



Lockyer Valley Regional Council

# Corporate Style Guidelines

EXTERNAL USE | OCTOBER 2023



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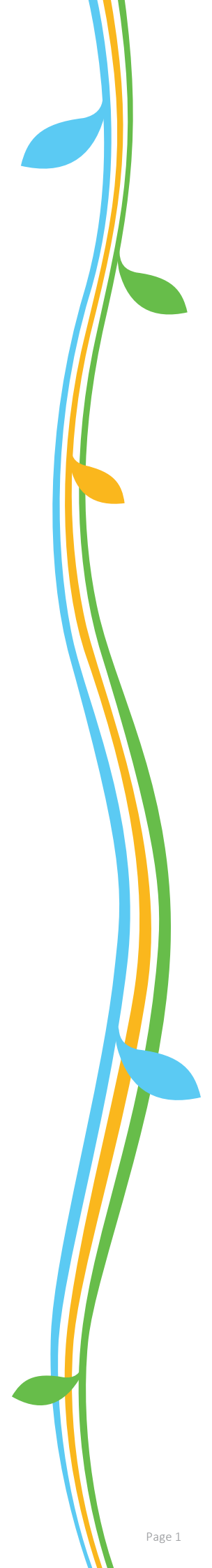
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# Section 1: The Corporate Mark

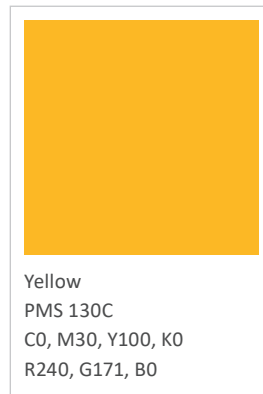
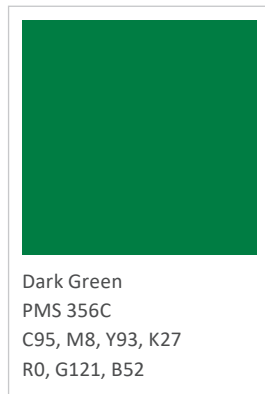


# Section 1: The Corporate Mark

## CORPORATE COLOURS

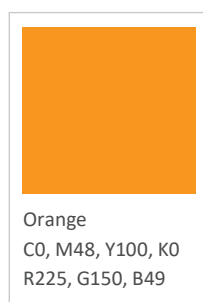
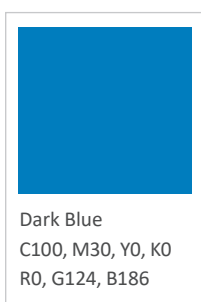
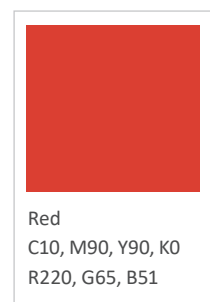
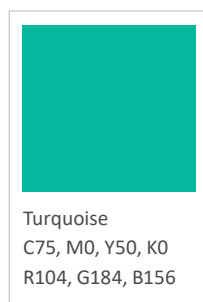
### Primary colours

Specific primary corporate colours have been chosen to create the corporate logo. Colour values have been included in CMYK, RGB and PMS (universal colour matching system).



### Secondary colours

Specific secondary corporate colours have been chosen to create depth and variety throughout corporate materials. Colour values have been included in both CMYK and RGB.



## Section 1: The Corporate Mark

### Standard arrangement

The Lockyer Valley Regional Council (LVRC) corporate mark features a graphical representation of the region. The LVRC corporate mark is made up of two elements; the **logotype** and the **graphic symbol**. Both these two elements rely on each other to create the corporate mark and should **never be used separately**.

### When to use the corporate mark/logo?

The LVRC corporate mark/logo should be used on all materials promoting Council, its programs and services.

### Alternate colour versions

These alternate versions of the corporate mark are to be used when the standard arrangement cannot be used. For example: a single colour or black and white print job, or when the logo is used on a coloured background.

- A Reversed corporate mark for use on coloured backgrounds or images.
- B Corporate mark for use on coloured backgrounds or images when the text 'Regional Council' is placed on a light background.
- C Monochrome black version to be used on black and white print production.
- D Monochrome white version to be used on a black background or colourful photographs or posters.

*Note: the black background is NOT part of the corporate logo.*



### Logo placement

The corporate mark may be positioned on any side of the document as long as all elements are clearly visible. When placing the corporate mark with other organisations logos they all must be the same size.



**Note: Please contact the Corporate Communications team if you require the corporate logo.**

**All materials and documents displaying the corporate mark/logo must be approved by the Corporate Communications team prior to production.**



A



B



C



D

## Section 1: The Corporate Mark

### Clear space grid

The clear space grid shown here has been created to allow the logo to stand out in a clear and bold manner.

The clear space grid is based on the height of the capital 'L' of 'Lockyer' in the corporate mark.

This grid is to be used and no design elements are to enter the grid.



### Minimum sizing

To avoid any possible reproduction problems, the LVRC corporate mark should never appear at a size smaller than 20mm wide and 28mm high.



### Photographs

On **light photographs** the corporate mark should print in full colour and be positioned in a visually clear area with all elements legible.



On **dark or colourful photographs** the corporate mark should appear in monochrome white or reversed and be positioned in a visually clear area with all elements legible.



## Section 2: Corporate Writing



# Section 2: Corporate Writing

## FONTS

### Primary typeface

Calibri Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

1234567890!@#%&\*()

*Calibri Light Italic*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn*

*OoPpQqRrSsTtUuVvWwXxYyZz*

*1234567890!@#%&\*()*

Calibri Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

1234567890!@#%&\*()

*Calibri Regular Italic*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn*

*OoPpQqRrSsTtUuVvWwXxYyZz*

*1234567890!@#%&\*()*

Calibri Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

1234567890!@#%&\*()

*Calibri Bold Italic*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn*

*OoPpQqRrSsTtUuVvWwXxYyZz*

*1234567890!@#%&\*()*

The primary typeface is from the **Calibri font family** and is to be used across all Council documentation.

The recommended body font weight is **Calibri Regular at 11pt size**.

### Web typeface

Lato Sans-serif;

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

1234567890!@#%&\*()

The web typeface can be used across Council's online documentation such as:

- Corporate website

### Secondary typeface

Brush-tip Terrence

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

The secondary typeface can be used across all Council documentation for:

- headings
- design
- marketing