Introduction

NOPSEMA
Brand Guideline

Version 4.0 / November 2023

Contents

1.1   How to use these Brand Guidelines

Any individual that needs to apply any aspect of the NOPSEMA visual branding should become familiar with the relevant contents of this document. Artwork files can be obtained from the NOPSEMA Communications and External Affairs (CEA) team.

This document is to be also used by third parties wishing to use NOPSEMA branding.

All queries should be directed to the CEA team.

1.2   Electronic file usage

Correctly determining file format usage

The NOPSEMA logo files are provided in CMYK, PMS and RGB versions in .PNG, .EPS, .TIFF and .JPG formats to cater for all eventualities, uses and media. Please ensure the correct logo format is selected for each application.

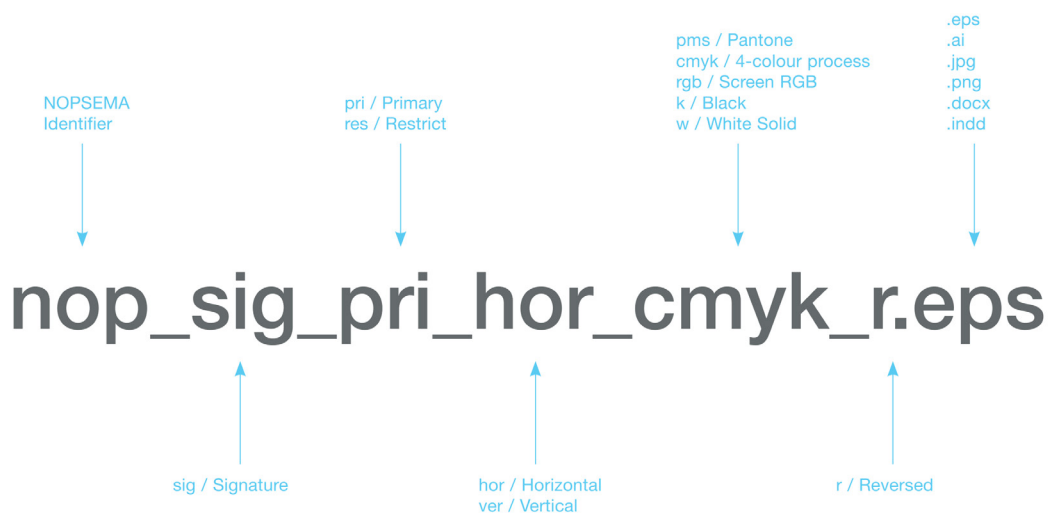| File Name	File Type	File Properties
PNG (Portable Network Graphic) (.png)	Files for screen	(.png) is a bitmapped image format. PNG was designed for transferring images on the internet, not for professional quality print graphics, and therefore does not support non-RGB colour spaces such as CMYK.
EPS (Encapsulated Post Script) (.eps)	Files for print	(.eps) is the ideal format for printing devices. The file contains 'vector' information which allows the logo to be reproduced at very large sizes without any loss in quality.
TIFF (Tagged Image File Format) (.tiff)	Files for print	(.tif) files are defined as coloured dots or pixels. The optimum size for use in printed documents is 300dpi, and they should not be scaled any more than 120% or poor quality print reproduction will occur.
JPEG (Joint Photographic Experts Group) (.jpeg)	Files for print	(.jpg) is a standard format for compressing still images. Similar to .TIFF files, the resolution is defined in dots or pixels. The optimum size for use in printed documents is 300dpi, and they should not be scaled any more than 120% or poor quality print reproduction will occur.

Correctly determining the colour reference system

The NOPSEMA logo files are provided in CMYK, PMS and RGB versions in .PNG, .EPS, .TIFF and .JPG formats to cater for all eventualities, uses and media. Please ensure the correct logo format is selected for each application.

Colour Reference Name	Colour Properties
(Pantone Matching System) PMS	PMS is a set of standard colours for offset printing, each of which is specified by a single number. Whilst these are in essence specific colour inks, computer graphics software allows colours to be specified as Pantone numbers that are then reproduced in CMYK (four colour process) colours by a digital or offset printing press.
(Cyan Magenta Yellow Key) CMYK	CMYK describes the ubiquitous full colour printing process and refers specifically to the four inks used in offset and digital colour printing: cyan, magenta, yellow and key (black). The "K" in CMYK stands for key since in four colour printing cyan, magenta, and yellow printing plates are carefully keyed or aligned with the key of the black key plate. The four colours are printed together as very small dots of varying sizes to create an almost infinite range of hues eg; an aqua blue ocean in a photo will carry large cyan dots, medium yellow and small magenta and black dots. The brain is unable to discern the individual dots via the optic nerve perceives the area as aqua blue.
(Red Green Blue) RGB	RGB is a process in which red, green, and blue light is added together in various ways to reproduce a broad array of colours. Its main purpose is the representation and display of images in electronic systems, such as televisions and computers. RGB is a device-dependent colour model: different devices detect or reproduce a given RGB value differently, since the colour elements (such as phosphors or dyes) and their response to the individual R, G, and B levels vary from device to device.

1.3   File naming

The file naming system is outlined to help ensure that you find the correct version for any given application.

NOPSEMA
Identifier

pri / Primary
res / Restrict

pms / Pantone
cmyk / 4-colour process
rgb / Screen RGB
k / Black
w / White Solid

.eps
.ai
.jpg
.png
.docx
.indd

nop_sig_pri_hor_cmyk_r.eps

sig / Signature

hor / Horizontal
ver / Vertical

r / Reversed

2.1   NOPSEMA logo

The NOPSEMA logo consists of two components - the logo symbol and the logo type. There are two acceptable ways to align these components — alongside (horizontal format), or underneath (vertical format).

*PLEASE NOTE: For brand management consistency and identity, it is NOT permissible to use the NOPSEMA logo symbol and/or logotype as a stand-alone element without consent from the CEA team.

The components must retain the same proportion and positions as shown in the following examples:

Horizontal version

Vertical version

....
Note: Both of these versions are available as CMYK, PMS and RGB versions in AI, EPS, JPG and PNG formats.

nop_pri_hor_cmyk
nop_pri_hor_pms
nop_pri_hor_rgb
nop_pri_ver_cmyk
nop_pri_ver_pms
nop_pri_ver_rgb

2.2   NOPSEMA signature

The NOPSEMA signature is similar to the NOPSEMA logo but has an additional tagline. It should work across all promotional/marketing materials and external campaigns. The NOPSEMA signature has three design variations (horizontal and vertical).

Signature 1A
Horizontal

Signature 1B
Horizontal

Signature 1C
Vertical

....
Note: The signature versions are available as CMYK, PMS and RGB versions in AI, EPS, JPG and PNG formats.

nop_sig_1A_hor
nop_sig_1B_hor
nop_sig_1C_ver

3.1 Primary colour suite

Colour plays a major role in establishing brand recognition. Each of the colours in the NOPSEMA branding colour palette is derived from the Pantone Matching System® (PMS). When match colour printing is not available, the appropriate CMYK (four colour) equivalents will need to be used.

NOPSEMA Primary Colours

NOPSEMA Blue
Pantone® 647C
C80 M53 Y5 K12
R56 G103 B160
HEX #3767a0

NOPSEMA Orange
Pantone® 151C
C0 M60 Y100 K0
R245 G130 B32
HEX #f58220

NOPSEMA Grey
Pantone® 431C
C1 M0 Y0 K70
R107 G110 B113
HEX #6b6e71

NOPSEMA Navy
Pantone® 540C
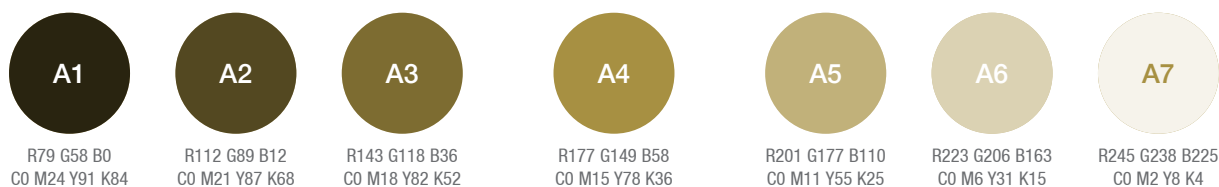C80 M53 Y5 K70
R13 G43 B78
HEX #0d2b4e

3.2 Secondary colour suite

The secondary colour suite extends the corporate colour palette to capture other uses while maintaining brand consistency. It creates a visual point of difference and can be applied for special focus areas of NOPSEMA. This is particularly applicable to charts, diagrams and statistical reporting. It may be used appropriately on panels in newsletters, brochures and on the website.

The secondary colour suite is complementary and should not be used alone to represent the NOPSEMA brand, this is the role of the primary colour suite.
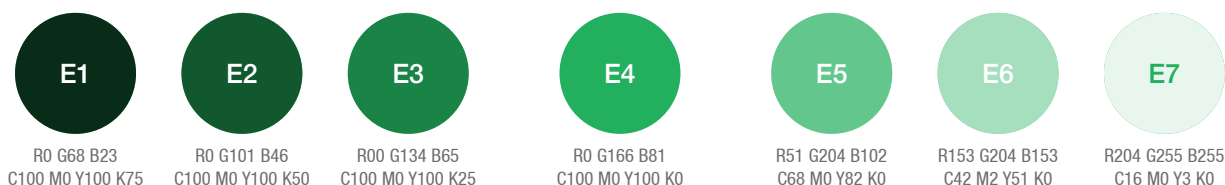
NOPSEMA Secondary colour suite

Sand

A1	A2	A3	A4	A5	A6	A7
R79 G58 B0	R112 G89 B12	R143 G118 B36	R177 G149 B58	R201 G177 B110	R223 G206 B163	R245 G238 B225
C0 M24 Y91 K84	C0 M21 Y87 K68	C0 M18 Y82 K52	C0 M15 Y78 K36	C0 M11 Y55 K25	C0 M6 Y31 K15	C0 M2 Y8 K4

Azure

B1	B2	B3	B4	B5	B6	B7
R0 G64 B93	R0 G96 B133	R0 G125 B173	R0 G155 B213	R0 G177 B224	R135 G205 B235	R221 G239 B249
C100 M0 Y0 K78	C100 M0 Y0 K56	C100 M0 Y0 K35	C100 M0 Y0 K13	C70 M0 Y0 K9	C40 M0 Y0 K5	C10 M0 Y0 K1

Ruby

C1	C2	C3	C4	C5	C6	C7
R94 G0 B0	R139 G0 B18	R186 G17 B38	R237 G27 B51	R243 G113 B96	R248 G170 B152	R254 G231 B223
C0 M100 Y86 K75	C0 M100 Y86 K50	C0 M100 Y86 K25	C0 M100 Y86 K0	C0 M70 Y60 K0	C0 M40 Y35 K0	C0 M9 Y10 K0

Magenta

D1	D2	D3	D4	D5	D6	D7
R96 G0 B47	R140 G0 B77	R186 G0 B106	R236 G00 B133	R241 G115 B166	R246 G173 B200	R253 G232 B240
C0 M100 Y5 K75	00 M100 Y5 K50	C0 M100 Y5 K25	C0 M100 Y5 K0	C0 M70 Y4 K0	C0 M40 Y2 K0	C0 M10 Y1 K0

Emerald

E1	E2	E3	E4	E5	E6	E7
R0 G68 B23	R0 G101 B46	R00 G134 B65	R0 G166 B81	R51 G204 B102	R153 G204 B153	R204 G255 B255
C100 M0 Y100 K75	C100 M0 Y100 K50	C100 M0 Y100 K25	C100 M0 Y100 K0	C68 M0 Y82 K0	C42 M2 Y51 K0	C16 M0 Y3 K0

Violet

F1	F2	F3	F4	F5	F6	F7
R51 G0 B51	R102 G0 B102	R102 G0 B102	R153 G51 B153	R153 G102 B153	R204 G153 B204	R255 G204 B255
C73 M92 Y44 K62	C68 M100 Y26 K	C68 M100 Y26 K18	C46 M94 Y0 K0	C44 M69 Y14 K1	C18 M44 Y0 K0	C4 M22 Y0 K0

Ocean

G1	G2	G3	G4	G5	G6	G7
R0 G68 B54	R0 G102 B85	R0 G135 B114	R0 G153 B153	R51 G204 B204	R150 G213 B210	R226 G243 B240
C100 M0 Y50 K75	C100 M0 Y50 K50	C100 M0 Y50 K25	C100 M0 Y50 K0	C64 M0 Y26 K0	C40 M0 Y20 K0	C10 M0 Y5 K0

Bronze

H1	H2	H3	H4	H5	H6	H7
R96 G45 B0	R142 G74 B2	R192 G102 B22	R245 G130 B32	R249 G164 B95	R253 G201 B155	R255 G238 B224
C0 M60 Y100 K75	C0 M60 Y100 K50	C0 M60 Y100 K25	C0 M60 Y100 K00	C0 M42 Y70 K0	C0 M24 Y40 K0	C0 M6 Y10 K0

Amber

I1	I2	I3	I4	I5	I6	I7
R98 G70 B0	R146 G107 B0	R197 G145 B14	R253 G184 B19	R255 G203 B103	R255 G223 B164	R255 G244 B227
C0 M30 Y100 K75	C0 M30 Y100 K50	C0 M30 Y100 K25	C0 M30 Y100 K0	C0 M21 Y70 K0	C0 M12 Y40 K0	C0 M3 Y10 K0

Steel

J1	J2	J3	J4	J5	J6	J7
R70 G69 B71	R97 G97 B100	R122 G122 B125	R145 G145 B149	R176 G176 B179	R208 G209 B211	R241 G241 B242
C0 M1 Y0 K88	C0 M1 Y0 K76	C0 M1 Y0 K63	C0 M1 Y0 K51	C0 M1 Y0 K36	C0 M1 Y0 K20	C0 M0 Y0 K5

Indigo

K1	K2	K3	K4	K5	K6	K7
R13 G43 B78	R26 G59 B98	R43 G82 B129	R55 G103 B160	R110 G136 B182	R162 G176 B208	R226 G229 B240
C80 M53 Y5 K70	C80 M53 Y5 K50	C80 M53 Y5 K34	C80 M53 Y5 K12	C56 M37 Y4 K9	C32 M21 Y2 K5	C8 M5 Y1 K1

Olive

L1	L2	L3	L4	L5	L6	L7
R73 G83 B0	R112 G123 B13	R152 G164 B24	R194 G205 B35	R210 G217 B109	R227 G231 B168	R245 G247 B229
C22 M0 Y100 K77	C22 M0 Y100 K54	C22 M0 Y100 K31	C22 M0 Y100 K8	C15 M0 Y70 K5	C9 M0 Y40 K3	C2 M0 Y10 K1

4.1 Typographies for marketing collateral

Typography is a subtle, yet powerful, part of the NOPSEMA visual identity. Just like the logo, typography serves as a visual cue that identifies the brand. Commitment to these two typefaces will help create a consistent brand.

4.2 Typography for external use

Houschka Pro

Default alphabet (marketing collateral)

The typeface adopted by NOPSEMA is Houschka Pro and is available in a number of weights. These fonts should be used on headings on all printed communications for external audiences, such as brochures, catalogue, website, stationery, etc.

Houschka Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Houschka Pro Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Houschka Pro DemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Houschka Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Note: These typefaces should be used on all printed communications for external audiences. The Houschka Pro and Helvetica Neue font Family are available to buy at any font supplier, however, we recommend using MyFonts.com

The Houschka font family has glyphs available as alternates for some of the characters (see examples below). Please ensure that these are NOT used under any circumstances.

AEFGKLNRWY

Helvetica Neue LT Std

Auxiliar alphabet (marketing collateral)

The typeface adopted by NOPSEMA is Helvetica Neue and is available in a number of weights*. These fonts should be used on all printed communications for external audiences, such as brochures, catalogue, website, stationery, etc.

Helvetica Neue 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Neue 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Neue 65 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Neue 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Neue 85 Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwx-yz1234567890

* Helvetica Neue Lt Std Italics are also available and allowed to use on all printed communications.

*Helvetica and Houschka are available in the Adobe Creative Cloud Design Applications. If you do now have access to these fonts, speak to the communications team.

4.3 Typography for internal use

Calibri Family

System Typeface (internal use)

NOPSEMA system typeface is Calibri. Only use it in situations where Houschka Pro and Helvetica Neue cannot be used, including but are not restricted to Microsoft PowerPoint, Microsoft Word documents, or HTML content on web applications.

Calibri Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Calibri Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

5   Stationary

The way NOPSEMA corresponds with stakeholders has a significant influence on the way we are perceived to do business.

All requests to print stationary should be referred to the CEA team and be processed by NOPSEMA approved suppliers.

A number of readimade templates for corporate stationary uses are pre-loaded in MS Word.

Select FILE > NEW > NOPSEMA you can select from
blank
NOPSEMA internal
NOPSEMA external
NOPSEMA letterhead

After you make your selection you will be presented with a NOPSEMA template incorporating all NOPSEMA branding and a variety of standard text options.

Please contact information@nopsema.gov.au if you cannot locate a required template.

Likewise, there are templates for environmental bulletins and alerts and safety bulletins and alerts pre-loaded in MS Word.

Select FILE > NEW > NOPSEMA > PUBLICATIONS you can select templates for
Safety alert
Safety bulletin
Environment alert
Environment bulletin

6.1   Corporate Stationary Templates

- <u>NOPSEMA PowerPoint</u> – this PowerPoint file contains common topics for NOPSEMA staff to use within their presentations
- <u>"What is NOPSEMA?" presentation</u> – a useful .ppt to give stakeholders a high level introduction to NOPSEMA and our work (accurate at time of creation Oct 2023)

6.2   Internal Image Requests

Staff should browse the Adobe Stock and iStock image libraries and email communications@nopsema.gov.au with a link or screenshot of the images they require.

Level 10, 58 Mounts Bay Rd
Perth WA 6000

GPO Box 2568
Perth WA 6001

nopsema.gov.au

NOPSEMA

For assistance with your communication needs, please contact:

Communications team
xxxxxxxxxxxxxx@xxxxxxx.xxv .au
Tel: (08) 6188 8752

Level 10, 58 Mounts Bay Rd
Perth WA 6000

GPO Box 2568
Perth WA 6001

nopsema.gov.au