City of Darwin

BRAND GUIDELINES

CITY OF DARWIN

WELCOME

City of Darwin's brand is not just a logo. It's a suite of design elements that create an identity that is uniquely ours.

This document will guide you in the use of the design elements that make up our brand, assisting you in producing compelling communications based around consistent brand execution while providing the opportunity for creative flexibility.

These simple guidelines are provided to ensure consistency in the use of the City of Darwin brand. They are presented in sections that begin by defining the various components of the City of Darwin brand before then providing examples of how the identity can be brought to life.

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INTRODUCTION

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1.1 OUR BRAND PERSONALITY

Our brand is much more than just a logo. It keeps all our communications consistent. It tells our audience who we are, why we're here, and the value we create. Our brand helps our community identify us, our facilities and our services.

Who we are ✔

Authentic

Welcoming

Optimistic

Inclusive

Progressive

Vibrant

We are not ✖

Formal

Traditional

Lazy

**Bustling**

Crowded

Subdued

1.2 BRAND STORY

Darwin. It's no longer a small, sleepy town. It's an active place where modern streetscapes meet the tropics. It's where the colours are brighter, the personalities are bigger, and where the welcomes are as warm as the weather.

Darwin is a place where you can enjoy a relaxed lifestyle, connect with those around you, and look to the future with excitement while reflecting on the past with respect.

We are enthusiastic about what lies ahead, proud of our heritage, and treasure the ancient Larrakia culture, which holds a special place in our past, present and future.

With our aqua-blue harbour, fiery sunsets, strobing lightning storms and diverse marine and savannah landscapes, our natural environment is equal parts pristine and rugged.
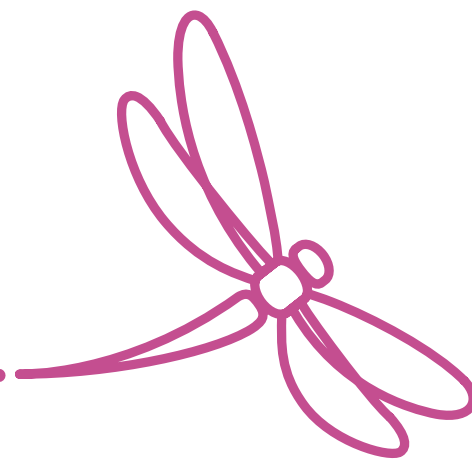
1.2 BRAND STORY

We value and protect our community's diversity. It makes us who we are. From the descendants of Darwin's traditional owners – the Larrakia – and people from other First Nations to those who join us from across the seas and land: welcome. We're glad you call Darwin home.

The City of Darwin brand identity harnesses colour and movement to reflect our 2030 vision of *City for People. City of Colour*. Our brand is inspired by this vision, with elements connecting to tell a consistent narrative of connection, inclusion, authenticity and vibrancy.

The dragonfly in City of Darwin's logo represents a harbinger of change and is a symbol of optimism and progress. And like our city, the dragonfly is vibrant, adaptive, and energetic.

1.3   BRAND HIERARCHY

City of Darwin has one brand: **the corporate brand.**

As City of Darwin only has one brand, we also only have one logo: **the corporate logo.**

Complementing the corporate brand sits two sub-identities that represent key services and initiatives of the organisation with discrete target audiences and applications.

The corporate logo should be used in all instances relating to City of Darwin unless for the specific purposes of the sub-identities as listed below.

LAUNCH

LAUNCH is part of City of Darwin's youth program, working with young people aged 12 to 25 who live, work or study in the Darwin municipality. The LAUNCH logo should always be used in conjunction with the City of Darwin logo in a logo lockup.
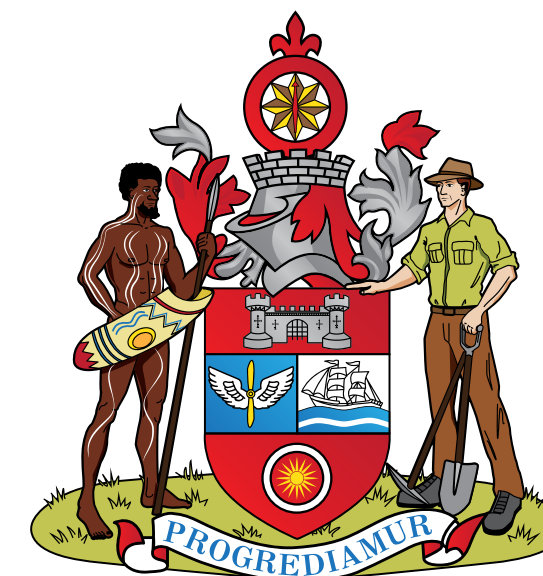
Office of the Lord Mayor Coat of Arms

The Lord Mayor's crest is used in correspondence and on awards relating to the Lord Mayor's office. The crest was developed in the 1960s and is currently being reviewed by the Reconciliation Working Group

Corporate logo

LAUNCH

Lord Mayor Coat of Arms

BRAND ELEMENTS

02

2.1 BRAND OVERVIEW

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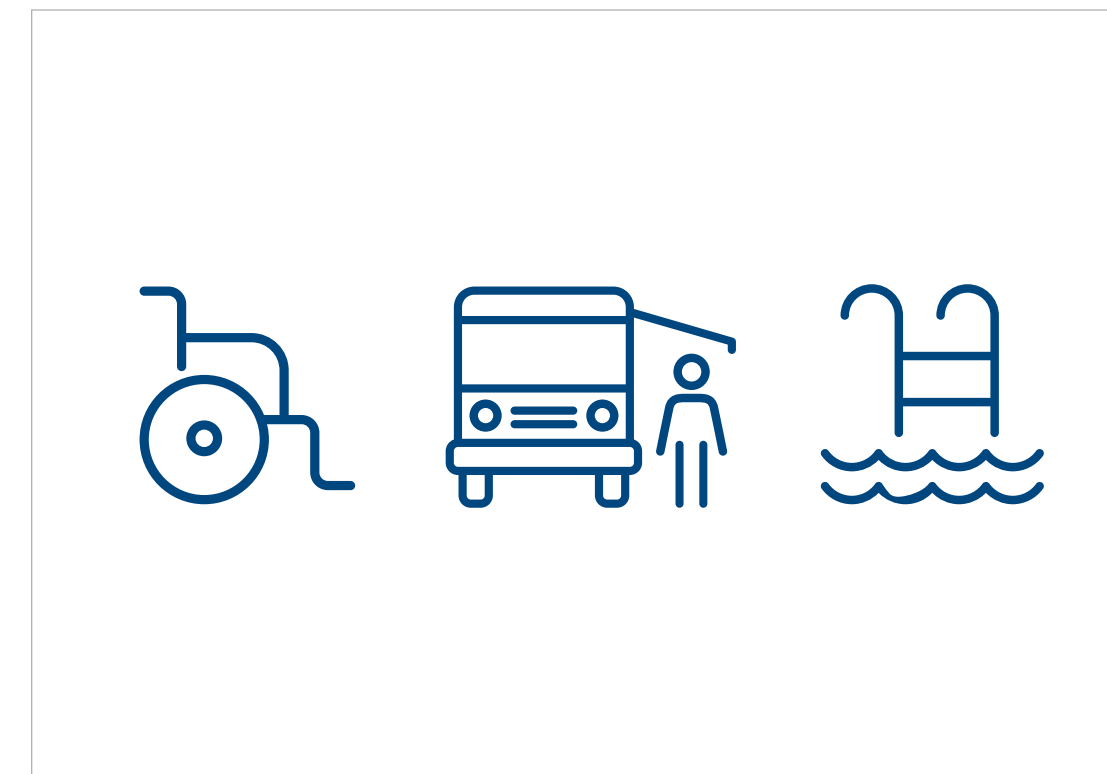
Photography	Page 37

2.2   THE LOGO

The integrity of City of Darwin's logo must be maintained at all times.

The logo comprises of two elements:

- The typeface
- The dragonfly

The font used in the logo is Bree Regular for 'CITY OF' and Bree Bold for 'DARWIN'.
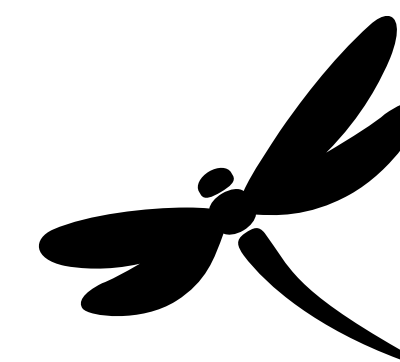
The Typeface

The Dragonfly

City of Darwin logo

CITY OF DARWIN + = **CITY OF DARWIN**

CITY OF DARWIN + = **CITY OF DARWIN**

2.2.1 LOGO ORIENTATION

The logo elements (symbol and type) can be used in two different orientations:

- Stacked
- Horizontal

The stacked logo is the preferred lock-up and this should be used in preference over the horizontal lock-up. There are cases where the stacked logo is not suitable. In this instance the horizontal logo may be used where there is limited space and layout restrictions.

Always use the artwork provided for the City of Darwin logo. Never attempt to recreate it.

Stacked Logo - Preferred lock-up

Horizontal Logo - Use only where space or layout restrictions are limited

2.2.2 LOGO COLOUR VARIATIONS

There are four colour variations available for each of City of Darwin's logos (both stacked and horizontal):

- Full colour
- Full colour reversed
- Mono white
- Mono black

The examples opposite show acceptable use of the various logo types.

Full colour
This logo should be given preference over the other colour versions. This logo may only be used on a white background.

Full colour reversed
This logo should only appear on a background colour that is the City of Darwin navy, or black.

Mono black and white variations
These logos can be used on a block colour background, gradient background or uncluttered image background.

Always ensure that the contrast between the logo and image is high enough to maintain legibility of the logo itself.

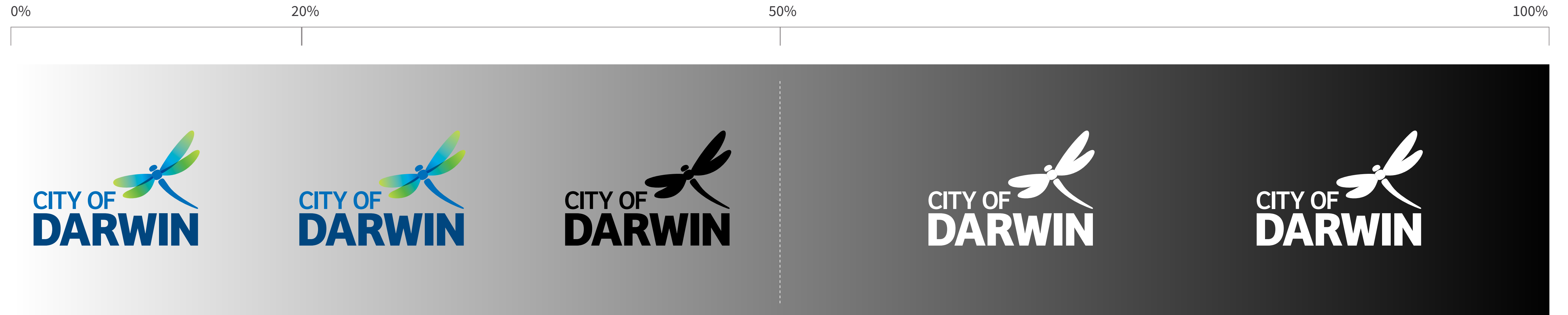Full colour logo

Full colour reversed

Mono white

Mono black

2.2.3 LOGO USAGE

Always ensure that the contrast between the logo and image is high enough to maintain legibility of the logo itself.

0%   20%   50%   100%

✓ Use the full colour logo when the background colour is between 0% to 20% after conversion to grayscale

✗ Do not use the full colour logo on a background when the colour value is between 20% and 50% after conversion to grayscale.

✓ Use the mono black logo on a background when the colour value is between 20% and 50% after conversion to grayscale.

✓ Use the reverse logo when the background colour value is between 50% and 100% after conversion to grayscale.

✓ Use the reverse logo when the background colour value is between 50% and 100% after conversion to grayscale.

2.2.4 LOGO VARIATIONS

There are variations of the corporate logo that are useful for representing facilities and Elected Members.

Logo variations must follow the same rules and guidelines as the standalone City of Darwin logo. Colour variations of these logos are available from the Marketing, Communications and Engagement team.

Facilities logos

The corporate logo provides for the integration of City of Darwin's asset and place names into the overall logo format, thereby strengthening community recognition of the link between City of Darwin and its facilities.

Elected Members logo

The Councillor logo variation is to be used for official correspondence from City of Darwin Elected Members, with exception of the Lord Mayor, who will use the corporate logo or Lord Mayoral coat of arms for his/her official correspondence.

City of Darwin facilities logos

Elected Members logo

Clear space

To maintain the clarity and integrity of all City of Darwin logos, a minimum clear space must be observed in all applications.

No type or other visual elements should enter the clear space area, and wherever possible additional clear space should be applied.

The clear space is calculated by doubling the height of the letter 'C' in 'City' for both the horizontal and stacked versions.

Minimum size

The stacked logo should never be below 22mm in width when printed, and the horizontal logo should never be below 32mm in width when printed.

The minimum size guides ensure that logos are always clear and legible.

Clear space

For print, the clear space is calculated by doubling the height of the letter 'C' in 'City' for both the horizontal and stacked versions.

Minimum size

22mm

The stacked logo should never be below 22mm in width when printed.

32mm

The horizontal logo should never be below 32mm in width when printed.

2.2.6 LOGO PLACEMENT

The City of Darwin logo should be most often be positioned in the bottom right of communications materials, with the exception of TVC and video end frames, where a centred position with generous clear space works best.

The height of both lines of text in the logo is a good indicator of the minimum space that should surround the logo when positioned in the bottom right of a design.
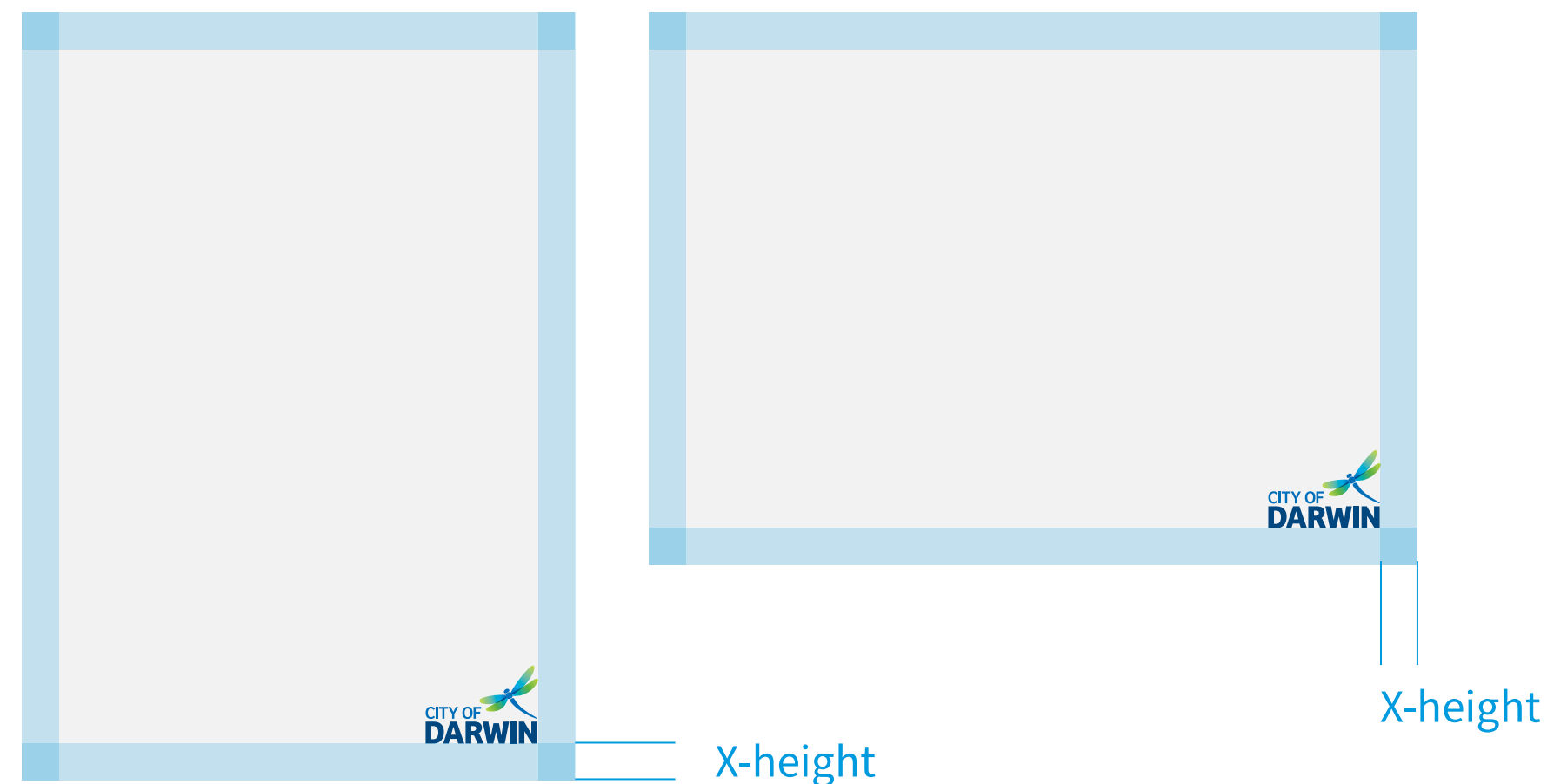
NOTE

City of Darwin branded corporate documents may also position the logo at the top right of the page.

Preferred margin space

X-height

CITY OF DARWIN

Examples of margin space on portrait and landscape documents

CITY OF DARWIN

X-height

X-height

TVC and video end frame example

CITY OF DARWIN

X-height

X-height

2.2.7 INCORRECT USE OF LOGO

All logos should be reproduced exactly as shown in these guidelines. No attempt should be made to redraw, stretch or distort the logo in any way.

The same rules apply for all sub-identity logos.

Use only the provided logo artwork. For access to the official City of Darwin logos, please see the contact details on page 50.

DO NOT redraw, reformat or substitute fonts to change or mimic the logo

DO NOT stretch the logo out of proportion

DO NOT alter or resize elements within the logo

DO NOT reposition the logo elements

DO NOT add any extra graphic elements e.g. boxes around the logo or drop shadows

DO NOT substitute or alter the logo colours

DO NOT place the logo over any part of a person's face

DO NOT place the logo over a busy or cluttered background

DO NOT reproduce the logo in grayscale

DO NOT place the reverse logo over a background that is too light

DO NOT place the black logo over a background that is too dark

DO NOT place the colour logo over an image.

2.2.8 CO-BRANDING

Only the City of Darwin corporate logo can be used in co-branding applications. None of the sub-identities should be used in these applications.

Always ensure the logos feel as though they are equal in relationship and are equally balanced – rather than having to be the same height.

When the logo needs to sit along side an additional sponsor or supporter, size, placement and relevance need to be considered.

To the right are some examples of co-branding to maintain optimum presence of the logo amongst other brands.

Co-branding examples

Always ensure the logos feel as though they are equal in relationship and are equally balanced – rather than having to be the same height.

Mono co-branding examples

2.2.9 BIDJPIDJI

To acknowledge our cultural heritage and the First Nations people of Darwin, City of Darwin developed its very first Reconciliation Action Plan (RAP) in 2020. Local Larrakia artist, Jason Lee, designed a Larrakia version of the City of Darwin dragonfly.

This dragonfly must only be used in relation to activities and actions from the RAP and should always be used in conjunction with City of Darwin's logo.

There is a full colour version and an outlined version of the Bidjpidji graphic element available. The outlined version should only be produced in the City of Darwin brand colour palette.

Bidjpidji logo – Full colour
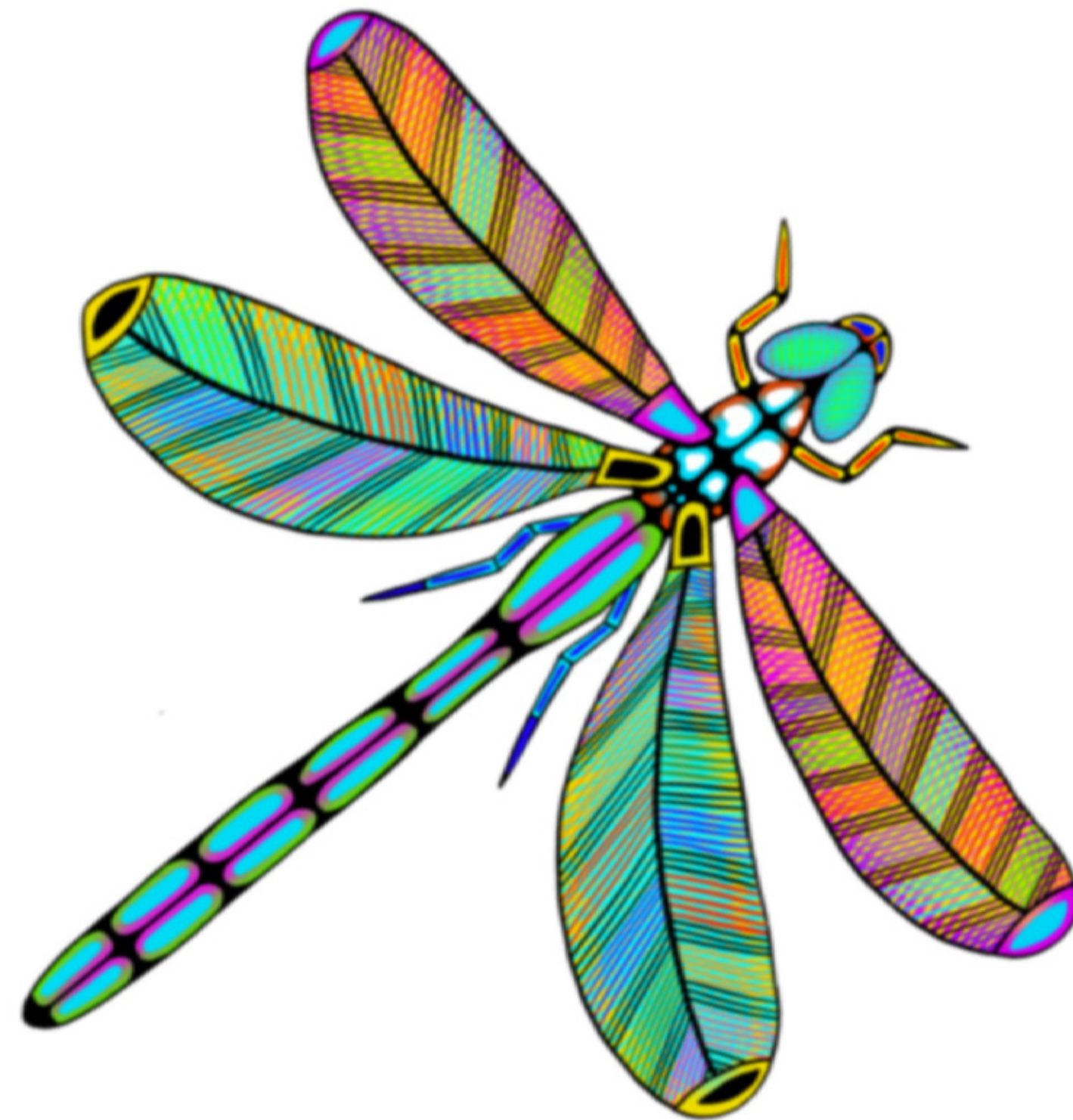
Bidjpidji logo – Outlined

2.3 COLOUR PALETTE

2.3.1 PRIMARY COLOUR PALETTE

The City of Darwin primary palette is based on the logo, and is an important feature of our brand.
In our brand identity they share equal priority.

This palette can be applied across all branded collateral, however, only the primary palette must be used when it's important to maintain a corporate appearance such as for official documentation, forms, permits, and permanent signage.

Refer to the Brand in Action section of the guidelines for examples of the primary and secondary palette in application.

LIME	GREEN	LIGHT BLUE	NAVY	TEAL	MID BLUE
R 133 C 53	R 30 C 78	R 0 C 100	R 0 C 100	R 0 C 90	R 0 C 100
G 196 M 0	G 159 M 0	G 154 M 16	G 70 M 57	G 161 M 10	G 111 M 52
B 65 Y 100	B 69 Y 98	B 222 Y 0	B 127 Y 0	B 143 Y 55	B 186 Y 0
K 0	K 13	K 0	K 38	K 0	K 0
HEX:	HEX:	HEX:	HEX:	HEX:	HEX:
#85c441	#1e9f45	#009ade	#00467f	#00a18f	#006fba
Pantone:	Pantone:	Pantone:	Pantone:	Pantone:	Pantone:
367 C	361 C	299 C	541 C	3268 C	2935 C

2.3.2 SECONDARY COLOUR PALETTE

Secondary colours are used as a supporting palette to the primary colours. These additional colours are useful when a larger range of colours is required, for example, on invites, creative campaigns or PowerPoint presentation sections.

These colours can be used when there is opportunity to appear more friendly and less corporate, such as in public facing collateral, annual reports, temporary signage, promotional material and campaign creative.

Refer to the Brand in Action section of the guidelines for examples of the primary and secondary palette in application.

Only use tints of these colours in tables, graphs, charts and website interaction boxes. Do not use these colours for body copy.

PEACH		PINK		MAGENTA		PURPLE		LIGHT ORANGE		ORANGE	
R 242	C 0	R 218	C 6	R 186	C 11	R 134	C 50	R 243	C 0	R 220	C 10
G 106	M 73	G 50	M 94	G 1	M 100	G 32	M 100	G 108	M 72	G 65	M 90
B 88	Y 65	B 74	Y 67	B 122	Y 0	B 121	Y 10	B 33	Y 100	B 40	Y 100
	K 0		K 3		K 15		K 10		K 0		K 0

HEX:	HEX:	HEX:	HEX:	HEX:	HEX:
#f26a58	#da324a	#ba017a	#862079	#f36c21	#dc4128
Pantone:	Pantone:	Pantone:	Pantone:	Pantone:	Pantone:
2029 C	205 C	253 C	2612 C	1585 C	1665 C

2.3.3 BASE COLOURS

Base grey is the preferred body type colour, however, 100% black is used in our Microsoft templates and can be used as an alternative when necessary. Base grey should not be used for headings.

Base white can be used for backgrounds.

BASE GREY		BASE WHITE	
R 59	C 70	R 254	C 0
G 57	M 65	G 254	M 0
B 60	Y 60	B 251	Y 1
	K 50		K 0

HEX:	HEX:
#3b393c	#fefefb
Pantone:	Pantone:
PMS Black 7C	PMS 482C (20% tint)

2.3.4 GRADIENTS

There are six gradients included in the City of Darwin brand. Three are made from the primary colour palette, and three from the secondary palette.

The preference is for gradients to run horizontally from light to dark, however gradients can run vertically to meet accessibility requirements.

There is no gradient for the base colours.

Primary colour palette gradients

GREEN GRADIENT	BLUE GRADIENT	TEAL GRADIENT
Lime Green	Light blue Navy	Teal Mid blue

Secondary colour palette gradients

PEACH GRADIENT	PURPLE GRADIENT	ORANGE GRADIENT
Peach Pink	Magenta Purple	Light orange Dark orange
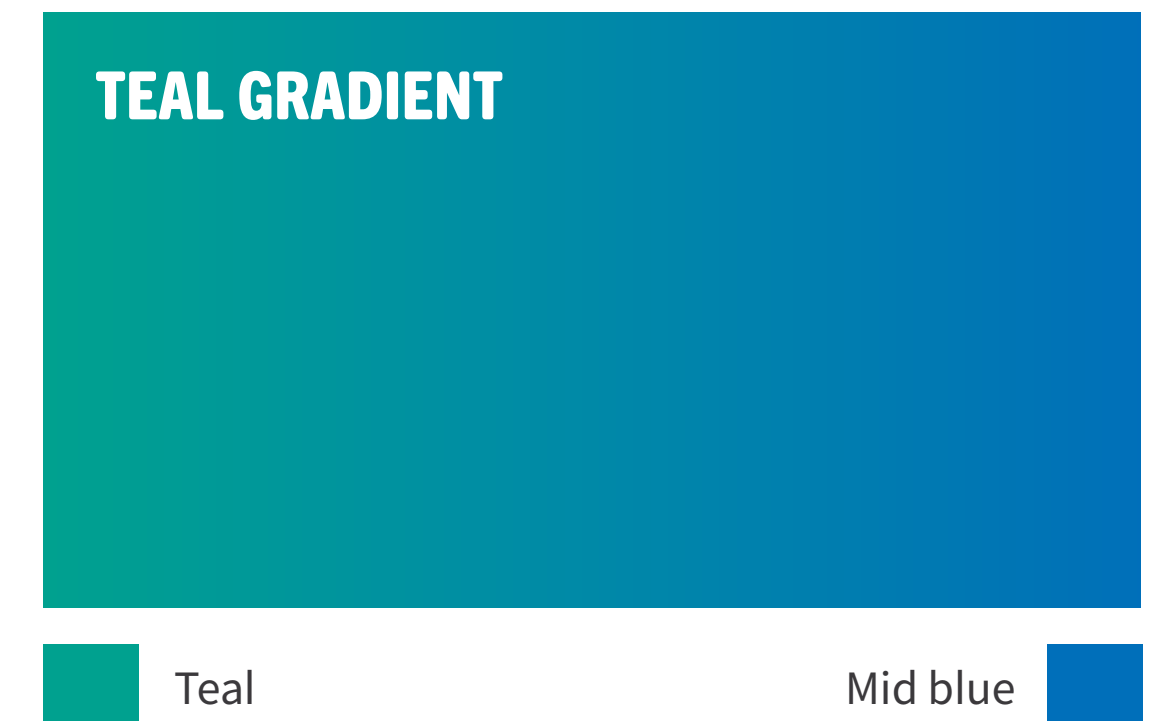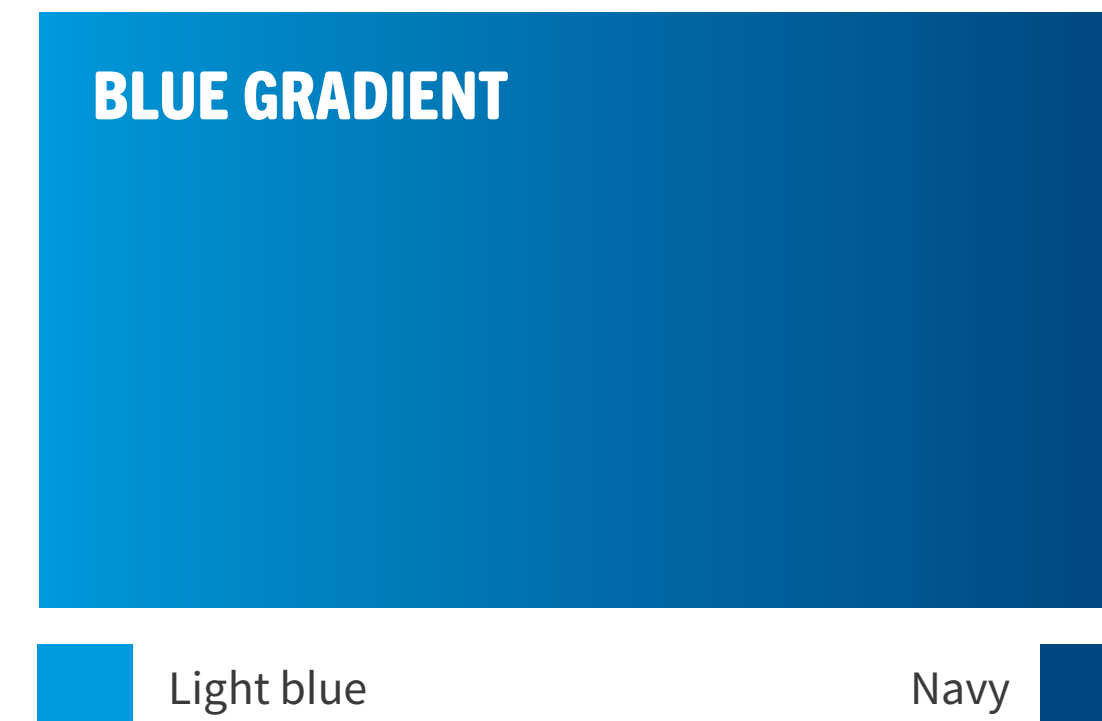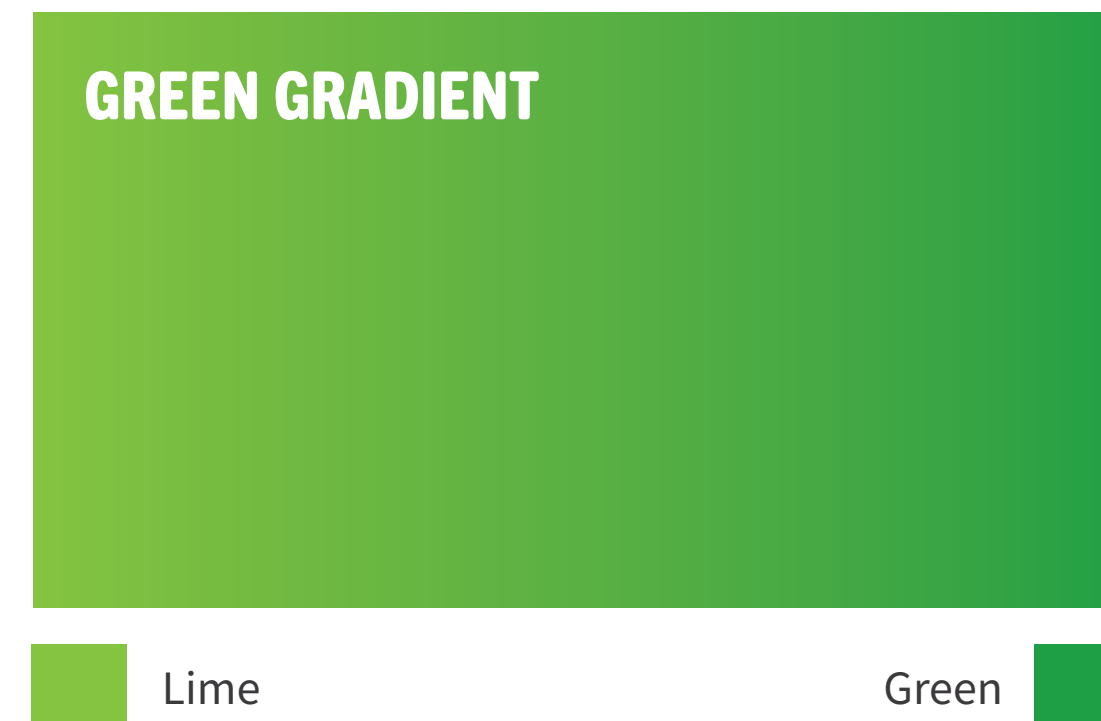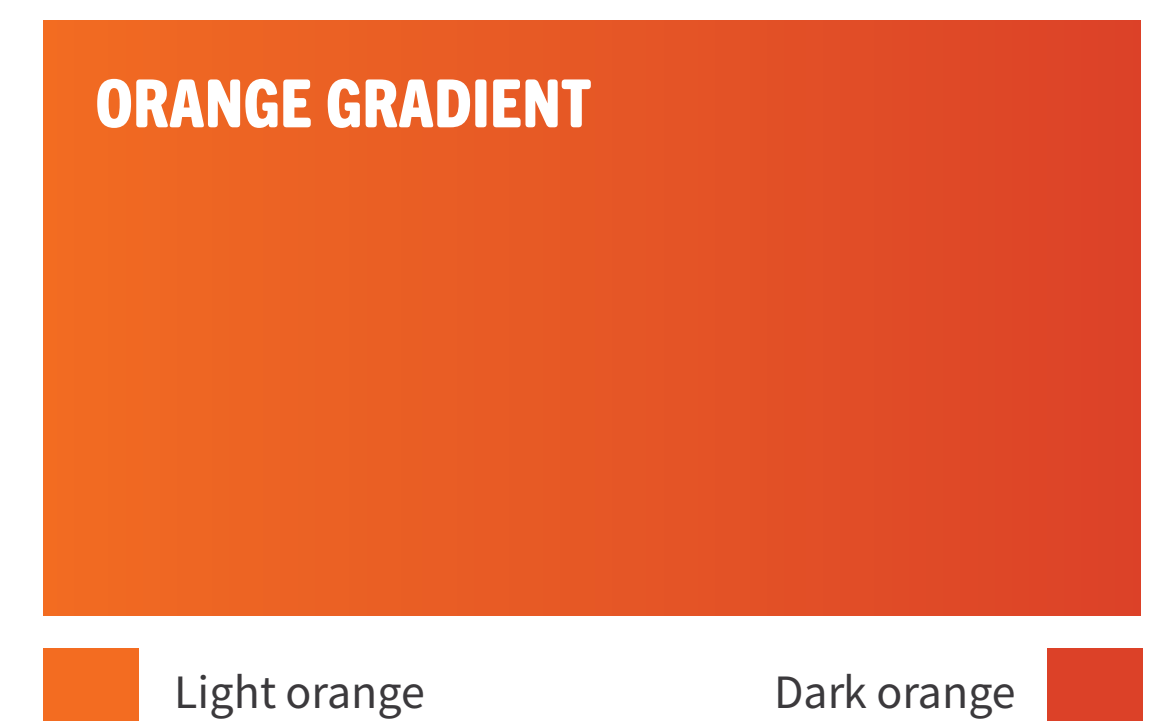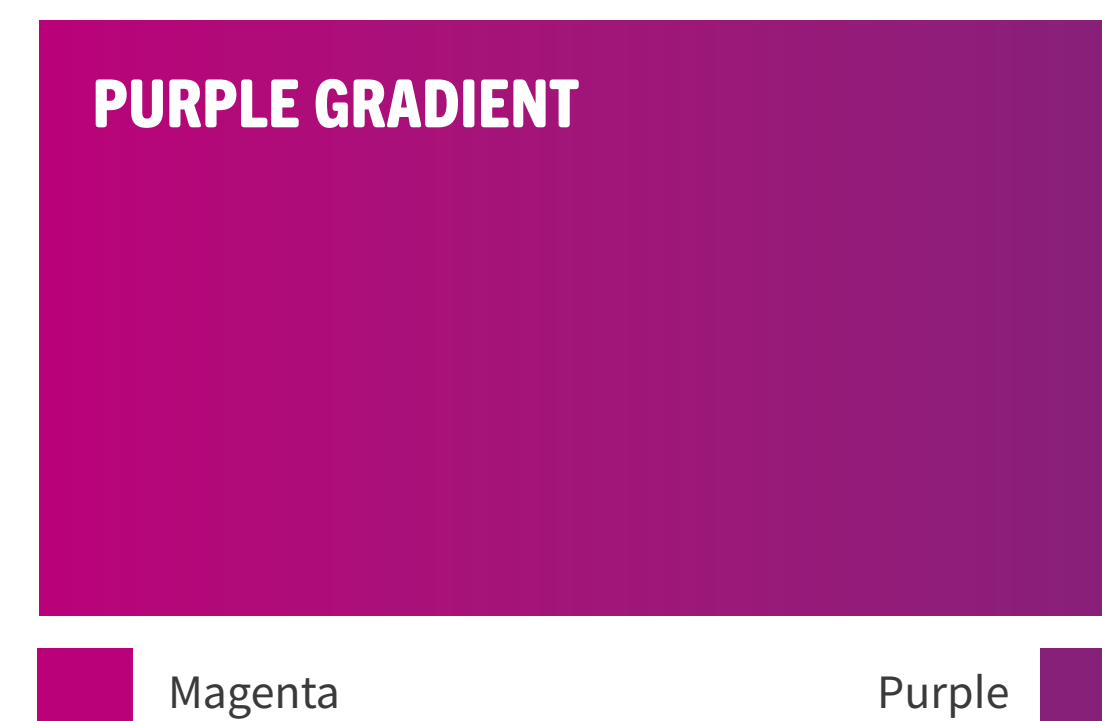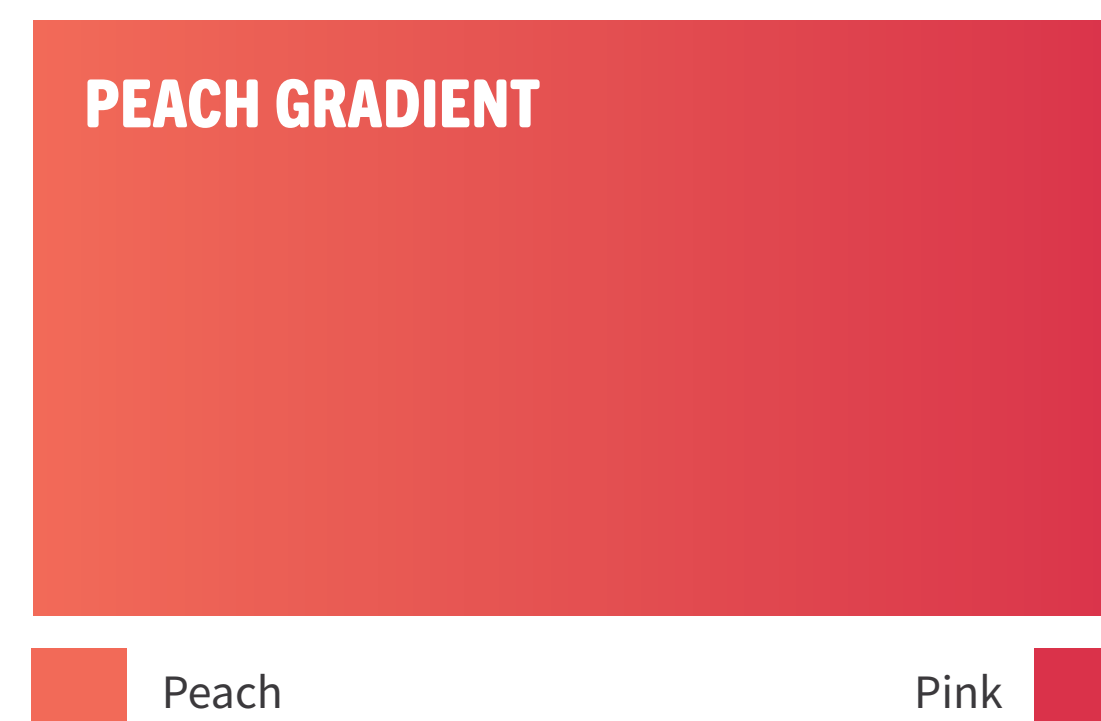
2.3.5 COLOUR THEMES

There are six 'colour themes' included in the City of Darwin brand. Three primary colour themes, and three secondary colour themes.

Each colour theme includes:

- a light colour
- a dark colour
- a gradient
- base white, and base grey

It is preferred that only one colour theme is used in a single design, however, if there is more flexibility required such as for an annual report then multiple colour themes can be used.

Green colour theme

Blue colour theme

Teal colour theme

Peach colour theme

Purple colour theme

Orange colour theme

2.3.6 DRAGONFLY KEYLINE COLOUR

The dragonfly keyline is a key visual graphic asset of the City of Darwin brand.

The dragonfly keyline should always appear at an 80% tint of the lightest colour used in the colour theme.

For example, in the green colour theme, the dragonfly keyline should appear at an 80% tint of the lime colour.

Where possible, the dragonfly should be positioned in the darkest part of the gradient to achieve maximum contrast.

Keyline on primary palette gradients

GREEN

80% Lime
100% Lime

BLUE

80% Light blue
100% Light blue

TEAL

80% Teal
100% Teal
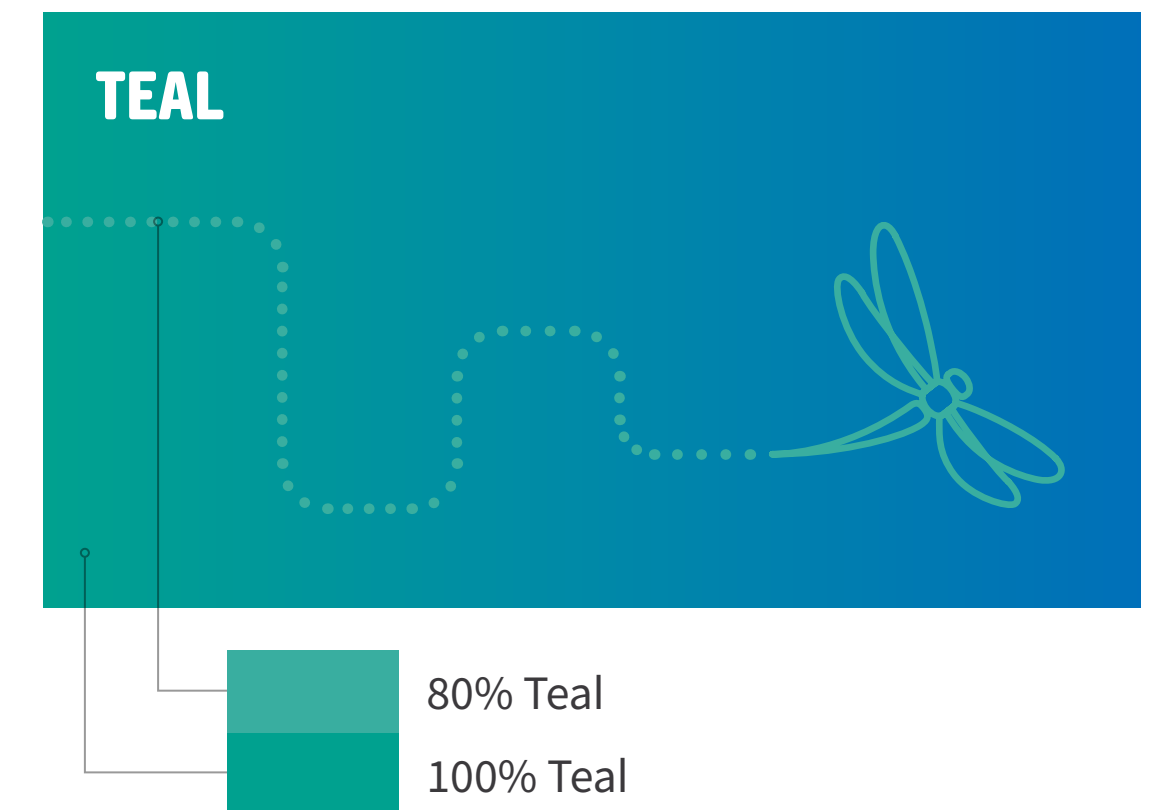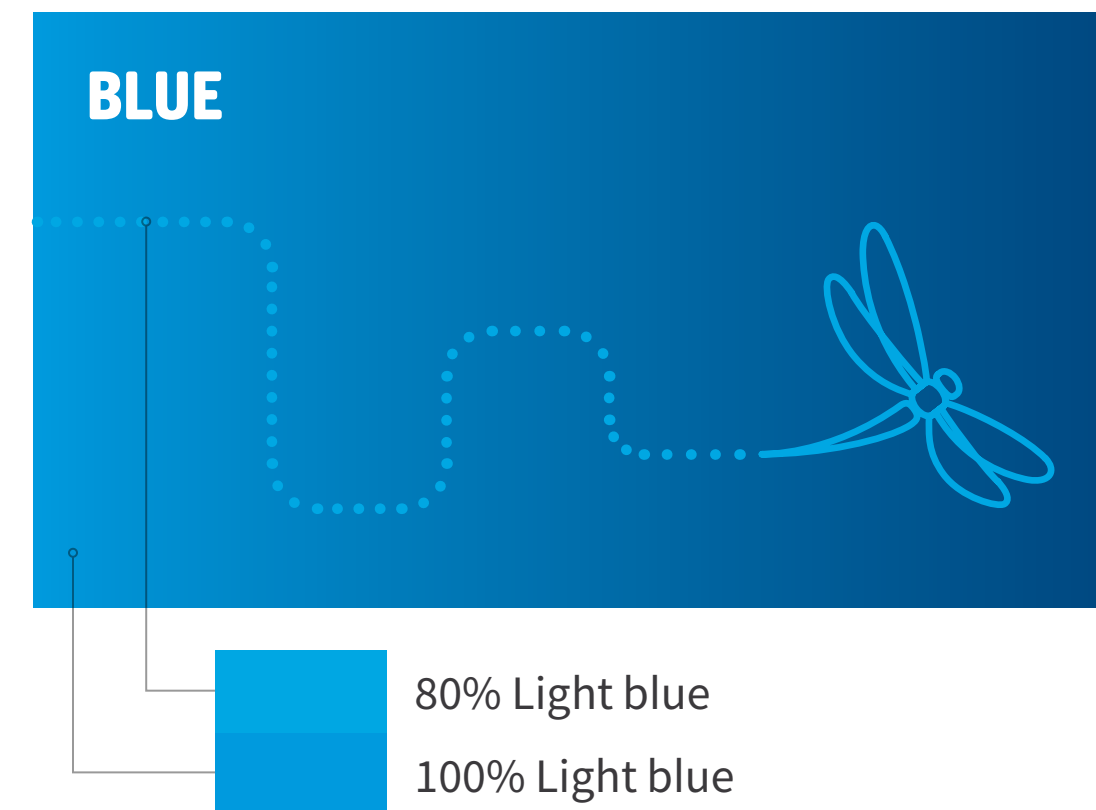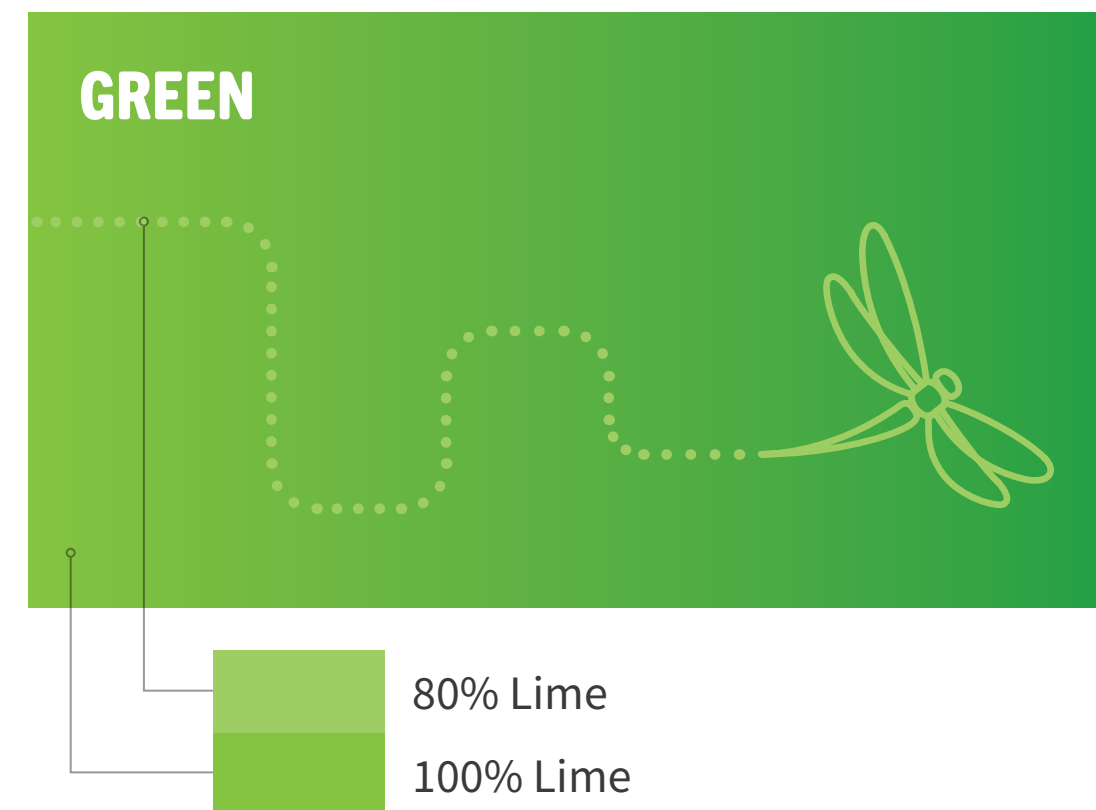
Keyline on secondary palette gradients

PEACH

80% Peach
100% Peach

PURPLE

80% Magenta
100% Magenta

ORANGE

80% Light orange
100% Light orange
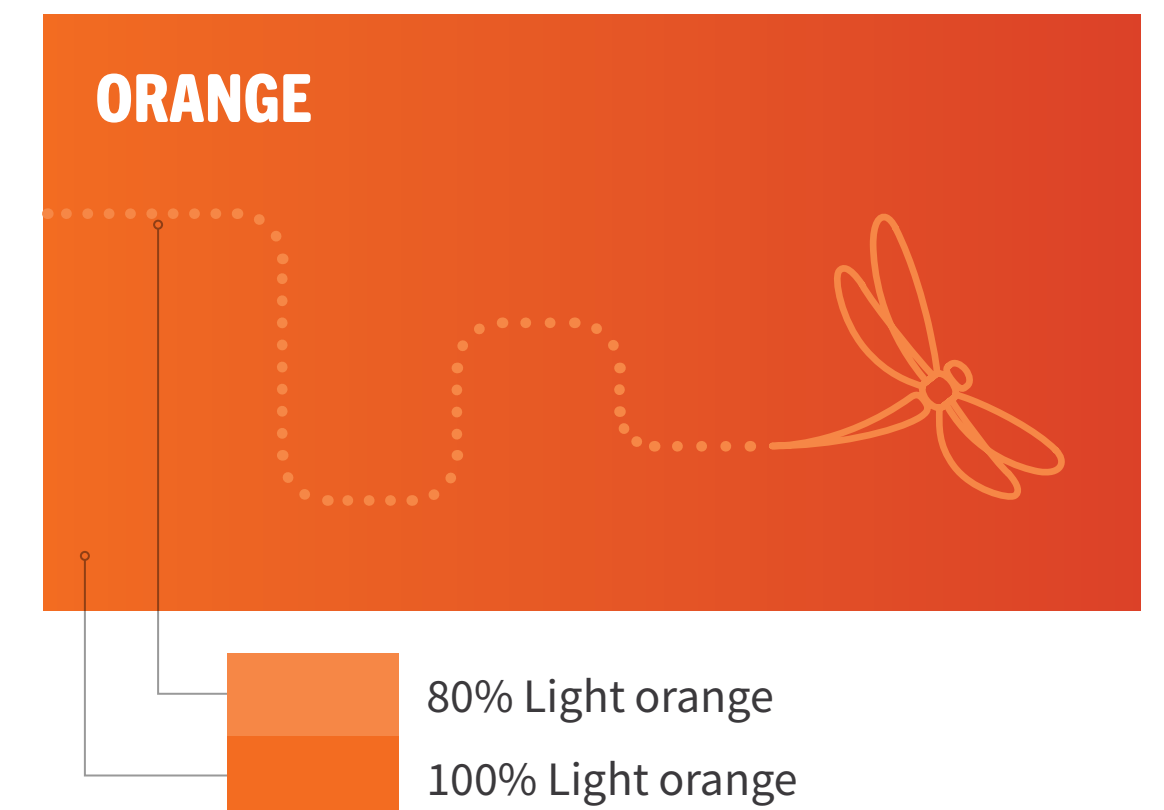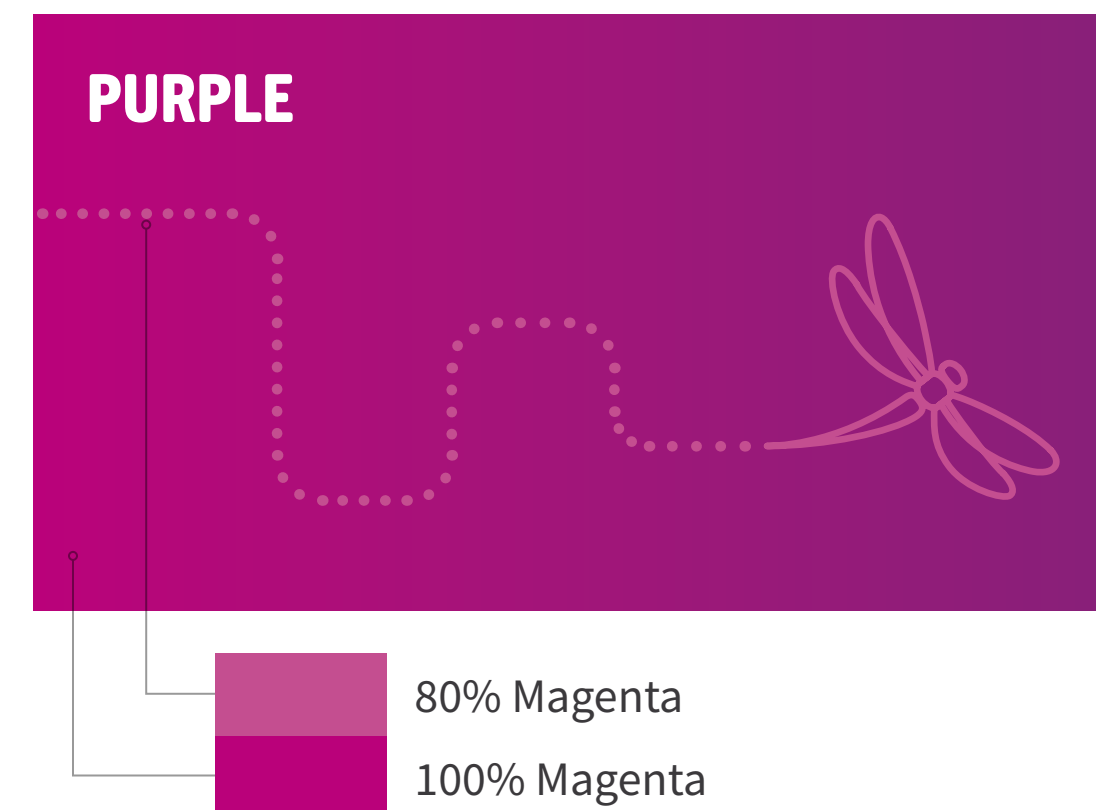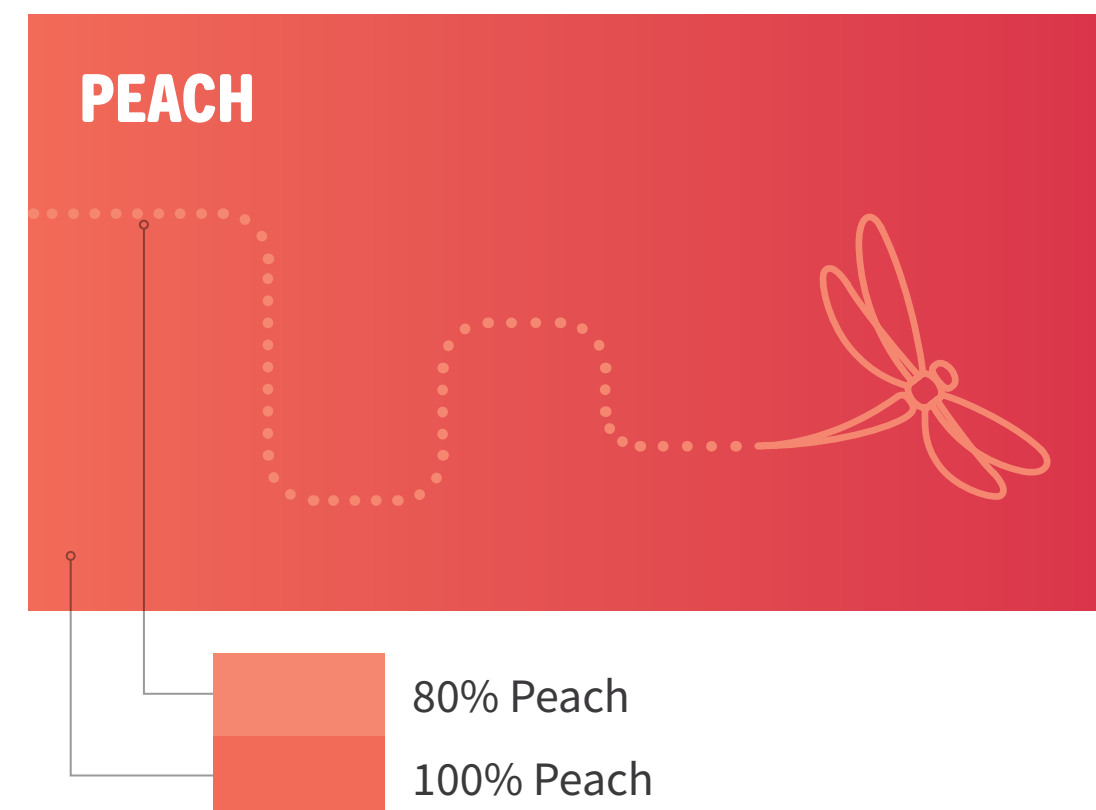
2.3.7 COLOURWAYS

Depending on the content of the design, there are two choices of 'colourways' for a design, that is the dark colourway, or the light colourway as shown opposite.

The dark colourway (gradient background) can be used when there is opportunity to have more colour in the design, such as for a report cover, or a title slide. Body copy should not be used on a coloured background unless the text is larger than 18pt/24px for accessibility purposes.

The light colourway (white background) should be used when more white space is necessary, such as for maximum legibility of text, large amounts of body copy, or for more minimal looking designs.

Dark colourway guidelines
- Background: gradient
- Dragonfly keyline: 80% tint of lightest colour in colour theme
- Text: white
- Body copy: white

Light colourway guidelines
- Background: base white
- Dragonfly keyline: 80% tint of lightest colour in colour theme
- Text: 100% tint of darkest colour in colour theme
- Body copy: base grey

Dark colourway - Teal colour theme example

LOREM IPSUM DOLOR SIT AMET

Lorum ipsum dolor set

Background: teal gradient

Text: white

Dragonfly keyline: 80% tint of lightest colour in colour theme

Body copy: white

Light colourway - Teal colour theme example

LOREM IPSUM DOLOR SIT AMET

Lorum ipsum dolor set

Background: base white

Text: 100% tint of darkest colour in colour theme

Dragonfly keyline: 80% tint of lightest colour in colour theme

Body copy: base grey
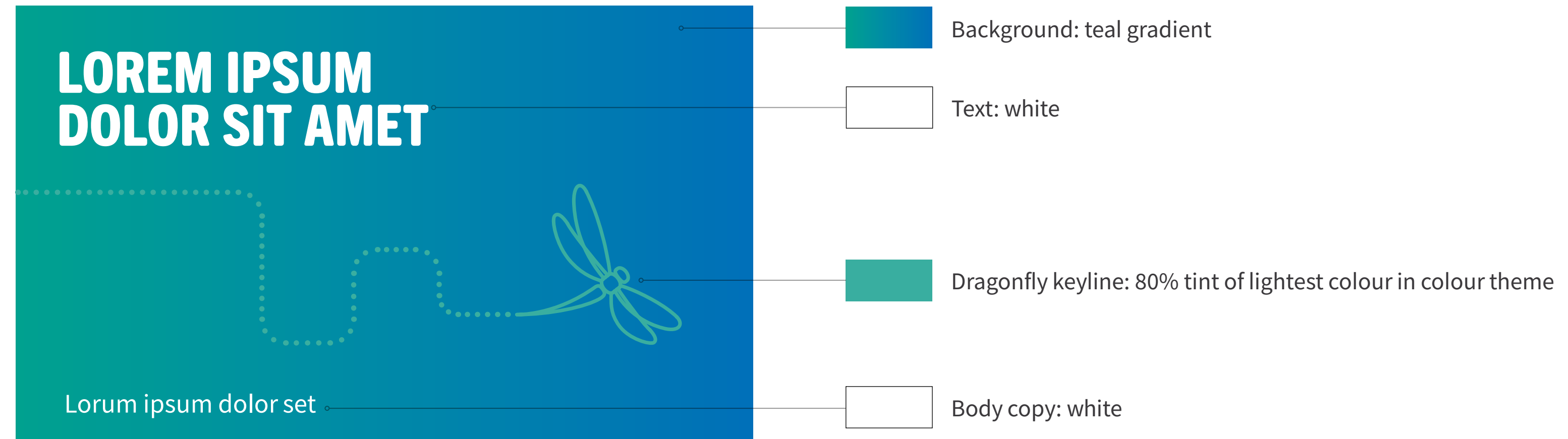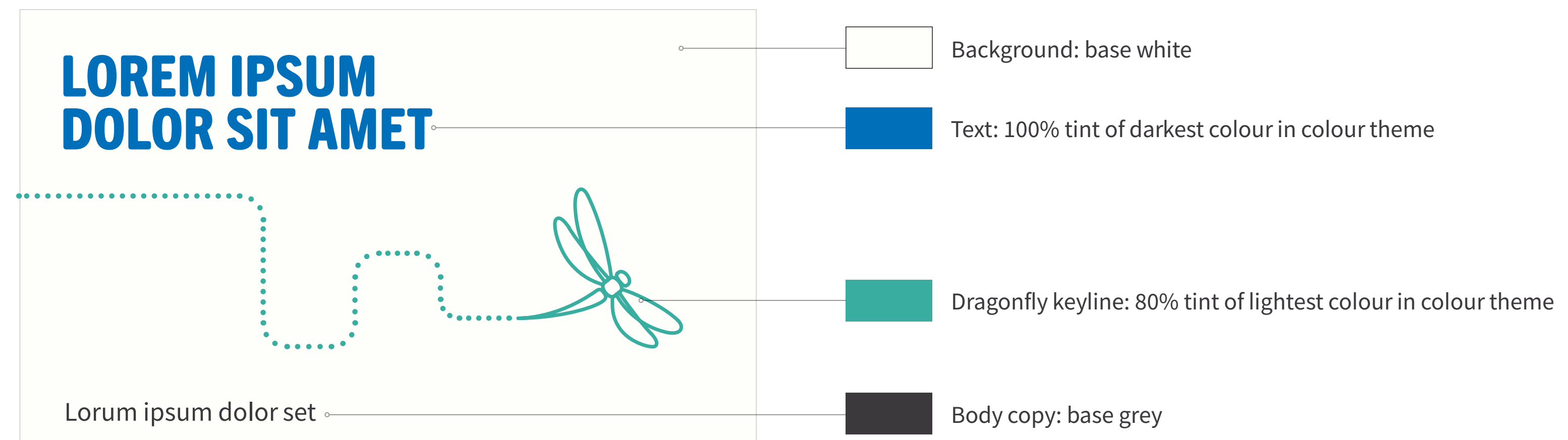
2.3.7 COLOURWAYS

Here are examples of all the different colourways available as a part of the City of Darwin brand.

There are 12 colourway options available.

Dark colourway (primary colours)

LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET

Light colourway (primary colours)

LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET

Dark colourway (secondary colours)

LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET

Light colourway (secondary colours)

LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET

2.4 TYPOGRAPHY

The City of Darwin brand fonts are to be used across all print and digital applications except for instances where they are not available such as internal Microsoft Office templates (see page 29 for more information).

Trade Gothic Next SR Pro Heavy Condensed

Used for headlines, feature text and for highlighting key statements or quotes. Headings should only ever appear in all capitals. Keep the line spacing fairly tight in headlines.

This font is available for Adobe Creative Cloud users and can be found here: https://fonts.adobe.com/fonts/trade-gothic-next

Bree

Used for sub-headings and short copy. Bree has an *alternative stylistic set* which has alternate glyphs for the lowercase letters a, g, k, v, w, y, z and capital Q. Stylistic sets can be applied in inDesign and Microsoft programs.

This font is available for Adobe Creative Cloud users and can be found here: https://fonts.adobe.com/fonts/bree

Source Sans

Used for all body copy. There are multiple weights available for use.

This font is available to download here: https://fonts.google.com/specimen/Source+Sans+Pro

Headings, call-outs, and quotes

TRADE GOTHIC NEXT SR PRO HEAVY CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@#$%^&*()

Subheadings

Bree Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@#$%^&*()

Bree Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@#$%^&*()

NOTE

Bree has an *alternative stylistic set* which has alternate glyps for the lowercase letters a, g, k, v, w, y, z and capital Q. Stylistic sets can be applied in inDesign and Microsoft programs.

❌ Default font: a g k Q v w y z

✅ Stylistic set 1:   a g k Q v w y z

Body Copy

Source Sans Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@#$%^&*()

Source Sans Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@#$%^&*()

Source Sans Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@#$%^&*()

Source Sans Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@#$%^&()*

Source Sans Semibold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@#$%^&()*

Source Sans Regular Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@#$%^&()*

2.4.1 ALTERNATIVE FONTS

Where City of Darwin brand fonts are not available, such as for on-screen presentations or internal Microsoft Office templates, then Arial should be used to replace all brand fonts.

There are multiple weights available for use.

Headings, call-outs, and quotes (only to be used when Trade Gothic is unavailable as a primary font)

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@#$%^&*()

Subheadings (only to be used when Bree is unavailable as a primary font)

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@#$%^&*()

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@#$%^&*()

Body Copy

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@#$%^&*()

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@#$%^&*()

Arial Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@#$%^&*()

Arial Regular Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?@#$%^&()*

2.5 THE DRAGONFLY KEYLINE

Intrinsic to the City of Darwin brand is the use of the dragonfly keyline device which represents the trail of the dragonfly.

The dragonfly keyline can be used in two ways, with or without the outlined dragonfly.

A number of assets have been supplied for use when designing where it is not possible to create the dragonfly keyline yourself. Assets are available in all colours within the City of Darwin colour palette.
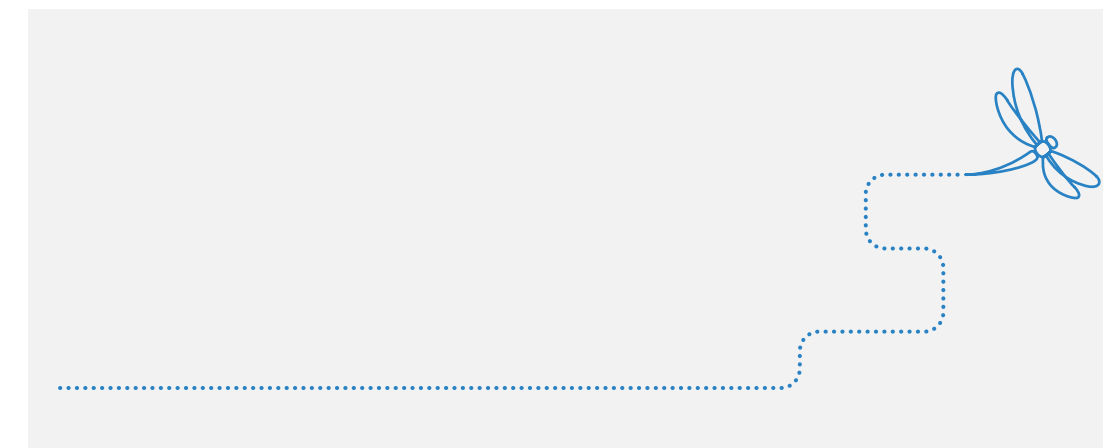
Dragonfly keyline without dragonfly
The dragonfly keyline can be used without the dragonfly as a subtle feature on the design such as in a header or footer, or to highlight call-out text and quotes.

Dragonfly keyline with dragonfly
The dragonfly keyline can be used with the outlined dragonfly as a subtle feature on the design.

The layout of the design should determine the placement of the dragonfly keyline, and it should extend from the left or right of the page. The dragonfly should always be positioned facing the right regardless of if it enters the page from the left or right.

The number of dragonfly keyline elements used in a design should be kept minimal.

Example of dragonfly keyline without dragonfly
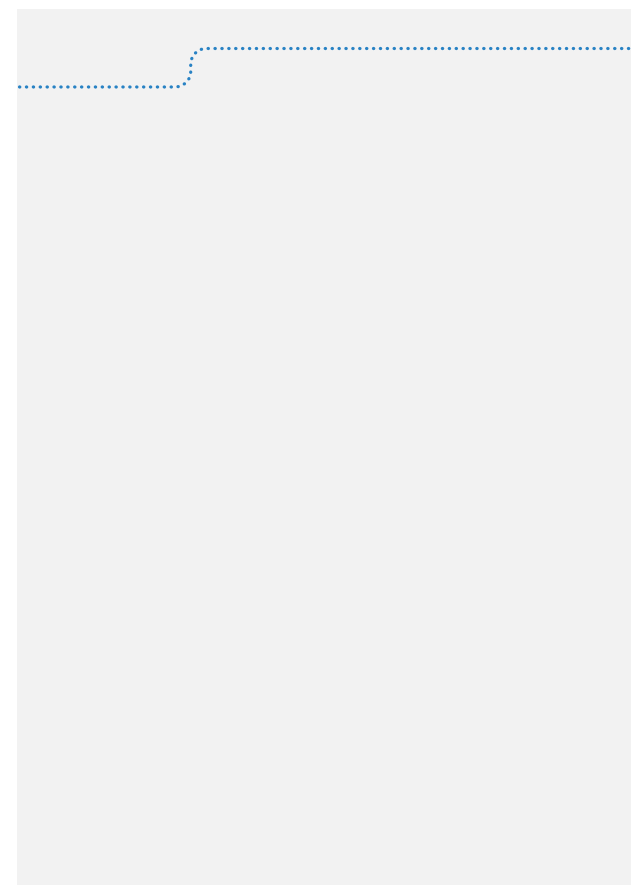
Used in header
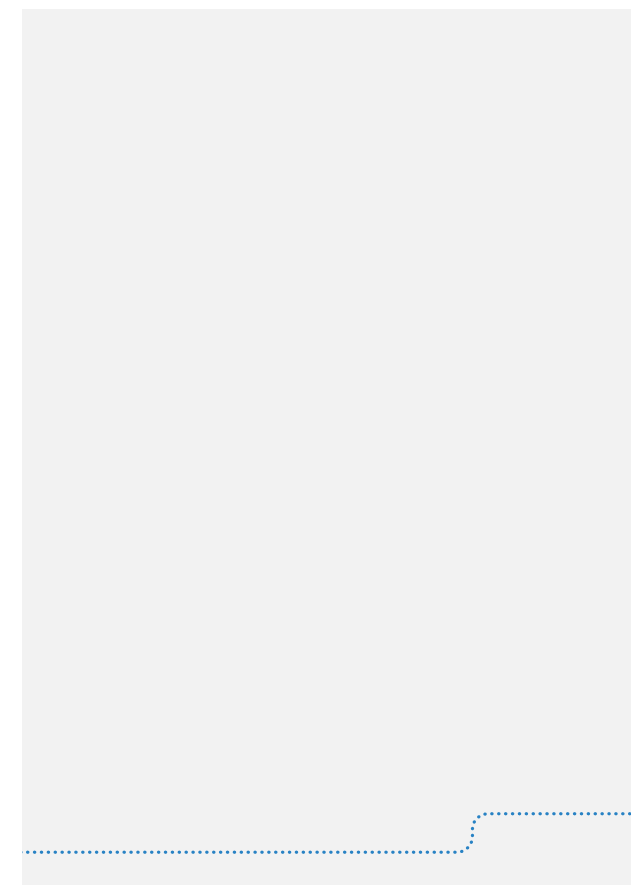
Used in footer

Used as a divider

THIS IS AN EXAMPLE OF A QUOTE OR CALL-OUT TEXT THAT IS HIGHLIGHTED BY THE DOTTED KEYLINE. IT CAN HELP TO DRAW ATTENTION TO A PIECE OF COPY.
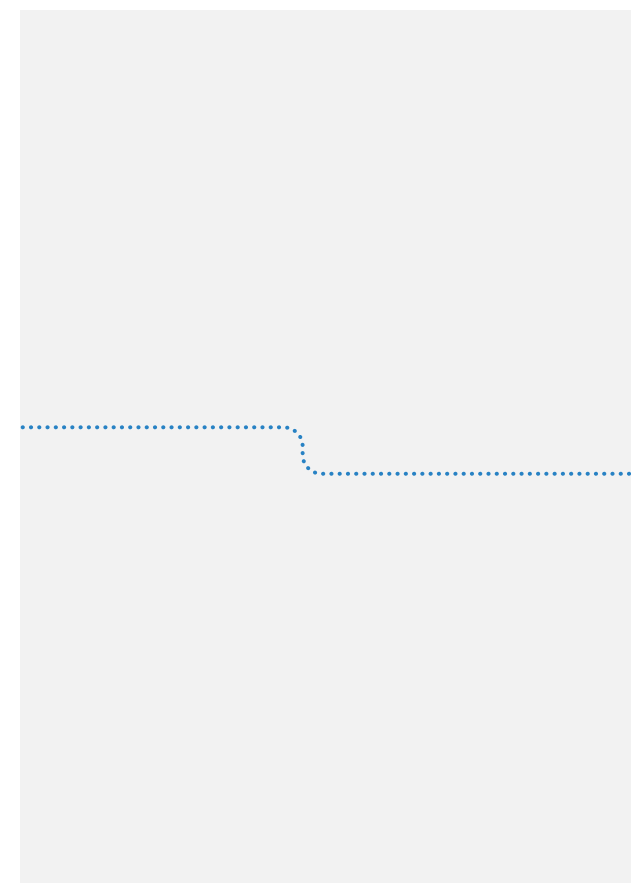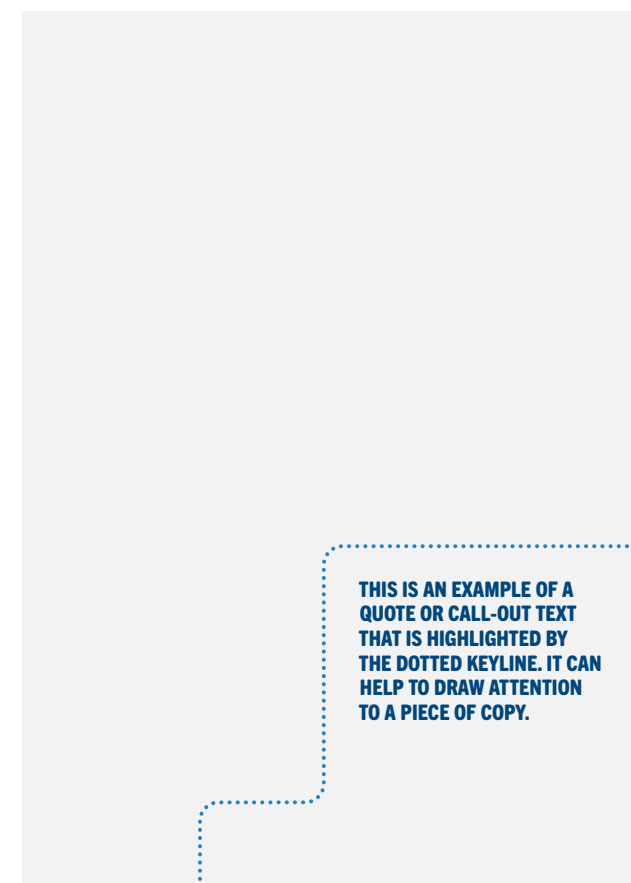
Used to outline call-out text

Example of dragonfly keyline with dragonfly
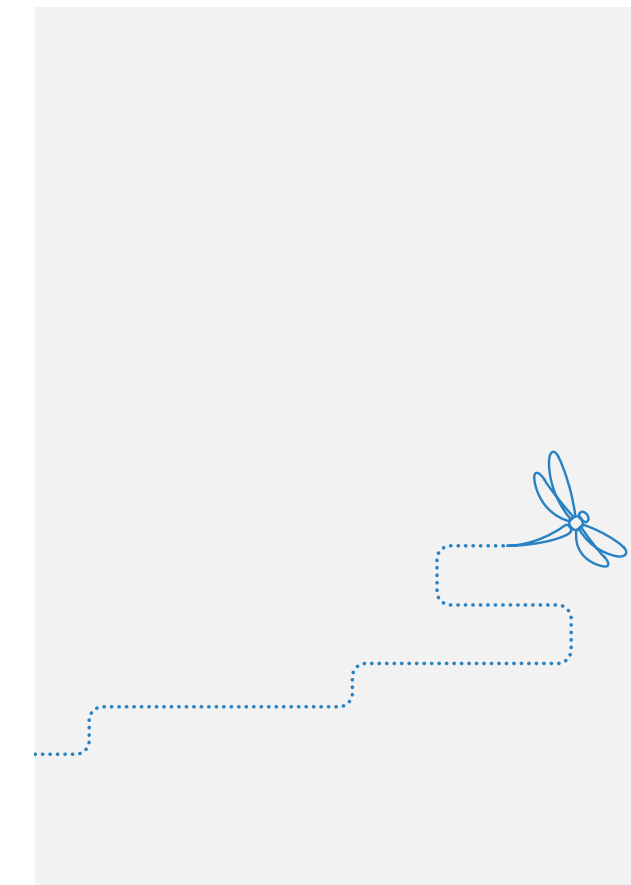
Example of dragonfly keyline entering from left of page
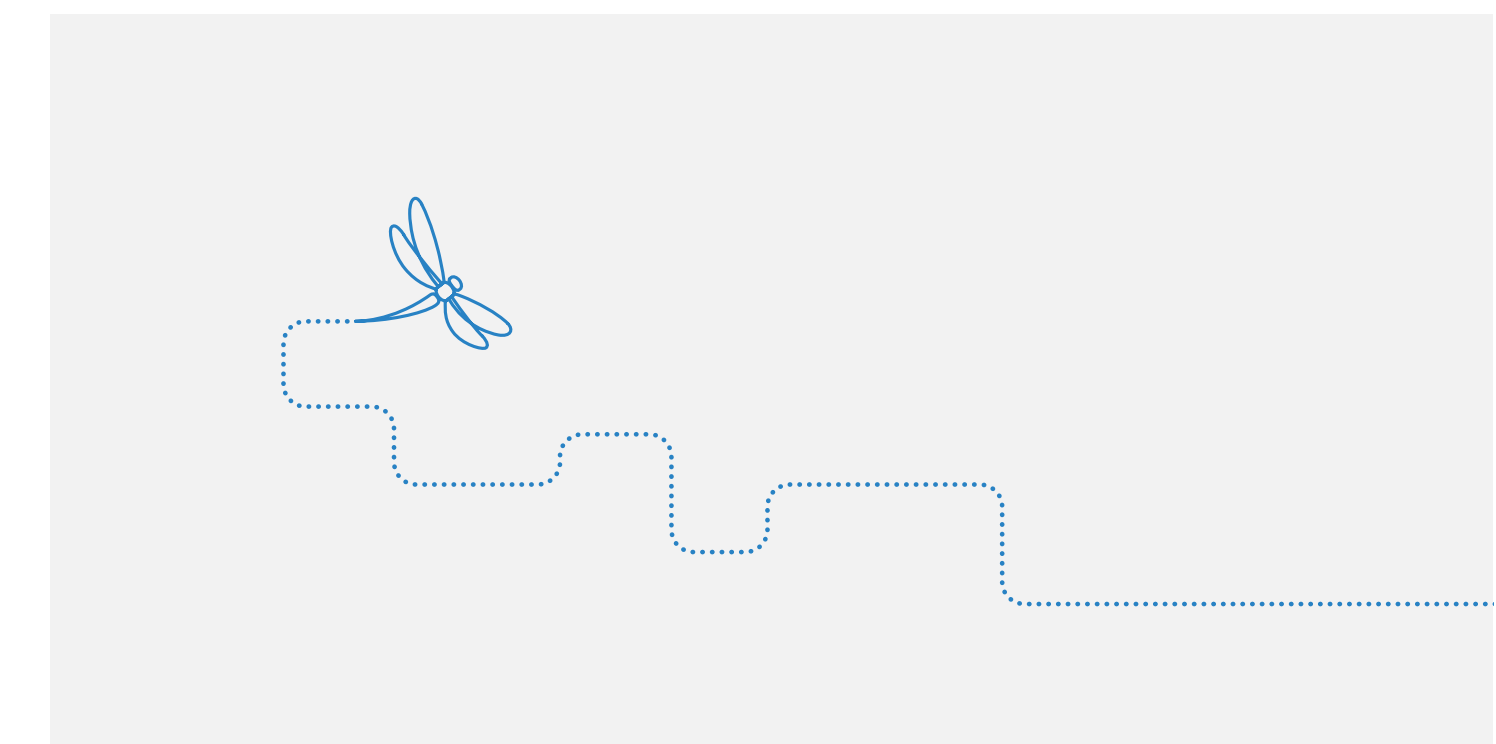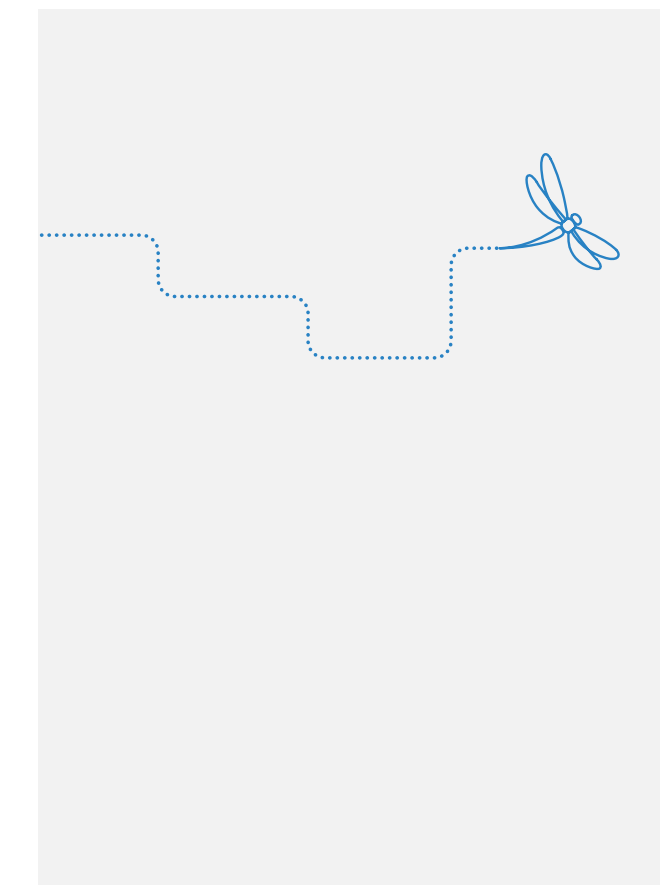
Example of dragonfly keyline entering from right of page on landscape format

2.5.1 DRAGONFLY KEYLINE ASSETS

A number of assets have been supplied for use when it is not possible to create the dragonfly keyline yourself.

Assets are available in all colours within the City of Darwin colour palette.

Ensure the correct colour is used in a design by referring to Dragonfly Keyline Colour on page 25.

Dragonfly keyline without dragonfly
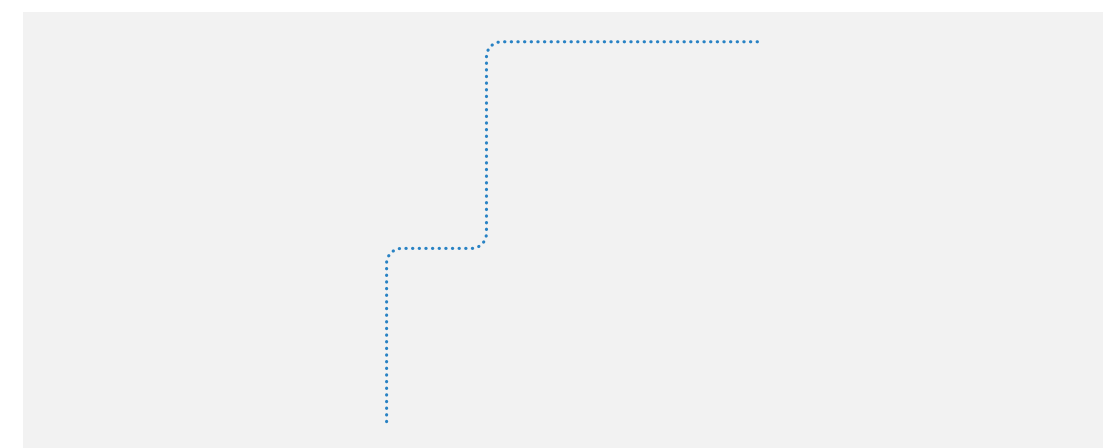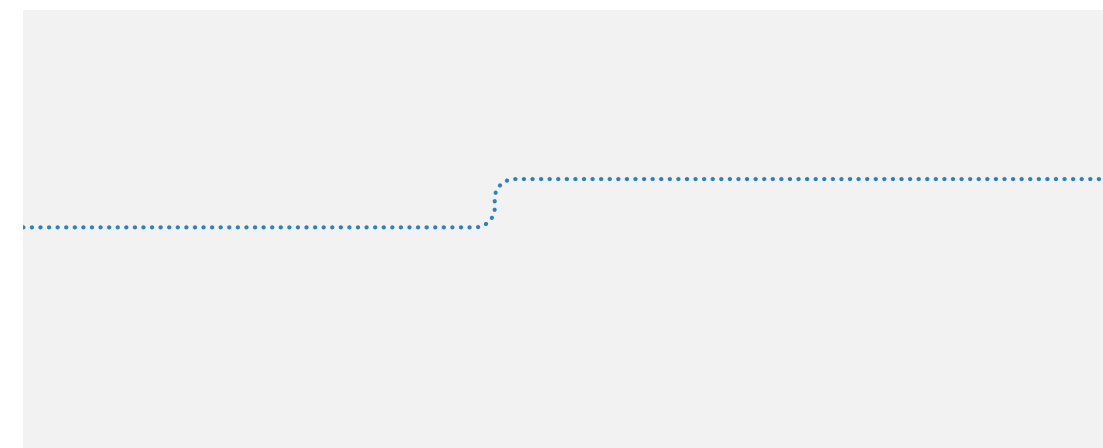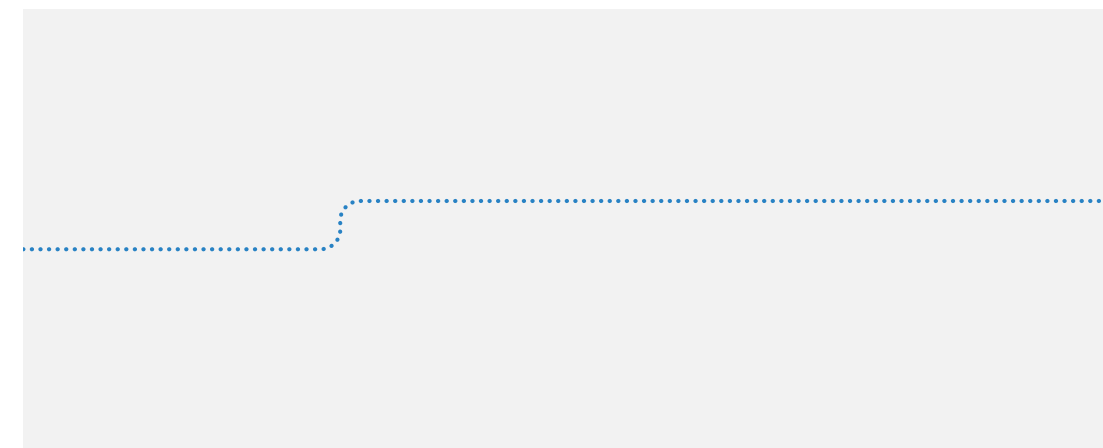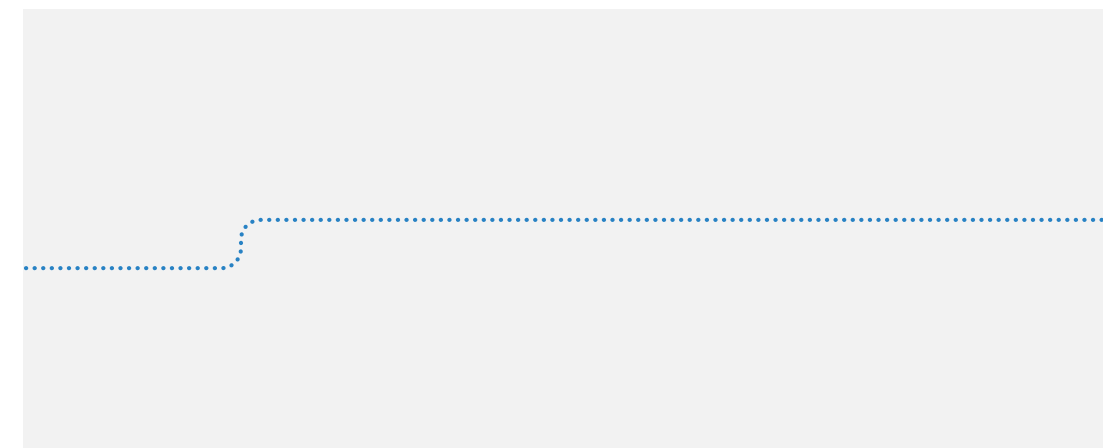
Dragonfly keyline with dragonfly – left
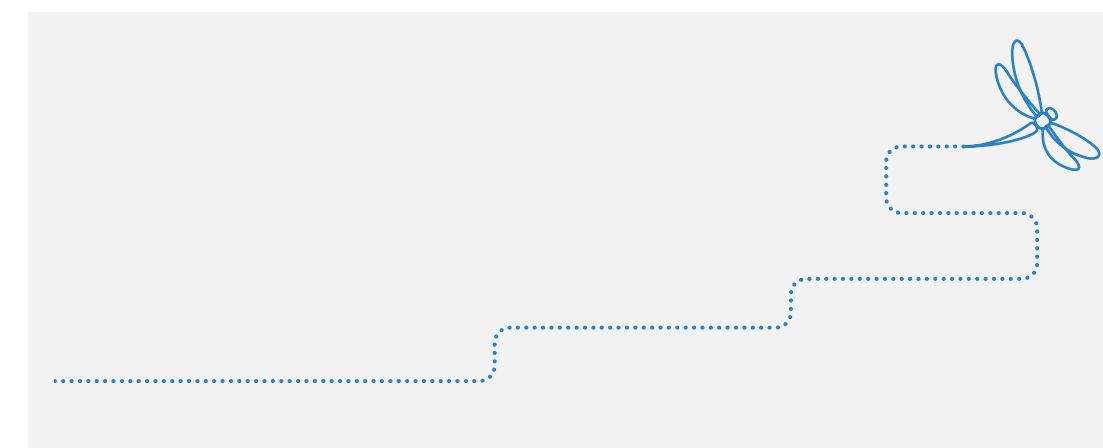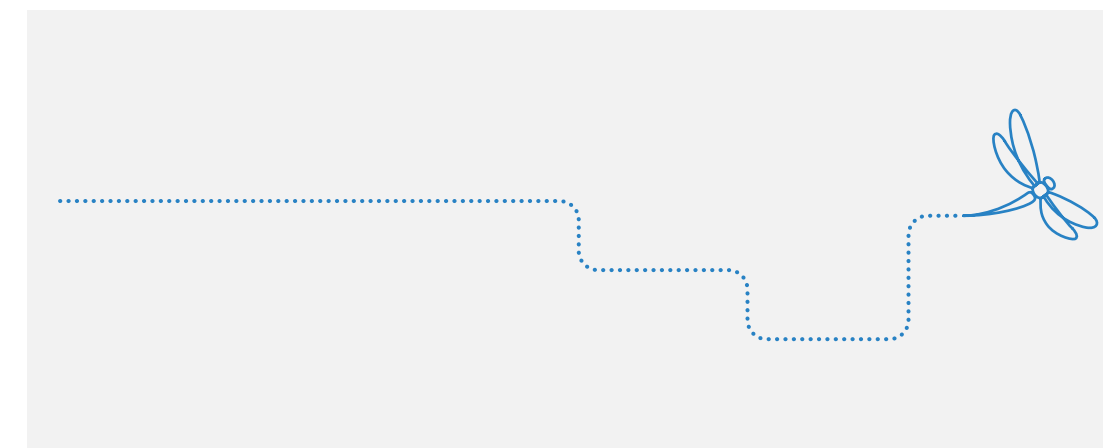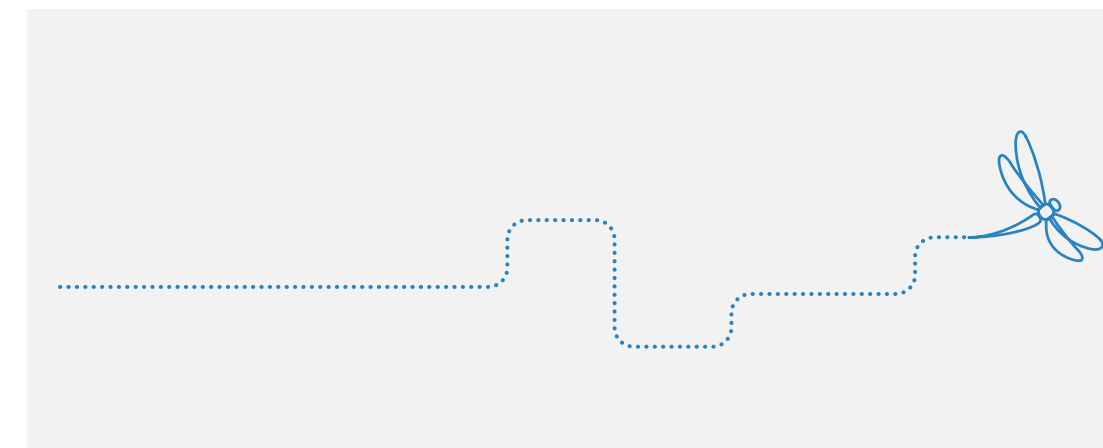
Dragonfly keyline with dragonfly – right
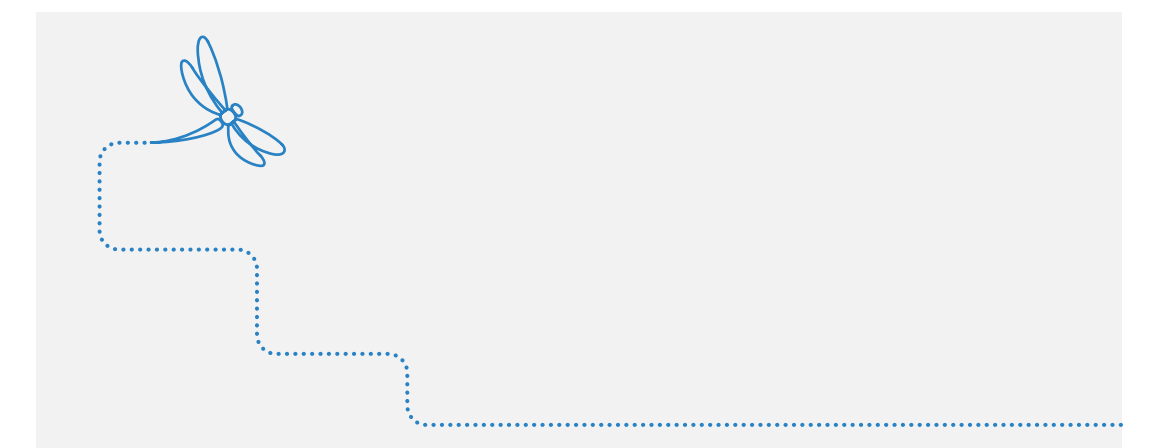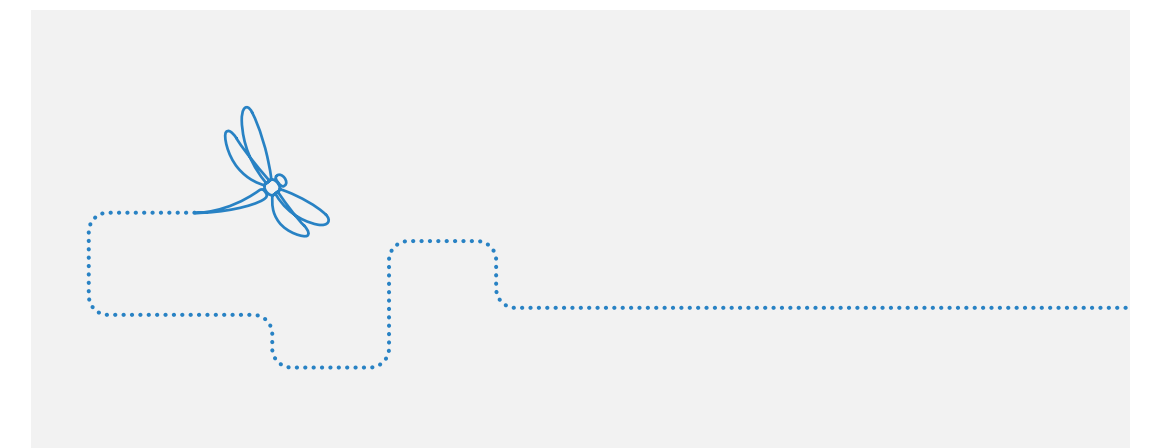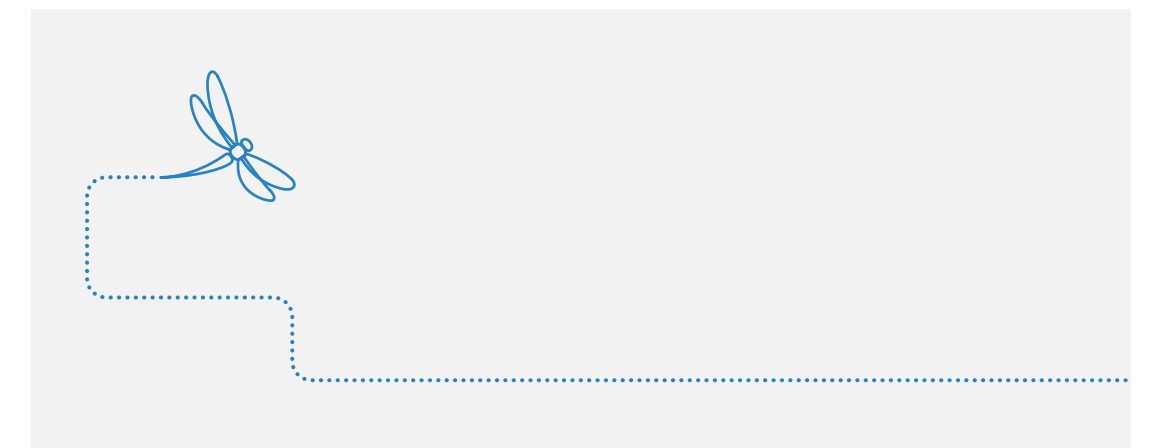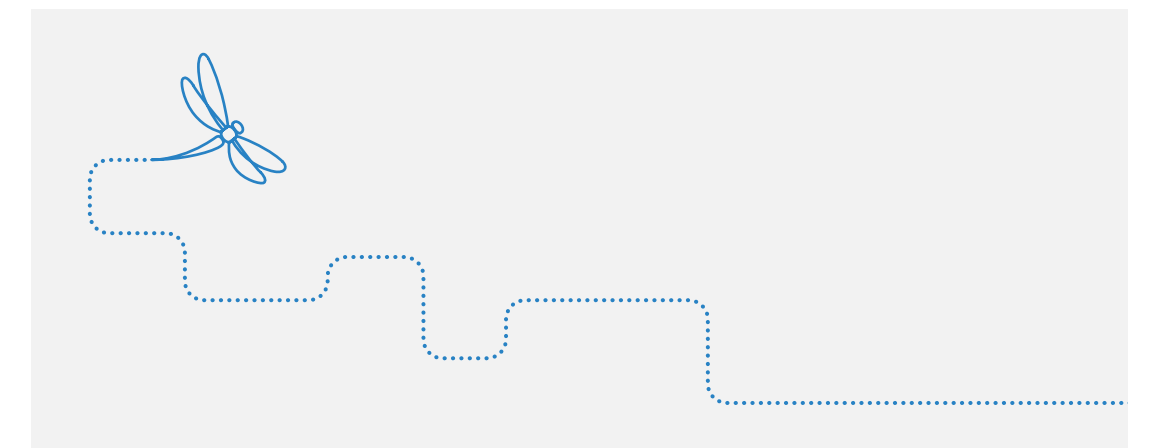
2.5.2 DRAGONFLY KEYLINE USAGE

Opposite are example of the correct and incorrect usage of the dragonfly keyline device.

Always ensure that dragonfly keylines are balanced, use the same stroke weight, and are subtle features on the page.

Correct and incorrect use of dragonfly keylines
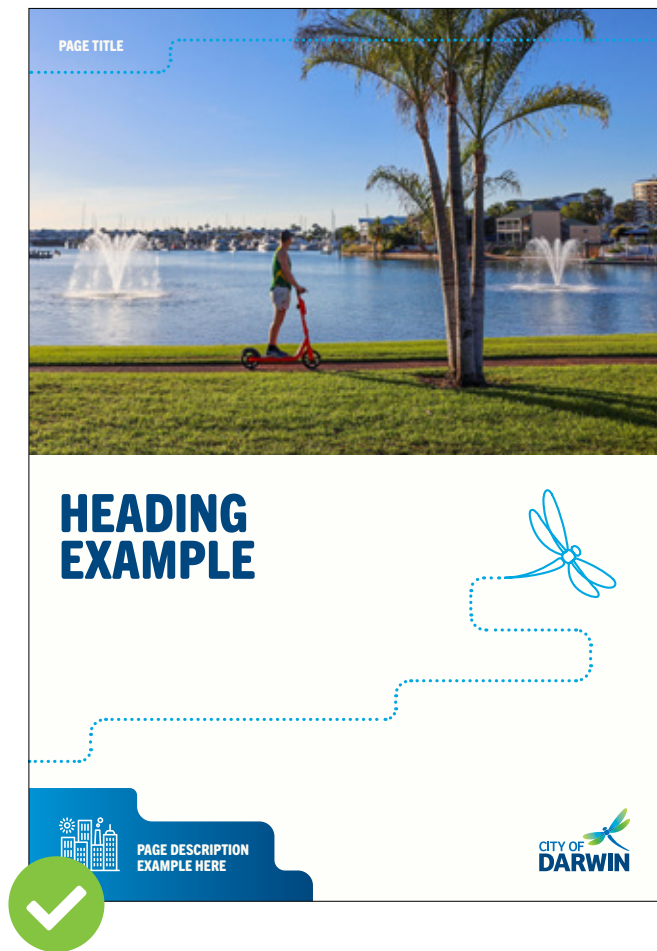
Dragonfly keylines are balanced, use the same stroke weight, and are subtle features on the page.
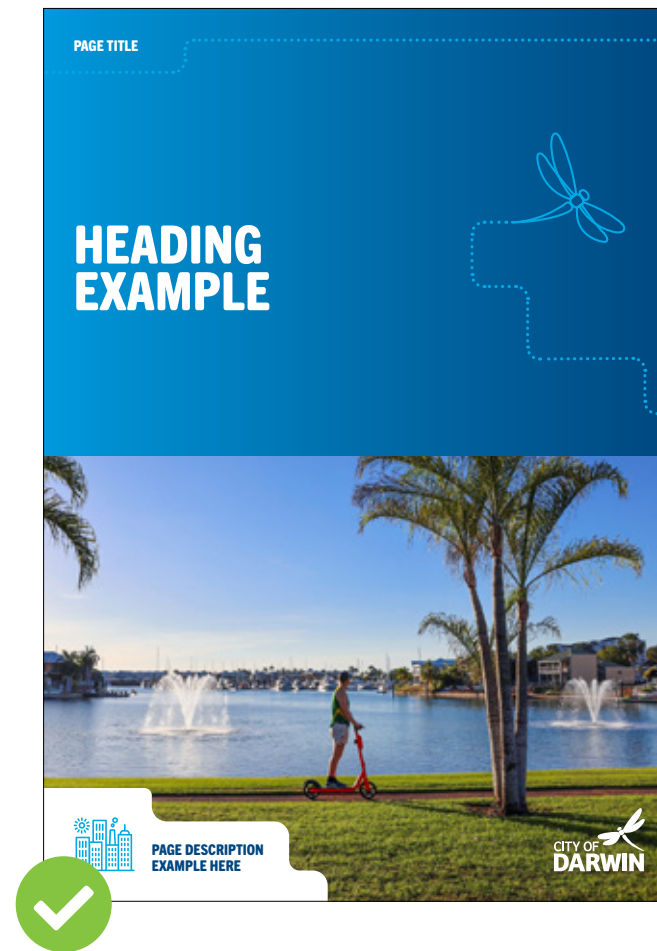
Dragonfly keylines are balanced, use the same stroke weight, and are subtle features on the page.

Dragonfly keylines are balanced, use the same stroke weight, and are subtle features on the page.
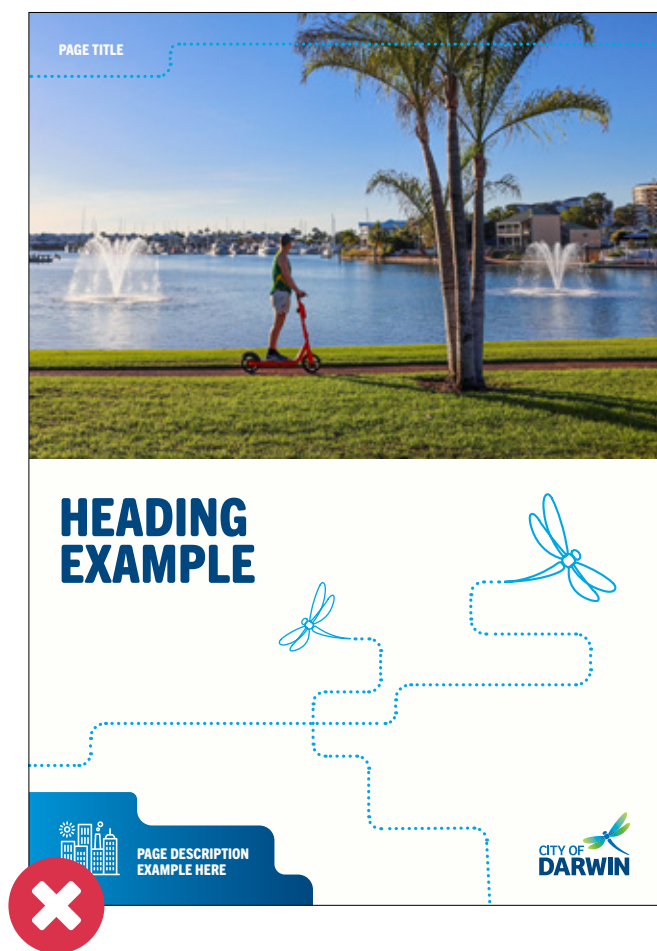
There are multiple dragonfly keylines in a single layout.

A dragonfly is facing left instead of right.

The dragonfly keylines are the wong colour, and are too dominant on the page.

Dragonfly keylines are too complex and makes the page feel busy.

2.6 CURVED COLOUR BLOCK

The curved colour block is a feature of the City of Darwin brand that can help bring a pop of colour into a design and highlight certain information.

There are two types of curved colour blocks – a three-tier and two-tier block. These can be used depending on what content needs to be contained within.

A three-tier block is useful when you want to contain text and an icon.

The two-tier block is useful when you only want to contain text.

Both versions of the colour blocks are available in all of the City of Darwin gradients, and base white. Ensure there is sufficient contrast between the background and the colour block, as shown in the examples opposite.

Three-tier curved colour block assets

Two-tier curved colour block assets

Curved colour block contrast

Ensure there is sufficient contrast between the background and the colour block.

2.6.1 CURVED COLOUR BLOCK PLACEMENT

The curved colour block can be placed in a corner of a design to contain text and / or icons.

The curved colour block assets allow for flexibility when placing into a design. Ensure the content fits comfortably within the curved colour block.

Three-tier curved colour block placement

Placement of the curved colour block will depend on the information that you want to contain inside.

This example uses an icon and text.

Two-tier curved colour block placement
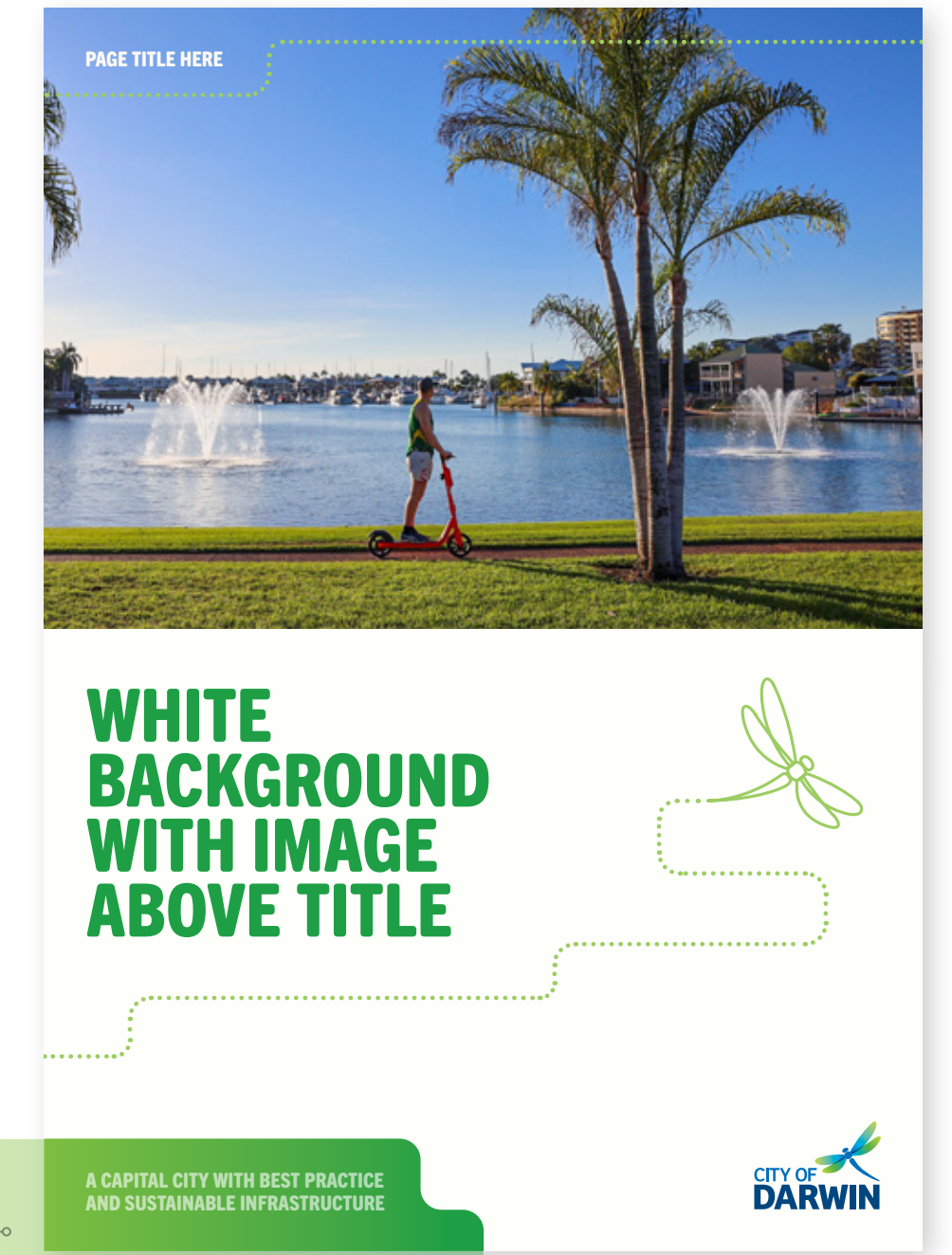
This example uses text only.

2.7 ICONS

Icons are small visual representations that help provide symbolism, conceptual clarity, and visual interest in simplistic shapes and forms.

Our icon system is simple, clean, and open. They can be used across different brand touchpoints and are intended to be used at small sizes.

All icons use the same stroke weight, use flattened perspective, and are outlines only (not filled). They're available in black and white — but they can be changed to any color in our brand palette.

If a new icon needs to be created to represent a specific idea, ensure that it looks visually consistent with the suite of icons included in the City of Darwin brand.

Please contact the Marketing, Communications and Engagement team for assistance if you would like to create a new icon.

Icon suite
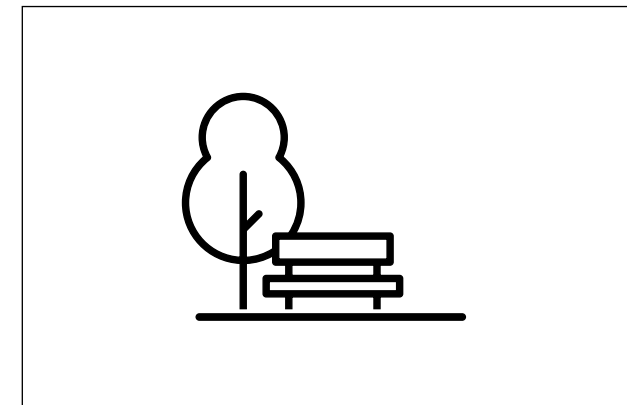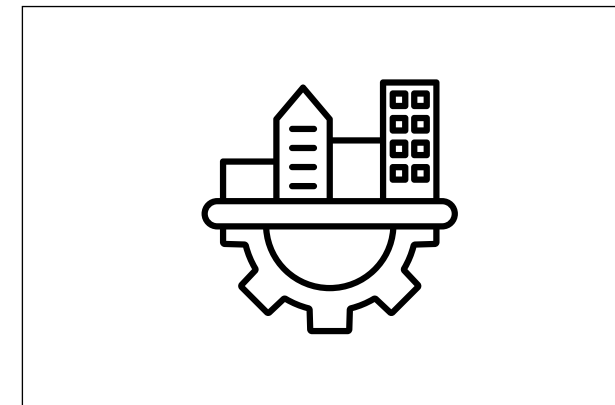
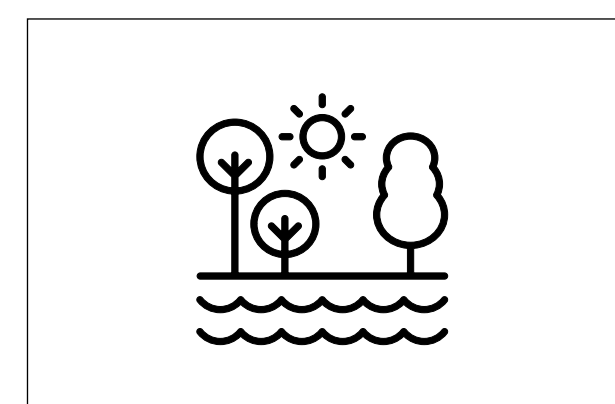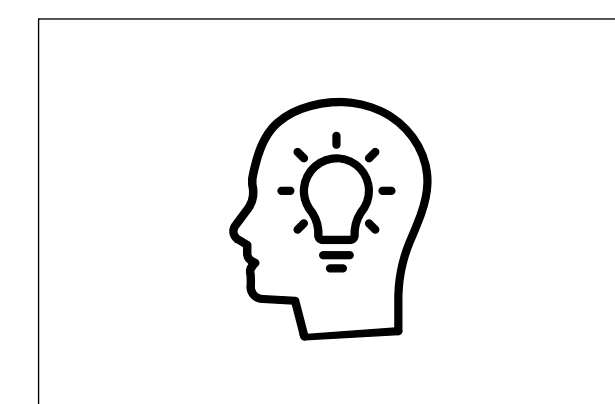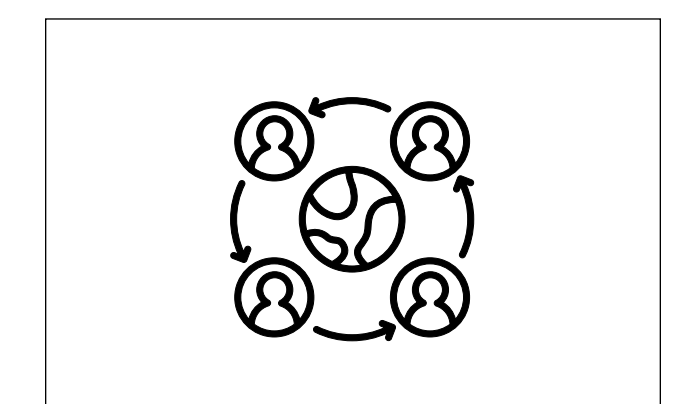|				
Parks and reserves	City maintenance	Inclusion	Accessibility	Smart Darwin
Arts	Infrastructure	Roads	Waste management	Recycling
Parking	Libraries	Transport	Sports and Recreation	Events
Sustainability	Safety	Environment	Creativity	Culture
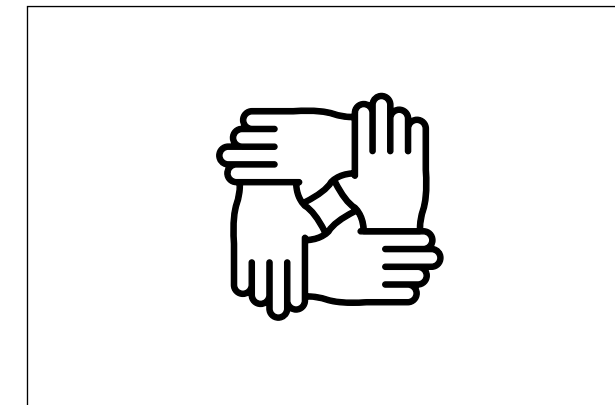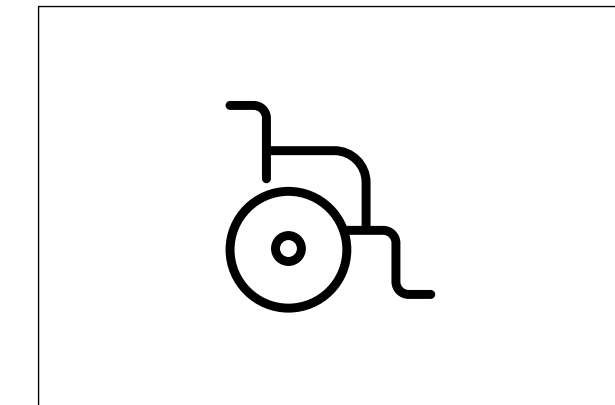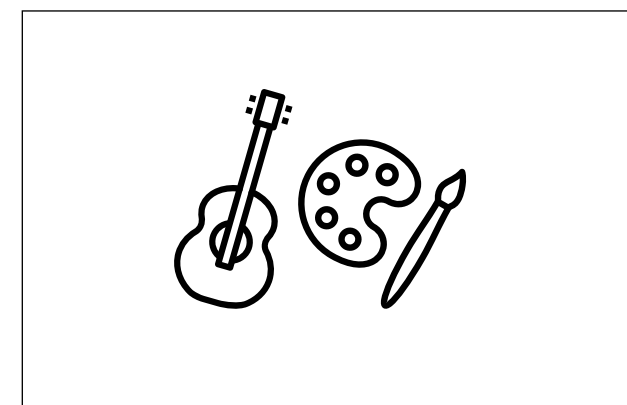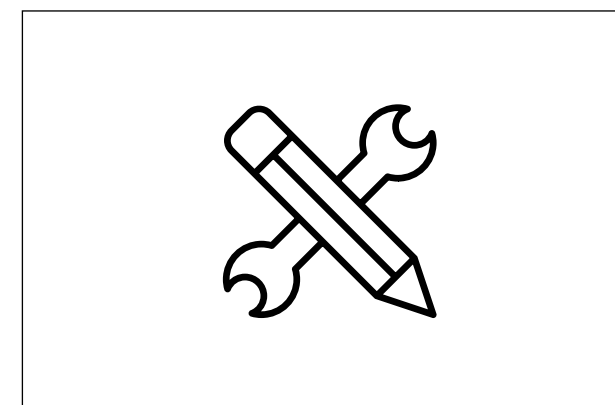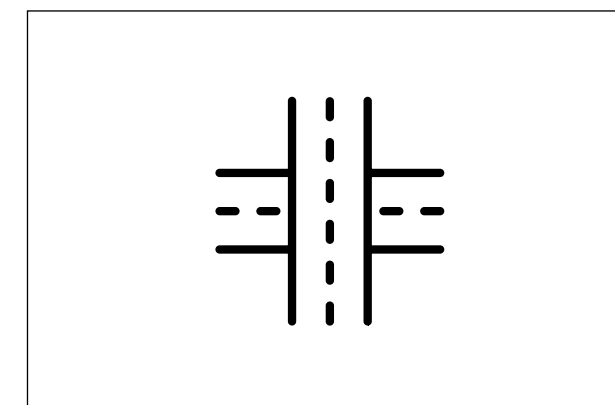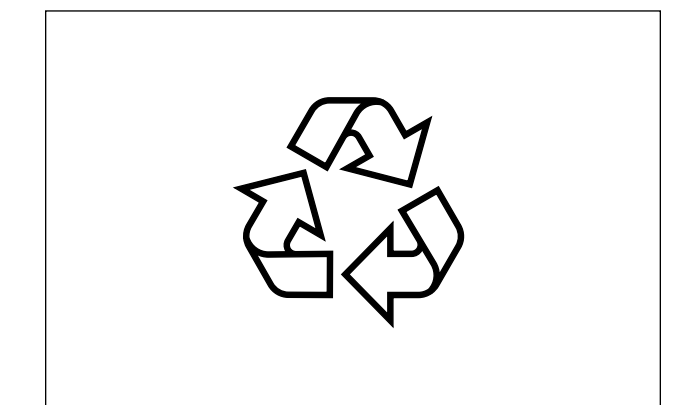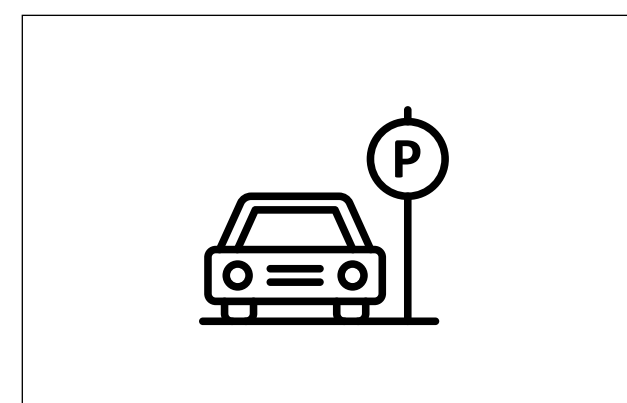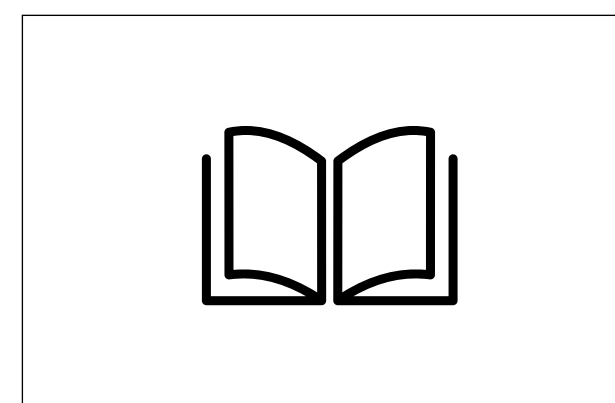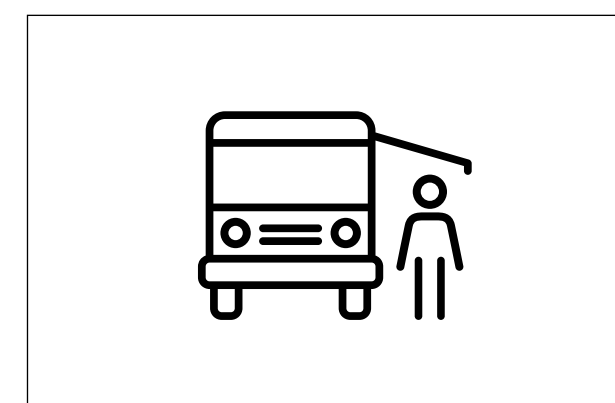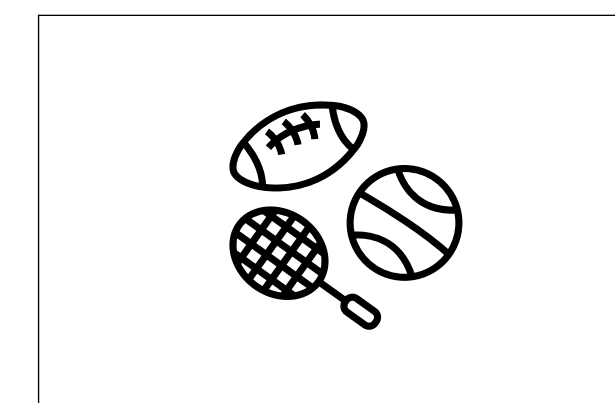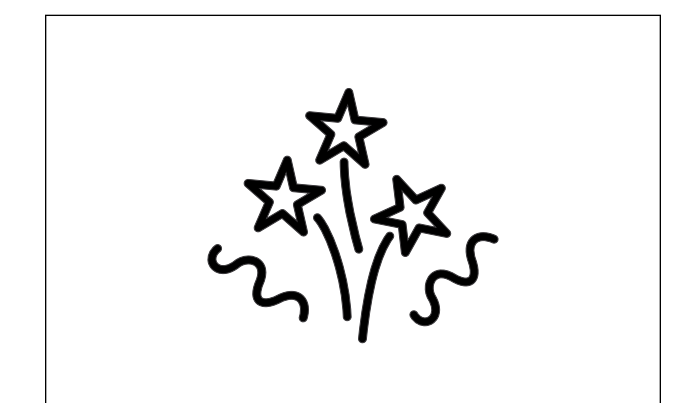
2.7.1 ICON PLACEMENT

Icons can be used when there is opportunity to visually represent a piece of information such as the title of a document, a key point, or a section of a report.

Icons can be used on a white or gradient background. They should not be overlayed on an image or text.
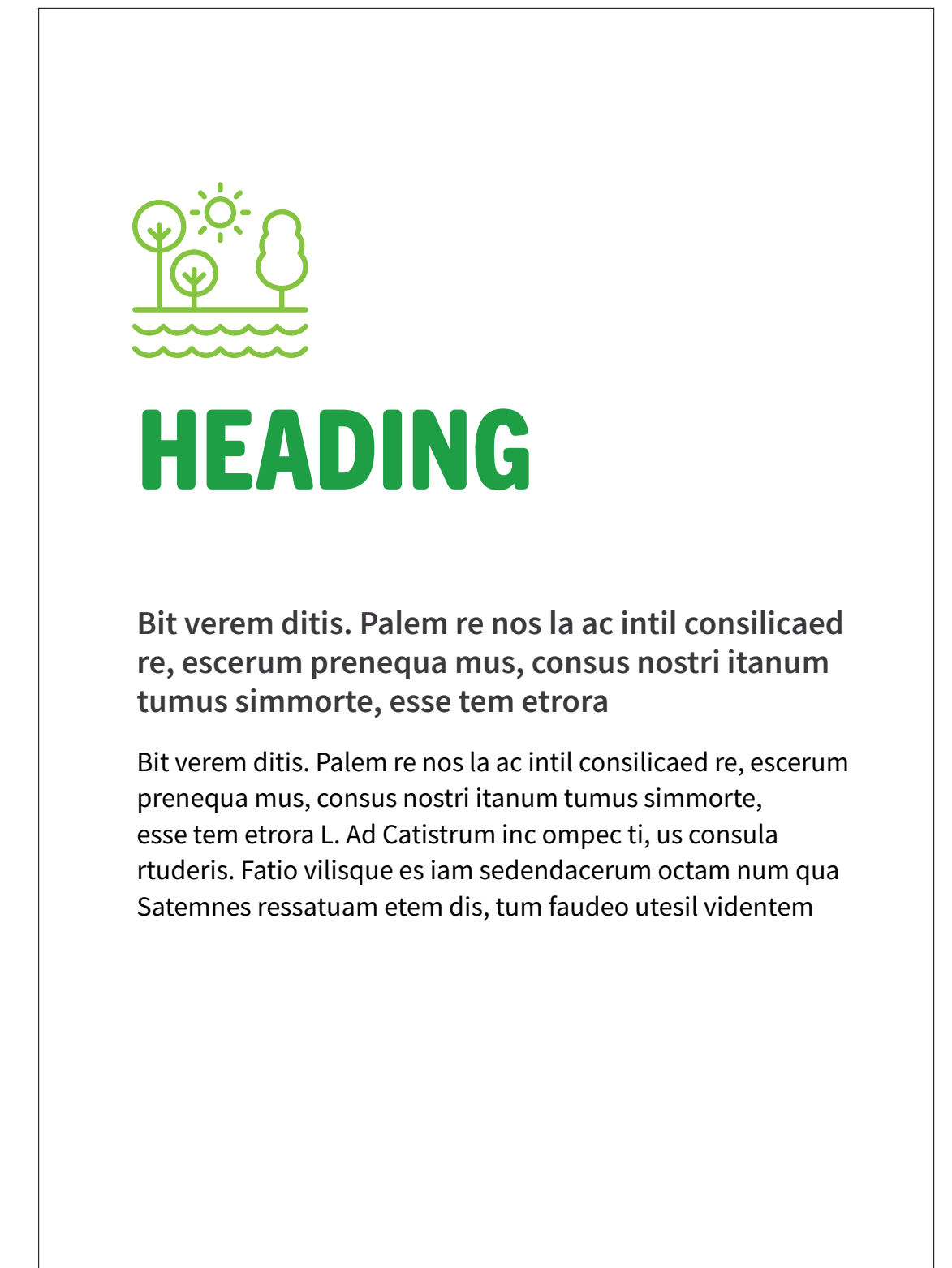
Icon used on front page

PAGE TITLE HERE

WHITE BACKGROUND WITH IMAGE ABOVE TITLE

CITY FOR PEOPLE. CITY OF COLOUR.

CITY OF DARWIN

Icons can be used on the cover page of a report inside of the three-tier curved colour block to help visually represent the content of the document.

Icon used to represent key points

KEY POINT 1

KEY POINT 2

KEY POINT 3

KEY POINT 4
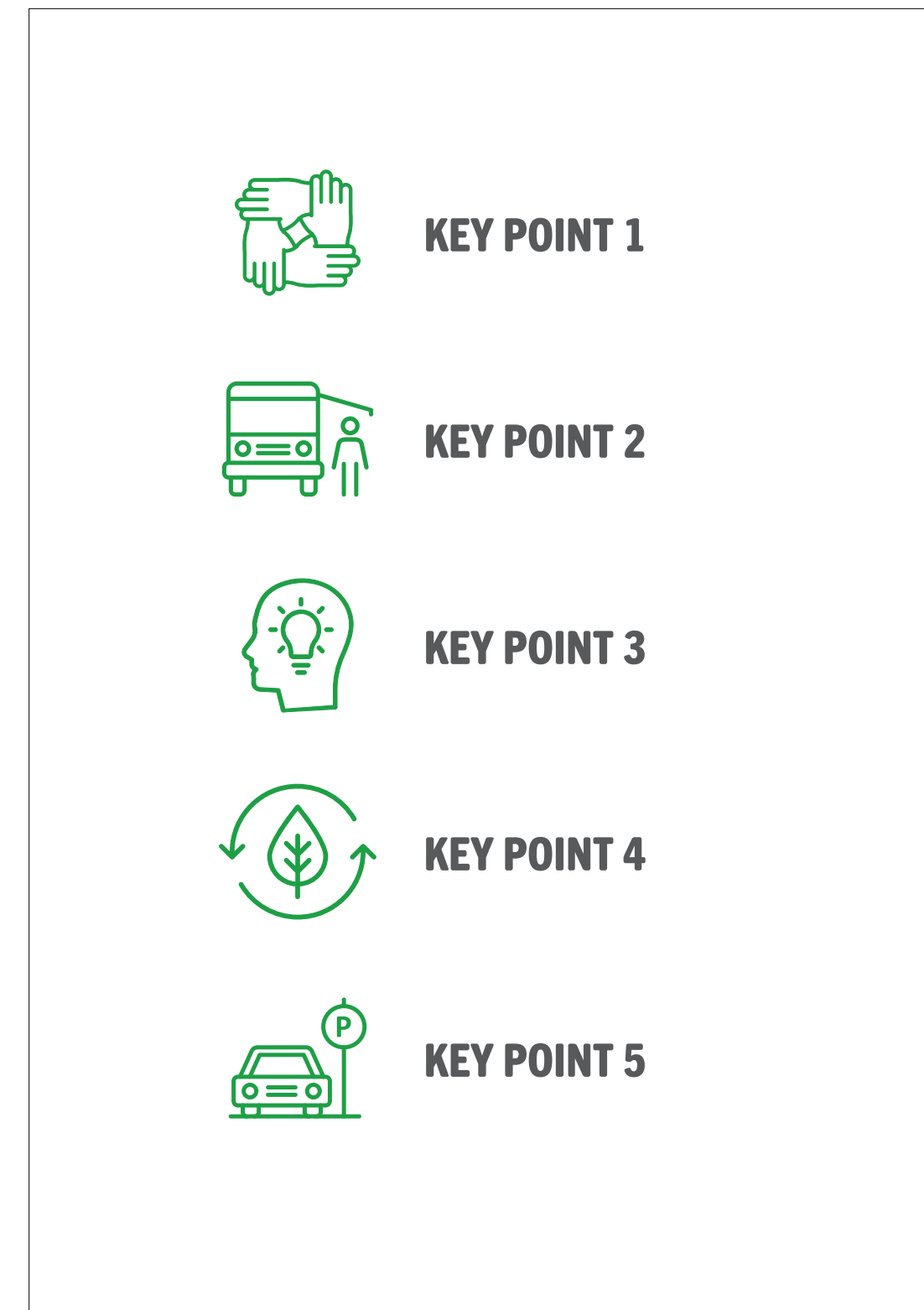
KEY POINT 5

Icons can be used to visually represent key points of information within a design. Ensure the icon is relevant to the information.

Icon used to provide context to information

HEADING

Bit verem ditis. Palem re nos la ac intil consilicaed re, escerum prenequa mus, consus nostri itanum tumus simmorte, esse tem etrora

Bit verem ditis. Palem re nos la ac intil consilicaed re, escerum prenequa mus, consus nostri itanum tumus simmorte, esse tem etrora L. Ad Catistrum inc ompec ti, us consula rtuderis. Fatio vilisque es iam sedendacerum octam num qua Satemnes ressatuam etem dis, tum faudeo utesil videntem

Icons can be used to to provide context to a new section of information and can accompany the section heading.

2.8 PHOTOGRAPHY

City of Darwin photography and moving images (video and animation) should reflect the unique and diverse people, places and landscape of Darwin.

Photography provides a great opportunity to express our values and personality. Our images are bright, light, fun, and have a sense of movement and dynamism. The style should be engaging, realistic and not staged.

Lighting should feel natural, with crisp exposure and ample contrast to convey richness. Using available, natural light is preferable where appropriate to the setting. Avoid using photos that are overly saturated in colour, or too warm in colour temperature.

When selecting a suite of images, care must be taken to ensure the target audience is represented. Careful consideration should be given to the age, gender and ethnicity of the people in all imagery.

Original images captured in Darwin are preferred over stock photos and images.

Photos and images should be used at 72dpi resolution for digital and 300dpi resolution for print applications.

A corporate image library is maintained by the Marketing, Communications and Engagement unit.

Our images are bright, light, fun, and have a sense of movement and dynamism

BRAND IN ACTION

03

3.1 OVERVIEW

The following pages demonstrate successful application of the City of Darwin brand across various brand materials.
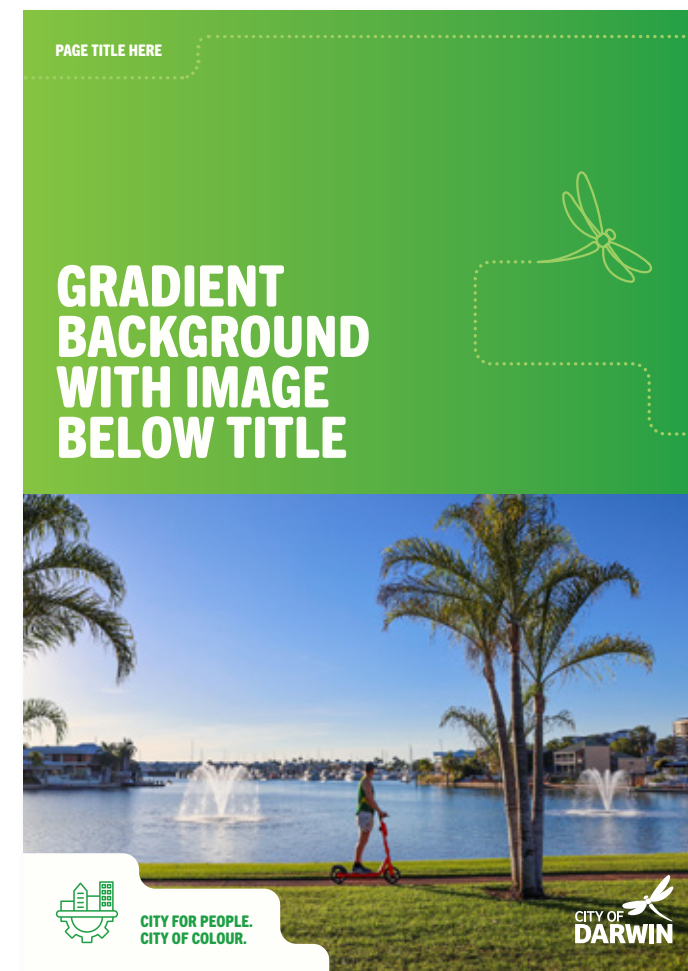
3.2 REPORT DOCUMENTS

Report Templates

Our print material has been designed with flexibility in mind. There are 24 different layout styles to choose from depending on the content needing to be communicated.

When choosing a template style, you have the following options:

- Primary or secondary colour palette
- Gradient or neutral background.
- Image or no image

A4 cover templates – available in all colour themes

GRADIENT BACKGROUND WITH IMAGE BELOW TITLE

WHITE BACKGROUND WITH IMAGE BELOW TITLE

GRADIENT BACKGROUND WITH IMAGE ABOVE TITLE

WHITE BACKGROUND WITH IMAGE ABOVE TITLE

GRADIENT BACKGROUND NO IMAGE

WHITE BACKGROUND NO IMAGE
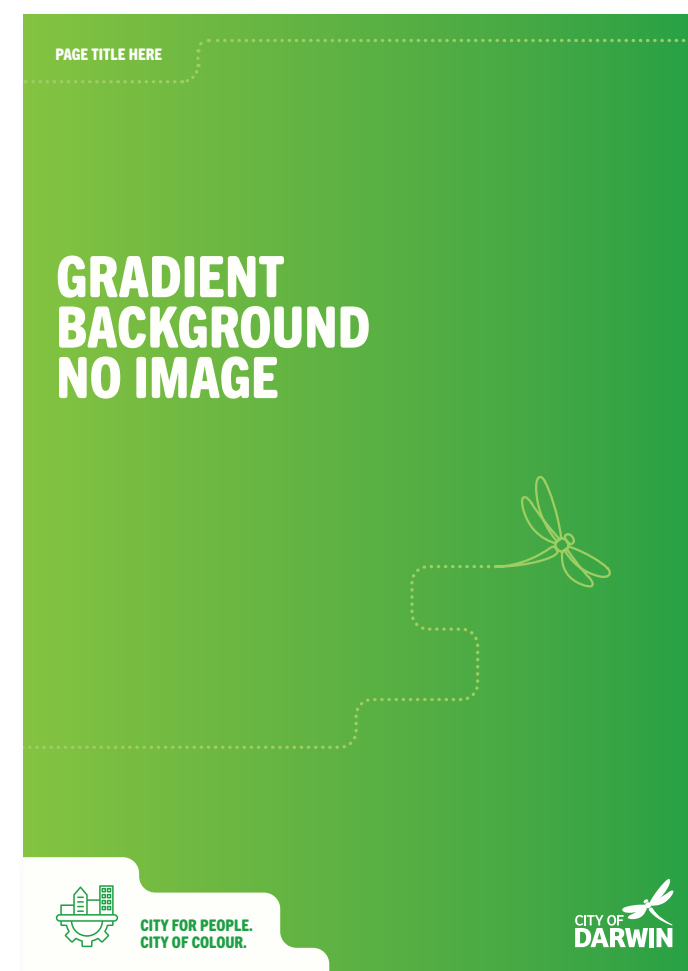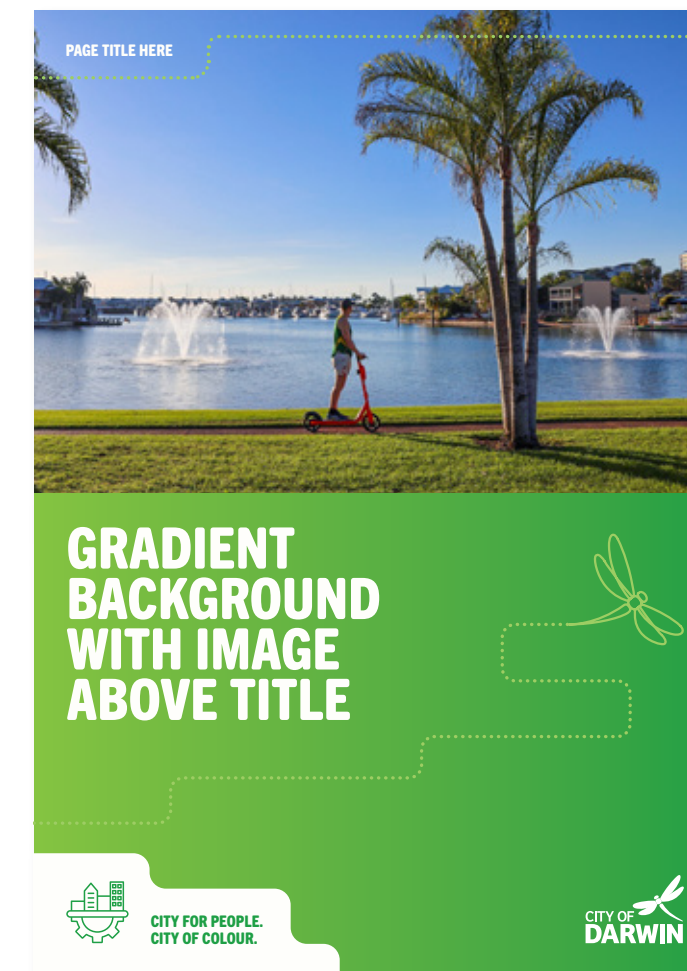
3.3 CORPORATE STATIONERY

Business cards

We have three business card styles available:

1. Staff (Blue theme)

2. Elected Members (Green theme)

3. Elected Members with portrait photo (Green theme)

Staff
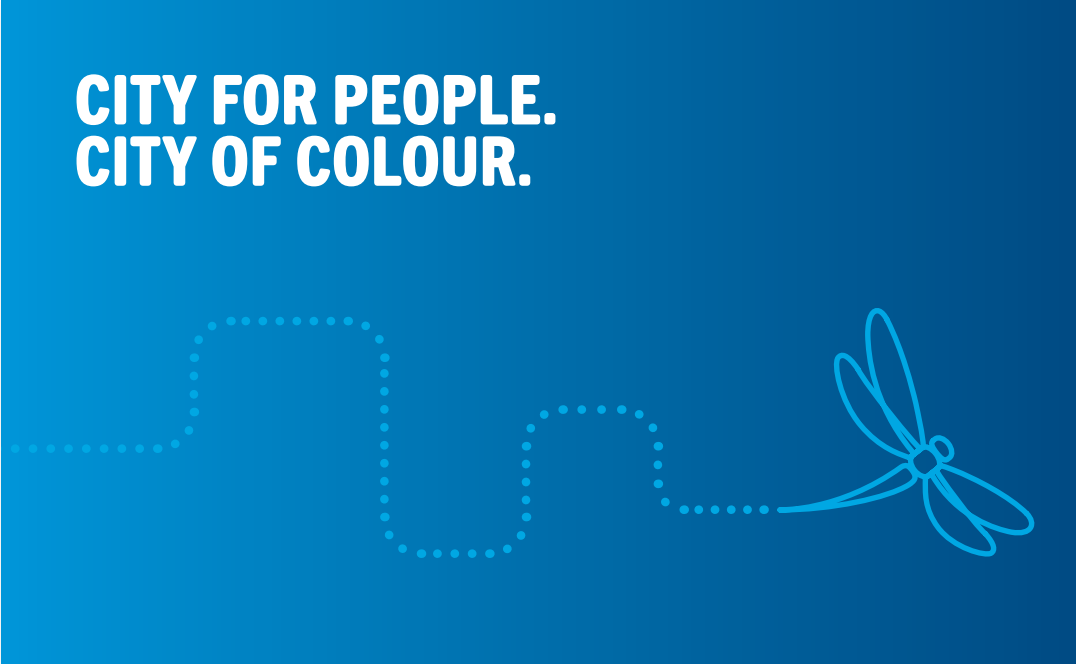
JOHN SMITH
Executive Manager – Marketing
Communications & Engagement

P XXXX XXXX | **M** XXXX XXX XXX
E johnsmith@darwin.nt.gov.au

GPO Box 84, Darwin NT 0801
Civic Centre, Harry Chan Avenue,
Darwin NT 0800

darwin.nt.gov.au

CITY OF
DARWIN

CITY FOR PEOPLE.
CITY OF COLOUR.

Elected Members

JOHN SMITH
Lyons Ward

M XXXX XXX XXX
E johnsmith@darwin.nt.gov.au

GPO Box 84, Darwin NT 0801
Civic Centre, Harry Chan Avenue,
Darwin NT 0800

darwin.nt.gov.au

CITY OF
DARWIN
COUNCILLOR

CITY FOR PEOPLE.
CITY OF COLOUR.

Lyons Ward and Suburbs
Bayview, Darwin City, Fannie Bay, The Gardens,
Larrakeyah, Parap, Stuart Park, Woolner

Elected Members with portrait photo

JOHN SMITH
Lyons Ward

M XXXX XXX XXX
E johnsmith@darwin.nt.gov.au

GPO Box 84, Darwin NT 0801
Civic Centre, Harry Chan Avenue,
Darwin NT 0800

darwin.nt.gov.au

CITY OF
DARWIN
COUNCILLOR

CITY FOR PEOPLE.
CITY OF COLOUR.

Lyons Ward and Suburbs
Bayview, Darwin City, Fannie Bay, The Gardens,
Larrakeyah, Parap, Stuart Park, Woolner

3.3 CORPORATE STATIONERY

Letterhead

We have two lettterheads styles available:

1. Staff (Blue theme)
2. Elected Members (Green theme)

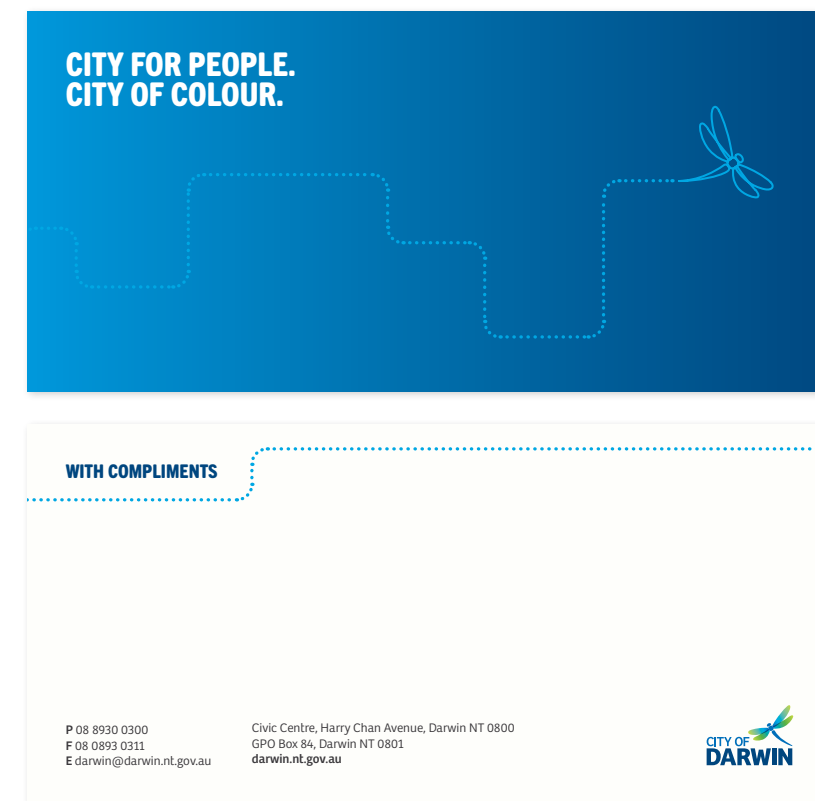**Staff**

Elected Members

3.3   CORPORATE STATIONERY
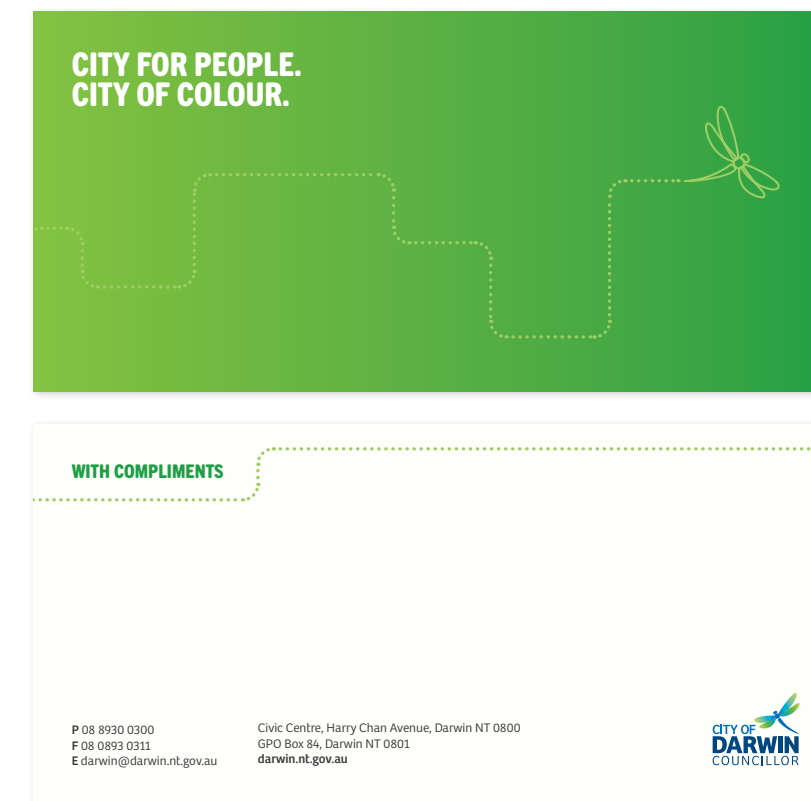
With compliments slip and presentation folder

We have two with compliments slip styles available:

1. Staff (Blue theme)
2. Elected Members (Green theme)
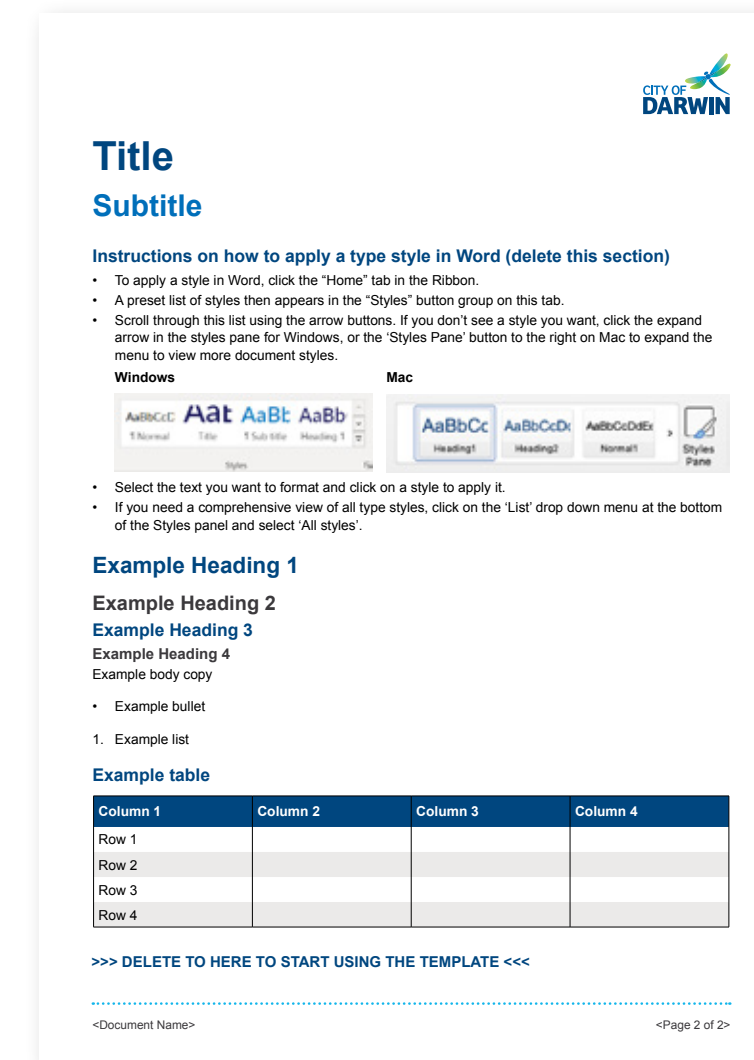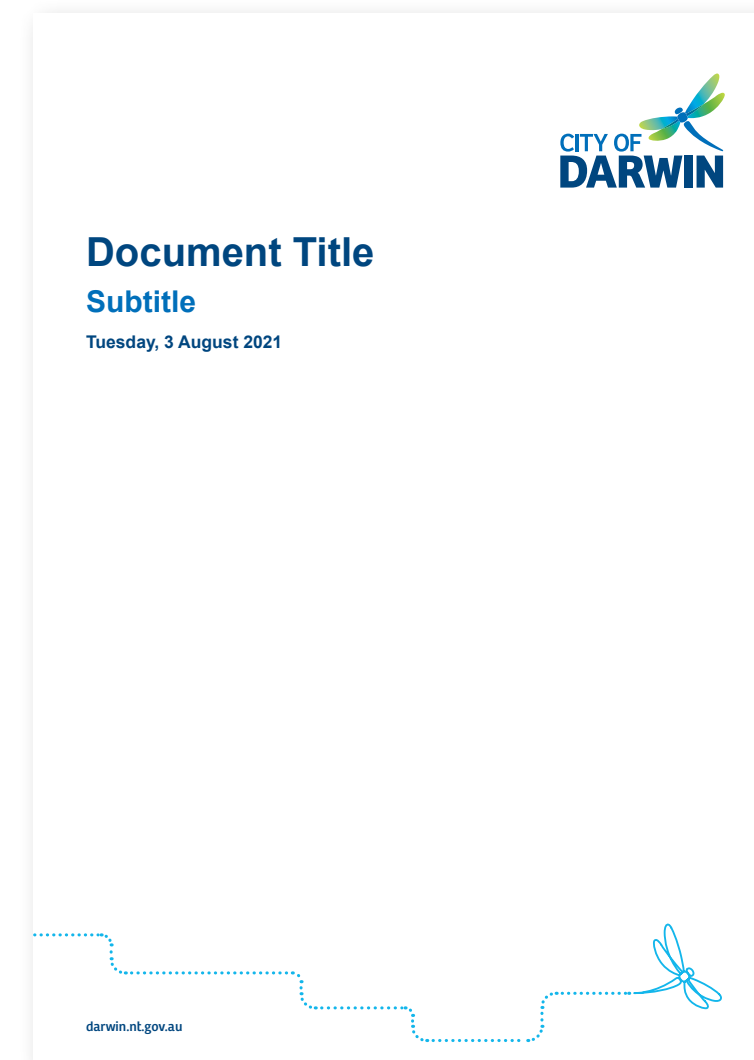
Staff

Elected Members

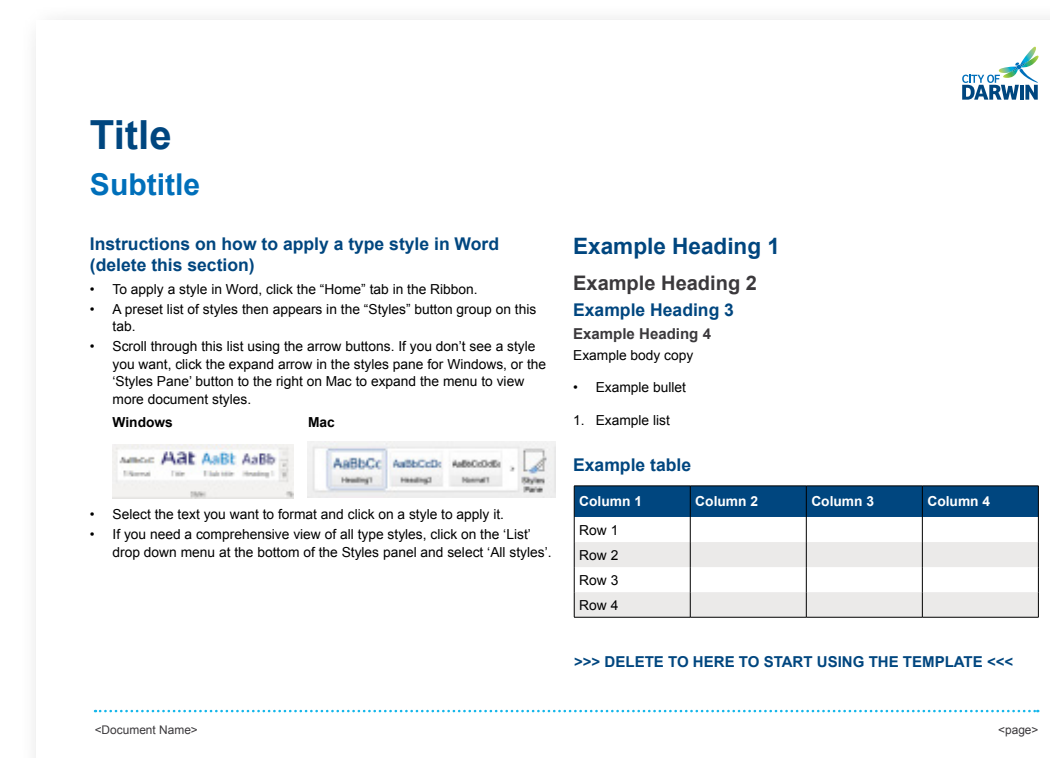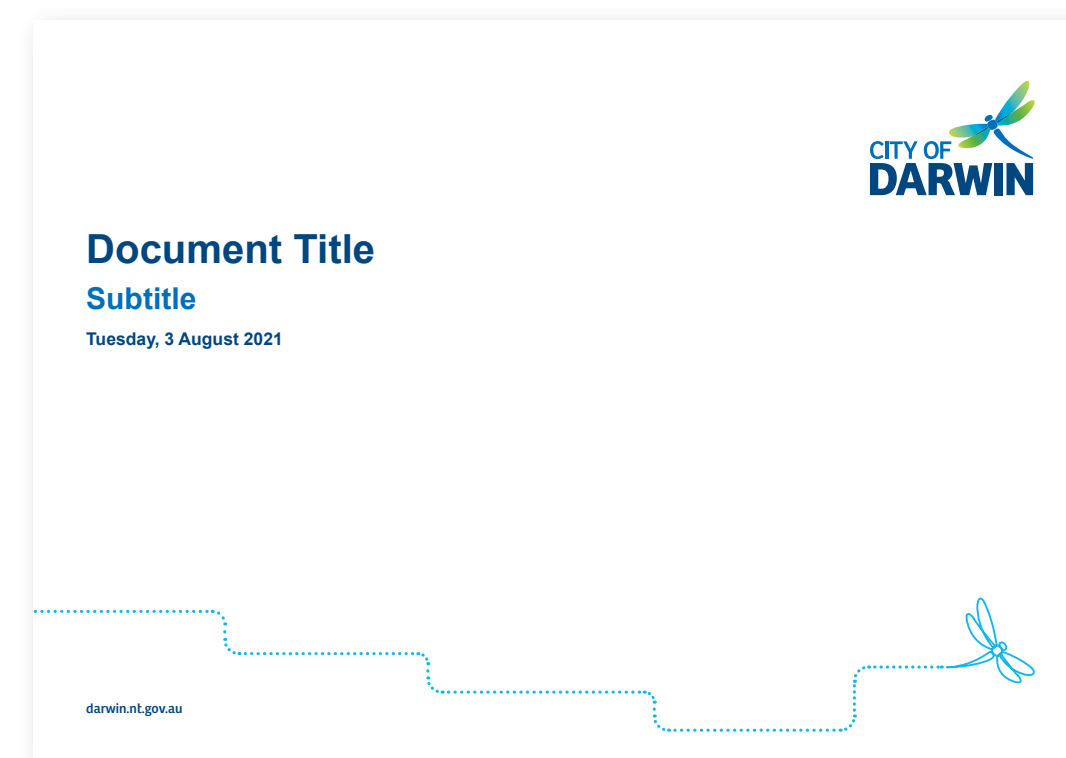Presentation folder

3.3 CORPORATE STATIONERY

Word documents

There are two A4 word documents available, a portrait and landscape version.

All Word document templates are set up with type styles that should be used to maintain consistency across the City of Darwin branded documents.

Word Document A4 Portrait

Word Document A4 Landscape

3.3 CORPORATE STATIONERY

PowerPoint template

This page shows slide templates in the teal colour theme. Slides are available in all colour themes within City of Darwin's colour palette.

PowerPoint template

These are some examples of collateral regarding the Reconciliation Action Plan.

The Bidjpidji dragonfly must only be used in relation to activities and actions from the Reconciliation Action Plan and should always be used in conjunction with City of Darwin's logo.

Reconciliation Action Plan report example

Reconciliation Action Plan banner example

3.5 SIGNAGE

Permanent signage

Permanent signage is used for City of Darwin facilities, parks and reserves, and follows a standardised design with a corporate feel.

Promotional signage

Promotional signage may be used to raise awareness of City of Darwin's programs and initiatives that have a defined end date. For example, promotional signage may be infrastructure projects at a construction site to promote a capital works program; in parks and reserves to promote recreation or community engagement programs, or in libraries and Customer Service to promote events.
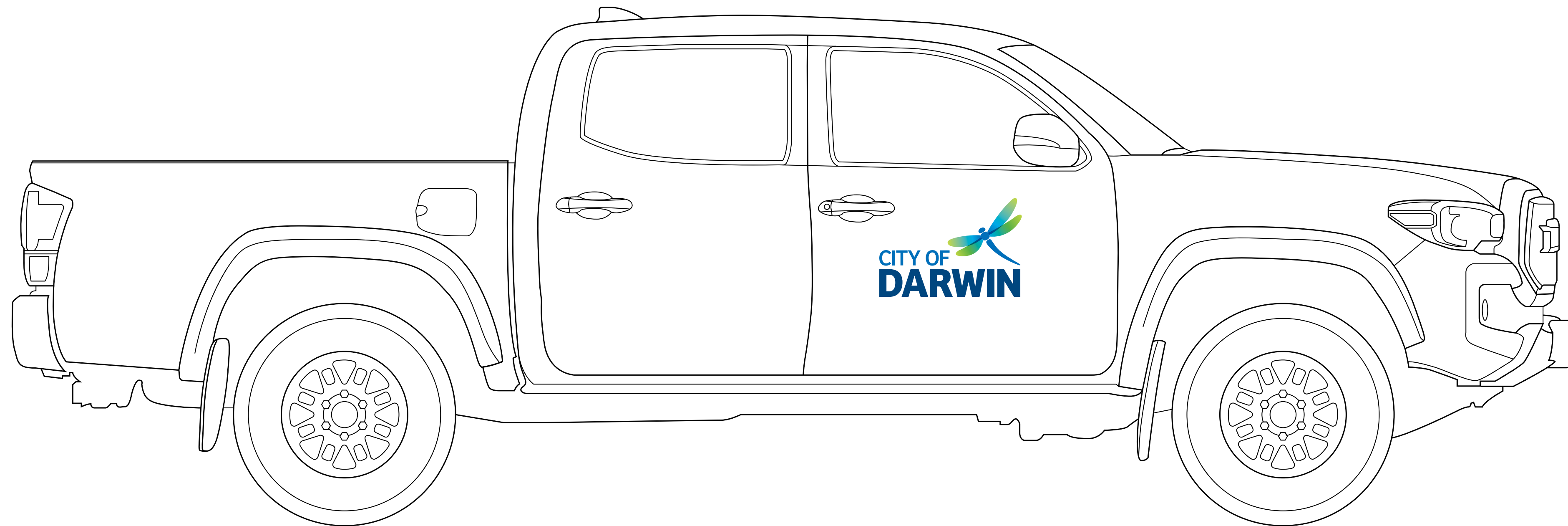
Permanent signage

Promotional signage

3.6   COUNCIL VEHICLES

City of Darwin Council vehicles
feature the full colour logo on the
driver and passenger doors.

ARTWORK FILES

04

LOGO FILES

Our logo assets are provided in a variety of formats and colourways. Artworks for printed output are supplied as EPS vector files, which use CMYK colour. Artworks for digital output are supplied as PNG and JPEG files, both of which use RGB colour.

For print – CMYK EPS

These files are for printers, designers and all third party suppliers producing 4-colour process artwork for print. Please note that background colours are not included in the files. Users must add the background when creating artwork.

For digital – RGB JPEG or PNG

JPEGS are used for Word, PowerPoint and all internal documents. They are also for web designers, and can be used for electronic documents.

PNG files have a transparent background, and can therefore be overlaid over an image or colour if required.

NOTE

The logo file names listed here show only the EPS CMYK versions of each file. Each logo is also available in RGB colour, in both PNG and JPG formats.

City of Darwin corporate logos

City of Darwin Stacked

City of Darwin_Stacked_Full Colour_CMYK.eps
City of Darwin_Stacked_Colour Reversed_CMYK.eps
City of Darwin_Stacked_Mono Black_CMYK.eps
City of Darwin_Stacked_Mono White_CMYK.eps

City of Darwin Horizontal

City of Darwin_Horizontal_Full Colour_CMYK.eps
City of Darwin_Horizontal_Colour Reversed_CMYK.eps
City of Darwin_Horizontal_Mono Black_CMYK.eps
City of Darwin_Horizontal_Mono White_CMYK.eps

City of Darwin logo variations

Launch

City of Darwin_Launch_Dark Blue_CMYK.eps
City of Darwin_Launch_Light Blue_CMYK.eps
City of Darwin_Launch_Colour Reversed_CMYK.eps
City of Darwin_Launch_Mono Black_CMYK.eps
City of Darwin_Launch_Mono White_CMYK.eps
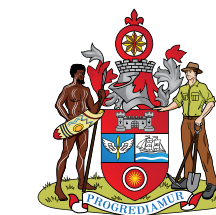
Lord Mayoral Coat of Arms

City of Darwin_Crest_2018_CMYK.eps

Generic Libraries

City of Darwin_Public Libraries_CMYK.eps

Generic Public Pools

City of Darwin_Public Pools_CMYK.eps

City of Darwin Councillor Stacked

City of Darwin_Councillor_Stacked_CMYK.eps

City of Darwin Councillor Horizontal

City of Darwin_Councillor_Horizontal_CMYK.eps

APPROVAL PROCESS AND CONTACT DETAILS

05

THANK YOU FOR LOOKING AFTER OUR BRAND

Additional notes

- Any part of the brand identity must appear in the configurations specified in this style guide.
- Authorisation for the use of any part of the brand identity is at the discretion of the Chief Executive Officer (or nominee).
- Communications materials can only be produced from master materials supplied by City of Darwin.
- Wherever possible, logos and other materials must be produced using acceptable methods (i.e. offset printing, digital printing, screen printing, vinyl cut graphics). Screens must be made using film positives rather than hand cut. Hand painting of the logo should be avoided.
- The brand identity of City of Darwin remains the property of City of Darwin.
- City of Darwin reserves the right to reject any use or likeness of City of Darwin's brand identity at its discretion.
- Unauthorised use of any part of City of Darwin's brand identity is a breach of copyright.

If you have a query about specific use of the City of Darwin brand, please contact Marketing, Communications and Engagement at **pr@darwin.nt.gov.au.**

Authorisation

The City of Darwin logo and all branding elements contained within this document remain the sole property of the City of Darwin.

Authorisation for the use of the logo or any other City of Darwin brand elements may be granted or refused at the sole discretion of the Chief Executive Officer (or nominee).

Final approval

Final approval must be granted by the Marketing, Communications and Engagement team prior to the release, publishing and distribution of all materials.

Any unauthorised use of the logo or branding elements is considered a breach of copyright. City of Darwin reserves the right to reject inappropriate or incorrect use of the logo and branding elements.

Contact

It is not possible to address every example of the use of the logo and branding elements in this document. If you are uncertain or have a special request, please contact us.

Tel: 08 8930 0300
Email: pr@darwin.nt.gov.au