

EYRE

STH • AUS

The Eyre brand guidelines have been developed to ensure consistency and coherency across any Eyre communication.

In using this guide, please remember that individual colours, logos and typography have been carefully selected to express our unique brand values and personality.

These brand assets are to be used for position promotion of the Eyre Peninsula and must be used in accordance with the style guidelines. The use of the brand assets for merchandise with a commercial value is not permitted without prior permission. Any questions relating to use and permissions should be directed to the Eyre Peninsula Tourism Manager at RADEP

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BRAND MESSAGING

TAGLINE

THE WILD SIDE

PURPOSE

PRESERVATION AND SUSTAINABILITY.

To responsibly share our ancient and unique landscapes, wildlife and history with people who will connect with our region on a deeper level – just as we do.

They'll explore it gently; respect it greatly and become fellow, proud custodians of it, ensuring preservation of our land, waters and wildlife and sustainable prosperity for our communities; our children and theirs.

PROMISE

**VISIT EYRE:
DISCOVER YOUR
WILD SIDE.**

PERSONALITY

We're the gentle giant of Australia.
Wild, yet peaceful.
Big, yet beautiful.
Remote, yet grounded in community.
We're laid back, but resourceful.
Raw, but charming.
A little rough around the edges, but salt of the earth.

We're fiercely protective of our lands, but will help you
find your way if you're polite enough to ask.
We're a wildcard. Australia's wild south.
With Eyre, you simply get what you see.

And boy - there is so much to see.

POSITION

**EYRE IS SOUTH
AUSTRALIA'S
WILD SIDE.**

A place where people, animals and ancient lands coexist harmoniously. Where you can encounter giants, dragons, (sea) lions and sharks - all within its bounds. It's the wildcard - the one which often gets overlooked, but always surpasses expectations.

BRAND STORY

Rugged. Rough. Remote. Eyre Peninsula is so often described like this. Conjuring notions of having to steel up before you set foot on this wondrously wild land.

But, venture into South Australia's jagged leg and you'll soon discover - yes - a road trip you must prepare for - but a wild journey you'll never want to forget.

Over two hundred thousand square kilometres of coastline guard Eyre to the west and east, while prehistoric Gawler Ranges watch over it to the north.

In-between them all, lies a rich and diverse geographic tapestry - from ancient monoliths to seemingly endless sand dunes; premium farm lands to creeks and rivers and ranges.

Flora and fauna rule the land here - many existing only on this beautiful slice of South Australia.

And yes, travel to Eyre and you'll find that towns stand hours apart and the road can often feel endless. But then again, so too can the skies ... and the coastlines ... and the wildlife.

On Eyre, the adventures that are waiting to be had are well and truly worth the effort.

You can see giants, dragons, (sea) lions and sharks - all without leaving its bounds. Venture over ancient ranges, through smooth, white sand-dunes and out to deserted islands - all in just one holiday.

You may - in some spots - say goodbye to reliable mobile service, but - trust us - you'll welcome the perspective gained by just being in the moment without distraction. If you do it right, time can actually feel like it moves a little slower here ... because it's just you - and Eyre.

Just you, wading waist-deep through crystal-clear waters, shucking fresh oysters from the wild ocean or discovering billion-year-old rocky outcrops home to ancient stories. Here, the only lines you'll encounter are those carved by mother nature. Marvel from the ground or climb to the top and listen as the crops below sing and dance in the wind.

Just you and wild sea lions who play with you excitedly like underwater puppies. Just you - frozen still - and the great white shark you've so desperately wanted to see, slowly approaching your cage.

Just you on the wide open road. But don't worry - you'll know the locals when they pass you - just look for the sacred two-finger wave. Be kind enough to them and they may even share where the real waves are at.

So yes, Eyre is remote and a little rough around the edges. But it's the perfect place for those looking to challenge themselves and venture outside their comfort zone. It's an opportunity for those looking to shed the chaos of the cosmopolitan and chase something deeper from their travels.

It's for those in search of something more grounded. Something less materialistic. Somewhere more adventurous and, perhaps, a little less 'road-well-travelled'.

Eyre is an invite to step gentler; explore slower; connect deeper and leave feeling a whole lot lighter.

Eyre is for those seeking to discover their wild side.

THE WILD SIDE

When we talk about ‘The Wild Side’ or call on tourists to ‘discover your wild side’ we’re inviting tourists to experience the raw and rugged beauty of Eyre.

WHAT IT IS

Wild can be many things to different people. It can be feeling the sand between their toes at sunset on a secluded beach. Or, it could be coming face to face with a shark in Port Lincoln (behind the safety of a cage).

‘The Wild Side’ is an invitation to tread gently and respect the land of Eyre while connecting with a wilder side of themselves.

The notion of ‘wild Eyre’ should always represent a connection to the wild nature; the land or the animals and evoke a sense of freedom and exploration.

WHAT IT ISN'T

The Wild Side - and specifically the word wild — isn’t an invite to act unruly or disrespectful.

It’s not a dare to try dangerous things.

It shouldn’t be used in a way that could be misunderstood to be any of this.

LOGOS AND DEVICES

PRIMARY EYRE LOGO

EYRE
STH • AUS

PRIMARY EYRE LOGO AND TAGLINE

The Eyre visual identity is comprised of the 'Primary Eyre logo', and the 'Wild Side tagline' in horizontal and vertical orientation.

The 'Primary Eyre Logo' must always appear on marketing material, but use of the 'Wild Side tagline' is optional.

The 'Primary Eyre logo' and the 'Wild Side taglines' are designed to be used independent of each as this offers flexibility of scale and hierarchy.

Logo and lockups must never appear more than once on any poster, cover or document page (excluding patterns) or modified in any way.

Please note: the 'Primary Eyre logo' is the preferred logo and should be used as a priority over the 'Secondary Eyre lockup'.

The Primary Eyre logo consists of the word "EYRE" in a large, bold, dark blue, sans-serif font. Below it, the text "STH • AUS" is written in a smaller, bold, dark blue, sans-serif font, with a small dot between "STH" and "AUS".

EYRE
STH • AUS

Primary Eyre logo

The Wild Side tagline in horizontal orientation, featuring the words "THE WILD SIDE" in a bold, dark blue, sans-serif font, all in uppercase letters.

THE WILD SIDE

Wild Side tagline (horizontal)

The Wild Side tagline in vertical orientation, featuring the words "THE WILD SIDE" in a bold, dark blue, sans-serif font, all in uppercase letters, stacked vertically.

**THE
WILD
SIDE**

Wild Side tagline (vertical)

PRIMARY EYRE LOGO AND TAGLINE

Using the 'Primary Eyre logo' and 'Wild Side tagline' independent of each other allows the hierarchy within the messaging to change for different applications.

The two hierarchy options are:

- 1 'Primary Eyre logo' as lead
- 2 'Wild Side' as lead

The scale and position of the 'Primary Eyre logo' and 'Wild Side tagline' in relationship to each other is designed to be flexible.

EYRE
STH • AUS

THE WILD SIDE

Primary Eyre logo as lead

THE
WILD
SIDE

EYRE
STH • AUS

Wild Side as lead

SECONDARY EYRE LOCKUP

When it is not practical for the 'Primary Eyre logo' and 'Wild Side tagline' to be used independent of each other, but inclusion of the tagline is desired — the 'Secondary Eyre lockup' may be used instead.

Examples where the 'Secondary Eyre lockup' might appear is document footers, email signatures and third party sponsorship.

Logo and lockups must never appear more than once on any poster, cover or document page (excluding patterns) or modified in any way.

Please note: the 'Primary Eyre logo' is the preferred logo and should be used as a priority over the 'Secondary Eyre lockup'.



Primary Eyre logo (preferred option)

Use in combination with 'Wild Side tagline' or when referencing 'Wild Side' in headline copy



Secondary Eyre logo (restricted use)

Use when space does permit 'Wild Side tagline' to be used independent of the 'Eyre logo' or when headline copy does not reference 'Wild Side'.

WHICH LOGO SHOULD I USE?

Large designs (larger than A2)

Hero billboards, signage, document covers, social media tiles, video end-frames, pull-up banners.



Primary Eyre logo
Mandatory

Wild Side Taglines
Optional

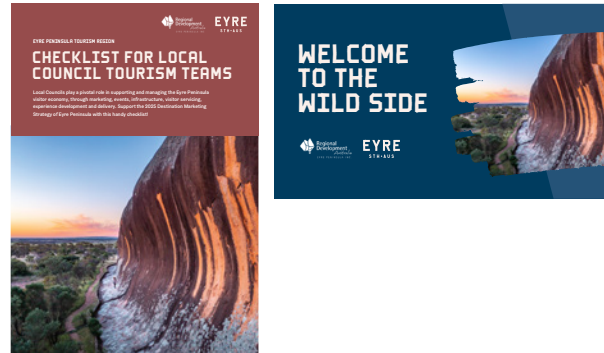


Secdonary Eyre Lockup
Never



Medium designs (smaller than A2)

Medium sized advertising, non-marketing (functional) designs, internal documents.



Primary Eyre logo
Mandatory

Wild Side Taglines
Optional

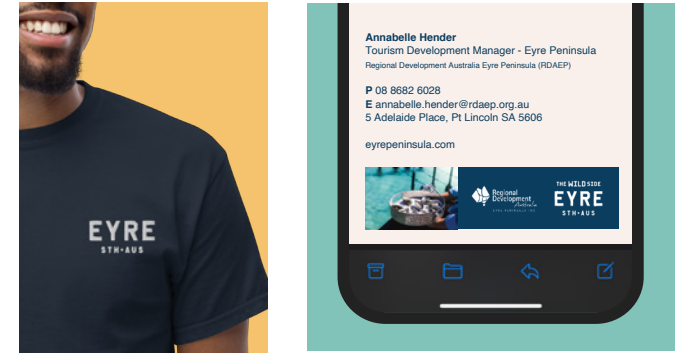


Secdonary Eyre Lockup
Never



Small designs (thumbnails)

Email signatures, social media profiles pictures, small printed designs, website footers, stickers, third-party applications.



Primary Eyre logo
Preferred

Wild Side Taglines
Never



Secdonary Eyre Lockup
If required

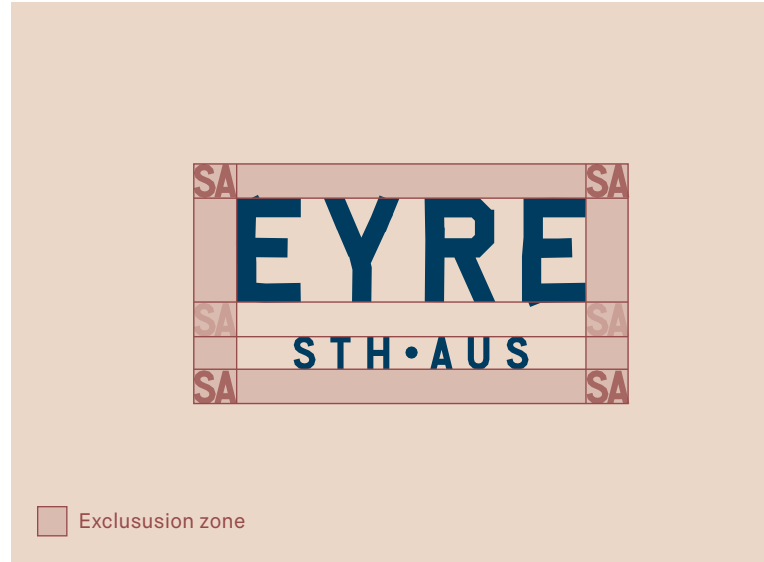


EXCLUSION ZONES

All logos and lockups must be protected by an exclusion zone of clear space at all times (this applies to every version and all applications).

This exclusion zone is defined by the combined height and weight of the 'SA' letters.

Avoid placing the important elements of photography or graphics, such as faces, text or headlines within this exclusion zone.



Logo exclusion zone

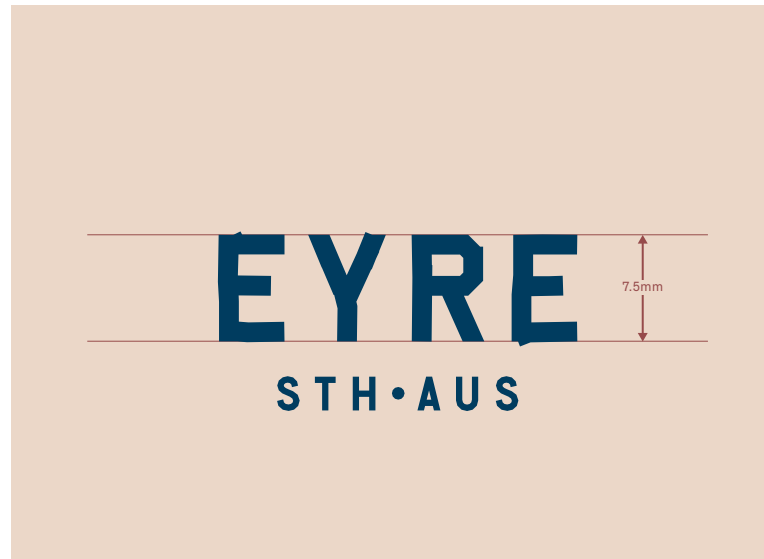


Lockup exclusion zone

MINIMUM SIZE

The 'EYRE' letters in the logo and lockups must never be smaller than 7.5mm in height in print or 15 px in digital application.

Please note, example not shown to scale.



Logo minimum size



Lockup minimum size

COLOUR

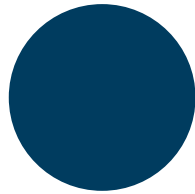
COLOUR PALETTE

All large text, normal text, graphical objects and user interface components must meet WCAG 2.0 level AAA web accessibility requirements.

For print output use the supplied CMYK values. For all digital purposes use the supplied RGB or HEX values.

PRIMARY

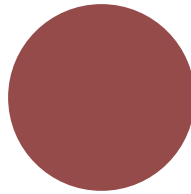
For the majority of logos, text and backgrounds



DEEP NAVY
(Navy)

Logo, text and backgrounds

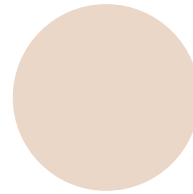
PMS 2187
CMYK 100/75/30/30
RGB 0/60/90
HEX 003c5f



EARTH BROWN
(Brown)

Logo, headlines and highlights

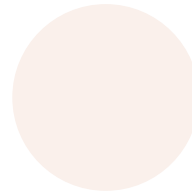
PMS 4062
CMYK 30/75/60/20
RGB 150/75/75
HEX 964b4b



SAND DUNE
(Sand)

Paper colour and backgrounds

PMS 2039
CMYK 5/15/20/0
RGB 235/215/200
HEX ebd7c8



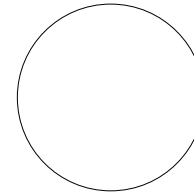
OYSTER PEARL
(Oyster)

Reversed out (negative) logos

PMS 7604
CMYK 0/5/5/0
RGB 50/240/235
HEX faf0eb

NEUTRAL/TINTS

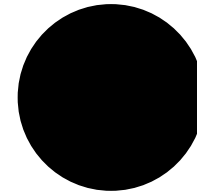
Monotone graphics only



PURE WHITE
(White)

Logos and text on photography

PMS Paper
CMYK 0/0/0/0
RGB 255/255/255
HEX ffffff



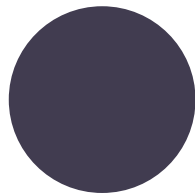
PURE BLACK
(Black)

Logos and text on white backgrounds

PMS Black
CMYK 0/0/0/100
RGB 0/0/0
HEX 000000

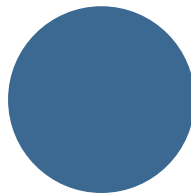
SECONDARY

Supporting colours to indicate specific regions, campaigns and add variation to graphics



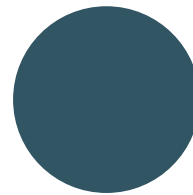
MIDNIGHT PURPLE
(Midnight)

PMS 7448
CMYK 75/75/45/35
RGB 65/60/80
HEX 413c50



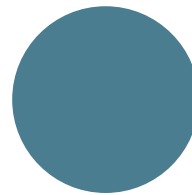
SKY BLUE
(Blue)

PMS 647
CMYK 85/60/25/0
RGB 60/105/145
HEX 3c6991



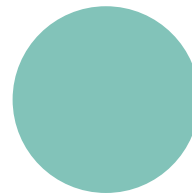
SALT BUSH
(Saltbush)

PMS 2214
CMYK 85/55/45/25
RGB 50/85/100
HEX 325564



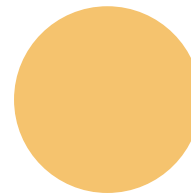
MARINE TEAL
(Teal)

PMS 4148
CMYK 75/45/35/0
RGB 75/125/145
HEX 4b7d91



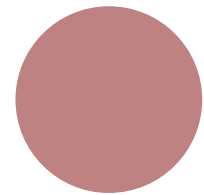
SEAFOAM GREEN
(Seafoam)

PMS 565
CMYK 50/0/30/0
RGB 130/195/185
HEX 82c3b9



WATTLE YELLOW
(Yellow)

PMS 1345
CMYK 0/25/65/0
RGB 245/195/110
HEX f5c36e



PINK LAKE
(Pink)

PMS 693
CMYK 25/55/40/0
RGB 190/130/130
HEX be8282

PRIMARY LOGO COLOURS

The primary logo colours are the preferred colours to use for external marketing.

All Eyre logos, taglines and lockups are available in the nine primary colour versions shown here:

Navy versions

Use for a cooler, coastal look:

- Oyster on Navy (negative)
- Navy on Sand (positive)
- Navy on transparent



Oyster on Navy (negative)



Navy on Sand (positive)



Navy on transparent

Brown versions

Use when a warmer, inland look:

- Oyster on Brown (negative)
- Brown on Sand (positive)
- Brown on transparent



Oyster on Brown (negative)



Brown on Sand (positive)



Brown on transparent

Monotone versions

To be used for third party use (e.g. sponsorship) or when colour is not available (e.g. black and white printing):

- White on black (negative)
- Black on white (positive)
- White on transparent



White on black (negative)



Black on white (positive)



White on transparent

Please note: the 'Primary logo colours' are the preferred colours and should be used as a priority over the 'Secondary logo colours'.

SECONDARY LOGO COLOURS

The secondary logo colours can be used for internal marketing and occasionally for external marketing.

All Eyre logos, taglines and lockups are available in the nine primary colour versions shown here:

- Oyster on Navy (negative)
- Navy on Sand (positive)
- Navy on transparent

Please note: the 'Primary logo colours' are the preferred colours and should be used as a priority over the 'Secondary logo colours'.



Brown on Yellow



Oyster on Saltbush



Oyster on Pink



Oyster on Midnight



Oyster on Blue



Navy on Seafoam



Oyster on transparent



Oyster on Teal



Navy on Yellow

TYPOGRAPHY

PRIMARY TYPEFACE

Hero headlines (where visual impact is a priority) use the wild and raw bespoke typeface 'Gaffa Wild'.

To ensure consistent communication, the type weights and settings shown here should be used when possible.

Gaffa Wild

**THIS IS GAFFA WILD,
A DISTINCTLY WILD
PRIMARY TYPEFACE.**

Leading	Kerning	Tracking	Case
Slightly Loose	Slightly Loose	0 to +25	Capitals

SUPPORTING TYPEFACE

Supporting headlines and informational signage (where a cleaner look is required) use the more peaceful and crafted bespoke typeface 'Gaffa Mild'.

To ensure consistent communication, the type weights and settings shown here should be used when possible.

Gaffa Mild

**THIS IS GAFFA MILD,
A SLIGHTLY LESS WILD
SUPPORTING TYPEFACE.**

Leading	Kerning	Tracking	Case
Slightly Loose	Slightly Loose	0 to +25	Capitals

Please Note: all fonts contained in these files and/or style guide are intended to be used to market the region as a whole and must be used with the appropriate Eyre logo.

Please Note: Gaffa Wild and Mild are bespoke typefaces specifically created for the Eyre visual identity and must be supplied, distributed, embedded or used for the purpose of Eyre marketing materials only.

PRIMARY TYPEFACE

**EMBRACE
YOUR
WILD SIDE**

EYRE
STH•AUS

Gaffa Wild in use

**DISCOVER
OUR ANCIENT
WILD SIDE**

EYRE
STH•AUS

Gaffa Wild in use

**WELCOME
TO THE
WILD SIDE**

EYRE
STH•AUS

Gaffa Wild in use

PRIMARY TYPEFACE LIGATURES

The 'Gaffa Wild' and 'Gaffa Mild' typefaces feature discretionary ligatures (connections between letter combinations).

The ligatures can be toggled on or off when OpenType functionality is available using the settings shown here.

Please Note: Ligatures are only to be used for place names or event titles.

Gaffa Wild ligatures

AK AW EE EN ER HE HY IN KI
KN LO MIN NE NI NN OM ON
OW RA RAN RC RE RI RIN RM
RN RO ROU RI TH TO TU UM
UR UT VER WA WE WH WI WO

OpenType settings

Discretionary Ligatures turned on

PRIMARY TYPEFACE ALTERNATE CHARACTERS

The 'Gaffa Wild' and 'Gaffa Mild' typefaces feature alternate characters which may be used in combination or in place of the ligatures.

The alternate characters can be toggled on or off when OpenType functionality is available using the settings shown here.

Please Note: Alternate characters are only to be used for place names or event titles.

Gaffa Wild alternate chracters

A E H M N O T U Y

OpenType settings

Stylistic Set 1 (Tape below) turned on

Ā Ē Ħ M̄ N̄ Ō T̄ Ū Ÿ

OpenType settings

Stylistic Set 2 (Tape above) turned on

**PRIMARY TYPEFACE LIGATURES
AND ALTERNATE CHARACTERS**

Ligatures and alternate chracters are only to be used for place names, event titles and campaign headlines.

Ligatures and alternate characters must not be overused and only one per name or title must be used, unless otherwise approved.

In all cases the ligature or alternate character must be placed where the infliction lies within the name/title.

Use of ligatures and alternate characters outside the examples shown here must be approved by the Eyre marketing team prior to use.

COWELL

WUDINNA

STREAKY
BAY

ELLISTON

DENIAL
BAY

CEDUNA

**PRIMARY TYPEFACE LIGATURES
AND ALTERNATE CHARACTERS**

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ARNO
BAY

FOWLERS
BAY

IRON
KNOB

PORT
LINCOLN

CUMMINS

TUMBY
BAY

**PRIMARY TYPEFACE LIGATURES
AND ALTERNATE CHARACTERS**

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In all cases the ligature or alternate character must be placed where the infliction lies within the name/title.

Use of ligatures and alternate characters outside the examples shown here must be approved by the Eyre marketing team prior to use.

KIMBA

COFFIN
BAY

WHYALLA

LOUTH
BAY

CLEVE

MINNIPA

WORKHORSE TYPEFACE

Functional headlines (where legibility is a priority), body copy and captions must use ‘Graebenbach’ in Bold, Regular or Medium weight. Graebenbach is available to purchase at <https://www.swisstypefaces.com/fonts/suisse/>

To ensure consistent communication, the type weights and settings shown here should be used when possible.

Graebenbach Bold

Functional headlines use the font Graebenbach bold in sentence case.

Use the OpenType alternate set 1 to access round full stops and letter ‘i’ dots.

Leading	Kerning	Tracking	Case	OpenType settings
Neutral	Slightly Loose	+25	Sentence	Stylistic Set 1 (round dots) turned on

Graebenbach Bold

BODY HEADLINES CAN USE A COMBINATION OF CAPITALS OR SENTENCE CASE BUT ALWAYS IN A BOLD WEIGHT NIBH EUISMOD TINCIDUNT UT LAOREET LOREM IPSUM DOLOR SIT AMET LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET.

Body headlines can use a combination of capitals or sentence case but always in a bold weight lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Leading	Kerning	Tracking	Case
Neutral	Slightly Loose	+10 to +25	Capitalised/Sentence

Graebenbach Regular

Body copy must be in book weight, in navy colour consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

Paragraphs should be separated by a full line space, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam. Mid paragraph hyperlinks underlined in brown ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

Leading	Kerning	Tracking	Case
Neutral	Neutral	0	Sentence

SUBSTITUTE TYPEFACE (GOOGLE)

Inter may be used when the specified work horse typeface is not available in a digital space and Google Fonts can be.

To ensure consistent communication, only the weights shown here should be used.

Inter Medium

This is Inter, a substitute work horse font when Google fonts can be used

Inter Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Inter Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

SUBSTITUTE TYPEFACE (APPLE)

Helvetica may be used when the specified work horse typeface is not available in an Apple digital space, e.g. Apple Mail.

To ensure consistent communication, only the weights shown here should be used.

Helvetica Bold

This is Helvetica, a substitute work horse font in an Apple digital space

Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Helvetica Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

SUBSTITUTE TYPEFACE (MICROSOFT)

Arial may be used when the specified work horse typeface is not available in an Apple digital space, e.g. Microsoft Word.

To ensure consistent communication, only the weights shown here should be used.

Arial Bold

This is Arial, a substitute work horse font in a Microsoft digital space

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Arial Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

PHOTOGRAPHY

PHOTOGRAPHY STYLE

Photography for Eyre should be:

Adventurous

Dynamic, low angles of people, landmarks, vehicles and wildlife

Wild

Raw angles, worn textures, raw and imperfections

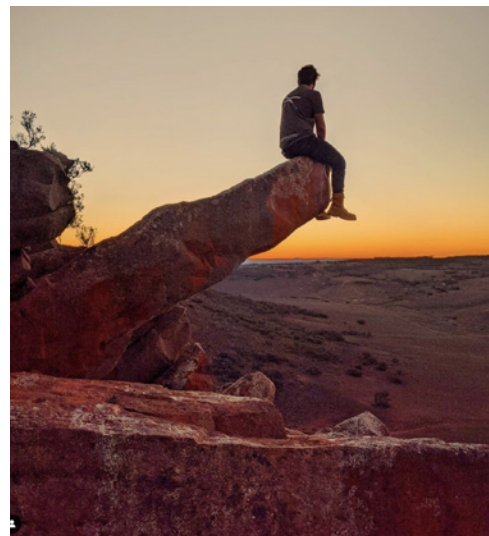
Authentic

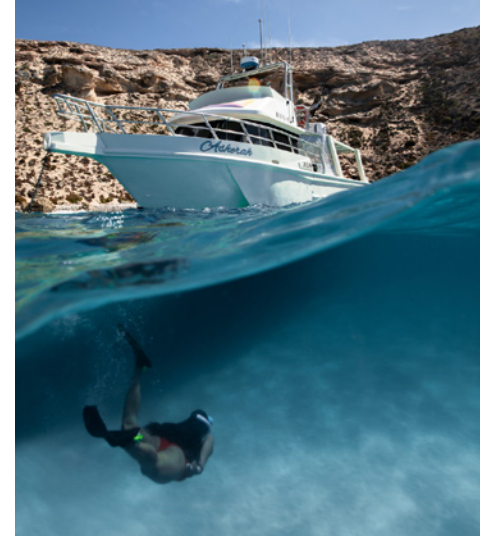
Natural, laid back, real, candid

Diverse

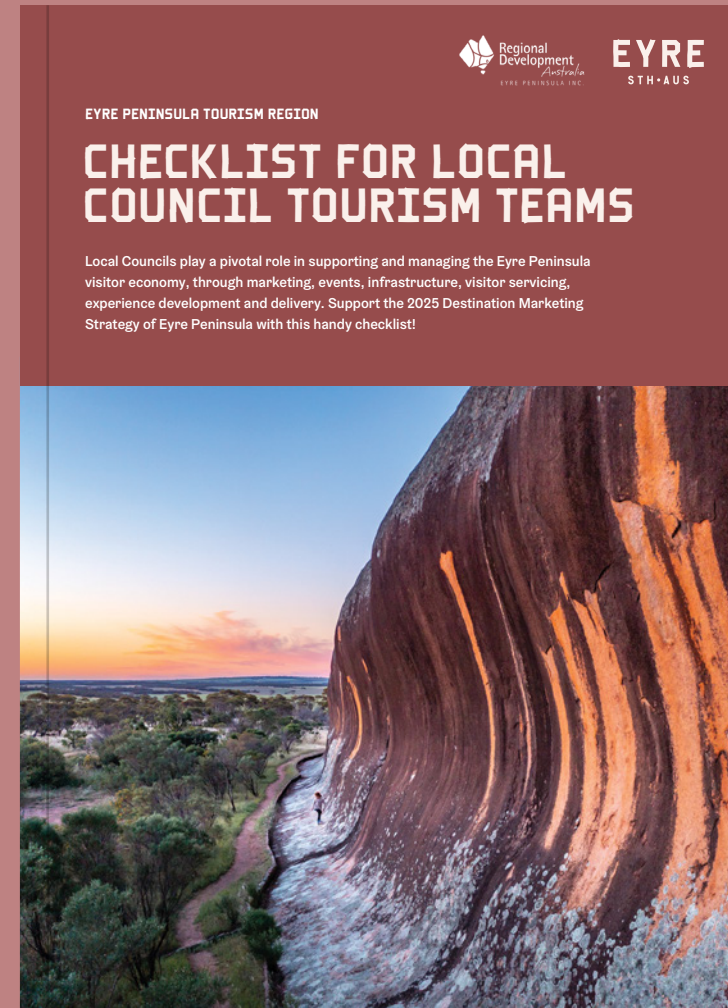
Mixture of tone and camera angles, not just serene overhead shots

PLEASE NOTE, PHOTOGRAPHY SHOWN HERE IS INDICATIVE OF STYLE ONLY, TO BE UPDATED.





EXAMPLES OF USE







EXAMPLES OF USE



Outdoor application







