



## Visual Identity Guidelines

# Contents

<b>Brand</b>	<b>1</b>	<b>Templates</b>	<b>9</b>
Positive logo	2	Word Document	10
Reversed logo	3		
Logo clear space and minimum size	4	<b>Print applications</b>	<b>11</b>
Incorrect usage	5	Business Card and Letterhead	12
Colours	6	DL Brochure	13
Typeface	7	Banner, With Compliments Slip & Name Tag	14
Branding elements	8	Presentation Folder and A1 Sign	15

The image features a solid, muted taupe background. In the lower-left quadrant, there is a 3D-rendered cube with a slight shadow beneath it. From the top and right edges of the cube, several thin, light-colored lines radiate outwards across the frame. Additionally, a series of thick, overlapping, curved bands sweep across the middle and right portions of the image, creating a sense of motion and depth. The overall aesthetic is clean, modern, and minimalist.

Brand

## Positive logo

### **VicTrack Logo**

The logo must be used on all VicTrack applications such as business cards and letterhead.

It is preferred that the logo is positioned in the top left corner, with sufficient clear space around it.

Note: The VicTrack Access logo is customised and therefore considered a piece of unique artwork – always use approved artwork files.

Positive logo

Colour



Mono – black and white



## Reversed logo

Reversed logo

Colour



VicTrack  
ACCESS

Mono – black  
and white



VicTrack  
ACCESS

## Logo clear space and minimum size

To maintain the integrity and maximise the visual impact of the logo, a clear space has been defined. The clear space is the minimum exclusion area required around the logo. No type or any other graphic element is allowed within the specified area.

As shown, the minimum clear space must be equal to the 'V' height of the 'VicTrack' wording.

To ensure the clarity and legibility of the logos are maintained, minimum size specifications have been developed. The logo must never be reproduced at less than 24mm wide.

The ideal size for use on A4 documents is 55mm wide.

Clear space



Logo

24mm



Ideal size on A4 documents

55mm



**Note:** The VicTrack logo is customised and therefore considered a piece of unique artwork – always use approved artwork files.

## Incorrect usage

It is important that all visual communication remains consistent, therefore our brandmark must always be reproduced using the colours and components supplied.

This page demonstrates examples of what **not** to do.

Do not tint



Do not use non corporate colours



Do not rewrite using another typeface



Do not stretch vertically



Do not stretch horizontally



Do not alter the relationship between the components



Do not place on a coloured background



Do not place in a white box



# Colours

The VicTrack colour palette is a very important part of the identity.

This colour palette has been designed to apply across both printed and digital material. Always refer to the colour break downs to achieve consistent colour reproduction.

## Primary colour palette

These are the brand's core colours and appear most frequently across the style guide literature.

## Secondary colour palette

These colours have been selected to support the brand's core colours.

### Primary colour palette



**Brown**  
PMS 7530C  
C 0 M 8 Y 21 K 32  
R 193 G 182 B 162



**Red**  
PMS 032C  
C 0 M 90 Y 86 K 0  
R 229 G 53 B 44

### Secondary colour palette



**Orange**  
C 5 M 79 Y 100 K 0  
R 224 G 83 B 21



**Light Yellow**  
C 5 M 5 Y 20 K 0  
R 246 G 239 B 214



**Blue**  
C 100 M 62 Y 43 K 0  
R 0 G 90 B 116

**Note:** This document has been printed on a CMYK colour copier. As colour copiers can vary over time the swatches are not colour accurate. Please always refer to Proprietary PMS Colour Swatches for an accurate match.



## Typeface

VicTrack has a confident and clear typographic style. In order to keep the Authority's brand applications clear, always use the specified typeface:

### **Helvetica Neue**

Bold, medium and roman are used for headings and sub headings.

Light is used for body copy. The bolder weights can be used to highlight text.

In situations where Helvetica Neue is not available, Helvetica may be used. This is a sans serif typeface used primarily on documents, letters, powerpoint presentations created on PCs or in MS Word.

Helvetica Neue LT Std – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std – Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std – Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Branding elements – Links

The link device may be used, scaled in proportion in most communication pieces.



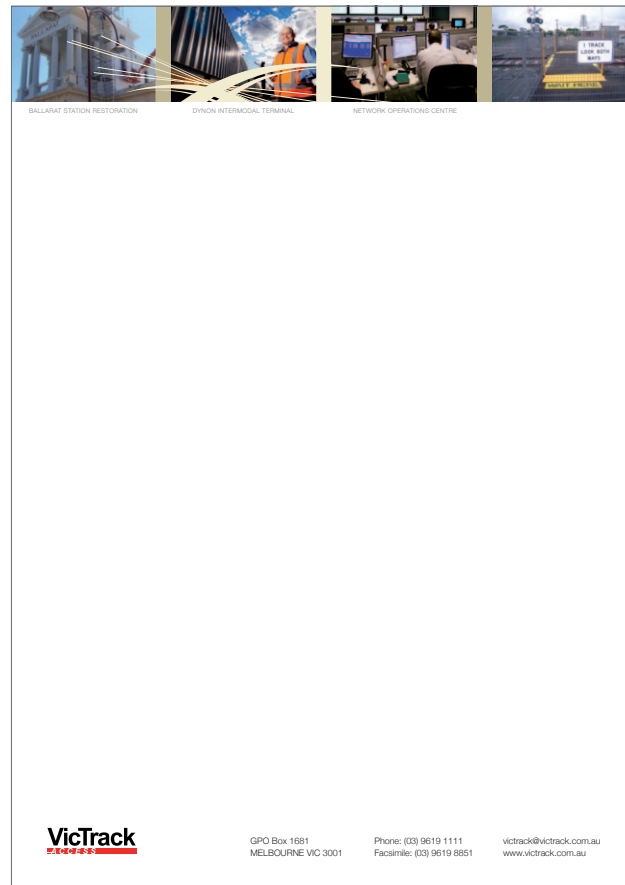
The background is a solid, muted taupe color. In the lower-left quadrant, there is a 3D cube rendered in a slightly lighter shade of the background color, with its edges and faces clearly defined. From the top-left corner, several thin, light-colored lines radiate outwards across the page. In the lower-right area, there are several thick, curved, overlapping bands that sweep from the left towards the right, creating a sense of motion and depth. The overall aesthetic is clean, modern, and minimalist.

Templates

# Templates

A Word document template is available. Please contact the VicTrack communications team with any usage queries.

## Word Document



The background is a solid, muted taupe color. In the lower-left quadrant, there is a 3D cube rendered in a slightly lighter shade of the background color, with its edges clearly defined. From the top-left corner, several thin, light-colored lines radiate outwards across the page. In the lower-right area, there are several thick, curved, overlapping bands of a slightly darker shade of the background color, creating a sense of motion and depth. The overall aesthetic is clean, modern, and minimalist.

Print applications

## Print applications

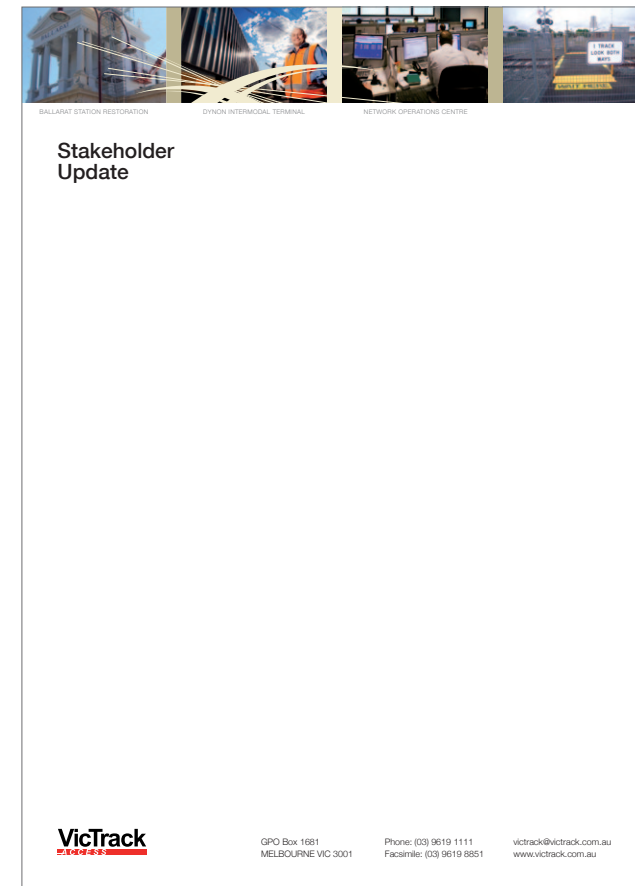
These examples have been designed and are presented as examples of good practice, demonstrating the use of VicTrack corporate branding elements, typefaces and corporate colours.

Please contact the VicTrack communications team with any usage queries regarding these templates.

### Business Card



### Letterhead



# Print applications

## DL Brochure

**Environment**

- implementing proactive environmental remediation and asbestos management programs
- partnering with Landcare to develop native grasses on railway and other land throughout the state.





**Community**


- providing leases at nominal rentals to a wide range of community organisations
- supporting initiatives to tackle graffiti on railway property
- partnering with not-for-profit organisations to provide free access to unsold space on VicTrack's billboard network.

Majority of VicTrack land and infrastructure leased to the **Director of Public Transport/Department of Transport**

- Responsible for Victorian transport, ports and freight
- Coordinates provision of public transport for passengers under contracts and partnership agreements

Land and infrastructure sub-leased to:

	<p>Provides passenger rail services and manages rail infrastructure in metropolitan Melbourne</p>
	<p>Operates metropolitan tram services and maintains tram infrastructure</p>
	<p>Operates country rail and bus services, provides network access and maintains country rail infrastructure</p>
	<p>Federal Government body that provides access to the main interstate rail line Perth-Melbourne-Brisbane and maintains the interstate infrastructure</p>



**VicTrack contact details**

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[www.victrack.com.au](http://www.victrack.com.au)

Cover: Moreland Station

### VicTrack

Building a Stronger Victoria



## Print applications

Banner



With Compliments Slip



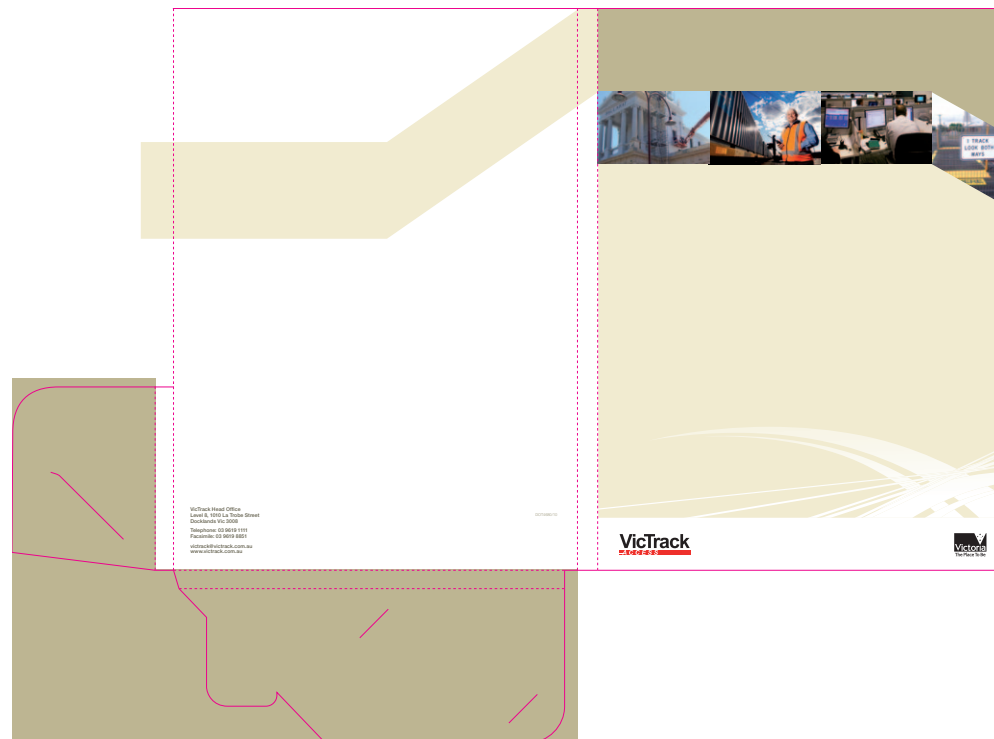
Name Tag



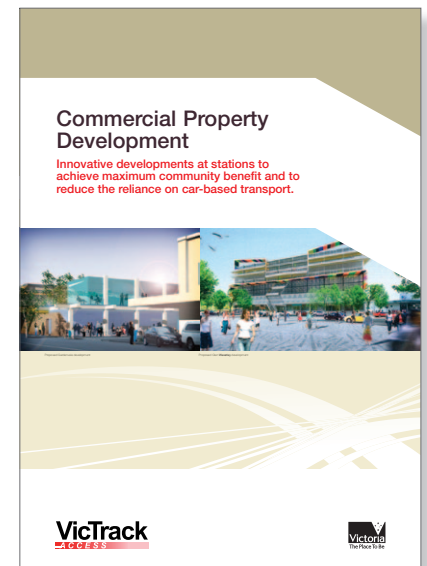


# Print applications

Presentation Folder



A1 Sign



Designed by Design and Production Unit,  
Corporate Public Affairs, Department of Transport

