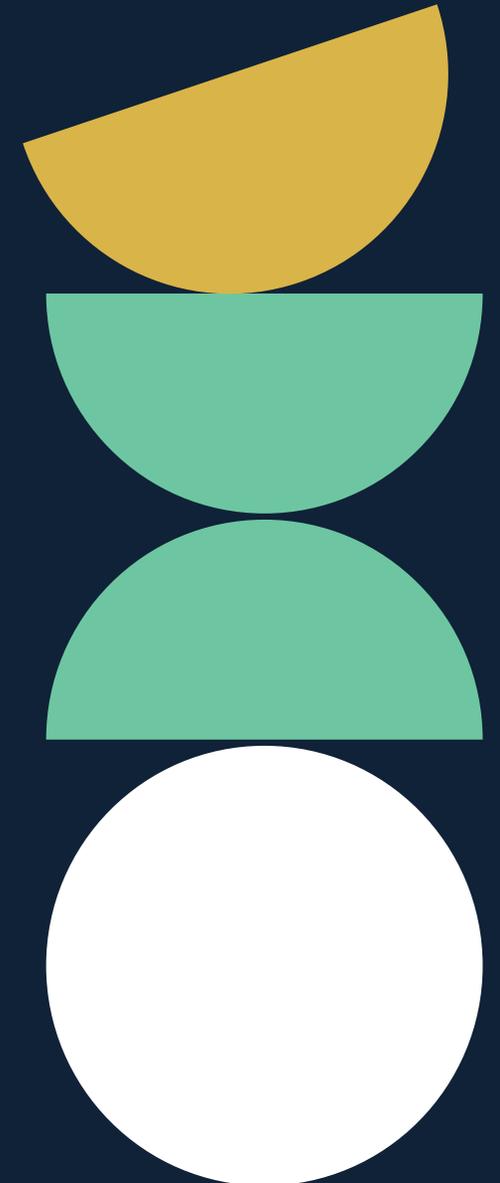


# Brand Guidelines



# Logo: Primary

The CouncilConnect logo is formed from two abstract half circles that subtly echo the letter C while symbolising two sides coming together, the council and the community.

The simplicity of the shape makes it modern and civic. Because the logo is built from a geometric element, it expands naturally into a flexible visual system, allowing the half circle motif to be used across patterns, layouts, and digital interfaces. This creates a consistent and recognisable identity that works across all media while representing the diversity of services, interactions, and community events the platform supports.



Primary logo colour



Primary logo colour reversed



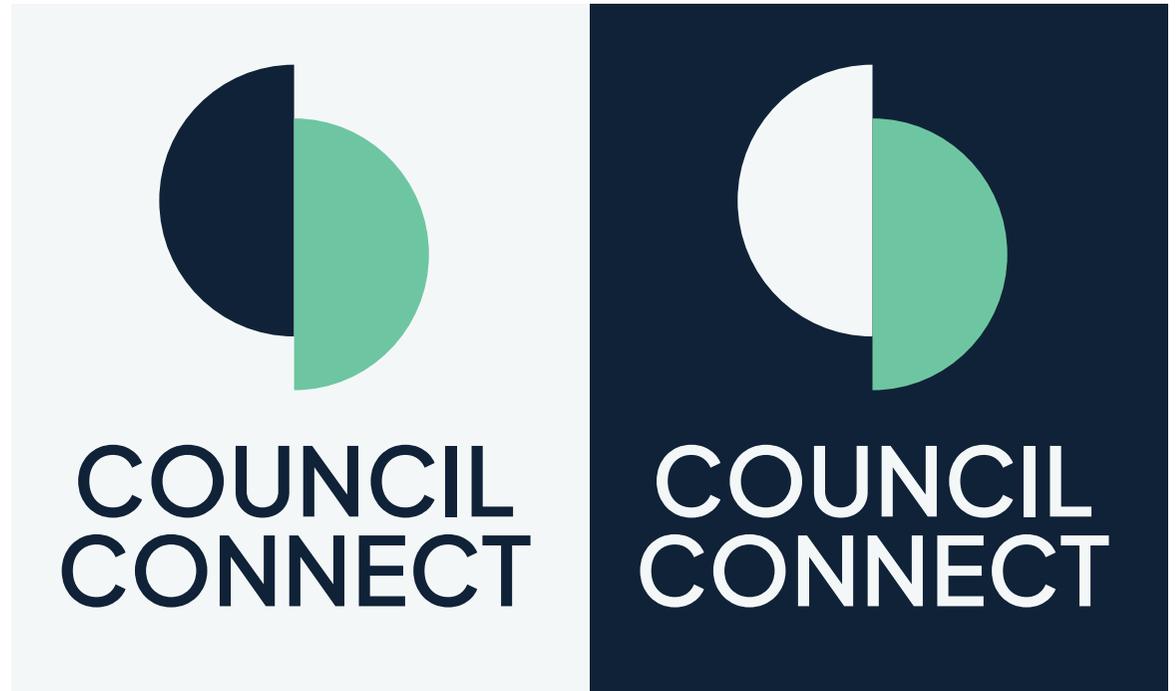
Primary logo mono



Primary logo mono

# Logo: Stacked

For instances where the primary logo doesn't work, the stacked version can be used.



Stacked logo colour

Stacked logo colour reversed



Stacked logo mono



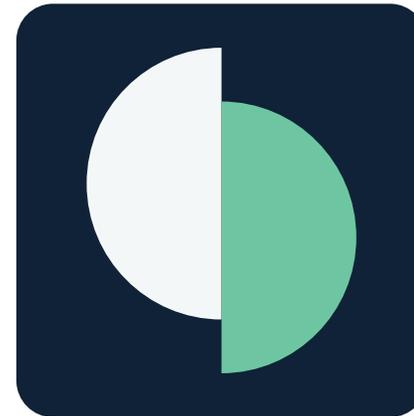
Stacked logo mono reversed

# Logo: App icon

For the app icon, only the symbol from the CouncilConnect logo is used. The simplified shape ensures clarity and recognisability at small sizes while keeping the identity consistent across digital touchpoints.



App logo colour



App logo colour reversed



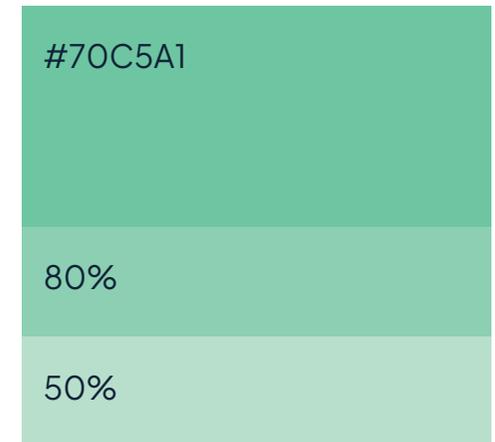
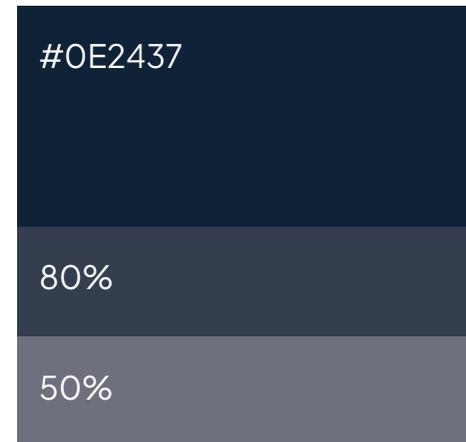
# Colours

The primary palette uses a trustworthy navy and a calming green to reflect clarity and reliability.

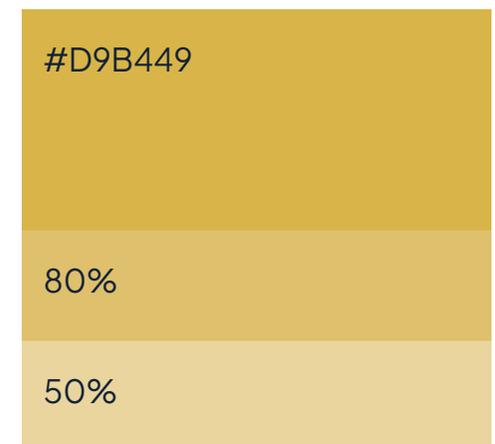
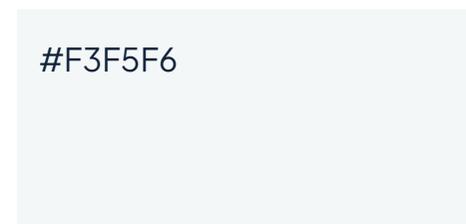
The secondary palette introduces a muted golden yellow that adds warmth without overwhelming the identity.

Tints are used to introduce softness, depth, and hierarchy without adding new colours to the palette. Use tints for backgrounds, subtle section dividers, large shapes, illustrations, and pattern elements where the full-strength colour would feel too heavy.

## Primary colours



## Secondary colours



# Typography

**Plus Jakarta Sans** is the primary typeface. It was chosen for its modern geometric structure, high readability, and clean character.

Plus Jakarta Sans is a free, open licence font, available through Google Fonts. It must be installed on the user's computer to display correctly in programs such as PowerPoint and Word.

## Supporting font

The supporting typeface for situations where downloading is not possible is **Segoe UI**.

Use Segoe UI only when Plus Jakarta Sans cannot be installed.

Download Plus Jakarta Sans font here:  
<https://fonts.google.com/specimen/Plus+Jakarta+Sans>

# Plus Jakarta Sans

Plus Jakarta Sans (Light)

Plus Jakarta Sans (Regular)

Plus Jakarta Sans (Medium)

Plus Jakarta Sans (SemiBold)

Plus Jakarta Sans (Bold)

Plus Jakarta Sans (ExtraBold)

Supporting font

## Segoe UI

Segoe UI (Light)

Segoe UI (Regular)

Segoe UI (SemiBold)

Segoe UI (Bold)

# Shapes

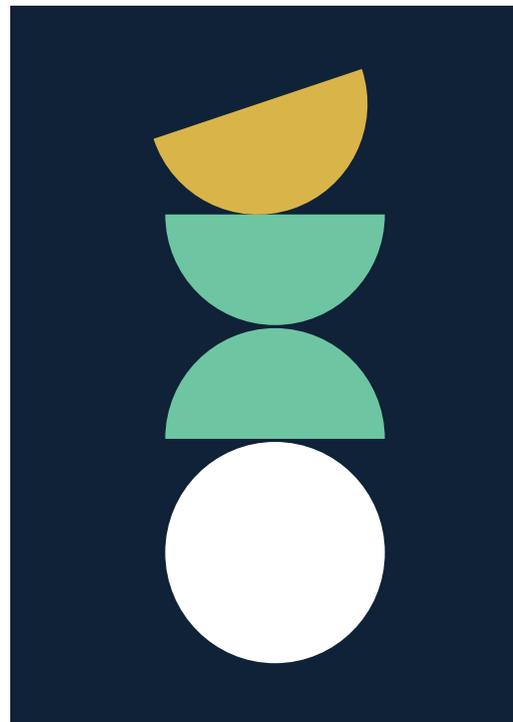
The CouncilConnect visual identity is built from a simple geometric system: the full circle, half circle, and quarter circle. These shapes come directly from the logo form and create a cohesive language that can be used across digital and print environments.

Use these shapes to build layouts, highlight content, or create visual interest without introducing decorative elements that fall outside the system.

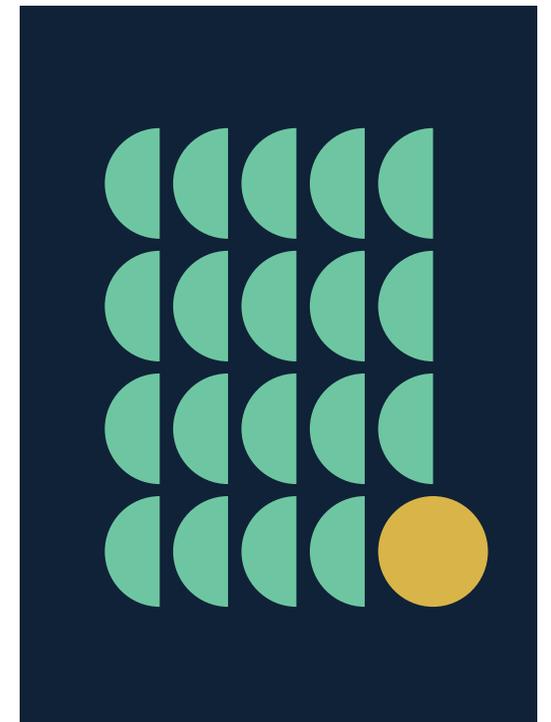
Shapes may be used individually, stacked on top of each other, or combined into repeated patterns.



Freeform



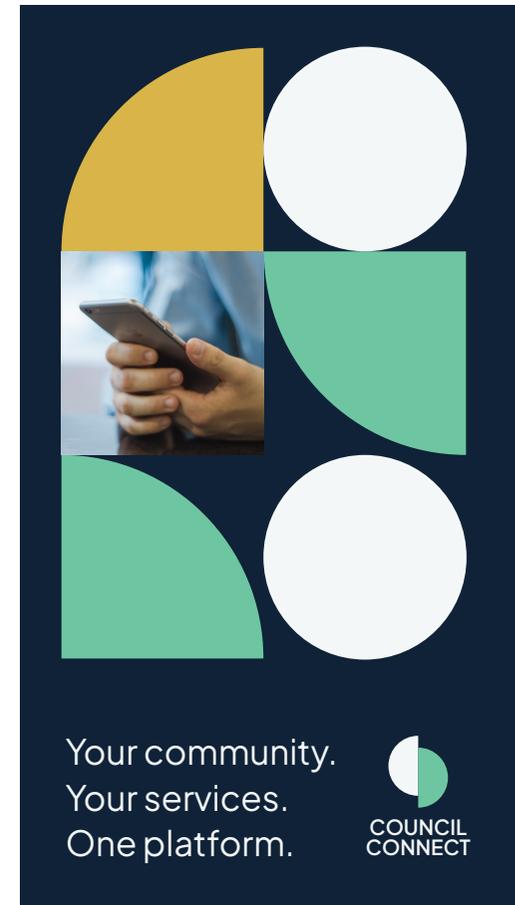
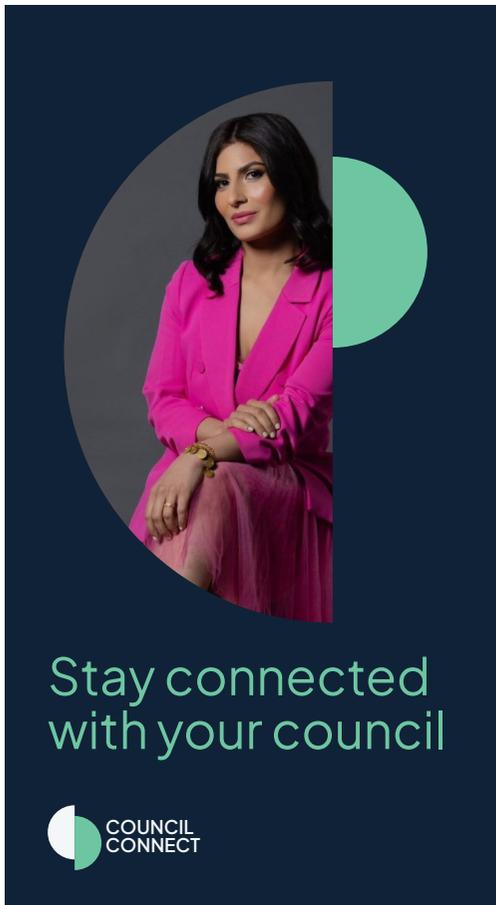
Stacked



Pattern

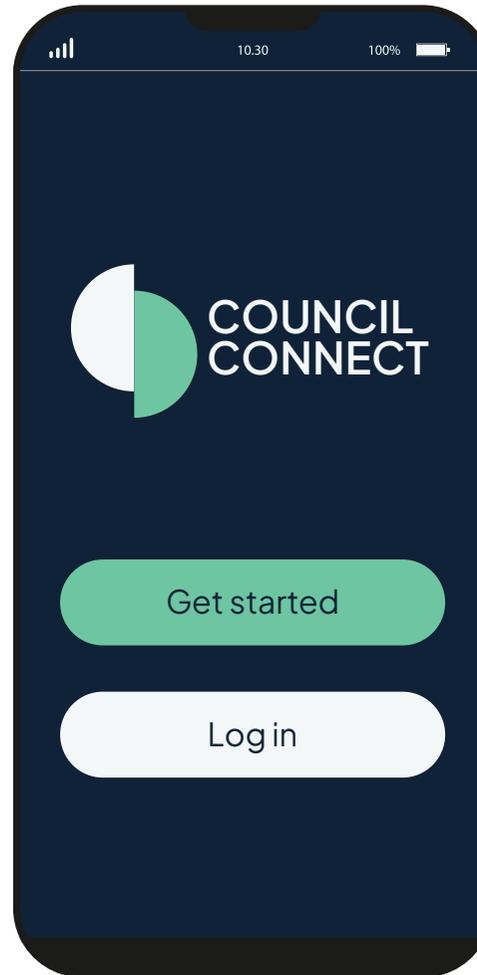
# Application: digital banner

Examples of how the brand can be applied across digital banners, using the core colours, shapes, and typography to create a consistent visual identity.

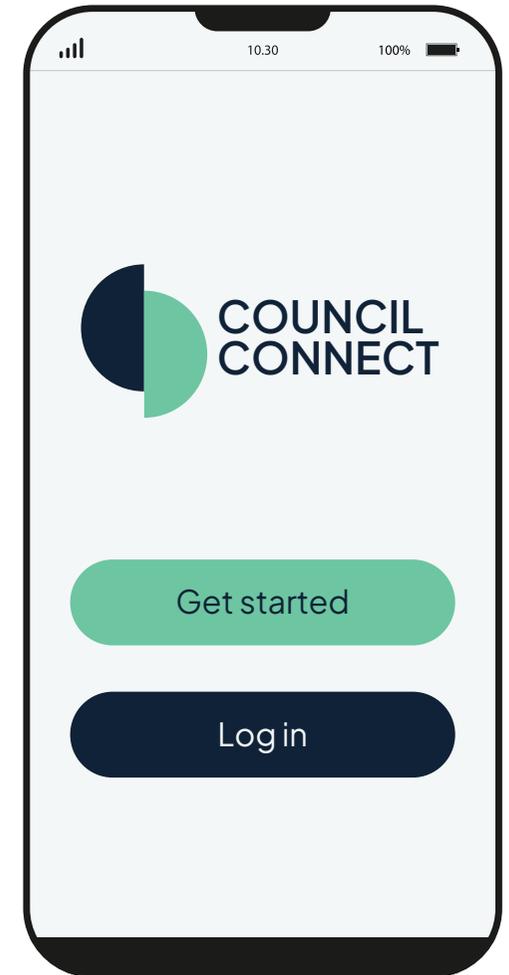


# Application: app interface

A simplified example of how the brand elements come together within the app. This is a preview of the login screen only. The full app design will be provided in a separate document.



Dark mode



Light mode