City of Kalgoorlie Boulder

City of Kalgoorlie-Boulder Style Guide

2025

City of Kalgoorlie-Boulder

The City of Kalgoorlie-Boulder is a place of opportunity for those who have lived here their whole lives, those who are embarking on a new adventure and those who come to study, work and enjoy the Kalgoorlie-Boulder lifestyle.

Kalgoorlie-Boulder is known for its wide open skies, red dirt and rich gold deposits. The logo is inspired by the City's colourful lifestyle, its surrounding landscape, and natural beauty.

The logo should be used on any materials that are produced by the City and as a way to recognise City-supported and funded events and projects.

To maintain visual identity, the use of the logo must adhere to guidelines in this document and must be approved by the City's Communications team prior to publishing.

To gain approval, or for further information on this style guide, the City's Communication team can be contacted on (08) 9021 9600 or via mailbag@ckb.wa.gov.au.

The City of Kalgoorlie-Boulder vertical logo

The City of Kalgoorlie-Boulder horizontal logo

The City of Kalgoorlie-Boulder square logo

Our Logo's Story

Logo story

The City's logo is an abstract representation of the iconic elements that make up the unique landscape and vision: Kalgoorlie-Boulder is an environment where innovations thrives and limits of exploration are pushed.

The Sky

The blue is representative of the clear skies enjoyed throughout the majority of the year.

The Earth

The ochre red represents the rich dirt of the ground.

The Gold

The golden colour running the length of the logo is a representation of two icons of Kalgoorlie-Boulder: the rich gold deposits under the earth and the sun that is shining for the majority of the year.

The Environment

Where innovation thrives and pushing the limits of exploration shapes the City's environment and depth.

The Headframes

The shapes reaching up through the logo is a representation of the mining headframes that silhouette the City, marking underground shafts.

The Waste Dumps

The downward curves arching through the earth are a reflection of the waste dumps and Kalgoorlie-Boulder's commitment to sustainability.

The Sun

Shining from the top right of the logo is the sun, an icon of Kalgoorlie-Boulder and much loved element of the Kalgoorlie-Boulder community.

The Typography

The boldness and confidence of the words Kalgoorlie and Boulder reflect the pride that residents feel toward their city.

3D use of the logo

When creating a 3D version of the logo, the following should be considered:

• Representations of the headframes can come forward.

• Representations of the waste dumps can be pushed backwards.

• Representation of the sun should be equal to the headframes depth.

Representation of the environment

Representation of headframes

Representation of waste dumps

Representation of the sun

Representation of the confidence

City of Kalgoorlie Boulder

Typography

The City's logo has been created for use on print, web and corporate documents. Please do not alter or try to recreate the logo.

Typography for logo

The Config family has been chosen for the City of Kalgoorlie-Boulder's logo typeface. Do not create any other logo versions, always use supplied artwork.

Typography for External Communications

The Config family has been chosen for all external design & print collateral.

It is a bold, simple and structured sans serif. The boldness and confidence of the mark reflects the pride that residents feel towards their City.

It has been chosen because of its clear legibility and large variety of weights. It is also an accessible font and widely used in both web and print platforms.

The contemporary sans serif font may be used for all type applications including headlines, sub headings and body copy.

Typography for Internal Communications

The Arial family is to be used on all documents produced for internal purposes when the Config font is not available.

Config Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Config Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Config Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Colour Palette

The following are approved colours to be used to represent the City of Kalgoorlie-Boulder (CKB) brand.

Primary colour palette

The primary colour palette consists of the CKB blue, CKB red and CKB yellow - all inspired by wide open skies, red dirt and, of course, gold.

Secondary colour palette

The introduction of a light blue has been introduced to support the hero colours.

To protect the integrity of the brand, the colour palette should not be altered in any way.

CKB blue
C100 **M**93 **Y**32 **K**35
R27 **G**37 **B**85
HEX# 1b2555
Pantone 2757c

CKB red
C20 **M**100 **Y**100 **K**12
R179 **G**32 **B**36
HEX# b32024
Pantone 1797c

CKB yellow
C1 **M**32 **Y**98 **K**0
R248 **G**179 **B**29
HEX# f8b31d
Pantone 7409c

CKB light blue
C72 **M**22 **Y**0 **K**0
R33 **G**160 **B**219
HEX# 21a0db
Pantone 115-16u

Logo

The logo is the most important element of the City of Kalgoorlie-Boulder's identity.

The City's logo has been created for use on print, web and corporate documents. Please do not alter or try recreate the logo.

The visual identity has two main visual components – the abstract block illustration and the 'City of Kalgoorlie-Boulder' or 'City of Kalgoorlie-Boulder, type which sits on the right, or below for the vertical logo version.

There are four alternative layout options for the logo including a horizontal and vertical version. In these formats the two visual components should appear visually equal. Logo usage should be determined based on what best suits each application.

Colour logo

There is no preference on the preferred colour logo, using the one that works best in the space is most important.

Greyscale logo

The greyscale logo, as shown on the far right, is to be used on any collateral where colour printing is not permitted.

City of
**Kalgoorlie
Boulder**

Horizontal colour logo

City of
**Kalgoorlie
Boulder**

Horizontal greyscale logo

City of
**Kalgoorlie
Boulder**

Vertical colour logo

City of
**Kalgoorlie
Boulder**

Vertical greyscale logo

Minimum size

To ensure legibility and clarity of the brand's identity, the logos must never be reduced smaller than the below units:

Horizontal logo: 22mm in width
Vertical logo: 10.5mm in width

Exclusion zone

To preserve the visual integrity of the identity and to aid in its readability and clarity, the logo should always sit within an 'exclusion zone'.

The exclusion zone is based on the layers of waste dumps in the logo shown on the right and marked as 'X'.

Exclusion zone

Exclusion zone

22mm

10.5mm

Minimum size

Logo Variations

Colour logo reverse text

This logo offers an alternative design for title or end pages and posters. This logo is most useful for digital marketing campaigns.

Greyscale logo reverse text

The greyscale logo offers an alternative design for title or end pages and posters. It is to be used on any collateral where colour printing is not permitted.
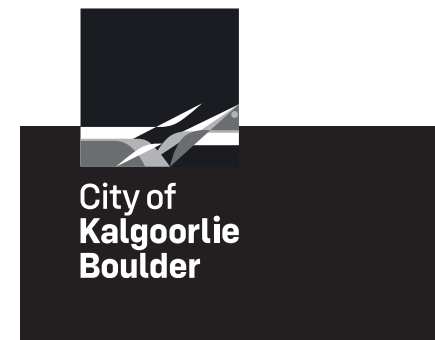
City of
**Kalgoorlie
Boulder**

Horizontal colour
reverse text logo

City of
**Kalgoorlie
Boulder**

Vertical colour reverse
text logo

City of
**Kalgoorlie
Boulder**

Horizontal grey-scale
reverse text logo

City of
**Kalgoorlie
Boulder**

Vertical greyscale
reverse text logo

Outlined colour logo

Where the background colours, such as black or navy, make it difficult to see any elements of the logo, the outlined logo is to be used.

Outlined greyscale logo

The outlined greyscale logo, as shown on the far right, is to be used on any collateral where colour printing is not permitted and where the background colours make it difficult to see any elements of the logo.

Correct usage of City's logo is integral in creating a strong and consistent brand and therefore should not be altered in any way.

Stencil logo

The stencil logo, as shown on below, is to be used as the primary logo for engraving.

City of
**Kalgoorlie
Boulder**

Horizontal stencil logo for engraving

City of
**Kalgoorlie
Boulder**

Outlined horizontal colour
reverse text logo

City of
**Kalgoorlie
Boulder**

Outlined vertical colour
reverse text logo

City of
**Kalgoorlie
Boulder**

Outlined horizontal greyscale
reverse text logo

City of
**Kalgoorlie
Boulder**

Outlined vertical greyscale
reverse text logo

Digital Logo

Square colour logo

This logo is exclusively used as the profile graphic for digital accounts and online social media profiles where the City of Kalgoorlie-Boulder is identified in digital text.

It is not to be used in print or out of context on social media whereby the accompanying City of Kalgoorlie-Boulder text is not present.

Incorrect Logo Use

To ensure the logo remains consistent and to preserve the visual integrity of the identity, it is important that the logo is not altered in any way.

This includes:

Background interference

The logo should not be placed on a background that makes it difficult to see any elements of the logo. The logo with reversed type should be used instead.

Alterations

The logo should not be distorted or rotated and no colours or elements should be added or removed.

The text accompanying the logo should never be removed from the abstract block illustration. The only instance where this is acceptable is for a profile graphic for digital accounts and online social media profiles where the City of Kalgoorlie-Boulder is identified in digital text.

Background Interference

Skewed logo

Stretched logo

Co badging logos

The City of Kalgoorlie-Boulder has separate logos for its business units, Kalgoorlie Golf Course, Goldfields Arts Centre, Goldfields Oasis Recreation Centre and Goldfields War Museum.

These logos must be presented to the right of the City's logo on all promotional material. Where possible, the City logo should be the same height. All logos need to be aligned to the base, as shown on the right.

Logo and spacing dimensions have been included to ensure consistency. The height of 'Kalgoorlie Boulder' in the logo should be the width distance between each logo.

The City's logo is to be used in conjunction with all business unit branding.
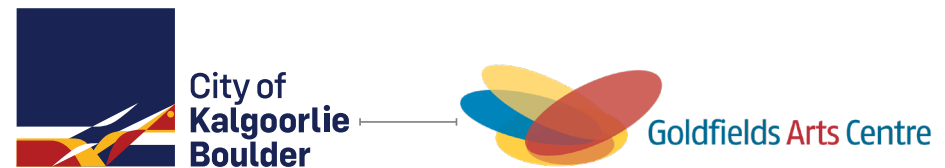
Logo Placement

The following are guidelines for the logo placement of the City of Kalgoorlie-Boulder logo with other sponsor or partner logos.

When the City has sponsored or contributed to an event or project, the City's logo should be used to recognise this commitment. To ensure consistency alongside other logos, the City's logo should always sit to the left.

Do not stack the logo above or below other logos unless there is more than one row of logos being displayed on the artwork. Where possible, the logos should be the same height.

If the partner logo needs to be smaller, the logos need to be aligned to the base of each logo. All applications of City's logos must be approved by the Communications team prior to publishing.

Two logos placed alongside each other at the same height and aligned to the base.

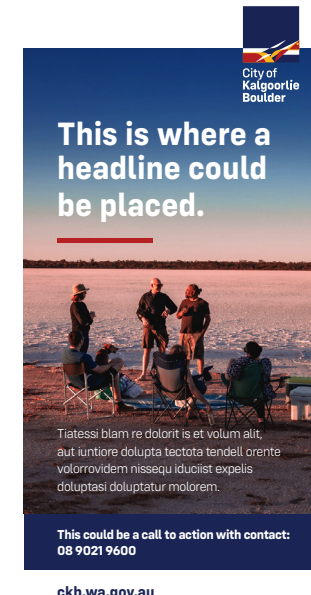Logos should not be stacked above or below one another

Example of correct logo placement

Our brand in practice

This section of the guidelines provides various examples of how The City of Kalgoorlie-Boulder brand is used in practice across a range of applications.

Including but not limited to:

- Cover Pages
- Corporate Documents, Brochures, Reports, etc
- News paper Advertising
- Signage
- Power Point Templates
- Banners

Our brand in practice

This section of the guidelines provides various examples of how to correctly co-badge the City of Kalgoorlie-Boulder and other brands in practice across a range of applications.

Including but not limited to:

- The Waterhole Bar & Bistro - Menus
- Kalgoorlie Golf Course Signage
- Goldfields Oasis Marketing
- Event Marketing

Our brand in practice

This section of the guidelines provides various examples of how to brand the City of Kalgoorlie-Boulder in practice across a range of applications.

Including but not limited to:

- Posters
- Social Posts
- Marketing Material

Not to use:

- No logo, or incorrect placement
- Not brand colours
- Busy fonts
- Hard to read colour choices
- Words over photo, can't read

Stationery

Stationery is part of The City of Kalgoorlie-Boulder corporate communication collateral.

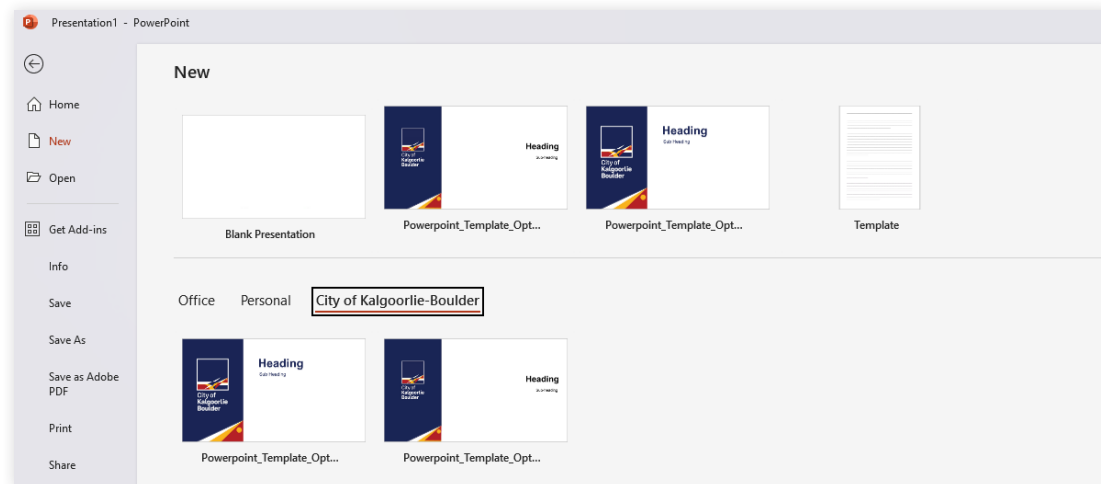## Word & Powerpoint Templates

Use the supplied Word & Powerpoint templates supplied and lock "header & footers" in the document so that it stays consistent every time.

These templates can be found within either application by simply selecting new document, City of Kalgoorlie-Boulder and selecting a template option.
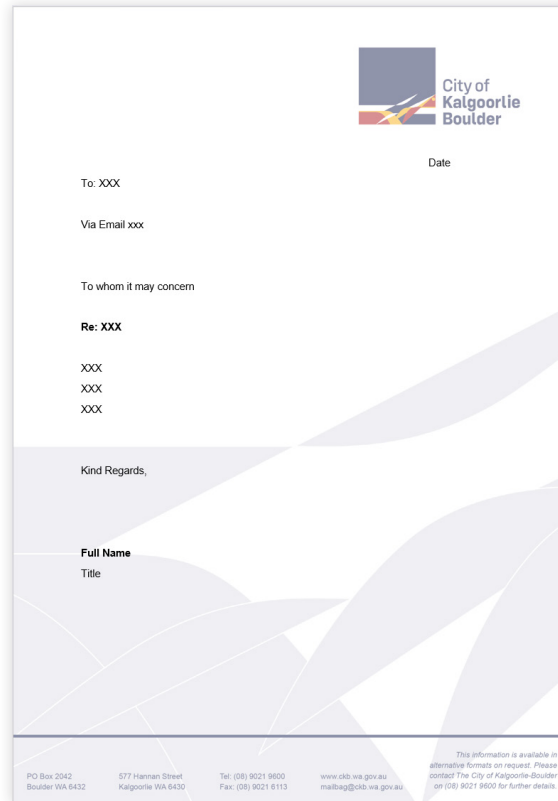
Word Templates
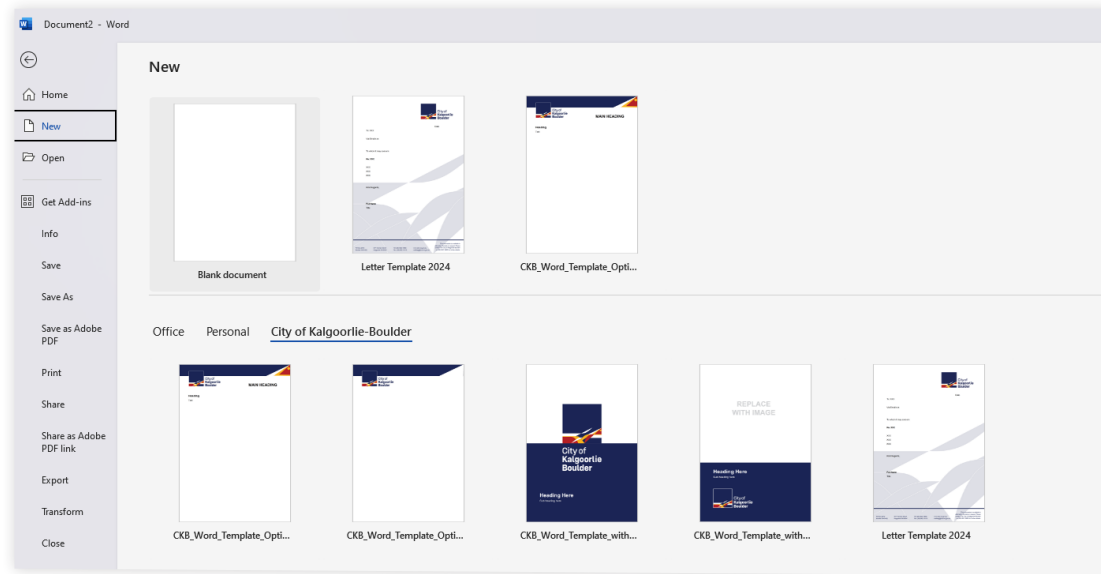
Powerpoint Templates

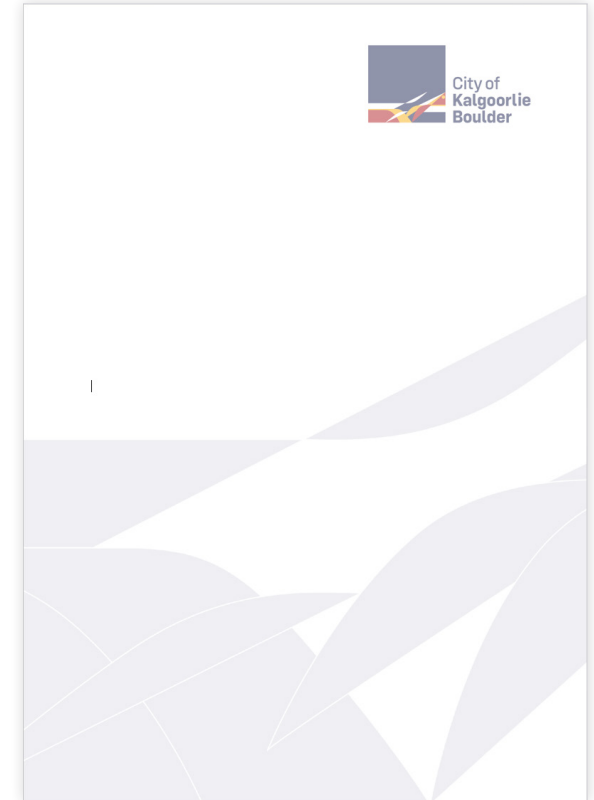# Stationery Continued

Letterhead & Continuation pages

The City's letter template must be used for all corporate correspondence to ensure consistency and alignment with the City of Kalgoorlie-Boulder's branding.

Letterhead Template

Continuation page

Stationery Continued

Word Templates

All reports and publications must be completed using one of the four approved City of Kalgoorlie-Boulder document templates to ensure consistency and professionalism.

Word Templates

Office   Personal   City of Kalgoorlie-Boulder

CKB_Word_Template_Opti...   CKB_Word_Template_Opti...   CKB_Word_Template_with...   CKB_Word_Template_with...
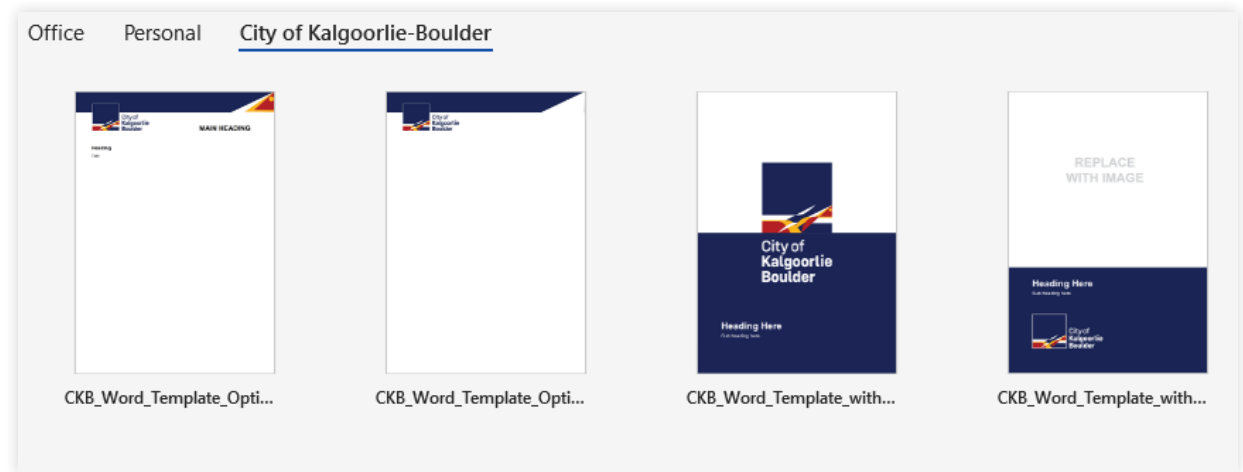
Stationery Continued

Powerpoint Templates

All rpresentations and slides must be completed using one of the twop approved City of Kalgoorlie-Boulder powerpoint templates to ensure consistency and professionalism.

Powerpoint Templates
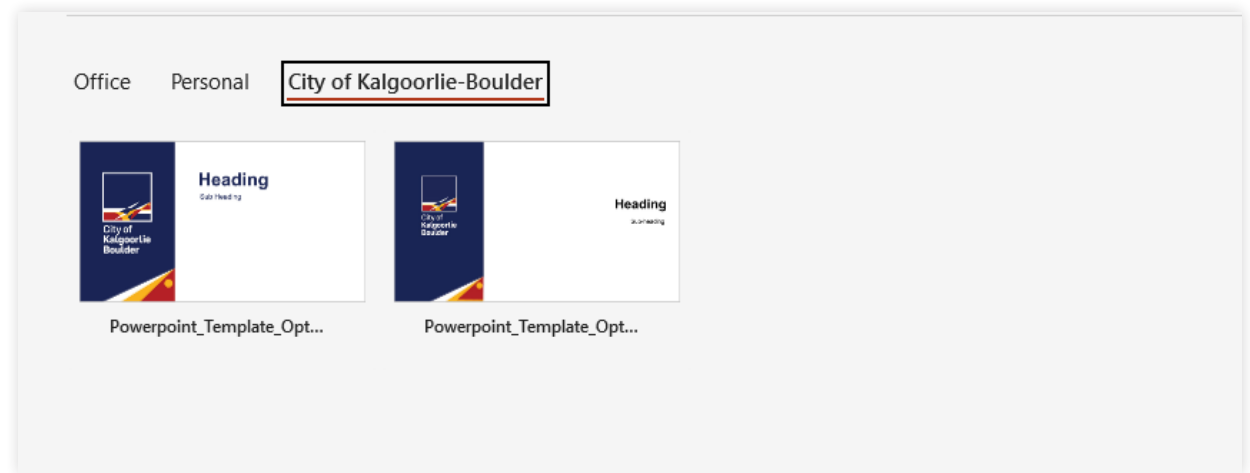
Corporate Documents

Our corporate documents include Brochures, Reports, Corporate Profiles & Overviews, Capability Statements and various other corporate communication collateral.

The design should follow examples illustrated here.

There is plenty of flexibility with the mandatory elements and designers should keep a good balance between all the items, in particular not overpower the layout with the Colour Graphic.

Document covers portrait >
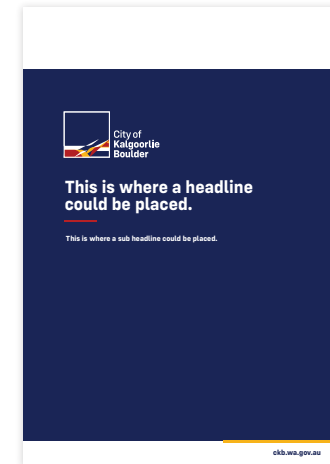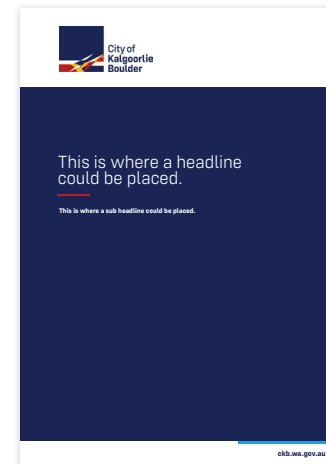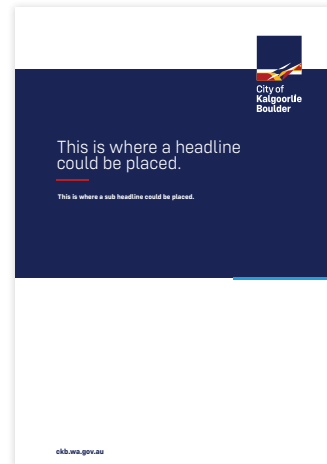
Corporate document covers - no image

Corporate document covers - with image

Corporate Documents

Document internal pages portrait >

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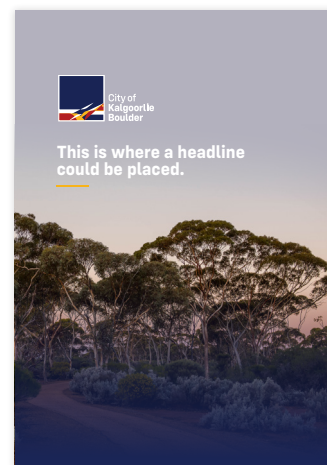Tiatessi blam re dolorit is et volum alit, aut iuntiore dolupta tectota tendell orente volorrovidem nissequ iduciist expelis doluptasi doluptatur molorem estecuptat

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"This could be a pull out quote or a key message."

This is where a sub headline could be placed.

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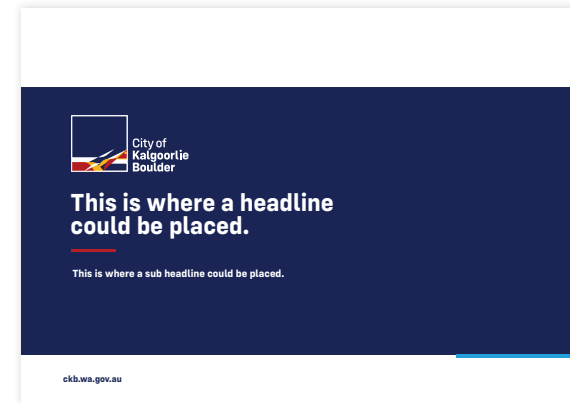
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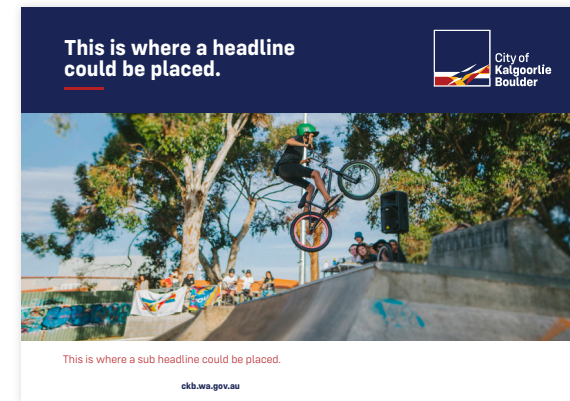
Estecuptat et fugit reptaecus, officiatur sam, qui blam faccuptium quist, volupta eumquid ucipiciae eat.

Corporate Documents

Document covers landscape >

This is where a headline could be placed.

This is where a sub headline could be placed.

City of Kalgoorlie Boulder

ckb.wa.gov.au

City of Kalgoorlie Boulder

This is where a headline could be placed.

This is where a sub headline could be placed.

ckb.wa.gov.au

Corporate document covers - no image

This is where a headline could be placed.

City of Kalgoorlie Boulder

ckb.wa.gov.au

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City of Kalgoorlie Boulder

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ckb.wa.gov.au

Corporate document covers - with image

Corporate Documents

Document covers landscape >

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This is where a sub headline could be placed.

City of Kalgoorlie Boulder

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City of Kalgoorlie Boulder

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ckb.wa.gov.au

Corporate document covers - no image

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City of Kalgoorlie Boulder

ckb.wa.gov.au

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City of Kalgoorlie Boulder

This is where a sub headline could be placed.

ckb.wa.gov.au

Corporate document covers - with image

Contact us

City of
**Kalgoorlie
Boulder**

ckb.wa.gov.au