

It is important when using any of the logos within the Burdekin Shire Council (BSC) logo suite that the below guidelines are followed accurately in order to reflect the Council's corporate branding.

BSC Logo Format Variations

There are four layout options for the Burdekin Shire Council Logo.

Landscape Double Line

This is the preferred layout option. Only use other layout options shown below when this format is not suitable.



Landscape Single Line



Stacked Double Line



Stacked Single Line



Logo Size and Space

In order to maintain the impact and integrity of the logo a minimum size and clear space around the logo must be followed.

Clear Space

There must be an "n" width of clear space at all times around the logo, no matter what size the logo.

The "n" value is defined from the letter "n" in 'Burdekin'.



Minimum Size – Landscape Versions

For landscape versions of the logo a minimum size of 8mm high must be maintained.



Minimum Size – Stacked Versions

For stacked versions of the logo a minimum size of 15mm high must be maintained.



Logo Formatting

It is important that the logo is correctly formatted whenever it is used. Shown below is an example of a correctly formatted logo and several examples of incorrectly formatted logos.



- Do not change the font of 'Burdekin Shire Council'.
- The proportion of the logo cannot be altered in anyway.
- The colours used in the logos must not be altered.
- Do not give the logo drop shadows, extra gradients, bevel or any other graphic effects.
- Never place the logo over the top of random colours, background images or textures.

Coat of Arms Logo

Although the Coat of Arms logo is no longer used as Council's primary logo, it still holds significant value to the organisation. The logo is still used under special circumstances outlined below and two format variations are available for flexibility. The same clear space rules apply as the BSC Logo outlined above.

Landscape Version
Minimum size - 11mm high



Stacked Version
Minimum size – 15mm high



Coat of Arms Use

- Civic occasions (specifically involving the Mayor and/or Councillors)
- Ceremonial purposes (citizenship, naturalisation, plaques for building/facility openings etc.)
- The Shire Flag
- Mayoral Chain
- Documents signed under seal
- Historical sites where Coat of Arms already exists
- Any other occasions that holds specific cultural or historical value to the Burdekin Shire Council.

Conjunctional Applications

When having the BSC or Coat of Arms Logo displayed in conjunction with any other organisations logos the following guidelines should be followed.

Format Used

Where possible always try and match the format of all logos. This may not always be possible so it is important that the Council logo visually matches the conjunctional logo/s.



The logos should always align at the bottom.

Minimum Size

Always adhere to the minimum sizes specified for all logos being used.



Ensure that all logos being used are visually matched and balanced.



Clear Space

A clear space of 2x 'n' should be left between each logo, the dividing line will be centred in this space.



The value of "n" is derived from the letter "n" in 'Burdekin' as previously mentioned.

Dividing Line

The dividing line is always centred in the clear space between the logos.



The line should always be 1pt in thickness, should always be black in colour and should match the height of our logo.

Should you require further assistance regarding Council logo use please contact Council's Information Management Team on (07) 4783 9800.