



# Brand guidelines

## Introduction

Protect. Sustain. Enhance.

Welcome to the Burnett Mary Regional Group.

The Burnett Mary Regional Group for Natural Resource Management Ltd. (BMRG) is the peak body for natural resource management (NRM) within the Burnett Mary region. Established in 2001, we are one of 54 national, not-for-profit regional bodies providing an essential link between the community and various programs procured by Government and other funding sources.

## Our Writing - Tone & Voice

We speak to our customers, our team, and others with kindness, calmness, and confidence. We're genuine, honest, transparent, friendly, and relatable.

And while we like to have a good time, we aren't a particularly witty brand. And when we decide to have fun, it's never at the expense of others, or in bad taste.

Our marketing and advertising language should not feel like we're selling. In fact, we think there's something wrong if we feel the urge to sell. The dedication to our projects do that work for us.

We aren't afraid of using contractions. As a matter of fact, we prefer them. We like to write like people talk. We speak human.

## Brand colours

### BMRG Blue

PMS 285 C  
CMYK: C90 M47 Y0 K0  
RGB: R0 G114 B206  
HEX: #0072CE

### BMRG Green

PMS 349 C  
CMYK: C85 M3 Y91 K44  
RGB: R4 G106 B56  
HEX: #046A38

### BMRG Ochre

PMS 483 C  
CMYK: C10 M82 Y81 K63  
RGB: R101 G48 B36  
HEX: #653024

### Primary colour palette

The consistent use of colour is vital to effective brand recognition.

Our brand should always be represented in one of the colours on this page, aside from specific recommendations within this guide.

Do not use any other/unauthorised colours.

Use of the Pantone Matching System is highly recommended to ensure color consistency across any and all touchpoints. If Pantone colour matching is not available or out of budget, please take great care to match the hues above precisely.

## Typography

Roboto light | Roboto regular | Roboto medium | Roboto Bold

Roboto is free and open source: As such, neither paid licenses nor accreditation are required for use.

[Download it free from Google Fonts.](#)

Use contrast between heavy and lighter weights to communicate relevant importance

### ACCEPTABLE ALTERNATIVES

Roboto should be used for every brand execution. In rare circumstances, however, we recognize it is not realistic to use custom fonts. In which case, system default sans-serif fonts should be used: Helvetica and Arial, respectively.

## Brand logo



## Logo guidelines

### Primary Lockup

The brand logo identifies the Burnett Regional Group brand as a whole. Use this logo to represent individual locations and operations.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

### Lockup Assembly

When our icon and wordmark are assembled together, the height of our wordmark can be used to determine the ratio and relationship between the two elements.

A version of the logo without the strapline can be used when required at a smaller scale.

20mm or  
50px



### Primary Lockup minimum size

This version without the strapline is intended for extremely small sizes.

The minimum height is 20mm for print applications and 50px for digital applications.



### Vertical Lockup

Designed specifically to be vertically efficient, the horizontal lockup is a perfect fit for taller areas, and areas where a centered lockup would fit better.

While we generally prefer the full horizontal logo, there are no specific restrictions that would prevent this version from use.

40mm or  
100px



### Vertical Lockup minimum size

This version is not intended for extremely small sizes.

The minimum height is 40mm for print applications and 100px for digital applications.



### Icon-Only Lockup

When subtlety is desired, the BMRG icon can be used in place of a full brand logo lockup.

When this mark is used, ensure that our brand name is visible near or in relationship with the icon. For example, an espresso cup bearing the icon design on the inside of the cup should have a hang tag or box which displays our brand name legibly. This will help reinforce brand recognition.

20mm or  
50px



### Icon-Only Lockup minimum size

At small sizes, ensure the line weight is legible and that the negative spaces do not close.

The minimum height is 20mm for print and 50px for digital applications.

### Special Color Usage

When the icon is used as a standalone element, it will accommodate any acceptable combination of our colors.



### Wordmark Lockup

When space is at an ultimate premium, the BMRG wordmark can be used in place of a full brand logo lockup.

This logo is designed for small spaces and imprints that are infamous for legibility issues, like small engravings or silkscreen imprints.

This is also the only authorized method of presenting the icon as a solid shape instead of the outlined version.

10mm or  
18px



### Wordmark Lockup minimum size

This wordmark is designed for extra small spaces.

The minimum height is 10mm for print and 18px for digital applications.