A Brand for our Region

EYRE PENINSULA

This unique stand-alone brand is designed for a region that is working together to promote the best of the Eyre Peninsula to the rest of Australia and overseas. It is also intended to create a sense of regional identity and pride for the people who live and work here. It is important to remember that the Eyre Peninsula brand does not represent an organisation, it belongs to everyone who has something positive to say about our region.

As a brand essence, 'Celebrating the Delights of Nature's Seafood Harvest' will not just happen. It will be the result of the regional brand consistently adhering to a number of behaviours that add up to delivering on this promise.

Australia's Seafood Frontier

Celebrating
the delights
of nature's
seafood harvest

>Pride
>Excite
>Environmentally
>Conscious
>Pioneering

The Eyre Peninsula Brandmark

The brandmark is a representation of the values that underpin the region as rugged, untamed, wild and fresh. Not only does this coastline offer some of the worlds freshest, best, sweetest seafood but also lends itself to produce on land including wineries, fine food and accommodation.

The brandmark must always be reproduced from digital master artwork and must never be modified in any way. Do not try to re-draw it, separate or adjust any elements of it. The brandmark does not exist as a typeface so it cannot be recreated or have additional elements added which would detract from its integrity. The brandmark should never be used as part of a phrase or sentence.

EyrePeninsula™

Australia's seafood frontier

EyrePeninsula™
Australia's seafood frontier

To ensure that the brand retains its integrity and impact it is important to set out the basic principles of using the brand.

Clear Space Zone

The brand must be positioned in its own clear space, standing apart from other images and text. It must therefore be surrounded by a minimum clearspace as shown. The clearspace helps protect the trademark status of the brand and ensures it is always displayed to best effect.

Minimum size

The minimum reproduction size for the brandmark is set at a height of 20mm for optimum legibility of the image and the type when applied.

Brand colours

As the oyster will almost always be printed in 4 colour process, colour breakdowns have been provided for the colours used on the words. It can also be useful to advise your printer for all reproduction methods to match colours as closely as possible to the Pantone Matching System® (PMS) standards.

Here are CMYK, RGB and Pantone palettes for the Eyre Peninsula gold, black and even the TM.

_____CLEAR SPACE ZONE _____

_____MINIMUM SIZE (HEIGHT 20MM) _____

_____BRAND COLOUR PALETTE _____

Premium Gold	**Rich Black**	**Oyster Shell Grey**
C0 M20 Y95 K56	C80 M80 Y80 K100	C0 M7 Y17 K43
R184 G157 B58	R0 G0 B0	R170 G162 B150
PANTONE 4505	PANTONE PROCESS BLACK	PANTONE 403

Standard Versions

Where possible, the Eyre Peninsula logo should be reproduced in full colour. The mono version should only be used as a substitute for the full colour logo when budgetary considerations or technical specifications do not allow for full colour reproduction.

The full colour on black background version should ONLY be used for embroidery on corporate merchandise (ie. shirts, hats, vests). This is the ONLY instance of application that the logo can appear on a black background. All other brand applications must be on a white background.

FULL COLOUR ON WHITE BACKGROUND

MONO ON WHITE BACKGROUND

FULL COLOUR ON BLACK BACKGROUND (FOR CORPORATE MERCHANDISE ONLY)

Incorrect Use

Each time the Eyre Peninsula logo is reproduced, it is an opportunity to reinforce awareness of who we are, what we do and what we stand for.

As important as knowing how to use the brandmark correctly, is spotting incorrect uses of the brandmark. Opposite are some examples of what **not to do**. Incorrect use of our logo, as shown in the examples wastes the opportunity to expand and deepen awareness of brand.

A strong identity is reliant upon consistent presentation, no matter what the creative challenge, the medium or the business objective.

Do not compress, condense or distort the logo in any way

Do not reproduce the logo in any other typeface

Do not rearrange the use of the brand colours

Do not reposition the Oyster and type from the original position

Do not reproduce the logo in any other colour or use it duotoned

Do not position the logo over an image, a coloured background or without the Oyster

Splash of Colour

The colour palette derives from a number of images carefully selected through group workshops. Some of the colours reflect a sense of indulgence, luxury, quality and freshness.

The Eyre Peninsula brand colours are divided into two categories. The Primary and Secondary Palettes.

Although RGB and CMYK colour breakdowns have been provided, for colour accuracy all reproduction methods should be matched as closely as possible to Pantone Matching System® standards.

Building on our strong commitment to the region been seen as premium, passionate and proud gold, black, white and a grey have been selected as the primary colour palette. This palette is also made up of the colours used in our brandmark.

The secondary colour palette comprises nine earthy, natural, fresh and water-like tones to represent our region, that complement and support our primary palette without overpowering it. This palette is to be used whenever another level of colour is required to support our brand.

_____ PRIMARY COLOUR PALETTE _____

Premium Gold
C0 M20 Y95 K56
R184 G157 B58
PANTONE 4505

Rich Black
C80 M80 Y80 K100
R0 G0 B0
PANTONE PROCESS BLACK

Pure White
C0 M0 Y0 K0
R255 G255 B255

Oyster Shell Grey
C0 M7 Y17 K43
R170 G162 B150
PANTONE 403

_____ SECONDARY COLOUR PALETTE _____

Stone Grey
C23 M3 Y0 K7
R88 G88 B90
PANTONE 432

Earth Brown
C0 M60 Y100 K79
R87 G47 B8
PANTONE 4625

Luxurious Red
C0 M95 Y100 K29
R177 G31 B22
PANTONE 484

Pure Blue
C33 M3 Y0 K0
R181 G221 B243
PANTONE 291

Sky Blue
C90 M57 Y0 K0
R0 G102 B172
PANTONE 660

Premium Blue
C41 M0 Y78 K0
R12 G44 B127
PANTONE 273

Grass Green
C41 M0 Y78 K0
R172 G202 B87
PANTONE 375

Natural Green
C56 M0 Y100 K27
R105 G148 B25
PANTONE 370

Untamed Green
C25 M0 Y100 K80
R71 G77 B5
PANTONE 7498

EyrePeninsula™
Australia's seafood frontier

Written Word

Primary typeface

Our primary typeface is Didot. This typeface has been used in our brandmark and should be used sparingly as a display font. It was selected for its sophisticated and premium qualities.

The brand book and our applications as shown in these guidelines is a great example on how this typeface may be applied.

_____DIDOT _____

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890+_?!@#$%^&*()

Secondary typeface

Written word is a vital part of any communication and how it looks will have a direct effect on how it is received. To work with our brand, type must always be clear and easily read. By using the same typeface for all our communications it is critical for achieving and maintaining a unified style.

Any printed, online brand communications or internal communications should be in our brand font Frutiger. It was chosen for its modern, warm and friendly style. It is easily accessible for Mac or PC and strongly complements the customised type in our brandmark.

Frutiger is available on-line from http://www.typography.com

FRUTIGER LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890+_?!@#$%^&*()

FRUTIGER ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890+_?!@#$%^&*()

FRUTIGER ROMAN

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890+_?!@#$%^&*()**

FRUTIGER ROMAN

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890+_?!@#$%^&*()*

Picture Perfect

Primary Brand images

The Eyre Peninsula is a rich region for beautiful photography to play an important role in communicating its brand messages. Group workshops indicated that one word in particular resonated strongly with the Eyre Regional Development board – it is believed that 'Premium' is pivotal to any representation of the Eyre Peninsula Brand.

Whether we are marketing local produce, attracting tourism, or trying to gain local support it is important for all photography to be relevant and considerate of the brands essences and physical features of the brand.

For optimum brand recognition there are two types of images. The first and primary type of image contains a semi colour, semi duotone treatment. To reproduce this treatment using Adobe Photoshop simply add a layer of our premium gold and set the transparency to hue. Some images will react differently to this treatment and will need to be adjusted accordingly for a consistent result.

This treatment allows us to own our images and gives them a distinct evocative Eyre Peninsula style. Shown on this page, throughout the brand book and in these guidelines are examples of this.

Secondary Images

Shown are more images evocative of the regions physical features and its brand essences. It goes without saying colour will be essential to showing off the region which is why we have two tiers of image styles.

Just in case you forgot your Brand Essences, they are:

Excite

Pride

Environmentally Conscious

Pioneering

Luxurious

Some physical features of the brand include:

Premium

Southern Ocean, cool water

Rugged, untamed, wild

Nutrient rich

Isolated

Natural

Simply the best

Raw

Healthy and nutritious

EyrePeninsula
Australia's seafood frontier

At One with Nature

Stationery

Our corporate stationery plays an important role in presenting a professional and consistent image to internal and external clients and stakeholders.

Using the brand can add a sense of brand promise and pride to your communications, and collectively benefits the whole region.

These examples show how the brand may be used to identify your organisation's activity with the region. By respecting the integrity of the brand and adhering to the 'clear zone' principles, you will build brand recognition and consistency.

The image on the back should be in our primary brand image style to best represent our brand. The image on the business card and the letterhead can be different and even changed periodically to allows us to freshen and show off the region through its corporate stationery.
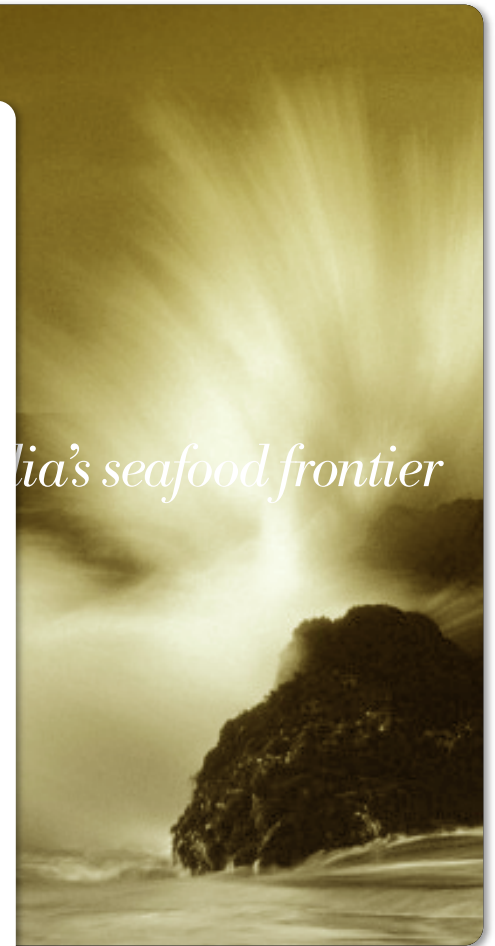
Website

Shown is an example of how we envisaged the opening page of the website looking. Beyond the front page of moving images and moving words, the site will also include colour images and strongly designed architecture to reflect the importance of getting to a destination in as little clicks as possible.
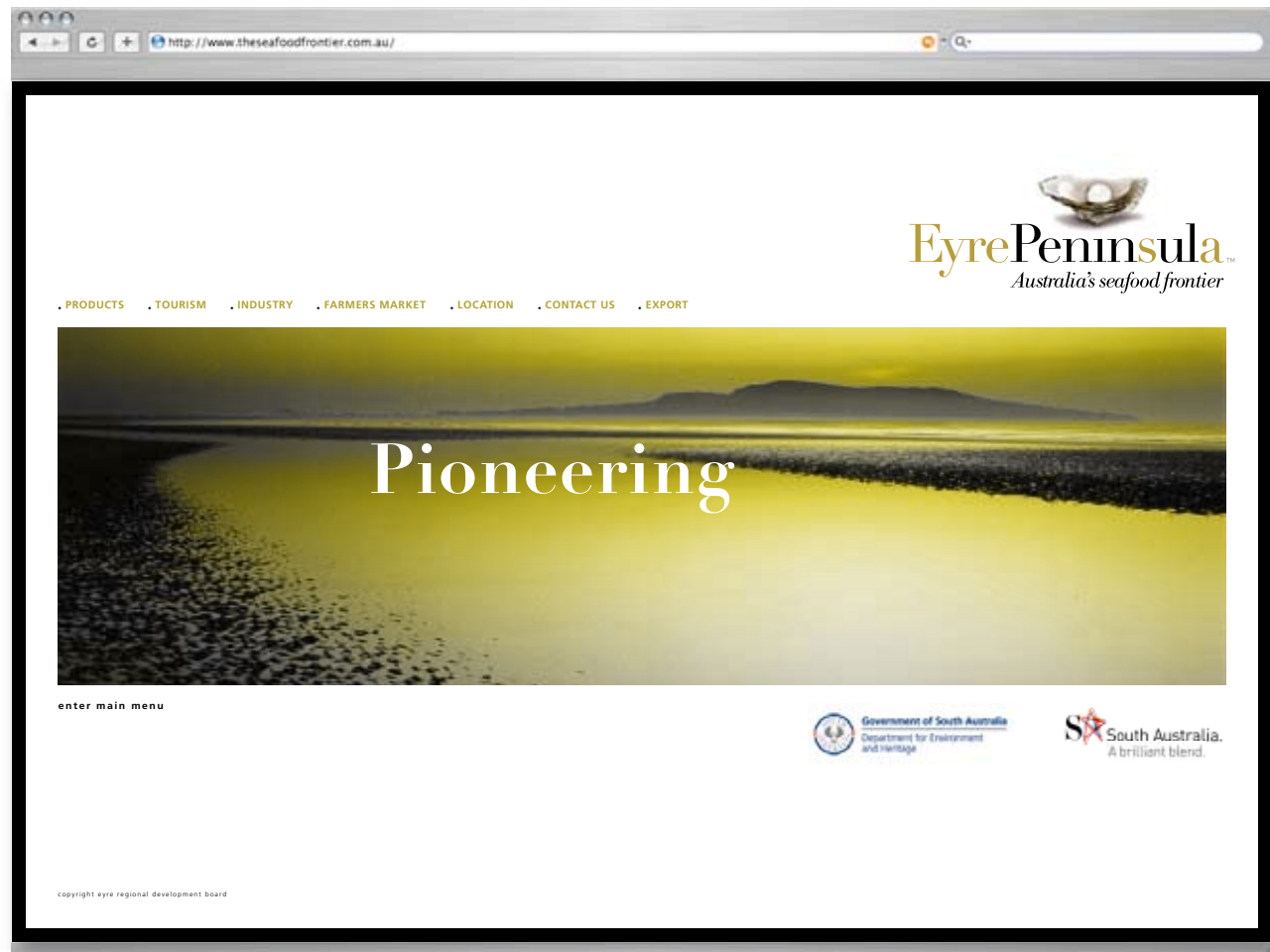
Our Seafood Frontier

The Eyre Peninsula brand is designed for everyone who wants to promote or endorse their own part of the Seafood Frontier, from the world famous brands of the region, to your own local areas, attractions and events.

Here we have listed the brand messages that may be adapted to the different sectors within the region.

Produce Fresh from the Seafood Frontier
or Taste the Seafood Frontier
Tourism Explore the Seafood Frontier
Events Celebrate the Seafood Frontier
Locals Share the Seafood Frontier

Whenever any of these messages are applied it is important to present these messages as shown for brand recognition and consistency.
The type style uses Eyre Peninsula's primary display font.

Fresh from the seafood frontier

Explore the seafood frontier

Taste the seafood frontier

Celebrate the seafood frontier
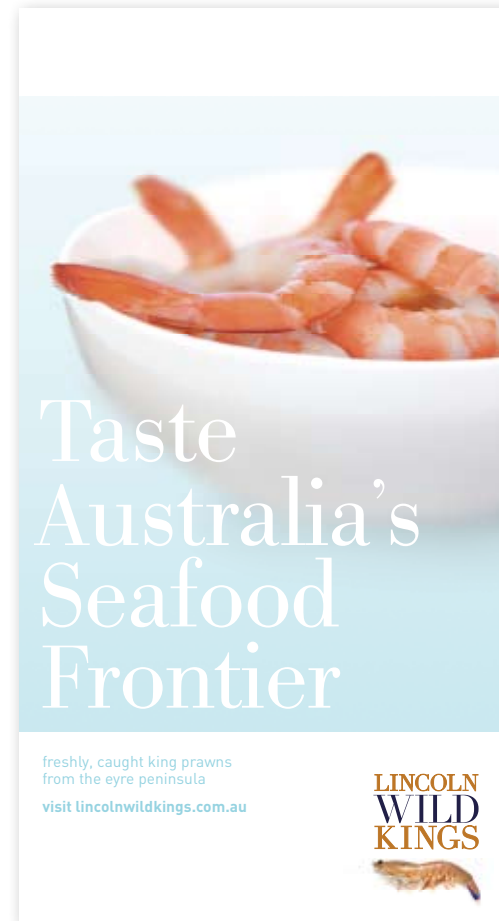
Share the seafood frontier

EyrePeninsula™
Australia's seafood frontier

Brand Endorsement

An endorser brand is an established brand that provides credibility and substance to the offering. Endorser brands usually represents organisations rather than products because organisational associations such as innovation, leadership and trust are particularly relevant in endorsement context.

The understanding and use of endorser brands is a key in achieving clarity, synergy and leverage in brand portfolios.

Here is an example of how Eyre Peninsula has endorsed a local brand Lincoln Wild Kings – 'the Prawn Guys' in their logo and Seafood Market posters. As shown the tie in to the Eyre Peninsula is in the language and the Eyre Peninsula primary display typeface.

LINCOLN
WILD
KINGS

Taste Australia's
Seafood Frontier

Taste
Australia's
Seafood
Frontier

freshly, caught king prawns
from the eyre peninsula
visit lincolnwildkings.com.au

LINCOLN
WILD
KINGS

Taste
Australia's
Seafood
Frontier

freshly, caught king prawns
from the eyre peninsula
visit lincolnwildkings.com.au

LINCOLN
WILD
KINGS

Eyre Peninsula™
Australia's seafood frontier

The Eyre Peninsula brand is not only an expression of the wonders of nature but also the drive, imagination and know how of the people who live there. While the rugged and isolated coastline reflects the grandeur of nature's frontier, the enterprising, innovative and pioneering pursuits of the people who live there demonstrate an equally engaging expression of a different sort of frontier – a frontier defined by the endless search of new possibilities. New and better ways of doing things. An entrepreneurial spirit and energy that embraces the uncharted frontier of possibilities.

Our brand will always move and grow.

The Seafood Frontier welcomes you