

Brand Style Guide

August 2019



Shire of
Serpentine
Jarrahdale

Contents

Section 1: Shire of Serpentine Logo

Our logo	4
Logo suite	5
Logo suite colour variations	6–7
Logo clear space	8
Logo minimum size	9
Logo don'ts	10

Section 2: Brand Element

Brand Element Overview	12
Brand Element suite	13
Brand Element colour variations	14–16
Brand Element clear space	17
Brand Element minimum size	18
Brand Element don'ts	19

Section 3: Brand Assets

Shire of Serpentine Jarrahdale logo colour palette	21
Brand Element colour palette	22
Supporting colour palette	23
Colour palette tints	24
Typography	25
Photography	26
Brand Element icon application	27–29
Texture	30

Section 4: Applying our Brand

Bringing the brand to life	32–36
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Section 1

Shire of Serpentine Jarrahdale Logo





Our logo

To retain the integrity of the *Shire of Serpentine Jarrahdale* identity, the logo seen right of page is to be used only in the colours and approved configurations outlined in this style guide.

The *Shire of Serpentine Jarrahdale* logo is a visual expression of the Shire's brand. The logo in its primary use is made up of two parts:

1. The *Shire of Serpentine Jarrahdale* icon; and
2. Shire name.

The *Shire of Serpentine Jarrahdale* logo is the most identifiable element of the organisation's brand assets.



Shire of
Serpentine
Jarrahdale



Logo suite

Reversed and positive versions of the logo have been designed to offer design flexibility when applying to various applications such as corporate communications, stationery and signage.

The reversed version of the logo should always be placed on a background with high contrast for legibility purposes.

CMYK, RGB and PMS formats of the logo are available for print and screen/digital applications.



Positive logo



Reversed logo



Logo suite colour variations



Greyscale

The *Shire of Serpentine Jarrahdale* logo is available in greyscale and mono formats when the 4 colour versions of the logo cannot be used due to printing or media limitations.

EG: If the logo was to be printed on material with a limited number of spot colours or in black and white press advertisements.

Ensure that there is enough contrast behind the greyscale logos for legibility purposes.

If legibility is an issue due to colour contrast, please use the mono versions of the logo seen over the page.





Logo suite colour variations



Mono

Shire of Serpentine Jarrahdale mono logo suite options are seen on the right.





Logo clear space

Clear space denotes the area around the logo in which no other type or graphical element can encroach.

The amount of clear space is determined by the height of the logo icon 'tree foliage'.





Logo minimum size

No logo should be used smaller in print or screen applications than the sizes shown on the right.

By adhering to the minimum size guidelines we ensure legibility of the logo.

Print sizes



Screen sizes





Logo don'ts

Below is a list of incorrect logo applications that need to be avoided when creating artwork:

1. Don't rotate or skew
2. Don't stretch or squish
3. Don't rearrange any elements to create a modified version of the logo
4. Don't resize any elements
5. Don't change any colours
6. Don't change the font
7. Don't encroach on the clear space
8. Don't apply over an image that makes it hard to see
9. Don't apply over a colour that clashes or makes it hard to see



1.



2.

Shire of
Serpentine
Jarrahdale

3.

Shire of
Serpentine
Jarrahdale

4.

Shire of
Serpentine
Jarrahdale

5.

Shire of
Serpentine
Jarrahdale

6.



7.



8.



9.



Section 2

Brand Element



Brand Element overview

The *Shire of Serpentine Jarrahdale* is one of Australia's fastest growing Local Governments.

Our diversity in people, culture and landscapes is a strength to be celebrated, and by 'Growing together' we can build a bright future for everyone.

The new 'Growing together' brand element is an effective way to demonstrate our common cause and vision, with the following pages outlining its preferred usage and application.



Brand Element suite

Landscape and portrait versions of the Brand Element have been designed to offer design flexibility when applying to various applications such as corporate communications, stationery and signage.

The reversed versions of the Brand Element should always be placed on a background with high contrast for legibility purposes.

CMYK, RGB and PMS formats of the Brand Element are available for print and screen/digital applications.



Brand Element colour variations



Greyscale

The Brand Element is available in greyscale and mono formats when the 4 colour versions of the logo cannot be used due to printing or media limitations.

EG: If the Brand Element was to be printed on material with a limited number of spot colours or in black and white press advertisements.

Ensure that there is enough contrast behind the greyscale logos for legibility purposes.

If legibility is an issue due to colour contrast, please use the mono versions of the logo seen over the page.



Brand Element colour variations



Mono

Mono versions of the Brand Element are seen on the right.

Swatches from the colour palette seen on pages 22 and 23 can be applied to the mono logo suite which are featured over the page.



Brand Element colour variations

Mono (continued)

Examples of the mono version of the Brand Element with Brand Style Guide colours applied.

When applying colour to the mono versions of the logo, please ensure that there is enough contrast with the selected brand colour for legibility purposes.

For colour guidelines and options, please refer to pages 22 and 23 of this document.



Brand Element clear space

Clear space denotes the area around the Brand Element device in which no other type or graphical element can encroach.

The amount of clear space is determined by the cap height of the letter 'G' for *Growing* featured within the logotype.

NOTE: The Brand Element file artwork has the 'artboard' pre-set to the clear space size requirements.



Brand Element minimum size

No version of the Brand Element should be used smaller in print or screen applications than the sizes shown on the right.

By adhering to the minimum size guidelines we ensure legibility of the Brand Element.

Print sizes

10mm high



15mm high



Screen sizes

25px high



35px high



Brand Element don'ts

Below is a list of incorrect applications that need to be avoided when creating artwork with the Brand Element:

1. Don't rotate or skew
2. Don't stretch or squish
3. Don't rearrange any elements to create a modified version of the Brand Element
4. Don't resize any elements
5. Don't change any colours
6. Don't change the font
7. Don't encroach on the clear space
8. Don't apply over an image that makes it hard to see
9. Don't apply over a colour that clashes or makes it hard to see



1.



2.



3.



4.



5.



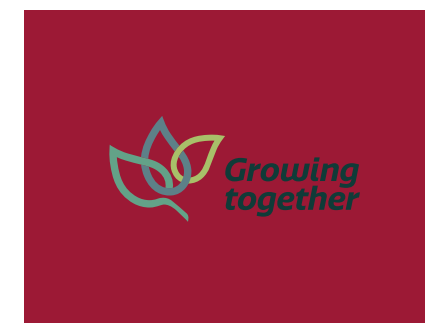
6.



7.



8.



9.



Section 3

Brand Assets



Shire of Serpentine Jarrahdale logo colour palette

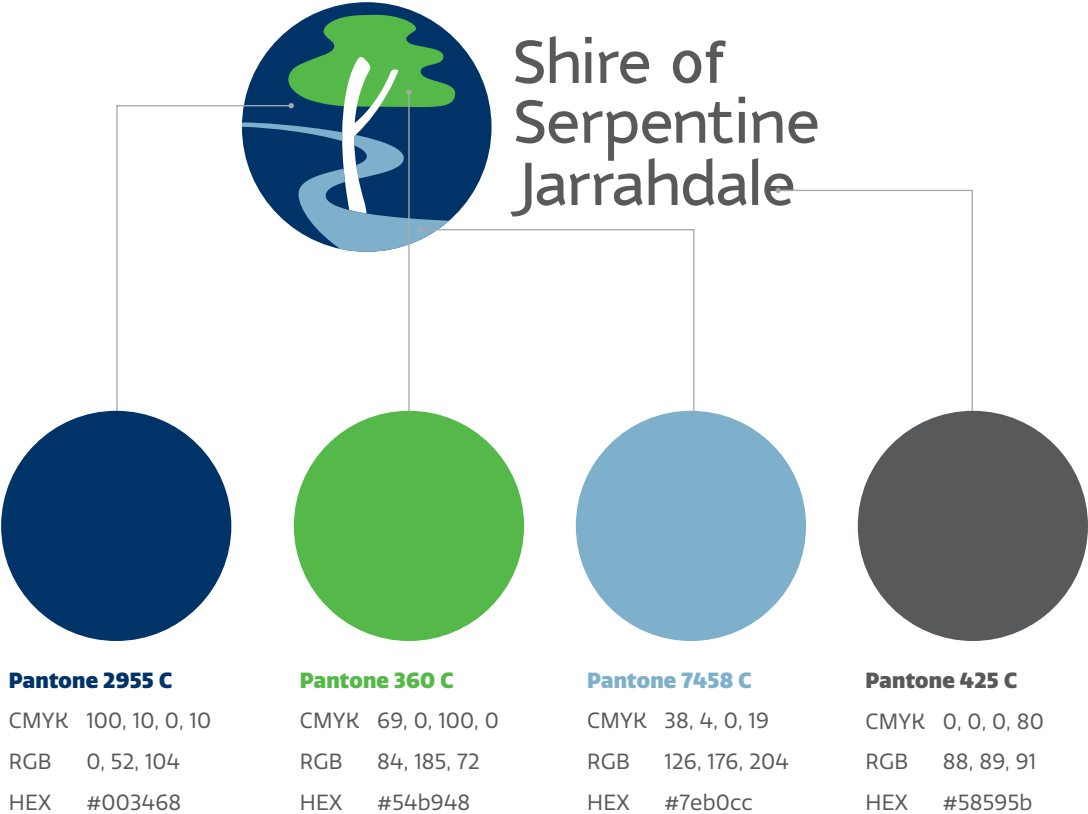
The *Shire of Serpentine Jarrahdale* logo is available in various colour formats that are to be used accordingly for the best possible colour match across all mediums.

For printing, the Pantone colour matching system has been used to maintain a consistent colour representation. Versions of the logo for CMYK printing and spot colour printing are available.

Web safe (RGB) colour versions of the logo are also available for screen/digital applications.

For brand consistency purposes, the colour values specified on this page for the *Shire of Serpentine Jarrahdale* logo should be used at all times.

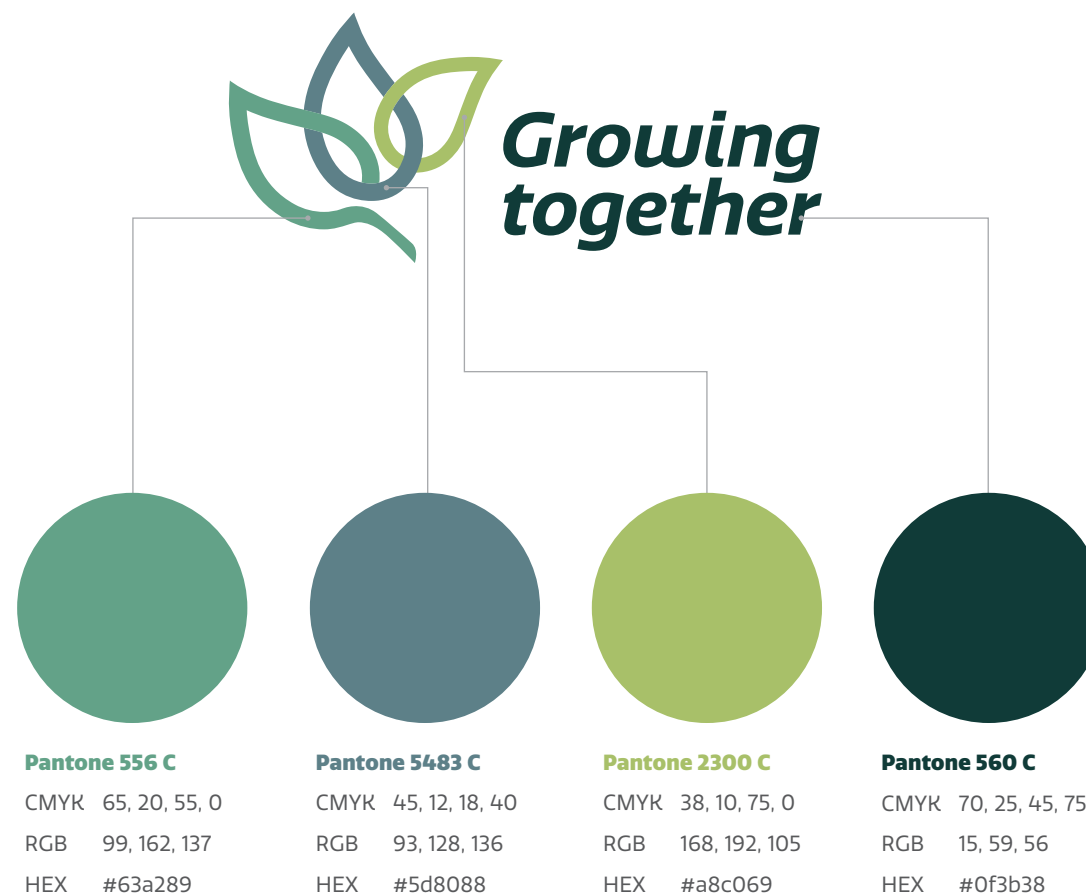
NOTE: These colours are restricted for use with the *Shire of Serpentine Jarrahdale* logo only and are not to be used or mixed with the 'Brand Element colour palette' or the 'Supporting colour palette' seen on the following pages.



Brand Element colour palette

Colour swatches used for the Brand Element are seen on the right.

These colours can be considered for use with all Shire of Serpentine Jarrahdale design work and communications.



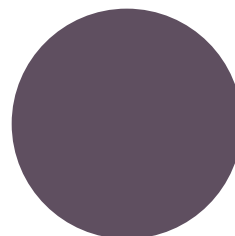
Supporting colour palette

This supporting colour palette has been selected to compliment the Brand Element colours.

These colours offer vibrancy and warmth which are fitting to the physical attributes and unique offering of the Shire.

All of the colours seen right of page can be considered for use with all *Shire of Serpentine Jarrahdale* design work and communications.

For brand consistency purposes, the colour values specified here should be used at all times.

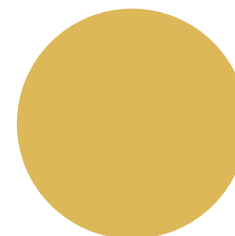


Pantone 7666 C

CMYK 42, 50, 25, 48

RGB 95, 79, 96

HEX #5f4f60

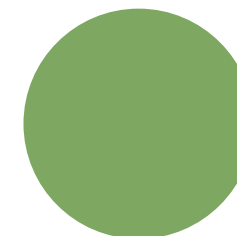


Pantone 7751 C

CMYK 15, 25, 78, 0

RGB 220, 184, 88

HEX #dcb858

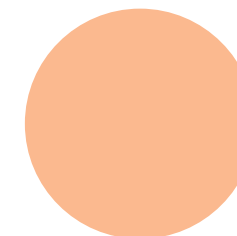


Pantone 7490 C

CMYK 50, 10, 75, 10

RGB 126, 168, 97

HEX #7ea861

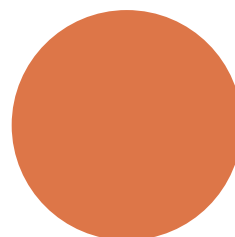


Pantone 1555 C

CMYK 0, 32, 44, 0

RGB 251, 185, 143

HEX #fbb98f

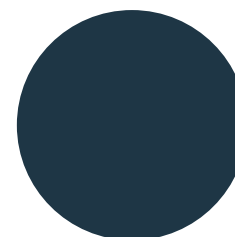


Pantone 7576 C

CMYK 11, 65, 79, 0

RGB 221, 118, 73

HEX #dd7649

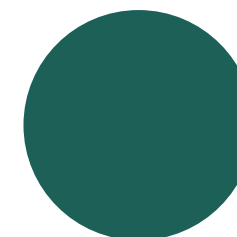


Pantone 7546 C

CMYK 74, 48, 31, 66

RGB 30, 54, 69

HEX #1e3645

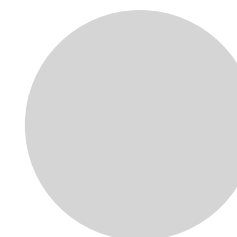


Pantone 626 C

CMYK 80, 30, 55, 40

RGB 28, 96, 88

HEX #1c6058



Pantone 427 C

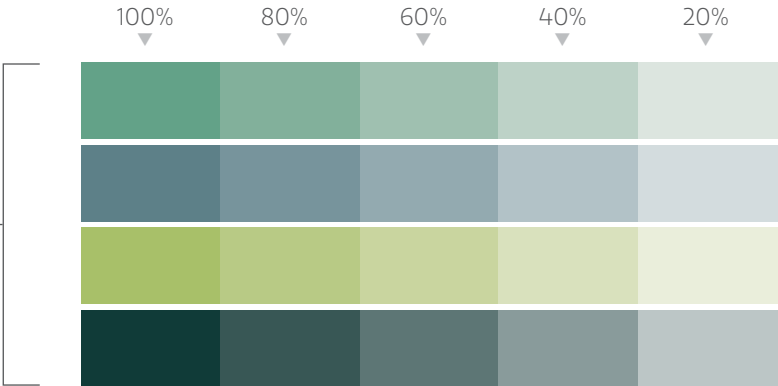
CMYK 15, 12, 12, 0

RGB 214, 213, 213

HEX #d6d5d5

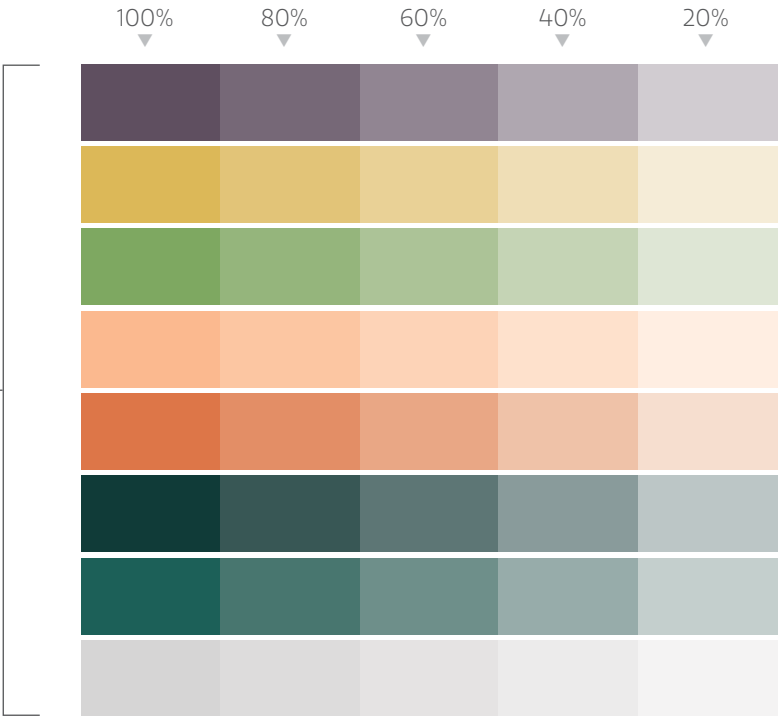
Colour palette tints

Brand Element colour tints



For design flexibility with colour application, a selection of tints seen on the right can be used. These tints derive from the Brand Element device and the Supporting colour palette.

Supporting colour palette tints



Typography

Fonts

The primary typeface to use for the *Shire of Serpentine Jarrahdale* communications is 'Quatro'.

Displayed in this section are the various font formats and usage guidelines.

Headlines:

Use 'Quatro Black' with any *Shire of Serpentine Jarrahdale* brand colours that offer high contrast for greater legibility.

Sub-heads:

Use 'Quatro Bold' or 'Quatro Medium' with any *Shire of Serpentine Jarrahdale* brand colours that offer high contrast for greater legibility.

Body copy:

Use 'Quatro Light' with either 80% black or white.

Quatro Regular and italics are also available to use.

When Quatro is unavailable, Arial should be used in its absence for internal use on applications such as PowerPoint presentations and emails.

Aa

Quatro light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$

Aa

Quatro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$

Aa

Quatro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$

Aa

Quatro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$

Aa

Quatro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$

Photography

Photography Composition

Subject (as seen in image examples 1, 2, and 3):

The subject is to showcase the people and the environment of the *Shire of Serpentine Jarrahdale* in a friendly, authentic and natural way. Candid set-ups along with talent facing camera can be considered for various set-ups.

Talent are to be seen enjoying the Shire's unique and iconic surrounds.

Lighting (as seen in image examples 1 and 2):

Lighting is to be seen as natural to add a feeling of authenticity and to reflect the location of the Shire. The use of light can also be used to add warmth to the images.

Point of view (as seen in image example 4):

Shooting on an angle from a person's point of view could be considered for various set-ups to help add impact to a particular subject.



Please note: stock images seen on this page are for reference purposes only and are not available for use.

Brand Element icon application

The Brand Element icon can be used on its own as a design element in a variety of ways.

The icon can be used as a supporting design element in mono or full colour or applied as a watermark for backgrounds.



Brand element isolated for use as a design element



Brand element applied in one colour

Brand element applied as a watermark

Brand Element icon application

The icon can be integrated into photography as shown with the example seen on this page.

***Please note:** stock image seen on this page is for reference purposes only and is not available for use.*



Brand Element icon application

The icon can also act as framework to showcase multiple images as seen on this page.



Texture

For visual impact, the use of texture is encouraged to be used with the *Shire of Serpentine Jarrahdale* design work.

The texture swatch seen on this page reflects the semi-rural aspects of the Shire and can be applied with any swatch from the colour palettes seen on pages 22 and 23 of this document.

The artwork file for this texture can be supplied on request as a greyscale TIFF which is to be used and coloured with layouts created in Adobe InDesign.



Section 4

Applying our Brand



Bringing the brand to life

Examples of how our brand can be applied are seen in this section.

The content list can be added to as artwork is approved and completed.



Bringing the brand to life

(continued)

Flyer design example (A5 size).



Equine Community Forum

The Shire of Serpentine Jarrahdale is holding an Equine Community Forum to inform residents of the pre-existing responsibilities and requirements for the keeping of horses within the Shire.

The forum will cover information relating to the following areas:

- The different zones across the Shire where the keeping of horses may be permitted;
- The pre-existing planning, building and environmental health requirements relating to the keeping of horses in the Shire; and
- How the Shire can assist residents in navigating the various approval processes for the keeping of horses.

When: Tuesday, 23 July
Time: 6.30pm - 8pm
Where: Shire of Serpentine Jarrahdale Civic Centre, 6 Paterson Street, Mundijong.
RSVP: No RSVP required.

Please contact us for more information:
 T: 9526 1111 E: info@sjshire.wa.gov.au W: sjshire.wa.gov.au
 6 Paterson Street Mundijong Western Australia 6123

 Shire of Serpentine Jarrahdale

Bringing the brand to life

(continued)

Invite example (A5 size).



Growing together

Our invitation to you to join us

To [politician name],

On behalf of the Shire President and Councillors, you are invited to attend the **2019/20 Budget Showcase**.

We hope you can join us for a bus tour of our region to see first-hand our key projects and initiatives for the forthcoming year to support our growing community.

When: Thursday, 25 July
Time: 1pm – 5pm
Where: Meet at Shire administration building, 6 Paterson Street, Mundijong.
RSVP: By Friday, 19 July to: kpeddie@sjshire.wa.gov.au

Due to space on the bus, this is an invitation only event.

T: 9526 1111 E: info@sjshire.wa.gov.au W: sjshire.wa.gov.au
 6 Paterson Street Mundijong Western Australia 6123

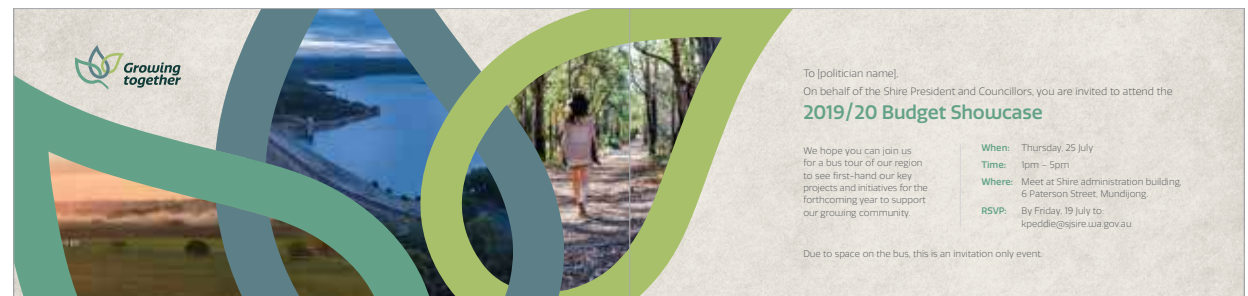
 Shire of Serpentine Jarrahdale

Bringing the brand to life (continued)

Invite example (DL 4 page).



Front



Inside Spread



Back

Bringing the brand to life (continued)

Poster layout example.



 Growing together

FREE

verge plant program

Green your verge and help our environment by planting local native seedlings, it's easy:

- 1 Seedlings are available to all Shire of Serpentine Jarrahdale residents
- 2 Round 1 applications open June 15 and close July 30 2019
- 3 Successful applications will receive a seedling voucher which is valid until August 31 2019

To apply for your FREE seedlings visit:
landcaresj.com.au/application-for-verge-plants

The Verge Plant program is delivered by:

 LANDCARE SJ

 Shire of Serpentine Jarrahdale

