

BRAND
GUIDELINES
V3
2023

AUSTRALIAN
RAIL
TRACK
CORPORATION

ARTC

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SECTION 1 OUR BRAND

PURPOSE IMPROVE AUSTRALIA'S PRODUCTIVITY BY MAKING RAIL THE MODE OF CHOICE IN THE NATIONAL LOGISTICS CHAIN

VALUES
VALUES ARE IMPORTANT, NOT JUST FOR PEOPLE, FOR BUSINESSES TOO.

OUR VISION AND CORPORATE PLAN TELLS US WHAT WE NEED TO DO, OUR VALUES DIRECT US ON HOW WE'RE GOING TO DO IT.

THIS HELPS US CREATE A GREAT WORKPLACE WHERE HEALTH AND SAFETY ARE OUR PRIORITY, BOLD THINKING AND NEW IDEAS ARE ENCOURAGED AND WHERE HARD WORK AND ACHIEVEMENTS ARE RECOGNISED AND CELEBRATED.



NO HARM

We have an uncompromising commitment to safety and wellbeing.

We must do everything we can to deliver a safe workplace for ourselves, for one another and for the communities in which we live, work and visit.

This starts by thinking safe, in order to work safe, so that we go home safe – every day.

BY LIVING OUR VALUES, WE CAN CREATE AN AMAZING WORKPLACE WHERE WE FEEL WE ALL BELONG, MAKE 'ZERO HARM' A REALITY AND KEEP THE FUTURE OF FREIGHT ON TRACK.



FUTURE THINKING

By simplifying the process, removing the red tape and learning from what we've done, we encourage everyone to find better ways to work.

While we work hard to deliver today, we're motivated to think and plan for the world tomorrow.



ACTIVE ENGAGEMENT

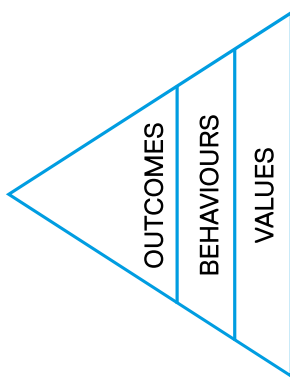
When we're curious we listen to one another and think positively. A better workplace means a stronger business for everyone.



RESULTS

Ultimately, these values help us work as a team.

They help us strive towards our shared goals and deliver results.



STRATEGIC OBJECTIVES

An uncompromising commitment to safety

Exceeding our customers' expectations and promoting greater use of rail

Building Inland Rail and other projects efficiently, collaboratively and maximising the benefits to the Australian economy

STRATEGIC PRIORITIES

Strengthening our organisational systems and capability

Providing an environment that supports our people to achieve their full potential

Respecting and creating value for our stakeholders and communities

STONE AND MANNER

Aspirational

Genuine

Trustworthy

Energetic

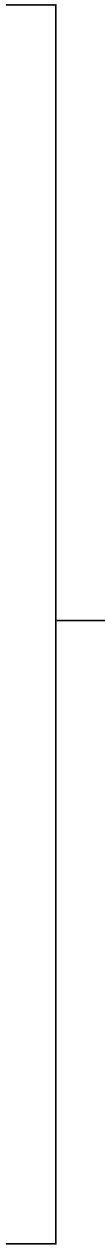
TONE AND MANNER

Aspirational
 The road to achieving our goals may be difficult, but the harder the challenge, the greater the prize.

Genuine
 We're free from pretence, affectation or hypocrisy. We are sincere and we care.

Trustworthy
 Complete reliability, we want everyone to believe in us.

Energetic
 We possess an abundance of energy, which we share with customers, stakeholders and employees.



VOICE IN ACTION

SPEAK WITH PASSION AND PURPOSE
 Helps develop confidence and effectiveness of our messaging.

SPEAK CONVERSATIONALLY
 Keep the language light, accessible and engage in a way you would with friends.

FOCUS ON THE CUSTOMERS, NOT OURSELVES
 Put yourself in the shoes of the customer and view things from their perspective.

AVOID THE THIRD PERSON – ARTC IS “WE”
 Creates a closeness with the customer and acknowledges that a partnership is important to our success.

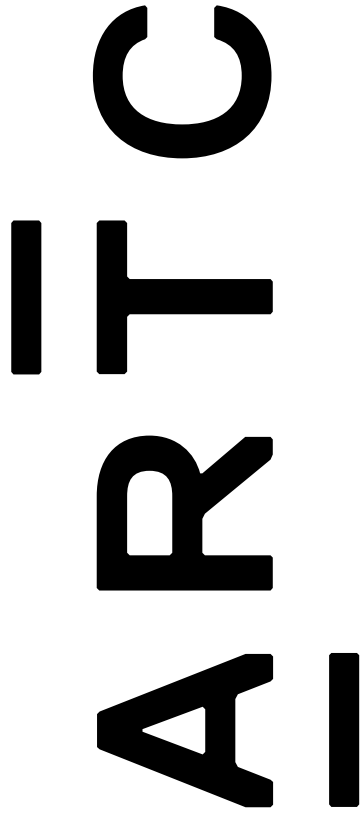
BRING ENERGY TO OUR LANGUAGE
 The language we use carries weight. Keep it positive, vibrant and warm to help reflect the values of ARTC.

SECTION 2 BRAND ASSETS

OUR LOGO

THE BRANDMARK

The ARTC brandmark comprises four letters framed by upper and lower bar devices.

The logo consists of the letters 'ARTC' in a bold, sans-serif font. The letters are enclosed within a rectangular frame formed by two horizontal bars: a top bar above the letters and a bottom bar below them.

POSITIVE VERSION

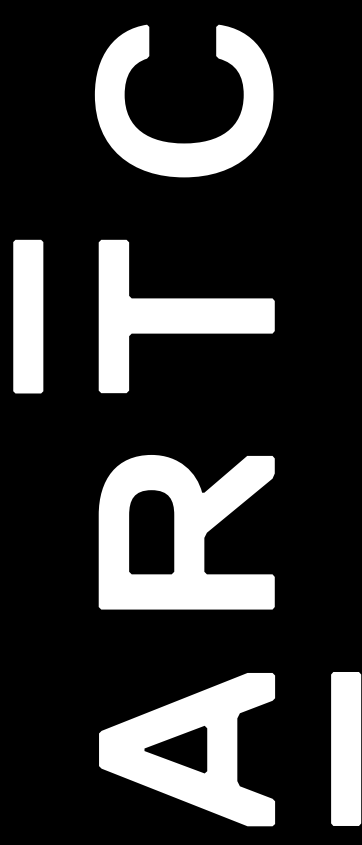
Logo artwork files

The logo has been created as EPS, JPG, PDF, PNG and WMF files.

NAMING CONVENTION

Ensure that the company name 'Australian Rail Track Corporation' is never locked up with the ARTC brandmark.

When using the brand name within a written document, the writer should refer to the company in the first instance as 'Australian Rail Track Corporation (ARTC)' and thereafter as 'ARTC'.

The logo consists of the letters 'ARTC' in a bold, sans-serif font. The letters are enclosed within a rectangular frame formed by two horizontal bars: a top bar above the letters and a bottom bar below them.

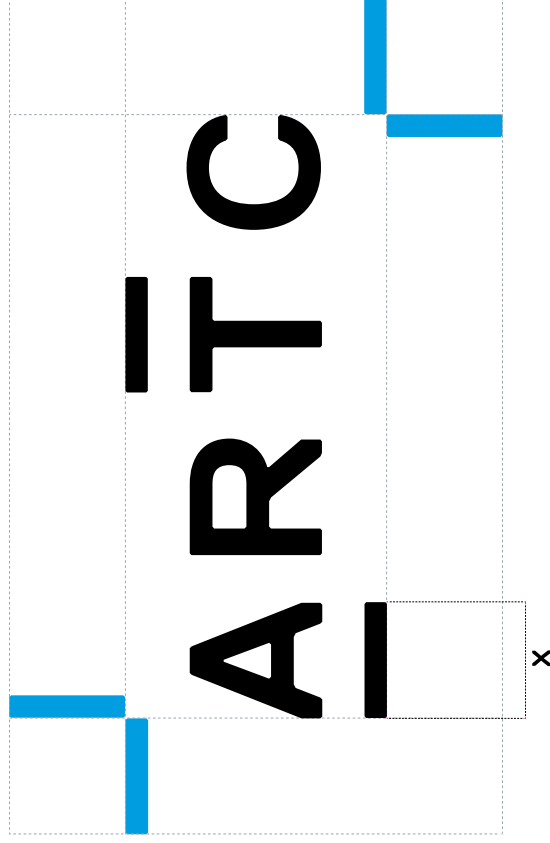
REVERSED VERSION

USING OUR LOGO

CLEAR SPACE

The logo clear space is defined by the width of the bar device which sits below the 'A' and above the 'T' of the ARTC logo. (X).

This clear space creates a frame and sits around the entire logo.



Clear space exception

An exception where clear space guidelines is not adhered to is the ARTC homepage.

For extreme formats (both print and digital) where space is limited, please allow as much clear space as possible around the logo if clear space can not be achieved.

In addition to the above exceptions, there are situations where the bar device can be positioned visually to sit on the horizon line within imagery (see page 9)

MINIMUM SIZE

To ensure logo presence and clarity across our communications, it is important to use the logo no smaller than the suggested minimum sizes for various formats and applications. Use the **X HEIGHT** of the ARTC logo to measure the minimum size as shown.

A3/UNIFORMS
X Height = 10mm

ARTC X
HEIGHT

A4
X Height = 8mm

ARTC

A5
X Height = 6mm

ARTC

A6
X Height = 4mm

ARTC

SCREEN
X Height = 12 pixels

ARTC

ENVELOPES
X Height = 3mm

ARTC

USING OUR LOGO

LOGO USAGE

It's important to take care when using the ARTC logo so we can maintain consistency across all communications. Below are preferred ways of using our logo.

Dark background

The reversed white version of the ARTC logo should be used on dark brand colour backgrounds to ensure maximum legibility.



Light background

The positive black version of the ARTC logo should be used on light brand colour or white backgrounds to ensure maximum legibility.



Photographic backgrounds

When using over an image, ensure there is clear space and use the appropriate version for legibility.



INCORRECT USAGE

Cropping and removing logo elements

Ensure the logo is used in its entirety. Do not remove elements or crop.



Colouring the logo

Ensure only the positive and negative versions of the logo are used. Do not use alternative colour/s.



Distorting the logo

Ensure the proportion of the logo is strictly observed. Do not distort the logo in any way.



Logo placement

Do not place over complex images or graphic patterns.



OUR COLOUR PALETTE

PRIMARY COLOUR PALETTE

The primary colour palette should be used across all communications to maintain consistency. The different colour systems shown are:

- PMS (Pantone Matching System) for specialty printing
- CMYK for commercial printing
- RGB for office
- HEX (web) for online use

ARTC BLACK

PMS BLACK

CMYK 0/0/0/100

RGB 0/0/0

HEX #000000

ARTC BLUE

PMS PROCESS BLUE

CMYK 100/13/0/0

RGB 0/157/225

HEX #009DE1

ARTC GREEN

PMS 334

CMYK 100/0/67/0

RGB 0/168/131

HEX #00A883

ARTC SAND

PMS 7534

CMYK 15/12/22/0

RGB 216/212/196

HEX #D8D4C4

95% RGB 51/49/50

80% RGB 88/89/91

60% RGB 128/130/133

40% RGB 167/169/172

20% RGB 209/211/212

10% RGB 230/231/232

95% RGB 0/160/226

80% RGB 0/170/229

60% RGB 81/186/234

40% RGB 144/205/240

20% RGB 199/227/247

10% RGB 225/240/250

95% RGB 0/170/136

80% RGB 0/180/151

60% RGB 96/195/173

40% RGB 152/212/198

20% RGB 202/232/224

10% RGB 227/242/237

95% RGB 217/214/198

80% RGB 223/219/206

60% RGB 230/227/216

40% RGB 237/235/227

20% RGB 244/243/239

10% RGB 249/248/245

ARTC SLATE

PMS COOL GREY 11

CMYK 60/35/26/58

RGB 56/77/89

HEX #384D59

95% RGB 63/83/95

80% RGB 84/102/114

60% RGB 117/131/142

40% RGB 155/164/173

20% RGB 198/203/208

10% RGB 222/224/227

SECONDARY COLOUR PALETTE

- The secondary brand colour palette consists of ARTC ORANGE.
- It is to be used as a highlight in small areas only.
- It should **NEVER** be used as a tint.

ARTC ORANGE

PMS ORANGE 021

CMYK 0/72/100/0

RGB 243/108/33

HEX #F36C21

95%

80%

60%

40%

20%

10%

Primary tints

The primary colour palette can be expanded to allow for nuances in digital applications, i.e. buttons, rollover states. Limit their use to the specified tint values outlined to the right.

Colour specification of tints

Commercial printing should be set up in CMYK using the Indesign programs which allows for tint values of the parent colour (often these will be fractions), so no CMYK breakdowns are needed for the tints above. However RGB colours are supplied as office software does not readily allow for specific tints.

Accessibility refers to the ability for content to be viewed by readers or users that may have a visual impairment such as colour blindness or impaired vision. The selection of, or the combination of colours used as, and as a background to text can impact the accessibility of content.

This page shows which colours can be used as type, they are colours with strong accessibility. A tick indicates that a colour can be used as type (AAA pass will create the best experience for all users and AA pass is considered acceptable), and a cross indicates that it is not recommended. For a colour to be accessible the contrast between the colour and the background needs to be high, so dark colours that pass accessibility need to be used on a light background and light colours that pass accessibility need to be used on a dark background. Large type refers to 18pt or larger and **14pt bold** and larger, while normal type is below these point sizes.

FONT SIZE

ARTC Blue and ARTC Green type passes AA web accessibility requirements for large type when used on a white background. Large type is anything greater than an 18 point size normal or 14 point size bold.

For smaller font sizes, these colours should not be used as type on a white background.

Accessibility on WHITE background

Type size	ARTC BLACK		PMS PROCESS BLUE		ARTC GREEN		ARTC SAND		ARTC SLATE		ARTC ORANGE	
	Normal	Large	Normal	Large	Normal	Large	Normal	Large	Normal	Large	Normal	Large
AA pass	✓	✓	✗	✓	✗	✓	✗	✗	✓	✓	✗	✓
AAA pass	✓	✓	✗	✗	✗	✗	✗	✗	✓	✓	✗	✗

Accessibility on DARK background

Type size	PMS PROCESS BLUE		ARTC GREEN		ARTC SAND		ARTC SLATE		ARTC ORANGE	
	Normal	Large	Normal	Large	Normal	Large	Normal	Large	Normal	Large
AA pass	✗	✗	✓	✓	✓	✓	✗	✗	✓	✓
AAA pass	✗	✗	✗	✓	✓	✓	✗	✗	✓	✓

OUR FONTS

PRIMARY TYPOGRAPHY (EXTERNAL COMMUNICATIONS)

The primary brand font is Replica and should be used across all professionally printed communications to maintain consistency.

Headings

Use Replica Bold.

Body copy

Use Replica Light, unless the type size is smaller than average or reversed out of a colour, in which case use Replica Regular.

Subheadings and emphasis

Replica Regular and Bold can be used for subheadings or body copy emphasis. These heavier weights should only be used sparingly.

REPLIC

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

Replica Bold

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

Replica Regular

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

Replica Light

abcdefg
hijklmn
opqrst
vwxyz

abcdefg
hijklmn
opqrst
vwxyz

abcdefg
hijklmn
opqrst
vwxyz

? “ ” \ { } - _ : ;
! @ # \$ % ^ & * ()
1 2 3 4 5 6 7 8 9 0

SECONDARY TYPOGRAPHY (INTERNAL AND WEB USE)

For internally printed communications and any exceptional cases where live editable text exists (eg. digital applications) please use Arial as the preferred substitute for Replica.

Headings

Use Arial Bold.

Body copy

Use Arial Regular (suggested font size is 11pt).

Subheadings and emphasis

Arial Bold can be used for subheadings or body copy emphasis. These heavier weights should only be used sparingly.

ARIAL

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

Arial Bold

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

Arial Regular

abcdefg
hijklmn
opqrst
vwxyz

abcdefg
hijklmn
opqrst
vwxyz

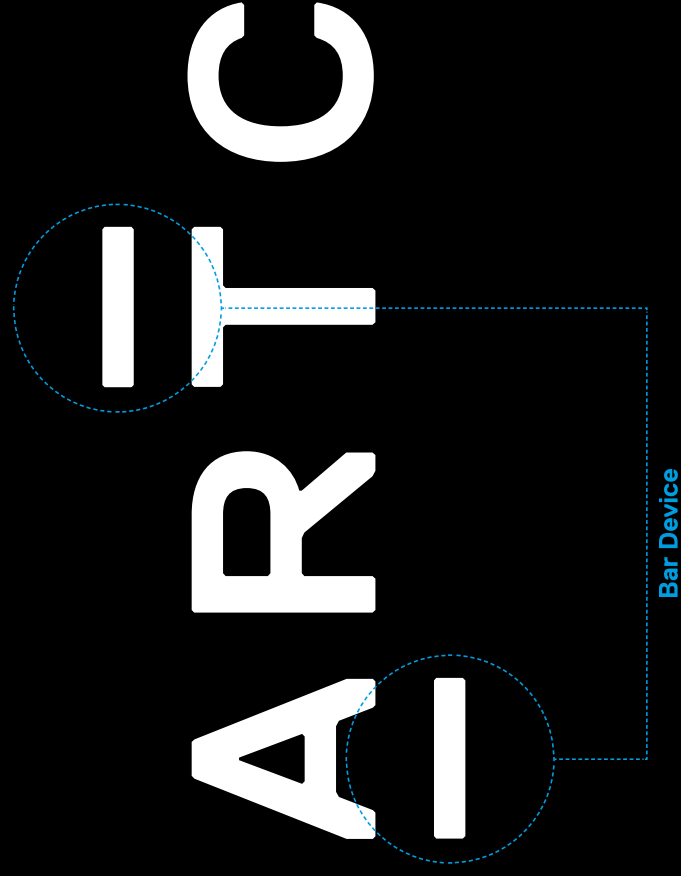
? “ ” \ { } - _ : ;
! @ # \$ % ^ & * ()
1 2 3 4 5 6 7 8 9 0

OUR GRAPHIC LANGUAGE

THE BAR DEVICE

The graphic language helps to reinforce the brand beyond just the logo.

The ARTC graphic language is based on the bar device from the logo and has been designed for use as a framing device as well as a dynamic graphic.



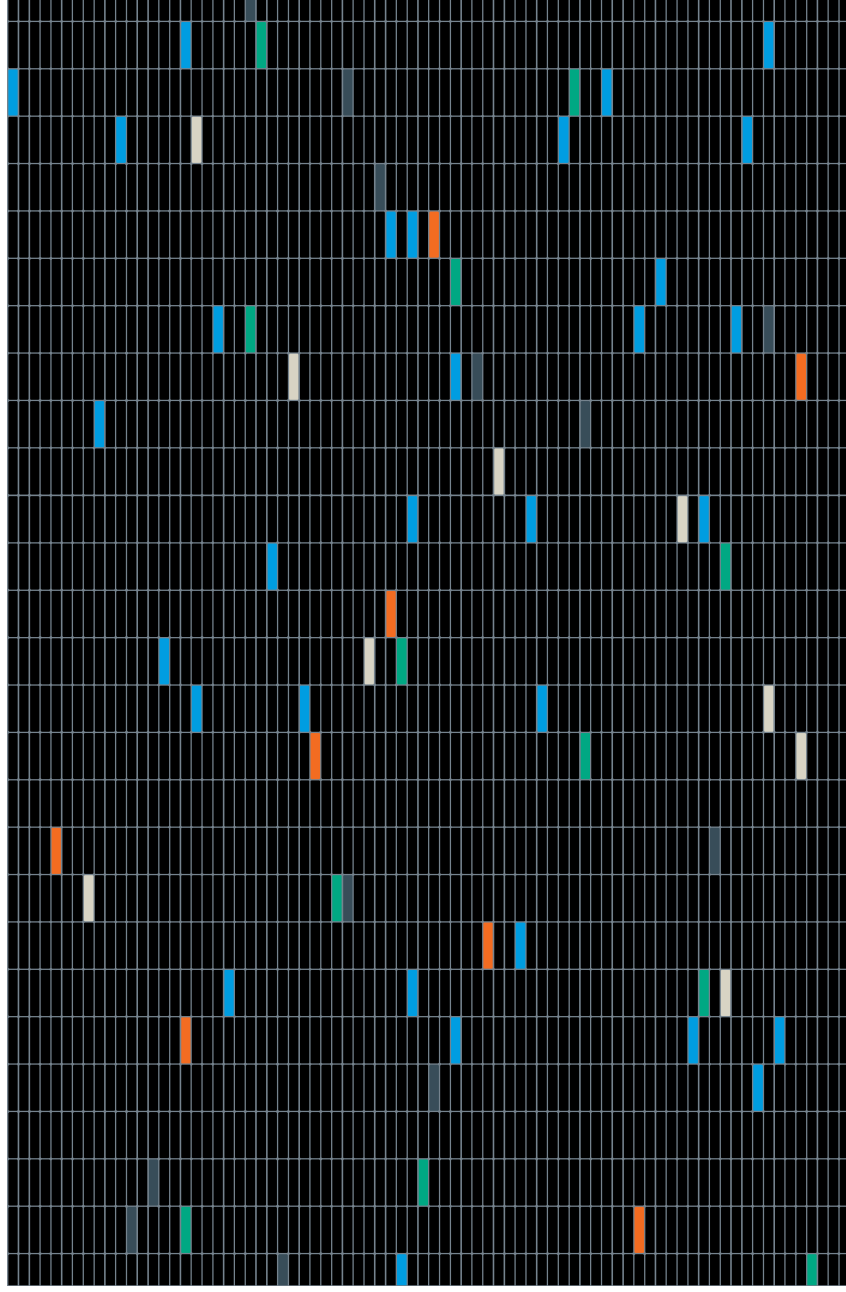
Bar device artwork files
The bar device has been created as EPS, JPG, PDF, PNG and WMF files.

OUR GRAPHIC LANGUAGE

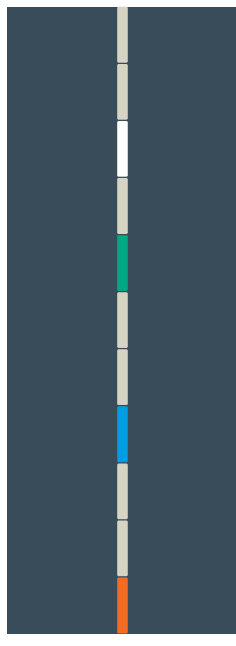
GRAPHIC PATTERN

The bar device can be used as a textural pattern without any other graphic elements. Patterns can be used to great effect in situations such as foyer signage and animation.

Graphic pattern sample 1



Graphic pattern sample 2

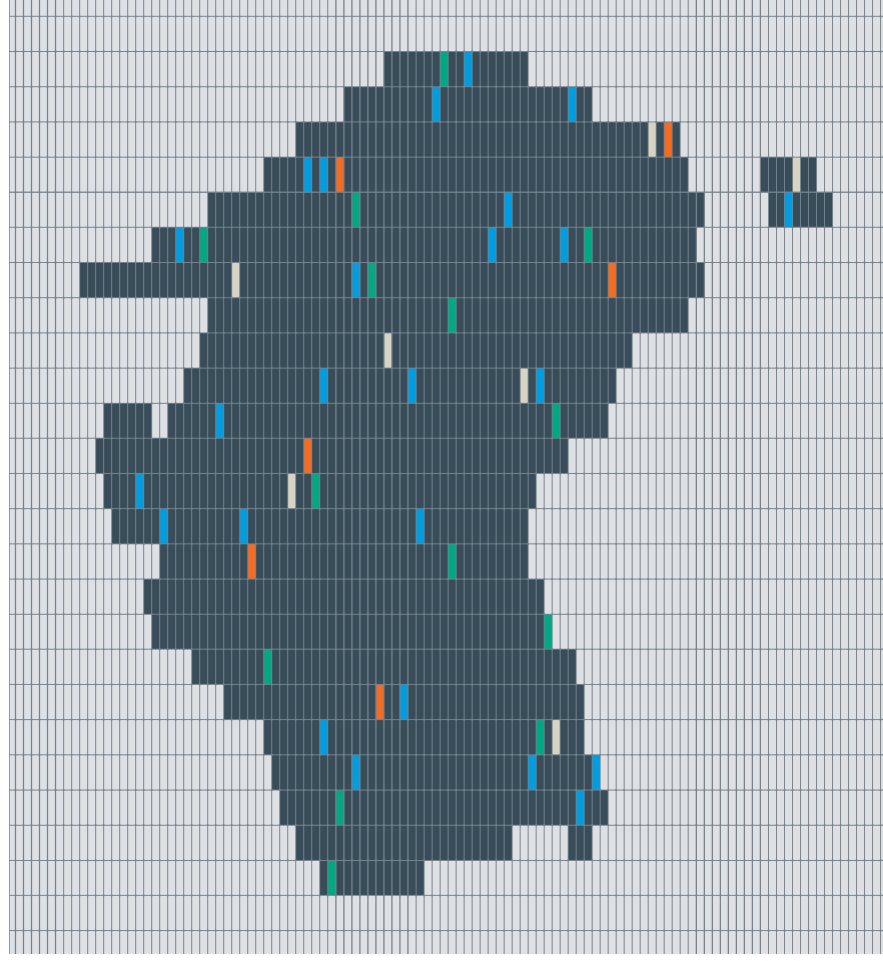
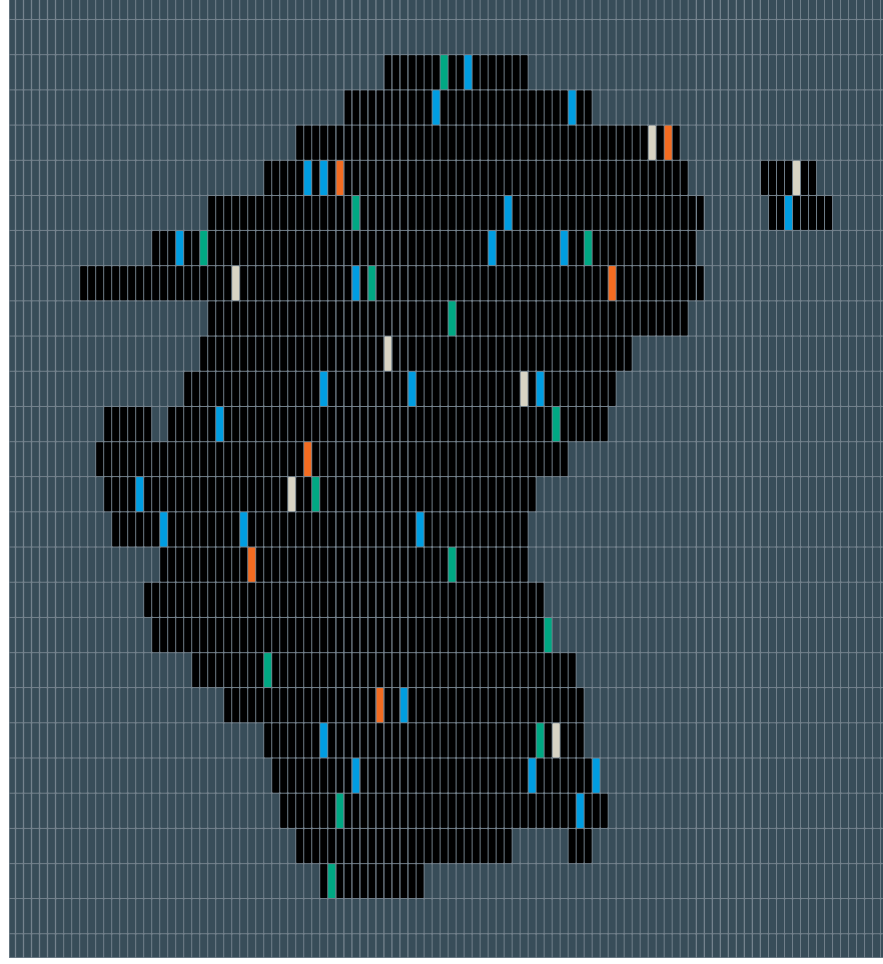


Graphic pattern artwork files
Supplied as AI, EPS, PDF, JPG, and PNG files.

GRAPHIC PATTERN

The bar device can be used as a textural pattern without any other graphic elements. Patterns can be used to great effect in situations such as foyer signage and animation.

Graphic pattern sample 3



Graphic pattern artwork files

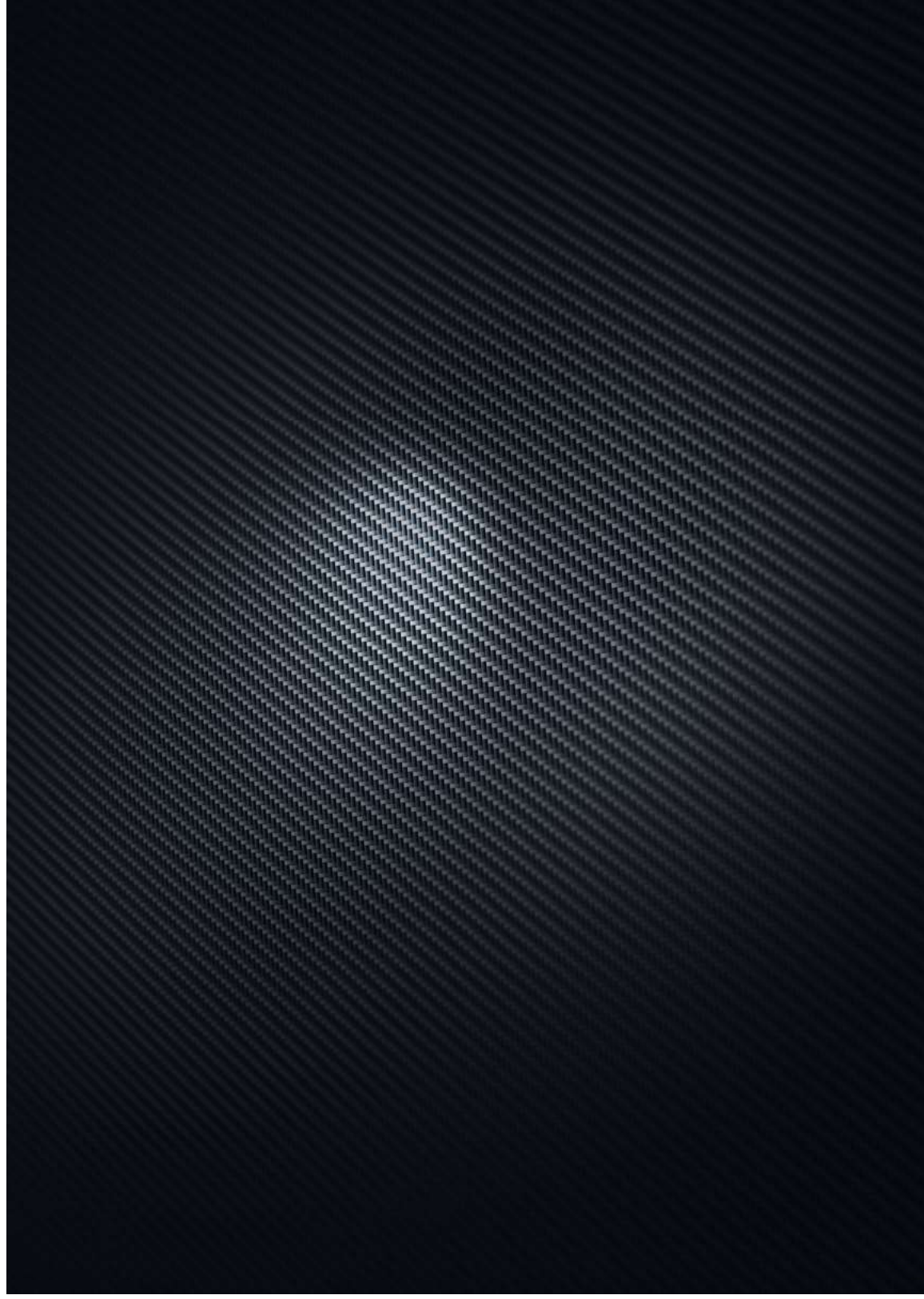
Supplied as AI, EPS, PDF, JPG, and PNG files.

OUR GRAPHIC LANGUAGE

16

TEXTURED PATTERN

A textured pattern has been created to add visual interest to layouts. The design features a subtle spotlight effect over a stepped design which echoes train tracks.



Textured pattern artwork files

Supplied as PSD, JPG,
and PNG files.

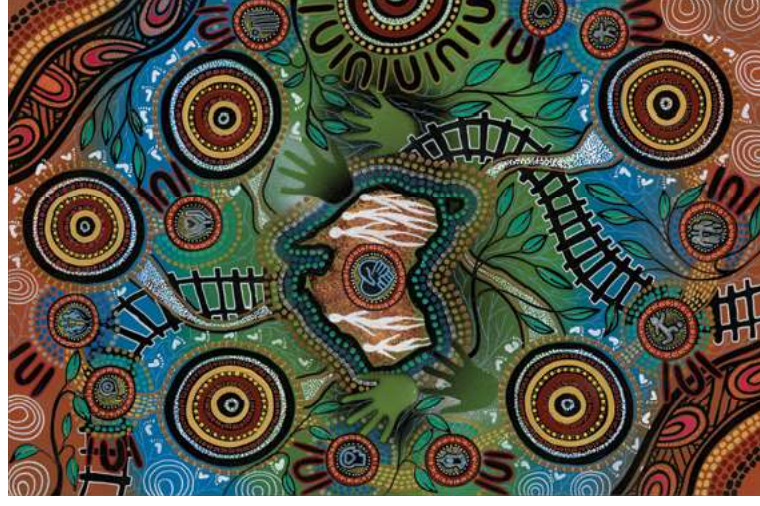
RECONCILIATION ARTWORK

Indigenous artist Elenore Binge has created artwork to be used exclusively by ARTC in all reconciliation themed communications. The complete artwork should be used if possible. There are different formats of the artwork which are shown to the right. Sections of the artwork may be used in special circumstances under design guidance from the internal design team, who can also supply source files.

About Elenore Binge and her artwork, *Journey*

Elenore Binge, a proud Goomeroi/Kamilaroi woman, started painting at the age of 12 on her Auntie's porch in Boggabilla. Great Aunty Colleen would sit with Elenore and share stories of the Dreamtime, as well as animals, nature, and symbols. In year eight at school, her first major work was printed on a t-shirt and sold as a fundraiser for Aboriginal Week. Elenore studied for two years at Canberra's Institute of the Arts where she majored in printmaking and is now studying for a combined Bachelor of Teaching and Fine Arts at Newcastle University.

Vertical artwork



Horizontal artwork



Strip artwork



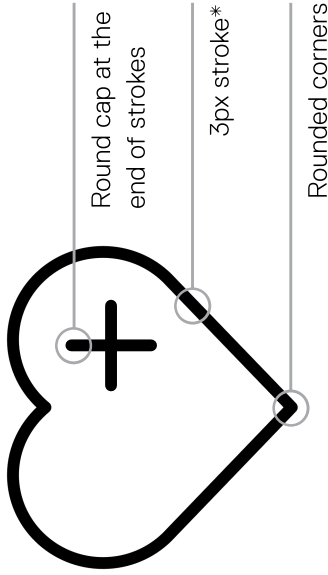
ARTC ICON DEVELOPMENT FRAMEWORK



OUR GRAPHIC LANGUAGE

ICON STYLE NOTES

Line style



The icons are designed in Adobe Illustrator. For consistency, each icon should sit within its own artboard sized 150px x 150px. All elements are drawn using a 3px stroke. (With a few exceptions that can be filled shapes, e.g. text/numbers.)

When icons are placed in a layout (e.g. InDesign, Powerpoint, Word), they can be resized. This will make the stroke appear thinner/thicker which is fine. However, it is recommended to place all icons within the same page/document at the same scale so they will all be the same thickness.

The icons can be any of these colours from the ARTC colour palette (or white):



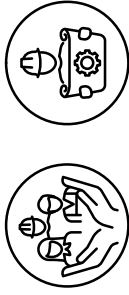
Consistent style*

All instances of the same element used across the icon suite should match each other. Sometimes an element is scaled down and reduced in detail, but the general shape/style stays the same.

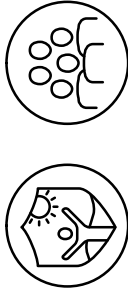
NB: Hands are a consistent element that can be used throughout a number of themes – hands are used to signify behaviours.

*These are only some examples of consistency, not a comprehensive list. To avoid clashes, please refer to the whole suite when designing any new icons.

Detailed people



Simplified people



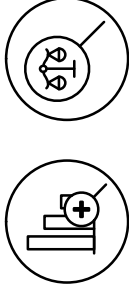
Actions



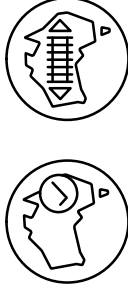
Hands



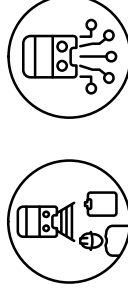
Magnifying glass



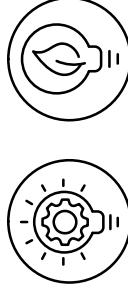
Australia



Trains



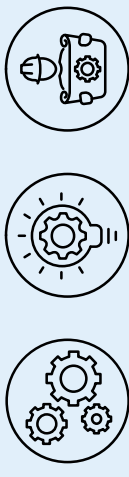
Light bulbs



Themes

Some themes have a recurring element that ties the theme together.

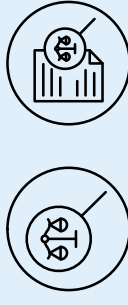
Cogs = Engineering and Systems



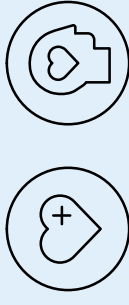
Hard hat = Safety



Scales = Governance



Heart = Health and Wellbeing



Leaf = Environment



ICON STYLE

Strategic pillar



CREATING SAFER
WORKPLACES
AND COMMUNITIES

Main themes



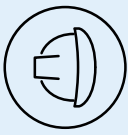
HEALTH AND
WELLBEING



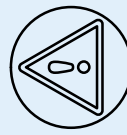
NO HARM



ENVIRONMENT



SAFETY



FATAL AND
SEVERE RISK

Supporting icons



Gratitude



Nutrition



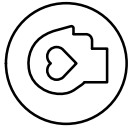
Mindfulness/
Spirituality



Play



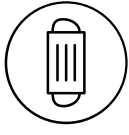
Cleanliness/
hygiene



Mental health



Sleep
management



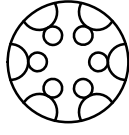
Mask



We're
considerate



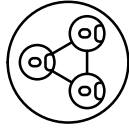
We're
fair



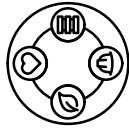
We're
inclusive



We're
trustworthy



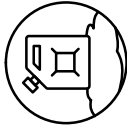
We're
connected



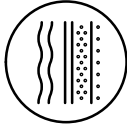
Horizon 360



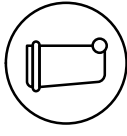
Flora and fauna



Contamination



Soil and water



Waste



Environmental
initiatives



Respect the
environment



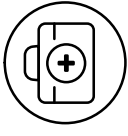
Manage
resources and
assets responsibly



Heritage



Safe Work
Improvement



Medical
treatment



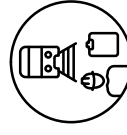
Injury frequency
rate



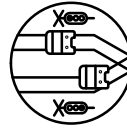
Vehicle accidents
(including RRV)



Manual
handling



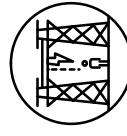
Struck by
rail traffic



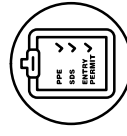
Rail traffic
collision



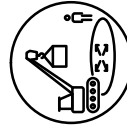
Struck by
mobile plant



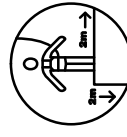
Contact with
electricity



Hazardous chemicals,
hot materials and
confined spaces



Crushed by
a crane or
lifted load



Fall from
height



Contractor
management

ICON STYLE

Strategic pillar

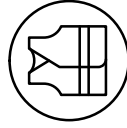


CREATING SAFER
WORKPLACES
AND COMMUNITIES

Main themes

PPE

Supporting icons



Hi vis orange clothing



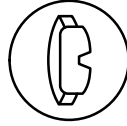
Long pants & shirt



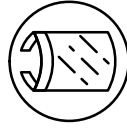
Safety gloves



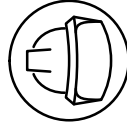
Steel capped boots



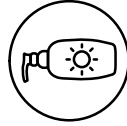
Safety glasses



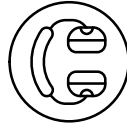
Full face shield



Hard hat with brim



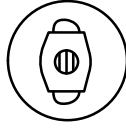
Sun screen



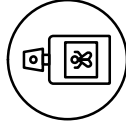
Hearing protection



RPE



P2 masks



Insect repellent



Gaiters (grass to knee)

COMMUNITY
ENGAGEMENT



We're considerate



We're fair



We're inclusive



We're trustworthy



We're connected



LEVEL CROSSING
SAFETY



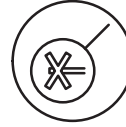
Elimination



Engineering



Education



Enforcement

OUR GRAPHIC LANGUAGE

ICON STYLE

Strategic pillar



EXCEL AT OUR
CORE BUSINESS

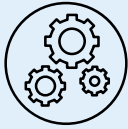
Main themes



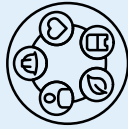
RESULTS



GOVERNANCE



ENGINEERING
AND SYSTEMS



ESG

Supporting icons



Reputation
score



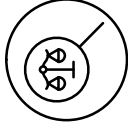
Targeted



Customer
satisfaction



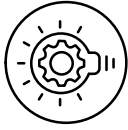
Governance
initiatives



Conflicts and
interest gift
register



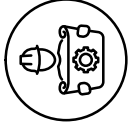
Whistleblowers



New idea



Systems and
technology



Engineers



Data analysis
and business
intelligence



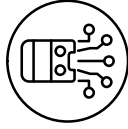
Network safety
and resilience



Environmental
benefits



Skilled and
diverse
workforce



Growing
new markets

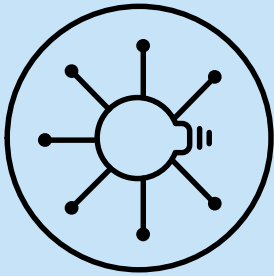


Social
responsibility

OUR GRAPHIC LANGUAGE

ICON STYLE

Strategic pillar



DEVELOP OUR
FUTURE SERVICES

Main themes



ARTC

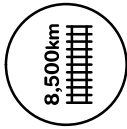


FUTURE
THINKING

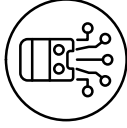


INVESTMENT
AND REVENUE

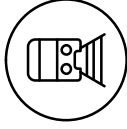
Supporting icons



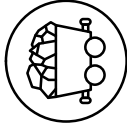
8,500km of
track



Network



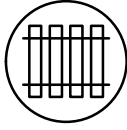
Freight trains



Export coal



Transport of
goods



Track



Innovation



Access revenue

ICON STYLE

Strategic pillar



WORK BETTER TOGETHER

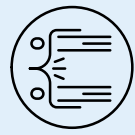
Main themes



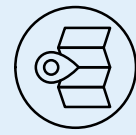
DIVERSITY AND INCLUSION



PEOPLE, CULTURE, VALUES, ENGAGEMENT



ACTIVE ENGAGEMENT

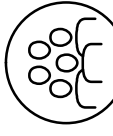


OFFICES AND PC'S

Supporting icons



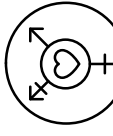
Reconciliation Action Plan



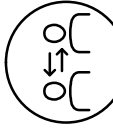
People



Accessibility



Gender Neutrality



Connectivity



Age



Accountable and proactive



Race



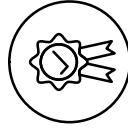
Religion



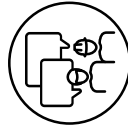
Support



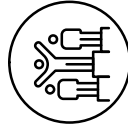
Community engagement/social initiatives



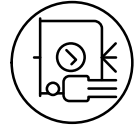
Values



Communication



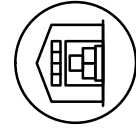
Winning



Training



Employee engagement



Provisioning centres

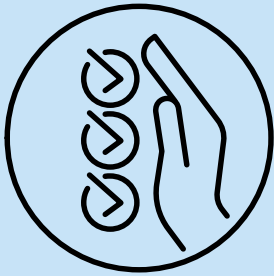


Main offices

OUR GRAPHIC LANGUAGE

ICON STYLE

Strategic pillar

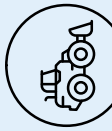


DELIVER OUR
KEY PROJECTS

Main themes



INLAND RAIL

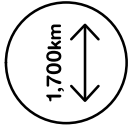


MAJOR
CONSTRUCTION

Supporting icons



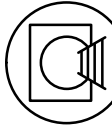
Inland Rail route



Length of Inland
Rail



Noise



Tunnels

PHOTOGRAPHY

Our imagery conveys a logistics story. We capture the small details that make a big difference and hero the people that make it possible.

Key points to remember

Images should be:

- spacious
- engaging
- dramatic

When using photography:

- Choose colourful, dynamic images.
- Bold cropping can enhance images.
- Posed photography should be avoided, select natural poses and expressions.
- Image permissions for people should be obtained.
- Encapsulate the message with one hero image rather than multiple images when possible.
- To reproduce in print, images need to be at least 300dpi.

Duotones

While full colour photography is preferred, duotones may be used in discretion for specific design purposes.



SECTION 3

BRINGING OUR BRAND TO LIFE

EXTERNAL PRINT SAMPLES

CORPORATE DOCUMENT COVERS

These samples are covers that have been produced for external communications.



EXTERNAL PRINT SAMPLES

These samples show the textured pattern and graphic pattern in action.



Title of publication goes here

ARTC

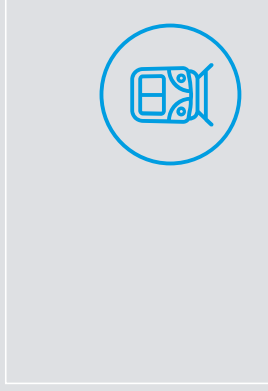
Australian
Rail Track
Corporation
ABN 75 001 852 754
1100 Donald Bradman Drive
Melbourne, Victoria, 30005



Title of publication goes here

ARTC

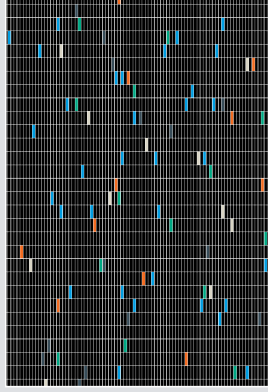
Australian
Rail Track
Corporation
ABN 75 001 852 754
1100 Donald Bradman Drive
Melbourne, Victoria, 30005



Title of publication goes here

ARTC

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ARTC

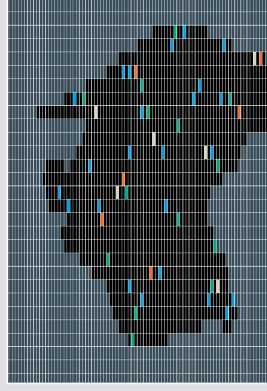
Australian
Rail Track
Corporation
ABN 75 001 852 754
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Title of publication goes here

ARTC

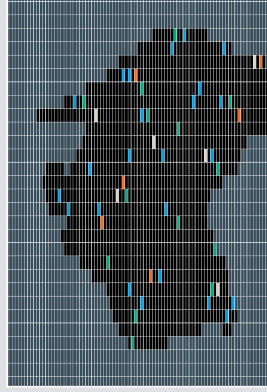
Australian
Rail Track
Corporation
ABN 75 001 852 754
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Title of publication goes here

ARTC

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Australian
Rail Track
Corporation
ABN 75 001 852 754
1100 Donald Bradman Drive
Melbourne, Victoria, 30005

BROCHURE INTERNALS

These samples are internal spreads that have been produced for external communications.

ABOUT ARTC

OUR PURPOSE
To provide a reliable railway network in the "back of bush" in the remote business areas.

OUR ROLE
As a public utility, we are responsible for providing a safe, reliable and efficient railway network for the people of Australia.

OUR CHARACTER
Our character is defined by our values, which are the foundation of our business and the way we interact with our customers and the community.

OUR VALUES

- NO HARM** - We do not cause harm to the environment, our employees, or the community.
- FUTURE THINKING** - We think about the future and how we can best serve our customers and the community.
- ACTIVE ENGAGEMENT** - We engage with our customers and the community to understand their needs and expectations.
- RESULTS** - We deliver results that are safe, reliable, and efficient.

OUR NETWORK
ARTC's network covers 10,000 km of railway across the "back of bush" in the remote business areas. It is a vital part of Australia's infrastructure and provides a reliable and efficient railway network for the people of Australia.

OUR BUSINESS UNITS

- Provenance Carbons
- Mining, Regional and Project Offices
- Network Control Centre

ARTC INTERNAL, REF: 22/07/22/042

OUR NETWORK

ARTC's network covers 10,000 km of railway across the "back of bush" in the remote business areas. It is a vital part of Australia's infrastructure and provides a reliable and efficient railway network for the people of Australia.

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- Provenance Carbons
- Mining, Regional and Project Offices
- Network Control Centre

ARTC INTERNAL, REF: 22/07/22/042

STRATEGIC COLLECTIVES

ENVIRONMENTAL AND CLIMATE STRATEGIC COLLECTIVE

Over the coming two years, we will focus on three strategic collectives:

1. Our core business
2. Environmental sustainability
3. Our people and community

ARTC INTERNAL, REF: 22/07/22/042

ABOUT ARTC

OUR VALUES

- NO HARM** - We do not cause harm to the environment, our employees, or the community.
- FUTURE THINKING** - We think about the future and how we can best serve our customers and the community.
- ACTIVE ENGAGEMENT** - We engage with our customers and the community to understand their needs and expectations.
- RESULTS** - We deliver results that are safe, reliable, and efficient.

7 THINGS YOU MAY NOT KNOW ABOUT ARTC...

- 50% of our staff work in the "back of bush"
- 28% of our staff are female
- 88% of our staff are proud to work for ARTC
- 300+ of our staff have completed a first aid course
- 60% of our staff are aged 50 and over
- 1,300+ of our staff are proud to work for ARTC
- 3% of our staff are First Nations people

ARTC INTERNAL, REF: 22/07/22/042

OUR BUSINESS UNITS

- Provenance Carbons
- Mining, Regional and Project Offices
- Network Control Centre

INTERVALITY

Intervality is a key part of our business and is essential for ensuring the safety and reliability of our railway network. We are committed to providing a safe and reliable railway network for the people of Australia.

MANUFACTURING PROJECTS

Our manufacturing projects are essential for ensuring the safety and reliability of our railway network. We are committed to providing a safe and reliable railway network for the people of Australia.

INLAND RAIL

Inland Rail is a key part of our business and is essential for ensuring the safety and reliability of our railway network. We are committed to providing a safe and reliable railway network for the people of Australia.

ARTC INTERNAL, REF: 22/07/22/042

RECONCILIATION AT ARTC

At ARTC, we are committed to reconciliation and to providing a safe and reliable railway network for the people of Australia. We are committed to providing a safe and reliable railway network for the people of Australia.

ESG: ENVIRONMENTAL AND GOVERNANCE

At ARTC, we are committed to environmental and governance. We are committed to providing a safe and reliable railway network for the people of Australia.

BUILDING AUSTRALIAN FREIGHT FUTURE TOGETHER

At ARTC, we are committed to building the Australian freight future together. We are committed to providing a safe and reliable railway network for the people of Australia.

ARTC INTERNAL, REF: 22/07/22/042

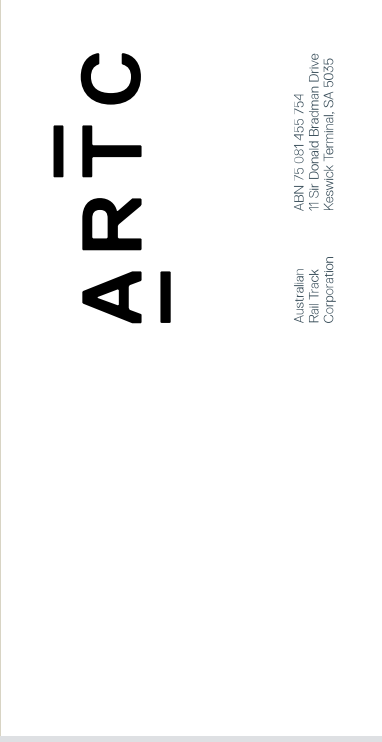
EXTERNAL PRINT SAMPLES

RECONCILIATION DESIGN EXAMPLES

Brochure cover



REFLECT RECONCILIATION ACTION PLAN
March 2022 – March 2023



Brochure internal spreads



SWIP POSTER



What's your "why" for working safe?

As part of ARTC's Pathway to Zero Harm strategy, the Safe Work Improvement Program (SWIP) will help us reduce our safety risk, especially for those working on track.

Comprising eight separate projects, the SWIP will establish a consistent approach to track protection systems across ARTC and ultimately make our working lives simpler and safer.



When it comes to safety, we all have a part to play. For more information, visit the Pathway to Zero Harm: SWIP page on [CONNECT](#)

PATHWAY TO ZERO HARM STRATEGY
SAFE WORK IMPROVEMENT PROGRAM

SWIP

ARTC



THINK SAFE



WORK SAFE



HOME SAFE

SECTION 4

EDITORIAL

GUIDELINES

For clarification on any of these standards, please contact the Marketing & Communications team by creating a **ServiceNow** ticket

A

Abbreviations

Abbreviations should not include full stops or quotation marks, e.g. 'Mr' not 'Mr.' and 'ARA' not 'A.R.A'.

Even on short form platforms such as Twitter and Facebook, full names should be used, as the audience may not already be aware of the person, product or brand.

For example, can be written as 'e.g'.

In other words, should be written as 'i.e'.

Active vs passive voice

We write in active not passive voice, as it makes communication easier to read and understand, e.g. 'ARTC developed the program' – not – 'The program was created by ARTC'.

Addressing correspondence

When addressing correspondence to someone whose name you know, e.g. 'Dear John' or 'Dear Mr Smith', close the correspondence with 'Yours sincerely'.

Affect vs effect

'Affect' is always a verb and can mean 'have an effect on', 'pretend', or 'pose as', e.g. 'Safety incidents **affect** construction efforts'.

'Effect' can be a noun or verb. As a noun, it means 'result produced' or 'consequence', e.g. 'The **effects** of safety incidents on construction efforts are measurable', and as a verb, e.g. 'ARTC has not been immune from the ill **effects** of the COVID-19 pandemic'.

Alignment

Always align written text to the left of the page.

'Alot'

This is not a word, use 'a lot' or 'a large amount' instead.

Ampersand (&)

Do not use unless: this symbol forms part of an official company or brand name, e.g. 'Commercial & General' or it aids in grouping words, e.g. 'The Safety team work closely with Corporate Affairs and Marketing & Communications'.

An vs a

'A' precedes a word starting with a consonant sound, e.g. 'A project', 'A train'.

'An' precedes any word starting with a vowel sound, e.g. 'An engine', 'An engineer'.

'An' is used before words that start with consonant but have a vowel sound, such as 'honour', 'heir' and 'hour', 'honest' and 'honourable'.

Use of 'an' is not necessary before 'h-sounding' words like 'hotel' and 'hospital'.

'An' can also be used before 'S' when the first letter has an 'ess' sound, e.g. 'An SA engineering firm was among those selected to tender.'

Apostrophe

The apostrophe indicates ownership or abbreviation - it has nothing to do with plurals. Its uses are:

- Singular noun ownership – singular nouns take an apostrophe followed by an 's'. However, if the noun ends with an 's', add an apostrophe only.
- Plural noun ownership – plural and collective nouns not ending in an 's' take an apostrophe followed by an 's', e.g. a customer's trains. Plural nouns that end with an 's' have an apostrophe added after the 's', e.g. our customers' trains.

Apostrophe (cont.)

- If you come upon **it's** in a sentence, try replacing it with **it is**. If that doesn't make sense, then you should be using **its**.

Apostrophes should not be used in:

- Common contractions such as 'quake', 'flu', 'phone'
- Place names, e.g. 'Surfers Paradise', 'Coffs Harbour', 'Clarks Summit') and street names, e.g. 'Princes Highway'
- Plurals of initials and abbreviations, e.g. 'Several TVs, MPs, PhDs, MBEs'
- Plurals of numbers, e.g. '100s', 'the 1980s', 'the 1800s'

ARTC

Brand

ARTC is a single entity, so should be treated as singular when referenced. So, ARTC *conducts*, not 'conduct'. ARTC has *decided*, not 'have' decided.

We refer to our company as ARTC, but our registered company name is the Australian Rail Track Corporation and we will still need to use our full name in certain legal and financial documents.

Ensure 'Australian Rail Track Corporation' is never locked up with the ARTC brandmark.

When using the brand name within a written document, the writer should refer to the company in the first instance as 'Australian Rail Track Corporation (ARTC)' and thereafter as 'ARTC'.

B

Biennial, biannual

'Biennial' is every two years, 'biannual' is twice a year.

Brackets (parentheses)

Brackets are used to add information that is relevant, but not essential, to the sense of the sentence, e.g. 'The Muswellbrook junction (123km north west of Newcastle) sees around 15 million tonnes of coal pass through each year', also makes sense if the content within the brackets is removed.

Information that is imperative to the meaning or the sense of the sentence should never be put in brackets.

The Marketing & Communications team can help you with all of your queries. Please create a **ServiceNow** ticket.

It is essential that we look after our logo and follow the guidelines. Our logo should never be stretched – so always hold down the shift key as you change the size as this will stop the logo warping/stretching.

The white ARTC logo is to be used on dark brand backgrounds

The black ARTC logo is to be used on light brand colour or white backgrounds.

Do not place the ARTC logo over complex images or graphic elements.

You must leave the right amount of CLEAR SPACE around the logo, please refer to page 8 of these guidelines.

You can get a logo from the brand site via the **Brand site**

Arial 11pt is our approved everyday font.

Brand (cont.)

For office use, refer to page 10 for our **brand colours**. Follow these five easy steps:

1. Have the colour guide handy – you can even save to your desktop so you can refer to it easily
2. Click on the normal button you'd use to change the colour of your text or shape
3. Click on 'More Colours'
4. Click on 'Custom'
5. Go down to the Red, Green, Blue boxes and enter the numbers for the colour you want to use. For example, if you want to use the ARTC Blue, 0/157/225, you simply enter 0 in the Red box, 157 in the Green box and 225 in the Blue box

Bullet points

Bullet points should be used to add clarity.

A bullet-pointed list should be introduced with a lead-in sentence that ends with a colon (:).

When listing items in bullet form, do not use a full stop, see the following example.

At ARTC, we have four core values:

- No Harm
- Future Thinking
- Active Engagement
- Results

When listing items in sentence form, use a full stop, see the following example.

The Internal Communications Plan aims to:

- Improve the way we communicate to support our leaders and connect our people to our purpose, our values and our corporate plan.
- Build a more connected, informed and engaged workforce.
- Establish clear channels for corporate communication and the sharing of information.

Keep the bullet list concise, please avoid long lists.

Keep the length of bullet-pointed sentences to three or four lines or revert to paragraphs.

See 'numbered lists' when you want to denote priority within your list.

But means 'on the contrary' and 'with the exception' – so use 'but' with caution. If you're using it in the middle of sentences it basically negates anything positive before it. Replace it with AND or if possible, drop it entirely.

Use capitals for all headings across digital and print publications.

Sentence case is when the first word and any proper nouns begin with a capital letter, but everything else is in lower case.

Job titles are capitalised (and names always come first), e.g. 'Mark Campbell, Chief Executive Officer'.

See these brand guidelines and page 10.



Capitals

Colour

Colon vs semi-colon

The colon (:) has the special function of preparing the reader for what is to come and within a sentence doesn't need to be followed by a capital.

There were four reasons for the change of date:

- The event was booked on a public holiday.
- The entertainer was unavailable.
- December is more likely to offer better weather than July.
- The Chief Executive was going to be overseas.

The semi-colon (;) is used to separate two

independent clauses in one sentence. For example:

The Chief Executive was unable to attend; he was ill.

Try to limit the use of semi-colons.

Comma

While a full stop ends a sentence, a comma indicates a smaller break. A comma is often thought of as a soft pause – a punctuation mark that separates words, clauses, or ideas within a sentence.

Here are some common examples of correct comma use:

- Many memberships include access to events, products, consulting and training.
- We ran out of coffee, so I ordered some more.
- Before eating, the family said grace.
- The weather, I was happy to see, was beginning to clear.
- You didn't actually write a 600-page submission, did you?

These two words have two different meanings:

- **Complementary**: to describe something that complements something else, i.e. goes with it and serves to make it better or complete, e.g. 'two **complementary** strategies are needed to reach our objective'.

- **Complimentary**: to express a positive sentiment, to pay a compliment, e.g. 'he was **complimentary** about my work', or when something is free of charge or done as an act of courtesy, e.g. 'your ticket is **complimentary**'.

When expressing dollar values in written text (not in tables, graphs, etc), it is best to write out the unit of measurement in full, e.g. '\$54 million', not '\$54M'.

The dollar sign should never be separated from the numbers, e.g. '\$54', not '\$ 54'; however when writing the measurement, it must be spaced, for example:

- '\$54 million', not '\$54million'
- '\$54M', not '\$54 M'

For global currency, use:

- GBP\$1,600,471

When abbreviating in tables or graphs, use:

- k for thousand
- M for million
- B for billion
- c for cent

Rounding: Unless you are producing an accurate costing document, all dollar values should be rounded to one or two decimal places. Be consistent. If you choose to represent all values to one decimal place in millions, then include the decimal place and zero for whole-million values, for example:

- '\$54.4 million', not '\$54,385,000'
- '\$54.4 million' and '\$47.0 million', not '\$54.4 million' and '\$47 million'
- '\$0.5 million' and '\$54.4 million', not '\$500k' and '\$54.4 million'

Currency and value

D

Dates

When using dates please consider the following:

- Please use DD Month YYYY, e.g. '12 July 2020'. This is how it is usually spoken, and it avoids the numbers running together.
- When abbreviating dates, use 12/7/20 (not 22.1.2017, 22nd January 2017 or January 22 2017).
- Never use American date format, such as 1/22/17.
- A financial year should be referenced as follows: 2016–2017 financial year or 2016–17 financial year, not 16/17FY or 1617FY.
- If including the time and date in a sentence, we suggest starting with the time and the most appropriate time zone before the date, e.g.: 1.30pm AEST on Wednesday 8 March 2023

Defiantly vs definitely

Misspelling the word 'definitely' as 'defiantly' completely changes the meaning of the sentence.

The actual definitions of these words are as follows:

- **Definitely**: in a clear and exact manner, e.g. 'She is **definitely** leading the meeting'.
- **Defiantly**: in a rebellious manner, e.g. 'He **defiantly** skipped the meeting'.

Dot points

See 'bullet points'.

E

Effect vs affect

'Effect' can be a noun or verb. As a noun, it means 'result produced' or 'consequence', e.g. 'The **effects** of safety incidents on construction efforts are measurable', and as a verb, e.g. 'ARTC has not been immune from the ill **effects** of the COVID-19 pandemic'.

'Affect' is always a verb and can mean 'have an effect on', 'pretend', or 'pose as', e.g. 'Safety incidents **affect** construction efforts'.

Enquiry vs inquiry

An **enquiry** relates to a question or query, e.g. 'A client enquiry has been received'.

An **inquiry** refers to an investigation, e.g. 'A parliamentary inquiry will be held into the matter'.

F

Font

Refer to page 12 of these guidelines.

Full stop

The full stop should not be used after Dr, Ms, Co, Ltd, km, g, etc, the Hon or between the initials of organisations, states or countries, e.g. 'RAAF, CSIRO, CIB, NSW, PNG, the UK, the US'.

H

Headings

We capitalise headings.

Hyphen

Hyphens should not be confused with an en dash (–) or em dash (—) which have different uses.

Hyphens are used to link words and parts of words, not to continue a sentence. Hyphens are used:

- In many compound words, to show that the component words have a combined meaning, e.g. 'sugar-free', 'mother-in-law', 'cold-hearted', or that there is a relationship between the words that make up the compound: for example, 'rock-forming minerals are minerals that form rocks'.
- To join a prefix to a word, especially if the prefix ends in a vowel and the word starts with a vowel, e.g. 'pre-eminent, co-own'.
- To show where a word is to be divided at the end of a line of writing, e.g. 'heli-copter'. Do not use hyphens for this purpose. It is best to start the word on the next line (O365 Word will do this automatically).

Hyperlinks

1. For drafts, indicate the link like this <your link text > e.g. highlighted in yellow and text between <...>

2. Always link the text that explains what it is linking to, as this ensures we're compliant with the **Australian Government Accessibility Standards**

Quick overview:

- Don't use the word 'link'
- Keep it concise by linking key words only
- Don't use capitalisation, numbers or em-dashes
- Don't use URLs as the link text

I

Into vs in to

Note the differences between the uses of these terms:

'They gave *in* to the protesters' and 'They dove *into* the lake.'

An **inquiry** refers to an investigation,

e.g. 'A parliamentary inquiry will be held into the matter'.

An **enquiry** relates to a question or query, e.g. 'A client enquiry has been received'.

Inquiry vs enquiry

J

Job titles

Job/position titles should follow the person's name and be presented as follows:

- Jane Lavender-Baker, Group Executive Strategy, Culture & Reputation, ...

L

Last vs past

Last relates to position; past relates to time.

Therefore, it is the 'past 12 months' not the 'last 12 months'.

Licence vs license

The first is the noun (an item), e.g. 'Please photocopy his driver's **licence**'.

The second is the verb (an action), e.g. 'He is **licensed** to drive that machine'.

M

Measurements

Expressed either in full, or abbreviated, and whichever you use please be consistent throughout the document. Abbreviations are represented as follows:

- Celsius becomes '°C' (Note: the keyboard shortcut for ° is Alt + 248)
- Centimetre becomes 'cm'
- Cubic metre becomes 'm³', not 'cm³'
- Gram becomes 'g'
- Hertz becomes 'Hz'
- Kilogram becomes 'kg'
- Kilometre becomes 'km'
- Litre becomes 'L'
- Metre becomes 'm'
- Millimetre becomes 'mm'
- Square metre becomes 'm²', not 'sqm'
- Tonne becomes 't'

N

Numbers

The application of numbers should be as follows:

- Numbers *zero to nine* should be spelled out in written text.
- Numbers *10 and above* should be written as numerals.
- Use numerals when expressing units of measure, e.g. '2c', '\$3', '5 per cent'
- Numerals can be used in infographics, graphs, titles, e.g. "6 Ways to Build Resilience"
- Comma separation applies to numbers containing four or more numerals, so *1,993*, *19,993*, etc.

- Never start a sentence with a figure. If the number must occur at the start of the sentence, spell it out.
- Decimals require careful attention. Such expressions as .5 are meaningless and may be misleading if the decimal point is not clearly printed, the correct form is 0.5.
- Always use numerals when accompanied by a °C, 3 km, 45 s.

Generally, numbered lists are used to show priority to lists.

Numbered lists

O

Onto, on to

Onto means to be on top of, whereas *on to* is directional, e.g. 'We walked **onto** the bridge' and 'We walked **on to** the next bridge.'

The first statement explains that our feet physically stepped on the bridge, while the second explains we walked on towards the next bridge.

'Over' refers to height or spanning across a period. For example:

- My knowledge of the rail industry has been acquired **over** 30 years.
- He jumped **over** the box when he should have walked around it.

'More than' refers to quantity:

- I have worked at ARTC for **more than** 10 years.
- He ran **more than** 15 kilometres.

Over vs more than

P

Page numbers

Any report or document consisting of more than one page should contain page numbers from the second page.

Passive vs active voice

We write in *active* not *passive voice*, as it makes communication easier to read and understand, e.g. 'ARTC developed the program' – not – 'The program was created by ARTC'.

Per

'Per' should be used sparingly. Replace 'per annum' with 'a year'; 'per person' with 'a person' or 'each', 'per hour' with 'an hour', etc.

Per cent

Use 'per cent' in correspondence, not 'percent' or '%', but 'percentage' is one word.

'%' can be used in graphs, infographics, etc.

Personality

Refer to page 5 of these guidelines.

Photography

Refer to page 19 of these guidelines.

Position titles

Job/position titles should follow the person's name and be presented as follows:

- Mark Campbell, Managing Director & CEO...

Positive language

Make positive rather than negative statements whenever possible.

Rather than	Write
We cannot start until December.	We can start in December.
I don't disagree with you	I agree with you
Not bad	Good
Please don't hesitate to contact...	Feel free to contact or please contact or happy to help

Rather than	Write
Sorry to keep you waiting	Thanks for your patience
I think I can get the report done by Thursday close of play	I can get the report finished by lunchtime Friday
I don't have time for this right now	I can meet you tomorrow at 10am

'Practice' is the noun (item) and 'practise' the verb (action), e.g. 'A doctor **practises** medicine in the medical **practice**'.

Practice vs practise

Q

Quotation marks vs inverted commas

Always use double quotation marks ("...") when referencing a direct quotation.

Use inverted commas ('...'):

- When using a word or phrase that has been coined, e.g. 'We would never employ an 'us and them' approach to a project'.
- When introducing a matter that is marked with a reference, e.g. 'The papers were marked 'draft', and should not be released until finalised'.
- To add ironic emphasis, e.g. 'The 'policy' was never approved and certainly never implemented'.
- When introducing a technical term in a non-technical document.
- When referencing a quote within a quote, e.g. "I agree with the Chief Executive's statement that 'Safety is our number one priority,' the Project Manager added".
- Referencing the title of an unpublished document, an article in a periodical or an essay.

R

Reader (knowing and addressing your reader)

Always tailor your writing to the reader.

We write inclusively at ARTC, so use 'us' and 'we'.

When addressing a client, use 'you' instead of 'clients' or 'customers'.

Redundant expressions

Avoid using different words that say the same thing, such as:

Instead of:	Use:
8.30pm at night or 2am in the morning	8.30pm or 2am
a new record	a record
a record high	a record
actual facts	facts
attach together	attach
both alike	alike
burn down	burn
close proximity	close
connect up	connect
continue on	continue
different alternative	alternative
divide up	divide
drink up (or down)	drink
ended up	ended/resulted
essential prerequisite	pre-requisite
file away	file
final upshot	result/upshot
finish up	finished/resulted
follow after	follow
full potential	potential
future prospects	prospects

S

Salutations

In emails, use a salutation such 'Dear' or 'Hi' before a person's name, otherwise it appears impolite or angry.

Singular

Organisations are single entities, so 'ARTC conducts...', 'The government is ...', 'Inland Rail has...'

Instead of:	Use:
gather together	gather
in between	between
general consensus	consensus
join together	join
joint co-operation	joint/co-operation
just recently	recently
lend out	lend
link together	link
meet together	meet
mix together	mix
mutual co-operation	co-operation
new beginner	beginner
new innovation	new/innovation
open up	open
over again	again
past history	past
proceeds to go	goes
repeat again	repeat
revert back	revert
rise up	rise
sink down	sink

Spelling

Use an English (not US) dictionary whenever unsure of spelling.

Some words that often cause difficulties are:

- Barbecue not barbeque
- Definitely, not definitively or defiantly
- Dependent (depending on), dependant (one who depends)
- Forgo (to give up), forego (to precede)
- Lightning (with thunder), lightening (becoming lighter)
- Oriented, not orientated
- Principal (chief), principle (rule of action)
- Separate, not seperate
- Stationary (standing still), stationery (paper and office supplies)

U

Underlining

Underlining should be used sparingly.

It's best to instead use **bold** to emphasise text or change the font colour to distinguish email addresses.

V

Voice

The way we write and speak to one another, our customers and stakeholders, influences their perception of ARTC.

That's why we have a brand voice – to help you present and reflect the ARTC values and our brand. We speak with purpose and optimism.

Refer to page 5 of these guidelines.

T

Titles, ranks

When using titles and ranks:

- Use Mr and Ms (not Mrs)
- The Lord Mayor in official documents is referred to as 'the Right Honourable Lord Mayor'
- Ministers are referred to as 'the Hon ... MLC or MP' (Member of Legislative Council or Member of Parliament)
- Titles of legislation should be italicised, e.g. *'The Fair Work Act 2009'*

W

Wasteful words

Don't use multiple words, when you can say the same thing using one, e.g. 'in the vicinity of' is wasteful, while 'because' is concise.