

Foreword

Reproduction Material and Mechanical Artwork

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Consistency is the key to the success of any corporate identity program.

This manual is the standard reference, containing all the necessary information for the implementation and maintenance of the State Transport Authority's Corporate Identity Program. The success of the Corporate Identity Program will depend on the user's correct interpretation of its contents.

The objectives of the Corporate Identity Program are twofold.

Firstly to create a powerful, consistent, clear and attractive visual image of V/Line inside and outside the Authority, and secondly to rationalise and standardise visual elements.

The directions accompanying each graphic layout will resolve most of the difficulties which the application of the Authority's Corporate Identity Program may present.

While the information contained in the manual offers accurate guidelines for the consistent presentation of the State Transport Authority's visual identity there should be no hesitation, when a design difficulty arises, in seeking guidance from the Corporate Identification Officer, Corporate Services Division.

The correct use of this manual will establish and maintain the strong visual identity essential to V/Line's success.



Keith Fitzmaurice
Managing Director

June '86

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Reproduction Material and Mechanical Artwork

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Section	Description
Introduction	
1. Basic Elements	Logo, colours, and standard lettering.
2. Printed Publicity	For production of promotional material, T.V., video and film, timetables, fare tables, tickets, Freight and parcels rates, advertising material, employment offers, tenders, plus public and internal informative material.
3. Signposting	Classification, siting, plank system, exterior identification of stations, workshops, depots and other buildings, first encounter signs, station names on platforms, pictograms.
4. Rolling Stock	Liveries and details for locomotives, carriages and wagons.
5. Road Vehicles	Liveries for road coaches plus identification of road motor fleet vehicles.
6. Uniforms	Station, train, workshops and maintenance staff etc.
7. Stationery	Letterheads, forms, envelopes, paper sizes, etc.
8. Miscellaneous	Logo application to miscellaneous items.
9. Index	Alphabetical index.

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Transport logo
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3/02	June '86	Standard wording
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3/20	June '86	Siting of signs
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3/55	June '86	Plank system layout
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4/10/08	June '86	P class loco
4/10/09	June '86	S class loco
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4/20/01	June '86	BRN class carriage
4/20/02	June '86	VHGY bulk wheat
4/20/03	June '86	VLCX louvre van
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4/20/05	June '86	VPCX bulk cement
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6/05/03	June '86	Care and maintenance of uniform — continued
6/10/00	June '86	Enginemen
6/10/01	June '86	Men's grey working jacket & castro jacket
6/10/02	June '86	Men's grey trousers & shorts
6/10/03	June '86	Men's light green shirt
6/10/04	June '86	Men's grey pullover
6/20/00	June '86	Conductors
6/20/01	June '86	Ladies' bottle green jacket
6/20/02	June '86	Ladies' grey overcoat
6/20/03	June '86	Ladies' grey skirt
6/20/04	June '86	Ladies' green long sleeve cardigan

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6/20/07	June '86	Men's grey overcoat
6/20/08	June '86	Men's grey trousers & shorts
6/20/09	June '86	Men's grey long sleeve cardigan
6/20/10	June '86	Men's light green shirt
6/30/00	June '86	Trading and Catering
6/30/01	June '86	Ladies' apricot long sleeved blouse & printed short sleeved blouse
6/30/02	June '86	Ladies' grey long sleeved cardigan & grey sleeveless pullover
6/30/03	June '86	Ladies' printed short sleeved dress
6/30/04	June '86	Ladies' orange jacket
6/30/05	June '86	Ladies' grey popover pinafore
6/30/06	June '86	Ladies' orange & grey scarves
6/30/07	June '86	Ladies' orange & grey skirt
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7/11	June '86	Paper & envelope size
7/21	June '86	V/Line letterheads and Executive "with compliments" slips
7/22	June '86	S.T.A. letterheads and V/Line Divisional "with compliments" slips
7/23	June '86	Inter office memo V/Line
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7/25	June '86	Office action memo
7/29	June '86	Addressing techniques
7/30	June '86	Addressing techniques
7/31	June '86	DL size envelope
7/32	June '86	Window faced envelope
7/33	June '86	Manilla type envelope
7/34	June '86	Internal use only
7/35	June '86	Internal use only

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8/10	June '86	R.A.C.E. Containers

Section 9 Index

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