

RECREATION & FITNESS STYLE GUIDE

Consistent and memorable visual communications help to build a degree of familiarity among our community. The Style Guide is based on the Shire's Brand Guidelines and presents how our visual elements - including our logo, colours, font and layout styles, should be used. By following this guide, we can achieve a consistent and unmistakable visual identity across everything we do.



RECREATION & FITNESS LOGO

The Recreation & Fitness logo is a graphic with a wordmark - Shire of East Pilbara Recreation & Fitness.

The ratio of the logotype is a fixed relationship and must always remain as shown here on this page. The logo must always be portrayed in the Shire Red colour shown here unless it is reversed out on a dark or Shire Red background or your printed material is black and white. See examples of this later in this section.



For use on the Shire Red coloured background, the white logo with the red tint should be used. Logo name: SoEP_fitness_logo_shireredbkg. To determine the appropriate file type and colour code, please refer to [page 78](#).



For a light background, the standard black and red logo should be used. Logo name: SoEP_fitness_logo. To determine the appropriate file type and colour code, please refer to [page 78](#).



For a black or dark background, the white and red logo with the red tint should be used. Logo name: SoEP_fitness_logo_darkbkg. To determine the appropriate file type and colour code, please refer to [page 78](#).



Sizing

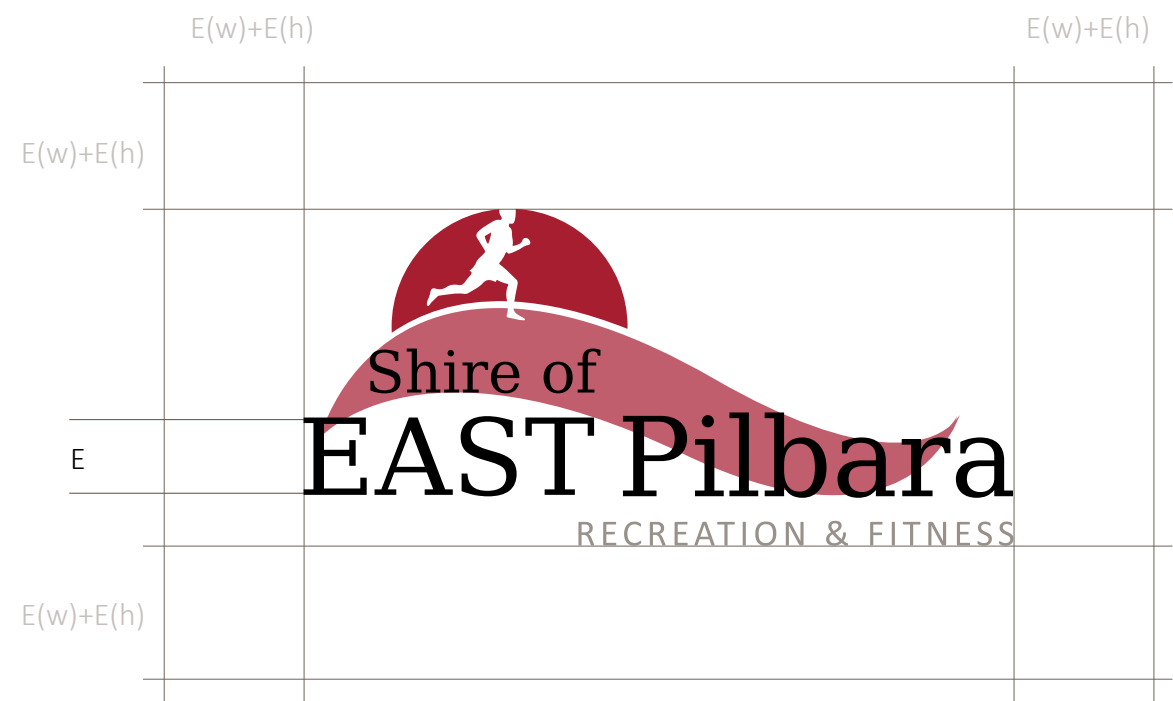
To ensure that our logo is always clear and visible, it is important that the size of our logo is in proportion to the communication in which it appears.

The minimum size for the Recreation & Fitness logo is 40mm wide on an A4 document.

Variation

The Recreation & Fitness logo can be utilised with and without the copy.

Use the icon logo (without the wordmark) from your Brand Toolkit, when the size is smaller than 45mm- such as social media icons or when the logo is already being used in its entirety and warrants an additional graphic, e.g. the business card as detailed on [page 94](#).



Clear Space

To maintain the clarity of our brand, it is important that our logo always has enough clear space around it to stand out.

Crowding our logo with text or busy images will detract from the clarity and visibility of our brand.

The general rule is that the space around the logo should be the width + height of the letter 'E'.

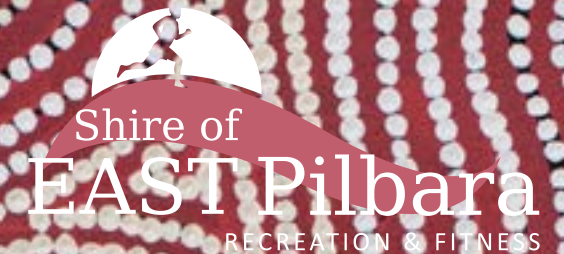
Always follow the general rule when positioning the logo around the edges of a page or when you are combining it with other graphic elements.

The logo does not have to live in corners or along edges in every instance, but care must be taken to create well-balanced and considered compositions.

Co-Badging

In some instances it may be necessary to co-badge the Recreation & Fitness logo with a logo from another entity or ancillary brand.

In these cases, it is important to retain the Recreation & Fitness logo, size, colour, and clear space guidelines wherever possible.



LOGO APPLICATION

Colour Logo

The logo should be used in full colour wherever possible.

Reverse Logo

For use on coloured or dark backgrounds and photography.

A reversed (white) version of the logo has been created for use when the background is either black or a dark colour.

Prohibited Usage

Our logo has been carefully designed and it should never be redrawn or altered.

There are rules around the use of the logo which ensure its integrity. These examples highlight what NOT to do.

1. The logo may not be redrawn or recreated and must be produced using the original files provided by the Shire of East Pilbara.
2. The composition cannot be changed and the logo must not be skewed, severed or distorted.
3. The logo must not be reproduced in any colours other than those specified.
4. Do not change logo font.
5. Do not use any special effects, for example, drop shadows.
6. The full colour logo must not be overlaid onto photography or patterned backgrounds.
7. The logo must not be overlaid onto the Aboriginal artwork.

RECREATION & FITNESS COLOURS

There are colour definitions for process printing (CMYK), Pantone colour printing (PMS colours) and web usage (RGB).

A printed colour will vary in shade and density. The Recreation & Fitness colours must be reproduced accurately, therefore, in professionally printed materials, colours should be visually matched to the Pantone references whenever possible.

<div>SHIRE RED 100%</div> <div>PMS 187</div> <div>CMYK 0 100 74 26</div> <div>RGB 166 25 46</div> <div>HEX #a6192e</div>		<div>SHIRE GREY 100%</div> <div>PMS Warm Gray 11 C</div> <div>CMYK 46 47 50 30</div> <div>RGB 110 98 89</div> <div>HEX #6e6259</div>
		<div>SHIRE GREY 70%</div> <div>CMYK 32 33 35 21</div> <div>RGB 152 145 139</div> <div>HEX #98918b</div>
		<div>SHIRE GREY 40%</div> <div>CMYK 18 19 20 12</div> <div>RGB 196 192 188</div> <div>HEX #c4c0bc</div>
		<div>SHIRE GREY 10%</div> <div>CMYK 5 5 5 3</div> <div>RGB 240 239 238</div> <div>HEX #f0efee</div>
<div>SHIRE RED 70%</div> <div>CMYK 0 70 52 18</div> <div>RGB 192 94 108</div> <div>HEX #b3636d</div>	<div>SHIRE WHITE</div> <div>For logo use on photographic imagery, Aboriginal artwork and dark backgrounds.</div> <div>PMS WHITE</div> <div>CMYK 0/0/0/0</div> <div>RGB 255/255/255</div>	
<div>SHIRE RED 40%</div> <div>CMYK 0 40 30 10</div> <div>RGB 219 162 171</div> <div>HEX #d2a4ab</div>		
<div>SHIRE RED 10%</div> <div>CMYK 0 10 7 3</div> <div>RGB 246 232 234</div> <div>HEX #f6e8ea</div>		<div>SHIRE BLACK</div> <div>For logo use on B/W format overlays, body, heading and quote copy, graphs and tables.</div> <div>PMS BLACK</div> <div>CMYK 0/0/0/100</div> <div>RGB 0/0/0</div>

COLOUR PALETTE

To strengthen the Recreation & Fitness visual identity, always use the colour palette.

The Shire Red is the primary colour for the Recreation & Fitness brand and used wherever necessary for collateral- this includes page headings,

graphics and the Colour Block overlay, as detailed on [page 89](#).

Three tints of the Shire Red are in the colour palette for use with colour blocks, graphics and fonts. Always use the tints together with the Shire Red at 100% as the hero colour. When selecting a tint to pair with Shire Red,

please select the tints at 40% and 10% to achieve a contrast.

Black and white complement the Shire Red and the Shire Grey, balancing the overall brand colours and should be used as a next resort when Shire Red is not appropriate.



HEADER PRE
HEA1

Header 1 body copy... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque eget ex

Ac sem condimentum tristique faucibus feugiat ante!!



BRAND ASSETS OVERVIEW

Photography
Photography is an important part of our visual language, creating an emotive connection.

Our photography focuses on our community enjoying the facilities and events organised by the Recreation & Fitness team, this is detailed on [page 92](#).

Contour Graphic
Inspired by the region itself - a birds-eye view.

The Contour Graphic is an elegant representation of the unique landscape surrounding the diverse communities across the region- providing a soft, complementing element to the rich colours of our brand. Detailed on [page 88](#).

Colour Block
The Shire Red Colour Block unifies the assets to create a bold brand story.

Most often used to house content and in conjunction with other assets. The Colour Block acts as a contrast and relief to the other detailed elements, this is shown on [page 89](#).

Fonts
The Shire Font Family is a carefully-selected suite chosen to achieve visual balance in our communications.

The fonts are Bitstream Vera Serif to highlight copy such as a heading or pull quote, Calibri for document headings and body copy, James Farjardo for specialty use and to

highlight short sentences and headings. Always use size 12 for body copy. This is detailed on [page 24](#) of the Brand Guidelines.

Aboriginal Artwork
Our brand incorporates Aboriginal Artwork from artists across the East Pilbara region.

The artwork “Kunawarritji” by Pauline Williams is a distinctive brand asset for the Recreation & Fitness brand. Use of this artwork strengthens the brand’s identity while incorporating elements of our community and culture, detailed on [page 82](#).

ABORIGINAL ARTWORK

The Shire has licensed a selection of Aboriginal artworks from Martumili Artists across the East Pilbara region to include within the Shire’s brand. These artworks provide a distinctive identity to our corporate brand and its ancillary services across the Shire. The sections selected from each original artwork complement the corporate colour palette - reflecting the deep, beautiful landscapes across our region.

To achieve a visual consistency and develop strong brand recognition, our communications and marketing collateral should only use the artwork section licensed for use by the Shire.

Whenever using artwork in a report or large document, credit the artist on the front page and then provide the full artist credit within the cover or on the back page together with the Martumili logo using the following format:

Kunawarritji by Pauline Williams, 2017, acrylic on canvas, 76 x 36cm, courtesy of Martumili Artists.



ARTIST PROFILE



PAULINE WILLIAMS

Birth Date	1975
Language	Manyjilyjarra
Skin	Karimarra
Home	Jigalong Community

Pauline is the daughter of renowned Martumili artist Jugarda (Dulcie) Gibbs. Pauline frequently paints her mother’s traditional country between the Percival Lakes and Kunawarritji.



Licensed selection

Kunawarritji

Artwork by Pauline Williams

“These are the rockholes around Kunawarritji (Canning Stock Route Well 33). My mum [Jugarda Dulcie Gibbs] painted the same. It’s my father’s Country; he was born at Well 33. I’m painting Well 35, Kinyu, all the way to Well 38, Wajaparni. This is a big place for us. It’s important. I went on a trip with Kanyirninpa Jukurrpa [ranger group] last year [2018] to visit all these rockholes.”

PAULINE WILLIAMS

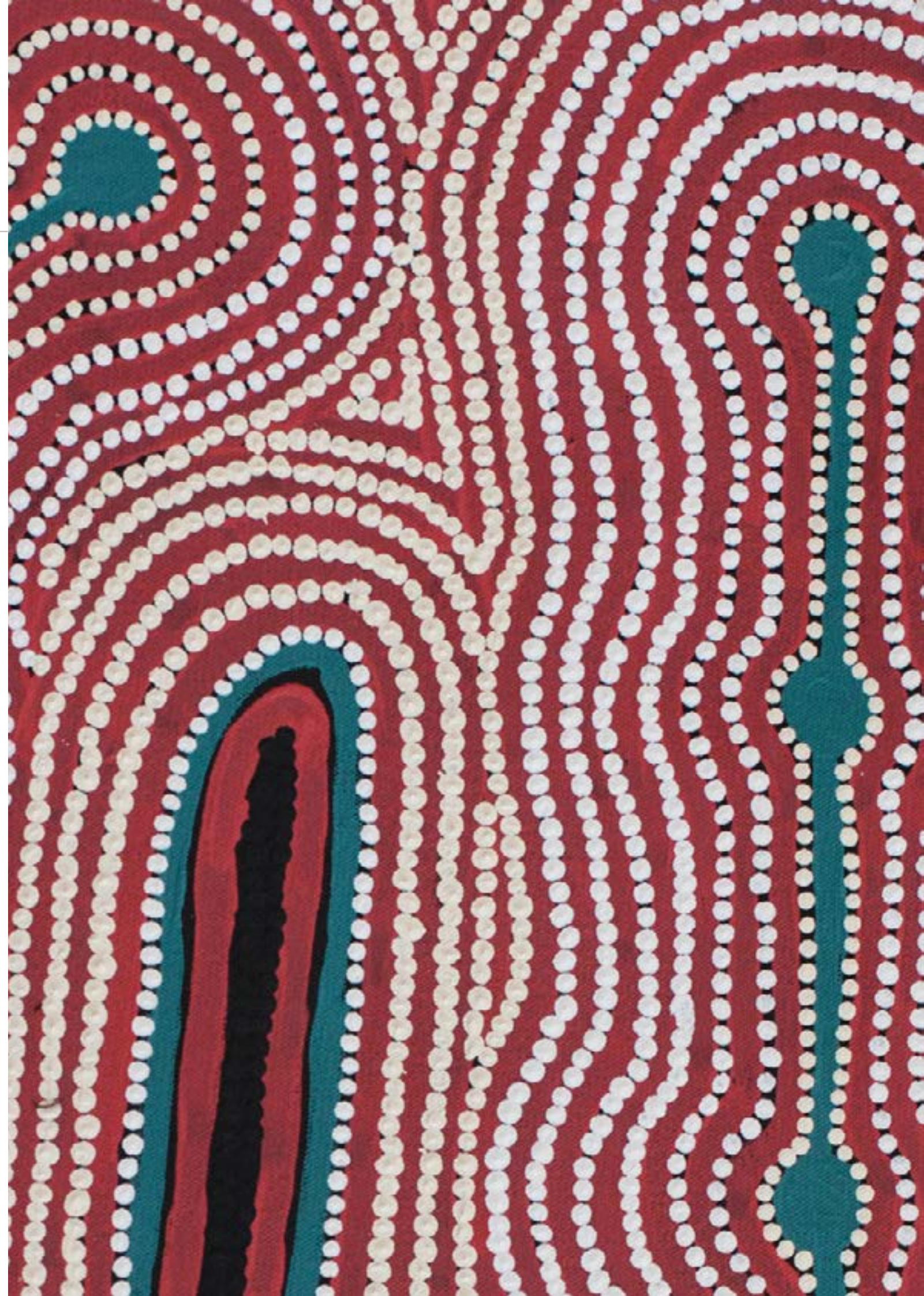
Kunawarritji is an important site in the Great Sandy Desert where multiple stories and histories intersect. The area forms part of Pauline’s ngurra (home Country, camp) through her family. Originally a spring water and major Martu pujiman (traditional, desert dwelling) camping site, at the turn of the 20th century Kunawarritji was converted into a well along the Canning Stock Route. Each year throughout the 1930-50s, the well became a site of contact between the drovers, their cattle,

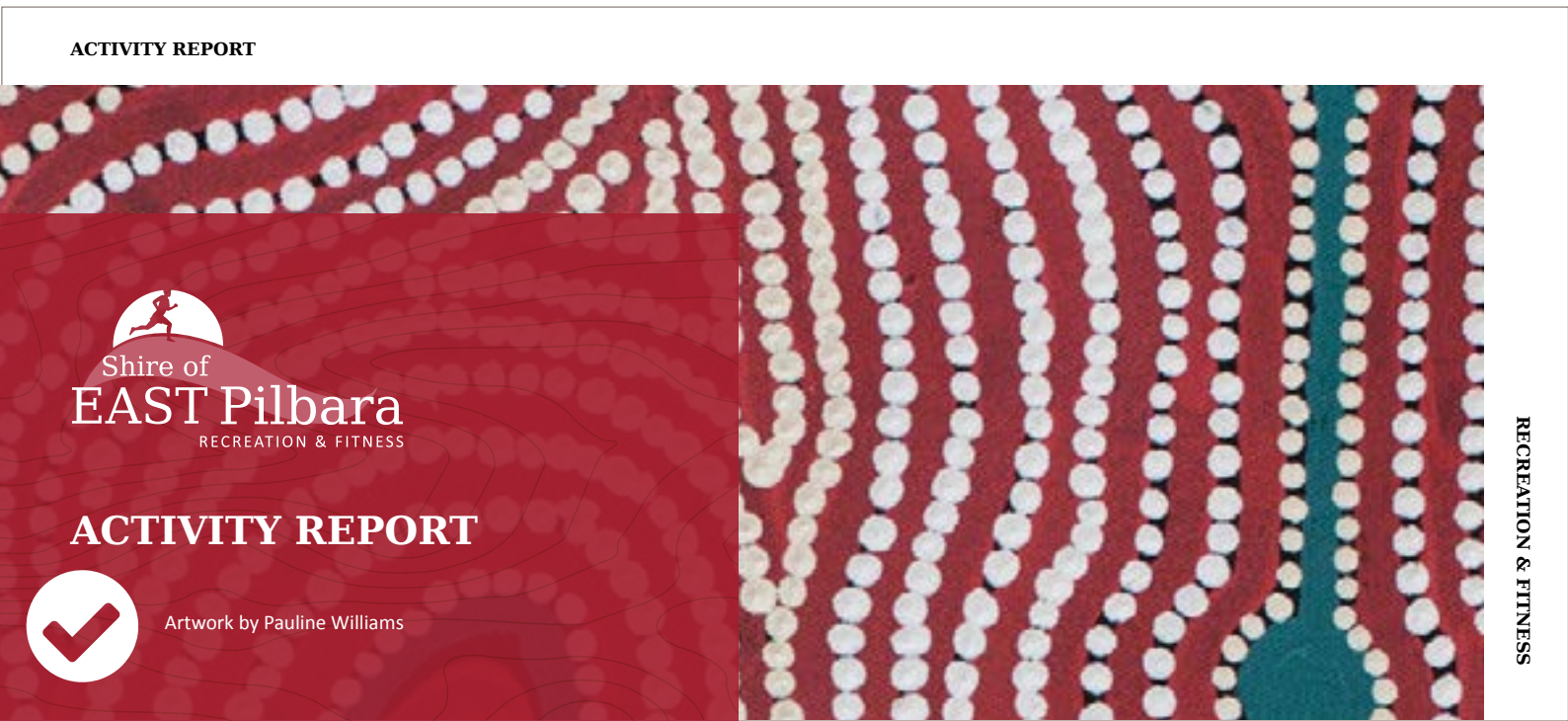
and desert families.

Long before colonial history entered this Country, however, other stories dominated the site. Primarily, Kunawarritji features in the Minyipuru (Jakulyukulyu, Seven Sisters) Jukurrpa (Dreaming). Minyipuru is a central Jukurrpa narrative for Martu, Ngaanyatjarra, Pitjantjatjara and Yankunytjatjara people that is associated with the seasonal Pleiades star constellation. Today, Kunawarritji is a site of return, a place where people came back to continue their life in the desert with the formation of Kunawarritji Aboriginal community in the early 1980s. The community’s cultural significance endures, with the population swelling up to 1000 during cultural business. As Pauline states in her account, this work depicts the waterholes and tali (sandhills) in the area surrounding Kunawarritji, typically represented with circular forms. During the

pujiman period, knowledge of water sources was critical for survival, and today Martu Country is still defined in terms of the location and type of water. Each of the hundreds of claypans, rockholes, waterholes, soaks and springs found in the Martu desert homelands is known through real life experience and the recounting of Jukurrpa narratives by name, location, quality and seasonal availability.

Transfer of cultural knowledge through visual arts is an important way for Martu artists to keep their culture strong. Younger Martu artists like Pauline typically begin painting with their parents, grandparents and extended family, thus fostering an organic process of learning, not only about painting techniques, but also specific locations, family histories, traditional ways of life, bush tucker and Jukurrpa.





ARTWORK APPLICATION

Aboriginal artwork should always be accompanied with the Colour Block, or with The Frame. The artwork can be rotated from portrait to landscape if the layout requires.

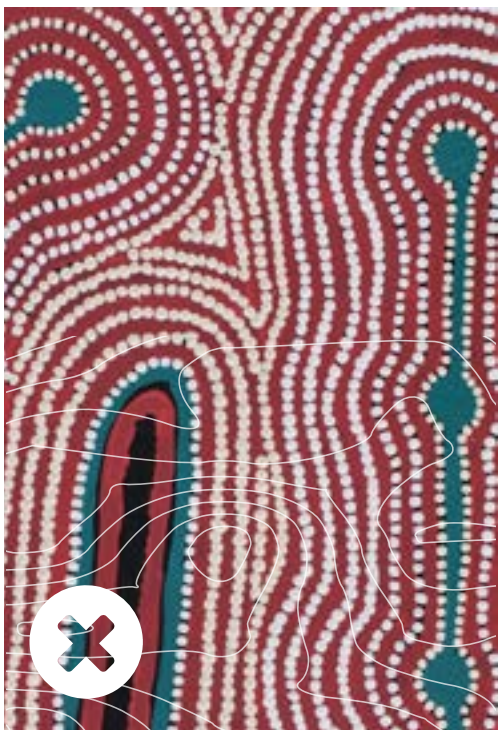
Provide recognition of the artist in instances where space and design allow it (as per above example).

Colour Block
The Colour Block with the Recreation & Fitness Contour Graphic overlayed are prominent to our visual identity.

The Shire Red Colour Block is reserved for the Recreation & Fitness brand. Always use the Colour Block to overlay our logo and any text on Aboriginal artwork and photography using 90% opacity to show the artwork behind.

The Frame
Our 15mm white frame creates a unique and recognisable visual style.

The frame is always white and is never enclosed; at least two points must be open to provide prominence to the artwork and the title.



Prohibited Use
The utilisation of the artwork in these examples is incorrect and should not occur in any circumstance. Incorrect use of the artwork disrespects the artist, their artwork, and the overall Recreation & Fitness brand image.

1. Only overlay artwork with the Shire Red Colour Block. Aboriginal artwork should never be overlayed, collaged



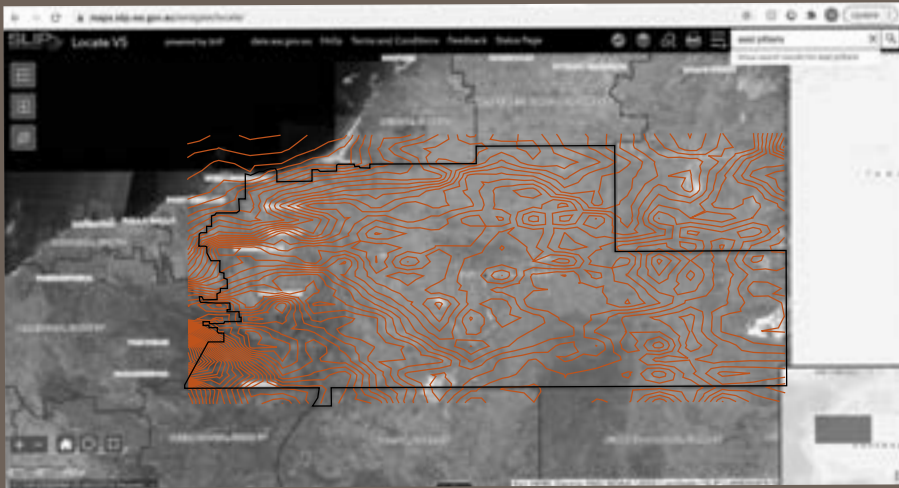
- or combined with any other image, logo, graphic or photo. The rule applies to our other brand assets, e.g. do not use the Recreation & Fitness Logo or Contour Graphic directly over the artwork.
2. Do not use the entirety of the original artwork. The Shire has licensed only the specified section of the artwork for use.
3. The artwork should not be stretched, compressed or

altered in any way.
4. Produce artwork in high resolution wherever possible to ensure the quality and clarity of the image.

RECREATION & FITNESS GRAPHICS

There are two graphic elements within the Recreation & Fitness Brand - the Contour Graphic and the Colour Block. The consistent use of these elements is crucial to the overall Recreation & Fitness brand identity to achieve visual consistency.

Each element has been supplied in multiple formats for use by Recreation & Fitness, the following will detail the appropriate selection and application.



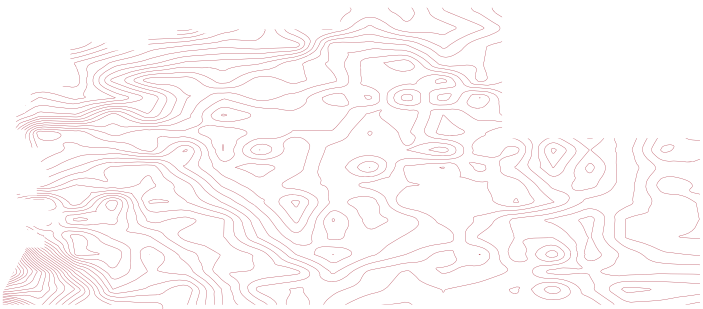
CONTOUR GRAPHIC

The Contour Graphic is an accurate representation of the topography of the region. Created using a map generator and referenced against the Landsgate map - as shown to the left.

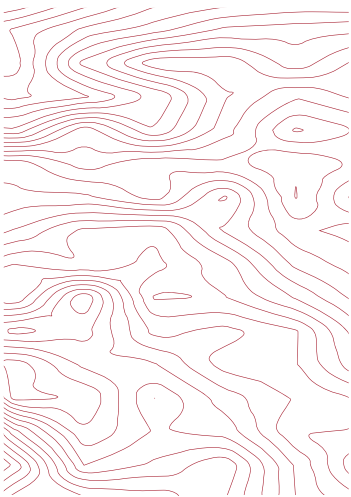
The Contour Graphic is designed to be versatile and completely scalable. Sections of the graphic can be found in the Recreation & Fitness Brand Toolkit and can be used to develop collateral as needed. The following outlines the different versions available.

1. Entire graphic- suitable for

1. Entire graphic- Shire Red colour + white versions



2. Portrait graphic- Shire Red colour + colour block + white versions



3. Landscape graphic- Shire Red colour + colour block + white versions



COLOUR BLOCK

The Colour Block is used to layer written content, the Contour Graphic and our logo.

The Colour Block is always used in the Shire Red colour and applied using the following three applications:

1. Overlaid on an image or artwork, as a house for content. Always set at 90% opacity.
2. With the Contour Graphic overlaid on top, as provided in the Recreation & Fitness Brand Toolkit. If created independently, the Contour Graphic must be

overlaid onto the Colour Block with an opacity of 40% and effect set to Multiply.



Full Name

Title

☎ (00) 0000 0000 📠 0000 000 000

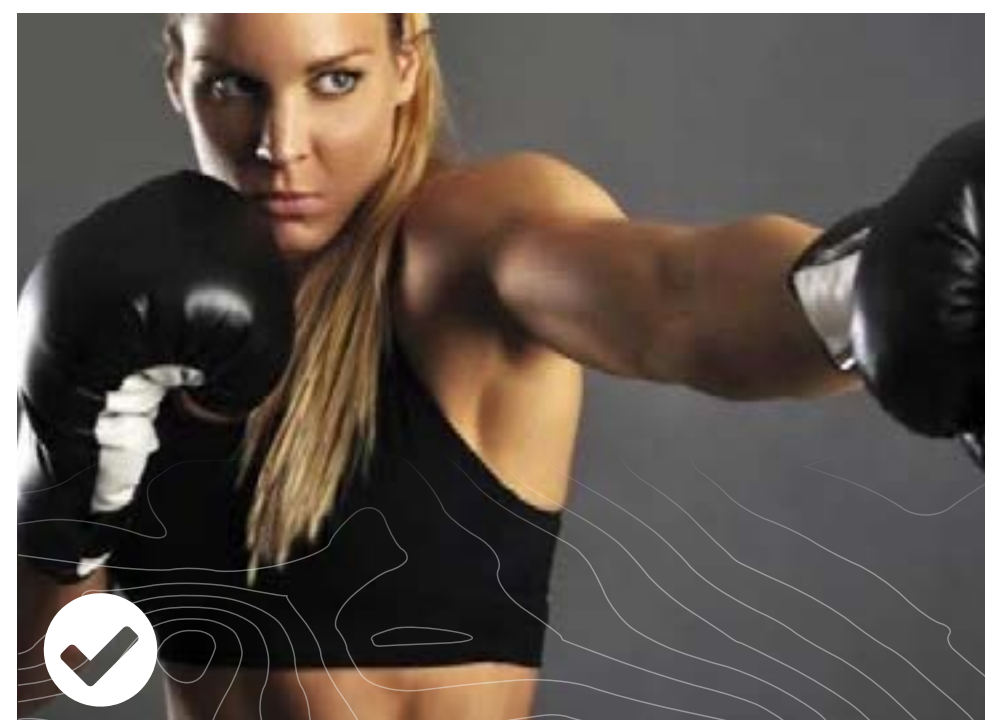
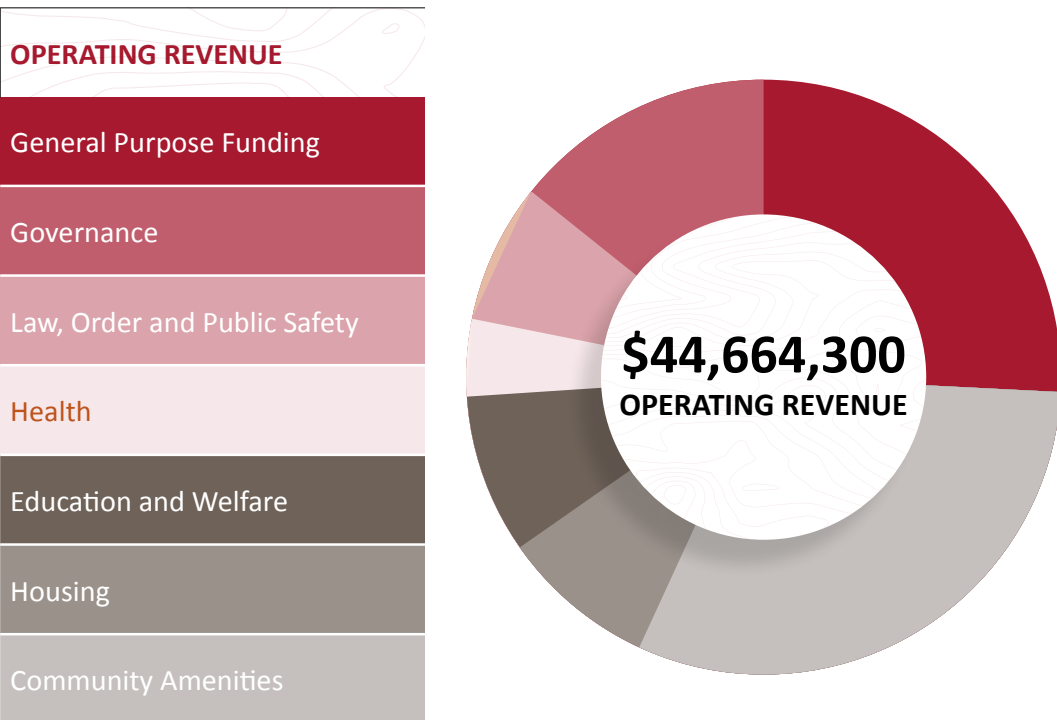
✉ name@eastpilbara.wa.gov.au

📠 (00) 0000 0000 📍 PMB 22 Newman WA 6753

📍 Gregory Avenue Newman WA 6753



www.eastpilbara.wa.gov.au



GRAPHIC APPLICATION

Contour Graphic

For use as a watermark background or overlay.

The Contour Graphic has three applications- on a white background, as a watermark on a photograph and applied over the Colour Block. The graphic must always hold its original proportions when scaled. All versions of the Contour Graphic are available in the Brand Toolkit.

To apply the Contour Graphic as a watermark on a white background or photograph, set the Contour Graphic colour at 10% opacity.

When applying the Contour Graphic to a photograph, always select one of the following versions from the Brand Toolkit – these versions are created specifically for this application and provide a soft fade finish.

1. Fitness_graphic-for on photography in landscape_white version
2. Fitness_graphic-for on photography in portrait_white version

To use the Contour Graphic applied over the Colour Block, select the file fitness_graphic-(landscape or portrait)_colourblock from the Brand Toolkit.

Colour Block

The Colour Block element creates a cohesive, distinctive look for the Recreation & Fitness brand.

To overlay the Colour Block onto photography or the Aboriginal artwork, apply the Colour Block at an opacity setting of 90%, this will ensure visibility of the background image. The Colour Block can be

utilised solely as a colour box throughout reports to highlight sections of text or as a band of colour to house the logo when reversed.

When using this with the Contour Graphic overlayed, select the 'colourblock' file in landscape or portrait from the Recreation & Fitness Brand Toolkit.

Incorrect Use

Failure to follow the brand guidelines compromises the integrity of our brand. Please avoid the above examples in all instances.

1. Contour Graphic must appear in either Shire Red or white.
2. Never rotate the Contour Graphic, as this will incorrectly portray the region. It must never be stretched or skewed.

MOTIVATIONAL PHOTOGRAPHY

Photography is an important part of our visual language and one of the key elements that help us build our unique style – a blend of Aboriginal culture, breath-taking landscapes and our inviting community.

Here we have provided the key characteristics of the Recreation & Fitness photographic style. Consistency is key, so read these carefully.

Create and select imagery that achieves the following outcomes:

- Community-focused - images of group fitness and people working out in the same space.
- Promoting inclusion - feature people varying in age, gender, and ethnicity.
- Variety of close-up and long-shot images.
- Emotive photography - photos of happy people, relaxed people and families. A sense of friendliness and fun to help build positive associations with the Recreation & Fitness brand.
- Optimised for the medium where published - resolution and size.
- A mix of stock images and local photography.

Please refer to [page 42](#) of the Brand Guidelines for further guidance on producing and selecting photography.

Please ensure that you and the photographer are familiar with our policy 6.7

-Photographing/Videoing People and Publishing Photos. This policy ensures that photos and videos taken for Shire of East Pilbara use are handled with consistency and respect the privacy of the people in the images.

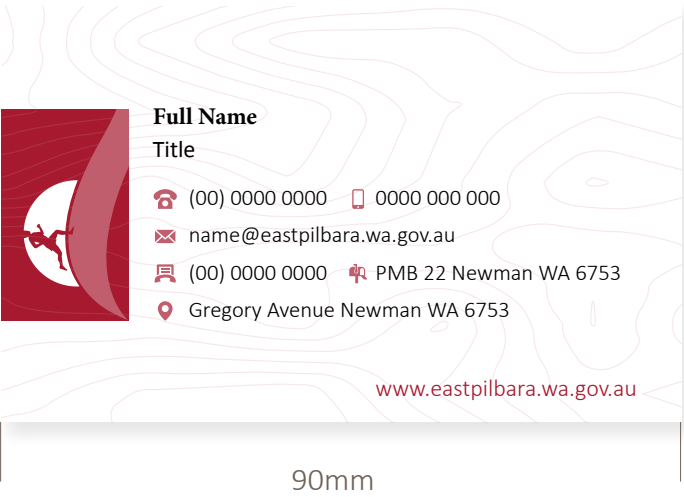
Please note: All photography on this page is place-holder and example only. Do not copy, duplicate or use without first obtaining usage rights.



Business Card Front



Business Card Back



STATIONERY

When printing the stationery, the following guidelines must be adhered to without exception.

Print the logo, artwork and imagery in either the Pantone colour (PMS) or four colour process (CMYK). Take care to adhere to layouts and font styles, as

detailed on [page 24](#) of the Brand Guidelines.

Please use the Shire’s corporate letterhead for all communications that require a letterhead, as detailed on [page 60](#) of the Brand Guidelines.

Business Cards

Always print business cards professionally, using the artwork template provided.

To ensure consistency, do not alter the layout designed to remain at 90x55mm.

Recreation & Fitness Email Signature



Facebook Icon



Email Signature

This is the Recreation & Fitness Email Signature, for use in most instances. For correct application please refer to [page 98](#).

The Recreation & Fitness Email Signature is designed for easy recognition, using our logo, Colour Block and Aboriginal

artwork. The dimensions are 100px(h) x 500px(w), following the 500px industry-standard sizes. The elements and dimensions of the Recreation & Fitness Email Signature are not to be changed.

The Colour Block dimensions are 100(h) x 190px(w) and it is flush

to the left edge of the layout. The logo is 117px(w) and 28px from the left edge of the page, vertically aligned.

The Facebook icon should be in Shire Red, as provided, at all times.

Special Notice Email Signature (Small)



Special Notice Email Signature (Medium)



Special Notice Email Signatures

There are three different templates for the Special Notice Email Signature. In most instances, the version Recreation & Fitness Email Signature should be used, the exception is when there is an event or message to promote - in this instance, please follow these guidelines.

The Special Notice Email Signature is to be used during a special event, festive season or for a special notice that requires a unique call out beyond the Recreation & Fitness Email Signature. There are three template sizes provided to suit various situations - minimal additional messaging (small), content with co-badging

(medium) and extensive information (large).

The following rules must be adhered to when creating from these templates.

1. Shire font guidelines are to be adhered to at all times.
2. The main heading is in Bitstream Vera Serif or if for an

Special Notice Email Signature (Large)



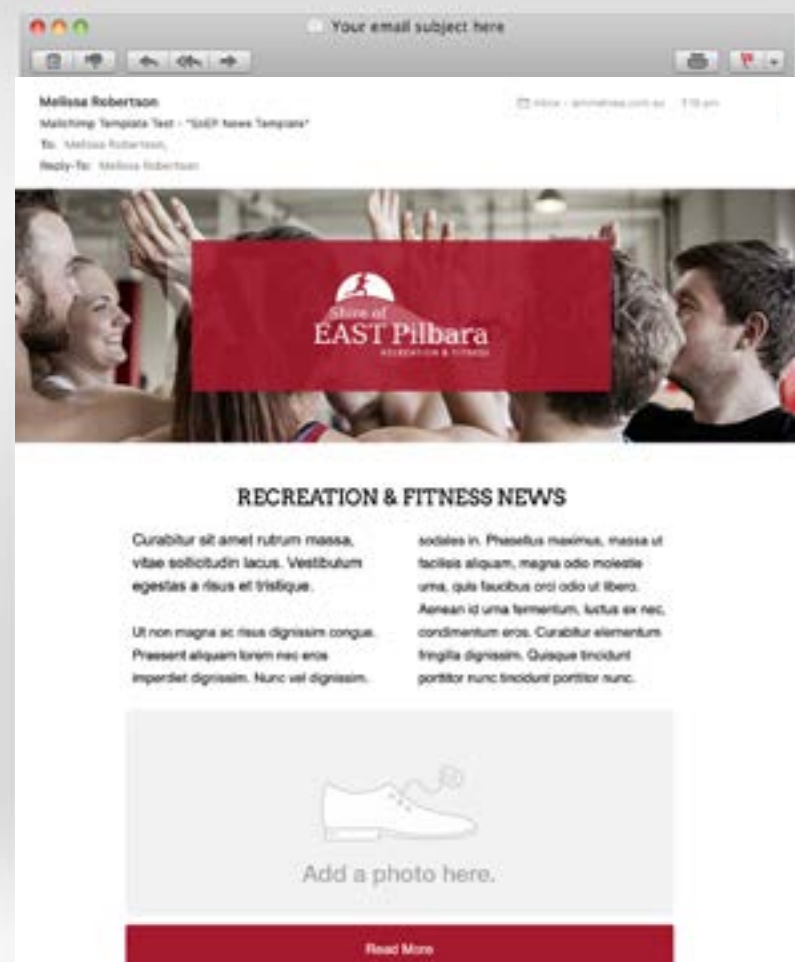
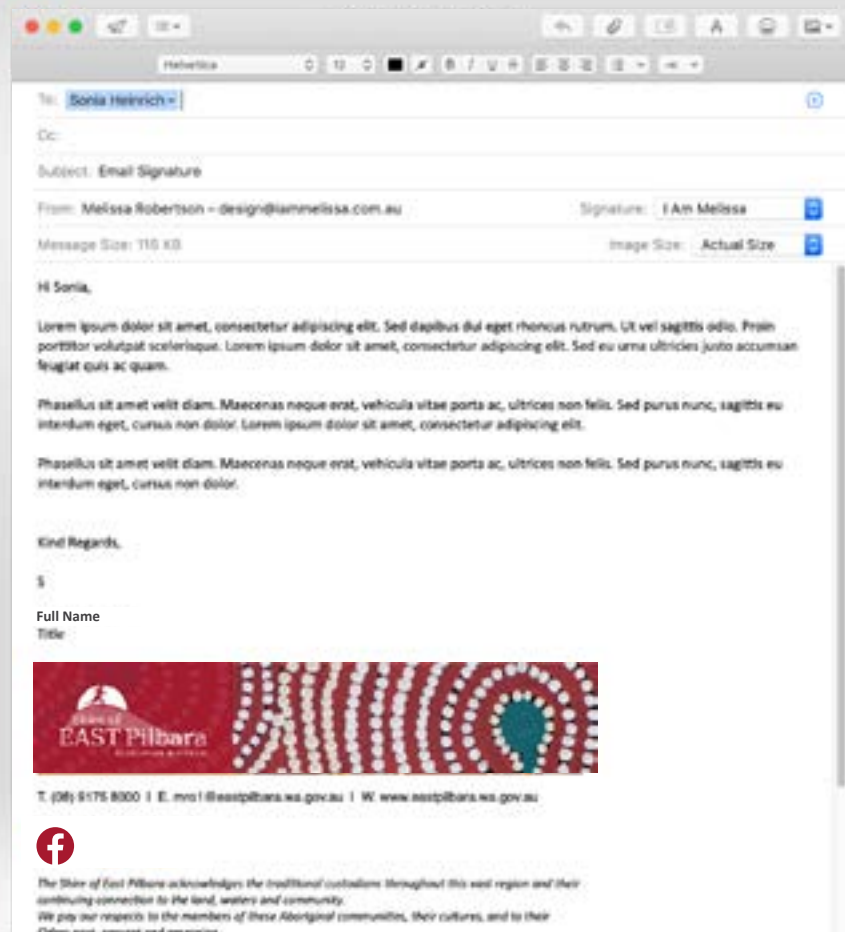
event that requires a personal touch, James Fajardo font can be used, supported by Calibri, which should be separated if the title has a letter that drops below the baseline. James Fajardo is only to be used for one short sentence or title, refer to the examples provided above.

3. The Colour Block is to be used in Shire Red with 90% opacity and

4. Any additional logos are to be placed bottom right-hand corner, in the small and large templates, or in the white colour block in the medium template, so as not to compete with the Recreation & Fitness logo.
5. Embed a URL link to further information relating to the event

where applicable.

6. No text should be placed in the background image.



Email Application

The email signatures establish and reinforce our identity as an organisation. A consistent email signature for everyone in our team will create brand recognition in every person that we correspond with through email.

The layout is to apply as follows:

1. After final sign-off, leave two full lines of space.
2. Insert your name in Calibri Bold 12pt size.
3. Next line insert your title in

Calibri Regular at 12pt size and allow one lines space below.

4. Insert the email signature artwork found in the Recreation & Fitness Brand Toolkit, set to actual size.
5. Insert telephone number, your email, and the web address in Calibri Black at 12pt size. Evenly space each element of the email signature as per the image example provided. Achieve the correct spacing using two spaces, a bar, and another two spaces between each contact method.

6. Add a line of space before inserting the social icon as provided, adding a hyperlink for the URL web address.
7. Next line insert the Acknowledgment of Country in Calibri, Italic, 12pt size.

Active Carrot - Eblast

The header can be changed periodically, the background dimension are 560px x 200px.

Here are the things you should take into consideration when creating the appropriate content:

SUBJECT LINE - Make it clear and engaging so that the recipient wants to open the e-mail.

ARTICLE TITLES - Provide a short summary of the article copy text below.

ARTICLE COPY TEXT - Provide text that is concise and easy to

read. The “Read more” link allows you to provide more information in longer copy text formats.

IMAGES - Ensure that images are in RGB colour profile. The size of the image required is dependent on how the template is developed.

IMAGE OPTIMISATION - Should be at least 75% of the original image.

Please note: Eblast does not offer the Shire Brand Fonts so the closest alternatives have been selected, please do not change these.

Facebook

Purpose: Community engagement

Use this platform as a channel to keep our community up to date.

All Recreation & Fitness brand assets are available for use when creating content for Facebook. Use the following guidelines when preparing content.

1. Our profile image should always include the logo without the text for legibility reasons, and the Colour Block. The background image can be changed for the promotion

of fitness-related events, classes, creche, competitions etc. Please always use the template to ensure the image size is optimised for all devices.

2. The logo with text should always be included in the cover photo in the bottom right-hand corner, with the Contour Graphic as an overlay.
3. The photography selected for the cover photo should always be motivational and community-focused.
4. Add the Recreation & Fitness Contour Graphic to all Shire-owned images used in our

Facebook feed.

5. Keep text to a minimum and always include an image with each post. Utilise landing pages and our website to publish further information, thereby directing followers to our website.

