



# LIGHT COUNTRY

## **Brand Guidelines**

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VERSION 2

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## ABOUT

These brand guidelines have been developed to ensure the correct and consistent use of the Light Country brand. Included are details relating to:

- the tone of voice the Light Country brand will adopt
- rules for existing logo usage
- tagline usage
- graphic device rules
- colour palette
- typography rules
- typesetting styles
- photographic style
- co-branding with other existing local and industry tourism brands; and
- up to three examples of creative collateral showing how the new brand can be applied.

This document acts as a reference for all promotional and publishing materials, and should be followed as closely as possible. This is to ensure the Light Country brand is of a high quality and is well-presented in all marketing material.



## BRAND PERSONALITY

Referencing Psychologist Carl Jung's 12 'brand archetypes', as interpreted by Brand Strategist Stephen Houraghan<sup>1</sup>, The characteristics of The Everyman and The Explorer brand personalities (outlined on the right) should be reflected through all Light Country verbal and non-verbal communications to ensure the target audience connects with the new destination brand and has a consistent experience.

For Light Country, the primary archetype is The Everyman (70% of the brand) and the secondary archetype is The Explorer (30%).

### 'THE EVERYMAN' ARCHETYPE – 70%

**Seeks:** Belonging - 'You're just like me and I'm just like you'.

**Brand voice:** Friendly, humble and authentic.

**Brand message:** 'When we treat each other with honesty and friendliness we can live together in harmony'.

**Drive:** Connection, Togetherness, Equality, Fellowship and Inclusion.

**Fear:** Exclusion, Standing Out, Isolation, Hostility and Disassociation.

**Strategy:** Align with basic values and create a welcoming community.

### 'THE EXPLORER' ARCHETYPE – 30%

**Seeks:** Freedom - 'Don't fence me in'.

**Brand voice:** Exciting, fearless and daring.

**Brand message:** 'You only get one life. Get out and make it count'.

**Drive:** Adventure, Exploration, The Unknown, Self-Discovery and Liberation.

**Fear:** Confinement, Immobility, Entrapment, Incarceration and Cautiousness.

**Strategy:** Celebrate the journey and acknowledge modern confinements.

<sup>1</sup> <https://iconicfox.com.au/brand-archetypes/>

## VISION

The vision is a clear and aspirational statement articulating where a brand is headed i.e. the position Light wants to hold in the market.

The vision for the Light Country destination brand is:

**To be known as a generous country community where visitors can connect with the past and the present and create lasting bonds with our people and places.**

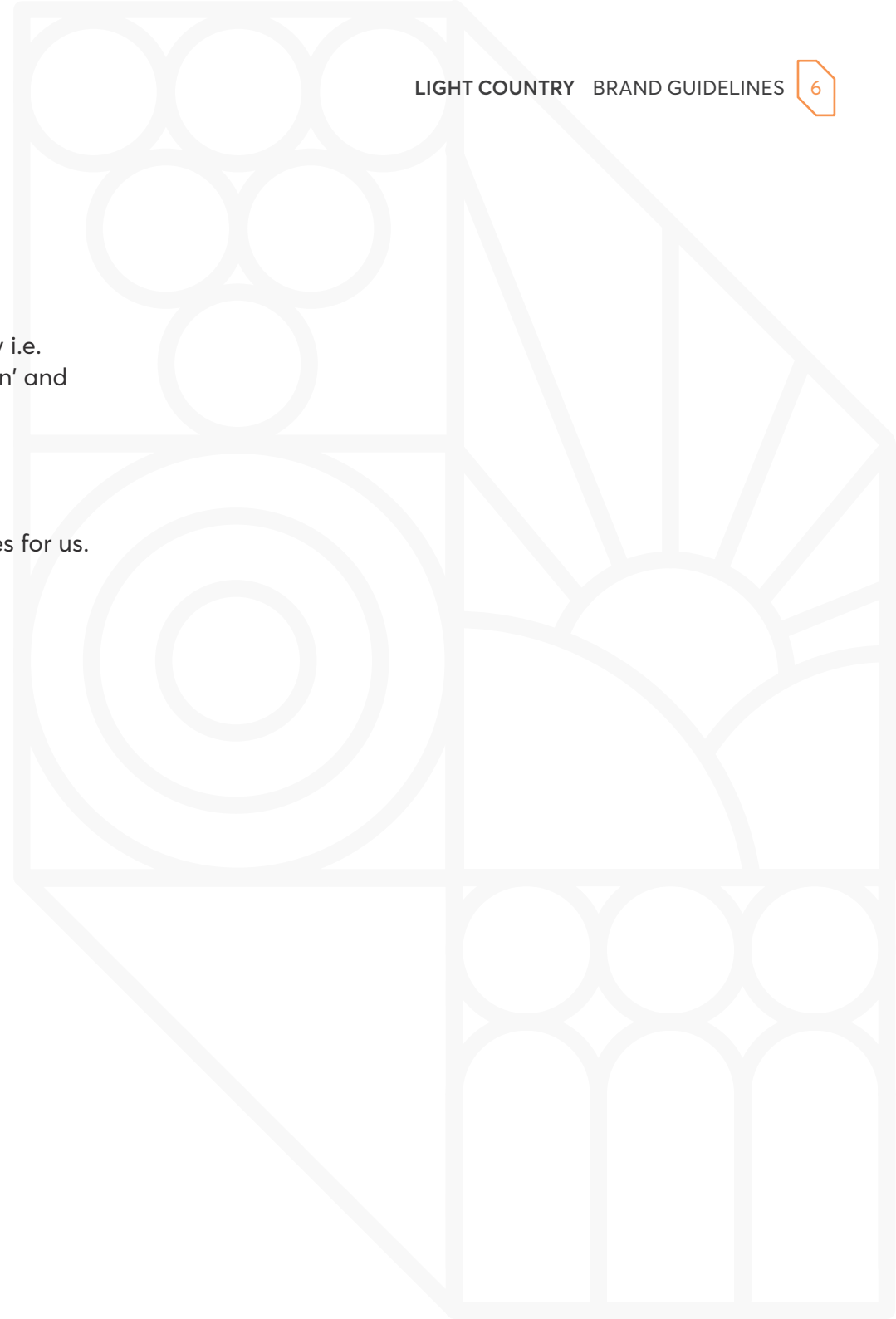


## VALUES

Values are 'true beliefs' and define how brands behave internally and externally i.e. the behaviours that consistently drive the Light Region and people see 'in action' and experience when they visit.

The values for Light Country are:

- **People:** We are a big-hearted community and care for one other.
- **The Land:** We respect the Traditional Owners and how our homeland provides for us.
- **Heritage:** We celebrate our ancestors and uphold our traditions.
- **Diversity:** We believe variety is what makes our community stronger.
- **Honesty:** We are genuine.



## BRAND STORY

*Time. When did it become so hard to find? We are from a place just north of Adelaide, between the Barossa and Clare Valleys, where time finds you.*

*It takes minutes to get here. Not hours. And all you need to pack is your adventurous spirit.*

*Travel open plains and rolling hills and feel the freedom that only comes with choosing backroads over bitumen. No-one is in your way. And the next 'big thing' is waiting for you over the next rise.*

*There is so much for you to discover. Some of the biggest chapters in Australia's mining and farming history have been written here.*

*Touch and track how life used to be. Taste world-class wines. Take the outdoors in. One breath at a time.*

*Our glowing sunrises, starry skies and fields of colour prove what we have always known: nature is the best show in town.*

*The rich land we call home is our lifeblood. It has been this way since the beginning. And always will be.*

*The winds carry the stories of local legends. Great men and women who worked above and below the ground to shape who we are. And whose names live on - never to be forgotten.*

*You will have your own reason for coming.*

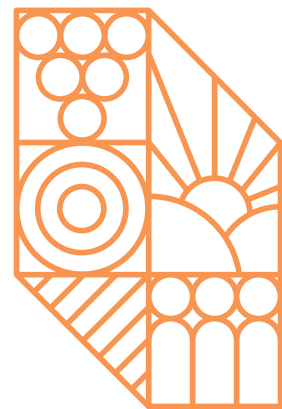
*What matters is that you find what you are looking for.*

*Light Country. Get Closer.*

## LOGO

The logo represents the many elements of Light Country.

A mark made up of smaller, individual icons communicates the region's diverse offering. Each icon references a different feature of the region: sun and hills, agriculture, people and community, wine production as well as cropping land.



**LIGHT  
COUNTRY**  
**GET CLOSER**



## LOGO — INDIVIDUAL ICONS

The individual icons that make up the brand mark are shown here: sun and hills, agriculture, people and community, wine production as well as cropping land.

It is recommended that these icons are not used separately, but only appear together in the hero brand mark.

An extra suite of icons could be designed to further reinforce the Light Country brand. This suite of icons must retain the look and design integrity of the icons that make up the hero mark.



**SUN / HILLS**



**AGRICULTURE**



**PEOPLE / COMMUNITY**



**GRAPES / VINES**



**LAND / ROWS**

## LOGO

The logo can be used either with or without the tagline, depending on each situation. It is preferred to be used with the tagline as this reinforces the 'Get Closer' messaging.

Both logo variations are available in full colour, black and white, and a reversed version for use on dark colours.



## LOGO — CORRECT USAGE

The Light Country logo should not be placed over photographic, patterned or solid colour backgrounds unless care has been taken to ensure sufficient contrast for the logo to be legible, and for a harmonious colour combination.



Correct usage:  
Complete logo in full colour on a white background



Incorrect usage:  
Logomark on photographic background without contrast



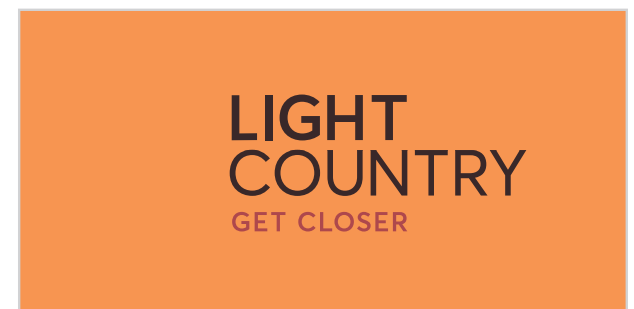
Incorrect usage:  
Distorted logo



Correct usage:  
Dark background with sufficient contrast



Incorrect usage:  
Logomark rotated on angle



Incorrect usage:  
Background and logo infill using the same colour

## LOGO — CLEAR SPACE AND MINIMUM SIZE

Clear space around the logo is required to be the width of one square icon from the logomark. This space is different when co-branding with other organisations logos. Please see co-branding on page 17.

To ensure legibility of the Light Country logo, the logo should not be reproduced smaller than 35mm wide.

In digital applications, the logo should not appear smaller than 130 pixels wide.



### MINIMUM SIZE



← 35mm →



← 130px →

## LOGO — BRANDMARK

The brandmark may be used as a design element on its own. It can be made bigger in size, but must not be cropped.

It can be overlaid on solid colour or images, at a 50% tint of white. When used as a watermark on white it should be used in 10% black.

When used as a watermark at 50% tint, it must only appear once on a page/use.

The supporting logo text 'Light Country Get Closer' must not appear as a watermark, but only in solid colour.

Consideration to composition and placement must be taken into account when using the brandmark as a watermark. Creating an interesting composition is key i.e. not centered on a page or centered over an image.

The brandmark should not be cropped as its recognition lies in seeing the full mark.



## TAGLINE

The tagline is a short memorable message used to help market a brand and has been distilled from the Light Country positioning statement as outlined in the Brand Strategy.

The tagline for Light Country is:

**Get Closer.**

The tagline is used in the logo lockup, but can also be used separately when required. When used separately, the logo to accompany the tagline should not include the tagline.

# GET CLOSER

## COLOUR PALETTE

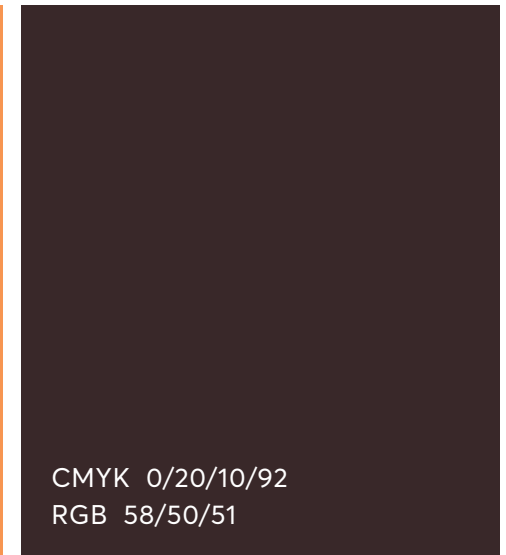
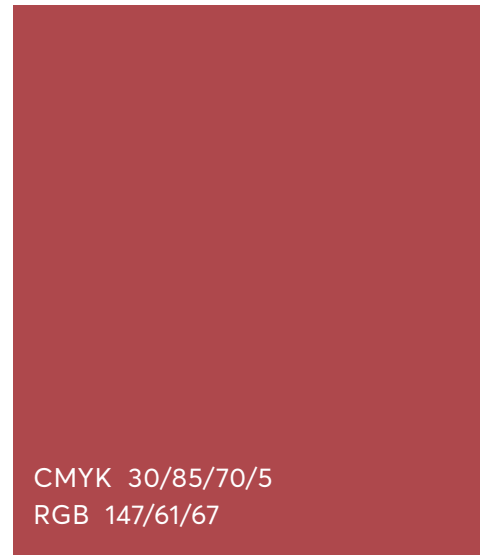
The colour palette references the region's rich history and its diversity. The colours are brought together in a modern combination allowing for the palette to be expanded (if required) as the region's tourism offering develops.

The primary colour palette includes an orange, a rusty red and a dark grey/brown in a direct reference to land, agriculture, mining and the community.

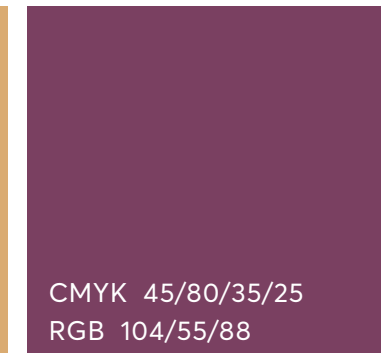
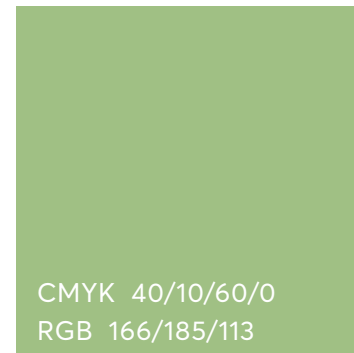
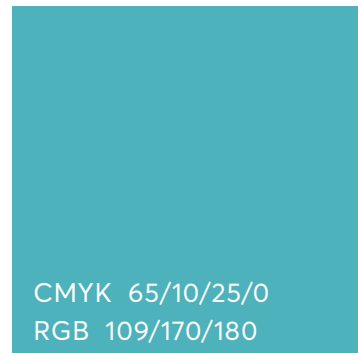
Secondary colours include green, blue, tan/gold and burgundy. These colours reference the region's different elements such as the river, rolling hills, agriculture, mining, viticulture, wine making and history.

CMYK and RGB values are shown here. CMYK values used for all print material and RGB values for all digital applications.

### Primary Palette



### Secondary Palette

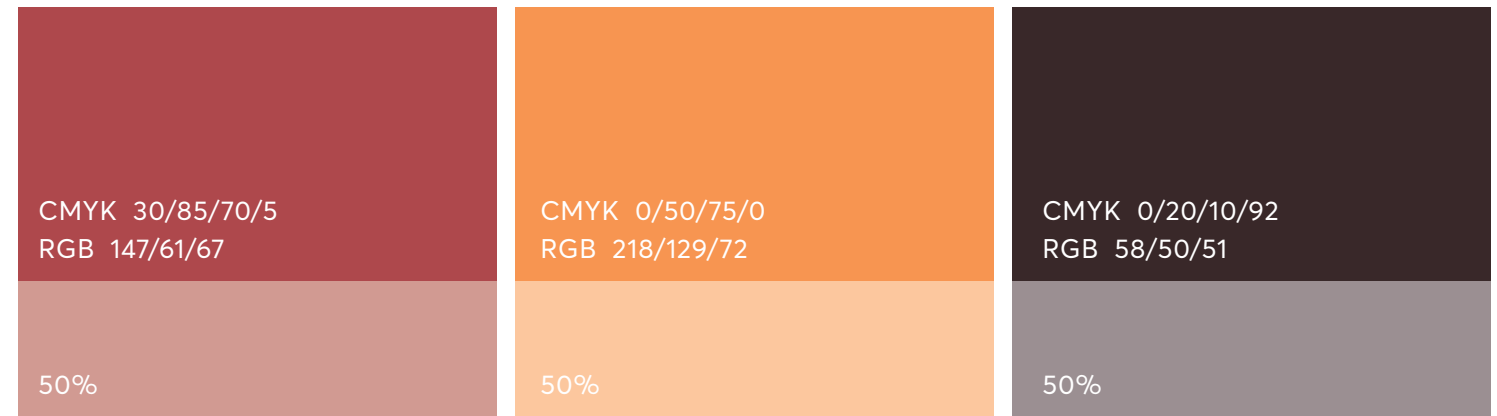


## COLOUR PALETTE

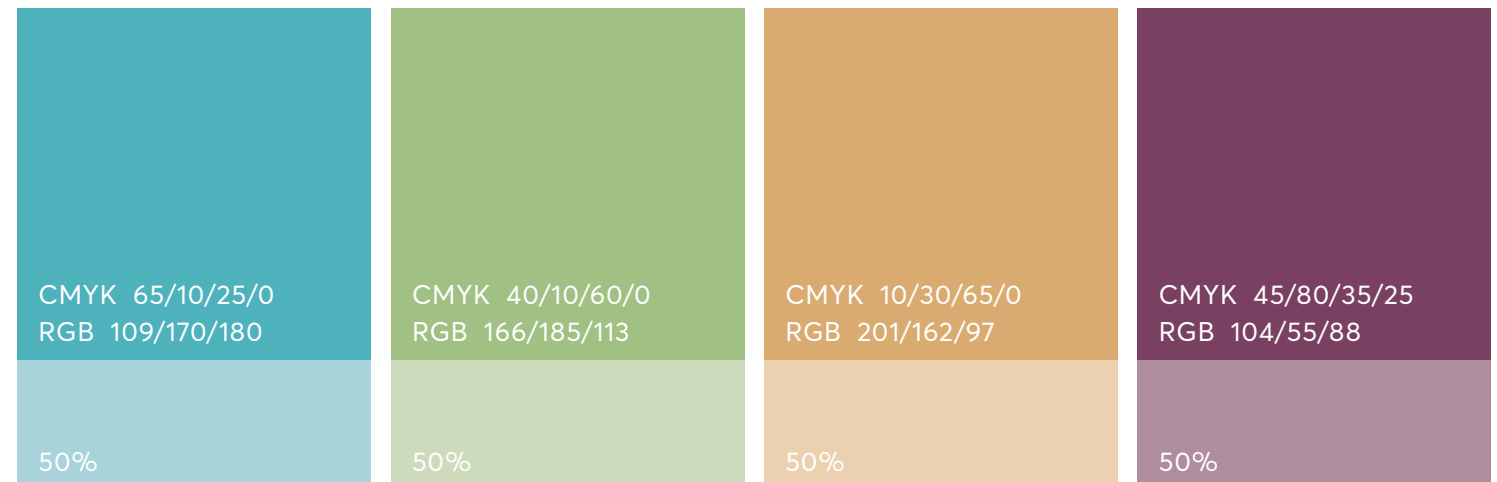
Colour tints of each colour may be used where appropriate, where the intensity of the full colour may be too much. Care should be taken not to use too many colours together in the same space.

A 50% tint is the recommended tint, making sure there is adequate contrast between colours.

### Primary Palette



### Secondary Palette





## COLOUR PALETTE

Care should be taken when using the colour palette, to ensure there is adequate contrast between the colours being paired together.



Correct usage:  
Sufficient contrast between colours



Incorrect usage:  
Insufficient contrast between colours

## TYPOGRAPHY

Correct and consistent use of typography is important to retain a strict visual language across all Light Country brand materials.

The Light Country brand uses the typeface 'Averta' in Semibold weight for headings, body headings and feature text.

Body copy uses Averta in Regular weight.

Averta typeface is available to purchase here:

<https://thedesignersfoundry.com/averta>

When these fonts are not available for use, for example in email templates, e-news templates and other digital applications, please use Arial Bold and Arial Regular. It is recommended that Arial should only be used as an absolute last resort.

### Averta Semibold

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890.!**

### Averta Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.!

### Arial Bold

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890.!**

### Arial Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.!

## TYPOGRAPHY

Averta Semibold is used for headings, feature/introductory text and body headings.

Averta Regular is used for body copy.

It is important to keep consistent hierarchy between headings, feature text and body text.

# THIS IS A MAIN HEADLINE

**This is introduction copy to begin the story. Dignit ipid quo eod ore, qui asus foosperro intur apicim vendi od issa te sequ eiuweodit.**

This is body copy. ullique sitatatio inciis alit hilit, optatio nsendia ium dolorum quibus explicto maximpo santem eossenis voluptas everupt atusdant aut ut esersperio et eum intem aspel maximusam non porero officim fugiandior re nonsequatio quatiati quatem rene vent aris sitinus min pe dolorum fugit, num re occum corro denim a nonsequo voluptatur? Qui consequ asperer spelitium ne parundi stemolori rerem sum sim aut et eum sam haribus cus ilitatur? Qui test officia ant, simolup ta.

**This is a body heading.**

Sperspe culluptas denihic tores eum nullaut omnimilitiae voloria que qui berum quam, tem fugit aut expe quaectia dolorem qui il ius ium ulla volore sit ut pa plit quia is dent etur, tem delectiis accabor andandis ad exerio. Ut fugiat qui volende stendenecum qui volut ut ulpa voluptaectem nulpun tempore, sequi nis sit deniet eosto voluptio inum il ium et aut la nonse perem erro ipid et rem et harumqu atibus.

## CO-BRANDING

We are stronger and can do more when we work together. We invite the Light Regional community to adopt the Light Country brand and leverage the recognition associated with a strong brand.

When co-branding, it is important to provide the Light Country brand with sufficient clear space around the logo.

When the Light Country logo is used alongside another logo (as in the example on the right), it should always appear on the left and always be the dominant logo. Light Country should always sit left and be larger or equal to the co-brand logo.

The clear space around all sides when co-branding must be the full width of the brand mark.

Other logos must not exceed width or height, but remain the same height or smaller than the Light Country logo.

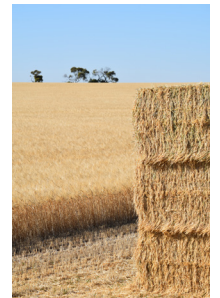


## PHOTOGRAPHIC STYLE

Showcasing Light Country will help build brand awareness and recognition. It is important to use great photography that showcases the area in an interesting way.

When choosing photographic imagery, a focus on space and composition is important. Images should be an interesting composition, using depth of field where possible to create a focus point. Tone and colour should be warm and inviting, not cold and dark.

When selecting vista images, focus on big open skies and landscapes.

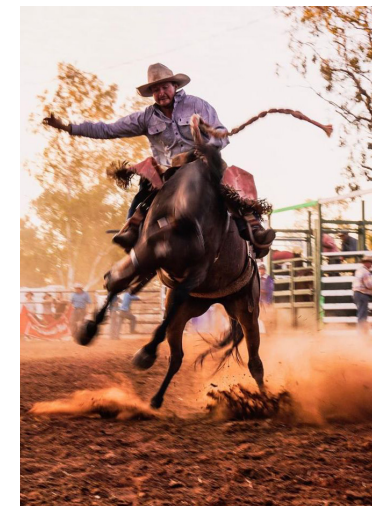


*Please note: the imagery on the right is for reference only to guide the photographic style of the brand and should not be used in a commercial context. Similar images will need to be purchased or a photoshoot will be required.*

## PHOTOGRAPHIC STYLE

Lifestyle photographs should use subjects that are genuine, active and warm. When selecting action shots, look to capture the atmosphere and energy of the activity being photographed.

Also look to capture different age groups enjoying moments. Capturing the unique landscape or architecture of Light Country will add depth and a sense of place.



*Please note: the imagery on the right is for reference only to guide the photographic style of the brand and should not be used in a commercial context. Similar images will need to be purchased or a photoshoot will be required.*

## GRAPHIC STYLE

The following are examples of how the Light Country brand can be applied to different applications in a commercial context.

When applying the brand, a focus on consistent colour palette and allowing for open space in the design is key.



## GRAPHIC STYLE

Town entry signage is a great way to promote the Light Country brand.

The examples on the right show a town entry welcome sign. The approximate dimensions are 1.5m tall x 0.5m wide. No consecutive towns should repeat the same colours.

A signage audit is recommended to decide on signage location and specifications regarding signage sizes.

Signage can change depending on its use and site location. Further signage design can be undertaken if required.





## GRAPHIC STYLE

Promotional materials are a great way to promote the Light Country brand.

Each item will need to be designed in a way to best showcase the landmark, and will need to uphold the brand guidelines.

The examples on the right show a printed doormat, a material tote bag and a door hanger for accommodation.





FOR QUERIES ON THIS GUIDE, PLEASE CONTACT ALGO MAS

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