

# CreateSA

## Brand Identity

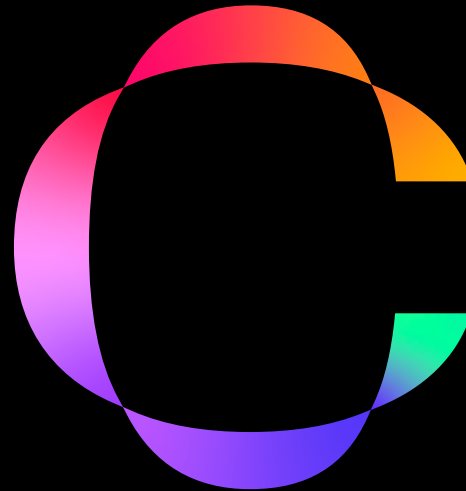
# 02

## CreateSA BRAND LOGO

The new CreateSA brand logo has been kept simple to be memorable, distinctive and relatable to the diverse group that make up the arts, cultural and creative industries.

The 'C' represents creativity in all its forms, with a palette of contemporary colours that reflect the creativity of the state and its vibrancy, while also recognising the First Nations people's place at the heart of it.

The 'C' shape itself appears as an intertwined ribbon, a treatment that represents creativity and community that lives within our State's DNA.



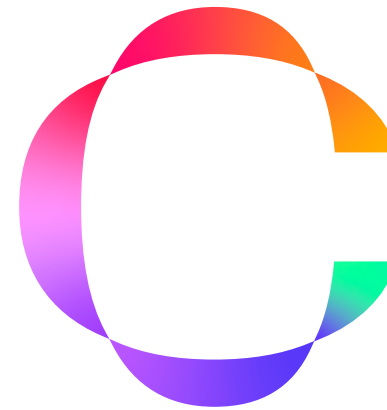
# CreateSA

## DISCLAIMER

The logo displayed on this page is for illustrative purposes only, and is used to highlight the creative direction. This logo should not be used or displayed without the GOSA logo as outlined over the following pages.



**Government  
of South Australia**



**CreateSA**

**PRIMARY - FULL COLOUR**



**PRIMARY - SOLID FULL COLOUR**



**HORIZONTAL - FULL COLOUR**



**HORIZONTAL - FULL COLOUR SOLID**



**PRIMARY - COLOUR**



**PRIMARY - COLOUR REVERSE**



**PRIMARY - SOLID COLOUR**



**HORIZONTAL - COLOUR**



**HORIZONTAL - COLOUR REVERSE**



**HORIZONTAL - COLOUR SOLID**



#### MONOCHROME



#### MONOCHROME - REVERSE



#### MONOCHROME - SOLID BLACK



#### MONOCHROME - SOLID WHITE



#### HORIZONTAL - MONOCHROME



#### HORIZONTAL - MONOCHROME REVERSE



#### HORIZONTAL - MONOCHROME SOLID BLACK



#### HORIZONTAL - MONOCHROME SOLID WHITE



# Usage Guidelines

The CreateSA logo MUST be locked up with the Government of South Australia (GOSA) logo as per the requirements of the GOSA Branding Guidelines (April 2024) as per the common branding policy and co-branding guidelines. The following requirements adhere to all co-branded applications as outlined in the Government of South Australia Branding Guidelines.

Both the GOSA and entity logos must be of equal visual weight with neither appearing dominant over the other. CreateSA should be placed to the right of the GOSA logo.

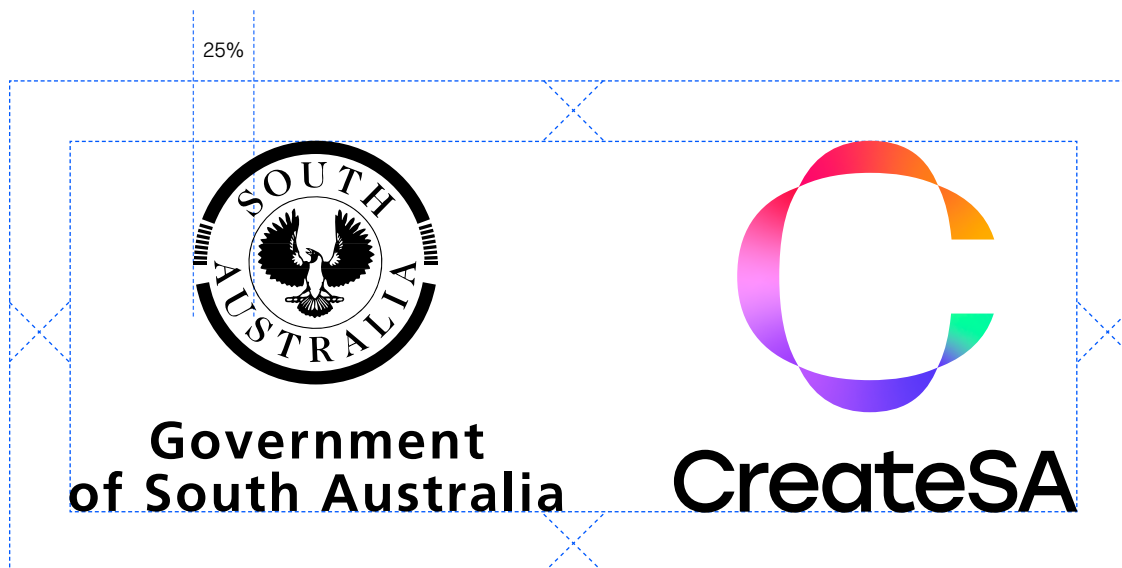
## CLEAR SPACE

To ensure brandmarks are given prominence and are clearly identifiable, a clear space, the width measuring 25% of the diameter of the GOSA roundel, must surround the logo on all sides.

The full colour version of the GOSA and CreateSA logo is the preferred option where possible. When legibility is an issue the GOSA logo may appear in single colour versions (mono) and the reverse white version.

CreateSA and GOSA cobranding will continue for the foreseeable future unless a GCAC approved full exemption request is provided. The process of this can be accessed in the Marketing Communications Guidelines. In this case these brand guidelines should be updated.

## PRIMARY - COLOUR



## PRIMARY - FULL COLOUR



## MINIMUM SIZE

Government of South Australia Brand Guidelines should always apply. The GOSA logo roundel should be no smaller than 10mm in diameter.

# Usage Guidelines

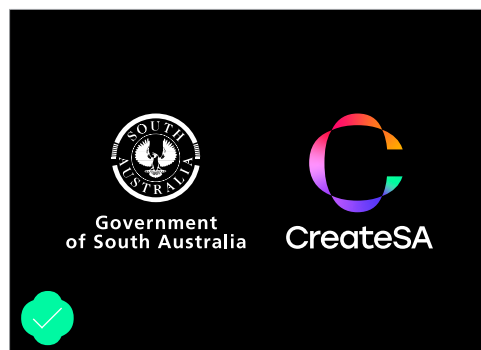
## PRIMARY BRAND LOGO WHAT TO DO

It is important that the brand logo is applied consistently across all communications.

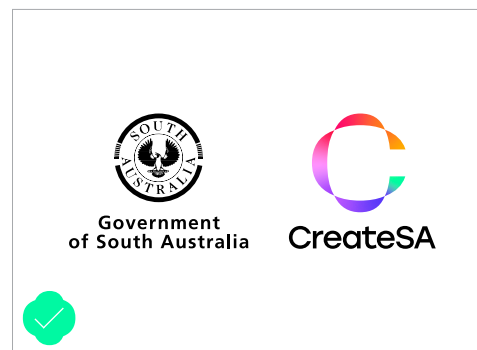
Please use these guidelines to ensure legibility is maintained.

Primary brand logo should always be the preferred choice. If it does not fit into the following guidelines, then the secondary or monochrome logos may be used. To ensure legibility the logo placement must pass the WCAG colour contrast "Non-text Contrast" specifications with a ratio of 3:1 against adjacent colours. A colour contrast analyser (available at <https://www.visionaustralia.org/business-consulting/digital-access/resources/colour-contrast-analyser>) tool should be used to ensure adequate contrast.

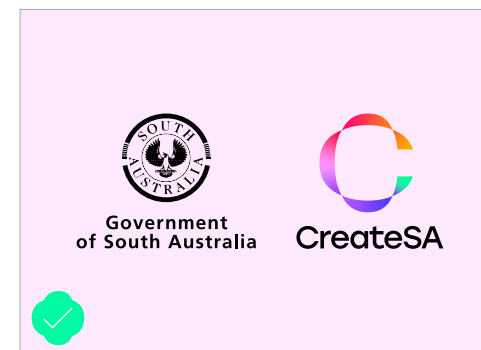
Do apply logo to black background.



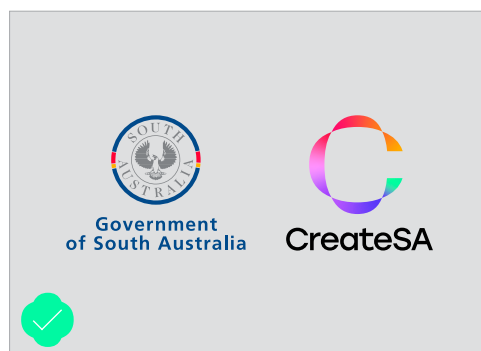
Do apply logo to white background.



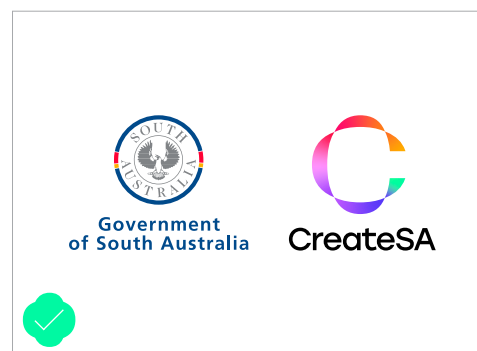
Do apply logo to tint backgrounds from colour palette.



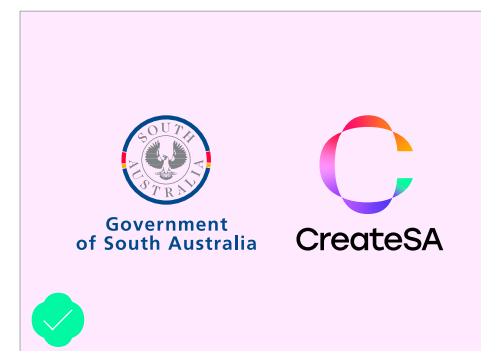
Do apply logo to grey background.



Do apply logo to white background.



Do apply logo to tint backgrounds from colour palette.





# Usage Guidelines

## PRIMARY BRAND LOGO WHAT NOT TO DO

The brand logo should not be redrawn, digitally manipulated or altered in any way. The logo should never be obscured, distorted, rotated or cropped.

Do not modify any colours within the brand logo to create contrast.

**Don't alter any colours in the brand logo.**



**Don't apply logo to core backgrounds from colour palette.**



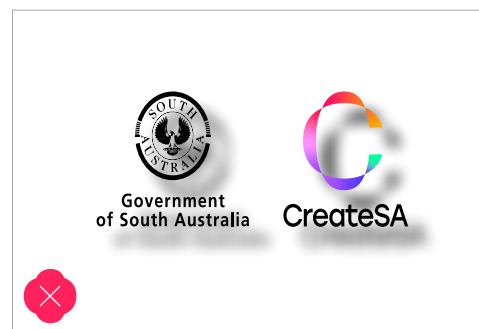
**Don't apply to a busy background. Logo must be legible.**



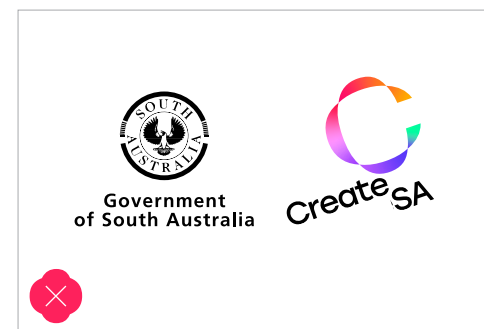
**Don't place image/pattern inside logo.  
Don't place logo on split background colours.**



**Don't skew, distort or alter logo.  
Don't apply drop shadows.**



**Don't reposition symbol 'C',  
logo text, or rotate logo.**



**Don't apply logo to gradient backgrounds.  
Logo must be legible.**



**Don't apply logo to interrupted textural backgrounds. Logo must be legible.**



**Don't apply logo to interrupted area in photographs. Logo must be legible.**



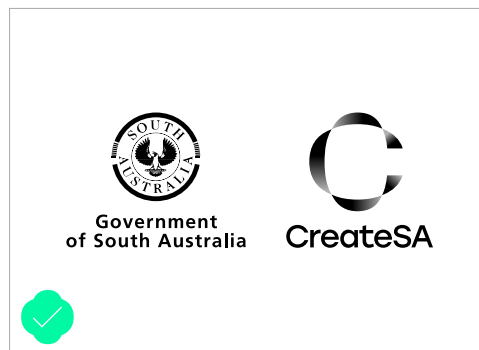
# Usage Guidelines

## MONOCHROME LOGO WHAT TO DO

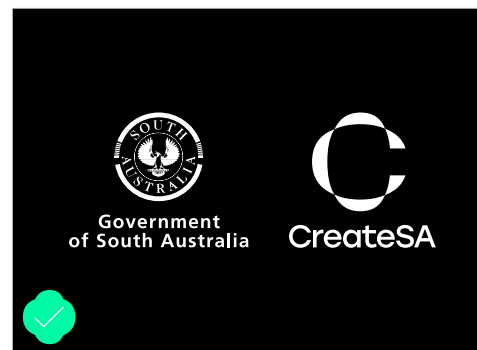
It is important that the monochrome logo is applied consistently across all communications.

Please use these guidelines to ensure legibility is maintained.

Do apply monochrome logo to white background.



Do apply monochrome solid reverse logo to black background.



Do apply monochrome logo to core colour background. Please ensure adequate colour contrast is used.



Do apply monochrome reverse logo to core colour background. Please ensure adequate colour contrast is used.



# Usage Guidelines

## MONOCHROME LOGO WHAT NOT TO DO

The monochrome logo should not be redrawn, digitally manipulated or altered in any way. The logo should never be obscured, distorted, rotated or cropped.

Do not modify any colours within the brand logo to create contrast.

**Don't alter any tints in the monochrome and monochrome reverse logo.**



**Don't combine monochrome and reverse.**



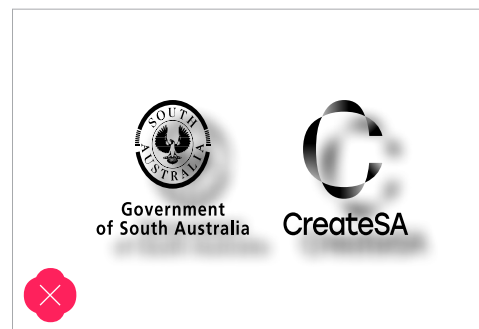
**Don't apply to a busy background. Logo must be legible.**



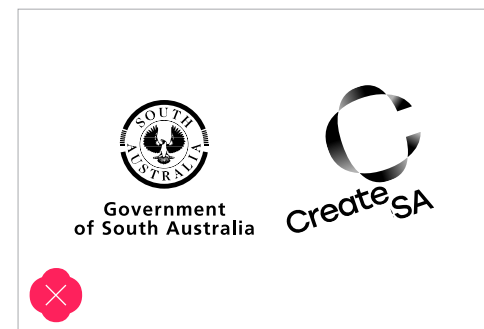
**Don't place image/pattern inside logo. Don't place logo on split background colours.**



**Don't skew, distort or alter logo. Don't apply drop shadows.**



**Don't reposition symbol 'C', logo text, or rotate logo.**



**Don't apply monochrome logo to gradient and tint backgrounds. Logo must be legible.**



**Don't apply monochrome reverse logo to interrupted area in photographs.**



**Don't apply monochrome reverse logo on light backgrounds. Logo must be legible.**

