

# RISELEY CENTRE



## Style Guide

.....  
**JUNE 2025**  
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This Style Guide needs to be considered alongside the City of Melville Style Application Guide.

City of  
**Melville**

RISELEY  
CENTRE

Primary



Secondary variations

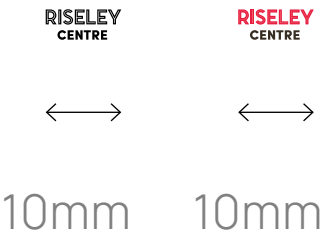
Logo 1

MONO

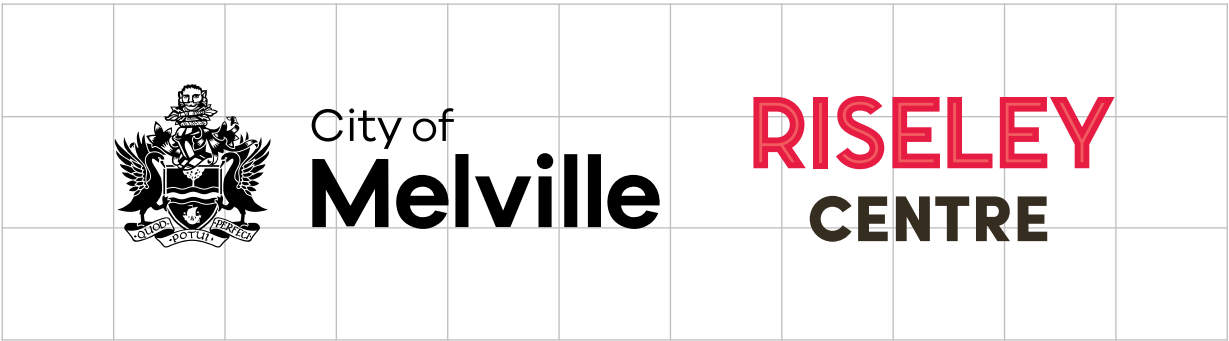
RISELEY  
CENTRE



MINIMUM SIZE



PROPORTIONAL  
CLEAR SPACE



Logo 1 - CoM lock up



Reversed



With crest

No crest

Logo 1 - CoM lock up + Supported by



Reversed



With crest

No crest

Logo 2 - Crest

This variaiton should only be used by itself, not in conjunction with the illustrated landscape as it becomes to busy. The triangles represent the banksia flower and the rings of the Riseley Centre precinct.



1.



2.

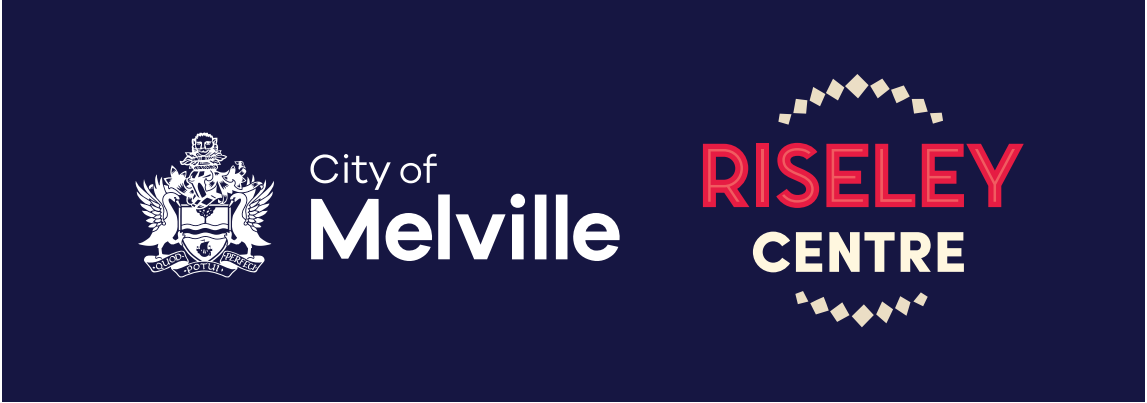


3.

Logo 2 - CoM lock up



Reversed



With crest

No crest

Logo 2 - CoM lock up + Supported by



Reversed



With crest

No crest



# Colour palette

Access the palette by loading the supplied .ASE file into Indesign and/or Illustrator.

PRIMARY

#be1336  
C=3 M=100 Y=74 K=20

#e61c43  
C=3 M=100 Y=74 K=0

#f15b60  
C=0 M=80 Y=56 K=0

#f37772  
C=0 M=67 Y=47 K=0

#f6948c  
C=0 M=52 Y=36 K=0

#302467  
C=96 M=100 Y=22 K=22

#2e3192  
C=100 M=100 Y=0 K=0

#494da1  
C=84 M=81 Y=0 K=0

#585ca4  
C=76 M=72 Y=3 K=0

#747ebb  
C=59 M=50 Y=1 K=0

#362d21  
C=60 M=63 Y=74 K=66

#ebdec5  
C=7 M=10 Y=23 K=0

#fff7df  
C=2 M=13 Y=0 K=0

#939598  
C=0 M=0 Y=0 K=50

SECONDARY - used in illustrations

#0b552b  
C=89 M=39 Y=100 K=40

#49652f  
C=79 M=39 Y=100 K=29

#8c8c4b  
C=31 M=20 Y=75 K=28

#9c9d36  
C=42 M=27 Y=100 K=4

#b0b536  
C=36 M=18 Y=100 K=0

#682218  
C=34 M=89 Y=90 K=49

#c96a22  
C=10 M=65 Y=100 K=11

#e55326  
C=5 M=83 Y=100 K=0

#f78e1e  
C=0 M=53 Y=100 K=0

#ffc20e  
C=0 M=25 Y=100 K=0

RISELEY CENTRE STYLE GUIDE UPDATE V1  
PAGE 9

# Typography

Body copy font is consistent with the City of Melville brand font.

## PRIMARY

HEADING 1  
Sofia Pro Black

# Balcony Garden Workshop

HEADING 2  
Sofia Pro Black  
All caps

FRESH HARVEST IN SMALL SPACES,  
WITH JUST A LITTLE KNOW-HOW.

HEAD 3  
Manrope Bold

Join gardening expert Sabrina Hahn for tips on dealing with pests, cultivating soil, and pot selection.

BODY COPY  
Manrope Light

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 Riseley Town Centre over morning tea.

## CANVA ALTERNATIVE

HEADING 1  
Futura Extra Bold

# Balcony Garden Workshop

HEADING 2  
Futura Extra Boldk  
All caps

FRESH HARVEST IN SMALL SPACES,  
WITH JUST A LITTLE KNOW-HOW.

HEAD 3  
Manrope Bold

Join gardening expert Sabrina Hahn for tips on dealing with pests, cultivating soil, and pot selection.

BODY COPY  
Manrope Light

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 Riseley Town Centre over morning tea.

# Illustrated elements - Native species icons

Elements are inspried by species native to the Riseley Centre area.  
These elements can be used as decorative elements, being mindful of making the illustrations too busy.



Sheoak /  
Casuarina

Banksia

Bottlebrush



Shapes can be used a decorative  
elements in one colour.

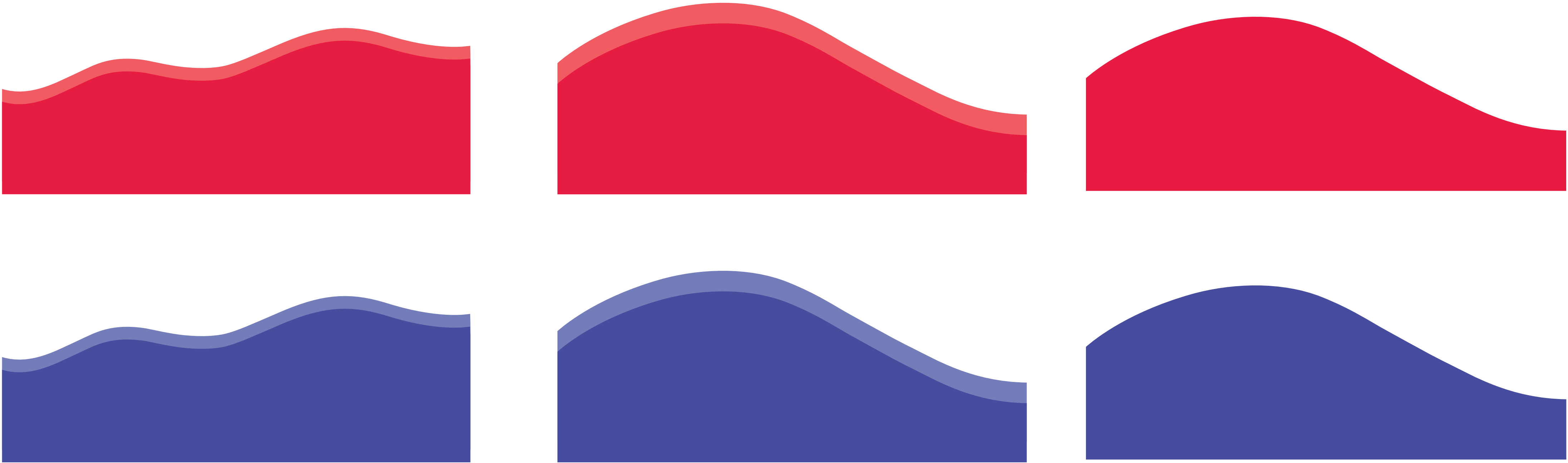
# Illustrated elements - Decorative pattern

Brand pattern made up of the native species icons can be tiled or cropped as needed.



# Illustrated elements - City of Melville brand ribbon

Layered City of Melville brand ribbon can be used to seperate graphics, illustrations and typography.



# Illustrated elements streetscape 1

- This illustration features a view of Kearns Crescent and follows these guidelines:
- The buildings are monochromatic so the illustration is not too busy.
  - Place making elements like planter boxes, bins, people etc contrast in the brand colours.
  - The City of Melville brand ribbon weaves through the background.



Illustrated elements streetscape 2

This illustration features the Riseley Street road mural and follows the guidelines on the previous page.





**Application examples**



# Application examples - Map

Arial view of precinct boundary.



Application examples - A3 Event Poster

Available in Canva.



1.



2.



3.



Application examples - Flyers

### Help shape the Kearns Crescent streetscape upgrade



We are working with the community and local businesses to upgrade Kearns Crescent streetscape.

In our recent survey and map engagement, community members told us that pedestrian safety was a key concern at Kearns Crescent and identified improved walkability as the number-one priority.

We want to make Kearns Crescent safer, more accessible and welcoming to people by improving footpaths, adding greenery and creating places to sit and spend time.

#### Participate in our community workshops

We will examine Kearns Crescent and share some of our engagement concepts to see what you think. Your thoughts will help shape the final design, so join in and let's create something amazing together!

Register to attend one of the workshop times via the links below by **Friday, 26 May 2023**.

#### Workshop 1

Saturday,  
27 May  
9.30am - 12noon  
**REGISTER**  
[kearns-crescent1.eventbrite.com.au](https://kearns-crescent1.eventbrite.com.au)



#### Workshop 2

Wednesday,  
31 May  
6.00pm - 8.30pm  
**REGISTER**  
[kearns-crescent2.eventbrite.com.au](https://kearns-crescent2.eventbrite.com.au)



Sign up to receive the latest project news and updates at [melvillecity.com.au/kearnscres](https://melvillecity.com.au/kearnscres)

**RISELEY CENTRE**




City of  
**Melville**

2.

## RISELEY CENTRE

### Place Grants Now Available

Agnis venda endanda eptatet ea dis repudip santempe doles pereptat. Tia cum velit eles non eaquat.





### Eco-action Expo event

Agnis venda endanda eptatet ea dis repudip santempe doles pereptat. Tia cum velit eles non eaquat.

Agnis venda endanda eptatet ea dis repudip santempe doles pereptat. Tia cum velit eles non eaquat.

For more information visit [melvillecity.com.au/kearnscres](https://melvillecity.com.au/kearnscres)



City of  
**Melville**

3.

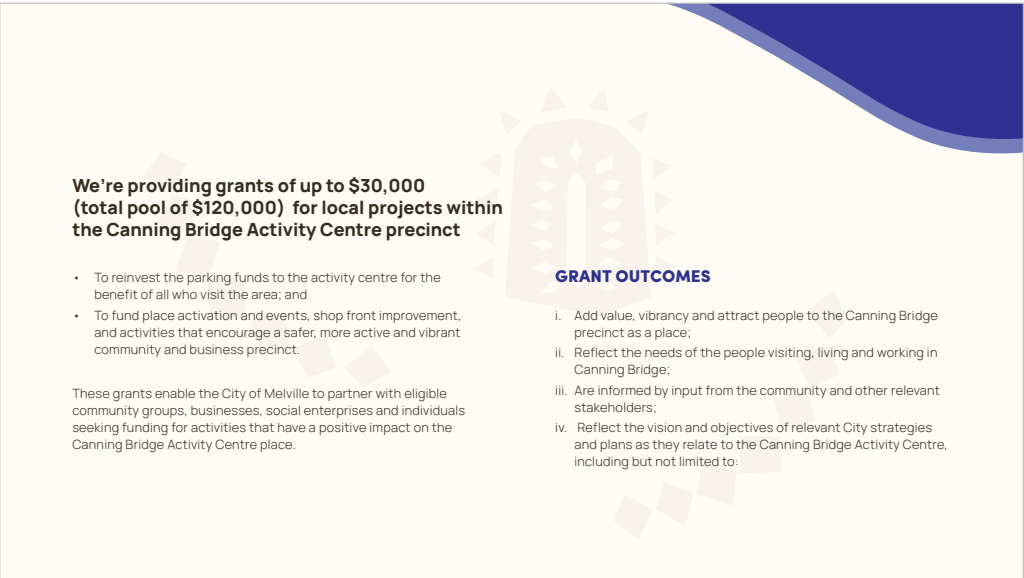
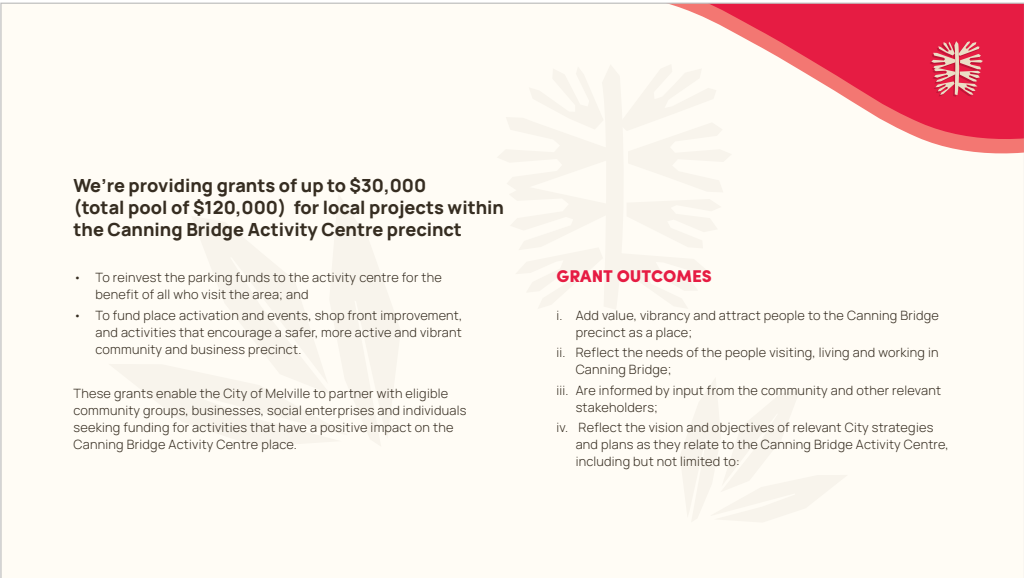
# Application examples - Power point

Available in Canva.

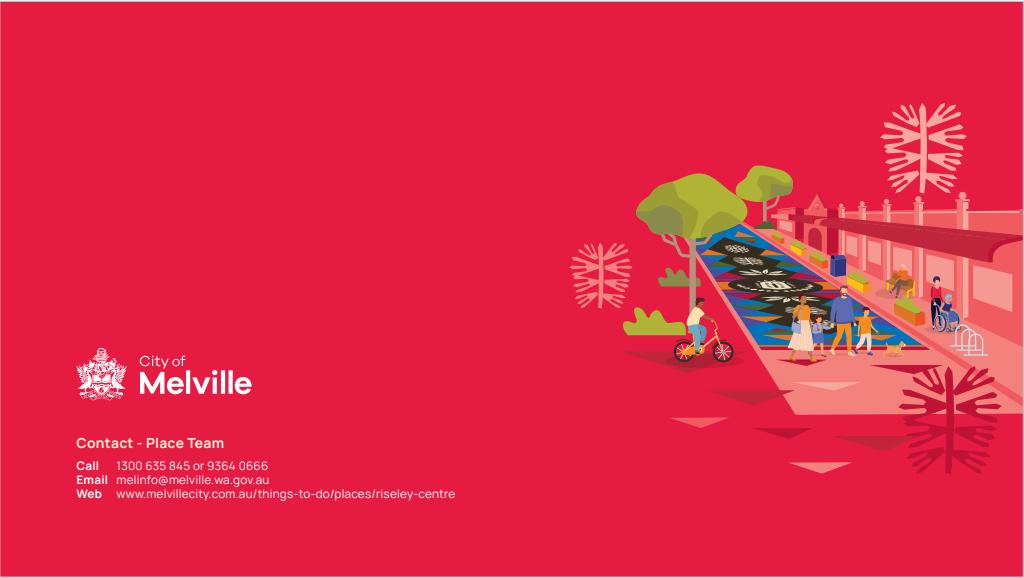
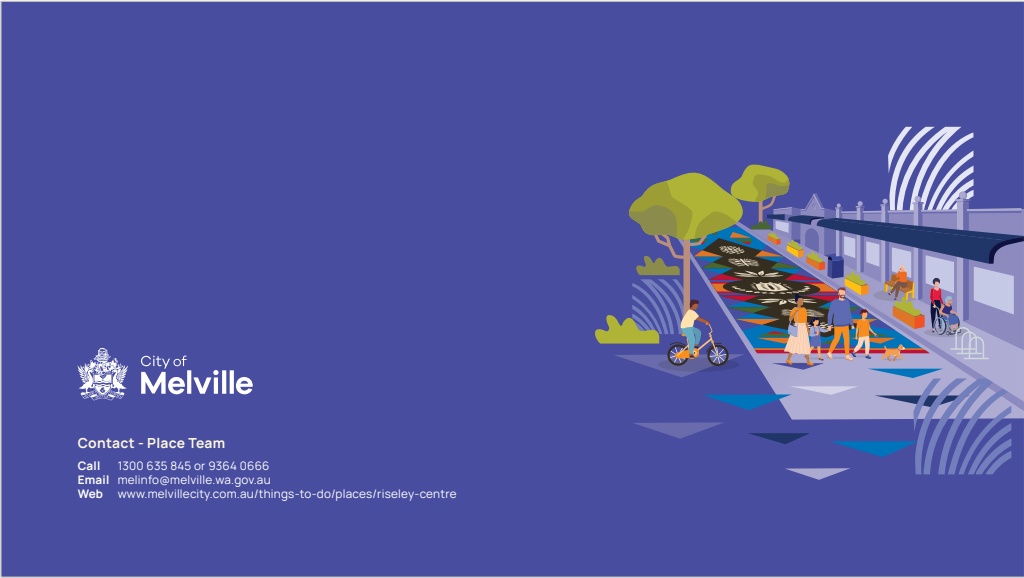
COVERS



GENERAL SLIDE



END SLIDE



Application examples - Web banner

1920 x 510p  
Available in Canva.





# Application examples - Instagram tile

1080 x 1350p.  
Available in Canva.



1.



2.



3.



4.



5.



6.

# Application examples - Email Signature

400 x 100p.  
Available in Canva.

1.



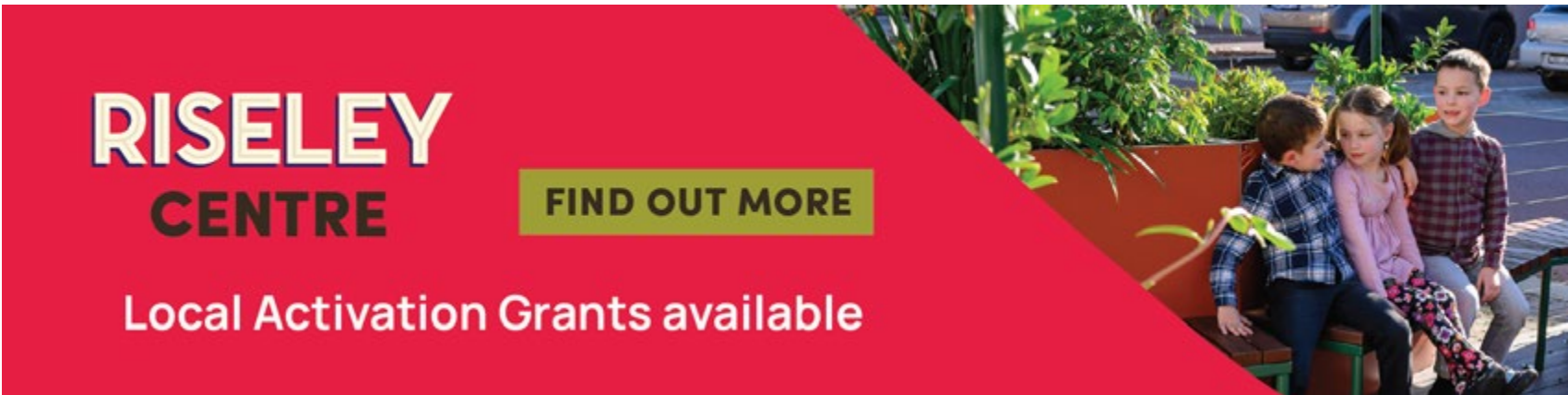
2.



3.



4.









## Place Team

1300 635 845 | 9364 0666

[melinfo@melville.wa.gov.au](mailto:melinfo@melville.wa.gov.au)

<https://www.melvillecity.com.au/things-to-do/places/riseley-centre>

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 Miles Noel Studio