

THE GREAT
SOUTHERN JOURNEY

SOUTHERN
OCEAN
DRIVE

SOUTHERN OCEAN DRIVE

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7.2 COLOUR PALETTE

7.3 ILLUSTRATIONS & TEXTURES

7.4 TYPEFACE

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THE SOUTHERN OCEAN DRIVE BRAND REFLECTS THE JOURNEY ACROSS SOUTH AUSTRALIA'S SOUTHERN COAST.

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 teal version should be prioritised.

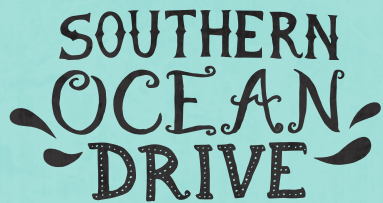
The BLACK version should only be used on light backgrounds when full colour versions are not suitable.



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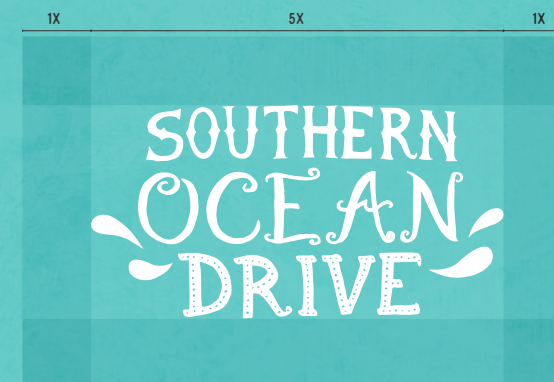
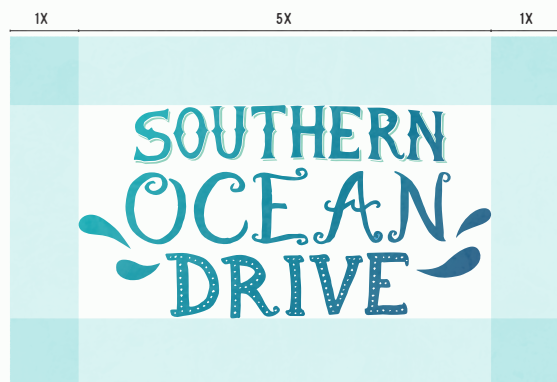


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A CLEARANCE ZONE ASSISTS IN MAINTAINING THE IMPACT OF THE BRAND, ENSURING CONSISTENT REPRODUCTION.

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

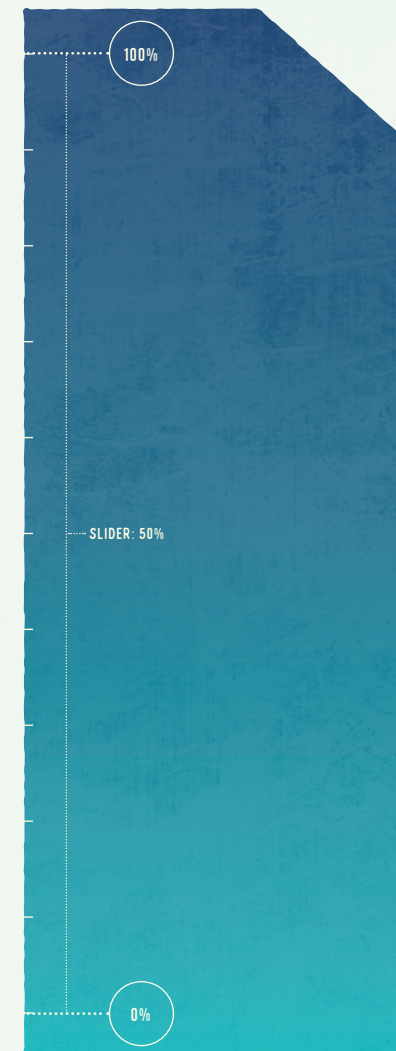
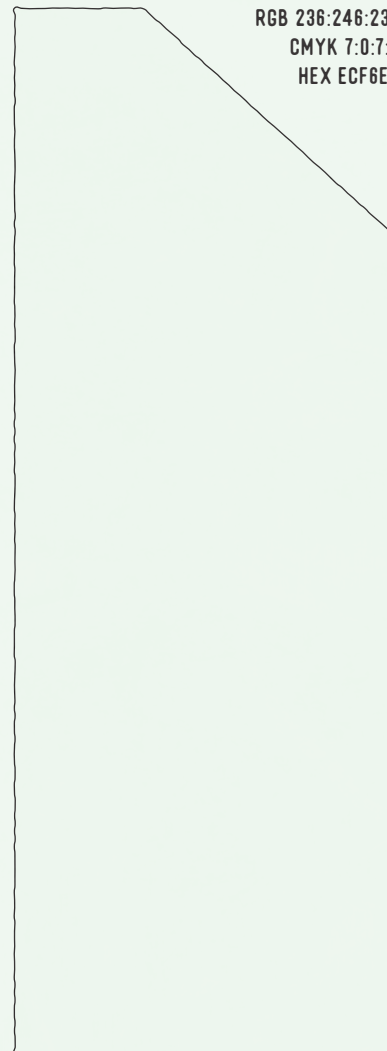
Do NOT warp to an inaccurate dimension

Do NOT change the colours

Do NOT decrease the opacity



7.2 COLOUR PALETTE



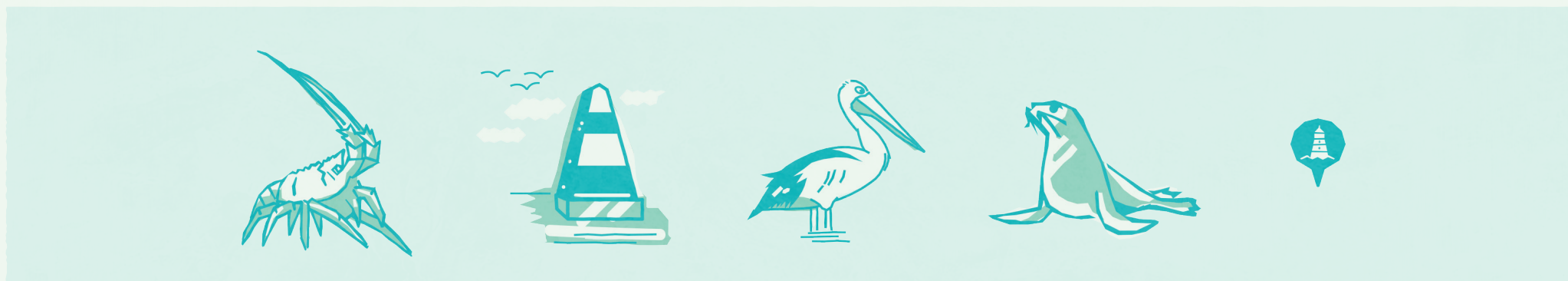
7.3 ILLUSTRATIONS & TEXTURES

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.



7.3 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:

Pristine

Spectacular

Stunning

Indulgent

Picturesque

Wild

Diverse

Pure

Stunning cliff faces, roaring waves and spectacular beaches are just some of the highlights of this road trip.

Not to mention the Coonawarra wine region, the Naracoorte Caves and Victor Harbor.

Four-wheel drive along pristine beaches or kayak along the still waterways of the Coorong and explore Kangaroo Island. Continue on to the Great Ocean Road and through to Melbourne.

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.

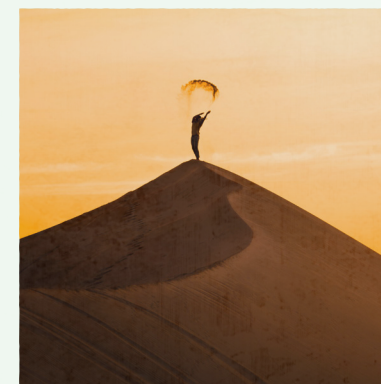
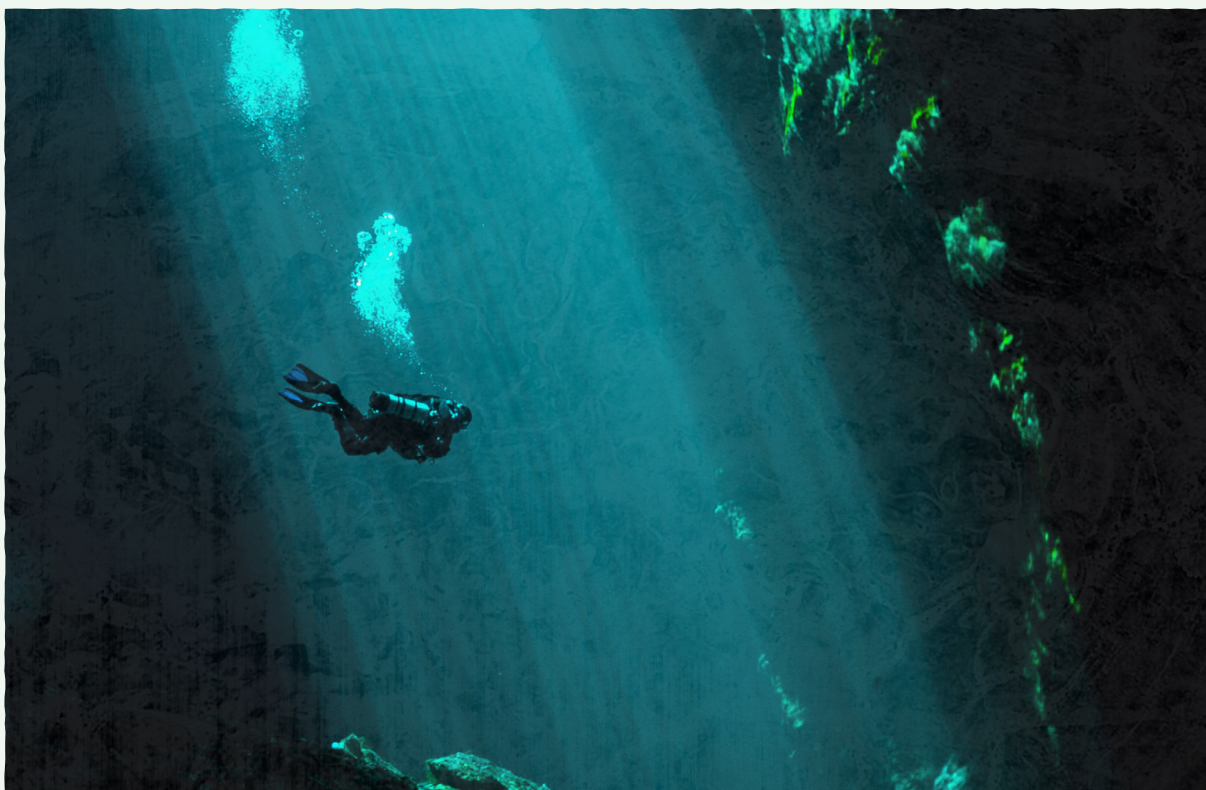
Stray from specificity, utilising imagery with a broad spectrum of wonderment, allowing potential explorers to imagine

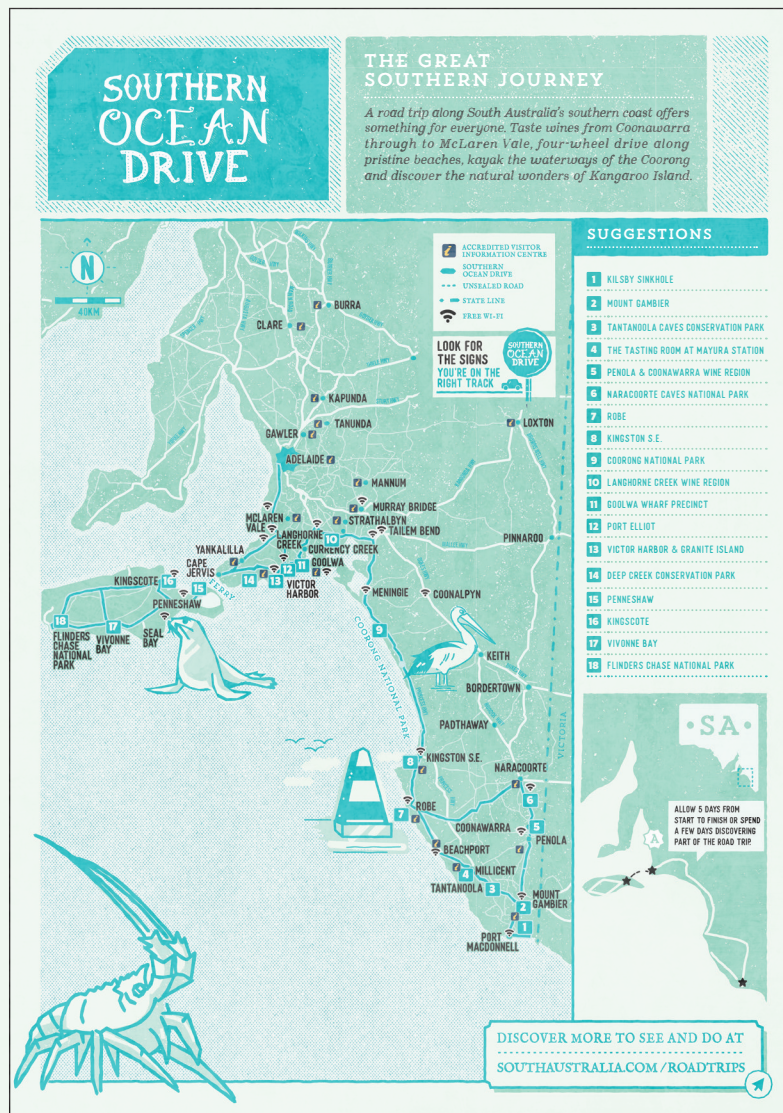
their own presence within the scene and in turn, their own unique journey.

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





SOUTHERN OCEAN DRIVE



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 KILSBY SINKHOLE

Kilby Sinkhole is the only site of its kind that welcomes snorkellers, freedivers and open water certified scuba divers under the supervision of a licensed and industry qualified guide. It's also home to Sinkhole Gin, produced from crystal clear limestone-filtered water and local native botanicals.

2 MOUNT GAMBIER

MOUNT GAMBIER VISITOR INFORMATION CENTRE - 1800 887 1817
DISCOVERMOUNTGAMBIER.COM.AU

Geological wonders are abound in Mount Gambier, the heart of the Limestone Coast and second largest town in South Australia. Discover the dazzling sulphur waters of the famed Blue Lake, the local's favourite Little Blue Lake and explore an underground garden of Eden at Umpherston Sinkhole. For the adventurous, snorkel the crystal clear waters of the Piccaninnie Ponds which have been filtering through the limestone over thousands of years.

3 TANTANOLLA CAVES CONSERVATION PARK

ENVIRONMENT SA.DV.AU/NTA-HHS
Witness the breathtaking display of cave decorations and formations. A knowledgeable guide will introduce you to the history and geology of the caves and explain how this spectacular array of formations has developed over thousands of years.

4 THE TASTING ROOM AT MAYURA STATION

Indulge in the ultimate paddock-to-plate dining experience showcasing Mayura Station's sumptuous award-winning Wagyu beef at their on farm restaurant. Yum!

5 PENOLA & COONAWARRA WINE REGION

PENOLA.COONAWARRA.COM - COONAWARRA.ORG
Penola's the perfect place to base yourself for exploration within the Coonawarra Wine Region. Brimming with excellent dining choices including Pipers of Penola, Hollick Estates, mixed with a range of unique and interesting gift stores and shop fronts. The Mary MacKillop Penola Centre lets you head back in time to the very place where Mary MacKillop began her journey to becoming Australia's first saint. Venture out into this world-renowned strip of prized terra rossa soil extending pours from more than a cellar door. It pays to have a plan of attack for this journey!

6 NARACORTE CAVES NATIONAL PARK

Explore the ancient caves of this World Heritage site by guided tour or step back in time some 100,000 years at the Womah's Fossil Centre. The perfect activity for both families and thrill seekers alike, head online to find a cave tour that suits you.

7 ROBE

ROBE.COM.AU

Start your day by heading to the famous roke streets at Long Beach, perfect for swimming, surfing and (very) long seaside walks. Later on, wander into the iconic and family-friendly Horseshoe Bay. Like to watch surfing or want to learn? Just around the corner lies Middleton, the famous surf beach, where there are several operators that can teach you how to ride a wave.

stood at the Caledonian Inn. The seafood platter offers the perfect opportunity to indulge in some local ocean fare. Mid-afternoon, head out to the iconic Obelisk and after that, enjoy a pit stop at Robe Town Brewery to sip on family produced malt-atch ale.

8 KINGSTON S.E.

KINGSTON.COM.AU

On the side of the freeway sits Larry, the spiny 71-meter tall giant lobster. He has become a symbol of Kingston and the entire region. But giant crustaceans aside, Kingston, in close proximity to Pinks Beach and Cape Jaffa, contributes some fantastic seaside escapes to the South-East. A number of wineries lay on the trail to Robe; stop by Cape Jaffa Wines for a tasting plate accompanied with a biodynamic wine or beer that is brewed onsite.

9 COORONG NATIONAL PARK

COORONGCOUNTRY.COM.AU

From dunes to lagoons, the ecological diversity is staggering. Particular highlights include kayaking through secluded estuary systems, exploring Jack Point Observatory - a viewing shelter overlooking the largest breeding colony of Australian Pelicans and the Murray Mouth, where Australia's largest river system empties into the Southern Ocean at Sugar Beach on Hindmarsh Island.

10 LANGHORNE CREEK WINE REGION

LANGHORNECREEK.COM - VISITALEXANDRIA.COM

There are eight cellar doors to explore in this scenic wine region. Lunch at The Winchouse, Beaumont, Angus Plains or Lake Breeze. Visit the architectural award winning Kimbilton Winery and drink in the views from their rooftop deck. Savor wine and chocolate at Vineyard Road. Check out the horserail farm at Rusticans Wines, home of Newmark's Horses and discover one of Australia's most awarded historic wineries at Bleasdale.

11 GOOLWA WHARF PRECINCT

VISITALEXANDRIA.COM

Take it easy with a soft adventure eco cruise on the Spirit of the Coorong, grab brunch at Kuti Shack seafood cafe and kiosk in Goolwa Beach, spend a relaxing afternoon sampling local spirits and brews at Fleuries Distillery or appreciate artwork produced by local, state and national artists in the Signal Point Gallery. If you're lucky, you can meander the Goolwa Wharf Markets over the weekends in the summer. Why not take the cockle train to the next stop, Victor Harbor?

12 PORT ELLIOT

FLEURIEUPENINSULA.COM.AU

South Aussies will drive for over an hour to get a famous pie from the Port Elliot Bakery, but recently they've been sticking around for a while to enjoy the great atmosphere of some stellar main street food options like the Thunderbirds and Yoo Haus - you're certainly spoilt for choice. Spend an afternoon exploring the magnificent and family-friendly Horseshoe Bay. Like to watch surfing or want to learn? Just around the corner lies Middleton, the famous surf beach, where there are several operators that can teach you how to ride a wave.

13 VICTOR HARBOR & GRANITE ISLAND

ENCOUNTERVICTORHARBOR.COM.AU

A favorite with holiday makers and local fishers for generations. Go for a dip at one of the quiet sandy beaches, take the horse tram to Granite Island, hike the rugged cliff-top for the views, sample delicious local seafood, partake in a Bluff coastal tour with the Big Duck Boat Tours or see the ocean's gentle giants with whales, dolphins and seals frequenting the bay. For land-based wildlife the family will love Urbinaria Wildlife Park adventures.

14 DEEP CREEK CONSERVATION PARK

There's a great variety of walking options for all abilities at Deep Creek Conservation Park. Camp for the night and rise early to hike the famous Heyden Trail, where the wild wonder of the largest portion of remaining natural vegetation on the Fleurieu Peninsula awaits. For fully guided multi-day adventures, Southern Ocean Walk have you covered.

KANGAROO ISLAND

TOURKANGAROOISLAND.COM.AU

15 PENNESHAW

If you're arriving by ferry, you'll have departed from Cape Jervis by SeaLink Ferry or KI Connect and docked in Penneshaw. This is a convenient spot to base yourself and find accommodation. In Penneshaw you'll find all the required amenities are close by including car hire, supermarkets, the bottle shop and great coffee from Millie Mae's Pantry. Visit the newest cellar door in the region - Vale Cape Wines. On the way to Kingscote you'll head through American River, a perfect pitstop for swimming, sailing and a spot of lunch at the Oyster Farm Shrimp-flicking fresh a native dozen for an excellent price.

16 KINGSCOTE

After perking up with a cup of coffee at Cactus café, head out to find the best local produce that the island has to offer, including KI Liguariani Honey, Kangaroo Island Spirits and craft beer served out of an old farm shed by Kangaroo Island Brewery. Stop in at Cypres River, quite close to the island's airport, and spend a half-day hopping your way along the Cypres River trail. You'll find outstanding cool climate wines in the recently opened Islander Estate Vineyards Tasting Room, enjoy the view at the newest cellar door at Spring Road Wines or even hire an e-bike to ride the trail sampling all things authentically Kangaroo Island.

17 VIVONNE BAY

On your way to Vivonne Bay you'll drive through two immersive wildlife experiences. You can literally hold a bed of peery in your hands at the Rapun Dismal or book a Seal Bay Conservation Park experience to see the majestic sea lions. Voted as one of the best beaches in Australia, this pristine stretch of paradise is perfect for swimming, picnicking and sunset strolls. Just around the corner, Little Sahara presents a set of dunes perfect for sandboarding. Hire your board from Kangaroo Island Outdoor Action.

18 FLINDERS CHASE NATIONAL PARK

Self-drive visitors can share in the bushfire (2020) recovery journey by stopping at the iconic tourist drawcards of Remarkable Rocks, Weir Cove, Cape du Couedic lighthouse and Admirals Arch. You'll have access to drive a safe route on Cape du Couedic Road - including the part which has become one of the most insta-famous roads in the state. Once at the sites you can browse around them on foot.



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

Produced By The South Australia Tourism Commission | All information provided was current at the time of printing (April 2021)



