

South Australia's new brand logo

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Concept

In the beginning there was a connection between the land and the people. The story of what happened to the land is the story of the people.

The new brand for South Australia is focused on the Australian Indigenous art, the oldest unbroken tradition of art in the world.

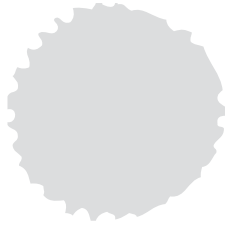


Many paintings are shown from an aerial perspective, using simple geometric shapes in organic style.

In combination with Dot painting, we can also see a small “U” shaped figure which represents people sitting. If it is more open means a shelter (a place giving temporary protection from bad weather or danger).

Source:

<http://www.kateowengallery.com/>



Men around a campfire



The contemporary Australian Indigenous art keeps the essence of their ancestors, connecting past and present.

Art symbols are used on all forms to help tell the stories of their history and culture.

Source:

<http://www.mbantua.com.au/>



Title: Awelye (Women's Ceremony).

Artist: Gracie Price Ngale.



Title: Awelye for Ahakeye.

Artist: Tanya Bird Mpetyane.



Title: Awelye (Women's Ceremony).

Artist: Katie Kemarre.



Process

# Guidelines

In order to reflect something that is easily identifiable as 'South Australia', the new brand will display the official State Colours: red (Pantone 199), blue (Pantone 295) and gold (Pantone 137).

In addition, there will be 7 dots according to the rural regions, an integral part of the state's community and economy.

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Source:

<https://www.sa.gov.au/>

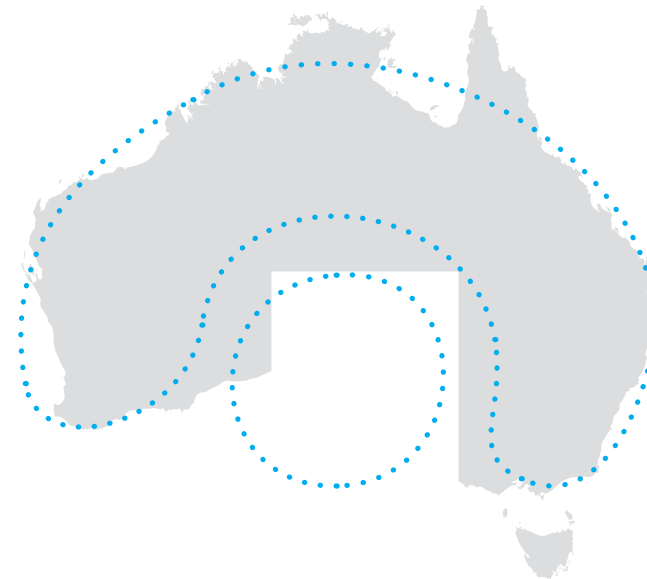
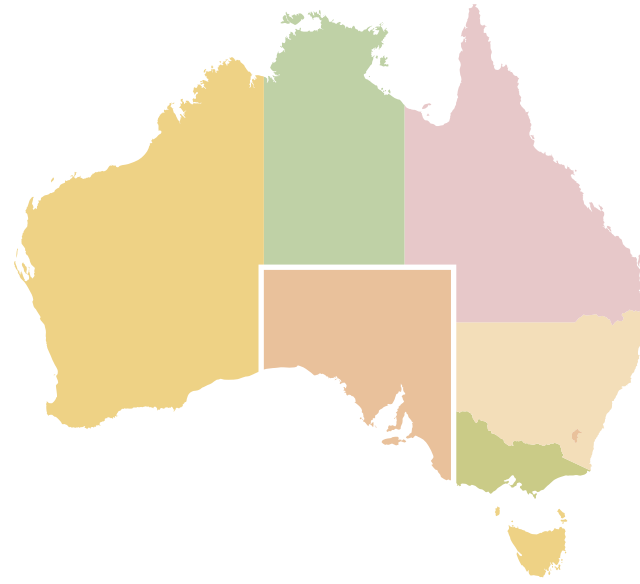




# Guidelines

The new symbol (pictogram) finally fits with the map of Australia.

South Australia is highlighted in relation to the rest of regions through a different visual element that indicates its geographical position in the country.



# Grid

A custom grid provides consistency and coherence, helping us to memorize the brand in an easier way.

That is the natural order of things, once we are able to understand something intuitively.



# Typography

- Free font family, available at Google Web Fonts.
- Humanist sans serif typeface.
- Readable and compatible with the wide variety of devices, browsers and operating systems.
- The typeface was designed with an upright stress, open forms and a neutral, yet friendly appearance.

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Further information:

<http://font.ubuntu.com/>

## Ubuntu Bold (South)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 - &\*#@?!/+ (.,:;)**

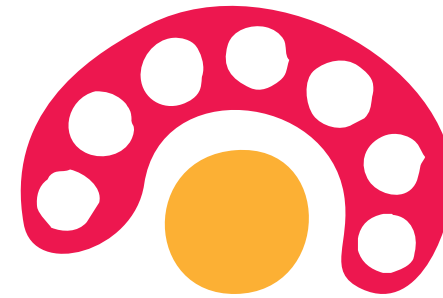
## Ubuntu Regular (Australia)

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 - &\*#@?!/+ (.,:;)

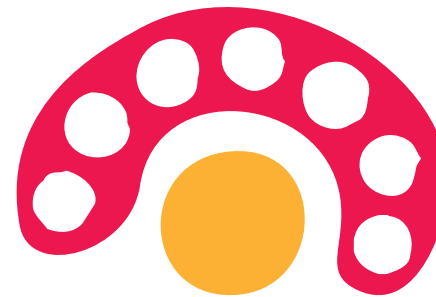
# Color

Colors influence how consumers view the “personality” of the brand.

- Red:  
Action, adventure... the vast outback.
- Blue:  
Gives a touch of security, dignity and peace.
- Yellow (gold):  
Captures the energy of South Australia.



**South**  
AUSTRALIA

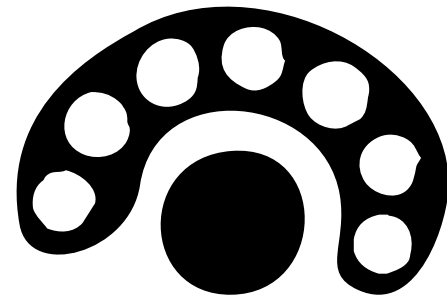


**South**  
AUSTRALIA

# Monochrome

The preferred color for the brand is in vibrant colors. In some cases, a full color version may not be practical or possible due to limitations in printing.

When placing it on black or color backgrounds, it may be used in all black or reversed out to white.



**South**  
AUSTRALIA



# Conclusions

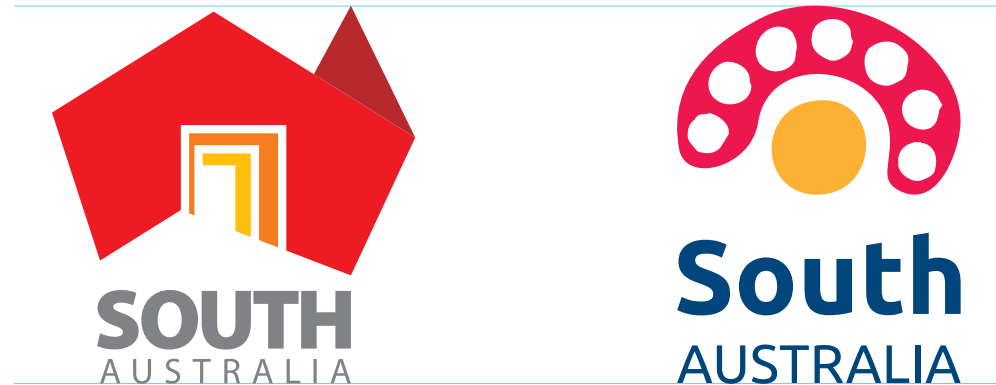
This is the beginning of a new identity without losing sight of its roots as a culture.

Before (left):

- ✗ Complex forms.
- ✗ Too many colours.
- ✗ Very technical font.
- ✗ Old fashioned.

After (right):

- ✓ Friendly, modern style.
- ✓ Legible at very small size.
- ✓ Easily recognizable.
- ✓ Real identity.





[oriolcamacho.com](http://oriolcamacho.com)