



ADELAIDE HILLS

Brand Guidelines.

The Adelaide Hills Tourism brand guidelines have been developed to ensure consistency and coherency across all communications from Adelaide Hills Tourism. When utilising this guide, please remember that the individual colors, logos, and typography have been carefully selected to express our unique brand values and personality.

These brand assets are intended for the promotion and positioning of Adelaide Hills Tourism and must be used in accordance with the provided style guidelines. Any commercial use of the brand assets for merchandise requires prior permission. For any inquiries regarding usage and permissions, please direct them to the Adelaide Hills Tourism Manager.

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MESSAGING

PURPOSE

Why does tourism exist in the Adelaide Hills?

To secure prosperity for our Adelaide Hills communities, now and in the future by encouraging responsible tourism which is conscious of the environment; respectful of cultures - both past and present - and appreciates our balance of natural beauty and progressive community.

POSITION

What makes the Adelaide Hills different?

Venturing into the Adelaide Hills is like entering another world. Just a stone's throw from the city plains, the Adelaide Hills offers a completely unique South Australian experience where diverse and colourful landscapes intertwine to create a vibrant tapestry for tourists to explore at their leisure.

PERSONALITY

What personality traits describe your brand?

Enchanting	Custodians
Ever-changing	Artisans
Creative	Proud
Warm	Welcoming
Family-friendly	Community-minded

PROMISE

What can you promise me?

Retreat to the Adelaide Hills; enter a world where time dances between old and new.

From the moment you reach the first crest of the Adelaide Hills, sprawling ranges, deep forests and a rich array of natural colours are spread before you, beckoning you to come and explore.

An enchanting land spotted with villages and hamlets where fine foods, boutique beverages and warm welcomes are awaiting your arrival. No matter where you explore, you're guaranteed to stumble across a million magical moments to take away. Stay for a memorable night or linger for a week - you'll never be short of adventures to try.

PROOF POINTS

Spellbinding Scenes

The Adelaide Hills looks the part. With entrancing landscapes winding and weaving together to create a mesmerising clash of colour, texture and energy.

Enchanted Experiences

The Adelaide Hills offers visitors extraordinary experiences across food and drink, nature, wildlife and wellness.

Stays suited to all your needs

The Adelaide Hills offers a diverse mix of accommodation. From the extravagant to the eccentric; lodges, farmstays, cottages and off-grid accommodation options.

Wilderness Wellness

Our enchantment extends beyond what you can see and touch. The Adelaide Hills is truly a retreat for those looking to re-centre. With wellness offerings ranging from luxe to low-key, no matter what your body and soul needs - you can find it here.

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, ocre and golds. Or how the silent songs of a forest can leave you feeling calm, relaxed and recharged. ures to try.

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 unravelled.

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.

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.

WORDS WE LIKE

Positive language

Inclusive language

Characteristic words that bring our surroundings to life

Retreat

Enchanting, fascinating, captivating

Vivid colours—greens, scarlets, ocre, golds

Natural, nature

Twists, turn, winding roads, just around the corner

WORDS WE DON'T LIKE

Magic, magical

Fantasy

Fairytale

EXPRESSION (SHORT)

Retreat to another world.

Retreat to another you.

Retreat to a happiness
that bursts with colour.

Retreat to the entrancing
silence of nature.

Retreat to a 'happily ever
after' weekend.

Retreat. Re-centre. Recharge.

Enchantment awaits around
every twist and turn.

Ripple through a million
moments of wonder at your
own pace.

Venture through vineyards,
villages and time.

Our food and spirits will
charm your tastebuds.

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

The most intriguing thing
about our woods: silence.

EXPRESSION (LONG)

Spellbinding Landscapes

From the moment you begin your ascent into the Adelaide Hills, you'll be captivated by how the land twists, turns and transforms into vibrant spatters of nature, quaint towns and villages and stunning sceneries that will take your breath away. Retreat from the world in your rearview mirror, to one where astonishment awaits around every corner.

Enchanting Nature and Wildlife

From majestic national parks and forests, and fascinating animals, to trees that show off their true colours with every passing season, the Adelaide Hills is a haven for nature and wildlife. Bask in the mesmerising scarlets and golds of autumn, look out for the elusive platypus at wildlife sanctuaries and more. Retreat to nature's finest sights, sounds and wonders.

Delightful Produce

Retreat to a land of signature wineries, breweries and cideries; farmers markets and roadside stalls; artisan producers and fresh-fruit pickers. Take your tastebuds on an entrancing journey of the freshest food and finest beverages, born from the land's best produce and crafted by its people. Indulgence is a wonderful thing indeed.

EXPRESSION (LONG)

Charming Stays

From characteristic homes to vintage vineyard cottages, romantic luxury villas to off-the-grid farmstays, eco retreats and small bed and breakfasts to camping adventures, the Adelaide Hills offers a range of magnificent lodging experiences to retreat to. Whether you're getting away for a night, or switching off for a week, welcome to your charming home sweet home, away from home.

Entrancing Wellness

When was the last time you basked in the silent wisdom of a forest? Or stopped to listen to yourself breathe? Or float in a pool of tranquillity? From forest bathing to luxury spas, spring-fed hot pools to Ayurvedic treatments, the Adelaide Hills is the perfect escape from the chaos of your everyday. Re-centre your mind. Rediscover calm. Retreat to another you.

Extraordinary Adventures

Adventures come in all shapes and sizes in the Adelaide Hills. Trek through enchanting forests or explore our national park; discover hidden trails on horseback, bike or foot; abseil down into thrills like no other or head out for a fantastical family bike ride along the backroads. And the best part? The Adelaide Hills proudly welcomes all, with accessible adventures throughout our lands. Retreat from mundanity and let your spirit of adventure roam free.

EXPRESSION (LONG)

Creative Communities

Visit our hub of creativity at the Handorf Academy and see Sir Hans Heysen's whimsical drawings of early village life and German migration. Want to see more? Snake your way through the Adelaide Hills as you follow the Hills Sculpture Trail or pop into any of our many renowned art galleries - from Aptos Cruz in Stirling to Ink Pot Arts in Mt Barker.

Intriguing People, Places and Culture

Towns paused in time. Out-there locals. Small cities that remain grounded in community. Marvellous art and culture. The Adelaide Hills will dazzle your imagination at every winding turn. Retreat to a realm of vintage clockmakers and chic pubs, art studios and heritage streets, cultural performances and spirited community markets.

Tour like a local

There's no better way to experience the sights, sounds and colours of the Hills than with a local as your guide. Whether it's navigating the land, exploring local hangouts, discovering our stories, basking in our environment or soaking in our historical cultures, a guided tour is just what you need to retreat to the best of best of the Adelaide Hills.

ACKNOWLEDGMENT OF COUNTRY

The Adelaide Hills always was
and always will be Kurna
and Peramangk land.

The Adelaide Hills acknowledge the Kurna and Peramangk people, Traditional Custodians of the land on which we live, work and build our communities, and pay our respects to their Elders past and present. We extend that respect to any Aboriginal and Torres Strait Islander peoples who visit the Adelaide Hills from other lands.

We recognise that the Kurna and Peramangk people have for millennia had a deep and intrinsic connection to the land, and respect their ongoing right to maintain that connection both spiritually and culturally.

LOGOS AND DEVICES

Adelaide hills tourism logo



ADELAIDE HILLS

LOGOS WITH ICON (PRIMARY)

The three logos shown here are the preferred versions for external marketing. They are listed below in order of preference:

- 1 Adelaide Hills Horizontal Logo
- 2 Adelaide Hills Vertical Logo
- 3 Adelaide Hills Icon

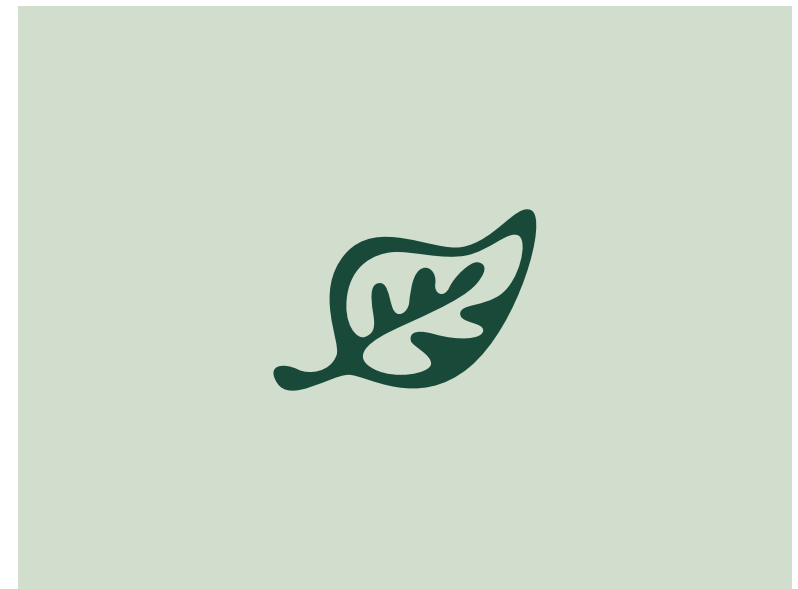
It is important to note that the logos should never appear more than once on any poster, cover, or document page (excluding patterns). Furthermore, the logos should not be modified in any way.



Adelaide Hills Horizontal Logo



Adelaide Hills Vertical Logo



Adelaide Hills Icon

LOGOS WITH TAGLINE (SECONDARY)

The two logos shown here are alternative versions that may be used in certain instances when the 'Retreat' tagline is necessary for context. They are listed below in order of preference:

- 1 Adelaide Hills Retreat Horizontal Logo
- 2 Adelaide Hills Retreat Vertical Logo

It is important to note that the logos should never appear more than once on any poster, cover, or document page (excluding patterns). Furthermore, the logos should not be modified in any way.

Please note that the 'Primary' Adelaide Hills Logos are the preferred options and should be given priority in usage.

The horizontal logo features the text 'ADELAIDE HILLS' in a large, bold, dark green sans-serif font. Below it, the word 'Retreat.' is written in a smaller, dark green serif font, with a period at the end.

ADELAIDE HILLS
Retreat.

Adelaide Hills Retreat Horizontal Logo

The vertical logo features the text 'ADELAIDE HILLS' in a large, bold, dark green sans-serif font, with 'ADELAIDE' on the top line and 'HILLS' on the line below. Below this, the word 'Retreat.' is written in a smaller, dark green serif font, with a period at the end.

ADELAIDE
HILLS
Retreat.

Adelaide Hills Retreat Vertical logo

EXCLUSION ZONES

All Adelaide Hills Logos must be accompanied by an exclusion zone, which is an area of padding.

The exclusion zone must not be cropped, contain other graphic elements or text, or include important or detailed areas of photography.

The size of the exclusion zone is determined by the width and height of the letter 'A,' and must be applied to all versions of the logo.



Logo with Icon exclusion zone



Logo with Tagline exclusion zone

MINIMUM SIZE

The 'Adelaide Hills' letters in the logo and lockups should never be smaller than 5mm in height for print or 10px in digital applications.

Please note that the example shown is not to scale.



Logo with Icon minimum size



Logo with Tagline minimum size

COLOUR

COLOUR PALETTE

All large text, normal text, graphical objects, and user interface components must comply with WCAG 2.0 level AAA web accessibility requirements.

For print output, please use the supplied PMS or CMYK values.

For all digital purposes, please use the supplied RGB or HEX values.

PRIMARY

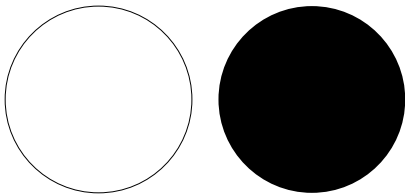
For text and high contrast elements



PINE
PMS 561
CMYK 85/45/75/45
RGB 24/73/57
HEX 184939

NEUTRAL/TINTS

Monotone graphics only



PURE WHITE
PMS Paper
CMYK 0/0/0/0
RGB 255/255/255
HEX ffffff

PURE BLACK
PMS Black
CMYK 0/0/0/100
RGB 0/0/0
HEX 000000

SECONDARY

Supporting colours to add variation to graphics



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

LOGO COLOURS (PRIMARY)

The versions shown here represent the preferred color combinations for external marketing. They are listed below in order of preference:

- 1 Light Sage on Pine
- 2 Pine on Light Sage
- 3 Pine on Sage
- 4 Pine on Bark
- 5 Pine on Transparent (positive)
- 6 Light Sage on Transparent (negative)

All Adelaide Hills Tourism Logos are available in the color combinations shown here.

The transparent versions can be placed on photography if there is sufficient contrast with the background.



Light Sage on Pine



Pine on Light Sage



Pine on Sage



Pine on Bark



Light Sage on Transparent



Pine on Transparent

LOGO COLOURS (SECONDARY)

The versions shown here represent alternative color combinations to be used for internal marketing and, on occasion, for external marketing if they complement the design.

All Adelaide Hills Tourism Logos are available in the color combinations shown here.

The transparent versions can be placed on photography if there is sufficient contrast with the background.

Please note: the 'Primary' Logo colors are the preferred option and should be given priority in usage.



Bark on Vine



Vine on Transparent



Pine on Lemon



Lemon on Transparent



Pine on Sky



Sky on Transparent



Pine on Tangerine



Tangerine on Transparent

TYPOGRAPHY

PRIMARY TYPEFACES

The following guidelines demonstrate the recommended type size for Headlines, Subheadlines, and paragraph text.

For the Vicente font family, please visit:
www.breakmaiden.co/shop/p/vicente-font-family

Mencken Narrow is available for free with an Adobe Creative Cloud license:
www.fonts.adobe.com/fonts/mencken

HEADLINE

THIS IS VICENTE, A BOLD,
CLEAN FONT USED FOR
SHORT HEADLINES ONLY.

Leading
100%

Kerning
-10

Case
Uppercase

SUB HEADLINE

Mencken Narrow
can be used for
sub headlines.

Leading
100%

Kerning
+5

Case
Sentence

PARAGRAPH

Inter is used for all paragraph text. Where Inter is not available, substitute with Helvetica or Arial. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure

Leading
Auto

Kerning
-10

Case
Sentence

SIGN UP HERE

SIGN UP HERE

SUBSTITUTE TYPEFACE (WEBSITE)

Bebas Neue Regular is a free font alternative to Vicente that can be used for website headlines.

The font is available at:
<https://fonts.google.com/specimen/Bebas+Neue>

Bebas Neue Regular

**BEBAS NEUE REGULAR ON GOOGLE FONTS
IS A FREE ALTERNATIVE TO VICENTE
AVAILABLE ON ADOBE FONTS**

SUBSTITUTE TYPEFACE (APPLE)

Helvetica may be used as an alternative when the specified workhorse typeface is not available in an Apple digital applications, such as Apple Mail.

To ensure consistent communication, only the weights shown here should be used.

Helvetica Bold

**This is Helvetica, a substitute work horse
font in an Apple digital space**

Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUBSTITUTE TYPEFACE (MICROSOFT)

Arial may be used as an alternative when the specified workhorse typeface is not available in a Microsoft digital applications, such as Microsoft Word.

To ensure consistent communication, only the weights shown here should be used.

Arial Bold

**This is Arial, a substitute work horse
font in a Microsoft digital space**

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ICONOGRAPHY

ADELAIDE HILLS ICONS

The icons shown here are examples of the Adelaide Hills Tourism Icon style.

Additional icons may be developed, but they must adhere to the style displayed here.

Icons can be used either enclosed within a circle or without a circle crop when placed on a light-colored background



Icons within a circle



Icons without circle

PHOTOGRAPHY

PHOTOGRAPHY STYLE

The use of photography is intended to complement our brand and help us tell a story. When featuring people in our photography, it should reflect the diversity of individuals who work in and visit the area, portraying positive emotions and genuine expressions. The images should capture natural expressions that are authentic and avoid appearing staged or unnatural.

To achieve a genuine and authentic look, it is recommended to utilize natural light whenever possible. This lighting should create a shallow focal plane, adding depth between the foreground and the background.

Additionally, the images should have a focal point or point of interest, capturing a specific moment in time and conveying the energy of the situation or subject.

Whenever feasible, our photography should intentionally incorporate the colors of our brand. This can be achieved by featuring clothing or objects that align with our brand colors. This approach ensures that our photography complements the overall brand aesthetic.



EXAMPLES OF USE

Logo application

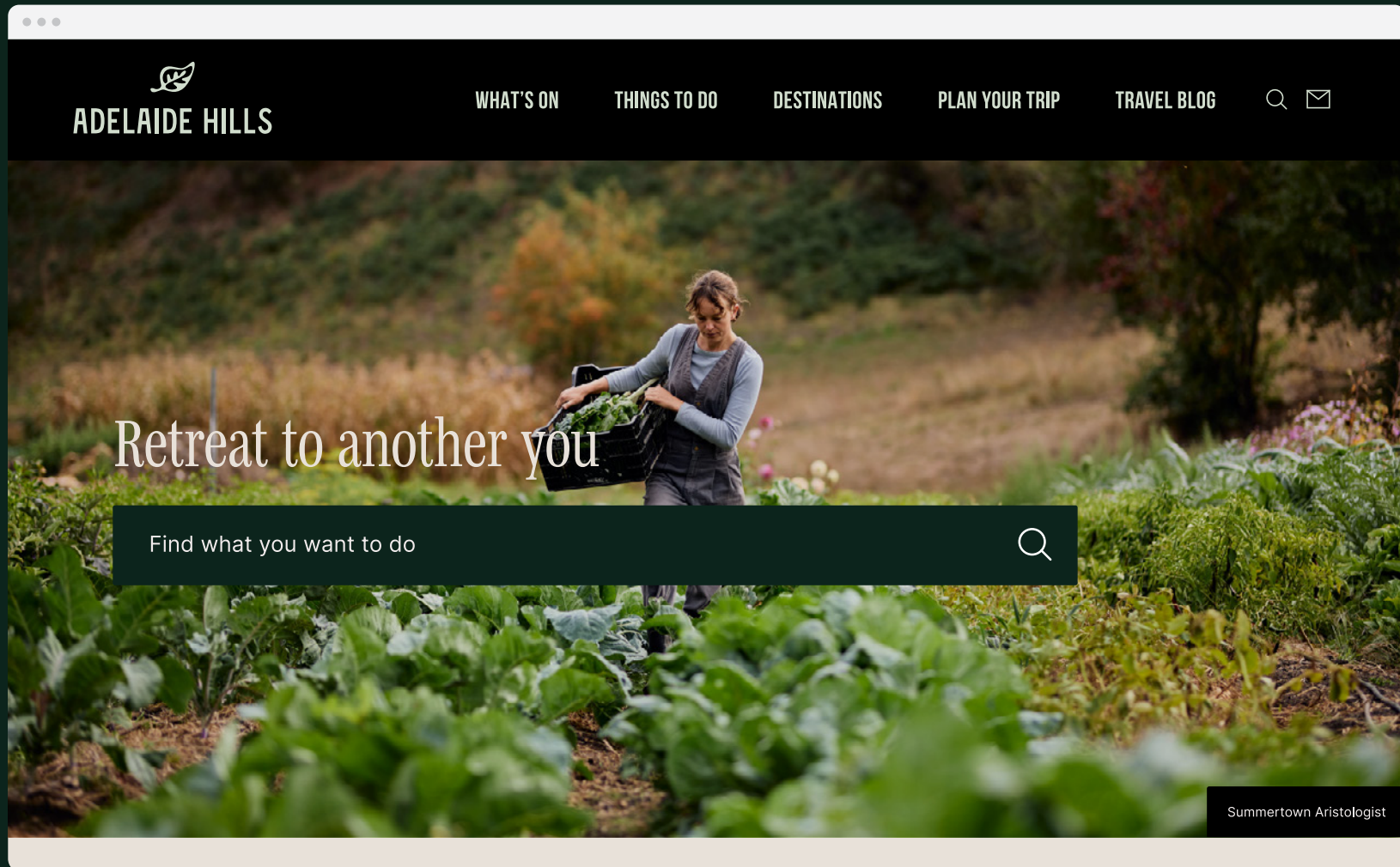


ADELAIDE
HILLS

Social application



Digital application



Print application

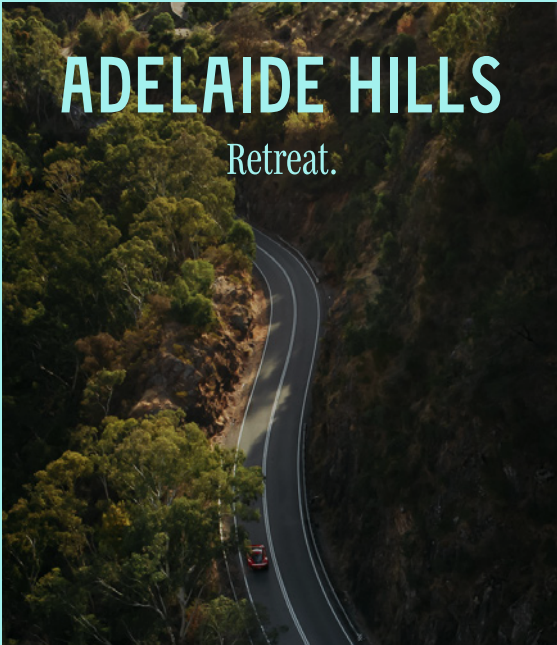


ADELAIDE HILLS

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[VISITADELAIDEHILLS.COM.AU](https://visitadelaidehills.com.au)



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