



Riseley Centre Brand Style Guide
City of Melville

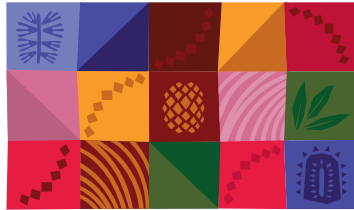
Logo

RISELEY
CENTRE



RISELEY
CENTRE

Logo with pattern



RISELEY
CENTRE



RISELEY
CENTRE

RISELEY
CENTRE

Icon / Favicon

Used for social media profile icon and website favicon.



Minimum Size



RISELEY
CENTRE



15 mm



RISELEY
CENTRE



15 mm

RISELEY
CENTRE



10mm

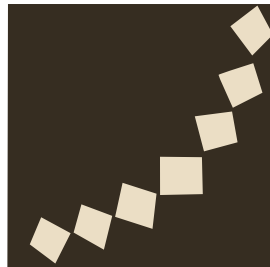
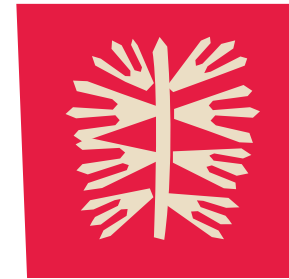
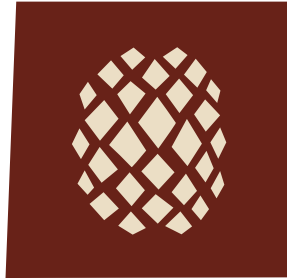
RISELEY
CENTRE



10mm

Pattern Elements

The brand pattern is based on the flower/cone and leaf of three species native to the Riseley Centre area.



Sheoak / Casuarina

Banksia

Bottlebrush

Pattern



Pattern with logo

When logo and pattern appear together this is the recommended arrangement.



Pattern 2.1

Option when a more subtle pattern is required. Avoid overlaying type over pattern elements, only flat colour.



Pattern 2.2

Option when a more subtle pattern is required. Avoid overlaying type over pattern elements, only flat colour.



Colour Values

Tints of these colour are permitted.

PRIMARY

Used for typography and decorative patterns

	RGB	CMYK
	#e61c43	C=3 M=100 Y=74 K=0
	#be1336	C=3 M=100 Y=74 K=20
	#302467	C=96 M=100 Y=22 K=22
	#494da1	C=84 M=81 Y=0 K=0
	#747ebd	C=59 M=50 Y=0 K=0
	#fff7df	C=0 M=2 Y=13 K=0
	#362d21	C=60 M=63 Y=74 K=76

SECONDARY

Only used for decorative patterns

	RGB	CMYK		RGB	CMYK
	#621710	C=36 M=94 Y=95 K=52		#49652f	C=71 M=39 Y=100 K=29
	#801517	C=29 M=100 Y=100 K=37		#0b552b	C=89 M=39 Y=100 K=40
	#c96a22	C=10 M=65 Y=100 K=11		#de91ab	C=10 M=51 Y=13 K=0
	#f99b28	C=0 M=46 Y=95 K=0		#d46d94	C=14 M=70 Y=18 K=0
				#b95f82	C=14 M=70 Y=18 K=15

Typography

HEADING 1

Sofia Pro Black

HEADING 2

Roboto Condensed
Regular

HEAD 3 / SPLASH

Thirsty Rough

BODY COPY

Roboto Light

Balcony Garden Workshop

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

*Fresh harvest 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 Riseley Town Centre over morning tea.

Get involved!

**RISELEY
CENTRE**

Application

Example of logo, pattern and typography usage.



Thank you.

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