

City of Busselton

Style Guide 2025



About the Style Guide

The City of Busselton has set out to align its branding with its corporate vision:

Where environment, lifestyle and opportunity meet!

About the Style Guide

Purpose

This style guide helps those involved with the City of Busselton corporate brand ensure that communication, marketing and design is consistent and professional.

The style guide applies to internal and external communication and across print and electronic mediums.

If you have any queries please contact an Officer from the Public Relations team: pr@busselton.wa.gov.au

Our Vision

Where environment, lifestyle and opportunity meet!

This broad community vision is the basis of our Strategic Community Plan.

Corporate Values

The City of Busselton values:

- Listening
- Considered Decision Making
- Appreciation
- Respect
- Team Work

The City of Busselton logo is the most immediate point of recognition of our brand and an instant representation of our organisation and our people.

It's an invaluable asset that must be used correctly.



Our Logo

The City of Busselton logo depicts Geographe Bay in panoramic format.

The blue represents the bay.

The green represents the land.

The two colours are separated by a loose white stroke which depicts the stretches of white sand and breaking surf.

The imagery, colours and typeface used in the logo are designed to reflect a relaxed but modern municipality which values openness and freedom.



Our Logo

Primary Logo

This is the official and primary logo of the City of Busselton and should always be the preferred option. There are however several variations of the logo, which are approved for use and can be used when the Primary Logo may not be appropriate.

The elements, spacing and proportions of the logo must not be altered.

The logo can be accessed by staff through ECM or the City's F Drive. External parties can request a copy of the logo by contacting pr@busselton.wa.gov.au

Text Only Logo

The Text Only Logo is suitable for use on small promotional items, such as stationery, which may only have sufficient space to accommodate a smaller logo. In these instances the Text Only logo can be used.

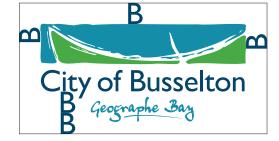




Using Our Logo

Exclusion Zone

The logo must always have an area of space surrounding it to ensure that it's not crowded or overpowered by other graphics or text. To ensure this is achieved, a minimum clear space has been created using the capital letter height of the logo type, as shown to the right.



Alternative Versions

Reverse Colour Logo

The City of Busselton reverse logo is intended for use only on a PMS 548 (or the CMYK/RGB equivalent) background.

Mono Black Logo

The Mono Black Logo has been created for use in instances when a colour logo cannot be used, for example, newspaper production.

Mono White Logo

The Mono White Logo has been created for use in instances when a colour logo cannot be used, for example, conflicting backgrounds.

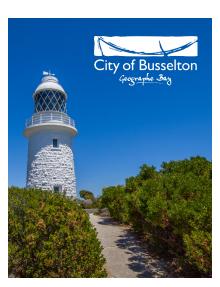
Mono Blue Logo (PMS548)

This logo is suitable for one colour printing. The colour is blue PMS 548.









Using Our Logo

It's important that the logo is not changed in any way.

Please read the usage rules below and contact an Officer from Public Relations if you're unsure.

- Don't change the logo colours
- Don't change the logo's orientation
- Don't outline the logo
- Don't stretch or squeeze the logo to distort proportions
- Don't put a white box around the logo when placed on a dark or busy background
- Don't place the logo on a busy photograph, pattern or over a conflicting background
- Don't crop the logo in any way



Geographe Bay







Which Logo Do I Use?

Screen

RGB Colour Logo for use on white backgrounds CoBSN-RGB -SCREEN.png

RGB Colour Logo for use on ONLY CoBSN dark blue backgrounds CoBSN-RGB-Reverse-SCREEN.png





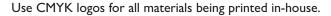
Print

CMYK Full Colour Logo for use on white backgrounds CoBSN-CMYK.eps

SPOT Full Colour Logo for use on white backgrounds CoBSN-SPOT.eps

CMYK Full Colour Logo for use on ONLY CoBSN dark blue backgrounds CoBSN-CMYK Reverse.eps

SPOT Full Colour Logo for use on ONLY CoBSN dark blue backgrounds CoBSN-SPOT Reverse.eps



For most externally printed materials the CMYK logo will be the most appropriate logo to provide the printer – if you're unsure which logo to provide, please contact an Officer from the Public Relations team.









Associated City of Busselton Logos

As well as the main use colour logo (and other variant logos), the City of Busselton has several logos which are specifically used to brand associated commercial and/or community facilities, as well as some major events.

The guidelines around logo use apply to all associated City of Busselton logos. If you have any questions relating to the use of these associated logos, please consult with an Officer from the City's Public Relations team.



























The three colours that are used in the City of Busselton logo make up the City's primary corporate colours. There are also additional complementary colours which can be used. Utilise this colour palette to make your publications instantly recognisable and take care to use the correct specifications across all media types.

Primary Colours



Pantone PMS 548 CMYK C100 M24 Y0 K64 RGB

R0 G68 B107 HEX

#00446B

Pantone PMS 3145 CMYK C100 M0 Y19 K23 RGB R0 G140 B168

HEX

#008CA8

Pantone
PMS 362

CMYK
19 K23

C70 M0 Y100 K9

RGB
R74 G170 B66

HEX
#4AAA42

Complementary Colours





Pantone





Pantone PMS 2292 CMYK C35 M0 Y100 K RGB R178 G210 B53 HEX

B2D235

PMS 144

CMYK

C0 M50 Y100 K0

RGB

R247 G148 B29

HEX

F7941D

Pantone PMS 7548 CMYK C0 M12 Y98 K0 RGB R255 G203 B5 HEX

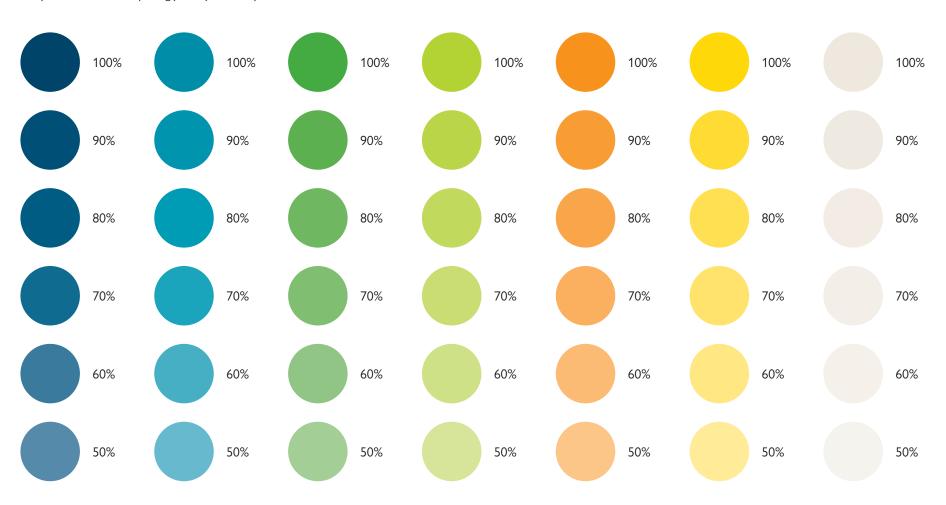
FFCB05

Pantone PMS 7527 CMYK C6 M7 Y11 K0 RGB R237 G230 B221 HEX

#EDE6DD

Tints

Tints of the primary and complementary palette can be used to contrast or highlight elements. They should be used sparingly and judiciously.



Create energy and colour by using overlayed colours with a multiply effect. When selecting colours please follow these few steps:

The primary palette is always the dominant colourway and must always be used.

The primary colour palette for corporate use is the Dark Blue and Light Blue.

To increase flexibility tints can be used.

Try to select colours that match the theme of imagery.

Be selective in choosing and do not use too many colours together, often the primary palette with one or two extra colours will be enough.

Some examples are shown at right:

Formal and Corporate Material

The primary colours must be used, the secondary corporate palette may be added to enlarge the choice of colour options.

Less Corporate Communication & Marketing Material

The supporting palette may be added to the mix and must follow the same rules as above.

Primary Corporate Palette



Secondary Corporate Palette











Supporting Palette











Our brand is more than a logo. It consists of other items including type fonts, colour and graphic elements. These elements work together to create our brand.

Our graphic styling draws inspiration from the flowing curves of our logo.

City Of Busselton Graphic Elements

A selection of ready to use graphic elements are available on request from the City's Public Relations team.

If you have any questions relating to the use of these graphic elements, please consult with an Officer from the City's Public Relations team.

Note: The curves must always seep upwards, never down.

Some examples are shown at right:

Inspiration



Examples



Typography

City of Busselton Design Typeface – for marketing material and signage

Gill Sans Nova

Weights available: Ultra light Light Book Medium SemiBold Bold plus respective italic versions

Note: Sub-brands and address details must replace the standard lowercase glyphs (e.g. a - a, p - p) with the alternative glyphs as shown below:

abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqqrstuvwxyz

Supporting Design Typeface – for headings, statements, introductions and highlights:

Bree Serif

Weights available: Regular SemiBold Bold plus respective italic versions Gill Sans Nova Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopgrstuvwxyz

Bree Serif SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

City of Busselton General Font – for documents, emails and digital communication

Aptos 12pt

Weights available: Regular Bold plus respective italic versions

Aptos Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Emblems

City of Busselton official Fauna and Floral Emblem

These emblems should be used only where they add aesthetic appeal and are in context with a publication's content and purpose.





Images

Copyright

The most common forms of copyright relevant to City of Busselton communications apply to works such as writing, images, music and video.

When deciding to use a piece of work (in part or full) that is not the property of the City of Busselton consider the following:

- If you don't own it and it isn't copyright free get permission to use it (written permission is best)
- If you can't get permission don't use it
- If you are in any doubt don't use it

Refer to the Copyright Act 1968(Cth). For further information visit the Australian Copyright Council www.copyright.org.au

Photographs and Video Footage

The City has a library of quality photos and videos that are stored in an online database called HIVO. HIVO can be accessed at www.hivo.com.au or through the intranet.

Images in HIVO are for City of Busselton use only.

Images are available in original size, web size or a thumbnail size. Images are tagged with keywords for easy searching. Find an image by going to the Library and searching for keywords in the top search bar. This will produce much better results than trying to view photos within albums.

Every photo in HIVO has a description which indicates whether the photo requires a credit.

If the description doesn't have any crediting information, no credit is required.

If the description states "Credit (where possible)", do your best to include a credit.

If the description states "Credit: Photographer Name", then you must credit the photo each time it is used.

Contact an Officer from the City's Public Relations Team if you require a log in for HIVO.

There are several sites where you can access free use images and icons. Not all images on these sites are free and some will require credit. Generally if images are watermarked or you are required to enter into a payment agreement on downloading, the image is not free for use.

These include:

- www.pexels.com
- www.pixabay.com
- www.unsplash.com

Approval to use Images

A Permission to Film/Photograph form is required to be filled in for photos of City of Busselton staff used in publications. Contact an Officer from the City's Public Relations Team if you require a form.

Business Cards Front and Back







Where environment, lifestyle and opportunity thrive



Paul Sheridan

Manager Financial Services
paul.sheridan@busselton.wa.gov.au
T (08) 9781 0441 M 0402 142 247
2 Southern Drive, Busselton
Locked Bag 1 Busselton WA 6280



Corporate Document Cover Front and Back





A4 Flyer Front and Back



All dags over the age of three months must be registered with the CIR, Registrations are due on the first of November each year and remain current for one year, three years, or for lifetime. Where a dog is owned by a person under the age of 18 years, application for registration of that dog shall be made by that person's parent or guardian. Adog must not be in a public place unless it is wearing a

A dog must not be in a public place unless it is wearing collar with the registration tag securely attached.

Registration Fees

	Per Annum	3 Years	Lifetime
Sterilised Dog	\$20	\$42.50	\$100
Unsterilised Dog	\$50	\$120	\$250
Pension Card Holders		1/2 the normal fee	
Droving Dogs		1/4 the normal fee	

Civic and Administration Centre: 2 Southern Drive, Busselton WA 6280

T: (08) 9781 0444 E: city@busselton.wa.gov.au www.busselton.wa.gov.au

Dogs found wandering in a public place or private property without the property owner's consent can be seized by a City Ranger and may be impounded at the Animal Care Facility (impounded dogs will not be released unless they are registered with the City or within the district in which they are normally kept.

Dog Waste

Dog droppings in public areas are a health risk and a source of annoyance to chiefe. Failing to clearly and adequately dispose of your dog wastr is an offence. These provisions apply equally to prescribed dog beach exercise raise. As a courtey, disposable dog poo bag are are available in many public open spaces where dogs are permitted. However, it is the responsibility of the dog walker to ensure they have provisions to clean-up after their dog in the event that these bags are not available.

Fencing

Owners must ensure that the premises where the dog will be kept has secure fencing which is capable of confining the dog within the property.



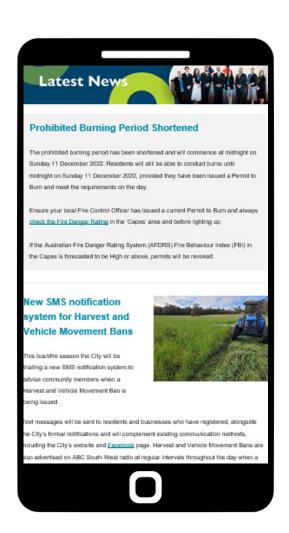


A4 Base Plates Portrait | Landscape | DL | 1 or More Partner Logos



Bay to Bay e-Newsletter





Powerpoint Slides









Writing Style Guide, Report Writing Guide and Glossary

The City has a Writing Style Guide, Report Writing Guide and Preferred Language Glossary.

These documents provide direction on how to write content for the City of Busselton in a way that provides easy to understand information, engages your audience and positively reflects the City's brand and image. They include common conventions and language.

City of Busselton Writing Style Guide

City of Busselton Report Writers Guide

City of Busselton Preferred Language Glossary



Thankyou

This document can be found in Ci Anywhere: Document Set ID 4532014

For more information on this Style Guide or on how to apply the City of Busselton brand, please contact the Public Relations Team on 08 9781 0446 or pr@busselton.wa.gov.au

