



## Eyre Peninsula Tourism Talk - New Brand Revealed



### New Brand for Eyre

The Eyre Peninsula has a new brand for the region's tourism marketing. The brand was revealed last Thursday at an event attended by over 100 tourism stakeholders and will be used for tourism related marketing in place of the 'Seafood Frontier' brand.

Moving forward the new brand, in addition to the [Eyre Peninsula Marketing Plan](#), puts us in a strong strategic position for regional tourism. Tourism businesses and stakeholders are encouraged to tell your Eyre brand story in your own marketing activity, using the Brand Tool Kit linked below.

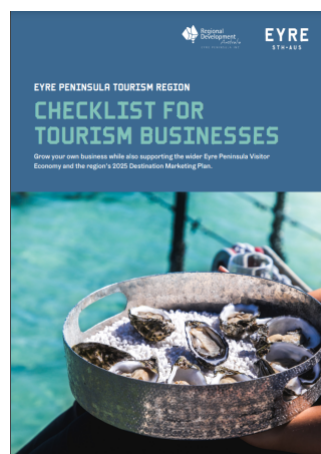
Read More: [Eyre Peninsula 'goes wild' for new brand](#)

[CLICK TO VIEW THE NEW EYRE VIDEO](#)

### Brand Tool Kit

Ready to start using the brand in your own marketing? We have created a Brand Tool Kit, which is now loaded on SharePoint in the Brand & Marketing Folder and includes:

- Eyre Brand Guidelines
- Eyre Brand Video
- Logos
- Fonts
- Checklists for Tourism Businesses Councils, Residents and Community Groups.



To access the [EP Tourism Network Sharepoint](#) – email [tamsin.scholz@rdaep.org.au](mailto:tamsin.scholz@rdaep.org.au) a Microsoft compatible email address.



