KiMBA

the destination brand book

- October 2023
- Version 1.2

Acknowledgment ←

Nina yoowa?

We acknowledge the Barngarla people as the Traditional Custodians of the land we call Kimba. We pay our respects to their Elders past, present, and emerging. We extend that respect to all Aboriginal and Torres Strait Islander peoples.

Ngarinyalboo nagoodoo Barngarla mirinya yoorari yarda malboo.

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KIMBA

01

Our Brand

1.1 Introduction
1.2 Shifting Perceptions
1.3 The Thing About Kimba
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1.6 Sector Value Propositions



Introduction ←

Kimba, the real deal
(and how to tell the world about it.)

Halfway to everything and right on the doorstep of anything's possible; Kimba's a great little town, with a great big attitude. We've got a lot going on and even more possibilities around the corner. But most of all, what we've got is a whole bunch of real.

And this book will help you share it with, the rest of Kimba, our future friends and neighbours, and anyone who wants a taste of real-life adventure.

Shifting Perceptions

This following page identifies any negative or outdated perceptions that outsiders may have about the Kimba and how the town can work to change those perceptions with the following. Here's some usage scenarios:

Usage Scenarios:

To develop marketing campaigns that address negative or outdated perceptions. For example, if the town is trying to change the perception that there's nothing to do, the marketing team could develop campaigns that highlight the town's plethora of activities, its historical attractions, and wild adventures.

To measure the effectiveness of marketing campaigns. The marketing team can use the shifting perceptions page to measure the effectiveness of its marketing campaigns. This could involve conducting surveys, interviews, and focus groups to see how people's perceptions of the town have changed.



Shifting
Perceptions ←

We spoke to the people of Kimba to find out what makes our little town special. Here's what they said...

"You'll feel right at home
Newbies, golden agers, visitors on the search for the real Australia – Kimba's got a great big welcome for everyone."

"We're on your side
We've got your back and we're happy to cheer you on, and muck in whenever you need a hand."

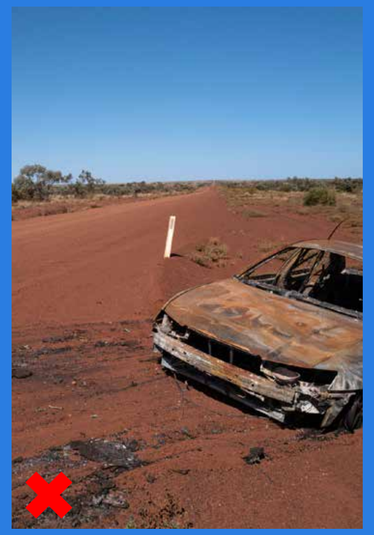
"Give-it-a-go attitude
Where others see obstacles, we see opportunities. And just because it's difficult, doesn't mean we won't have a crack at it."

"We're a creative bunch
Our town is a hotbed of creativity. From our murals and silo art, to Workshop26, there's no shortage of inspiration to be found here."

Wilderness on our doorstep
Wild, beautiful and unspoilt, Kimba's the perfect place to start any wilderness adventure."

This brand book is designed to help you bring these themes and more to life.

Less → *More*



Middle of nowhere



Empty rural town with nothing to do



They just have a Big Galah



Welcoming, kind, & supportive community



A place to grow & find opportunity



Vibrant creative quarter

There's Something About Kimba

The next section explores what else Kimba has to offer. It's aim is it give the reader a broader view of the community that makes this town so unique.



The Thing About Kimba

There's more to Kimba than meets the eye. Here's just a little taste of what else is in town.



Take a bottle of wine up to White Knob to watch the sunset and enjoy the Edward John Eyre sculptures by artists Roland Weight & Marcus Possingham along with 7 more installations along the Roora trail.



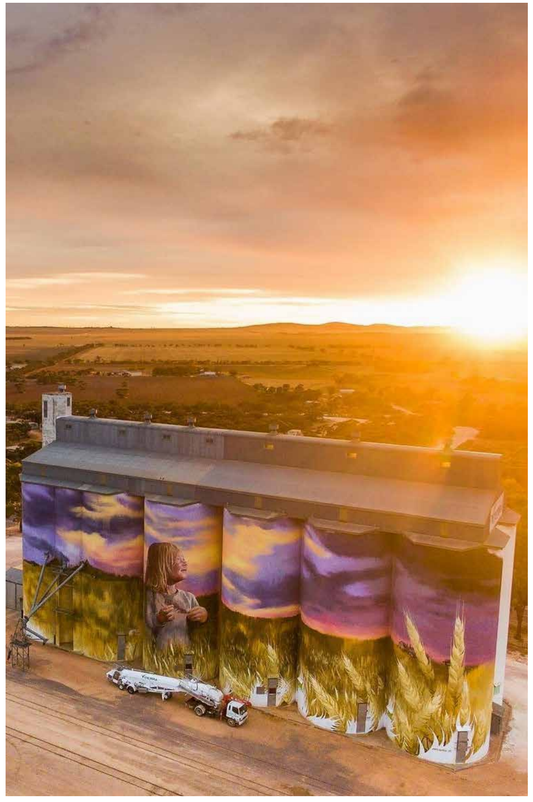
Calling all rugged explorers: this is the most adventurous gateway to the Gawler Ranges. We're talking about off-track roads and hundreds of kangaroos, emus and other wildlife in your rear view mirror. The park is famous for the magnificent Organ Pipes, formed over 1500 million years ago as a result of volcanic eruptions.



Kimba's Free Campsite is a budget-friendly, family option with all the amenities you need for a great road trip. We might even dare to say its one of the best in Australia.



Every March is Speed Week at Lake Gairdner. So if you're dying to see just how fast your car can go on a straight on the big white salt lake, here's your chance.



Our Silos Art is a true labor of love. Towering at 25 meters high and 60 meters wide, it's one of the worlds biggest canvas. It took artist Cam Scale 26 days and 200 litres of paint to complete.



'Our Town' is a community-led effort to keep Kimba's mental health and wellbeing on track with a vision to have an engaged, connected and resilient community that values all people equally.



We're a thriving sheep & wheat farming community with rich agricultural history. We're one of the major wheat producing areas in South Australia being at the forefront of dryland agriculture.



Nestled in the heart of the Eyre Peninsula, Workshop26 is our own little creative gem that celebrates local talent through art, workshops, and events.



Eyre based ecologists Katherine Moseby and John Read, have created a refuge at Secret Rocks bringing species back from the brink of extinction including numbats, Shark Bay Bandicoots, phascogales and a whole suite of marsipuals that haven't been seen on the Eyre Peninsula for 150 years.



Lake Gairdner is a salt lake known for its annual Speed Week event. It's also home to a variety of wildlife, including kangaroos, emus, and birds.



Kimba has the highest volunteer rate in Eyre and is "Australia's Friendliest Community and Best Remote Area to Live", according to a study by Bond University, Queensland.



Yeltana Show jumping Championships has become one of the premier events on the South Australian Show jumping circuit. Run by the Kimba Pony Club, the event sees many top quality competitors both locally and from across the state.



Whether it's footy or arts, we've got something for everyone here in Kimba with over 40 clubs and societies.

Brand Positioning



The brand position or brand idea defines how the brand wants to be perceived by its target audience. It should answer the question, “What makes our brand unique?”

The marketing team can use the brand positioning section to develop marketing campaigns that are consistent with the town's unique identity and the town's target audience.

The residents of Kimba can also use the brand positioning section to understand the town's unique identity and to be ambassadors for the town.

Brand
Positioning ←

Come feel what’s real

Welcome to Kimba, where real people, real dreams,
and real adventure come together.

Brand Positioning ←

Caring . Inspiring . Rugged

Come feel what’s real

A warm invitation to be part of something.
To experience emotions with all your senses.
The smell of the fresh air, the warmth of a good morning smile.

The things that ground us but have been forgotten:
Human connections. Tranquil nature. Balanced life. Opportunity.
A place to be yourself and be accepted as you are.

Our Manifesto



On the next page lies our manifesto. It is a written statement that declares the brand's values and positioning. It is a way for the brand to communicate its unique identity and purpose to its audience.

Usage Scenarios:

A manifesto can help the marketing team to develop campaigns that are consistent with the brand's values and that resonate with the brand's target audience.

It can also help the creative team to create materials that are consistent with the brand's values and that are visually appealing and memorable.

Our Manifesto ←

Real.
It’s hard to define. And these days, even harder to find.
But we reckon we’ve got a ton of it:
Real people, bursting with big-hearted community spirit.
Real have-a-go, roll-your-sleeves-up grit and guts.
Real big dreamers and ‘let’s-make-it-happeners’.
Real big skies and endless, open spaces.
Real opportunity and adventure.
Real freedom to be you – whatever you want to be.
So, if you think ‘real’ doesn’t exist anymore,
you just haven’t been to Kimba yet.

Kimba – Come feel what’s real

Sector Value Propositions

The following section defines the unique value proposition that Kimba offers to different sectors, such as businesses, tourists, and residents.

Usage Scenarios:

These unique selling points can help Kimba attract businesses and investment. By understanding the needs of businesses, the town can create business-friendly messaging that will attract new businesses and investment.

They can also help Kimba market the town to tourists. Through understanding the needs of tourists, the town can create marketing campaigns that will appeal to tourists and encourage them to visit.

Sector Value Propositions

Tourism

Live out your Wild Adventure

As the eastern gateway to the Gawler Ranges, Kimba is a nature lover's dream-come-true. Big skies, mountains, salt flats, lakes, wildlife - we've got the lot.

There's a different pace and rhythm here. You can feel it in the air and see it on the faces of the people who call it home.

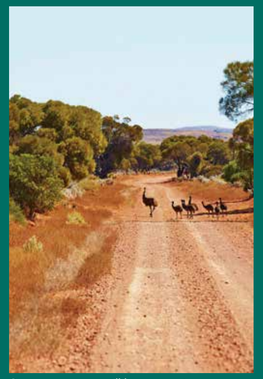
Just an hour and a bit to the coast and minutes into the outback, Kimba is real living, and the start of your real-life adventure.

Proof points

- Award-winning free campsite
- Secret Rocks, Lake Gilles & Whites Knob Lookout
- The adventurous eastern gateway to the Gawler Ranges
- A refuel/stop over point on the way to Lake Gairdner
- Hotspot for twitchers, hikers and outdoor lovers
- Halfway across Australia, surrounded by nature



Lake Gairdner



So many emus you'll loose count



The threatened Yellow Footed Rock Wallaby



Gawler Ranges





Blue-Breasted fairy wren



Our award winning free campsite

Sector Value Propositions

Business

Logistical Heart of Eyre

Right on National Highway One, and with direct connections to Port Augusta, Whyalla, and Port Lincoln, Kimba's halfway to everywhere.

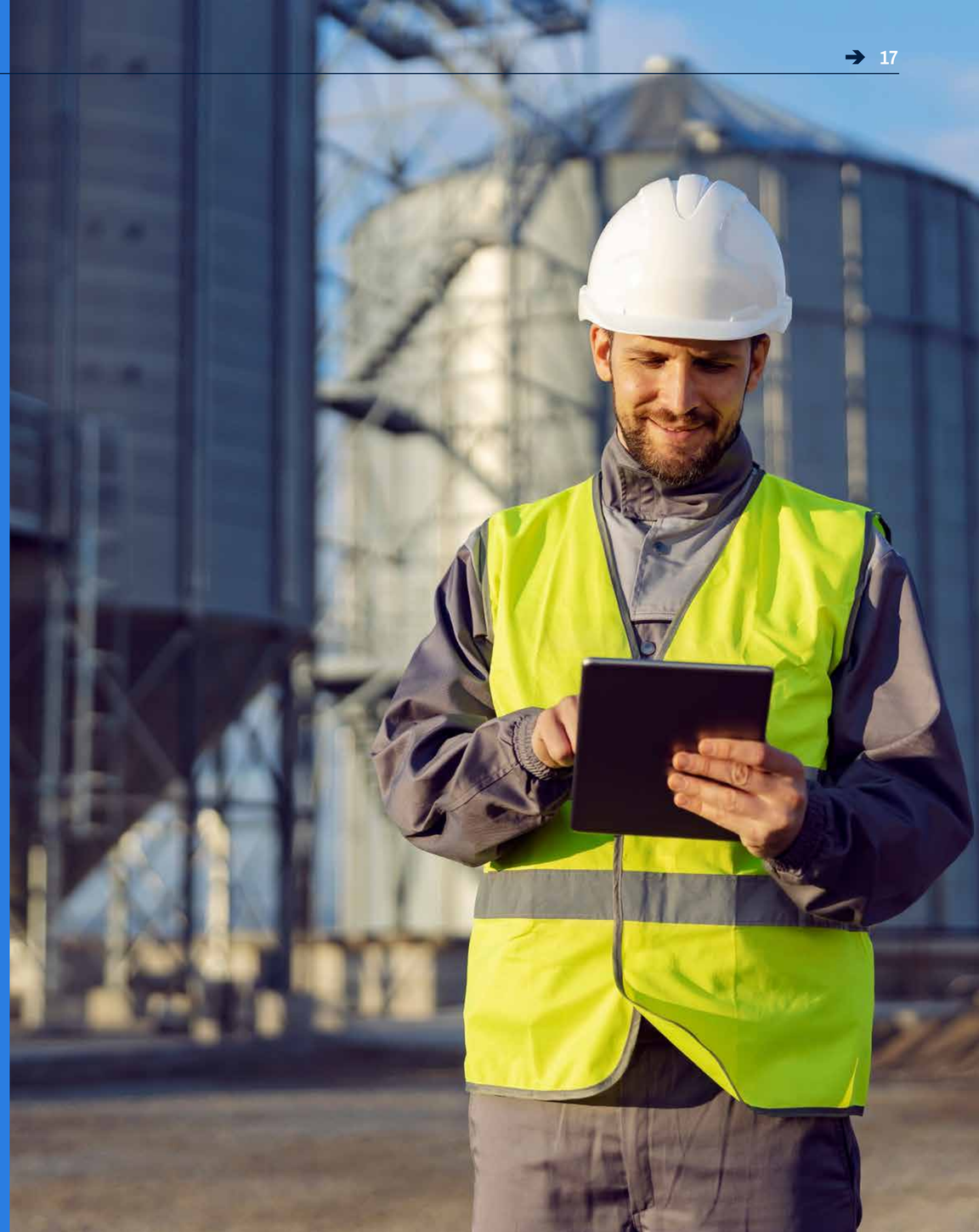
We're at the logistical heart of Eyre Peninsula's $14B development plan and its future-forward ideas for renewable energy, seaweed farming, and space exploration.

This is a town of big dreams and progressive ideas; a great place for new ventures and growing businesses that need more space, and more oomph.

With our entrepreneurial spirit and a huge captive market on tap, Kimba's fired up for growth – and we invite you to grow with us.

Proof points

- Central location within Eyre Peninsula and South Australia
- New T-Ports grain collection site
- Space and land for business growth
- Strategically positioned to service transport
- Small business grant and support programs available



Sector Value Propositions

Agriculture

Where Ag Innovation Starts

Kimba has an incredible agricultural history, but we're anything but stuck in the past. A well-known outreach centre for research, and South Australia's Agricultural Town of the Year 2021; the future of farming starts right here.

So if you're a farmer, researcher, student, or industry rep with an eye on tomorrow, we'd love to meet you – today.

Proof points

- Key link in South Australia's grain belt
- Home of Buckleboo Farm Improvement Group (BFIG)
- South Australia's Agricultural Town of the Year 2021
- Proactive wind farming and water retention schemes
- Birthplace of the Woolford prickle chain
- HQ of Lienert Engineering, creating innovative farming solutions



Sector Value Propositions

Arts

The Eyre's Hidden Gem of Creativity

Kimba isn't any old small town, it's a great big canvas, where art adds life to every day living. Inspiration, beauty, creativity; it's in our blood, in the landscape, in our history and in our people.

If you need proof, check out Kimba's silo art, street murals, sculpture trail and creative quarter, with its melting pot of dreamers and makers.

And while you're at it, why not come dream and make with us (don't forget your paintbrush).

Proof points

- Workshop26 Creative Quarter
- Biennial Art Prize and exhibition
- Silo art by Cam Scale
- Roora Reserve Sculpture Trail
- Town murals and mosaic
- Edward John Eyre sculptures



Silo art by Cam Scale



Roora Reserve Sculpture Trail



Workshop26 Creative Quarter



Biennial Art Prize and exhibition

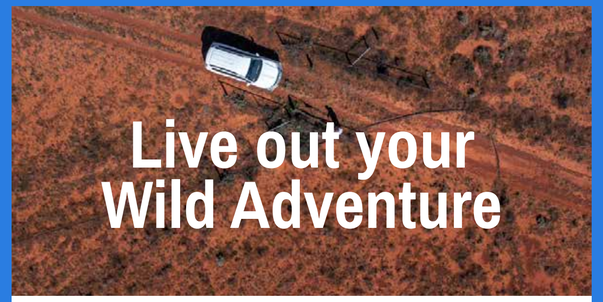


Town murals and mosaic



Edward John Eyre sculptures

Sector Value Propositions Summary



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- Award-winning free campsite
- Access point to Secret Rocks, Lake Gilles & Whites Knob Lookout
- The adventurous eastern gateway to the Gawler Ranges
- Hotspot for twitchers, hikers and outdoor lovers
- Halfway across Australia, surrounded by nature
- A refuel/stop over point on the way to Lake Gairdner



Logistical Heart of Eyre

Right on National Highway One, and with direct connections to Port Augusta, Whyalla, and Port Lincoln, Kimba's halfway to everywhere.

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- Central location within Eyre Peninsula and South Australia
- New T-Ports grain collection site
- Space, land, and room for business growth
- Strategically positioned to service transport
- Small business grant and support programs available



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- Workshop26 creative quarter
- Biennial art prize and exhibition
- Silo art by Cam Scale
- Roora Reserve sculpture trails
- Town murals and mosaics
- Edward John Eyre sculptures
- Kimba Town Tourist Walk

KIMBA

02

Our Audience

2.1 Audience Segments & Messages



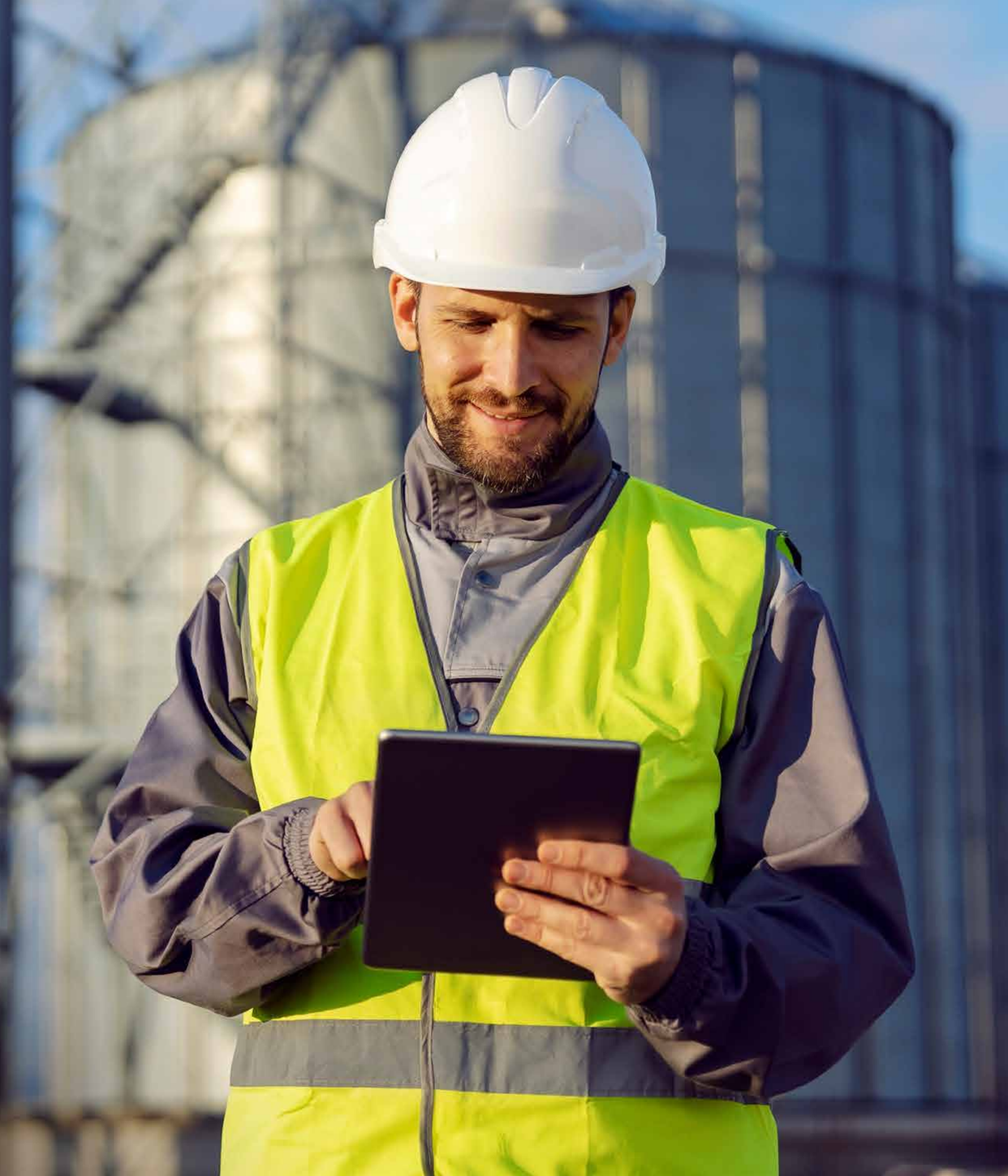
Audience Segments & Messages

This next chapter defines the different audience segments that Kimba should target, as well as the messages that will resonate with each segment.

Usage Scenarios:

Marketing teams can use these segments and messages to understand the needs and interests of each audience segment, and then create messages that are more likely to resonate with them.

It could also help Kimba develop services that meet the needs of its residents and visitors. By understanding what people are looking for in a small town, the town can create businesses and attractions that will attract and retain residents and visitors.



Audience Segments

Residents

	Motivated Business Starters	Home Seekers	Skilled Workforce
			
Definition *(Who we're targeting)*	• **SME Start-ups** and **Sole Traders** looking for an affordable place to launch their business, with space to grow, business support, and easy access to the rest of the Eyre. • **Tourism operators** looking to tap into adventure-based tourism, at the foot of the Gawler Ranges.	• **Families and Ex-Residents** looking for a safe, values-based place to raise children. Typically relocating from larger towns or cities, seeking a change of pace and lifestyle. A primary goal is to fulfill their Australian dream of owning a house. • **Retirees** seeking a safe, affordable place to retire, with enviable small-town living.	• **Skilled Professionals** and **Tradespeople** looking for a captive market with wide business opportunities. • **Doctors & nurses, Child & Aged care workers** looking to rebalance work and life.
Triggers *(Values & Motivations)*	• Financial backing • Skilled workers • Professional support and training • Co-working Spaces and Incubators • Good internet	• Safe place to raise a family • Family-friendly activities and recreation • Accessible childcare and medical services • Good school & education choices • Complete community services & amenities	• Safe place to raise a family • Family-friendly activities and recreation • Accessible childcare and medical services • Good school & education choices • Complete community services & amenities
Barriers *(Pain points to overcome)*	• Perceived remoteness • Slow internet • Limited workforce • Image issue—"Why are you based in Kimba?"	• Perceived remoteness • No childcare or stable medical services • Lack of recreation outside of sports • Lack of more diverse arts & culture offerings • Lack of housing	• For medical workers: lack of confidentiality • Perceived remoteness • Lack of recreation outside of sports • Lack of more diverse arts & culture offerings • Limited childcare & medical services
Value proposition *(Our key message)*	**Start your business in the logistical heart of the Eyre, with easy access and affordable room to grow—all without sacrificing lifestyle for opportunity.**	**Find belonging and raise your family in the natural expanse of Australia's Friendliest Town, where a proud volunteering tradition breeds future leaders.**	**Rebalance work with life and feel truly valued and appreciated, in a town where job opportunities are near guaranteed and everything on the Eyre is close by.**
Supporting messages *(What we offer)*	• Business support grant & programs • Business-friendly council, with innovative, can-do spirit • Affordable physical land, space, and shop fronts • Wide business catchment area of rural towns • Strategic location to major centres • Growing tourism numbers to the Eyre • $14B in Eyre development plans	• Australia's Friendliest Town • Safe, close, caring, welcoming community • A place where volunteerism breeds future leaders • Raise kids in nature, not concrete • Innovative social services (eg. Our Town) • Find community with multiple service clubs • Central access to beach, outback, mountains, & towns • Numerous businesses for a small town • Myriad of sporting options	• True, uncompromised work life balance • Be truly valued, appreciated, and welcomed • Don't just work—find a lifestyle • Build beyond and attract a regional customer base • Live & work in a safe community • If you're skilled you'll find work

Audience Segments ←

Tourists



Gentle Adventurers

Definition *(Who we're targeting)*

- **Grey nomads** are looking for a relaxed travel experience, preferring to explore and discover at their own pace.
- **Couples or families** who seek flexible, convenient, and budget friendly travel, creating their own itinerary for a comfortable and adventurous journey.

Triggers *(Values & Motivations)*

- Relaxed travel experience
- Ability to travel at your own pace
- Budget friendly travel for families
- Comfortable accommodation options

Barriers *(Pain points to overcome)*

- Perceived remoteness
- Slow internet
- Perceived lack of things to do
- Weather can be extreme, with hot summers and cold winters

Value proposition *(Our key message)*

Complete your Eyre experience with a visit to its Outback heart, where Australia's friendliest Town and the Eyre's hidden gem of the arts awaits.

Supporting messages *(What we offer)*

- Grey Nomads volunteering program
- Secret Rocks
- Workshop26
- Free camping area
- Free town Wifi
- Free large children's playground



Rugged Explorers

Thrill seekers and adventurers who actively seek to surpass their comfort zones and engage in adventurous activities. They're drawn to off-track and off-route journeys, valuing the freedom to chart their own path and deviate from conventional routes.

- Go off-the-beaten-path in a remote town
- Variety of adventurous activities, such as 4WDing
- Freedom to explore at your own pace
- Unique wilderness experiences to see

- Perceived remoteness
- Lack of variety for amenities
- Weather can be extreme, with hot summers and cold winters
- Lack of adventure programs

Visit Kimba and live our your wild adventure with easy access to the ruggedly majestic Gawler Ranges, Mt. Ive, and Lake Gairdner.

- The rugged, adventurous Eastern Gateway to the Gawler Ranges
- Biking in the ranges
- Base camp/re-supply stop for Lake Gairdner & Mt. Ive
- Speed Week at Lake Gairdner



Culture Seekers

Individuals and **couples** who have a **deep appreciation** for **diverse cultures** and actively seek out experiences that allow them to immerse themselves in different traditions, arts, history, and customs.

- Home to a thriving arts scene
- Rich town history
- Opportunities to connect to the land

- Perceived remoteness
- Lack of variety for amenities
- Perceived lack of things to do
- Weather can be extreme, with hot summers and cold winters

From epic silo art to intimate local crafts, discover a rural gem of the arts, in a town where creativity blossoms and makers and artisans unite.

- Kimba Art Prize & Exhibition
- Annual Workshop26 market
- Workshop26 soap making & pottery lessons
- Arts & Heritage Trail

2.3 *Our Audience*

Brand Overview



Brand Idea
The idea we stand for

Come feel what's real

Core insight
The town truth & universal need we speak to

Kimba still acts with the values of community, opportunity, mateship and resilience, that help ground you back to what's real in life.

Value Proposition
Defining the town's distinctiveness

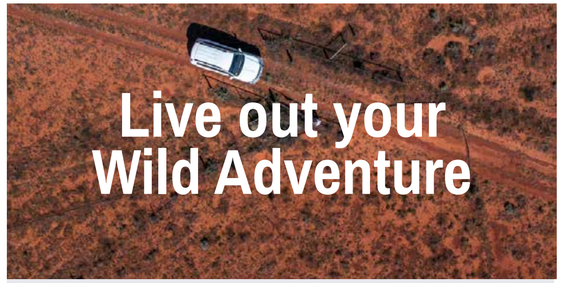
Welcome to Kimba, where real people, real dreams, and real adventure come together.

Core Voice
How we sound

A Down-to-Earth Dreamer

Sector Value Propositions
USPs by segment

Tourism



From the Gawler Ranges to the serenity of Lake Gilles, adventures await in the majestic natural wilderness.

Business



Find room to grow at the logistical heart of the Eyre, with central access to both transport and market.

Agriculture



Research, test, and farm at an innovative wheatbelt town crowned Agricultural Town of the Year.

Arts



Where the art paints the town's canvas, discover a hidden gem of creativity inspired by its landscape, heritage & people.

Target Audience Segments
Key talk points & USPs

Residents



Start your business in the logistical heart of the Eyre, with easy access and affordable room to grow—all without sacrificing lifestyle for opportunity.



Find belonging and raise your family in the natural expanse of Australia's Friendliest Town, where a proud volunteering tradition breeds future leaders.



Rebalance work with life and feel truly valued and appreciated, in a town where job opportunities are near guaranteed and everything on the Eyre is close by.

Tourists



Complete your Eyre experience with a visit to its Outback heart, where Australia's friendliest Town and the Eyre's hidden gem of art awaits.



Visit Kimba—your basecamp for adventure—with easy access to the ruggedly majestic Gawler Ranges, Mt. Ive, and Lake Gairdner.



From epic silo art to intimate local crafts, discover a rural gem of the arts, in a town where creativity blossoms and makers and artisans unite.

KIMBA

03

Tone of Voice

3.1 Our Voice
3.2 Our Voice Principles
3.3 Tone of Voice Examples
3.4 Key Messaging
3.5 Tool Kit of Expressions



Our Voice

Our tone of voice defines the style of Kimba's communication. It's purpose is to ensure that our communication is consistent and effective.

Our Voice ←

A Down-to-Earth Dreamer

You know that person who never gives up,
even when they're staring the impossible in the face?

Who doesn't take life too seriously,
but is determined to make a difference?

Never shows off about their achievements,
but doesn't need an excuse to celebrate them?

Who, when things get tough, they've
always, always, always got your back?

That's exactly what Kimba sounds like.

Our Voice Principals

The next few pages showcase a set of voice principles, which are a set of tactics to make sure we write our language the right way.

Usage Scenarios:

The marketing team is creating a new campaign and wants to make sure that the messaging is consistent with the brand's voice. The voice principle page can provide guidance on word choice, sentence structure, and tone, and help the team create a campaign that resonates with the target audience.

A new employee is being onboarded and needs to learn about the brand's voice. The voice principle page can help them understand the tone and style of writing that the brand uses, and how they should communicate in a way that is consistent with the brand.



Our Voice
Principals ←

HOW we say it that sets us apart

Humble, but proud of who we are. Practical, but brimming with creativity. Down-to-earth, but bullish about the future.

TACTICS to write our language the right way.

When you're speaking as our brand, use these four voice principles as a measuring stick:

- We Keep it Real
- Cup Half Full
- Simple's Best
- A Touch of Wit

Our Voice
Principals ←

We Keep it Real

We tell it like it is. No sugar coating. We're honest, unpretentious & down-to-earth - relatable and believable.

• Be direct and straightforward. Avoid exaggerated claims, over-the-top language and unsubstantiated superlatives.

• Use conversational language that connects with our audiences – words and expressions they can easily get to grips with.

Examples

"If you think the granite of the Gawler Ranges is tough, wait 'til you meet Kimba Tigers' Half Forward."

"Want to put down roots? Come help us plant 350,000 new trees."

"Wanted: people with nerves of steel, hearts of gold, heads full of ideas and feet firmly on the ground."

Our Voice
Principals ←

Simple’s Best

We don’t overcomplicate things. We keep it clear and get to the point, and our writing is just as long as it needs to be, to get our message across.

• Avoid jargon, complex terminology and unnecessary waffle.

• Use simple sentence structures and bite-sized chunks of information.

• Express ideas confidently, with strong, decisive language.

Examples

“What we lack in size, we make up for with heart.”

“Kimba’s campsite – freedom that’s actually free.”

“We wanted to show you a picture of Michelle, but she went off to help out at the Golf Club fundraiser.”

Our Voice
Principals ←

A Touch of Wit

We love a laugh and we're not afraid to poke fun at ourselves. We're not perfect, and we're happy to admit it – that's what makes us so damn lovable.

• Use a sprinkle of light-hearted, self-deprecating humour. Own up to our imperfections with a little playful self-criticism.

• Tell relatable anecdotes that put a smile on people's faces, but don't oversell a joke or squeeze one in where it isn't needed.

Examples

"Kimba; where a sense of humour gets you even further than a 4x4."

"Entrepreneurial spirit tastes even better washed down with an ice-cold beer at The Gateway."

"The friendliest town in Australia wants to say hello (then invite you in for a cuppa and a never ending pack of Tim Tams)."

Using Tone of Voice

The next few pages offer a guideline on how you should use the tone of voice throughout different contexts. This can help employees and other stakeholders understand Kimba's tone of voice and how it should be communicated in different channels.

Usage Scenarios:

Someone new joins the marketing department and they need to understand how to write some copy for Kimba's website.

Kimba Council is working with a copywriter for a Press Release and they need the copywriter to sound on brand with the Kimba voice.



Our Voice
Principals

While our brand voice doesn't change, it needs to adjust to different channels & audiences.

Use these general frameworks to help you understand how to dial up the different traits for different messages. There are no hard and fast rules though. It's up to you decide what works best for your audience & message.

Press Release Example

Kimba Council lands $20k grant to attract GP

Thanks to a $20,000 grant from the South Australian Government, Kimba is already one step closer to bringing a permanent GP to town.

The grant will be used to develop a campaign telling Doctors what this great little town has to offer.

"We're thrilled to have secured the grant," said Mayor, Dean Johnson. "It's a big deal for the town, and any GP who joins us is sure to get the warmest Kimba welcome."



Our Voice
Principals

While our brand voice doesn't change, it needs to adjust to different channels & audiences.

Use these general frameworks to help you understand how to dial up the different traits for different messages. There are no hard and fast rules though. It's up to you decide what works best for your audience & message.

Social Media Posts

Post 1

Snappers, twitchers and adventurers:
Lose yourself at Lake Gilles, with its salt flats, mallee shrub-land, dunes and hills. It's just a short drive from Kimba, so pack a picnic, go off-grid and re-connect with nature. Say hello to bandicoots, numbats, emus, pygmy possum – and your soul.

#RealLifeAdventure #Kimba #EyrePenninsula #SouthAustralia

Post 2

The woman, the legend, the coffee…

Meet Michelle, owner of Eileen's Café, who serves up coffee almost as addictive as her smile. Pop by any time, weekdays 9.30-4.30, for great homemade grub and the best cup of Java this side of, err… Java.

And if you hang around long enough, she might even tell you why Michelle's café is called 'Eileen's'.

#RealLifeAdventure #Kimba #EyrePenninsula #SouthAustralia



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Industry Newsletter

What could you do with a $10k community grant?

The FRRR's latest 'Small and Vital' funding stream is now open. If you've got a brilliant idea for a grassroots, community initiative, this could be your chance to make it fly.

There's $millions up for grabs and Kimba, with its size and location, fits the bill like a glove. So, if your project directly benefits our local community, you're in with a really good shot.

Application deadline: 31 August 2023, 5pm VIC time (AEST) Winners announced: late November 2023

Get the details here.



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Tourism Magazine

We're big on art

Feast your eyes on Kimba's silo art, by Melbourne-based artist, Cam Scale. Scale by name, scale by nature, this beauty comes in at 60m wide and 25m high, making it one of the biggest canvases in the world.

Commissioned by the Kimba Community Development Group, through the Juddy Roller street art network, it took 26 backbreaking days and a whopping 200 litres of paint to finish.

It's part of the 'Igniting Kimba' arts program, and we couldn't be more proud of Nelly, our sunset-soaked girl in a Kimba wheat field. If you're as big on art as we are, come see her all lit-up with solar power, from the park and view platform on Railway Terrace*.

*For safety's sake, please don't go through the barriers on to Viterra's property.



Our Voice
Principals

While our brand voice doesn't change, it needs to adjust to different channels & audiences.

Use these general frameworks to help you understand how to dial up the different traits for different messages. There are no hard and fast rules though. It's up to you decide what works best for your audience & message.

Website – Invest in Kimba section

Make it big in Kimba

Halfway to everywhere, Kimba is tucked away in the middle of South Australia's Eyre Peninsula. Right on National Highway One, we're about 5hrs from Adelaide, 3hrs from Ceduna and less than 2hrs from Port Augusta.

Small in stature, yet big in outlook, Kimba packs a business punch. Our GRP comes in at $77.7 million and we're right at the heart of Eyre's $14B development plan. Not bad for a population of 1,000!

We're famous for agriculture (Kimba was named South Australia's Agricultural Town of the Year 2021), but with creativity and innovation in our genes, there are loads of other opportunities here too.

This is the kind of place that dreams big – and has what it takes to make those dreams come true.



Key Messaging

The key messages on the new few pages can be used in your own communications, or as thought starters to develop your own copy. They have been designed to be used individually or collectively.

Usage Scenarios:

In a social media post, you could use one of the key messages as a call to action to encourage people to learn more about Kimba.

In a campaign video, one of the key messages can be highlighted through voice-over and visuals that help viewers grasp the message.

In a press release, you could highlight one of the key messages to summarise the main point of your announcement.

Key Messaging ←

Heard one of these tired myths before? Here's how to right our narrative.

Any content we create should include at least one of these positive messages to help people understand the true Kimba experience.

✖ ***Kimba's in the middle of nowhere***

➔ ***Kimba's halfway to everywhere***

Strategically positioned at the centre of the Eyre Peninsula, with direct connections to Whyalla, Adelaide & Perth. Lucky Bay's a short hop away and we're just a couple of skips to the Gawler Ranges & Lake Gillies.



✖ ***Kimba's just a small town***

➔ ***Kimba's small in stature, yet big in outlook***

Kimba knows how to get things done. Sitting proudly on National Highway One, we're right at the heart of Eyre's $14B development plan. And with a host of council-supported Small Business Grant and Support programs, there's opportunities galore.



✖ ***Kimba's stuck in the past***

➔ ***Kimba's a town of big dreams and progressive ideas.***

Winner of 'Agricultural Town of the Year' and home of Workshop26 Creative Quarter, innovation's in our blood. In fact, you could say we've been shaping the future since the day we got here.

✖ ***Kimba doesn't have much to offer***

➔ ***Big skies, mountains, salt lakes, wildlife – we've got the lot.***

As the eastern gateway to the Gawler Ranges, Kimba is a nature lover's dream-come-true. And as if that wasn't enough, we've got forty-something clubs and societies, a thriving arts community, and even our own creative quarter.

Key Messaging ➔

Heard one of these tired myths before? Here's how to right our narrative.

Any content we create should include at least one of these positive messages to help people understand the true Kimba experience.

✖ ***There's not much to do in Kimba***

➔ ***Up for an adventure?***

Kimba's got mountains and sculpture trails, wildlife and speed racing, free camping and a 24-foot Galah that marks the halfway point across Australia. Then there's tennis, cricket, yoga, pilates, football, swimming, basketball, show jumping, golf…



✖ ***There aren't enough resources in Kimba to support businesses***

➔ ***Kimba's built on big dreams and hard work.***

Centrally located on the Eyre Peninsula, we've got all the space you need for your business to grow. And with Kimba Council's Small Business Grant and Support programs, we'll make sure your ideas have the best possible shot at success.

✖ ***Kimba's too isolated to attract businesses***

➔ ***Kimba is at the logistical heart of the Eyre***

With a $14B development plan and its future-forward ideas for energy, farming and space exploration. With our go-getting spirit and a huge captive market on tap, we're fired up for growth – and we want you to grow with us.



✖ ***There are no jobs in small towns***

➔ ***Kimba is a land of opportunity***

Just a couple of hours from Whyalla and five hours from Adelaide, Kimba's at the logistical heart of Eyre's $14B development plan. If there was ever a land of opportunity, this is it. So, if you've got the dream and the skills to go with it, together we can make it happen.

✖ ***It's too isolated for anyone***

➔ ***Kimba has a unique buzz***

Even though we're tucked away from the hustle and bustle of the city, Kimba is still only a couple of hours from Port Augusta, Whyalla, and Port Lincoln. This is a great little town with its own unique buzz. The sort of place where someone's always got your back. Not just a town, but our town – and it could be your town too.

Toolkit of Expressions

The following pages hold a collection of phrases and sentences that can be used to communicate Kimba's different messages to the different target audiences. These expressions are designed to be used in a variety of different contexts, such as marketing materials, advertising campaigns, and social media posts.

Usage Scenarios:

In email marketing, you could use the expressions in email subject lines or email body copy.

In print advertising, you could use the expressions in print ads, such as magazine ads or newspaper ads.

In a PR, you could use the expressions in press releases, or media kits.



Toolkit of
Expressions ←

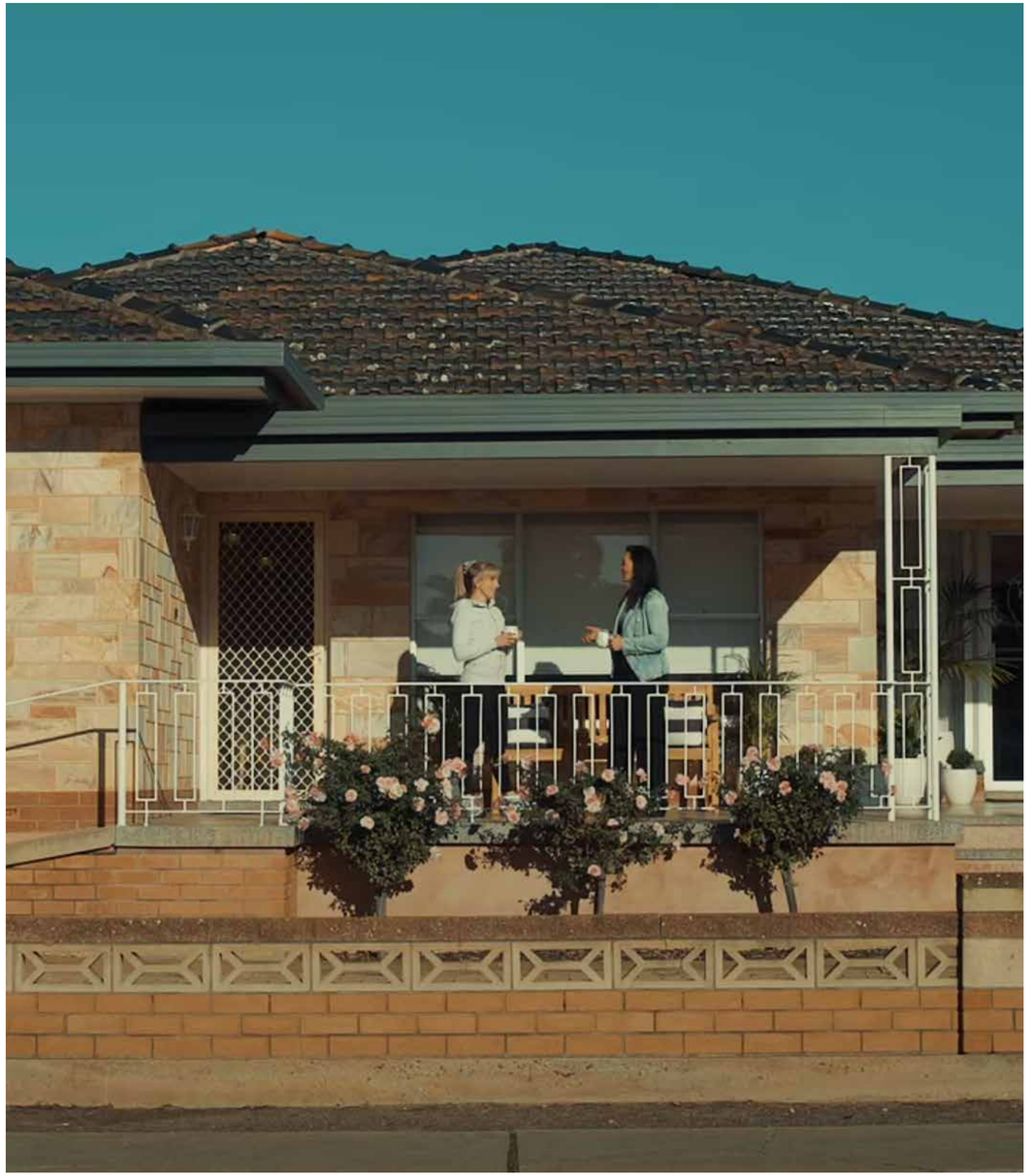
Resident

“What’s that behind you? Oh, just another mate who’s got your back.”

When we say, “make yourself at home”, we mean, “put the kettle on.

“You don’t just live here; you belong here.”

“Halfway to everywhere, with everything you need.”



Toolkit of
Expressions ←

Tourism

“The little town with a massive smile.”

“Switch off. Unwind. Kimba.”

“Everything that’s great about Australia – squeezed into one great little town. ”

“It’s a little slice of Australia you never even knew existed.”

“Life in the fast lane? You’ll find it in Kimba (for one week a year, at the end of March).”

“Hiking, camping, climbing, mountain biking, fishing… and you thought there was nothing to do in Kimba.”



Toolkit of
Expressions ←

Business

“We don’t just welcome dreamers, we cheer them on.”

“You know what your business idea needs? A bit more Kimba.”

“Don’t just imagine it; build it, grow it and live it.”

“It’s easier to succeed when you’ve got a whole town (and an 8 metre galah) behind you.”

“The small town with big ambitions.”

“We’re a growing region, and we’d love you to grow with us.”



Toolkit of
Expressions ←

Art

“If you’ve got big ideas, we’ve got the canvas to paint them on.”

“Kimba. The place that gives your inner artist the chance to come outside.”

“A splash of creativity goes a lot further when it has space to breathe.”

“What better place to make beautiful things, than in a place that’s already full of beauty.”

“The small town with big ambitions.”

“You’d be amazed what you can make in Kimba. Candles, soaps, furniture, jewellery, a life…”



KIMBA

4.0

Bringing the brand to life



4.1 Brand Toolkit
4.2 Digital
4.3 Merchandise
4.4 Signage & Posters

KIMBA



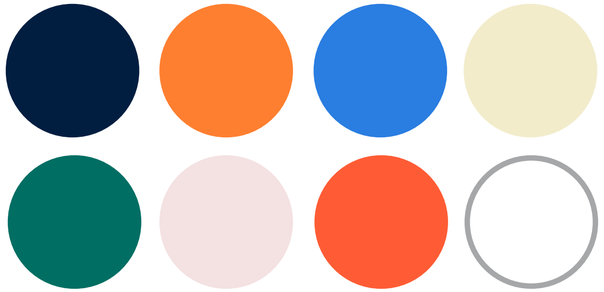
➔ **4.1** *Bringing our Brand to Life*

Brand Toolkit

Overview

KiMBA
a community to shout about

COLOUR PALETTE
Taken from the natural landscapes of Kimba & dialled up



LORIMER 2 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?

Archivo Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?



BRAND ICONOGRAPHY
Introducing arrows as windows to the world of Kimba.

As well as a way to direct and lead around the key areas to be.



TOV
using the I am - to link back to Kimba, begs the question of - are you Kimba?





PHOTOGRAPHY
Is Instagram worthy moments, has a point of focus, plays to human curiosity





Kimba ←
Brandmark

The Kimba brandmark talks to everyone being part of Kimba and making it what it is. I'm Kimba, I'm part of a community to shout about.

KiMBA

a community to shout about

Brandmark Colours

Our brandmark comes alive when we add some colour. We just use colour on the I'M and only when the logos used on a dark background.














KiMBA

Colour Palette

NIGHT SKY
PMS 282
C 100 **M** 90 **Y** 13 **K** 68
R 4 **G** 30 **B** 66

MALLEE GREEN
PMS 562
C 85 **M** 12 **Y** 53 **K** 36
R 0 **G** 111 **B** 98

PALE PINK
PMS 9280
C 4 **M** 15 **Y** 9 **K** 0
R 244 **G** 225 **B** 226

ORANGE
PMS 1575
C 0 **M** 51 **Y** 77 **K** 0
R 255 **G** 127 **B** 50

BURNING SUN
PMS 171
C 0 **M** 61 **Y** 72 **K** 0
R 255 **G** 92 **B** 57

LIGHT WHEAT
PMS 9140
C 7 **M** 5 **Y** 26 **K** 0
R 242 **G** 236 **B** 203

VIVID BLUE
PMS 2727
C 70 **M** 47 **Y** 0 **K** 0
R 48 **G** 127 **B** 226

WHITE

Typography ←

HEADLINES

LORIMER 2 BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?

DOWNLOAD HERE: https://fonts.adobe.com/fonts/lorimer-no-2

SUPPORTING COPY & BODY COPY

Archivo Narrow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?

DOWNLOAD HERE: https://fonts.google.com/specimen/Archivo+Narrow

BODY COPY

Archivo Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?

BODY COPY EMPHASIS

Archivo Narrow Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?

Photography Examples

Be it people, or place, our photography is 'of the moment'. It captures pockets of Kimba, from the viewpoints not seen in traditional tourist literature, it talks to the real, authentic moments you can experience either as part of the community, as a business based here, or a simple traveler through the town















Landscape Photography Examples

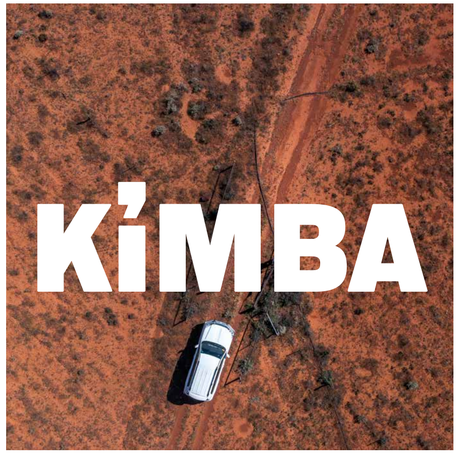
Beyond those moments, we have textural snapshots of the earth, the landscape, close up details, that can be built into graphic assets. These generic shots are particularly useful if we don't have a specific shot for an application but want to evoke a feeling of Kimba.



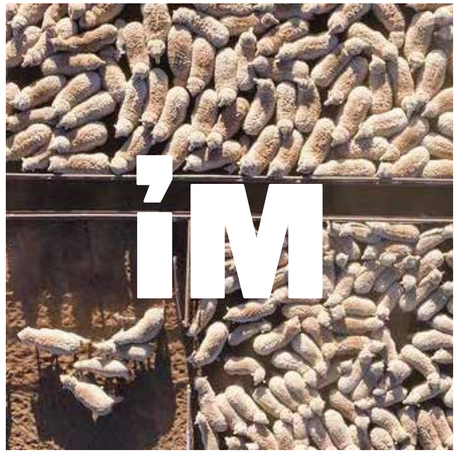
















Typography
Examples ←



→ creative
connected ←
→ innovative
authentic ←
KiMBA

Typography
Examples ←



→ a problem solver
an entrepreneur ←
→ focused
a change maker ←

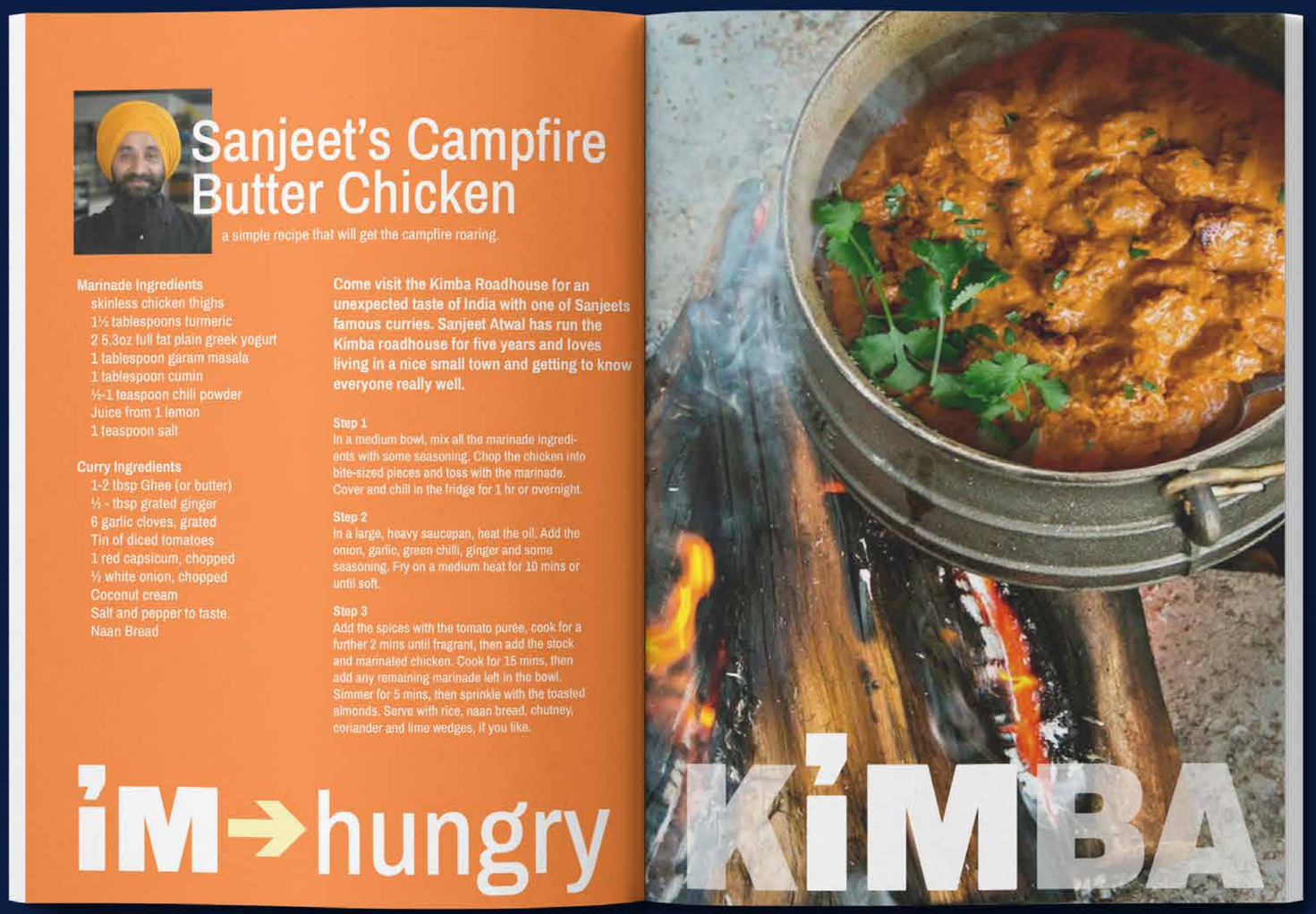
KiMBA

Business Cards ←



Magazine Spread ←

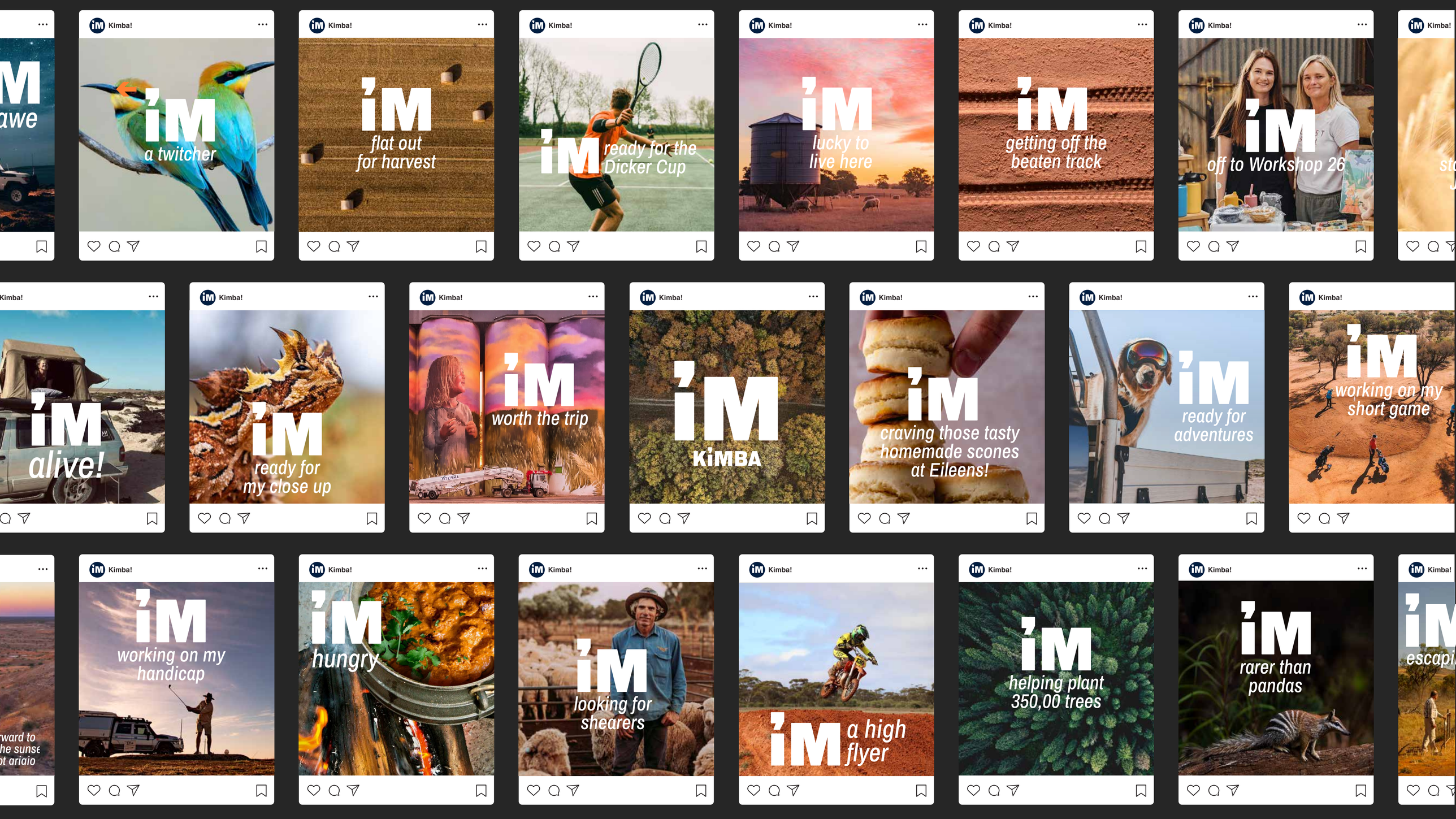
We hero our local businesses, champion their stories and give them a platform to share their tips & recommendations with visitors





4.2 Bringing our Brand to Life

Digital


Kimba!
iM
a twitcher
Kimba!
iM
flat out
for harvest
Kimba!
iM
ready for the
Dicker Cup
Kimba!
iM
lucky to
live here
Kimba!
iM
getting off the
beaten track
Kimba!
iM
off to Workshop 26
Kimba!
iM
alive!
Kimba!
iM
ready for
my close up
Kimba!
iM
worth the trip
Kimba!
iM
KiMBA
Kimba!
iM
craving those tasty
homemade scones
at Eileens!
Kimba!
iM
ready for
adventures
Kimba!
iM
working on my
short game
Kimba!
iM
working on my
handicap
Kimba!
iM
hungry
Kimba!
iM
looking for
shearers
Kimba!
iM
a high
flyer
Kimba!
iM
helping plant
350,00 trees
Kimba!
iM
rarer than
pandas

Web
Examples





KIMBA

4.3 Bringing our Brand to Life

Merchandise

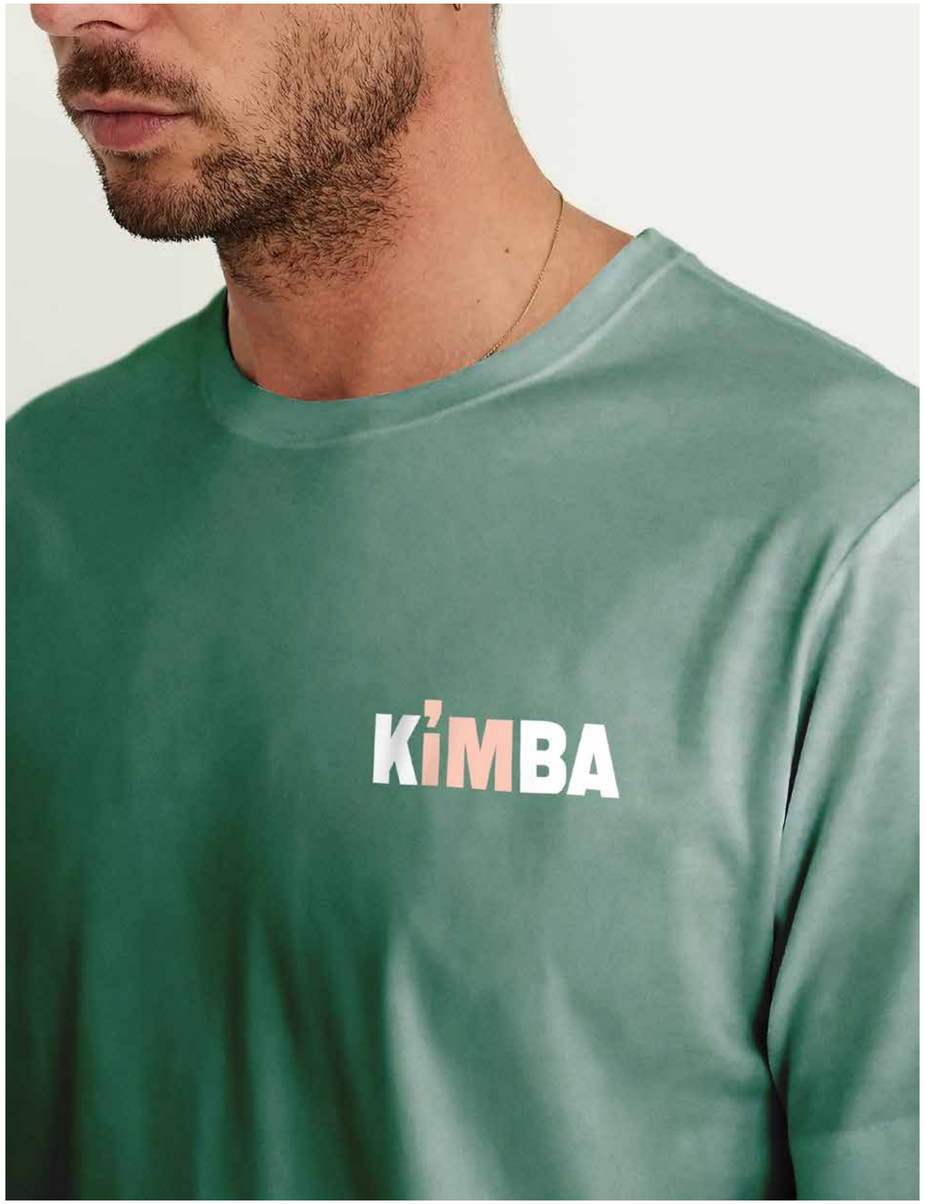
Branded Merchandise

Invest in quality branded merchandise as it becomes an advert for the Kimba brand at every campsite nomads visit.



Branded Merchandise

Invest in quality branded merchandise as it becomes an advert for the Kimba brand at every tourists visit.





Signage & Posters

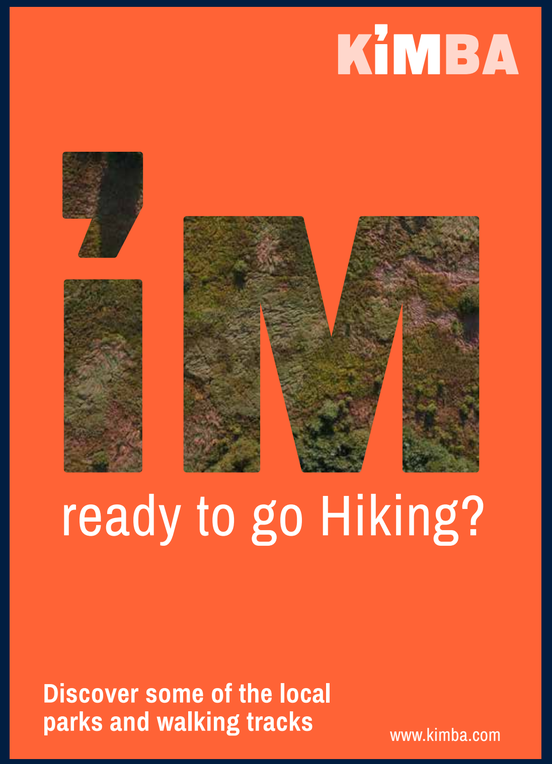


Welcome Sign

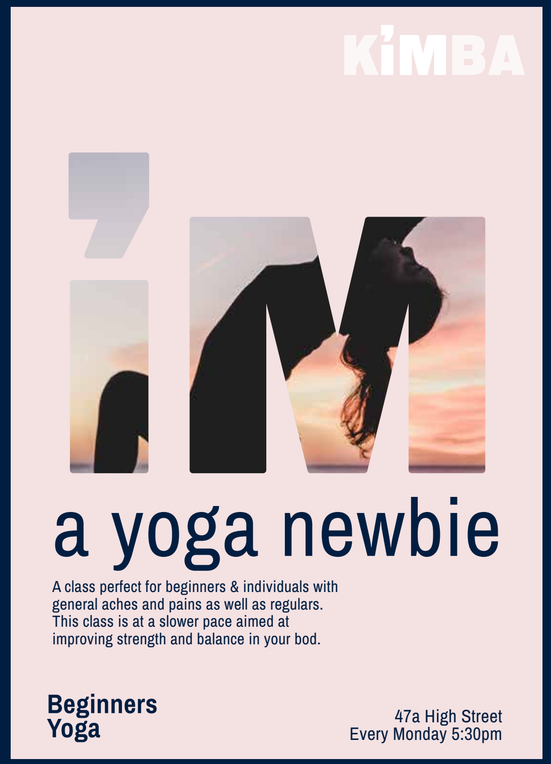
Road signage needs to be bold & simple so motorists can read from a distance.



Community Posters









Mural ←



Landmark Signage

Eye catching signage with bold, simple graphics to help direct tourists. If there's room you can tell a story about the attraction like an outdoor art gallery.



Empty Shop Signage

We turn a negative into a positive. Empty shop windows become a billboard for opportunity to inspire passers by.



Town Banners

The town banners are a great way to inform visitors to our attractions & events. Add details on how to get there or the date of an event so tourists can find their way without asking someone else.











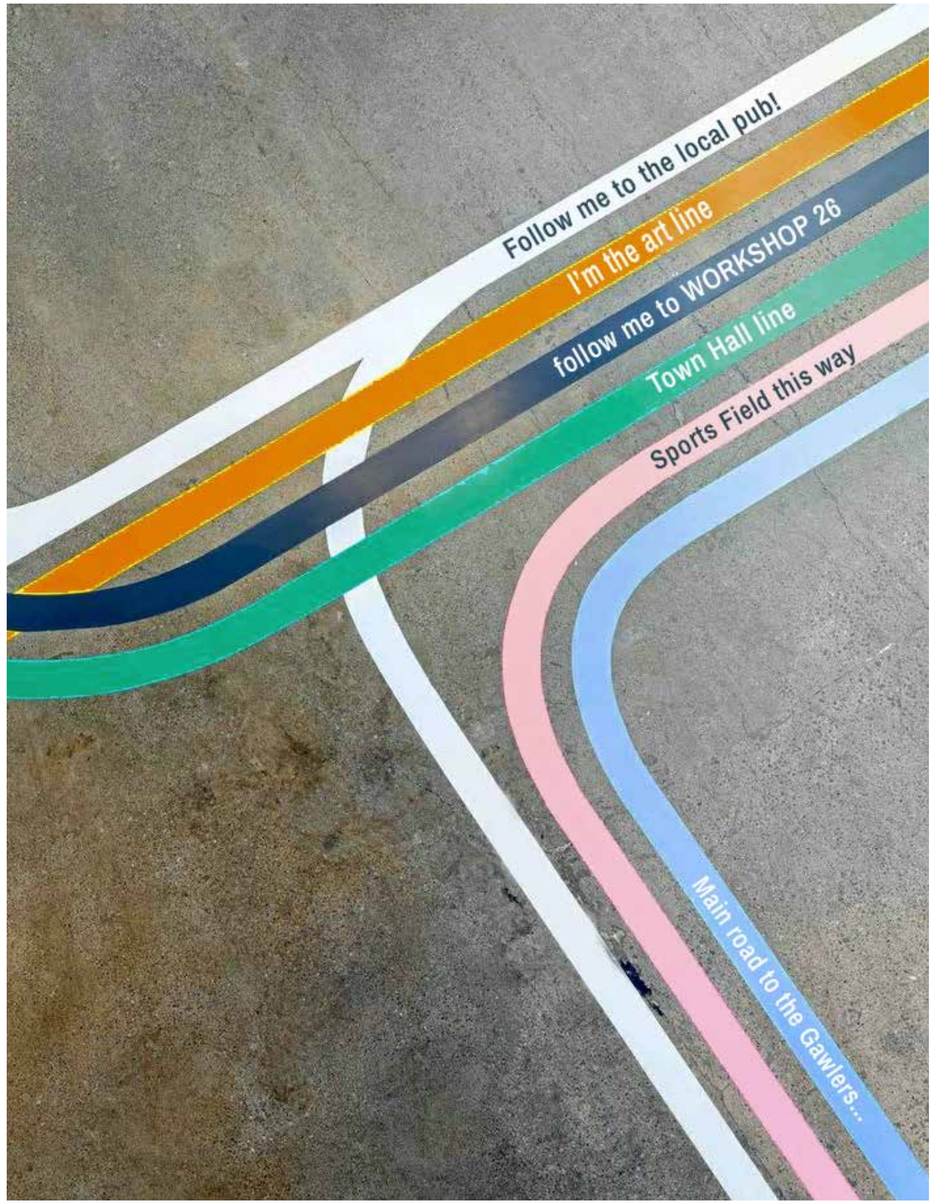




Town ← Signage

We need to encourage visitors to explore the town on foot as you can't spend money in your car! Kimba's not a big town but it's easy to miss attractions.





Posters


iM innovative
KiMBA a community to shout about
KiMBA
iM passionate
KiMBA a community to shout about
KiMBA
iM creative
KiMBA a community to shout about
KiMBA
KiMBA
iM authentic
KiMBA a community to shout about
KiMBA
iM adventurous
KiMBA a community to shout about
KiMBA
iM a team player
KiMBA a community to shout about

KIMBA

Thank you

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