Our Brand

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Our Brand

Our Brand is about sharing what makes us special. Much more than just a logo, it’s a whole destination marketing approach for everyone to join in, including residents, businesses, community groups, cultural institutions, sporting groups and visitors.

It’s based on the idea “Where interesting happens” and it allows us to promote our fascinating stories, unique experiences and much more.

We all have a part to play so, get involved, show your support and together, we can really put Canterbury–Bankstown on the map.

To assist, we have created these guidelines that enable you to integrate the Canterbury-Bankstown brand into your marketing and communications activities.
Our Brand

**Welcoming**

*Open to all*

We make everyone feel welcome and encourage people who come here to express their individuality.

**Creative**

*Unleashing imagination*

We are imaginative and encourage new ideas, innovation and alternative ways of doing things.

**Exciting**

*Rich in possibilities*

We embrace positive friction and edge, and promote richly layered experiences that are vibrant and fascinating.

**Confident**

*Proud of who we are*

We are true to ourselves and don’t pretend to be something we’re not.

WHERE INTERESTING HAPPENS
Our manifesto

At Canterbury-Bankstown, we believe in standing for places that promote interesting differences, as a way of enriching lives and experiences.

We believe in being welcoming to all – encouraging people to be themselves and express their individuality. And the positive friction and edgy character this creates, makes us all the more engaging and exciting to discover.

We believe in the power of creative thinking and encourage new ideas and ways of doing things.

As Sydney’s most interesting collection of villages in its geographic heartland, we have our own sense of identity and are proud of who we are.

Canterbury-Bankstown – Where interesting happens
Stakeholders
who can use
the City Brand

The local community was involved from the outset in developing our City Brand, so the outcome would be something everyone could own and be proud of. In the end, more than 2,000 people took part in workshops, surveys and interviews.

Who can use the brand:

- Sporting groups;
- Community groups;
- Local businesses;
- Cultural institutions;
- Education providers;
- Medical providers/hospitals;
- Business Chambers; and
- Shopping centres.
City Brand logo

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Our City Brand mark is truly interesting. It can be seen in a variety of ways – as a geometric shape that shifts perspective, and the letters “CB”. It’s always changing, it’s always interesting.

Never create the logo from separate elements, always use one of the master logo files.
The City Brand logo is made up of two components:

- The **CB logo device**; and
- The **Where interesting happens** tagline.

Never create the City Brand logo from separate elements, always use one of the master logo files.

The **CB device** in the City Brand logo is NOT THE SAME as the CB device used elsewhere. Please always use the master City Brand logo files.
The City Brand logo is designed for versatility and to inspire interesting designs. For these reasons, and for maximum legibility, the logo has a range of alternative formats.

These formats are to be used when they are the most legible option for certain shaped applications.

**Primary logo** – the preferred City Brand logo where layout permits.

**Lower logo** – used when it is a better fit for the application.

**Horizontal logo** – used for wide or shallow applications.

Never create the City Brand logo from separate elements, always use one of the master logo files.
City Brand logos

colours

The City Brand logos can be used in positive or reversed format.

They must always be used in a colour that contrasts the background, for the best legibility.

They must always be seen in a City Brand colour*.

* See "Colour palette brand colours" on page 20.
To maintain the integrity of the logo, a minimum ‘clear space’ must always be left around the logo.

Clear space creates an invisible frame around the logo, that helps it stand out and be legible. No design element, such as type, pattern or texture, should enter this area.

Where possible, more clear space is provided around the logo than the minimum requirement outlined here.

The clear space is equal to half the height of one element of the CB device.
To maintain the integrity of the logo, a minimum ‘clear space’ must always be left around the logo.

**The clear space is equal to half the height of one element of the CB device.**

\[ X = \text{half the height of one element of the CB device} \]
Minimum size guidelines are provided, so the logos are always reproduced at a legible size.

The minimum size is determined by the CB device. Common sense around legibility should also be applied.

The logos should never be produced at a size smaller than the minimum size.
Partner logo lockup

When using the City Brand, you must feature your brand first to ensure that it is clear that the communication is coming from your business/sporting group/committee and not from Council.

When using the City Brand logo in a partnership event, neither logo should overpower the other. To achieve this, use a monochromatic partner logo where possible.

The distance between the divider line and the logos, is determined by the clear space value*.

Careful consideration should be taken by the designer, to make the size relationship between the two logos feel balanced.

Never create the logo with divider line lock-up from separate elements, always use one of the master logo files.

* See "City Brand logo clear space" on page 12
Correct use of the logo

It is important the City Brand logo is always displayed consistently. In this way, we represent the logo with pride and integrity.

It should always be legible and have strong contrast against the background colour.

Never create the logos from separate elements, always use one of the master logo files.

✓ Do use black or white where possible.

✓ Do use brand colours from the brand colour palette (see “Colour palette brand colours” on page 20).

✓ Do place the logo on ‘calm areas’ of an image.
Incorrect use of the logo

The City Brand logo should always be used according to the guidelines in this document.

It should never be re-drawn or altered in any way.

Never create the logos from separate elements, always use one of the master logo files.

- Do NOT use non-brand colours (see "Colour palette brand colours" on page 20).
- Do NOT place the logo in a frame.
- Do NOT alter the composition of the logo.
- Do NOT use colours without strong contrast (see "Colour palette don’ts" on page 21).
- Do NOT apply multiple colours to the logo.
- Do NOT stretch or distort the logo.
- Do NOT add any effects to the logo.
**CB device**

The **CB device** is derived from the CBCity logo. It is bold, recognisable and representative of our multi-layered community.

A **different version** of the CB device is used in the City Brand logo and in City brand suburb logos.

Never create the CB device from separate elements, always use one of the master CB device files.
City Brand elements

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The City Brand elements are the visual cues that come together to support the logo and the City Brand.

They are carefully chosen to reflect our values, create a harmonious suite of communication materials, and appeal to our audience of community and visitors alike.

When used correctly, our Brand elements can create impactful, flexible and legible pieces of design communication.
The City Brand colour palette consists of 11 brand colours.

These colours have been chosen for the way they reflect the brand’s vibrant personality.

For consistency, only use the colour specifications outlined in these guidelines.

For printed material, use the CMYK (four-colour process) or PMS (Pantone) colour breakdown.

For on screen applications, (eg. web, email and PowerPoint) use the RGB or HEX colour breakdown.

All bodycopy and fine type that is black, should be set up at 100% Black (C0 M0 Y0 K100), not Rich Black.

*Greys and black are four-colour process to create solid ink coverage, when printing blocks of colour. In instances where fine type is used, or when documents are set up to print in greyscale, these breakdowns should be used:
  - Grey C0 M0 Y0 K50
  - Black C0 M0 Y0 K100
Colour palette don’ts

As the City Brand’s colour palette provides an extensive range of colours to choose from, it is important to consider the following rules:

- Do NOT use colour combinations that are unpleasing to the eye.
- Do NOT use colour combinations that have low contrast when legibility is important.

For details on other brand elements, see the Canterbury-Bankstown Brand Guidelines document.
City Brand suburb logos

Ashbury
Bankstown
Bankstown Airport
Bass Hill
Belfield
Belmore
Beverly Hills
Birrong
Campsie
Canterbury
Earlwood
East Hills
Georges Hall
Greenacre
Hurstville Park
Kingsgrove
Lakemba
Landsdowne
Milperra
Mount Lewis
Narwee
Padstow
Panania
Picnic Point
Potts Hill
Punchbowl
Regents Park
Revesby
Revesby Heights
Riverwood
Roselands
Sefton
Villawood
Wiley Park
Yagoona
Our Brand mark allows us to promote our fascinating stories, unique experiences and much more.

To help tell this story, every suburb has the opportunity to display our Brand mark.

Think of it as a way to connect your brand with all of the other brands across the City.
The City Brand suburb logos are designed for versatility, and the lock-up is interchangeable depending on the layout. **Always use the logo format that best suits the design and allows the logo to be most legible.**

Never create the City Brand suburb logos, always use one of the master logo files, or please contact the Communications Unit to have one created.
City Brand suburb logo components

The City Brand suburb logos are made up of three components – CB device, suburb name and the Where interesting happens tagline.

Never create the City Brand suburb logos, always use one of the master logo files, or please contact the Communications Unit to have one created.

The CB device in City Brand suburb logos is NOT THE SAME as the CB device used elsewhere. Please always use the master City Brand suburb logo files.

Always use Function Regular in UPPERCASE for the City Brand suburb name.
To maintain the integrity of the City Brand suburb logos, a minimum ‘clear space’ must always be left around the logo.

Clear space creates an invisible frame around the logo, that helps it stand out and be legible. No design element, such as type, pattern or texture, should enter this area.

Where possible, more clear space is provided around the logo than the minimum requirement outlined here.

The clear space is equal to half the height of one element of the CB device.
Minimum size guidelines are provided, so the sub brand logos are always reproduced at a legible size.

The minimum size is determined by the CB device. Common sense around legibility should also be applied.

The logos should never be produced at a size smaller than the minimum size.
City Brand suburb logo correct and incorrect use

All of the usage rules that apply to the City Brand logo, also apply to the City Brand suburb logos*.

The logos should always be used according to the guidelines in this document.

They should never be re-drawn or altered in any way.

They should always be legible and have strong contrast against the background colour.

Never create the City Brand suburb logos, always use one of the master logo files, or please contact the Communications Unit to have one created.

 ✓ Do use colours with strong contrast to the background. ✓ Do use brand colours from the brand colour palette (see “Colour palette brand colours” on page 20). ✓ Do place the logo on ‘calm areas’ of an image.

✗ Do NOT alter the composition of the logo. ✗ Do NOT stretch or distort the logo. ✗ Do NOT apply multiple colours to the logo.

* See “Correct use of the logo” on page 15 and “Incorrect use of the logo” on page 16.
Always choose the logo format that best compliments the design and creates maximum legibility.

Never create the City brand suburb logos, always use one of the master logo files, or please contact the Communications Unit to have one created.
Always choose the logo format that best compliments the design and creates maximum legibility.

Never create the City brand suburb logos, always use one of the master logo files, or please contact the Communications Unit to have one created.
City Brand suburb logos
Bankstown Airport

Always choose the logo format that best compliments the design and creates maximum legibility.

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Bass Hill  Milperra  Mount Lewis  Narwee  Padstow  Panania  Picnic Point  Potts Hill  Punchbowl  Regents Park  Revesby  Revesby  Heights  Riverwood  Roselands  Sefton  Villawood  Wiley Park  Yagoona

BASS HILL
WHERE INTERESTING HAPPENS

stacked upper logo

stacked lower logo

BASS HILL
WHERE INTERESTING HAPPENS

horizontal logo
Always choose the logo format that best compliments the design and creates maximum legibility.

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Bankstown
Bankstown Airport
Bass Hill
Belfield
Belmore
Beverly Hills
Birrong
Campsie
Canterbury
Earlwood
East Hills
Georges Hall
Greenacre
Hurlstone Park
Kingsgrove
Lakemba
Landsdowne
Milperra
Mount Lewis
Narwee
Padstow
Panania
Picnic Point
Potts Hill
Punchbowl
Regents Park
Revesby
Revesby Heights
Riverwood
Roselands
Sefton
Villawood
Wiley Park
Yagoona

BEVERLY HILLS
WHERE INTERESTING HAPPENS

stacked upper logo

BEVERLY HILLS
WHERE INTERESTING HAPPENS

stacked lower logo

BEVERLY HILLS
WHERE INTERESTING HAPPENS

horizontal logo
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Bankstown Airport
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Birrong
Campsie
Canterbury
Earlwood
East Hills
Georges Hall
Greenacre
Hurlstone Park
Kingsgrove
Lakemba
Landsdowne

Milperra
Mount Lewis
Narwee
Padstow
Panania
Picnic Point
Potts Hill
Punchbowl
Regents Park
Revesby
Revesby Heights
Riverwood
Roselands
Sefton
Villawood
Wiley Park
Yagoona

Birrong
Birrong
Birrong
Birrong

horizonal logo

BIRRONG
WHERE INTERESTING HAPPENS

stacked upper logo

stacked lower logo
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City Brand suburb logos

Earlwood

Stacked upper logo

Stacked lower logo

Horizontal logo

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Campsie  
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Georges Hall  
Greenacre  
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Lakemba  
Landsdowne  
Milperra  
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Narwee  
Padstow  
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Potts Hill  
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Regents Park  
Revesby  
Revesby Heights  
Riverwood  
Roselands  
Sefton  
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Wiley Park  
Yagoona
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- Ashbury
- Bankstown
- Bankstown
- Airport
- Bass Hill
- Belfield
- Belmore
- Beverly Hills
- Birrong
- Campsie
- Canterbury
- Earlwood
- East Hills
- Georges Hall
- Greenacre
- Hurlstone Park
- Kingsgrove
- Lakemba
- Lansdowne
- Milperra
- Mount Lewis
- Narwee
- Padstow
- Panania
- Picnic Point
- Potts Hill
- Punchbowl
- Regents Park
- Revesby
- Revesby
- Heights
- Riverwood
- Roselands
- Sefton
- Villawood
- Wiley Park
- Yagoona

GREENACRE
WHERE
INTERESTING
HAPPENS

stacked upper logo

GREENACRE
WHERE
INTERESTING
HAPPENS

stacked lower logo

GREENACRE
WHERE
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horizontal logo
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Wiley Park
Yagoona

Landsdowne

Landsdowne

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Landsdowne

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City Brand suburb logos
Mount Lewis

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Greenacre
Hurlstone Park
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Revesby Heights
Riverwood
Roselands
Sefton
Villawood
Wiley Park
Yagoona

MOUNT LEWIS
WHERE INTERESTING HAPPENS

stacked upper logo

MOUNT LEWIS
WHERE INTERESTING HAPPENS

stacked lower logo

MOUNT LEWIS
WHERE INTERESTING HAPPENS

horizontal logo
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<table>
<thead>
<tr>
<th>Ashbury</th>
<th>Milperra</th>
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<tr>
<td>Bankstown</td>
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City Brand suburb logos
Panania

Stacked upper logo

Stacked lower logo

Horizontal logo
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<td>Landsdowne</td>
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</tbody>
</table>

City of Canterbury Bankstown Brand Guidelines
April 2018

City Brand Business Guidelines

City brand suburb logos

Revesby Heights

stacked upper logo

REVESBY HEIGHTS
WHERE INTERESTING HAPPENS

stacked lower logo

REVESBY HEIGHTS
WHERE INTERESTING HAPPENS

horizontal logo
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Beverly Hills
Birrong
Campsie
Canterbury
Earlwood
East Hills
Georges Hall
Greenacre
Hurlstone Park
Kingsgrove
Lakemba
Landsdowne
Milperra
Mount Lewis
Narwee
Padstow
Panania
Picnic Point
Potts Hill
Punchbowl
Regents Park
Revesby
Revesby Heights
Riverwood
Roselands
Sefton
Villawood
Wiley Park
Yagoona

City Brand suburb logos
Sefton
Always choose the logo format that best compliments the design and creates maximum legibility.

Never create the City brand suburb logos, always use one of the master logo files, or please contact the Communications Unit to have one created.

Ashbury  |  Milperra
Bankstown |  Mount Lewis
Bankstown |  Narwee
Airport   |  Padstow
Bass Hill |  Panania
Belfield  |  Picnic Point
Belmore   |  Potts Hill
Beverly Hills |  Punchbowl
Birrong   |  Regents Park
Campsie  |  Revesby
Canterbury |  Revesby
Earlwood  |  Heights
East Hills |  Riverwood
Georges Hall |  Roselands
Greenacre |  Sefton
Hurlstone Park |  Villawood
Kingsgrove |  Wiley Park
Lakemba   |  Yagoona
Landsdowne |
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Ashbury
Bankstown
Bankstown Airport
Bass Hill
Belfield
Belmore
Beverly Hills
Birrong
Campsie
Canterbury
Earlwood
East Hills
Georges Hall
Greenacre
Hurlstone Park
Kingsgrove
Lakemba
Landsdowne

Milperra
Mount Lewis
Narwee
Padstow
Panania
Picnic Point
Potts Hill
Punchbowl
Regents Park
Revesby
Revesby Heights
Riverwood
Roselands
Sefton
Villawood
Wiley Park

Yagoona

City Brand suburb logos
Yagoona
For more information, access to master files and approvals, please contact:

City of Canterbury Bankstown
Canterbury-Bankstown Business Advisory Service
Call: 9707 9227
Email: citybrand@cbcity.nsw.gov.au or business@cbcity.nsw.gov.au