Naturally Unexpected

SOUTHERN FLINDERS RANGES

• Branding Identity Kit •
The Southern Flinders Ranges Brand Vision

“The Southern Flinders Ranges is to be recognised as a tourism destination which re-connects visitors with nature, people and place. Through the creation of a collaborative regional brand encompassing all regional stakeholders, the Southern Flinders Ranges will be recognised as a leader in connecting its natural resources in an innovative and sustainable way.”

The Experience

Consolidating the research from the “Experience Seeker” provides the Southern Flinders Ranges an opportunity to build on existing products and experiences while creating new experiences through the brand.

Tourism Australia has identified seven “Key Australian Experiences” including Nature, Coastal, Food and Wine, Journeys, Indigenous, Cities and Outback. The Southern Flinders Ranges can deliver on Nature, Journeys and Food and Wine with the unique ability to connect these experiences to ensure visitors experience a complete sense of the region.

Nature
(strong connection with adventure based product)

- National Parks (walking & camping):
  - Mt Remarkable, Telowie Gorge, Alligator Gorge, Mambray Creek
- Forest (walking & cycling):
  - Wirrabara & Bundaleer
- Cycling: Mawson Trail, Single Track Mountain Biking
- Walking: Heysen Trail, Rail Trails
- Four Wheel Driving Track

Food & Wine

- Authentic Dining Experiences:
  - North Star, Hickory’s Run Café, Maggie’s Rendezous and Table 4T7
- Food Producers: O’Reilly’s Orchard, Taralee Orchard, Orroroo Kangaroo, Nelshaby Capers, Golden North Icecream, Caputos Seafood, Honey, Olive Oil, Southern Flinders Discovery Centre & more.
- Farmers Markets: Wirrabara, Port Pirie

Journeys

- Mawson Trail
- Heysen Trail

Key Points Highlighted by Stakeholders:

- Fulfil Potential, become a destination.
- Connection between earth, people and place
- Packaging the experiences together around environment
- The need to improve the collaboration between regional stakeholders
tactile relationship between people, producer, product
- Confidence in Region (consistent, proven, best practise)
- Re-Connecting people
  busy lifestyles people lose personal contact with loved ones developing a strong personal connection between visitor and local personality

Brand Values

Brand Value: Pride

- Passion
- Respect
- Community Driven
- Honest
- Integrity
- Salt of the Earth

Brand Value: Indulge

- Flavoursome
- Wholesome
- Goodness
- Honest

Brand Value: Connect

- Relating
- Uni
- Intimate
- Strengthen

Brand Value: Sustainable

- Organic
- Environmentally Conscious
- Raw
- Natural
- Respectful
- Natural
- Fertile
- Grassroots

Brand Essence

“Connection”
(both people and experiences)

Brand Tagline

“Naturally Unexpected”

www.southernflindersranges.com.au
Brand Variations

Full colour

Mono

ALL BRANDING - Please allow 1cm margin on all sides from other media & page trims.
Reversed out branding may be placed over photos and other media.

Reversed Out Colour

Reversed Out Mono

Typography

CRUSHED - Heading font
Thirsty Rough Reg Two - Tagline font

Photography

Dining - Delicious & professionally plated
Local Produce - Rustic Farmgate Appeal

Cycling Shots - Adventures & Challenges
Aerial Views - Colour & Scope

Landscapes - Greens, Blues, Sunsets
Hiking - Waterways & Nature Formations

www.southernflindersranges.com.au
Merchandise - Get the Brand out there!

The below are examples of best practices in promoting the Southern Flinders Ranges Brand for uniforms, merchandise, and promotional giveaways.

1. Southern Flinders Ranges - A naturally unexpected journey that will send you back in time with its organic green landscapes, red earth of the outback and salty blue vistas of the Spencer Gulf coastline.

2. Beautiful old towns full of character abound in the Southern Flinders Ranges. Look closely... there’s so much more to discover! Around that bend is an ancient freshwater spring. In that quiet street is a gorgeous art gallery. Over there you can hear jazz music playing at a cellar door. Upstairs at that pub you will find funky boutique accommodation, and just behind there is a picture perfect, slow-flowing creek. Stay longer, look closely... the Southern Flinders Ranges are naturally unexpected!

3. Hike or cycle a trail, climb a mountain, wander through a forest, or simply lounge on a deck with a glass of local wine and watch the sunset in the Southern Flinders Ranges... it’s naturally unexpected and waiting to be explored.

4. Enjoy a home-cooked feast of local, seasonal produce, then stay the night in a local pub full of character. In the morning, soak up the country atmosphere and stroll to a farmer’s market before exploring the area in your own special way. All this, and so much more, is naturally unexpected in the Southern Flinders Ranges.

5. Remember the days of picnics and Sunday drives? Walking by the creek, feeding ducks, maybe fishing for yabbies? Dirt roads, emus on the run, campfires and dark night skies full of a million stars? It’s not in the past; it’s right here, in the Southern Flinders Ranges, only 200km from Adelaide... quite naturally unexpected and well worth the journey!

6. Expect tranquillity. Expect a quiet, peaceful bush retreat. Expect some time to just switch off and relax all your worries away. Expect an amazing break. The Southern Flinders Ranges... naturally unexpected.

7. Art festivals, award-winning attractions, mountain biking events, artisan produce, quirky cellar doors? Bet you didn’t expect all that! Come and see the Southern Flinders Ranges for yourself... just 200km north of Adelaide, quite naturally... unexpected!

www.southernflindersranges.com.au
All use of the Southern Flinders Ranges Brand in any form of advertising must be approved by:

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**Call to Action...**
Always remember to promote the website where ever possible... [www.southernflindersranges.com.au](http://www.southernflindersranges.com.au)