# Our Identity

Our identity is made up of several fundamental elements that contribute to building our image as a professional organisation.
The following pages present these key elements and provide an explanation of how to manage our identity.

# 1.1 Our primary logotype

This is where it starts - the logo type. Our logo type has been designed to reflect the vibrancy, productivity and community spirit which are integral to the Shire of Carnarvon as an organisation and community.



Shire of
**CARNARVON**
catch a *taste* of the great life



Shire of
**CARNARVON**
catch a *taste* of the great life

Minimum size - 37mm

# 1.2 Our secondary logotype

A second version of the logo has been produced for the specific use of the Shire of Carnarvon. Including the words "Shire of" in the logo, this version is only to be used on communication material that is specifically coming from the Shire. For example, the "Shire of" logo is used on Shire stationery and in the Shire's regular advertising feature in the local newspaper. This logo is necessary to distinguish between Shire communications and general Carnarvon promotions.



**CARNARVON**
catch a *taste* of the great life



**CARNARVON**
catch a *taste* of the great life

Minimum size - 37mm

# 1.3 Different colour variations for our logo

As well as an alternative logo composition we have also created a number of colour variations, which can be used according to the colour output requirement. For example, we have designed a monotone version of our logo for newspaper print which is consistent with our corporate identity despite being one colour.

**Colourway for primary use**

**Colour variations**

File Name
* Carnarvon logo_Mono [PMS DS 209-1]

**Monotone variations**

File Name
* Carnarvon logo_Mono [Black & White]
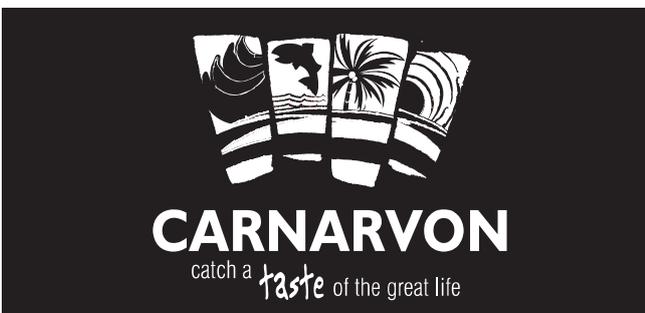
File Name
* Carnarvon logo_Mono [Reversed]

*Please find all logo files in the Logos folder saved on our Master CD.*

# 1.3 Our Colours

For the best possible colour match across all mediums we have saved different colour versions of the logo to be used accordingly.

**For printing** we have used the Pantone colour matching system to maintain a consistent colour representation. We have different colour versions for cmyk printing and spot colour printing on coated and uncoated stock.

( See below for Printing Colours ) All versions of these are saved on the Master CD in the Logo folder.

**For web and email** applications we have matched our Spot Colours to Web Safe Colours. ( See below Web Safe Colours )

|  | Carnarvon Colour 1 | Carnarvon Colour 2 | Carnarvon Colour 3 |
|---|---|---|---|
| For Printing | C100 M35 Y0 K0 for coated paper and uncoated paper | DS 286-1 C - for coated paper <br><br> DS 294-1 UC - for uncoated paper | DS 209-1 C - for coated paper <br><br> DS 209-1 UC - for uncoated paper |
| For Web | Web Safe Colour HTML: #0079c2 | Web Safe Colour HTML: #8cc63f | Web Safe Colour HTML: #2d3691 |

|  | Carnarvon Colour 4 | Carnarvon Colour 5 | Carnarvon Colour 6 |
|---|---|---|---|
| For Printing | DS 87-1 C - for coated paper <br><br> DS 87-1 UC - for uncoated paper | DS 49-1 C - for coated paper <br><br> DS 36-1 UC - for uncoated paper | DS 32-1 C - for coated paper <br><br> DS 18-1 UC - for uncoated paper |
| For Web | Web Safe Colour HTML: #c41230 | Web Safe Colour HTML: #f4911e | Web Safe Colour HTML: #fdba31 |

# 1.4 Minimum clear space rules

You should ensure that the logo type has a surrounding area of clear space to achieve maximum visual impact. The guideline below demonstrates how to define the minimum amount of surrounding clear space. However if you are able to, give it more space.



The diagram above demonstrates how to define the minimum clear space area. As you can see, the clear space area (x) is in proportion to the logo and is defined from the height of Carnarvon. These proportions remain the same at any scale as illustrated to the left when the logo is at 50% of above size.



**logo scaled to 50% of above logo**
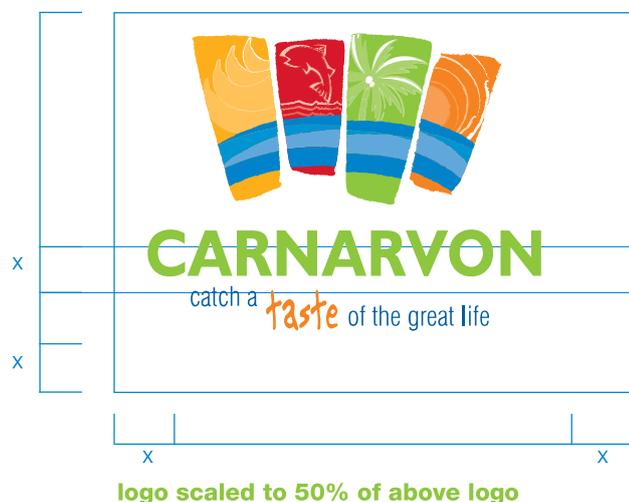
# 1.5 Logo Rules

A strong identity is not only well designed, but should also be well maintained. To do this the following guidelines should be followed:

# DO NOT...

Rearrange the graphic elements



Distort the logo in any shape or form



Reproduce the logo using incorrect typeface



Remove the symbol



Reproduce the logo on a patterned or coloured background
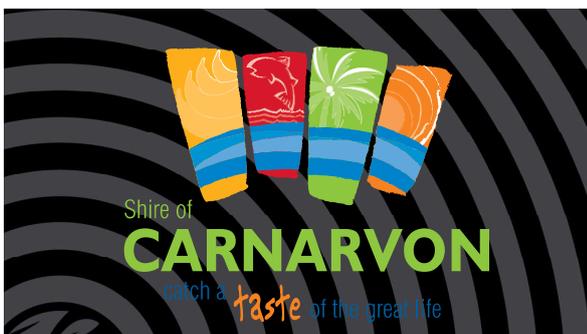


Reproduce the logo with other graphic elements

# 1.6 Our logo with other elements

Sometimes it is necessary to use our logo type with other elements or logo types. When this is the case, please use the following diagram as a guideline.

It is essential that you observe the guidelines regarding the clear space area. This will allow our logo to maintain visual impact.

The example (right) shows the minimum amount of space that you allow when placing a guest logo next to ours.

Guest logo

Guest logo

CARNARVON

catch a *taste* of the great life

x

x

x

x

# 1.7 Our typefaces

## OUR LOGOTYPE TYPEFACES

### Primary Logo typeface

Humanist521 is the typeface used for "Carnarvon" in our logotype.

# Humanst521BT Bold

### Second Logo typeface

Used in our logotype for the positioning statement text "Shire of" and "Catch of the great life".

# Swis721LtCn Bt

### Third Logo typeface

Used in our logotype for the text "taste" in the positioning statement.

# Another

## TYPEFACES FOR OTHER APPLICATIONS

### Primary Font

Swis721 Bt is used for most other applications such as our advertising templates and web, as it is a legible font at smaller sizes, which is required in applications that have large amounts of text in smaller sizes.

# Swis721LtCn Bt

### Secodary Font

Humanist521 is used for some applications such as our Roll-up banners and Pole banners which use the font at large sizes with small amounts of copy.

# Humanst521BT Bold

# 1.9 Logo Formats And Their Usage

**LOGO FORMATS**

Not all file formats are suitable for all purposes. How do you know which is best?
In general, there are graphics formats suitable for printing and those for on-screen viewing or online publishing. Within each group there are also formats that are better than others for the same task.

**Format:**        **Designed for:**

| | |
|---|---|
| EPS | First choice for all print based jobs. Is vector format so does not lose quality when scaled to any size. |
| JPEG | Used for screen display and online publishing. Does not have a transparent background so will always view with a white background. Use for web based jobs, Powerpoint or Word. |
| TIFF | Used for high resolution printing but should be used secondary to the EPS. Does not have a transparent background so will always view with a white background. |
| WMF & EMF | Used for Microsoft Office products. Achieves a better print out quality EMF than JPEGs. Have a transparent background. |
| BMP | The standard windows format. Should only be used in Microsoft Office programs when all other formats do not achive desired results. |