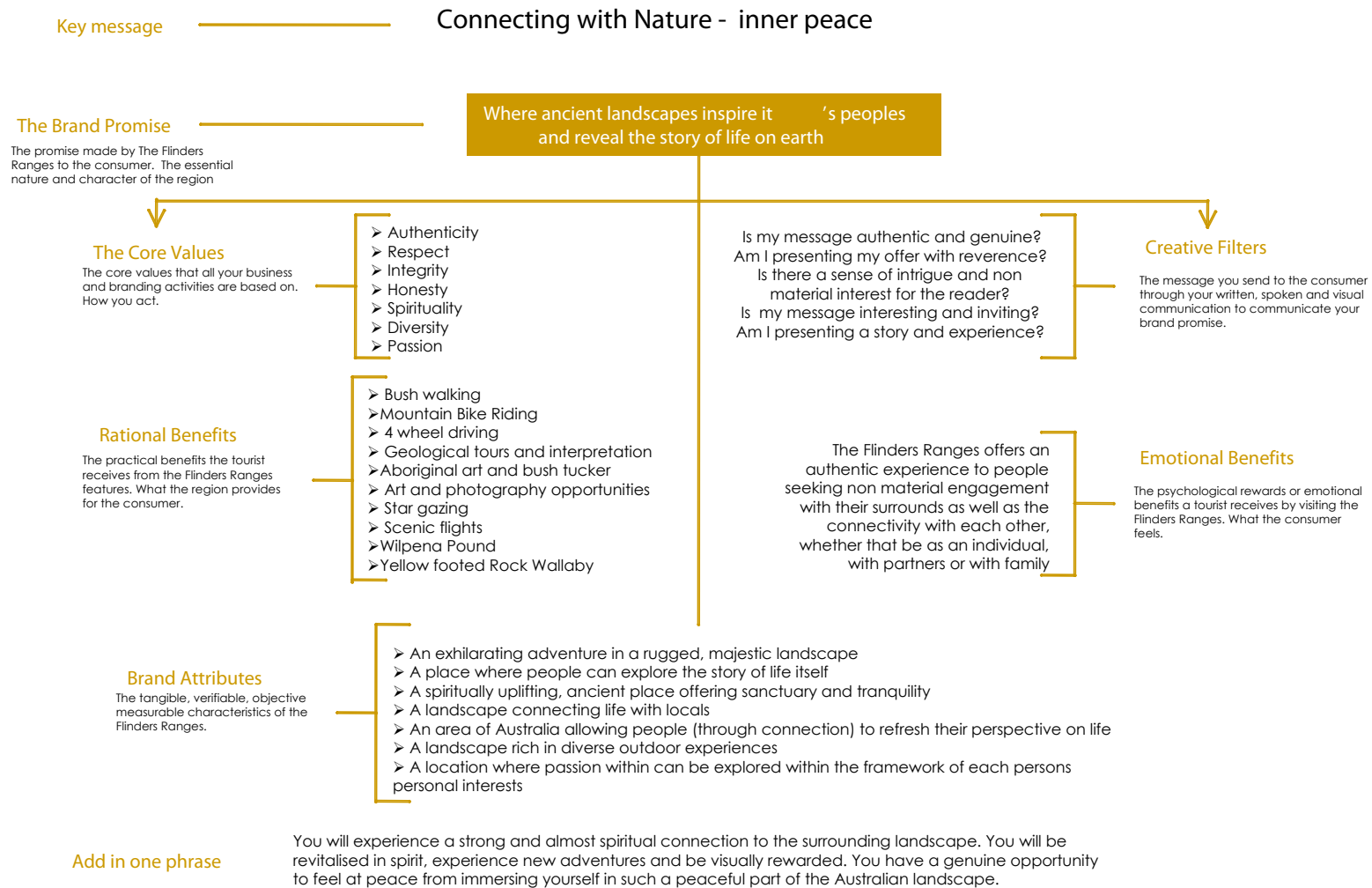


## The Flinders Ranges Brand

The Flinders Ranges Brand is comprised of all the components identified in our Brand Pyramid. This pyramid reflects your input from all of the workshops, and can provide an invaluable source of ideas/words/phrases when you are considering changing your tourism experiences or developing new experiences and promotional material.





# FLINDERS RANGES

## THE FLINDERS RANGES BRAND KIT

This Brand Kit reveals the 'essence' of the Flinders Ranges Experience, and is your tool for building perceptions in the minds of your consumers.

The brand strategy outlined in this document reflects the views, ideas and visions of more than 60 local tourism operators and community stakeholders, and aims to ensure that:

- You realise that you are now responsible for how consumers think and feel about you
- You understand that your brand is intangible and exists in the mind and heart of consumers - that it is not just a product or service, but an experience that is enriched by the people of the Flinders Ranges and its unique landscape and geology
- You know that your Brand Strategy is unique and inspiring to you because YOU created it
- You have identified your ideal visitor and know that you will be able to speak directly to them

This brand kit will serve as a tool to help you align staff members, create and develop experiences, brief advertising & marketing agencies and as a philosophical framework for all communications.



## OUR VISION

The Flinders Ranges is now recognised as a National Landscape through the creation of an inspiring, united regional brand. As a National Landscape, the Flinders Ranges will be an Australian iconic destination for visitors by 2012.

By embracing the geo-tourism strategy, the global 'Experience Seeker' will be attracted to the Flinders Ranges as a "must do" destination. Through the development of a total visitor experience-enriched by the personality of the area's people, its unique landscape and geology-the Flinders Ranges will become a vibrant business environment that supports and celebrates the land that sustains it.

## POSITIONING STATEMENT

The Flinders Ranges, where ancient landscapes inspire its peoples and reveal the story of life on earth.

### Brand Values

Flinders Ranges embraces many values, including authenticity, respect, integrity, honesty, spirituality, diversity, passion, earthiness and genuineness.

### Brand Personality

If described as a person, the region's personality was found to be: "Laidback and friendly, down-to-earth and genuine; a storyteller; laconic and real; soft and sensuous; emotive and nurturing, yet resilient and ageless".

### Visitor Benefits

When visitors come to the Flinders Ranges, they feel a sense of connectedness and inner peace from being in such a peaceful place.

### Regional Benefits

The local communities may enjoy the benefits of the opportunity for development of sustainable tourism product; education of potential tourism employees; economic benefits; and the sustainability of local aboriginal culture through the inclusion of their stories in the Flinders Ranges marketing strategy.

### Peace – Essence of Flinders Ranges

*Peace* is the feeling the consumer will get from the Flinders Ranges Experience. This emotional territory connects the consumer at a

subconscious level to the emotional space of the Flinders Ranges.

This essence will drive all of the creative briefings for communication, advertising and public relations and relay the message of how the Flinders Ranges experience creates a feeling of peace for the consumer.

*Peace* is the core essence of the intangible messages that come through in the Flinders Ranges Brand. In particular, locals see Flinders Ranges as:

- A place where people can explore the story of life's beginnings
- A spiritually uplifting, ancient place offering sanctuary and tranquillity
- A region connecting locals with the ancient landscape
- An exhilarating adventure in a rugged, majestic landscape

### Editorial Style

The best approach to editorial style is based on an awareness of what motivates the Experience Seeker – our key target. They are seeking information, so copy rich writing enables them to get into the potential experience. Longer copy is better than shorter copy. Don't waffle.

Be clear, precise and informative. Refer the reader to websites where applicable rather than writing too much! Always leave the reader wanting a little more.

### Key Words

This is an important aspect to your communications. Words should be tied back to the essence of the Flinders. Words such as:

- Interpretation
- Vastness
- Australian
- Stories
- Inspiration

### Key Phrases

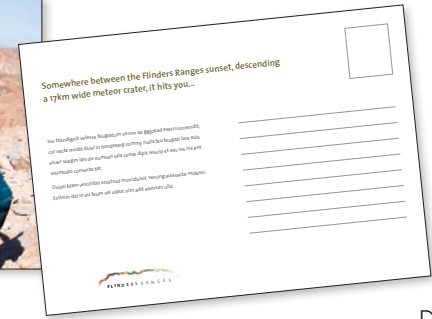
- A glimpse into Australia's history
- Rich in cultural diversity
- Stories that transcend time
- Wealth of natural beauty
- Beautiful landscapes
- Diverse experiences
- Engaging experiences
- Engaging with natural beauty
- Unforgettable experiences
- Challenging your expectations
- Sweeping plains, majestic ranges and people to meet

### Multi-brands

When presenting the Flinders it is important we speak as best we can with one voice. Embracing the essence of peace and presenting this in a way that supports your product adds to the cumulative experience visitors will seek. They will spend time across a range of locations, events and experiences. We must make sure every one of their touch points culminates in their high praise of the overall experience. Every visitor at every touch point is an opportunity for us to ensure they sell their experience to their friends. Generating repeat visitation is the responsibility of each operator and stakeholder.

### Sponsorship

The Flinders will continue to support key events and festivals that fit the interests of the Experience Seeker. Where possible, we will be engaging Ambassadors to help us sell our story. There will be opportunities for individuals to work with the overall Flinders to leverage their product or services at such events. We encourage you engage with the local and regional teams to determine how you might best leverage these events. In many ways, event or show attendance, is a very cost efficient way for individual operators to get the most out of what can be limited advertising budgets.



Press & Poster

Direct Mail

## LOGO & ITS ELEMENTS

### Colour



### Mono



### Typography

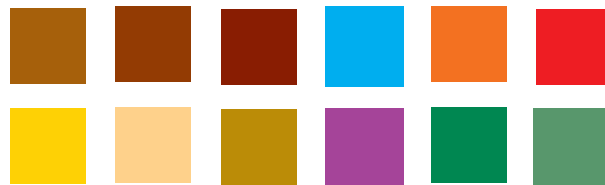
The Flinders ranges are epic, ancient and peaceful. The typography should reflect these qualities in every instance. With that in mind we've chosen simple, clean, understated typeface, The Sans. When applied to the logo, we've run it from bold to light to give a feeling of movement and freedom.

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

### Rainbow Range

The logo is a visual representation of the range itself. But there's a little more to it than that if you look a bit closer. It's also a proud flag, a celebratory streamer, the line of an epic journey or the mythological serpent of dreamtime.

The colours used are from the palette of the Australian outback. The plethora of colours is representative not only of the earth, but also of the unique and varied experiences one can expect on a journey through The Flinders Ranges.



### Visual Treatment

For this project, we favour large format, aerial photography to best show the majesty, scale, and peace of The Flinders Ranges. We also feel the images should be left alone to speak for themselves, without any obtrusive headlines or visual devices. This clean, bold treatment will illustrate the pristine nature of the destination and invite the viewer to explore.

