SOUTH AUSTRALIAN
TOURISM COMMISSION

BRAND STYLE GUIDE

SOUTH
AUSTRALIA

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Cover — Arkaroola Wilderness Sanctuary, Flinders Ranges & Outback

Opposite — Remarkable Rocks, Kangaroo Island

SATC BRAND LOGO

The stacked primary logo is preferred for SATC branded collateral. The mono reverse logo in red binding box should be used when applied to full-colour collateral. The mono reverse version in black binding box should only be used when red is not an option. The correct version of the mono reverse logo has a grey tip for Queensland - ensure this is the only version used.

INTERSTATE / INTERNATIONAL

1.5cm
MINIMUM

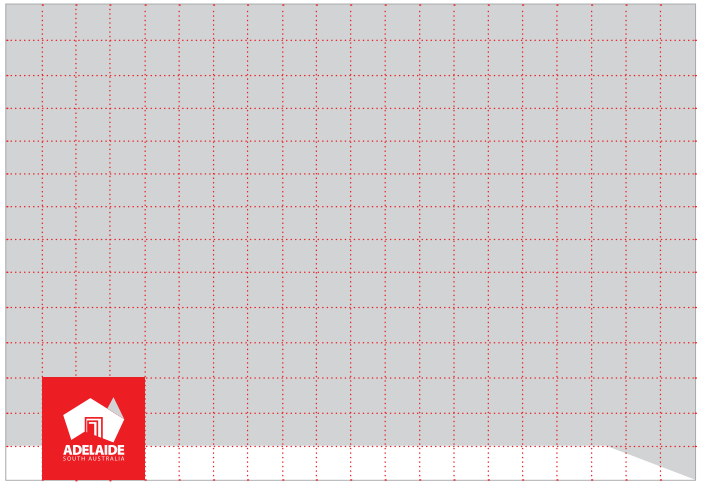
REVERSE

INTRASTATE

1.5cm
MINIMUM

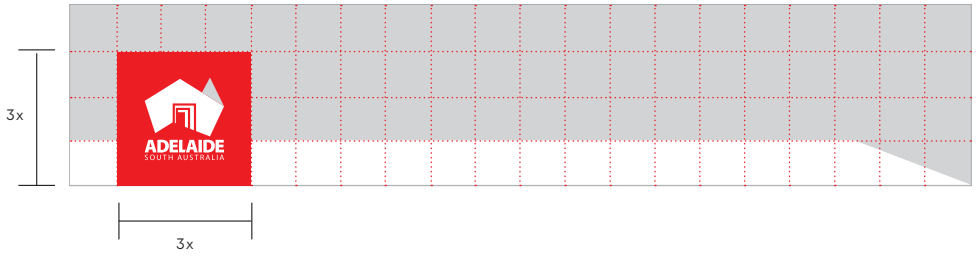
REVERSE

LOGO APPLICATION



The primary logo should always be positioned in the bottom left of the artwork.

The distance from the left edge of the artwork to the logo should be 1/3 the width of the red binding box.



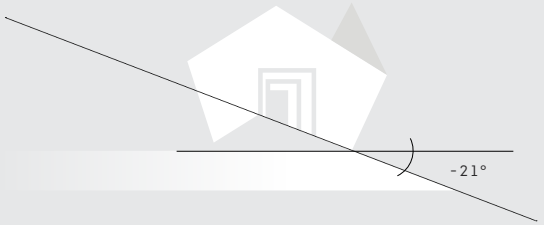
The primary logo must never appear on other parts of the artwork, it must always be located in the bottom left.

LOGO SIZE FOR TYPICAL FORMATS

A5 LOGO SIZE
2.3 x 2.3cm

ADELAIDE
SOUTH AUSTRALIA

SOUTHAUSTRALIA.COM | REWARDS WONDER



A4 LOGO SIZE
3 x 3cm

ADELAIDE
SOUTH AUSTRALIA

SOUTHAUSTRALIA.COM | REWARDS WONDER

A3 LOGO SIZE
4 x 4cm

ADELAIDE
SOUTH AUSTRALIA

SOUTHAUSTRALIA.COM | REWARDS WONDER

When the SATC sponsor an event or provide logos to partners for use in their brand style, the stacked Brand Logo is preferred. Available in vector, CMYK or PMS colours. RGB colour files are also available.

Use 'Adelaide' State Brand logo for all national / international communication material, and 'South Australia' State Brand logo for all intrastate communication material.

Mono and mono reverse logos are the only single colours allowed for usage on any application when production methods restrict the use of full colour.

Mono reverse should be used on all dark colour backgrounds for all applications.

To ensure the logo is given prominence and is easily and clearly identifiable, it must be surrounded by clear space and kept free from all other elements.

1.5cm is the recommended minimum size for small print reproduction.

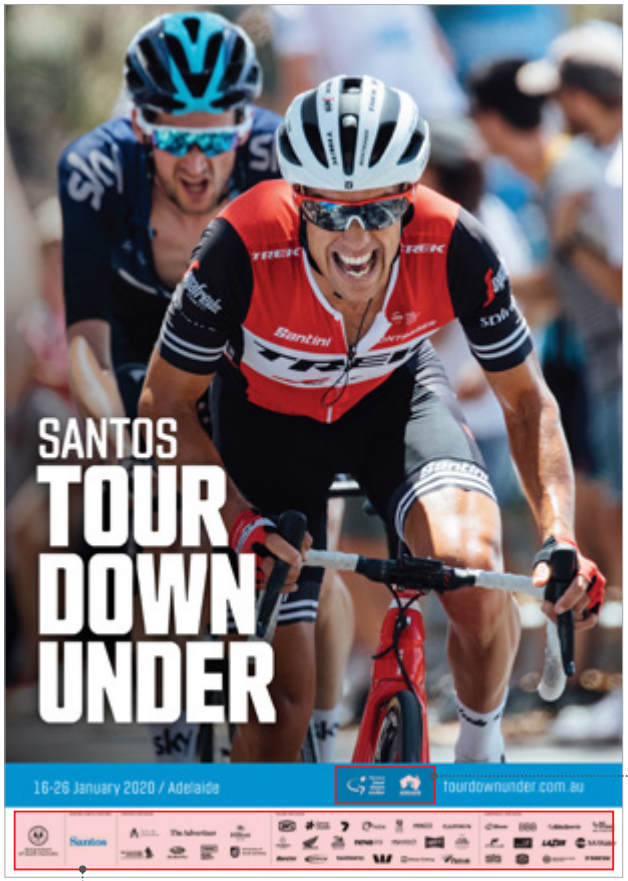
FULL COLOUR

MONO

MONO REVERSE

For SATC managed events, the event logo is considered 'primary' and State Brand logo 'secondary'.

When the primary event logo sits with the suite of secondary logos, it must be positioned to the left, bumping the State Brand logo to second position. The hierarchy must be represented from left to right.



PARTNER LOGOS

EVENT LOGO & STATE BRAND LOGO

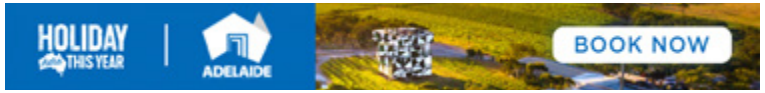
PARTNER LOGOS

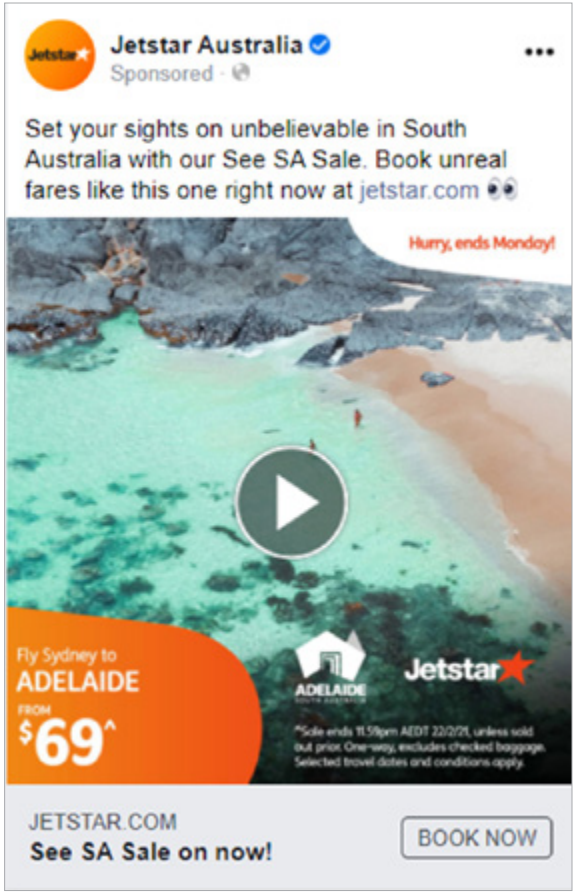
EVENT & PRESENTING PARTNER LOGO

STATE BRAND LOGO

When the SATC provide logos to partners for use in their brand style, the stacked and landscape formats are available in vector, CMYK or PMS colours. RGB colour files are also available.

PARTNER BRANDED EXAMPLES





TYPOGRAPHY

INTRO

BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuuwxyz
0123456789

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuuwxyz
0123456789

CALIBRI

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Note: Calibri is only to be used in instances where Intro is not available. All emails/EDMs and PowerPoint presentations must use Calibri.

COLOUR PALETTE

Our primary colours of red, black and white should be used to reinforce the SATC's strong brand identity. To support this, the secondary colour palette can be implemented sparingly where colour differentiation is required. Tints of the primary colours are able to be used, especially to provide contrasts within single colour applications.

PRIMARY

Red

PANTONE 485C
C 0 **M** 100 **Y** 100 **K** 0
R 213 **G** 43 **B** 30
HEX #D52B1E

Black

PANTONE BLACK
C 0 **M** 0 **Y** 0 **K** 100
R 0 **G** 0 **B** 0
HEX #000000

White

PANTONE WHITE
C 0 **M** 0 **Y** 0 **K** 0
R 255 **G** 255 **B** 255
HEX #FFFFFF

SECONDARY

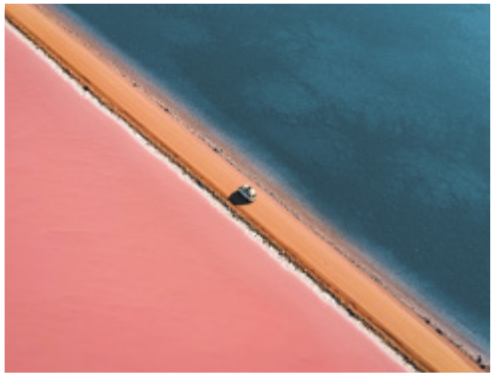
Light Grey

(10% TINT OF BLACK)
C 0 **M** 0 **Y** 5 **K** 100
R 35 **G** 31 **B** 32
HEX #231F20

Latte

C 0 **M** 2 **Y** 5 **K** 10
R 231 **G** 225 **B** 218
HEX #e7e1da

IMAGERY



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

For further photography examples, refer to our Photography Style Guide.

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

TONE OF VOICE

South Australia is a curious place: we're immersive, boutique, vibrant and adventurous. It only makes sense that the way we communicate reflects this. We're not your typical holiday destination, so the way we communicate shouldn't be typical either. We inspire curiosity through our writing, enticing readers to dig beneath the surface and discover our internationally-acclaimed food and drink, jaw-dropping landscapes, abundant wildlife, vibrant city life and iconic coastal culture.

PERSONALITY TRAITS

INTREPID

We're bold when we write, taking our readers with us to the frontline of the action. We make sure our audience are fully-immersed in whatever experience we're writing about, acting as their evocative tour guides.

INQUISITIVE

We raise questions when we write, piquing our readers' curiosity and enticing them to find out more.

INTELLIGENT

We're smart when we write, mixing useful travel information with thought-provoking and entertaining prose. Intelligent writing does not mean bombarding readers with facts and figures.

INSPIRING

We aim to inspire with our writing, bringing South Australia's remarkable experiences to the forefront of our readers' minds. We're descriptive, engaging, accessible and inclusive.

EXAMPLE COPY

FLOAT IN A HOUSE. WITH NO FIXED ADDRESS?

Take your sweet time as you drift along the Murray River. By day, meander past limestone cliffs, stop off for a drop of local gin and find your new favourite watering hole just in time for the sun to go down. Then, once night falls, rest your head in boutique accommodation or camp under the stars to truly reconnect with nature on the Mighty Murray Way road trip.

For further copy examples, refer to our Generic Copy Deck.

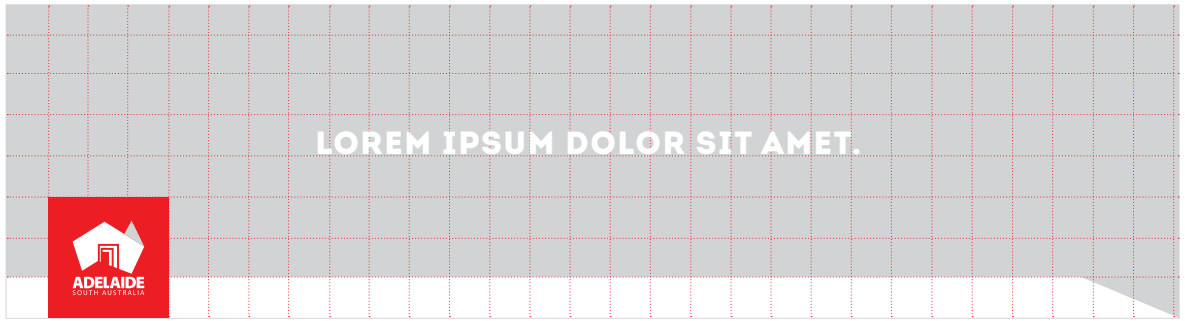
Above The Cube, Murray River, Lakes & Coorong

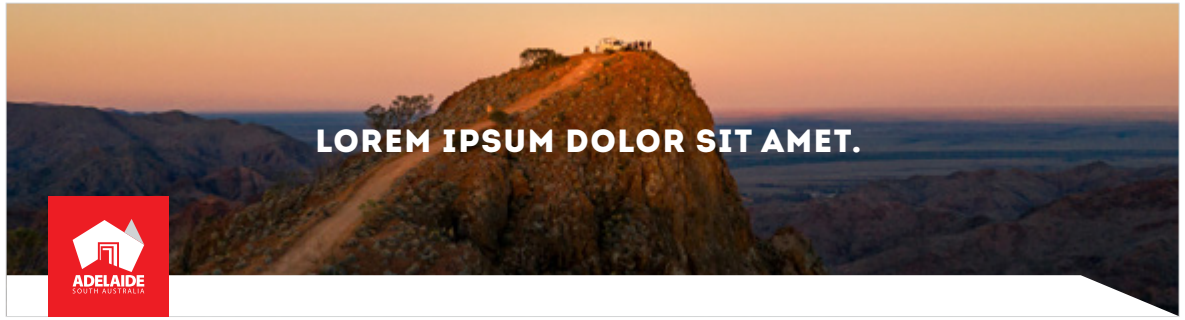
OOH

All drive by formats do not include the location caption and URL / tagline in the baseline lockup as there is less time to absorb key messages.

LANDSCAPE

1224 x 324px





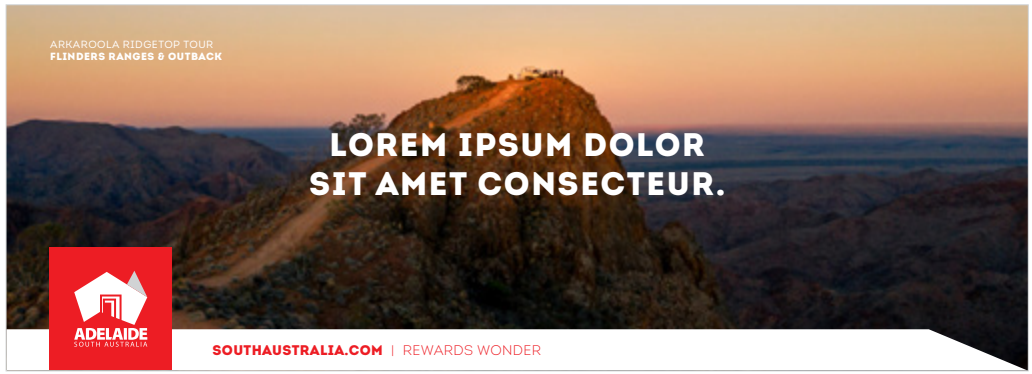
PORTRAIT

768 x 1152px

All walk by / stand by formats where there is dwell time are to include the location caption in the top left corner, and URL / tagline in the baseline lockup.

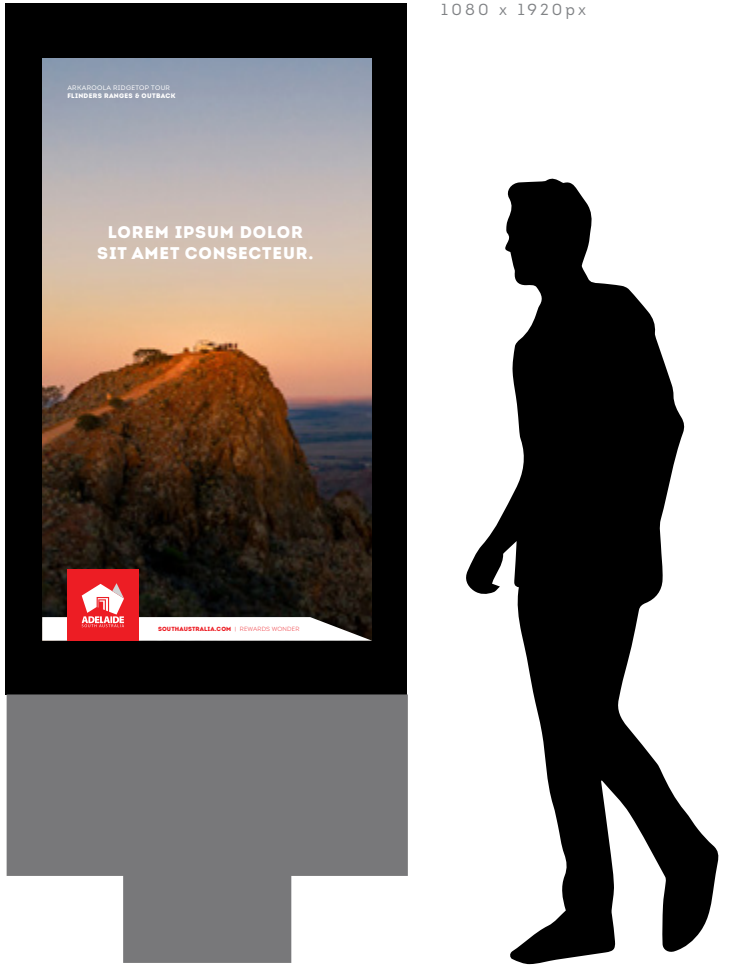
LANDSCAPE

2016 x 720px

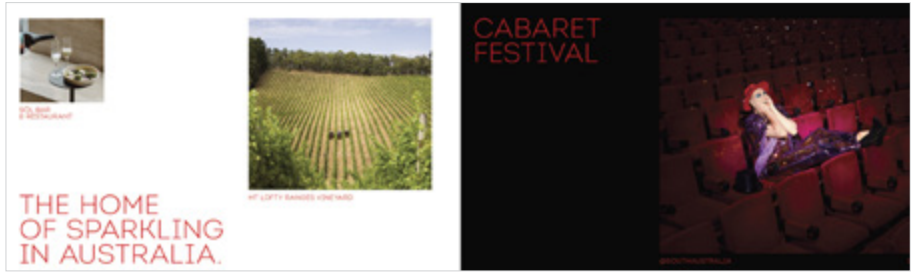


PORTRAIT

1080 x 1920px



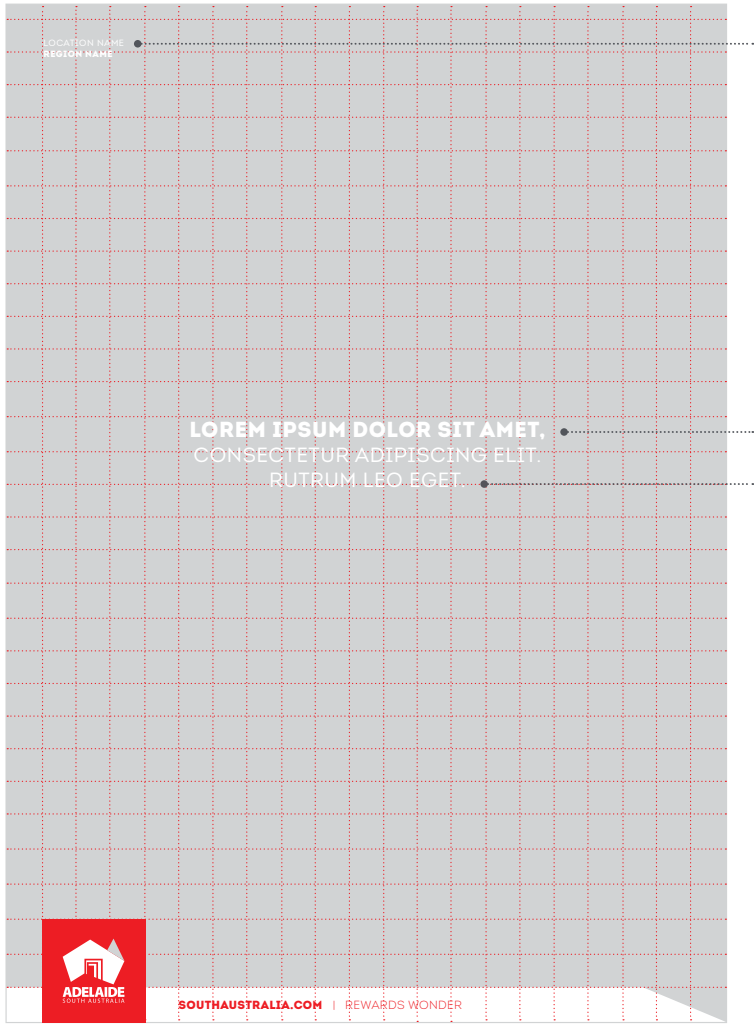
HOARDING



BUS DECAL

PRINT

FULL PAGE



LOCATION NAME
(INTRO REGULAR)

LOCATION REGION
(INTRO BLACK)

Font size: 7pt
Leading: 8
Tracking: 25
Uppercase
Left aligned

HEADLINE
(INTRO BLACK)

Font size: 18pt
Leading: 21
Tracking: 25
Uppercase
Centre aligned

SUBHEAD
(INTRO REGULAR)

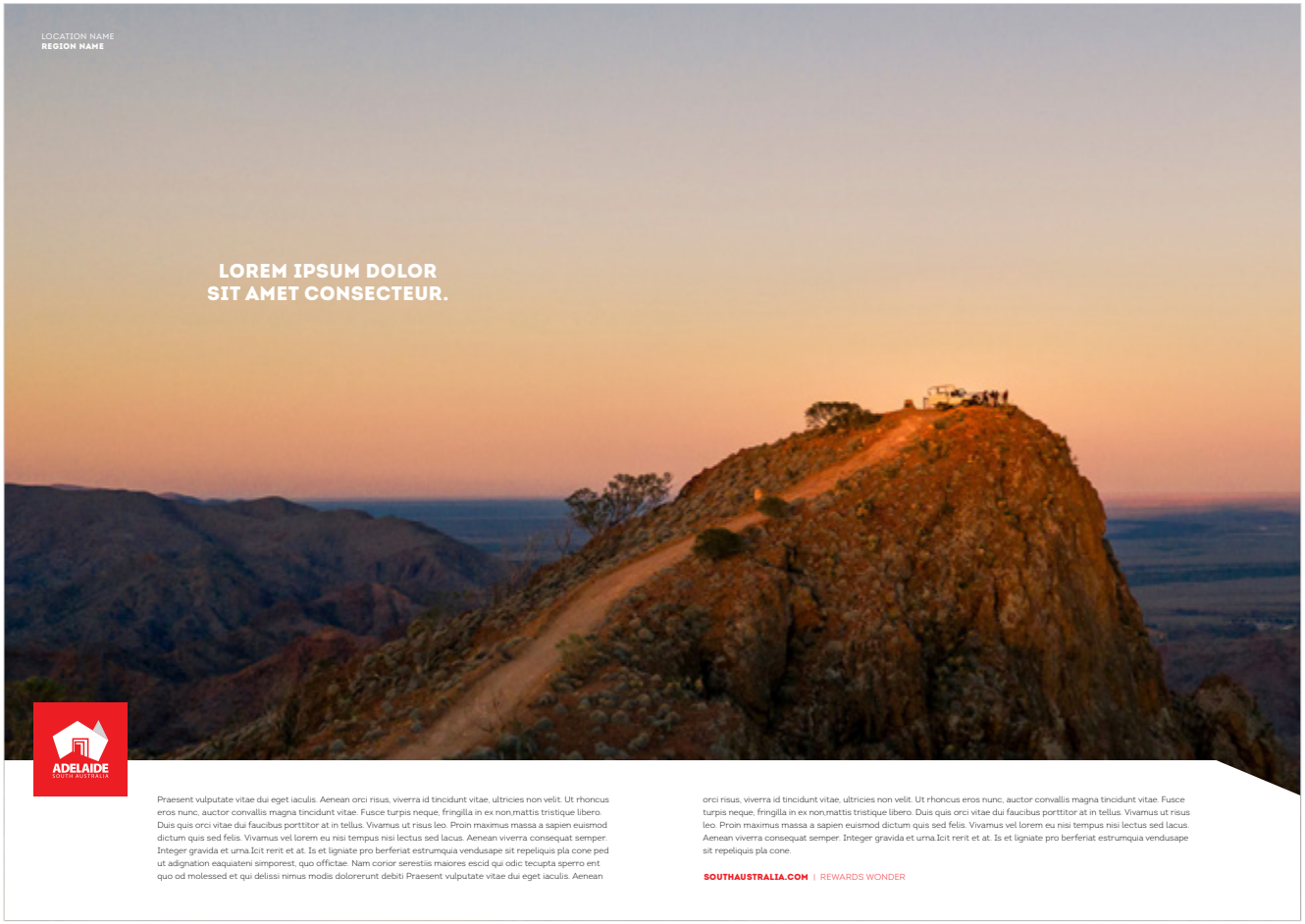
Font size: 17pt
Leading: 21
Tracking: 25
Uppercase
Centre aligned

FULL PAGE - SATC & PARTNER

Bodytype + Tagline
(Intro Light)

Font size: 8pt
Leading: 12
Tracking: 0
Sentence case
Left aligned

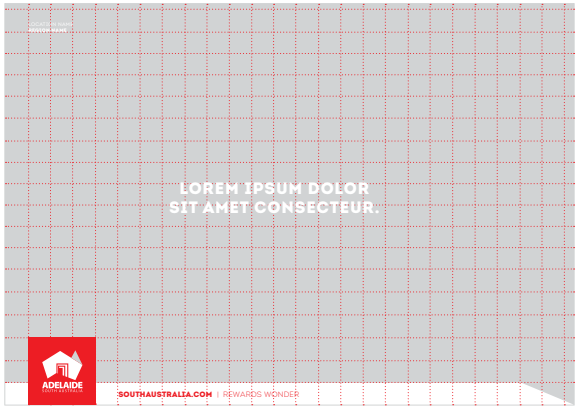
DOUBLE PAGE SPREAD



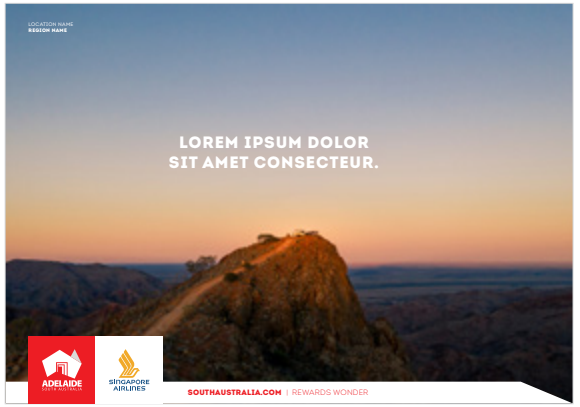
Praesent vulputate vitae dui eget iaculis. Aenean orci risus, viverra id tincidunt vitae, ultricies non velit. Ut rhoncus eros nunc, auctor convallis magna tincidunt vitae. Fusce turpis neque, fringilla in ex non,mattis tristique libero. Duis quis orci vitae dui faucibus porttitor at in tellus. Vivamus ut risus leo. Proin maximus massa a sapien euismod dictum quis sed felis. Vivamus vel lorem eu nisi tempus nisi lectus sed lacus. Aenean viverra consequat semper. Integer gravida et urna.Icit rerit et at. Is et ligniate pro berferiat estrumquia vendusape sit repeliquis pla cone ped ut adignation eaquiateni simporest, quo offictae. Nam corior serestiis maiores escid qui odic tecupta sperro ent quo od molessed et qui delissi nimus modis dolorerunt debiti Praesent vulputate vitae dui eget iaculis. Aenean orci risus, viverra id tincidunt vitae, ultricies non velit. Ut rhoncus eros nunc, auctor convallis magna tincidunt vitae. Fusce turpis neque, fringilla in ex non,mattis tristique libero. Duis quis orci vitae dui faucibus porttitor at in tellus. Vivamus ut risus leo. Proin maximus massa a sapien euismod dictum quis sed felis. Vivamus vel lorem eu nisi tempus nisi lectus sed lacus. Aenean viverra consequat semper. Integer gravida et urna.Icit rerit et at. Is et ligniate pro berferiat estrumquia vendusape sit repeliquis pla cone.

SOUTHAUSTRALIA.COM | REWARDS WONDER

HALF PAGE



HALF PAGE - SATC & PARTNER



BROCHURES

New Product

LUXURY HOTELS

Enjoy Your Stay

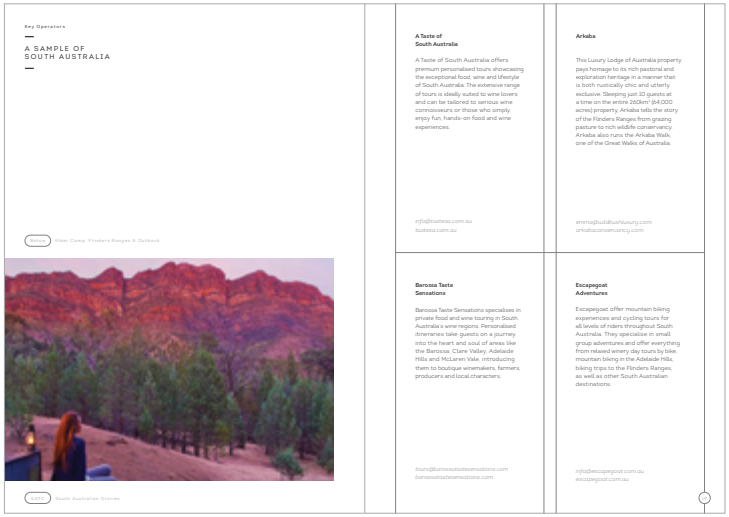
With demand for high-end accommodation soaring, three significant new builds have come online in 2020. Each offering has one-of-a-kind experiences, a unique location and considered styling, located in the city centre and nearby Adelaide Hills.

Sequoia
Adelaide Hills
Fourteen luxury suites with uninterrupted views of the Piccadilly Valley are the newest additions to the Mount Lofty House property, officially opening in September 2020. With its own separate concierge, the Sequoia suites are stately, impressive and perfectly positioned for an ideal and idyllic location for touring through South Australia. In addition, guests can enjoy spa treatments, with optional, private touring experiences available. The suites are a luxurious addition to the historic property, located under the shade of the lofty cypress tree that gives it its name. Bookings are open and suites are available for stays ahead of the official opening date.
mtlofthouse.com.au/sequoia-luxury-lodge

Eos by SkyCity
Adelaide
SkyCity Adelaide unveils its highly- anticipated six-star hotel overlooking the River Torrens in December 2020. The $330m investment includes 120 luxury rooms with 95 king rooms, 24 suites and a 305m² villa. Signature experiences such as an in-room mixologist, unpacking and repacking services and personal training sessions are included in the rate. The hotel will also include new restaurants, a casual dining café, two new bars, and a wellness centre. Bookings are now open.
eosadelaide.com.au

Oval Hotel
Adelaide
Adelaide Oval launches Oval Hotel – the first of its kind in Australia – featuring 138 rooms as part of the existing Eastern Stand of the iconic stadium. The designers have left nothing to chance, with exquisite views from every vantage, new dining experiences, and personalised, 24-hour service. The use of technology in the hotel is designed to offer guests a seamless user experience, using the convenience of your smart phone to unlock your door or access concierge services. A more traditional guest experience is also available. Bookings are now open for stays from September 2020.
ovalhotel.com.au

SATC South Australian Stories



Key Operators

A SAMPLE OF SOUTH AUSTRALIA

Below Elder Camp, Flinders Ranges & Outback

Below South Australian Stories

A Taste of South Australia

A Taste of South Australia offers premium personalised tours showcasing the exceptional food, wine and lifestyle of South Australia. The extensive range of tours is ideally suited to wine lovers and can be tailored to serious wine connoisseurs or those who simply enjoy fun, hands-on food and wine experiences.

info@tasteso.com.au
tasteso.com.au

Arkaba

This Luxury Lodge of Australia property pays homage to its rich pastoral and exploration heritage in a manner that is both rustically chic and utterly exclusive. Sleeping just 10 guests at a time on the entire 260km² (64,000 acres) property, Arkaba tells the story of the Flinders Ranges from grazing pasture to rich wildlife conservancy. Arkaba also runs the Arkaba Walk, one of the Great Walks of Australia.

emma@australianluxury.com
arkabaconservancy.com

Barossa Taste Sensations

Barossa Taste Sensations specialises in private food and wine touring in South Australia's wine regions. Personalised itineraries take guests on a journey into the heart and soul of areas like the Barossa, Clare Valley, Adelaide Hills and McLaren Vale, introducing them to boutique winemakers, farmers, producers and local characters.

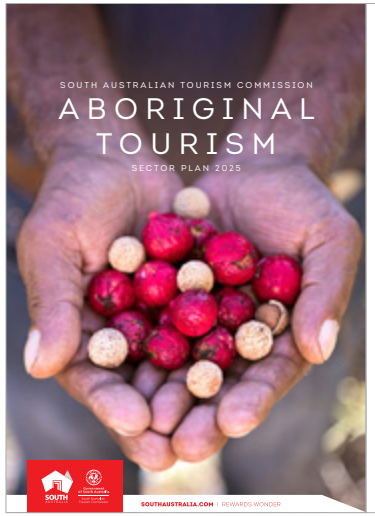
tours@barossatastesensations.com
barossatastesensations.com

Escapegoat Adventures

Escapegoat offer mountain biking experiences and cycling tours for all levels of riders throughout South Australia. They specialise in small group adventures and offer everything from relaxed winery day tours by bike, mountain biking in the Adelaide Hills, biking trips to the Flinders Ranges, as well as other South Australian destinations.

info@escapegoat.com.au
escapegoat.com.au

PLANS / STRATEGIES



ACKNOWLEDGMENT

This document acknowledges and respects that all tourism activity and development take place on lands traditionally, owned by South Australia's Aboriginal and Torres Strait Islander people and encourages Aboriginal communities to be a part of the current and future South Australian tourism successes.

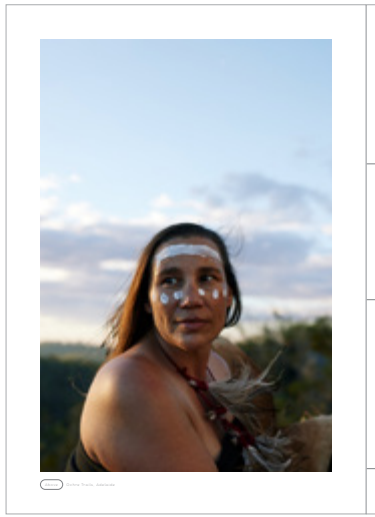
For the purpose of this Plan Aboriginal tourism is defined as the act of participating in a tour, experience or activity that involves interaction with Aboriginal and Torres Strait Islander people, community, site or artefact (including retail purchases), in a manner that is appropriate, respectful, and true to the Aboriginal culture, heritage and traditions being presented.

It is recommended that where Aboriginal culture is the product, Aboriginal people determine its content and interpretation. As owners of their culture, and through participation, the integrity and authenticity of the product or experience and its regional context can be maintained.

Note: 'Aboriginal' refers to both Aboriginal and Torres Strait Islander people.

Above Ikar Wanta Tours, Flinders Ranges & Outback

Above Kaurareg's Gallery, Cooker Body



Below Kaiela Trails, Adelaide

Section Two

BACKGROUND

Aboriginal Tourism Research in South Australia

Traditionally, Aboriginal tourism experiences in South Australia have been targeted at international visitors, appealing mostly to Western Hemisphere markets. Over the coming years, whilst the COVID-19 pandemic continues to disrupt global travel, our focus will be supporting diversification of Aboriginal tourism experiences to ensure their offerings have a domestic focus and appeal.

ABORIGINAL TOURISM ACTIVITY YE SEPTEMBER 2020

$195M
Total trip spend for visitors to South Australia who undertook an Aboriginal Experience. Expenditure peaked at $175M pre-COVID.

5%
Average annual growth rate over five years to December 2019 (pre-COVID)

$146M
International visitors total trip spend for international visitors to South Australia who undertook an Aboriginal Experience

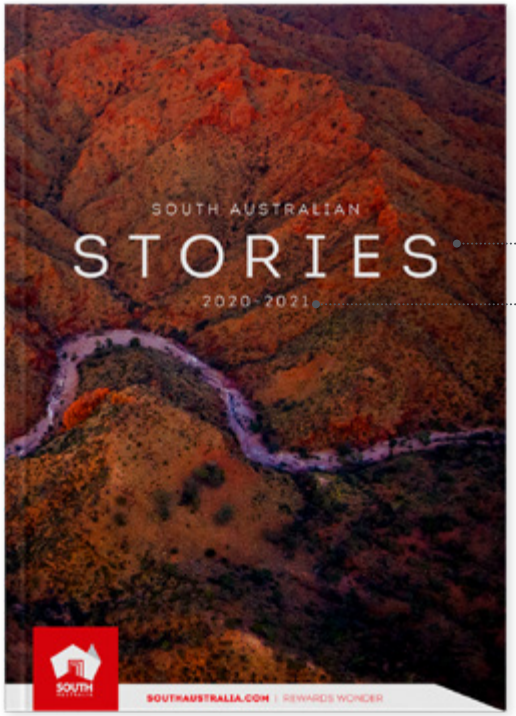
29%
International overnight visitors to SA undertook an experience that involved Aboriginal culture

SOURCE: INTERNATIONAL VISITOR SURVEY & NATIONAL VISITOR SURVEY

THE TOP FIVE MARKETS TO SOUTH AUSTRALIA WITH AN INTEREST IN ABORIGINAL TOURISM EXPERIENCES:

1. UNITED KINGDOM
2. GERMANY
3. UNITED STATES
4. FRANCE
5. OTHER EUROPE

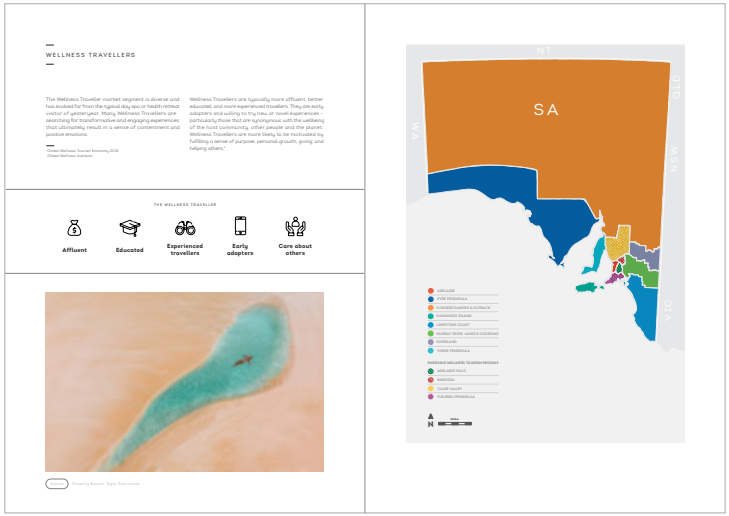
SOUTH AUSTRALIAN STORIES EXAMPLE (A4 SIZE)



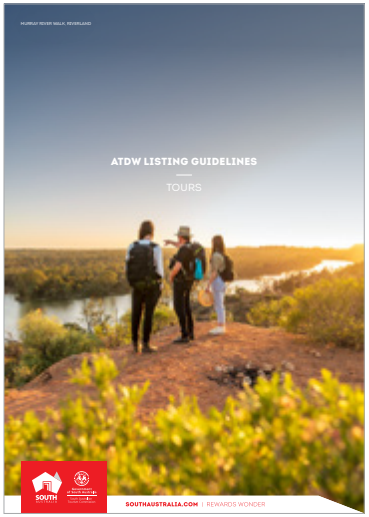
HEADLINE (INTRO REGULAR)
Font size: 60pt
Leading: 72
Tracking: 300
Uppercase
Centre aligned

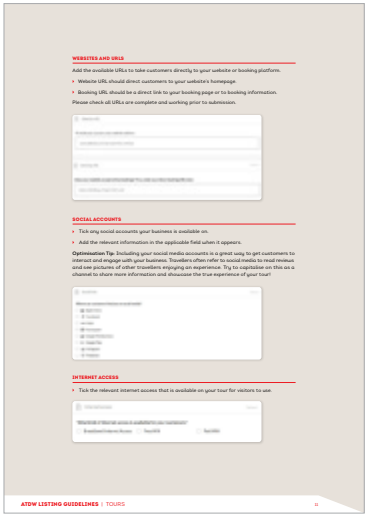
SUBHEAD (INTRO REGULAR)
Font size: 15pt
Leading: 18
Tracking: 250
Uppercase
Centre aligned

FACT SHEETS



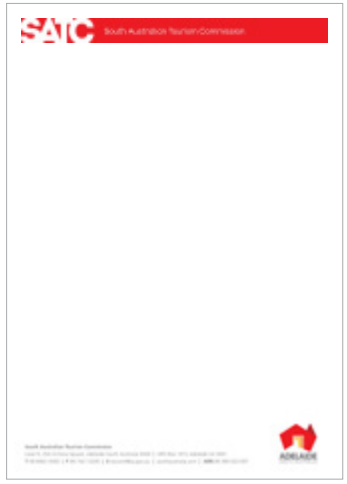
GUIDELINES



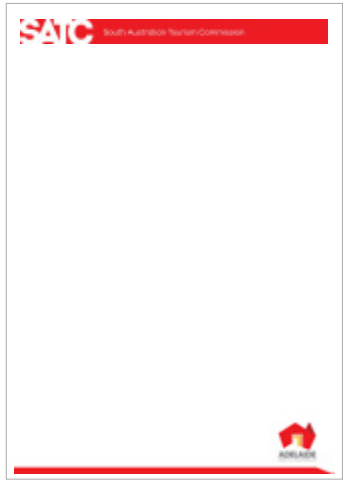


GENERAL SATC (ONLY TO BE USED BY SATC STAFF)

LETTERHEAD - PORTRAIT



LETTERHEAD - SECONDARY PAGES



LETTERHEAD - LANDSCAPE

CORPORATE SATC

LETTERHEAD - PORTRAIT

WITH COMPLIMENTS SLIP

BUSINESS CARD

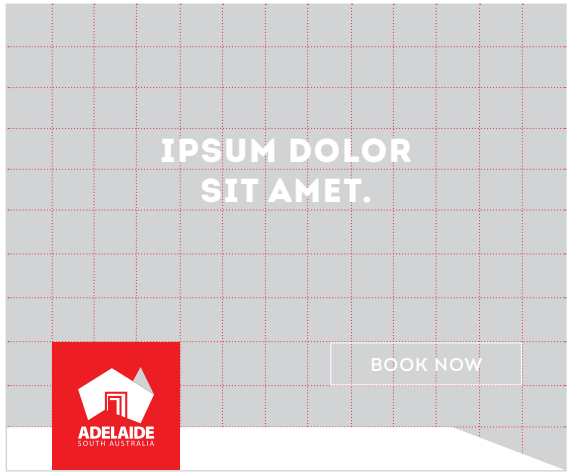
Internal communications templates will be made available for use via the shared template from your office program or by contacting ICT: ICT.Mailbox@sa.gov.au

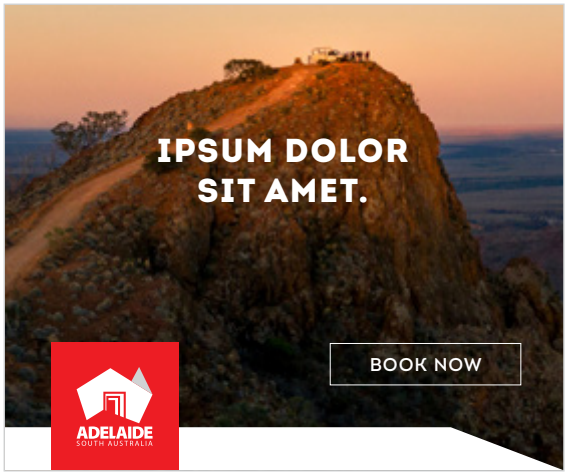
DIGITAL

The MREC ad type has the dimensions of 300 pixels wide by 250 pixels tall. It is commonly placed above the fold (space on a webpage when it first loads), sitting alongside page content.

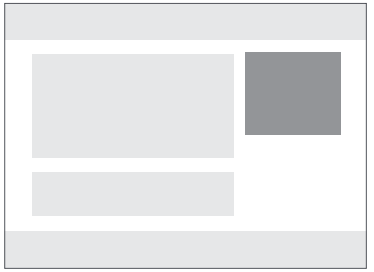
SATC ONLY

300 x 250px





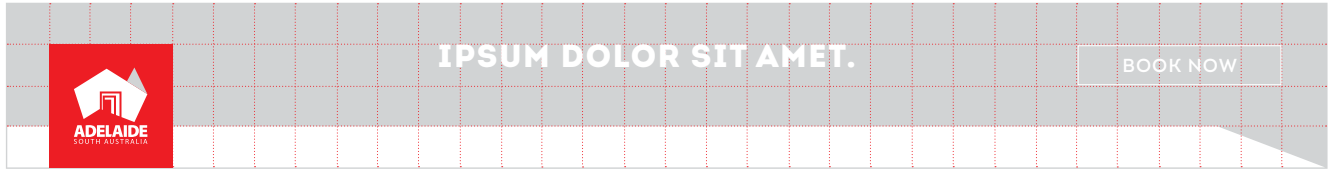
SATC & PARTNER

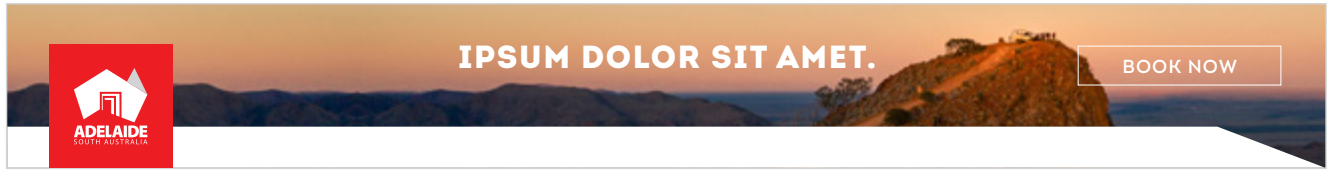


The leaderboard ad type has the dimensions of 728 pixels wide by 90 pixels tall. It is commonly placed at the top of a page above the page content, so it is seen immediately when the page loads.

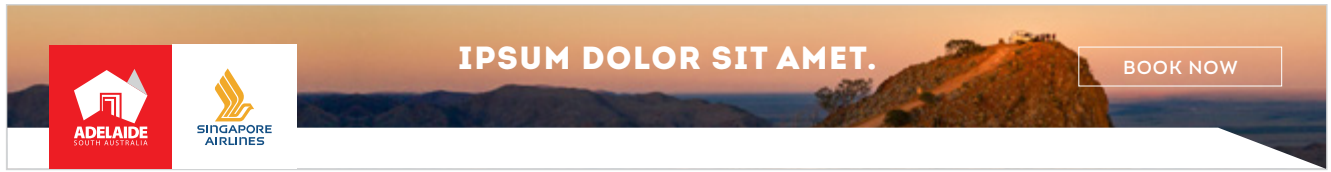
SATC ONLY

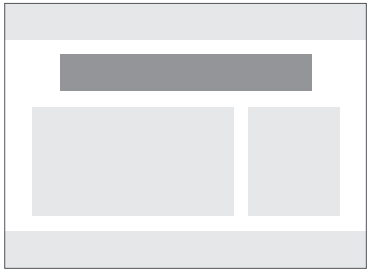
728 x 90px





SATC & PARTNER

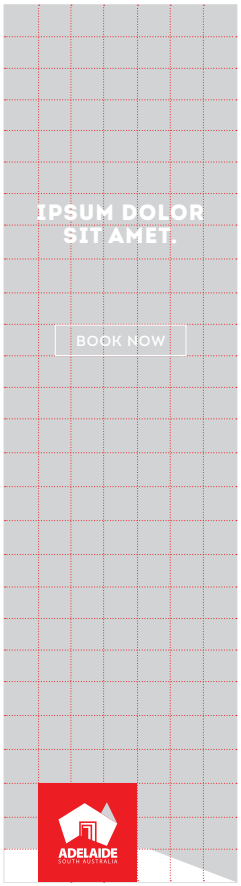


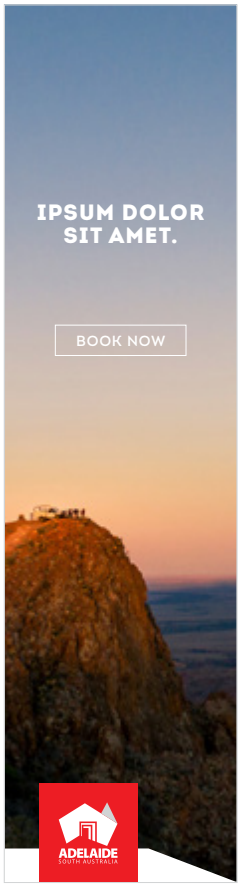


The wide skyscraper ad type has the dimensions of 160 pixels wide by 600 pixels tall. It is commonly placed on the side of a page, shown to users as they scroll down the page.

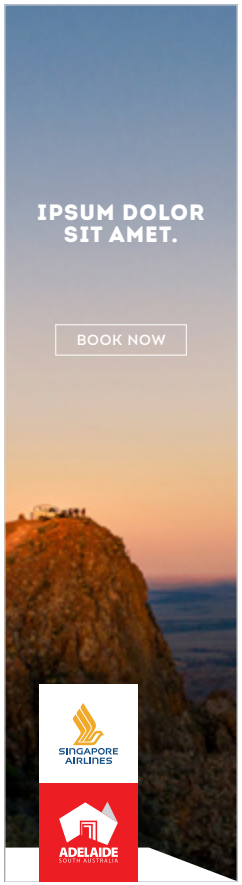
SATC ONLY

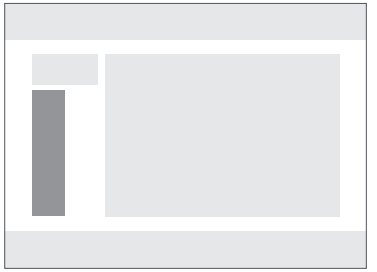
160 x 600px





SATC & PARTNER

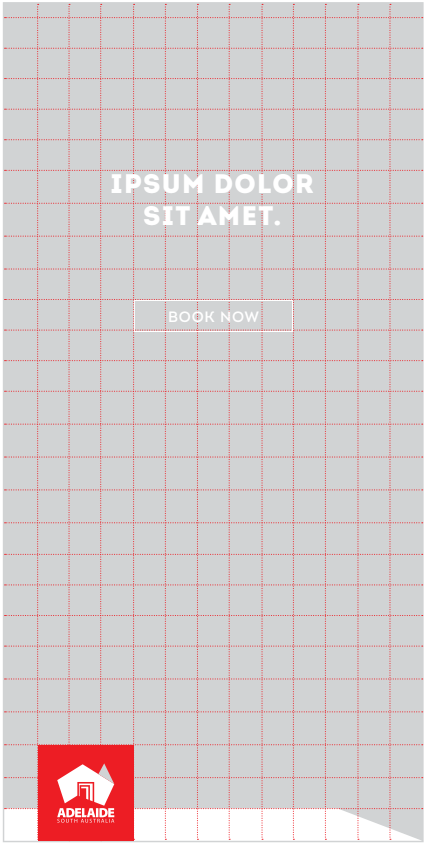


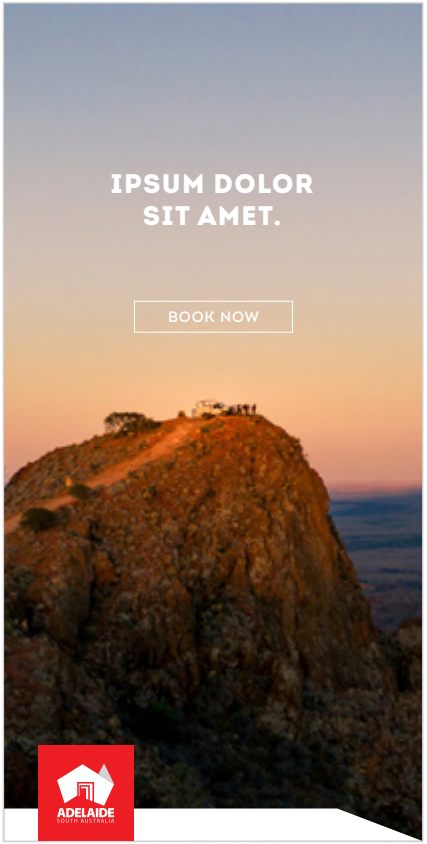


The half page ad type has the dimensions of 300 pixels wide by 600 pixels tall. It is commonly placed on the side of a page, shown to users as they scroll down the page.

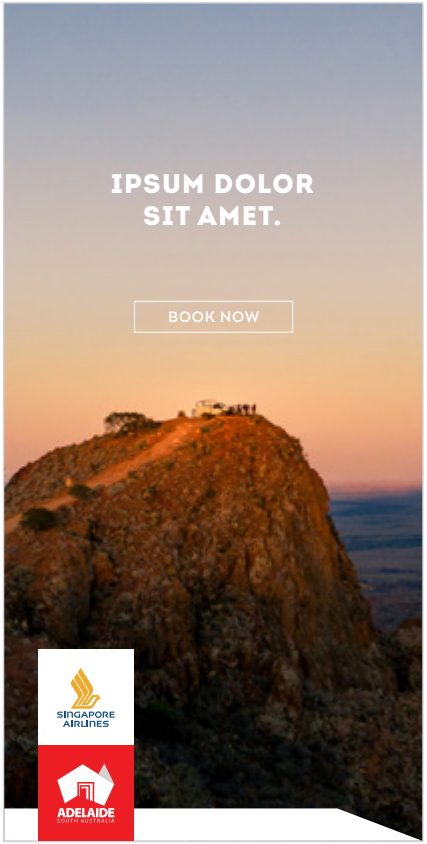
SATC ONLY

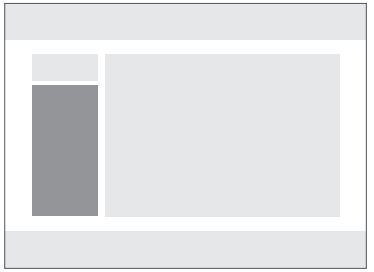
300 x 600px



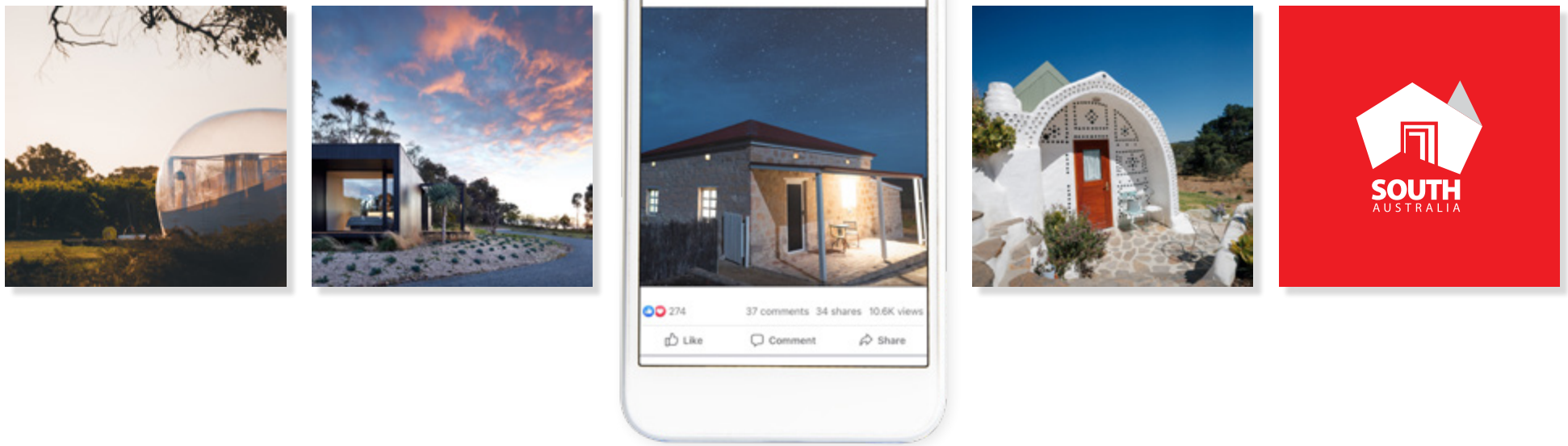


SATC & PARTNER

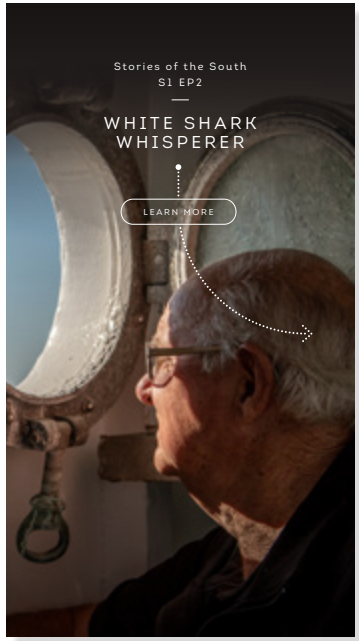


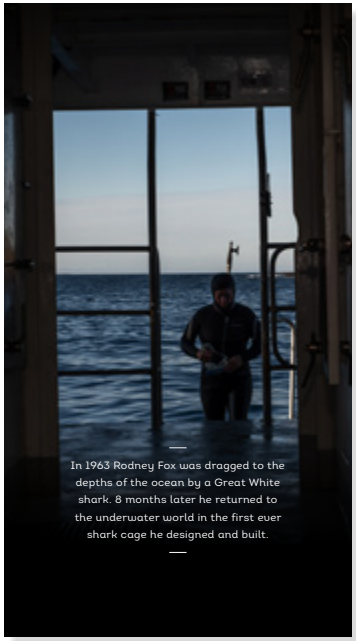


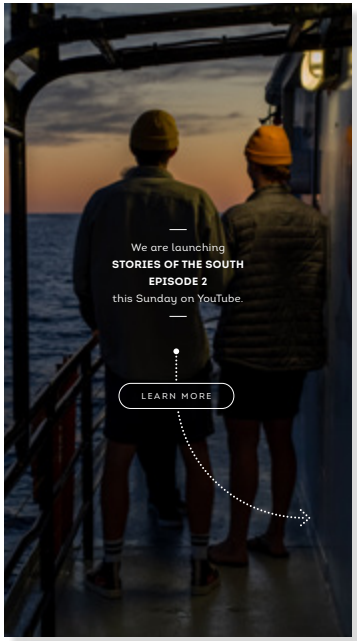
1080 x 1080px



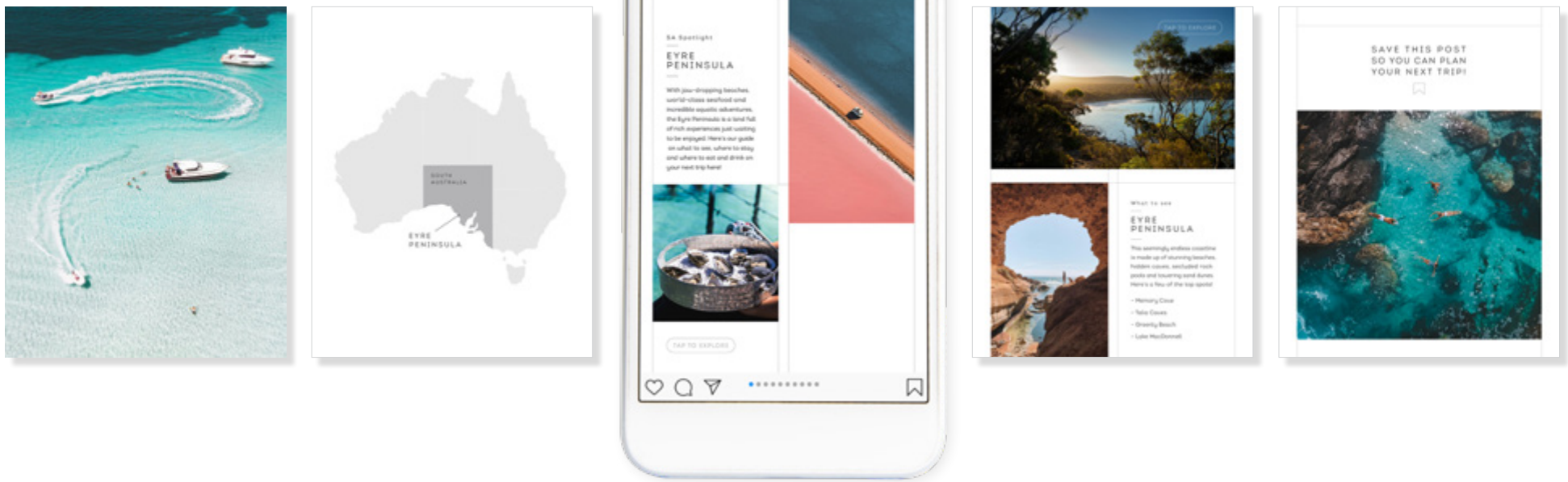
1080 x 1920px



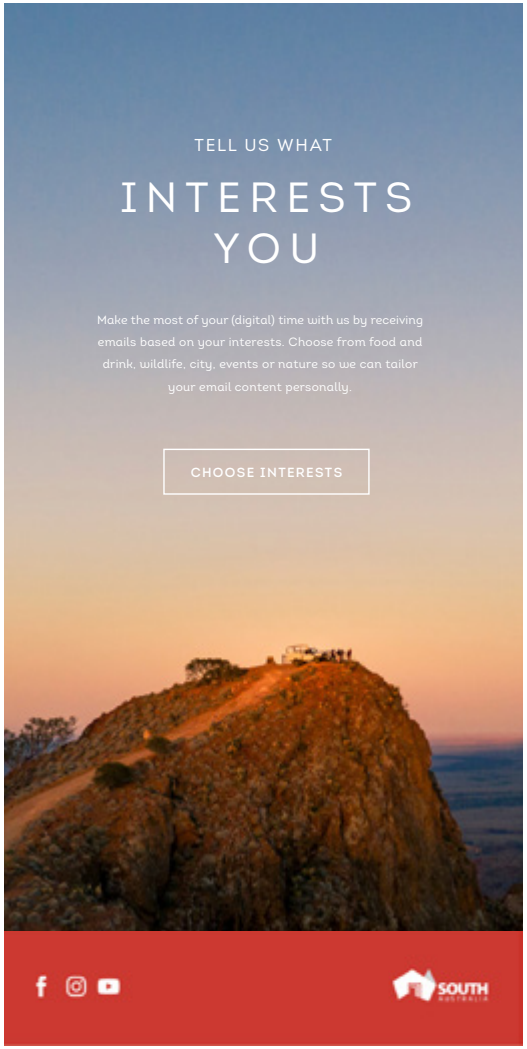




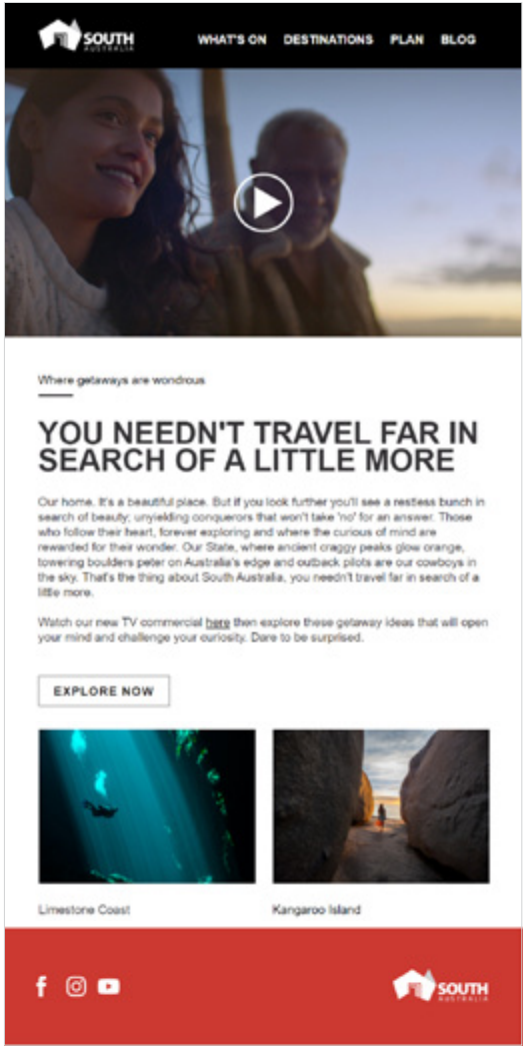
1080 x 1350px

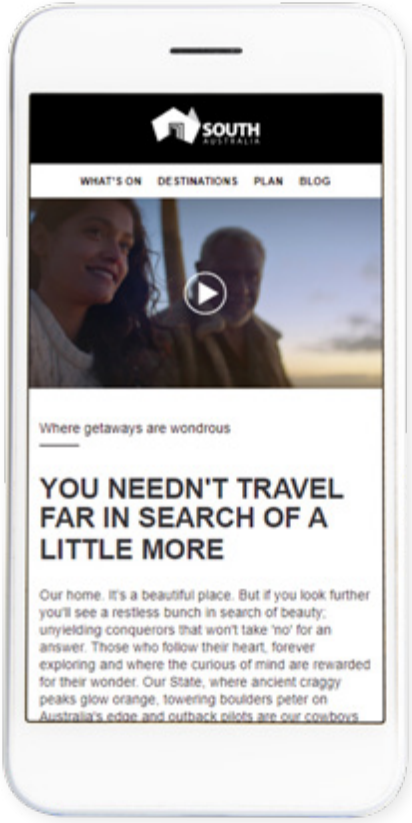


WELCOME / PREFERENCE



SEE SOUTH AUSTRALIA

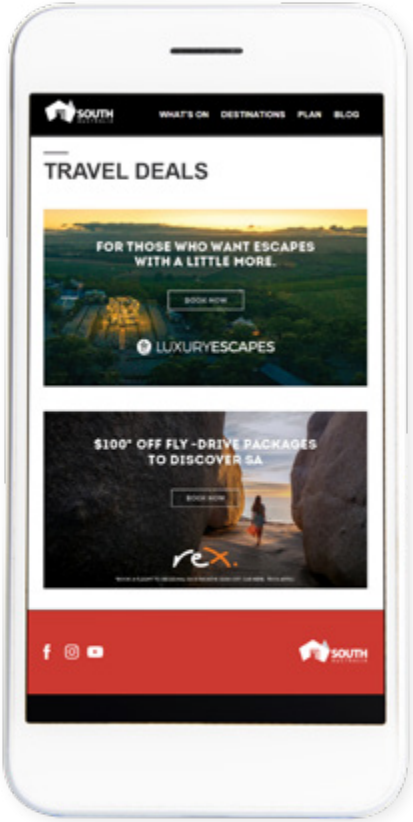


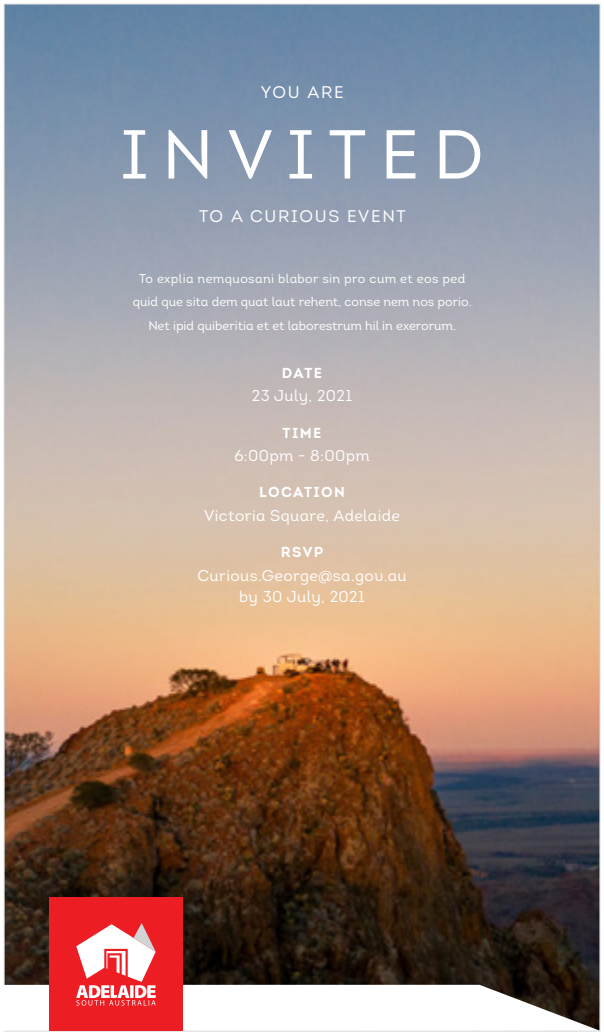


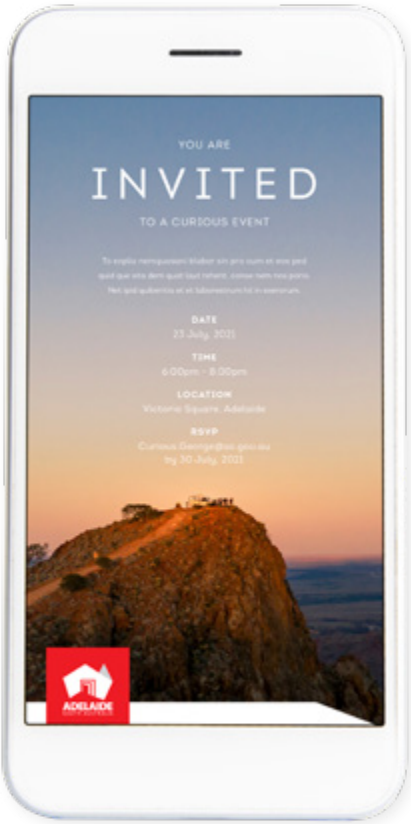
TRAVEL DEALS

620 x 340px

FEATURED ON SEE SOUTH AUSTRALIA EDM




YOU ARE
INVITED
TO A CURIOUS EVENT
To explia nemquosani blabor sin pro cum et eos ped quid que sita dem quat laut rehent, conse nem nos porio. Net ipid quiberitia et et laborestrum hil in exerorum.
DATE
23 July, 2021
TIME
6:00pm - 8:00pm
LOCATION
Victoria Square, Adelaide
RSVP
Curious.George@sa.gov.au
by 30 July, 2021
ADELAIDE
SOUTH AUSTRALIA


YOU ARE
INVITED
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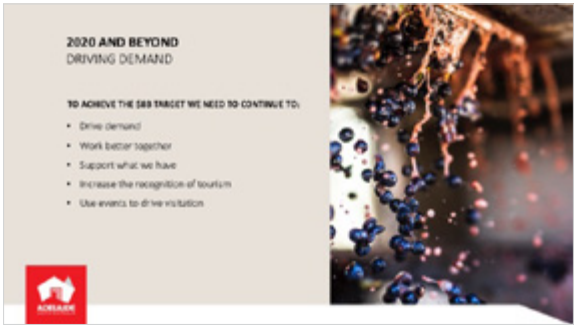
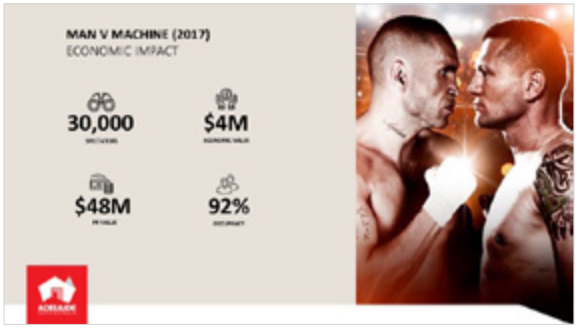
ADELAIDE

TITLE, SECTION & END SLIDES

CONTENT SLIDES

The variety of content slides enables you to create a varied yet cohesive presentation that suits your style, audience and content. Use a selection of slide styles or keep with the one that works best for the individual application.

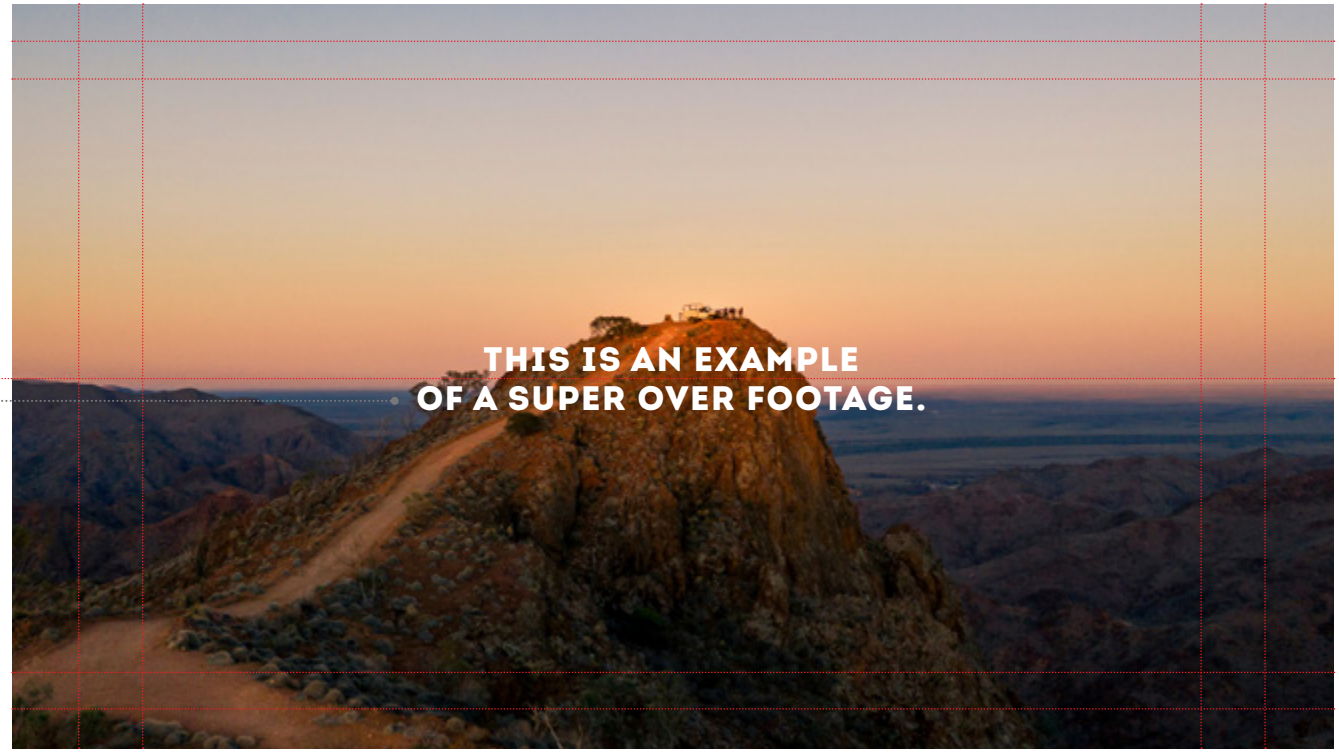




TVC & VIDEO

ASPECT RATIO: 16:9

1920 x 1080px

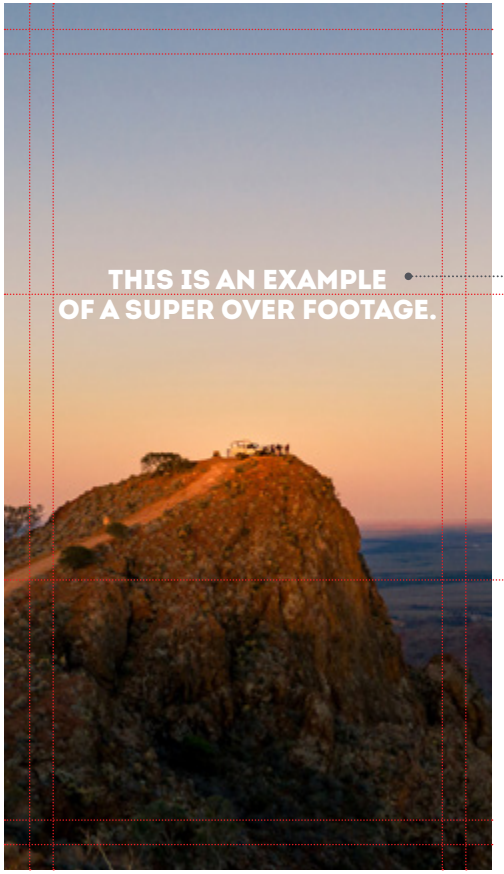


HEADLINE (INTRO BLACK)

Maximum 5 words per line and 15 words in total. In this format all supers should fit on 2 lines.

ASPECT RATIO: 9:16

1080 x 1920px



HEADLINE (INTRO BLACK)

Maximum 5 words per line and 15 words in total. In this format it is acceptable to run supers over 3 lines.

HEADLINE (INTRO BLACK)

Maximum 7 words per line and 15 words in total. In this format it is acceptable to run supers over 3 lines.

ASPECT RATIO: 1:1

1080 x 1080px

MUSIC

OPERATOR

LOCATION

Note: Icons are only to be featured in video supers, not other executions (eg. Digital display). Icon sits on line 2, left of text lock-up.

ASPECT RATIO: 16:9

1920 x 1080px

CO-BRANDING

ASPECT RATIO: 9:16

1080 x 1920px

ASPECT RATIO: 1:1

1080 x 1080px

CONTACT US

BRAND TEAM

brandassets@sa.gov.au

POSTAL ADDRESS

GPO Box 1972,
Adelaide South Australia 5001

WEBSITES

southaustralia.com

tourism.sa.gov.au

SOUTH AUSTRALIA

Government of South Australia

South Australian Tourism Commission