

FIELD (BRAND) GUIDELINES

Your Guide to all things Murchison.

Logos, Colours, Usage, Narrative, Strategy and so much more!



VERSION 1.0

DEVELOPED BY IDENTITY PERTH

NOVEMBER 2025

IT'S IN OUR NATURE

VAST LAND, DEEPER STORIES

VERBAL IDENTITY

DEFINITION

The words we use, and the stories we tell, create an impression in people's minds about The Murchison Shire. We must choose our words with care, and aim for consistency in our messaging and our tone. What we say, and how we say it: **that's our verbal identity.**

LET'S INTRODUCE OURSELVES

We believe great things happen when people feel a genuine connection — to place, to purpose, and to each other.

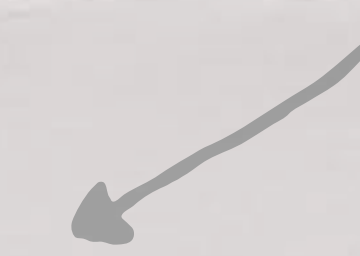
Here in the Murchison, connection isn't a convenience — it's a way of life. It's forged through open skies, shared stories, and the kind of community that shows up when it counts.

We move forward together with grit, with generosity, and with a quiet pride in the land that sustains us. This place isn't defined by boundaries on a map, but by the people who breathe life into it every day.

So this is our welcome — to travellers, to thinkers, to doers. Come and see what happens when you follow the road a little further. When you stop, take a breath, and see the world not as it was, but as it could be.

Out here, you'll find something real. Because in Murchison, connection comes naturally.

*out here, you'll
find something real.*



OUR BELIEF

We believe the most lasting connections aren’t rushed, they’re built over time, through shared experiences, honest conversations, and a deep respect for the land beneath our feet.

OUR VISION

We see a future where communities thrive through genuine connection, where people and ideas come together to shape a legacy grounded in care, courage, and collective purpose.

OUR PURPOSE

We’re here to create moments that draw people in – to each other, to the stories of this place, and to the quiet sense of nature that surrounds us every day.

THE ESSENCE OF MURCHISON

We need to be consistent in how we describe Murchison. On socials, within proposals, in conversations with media and collaborators, everywhere.

That doesn't mean memorising one description by rote. But we do ask that you review and understand our story. And when relevant, feel free to cut and paste it.

FULL LENGTH (97 WORDS)

Out here, there's no town, but there's a heartbeat. A community of people who live with purpose, connected by land, sky, and story. In Murchison, things don't just happen around us, they happen because of us. From station stays to stargazing, science to tourism, it's our way of life that brings this place to life.

We don't just live in nature, we live for it. We work with it, protect it, and share it. It shapes who we are and how we move forward, together. It's in our hands, in our stories, and always, in our nature.

CONCISE (28 WORDS)

In Murchison, connection runs deep to land, to people, to purpose. What happens here isn't by chance. It's in our hands, our stories, and always, in our nature.

Nice. short and to the point!



IT'S IN OUR NATURE

For years, Murchison has been defined by what it isn't — no town, no shops, no crowds. But we've always known that what is here runs far deeper.

This is a place shaped by people who work with the land, not against it. Who protect what's precious, share what's special, and welcome those willing to venture a little further.

That's why we're introducing a new message: **"It's in Our Nature."**

It speaks to more than just the landscape — though the land is unforgettable. It speaks to the character of the people, the rhythm of life, and the spirit that drives everything we do.

This isn't just about what happens here, it's about why it happens. Because in Murchison, it's not by accident. It's by nature — our nature.

More than a tagline, it's a reflection of who we are and how we move forward — with care, with connection, and always with country in mind.

character and rhythm of life

IT'S IN OUR
NATURE

VAST LAND,
DEEPER STORIES

THE MIDDLE OF
EVERYTHING

FOLLOW THE
SKIES FURTHER

HOW WE COMMUNICATE

We speak with warmth, clarity, and respect, inviting people in, not talking over them.

Our tone is down-to-earth and thoughtful, shaped by the rhythm of the land and the people who live here. We aim to make every message feel like a conversation – open, honest, and easy to follow. Whether we’re sharing a story, giving directions, or welcoming visitors, our words reflect the spirit of Murchison: calm, curious, and quietly confident.

calm, curious and quietly confident

CLEAR

Make things clear and simple to open up the conversation with more people.

Choose simple expressions over complex ones:

in addition to › **and**

in order to › to utilise › **use**

Avoid jargon unless you’re sure your audience understands it

Aim for sentences no longer than 15 - 20 words

Break up long paragraphs into bite-sized pieces

CONFIDENT

We don’t claim to know everything, but we’re passionate and confident about what we believe in.

Cut words that make us sound unsure, or swap them out for something definitive:

could › **will**

has potential to › **promises to**

Avoid fence-sitting:

Advocate for meaningful communication by stating opinions clearly and confidently

ENGAGING

We’re not one of those aloof local governments. We’re all about connecting with clients on a personal level.

Instead of always focusing on the technical details of what we’ve done, explain how people will benefit

For maximum impact, focus on real-life stories from individuals

Use ‘you’, ‘we’, and ‘I’, and contractions like ‘you’re’, ‘we’re’, and ‘doesn’t’



VISUAL IDENTITY

DEFINITION

Our visual identity assets consist of our logo, icon, colour, imagery, video, graphics, diagram and drawing styles, patterns, motion graphics and type. The way in which these assets are used together enables people to become familiar with who we are. When we combine our verbal and visual identity, we call this **our brand identity**.



BRAND TAGLINE

The Murchison Shire brand tagline 'Ancient land under brilliant skies' remains in top-level branded communications (i.e existing website usage, social media profiles, signage, reports and official documents).



murchisonshire
Ancient land under brilliant skies



murchisonshire
Ancient land under brilliant skies

TOURISM TAGLINE

In order for the brand toursim narrative to be reinforced, a logo and tourism tagline lockup has been developed. As you progress through this guide, the usage will become more evident.

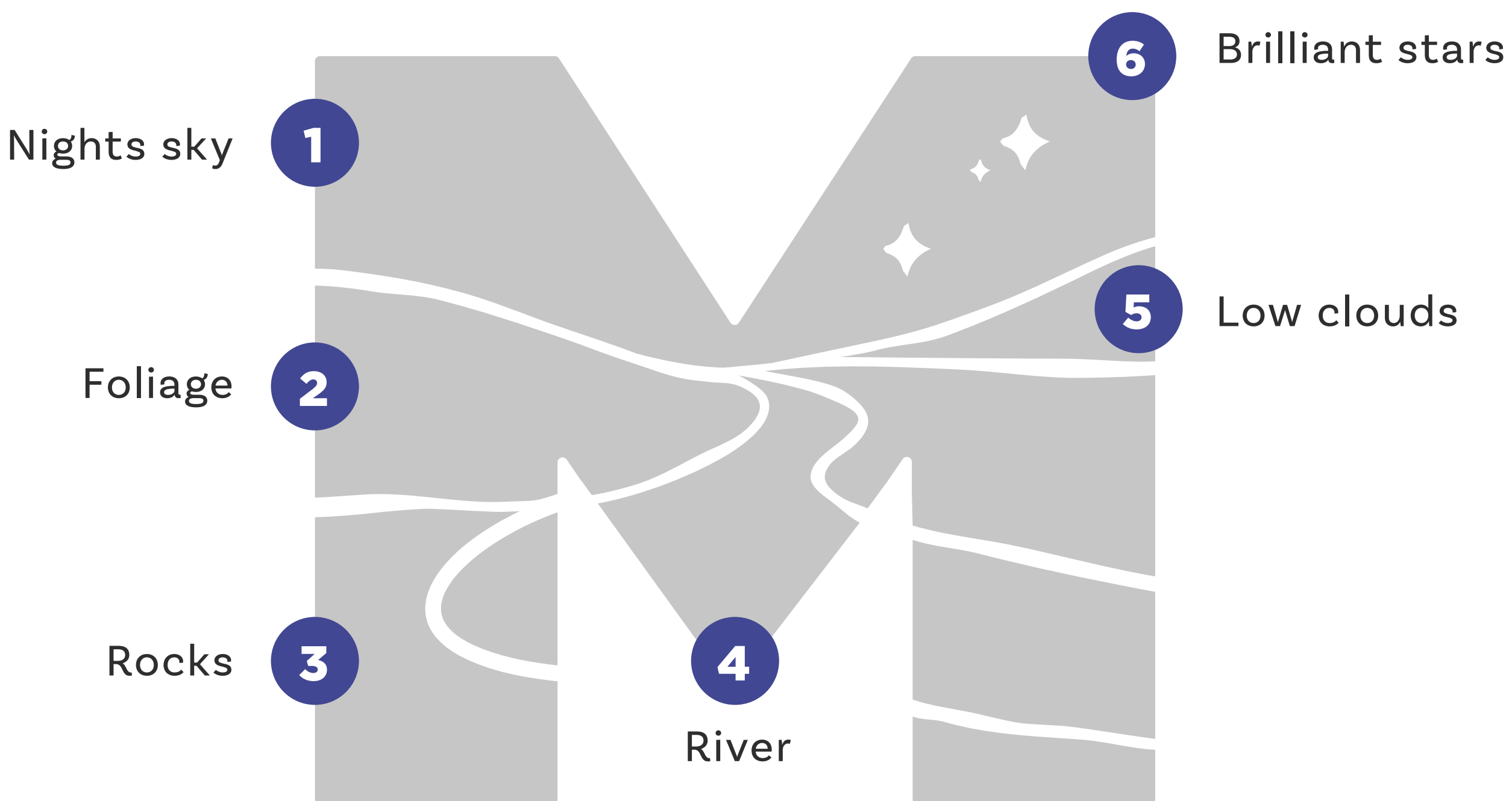
This special circumstance logo and tagline will allow the Murchison Shire's tourism efforts to stand on it's own outside 'geo-tourism' initiatives.



murchisonshire
IT'S IN OUR NATURE



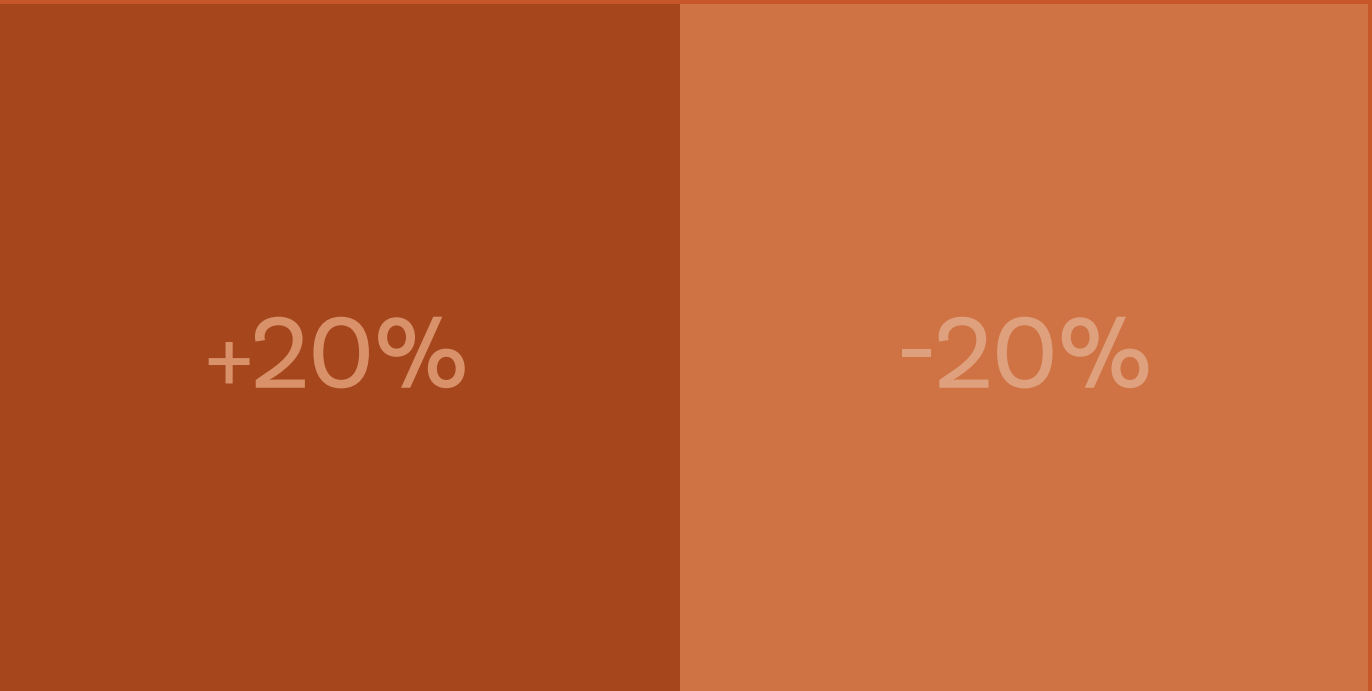
murchisonshire
IT'S IN OUR NATURE





Pantone 661 C
C89 M85 Y9 K1
R64 G70 B145
#404591

NIGHT SKY

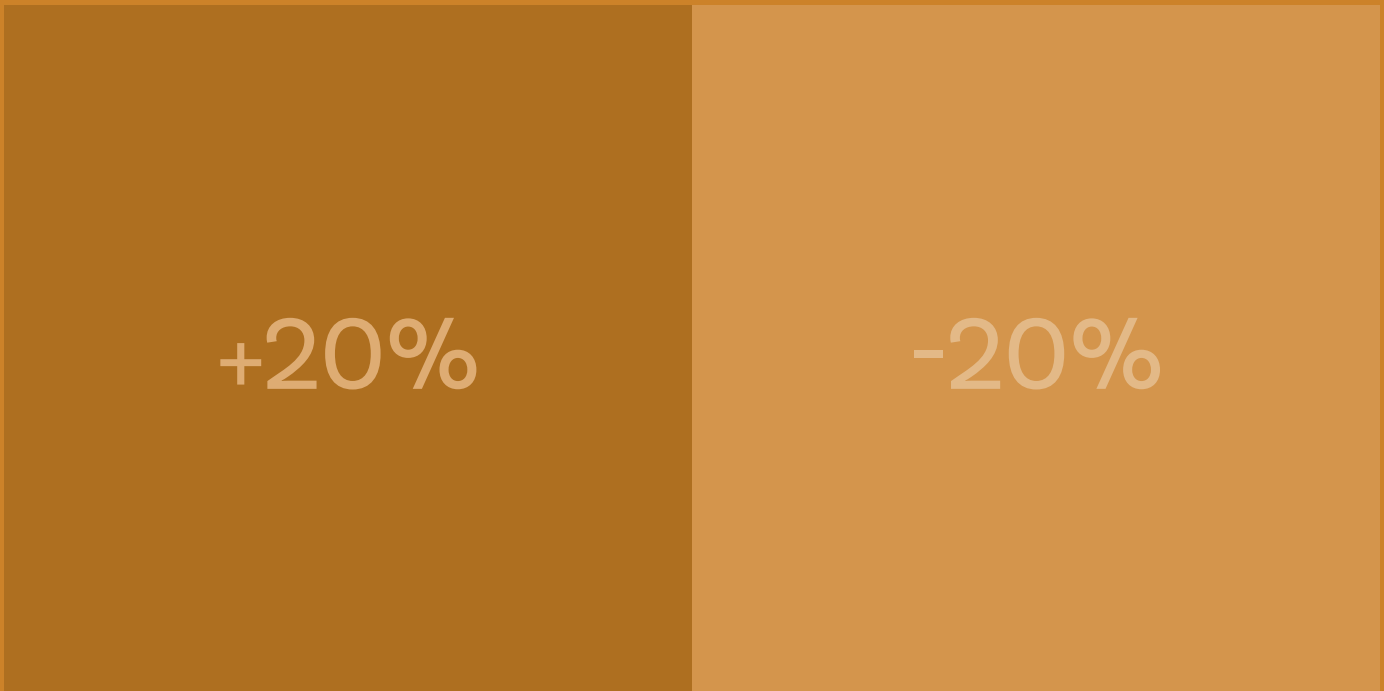


Pantone 718 C
C17 M79 Y100 K5
R198 G85 B40
#c65528

ROCKS

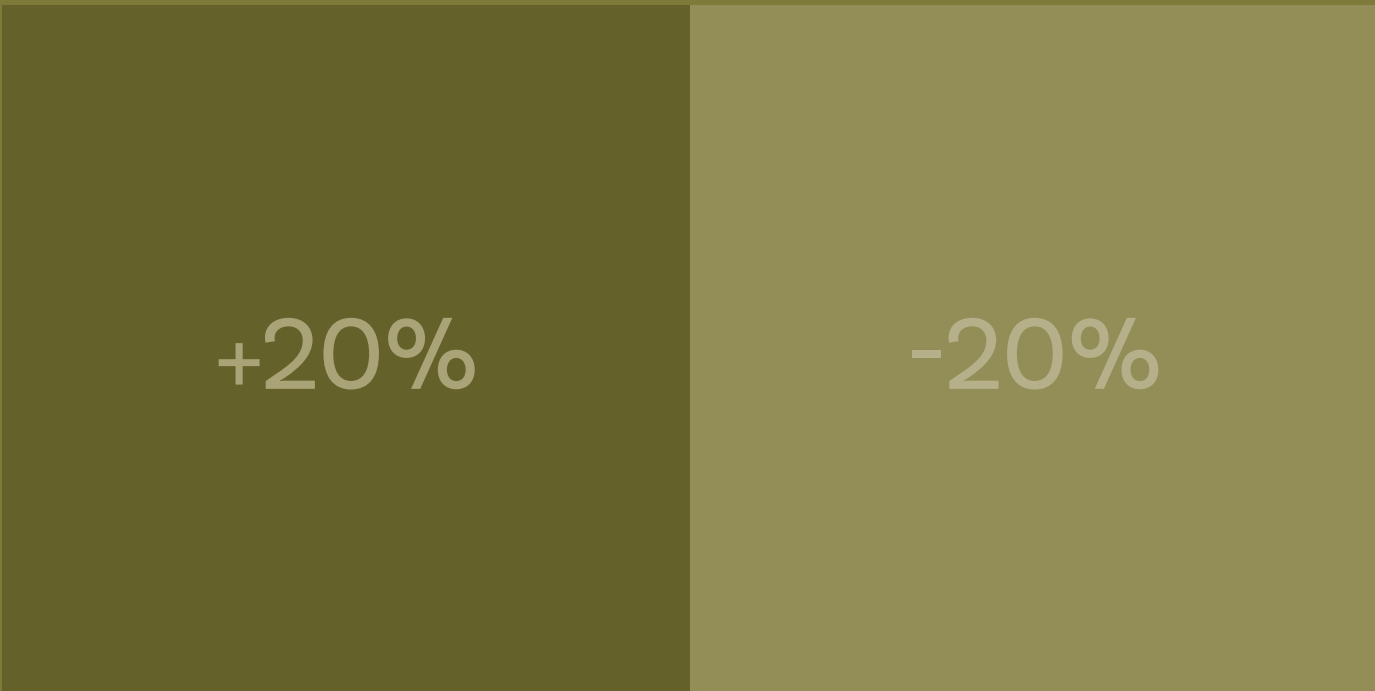
RIVER

Pantone 145 C
C18 M45 Y100 K3
R203 G129 B41
#cb8129



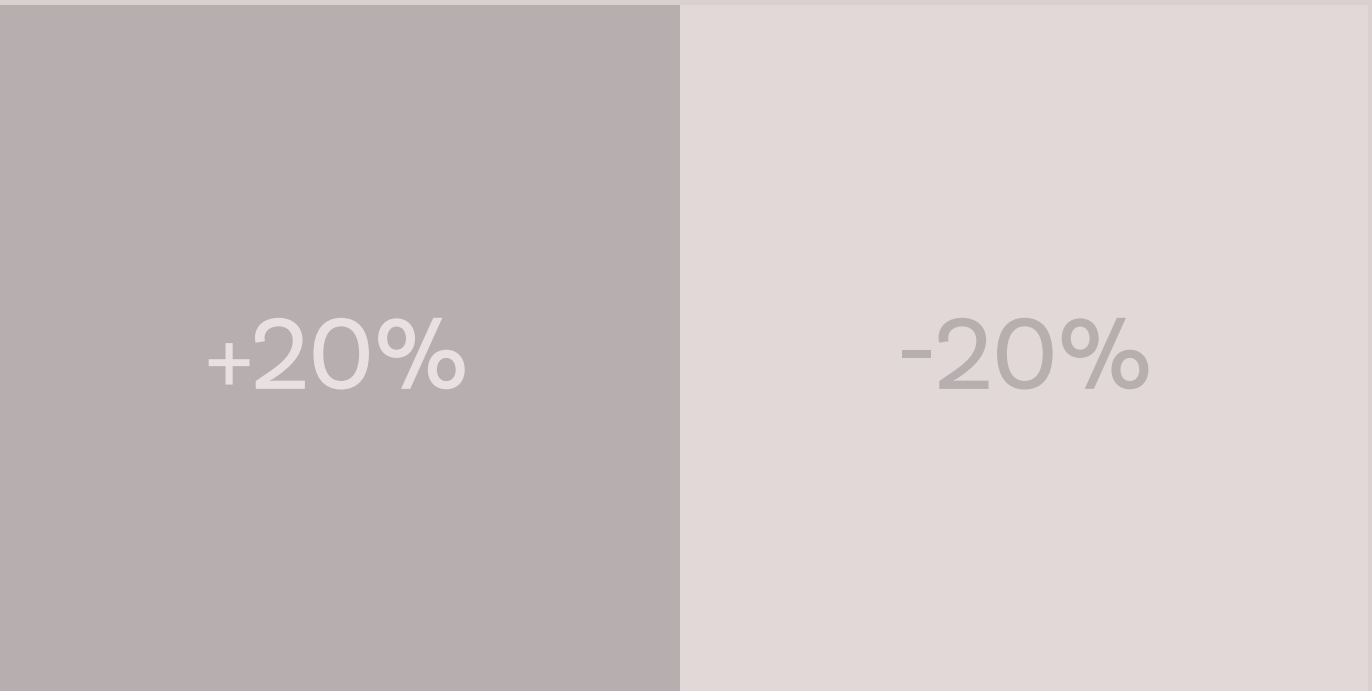
FOLIAGE

Pantone 385 C
C47 M38 Y91 K20
R126 G121 B57
#7e793



CLOUDS

Pantone 434 C
C13 M16 Y13 K0
R219 G207 B207
#dbcfcf



BRAND AND TOURISM HEADLINES

DREAMBOAT

BODY COPY TEXT

Basic Sans - Regular - que conse net et aut voloresed quam comnihi
cturibe rumqui dolessit ma ide nonsequam quatio quas conserio.
Rehenis aut eriosaerem. Ex elestrum et andem. Nem alignim perat.

Anis derspiendus in rest inctatu sdandebisque nusti corem quunt.

Tatur solorpore nusam voluptae corumen impelitae sam aut volupta
quibus nieni commo tem natus, cullabo ruptatur, quis dipsapel et des
pa dolor modis essitiunde ne velesti re ne sequate mporepe repudis
ut maio evenet vel molecatia valorit etur, quuntio te velecat est
arcipsustio dit hillupt aquidus maio et ulpa net atio.

SECONDARY HEADLINE TEXT & SUBHEADINGS

BASIC SANS BOLD

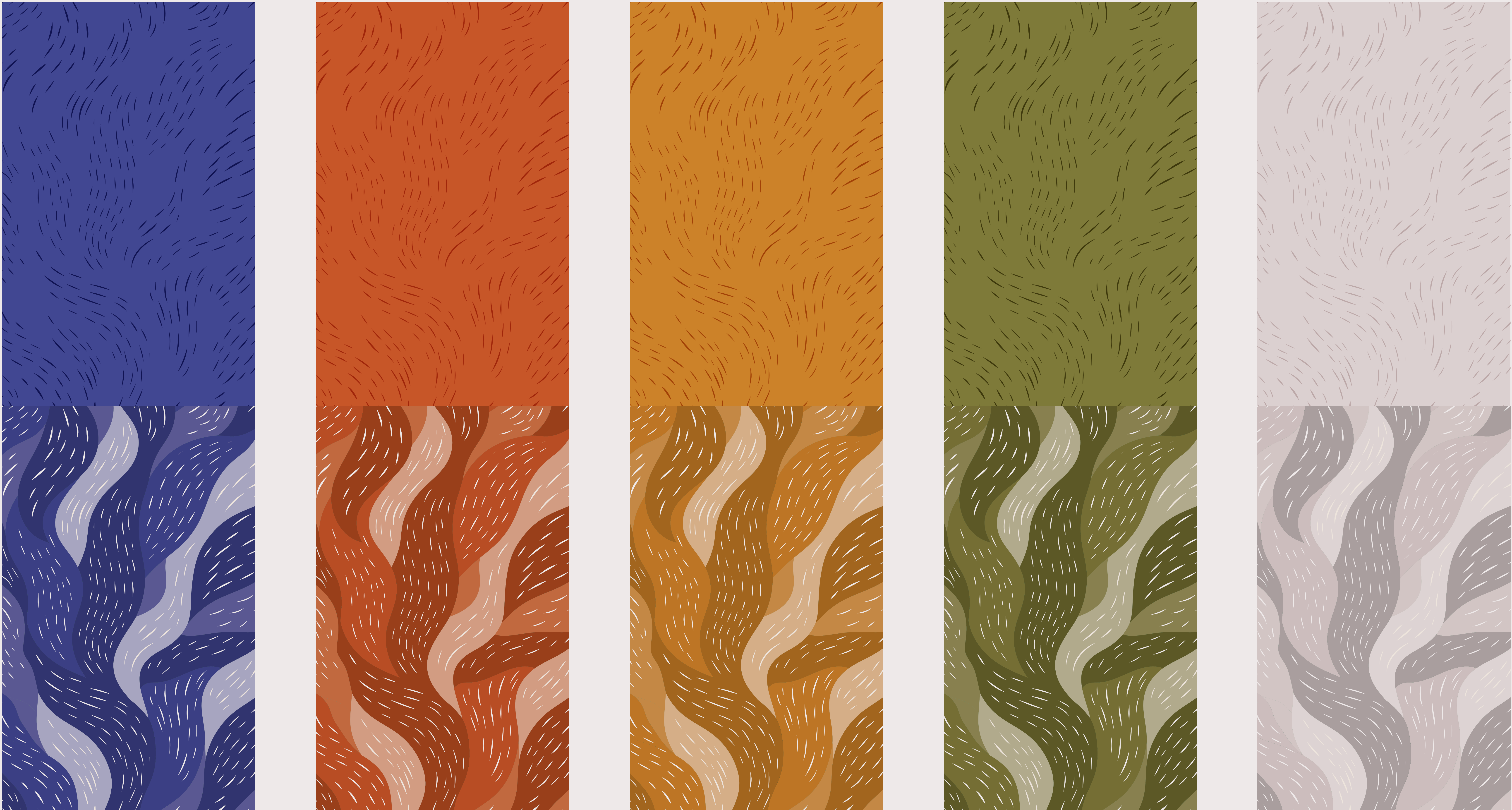
SPECIALTY TEXT

Aescudos Script AND Belmonte Cursive

PASTORAL PATTERN

These patterns are to be featured in branded tourism applications (i.e posters, signage, social media and merchandise).

They are abstract in nature and evoke a sense of the pastoral growth that Murchison is known for.



USING OUR LOGOS

CLEAR SPACE

The clear space defines the absolute minimum amount of white space around the logo.

The clear space surrounding the logo must be 100% the scale of the ‘X’ height and width as defined in this diagram.

MINIMUM SIZE

As a rule, the logo should never appear at a width less than 150 pixels or 40mm wide to ensure legibility and identification.

The logo is measured from the edge of the landmark ‘M’ to the hard edge of the ‘Murchison’ text.



CO-BADGING EXAMPLE A

This lockup is comprised of the primary Murchison logo and a supported company or partner logo.



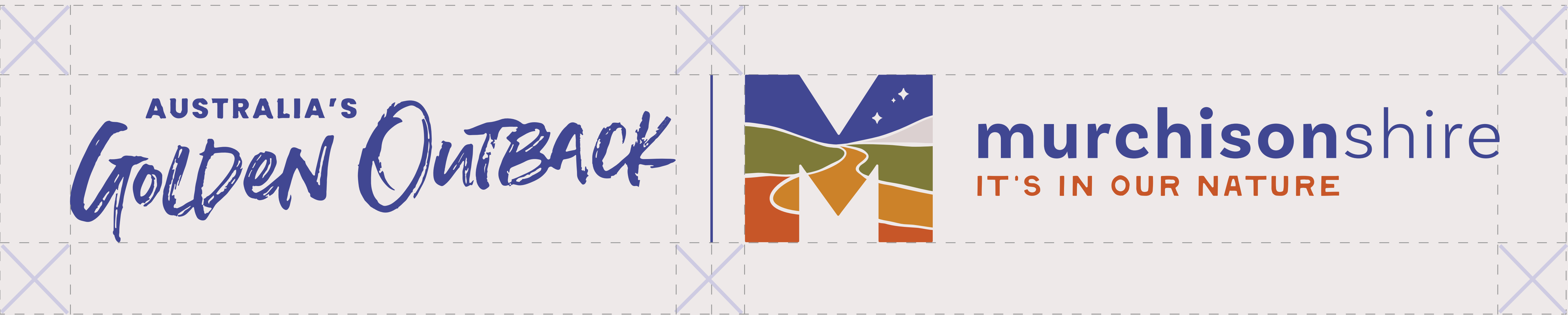
CO-BADGING EXAMPLE B

This lockup is comprised of the primary logo, State Government Crest and Tourism Western Australia logo.



CO-BADGING EXAMPLE C

This lockup is comprised of the primary logo, and a tourism partner logo.



PARTNERSHIPS,
COLLABORATIONS AND
SPONSORSHIPS

A series of logos have been produced to define the Murchison Shire brand usage within partnerships or collaborations.

These logos must be used with the same considerations of the clear space and minimum size of the primary logos and co-badging lockups as defined earlier on page 26.



Sponsoring logo

Sponsored by
murchisonshire
IT'S IN OUR NATURE



Supporting logo

Supported by
murchisonshire
IT'S IN OUR NATURE



Supported by
murchisonshire
IT'S IN OUR NATURE

Logo lockup example

PHOTOGRAPHIC IDENTITY

DEFINITION

We have multiple categories of photography for our brand, each with its own purpose. Together, these images tell a rich story about who we are, what we do, and who we do it for. When we combine our visual and image identity, we call this **our photographic identity**.

FACES OF MURCHISON

This portrait style is considered and quietly confident. While more posed than candid, it’s never stiff or formal. Each image is carefully composed to reflect the individual’s presence and personality, with a natural ease that feels true to them.



NATURE OF MURCHISON

Photography should feel natural and unposed — like glimpses into real life. Candid, textured, and rich with character, these shots reflect the rhythm of the region. Think more like film photography or travel journaling than polished campaigns. It’s about capturing how it feels to be here, not just what it looks like.

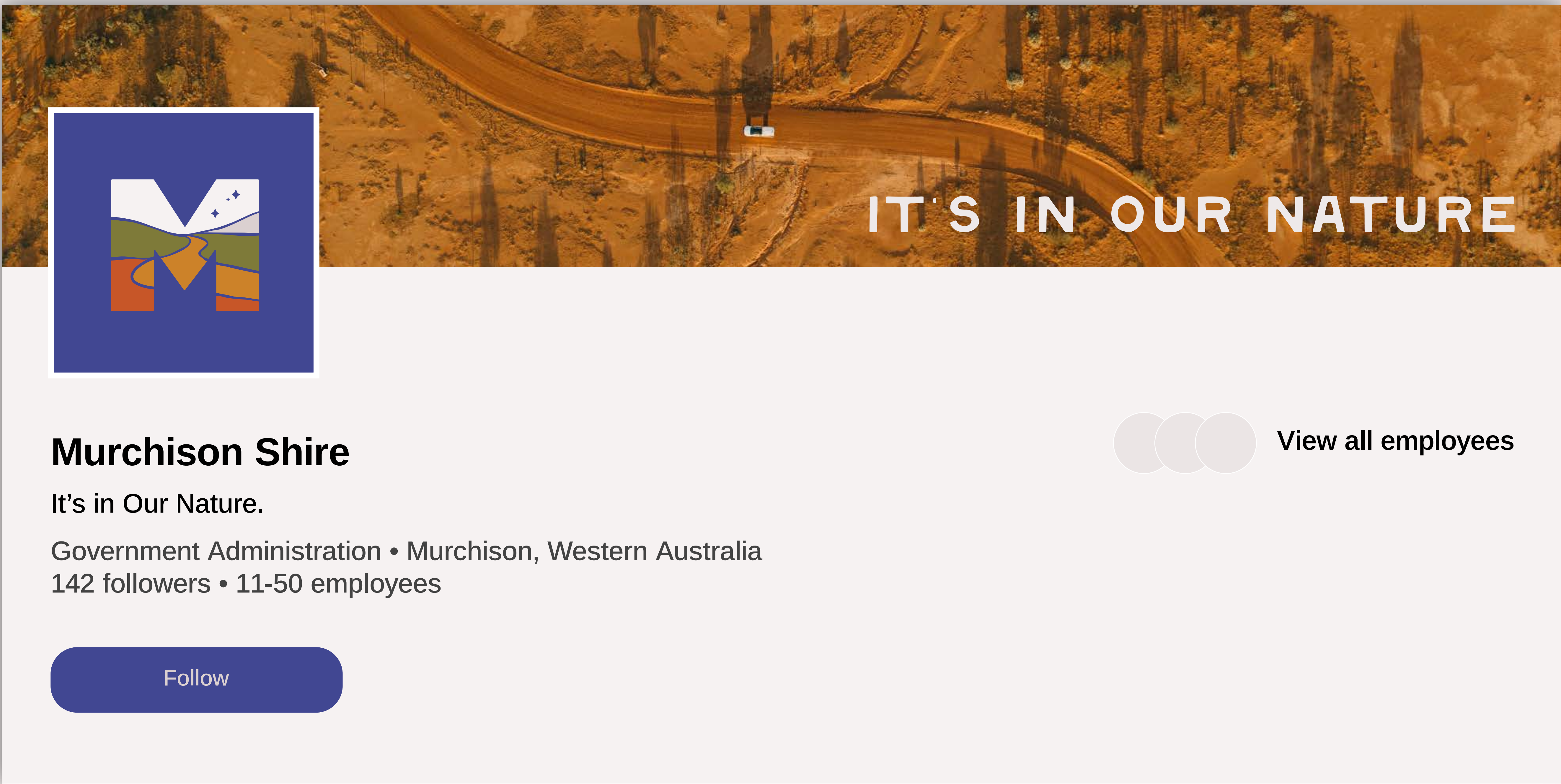


LET'S GET SOCIAL!

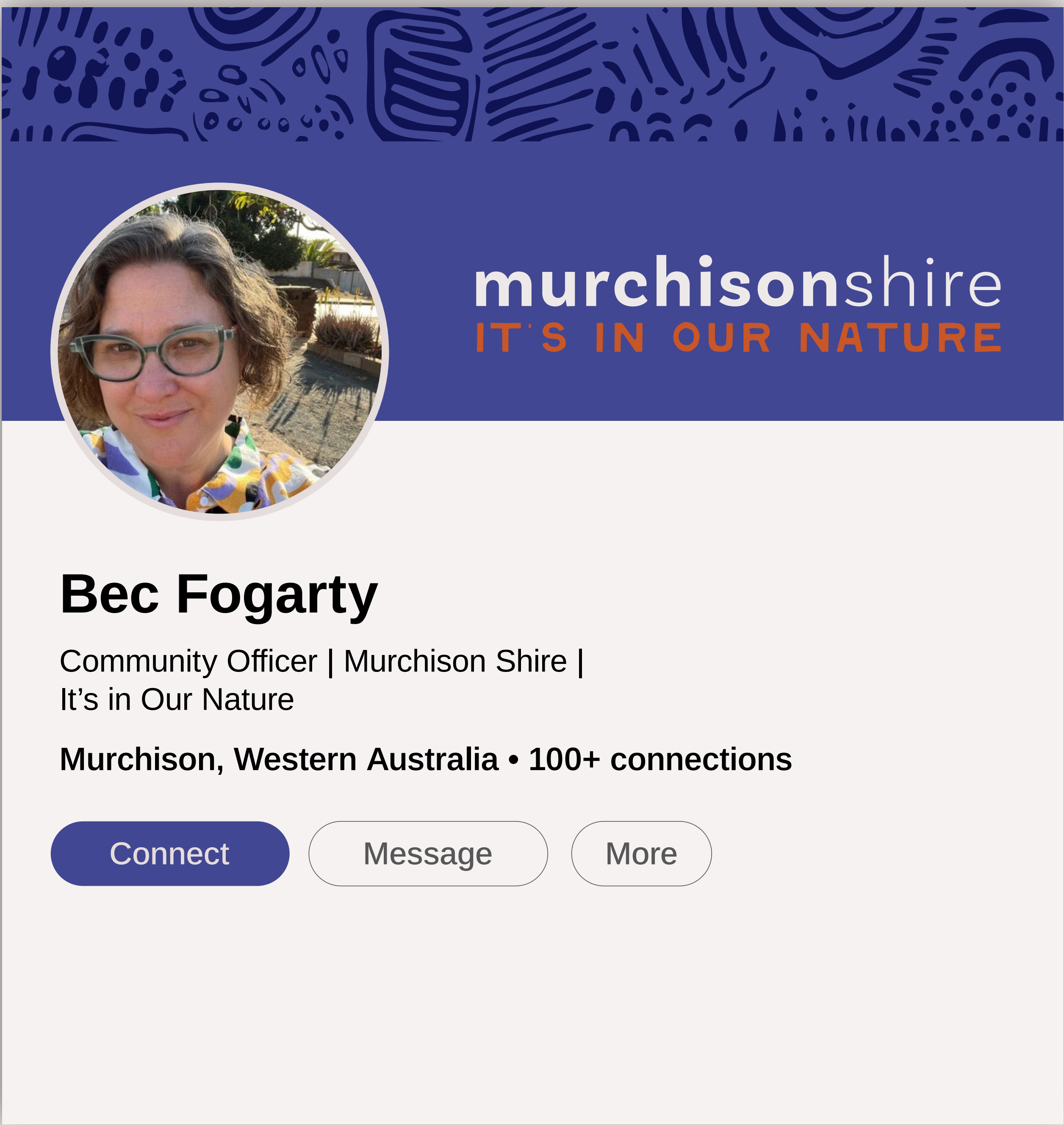


LINKEDIN PROFILES

Our social media profiles use the brand icon and colours with shire photography to maintain a consistent brand visual style.



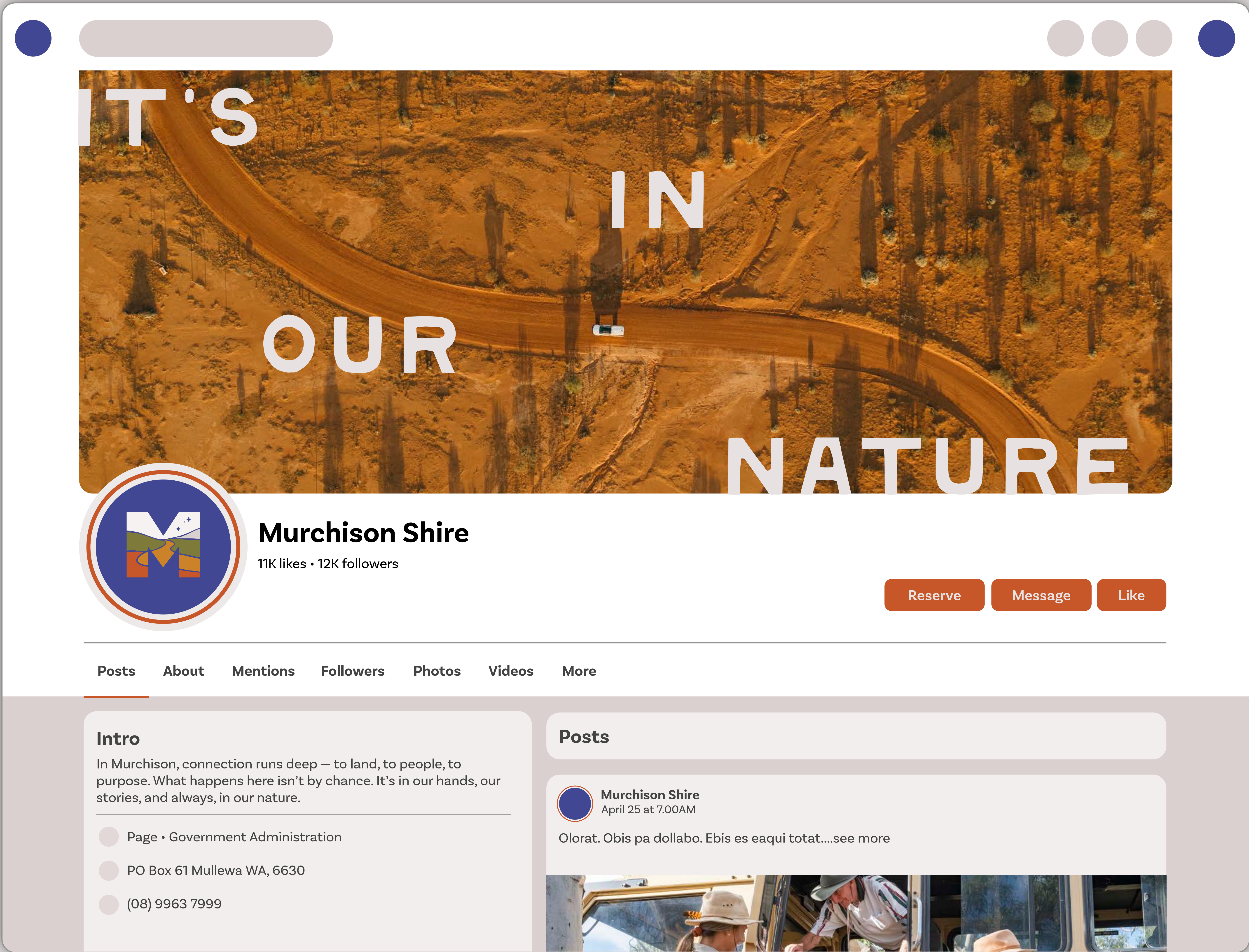
Shire Company Profile



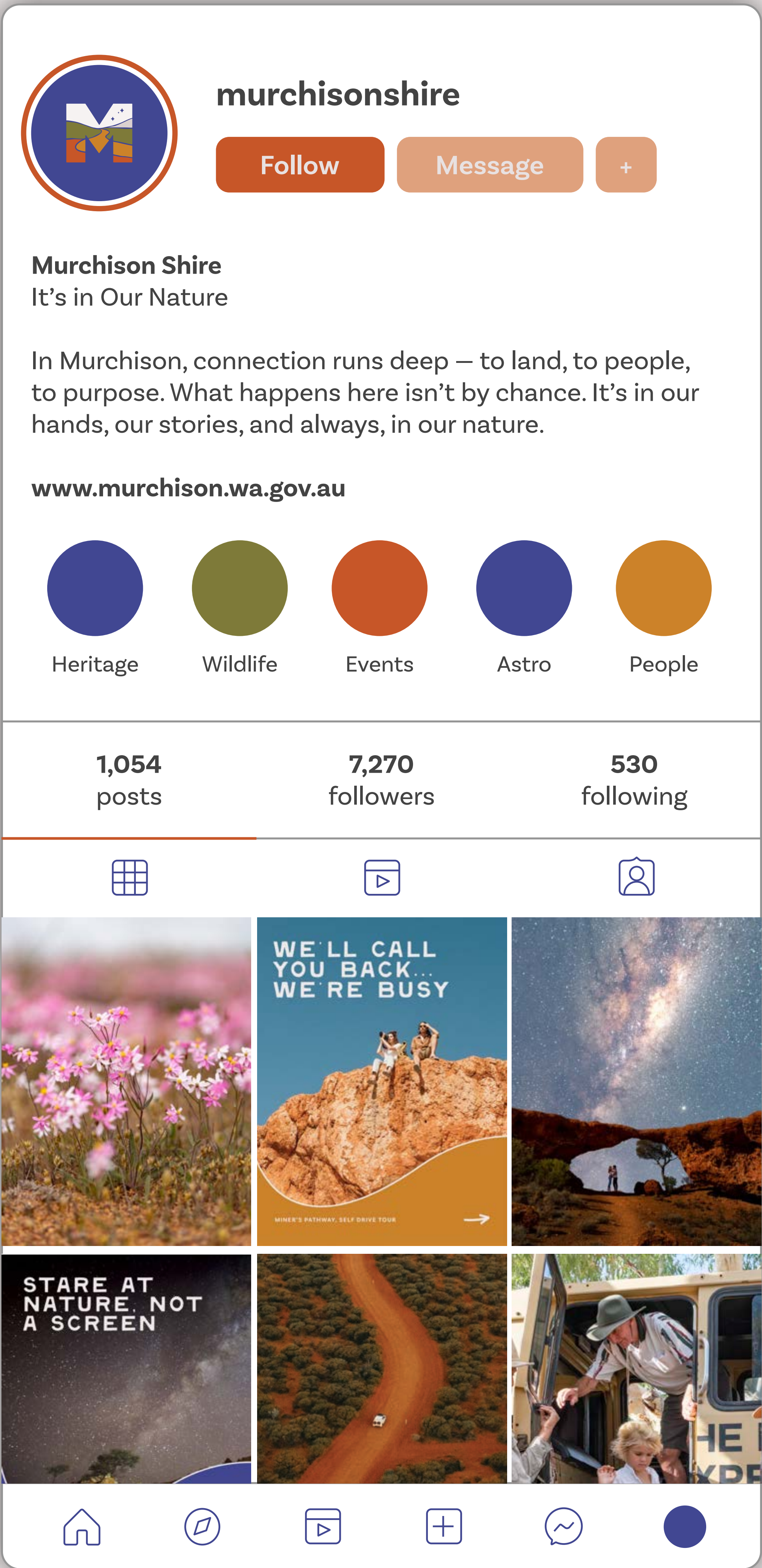
Shire Employee Profiles

FB & INSTAGRAM PROFILES

Our social media profiles use the brand icon and colours with shire photography to maintain a consistent brand visual style.



Facebook Profile



Instagram Profile

SOCIAL CAMPAIGNS

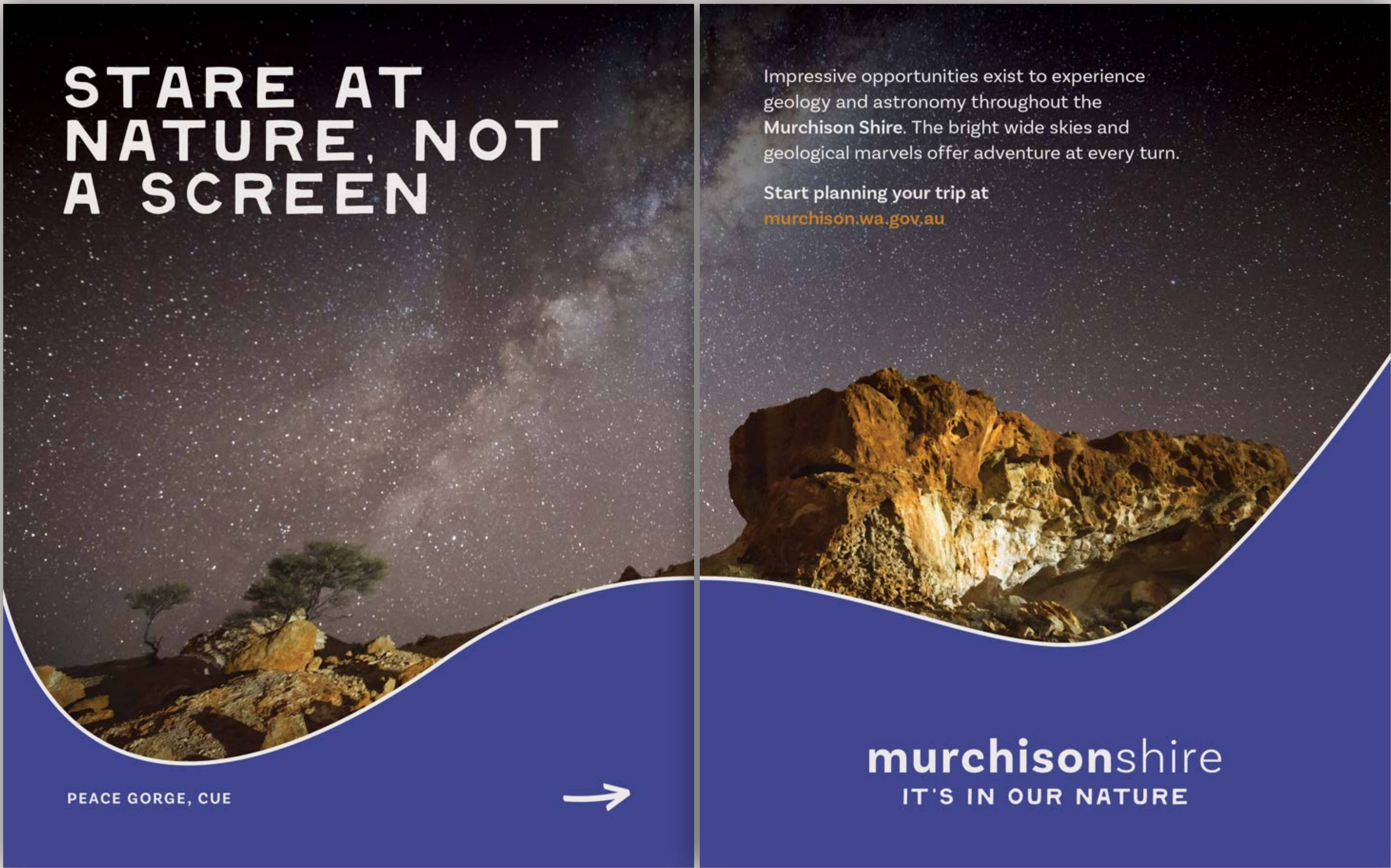
The Shire’s tourism social campaigns are visually striking and thoughtfully composed, designed to evoke curiosity.

Taking inspiration from the vintage ‘greetings from’ postcard style, these swipe through tile social posts use a ‘tongue-in-cheek’ or less formal headline to entice the audience into the image and infomation contained in the second tile.

Each post can highlight different activities, attractions and key tourism features of the region. Captions and associated text can push the viewers to further resources or the Murchison website for more.



Instagram 'Postcard' Swipe Tiles

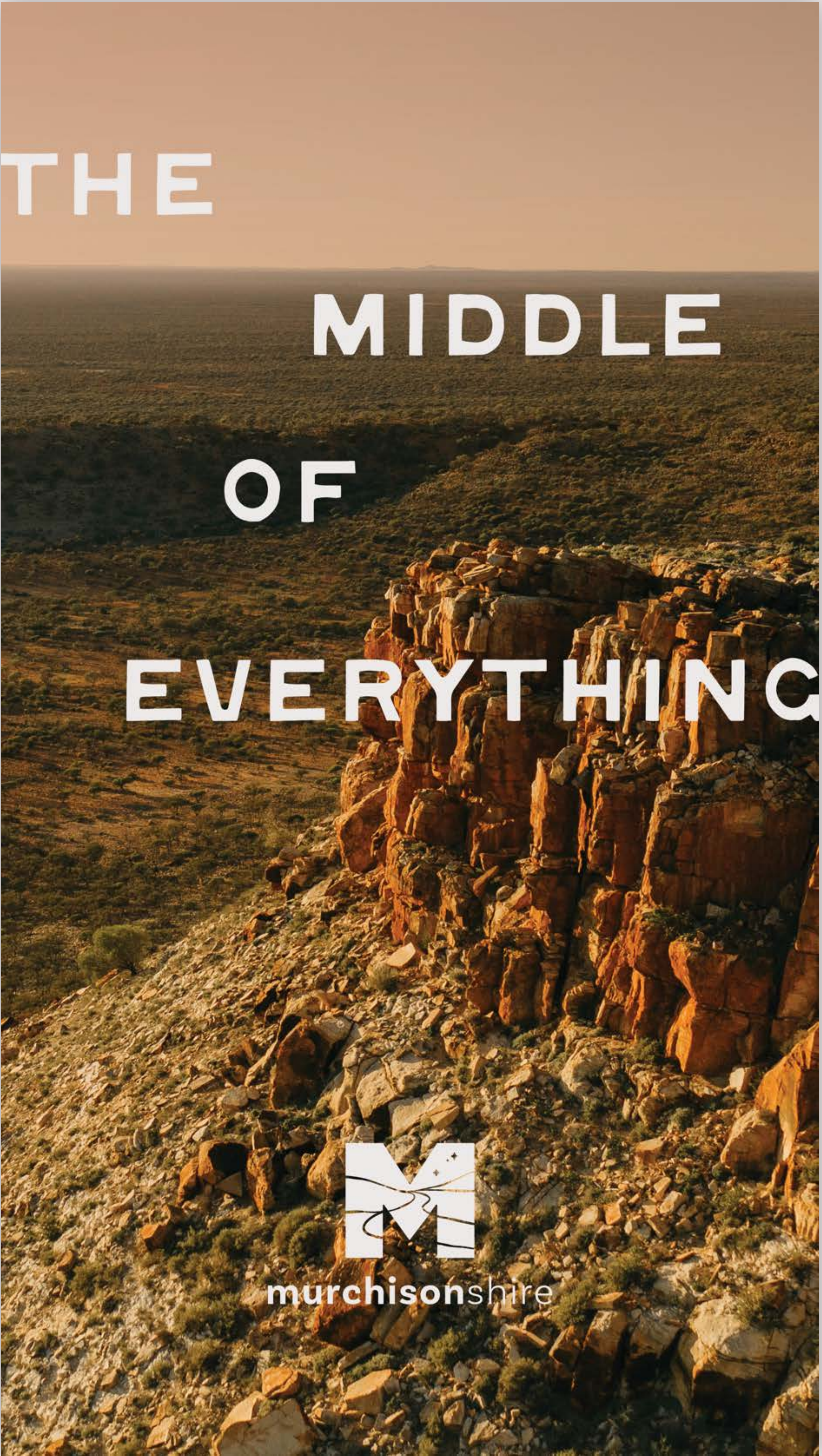
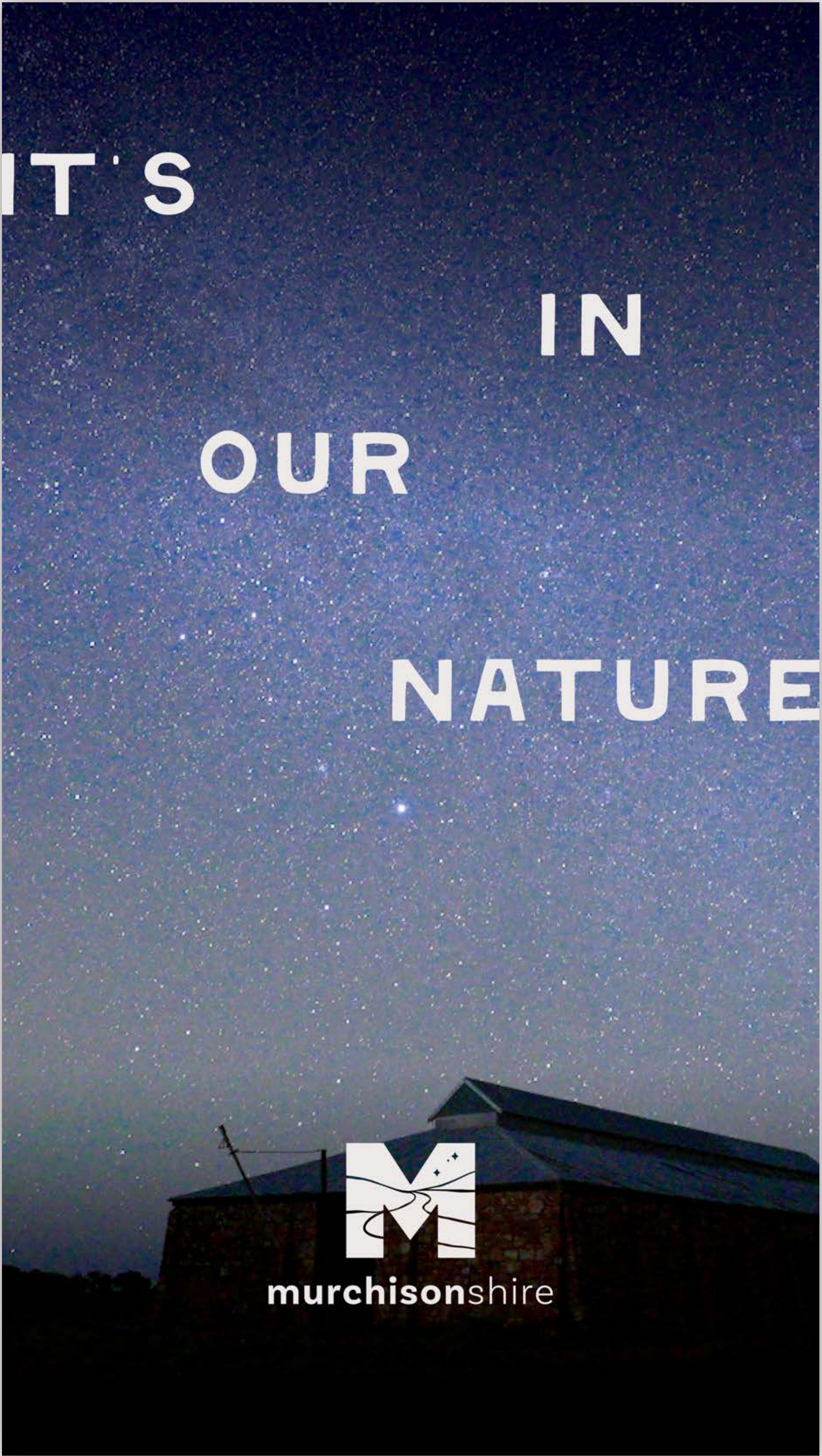
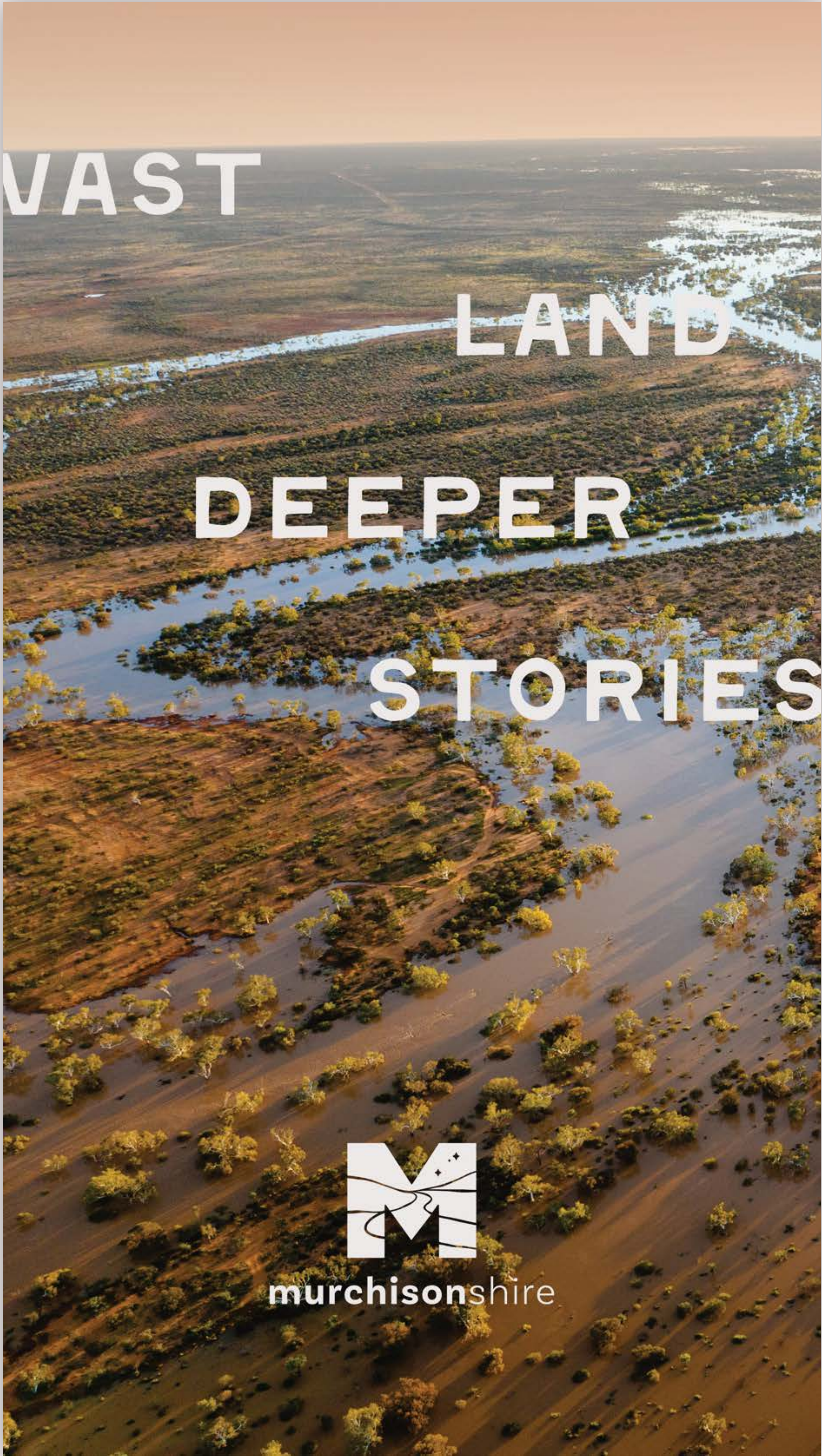


Instagram 'Postcard' Swipe Tiles

**SPONSORED SOCIAL
CONTENT**

When sponsoring content across social media platforms, the Shire adopts the same style and messaging as print advertising.

Pictured here are examples of how sponsored Reels or Stories on Facebook and Instagram will look. Awe-inspiring photography and poetic headlines accompanied by the location and Muchison identifiers.



VISITOR GUIDES



MURCHISON TOURISM
BROCHURES & GUIDES

To promote attractions, discovery trails, wildflower walks, astro tourism and all the shire has to enjoy, a series of DL folded 6-panel brochures are to be designed.

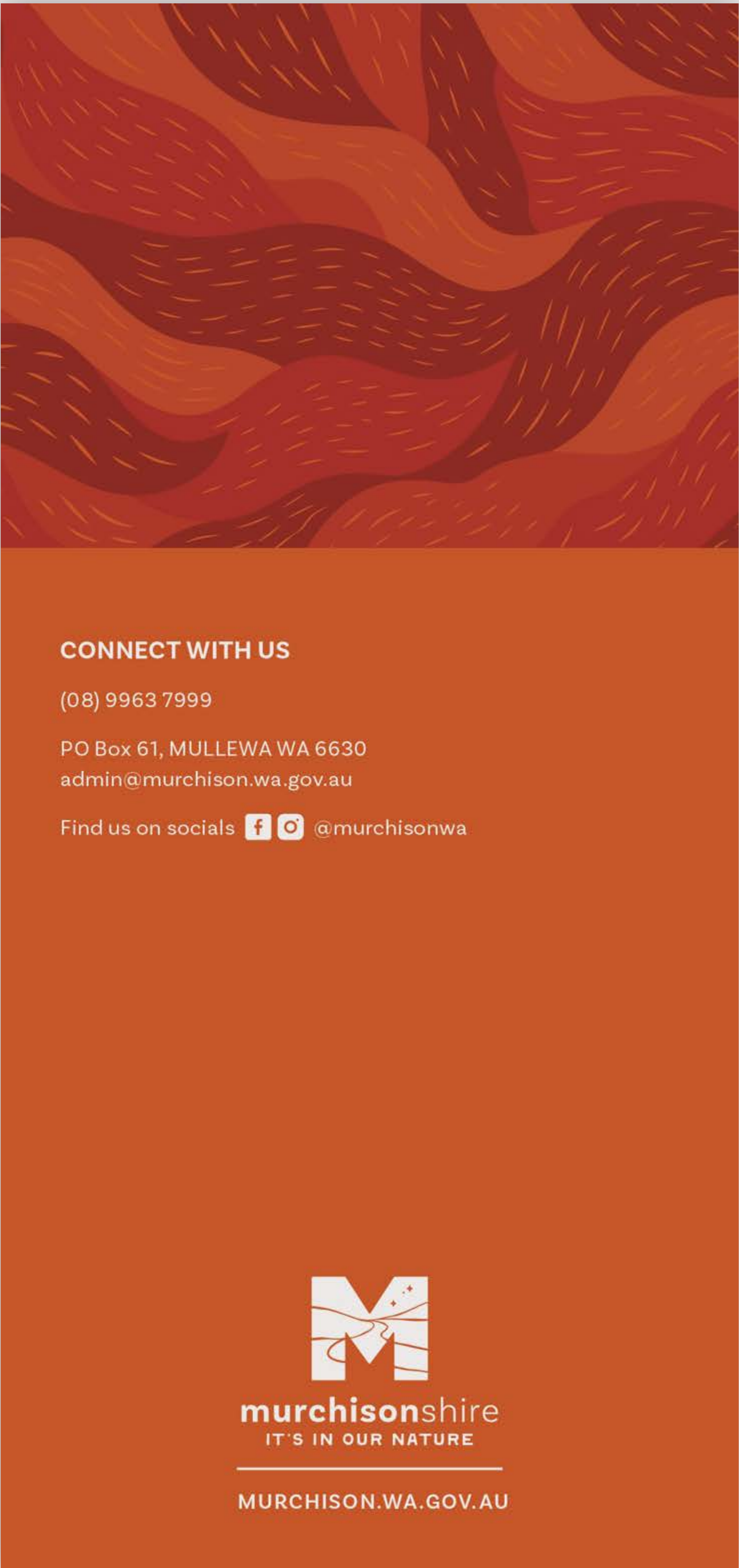
As featured on this cover visuals, each brochure will be colour coded, identified with an icon, and feature beautiful imagery of the tourism offering.



Concept Front Cover



Concept Front Cover



Concept Back Cover

TRAVEL PLANNER
GUIDEBOOK

Travel Planners are designed documents. The brand integrity is considered for the entire publication – colourways, iconography, typography, fonts, tone of voice and grid layouts. All external documents must be professionally designed to ensure consistency across communications.

This grid approach will give you the tools to create multiple external documents.

For example:

- Annual Reports
- Government or Stakeholder Reports
- Newsletters + more

Always use the brand guide to influence your designs but mix and match the styles within that are relevant to your content.



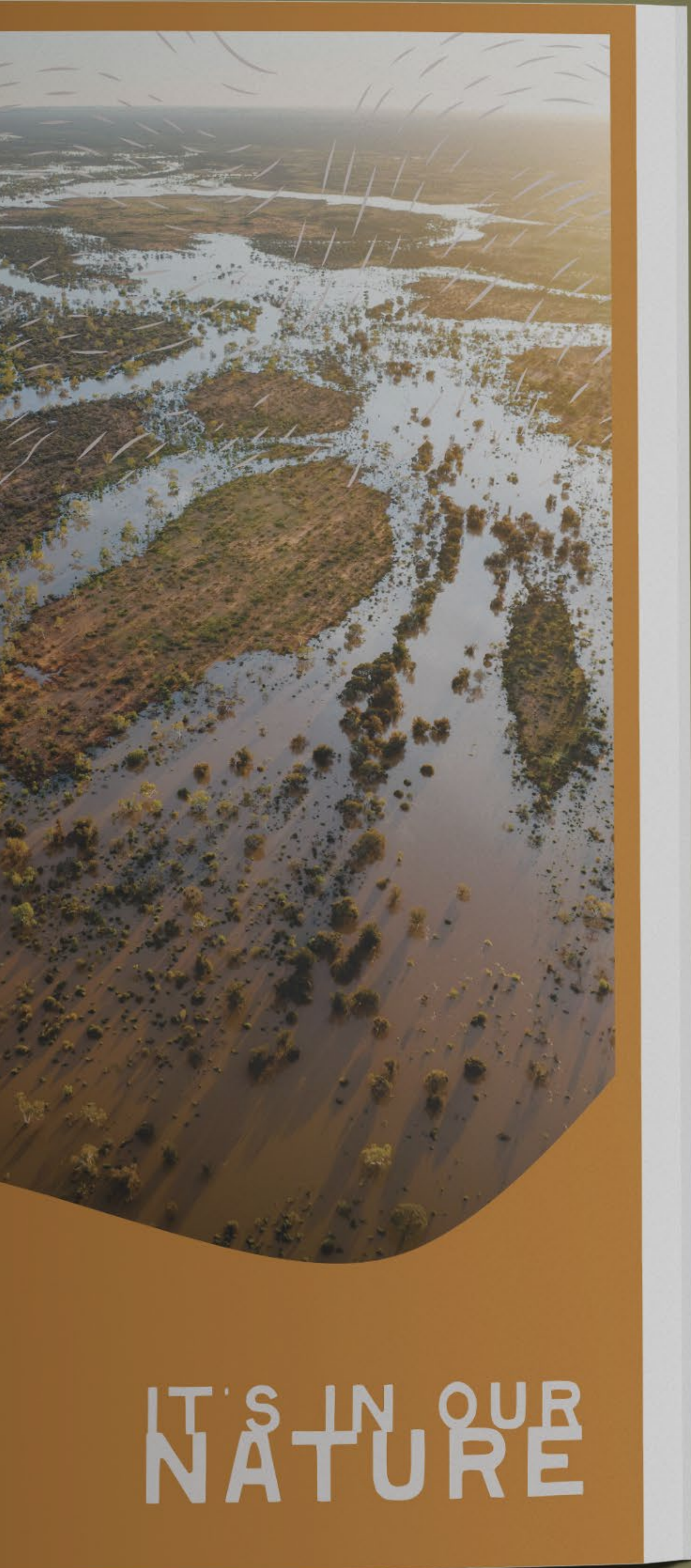
TOURISM ADVERTISING

IT'S IN OUR NATURE



murchison
shire

To show you that the middle of nowhere is
really the centre of something extraordinary.
Start planning your trip at murchison.wa.gov.au



MURCHISON SETTLEMENT
66KM NORTH OF PERTH

It doesn't get any more outback than the Shire of Murchison. The 'Ancient Lands Under Brilliant Skies' are home to sprawling pastoral stations, abundant wildlife and seasonal wildflower displays, yet very few people. The Shire covers an area of 49,500km² with a population of just 102.

At the centre of Murchison Shire is the radio quiet zone allowing travellers no option but to disconnect from the digital world and enjoy the good quality open roads that are at the core of the Shires operation. Murchison is the only Shire in Australia without a town, however Murchison Settlement is a vibrant hub. Home to around 20 people and everything a traveller needs, especially those who prefer to venture off the beaten track.

PLACES TO VISIT

Murchison Settlement
Be at one with nature on the rangeland botanical walk or view the many artefacts of pastoral and Indigenous Australian life at the Murchison Museum. Go bird watching, enjoy the sunsets, gaze at the amazing night sky or listen to stories from local residents.

Oasis Roadhouse and Caravan Park
If you are looking for a feed and a place to rest your head the Oasis has

you covered. In its luscious green surrounds there are powered and unpowered caravan and camping sites with a selection of motel rooms. During your stay you can enjoy great food, cool off in the pool, play tennis, give lawn bowls a go or simply explore the Settlement.

Errabiddy Bluff and Outcamp
Fifteen kilometres west of Murchison Settlement, Errabiddy Bluff's large rock formations make a mark on the landscape— it's an ideal setting for a day trip and a picnic or barbeque. The magnificent sunsets seen from the bluff or lookout opposite are a prelude to a breath-taking display of stars.

Bilung Pool and Wooramel River Gorges
On the Carnarvon-Mullewa Road, discover the tranquil waters and enjoy a picnic at Bilung Pool. While you're there be sure to take in the Wooramel River gorges, a spectacular example of an inland river system.

Old Stock Well
Fifty-five kilometres south of Murchison Settlement on the Carnarvon-Mullewa Road, is a restored well that was once used by drovers moving stock. A picnic area is available for visitors making it a great place to stop off and take in the vast history of the area.

At A Glance

WHAT'S ON
Murchison Camp Oven Muster - Aug 1-3 2025

TOP ATTRACTIONS
Errabiddy Bluff / Bilung Pool / Oasis Roadhouse / Wooleen Lake / Murchison Museum

WILDFLOWERS TO DISCOVER
Mulla Mulla / Bladder Dock / Native Hops / Flannel Bush / Cotton Bush / Various Eremophila

MURCHISON VISITOR INFORMATION
Murchison Oasis Roadhouse
3001 Carnarvon-Mullewa Road Murchison
T: (08) 9961 3875
E: oasis@murchison.wa.gov.au
W: murchison.wa.gov.au
Check the Murchison Shire website for events.

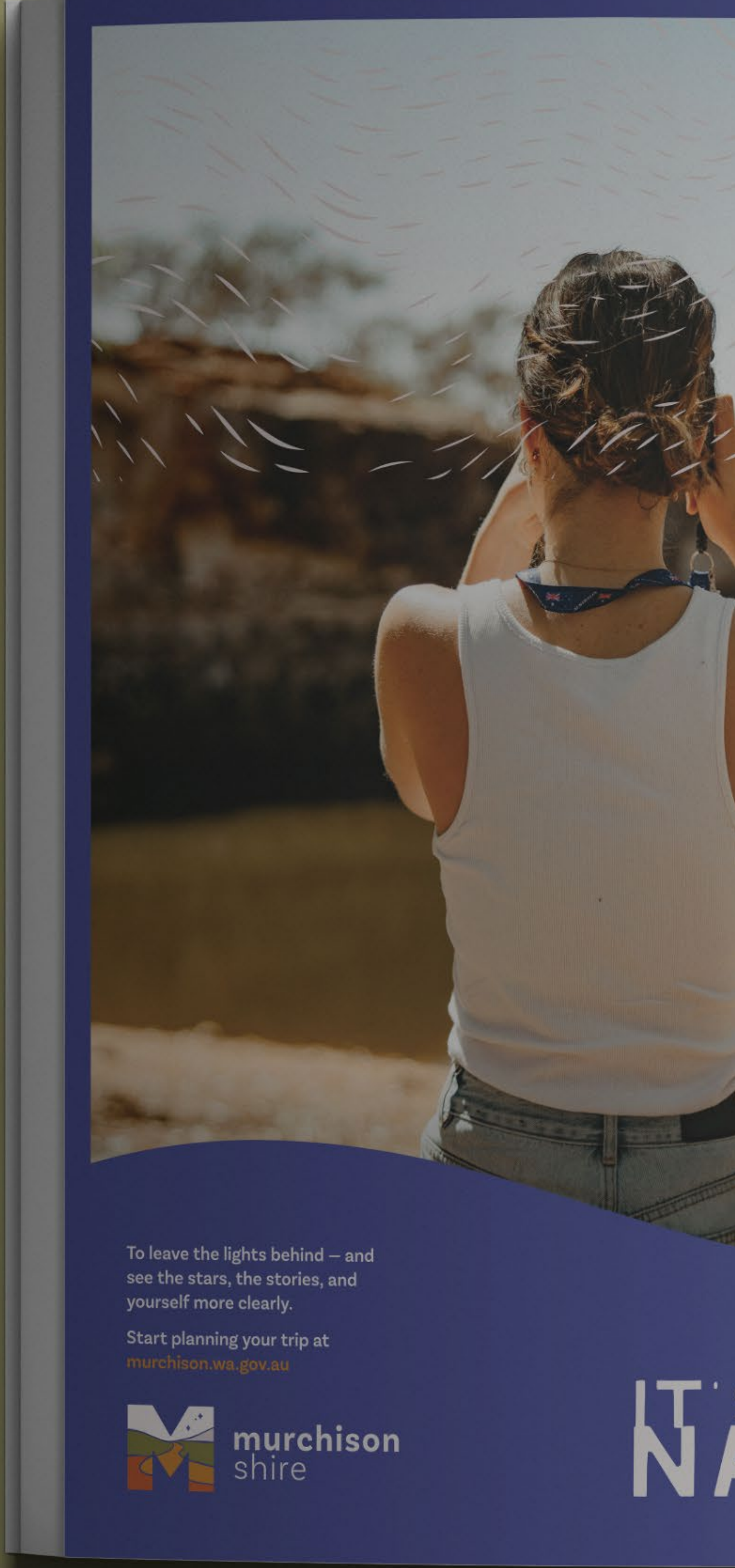
We are part of
murchison georegion



Ballinyoo Bridge
Further south, the oldest concrete bridge in Western Australia has been replaced with a new bridge, but a span of the original Ballinyoo Bridge has been preserved as a historic marker of its former glory.

Wildlife and Wildflowers
Kangaroos, emus, majestic eagles, red-tail black cockatoos and many amazing reptile species. Seasonal rain can bring fields of everlastings and other rangeland natives.

Station Stays
Experience true station life, discover Indigenous Australian rock art or soak in the outback atmosphere at the various station stays throughout the region.



TOURISM CAMPAIGNS

The Shire’s tourism print campaigns are visually striking and thoughtfully composed, designed to evoke curiosity.

Each advert features stunning photography of the region – vast landscapes, quiet moments, and people interacting with the scene – capturing the essence of exploration without rush.

The overall style is immersive yet minimal, allowing the natural beauty of the Shire to take centre stage and speak for itself.

Example sizing - full page bleed advert within Australia’s Golden Outback guide publication.



To give you space to breathe, time to think, and a reason to keep coming back.

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IT'S IN OUR NATURE



To leave the lights behind – and see the stars, the stories, and yourself more clearly.

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IT'S IN OUR NATURE

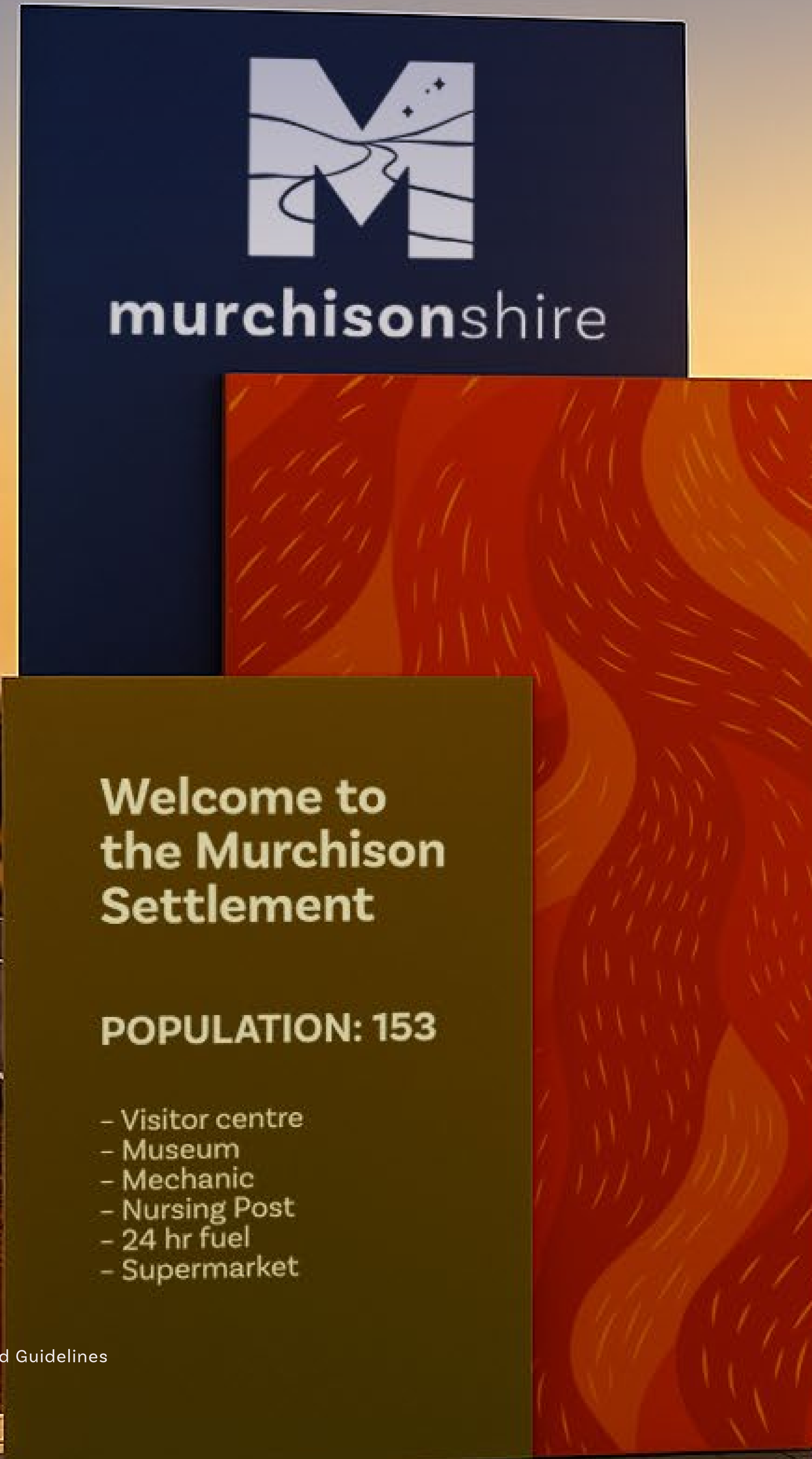
OUR APPAREL & MERCH







OUR SIGNAGE







murchisonshire
IT'S IN OUR NATURE

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