CORPORATE BRAND AND LOGO GUIDELINES

DECEMBER 2017

Cootamundra-Gundagai Regional Council

The Cootamundra-Gundagai staff and communities highlighted our country living, agricultural landscape and friendly communities as major elements of our thriving rural region.

Whether we are communicating internally and externally, no matter how big or small the application, it is important that our brand identity is consistent across everything we do.

This document provides a set of rules and examples that will help you apply these elements effectively.

Together we can ensure that the new Cootamundra-Gundagai Regional Council brand is strong, recognisable and unique.

LOGO FILE NAMES AND DIGITAL LOGO FILE DEFINITIONS

The Logo is available in a number of file formats suitable for use by staff, graphic designers, publications, printers and merchandise manufacturers.

The following is a list of file formats available and their preferred uses:

.ai   Adobe Illustrator file for merchandise manufacturers, signage, publications, printers or designers.

.eps   Preferred file format for merchandise manufacturers, signage, publications, printers or designers.

.jpg   Larger or higher resolution version for publication and lower or smaller resolution versions for use in house marketing collateral e.g. newsletters and letterhead (.sm and .lg).
         Note: use RGB version for screen or Word program application.

.png   Preferred file format for web or email use - this file is much smaller in size and resolution.
         Can be used in Word or other Microsoft programs, as well as web application.

CONTENTS

THE LOGO – KEY ELEMENTS

The new Cootamundra-Gundagai Regional Council brand is a modern, organic representation of the united region.

The logo is pictured here in both stacked and landscape versions.

The stacked version is the preferred configuration of the logo however the landscape version is used for applications where there is limited space and layout restrictions.

Outer charcoal ring:
Bound by local industry and the roads that connect us.

Blue ring:
Surrounded by waterways, the lifeblood of the region.

Green centre:
Green pastures and healthy landscapes.

Seeds:
Growth, productivity and healthy community spirit.
We are proud of our roots and look towards future growth.

Stacked Logo

Horizontal (Landscape) Logo

LOGO VARIATIONS

To ensure the Cootamundra-Gundagai Regional Council logo is displayed accurately and consistently, where possible the logo should be shown in full colour on a white background.

On occasion where the logo must appear on an alternative coloured background or materials variations are available.

Although charcoal is preferred, the logo text in some cases may appear white when placed on a coloured background.

Only in the instance where the logo icon is placed on a dark or similar colour the outer ring colours may be swapped.

The logo is also available as a mono version where only one colour printing is an option.

Full colour logo

Mono Logo

Logo featuring white text

Icon placed on similar background colour
- outer charcoal and blue ring colours swapped

LOGO COLOUR PALETTE

Where possible, the Cootamundra-Gundagai Regional Council logo should be reproduced using the specified Pantone colours.

The listed CMYK values listed are for the creation of equivalent colours when reproducing in four colour process printing.

The listed RGB values listed for the equivalent colours when reproducing in a screen based format, or digital printing.
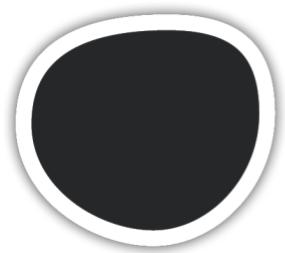
CHARCOAL

Pantone 426C

C73 M66 Y62 K67

R38 G39 B41

GREEN

Pantone 382C

C29 M1 Y100 K0

R193 G213 B47
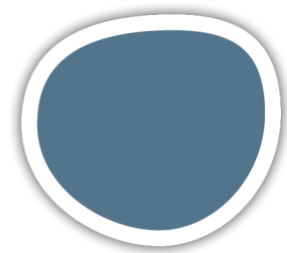
BLUE

Pantone 5405C

C73 M47 Y33 K7

R81 G116 B139

SECONDARY COLOUR PALETTE

A secondary colour palette has been selected to work alongside branded documents were extra colour applications may be required. These colours have been carefully selected to compliment the core logo colour and mimic some of the colours found in the landscapes and features of the Region.

A "colour theme" created using these colours can be supplied and uploaded within the Microsoft Office suite of programs.

This colour palette can also be applied to approved signage applications, such as towns, ovals and depots (samples below)

Pantone 159C
C13 M75 Y100 K3
R211 G94 B19

Pantone 109C
C0 M16 Y100 K0
R255 G209 B0

Pantone 3415C
C100 M27 Y89 K16
R0 G117 B73

Pantone 5125C
C56 M84 Y39 K23
R109 G58 B93

Pantone 630C
C51 M5 Y14 K0
R118 G196 B213
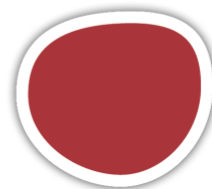
Pantone 1807C
C24 M92 Y78 K15
R169 G52 B57

WELCOME TO
TUMBLONG
PART OF THE COOTAMUNDRA-GUNDAGAI REGION
WIRADJURI COUNTRY

BRADMAN OVAL

COOTAMUNDRA-GUNDAGAI REGIONAL COUNCIL
WORKS DEPOT SOUTH GUNDAGAI
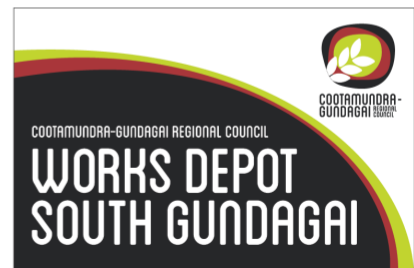
THE SEEDS

The seeds are an element of the logo design which can be used as a graphic feature where appropriate.

The seeds can be used as a tinted feature on a page or alternatively to frame a series of relevant approved images.

CORPORATE TYPOGRAPHY

The consistent use of the correct typeface is important to the integrity of the Cootamundra-Gundagai Regional Council logo and brand.

The preferred fonts for all collateral for the Cootamundra-Gundagai Regional Council is **Blanch Caps**. This font is to be used only occasionally for by-lines and special headings.

The Sans Plain or **Light** is to be used for body copy.

In the case that these fonts are not available, and for internal staff letters and documents, **Calibri** should be used.

Blanch Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The Sans Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

The Sans Plain

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

The Sans Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Calibri Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Calibri Bold - including use in UPPER CASE for HEADINGS

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

LOGO APPLICATION & CO-BRANDING

Minimum Size

The minimum size for reproduction of the Stacked version of the logo is 15mm wide. The minimum size for reproduction of the landscape version of the logo is 30mm wide.

Minimum Clear Field

The proportional relationship between the elements of the Cootamundra-Gundagai Regional Council logo must be maintained and may not be manipulated in any way.

It is important that the logo appears in an uncluttered manner to ensure appropriate visibility and prominence. The 'CG' from the logotype is used as a tool for measuring the minimum clear field around the stacked version of the logo. The 'C' from the logotype is used as a tool for measuring the minimum clear field around the landscape version of the logo.

It is important that graphics are kept free from this minimum clear field.

Co-branding

When the logo needs to sit alongside an additional supporting logo, size, placement and relevance need to be considered.

Illustrated are examples of co-branding to maintain optimum presence of the logo amongst other brands.

STAFF APPAREL

Ground staff shirts and staff polo shirts use the stacked version of the logo reproduced at 85mm high. The Council anagram where relevant can be used for ground staff identification.

The seeds may appear as a pull-out feature on the staff polo shirts, as illustrated on the right.

Please note when the logo is printed on a navy background and so the charcoal and blue rings are swapped (ref page 6)

CORPORATE PLANS & REPORT TEMPLATES

Portrait and landscape report templates have been supplied in Microsoft Word.

The report covers are designed so that the headings are visible when stacked into vertical brochure holders.

Paragraph styles and footers are supplied in the internal page templates, with page numbers and editable Document Titles.

The following paragraph styles can be found in most Word templates:

Cover Title: Calibri Bold, charcoal - size to adjust to suit the space

Heading 1: Calibri Bold, 28pt, blue. Style name: CGRC Heading 1

Heading 2: Calibri Bold, 18pt, black. Style name: CGRC Heading 2

Heading 3: Calibri Bold, 14pt, black. Style name: CGRC Heading 3

Body copy: Calibri, 11pt. Style name: CGRC Body Copy 11pt

Document template samples
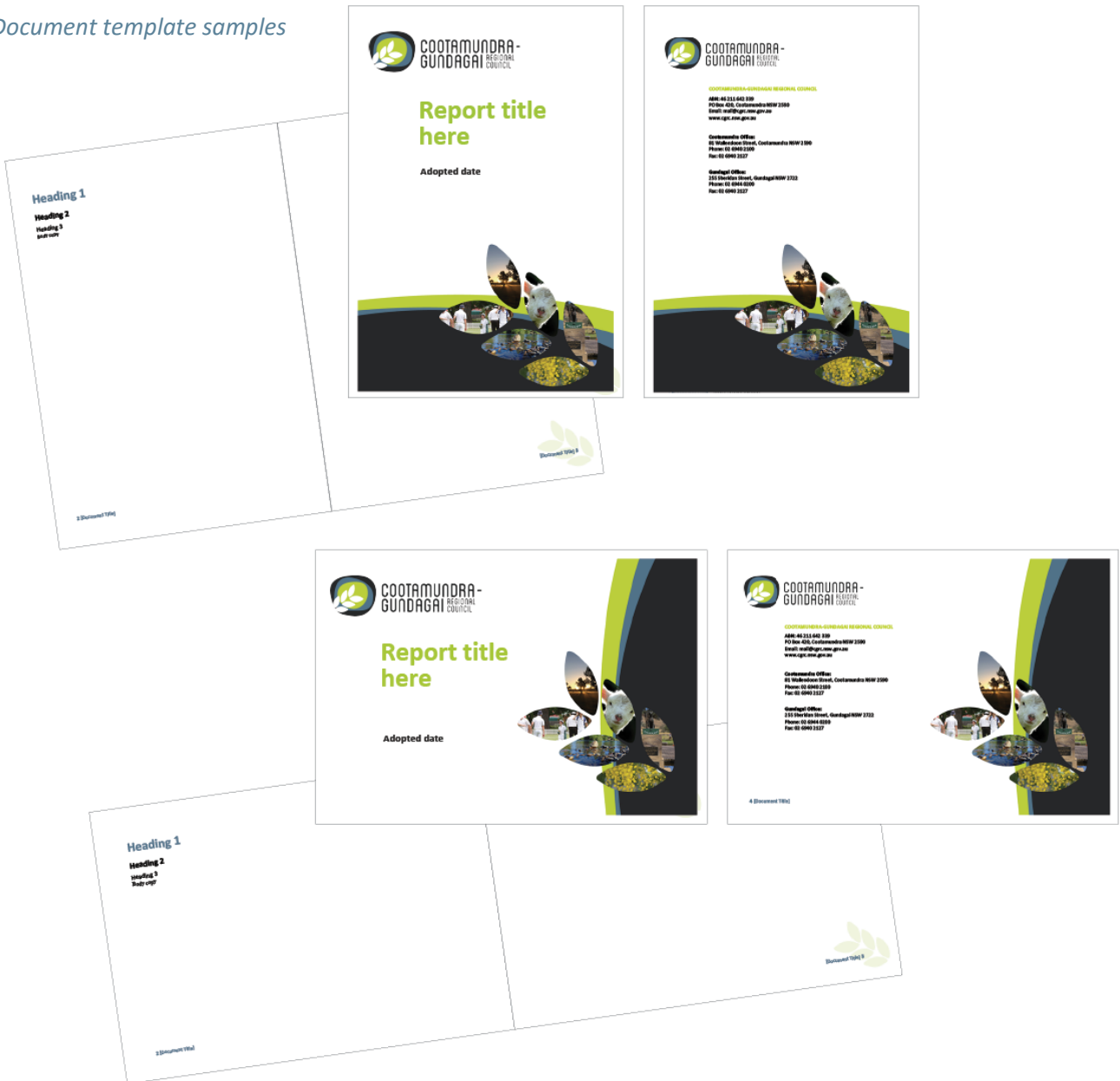
NEWSLETTER

A newsletter mast head and basic grid layout has been established.

New brand elements, fonts and colours have been applied to this layout.

The grid follows a basic 3 column layout and text boxes can also appear as a 2 column and one column application, depending on the content fit.

The current template has been created as an Adobe InDesign document however can be also supplied on request as a Word header and footer. Graphic elements can also be supplied as jpgs or similar relevant file formats on request.

When created in Word, the font Calibri may be used for the main body copy and graphic elements placed at the users' discretion.

(Please refer to font usage on page 8).

POWERPOINT PRESENTATION

A PowerPoint template has been supplied which includes master pages for the title page, internal pages and end slide.

Title page

Internal page

End page

DOCUMENT TEMPLATES

The templates below have been supplied in Microsoft Word.

The following paragraph styles can be found in the Word templates:

Main title: Calibri Bold, 36pt, blue. Style name: CGRC Heading 1

Sub title: Calibri Bold, 14pt, black. Style name: CGRC Heading 2

Body copy: Calibri Regular, 11pt. Style name: CGRC Body Copy 11pt
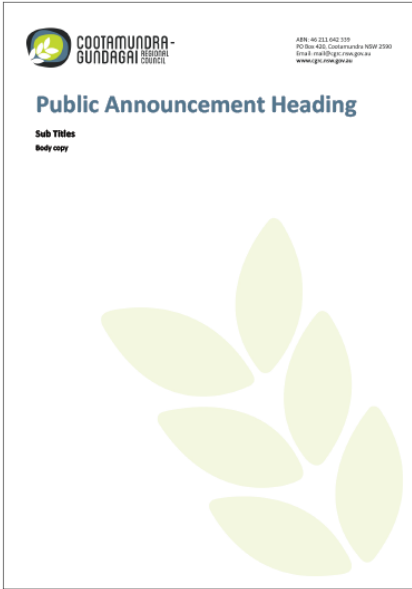
Public announcement template

Media release template
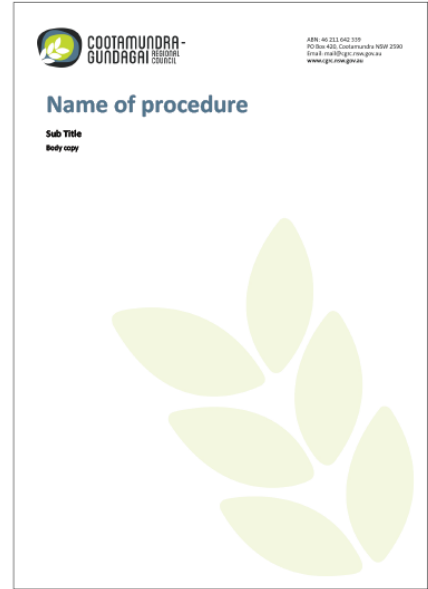
Procedural document template
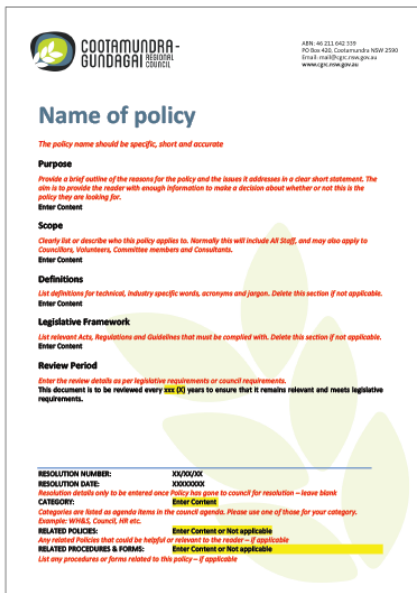
Policy template

Fax cover sheet
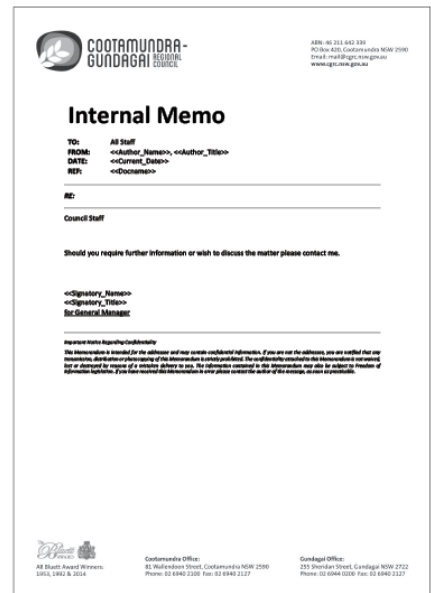
Internal memo

BLANK LETTERHEADS

The templates below have been supplied in Microsoft Word.

The following paragraph styles can be found in the Word templates:

Body copy: Calibri Regular, 11pt. Style name: CGRC Body Copy 11pt

A specially created letterhead for Accounts, with and without Bluett information on the footer is also available.
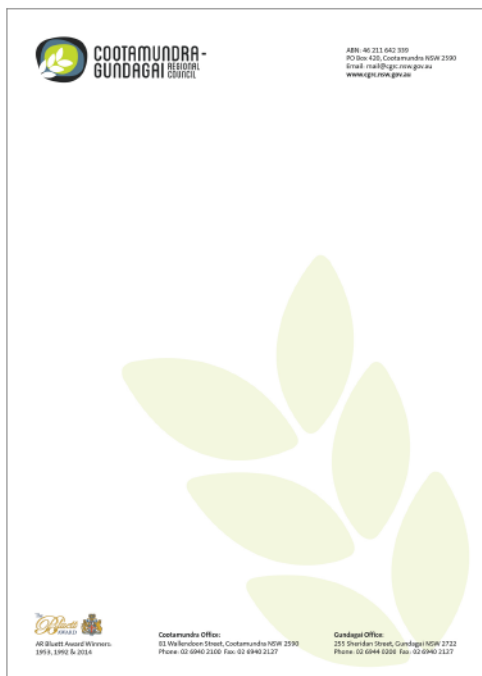
Colour - with footer
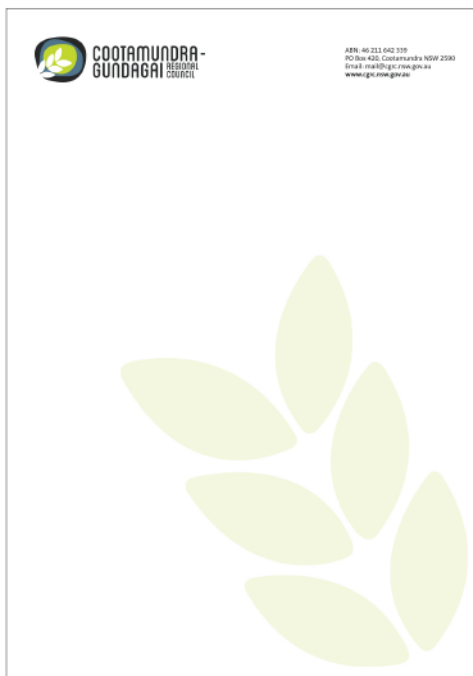
Colour - plain
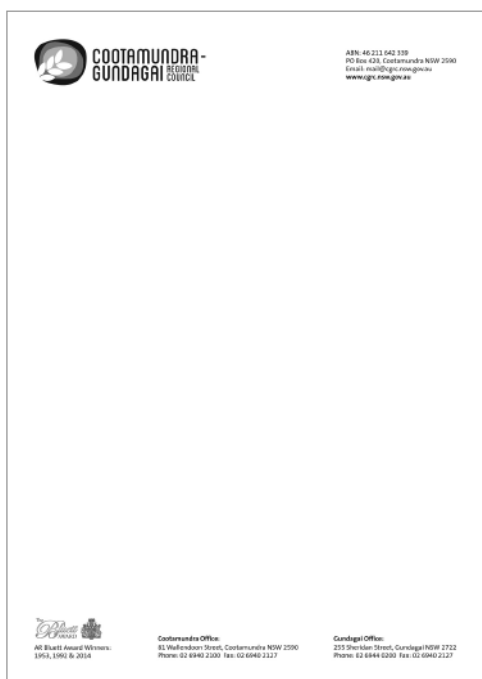
Mono - with footer
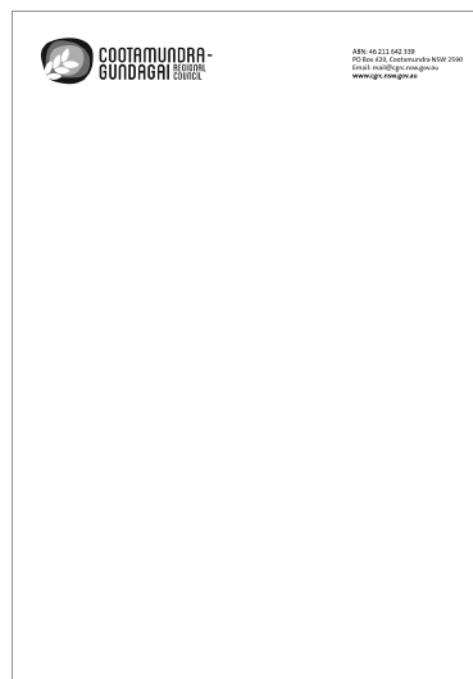
Mono - plain

LETTERHEADS WITH LETTER TEMPLATE

The templates below have been supplied in Microsoft Word.

The following paragraph styles can be found in the Word templates:

Body copy: Calibri Regular, 11pt. Style name: CGRC Body Copy 11pt

Colour - with footer

Colour - plain

Mono - with footer

Mono - plain

COUNCIL MEETING DOCUMENT TEMPLATES

Templates have been supplied in Microsoft Word for Council Reports, Meeting Agenda documents and Council Meeting Minutes documents, to create consistency and ease of use.

Master file templates of these document contain preferred heading, styles and colour pallets for the documents.
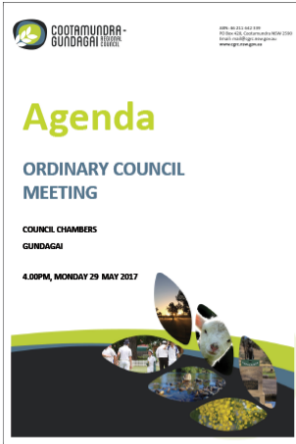
Sample Agenda Cover	Sample internal page - option large seed footer	Sample internal page - option small seed footer	Sample document end page
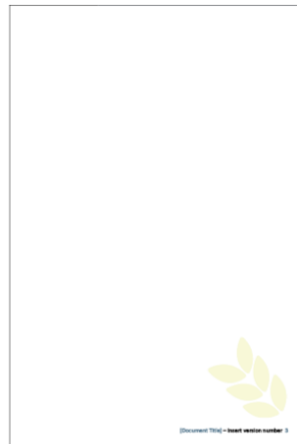
Set heading styles may be overridden or adjusted depending on the relevance of application and is up to the user's discrepancy to do so.

Additional styles may be created if the document requires. A sample of banded heading styles are illustrated here. Banded heading styles should not to be used for a heading which is more than one line.

Preferred heading and copy styles

FINANCIAL SPREADSHEETS

A Financial Spreadsheet in Excel should utilise the following styles:

1. Spreadsheet header: Calibri Bold 11pt, blue (C:72 M:41 Y:23 K:8)

2. Division headers: Calibri Bold 15pt, blue (C:72 M:41 Y:23 K:8)

3. Column headers and sub-headings: Calibri Bold 10pt, black

4. Body copy/figures: Calibri Regular 10pt, black

5. Highlighted column: Shaded light green (C:14 M:0 Y:5 K:0)

ORGANISATIONAL STRUCTURE

A Microsoft Word template is supplied for the Organisation Structure.
A blank document is also available.
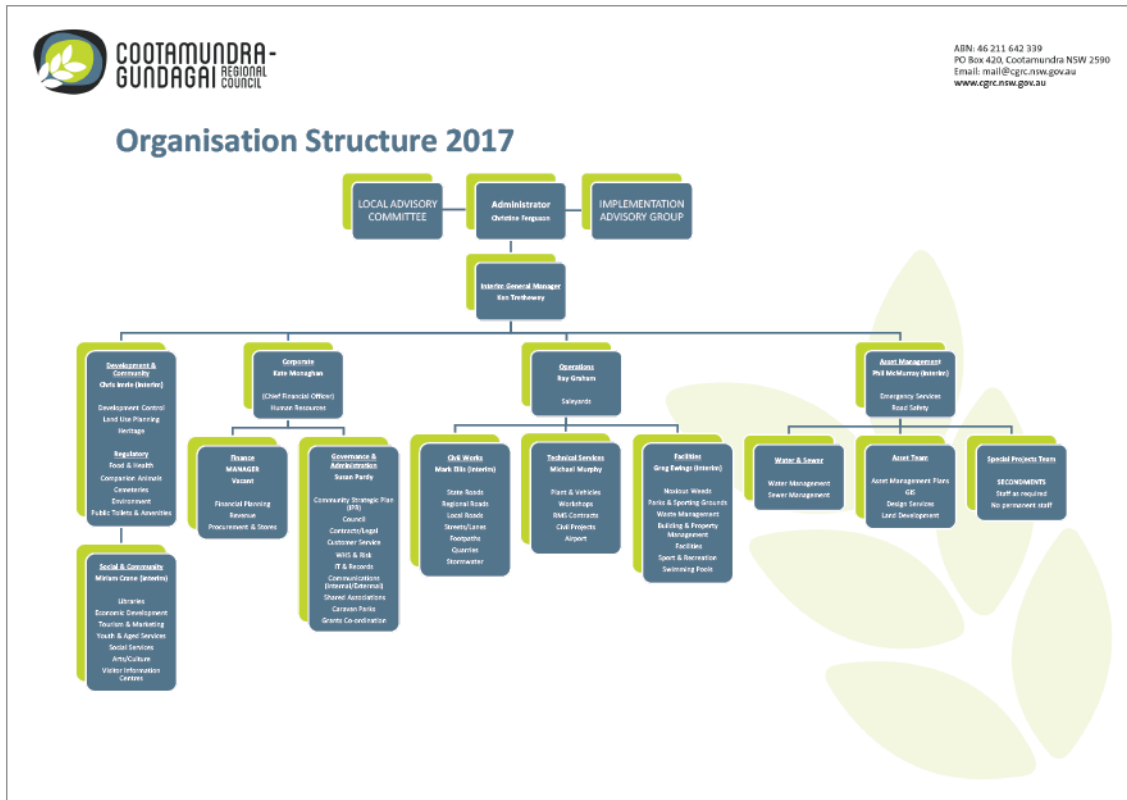
BRANDED COLLATERAL EXAMPLES

Pull up banner

**WARRANT
12/16**

eft

**Batch
372
A - K**
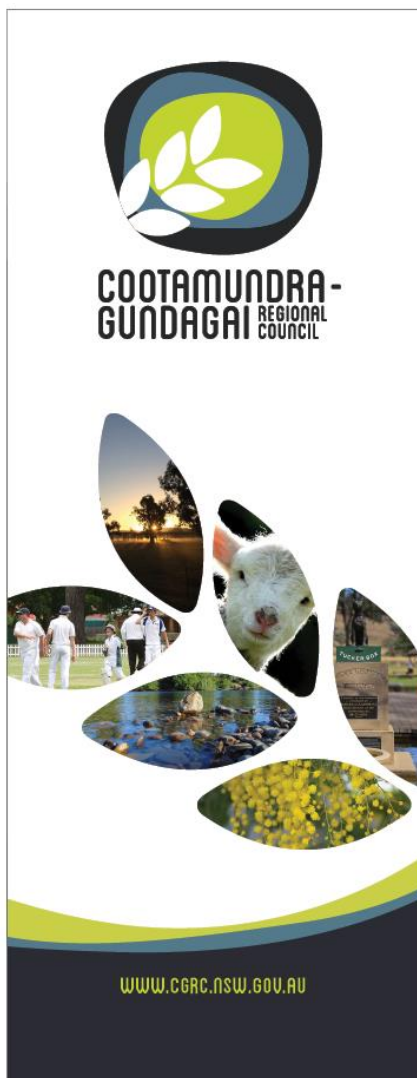
Folder spine template

A Microsoft Word template
has been provided with four
spines on an A4 page.

**EMPLOYEE/VISITOR
SIGN IN REGISTER**

Employee/visitor sign in register

Regards,

Susan Pardy
Manager Governance and Business Systems
Cootamundra-Gundagai Regional Council


P   (02) 6940 2100
E   susan.pardy@cgrc.nsw.gov.au
W   www.cgrc.nsw.gov.au

Email signature

COUNCIL NOTICES

Rates notice – green colour theme

Water and sewer notice – blue colour theme

www.cgrc.nsw.gov.au
Email: mail@cgrc.nsw.gov.au
PO Box 420, Cootamundra NSW 2590
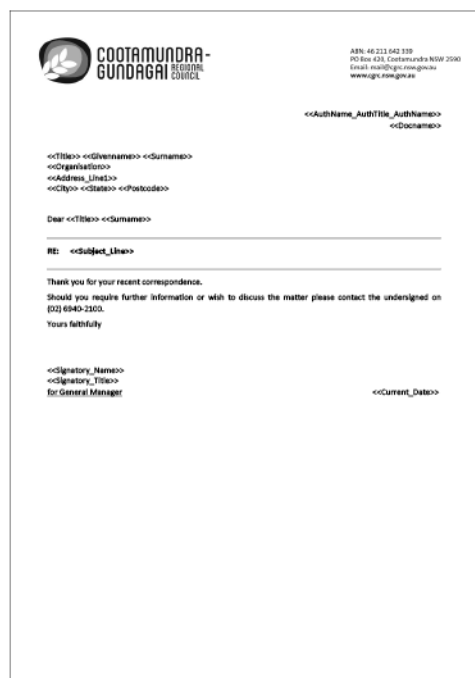
Cootamundra Office:
81 Wallendoon Street, Cootamundra NSW 2590
Phone: 02 6940 2100 Fax: 02 6940 2127

Gundagai Office:
255 Sheridan Street, Gundagai NSW 2722
Phone: 02 6944 0200 Fax: 02 6940 2127