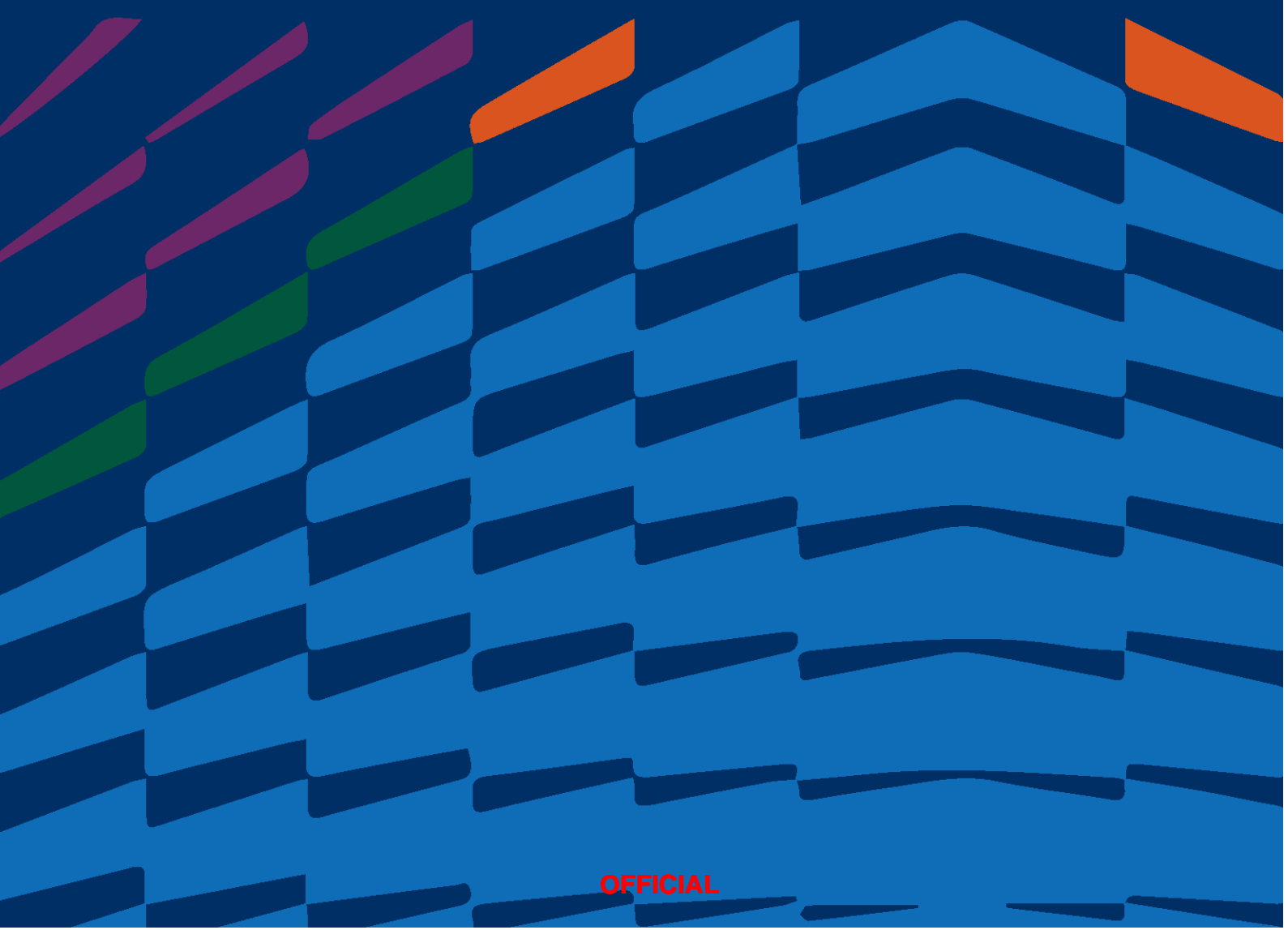




ARPC Visual Style Guide



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Introduction

This visual style guide has been developed to keep our style identity consistent, recognizable, and in line with Treasury and Federal Government guidelines. This guide is to be used when drafting collateral such as external cedant correspondence, ARPC branded reports, website content, marketing materials, annual reports, and any other official content on behalf of ARPC.

Any queries on this style guide, or how to apply the principals therein, should be directed to the Communications team either in person, or via email at communications@arpc.gov.au.

ARPC logo

ARPC's logo is an **Australian Government logo** therefore we are required to **follow Australian Government style guidelines** on the appropriate use of our logo. ARPC's logo consists of four elements:

1. the Commonwealth Coat of Arms
2. the words 'Australian Government' (Times New Roman Bold)
3. an underline
4. the organisation name (also Time New Roman Bold)

The minimum width of the Commonwealth Coat of Arms should be *20mm*. On items such as name badges and ID cards, where it may not be possible for the minimum width to be adhered to, the Arms can be altered in width but must remain recognisable.

ARPC's logo can be applied in two primary layouts; a horizontal 'inline' version and a vertical 'stacked' version. It is left to the discretion of the individual or agency as to which should be used on any given occasion. An example of 'inline' and 'stacked' logos can be found below. '

Inline version



Stacked version



Colour and use of the logo

ARPC's logo and use of the crest follows Australian Government guidelines.

ARPC's logo can be reproduced in one colour only, preferably black however, to add flexibility to this reproduction, guidelines for limited colour use have been developed.

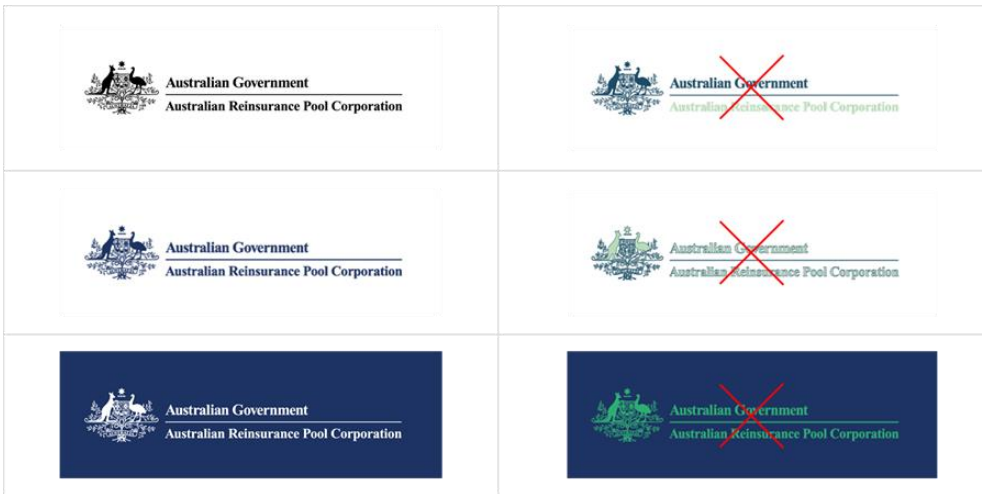
The logo can be reversed – white on black – or can appear as a light colour on a dark colour (see ARPC's colour pallet for appropriate colours) or as a dark colour on a light colour. It is essential to ensure that any use of colour does not compromise the integrity of the logo. Attention to contrast must always be considered carefully.

The logo **must not** appear in a pastel or light colour on a light background colour, or as a tint or stipple of any colour. The logo **must not** appear as a dark colour on a dark background. The various elements of the logo **must not** be represented in more than one colour, and the full colour version of the Commonwealth Coat of Arms must not be used in place of the Conventional Version 3A Solid Commonwealth Coat of Arms in single colour. Use of a black and white logo on a particular product, does not preclude the use of the logo in a different colour palette on other product.

See below for appropriate uses of colour:



Below are some examples of appropriate **versus** inappropriate uses of logo and colour.



Positioning the logo

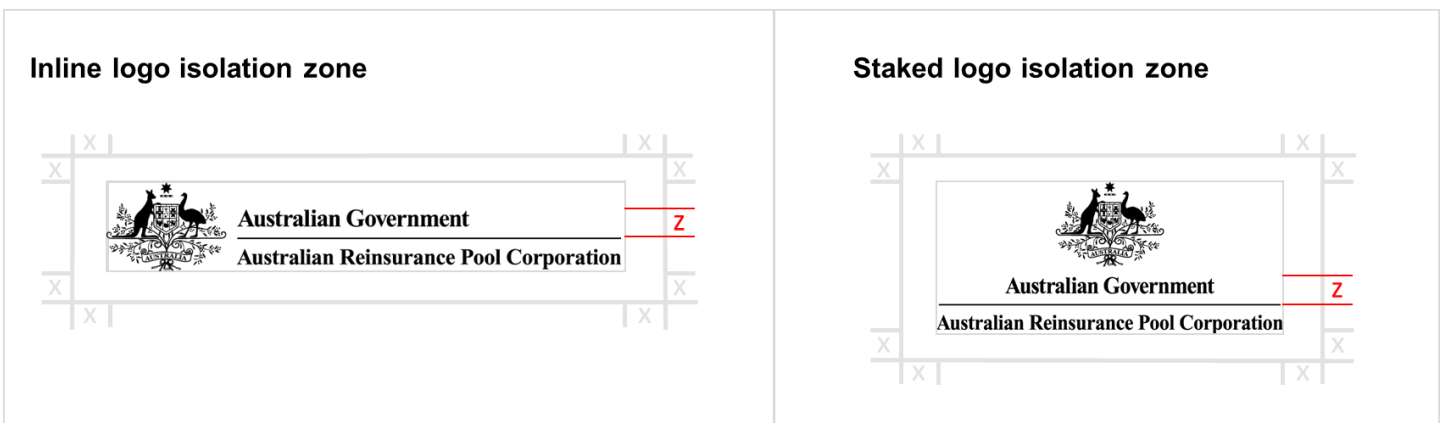
ARPC's logo must have prominence over other images and graphic elements. Where possible, **the logo must be placed at the top of the item it appears on** and other logos, text or images must **not** be placed above or to the left of the logo. For co-authored documents, the logo should always be positioned on the top-left side of the page.

The logo must **not** be used as decorative or artistic element or as a watermark and must **not** be overprinted with text or images.

An isolation zone has been established to avoid crowding the logo. This zone is defined as 'X' and is based upon the distance between the top of the capital 'A' in Australia Government' and the bottom of the horizontal line beneath these words—see diagram below with two examples.







Please note: this zone should be seen as a minimum dimension, and it applies to every form of the logo, and in every application.

The isolation zone can be seen in the image below:



Unacceptable use of the logo

The logo must remain in either the 'inline' or 'stacked' formats supplied. See below for examples of unacceptable use of the logo:

<p>Do not tilt the design</p> 	<p>Do not enlarge or alter in proportion any part of the design</p> 	<p>Do not rearrange the design</p> 
<p>Do not reduce the design below the minimum size (Coat of Arms must be at least 20mm in width)</p> 	<p>Do not use any part of the design as a graphic element</p> 	<p>Do not use the design in a low contrast manner</p> 

ARPC corporate fonts

To ensure consistency in visual presentations ARPC preferred fonts should be used. Calibri should be used as ARPC's primary font, with Arial and Trebuchet used as secondary styles as appropriate.

Primary font:

Calibri (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

012345678910 | !@#\$\$%^&*()

Calibri (*Italicised*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

012345678910 | !@#\$\$%^&()*

Calibri (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

012345678910 | !@#\$\$%^&*()

Calibri (Bold *Italicised*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

012345678910 | !@#\$\$%^&*()

Secondary fonts:

Trebuchet MS (normal)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

012345678910 | !@#\$\$%^&*()

Trebuchet MS (*italicised*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

012345678910 | !@#\$\$%^&()*

Arial (normal)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

012345678910 | !@#\$\$%^&*()

Arial (*italicised*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

012345678910 | !@#\$\$%^&()*

Exceptions


Exceptions to the use of ARPC's corporate fonts may be required for **some documents**. This is by exception and at the discretion of the Communications Team and/or Chief Executive.

ARPC colour palette

A colour palette has been developed to ensure consistency throughout all ARPC's materials. Any of the colours in the primary and secondary colour palette can be used.

The Communications Team have also developed **official templates** for use when creating internal and external collateral. Official ARPC templates should always be used. Current templates can be found on SharePoint under [Key Documents](#).

Below are the ARPC primary and secondary colour palette. The RGB values below can be accessed without using a template and may be useful when not on the ARPC network or when specific colours are required.

Primary Colour Palette	 HEX: #002F65 PMS: 655 CMKY: 100, 80, 12, 63 RGB: 0, 47, 101	 HEX: #0F6CB6 PMS: 660 CMKY: 90, 57, 0, 0 RGB: 15, 108, 182	 HEX: #231F20 PMS: Black CMKY: 0, 0, 0, 100 RGB: 35, 31, 32	 HEX: #58585A PMS: 80% Black CMKY: 64, 56, 53, 28 RGB: 88, 88, 90
Secondary Colour Palette	 HEX: #004B91 PMS: 662 CMKY: 100, 71, 0, 18 RGB: 0, 75, 145	 HEX: #6C2769 PMS: 519 CMKY: 64, 88, 10, 39 RGB: 108, 39, 105	 HEX: #D9541E PMS: 180 CMKY: 0, 79, 100, 11 RGB: 217, 84, 30	 HEX: #00573D PMS: 343 CMKY: 98, 0, 72, 61 RGB: 0, 87, 61

Corporate colours and tints

The extended palette below is a comprehensive set of gradients chosen primarily to offer flexibility in visualization. **These variations should be used sparingly**, with the primary and secondary palette dominating the design. Before a variant is used in official communication, please reach out to the Communications Team for advice.

	100%	80%	60%	40%	20%	10%	
Secondary Colour Palette	HEX: #00573D PMS: 343 CMKY: 98, 0, 72, 61 RGB: 0, 87, 61	HEX: #006F58 RGB: 0, 111, 88	HEX: #418A77 RGB: 66, 138, 119	HEX: #7AAB9D RGB: 123, 171, 157	HEX: #85D0C7 RGB: 181, 208, 199	HEX: #D7E6E1 RGB: 216, 230, 225	
	HEX: #D9541E PMS: 180 CMKY: 0, 79, 100, 11 RGB: 217, 84, 30	HEX: #E1743F RGB: 225, 115, 63	HEX: #E89266 RGB: 233, 146, 102	HEX: #F1B390 RGB: 241, 179, 145	HEX: #F7D7C1 RGB: 248, 215, 193	HEX: #FAE9DC RGB: 251, 233, 221	
	HEX: #6C2769 PMS: 519 CMKY: 64, 88, 10, 39 RGB: 108, 39, 105	HEX: #824D7E RGB: 130, 77, 126	HEX: #997095 RGB: 153, 112, 149	HEX: #B597B0 RGB: 181, 151, 177	HEX: #D5C6D5 RGB: 213, 198, 213	HEX: #E9E0E8 RGB: 233, 224, 232	
	HEX: #004891 PMS: 662 CMKY: 100, 71, 0, 18 RGB: 0, 75, 145	HEX: #3561A1 RGB: 54, 97, 161	HEX: #637CB3 RGB: 100, 124, 179	HEX: #8F9FCA RGB: 143, 159, 202	HEX: #C1C9E2 RGB: 193, 201, 226	HEX: #DDE2F0 RGB: 221, 226, 240	
	HEX: #58585A PMS: 80% Black CMKY: 64, 56, 53, 28 RGB: 88, 88, 90						
	HEX: #231F20 PMS: Black CMKY: 0, 0, 100 RGB: 35, 31, 32						
Primary Colour Palette	HEX: #002F65 PMS: 655 CMKY: 100, 80, 12, 63 RGB: 0, 47, 101	HEX: #2497C RGB: 36, 75, 124	HEX: #516895 RGB: 81, 104, 149	HEX: #7E8FB4 RGB: 126, 143, 180	HEX: #B5BCD5 RGB: 181, 188, 213	HEX: #D7DBE9 RGB: 215, 219, 233	
	HEX: #0F6CB6 PMS: 660 CMKY: 90, 57, 0, 0 RGB: 15, 108, 182	HEX: #4D80C1 RGB: 77, 127, 193	HEX: #7897CE RGB: 118, 151, 206	HEX: #9FB4DD RGB: 160, 180, 221	HEX: #CCD5ED RGB: 204, 213, 237	HEX: #E5E9F6 RGB: 229, 233, 246	
	HEX: #58585A PMS: 80% Black CMKY: 64, 56, 53, 28 RGB: 88, 88, 90						
	HEX: #231F20 PMS: Black CMKY: 0, 0, 100 RGB: 35, 31, 32						
	Use standard Microsoft Word black and grey tints						

ARPC collateral

For reference, templates are located under [Key Documents/Templates page on the SharePoint homepage](#). Other commonly used templates are also available from the Communications Team on request.

The below content outlines the best and most appropriate use of ARPC collateral, as well as some hints and tips on how to get the best out of our templates.

Which templates to use, and when?

There are a number of templates available for use. Below is a short guide around which tools to use, and when:

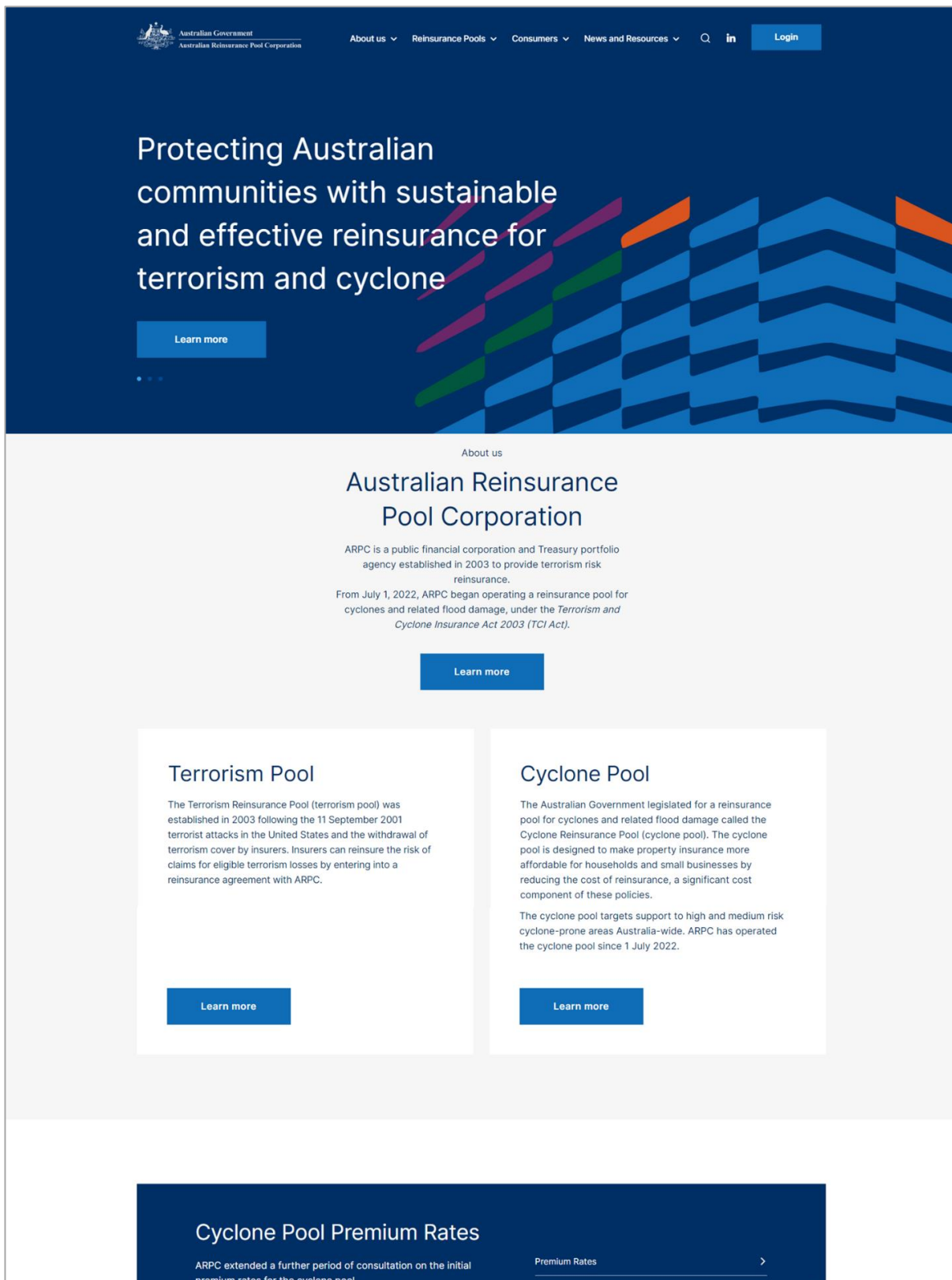
Activity	Presenter	Template
Presenting internally	Subject matter expert (ARPC staff)	ARPC PPT template 16x9 (March 2023).potx OR ARPC PPT template 4x3 (March 2023).potx
Presenting to the board	Senior Executive team	ARPC PPT template 4x3 (March 2023).potx
Presenting to SES	Subject matter expert (ARPC staff)	ARPC PPT template 16x9 (March 2023).potx OR ARPC PPT template 4x3 (March 2023).potx
Presenting externally	Subject matter expert (ARPC staff)	ARPC PPT template 16x9 (March 2023).potx (preferred)

Hints, tips and tricks for templates

- ✓ Make sure you 'Save As' as soon as you open a template, so you don't save your changes for everyone else to see.
- ✓ If you are drafting any content using templates for the Board, Treasury, or Ministers ask the Governance and Communications teams before commencing to ensure you are using the appropriate templates.
- ✓ Make sure you include a copyright slide in your PowerPoint deck. The content for this can be found in the template.

ARPC website design

In November 2022, ARPC launched a new website. The website designs are now reflected throughout ARPC's collateral suite.



ARPC letterhead

We have two letterheads available for use: a multicoloured letterhead as well as a black and white version. Each version has a saved template with and a saved template with or without a footer for ease of use.

Black and white header:



Black and white footer:

Australian Reinsurance Pool Corporation | PO Box Q1432, Eora Nation, Queen Victoria Building NSW 1230
T: (02) 8223 6777 E: enquiries@arpc.gov.au
www.arpc.gov.au | ABN 74807136872

Multi coloured header:



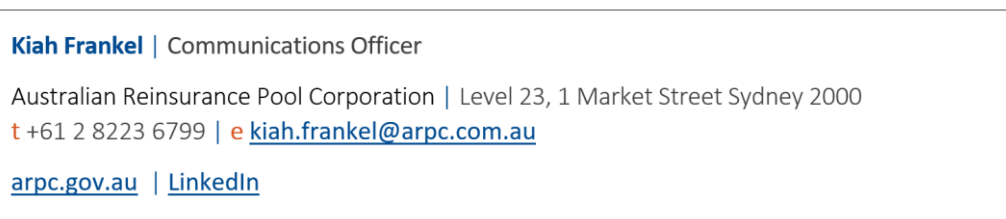
multi coloured footer:

Australian Reinsurance Pool Corporation | PO Box Q1432, Eora Nation, Queen Victoria Building NSW 1230
T: (02) 8223 6777 E: enquiries@arpc.gov.au
www.arpc.gov.au | ABN 74807136872

ARPC Business card:

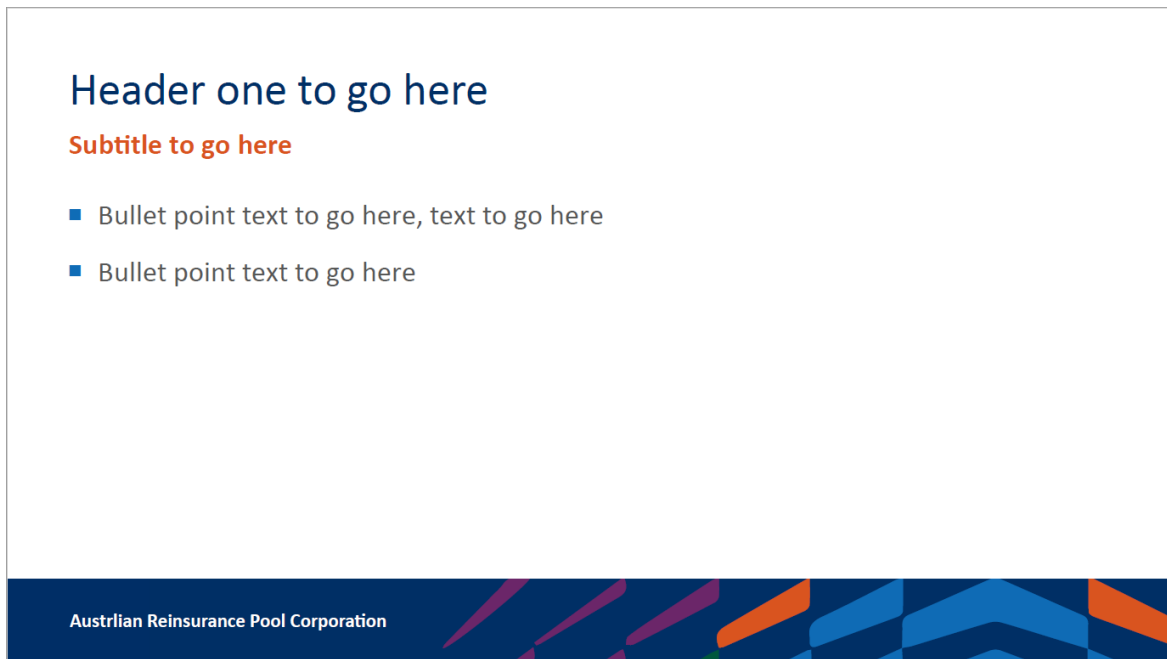
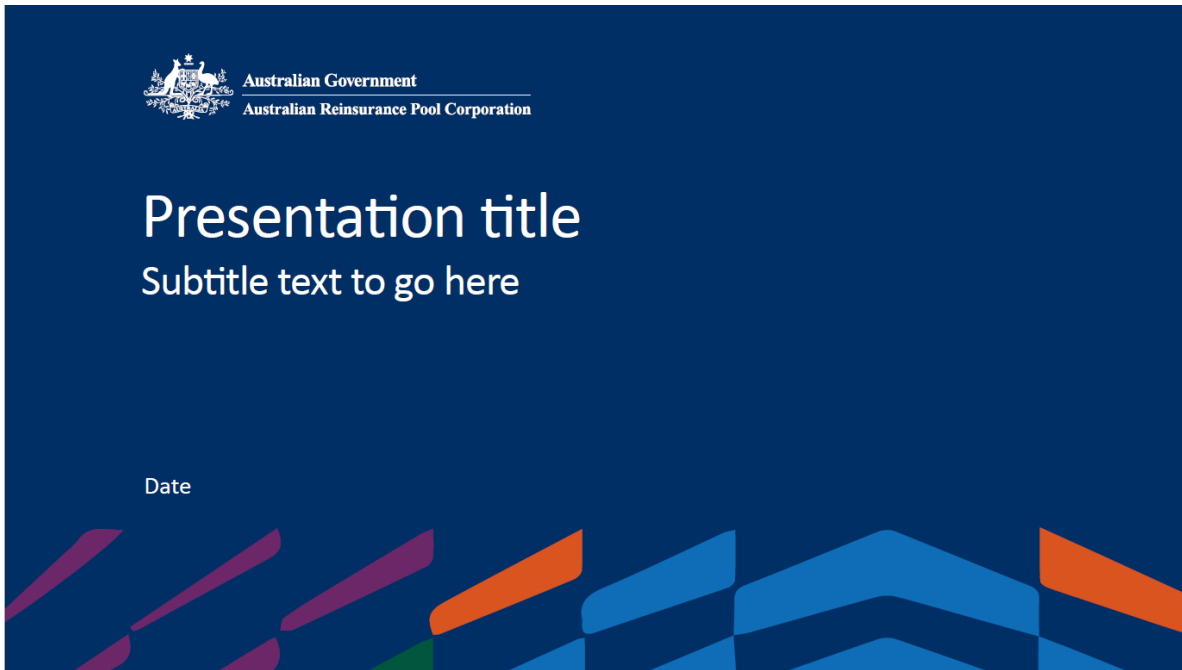


ARPC compact email signature



ARPC PowerPoint templates:

This is available in both a 16x9 PowerPoint template and 4x3 template.



Event invitation template:



 Australian Government
Australian Reinsurance Pool Corporation

Invitation

Event Title

You are invited to join ARPC's Event Title with senior executives for a seated dinner at Event Location. You will be joining about 50 important ARPC stakeholders and some ARPC employees.

We look forward to seeing you at our event.

WHEN: Day, 1 Month 2023

TIME: 7pm – 9.30pm

WHERE: Event Location
1236 Street Street
Sydney NSW 2000

For reporting purposes the value of food and beverages hosted by ARPC is approximately \$130 per person. Travel is at your own expense. Please advise if you have any special dietary requirements. This is a Covid Safe Event. RSVP by COB 1 March. Dress code: Business casual.

RSVP TO: Name Surname

EMAIL: name.surname@arpc.gov.au

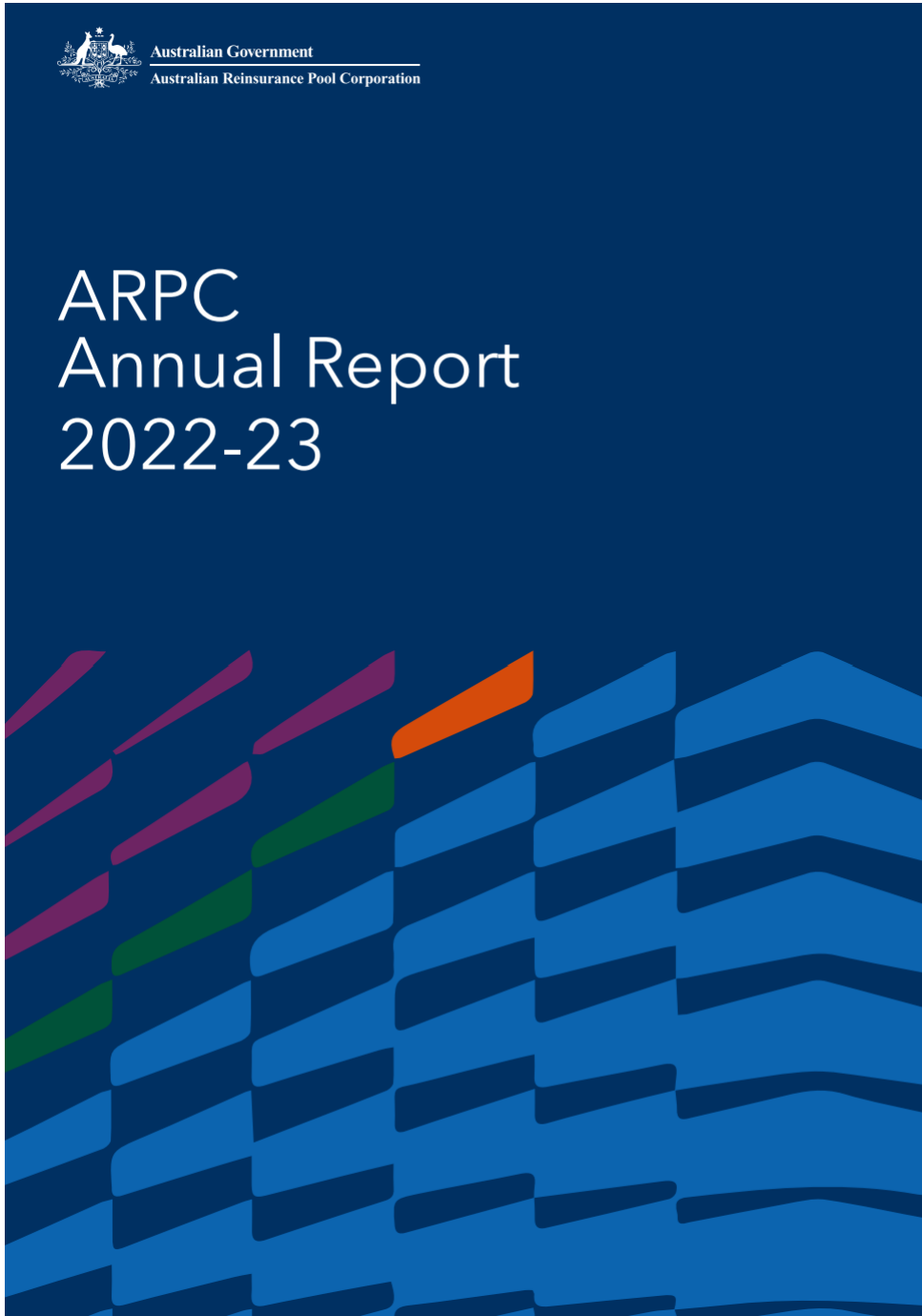
PHONE: (02) 9123 4567

arpc.gov.au

Yearly reports

The design for these varies by year but the designs reference the ARPC colour palette and style guide to ensure consistency.

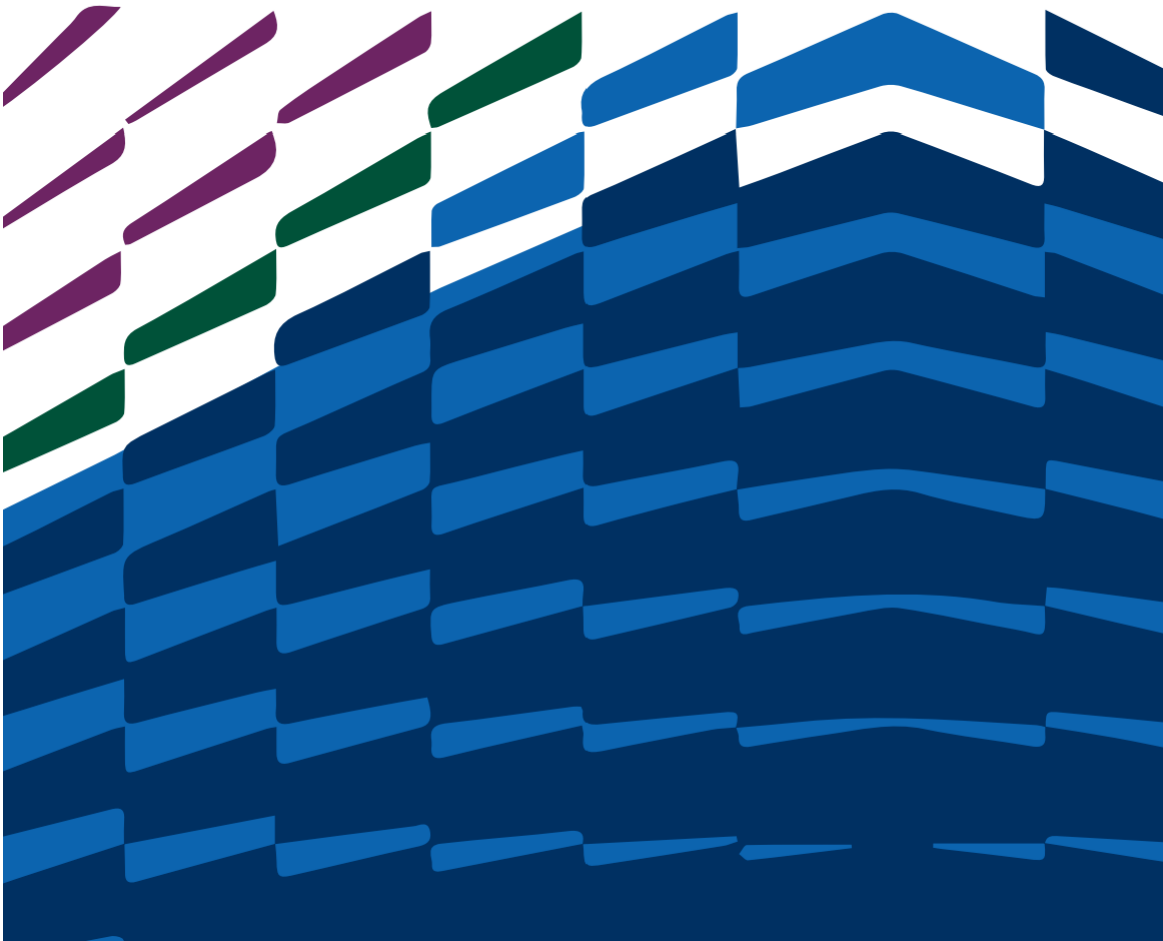
Annual Report:





Australian Government
Australian Reinsurance Pool Corporation

ARPC Corporate Plan 2023–2027



ARPC (generic) report template



Australian Government
Australian Reinsurance Pool Corporation

Click and add title

Click and add sub title

Date 2023





Australian Government
Australian Reinsurance Pool Corporation

Under the Cover

December 2022

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Message from the CEO

Welcome to the Summer edition of our newsletter.

It's a pleasure to present the final *Under the Cover* newsletter for 2022.

It has been a year of significant change for ARPC. We implemented the Cyclone Reinsurance Pool (cyclone pool), welcomed new Board members and observers, and launched a new website.

The *Terrorism and Cyclone Insurance Act 2003* (TCI Act) was passed in March and the Cyclone Reinsurance Pool (cyclone pool) commenced operations on 1 July. The ARPC team worked very hard across multiple workstreams to prepare.

ARPC's 2021-22 Annual Report was tabled in Parliament in October and can be viewed on our website [here](#). The report showcases excellent operational and financial performance throughout the financial year.

In November, ARPC appeared at the Senate Economics Legislation Committee (Budget Estimates) and later that month at the Joint Select Committee on Northern Australia.

We also launched a new website at <https://arpc.gov.au/> which is designed to serves insurer customers and stakeholders of the terrorism and cyclone pools.

And, in December the Bureau of Meteorology notified ARPC of the commencement of a cyclone. ARPC then declared, published, and registered our first Notifiable Instrument for the Cyclone Reinsurance Pool.

Over to terrorism reinsurance, this issue includes an interview with Mike Pennell, ARPC's Chief Underwriting Officer about the 2023 terrorism retrocession program.

Dr Christopher Wallace | Chief Executive Officer



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Quarterly newsletter template - *Under the Cover*

Version control, history, and approval

Date	Version	Author	Approver	Summary of Changes
Previous versions 2017, 2019, 2021	Various	Anna Fenech and others	Michaela Flanagan/Helen Williams	Drafted/updated in line with Treasury Style Guide and ARPC needs.
May-Nov 2023	1.1	Amy McKenna	Anna Fenech	Updated format with new ARPC designs and templates Separation of Writing Guide from Visual Style Guide for ease of access.

ENDS