

Reproduction Material and Mechanical Artwork

All artwork and copy to be
reproduced or enlarged ONLY
photomechanically.

Section 2

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Sheet 2/01

Reproduction Material and Mechanical Artwork

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General notes

This Section covers a diverse range of items and, for guideline purposes, the following segments or headings have been selected.

Promotional material, including electronic image communication

Timetables, fare tables, tickets

Advertising material, employment notices, tenders

Public information material

Internal information material.

Also included in this section are guidelines for the use of typeface, logo selection, colours and applications relating to advertising and printed material.

Requests for variation to these guidelines should be submitted in writing to the Manager, Graphic Services.

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Typographical notes

The typeface used for advertising and printed material should contribute to the building of a uniform corporate image, be easy to read and should be equally appropriate for advertising of all V/Line divisions/products/services. Whilst the typeface should not be 'rare' or difficult to obtain, it should be capable of some variation in unusual circumstances.

The typeface to be used is as follows:

1. Headings

Helvetica —Medium (preferred) light or bold. Set in upper and lower case. Italics used only where appropriate.

2. Text

Century Schoolbook —Medium (preferred) light or bold. Set in upper and lower case. Italics used only where appropriate.

Requests for variations to the typeface guidelines should be sought from the Manager, Graphic Services.

Follow the CAT'S tracks to V.F.L. Park



On Saturday the Cats Play the Saints at V.F.L. Park. Footy trains depart Geelong at 8.30am, 9.30am, 10.30am, and 11.30am. Change at Spencer Street for Glen Waverley and co-ordinated bus service to V.F.L. Park.

Return trains depart Spencer Street at 7.00pm and 9.30pm.

Fares: Return economy to V.F.L. Park, Adults - \$12.90. Children under 16 - \$6.10.

Accompanied by an adult \$2.50

(2 children per adult).



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Logo — Corporate tag

This is to be used in advertising and publicity material and is to be printed in modified Futura, only from bromides supplied by the Graphic Services Department. Upper and lower case is to be used for the tag "Going places!".

When printed in the colour the preferred option is



- a. Tangerine background
white V Line, green slash
"Going places!" in black (preferred) or green



- b. second option:
white background,
tangerine V Line, green slash
"Going places!" in black (preferred) or green

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Logo — Corporate tag



c. single colour:

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Logo — colour with business brand names and Corporate tag.

These are to be used in advertising and publicity material and to be
printed in modified Futura, only from bromides supplied by the Graphic
Services Department.



The preferred colour option is

- a. Tangerine background
White V Line, green slash
"Going places!" in black (preferred) or green



- b. Second option:
White background
Tangerine V Line, green slash
"Going places!" in black (preferred) or green

Printed Publicity

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Sheet 2/06

Reproduction Material and Mechanical Artwork

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Logo — Single colour with business brand names and Corporate tag.

To be used in advertising and publicity material, printed in modified Futura and only from bromides supplied by the Graphic Services Department.

The preferred colour is black where single colour printing is to be used.

The logo features a stylized 'V' symbol on the left, composed of two parallel diagonal lines. To the right of the 'V' is the text 'VLINE TRAVEL' in a bold, italicized, sans-serif font. Below this, the tagline 'Going places!' is written in a similar bold, italicized, sans-serif font.

VLINE TRAVEL
Going places!

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Victoria Transport logo



The Victoria Transport logo is to be used on all internal and external documents, publications, displays and machines where it is required or desirable to identify the 'Ministry of Transport'.

The logo consists of: 'A' — Symbol
'B' — Logotype, between parallel lines

The logo should be used in its official colours wherever possible or as a solid colour when documents are printed as a single or 2 colour print.

The official colours are: 'A' Green P.M.S. 348
'B' Gold P.M.S. 116

The logo cannot be reversed out of a black background in its full colours unless approval from the Manager, Media Services, Ministry of Transport is obtained.

The logo must only be reproduced or enlarged photomechanically. The actual proportions and size relationships cannot be altered in any way. No other text or visual material can appear over the logo. No borders or boxes are permitted around the logo.

Master bromides for reproduction can be obtained from the Corporate Services, Graphic Design Section.

For the purposes of decoration or design on merchandising items, the symbol can only be used on its own, without typematter, with the approval of the Manager, Media Services, Ministry of Transport.

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An Authority of Victoria Transport logo



All publications, press and T.V. advertisements produced by the Authority are to be identified as 'An Authority of Victoria Transport' by including the logo shown below.

AN AUTHORITY OF VICTORIA TRANSPORT

The use of colour and the placement of the logo is to be in accordance with the directions above. The logo must always be clearly visible, whilst use of the symbol is optional.

Further information can be obtained from the Ministry of Transport, Media Services Section, 17th Floor, 589 Collins St., Melbourne.

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Colours — Corporate colours used in printed applications

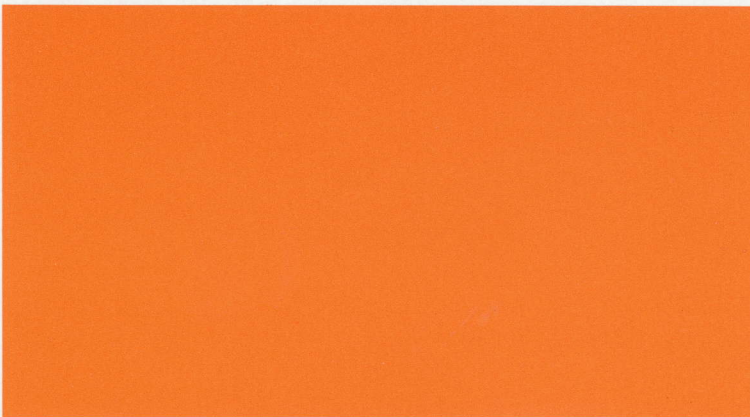
Example (a) V/Line tangerine.

V/Line tangerine is matched by Coates Brothers Australia Pty. Ltd.,
or PMS 158 for coated stock or PMS 165 for uncoated stock.

Example (b) V/Line green.

V/Line green is matched by Coates Brothers Australia Pty. Ltd., AMT
6285 for stock or AMT 6306 for uncoated stock.

Both to match samples provided by the Printing Works, North
Melbourne.



a. V/Line tangerine.



b. V/Line green.

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Paper sizes — preferred for advertising literature

Sizes

Advertising literature should be produced to sizes in the ISO—A series. The preferred size for leaflets is 1/3 A4 vertical or 210 x 90mm trimmed. Where it is not practical to use this size, alternative recommended page sizes are:

A7 vertical 105 x 74mm.

A5 vertical 210 x 148mm.

A4 horizontal 210 x 297mm.

A4 vertical 297 x 210mm.

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Promotional Material

This includes all material, whether presented on television, film or the printed medium, which is directed to the public at large, or to specific groups, with the principal objective of promoting additional business.

Promotional material can take the following forms:

1. Promotional advertisements in the daily press;
2. Promotional advertisements in colour journals;
3. Brochures;
4. Posters;
5. Television or video commercials;
6. Promotional films;
7. Promotional slides and other audio-visual presentations;
8. Radio or aural promotions;
9. Exhibitions and displays;
10. Other promotional material, e.g. balloons, pens, cardboard cut-outs, etc.

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Promotional Material - General Principles

Promotional material, space and format permitting, should

- include logo, corporate tag, business brand name plus "An Authority of Victoria Transport" logo (refer Sheets 2/03 — 2/06);
- identify V/Line clearly and appropriately, with accurate representation of the Corporate Identity;
- be prepared and presented to achieve optimum business growth;
- be co-ordinated with other promotions by associated participants, e.g. M.T.A., other railway systems, tourist bureau, hotel chains etc.;
- identify the source of the advertisement, and clearly and unambiguously specify details, conditions, dates, costs, places to book etc.

Whilst it is inappropriate to prescribe restrictive standards in an area of publicity which by its nature requires imagination, resourcefulness and flexibility, certain guidelines can be issued to establish uniformity in the size and placement of the logo on printed matter.

The logo should preferably be centered and placed at the top of brochures, etc., or alternatively placed at the bottom right hand corner. Colours used should be in accordance with guidelines contained in sheets 2/07 and 2/09 for printed applications.

Brochures and other like matter should be printed in the ISO—A series — preferably 1/3 A4 size or 210mm x 99mm (trimmed) or A4 size 210mm x 297mm. For other sizes refer sheet 2/10.

Notes

There are instances when travel companies, coach operators etc. wish to promote a joint V/Line company package.

If the company wishes to utilise the V/Line logo as part of any advertising or promotional material the material must be approved by the appropriate Marketing Division. Prior to approval being given the proposals must be discussed with the Manager, Corporate Advertising.

While it is not intended to discourage initiatives being taken by associated companies, it is important that the Corporate image is presented in a way which is consistent with overall strategies.

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Reproduction Material and Mechanical Artwork

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Timetables, Tables of Fares, Tickets, Freight and Parcels rates.

These items are those which provide factual information for potential users of V/Line services, relating to times, rates and other basic aspects of the services forming part of the contract of carriage. This information might also be incorporated, in part or in full, within the Promotion Materials section (see 2/11).

These include:

- Timetables;
- Tables of Fares;
- Tickets;
- Freight and Parcels Rates Tables;
- General Information relating to Conditions of Carriage;
- Maps displaying the service, areas served etc.

Because of the importance of close co-ordination of presentation of timetables, fares and rate tables for external and internal use, internal timetables, fares and rate tables are also included in this category.

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Timetables, Tables of Fares, Tickets, Freight and Parcels rates.

- General Principles

Criteria to be kept in mind in preparing this information include:

- Usage of the Corporate logo in accordance with sheets 2/03 — 2/06;
- Rational layout;
- Simplicity in use;
- Legibility, even in poor lighting conditions and by people with indifferent vision;
- Comprehensiveness;
- Clarity and conciseness;
- Clear indication or definition of period of availability;
- Convenience and compactness;
- Cost effectiveness.

In respect to timetables, these are printed in different formats as follows:

a. Complete Service Timetable

This timetable, in book format, has details of all V/Line passenger services, together with principal interstate services, co-ordinated road coach services, and road coach services co-ordinated with MTA train services.

b. Timetables for Individual Lines

These timetables, in folded sheet format, have details of all V/Line passenger services, together with co-ordinated road coach services, on specific lines.

c. Promotional Timetables (single cards)

These are printed in convenient pocket size form, for promoting a specific service.

d. Wall Sheet Timetables

These are the wall mounted timetables displayed at stations, providing complete details of services within a District.

With regard to tickets these should bear the corporate logo in accordance with sheets 1/10 — 1/12 and matters relating to design should be addressed to the Chairman, Passenger Revenue Committee.

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Advertising Material

This section consists of notices in the press advertising position vacancies, invitations to tender, advertising sales of V/Line property, etc.

This material is normally initiated by V/Line, and should be presented in a manner to attract a maximum response from appropriate respondents.

This will be facilitated by an identifiable, well recognised logo and standardised format.

The single colour logo to be used is shown on sheet 1/11 and wherever possible is to be placed at the top and centre of the advertisement. Alternatively, the logo should be placed at the bottom right hand corner.

When used in either single or double column advertisements where columns measure between 35mm x 40mm wide, the logo should not exceed 30mm in width. On larger advertising material, i.e. beyond 80mm in width, the logo should be increased in size proportionate to the above. Bromides of appropriate logos are obtainable from the Graphic Services Department.

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Advertising Material - General Principles

Appropriate information should be included in any advertisement:

- a. to identify it clearly and readily;
- b. for any person or organisation responding to be able to do so efficiently and, unless inappropriate, to be able to contact the person responsible for the advertisement.

Any queries relating to the usage of the logo and associated matters should be referred to the Manager, Graphic Services Department.

Where advice is required regarding the approved format to be used for advertisement contents the following should be contacted:—

Manager, Recruitment and Employment Department, for position vacancies.

Manager, Supply Department, for tender advertisements.

Group Manager, Property Department, for sales of V/Line property.

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**Public Information Material (excluding
timetables, fares, tickets, Freight and parcels rates, etc.)**

This material is primarily directed at providing information for the public using the services of V/Line or interacting with V/Line and covers a wide range of material, including:

- Press Releases;
- Brochures on the Authority, its history, current activities, its organisational structure, statistical information, etc.
- By-Laws, legal liabilities of passengers, or public at large;
- Public Safety information;
- Information directed primarily at a specific target market;
- Emergency information.

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Public Information Material (excluding timetables, fares, tickets, Freight and parcels rates, etc.)

- General Principles

Public Information material should satisfy the following requirements:

- It should feature the corporate logo and appropriate tags (refer to sheets 2/03 to 2/06).
- It must be easily readable, with attention to a simple and direct style of writing, and be independently checked for coverage, factual accuracy and for possible ambiguity of interpretation.
- In the case of brochures, these should show the date of publication and should be identified by identification symbols allocated by the Group Manager, Corporate Communications Group, or nominated representative. Refer sheet 2/10 for preferred paper sizes.
- Copies of all public information material should be approved, prior to publication, by the Group Manager, Corporate Communications Group.
- All media contact on behalf of this organisation is established through the Manager, Public Relations or nominated representative. The Manager, Public Relations, is also responsible for liaison with the Ministry on media matters affecting the Authority.
- Where By-Laws, legal matters etc., are concerned, the words State Transport Authority of Victoria and its address should be included at or near the commencement of the notice.
Any use of the Corporate logo must not precede the above.
This information may be imparted in a number of ways: firstly formally, quoting verbatim parts of the Act or Regulations; secondly in basic English (and perhaps other languages); thirdly by use of diagrams, cartoon strips etc.;
All such material must be approved by the Group Manager, Legal Services Group for factual content, and by the Graphic Services Department for layout and presentation;
- Public safety information should be authorised by the Manager, Loss Assessing Department, due to legalities associated with accidents.

**Reproduction Material and
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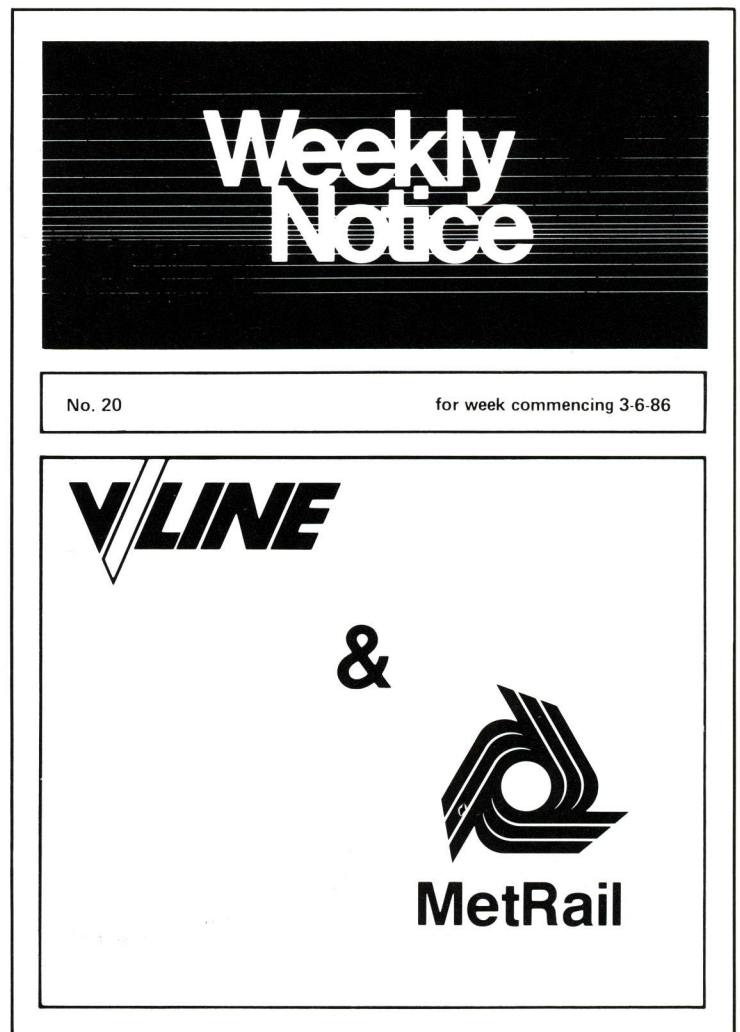
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Internal Information Material

Such material is issued primarily to staff within the State Transport Authority, with possible circulation extending to other Authorities within the Ministry of Transport, and to the Ministry itself.

Such material includes:

- Update;
- Weekly Notices;
- Managing Director's Message;
- General Managers' Bulletins;
- All other information generated within Divisions for more limited circulation, and authorised by Level 1, 2, 3 or 4 officers.



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Internal Information Material - General Principles

- All internal information material is to depict the Corporate logo on the front cover sheet in accordance with standards as set down on sheets 1/10 to 1/12.
- All material should show the date of issue, office of issue, and periodical publications should be numbered sequentially.
- Where the publication is intended for V/Line and MetRail staff, the Metropolitan Transit Authority of Victoria logo is to be included, along with the words MetRail, e.g. Weekly Notice cover.
- Any internal information should state clearly if restricted circulation applies, and if it rescinds any previous information.
- Standards of sizes, format, etc. are as determined by the Manager, Internal Communications Department.

For further information, reference should be sought from the Manager, Internal Communications Department.

Safety of V/Line Personnel

Legal implications associated with accidents necessitate all safety information being authorised by the Manager, Safety and Occupational Hygiene Department prior to issue.