

Canning Bridge Style Guide

JULY 2023 | VERSION 1

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



City of
Melville



Logo variations



Primary



Secondary variations

Logo Mono

Minimum size



Colour



20mm

Mono



20mm

Logo variations

For dark/non-white backgrounds.



1.



2.



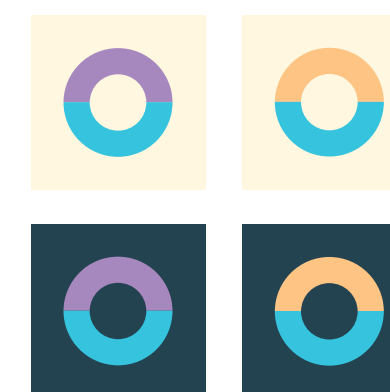
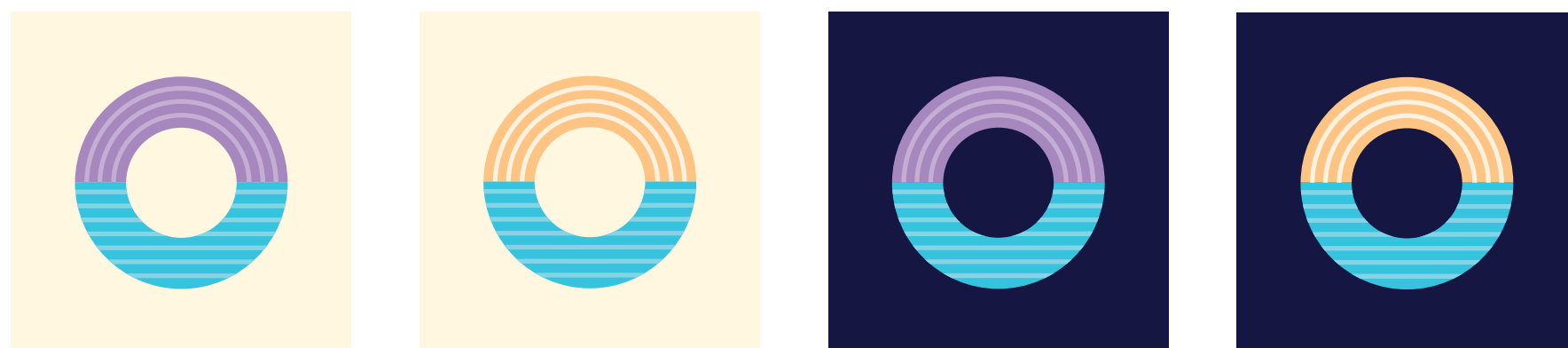
3.



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.



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

City of Melville co-brand lockup



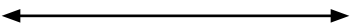
Clear space



Reversed

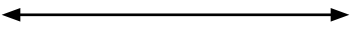


Minimum size



46mm




Proudly supported by



46mm

Colour palette

Used in illustrations/icons.

WATER & SKY			CITY OF MELVILLE NAVY	JACARANDA	WARM OCHRE	SAND	BRIGHT GREEN	NATURAL GREEN	COOL GREY
									
									
									

Primary colour values

RGB		CMYK	
	#23b5e8		C=68 M=8 Y=0 K=0
	#35c1dd		C=65 M=0 Y=11 K=0
	#244351		C=87 M=63 Y=50 K=38
	#161642		C=100 M=97 Y=40 K=47
	#8e5ea8		C=50 M=73 Y=0 K=0
	#fdc585		C=0 M=25 Y=53 K=0
	#fef7df		C=0 M=2 Y=14 K=0
	#c1cb32		C=29 M=7 Y=99 K=0
	#6e8535		C=55 M=25 Y=97 K=20
	#525d5f		C=68 M=53 Y=52 K=26

Typography

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

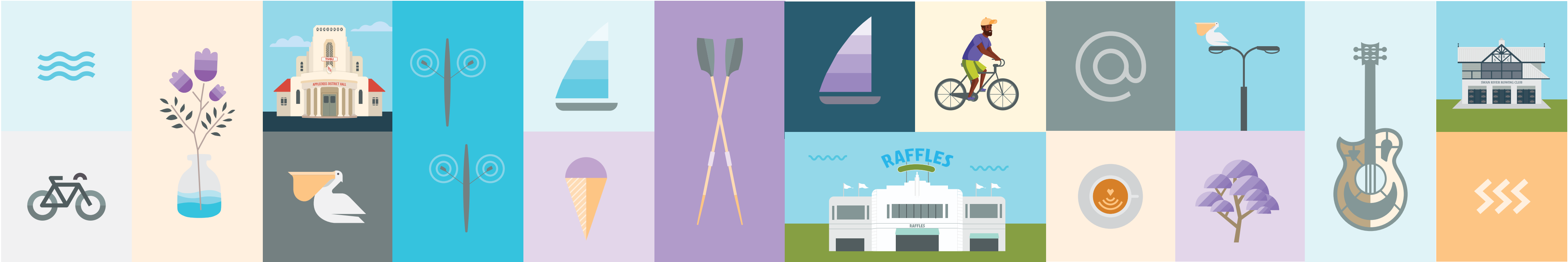
- To reinvest the parking funds to the activity centre for the benefit of all who visit the area; and
- To fund place activation and events, shop front improvement, and activities that encourage a safer, more active and vibrant community and business precinct.



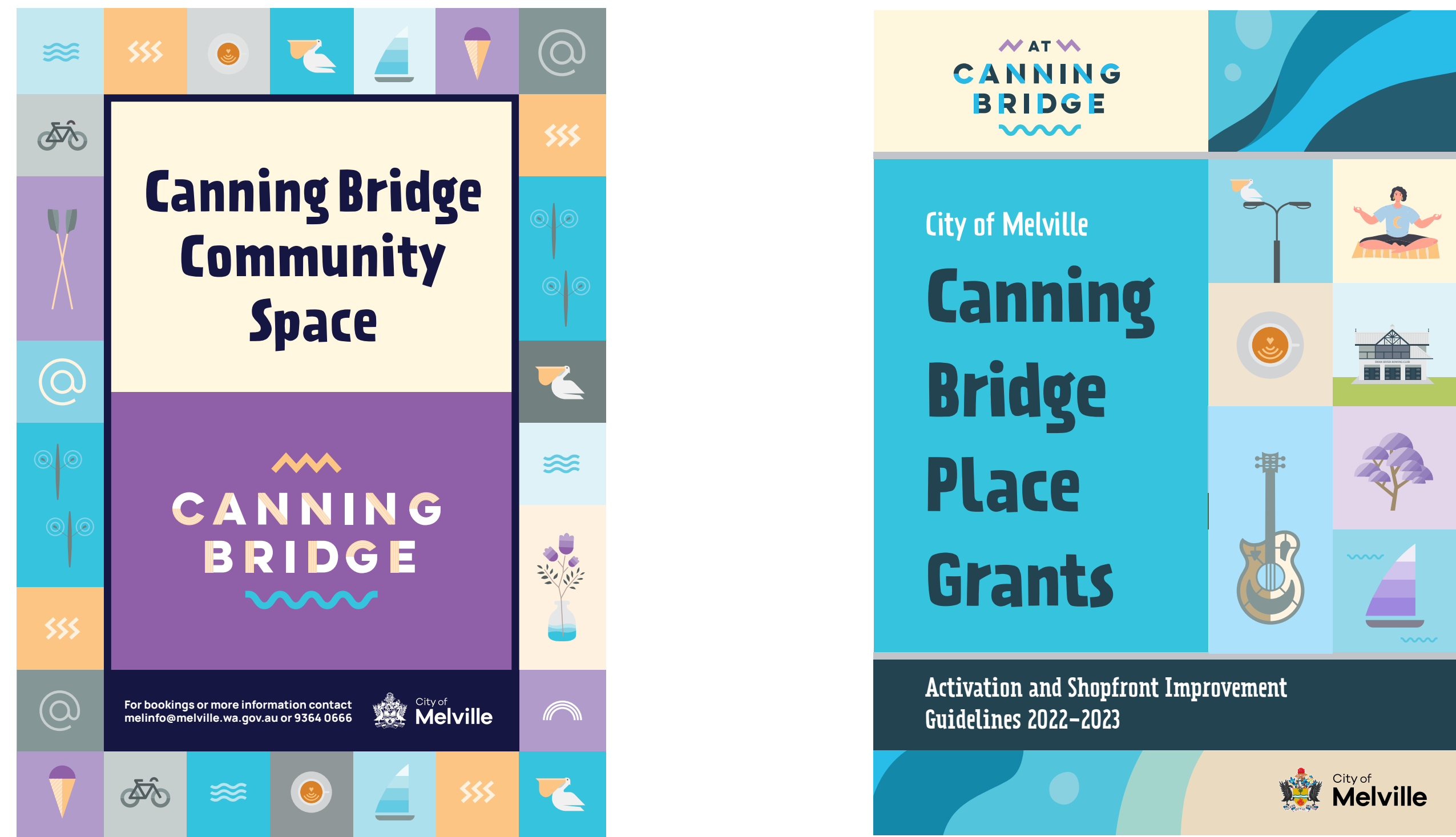
Example

Icons

Can be mixed and matched to create decorative grid.



Icons Usage



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

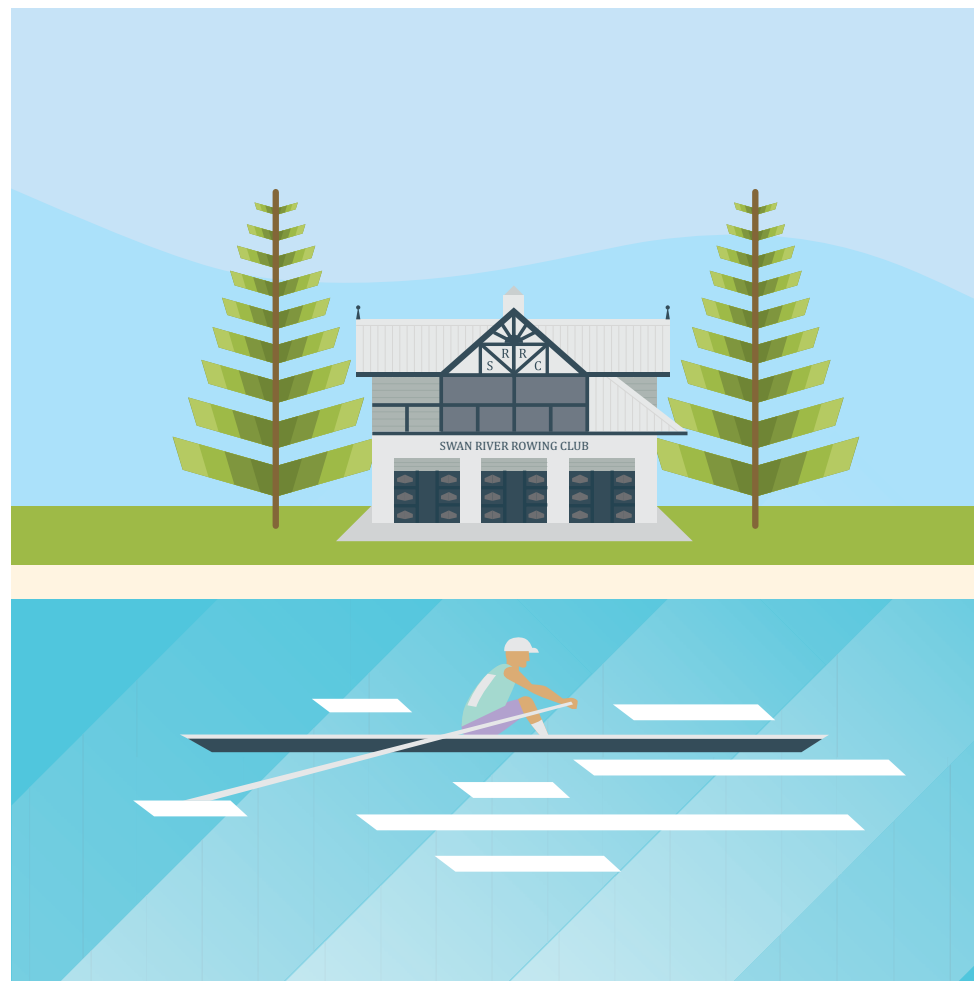
Illustrated Pattern

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

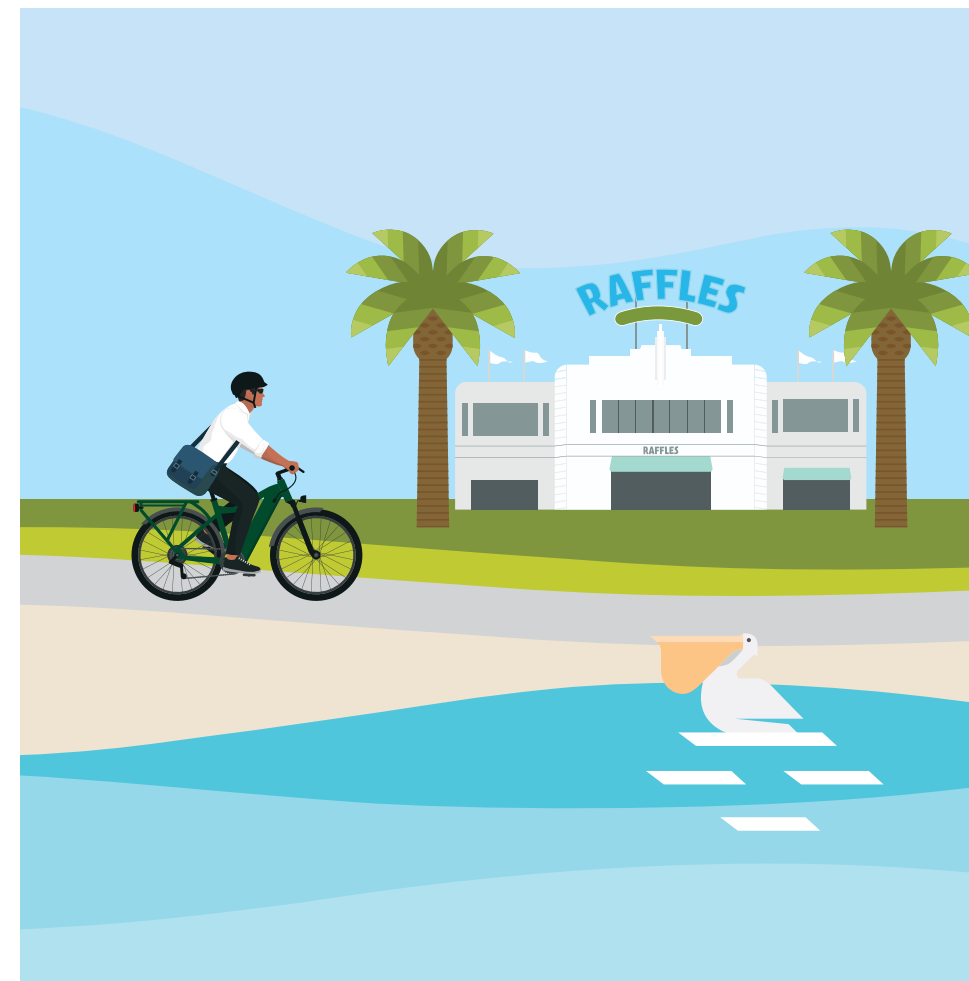


Illustrated landscapes

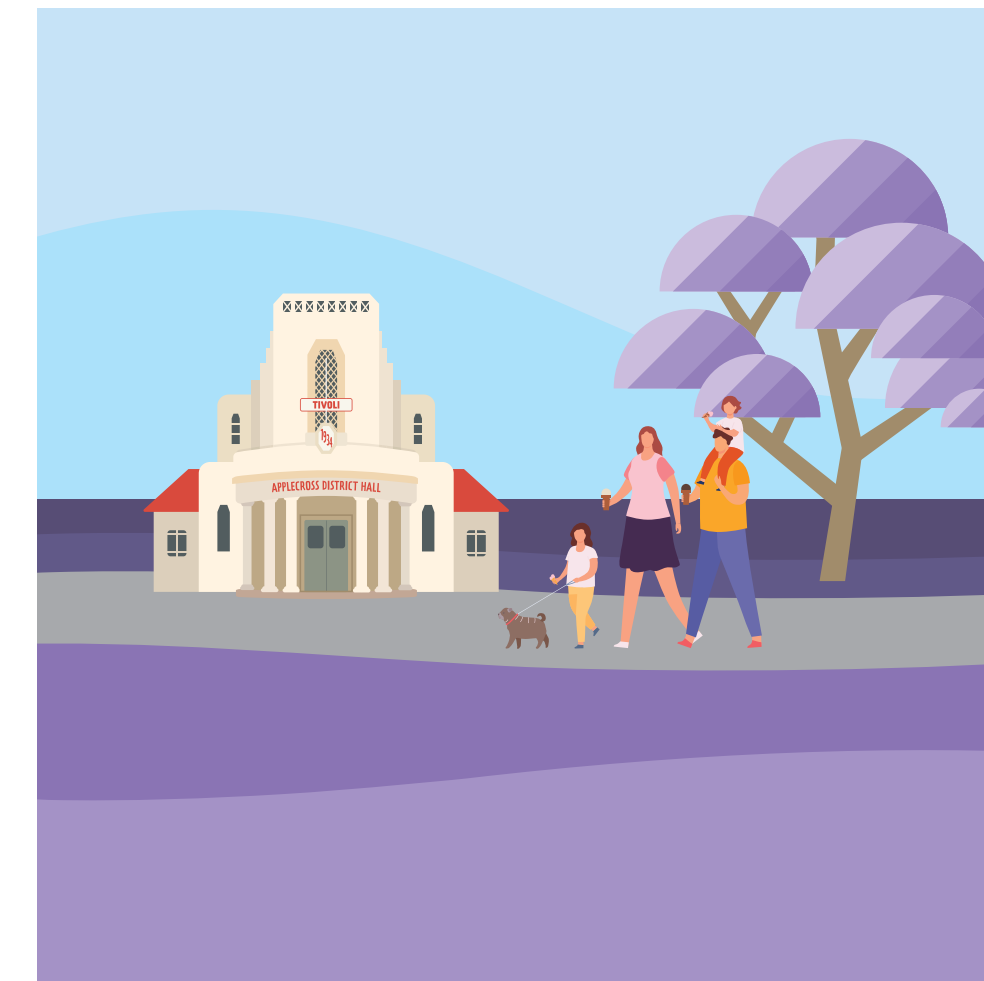
These landscapes are adaptable to the dimensions of different applications.



Swan River Rowing Club, pines and rower.



Raffles hotel, palms, cyclist and pelican.



Tivoli theatre, jacaranda and walkers.

A3 poster Mock ups



1.



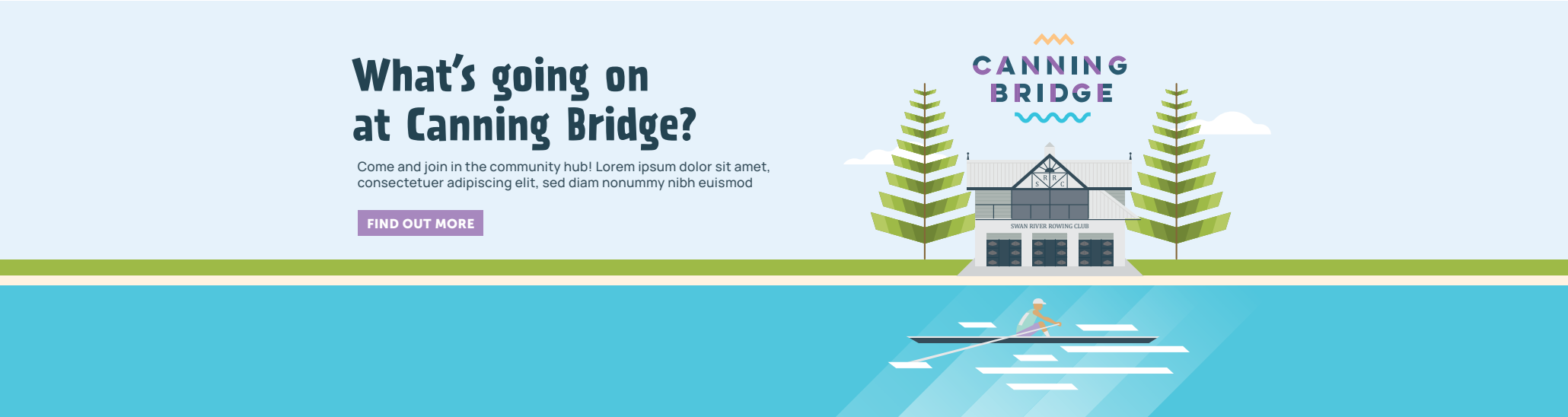
2.



3.

Web banner Mock ups

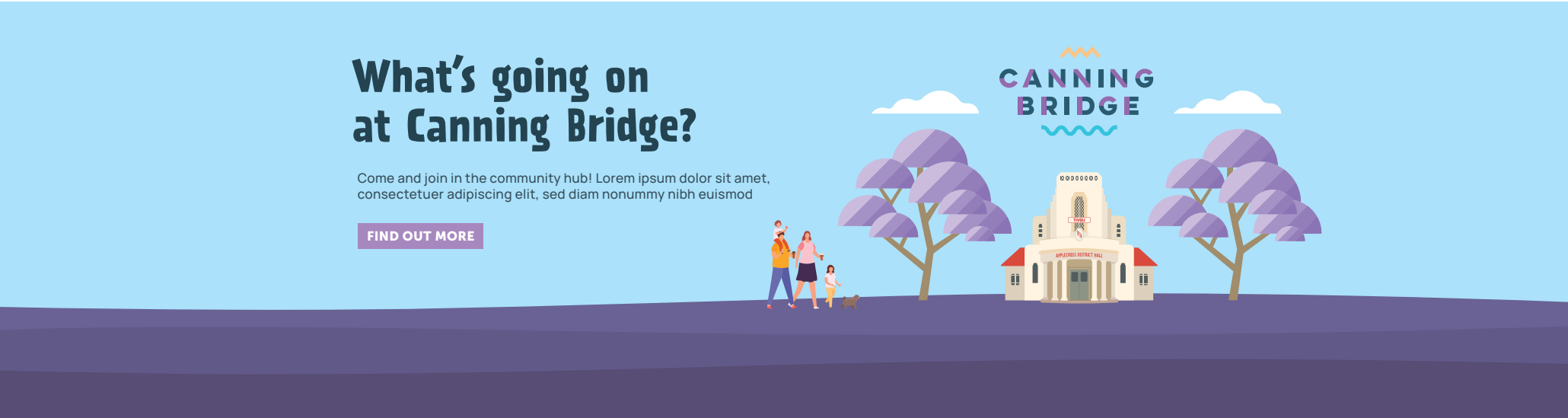
1.



4.



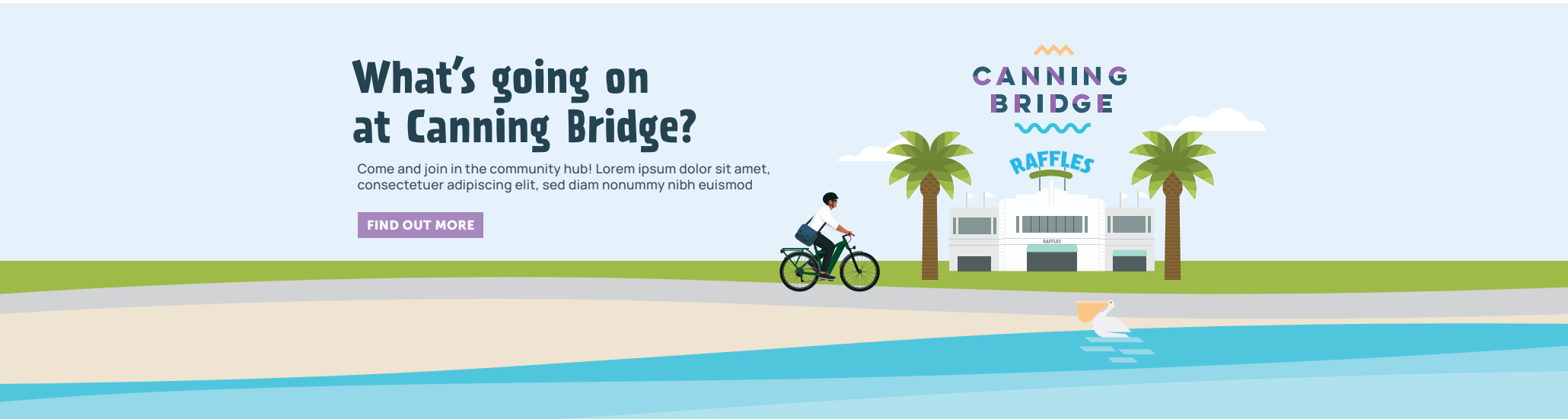
2.



5.



3.



6.



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.



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



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



V3: A2 landscape.

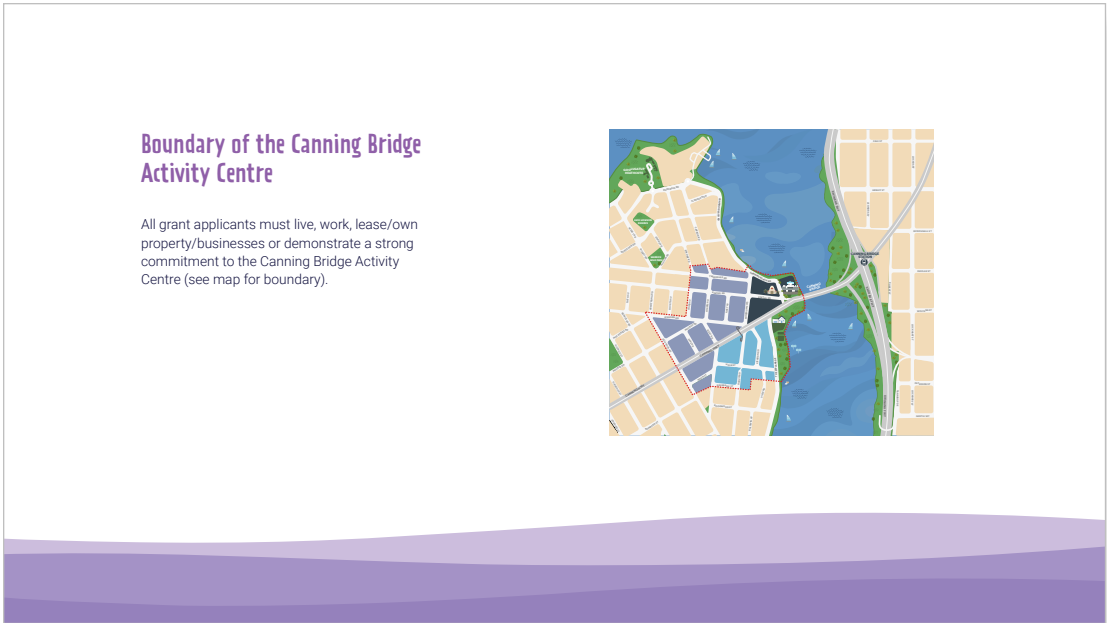
Powerpoint slides

Canva Template supplied.

Covers



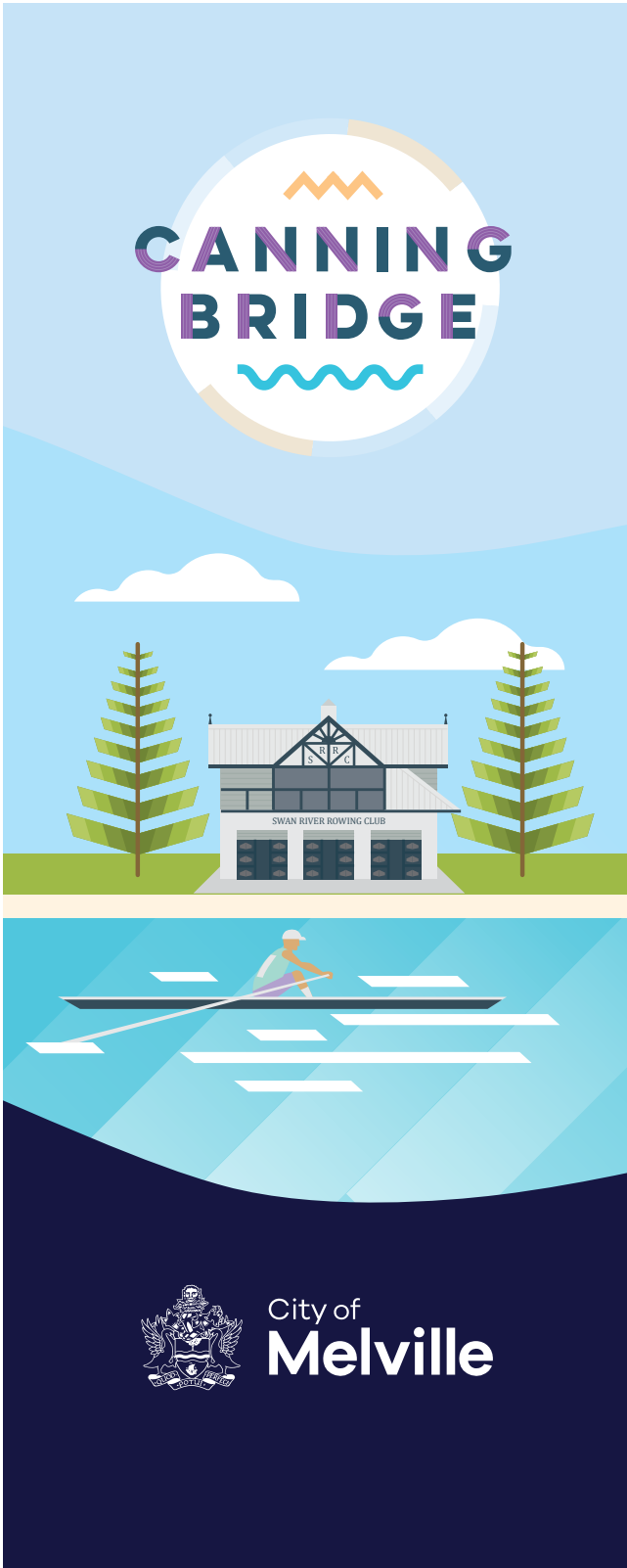
General slide



End slide



Pull up banner



1.



2.



3.

Place Team

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www.melvillecity.com.au/CanningBridge
10 Almondbury Road, Booragoon WA 6154

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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 Digital Studio, July 2023.