

DEPARTMENT OF POLICE AND
EMERGENCY MANAGEMENT



Tasmania State Emergency Service Style Guide

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Introduction

Why have a Style Guide

The State Emergency Services throughout Australia rely heavily on their identities and good standing within communities to promote public safety, enhance public relations and to attract and retain volunteers. Like the other jurisdictions, the Tasmania State Emergency Service has the need for a professional and consistent corporate image. It is necessary that all levels of management - unit, region and state – have consistency in publications, signage, uniform badging and promotional items in order to portray a credible organisation. This consistency will also make communications with the public more effective as there will be no confusion about the organisation's identity.

How to use this Style Guide

This Style Guide sets out the guidelines and standards to ensure that SES communications have a professional and consistent appearance. Please check the Style Guide before you design or format documents, brochures, promotional items, banners, signage, badging or any other item that will or may be seen by the public or by other emergency services, or within the SES.

Once you have designed such an item, you will need to submit the design to State Headquarters for evaluation against the Style Guide. If the item does not seem to fall within the guidelines in the Style Guide, or if applying the guidelines exactly as stated may impair the clarity or usefulness of the item, then negotiation may be needed.

Comments, Suggestions, Questions?

Please feel free to contact the Manager Community Safety at State Headquarters at any time with any comments, suggestions or questions regarding the Style Guide.

Whole of Government Communications Policy

Whilst the corporate image for the SES is important for its relations with the public, volunteer recruitment/retention etc, the SES must still comply with the whole of government Communications Policy unless specific concessions or provisions have been agreed by the government Director of Communications Policy. This policy and the State Government logo style guide are available at www.communications.tas.gov.au. **The SES Style Guide must be read in conjunction with the Tasmanian Government Style Guide and Logo Policy.**

Authorised SES Logos

There are three logos authorised for use by the SES in given circumstances:

- **SES Logo** – main logo for communicating to the public



- **National Logo** – for items of operational uniforms where the corporate logo is not appropriate, including name badges



- **SES Shield** – for official and legal identification



The SES logo

The SES logo is the main logo used for communicating with the public – for example on media releases and other documents, brochures, displays, promotional items, apparel and banners. Whenever someone needs to instantly recognise or clearly identify the SES, this is the logo to use.

The logo has several elements:



1. 3x3 chequerboard
2. SES acronym text in Gill Sans or Arial
3. Keyline (which extends the total height of the logo)
4. "State Emergency Service" text in all capital letters (in Arial)

a. Colours

The orange and blue used in the logo are standardised. Whenever you use the logo in colour, it MUST be printed or displayed using these colours. You can also use the orange and blue as the basic colours for any graphic design you do.

Note: When the colour logo appears on a dark background (such as embroidered on a navy-blue shirt) substitute cyan for the dark blue in the logo:



	Orange	Blue	Cyan
PMS	165c	288c	Cyan
CMYK	C=0%, M=60%, Y=100%, K=0%	C=100%, M=65%, Y=0%, K=30%	C=100%, M=0%, Y=0%, K=0%
RGB Decimal	R=224, G=135, B=3	R=30, G=61, B=120	R=0, G=178, B=235
RGB Hex	ec8703	1e3d78	00b2eb

When reproducing the logo in mono (one colour), all areas are to appear at 100% saturation. No tonal values (greys or pastels) are to be used.

When a one-colour logo appears on a solid, dark background, the entire SES logo should be reversed out in solid white.



Incorrect usage

The one-colour SES logo must not appear in any colour other than the standard orange or blue, or 100 percent black.

Incorrect usage

The one colour SES logo is not to be reproduced in any greyed-out or pastel version of the standard colours.

b. Positioning and usage

The chequerboard, the SES letters and the vertical keyline must always appear together. The logo can appear with or without the “State Emergency Service” text, as shown here:



The keyline extends only the height of the chequerboard when not using the “State Emergency Service” text.

A minimum margin of two chequerboard squares wide and deep should be left as white space surrounding the logo.



Incorrect usage

The keyline is not to extend further than the height of the chequerboard when no tagline is present.



Incorrect usage

The SES acronym text is never to be abbreviated with full stops.



Incorrect usage

Other elements must not encroach into the two-chequerboard area of white space.

c. Size

The logo can be reproduced in almost any size, as long as the proportions are not changed. In other words, if you double the width, you must also double the height. If you enlarge the height by a given percentage, you must apply exactly the same percentage enlargement to the width.

The logo must NOT be reproduced smaller than 37x12mm, unless the logo text "STATE EMERGENCY SERVICE" is removed. In any case, the logo must be large enough to be legible.



The SES logo and logo text must not be reproduced smaller than 37mm in total width and 12mm in total height. If the logo is part of a projected image, it may be smaller provided its projected appearance is 40mm wide or larger.

The SES logo may only be reproduced smaller than 37mm in total width only when the logo text is absent, as long as proportions stay constant and the logo is clear and distinct.

Incorrect usage

The SES logo and logo text must not be reproduced smaller than 37mm in total width.

Incorrect usage

The SES logo must not be reproduced either compressed or stretched out of proportion.

d. Background

The SES logo may be reproduced over a white or pale, uncluttered background. If the background is dark, use the orange and cyan colours as specified on page 5. The logo must be clearly readable at all times. No figures in any background image should come within the two chequerboard wide area of white space.

The logo must never appear on a cluttered background, or within a white box.



Incorrect usage
The SES logo must not appear in a white box on a coloured background.



Incorrect usage
This background is too cluttered and too dark.



Incorrect usage
A figure in the background photo comes too close to the logo.

The SES Shield

The shield, which the SES has used since its inception in 1976, is used primarily for official and legal purposes. Its main function is to indicate the legal and operational presence of the SES – such as on overalls, dress uniforms and legal documents. It is not to be used for marketing or promotional purposes; the SES logo is designed for these uses.



a. Colours

The shield consists of 3 pantone colours and should be reproduced either in colour (CMYK) or black if necessary.

Blue PMS 276
Cyan
Black

Red PMS 485
White

The shield is not to be reversed out of the background and must never appear in a white box. There is to be no writing immediately above the crown on the shield.

b. Positioning and usage

As with the logo, the shield has a minimum area of white space surrounding it, on which no other design elements can encroach. This area is at least one-third the diameter of the shield.



The shield should be used against an even, light background. Avoid using the shield on cluttered or medium coloured backgrounds.

The shield superimposed on a row of chequers must not be used for any purpose whatsoever.



Incorrect usage
The shield must have a minimum of one-third its diameter left blank around it.



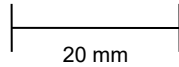
Incorrect usage
The shield must never appear superimposed on orange chequers.

c. Size

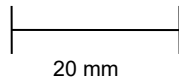
There is no limit as to how large the shield may be reproduced providing its quality and clarity is maintained. The smallest diameter permitted is 20mm. In some cases, such as for metal badges, the shield may be reproduced in smaller sizes, but such designs must render the shield clearly, and need to be approved by the Director at State Headquarters.



The shield should be reproduced 20mm in diameter or larger. If the shield is part of a projected image, it may be smaller, provided its projected appearance is 20mm or larger.



The shield must not be reproduced smaller than 20mm in diameter.



The orange chequers

The orange chequers can be used as a design element (for example, as a background or an accent) within the following guidelines:

The chequers must have a transparent background, so that they appear as orange-over-background, not an orange-and-white band over the background. (The only time it should appear as orange-and-white is when it is placed over a white background.)

The chequers should appear on an uncluttered background.

When the chequers are used horizontally they must be three rows high, regardless of how many chequers long the strip is. The only exception to this is the chequers currently used on large vehicles. When used vertically they must be three columns wide.

The chequers must appear square, not stretched or skewed.



Correct usage



Correct usage



Incorrect usage
The chequers must appear as orange-and-transparent, not orange-and-white.



Incorrect usage
The background must be uncluttered.



Incorrect usage
A row of chequers must be only 3 chequers high (with exception of some vehicles).



Incorrect usage
The chequers must appear as square, not skewed.

Brochures, fliers and public documents

In addition to adhering to the guidelines for the use of the SES logo, shield and chequers, any brochures and fliers produced by the SES at any level of the organisation must follow the Tasmanian Style Guide and Logo Policy.

a. Fonts and text layout

The government font for all usage is the Gill Sans family - see Tasmanian Government Style Guide and Logo Policy page 14. When Gill Sans is unavailable use Arial. In general, all text, including section headers, should be in title case (first letter of important words capitalised), rather than all capitals, as this is easier to read.

There should be as much space as possible around blocks of text, which should be relatively short. This makes the brochure much easier to read.

Bullet points, particularly in brochures or poster text, should not have any punctuation at the end of each point. If bullet points contain complete sentences or more than one sentence, it may be advisable to use regular paragraph text, rather than bullet points.

b. Photographs and graphics

Photographs must be of good quality (not blurry or cluttered) and must show safe working practices and correct personal protective equipment (including hats or helmets, overall and boots). Where possible, photographs should show the faces of the volunteers. (Bear in mind that sunglasses obscure a volunteer's face and make the image less dramatic and personal.)

At no time, even as a joke is a brochure, flier or public document to contain a photo of a volunteer in an unsafe activity or in a situation that brings disrepute to the SES.

Graphics should be used sparingly, so as not to detract from the SES logo or to clutter the brochure or flier.

Written permission must be obtained before using photos of people. See LISO for appropriate form.

The corporate logo must appear in the top right corner of any brochure, flier or public document.

SES Documents and correspondence

a. Text usage and font

Document text usage (grammar, punctuation and other questions of usage) must follow the most current edition of the Australian Government Style Manual. The Macquarie Dictionary is the standard guide for spelling in the SES.

Document text should appear in a Gill Sans or Arial font in 10pt or 12pt size.

Word emphasis should be set in *italics*, **bold** or **BOLD CAPS** rather than using underlining. All page numbers should be set at the bottom centre of the page. (For typeset, double-sided documents, it is acceptable to position the page numbers on the outside corners of the pages.)

b. Headings

Headings must be left justified (not centred), and must not appear in all upper case. Underlining is not to be used in headings. Full stops are not to be used at the end of a heading.

SES Large Heading

Arial, 24pt, bold

SES Heading 1

Arial, 16pt, bold

SES Heading 2

Arial, 14pt, bold

SES Heading 3

Arial, 12pt, bold

c. Layout

Title pages must have the Corporate Logo in the top right corner. This logo should be the mono (black) version for any document that will be printed or photocopied in black and white.

The title can be centred or flush right (in line with the right edge of the logo), in title case. Do not use all capital letters in titles.

The first line of each paragraph should be either flush left. For technical or legal documents, paragraph numbering may be used.

Letters to people outside the SES may be produced for printing on pre-printed, full-colour letterhead, or on a letterhead template (black and white). Authors should include the appropriate return address whenever using computer-generated letterheads. The initial page of a letter is always followed by numbered plain paper pages.

Letters should not be handwritten.

d. Graphics

If graphics (such as charts) are used in a document, they must be easy to read and reproduce cleanly. They should be used sparingly and always with at least 4mm of white space around them.

Stationery

Stationery should be printed on a white wove stock, between 90 and 100gsm. Business cards should be printed on 300gsm white matte stock. Letters relating to whole of government matters should use the State Government letterhead. Letters relating to SES business may use the SES letterhead.

a. State Government letterhead

Department of Police and Emergency Management
STATE EMERGENCY SERVICE

Level 1, 47 Liverpool Street, Hobart TAS
GPO Box 1290, Hobart, TAS 7001 Australia
Ph (03) 6230 2700 Fax (03) 6234 9767
Email ses@ses.tas.gov.au Web www.ses.tas.gov.au



File: <File Reference>
Enquiries: <Name>

16 April 2007

<Title and Name>
<Position>
<Agency>
<Address Line 1>
<Address Line 2>

Dear <Title and last name>



<SUBJECT HEADING>

<Body>

Yours sincerely

<NAME>
<Position>

b. SES Letterhead

 Tasmania	Department of Police and Emergency Management STATE EMERGENCY SERVICE Level 1, 47 Liverpool Street, Hobart TAS GPO Box 1290, Hobart, TAS 7001 Australia Ph (03) 6230 2700 Fax (03) 6234 9767 Email ses@ses.tas.gov.au Web www.ses.tas.gov.au	 SES STATE EMERGENCY SERVICE
<p>File: <File Reference> Enquiries: <Name></p>		
<p>8 March 2007</p>		
<p><Title and Name> <Position> <Agency> <Address Line 1> <Address Line 2></p>		
<p>Dear <Title and last name></p>		
<p><SUBJECT HEADING></p>		
<p><Body – para 1></p>		
<p><Body – para 2></p>		
<p><Body – para 3></p>		
<p>Yours sincerely</p>		
<p><NAME> <Position></p>		

c. Fax Cover Sheet

Department of Police and Emergency Management
State Emergency Service
Level 1, 41 Liverpool Street, Hobart TAS 7000
GPO Box 1250, Hobart TAS 7001
Ph (03) 6230 2100 Fax (03) 6231 9161
Email ses@ses.tas.gov.au
Web www.ses.tas.gov.au




FACSIMILE


TO:	FAX NO:
FROM:	DATE:
RE:	PAGES:

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d. With Compliments



Tasmania
Explore the possibilities



SES
STATE EMERGENCY SERVICE

Department of Police and Emergency Management
STATE EMERGENCY SERVICE

Level 1, 47 Liverpool Street, Hobart TAS
GPO Box 1290, Hobart, TAS 7001 Australia
Ph (03) 6230 2700 Fax (03) 6234 9767
Email ses@ses.tas.gov.au Web www.ses.tas.gov.au

With Compliments

e. Business Card

Department of Police and Emergency Management
State Emergency Service



Tasmania
Explore the possibilities

Sharon Sherman
Manager Community Safety
(Grad Cert Disaster Management)

Level 1, 47 Liverpool Street Hobart TAS
GPO Box 1290 Hobart, TAS 7001 Australia
Ph (03) 6230 2709 Mobile 0427 045 898 Fax (03) 6234 9767
Email Sharon.sherman@ses.tas.gov.au Web www.ses.tas.gov.au

Advertisements

All advertisements must be approved by State Headquarters and a copy must be forwarded to the Manager Community Safety at State Headquarters. Any Unit or Region can contact the MCS for consultation on the design, writing and layout of advertisements.

All advertisements must use the display format as outlined in the Tasmanian Government Style Guide and Logo Policy.

All photographs and graphics included in the advertisement must be very clear and clean, and only the bare minimum should be included. Clutter significantly reduces the effectiveness of an advertisement.

Text should be extremely brief – the absolute minimum needed to communicate the advertisement's message. It should be generously spaced, with the maximum amount of white space possible surrounding it. Spelling, punctuation and grammar must be perfect.

Presentations

PowerPoint or overhead slides must conform to the Tasmanian Government Style Guide and Logo Policy. The SES corporate logo must appear in the top right corner of every slide except those where a photo takes up the whole slide. The standard template is available from the Manager Community Safety at State Headquarters.

The font for presentations should be a Sans Serif font such as Arial or Arial Narrow. The font size should be 36pt for headings and 24pt for text. It is also recommended that a version date be included at the bottom left hand corner.

Graphics and photographs should be used with restraint, as they can often distract from the meaning of the slide, rather than enhancing it. All photographs must show safe working practice and appropriate personal protective equipment. Colours used for charts and graphs should be in the same colour family as the logo colours (shades of orange and blue). Where more colours are needed, ensure they do not clash with the logo colours.

Special effects, such as fades, animations and sound effects, should be used extremely sparingly, if at all.

Web sites

As individual needs vary widely among Units, one single web-site design is not feasible. However, the following guidelines apply:

All designs must conform to the standards in this Style Guide.

Frames are not to be used on SES web sites.

The SES chequerboard logo should appear in the top right corner of the page.

Use a minimum of graphics, at 72 dpi resolution, to minimise download time. All graphics must have ALT text that indicates the graphic's function (such as "Back to Home Page"), or text that enhances or explains the graphic (for example, in a group photo of volunteers, the ALT text might read, "Joining the SES is a great opportunity to meet new people.")

Use the hex value "#1e3d78" to match the blue and the hex value "#ec8703" to match the orange in the corporate logo.

Use Verdana for text.

Ensure that all photographs show safe and correct practice, including proper safety equipment and procedures.

Proofread text carefully for spelling and grammar and make sure all links work.

Promotional items

All designs for promotional items must be approved by State Headquarters, and a copy of the design or an example of the item must be submitted to the Manager Community Safety, State Headquarters for record-keeping purposes.

Designs must comply with the guidelines for the use of the logo. Where the item is too small to maintain a two chequer width encroachment area around the logo, or where there is no "top right corner" as such, contact the Manager Community Safety, State Headquarters to negotiate a design that shows the logo in a clear and professional manner.

The shield may not be used on promotional items without the express permission of State Headquarters.

Items that are "co-branded" – in other words, that have a sponsor's logo as well as the SES logo, must be designed so that the SES logo is as prominent as, or more prominent than, the other logo. In addition, the use of the SES logo must comply with the standards in the Style Guide. Where there is a conflict, refer the design to the Manager Community Safety, State Headquarters for resolution.

Items must be produced using quality stock (for example, stickers with printing that smears are not acceptable).

Signs and banners

a. Building signs

Unit signage must be sturdy metal or other rigid, all weather material that can be fastened securely to the building or fencing. The background must be white, and the logo must be printed using its specified colours.

The layout is as follows: The SES corporate logo is placed top centre. Not less than two chequers' width below that is the Unit name in all capital letters, in Arial or Arial Narrow font, and printed in the blue of the logo (PMS 288c). The font size of the Unit name should be such that the name extends flush with the sides of the logo. Where the Unit name is too long for this, the font size should be such that the Unit name extends no more than one-third the width of the logo on either side.



b. Banners

Banners must be on quality, weather-resistant material and kept clean and in good condition. Torn, frayed or dirty banners must not be displayed. The banner must be displayed so that it is visible in its entirety (for example, it is not acceptable to fold part of the banner under to adjust for space constraints).

The material should be white. The logo must be printed in its specified colours. While it may, if necessary, come slightly closer than two chequer's width to the outside edge of the banner, no other design elements on the banner may encroach on the two chequer's width of white space around the logo.

The logo must appear either in the top right corner of the banner or centred on the top line of section of the banner.

When there is a choice between using the corporate logo and using the shield on a banner, preference should be given to the logo.

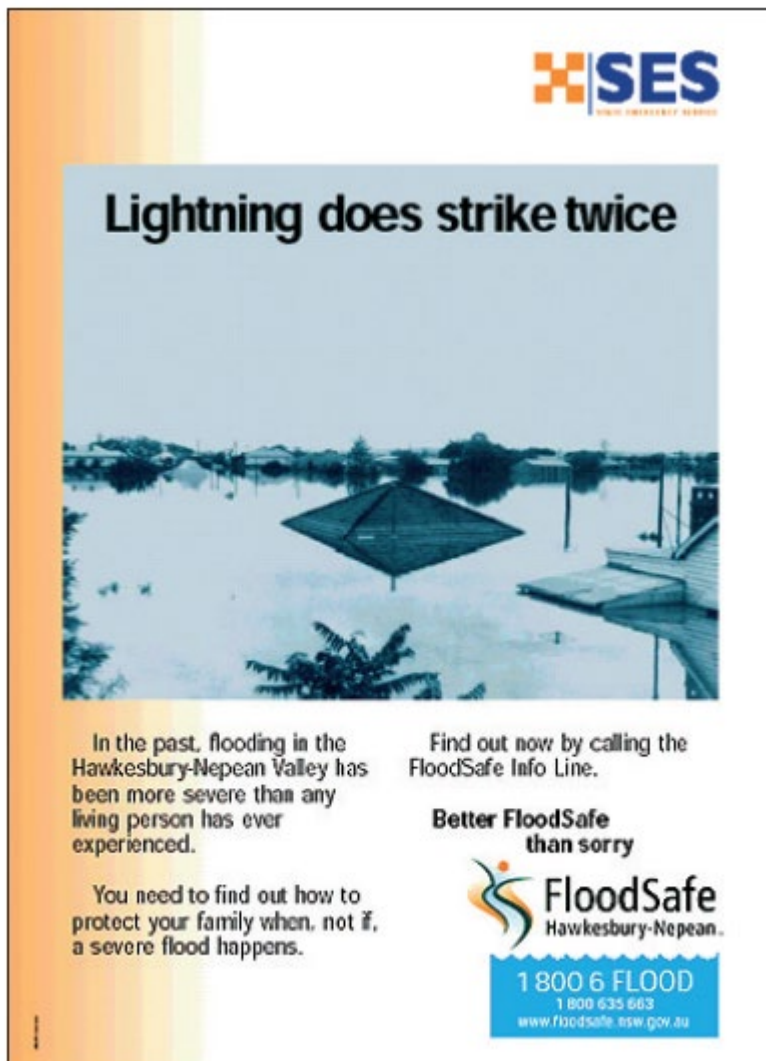
Publications with other logos

Occasionally, the SES may publish a brochure, flier or advertisement that needs to contain other agencies' logos. In this case, the organisations' styles and preferences need to be balanced.

Wherever possible, the SES logo should still appear in the top right corner of the document. Optimally, other logos will appear in the top left corner or the bottom right corner. An alternative when several logos must appear is to align them along the bottom of the document, with the SES logo in the top right corner.

The SES logo must always appear in its specified colours and proportions, and must always have two chequers' width of blank space around it.

If there are difficulties arriving at a design that meets these guidelines, contact the Manager Community Safety at State Headquarters for consultation.



An example of a poster incorporating two logos

For more information

a. Books and documents

Australian Government Style Manual (available from Ausinfo: to order, phone 132 447 or go to www.bookshop.gov.au)

Macquarie Dictionary (various editions; available at popular bookstores)

b. Web sites

<http://www.ses.tas.gov.au> – the official State Headquarters web site

http://www.communications.tas.gov.au/resources/plain_language_to_communicate_1.doc - Use plain language to communicate

http://www.communications.tas.gov.au/resources/final_tasmanian_style_guide_and_logo_policy.pdf - Tasmanian Government Style Guide and Logo Policy

http://www.communications.tas.gov.au/resources/current_wogcommspolicy_v6_dec_2006_web_1.pdf - Whole of Government Communications Policy

c. Acknowledgements

The assistance and use of elements of the NSW SES Style Guide is gratefully acknowledged.