# Canning Bridge Style Guide

JULY 2023 | VERSION 1

This Style Guide needs to be considered alongside the City of Melville Style Application Guide.





# $\mathbf{M}$ CANNING BRIDGE $\sim$

Primary



Secondary variations

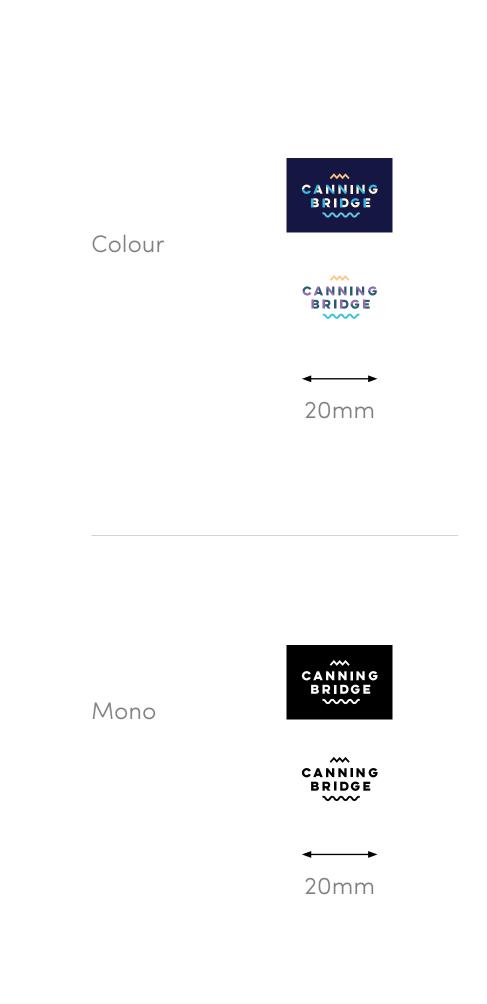
Logo Mono





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# Minimum size







CANNING

BRIDGE

 $\sim$ 

1.

2.

For dark/non-white backgrounds.

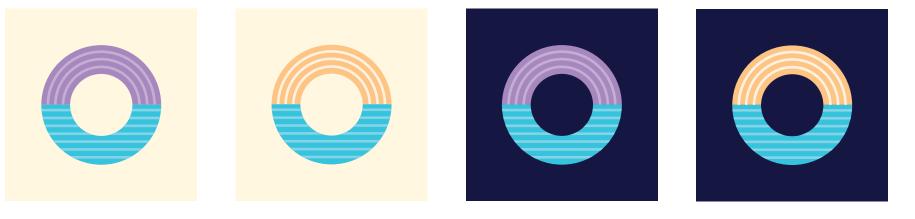


3.

4. Allows type to be larger.

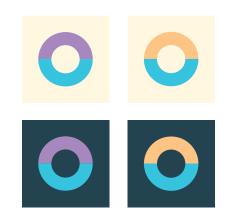
#### Icon / Symbol

Represents a bridge and water. For use as the campaign icon on promotional items and social media.



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Simplified version for use very small (browser icon, favicon).

#### **City of Melville co-brand lockup**



CANNING BRIDGE  $\sim$ 



Reversed

#### Proudly supported by

City of **Melville** supported by

 $\sim$ CANNING BRIDGE  $\sim$ 



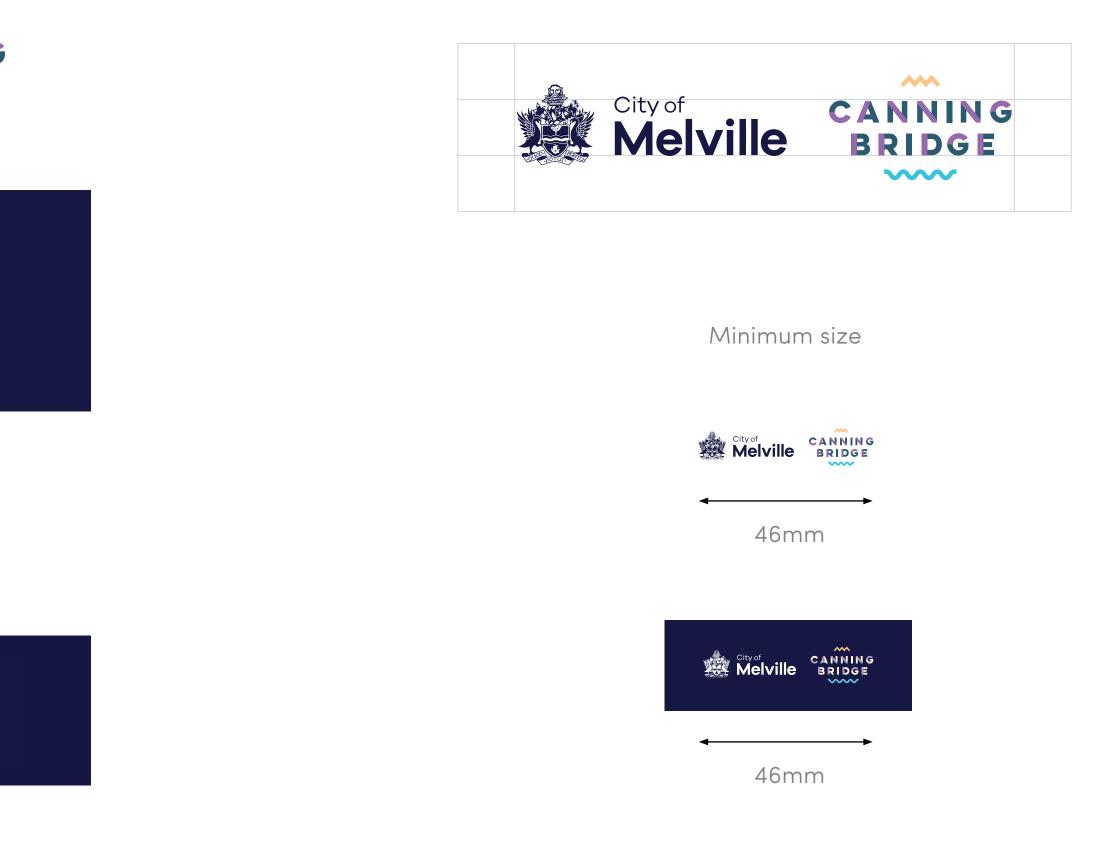
CANNING BRIDGE  $\sim$ 

by

Proudly supported

Proudly

Clear space



#### **Colour palette**

Used in illustrations/icons.



# **Primary colour values**



#### Headline

Prater Sans ProBold Source: Adobe Fonts Uploaded to Canva

#### Sub head

Manrope Bold Source: Google font Uploaded to Canva

#### Bodycopy

Roboto Light Source: Google font Uploaded to Canva

# Weekender Art Show

# We're providing grants of up to \$30,000 (total pool of \$120,000) for local projects within the Canning Bridge Activity Centre precinct

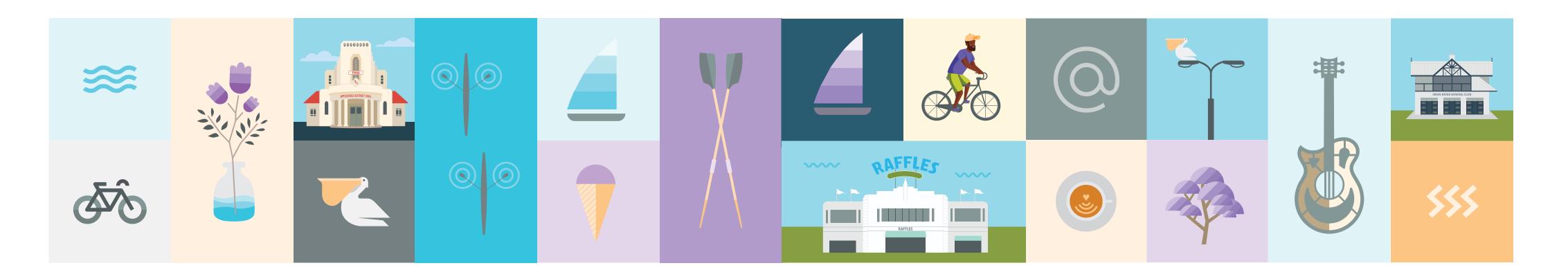
- To reinvest the parking funds to the activity centre for the benefit of • all who visit the area; and
- To fund place activation and events, shop front improvement, and • activities that encourage a safer, more active and vibrant community and business precinct.

# UPCOMING Weekender **Art Shows**



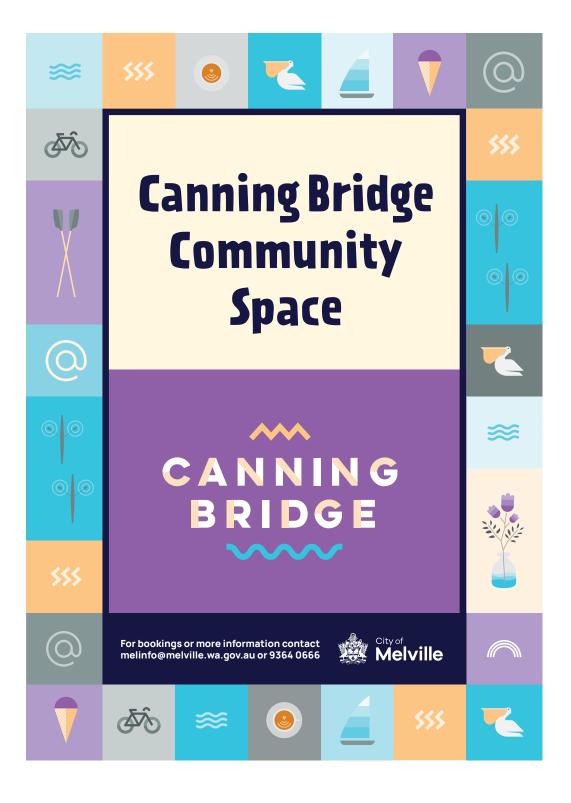
FRIDAY 9 JUNE - SUNDAY 18 JUNE Printing linocut with chine collé on the Columbian Press Artist: Claire Lawson FRIDAY 9 JUNE - SUNDAY 18 JUNE Solar Plate Etching Artists: Jo Darvall, Annemie McAuliffe, Bronwyn Aitken, Elizabeth Atahan FRIDAY 9 JUNE - SUNDAY 18 JUNE Printing linocut with chine collé on the Columbian Press Artist: Claire Lawson FRIDAY 9 JUNE - SUNDAY 18 JUNE Solar Plate Etching Artists: Jo Darvall, Annemie McAuliffe, Bronwyn Aitken, Elizabeth Atahan FRIDAY 9 JUNE - SUNDAY 18 JUNE Printing linocut with chine collé on the Columbian Press Artist: Claire Lawson For more information visit melvillecity.com.au/ City of **Melville** weekenders

Example



#### lcons

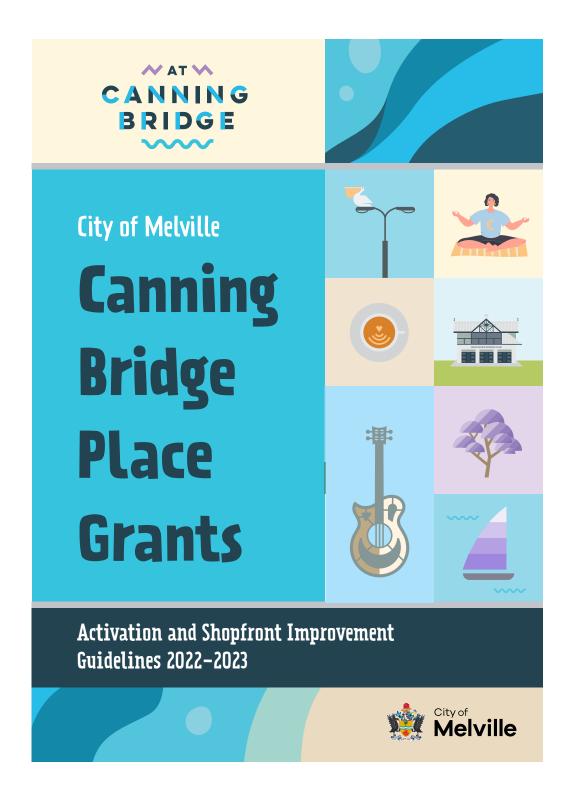
Can be mixed and matched to create decorative grid.



Icons are best suited to applications when there is ample room for graphics.

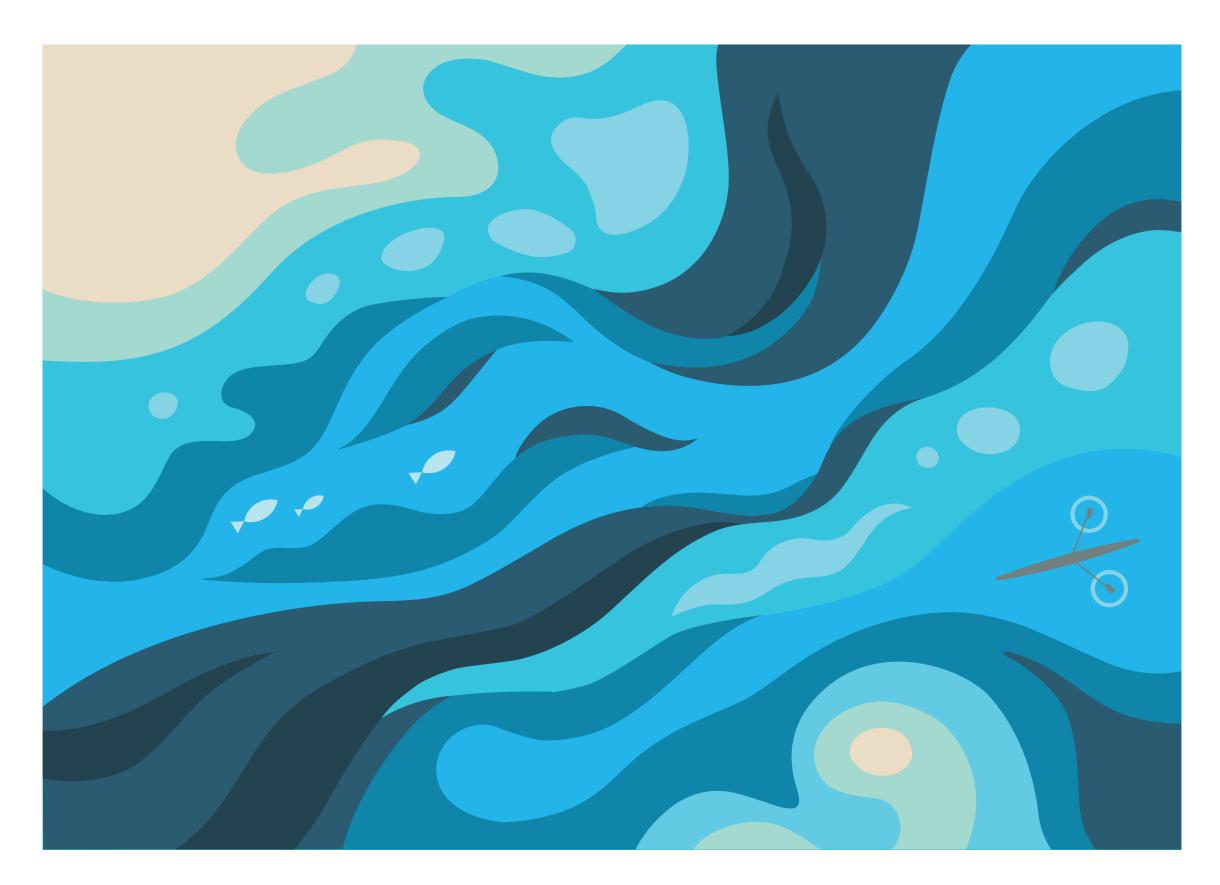
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#### Icons Usage



### **Illustrated Pattern**

Aerial view of river beneath Canning Bridge, used for backgrounds.



# **Illustrated landscapes**

These landscapes are adaptable to the dimesions of different applications.



Swan River Rowing Club, pines and rower.



Raffles hotel, palms, cyclist and pelican.



Tivoli theatre, jacaranda and walkers.

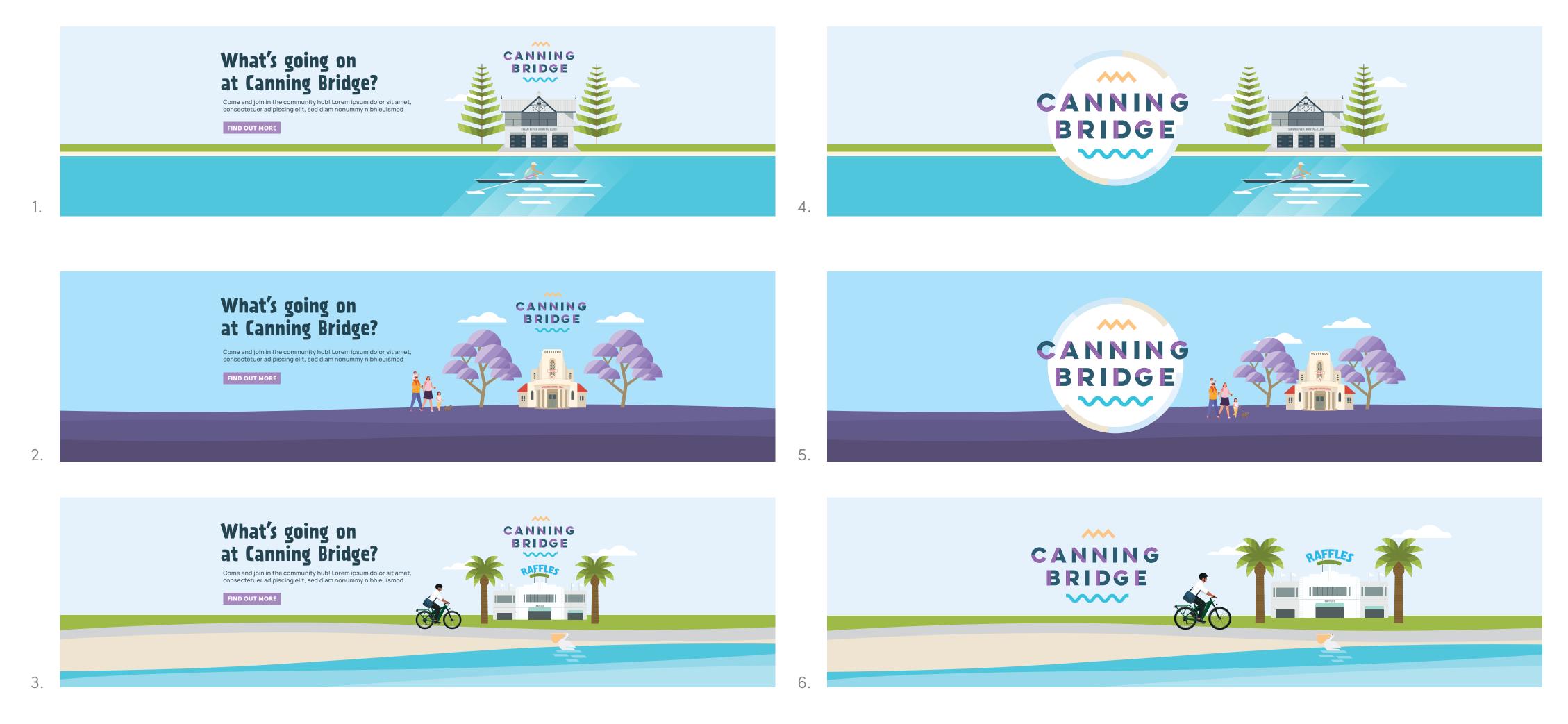
#### A3 poster Mock ups



1.

3.

#### Web banner Mock ups



# Email signature Mock ups

City of Melville logo added separately - not on artwork itself.



1. Dark



2. Logo



3. Image

# Art show posters

Canva Template supplied.

#### UPCOMING Weekender CANNING **Art Shows**

#### FRIDAY 9 JUNE - SUNDAY 18 JUNE Printing linocut with chine collé on the Columbian Press Artist: Claire Lawson FRIDAY 9 JUNE - SUNDAY 18 JUNE Solar Plate Etching Artists: Jo Darvall, Annemie McAuliffe, Bronwyn Aitken, Elizabeth Atahan FRIDAY 9 JUNE - SUNDAY 18 JUNE Printing linocut with chine collé on the Columbian Press Artist: Claire Lawson FRIDAY 9 JUNE - SUNDAY 18 JUNE Solar Plate Etching Artists: Jo Darvall, Annemie McAuliffe, Bronwyn Aitken, Elizabeth Atahan

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BRIDGE

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FRIDAY 9 JUNE - SUNDAY 18 JUNE

Printing linocut with chine collé on the Columbian Press Artist: Claire Lawson



V1: A3 Upcoming shows for 2 months with no images.



Weekender

Art Show

**Printing linocut** 

with chine collé

**By Katie Glaskin** 

FRIDAY 9 JUNE -

Tues-Fri 10am-4pm

Sat/sun 10am-5pm

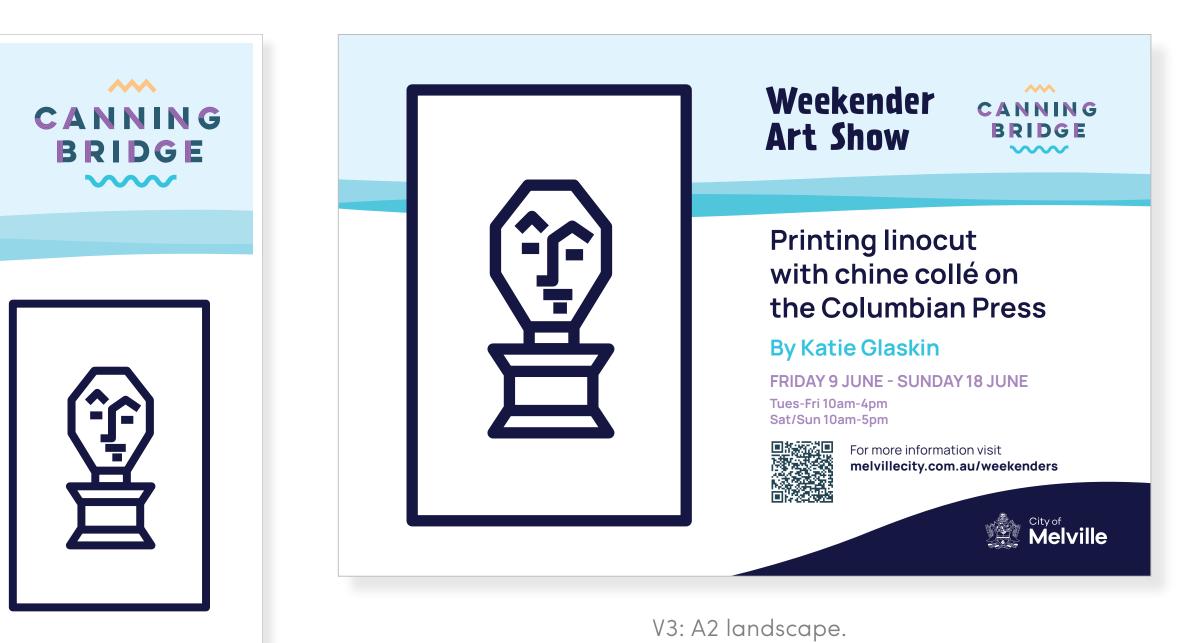
**SUNDAY 18 JUNE** 

Press

on the Columbian

V2: A3 Exhibition, with room for an image from artists.

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City of Melville

# **Powerpoint slides**

Canva Template supplied.

Covers

General slide

<section-header><section-header><section-header>

We're providing grants of up to \$30,000 (total pool of \$120,000) for local projects within the Canning Bridge Activity Centre precinct

- To reinvest the parking funds to the activity centre for the benefit of all who visit the area; and
- To fund place activation and events, shop front improvement, and activities that encourage a safer, more active and vibrant community and business precinct.

These grants enable the City of Melville to partner with eligible community groups, businesses, social enterprises and individuals seeking funding for activities that have a positive impact on the Canning Bridge Activity Centre place.

#### Grant Outcomes

- i. Add value, vibrancy and attract people to the Canning Bridge precinct as a place;
- Reflect the needs of the people visiting, living and working in Cannin Bridge:
- iii. Are informed by input from the community and other relevant stakeholders;
- Reflect the vision and objectives of relevant City strategies and plans as they relate to the Canning Bridge Activity Centre, including but not limited to:

<image>

End slide

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All grant applicants must live, work, lease/own property/businesses or demonstrate a strong commitment to the Canning Bridge Activity Centre (see map for boundary).





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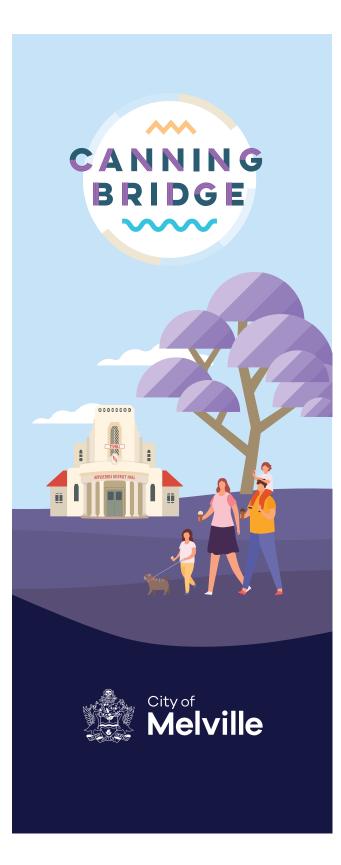








# Pull up banner



3.

1300 635 845 | 9364 0666 melinfo@melville.wa.gov.au www.melvillecity.com.au/CanningBridge 10 Almondbury Road, Booragoon WA 6154

The City of Melville acknowledges the Bibbulmun people as the Traditional Owners of the land on which the City stands today and pays its respects to the Whadjuk people, and Elders both past and present.

City of Melville nagolik Bibbulmen Nyungar ally-maga milgebar gardukung naga boordjar-il narnga allidja yugow yeye wer ali kaanya Whadjack Nyungar wer netingar quadja wer burdik.

Created by Mojo Digtal Studio, July 2023.

#### Place Team

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# MOJO