STAND OUT FROM THE CROWD
The State Brand is the universal brandmark for South Australia. Every day, consumers are looking for ways to choose SA and by using the State Brand on your product or service, you can help them make that choice.

It helps you stand out from the competition and differentiates you from other brands. South Australia is home to some of the best brands in the world, and if the world knows where the best brands come from, that’s good for your business and our state.
Use the State Brand to open doors to greater economic prosperity for yourself and our state. We actively encourage any South Australian business, organisation or individual to get on board and use it.

The more people that use the State Brand, the faster we’ll draw recognition to South Australia, and position us on the global map.
GET CREATIVE

It’s your innovative, creative and industrious use of the brand that will bring the State Brand to life.

Be subtle and add our brandmark to your collateral, or get creative and couple our design elements with your existing branding.

See how other South Australian entities have incorporated the State Brand ➔
Add the brandmark to your branding:

Get creative and use some of the design elements:
RULES

You will need to show that you have a real relationship with South Australia.

Yes, there are rules - but they’re easy to apply. They cater for just about every possible situation. And we’ll be here to help.

All you’ve got to do is ask.
IT’S FREE
DOWNLOAD AND USE THE STATE BRAND TODAY.
THERE’S NO COST INVOLVED, IT’S FREE.
OUR DOOR IS ALWAYS OPEN

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