



PETERBOROUGH

Brand Guidelines

Version 1.2

About

These brand guidelines have been developed to ensure the correct and consistent use of the Peterborough brand. Included are details of the use of logos, colours, typography and other brand elements.

This document acts as a reference for all promotional and publishing materials, and should be followed as closely as possible. This is to ensure the Peterborough brand is of a high quality and is well-presented in all marketing material.

Vision

The vision for the Peterborough brand is to:

- 1.** Celebrate Peterborough's rich rail history and the town's role in the nation's story
- 2.** Entice audiences to visit Peterborough for a real South Australian experience
- 3.** Be known as a destination that boasts real history, real people and real adventure
- 4.** Generate opportunities for people to create their own exciting stories within the local natural and man-made landscape

Values

These brand values represent Peterborough's essence and underpin all communications:

1. History
2. Community
3. Genuine
4. Exploration
5. Optimism

Brand Story

Peterborough is the real Australia. You can find us north of Goyder's Line in the heart of South Australia's Mid North. We offer a superior experience where natural and man-made beauty exists and is admired. From the vast cropping and grazing plains to the awe-inspiring Steamtown, we are a destination for enthusiasts and explorers.

We don't just remember our heritage and heroes; we revere them. We are proud of our story and delight in telling it. Our railway history is unmatched and our heritage buildings stand as testament to our importance. We played an instrumental role in building Australia's prosperity. We are committed to ensuring our legacy is immortalised for generations to come.

We don't pretend to be something we are not. We are a welcoming community and serve country hospitality 'extra-large' to everyone who visits. We are optimistic for our future knowing people will leave richer for the experience of having visited Peterborough.

Primary Logo

The Peterborough logo uses a bold, constructed style that references an old industrial railway lettering, and adds line detail. This detail provides the basis for linework extending from the logo to reference the tagline (see next page). The colours are based on the classic heritage tones of green and yellow, with a nod to the current colours of the District Council of Peterborough crest.



PETERBOROUGH

Tagline

The Peterborough logo can be used with the tagline 'Make tracks to...'. This tagline references rail transport, but also provides an anchor for communication of other opportunities that Peterborough presents such as:

Make tracks to **Steamtown**

Make tracks to **Peterborough's
Motorcycle Museum**

Make tracks **back** in time

Make tracks to **SA's best** stargazing

Make tracks to **true** Australia

Make tracks to **unbound** adventure

Make tracks to **excitement**

Make tracks to **outback** wonder

Make tracks to **the unexpected**

Make tracks to **your new** life

When the 'Make tracks to...' language is used in a sentence it is to be used in all lower case, eg.

"To see the real Australia, make tracks to Peterborough."

Make tracks to
PETERBOROUGH

Secondary Logos

The Peterborough brand includes various secondary logos that can be used in a range of contexts.

Each of these logos also have versions that incorporate the tagline.

PETERBOROUGH

PETERBOROUGH

PETERBOROUGH

Secondary Logos: Badge

The badge is a version of the logo that can be used where the use of the primary logo and tagline design is not suitable.



Correct Use

The Peterborough logo should not be placed over photographic, patterned or solid colour backgrounds unless care has been taken to ensure sufficient contrast for the logo to be legible, and for a harmonious colour combination.



Correct usage:
Complete logo in full colour on a white background



Correct usage:
White logomark on photographic background



Correct usage:
Dark background with sufficient contrast



Incorrect usage:
Distorted logo



Incorrect usage:
Logomark on photographic background without contrast



Incorrect usage:
Background and logo infill using the same colour

Logo Clear Space and Minimum Size

Clear space around the logo is required to be the width of the 'P' in the logo.

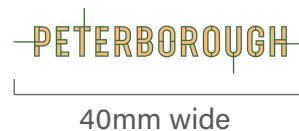
To ensure legibility of the Peterborough logo, the logo should not be reproduced smaller than 40mm wide.

In digital applications, the logo should not appear smaller than 250 pixels wide.

Logo Clear Space



Logo Minimum Size

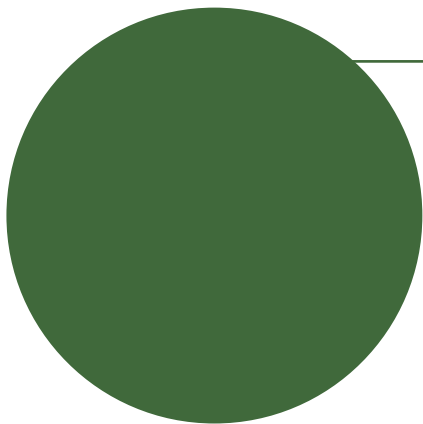


Logo Minimum Pixel Size



Colour Palette

Gum Leaf

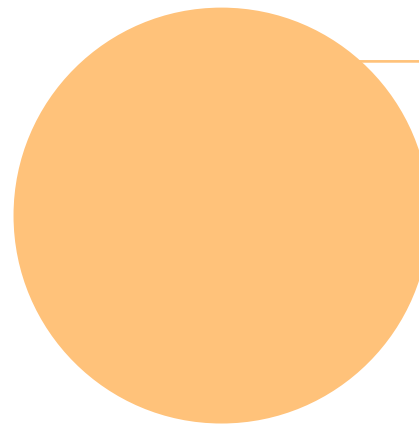


Pantone 7743C

CMYK 70 31 78 27

RGB 80 104 64

Sand

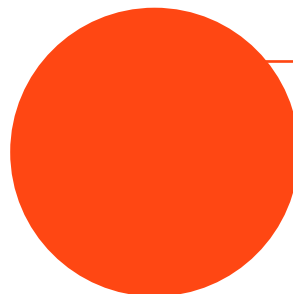


Pantone 149C

CMYK 0 25 50 0

RGB 233 187 123

Sunset



Pantone 172C

CMYK 0 71 90 0

RGB 208 84 46

Typography

Correct and consistent use of typography is important to retain a strict visual language across all Peterborough brand materials.

The Peterborough brand uses the font 'Recoleta' in various weights for headings, body headings and feature text.

Body copy uses Acumin Pro in Regular weight.

The condensed font Bebas Neue is used occasionally for supporting graphical elements.

When these fonts are not available for use, for example in email templates, e-news templates and other digital applications, please use:

- Arial in place of Acumin Pro
- Cooper in place of Recoleta
- Impact in place of Bebas Neue

Recoleta Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890.!**

Recoleta Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!**

Recoleta Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!**

Acumin Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!

BEBAS NEUE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
1234567890.!**

Typography

Recoleta is used for headings, feature text and body copy, and Acumin Pro is used for body copy and body headings.

This is a main headline

This is introduction copy to lead-in and begin to tell the story. Dignit ipid quo eod ore, qui asus foosperro intur apicim vendi od issa te sequ euweodit.

This is body copy. ullique sitatatio inciis alit hilit, optatio nsendia ium dolorum quibus explico maximpo santhem eossen is voluptas everupt atusdant aut ut esersperio et eum intem aspel maximusam non porero officim fugiandior re nonsequatio quatiati quatem rene vent aris sitinus min pe dolorum fugit, num re occum corro denim a nonsequo voluptatur? Qui consequ asperer spelitium ne parundi stemolori rerem sum sim aut et eum sam haribus cus ilitatur? Qui test officia ant, simolup ta.

This is a body heading.

Sperspe culluptas denihic tores eum nullaut omnimilitiae voloria que qui berum quam, tem fugit aut expe quaectia dolorem qui il ius ium ulla volore sit ut pa plit quia is dent etur, tem delectiis accabor andandis ad exerio. Ut fugiat qui volende stendenecum qui volut ut ulpa voluptaectem nulpun tempore, sequi nis sit deniet eosto voluptio inum il ium et aut la nonse perem erro ipid et rem et harumqu atibus.

Co-branding

We all know we're stronger and can do more when we work together. We invite the Peterborough community to adopt the Peterborough identity and leverage the recognition associated with a strong brand.

When co-branding, it is important to provide the Peterborough brand with sufficient clear space around the logo.

When the Peterborough logo is used alongside another logo (as in the example on the right), it should always appear on the right.

Why co-brand?

- Increase recognition
- Increase reach
- Leverage brand awareness
- Enter new markets
- Increase brand equity
- Create a strong emotional connection with consumers/clients
- Show support for local environment
- Support corporate social responsibility
- Brand revitalisation



Co-branding with the District Council of Peterborough

The four corners of the shield within the District Council logo is to be the same height as the distance between the baseline of the 'make tracks to' and the baseline of the 'Peterborough' wordmark. A space equal to double the width of the 'P' in Peterborough is to be left between the Peterborough logo and any other logo.

Co-branding

Option 1

Co-branding can be included by displaying a logo in the footer of a Peterborough branded promotional material.

Option 2

Co-branding can be included by displaying the Peterborough logo in the footer of other promotional materials. Remember the minimum size rules and providing appropriate clear space around the logo.

Option 1 - Peterborough branded



PETERBOROUGH

Lorem ipsum dolor **sit amet.**

Ceatist, quamusciam dolupti dolorest, audaerci occabo. Itatet et in eari nonsed qui aut fugit vellates di demporero volenim eicidis experere ditatur re nullendi re videm quias ma quam, vellesciam facesto tatem. Is voluptent accus veliquiatur? Qui blabore perundit qui ullabo. Onectotaquis aut aliquaspis iscimi, nam sequo mo venis dunte suscipsum ut eosam, ut quo dolorum a doluptiat.

Is voluptent accus veliquiatur? Qui blabore perundit qui ullabo. Onectotaquis aut aliquaspis iscimi, nam sequo mo venis dunte suscipsum ut eosam, ut quo dolorum a doluptiat.



Option 2 - Your business branding



Example Company

Lorem ipsum dolor sit amet.

Ceatist, quamusciam dolupti dolorest, audaerci occabo. Itatet et in eari nonsed qui aut fugit vellates di demporero volenim eicidis experere ditatur re nullendi re videm quias ma quam, vellesciam facesto tatem. Is voluptent accus veliquiatur? Qui blabore perundit qui ullabo. Onectotaquis aut aliquaspis iscimi, nam sequo mo venis dunte suscipsum ut eosam, ut quo dolorum a doluptiat.

Is voluptent accus veliquiatur? Qui blabore perundit qui ullabo. Onectotaquis aut aliquaspis iscimi, nam sequo mo venis dunte suscipsum ut eosam, ut quo dolorum a doluptiat.

Make tracks to
PETERBOROUGH

Co-branding

Option 3

When branding equally with another organisation or town, if logos appear together, the Peterborough logo is to be displayed first.

Option 3 - Equally branded



Lorem ipsum dolor sit amet.

Ceatist, quamusciam dolupti dolorest, audaerci occabo. Itatet et in eari nonsed qui aut fugit vellates di demporero volenim eicidis experore ditatur re nullendi re videm quias ma quam, vellesciam facesto tatem. Is voluptent accus veliquiatur? Qui blabore perundit qui ullabo. Onectotaquis aut aliquaspis isci mi, nam sequo mo venis dunte suscip sam ut eosam, ut quo dolorum a doluptiat.

Make tracks to
PETERBOROUGH


Example
Company

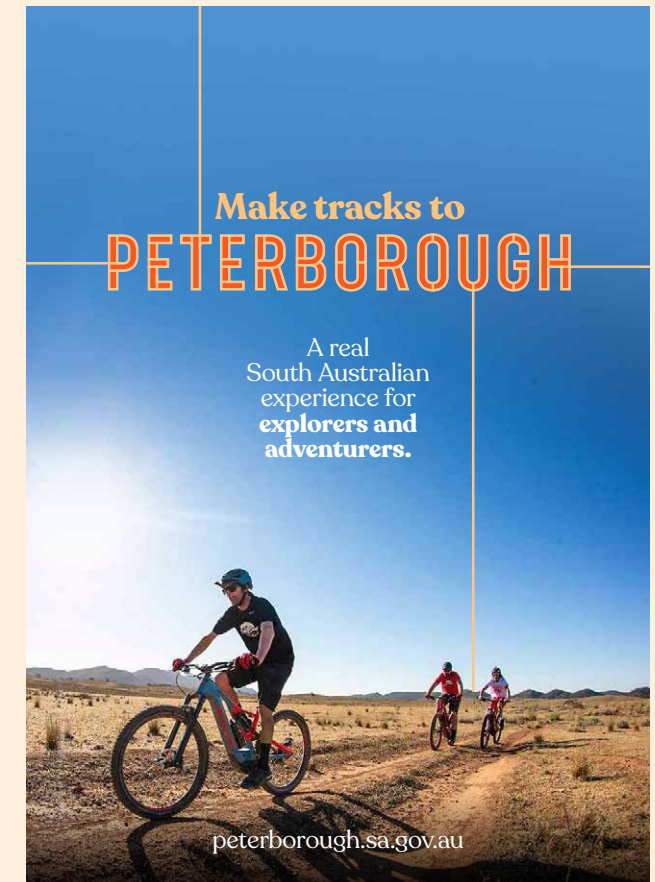
Graphic Style

The posters on the right exhibit how the Peterborough brand would be used in a commercial context. When applying the brand, a focus on high-quality imagery, consistent colour palette and allowing for open space in the design is key. The lines that connect with the Peterborough logo should also be used in moderation. In example 1 opposite, the logo has been used as part of a footer with the left line extending to the left edge of the page. In example 2, the lines extend off the page and to the horizon line, to subtly integrate the brand into the scene.

Example 1



Example 2

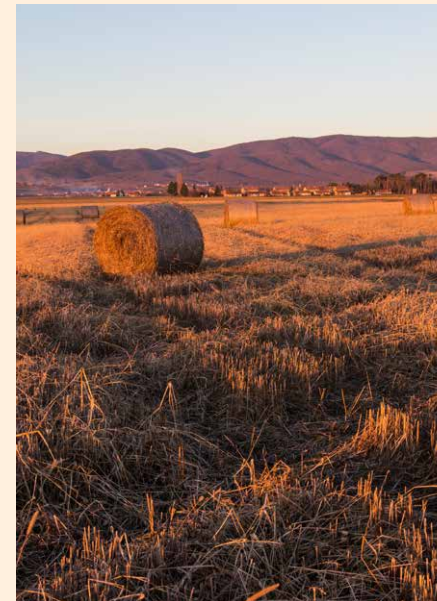


Photography

Vistas

When showcasing vistas of the landscape, focus on big skies, elements that will provide a sense of place (eg. trains or windmills) and good lighting.

Please note: the imagery on the right is for reference only to guide the photographic style of the brand and should not be used in a commercial context. Similar images will need to be purchased or a photoshoot will be required.



Photography

Lifestyle

When selecting lifestyle photographs, choose subjects that are genuine, active and warm. When selecting action shots, look to capture the atmosphere and energy of the activity being photographed.

Please note: the imagery on the right is for reference only to guide the photographic style of the brand and should not be used in a commercial context. Similar images will need to be purchased or a photoshoot will be required.



Photography

Community

Look to capture different age groups enjoying moments. Once again, warm lighting is important and capturing the unique landscape or architecture of Peterborough will add depth.

Please note: the imagery on the right is for reference only to guide the photographic style of the brand and should not be used in a commercial context. Similar images will need to be purchased or a photoshoot will be required.





For queries please
contact Algo Más
p: 08 8232 2526
e: studio@algomas.com.au