

900mm

1200mm

The main sign design features a black background with rounded corners. At the top center is the Australian Government coat of arms. Below it, the text "Australian Government" and "BUILDING AUSTRALIA" is displayed in white, with a horizontal bar in teal, gold, and orange. To the left is the Government of Western Australia logo, and to the right is a box containing the text "Local government/ Council logo reversed". The central text "Wheatbelt Secondary Freight Network" is in large, bold, black font. Below this is a disclaimer: "The Australian Government acknowledges the traditional custodians of the land and pays respects to Elders past and present." At the bottom, a black bar contains the website "infrastructure.gov.au" in white.

Primary colour palette

Black
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
HEX/HTML # 000000

Rich Black
C 60 M 40 Y 40 K 100
R 0 G 0 B 0
HEX/HTML # 000000

White
C 0 M 0 Y 0 K 0
R 100 G 100 B 100
HEX/HTML # ffffff

Secondary colour palette

Ocean
C 100 M 10 Y 36 K 48
R 0 G 97 B 105
HEX/HTML # 006169

Teal
C 78 M 17 Y 51 K 1
R 40 G 157 B 142
HEX/HTML # 289d8e

Sandstone
C 26 M 31 Y 58 K 1
R 191 G 166 B 121
HEX/HTML # bfa679

Tangerine
C 8 M 61 Y 89 K 0
R 228 G 126 B 56
HEX/HTML # e47e38

Slate blue
C 82 M 40 Y 32 K 5
R 46 G 124 B 147
HEX/HTML # 2e7c93

Fonts

ABCabc123

Primary sans serif typeface
– Arial Black

ABCabc123

Primary sans serif typeface
– Arial Bold

ABCabc123

Primary sans serif typeface
– Arial Regular

Artwork approved by: _____

Job #: _____

Client signature: _____

Date: ____/____/____

Please sign and email this form back. Until we receive your approval, no work will commence.

IMPORTANT NOTE, PLEASE CAREFULLY CHECK SPELLING AND COLOURS USED ARE CORRECT

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