National
Transport
Commission

ntc

Leading change

National Transport Commission
Style Guide

Contents

National Transport Commission
Introduction

The National Transport Commission (NTC) is a statutory authority established under the *National Transport Commission Act 2003* (Cwlth). We are funded by Commonwealth, state and territory governments and we have about 40 staff based in Melbourne.

The NTC develops nationally-consistent reforms to improve Australia's land transport laws and regulations

The NTC is an independent advisory body. We provide advice and national land transport reform proposals to government through the Transport and Infrastructure Council (the Council). The Council consists of Commonwealth, state and territory ministers responsible for transport and infrastructure. We contribute to achieving national reform priorities agreed by the Council. The Council's current strategic reform priorities are:

- sustainable funding for transport and infrastructure
- embracing innovation and technology in transport and infrastructure
- productive and liveable cities and regions
- maximising freight productivity.

Our vision

Our land transport system improves the living standards of all Australians.

Our purpose

We work collaboratively with stakeholders to identify, design and champion regulatory and operational solutions to national problems affecting land transport users across Australia.

These solutions:

- allow every Australian and every product to move to their destination safely and efficiently
- support competitive and innovative national and international markets.

We do this by:

- developing, monitoring and maintaining uniform or nationally-consistent regulatory and operational arrangements for road, rail and intermodal transport, including recommending to Australia's transport ministers proposed reforms and amendments to agreed reforms
- developing proposed reforms for heavy vehicle road user charges based on charging principles agreed by Australia's transport ministers
- recommending other opportunities for Australia's transport ministers to achieve the objectives of our Inter-Governmental Agreement, that is, by identifying reforms to improve land transport productivity, safety, environmental performance and regulatory efficiency
- undertaking any other responsibilities and functions determined by Australia's transport ministers.

The primary way we achieve our purpose is through the successful delivery of our four-year Work Program which is approved annually by the Council.

1.0
Logo

1.1.1

Logo
Primary

The primary logo represents the corporate identity of NTC.

The logo must be used correctly at all times in order to maintain consistency.

The primary logo should be used wherever possible. The primary logo should be used on all NTC material, including stationery, however, repetitive useage should be avoided (i.e. once only on the cover of a report, or once only on the first page of a letter).

Primary logo

Primary logo (inverse)

Colour breakdown

NTC Charcoal

Pantone 426 C
C75 **M**65 **Y**62 **K**67
R36 **G**39 **B**42
#24272A

NTC Aqua

Pantone 3252 C
C66 **M**0 **Y**29 **K**0
R16 **G**207 **B**201
#10CFC9

NTC Aqua (50% tint)

Pantone 3252 C
C66 **M**0 **Y**29 **K**0
R16 **G**207 **B**201
#A5E7E3

1.1.2

Logo
Primary
with strapline

The primary logo with strapline should be used wherever possible on all corporate collateral.

Strapline

Leading change

This strapline reflects the NTC's unique role as a reform agent within the land transport sector.

Primary logo with strapline

Primary logo with strapline (inverse)

1.1.3

Logo
Black and white

The logo is also available in black and white.
Use of the black or white logo is restricted and must be approved by the PAC team.

Black and white logo

Black and white logo (inverse)

Black and white logo with strapline

Black and white logo with strapline (inverse)

1.2

Logo
Vertical

In special cases, the logo may need to be aligned vertically to fit within particular formats.

The vertical logo should only be used when the horizontal (primary) logo's quality, layout or readability is compromised.

Vertical logo

Vertical logo (inverse)

Vertical logo with strapline

Vertical logo with strapline (inverse)

1.3

Logo
Minimum size and clear space

Clear space

The NTC logo should always be surrounded by a portion of clear space that is equal to the width of the "n" in NTC's letterform.

When placing the NTC logo near the corner of a page, the clear space should equal twice the width of the "n" in NTC's letterform.

Minimum height

Minimum height = 18mm

1.4

Logo
Position

When positioning the NTC logo on designed materials, the preferred position for the logo is B or D.

Where position B or D is not possible, A or C are acceptable.

Position

A

B — Preferred logo position

C

D — Preferred logo position
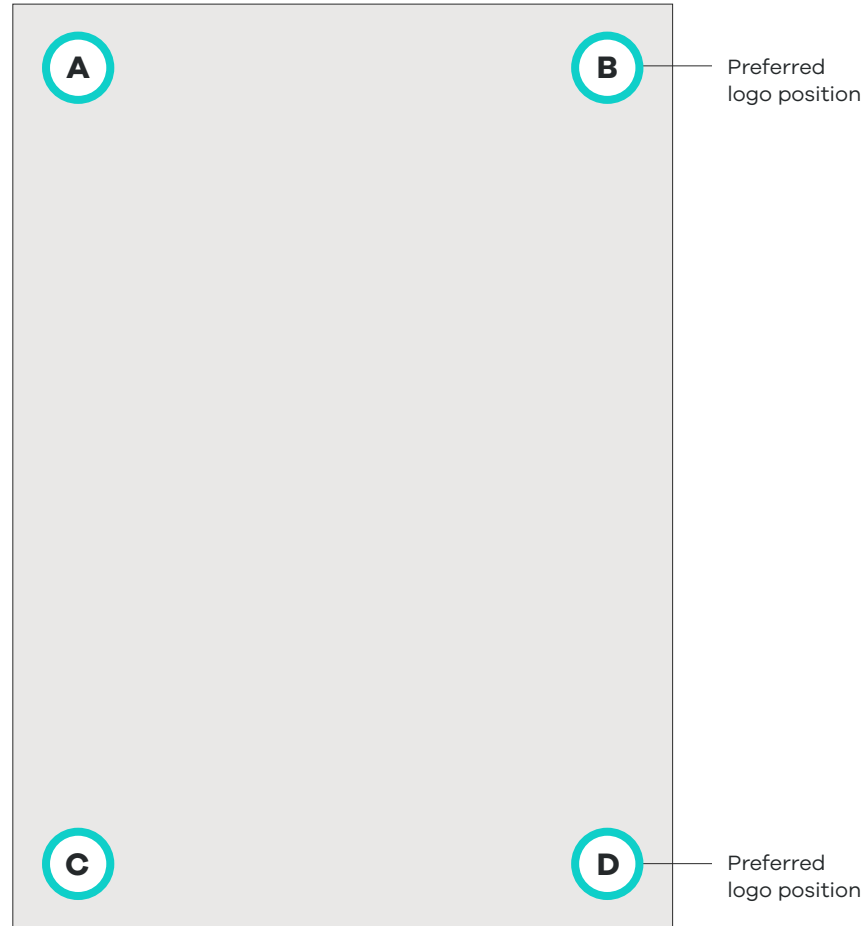
1.5

Logo
Don'ts

Don't change the wording in the strapline

Don't change the colours of the arrows

Don't rearrange elements within the logo

Don't change fonts in the logo

Don't stretch the logo

Don't place the logo over busy imagery
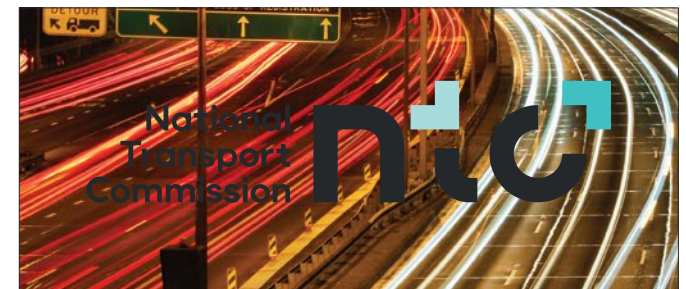
2.0
Colour

2.1

Colour
Primary

The primary colour palette comprises of NTC Aqua, NTC Charcoal and, in some cases, white.

This primary colour palette can be used across all NTC corporate communications and design materials.

In designed materials, tints can be used to complement the primary colour palette.

100% – #10CFC9

75% – #72DBD6

50% – #A5E7E3

25% – #D3F3F0

100% – #24272A

75% – #5B5D5F

50% – #919394

25% – #C8C9CA

NTC Aqua

Pantone 3252 C
C66 **M**0 **Y**29 **K**0
R16 **G**207 **B**201
#10CFC9
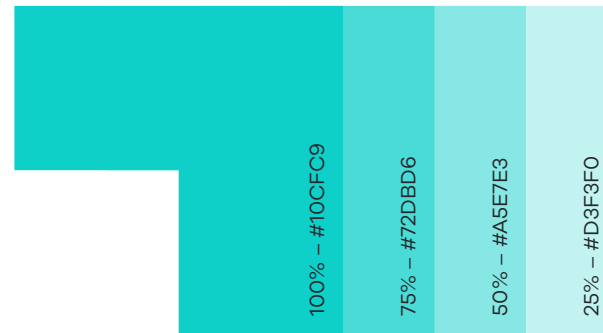
NTC Charcoal

Pantone 426 C
C75 **M**65 **Y**62 **K**67
R36 **G**39 **B**42
#24272A
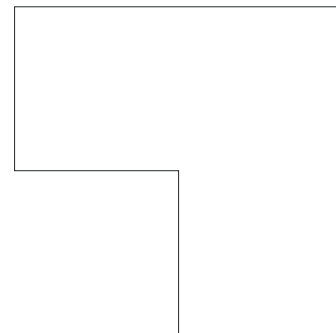
White

C0 **M**0 **Y**0 **K**0
R255 **G**255 **B**255
#FFFFFF
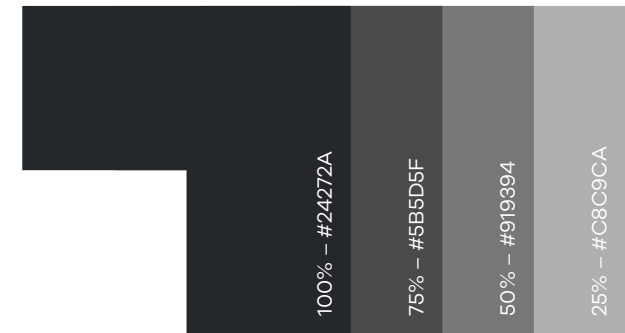
2.2
Colour
Secondary

The NTC secondary colour palette comprises colours that complement the primary colour palette. This palette should be used sparingly in designs to complement primary colours, and to highlight particular text and graphics, such as in tables and graphs.

Secondary colours may also be used to differentiate themes or documents in NTC's corporate material.

In designed materials, tints can be used to complement the secondary colour palette.

Note: Due to accessibilty, use of NTC Red and NTC Yellow in text should be avoided when on light backgrounds.

100% – #FF4713 75% – #FF7E50 50% – #FFAA88 25% – #FFD4C2
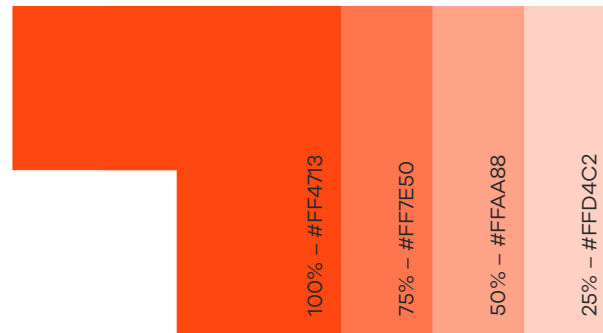
NTC Red

Pantone 172 C
C0 **M**86 **Y**99 **K**0
R255 **G**71 **B**19
#FF4713

100% – #FFD100 75% – #FFDB47 50% – #FFE689 25% – #FFF2C4
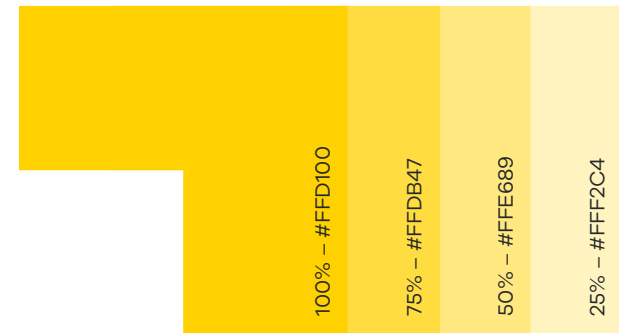
NTC Yellow

Pantone 109 C
C1 **M**16 **Y**100 **K**0
R255 **G**209 **B**0
#FFD100

100% – #002F87 75% – #4A5CA5 50% – #878EC2 25% – #C2C4E0
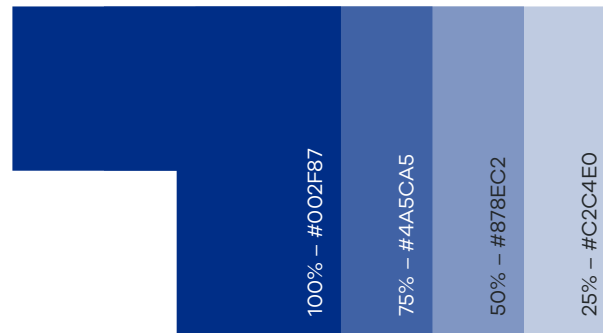
NTC Blue

Pantone 287 C
C100 **M**87 **Y**20 **K**11
R0 **G**47 **B**135
#002F87

100% – #7E57C5 75% – #A17FE0 50% – #C0A9EA 25% – #E0D4F5

NTC Purple

Pantone 2665 C
C62 **M**73 **Y**0 **K**0
R126 **G**87 **B**197
#7E57C5

2.3
Colour
Accessibility

When using the primary colour palette in digital platforms and collateral, please refer to the following table to ensure accessibility.

Accessible colour combinations	White text #FFFFFF Aa	NTC Aqua text #10CFC9 Aa	NTC Charcoal text #24272A Aa
NTC Charcoal background #24272A	Aa	Aa	
NTC Aqua background #10CFC9			Aa
White background #FFFFFF			Aa
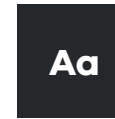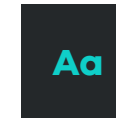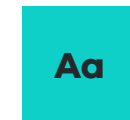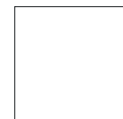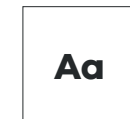
Note: Please do not use these color combinations; they do not meet a color contrast ratio of 4.5:1, so they do not conform with the standards of Section 508 for body text. This means that some people would have difficulty reading the text. Employing accessibility best practices improves the user experience for all users.

3.0
Typography

3.1

Typography
Primary

The preferred typeface for NTC communications collateral is Galano Grotesque.

Galano Grotesque is used in 4 different weights of regular, regular italic, semibold and bold, as shown.

Galano Grotesque italic should be used minimally, and only in referencing.

Up to 40 additional weights of Galano Grotesque are available for use on other applications.

Galano Grotesque can be purchaced from: https://www.myfonts.com/fonts/rene-bieder/galano-grotesque/

Galano Grotesque
Bold

Headings / breakouts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?/

Galano Grotesque
SemiBold

Introduction / sub-heading

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?/

Galano Grotesque
Regular

Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?/

Galano Grotesque
RegularItalic

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?/

3.2

Typography
Digital

The preferred typeface for NTC digital communications collateral is Proxima Nova.

Proxima Nova is used in 4 different weights of light, light italic, bold and extra bold, as shown.

Proxima Nova Light Italic should be used minimally, and only in referencing.

**Proxima Nova
Extrabold**

Headings / breakouts

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?/**

**Proxima Nova
Bold**

Introduction / sub-heading

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?/**

**Proxima Nova
Light**

Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?/

**Proxima Nova
Light Italic**

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?/*

3.3

Typography
Default

Where Galano Grotesque or Proxima Nova cannot be used, Arial is the default font for NTC corporate and internal documents templates (PowerPoint and Word).

Arial
Black

Headings / breakouts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?/

Arial
SemiBold

Introduction / sub-heading

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?/

Arial
Regular

Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?/

Arial
Italic

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!?/

4.0
Graphic elements

4.1.1

Graphic elements
Arrow
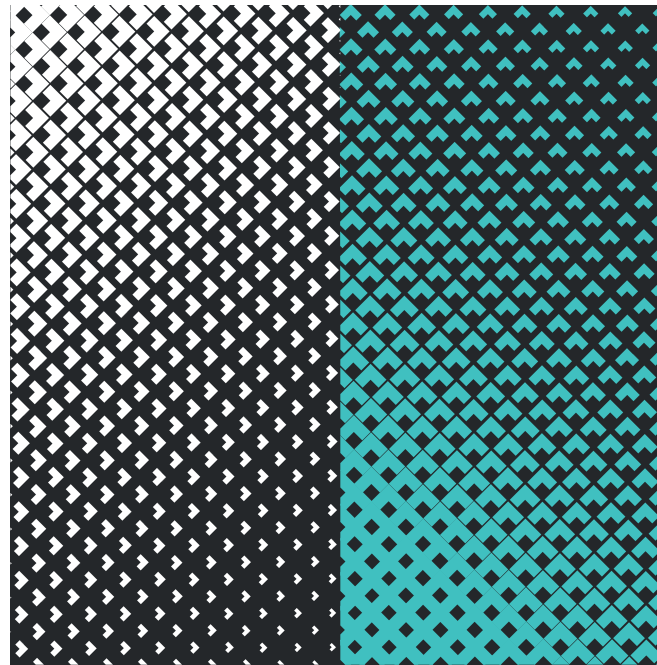
Always forward-facing, never backwards

The arrow graphics reinforce the notion of NTC's 'big picture' thinking, as well as continuously moving forward, through the use of large arrow graphics made up of many smaller arrows to create a half-tone effect. The smaller arrows reflect the many reforms made through NTC's work, making up the bigger arrows that represent large scale improvements.

In these graphics, the arrows are never facing backwards to show NTC's work is constantly aimed at improving.

4.1.2

Graphic elements
Arrow in use

The following examples show the arrow graphic in use.

As per 4.1.1, the arrows and the pattern within them should never face backwards.

The arrows should be arranged in a way that is complementary to the layout of the design as an embellishment, never over-cluttering the design or obstructing content.

The arrows can be used in any combination of the primary and secondary colour palette, complimentary to the design, as shown in the examples on the right.

For access to the arrow graphic .eps files, contact communications@ntc.gov.au

The arrow as an embellishment

Safety Assurance
System RIS

◥ <Publication title>
◥ <Month Year>

Discussion paper /
Consultation regulation
impact statement

Heavy vehicle pricing

12,345
Lorem ipsum
dolor sit amet,
con quodo
ipsum dolor est.

The arrow as a glyph

National
Transport
Commission

ntc
Leading change*

We want
your feedback*
Safety Assurance System RIS

The arrow design in a general sense can also be seen as a common motif and symbol across all collateral, almost like an *, linking campaign-style text and marketing material back to the logo, strapline, and its messages (as illustrated in the strapline, and in the example on the left).

4.2

Graphic elements Icons

This is the style for NTC corporate icons.

Reform work
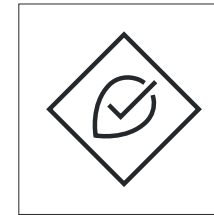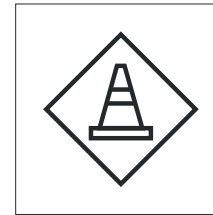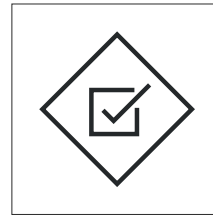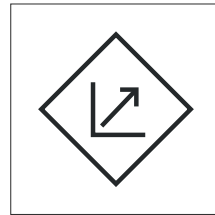
Projects
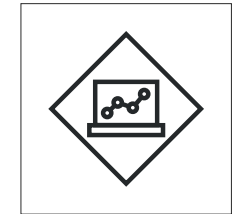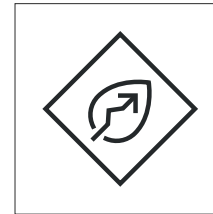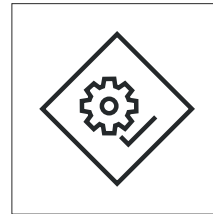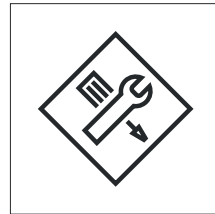
Transport
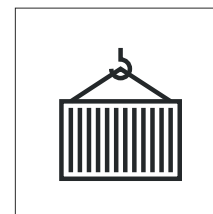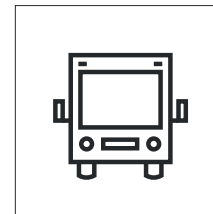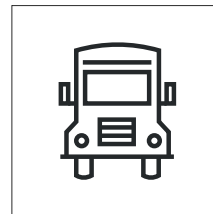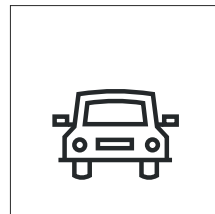
4.3

Graphic elements Illustration

This is the style for NTC illustration and animation.

Freight truck
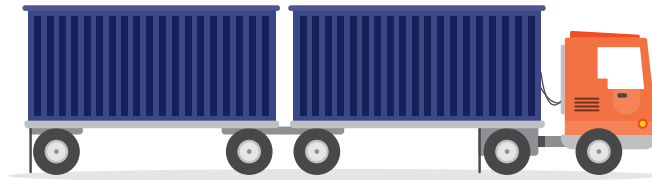
Freight train

Intermodel transport

Automated vehicles

Traffic signs

HEAVY VEHICLE CHARGES APPLY

NATIONAL TRANSPORT COMMISSION

DEVELOPS

REVIEWS

MONIT

KEEP LEFT
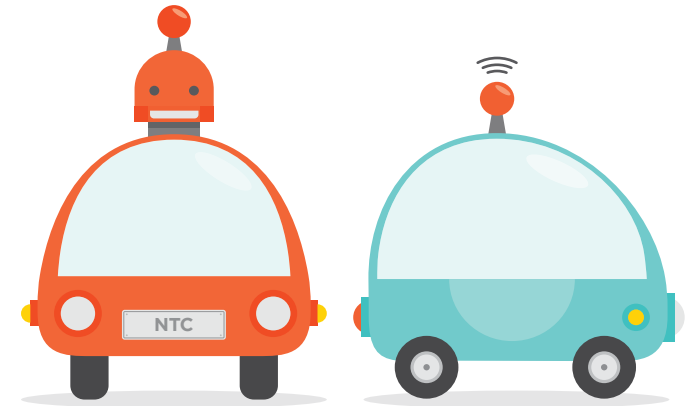
4.4

Graphic elements
Photography

From reflecting the work the NTC does, to showcasing staff, the NTC photography style needs to have a consistent look and feel, and reinforce the philosophy of 'always moving forward'.

When capturing transport or cityscapes, photography should capture a sense of movement through light or long exposure.

A light and airy mood should be present in photography, with a soft depth of field when photographing people.

Photography style examples

5.0
Collateral

5.1.1

Collateral
Print

Publications

Front covers

Safety Assurance
System RIS

Annual Report
2018–2019

Double page spread examples

Compliance
and technology

Heavy vehicle
pricing

12,345
Lorem ipsum
dolor sit amet,
con quodo
ipsum dolor est.

5.1.2

Collateral
Print

Large format

National Transport Commission

ntc

Leading change

ntc.gov.au

National Transport Commission

ntc

5.1.3
Collateral
Print

**Word document
and report templates**

Word template examples

TISOC briefing note

Media release

(NTC letter template)

Report template examples

Discussion paper / Consultation regulation impact statement

5.2

Collateral Stationery

Letterhead

National Transport Commission
ntc

31 October 2018

Name
Title
Organisation
Address
SUBURB STATE Postcode

Dear

Use a clear one-line subject heading

Structure your letter with the plain English CREDO™ structure.

Context: Start by outlining why you are writing. Thank the reader for a letter you are replying to or state why you are writing.

Result: What is the main point the reader will want to know? Put this in the second paragraph. If you are replying to a letter, answer the reader's question and state clearly what action will occur in response. If you are initiating a letter, state what you want.

Explanation: Explain the reasons for the response or the request and why NTC has taken this position. In a short letter, keep this to one or to two paragraphs at most.

Details: If you need to, detail further reasoning and evidence for the position. This might be more than one paragraph, but keep it sort and to the point.

Use headings in longer letters: Complex letters may cover a range of topics or a number of questions. If this is the case, you can still start with some context and a result paragraph that summarises the main message.
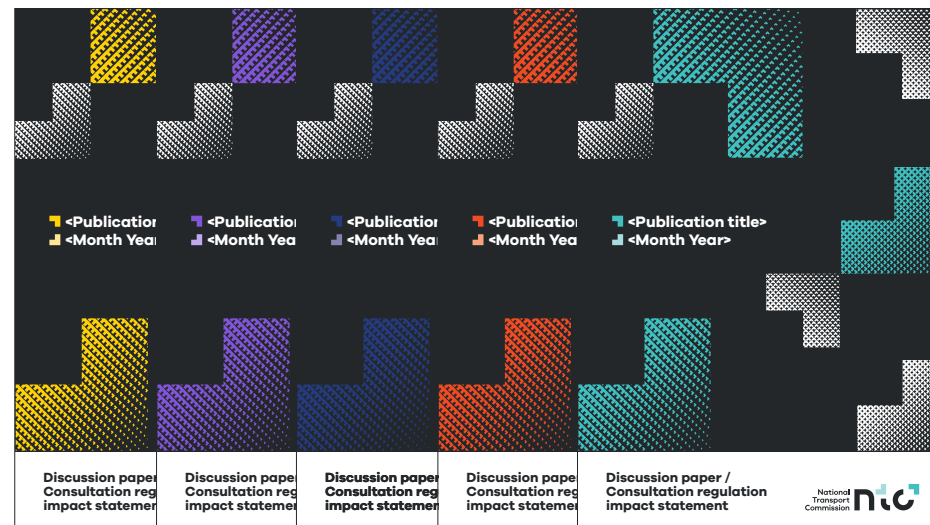
Instead of successive 'explanation' and 'details' paragraphs, you may need to break the letter into sub-topics, each with its own 'explanation' and 'details' paragraphs.

Our contact (if appropriate): Finish your letter politely. For instance, end with 'If you would like more information, please contact [name, title, phone]'.

Yours sincerely

Name
Title

National Transport Commission
Level 3, 600 Bourke Street
Melbourne VIC 3000

(03) 9236 5000   enquiries@ntc.gov.au   ntc.gov.au
ABN 67 890 861 578

Envelopes

National
Transport
Commission
ntc

Level 3, 600 Bourke Street
Melbourne VIC 3000
Australia

Email signature

Firstname Surname
Position title

National Transport Commission
(03) 9236 5000   0412 345 678   **ntc.gov.au**
Level 3, 600 Bourke St | Melbourne VIC 3000

National
Transport
Commission
ntc
Leading change

Business Card

National
Transport
Commission
ntc
Leading change

Firstname Surname
Position title

(03) 9236 5000   0412 345 678
ntc.gov.au
firstnamesurname@ntc.gov.au
National Transport Commission
Level 3, 600 Bourke Street
Melbourne VIC 3000

Note: Please see reception to order business cards

5.3.1

Collateral
Digital

EDMs

EDM examples

December Newsletter

To whom it may concern,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autemvel eum iriure dolor in hendrerit in vulputate velit esse molestie conseq uatvel illum dolore eu feugiat nulla facilisis at vero eros et accumsan.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
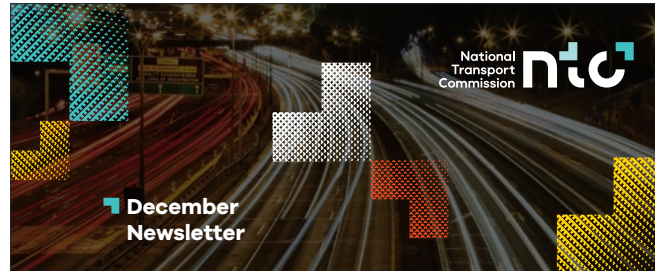
Regards,

Lorem Ipsum

National Transport Commission
Level 3, 600 Bourke Street
Melbourne VIC 3000

(03) 9236 5000
enquiries@ntc.gov.au
ntc.gov.au

Heavy vehicle Newsletter

To whom it may concern,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autemvel eum iriure dolor in hendrerit in vulputate velit esse molestie conseq uatvel illum dolore eu feugiat nulla facilisis at vero eros et accumsan.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
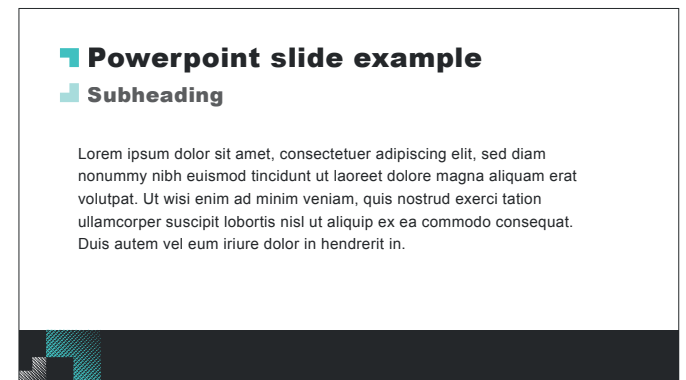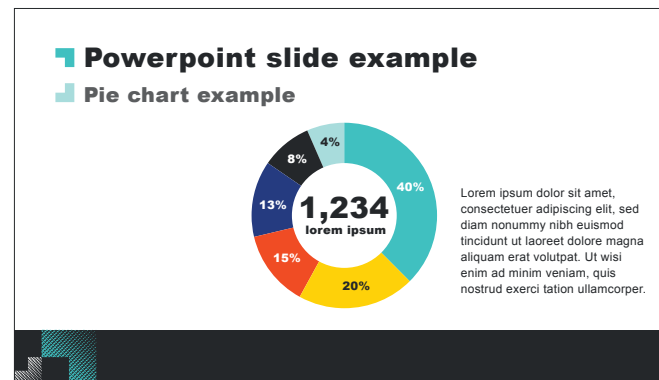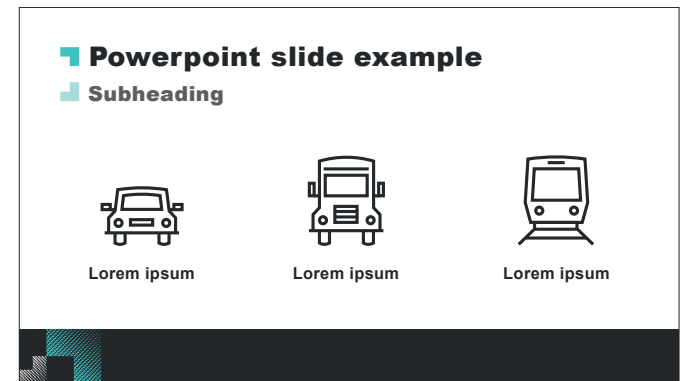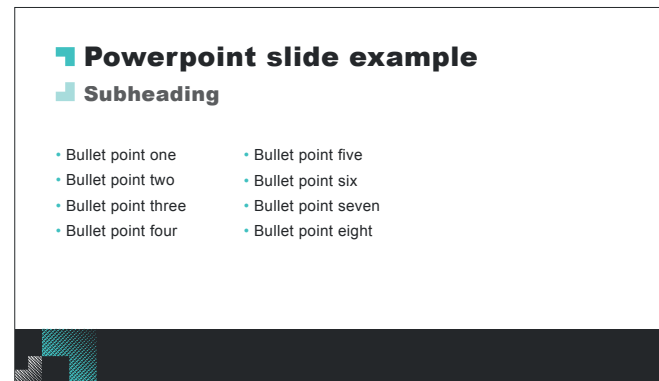
Regards,

Lorem Ipsum

National Transport Commission
Level 3, 600 Bourke Street
Melbourne VIC 3000

(03) 9236 5000
enquiries@ntc.gov.au
ntc.gov.au

5.3.2

Collateral
Digital

PowerPoint templates

PPT slide examples

Powerpoint slide example
Subheading | Date

Powerpoint slide example
Subheading

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Powerpoint slide example
Subheading

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• Bullet point two   • Bullet point six
• Bullet point three   • Bullet point seven
• Bullet point four   • Bullet point eight

Powerpoint slide example
Subheading

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Powerpoint slide example
Pie chart example

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Powerpoint slide example
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5.3.3

Collateral
Digital

Social media tile and banner templates

Social media tile examples

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Further information

For further information on the NTC corporate style guide, or for access to assets and templates, contact communications@ntc.gov.au