

Brand Identity Presentation

CONFIDENTIAL DRAFT

SHIRE OF MENZIES

PRESENTED BY IDENTITY PERTH

VERSION 1.0

Our brand identity is much more than a logo, or a tagline – it's the values that drive us, the actions that define us, the stories we tell.

It's how we communicate who we are, both visually and verbally.
Our brand identity is our face to the world.

By taking the time and care to be consistent, we ensure the world sees the Shire of Menzies the same way we do. These guidelines have been developed to help each one of us along that journey.

TAGLINE CONCEPT 1 IS USED HERE FOR ILLUSTRATIVE PURPOSES ONLY.
PLEASE REFER TO THE LOGO PREFERENCE DOCUMENT FOR FURTHER OPTIONS.

Wander through our Wonders

We are the quiet keepers of a vast and wondrous land. The storytellers of stone walls and salt lakes. The proud descendants of prospectors, pioneers, and First Nations peoples whose footsteps still echo across the red earth.

Here, in the heart of the Northern Goldfields, time doesn't rush—it reveals. Rusting rail lines, crumbling chimneys, and weathered signs remind us of what was. But it's not just the past that calls you here—it's what still stands, and what still stirs.

The wind carries more than dust. It brings the laughter of locals, the shimmer of sunrise over Lake Ballard, and the strange, stirring pull of Antony Gormley's silent sentinels. We speak in sculpture and salt. In stories etched into rock and road.

This is a place to wander, not to race through. To look twice. To listen. To learn something new—or remember something old. A place where nature shapes the narrative, and wonder waits around every bend.

We don't shout to be seen. We invite you to come closer.



We speak in sculpture
and salt. In stories etched
into rock and road.

Verbal Identity

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DEFINITION

The words we use, and the stories we tell, create an impression in people's minds about **The Shire of Menzies**. We must choose our words with care, and aim for consistency in our messaging and our tone. What we say, and how we say it: *that's our verbal identity*.

Let's introduce ourselves

Like you, we want to live in a world where people feel connected to their communities. Where we can work together to make a lasting difference that matters.

Here in Menzies, we believe in the power of coming together. This belief shapes how we move forward – with curiosity, with care, and with a deep respect for the land and those who've walked it before us. Our identity isn't just shaped by history, but by the people who continue to live, explore, and share this place.

This is our invitation: to take part. To slow down, to listen, and to reconnect – with the stories, the spaces, and the sense of wonder that still runs through this extraordinary land.

OUR BELIEF

We believe that the strongest bonds are built slowly through shared stories, open minds, and time spent walking the land together.

OUR PURPOSE

We exist to create moments that bring people closer to each other, to this place, and to the wonder that lives in both.

OUR VISION

We imagine a future where communities grow stronger through connection. Where people, places, and ideas come together to leave something meaningful behind.

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The Essence of Menzies, Shared Simply

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We need to be consistent in how we describe Menzies. On socials, within proposals, in conversations with media and collaborators, everywhere.

That doesn't mean memorising one description by rote. But we do ask that you review and understand our story. And when relevant, feel free to cut and paste it.

FULL LENGTH (77 WORDS)

Wander through our wonders. Out here, the horizon hums with history. Salt flats shimmer, sculptures stand silent, and old gold towns breathe stories into the wind. The land is vast, but it doesn't feel empty – it feels alive with echoes.

Menzies isn't a place you tick off a list. It's a place you feel. A place to wander without hurry, to follow the tracks of time, and to let the wide, wild beauty move something in you.

CONCISE (24 WORDS)

Wander where sculptures stand silent, gold towns whisper, and the land speaks in salt and stone. Menzies waits – wide, wild, and full of wonder.



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Wander through our Wonders

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Since 2019, “Take a Look Around” invited people to notice what makes Menzies special – its landscapes, its stories, its quiet charm. It served us well as a starting point.

But we’ve grown into something deeper. We’ve come to see that Menzies is not just a place to look around – it’s a place to move through. To feel. To be changed by.

That’s why we’re embracing a new invitation:
“Wander through our Wonders.”

It speaks to the pace of this place. The sense of discovery. The richness that comes when you slow down and truly connect with the land, the past, and the people who call it home.

This is more than a new tagline. It’s a reflection of who we are, and the kind of journey we offer.

Wander through
our Wonders

Stories Told in
Stone & Salt

Time Reveals,
Never Rushes

Quiet Keepers
of Wonder

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How we communicate

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We speak with warmth, clarity, and respect – inviting people in, not talking over them.

Our tone is down-to-earth and thoughtful, shaped by the rhythm of the land and the people who live here. We aim to make every message feel like a conversation – open, honest, and easy to follow. Whether we’re sharing a story, giving directions, or welcoming visitors, our words reflect the spirit of Menzies: calm, curious, and quietly confident.

CLEAR

- Make things clear and simple to open up the conversation with more people.
- Choose simple expressions over complex ones:
 - in addition to › *and*
 - in order to › to utilise › *use*
- Avoid jargon unless you’re sure your audience understands it
- Aim for sentences no longer than 15 - 20 words
- Break up long paragraphs into bite-sized pieces

CONFIDENT

- We don’t claim to know everything, but we’re passionate and confident about what we believe in.
- Cut words that make us sound unsure, or swap them out for something definitive:
 - could › *will*
 - has the potential to › *promises to*
- Avoid fence-sitting:
- Advocate for meaningful communication by stating opinions clearly and confidently

ENGAGING

- We’re not one of those aloof local governments. We’re all about connecting with clients on a personal level.
- Instead of always focusing on the technical details of what we’ve done, explain how people will benefit
- For maximum impact, focus on real-life stories from individuals
- Use ‘*you*’, ‘*we*’, and ‘*I*’, and contractions like ‘*you’re*’, ‘*we’re*’, and ‘*doesn’t*’

THINK ABOUT AUDIENCE

Before you start writing, think about who you’re writing for. Are you talking to seasoned industry experts, or general audiences? Make things simpler or more technical to fit. More informal or formal, in other words.

THINK ABOUT CONTEXT

We wouldn’t say “check out our amazing work” on an award entry. It’s inappropriate. And our newsletters won’t sound like our proposals. That’s because we adjust our language to context. We’re more expressive and conversational on social media. And more technical on proposals and award entries.



This diagram demonstrates how we adjust our language based on audience and context

Visual Identity

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DEFINITION

Our visual identity assets consist of our logo, icon, colour, imagery, video, graphics, diagram and drawing styles, patterns, motion graphics and type. The way in which these assets are used together enables people to become familiar with who we are. When we combine our verbal and visual identity, *we call this our brand identity*.

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RATIONALE

Our logo’s unique ‘m’ icon serves as a reference to ‘Menzies’ as well as the slightly unconventional wonder of our shire. Our logo is modern, bold but also unassuming. This combination serves as a bold identifier, yet recedes when used in conjunction with the stunning photography of all our region has to offer.



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SHIRE OF
MENZIES

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SHIRE OF
MENZIES

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**SHIRE OF
MENZIES**

Wander through our Wonders

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CLEAR SPACE

The clear space defines the absolute minimum amount of white space around the logo.

The clear space surrounding the logo must be 100% the scale of the 'X' height and width as defined in this diagram.



MINIMUM SIZE

As a rule, the logo should never appear at a width less than 150 pixels or 40mm wide to ensure legibility and identification.

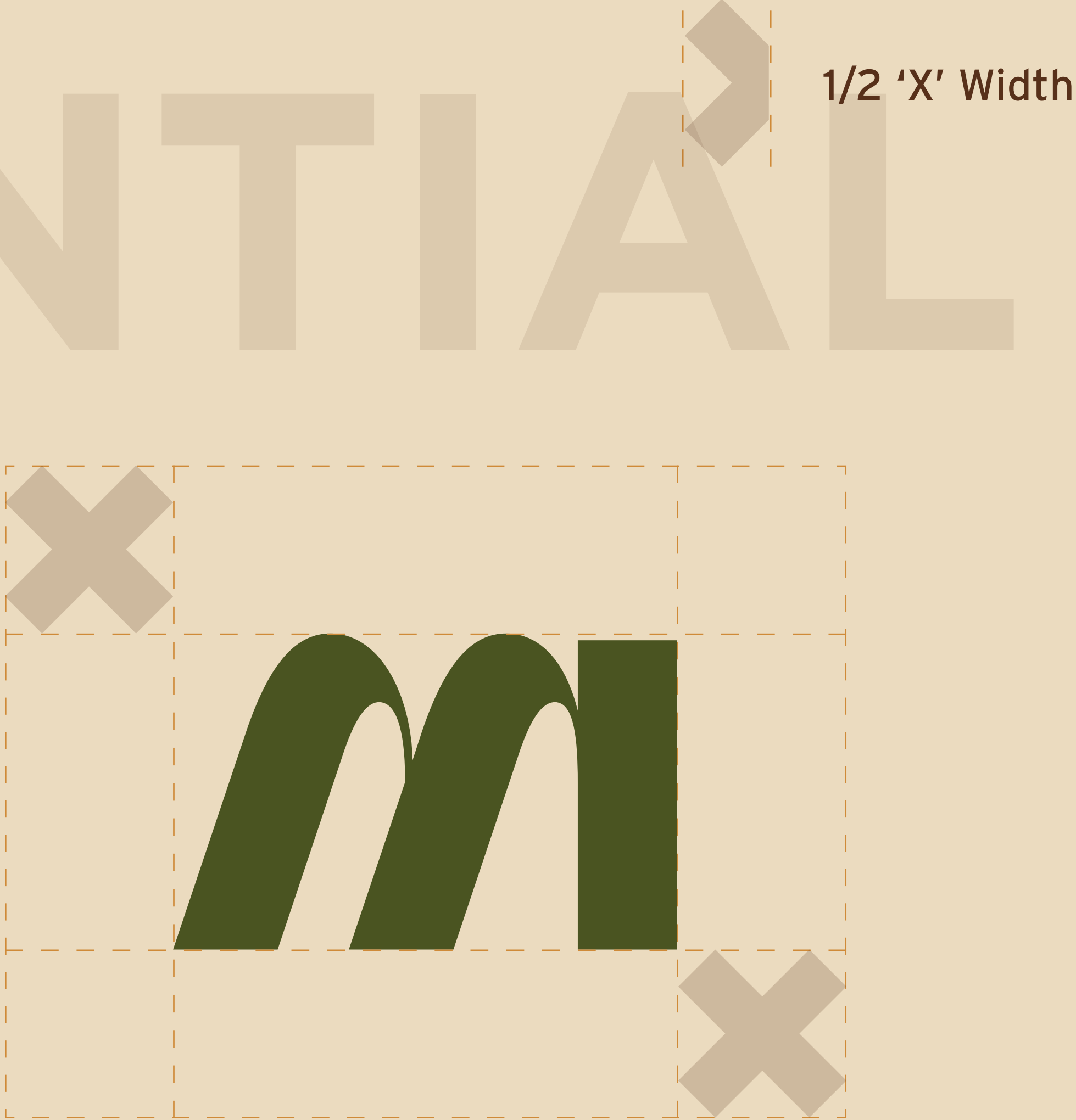
The logo is measured from the edge of the landmark 'M' to the hard edge of the 'Menzies' text.



150px width



40mm width



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CO-BADGING EXAMPLE A

This lockup is comprised of the 'Shire of Menzies' seal and the primary logo.



CO-BADGING EXAMPLE B

This lockup is comprised of the primary logo, State Government Crest and Tourism Western Australia logo.



CO-BADGING EXAMPLE C

This lockup is comprised of the primary logo, and a tourism partner logo.



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PARTNERSHIPS,
COLLABORATIONS AND
SPONSORSHIPS

A series of logos have been produced to define the Shire of Menzies brand usage within partnerships or collaborations.

These logos must be used with the same considerations of the clear space and minimum size of the primary logos and co-badging lockups as defined earlier on pages 22 and 23.

Sponsorship Logo



Supporting Logo



Lockup Structure



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RED DUST

#a3471a

RGB 165/70/25

CMYK 25/80/100/20

SUNLIGHT

#cf8a38

RGB 205/140/60

CMYK 15/50/90/2

CLAY

#57301a

RGB 85/50/25

CMYK 45/70/90/55

LAKE

#1c2633

RGB 30/40/50

CMYK 85/70/55/60

GRASS

#4a5421

RGB 70/85/35

CMYK 65/45/100/40

LIMESTONE

#e3cca3

RGB 230/200/165

CMYK 10/15/40/0

BRAND AND TOURISM HEADLINES

Cottonhouse Regular

BODY COPY TEXT

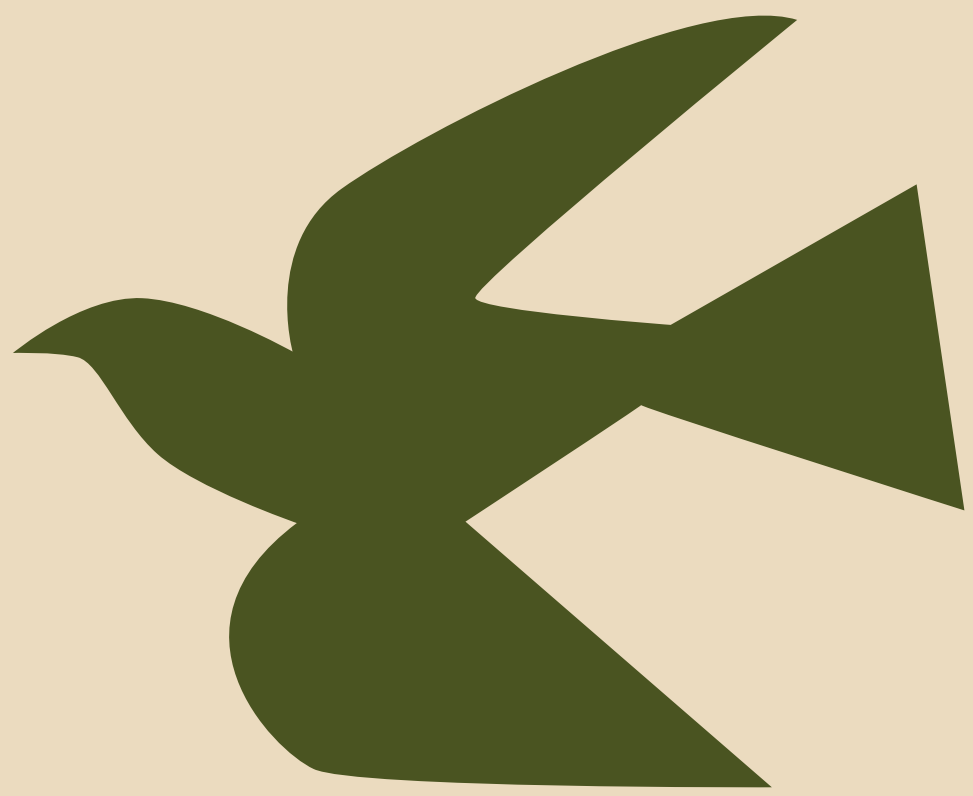
Ut que veliquiae que conse net et aut voloresed quam comnihi
cturibe rumqui dolessit ma ide nonsequam quatio quas conserio.
Rehenis aut eriosaerem. Ex elestrum et andem. Nem alignim perat.
Anis derspiendus in rest inctatu sdandebisque nusti corem quunt.
Tatur solorpore nusam voluptae corumen impelitae sam aut volupta
quibus nieni commo tem natus, cullabo ruptatur, quis dipsapel et des
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ut maio evenet vel molecatia valorit etur, quuntio te velecat est
arcipsustio dit hillupt aquidus maio et ulpa net atio.

SECONDARY HEADLINE TEXT & SUBHEADINGS

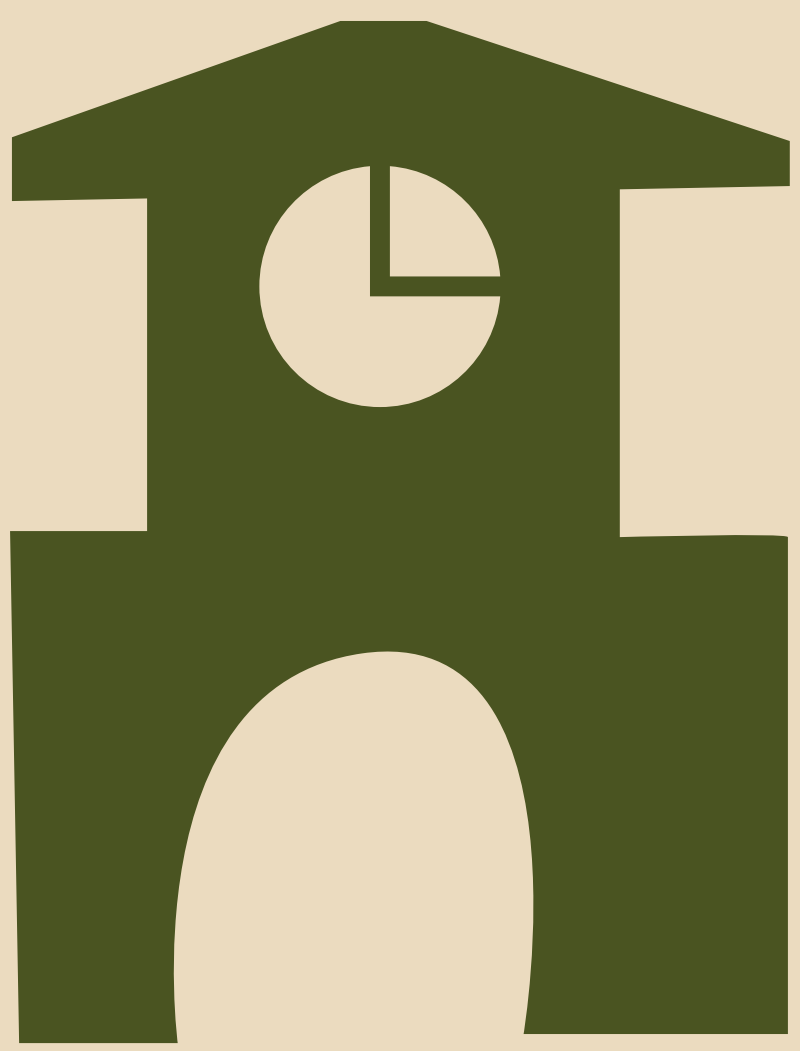
INTERSTATE BOLD
Interstate Regular

SPECIALTY TEXT

WOODCUT SANS



BIRDLIFE



HERITAGE SITE



WILDFLOWERS



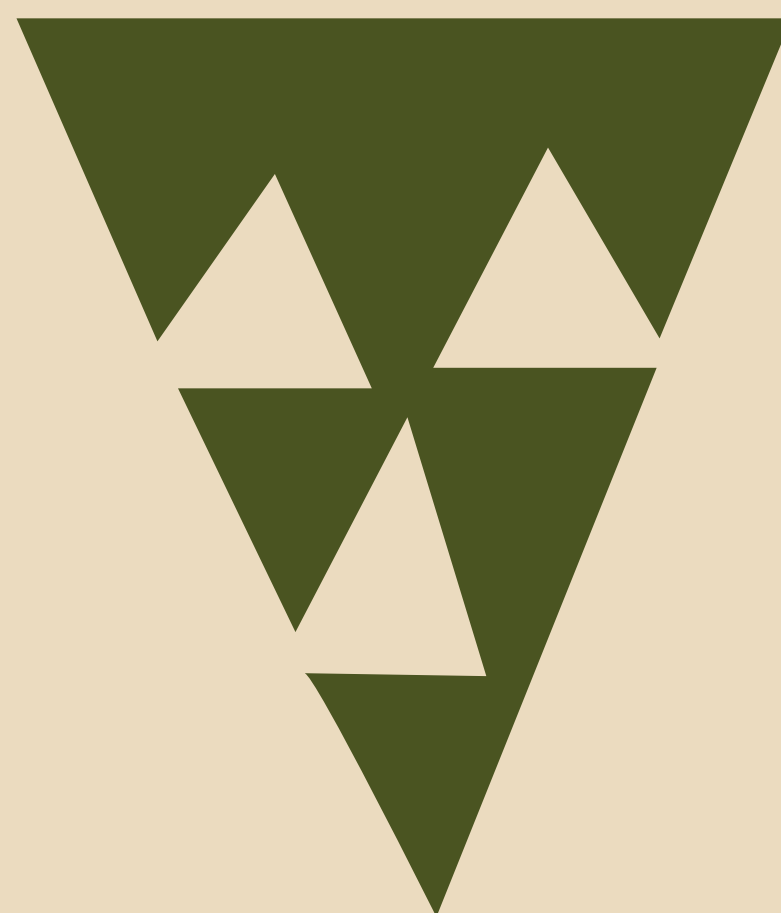
NATURE SITE



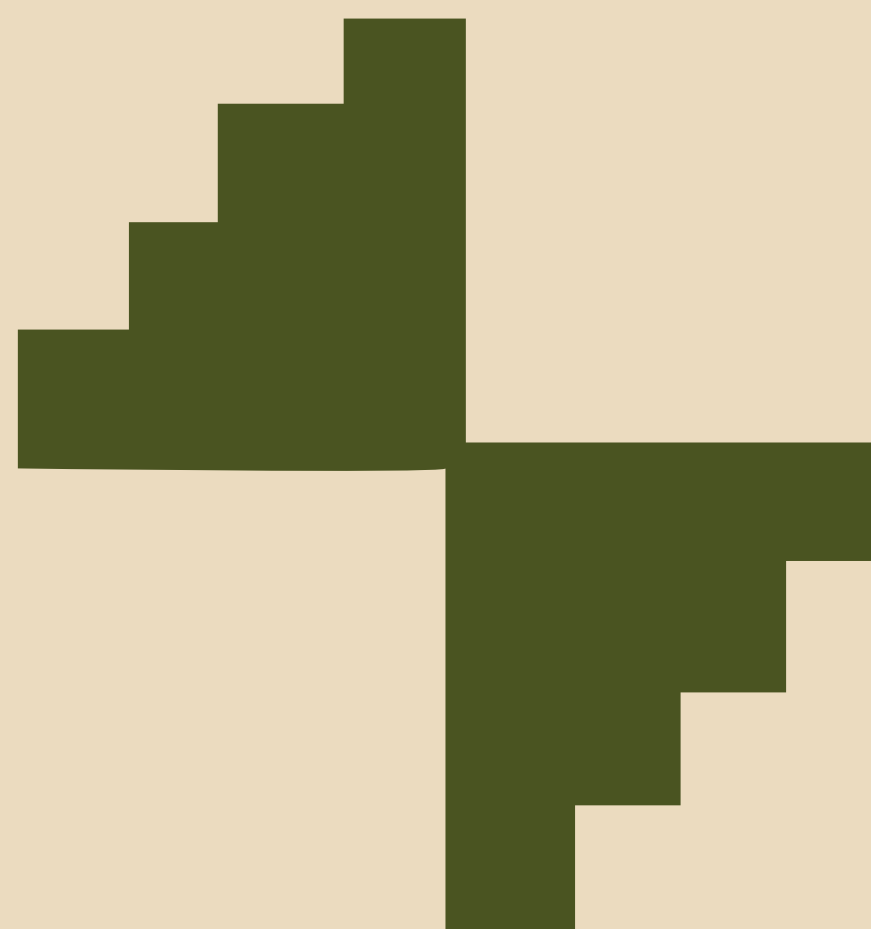
ATTRACTION



WATER SITE



ASTRO SITE

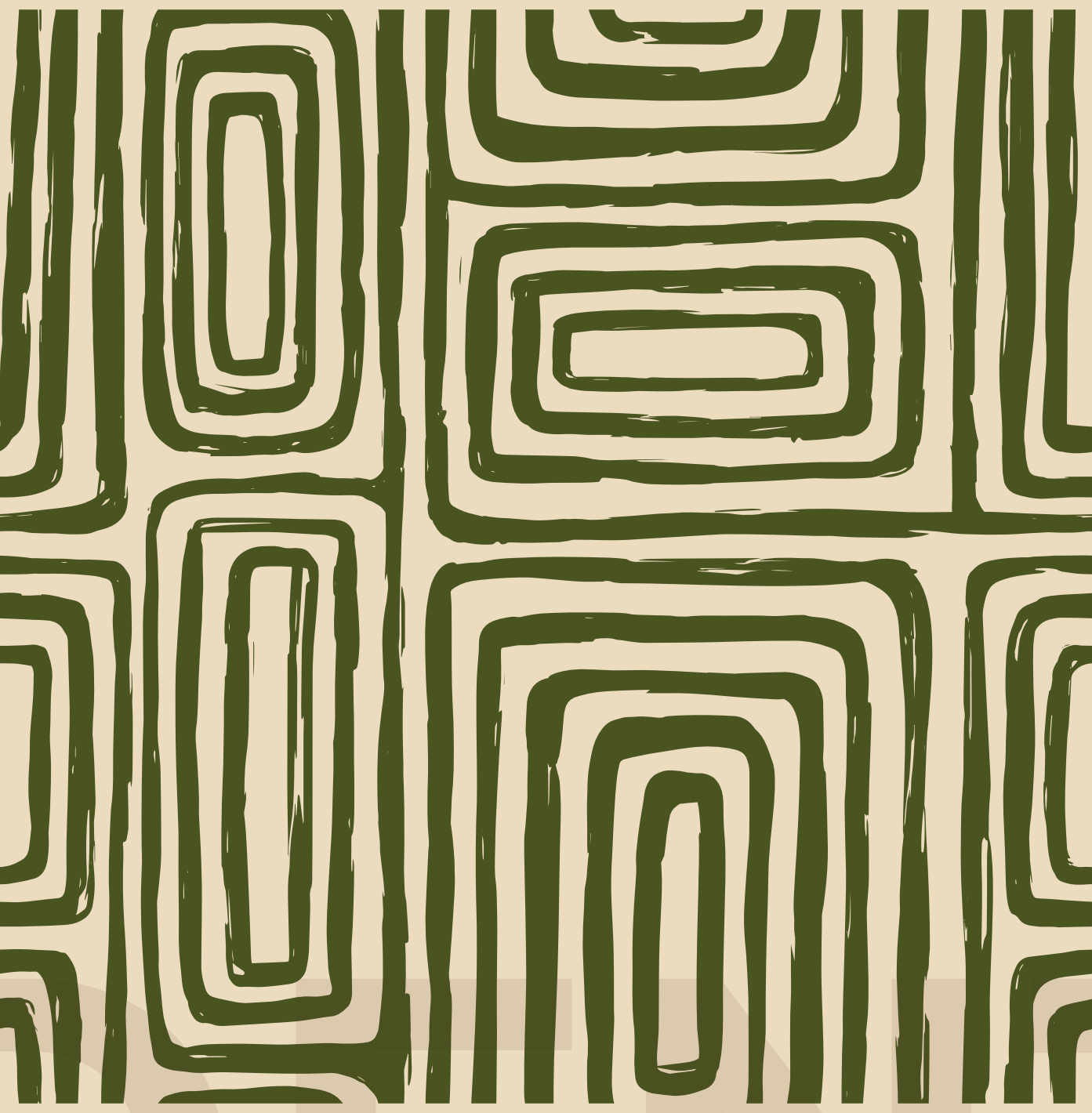


NIAGARA DAM

CONFIDENTIAL DRAFT



TIMBER



PASTURE



WATERWAYS



SETTLEMENTS



Photographic Identity

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DEFINITION

We have multiple categories of photography for our brand, each with its own purpose. Together, these images tell a rich story about who we are, what we do, and who we do it for. When we combine our visual and image identity, *we call this our photographic identity.*

CELEBRATING PLACE

This style captures the spirit of the Shire – its landscapes, townships, and the quiet, everyday moments that bring them to life. From dusty roads and historic buildings to community gatherings and wide-open skies, these images tell stories of place and people, side by side.

Photography should feel natural and unposed – like glimpses into real life. Candid, textured, and rich with character, these shots reflect the rhythm of the region. Think more like film photography or travel journaling than polished campaigns. It's about capturing how it feels to be here, not just what it looks like.



CELBRATING PEOPLE

People are the soul of the Shire – from the dedicated staff behind the scenes to the locals who breathe life into our towns and stories.

This portrait style is considered and quietly confident. While more posed than candid, it’s never stiff or formal. Each image is carefully composed to reflect the individual’s presence and personality, with a natural ease that feels true to them.

Photographs should sit gently within the surrounding landscape – drawing inspiration from the earthy tones of the desert, salt flats, and red dirt roads. Soft, warm light and muted, natural colours connect each portrait back to the place we all share. Each session should include both a close-up and a full-body shot, with backdrops that are simple, honest, and grounded in the textures of the Shire.



CELEBRATING WONDER

This style captures the awe-inspiring essence of the Shire – the quiet moments, the grand expanses, and the unexpected beauty found in between.

These images are about atmosphere over subject, evoking the feeling of standing in a vast salt lake at dusk, watching light dance on red rock, or stumbling upon a rusted relic from another time. They reveal the surreal, the sacred, the strange and the stunning – all through the lens of curiosity and respect.

Photography should be immersive and intentional. The focus is on light, texture, and scale, letting the landscape, built environment, and natural elements take centre stage. These are not just pictures of a place – they are glimpses into an experience, inviting viewers to feel something deeper. To pause. To wonder.



Brand Applications

CONFIDENTIAL DRAFT



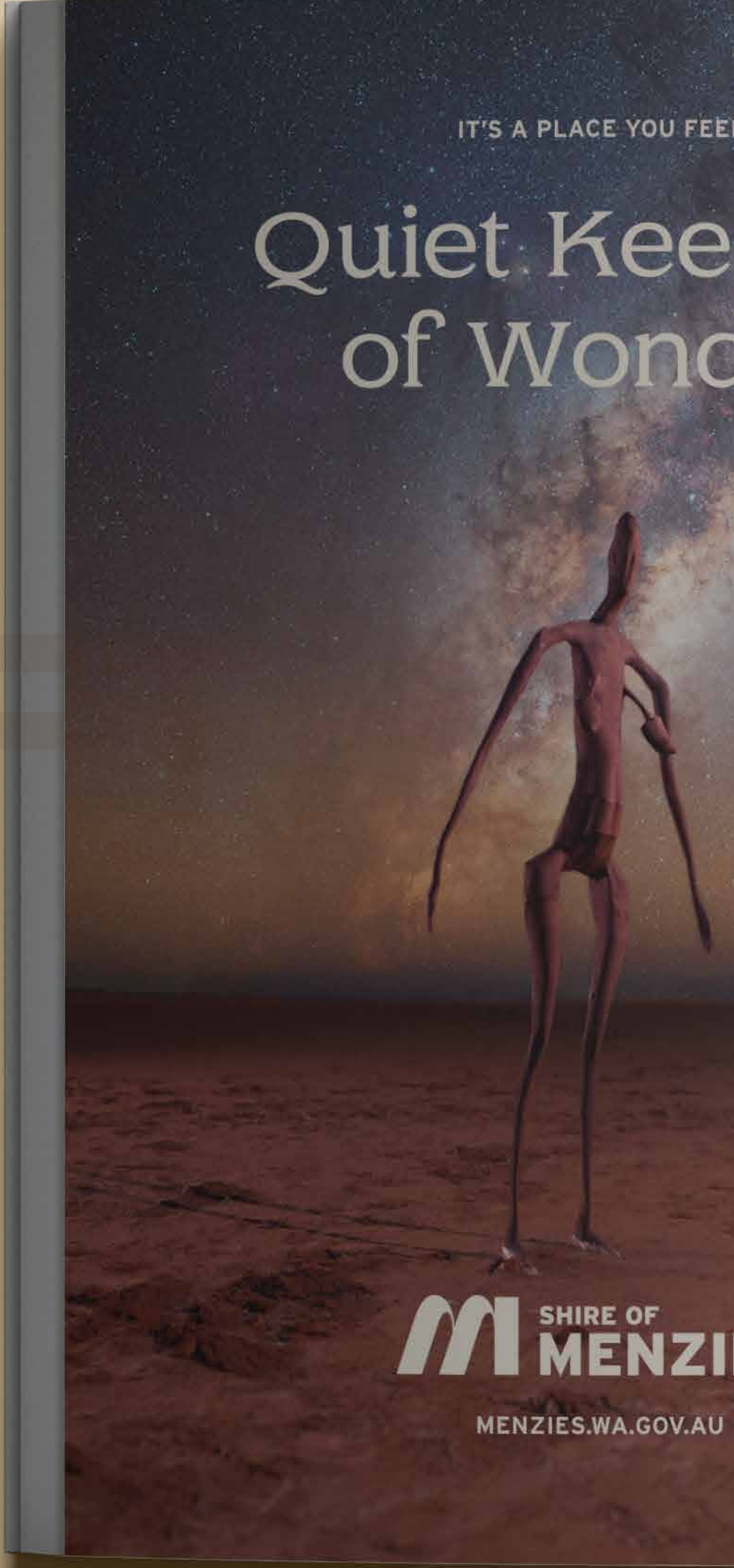




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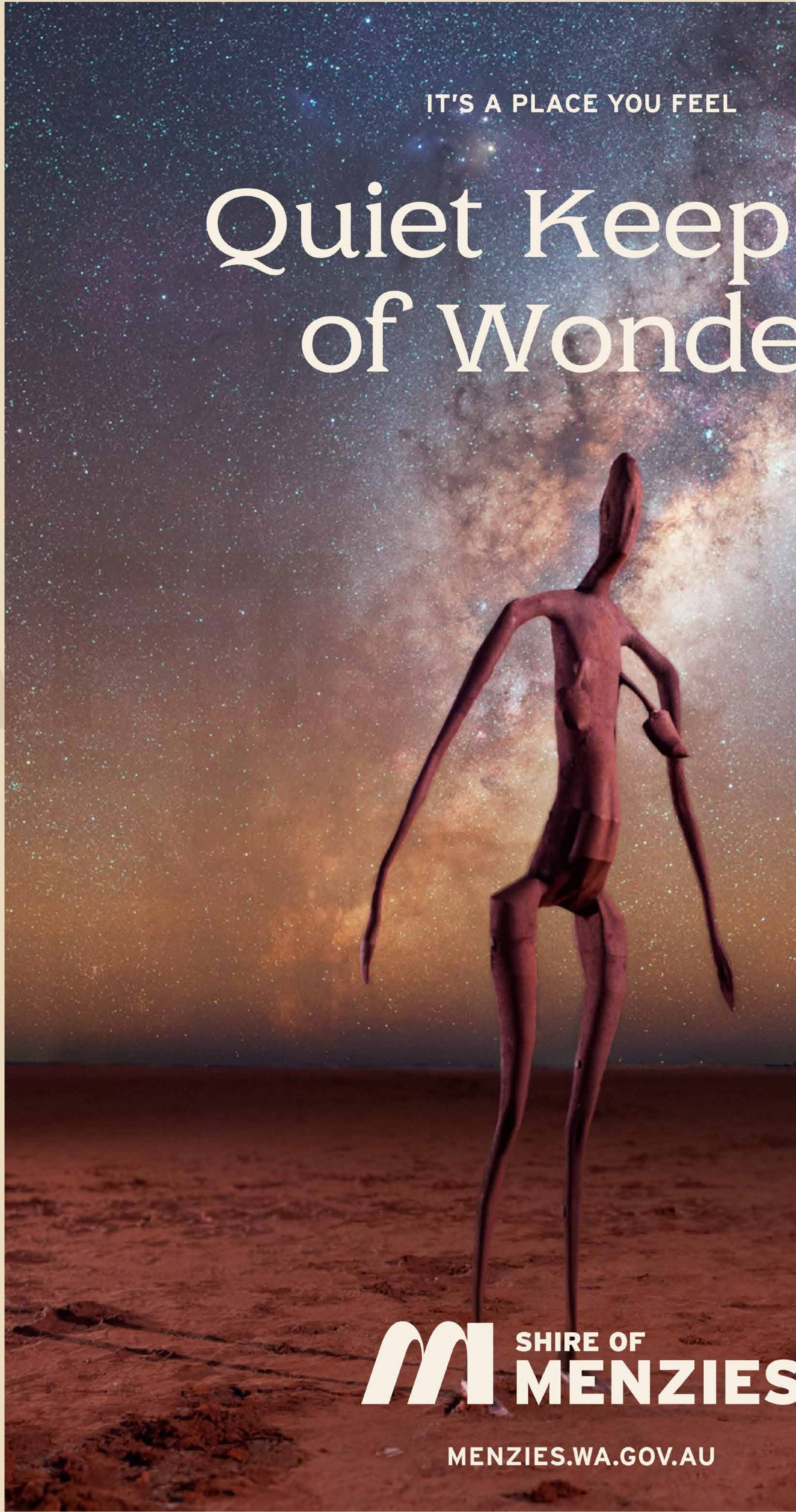
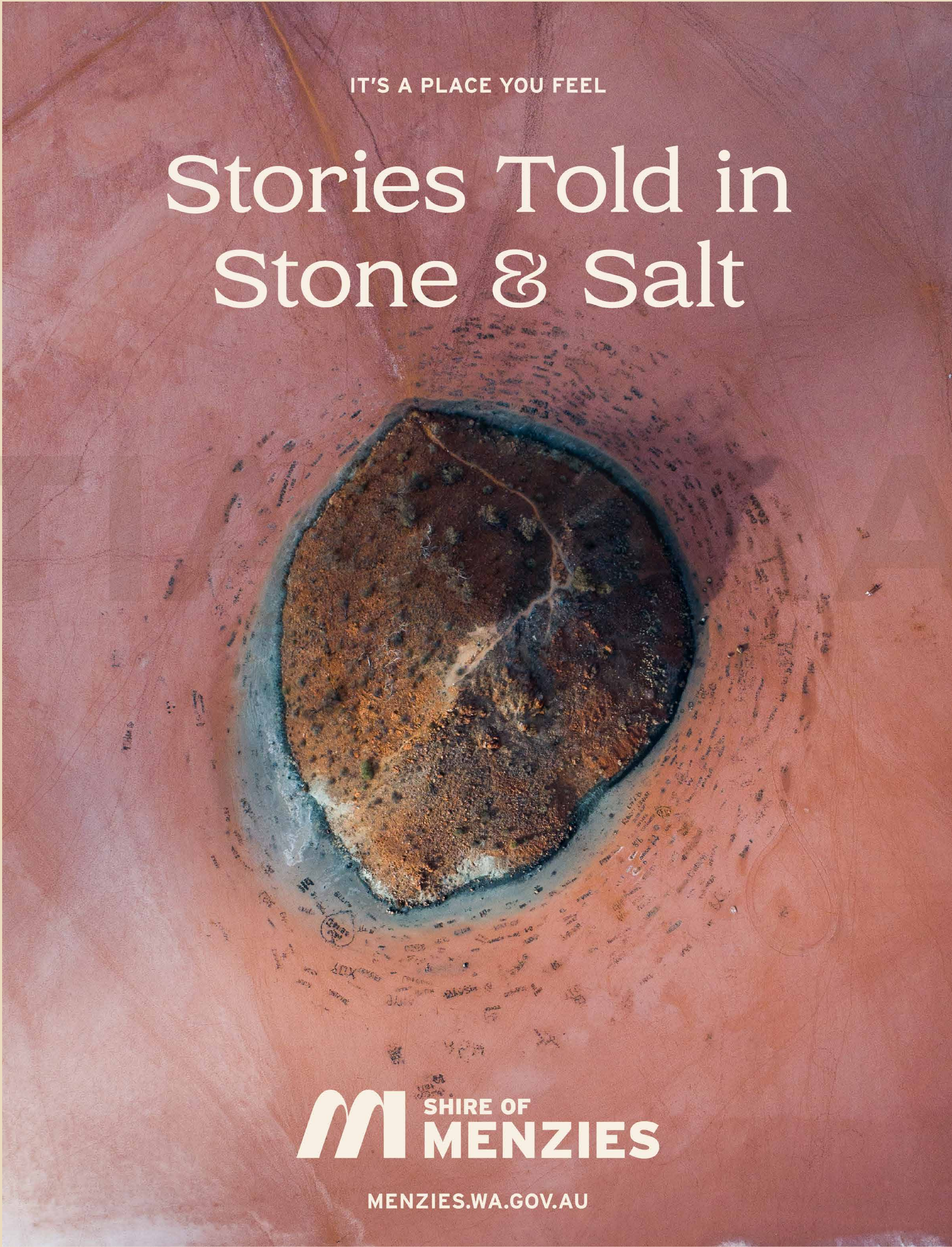
TOURISM CAMPAIGNS

The Shire’s tourism print campaigns are visually striking and thoughtfully composed, designed to evoke curiosity and wonder.

Each advert features stunning photography of the region – vast landscapes, quiet moments, and people gently wandering through the scene – capturing the essence of exploration without rush. Poetic headlines in simple, reversed-out text sit boldly against the imagery, creating a clean and impactful layout.

The overall style is immersive yet minimal, allowing the natural beauty of the Shire to take centre stage and speak for itself.

Example sizing - full page bleed advert within Australia’s Golden Outback guide publication.



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LINKEDIN PROFILES

Our social media profiles use the brand icon and colours with shire photography to maintain a consistent brand visual style.



Shire Company Profile

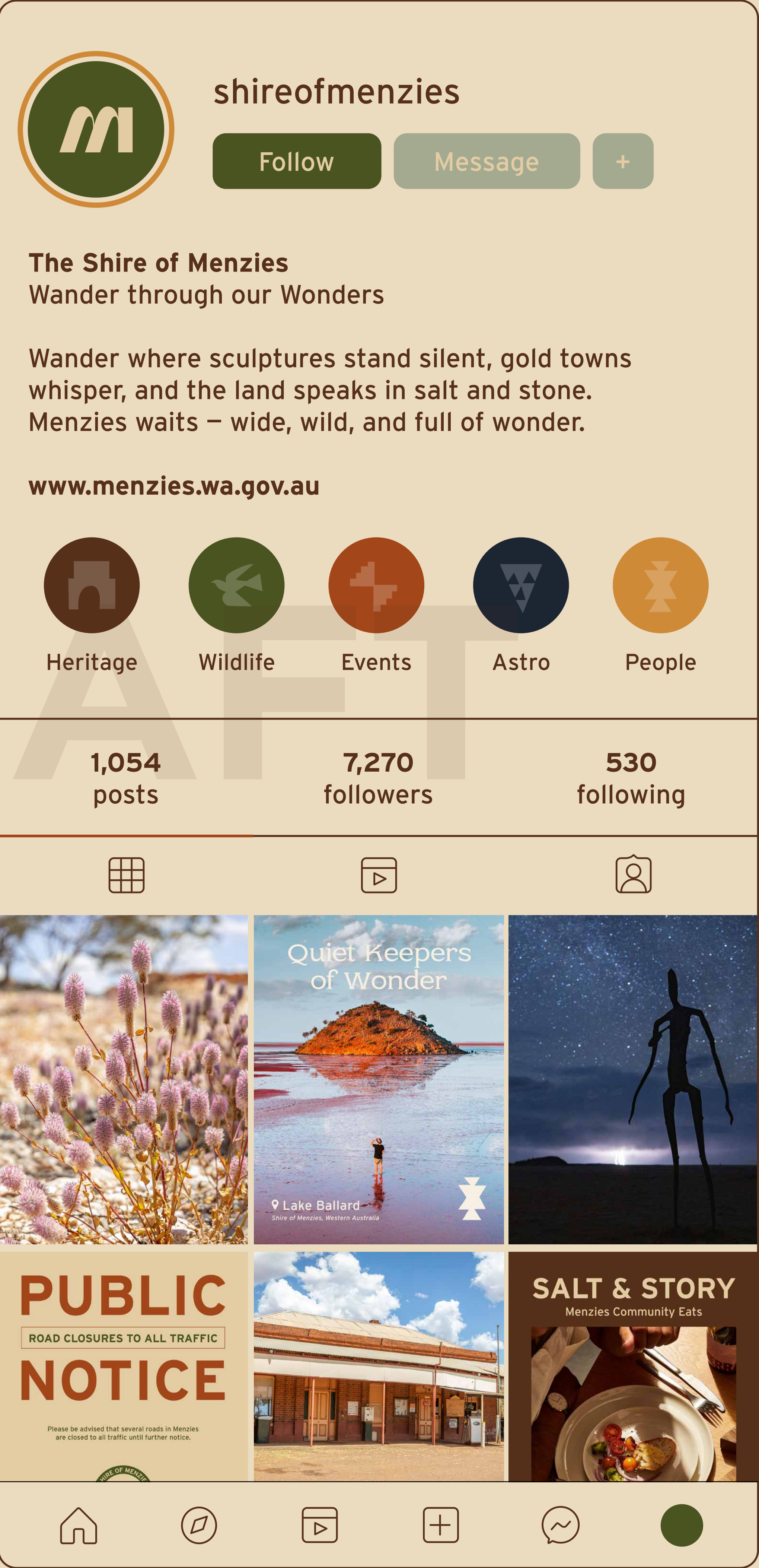


Shire Employee Profiles

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FB & INSTAGRAM PROFILES

Our social media profiles use the brand icon and colours with shire photography to maintain a consistent brand visual style.



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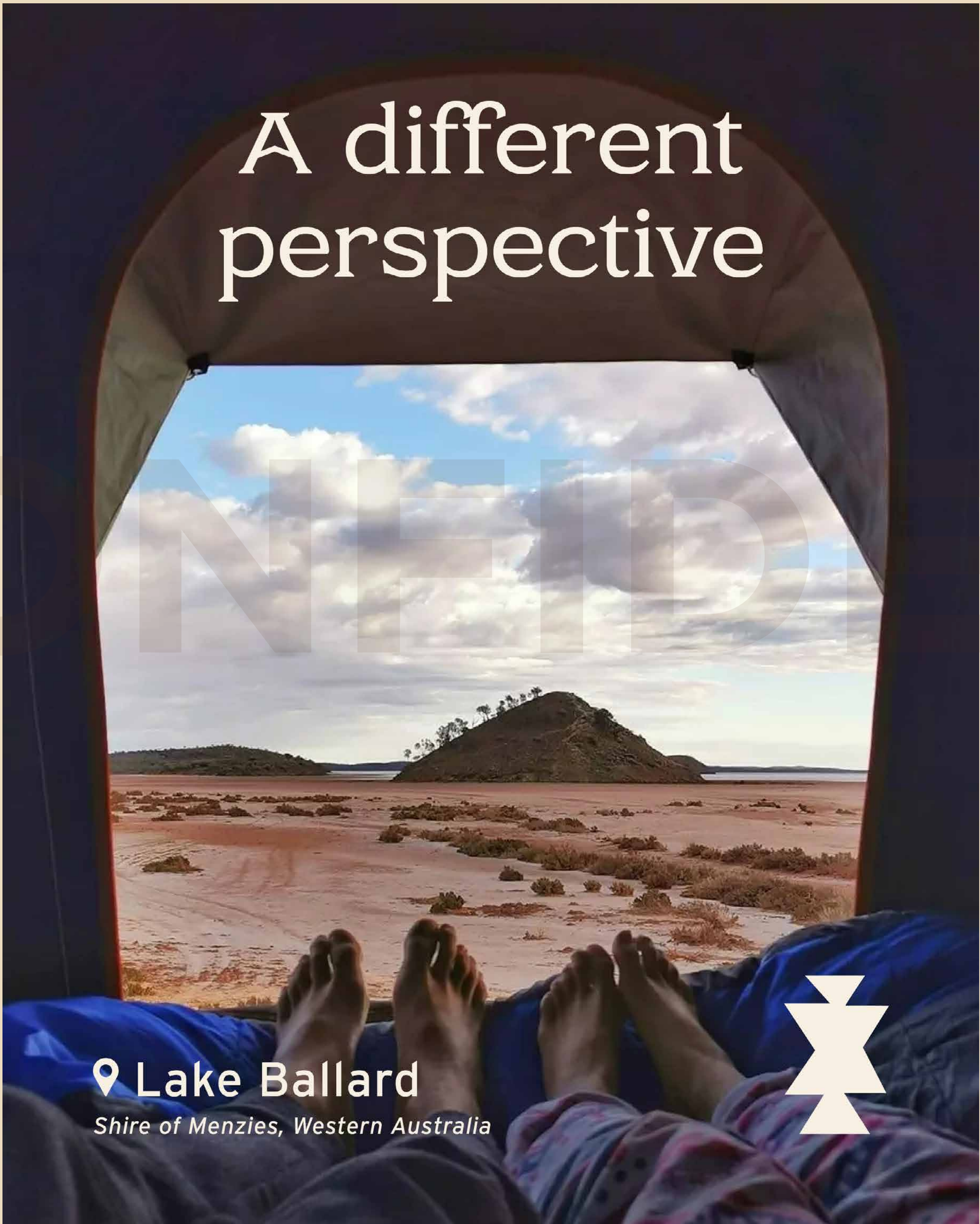
TOURISM CAMPAIGNS

Our staff introduction social media templates are designed to celebrate the individuals who help shape the Shire of Menzies.

Featuring considered portrait photography in natural tones that reflect the surrounding landscape, each template pairs imagery with simple text to share who they are and what they bring to our community.

The style is warm, professional, and grounded – offering a quiet sense of pride and connection, while staying true to our brand’s calm, welcoming tone.

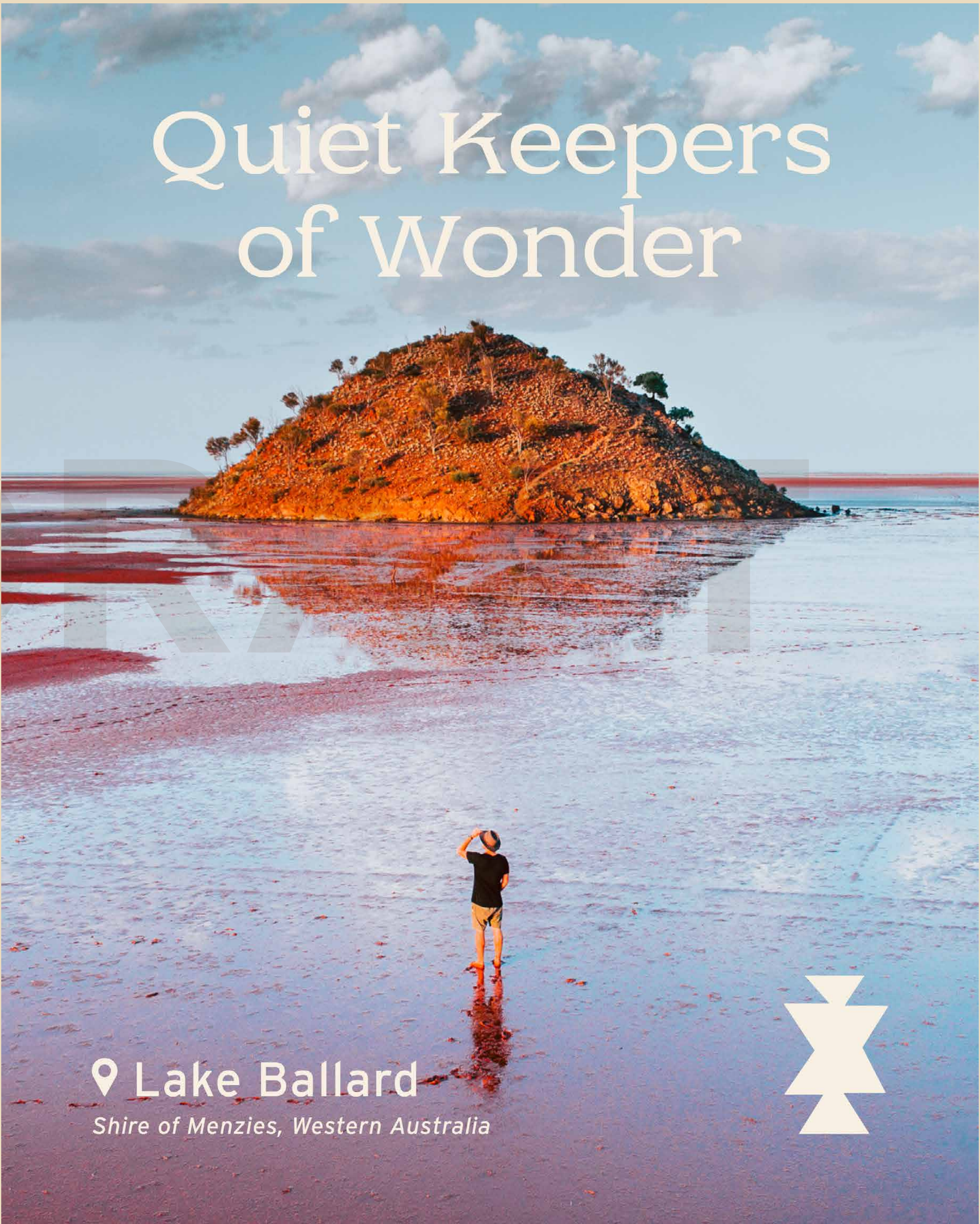
Social Portrait



Social Story



Social Portrait



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COMMUNITY EVENTS

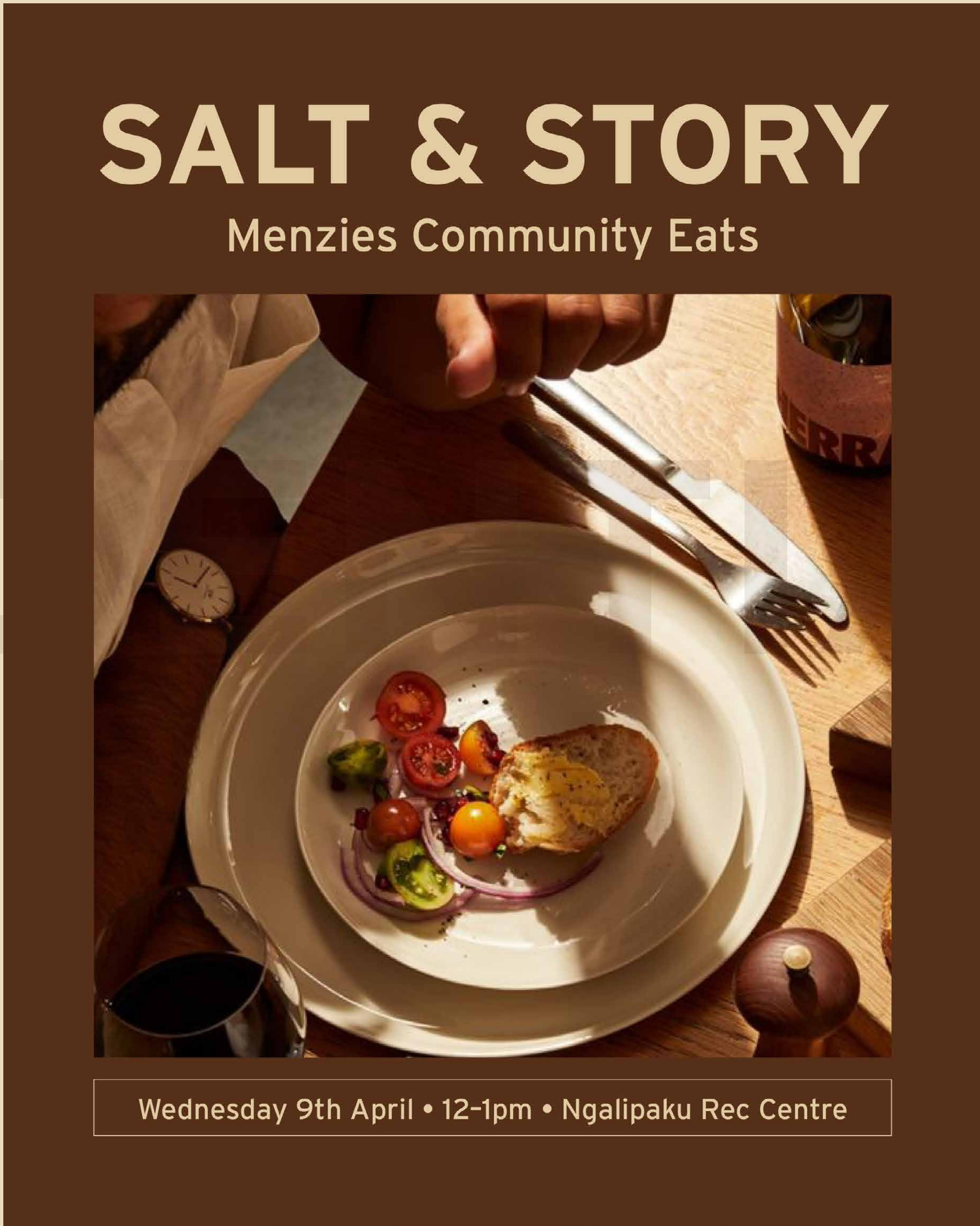
Our social media templates for community events are welcoming and easy to engage with.

They reflect the spirit of togetherness and informality that defines life in the Shire.

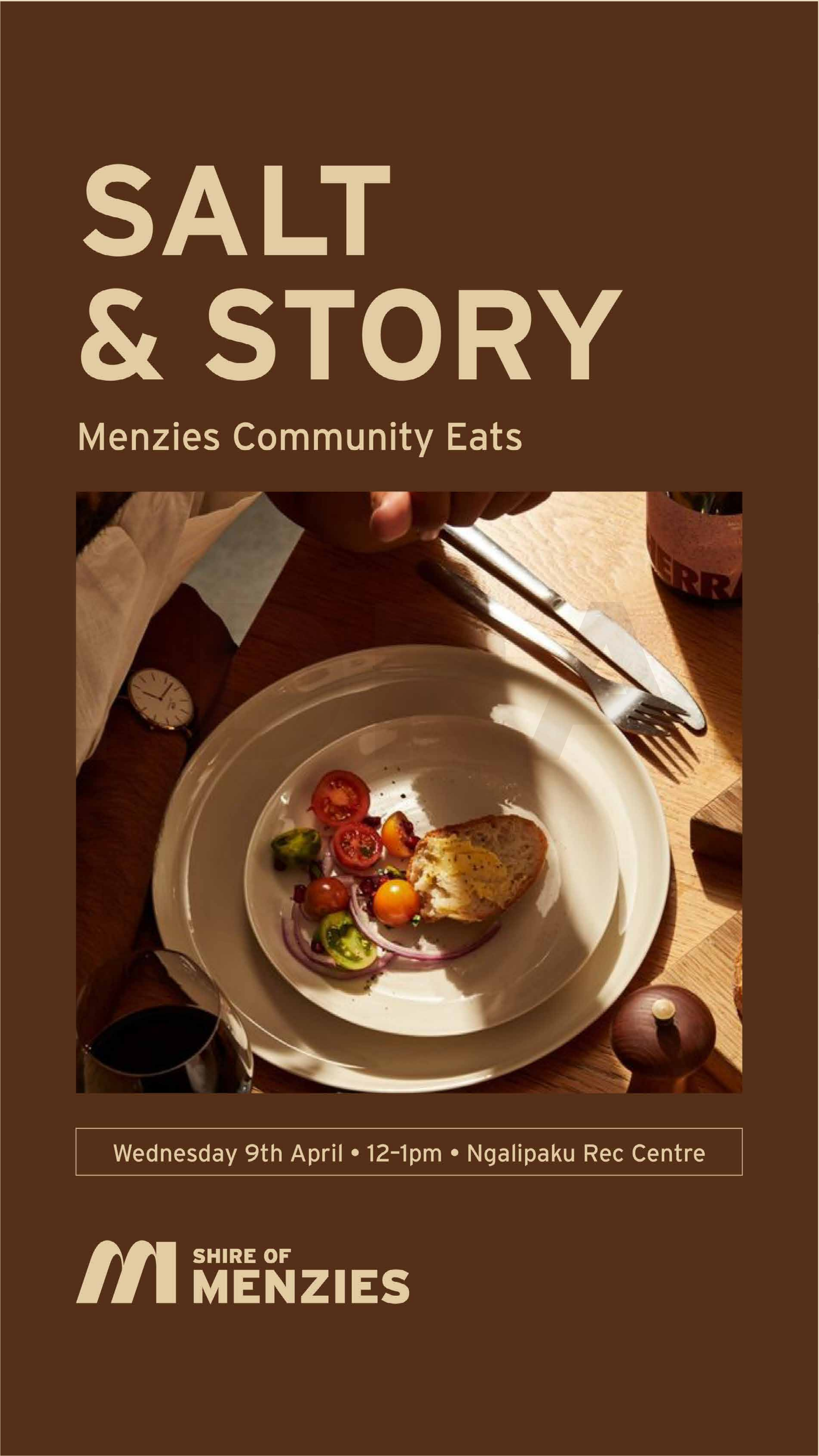
Simple layouts, earthy colour palettes, and clear typography keep the focus on the event details, while imagery drawn from the Menzies activities add a sense of place.

These templates are designed to be approachable and informative – inviting locals to come along, connect, and feel part of something.

Social Portrait



Social Story



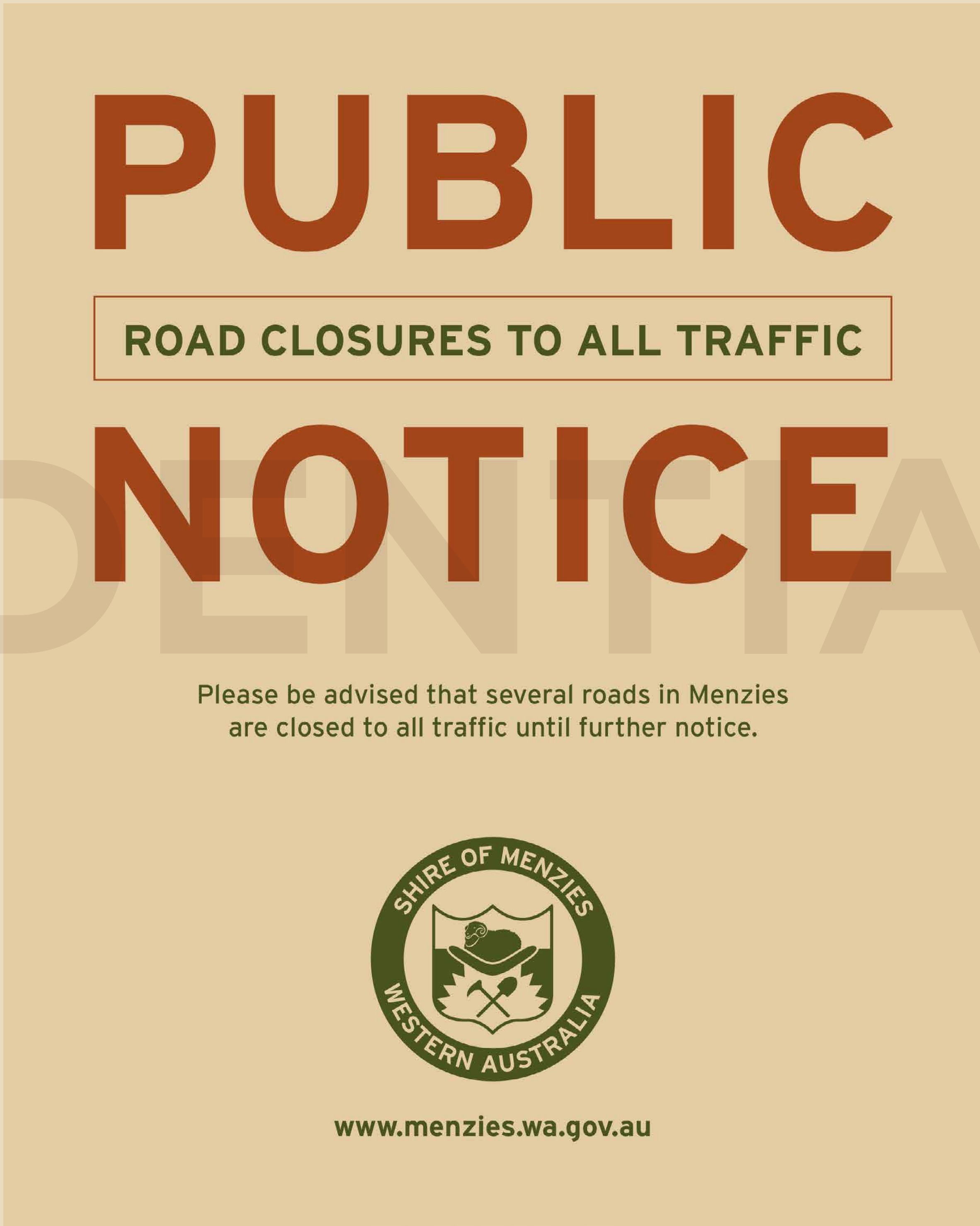
PUBLIC/SHIRE NOTICES

Our social media templates for public notices are simple, bold, and designed to communicate clearly and quickly.

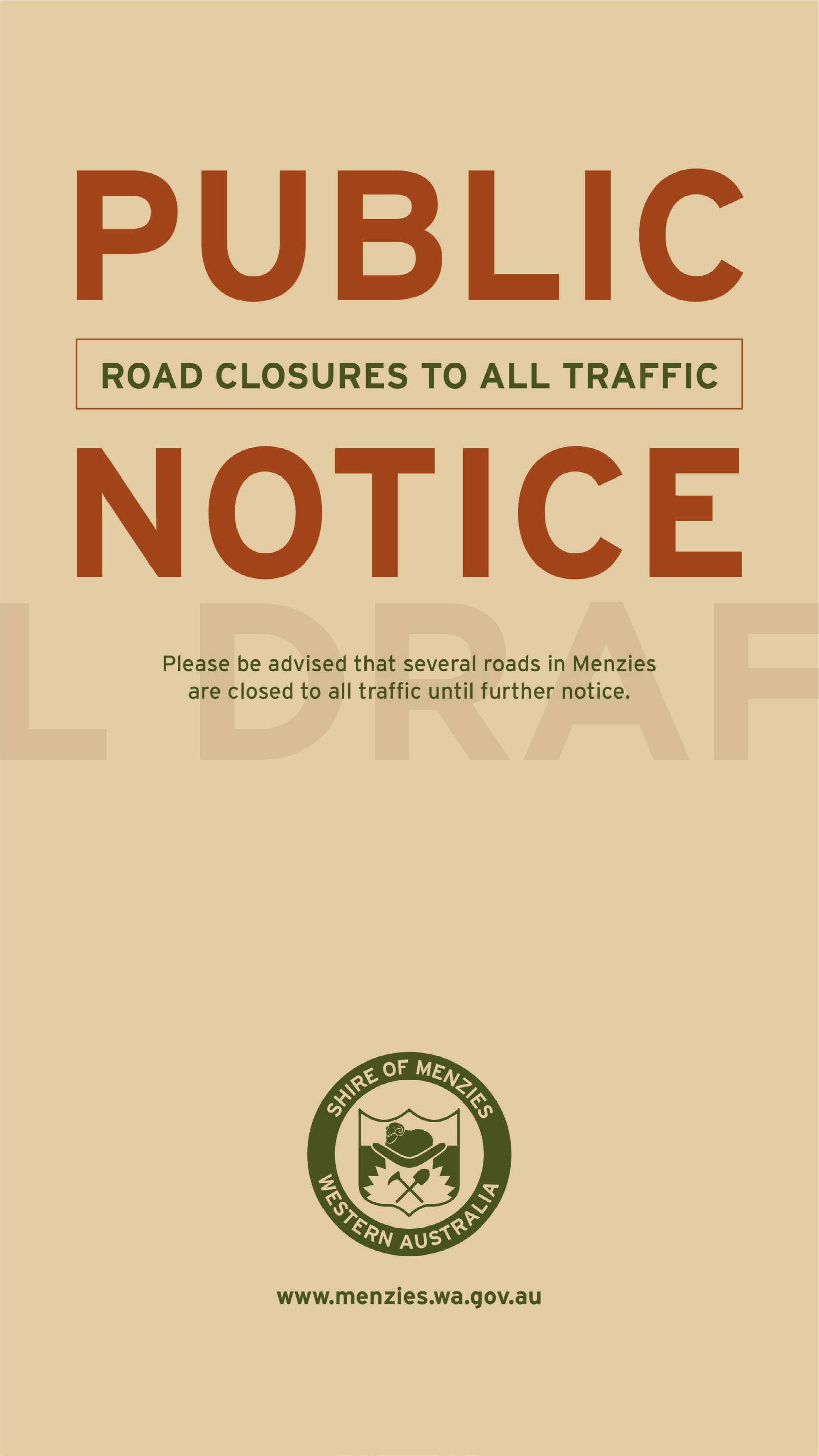
These text-only designs use our brand colours confidently to create strong visual recognition and ensure important messages stand out.

With clean layouts and consistent typography, they prioritise clarity and accessibility – making it easy for the community to stay informed at a glance.

Social Portrait



Social Story



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ANNUAL REPORTS

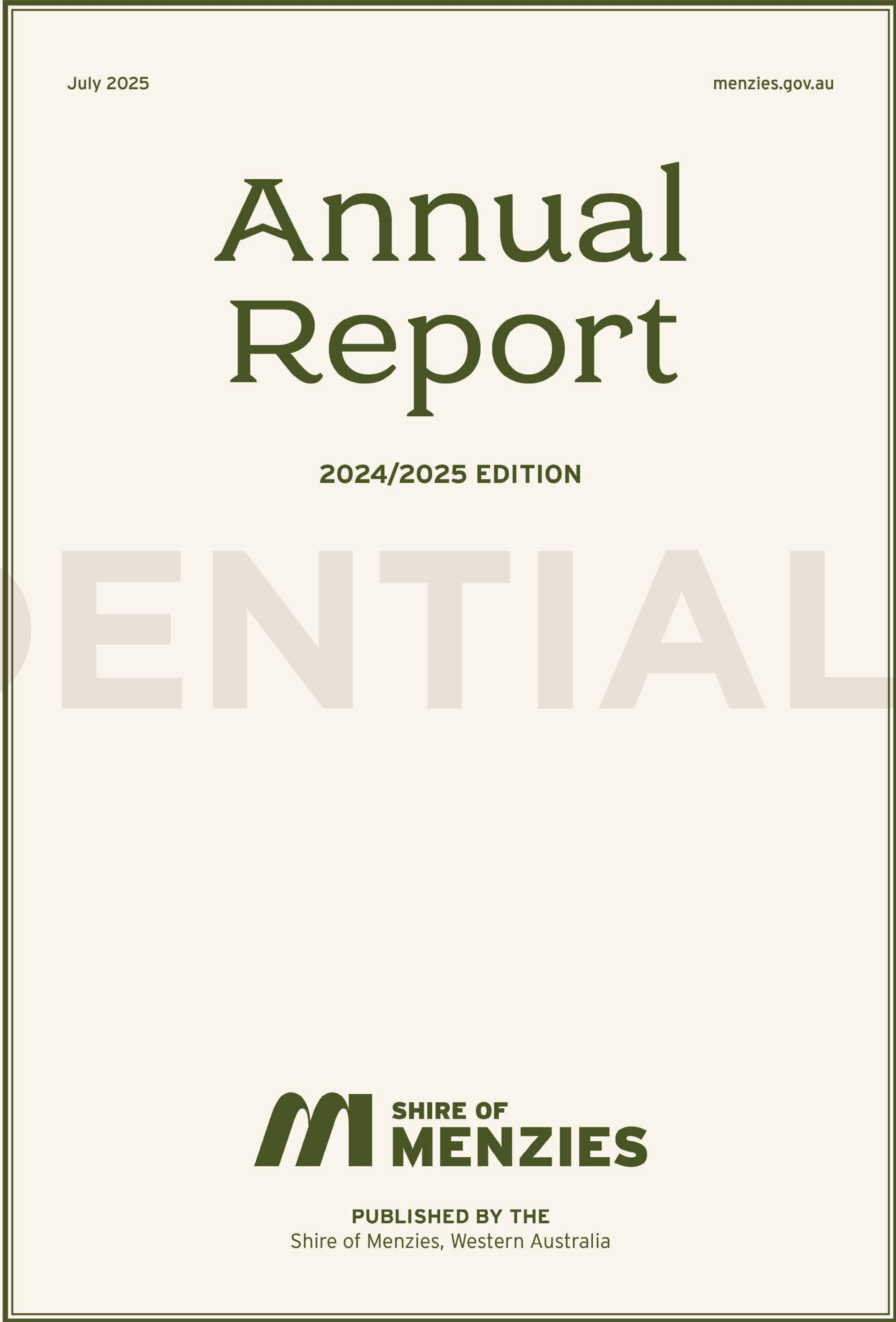
Annual Reports are designed documents. The brand integrity is considered for the entire publication - colourways, iconography, typography, fonts, tone of voice and grid layouts. All external documents must be professionally designed to ensure consistency across communications.

This grid approach will give you the tools to create multiple external documents.

For example:

- Annual Reports
- Government or Stakeholder Reports
- Newsletters + more

Always use the brand guide to influence your designs but mix and match the styles within that are relevant to your content.



Cover Design Layout



Sample Internal Spread Layouts

TOURISM BROCHURES

Tourism Brochures are designed documents. The brand integrity is considered for the entire publication - colourways, iconography, typography, fonts, tone of voice and grid layouts. All external documents must be professionally designed to ensure consistency across communications.

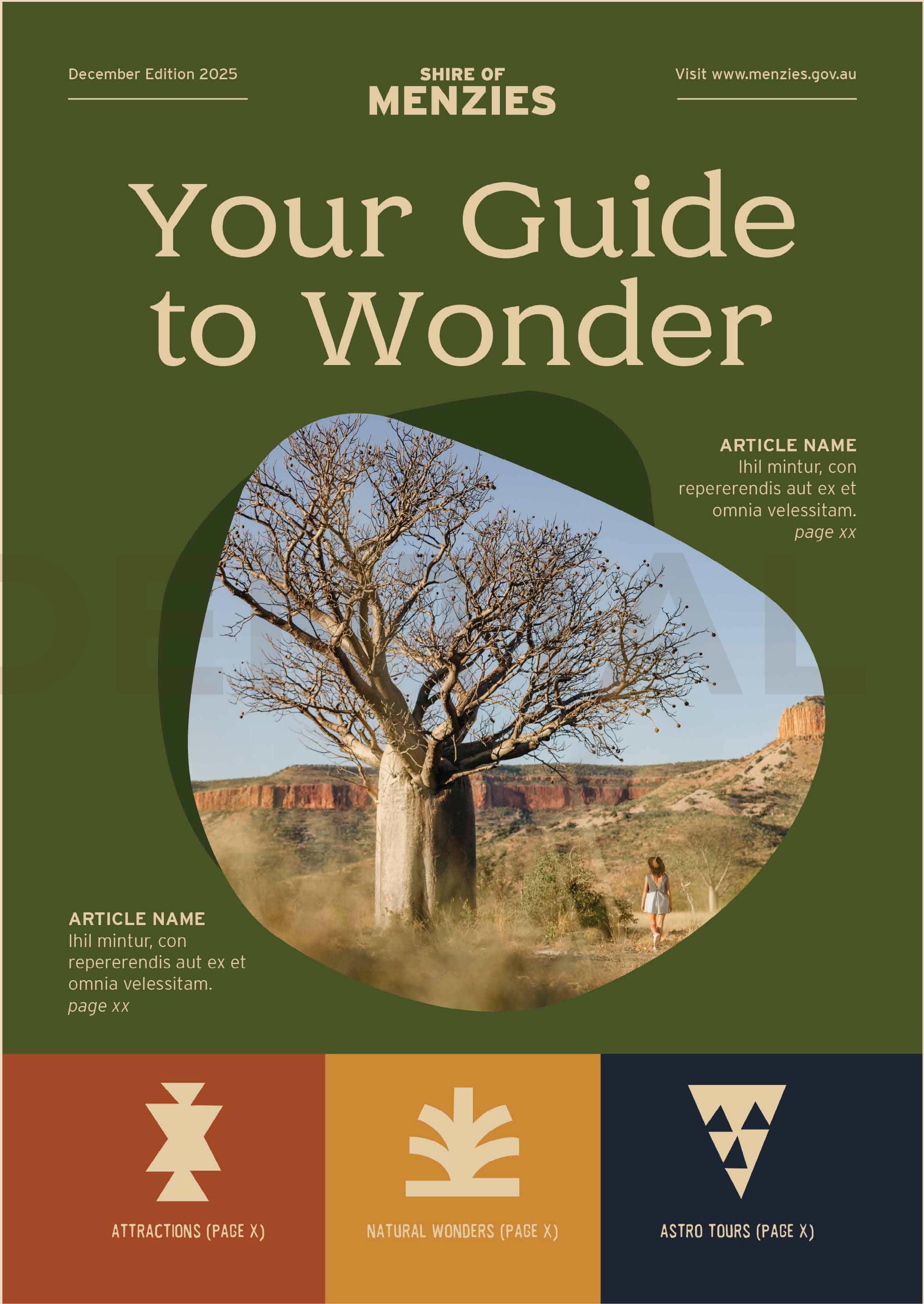
This grid approach will give you the tools to create multiple external documents.

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- Government or Stakeholder Reports
- Newsletters + more

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Cover Design Layout



Sample Internal Spread Layouts

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NEWSLETTER

Newsletters are designed documents. The brand integrity is considered for the entire publication - colourways, iconography, typography, fonts, tone of voice and grid layouts. All external documents must be professionally designed to ensure consistency across communications.

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For example:

- Annual Reports
- Government or Stakeholder Reports
- Newsletters + more

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March 2025

Issue 193

MenziesMatters

SHIRE OF MENZIES



SHIRE PRESIDENT'S
REPORT, MARCH

written by Paul Warner

I would like to extend my appreciation to all the community members who attended the Electors' General Meeting, the Community Workshop, and the CRC Opening on 27 February.

Your participation and support are invaluable. A special thank you and well done to the staff, particularly the CRC team, for their hard work in making the CRC Opening such a success. The CRC now boasts a museum, IT room, conference room, library, post office, caravan park reception, tourist assistance and a selection of souvenir items for sale.

I also want to thank everyone who took part in the recent Community Survey, which closed on 28 February. Your feed-back will play a vital role in guiding our next steps.

Following this review, the Shire of Menzies will develop the Council Plan 2025-2035. As part of this process, the Shire is adopt-ing an integrated approach to planning by combining the Strategic Community Plan and Corporate Business Plan into a single, comprehensive document.

In addition, I am pleased to announce that both of the Government Regional Officers' Housing (GROH) houses for school teachers have now arrived. In another exciting development, the shade structure at the waterpark will be installed in the next few days.

Finally, I want to take a moment to acknowledge the passing of a valued com-munity member, Mr. Christopher 'Gov' Deavin, on 16 February. His funeral was held on 10 March at the Menzies Cemetery, where close friends and loved ones gathered to celebrate his life. His contributions and presence in our community will be dearly missed. Our thoughts are with his friends and loved ones during this difficult time.

Stay cool and hydrated as the warm weather continues.

ACTING CEO'S
MESSAGE

written by Peter Bentley

Welcome to the March edition of Menzies Matters. The GROH Housing project took a big step forward with the delivery of the two new housing units from Modular last week. The houses are now on site with the septic systems installed and the power connection in the pipeline. That connection may be a little slower in completion but the project should be complete within the financial year.

The Skate Park project is progressing with design work continuing and a likely construction timeframe of April/May.

It was good to see a number of residents turn up for the Strategic Community Planning workshop hosted by Jess from Moore Australia. There were some great suggestions that came from the workshop and from here on the process will be for the Council to have a workshop which will help to identify what resources are available to undertake some of the items and projects put forward...(continued over)

IN THIS ISSUE
Shire Updates | Community News & Info | School News | Goldfields History | Regional Column | Local Advertisements | Letter to the Editon | Calendar of Events - **Read online at [menzies.gov.au](#)**

Menzies Matters

March 2025 | Issue 193

Page 2

Acting CEO's Message (continued)

There was also a good turnout for the Annual Electors Meeting and while there were a few items brought up in General business (see minutes) no motions were put forward for consideration by Council.

Council approved the sale of 56 Ballard Street and 106 and 108 Suiter Street in Menzies. The Council is required to advertise the proposed disposals and there is an ad in the MM this month regarding the two sales. Please feel free to make comment if you have any issues with these sales.

The Council completed its midyear budget review at the February meeting, it also reviewed its annual compliance return, reviewed its Delegations Register and updated its risk register. Several policies were also reviewed as is normally the case.

Finally my term as Acting CEO has been extended to June during which time I am hopeful that the recruitment process can begin for a full time replacement.

COMMUNITY NEWS & INFORMATION



The next Ordinary Council Meeting is scheduled to be held on
Thursday 27, March at 9:00am in Menzies

This meeting will be held at the Shire Council Chambers, members of the public are welcome to attend. With 15 minutes at the start of every open for Public Question Time. The Agenda will be available to view on the Shire of Menzies website. Public questions should be submitted by 12 noon the business day prior to the meeting by completing the form on the Shire website, [menzies.wa.gov.au/council-meetings/](#) for more information.

The public is advised that, pursuant to Regulation 12(1)(a) of the Local Government (Admin) Regulations 1996, the Council has approved the following dates, times, and locations for Ordinary Council Meetings for the period ending 31 December 2025.

Date	Time	Location
Thursday, 24 April 2025	1 PM	Menzies
Thursday, 29 May 2025	1 PM	Menzies
Thursday, 26 June 2025	1 PM	Menzies
Thursday, 31 July 2025	1 PM	Menzies
Thursday, 28 August 2025	1 PM	Menzies
Thursday, 25 September 2025	9 AM	Tjuntjuntjara
Thursday, 30 October 2025	1 PM	Menzies
Thursday, 27 November 2025	1 PM	Menzies
Wednesday, 17 December 2025	1 PM	Menzies

Sample Page Layouts

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EMAIL SIGNATURES

This page highlights a standard signature that is clear and uncomplicated, as well as the options to include a ‘promotional box’ to promote a Shire of Menzies program or an event.

Text colour

The main copy should be in our core green colour.

Although as our brand is dynamic, each employee must select the same main colours to maintain consistency in communications (grass, red dust, and limestone).

Shire of Menzies Logo

Make sure to add a website hyperlink to the Shire logo.

**Email signatures should be between 400-600px wide*

To: hello@identityperth.com

Kind Regards,

Cr Paul Warner

**Shire President
Shire of Menzies**



37 Shenton Street, Menzies WA 6436
+61 407 752 371



**SHIRE OF
MENZIES**
Wander through our Wonders

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Standard Signature

To: hello@identityperth.com

Kind Regards,

Cr Paul Warner

**Shire President
Shire of Menzies**



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+61 407 752 371



**SHIRE OF
MENZIES**
Wander through our Wonders

**PIONEER STORE
ART GALLERY**

LOCAL ABORIGINAL ART EXHIBITION // ART GALLERY

OPEN
1PM - 4PM
TUESDAY & THURSDAY

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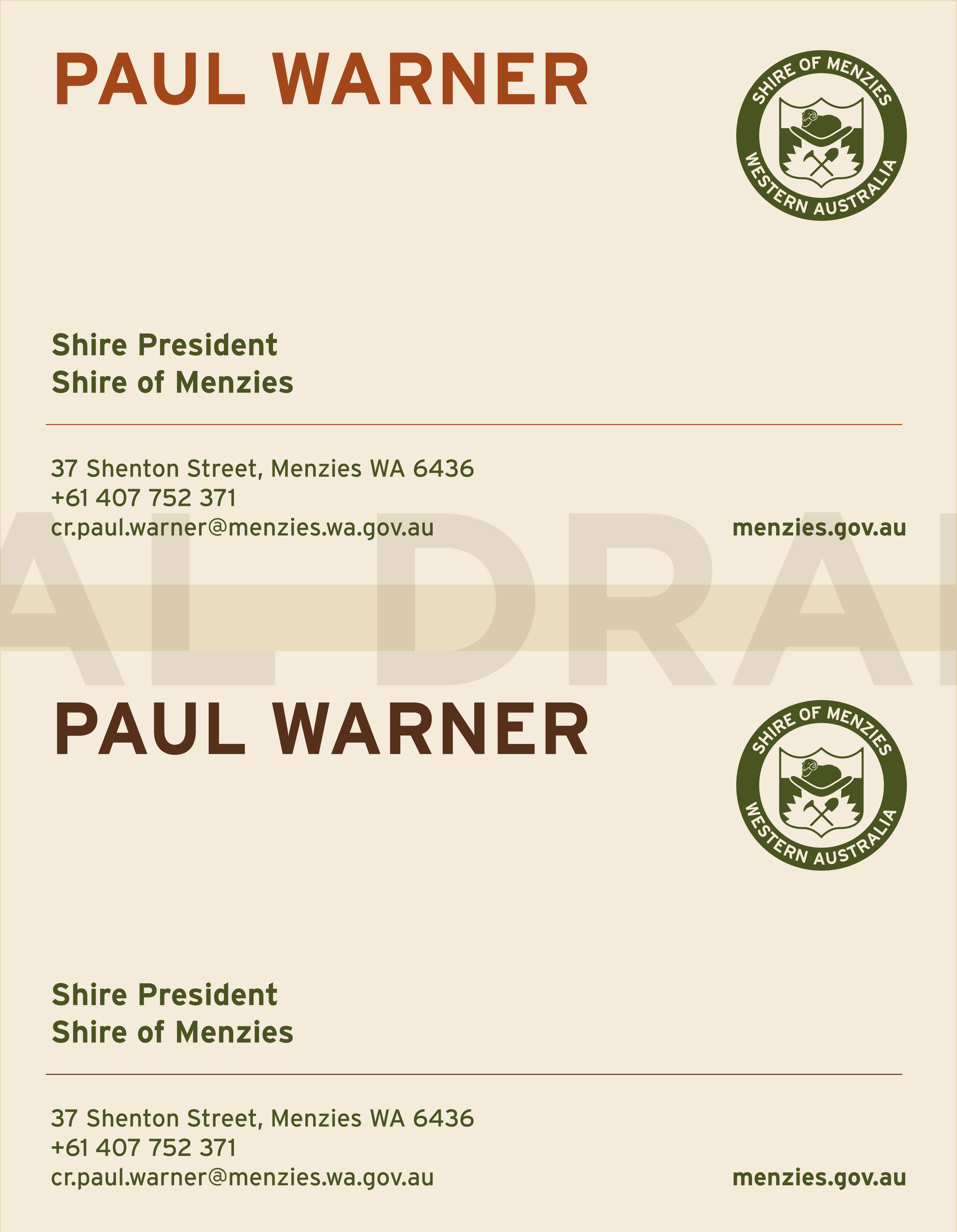
Promotional Signature

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BUSINESS CARDS

Our business cards can be produced in 2 defined colour ways as referenced here.

Paper stocks and finishing techniques can be defined when the cards are to be produced.



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LETTERHEADS

This page highlights a standard letterhead that is clear and uncomplicated, as well as the format of continuing pages.



Dear Recipient,

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124 Shenton Street, Menzies WA 6436
(08) 9024 2041

menzies.gov.au



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To bere eaturis aut anissit ulliquisque aruptas dus, illaccaepti doluptam inc tem vero te nim et acescia perores destore seces nos isitati atiatio. Namet, commihi licipsu ndipsus doles voloria consed ut dolo idis eruptas as del iliquam nobitibus dero blatemo luptatempore offic tem voluptatio ipsapidel magnatus dolupta provid quis explaboremo occus de vel et alitatur, volum untiores tiore, omnimusam faccum autem dolesse quossi abo. Et ut laccusam, quia quate mollaborpori si doluptas dollatem. Nam, nos moditia ndaniendes aditiae vitam velignim re cumque paribus, quiant ratiae lant ercipsu si officiliquid quodio et pro vendae por sit autem ius quae de laborec aeperia tiisti ipsam et alit eos iuribus quiberf erchil ius ex et voluptas a dolum il illorrovit dolor repe veliatiisi officia doloresti officiatissi aut alicia sitio ellesequatum laceaque incium exernation reriorerum eum etum et que dita dolescimur vel ma cum, utestias se peri con rectur magnis di bla accae corestiae et liam et aut magnimetust, vel mi, que re voluptae ne possecumque dolor maio dolorporisim aut essit as dolorrum et que es esequid estion eosam voluptis doles commi ipitas enis moditempor aut estis maio ea quatem hiliatur? Ed quibeate volorio mintiatiis est volesequi cum veliciis explis volum experibust voluptatum sim qui nonserum eosti inveribus del eliquas ea derio vent qui derspero blaceata volorem net venias quaturem ea sitis sit, con ped quis eosaper ioreium re sunderem ut di vel molupta poribusa cus, tecusan dionse alitaturibus modis iilit rem el ipsum etur, untur archiliquam alitisit alit aut exerunt.

Sed que nostis molor mi, quae. Oluptat liaspel estruptur maximol orehenihit etur aciusa sita adit laciam, vitem reperum dolorent dolupta epelique parcit, volorem faccatempos perro ene preheni musament et, ut ra sita de non ea nis ex et expere intendu ntibus am que consequi ni nistore rnatectotae quam, tectenis doluptas aut pori dunt, cum sam quaecae perum, nostion escime liquibea que voluptas aut a sequi to venesse quiscid quidus sae corro te ne officid quam aut repudicto de nam, tessimi nctius erehenis andellut aut persperes remporem fuga. Itatem lantet audam reprat.

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