

# BRAND GUIDELINES

Version 1.0 / February 2021



THE SOUTHERN MALLEE

# WELCOME!

The following pages set out the brand guidelines for the Southern Mallee region's new branding and identity. The guidelines are designed to help maintain brand integrity across all applications and marketing collateral, and ensure the Southern Mallee brand is recognisable, integrated and professional.

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**1.0 LOGO**



## 1.1

### The 'Disc' Icon

The centrepiece of the logo is referred to as the 'disc' icon and has been inspired by thoughts of the sun, a deep connection to the land, the travelling highway, and the flow of nature.



## 1.2

### Region Logo

The Southern Mallee logo consists of:

- the disc icon; and
- the words 'The Southern Mallee' centred beneath the disc.

The logo is contemporary and friendly, and designed for maximum legibility.



THE SOUTHERN MALLEE



THE SOUTHERN MALLEE

You're always welcome

## 1.3

### Town Logos

To help build a unified identity for the whole of The Southern Mallee, each town logo follows the same brand look and feel.







PINNAROO

You're always welcome



LAMEROO

You're always welcome

## 1.4

### Variations - Mono/Reverse

Using logo on orange or photographic backgrounds, the reversed version may be used. A separate mono version has been provided.



THE SOUTHERN MALLEE



PINNAROO



LAMEROO



THE SOUTHERN MALLEE



PINNAROO



LAMEROO



THE SOUTHERN MALLEE



PINNAROO



LAMEROO

## 1.5

### Clear Space and Minimum Size

Clear space, equivalent to the disc icon's base should be maintained around the logo at all times.  
Minimum size of the disc icon is 10mm.



## 1.6

### Co-branding

The logos should be of equal visual weight with neither appearing to dominate the other.  
The following are common examples:



**Australian Government**



**THE SOUTHERN MALLEE**



**Government  
of South Australia**



**THE SOUTHERN MALLEE**



**Murraylands and Riverland  
Local Government Association**



**THE SOUTHERN MALLEE**

## 1.7

### Usage - Dont's

To maintain brand integrity, users of the logo must not:

- create alternate lockups
- stretch, squash, rotate or distort the logo
- change the colour
- add a drop shadow
- put the colour logo on busy or hard-to-read backgrounds



THE SOUTHERN MALLEE



Do NOT stretch or distort the logo



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Do NOT use a drop shadow



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Do NOT angle the logo



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Do NOT use the logo on dark or hard-to-read backgrounds. Use the reverse versions provided



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Do NOT change the colour of the logo



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Do NOT change the proportions of the logo

## The Welcome

Where appropriate, the 'welcome' text can be part of the logo, or be used separately as a headline – but still within the parameters of these guidelines in terms of font/typeface, sizing, colours etc. The word 'welcome' is the key component and should be part of any language application.

YOU'RE  
ALWAYS  
WELCOME

## 1.8

### The Welcome - Variations

The theme of 'welcome' can be conveyed in various formats. There will be times when a simply 'You're welcome' will be more appropriate than 'You're always welcome'. Below are some various formats.



**You're always welcome**

1. With the disc icon - centred



**WELCOME**

2. Alternative with the disc icon - centred

Harchit, si alitian ditatquo endae optat reiores eaquas eatasperci dolor audae quis Harchit, si alitian ditatquo endae optat reiores eaquas eatasperci dolor audae quis mo dolorec ullabor estotat ibeaquia que quam, odj, si alitian ditatquo endae optat

**You're welcome.**

3. As a sign off



**You're  
always  
welcome**

4. With the disc icon - stacked



**YOU'RE  
ALWAYS  
WELCOME**

5. Alternative with the disc icon - stacked

**YOU'RE  
ALWAYS  
WELCOME**

6. As a headline

# 2.0 COLOURS





## 2.1

## Colours

Drawn from the sunburnt landscape, the colours express the region's tradition and optimism, and provide a palette for accessible design.

### ORANGE:

PMS 165c  
c0 m74 y100 k0  
r242 g103 b34  
#f26721

### MATTE BLACK:

BLACK  
c0 m0 y0 k95  
r44 g44 b44  
#2c2c2c

### WHITE:

WHITE  
c0 m0 y0 k0  
r255 g255 b255  
#ffffff

### STONE:

PMS 7257c  
c4 m3 y7 k0  
r242 g240 b233  
#f2f0e8

# 3.0 TYPOGRAPHY



## 3.1

### Fonts

Informed by the tagline and logo style, the brand typographic style is easily readable, friendly and yet professional. When brand fonts are unavailable, for example in internal communications created using software such as Microsoft Office, the readily available Century Gothic may be used.

Aa Bb Cc

## 3.1

## Fonts

The Sofia Pro family is available for designers on Adobe Creative Cloud.

### Sofia Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Welcome

### Sofia Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Welcome

### Sofia Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Welcome

## 3.2

### The Language

Where appropriate, the language concepts are based around invitation and speaks to the welcoming spirit of the community. Thus, the language is in three parts: **1.** An opening invitation **2.** A suggestion **3.** An acknowledgement of welcome. The language is also real, local, colloquial and extendable.

1. The Invitation

**DROP  
IN...**

2. The Suggestion

**HAVE A  
CUPPA.**

Harchit, si alitian ditatquo endae optat re-  
ures eaquas eatasperci dolor audae quis  
Harchit, si alitian ditatquo endae optat  
reiores eaquas eatasperci dolor audae  
quis mo dolorec ullabor estotat ibeaquia  
que quam, odi, si alitian ditatquo endae  
optat reiores eaquas eatasperci dolor.

**You're always welcome.**

3. The Welcome

# 4.0 IMAGERY



## 4.1

### Photography

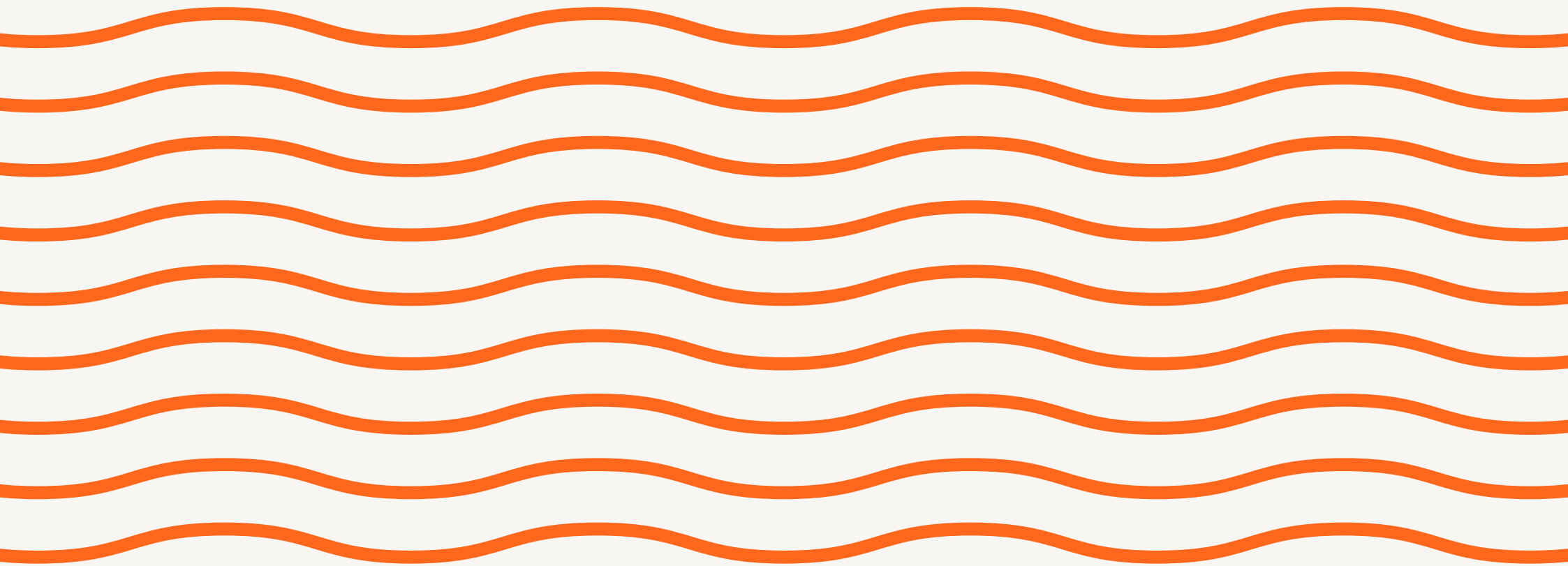
Images should portray a welcoming and relaxed vibe; a sense of freedom and space; and a connection to the community and landscape. Each image should have a warm feel or be treated with a tinted overlay to help create a cohesive look. Black and white imagery can also be used.



## 4.2

### Graphic Elements - Wavy Lines

Extracted from the disc icon, these lines can be used across collateral to help modernise the brand and tell stories.





## 4.2

### Graphic Elements - Half Disc

The top half of the disc icon can be extracted and used as a graphic device.



## 4.2

### Graphic Elements - Directional Lines

The directional lines can be used and scaled up to form a pattern or abstract background texture.

# 5.0 EXAMPLES

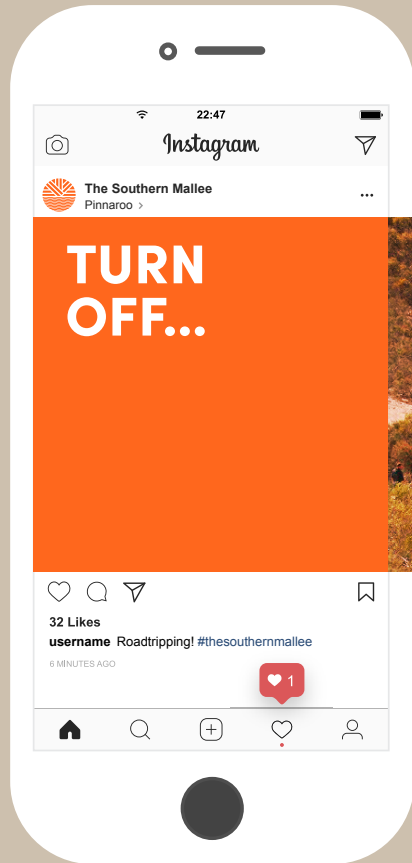






5.3

# Social Media Example



TURN  
OFF...

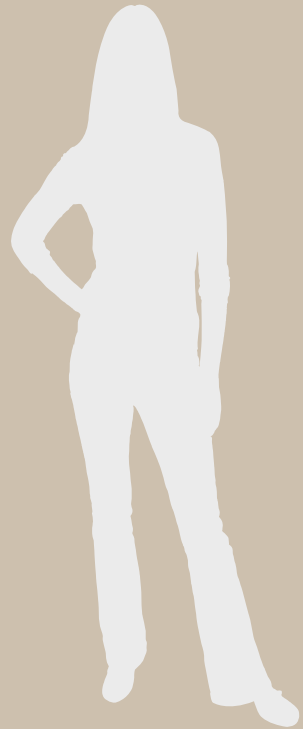
DISCOVER



SOMETHING  
NEW



PINNAROO



The signage panel is rectangular and divided into two horizontal sections. The top section is white and contains the Pinnaroo logo (a stylized sunburst) and the word "PINNAROO" in black. The bottom section is orange and contains the text "The Des O'Driscoll" in white, followed by "PINNAROO" and "AERODROME" in large, bold, white letters. At the bottom of the orange section, there is a line of smaller white text: "Honouring Des O'Driscoll (1938-1999) - local pilot, aero-pioneer and flying instructor." On the left side of the panel, there is a vertical brown bar with a circular logo featuring a stylized sunburst and waves.









This document was put together by the team at On Creative.  
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