



WELLINGTON SHIRE COUNCIL

Brand Guidelines

VERSION 2.0 2019

Any usage of the Wellington Shire Council logo or brand must adhere to the guidelines contained in this document.

External parties seeking to use the Council logo or brand are to seek prior permission from Council. The Council logo is a trademark design, and any unauthorised use of the logo is prohibited.

For further information or enquiries please contact:

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Logo

1.1 Logo

Wellington Shire Council have adopted a unique and visually attractive logo to represent their organisation.

It is essential that all use of this logo, and the associated branding, is applied as per the guidelines contained in this document.

Correct application of the Wellington Shire logo and brand ensures authenticity, cohesion and instant recognition with the audience.



WELLINGTON
SHIRE COUNCIL

The Heart of Gippsland

1.2 Logo Anatomy

The Wellington Shire Council logo is formed using a stylised ellipse element, combined with two forms of typography.

The ellipse element may be used without the title or tagline in special circumstances, with prior approval from Wellington Shire Council.

While the ellipse element can exist without the title and tagline, the title and/or tagline should never exist without the ellipse.



1.3 Logo Ellipse Composition

Wellington Shire Council’s iconic landscape is largely identified by three natural features; mountains, grass and water. Abstract illustrations of these features combine to form the ellipse element contained in the logo.

These individual illustrations may be used either in whole, or in part, to accompany design.

A. Ellipse (Whole)

B. Mountain element

C. Grass element

D. Water element

A.



B.



C.



D.



1.4 Logo Versions

The default version of the Wellington Shire Council logo is the Colour (Primary) version. This version should be used whenever possible.

If the primary version cannot be used, there are four alternate versions of the logo which are permitted for use.

- A. Colour (Primary Logo)
- B. Black
- C. White
- D. Colour (Reverse)
- E. Spot

A.



B.



C.



D.



E.



1.5 Logo Legibility

To ensure the legibility and impact of the logo is not diminished, minimum size and exclusion guidelines have been established.

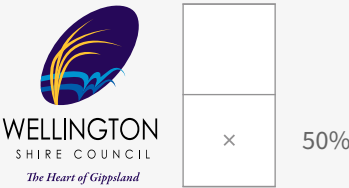
Minimum Size

The logo should never be reproduced smaller than the sizes shown below.



Exclusion Zone

The logo exclusion zone is equivalent to 50% of the height (x) of the logo. No objects should encroach upon this region.



1.6 Incorrect Logo Usage

The integrity of the logo must be maintained at all times. The logo should never be distorted or compromised in any way.

- A. Do not rotate the logo
- B. Do not stretch or squish the logo
- C. Do not recolour the logo
- D. Do not add shadows or other effects
- E. Do not rearrange logo elements
- F. Do not place on a busy background
- G. Do not place the logo in a box or other shape
- H. Do not outline the logo
- I. Do not alter the logo typeface

A.



B.



C.



D.



E.



F.



G.



H.



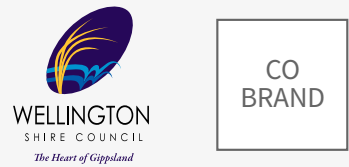
I.



1.7 Co-Branding

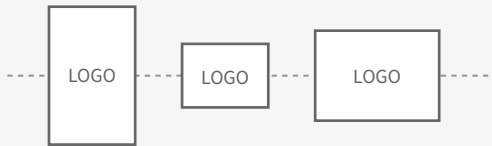
Where Wellington Shire Council is involved in a joint partnership with other agencies, it is appropriate that the logo/s of all agencies involved be publicly acknowledged.

Logos should be displayed horizontally on a solid white background where possible.



Position

Where Wellington Shire Council is working in collaboration with other agencies or Council sub-brands, it is preferable that Council’s logo is positioned far left.



Alignment

When multiple logos are to be recognised, the logos should be sized proportionally (with respect to each other), and aligned horizontally with vertical centers. Logo spacing is to be as per applicable logo exclusion guidelines.



Government Collaboration

Where Wellington Shire is working in collaboration with Federal and/or State Governments, the logo positioning shall be in accordance with the guidelines of the Federal and State Governments, in hierarchical order.

The background features a large, dark purple shape on the left and a lighter, medium-purple shape on the right, both with curved edges. These shapes overlap, creating a gradient effect. The right side of the image transitions into a white background.

2

Colour

2.1 Palette

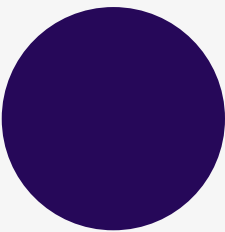
Wellington Shire Council’s corporate brand utilises four vibrant colours.

The Corporate Purple (2695C) is the default ‘hero’ colour, and should feature prominently throughout all design. The remaining three colours may feature in minor or accent roles throughout design.

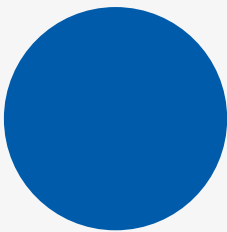
Tints from these four colours may be used throughout design.

For print applications, please use the Pantone and CMYK values, for digital applications please use the RGB/Hex values.

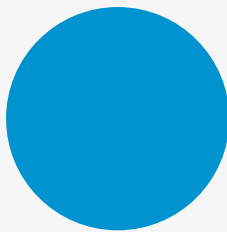
Corporate Colours



Pantone 2695C
CMYK C91 M100 Y0 K49
RGB R38 G8 B89
Hex #260859



Pantone 2728C
CMYK C96 M69 Y0 K0
RGB R0 G92 B171
Hex #005cab

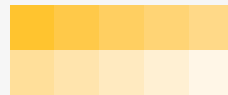
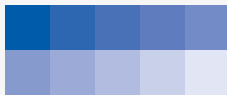


Pantone Process Blue
CMYK C100 M10 Y0 K10
RGB R0 G147 B208
Hex #0093d0



Pantone 123C
CMYK C0 M24 Y91 K0
RGB R255 G196 B48
Hex #ffc430

Tints





3

Typography

3.1 Primary Font

Wellington Shire Council use Source Sans Pro as its primary font across both print and digital applications.

Source Sans Pro is a sans serif font which is available in 6 weights, and features multi-lingual support.

It is preferred due to its clarity, legibility and variety of weights.

Source Sans Pro

Suitability:
Headings / Titles

Source Sans Black
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Suitability:
Headings / Titles

Source Sans Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Suitability:
Subtitles / paragraph
introductions

Source Sans Semibold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Suitability:
Body copy

Source Sans Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Suitability:
Body copy / pull quotes

Source Sans Light
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Suitability:
Captions and fine print

Source Sans Extra Light
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

3.2 Alternative Font

Where Source Sans Pro is unavailable, Wellington Shire Council prefers Arial as its alternative font.

Arial is a contemporary, sans serif font with standard and narrow variations (additional styles and weights are available for purchase).

Arial is preferred as the alternative font due to its versatility and availability.

Arial

Suitability:
Headings / Titles

Arial Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Suitability:
Headings / Titles

Arial Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Suitability:
Body copy

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Suitability:
Subtitles / paragraph
introductions

Arial Narrow Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Suitability:
Body copy

Arial Narrow

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890



4

Application

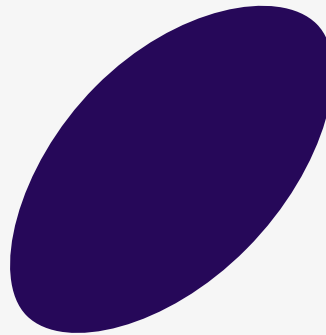
4.1 Reflected Ellipse

A 'reflected ellipse' design element may be used to assist branding and design.

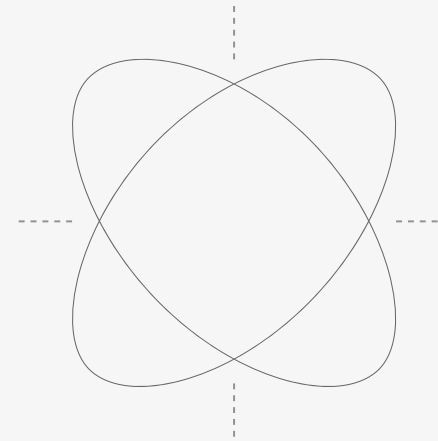
The 'reflected ellipse' element is created by duplicating and reflecting the ellipse element from logo, to create a segmented object.

The 'reflected ellipse' element may be used as a graphical design feature and placeholder in both print and digital design applications.

See following page for usage guidelines.



Ellipse



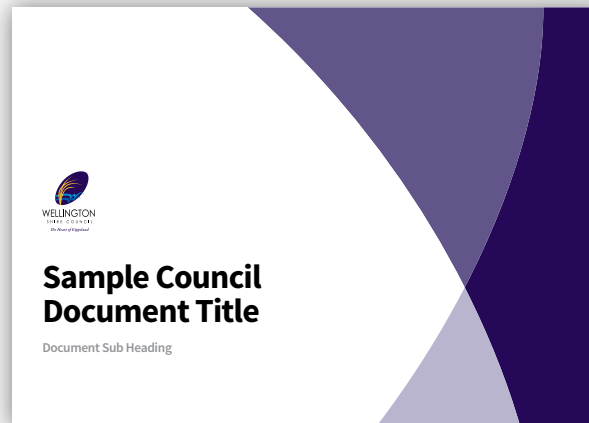
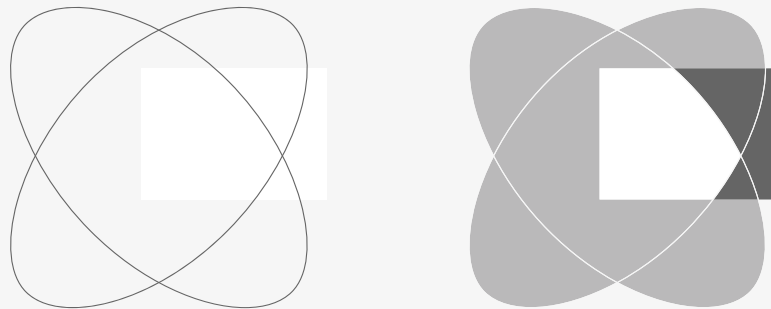
Reflected Ellipse Element

Ellipse duplicated, reflected
and centered

4.2 Reflected Ellipse Use

- The 'reflected ellipse' may be positioned on the design canvas as required.
- The 'reflected ellipse' is to be scaled larger than the canvas size. Overhanging segments are to be clipped (bled) off.
- The remaining segments may be filled with solid colours, colour tints and images. Blending options may be used when positioning over an image.
- Consideration should be given to symmetry and the rule of thirds when positioning.

Reflected Ellipse Example



4.3 Stationery

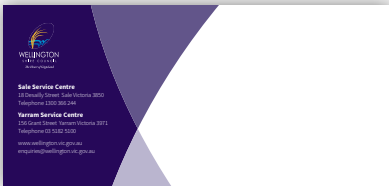
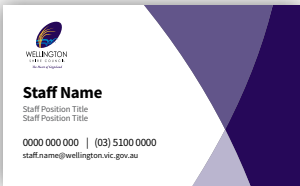
Wellington Shire Council’s stationery suite utilises the ‘reflected ellipse’ element to create a standardised and instantly recognisable design.



A4 Letterhead



Presentation Folder



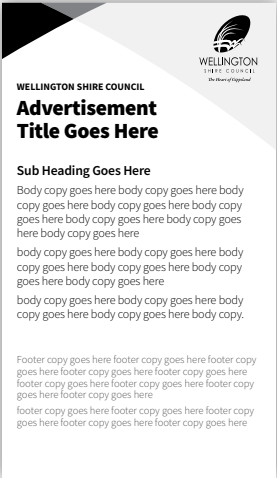
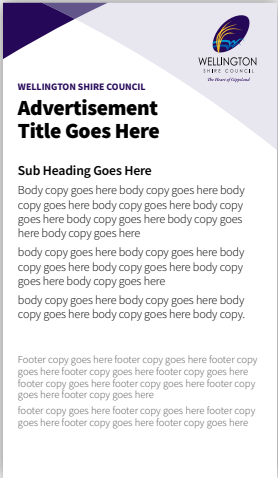
Business Cards

DL With Compliments

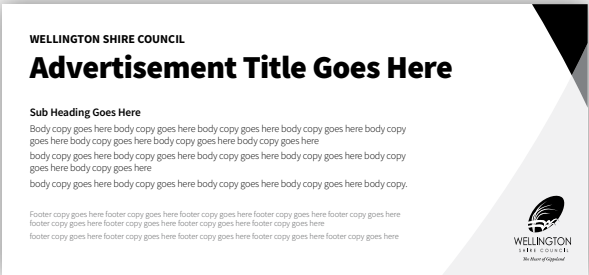
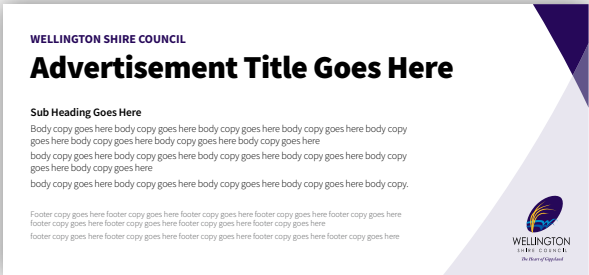
4.4 Print Advertising

A standard template is used for Wellington Shire Council’s print advertising requirements.

- Two versions are available, colour and monochromatic.
- Portrait orientation is preferred, however a landscape version may be used if the content requires.
- The ‘reflected ellipse’ element and Wellington Shire Council logo is to be included as per the templates shown right.



Advertising Templates (Portrait)



Advertising Templates (Landscape)

4.5 Publications (Cover)

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

Publications must either be A4 (Portrait), A4 (Landscape) or DL (Portrait) in size. The size shall be determined by content and circulation requirements.

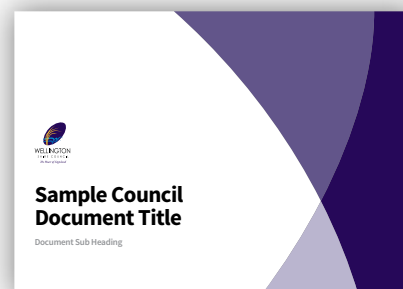
- Cover pages should include the ‘reflected ellipse’ element and Wellington Shire Council logo, as demonstrated on the templates right. An image may be used on cover pages.
- The back page of publications must contain the Council logo and contact details.
- A4 publication covers are to include a 15mm page margin, DL publication covers are to include a 10mm page margin.



A4 (Portrait)



DL

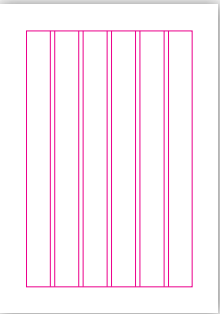


A4 (Landscape)

4.6 Publications (Layout)

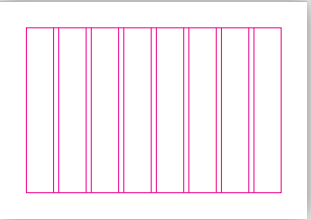
Publication layouts should utilise a column grid system. This enables content to be structured in an organised and aesthetically pleasing manner.

- An emphasis is to be placed on legibility and negative space. Type/graphics should be clear and easy to understand.
- Layouts should be engaging - avoid long, unbroken passages of text. Images, negative space, pull quotes and graphical elements should be used to break-up text and connect with the reader.
- Publications which require printing must be created with facing pages.
- Publications with 8 + pages require page numbering and an index.



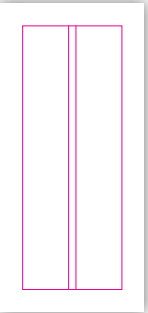
A4 (Portrait)

Page Margin: 25mm
Columns: 6
Gutter: 5mm



A4 (Landscape)

Page Margin: 25mm
Columns: 8
Gutter: 5mm



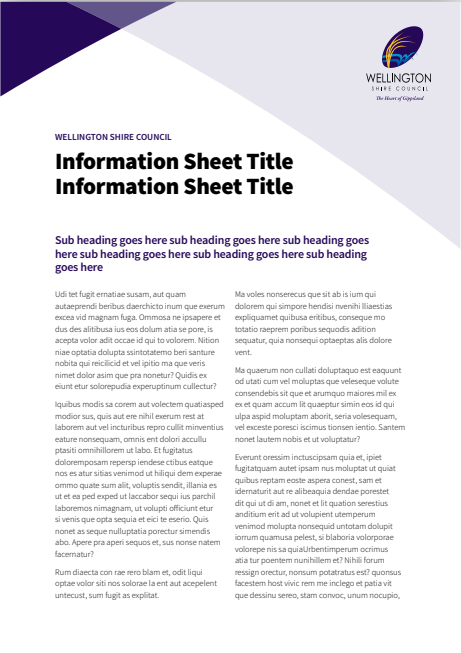
DL

Page Margin: 15mm
Columns: 2
Gutter: 5mm

4.7 Information Sheets

Information sheets issued by Wellington Shire Council must adhere to the following guidelines:

- Information Sheets must be A4 (Portrait) in size.
- The front and end pages must utilise the ‘reflected ellipse’ design element and Wellington Shire Council logo as per the template shown right.
- The front page top margin, and end page bottom margin is to be 65mm. All other pages are to have a margin of 25mm on all sides.
- For longer multipage documents, the pages between the first and end page may be free of the ‘reflected ellipse’ element.



Front Page



End Page



5

Signage

5.1 Project Signage

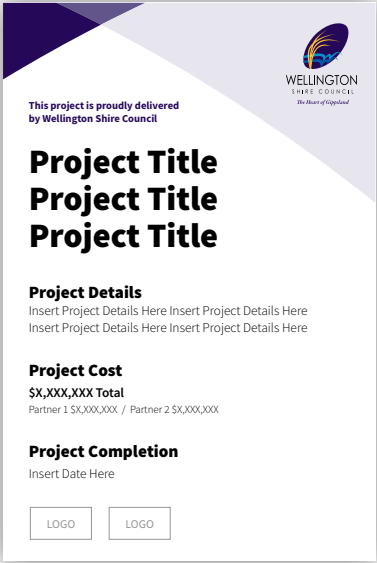
Temporary on-site signage is to be erected for major projects undertaken by Wellington Shire Council.

Signage is to adhere to the following guidelines:

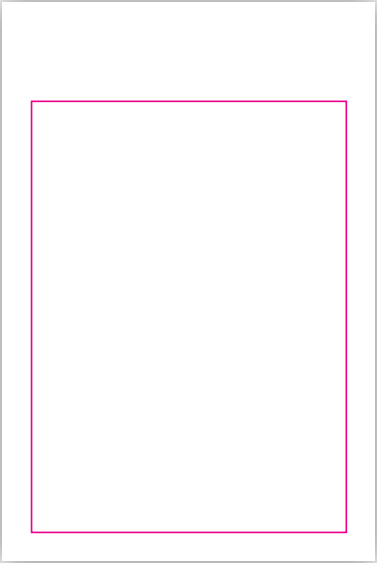
- Size is to be 800mm (w) x 1200mm (h).
- Short term signage (< 6 months) should be manufactured from corflute. Long term signage (> 6 months) should be manufactured from aluminium or composite panel.
- In the event of a jointly funded project (where Wellington Shire Council is the lead agency), contribution figures should be listed under project cost, and the logo/s of the contributing partner/s are to be inserted bottom left as per the templates shown right.
- Signage siting/fixing is at the discretion of the Project Manager.



Project Signage
(Council funded)



Project Signage
(Jointly funded)



Signage Margins

Top: 210mm
Left: 60mm
Right: 60mm
Bottom: 60mm

5.3 Promotional Signage

Wellington Shire Council's presence should be clearly visible at all events hosted by Council, or for which Council has made a financial contribution.

This may be achieved by displaying corporate promotional signage such as teardrop or pull-up banners.

Promotional signage should adhere to the following guidelines:

- The primary colour logo should appear on a solid white background.
- The reflected ellipse element should be utilised on all promotional displays where possible.



Teardrop Banner



Pull-Up Banner


5.4 Acknowledgement Plaque

Major Council projects which require an acknowledgement plaque should adhere to the following guidelines:

- The size of the plaque is to be 300mm (w) x 300mm (h).
- The plaque is to be a 2mm stainless steel panel, with digital etching.
- The plaque content margin is to be 20mm on all sides.
- Fixing is to be determined by the location of the project, and at the discretion of the Project Manager.
- In the event of a jointly funded project (where Wellington Shire Council is the lead agency), contributing partners should be listed in the 'In partnership...' text, and the logo/s of the contributing partner/s are to be inserted as per the Co-Branding Guidelines on page 11 of this document.



Acknowledgement Plaque



6

Imagery

6.1 Imagery Guidelines

Images may be used in conjunction with the Wellington Shire Council brand where required to assist with design and the overall narrative.

All images used must be the property of Wellington Shire Council. Unlicensed images are not permitted for use.

Appropriate permission must be sought for images featuring recognisable faces or subject matter which is copyright.



Quality

All images are to be correctly exposed and in focus. Do not use images that are over/under exposed, out of focus or noisy.



Colour Mode

All images are to be colour. RGB colour mode is to be used for digital applications and CMYK colour mode is to be used for print applications. Grayscale and heavily over/under saturated images are to be avoided.



Manipulation

Image enhancement through photo editing software such as Adobe Photoshop is acceptable, however excessive manipulation and overly dramatic filters/lighting are to be avoided.

6.2 Image Selection

Careful attention to detail should be applied when selecting an image/or images, to accompany design.

Imagery is a powerful design element, and choosing the most appropriate image for each design project will play an important role in the overall effectiveness of the design.

Emphasis should be placed on image style, location and accuracy as detailed in the recommendations to the right.

Give consideration to the hues and shapes of the image, ensuring it interacts harmoniously with other design elements and typography.



Style

Images that showcase Wellington's man-made places, open spaces and friendly faces are to be used. Images should be well composed, simple and balanced. Consideration should be given to symmetry (rule of thirds), and perspective.

Location

Places, spaces and faces located within the Wellington Shire boundary are to be used whenever possible. In the event local imagery is unavailable, licensed stock imagery may be substituted providing there is no method of identifying that the image was captured outside the Wellington Shire boundary.

Accuracy

Wellington Shire Council's places, spaces and faces are constantly changing. When selecting an image to accompany a design project, ensure that the image accurately reflects the current place, space or face.



7

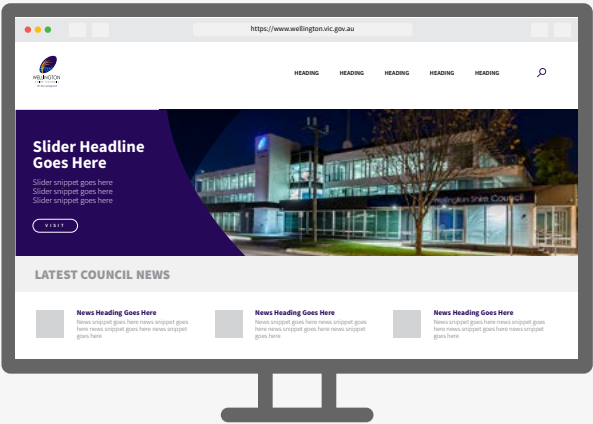
Digital

7.1 Web / Applications

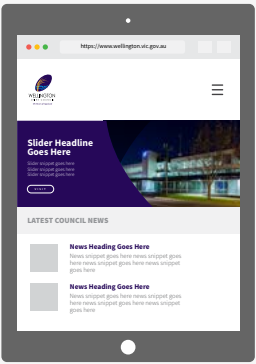
Wellington Shire Council’s corporate website, and any associated digital applications, are to reflect the branding guidelines in this document.

The design and functionality of Council’s digital presence is ever-changing, as online technologies change, however the look and feel of Council’s website and applications should not be compromised.

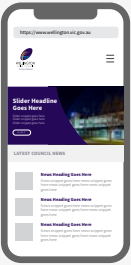
Websites produced and administered by Wellington Shire Council must be responsive - catering for mobile, tablet and desktop views; and must also meet current Web Content Accessibility Guidelines (WCAG) standards.



Desktop



Tablet



Mobile

7.2 Social Media

Wellington Shire Council maintain active social media accounts across Facebook, Instagram, Twitter, LinkedIn and YouTube.

Council's social media presence should be instantly recognisable and consistent across all channels.



Profile Image

The Wellington Shire Council logo should be used as a profile image on social media channels to ensure instant recognition and authenticity. The logo should appear centered on a solid white background.



Cover Image

Social Media account cover images should feature the Wellington Shire Council headquarters with the reflected ellipse element by default, however may be interchanged for promotional and/or special event purposes when required.

Active Channels



7.3 Social Media Image Use

Image use on Social Media must comply with the imagery guidelines in this document.

Images should be used in posts only when appropriate. The preferred image crop ratio is 16 : 9, however this may be altered if the content requires.

When posting to social media, three styles of image are permitted for use - as shown right.



Standard Image

A correctly exposed and well composed image, without any additional graphics or filters, may be used to accompany posts. See the Imagery section on page 31 for details.

Branded Image

A branded image template, featuring an image, the reflected ellipse element and typography may be used to accompany posts. This should be reserved for major announcements and event promotion.

Maps / Infographics

Custom designed maps, infographics and diagrams may be used when required. Where possible, these should utilise the branding guidelines contained in this document.

7.4 Videography

Videos are an informative and engaging communication medium for Wellington Shire Council to circulate information.

Videos distributed by Wellington Shire Council are to meet the following guidelines:

- All footage, music and graphics used in any Council produced video must be fully licensed.
- It is preferable that Wellington Shire Councillors are used as spokespeople (when appropriate) in any Council produced video.
- Subtitles should be included on all video.



Video Specifications

Size: 1920 x 1080, 25fps

Audio: Overall mix level -12db

Output Format: H264, 25fps

Preset: High quality 1080 HD

File type: .mp4

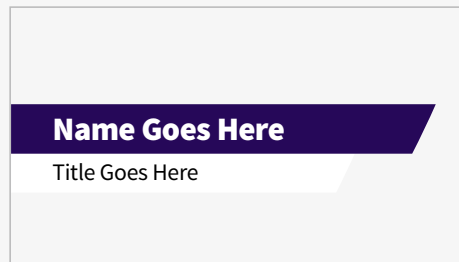
7.5 Videography Elements

Videos produced and distributed by Wellington Shire Council should include a Title Slide, Lower Third identification panels and an End Slide.



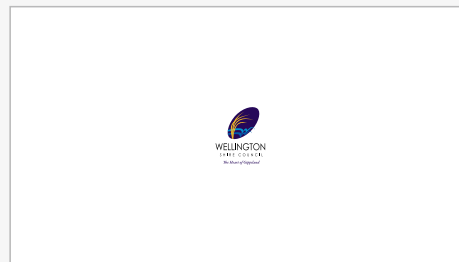
Title Slide

Duration: 3.50s. An animated title slide should be used on any corporate video. The slide should include the video title and Wellington Shire Council logo. *A template example of this slide can be provided upon request.*



Lower Third

Lower third titles are to be used to identify those speaking throughout the video. The titles should include the name and title of the person speaking. *A template example of this slide can be provided upon request.*



End Slide

Duration: 3.00s. The end slide is to feature the Council logo centered on a solid white background. The logo should fade out with a 1.0s dip to white/dissolve transition effect.



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