Style Guide

Introduction

With Council's endorsement the Chittering Community Planning Advisory Committee (CPAC) ran a Logo competition in the first half of the 2011/2012 financial year.

A number of submissions were received and at the 8 December 2011 CPAC meeting the Committee considered all submissions and determined the entry by Brett Walton as the successful winner.

The winner, Mr Brett Walton, advised that the colours on the wings of the bird represent:
- Orange - agriculture of Chittering
- Purple - vineyards and grapes
- Green - environment / biodiversity of the Shire

It was also suggested that the 'feet or tt' in Chittering could represent the people and the two river systems of the Shire.

Winning Design:

Shire of Chittering Logo

The arrangement of colours provides a simple interpretation of the colours for the future:
- Bird always presented in orange with the exception of the bottom two feathers which are green.
- Feet/tt presented in cyan (light blue)
- Shire of Chittering presented in dark purple.

The primary colours within the logo will be the dark purple and orange, representing the grape (wine) and orange industries in the region. The logo has equal use of these colours to positively engage associated communities and give equal representation to them both through the colour of the logo.

Secondary to the purple and the orange, is the use of the light blue and green, representing the local environment of green hills and tress and the light blue waters of the rivers running though the region.

All colours on various items will be displayed proportionately (refer to stripe on the bottom of the letterhead.)

For single colour logo use, the purple is preferred to the black and white option.

Shire of Chittering Colour Palette

The corporate logo has four main colours as well as standard black.

Orange and purple should be used as the 'hero' colours throughout the identity. The blue and green can be used as optional colours if and when appropriate.

In order to maintain consistency in colouring, each CMYK breakdown has been provided to enable staff to create colours individually, using colour swatch palettes in any creative design application.

For colour matching in word processing programs such as Windows Word, an RGB breakdown is also included, however where possible CMYK colours are preferred.

Colour hues should not be varied or changed in any way from the standards shown and watermarked versions of the colours should not be used.

CMYK and RGB are industry standards colour models. They refer to the percentage of base colours that comprise each colour hue.

C – Cyan   R – Red
M – Magenta   G – Green
Y – Yellow   B – Blue
K – Black

Purple

Spot colour: Pantone 2627C
Process colour (CMYK):   80% cyan, 100% magenta, 30% black
RGB: Red: 73, Green: 23, Blue: 109

Orange

Spot colour: Pantone Orange 021C
Process colour (CMYK):   50% magenta, 100% yellow
RGB: Red: 247, Green: 142, Blue: 30

Green

Spot colour: Pantone 369C
Process colour (CMYK):   60% cyan, 100% yellow
RGB: Red: 114, Green: 191, Blue: 68

Blue

Spot colour: Pantone Process blue C
Process colour (CMYK):   100% cyan, 10% magenta
RGB: Red: 0, Green: 161, Blue: 228

Brand Use

Where the logo is in one colour only (example: shire envelopes) the purple colour is preferred (as this is the more conservative colour) and black or white may also be used dependent on the situation (example: uniforms)

The report/document covers and backs will use all four colours striped on the back and different options available for the front.

Orange covers being used for all public/ external documents as it is more warm and friendly. Each department will be allocated a colour for all internal documents:

> Technical Services - Blue
> Regulatory Services - Green
> Corporate Services - Purple

This can be applied throughout other business in the shire over time, for example advertising, website etc. to give an identity to each department.

Logo's
The Shire of Chittering Logo's should be used as follows:
- Final logo CMYK for all print job's
- Final Logo RGB use when displayed on screen, e.g. website
- Final logo .pdf when requested.

Production
Due to the use of four colours in the overall visual identity all print files have been set up in CMYK. To ensure colour matching across all media print production for all files should be undertaken in the same print run. For subsequent print jobs the printer MUST be provided with an example from the original print stock so he can calibrate his machines to ensure same colour output. Failure to do this will result in different shades and hues of the colours each time it is printed.

Business Card Printing
To ensure ultimate quality in the look and feel of the cards it is recommend a matt laminate finish which will also avoid scuffing.

Stripe
The four colour stripe is provided as a JPEG picture for use along the bottom of documents only, to keep in line with the brand and match the Shire of Chittering stationery.

Typography

The official corporate typeface for the Shire of Chittering is Calibri. This font is recommended for general printed material.

All text must be legible, so for large blocks of copy (such as brochures and inserts) no text should be less than 10pt. As a rule, 11pt should be used in most instances but where needed, 10pt can be used.

Calibri Regular, 11pt type
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Headings and subheadings:
Calibri Bold and *Calibri Bold Italic*

Council agendas and Minutes are the exception to this rule using Arial font. All other formats as above are applicable.

Letterhead

All Shire of Chittering letters and mailings must be printed on Shire of Chittering letterhead stock. The letterheads are pre-printed and stored in the store room.

The letterhead template can be found at: …..and on Synergy templates...

All external letters and correspondence are to be formatted as follows:

Font:	11 point, Calibri	
Margins (normal):	Top	3 cm
	Bottom	3 cm
	Right	3 cm
	Left	3 cm
Paragraph settings:	Single line spacing and justified	

An example letter and letter format is attached for your reference.

Facsimile and Memos will also be printed on the letterhead paper. An example and format is attached for your reference.

Email Signatures

All shire staff and Councillors should have an appropriate email signature to be used on all outgoing emails. The correct format for signatures is shown below. Email signatures should not vary from the example below in colour, text, size or format. Staff can use their preferred names, nicknames are not acceptable.

The specifications for the employee contact details are as follows:

Employee Name:
Size: 11pt Calibri Bold, Colour: Black
Title abbreviations can be included if you wish following your name and the same font, size and colour.

Title
Size: 11pt Calibri Bold, Colour Purple (73% Red, 23% Green, 109% Blue)

Insert Picture provided with Shire of Chittering contact information
Insert Think before you print picture

Disclaimer:
Size: 8pt Calibri, Colour Black, Justified

Example

Danica Kay
Executive Support Officer

6177 Great Northern Highway PO Box 70 Bindoon WA 6502
T: 08 9576 4600 **F**: 08 9576 1250 **E**: chatter@chittering.wa.gov.au
www.chittering.wa.gov.au

Think before you print

DISCLAIMER: This email, including any attachments, is intended only for use by the addressee(s) and may contain confidential and/or personal information and may also be the subject of legal privilege. Any personal information contained in this email is not to be used for any purpose other than the purpose for which you have received it. If you are not the intended recipient, you must not disclose or use the information contained in it. This organisation accepts no liability for any direct or indirect damage or loss resulting from the use of any attachments to this email.

Business Cards

Business Card templates are provided to the printer who updates the information on them when required. Layout and text size and style should not be altered from the template. Staff can use their preferred names, nicknames are not acceptable. Title abbreviations can be included if you wish following your name and the same font, size and colour.

Notes

Titles are used prior to names,

      Eg   Executive Director, Schools, Ms Lorraine Scott

                  District Director, Mr Steffan Silcox

                  …… your son, Benjamin, was involved ….

                  …… the principal, Mr Lowe, …….

Hyphens

      Should be used in the following cases;

      pre-primary, as in, for example, …pre-primary education…

      multi-age, as in, for example, …multi-age grouping…

      decision-making, where it is used as an adjective, for example, …school decision-making groups…

      numbers expressed in words, for example, …twenty-two…

      Hyphens should not be used in the following cases;

      Decision making, where it is used as a noun

      Cooperate

      Coordinate

Apostrophes

      Apostrophes should not be used when abbreviating expressions such as;

      Equivalent full teaching areas (EFTAs)

      Full-time teaching equivalents (FTEs)

      They should also not be used when referring to a number of years. For Example;

       ….during the 1980s schools became….

       If however, the above are used in possessive sense, then an apostrophe should be used. For Example;

       …..in the 1980s' major events were….

Government or government

      When referring to a specific entity the upper case should be used. For Example;

      the Western Australian Government

      the Commonwealth Government

      the State Government

      the Government

      When the word is used as an adjective the lower case should be sued. For Example;

      government schools

      non-government schools

Please use a comma to separate the name of the day and date. For example:

      Monday, 25 July 2006.

Shire of
Chittering