



RIC Brand Style Guide

January 2023

Contents

These guidelines will empower RIC teams to create engaging and clear reports that communicate effectively.

The following guidelines will provide a framework to ensure all areas of the RIC are producing consistent, clear and effective reports.

RIC data should always tell a story. Utilising the principals within this guide will help create a story that is easily understood.

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Introduction

The **Regional Investment Corporation (RIC)** is a Government-backed specialist finance provider for farmers and small businesses that supply the agriculture sector.

Our loan programs encourage growth, investment and resilience in Australia's regional communities.

This Document is a guide to writing, formatting and designing documents for the RIC.

The purpose of a style guide is to make sure that multiple contributors create in a clear and cohesive way that reflects our values.



Hero Brandmark

The Brandmark's angular design represents **building growth**. The relationship of the triangles evokes **connecting, supporting, building, designing, new things – new ways**.

It can be interpreted in many ways, from farm animals to equipment or pieces of a puzzle coming together. Investment leads to growth and reflects multiple elements. The triangles also symbolise borders, land and space.

If the Commonwealth Coat of Arms is already represented within a piece of communication the RIC logo can be used without the crest.



Branding

The RIC branding is used with the Commonwealth Coat of Arms. This symbolises the relationship with the Government and the source of funding

1. The Commonwealth Coat of Arms
2. The Regional Investment Corporation Brandmark

The Commonwealth Coat of Arms and Regional Investment Corporation elements always appear in a fixed relationship.

The brandmark must always appear as shown in these guidelines and must not be altered in any way.



Monotone Brandmarks

While we always encourage the use of our full colour logo, there are occasions when it may not be possible to use a full colour brandmark.

This could be in certain circumstances such as:

- when there isn't an option to print in colour,
- branded merchandise
- busy photography makes the full colour logo illegible
- when there are multiple logos and white

The monotone brand mark allows our brand to be consistent when a full colour logo isn't an option.

File Names:

RIC-Brandmark-CMYK-Black

RIC-Co-Brandmark-CMYK-Black

RIC-Brandmark-CMYK-White

RIC-Co-Brandmark-CMYK-White



Brandmarks Reproduction

To achieve maximum impact and ensure legibility, our Brandmarks should always be positioned with an area of clear space surrounding them.

The clear space (x) at any given size should be equal to the measurement of the (RIC Grey) triangle in the Brandmark.

The clear space should not contain elements such as text, photographs, other brandmarks or backgrounds with sudden changes in colour or contrast.

Wherever possible, the brandmark should be reproduced at a size larger than the minimum, especially when there is a question about the quality of reproduction, for example when using silk screening or embroidery for promotional items.

NOTE: Please seek guidance from the RIC Marketing team if these rules are unable to be adhered to.

Clear Space

The height of the dark grey triangle in the RIC Brandmark determines the minimum clear space area for all reproduction purposes.



Minimum Size

The height of the RIC Brandmark determines the minimum allowable reproduction size for all Brandmarks.

Minimum height for print reproduction

15mm

Minimum height for digital reproduction

46px



Incorrect Brandmark Usage

It is never acceptable to modify or manipulate the RIC Brandmarks in any way.

The following rules apply to all RIC Brandmarks:

1. Never add to or change the Brandmark's specified colours.
2. Never use the white RIC Brandmark on a pale background.
3. Never rotate, disproportionately scale, or distort the RIC Brandmark.
4. Please ensure Brandmark clarity when placed over an image.
5. Never apply gradients to the Brandmark.
6. Never rearrange the Brandmark lockup.
7. Never add words or graphics to the Brandmark lockup.
8. Never apply effects like bevels or drop shadows to the RIC Brandmark.



Logo Library

Here are a variety of RIC logos for use in PowerPoint presentations.
You may copy and paste to your document.

For JPEG or PNG format > click here [RIC Brand Style Toolkit \(sharepoint.com\)](https://sharepoint.com)

All other formats please contact the Marketing Team at
communications@ric.gov.au



Australian Government



Australian Government

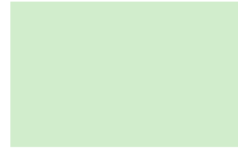


Colour Palette

RIC Brand Colours



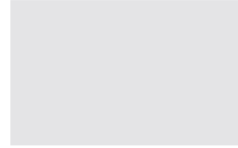
RIC Green
Hex: 38b449
C: 75% R: 56
M: 0% G: 180
Y: 100% B: 73
K: 0%



RIC Light Green
Hex: d1edcc
C: 18% R: 209
M: 0% G: 237
Y: 24% B: 204
K: 0%



RIC Grey
Hex: 3e444f
C: 74% R: 62
M: 64% G: 68
Y: 50% B: 79
K: 38%



RIC Light Grey
Hex: e4e4e6
C: 9% R: 228
M: 7% G: 228
Y: 6% B: 230
K: 0%

RIC Primary Colours



RIC Blue
Hex: 33c2df
C: 65% R: 51
M: 0% G: 194
Y: 10% B: 223
K: 0%



RIC Emerald
Hex: 28af91
C: 75% R: 40
M: 5% G: 175
Y: 55% B: 145
K: 0%



RIC Cobalt
Hex: 4978bc
C: 75% R: 73
M: 50% G: 120
Y: 0% B: 188
K: 0%



RIC Orange
Hex: fbc745
C: 1% R: 251
M: 22% G: 199
Y: 84% B: 69
K: 0%

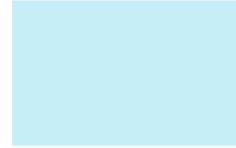


RIC Bright Green
Hex: 9ed64f
C: 42% R: 158
M: 0% G: 214
Y: 88% B: 79
K: 0%

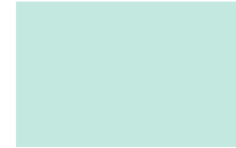


RIC Sand
Hex: d2d3ba
C: 18% R: 210
M: 11% G: 211
Y: 28% B: 186
K: 0%

RIC Secondary Colours



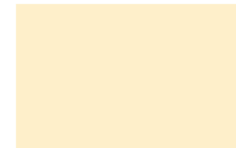
RIC Light Blue
Hex: c5eefc
C: 20% R: 197
M: 0% G: 238
Y: 4% B: 246
K: 0%



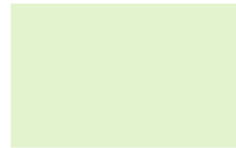
RIC Light Emerald
Hex: c2e8e0
C: 23% R: 194
M: 0% G: 232
Y: 14% B: 224
K: 0%



RIC Light Cobalt
Hex: cbd8ec
C: 18% R: 203
M: 9% G: 216
Y: 1% B: 236
K: 0%



RIC Light Orange
Hex: feefca
C: 0% R: 254
M: 4% G: 239
Y: 23% B: 202
K: 0%



RIC Light B.Green
Hex: e3f3cd
C: 11% R: 227
M: 0% G: 243
Y: 24% B: 205
K: 0%



RIC Light Sand
Hex: eeefe5
C: 6% R: 238
M: 3% G: 239
Y: 9% B: 229
K: 0%



Fonts

Feature Typography

Arial is a widely accepted typeface that is clear and dependable.

Available on PC's and Mac platforms.
Arial should be used across all internal and external communication.

Aa → Main RIC font
Arial Normal
Arial Bold

Alternate Typography for Design

Soleil is an alternative accepted typeface that is similar tonality to Arial but a softer character than Arial for use on advertising, marketing material, website and social media.

Available on Typekit with any Adobe Creative Cloud account for both Mac and PC environments.

Aa → Alternative RIC font
Soleil Bk (Bold)
Soleil Normal
Soleil Lt (Light)



Icons

Why are icons used?

Icons (graphic symbols, computer icons) **help users quickly and easily identify what they need or want.** The use of icons also provides a more appealing visual representation, if you have a lot of info to present, they are a brilliant tool for breaking up text-heavy content into a more digestible and exciting format.

Click below link for access to the full RIC Icon Library
[230124 RIC Icon Library FINAL.pptx](#)

If you require a new icon please contact the Marketing team via email at communications@ric.gov.au



Writing Style

Writing will be most effective if you understand who you're writing for.

Behavior — what is user is interested in or worried about? Your writing should catch their attention and answer their questions.

Vocabulary — Use the same terms and phrases they will use to search for information. For multiple audiences, make your writing as easy to read as possible so it's accessible to everyone.

Plain English

Government content needs to communicate in a way that most people understand. The best way to do this is by using common words, or plain English.

Writing in plain English means using simpler and more direct language. It **does not** mean 'dumbing down' information. Plain English helps people make decisions and builds trust.



Presentations Style Guide

Cover Page

Icon

Aligned Left | White



Font and headings

Arial is a widely accepted typeface that is clear and dependable.

Main Headings 60pt Bold

PMO Dashboard

Sub Headings 18pt Bold

The following slide update the PMO status was prepared for at the end of January

Available on PC's and Mac Platforms.

Arial should be used across all internal and external communication.



Presentations Style Guide

Font and headings

Title Headings
Charcoal Grey | Arial 35pt Bold

Body Text
Black | Arial 14pt Normal

Corporate Services

Australian Government

REGIONAL INVESTMENT CORPORATION

2022

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Vestibulum lectus mauris ultrices eros in cursus turpis. Justo donec enim diam vulputate ut pharetra. Nec feugiat nisi pretium fusce. Id velit ut tortor pretium viverra suspendisse..

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Vestibulum lectus mauris ultrices eros in cursus turpis. Justo donec enim diam vulputate ut pharetra. Nec feugiat nisi pretium fusce. Id velit ut tortor pretium viverra suspendisse..

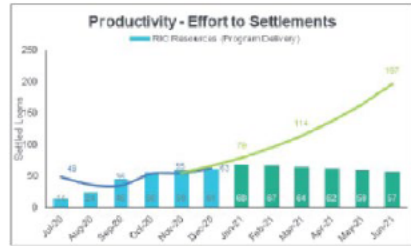
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Vestibulum lectus mauris ultrices eros in cursus turpis. Justo donec enim diam vulputate ut pharetra. Nec feugiat nisi pretium fusce. Id velit ut tortor pretium viverra suspendisse..



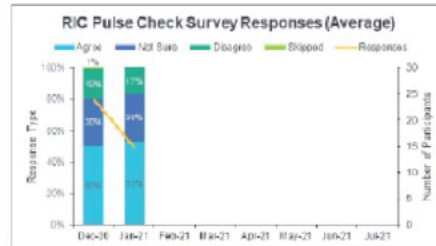
Presentations Style Guide

Chart Templates

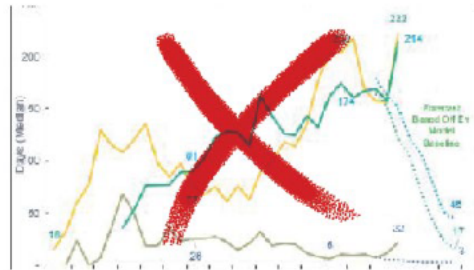
Headings
Charcoal | Arial 35pt Bold



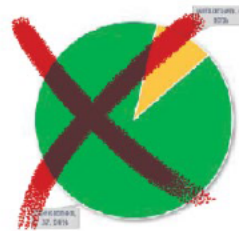
For charts with more than 3 elements, use secondary colours as the 4th, 5th and 6th colours.



While the secondary colour palette provides more options it should only be used on charts where the primary colours have already been used.



If secondary colours are used without the primary colours it could cause confusion.



Used incorrectly, the secondary colours could break the flow of the document. The secondary colours should only be used on charts with more than 3 data elements.

Corporate Services

1. Lorem ipsum Measures

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. .

Chart pages should include a key take away box. Text Arial 12pt Normal



Tables

Use RIC Green and white text for table headings. Use RIC Light Green for alternating rows or columns.

Use RIC primary colours if presenting more than one table. Each primary colour has a light version to use for alternating rows or columns.

White border lines at 0.5pt can be used to outline cells.



LOAN PROCESSING TIME (MEDIAN DAYS) - END-TO-END TRIAL

Comparison of days taken per milestone for the End-to-end trial vs current RIC portfolio for fiscal year 2021.

End-to-end trial median days									
As at 19/02/21	Received for Vetting		Data Building		Client & Loan Assessment		Credit Analysis/Decisioning		TOTAL LOAN TIMES
Period	Median	Submissions	Median	Submissions	Median	Submissions	Median	Submissions	Median
Fiscal Year 2020	46	41	25	33	4	33	19	32	94

Current median days across RIC portfolio for FY21 (as at Jan-21)									
Period	Median	Submissions	Median	Submissions	Median	Submissions	Median	Submissions	Median
Fiscal Year 2020	77	1463	73	1561	38	1323	75	943	263

Days saved					
	Received for Vetting	Data Building	Client & Loan Assessment	Credit Analysis/Decisioning	TOTAL DAYS REDUCED
Days saved	31	48	35	56	169
% Improvement	↑ 40.3%	↑ 65.8%	↑ 90.8%	↑ 74.3%	↑ 64.4%

**Customer delays due to incomplete applications have a median days of 12. With the highest being 45 days, and lowest at 1 day.
Median hours spent to complete an entire vetting process is 16.5 hours, with a max of 31 hours and min of 2 hours.

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END TO END TRIAL MEDIAN DAYS									
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Thank you

    @ric_gov_au | ric.gov.au