

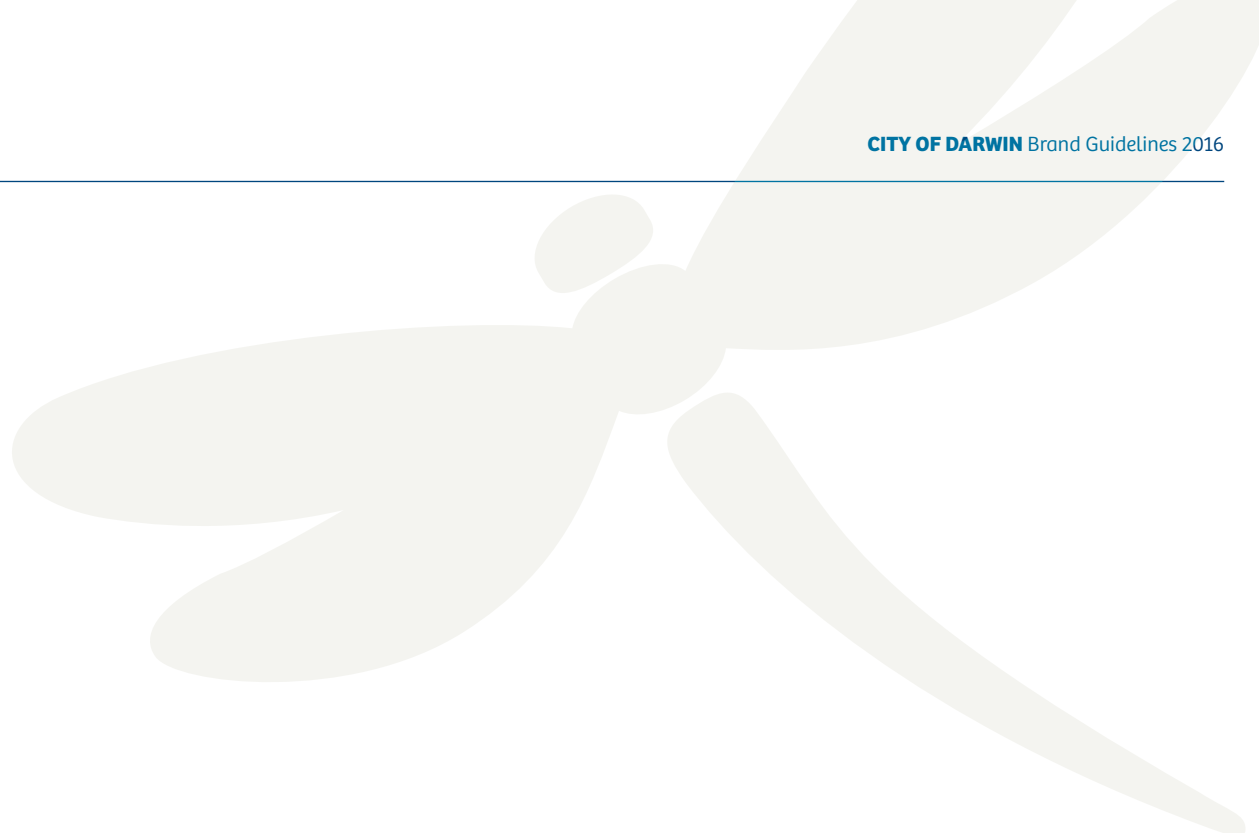


# BRAND GUIDELINES

Updated July 2016



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## About Darwin

City of Darwin is a Local Government Area of the Northern Territory. It includes the central business district of the capital, Darwin, and represents two-thirds of its metropolitan population. The City covers an approximate area of 112km<sup>2</sup> and has an estimated population of 76 000 people.

The role of City of Darwin is to provide public services, make decisions in the interests of the community in a balanced way for the greatest benefit, to initiate, coordinate and serve as a catalyst for local effort, and to represent the community in the State/Territory and national contexts.

[www.darwin.nt.gov.au/council/about-council](http://www.darwin.nt.gov.au/council/about-council)

City of Darwin is made up of 13 Elected Members, one of whom is the Lord Mayor, and all are elected by the people. Elections are held every four years.

## History of the logo

In May 2011 City of Darwin decided it was time to review and refresh their brand. It had been at least 10 years since the dragonfly appeared on a flight path 'D'. It was noted that the visual impact of the 'D' brand was weak when it appeared along side other brands or sponsors and the colours muted and flat. With considerable advancement in digital and full-colour technology, Darwin's physical evolution into a vibrant and colourful energised City, the time for change was right.

After considerable internal and external workshops, focus testing and research, including web and e-surveys, the brand evolved. The dragonfly was retained however redesigned and enhanced, the text component strengthened and the name changed.

The tagline was also researched, tested and reviewed. It became clear the previous 'dynamic, diverse, different' no longer reflected or embraced the essence of City of Darwin's positioning and the way people think and view Darwin as a place. With the timely announcement of Darwin being voted one of the Top 10 Cities in the world to visit in the Lonely Planet Guide for 2012, the tagline **Life@TheTop** has been launched along with the fresh, vibrant logo.

Months of workshops, research and consultation went into the eventual design of the logo and tagline, which is reflected in this style guide.



A logo forms the basis of an organisation's visual identity. Consistently used and promoted, a logo can win high public recognition and over time, even when viewed without words, may be immediately associated with an organisation.

Darwin's beautiful environment offers a vibrant, energetic and interesting place to live, play and work.

As the City has grown and changed so have the characteristics and attributes that define it. The dragonfly is representative of our changing seasons from The Wet to The Dry and, like our ever changing City, the dragonfly is dynamic and vibrant. The dragonfly, recognised by locals and tourists, will remain iconic to Darwin regardless of how our City develops and grows. While the logo has evolved, the dragonfly will continue to be the main icon for the City. The refreshed logo aims to encapsulate the new story of Darwin, demonstrating the diversity, vibrancy, youth and world class City that is alive and thriving. The logo uses colour to embrace the modern tropical City and movement in the dragonfly to celebrate the place which we choose to visit or call home.

The result is a fusion of colour that is surprising, animated and energetic with a bold text statement that is clean, uncluttered and visually confident.

These guidelines provide direction on how to use City of Darwin's visual identity. The logo and visual materials on which it is used reflects who City of Darwin is in a symbolic form and must be used consistently to reflect the high standards of City of Darwin.

## Purpose

The purpose of the Brand Guidelines is to provide instruction and specifications for the reproduction of City of Darwin's logo. This document should always be referred to when using the logo in any publication, whether printed or electronic form.

## Use of the Logo

1. Any part of the brand identity must appear in the configurations specified in this style guide. Any variation is not acceptable.
2. Authorisation for the use of any part of the brand identity is at the sole discretion of the Chief Executive Officer (or nominee).
3. Logos can only be reproduced from master materials supplied by City of Darwin.

4. Wherever possible, logos and other materials must be reproduced using acceptable methods (ie. offset printing, digital printing, screen printing, vinyl cut graphics). Screens must be made using film positives rather than hand cut. Hand painting of the logo should be avoided.
5. The brand identity of City of Darwin remains the property of City of Darwin.
6. City of Darwin reserves the right to reject any use or likeness of City of Darwin's brand identity at its discretion.
7. Unauthorised use of any part of City of Darwin's brand identity is a breach of copyright.



# Key elements

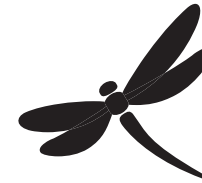
City of Darwin's logo is a visual representation of the brand, and its integrity must be maintained at all times.

It comprises two key elements:

## The Dragonfly

## The Type

The logo must always appear in the proportions shown, and no attempt should be made to redraw, stretch, squeeze or distort the logo in any way.



The 'Dragonfly' element in colour and mono variations.

CITY OF  
**DARWIN**

CITY OF  
**DARWIN**

The text 'City of Darwin'.



The lock-up of both elements form the logo.



## The logo

The new logo shows progression under the brand principles of evolving and refreshing to ensure the brand is contemporary and relevant. It builds on the brand equity of the current visual brand by retaining the key dragonfly element, while recognising that colour, font and overall presence must create high impact in order to move from what was originally a print-focussed application of 10 years ago to one that also performs well in the modern digital environment.

This shift takes into consideration the importance of being well equipped to keep up with customers who access services and information via the Internet and full-colour technology. The evolved logo brings the dragonfly to life, creating a vibrant and lively impact across a range of media. The design of the logo will effectively leverage the wealth of brand exposure offered by the digital environment.

The logo provides for the integration of City of Darwin's asset and place names into the overall logo format, thereby strengthening community recognition of the link between City of Darwin and its facilities.



# Brand lock-ups

The logo elements (symbol and type) can be used in two different lock-ups:

## **Stacked** **Horizontal**

The stacked logo is the preferred lock-up and this should be used in preference over the horizontal lock-up.

There are cases where the stacked logo is not suitable. In this instance the horizontal logo may be used where there is limited space and layout restrictions.



**Stacked Logo** - Preferred lock-up



**Horizontal Logo** - Use only where space or layout restrictions are limited



# Logo options

City of Darwin's logo consists of 2 variations – the 'corporate colours' as they appear on Page 9 and the 'mono' versions as per the additional examples on this page.

## Colour usage

The colour logo should only be used on a light/white or dark/black background. The colour logo should never be reproduced as a grayscale logo.

Use the mono versions.

The two mono versions can both be used in positive and negative formats. For example, the black logo on white background or the white logo reversed out of a black/dark colour background.



**Full colour logo**

The logo as it appears on a white background. This is the preferred option.



**Mono logo**

The logo as it appears on a white background in mono.



**Full colour logo on background colour**

The logo as it appears on a background colour. Only PMS 541, its CMYK breakdown or black is to be used. This logo should only appear on print and digital collateral and be used under special circumstances where the full colour logo is not an option.



**Mono logo reverse**

The logo as it appears on a background colour in mono. This is to be used in single colour press advertising or where full-colour printing is not an option.





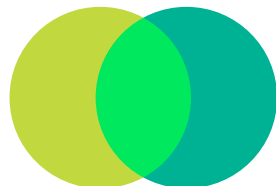
# Colour palette

The crisp, fresh colours of the colour palette capture the essence of the tropics—the clear, light blue of The Dry season sky, the vibrant green of new growth in The Wet season and the deep blue of the ocean that borders our harbour City.

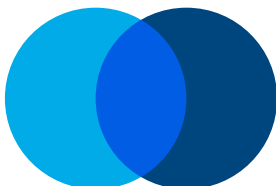
The colours are youthful, lively and ‘green’, embodying an attitude that says ‘we want to be progressive, while maintaining our great lifestyle and sustaining our natural environment.’

They represent the importance of Darwin’s active outdoor lifestyle and the unique setting of our beautiful tropical environment.

The neutral grey was introduced to the palette in 2016, and is to be used as a secondary colour. It is appropriate for use in publications (Annual Report, brochures, classifieds) and online (website).



PMS 382 overlaid at 100% opaCity on PMS 339



PMS 299 overlaid at 100% opaCity on PMS 541



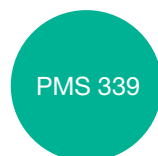
PMS 369 at 60% normal opaCity on PMS 299



<b>C</b>	28	<b>R</b>	195
<b>M</b>	0	<b>G</b>	217
<b>Y</b>	92	<b>B</b>	65
<b>K</b>	0		



<b>C</b>	86	<b>R</b>	0
<b>M</b>	8	<b>G</b>	170
<b>Y</b>	0	<b>B</b>	231
<b>K</b>	0		



<b>C</b>	84	<b>R</b>	0
<b>M</b>	0	<b>G</b>	177
<b>Y</b>	56	<b>B</b>	148
<b>K</b>	0		



<b>C</b>	100	<b>R</b>	0
<b>M</b>	52	<b>G</b>	111
<b>Y</b>	0	<b>B</b>	186
<b>K</b>	0		



<b>C</b>	67	<b>R</b>	86
<b>M</b>	0	<b>G</b>	177
<b>Y</b>	98	<b>B</b>	70
<b>K</b>	5		



<b>C</b>	100	<b>R</b>	0
<b>M</b>	57	<b>G</b>	71
<b>Y</b>	0	<b>B</b>	127
<b>K</b>	38		



<b>C</b>	4	<b>R</b>	215
<b>M</b>	4	<b>G</b>	211
<b>Y</b>	13	<b>B</b>	199
<b>K</b>	8		



# Logo Requirements

The integrity of the brand is important, therefore the defined exclusion zone maximises our visual presence.

The exclusion zone is an area where no other graphical elements, such as text or imagery may intrude into the defined area around the logo. This area is equal to the height of the upper case "C" in the logo being used.

The logo must also be reproduced no smaller than 22mm in width to maintain legibility.

## Minimum size



## Exclusion Zone



# Co-branding

When the logo needs to sit along side an additional sponsor or supporter, size, placement and relevance need to be considered.

Below are some examples of co-branding to maintain optimum presence of the logo amongst other brands.



# Incorrect Use

To maintain consistency throughout our identity application it is essential that the brand is never altered in any way.

Here are a few examples of what not to do. The same rules shown here, will apply to the alternative configurations of the brand. It is essential that the logo is always reproduced from the master artwork.



Never distorted or stretched the logo, horizontally or vertically.



Never alter our corporate typeface.



Never alter our corporate colours.



Never place the logo on an unspecified background colour.



Never alter or resize elements within the logo.



Never reposition the logo elements.



# File names

The following are the exact file names for the corresponding logo.



Darwin\_Logo\_CMYK.eps



Darwin\_Logo\_CMYK\_horizontal.eps



Darwin\_Logo\_MONO.eps



Darwin\_Logo\_MONO\_horizontal.eps



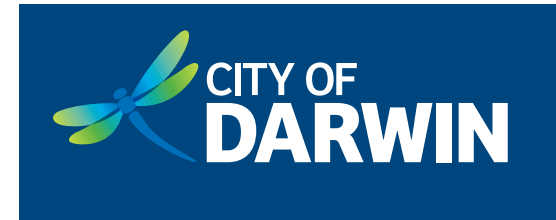


# File names

The following are the exact file names for the corresponding logo.



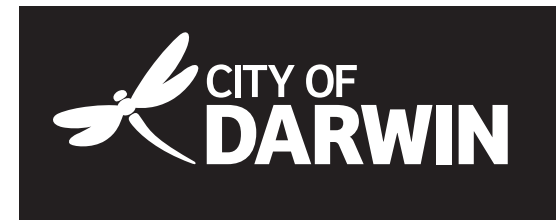
Darwin\_Logo\_CMYK\_Rev.eps



Darwin\_Logo\_CMYK\_horizontal\_Rev.eps



Darwin\_Logo\_MONO\_Rev.eps



Darwin\_Logo\_MONO\_horizontal\_Rev.eps



# The fonts

The following typefaces are used for external purposes.

## Logo typeface

Bree Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

Bree Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

## Tagline typeface

Bree Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz***

Bree Light Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz***



# The fonts

The following typefaces are used for external documents.

## Headings typeface

Bree Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Bree Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Body copy typeface

Dax Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Dax Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



# The fonts

The following typefaces are to be used for internal documents.

## Internal typeface

### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**



# The Taglines

The essence of the ***Life@TheTop*** statement reflects our diverse and colourful culture, our tropical lifestyle, our geographical location and our community-focussed, outdoor lifestyle. The statement reminds our residents of the great services, parks and events that City of Darwin provides to the Darwin community.

The positioning statement / tagline uses the '@' sign, rather than the word 'at' to reflect the progressive nature of City of Darwin. The tagline can also be used as a URL or domain name. This is something that can be invested in now, so it is 'owned' exclusively by City of Darwin and can later be built on as part of the future rollout of the brand strategy.

The best way to maximise the use of a positioning statement / tagline across diverse media, and keep it relevant, is to create a dynamic and flexible tagline. As a positioning statement, ***Life@TheTop*** can be broadened in its application to 'own' various City of Darwin (or City of Darwin-supported) activities and events.

The typeface that is to be used for all taglines is Bree Oblique and Bree Light Oblique. Please do not substitute these with any other fonts.

## ***Life@TheTop***

Bree Oblique  
used for "Life"

Bree Light Oblique  
used for "@TheTop"

## ***Arts@TheTop***

Bree Oblique  
used for "Arts"

Bree Light Oblique  
used for "@TheTop"

## ***Careers@TheTop***

Bree Oblique  
used for "Careers"

Bree Light Oblique  
used for "@TheTop"





# Branding Elements - COLOUR BAR

## Graphic Elements

The colour bars are the new branding elements introduced in 2016. These elements supersede the brand swirl elements.

The colour bar should be used in the following

- small-format classified adverts
- corporate use (powerpoint presentations, letterheads etc.)
- small format advertising (ie DL brochures, flyers and posters)

## Using Colour Bar Working Files

1. Place the bottom right corner in the bottom right of the document.
2. Extend the width to the left of the document, maintaining the position and size of the existing dragonfly.

## Resizing

- Where possible, use the appropriate size or template.
- If adjustments must be made, please to not distort brand elements. Please ensure all elements maintain their proportions
- The colour bar must not fall-below 9mm high.

## Colours

The colour bar can only be used in approved City of Darwin colour palette colours or in mono. Please do not alter colours in any way.

The supplied assets do not have bleed included. Don't forget to add your own bleed where necessary.



FULL COLOUR 100% / 60% / 80% / 100%



MONO 20% / 60% / 80% / 100%



PANTONE 7534 C 100%  
PANTONE 382 PC 60% / 80% / 100%



PANTONE 7534 C 100%  
PANTONE 339 PC 60% / 80% / 100%



PANTONE 7534 C 100%  
PANTONE 369 PC 60% / 80% / 100%



PANTONE 7534 C 100%  
PANTONE 299 PC 60% / 80% / 100%



PANTONE 7534 C 100%  
PANTONE 2935 PC 60% / 80% / 100%



PANTONE 7534 C 100%  
PANTONE 541 PC 60% / 80% / 100%



# New Branding Elements - COLOUR BAR

## COLOUR BAR APPLICATIONS EXAMPLES

**PRESS AD:** You can use this bar (header and footer) for newsprint advertising and similar collateral half a page or less. Depending on your design, you can use any colour from the palette.

**FLYER:** Full colour or single colour bars are appropriate for any DL brochure, flyer or posters in portrait and landscape.



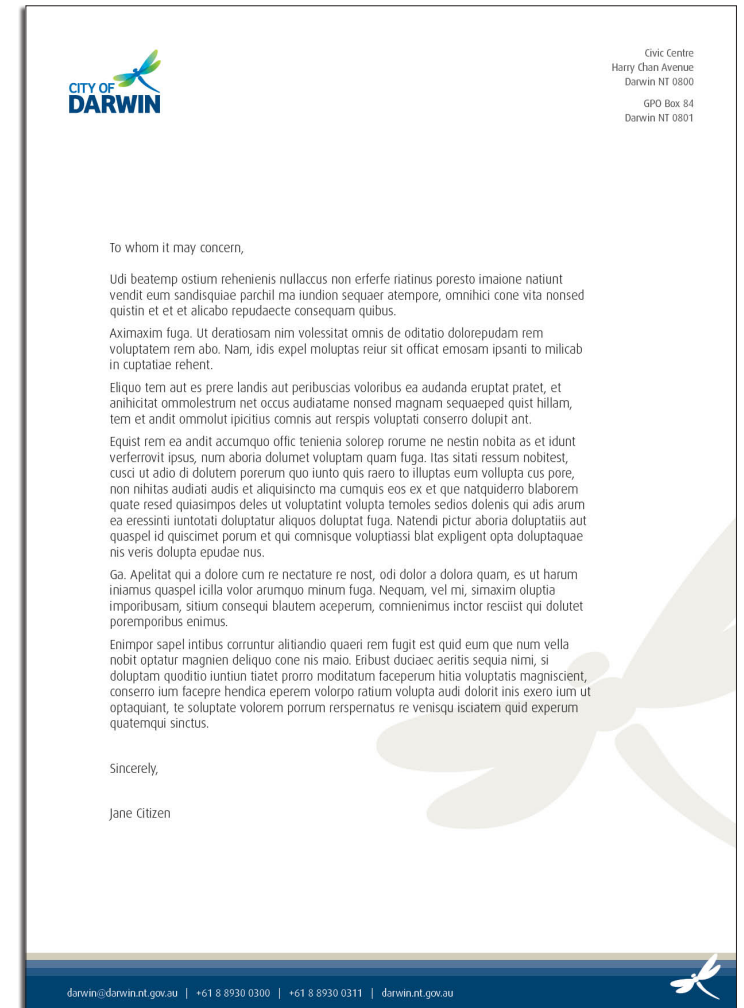
PRESS AD QTR



DL FLYER

## DRAGONFLY WATERMARK

Secondary grey, 23% tint



LETTERHEAD



## Authorisation

The logo remains the sole property of City of Darwin.  
The logo elements may not be altered in any way.

Authorisation for the use of the logo or any of City of Darwin's brand elements may be granted or refused at the sole discretion of the Chief Executive officer (or nominee).

## Final Approval

Final approval must be granted by the Communications and Engagement team prior to publishing and distributing all materials.

Please contact the Communications and Engagement Team at [pr@darwin.nt.gov.au](mailto:pr@darwin.nt.gov.au) or on 8930 0300.

Any unauthorised use of the logo is considered a breach of copyright. City of Darwin reserves the right to reject inappropriate or incorrect use of the logo.

## Further information

Though many examples of use are covered it is not possible for this guide to address every conceivable situation. When special situations arise, or there is uncertainty, please contact City of Darwin.

## Contact

To use City of Darwin's logo in any online or print promotional material please contact City of Darwin

- on 8930 0300,
- email [pr@darwin.nt.gov.au](mailto:pr@darwin.nt.gov.au)
- online [darwin.nt.gov.au/council/City-darwin-logo](http://darwin.nt.gov.au/council/City-darwin-logo)

