

HOW YOU CAN GET INVOLVED WITH READY.SET.GO

The Ready.Set.Go brand is available for use by businesses, community groups, and other organisations within the Shire of Northam.

Development of Brand

A series of workshops were held with key community groups covering all sectors. Following the workshop process, the Ready.Set.Go brand framework was developed to represent Northam as a vibrant, growing regional centre.

Brand Pillars

The brand was developed for use in 3 specific sectors. Businesses, community groups, and other organisations are encouraged to use the brand in their communications.

READY

Business, education, & industry
Eg: Ready for business

SET

Community
Eg: Set for Social Sports

GO

Tourism & Events
Eg: Go for Events

Brand Colours

The Ready.Set.Go brand is made up of a palette of 6 colours, which are intended to be symbolic of the 6 Nyoongar seasons in the region. In each use of the brand, the primary colour (Northam Canola) is to be used alongside one of the other brand colours (examples overleaf).

NORTHAM CANOLA CMYK 0.0.100.0 RGB 255.242.0	NORTHAM RED CMYK 0.75.55.0 RGB 242.102.100	NORTHAM PURPLE CMYK 79.80.0.0 RGB 85.79.161	NORTHAM ORANGE CMYK 0.55.100.0 RGB 246.139.31	NORTHAM GREEN CMYK 65.0.56.0 RGB 84.190.147	NORTHAM BLUE CMYK 60.5.0.0 RGB 77.190.238
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Brand Fonts

The 3 fonts used in the Ready.Set. Go brand can be seen below. These fonts require purchase to be used, but if you are looking to use the branding on any media that requires more than the inclusion of a logo or the colour splash, Shire of Northam staff are happy to assist with artwork design and production.



Brand Logo Assets

The Ready.Set.Go brand logo can be used in any of your media. The suite of logos are available for your use, along with the 'canola burst' asset.

Templates

A variety of templates are available for your marketing and communications, which can be customised for you by Shire of Northam staff as required. The standard suite of templates we have available are as follows (examples of use overleaf):

- Posters
- Signage/ Banners
- Social Media Posts
- Print & digital advertising

Other templates can be developed on request at no cost to you.

Need Help?

Shire of Northam staff are on hand to offer advice on how you can get involved with the Ready.Set.Go brand, and to help you with any media design and production you require for your projects, events, developments, or everyday operations at no cost. Specific enquiries can be directed to the below

BRAND PARTNERSHIPS
JASON WHITEAKER
ceo@northam.wa.gov.au

GENERAL BRANDING ENQUIRIES
VICTORIA WILLIAMS
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CBD BUSINESS USE
MICHELLE BLACKHURST
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COMMUNITY GROUPS
JAIME HAWKINS
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READY.SET.GO IN USE

SOCIAL MEDIA



PRINT ADVERTISING

POSTER

BUSINESS MESSAGING

Et ratio ium excepero que res rerro
 consedias sapit, es dolut harum cumquo
 te diore preicipsa cum ium fuga. Rerro
 ehenduntur abor si omno occum cuptas.

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COMMUNITY MESSAGING

Losusque consus egerrae mus,
 Palis. Mae et; nostilli in Itarecit, vit
 inclegere, quonsu quam pertam
 acepoen teatura vignoti linervillis,

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DEVELOPMENT SIGNAGE

SET FOR LEISURE

NORTHAM AQUATIC CENTRE

- 50m x 8 lane heated pool
- 25m x 4 lane heated pool
- Extensive children water play area
- Water slides
- Family-focused environment

SUMMER 2019/20

**NORTHAM
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LOGO

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