



**North  
Metropolitan**

# Brand style guide

May 2020



# Contents

Overview .....	2
North Metropolitan TAFE logo .....	3
Incorrect logo use .....	4
Brand colours .....	5
Registration codes .....	5
Disability Action Inclusion Plan (DAIP) .....	5
Corporate typeface.....	6
Alternative typeface.....	6
Printed stationery .....	7
Electronic stationery .....	9
Uniforms .....	11
Name badges.....	11
Use of images and supplying artwork .....	12

## Overview

**The visual identity of North Metropolitan TAFE (NMTAFE) is an integral part of its corporate image. The purpose of this guide is to ensure the integrity of the NMTAFE brand is maintained across all marketing and corporate materials.**

NMTAFE is committed to working with internal staff and partners to achieve coherent visual identity. In order for NMTAFE's identity to be as effective as possible, the 'visual language' must be consistent across all marketing materials which can only be achieved by adhering to the rules set in this Brand Style Guide. The NMTAFE Brand Style Guide emphasises the use of white space in conjunction with subject-appropriate imagery. White space allows for a clean and contemporary design which is flexible to implement across various mediums.

If you have any questions regarding the information presented in this document, please contact Marketing and Communications via email [marketing@nmtafe.wa.edu.au](mailto:marketing@nmtafe.wa.edu.au)

# North Metropolitan TAFE logo

## Components of the logo

### 1 Western Australia State Government Badge



Visit [dpc.wa.gov.au/GuidelinesAndPolicies/CommonBadging](http://dpc.wa.gov.au/GuidelinesAndPolicies/CommonBadging) for more information the WA State Government badge.

### 2 NMTAFE brandmark



The NMTAFE logo should always be used with the Western Australian Government badge in a co branding arrangement as approved by the Common Badging Committee. Exemptions may be sought for exceptional cases.

## Versions

**Full colour** this version should be used whenever possible.

**Mono and mono reversed** when limited to a single colour, the mono or mono reversed version should be used.

### Full colour



### Mono



### Mono reversed



## Clear space



The recommended minimum clear space is 33.3% of the LOGO height. This clearspace ensures legibility for the NMTAFE logo.

## Minimum size

The NMTAFE logo should never be used below the minimum size.

**For print** the recommended minimum size is 37mm in width.



37mm

**For screen and digital** the recommended minimum size is 140px in width.

## Position and alignment

It is recommended the co-badged NMTAFE logo sits left aligned on top of the page. Where this is not possible the NMTAFE logo may be placed left aligned at the bottom of the page.

# Incorrect logo use

Logos must be sourced from the original image file. It's unacceptable for the logos to be altered in any way. Never try to recreate, redesign or recolour the logos in anyway. Below are examples of incorrect logo use.

Do not stretch, squash or scale in a non-uniform method.



Do not recolour the logos.



Do not position the logos at an angle or along a curve.



Do not place logos over an detailed area of an image or where the background affects visibility of the logos.



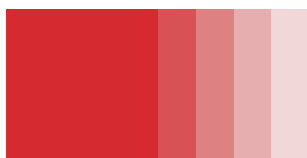
Do not place logos in the incorrect position or alignment.



# Brand colours

## Primary colour palate

NMTAFE Red



PMS P1795  
C-0 M-96 Y-93 K-2  
R-216 G-38 B-46  
Hex# d8262e

NMTAFE Grey



PMS P BLACK 5  
C-0 M-0 Y-0 K-90  
R-65 G-65 B-65  
Hex# 414141

**PMS** Pantone colours are an agreed industry standard colours that are the most accurate for printing on large surface areas, eg. building signage.

**CMYK** Process colours refers to the ink breakdown for printing processes. This is the most widely used for printing publications and marketing materials.

**RGB and Hex** Refers to colours for screens and should be used for anything involving websites, videos or PowerPoint or screen viewing.

## Registration codes

North Metropolitan TAFE's Registered Training Organisation (RTO) provider number and Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) provider code MUST be presented in all marketing materials including publications and web pages. Where a Higher Education course is advertised, a Tertiary Education Quality and Standards Agency (TEQSA) code must also be shown. These codes do not need to be in a prominent position however they MUST be visible and legible.

- NMTAFE's RTO provider number is 52786
- NMTAFE's CRICOS code is 00020G
- NMTAFE's TEQSA code is PRV14273

## Disability Action Inclusion Plan (DAIP)

The below Disability Action Inclusion Plan (DAIP) statement needs to be included in all publications. The statement does not need to be in a prominent position however it MUST be visible and legible.

*As part of our Disability Access and Inclusion Plan, this document is available in alternative formats upon request, including electronic format (USB, CD, emailed) hardcopy (standard and large print) audio format and on the North Metropolitan TAFE website.*

# Corporate typeface

All North Metropolitan TAFE marketing, promotional and advertising materials should be designed using the typefaces Klavika for headings and subheadings and ConduitITCStd for body text. Where it's not possible to use these typefaces, Arial can be substituted as it's more widely available.

## Headings

For headings sizes larger than 16pt use 'Klavika Bold' or 'Klavika Medium' to make texts more distinctive. The designer has discretion on 'weight options' and 'case settings' to match artwork. As a general rule, for large marketing materials (posters, banners etc.) the recommendation is to use Klavika Bold for maximum impact.

## Subheadings

For subheadings sizes 16pt or smaller use the font 'Klavika Medium'. Subheadings must be used in 'Sentence case' and should be as short as possible for visual clarity. See the 'Printed Promotional Materials' section for examples.

### Body text

For text 11pt or smaller, use ConduitITCStd Light. The recommended size for body text is 11pt with absolute minimum at 8.25pt.

---

# Alternative typeface

Arial is the alternative typeface. As a guideline use Arial Regular for body text, **Arial Black** for headings and **Arial Bold** for sub-headings. Examples of Arial typeface in use are shown in the 'Electronic Stationery' section.

## Headings

For headings sizes larger than 20pt use 'Arial Black' or Arial Bold to make texts more distinctive.

## Subheadings

For subheadings 20pt or smaller use the Arial Bold. Subheadings must be used in 'Sentence case' and should be as short as possible for visual clarity.

### Body text

For text 11pt or smaller, use Arial Regular. The recommended size for body text is 10pt with absolute minimum at 8pt.

# Printed stationery

The corporate stationery is used by NMTAFE staff for all corporate purposes. The following are examples of corporate stationery in use. Please note examples are not shown at 1:1 scale.

## Letterhead



## With compliment slips

<p><b>With compliments</b></p>	
<p>Locked Bag 6, Northbridge, Western Australia 6865//Telephone 1300 300 822          Email enquiry@nmtafe.wa.edu.au // <a href="http://www.northmetrotafe.wa.edu.au">www.northmetrotafe.wa.edu.au</a> // ABN 23 489 495 403          RTO code: 52786 // TEQSA code: PRV14273 // CRICOS Code: 00020G</p>	



## Envelopes

### Sizes

- Standard DL sized envelope, either windowed or non-windowed.
- Standard C4/C5 sized envelope, either windowed or non-windowed.



**North  
Metropolitan**

If not claimed within 7 days, please return to  
Locked Bag 6 Northbridge WA 6865

## Business cards

### Single sided







# Electronic stationery

NMTAFE's electronic stationery uses the **Arial typeface in Black, Bold and Regular weights**. The following are examples of electronic stationery in use. Please note examples are not shown at 1:1 scale.

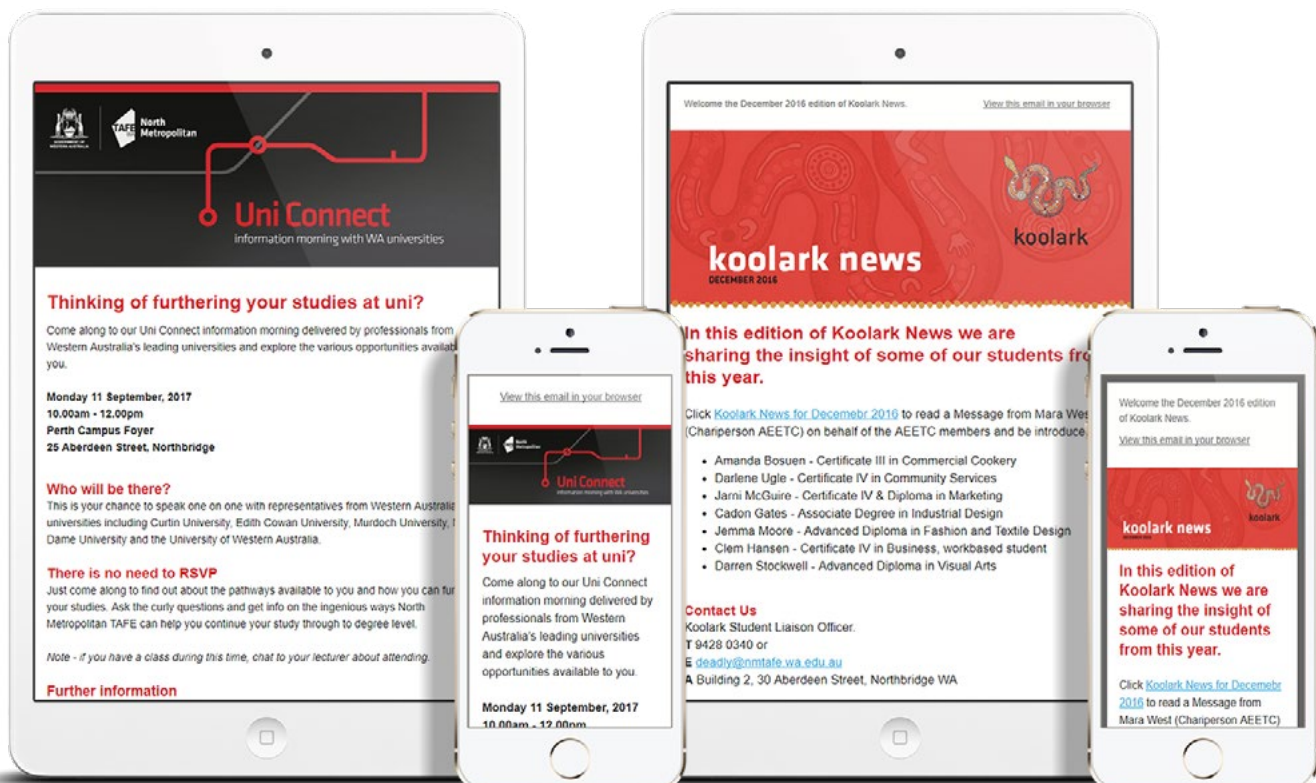
## Email signature

### Recommended email signature

<b>NAME SURNAME</b>	←	Arial Bold 9pt
POSITION AS APPROVED BY MANAGER		
North Metropolitan TAFE		
Campus location		Arial Regular 9pt
T +61 8 XXXX XXXX   E xxxx.xxxx@nmtafe.wa.edu.au   W northmetrotafe.wa.edu.au		
		
	<i>We're working for Western Australia.</i>	← NMTAFE customer facing logo and current public sector message
Additional accreditations to be placed here	←	Arial Regular 9pt

## Email newsletters

NMTAFE uses the MailChimp platform to develop, deliver and monitor email newsletters. Various templates have been designed and can be accessed using the NMTAFE login. Please contact [marketing@nmtafe.wa.edu.au](mailto:marketing@nmtafe.wa.edu.au) for assistance in developing a new MailChimp newsletter template.



## PowerPoint presentation

PowerPoint slide templates have been developed and below are a few examples. Custom slides can also be created to add visual impact to the presentation. Custom slides can include but are not limited to infographics, testimonials, iconography and photography. This template is available from the **Marketing & Communications section of the intranet**.



# Uniforms

It is important you first have your manager approve the purchase of any uniform. Please contact the below suppliers for student uniforms.

## Simply Uniforms (Subiaco)

☎ (08) 9378 3765

## Adelphi Apparel (Malaga)

☎ (08) 9249 2477

## Totally Work Wear (Joondalup)

☎ (08) 9300 2234

### Student uniforms

Once uniforms have been selected please choose one of two logos:

- **Black** for light coloured clothing
- **Reversed (white)** for dark coloured clothing.

If you have any queries or if your supplier requires another format please contact [marketing@nmtafe.wa.edu.au](mailto:marketing@nmtafe.wa.edu.au)

### Polo shirts (balck)

You can also order black North Metro TAFE branded polo shirts via Simply Uniforms (Subiaco).

If your area has specific requirements (e.g. adding the words "TV Crew"), please contact the company and ask them to add it to the polo with the North Metro TAFE logo. They have been supplied with the correct font to use.



# Name badges

North Metropolitan TAFE name badges can be produced within seven working days, depending on quantity. Please email all names, delivery address and payment details to [wa@precisionbadges.com.au](mailto:wa@precisionbadges.com.au). If you encounter any issues with the ordering process, please contact your **Administration Support team**.

Only names (either first name or both first name and last name) go on the badge – no titles or qualifications.

Student name badges should not have the NMTAFE logo, and just the name (either first name or both first name and last name) on the badge.

It is preferred that name badges are ordered in bulk to decrease cost per unit, this can be done through one portfolio or area contact point. Ensure your manager approves the request and the exact delivery location is placed on the order.



# Use of images and supplying artwork

Print and digital artworks have different specifications for submission. It's imperative to understand the differences to minimise approval times due to incorrect submissions.

## Print

When sending finished artwork to a commercial printer please consider the colour space. Images and documents must be supplied using the correct colours space.

- **Process colours (CMYK)** is used for full colour artworks including publications, flyers and most marketing collateral.
- **Pantone (PMS)** spot colours are often used for signage and large surface areas where colour accuracy is important.
- **Greyscale** consists of 256 shades of one colour, uses a single printing plate.
- **Mono** single colour without shades/gradients, often used for printing mono versions of logos on tote bags, T-shirt etc.

The preferred file format for print ready files is a high resolution PDF (300DPI images) with bleed intact. A PDF embeds fonts, pictures and graphics; preserving the artwork as the designer intended. Each supplier will recommend specific bleed size for the artwork but as a guide 5mm bleed is a safe rule to follow.

If images need to be supplied, they must be sent at the correct resolution and colour space. Resolution of images used in printed artwork must be 300DPI. Images should be saved as one of the following formats; JPEG (JPG), EPS or TIFF in CMYK colour space.

For large format printing such as pull-up banners and signage, resolution of images in the artwork can be decreased to 200DPI. Artwork to be supplied as a PDF file using colour space and bleed settings specified by the supplier.

At times you may be asked to supply InDesign (INDD) and Illustrator (AI) files. For InDesign files please ensure that they are packaged with all fonts, pictures and graphics used in the document. For Illustrator files, please ensure text is converted to outlines.

## Digital (screen)

All artwork or documents designed for the screen should be saved using RGB colour space and have a resolution of 72DPI. Please note in a digital environment sizes are measured in pixel (px). Many external suppliers will not except anything other than the absolute correct pixel size.

File types used in the digital environment include JPEG (JPG), GIF or PNG and depend on the preference requested. Never under any circumstances stretch or enlarge image files as it will result in a degraded image quality thus reducing brand presence.

Web optimised PDF's should be created at the smallest possible size while maintaining good image quality. A security password may be added to ensure that only high quality printing is allowed but no editing can happen.

Sometimes you may be asked to supply a Photoshop (PSD) file. The best practice for this is to ensure used layers are kept and grouped fittingly. Ensure you delete any unused layers. Names should be given to a layer in an identifiable way to help the recipient navigate and understand the structure of the file. Please ensure all images and smart objects are rasterized or supplied separately. Text is to be rasterized only if it is not a web safe font and font files should be provided where possible.

## File size

If the document or file is too large to send via email (>5MB), the recommendation is to upload using OneDrive and send link using the 'Share' option. If the recipient is having difficulties receiving files via OneDrive other options include file transfer platforms such Mail Big File, We Transfer and Dropbox.



CRICOS: 00020G // RT0: 52786 // TEQSA: PRV14273

 1300 300 822 |  [enquiry@nmtafe.wa.edu.au](mailto:enquiry@nmtafe.wa.edu.au) |  [northmetrotafe.wa.edu.au](http://northmetrotafe.wa.edu.au)

**Postal address**

 **North Metropolitan TAFE, Locked Bag 6, Northbridge, Western Australia 6865**

As part of our Disability Access and Inclusion Plan, this document is available in alternative formats upon request, including electronic format (USB, CD, emailed) hardcopy (standard and large print) audio format and on the North Metropolitan TAFE website.