

STATE

BRAND

POLICY



**Government
of South Australia**

Introduction

This document outlines the policy and principles to be followed by Government of South Australia entities when using the South Australia brand (State Brand).

In February 2013 Cabinet endorsed a new brand for South Australia to aid in driving consistent long term representation of the State in key interstate and international markets. This is the official brand to be used for marketing and promotion of the state by all government agencies.

The State Brand is based upon the values of creativity, innovation and industriousness - values which embody the state. The brand is a powerful identifying endorsement for the state and helps to encapsulate who we are, where we are and what we offer. It was created to become synonymous with South Australia and mark our contribution to the world.

It is intended that the State Brand be the single strong brand to promote South Australia that is used by government agencies, and adopted by other stakeholders, enhancing the effectiveness of our communication efforts across the world through consistency and increased visibility.

The development of the brand underwent state-wide consultation and was launched to South Australia in March 2013. Information on the development and story of the brand can be found at brandsouthaustralia.com.au

The Government of South Australia has adopted this brand for marketing or positioning of the state to further our education, investment, migration, trade, export and tourism markets. When undertaking marketing activities that promote the state, the State Brand must be used.

Refer to the *Brand South Australia - Branding Guidelines*, which outlines government use of the state brand. *Government of South Australia Branding Guidelines* still apply.

In conjunction with this document, reference should be made to the following:

- ***Government of South Australia Branding Guidelines***
- ***Government of South Australia Marketing Communications Guidelines***
- ***DPC Circular26: Interstate and International Recruitment Advertising***

All documents are available at dpc.sa.gov.au/govcommunications

For further information:

Government Communications
Department of the Premier and Cabinet
dpc.sa.gov.au/govcommunications
Email: govcommunications@sa.gov.au

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Using the brand

- The State Brand should be used:
 - In community, consumer, trade and business communication
 - By all Government of South Australia agencies
 - When promoting South Australia or the state.
- The brand should be used by sectors including, but not limited to, education, migration, business, arts, tourism, education, export and investment.
- The Head of Profession, Department of the Premier and Cabinet (DPC), is responsible for brand management within government.
- The brand is also available, by agreement, for use by private and community entities where the intended use is consistent with the aims and integrity of the brand. This is managed by the Brand Manager brandsouthaustralia.com.au.
- The use of the State Brand does not negate the need to conform to government branding, communications approval process, master media scheme or any other policies or protocols.
- The manner in which the brand must be executed is outlined in *Brand South Australia - Branding Guidelines* available at dpc.sa.gov.au/govcommunications.
- Logos and graphic files are available through the Communications Approval Portal (CAP). Please see your Director of Communications for access.



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