

STREAKY BAY, EYRE PENINSULA

VISUAL BRAND STYLE GUIDE

SOUTH AUSTRALIAN TOURISM COMMISSION



SATC BRAND IMAGERY

PRIMARY IMAGERY



- RAISES QUESTIONS
- INTRIGUING
- UNEXPECTED
- CURIOUS
- ARTISTIC
- EDITORIAL
- UNIQUE PERSONALITY
- ELEMENT OF 'THEATRE'
- UNUSUAL POINT OF VIEW

SECONDARY IMAGERY



- ANSWERS QUESTIONS
- BUILDS THE STORY
- 'DOABLE' EXPERIENCES
- INSPIRATIONAL
- HUMAN ELEMENT
- DESCRIPTIVE
- FUNCTIONAL

WHAT WE ARE NOT LOOKING FOR

WHAT WE ARE NOT LOOKING FOR



- POSED
- CHEESY
- CONTRIVED
- STAGED
- PEOPLE FOCUSED
- FAKE
- LOOKING TO CAMERA
- BLUR
- FLASH
- DIRECT SUNLIGHT
- OVER SATURATED
- EXTREME FILTERS
- ROMANTIC POSING
- MOBILE PHONES
- CLUTTERED BACKGROUNDS

PHOTOGRAPHY EXAMPLES



PHOTOGRAPHY EXAMPLES | **ACCOMMODATION (EXTERIOR)**



PHOTOGRAPHY EXAMPLES | **ACCOMMODATION (INTERIOR)**



PHOTOGRAPHY EXAMPLES | **OUTDOOR ACTIVITIES**





PHOTOGRAPHY IN USE

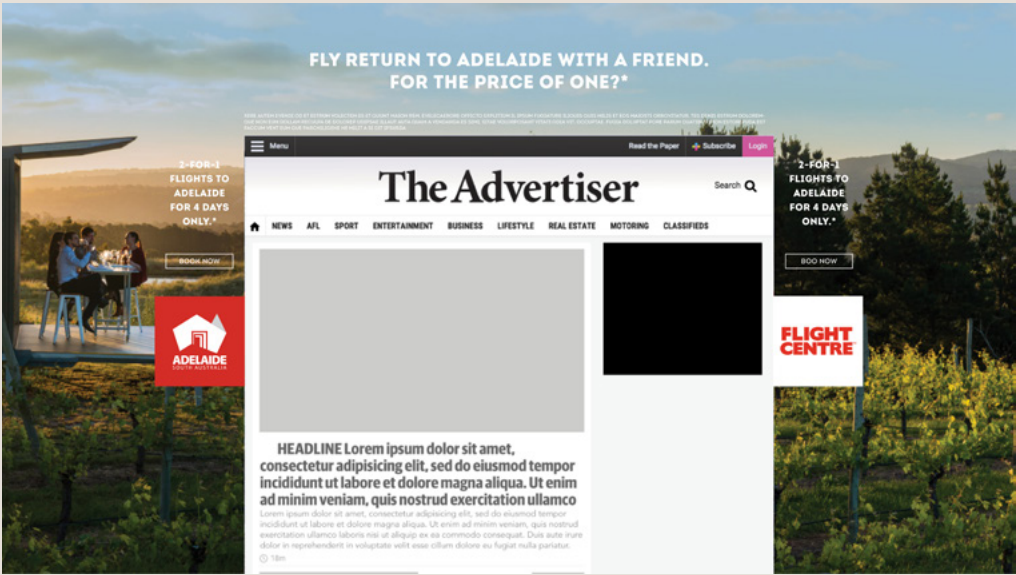
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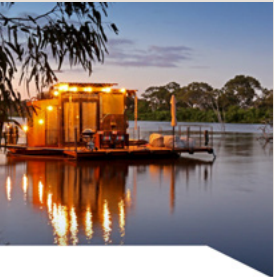
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FIREPLACE



FACEBOOK CAROUSEL TILES



MIDDLE REVER, KANGAROO ISLAND

MEET THE LOCAL
BEACH BUMS.




australia



ADELAIDE
SOUTH AUSTRALIA


Welcome to an island inhabited by beach bums. Over one million, to be precise. South Australia's aptly-named Kangaroo Island is home to more than a million kangaroos and wallabies, sharing pristine beaches, iconic bushland and wild coast with a whole host of iconic Australian wildlife. Fly Virgin Australia to Adelaide to get up-close and personal with our furry friends on Australia's zoo without fences.

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SEPPELTSFELD, BAROSSA

A ROAD TRIP.
THAT LEADS TO
80 CELLAR DOORS?






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KOERNER WINE, CLARE VALLEY

5,000 HECTARES OF WINE.
SURROUNDED BY 150 YEARS
OF HISTORY?




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