



Brand South Australia

Business Guidelines

Contents

1.0	Brand South Australia	4
1.1	Who should use the brand	5
1.2	Our brand messaging	6
2.0	Our logos	8
2.1	Logo versions	9
2.2	Logo basics	10
2.3	Logo colours	11
2.4	Our brand colours	12
2.5	Using the logo with your brand	13
2.6	Using your brand colour	14
2.7	What to avoid	15
3.0	Example applications	16
4.0	Other logos and campaigns	22
5.0	FAQs, files and support	24

1.0

Brand
South
Australia

Brand South Australia

Brand South Australia is a unified endeavor to promote our state locally, nationally and globally. It’s our badge of passion and pride, and a tool to amplify what we stand for.

While our logo has existed since 2013 and is established as a trustmark of value, excellence and superior quality, we've recently developed a state story, values and characteristics (our brand messaging) that provide it greater depth and meaning.

These guidelines are designed to help you apply our logo consistently, while providing you with practical ways to incorporate our brand messaging into your communication.

By delivering a consistent and unified story, we'll strengthen South Australia's reputation and create greater opportunities for your business to thrive.

Who should use the South Australian brand?

Our brand has been created to strengthen the profile and competitive position of South Australian goods, services, experiences and products.

Any organisation that contributes to building the state’s reputation to domestic, interstate or international audiences should consider applying our brand. This may include businesses, industry groups, education and research bodies and tourism operators.

There are a number of ways you may choose to apply our brand, from using our logo to incorporating our brand messaging into your communication and customer interactions.

By applying our brand, you’ll help shape a powerful shared narrative that influences how people see South Australia.

Our brand messaging

Our brand messaging is made-up of our brand values and characteristics.

Values are the beliefs that guide the way we act, and for South Australia, they are **Belonging, Commitment** and **Meaning**.

Characteristics are the qualities we display every day, and shape the way others see us. For South Australia, they are **Abundant, Modern, Accessible, Balanced** and **Simple but Special**.

Use these prompts to express the South Australian brand in your communications, including your business story, website, content, brochures, presentations, social media, packaging and customer interactions.

Visit the Brand South Australia toolkit at [toolkit.brand.sa.gov.au](https://brand.sa.gov.au) to access key sector messages, along with facts and statistics about living, studying, visiting and doing business in South Australia.

Using our messaging

Highlight Working together Highlight how you work together with other South Australian businesses or local networks to grow your organisation.	Showcase Hard work and craft Showcase the hard work, quality, craft, care and attention to detail that goes into what you do.	Communicate Meaning and motivation Communicate the deeper meaning or motivations that shape the reasons you do what you do.	Highlight Sharing time and knowledge Speak about times when you've shared your time and resources to help others.
Demonstrate Connection and collaboration Demonstrate how a business ecosystem that nurtures connection and collaboration has helped in your success.	Highlight Innovation and progress Highlight the innovations or cutting-edge practices that you employ in your organisation.	Explain Why South Australia Explain why you couldn't do what you do anywhere else but in South Australia.	Workshops and Support Brand South Australia runs workshops to help you tell your South Australian story Visit brand.sa.gov.au for more information

2.0

Our logos

Our logos

Two logos are available for business use. Both signal South Australian origin and help build clear, consistent recognition of the state.

The **Proudly SA logo** is the preferred option. It expresses pride in where you’re from and connects your brand to the wider South Australian story. It helps customers quickly identify businesses and products that are proudly South Australian and part of a trusted local network.

A secondary **South Australia logo** is available where a simpler reference is required.

Simple rule
If you are showing South Australian origin or pride, use the **Proudly SA logo**.

Use the **South Australia logo** where a simpler or more neutral reference is needed.

Proudly SA logo
Preferred logo



South Australia logo
Secondary logo



Logo versions

Both the Proudly SA logo and the South Australia logo are available in **vertical** and **horizontal** formats.

The vertical format is preferred and should be used wherever space allows.

Vertical

Primary format

Use when space allows or when a centred, balanced layout suits the application, such as packaging, signage or product labels.



Horizontal

Secondary format

Use when vertical space is limited or a wider layout is required, such as website footers, digital banners or narrow formats.



Logo basics

Clear space and minimum size keep the logo clear, readable and easy to recognise.

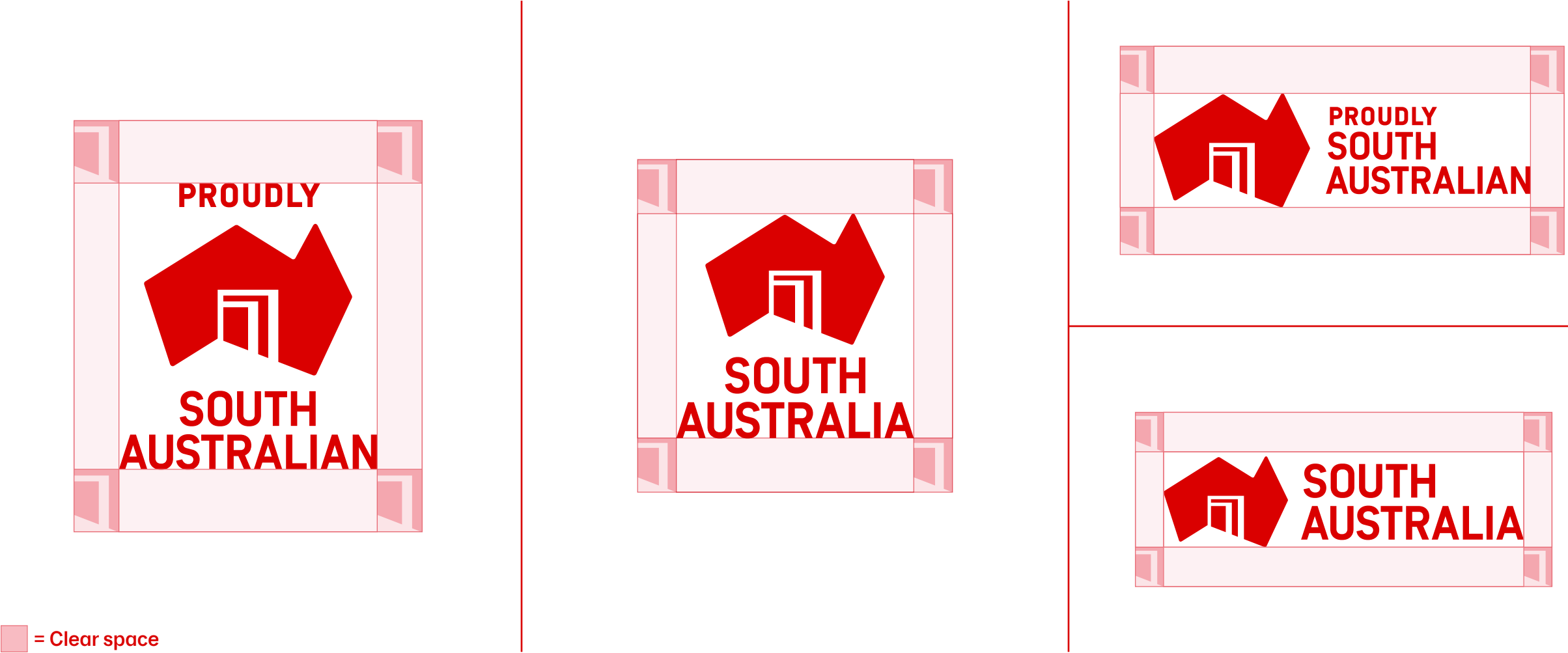
Leave enough space around it and never reduce it below the minimum size shown.

This helps the logo support your brand without competing with it.

Clear space

The clear space is measured using the South Australia outline within the logo.

Keep this amount of space on all sides. No text, graphics or imagery should enter this area.



Minimum size

Do not reduce the logo below the minimum width shown.

Using the correct size ensures it remains clear and legible across print and digital use.



Logo colours

Desert Pea Red
The preferred logo colour is Desert Pea Red. It carries strong recognition across South Australia and helps connect your business to a shared identity.

Single Colour
Where red is not suitable, a single-colour version may be used on white in Washed Black or in one of your brand colours.

See [Using your brand colour](#) for more information.

Reversed
On dark backgrounds or photography, use the reversed version to keep the logo clear and easy to recognise.

Desert Pea Red 			
Single Colour 			
Reversed 			

Brand colours

Desert Pea Red draws inspiration from Sturt’s desert pea, our state floral emblem. It is the preferred logo colour as it carries strong recognition and connects your business to a widely recognised mark of local origin.

A simple supporting palette of black and white may be used where red does not suit your brand colours.

Print

Use spot colours (PMS) where available. If spot colour is not possible, use the CMYK values shown.

Digital

Use the RGB or HEX values provided.

Primary Colour

Desert Pea Red

CMYK

5 | 100 | 100 | 0

RGB

200 | 0 | 0

PMS

3546U

HEX

#C80000

Secondary Colour

Washed Black

CMYK

69 | 68 | 64 | 80

RGB

29 | 29 | 29

PMS

Black

HEX

#1D1D1D

Secondary Colour

Pure White

CMYK

0 | 0 | 0 | 0

RGB

255 | 255 | 255

PMS

N/A

HEX

#FFFFFF

Using the logo with your brand

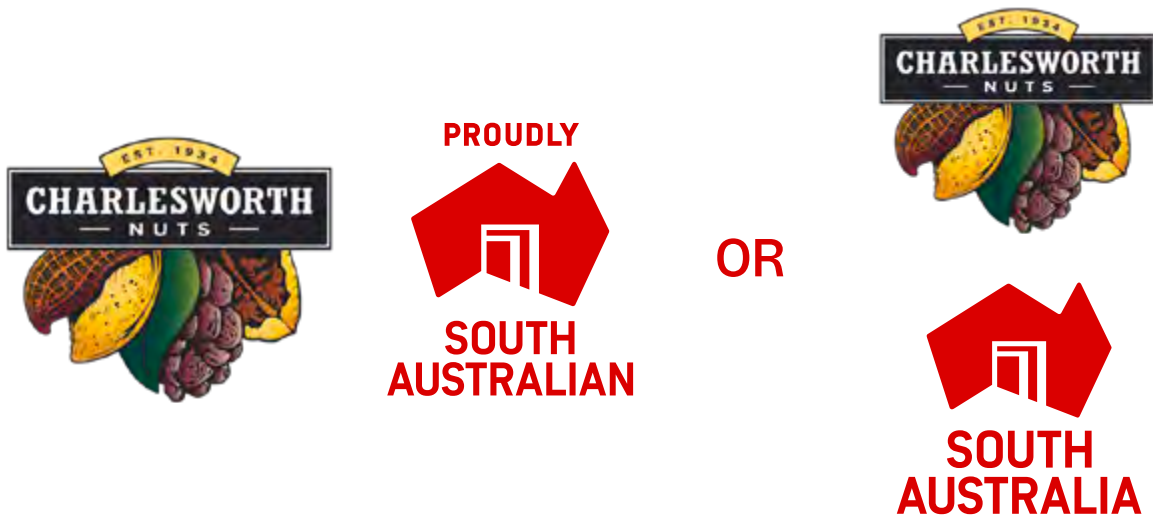
The South Australia logos support your brand. They do not replace it.

Your brand must lead visually. The South Australia logo sits alongside as a secondary endorsement of origin, kept separate and smaller in scale. It works best in secondary positions such as footers, back labels and other supporting material.

Typical placements include website and document footers, email signatures, packaging back labels, product caps and lids, and the lower corner or base of posters and social media graphics.

You may

Place the South Australia logo alongside your logo, preferably to the right or below at a similar or smaller size



Use the logo at a smaller scale, separated by clear space from your branding

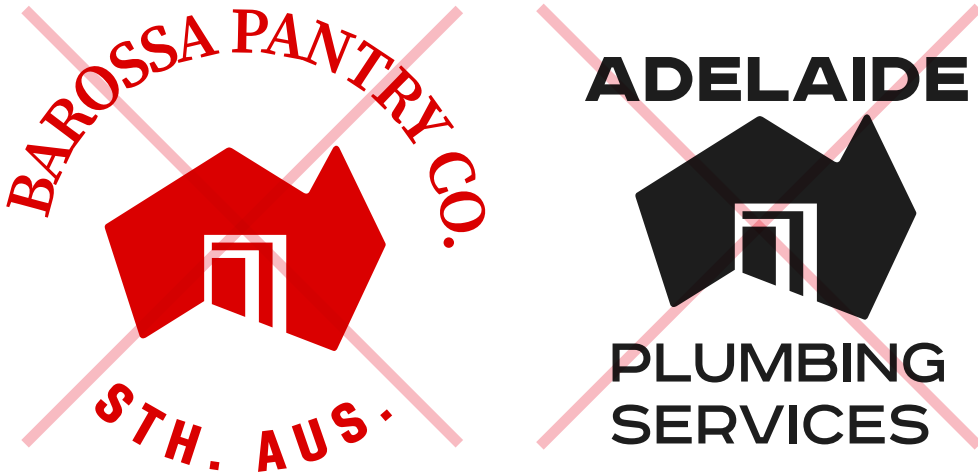


Do not

Position or scale the South Australia logo so it leads visually



Place or alter the logo in a way that suggests it is part of your logo or branding



Using your brand colour

You may apply your own brand colour to the Proudly SA or South Australia logo when using it on white or a very light background.

On coloured backgrounds, use the reversed (white) version.

When using your brand colour, keep the logo clear and recognisable:

- Use one solid colour only.
- Do not add tints, textures or effects.
- Ensure strong contrast between the logo and the background.

You may

Apply your brand colour to the single-colour logo on white or very light backgrounds



Single Colour Logo



Brand colour applied

Or use the reversed (white) logo on your brand colour or photography



Reversed Logo



Brand colour applied

Do not

Use more than one colour



Place a coloured logo on a coloured background



What to avoid

The logos represent South Australia and are designed to stay clear and recognisable.

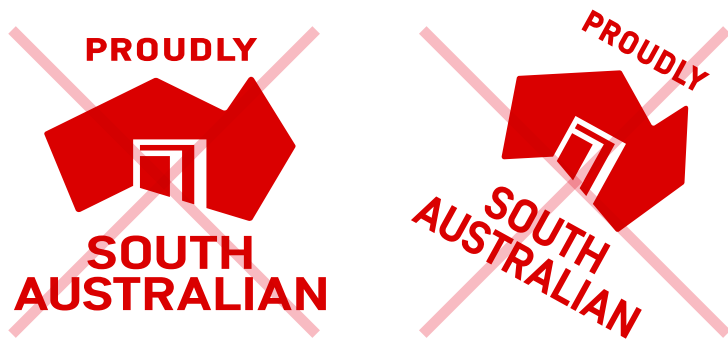
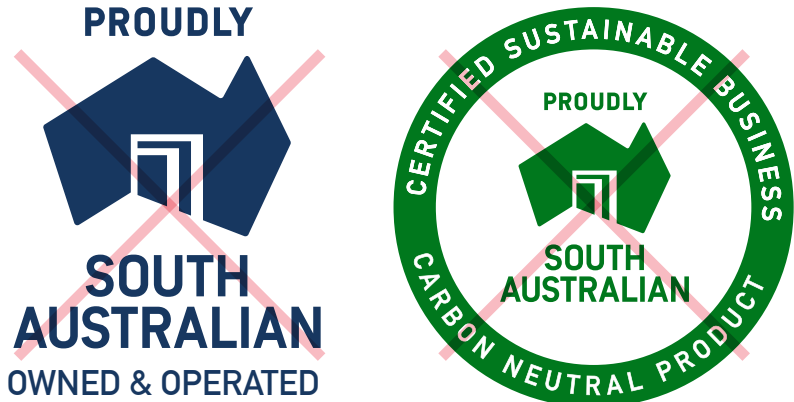
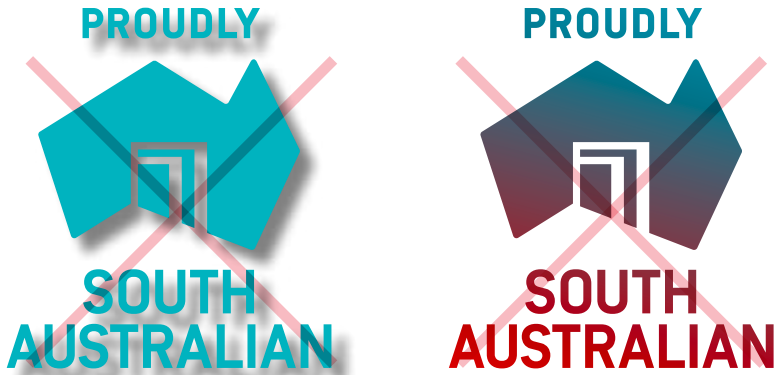
Consistent use builds long-term recognition and strengthens the shared value they bring to every business that uses them.

The logos must always appear as a complete mark.

Do not separate or rearrange elements, or combine the logo with additional text or graphics.

The examples shown here highlight common mistakes to avoid.

Do not

Redraw or alter the logo 	Stretch, distort or rotate the logo 	Create new versions, badges or extended lockups 	Place imagery, patterns or textures inside the logo 
Add effects, gradients or textures 	Place the logo on busy or low-contrast imagery and patterns 	Use wording from the logo on its own 	Ignore clear space 

3.0

Example applications

Example applications

The following examples show how the Brand South Australia logos can be used across a range of industries and materials.

They are intended as practical guidance to help you see how the logo may be applied alongside your own brand. The examples illustrate common situations such as packaging, digital content, and events.

Each example highlights a simple tip for placement, scale or colour to help the logo sit naturally within your design.

These are illustrative examples only. Your own application may vary depending on your brand, materials or production method, but the same principles should apply: the Brand South Australia logo should support your brand, not replace it.

Packaging



Tip: Place the logo on secondary areas so it supports your brand rather than competing with it.



Tip: Use the South Australia logo on small areas of packaging when space is limited. Keep it aligned vertically.



Tip: Use your brand or label colour for the logo so it fits naturally with your packaging. Place it as you would other certifications or endorsements.

Applied branding



Tip: Use Desert Pea Red when strong Brand South Australia recognition is needed. Stickers provide a flexible way to add the logo to existing packaging or products.



Tip: Use the horizontal logo in wider applications where vertical space is limited.



Tip: Use the logo on vehicles in secondary locations such as doors, rear panels or corners so your brand remains the primary focus.

Applied branding



Tip: Use the logo on printed or digital stationery in the same way you would apply your own brand. Follow the minimum size guidance to ensure the logo remains clear and legible.

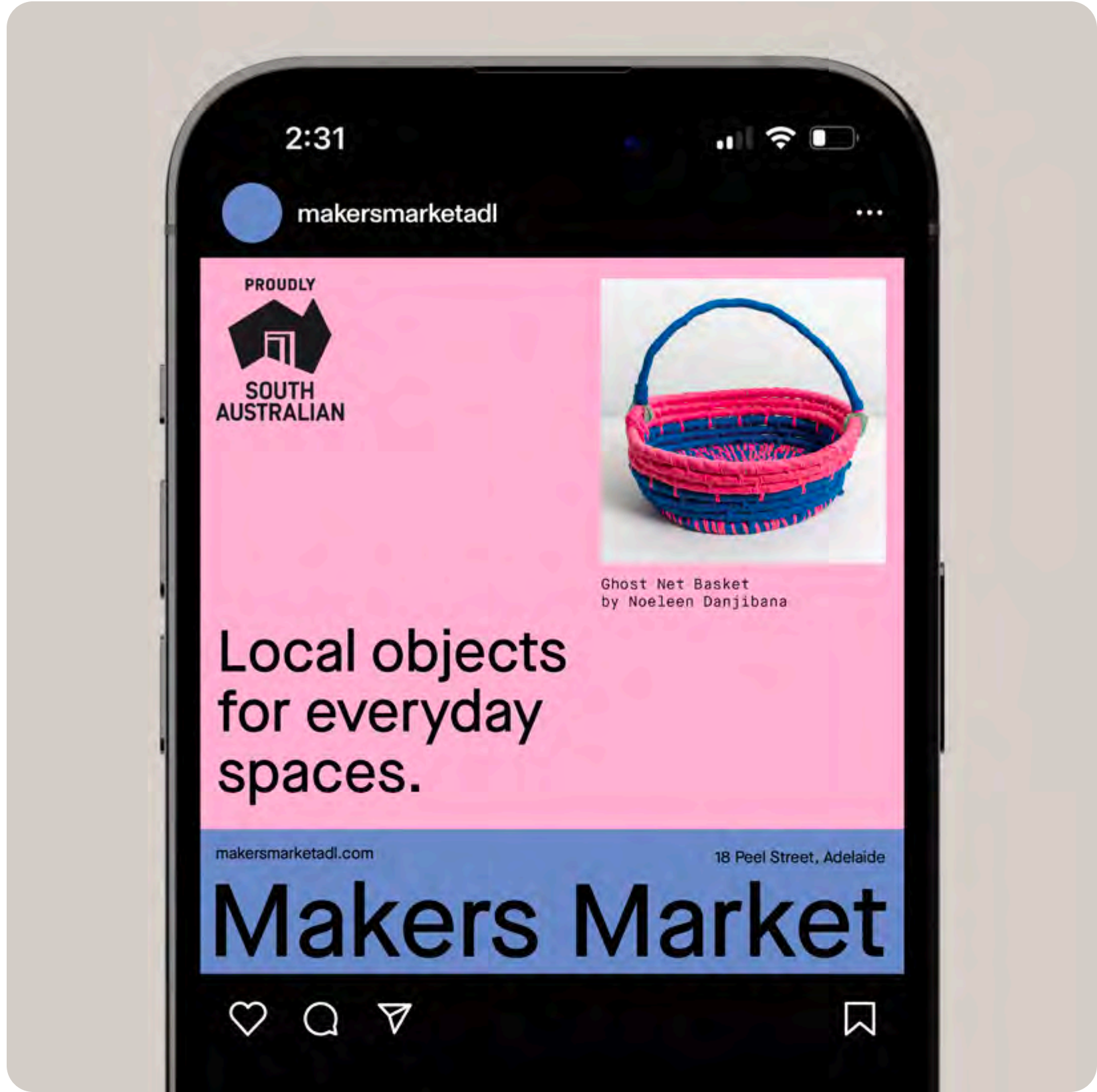


Tip: Use the logo on glass where your main signage already leads. Use the white logo for clear contrast against reflections and shadows.



Tip: Use the logo on presentation slides, event signage or merchandise to acknowledge South Australia as the host location. Place it separate from your brand and sponsors to clearly show location, not partnership.

Digital



Tip: When the purpose is to highlight South Australian origin, the logo can lead the communication or appear on its own.



Tip: Use the logo alongside your brand when highlighting South Australia. Place it to the right or below your logo. A thin line can separate the two. Use the white logo on photography and ensure clear contrast with the background.



Tip: Use the logo in footers on websites, email signatures or the back pages of presentations so your brand remains the primary focus.

4.0

Other logos and campaigns

Other logos and campaigns

Earlier versions of the logo and past campaign applications have helped establish strong recognition of the South Australian brand. As the brand evolves, it is aligning under one clear and consistent identity centred on the Proudly SA logo. The current version includes subtle refinements, such as rounded corners on the symbol and a simplified doorway.

Earlier versions may still appear during the transition period.

Digital applications

Where possible, update digital applications such as websites, digital signage and social media to the current logo as soon as practical.

Printed and physical materials

For packaging, signage and printed materials, apply the current logo when producing or reprinting materials.

Legacy logos

Earlier versions of the South Australia logo may still appear in market during the transition period. This is normal as the brand evolves.

Existing packaging or signage does not need to be replaced immediately. Apply the current logos when producing new materials or reprinting existing ones.



South Australia logo (previous version)

Campaign logos

Campaign logos and devices, such as Buy SA for SA, support specific promotions and initiatives. They are campaign assets, not place-of-origin logos, and should not replace the Proudly SA or South Australia logos.

Businesses participating in a campaign should use the official promotional materials provided, such as point-of-sale signage and social media tiles.

Campaign materials and templates can be downloaded from toolkit.brand.sa.gov.au



Buy SA for SA Logo (2023 campaign)

FAQs, files and support

For logo and other brand asset downloads, visit the Brand South Australia toolkit: toolkit.brand.sa.gov.au

For questions about using the South Australia brand, email: DSD.BrandSA@sa.gov.au

FAQs	Do I need approval to use the logo? Formal approval is not required if you follow these guidelines and use the supplied files correctly.	What if my packaging already uses an older version of the logo? Do I need to reprint? No. These guidelines apply to new work. You do not need to replace existing packaging straight away. Move to the current logos when you update or reprint materials, as older versions will be phased out over time.	Can I add photos, textures or customise the logo? No. Earlier versions of the brand allowed more flexible treatments, but the logos are now designed to stay clear and consistent. You may apply a single brand colour where appropriate.	What happens if I see incorrect use of the logo? You can notify Brand South Australia so they can provide guidance and help keep the brand consistent.
What logo file format should I use?	EPS (Vector) For print, packaging and signage.	SVG (Vector) For websites, digital platforms and motion.	PNG (Raster) For digital layouts requiring transparency.	JPEG (Raster) For general digital use where transparency is not needed.