



BRAND GUIDELINES

WWW.LOVETHEFARWEST.COM

Background

Far West Proud branding guidelines have been produced as a guide for other organisations or individuals wishing to use the logo. They outline the correct use of the Far West Proud brand mark and the expectations for use regarding the quality, format and standards.

Communication and objectives

The overarching aim of Far West Proud is to:

- Remind locals residents the far west is our home and we are all ambassadors for the region
- To encourage other people thinking of their 'tree change' to consider the far west and all we have to offer

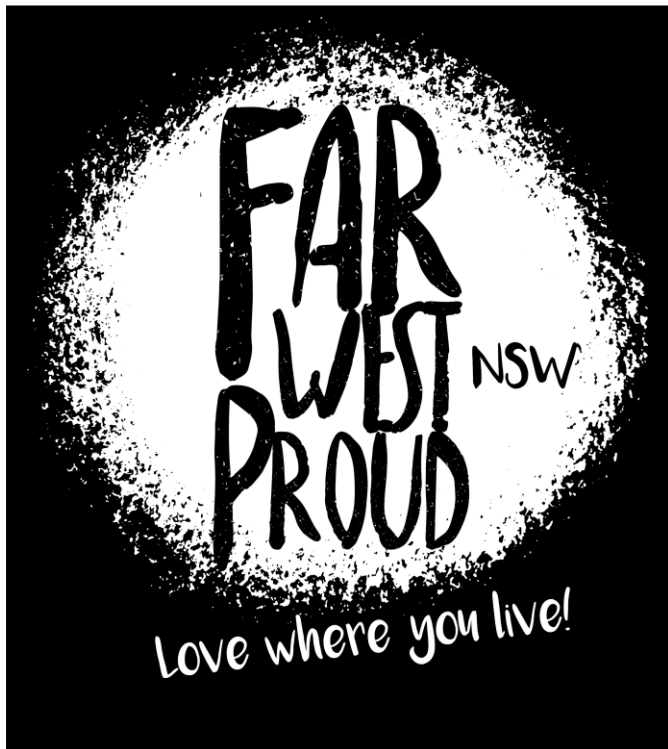
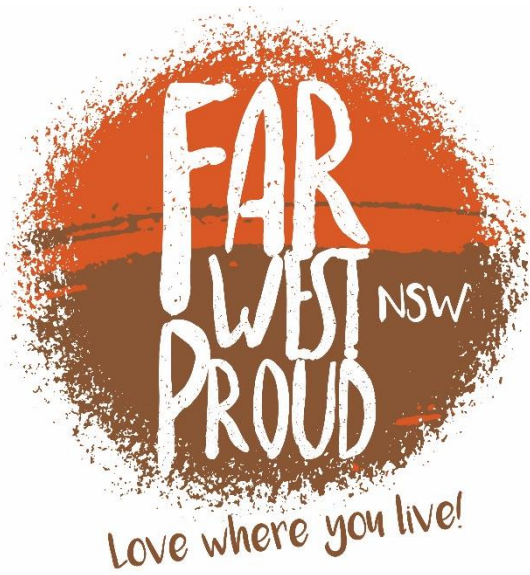
The objectives of Far West Proud communication activities are to:

- Increase appreciation of the wonderful lifestyle we have
- Remind our residents of the overwhelming positives of the region
- Encourage local residents to talk about the positives and work to address the negatives
- Promote the region as an exciting and dynamic place to live, work and invest
- Encourage and promote collaboration within the region
- Tell the world we're proud of the Far West and we love where we live

Key Message

The key messages that should be conveyed with the use of the logo are:

- Positive about the region and its people
- Attract interest from both inside and outside the region
- A safe, vibrant and welcoming community to raise a family
- A region of opportunity, art, culture and innovation
- A region of fun, with activities to cater for every taste



The Far West Proud logo

This is the Far West Proud logo and the official colours of the logo.

The logo should always be used in its entirety.

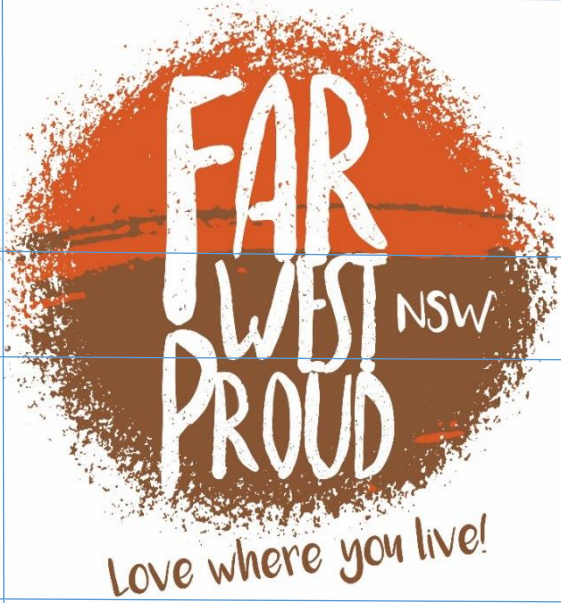
The logo must retain the intended colours as outlined in the colour palette of this guide.

The logo is provided with and without the 'love where you live' tagline

White logo

The white version of the logo should be used whenever our logo needs to sit on a black or dark background.

The Colour version of the logo should always be used where possible. Only when the print specification doesn't allow colour should the white logo be used.

X		
		
X		

Logo use Clear Zone

Just like us, the logo needs space to breathe. The clear zone gives the logo visual protection and allows it space, without interference.

The clear zone should always be adhered to.

To ensure the logo has adequate space to breathe the 'W' in West provides a minimum measurement of the clear zone, marked as 'X'



Minimum Size

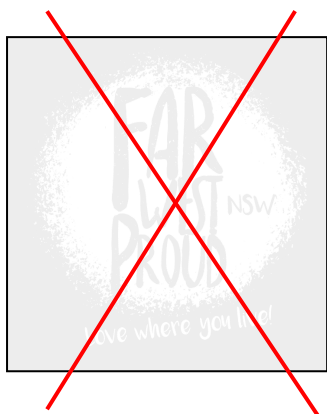
The minimum size for our logo is 40mm when including the tag line 'love where you live'

Minimum Size

The minimum size for our logo is 20mm without the tag line



Never squash the logo, the logo should always be proportional



Do not place the logo on a colour that makes the logo illegible or hard to see



Do not use the logo with any other colours not specified in the colour palette

Dos and don'ts

We want the Far West Proud Logo to look proud and be a feature of the region.

There are things you must do when using the logo, and there are things you can't do.

Here are a few examples of what not to do.

One of the keys of our brand being a success and really promoting the wonderful far west is consistency.

Read through the guidelines and still unsure? – give us a call at RDA Far West, we're happy to talk about the region and will provide clarity around the use of our logo.

Colour palette

Our colour palette provides clarification on the exact colour of our logo so you can reproduce the logo exactly. It is intended that the logo will be reproduced in full colour wherever possible.

Corporate CMYK Colours



C	M	Y	K
% cyan	% magenta	% yellow	% black
9	81	100	1



C	M	Y	K
% cyan	% magenta	% yellow	% black
35	65	83	27



C	M	Y	K
% cyan	% magenta	% yellow	% black
52	66	64	46

Corporate RGB Colours



R	G	B
red#	green#	blue#
220	83	0



R	G	B
red#	green#	blue#
135	84	52



R	G	B
red#	green#	blue#
86	63	59

Typography

Poppins font family is the 'Support Type' for body and headlines for advertisements and brochures. Do not substitute any other type face in place of these and do not modify or distort letter forms. Use is mandatory for corporate stationery, signage, vehicle liveries, displays etc.

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Poppins light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Poppins medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Poppins semi-bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789