

# VICSES **Design** Style Guide



*March 2023*

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For access to templates and icons included as part of this guide, visit the Hub under [My State ► Media and Communications ► Style guides and templates](#)

For further support contact the VICSES Community and Communications team at: [publications@ses.vic.gov.au](mailto:publications@ses.vic.gov.au)

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# 1.0 General

# 1.1 General *Logo*

The logo represents the corporate identity of VICSES, and identifies the organisation to the public. Guidelines must be followed in order to promote brand recognition and consistency.

The full colour logo should be used wherever possible. The logo should be used on all VICSES material including stationery, however, repetitive use should be avoided.

The logo should always be placed in the corner of the page (with appropriate clear space as shown), preferably on the left hand side where possible.

## Minimum size



The minimum size for the logo is 10mm wide.

## Colour breakdown



### VICSES Orange

Pantone 715 C  
**C0 M60 Y100 K0**  
**R245 G130 B32**  
#F58220



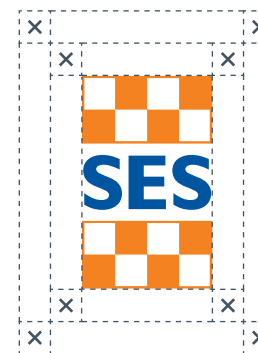
### VICSES Blue

Pantone Reflex Blue  
**C100 M70 Y0 K6**  
**R0 G85 B161**  
#0055A1

## Clear space

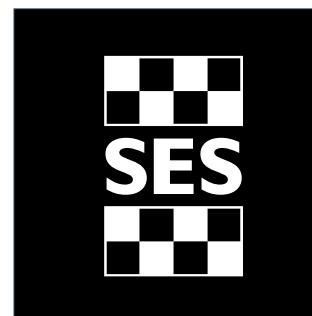
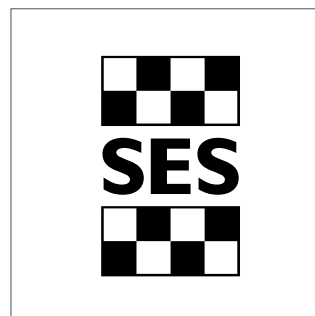


The VICSES logo should always be surrounded by a portion of clear space that is equal to the width of the squares in the checkerboard.



When placing the VICSES logo near the corner of a page, the clear space should equal the width of two squares in the checkerboard.

## Black and white logos



The logo is also available in black and white. Use of the black or white logo must be approved by the VICSES Community and Communications.



## 1.2 General

### *Don't's*

1. Don't scale the logo non-proportionally.
2. Don't change the font in the logo.
3. Don't change the colours within the logo.
4. Don't place a logo without a white background over a busy photo or coloured background.
5. Don't rearrange elements within the logo.



1.



2.



3.



4.



5.

## 1.3 General

### *Header banner*

When placing the VICSES logo in a footer, the logo should always be contained entirely within the color banner.

When placing the logo, it is at the designer's discretion to keep the form and balance of the design outcome by ensuring size of the logo is always proportionate to the format it is placed within, as shown in Format examples.

Always maintain enough clear space surrounding the logo, as per section 1.1 Clear space.

For guidance on what not to do regarding the logo and banners, refer to the Dont's page in section 1.4.

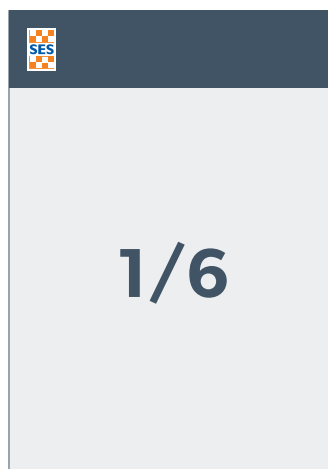
#### Logo placement



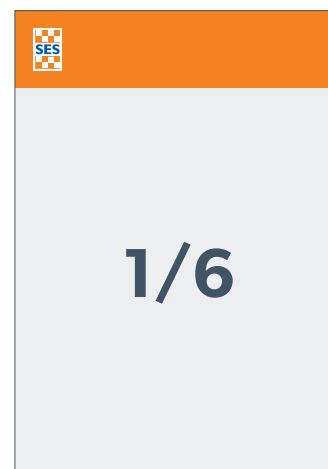
When placing the VICSES logo in a header banner, the logo may be contained entirely within the color banner, and must adhere to Clear space and Minimum size rules as outlined in section 1.1.

Ensure the logo is an appropriate, legible size that is proportionate to the format of the collateral size.

#### Format examples



A4 / A3 / portrait formats – approximately 1/6 of height.



Postcard / A5 / PowerPoint / landscape formats – approximately 1/4 of height.

# 1.4 General

## Footer banner

When placing the VICSES logo in a footer, the logo may either be contained entirely within the banner, or with an over-hang on the top of the banner, as shown.

The size of the logo should always be proportionate to the format it is placed within, and adhere to section 1.1 Minimum size.

Always ensure there is enough clear space surrounding the logo, as per section 1.1 Clear space.

For guidance on what not to do regarding the logo and banners, refer to the Dont's page in section 1.5.

### Logo placement and over-hang



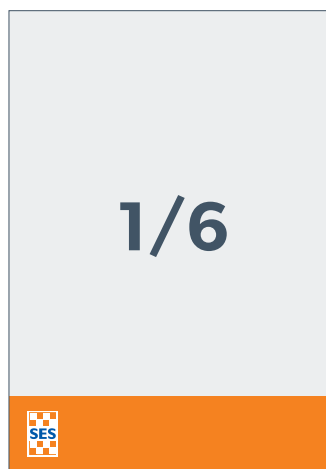
As per the header banner guidelines in section 1.3, the logo may be contained entirely within the footer banner.



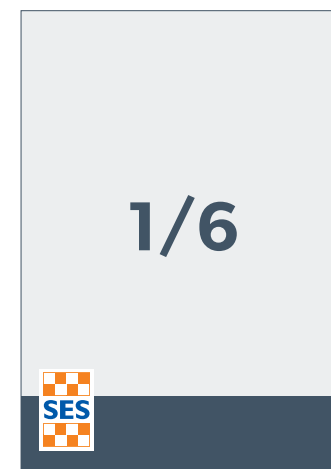
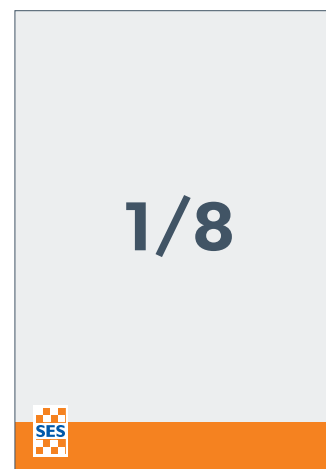
The VICSES logo may also be placed with an over-hang.

The top of the color banner should always be in-line with the bottom of the upper checker board in the logo.

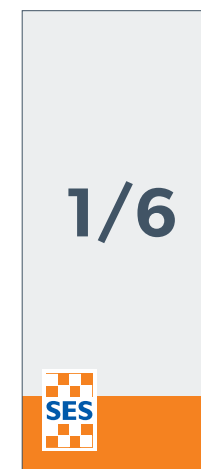
### Format examples



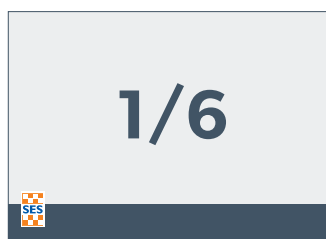
Small portrait formats – approximately 1/6 or 1/8 of height depending on over-hang of logo.



Large portrait formats – approximately 1/6 of height.



Pull-up banner – approximately 1/6 of height.

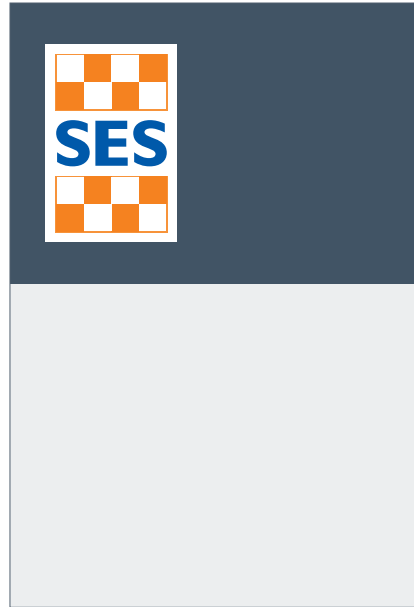


Postcard / A5 / PowerPoint / landscape formats – approximately 1/4 of height.

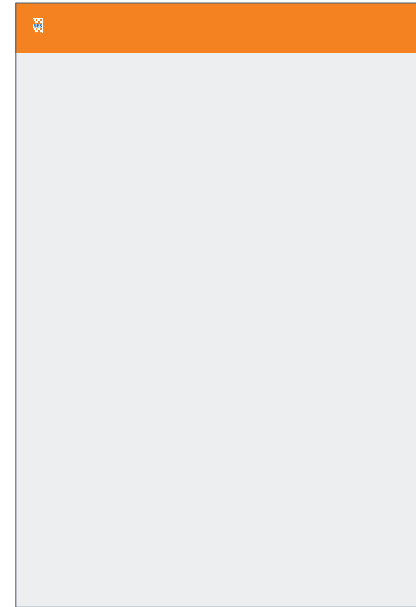
## 1.5 Banner

### *Don't's*

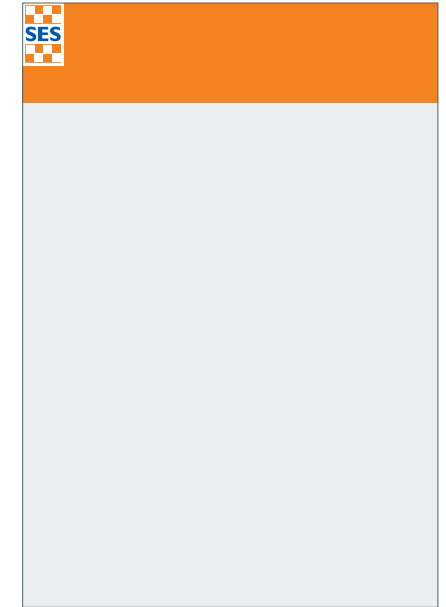
1. Don't scale the logo and banner disproportionately large within a format.
2. Don't scale the logo and banner disproportionately small within a format. Always follow guidelines around Minimum size in section 1.1.
3. Don't place the logo too close to the edge of the page. Always ensure there is enough clear space as per section 1.1.
4. Don't place logo over a banner at incorrect over-hang height.
5. Don't over-hang logo on a header banner.



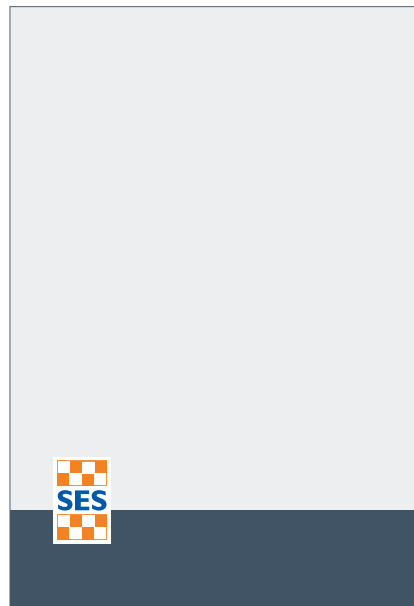
1.



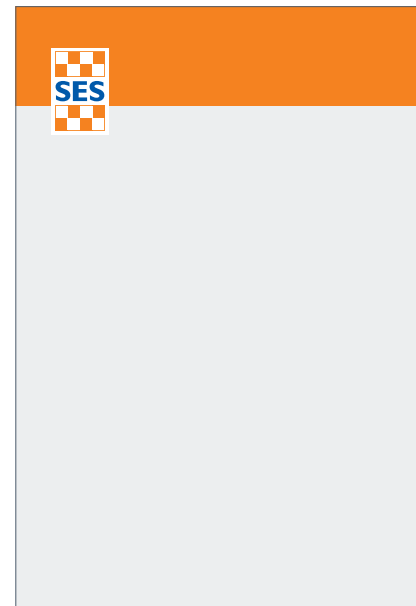
2.



3.



4.



5.

# 1.6 General

## Emblem

The emblem is the formal badge of VICSES. It should only be used on the VICSES letterhead and approved corporate clothing.

See general guidelines here, and for more information refer to VICSES Policy 8.05 Use of Insignias.

### Minimum size



15mm

The minimum size for the emblem is 15mm wide.

### Colour breakdown



#### VICSES Blue

Pantone Reflex Blue  
**C100 M70 Y0 K6**  
**R0 G85 B161**  
#0055A1



#### VICSES Yellow

Pantone 108  
**C0 M6 Y72 K6**  
**R255 G231 B102**  
#FFE766



#### VICSES Red

Pantone 032  
**C0 M91 Y87 K0**  
**R237 G63 B50**  
#EF3E33

### Clear space



The VICSES emblem should always be surrounded by a portion of clear space equal to the width of the emblem's band of text.

### Black and white logos



The VICSES emblem should be used in full colour wherever possible.

The emblem can be used in greyscale, but this should be avoided if possible.

## 1.7 Principal sponsor

### *Logo*

AAMI is VICSES' principal sponsor.

As part of our sponsorship agreement with AAMI, VICSES must ensure that the joint brand (seen on this page) is placed on all VICSES uniforms (including overalls, wet weather gear and turnout coats), vehicles, boats and jointly published brochures.

The full colour logo should be used wherever possible.

Colour logo



Black and white logo



The logo is also available in black and white. Use of the black or white logo must be approved by the VICSES Community and Communications.

## 1.8 Location names

### *Logo*

Placement of location names or business units.

Occasionally, a location name such as a VICSES unit, region, or business unit is required alongside the VICSES logo on corporate clothing or approved merchandise.

The full colour logo should be used wherever possible and the location name should be placed to the right or directly below depending on available space.

#### Logo and location name placement

Location text should always be left aligned.



Location text should be no wider than the logo is high.



Location text should be no wider than the logo.

## 2.0 Graphics



## 2.1 Graphics

### Checkerboard

The checkerboard graphic can be used to add flair and clearly identify the VICSES brand on posters, booklets, social media tiles, banners, PowerPoint templates, stationery, etc.

To request access to checkerboard source files, consult the VICSES Community and Communications team.

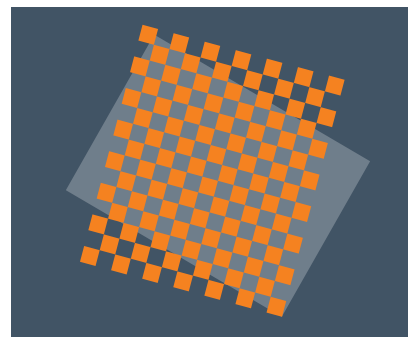
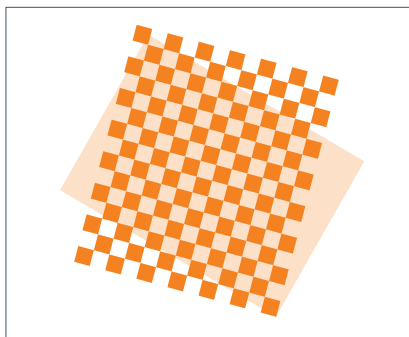
#### How to use the checkerboard:

- Place on the right hand side of page (where possible).
- Begin from, or close to, top right hand corner.
- Ensure there is no obstruction to integral elements of photo or background.

The checkerboard may be placed on the left if placing on the right would mean obstructing text or photography.

For best practice examples, go to section 6.0.

#### Colour variations



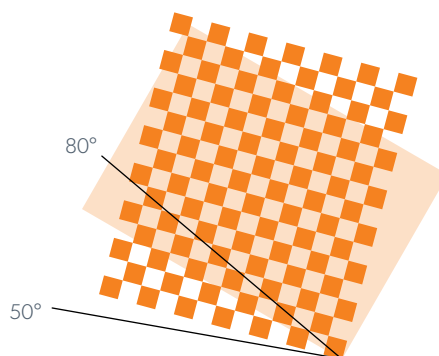
The checkerboard graphic should **always** be accompanied by an orange or white transparent layer.

The opacity of the transparent layer should always be between 15 – 40%, depending on the background colour or image behind it.

The transparent orange version of the graphic can be used over lighter backgrounds or imagery.

The transparent white version of the graphic should be used only over darker backgrounds (e.g. over VICSES Charcoal Grey as shown) or over darker imagery.

#### Angle



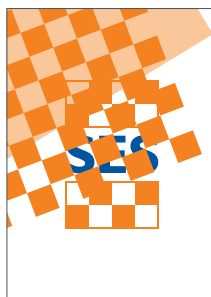
The checkerboard graphic element can be angled between 50 and 80 degrees as shown.

#### Scale

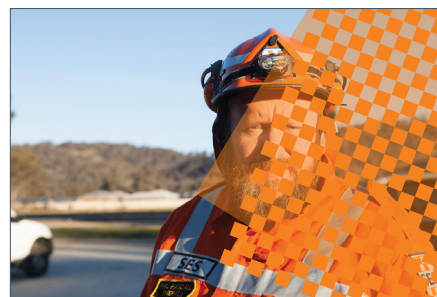


Scaling of checkerboard graphic element when used in conjunction with master logo to be equal in size — plus / minus 15%.

#### Placement – Don't's



Do not place checkerboard in front of the VICSES logo.



Do not place checkerboard in front of people in photos, or behind blocks of text.



Avoid using the transparent orange version of the checkerboard over dark backgrounds or imagery.

## 2.2 Graphics

### Icons

This is the style for VICSES brand icons.

Consult the VICSES Community and Communications to access the full suite of icons.

#### Response icons



Flood



Storm



Earthquake



Tsunami



Landslide



Road rescue

#### VICSES Values icons



We pride ourselves on our credibility



We are part of our community



Safety drives our decisions



Focused and adaptable



Together we are VICSES

Consult the VICSES Community and Communications to access variant colours or visit:

[Hub](#) ► [My State](#) ► [Media and Communications](#) ► [Style guides and templates](#)

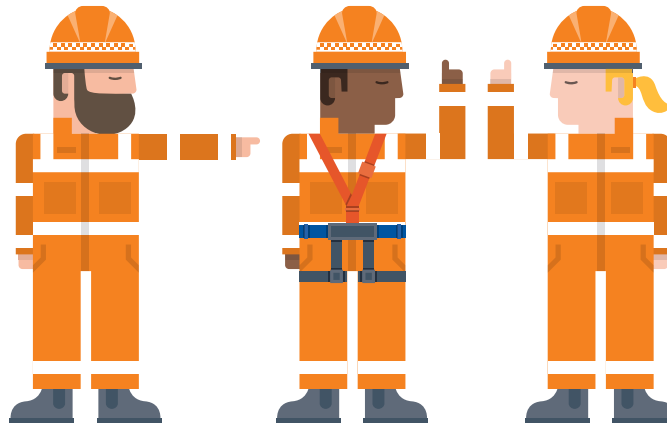
## 2.3 Graphics

### *Illustration*

This is the style for VICSES illustrations.

Consult the VICSES Community and Communications to access illustrations in vector formats such as Adobe Illustrator (AI) and Encapsulated PostScript (EPS) often used for high resolution or large scale printing.

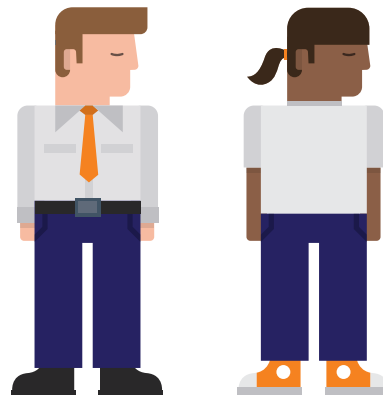
VICSES volunteers – Orange uniform



VICSES volunteers – Blue uniform



Civilians



Miscellaneous



The illustrations are available to download from the Hub.

[Hub](#) ▶ [My State](#) ▶ [Media and Communications](#) ▶ [Style guides and templates](#)

# 3.0 Colour

## 3.1 Colour

### Primary and secondary colour palette

#### Primary colour palette

The primary colour palette comprises of VICSES Orange, VICSES Charcoal Grey and White.

This primary palette can be used across all VICSES communications, promotional campaign and design materials.

#### Secondary colour palette

The secondary colour palette comprises of colours that complement the primary colour palette.

This palette should be used sparingly in designs to complement primary colours, and to highlight particular text and graphics where additional colours are necessary, such as in tables and graphs.

#### Primary colours and tints

Primary Orange	Bold	50%	25%	10%	Primary Charcoal	Bold	50%	25%	10%
C0 M60 Y100 K0	C0 M80 Y100 K0	C0 M30 Y51 K0	C0 M16 Y24 K0	C0 M6 Y10 K0	C77 M60 Y44 K26	C77 M60 Y44 K50	C47 M37 Y30 K1	C24 M19 Y15 K0	C8 M6 Y4 K3
Pantone (PMS) 715 C					Pantone (PMS) 7545 C				
R245 G130 B32	R241 G90 B34	R252 G188 B134	R254 G219 B189	R255 G239 B224	R66 G83 B100	R46 G60 B74	R144 G148 B159	R193 G194 B201	R224 G224 B227
Hex code #F58220	Hex code #F15A22	Hex code #FCBC86	Hex code #FEDBBD	Hex code #FFEFE0	Hex code #415363	Hex code #2E3C4A	Hex code #90949F	Hex code #C1C2C9	Hex code #E0E0E3

#### Secondary colours and tints

Primary Blue	Bold	50%	25%	10%	Primary Green	Bold	50%	25%	10%
C100 M70 Y0 K6	C100 M70 Y0 K35	C48 M37 Y1 K0	C25 M18 Y1 K0	C10 M7 Y1 K0	C84 M22 Y59 K4	C80 M10 Y45 K50	C43 M12 Y30 K0	C22 M5 Y16 K0	C8 M2 Y6 K1
Pantone (PMS) Reflex Blue					Pantone (PMS) 7473 C				
R1 G82 B161	R0 G61 B123	R135 G150 B201	R188 G196 B226	R225 G227 B241	R0 G145 B126	R0 G100 B94	R148 G190 B181	R198 G219 B213	R230 G237 B234
Hex code #0055A1	Hex code #003D7B	Hex code #8796C9	Hex code #BCC4E2	Hex code #E1E3F1	Hex code #00907D	Hex code #00645E	Hex code #94BEB5	Hex code #C6DBD5	Hex code #E6EDEA

# 4.0

## Typography

## 4.1 Typography

*Primary typefaces:  
Marketing materials  
and collateral*

The preferred typeface for VICSES marketing collateral is Gibson.

Gibson is used in four different weights of light, light italic, semibold and bold, as shown.

Caveat Bold is the preferred font used to highlight information, quotes or breakout text.

Gibson is a Typekit font, and can be freely downloaded by designers using the Adobe Creative Cloud suite.

Caveat is freely available for anyone to download online via Google fonts.

### **Gibson Bold**

Heading

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,!/?/**

### **Gibson Semibold**

Introduction / sub-heading

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,!/?/**

### Gibson Light

Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,!/?/

### *Gibson Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,!/?/*

### *Caveat Bold*

Breakouts

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,!/?/***

## 4.2 Typography

*Secondary typefaces:  
Corporate and  
internal documents*

Arial is the VICSES preferred font for corporate and internal documents.

Caveat can also be used to highlight information, quotes or breakout text.

**Arial  
Bold  
Heading**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,!?!/

---

**Arial  
Bold  
Introduction / sub-heading**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,!?!/

---

**Arial  
Regular  
Body copy**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,!?!/

---

*Arial  
Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,!?!/

---

*Caveat  
Bold  
Breakouts*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,!?!/



## 5.0 Photography





# 5.1 Photography

## Style

The VICSES Community and Communications team has a range of images for use, captured by professional photographers and volunteers out in the field.

Photography should always reinforce the VICSES visual identity.

- It is vital for safety and compliance reasons that people featured in images are wearing correct personal protective clothing and equipment.
- Photography should convey VICSES members as informed, alert, and competent especially when shown in-situ at events or call-outs.
- As much as possible, photography should also reflect diversity of age, gender, culture and ethnicity. For example, for photos with three or more members, there should be a diversity of genders (e.g., male and female).

For further information refer to the *VICSES Image and Photography Guide* which is available for members to download from the Hub.

For a suite of approved photos, visit the Hub [My State](#) ► [Media and Communications](#) ► [Image Library](#)

**VICSES Design Style Guide**

## Photography examples



## Dont's

- Do not use imagery where people featured are not wearing correct personal protective clothing or equipment.
- If you are unsure of using an image, consult with State Operations.

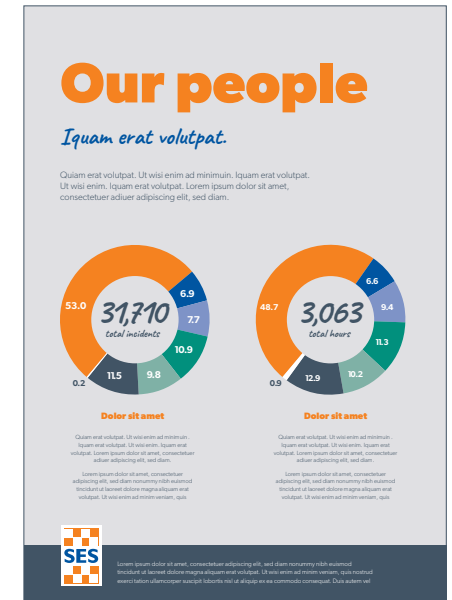
# 6.0

## Collateral

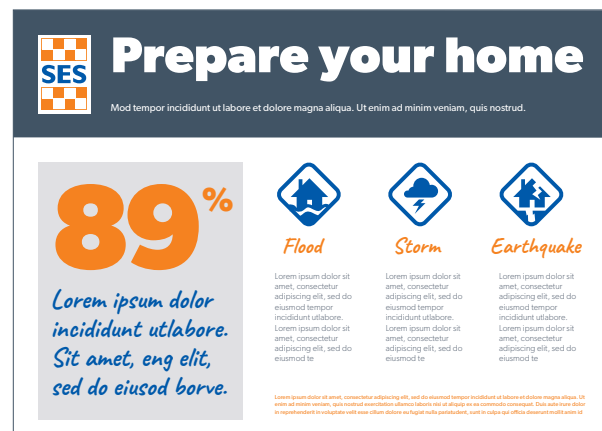
# 6.1 Collateral

## Small scale print items

### DL & A4 Flyer examples



### Postcard example



### A5 Flyer example



## 6.2 Collateral

*Medium to large scale  
print items*

Pull up banner examples



Tear drop banner examples



Table cloth example



Canvas banner example

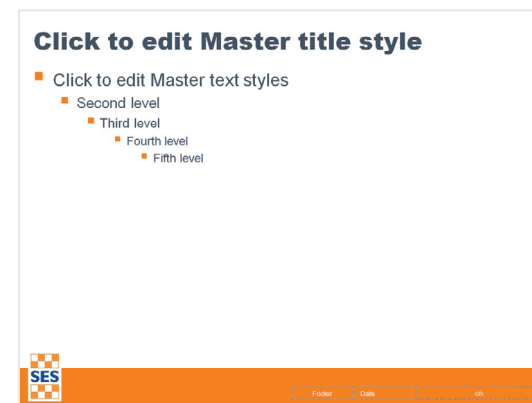
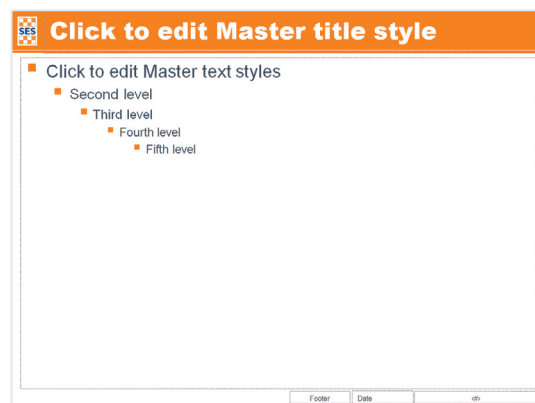
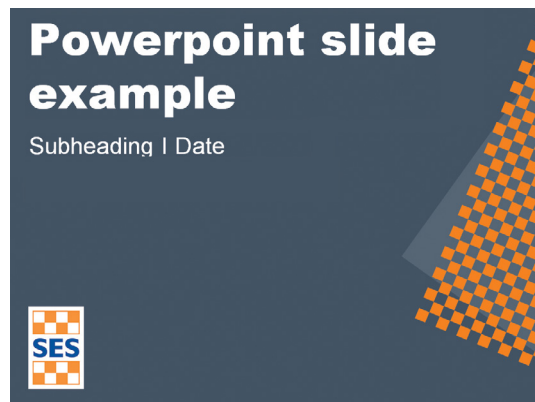




## 6.3 Collateral

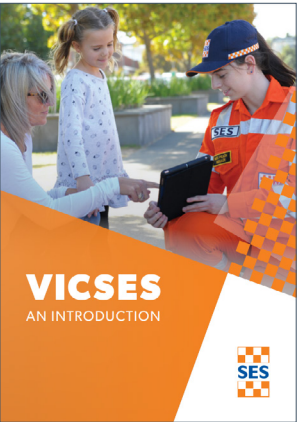
### *PowerPoint presentation slides*

#### PPT Presentation examples

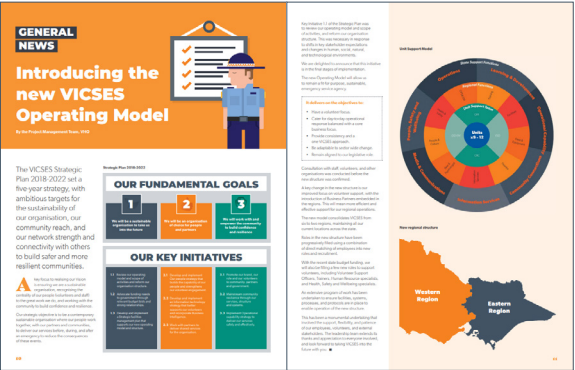


# 6.4 Collateral Publication layout

## Publication examples



## Community Matters publication

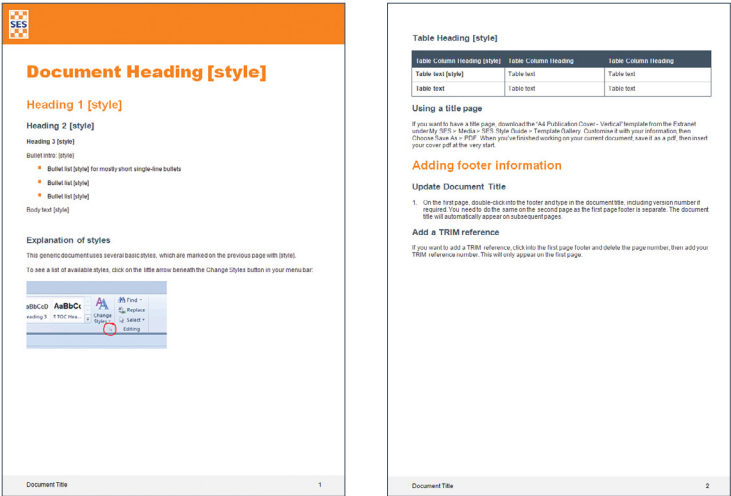


# 6.5 Collateral

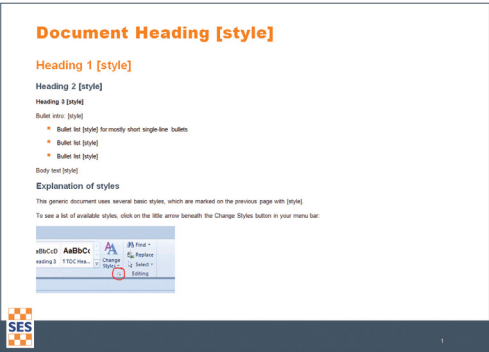
## Internal Word templates

Full range of internal Word templates are available on the Hub.

### Generic portrait document template



### Generic landscape template



### Document template





## 6.6 Collateral

### Corporate templates

Corporate stationery templates are available on the Hub.

#### Event invitations



#### DIY Event Posters



# 6.7

## Collateral

### Corporate stationery

Corporate stationery templates are available on the Hub.

#### Letterhead



To whom it may concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

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Regards,

John Smith  
Position name


**Victoria State Emergency Service**  
168 Street, Southbank Victoria 3006  
Telephone: +61 3 9256 9000  
Fax: +61 3 9256 9122  
[ses.vic.gov.au](http://ses.vic.gov.au)



#### Business Card

**Firstname Surname**  
Senior Advisor Communications and Content Management

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#### Email Signature



**Firstname Lastname**  
**Position Title | Victorian Head Office**  
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P:(03) 9256 9000 M:0411 123 456


#### Envelope




Postmarked, please return to:  
**Victoria State Emergency Service**  
Victorian Head Office  
168 Sturt Street, Southbank Victoria 3006

POSTAGE  
PAID  
AUSTRALIA

#### With compliments



**Victoria State Emergency Service**  
168 Sturt Street, Southbank, Victoria 3006  
Telephone: (03) 9256 9000  
Fax: (03) 9256 9122  
[ses.vic.gov.au](http://ses.vic.gov.au)



## 6.8 Collateral

### Social media

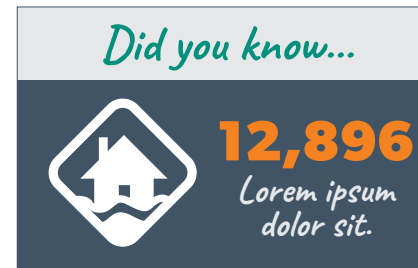
Facebook banner example



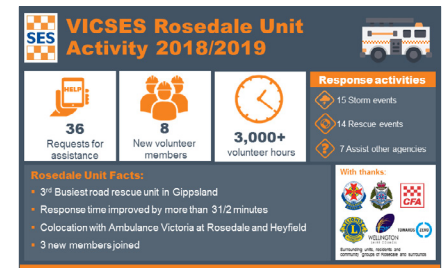
Social media profile picture



Social media tile examples



DIY Social media tile examples



Our standard social media tile size is 800 x 500 pixels.

## 6.9 Collateral

### *Video supers*

#### Intro and outro examples



## 7.0

# Building signage

## 7.1 Building signage

### Layout guides

For more information on VICSES corporate signage consult the VICSES Infrastructure and Property team.



### Standard landscape sign



# Building signage

## Layout guides

### New building plaques

New building plaques should be referred to the VICSES Community and Communications team.

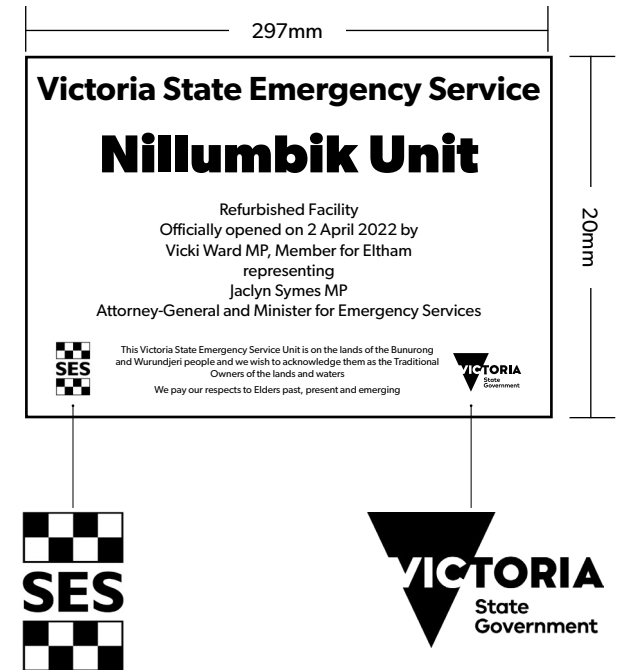
- **Material:** The preferred material for VICSES plaques is bronze.
- **Size:** 297mm wide x 210mm high (A4).
- **Text:** Text should be in sentence case, not UPPER CASE, using the Gibson Font. Ensure text is displayed as shown (*right*). Include localised Acknowledgment of Traditional Owners information.
- **Logos:** The Victorian Government triangle logo should be placed to the right and the VICSES (plaque specific) logo to the left, (*right*).

Contact the VICSES Community and Communications team for logo assistance.

Standard portrait sign



New building plaque



## **8.0**

# **Awards and commendations**



## 8.1 Awards & commendations

### *Certificates*

There are two standard VICSES certificates for significant achievements:

- Orange version: Standard customizable A4 certificate base.
- Charcoal version: Reserved for CEO recognition, partnerships, and related commendations.

Black text should be used on certificates.

It is highly recommended that certificates be professionally printed to maintain a consistent and professional colour print quality.

In-house printing should NOT be undertaken for state level recognition certificates, as the quality will not be as high enough.

Contact the Community and Communications team for further certificate support.

### Certificates



A detailed guide on printing certificates can be found on the Hub under:

[My State](#) ► [Media and Communications](#) ► [Style Guides and templates](#)

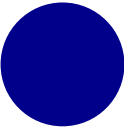
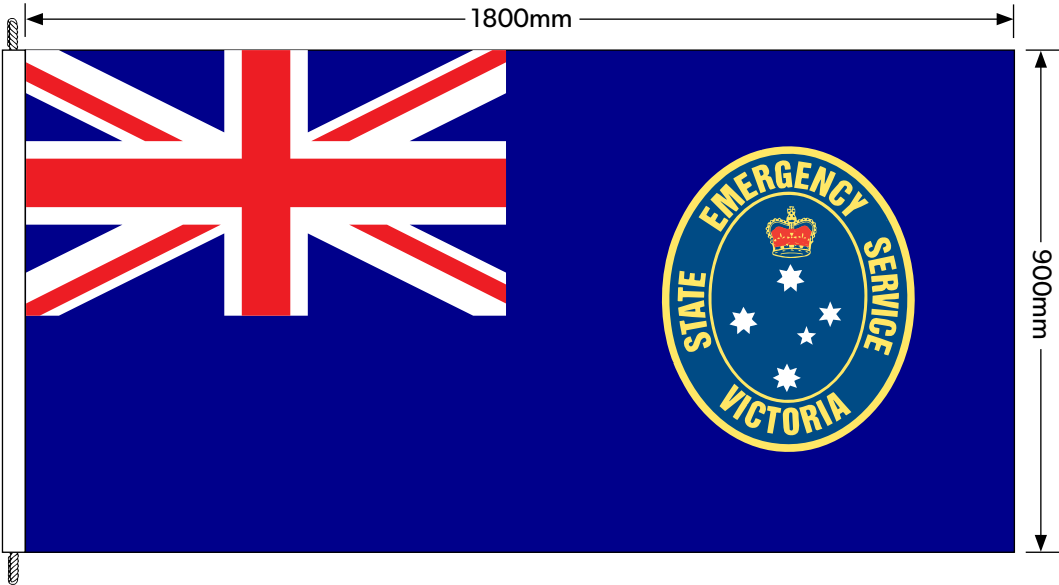
## 9.0 VICSES flag

# 9.1

## VICSES flag

The VICSES flag does not include the Commonwealth star.

VICSES State Flag



Flag Blue

Pantone 280C  
**C100 M80 Y0 K0**  
**R0 G0 B139**  
#00008B



Flag Red

Pantone 185  
**C0 M100 Y100 K0**  
**R255 G0 B0**  
#FF0000



VICSES Blue

Pantone Reflex Blue  
**C100 M70 Y0 K6**  
**R0 G85 B161**  
#0055A1



VICSES Yellow

Pantone 108  
**C0 M6 Y72 K6**  
**R255 G231 B102**  
#FFE766



VICSES Red

Pantone 032  
**C0 M91 Y87 K0**  
**R237 G63 B50**  
#EF3E33