



Moyne Shire Council Corporate Style Guide

Moyne Shire Council

Princes Street, Port Fairy, VIC 3284

Phone: **1300 656 564**

Email: **moyne@moyne.vic.gov.au**

Introduction

THE CORPORATE STYLE GUIDE

The visual identity of Moyne Shire Council (Council) underpins its public image. To maintain the integrity and impact of Council's identity, a consistent and controlled message is expressed through its name, logo, communications materials and visual branding.

These guidelines describe the key elements that represent Council's corporate identity, and directions for appropriate and consistent use across all internal and external communications.

The guidelines are intended to:

- create a clear and cohesive visual style that reflects Moyne Shire Council and its community members
 - ensure that Council's corporate identity is professionally and appropriately presented to local, state and national audiences
 - ensure consistency across all written and visual communications produced by Council
 - strengthen brand awareness
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01 Corporate Logo

Council's logo is the primary visual element that not only identifies the organisation, it also represents the Moyne Shire community.

IN THIS SECTION

- Logo clear space and size
- Application on a background

LOGO

To maintain the integrity and visual impact of the Moyne Shire Council logo, always maintain the correct colour composition and format for the output required.

For digital output, the logo files are available in .png and .jpg formats.

For print output, the logo files are available in .pdf and .eps format.



CLEAR SPACE AND SIZE

It is important to keep the logo clear of any other elements. This will ensure impact and clear visibility.

A clear space zone has been established around the logo. This zone indicates the closest any other element or message can be positioned.

Use the width of the gap between the edge of the logo and the M, to work out the clearspace.



MINIMUM LOGO SIZE

Minimum logo size:
15 mm high



APPLICATION ON A BACKGROUND

Sufficient contrast between the Moyne Shire Council logo and the background is required.

1) Full colour

To be used when there is sufficient contrast between the background and the logo.

2) Alternative colour logo

Can be used as an alternative format on a white or coloured background.

3) Greyscale

To be used for one colour, greyscale printing on a white or light / contrasting background.

4) Reversed

To be used when there is insufficient contrast between the background and the full colour logo.

Available formats

.pdf .png .jpg

FULL COLOUR



ALTERNATIVE



GREYSCALE



REVERSED



ACCESS TO ASSETS

Logos can be found at:

www.moyne.vic.gov.au/Your-Council/Moyne-Shire-Logo

or email: moyne@moyne.vic.gov.au

02 Corporate Fonts

IN THIS SECTION

- Primary font
- Secondary font
- Specialty font

PRIMARY FONT

PRIMARY FONT

Moyne Shire Council's primary corporate font, VIC - Semi Bold is used for emphasising headings.

PRIMARY FONT MONTSEERRAT

MONTSEERRAT

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § \$ % & / () = ? ` ; : ; " ¶ ¢ [] | { } ≠ ¿ ‘
« Σ € ® † Ω ° / ø π • ± ‘ æ œ @ Δ ° ª © f ð , å ¥ ≈ ¸

SECONDARY FONT

SECONDARY FONT

Moyne Shire Council's secondary corporate font Arial, is used for all communications, where possible.

SECONDARY FONT ARIAL

ARIAL

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ § \$ % & / () = ? ` ; : i “ ¶ ¢ [] | { } ≠ ¿ ‘
« Σ ® † Ω “ / ø π • ± ‘ æ œ @ Δ ° ª © f ∂ , å ¥ ≈ ç

SPECIALTY FONT

For specialty applications, specialty font, Wildernewss Typeface is used. This font should be used sparingly.

SPECIALTY FONT WILDERNESS TYPEFACE

Wilderness Typeface

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

03 Corporate Colours

Colour plays an important role in Council's corporate identity system. A palette of primary colours has been developed.

IN THIS SECTION

- Primary colours
- Secondary colours

PRIMARY COLOURS

Moyne Shire Council has two primary corporate colours: blue and navy. These colours have become a recognisable identifier for Council.



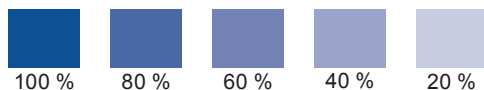
PRIMARY COLOUR BLUE

BREAKDOWN

CMYK : C98 M76 Y12 K2
RGB : R25 G71 B140
WEB : #0F5193



GRADIENT



TONES

100 % 80 % 60 % 40 % 20 %



PRIMARY COLOUR NAVY

BREAKDOWN

CMYK : C91 M15 Y0 K83
RGB : R0 G48 B75
WEB: : #00304B



GRADIENT

SECONDARY COLOURS

The secondary colours are complementary to the primary colours, and should be used to support the primary color palette.



Tones

COLOUR CODES

CMYK : C0 M39 Y89 K0
Pantone : 123U

RGB : R255 G172 B39
Web : #FFAC27



Tones

COLOUR CODES

CMYK : C79 M11 Y45 K0

RGB : R0 G167 B156
Web : #00A79C



Tones

COLOUR CODES

CMYK : C62 M74 Y0 K0
Pantone : Violet U

RGB : R118 G89 B177
Web : #7659B1

04 Corporate Stationery

It is essential that every application be a consistent reflection of Council's corporate identity. This section illustrates approved layouts and specifications for typography, colour and sizing.

IN THIS SECTION

- Letterhead
- With Comps Slip
- Business Cards
- Envelope

LETTERHEAD

This below illustrates approved layouts for the Council's written communications. This letterhead is to be used for all official communication from Council.

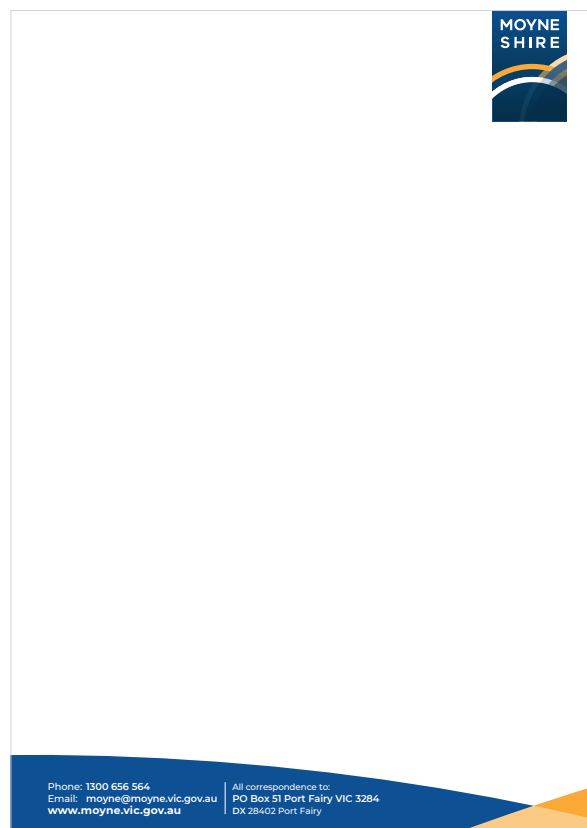
SPECS

Dimensions

A4: 297 x 210mm

Print

CMYK



Phone: 1300 656 564
Email: moyne@moyne.vic.gov.au
www.moyne.vic.gov.au
All correspondence to: PO Box 51 Port Fairy VIC 3284

www.moyne.vic.gov.au

05 Email Signatures

EMAIL SIGNATURES

All Council staff email signatures should be displayed in the below format.



John Citizen

Communications Officer

your.name@moyne.vic.gov.au

PO Box 51, Port Fairy, VIC, 3284

Phone 1300 656 564

Direct (03) 5568 0559

Mobile 0412 345 678

www.moyne.vic.gov.au



Interchangeable ad space



Acknowledgement: *We acknowledge the Traditional Owners of the land and pay our respects to their Elders past, present and emerging, and the Elders from other communities who may reside in the Moyne Shire.*

This message may contain privileged and confidential information intended only for the use of the named addressee. If you are not the intended recipient of this message you are hereby notified that any use, dissemination, distribution or reproduction of this message without prior authority is prohibited. If you receive this email in error, please delete the email and any attachments from your system and advise the sender by return email. Moyne Shire Council respects the privacy of individuals.

06 Media and Advertising

IN THIS SECTION

- Print Ad template
- A4 document templates
- PowerPoint template

PRINT AD TEMPLATES

PUBLIC NOTICE TEMPLATE

Moyne Shire Council Community Update

Section Heading goes here..

Sample text sample text sample text sample text

In accordance with Section 119(3) of the Local Government Act 1989, notice is hereby given that Moyne Shire Council (Council) has amended the Moyne Shire General Local Law No.1-2015 (Local Law) by making Moyne Shire Council General (Amendment) Local Law No.3-2019 (New Local Law)

The objectives of the New Local Law are to:

- revise the Dog Restriction Areas in the map of Port Fairy in Schedule 6 of the Local Law (as referred to in Clause 41.3 of the Local Law), such that the dog restrictions applying to South Beach between Powling Street and the South Beach access steps, and East Beach between Connolly Street and Battery Lane commence on 24 December rather than 1 December each year; and
- include a requirement that dogs must be on-lead within 50 metres of any identified hooded plover nesting site located between Connolly Street and Anna Catherine Drive, Port Fairy.

The effect of the New Local Law delays the commencement of the period when dog restrictions apply to beaches in Port Fairy to more closely align the restriction period with the period of increased visitation and to reduce the impact on shore nesting birds, in particular, hooded plovers.

Copies of the New Local Law may be obtained from the Moyne Shire Council website www.moyne.vic.gov.au/ Your-Council/Local-Laws and Moyne Shire Council offices between 8.45am – 4.45pm weekdays at:

- Port Fairy Office – Princes Street, Port Fairy
- Mortlake Office – 1 Jamieson Avenue, Mortlake

Section Heading

Holcome Road Byaduk to McKinnons Road from 2 November 2020 to 11 December 2020, to reconstruct the Bridge at Weerangout Creek. For information please contact Andrew Ottanelli on **1300 656 564**

Section Heading

Council are excited to introduce the **Moyne Business Facade Improvement Program** – offering local businesses a facelift to the tune of \$5,000 – increasing the appeal of local streetscapes and encouraging capital investment in Moyne's town centres.

The grants are provided on a 1:1 basis of up to \$5,000 for businesses to do work of shop fronts or to their business premises.

For further information and full eligibility details, criteria and guidelines please contact the Economic Development Team on **1300 656 564** or moyne.vic.gov.au/facade

Tenders

Contract No.MS904 Provision of Security Services Caravan Parks

Council is seeking tenders from suitably qualified and experienced security companies to undertake security at Moyne Shire Caravan Parks. Tenders Close on Wednesday 11 November 2020 at 2pm

Tender documents and further information are available from Jill Wade (03) 5558 7888 or www.moyne.vic.gov.au

Employment at Moyne

Community Planning

- 12-month Part Time position (0.6 EFT)
- Located in Port Fairy
- \$39.85 - \$43.24 per hour

We seek a suitably experienced applicant to facilitate the development of Community Plans in collaboration with community members across the Moyne Shire. These plans will guide the development of the towns, identify and support the community projects, and establish processes for effective communication.

Applications close 10am Monday, 9 November 2020

Cultural and Community Development Support Officer

- Permanent Part Time (0.9 EFT)
- Located in Port Fairy
- \$30.97 - \$32.62 per hour

We're seeking an experienced and enthusiastic applicant to join our Cultural and Community Development team.

Applications close 10am Monday, 9 November 2020

Kindergarten Teacher – 3 Year Old Program

- Permanent Part Time
- Two days per week
- Located in Kororoit

We're seeking a suitably qualified and passionate individual to provide high quality Early Childhood education in our 3-year-old program. The successful applicant will work closely with council staff, service providers and the community to maximise outcomes for children in our care.

Applications close 10am Monday 16 November 2020

Messages from Moyne

Sign up to receive Council's free monthly community eNewsletter, for the latest news, stories, service and support opportunities.

Subscribe today at www.moyne.vic.gov.au/newsletter



To apply

To apply for any position, please obtain an information package at: www.moyne.vic.gov.au/careers or call **1300 656 564**



DOCUMENT TEMPLATES

A4 document templates are available for the creation of in-house communication materials. Microsoft Word templates include:

- Front cover styles
- Back cover styles
- Character and paragraph styles for all text



POWERPOINT TEMPLATE



The Title of your Presentation Goes Here

Subtitle of your presentation can go here

This part is optional. A brief description of your presentation can go here if you like.



Connect to Council | www.moyne.vic.gov.au

07 Naming and Tone of Voice

A consistent, unified message maintains and strengthens the Moyne Shire Council identity.

NAMING

When referring to Moyne Shire Council in text, it should be displayed as per below, specifically upper and lower case:

First instance: **Moyne Shire Council (Council)**

Second instance: **Council**

TONE OF VOICE

A Leader

Professional, trustworthy, helpful, community-oriented

Personable

Council feels like a friend that is there to help guide you.

Empowering

A strong advocate and able to offer a range of opportunities.



FOR COMMUNICATIONS ENQUIRIES PLEASE CONTACT:

Moyne Shire Council

Princes Street
Port Fairy VIC 3284

Phone: **1300 656 564**

Email: **moyne@moyne.vic.gov.au**

www.moyne.vic.gov.au
