

Welcome to the updated Greater Dandenong masterbrand, endorsed by Council on Monday 26 May 2025.

Our new Brand Guidelines are underway and will be available in July 2025.
The Brand Guidelines will provide the rules and resources for staff and external
suppliers to bring the Greater Dandenong logo and visual identity to life.



Our Logo

The Greater Dandenong logo is available in four colourways to ensure easy reproduction across all applications. Always ensure the logo is reproduced from the master artwork files.

Full colour

The full colour version of the logo should only be presented on a white background.

Single colour blue and black

Single colour blue and black works best when:

- Council is to be acknowledged alongside sub-brands or in co-branding situations.
- Where the colour version clashes with the design of an application or when colour reproduction is not possible.
- On a pale coloured background or images. In this situation, care must be taken to ensure sufficient contrast (AA) between the logo and the background.

White reverse

The white reverse version of the logo can be used when the legibility of the colour logo is compromised.

The reverse version of the logo can be used on darker coloured backgrounds or images. Care must be taken to ensure sufficient contrast (AA) between the logo and the background.

Full colour



White



Blue



Black



Colour Palette

The Greater Dandenong colour palette is inspired by the diversity of the community it represents. It's a mixture of vibrant and darker tones creating a highly versatile collection of colours to bring content of to life.

As we have such a large range of colours to choose from, it's important to put colour schemes together with restraint and intent.

When presenting collateral, a complementary colour pairing can be selected from the colour palette. The selected colour scheme should always complement the accompanying photo or subject matter.

Colours can be used as block backgrounds, as well as for headings and infographics. When using multiple colours, care must be taken to ensure sufficient contrast.

It's important when considering colour pairings, that the contrast requirements for accessibility are met (minimum AA rated).

We need to make sure we are using them consistently at all times, so please reference the values included.

										
HEX	863B8F	E83182	D70926	F7A400	9B7C5E	5AB031	00ABAA	007FC8	002C4D	696D6F
RGB	134, 59, 143	232, 49, 130	215, 9, 38	247, 164, 0	155, 124, 94	90, 176, 49	0, 171, 170	0, 127, 200	0, 44, 77	105, 109, 111
CMYK	58, 87, 0, 0	0, 90, 9, 0	2, 100, 85, 6	0, 41, 100, 0	17, 36, 52, 38	68, 0, 100, 0	81, 0, 39, 0	100, 31, 0, 0	100, 57, 12, 66	30, 20, 19, 58
PMS	7442	7424	186	137	7504	369	326	3005	540	424
										
HEX	602376	B0036A	AE1022	EF7D00	866243	007D34	007179	005795	26358C	484D52
RGB	96, 35, 118	176, 3, 106	174, 16, 34	239, 125, 0	134, 98, 67	0, 125, 52	0, 113, 121	0, 87, 149	38, 53, 140	72, 77, 82
CMYK	74, 99, 5, 11	18, 100, 6, 18	7, 100, 82, 26	0, 60, 100, 0	17, 44, 62, 49	89, 0, 96, 30	97, 9, 39, 34	100, 53, 4, 19	100, 89, 0, 0	41, 28, 22, 70
PMS	2613	234	187	151	7505	7732	322	301	Reflex Blue	7540
										
HEX	B079B3	F089B1	E9500E	FDC84A	D3B37D	9FC63B	6AC2BF	77CBEA	2C55A2	BOAAA4
RGB	176, 121, 179	240, 137, 177	233, 80, 14	253, 200, 74	211, 179, 125	159, 198, 59	106, 194, 191	119, 203, 234	44, 85, 162	176, 170, 164
CMYK	36, 60, 0, 0	0, 59, 5, 0	0, 79, 100, 0	0, 24, 78, 0	8, 23, 52, 15	46, 0, 90, 0	59, 0, 30, 0	54, 0, 6, 0	90, 68, 0, 0	11, 13, 16, 32
PMS	7440	204	1665	142	466	375	3258	305	2728	Warm Gray 5
										
HEX	000000	FFFFFF								
RGB	0, 0, 0	255, 255, 255								
CMYK	0, 0, 0, 100	0, 0, 0, 0								