



*Shire of*  
**Koorda**

# Style Guide

July 2019



Our Identity	3
Use of Logo	4
Use of Tag Line	5
Variations of Logo	6
Colour Variations of Logo	7
Core Branding Elements	9
Colour Palette	10
Typography	11
Branding on Corporate documents	12
Letterhead & Compliments	13
Business Cards	14
Envelopes	14
Report Templates	16
Branding on Corporate Applications	17
Name badges	18
Email Signature	18
Road Signs	19

# Our Identity

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Our identity is made up of several fundamental elements that contribute to building our image as the Shire of Koorda. The following pages present these elements alongside an explanation of how to manage our identity, to ensure all communications going forward are presented in a consistent manner.

Our brand is created and maintained using our logo and three core visual elements:

- Colours
- Graphic elements
- Fonts and typography

This Style Guide shows how to use our core elements correctly to enhance and maintain our visual identity throughout all communication and marketing material.



# Use of Logo

The Shire of Koorda logo is to be used on ALL external and internal communication material. The logo is never to be altered, stretched, modified or reproduced in any other way. The primary logo shown is the preferred version and should be used whenever possible. When it is not possible to use our primary logo due to design or layout restrictions, alternate logo versions are available (page 6).

## Minimum sizing & clear space

To maximise the visual impact of our logo, a minimum size and surrounding clear space is required. This ensures it will remain legible when scaled down. The clear space area must be kept free of text, graphics and imagery. The Shire of Koorda logo is to appear no smaller than 20mm wide. It must be surrounded by a minimum area of clear space which is reflective of the height and width of the letter 'K' in the logo, this is indicated in the example provided.



*Shire of*  
**Koorda**



*Shire of*  
**Koorda**

20mm  
Minimum width



Letter 'K'  
Clear Space

# Use of Tag-line

'Drive in, stay awhile' is the adopted tag-line for the Shire of Koorda. This has been included as option for use when appropriate with the primary logo.

It is up to staffs discretion when this version of the logo is used. The logo is never to be altered, stretched, modified or reproduced in any other way.

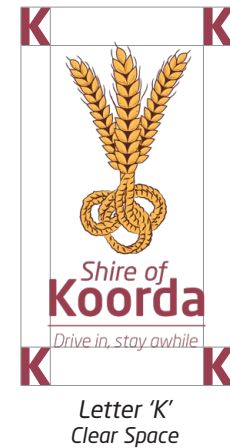
## Minimum sizing & clear space

To maximise the visual impact of our logo, a minimum size and surrounding clear space is required. This ensures it will remain legible when scaled down. The clear space area must be kept free of text, graphics and imagery. The Shire of Koorda logo is to appear no smaller than 20mm wide. It must be surrounded by a minimum area of clear space which is reflective of the height and width of the letter 'K' in the logo, this is indicated in the example provided.



*Shire of*  
**Koorda**

*Drive in, stay awhile*



# Variations of Logo

Whenever possible the primary logo should be used. However there will be occasions that do require a modified logo.

These logos, whilst varied from the primary logo, have been designed to maintain the integrity of our corporate identity.

To provide greater flexibility with all applications, multiple logo formats have been developed. Consideration should be given to choosing which logo is best suited for the required application.

Note: Minimum sizing and the clear space area are still required when using these alternate versions of our logo.



*Shire of*  
**Koorda**



*Shire of*  
**Koorda**  
*Drive in, stay awhile*

Landscape Logo Variations



Wordless Logo

*Shire of*  
**Koorda**

Imageless Logo

# Colour Variations of our Logo

Whenever possible the primary colour logo should be used. However there will be occasions that do require a modified logo. These logos, whilst varied from the primary logo, have been designed to maintain the integrity of our corporate identity.

To provide greater flexibility with all applications, multiple logo formats have been developed. Consideration should be given to choosing which logo is best suited for the required application.

In black and white applications it is recommended you use the mono logo. In applications where there is a solid dark background, the reversed white logo is recommended to maximise readability.

Note: Minimum sizing and the clear space area are required when using all versions of our logo.



*Shire of*  
**Koorda**

Primary Logo



*Shire of*  
**Koorda**

Alt-colour Logo



*Shire of*  
**Koorda**

Mono Logo



*Shire of*  
**Koorda**

Reversed Logo

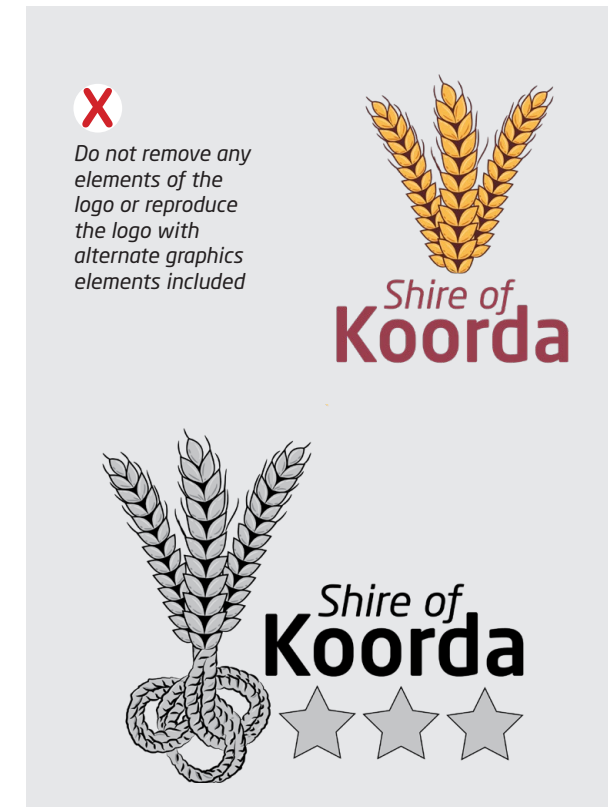
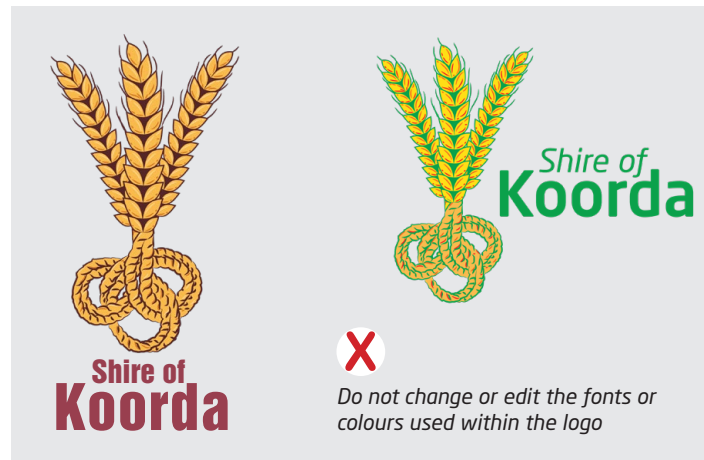
# Appropriate use of our Logo

A strong identity is not only well designed, but should also be well maintained.

Our logo must not be modified or have elements of the logo rearranged. Elements must not be removed or reproduced with alternate images or graphics.

Our logo proportions must not be stretched or distorted. Fonts are not to be edited, nor are colours.

Our logo must be applied correctly so that its visibility is not compromised.





# Core Branding Elements

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Our colour palette and typography are the core elements of our brand.

Our colours reflect the environment of Koorda and the unique nature of our community and our role within it. It also plays a significant part in the history of our Shire and is instantly recognisable as Koorda colours. The colour palette must be used on all external and internal communication material.

Our typographic style is simple, clear and confident. Using the approved typefaces consistently across all communications is important to reinforce continuity and integrated designs.



# Colour Palette

Our colours represent the unique environment of Koorda, having evolved over the years from past Shire branding. They play an important role in making our brand easily recognisable to the community.

Our colour palette MUST be used on ALL external and internal communication material. There are two primary colours and two secondary colours which make up the Shire of Koorda brand, with a supporting palette of their associated tints. It is recommended that only these colours are used and that white space is used effectively in material to create a clean design.

To ensure consistency of our colours across printing and digital use, the colour breakdowns have been provided in Pantone and CMYK (for print production) and HEX and RGB (for digital and online production).

<b>Pantone</b> 7640C	<b>HEX</b> # 934054	<b>CMYK</b> C 0 / M 79 / Y 24 / K 41	<b>RGB</b> R 147 / G 64 / B 84
<i>Primary Colour</i>			
<b>Pantone</b> 142C	<b>HEX</b> # F1BE48	<b>CMYK</b> C 0 / M 24 / Y 78 / K 0	<b>RGB</b> R 241 / G 190 / B 72
<i>Primary Colour</i>			
<b>Pantone</b> 490C	<b>HEX</b> # 5D2A2C	<b>CMYK</b> C 26 / M 85 / Y 85 / K 72	<b>RGB</b> R 93 / G 42 / B 44
<i>Secondary Colour</i>			
<b>Pantone</b> 7570C	<b>HEX</b> # D3832B	<b>CMYK</b> C 0 / M 48 / Y 98 / K 10	<b>RGB</b> R 211 / G 131 / B 43
<i>Secondary Colour</i>			

# Typography

Our typographic style is uncluttered, with the intent to present information clearly with a defined hierarchy.

Neo Sans (and any variations of this font) is to be used throughout the Shire of Koorda branding and marketing for any printed materials. The variations of the font are to be used to demonstrate hierarchy in design.

Manipulating of the typeface is prohibited. Stretching, condensing, outlining and drop shadow must never be used. Alignment should be predominately be left, right and centered can be used in some instances. Type should be set at 100% word spacing and 0% letter spacing. In some circumstances it may be necessary to adjust the spacing between individual characters manually.

Arial is to be used as the internal font and should be used on all material produced or used internally, including Word documents, Power-Point and emails.

## Neo Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+**

## Neo Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+

## Neo Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+

## *Neo Sans Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+*

## Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+

# Branding on Corporate Documents

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Our corporate stationary is our most visibly branded material. It is important the branding of all internal and external communications remain consistent across all communications.

The following pages demonstrate how our corporate style is correctly applied to stationary and documentation. To help maintain a high level of consistency, templates have been developed and are available for use with the listed production specifications guidelines.

# Letterhead & Compliments Slip

Corporate letterhead and with compliments slip templates are available as Microsoft Word files. Do not rename or modify these files in any way.

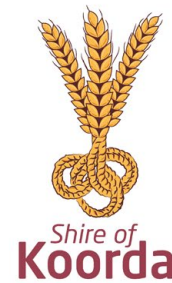
It is recommended these documents are printed professionally as follows;

## Letterhead

Dimensions:  
W210mm x H297mm  
Stock:  
100-120gsm Paper  
Brilliant White

## With compliments slip

Dimensions:  
W210mm x H100mm  
Stock:  
100-120gsm Paper  
Brilliant White



## Business Cards

Business Cards for all Councilors & Staff members are to be formatted and printed professionally as follows;

### Business Cards

Dimensions:

W90mm x H55mm

Colour Laminate both sides

Stock:

250gsm Satin or Matte Paper

Brilliant White



James Smith  
Works Supervisor

Corner of Allenby and Haig Streets  
PO Box 20, Koorda WA 6475  
P: (08) 9684 1219  
M: 0404 101 525  
E: ws@koorda.wa.gov.au



## Envelopes

Envelopes for all Councilors & Staff members are to be formatted and printed professionally as follows;

Standard C4/C5 sized envelope, either windowed or non-windowed.

Standard C6 sized envelope, either windowed or non-windowed.

The layout to the right is standard for all envelope sizes.

DL

Dimensions:

W220mm x H110mm

Stock:

Plain and Window Faced Envelopes

White press seal

C5

Dimensions:

W229mm x H162hmm

Stock:

Plain white peel and seal

C4

Dimensions:

W324mm x H229mm

Stock:

Plain white peel and seal



If unclaimed in 7 days please return to  
PO Box 20, Koorda WA 6475

POSTAGE  
PAID  
AUSTRALIA

*C4/C5 Envelope*



If unclaimed in 7 days please return to  
PO Box 20, Koorda WA 6475

POSTAGE  
PAID  
AUSTRALIA

*DL Envelope*

# Report Templates

Microsoft Word & Powerpoint templates have been developed in line with corporate branding and are available for use by Staff and Council.

The watermark wheatstalk within the Word Template is optional and can be deleted if it is of detriment to the overall design of your documentation.

Templates are available on request through Shire of Koorda staff.





# Branding on Corporate Applications

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Our Corporate Applications are a very visible part of our branding strategy.

It is important the branding of our signage is consistent and the information is clearly presented and easily referenced. To help maintain a high level of consistency, templates have been developed and are available for use with the listed guidelines.

Note: All signage artwork MUST be approved by a staff member of the Shire of Koorda prior to production and installation.

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## Name Badges

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Name badges have been developed in line with corporate branding to identify Shire of Koorda staff and Elected Councilors.

### Name Badges

Dimensions:  
W75mm x H25mm  
Sheridans - CP25  
Full colour  
Clear resin top

Badges can be ordered by contacting the Finance & Administration Manager.



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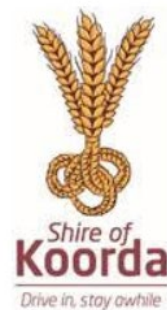
## Email Signature

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The email signature design below is our new corporate standard. It's important that all staff members have the same e-signature to support the corporate brand and maintain a professional image with our stakeholders.

For assistance in setting up your e-signature, contact the Finance & Administration Manager.

Kind regards,



**Lana Foote**  
Manager of Finance and Administration

**Shire of Koorda**  
10 Haig Street Koorda WA 6475  
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Website: [www.koorda.wa.gov.au](http://www.koorda.wa.gov.au)  
[Like us on Facebook "Shire of Koorda"](#)

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# Road Signs

Road Signage has been developed in line with corporate branding and is to be applied to any future road signage orders.

The following template demonstrates the required measurements between all signage elements.  
The height of the sign must be 150mm.  
The width is based on the text within the sign.

Signage font: Highway Gothic Narrow  
Signage font colour: Pantone 7640C

Signage must meet the requirements within then Australian Standard Alphabets for Road Signage AS 1744-1975.



Sally J

design + virtual assistance

Style Guide prepared by Sally J Designs  
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