clearly demonstrates we are the central doorway to the whole of the country. South Australia is the south of Australia. The pivotal state. The hub. The only one that touches every other mainland state.

If you were overseas and knew nothing about this country, suddenly our state seems like the natural entry point and the best place to go first. Our doorway welcomes opportunity. Everyone plays a part in greeting opportunities at every level. Including the people that live here and enjoy a world-class lifestyle.

SOUTH



1.6 The threshold of a new era

Designers are amazing. They can take all of that information and turn it into something as simple as a doorway. The doorway that is South Australia. (Can you ever see it in the same way again?)

With multiple doors all opening up our state, welcoming tourists, migrants, investors, traders and businesses. Inviting discovery. Accessing our secrets. Offering a refuge, communication, friendship and hospitality. (That's very South Australian.)



1.6.1 The threshold of a new era

A doorway is a traditional symbol of hope and opportunity. In ancient times, when you crossed a temple's threshold, you abandoned old ideas, concepts and plans for something new and better. Or it simply says welcome.

You'd have to say it's also creative, innovative and hints at our industriousness. And what could be more South Australian than that? So, maybe that simple little landmark is not so simple after all. Especially when you see how it works.



1.7 New possibilities open up

This is so much more than a logo. What we have devised is a master brand for South Australia.

Essentially, it's a complete design system which includes a landmark, a colour palette, typeface, a graphic design system to unite our identity. It's an idea that can be expressed in any number of ways. The border device, for example, instantly brands any image it frames. More than that, it welcomes you into the picture. So, if you want your brand to wear its South Australian credentials loudly and proudly, you couldn't do better than to use this subtle device.

Importantly, from here on in, we're South Australia, not SA. Our name is another great asset. As SA, we could be South Africa, Saudi Arabia or South America to an international audience. But as South Australia, it truly spells out where we come from.

Interestingly, as one of the only two states to feature 'Australia' in our name, we have an immediate advantage in uniquely placing ourselves geographically.



PMS 485
C: 0 M: 100 Y: 100 K: 0
R: 213 G: 43 B: 30

PMS 152
C: 0 M: 62 Y: 100 K: 0
R: 225 G: 112 B: 0

PMS 124
C: 0 M: 27 Y: 100 K: 0
R: 234 G: 171 B: 10



PMS Cool Grey 11
C: 0 M: 0 Y: 0 K: 60
R: 95 G: 93 B: 92

PMS 1805
C: 30 M: 100 Y: 100 K: 0
R: 170 G: 39 B: 47

PMS BLACK
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

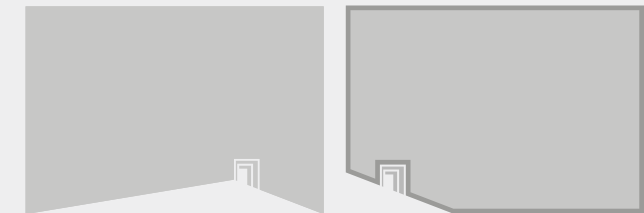


ABC ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcde fghij klmnopqrstuvwxy z
1234567890

ABC ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcde fghij klmnopqrstuvwxy z
1234567890

ABC ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcde fghij klmnopqrstuvwxy z
1234567890

ABC ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcde fghij klmnopqrstuvwxy z
1234567890



1.8 Using Brand South Australia

As South Australian business leaders, it's your innovative, creative and industrious stories that now breathe life into the brand. We're putting out the welcome mat. Now, it's your turn. Because without every South Australian getting behind this state, our brand will take longer to get recognised on the world stage. We need your voice and presence to get heard.

It's a two-way street. Great brands need to tell the world they're from South Australia. And South Australia needs to tell the world we're home to great brands. That way, we'll put ourselves on the map. And bring greater economic activity – and prosperity – to our state. To do this, we've got to get our brands together. Don't sit back. Embrace the power of our State Brand.

Whilst we're not asking you to change your brand identity, we are looking to have every South Australian business use the new South Australian brand mark. Even in a very small subtle way by adding our logo or in a big and strong way by using some of the design elements.

We believe the more people that use the South Australian brand the faster we'll draw recognition to South Australia. And we'll all win.

For any queries regarding the use of the State Brand please contact the Brand SA Team at:

**Brand South Australia
+61 8 8235 5427
dti.brandsa@sa.gov.au**

1.9 Glossary of terms

Ascender

The part of a letter that rises above the 'x' height, as in 'l' or 'h'.

Base alignment

Alignment of letters or words and design elements of different shapes and sizes on a common baseline.

Bleed

When the printed image extends to, and passes over, the trim edge of a sheet or page.

Cap height

Measurement taken from the base of the capital letter to the top edge of the capital letter.

Capitals and lower case

Capital letters and small letters.

CMYK

The abbreviation CMYK stands for Cyan, Magenta, Yellow and Black (K is used rather than B in order to avoid confusion between blue and black). These are the ink colours used in four-colour process printing.

Descender

The part of a letter below the 'x' height, as in 'y' or 'g'.

GSM

Grams per square metre; a standard measure of the weight, that is, thickness of paper. Also expressed as gm².

Hexadecimal Colours

Also referred to as web or hex colours, hexadecimal colours are used to specify colours used on web pages. A six digit number is used in HTML, CSS and SVG to represent colours.

Kerning

The manual adjustment of the amount of space between letters and words.

Leading

The space between lines of type, expressed as a measurement in points, from the baseline of each consecutive line of type.

Logotype

A group of letters or words designed especially to represent or be associated with the company.

Master Brand

The totality of images, ideas and reputations of the company in the minds of the people who come into contact with it.

PMS

Pantone Colour Matching System; an international colour swatch numbering system used to provide a method for the selection, specification and matching of colours.

Point

A unit of measure used in the specification of type, approximately 0.35mm. There are 72 points in one inch.

Ranged left

The first word of each line is aligned vertically with no indent. For example refer to contents list in this guideline.

RGB

The abbreviation RGB stands for Red, Green and Blue. These three colours are used to refer to all colour produced electronically.

Sans serif

A typeface without serifs.

Serif

Small extensions terminating the main straight vertical and horizontal strokes of letters.

Strapline

A secondary word or sentence which is attached to a logotype or symbol.

Symbol

A mark which represents or is associated with the company symbol and logotype relationship. The specific combined proportions of a symbol and logotype.

'x' height

Measurement taken from the base of a lower case letter, excluding descenders, to its top edge, excluding ascenders.

Tracking

The automatic spacing of letters. This can be set at various values.

Typeface

A particular style or appearance of letters which make up an alphabet.

Widow

A single word on a line by itself, ending a paragraph.

2.0 Brand elements



2.1 South Australia Brandmark

The Brandmark is based on multiple open doorways to represent the State of South Australia. These open doorways lead you to new and exciting experiences and opportunities in South Australia.

The South Australia Brandmark is based upon a set of graphic elements: the symbol, the wordmark and the colour palette. The combined elements are referred to as the Master Brand.

The South Australia Brandmark has been specifically drawn and must not be modified in any form by either manual or electronic methods.

Always use the electronic master artwork. The proportions, spacing and relative positioning of the South Australia symbol and logotype must remain consistent.



2.2 Overview of all brand elements

South Australia Brand elements are:

- South Australia Brandmark (Section 2.2)
- Colour palette (Section 2.3)
- Typefaces (Section 2.4)
- Image approach (Section 2.5)
- Textures (Section 2.6.1)
- Graphic border device (Section 2.7)

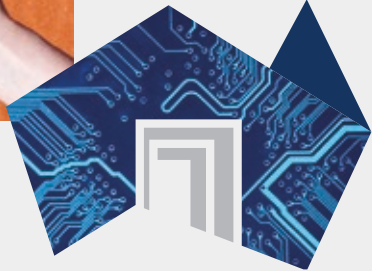


Section 2.2
South Australia
Brandmark

Section 2.3
Colour palette



Section 2.5
Image approach



Section 2.6.1
Textural image in the
Brandmark



Section 2.7
Graphic border device

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Section 2.4
Typefaces

2.2.1 Brandmark variations, South Australia

The full colour vertical format (Brand SouthAust1) is the preferred Master Brand for all applications and must be used whenever possible.

Brand South Australia 1

Use for International and national communication material. The full colour vertical format is the preferred Master Brand for all applications. Available in PMS, CMYK, Black, Reverse colour, Special and also in RGB. (Refer Section 2.2.3 for usage)

File Name

Brand_SouthAust1_CMYK.eps
Brand_SouthAust1_CMYK_Black.jpg
Brand_SouthAust1_CMYK_Rev .eps
Brand_SouthAust1_PMS.eps
Brand_SouthAust1_RGB.eps
Brand_SouthAust1_RGB.jpg
Brand_SouthAust1_RGB.png

Brand South Australia 3

Use the wordmark (South Australia) without the symbol when in conjunction with the graphic border, panel or Brandmark devices. Available in PMS, CMYK, Black, Grey, Reverse colour, Special and also in RGB. (Refer Section 2.2.5 for usage)

File Name

Brand_SouthAust3_CMYK.eps
Brand_SouthAust3_CMYK_Black.eps
Brand_SouthAust3_CMYK_Grey.eps
Brand_SouthAust3_CMYK_Rev.eps
Brand_SouthAust3_PMS.eps
Brand_SouthAust3_RGB.eps
Brand_SouthAust3_RGB.jpg
Brand_SouthAust3_RGB.png
Brand_SouthAust3_RGB_Rev.eps
Brand_SouthAust3_RGB_Rev.png

Where space is restricted variations have been provided.



Brand_SouthAust1_RGB_Black.eps
Brand_SouthAust1_RGB_Black.jpg
Brand_SouthAust1_RGB_Black.png
Brand_SouthAust1_RGB_Rev.eps
Brand_SouthAust1_RGB_Rev.jpg
Brand_SouthAust1_RGB_Rev.png
Brand_SouthAust1_Special.eps

Brand South Australia 2

Use this format as an alternative to Brand South Australia 1 where space is restricted. Available in PMS, CMYK, Black, Reverse colour, Special and also in RGB. (Refer Section 2.2.4 for usage)

File Name

Brand_SouthAust2_CMYK.eps
Brand_SouthAust2_CMYK_Black.eps
Brand_SouthAust2_CMYK_Rev.eps
Brand_SouthAust2_PMS.eps
Brand_SouthAust2_RGB.eps
Brand_SouthAust2_RGB.jpg
Brand_SouthAust2_RGB.png



Brand_SouthAust2_RGB_Black.eps
Brand_SouthAust2_RGB_Black.jpg
Brand_SouthAust2_RGB_Black.png
Brand_SouthAust2_RGB_Rev.eps
Brand_SouthAust2_RGB_Rev.jpg
Brand_SouthAust2_RGB_Rev.png
Brand_SouthAust2_Special.eps

Brand South Australia 4

This format has been designed for use on large format horizontal applications, such as hoardings and billboards etc. This should not be used on any publication formats. Available in PMS, CMYK, Black, Reverse colour, Special and also in RGB. (Refer Section 2.2.6 for usage)

File Name

Brand_SouthAust4_CMYK.eps
Brand_SouthAust4_CMYK_Black.eps
Brand_SouthAust4_CMYK_Rev.eps
Brand_SouthAust4_PMS.eps
Brand_SouthAust4_RGB.eps
Brand_SouthAust4_RGB.jpg
Brand_SouthAust4_RGB.png



Brand_SouthAust4_RGB_Black.eps
Brand_SouthAust4_RGB_Black.jpg
Brand_SouthAust4_RGB_Black.png
Brand_SouthAust4_RGB_Rev.eps
Brand_SouthAust4_RGB_Rev.jpg
Brand_SouthAust4_RGB_Rev.png

2.2.2 Brandmark variations, Adelaide

As an alternative for national and local audiences, you may use the preferred Adelaide Brand on publications and communication.

Brand Adelaide 1

Use for national and local market within South Australia. The full colour vertical format is the preferred Master Brand for all applications. Available in PMS, CMYK, Black, Reverse colour, Special and also in RGB. (Refer Section 2.2.7 for usage)

File Name

Brand_Adelaide1_CMYK.eps
Brand_Adelaide1_CMYK_Black.eps
Brand_Adelaide1_CMYK_Rev.eps
Brand_Adelaide1_PMS.eps
Brand_Adelaide1_RGB.eps
Brand_Adelaide1_RGB.jpg
Brand_Adelaide1_RGB.png

Brand Adelaide 3

Use the wordmark (Adelaide) without the symbol when in conjunction with the graphic border, panel or Brandmark devices. Available in PMS, CMYK, Black, Grey, Reverse colour, Special and also in RGB. (Refer Section 2.2.9 for usage)

File Name

Brand_Adelaide3_PMS.eps
Brand_Adelaide3_CMYK.eps
Brand_Adelaide3_CMYK_Black.eps
Brand_Adelaide3_CMYK_Grey.eps
Brand_Adelaide3_CMYK_Rev.eps
Brand_Adelaide3_RGB.eps
Brand_Adelaide3_RGB.jpg
Brand_Adelaide3_RGB.png
Brand_Adelaide3_RGB_Black.eps

Where space is restricted variations have been provided.



Brand_Adelaide1_RGB_Black.eps
Brand_Adelaide1_RGB_Black.jpg
Brand_Adelaide1_RGB_Black.png
Brand_Adelaide1_RGB_Rev.eps
Brand_Adelaide1_RGB_Rev.jpg
Brand_Adelaide1_RGB_Rev.png
Brand_Adelaide1_Special.eps

Brand_Adelaide3_RGB_Black.jpg
Brand_Adelaide3_RGB_Black.png
Brand_Adelaide3_RGB_Grey.eps
Brand_Adelaide3_RGB_Grey.jpg
Brand_Adelaide3_RGB_Grey.png
Brand_Adelaide3_RGB_Rev.eps
Brand_Adelaide3_RGB_Rev.jpg
Brand_Adelaide3_RGB_Rev.png

Brand Adelaide 2

Use this format as an alternative to Brand Adelaide 1 where space is restricted. Available in PMS, CMYK, Black, Reverse colour, Special and also in RGB. (Refer Section 2.2.8 for usage)

File Name

Brand_Adelaide2_CMYK.eps
Brand_Adelaide2_CMYK_Black.eps
Brand_Adelaide2_CMYK_Rev.eps
Brand_Adelaide2_PMS.eps
Brand_Adelaide2_RGB.eps
Brand_Adelaide2_RGB.jpg
Brand_Adelaide2_RGB.png

Brand Adelaide 4

This format has been designed for use on large format horizontal applications, such as hoardings and billboards etc. This should not be used on any publication formats. Available in PMS, CMYK, Black, Reverse colour, Special and also in RGB. (Refer Section 2.2.6 for usage)

File Name

Brand_Adelaide3_CMYK.eps
Brand_Adelaide3_CMYK_Black.eps
Brand_Adelaide3_CMYK_Rev.eps
Brand_Adelaide3_PMS.eps
Brand_Adelaide3_RGB.eps
Brand_Adelaide3_RGB.jpg
Brand_Adelaide3_RGB.png



Brand_Adelaide2_RGB_Black.eps
Brand_Adelaide2_RGB_Black.jpg
Brand_Adelaide2_RGB_Black.png
Brand_Adelaide2_RGB_Rev.eps
Brand_Adelaide2_RGB_Rev.jpg
Brand_Adelaide2_RGB_Rev.png
Brand_Adelaide2_Special.eps



Brand_Adelaide3_RGB_Black.eps
Brand_Adelaide3_RGB_Black.jpg
Brand_Adelaide3_RGB_Black.png
Brand_Adelaide3_RGB_Rev.eps
Brand_Adelaide3_RGB_Rev.jpg
Brand_Adelaide3_RGB_Rev.png

2.2.3 Brand South Australia 1

The full colour vertical format (Brand_ *SouthAust1*) is the preferred Master Brand for all applications and must be used whenever possible.

Use Brand South Australia 1 for all international and national communication material. Available as a vector file in CMYK or PMS colour. RGB colour files are also available.

Single colour Brandmark

Black is the only single colour allowed for usage on any application when production methods restrict the use of full colour. The right top panel of the symbol is 80% Black.

White reverse should be used on all dark colour backgrounds for all applications. The right top panel of the symbol is 20% Black.

Special Brandmark should only be used where production methods restrict the use of tone, such as embossing.

Minimum clear space

To ensure the South Australia Brandmark is given prominence and is easily and clearly identifiable, it must be surrounded by clear space and kept free from all other elements. The minimum clear space is marked as 'x'.

Minimum size

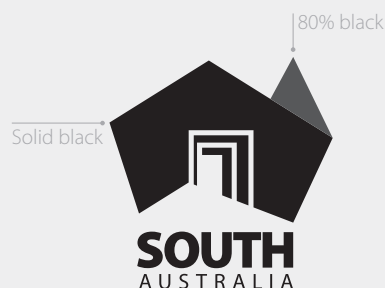
15mm is the recommended minimum size for small print reproduction.

Full Colour Brandmark



Brand_SouthAust1_CMYK.eps Brand_SouthAust1_RGB.jpg
Brand_SouthAust1_PMS.eps Brand_SouthAust1_RGB.png
Brand_SouthAust1_RGB.eps

Black Brandmark



Brand_SouthAust1_CMYK_Black.eps
Brand_SouthAust1_RGB_Black.eps
Brand_SouthAust1_RGB_Black.jpg
Brand_SouthAust1_RGB_Black.png

Minimum clear space



Reverse Brandmark



Brand_SouthAust1_CMYK_Rev.eps
Brand_SouthAust1_RGB_Rev.eps
Brand_SouthAust1_RGB_Rev.jpg
Brand_SouthAust1_RGB_Rev.png

Minimum size (print)



Special Brandmark



Brand_SouthAust1_Special.eps

2.2.4 Brand South Australia 2

Use Brand South Australia 2 format as an alternative to Brand South Australia 1 where space is restricted. The full colour Brandmark is the preferred option when used. Available as a vector file in CMYK or PMS colour. RGB colour files are also available.

Single colour Brandmark

Black is the only single colour allowed for usage on any application when production methods restrict the use of full colour. The right top panel of the symbol is 80% Black.

White reverse should be used on all dark colour backgrounds for all applications. The right top panel of the symbol is 20% Black.

Special Brandmark should only be used where production methods restrict the use of tone, such as embossing.

Minimum clear space

To ensure the South Australia Brandmark is given prominence and is easily and clearly identifiable, it must be surrounded by clear space and kept free from all other elements. The minimum clear space is marked as 'x'.

Minimum size

25mm is the recommended minimum size for small print reproduction.

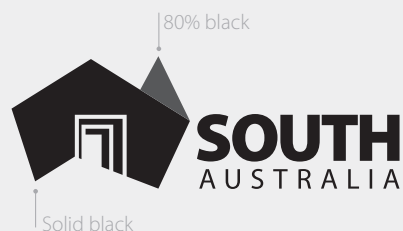
Full Colour Brandmark



Brand_SouthAust2_PMS.eps
Brand_SouthAust2_CMYK.eps
Brand_SouthAust2_RGB.eps

Brand_SouthAust2_RGB.jpg
Brand_SouthAust2_RGB.png

Black Brandmark



Brand_SouthAust2_CMYK_Black.eps
Brand_SouthAust2_RGB_Black.eps
Brand_SouthAust2_RGB_Black.jpg
Brand_SouthAust2_RGB_Black.png

Minimum clear space



Reverse Brandmark



Brand_SouthAust2_CMYK_Rev.eps
Brand_SouthAust2_RGB_Rev.eps
Brand_SouthAust2_RGB_Rev.jpg
Brand_SouthAust2_RGB_Rev.png

Minimum size (print)



Special Brandmark



Brand_SouthAust2_Special.eps

2.2.5 Brand South Australia 3

Use the Wordmark (South Australia) without the symbol when in conjunction with the graphic border, panel or Brandmark devices. The Full Colour Brandmark is the preferred option when used. Available as a vector file in CMYK or PMS colour. RGB colour files are also available.

Black or Grey Colour Brandmark

Black and Grey are the only additional colours allowed for usage on any application when production methods restrict the use of full colour. The wordmark may appear as solid black or 60% black.

White reverse should be used on all dark colour backgrounds for all applications.

Minimum clear space

To ensure the South Australia Brandmark is given prominence and is easily and clearly identifiable, it must be surrounded by clear space and kept free from all other elements. The minimum clear space is marked as 'x'.

Minimum size

20mm is the recommended minimum size for small print reproduction.

Full Colour Wordmark

SOUTH
AUSTRALIA

Brand_SouthAust3_PMS.eps Brand_SouthAust3_RGB.jpg
Brand_SouthAust3_CMYK.eps Brand_SouthAust3_RGB.png
Brand_SouthAust3_RGB.eps

Black Wordmark

Solid black → **SOUTH**
AUSTRALIA

Brand_SouthAust3_CMYK_Black.eps
Brand_SouthAust3_RGB_Black.eps
Brand_SouthAust3_RGB_Black.jpg
Brand_SouthAust3_RGB_Black.png

Grey Wordmark

60% black → **SOUTH**
AUSTRALIA

Brand_SouthAust3_CMYK_Grey.eps
Brand_SouthAust3_RGB_Grey.eps
Brand_SouthAust3_RGB_Grey.jpg
Brand_SouthAust3_RGB_Grey.png

Reverse Wordmark



Brand_SouthAust3_CMYK_Rev.eps
Brand_SouthAust3_RGB_Rev.eps
Brand_SouthAust3_RGB_Rev.jpg
Brand_SouthAust3_RGB_Rev.png

Minimum clear space



Minimum size (print)



2.2.6 Brand South Australia 4

Use Brand South Australia 4 format as an alternative for large format horizontal applications, such as hoardings and billboards etc. This should not be used on any publication formats. The Full Colour Brandmark is the preferred option when used. Available as a vector file in CMYK or PMS colour. RGB colour files are also available.

Single Colour Brandmark

Black is the only single colour allowed for usage on any application when size or production methods restrict the use of full colour. White reverse should be used on all dark colour backgrounds for all applications.

Minimum clear space

To ensure the South Australia Brandmark is given prominence and is easily and clearly identifiable, it must be surrounded by clear space and kept free from all other elements. The minimum clear space is marked as 'x'.

Minimum size

20mm is the recommended minimum size for small print reproduction.

Full Colour Brandmark



Brand_SouthAust4_PMS.eps
Brand_SouthAust4_CMYK.eps
Brand_SouthAust4_RGB.eps
Brand_SouthAust4_RGB.jpg
Brand_SouthAust4_RGB.png

Black Brandmark



Brand_SouthAust4_CMYK_Black.eps
Brand_SouthAust4_RGB_Black.eps
Brand_SouthAust4_RGB_Black.jpg
Brand_SouthAust4_RGB_Black.png

Reverse Brandmark



Brand_SouthAust4_CMYK_Rev.eps
Brand_SouthAust4_RGB_Rev.eps
Brand_SouthAust4_RGB_Rev.jpg
Brand_SouthAust4_RGB_Rev.png

Minimum clear space



Minimum size (print)



2.2.7 Brand Adelaide 1

Use Brand Adelaide 1 for national and local communication material. The full colour vertical format (Brand_Adelaide1) is the preferred Master Brand for all applications and must be used whenever possible. Available as a vector file in CMYK or PMS colour. RGB colour files are also available.

Single Colour Brandmark

Black is the only single colour allowed for usage on any application when production methods restrict the use of full colour. The right top panel of the symbol is 80% Black.

White reverse should be used on all dark colour backgrounds for all applications. The right top panel of the symbol is 20% Black.

Special Brandmark should only be used where production methods restrict the use of tone, such as embossing.

Minimum clear space

To ensure the Adelaide Brandmark is given prominence and is easily and clearly identifiable, it must be surrounded by clear space and kept free from all other elements. The minimum clear space is marked as 'x'.

Minimum size

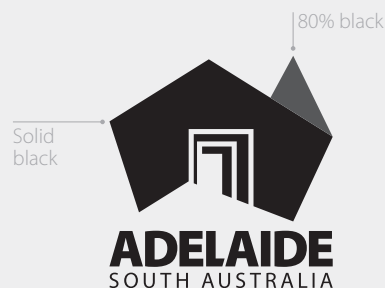
15mm is the recommended minimum size for small print reproduction.

Full Colour Brandmark



Brand_Adelaide1_PMS.eps Brand_Adelaide1_RGB.jpg
Brand_Adelaide1_CMYK.eps Brand_Adelaide1_RGB.png
Brand_Adelaide1_RGB.eps

Black Brandmark



Brand_Adelaide1_CMYK_Black.eps
Brand_Adelaide1_RGB_Black.eps
Brand_Adelaide1_RGB_Black.jpg
Brand_Adelaide1_RGB_Black.png

Minimum clear space



Reverse Brandmark



Brand_Adelaide1_CMYK_Rev.eps
Brand_Adelaide1_RGB_Rev.eps
Brand_Adelaide1_RGB_Rev.jpg
Brand_Adelaide1_RGB_Rev.png

Minimum size (print)



Special Brandmark



Brand_Adelaide1_Special.eps

2.2.8 Brand Adelaide 2

Use Brand Adelaide 2 as an alternative to Brand Adelaide 1 where space is restricted. The Full Colour Brandmark is the preferred option when used. Available as a vector file in CMYK or PMS colour. RGB colour files are also available.

Single Colour Brandmark

Black is the only single colour allowed for usage on any application when size or production methods restrict the use of full colour. The right top panel of the symbol is 80% Black.

White reverse should be used on all dark colour backgrounds for all applications. The right top panel of the symbol is 20% Black.

Special Brandmark should only be used where production methods restrict the use of tone, such as embossing.

Minimum clear space

To ensure the Adelaide Brandmark is given prominence and is easily and clearly identifiable, it must be surrounded by clear space and kept free from all other elements. The minimum clear space is marked as 'x'.

Minimum size

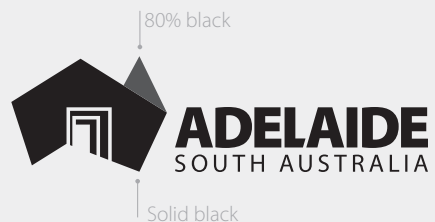
30mm is the recommended minimum size for small print reproduction.

Full Colour Brandmark



Brand_Adelaide2_PMS.eps Brand_Adelaide2_RGB.jpg
Brand_Adelaide2_CMYK.eps Brand_Adelaide2_RGB.png
Brand_Adelaide2_RGB.eps

Black Brandmark



Brand_Adelaide2_CMYK_Black.eps
Brand_Adelaide2_RGB_Black.eps
Brand_Adelaide2_RGB_Black.jpg
Brand_Adelaide2_RGB_Black.png

Minimum clear space



Reverse Brandmark



Brand_Adelaide2_CMYK_Rev.eps
Brand_Adelaide2_RGB_Rev.eps
Brand_Adelaide2_RGB_Rev.jpg
Brand_Adelaide2_RGB_Rev.png

Minimum size (print)



Special Brandmark



Brand_Adelaide2_Special.eps

2.2.9 Brand Adelaide 3

Use the wordmark (Adelaide) without the symbol when in conjunction with the graphic border, panel or Brandmark devices. The Full Colour Brandmark is the preferred option when used. Available as a vector file in CMYK or PMS colour. RGB colour files are also available.

Black or Grey Colour Brandmark

Black and Grey are the only additional colours allowed for usage on any application when production methods restrict the use of full colour. The wordmark may appear as solid black or 60% black.

White reverse should be used on all dark colour backgrounds for all applications.

Minimum clear space

To ensure the South Australia Brandmark is given prominence and is easily and clearly identifiable, it must be surrounded by clear space and kept free from all other elements. The minimum clear space is marked as 'x'.

Minimum size

300mm is the recommended minimum size for small print reproduction.

Full Colour Wordmark

ADELAIDE
SOUTH AUSTRALIA

Brand_Adelaide3_PMS.eps Brand_Adelaide3_RGB.jpg
Brand_Adelaide3_CMYK.eps Brand_Adelaide3_RGB.png
Brand_Adelaide3_RGB.eps

Black Wordmark

ADELAIDE
SOUTH AUSTRALIA

Solid
black

Brand_Adelaide3_CMYK_Black.eps
Brand_Adelaide3_RGB_Black.eps
Brand_Adelaide3_RGB_Black.jpg
Brand_Adelaide3_RGB_Black.png

Grey Wordmark

ADELAIDE
SOUTH AUSTRALIA

60%
black

Brand_Adelaide3_CMYK_Grey.eps
Brand_Adelaide3_RGB_Grey.eps
Brand_Adelaide3_RGB_Grey.jpg
Brand_Adelaide3_RGB_Grey.png

Reverse Wordmark



Brand_Adelaide3_CMYK_Rev.eps
Brand_Adelaide3_RGB_Rev.eps
Brand_Adelaide3_RGB_Rev.png
Brand_Adelaide3_RGB_Rev.jpg

Minimum clear space



Minimum size (print)

ADELAIDE
SOUTH AUSTRALIA

27mm wide

2.2.10 Brand Adelaide 4

Use Brand Adelaide 4 format as an alternative for large format horizontal applications, such as hoardings and billboards etc. This should not be used on any publication formats. The Full Colour Brandmark is the preferred option when used. Available as a vector file in CMYK or PMS colour. RGB colour files are also available.

Single Colour Brandmark

Black is the only single colour allowed for usage on any application when size or production methods restrict the use of full colour. White reverse should be used on all dark colour backgrounds for all applications.

Minimum clear space

To ensure the South Australia Brandmark is given prominence and is easily and clearly identifiable, it must be surrounded by clear space and kept free from all other elements. The minimum clear space is marked as 'x'.

Minimum size

20mm is the recommended minimum size for small print reproduction.

Full Colour Brandmark



Brand_Adelaide4_PMS.eps Brand_Adelaide4_RGB.jpg
Brand_Adelaide4_CMYK.eps Brand_Adelaide4_RGB.png
Brand_Adelaide4_RGB.eps

Black Brandmark



Brand_Adelaide4_CMYK_Black.eps
Brand_Adelaide4_RGB_Black.eps
Brand_Adelaide4_RGB_Black.jpg
Brand_Adelaide4_RGB_Black.png

Reverse Brandmark



Brand_Adelaide4_CMYK_Rev.eps
Brand_Adelaide4_RGB_Rev.eps
Brand_Adelaide4_RGB_Rev.jpg
Brand_Adelaide4_RGB_Rev.png

Minimum clear space



Minimum size (print)

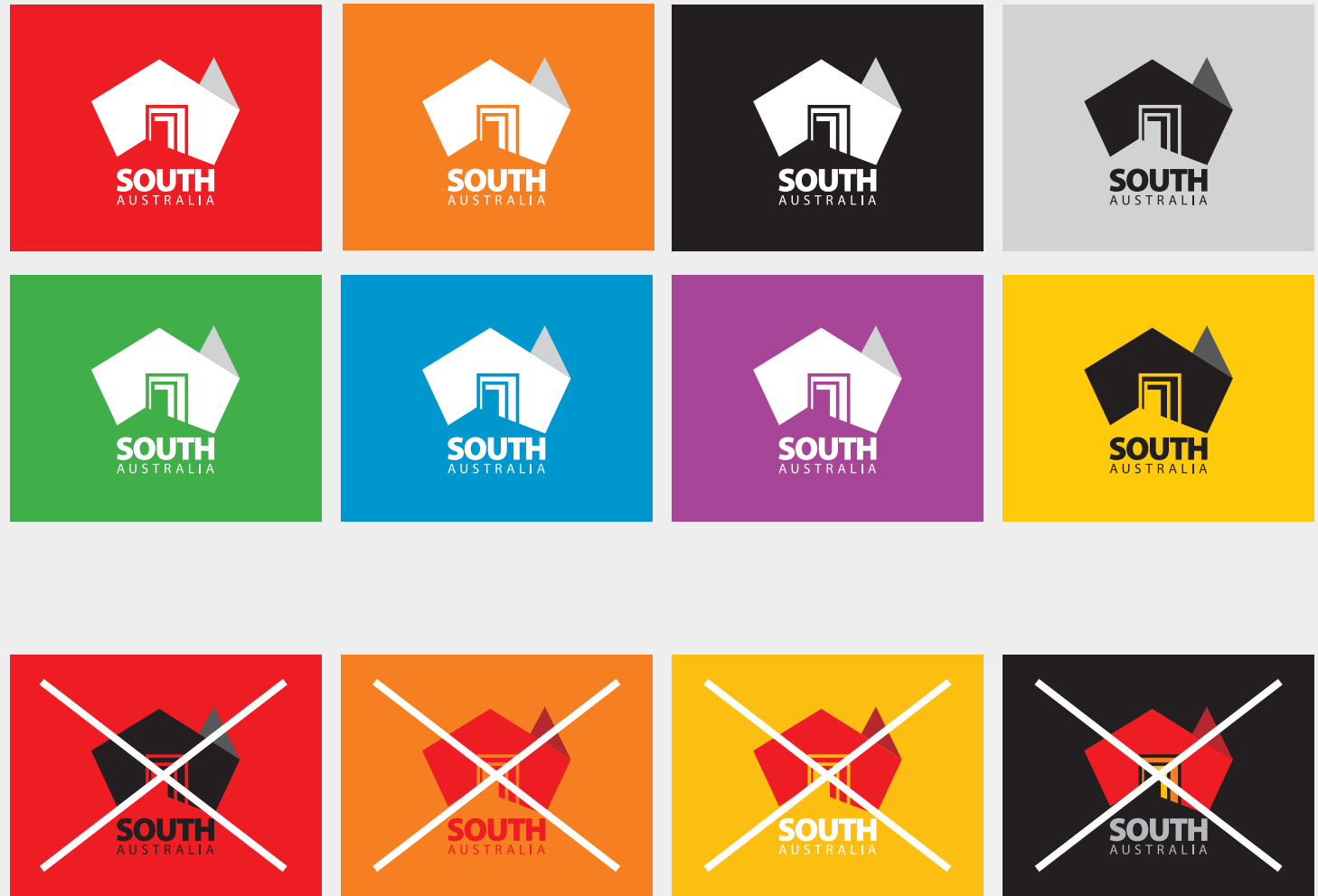


2.2.11 Brandmark use on coloured backgrounds

When the South Australia Brand is reproduced on colour backgrounds, ensure that it is clearly identifiable and free from any contrast in colours, textures or patterns.

Use a reverse or black version of the Master Brand on all colour backgrounds. White reverse should be used on dark colours and black should be used on light colours.

The examples below are what NOT to do.



2.2.12 Brandmark use on photographic backgrounds

When the South Australia Brand is reproduced on photographic backgrounds, ensure that it is clearly identifiable and free from any contrast in colours, textures or patterns.

Use a reverse or black version of the Master Brand on all colour backgrounds. White reverse should be used on dark colours and black should be used on light colours.

The examples below are what NOT to do.



2.2.13 Choosing the correct file format

When designing or creating South Australia Brand collateral using any of the Master Brands, it is important that you choose the correct file format to ensure colour consistency and achieve maximum vibrancy.

The table on the right shows which file format(s) are appropriate and inappropriate to use in each of the different situations.

No variations to this are permitted.

	Format for display/screen (jpeg or png file)	Formats for print (eps file)	
	RGB	CMYK	PMS/CMYK
Create PowerPoint presentations, Word documents or Excel spreadsheets with Microsoft Office	✓	✓	✗
Design a website	✓	✗	✗
Design multimedia presentations, interactive material, and all other (display/screen) collateral not created with Microsoft Office	✓	✗	✗
Design a piece of printed collateral with desktop publishing software, reproduced with only process inks (CMYK)	✗	✓	✗
Design a piece of printed collateral with desktop publishing software, reproduced with process inks (CMYK) and or special spot colours (PMS)	✗	✓	✓

2.3 Colour palette

Colour is one of the most important branding tools. The colour palette for the South Australia Brand draws from South Australia's official state colours and has been designed to be vibrant and a highly recognised brand in the marketplace. It is vital the South Australia Brand be reinforced through consistent and prominent use of these colours.

PMS

Pantone Matching System is a standard language for colour identification and communication. Each colour has been specially mixed to give consistency whenever used. Matching to the PMS colour is the most accurate approach.

CMYK

For four-colour printing, percentage values of Cyan, Magenta, Yellow and Black (CMYK) provide the best match for PMS colours, and should be used when PMS colours are not practical or available.

RGB

Colours viewed on computer screens are made up of Red, Green, Blue (RGB). When the Master Brand is used in electronic media such as internet, television or electronic advertising, ensure that RGB colours are used.

Hexadecimal Colours

A six digit number is used in HTML, CSS and SVG to specify colours on web pages.



PMS 485
C: 0 M: 100 Y: 100 K: 0
R: 213 G: 43 B: 30
Hex #D52B1E



PMS 152
C: 0 M: 62 Y: 100 K: 0
R: 225 G: 112 B: 0
Hex #E17000



PMS 124
C: 0 M: 27 Y: 100 K: 0
R: 234 G: 171 B: 10
Hex #EAA80A



PMS Cool Grey 11
C: 0 M: 0 Y: 0 K: 60
R: 95 G: 93 B: 92
Hex #5F5D5C



PMS 1805
C: 30 M: 100 Y: 100 K: 0
R: 170 G: 39 B: 47
Hex #AA272F



PMS BLACK
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
Hex #000000

2.4 Typeface

Myriad Pro Light

To be used in capitals and lower case for all general typeset preprinted body text setting, for example brochure text, stationery address details and business forms.

A B C

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Regular

To be used in capitals and lower case for all general typeset preprinted advertising and promotional material where extra emphasis is required.

A B C

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Semibold

To be used in capitals and lower case for all general typeset preprinted advertising and promotional material where extra emphasis is required.

A B C

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold

To be used in capitals and lower case for all general typeset preprinted advertising and promotional material where extra emphasis is required.

A B C

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

2.4.1 Word processing alternative typeface

Where Myriad Pro is not available, such as in wordprocessing software, Arial is to be used.

Arial Light

To be used in capitals and lower case for all general word processed body text setting, for example letters, tender documents and PowerPoint.

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

To be used in capitals and lower case for all general word processed body text setting, for example letters, tender documents and PowerPoint, where extra emphasis is required.

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

2.5 Imagery approach – photography

The selection of imagery is vital to the look and feel of the South Australia Brand identity. The photographs should be clear, uncluttered, tightly cropped and instantly represent the subject matter.

The photographs should not have any white areas and avoid using colours with high contrast levels from light to dark.



2.5.1 Photographic imagery in the Brandmark

The South Australia Brandmark may be used to house photographic imagery. The imagery should be tightly cropped and even in tonal colour to maintain the edges of the frame.

The imagery should not have any white or washed out areas and avoid using colours with high contrast levels from light to dark.

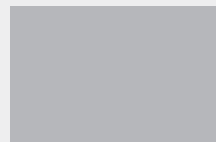
The top right hand shape of the Brandmark should be a solid colour. The colour should be a darker hue of the photographic image.

The doorway should always be reproduced in 55% tint of PMS Cool Grey 11 or its CMYK equivalent.

To access this Brandmark shape please use the following file:

Brand_SouthAust1_PMS.eps

Brand_SouthAust1_CMYK.eps



55% tint PMS Cool Grey 11

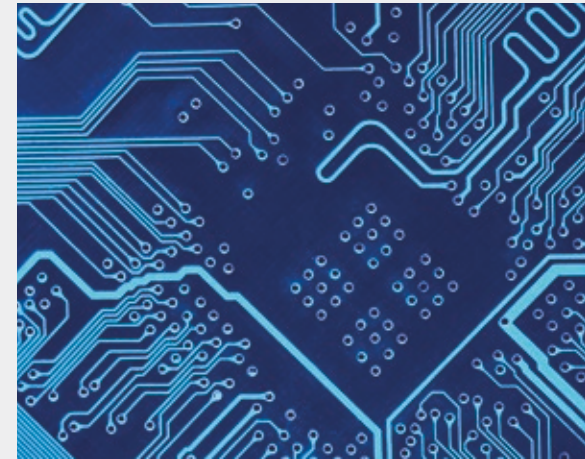
C: 0 M: 0 Y: 0 K: 35

R: 162 G: 164 B: 167

2.6 Imagery approach – textural

The selection of textural imagery is vital to the look and feel of the South Australia Brand identity. The textures should be even in tone to maintain the straight edges of the frame.

The imagery should not have any white areas and avoid using colours with high contrast levels from light to dark.



2.6.1 Textural imagery in the Brandmark

The South Australia Brandmark may be used to house textural imagery. The imagery should be tightly cropped and even in tonal colour to maintain the edges of the frame.

The imagery should not have any white or washed out areas and avoid using colours with high contrast levels from light to dark.

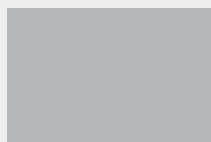
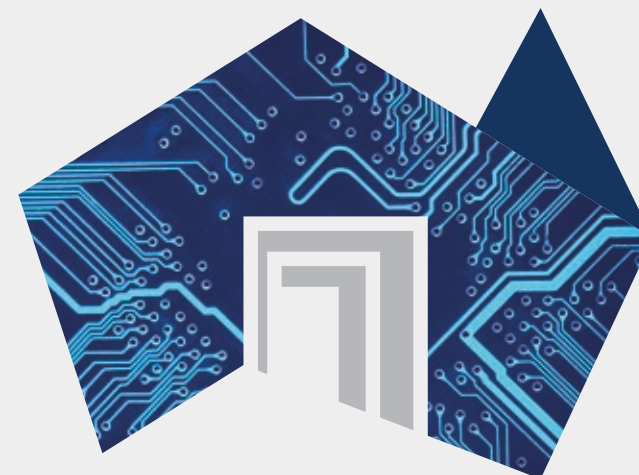
The top right hand shape of the Brandmark should be a solid colour. The colour should be a darker hue of the photographic image.

The doorway should always be reproduced in 55% tint of PMS Cool Grey 11 or its CMYK equivalent.

To access this Brandmark shape please use the following file:

Brand_SouthAust1_PMS.eps

Brand_SouthAust1_CMYK.eps



55% tint PMS Cool Grey 11

C: 0 M: 0 Y: 0 K: 35

R: 162 G: 164 B: 167

2.7 Graphic border and panel device

Graphic border and panel devices have been designed as a broader visual language to enhance the South Australia Brand. These devices should be used to house imagery or colour.

Available as vector files:

Brand_SouthAust_BorderPanel1.ai

Brand_SouthAust_BorderPanel2.ai

Brand_Adelaide_BorderPanel1.ai

Brand_Adelaide_BorderPanel2.ai

Placement of door

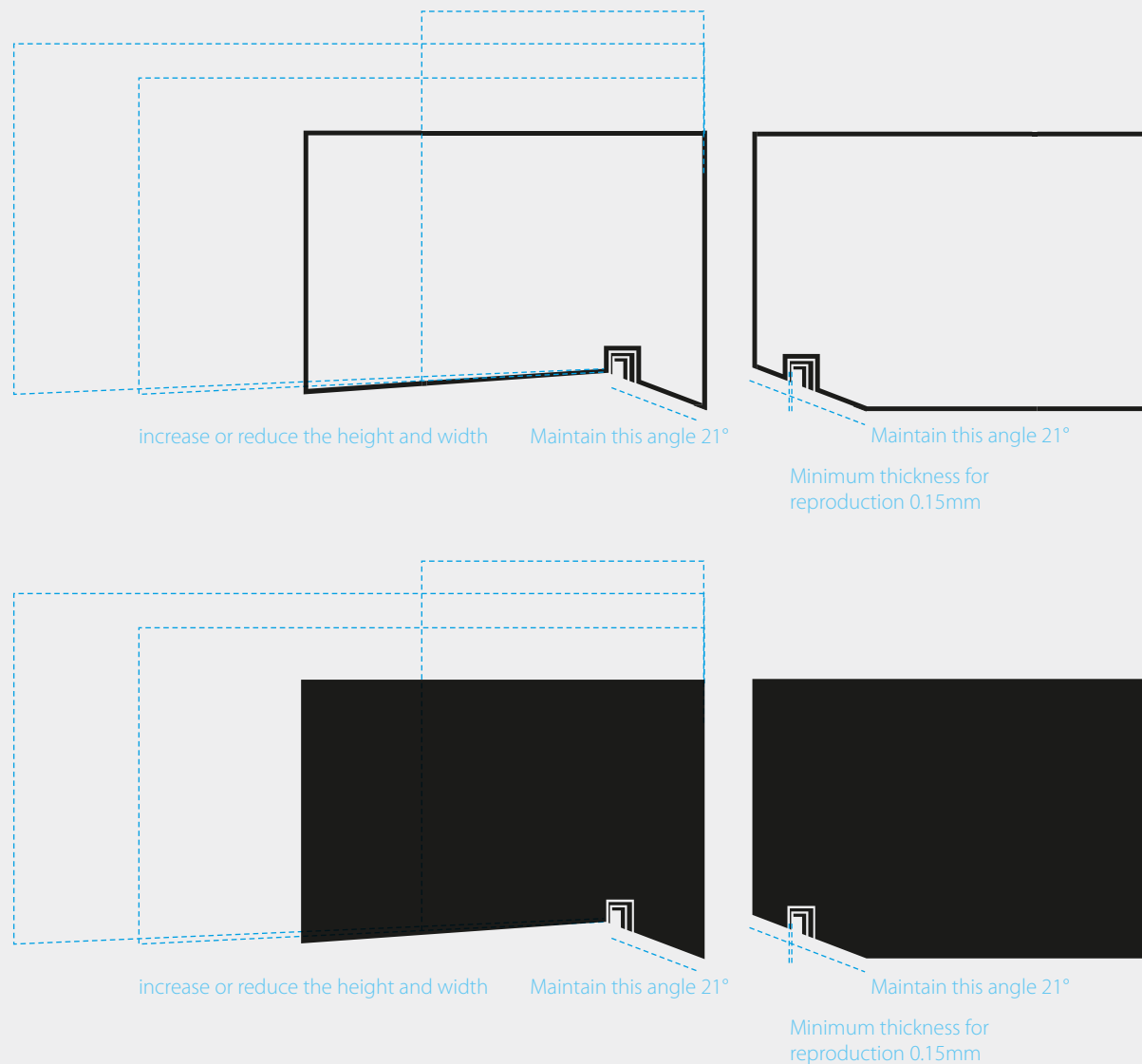
The angle of the doorway must be maintained but the rest of the border may be stretched horizontally or vertically depending on your application format.

Doorway should be scaled in proportion to the application. Refer to examples provided in these Guidelines for visual reference.

Always use the electronic master artwork. Do not attempt to recreate the graphic border or panel.

Minimum thickness

The thinnest part of the door should not be less than 0.2mm.



2.7.1 Graphic border device

Examples show the graphic border device when housing imagery, texture or colour. The imagery should be clear, uncluttered, tightly cropped and even in tonal colour to maintain the edges of the frame.

The photographs should not have any washed out areas and avoid using colours with high contrast levels from light to dark.

When using photography the border should overprint 30% black and be set to multiply.

The angle of the doorway must be maintained but the rest of the border may be stretched horizontally or vertically depending on your application format.

The doorway should always be reproduced in 55% tint of PMS Cool Grey 11 or its CMYK equivalent. A doorway may only be reproduced in the South Australia brand colour palette when the fill colour is red PMS 485 or its CMYK equivalent.

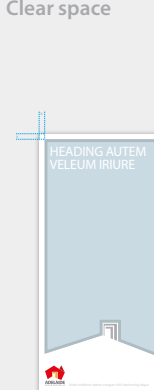
When applying a graphic border device an equal clear space margin to the top and sides of the application must be applied, as illustrated.

Always use the electronic master artwork. Do not attempt to recreate the graphic border device.

Graphic border device



Clear space



2.7.2 Graphic panel device

Examples show the graphic panel device when housing imagery, texture or colour. The imagery should be clear, uncluttered, tightly cropped and even in tonal colour to maintain the edges of the frame.

The photographs should not have any washed out areas and avoid using colours with high contrast levels from light to dark.

The angle of the doorway must be maintained but the rest of the border may be stretched horizontally or vertically depending on your application format.

The doorway should always be reproduced in 55% tint of PMS Cool Grey 11 or its CMYK equivalent. A doorway may only be reproduced in the South Australia brand colour palette when the fill colour is red PMS 485 or its CMYK equivalent.

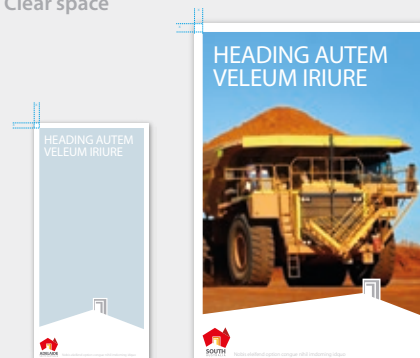
When applying a graphic panel an equal clear space margin to the top and sides of the application may be applied, or the image or colour may bleed to the edge as illustrated.

Always use the electronic master artwork. Do not attempt to recreate the graphic border device.

Graphic panel device



Clear space



Bleed to edge



3.0 State Brand examples



3.0 State Brand examples

Over the following pages we have demonstrated a variety of ways in which you may choose to use the State Brand across a number of applications.

Whilst the examples provide a guide we encourage you to use the State Brand in creative and innovative ways utilising the variety of borders, use of photographic imagery in the Brandmark along with the State Brandmark to compliment or support your own organisation's brand or messaging.

Essentially the State brand identity has been created as a highly flexible design that provides endless execution opportunities that are different but still say we're from South Australia.

We encourage you to explore ideas of your own or use one of the following ideas.



3.1 State Brand graphic border and panel device application

The graphic border is one of the unique devices that helps tell people we're from South Australia.

The doorway is an invitation to attract people in and a way to say welcome to South Australia or to your business which is located in South Australia.

Here's a few examples of how you might use the graphic border on printed collateral.

International and national audiences



International and domestic audiences



3.2 State Brand as a graphic device, application

Another way to say you're from South Australia is to use the State Brand as a graphic device across printed collateral.

The image contained within the Brandmark is open to your imagination.

Here's a few ideas to get you started.

International and national audiences



International and domestic audiences

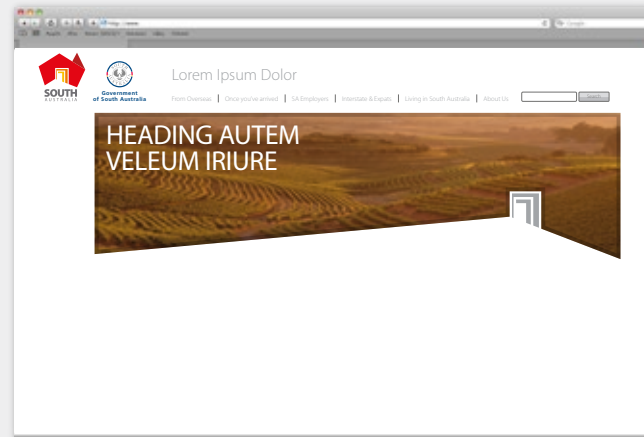


3.3 State Brand advertising applications, digital

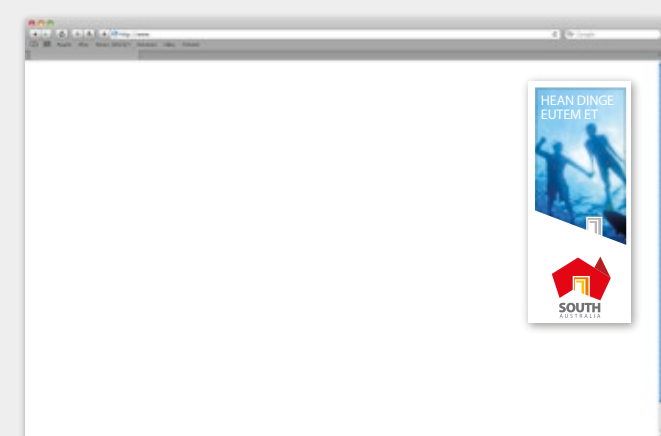
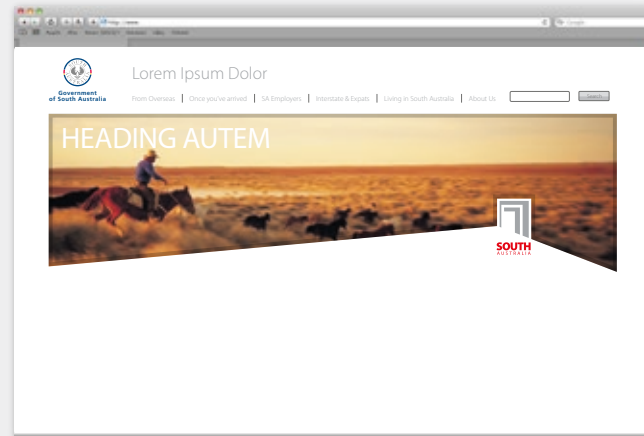
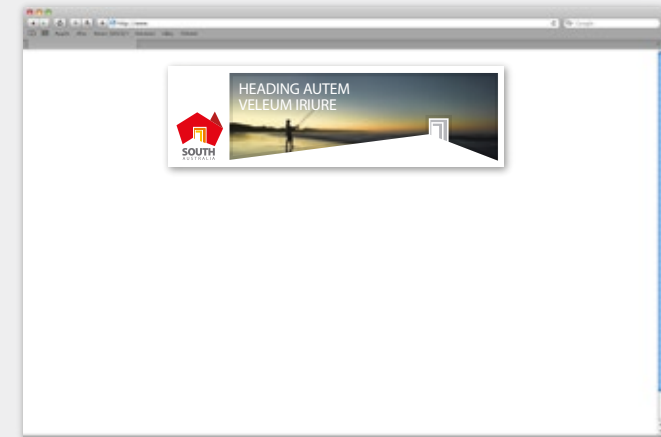
Whether you choose to use the State Brandmark as a simple endorser of your brand you can also use the State Brand graphic border to further highlight you are from South Australia.

The following examples show the flexible and diverse ways that the State Brand can be used in digital media.

Example website



Example web advertisement



3.4 State Brand advertising applications, print

Here's where the creativity begins. Use Brand South Australia in a subtle way or a significant way. The choice is yours.

Looking for an easy solution? Simply use one of these ideas, add your images, copy and brandmark - it's really that easy. Or use them as a guide to create your own ideas.



3.5 State Brand banner examples

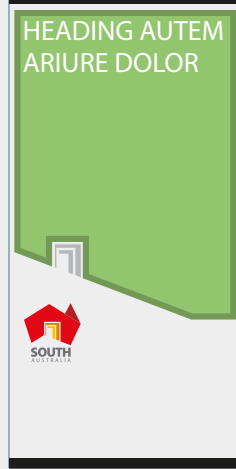
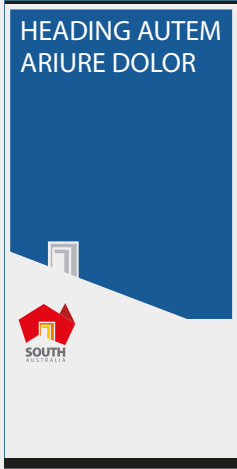
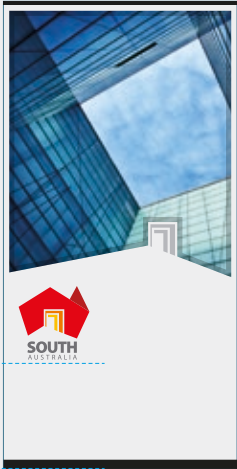
Pull up banners and trade stand banners are a vital part of promoting most brands.

We've provided numerous examples for creating banners.

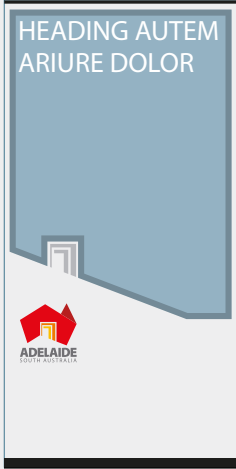
You may choose to use one of these ideas or modify one to best suit your needs. Or for the really creative they may trigger another great idea.

It really is up to you.

International and national audiences



International and domestic audiences



3.6 State Brand billboard examples

Depending on your needs the ideas really are endless.

On this page we've provided a few ideas for creating billboards using the State Brand identity.

Simply add your logo and you're promoting yourself as a South Australian company.

Our job is to stimulate your imagination.

International and national audiences



International and domestic audiences



3.7 State Brand merchandising examples

This page demonstrates a small number of examples showing how well the State Brandmark can be applied to specific merchandise.

Use one of these ideas or create your own.



3.8 State Brand tradeshow stand example

If you're keen to make a real impact at your next trade show here's a way you can tell multiple stories about your business and South Australia that really assist you to stand out in the crowd.



3.9 State Brand signage

Getting your logo or the State Brand logo to work on signage is often tricky in long horizontal formats.

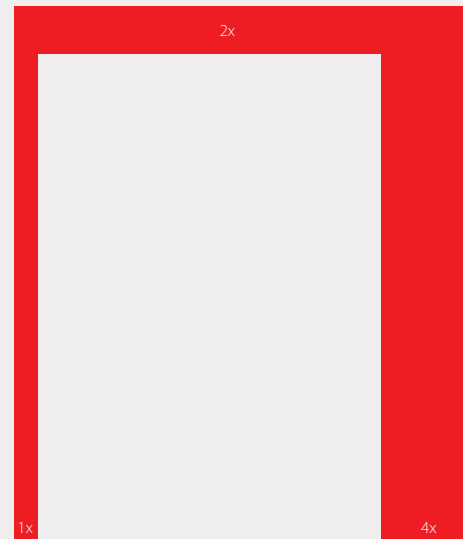
The following examples demonstrate how you could apply the brand in horizontal applications.



3.10 State Brand doorway sculpture

Using the doorway as a sculpture in public areas to enhance the appeal of the South Australia Brand or your brand has been demonstrated on this page.

Whether you use one doorway or several, we encourage the use of 3D applications.



Front view



Side view



For any queries regarding the use of the
State Brand please contact the Brand SA
Team at:

Brand South Australia
+61 8 8235 5427
dti.brandsa@sa.gov.au

Issued July 2023

Brand South Australia Brand Guidelines

Part 1A Guidelines for the Government of South Australia
July 2023



Contents

Part 1A Guidelines for the Government of South Australia

- 1.0 Guidelines for the Government of South Australia
- 1.1 Government branding, horizontal
- 1.2 Government branding, horizontal
- 1.3 Department branding, horizontal
- 1.4 Department branding, horizontal
- 1.5 Government branding, vertical
- 1.6 Government branding, vertical
- 1.7 Department branding, vertical
- 1.8 Department branding, vertical
- 1.9 Government entity or statutory authority branding
- 2.0 Government branding examples
- 2.1 Graphic border and panel device application
- 2.2 State Brand as a graphic device, application
- 2.3 Government branding advertising applications, digital
- 2.4 Government advertising applications, print
- 2.5 Government branding banner examples
- 2.6 Government branding billboard examples
- 2.7 Government branding merchandising examples
- 2.8 Government tradeshow stand example

1.0 Guidelines for the Government of South Australia

Developed exclusively for the Government of South Australia and Statutory Authorities.

This document is to be read and used in conjunction with Brand South Australia Guidelines Part 1.

For use when:

- Promoting the state as a product e.g. trade, investment, education, tourism (intrastate, interstate, nationally and internationally)
- Government of South Australia Brand Guidelines and other policies still apply.



1.1 Government branding, horizontal

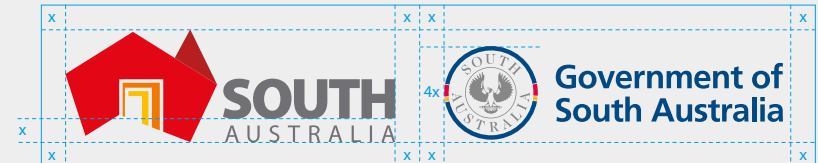
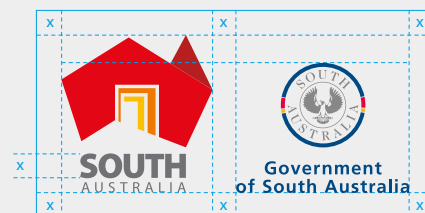
Where Brand South Australia and the Government of South Australia brands are used, they must be co-located on the same page and carry equal visual weight.

Examples of Brand South Australia co-located next to the Government of South Australia are provided.

To ensure brandmarks are given prominence and are clearly identifiable, they must be surrounded by clear space and kept free from other elements.

Government of South Australia Brand Guidelines apply.

International and national audiences



1.2 Government branding, horizontal

Where Brand Adelaide and the Government of South Australia brands are used, they must be co-located on the same page and carry equal visual weight.

Examples of Brand Adelaide co-located next to the Government of South Australia are provided.

To ensure brandmarks are given prominence and are clearly identifiable, they must be surrounded by clear space and kept free from other elements.

Government of South Australia Brand Guidelines apply.

National and domestic audiences



1.3 Department branding, horizontal

Where Brand South Australia and Department brands are used, they must be co-located on the same page and carry equal visual weight.

Examples of Brand South Australia co-located next to a Department brand are provided.

To ensure brandmarks are given prominence and are clearly identifiable, they must be surrounded by clear space and kept free from other elements.

Government of South Australia Brand Guidelines apply.

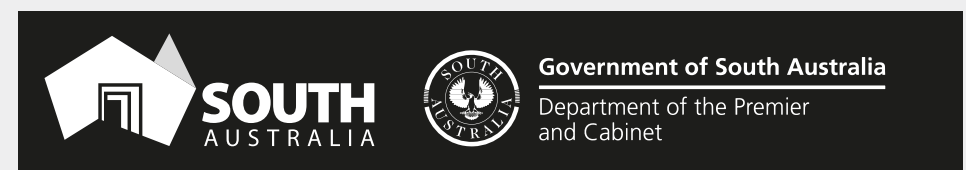
International and national audiences



Government of South Australia
Department of the Premier and Cabinet



Government of South Australia
Department of the Premier and Cabinet



1.4 Department branding, horizontal

Where Brand Adelaide and Department brands are used, they must be co-located on the same page and carry equal visual weight.

Examples of Brand Adelaide co-located next to a Department brand are provided.

To ensure brandmarks are given prominence and are clearly identifiable, they must be surrounded by clear space and kept free from other elements.

Government of South Australia brand guidelines apply.

National and domestic audiences



Government of South Australia
Department of the Premier and Cabinet



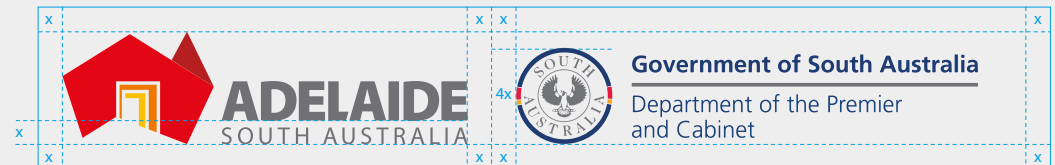
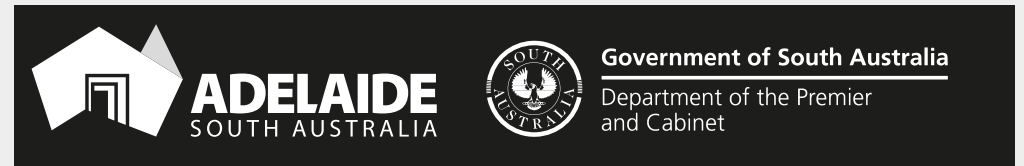
Government of South Australia
Department of the Premier and Cabinet



Government of South Australia
Department of the Premier and Cabinet



Government of South Australia
Department of the Premier and Cabinet



1.5 Government branding, vertical

Where Brand South Australia and the Government of South Australia brands are used, they must be co-located on the same page and carry equal visual weight.

Examples of Brand South Australia co-located next to the Government of South Australia are provided.

To ensure brandmarks are given prominence and are clearly identifiable, they must be surrounded by clear space and kept free from other elements.

Government of South Australia brand guidelines apply.

International and national audiences



1.6 Government branding, vertical

Where Brand Adelaide and the Government of South Australia brands are used, they must be co-located on the same page and carry equal visual weight.

Examples of Brand Adelaide co-located next to the Government of South Australia are provided.

To ensure brandmarks are given prominence and are clearly identifiable, they must be surrounded by clear space and kept free from other elements.

Government of South Australia brand guidelines apply.

National and domestic audiences



1.7 Department branding, vertical

Where Brand South Australia and Department brands are used, they must be co-located on the same page and carry equal visual weight.

Examples of Brand South Australia co-located next to a Department are provided.

To ensure brandmarks are given prominence and are clearly identifiable, they must be surrounded by clear space and kept free from other elements.

Government of South Australia brand guidelines apply.

International and national audiences



Department of the Premier and Cabinet



Department of the Premier and Cabinet



1.8 Department branding, vertical

Where Brand Adelaide and Department brands are used, they must be co-located on the same page and carry equal visual weight.

Examples of Brand Adelaide co-located next to a Department brand are provided.

To ensure brandmarks are given prominence and are clearly identifiable, they must be surrounded by clear space and kept free from other elements.

Government of South Australia brand guidelines apply.

National and domestic audiences



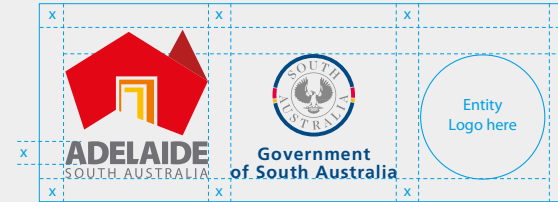
1.9 Government entity or statutory authority branding

Hierarchy where the South Australia and Adelaide Brands are used with a Government entity or Statutory Authority brand.

International and national audiences



National and domestic audiences



2.0 Government branding examples

Over the following pages we have demonstrated a variety of ways in which you may choose to use the State Brand across a number of applications.

Whilst the examples provide a guide we encourage you to use the State Brand in creative and innovative ways utilising the variety of borders, use of photographic imagery in the brandmark along with the State Brandmark to complement or support your own organisation's brand or messaging.

Essentially, the State Brand identity has been created as a highly flexible design that provides endless execution opportunities that are different but still say we're from South Australia.

We encourage you to explore ideas of your own or use one of the following ideas.



2.1 Graphic border and panel device application

The graphic border is one of the the unique devices that helps tell people we're from South Australia.

The doorway is an invitation to attract people in and a way to say welcome to South Australia.

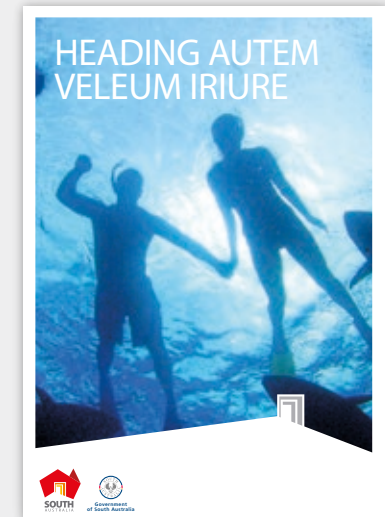
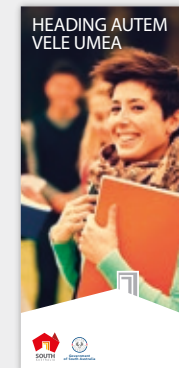
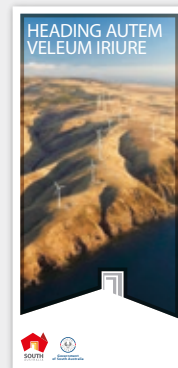
Here's a few examples of how you might use the graphic border on printed collateral.

For all general guidelines on the Brand South Australia and Adelaide Master Brand elements, colours, typefaces, minimum clear space, and use of graphic devices, please refer to the relevant sections of the Brand South Australia Guidelines Part 1.

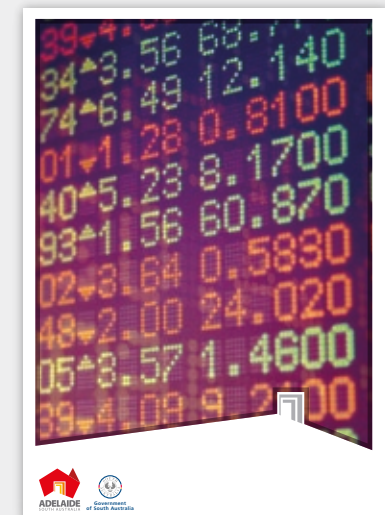
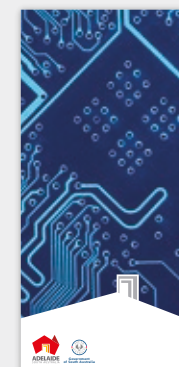
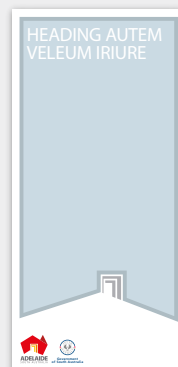
The Government of South Australia Brand Guidelines also apply.

Always use the electronic master artwork.

International and national audiences



National and domestic audiences



2.2 State Brand as a graphic device, application

Another way to say you're from South Australia is to use the State Brand as a graphic device across printed collateral.

The image contained within the brandmark is open to your imagination.

Here's a few ideas to get you started.

For all general guidelines on the Brand South Australia and Adelaide Master Brand elements, colours, typefaces, minimum clear space, and use of graphic devices, please refer to the relevant sections of the Brand South Australia Guidelines Part 1.

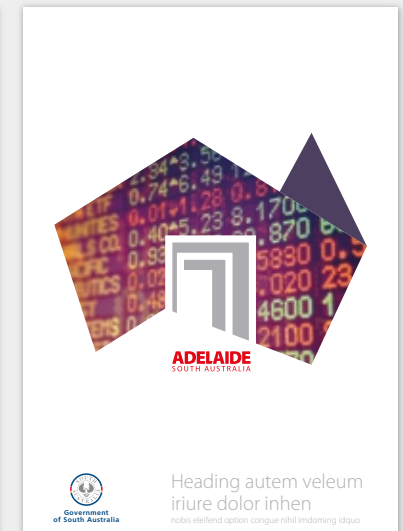
The Government of South Australia Brand Guidelines also apply.

Always use the electronic master artwork.

International and National Audiences



International and Domestic Audiences



2.3 Government branding advertising applications, digital

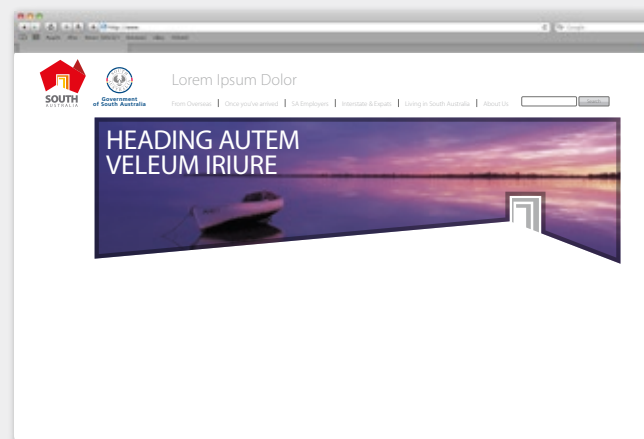
The following examples show the flexible and diverse ways that the State Brand can be used in digital media.

For all general guidelines on the Brand South Australia and Adelaide Master Brand elements, colours, typefaces, minimum clear space, and use of graphic devices, please refer to the relevant sections of the Brand South Australia Guidelines Part 1.

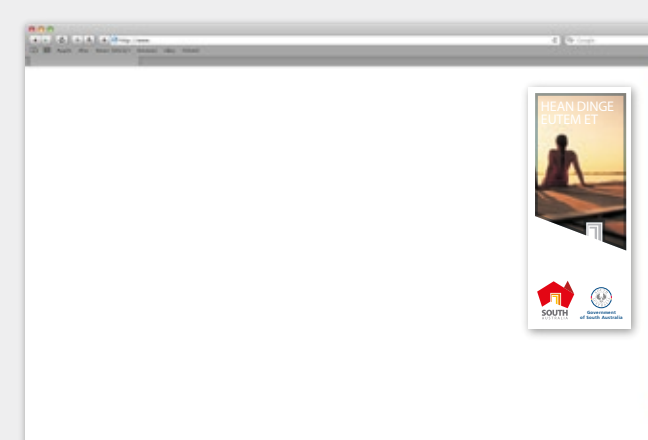
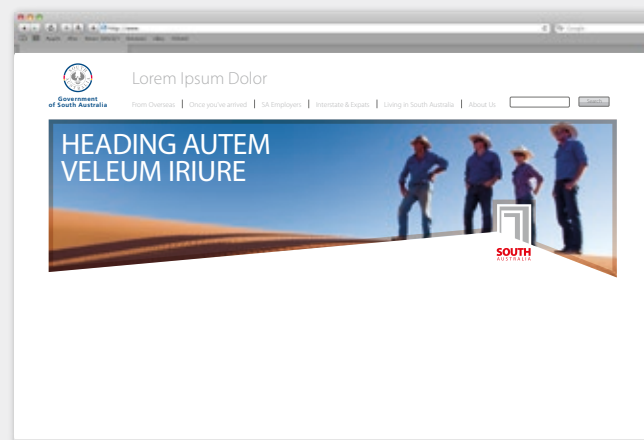
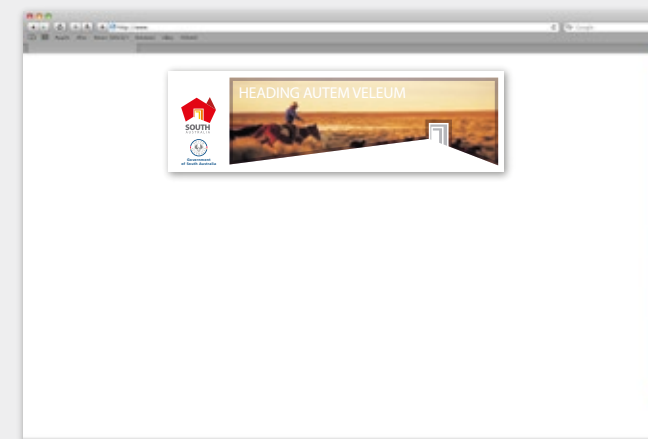
The Government of South Australia Brand Guidelines also apply.

Always use the electronic master artwork.

Example website



Example web advertisement



2.4 Government advertising applications, print

Here's where the creativity begins. Use Brand South Australia in a subtle way or a significant way. The choice is yours.

Looking for an easy solution? Simply use one of these ideas, add your images, copy and landmark - it's really that easy. Or use them as a guide to create your own ideas.

For all general guidelines on the Brand South Australia and Adelaide Master Brand elements, colours, typefaces, minimum clear space, and use of graphic devices, please refer to the relevant sections of the Brand South Australia Guidelines Part 1.

The Government of South Australia Brand Guidelines also apply.

Always use the electronic master artwork.



2.5 Government branding banner examples

Pull up banners and trade stand banners are a vital part of promoting most brands.

We've provided numerous examples for creating banners.

You may choose to use one of these ideas or modify one to best suit your needs. Or for the really creative they may trigger another great idea.

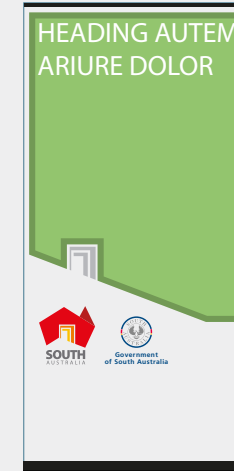
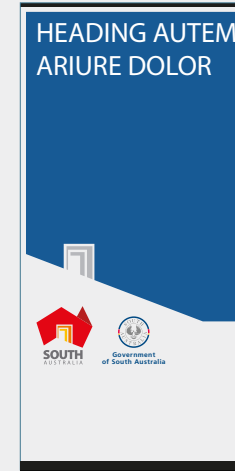
It really is up to you.

For all general guidelines on the Brand South Australia and Adelaide Master Brand elements, colours, typefaces, minimum clear space, and use of graphic devices, please refer to the relevant sections of the Brand South Australia Guidelines Part 1.

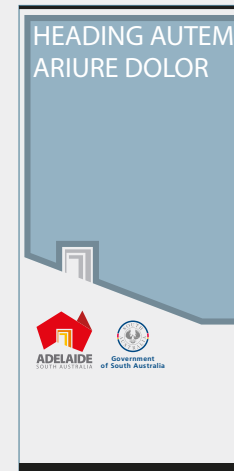
The Government of South Australia Brand Guidelines also apply.

Always use the electronic master artwork.

International and national audiences



National and domestic audiences



2.6 Government branding billboard examples

Depending on your needs the ideas really are endless.

On this page we've provided a few ideas for creating billboards using the State Brand identity.

Simply add your logo and you're promoting yourself as a South Australian organisation.

Our job is to stimulate your imagination.

For all general guidelines on the Brand South Australia and Adelaide Master Brand elements, colours, typefaces, minimum clear space, and use of graphic devices, please refer to the relevant sections of the Brand South Australia Guidelines Part 1.

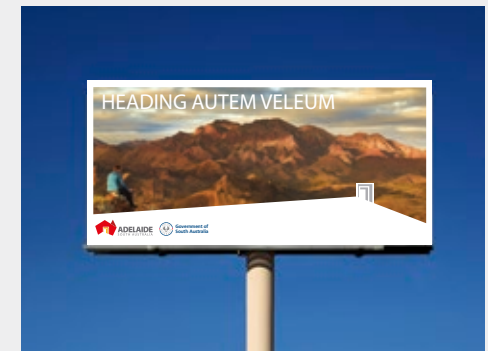
The Government of South Australia Brand Guidelines also apply.

Always use the electronic master artwork.

International and national audiences



National and domestic audiences



2.7 Government branding merchandising examples

This page demonstrates a small number of examples showing how well the State Brandmark can be applied to specific merchandise.

Use one of these ideas or create your own.

For all general guidelines on the Brand South Australia and Adelaide Master Brand elements, colours, typefaces, minimum clear space, and use of graphic devices, please refer to the relevant sections of the Brand South Australia Guidelines Part 1.

The Government of South Australia Brand Guidelines also apply.

Always use the electronic master artwork.



2.8 Government tradeshow stand example

If you're keen to make a real impact at your next trade show here's a way you can tell multiple stories about South Australia that really assist you to stand out in the crowd.

For all general guidelines on the Brand South Australia and Adelaide Master Brand elements, colours, typefaces, minimum clear space, and use of graphic devices, please refer to the relevant sections of the Brand South Australia Guidelines Part 1.

The Government of South Australia Brand Guidelines also apply.

Always use the electronic master artwork.



Government approval processes are required for South Australian Departments, entities or Statutory Authorities who wish to include the State Brand elements.

For any queries regarding the use of the State Brand please contact the Brand SA Team at:

Brand South Australia
+61 8 8235 5427
dti.brandsa@sa.gov.au

Issued July 2023