



Edward
River
COUNCIL



Brand Guidelines

2016 Version 1.0

Contents

This document provides guidelines for Edward River Council logo usage and contains examples of Edward River Council branded communications.

Always refer back to these guidelines to ensure consistency across all forms of communication.



**Edward
River
COUNCIL**

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1.0 The logo

1.1 Introduction

About the logo

The Edward River Council logo takes its inspiration from the rich agricultural and farming heritage of its geographical location as well as representing water, growth and the colours of the natural environment. The merging of the leaves and droplets represents the Edward River Council community.

The following guidelines provide examples and recommendations of logo configurations, usage and application which must be adhered to at all times.



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1.2 Logo configurations

Primary logo

Where possible use the primary logo configuration on all forms of communication. The primary logo is available in CMYK, spot colour, black, white and in a range of file formats.

Horizontal logo

In certain applications, it may be necessary to use the horizontal logo due to space constraints. The horizontal logo is available in CMYK, spot colour, black, white and in a range of file formats.

Stacked logo

In certain applications, it may be necessary to use the stacked logo due to space constraints. The stacked logo is available in CMYK, spot colour, black, white and in a range of file formats.

Note regarding symbol

The symbol must not be used in isolation to represent the Edward River Council logo. The symbol must always appear with the Edward River Council text, in either the primary, horizontal or stacked format.

Primary



Edward
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Horizontal



Edward River
COUNCIL

Stacked



Edward
River
COUNCIL



Edward
River
COUNCIL



Edward River
COUNCIL



Edward
River
COUNCIL



Edward
River
COUNCIL



Edward River
COUNCIL

1.3 Logo colours

The Edward River Council logo is made up of the combination of six colours.

Primary

The primary four logo colours are yellow, blue, light green and grey.

Secondary

The secondary logo colours are the colours which are formed when the droplet and leaves overlay. These colours are the dark and mid green.

Preferred logo reproduction

It is preferred that the Edward River Council logo is reproduced full colour.

Economical print production

For economical printing, use the CMYK logo. This logo is designed to be reproduced in four colour printing and will give you the most economy when printing the full colour logo.

Mono logos

Black or white logos may also be used when full colour reproduction is not available.



1.4 Clearance space and minimum size

Clearance space

The logo must always be surrounded with a minimum amount of clear space, separating it from other text or graphic elements. This clear area preserves the legibility and visual impact of the logo.

The magenta keyline in the example shown here represents the minimum amount of clear space. The clearance space is defined by the height of the capital 'O'. This space is shown with an 'X' and applies to the primary, secondary and stacked logos. Additional space is preferred where possible.

Minimum size

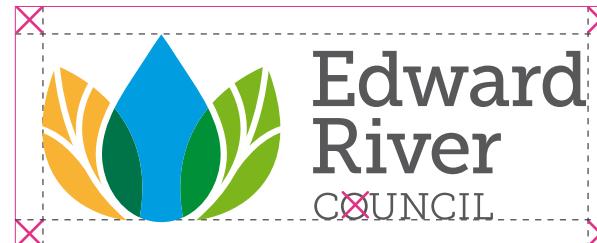
To ensure that legibility of all of the logo text is maintained, it is important that the following widths are adhered to (as shown):

Primary logo: must never be used below the minimum width of 20mm.

Horizontal logo: must never be used below the minimum width of 25mm.

Stacked logo: must never be used below the minimum width of 10mm.

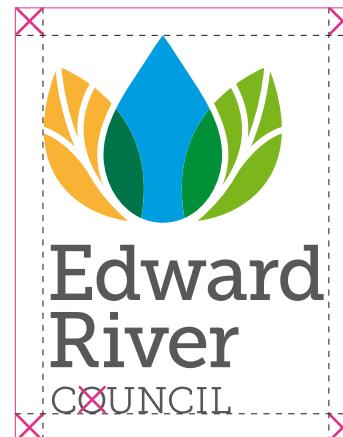
Primary logo clearance space defined by an 'X'



Horizontal logo clearance space defined by an 'X'



Stacked logo clearance space defined by an 'X'



Primary logo minimum size



20mm wide

Horizontal logo minimum size



25mm wide

Stacked logo minimum size



10mm wide

1.5 Incorrect usage

Care must be taken to avoid incorrect use of the Edward River Council logo, examples of which appear opposite.

Displaying the logo incorrectly weakens the integrity, impact and continuity of the Edward River Council brand.

To ensure the correct reproduction it is important to follow the recommendations set out in these guidelines.

The following are examples of incorrect logo usage. These rules apply to all logo formats.

Note regarding symbol

The symbol must not be used in isolation to represent the Edward River Council logo. The symbol must always appear with the Edward River Council text, in either the primary, horizontal or stacked format.



Edward
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Do not reproduce the symbol in keyline.



Edward
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COUNCIL

Do not compress, stretch or alter proportions of the logo.



Edward
River
COUNCIL

Do not add any visual effect or drop shadow to the logo. Always ensure the correct clearance space is maintained.



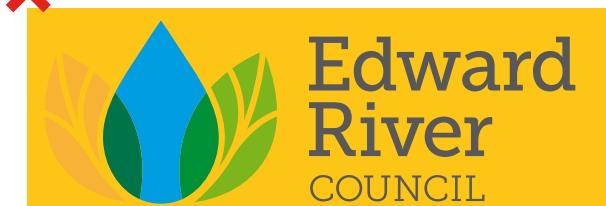
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Do not alter, change or remove elements or relationships between text and logo elements. Do not rekey the text.



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Do not fill the inner space of the droplet in the logo with any other colour than the official logo colours.



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Do not place the logo on any background that will affect the legibility of the text or symbol.

2.0 Identity elements

2.1

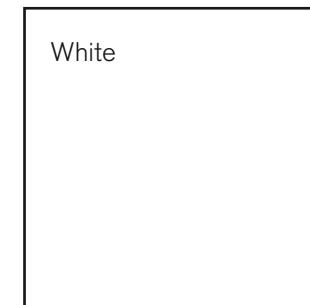
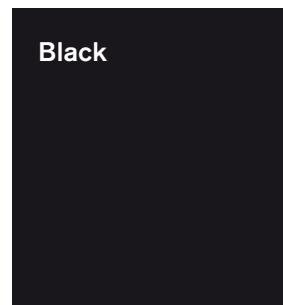
Brand colours

Primary colour palette

A palette of four primary colours has been chosen and is derived from the Edward River Council logo. This colour palette can be used on Edward River Council collateral as headings or as feature or highlight colours. Percentages of these colours may also be used to add interest. The colours must be shown at either 100% or in the range between 10% to 50%. Black and white can also be used.

The secondary greens within the logo should only be used within the logo, and should not be used as highlight or feature colours.

Yellow PMS 1365 C CMYK C:0 M:35 Y:85 K:0 RGB R:251 G:176 B:64 #fbba04	Blue PMS Process Cyan C CMYK C:100 M:0 Y:0 K:0 RGB R:0 G:174 B:239 #00aeef	Light green PMS 360 C CMYK C:59 M:0 Y:100 K:0 RGB R:117 G:192 B:68 #75c044	Grey PMS Cool Grey 11 C CMYK K:80 RGB R:88 G:89 B:91 #58595b



2.2

Typography

Primary typeface

Museo Slab is to be used as the primary or hero font for all Edward River Council communication. It is ideally suited for large headlines, pull out quotes, headings and small volumes of text (for example the business cards).

Support typeface

For larger areas of text such as the body copy within brochures and press ads, the support typeface Helvetica should be used in combination with Museo Slab.

Alternative support typography

If Helvetica is not available it is advisable to use Arial as an alternative font.

Font licenses

Due to licensing requirements all fonts will need to be purchased and licensed to Edward River Council.

Primary typeface: Museo Slab

Museo Slab

AaBbCcDdEdFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Museo Slab 300, Museo Slab 300 *Italic*

Museo Slab 500, Museo Slab 300 *Italic*

Museo Slab 700, Museo Slab 700 *Italic*

Support typeface: Helvetica (when not available use Arial)

Helvetica

AaBbCcDdEdFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Helvetica Light, Helvetica Light *Oblique*

Helvetica Regular, Helvetica *Oblique*

Helvetica Bold, Helvetica Bold *Oblique*

2.3

Graphic elements

Graphic elements

A graphic look and feel has been created for Edward River Council to complement the logo. All graphic elements should be used to complement the logo and not overpower. Try to limit the graphic techniques, so that only one is being used at a time. For multiple page documents, it is permissible to use more than one technique.

The following pages show examples of the usage of these graphic elements on of various applications. Please follow this intent when creating new items of collateral.



A. Leaf shape with mono leaf overlay

The outline of the leaf (without the veins) can be used as a graphic shape to mask imagery. To add interest an overlay of the white one colour leaf can be used.



B. Symbol pattern

The symbol can be repeated at the same scale to form a pattern. It must not overlap.

This look and feel can also be used in single colour, to achieve a watermark effect.



C. Yellow and green leaves

Individual one colour leaves have been created as additional graphic elements. These must only appear in green or yellow and should not overlap.

Mono leaves

The leaves can also be used in white and also as an overlay effect (see example A).

Please note: The droplet is not designed to be seen in isolation.



D. Leaf image mask

The leaf can be used as an image mask as an interesting graphic device, for use on covers. Ensure that the image chosen within the mask is legible.

2.4

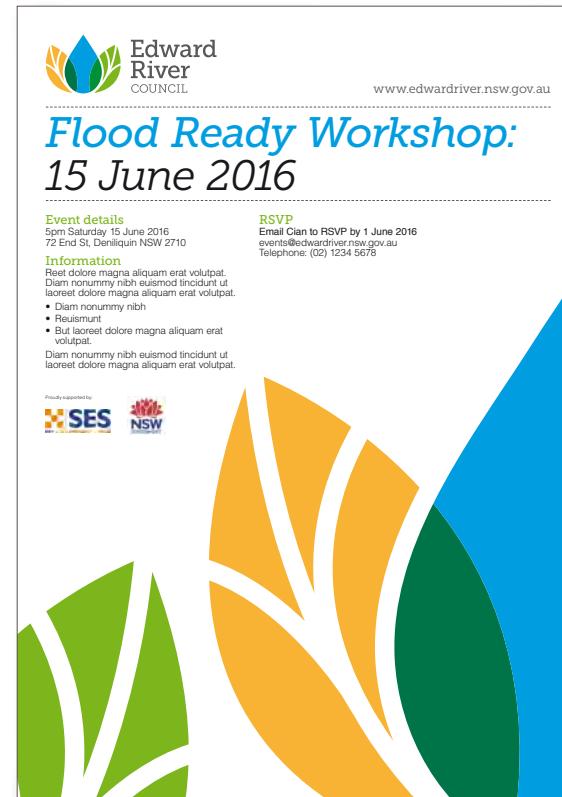
Brand application

Recommendations for successful brand application

When creating a new item of collateral the following recommendations should be adhered to. Examples of correct applications are shown opposite and in detail in the following pages.

1. Choose a logo format. Select the primary colour logo where possible.
2. Place logo in position to suit communications, ensuring minimum size and clearance space are adhered to.
3. Select the graphic element to use on collateral. For single page/view communication keep to one graphic element per item.
4. Use colours to your advantage, to highlight information, to pull out text or to create contrast. Keep large amounts of body text in black.
5. Limit text sizes within collateral and keep consistency across how headings and subheadings are used. The eye finds it hard to scan and process inconsistent text sizes.
6. Try to keep an uncluttered layout so that text, logos and images are given space.
7. Ensure that all copy is edited to create a succinct message.
8. When choosing imagery ensure it is professional quality and at an appropriate resolution for the output method. For example, for print production: 300dpi at 100% and for screen: 70dpi @100%.

Poster using repeated symbol pattern.



Document cover using leaf shape with mono leaf overlay.



Brochure using leaf image mask.



Footer lock up using repeated symbol pattern as a subtle watermark and yellow and green leaves.



3.0 Communications

3.1 Business card

The following is an example of the business card for Edward River Council

Front

The front design uses the typeface Museo Slab and the primary logo. The name is highlighted in blue with the bolder font – Museo Slab 700.

Back

The back design is simple and clean and uses symbol repeat pattern.

Production specifications

High production values must be used to ensure that the business cards are printed with a premium finish. Always use a premium uncoated paper stock.

Size: 90 x 55mm

Colours: CMYK two sides

Recommended paper stock: Uncoated white (Spicers Pacesetter Laser Board 340gsm)

Front



Back



Front



Back



3.2 Letterhead template

The following is an example of the Edward River Council letterhead and follower.

First page

The primary logo sits prominently in the top left corner. The address block is set in the typeface Museo Slab. A watermark of the symbol also appears large on the first page only. A non-watermarked version is also available.

Note regarding digital signature use on watermark letterhead

When inserting digital signatures into the watermarked letterhead ensure that the inserted files are saved in PNG format with a transparent background. This will avoid white blocks around the signature.

Follower

The follower uses a header of Edward River Council in blue.

Production specifications

Format: This file is supplied as a Microsoft Word template

Size: A4

First page – version without watermark also available



Follower



3.3

A4 Marketing document cover template

The following is an example of the Edward River Council marketing document cover.

This cover uses the leaf shape with mono leaf overlay. The image can be updatable within leaf shape.

Two variations are shown. The first has no title, whilst the second shows an alternative image and how a title can work.

Note regarding image use

Ensure appropriate, high quality photography is used and make sure that it is positioned so that key focus areas are not cropped or obscured by the image mask.

Production specifications

Format: This file is supplied as a Microsoft Word template

Size: A4

No title (@35%)



With title – variation image



3.4

A3 Image poster template

The following is an example of the Edward River Council image poster. This poster uses the leaf shape with mono leaf overlay. The image can be updatable within leaf shape.

Three variations are shown. The first poster uses a shorter title, the second shows a longer title and the third shows two inset images – note the rounded corners on the top left and bottom right corners.

Note regarding image use

Ensure appropriate, high quality photography is used and make sure that it is positioned so that key focus areas are not cropped or obscured by the image mask.

Note regarding rounded corners

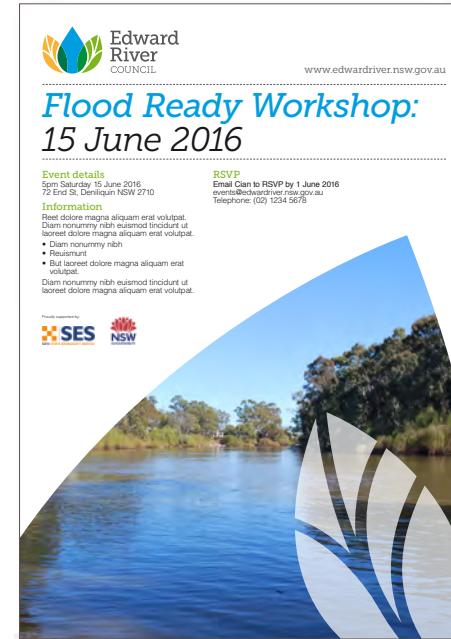
To create interesting image boxes use alternating rounded corners to complement the layout. Match the graphic intent shown in these examples.

Production specifications

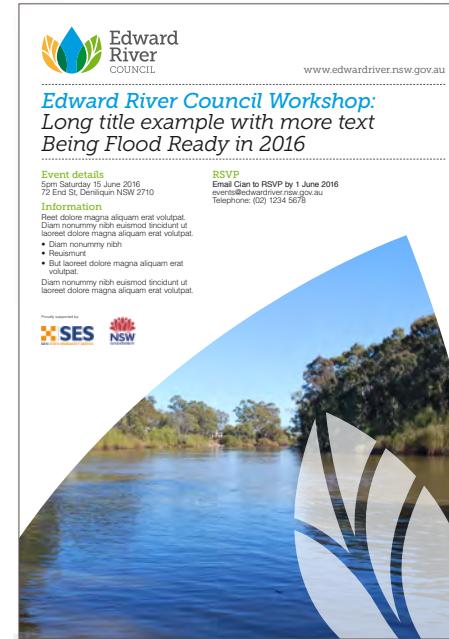
Format: This file is supplied as a Microsoft Word template

Size: A3

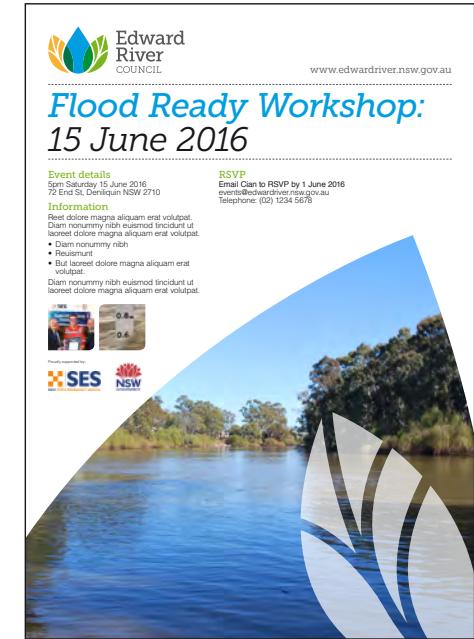
Larger heading (@20%)



Smaller heading



Inset images



3.5

A3 Brand poster template

The following is an example of the Edward River Council brand poster. This poster uses the symbol pattern to make a bold memorable poster without the use of custom imagery.

Three variations are shown. The first poster uses a shorter title, the second shows a longer title and the third shows two inset images – note the rounded corners on the top left and bottom right corners.

Note regarding rounded corners

To create interesting image boxes use alternating rounded corners to complement the layout. Match the graphic intent shown in these examples.

Production specifications

Format: This file is supplied as a Microsoft Word template

Size: A3

Larger heading (@20%)



Smaller heading



Inset images



3.6

DL Brochure template

The following is an example of the Edward River Council DL Brochure. This brochure uses the leaf image mask and yellow and green leaves.

All images and text are updatable.

Note regarding image use

Ensure appropriate, high quality photography is used and make sure that it is positioned so that key focus areas are not cropped or obscured by the image mask.

Note regarding rounded corners

To create interesting image boxes use alternating rounded corners to complement the layout. Match the graphic intent shown in these examples.

*DL Brochure Cover 2
(@35%)*



DL Brochure Inside (unfolded)



Production specifications

Format: This file is supplied as a Microsoft Word template

Size: 6 Panel DL Brochure.

DL Brochure Outside (unfolded)



3.7 Advertising templates

The following is an example of Edward River Council advertising templates.

The graphic intent of the following two templates should be adhered to when creating new advertisements.

Two variations are shown. The full page ad uses the graphic symbol pattern, inset images and highlight text in the brand colour palette. A rule device is used to separate the headline from the rest of the article.

The small format advertisement shows an example of a limited space advertisement, where an image is not used. In this advertisement, a rule device is used to separate the headline from the rest of the article.

Note regarding image use

Ensure appropriate, high quality photography is used and make sure that it is positioned so that key focus areas are not cropped or obscured by the image mask.

Note regarding rounded corners

To create interesting image boxes use alternating rounded corners to complement the layout. Match the graphic intent shown in these examples.

Production specifications

Format: This file is supplied as an Adobe Indesign format.

Size: mixed

Full page (@35%)

Small format (@60%)

3.8 Footer lock-ups

The following are examples of footer lock-ups that can be used as a branded sign-off on multiple applications.

Three variations are shown and can be chosen according to the audience and requirements of the communication.

All three footers use variations on the symbol pattern:

Corporate: uses the symbol pattern as a watermark

Muted: uses the symbol pattern as a reversed watermark, with the addition of the yellow and green leaves.

Colourful: uses a large scale version of the symbol pattern with a low percentage of the green in the background.

Production specifications

Format: This file is supplied as a PNG

Size: 20cm wide

Corporate (@100)



1 Civic Place (PO Box 270) Deniliquin NSW 2710
T 03 5898 3000 F 03 5898 3029
council@edwardriver.nsw.gov.au
www.edwardriver.nsw.gov.au

Muted



1 Civic Place (PO Box 270)
Deniliquin NSW 2710
T 03 5898 3000 F 03 5898 3029
council@edwardriver.nsw.gov.au
www.edwardriver.nsw.gov.au

Colourful



1 Civic Place (PO Box 270) Deniliquin NSW 2710
T 03 5898 3000 F 03 5898 3029
council@edwardriver.nsw.gov.au
www.edwardriver.nsw.gov.au

3.9 eNews banner

The following is an example of the Edward River Council email newsletter banner. The symbol pattern is used as the secondary graphic device. This banner is inserted at the top of the email newsletter.

Production specifications

Final size: 600px x 120px

File set up: PNG

eNewsletter Banner (@100%)



3.10 Pull up banner

The following is an example of the Edward River Council pull up banner. The symbol pattern is used as the secondary graphic device appearing as a watermark.

Due to space restrictions the stacked logo format has been used.

Production specifications

Final size: 850mm wide x 2000mm high

File set up: Adobe Indesign

Pull up banner (@7%)



3.11

Brand subsidiaries

The Deniliquin Visitor Information Centre & Peppin Heritage Centre and Central Murray Regional Library are subsidiaries of the Edward River Council. Please follow the recommendations on the following pages when using these logos.

Follow the same principles for usage as the Edward River Council logo.

Parent brand



Subsidiaries



3.11.1 Brand subsidiaries

Deniliquin Visitor Information Centre & Peppin Heritage Centre

About the logo

The Deniliquin Visitor Information Centre & Peppin Heritage Centre is a subsidiary of the Edward River Council (ERC). It has a similar graphic style to the parent ERC logo, however, the symbol appears in two colours only.

Colours

The Deniliquin Visitor Information Centre & Peppin Heritage Centre is made up of three colours. Yellow, light yellow and grey. The yellow is from the ERC logo and is used in the outer leaves. A light yellow is used in the droplet shape. This light yellow has been created exclusively for use in this subsidiary brand only. The text appears in grey.

Clearance space

The logo must always be surrounded with a minimum amount of clear space, separating it from other text or graphic elements. This clear area preserves the legibility and visual impact of the logo.

The magenta keyline in the example shown here represents the minimum amount of clear space. The clearance space is defined by the height of the capital 'H'. This space is shown with an 'X'. Additional space is preferred where possible.

Minimum size

To ensure that legibility of the logo text is maintained, it is important that the logo it is never used below the minimum width of 50mm.



**Deniliquin Visitor
Information Centre**
& PEPPIN HERITAGE CENTRE

Yellow
PMS 1365 C
CMYK
C:0 M:35 Y:85 K:0
RGB
R:251 G:176 B:64
#ffb040

Light Yellow
PMS 109 C
CMYK
C:0 M:16 Y:85 K:0
RGB
R:255 G:209 B:65
ffd141

Grey
PMS Cool Grey 11 C
CMYK
K:80
RGB
R:88 G:89 B:91
#58595b



The clearance space is defined by the height of the capital "H". This space is shown with an 'X'.

 Deniliquin Visitor
Information Centre
& PEPPIN HERITAGE CENTRE

50mm wide

3.11.2 Brand subsidiaries

Central Murray Regional Library

About the logo

The Central Murray Regional Library is a subsidiary of the Edward River Council (ERC). It has a similar graphic style to the parent ERC logo, however, the symbol appears in two colours only.

Colours

The Central Murray Regional Library is made up of three colours. Light green, grass green and grey. The light green is from the ERC logo and is used in the outer leaves. A grass green is used in the droplet shape. This grass green has been created exclusively for use in this subsidiary brand only. The text appears in grey.

Clearance space

The logo must always be surrounded with a minimum amount of clear space, separating it from other text or graphic elements. This clear area preserves the legibility and visual impact of the logo.

The magenta keyline in the example shown here represents the minimum amount of clear space. The clearance space is defined by the height of the capital 'O'. This space is shown with an 'X'. Additional space is preferred where possible.

Minimum size

To ensure that legibility of the logo text is maintained, it is important that the logo is never used below the minimum width of 33mm.



Light green
PMS 360 C
CMYK
C:59 M:0 Y:100 K:0
RGB
R:117 G:192 B:68
#75c044

Grass green
PMS 382 C
CMYK
C:30 M:0 Y:100 K:0
RGB
R:190 G:215 B:48
#bed730

Grey
PMS Cool Grey 11 C
CMYK
K:80
RGB
R:88 G:89 B:91
#58595b



The clearance space is defined by the height of the capital "O". This space is shown with an 'X'. Additional space is preferred where possible.



33mm wide



4.0 Brand assets

4.1 Logo files



Primary Logo

SPOT COLOUR
EPS
ERC_LOGO_SPOT_FA.eps
CMYK
EPS
ERC_LOGO_CMYK_FA.eps
JPEG
ERC_LOGO_CMYK_FA.jpg
PNG
ERC_LOGO_CMYK_FA.png

BLACK & WHITE
EPS
ERC_LOGO_BLACK_FA.eps
ERC_LOGO_WHITE_FA.eps
JPEG
ERC_LOGO_BLACK_FA.jpg
PNG
ERC_LOGO_BLACK_FA.png
ERC_LOGO_WHITE_FA.png

Horizontal Logo

SPOT COLOUR
EPS
ERC_HORIZONTAL_LOGO_SPOT_FA.eps
CMYK
EPS
ERC_HORIZONTAL_LOGO_CMYK_FA.eps
JPEG
ERC_HORIZONTAL_LOGO_CMYK_FA.jpg
PNG
ERC_HORIZONTAL_LOGO_CMYK_FA.png

BLACK & WHITE
EPS
ERC_HORIZONTAL_LOGO_BLACK_FA.eps
ERC_HORIZONTAL_LOGO_WHITE_FA.eps
JPEG
ERC_HORIZONTAL_LOGO_BLACK_FA.jpg
PNG
ERC_HORIZONTAL_LOGO_BLACK_FA.png
ERC_HORIZONTAL_LOGO_WHITE_FA.png

Stacked Logo

SPOT COLOUR
EPS
ERC_STACKED_LOGO_SPOT_FA.eps
CMYK
EPS
ERC_STACKED_LOGO_CMYK_FA.eps
JPEG
ERC_STACKED_LOGO_CMYK_FA.jpg
PNG
ERC_STACKED_LOGO_CMYK_FA.png

BLACK & WHITE
EPS
ERC_STACKED_LOGO_BLACK_FA.eps
ERC_STACKED_LOGO_WHITE_FA.eps
JPEG
ERC_STACKED_LOGO_BLACK_FA.jpg
PNG
ERC_STACKED_LOGO_BLACK_FA.png
ERC_STACKED_LOGO_WHITE_FA.png

4.2 Graphic element files



Symbol

SPOT COLOUR
EPS
ERC_SYMBOL_SPOT_FA.eps

CMYK
EPS
ERC_SYMBOL_CMYK_FA.eps

JPEG
ERC_SYMBOL_CMYK_FA.jpg

PNG
ERC_SYMBOL_CMYK_FA.png

BLACK & WHITE
EPS
ERC_SYMBOL_BLACK_FA.eps

ERC_SYMBOL_WHITE_FA.eps

JPEG
ERC_SYMBOL_BLACK_FA.jpg

PNG
ERC_SYMBOL_BLACK_FA.png

ERC_SYMBOL_WHITE_FA.png



Leaves

SPOT COLOUR
EPS
ERC_GREEN LEAF_SPOT_FA.eps
ERC_YELLOW LEAF_SPOT_FA.eps

CMYK
EPS
ERC_GREEN LEAF_CMYK_FA.eps
ERC_YELLOW LEAF_CMYK_FA.eps
ERC_WHITE LEAF_CMYK_FA.eps
ERC_BLACK LEAF_CMYK_FA.eps

JPG
ERC_BLACK LEAF_CMYK_FA.jpg
ERC_GREEN LEAF_CMYK_FA.jpg
ERC_YELLOW LEAF_CMYK_FA.jpg

PNG
ERC_BLACK LEAF_CMYK_FA.png
ERC_GREEN LEAF_CMYK_FA.png
ERC_WHITE LEAF_CMYK_FA.png
ERC_YELLOW LEAF_CMYK_FA.png



Watermark

BLACK & WHITE
EPS
ERC_SYMBOL_WATERMARK_FA.eps

JPEG
ERC_SYMBOL_WATERMARK_FA.jpg
PNG
ERC_SYMBOL_WATERMARK_FA.png

4.3 Communication files

Adobe Indesign templates

BUSINESS CARD

ERC_BUSINESS CARD_FA.indt

ADVERTISING TEMPLATESERC_260x347_PORTRAIT AD_FA.indt
ERC_SMALL FORMAT AD_FA.indt

Word templates

WATERMARKED LETTERHEAD

ERC Letter.dotx

NON-WATERMARKED LETTERHEAD

ERC LetterNoWatermark.dotx

A4 MARKETING DOCUMENT COVER TEMPLATE

ERC MarketingCover.dotx

A3 IMAGE POSTER TEMPLATE

ERC A3Poster - LeafBackground.dotx

A3 BRAND POSTER TEMPLATE

ERC A3Poster - PictureBackground.dotx

DL BROCHURE TEMPLATE

ERC DL Brochure.dotx

Other

FOOTER LOCK-UPS

ERC_FOOTER LOCKUP_COLOURFUL_FA.png

ERC_FOOTER LOCKUP_CORPORATE_FA.png

ERC_FOOTER LOCKUP_MUTED_FA.png

ENEWS BANNER

ERC_ENEWS-BANNER_FA.png

BRAND SUBSIDIARIES**CMYK****EPS**

CENTRAL MURRAY REG LIBRARY_CMYK_FA.eps

DENILIQUIN VIC_PEPPIN HERITAGE_CMYK_FA.eps

JPG

CENTRAL MURRAY REG LIBRARY_CMYK_FA.jpg

DENILIQUIN VIC_PEPPIN HERITAGE_CMYK_FA.jpg

PNG

CENTRAL MURRAY REG LIBRARY_CMYK_FA.png

DENILIQUIN VIC_PEPPIN HERITAGE_CMYK_FA.png

SPOT**EPS**

CENTRAL MURRAY REG LIBRARY_SPOT_FA.eps

DENILIQUIN VIC_PEPPIN HERITAGE_SPOT_FA.eps

Font licenses

Due to licensing requirements all fonts will need to be purchased and licensed to Edward River Council. See required fonts in the typography section.