



Hawkesbury City Council

Attachment 2  
to  
item 195

Cultural Services  
Suite of Logos and  
Visual Identity

date of meeting: 25 September 2007  
location: council chambers  
time: 5:00 p.m.



# Hawkesbury City Council



## CULTURAL SERVICES

### Style Guide

## Contents:

The style guide contains six elements. These are:

**Introduction**

**Logo Typography**

**Logo Colours**

**Backgrounds**

**Titles & Details**

**Gallery**

**Library (Hawkesbury Central)**

**Library (Richmond)**

**Layouts (horizontal & vertical)**



## Introduction:

The purpose of the style guide is to ensure that the visual design elements of the Cultural Services logos are correctly used in all media.

It is important that all basic rules are followed in the Style Guide so that the design elements are applied consistently.

Logos used in-house or provided to others for publications must be reproduced from digital format and must be provided in High resolution, Tiff, Jpeg or Illustrator eps. All these files must be print quality.

The elements must not be changed or altered in anyway.



## Logo Typography:

**HAWKESBURY**  
**REGIONAL GALLERY**

Gill Sans typeface is the standard for the 3 Cultural Services Logos.  
All must be capitals.

**HAWKESBURY**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ

**REGIONAL GALLERY**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ

### Colours:

HAWKESBURY: 100% Black

REGIONAL GALLERY: PMS 312,  
Process Colours C=87 M=8 Y=14 K=1

## Logo Colours:



HAWKESBURY  
REGIONAL MUSEUM

PMS 138C

Process Colours C=3% M=42% Y=94% K=1%



HAWKESBURY  
LIBRARY SERVICE

PMS 7496C

Process Colours C=60% M=24% Y=99% K=9%



HAWKESBURY  
REGIONAL GALLERY

PMS 186C

Process Colours C=6% M=93% Y=85% K=1%

**PMS** means Pantone Matching System. Its a standard language for colour identification and communication within the printing industry.

When you tell printers you want PMS 186C, you can be sure they know what colour you mean.

**Process Colours** is a breakdown of **PMS** in **CMYK** format. When all percentages are combined, a colour is produced to match a **PMS**.

## Backgrounds:

It is important that the logo is always used correctly. The method shown in the style guide is to be carefully followed.

The logos have a white border around them. On a white background this will not be seen. See pic. A

On coloured backgrounds the white border is visible. See pic. B

A black & white version of each logo and how it should be applied in black & white publications. Positive and Negative. See pic. C & D

Grayscale version is only to be used for black & white material

The logo is not to be smaller than 12mm in height on printed materials.

The logo will never be typeset, drawn manually or altered with computer graphics. It must be reproduced from a high resolution digital file and printed with a high quality printer.

When expanding or reducing, care should be taken not to distort the logos.



pic. A



pic. B



pic. C



pic. D



## Backgrounds



**pic. A**

Hawkesbury City Council Cultural Services logo is used whenever all services are involved.

The logo group has a white border around it. On a white background this will not be seen. See pic. A

On coloured backgrounds the white border is visible. See pic. B

A black & white version of the logo group and how it should be applied in black & white publications. Positive and Negative. See pic. C & D

Grayscale version is only to be used for black & white material.

The logo group is not to be smaller than 20mm in width on printed materials.



**pic. B**



**pic. C**



**pic. D**

## Title & Details: Gallery

The typography must be bottom aligned. This will apply to Library, Museum and Gallery.

Title of the organisation should always be Bold and 3 points bigger than the rest of the details.

Logo must be equal or bigger and not be smaller than details in height.

Titles and Details of the organisation that is being used should always appear on the right side of the logo.



### Hawkesbury Regional Gallery

Deerubbin Centre (1st Floor)  
300 George Street (PO Box 146)  
WINDSOR NSW 2756  
Weekdays 10am — 4pm  
(closed Tuesdays and public holidays)  
Weekends 10am — 3pm  
T: 02 4560 4441 F: 02 4560 4442  
E: [galleries@hawkesbury.nsw.gov.au](mailto:galleries@hawkesbury.nsw.gov.au)  
W: [www.hawkesbury.nsw.gov.au](http://www.hawkesbury.nsw.gov.au)



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## Title & Details: Library (Hawkesbury Central)

All information must be bottom aligned. This will apply to Library, Museum and Gallery.

Name of the organisation should always be Bold and 3 points bigger than the rest of the information.

Logo must be equal or bigger and not be smaller than details in height.

Titles and Details of the organisation that is being used should always appear on the right side of the logo.



### Hawkesbury Library Service

Hawkesbury Central Library  
Deerubbin Centre (Ground Floor)  
300 George Street (PO Box 146)  
WINDSOR NSW 2756  
Weekdays 9am — 7pm  
Saturday 9am — 1pm  
Sunday 2pm — 5pm  
(closed public holiday)  
T: 02 4560 4460 F: 02 4560 4472  
E: [library@hawkesbury.nsw.gov.au](mailto:library@hawkesbury.nsw.gov.au)  
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## Title & Details: Library (Richmond)

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### **Hawkesbury Library Service**

Richmond Branch Library  
West Market Street  
RICHMOND NSW 2753  
Weekdays 9.30am — 6pm  
Saturday 9am — 1pm  
(closed Sundays and public holidays)  
T: 02 4578 2002  
E: [library@hawkesbury.nsw.gov.au](mailto:library@hawkesbury.nsw.gov.au)  
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## Layout: Horizontal

Whenever possible, horizontal format should be used.

# Hawkesbury City Council



## CULTURAL SERVICES



## Layout: Vertical

Vertical format is optional and the ONLY other option that should be used.

The same rules applies as horizontal format, positive, negative, alignment and black & white version when using details and information.



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Vertical format (optional)