



Australian Government
High Speed Rail Authority

Brand Guidelines

JANUARY 2025

High Speed Rail Authority

BRAND GUIDELINES

Logo

The Australian Government High Speed Rail Authority logo consists of four elements:

- the Commonwealth Coat of Arms (Conventional Version 3A Solid)
- the words ‘Australian Government’ (Times New Roman Bold)
- an underline, and
- the High Speed Rail Authority name (also Times New Roman Bold).

The logo is available in Prussian Blue (preferred), white reversed or black. The integrity of the logo must be maintained at all times. The logo colours and text must not be altered or adjusted in any way.

The minimum width of the Commonwealth Coat of Arms must be 20mm. Establish a comfortable clear zone around the logo to avoid crowding.

Attention to contrast must always be considered carefully when applying on images or backgrounds.

INLINE STRIP



Australian Government
High Speed Rail Authority



Australian Government
High Speed Rail Authority



Australian Government
High Speed Rail Authority

STACKED



Australian Government
High Speed Rail Authority



Australian Government
High Speed Rail Authority



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Colour Palette

Amber and Prussian Blue are the core colours with two complementary used in the secondary palette.

Ocean Blue is preferred for secondary headings, subheads and icons. Beau Blue is used as a background colour.

PRIMARY



Amber
 C0 M26 Y93 K0
 R254 G191 B40
 #FEBF28
 Pantone PMS123C



Prussian Blue
 C89 M74 Y52 K57
 R23 G41 B57
 #172939
 Pantone PMS2965C

SECONDARY



Ocean
 C83 M50 Y30 K7
 R50 G110 B140
 #326E8C



Beau Blue
 C24 M9 Y2 K0
 R190 G213 B233
 #BED5E9

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Colour Palette

These accent colours are to be used minimally. The Sky Blue is only used when reversing text or icons on Prussian Blue – it provides more contrast than Beau Blue. Ochre is currently only used for minor subheads and infographics.

The neutral colours are used in backgrounds, graphic elements or for design balance.

ACCENTS



Sky Blue

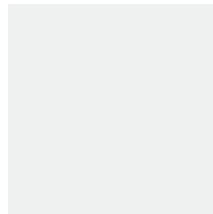
C30 M10 Y5 K0
R175 G205 B225
#AFCDE1



Ochre

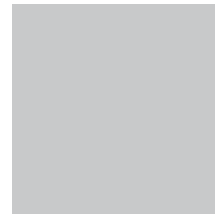
C11 M73 Y100 K2
R215 G100 B40
#D76428

NEUTRALS



Ash Gray

C5 M3 Y3 K0
R240 G240 B240
#F0F0F0



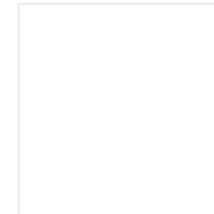
Dove Grey

C12 M8 Y8 K15
R200 G200 B200
#C8C8C8



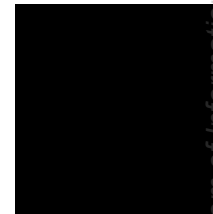
Steel

C30 M15 Y12 K40
R120 G130 B140
#78828C



White

C0 M0 Y0 K0
R255 G255 B255
#FFFFFF



Black

C10 M10 Y10 K100
R0 G0 B0
#000000

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Colour Proportions

The HSRA colour palette may vary across all applications but here is an approximate breakdown of intended colour usage.

As a guide, all designs must use white or Ash Grey and include both primary colours.

For backgrounds, avoid using Amber. And to avoid layouts looking too heavy, only use Prussian Blue background minimally for balance.



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Typography

Overpass is a geometric sans serif font, derived from typefaces used for interstate highway road signage type systems.

Available to download on [Google Fonts](#).

Overpass

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()/?;:{}_

Thin *Italic*
 Extra Light *Italic*
 Light *Italic*
 Regular *Italic*
 SemiBold *Italic*
 Bold *Italic*
 ExtraBold *Italic*
 Black *Italic*

Headline Overpass
 SemiBold/Bold

Secondary headline SemiBold

Introduction breakout line Regular
 Introduction breakout line Regular

Subhead Overpass ExtraBold 12pt

Lorem ipsum body copy Overpass Regular or Light minimum 10pt lbus distia eria nonectur, sequatu reictur sit quis rera ipsuntur. Asperuptae officiant volorepudi.

Disclaimer text minimum 7pt size.

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Typography

Here are recommendations of how to apply colour to typography for brand consistency.

Ensure there is sufficient colour contrast when applying colours to your designs. If in doubt, use an accessibility checker to ensure maximum contrast of colours.

Avoid using Amber for text unless reversed out on Prussian Blue.

Headline Overpass SemiBold/Bold

Secondary headline SemiBold/Regular

Introduction breakout line Regular
Introduction breakout line Regular

Subhead Overpass ExtraBold 12pt

Lorem ipsum body copy Overpass Regular or Light minimum 10pt lbus distia eria nonectur, sequatu reictur sit quis rera ipsuntur. Asperuptae officiunt volorepudi. Lorem ipsum body copy Overpass Regular or Light minimum 10pt lbus distia eria nonectur, sequatu reictur sit quis rera ipsuntur. Asperuptae officiunt volorepudi.

Disclaimer text minimum 7pt size.

“Quote breakout line Regular
placeholder in Ocean Blue.”

Name Surname, Title

Highlight box Overpass Ochre

- Lorem ipsum body copy Overpass Regular or Light minimum 9pt lbus distia eria nonectur.
- Sequatu reictur sit quis rera ipsuntur. Asperuptae officiunt volorepudi.
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Iconography

Our iconography uses a minimal line style. If creating your own icons please ensure the line weight is similar to these references. The preferred colour for icons is Ocean Blue. Icons can be housed in a circle which has the same line weight and colour as the icons.

Please contact the brand team for the latest icon library.



Circle example



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The Brand Bar

This bar predominantly sits at the bottom of the layout spanning the full width. The Prussian Blue sits at the base and the Amber is approximately 20% of the height to provide consistency when used.

On occasion the colour order can be reversed but the Amber/Prussian Blue ratio is still approximately 20/80, or 10/90 on full layouts.



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Hero curve

The HSRA ‘Hero curve’ is two curved lines arching over an image. The bespoke curve is reminiscent of the curved shape of the front of the train.

The ‘Hero curve’ is used on covers or for the main image of a design layout. Only one ‘Hero curve’ can be used per layout/ page. The inner Amber curve is slightly wider and the outer curve is Prussian Blue. The image should bleed off the edges.

The curve may not be used on it’s own without an image.

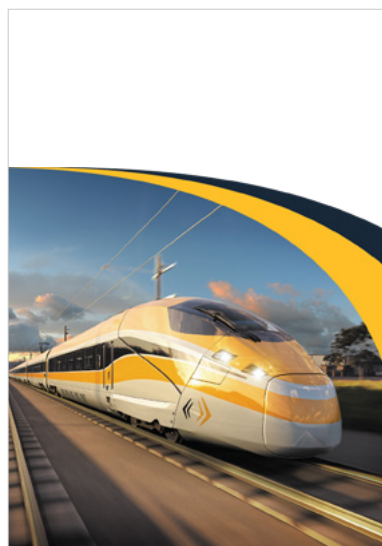
Please contact the brand team for the recommended curve layouts and templates. The curves may not be stretched or edited without approval from the brand team.



Hero curve – landscape long



Hero curve – landscape crop



Hero curve – portrait square



Hero curve – portrait tall

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Image curve

The HSRA 'Image curve' can be for general content imagery. A highlight colour can be applied for extra effect. Here are some examples of how the image curve can be applied.

Please contact the brand team for the recommended curve layouts and templates. You have more flexibility when using the image curve.



Image curve - with highlight



Image curve - no highlight

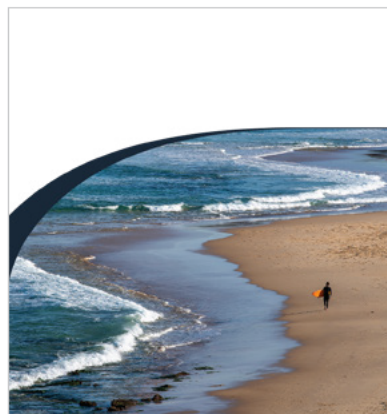


Image curve - with highlight

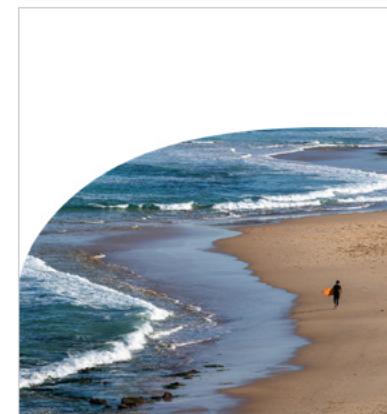


Image curve - with highlight



Curve examples

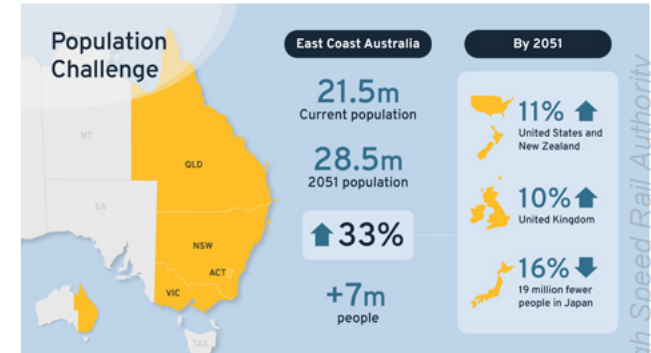
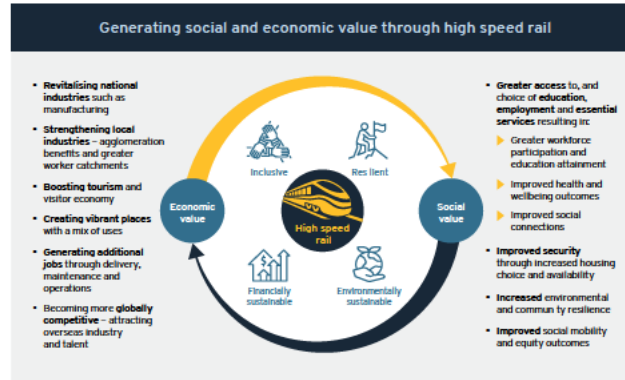
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Infographics

Our infographics and maps need to be simple yet effective. Avoid using too much colour or detail. Keep line weights consistent.



- High speed WiFi
- Fully accessible
- Luggage storage
- Quiet zones
- Sustainable railway
- Power to charge devices
- Food and beverage onboard
- Pet friendly areas



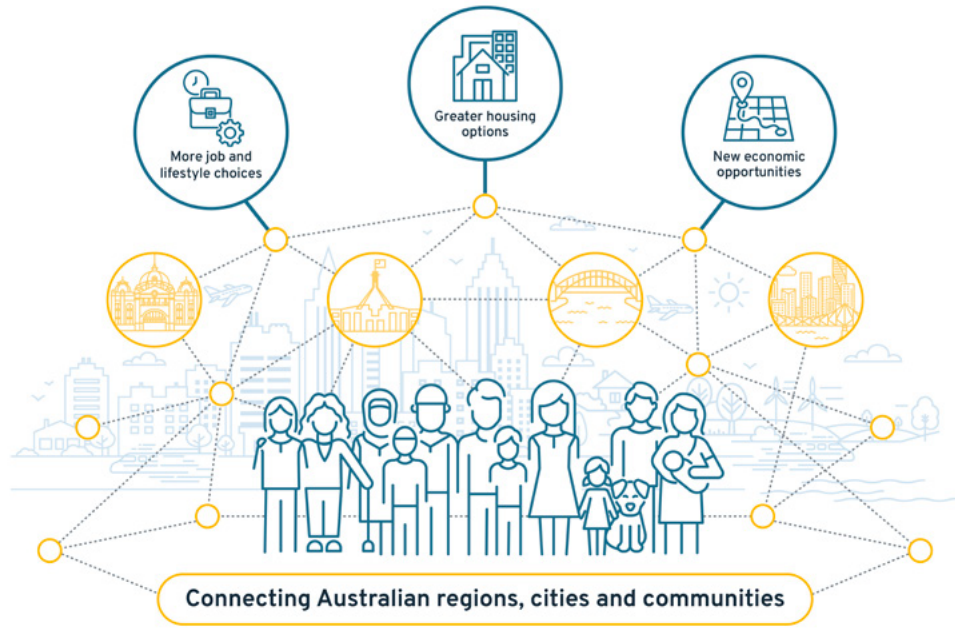
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Illustration

We have 2 illustration styles for HSRA – minimal or detailed. For minimal, use a simple outline style and only use colours from the main palettes. For the detailed style we have amore extensive colour palette and the illustrations are more engaging.



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