

A JOURNEY TRAVERSING  
AUSTRALIA'S GREATEST RIVER

*Mighty  
Murray  
way*



## MIGHTY MURRAY WAY

5.1 LOGO

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## 5.1 LOGO

THE MIGHTY MURRY WAY BRAND REFLECTS THE WINDING JOURNEY ALONG AUSTRALIA'S GREATEST RIVER.

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 green version should be prioritised.

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



## 5.1 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.





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





## 5.2 COLOUR PALETTE



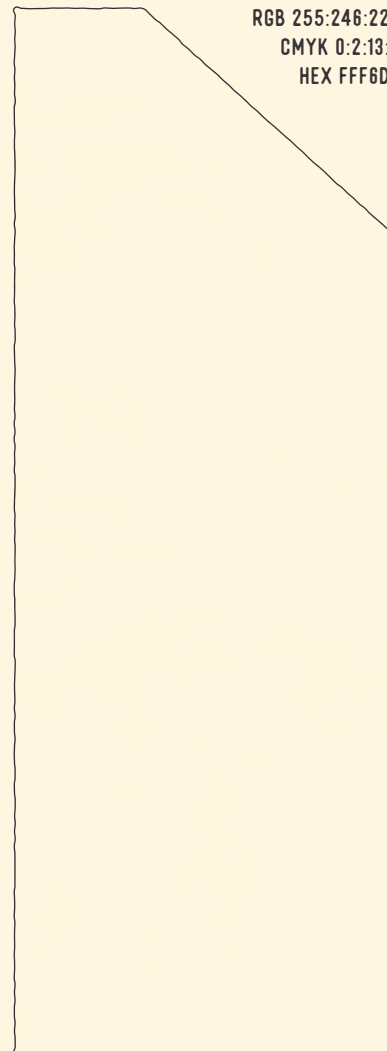
RGB 76:119:76  
CMYK 73:33:82:17  
HEX 4C774C



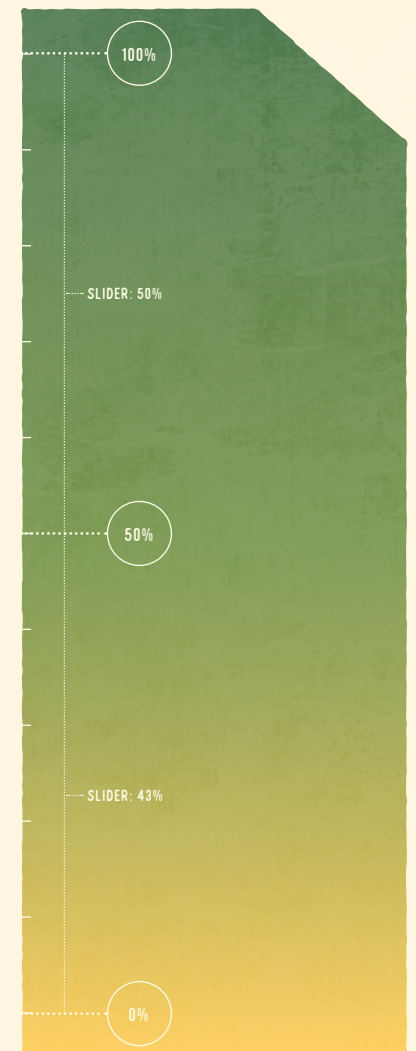
RGB 117:148:73  
CMYK 59:25:90:6  
HEX 759449



RGB 255:204:83  
CMYK 0:20:77:0  
HEX FFCC53



RGB 255:246:222  
CMYK 0:2:13:0  
HEX FFF6DE





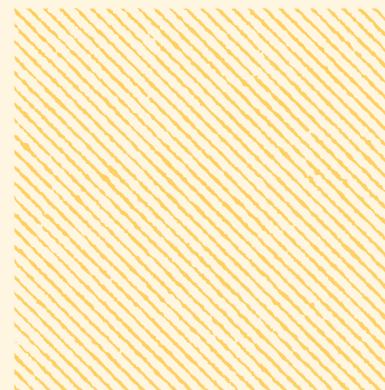
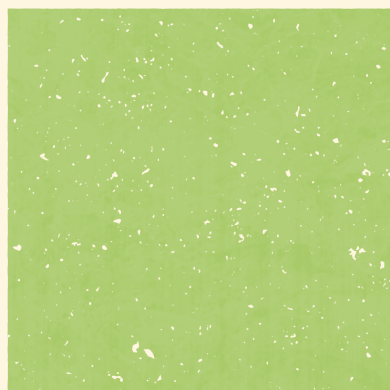
## 5.3 ILLUSTRATIONS & TEXTURES

### 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.



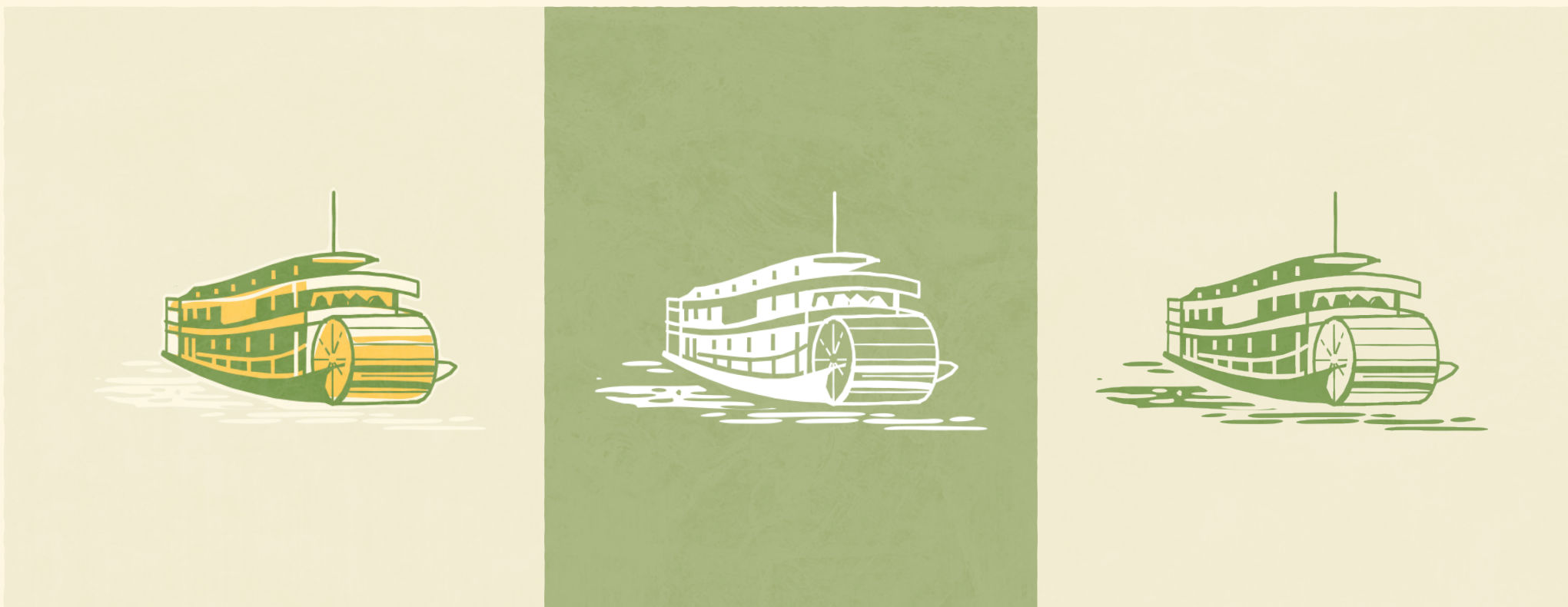


## 5.3 ILLUSTRATIONS & TEXTURES

### 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:

Ever-changing	Relaxed
Laid-back	Gourmet
Indulgent	Plentiful
Unique	Abundant

Discover the Mighty Murray Way and follow the laid-back rhythm of one of the world's longest rivers.

Through its ever-changing landscapes, uncover the lifeblood of industry, nature and lifestyle that is the Murray River, while indulging in the unique array of experiences from rich Aboriginal culture to microbreweries and gourmet produce, riverboats and cruises.

It's all here on the banks of the river waiting to be explored.



## 5.6 IMAGERY

### 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.

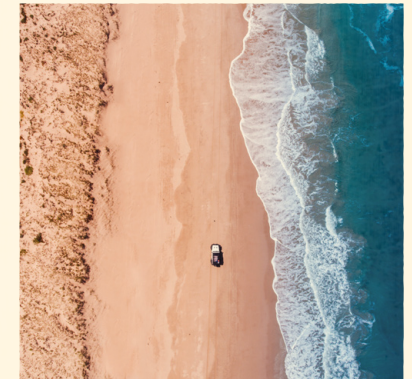
Stray from specificity, utilising imagery with a broad spectrum of wonderment, allowing potential explorers to imagine

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)







### A JOURNEY TRAVERSING AUSTRALIA'S GREATEST RIVER

From the Riverland to the Murray Mouth, follow one of the world's longest rivers through 2,500kms of ever-changing landscapes. Experience the history and nature unique to each township while indulging in local food, wine, beer and spirits.



#### SUGGESTIONS

- 1 WILKADENE WOOLSHED BREWERY
- 2 MURRAY RIVER TRAILS (GREAT WALKS OF AUSTRALIA)
- 3 RENMARK
- 4 RIVERLAND WINE CENTRE
- 5 CANOE ADVENTURES
- 6 SALENA ESTATE WINES / CUCINA 837 AT SALENA
- 7 THE VILLAGE
- 8 919 WINES CELLAR DOOR
- 9 LAKE BONNEY
- 10 BANROCK STATION WINE & WETLAND CENTRE
- 11 OVERLAND CORNER HOTEL
- 12 WALKERIE
- 13 RIVERDUM CRUISES
- 14 CAUDO VINEYARD CELLAR DOOR
- 15 BIG BEND BY NIGHT
- 16 CAPTAIN COOK CRUISES - PS MURRAY PRINCESS
- 17 PS MARION
- 18 MONARTO SAFARI PARK
- 19 RIVER MURRAY DARK SKY RESERVE TOURS
- 20 THE BEND MOTORSPORT PARK
- 21 LANGHORNE CREEK WINE REGION
- 22 GOOLWA WHARF PRECINCT



DISCOVER MORE TO SEE AND DO AT  
SOUTH AUSTRALIA.COM/ROADTRIPS



### 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.  
GREATWALKSOF AUSTRALIA.COM.AU

#### 1 WILKADENE WOOLSHED BREWERY

An enchanting scene overlooking the glorious Murray River. Filled with down-to-earth charm and a homegrown atmosphere, this rustic riverfront brewery is the perfect place to knock the top off a cold one at the end of a long river run. Pull up in your kayak or houseboat and head straight to the bar!

#### 2 MURRAY RIVER TRAILS (GREAT WALKS OF AUSTRALIA)

MURRAYRIVERTRAILS.COM.AU  
Discover the magic of this amazing river landscape and learn the stories you can't read about in books. Book your unique river tour catering for a range of interests including nature, wildlife, food, wine and soft adventure. All tours depart from Renmark and are available from March to November.

#### 3 RENMARK

DISCOVERRENMARK.COM.AU  
Fancy a tasting of locally made gin or brandy? Clock in at the impressive Twenty Third Street Distillery for a range of experiences to open your senses to new dimensions and flavours. In the theme of good spirits, Angove is home of St Agnes Brandy, and will some organic local wines from the region's oldest winery. Pop up with a cup of freshly roasted coffee at Aroma Coffee or head over to the Renmark Club for fresh and locally sourced produce and stunning views of the River Murray.

#### 4 RIVERLAND WINE CENTRE

Hosting over 35 different Riverland wineries, the wine centre's interactive storyboards take you through the journey of each winery and help wet your appetite for the delicious wine and produce this region has to offer.

#### 5 CANOE ADVENTURES

Explore the wonders of nature along the banks of the river, in the golden light of sunrise or sunset on a guided kayak tour. Whether you are an experienced kayaker or a first time paddler, this adventure is a must while in the Riverland.

#### 6 SALENA ESTATE WINES / CUCINA 837 AT SALENA

Salema Estate are known for the large selection of wine in their repertoire and the hardest thing will be trying to decide what to have. Alongside the cellar door, you'll find Italian restaurant Cucina 837 at Salema, showcasing the family's Italian heritage through food and wine. Serving up freshly made pasta and wood oven pizzas alongside traditional antipasto platters designed to share.

#### 7 THE VILLAGE

THEVILLAGELOXTON.COM.AU  
Step back into yesteryear with sheep shearing demonstrations, tractor parades and live demonstrations at the bakery and Blacksmith shop before heading to the Loxton piner playground for more hours of fun for the whole family.

#### 8 919 WINES CELLAR DOOR

Tucked away off the main drag, sit down to some environmentally conscious and vegan-friendly wines. With the flight including Touriga, Sangiovese and Durif, '90' brings to the table a unique Mediterranean series of wines less common to this region.

#### 9 LAKE BONNEY

BARNERA VISITOR INFORMATION CENTRE 0800 2288 RIVERTHEDUM.AU  
A stone's throw from Barnera, this freshwater lake is the ideal spot to cool off. It's also a water sports lover's dream: swimming, windsurfing, kitesurfing and water skiing await.

#### 10 BANROCK STATION WINE & WETLAND CENTRE

Located within an internationally recognised wetland complex and supported by a globally significant wetland centre, this region's iconic brand offers fine dining and exceptional wine topped off with one heck of a view.

#### 11 OVERLAND CORNER HOTEL

A mere 600 feet from where the steamers used to dock, the Overland Corner Hotel is so much more than just another pub on the passage from Sydney to Adelaide! It's a living museum with a unique history and fantastic beer selection.

#### 12 WALKERIE

WALKERIE.COM  
Affectionately known as the town where the sun shines year round, it's the perfect place to sample the local fruit and incredible regional produce. With its name derived from the local indigenous meaning of 'many wings', the area fittingly showcases a variety of rare birds which you can spot whilst visiting Walkerie Water and Nature Park or on the Walkerie Cliff Top Walk. Make sure you take a few snaps of the Walkerie Silo Art and grab lunch at the Walkerie Hotel.

#### 13 RIVERDUM CRUISES

Hop aboard this 30-foot cruiser that fits up to 11 people for an impressive range of distinctive Murray River destinations and short or day cruise options. Perfect for those travelling by car that want a leisurely and peaceful afternoon out on the water.

#### 14 CAUDO VINEYARD CELLAR DOOR

Producing opulent easy-drinking wines originating on the fertile lands of the Murray. Sit out in the sun and enjoy a glass or two, or maybe even try a refreshing sangria accompanied by a slice of wood fired pizza. Access to the site is available straight off the houseboat.

#### 15 BIG BEND BY NIGHT

Big Bend, on the banks of the Murray River, offers visitors the chance to see large numbers of kangaroos and the elusive wombat in the wild with unique spotlighting tours. Enjoy a bush tucker breakfast or a riverside dinner watching the sunset changing and reflecting the colours of the sandstone cliffs. If travelling as a group, the Sunmyle shearing show is worth seeing, as is the milky way that dominates our accredited Dark Sky sanctuary.

#### 16 CAPTAIN COOK CRUISES - PS MURRAY PRINCESS

Discover the splendour of the Murray River with Captain Cook Cruises. A 4 or 7 night cruise adventures onboard the charming paddle wheeler. Bookings are essential for all cruises.

#### 17 PS MARION

For those looking for a shorter experience, the PS Marion offers an exceptionally traditional and authentic experience. Built in 1871, it's one of the last heritage steam driven paddle steamers and the only dry dock of her kind left in the world. This is your chance to see history on the water!

#### 18 MONARTO SAFARI PARK

Monarto is the largest safari park in Australia that covers over 1,500 hectares in an open-range sanctuary and undertakes a major role, nationally and internationally, in breeding programs for rare and endangered species. Home to a range of exotic species such as the endangered southern white and black rhino, Australia's largest giraffe herd and a range of unique behind the scenes experiences such as 'Lions go!' - a hair-raising up-close and personal experience.

#### 19 RIVER MURRAY DARK SKY RESERVE TOURS

JUGGLEHOUSE.COM.AU - 0408 837 308  
Discover the highlights of the Murray River 130 million-year-old natural playground with dark sky tours. Let Juggle House Experience introduce you to the many stars of the region and take you on a journey of discovery in one of the darkest places on earth.

#### 20 THE BEND MOTORSPORT PARK

THEBEND.COM.AU  
The Bend is a world-class motorsport facility that frequently hosts high octane, crowd filled events. A thrilling series of race car and rally experiences can be booked in advance. Check the website for event dates and how to book your very own driving experience.

#### 21 LANGHORNE CREEK WINE REGION

LANGHORNECREEK.COM - VISITALEXANDRIA.COM  
There are eight cellar doors to explore in this scenic wine region. Stop in for lunch at The Winchouse, Bremerton, Angus Plain or Lake Breeze. Visit the architectural award winning Kimbolton Winery and drink in the views from their rooftop deck. Savour wine and chocolate at Vineyard Road. Check out the horseridish farm at Rusticans Wines, home of Newman's Horseridish and discover one of Australia's most awarded historic wineries at Biscade.

#### 22 GOOLWA WHARF PRECINCT

VISITALEXANDRIA.COM  
The perfect place to depart for a journey along the Coorong in a rented canoe or on an organised cruise. Alternatively, spend some time around the precinct sampling local beers or a boutique whiskey at Fleurieu Distillery right on the wharf. Sample some of the region's freshest pipis and seafood at the Kari Shack in Goolwa Beach, then head towards Victor Harbor on the Cockle Train.



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

Produced by The South Australian Tourism Commission (All information provided was current at the time of printing (April 2021))





