



Port Augusta

BRAND IDENTITY GUIDE

About our brand

What exactly is our brand? Quite simply it's our reputation. It's what springs to mind when people hear the name *Port Augusta*. It's also those things that make our city special, that make us different from any other place. So in what way is Port Augusta different? We did some market research to find out.

We found that our *location* is the number one factor that defines Port Augusta and makes our city truly unique - our traditional role as a meeting place and crossroads at the very top of Spencer Gulf, our proximity to Australia's iconic Outback and Flinders Ranges, our proximity to the mining boom in South Australia's north, and of course our spectacular desert-by-the-sea landscape bathed in glorious reds, blues and yellows .

These are the things that make Port Augusta unique. They are also things that can be marketed to attract more tourists, more business, more investment and more sporting and cultural events to our city.

Our challenge then is to make sure that people associate the Port Augusta name with the benefits of our unique location, with the things that make our city special. And how do we do that? By promoting the good stuff as much as we can in conjunction with a strong and memorable Port Augusta *brand identity*. And that's what these guidelines are about. They will help us to promote our city clearly and consistently as 'one voice' and to ensure that our promotional messages are seen, understood and remembered.

Using our brand

We want the Port Augusta brand identity to be seen everywhere. We suggest you use it to endorse your business and help promote the Port Augusta brand via your website, brochures and stationery.

However it's important that the Port Augusta brand identity be used correctly and in a logical and disciplined way. That way our visibility will be greater and the Port Augusta brand will be more widely recognised and remembered. In addition, people's perception of Port Augusta as a smart and organised city is reinforced and our brand strengthened.

On the following pages you'll see how the Port Augusta brand identity should be used.

Please note that the Port Augusta brand identity is protected by copyright. This means that it remains the property of the Port Augusta City Council and should only be used as shown in this document.

If you wish to use the Port Augusta brand identity differently from how it is shown here or if you have any questions about its use, please contact the Port Augusta City Council before proceeding:

Port Augusta City Council
4 Mackay Street, Port Augusta SA 5700
Phone 08) 8641 9100
Fax 08) 8641 0357
Email admin@portaugusta.sa.gov.au

Our brand explained

Positioning Statement

This outlines the things that *only* Port Augusta can offer. You don't have to use this statement word-for-word. Instead feel free to take elements from the statement to use in your own marketing. For example you might say that your shop is the most convenient place for campers to stock up before heading to the Flinders Ranges, or that Port Augusta is the top choice for astute investors looking for vacant industrial land close to SA's booming mining operations.

With its strategic top-of-the-gulf location only Port Augusta offers a healthy waterfront lifestyle at the gateway to Australia's iconic Outback, Flinders Ranges and booming mineral resources industry, making this city the top choice for lifestyle, tourism and business investment.

Tagline

With its top-of-the-gulf location, Port Augusta is uniquely qualified to use the word *top*. We should therefore try to use *top* as much as possible in our marketing because if we do, eventually we'll 'own' the word in the mind of our market. You can't do better than top - top spot, top choice, top opportunity, top of the class. And of course once we have ownership of *top*, no-one else can have it - that's valuable mental real estate!

Port Augusta. Top location.

Logo

The Port Augusta logo is the most important element in our brand identity. As the visual embodiment of the Port Augusta brand, it depicts themes that were strongly identified in research as truly representative of our city - its spectacular landscape, strategic 'top-of-the-gulf' location and traditional role as a meeting place and crossroads.

- > *the landscape is represented by a broad terracotta horizon with blue gulf waters and golden sunlight*
- > *the star represents Port Augusta as a bright burst of energy at the top of Spencer Gulf*
- > *the star is made up of 8 arrows coming in from all points of the compass to denote Port Augusta's traditional role as meeting place and crossroads*
- > *the spokes radiate from a central hub to denote Port Augusta's role as a major economic centre*

The following pages outline a few simple rules about using our logo. Please take your time to understand how it is applied so that our logo will always appear in a clear and consistent way.

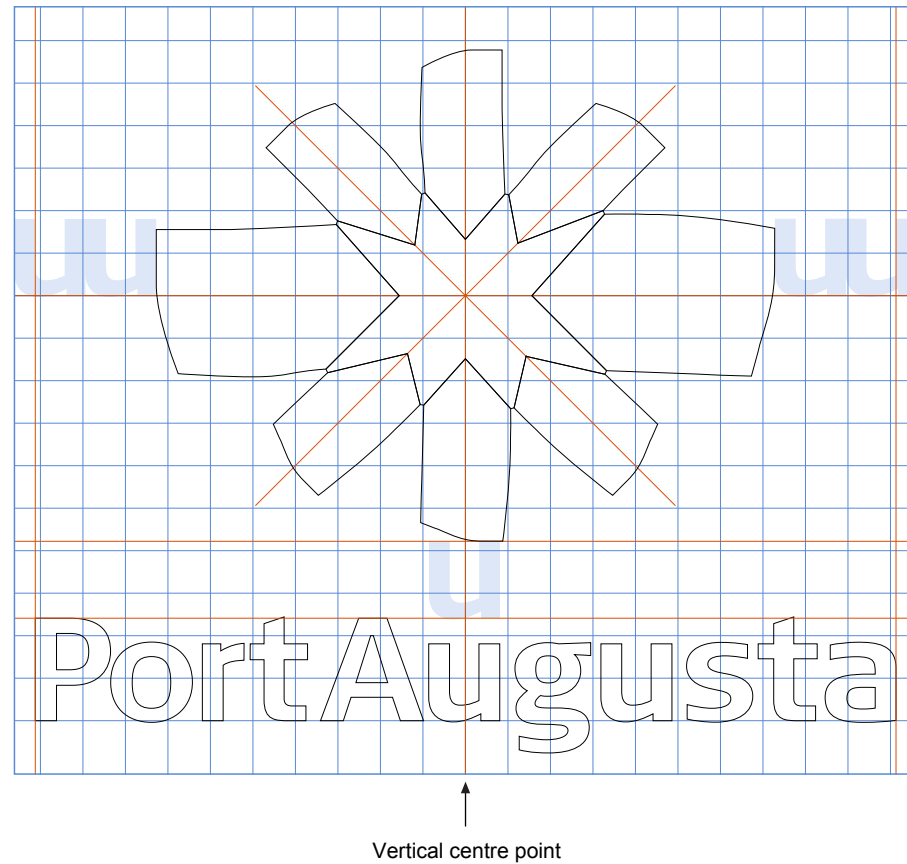


Port Augusta

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Logo Structure

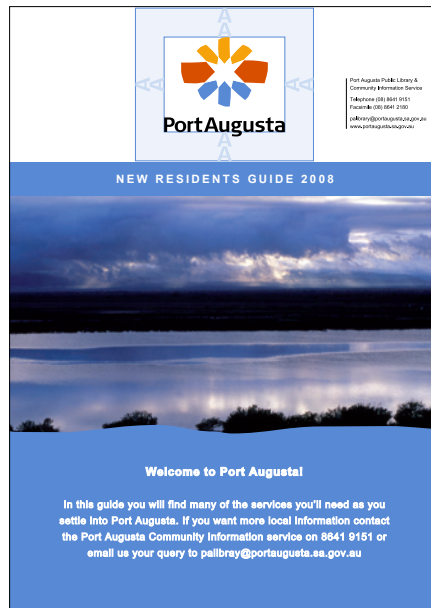
This diagram shows how the Port Augusta logo is constructed and how the elements are aligned. It also shows the vertical centre point to help you align the logo centrally on a page or sign.



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Exclusion Zone

An area of clear space equal to twice the height of the letter 'A' in the word Augusta should always surround the Port Augusta logo. This exclusion zone prevents interference from other graphic elements (text, pictures and other logos) and also ensures the the Port Augusta logo never gets too close to the edge of the page.



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Colour

The Port Augusta logo comprises three main colours that were specially chosen to represent our city's spectacular landscape:

Yellow



Pantone 137C
C0 M35 Y90 K0
R247 G163 B10
Avery Vinyl 91589A *Melon Yellow*

Terracotta



Pantone 1665C
C0 M68 Y100 K0
R247 G79 B10
Avery Vinyl 980 *Spanish Orange*

Blue

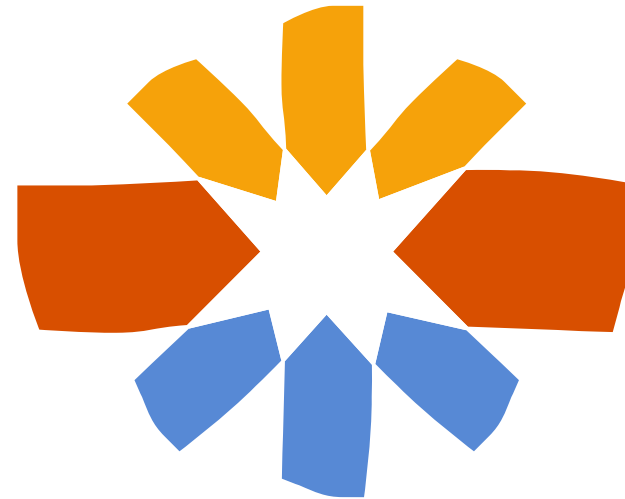


Pantone 279C
C68 M34 Y0 K0
R87 G138 B214
Avery Vinyl 91587A *Copenhagen*

Black



Black
C0 M0 Y0 K100
R0 G0 B0
Avery Vinyl Black



Port Augusta

Always use actual PANTONE® colour chips for colour matching.
Never match colours from a printout of this guide.

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Full Colour Logo

Whenever possible, the Port Augusta logo should appear in its correct colours on a white background. Sometimes that's not possible, so placing the full colour logo on a neutral background as shown on this page is also acceptable. **The star appears in white regardless of background colour.**



Full Colour Logo

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Preferred Version

Full colour logo on a white or cream background



Light Background

A 'light' background may be plain grey or a soft colour or even part of a photograph.



Dark Background

A 'dark' background may be plain dark grey or a neutral colour or even part of a photograph.



Black Background

The logo may appear on black as shown or on the dark section of a photograph.

On pale colours the Port Augusta name appears in black to stand out clearly

On dark colours the Port Augusta name appears in white to stand out clearly

Single Colour Logo

If you are printing in just one colour, or if you need to place the Port Augusta logo on to a coloured background that clashes with the full colour logo, or a background that's close to one of the logo colours, you should use the single colour logo.

The star is never white unless the background happens to be white.



Single Colour Logo

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Single Colour Printing

Print in black on a light background if possible.



Single Colour Printing

If black is unavailable, choose terracotta or another suitable colour.



Logo Colours as Background

If the background colour is one of the logo colours (ie. terracotta) so the full colour logo can't be used, print the single colour logo as shown.



Coloured Background

On a coloured background that clashes with the full colour logo, print the single colour logo in black as shown.

Reversed Logo

The Port Augusta logo can be reversed (to appear white) from any background colour or image that provides good contrast. Use the single colour logo for this but don't try to reverse from a very pale background colour because it will disappear.



Single Colour Logo

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Mid-tone Background

If your background is lighter than this, print in black rather than reversing the logo.



Dark Background

Black and other dark colours are ideal for reversing the single colour logo.



Coloured Background

The single colour logo can be reversed from any background colour that provides good contrast.



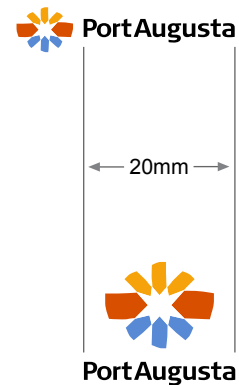
Image as Background

The single colour logo can be reversed from a photograph providing there's not too much detail or too much white directly underneath.

Wide Logo

We have developed a 'wide' version of the Port Augusta logo for use in horizontal formats where the 'tall' version will not fit. The rules governing its use are the same, except that the exclusion zone in the 'wide' logo is the height of only one letter 'A'.

The Port Augusta logo should never be too small to read. We've set a minimum size of 20mm wide for the text on both the 'tall' and 'wide' versions.



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Exclusion Zone



Incorrect Use

The Port Augusta Brand Identity Guide operates to rules of common sense. But it can't cover all situations and there will be some elements that are open to interpretation. To help, here are some things that should never happen to the Port Augusta logo.



The logo has been altered - the positions of logo and name have been swapped.



The colours are incorrect - this is neither the full colour nor the single colour logo.



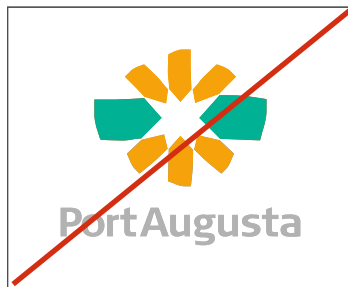
Unauthorised words or graphic elements have been added to the logo.



The logo has been rotated or stretched.



The full colour logo should always have a white star.



A tint and incorrect colour combination has been used in the logo.



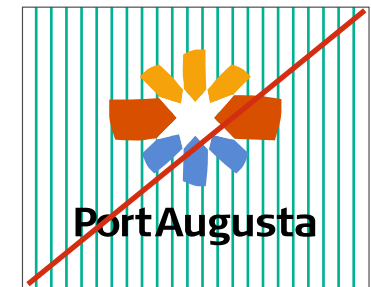
The logo has been placed within another shape.



There is another graphic element within the exclusion zone.



The logo has been placed on a colour that interferes with its integrity.



The logo has been placed on a patterned background.

Council Use

Organisations that are owned or operated by the Port Augusta City Council are authorised to use their own name in conjunction with the Port Augusta logo. Council departments can also incorporate their own name as shown.

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