



BERRIGAN SHIRE

BAROOGA • BERRIGAN • FINLEY • TOCUMWAL



Brand Guidelines

LOGO & BRAND IDENTITY

VERSION 1.0 | APRIL 2023

Table of contents

This document provides guidelines for Berrigan Shire Council logo usage and contain examples of Berrigan Shire Council branded communications and suite of collateral.

Always refer to these guidelines to ensure consistency across all forms of communication.



1.0	THE LOGO	X	2.0	IDENTITY ELEMENTS	X	3.0	COMMUNICATIONS	X
1.1	LOGO INTRODUCTION	X	2.1	BRAND COLOURS	X	3.1	BUSINESS CARD	X
1.2	LOGO OPTIONS	X	2.2	TYPOGRAPHY	X	3.2	LETTERHEAD	X
1.3	LOGO COLOURS	X	2.3	GRAPHIC ELEMENTS	X	3.3	EMAIL SIGNATURE	X
1.4	LOGO RULES	X	2.4	BRAND APPLICATION	X	3.4	INFORMATION SHEET	X
1.5	LOGO USAGE	X				3.5	POWERPOINT DECK	X
						3.6	PRESENTATION FOLDER	X
						3.7	PUBLICATIONS	X
						3.8	SOCIAL TEMPLATES	X
						3.9	BORDER SIGNS	X
						3.10	TEMPLATE LIBRARY	X

1.1	LOGO INTRODUCTION	X
1.2	LOGO OPTIONS	X
1.3	LOGO COLOURS	X
1.4	LOGO RULES	X
1.5	LOGO USAGE	X

1.0 The logo

1.1 Logo Introduction

It was recognised the current brand identity had remained untouched for over 20 years, and needed a refresh that pays homage to our history and can bring Berrigan Shire into the future.

Berrigan Shire Councils councillors, staff and community have played a pivotal role in shaping the new Berrigan Shire brand.

The community were asked to tell Council what they loved about the Berrigan Shire. Over 110 people contributed via an online survey, phone calls and letters; with the responses highlighting the communities most loved attributes.

From this, it was clear on what the community considered the key pillars of our Shire: Lifestyle, Agriculture, The Murray River, Landscape and Our People, were at the heart of what makes up the Berrigan Shire.

The new brand represents all that Berrigan Shire encompasses.

We are Berrigan Shire.

We are our four towns.

We are our rural localities.

We are our History.

We are our Future.

We are our Lifestyle, River,
Agriculture and Landscape.

We are one Community, One
Unique Fingerprint.

[Click here to learn more about our brand story and evolution.](#)



1.2 Logo Options

Primary logo

Where possible use the primary logo configuration on all forms of communication. The primary logo is available in CMYK, spot colour, black, white and in a range of file formats.

The full-colour logo must be used as the primary option in all instances where possible.

The mono and reversed logos must only be used where the colour logo is not legible or possible. E.g. mono for black and white newsprint, or either for use against a busy, coloured and/or photograph background.

Full colour logo



Mono logo



Reversed logo



1.2 Logo Options

Small format logo

The small format logo is only to be used in place of the primary logo where the primary logo minimum size requirements cannot be met (when the smallest font cannot be read easily). Examples where the small format logo use is acceptable includes; in small format print, digital executions and social media.

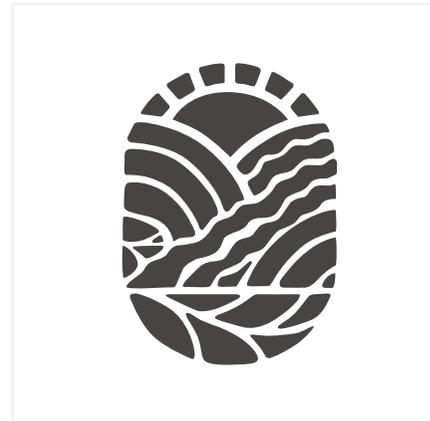
Where the small format logo is used, there must be body text that includes the full name of Berrigan Shire Council.

This logo may also be used as a creative element to enhance collateral of all types. When used it must support and/or amplify the use of the primary logo in all instances.

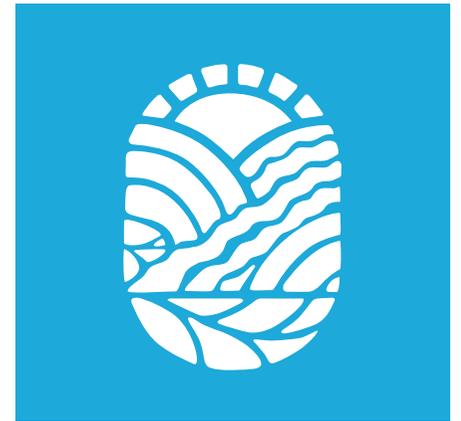
Full colour logo



Mono logo



Reversed logo



1.3 Logo Colours

The Berrigan Shire Council logo is made up of five key colours.

The colours listed below represent the key pillars of the community as well as paying tribute to the previous logo design.

Orange – Agriculture.

Yellow – Lifestyle and tourism.

Blue – The Murray River.

Green – Parks and recreation and the environment.

Orange

PMS	P 24-8
CMYK	0/55/98/0
RGB	241/136/5
HEX	F18805

Yellow

PMS	P 4-7
CMYK	3/10/85/0
RGB	253/220/50
HEX	FDDC32

Blue

PMS	P 116-5
CMYK	73/13/6/0
RGB	29/169/217
HEX	1DA9D9



Green

PMS	P 154-8
CMYK	58/4/100/0
RGB	126/181/41
HEX	7EB529

Charcoal

PMS	P 179-14
CMYK	67/60/59/46
RGB	73/70/68
HEX	494644

1.4 Logo Rules

Clearance

To maintain the clarity and integrity of the brand logo, a minimum clear space must be observed in all applications.

Clear space creates an invisible frame that is a minimum area surrounding the logo. It must remain free of any conflicting visual elements to preserve the legibility and visual impact of the logo. Wherever possible, apply additional clear space beyond the minimum requirement.

The magenta keyline in the example shown here represents the minimum amount of clear space. The clearance space is defined by the height of the leaf element in the logo.

This space is shown with an 'X' and applies to the primary logo.

Minimum size

To ensure that legibility of all of the logo text is maintained, it is important that the following widths are adhered to (as shown).

Primary logo: must never be used below the minimum width of 35mm.

Clearance



Minimum size



1.5 Logo Incorrect Usage

To ensure correct usage of the logo, care must be taken and we must not alter or distort the logo in any way. Changes, no matter how small, weakens the integrity and consistent usage of the Berrigan Shire Council brand.

Illustrated here are common mistakes to avoid.

To ensure the correct reproduction it is important to follow the recommendations set out in these guidelines. ***The following rules apply to all Berrigan Shire Council logo formats.***

 <p>Do not change the logo design.</p>	 <p>Do not alter the proportions.</p>	 <p>Do not skew or rotate.</p>
 <p>Do not apply graphic effects.</p>	 <p>Do not use on a background that affects the legibility of text or symbol.</p>	 <p>Do not use in instances where the text is too small to read.</p>

2.1	BRAND COLOURS	X
2.2	TYPOGRAPHY	X
2.3	GRAPHIC ELEMENTS	X
2.4	BRAND APPLICATION	X

2.0 Identity Elements

2.1 Brand Colours

To maintain coherence and recognition, the brand identity primary colours are derived from the Berrigan Shire logo. The four primary colours can be used on Council collateral as headings or as feature or highlight colours.

Additional secondary colours have been incorporated to provide flexibility. Tints from these four colours may be used throughout to complement the design. These colours cannot be mixed and should be paired with the lead colours, where possible.

The colours must be shown at either 100% or can utilise the selected tints shown, 80%, 40% or 10%.

Black and white can also be used.

<p>Orange</p> <p>PMS P 24-8 CMYK 0/55/98/0 RGB 241/136/5 HEX F18805</p>	<p>Yellow</p> <p>PMS P 4-7 CMYK 3/10/85/0 RGB 253/220/50 HEX FDDC32</p>	<p>Blue</p> <p>PMS P 116-5 CMYK 73/13/6/0 RGB 29/169/217 HEX 1DA9D9</p>	<p>Green</p> <p>PMS P 154-8 CMYK 58/4/100/0 RGB 126/181/41 HEX 7EB529</p>	100% tint
				80% tint
				40% tint
				10% tint
<p>Charcoal</p> <p>PMS P 179-14 CMYK 67/60/59/46 RGB 73/70/68 HEX 494644</p>	<p>Black</p>	<p>White</p>		

2.2 Typography

Primary typeface

Calibri is to be used as the primary font for all Berrigan Shire Council communications. It should be used as the primary font in all instances for council collateral. This also includes emails, and word documents both internal and external.

Calibri is available with most standard computers both Microsoft and Apple Macintosh.

Secondary and/or highlight typeface

For more creative executions or to create interest Josefin Sans may be used as a supporting typeface. Recommended usage is for Primary headings in creative artwork.

Josefin Sans is a Google/web font and is available for free download and usage from Google fonts, or through Adobe Creative Cloud Fonts.

Primary typeface

Headings – Calibri Bold

AaBbCcDdEdFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Body Copy – Calibri Light

AaBbCcDdEdFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Secondary/highlight typeface

Headings - Josefin Sans Semi Bold

AaBbCcDdEdFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Body Copy - Josefin Sans Light

AaBbCcDdEdFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

2.3 Graphic Elements

Small format logo

The small format logo can be utilised in many ways to enhance the creative design aspects of any piece of collateral.

It must not be changed, nor have elements extracted in any way. The logo must be used as a whole at all times, with the exception of the following examples of cropping it to create lines/ bar elements.

The asset can be used:

- To fill the frame of an asset – see business cards and presentation folder design.
- To create a framing element – see information sheet design.
- To create visual interest – see document design.



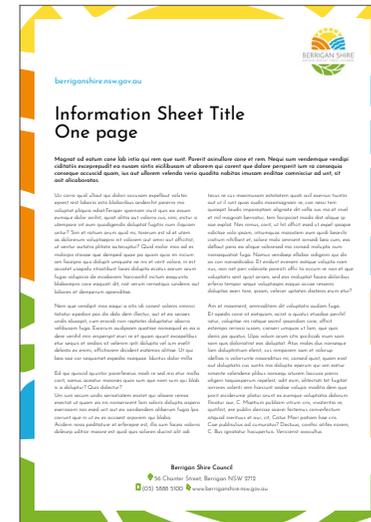
2.4 Brand Application

Recommendations for successful brand application

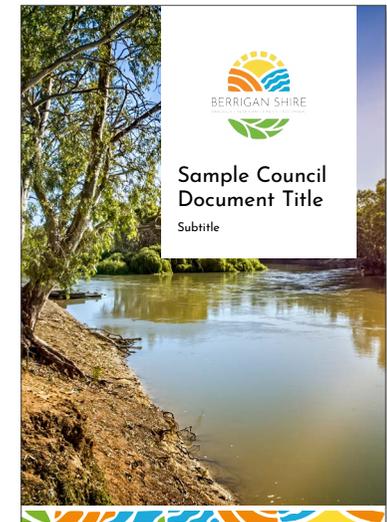
The Berrigan Shire Council have created various communication and collateral templates that should be adhered to at all times. Examples of correct applications are shown opposite and in detail over the following pages.



Letterhead



Information sheet



Corporate document

3.1	BUSINESS CARD	X
3.2	LETTERHEAD	X
3.3	EMAIL SIGNATURE	X
3.4	INFORMATION SHEET	X
3.5	POWERPOINT DECK	X
3.6	PRESENTATION FOLDER	X
3.7	PUBLICATIONS	X
3.8	SOCIAL TEMPLATES	X
3.9	BORDER SIGNS	X
3.10	TEMPLATE LIBRARY	X

3.0 Communications

3.1 Business Card

The business card utilises the small format logo graphic element on one side, it fills the entire frame of the page. The opposite side includes the full colour primary logo at the top, and contact details below.



Front



Back

3.2 Letterhead

There are two letterhead options available, one corporate and one more creative. Allowing for use for different executions and audiences.



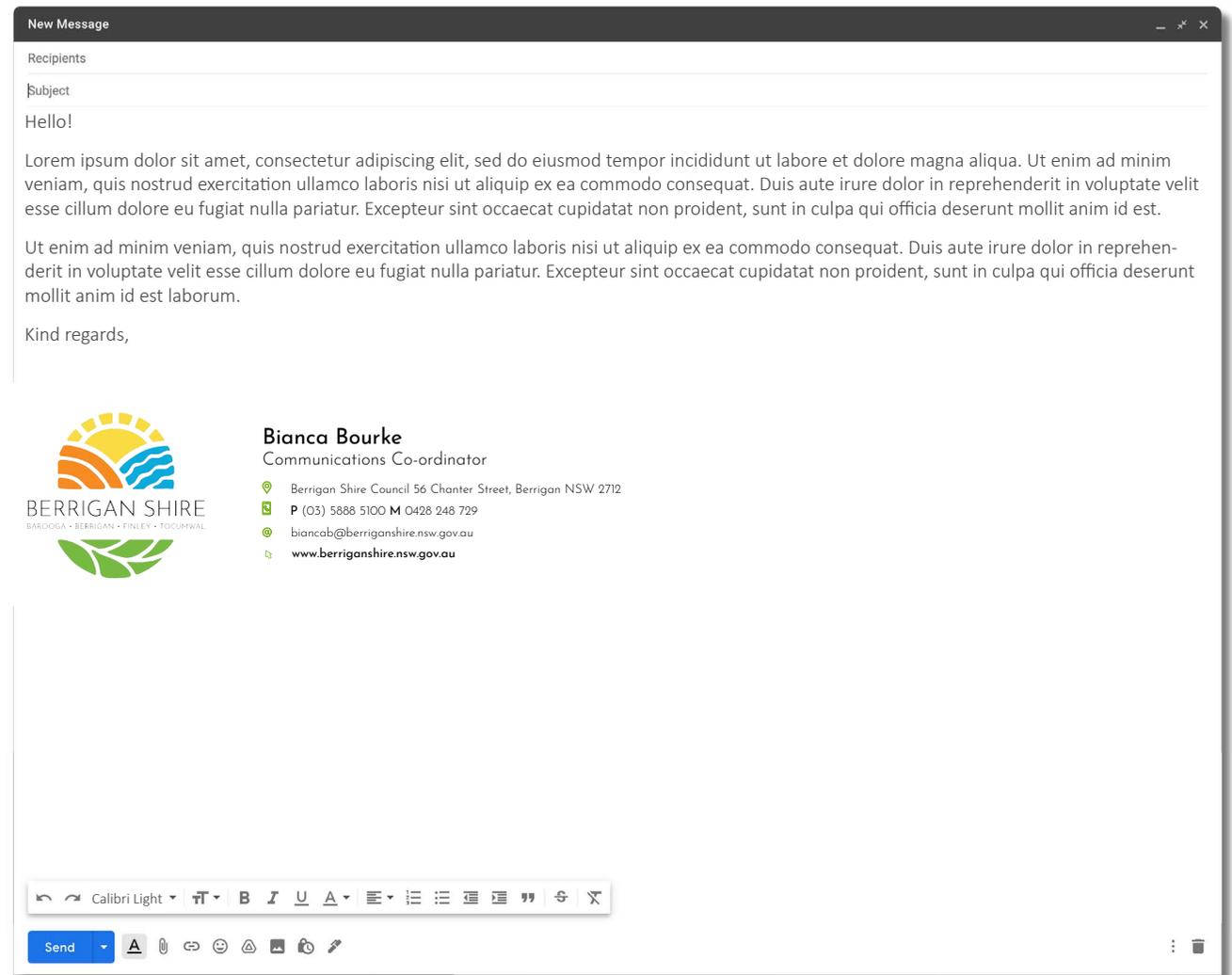
Corporate letterhead



Creative letterhead

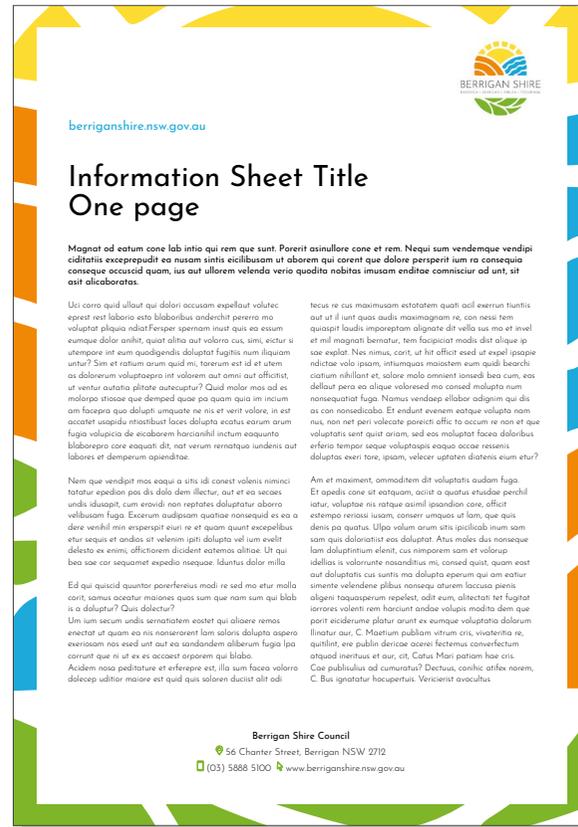
3.3 Email Signature

Email signature has been designed to be crisp and clean. All signatures across Council staff will have the same look.



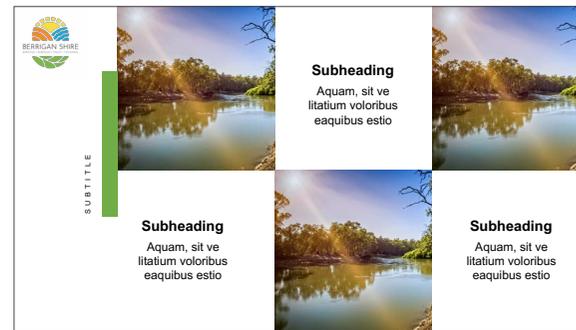
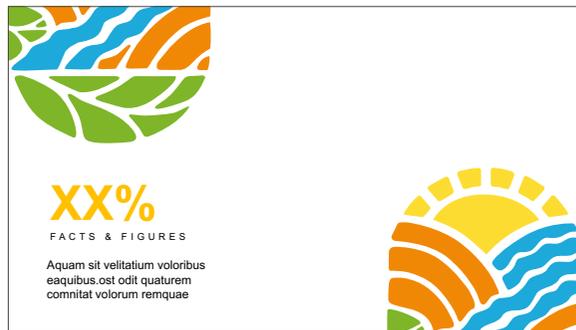
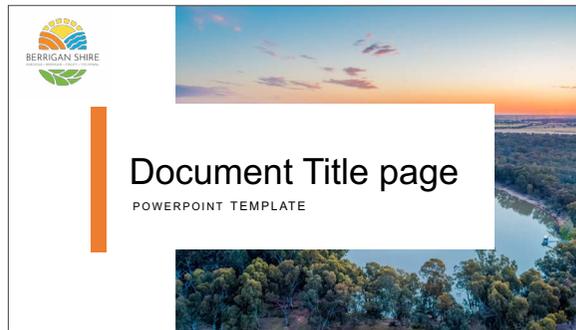
3.4 Information Sheet

Information sheet can be used for a number of documents, including but not limited to: job ads, project updates and expression of interest documents.



3.5 Powerpoint Deck

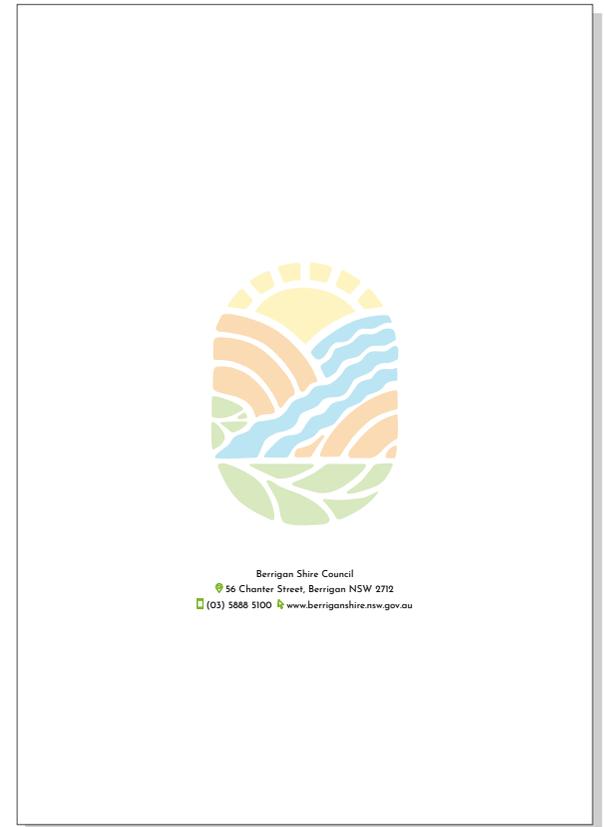
PowerPoint Deck to be used for all presentations that require the use of PowerPoint.



3.6 Presentation Folder



Front

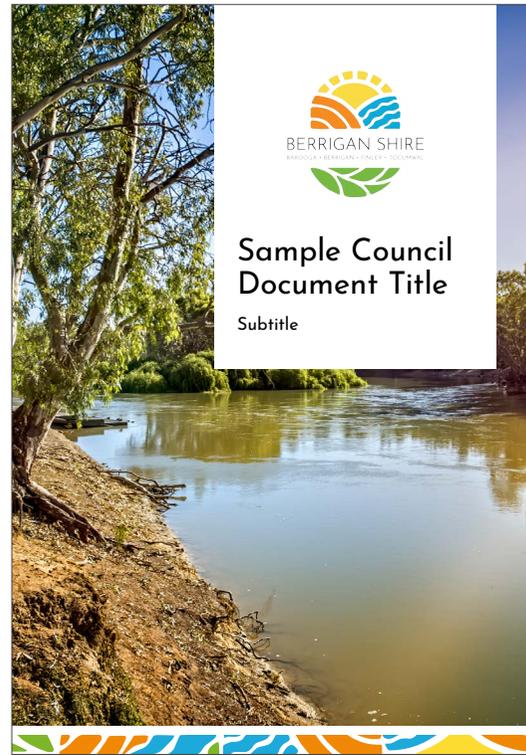


Back

3.7 Publications

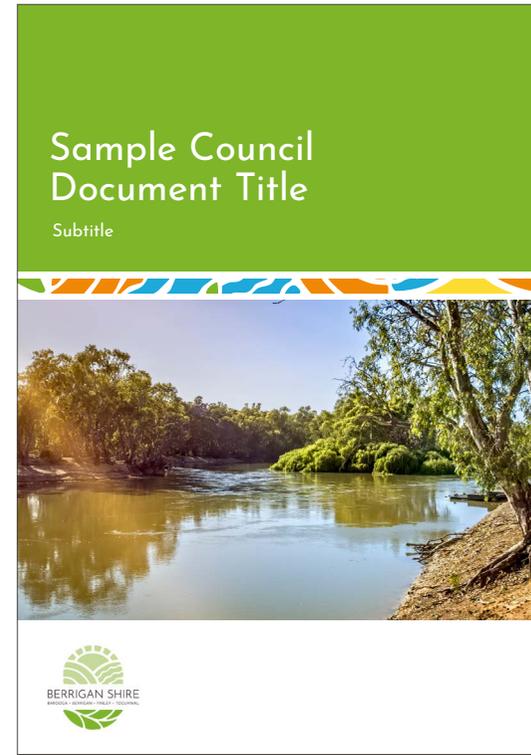
Publications produced by Berrigan Shire Council are to remain consistent with the overall brand.

Corporate publications have minimal creative assets and rely mostly on the primary logo and imagery to support the content.



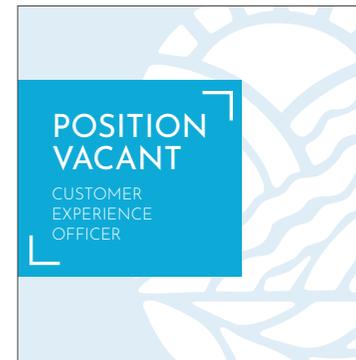
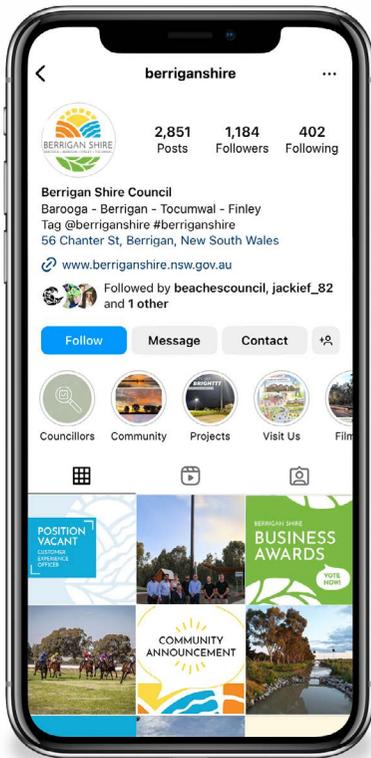
3.7 Publications

Creative publications have more creative elements, utilising the brand colours and shapes to enhance the content and messaging.



3.8 Social Templates

Branded social tiles should utilise the primary colours of the brand, this is to ensure clear and concise messaging while maintaining the brand identity.



3.9 Border Sign



3.10 Brand Asset Library

For a copy of all brand assets and communication templates, please see reference below:

- Brand Assets
MAGIQ Id: 39534
- Document Templates
MAGIQ Id: 39535





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**For any questions regarding these brand
guidelines, please contact:**

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