



Use the Ferguson Valley Logo and Branding Guidelines

The following information provides information in relation to the use of the Ferguson Valley logo by its members and other approved users by the Ferguson Valley Marketing Inc Board.

Key information has been extracted from the Bunbury Geographe Branding Guidelines to assist in compliance with the brand requirements when being used by FVM members and other approved users of the Ferguson Valley logo.

Implementing a coherent and consistent visual identity provides the foundations for a trusted, professional brand and protects its integrity and reputation within the market.

These Brand Guidelines have been created to ensure that the Bunbury Geographe identity is correctly applied to all branded and communication materials. These Guidelines should be followed by creators of all graphical applications to ensure a unified and consistent visual style. No other variations on these guidelines are to be used unless permission is received from the brand manager. A Full set of guidelines can be obtained from Ferguson Valley Marketing Inc if required.

RULES OF USING THE FERGUSON VALLEY LOGO

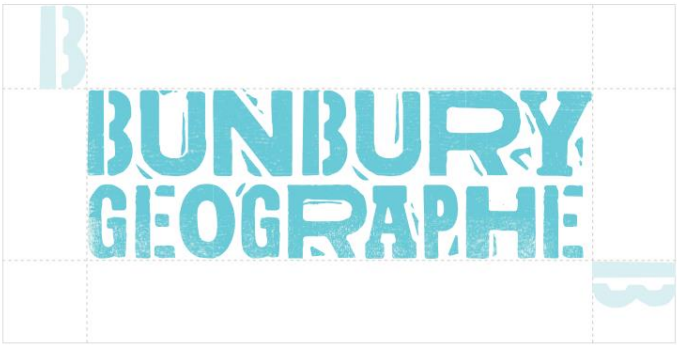
1. You must comply with all of the following rules when using a Logo:
2. Logos may only be used in marketing or other publicity materials for the benefit of your business with the permission of Ferguson Valley Marketing Inc (FVM).
3. Logos may not be used in any confusing way.
4. No Logo may be used in any way that suggests that FVM is affiliated with, sponsors, approves or endorses you, your organisation, your websites, your products or your services, unless such a relationship exists.
5. No Logo may be used in any way that mischaracterises any relationship between you and FVM.
6. Members or others approved by FVM may not use the Logos to advertise FVM or its businesses as clients on their websites and promotional pieces without our written permission.
7. All FVM Logos are distinctive, designed pieces of graphic artwork. The following usage guidelines must be followed:
 - a. Do not modify or alter the Logos
 - b. Do not change scale, skew or rotate any Logo
 - c. Do not change the design of any Logo
 - d. Do not change or vary the colours of any Logo, except that the Logos may be all black, white or moss.
 - e. Avoid screening Logos to less than 100%
 - f. Do not shrink any Logo to less than that identified below.
 - g. The combining of logos is to in accordance with that identified below.
 - h. No Logo may be used or displayed in any of the following ways:
 - i. in any manner that, in the sole discretion of FVM, discredits FVM or tarnishes its reputation and goodwill;
 - ii. in any manner that infringes, dilutes, depreciates the value, or impairs the rights of FVM in the Logos;
 - iii. in any manner that is false or misleading;
 - iv. in connection with any pornography, illegal activities, or other materials that are defamatory, libelous, obscene, or otherwise objectionable;
 - v. in any manner that violates the trademark, copyright or any other intellectual property rights of others;
 - vi. in any manner that violates any law, regulations, or other public policy; or
8. You may not assert rights to any the Ferguson Valley logo whether by trademark registration, domain name registration or anything else.
9. You must, upon request from FVM, provide samples of any materials that include the Ferguson Valley logos for purposes of determining compliance with this policy.
10. You must make any changes to your use of the Ferguson Valley logos that are requested by FVM
11. Your download and use of the Ferguson Valley logos is subject to the these rules and the Conditions of membership contained within the FVM Prospectus..

CLEAR SPACING

Clear Space

The Bunbury Geographe logo must always appear with a certain amount of clear space around it. As a general rule the amount of clear space is determined by the height of the 'B' featured in the logotype.

Clear Space



MINIMUM SIZING

Minimum sizing

The Bunbury Geographe logo has been designed to be recognisable and legible at small sizes, and therefore can be reduced significantly in size with no ill-effects. However, as a general rule, the logo should not be reproduced at a size less than what is specified to the right.

Minimum Sizing



TYPOGRAPHY

Typography

Satyr10 Regular is the Bunbury Geographe headline typeface. It should be used across all branded applications in order to keep a clear and consistent visual style. When Satyr10 Regular is unavailable Georgia should be used in its absence.

Calibre is the Bunbury Geographe text typeface. It should be used across all branded applications for body copy text. When Calibre is unavailable Arial should be used in its absence.

LICENSES CAN BE PURCHASED HERE:
Satyr10
<https://monokrom.no/fonts/satyr>

Calibre
<https://klm.co.nz/retail-fonts/calibre>

Headline

Satyr 10
AaBbCc1234

Body

Calibre
AaBbCc1234

LIGHT	REGULAR	MEDIUM	SEMI BOLD	BOLD
AaBbCcDdEeFfGg HhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz 0123456789	AaBbCcDdEeFfGg HhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz 0123456789	AaBbCcDdEeFfGg HhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz 0123456789	AaBbCcDdEeFfGg HhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz 0123456789	AaBbCcDdEeFfGg HhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz 0123456789

COLOUR PALETTE

The colour palette utilised by Ferguson Valley is Moss the colour code is noted for easy reference. No other colour palette is to be utilised for Ferguson Valley.

Colour palette

The Bunbury Geographe brand includes a primary and secondary colour palette. The colours found in these palettes draw from areas and landscapes within the Bunbury Geographe regions. The colour values specified to the right should be kept consistent at all times.

Primary Palette



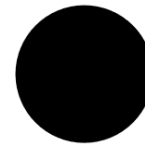
COAST
CMYK 54.016.0
RGB 105.202.215



SUNSET
CMYK 0.65.39.3
RGB 234.119.122



MOSS
CMYK 71.32.57.42
RGB 53.95.83



SHADOW
CMYK 0.0.100
RGB 0.0.0

Secondary Palette



DUSK
CMYK 35.35.5.0
RGB 168.160.197



GRASS
CMYK 59.27.100.8
RGB 117.142.0



DUST
CMYK 7.61.91.0
RGB 228.126.51



WHEAT
CMYK 0.20.45.0
RGB 253.207.148

LOGO DON'TS

Our logo stands for who we are. It is recognizable and purposeful. To protect its integrity as a powerful symbol of our organization, it should not be altered under any circumstances.

1. Don't reconfigure or change the logo elements.
2. Don't rotate the logo.
3. Don't create a bevel or emboss the logo.
4. Don't recolor the logo using colors that are not part of the color palette.
5. Don't crop the logo.
6. Don't present the logo as an outline only image.
7. Don't stretch the logo or change its proportions.
8. Don't add a drop shadow the logo.
9. Don't add artistic effects to the logo.



1. RECONFIGURE



2. ROTATE



3. BEVEL/EMBOSS



4. RECOLOR



5. CROP



6. OUTLINE



7. STRETCH



8. DROP SHADOW



9. EFFECTS

FERGUSON VALLEY LOGOS

Stacked - Master

FERGUSON
VALLEY

Stacked - Black

FERGUSON
VALLEY

Stacked - White

FERGUSON
VALLEY

Horizontal - Master

FERGUSON VALLEY

Horizontal - Black

FERGUSON VALLEY

LOGO HIERACHY

Sub-region logo

COLLIE
RIVER
VALLEY

Logo Hierarchy

2 logos should always been considered when applying to marketing materials. A stamp version of the BUN GEO logo has been created to use alongside all Sub-regional logos.

*Collie River Valley used as example only

BUN GEO Sub-region stamp

BUN
GEO

Application Example
(Landscape)

An example of a branded landscape application.

*Collie River Valley used as example only



Application Example
(Social Media)

Social media profile images have been created for each Sub-region as part of the branding roll-out.

Profile pictures in all four Bunbury Geographe master colourways can be found in the Sub-regional asset handover folder.

*Collie River Valley used as example only



-CRV - Facebook - Profile Picture - BLUE.jpg



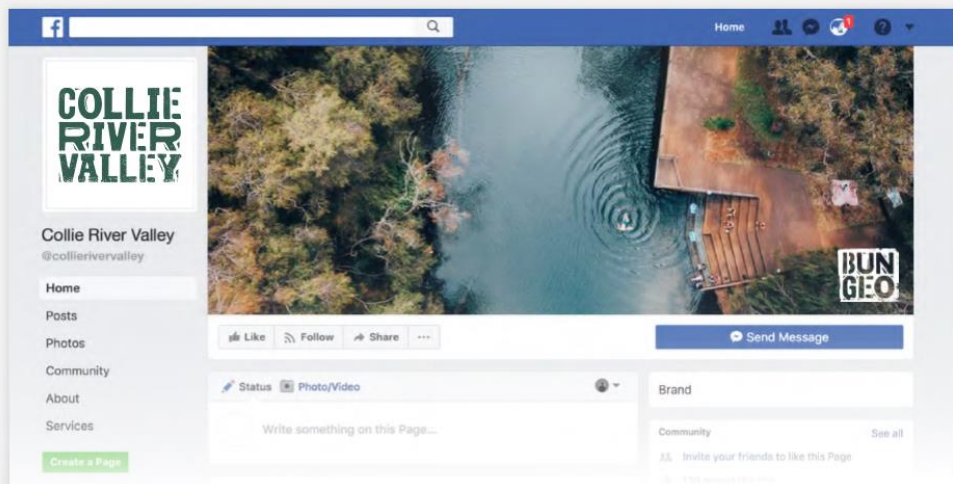
-CRV - Facebook - Profile Picture - PINK.jpg



-CRV - Facebook - Profile Picture - GREEN.jpg



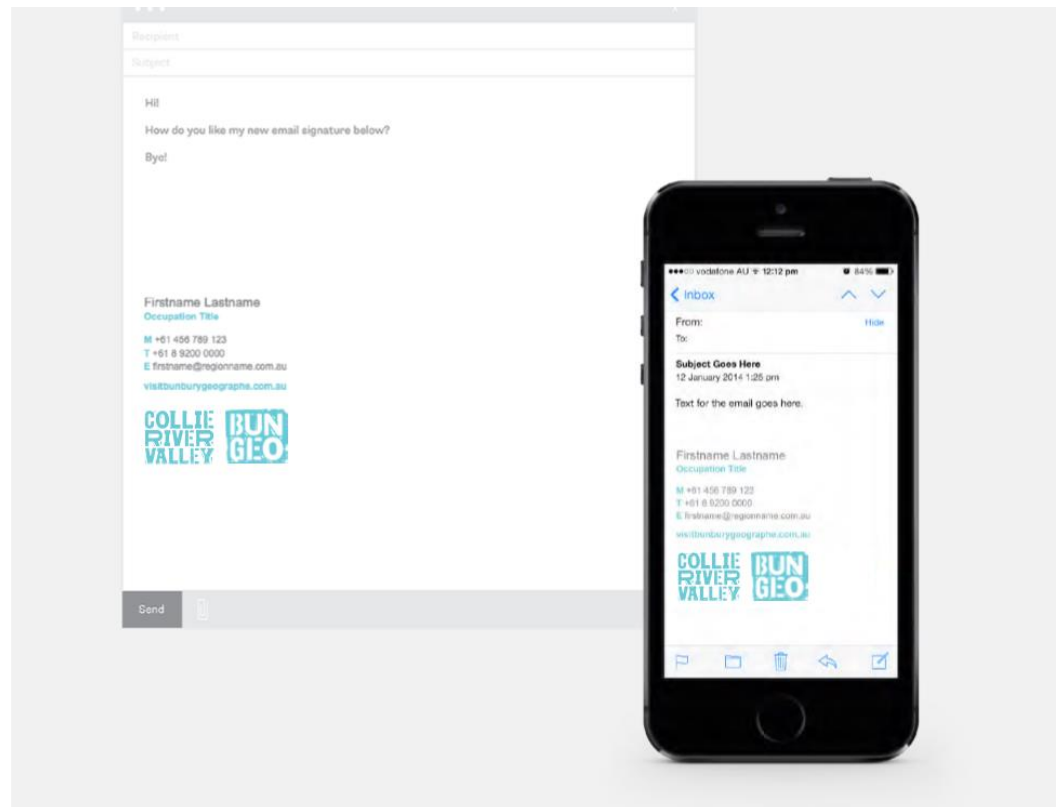
-CRV - Facebook - Profile Picture - BLACK.jpg



Application Example (Email Signature)

An example of email signature logo usage can be seen to the right.

*Collie River Valley used as example only



PHOTOGRAPHY

Photography representing the Bunbury Geographe region should be vibrant, bright and inviting – creating a visual balance with the handcrafted style of the brand. Photography should encapsulate the diversity of the Bunbury Geographe region from sprawling natural landscapes to vibrant urban experiences.

The photography should be carefully considered based on each application and the area it represents.