Brand South Australia
Brand Guidelines

Part 1 Brand Story, Elements and Applications
February 2018
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.
DEFENCE
MINING RESOURCES
LIVESTOCK EXPORT
FRESH PRODUCE
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 new 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 new 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.
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 the 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 we’ve ultimately created 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. As you will see, 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 business 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 business 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

- Relaxed/ Easy going/ Accessible
  - Family and Friends
  - Beaches, Coasts, Flinders, Parklands, Vineyards
  - Diversity

- Space/ Freedom/ Unspoilt Environment
  - Balance
  - Contentment
  - Quality Education
  - Networks Community

- Creative/ Innovative/ Industrious
  - Time to think
  - Opportunity

- Moderate Climate/ Seasons
  - Food/ Wine
  - Regions/ Adelaide
  - Safe

- Fairness/ Honesty/ Tolerance
  - Arts/ Festivals and Events
  - Authentic

- Contentment Quality
  - Education
  - Networks Community
  - Opportunity

- Australia

- Heritage

- Australia

- Adelaide

Part 1 Brand Story, Elements and Application
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.

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

[Table showing the personality traits for each segment]

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

Our new brandmark 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 simply live here and enjoy a world-class lifestyle.
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 brandmark 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 completely new master brand for South Australia.

Essentially it’s a complete design system which includes a brandmark, 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.
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 recognized 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 new brand.

Whilst we’re not asking you to change your brand identity, we are looking to have every South Australia 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 Australia brand the faster we’ll draw recognition to South Australia. And we’ll all win.

All you need to do for a swift approval is make an application to the Brand Manager through our website:

brandsouthaustralia.com.au

If you have any questions or you need help with your application, please contact:
The Brand Manager
Telephone: +61 8 8303 2496
Email: brandmanager@brandsouthaustralia.com.au

Government of South Australia please contact:
Department of the Premier and Cabinet
Email: govcommunications@sa.gov.au
1.9 Glossary of terms

**Ascender**
The part of a letter that rises above the ‘x’ height, as in ‘I’ 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)
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.eps
- Brand_SouthAust1_CMYK_Rev.eps
- Brand_SouthAust1_PMS.eps
- Brand_SouthAust1_RGB.eps
- Brand_SouthAust1_RGB_Black.jpg
- Brand_SouthAust1_RGB_Black.png
- Brand_SouthAust1_RGB_Rev.jpg
- Brand_SouthAust1_RGB_Rev.png
- Brand_SouthAust1_RGB_Black.jpg
- Brand_SouthAust1_RGB_Black.png
- Brand_SouthAust1_RGB_Grey.jpg
- Brand_SouthAust1_RGB_Grey.png
- Brand_SouthAust1_RGB_Rev.jpg
- Brand_SouthAust1_RGB_Rev.png
- Brand_SouthAust1_Special.eps

Where space is restricted variations have been provided.

**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.jpg
- Brand_SouthAust2_PMS.eps
- Brand_SouthAust2_RGB.jpg
- Brand_SouthAust2_RGB_Black.jpg
- Brand_SouthAust2_RGB_Black.png
- Brand_SouthAust2_RGB_Rev.jpg
- Brand_SouthAust2_RGB_Rev.png
- Brand_SouthAust2_Special.eps

**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.jpg
- Brand_SouthAust3_PMS.jpg
- Brand_SouthAust3_RGB.jpg
- Brand_SouthAust3_RGB_Black.jpg
- Brand_SouthAust3_RGB_Black.png
- Brand_SouthAust3_RGB_Grey.jpg
- Brand_SouthAust3_RGB_Grey.png
- Brand_SouthAust3_RGB_Rev.jpg
- Brand_SouthAust3_RGB_Rev.png
- Brand_SouthAust3_Special.jpg
- Brand_SouthAust3_Special.png

**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.jpg
- Brand_SouthAust4_PMS.jpg
- Brand_SouthAust4_RGB.jpg
- Brand_SouthAust4_RGB_Black.jpg
- Brand_SouthAust4_RGB_Black.png
- Brand_SouthAust4_RGB_Grey.jpg
- Brand_SouthAust4_RGB_Grey.png
- Brand_SouthAust4_RGB_Rev.jpg
- Brand_SouthAust4_RGB_Rev.png
- Brand_SouthAust4_Special.jpg
- Brand_SouthAust4_Special.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.jpg
Brand_Adelaide1_CMYK_Black.jpg
Brand_Adelaide1_CMYK_Grey.jpg
Brand_Adelaide1_CMYK_Rev.jpg
Brand_Adelaide1_PMS.jpg
Brand_Adelaide1_RGB.jpg
Brand_Adelaide1_RGB_Black.jpg
Brand_Adelaide1_RGB_Grey.jpg
Brand_Adelaide1_RGB_Rev.jpg
Brand_Adelaide1_Special.jpg

**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_CMYK.jpg
Brand_Adelaide3_CMYK_Black.jpg
Brand_Adelaide3_CMYK_Grey.jpg
Brand_Adelaide3_CMYK_Rev.jpg
Brand_Adelaide3_PMS.jpg
Brand_Adelaide3_RGB.jpg
Brand_Adelaide3_RGB_Black.jpg
Brand_Adelaide3_RGB_Grey.jpg
Brand_Adelaide3_RGB_Rev.jpg
Brand_Adelaide3_Special.jpg

Where space is restricted variations have been provided.

**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.jpg
Brand_Adelaide2_CMYK_Black.jpg
Brand_Adelaide2_CMYK_Grey.jpg
Brand_Adelaide2_CMYK_Rev.jpg
Brand_Adelaide2_PMS.jpg
Brand_Adelaide2_RGB.jpg
Brand_Adelaide2_RGB_Black.jpg
Brand_Adelaide2_RGB_Grey.jpg
Brand_Adelaide2_RGB_Rev.jpg
Brand_Adelaide2_Special.jpg

**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_Adelaide4_CMYK.jpg
Brand_Adelaide4_CMYK_Black.jpg
Brand_Adelaide4_CMYK_Grey.jpg
Brand_Adelaide4_CMYK_Rev.jpg
Brand_Adelaide4_PMS.jpg
Brand_Adelaide4_RGB.jpg
Brand_Adelaide4_RGB_Black.jpg
Brand_Adelaide4_RGB_Grey.jpg
Brand_Adelaide4_RGB_Rev.jpg
Brand_Adelaide4_Special.jpg
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.
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.
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.
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.
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.
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.
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.
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.
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.

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

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.

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.

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.
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.

**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.
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
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.
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 evenly 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.
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 organisations brand or messaging.

Essentially the State brand identity has been created as a highly flexible design that provide 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.
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.
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.
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.
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

![Billboard Example 1](image1)

![Billboard Example 2](image2)

![Billboard Example 3](image3)

### International and Domestic Audiences

![Billboard Example 4](image4)

![Billboard Example 5](image5)

![Billboard Example 6](image6)
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.
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 or your brand has been demonstrated on this page.

Whether you use one doorway or several, we encourage the use of 3D applications.
Government Departments please contact:
Department of the Premier and Cabinet
Email: govcommunications@sa.gov.au

For further information or questions regarding the use of the State brand contact:
The Brand Manager
Telephone: +61 8 8303 2496
Email: brandmanager@brandsouthaustralia.com.au

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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 eg. trade, investment, education, tourism etc 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.
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.
1.3 Department branding, horizontal

Where Brand South Australia and a 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.
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 is 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.
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.
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.
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.
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.
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.
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 compliment or support your own organisations brand or messaging.

Essentially the State brand identity has been created as a highly flexible design that provide 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 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.
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.
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.
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 brandmark - 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.
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 an 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.
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.
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.
New brand development: Government approval processes are required for South Australian Departments, entities or Statutory Authorities who wish to include the state brand elements.

For further information or questions please contact:
Department of the Premier and Cabinet
Email: govcommunications@sa.gov.au
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