

Corporate Branding Guide

2022



It is a privilege to be standing on Boandik country. We acknowledge the contributions of Aboriginal Australians and non-Aboriginal Australians to the development of all peoples in this country we live in and share together – Australia.

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Introduction

Our mission at the District Council of Grant is to provide a range of services which meet the environmental, social and economic needs of our community.

Each time we communicate it is an opportunity to promote our services to those who live, work and visit our district. It is important we continue to build trust and confidence in our delivery. By promoting the District Council of Grant consistently, accurately and inclusively we make a strong and uniform statement which enforces our corporate goals.

This branding guide outlines how our visual identity, logos and the way we describe our services will be applied to printed and digital communication. The guide also celebrates the relationships we have with our community and partners.

Our values

The key to our success is our employees, the organisations and people that we work with. Our values provide the foundation for our brand and together they influence the way we communicate and our appearance.



Brand and style guidelines

As outlined in Council's Strategic Management Plan 2020-2030 under the goal to *'Lead & Engage with our Communities'*, success is defined as Council's brand being maintained and that our reputation is enhanced amongst the community and other stakeholders.

The purpose of the guidelines is to show how to implement District Council of Grant's brand and identity through printed and digital communications.

Our community and audience is diverse, not only in culture, gender and age but also in the way that they interact with us. Communication should be inclusive and accessible by all. This branding guide ensures that our communication is consistent, user-friendly and accessible. As outlined in Council's Disability Access and Inclusion Plan 2020-2024, Council will ensure documents comply with disability accessible standards and are always readily available at Council offices.

The guidelines must be adhered to and provide instructions and examples for the correct formats and use, however should you be unsure please contact District Council of Grant for support via email info@dcgrant.sa.gov.au or 8721 0444.

Authorisation for the use of District Council of Grant branding may be granted or refused at the sole discretion of the Chief Executive Officer (CEO) (or nominee). Use of any branding components (e.g. logo) should be submitted to the CEO at the first draft stage and prior to publication.

Logos

A logo forms the basis of our 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.

The District Council of Grant has a variety of logos that are used for our various business functions, below is an overview of how to apply them.

Use of Logos

- Any part of the brand identity must always appear in the configurations as specified in this guide. Any variation is unacceptable.
- Authorisation for the use of any part of the brand identity is at the sole discretion of the Chief Executive Officer (or nominee).
- Logos can only be reproduced from master materials supplied by the District Council of Grant.

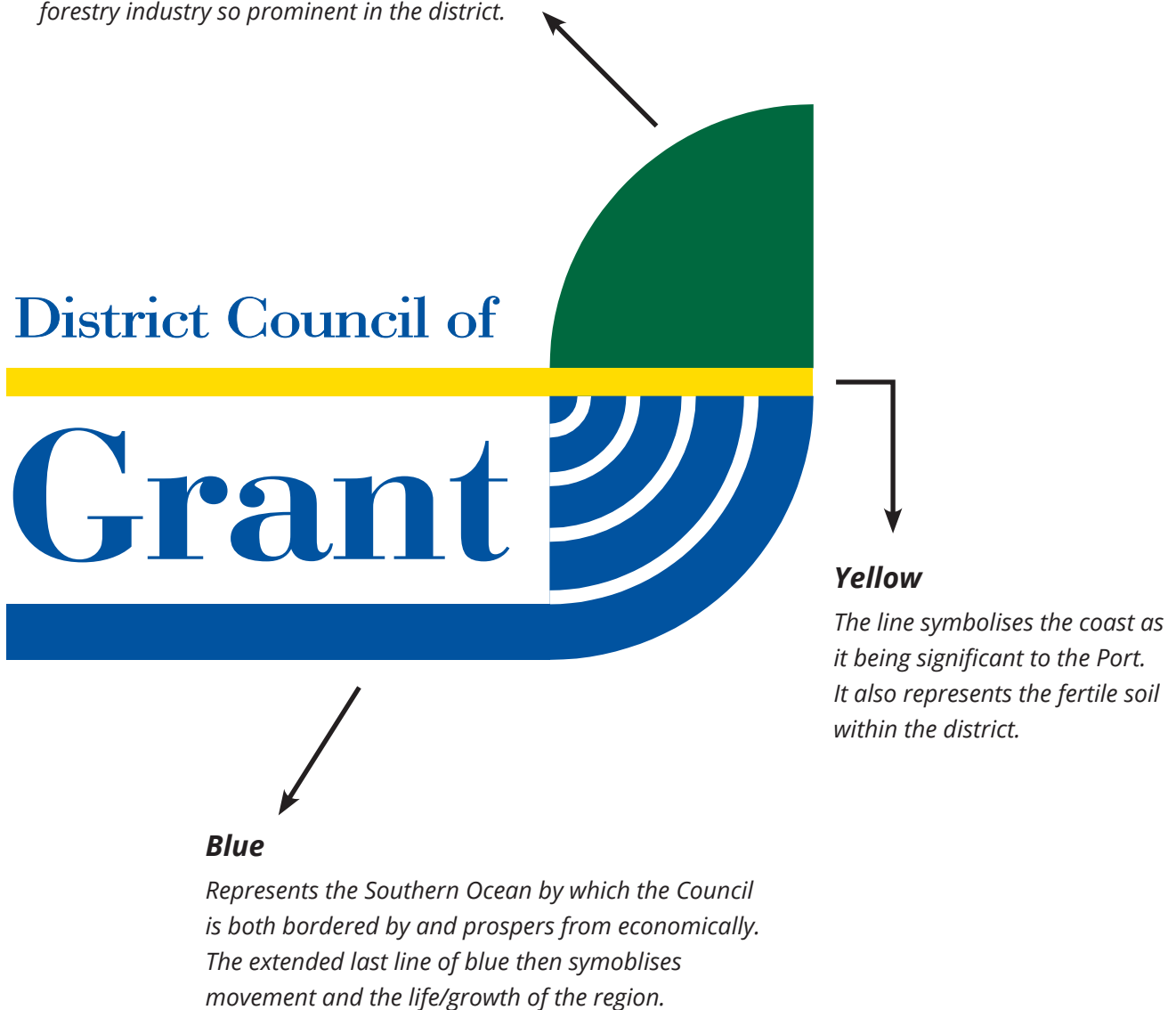
District Council of Grant Logo

The District Council of Grant brand consists of one main element, being the logo, which was adopted after the merger between the District Council of Mount Gambier and District Council of Port MacDonnell on 1 July 1996.

A community competition was held to determine the new logo design. The winning design aimed to incorporate the union of the two councils through the flowing, streamlined form – which imposes unity through its perfect, mirrored shape.

Green

The upper green shape is reminiscent of the Mount itself and is an acknowledgement of the forestry industry so prominent in the district.



Logo

Where possible, the District Council of Grant (DCG) logo should be used on a white background. A transparent background is acceptable with permission.

Logo size

The DCG logo must be no less than 30mm in width when in use to ensure clarity when reproduced.

Spacing

Clear space must be maintained around the DCG logo. The clear space that is required should be no less than the width of the letter G of the logo as demonstrated.

It is preferable that more clear space be used around the logo than the minimum specified.

Mono version

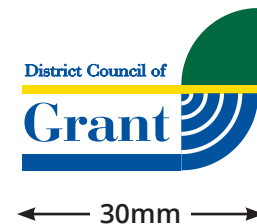
The mono version of the DCG logo is only to be used on a coloured background or overlaid on a suitable image.

The reverse version (white logo) is only to be used on a dark background or overlaid on a suitable image.

Use

The official District Council of Grant logo is the primary logo to be used on all stationery, licences, statutory notices, external correspondence, signage, publications, advertising, promotional materials and vehicle identification.

Council should be promoted as a single body rather than a series of services, however Council's secondary logos (Port MacDonnell Community Complex, Mount Gambier Regional Airport and the Mount Gambier and District Saleyards) may be used as outlined in the following.



Logo elements

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. A suite of logo elements are available to enhance documents created by Council.



Port MacDonnell Community Complex (PMCC)

Logo

Where possible, the PMCC logo should be used on a white background. A transparent background is acceptable with permission.



Logo size

The PMCC logo must be no less than 35mm in width when in use, to ensure clarity when reproduced.



Spacing

Clear space must be maintained around the PMCC logo. The clear space that is required should be no less than the total height of the wording of the logo, as demonstrated.

It is preferable that more clear space be used around the logo than the minimum specified.



Mono version

The mono version of the PMCC logo is only to be used on a coloured background or overlaid on a suitable image.

The reverse version (white logo) is only to be used on a dark background or overlaid on a suitable image.



Use

The PMCC logo is to be used alongside the official District Council of Grant logo when referring to services and activities at the PMCC.

For example promotional materials such as posters & flyers, on the PMCC Facebook page, signage and on the PMCC building.



Example: PMCC signage with tagline

Mount Gambier Regional Airport (Airport)

Logo

Where possible, the Airport logo should be used on a white background. A transparent background is acceptable with permission.

Logo size

The Airport logo must be no less than 30mm in width when in use, to ensure clarity when reproduced.

Spacing

Clear space must be maintained around the Airport logo. The clear space that is required should be no less than the total height of the wording of the logo, as demonstrated.

It is preferable that more clear space be used around the logo than the minimum specified.

Mono version

The mono version of the Airport logo is only to be used on a coloured background or overlaid on a suitable image.

The reverse version (white logo) is only to be used on a dark background or overlaid on a suitable image.

Use

The Airport logo is to be used alongside the official District Council of Grant logo when referring to services and activities at the Airport. For example promotional materials such as posters and flyers, on the Airport Facebook page, signage and on the Airport buildings.



Mount Gambier & District Saleyards (Saleyards)

Logo

Where possible, the Saleyards logo should be used on a white background. A transparent background is acceptable with permission.

Logo size

The Saleyards logo must be no less than 35mm in width when in use, to ensure clarity when reproduced.

Spacing

Clear space must be maintained around the Saleyards logo. The clear space that is required should be no less than the total height of the cow and sheep icon on the logo, as demonstrated.

It is preferable that more clear space be used around the logo than the minimum specified.

Mono version

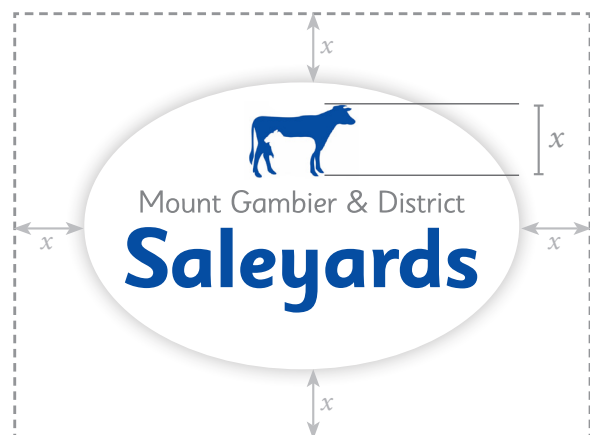
The mono version of the Saleyards logo is only to be used on a coloured background or overlaid on a suitable image.

The reverse version (white logo) is only to be used on a dark background or overlaid on a suitable image.

Use

The Saleyards logo is to be used alongside the official District Council of Grant logo when referring to services and activities at the Saleyards.

For example promotional materials such as posters and flyers, on the Saleyards Facebook page, signage and on the Saleyards buildings and infrastructure.

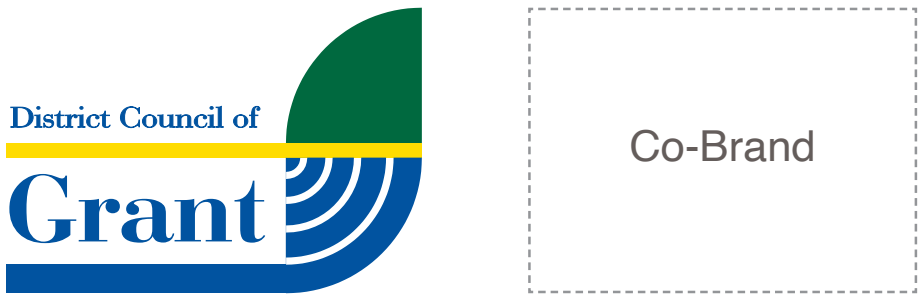


Co-Branding

Where the District Council of Grant is involved in a joint partnership with other agencies, it is appropriate that the logo/s of all agencies involved be publicly acknowledged. Logos should be displayed horizontally on a solid white background where possible.

Position

Where the District Council of Grant is working in collaboration with other agencies or Council's Sub-brands (PMCC, Saleyards, Airport), it is preferable that Council logo be positioned far left.



Alignment

When multiple logos are to be incorporated, the logos should be sized proportionately, and aligned horizontally with vertical centres. Logo spacing is to be as per the applicable logo guidelines.



Government Collaboration

Where District Council of Grant is working in collaboration with Federal and/or State Governments, the logo positioning shall be in accordance with the guidelines of the Federal and State Governments, in hierarchical order.

It is preferable that more clear space be used around the logo than the minimum specified.



Incorrect use of logos

Please take care to use the logo correctly as the integrity of the logo must be maintained at all times.

DO NOT:

- Rotate the logo
- Stretch or squish the logo
- Re-colour the logo
- Add shadows or other effects/shapes
- Place on a busy background
- Leave insufficient space around the logo
- Rearrange logo elements, or
- Alter the logo typeface.



DO:

- Follow the Branding Guidelines for logo use
- Use the logo artwork files provided
- Seek guidance if unsure regarding the use of logos, and
- Seek authorisation from the CEO or delegate where required.

Core visual elements

Colour Palette

The DCG logo must be reproduced using the Pantone Matching System (PMS) where possible for print, and CMYK/RGB/Hex for digital.

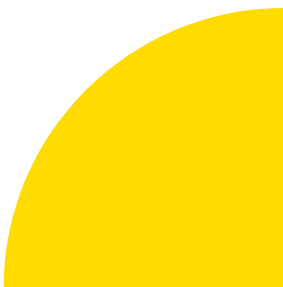
Primary Colours



Pantone 349C
CMYK C100 M0 Y83 K47
RGB R0 G105 B64
Hex #006940



Pantone 287C
CMYK C100 M72 Y0 K18
RGB R0 G73 B144
Hex #004990



Pantone 7405C
CMYK C0 M10 Y100 K0
RGB R255 G221 B0
Hex #FFDD00

Tints

Quarter tints from the above three colours may feature in minor or accents throughout designs.



Secondary Logo Colours

Quarter tints from the above three colours may feature in minor or accents throughout designs.



Pantone 7463C
CMYK C100 M53 Y0 K72
RGB R4 G54 B89
Hex #043659



Pantone 5C
CMYK C29 M27 Y29 K4
RGB R170 G162 B149
Hex #AAA295



Pantone 7506C
CMYK C5 M11 Y37 K0
RGB R241 G220 B170
Hex #F1DCAA



Pantone 186C
CMYK C15 M100 Y90 K10
RGB R200 G16 B46
Hex #C8102E



Pantone 2289C
CMYK C22 M0 Y73 K11
RGB R197 G217 B122
Hex #C5D97A



Pantone 297C
CMYK C38 M0 Y0 K6
RGB R113 G197 B232
Hex #71C5E8

Typography

Primary Font

District Council of Grant uses Arial as its primary font, it is preferred due to its versatility and availability.

Headings

Arial Bold, size 16.

Headings should appear in upper and lower case, not all capitals.

Body copy

Arial Regular, size 12.

Body copy should be a minimum of 12pt for clarity and accessibility.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

All internal documents, reports, media releases, minutes or letters that are shared externally or published on the website should be Arial 12pt. Size 11pt is also acceptable where font size is automatically determined for example InfoCouncil.

Alternative Font

Where Arial is unavailable, the District Council of Grant prefers Open Sans as its alternative font, for example in Canva created documents.

Headings

Open Sans Bold, size 16.

Headings should appear in upper and lower case, not all capitals.

Body copy

Open Sans Regular, size 12.

Body copy should be a minimum of 12pt for clarity and accessibility.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Council website

As per the service agreement the standard font on Council's website is Verdana regular and bold. All text should be a minimum of 12pt for readability. Headings should appear in upper and lower case, not all capitals.

Alignment and spacing

- Justification on paragraphs is full justification
- Line spacing for paragraphs is at 1.0mm, and
- Line spacing for dot points is at 1.5mm.

Numbers, dates and times

- Write out numbers one to nine (1-9) in full except when describing ages, dates, distances, million/billion or percentages.
- Use commas in figures over 1,000
- Do not use area code in telephone numbers unless document will be distributed interstate
- Always use 12-hour time format with no spaces between numerals and 'am' or 'pm'.
Eg 9.30am 10am-2:30pm
- Dates should be written in text as Monday 22 February 2022, not 22nd February, 2022
- When using acronyms ensure that the title is written in full and the acronym in brackets. The acronym can then be used throughout the rest of the document. For example District Council of Grant (DCG). The DCG is a local government area in South Australia (SA).

Imagery

Overview

Imagery is an important part of the District Council of Grant brand and should be selected to reflect our values and create interest. The following guidelines outline the correct way to use and combine imagery and photographic content.

Please ensure the correct image permissions/rights are obtained prior to use, and where necessary include required image credits.

Photography

Council has a large database of photographs which can be used. Photographs taken on smart phones are also generally high enough quality to use as long as they are not distorted at the required size.

If photographs are taken by or on behalf of Council photographic consent must be obtained. Written permission is required when photographs of children and young adults are easily recognisable and/or are the focus of the photograph. It is not necessary to have written consent providing the subjects of the photograph have been advised that photographs will be taken and have been given the opportunity to withhold consent.

Examples of appropriate photographs



Stationery

Business Cards

Business cards contain the important contact details of an employee.

Letters and envelopes

Mayoral Letterhead

The Mayoral Letterhead is to be used in accordance with Council’s Media, Communication and Social Media policy (*Policy no. ADMPOL 11*)




District Council of
Grant

First Name Surname
JOB TITLE DESCRIPTION

t 08 8721 0436
email.address@dcgrant.sa.gov.au
www.dcgrant.sa.gov.au

 Find us on
Facebook

PO Box 724
324 Commercial St West
Mount Gambier SA 5290



District Council of
Grant


324 Commercial Street West, Mount Gambier
PO Box 724,
Mount Gambier SA 5290
Mobile Telephone xxxxxxxxxxxx
Email xxxxxxxxxxxx
Website www.dcgrant.sa.gov.au

Office of the Mayor

Mayor
District Council of Grant

Council Letterhead

When writing letters from the District Council of Grant, professional and consistent standards are important to create a strong corporate brand. Plain English is to be used in a concise easy read manner.

Ref: initials	
File number: ###	
DATE	
NAME STREET TOWN STATE P CODE	
Dear	Principal Office 324 Commercial Street West, Mount Gambier PO Box 724, Mount Gambier SA 5290 Telephone (08) 8721 0444 Facsimile (08) 8721 0410 Email info@dcgrant.sa.gov.au Website www.dcgrant.sa.gov.au
RE: INSERT LETTER MATTER/DETAILS	Branch Office 5 Charles Street Port MacDonnell SA 5291
CONTENT	
Kind regards,	
Name Position	

Addressing envelopes

When addressing envelopes, apply the following principles:

- Do not use punctuation
- Use Arial font size 14
- Use capitals for the city/suburb

For example:

Mr John Doe
12 Smith St
MOUNT GAMBIER SA 5290

Name Badge

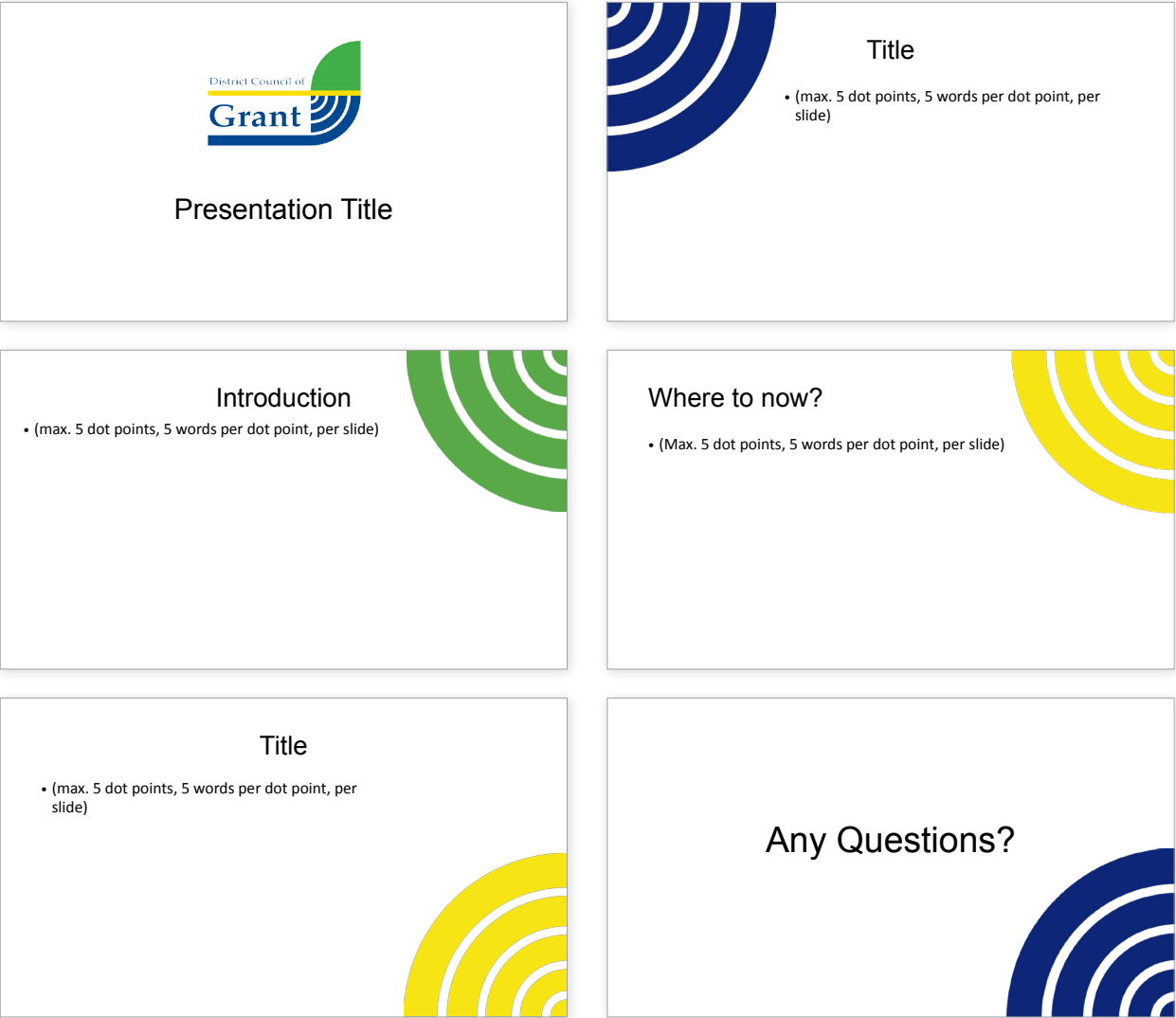


PowerPoint slides

A PowerPoint Briefings template is to be used for all Council PowerPoint presentations, such as Council Workshops/Briefings and community presentations.

When populating the PowerPoint template slides the following principles apply:

- Use a maximum 5 dot points, with 5 words per dot point, per slide
- Do not use paragraphs of text on the slides
- Tables should be used when presenting complex/numerical or detailed information to make it easier for the audience to read
- Appropriate graphics/photographs may be used to illustrate the information being presented on the slide. However, avoid decorative and complicated graphics.



Email footer

The District Council of Grant email footer must be used for all external email correspondence. Email footers will be added to computer settings profiles, please do not change these settings.

First Name Surname

Job Title



08 8721 0444

Name.Surname@dcgrant.sa.gov.au

www.dcgrant.sa.gov.au

PO Box 724, Mt Gambier SA 5290

324 Commercial Street West, Mt Gambier SA 5290

Additional information and/or elements, such as Covid-19 information or an organisational Christmas message, can also be added to the email footer in consultation with the IT Department and CEO or delegate.

Council's organisational values are to be shown for internal emails.

Print Advertising

A standard template is used for District Council of Grant print advertising requirements.

Two versions are available, colour and monochromatic. Portrait orientation is preferred, however a landscape version may be used if the content requires.

This template should be used for advertisements such as vacancies, public notices and service closures, and use on our social media platforms as well as being provided to media contacts.

A portrait-oriented template for a public notice. It features the District Council of Grant logo at the top. Below the logo is the heading "PUBLIC NOTICE" in bold. Underneath is a yellow box labeled "Title". The main body of the notice starts with "Notice is hereby given that" followed by a yellow box labeled "INSERT DETAILS". Below this is a line for contact information: "For enquiries please contact [NAME, POSITION] via [EMAIL] or [PHONE NUMBER]". A yellow box labeled "DELETE IF AUTHORIZING OFFICER NOT REQUIRED" follows. At the bottom, there is a yellow box labeled "SIGNATURE" with the name "Darryl Whicker" and the title "Chief Executive Officer" below it.

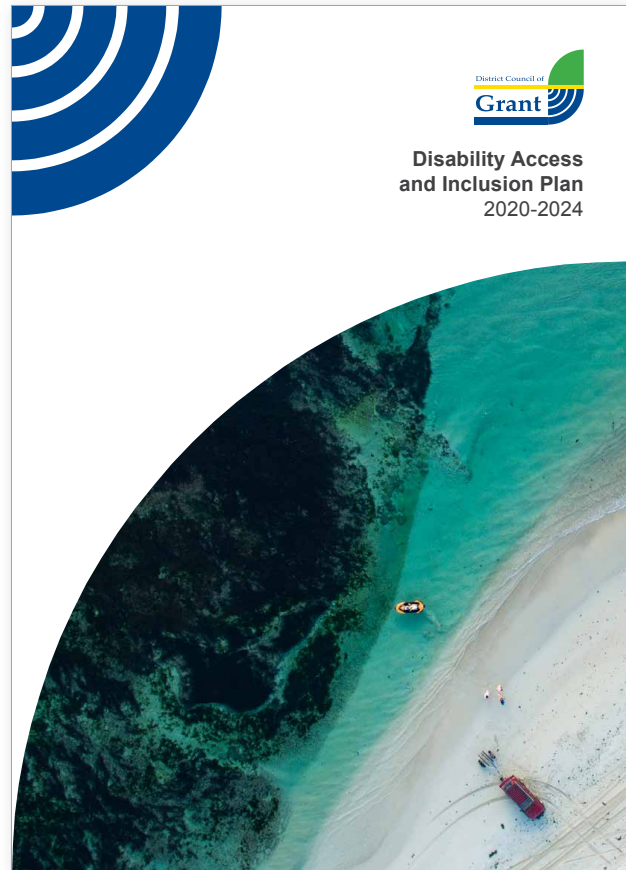
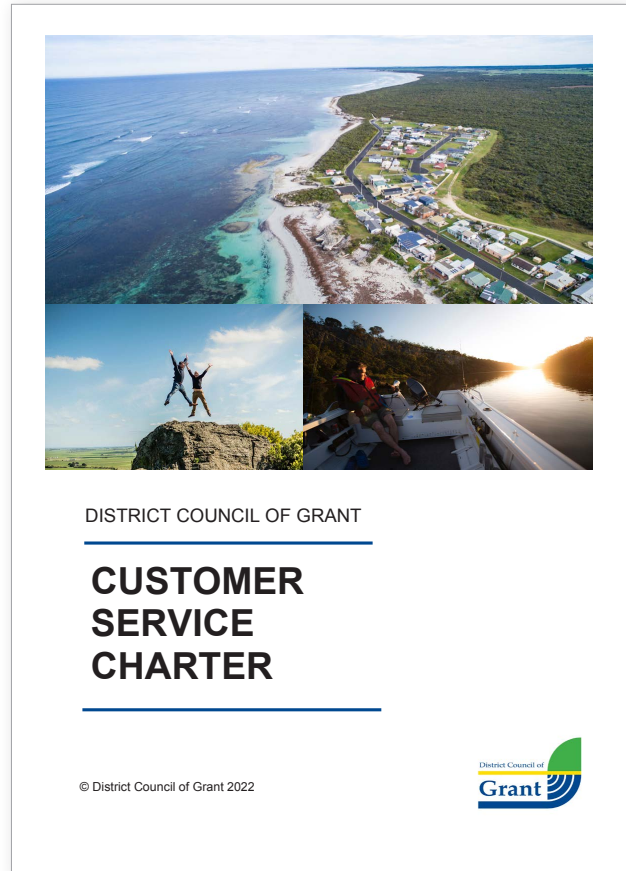
Public Notice template (portrait)

A landscape-oriented template for an advertisement. It features the District Council of Grant logo at the top right. The main heading is "Advertisement Heading" in large bold letters. Below it is a sub-heading "Insert Sub-Heading". The body of the advertisement consists of several lines of placeholder text: "Insert body copy here Insert body copy here Insert body copy here Insert body copy here Insert body copy here Insert body copy here Insert body copy here Insert body copy here".

Advertising template (landscape)

Design Samples

Corporate Documents



A4 Flyers

DCG COVID-19 VACCINATION POP UP SITES

The Port MacDonnell Pharmacy will be popping up across the district providing free Covid-19 vaccinations (Moderna & Pfizer) for people 12 years and over. First and second doses, as well as boosters will be available at the following locations:

**NO
BOOKING
REQUIRED!**

5:00-6:30pm Fri 21 Jan Mt Gambier Regional Airport	5:00-6:30pm Tues 25 Jan Pines Hotel Tarpeena	1:00-3:00pm Sun 30 Jan Brownes Bay Carpark
9:00-10:30am Sun 13 Feb Yahl Hall	11:30am-1:30pm Sun 13 Feb Carpenter Rocks Hall	5:00-6:30pm Tues 22 Feb Compton Memorial Hall

The District Council of Grant invites residents to attend the Mingbool & Tarpeena Township Meeting

6:00pm Tuesday 15 March 2022,
at the Tarpeena Football
Clubrooms

Please RSVP and let us know
if there are any specific
topics you would like to raise
by **Thursday 10 March 2022**
via email
Fiona.McGregor@dcgrant.sa.
gov.au or call Council on
8721 0444

**Join us at
5:30pm for a
Sausage
Sizzle**

Council Invitations

The District Council
of Grant
invites you to the

AUSTRALIA DAY 2022 AWARDS CEREMONY

Wednesday 26th January 2022
11.00am to 2.00pm The Apple Farm,
77 Clarke Road, OB Flat

RSVP with Narelle at 8738 3000
by Friday 14th January 2022

Council invites you to attend a

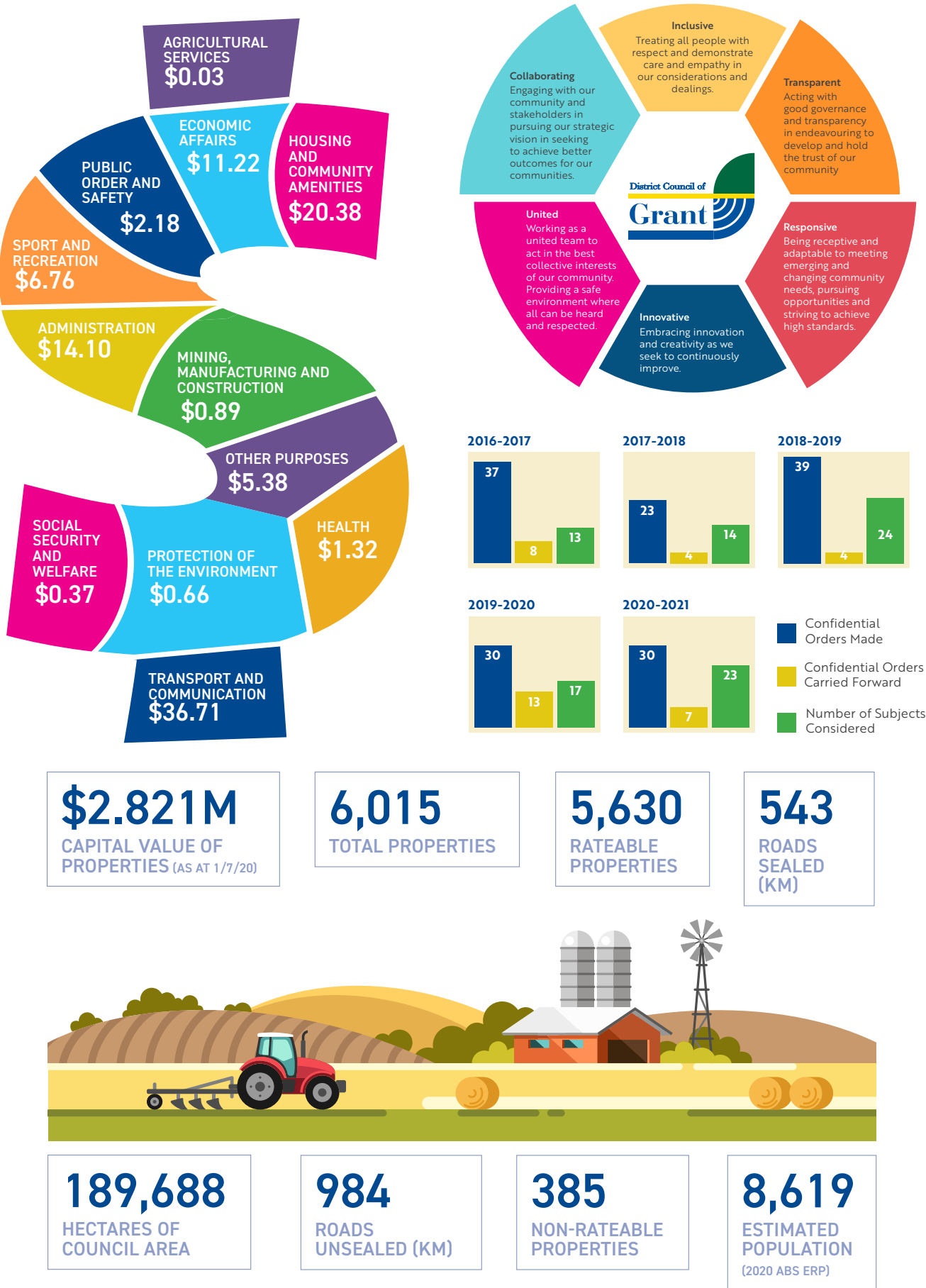
Community Afternoon Tea

3:30pm Tuesday 14 December
2021 at the
Port MacDonnell
Community Complex
5/7 Charles St, Port
MacDonnell.

Please RSVP to Fiona by 4:00pm
Friday 10 December at
fiona.mcgregor@dcgrant.sa.gov.au

Infographics and illustrations

Illustrations and infographics can be used sparingly when no photographs are available or there is a large amount of detail to be represented graphically.



Promotional materials

Council's presence should be clearly visible at all events hosted by Council, or for which Council has made a financial contribution. This may be achieved by displaying corporate promotional signage such as teardrop or pullup banners. Promotional signage should adhere to the following guidelines:

Banners/flags

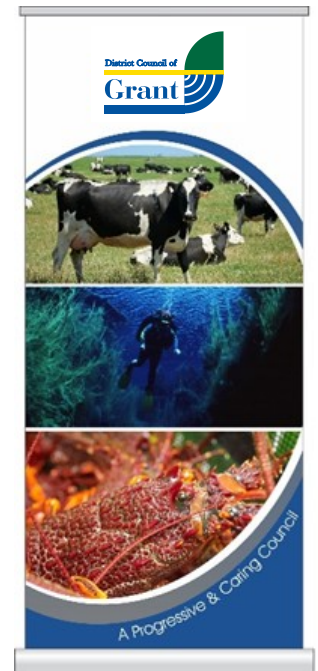
The primary colour logo should appear on a solid white background.



Front



Back



Digital

All District Council of Grant digital applications must reflect the branding guidelines in this document. With the ever changing landscape of technology, our digital applications must be responsive by catering for use on all devices such as phones, desktop and tablets. Content must also meet current Web Content Accessibility Guidelines (WCAG) standards.

Website

Our website is the primary source of digital information and as such it must be kept up to date and meet the needs of a broad range of audiences. Web users generally scan information on screen therefore:

- Information needs to be kept relevant, concise and easy to read.
- Plain English should be used along with headings and sub-headings to divide text and assist with online reading.
- Webpages should be kept as short as possible to avoid information overload and ensure they are quick to download.

To discuss changes or additions to the website please email Council.

Social Media

District Council of Grant maintains a number of social media accounts including Facebook, Instagram and LinkedIn. Council's social media presence should be instantly recognisable and consistent across all of our communication channels.

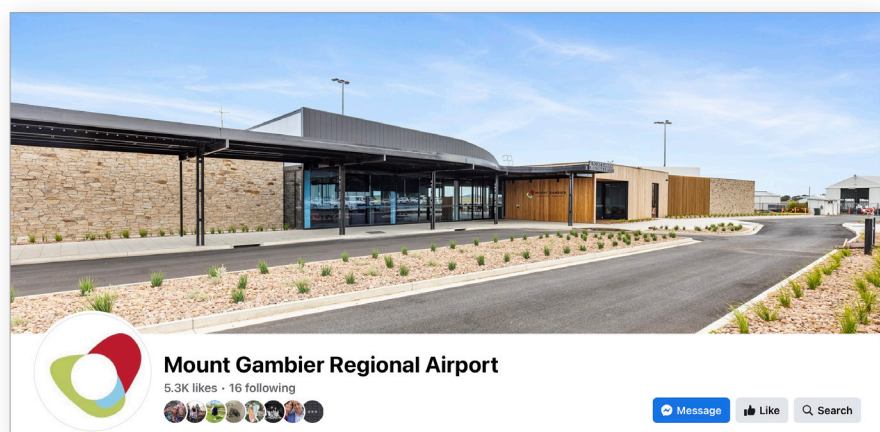
Our social media channels are designed to provide accurate, relevant and engaging communications to a wide variety of audiences. Any artworks created for social media must follow the corporate branding as outlined in this document. Examples of correct facebook posts are provided on the next page.

Profile Picture

The relevant District Council of Grant logo should be used as a profile image on social media channels to ensure instant recognition and authenticity. The logo should appear centered on a solid white background.

Cover Image

Social media account cover images should feature Council buildings (Commercial Street Office, PMCC, Airport and Saleyards) by default, however photos may be interchanged for promotional, site specific and/or special event purposes when required.



Correct examples

Mount Gambier Regional Airport
June 22 at 1:13 PM · 🌐

Congratulations to Ash and Rupert from Ashley Halliday Architects for being the recipients of the highest honour in the 2022 SA Architecture Awards for our fantastic Airport Terminal.

The duo also won the Jack McConnell Award for public architecture. The project now progresses to the National Architecture Awards.

Here at the Airport, we are immensely proud of our new terminal, and congratulate Ash and Rupert on their well deserved award.



Port MacDonnell Community Complex
July 12 at 4:30 PM · 🌐

Today at StoryTime we read the book 'Little Pago' by Lauren Briggs 📖 This book taught us all about the importance of keeping our oceans clean from plastic pollution 🌊 Everyone then joined in singing 🎵 and dancing 🕺 to our favourite songs 🎶 The craft today we made little turtles 🐢

To join us next week Tuesday at 10:30 please call 87383000 or inbox us to secure you're spot!



Mount Gambier & District Saleyards
July 11 at 4:40 PM · 🌐

Mount Gambier and District Saleyards Sale Draw for Wednesday, 13 July 2022.

MOUNT GAMBIER & DISTRICT SALEYARDS
DRAW and NOMINATIONS
Cattle and Sheep Sale

WEDNESDAY
13.07.2022

SELLING POSITIONS :

1. Nutrien Livestock
2. O'Connor & Graneys
3. Miller Whan & John
4. Elders
5. Green Triangle Livestock

COMPRISING TOTAL OF :

4	Bulls
115	Cows
125	Bullocks
175	Vealers
419	TOTAL CATTLE
.....	
	Sheep
650	Lambs
650	TOTAL SHEEP

District Council of Grant
July 19 at 3:10 PM · 🌐

Have you wondered what Council's proposed services, programs and projects are for this financial year?

Council recently endorsed the Annual Business Plan and Budget 2022-2023 (the Plan) which details such services, programs and projects.

A two page summary of the Plan can be viewed on Council's website along with the full adopted Annual Business Plan. Click the link below to see more.

<https://www.dccgrant.sa.gov.au/.../coun.../annualbusinessplan>

Annual Business Plan Summary

2022-2023

Now available on Council's website.
www.dccgrant.sa.gov.au

District Council of Grant

District Council of Grant
June 30 at 12:48 PM · 🌐

VACANCY
Administration Officer - Customer Service - Fixed Term Contract

An exciting opportunity is available for an enthusiastic and suitably experienced person to join our Customer Service team at Council.

You will be responsible for the delivery of professional and friendly service, attending to and resolving customer enquiries by phone and face to face, undertake the receipting of monies and processing various applications and registrations, as well as providing administrative support to Council departments.

This is a maternity leave relief position, and the fixed term contract allows for a period of training with the current incumbent.

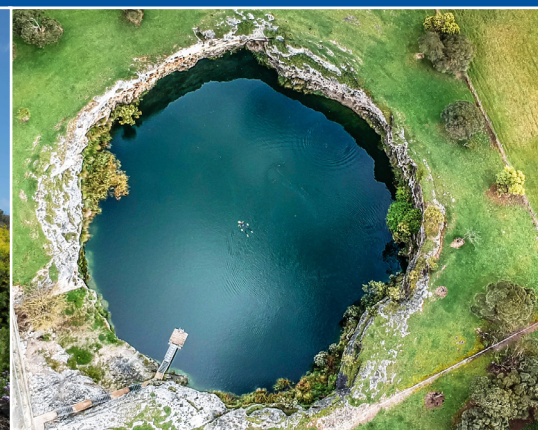
Please download the 'Information for Applicants' and 'Position Description' from the Council website on <https://www.dccgrant.sa.gov.au/.../administration-officer...> prior to applying.

Any questions can be directed to Gary Button, Director of Corporate Services on 8721 0444. Applications close at 5:00pm on Friday 15th July 2022

VACANCY

Administration Officer - Customer Service

Applications close 5:00pm Friday 15 July 2022



324 Commercial Street West, Mount Gambier SA 5290
(PO Box 724, Mount Gambier SA 5290)

Telephone: 08 8721 0444 | **Email:** info@dcgrant.sa.gov.au

Office open Monday to Friday 8.30am to 5.00pm