2.0 **Logo Usage**

It is imperative that only the supplied electronic files are used when reproducing the Shire of Manjimup logo. The logo is never to be edited, stretched, squashed or altered in any way. Careful consideration should be given in choosing the correct format for the required application.

Portrait logo

Landscape logo

Wordless logo

Mono logo

Minimum white space around logo

To allow the logo to breathe and have impact, there is a minimum area of white space to be left around the logo which is equal to the height of the 'M' as shown. The logo must always appear legibly on a clear background, preferably never to be used on top of a busy photograph.

25mm

21mm

42mm

Minimum sizes

2.1 Incorrect Logo Usage

When producing mono newspaper advertisements, use either the mono logo or the reverse logo, whichever is more suitable. Only use the electronic files supplied. Never use a JPEG file as there will have been a loss of quality and the background will be white, which is not suitable for some applications.

Incorrect usage

Always scale the logo proportionally.

Incorrect usage

Always use the correct version of the logo in the correct proportions. Don't change the proportion of any elements.

Incorrect usage

On a coloured or patterned background use the reverse version of the logo as shown.

Correct usage - mono and reverse logos

May also be used on top of a photograph, provided the image is not too busy. Ideally should be placed in an area of solid colour.

Incorrect usage

Always use the minimum amount of white space.

Choose the most suitable logo when utilising for sponsorship purposes, ensuring the white space requirements are met. It is preferable the logo always be positioned in the bottom right hand corner of any print material for maximum brand identity.

Solo sponsorship usage

Use either the portrait or landscape logo on sponsorship material. The wordless logo should not be used as it does not contain the Shire of Manjimup's name and is therefore not as easily identifiable.

With partners of equal status

Use either the portrait or landscape logo ensuring it is in proportion to the other logos and there is an area of white space between the logos. The logos should be distributed evenly and centrally aligned vertically. Minimum size requirements must also be adhered to ensuring the logo type is legible. Always request a high resolution EPS file from the sponsor - do not attempt to download logos from websites as these are not high enough quality.
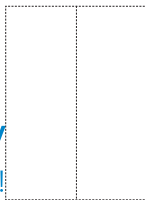
With supporters of greater status

Choose either the portrait or landscape logo, making it visibly smaller than the main sponsors logos. The logo should be centrally aligned and distributed evenly if there are additional logos on the same line. Minimum size requirements must also be met and allow as much white space as possible between the logos to ensure easy brand recognition.

3.0 Colour Palette

There are four key colours which make up the Shire of Manjimup brand, with a supporting colour palette of associated tints. It is essential that only these colours are used and that white space is used effectively in material to create clean and modern design.

Main Colour Palette

Shire of Manjimup Blue
PMS 285C
C89 M43 Y0 K0
R64 G117 B171

Shire of Manjimup Dark Green
PMS 554C
C78 M0 Y63 K67
R53 G88 B71

Shire of Manjimup Light Green
PMS 369C
C59 M0 Y100 K7
R64 G117 B171

Shire of Manjimup Brown
PMS 6425C
C0 M60 Y100 K79
R76 G53 B26

Text colours

Text should always appear in either black or white apart from these exceptions:
1. When Jenna Sue is used it should be PMS 369C.
2. PMS 369C can also be used for a line of copy you wish to stand out.
3. Red (C0 M100 Y100 K0) can be used as a warning label.

Background colours

Apart from the header and footer, the background colour on all signs should be white for readability (excluding directional signs). No borders should appear around any signs.

Additional colours

Tints of PMS 369C are used in the banner seen on the top of most signs.

72% tint of PMS 6425C is used in the footer.