



# City of Busselton

Style Guide 2023



## ***About the Style Guide***

The City of Busselton has set out to align its branding with its corporate vision:

***Where environment, lifestyle  
and opportunity meet!***

# About the Style Guide

## Purpose

This style guide helps those involved with the City of Busselton corporate brand ensure that communication, marketing and design is consistent and professional.

The style guide applies to internal and external communication and across print and electronic mediums.

If you have any queries please contact an Officer from the Public Relations team: [pr@busselton.wa.gov.au](mailto:pr@busselton.wa.gov.au)

## Our Vision

***Where environment, lifestyle and opportunity meet!***

This broad community vision is the basis of our Strategic Community Plan.

## Corporate Values

The City of Busselton values:

- Listening
- Considered Decision Making
- Appreciation
- Respect
- Team Work

*The City of Busselton logo is the most immediate point of recognition of our brand and an instant representation of our organisation and our people.*

*It's an invaluable asset that must be used correctly.*



## Our Logo

The City of Busselton logo depicts Geographe Bay in panoramic format.

The blue represents the bay.

The green represents the land.

The two colours are separated by a loose white stroke which depicts the stretches of white sand and breaking surf.

The imagery, colours and typeface used in the logo are designed to reflect a relaxed but modern municipality which values openness and freedom.



# Our Logo

## Primary Logo

This is the official and primary logo of the City of Busselton and should always be the preferred option. There are however several variations of the logo, which are approved for use and can be used when the Primary Logo may not be appropriate.

The elements, spacing and proportions of the logo must not be altered.

The logo can be accessed by staff through ECM or the City's F Drive. External parties can request a copy of the logo by contacting [pr@busselton.wa.gov.au](mailto:pr@busselton.wa.gov.au)

## Text Only Logo

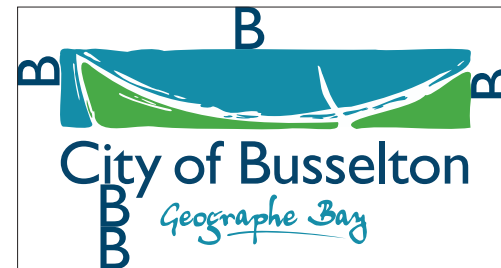
The Text Only Logo is suitable for use on small promotional items, such as stationery, which may only have sufficient space to accommodate a smaller logo. In these instances the Text Only logo can be used.



# Using Our Logo

## Exclusion Zone

The logo must always have an area of space surrounding it to ensure that it's not crowded or overpowered by other graphics or text. To ensure this is achieved, a minimum clear space has been created using the capital letter height of the logo type, as shown to the right.



## Alternative Versions

### Reverse Colour Logo

The City of Busselton reverse logo is intended for use only on a PMS 548 (or the CMYK/RGB equivalent) background.

### Mono Black Logo

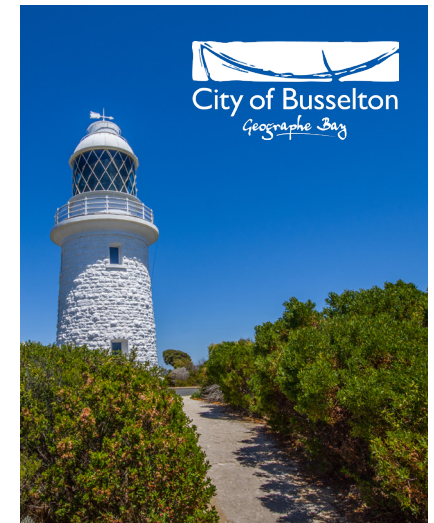
The Mono Black Logo has been created for use in instances when a colour logo cannot be used, for example, newspaper production.

### Mono White Logo

The Mono White Logo has been created for use in instances when a colour logo cannot be used, for example, conflicting backgrounds.

### Mono Blue Logo (PMS548)

This logo is suitable for one colour printing. The colour is blue PMS 548.

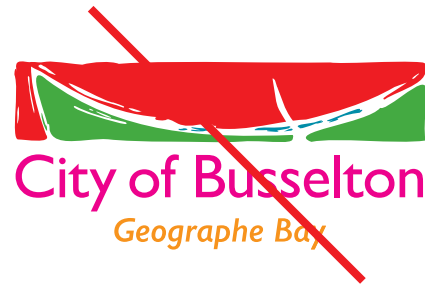


# Using Our Logo

It's important that the logo is not changed in any way.

Please read the usage rules below and contact an Officer from Public Relations if you're unsure.

- Don't change the logo colours
- Don't change the logo's orientation
- Don't outline the logo
- Don't stretch or squeeze the logo to distort proportions
- Don't put a white box around the logo when placed on a dark or busy background
- Don't place the logo on a busy photograph, pattern or over a conflicting background
- Don't crop the logo in any way





# Which Logo Do I Use?

## Screen

RGB Colour Logo for use on white backgrounds  
CoBSN-RGB -SCREEN.png

RGB Colour Logo for use on ONLY CoBSN dark blue backgrounds  
CoBSN-RGB-Reverse-SCREEN.png



## Print

CMYK Full Colour Logo for use on white backgrounds  
CoBSN-CMYK.eps

SPOT Full Colour Logo for use on white backgrounds  
CoBSN-SPOT.eps

CMYK Full Colour Logo for use on ONLY CoBSN dark blue backgrounds  
CoBSN-CMYK Reverse.eps

SPOT Full Colour Logo for use on ONLY CoBSN dark blue backgrounds  
CoBSN-SPOT Reverse.eps



Use CMYK logos for all materials being printed in-house.

For most externally printed materials the CMYK logo will be the most appropriate logo to provide the printer – if you're unsure which logo to provide, please contact an Officer from the Public Relations team.

# Associated City of Busselton Logos

As well as the main use colour logo (and other variant logos), the City of Busselton has several logos which are specifically used to brand associated commercial and/or community facilities, as well as some major events.

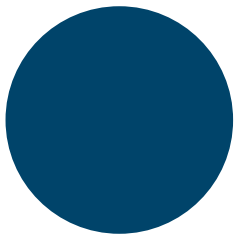
The guidelines around logo use apply to all associated City of Busselton logos. If you have any questions relating to the use of these associated logos, please consult with an Officer from the City's Public Relations team.



# Colours

The three colours that are used in the City of Busselton logo make up the City's primary corporate colours. There are also additional complementary colours which can be used. Utilise this colour palette to make your publications instantly recognisable and take care to use the correct specifications across all media types.

## Primary Colours

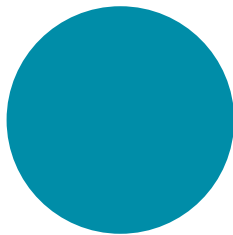


Pantone  
PMS 548

CMYK  
C100 M24 Y0 K64

RGB  
R0 G68 B107

HEX  
#00446B

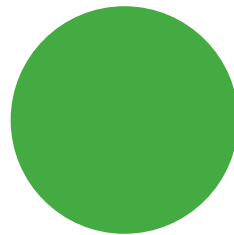


Pantone  
PMS 3145

CMYK  
C100 M0 Y19 K23

RGB  
R0 G140 B168

HEX  
#008CA8



Pantone  
PMS 362

CMYK  
C70 M0 Y100 K9

RGB  
R74 G170 B66

HEX  
#4AAA42

## Complementary Colours

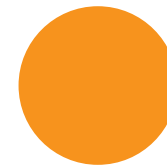


Pantone  
PMS 2292

CMYK  
C35 M0 Y100 K

RGB  
R178 G210 B53

HEX  
# B2D235

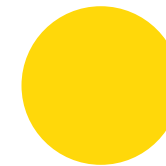


Pantone  
PMS 144

CMYK  
C0 M50 Y100 K0

RGB  
R247 G148 B29

HEX  
# F7941D



Pantone  
PMS 7548

CMYK  
C0 M12 Y98 K0

RGB  
R255 G203 B5

HEX  
# FFCB05



Pantone  
PMS 7527

CMYK  
C6 M7 Y11 K0

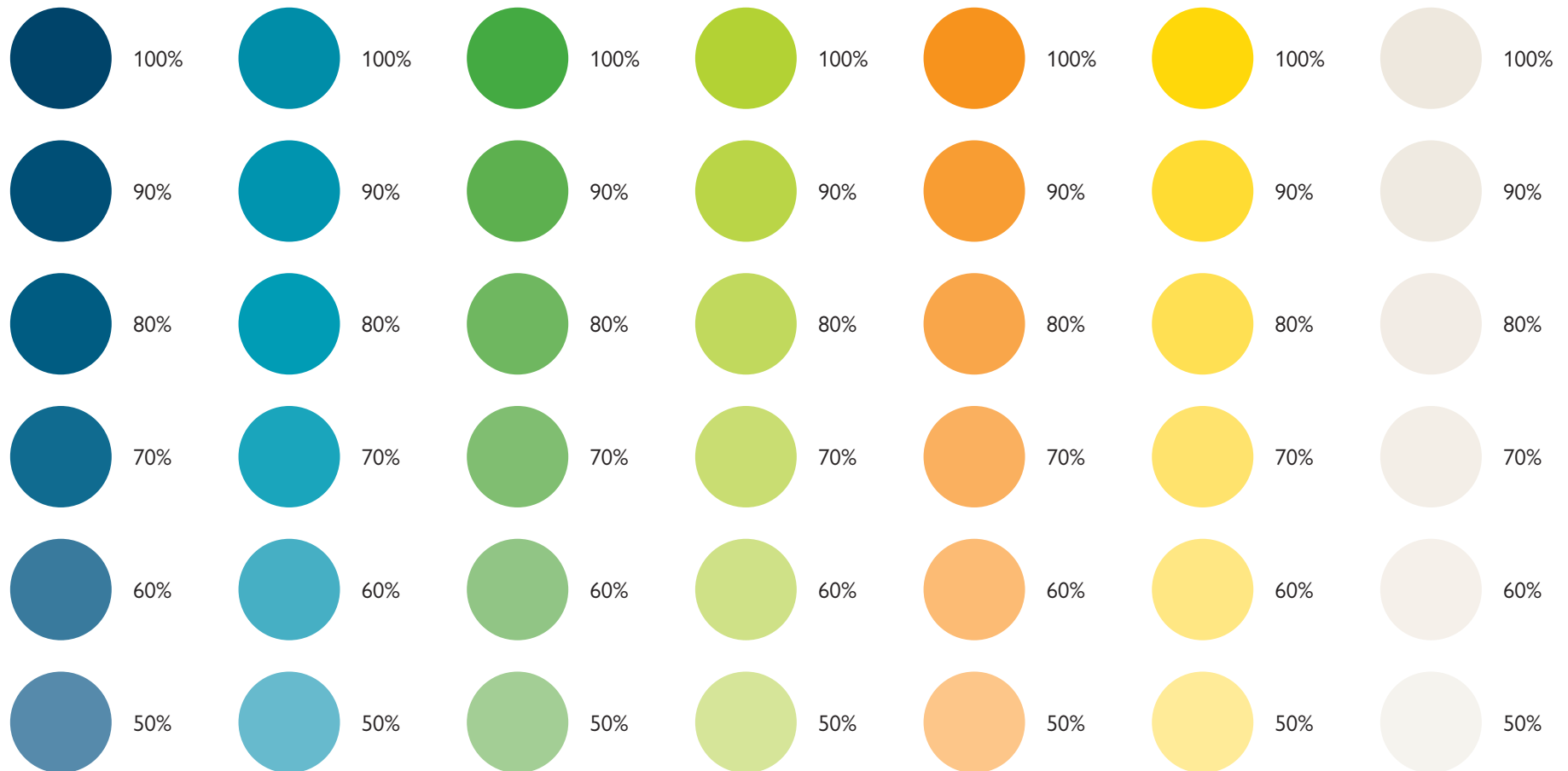
RGB  
R237 G230 B221

HEX  
#EDE6DD

# Colours

## Tints

Tints of the primary and complementary palette can be used to contrast or highlight elements. They should be used sparingly and judiciously.



# Colours

Create energy and colour by using overlaid colours with a multiply effect. When selecting colours please follow these few steps:

The primary palette is always the dominant colourway and must always be used.

The primary colour palette for corporate use is the Dark Blue and Light Blue.

To increase flexibility tints can be used.

Try to select colours that match the theme of imagery.

Be selective in choosing and do not use too many colours together, often the primary palette with one or two extra colours will be enough.

Some examples are shown at right:

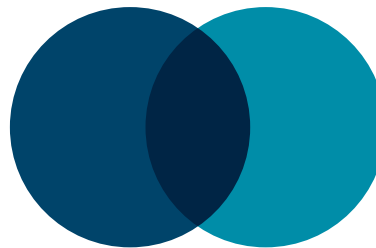
## Formal and Corporate Material

The primary colours must be used, the secondary corporate palette may be added to enlarge the choice of colour options.

## Less Corporate Communication & Marketing Material

The supporting palette may be added to the mix and must follow the same rules as above.

### Primary Corporate Palette



### Secondary Corporate Palette



### Supporting Palette



# Colours

Our brand is more than a logo. It consists of other items including type fonts, colour and graphic elements. These elements work together to create our brand.

Our graphic styling draws inspiration from the flowing curves of our logo.

## City Of Busselton Graphic Elements

A selection of ready to use graphic elements are available on request from the City's Public Relations team.

If you have any questions relating to the use of these graphic elements, please consult with an Officer from the City's Public Relations team.

Note: The curves must always seep upwards, never down.

Some examples are shown at right:

## Inspiration



## Examples



# Typography

## City of Busselton Design Typeface – for marketing material and signage

Gill Sans Nova

Weights available:

Ultra light Light Book Medium SemiBold Bold  
plus respective italic versions

Note: Sub-brands and address details must replace the standard lowercase glyphs (e.g. a - *α*, p - *ρ*) with the alternative glyphs as shown below:

abcdefghijklmnopqrstuvwxy  
*abcdefghijklmnopqrstuvwxy*

## Supporting Design Typeface – for headings, statements, introductions and highlights:

Bree Serif

Weights available:

Regular SemiBold Bold  
plus respective italic versions

## City of Busselton General Font – for documents, emails and digital communication

Calibri

Weights available: Regular Bold  
plus respective italic versions

Gill Sans Nova Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxy*

**Bree Serif SemiBold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
***abcdefghijklmnopqrstuvwxy***

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxy*

# Emblems

## City of Busselton official Fauna and Floral Emblem

These emblems should be used only where they add aesthetic appeal and are in context with a publication's content and purpose.





# Images

## Copyright

The most common forms of copyright relevant to City of Busselton communications apply to works such as writing, images, music and video.

When deciding to use a piece of work (in part or full) that is not the property of the City of Busselton consider the following:

- If you don't own it and it isn't copyright free – get permission to use it (written permission is best)
- If you can't get permission – don't use it
- If you are in any doubt – don't use it

Refer to the Copyright Act 1968(Cth). For further information visit the Australian Copyright Council [www.copyright.org.au](http://www.copyright.org.au)

## Photographs and Video Footage

The City has a library of quality photos and videos that are stored in an online database called HIVO. HIVO can be accessed at [www.hivo.com.au](http://www.hivo.com.au) or through the intranet.

Images in HIVO are for City of Busselton use only.

Images are available in original size, web size or a thumbnail size. Images are tagged with keywords for easy searching. Find an image by going to the Library and searching for keywords in the top search bar. This will produce much better results than trying to view photos within albums.

Every photo in HIVO has a description which indicates whether the photo requires a credit.

If the description doesn't have any crediting information, no credit is required.

If the description states "Credit (where possible)", do your best to include a credit.

If the description states "Credit: Photographer Name", then you must credit the photo each time it is used.

Contact an Officer from the City's Public Relations Team if you require a log in for HIVO.

There are several sites where you can access free use images and icons. Not all images on these sites are free and some will require credit. Generally if images are watermarked or you are required to enter into a payment agreement on downloading, the image is not free for use.

These include:

- [www.pexels.com](http://www.pexels.com)
- [www.pixabay.com](http://www.pixabay.com)
- [www.unsplash.com](http://www.unsplash.com)

## Approval to use Images

A Permission to Film/Photograph form is required to be filled in for photos of City of Busselton staff used in publications. Contact an Officer from the City's Public Relations Team if you require a form.

# Branding Examples

Business Cards Front and Back



*Where environment, lifestyle  
and opportunity meet!*



City of Busselton  
*Geographic Bay*

**Paul Sheridan**  
Manager Financial Services  
paul.sheridan@busselton.wa.gov.au  
T (08) 9781 0441 M 0402 142 247  
2 Southern Drive, Busselton  
Locked Bag 1 Busselton WA 6280

# Branding Examples

Letterhead & With Compliments



# Branding Examples

Corporate Document Cover Front and Back



# Branding Examples

A4 Flyer Front and Back



## Information On Dogs

### Dogs

Dog owners must abide by The Dog Act 1976.

**Registration**  
Registration helps you to recover your dog if lost and encourages responsible dog ownership. Registration also helps the City plan for and provide services to dog owners that will also meet the needs and expectations of the broader community.  
All dogs over the age of three months must be registered with the City. Registrations are due on the first of November each year and remain current for one year, three years, or for lifetime. Where a dog is owned by a person under the age of 18 years, application for registration of that dog shall be made by that person's parent or guardian.  
A dog must not be in a public place unless it is wearing a collar with the registration tag securely attached.

**Registration Fees**

	Per Annum	3 Years	Lifetime
Sterilised Dog	\$20	\$42.50	\$100
Unsterilised Dog	\$50	\$120	\$250
Pension Card Holders		1/2 the normal fee	
Driving Dogs		1/4 the normal fee	

**Microchipping**  
All dogs over the age of three months are required to be microchipped unless a veterinarian provides a certificate stating the implantation of a microchip in the dog may adversely affect its health and wellbeing.

**Wandering Dogs**  
Dogs found wandering in a public place or private property without the property owner's consent can be seized by a City Ranger and may be impounded at the Animal Care Facility. Impounded dogs will not be released unless they are registered with the City or within the district in which they are normally kept.

**Dog Waste**  
Dog droppings in public areas are a health risk and a source of annoyance to others. Failing to clean-up and adequately dispose of your dog waste is an offence. These provisions apply equally to prescribed dog beach exercise areas. As a courtesy, disposable dog poo bags are available in many public open spaces where dogs are permitted. However, it is the responsibility of the dog walker to ensure they have provisions to clean-up after their dog in the event that these bags are not available.

**Fencing**  
Owners must ensure that the premises where the dog will be kept has secure fencing which is capable of confining the dog within the property.

Civic and Administration Centre: 2 Southern Drive, Busselton WA 6280  
T: (08) 9781 0444 E: city@busselton.wa.gov.au www.busselton.wa.gov.au




## Dogs

**Dog Attacks**  
Allowing a dog to attack or chase a person, whether or not injury occurs, may incur a penalty of \$10,000. The penalty for urging or setting a dog to attack a person, animal or bird is \$10,000 or 12 months imprisonment, or both.

**Barking**  
Barking is a dog's natural means of communication and can alert owners to danger or intruders. However, a dog that persistently barks in a manner which is not considered to be normal, may constitute a nuisance. If a dog barks continually without reason, the cause may be lack of training, insufficient exercise, loneliness, inadequate shelter, ill health, deliberate or unintentional provocation by people or roaming dogs. Owners have a responsibility to ensure their dog(s) do not cause a nuisance due to excessive barking. If you are being impacted by an excessively barking dog, you can make a report to City Rangers.

**Permit to keep more than two dogs**  
The maximum number of dogs which may be kept on any premises without a permit, other than a registered boarding kennel, is two over the age of three months. If the dogs have puppies, they must also be under three months of age. Dog owners must apply for a permit from the City to keep more than two dogs, with a maximum of six dogs being the allowable number. The fee is \$30. All dogs must be registered.

**Walking Your Dog**  
Dogs must be kept on a leash in all public places. A dog must be accompanied by a person capable of controlling the dog(s) at all times. A leash is to be no more than two metres long.

**Dog Exercise Areas**  
Dogs may be exercised on beaches in areas and at times permissible under the City of Busselton Dogs on Beaches Local Law. Dogs being exercised on beaches must still be under effective control by the person in charge of the dog to prevent attack on or nuisance to others. Information on where dogs may be exercised is available on the City's website or our Dog Exercise Areas information sheet.

**Animal Care Facility (Pound)**  
Animals lost, wandering or seized by Rangers may be impounded at the City of Busselton Animal Care Facility. Pictures of impounded animals are posted on the City's website.  
Monday to Friday: 12pm - 1pm  
Saturday, Sunday & Public Holidays are by appointment.

**Fees**

Impound Fee (first three days)	\$188
Sustenance Fee (each day after three days)	\$32
These fees are valid from July 2021 until June 2022.	
All fees are payable at the City Administration Building and registration (if required) prior to the collection. Fees and weekends and on public holidays. Note: cash only payments and the correct amount must be provided as no change is available.	
Proof of registration, sterilisation and microchip confirmation must also be provided. Dogs will not be released to owners if the owner does not have an adequate leash when collecting.	

**Checklist for Responsible Owners**

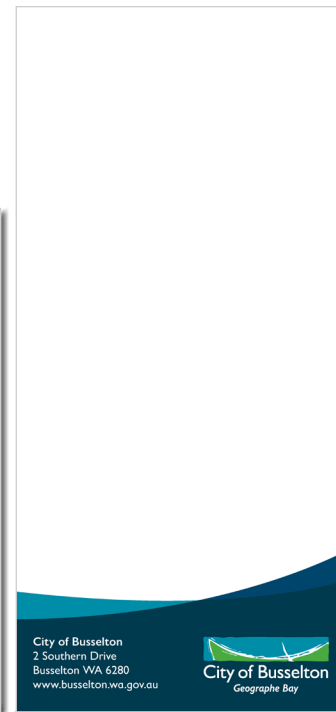
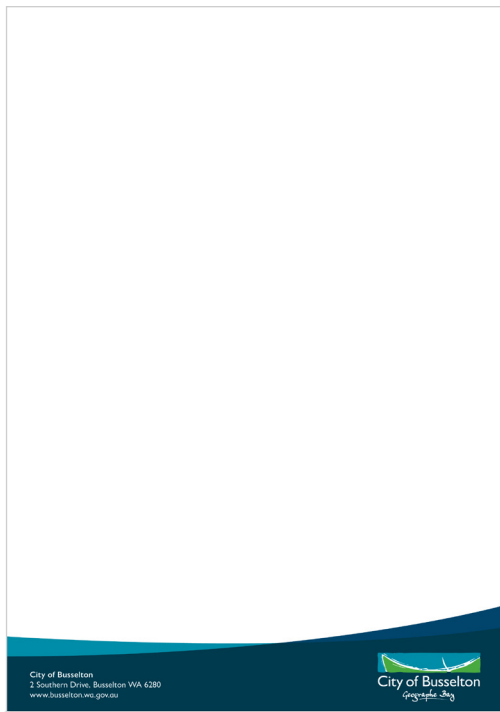
- My dog has regular flea and worm treatments, health checks, heartworm tablets and vaccinations.
- My dog is registered with the City. When in public it wears a collar with its identification tag and registration tag securely attached.
- My dog does not wander because I have adequate fences or a compound on my property.
- My dog does not cause a nuisance to my neighbours because of its barking.
- My dog is exercised and takes part in family activities.
- My dog is bathed and groomed regularly, and
- My dog has an owner who is prepared to learn how to care for its health and understand its behaviour.

Civic and Administration Centre: 2 Southern Drive, Busselton WA 6280  
T: (08) 9781 0444 E: city@busselton.wa.gov.au www.busselton.wa.gov.au



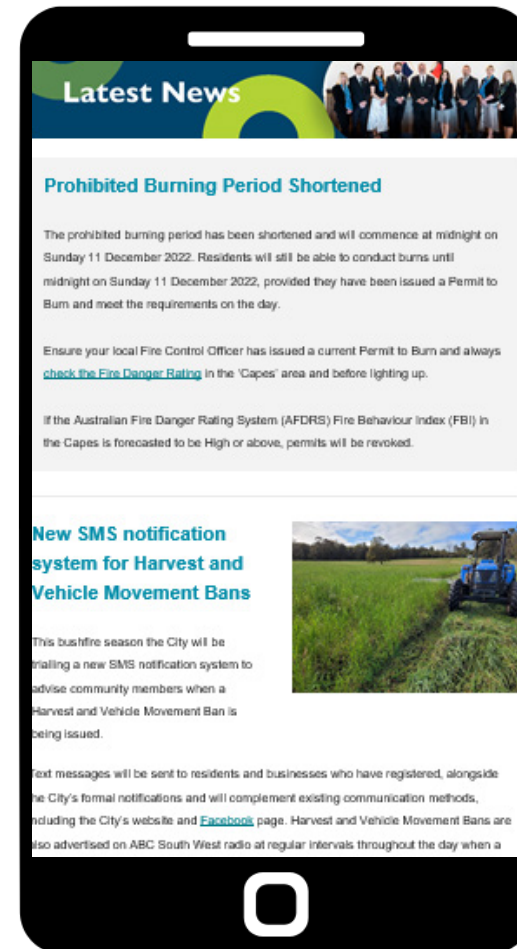
# Branding Examples

A4 Base Plates Portrait | Landscape | DL | 1 or More Partner Logos



# Branding Examples

## Bay to Bay e-Newsletter



# Branding Examples

## Powerpoint Slides



  
City of Busselton  
*Geographic Bay*

**Presentation Heading**

Sub Heading Goes Here

The City of Busselton acknowledges the Traditional Custodians, the Wadandi people, on whose land we are living, and pay our respects to Elders, past, present and emerging.



  
City of Busselton  
*Geographic Bay*

**Presentation Heading**

Sub Heading Goes Here

The City of Busselton acknowledges the Traditional Custodians, the Wadandi people, on whose land we are living, and pay our respects to Elders, past, present and emerging.



**Add section title**

Sub Heading Goes Here



**Thank you**

  
City of Busselton  
*Geographic Bay*





# *Writing Style Guide, Report Writing Guide and Glossary*

The City has a Writing Style Guide, Report Writing Guide and Preferred Language Glossary.

These documents provide direction on how to write content for the City of Busselton in a way that provides easy to understand information, engages your audience and positively reflects the City's brand and image. They include common conventions and language.

[City of Busselton Writing Style Guide](#)

[City of Busselton Report Writers Guide](#)

[City of Busselton Preferred Language Glossary](#)



# *Thankyou*

This document can be found in Ci Anywhere: Document Set ID 4532014  
For more information on this Style Guide or on how to apply the City of Busselton brand,  
please contact the Public Relations Team on **08 9781 0446** or [pr@busselton.wa.gov.au](mailto:pr@busselton.wa.gov.au)

