VicTrack

ACCESS

Visual Identity Guidelines

February 2010

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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.

Positive logo

Colour

Mono – black and white

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

Reversed logo

Reversed logo

Colour

Mono – black and white

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.

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.

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

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

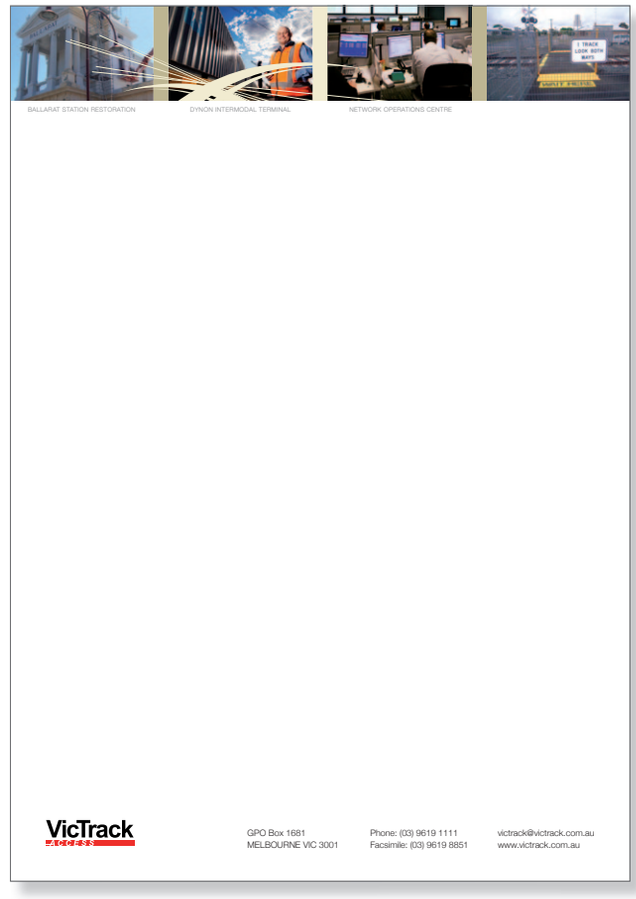
The link device may be used, scaled in proportion in most communication pieces.

Templates

Templates

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

Word Document



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

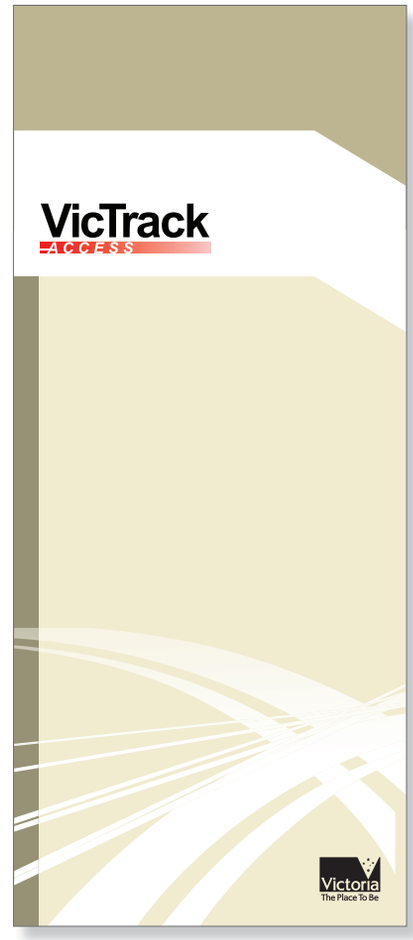
Letterhead

Print applications

DL Brochure

Print applications

Banner

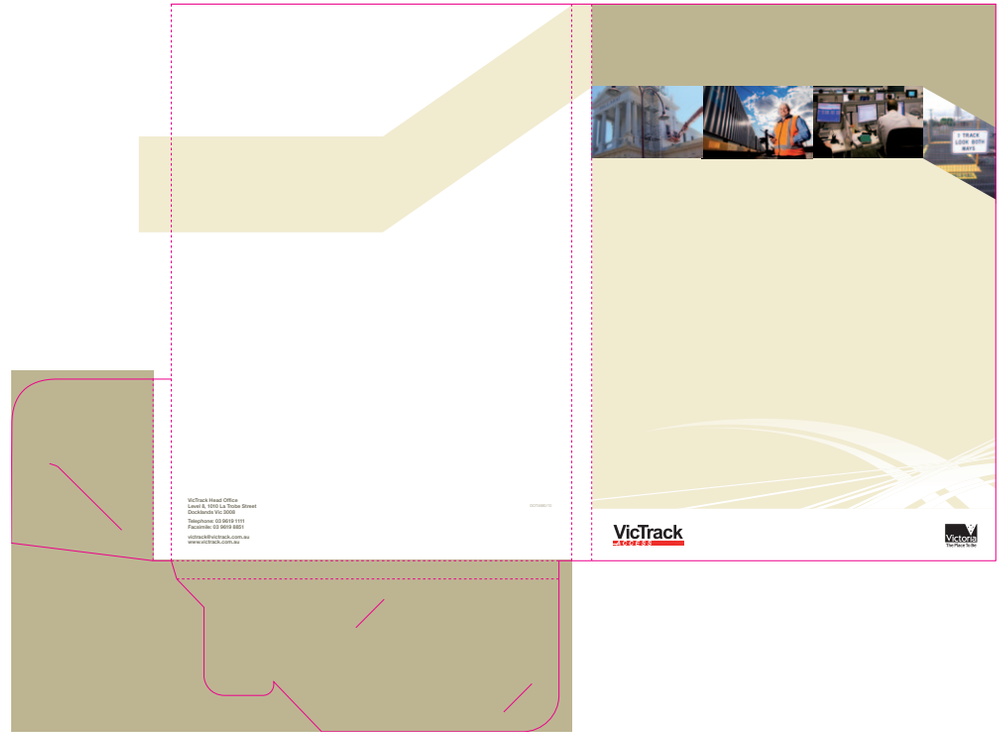


With Compliments Slip

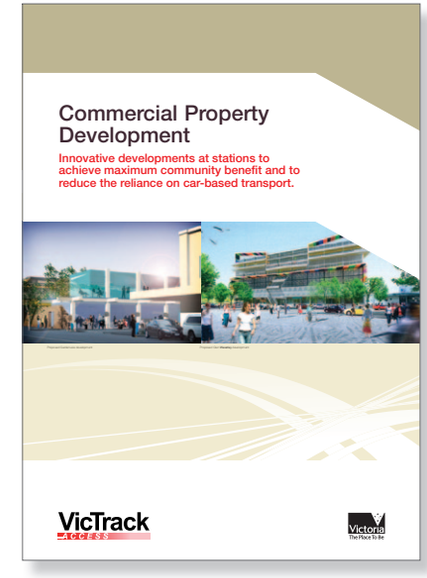
Name Tag

Print applications

Presentation Folder



A1 Sign



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