Shire of Murray

Visual Identity

Shire of Murray

Brand Guidelines

The Shire of Murray brand represents the community, environment and the values and vision of the organisation.

It is important that brand guidelines are adhered to, as set out in this document, to ensure the Shire of Murray is always represented in a cohesive visual language.

About the
Murray Region

By 2031, the Murray region will be a place where business thrives, the environment is protected, and all people enjoy an outstanding quality of life.

With almost 1,821 square kilometres of natural beauty, the Murray region is home to some of the State's finest historic and heritage buildings and has a growing reputation for adventure and wellbeing. The area offers a relaxed lifestyle with a popular mix of canal living, rural homesteads and country homes close to the freeway and several urban centres.

The Murray region is growing. Its population of 18,068 is expected to more than double in the next 20 years. Servicing that growing population requires innovative and smart planning, strategic thinking and economic diversification.

The Shire wants to create a district distinctive by its creativity, liveliness, activity and vibrancy, attracting new investment, seizing opportunities to develop and expand the business sector, and to encourage innovation and collaboration while providing an enticing array of lifestyle attractions.

The Shire of Murray is the local government authority proudly serving the people of Murray. It is the Shire's role to deliver essential ratepayer services, while also maintaining facilities and investing in the future.

The Shire of Murray acknowledges the traditional lands of the Bindjareb and Wilman Noongar people. We pay our respect to their Elders, past, present and emerging.

An introduction to the
Shire values

The Shire of Murray exists to meet the needs of current and future generations through an integration of environmental protection, social advancement and economic prosperity.

The Shire of Murray values are **REAL**.

Respect

Excellence

Accountable

Leadership

Master brand mark

The Shire of Murray brand mark must always appear as provided in the master artwork files.

The colour logo must always sit on a white background. When used on a colour background, the logo must be reversed to white. The logo must only be reversed onto a colour from the Shire of murray colour palette.

Shire of Murray

Size and clear space

The Shire of Murray brand mark must always have sufficient clear space when applied. This drawing shows a simple method of how to create an acceptable clear zone around the brand mark.

The Shire of Murray brand mark must not appear smaller than the set minimum width.

Minimum width is 30mm

Incorrect logo use

The Shire of Murray brand mark must always appear in its original form and must never be varied from the guidelines. Misuse of the logocompromises the brand.

Shire of Murray

(X) Do not rearrange

Shire of Murray

(X) Do not change the scale proportions

Shire of Murray

(X) Do not rotate

Shire of Murray

(X) Do not change the colours

Shire of Murray

(X) Do not place the colour brand mark on a coloured background

Shire of Murray

(X) Do not place any of the brand mark formats on a busy background

Work mark

The Shire of Murray brand is already well recongisable within the community.

The Shire of Murray word mark provides a clean, yet simple and recongisable version of the logo.

Use of the word mark is best suited for larger document design where the brand mark is shown on more than one occasion.

The brand mark must still obtain prominence and be displayed on the leading page however the word mark can be used to supplement this brand. Examples included in a footer on the end page.

Shire of Murray

Brand colours

The Shire of Murray primary colour palette is drawn from the surrounding landscape.

The primary colour palette comprises of the three colours found within the logo. These colours are best suited to all general corporate brand applications as they have become a recognisable identifier for the Shire.

All primary and secondary colours can be used in solid, tint or transparency form.

Primary colour palette

Pantone: 283 C + U
CMYK: 37, 14, 0, 0
RGB: 155, 193, 231
Hex #: 9BC1E7

Sky Blue

Pantone: 279 C + U
CMYK: 76, 47, 0, 0
RGB: 66, 123, 191
Hex #: 427BBF

River Blue

Pantone: 577 C
CMYK: 36, 10, 63, 0
RGB: 170, 194, 127
Hex #: AAC27F

Green Hills

Secondary colour palette

Pantone: 125-7 C
CMYK: 89, 6, 43, 17
RGB: 0, 136, 138
Hex #: 00888A

Teal

Pantone: 24 C
CMYK: 1, 43, 85, 2
RGB: 231, 153, 71
Hex #: E79947

Orange

Pantone: 10 C
CMYK: 1, 22, 85, 1
RGB: 240, 190, 67
Hex #: F0BE43

Yellow

Pantone: 68 C
CMYK: 0, 46, 17, 0
RGB: 230, 156, 168
Hex #: E69CA8

Pink

Pantone: 89 C
CMYK: 28, 51, 5, 3
RGB: 165, 120, 162
Hex #: A578A2

Lilac

Text colour

Pantone: 405 C
CMYK: 46, 42, 48, 33
RGB: 108, 103, 95
Hex #: 6C675F

Earth Grey

Emergency communication

Pantone: 57 C
CMYK: 0, 89, 63, 1
RGB: 212, 41, 66
Hex #: D42942

Alert Red

Fonts

The Shire of Murray primary fonts are Stag and Museo Sans and should be used for all communication material.

Headings and subheadings
It is recommended to use Stag font, in sentence case, for all major headlines. For subheadings either Stag or Museo can be used at the discretion of the designer based on the application.

Bodycopy
Museo sans should be used for all body copy. However, when it is not possible to use Museo Sans, for communications such as email, EDM's or websites, then the replacement font is Arial.

Specialty
An addition to the font suite is Shadows into light two. This typeface brings a relaxed and warm feel to the brand. This font should be used sparingly and it suggested to be used as a subhead or pull out quote.

For standard Microsoft templates and Word Documents use:

– Body text – Arial size 11

– Single space paragraphing

Stag is a rights managed fonts and therefore all users must purchase a user license. A license can be purchased at:www.commercialtype.com.

Stag Medium
The primary headline font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*

Museo Sans
The primary body copy font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*
Museo Sans is available in many weights.

Shadows into light two
The specialty font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%&*

Microsoft Formatting

Use
Shire of Murray
and instead of &
Sentence case - (Capitals for names and titles only)
Words for numbers until the number 10 i.e. two not 2
Bullet points should begin with a capital i.e.* • The quick brown fox • The pink frog

Sequenced numbering within reports i.e. *
1.   The quick fox
   1.1.   The quick brown fox
      1.1.1   The quick brown fox and the pink frog

Times should be written using the 12-hour clock format and punctuated with a colon i.e. 4:00pm
A comma between the month and year of a date i.e. Tuesday 13 August, 2024
Spacing between paragraphs should be a full enter i.e. 0pt before and after*
Bullet point spacing should be 0.6pt after*
For standard Microsoft templates and Word Documents use*: • Body text – Arial 11 • Single space paragraphing

*Refer to formatting in Process Manager

Five focus pillars

There are five core focus pillars of the Shire of Murray. They are people, planet, place, prosperity and performance. These pillars are interrelated, and each must be satisfied to deliver outstanding quality of life in the Shire of Murray.

People
Our community enjoys excellent health, wellbeing and quality of life.

Planet
Our natural environment is cared for and appreciated.

Place
Our rural charm is preserved while we grow by embracing innovative urban design ideas.

Prosperity
Our economy is thriving with diverse business, tourism and job opportunities.

Performance
Our can-do attitude helps us to achieve desired outcomes and continuously strive for excellence.

Focus Sphere

The Shire of Murray primary brand element is the focus sphere.

A graphical collection of moving parts representing the shires core focus pillars. Diverse in application, rich in meaning.

The focus sphere adds an additional element to the brand. Whilst the contents of the sphere creates a whole story, the individual elements can be extracted and used in many ways, allowing for creative versatility.

Shire of Murray

| People | Planet | Place | Prosperity | Performance |

Brand elements

There are a number of visual elements that can be used to strengthen, enhance and emphasise the Shire of Murray brand. The range of elements allows for a dynamic brand.

The brand elements are the focus sphere, shapes, soft edges and curves as well as iconography.

Whilst creative versatility is preferred, a cohesive look must be maintained across all collateral.

Professional imagery paired with graphical elements and iconography bring the brand to life.

Shire of Murray

Iconography

The Shire of Murray iconography style follows the look and feel of the primary iconography 'focus pillars' set shown on page 10.

These icons are simple yet provide an additional graphic element that strengthens the brand and Shire messaging. With soft edges and simple lines they are diverse in application.

Icons must not be distorted or altered. When housed there must be sufficient clear space around the icon as shown in the examples.

Additional icons can be used within brand applications as long as they match the look and feel of the current suite (see further along in this document). Use of iconography is based on a 'see fit' application. Iconography is used to complement text and imagery and should never over power a design.

Photography

The Shire of Murray visual assets enhance communications. The photographic style must match the core values - the Shire of Murray exists to meet the needs of current and future generations through an integration of environmental protection, social advancement and economic prosperity.

Examples provided present the Shire in a positive, innovative, bright yet warm and inviting way. They showcase the area as well as the feeling of connection and community.
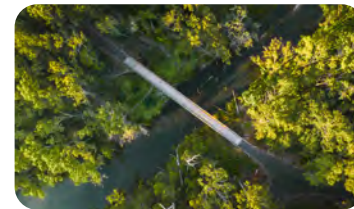
Corporate Stationery

20 November 2024

Mr John Citizen
123 Murray Road
Pinjarra WA 6208

Re: November Council Meeting

Dear John,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Kind Regards
Jane Citizen
Shire of Murray

Jane Citizen

Community • Lifestyle • Opportunity

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Shire of Murray (envelope)

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Shire of Murray (business card front)

Full Name
Manager Community Development

T: (08) 9531 7777
M: 0412 345 678
E: full.name@murray.wa.gov.au

1915 Pinjarra Road, Pinjarra WA 6208
PO Box 21, Pinjarra WA 6208

murray.wa.gov.au

Full Name
Manager Community Development

T: (08) 9531 7777
M: 0412 345 678
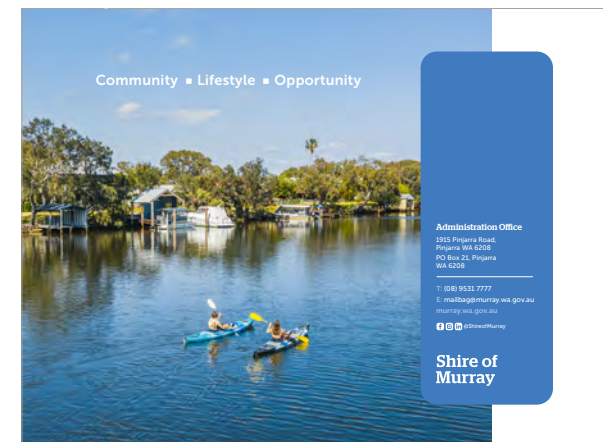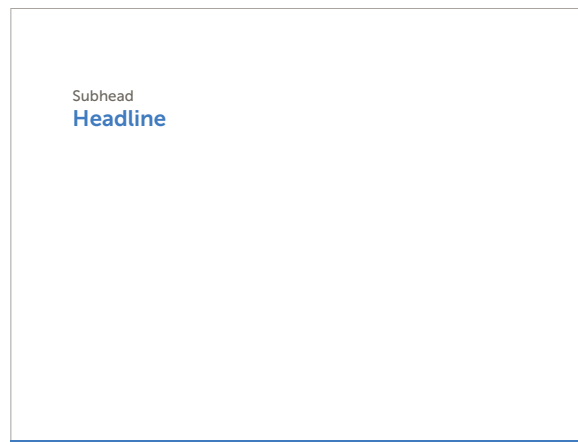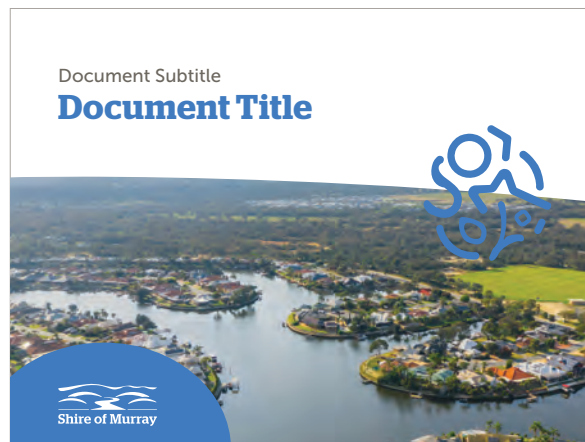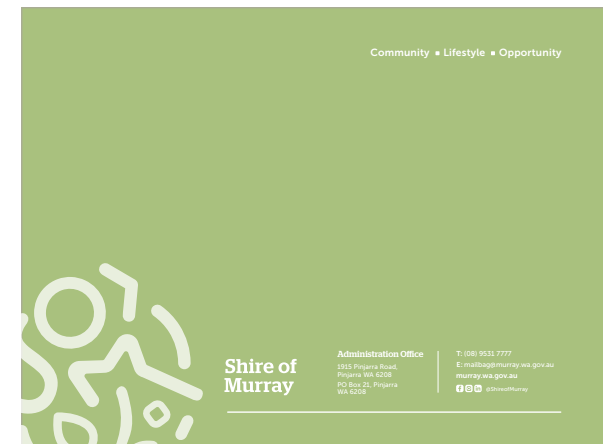E: full.name@murray.wa.gov.au

murray.wa.gov.au

PO BOX 21, Pinjarra WA 6208

Shire of Murray
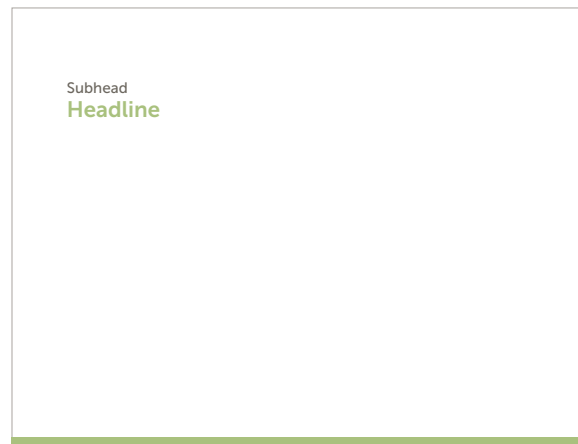
Sample
Social media

The Shire of Murray social media presences focus on clear communication. By incorporating brand elements, iconography and professional photography the shire is able to showcase the area, activities and communicate important information to the wider community.

Total fire ban
The lighting of any fire in the open air and any other activities that may start a fire is prohibited.
To stay informed, visit emergency.wa.gov.au or dfes.wa.gov.au

Shire of Murray

Visit the link in the caption to read more.

Shire of Murray

Job Opportunity
| Parks and Gardens Officer

Office Closure

Administration Office closed today for Labour Day

Shire of Murray

Summer Holiday Activities

Shire of Murray

30 January
Play-in-the-park day

Nuisance Barking Dogs

All dogs bark but some barking dogs become a nuisance. Excessive barking can become one of the most disruptive neighbourhood issues if not rectified by a dog owner.

Shire of Murray

Visit the link in the caption to read more.

School holiday activities revealed

Shire of Murray

Sign up today!

Presentation templates

Document Subtitle
Document Title

Shire of Murray

Subhead
Headline

Community ▪ Lifestyle ▪ Opportunity

Shire of Murray

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Shire of Murray

Sample
Document design

Document design

Plan for the future
Council Plan

Shire of Murray

About the
Council Plan

Everything the Shire of Murray does is guided by the Strategic Community Plan 2021-2031. This plan is a ten-year blueprint for the Shire and sets strategic direction by specifying a vision and community aspirations.

This Annual Report documents the Shire of Murray's performance against these focus areas during the 2022/23 financial year (FY2022/23).

Strategic Community Plan	10 year
↓	
Corporate Business Plan	4 year
↓	
Annual Budget	1 year

Informing strategies
- Long Term Financial Plan
- Workforce Plan
- Asset Management Plans
- Information Communications and Technology Plan
- Community Facilities and Services Plan
- Issue specific strategies.

This Annual Report is available in digital format on murray.wa.gov.au. Hardcopies are available at the Shire of Murray Administration Office and Murray Library. Alternative formats available on request.

Focus areas

- Places for people
- Thriving economy
- Environment, character and heritage
- Connected and accessible
- Capable and accountable

Under the Local Government Act 1995, the Shire of Murray is required to produce an Annual Report by 31 December each year, or within two months of the Auditor General's report on the Shire's financial statement.

Shire of Murray | Council Plan | 2023-2033

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Shire of Murray

Sample
Document design

Shire of Murray

Firebreak Notice and Bushfire Information

Important dates to remember

Restricted burning time one
Permit to burn required
1 October 2023 — 30 November 2023 (inclusive)

Fire preparedness works deadline
Completed by 30 November 2023
Maintained up to and including 15 May 2024

Prohibited burning time
Burning prohibited
1 December 2023 — 31 March 2024 (inclusive)

Restricted burning time two
Permit to burn required
1 April 2024 — 15 May 2024 (inclusive)

Note
- Unseasonal weather conditions may necessitate a variation to the above dates.
- Burning is prohibited on days where the Fire Danger Rating is High or above and if either a Total Fire Ban/ Harvest and Vehicle Movement Ban is declared.
- Prior to any burning, please contact and advise the DFES Communication Centre on (08) 9395 9209 as well as the Shire Ranger Services on (08) 9531 7709.

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Shire of Murray

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Pull up banners

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Pull up banners

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Teardrop flag - graphic

Shire of Murray
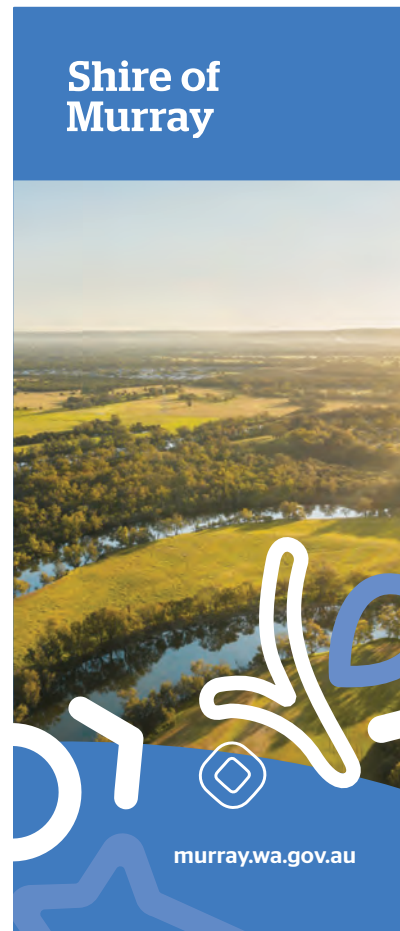
Shire of Murray

Shire of Murray

Shire of Murray

Teardrop flag - image

Sample
Presentation Folder