

Brand South Australia Brand Guidelines

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



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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

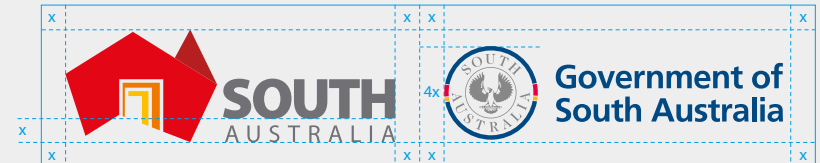
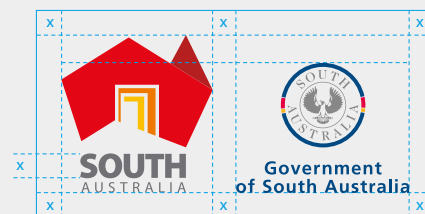
Where Brand South Australia and the Government of South Australia brands are used, they must be co-located on the same page and carry equal visual weight.

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.

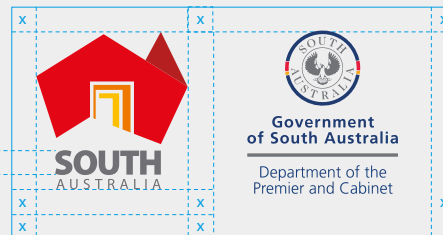
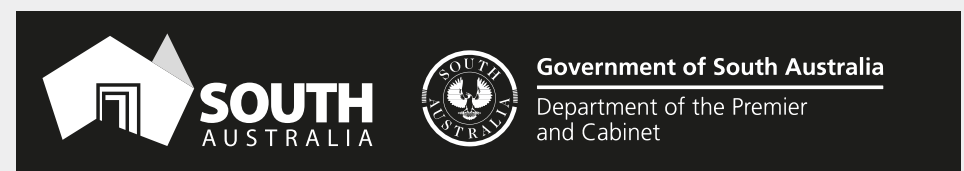
International and national audiences



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



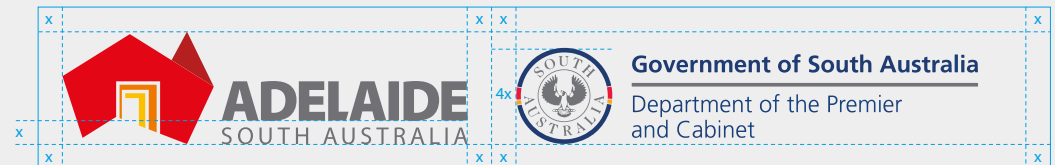
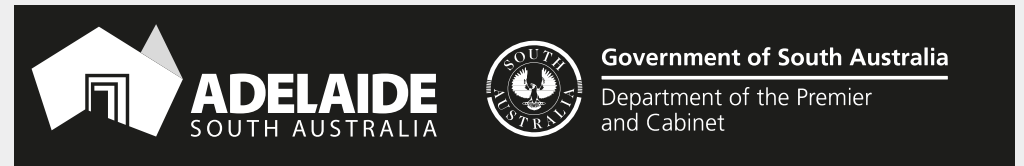
Government of South Australia
Department of the Premier and Cabinet



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



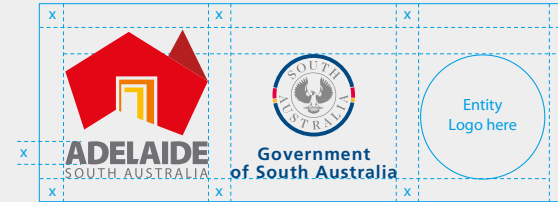
1.9 Government entity or statutory authority branding

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.

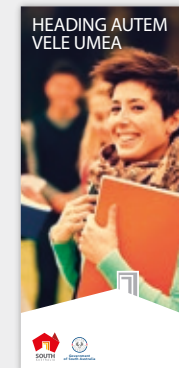
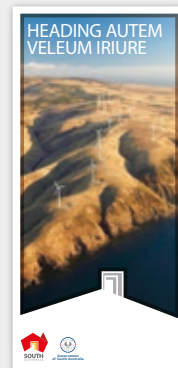
Here's a few examples of how you might use the graphic border on printed collateral.

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.

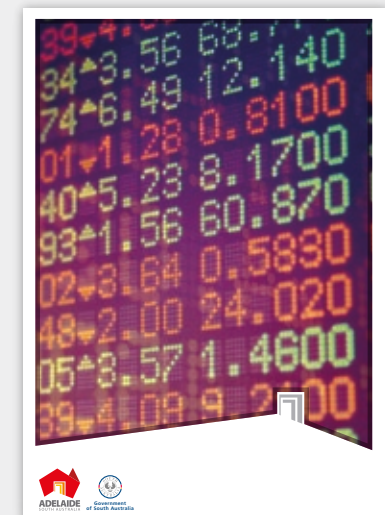
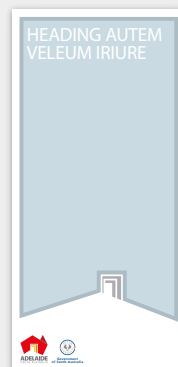
The Government of South Australia Brand Guidelines also apply.

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.

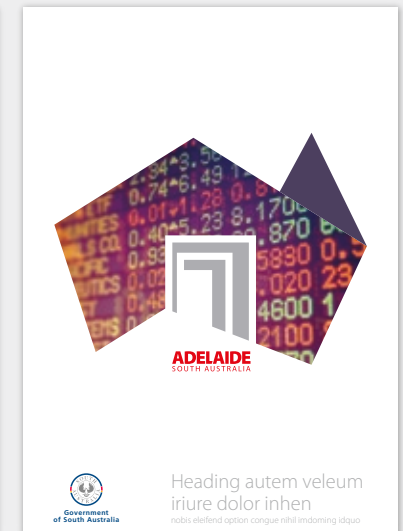
The Government of South Australia Brand Guidelines also apply.

Always use the electronic master artwork.

International and National Audiences



International and Domestic Audiences



2.3 Government branding advertising applications, digital

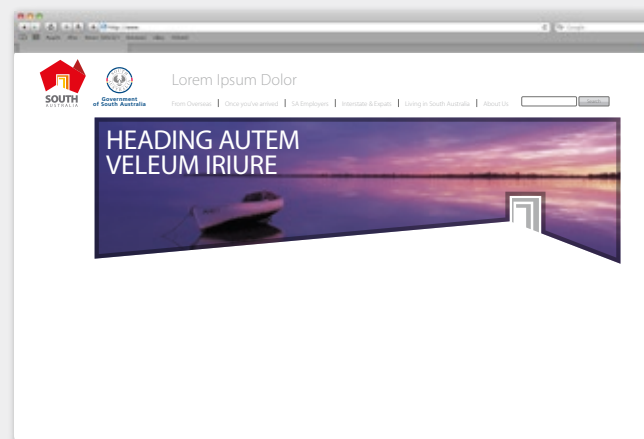
The following examples show the flexible and diverse ways that the State Brand can be used in digital media.

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.

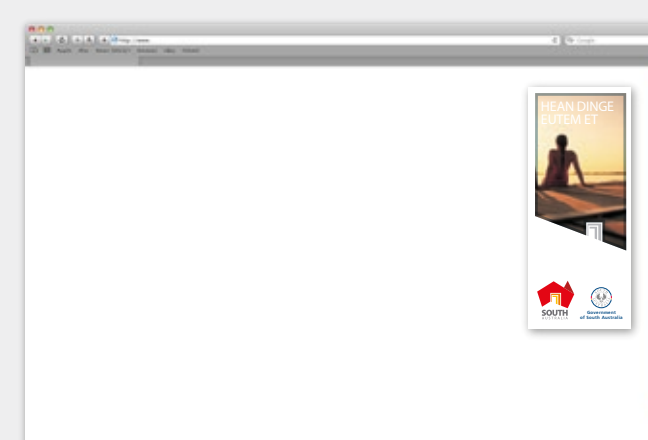
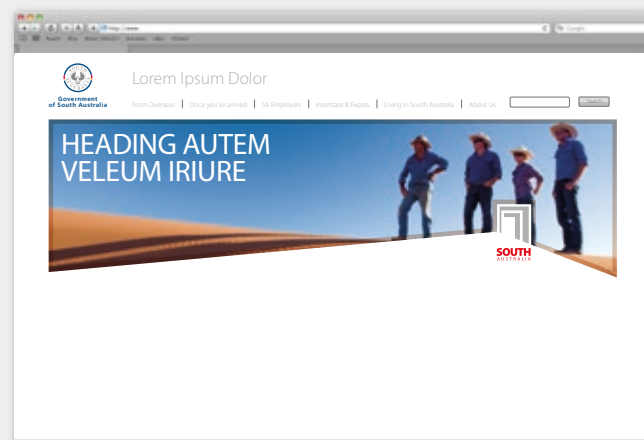
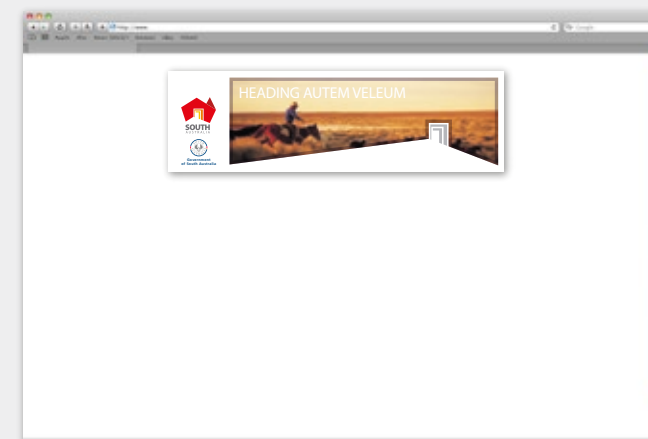
The Government of South Australia Brand Guidelines also apply.

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.

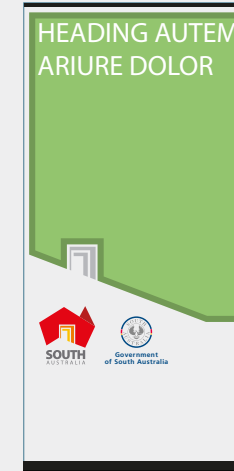
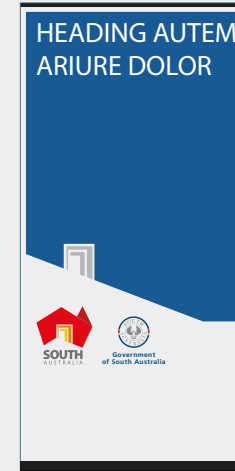
It really is up to you.

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.

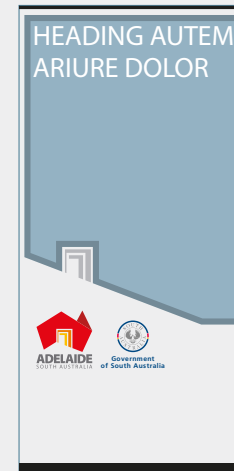
The Government of South Australia Brand Guidelines also apply.

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.

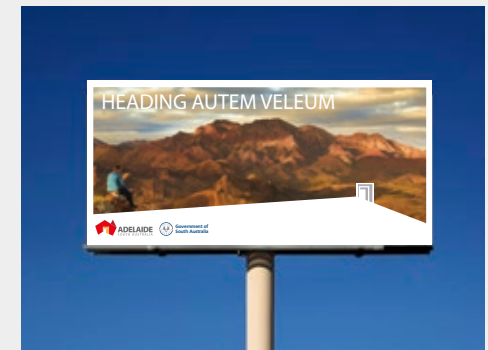
The Government of South Australia Brand Guidelines also apply.

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

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