

# Brand South Australia Brand Guidelines Snapshot

Elements and Applications  
February 2018

*Please note: this is only a brief snapshot of the Brand Guidelines.  
Refer to the full Brand South Australia Guidelines for more detail  
and guidance.*



# The State Brand

## Brand Values

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.

## Creative. Innovative. Industrious.

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 businesses we want to attract to the State.

These are three words that express our heritage and our future. The future we're building day by day. In a way, we're closing a door today. To negativity. To fear. To the naysayers. To envy and ignorance. And we're opening the door to opportunity. To possibility. To the world.

Through our creativity, we can see a new way. Through our innovation, we can develop the tools to pursue it. And through our industriousness, we have the energy and determination to make it happen.

## We're South Australia not SA

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.

## Using the Brand

As South Australian business leaders, community groups and individuals, it's your innovative, creative and industrious stories that now breathe life into the Brand. We've put 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 new State Brand.

Whilst we're not asking you to change your brand identity, we are looking to have every South Australian business use the State Brand in a variety of designs, either in a small, subtle way or incorporating it in a big way. We believe the more people that use the State Brand the faster we'll draw recognition to South Australia, and we all win.

**If you have any questions or you need help with your application, please contact:**

**Brand South Australia Marketing Team**  
**+61 8 8211 8111**  
**[marketing@brandsouthaustralia.com.au](mailto:marketing@brandsouthaustralia.com.au)**

**Government Departments please contact:**  
**Department of the Premier and Cabinet**  
**Email: [govcommunications@sa.gov.au](mailto:govcommunications@sa.gov.au)**

# 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, 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.



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



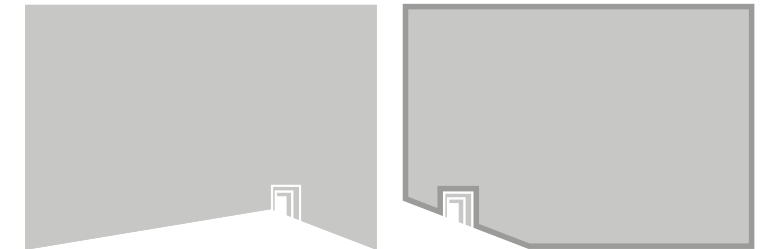
PMS Cool Grey 11  
C: 0 M: 0 Y: 0 K: 60  
R: 95 G: 93 B: 92

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



**SOUTH  
AUSTRALIA**



# Brandmark variations: South Australia

## Main Brandmark

The full colour vertical format is the preferred brandmark for all applications and must be used whenever possible. The full colour brandmark with white font can be used on dark backgrounds. 15mm is the recommended minimum size for small print reproduction.

## Minimum clear space

To ensure the brandmark is given prominence and 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'.

## Single colour Brandmarks

The Black Brandmark is 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 Brandmark should be used on 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.

## Horizontal Brandmark

Use the full colour horizontal format as an alternative to the Main Brandmark where space is restricted. The Horizontal Brandmark with white font can be used on dark backgrounds. 25mm is the recommended minimum size for small print reproduction.

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

Main Brandmark



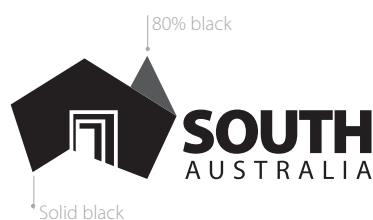
Black Brandmark



Horizontal Brandmark



Black Horizontal Brandmark



Brandmark with white font for dark backgrounds



Reverse Brandmark



Horizontal Brandmark with white font for dark backgrounds



Reverse Horizontal Brandmark



Minimum clear space & minimum size



Special Brandmark



Minimum clear space & minimum size



Special Horizontal Brandmark



## Brandmark variations: South Australia

### Wordmark

Use the Wordmark South Australia (without the symbol) when in conjunction with the graphic border, panel or other devices. The full colour wordmark is the preferred option when used. 20mm is the recommended minimum size for small print reproduction.

### Black or Grey Wordmark

Black and grey are the only additional colours allowed for usage on any application where production restricts 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.

### Full Colour Brandmark Banner

Use Brandmark Banner as an alternative for large format horizontal applications. The full colour Brandmark Banner is the preferred option when used. 25mm is the recommended minimum size for small print reproduction.

### Single Colour Brandmark Banner

Black is the only 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 wordmark and brandmark banner are given prominence and are easily and clearly identifiable, they must be surrounded by clear space and kept free from all other elements. The minimum clear space is marked as 'x'.

Full colour Wordmark

**SOUTH**  
AUSTRALIA

Black Wordmark

Solid black  
**SOUTH**  
AUSTRALIA

Minimum clear space & minimum size



Grey Wordmark

60% black  
**SOUTH**  
AUSTRALIA

Reverse Wordmark



Full colour Brandmark Banner



Minimum clear space



Black Brandmark Banner



Reverse Brandmark Banner



# Brandmark variations: Adelaide South Australia

## Main Brandmark - Adelaide

The full colour vertical format is the preferred brandmark for all applications and must be used whenever possible. The full colour brandmark with white font can be used on dark backgrounds. 15mm is the recommended minimum size for small print reproduction.

## Minimum clear space

To ensure the 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'.

## Single colour Brandmarks

The Black Brandmark is 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 Brandmark should be used on 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.

## Horizontal Brandmark - Adelaide

Use the full colour horizontal format as an alternative to the main brandmark where space is restricted. The full colour brandmark with white font can be used on dark backgrounds. 25mm is the recommended minimum size for small print reproduction.

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

Main Brandmark - Adelaide



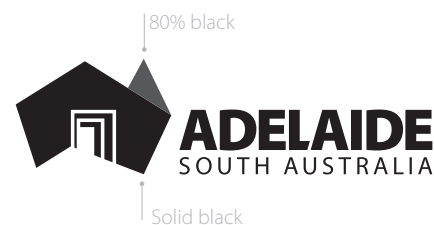
Black Brandmark - Adelaide



Horizontal Brandmark - Adelaide



Black Horizontal Brandmark - Adelaide Brandmark



Brandmark - Adelaide with white font for dark backgrounds



Reverse Brandmark - Adelaide



Horizontal Brandmark - Adelaide with white font for dark backgrounds



Reverse Horizontal Brandmark - Adelaide



Minimum clear space & minimum size



Special Brandmark - Adelaide



Minimum clear space & minimum size



Special Horizontal Brandmark - Adelaide



# Brandmark Variations

## Wordmark - Adelaide

Use the Wordmark - Adelaide (without the symbol) when in conjunction with the graphic border, panel or other devices. The full colour wordmark is the preferred option when used. 20mm is the recommended minimum size for small print reproduction.

## Black or Grey Wordmark

Black and grey are the only additional colours allowed for usage on any application when production 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.

## Full colour Brandmark Banner - Adelaide

Use Brandmark Banner as an alternative for large format horizontal applications. The full colour banner is the preferred option when used. 25mm is the recommended minimum size for small print reproduction.

## Single Colour Brandmark Banner - Adelaide

Black is the only 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 wordmark and banner are given prominence and are easily and clearly identifiable, they must be surrounded by clear space and kept free from all other elements. The minimum clear space is marked as 'x'.

Wordmark - Adelaide



Black Wordmark - Adelaide



Full colour Brandmark Banner - Adelaide



Black Brandmark Banner - Adelaide



↑ Solid black

Minimum clear space



Grey Wordmark - Adelaide



Minimum clear space & minimum size



Reverse Brandmark Banner - Adelaide



Reverse Wordmark - Adelaide



## Monotone Brandmark

Where use of the full colour brandmark is not available, a Monotone Brandmark may be used.

If you wish to create your own monotone brandmark please follow the below requirements:

1. Select a main colour
2. Fill the body of the brandmark, including the doorway and wording with your desired colour
3. Change the opacity of the main colour to 80% and fill the top right hand shape

Note: only one main colour may be used.



## Special Brandmark

The Special Brandmark should be used where production methods restrict the use of tone, such as embossing or screen printing.

If you wish to create your own Special Brandmark please follow the below requirements:

1. Select one colour
2. Fill the body of the brandmark, including the doorway and wording with your desired colour
3. Fill the top right hand shape with the same colour

Note: only one main colour may be used.



## Photographic and Textural Imagery in the Brandmark and Graphic Device

The brandmark and graphic device may be used to house photographic and 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.

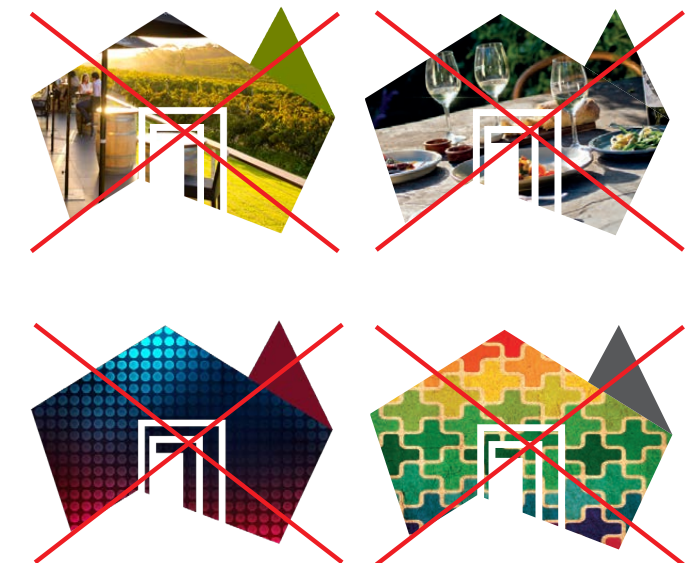
### Brandmark

When placing photographic or textural imagery in the brandmark the doorway and word elements must be coloured grey (PMS Cool Grey 11 or CMYK equivalent) at all times. The colour of the top right hand shape of the brandmark can be changed however, it should be a solid colour. The colour should be a darker hue of the photographic or textural image.



### Graphic Device

The doorway and top right hand shape of the graphic device should always be a solid colour and not contain imagery. The top right hand shape should be a darker hue taken from the photographic/textural image. The doorway can either be the same colour as the top right hand shape or PMS Cool Grey 11 (or CMYK equivalent). The doorway of the graphic should not carry the background image, it must feature a solid colour.



# Brandmark use on coloured and photographic backgrounds

## Coloured Backgrounds

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

### Full colour Brandmark

Use the full colour brandmark with white font on all dark backgrounds only.

### Reverse and Black Brandmarks

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



## Photographic Backgrounds

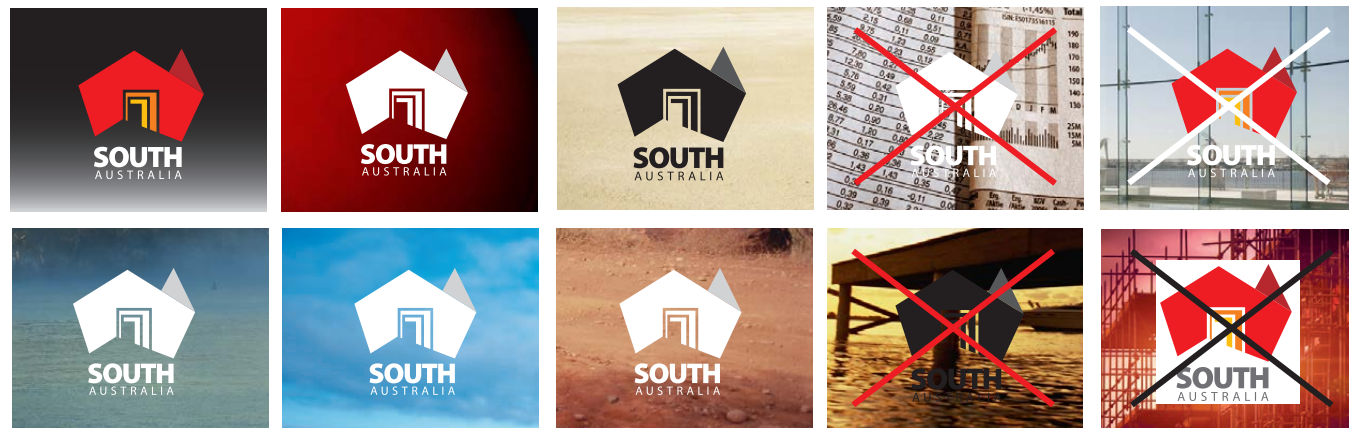
When the brandmark is reproduced on photographic backgrounds, ensure that it is clearly identifiable and free from any contrast in colours, textures or patterns.

### Full colour Brandmark

Use the full colour brandmark with white font on all dark backgrounds only.

### Reverse and Black Brandmarks

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



## Choosing the correct file format

When designing or creating collateral incorporating the State Brand, 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)	✗	✓	✓

## Colour palette

Colour is one of the most important branding tools. The colour palette for the State 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 South Australia be reinforced through consistent and prominent use of these colours.

### PMS

Pantone Matching System (PMS) 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 Main Brandmark 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 #EAAB0A



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

# Graphic border and panel device

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

## 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.

## Minimum thickness

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

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

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

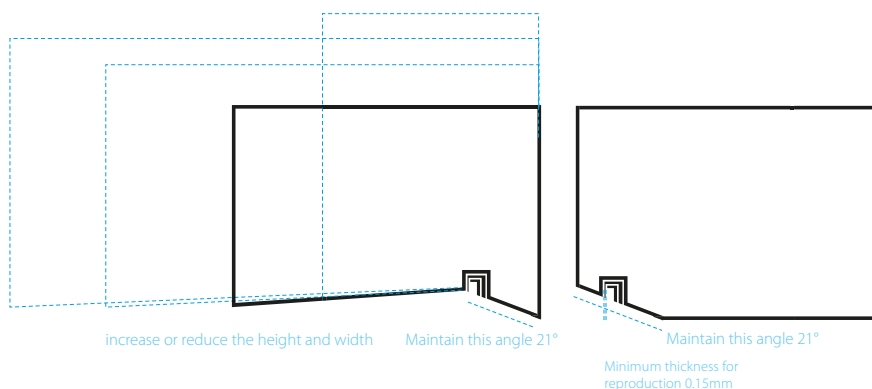
Where possible the doorway should be reproduced in PMS Cool Grey 11 or its CMYK equivalent. A doorway may only be reproduced in the State Brand colour palette when the fill colour is red PMS 485 or its CMYK equivalent.

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

## Graphic border

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

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



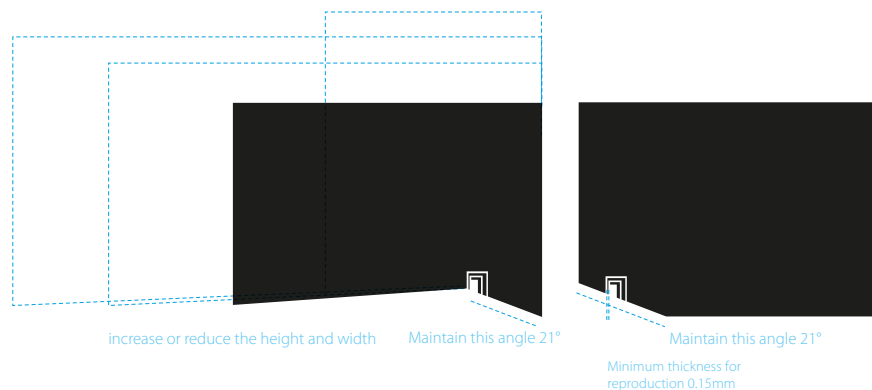
## Clear space



## Panel device

When using the panel device the photo should bleed to the edge of the device.

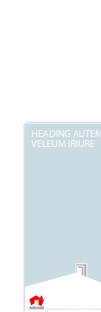
When applying a graphic panel an equal clear space margin to the top and sides of the application may be applied, or the image or colour may bleed to the edge as illustrated.



## Clear space



## Bleed to edge



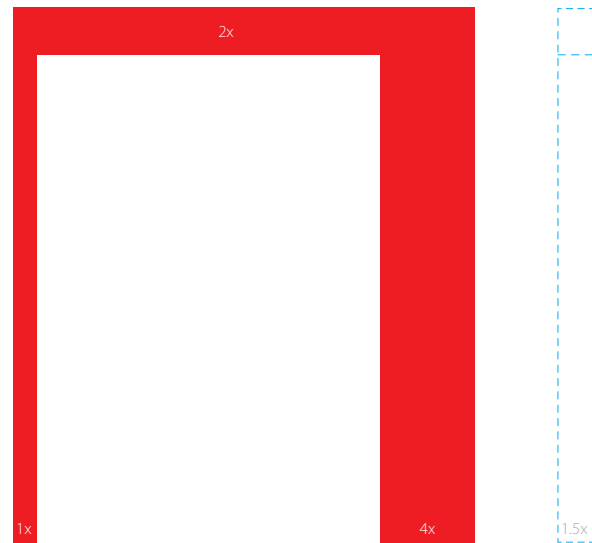
## State Brand doorway sculpture

You can use the doorway as a sculpture in public areas for events, tradeshows and even the entrance to your business.

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

It's a great way to invite people to join you in celebrating South Australia.

Open the door to opportunity. To possibility. To the world.



Front view

Side view



# State Brand examples

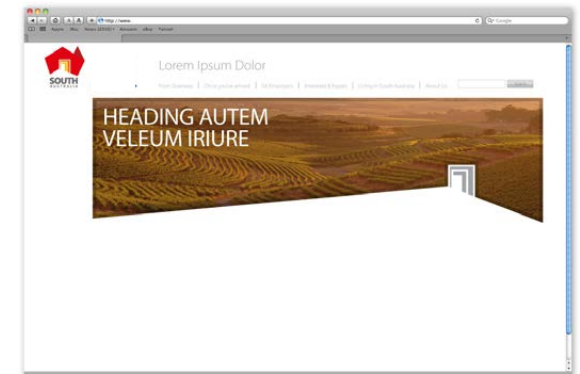
Here are a variety of ways in which you may choose to use the State Brand across a number of applications.

Whilst the examples provide a guide we encourage you to use the State Brand in creative and innovative ways 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 provide endless execution opportunities which 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.

For more examples of how the State Brand is currently being used by South Australian businesses, community groups and individuals please visit our Brand In Action page at [www.brandsouthaustralia.com.au/the-brand/in-action](http://www.brandsouthaustralia.com.au/the-brand/in-action)



## Contact

For further information or questions  
regarding use of the State Brand contact:

Brand South Australia Marketing Team  
+61 8 8211 8111  
[marketing@brandsouthaustralia.com.au](mailto:marketing@brandsouthaustralia.com.au)

Government Departments please contact:

Department of the Premier and Cabinet  
Email: [govcommunications@sa.gov.au](mailto:govcommunications@sa.gov.au)

Issued February 2018

