BRAND GUIDELINES

v1.0 April 2023

Adelaide Plains Council

INTRODUCTION

The purpose of these Brand Guidelines is to direct the correct and consistent implementation of the Adelaide Plains Council brand to ensure greater overall brand awareness and recognition with our community.

Included in this guide is important information about the Adelaide Plains Council logo and how it translates to core brand elements such as the colour palette and typography.

This document acts as a reference for all corporate and promotional materials and should be followed as closely as possible to ensure the Adelaide Plains Council brand presents at an appropriately high level of quality at every contact point with our community and stakeholders.

Although some flexibility is necessary, any departure from these guidelines must receive permission from a Director.

Abiding by these guidelines when designing collateral and communicating with residents and ratepers, the public, media and stakeholders is compulsory

With consistency in using these design elements the visual connection to the Adelaide Plains Council will become stronger and more memorable.

OUR BRAND'S STORY

Our logo design is based on the concept of the land use along with natural landscapes in our region.

Adelaide Plains Council is bordered by land on the northern and eastern boundaries and the west boundary is sea. There are two rivers that cross the region from the east to the west. Land is used for agriculture with wheat, vines, olives and natural vegetation.

Using this concept the colours that were introduced are - a deep red and dark blue depicting the borders, a light blue depicting the two rivers, yellow depicting the crops of wheat and green depicting the horticultural and bushland.

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Our Brand communicates who Adelaide Plains Council is - and how we show this in our design and writing.

A brand is more than a logo. It is who we are and how we show this to our community, and our logo is the symbol that encapsulates this all and helps people quickly identify that something is part of Adelaide Plains Council.

Use these brand words to guide all writing and design.

ADELAIDE PLAINS COUNCIL'S BRAND IS:

DIVERSE
GROWING
SUPPORTIVE
AUTHENTIC
COMMUNITY FOCUSED

The Adelaide Plains Council logo has been carefully designed in a fresh, modern style intended to communicate the vibrant energy of the brand. As such the logo should not be altered, recreated, reconstructed or distorted in any way.

The logo features these elements:

- The brand name, 'Adelaide Plains Council'
- Red and dark blue to represent the Council borders, light blue shapes representing the two rivers that run through the region and green and yellow shapes that represent the land use of the region.

FILE FORMATS

The Adelaide Plains Council logos are available in a number of formats to suit both print and on-screen/web purposes. In recommended order of priority, these are:

For print

- AI
- EPS

On-screen

- PNG
- GIF
- JPG

Where possible the logo should appear in colour. The colour logo is available in two colour formats; spot and CMYK.

SPOT COLOUR

Also known as Pantone, or PMS (Pantone Matching System). Typically used when printing letterheads, envelopes or with compliment slips – ie. not full colour/ photographic printing.

CMYK

Also known as full/process colour printing. Usually used for documents, brochures and small print runs ie. business cards.

MONO

Also known as black and white. Only in rare circumstances should the mono version of the logo be used. This will typically be in newspaper advertising.

REVERSE

Also known as white. Used when logo is placed over a solid background.

Full colour

Reverse

Mono

Reverse

PRIMARY LOGO – STACKED

The Adelaide Plains Council logo should appear as a stacked version if space allows.

The stacked version is supplied in the same formats as mentioned on the previous pages.

Adelaide Plains
Council

CLEAR SPACE AND MINIMUM SIZE

A space equivalent to the height of the ‘A’ in Adelaide should be left around the logo at all times as a minimum.

To ensure legibility of the Adelaide Plains Council logo, the icon should never be printed smaller than 10mm High.

10mm H x 24mm W

17mm H x 19mm W

LOGO USAGE

The Adelaide Plains Council logo should not be placed over photographic or patterned backgrounds.

When placed over a solid colour background, care should be taken be ensure there is sufficient contrast for the logo to be legible. However, negatively contrasting colours (eg. overly bright colours), are to be avoided.

Correct usage:
complete logo and sufficient contrast

Incorrect usage: insufficient contrast

Incorrect usage: incomplete logo

Incorrect usage:
busy photographic background

Incorrect usage:
recreated logo

Incorrect usage: distorted logo

LOGO COLOUR PALETTE

The following colours are present in the Adelaide Plains Council logo. They are not the colours to be used for marketing collateral except for certain circumstances.

Please see the next page for the brand colour palette.

PMS: 293 C
CMYK: 100 – 69 – 0 – 4
RGB: 0 – 61 – 165
HEX: #003DA5

PMS: 187 C
CMYK: 7 – 100 – 82 – 26
RGB: 166 – 25 – 46
HEX: A6192E

PMS: 116 C
CMYK: 0 – 14 – 100 – 0
RGB: 255 – 205 – 0
HEX: FFCD00

PMS: 2191 C
CMYK: 82 – 11 – 0 – 0
RGB: 0 – 163 – 225
HEX: 00A3E1

PMS: 348 C
CMYK: 96 – 2 – 100 – 12
RGB: 0 – 132 – 61
HEX: 00843D

BRANDING COLOUR PALETTE

A refreshed suite of colours that are based off of the original logo colours have been developed for use in marketing collateral.

In addition to these colours, four extra secondary colours have been added to the colour palette. These colours can also be used in specific Council branded collateral.

Every colour does not need to be used all at once in designs. It is recommended that a maximum of four brand colours be used in designs at any one time.

PMS: 285 C
CMYK: 88 – 31 – 0 – 0
RGB: 0 – 132 – 206
HEX: #0084CE

PMS: 360 C
CMYK: 62 – 0 – 87 – 0
RGB: 98 – 191 – 73
HEX: #5AB542

PMS: 115 C
CMYK: 0 – 7 – 84 – 0
RGB: 255 – 222 – 46
HEX: #FFED29

PMS: 305 C
CMYK: 51 – 0 – 0 – 0
RGB: 99 – 206 – 247
HEX: #63CEF7

PMS: 1925 C
CMYK: 0 – 100 – 60 – 10
RGB: 214 – 16 – 57
HEX: #D61039

PMS: 151 C
CMYK: 0 – 40 – 100 – 0
RGB: 255 – 148 – 8
HEX: #FF9408

PMS: 265 C
CMYK: 50 – 60 – 0 – 0
RGB: 134 – 96 – 171
HEX: #9673B8

PMS: 326 C
CMYK: 85 – 0 – 40 – 0
RGB: 33 – 171 – 159
HEX: #00ADA5

PMS: 184 C
CMYK: 0 – 70 – 25 – 0
RGB: 237 – 87 – 130
HEX: #ED5782

Where to use colour types:
PMS/Spot Colour: Use in simple colour printing
CMYK: Use for full colour document printing
RGB: Use in Microsoft (Word, PowerPoint, Excel)
HEX: Use for designs that will only be displayed digitally

TYPEFACES

The typefaces for Adelaide Plains Council are Montserrat and Sarabun.

Both typefaces are automatically installed on Council computers. Please contact Marketing or IT for advice in installing in other locations, or for access to the font file.

A note about non-standard fonts: These fonts may not display on devices outside of Council, unless they are embedded into the file. For example, a recipient will see the document as normal if provided with a PDF, but may not see it in Microsoft Word. These fonts won't display in emails to external contacts. If you are unsure, please contact Marketing or IT for assistance.

MONTSERRAT

For titles, headings, subheadings, and introductions.

AaBbCcDdEe
12345678910

LIGHT

AaBbCcDdEe
12345678910

REGULAR

AaBbCcDdEe
12345678910

MEDIUM

AaBbCcDdEe
12345678910

BOLD

SARABUN

For body copy (the main text).

AaBbCcDdEe
12345678910

LIGHT

AaBbCcDdEe
12345678910

REGULAR

AaBbCcDdEe
12345678910

MEDIUM

AaBbCcDdEe
12345678910

BOLD

TYPESETTING

The text to the right illustrates an example of how typography could be structured for any marketing collateral or documents.

It is important to keep consistent hierarchy between headings, feature text and body text.

Montserrat is to be used for headings, intro copy and sub-headings in Adelaide Plains Council branded collateral.

Sarabun is to be used for body copy and sub-headings in Adelaide Plains Council branded collateral.

THIS IS YOUR TITLE

This Is Your Main Headline

This is your intro copy. Morbi a arcu posuere, pellentesque risus ut, ultricies dui. Nulla facilisi. Suspendisse placerat luctus turpis quis placerat. Aliquam tempor ligula nec erat.

This is your body copy. Morbi a arcu posuere, pellentesque risus ut, ultricies dui. Nulla facilisi. Suspendisse placerat luctus turpis quis placerat. Aliquam tempor ligula nec erat auctor, sit amet auctor erat tincidunt. Nulla id ultrices urna. Donec dictum euismod turpis sit amet ullamcorper. Morbi bibendum magna ut porttitor tincidunt. Integer eu erat ut turpis placerat tristique id eu odio.

Proin fringilla hendrerit metus, sit amet iaculis eros pellentesque quis. Phasellus neque enim, dignissim vitae pharetra ut, maximus vel leo. Curabitur fringilla euismod vehicula. Nunc tempor tristique nunc, ut venenatis elit lacinia at. Proin in nisl eros. Pellentesque lobortis pellentesque neque ac luctus.

Quisque in quam nibh. Nunc vestibulum diam sed porttitor mattis. Morbi risus eros, tempus a dignissim a, porttitor non ligula. Pellentesque eu vulputate mi. Integer viverra vestibulum ipsum quis pulvinar.

SUB HEADING

Quisque eu est sapien. Vivamus fringilla, justo ac luctus vestibulum, massa massa ultrices nibh, sit amet lobortis odio arcu vitae velit. Vestibulum vel auctor dui.

Sub Heading 2

Nunc quam turpis, ullamcorper ac elit ac, tempus pharetra libero. turpis, et viverra sapien ipsum a dui. Nulla quis facilisis nisl.

GRAPHIC ELEMENTS

A set of patterns/icons have been created reflecting the five pillars of the logo (land + water borders, rivers, crops and bushland/ environment).

The patterns below are to use the corresponding original logo colour palette, placed over the newer refreshed version of that colour. Instructions on how and where to use these elements is on the following pages.

These patterns are available in formats for print and on-screen/ web purposes, these being:

For print: AI, EPS

On-screen: PNG, JPEG

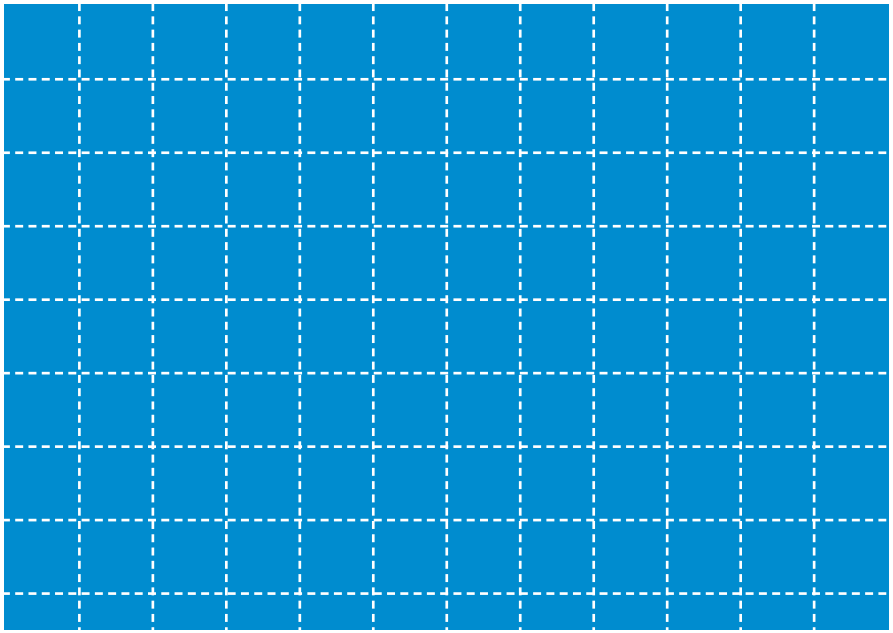
DESIGN SYSTEM

A square grid layout system has been developed to aid in designing Adelaide Plains Council branded material.

By splitting your page into a square grid any imagery, blocks of colour and text can be easily moved around within the grid to create original but consistent designs.

Pages should be split into 12 squares across for horizontal (landscape) layouts and 8 squares across for vertical (portrait) layouts.

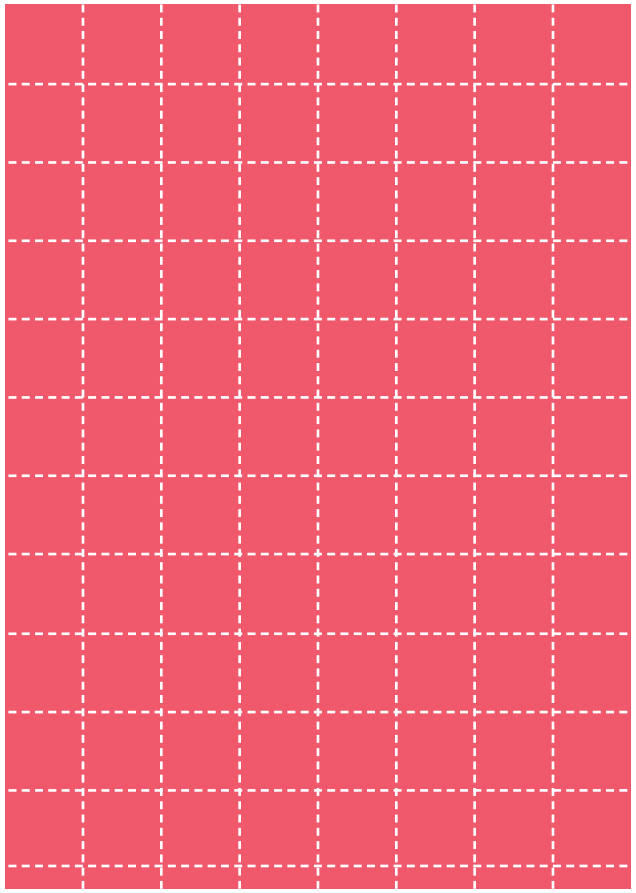
DESIGN SYSTEM (HORIZONTAL)



As A Series page sizes (A4, A3 etc.) are not completly square, when aligning an element to the bottom of a page, keep the square proportions but anchor to the bottom corner of a page.

> How to view gridlines in Word, PowerPoint, or Excel <

DESIGN SYSTEM (VERTICAL)



PHOTOGRAPHIC STYLE

As part of a branding style, photography in Adelaide Plains Council collateral should showcase the region through its people, places, business activities and community events.

Photography should portray Adelaide Plains in a positive, warm and welcoming manner. Images should strive to show a mix of urban/residential and rural settings, depicting both sides of the region.

Ensure images are high quality, and a mix of wide angle and close up photography is used where possible.

All photographs for Adelaide Plains collateral must be approved by Marketing/Corporate Services.

If you need any assistance sourcing photographs, please contact the Marketing and Communications Officer.

LETTERHEAD

The full colour Adelaide Plains logo, along with Council contact details, is featured on the Letterhead

A Follow on page is also included in the template, only featuring the Council mark.

A watermark of the leaf graphic is applied to the background of the Letterhead.

When using the Letterhead Template, the font Sarabun Regular is to be used at a size of 10pt.

Finished size: A4 297x210

LETTERHEAD

LETTERHEAD FOLLOW ON PAGE

BUSINESS CARD

The full colour Adelaide Plains Stacked logo, along with personal and contact details, appears on the front of the business card.

The back of the business card includes a pattern/icon graphic along with the URL and Reverse Adelaide Plains logo.

The back of the business card comes in four colour variations.

Finished size: 90mm x 55mm

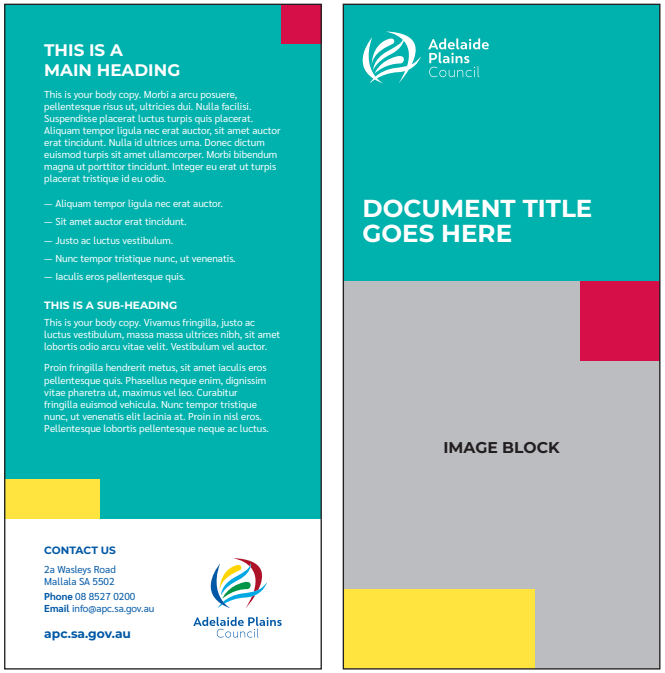
DL BROCHURES

The reverse Adelaide Plains logo, along with space for a photographic image.

Council contact details and the full colour stacked Adelaide Plains Logo.

Finished Size: 210mm x 100mm

DL ROLL FOLD BROCHURE (3 PANEL)



DL FLYER (2 SIDES)

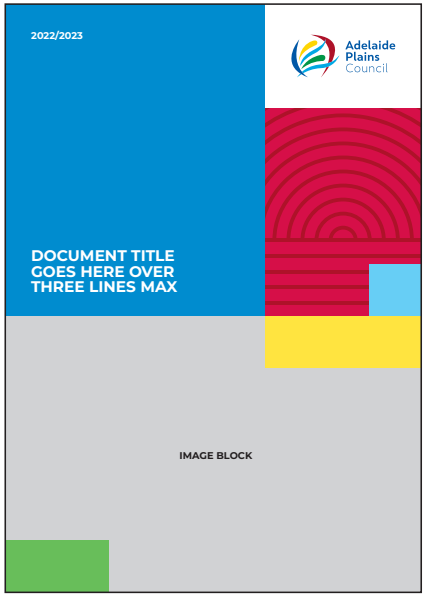
CORPORATE PUBLICATIONS

The full colour Adelaide Plains Stacked logo, along with pattern/ icon graphics appears on the front of the corporate publication. Space for a photographic image is also provided on cover variations.

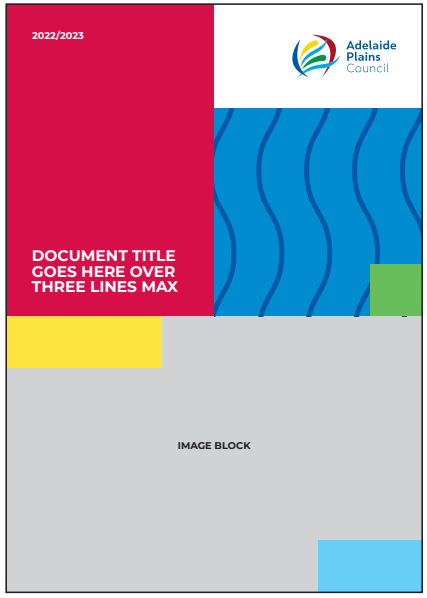
Inside pages feature two columns of text and space for images.

The back cover includes a pattern/ icon graphics along with the council contact details and the reverse stacked Adelaide Plains Logo.

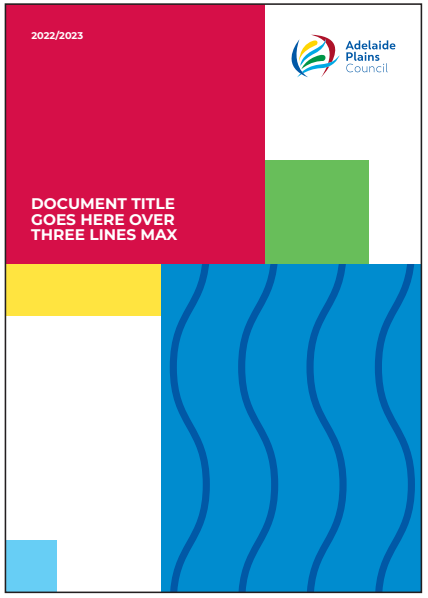
Finished size: A4 297mm x 210mm



FRONT OPTION 1

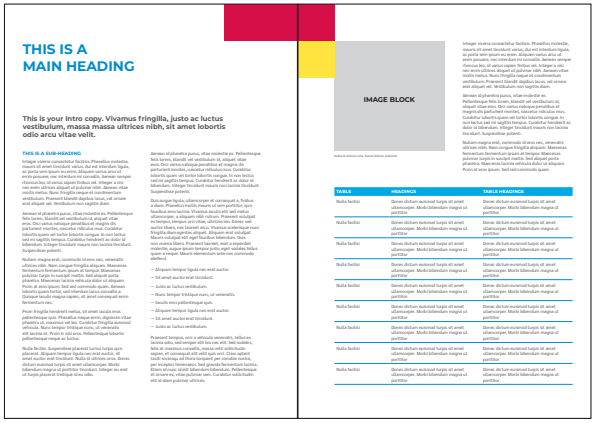


FRONT OPTION 2



FRONT OPTION 3

INSIDE SPREAD EXAMPLE 1



INSIDE SPREAD EXAMPLE 2

BACK EXAMPLE

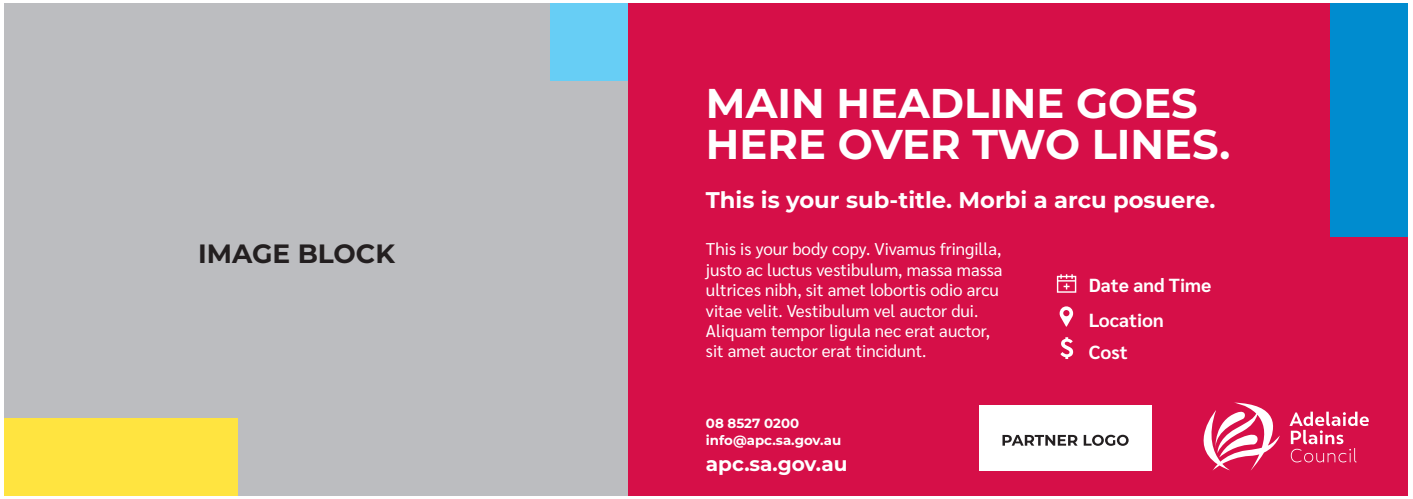
QUARTER PAGE AD TEMPLATE

The reverse Adelaide Plains logo, space for a partner logo and space for a photographic image appears on the ad template. Contact details also are included in the footer.

Space for a main headline, sub-heading, body copy and event details is provided on the ad template.

Colour variations are provided in the ad template files.

Example template
size: 92mm x 262mm
(final ad size determined by publication)



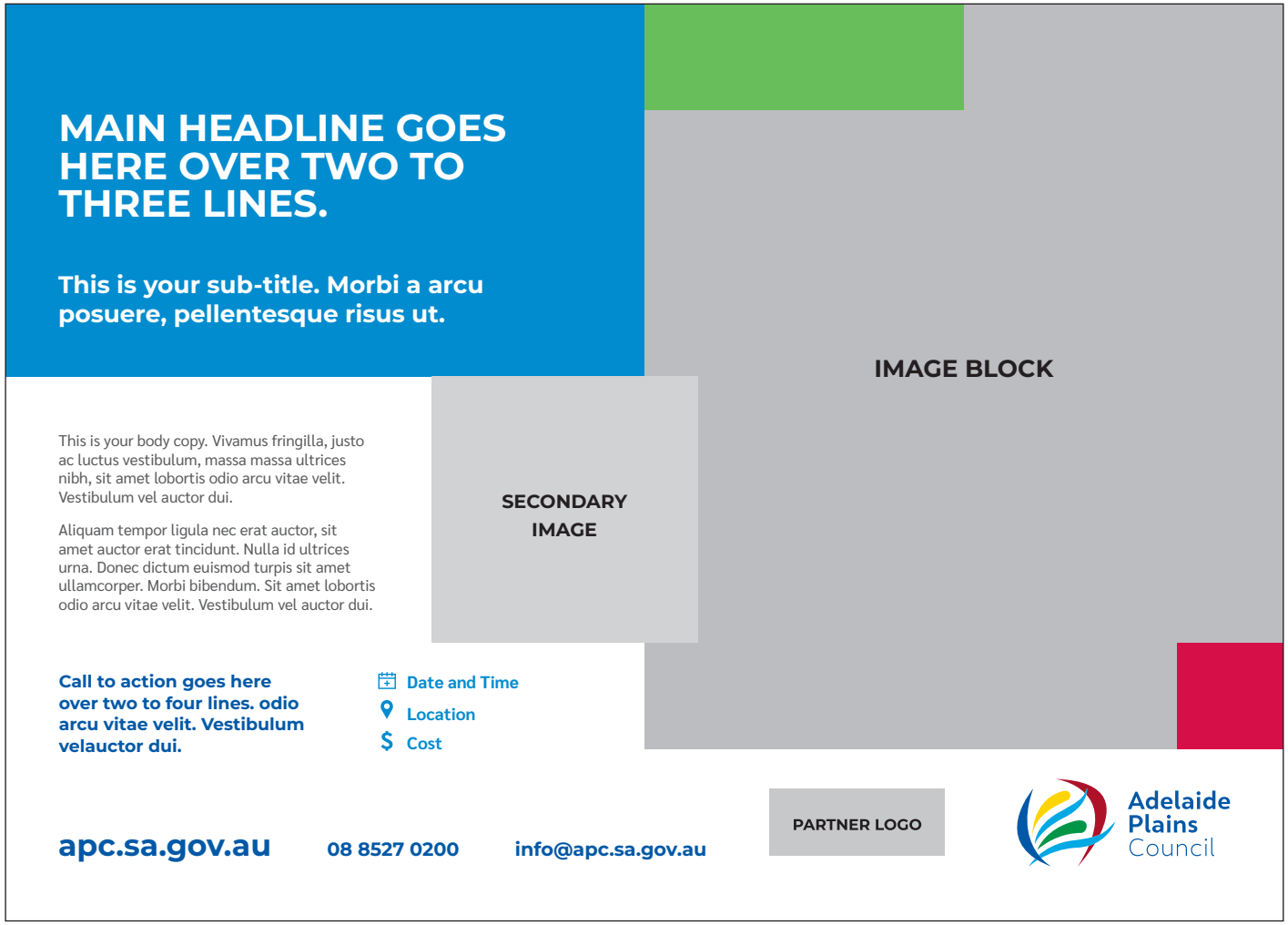
HALF PAGE AD TEMPLATE

The full colour Adelaide Plains logo, space for a partner logo and space for a photographic image appears on the ad template. Contact details also are included in the footer.

Space for a main headline, sub-heading, body copy, event details and a call to action is provided on the ad template.

Colour variations are provided in the ad template files.

Example template
size: 188mm x 262mm
(final ad size determined by publication)

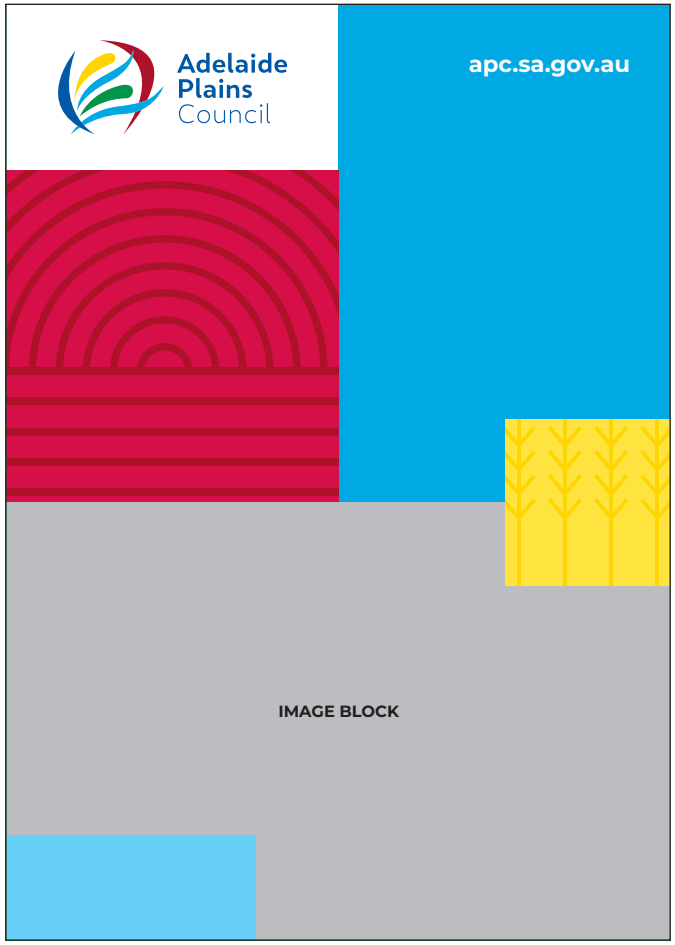


PRESENTATION FOLDERS

The full colour Adelaide Plains Stacked logo, along with pattern/ icon graphics appears on the front of the presentation folder. Space for a photographic image is also provided.

The back of the presentation folders includes a pattern/icon graphics along with the council contact details and the full colour stacked Adelaide Plains Logo.

Finished size: 305mm x 217mm



FRONT

BACK

For branding queries and clarifications please contact
Corporate Services /Marketing and Communications Officer.

p: 08 8527 0200
e: info@apc.sa.gov.au