

LOGAN CITY COUNCIL CORPORATE BRAND STYLE SHEET



Our logo is the key building block of our identity, it is the primary visual element that identifies us.

The logo is a combination of our symbol and name – they have a fixed relationship that is never changed in any way.

The symbol represents the city's key pillars:

- Economic
- Community
- Tourism

The logo is a modern representation of the spirit of the City's growth and prosperity. It can be best described as a 'graphic' representation of a flower, a strong symbol for growth, renewal, hope, friendship and kindness.

The overlapping leaves are symbolic of a unified city and the colours represent diversity, vibrancy and the rich cultural heritage our community exemplifies.

PRIMARY LOGOS

The stacked logo is our preferred version and is to be used in the first instance.



The inline logo is used when space or alignment does not allow for the stacked logo to be used.



MINIMUM LOGO SIZE

All resizing of logo files must be in proportion.



12mm high
stacked logo.



25mm wide inline logo.

LOGO SPACE

The space between logos should be equivalent to the width of X (or the pink/middle leaf part of the symbol).



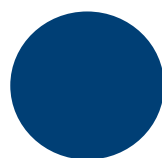
FONT

The primary font, Proxima Nova, is the universal font used in every professionally designed City of Logan communication across print and digital (excluding EDM).

For general branch use such as templates, letters and presentations, where Proxima Nova is not available, Arial is the approved font substitute.

Text is left aligned and hyphenation turned off.

PRIMARY CORPORATE COLOUR PALETTE



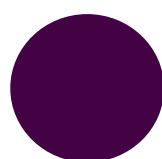
CITY BLUE

CMYK : C100 M57 Y0 K45
Pantone: 2955 C
RGB : R0 G65 B115
Hex : #003F75



CITRUS ORANGE

CMYK : C0 M62 Y96 K0
Pantone: 158 C
RGB : R242 G126 B53
Hex : #F27E35



CORDYLANE PURPLE

CMYK : C57 M95 Y12 K61
Pantone: 262 C
RGB : R66 G10 B66
Hex : #420A42



HIBISCUS ORANGE

CMYK : C0 M43 Y90 K0
Pantone: 1375 C
RGB : R247 G160 B66
Hex : #F7A042



WARATAH PINK

CMYK : C20 M100 Y35 K0
Pantone: 214 C
RGB : R198 G36 B107
Hex : #C6246B



WATTLE YELLOW

CMYK : C0 M21 Y80 K0
Pantone: 1225 C
RGB : R254 G201 B90
Hex : #FEC95A

LOGO PLACEMENT AND PARTNER LOGOS

The logo should be placed on the right where possible. Partner logos should be placed to the left of the City of Logan logo. Logos should align with the top of the City of Logan pink leaf and the bottom of the logo type – note how the yellow leaf extends beyond the horizontal guidelines. Always attempt to align logos using the same format. Avoid aligning stacked logos with inline logos and vice versa.



MONO, TINT AND REVERSE LOGO



Mono Logo

Tint Logo

Reverse Logo



It is not acceptable to use the logo in the following ways. The logo must be kept in its original format. Please keep the logo in proportion at all times and do not stretch or pull the logo out of shape.

01



02

CITY OF
LOGAN



03



04



05



06



07



08



09



10



11



12

