

GREATER GEELONG

A CLEVER
and CREATIVE
FUTURE

Brand guidelines

July 2019

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CLEVER AND CREATIVE OVERVIEW

Greater Geelong: A Clever and Creative Future is a guide for all levels of government, community organisations, businesses and individuals wanting to make a genuine contribution to our city-region.

In 2017, over 16,000 citizens contributed to the development of a 30-year vision for our city-region. Participants told us what they value about our region and shared ideas about how to address challenges now and in the future.

At the heart of our community's vision for Greater Geelong to be recognised regionally, nationally and internationally as a clever and creative city-region are a series of aspirations developed by the community that

are focused on our region's economy and employment, the environment, arts and culture, transport connections, tourism, efficient and equitable digital access, and good governance.

For a city region to be successful, it must be connected, prosperous, creative, sustainable and resilient, and designed for people. Our community's aspirations support these elements, while driving our vision to become a clever and creative city-region.

For further information on the community's 30-year vision for a clever and creative future, visit www.geelongaustralia.com.au/clevercreative

VISION PARTNER GROUP

The vision partner group consists of 13 key organisations within the Greater Geelong community who provide leadership in guiding the implementation of the vision.

These partners are listed below:

- City of Greater Geelong
- Avalon Airport
- Barwon Health
- Barwon Regional Partnership
- Committee for Geelong
- Deakin University
- Department of Environment, Land, Water and Planning
- G21 Geelong Region Alliance
- Geelong Chamber of Commerce
- Geelong Manufacturing Council
- Geelong Sustainability
- Give Where You Live
- The Gordon

CRITERIA

Vision Partners are assessed on criteria that an organisation or individual:

- Has a municipality-wide view
- Has extensive networks
- Provides a significant or essential service to the Geelong region
- Has a specialised skill or knowledge that is of value to the group
- Is not already represented and
- Can be represented at CEO level (or equivalent authority)

GREATER GEELONG

A CLEVER and CREATIVE FUTURE

THE CLEVER AND CREATIVE VISION LOGO

The Clever and Creative vision logo has been developed to provide a unique, handcrafted identity for communicating the vision. It represents the focus on people both in the creation of the vision, but also as the community that will drive it's success.

There are two classifications for the use of the logo - by partners and by supporters.

The Clever and Creative vision logo, along with its community-led aspirations, can be used to:

- Build community awareness and endorsement for the community-led 30-year vision.
- Provide a consistent visual link to the vision for partners, supporters and their projects.

It should be clear that Clever Creative isn't a stand-alone brand that owns projects or initiatives.

VARIATIONS

Two variations of the Clever and Creative logo are available to maintain flexibility when representing the brand in different communications.

Clever and Creative stacked

GREATER *A CLEVER* and
GEELONG *CREATIVE FUTURE*

Clever and Creative long

GREATER GEELONG *A CLEVER* and *CREATIVE FUTURE*

COLOUR

The Clever and Creative logo can be used in purple, black and white.



Pantone 258 C
C43, M71, Y0, K0
R162, G96, B163
#A260A3

GREATER GEELONG

A CLEVER
and *CREATIVE*
FUTURE

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FUTURE



Partner logo

LOGO USE BY VISION PARTNERS

Vision Partners are organisations, businesses or individuals who advocated for the vision, support its delivery and provide ongoing access to their networks.

Partners are permitted to use the Clever and Creative vision logo.

SUPPORTING STATEMENTS

When using the logo, we ask our partners to display one or both of the following statements of support:

"[Partner name] fully supports the aims and values of Greater Geelong: A Clever and Creative Future. For more information about the vision please visit www.geelongaustralia.com.au/clevercreative"

"This event supports the community-led 30-year vision for a clever and creative future. For more information about clever and creative please visit www.geelongaustralia.com.au/clevercreative"

ADDITIONAL INSTRUCTIONS

The Clever and Creative vision logo must not be used for commercial purposes. The sale of goods or services bearing the clever and creative logo for profit is considered commercial, and is not permitted.



LOGO USE BY SUPPORTERS

Clever and Creative vision supporters are organisations, businesses and individuals who wish to demonstrate their support of the vision.

SUPPORTING STATEMENTS

Where using the logo, we ask our supporters to display one or both of the following statements of support:

"[Supporter name] fully supports the aims and values of Greater Geelong: A Clever and Creative Future. For more information about the vision please visit www.geelongaustralia.com.au/clevercreative"

"This event supports the community-led 30-year vision for a clever and creative future. For more information about clever and creative please visit www.geelongaustralia.com.au/clevercreative"

ADDITIONAL INSTRUCTIONS

Commercial enterprises may use the supporter logo, but not to promote the sale of goods and services.

BRAND ARCHITECTURE

<p>GREATER GEELONG</p> <p>A CLEVER and CREATIVE FUTURE</p>	<p>GREATER GEELONG</p> <p>A CLEVER and CREATIVE FUTURE</p> <p>WE SUPPORT</p>
<p>VISION PARTNERS</p> <p>Vision Partners can use the logo in communications to demonstrate their commitment as leaders in delivering the community-led vision.</p>	<p>SUPPORTER</p> <p>A supporter logo with a 'WE SUPPORT' endorsement is available to organisations, businesses and individuals to demonstrate their support of the vision and its aspirations in activities, events and programs they deliver.</p>

USING THE LOGO

DOS AND DON'TS

The Clever and Creative vision logo should always be used in a way that maintains the integrity of the brand.

X



Don't remove words from the logo

X



Don't stretch the logo

X



Don't rearrange the logo elements

X



Don't use non-approved colours

X



Don't use over a busy image

LOGO PLACEMENT

The Clever and Creative vision logo should always be placed to reflect a partner or supporter’s endorsement of the vision, in print or digital communications.

PARTNERS

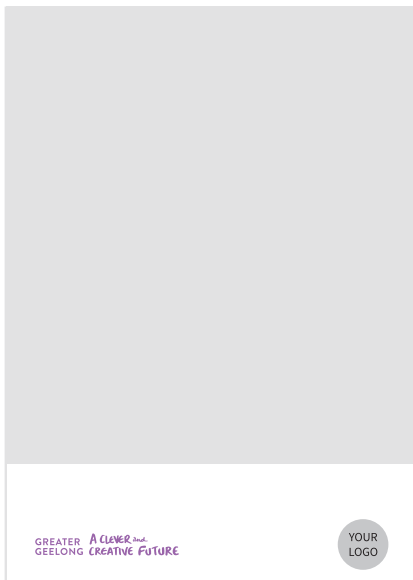
The Clever and Creative vision logo should work with a partner’s existing brand guidelines and can be applied in numerous ways, but should always reflect the strong relationship between the partner and the vision.

SPONSORSHIP

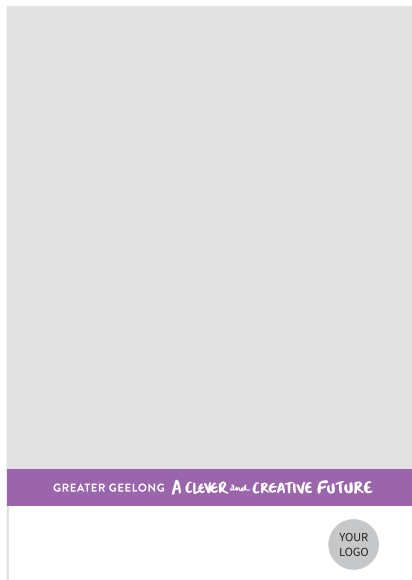
Projects, events or programs that endorse the vision and are delivered by multiple partners, should separate partner logos from the vision logo by keyline or placement to ensure the vision is identified as being independent of the project, event or program sponsors.

SUPPORTERS

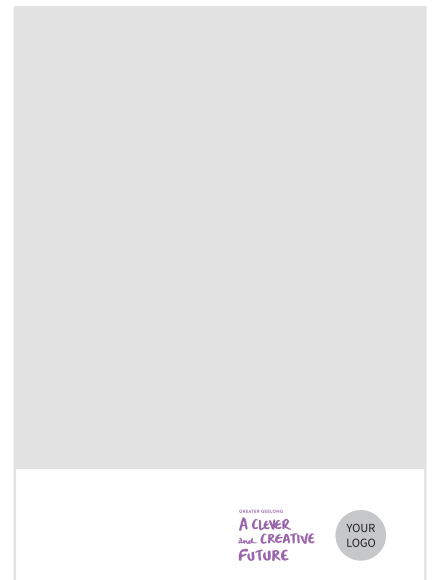
The Clever and Creative supporter logo should not appear in a logo strip, but be used as an endorsement or badge for printed and digital collateral to demonstrate support.



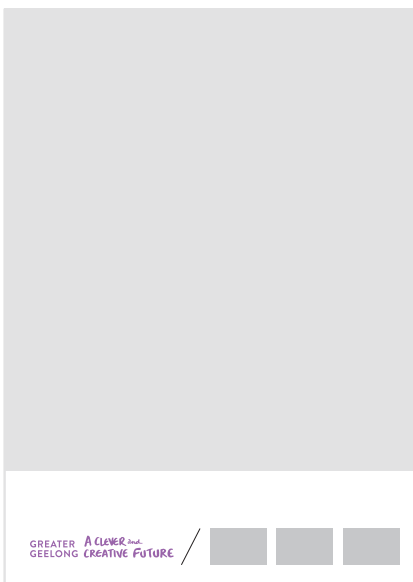
(a) Partner



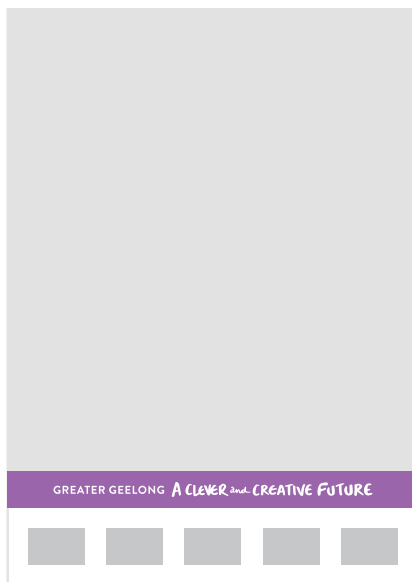
(b) Partner



(c) Partner



(d) Sponsor



(e) Sponsor



(f) Supporter

UNESCO CITY OF DESIGN PARTNERS

Vision partners who are also recognised partners of Geelong’s UNESCO City of Design designation, must comply with the terms outlined in the City of Design guidelines.

In printed documents, when a program, project or service needs to recognise its partnership with the Clever and Creative vision and the City of Design designation, the City of Design logo must appear in the bottom right of the page, and the Clever and Creative vision logo on the bottom left.

The Clever and Creative vision logo should appear in black.

GREATER GEELONG

**A CLEVER
and CREATIVE
FUTURE**



(a) Primary logo - document footer

GREATER **A CLEVER and
GEELONG CREATIVE FUTURE**



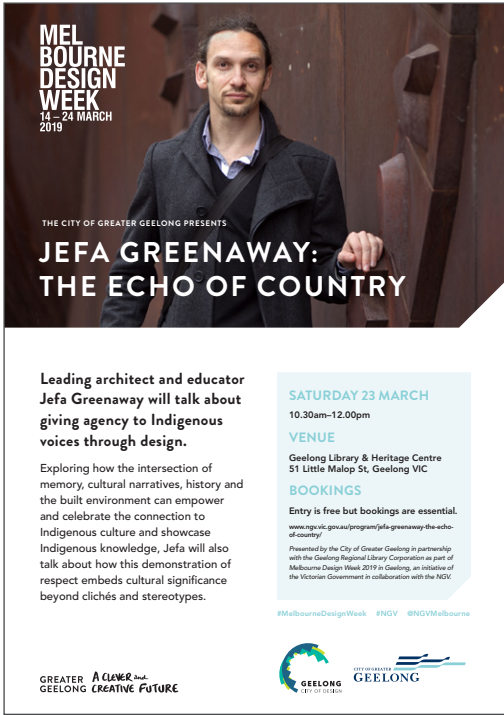
(b) Stacked logo - document footer



(c) Stacked logo - electronic newsletter

EXAMPLES OF USE

Poster



PowerPoint presentation



Social media post



Pull-up banner



Window decal



Merchandise



TERM OF LICENCE

Upon successful application, The City of Greater Geelong grants logo usage to partners for a period of three years.

After three years, partners are required to reapply to use the logo and confirm their ongoing alignment to the criteria listed in this guide.

REVOCAION OF LICENCE

The City of Greater Geelong can withdraw permission to use the logo at any time should it deem that:

- An organisation or individual has been using the logo in an unauthorised manner; or
- An organisation or individual no longer meets the eligibility criteria, and is clearly no longer aligned with the objectives of the community-led 30-year vision for a clever and creative future.

FURTHER INFORMATION

For further information about the application of these guidelines please contact the City of Greater Geelong at clevercreative@geelongcity.vic.gov.au.

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