

Brand Guidelines

2021

liverpoolplains.nsw.gov.au



**Liverpool
Plains**
Shire Council

Contents

This document provides guidelines for Liverpool Plains Shire Council logo usage.

Always refer back to these guidelines to ensure consistency across all forms of communication.



**Liverpool
Plains**
Shire Council

1.0	Logo	3
1.1	The logo	4
1.2	Logo formats	5
1.3	Clearance space and minimum size	6
1.4	Incorrect usage	7
2.0	Colour	8
2.1	Colour palette	9
3.0	Typography	10
3.1	Support typeface	11
3.2	Type usage	12
4.0	Graphic elements	13
4.1	Background graphic	14
4.2	Swirl device	15
5.0	Brand application	16
5.1	Tips	17
5.2	Business card and with compliments	18
5.3	Microsoft word templates	19
5.4	Microsoft powerpoint template	20
5.5	Additional collateral	21
6.0	Digital assets	22
6.1	Logo file list	23
6.2	Artwork file list	26

1.0 Logo

1.1

The logo

Primary logo

The Liverpool Plains Shire Council is represented by the following two logos. The inline format, and the stacked format.

It is preferable to use the logo in colour where full colour application is available.

A variety of formats are available in CMYK, spot colour, black, white. These formats are shown on the following page.

Inline logo:



**Liverpool
Plains**
Shire Council

Stacked logo:



**Liverpool
Plains**
Shire Council

1.2

Logo formats

Inline logo

Where possible use the inline logo configuration.



Stacked logo

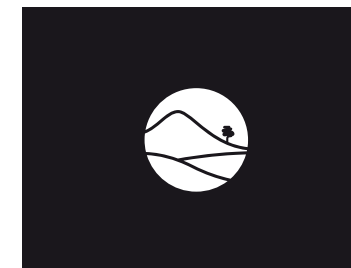
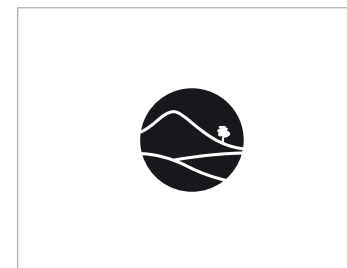
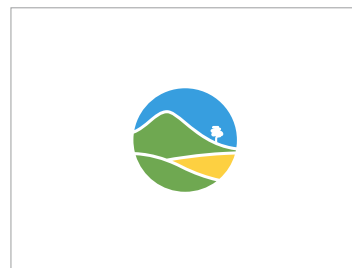
The stacked logo provides an alternative configuration, where space constraints prevent the inline logo being used.



Symbol

The symbol can be used in certain applications where the full logo and text has been shown, or where reference to Liverpool Plains Shire Council is clear. The symbol must not be used in isolation.

For example, the symbol usage is correct on the PowerPoint footer, due to the logo being clearly visible on the title page.



1.3

Clearance space and minimum size

Clearance space

The logo must always be surrounded with a minimum amount of clear space, separating it from other text or graphic elements. This clear area preserves the legibility and visual impact of the logo.

The magenta keyline in the example shown here represents the minimum amount of clear space. The clearance space is defined by the height of the 'O'. This space is shown and applies to the primary and secondary logos. Additional space is preferred where possible.

Minimum size

To ensure that legibility of all text is maintained, as a general rule, never allow the symbol within all formats to be represented below 10mm wide.

The following widths should be adhered to:

Inline logo: must never be used below the minimum width of 25mm.

Stacked logo: must never be used below the minimum width of 14mm.

Symbol: must never be used below the minimum width of 10mm.

Clearance space defined by the 'o'



Minimum size for the following logo formats:



Inline
25mm wide



Stacked
14mm wide



Symbol
10mm wide

1.4

Incorrect usage

Care must be taken to avoid incorrect use of the Liverpool Plains Shire Council logo, examples of which appear opposite.

Displaying the logo incorrectly weakens the integrity, impact and continuity of the Liverpool Plains Shire Council brand.

To ensure the correct reproduction it is important to follow the recommendations set out in these guidelines.

The following are examples of incorrect logo usage. These rules apply to all logo formats.

Note regarding symbol

The symbol must not be used in isolation to represent the Liverpool Plains Shire Council logo. The symbol can be used in certain applications where the full logo and text has been shown, or where reference to Liverpool Plains Shire Council is clear.

For example, the symbol usage is correct on the PowerPoint footer, due to the logo being clearly visible on the title page.



Do not change the colour of any elements within the logo.



Do not change proportions or stretch.



Do not add any effect or drop shadow.



Do not replace the text within the logo.



Do not use over imagery which does not allow legibility.



Do not create the logo in keyline.



Do not alter the symbol and text configuration.



Do not remove any logo elements.



This is the correct logo configuration.

2.0 Colour

1.1

Colour palette

Primary colour palette

A palette of four primary colours has been chosen and is derived from the Liverpool Plains Shire Council logo. This colour palette can be used on Liverpool Plains Shire Council collateral as headings or as feature or highlight colours.

The colours can be used as tints at different percentages. Black and white can also be used.

BLUE

PMS 2171C

CMYK
C68.7 M24.8 Y0 KO

RGB
R66 G156 B214

WEB #429cd6

GREEN

PMS 7489C

CMYK
C61.6 M13.7 Y91.1 KO.8

RGB
R113 G168 B78

WEB #71a84e

YELLOW

PMS 122C

CMYK
CO.35 M16.9 Y85.3 KO

RGB
R255 G209 B63

WEB #ffd13f

GREY

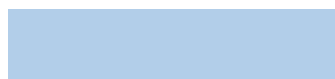
PMS 2336C

CMYK
C63.4 M58.1 Y59.6
K39.6

RGB
R77 G75 B72

WEB #4d4b48

100%



50%

Secondary colour palette

A palette of five secondary colours has been chosen to give flexibility and complement the primary colour palette. These colours should not overpower the primary colour palette and can be used as highlights or accents.

DARK BLUE

PMS 647

CMYK
C90.83 M63.28 Y19.67
K3.55

RGB
R34 G96 B147

WEB #226093

DARK GREEN

PMS 555

CMYK
C82.56 M33.29 Y77.41
K21.16

RGB
R42 G113 B81

WEB #2A7151

ORANGE

PMS 715

CMYK
CO M54.15 Y93.6 KO

RGB
R248 G141 B43

WEB #F78D2B

BLACK

WHITE

3.0 Typography

3.1

Support typeface

Primary typeface

GT Haptik is to be used as the primary font for all Liverpool Plains Shire Council professionally created communication.

This typeface contains alternate stylistic character sets for the zero and letters R, C and G. Please ensure that all zeros appear with no central dot — 0, rather than Ø. Letters R, G and C should also appear as shown opposite, rather than: R, C and G.

Due to licensing requirements this font will need to be purchased and licensed. Details can be found through: www.grillitype.com/shops/gt-haptik

Internal communications

For internal communications where GT Haptik is not available. Arial should be used.

Primary typeface — professionally created external communications

GT Haptik

AaBbCcDdEdFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

GT Haptik Light
GT Haptik Medium

Internal communications

Arial Regular

AaBbCcDdEdFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Arial Regular
Arial Bold

3.2

Type usage

Please follow these guidelines when selecting type weights to work with.

It is important to match the look and feel of the examples provided in these guidelines to ensure Liverpool Plains Shire Council brand consistency is maintained.

Sentence case

Ensure that all body copy and headings are set in sentence case for a consistent and easy-to-read look and feel.

Justification

Never justify text (forcing the left edge and right edge of the text to align), always set text left aligned, with a ragged right edge. Left aligned text is easier to set and more natural to read.

For this same reason, never centre align body text and avoid centre alignment for headings. In some instances small amounts of heading text may be centred, however it is best to left align any sets of text with more than two or three words.

Leading/line spacing

Leading/line spacing is the space between lines of text. Ensure 110% to 120% leading and additional space after for headings. Use example shown opposite as a guide.

Where to use type weights

- Headings
- Subheadings

- Body copy
- Large pull out copy
- Large headings

Example

- Paragraph of text showing correct type usage

GT Haptik

Medium

Light

Sample heading

For emphasis you can pull out large text.

Ensure that all body copy and headings are set in sentence case and aligned left for a consistent and easy-to-read look and feel. Never centre or force justify the text.

Arial Regular

Bold

Regular

Sample heading

For emphasis you can pull out large text.

Ensure that all body copy and headings are set in sentence case and aligned left for a consistent and easy-to-read look and feel. Never centre or force justify the text.

4.0 Graphic elements

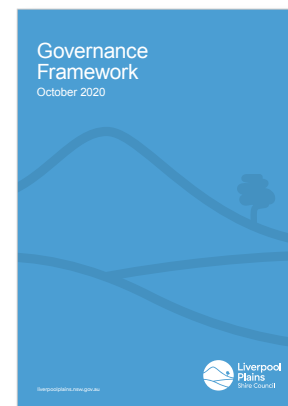
4.1

Background graphic

A background graphic has been created to use in the four primary colours as well as in full colour. This graphic is derived from the logo and can be used on covers and for background textures.

Ensure that when using this graphic enough contrast is given to allow type or logo to remain visible. Examples of this graphic in use are shown opposite and in section 5.O Brand application.

Please match the visual look and feel provided by these examples when using this graphic.



Examples of the background graphic used on the document cover (left) and pull up banner (right).



Background graphic artwork in four colourways plus full cover

4.2

Swirl device

A swirl device has been created as a feature to compliment photography use, or to use as an extra element to contain information and to create a branded feel. This graphic is derived from the logo and can be used on covers and as background texture.

White swirl device

The white version is to be used over imagery and extends from the base of the page or graphic area.

It should never take over more than approximately one third of the visual area. Please match the visual look and feel provided by these examples when using this graphic.

Avoid using light coloured imagery so that when using this graphic the white curve is visually strong. See examples opposite.

Blue swirl device

The blue version can appear on white backgrounds as a subtle watermark and extends from the base of the page or graphic area.

It should never take over more than approximately one fifth of the visual area. Please match the visual look and feel provided by these examples when using this graphic. See example opposite.

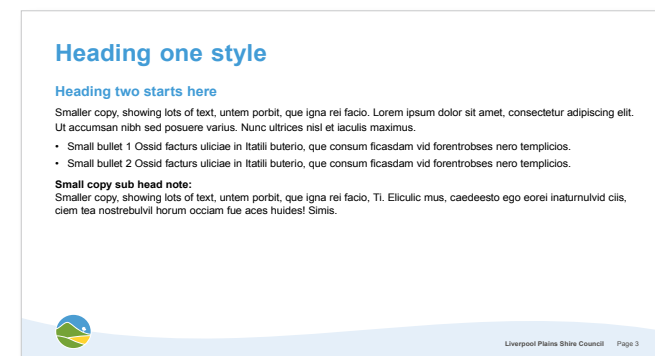
White swirl device in use

Keep within 1/3 of the visual area of the page



Blue swirl device in use

Keep within 1/5 of the visual area of the page



5.0 Brand application

5.1

Tips

Examples of correct applications are shown on the following pages. Please use these as a guide when creating new items of communication.

Following are some handy hints to keep in mind when assembling new collateral.

1. Choose a logo format. Select the primary colour logo where possible.
2. Place logo in position to suit communications, ensuring minimum size and clearance space are adhered to.
3. Select the graphic element to use on collateral. For single page/view communications keep to one graphic element per item.
4. Use colours to your advantage, to highlight information, to pull out text or to create contrast. Keep large amounts of body text in black.
5. Limit varying text sizes within collateral and keep consistency across how headings and subheadings and body text are used. The eye finds it hard to scan and process inconsistent text sizes.
6. Try to keep an uncluttered layout so that text, logos and images are given space.
7. Ensure that all copy is edited to create a succinct message.
8. When choosing imagery ensure it is professional quality and at an appropriate resolution for the output method. For example, for print production: 300dpi at 100% and for screen: 72dpi at 100%.

5.2

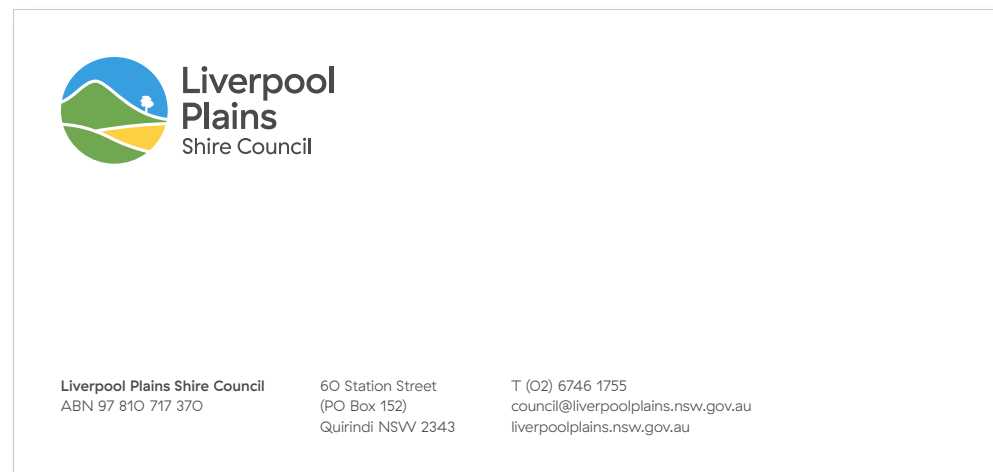
Business card and with compliments

The following are examples of the Liverpool Plains Shire Council business card and with compliments slip.

Business card



With compliments



5.3

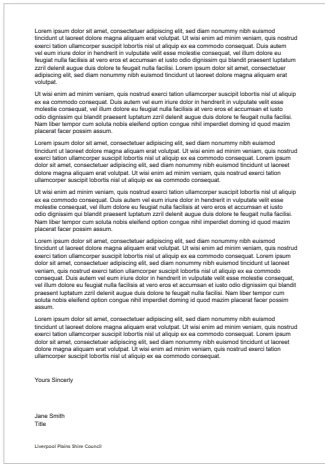
Microsoft word templates

The following are examples of the Liverpool Plains Shire Council Microsoft Word templates.

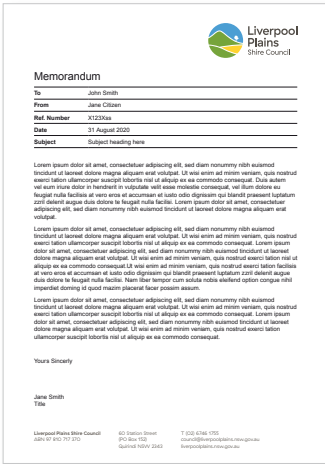
Marketing covers — Portrait (also available in landscape)



Letterhead



Memo



The image displays a series of 10 sample presentation slides for the Liverpool Plains Shire Council, arranged in a grid. The slides are designed to show different ways to format content, including text, images, and graphics.

- Slide 1 (Top Left):** Features a large landscape image of a field. The title "Image cover title goes here" is prominently displayed in the upper left, with the date "February 19, 2021" below it. The Liverpool Plains Shire Council logo is in the bottom right.
- Slide 2 (Top Middle):** A green and blue abstract background. The title "Corporate cover presentation full title goes here" is in the top left, followed by "Sub title if required" and the date "February 19, 2021". The logo is in the bottom right.
- Slide 3 (Top Right):** A white background with a blue header. The title "Heading one style" is in the top left. Below it, a sub-header "Heading two starts here" is followed by a paragraph of placeholder text and a bulleted list. A "Small copy sub head note" with more placeholder text is at the bottom. The logo is in the bottom left, and the footer "Liverpool Plains Shire Council Page 3" is in the bottom right.
- Slide 4 (Top Far Right):** Similar to Slide 3, but with a different layout for the text and list. The footer is "Liverpool Plains Shire Council Page 4".
- Slide 5 (Middle Left):** A white background with a blue header. The title "Heading one style" is in the top left. Below it, a sub-header "Heading two starts here" is followed by a paragraph of placeholder text and a bulleted list. A "Small copy sub head note" with more placeholder text is at the bottom. The logo is in the bottom left, and the footer "Liverpool Plains Shire Council Page 5" is in the bottom right.
- Slide 6 (Middle Middle):** A white background with a blue header. The title "Heading one style" is in the top left. Below it, a sub-header "Heading two starts here" is followed by a paragraph of placeholder text and a bulleted list. A "Small copy sub head note" with more placeholder text is at the bottom. The logo is in the bottom left, and the footer "Liverpool Plains Shire Council Page 6" is in the bottom right.
- Slide 7 (Middle Right):** A green background with a white abstract shape. The title "Divider page heading goes here" is in the top left. The logo is in the bottom left, and the footer "Liverpool Plains Shire Council Page 7" is in the bottom right.
- Slide 8 (Middle Far Right):** A white background with a blue header. The title "Blank slide with heading and footer" is in the top left. The logo is in the bottom left, and the footer "Liverpool Plains Shire Council Page 8" is in the bottom right.
- Slide 9 (Bottom Left):** A white background with a blue header. The title "Heading one style" is in the top left. Below it, a sub-header "Heading two starts here" is followed by a paragraph of placeholder text and a bulleted list. A "Small copy sub head note" with more placeholder text is at the bottom. The logo is in the bottom left, and the footer "Liverpool Plains Shire Council Page 9" is in the bottom right.
- Slide 10 (Bottom Middle):** A white background with a blue header. The title "Heading one style" is in the top left. Below it, a sub-header "Heading two starts here" is followed by a paragraph of placeholder text and a bulleted list. A "Small copy sub head note" with more placeholder text is at the bottom. The logo is in the bottom left, and the footer "Liverpool Plains Shire Council Page 10" is in the bottom right.

5.5

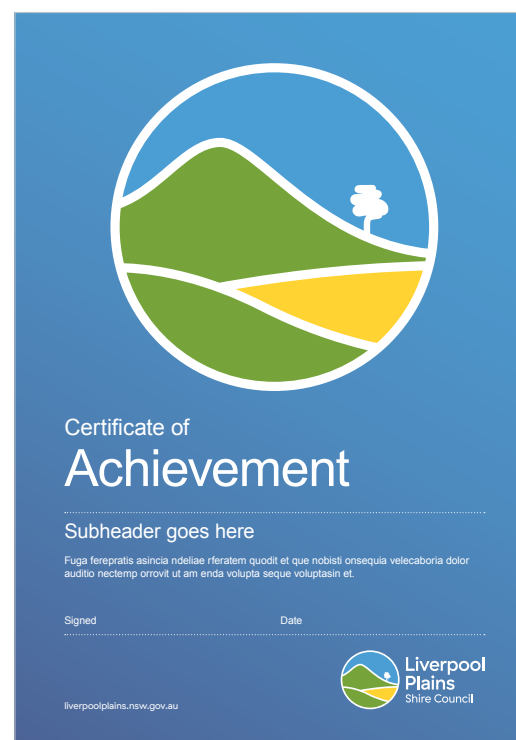
Additional collateral

The following are examples of additional Liverpool Plains Shire Council collateral.

Enews banner



A4 Portrait Certificate (also available in landscape)



Pull up banner



6.0 Digital assets

6.1

Logo file list

Primary inline logo



Colour light background

EPS

LPSC_INLINE LOGO_CMYK_FA.eps
LPSC_INLINE LOGO_PMS_FA.eps
LPSC_INLINE LOGO_RGB_FA.eps

PNG

LPSC_INLINE LOGO_CMYK_FA.png
LPSC_INLINE LOGO_RGB_FA.png

JPEG

LPSC_INLINE LOGO_CMYK_FA.jpg
LPSC_INLINE LOGO_RGB_FA.jpg



Colour dark background

EPS

LPSC_INLINE LOGO_REV_CMYK_FA.eps
LPSC_INLINE LOGO_REV_PMS_FA.eps
LPSC_INLINE LOGO_REV_RGB_FA.eps

PNG

LPSC_INLINE LOGO_REV_CMYK_FA.png
LPSC_INLINE LOGO_REV_RGB_FA.png



Black

EPS

LPSC_INLINE LOGO_BW_FA.eps

PNG

LPSC_INLINE LOGO_BW_FA.png

JPEG

LPSC_INLINE LOGO_BW_FA.jpg



White reversed

EPS

LPSC_INLINE LOGO_BW_REV_FA.eps

PNG

LPSC_INLINE LOGO_BW_REV_FA.png

6.1

Logo file list continued

Stacked logo



Colour light background

EPS

LPSC_STACKED LOGO_CMYK_FA.eps
LPSC_STACKED LOGO_PMS_FA.eps
LPSC_STACKED LOGO_RGB_FA.eps

PNG

LPSC_STACKED LOGO_CMYK_FA.png
LPSC_STACKED LOGO_RGB_FA.png

JPEG

LPSC_STACKED LOGO_CMYK_FA.jpg
LPSC_STACKED LOGO_RGB_FA.jpg



Colour dark background

EPS

LPSC_STACKED LOGO_REV_CMYK_FA.eps
LPSC_STACKED LOGO_REV_PMS_FA.eps
LPSC_STACKED LOGO_REV_RGB_FA.eps

PNG

LPSC_STACKED LOGO_REV_CMYK_FA.png
LPSC_STACKED LOGO_REV_RGB_FA.png



Black

EPS

LPSC_STACKED LOGO_BW_FA.eps

PNG

LPSC_STACKED LOGO_BW_FA.png

JPEG

LPSC_STACKED LOGO_BW_FA.jpg



White

EPS

LPSC_STACKED LOGO_BW_REV_FA.eps

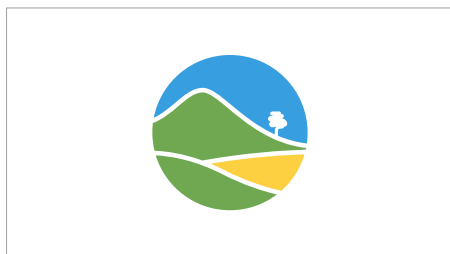
PNG

LPSC_STACKED LOGO_BW_REV_FA.png

6.1

Logo file list continued

Symbol



Colour light background

EPS
LPSC_SYMBOL_CMYK_FA.eps
LPSC_SYMBOL_PMS_FA.eps
LPSC_SYMBOL_RGB_FA.eps

PNG
LPSC_SYMBOL_CMYK_FA.png
LPSC_SYMBOL_RGB_FA.png

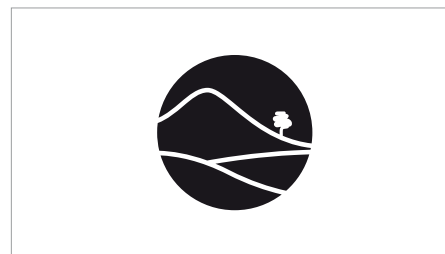
JPEG
LPSC_SYMBOL_CMYK_FA.jpg
LPSC_SYMBOL_RGB_FA.jpg



Colour dark background

EPS
LPSC_SYMBOL_REV_CMYK_FA.eps
LPSC_SYMBOL_REV_PMS_FA.eps
LPSC_SYMBOL_REV_RGB_FA.eps

PNG
LPSC_SYMBOL_REV_CMYK_FA.png
LPSC_SYMBOL_REV_RGB_FA.png

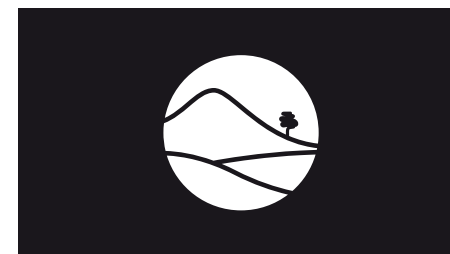


Black

EPS
LPSC_SYMBOL_BW_FA.eps

PNG
LPSC_SYMBOL_BW_FA.png

JPEG
LPSC_SYMBOL_BW_FA.jpg



White

EPS
LPSC_SYMBOL_BW_REV_FA.eps

PNG
LPSC_SYMBOL_BW_REV_FA.png

6.2

Artwork file list

Final art PDF files

Business Card

LPSC_BUSINESS CARD_DOUG_FA.pdf
LPSC_BUSINESS CARD_JOANNE_FA.pdf

Electronic Newsletter Banner

LPSC_E-NEWS BANNER_FA.jpg
LPSC_E-NEWS BANNER_TEXT_FA.jpg

Pull Up Banner

LPSC_PULL UP BANNER_FA.pdf

With Comps

LPSC_WITH COMPS_FA.pdf

Word templates

Marketing Cover Portrait

Prt_MarketingCover_Picture_O4p00.dotx
Prt_MarketingCover_Green_O4p00.dotx
Prt_MarketingCover_Brown_O4p00.dotx
Prt_MarketingCover_Blue_O4p00.dotx

Marketing Cover Landscape

Lnd_MarketingCover_Picture_O4p00.dotx
Lnd_MarketingCover_Green_O4p00.dotx
Lnd_MarketingCover_Brown_O4p00.dotx
Lnd_MarketingCover_Blue_O4p00.dotx

Memorandum

Memorandum_O4p00.dotx

LetterHead

LetterHead_O4p00.dotx

Certificates

Prt_Certificate_Blue_O4.dotx
Lnd_Certificate_Blue_O4.dotx

Powerpoint template

Powerpoint

LiverPoolPlains_ppt_O4p00.pptx

Background graphic and swirl device

Background graphic

LPSC_YELLOW GRAPHIC_FA.ai
LPSC_BLUE GRAPHIC_FA.ai
LPSC_GREY GRAPHIC_FA.ai
LPSC_GREEN GRAPHIC_FA.ai
LPSC_FULL COLOUR GRAPHIC_FA.ai

Swirl device

LPSC_WHITE SWIRL_LANDSCAPE_FA.ai
LPSC_WHITE SWIRL_PORTRAIT_FA.ai
LPSC_BLUE SWIRL_THIN_FA.ai

For more information
about these guidelines,
please contact:

Liverpool Plains Shire Council
T (02) 6746 1755
council@liverpoolplains.nsw.gov.au