

The Coast is Calling

TRAVEL VOUCHER

DIGITAL ASSETS
CANVA TEMPLATES



SOUTH AUSTRALIA™

Acknowledgement of Country

The South Australian Tourism Commission acknowledges and respects Aboriginal people as the state's first people and nations, and recognises Aboriginal people as traditional owners of the land and occupants of South Australian land and waters.



'COMMUNITY' ARTWORK BY GABRIEL STENGLE, NGARRINDJERI / NARUNGA / KAURNA ARTIST, AUGUST 2023

Ready To Go Assets

Stand Alone

Generic assets with the key messaging have been developed for easy use. These have been created in all key social sizes - 1:1, 4:5, 9:16.

The 9:16 spec has been strategically designed for you to add your own button (in the Instagram App) with a direct link to your website. Simply access these [here](#).

Add your own button (in the Instagram App) with a direct link to your website.



1:1



4:5

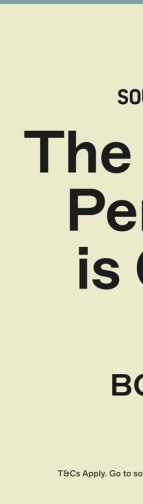


Ready To Go Assets

Stand Alone

Generic assets with The [insert your region name] is Calling i.e., The Yorke Peninsula is Calling in all relevant sizes - 1:1, 4:5, 9:16.

The 9:16 spec has been strategically designed for you to add your own button with a direct link to your website. Simply access these [here](#).



Canva Assets

Customisable Carousel

A 3 card carousel with a customisable card, has been created in 4:5 social spec. Card 1 and 3 have been provided to you and can be found [here](#).

Card 2 can be used to add your image of your product/service. Simply access the Canva template [here](#) to utilise the customisable card.



Add your image of your product/service inside the frame provided.



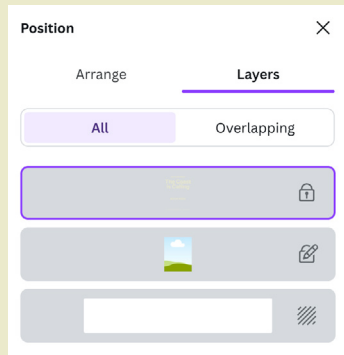
Add your image of your product/service inside the frame provided.

Canva Assets

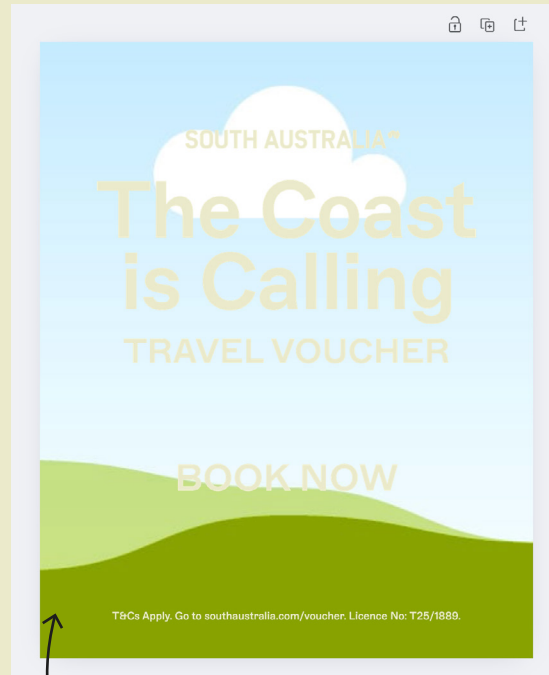
Customisable Tiles

Additional Canva templates have been created in 4:5 social spec.

These can be used to add your image of your product/service. Simply access the Canva template [here](#) to utilise the customisable tile.



The text graphic that has been created is locked in place, and should not be altered.



Add your image of your product/service inside the frame provided.



Once you've placed your image it should look something like this. Try to ensure you select an image which allows for easy readability.

Canva Assets

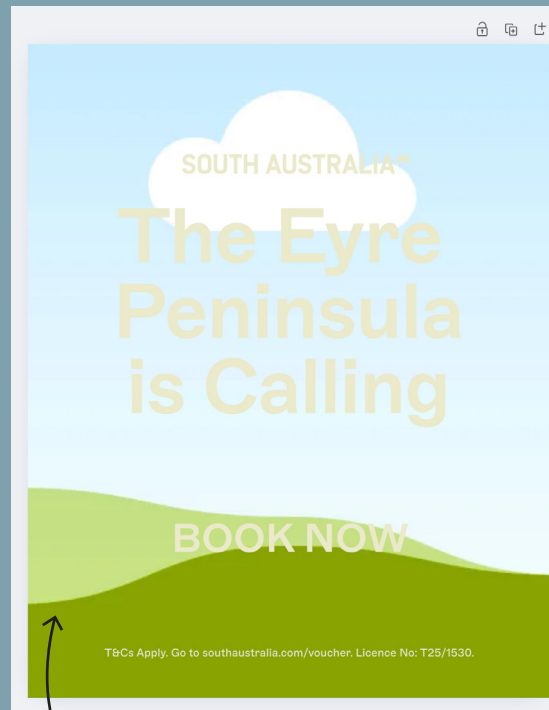
Customisable Regional Tiles

Region specific Canva templates have been created in 4:5 social spec.

These can be used to add your image of your product/service. Simply access the Canva templates through the links below to utilise the customisable tile.

Regions Specific Canva templates:

- [Coorong](#)
- [Eyre Peninsula](#)
- [Fleurieu Peninsula](#)
- [Kangaroo Island](#)
- [Limestone Coast](#)
- [Yorke Peninsula](#)



Add your image of your product/service inside the frame provided.



Once you've placed your image it should look something like this. Try to ensure you select an image which allows for easy readability.

SOUTH AUSTRALIA

South Australian Tourism Commission

tourism.sa.gov.au