



Brand Guidelines

Introduction

Important information starts here:

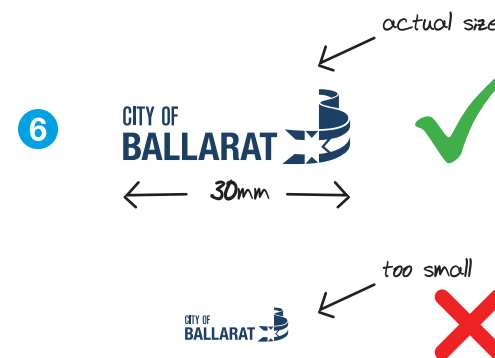
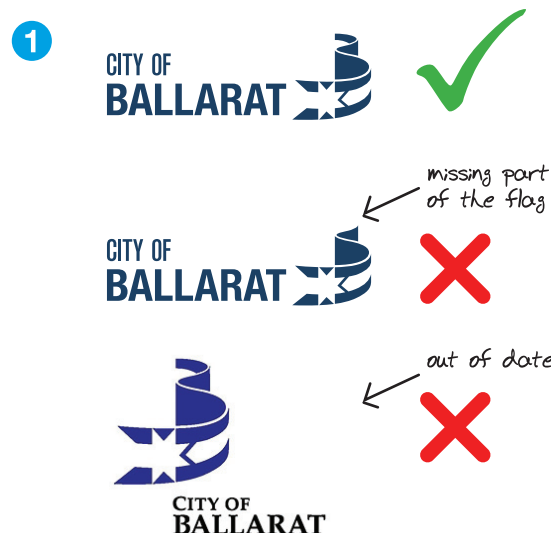
- 1 Content:** All content is to be supplied to the Comms team via **media@ballarat.vic.gov.au** for approval. This is vital whether the collateral is being produced internally or externally.
- 2 Outsourcing:** The City of Ballarat requests working files at the end of a project. This is vital for any on going projects and ensures we are able to update files moving forward.
- 3 Design Files:** All final artwork should be sent to **media@ballarat.vic.gov.au** for approval prior to printing and/or digital distribution.
- 4 Print:** Imagery used should be CMYK 300dpi at 100% and files should be supplied as a high resolution PDF with 5mm bleed and crop marks.

Logo use

Dos and Don'ts

The City of Ballarat logo has developed over the years, as such it is important to ensure the correct logo is being used and in the correct way.

- 1 **Do:** Ensure correct logo is used
Don't: Change the format of the logo
- 2 **Do:** Logo can be represented in navy, black or white
- 3 **Don't:** Change the colour of the logo
- 4 **Don't:** Squash or stretch logo
- 5 **Don't:** Alter, rotate, or modify the logo
- 6 **Do:** Ensure the logo is proportionally scaled
Don't: Print the logo any smaller than 30mm wide
- 7 **Do:** Make sure you select the correct format for the job you are working on. Logo should never be represented with a white box around it
Don't: Use a logo that is low resolution and appears blurry.



Colours

Primary

Navy

CMYK: 100 83 46 13

RGB: 30 65 100

#: 1e4164

PMS Match: Pantone 533

Secondary

Blue

CMYK: 100 10 0 0

RGB: 0 161 228

#: 00a1e4

Black

CMYK: 0 0 0 100

RGB: 35 31 32

#: 231f20

Grey

CMYK: 0 0 0 30

RGB: 188 190 192

#: bcbec0

Light Grey

CMYK: 0 0 0 10

RGB: 230 231 232

#: e6e7e8

White

CMYK: 0 0 0 0

RGB: 255 255 255

#: ffffff

City of Ballarat Typeface

We use **Helvetica Neue** for the majority of our collateral, however if this is not available we suggest using **Arial** as a backup.

- 1 **Helvetica Neue - 75 Bold**
Predominantly used for headings
- 2 **Helvetica Neue - 45 Light**
Used for body text
(standard body text is 10pt with 13pt leading, 2pt paragraph space)
- 3 **Helvetica Neue - 46 Light Italic**
Used for photo captions and as required within body text
- 3 **Helvetica Neue - 65 Medium**
Preferable for white body text on a solid background
- 5 **Arial - Bold**
Heading
- 6 **Arial - Regular**
Body text
- 7 **BudHand - Regular**
Used in supporting myBallarat, myNews and mySay branding (lowercase)
- 8 **BudHand - Bold**
Used as headings in myBallarat (lowercase)

The above mentioned fonts are a guide for what is preferred. Other variations of Helvetica Neue can be used if the design requires it. eg. at times **Helvetica Neue - 77 Bold Condensed** (as used in the logo) can be a more appropriate heading.

- 1 **Helvetica Neue - 75 Bold**
- 2 Helvetica Neue - 45 Light
- 3 *Helvetica Neue - 46 Light Italic*
- 4 **Helvetica Neue - 65 Medium**
- 5 **Arial - Bold**
- 6 **Arial - Regular**
- 7 budhand - regular
- 8 budhand - bold

Branding isn't boring

The City of Ballarat branding is the foundation of the design but it can be enhanced with other design elements where appropriate. This branding has not been developed to limit creativity, it is an important anchor to ensure our branding is created with a strength and consistency. Icons and infographics should support and enhance the audience's understanding of the text content.

- 1 myBallarat
36 page magazine
- 2 Smarter Parking
A3 to A5 brochure
- 3 Fact Sheet
4 Page brochure

These examples have been provided to show branding guidelines being used, without the need to follow an exact template.

