

The City of Swan Visual Style

Our logo

The City of Swan logo comprises three elements:

- The Energy Swan
- 'City of Swan' namestyle
- Colour scheme

The combination of all three of these elements forms the basis of the City's brand identity. The relationship between the symbol and namestyle is fixed and cannot be altered. The City of Swan logo can be used in vertical or horizontal format as shown opposite.

The horizontal format is preferred and should be used wherever possible.

Under no circumstances is the symbol or namestyle to be redrawn or retypeset. The namestyle has been modified and is unique to the City. Never reproduce the logo from printed, faxed or photocopied materials.

The City of Swan logo must never appear in any colour other than red, white or black. The preferred colour for all applications is red and black.

PREFERRED HORIZONTAL



PREFERRED VERTICAL



Respecting the logo

MINIMUM SIZE

To maintain legibility, the City of Swan text should never be reproduced narrower than 12mm wide.

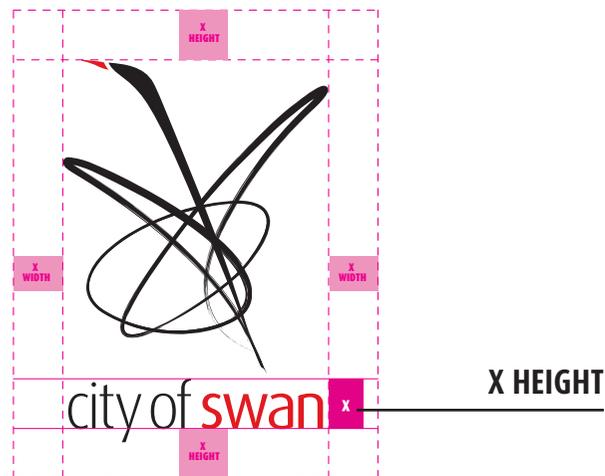
The logo should not be so small that it makes the brand appear insignificant, or so large that it looks overpowering.

CLEAR SPACE

To ensure that the logo is never 'crowded' with other logos, pictures or symbols, please make sure that you follow the exclusion zone guidelines shown on the right.

The purpose of clear space is to keep the City of Swan logo separate from any other elements - text, graphic or photograph. Try to maintain more clear space around the brandmark than outlined here.

The '**X height**' is determined by the height of the text of the word '**of**' and can be used to calculate the minimum clear space for the brandmark at any size.



Alternative versions

The City of Swan logo must never appear in any colour other than red, white or black.

The preferred colour for all applications is red and black.

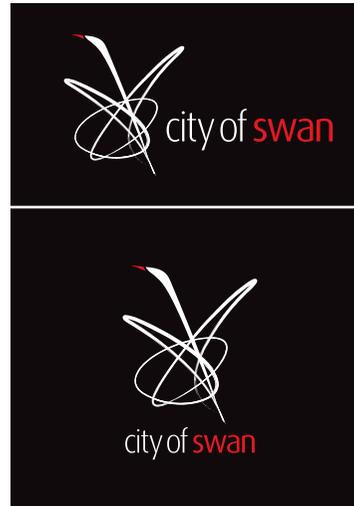
REVERSED

Use the red and white version of the logo when reversing it out of black in a CMYK environment.

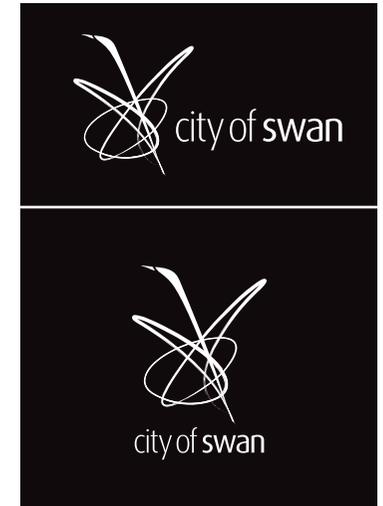
MONO

When in a one colour environment, use either the white logo when reversing it out, or the solid black version when applying it on white. This logo is never to be used in grayscale.

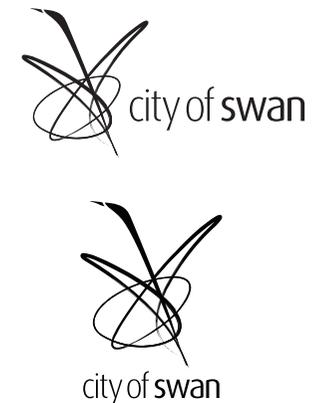
REVERSED



MONO WHITE



MONO BLACK



The 'Supported by' badge

If City of Swan is supporting an event or community group, the 'Supported by' badge should be used.

This is to ensure the public is aware that the City of Swan is providing support for - but not presenting or running - the event or community group.

If the badge is sitting with other organisations supporting an event, the size of the City logo should be in proportion.

FOR USE ON LIGHT BACKGROUNDS



FOR USE ON DARK BACKGROUNDS

