

SUB-REGIONAL BRAND GUIDELINES

BUNBURY GEOGRAPHIE

VERSION 1.0

Branded Communications

This set of guidelines outlines the usage of Sub-regional logos alongside the Bunbury Geographe brand.

The Bunbury Geographe Brand Guidelines Version 1.0 covers all overarching brand standards.

Consideration needs to be given to desired marketing outcome.

*Collie River Valley used as example only

01 — Bunbury Geographe



02 — Sub-region

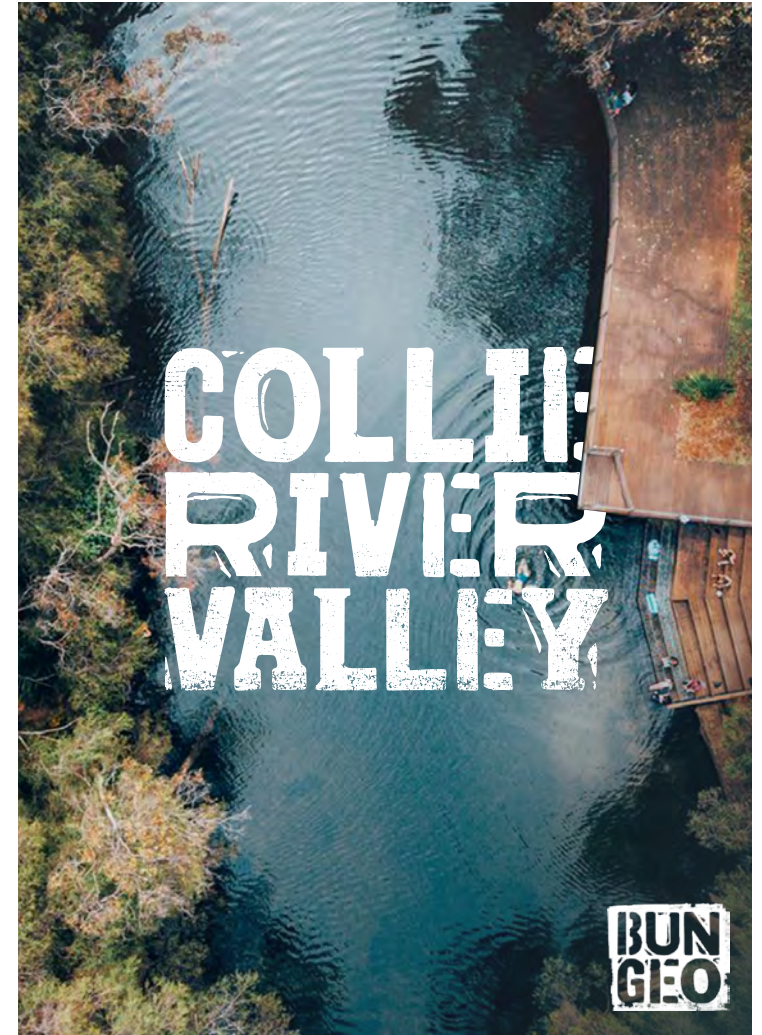
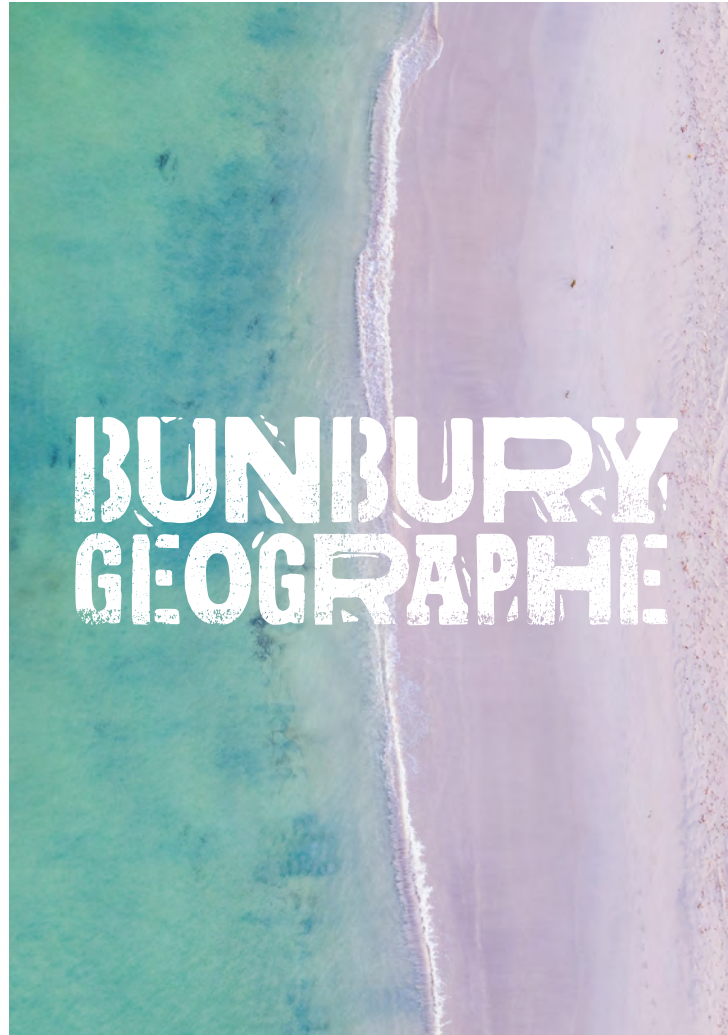


Branded Communications

Visual aesthetics are kept consistent across all Bunbury Geographe marketing collateral (see *Bunbury Geographe Brand Guidelines Version 1.0*).

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

*Collie River Valley used as example only



Sub-region logo

Logo Hierarchy

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

*Collie River Valley used as example only

The logo for Collie River Valley is displayed in a bold, teal, distressed font. The text is arranged in three stacked lines: "COLLIE" on the top line, "RIVER" on the middle line, and "VALLEY" on the bottom line. The font has a hand-painted or stenciled appearance with irregular edges and some internal texture.

BUN GEO Sub-region stamp



Application Example (Landscape)

An example of a branded
landscape application.

*Collie River Valley used as example only

COLLIE RIVER VALLEY

Veruptus as
molorsequam ut aut
volupicim fugit

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

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



Application Example (Portrait)

An example of a branded
portrait application.

*Collie River Valley used as example only



Application Example

(Social Media)

Social media profile images have been created for each Sub-region as part of the branding roll-out.

Profile pictures in all four Bunbury Geographe master colourways can be found in the Sub-regional asset handover folder.

*Collie River Valley used as example only



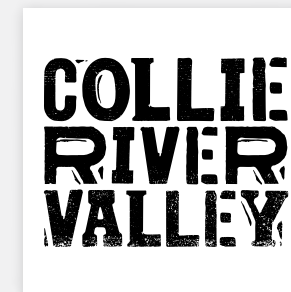
-CRV - Facebook - Profile Picture - BLUE.jpg



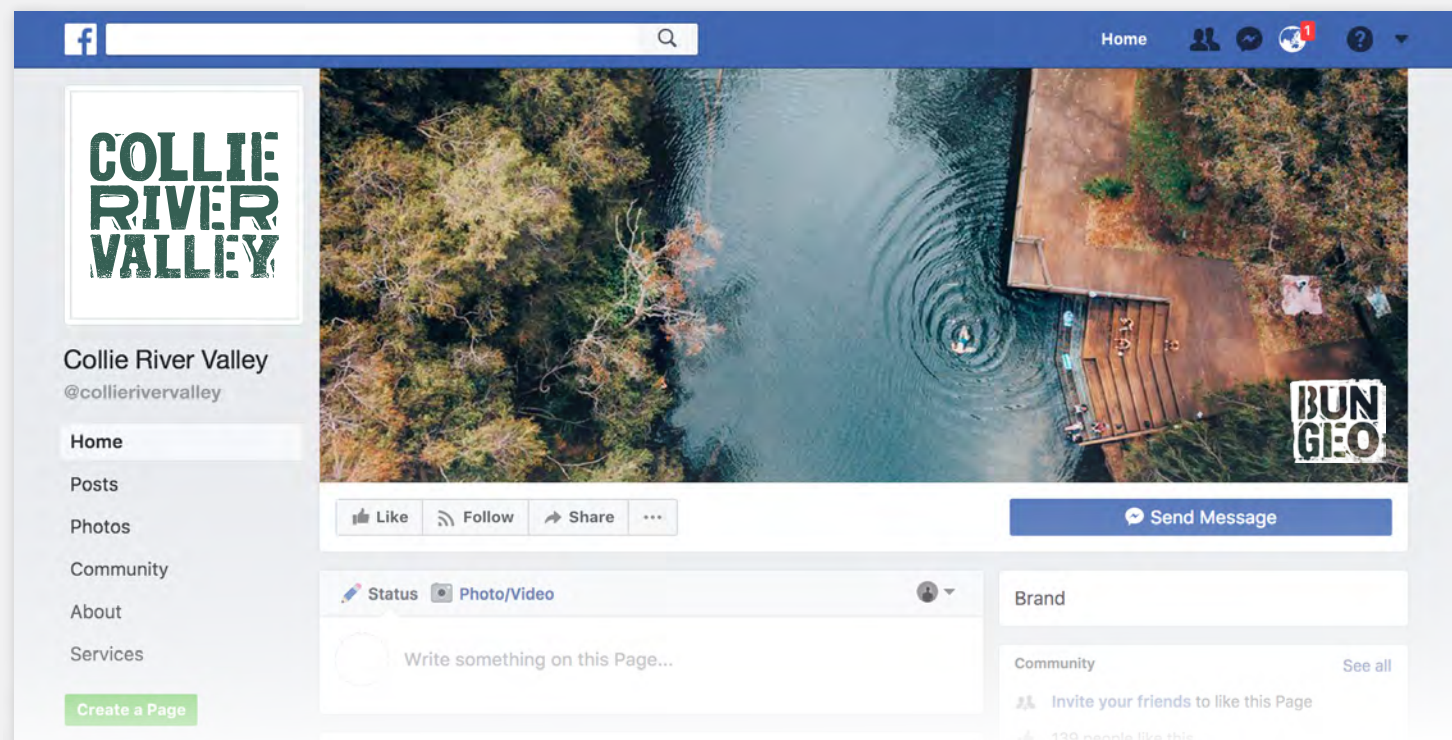
-CRV - Facebook - Profile Picture- PINK.jpg



-CRV - Facebook - Profile Picture - GREEN.jpg



-CRV - Facebook - Profile Picture - BLACK.jpg

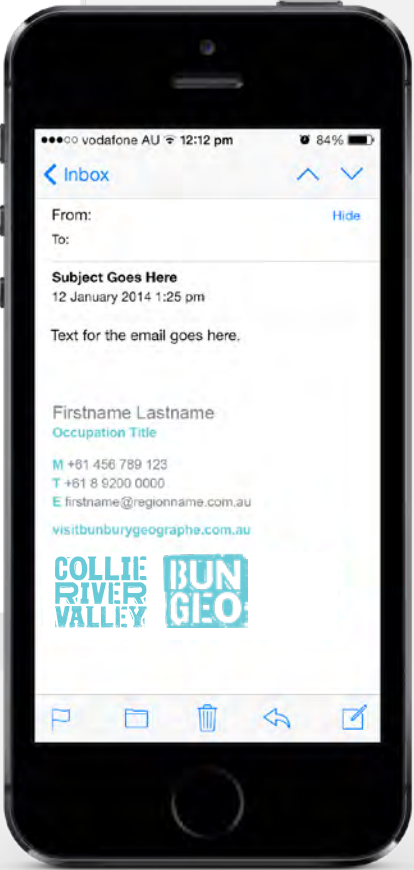
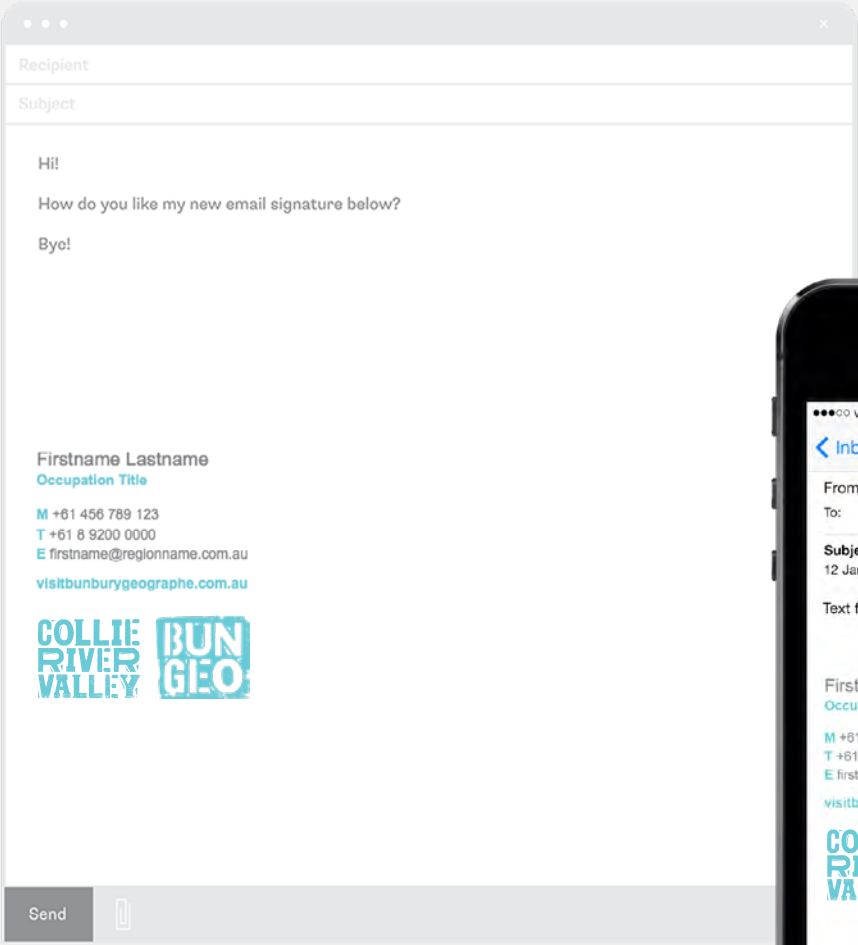


Application Example

(Email Signature)

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

*Collie River Valley used as example only



Application
Example
(Pylon Signage)

Sub-region branding applied to signage with BUNGEO stamp used supportingly.

*Collie River Valley used as example only

