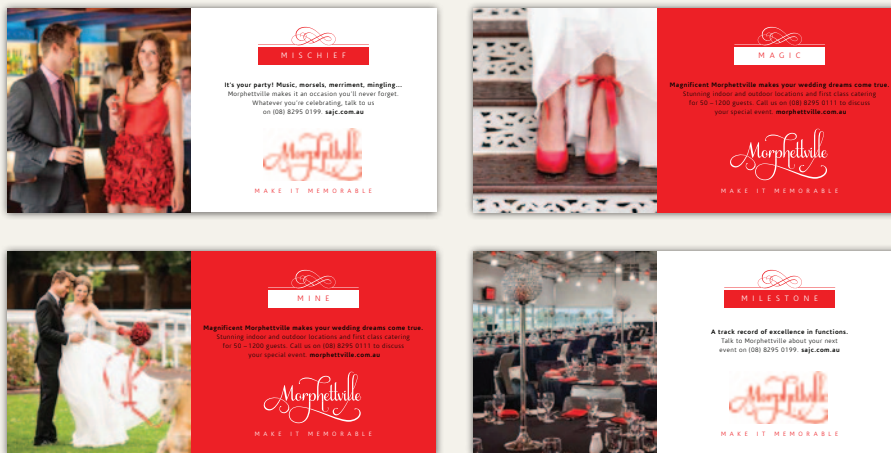


Advertising, design, building meaningful brands.

Morphettville

Morphettville is now the only active horse racing venue within the Adelaide area. With 'Allan Scott Park' naming rights agreement coming to an end, Morphettville aims to become recognised as the heart and home of South Australian thoroughbred racing, much in the manner of Victoria's Flemington. On Creative has developed a new branding platform including visual identity and a suite of language and visual elements adaptable across all of Morphettville's communication requirements for both racing and function activities.

Morphettville



Advertising



Signage