

Introduction

NOPSEMA

Brand Guideline

Version 4.0 / November 2023



NOPSEMA

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1. General Information

1.1 How to use these Brand Guidelines

Any individual that needs to apply any aspect of the NOPSEMA visual branding should become familiar with the relevant contents of this document. Artwork files can be obtained from the NOPSEMA Communications and External Affairs (CEA) team.

This document is to be also used by third parties wishing to use NOPSEMA branding.

All queries should be directed to the CEA team.

1.2 Electronic file usage

Correctly determining file format usage

The NOPSEMA logo files are provided in CMYK, PMS and RGB versions in .PNG, .EPS, .TIFF and .JPG formats to cater for all eventualities, uses and media. Please ensure the correct logo format is selected for each application.

File Name	File Type	File Properties
PNG (Portable Network Graphic) (.png)	Files for screen	(.png) is a bitmapped image format. PNG was designed for transferring images on the internet, not for professional quality print graphics, and therefore does not support non-RGB colour spaces such as CMYK.
EPS (Encapsulated Post Script) (.eps)	Files for print	(.eps) is the ideal format for printing devices. The file contains 'vector' information which allows the logo to be reproduced at very large sizes without any loss in quality.
TIFF (Tagged Image File Format) (.tiff)	Files for print	(.tif) files are defined as coloured dots or pixels. The optimum size for use in printed documents is 300dpi, and they should not be scaled any more than 120% or poor quality print reproduction will occur.
JPEG (Joint Photographic Experts Group) (.jpeg)	Files for print	(.jpg) is a standard format for compressing still images. Similar to .TIFF files, the resolution is defined in dots or pixels. The optimum size for use in printed documents is 300dpi, and they should not be scaled any more than 120% or poor quality print reproduction will occur.

1. General Information

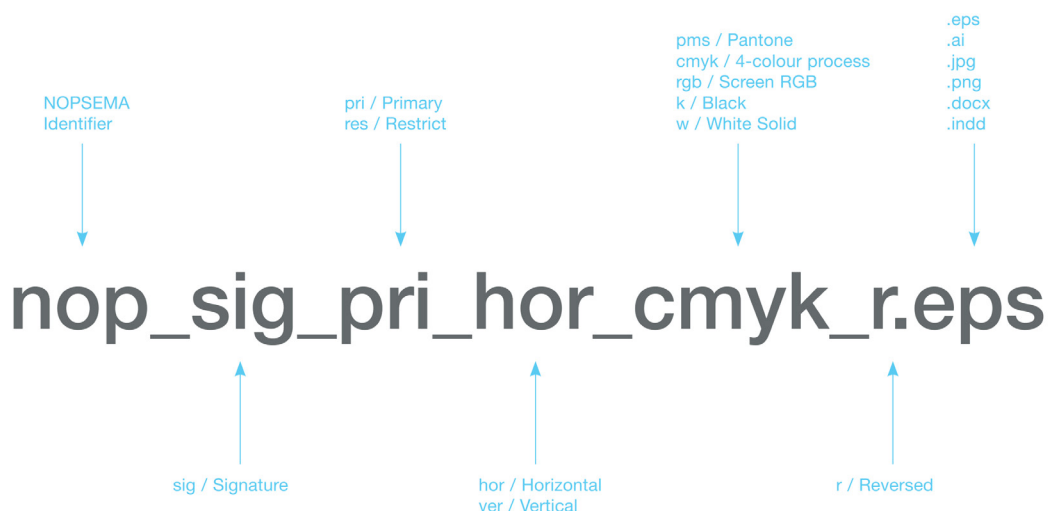
Correctly determining the colour reference system

The NOPSEMA logo files are provided in CMYK, PMS and RGB versions in .PNG, .EPS, .TIFF and .JPG formats to cater for all eventualities, uses and media. Please ensure the correct logo format is selected for each application.

Colour Reference Name	Colour Properties
(Pantone Matching System) PMS	PMS is a set of standard colours for offset printing, each of which is specified by a single number. Whilst these are in essence specific colour inks, computer graphics software allows colours to be specified as Pantone numbers that are then reproduced in CMYK (four colour process) colours by a digital or offset printing press.
(Cyan Magenta Yellow Key) CMYK	CMYK describes the ubiquitous full colour printing process and refers specifically to the four inks used in offset and digital colour printing: cyan, magenta, yellow and key (black). The “K” in CMYK stands for key since in four colour printing cyan, magenta, and yellow printing plates are carefully keyed or aligned with the key of the black key plate. The four colours are printed together as very small dots of varying sizes to create an almost infinite range of hues eg; an aqua blue ocean in a photo will carry large cyan dots, medium yellow and small magenta and black dots. The brain is unable to discern the individual dots via the optic nerve perceives the area as aqua blue.
(Red Green Blue) RGB	RGB is a process in which red, green, and blue light is added together in various ways to reproduce a broad array of colours. Its main purpose is the representation and display of images in electronic systems, such as televisions and computers. RGB is a device-dependent colour model: different devices detect or reproduce a given RGB value differently, since the colour elements (such as phosphors or dyes) and their response to the individual R, G, and B levels vary from device to device.

1.3 File naming

The file naming system is outlined to help ensure that you find the correct version for any given application.



2. NOPESMA logo

2.1 NOPSEMA logo

The [NOPSEMA logo](#) consists of two components - the logo symbol and the logo type. There are two acceptable ways to align these components – alongside (horizontal format), or underneath (vertical format).

*PLEASE NOTE: For brand management consistency and identity, it is NOT permissible to use the NOPSEMA logo symbol and/or logotype as a stand-alone element without consent from the CEA team.

The components must retain the same proportion and positions as shown in the following examples:

Horizontal
version



Vertical
version



.....

Note: Both of these versions are available as CMYK, PMS and RGB versions in AI, EPS, JPG and PNG formats.

nop_pri_hor_cmyk
nop_pri_hor_pms
nop_pri_hor_rgb
nop_pri_ver_cmyk
nop_pri_ver_pms
nop_pri_ver_rgb

2.2 NOPSEMA signature

The NOPSEMA signature is similar to the NOPSEMA logo but has an additional tagline. It should work across all promotional/marketing materials and external campaigns. The NOPSEMA signature has three design variations (horizontal and vertical).

Signature 1A
Horizontal



Signature 1B
Horizontal



Signature 1C
Vertical



.....
Note: The signature versions are available as CMYK, PMS and RGB versions in AI, EPS, JPG and PNG formats.

nop_sig_1A_hor
nop_sig_1B_hor
nop_sig_1C_ver

3. Corporate Colours

3.1 Primary colour suite

Colour plays a major role in establishing brand recognition. Each of the colours in the NOPSEMA branding colour palette is derived from the Pantone Matching System® (PMS). When match colour printing is not available, the appropriate CMYK (four colour) equivalents will need to be used.

NOPSEMA Primary Colours

NOPSEMA Blue

Pantone® 647C
C80 M53 Y5 K12
R56 G103 B160
HEX #3767a0



NOPSEMA Orange

Pantone® 151C
C0 M60 Y100 K0
R245 G130 B32
HEX #f58220



NOPSEMA Grey

Pantone® 431C
C1 M0 Y0 K70
R107 G110 B113
HEX #6b6e71



NOPSEMA Navy

Pantone® 540C
C80 M53 Y5 K70
R13 G43 B78
HEX #0d2b4e



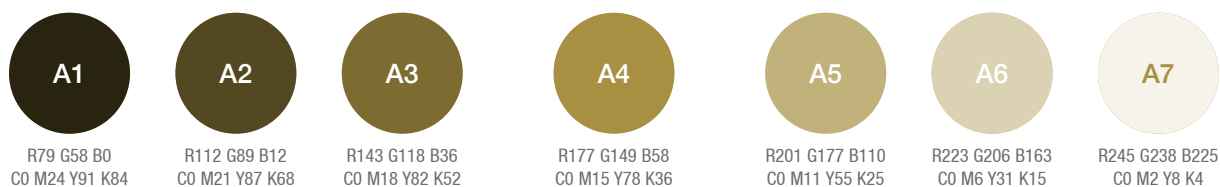
3.2 Secondary colour suite

The secondary colour suite extends the corporate colour palette to capture other uses while maintaining brand consistency. It creates a visual point of difference and can be applied for special focus areas of NOPSEMA. This is particularly applicable to charts, diagrams and statistical reporting. It may be used appropriately on panels in newsletters, brochures and on the website.

The secondary colour suite is complementary and should not be used alone to represent the NOPSEMA brand, this is the role of the primary colour suite.

NOPSEMA Secondary colour suite

Sand



Azure



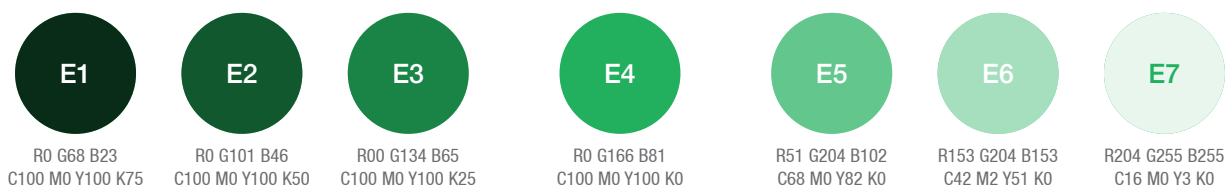
Ruby



Magenta







Emerald



3. Corporate Colours

Violet

						
F1	F2	F3	F4	F5	F6	F7
R51 G0 B51 C73 M92 Y44 K62	R102 G0 B102 C68 M100 Y26 K	R102 G0 B102 C68 M100 Y26 K18	R153 G51 B153 C46 M94 Y0 K0	R153 G102 B153 C44 M69 Y14 K1	R204 G153 B204 C18 M44 Y0 K0	R255 G204 B255 C4 M22 Y0 K0

Ocean

						
G1	G2	G3	G4	G5	G6	G7
R0 G68 B54 C100 M0 Y50 K75	R0 G102 B85 C100 M0 Y50 K50	R0 G135 B114 C100 M0 Y50 K25	R0 G153 B153 C100 M0 Y50 K0	R51 G204 B204 C64 M0 Y26 K0	R150 G213 B210 C40 M0 Y20 K0	R226 G243 B240 C10 M0 Y5 K0

Bronze

						
H1	H2	H3	H4	H5	H6	H7
R96 G45 B0 C0 M60 Y100 K75	R142 G74 B2 C0 M60 Y100 K50	R192 G102 B22 C0 M60 Y100 K25	R245 G130 B32 C0 M60 Y100 K0	R249 G164 B95 C0 M42 Y70 K0	R253 G201 B155 C0 M24 Y40 K0	R255 G238 B224 C0 M6 Y10 K0

Amber

						
I1	I2	I3	I4	I5	I6	I7
R98 G70 B0 C0 M30 Y100 K75	R146 G107 B0 C0 M30 Y100 K50	R197 G145 B14 C0 M30 Y100 K25	R253 G184 B19 C0 M30 Y100 K0	R255 G203 B103 C0 M21 Y70 K0	R255 G223 B164 C0 M12 Y40 K0	R255 G244 B227 C0 M3 Y10 K0

Steel

						
J1	J2	J3	J4	J5	J6	J7
R70 G69 B71 C0 M1 Y0 K88	R97 G97 B100 C0 M1 Y0 K76	R122 G122 B125 C0 M1 Y0 K63	R145 G145 B149 C0 M1 Y0 K51	R176 G176 B179 C0 M1 Y0 K36	R208 G209 B211 C0 M1 Y0 K20	R241 G241 B242 C0 M0 Y0 K5

Indigo

						
K1	K2	K3	K4	K5	K6	K7
R13 G43 B78 C80 M53 Y5 K70	R26 G59 B98 C80 M53 Y5 K50	R43 G82 B129 C80 M53 Y5 K34	R55 G103 B160 C80 M53 Y5 K12	R110 G136 B182 C56 M37 Y4 K9	R162 G176 B208 C32 M21 Y2 K5	R226 G229 B240 C8 M5 Y1 K1

Olive

						
L1	L2	L3	L4	L5	L6	L7
R73 G83 B0 C22 M0 Y100 K77	R112 G123 B13 C22 M0 Y100 K54	R152 G164 B24 C22 M0 Y100 K31	R194 G205 B35 C22 M0 Y100 K8	R210 G217 B109 C15 M0 Y70 K5	R227 G231 B168 C9 M0 Y40 K3	R245 G247 B229 C2 M0 Y10 K1

4.1 Typographies for marketing collateral

Typography is a subtle, yet powerful, part of the NOPSEMA visual identity. Just like the logo, typography serves as a visual cue that identifies the brand. Commitment to these two typefaces will help create a consistent brand.

4.2 Typography for external use

Houschka Pro

Default alphabet (marketing collateral)

The typeface adopted by NOPSEMA is Houschka Pro and is available in a number of weights. These fonts should be used on headings on all printed communications for external audiences, such as brochures, catalogue, website, stationery, etc.

Houschka Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Houschka Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Houschka Pro DemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Houschka Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Note: These typefaces should be used on all printed communications for external audiences. The Houschka Pro and Helvetica Neue font Family are available to buy at any font supplier, however, we recommend using MyFonts.com

The Houschka font family has glyphs available as alternates for some of the characters (see examples below). Please ensure that these are NOT used under any circumstances.

AEFGKLNRYW

Helvetica Neue LT Std

Auxiliar alphabet (marketing collateral)

The typeface adopted by NOPSEMA is Helvetica Neue and is available in a number of weights*. These fonts should be used on all printed communications for external audiences, such as brochures, catalogue, website, stationery, etc.

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Neue 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Neue 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz-yz1234567890

* Helvetica Neue Lt Std Italics are also available and allowed to use on all printed communications.

*Helvetica and Houschka are available in the Adobe Creative Cloud Design Applications. If you do not have access to these fonts, speak to the communications team.

4.3 Typography for internal use

Calibri Family

System Typeface (internal use)

NOPSEMA system typeface is Calibri. Only use it in situations where Houschka Pro and Helvetica Neue cannot be used, including but are not restricted to Microsoft PowerPoint, Microsoft Word documents, or HTML content on web applications.

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Calibri Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

5 Stationary

The way NOPSEMA corresponds with stakeholders has a significant influence on the way we are perceived to do business.

All requests to print stationary should be referred to the CEA team and be processed by NOPSEMA approved suppliers.

A number of readimade templates for corporate stationary uses are pre-loaded in MS Word.

Select FILE > NEW > NOPSEMA you can select from

- blank
- NOPSEMA internal
- NOPSEMA external
- NOPSEMA letterhead

After you make your selection you will be presented with a NOPSEMA template incorporating all NOPSEMA branding and a variety of standard text options.

Please contact information@nopsema.gov.au if you cannot locate a required template.

Likewise, there are templates for environmental bulletins and alerts and safety bulletins and alerts pre-loaded in MS Word.

Select FILE > NEW > NOPSEMA > PUBLICATIONS you can select templates for

- Safety alert
- Safety bulletin
- Environment alert
- Environment bulletin

6.1 Corporate Stationary Templates

- [NOPSEMA PowerPoint](#) - this PowerPoint file contains common topics for NOPSEMA staff to use within their presentations
- [“What is NOPSEMA?” presentation](#) - a useful .ppt to give stakeholders a high level introduction to NOPSEMA and our work (accurate at time of creation Oct 2023)

6.2 Internal Image Requests

Staff should browse the Adobe Stock and iStock image libraries and email communications@nopsema.gov.au with a link or screenshot of the images they require.



**For assistance with your
communication needs, please contact:**

Communications team

communications@nopsema.gov.au

Tel: (08) 6188 8752

Level 10, 58 Mounts Bay Rd
Perth WA 6000

GPO Box 2568
Perth WA 6001

nopsema.gov.au