

Nowra CBD Revitalisation Strategy Committee

Meeting Date: Wednesday, 13 March, 2019

Location: Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra

Minutes Attachments

Index

CBD19.12 Outstanding / Ongoing Actions

Attachment 1 Logo Guidelines 3

Revitalisation
Committee
NOWRA CBD

Revitalisation Committee
Nowra CBD
Logo Guidelines

2019

Logo Variations

The Revitalisation Committee Nowra CBD logo is a type base logo that can appear on it's own or in combination with the Shoalhaven City Council logo. The logo can present in three ways, colour, white or black.



Revitalisation
Committee
NOWRA CBD

Colour

The colour logo should be given preference over all versions unless



Revitalisation
Committee
NOWRA CBD

Black

For use where colour reproduction is not available or appropriate. It should be applied on a white or light background.



Revitalisation
Committee
NOWRA CBD

White

For use on dark backgrounds when it is not possible to accommodate the colour logo.



Shoalhaven
City Council

Revitalisation
Committee
NOWRA CBD



Shoalhaven
City Council

Revitalisation
Committee
NOWRA CBD



Shoalhaven
City Council

Revitalisation
Committee
NOWRA CBD

Specifications

Colours

Blue

Pantone 541
Print C100 / M58 / Y9 / K46
Screen R0 / G60 / B113
Web #003C71

Black

Print C0 / M0 / Y0 / K100
Screen R65 / G64 / B66
Web #333333

Spacing

To maintain the clarity and integrity of the brand, a minimum size and clear space must be observed in all instance.



Clear Space

An invisible frame that is a minimum area surrounding the logo, it must remain free of other elements. The proportions of clear space is defines by the height of the N in Nowra.



Co Branding Spacing

When Co Branding with brands other than Shoalhaven City Council, the secondary logo should be placed to the right with with a 0.5mm line separating with the clear space of N on either side of the line.



Minimum Size

Revitalisation Committee Nowra CBD logo should be larger or equal in size to other logos. Should not be smaller than 30mm in width.

Logo Reproduction

Incorrect usage

Do not distort, place on angles or position on complex backgrounds.



X DO NOT warp, twist, stretch, squash or the distort the proportions of the logo



X DO NOT alter the colours of the logo in any way



X DO NOT rotate the logo. It must always appear level or horizontal to the layout



X DO NOT apply the logo any smaller than the recommended minimum size



X DO NOT apply logo over complex backgrounds or images that diminish the presence of the logo



X DO NOT apply logo in low contrast situations



X DO NOT apply drop shadows, blurs or similar effects



X DO NOT change ratio of the logo elements