Simplified Style Guide

City of
Mount Gambier

The following guidelines will assist in the utilization of the City of Mount Gambier brand, to ensure that it is at all times consistent, communicative and attractive. Appropriate approval and final check must be sought before any publishing of this brand from appointed City of Mount Gambier delegate.

THE LOGO

All though more abstract and comtemporary in execution, this logo employs the same iconography as Mount Gambier's former branding: a mountainous form, a tree and a lake. This abbreviation of the City's diverse natural landmarks and resources communicates succinctly to the viewer that Mount Gambier is a place of extraordinary natural beauty and economic potential. The colour palette has also been reconsidered to reflect the vibrancy and forward-thinking of the City.
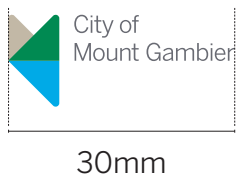
PRIMARY LOGO

This is the primary logo for the City of Mount Gambier and should be used on a white background.

City of
Mount Gambier

MINIMUM SIZE

To avoid any reproduction issues, a minimum width of 30mm (proportionally scaled) has been specified.

City of
Mount Gambier

30mm

CLEAR SPACE

Clear space refers to an invisible area surrounding the logo which must remain clear of individual elements such as type or the edge of a page.

Demonstrated here is the formula for calculating the minimum clear space required. It is based on the height of the letter M.

Where possible, allow more clear space around the logo than the minimum specified.

City of
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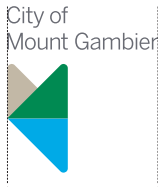# Simplified Style Guide

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SECONDARY LOGO
Only to be used as a secondary option to the Primary logo, this version has been crafted for spaces taller than they are wide. This logo should used on a white background.

City of
Mount Gambier

MINIMUM SIZE
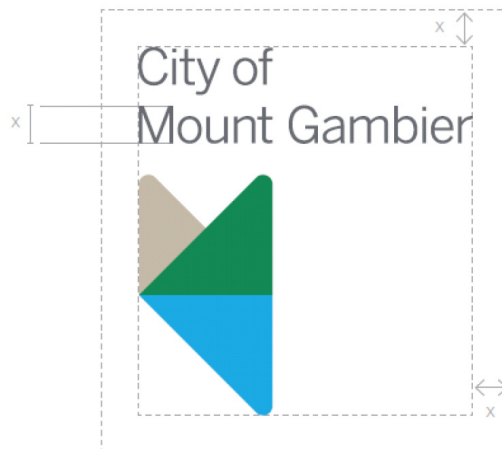To avoid any reproduction issues, a minimum width of 20mm (proportionally scaled) has been specified.

City of
Mount Gambier

20mm

MINIMUM SIZE
Clear space refers to an invisible area surrounding the logo which must remain clear of individual elements such as type or the edge of a page.

Demonstrated here is the formula for calculating the minimum clear space required. It is based on the height of the letter M.

Where possible, allow more clear space around the logo than the minimum specified.

City of
Mount Gambier

x

x

x

BLACK AND WHITE
Only to be used on a colour background. The same requirements are to be followed re. size and clear space.

City of
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City of
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REVERSE
Only to be used on a colour background. the same requirements are to be followed re. size and clear space.

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TYPEFACE

PRIMARY TYPEFACE	Benton Sans Book	ABCDE	abcde	12345	!@#$%
SECONDARY TYPEFACE*	Arial	ABCDE	abcde	12345	!@#$%

* Arial can be substituted wherever Benton Sans is not available.

COLOUR

The City of Mount Gambier logo must be reproduced using the Pantone Matching System (PMS) where possible for print, and RGB/HTML for screen. For instances where PMS colours cannot be used, the equivalent process (CMYK) colours are specified.

PRIMARY COLOUR PALETTE

Coated
Pantone® Cool Grey 9C
C30 M22 Y17 K57
R117 G120 B123
HTML 75787B

Coated
Pantone® 7535C
C10 M11 Y23 K19
R183 G176 B156
HTML B7B09C

Coated
Pantone® 348C
C96 M2 Y100 K12
R0 G132 B161
HTML 00843D

Coated
Pantone® 299C
C86 M8 Y0 K0
R0 G163 B224
HTML 00A3E0

Uncoated
Pantone® Cool Grey 9U
C28 M16 Y12 K35

Uncoated
Pantone® 7536U
C27 M22 Y32 K2

Uncoated
Pantone® 356U
C80 M3 Y93 K70

Uncoated
Pantone® Process Cyan U
C100 M0 Y0 K0

SECONDARY COLOUR PALETTE

Where required, the City of Mount Gambier's brand identity uses a secondary colour palette, using colours that are familial with its overarching style. Percentage tints can be used in addition to any of these colours. Other colours may be used where appropriate. These colours are NOT a substitute for the primary colours when used in the logo.

Coated
Pantone® 123C
C0 M11 Y80 K0
R255 G199 B44
HTML FFC72C

Coated*
Pantone® Purple C
C43 M90 Y0 K0
R187 G41 B187
HTML BB29BB

Coated*
Pantone® 151C
C0 M55 Y100 K0
R255 G130 B0
HTML FF8200

Coated*
Pantone® 2597C
C78 M94 Y0 K0
R92 G6 B140
HTML 5C068C

Uncoated
Pantone® 115U
C0 M11 Y94 K0

Uncoated*
Pantone® Purple U
C25 M60 Y0 K0

Uncoated*
Pantone® 151U
C0 M43 Y91 K0

Uncoated*
Pantone® 2597U
C52 M69 Y0 K0

* Considerable colour shift from spot to process colour.

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Coated
Pantone® Warm Red C*
C0 **M**83 **Y**80 **K**0
R249 **G**66 **B**58
HTML F9423A

*Uncoated**
Pantone® Warm Red U
C0 **M**58 **Y**57 **K**0

Coated
Pantone® 3272C
C98 **M**0 **Y**42 **K**0
R0 **G**164 **B**154
HTML 00A49A

Uncoated
Pantone® 3272U
C78 **M**0 **Y**42 **K**0

Coated
Pantone® 213C
C0 **M**92 **Y**18 **K**0
R227 **G**28 **B**121
HTML E31C79

Uncoated
Pantone® 213U
C0 **M**85 **Y**10 **K**0

Coated
Pantone® 382C
C28 **M**0 **Y**100 **K**0
R196 **G**214 **B**0
HTML C4D600

Uncoated
Pantone® 388U
C16 **M**0 **Y**77 **K**0

* Considerable colour shift from spot to process colour.