



# ADELAIDE HILLS

Retreat.

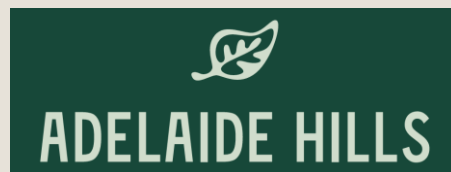
Brand Story & Messaging

# Logos








Tourism Operators in the Adelaide Hills region are welcome to use the Adelaide Hills Tourism logo, providing they adhere to the 3rd Party Use of Logo requirements which can be found, along with logos to download, in a dropbox file which can be accessed via this link:

[Click here for Logos](#)

Logos available for download are:



The standard colours for Adelaide Hills Tourism messaging, along with the PMS, RGB & Hex codes are:

						
<b>Vine</b>	<b>Sage</b>	<b>Light Sage</b>	<b>Bark</b>	<b>Lemon</b>	<b>Sky</b>	<b>Tangerine</b>
PMS 328 CMYK 90/35/65/20 RGB 0/108/95 HEX 006c5f	PMS 4062 CMYK 45/0/50/0 RGB 151/190/145 HEX 97be91	PMS 621 CMYK 20/0/20/0 RGB 209/221/205 HEX d1ddcd	PMS Warm Grey 1 CMYK 8/8/12/0 RGB 232/225/217 HEX e8e1d9	PMS 114 CMYK 0/30/90/0 RGB 254/187/54 HEX febb36	PMS 635 CMYK 30/0/10/0 RGB 163/241/238 HEX a3f1ee	PMS 164 CMYK 0/70/80/0 RGB 255/114/64 HEX ff7240

BRAND STORY

Listen. There is a land beyond the realm of reality that beckons. It’s close enough to wander off to, yet far enough away from what you’d ever imagine it to be.

Venture there, and at every twist and turn, winding corner and unwinding pathway, you’ll find yourself ... enchanted.

You’ll wonder how the hills roll with such grace and majesty; bouncing off clouds, transforming into fascinating forests, disappearing under streams, and huddling into quaint little villages.

The farther you traverse across the land, the more you’ll be swept away by it.

You’ll be intrigued by our people, their connection with the natural world, down-to-earth spirit and progressive approach to life. You’ll lose yourself in their scrumptious food and fine wines; in their cideries, distilleries and breweries.

You’ll ponder about how nature can speak to you in conversations of greens and scarlets, ochres and golds. Or how the silent songs of a forest can leave you feeling calm, relaxed and recharged.

Here, time dances between the old and the new - the instant and the indulgent. Live a life of royalty at one of our luxury lodges over a weekend or reconnect with nature at one of our eco-friendly stays over a week.

Drift into the past as you step into Australia’s oldest open art gallery or pause time altogether under the great canopies of our forests. Ignite your spirit with classical performances, contemporary art, wildlife encounters or fruit-foraging adventures.

Rain, hail or shine, this storybook getaway has so much to give. Whether a summer stroll down endless trails or cozying up around a fireplace in winter - the Adelaide Hills is truly nothing like you’ve ever experienced.

From wellness and dining and beverage experiences, to family adventures and luxury getaways, to the colours of every season, there’s a million moments of wonder waiting to be unraveled.

So, retreat from your everyday—for a breather or an adventure. Retreat to another world. Retreat to another you. But tread with care so that we can keep the Adelaide Hills a retreat for generations to come.

The Adelaide Hills. Retreat.

THE ELEVATOR PITCH

# Retreat to another world. Retreat to another you.

From nature and wellness, to romantic getaways and family adventures, there’s an enchanting world waiting to be discovered around every twist, turn and corner in the Adelaide Hills.

tone of voice

The Adelaide Hills is truly a magical retreat, and while we allude to it in context and language, we don’t overplay it or overtly state it. It’s a subtle subtext that paints an enchanting world for the reader; a world that is rooted in reality. This isn’t Narnia.

We are telling people a story. Imagine yourself as your favourite author reciting your favourite book to you. That’s us. We’re conversational and welcoming. We mix fact with imagination to give people a glimpse of what awaits them. We’re intriguing, prompting people to discover our stunning region. We’re informative, ever ready to tell people of all the wonderful experiences we have to offer. We’re a positive breath of fresh air to people’s mundanity.

## Expressions we like

Retreat to the enchanting silence of nature.

Retreat to a “happily ever after” weekend.

Retreat. Re-centre. Recharge.

Enchantment awaits around every twist and turn.

Venture through vineyards, villages and time.

Come for a day. Come for a week-long stay.

Let our food and spirits captivate your taste-buds.

Escape into nature’s vibrant palette.

Get cozy around a crackling fire, with your favourite friends and a perfect drink.

Retreat to another world.

Retreat to another you.