

JOURNEY THROUGH THE  
HEART OF THE OUTBACK

# EXPLORERS WAY





## EXPLORERS WAY

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## 4.1 LOGO

### THE EXPLORERS WAY BRAND REFLECTS THE CHARACTER OF OUTBACK SOUTH AUSTRALIA.

The GRADIENT version should be prioritised for applications with a white background. For all dark colour and/or image backgrounds, the WHITE version should be prioritised. For all light block colour backgrounds, the MONO ochre version should be prioritised.

The BLACK version should only be used on light backgrounds when full colour versions are not suitable.



EXPLORERS  
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EXPLORERS  
WAY



EXPLORERS  
WAY



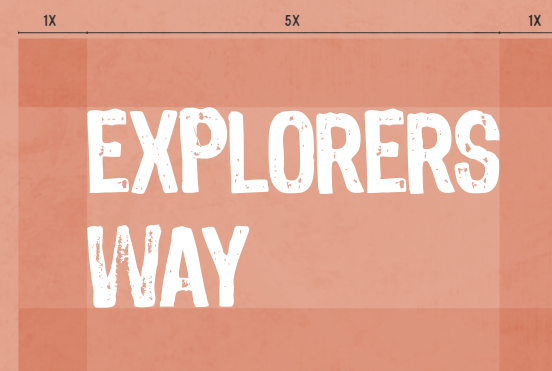
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## 4.1 LOGO CLEARANCE ZONE

A CLEARANCE ZONE ASSISTS IN  
MAINTAINING THE IMPACT OF THE  
BRAND, ENSURING CONSISTENT  
REPRODUCTION.

The highlighted zone shows the clear-space required for the logo, to which no other type, graphic and/or photographic element(s) must encroach.

Where possible, apply more space than the minimum specified here. In some instances when the minimum size is impeded, the clearance zone may not be achievable. Please seek approval prior to publication.





## 4.1 LOGO CONDITIONS OF USE

THE APPLICATIONS DISPLAYED  
BELOW ARE NOT ACCEPTED  
EXECUTIONS OF THE LOGO.

Do NOT rotate or tilt

Do NOT add an obvious drop-shadow

Do NOT warp to an inaccurate dimension

Do NOT change the colours

Do NOT decrease the opacity

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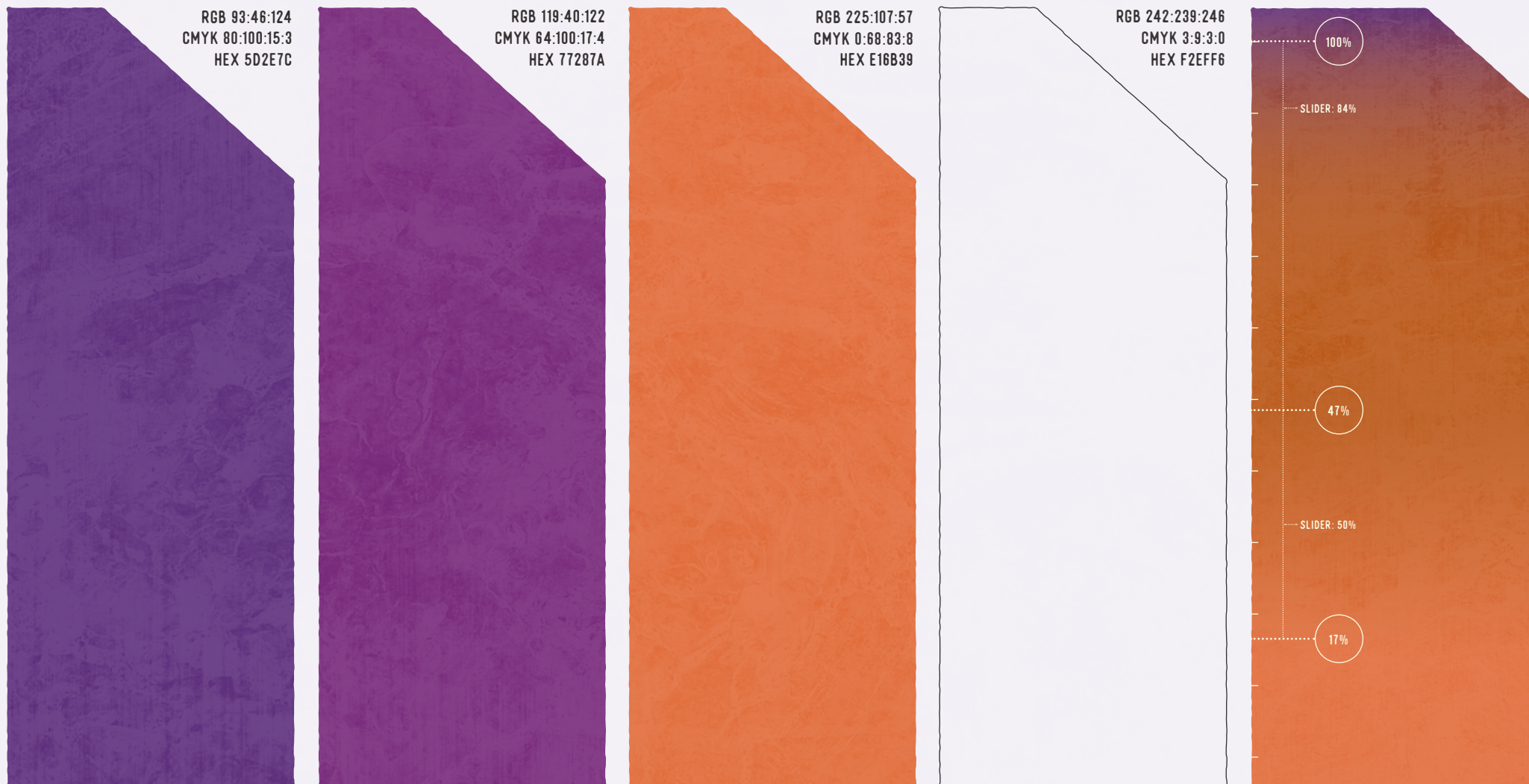


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## 4.2 COLOUR PALETTE





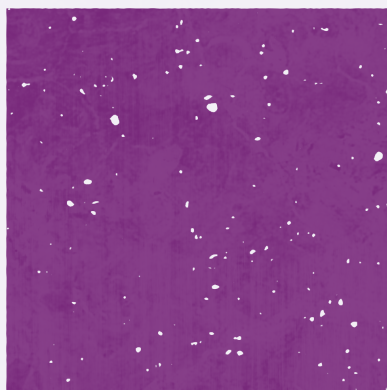
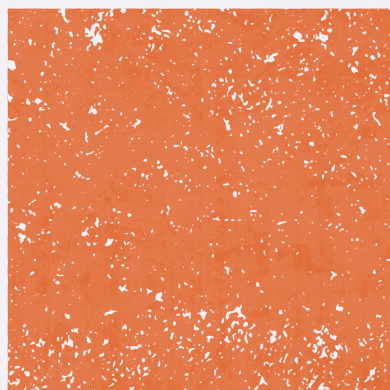
## 4.3 ILLUSTRATIONS & TEXTURES

### BESPOKE AND INDIVIDUALISED CHARACTERISTICS ARE DEPICTED THROUGH THE USE OF ILLUSTRATIONS AND TEXTURES.

These illustrations and textures have been created to reflect the unique qualities of the Road Trip. The illustrations in particular, should be treated under the same guise as the logo (refer to Conditions of Use, page 8), however, they are not subject to minimum size or clearance zone requirements.

They are primarily used on the Road Trip map (refer to page 12), but can also be used sparingly across other marketing assets such as social media artwork, pull-up banners and email signatures if required.

For examples on how the illustrations can be used, please refer to the sample applications on page 13.





## 4.3 ILLUSTRATIONS & TEXTURES

### EACH REGION IS REPRESENTED BY A HERO ILLUSTRATION.

The hero illustration (below) should be featured above all other illustrations in terms of scale and preferential order. Please refer to sample applications on pages 12 and 13.

When all South Australian Road Trips are displayed together, the MONO blue hero illustration (below) is used to represent this Road Trip.





## THREE DISTINCT TYPEFACES TIE THE BRAND TOGETHER.

Trend Slab One is the typeface used for all headings and statement text.

Voster Typeface Regular is the typeface for sub-headings. When in company with Trend Slab One, it should appear smaller than Trend Slab One.

IM FELL English should only be used as body and supporting copy for the other two typefaces. Where required, due to its traditional forms, IM FELL English may be used for other prominent information (i.e. URLs and call-to-actions).

### HEADINGS & STATEMENT TEXT

TREND SLAB ONE  
ALL CAPS  
LEFT-ALIGNED

KILOMETRES OF  
PICTURE-PERFECT  
COAST, RUGGED,  
OTHERWORLDLY  
OUTBACK AND  
LUSH ROLLING  
VINEYARDS AWAIT.

### SUB-HEADINGS

VOSTER TYPEFACE REGULAR  
ALL CAPS  
LEFT-ALIGNED

SOUTH AUSTRALIA IS HOME  
TO QUINTESSENTIAL ROAD  
TRIP COUNTRY AND SCENIC  
WEEKEND DRIVES.

### Body

IM FELL English  
Sentence case  
Left-aligned justified

Think jaw-dropping views in the Flinders Ranges, leisurely ocean drives along the Limestone Coast, lazing along the banks of the Murray River, sipping world-famous wine in the Barossa or chilling in culture-rich Adelaide.



## LANGUAGE SHOULD ALLOW FOR A JOURNEY THAT IS OPEN TO INTERPRETATION.

The language used to describe and depict the South Australian Road Trips is soft, encouraging and leaves the detail up to the imagination.

Through the use of sensual and emotive language, the user obtains a sense of the journey and can build their own narrative.

### SUGGESTED ADJECTIVES:

Awe-inspiring

Breathtaking

Expansive

Beautiful

Historic

Spectacular

Scenic

Adventurous

The breathtaking scenery of the Outback is beautifully entwined with the Aboriginal and European history of Australia.

The 3000 kilometre journey from Adelaide to Darwin takes you through wine regions before making its way to the spectacular Flinders Ranges and Outback and continuing north to Uluru and Alice Springs in the Northern Territory.



## UTILISE IMAGERY TO CREATE A SENSE OF INTRIGUE AND POSSIBILITY.

Imagery should be selected in a similar vein to the written word, encouraging imagination and a sense of exploration with the desire to find more.

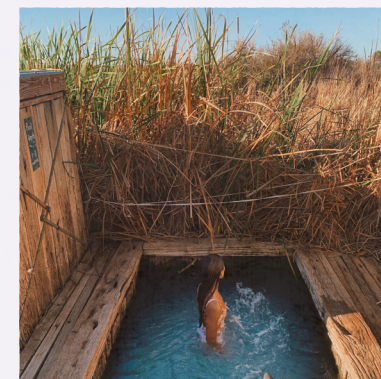
Stray from specificity, utilising imagery with a broad spectrum of wonderment, allowing potential explorers to imagine

their own presence within the scene and in turn, their own unique journey.

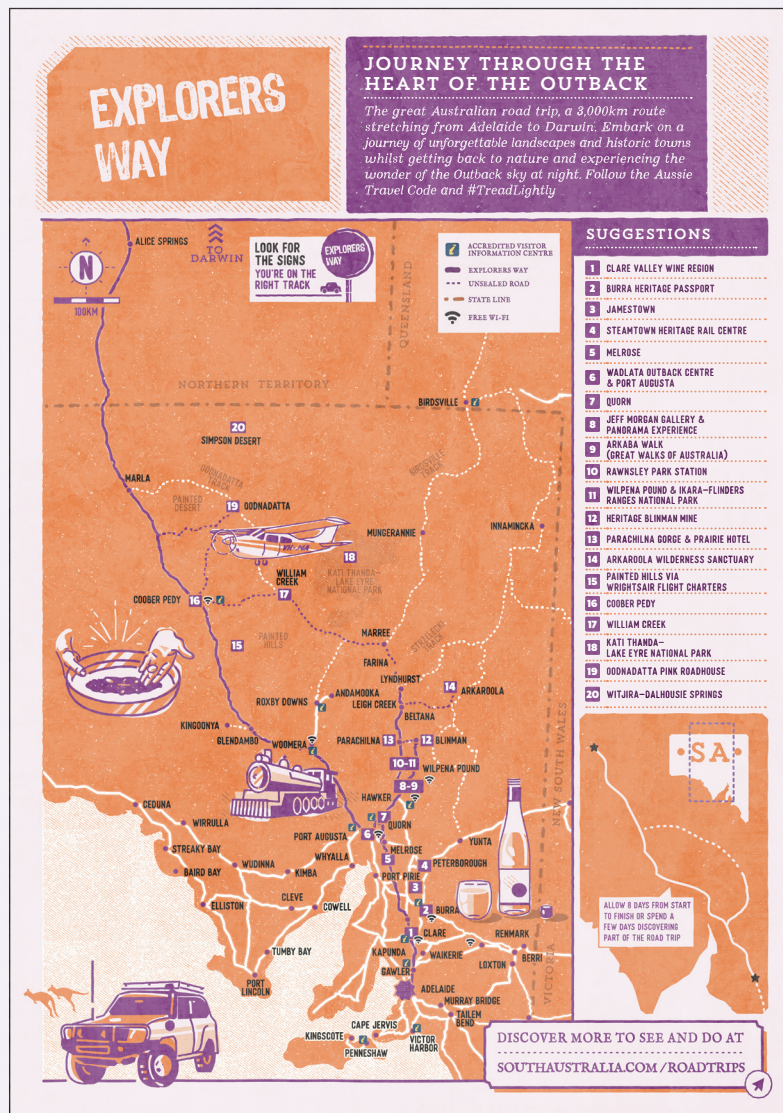
It is important to select images that are of a high quality (i.e. an image which is well framed, colour corrected and of high pixel quality).

Imagery from the South Australian Media Gallery can be used with the required permissions.

[media.southaustralia.com](https://media.southaustralia.com)





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## GREAT WALKS OF AUSTRALIA

South Australia has some of the most acclaimed natural heritage walks in the world. Several are accredited and guided by 'Great Walks of Australia'. Learn more online.

GREATWALKSOFAUSTRALIA.COM.AU

## WI-FI HOTSPOTS

Wi-Fi hotspots have been provided to keep you connected throughout your journey. All locations have been marked on the front side of this map.

## 1 CLARE VALLEY WINE REGION

CLARE VALLEY WINE TOURISM CENTRE

CLAREVALLEY.COM.AU - 08 8842 2331

Toast the start of your adventure with a legendary glass of riesling. You'll find more than 10 cellar doors dotted throughout, with some of the oldest wineries in the state, like Sevenhill Cellars as well as Pikes Wines. Shut the Gate and Good Catholic Girl. The region's landscape also proves to be perfect for a cycling adventure, so hire a bike and discover the Riesling Trail at your own pace.

## 2 BURRA HERITAGE PASSPORT

VISITBURRA.COM - 08 8832 2154

Go directly to the Burra Visitor Information Centre for your exclusive passport to the heritage trail through this historic mining region. Embark on a thrilling scavenger hunt that accompanies 40 historic sites, that allow you to hear, touch and see the past.

## 3 JAMESTOWN

VISITJAMESTOWN.COM.AU

Rich in history, this southern Flinders township is unique in its offerings. Explore the untouched beauty of the Bundader Forest or visit the RAN William interpretive open-air centre. If you are a history buff, then Jamestown's Railway Station Museum is a must visit for you.

## 4 STEAMTOWN HERITAGE RAIL CENTRE

STEAMTOWN.COM.AU - 08 8851 5555

Here you'll find a remarkably preserved industrial legacy, once home to over 100 steam locomotives that would head outwards to destinations reaching every corner of Australia. Today, the history and marvel of these machines can be observed at the engaging Heritage Railway Museum.

## 5 MELROSE

MELROSE-INFO@MARKABLE.ORG.AU - 08 8880 2014

The oldest town in the Flinders Ranges sits nestled at the base of Mt Remarkable, which has proven to be a popular spot for bushwalkers and mountain bike enthusiasts. So much so, this town now has its very own mountain bike shop, Over The Edge, to service the mountain biking mecca.

## 6 WADLATA OUTBACK CENTRE &amp; PORT AUGUSTA

WADLATA.SA.GOV.AU 1800 820 880

At Wadlata's award-winning Outback Centre, creep through the jaws of Max, a giant ripper lizard and learn about the life of an early explorer in the "Tunnel of Time". Stop in at the nearby Arid Lands Botanic Garden for an insight into bushland botany, sample award-winning delights at the Bluebush Café, or take a guided walk.

## 7 QUORN

PICCHIRICHILLRAILWAY.ORG.AU 1800 757 245

This pretty Flinders Ranges town is home to the Pichi Richi Railway, a steam-powered train journey running between Quorn and Port Augusta. Visit one of the great cafes like the Qandong Café - famous for its unique quandong pie. Devil's Peak and Drenchman's Stern will provide the best views overlooking the valley.

## 8 JEFF MORGAN GALLERY &amp; PANORAMA EXPERIENCE

JEFFMORGANGALLERY.COM.AU - 08 8848 4811

A unique way of experiencing some genuinely monumental landscape paintings. This gallery features a grand 10-degrees panoramic masterpiece of Wilpena Pound, along with a variety of detailed impressions of other natural scenic beauties.

## 9 ARKABA WALK (GREAT WALKS OF AUSTRALIA)

ARKABAWALK.COM 180 735 131

One of the Great Walks of Australia, this 'Wild Bush Luxury' 1-night, 4-day experience will immerse you in the story of South Australia's celestial Flinders Ranges. Arkaba's 60,000-acre private wildlife conservancy is the perfect space to experience the vast and ancient Elder Range and Wilpena Pound.

## 10 RAWNSLEY PARK STATION

RAWNSLEYPARK.COM.AU - 08 8840 0700

Escape to a fabbed farming station encircled by untamed rock formations and full spectrum sunsets. Offering luxury eco-villa sites, holiday units and serviced camping accommodation options, there's something to suit all travellers. By day, enjoy 4WD tours, scenic flights, guided walks and meals at the Woolshed Restaurant.

## 11 WILPENA POND &amp; IKARA-FLINDERS RANGES NATIONAL PARK

WILPENAPOND.COM.AU 1800 805 802

Journey to one of SA's most iconic and remote wildernesses. With luxury safari tents, campgrounds and resort rooms, 4WD tours, guided walks, scenic flights, and a restaurant, the Wilpena Pound Resort is the perfect launching pad to exploring this ancient landscape.

## 12 HERITAGE BLINMAN MINE

HERITAGEBLINMANMINE.COM.AU - 08 8848 4762

Discover life in the mine with this unique underground experience. Tours run three times daily March to November.

## 13 PARACHILNA GORGE &amp; PRAIRIE HOTEL

PRAIRIEHOTEL.COM.AU 1800 231 473

Traverse the untamed countryside of Parachilna Gorge outward bound for the cascading Blinman Pools Waterfall. Visit the iconic outback pub and Prairie Hotel, or head out to Arcoona Dam near Leigh Creek to find an oasis in the outback.

## 14 ARKAROOA WILDERNESS SANCTUARY

ARKAROOA.COM.AU - 08 8848 4848

A mecca for bushwalkers and 4WD drivers, this private family-owned sanctuary is the ultimate outback escape. Take in the magnificent gorges and water holes or stay a few extra days to discover the Acacia Ridge Walk and book your seat on the Ridgeway Tour - a must-do if you are in the area.

## 15 PAINTED HILLS VIA WRIGHTSAIR FLIGHT CHARTERS

WRIGHTSAIR.COM.AU - 08 8870 7882

This is one experience along the route that can only be had via the skies because there is simply no road access. Departing from a range of different locations around the region, this scenic flight covers approximately 40 square kilometres of the unimaginable radiant countryside.

## 16 COOPER PEDY

COOPERPEDY.VISITORINFORMATIONCENTRE.COM.AU - 08 8872 4817

Journey to this underground opal capital, boasting a sun baked inner landscape, fascinating history and a unique way of life. There's so much to see that you'll need one to two days to fully take it all in. Visit one of nature's most iconic wonders - The Breakaways, unearth the town's mining history or fossick for your own opals at Tom's Working Opal Mine, Umoona Opal Mine & Museum or the Old Timers Mine. See the township's iconic Big Winch now hosting a café at the lookout point, Crocodile Harry's and the Orthodox Church is the place for an Insta worthy moment.

## 17 WILLIAM CREEK

WILLIAMCREEKNOTEL.NET.AU - 08 8870 7880

Situated on the Oodnadatta Track, this is the perfect opportunity to stop in for a 'cold one' and stay the night in the heart of the world's (yes, world's) largest cattle station. If you are in need of a day spa after a long drive, Coward Springs is the stop for you - it's not your typical spa, but worth the approx. 70 kilometre drive from William Creek.

## 18 KATI THANDA-LAKE EYRE NATIONAL PARK

NATIONAL RESERVE CENTRE - PORT AUGUSTA

ENVIRONMENT.SA.GOV.AU - 08 8840 3200

MARKERHOTEL.COM.AU - 08 8875 8544

A phenomenal site, Australia's largest salt lake covers an area spanning 44km long and 17km wide. Best explored in a 4WD, immerse yourself in the surrounding low red dunes of the desert, unravelling a genuine appreciation for the wilderness and vast remoteness of the South Australian Outback. For those looking for a more elevated experience, Wrightsair scenic flights will give you a bird's-eye view of this remarkable wonder.

## 19 OODNADATTA PINK ROADHOUSE

PINKROADHOUSE.COM.AU 180 826 874

This legendary pink pinstrip has been a desert oasis for outback adventurers for almost half a century. Rising out of the red dirt halfway between Cooper Pedy and the Simpson Desert, the iconic Pink Roadhouse in Oodnadatta has become a bucket list item for many travellers.

## 20 WITJIRA-DALHOUSIE SPRINGS

ENVIRONMENT.SA.GOV.AU

In the midst of the unshakable outback lies a watery reprieve for dust slicked travellers. On the edge of the Simpson Desert, the Witjira-Dalhousie Springs are a network of more than 40 springs fed from the artesian basin. The main spring offers the best swimming opportunities, sitting at about 31 degrees year-round.

PLAN YOUR TRIP AND DISCOVER MORE. FIND OUT WHAT TO SEE, DO AND WHERE TO STAY AT SOUTH AUSTRALIA.COM





