

AUSTRALIA'S GREAT
FOOD & DRINK ROAD TRIP

Epicurean
WAY

EPICUREAN WAY

3.1 LOGO

3.2 COLOUR PALETTE

3.3 ILLUSTRATIONS & TEXTURES

3.4 TYPEFACE

3.5 TONE OF VOICE

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3.1 LOGO

THE EPICUREAN WAY BRAND REFLECTS SOUTH AUSTRALIA'S FOOD & DRINK ESSENTIAL ROAD TRIP DESTINATIONS.

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 burgundy version should be prioritised.

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



3.1 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.



3.1 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

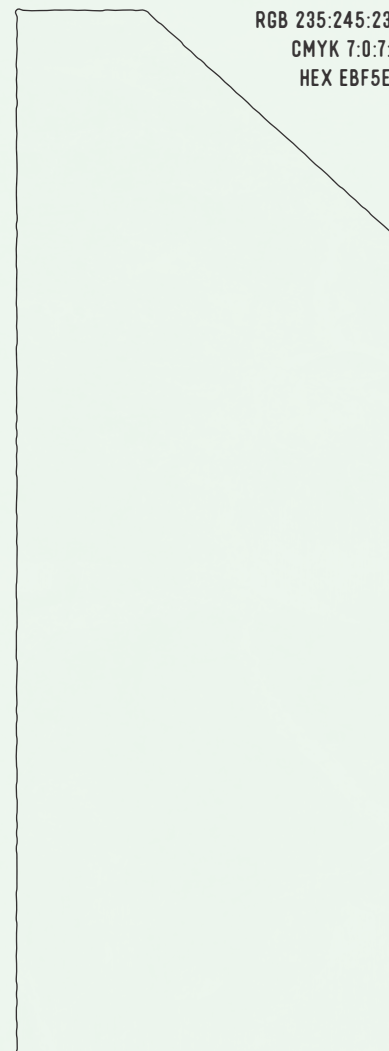
Do NOT warp to an inaccurate dimension

Do NOT change the colours

Do NOT decrease the opacity



3.2 COLOUR PALETTE



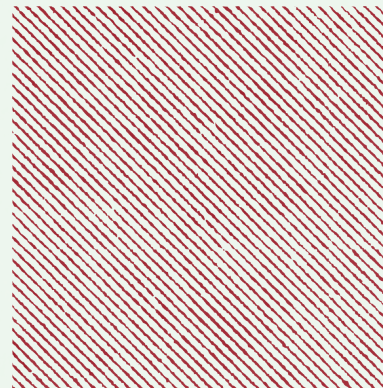
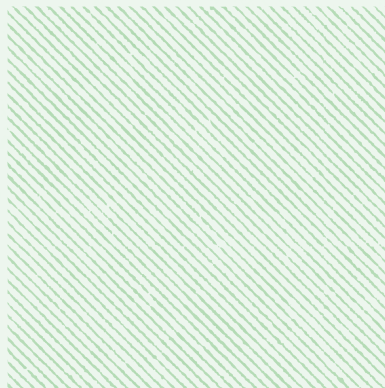
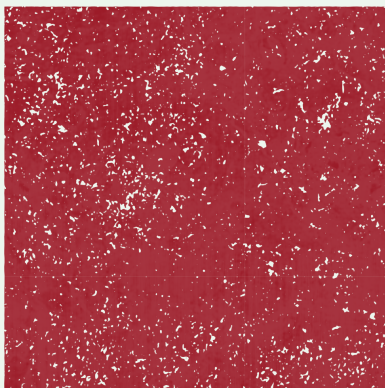
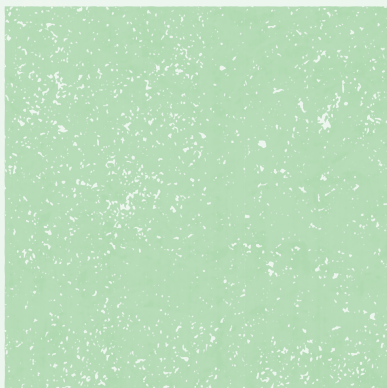
3.2 ILLUSTRATIONS & TEXTURES

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.



3.2 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:

Delectable

Show-stopping

Mouth-watering

Unforgettable

Sumptuous

Iconic

Historic

World-famous

The Epicurean Way seamlessly links together the four iconic wine regions of McLaren Vale, Adelaide Hills, Barossa and Clare Valley in a journey not available anywhere else in Australia.

World-famous food, a superb array of wines and spectacular scenery all come together on this road trip.

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





GREAT AUSTRALIAN WINERY EXPERIENCE

All four wine regions covered in this map are included in the Ultimate Winery Experience of Australia. A hand-picked collection of premium wineries offering quality wine, hospitality and culinary experiences.

ULTIMATEWINERYEXPERIENCES.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 WILLUNGA FARMERS MARKET
Saturday mornings in McLaren Vale are worth an early wake up call. Browse and buy delicious, fresh, local and seasonal produce in the Willunga Town Square. With over 25 vendors, this farmer's market is open every Saturday from 8am-12.30pm.

2 HITHER & YON
Located in the heart of Willunga's main street, the Hither & Yon cellar door sits inside an 1860s butcher shop that still retains some of the old features. This family run label celebrates the rolling and easy-going nature of McLaren Vale so sit back, relax and enjoy a glass or two after grazing at the Willunga Farmers Market.

3 WIRRA WIRRA VINEYARDS
Go behind the scenes with a tour of the winery and its historic ironstone cellars before hitting the cellar door for a sip of the goods. Hungry? Pop next door to Harry's Deli for a bite of regional produce.

4 RED POLES CAFÉ & RESTAURANT
Offering the perfect mix of food, wine, Aboriginal art and ak, this exciting space is situated in the middle of a vineyard and surrounded by lush gardens and natural bushland.

5 CHALK HILL
Chalk Hill is a must visit McLaren Vale hub with arguably the best views of the wine region. The area is home to Never Never Distilling Co., Chalk Hill Wines and Cucina di Strada (by the region's best pizza house, Pizzacca).

6 D'ARENBERG
d'Arenberg's Cube offers an incredible and unique multisensory journey inside the Rubik's cube-shaped five-storey building that will leave a lasting impression. Complete the d'Arenberg Cube experience over the seasonal menu at d'Arny's Verandah Restaurant, soak up the atmosphere in the 360-degree video room or get creative and blend your own wine in an extraordinary experience.

7 LONGVIEW VINEYARD
Experience why these Adelaide Hills award-winning cool climate wines taste even better alongside a seasonal, locally-sourced tapas menu. While you're here, why not stay the night? You can fall asleep below the brightest stars and wake up surrounded by the most spectacular country landscapes.

8 HAHNDORF VILLAGE PRECINCT
HAHNDORFSA.ORG.AU
Start at Prancing Pony to sample some fine brews before heading to Beerenberg Strawberry Farm, the place to stock up on jams, marmalades, preserves and pick fresh strawberries from November to April. Hahndorf Main Street boasts producers, cellar doors, cafes and restaurants – some with a nod to German heritage and others representing local and international fare. Learn to make cheese at Udder Delights, blend your

own botanicals at Ambleside Distillers or for a truly premium experience, spend the day under the trees on a VIP day bed at Sidewood Cellar Door and Restaurant.

9 LOT 100
Located in Hay Valley in the Adelaide Hills, LOT100 has been put together by a collaborative effort of The Hills Cider Company, Ashton Valley Fresh, Munnach Brewing Co, Adelaide Hills Distillery and Vintedrop. Together they cover the best of South Australian craft beverages and paired with incredible lunch options, this expansive property has something for everyone.

10 WOODSIDE CHEESE WRIGHTS
Woodside is true to the word 'artisan', where all the cheeses are crafted by hand. Drop by to appreciate the taste and art of handcrafted cheese or visit Melba Chocolates next door.

11 URAIDIA
URAIIDIAHILLS.COM.AU
Uraidia is a perfect spot for a casual meal no matter the weather. In this Hills township you'll find an 18th-century heritage church artistically baptised into a pizza venue, creatively named Lost in a Forest. Across the road is a quirky and cosy brewery/pub/café and a bakery that is full of charm and has food worth travelling for, with plenty of garden space for the kids to run around in.

12 PENFOLDS MAGILL ESTATE
The brand that put Australian wine on the map. Stunning views, the iconic Bin range and restaurants offering the most exquisite contemporary fare and exemplary service makes Magill Estate a must. The café attached also allows for a more cost effective daytime culinary experience.

13 NATIONAL WINE CENTRE OF AUSTRALIA
When's the last time you had over 120 wines available at the click of a button in the Adelaide CBD (or anywhere for that matter)? Educate yourself on the process, history and ethos of winemaking in Australia before sampling your results.

14 APPLEWOOD DISTILLERY & UNICO ZELO
Experience craft gin, liquors and spirits featuring local botanicals and fruit. Prefer wine? Sip your way through a flight of curious wines that uniquely represent Australian wine at Unico Zelo.

15 MAGGIE BEER'S FARM SHOP
A sampler's delight! Platé, chutney, verjuice and salted caramel are just some of the products available at Maggie Beer's farm shop. You can enjoy a cappuccino or some informal lunch out on the deck overlooking the local pond. If you're looking for a more substantial meal, head over to the adjoining Farm Eatery, where you can learn the tricks of the trade through a cooking class, gin-making experience or an impressive country style lunch.

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

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Name Here
Position