

BRAND GUIDELINES

BUNBURY GEOGRAPHIE

VERSION 1.0



Implementing a coherent and consistent visual identity provides the foundations for a trusted, professional brand and protects its integrity and reputation within the market.

These Brand Guidelines have been created to ensure that the Bunbury Geographe identity is correctly applied to all branded and communication materials. These Guidelines should be followed by creators of all graphical applications to ensure a unified and consistent visual style. No other variations on these guidelines are to be used unless permission is received from the brand manager.

~Bunbury Geographe - Brand - BLUE

**BUNBURY
GEOGRAPHE**

~Bunbury Geographe - Brand - BLACK

**BUNBURY
GEOGRAPHE**

~Bunbury Geographe - Brand - WHITE

**BUNBURY
GEOGRAPHE**

The Logo

The Bunbury Geographe logo is the touchstone of the brand, and should be used across all marketing materials. The master logo should be used wherever possible.

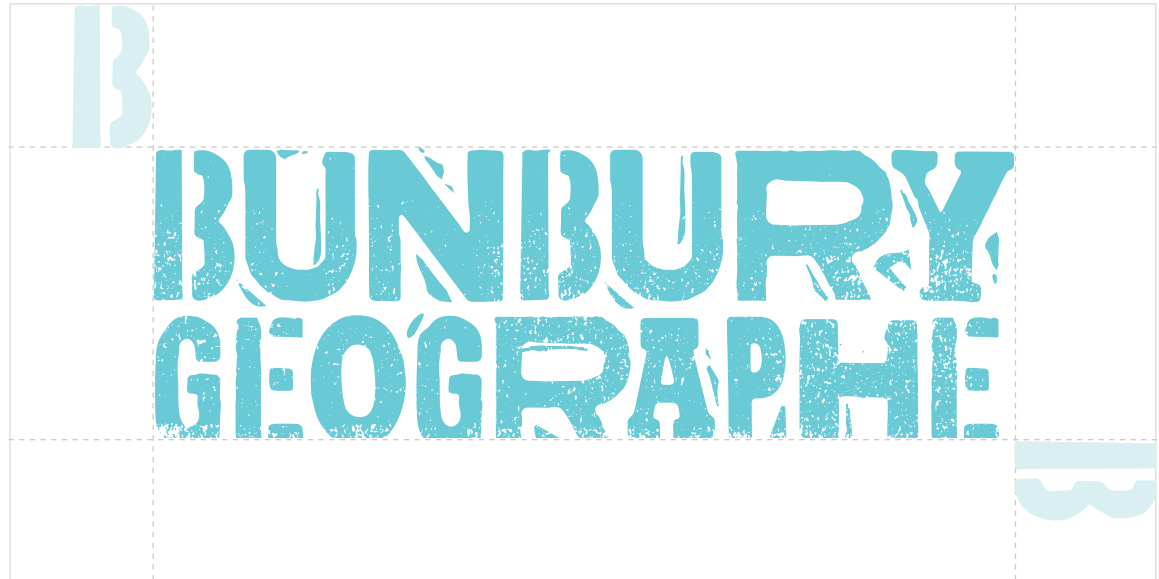
Clear Space

The Bunbury Geographe logo must always appear with a certain amount of clear space around it. As a general rule the amount of clear space is determined by the height of the 'B' featured in the logotype.

Minimum sizing

The Bunbury Geographe logo has been designed to be recognisable and legible at small sizes, and therefore can be reduced significantly in size with no ill-effects. However, as a general rule, the logo should not be reproduced at a size less than what is specified to the right.

Clear Space



Minimum Sizing



Council lock-up with sub-region logos

If required, a sub-region logo can be locked up with a council logo. The example to the right demonstrates a lock up between the City of Bunbury logo and the Bunbury sub-region logo.

For more information on sub-region logos refer to Bunbury Geographe Regional Style Guide.

BunburyLogo_LockupPortrait_Blue



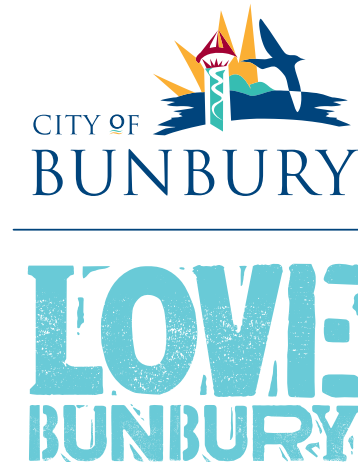
BunburyLogo_LockupHorizontal_1_Blue



BunburyLogo_LockupHorizontal_2_Blue



LoveBunburyLogo_LockupPortrait_Blue



LoveBunburyLogo_LockupHorizontal_Blue



Typography

Satyr10 Regular is the Bunbury Geographe headline typeface. It should be used across all branded applications in order to keep a clear and consistent visual style. When Satyr10 Regular is unavailable Georgia should be used in its absence.

Calibre is the Bunbury Geographe text typeface. It should be used across all branded applications for body copy text. When Calibre is unavailable Arial should be used in its absence.

LICENSES CAN BE PURCHASED HERE:

Satyr10

<https://monokrom.no/fonts/satyr>

Calibre

<https://klim.co.nz/retail-fonts/calibre>

Headline

Satyr 10
AaBbCc1234

Body

Calibre
AaBbCc1234

LIGHT

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
0123456789

REGULAR

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
0123456789

MEDIUM

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
0123456789

SEMIBOLD

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
0123456789

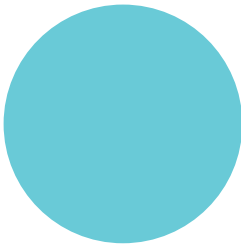
BOLD

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
0123456789

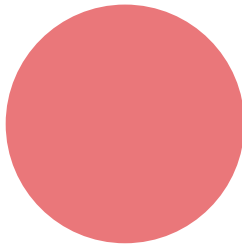
Colour palette

The Bunbury Geographe brand includes a primary and secondary colour palette. The colours found in these palettes draw from areas and landscapes within the Bunbury Geographe regions. The colour values specified to the right should be kept consistent at all times.

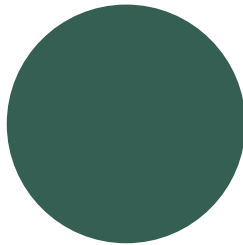
Primary Palette



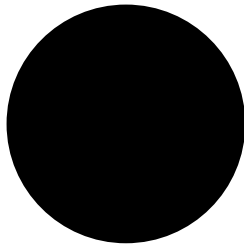
COAST
CMYK 54.0.16.0
RGB 105.202.215



SUNSET
CMYK 0.65.39.3
RGB 234.119.122

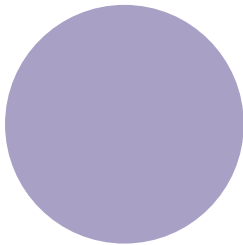


MOSS
CMYK 71.32.57.42
RGB 53.95.83

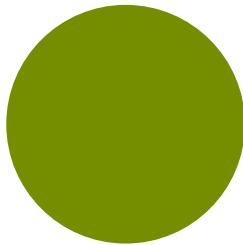


SHADOW
CMYK 0.0.0.100
RGB 0.0.0

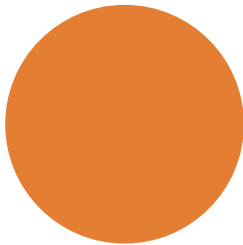
Secondary Palette



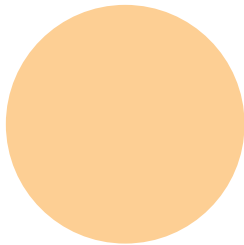
DUSK
CMYK 35.35.5.0
RGB 168.160.197



GRASS
CMYK 59.27.100.8
RGB 117.142.0



DUST
CMYK 7.61.91.0
RGB 228.126.51



WHEAT
CMYK 0.20.45.0
RGB 253.207.148

Supporting Device

A subtle framing device has been created as an extension of the brand. It references the treatment of the woodblock style typography featured in the Bunbury Geographe wordmark creating a strong visual link. The device can be used to frame important messaging and is versatile in its orientation.

Woodblock framing device

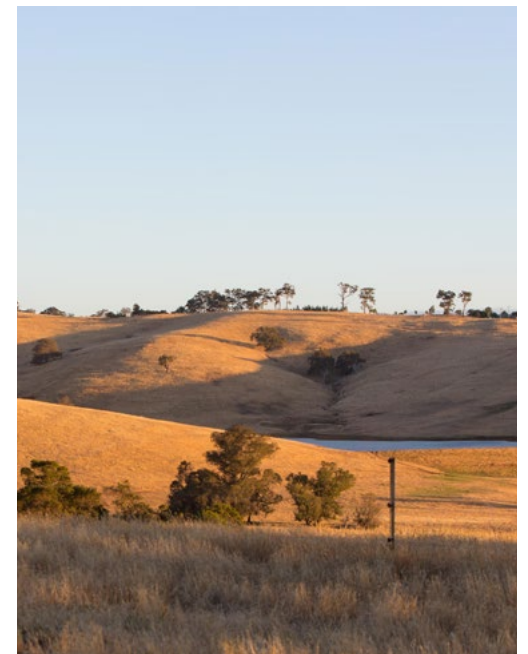
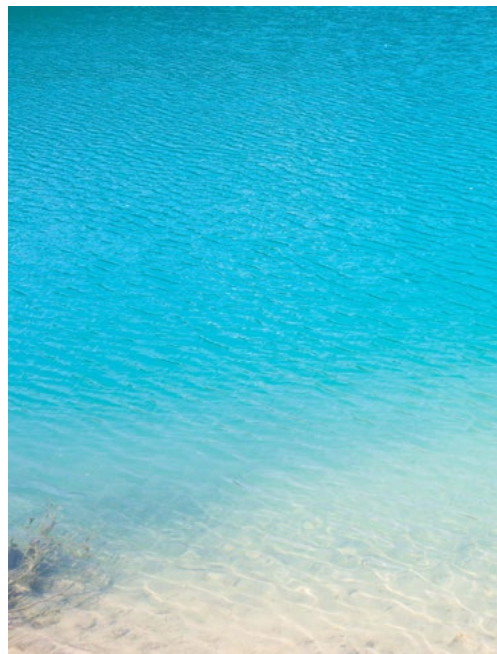
Use these three elements to frame key messages. The elements can be rotated and used in any of the brand colours.

The dot can be used as divider.

Photography

Photography representing the Bunbury Geographe region should be vibrant, bright and inviting – creating a visual balance with the handcrafted style of the brand. Photography should encapsulate the diversity of the Bunbury Geographe region from sprawling natural landscapes to vibrant urban experiences.

The photography should be carefully considered based on each application and the area it represents.



Supporting Device

A shortened typographic lockup of Bunbury Geographe can be used across marketing materials. The lockup should not be used in isolation of the master logo.

A unique repeat pattern can be created from the lockup as a further branded graphical application.

BUN
GEO

BUN
GEO

BUNBUNBUNBUNBUN
GEOGEOGEOGEOGEO
BUNBUNBUNBUNBUN
GEOGEOGEOGEOGEO

Descriptor

The Bunbury Geographe descriptor encapsulates the region in 3 short words. The application of the descriptor should always be subtle and use as illustrated to the right. Where possible the line should sit on a vertical baseline and be placed in the border of any composition with a generous amount of clear space around it.

NATURE • ADVENTURE • CULTURE



Application

The Bunbury Geographe wordmark can be versatile in its application as seen to the right. Found type treatments and alternative logo lockups should only be created by a professional designer.

BUNBURY
GEOGRAPHE



Brand Assets

For branded marketing materials the example to the right illustrates how the brand tool kit can be applied to collateral.

* Please note layout is for illustrative purposes only.

Framing Device
Pg 6

Photography
Pg 7

Headline
Pg 4

Descriptor
Pg 9

Body
Pg 4

Logo
Pg 2

Lose yourself within our art and culture

Where streets have become galleries and
creativity is natural part of the landscape.
Explore the many galleries and studios
dotted across the region.

**BUNBURY
GEOGRAPHE**



NATURE • ADVENTURE • CULTURE

An aerial photograph of a coastal scene. The left side shows a shallow reef flat with vibrant turquoise water and numerous dark, irregular patches of coral or rocks. A thin, light-colored sandy beach runs diagonally from the top right towards the bottom right. The right side of the image shows the deep blue ocean with white surf breaking along the beach. The overall lighting is bright, suggesting a sunny day.

BUN GEO

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