

Santos



TOUR DOWN UNDER

2026 LOGO STYLE GUIDE

JUNE 2025



The Santos Tour Down Under (TDU) is South Australia's most significant sporting event, delivering a world class cycling race for men (UCI WorldTour race) and women (UCI ProSeries race) to a national and international audience.

In 2008, the TDU became the first cycling event outside Europe to join the prestigious UCI ProTour (now UCI WorldTour). The event has traditionally been the first event on the international cycling calendar each year and is the largest cycling event in the Southern Hemisphere. UCI WorldTour status ensures top teams and sought-after cyclists compete at the event.



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This style guide has been designed to ensure the faithful reproduction and correct application of the official Santos Tour Down Under logo and the different variations.

Deviation from the guidelines outlined in this document weakens the strength, consistency and distinctiveness of the Santos Tour Down Under message.

Any usage of the Santos Tour Down Under logo requires approval from the Events South Australia Marketing Team prior to production.

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Marketing Coordinator Events | Marketing

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BRAND ASSETS



SANTOS TOUR DOWN UNDER MASTER LOGO

- Used by the Santos Tour Down Under and the South Australian Tourism Commission. The logo can also be used by approved sponsors of the event.
- Used on all marketing and promotional material promoting the Santos Tour Down Under.
- Used for material needing a long shelf life.

Any usage of the Santos Tour Down Under logo requires approval from the Events South Australia Marketing Team prior to production (contact details on page 1 of these guidelines). Please allow a minimum of three business days for approval.

FULL COLOUR



MONO



MONO REVERSE



SANTOS TOUR DOWN UNDER OFFICIAL HOST COUNCIL

- Used by accredited Official Host Councils that have been approved by the Santos Tour Down Under.
- Used on all Santos Tour Down Under Official Host Council signage, promotional and marketing material.

Any usage of the Santos Tour Down Under Official Host Council logo requires approval from the Events South Australia Marketing Team prior to production (contact details on page 1 of these guidelines). Please allow a minimum of three business days for approval.

FULL COLOUR



MONO



MONO REVERSE



SANTOS TOUR DOWN UNDER TRAVEL SPECIALIST

- Used by accredited Travel Specialists that have been approved by the Santos Tour Down Under.
- Used on all official Santos Tour Down Under Travel Specialist signage, promotional and marketing material.

Any usage of the Santos Tour Down Under Travel Specialist logo requires approval from the Events South Australia Marketing Team prior to production (contact details on page 1 of these guidelines). Please allow a minimum of three business days for approval.

FULL COLOUR



MONO



MONO REVERSE



SANTOS TOUR DOWN UNDER ASSOCIATED EVENT LOGO

- Used by all events not held by an Official Host Council and have been approved as official Santos Tour Down Under associated events.
- Used on all official Santos Tour Down Under Associated Event signage, promotional and marketing material.

Any usage of the Santos Tour Down Under Associated Event logo requires approval from the Events South Australia Marketing Team prior to production (contact details on page 1 of these guidelines). Please allow a minimum of three business days for approval.

FULL COLOUR



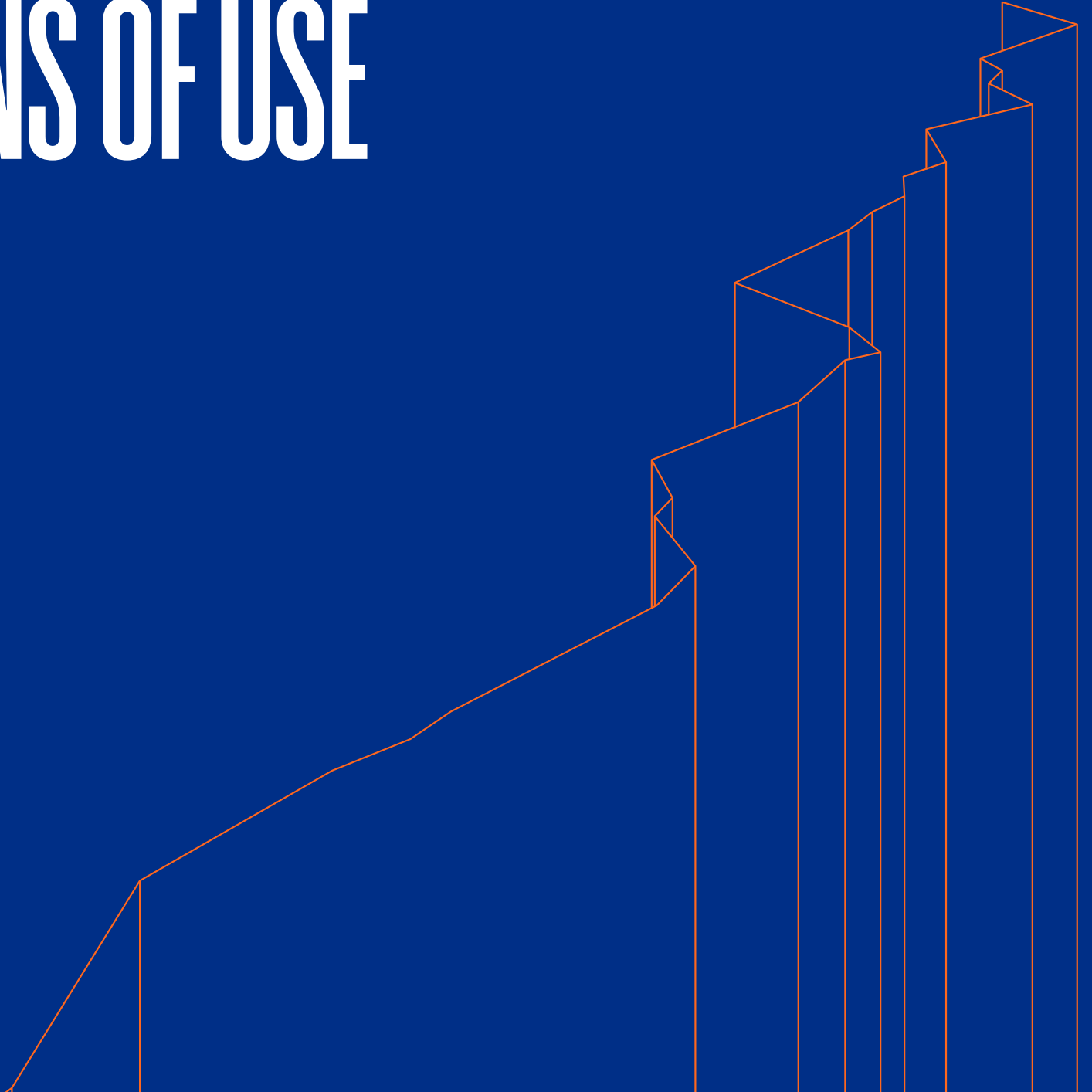
MONO



MONO REVERSE



CONDITIONS OF USE



KEY ELEMENTS

SANTOS TOUR DOWN UNDER LOGO AND VARIATIONS

The Santos Tour Down Under logo and all variations have two components that must always appear together:

- 1. Symbol** — the stylised 'rider on bike' image
- 2. Type** — the words that are the name of the event, location and dates, as they may appear below the symbol

THE LOGO TYPEFACE

The Santos Tour Down Under typeface has been designed specifically and should only ever be used from artwork provided. Never try to recreate the typeface or alter it in any way.

	Santos tour down under	
	Santos tour down under	
OFFICIAL HOST COUNCIL 2026		TYPE
SYMBOL	TYPE	



COLOUR PALETTE



OCHRE

PMS 165 C
CMYK: 0 / 74 / 95 / 0
RGB: 255 / 103 / 29
HEX: # FF671D

NAVY BLUE

PMS 286C
CMYK : 100 / 87 / 20 / 10
RGB: 0 / 47 / 135
HEX: # 002F87

SANTOS BLUE

PMS 285 C
CMYK : 90/ 40 / 0 / 0
RGB: 0 / 106 / 255
HEX: # 006AFF



MINIMUM SIZE

Minimum size standards have been developed to ensure that the logo is reproduced correctly at a small size.

The minimum size for the logo is outlined on this page. Where possible, please reproduce the logo at a size larger than the minimum, especially where there may be issues with clarity or quality of reproduction.

All logos must be large enough so that the type is clearly legible.

The logo should never appear any smaller than 15mm in height, not including any wording that sits underneath the symbol/ event name e.g. Official Host Council 2026.

Actual minimum size – 15mm in height.

15MM



15MM



ISOLATION AREA

The isolation area is the space around the logo to which no other type, graphic and/or photographic elements must encroach. The isolation area assists in maintaining the impact of the logo and ensures consistent reproduction.

This can be used to determine the isolation area for the logo at any size or in any composition.

Wherever possible, apply more space than the minimum specified here.

In some instances when the minimum size is impeded the isolation area may not be achievable.



Please note: example of the Santos Tour Down Under master logo only is shown. The 'conditions of use' apply to all brand logos within this suite.

INCORRECT USE

The brand logo must always be represented accurately to ensure maximum legibility. The following applications are not accepted executions of the brand logo.

Do NOT:

- Rotate/tilt
- Add an obvious drop-shadow
- Warp to an inaccurate dimension
- Change the colours
- Decrease the opacity



Do **NOT** rotate/tilt



Do **NOT** add an obvious drop shadow



Do **NOT** warp to an inaccurate dimension



Do **NOT** change/alter logo colours



Do **NOT** decrease the opacity

Please note: examples of the Santos Tour Down Under master logo only are shown. The 'conditions of use' apply to all brand logos within this suite.



BACKGROUND PAIRING

The brand logo should always be represented correctly for optimal legibility and brand integrity. The following examples display correct and incorrect use of the brand logo.

Do **NOT** place on a background which is:

- Low in contrast level, causing the brand logo's definition to fail
- The same or a similar colour to that used within the brand logo
- Similar in tone to that of the brand logo

If further clarification is required, please contact the Events South Australia Marketing Team (contact details on page 1 of these guidelines).

Please note: examples of the Santos Tour Down Under master logo only are shown. The 'conditions of use' apply to all brand logos within this suite.



- Good contrast to background
- High quality definition
- Accurate representation



- Good contrast to background
- High quality definition
- Accurate representation



- Poor contrast to background
- Low quality definition
- Poor representation



- Poor contrast to background
- Low quality definition
- Poor representation



- Poor contrast to background
- Low quality definition
- Poor representation



- Good contrast to background
- High quality definition
- Accurate representation



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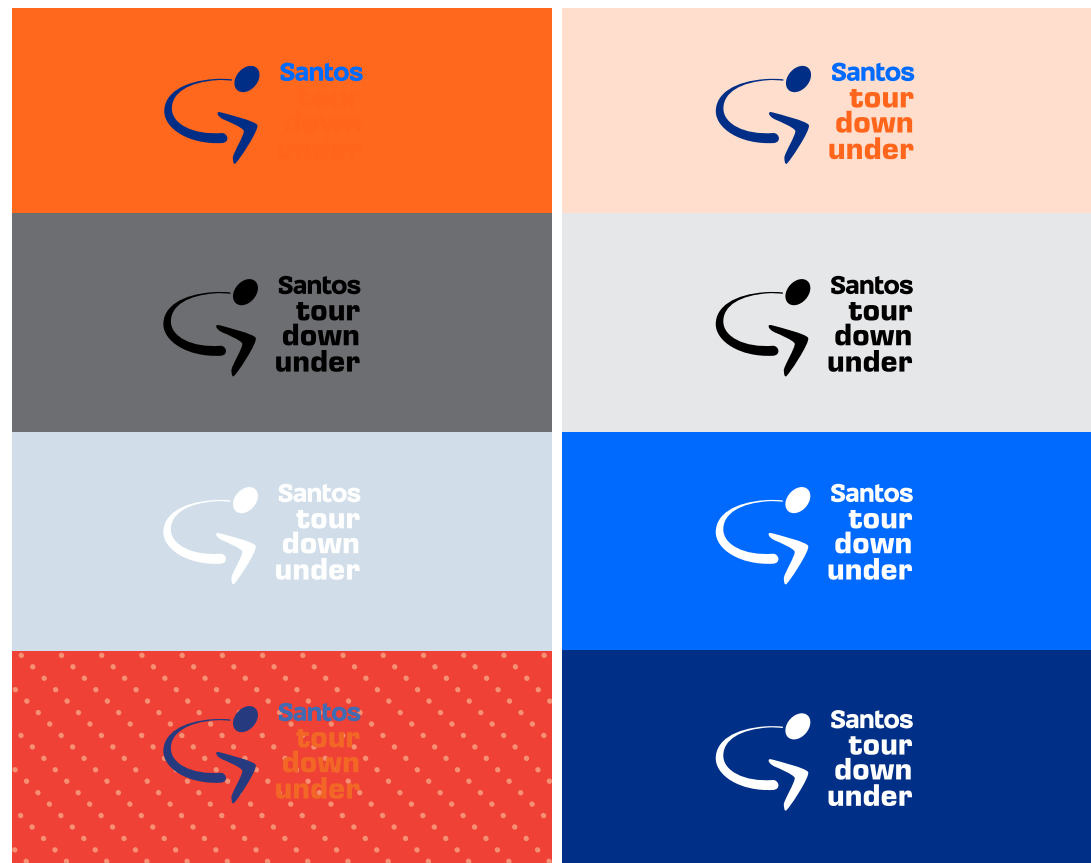
If further clarification is required, please contact the Events South Australia Marketing Team (contact details on page 1 of these guidelines).



- Poor contrast to background
- Low quality definition
- Poor representation



- Good contrast to background
- High quality definition
- Accurate representation



Please note: examples of the Santos Tour Down Under master logo only are shown. The 'conditions of use' apply to all brand logos within this suite.



BACKGROUND PAIRING

IMAGERY

When the brand logo is required to sit over an image, it should be placed in an area clear of clutter and/or key aspects of the image.

Do **NOT** place on an image area which:

- Causes key aspects of the image to be covered (i.e. crowd, cyclist etc.)
- Is low in contrast level, causing the brand logo's definition to fail
- Is the same or a similar colour to that used within the brand logo
- Is similar in tone to that of the brand logo

If further clarification is required, please contact the Events South Australia Marketing Team (contact details on page 1 of these guidelines).

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