



Seven Cities Brand Guidelines



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Introduction

Western Australia's regional cities are critical to the State's economic growth.

To unlock long-term economic development, and deliver quality infrastructure and services, the WA Government has launched its Seven Cities vision for Bunbury, Kalgoorlie, Port Hedland, Karratha, Broome, Geraldton, and Albany.



Purpose

To enable consistency and transparency, these guidelines ensure Government projects, programs and initiatives within or relating to the Seven Cities supports public understanding of delivery outcomes.

This Guide provides clear and consistent direction on the use of branding for Seven Cities, including how it is co-branded with the Western Australian Government and other project brands.

It ensures all communications:

- » clearly identify the Western Australian Government as the responsible authority;
- » apply the project brand consistently and appropriately; and
- » meet whole-of-government branding, accessibility and communications requirements.

Brandmark

Where to use

The brandmark must be used on all projects associated with the Seven Cities initiative and when used, must meet **Common Badge Guidelines**.

Full Colour



Co-badge



Mono



Co-branding

This policy applies to projects funded and co-funded by State Government and managed by WA Government agencies, SES and non-SES organisations, Government Trading Enterprises and other Schedule 1 entities, excluding public universities and local governments.

Co-branding is permitted on project brands already established and relevant to the Seven Cities vision. Co-branding must adhere to logo hierarchy in line with Common Badging guidelines and the Circular's style guide.

Co-branding may be used where:

- » a project or initiative brand is already established and publicly recognised;
- » the project spans multiple years, locations or agencies;
- » the brand was approved through a previous Government decision; or
- » the brand supports public understanding of Government activity.

Co-branding must not:

- » create confusion about Government ownership or accountability; or
- » imply that a project operates independently of Government.

Branding may apply to:

- » reports, publications, brochures and flyers
- » signage, plaques and wayfinding
- » websites and digital products
- » social media and multimedia content
- » advertising, campaigns and eDMs
- » community engagement materials

Applications

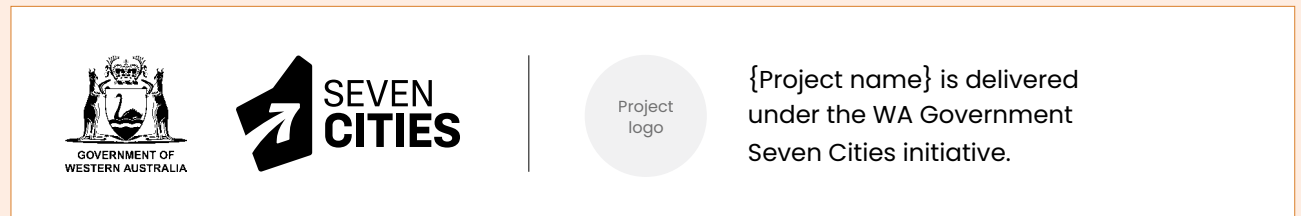
To ensure clarity on project deliveries, the following bylines must accompany the co-badged landmark using the layout options provided.

When the project is delivered through WA Government funding:

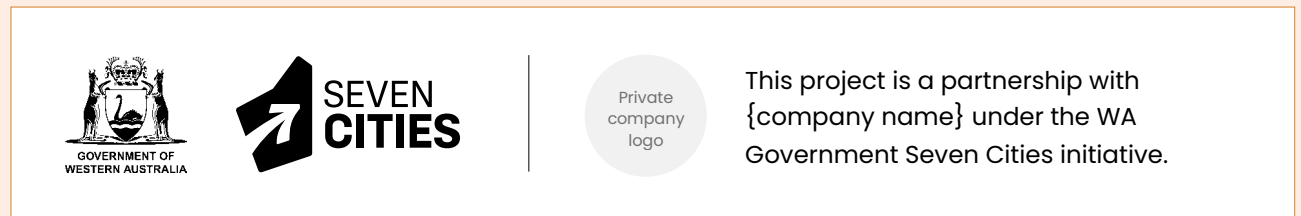
{Project name} is delivered under the WA Government Seven Cities initiative.

When the project is delivered through private funding:

This project is a partnership with {company name} under the WA Government Seven Cities initiative.



Co-badged with WA Government project logo



Co-badged with private company logo

Application examples

Example of co-badging for a WA Government initiatives.



Government of Western Australia
WA Country Health Service



SEVEN
CITIES



Physiotherapist

Salary: HSO Level P1 \$88,411 - \$119,660 p.a. pro rata (plus 12% superannuation)
Location: Various State-wide Locations
Unit/Division: WACHS - Central Office
Work Type: Casual, Fixed Term - Full Time, Fixed Term - Part Time, Permanent - Full Time, Permanent - Part Time
Position No: Pool Ref SW063
Closing Date: 2026-06-19 4:00 PM
Attachments: [eDoc - CO - Applicant Information Pack - Updated June 2025 \(PDF\).pdf](#)
[Physiotherapist - Generic WACHS JDF - HSO P1 - May 2025.pdf](#)

Wander out yonder and experience the best of regional WA by working as a Physiotherapist with the WA Country Health Service.

Government job advert

You can make it here



ELECTRICIAN

There is huge demand for skilled workers here in WA and big opportunities for our future workforce. TAFE students can get job-ready fast with hands-on training in fee free and low fee courses. You can make it at TAFE.

Learn more at tafe.wa.edu.au



Government campaigns



Government of Western Australia
Department of Health



SEVEN
CITIES

ACCESS HEALTH WA

WHERE TO GO WHEN... YOU'RE WORRIED IT'S MORE THAN A COMMON COLD

[Emergency](#) [Urgent Care Clinic](#) [Virtual ED](#) [GP](#) [Pharmacy](#) [1800MEDICARE](#)



Know your health care options
access.health.wa.gov.au

Colour palette

Our colour palette is inspired by the natural landscapes of Western Australia, creating a visual identity that feels grounded, warm and recognisably local.

Together, these colours reflect the diversity of the state while supporting a modern, accessible brand identity.



Burnt ochre

HEX: #AB3924

CMYK: 23, 90, 100, 15

RGB: 171, 57, 36



Broome sunset

HEX: #D97F29

CMYK: 12, 58, 99, 1

RGB: 217, 127, 41



Coastal shell

HEX: #FEEBE0

CMYK: 0, 8, 9, 0

RGB: 254, 235, 224



Typography

Poppins is the primary typeface and available through **Google Fonts**.

When Poppins is not available, please use Arial.

Poppins

Light

Regular

Italic

Medium

Medium Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

Accessibility

Use **Contrastchecker** and prescribed colour codes to ensure **WCAG 2.0 level AA standards** for accessibility are met.

Note: WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text.

Governance

Please refer to **Premier's Circular 2026/03**.

Requests for exemptions from using the Seven Cities logo must be made through relevant Ministerial Offices, with final exemption approval granted by the Premier's Office.

