

# Using the **City of Joondalup Logo**

The City of Joondalup logo is an important element of the City's brand.

By releasing our logo to an external organisation it is a requirement that the City will be shown proofs of how the logo is used before it is made public and that adequate time is allowed for changes if requested.

## The City of Joondalup Logo



This is the correct version of the City of Joondalup logo. The logo must not be scanned, traced or recreated in any way.

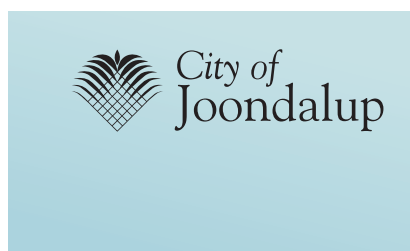
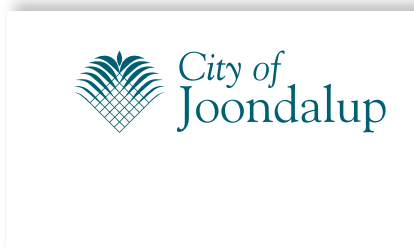
The City of Joondalup logo can appear in the following ways:

- Teal logo on a white background
- Mono logo (black or white) on a colour background
- Mono logo (black or white) on a picture background

Electronic artwork is available for all print, digital, embroidery and signage applications in a variety of files. Please contact Marketing if you require the logo in a particular format.

## A note on background colour

The background colour should contrast with the logo to ensure it is as visible as possible. Please ensure the background is taken into account when choosing which logo to use.



## Minimum size

The City's logo should appear in proportion to any other logos and can not be any less than 35mm in width on printed material, and 75mm in width when embroidered.

## Common mistakes

The following are some common mistakes people have made when using the City's logo.



When resizing the logo press the shift key to ensure it does not stretch or distort.

**DO NOT** alter the colours or size relationship between the crest and the wordmark.

**DO NOT** alter the space relationship between the crest and the wordmark.



**DO NOT** place full colour on dark or photographic backgrounds.

**DO NOT** substitute any of the typefaces.

**DO NOT** place too close to other items on the page or the edge of the page.



**DO NOT** use only part of the logo

**DO NOT** use outdated logos

## Approval

Please note: Logo approval through the City's Marketing Department is mandatory for any item displaying the City's logo.

We are happy to answer any questions you may have. Simply contact us for more information, to request the logo in a particular format or to send artwork for approval.

Contact: Marketing Coordinator, City of Joondalup

Telephone: 9400 4424

Email: [info@joondalup.wa.gov.au](mailto:info@joondalup.wa.gov.au) (Attn: Marketing Coordinator)