

The background of the image is a high-angle aerial shot of a coastal scene. The left side shows dark blue ocean water with white-capped waves crashing against a rocky shoreline. The right side shows a sandy beach area with some low-lying vegetation. The lighting suggests it's either sunrise or sunset, with warm orange and yellow tones reflecting off the water and the rocky shore.

BUNBURY SUB-REGION BRAND GUIDELINES

# BUNBURY GEOGRAPHIE

VERSION 1.0

## Branded Communications

This set of guidelines outlines the usage of the Bunbury region logo alongside the Bunbury Geographe brand.

The Bunbury Geographe Brand Guidelines Version 2.1 covers all overarching brand standards.

Consideration needs to be given to desired marketing outcome.

01 — Bunbury Geographe



02 — Sub-region

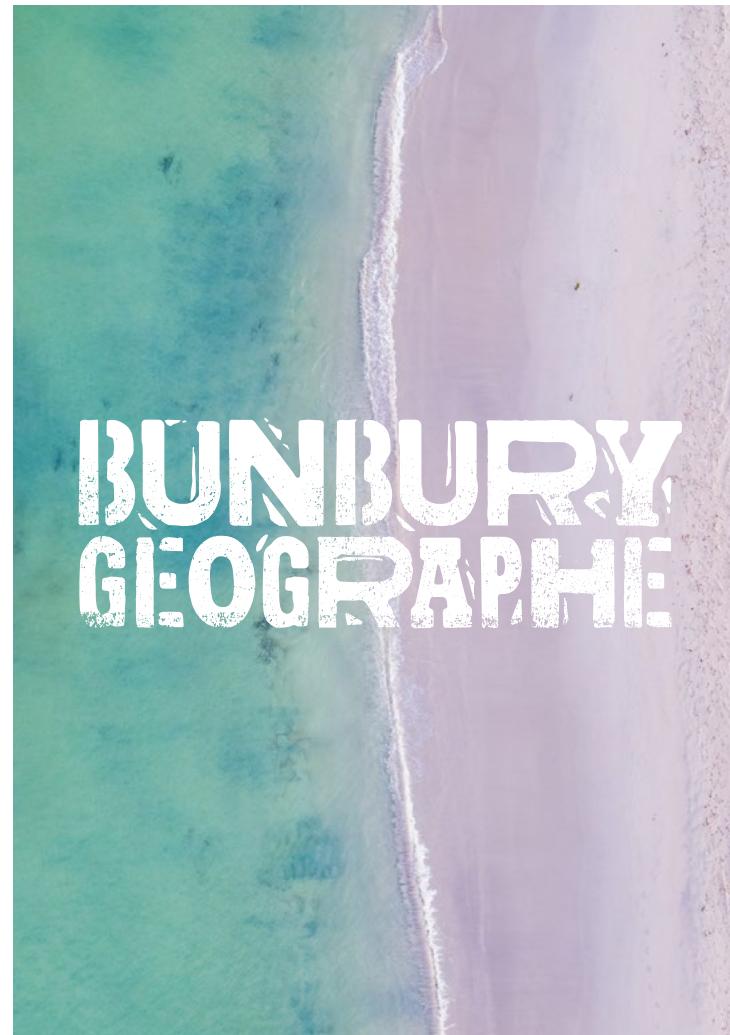


## Branded Communications

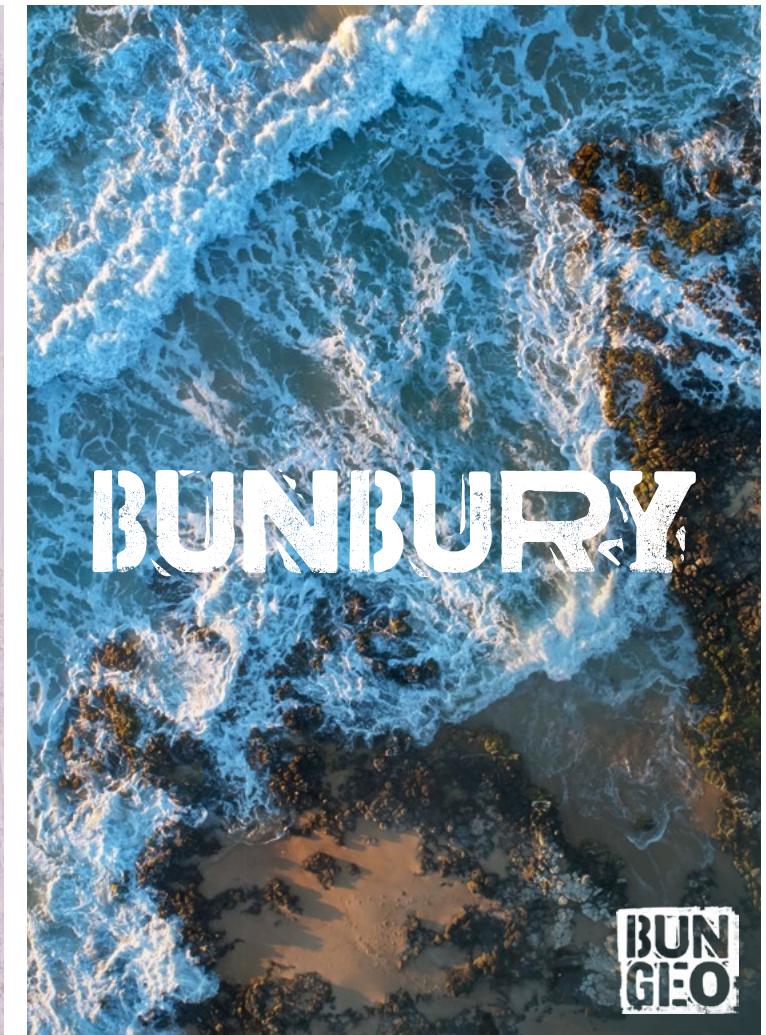
Visual aesthetics are kept consistent across all Bunbury Geographe marketing collateral (see *Bunbury Geographe Brand Guidelines Version 2.1*).

Application, layout and hierarchy of logos must be determined by the marketing materials primary focus.

01 — Bunbury Geographe



02 — Sub-region



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Sub-region logo



## Logo Hierarchy

Two logos should always be considered when applying to marketing materials. A stamp version of the BUN GEO logo has been created to use alongside all Sub-regional logos.

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BUN GEO Sub-region stamp



Application  
Example  
(Landscape)

An example of a branded landscape application.

The graphic consists of a teal rectangular overlay on a background image of a coastline. The teal area contains white text: 'BUNBURY' in a large, bold, sans-serif font at the top; 'Veruptus as molorsequam ut aut volupicim fugit' in a smaller serif font below it; and two short paragraphs of Latin text at the bottom. A small white geometric shape is positioned above the word 'BUNBURY'. To the right of the teal overlay is a photograph of ocean waves crashing against a rocky shore at sunset, with a small 'BUN GEO' logo in the bottom right corner of the photo.

BUNBURY

Veruptus as  
molorsequam ut aut  
volupicim fugit

Ut ut quos adigeni hillupt atempor itatusae  
postia di consequiam quas et aut aboreperae  
parchicatem rest recum es dolessi tatendis int  
postia di consequiam preptatur.

Veruptus as molorp sequam ut aut volupci  
fugit doloreh endundae natur.

BUN GEO

Application  
Example  
(Portrait)

An example of a branded  
portrait application.



## Veruptus as molorsequam utaut

Ut ut quos adigeni hillupt atempor itatatusae postia di  
consequiam quas et aut aboreperae parchicatem rest  
recum es dolessi tatendis int preptatur.

Veruptus as molorpor sequam ut aut volupicim fugit  
doloreh endundae natur.



## Application Example (Email Signature)

An example of email signature logo usage can be seen to the right .

