



Shire of
CARNARVON
CATCH A *taste* OF THE GREAT LIFE

SHIRE OF CARNARVON

BRAND GUIDELINES

03	LOGO
07	SECONDARY LOGOS
08	TYPOGRAPHY
11	COLOUR PALETTE
13	Brand Voice
16	Photography Style

CONTENTS

LOGO

PRIMARY LOGO

This is the main visual representation of the Shire of Carnarvon and should be used as the master landmark across all official communications and platforms.

Whenever possible, use the primary logo on a white or neutral background to ensure maximum visibility and consistency. It should always appear clear, legible, and unaltered.



COLOUR VARIATION

The primary logo is the preferred option and should be used whenever possible. In situations where background colours or printing limitations require an alternative, approved colour variations are available in white, and black.

Any other colour adaptations must be reviewed and approved by the Shire of Carnarvon's Communications Team prior to use.



Isolation zone

An isolation zone has been established to ensure that the design is not crowded. No images or text is to appear in this zone. This zone is defined as 'X' and is based upon the size of the capital 'A' in Australian Government. This zone is a minimum dimension and it applies to every form and application of the design.

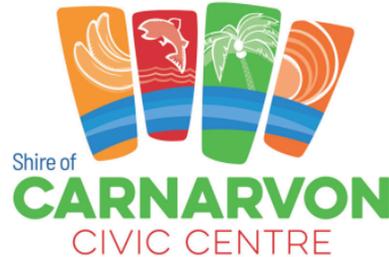
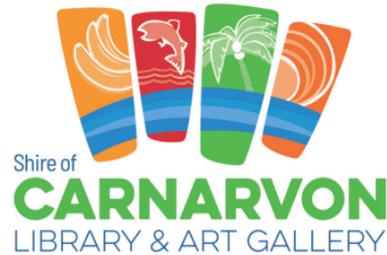
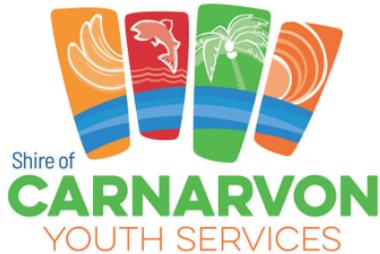
Minimum size

On material where the Australian Government Building Australia logo is applied, the logo must be reproduced no smaller than 20 mm for the Coat of Arms. Reduction of one element over another is not an option.



Secondary Logos

Secondary logos are designed for departmental or program-specific use and help support the main Shire brand in targeted communications. They should always remain visually aligned with the master logo and follow the same usage principles to maintain brand consistency.



TYPOGRAPHY

TYPOGRAPHY

Our typography is an important part of the Shire of Carnarvon's visual identity. It helps create a consistent tone and supports our commitment to clear, modern communication.

GEOVANO SAN REGULAR

A clean, semi-bold typeface ideal for subheadings and call-outs, providing clear hierarchy within text.

Primary
Geovano San Regular

**Eveleth W01 Clean
Regular**

Secondary
**Eveleth W01 Clean
Thin**

EVELETH W01 CLEAN

Used for headings and titles, the primary font should be bold, confident, and easily legible, conveying professionalism and approachability.

Raleway

A regular, highly readable style used for paragraphs, reports, and general content.

Primary
Raleway Regular

CCScoundrel
Regular

Secondary Raleway
Thin
Medium
Bold

SecondaryCCScoundrel
Bold

CCScoundrel

A lighter variation suitable for captions, small print, or additional notes.

COLOUR PALETTE

Colour Palette – Overview

Carnarvon's brand colours are inspired by the natural landscapes, coastal environment, and vibrant community spirit that define the region. They reflect the connection between land, water, and people, from the blue hues of the Gascoyne River and Indian Ocean to the warm tones of our red earth and vivid sunsets.

Our colour palette has been designed to be flexible, accessible, and visually cohesive across all platforms, from print and digital to signage and infrastructure projects.

Primary Colours

#63a4d7RGB - 99/164/215
CMYK - 54/24/0/16**#207fc2**RGB - 32/127/194
CMYK - 0/84/35/24**#195b9a**RGB - 25/91/154
CMYK - 84/41/0/40**#4bb64f**RGB - 75/182/79
CMYK - 59/0/57/29**#d62e31**RGB - 214/46/49
CMYK - 0/79/77/16**#f07432**RGB - 240/116/50
CMYK - 0/52/79/6**#f69734**RGB - 246/151/52
CMYK - 0/39/79/4

Secondary Colours

#97cf8cRGB - 151/207/140
CMYK - 27/0/32/19**#e4836b**RGB - 228/131/107
CMYK - 0/43/53/11**#f7a775**RGB - 247/167/117
CMYK - 0/32/53/3**#f7ae5f**RGB - 247/174/95
CMYK - 0/30/60/3

Brand Voice

BRAND VOICE

Our voice reflects who we are: open, community-minded, and proud of our region.

Every piece of communication from the Shire of Carnarvon should feel friendly, factual, and community-focused. We aim to sound human, approachable and genuine, never bureaucratic or distant.

Tone

- **Friendly:** Speak with warmth and optimism. Use clear, everyday language that invites people in.
- **Factual:** Provide accurate, transparent information in a straightforward way.
- **Community-focused:** Write with our people in mind. Use inclusive language that celebrates our shared place and values.

Personality

Our tone adapts depending on the message, from informative to celebratory, but always remains:

- **Authentic:** Honest and real, speaking the way locals do.
- **Helpful:** Focused on solutions and support.
- **Positive:** Highlight achievements, progress, and community spirit.
- **Professional:** Confident and consistent, while remaining down-to-earth.

Writing Style

- Use plain English and short sentences.
- Speak directly: use we, you, and our community where possible.
- Avoid formal or bureaucratic language (for example, write "We're improving access" instead of "Access improvements are being undertaken").
- Lead with what matters — people, place, and purpose.
- End on a note of inclusion or action: "We'd love to hear your thoughts." / "Join us at the event."

VOICE IN PRACTICE

Situation	Example
Informing	"Road works will take place on Babbage Island Road next week to improve safety and drainage. We thank you for your patience."
Celebrating	"What a great weekend at the Festival! Thank you to everyone who joined us, your support makes these events possible."
Engaging	"Have your say on the new playground design! Share your feedback online or pop by the info stall this Saturday."

Photography Style

Events



Landscape



Corporate

Economic
Development

