



:DUBBO

BRAND

GUIDELINES

CONTENTS

For ease of use the document is split into three sections. The first section focuses on the thinking behind the brand and its purpose. The second section acts as a toolbox and introduces you to all the elements that go into making up the brand. The third and final section shows applications and how all the elements come together to create a distinctive, consistent and recognisable brand.

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BRAND

**WHO
WE ARE**

**ONE VOICE
OUR BRAND
REPRESENTS
& COMMUNICATES
EVERYTHING
DUBBO HAS
TO OFFER.**

The aim of our new brand is to put Dubbo back on the map, for all the right reasons. It's about creating meaningful, memorable and relevant communication that appeals to everyone we want to talk to - from investors through to potential tourists and residents alike. We think Dubbo is unique and has something worth shouting about. The brand will give us one unified voice to make us heard when and where it matters.

LET'S SHOUT ABOUT IT!

OUR BRAND ESSENCE THIS IS DUBBO

Ok, so just who is Dubbo? If you've ever tried to describe somebody you'll know how hard it can be. It's equally as difficult trying to describe what Dubbo is. After conducting research with Dubbo residents, Council and people in NSW we came up with the Brand Essence - this describes what makes Dubbo unique and what its attributes are. This then informs the idea that the brand is built upon.

Personality	Provider.
Values	Family, community, environment, adventure, democracy, freedom.
Feelings	Fulfilled, relaxed, content, inspired, complete, in touch with nature, well-rounded, less guilty.
Rewards	More time, less stress, activities to experience something new on holiday, richness of life, don't have to sacrifice anything, affordable housing, live the Australian dream.
Attributes	Sporting facilities, zoo, retail, services, affordable housing, cultural centre, gaol, wineries, cattle farms, quality restaurants, farmers market.

KEY INSIGHT DUBBO PROVIDES THE BEST AUSTRALIA HAS TO OFFER

The key insight was developed from the brand essence. This is unique to Dubbo. This unique thought should be used to underpin all forms of communication, whether they be business, tourism or to local residents.

Proof points

- Affordable housing that allows you to have a dream home and a big backyard.
- The rural experience of wide open spaces, farming, cattle, and living off the land.
- Taronga Western Plains Zoo, which concentrates on conserving animals.
- Relaxed, friendly and welcoming people who really mean it when they ask you how you are.
- Multi-cultural community, including a large Aboriginal population.
- World-class restaurants, wineries, B&Bs, markets, fashion retailers, parks and facilities.
- Sporting community that is all about having a go and team spirit.
- Cattle farms and cafes all within minutes of each other.
- Live close to work so you can have a fulfilling career and have time to spend on yourself and your family.
- Unparalleled infrastructure.

THE IDEA TIME TO SMILE

Dubbo gives you time to do more of the things you want - the things that make you happy.

time to grow
time to explore
time to love
time to celebrate
time to see the kids
time to kick your third goal
time to grab another cold one
time to smile

Effective brands aren't just about pretty logos. They are about something more; a slogan or an idea that underpins everything the brand says and does. It's also important that this idea doesn't come from people in suits sitting around a table in another city who wouldn't have a clue where Dubbo even was. Dubbo's tag line had to come from the people who know the town better than anyone - residents, businesses and tourists.

Through extensive research (i.e. talking to lots of people) it was found the two main reasons people love Dubbo are about time and happiness.

When we found out that the people who already love Dubbo feel the City gives them Time to Smile, we knew we had to shout this message to the masses.

The Time to Smile tag line can be adapted for any audience and should be used to generate an emotional response to the City.

WHO ARE WE TALKING TO?

1

**BUSINESS
TIME TO
GROW**

2

**FAMILY
TIME TO
LOVE**

3

**TOURISM
TIME TO
EXPLORE**

4

**COMMUNITY
TIME TO
CELEBRATE**

As a city we need to communicate with a wide variety of people, in various forms. These fall into four groups: business, family, tourists and, last but not least, the local community. These groups are not set in stone, sometimes we may be talking to both tourist and business people, in which case the communication would be tailored accordingly. Most of the time we will be talking to one distinct group - business is about attracting investment into the area, family is about quality time and attracting people to the area, tourism is about getting people to visit and community is about making us proud of Dubbo. In a word it's about 'prosperity' - for everyone!

HOW WE TALK

1

BUSINESS TIME TO GROW

Half of NSW on your doorstep.
120,000 eager shoppers.

Caution: low overheads, greater profits, less competition, 40,000 willing customers.

With a median house price of 239K you could buy 2!

Small business, big returns.

Big business, small overheads.

Jump on the gravy train (to Dubbo).

Shopping hub of growth.

2

FAMILY TIME TO LOVE

The Aussie dream lives on.

The lifestyle you've always wanted, now.

Time rich.

Quality time.

Big backyards.

Your very own cricket pitch in your backyard.

Space to swing a million cats.

No jams.

We care about you. 3 hospitals. 28 clinics. 31 GPs.

See the kids before they're in bed.

More time for hugs and kisses.

Escape the hustle and bustle.

3

TOURISM TIME TO EXPLORE

Urban sprawl or fishing trawl?

High Low Street.

Low rise.

The good things in life.

Sit back and relax.

Safari in your own backyard.

Great places to go, happy people to see.

Space to breathe.

Take it all in.

Fresh air in a fresh place.

Closer than you think.

4

COMMUNITY TIME TO CELEBRATE

The oldest mud brick house in Australia!

We love our happy hour.

Happy hour, every hour.

Come home.

Skate park.

Where everyone knows your name.

Planes, trains and automobiles.

Quick, easy and pleasant to get here.

The grass is always green (free bore water).

We are the city.

Headlines

The headlines used for each area should reflect the benefit the reader will get from visiting Dubbo. These should be done in a relaxed, quirky, honest, well rounded and memorable manner. Also, each headline is straight to the point to get effective cut through to the reader about the topic.

HOW WE TALK

1

BUSINESS TIME TO GROW

Business in a big city can be tough. Intense competition, spiralling rent, persistent overheads and a lack of willing workers doesn't leave much room for profits.

If that sounds like you then maybe it's time for change. Spanning the majestic Macquarie River, on the junction of three major highways, Dubbo's vibrant, prosperous population has doubled to 40,000 in 35 years. Traditional rural industries thrive alongside extensive educational, professional and retail services, a growing IT sector and emerging boutique enterprises such as winemaking. With a catchment area a third the size of NSW with more than 120,000 people, Dubbo offers you time to grow.

Go to www.dubbotourism.com.au for more reasons to smile.

2

FAMILY TIME TO LOVE

With the great ¼ acre Australian dream fast disappearing in a puff of interest rates and spiralling living costs the time has never been better to escape the hustle and bustle of the city and move to Dubbo.

Dubbo offers a relaxed, friendly and affordable lifestyle. Traffic jams are unheard of and with work only minutes away you can spend more time with the kids. It's not an easy time for a young family in a big city. Travel time to and from work can mean missing your kids' first steps and house prices are so high it's nearly impossible to get into the market. Plus everyday costs for things like petrol and food just keep going up and up. But in Dubbo the great Australian dream of a family home and a big backyard is still affordable, living is cheaper and you have time to love.

Go to www.dubbotourism.com.au for more reasons to smile.

3

TOURISM TIME TO EXPLORE

Time spent exploring is never time wasted.

Safari in our backyard, walk in the footsteps of our pioneers, enjoy the flavours and freshness of regional produce and shop till you drop amongst our unique retail scene, from country boutique to urban chic. Some come to escape, some come to reconnect. Whatever the motivation, one visit is rarely enough. Dubbo offers endless possibilities to relax, re-energise and reconnect. Drop a line in the river, play cricket in the park, hit the boutiques, cycle along the tracks, saddle up a few ponies for a country trail ride or sink your toes into the cool banks of the Macquarie River. Dubbo offers you time to explore.

Go to www.dubbotourism.com.au for more reasons to smile.

4

COMMUNITY TIME TO CELEBRATE

Dubbo's reputation starts with you.

If Dubbo's community celebrates its diversity, its lifestyle and its opportunities then so too will the outside world. There's a reason why you're here. Maybe it's because you grew up in Dubbo or maybe it's because you moved here with your family. Whatever the reason, we all live here together. And we all have a responsibility to recognise why we choose to live here rather than anywhere else in the world. It's time to put the past behind us, time to rally together as a community and time to celebrate the City of Dubbo.

Go to www.dubbotourism.com.au to enter the community photographic competition. Just post a photograph that explains why Dubbo makes you smile and you will go into the running to win some amazing prizes.

Body text

The body text used for each area should reflect the benefit that the reader will get from their interaction with Dubbo.

The copy should be direct and speak to the reader in a relaxed manner. It reflects the values of the community and celebrates the wide variety of great things about Dubbo.

As a rule we should try to say as much as possible in as few words as possible.

Just talk about everything that is good about Dubbo.

The copy shown gives an overview of how we should 'talk'. The copy should always be written with a message or objective in mind and tailored to suit a headline.

TOOLKIT

THE BRAND ELEMENTS

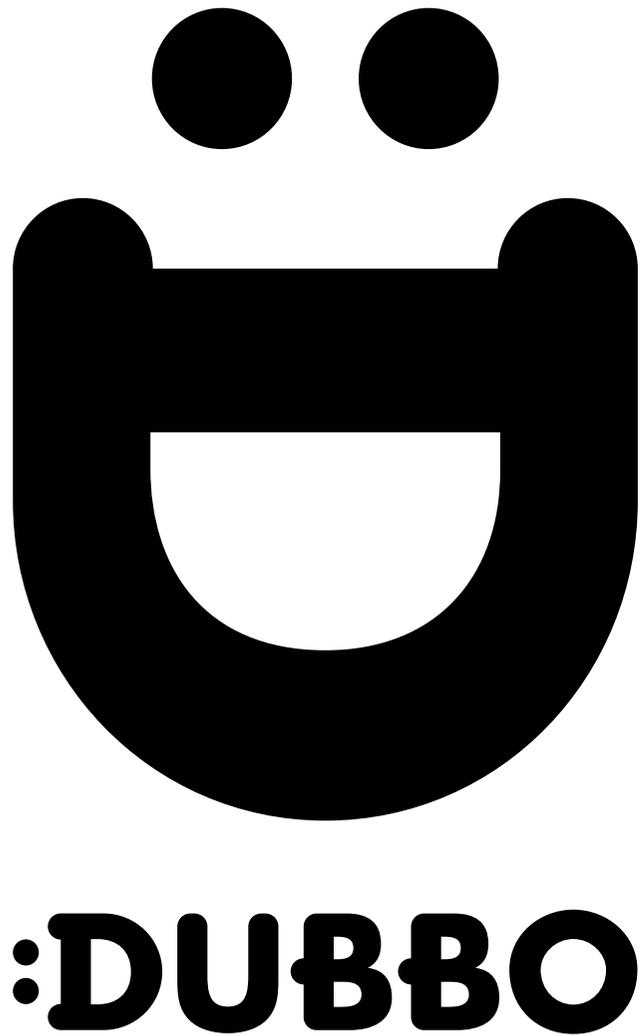
:DUBBO

:DUBBO

Linear logo

Here is our logo. The logo relates directly back to the Dubbo idea - time to smile. It has been crafted to be unique and ownable to Dubbo. It represents you the people and Dubbo itself.

The smiling face created from the D letter is immediately welcoming, it conveys our friendly community culture and pride we have in our city. It has authority with the use of capital lettering while the rounded corners allude to our fun and unique side.

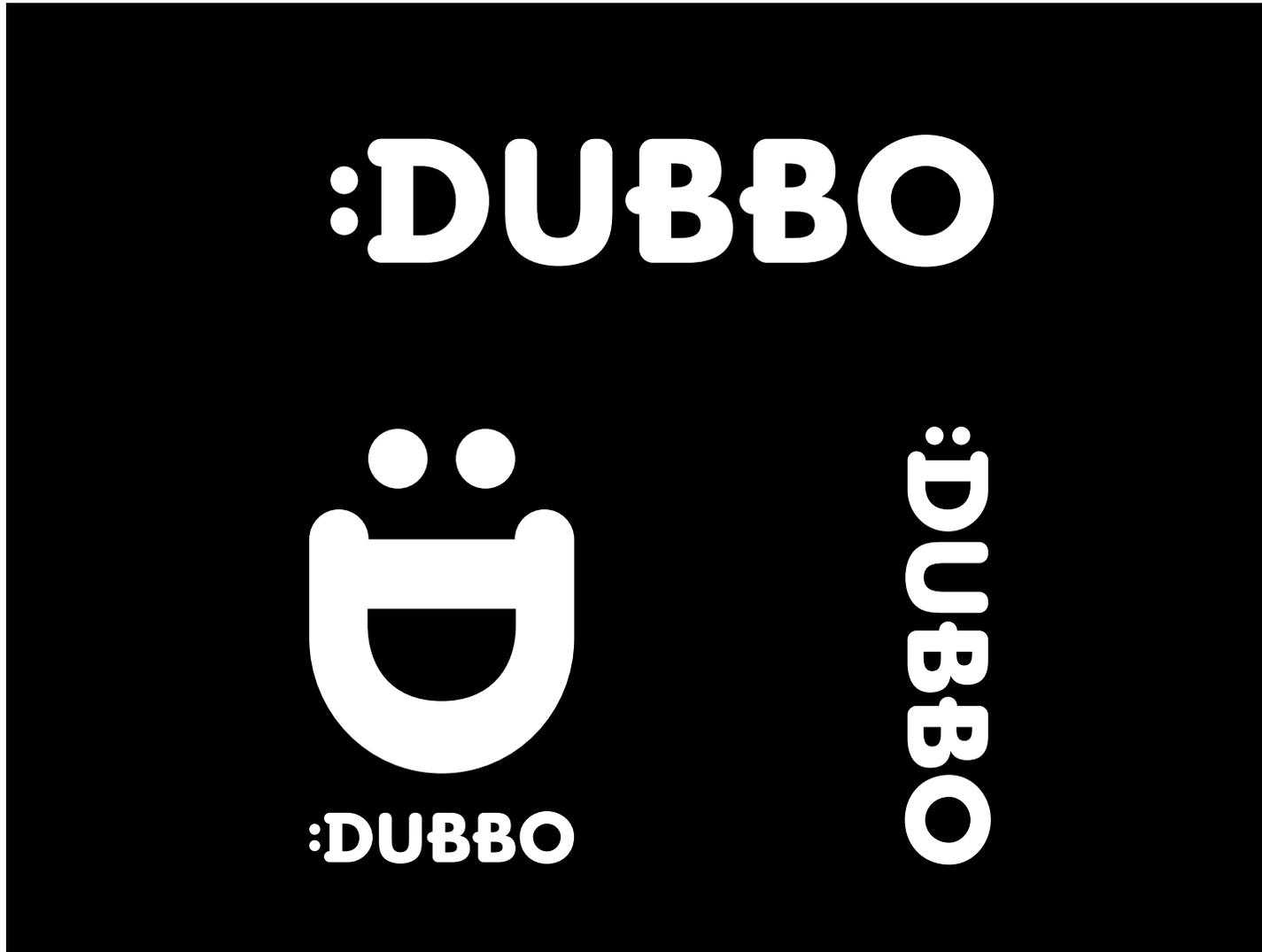


Icon logo

The icon logo is a little more playful than our linear logo. The D becomes a strong graphic device that over time will become recognisable as Dubbo.

To be used only for special promotions or on promotional material.

A big smile!

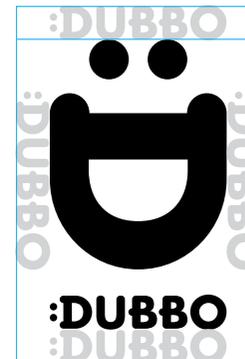
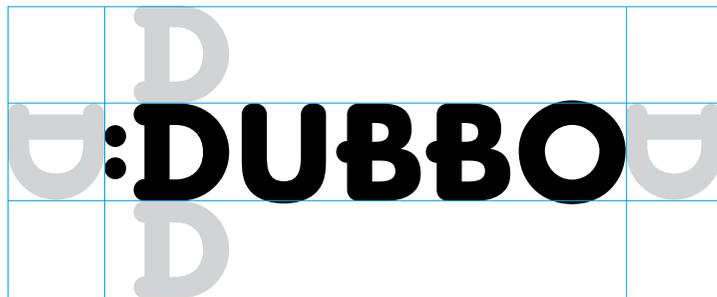


Reverse logo

The reverse version should be used whenever our logos need to sit on a black background in black and white reproduction.

The colour version of the logo should always be used where possible. Only when the print specification doesn't allow colour print, or when the quality of print is low-grade, (such as fax) should the grey or linear version be used.

Our logo should always be printed to achieve maximum legibility.

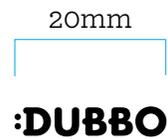


Logo use Clear zone

Our logo needs space to breathe - this is called the clear zone. This gives our logo visual protection and allows it space to be, without interference. The clear zone should always be adhered to.

The 'D' has been used to measure the clear zone area on the linear logo.

The icon logo uses the 'Dubbo' character height to measure the clear zone area.



Minimum size

The minimum size for both our logos should be no less than 20mm. They should never be reproduced smaller than this.

Please consider the printing or sewing technique prior to reproduction.

The Dubbo logo, consisting of a colon followed by the word 'DUBBO' in a bold, sans-serif font, is shown being squashed horizontally. A red diagonal line is drawn across the logo from the top-left to the bottom-right.

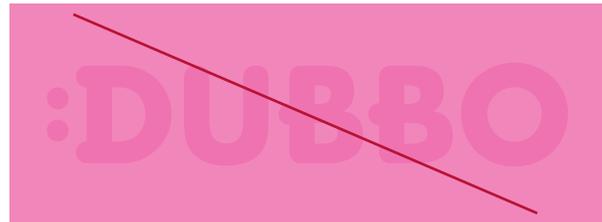
Never squash the logo. The logo should always be in proportion.

The Dubbo logo is shown with individual letters and the colon being altered or distorted. A red diagonal line is drawn across the logo from the top-left to the bottom-right.

Never alter any of the individual elements that make up the logo

The Dubbo logo is shown with each letter in a different color (D: red, U: blue, B: yellow, B: green, O: orange). A red diagonal line is drawn across the logo from the top-left to the bottom-right.

Never show the logo in more than one colour, or in colours that are not specified in the selected colour palette.

The Dubbo logo is shown in a light pink color, centered on a solid, darker pink rectangular background. A red diagonal line is drawn across the logo from the top-left to the bottom-right.

Do not place the logo on a colour that makes the logo illegible.

Dos & don'ts

Imagine you just bought a wonderful painting for your home. You wouldn't hang it upside down, sideways, too close to other things or try and squash it up somewhere. You'd want it to look proud and be a real feature of the room. The same rationale applies when you use our logo. There are things you must do when using the logo, and there are things you can't. Here are few example of what not to do.

One of the keys to our brand being a success is consistency.

Brights
Our primary palette to be used on backgrounds or text where required

Core colours					
					
2995 C: 87 M: 0 Y: 0 K: 0 R: 0 G: 169 B: 244	376 C: 50 M: 0 Y: 100 K: 0 R: 122 G: 184 B: 0	1665 C: 0 M: 76 Y: 100 K: 0 R: 251 G: 79 B: 20	190 C: 0 M: 58 Y: 16 K: 0 R: 243 G: 120 B: 155	3255 C: 55 M: 0 Y: 26 K: 0 R: 58 G: 214 B: 197	1235 C: 0 M: 30 Y: 100 K: 0 R: 255 G: 182 B: 18
					
294 C: 100 M: 68 Y: 7 K: 28 R: 0 G: 52 B: 120	576 C: 52 M: 6 Y: 79 K: 25 R: 105 G: 146 B: 58	187 C: 5 M: 100 Y: 71 K: 22 R: 167 G: 25 B: 48	226 C: 0 M: 100 Y: 2 K: 0 R: 207 G: 0 B: 114	341 C: 100 M: 0 Y: 67 K: 30 R: 0 G: 125 B: 87	1385 C: 0 M: 56 Y: 100 K: 7 R: 212 G: 118 B: 0

Darks
Our supporting palette. The colours have been chosen to compliment the brights. 294 works with 2995 and so on.

Neutrals
The neutral tones allow flexibility. White is used to reverse out of a colour or as clear space. Black may be used to define body copy.

			
100% Black	50% BK	30% BK	White

Tints
The tints should be used when print only allows for a number of colours. They should only ever be used as a tint of a PMS.

					
2995/297	376/576	1665/187	190/226	3255/341	1235/1385

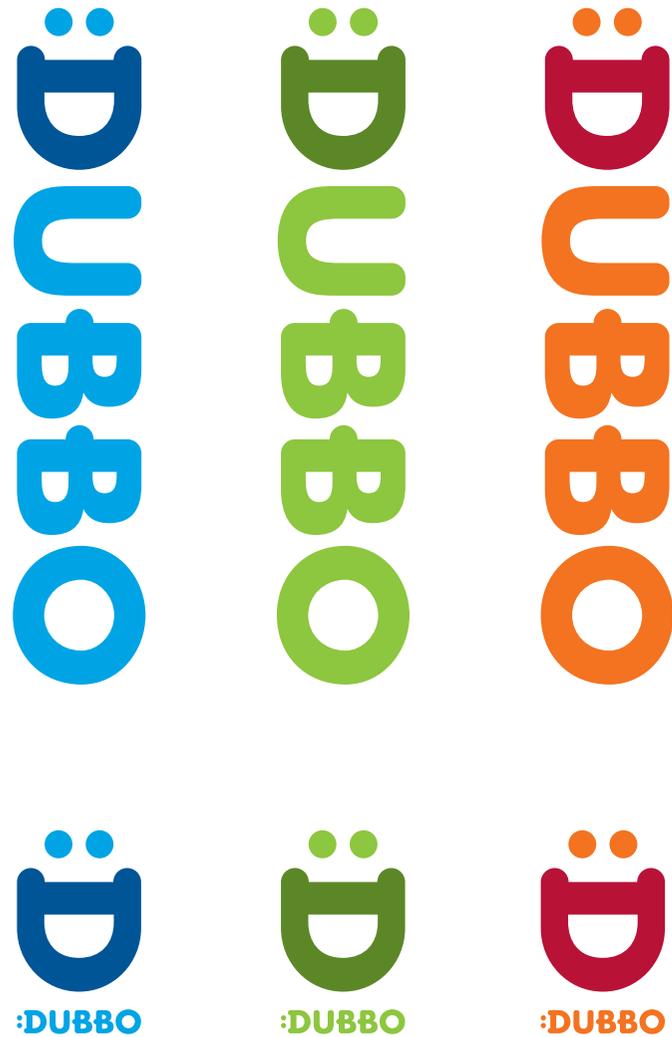
Colour palette

Our colour palette is divided into two clear sections. The first is our core colour palette. These should be your first choice when designing any Dubbo destination branded communications (see applications in section 3.) They should be used for large coverage areas, such as backgrounds, or as a spot colour to highlight information.

Our secondary colour palette should be used sparingly. When selecting a secondary colour, always consider the context of the communication, and imagery that may surround it. The secondary colour palette can also be used for design creative purposes.

The brights have a darker colour to work with. 2995 compliments 294 and so on. Mixing and matching the colours should be avoided - 376 shouldn't be used with 341, etc. This is illustrated in the next few pages.

We have provided Pantone Colour references for when printing as a 'special colour' process breakdowns for when printing traditional four colour, and RGB breakdowns for digital communications.



Colour application

This page shows variations of the logo that can be used, and the colours they can be reproduced in. The D uses a dark whilst the other characters use the complimentary bright.

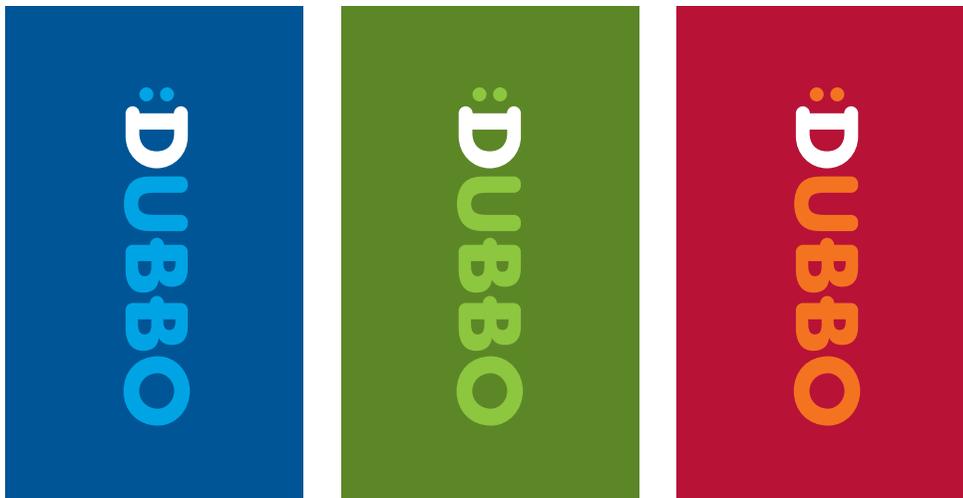
Digital versions of these logo versions can be requested from Councils City Image Branch.

Whenever possible our logo should be reproduced in colour - 2 spot colours as a preference or 4 colour breakdown if required. Where this is not possible, the single colour versions should be used, i.e. in black or reversed out in white.

On brights



On darks



Using colour with the logo on colour

As well as white, our logo works on either a dark or a light colour from our palette.

When it's used on a bright the letter D is coloured in the correlating dark.

When used on a dark the D is white and the remainder is the bright.

This is done to achieve maximum stand out.

Display Fonts
To be used an headings on printed material or captions. Never to be used as body copy.

Ziggerat Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Ziggerat Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body Copy Font
This font is to used for body copy. Other weights are available if required.

Archer Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Archer Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography

Our Dubbo brand has two different styles of typography: a display typeface for large bold statements and headings and one for use in body copy and smaller text.

Ziggerat Black should always be in capital letters where possible. It gives the brand its personality through use of large bold typography. It is important to keep this consistent across collateral to maintain this proud type approach.

Archer Medium should always be used for body text. It allows flexibility to be used in a document with paragraph styles. Archer Bold can be used to highlight information within text or used as small headings and subheads.

When the Archer typeface is not available, Arial should be used. Ideally, this would be for internal use only and not on branded material circulated to the general public.

Minimum font size for online 9pt
Minimum font size for printed 7.5pt

All fonts should be purchased for licensing. These can purchased online from: www.typography.com.



Existing photography

The existing photographic library contains a wide range of styles of images. These depict the places, moments and activities in and around Dubbo. They give Dubbo a sense of place and detail specific events which bring to life Dubbo characteristics.

Each image should communicate the natural light, space and vibrancy of the area. They should be exciting, inspiring and engaging. Professional quality photography should always be used - low lit, dull, flat or irrelevant images should be avoided.

The images can be used in the following way:

1 Images can have a dynamic element such as tilting the crop. This adds some interest and movement to an otherwise static shot.

2 Depth of field. Outdoor images should contain a foreground focus as well as a focus on background that creates a mood of being drawn into the image rather than viewing a flat landscape that can often be one dimensional.

3 Black and white images can be used as support photography and add a classic sophisticated feel.

4 Images can be coloured as duotones using the Dubbo colour palette. This should match surrounding colours in a layout to create a uniform colour design.

Examples of appropriate images.



New photography

Any new images produced should aim to capture the best of Dubbo, the real Dubbo in lifelike full vibrant colour.

The image style is editorial in nature. They should be shot with a minimum of obvious styling and 'feel' genuine and honest. It's not about capturing ultra happy people or moments done in a chocolate box style. The shots should be taken from within, the camera behaving as somebody would in a particular moment, the casual observer.

The finished image should put you in Dubbo, so you could be at the footy game or next to the River or simply enjoying the local produce.

They should be professionally shot with care to avoid dull, flat or irrelevant images.

The images to the left show various styles:

1 The use of humour can be injected into the image easily by candid, fun posing. Or be a very close face shot of the local sheep!

2 Images should contain both foreground and background interest. The depth of field can be small to create a highlighted focus point allowing some parts of image to blur.

3 A sense of fun and action should be achieved where possible to liven an otherwise static portrait.

4 Landscape photography should have a deep depth of field showing distance, it should show the big blue skys and striking colour of the landscape.

Examples of appropriate images.

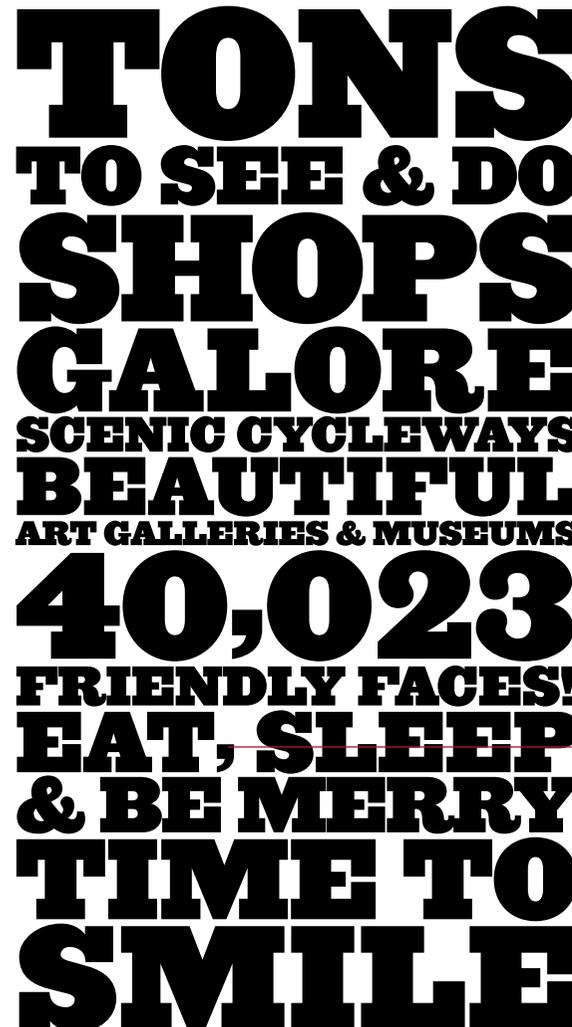
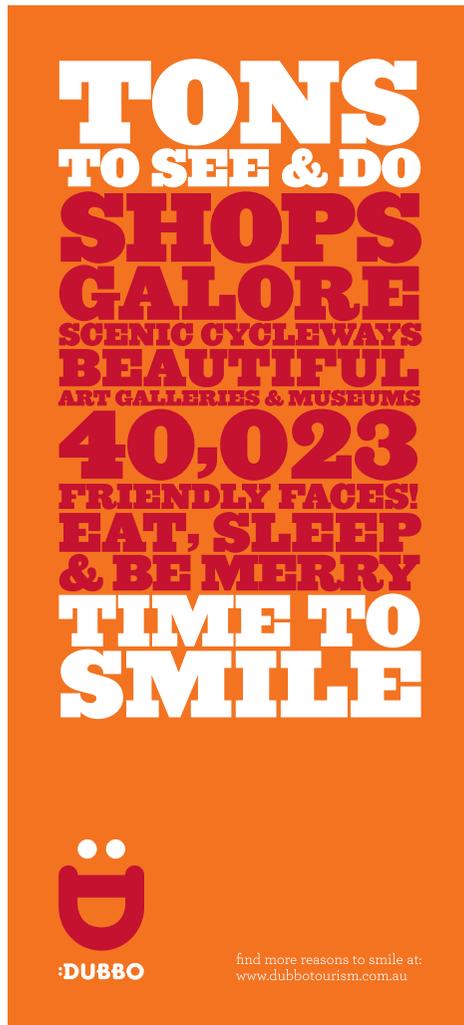
APPLICATIONS

**BRINGING
THE BRAND
TO LIFE**



Stationery

Stationery should be clean and corporate. The use of our tagline 'Time To Smile' and the smile graphic maintain the friendly elements of the brand. The linear logo should always be used on stationery to create a more corporate look. We recommend printing on a bright white satin or uncoated stock.



Printed material – type

The advert illustrates how all the separate elements of the brand come to life. The message is simple, lots to do, lots to smile about.

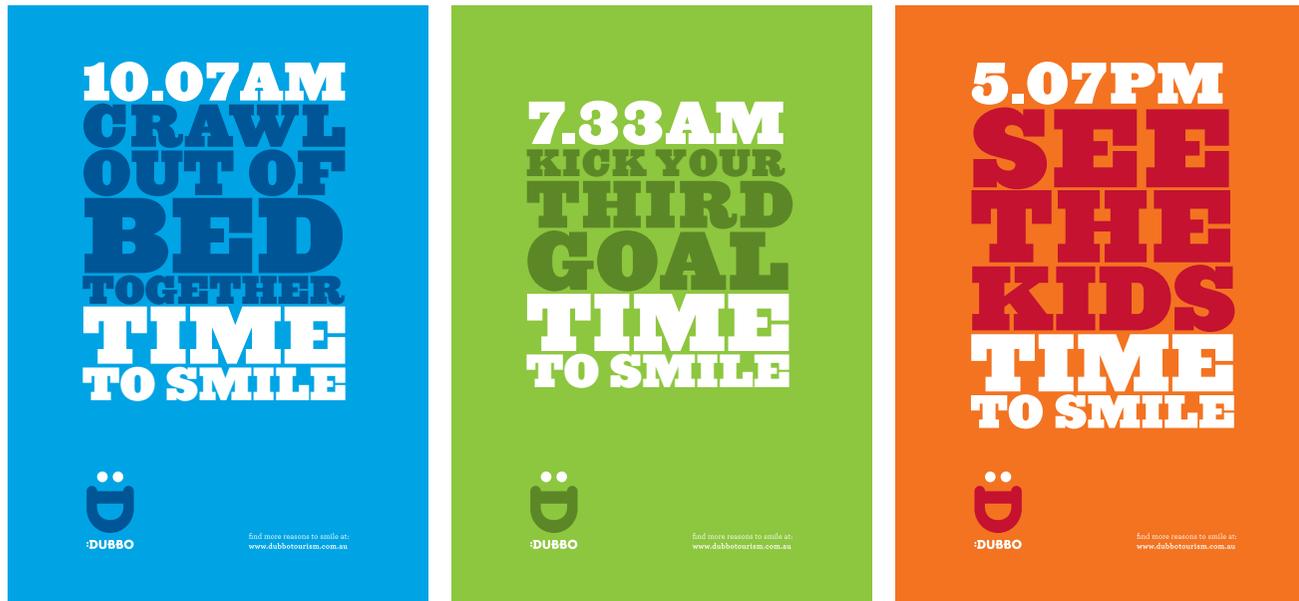
To maintain this unique look and feel the typographic elements should be carefully crafted.

All text should align on both left and right hand margins. The size of words can be enlarged to achieve this, ensure words have consistent tracking.

The amount of words per line should be adjusted depending on the size it will appear. It should be clearly legible and never exceed more than four words.

Additional text items such as commas and quotations should remain within the cap height of word on that line.

The space or leading between each line should be tight and remain consistent over all lines.



Advertising - Style 1

A brand campaign promotes Dubbo using all the major brand toolkit elements. Again the thought is simple, Dubbo gives you more time to do more things that make you happy.

The layout of this communication should follow the style shown here. The logo should always sit aligned with main display text and be placed at the bottom left. Additional text should align to display text on the bottom right. Care should be taken to balance these elements and achieve a synergy that drives clear communication within the framework of our brand.

When printing in low grade printing mediums such as newspapers please take special care to ensure legibility of smaller text. It is recommended bodytext should be a minimum of 12 point and be in positive colour such as black, please avoid reverse white in these instances.



Advertising - Style 2

An alternative style that starts with Dubbo and ends with the message.

The layout of this communication should follow the style shown here. The logo should always sit aligned with main display text and be placed at the top left. Additional text should align to display text on the top right. Care should be taken to balance these elements and achieve a synergy that drives clear communication within the framework of our brand.

When printing in low grade printing mediums such as newspapers please take special care to ensure legibility of smaller text. It is recommended bodytext should be a minimum of 12 point and be in positive colour such as black, please avoid reverse white in these instances.

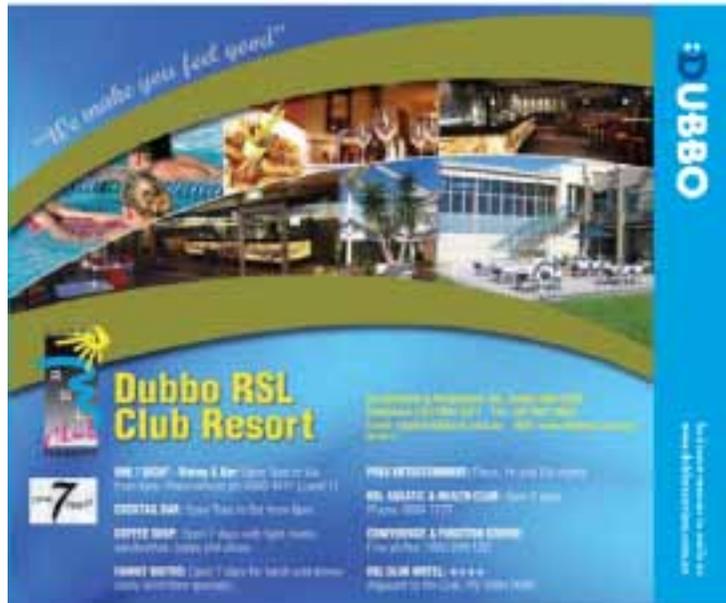


Brochure layout

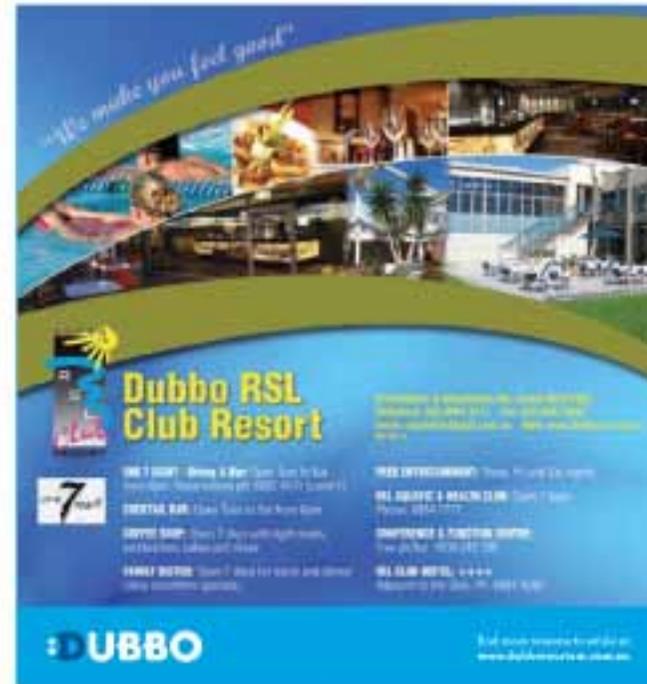
The key to successful literature is pace. All the elements of the brand should be used to create an engaging and relevant informative document. One page may contain a large full page image the next just minimal text with clear space. The grid is quite open and allows the design to be playful or serious. The elements should be crafted to show Dubbo in the best possible way.

These spreads show how all the elements can be used.





Vertical banner



Horizontal banner

Third party material

The Brand has been created to promote the City - and was designed to be used by all sectors of the community - including local businesses and community groups. The brand can support a businesses targeted advertising buy promoting the broader benefits of Dubbo. See an example of how a local business can integrate the city brand into their own advertising.

Any local businesses or community group wanting to use the brand should complete a 'Request to use the Dubbo City Brandmark' form. These are available by contacting Council's City Image Branch on (02) 6801 4000 or email cityimage@dubbo.nsw.gov.au

Council's City Image Branch can also recommend which style of the brandmark will best work with any particular advertisement or communication.

A/ Headline dominant



B/ Headline and bodycopy



C/ Including imagery



Long horizontal format
26 x 9cm



Short horizontal format
13 x 9cm

Horizontal print advertisement

The layout of print ad communication should be consistent as outlined throughout these guidelines. The examples on this page show different formats and how different elements are arranged within. There are some common themes in all these layouts. The logo should always align with text, clear space has been allowed for around logo and website sign-off has its own space.

A/ The headline dominant example shows the large size of the headline text compared to the other elements in layout.

B/ When bodycopy is added to layout the elements become more even in hierarchy but headline should still remain large. The bodytext should align with headline and logo.

C/ When an image is added it becomes the dominant element. The image provides the lead in to the advertisement and should reference the headline where possible.

When printing in low grade printing mediums such as newspapers please take special care to ensure legibility of smaller text. It is recommended bodytext should be a minimum of 12 point and be in positive colour such as black, please avoid reverse white in these instances.

THANK YOU

For more information
please contact:

Dubbo City Council
City Image Branch
02 6801 4000
cityimage@dubbo.nsw.gov.au

