

Limestone Coast

Formerly known as the South East, the Limestone Coast region is one of the state's richest and most diverse tourism and primary produce regions. In an effort to re-position the region, the Limestone Coast Collaborative contracted On Creative to devise an eye-catching and meaningful brand for the region. Inspired by the geographic shape of the area, the criss-crossing of roads and the ancient subterranean sea bed that lends the region its name, we designed a brand mark that captured these elements, contrasted by varying watercolour 'ribbons' to reflect the water and represent the different industries.

The strapline 'unearth our treasures' was created as a broad invitation to visitors, investors, locals and marketers to dig deeper and discover the many secrets of the area. Today, the brand is being rolled out across the region, not simply as a geographic identifier but also a mark of quality that unites the communities and businesses throughout the Limestone Coast.



Pull up banners



Sub brands

Limestone Coast

