



BRAND GUIDELINES

INTRODUCTION TO THE BAROSSA BRAND

Welcome to the Barossa Brand Style Guide.

In 2017, Barossa Grape & Wine (BGWA), Tourism Barossa (TBI) and Barossa Food (BF) worked together and updated the collaborative Barossa brand. In June 2017, the three associations, on behalf of their members, signed a joint agreement, to actively and consistently use and apply the Barossa brand, as outlined in this Style Guide.

This Style Guide outlines the rationale for the development of the brand, the key brand messages, the logo, imagery and the guidelines for their use (including colour palette, typography and suggested applications).

Successful branding is all about consistency of messaging, logo usage and application. Using the Barossa brand as outlined in this guide will assist in achieving our combined aim of positioning Barossa as a leading global wine and food region.

Equally, if the guidelines are not followed, we run the risk of confusing our customers and losing our strong reputation in global wine and food markets.

In receiving this Style Guide and signing the associated Barossa brand Terms and Conditions of usage, you have become a registered user of the Barossa brand and commit to the consistent use of the Barossa brand and assets to ensure that you are contributing to the positive recognition and growing reach of Barossa – Australia's Global Wine and Food Region.

Changes to this guide will be provided periodically, so be sure to update your files when we send you new information.

Thank you in advance for your help in following the simple rules outlined in this Style Guide.



BAROSSA HAS A PROUD HISTORY

Barossa is a multi-layered cultural region synonymous with fine wine, regional food, art, music and heritage.

It has a proud history of marketing leadership based on unity and the pursuit of excellence.

It is time to reposition Barossa as a global brand.

OBJECTIVE

New articulation of Barossa brand to:

ACHIEVE GREATER UNPROMPTED GLOBAL RECOGNITION

INCREASED WINE SALES

INCREASED TOURISM VISITATION

REVITALISED SENSE OF UNIFIED MARKETING PURPOSE

VISION

Internal articulation of our aspirational goal – not a tagline

AUSTRALIA'S GLOBAL WINE AND FOOD REGION

KEY TARGET AUDIENCE

NEW ECONOMIC ORDER (NEOS)

Powerful social and business clout

Elective, inconspicuous consumption

Spend more on creating emotional experiences

Don't need to surround themselves with overt luxury

Do want beauty, design, quality, rich information, authenticity, flexibility, provenance and choice

WHAT IS A GLOBAL REGION?

Global regions are destinations that attract experience seekers because of their uniqueness or long established reputation for quality. Global regions attract NEOs or high wealth individuals who are confirming their status by visiting the region or purchasing its products. These experience seekers assist in communicating the region's aspirational status through social media and word of mouth.

Global regions that are food regions include:

Tokyo, Normandy, Piedmont, Shanghai

Global regions that are skiing regions include: Aspen, Mont Blanc

Global regions that are boating/water regions include: Lake Como, Lake Geneva, Caribbean, Bay of Islands, NZ

Global regions that are art/fashion regions include: Venice, Milan, Paris, New York

WHAT IS A GLOBAL WINE AND FOOD REGION?

They are characterised by:

Quality: Everlasting, top-of-the-line, handmade quality products and services.

Rarity and Authenticity: Limited opportunity to visit – hard to get –
limited availability – handmade products

Aesthetics: Beauty, elegance, timeless.

Price: Products are often the most expensive in their category.

Extraordinary Experience: Personalised experiences – surprise – “expected unexpected.”

Symbolism and Pride: “The best from the best for the best”
– understated – a historic quest for perfection.

WHAT IS A GLOBAL WINE AND FOOD REGION?

Global wine regions are distinguished by their long unbroken history of growing grapes and making wine.

Global wine regions can prove their status of excellence, often in a particular style or grape variety, for example: Tuscany (Sangiovese), Bordeaux (Cabernet) blends, Burgundy (Pinot Noir), Champagne (Sparkling wine), Rioja (Tempranillo), Douro (Port), Marlborough (Sauvignon Blanc), Mendoza (Malbec), Napa (Cabernet Sauvignon), Rhone Valley (Syrah and Grenache).

BAROSSA BRAND PILLARS

Australia's Global Wine and Food Region

Quality and Provenance

Highest number of wines on Langton's Classification of any Australian wine region.

Highest number of international wine awards for any Australian wine region.

Distinctive food culture is shaped by the landscape, European pioneer traditions of food preservation and shared dining, and the enterprising spirit of farmers and artisan products. Practised today by Maggie Beer and other famous cooks and chefs.

Award winning restaurants (Fino, fermentAsian) and accommodation (The Louise).

Award winning B&Bs (Seppeltsfield Vineyard Cottage).

Rarity and Authenticity

The oldest continuously producing Shiraz, Grenache, Mataro, Cabernet Sauvignon and Semillon vines in the world.

Small production single vineyard or limited production wines that are in high demand eg Seppeltsfield 100 Year Old Tawny, Rockford Basket Press and Black Shiraz, Charles Melton Richelieu, Henschke Mt Edelstone and Hill of Grace.

Linke's - Smokehouse cured meats using century old crafts.

Apex Bakery - wood fired oven continuously operating since 1940s.

Liedertafel Men's Choir - established 1850.

Aesthetics

A 'real' wine region that has been protected by law against housing subdivision since the early 1990s to ensure that the visitor sees vineyards, working farms and wineries.

World heritage listing in progress.

Distinctively Australian - gum trees, yellowing grass hills in summer, Jacob's Creek.

Neat, Germanic rows of vines, well cared for small farms and historic buildings eg Seppeltsfield, Yalumba, St Hugo.

Price

Barossa produces the most expensive red wines in Australia:

Penfolds Grange \$750-800

Penfolds Block 42 \$750

Henschke Hill of Grace \$750-\$800

Torbreck The Laird \$700

Yalumba The Caley \$350

BAROSSA BRAND PILLARS

Australia's Global Wine and Food Region

Extraordinary Experience

High-end international accommodation (eg The Louise, Seppeltsfield Vineyard Cottage).

International standard award winning dining (Fino, St Hugo, fermentAsian, Appellation, Vintners).

Handmade wines (Artisans of Barossa, Rockford, Ruggabellus, Sami-Odi, Spinifex).

Nationally renowned chef/produce (Maggie Beer).

Art and design (Jam Factory).

Symbolism and Pride

Seven generations of European (English and Prussian) settlement – first family names still survive and prosper.

Unbroken 175 year winemaking and grape-growing lineage.

Proud, well maintained architecture (Seppeltsfield, St Hugo, Penfolds, Yalumba, Collingrove, Lutheran churches).

Barossa Vintage Festival – largest and longest running wine festival in Australia.

Barossa Co-op – oldest surviving retail cooperative in Australia.

Varietal Excellence

175 years of growing and making Shiraz – as a fortified wine and a table wine.

Oldest continuously producing Shiraz vines in the world.

THE BRAND



BRAND POSITION

Barossa is Australia's global wine and food region.

This means that it is comparable with the greatest wine regions in the world including – Tuscany, Bordeaux, Burgundy, Barolo, Napa, Mendoza.

Barossa offers rare, hand crafted wines from the world's oldest vines.

Its farmers and artisans produce distinctive regional food, influenced by the region's landscape and culinary traditions.

It provides accommodation experiences in serene vineyard settings and rustic villages.

It maintains an understated community culture that is influenced by a centuries old European heritage, based on pride and the quest for quality and excellence.

BRAND MESSAGING

Barossa is Australia's global wine and food region. It has an unbroken grape-growing and winemaking lineage since early 1840's.

Barossa is the home of some of the world's oldest wine grape vines and is Australia's foremost producer of rare and valuable, rich and textural red table wines and unique fortified wines.

Barossa's distinctive food culture is shaped by landscape, European pioneer traditions of food preservation and shared dining, and the enterprising spirit of farmers and artisan producers.

Barossa has a close community culture influenced by English and Prussian immigration in the 1840s and proudly protected and celebrated by subsequent generations and all those who call Barossa home.

WORDS WE DO USE

Global	Rare	Discovery
Authentic	History	Hand crafted
Welcoming	Generational	Escape
Experience	Generous	Custodianship
Provenance	Characters	Quiet confidence
Understated	Unexpected	Sharing

WORDS WE DON'T USE

Wine words:
Big, alcoholic, jammy, overripe.

Country

Sleepy

Crafty

Cheap

Affordable

Cost effective

Bargain

Discount

tone and style

Inspirational

Aspirational

Authentic

Honest

Friendly

Real

Open

Sharing

BRAND CARD

BRAND ESSENCE	Australia's Global Wine and Food Region	
BRAND POSITION	Barossa is Australia's global wine and food region. This means that it is comparable with the greatest wine regions in the world – Tuscany, Bordeaux, Burgundy, Barolo, Napa, Mendoza. Barossa offers rare, handmade wines from the world's oldest vines. Its farmers and artisans produce distinctive regional food, influenced by the region's landscape and culinary traditions. It provides authentic accommodation experiences in serene vineyard settings and rustic villages. It maintains an understated community culture that is influenced by a centuries old European heritage, based on pride and the quest for quality and excellence.	
BRAND AIM	To continue to position Barossa as Australia's global wine and food region and one of the great regions of the world.	
BRAND PILLARS	BRAND PERSONALITY	MARKETING PRINCIPLES
Quality and Provenance Highly awarded wines, food and accommodation experiences. Rarity and Authenticity Old vines, rare wines and multi generational food and music traditions. Aesthetics A genuine Australian wine region of vineyards, villages and gum trees. Price The most expensive collected wines in Australia. Extraordinary Experience Internationally renowned culinary tourism and hand-crafted wines. Symbolism and Pride Seven generations of winemaking, grape-growing and cultural tradition. Varietal Excellence 175 years of growing and making Shiraz from the oldest continuously producing vines in the world.	Global Rare Discovery Authentic History Hand crafted Welcoming Generational Escape Experience Custodianship Provenance Characters Quiet confidence Understated Generous Sharing Unexpected 	International Barossa is a global region competing on the world stage with other international regions, rather than just Australian regions. Aspirational Barossa is smart and sophisticated, worldly, polished and aspirational but not slick or overtly luxurious. Real Barossa has been hand crafted and handmade by true, honest, trustworthy people for 175 years. Contemporary Barossa has a long and proud tradition but acknowledges the need for constant re-invention and re-imagination. Credible Barossa rests its hard-won reputation on honesty, transparency and tradition. Generous Barossa is a rural community that believes in open-hearted welcoming and sharing.

The objective of these brand guidelines is to provide users with a clear understanding of Barossa's brand and how it can be applied and explored. Creative freedom is offered, whilst still projecting a clear representation of Barossa's offering, values and vision.

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To assist with identifying the logo types, a file naming convention has been developed. Each file has a name that consists of an identifier, identifying name, colour detail and file format.

Logo identifier	Indicates positive (black) or negative (white).	File type. EPS JPEG PNG
BAROSSA_LOGO_POS_BLK.EPS		
	Colour type. Black PMS CMYK RGB	

01. LOGO GUIDELINES

PRIMARY LOGO AND CODES



PRIMARY LOGO - EXTERNAL POSITIVE

To be used in all instances where an external audience is present.



CMYK
BAROSSA_LOGO_POS_CMYK



PMS
BAROSSA_LOGO_POS_PMS



CMYK
BAROSSA_LOGO_POS_MONO

Only to be used where mono printing is mandatory.

PRIMARY LOGO - EXTERNAL NEGATIVE

To be used where the positive logos legibility is compromised.



CMYK
BAROSSA_LOGO_NEG_CMYK



PMS
BAROSSA_LOGO_NEG_PMS



CMYK
BAROSSA_LOGO_NEG_MONO

Only to be used where mono printing is mandatory.

01. LOGO GUIDELINES

SECONDARY LOGOS AND CODES



SECONDARY LOGO - INTERNAL POSITIVE

Only to be used internally by Barossa Grape & Wine Association (BGWA), Tourism and Food.



CMYK
BAROSSA_G&W_LOGO_POS_CMYK



PMS
BAROSSA_FOOD_LOGO_POS_CMYK



CMYK
BAROSSA_TORISM_LOGO_POS_CMYK

Only to be used when primary logo is unable to be applied.



CMYK
BAROSSA_SPECIAL_LOGO_POS_CMYK

SECONDARY LOGO - INTERNAL NEGATIVE

To be used where the positive logos legibility is compromised.



CMYK
BAROSSA_G&W_LOGO_NEG_CMYK



PMS
BAROSSA_FOOD_LOGO_NEG_CMYK



CMYK
BAROSSA_TOURISM_LOGO_NEG_CMYK



Example of Barossa 'special' logo being applied.

01. LOGO GUIDELINES

SECONDARY LOGOS AND CODES



EDITABLE LOGO

BGWA will manage all request in creating further secondary logos. There must be a strong business case for one to be produced. In no circumstances should a secondary logo be created without the approval of BGWA.



FONT

Canaro Book 13.5pt

[Buy font here](#)

Remember to Expand your logo once finalised! Select your whole logo> Object>Expand>Fill & Stroke

MANDATORIES

Tracking (letter spacing) will need to be adjusted depending on character count. 1pt white stroke can be added to populate negative space at the end and beginnings of the sub name. Please reference the existing secondary logos to make sure they all feel like a family.

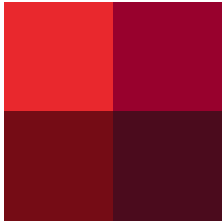
01. LOGO GUIDELINES

SOCIAL ICON



SOCIAL ICON

To be used in all social media avatars such as Facebook, Twitter and Instagram. No need for the full logo here as the name 'Barossa' will always sit next to the icon. 72% of people use smartphones to access social media (2016 Sensis report), so this scale must be our focus.



RGB
BAROSSA_SOCIAL_ICON_RGB



01. LOGO GUIDELINES

ISOLATION AREA AND MINIMUM SIZE



ISOLATION AREA

The isolation area is the space around the logo in which no other type, graphic and/or photographic elements must encroach. The isolation area assists to maintain the impact of the logo and ensures consistent reproduction.

The size of the isolation area is a distance of "X" ("X") being the height or width of one patchwork square, and must be consistent around the perimeter of the logo in all of its approved configurations.

This can be used to determine the isolation area for the logo at any size or in any composition.

Wherever possible, apply more space than the minimum specified here.



MINIMUM CLEARANCE = 1 X HEIGHT/WIDTH OF THE PATCHWORK SQUARE

MINIMUM SIZE

Minimum size standards have been developed to ensure that the logo is reproduced correctly at a small size. The minimum sizes for the logo are outlined below. Where possible, please reproduce the logo at a size larger than the minimum, especially where there may be issues with clarity or quality of reproduction. When providing logos to external parties, it is recommended you request a proof prior to publishing.

PRINT

32mm



DIGITAL

180px



01. LOGO GUIDELINES

CO-BRANDING



CO-BRANDING

Barossa Australia should always be the dominant logo where co-branding needs to occur. Barossa Australia should always sit first left and be larger or equal to the co-brand logo.

Barossa logo should always sit first left when co-branding occurs.

Barossa isolation area and minimum size should always be adhered to.



Co-Branding should not exceed width or height (whichever comes first) of Barossa logo.

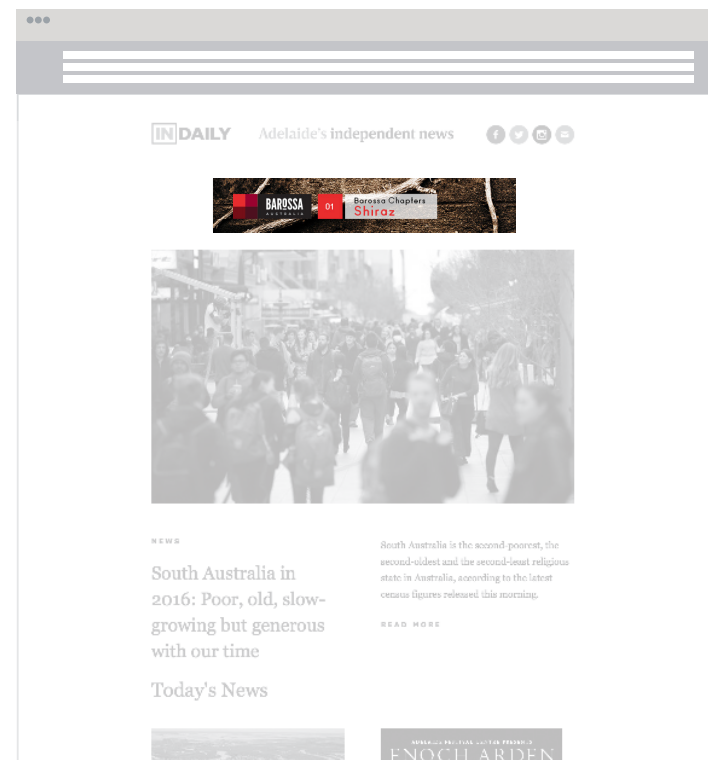
01. LOGO GUIDELINES

LOGO POSITION



LOGO POSITION

Barossa Australia should always sit in the baseplate of a design. As a general rule, bottom left is the preferred position. Bottom center alignment is also acceptable where there is plenty of white space.



01. LOGO GUIDELINES

INCORRECT USAGE



INCORRECT USAGE

Barossa logo should never be separated from its core element, the 'patchwork'. This was commonly done in the previous Barossa brand mark, which created a fractured visual language. The brand must be consistent and unified. A 'special' logo has been developed for glass etchings and single colour applications



BAROSSA
A U S T R A L I A

Only for special use

SHOW LEADERSHIP

BGWA understand that there will be a transition from the old brand to the new. There may be some existing material in existence, but advise any new material created should have the new brand applied. Over time the old brand will be phased out.



01. LOGO GUIDELINES

INCORRECT USAGE



INCORRECT USAGE

Barossa logo should not be distorted, rearranged or recoloured in any way. Please take care not to use the logo incorrectly. Incorrect use compromises the integrity and impact of the logo.



Distorted



Re-coloured



Rearranged



Additional typography or messages



Unauthorised tag lines



Box in the logo



Low contrast background



Non brand colours

COLOUR REFERENCES & BREAKDOWNS



This colour palette is designated to core corporate collateral such as stationery, website and branding material. They do not need to be applied to special events and campaigns. Designers have the freedom to add complementary accent colours when needed.

PMS: All colours are provided as Pantone® references and where possible should be reproduced using PMS specifications.

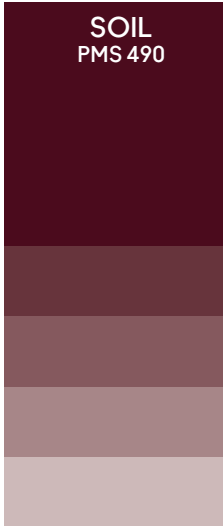
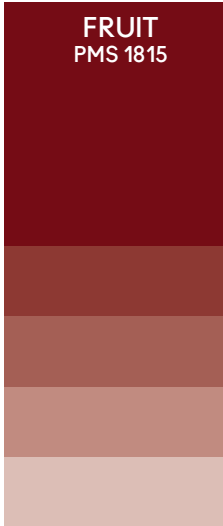
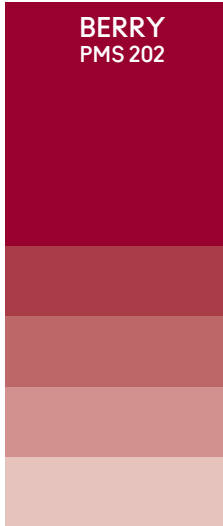
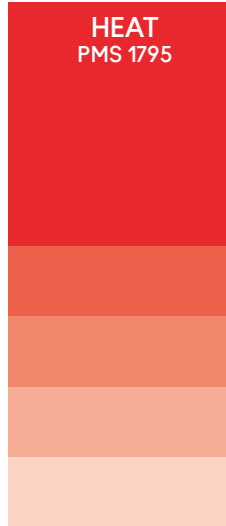
CMYK: When it is not possible to print a solid Pantone® colour, please check our recommended CMYK breakdown (Cyan, Magenta, Yellow and Black). Always use the percentage breakdowns specified here to achieve the closest match to Pantone® colours.

RGB: RGB values specify colours for screen and Internet display.

HEX: HEX colours are specified for online applications such as websites.

Colour accuracy and consistency are very important. Where possible, always use the colours specified here. Never substitute any of the colours. Care should be taken by way of pre-production samples to ensure colours marry back to the HEX codes and/or the Pantone® colour reference. Always ask printers and sign companies to match to the PMS values.

PRIMARY PALETTE

 BLACK PMS BLK C	 SOIL PMS 490	 FRUIT PMS 1815	 BERRY PMS 202	 HEAT PMS 1795
R0 G0 B0	R87 G24 B36	R112 G31 B37	R149 G6 B48	R205 G32 B44
C10 M10 Y10 K100	C29 M85 Y54 K72	C13 M96 Y81 K54	C0 M100 Y61 K43	C0 M96 Y90 K2
000000	571824	701f25	950630	cd202d

03. TYPOGRAPHY

DESIGN FONTS - PRIMARY & SECONDARY PURCHASE



A mix of Serif and San Serif fonts have been carefully selected to find a balance between traditional and contemporary. The combination is then distinctive to Barossa.

DESIGN FONTS

Barossa brand fonts are divided into primary and secondary. Ano is the primary font and Austin is the accent font. A rule of 80/20 application to primary and secondary fonts must be adhered to. They will be designated to core corporate collateral such as stationery, website and branding material. Other accent fonts are can be considered sparingly for special events and campaigns.

PRIMARY

ANO

Download and purchase:
<https://www.myfonts.com/fonts/alias/ano/>

Ano Half
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#%&*()_+<>:"
Ano Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#%&*()_+<>:"
Ano Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#%&*()_+<>:"
Ano Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#%&*()_+<>:"

SECONDARY

AUSTIN

Download and purchase:
<https://commercialtype.com/catalog/austin/austin>

Austin Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#%&*()_+<>:"
Austin Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#%&*()_+<>:"
Austin Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#%&*()_+<>:"

FONT APPLICATION RULE

80%
ANO
20%
AUSTIN

03. TYPOGRAPHY

DESIGN FONTS - SUBSTITUTE FREE



A mix of Serif and San Serif fonts have been carefully selected to find a balance between traditional and contemporary. The combination is then distinctive to Barossa.

DESIGN FONTS FREE

When the use of Ano and Austin fonts are unobtainable, Poppins and Playfair Display can be used as substitutes. These should only be considered as a last resort.

PRIMARY

POPPINS

Download free:
<https://fonts.google.com/specimen/Poppins>

Poppins Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-~!@#%&*()_+<>:"
Poppins Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-~!@#%&*()_+<>:"
Poppins Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-~!@#%&*()_+<>:"
Poppins Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-~!@#%&*()_+<>:"
Poppins Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-~!@#%&*()_+<>:"

SECONDARY

PLAYFAIR DISPLAY

Download free:
<https://fonts.google.com/specimen/Playfair+Display>

Playfair Display Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-~!@#%&*()_+<>:"
Playfair Display Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-~!@#%&*()_+<>:"
Playfair Display Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-~!@#%&*()_+<>:"

FONT APPLICATION RULE

80%
POPPINS

20%
PLAYFAIR DISPLAY

03. TYPOGRAPHY

INTERNAL WEBSAFE FONT



WEBSAFE FONT

Arial is the internal font that should be used for all Microsoft (Word, Powerpoint and Excel) documents and emails.

ARIAL

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-~!@#%&*()_+<>:"

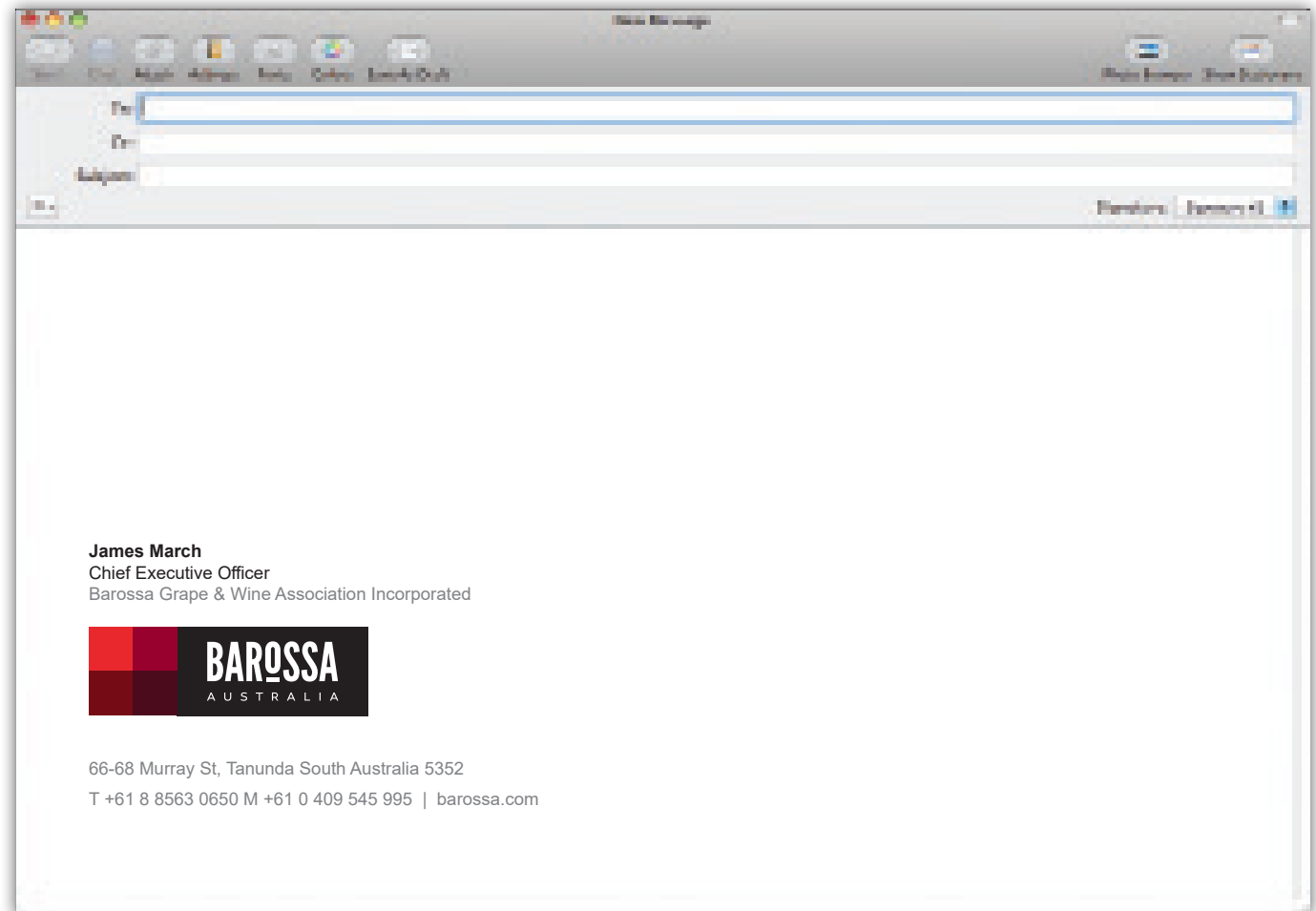
Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-~!@#%&*()_+<>:"

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
NOPQRSTUVWXYZ



04. STILL AND MOVING IMAGE

PHOTOGRAPHY



People image samples.



04. STILL AND MOVING IMAGE PHOTOGRAPHY



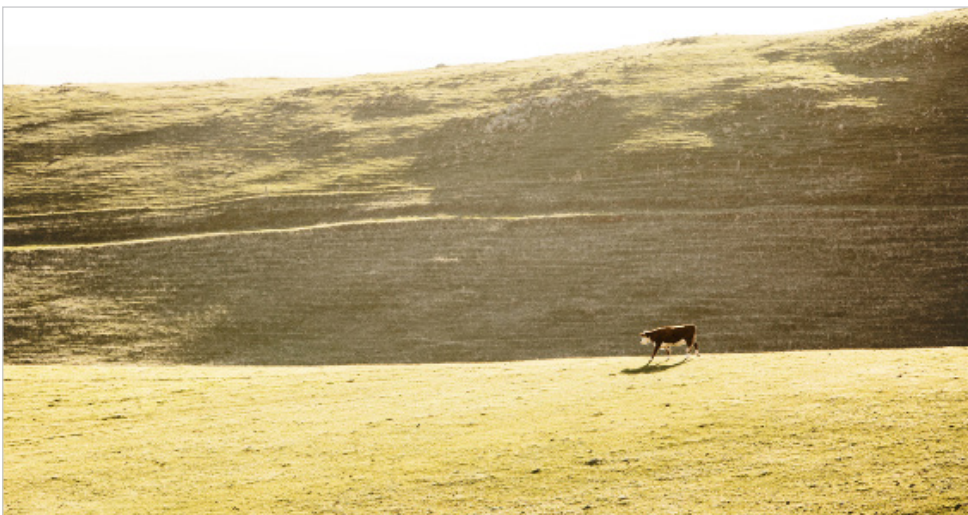
Still image samples.



04. STILL AND MOVING IMAGE PHOTOGRAPHY



Landscape image samples.

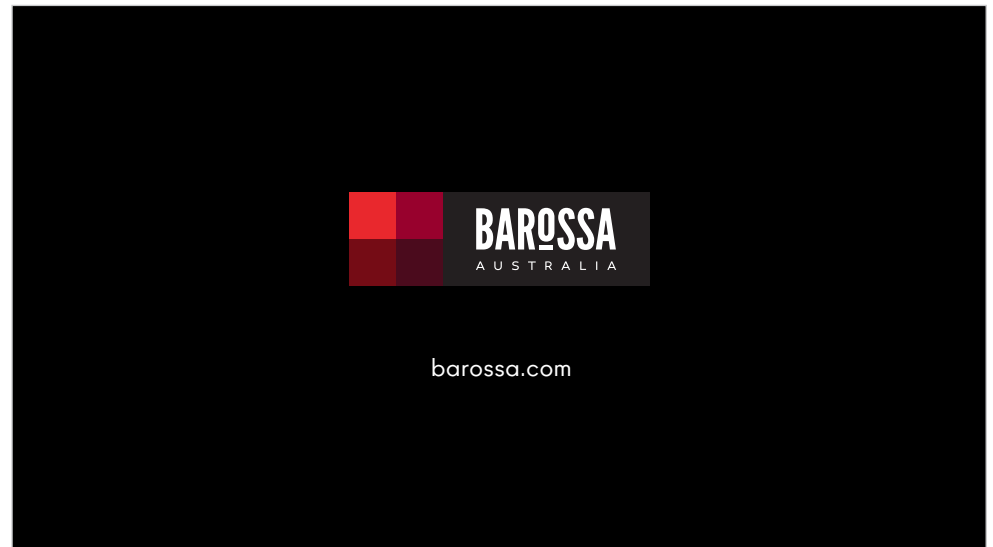
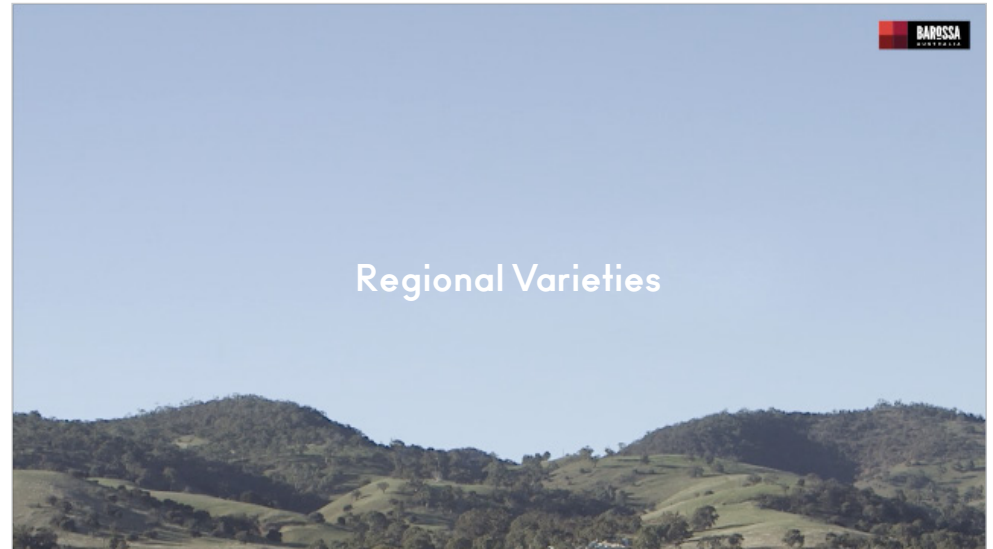


04. STILL AND MOVING IMAGE

VIDEO



Bookending video style



05. APPLICATION AND INSPIRATION

The following pages are designed to inspire creative photography styling and brand application.



05. APPLICATION AND INSPIRATION STATIONERY

BAROSSA BRAND GUIDELINES



05. APPLICATION AND INSPIRATION

VEHICLE LAMINATE



Use the print PMS or CMYK Artwork file for laminated sticker application. Use the size that will most clearly reproduce the Logo whilst always considering the isolation area.



05. APPLICATION AND INSPIRATION

MERCHANDISE

Merchandise should stay within the Barossa brand palette. Blacks and whites are also acceptable.



05. APPLICATION AND INSPIRATION

BOOKLET

BAROSSA BRAND GUIDELINES

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Selecting one hero image opposed to a collage of image is preferred. Plenty of clear space around the logo allows for good legibility and recognition.



05. APPLICATION AND INSPIRATION

DL BROCHURE

BAROSSA BRAND GUIDELINES

Selecting one hero image opposed to a collage of image is preferred. Plenty of clear space around the logo allows for good legibility and recognition.



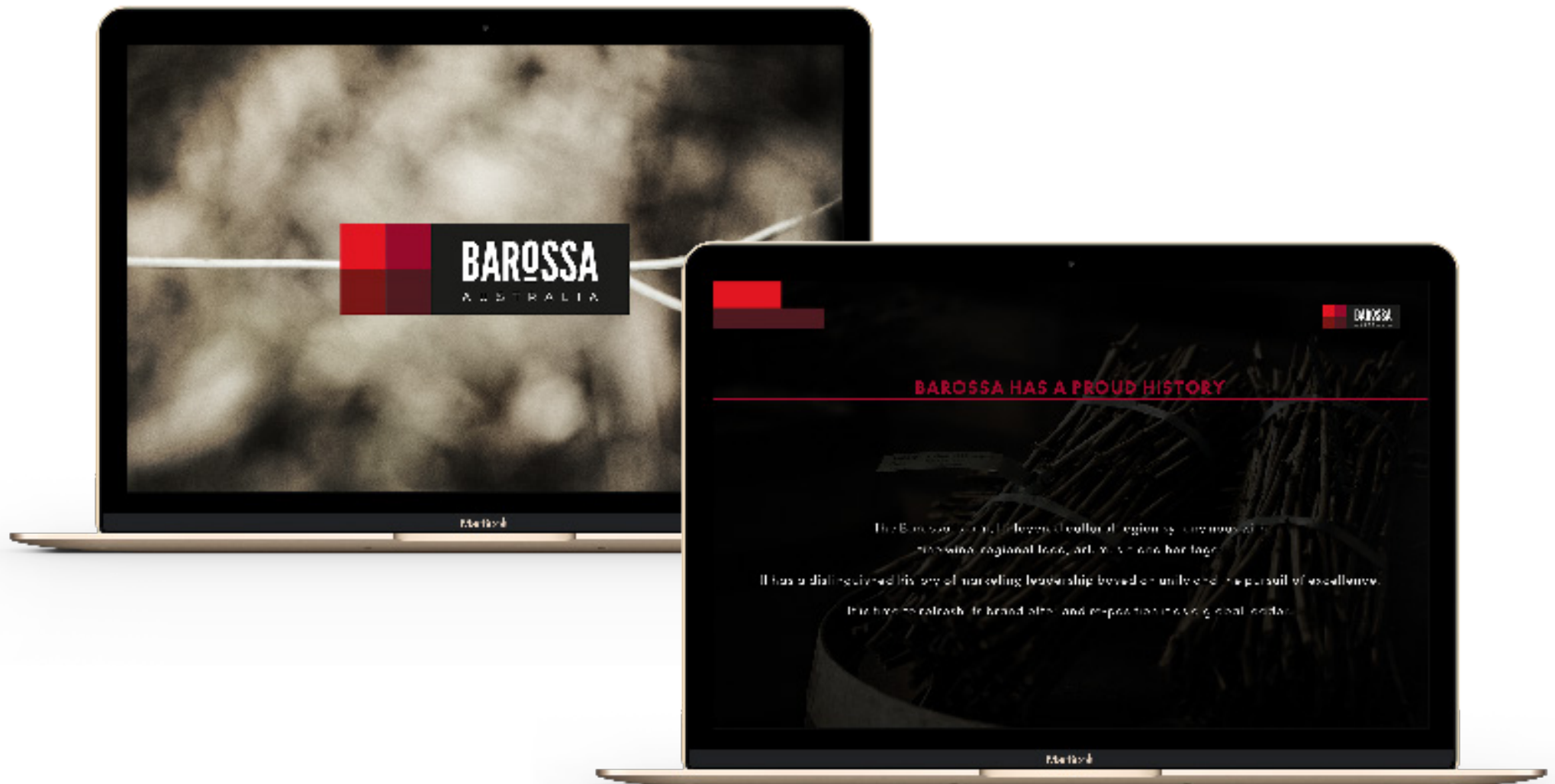
05. APPLICATION AND INSPIRATION

A5 BROCHURE



05. APPLICATION AND INSPIRATION

POWERPOINT





BRAND GUIDELINES
