

# REGIONAL BRAND AND SIGNAGE PROPOSAL









# OUR BRAND STORY

**Rugged. Rough. Remote. Eyre Peninsula is often described like this, conjuring notions of steeling up before setting foot on this wondrously wild land. But venture into South Australia's jagged leg and you'll soon discover - yes - a road trip to prepare for, but a wild journey you'll never want to forget.**

Over two hundred thousand square kilometers 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 endless sand dunes; premium farmlands to creeks, 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 towns stand hours apart and the road can often feel endless. But then again, so too can the skies, coastlines, and wildlife. On Eyre, the adventures waiting to be had are well 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.

**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, less materialistic, somewhere more adventurous, and perhaps a little less 'road-well-traveled'.

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.**





# OUR UNIFIED APPROACH

**When we talk about 'The Wild Side' or call on tourists to 'discover your wild side,' we're inviting them to experience the raw and rugged beauty of Eyre Peninsula.**

To harness the full potential of our natural wonders and create a lasting impression and educate our visitors about the best way to respect and care for our environment, it is vital to establish a cohesive visual identity that resonates with their journey.

To fully leverage the potential of tourism in our area, it is essential for the 11 local councils of Eyre Peninsula to demonstrate consistency and unity in promoting our region. By aligning our efforts, we can attract more visitors, enhance their experiences, and foster sustainable economic growth across the entire Eyre Peninsula.





# A CASE FOR CONSISTENT BRANDED SIGNAGE



**Consistent, branded signage strategically placed throughout the Eyre Peninsula will serve as a powerful tool to reinforce our brand message and create a sense of place. Here are some key reasons why this initiative is crucial for the growth and success of our region;**

**Enhance Visitor Experience:** Consistent, branded signage will provide a seamless and immersive navigation experience for visitors, enabling them to explore and discover the numerous attractions and hidden gems scattered across the Eyre Peninsula.

**Establish Brand Recognition and Identity:** We aim to establish a strong and recognisable identity for the Eyre Peninsula. This cohesive branding will ensure visitors associate their experiences with our region, creating lasting memories and a desire to share their journey with others.

**Foster Unity among Council Areas:** By aligning efforts towards a shared vision, we can strengthen our collective impact, increase collaboration, and boost the overall appeal of the region.

**Amplify Tourism and Economic Growth:** A well-executed signage system will attract more tourists and encourage them to explore beyond their initial destination. Branded signage along their journey will entice visitors to uncover the hidden treasures of Eyre Peninsula, extending their stay and contributing to the local economy.

# PROPOSED BRAND AND SIGNAGE STRATEGY



# UNIFIED TOWN BRANDING

In the heart of Eyre Peninsula, each town boasts its own unique charm and character, offering visitors an array of extraordinary experiences. Imagine harnessing the power of this individuality while creating a unified, captivating identity. We propose a visionary idea - a consistent set of branding for individual towns on the Eyre Peninsula, to be applied to signage and marketing collateral. This innovative approach will not only celebrate each town's distinctiveness but also create a cohesive and compelling narrative that beckons travellers to explore our remarkable region like never before. It's time to unite our strengths and make Eyre Peninsula an unforgettable destination!



*\*Mockup Only - Final Town Logo designs may vary*

# TOWN BRAND STARTER KIT

To kick start the branding and signage project on the Eyre Peninsula, Regional Development Australia Eyre Peninsula would like to present the Town Brand Starter Kits – a comprehensive suite of marketing tools tailored to promote your town's unique identity and attractions. With these kits, your town will shine brighter and leave a lasting impression on visitors, while demonstrating consistency and unity in promoting the Eyre Peninsula.

Town Entry Sign Artwork

Visitor Guide Cover Template  
+ Advert Templates



Social Profile Image  
Social Highlight Covers  
Social EYRE Branded Tile Set



Unique town brand files supplied  
in formats suitable for you to  
apply to variety of application  
(including town merch)



EYRE Logo files  
EYRE Brand Guidelines

*\*Mockup Only - Final Brand Starter Kit designs will vary*



# TOWN BRAND STARTER KIT

Elevate your town's image, attract more visitors, and showcase what makes your town special with the Brand Starter Kits. Contact us today to get started on your town's branding journey. Let's create a lasting impact together!



## INVESTMENT:

One kit per council area will be generously covered by Regional Development Australia Eyre Peninsula.

Extra Brand Starter Kits can be ordered for additional towns. Additional Brand Starter Kits are \$800+GST per kit.

## PACKAGE INCLUDES:

### Visitor Guide Cover Template

Create visually stunning visitor guides that captivate and inform. Easily editable InDesign templates allow you to showcase your town's treasures.

### Advert Template

Craft eye-catching advertisements with professionally designed templates, ensuring your town's events and offerings get the attention they deserve.

### Town Entry Sign Artwork

Make a bold statement with town entry signs that reflect your unique character. High-resolution artwork files for easy production.

### Social Profile Image

Ensure a cohesive online presence with custom social media profile images that feature your town's logo and branding.

### Social Highlight Covers

Keep your social media profiles organised and engaging with attention-grabbing highlight covers tailored to your town's themes.

### Starter Kit Guidebook

A comprehensive guidebook outlining the usage and customisation of the kit's elements, ensuring you make the most of these resources.

### Primary EYRE Logo files and Brand Guidelines

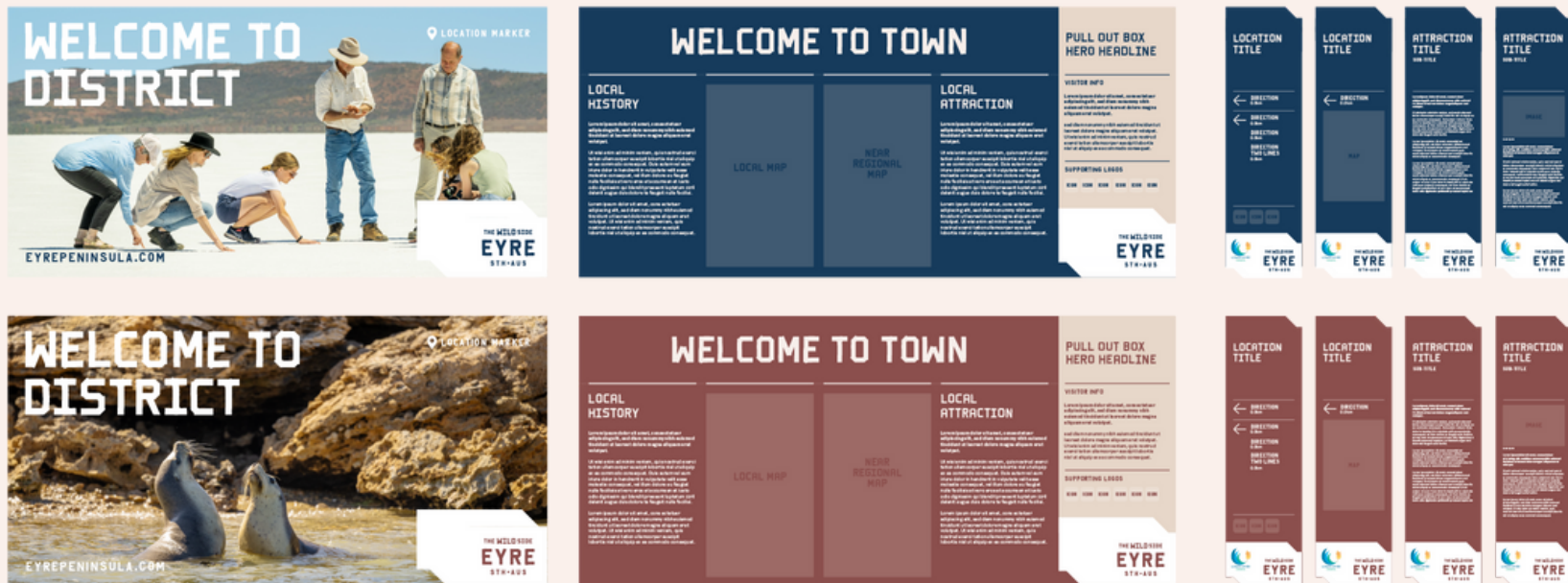
Access to the primary EYRE logo files in multiple formats for integration into your town's branding. Brand guidelines ensure consistent and professional usage.

### Delivered via Online Link

Easy access to all files through a secure and organised Google Drive link, ensuring convenience and efficiency.

# REGIONAL SIGNAGE

We're thrilled to introduce the EYRE Signage System which has been thoughtfully designed to further elevate your region or town's identity and enhance the visitor experience. With clear and consistent designs - these signs are your key to showcasing the wild, rugged, and extraordinary essence of the Eyre Peninsula. Let's guide, inform, and leave a lasting impression together – welcome to the future of Eyre Peninsula signage!



*\*Mockup Only - Final designs may vary*



# DISTRICT ENTRY POINT SIGNAGE



Example artwork



## DISTRICT COUNCIL ENTRY POINT SIGNAGE

Dimensions 3000 x 1500mm

### Signage Design by Cohere Creative

Price : \$400+GST

- Professional signage design for your council area
- Image Selection
- Photoshopping (as required)
- Set text for your council area
- 2-3 sets of revisions
- Provide final file set to sign writer

*Modifications to the project's scope will necessitate an additional quotation, and any extra artwork alterations will incur supplementary charges*

### Sign Writing by Sign FX

\$3680+GST

- Sign legs will be fabricated from 100mm galvanised steel and supplied with pre-drilled brackets for attaching to frames on site.
- Frames will be fabricated from 50mm galvanised steel.
- Printed and UV laminated 3mm ACM Sign Board will be used for these signs and include 50mm wrap at both ends to hide frames.

### Signage Installation

Price to be quoted based on location

# TOWN ENTRY POINT SIGNAGE



## TOWN COUNCIL ENTRY POINT SIGNAGE

Dimensions 2440 x 1220mm

### Signage Design by Cohere Creative

**Price : FREE (INCLUDED IN BRAND STARTER KIT)**

- Professional signage design for your council area
- Set text for your council area
- Provide final file set to sign writer

*Modifications to the project's scope will necessitate an additional quotation, and any extra artwork alterations will incur supplementary charges*

### Sign Writing by Sign FX

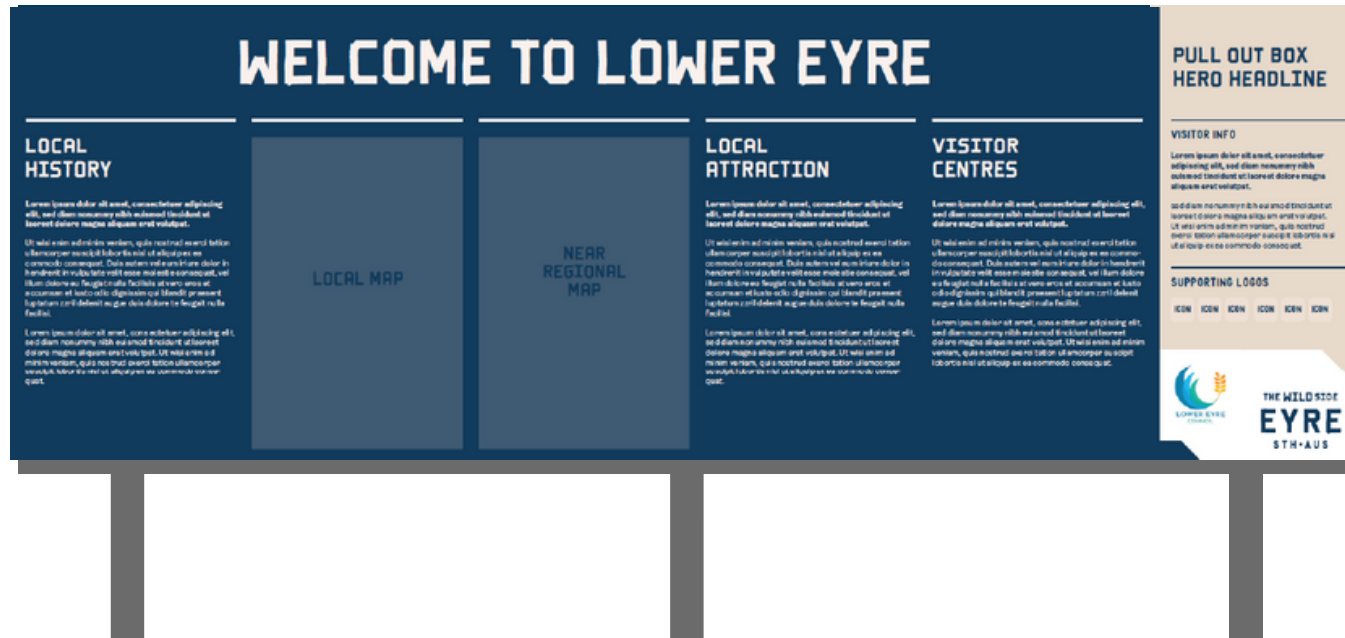
**Price : \$1206+GST**

- Sign legs will be fabricated from 100mm galvanised steel and supplied with pre-drilled brackets for attaching to frames on site.
- Frames will be fabricated from 50mm galvanised steel.
- Printed and UV laminated 3mm ACM Sign Board will be used for these signs and include 50mm wrap at both ends to hide frames.

### Signage Installation

Price to be quoted based on location

# VISITOR INFORMATION BAYS



Example artwork

## DISTRICT COUNCIL VISITOR INFORMATION BAYS

Tier 2 Dimensions 4275 x 1500mm

### Signage Design by Cohere Creative

Price : \$800+GST

- Professional signage design for your council area
- Image Selection
- EP Map with your council area highlighted
- Set text for your council area
- 2 sets of revisions
- Provide final file set to sign writer

Modifications to the project's scope will necessitate an additional quotation, and any extra artwork alterations will incur supplementary charges

### Sign Writing by Sign FX

Price : \$3050 +GST

- Sign legs will be fabricated from 100mm galvanised steel and supplied with pre-drilled brackets for attaching to frames on site.
- Frames will be fabricated from 50mm galvanised steel.
- Printed and UV laminated 3mm ACM Sign Board will be used for these signs and include 50mm wrap at both ends to hide frames.

### Signage Installation

Price to be quoted based on location



# VISITOR INFORMATION BAYS



Example artwork

## TOWN VISITOR INFORMATION BAYS

Tier 3 Dimensions 3550 x 1500mm

### Signage Design

Price : \$600+GST

- Professional signage design for your council area
- Image Selection
- EP Map with your council area highlighted
- Set text for your council area
- 2-3 sets of revisions
- Provide final file set to sign writer

*Modifications to the project's scope will necessitate an additional quotation, and any extra artwork alterations will incur supplementary charges*

### Sign Writing by Sign FX

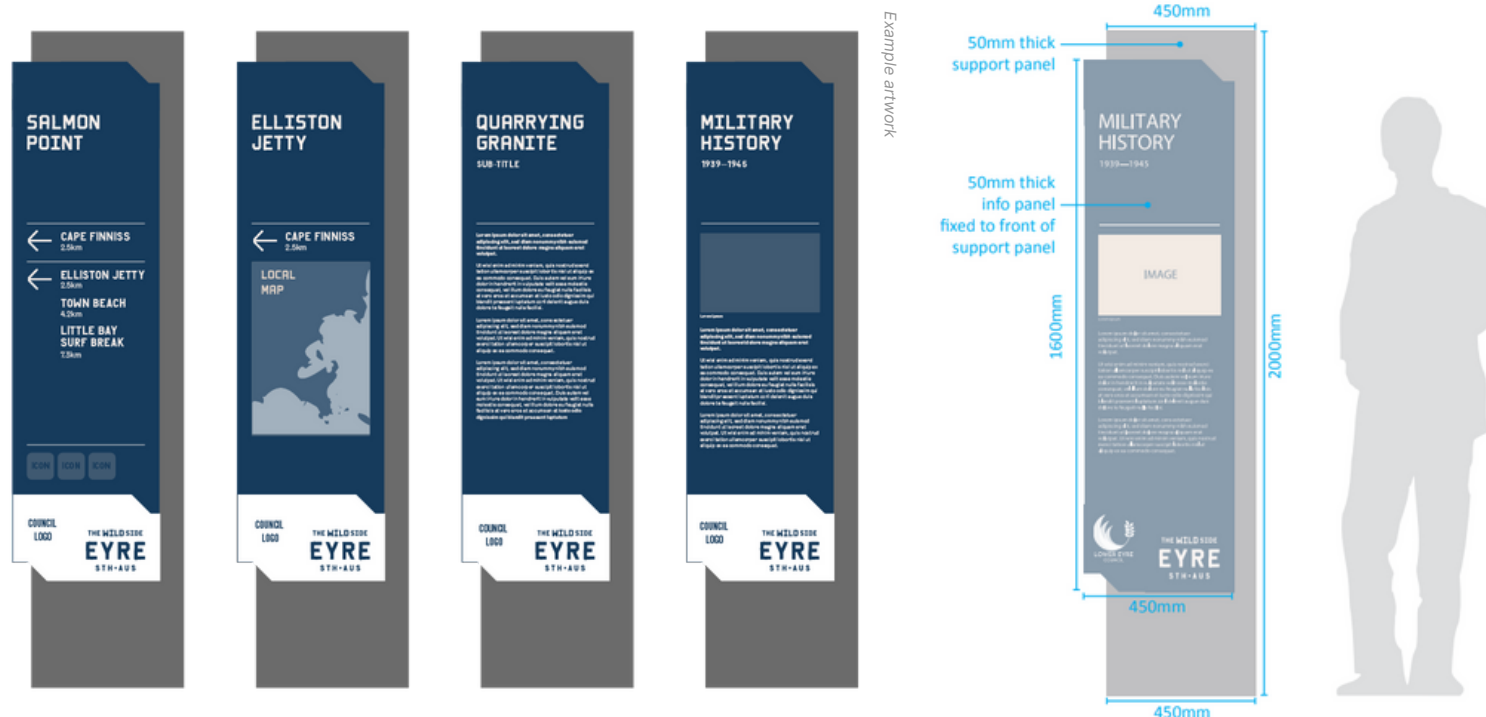
Price : \$2780+GST

- Sign legs will be fabricated from 100mm galvanised steel and supplied with pre-drilled brackets for attaching to frames on site.
- Frames will be fabricated from 50mm galvanised steel.
- Printed and UV laminated 3mm ACM Sign Board will be used for these signs and include 50mm wrap at both ends to hide frames.

### Signage Installation

Price to be quoted based on location

# INTERPRETIVE SIGNAGE



## INTERPRETIVE SIGNAGE

Dimensions 450mm x 2000mm

### Signage Design by Cohere Creative

Price : \$300-\$600+GST each (depending on artwork complexity)

- Professional signage design for your council area
- Image Selection
- Map Creation
- Set text for your council area
- 2-3 sets of revisions
- Provide final file set to sign writer

*Modifications to the project's scope will necessitate an additional quotation, and any extra artwork alterations will incur supplementary charges*

### Sign Writing

Price : \$1635+GST (some variations may apply)

- Built in 2 sections 50x50mm frame approximately 2m high cladded in aluminium composite panel
- Description board on second 50x50 shaped frame cladded and clear laminated print fixed to 1st panel

### Signage Installation

Price to be quoted based on location

# THE PROCESS

**Brand Kit Delivery:** To kickstart the process, we will supply your custom brand kit reflect the desired branding and messaging for the Eyre Peninsula.

**Council Order Form:** Councils will be provided with an order form that allows them to indicate their desired signs and quantities.

**Direct Invoicing:** To simplify the administrative process, invoices will be sent directly to each council from local design and signage businesses.

**Collaborative Design Process:** We will work with a local graphic designer to design tailored signage that will align with your unique council identity and the overall brand message of the Eyre Peninsula.

**Design Feedback and Approval:** We will share concept designs with each council to review and provide feedback. This step allows for any necessary revisions or adjustments to be made to ensure the signage perfectly meets the council's requirements.

**Production and Delivery:** Once the designs receive council approval, they will be sent to production with local sign manufacturers, who will be able to also install the signage if required.





A photograph of two kangaroos standing on a rocky cliff edge. The larger kangaroo is on the right, looking directly at the camera, while the smaller one is on the left, looking slightly away. They are overlooking a calm blue ocean and a sandy beach. The background shows a forested coastline under a clear sky. Tree branches frame the top and left sides of the image.

# THE WILD SIDE