

HARVEY REGION

Brand Style Guide | March 2022

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Brand Logo

The *Harvey Region* logo is part of the *Bunbury Geographe* branding suite, grounding it within the region.

The bespoke type treatment reflects the dynamic, rural environment and vibrant local community.

HARVEY
REGION

Logo Suite

The logo has been designed in both stacked and horizontal formats to allow for flexibility of application.

The stacked variation is the primary logo and is the preferred design for most applications.



**Logo Variation -
Harvey Region WA**

A Harvey Region Western Australia logo variation has been created with the foresight that our brand and/or operators may expand to interstate or international markets and require a greater sense of place when speaking to these audiences.



**HARVEY
REGION
WESTERN AUSTRALIA**



**HARVEY
REGION
WESTERN AUSTRALIA**

**Logo Variation -
Indigenous Countries**

An alternative logo suite has been created in order to acknowledge the traditional custodians of the land. These logos will be used across signage in the region to give a greater sense of heritage, culture and place.



**Logo Variation -
Mono**

Black and white variations of the logo are available for use where necessary.



**HARVEY
REGION**



**HARVEY
REGION**

Minimum Logo Size

In any application (print or screen), the logo should not appear smaller than the sizes specified on the right.

Adhering to minimum sizing requirements ensures the logo is legible at small sizes.



Minimum Size for Print Applications



Minimum Size for Screen Applications

Logo Don'ts

Use the following list to avoid incorrect applications of the *Harvey Region* logo:

1. Don't rotate or skew
2. Don't stretch or squish
3. Don't move elements
4. Don't resize elements
5. Don't alter the colour
6. Don't change the font
7. Don't separate words
8. Don't place on images that make the logo difficult to read
9. Don't place on colours that make the logo difficult to read



1



2



3



4



5



6



7



8



9

Tagline

The tagline encompasses the community, honesty, and pride of the region and its people.

WE ARE

WE ARE HARVEY
REGION

Logo with Tagline

The tagline is used together with the logo to make the phrase *We Are Harvey Region*.

Depending on the application, the tagline can be placed in the following positions:

1. To the left, aligned to the horizontal centre
2. Above, aligned to the vertical centre
3. Above, aligned to the left

WE ARE
HARVEY
REGION

WE ARE
HARVEY
REGION

**WE ARE
HAPPY DAYS**

Tagline in Use

When creating brand statements, the following guidelines apply:

1. Alignment rules as stipulated on page 11
2. *We Are* should be followed by a descriptive word or phrase that starts with a harsh “H”.

E.g. “Happy”,
“Hardworking”, “Home”

NOT e.g. “Honest”,
“Honour”, “Hour”

**WE ARE
HOMELY CABINS**

**WE ARE
HOMEGROWN HEROES**

**WE ARE
HINTERLAND ADVENTURERS**

Colour Palette

The colour palette has been derived from colours used in the *Shire of Harvey* and *Bunbury Geographe* palettes.

These colours work to complement each other and reflect the visual experience of the region.

Primary Colour Palette



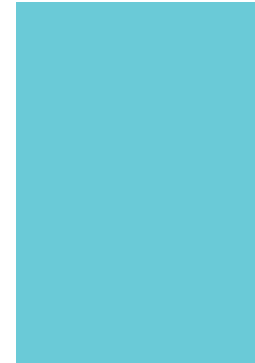
Sun

CMYK 10, 38, 80, 0
RGB 228, 164, 78
HEX #E4A44E



Rust

CMYK 0, 70, 100, 7
RGB 226, 104, 31
HEX #E2681F



Coast

CMYK 54, 0, 16, 0
RGB 105, 202, 215
HEX #6ACAD7



Moss

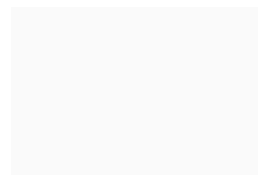
CMYK 71, 32, 57, 42
RGB 53, 95, 83
HEX #355E53



Grass

CMYK 59, 27, 100, 8
RGB 117, 142, 0
HEX #748F3B

Secondary Colour Palette



Mist

CMYK 1, 1, 1, 0
RGB 257, 249, 249
HEX #FAFAFA



Dusk

CMYK 0, 39, 24, 0
RGB 248, 173, 168
HEX #F8ADA8



Sage

CMYK 26, 20, 44, 0
RGB 193, 188, 152
HEX #C1BC98



Night

CMYK 95, 80, 50, 45
RGB 23, 44, 68
HEX #172C44



Ink

CMYK 74, 67, 66, 86
RGB 10, 10, 10
HEX #0A0A0A

Typographic Palette

Staatliches Regular should be used for headings and display text. It always appears in large capitals.

Calibre is the supporting typeface and should be used for smaller headings and body copy. Where Calibre is unavailable, Arial should be used in its place.

Typefaces available here:

Staatliches

<https://fonts.google.com/specimen/Staatliches>

Calibre

<https://klim.co.nz/retail-fonts/calibre/>

STAATLICHES

AaBbCc|234!#

Calibre

AaBbCc1234!#

LIGHT

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

REGULAR

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

MEDIUM

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz1
234567890

SEMIBOLD

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

BOLD

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Icon Style

Icons should adhere to the following guidelines:

- Monoline outlined style
- Mid-weight stroke to ensure legibility at small size applications
- Rounded stroke caps and joins
- Only appearing in colours from the brand's colour palette or pure white (FFFFFF)

Example icons shown right.*

* Please note this is an example of style and not a complete library. If in need of an icon, please contact info@harveyregion.com.au.



Accommodation



Events



Produce



Heritage / History



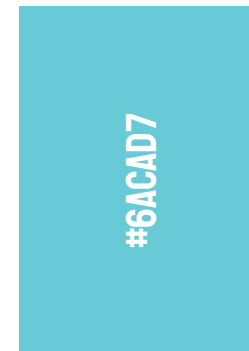
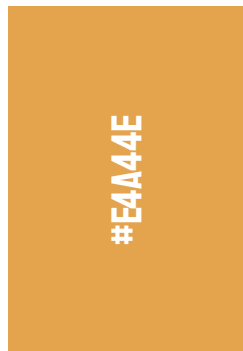
Wine



Outdoor / Adventure



HARVEY REGION



Brand Style Board

FIND **HARVEY REGION**



