

Campbelltown City Council Logo Style Guide



Providing a quality lifestyle

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Introduction

This logo style guide has been created as a tool kit for both internal and external use to ensure the Campbelltown City Council logo and its service brand logos are established and reinforced.

Logo Style Guidelines

This manual provides guidelines that ensure every aspect of the Campbelltown City Council logo and its service brand logos are presented consistently and to maximum effect at all times.

Please use this document as a guide when you are using the Campbelltown City Council corporate image. The set of rules and standards should be adhered to.

Attention to detail in the use of the colours, sizing and spacing is of utmost importance. Deviation from these basic principles will dilute the effectiveness of the Campbelltown City Council image.

The Logo

A logo forms the basis of an organisation's visual identity. Consistently used and promoted, a logo can win high public recognition and, over time, even when viewed without words, may be immediately associated with an organisation.

Authorisation

The logo remains the sole property of Campbelltown City Council.

The logo elements may not be altered in any way.

Logos can only be reproduced from master materials supplied by the Campbelltown City Council.

Wherever possible, logos and other materials must be reproduced using acceptable methods (ie. offset printing, digital printing, screen printing, vinyl cut graphics).

Authorisation for use of the logo may be granted or refused at the sole discretion of the Chief Executive Officer (or nominee).

Any unauthorised use of the logo is considered a breach of copyright.

Campbelltown City Council reserves the right to reject inappropriate or incorrect use of the logo.

Contact

For further information please contact:

Manager Governance
& Community Interaction

Campbelltown City Council
172 Montacute Road, Rostrevor

Telephone
(08) 8366 9222

Business hours
8.45 am – 5.00 pm
Monday to Friday.

Find us on Campbelltown
City Council's website:
www.campbelltown.sa.gov.au

Note

As this style guide is an Acrobat PDF file, the colours displayed on the screen may not be accurate when compared to a printed document.

The Campbelltown City Council Logo



The Design

The Campbelltown City Council logo is the cornerstone of the Council's brand identity system.

The logo is made up of two components: the 'illustrated waves' and the typography containing the words 'Campbelltown City Council'.

The Yellow C

The yellow shapes in the logo represent the 'C' for Campbelltown.

The Blue and Green Waves

The blue and green waves running through the centre of the logo represent the curves of the land and the rivers and creeks running through the Campbelltown City Council area.

Typeface

The typeface used is Optima Bold.

Application

The logo should always be used in its entirety. The proportions between the illustrated waves and typography must be maintained at all times and no additional text or other visual material may be printed near, or superimposed over the logo.

The logo is set with specific letter spacing and typographic forms. Digital artwork must always be used when reproducing the logo; type must not be manually keyed and no aspect of the logo may be redrawn.

The logo must appear on the front of all official Council communication materials of a marketing, administrative or operational nature.

History of the Logo

In January 1998, Campbelltown City Council held a competition for a new logo design. The winning entry was submitted by Kamina Couch, and this is the logo that is still in use today. It is widely recognised by the Campbelltown City Council community.

About Campbelltown

The City of Campbelltown is a medium sized council located 8km from the Adelaide CBD, nestled beneath Black Hill and Morialta Conservation Parks, with the River Torrens Linear Park providing the northern boundary.

Full Colour Palette

The logo consists of three corporate colours plus black. Different colours should not be substituted for the corporate colours.

Refer to the Pantone® colour swatch book when specifying ink colours.



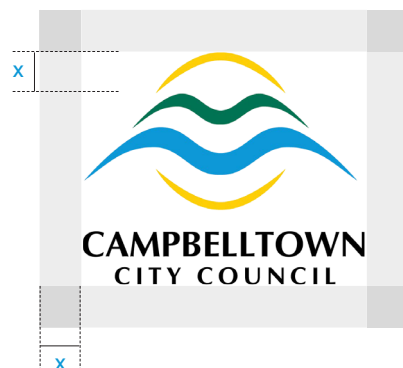
CAMPBELLTOWN
CITY COUNCIL

- — Pantone: 122C
CMYK: 0 / 18 / 100 / 0
RGB: 255 / 207 / 1
Hex: #ffce00
- — Pantone: 3425C
CMYK: 100 / 0 / 71 / 40
RGB: 0 / 115 / 84
Hex: #007354
- — Pantone: 279C
CMYK: 81 / 24 / 0 / 0
RGB: 0 / 152 / 215
Hex: #0098d7
- — Process Black
CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
Hex: #000000

Full Colour Logo: Correct Use

The full colour logo is used on a white or light coloured background on all of Campbelltown City Council's corporate, marketing and events collateral.

Never alter or distort the logo or logotype with graphic treatments.



Clear Space

For maximum clarity, clear space (x) should be maintained around the logo. Determine (x) by measuring the height of the top yellow 'C' of the logo.

The size of the clear space will change depending on the size of the logo.



Minimum Size

For legibility of the type, the logo must not be any smaller than 21mm.

There are no maximum size restrictions.



Co-Branding

When used in conjunction with other logos, the Campbelltown City Council logo must be of equal or larger size than the other logos unless otherwise approved by the Chief Executive Officer (or nominee).



Logo on Light Background

The logo can be placed on a white or light coloured background. If the background is dark use the reversed (white) version.



Logo on Textured Background

The logo can be placed on a simple textured background. Being light in colour, the yellow must have significant contrast against the background.



If the background is dark or highly textured, use a mono version.

Mono Logo: Correct Use

Where it is impractical to use the full colour logo, a one colour (mono) or reversed (white) version can be used.

Clear space, minimum size and co-branding guidelines should be maintained.



Mono (100%K)

The logo may be reproduced in single colour – either black or greyscale.



Reversed

The reversed (white) logo can be used on dark backgrounds.



Greyscale

The greyscale version can be used for newspaper print and anywhere documents may be printed or copied in black.



Reversed on Dark Background

The logo may be reversed out in white to stand out against a dark background.



Reversed on Complex Background

The logo may be reversed out in white to stand out against a gradient or dark textured background.

Incorrect Use

Correct and consistent use of the Campbelltown City Council identity will establish and maintain the strength of the Campbelltown City Council brand.

Always use approved artwork and seek clarification if needed.

The logo must not be used as decorative or artistic elements or as a watermark and must not be overprinted with text or images.

Please do not do the following:

1. Stretch the logo disproportionately
2. Use colours outside of the style guidelines
3. Rotate the logo
4. Alter the internal spacing
5. Place the logo on complex backgrounds. Consider a white or mono version or seek marketing advice
6. Add effects such as glows or shadows
7. Alter the proportions of the logo
8. Use a different typeface
9. Add new messaging
10. Drop components of the logo
11. Make the logo too small to read
12. Enclose the logo inside other forms



1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



11.



12.

Other Graphic Design Style Guidelines

The use of the logo, particularly in relation to positioning and co-branding, may need to consider one or more of Council's other Style Guidelines:

- Corporate Style Guide (for corporate documents)
- Digital Style Guide (for images for use on Council's website, Facebook, Twitter and public TV screens)
- Specific program/project style guides such as:
 - The ARC Campbelltown Style Guide
 - Clean Campbelltown Style Guide
 - Moonlight Markets Style Guide
 - Pizza Festival Style Guide
 - YAC Style Guide

For further information, contact Council on 8366 9622.

Service Brand Logos

Campbelltown City Council uses a number of other logos as part of its service to the community.

For more information, contact Campbelltown City Council on 8366 9622.



The Council Emblem

When Campbelltown was proclaimed a city in 1960, sculptor John Dowie was commissioned to design the emblem. The emblem is representative of the area's history of market gardens and also depicts the Campbell belt and buckle. The emblem now has limited use within Campbelltown City Council.



Campbelltown Made

Campbelltown City Council established the Campbelltown Made initiative in 2010. Local food manufacturing businesses may be eligible to be a part of this program and display this logo on their products.



The ARC Campbelltown

Refer to *The ARC Campbelltown Style Guide* for further information on logo use.



Campbelltown Youth Advisory Committee (YAC)

In 2016 the Campbelltown Youth Advisory Committee adopted a new logo. This logo is only to be used in conjunction with Youth Advisory Committee events and initiatives. Refer to *YAC Style Guide* for more information on logo use.



Campbelltown Road Safety Group

The Campbelltown Road Safety Group logo is only to be used by the Campbelltown Road Safety Group.