

OPEN THE DOOR



TO SOUTH AUSTRALIA

WHY DO WE NEED A BRAND?

1 Attracting world recognition for South Australia

A brand synonymous with South Australia



Last year I set the Economic Development Board an assignment – to develop a new brand for South Australia.

There are some outstanding success stories of trade and investment in our State, but anyone familiar with doing business overseas knows it can be difficult for us to break through at an international level.

We face challenges because of a lack of awareness of just where South Australia is and who we are.

So we set about defining an image that we can use to build South Australia's profile globally.

More than 3500 South Australians have contributed their ideas to this project through a survey, social media and forums held across the State.

Now we are introducing you to the instantly recognisable brand identity that we have created for South Australia.

As you can see, it will open the door to many more economic opportunities for our State.

The brand is based upon the values of creativity, innovation and industriousness – which South Australians told us, embodied their State.

The new brand will:

- Be a powerful identifying endorsement for our State's regions, organisations and private partnerships.
- Encapsulate who we are, where we are and what we offer.
- Help South Australian businesses and organisations to attract business to the State.

This brand was created to become synonymous with South Australia and mark our contribution to the world.

I encourage all South Australian businesses to use it proudly and help direct the eyes of the world to South Australia.

Jay Weatherill

Jay Weatherill
Premier of South Australia

So: what is a brand?

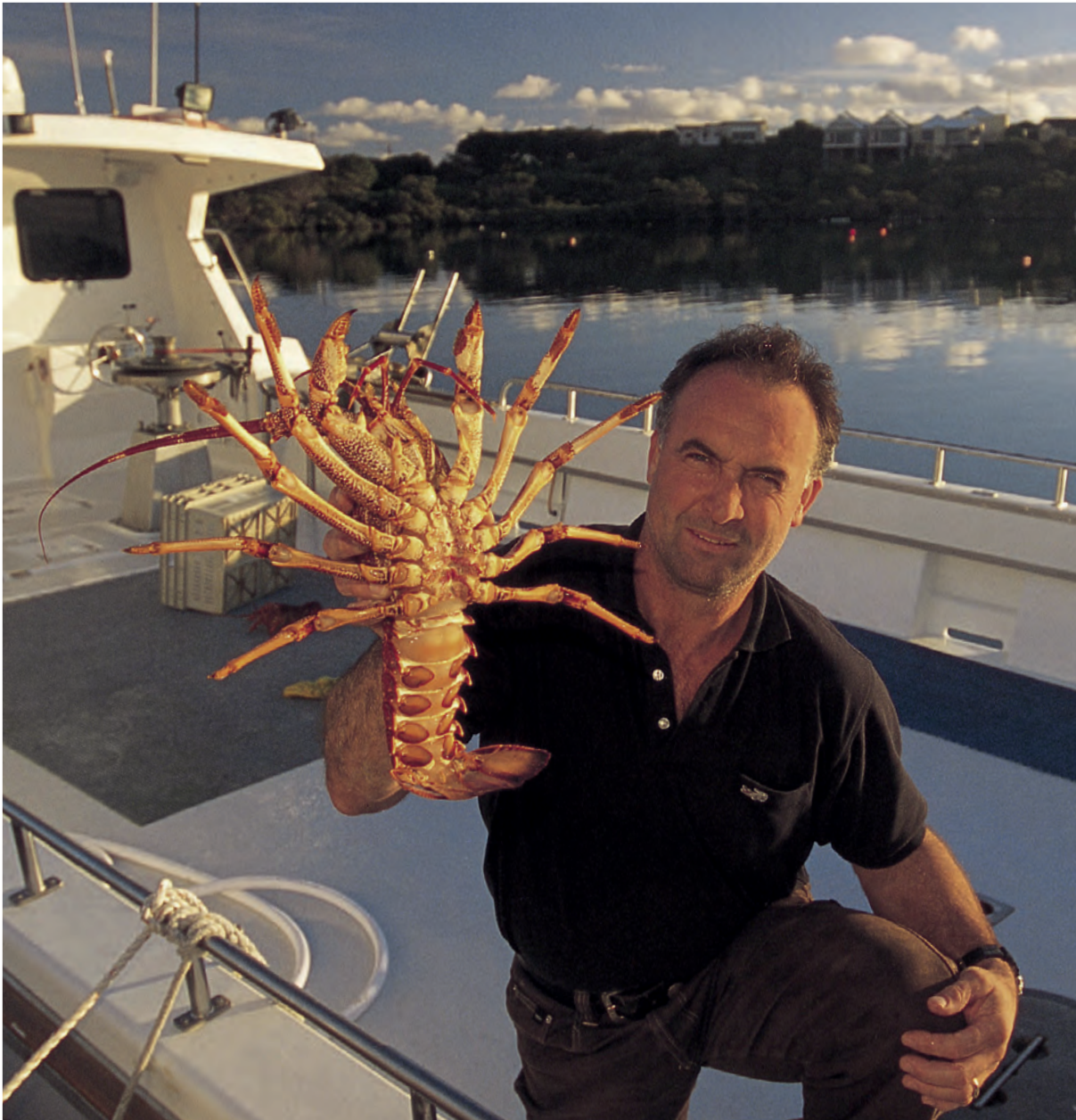
A brand is a symbol of all your perceptions, thoughts and feelings about a product. Or, in this case, the State of South Australia. A State with a staggering diversity of people, places, experiences, products, services and investment opportunities... Wow. How do you symbolise all that? It's a conundrum that has puzzled a lot of people for a long, long time. The answer we found, perhaps surprisingly, lies in simplicity and an underlying truth.

Great branding leaves its mark

The first thing to know about making a great brand is that it has to ring true. It has to feel like it naturally belongs and fits with what it symbolises. But, then, it also has to stand out. Think of the maple leaf and striking red of Canada. Or the silver fern and omnipresent black of New Zealand. Once seen, never forgotten. That's what we wanted with South Australia's brand. A brand that can be instantly recognised, expresses our character and leaves a lasting impression. (Favourable, of course.)

A beacon for business. And prosperity

The real reason we need to stand out, though, is to attract more business and more investment. And, ultimately, deliver more prosperity for all. A halo brand proudly showcases our industries and adds another compelling reason to buy. We are proud that our wines make up roughly half of Australia's production. We are rightly one-eyed about our beers.



We know our oysters, our lobster, our marron and fish come from the purest waters. We respect our farmers who grow the grains, livestock and fruit we export. We extol our mining industry, our defence industry and our high-tech manufacturing. We lead the world in alternative energy. A great brand can take all those things we love and make the world fall in love with them, too.



WHO WILL USE THE BRAND?

2 Attracting trade and investment

A brand that works for all South Australians

The brand we've created isn't just for the Government. It isn't just for tourism. It isn't just for business. It isn't just for you and me. It's a brand that works – quite literally – for everyone in the State. Education. Investment. Migration. Trade and export. Tourism. There isn't an area of economic activity that won't benefit from employing this brand. Because the better we sell our State, the better State we'll all be in.

Economic Development Board of South Australia



This is truly one of the most defining moments in South Australia's history.

Despite exceptional opportunities and the lifestyle our State offers, we are still an underrated interstate and relatively unknown overseas, where many people can't identify Adelaide or South Australia on the map.

The Premier's challenge to us, was not just to create a logo, slogan or tag line. Our charter was to create a new brand for South Australia that would promote the diverse offers of our State in a unique and distinctive manner to local, domestic and international markets to attract more investment and people.

Essentially we've created a flexible design system for South Australia that enables us to distinguish ourselves from other states, not just in Australia but globally. Our new brand identity is a 'Challenger Brand' – a brand that challenges perception. Our brand identity is so flexible that it can promote the broad and diverse opportunities within our State in a highly distinctive way so we can start influencing how others think about us and, just as importantly, change the way we think about ourselves to help stimulate new levels of pride within our own community.

The new brand for South Australia is an investment that will earn its living by delivering economic and social prosperity, the benefits of which can flow to all South Australians.

A handwritten signature in black ink, appearing to read 'Raymond Spencer'.

Raymond Spencer
Chair

A handwritten signature in black ink, appearing to read 'Darren Thomas'.

Darren Thomas
Chief Executive Officer

Our State has more than \$109 billion in major projects underway or in the pipeline: a record level providing enormous potential for investment, business and jobs growth. There has never been a better time to live, work or invest in South Australia.

COULD YOU BE
TARGETING
NEW MARKETS?



IS THERE A RESOURCE
YOU'RE MISSING
TO HELP SELL
YOUR INDUSTRY?



**COULD YOU SELL
YOUR SERVICES TO
A GREATER DEGREE?**



**DO YOU KNOW
HOW TO TAKE YOUR
BUSINESS TO THE
NEXT LEVEL?**



HAVE YOU GOT AN APPETITE FOR GREATER PROFITS?



UNDERSTANDING SOUTH AUSTRALIA

3 What's our point of difference?

One vision focussed from a range of views

Every South Australian has an opinion on their State. We might all agree it's the best place in the world. But why? And what could be better? What are our strengths, our weaknesses, our opportunities and our threats? You couldn't create the definitive brand without canvassing all these perceptions. So we did. With extensive research in all the key sectors. From end-users, customers, key decision-makers, advisors, representatives and ordinary people. Here at home, interstate and overseas. So, South Australians, we've listened to you. Your input led directly to our output.



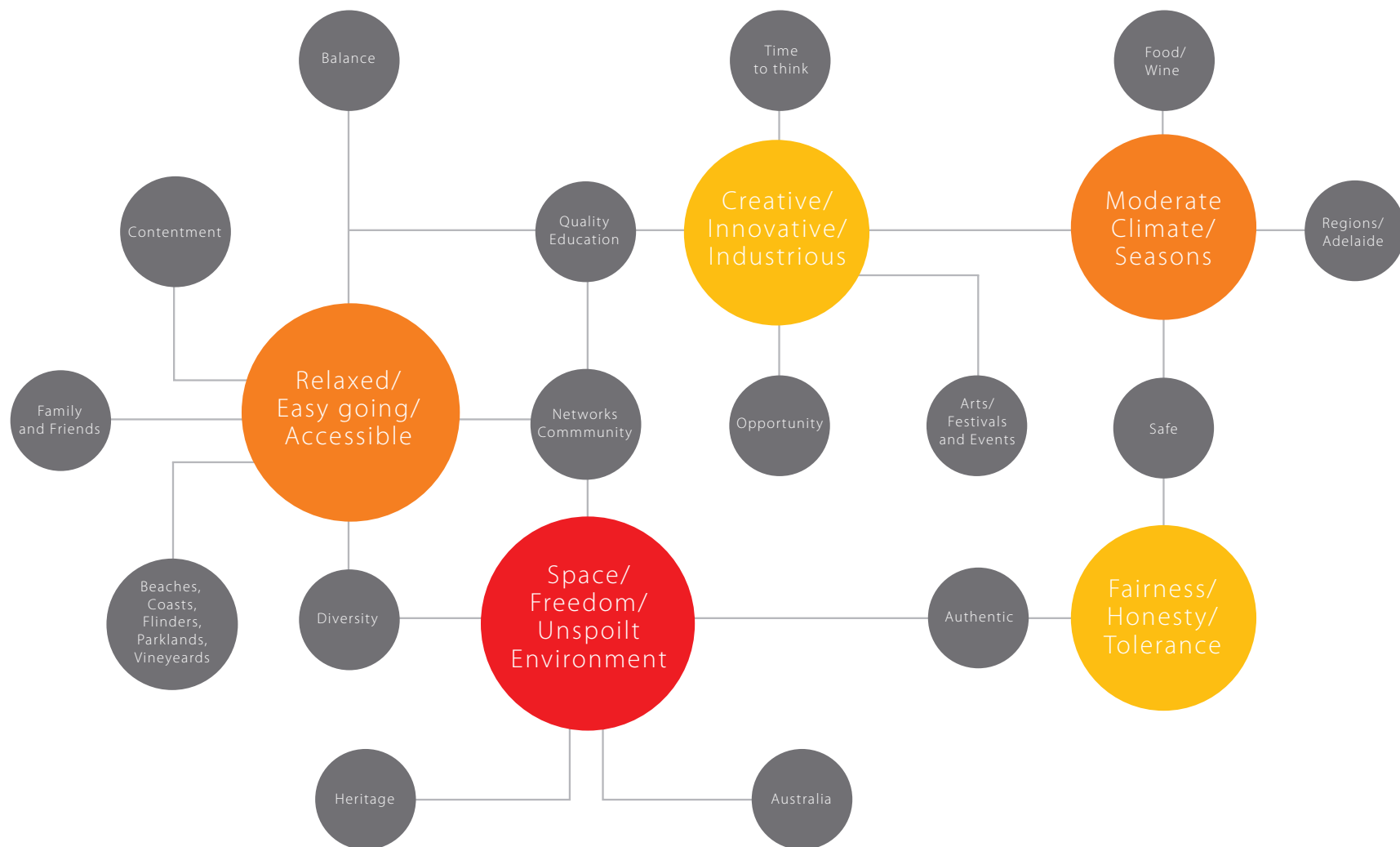
Consider the maple leaf of Canada and the all-black livery of New Zealand. Does a maple leaf represent its country's art, culture, history or commerce? And couldn't New Zealand stand a little colour in their lives? (OK, apart from silver.) Yet, can you deny the power of either brand? From the range of views expressed by our State's constituents, we've found a resonating core. A core of unity. What this has led to is a single-minded brand. A brand we believe logically, innovatively and emotionally solves the problem. Giving us a brand that represents us all. And is a part of us all. Because it's actually in our DNA.

RENEWED BRAND DNA

4 Defining the essence of South Australia

What is South Australia's DNA?

Deoxyribonucleic acid is quite a mouthful. That's why it's simply known as DNA. These are the molecules that contain all the genetic code that defines a person's individuality. In a similar way, every brand has a unique set of attributes – or DNA – that define its character. In this diagram, the molecules represent the DNA we found for South Australia. Within them, we discovered the most significant attributes for attracting business here.



Our sleeping assets

Time and again, our research kept coming back to three words. Creativity. Innovation. Industriousness. The three core values that define the essence of South Australia. Not because we say so. But because they ring true with the people and businesses we want to attract to the State. This diagram shows you how each market relates to each attribute. And why, with so much passionate red evident, we embraced them as our core values.

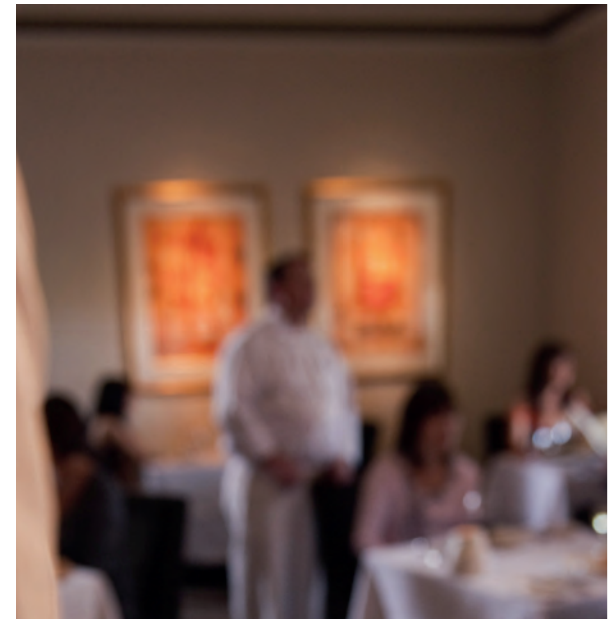
Audience category	Segmentation	Creativity	Innovation	Industriousness
To attract education	Young students and their families	Specialist courses within a creative community	Specialist courses	Supportive learning culture that encourages hard work
	Adult students and their employers	Specialist courses within a creative community	Specialist courses for continuing career paths	Supportive learning culture that encourages hard work
To attract investment	Defence	Less relevant	Opportunity and encouragement of innovative approaches	Focused world-class sector
	Advanced manufacturing	Approaches that value creative solutions	Opportunity and encouragement of innovative approaches	Focused world-class sector
	Mining services	Less relevant	Opportunity for innovative solutions	Appealing backdrop for leisure
	Urban development	Approaches that value creative solutions	Opportunity and encouragement of innovative approaches	Focused, world class sector with growth opportunities
	Wine and food	Approaches and products that value creative solutions	Opportunity and encouragement of innovative approaches	World class sector with growth opportunities
	Sustainable energy	Approaches that value creative solutions	Opportunity and encouragement of innovative approaches	Focused, world class sector with growth opportunities
To attract tourism	Domestic travellers	Sensory experiences	Innovative and unique tourism experiences	Less relevant
	International travellers	Sensory experiences	Unique Australian nature and culture-based tourism experiences	Less relevant
To attract migration	Interstate workers and families	A supportive, creative community	A supportive community that values innovation	Opportunity and supportive work ethic
	International workers and families	A supportive, creative community	A supportive community that values innovation	Opportunity and supportive work ethic
To promote trade and export	Consumers of natural products	Creative products and services	Innovative products and services	Natural products with world-class quality
	Consumers of innovative products	Creative solutions	Innovative products and services	Innovative products and services developed through world-class processes
To resonate with SA residents	Who live and work in SA	A supportive, creative community	A supportive community that values innovation	A supportive 'can-do' attitude
	Expat ambassadors	A community that values creativity to deliver successful outcomes	A supportive community that values innovation	Success stories through a strong work ethic
	Agents and representatives outside of SA	A community that values creativity to deliver successful outcomes	A supportive community that values innovation	A coordinated and committed work ethic

 Highly relevant
  Relevant
  Less relevant

Reawakening our sleeping assets: Creativity

From ancient times, the Kurna and the other indigenous nations of a place we call South Australia have communed with their Dreamtime through song and dance. From the yearning outback to the ethereal Kangaroo Island. Its awe has inspired writers like C J Dennis and Colin Thiele. Chefs like Maggie Beer and the father of modern Eurasian cuisine, Cheong Liew. We are not the festival state for nothing. Start with the country's premier arts festival. Add the world's largest cabaret festival, the world-respected Fringe, WOMADelaide and SALA. Nobody throws a party like South Australia. We celebrate creativity at every turn. Where else do you find a festival of ideas? Or a thinker in residence? From Australia's first film corporation and our burgeoning creative enterprises, we now make Hollywood movies, software, body art, music, theatre and dance. What's your talent?

There is a spirit to
this place. A spirit of
freedom. Of possibility.
Of creativity.



Reawakening our sleeping assets: Innovation

A small population. A hostile environment. Isn't necessity the mother of invention? Not just the inventions that made life sustainable like the stump-jump plough and the pedal wireless. We also lead the nation in social reform. This was the first state to allow women to vote and stand for parliament. First with a public housing trust. First with a sex-discrimination act. First to place a value on recycling containers. Trees for Life? Started here. Meals on Wheels? Same. Our O-Bahn was the country's first rapid-transit system for buses. And we're still pressing ahead with underground rainwater storage, wetland engineering and ecological development. It's perhaps no chance that four of Australia's ten Nobel laureates are South Australian. What's your big idea?

From the first settlers aboard the John Pirie to the perilous space voyages of Andrew Thomas, innovation has very much been a necessity for South Australians.



Reawakening our sleeping assets: Industriousness

Family is at the heart of our society. As well as our industry. Thanks to the Coopers, Hardys, Lauckes, Haighs, Scotts, Gerards, Hill Smiths, Osborns, Sims and Paechs – to name but a few – strong businesses have been built from nothing through generations of commitment to contribute to this State and its place in global trade. Hand in hand with a strong and skilful workforce of men and women determined to forge a future in the face of fate and hardship. Through the sweat of their brow and the boldness of their thinking. Have a go. That's how R M Williams rose from a swaggie to become a multi-millionaire and one of our most famous labels. But it's not just about making money. Maybe it's part of our migrant heritage. Work gives us pride and dignity. Think of the avenue of 2,000 mighty palms planted in Seppeltsfield out of gratitude by men who'd been kept employed during the Great Depression. That's our spirit of industry. What's your destiny?

It's not just about
making money.
Work gives us pride
and dignity.





This is our mantra

Creativity. Innovation. Industriousness. Three words that express our heritage and our future. The future we're building day by day. In a way, we're closing a door today. To negativity. To fear. To the naysayers. To envy and ignorance. And we're opening the door to opportunity. To possibility. To the world.

Through our creativity, we can see a new way.
Through our innovation, we can develop the tools
to pursue it. And through our industriousness,
we have the energy and determination to make
it happen. One door closes. Another always opens.
All you need is the courage to walk on through.
Fortunately, we've never been short of that
in South Australia.

MINDING OUR ASSETS

5 Brand audit and strategy

Understanding what our competitors own

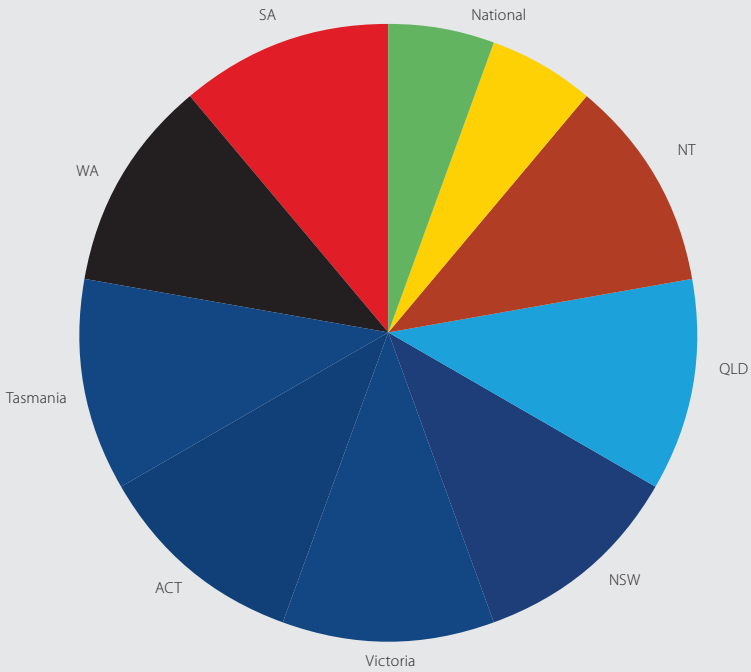
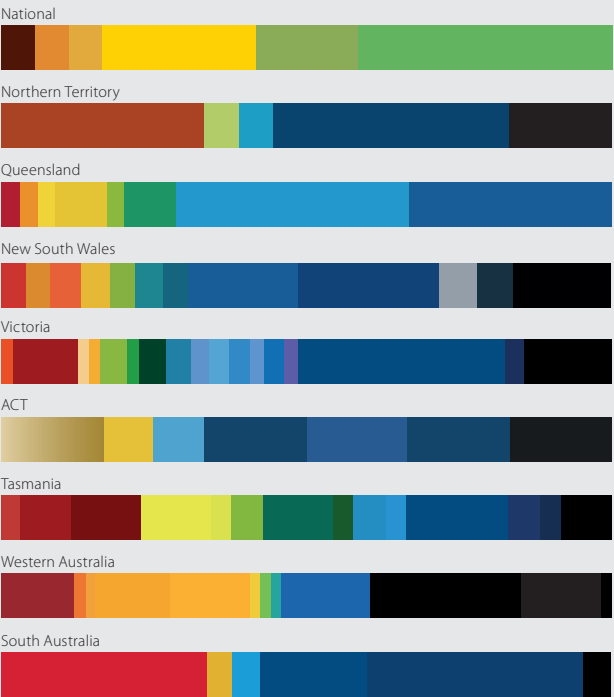
You can't audit your own assets and leave it at that. That's just navel gazing. So we turned the spotlight on our neighbours and the brands they've created. That way, we don't end up looking, tasting, feeling or sounding exactly the same as any other state. And, as you'll see, we really don't. And we never will. Which leaves the door wide open, really.



Understanding what we own

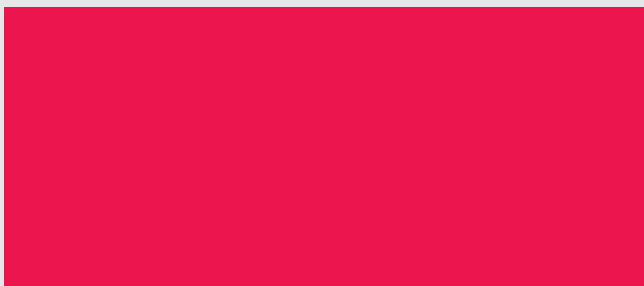
Physicians have a motto: first, do no harm. It means: if you risk making the situation worse, it is sometimes better to do nothing. That’s why, in brand building, it always pays to audit your assets. Assets can be any property that sets you apart: a colour, a flavour, an icon, a shape or a sound. (Think of Harley Davidson’s unique rumble.) Understanding what you own – and its value – means you don’t end up throwing the baby out with the bath water.

For South Australia, hardly surprisingly, red is our dominant colour. Yes: often with blue and yellow. Plus, the earthy tones of the outback. But there’s a distinct lack of unique imagery we own. A bad thing? Not really. In fact, this is what gave us the opportunity to create a new, distinct and memorable visual icon.





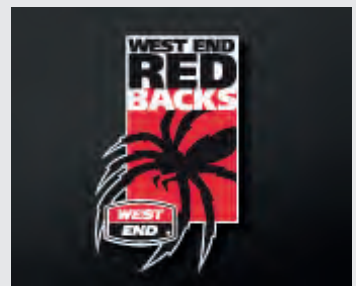
Coat of Arms



State Colour



Floral: Sturt's Desert Pea



Cricket: Red Backs

REVEALING OUR IDENTITY

6 A new master brand for South Australia

South Australia = the South of Australia

Our new landmark clearly demonstrates we are the central doorway to the whole of the country. South Australia is the south of Australia. The pivotal state. The hub. The only one that touches every other mainland state. If you were overseas and knew nothing about this country, suddenly our State seems like the natural entry point and the best place to go first. Our doorway welcomes opportunity. Everyone plays a part in greeting opportunities at every level. Including the people that simply live here and enjoy a world-class lifestyle.

SOUTH





The threshold of a new era

Designers are amazing. They can take all of that information and turn it into something as simple as a doorway. The doorway that is South Australia. (Can you ever see it in the same way again?) With multiple doors all opening up our State. Welcoming tourists, migrants, investors, traders and businesses. Inviting discovery. Accessing our secrets. Offering a refuge, communication, friendship and hospitality. (That's very South Australian.)



A doorway is a traditional symbol of hope and opportunity. In ancient times, when you crossed a temple's threshold, you abandoned old ideas, concepts and plans for something new and better. Or it simply says welcome. You'd have to say it's also creative, innovative and hints at our industriousness. And what could be more South Australian than that? So, maybe that simple little brandmark is not so simple after all. Especially when you see how it works.



New possibilities open up

This is so much more than a logo. What we have devised is a completely new master brand for South Australia. Essentially it's a complete design system which includes a brandmark, a colour palette, typeface, a graphic design system to unite our identity. It's an idea that can be expressed in any number of ways. The border device, for example, instantly brands any image it frames. More than that, it welcomes you into the picture. So, if you want your brand to wear its South Australian credentials loudly and proudly, you couldn't do better than to use this subtle device.



PMS 485
C: 0 M: 100 Y: 100 K: 0
R: 170 G: 39 B: 47



PMS 152
C: 0 M: 62 Y: 100 K: 0
R: 225 G: 112 B: 0



PMS 124
C: 0 M: 27 Y: 100 K: 0
R: 234 G: 171 B: 10



PMS Cool Grey 11
C: 0 M: 0 Y: 0 K: 60
R: 95 G: 93 B: 92



PMS 1805
C: 30 M: 100 Y: 100 K: 0
R: 170 G: 39 B: 47



PMS BLACK
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0

ABC

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ABC

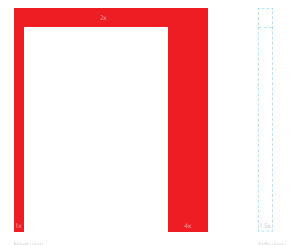
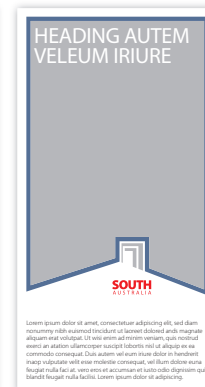
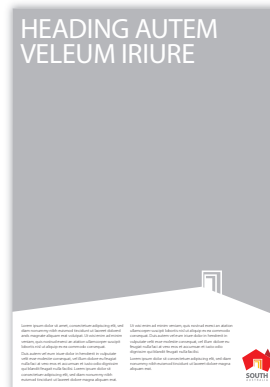
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As part of our new master brand, we've chosen a new set of images that represent the spectrum of South Australian industries, products and services. They really do show how creative, innovative and industrious we are. Use them or use your own. But use our brand to let the world know where your brand comes from. The more users, the more awareness. More awareness means more knowledge about the diversity and opportunities in our State. The more opportunities we attract, the more our State prospers. Play your part for South Australia.





LIVING THE BRAND

7 Delivering a consistent South Australian message

Where's SA?

Notice anything about our new brandmark? From here on in, we're South Australia, not SA. Our name is another great asset. As SA, we could be South Africa, Saudi Arabia or South America to an international audience. But as South Australia, it truly spells out where we come from. Interestingly, as one of the only two states to feature 'Australia' in our name, we have an immediate advantage in uniquely placing ourselves geographically.

SOUTH
AUSTRALIA



Care for an endorsement?

There's no better company for any South Australian brand. And there's no better brand for any South Australian company. We've made it easy for you to co-brand your corporate communications with the clear endorsement of your State. There's a style guide available to show you how it works. All you have to do is make a call and ask for permission. That way, interlopers can't use the brand to muscle in on your territory.



A DROP OF THE GOOD STUFF



Showcasing South Australia's internationally acclaimed wine and food produce

OPEN THE DOOR
TO ADVENTURE



Home to stunning landscapes, award-winning wine, events and festivals

OPEN THE DOOR
TO ADVENTURE



Home to stunning landscapes, award-winning wine, events and festivals



Our doorway has legs

Our door is wide open. To innovation. To creativity.
To industriousness. To you. And to the future.
It's a closed mind that can't see where our doorway
might lead. For your business. And for the State.
Like all good ideas, its possibilities are endless.
Just some of which you're about to see.






MEET THE FRIENDLY LOCALS



Home to stunning landscapes, award-winning wine, events and festivals

A scenic view of a white and red boat on a river, with a large red rock cliff in the background. The boat is reflected in the water. The image is framed by a white border with a blue inner border.


SOUTH
AUSTRALIA

Home to stunning landscapes, award-winning wine, events and festivals

A person surfing on a wave, with water splashing around them. The image is framed by a white border with a blue inner border.


SOUTH
AUSTRALIA

Home to stunn



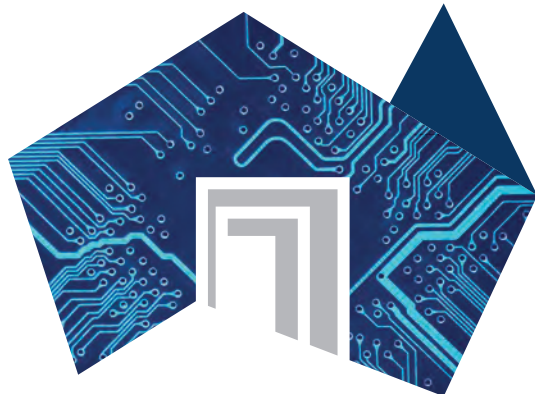
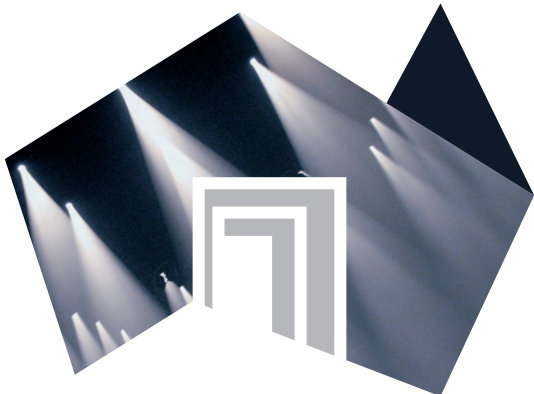
OPEN THE DOOR
TO EXPERIENCES



Home to stunning landscapes, award-winning wine, events and festivals

Can you see where this leads?

Our brandmark is destined to become an icon. An icon that could lead you into trade shows or exhibitions through a series of doorways, each reflecting a different industry. A different region. A different seductive image. And virtually any image can be cropped into our brandmark. So we can make South Australia into whatever we want to make it. Creative. Innovative. Industrious. Yes, we are.



Brandmark becomes landmark

From 2D image to 3D life. Our plan is to make our brandmark a landmark. So, when you land at the airport, you can be welcomed through a real, red doorway. The same when you go to a festival. Or visit a tourist attraction. Making the final link between our communication and what you experience. Theatrical? Sure. Fun? Unquestionably. Unforgettable? Absolutely.





SOUTH
AUSTRALIA



**Government
of South Australia**



Consistency rules

The whole master brand is designed to uphold excellence. A design system has been created to deliver a consistently excellent image of South Australia to the world. So, rules? Yes: there are plenty. (In fact, a whole style guide full of them.) But they're easy to apply. They cater for just about every possible situation. And we'll be here to help. All you've got to do is ask.





UNLIMITED OPPORTUNITY



Do what you like

Whilst the brand has some rules, the flexibility of the design system invites you to use it. In so many ways. In so many places. In so many media. To say so many things. To so many audiences. On behalf of so many businesses and organisations. Basically, it will do what you want. It's your innovative, creative and industrious use of the brand that breathes life into its diverse application and use. It's up to you.

A HOME TO GREAT BRANDS

8 This is where you come in

The welcome mat

As South Australian business leaders, it's your innovative, creative and industrious stories that now breathe life into the brand. We're putting out the welcome mat. Now, it's your turn. Because without every South Australian getting behind this State, our brand will take longer to get recognized on the world stage. We need your voice and presence to get heard.

Our brand needs yours. (And vice versa.)

It's a two-way street. Great brands need to tell the world they're from South Australia. And South Australia needs to tell the world we're home to great brands. That way, we'll put ourselves on the map. And bring greater economic activity – and prosperity – to our State. To do this, we've got to get our brands together. Don't sit back. Embrace the power of our new brand.

We can open a lot of doors for your business

Whilst we're not asking you to change your brand identity, we are looking to have every South Australian business use the new South Australia brand mark. Even in a very small subtle way by adding our logo or in a big and strong way by using some of the design elements. All you need to do is get the brand style guide and see the wide and varied ways the brand can work for you. Then obtain a swift approval for its use with an application to the Brand Manager. For all details, visit our website – brandsouthaustralia.com.au

We believe the more people that use the South Australian brand the faster we'll draw recognition to South Australia. And we'll all win. If you have any questions or you need help with your application, please contact the Brand Manager.

Telephone +61 (8) 8303 2496

Email: brandmanager@brandsouthaustralia.com.au

Our new brand can open the door to greater economic prosperity for yourself and our State. That's why we actively encourage any South Australian business or organisation to get on board and use it.



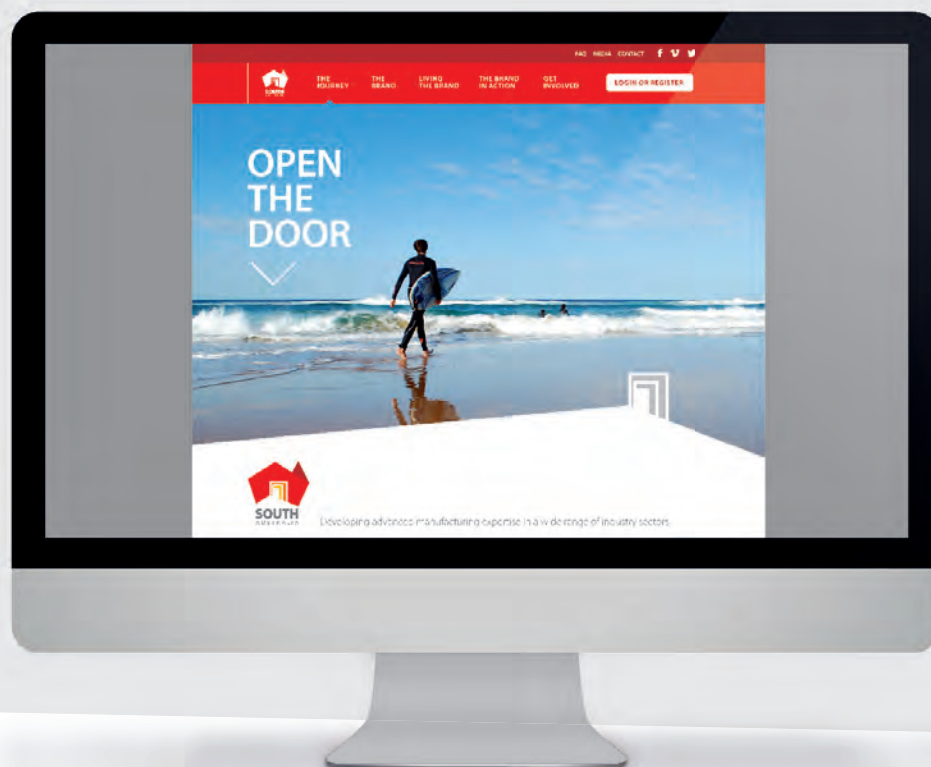


Stand up. Be proud

We love South Australia. And we love our local businesses. The families who've built this State over successive – and successful – generations. The migrants who escaped poverty and persecution to make a rich contribution to all our lives. The self-styled pioneers and visionaries who lead us into a better future. The brands we know and trust. The products and services that command a place on the world stage. The brave and brilliant, astounding and transforming ideas yet to come. Brand South Australia is for you.

Our door is always open

As a South Australian organisation looking to build economic prosperity for your business, we welcome and invite you to access and use our new State brand. To help you on your journey visit brandsouthaustralia.com.au and you'll see the opportunity. Open your door. Reap the reward.





**OPEN THE DOOR. STEP INSIDE.
SHARE THE JOURNEY. DISCOVER
HOW WE CREATED A NEW
BRAND FOR SOUTH AUSTRALIA.
A BRAND THAT WILL WELCOME
STRANGERS. PUT US ON THE
MAP. AND GENERATE GREATER
ECONOMIC PROSPERITY.
A NEW BRAND FOR ALL SOUTH
AUSTRALIANS, INSPIRED BY
THREE WORDS THAT EXPRESS
OUR HERITAGE AND OUR FUTURE.
CREATIVITY. INNOVATION.
INDUSTRIOUSNESS.**