



COMMERCIAL SEPTICS AUSTRALIA BRAND GUIDELINES

1. Brand Overview

Commercial Septics Australia (CommSep) provides wastewater consulting and design services for the commercial, community, education, and accommodation sectors. Our brand reflects clarity, reliability, and professionalism — taking complex projects and making them simple, compliant, and efficient.

Brand personality:

- Professional but approachable
- Technically strong, clear, and grounded
- Confident, calm, and dependable
- Focused on clarity, compliance, and performance

2. Logo



Primary Logo: Full 'Commercial Septics Australia' logo with the C–A monogram icon.

Use the full colour version wherever possible.




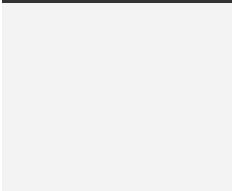
Clear Space: Maintain a clear space equal to the height of the 'C' around all sides of the logo.

Minimum Size: Do not display smaller than 25 mm wide (print) or 150 px wide (digital).

Acceptable Variations:

- Full Colour: Lilac (#C19BCA) and Blue (#2AABE4)
- Mono: All-white or all-black versions for overlays
- Icon Only: The C–A mark may be used as a favicon, social image, or watermark.

3. Colour Palette

Type	Colour Name	Hex Code	Swatch	Use
Primary 1	CommSep Lilac	#C19BCA		Hero colour — headings, accents, icon outlines
Primary 2	CommSep Blue	#2AABE4		Secondary accent — hyperlinks, highlights
Neutral 1	White	#FFFFFF		Backgrounds, clarity
Neutral 2	Charcoal	#333333		Body text, outlines
Neutral 3	Light Grey	#F3F3F3		Background panels, section dividers

4. Typography

Font: Montserrat (all text)

Headings: Montserrat Bold or Semi-Bold

Body: Montserrat Regular

Line spacing: 130–150% for readability

Letter spacing: Slightly increased for headings (0.5–1%)

5. Imagery

Use clean, bright images representing clarity, engineering, and Australian landscapes.

Prefer drone or aerial shots of facilities and sites.

Avoid generic plumbing stock images.

Use abstract graphics showing simplicity and flow in lilac/blue tones.

6. Iconography

Use line-based, minimalist icons in CommSep Lilac (#C19BCA) and Blue (#2AABE4).

Maintain consistent stroke weight and rounded corners.

Examples: caravan park, winery, school, sports oval, wedding venue, log cabin.

7. Voice & Tone

Clear, practical, and confident. Avoid jargon and focus on guiding tone.

Example tone:

“At Commercial Septics Australia, we design and deliver cost-effective, compliant wastewater systems — guiding clients through every stage from design to approval.”

8. Application Examples

Website: White background, lilac accents, blue buttons.

Reports: White or light grey covers, logo top left, lilac headings.

Email signatures: Logo left, name/title in Montserrat, link in blue.

Vehicles: Simplified logo mark, lilac and white palette.

9. Tagline

Simplifying Commercial Wastewater.

Optional supporting line: Design. Approve. Install.