GOVERNMENT OF WESTERN AUSTRALIA

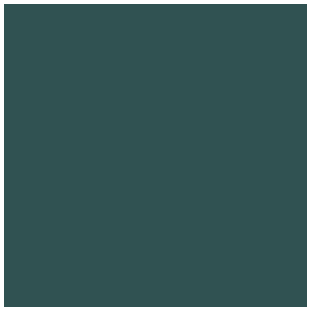
ServiceWA

ServiceWA
Mini Style Guide

November 2021

ServiceWA

Colours



Aqua Verde

Pantone N/A
RGB: 48, 82, 82
CMYK: 80, 52, 58, 36
HEX: #305252

Golden Canola

Pantone N/A
RGB: 245, 196, 92
CMYK: 7, 24, 73, 0
HEX: #f5c45c

Outback Red

Pantone N/A
RGB: 153, 71, 61,
CMYK: 30, 78, 74, 73
HEX: #99473d

Dark Grey

Pantone N/A
RGB: 46, 46, 51
CMYK: 73, 67, 58, 60
HEX: #2e2e33

ServiceWA

Typography

Gotham

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Light

Book

Bold

Heavy

Internal and external communications
(Press advertisements, Brochures, Flyers and online media).

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Regular

Bold

Internal Standard Documentation for employee use.

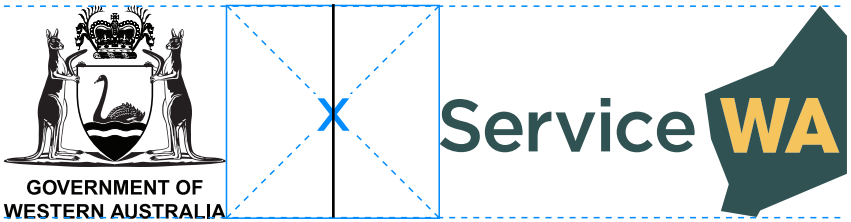
ServiceWA

Primary logo

Finding the ‘X’ height

‘X’ height equals final square height of state crest being used.

Positioning of the SWA logo



Distance between State Crest and SWA logo is 1 ‘X’ height with a dividing line between at half the ‘X’ height.

Guidelines

This page is a guide of how to apply the ServiceWA (SWA) logo in relationship with the State Government Badge.

State Government Badge Guidelines can also be found at the ‘**Applying the State Government Badge**’ page on the DPC Website and show the correct relationship with the common badging guidelines.

The application of the SWA logo should not appear larger than the State crest.

ServiceWA

Logo variations

Primary logo

Mono (black) and Reversed (white)

Secondary logo (colour reversed)

Only to be used when primary logo doesn't fit or feel right on chosen context.

App Icon