

Offshore Infrastructure Regulator Brand guidelines

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Offshore
Infrastructure
Regulator

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1. General Information

1.1 How to use these Brand Guidelines

Any individual that needs to apply any aspect of the OIR 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 OIR branding.

All queries should be directed to the CEA team.

1.2 Electronic file usage

Correctly determining file format usage

The OIR logo files are provided 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.

1. General Information

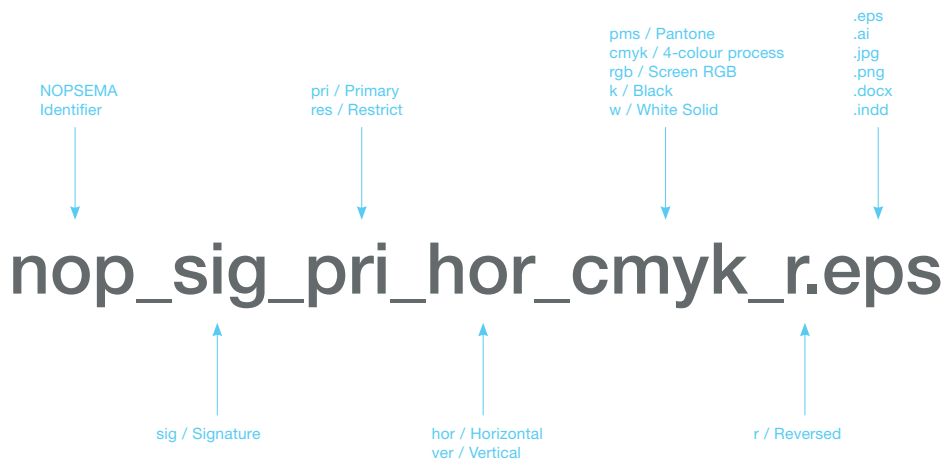
Correctly determining file colour reference system

The OIR logo files are provided in CMYK, PMS and RGB versions 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	<p>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.</p> <p>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.</p>
(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.



2. OIR Logo

2.1 OIR Logo - Primary

The OIR 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 stacked (vertical format).

***PLEASE NOTE:** For brand management consistency and identity it is NOT permitted to use the OIR logo symbol and/or logotype as a stand-alone element unless under prior arrangements with the CEA team.

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

Horizontal
Version



Offshore Infrastructure Regulator

Vertical
Version



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

OIR Logo_pri_hor_cmyk

OIR Logo_pri_hor_rgb

OIR Logo_pri_ver_cmyk

OIR Logo_pri_ver_rgb

2.2 OIR Logo - Reversed in White

The OIR logo can also be used on dark backgrounds and the text ONLY can be reversed out in white.

***PLEASE NOTE:** For brand management consistency and identity it is NOT permitted to use the OIR logo symbol and/or logotype as a stand-alone element unless under prior arrangements with OIR Communications.

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

Horizontal
Version



Vertical
Version



Note: As with the standard version of the logo, these are available in CMYK and RGB versions in AI, EPS, JPG and PNG formats.

OIR Logo_white_hor_cmyk

OIR Logo_white_hor_rgb

OIR Logo_white_ver_cmyk

OIR Logo_white_ver_rgb

3. Corporate Colours

3.1 Primary Colour Suite

Colour plays a major role in establishing brand recognition. Each of the colours in the OIR 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.:

OIR Navy

Pantone® 7685C
C100 M46 Y5 K18
R8 G71 B129
HEX #084781

OIR Teal

Pantone® 7710C
C100 M0 Y30 K0
R1 G153 B155
HEX #01999B

OIR Turquoise

Pantone® 325C
C69 M0 Y16 K0
R80 G187 B187
HEX #50BBBB

OIR Blue

Pantone® 2975C
C47 M4 Y0 K0
R135 G202 B224
HEX #88CAE0

OIR Grey

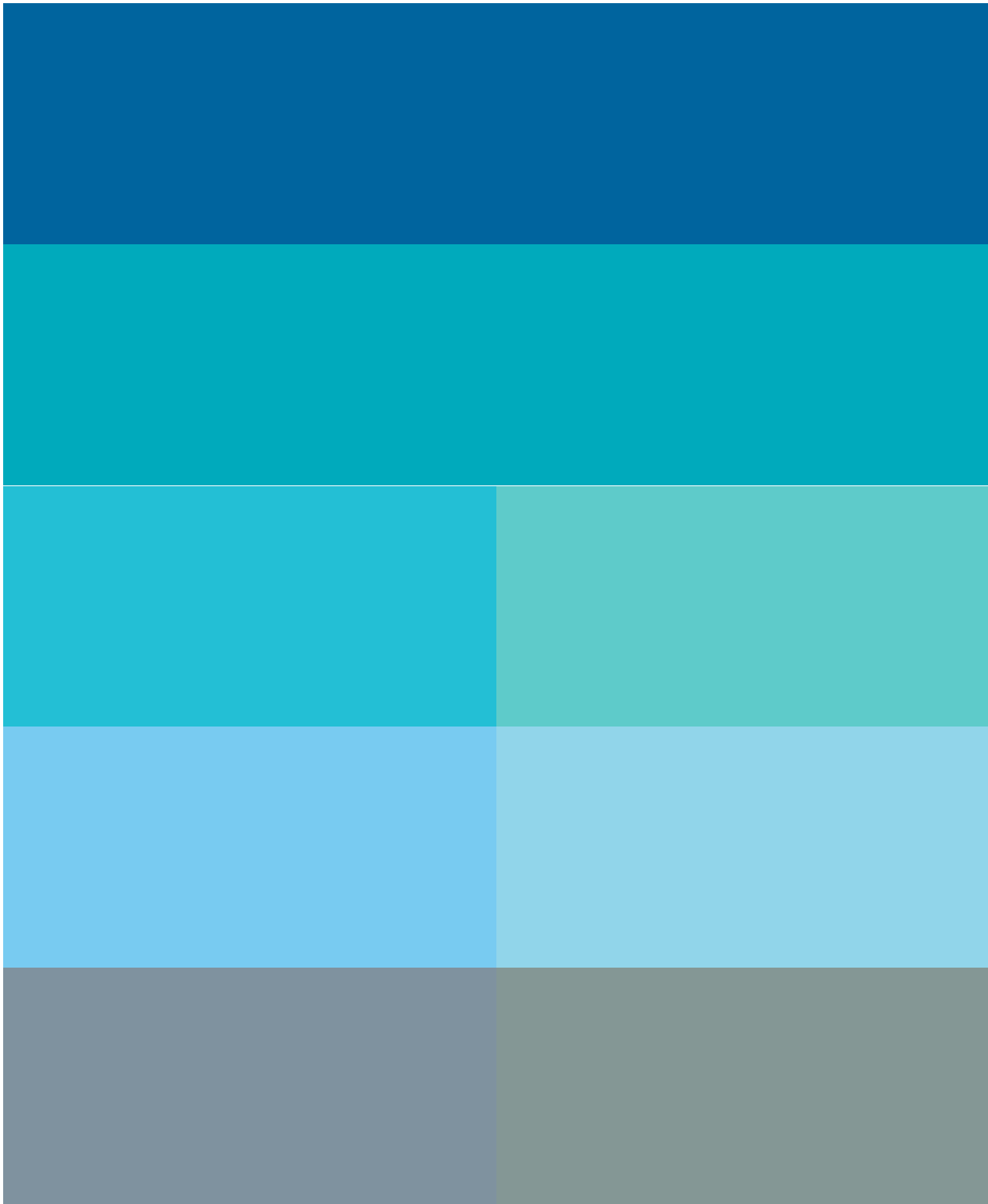
Pantone® 5497C
C33 M14 Y11 K31
R118 G132 B137
HEX #76848 9

3.2 CMYK vs Pantone Comparison

Colour plays a major role in establishing brand recognition. Each of the colours in the OIR branding colours 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:

CMYK Colour Palette

Pantone Colour Palette



4. Typography

4.1 OIR Logo - Typography

Typography is a subtle, yet powerful, part of the OIR visual identity. Just like the logo symbol, the typography of the logo type serves as a visual cue that identifies the brand.

Commitment to these two typefaces will help create a consistent brand, that projects trustworthiness and a hard working ethic across the board.

Gotham - Bold

Gotham - Bold is part of the Gotham font family. It is used in the “Offshore Energy Regulator” section of the logotype.

Gotham is that rarest of designs, the new typeface that feels somehow familiar. From the lettering that inspired it, Gotham inherited an honest tone that's assertive but never imposing, friendly but never folksy, confident but never aloof.

The inclusion of so many original ingredients without historical precedent with a welcome sophistication, and brings a broad range of expressive voices, Gotham is a hard-working typeface for the ages.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**



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Note: These typefaces should be used on all printed communications for external audiences. The Gotham font Family are available to buy at any font supplier, however, we recommend using [MyFonts.com](https://www.myfonts.com)

4.2 Typographies for marketing collateral

Like with the logo, the typography we use in marketing is a powerful, part of the OIR's visual identity and serves as a visual cue that identifies the brand. Commitment to these two typefaces will help create a consistent brand.

Houschka Pro

Default alphabet (marketing collateral)

The typeface adopted by OIR 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.

Helvetica Neue LT Std

Auxiliar alphabet (marketing collateral)

The typeface adopted by OIR 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
abcdefghijklmnopqrstuvwxyz1234567890

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

4.3 Typography for internal use

Calibri Family

System Typeface (internal use)

OIR's system typeface is Calibri. This should be used for all day to day typography requirements.

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. Stationery

5.1 Stationery Suite

The way OIR 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 OIR approved suppliers.

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

Select FILE > NEW > OIR

blank

OIR internal

OIR external

OIR letterhead

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

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



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**For assistance with your
communication needs, please contact:**

OIR team

offshorerenewables@oir.gov.au

Level 10, 58 Mounts Bay Rd
Perth WA 6000

GPO Box 2568
Perth WA 6001