

Logo Usage

A quick guide

Our logos in order of usage preference



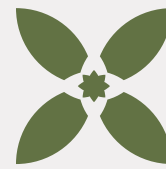
Main

Use first for all applications and most often. The full colour logo should only be used on a neutral background.



Badge

Use for vertical or centre aligned applications and often.



Boronia

Used in cases where it's clearly a Council document or channel already and the brand does not need to be established. For example a social media channel, internal documents, presentations etc.

Colour



Mono Black

Use black when in support of another logo that might need priority. It is secondary in hierarchy to the full colour version. Or if the document is grayscale.



Mono White

As with the black version the white is secondary to the full colour and to be used on documents with a darker background.

Images



Mono White

Use first over all imagery. As above use the Badge and Boronia following the same guidelines of use.



Mono Black

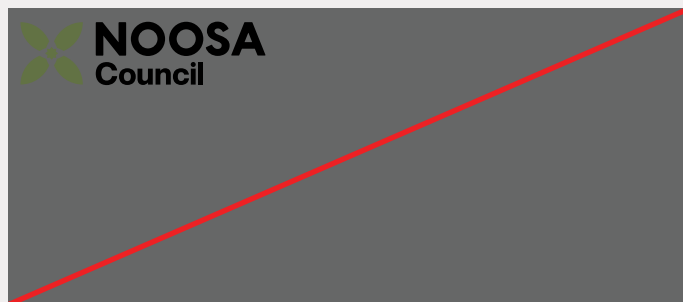
When images have a light area for the logo placement use the mono black.

Use of off white + grey



Light grey is okay

Where possible use white as a preference for your backgrounds. However if you need to use a light grey ensure the logo is legible.



Don't use mid or dark grey

If the boronia starts to disappear you've gone too far. Ensure you only use off white to light grey.

Spacing



Ensure adequate space is given around the logo. The boronia is a great guide to the minimum amount of space to allow.

Don'ts



Don't stretch



Don't outline



Don't use unapproved colours



Don't apply shadows or effects



Don't rotate



Don't apply patterns