



At Canning Bridge Branding Style Guide
Element / City of Melville

Logo Variations



1.



2.



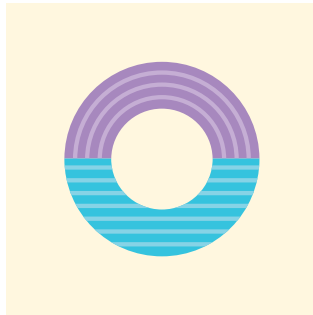
3.



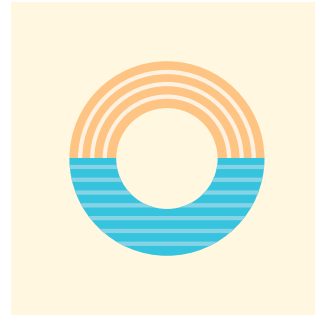
4.

Icon / Symbol

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



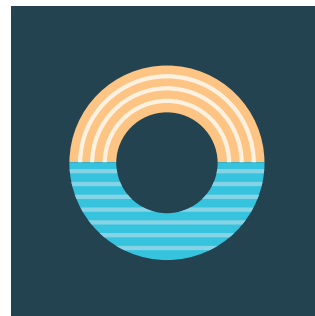
1.



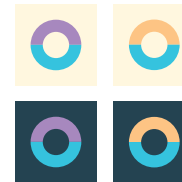
2.



3.



4.







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




~ AT ~
CANNING
BRIDGE
~



Colour Palette

	WATER			JACARANDA	WARM OCHRE	SAND	COOL GREY
PRIMARY							
SECONDARY							
Used in illustrations/icons							
							
							

Primary Colour Values

	RGB		CMYK
	#23b5e8		C=68 M=8 Y=0 K=0
	#35c1dd		C=65 M=0 Y=11 K=0
	#8e5ea8		C=50 M=73 Y=0 K=0
	#fcc484		C=0 M=25 Y=53 K=0
	#fff7dd		C=0 M=2 Y=14 K=0
	#515b5e		C=68 M=53 Y=52 K=26
	#244351		C=87 M=63 Y=50 K=38



Icons

Can be mixed and matched to create decorative grid.

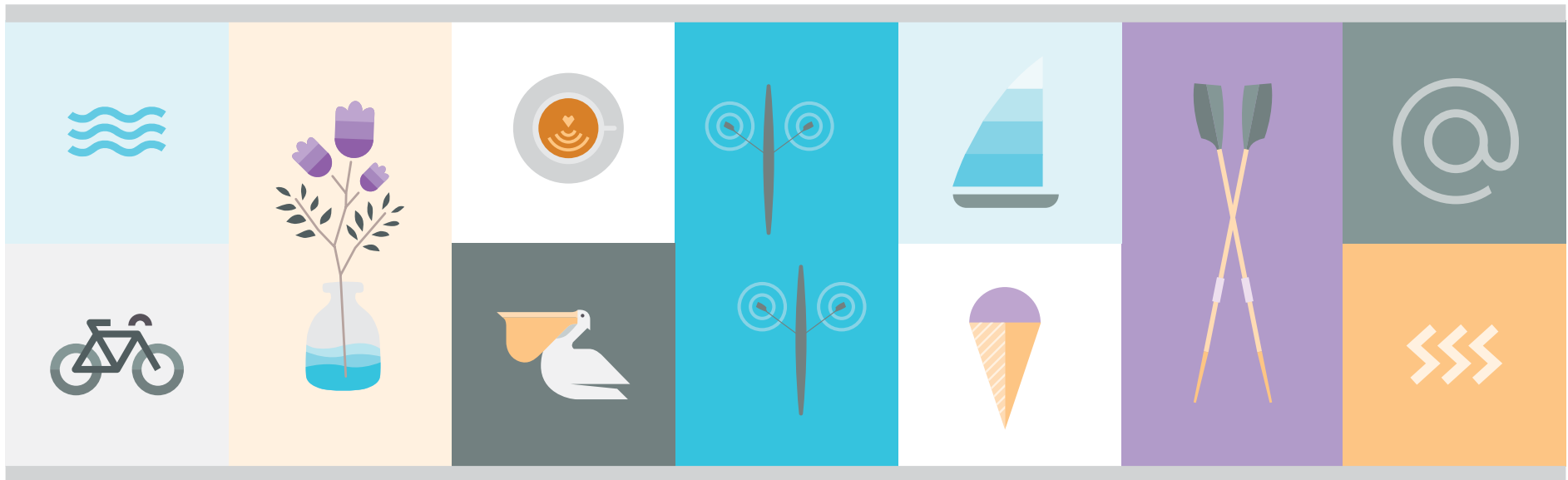


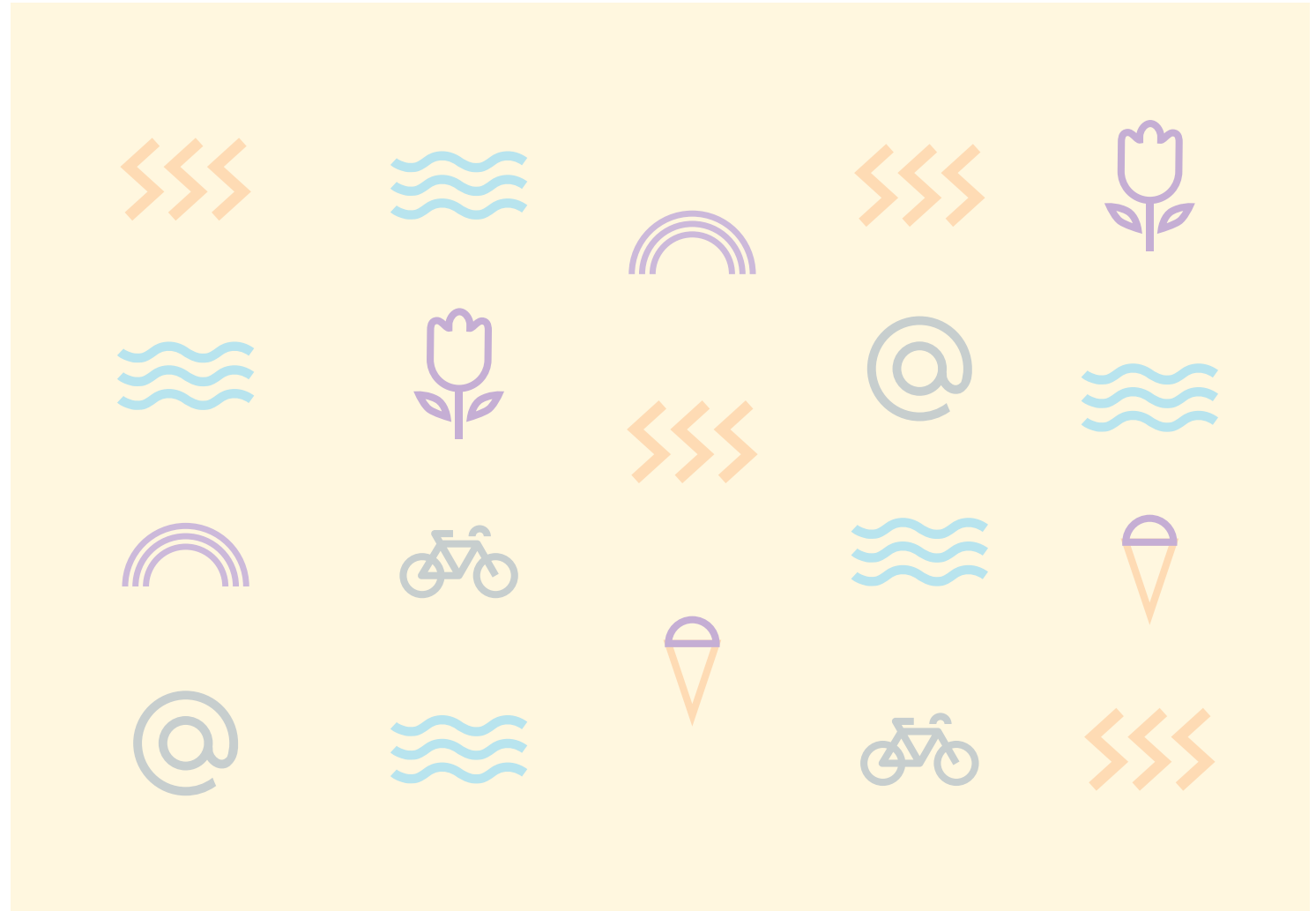
Illustration Pattern 1

Aerial view of river beneath
Canning Bridge



Illustration Pattern 2

Modern and fun lighter icon wall paper.



Typography

HEADINGS - Prater Family

Family of fonts which can be mixed and matched to suit different applications.

Source - Adobe Fonts

Prater
Sans
Bold

Balcony Garden Workshop

Prater
Serif Pro

**Fresh harvests in small spaces,
with just a little know-how.**

Join gardening expert Sabrina Hahn for tips on dealing with pests, cultivating soil, and pot selection. Following the workshop get to know your neighbours in the Canning Bridge precinct over morning tea.



BODY COPY - Museo Sans rounded

Source - Adobe Fonts

Prater Script Pro





Balcony Garden Workshop

Fresh harvests in small spaces,
with just a little know-how.

FIND OUT MORE



End.