These guidelines have been prepared to ensure that the design of all communications materials prepared for the Victorian Community Road Safety Partnership Program is of a high standard, to convey a contemporary and professional image of the program.

The guidelines contain graphics and their specifications for the following entities: the Victorian Community Road Safety Partnership Program, the Victorian Community Road Safety Alliance, the Local Community Road Safety Group and the Statewide Community Road Safety Group.

The guidelines show the design of the following:
- Letterhead and business card
- Brochures
- Posters
- Pull up banners
- PowerPoint presentations
- Web banners
- Fact sheet

These guidelines, which include a master artwork file of each logo, are also available on a CD.
Communication tools explained

Corporate logos
Each entity has a separate corporate logo. The logo will appear on all material printed or produced for the entity. The logos are used as greyscale only. When used against a dark or black background, the reversed out version is used.

Clear space
This shows how much space should be kept clear around the logo. Clear space ensures that the logo is easy to read and not confused with any adjacent text or images.

Letterhead and business card
There is one version available: Greyscale. The Victorian Government logo only appears on the letterhead.

Brochures
The brochures are DL in size and are to be produced in two page versions only. The logos appear on the front of the two page version.

Posters
The poster may either use text and image, or text only. They can be produced in greyscale only.

Pull up banners
Banners are available for the Partnership Program and the Alliance.

PowerPoint presentations
Two templates can be used.

First slide
There is one option for the first slide: Text only.

Following slides
There is one option for the second slide: Text only.

Web banner
A web banner can be used by members of the Alliance to link to pages on the VicRoads website. The websites of Local and Statewide Community Road Safety Groups can also be linked to VicRoads using the banners.

Fact sheet
The fact sheet can be produced in two or four page versions. The corporate logo is placed at the bottom of the fact sheet.
Logo

The Partnership Program’s logo is the foundation for all its communications.

The guidelines will help to ensure the consistent and successful representation of the logo.

Details about how to use the logo are outlined in the following pages.

1.1 Clear space and minimum size

Clear space
Clear space is the minimum area surrounding the logo that must remain free of any other text or graphic elements. It is shown by the solid magenta line in the diagram opposite.

Clear space around the logo is determined by the width of the letters ‘Ro’ in the word ‘Road’. This is applied to each side of the logo.

Note that the vertical extent of the logo is defined by the x-height of the text as shown.

Wherever possible, maintain more clear space around the logo than the minimum specified.

Minimum size
Minimum size specification is to ensure the logo is reproduced effectively at a small size.

The minimum size reproduces the logo effectively in general methods of production e.g. print.
Co-branding

The logo will always be used in conjunction with the State Government of Victoria logo. The two logos must be used in the relationship shown opposite. Both logos must be scaled so that the height of the text block of the Road Safety logo (marked x) aligns with, and is equal in height to the blue rectangle of the Victorian Government logo.

The clear space area and the space between the logos are determined by either the height of the capital ‘V’ in the Victorian Government logo; or the width of the letters ‘Ro’ in ‘Road’. Both of these are the same dimension.

Wherever possible, maintain more clear space around the logos than the minimum specified.

Colour palette

The colour palette is a key element of the Partnership Program’s identity. Colour specifications are shown for print (Pantone and CMYK), and electronic applications (RGB, Web).

<table>
<thead>
<tr>
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<td>R74 G76 B75</td>
<td>#56596B</td>
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</table>
Incorrect use of the logo

The Partnership Program’s logo must always be reproduced accurately and consistently to maintain the integrity and strength of the identity.

To achieve this, it must always be reproduced from the correct master digital artwork provided with these guidelines.

The following examples illustrate some of the common mistakes that might occur when using the logo.

- Do not compress, extend or distort the logo in any way
- Do not alter the relationship between the logo elements
- Do not reproduce any part of the name in another typeface
- Do not alter the colours of the logo
- Do not rotate the name
- Do not use imagery within the logo
- Do not add shadows or graphic treatments to the logo

Do not infringe on the minimum clear space area
The Partnership Program’s letterhead is clear, clean and simple.

The logo and details, as well as any affiliated logos are aligned to a vertical of 48mm from the right edge.

The contact details are aligned beneath the logo in the type styles outlined on the right.

The letterhead is designed to be produced in one colour.

Please see Section 1.4 for further details on the colour palette.

The Partnership Program’s pull-up banner is ideal for branding in unobstructed areas.
PowerPoint presentations must be consistent in look and feel and relate closely to all other communications. The rounded graphic is used as a background on text slides.
The Partnership Program’s logo may be applied across a range of web banners in various formats.

The grey area of the banner is for the primary message across all variations. The relationship between the grey area, logo and white margins remains consistent.

The message should be as large as possible within the grey area.

The size of the margins may be determined by using a capital ‘T’ of “The” vertically for portrait formats, and horizontally for landscape format banners.

The white area housing the logo is equal to the clear space of the logo.

Members can use web banners as promotional tools.
The fact sheet links closely to all other communications and has been created so that it is easy to use, while maintaining a contemporary feel. Body copy is set in the style as outlined in the two column grid. The rounded graphic contains the title and contact details on the top right.
The Alliance’s logo is the foundation for all its communications.

The guidelines will help to ensure the consistent and successful representation of the logo.

Details about how to use the logo are outlined in the following pages.

Mono logo (positive and reverse) gradient component

Mono logo: Linear gradient (-144.22° angle)

Reverse mono logo: Linear gradient (41.38° angle)

Clear space
Clear space is the minimum area surrounding the logo that must remain free of any other text or graphic elements. It is shown by the solid magenta line in the diagram opposite.

Clear space around the logo is determined by the width of the letters ‘Ro’ in the word ‘Road’.

This is applied to each side of the logo.

Note that the vertical extent of the logo is defined by the x-height of the text as shown.

Wherever possible, maintain more clear space around the logo than the minimum specified.

Minimum size
Minimum size specification is to ensure the logo is reproduced effectively at a small size.

The minimum size reproduces the logo effectively in general methods of production e.g. print.
Co-branding

The logo will always be used in conjunction with the State Government of Victoria logo. The two logos must be used in the relationship shown opposite.

Both logos must be scaled so that the height of the text block of the Road Safety logo (marked x) aligns with, and is equal in height to the blue rectangle of the Victorian Government logo.

The clear space area and the space between the logos are determined either by the height of the capital ‘V’ in the Victorian Government logo; or the width of the letters ‘Ro’ in ‘Road’. Both of these are the same dimension.

Wherever possible, maintain more clear space around the logos than the minimum specified.

Colour palette

The colour palette is a key element of the Alliance’s identity.

Colour specifications are shown for print (Pantone and CMYK), and electronic applications (RGB, Web).

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<td></td>
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</tbody>
</table>
The Alliance’s logo must always be reproduced accurately and consistently to maintain the integrity and strength of the identity. To achieve this, it must always be reproduced from the correct master digital artwork provided with these guidelines. The following examples illustrate some of the common mistakes that might occur when using the logo.

**Incorrect use of the logo**

1. **The Victorian Community Road Safety Alliance**
   - Do not compress, extend or distort the logo in any way
   - Do not reproduce any part of the name in another typeface
   - Do not rotate the name
   - Do not use imagery within the logo

2. **The Victorian Community Road Safety Alliance**
   - Do not alter the relationship between the logo elements
   - Do not alter the colours of the logo
   - Do not infringe on the minimum clear space area
   - Do not add shadows or graphic treatments to the logo

The Alliance’s letterhead is clear, clean and simple. The logo and details, as well as any affiliated logos are aligned to a vertical of 48mm from the right edge. The contact details are aligned beneath the logo in the type styles outlined on the right. The letterhead is designed to be produced in one colour. Please see Section 2.4 for further details on the colour palette.

**Letterhead**

- The Victorian Community Road Safety Alliance
- Road Safety
- Do not compress, extend or distort the logo in any way
- Do not alter the relationship between the logo elements
- Do not alter the colours of the logo
- Do not rotate the name
- Do not infringe on the minimum clear space area
- Do not add shadows or graphic treatments to the logo
The Alliance’s business card design is clean and effective. The design is consistent across the four entities. The contact details are aligned to the top left of the card and the logo is anchored to the bottom right. The business card is designed to be produced in one colour. Please see Section 2.4 for further details on the colour palette.

The Alliance’s pull-up banner is ideal for branding in unobstructed areas.
PowerPoint presentations must be consistent in look and feel and relate closely to all other communications.

The rounded graphic is used as a background on text slides.
The Alliance’s logo may be applied across a range of web banners in various formats.

The grey area of the banner is for the primary message across all variations. The relationship between the grey area, logo and white margins remains consistent.

The message should be as large as possible within the grey area.

The size of the margins may be determined by using a capital ‘T’ of ‘The’ vertically for portrait formats, and horizontally for landscape format banners.

The white area housing the logo is equal to the clear space of the logo.

Members can use web banners as promotional tools.
The fact sheet links closely to all other communications and has been created so that it is easy to use, while maintaining a contemporary feel.

The rounded graphic contains the title and contact details on the top right.

Body copy is set in the style as outlined in the two column grid.

The Alliance's logo, along with any affiliated logos are placed at the base of the sheet, aligned to the right edge of the contact details and 8mm from the edge of the page.
The Local Community Road Safety Group’s logo is the foundation for all its communications. The guidelines will help to ensure the consistent and successful representation of the logo. Details about how to use the logo are outlined in the following pages.

Logo

The Local Community Road Safety Group

3.1

Clear space and minimum size

3.2

Clear space
Clear space is the minimum area surrounding the logo that must remain free of any other text or graphic elements. It is shown by the solid magenta line in the diagram opposite.

Clear space around the logo is determined by the width of the letters ‘Ro’ in the word ‘Road’. This is applied to each side of the logo.

Note that the vertical extent of the logo is defined by the x-height of the text as shown.

Wherever possible, maintain more clear space around the logo than the minimum specified.

Minimum size
Minimum size specification is to ensure the logo is reproduced effectively at a small size.

The minimum size reproduces the logo effectively in general methods of production e.g. print.
Co-branding 3.3

The logo will always be used in conjunction with the State Government of Victoria logo. The two logos must be used in the relationship shown above. Both logos must be scaled so that the height of the text block of the Road Safety logo (marked x) aligns with, and is equal in height to the blue rectangle of the Victorian Government logo.

The clear space area and the space between the logos are determined either by the height of the capital "V" in the Victorian Government logo; or the width of the letters 'Ro' in 'Road'. Both of these are the same dimension. Wherever possible, maintain more clear space around the logos than the minimum specified.

Local Community Road Safety Group

Colour palette 3.4

The colour palette is a key element of the Local Community Road Safety Group’s identity.

Colour specifications are shown for print (Pantone and CMYK), and electronic applications (RGB, Web).

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</table>
Local Community Road Safety Group

Incorrect use of the logo 3.5

The Local Community Road Safety Group’s logo must always be reproduced accurately and consistently to maintain the integrity and strength of the identity.

To achieve this, it must always be reproduced from the correct master digital artwork provided with these guidelines.

The following examples illustrate some of the common mistakes that might occur when using the logo:

- Do not compress, extend or distort the logo in any way.
- Do not reproduce any part of the name in another typeface.
- Do not rotate the name.
- Do not use imagery within the logo.
- Do not alter the relationship between the logo elements.
- Do not alter the colours of the logo.
- Do not infringe on the minimum clear space area.
- Do not add shadows or graphic treatments to the logo.

The Local Community Road Safety Group's logo must always be reproduced accurately and consistently to maintain the integrity and strength of the identity.

The following examples illustrate some of the common mistakes that might occur when using the logo:

- Do not alter the relationship between the logo elements.
- Do not alter the colours of the logo.
- Do not infringe on the minimum clear space area.
- Do not add shadows or graphic treatments to the logo.

The Local Community Road Safety Group's letterhead is clear, clean and simple.

The logo and details, as well as any affiliated logos are aligned to a vertical of 48mm from the right edge.

The contact details are aligned beneath the logo in the type styles outlined on the right.

When affiliated logos are featured, they must be aligned as shown, at 9mm in height with the correct clear space. The Victorian Government logo must always appear on the far right.

The letterhead is designed to be produced in one colour.

Please see Section 3.4 for further details on the colour palette.

Local Community Road Safety Group

Letterhead 3.6
The Local Community Road Safety Group’s business card design is clean and effective.

The design is consistent across the four entities.

The contact details are aligned to the top left of the card and the logo is anchored to the bottom right.

Where affiliated logos are featured, they are placed to the right of the Road Safety Group’s logo as shown here.

The business card is designed to be produced in one colour.

Please see Section 3.4 for further details on the colour palette.

Brochures for the Local Community Road Safety Group feature key imagery in the rounded graphic.

Pull out text is to help differentiate and add interest.

Body copy is to appear grey with bold headings.

Logos appear on the front cover.
Posters for the Local Community Road Safety Group may use images or text. In either case, the logo should be prominent and the correct relationships between affiliated logos are represented consistently on the bottom right of the poster.

Please refer to Section 3.4 for further details on the colour palette.

Note: Type styles on the right are based on an A2-sized poster.

PowerPoint presentations must be consistent in look and feel and relate closely to all other communications.

The rounded graphic is used as a background on text slides.
The Local Community Road Safety Group’s logo may be applied across a range of web banners in various formats.

The grey area of the banner is for the primary message across all variations. The relationship between the grey area, logo and white margins remains consistent.

The message should be as large as possible within the grey area.

The size of the margins may be determined by using a capital ‘T’ of ‘The’ vertically for portrait formats, and horizontally for landscape format banners.

The white area housing the logo is equal to the clear space of the logo.

Members can use web banners as promotional use.
Fact sheet

Statewide Community Road Safety Group

Fact sheet 3.12

The rounded graphic contains maintaining a contemporary feel. Created so that it is easy to use, while keeping the right edge of the page.

Contact details and 8mm from the edge of the page.

The Local Community Road Safety Group's logo, along with any affiliated logos are placed at the base of the sheet, aligned to the right edge of the contact details and 8mm from the edge of the page.
The Statewide Community Road Safety Group’s logo is the foundation for all its communications. The guidelines will help to ensure the consistent and successful representation of the logo. Details about how to use the logo are outlined in the following pages.

Master logo (File name: SC-RSG_Pos_GREY)

Reverse logo on black (File name: SC-RSG_Rev_GREY)

Logo (positive and reverse) gradient component

Logo: Linear gradient (-144.22° angle)

Reverse logo: Linear gradient (41.38° angle)
Clear space and minimum size

Clear space
Clear space is the minimum area surrounding the logo that must remain free of any other text or graphic elements. It is shown by the solid magenta line in the diagram opposite.

Clear space around the logo is determined by the width of the letters ‘Ro’ in the word ‘Road’. This is applied to each side of the logo.

Note that the vertical extent of the logo is defined by the x-height of the text as shown.

Wherever possible, maintain more clear space around the logo than the minimum specified.

Minimum size
Minimum size specification is to ensure the logo is reproduced effectively at a small size.

The minimum size reproduces the logo effectively in general methods of production e.g. print.

Co-branding

The logo will always be used in conjunction with the State Government of Victoria logo. The two logos must be used in the relationship shown above. Both logos must be scaled so that the height of the text block of the Road Safety logo (marked x) aligns with, and is equal in height to the blue rectangle of the Victorian Government logo.

The clear space area and the space between the logos are determined either by the height of the capital “V” in the Victorian Government logo; or the width of the letters ‘Ro’ in ‘Road’. Both of these are the same dimension.

Wherever possible, maintain more clear space around the logos than the minimum specified.
The colour palette is a key element of the Statewide Community Road Safety Group’s identity. Colour specifications are shown for print (Pantone and CMYK), and electronic applications (RGB, Web).

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The Statewide Community Road Safety Group’s logo must always be reproduced accurately and consistently to maintain the integrity and strength of the identity. To achieve this, it must always be reproduced from the correct master digital artwork provided with these guidelines.

The following examples illustrate some of the common mistakes that might occur when using the logo.
The Statewide Community Road Safety Group’s letterhead is clear, clean and simple.

The logo and details, as well as any affiliated logos are aligned to a vertical of 48mm from the right edge.

The contact details are aligned beneath the logo in the type styles outlined on the right.

When affiliated logos are featured, they must be aligned as shown, at 9mm in height with the correct clear space. The Victorian Government logo must always appear on the far right.

The letterhead is designed to be produced in one colour. Please see Section 4.4 for further details on the colour palette.

The Statewide Community Road Safety Group’s business card design is clean and effective.

The design is consistent across the four entities.

The contact details are aligned to the top left of the card and the logo is anchored to the bottom right.

Where affiliated logos are featured, they are placed to the right of the Road Safety Group’s logo at a height of 9mm. The affiliated logo should be aligned to the text block of the Road Safety Group’s logo as shown here.

The business card is designed to be produced in one colour. Please see Section 4.4 for further details on the colour palette.
Brochures

Brochures for the Statewide Community Road Safety Group feature key imagery in the rounded graphic.

Pull out text is to help differentiate and add interest.

Body copy is to appear grey with bold headings.

Logos appear on the front cover.

Insert heading here
For more information visit vicroads.vic.gov.au/communityroadsafety

Posters

Posters for the Statewide Community Road Safety Group may use images or text. In either case, the logo should be prominent and the correct relationships between affiliated logos are represented consistently on the bottom right of the poster.

The poster may be produced in one colour only.

Please refer to Section 4.4 for further details on the colour palette.

Note: Type styles on the right are based on an A2-sized poster.
PowerPoint presentations must be consistent in look and feel and relate closely to all other communications. The rounded graphic is used as a background on text slides.

First slide options

Following slides – text only

Body copy

Adiam zzriure dolorperos nis delit lum acipis ea aliquat augiamet ut veratie feum del et nulput vent velit ilismodigna feugiamconse diamcom modolore min velit eum duisit iriustrud tat. Ibh estio dolortie magniam core tisl ipit.
The Statewide Community Road Safety Group’s logo may be applied across a range of web banners in various formats. The grey area of the banner is for the primary message across all variations. The relationship between the grey area, logo and white margins remains consistent. The message should be as large as possible within the grey area. The size of the margins may be determined by using a capital ‘T’ of ‘The’ vertically for portrait formats, and horizontally for landscape format banners. The white area housing the logo is equal to the clear space of the logo.

Members can use web banners as promotional tools.
The fact sheet links closely to all other communications and has been created so that it is easy to use, while maintaining a contemporary feel.

The rounded graphic contains the title and contact details on the top right.

Body copy is set in the style as outlined in the two column grid.

The Statewide Community Road Safety Group's logo, along with any affiliated logos are placed at the base of the sheet, aligned to the right edge of the contact details and 8mm from the edge of the page.