

YORKE PENINSULA'S
SANDY PLAYGROUND

COASTAL
Way

COASTAL WAY

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2.1 LOGO

THE COASTAL WAY BRAND REFLECTS THE STATE'S SEASIDE PLAYGROUND: THE FLEURIEU PENINSULA.

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 yellow version should be prioritised.

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

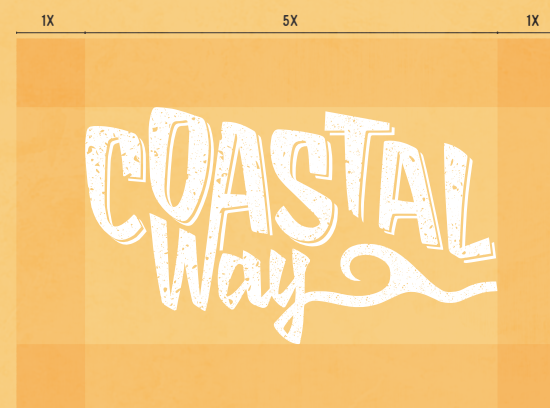


2.1 LOGO CLEARANCE ZONE

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.



2.1 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



2.2 COLOUR PALETTE



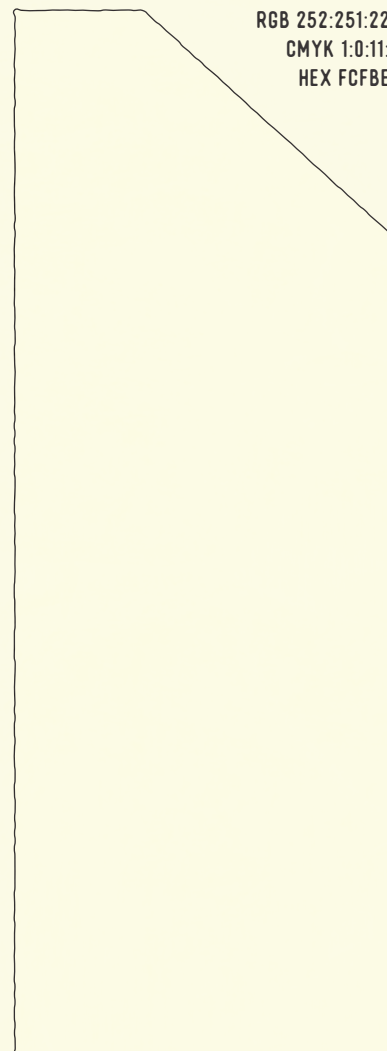
RGB 250:174:45
CMYK 0:37:94:0
HEX FAAE2D



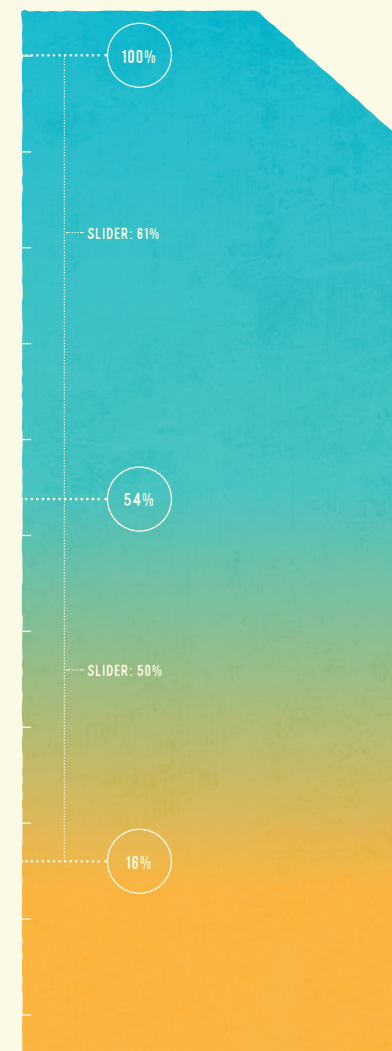
RGB 53:189:188
CMYK 68:0:31:0
HEX 35BDBC



RGB 0:179:203
CMYK 73:5:16:0
HEX 00B3CB



RGB 252:251:227
CMYK 1:0:11:0
HEX FCFBE3



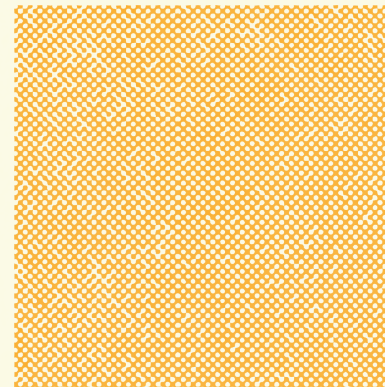
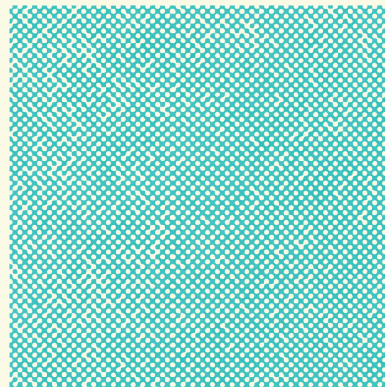
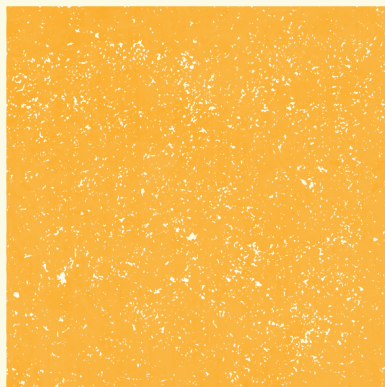
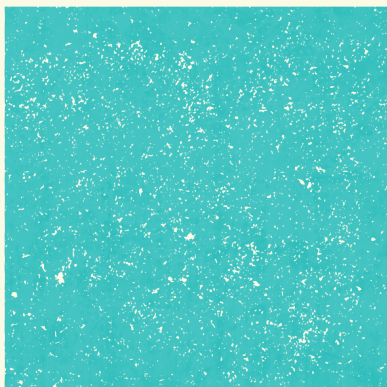
2.3 ILLUSTRATIONS & TEXTURES

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.



2.3 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:

Stunning	Remarkable
Pristine	Delectable
Seaside playground	Captivating
Sumptuous	Expansive

Follow the Coastal Way road trip through our seaside playground: the Yorke Peninsula.

Cruise along more than 700 kilometres of pristine coast, spending your days surfing, swimming, fishing and exploring.

Stop-off at stunning coastal towns for fresh seafood, fine wine and sumptuous local produce, then spend the night, cosied-up in a wide range of accommodation, or camp under the stars for a true sea escape.

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





COASTAL Way



FISHING GUIDE

Hoping to get a spot of fishing done during your journey across the Yorke Peninsula? Get all the info you need, hook, line and sinker in the Yorke Peninsula Fishing Guide!

YORKEPENINSULA.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 WALK THE YORKE

YORKEPENINSULA.COM.AU

The best way to discover Yorke Peninsula's pristine coastline is along this scenic, continuous 100km walking/cycling trail from Port Wakefield to Moonta Bay. Hop on and off the trail to explore further as you make your way around the region.

2 ARDROSSAN

ARDROSSAN VISITOR INFORMATION CENTRE

YORKEPENINSULA.COM.AU

The Ardrossan lookout provides a phenomenal bird's-eye view of the town, the coast and the extensive impact the dolomite quarry and silos have had on the region. Drop anchor at the Ardrossan Heritage Museum, which gives an insight into the region's maritime chronicles (shipwrecks included) or visit Emoyeni Winery, a boutique family run winery that is family friendly too.

3 PORT VINCENT

YORKEPENINSULA.COM.AU

Like most of the towns on the Yorke Peninsula, Port Vincent is an old port. It was once one of the old landing spots for the ketches going up and down the peninsula, but these days it's a well known holiday playground and it's an ideal location for fishing, crabbing, boating, sailing, swimming and snorkelling.

4 STANSBURY OYSTERS

SOUTHERN YORKE OYSTER SHELL SALES - 0800 189 121

Apart from being an attractive coastal spot for camping and fishing, Stansbury is the stronghold for an impressive supply of fresh oysters hauled straight off the coast. Get your hands dirty being a 'Deckie for a Day' on the Pacific Estate Oysters boat or pre-order your freshly shucked oysters from one of the two local operators.

5 EDITHBURGH

YORKEPENINSULA.COM.AU

Situated on top of cliffs overlooking Troubridge Island, Edithburgh boasts great swimming beaches and a tidal swimming pool with a shallow area for kids. The town's jetty is renowned for its spectacular diving and ease for all levels of experience. You can expect to see a variety of marine life, including big-belly seahorses, Port Jackson sharks, leafy sea dragons and cuttlefish.

6 TROUBRIDGE ISLAND ESCAPE & CHARTER

TROUBRIDGEISLAND.ESCAPE.SOUTH.AUSTRALIA

Want to have a scheduled island all to yourself? Book your unique escape with Troubridge Island Escape. Located next to the only prefabricated cast iron lighthouse in South Australia built in 1914 (now retired). Share your island holiday with the little penguins colony, migratory shore birds, playful dolphins and Sammy the resident sea lion.

7 WAROOKA

YORKEPENINSULA.COM.AU

On Yorke you are never far from great beaches and Warooka is no exception, with Flaherty's Beach and Hardwick Bay a short drive away. Whilst here make sure to check out local gallery Baker Bros. Top Shop Gallery or check Ballan's Art and Lifestyle Retreat events calendar. Feeling peckish? Cafe Moonsooboo is your place to go for a quick bite.

8 MARION BAY

YORKEPENINSULA.COM.AU

Sitting on the doorstep of Dhillba Guaranda - Innes National Park, Marion Bay is an idyllic coastal town popular for swimming and surfing. The town is also a popular fishing destination, get a guide to point you in the right direction with the likes of Reef Encounters Fishing Charters. After a day spent beachside, quieten your rumbling stomach at the Marion Bay Tavern - where you'll find local seafood staples and wood oven pizzas. Be sure to also check out the boutique Sndlo Surf Art Gallery and Cafe, featuring coastal inspired artwork by local artists, you may even find one to take home.

9 DHILBA GUARANDA - INNES NATIONAL PARK

A must do on your Yorke Peninsula itinerary. Get amongst this awe-inspiring national park that delivers striking seascapes overlooking Ethel Creek and Pondera Bay. Adventure awaits with a brilliant blend of wildlife, bushwalking, camping and surfing. Jump onboard a Marion Bay Ocean Safari and see the stunning Innes coastline from a different perspective whilst spotting dolphins and wildlife.

10 MINLATON

YORKEPENINSULA.COM.AU

Pull up a stool at local gem Watsacowie Brewing Company and enjoy a pint or two. At the edge of town, you can also discover the Harry Butler Red Devil Monoplane and the story behind Captain Butler's love affair with flying.

11 BARLEY STACKS WINES

BARLEYSTACKSWINES.COM - (08) 8534 1258

The grapes at this sustainably minded winery are grown, crushed, fermented and bottled on-site, making it a must-see cellar door for any wine lover. Pair your favourite drop with a house made pizza or regional plates.

12 SUNNY HILL DISTILLERY

SUNNYHILLDISTILLERY.COM.AU - 0818 816 445

Yorke Peninsula's first crop to drop microdistillery is situated just north of Arthurton stop one of the highest points of the peninsula. Come and enjoy a craft spirit made entirely on-site, whilst taking in the luxurious tasting room and enjoying the incredible views stretching all the way west to Spencer Gulf.

13 PORT HUGHES

YORKEPENINSULA.COM.AU

With its clear blue waters and iconic long jetty, Port Hughes is widely renowned as a fishing hot spot. The Tavern, General Store, Copper Club and Love The Grind are all excellent choices for a feed. The Dunes golf course is the jewel crown of the township, designed by Greg Norman. Tee up and play 18 or nine holes.

14 MOONTA & MOONTA BAY

YORKEPENINSULA.COM.AU

If the fantastic view of the bay wasn't enough for you, then the Coffee Barn Gelateria, The Cornish Kitchen, Taste the Yorke, Splash Town water park and the iconic Moonta Mines Tourist Railway and Sweets Shop are just some of the places that make this historical part of the peninsula so much fun.

15 COPPER COAST VISITOR INFORMATION CENTRE

VISITCOPPERCOAST.COM.AU

The visitor information centre is the gateway to The Farm Shed Museum, a National Trust Museum and the very popular Copper Coast Putt-Shift and the Copper Coast Indoor Play Centre. Prepare for the kids to never want to leave!

16 WALLAROO

YORKEPENINSULA.COM.AU

One of the most popular coastal escapes on the Yorke Peninsula is also the perfect family destination. The township boasts an impressive amount of things to see and do, including a visit to the North Beach where you can book yourself a lesson with Stoked Kitesurfing or for something more relaxing enjoy a coffee at the North Beach Kitchen. Keen fishers? Fishing fanatics flock to Wallaroo to cast a line off the famous jetty, expect good hauls of snapper, King George whiting, squid and flathead. For the little ones, book a Little Farmer Tour at Tarnsey Farm, an experience they'll remember forever. For a good coffee, meal and drink book yourself a table at The Smelter or Bond Store Wallaroo which is a microbrewery, distillery and restaurant all under the same roof.

17 PORT BOURGHTON

YORKEPENINSULA.COM.AU

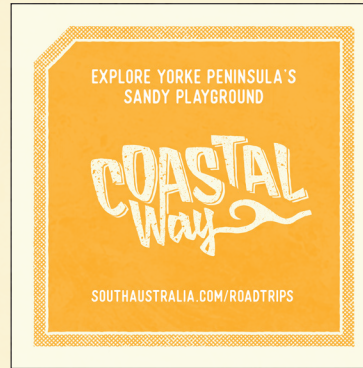
Port Broughton is ideally situated close to the Southern Flinders Ranges, Clare Valley wineries and the Copper Coast, making it a great place to base yourself and visit several different regions. If the family has energy to burn, a stay at the Port Broughton Tourist Park Waterlides and Splash Park is a must, hours of fun to be had for the whole family!



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

SOUTH AUSTRALIA.COM





2.7 SAMPLE APPLICATIONS EMAIL SIGNATURE

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[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Name Here
Position