

A SMORGASBORD OF  
NATURE'S GENEROSITY

# SeaFood

FRONTIER





# SEAFOOD FRONTIER

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## 6.1 LOGO

THE SEAFOOD FRONTIER BRAND  
REFLECTS SOUTH AUSTRALIA'S  
FINEST SEAFOOD JOURNEY.

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 purple version should be prioritised.

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



Seafood  
FRONTIER



Seafood  
FRONTIER



Seafood  
FRONTIER



Seafood  
FRONTIER

## 6.1 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





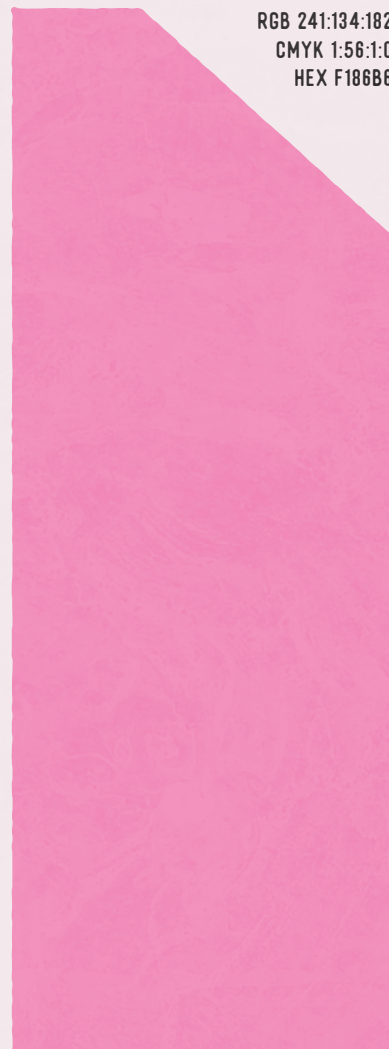
## 6.2 COLOUR PALETTE



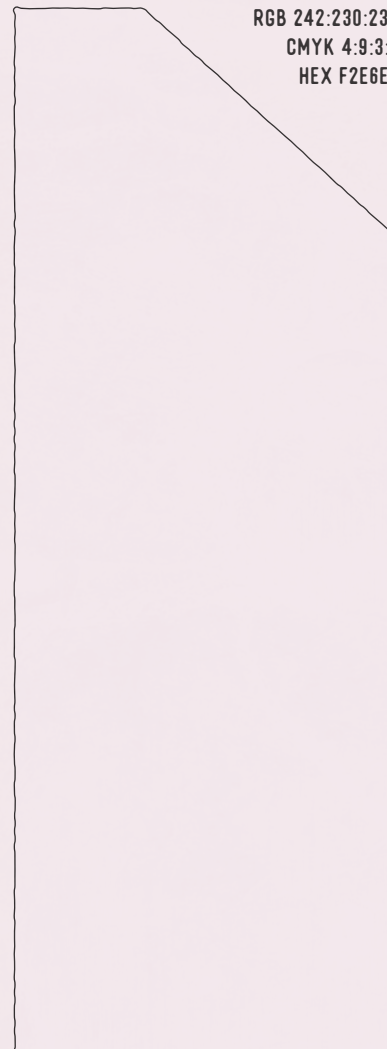
RGB 40:98:142  
CMYK 91:53:14:0  
HEX 28628E



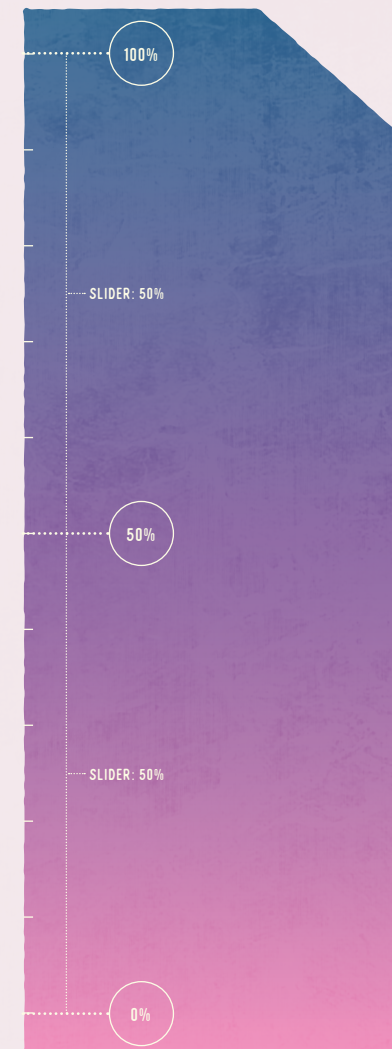
RGB 131:91:156  
CMYK 53:74:6:0  
HEX 835B9C



RGB 241:134:182  
CMYK 1:56:1:0  
HEX F186B6



RGB 242:230:235  
CMYK 4:9:3:0  
HEX F2E6EB





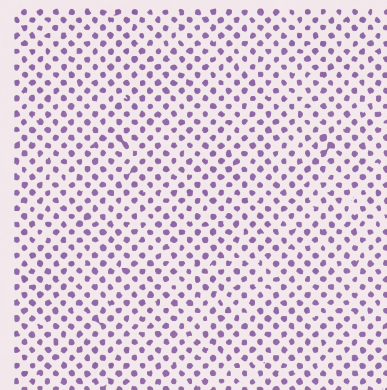
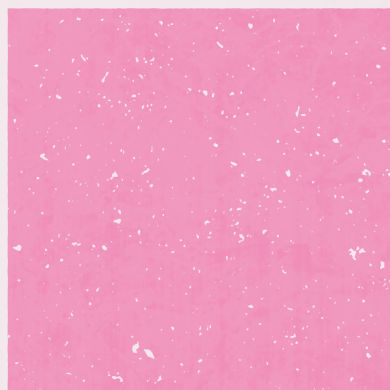
## 6.3 ILLUSTRATIONS & TEXTURES

### 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.



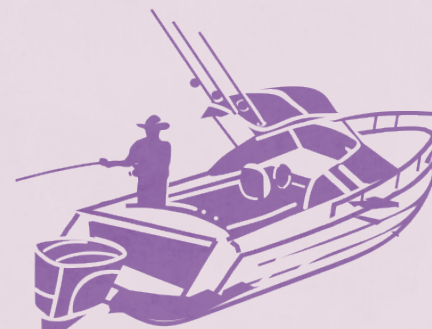
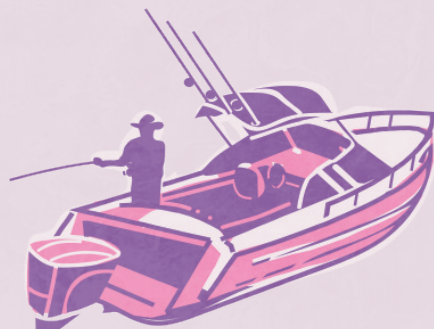


## 6.3 ILLUSTRATIONS & TEXTURES

### 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:

Encounter	Sumptuous
Stunning	Plentiful
Unique	Delectable
Epic	Distinctive

Discover the ultimate seafood safari on the Eyre Peninsula, as you wine and dine in Port Lincoln, shuck oysters in Coffin Bay and find the state's best fishing in Cowell.

Follow the stunning coastline to encounter wildlife in its natural environment and swim with sea lions, witness great white sharks with a truly unique South Australian cage diving experience, and spend an afternoon up close and personal with giant cuttlefish.

Continue on the Nullarbor to discover the magenta waters of Lake MacDonnell, before the epic journey all the way through to Perth.



## 6.6 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)

