

VPS Pride Network

Brand Guidelines



Contents

About the VPS Pride Network.....	3
VPS Pride Network Logo.....	4
State Government endorsement.....	5
Logo clear space and minimum size.....	6
Logo – Colour and reversed.....	7
Logo usage don'ts	8
Colour palette	9
Colour palette – Accessibility contrast checker	10
Typography – Primary font.....	12
Typography – Alternative font.....	13
Photography	14
Templates.....	15
Accessibility.....	16

About the VPS Pride Network

The VPS Pride brand is used by Pride Networks across the Victorian Public Sector (VPS). It is a symbol of the inclusive culture within the VPS and a sign to staff that the Pride Network is a safe space where they can connect with other LGBTIQ+ staff and allies.

The brand is used by the whole of Victorian government pride network as a symbol of connectedness between VPS Departmental, agency and other bodies Pride Networks, and employee pride representatives.

VPS Departments, agencies and other bodies using the brand and establishing a Pride Network show their LGBTIQ+ staff that they can bring their whole selves to work, that they understand and seek to overcome issues and barriers faced by LGBTIQ staff in the workplace, they contribute to Victorian Public Sector being a safe and inclusive work environment, and promote themselves as an employer of choice, decision-maker and service provider for LGBTIQ+ Victorians.

The VPS Pride Network connects Victorian Public Sector (VPS) LGBTIQ+ employees and encourages a LGBTIQ+ inclusive culture. This allows the government to be an inclusive employer, decision-maker and service provider for LGBTIQ Victorians. Our workforce is at its best when it reflects the communities we serve. This helps us to develop better policies and programs and improve service delivery for all Victorians.

VPS Pride Network Logo



State Government endorsement

Endorsement

As an initiative that is endorsed by the Victoria State Government, the VPS Pride Network logo must always appear accompanied by the Victorian State Government logo or the respective Victorian State Government Department logo (e.g. Department of Education logo (DET) on any single message application masthead, factsheet, poster) or hero face of multi message application (brochure cover, folder cover).

For smaller items, such as digital advertising, please use the Victorian State Government logo.

Please note: Please only use the Victorian State Government logo or the respective Victorian State Government Department logo in black or white.



Logo clear space and minimum size

Clear space

To maintain the clarity and integrity of the logo, a minimum 'clear space' must be observed in all applications. Clear space creates an invisible frame that is a minimum area surrounding the logo that must remain free of any conflicting visual element. Wherever possible, apply additional clear space beyond the minimum requirement.

Minimum size

Minimum size specifications are provided to ensure the logos are reproduced effectively at a small size.

Minimum size specifications must be observed in all applications. Where there is a question of the quality of reproduction, the logo must be used at a size larger than the minimum size.

Clear space print applications



Clear space screen applications



Minimum size print applications



Minimum size screen applications



Logo – Colour and reversed

Full colour



Preferred logo option. Please use full colour logo whenever possible.

Mono – Black



Use mono-black logo where colour printing is not available. eg. printing a single colour tote bag.

Mono – Reversed



Use mono-reversed logo where the background colour is dark and requires a white logo for sufficient contrast.

Full colour – Reversed



Preferred logo option. Use full colour – reversed logo on dark background colours.

Logo usage don'ts



Don't change colours in the logo
Please adhere to colour palette



Don't apply to a busy background
Must be able to read logo



Don't add text
Do not place text near logo



Don't rotate logo
Please keep horizontal



Don't skew
Do not distort or alter logo



Don't image mask
Do not place image/pattern inside logo



Don't block the logo
Never house logo in additional shapes



Don't apply effects
Never alter the appearance of logo



Don't place too close to logos
Maintain logo clear space

Colour palette

Logo colours

For consistency, only use the exact colour specifications outlined here.



PMS **2765 C**
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
Websafe: **#cccccc**
HEX: **#000000**



PMS **2193 C**
C 92 M 24 Y 0 K 0
R 127 G 76 B 32
Websafe: **#663333**
HEX: **#7f4c1f**



PMS **199 C**
C 0 M 100 Y 72 K 0
R 213 G 0 B 50
Websafe: **#cc0033**
HEX: **#d50032**



PMS **152 C**
C 0 M 66 Y 100 K 0
R 229 G 114 B 0
Websafe: **#cc6600**
HEX: **#e57200**



PMS **115 C**
C 0 M 6 Y 87 K 0
R 253 G 218 B 36
Websafe: **#ffcc33**
HEX: **#fdda24**



PMS **354 C**
C 81 M 0 Y 92 K 0
R 0 G 177 B 64
Websafe: **#009933**
HEX: **#00b140**



PMS **2945 C**
C 100 M 50 Y 0 K 15
R 0 G 76 B 151
Websafe: **#003399**
HEX: **#004c97**



PMS **2602 C**
C 65 M 100 Y 0 K 0
R 135 G 24 B 157
Websafe: **#990099**
HEX: **#87189d**

Secondary colours

For consistency, only use the exact colour specifications outlined here.



PMS **Cool grey 11 C**
C 44 M 34 Y 22 K 77
R 83 G 86 B 90
Websafe: **#666666**
HEX: **#53565a**



PMS **Cool grey 1 C**
C 4 M 2 Y 4 K 8
R 217 G 217 B 214
Websafe: **#cccccc**
HEX: **#d9d9d6**

Colour palette – Accessibility contrast checker

✓ AA – Minimum standard ✓ AAA – Enhanced standard ✗ – Does not meet standards



PMS 2765 C
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
Websafe: #cccccc
HEX: #000000

✗ AA ✗ AA
✗ AAA ✗ AAA



✓ AA ✓ AA
✓ AAA ✓ AAA



✓ AA ✓ AA
✓ AAA ✓ AAA



PMS 2193 C
C 92 M 24 Y 0 K 0
R 127 G 76 B 32
Websafe: #663333
HEX: #7f4c1f

✗ AA ✗ AA
✗ AAA ✗ AAA



✓ AA ✓ AA
✓ AAA ✓ AAA



✓ AA ✓ AA
✓ AAA ✓ AAA



PMS 199 C
C 0 M 100 Y 72 K 0
R 213 G 0 B 50
Websafe: #cc0033
HEX: #d50032

✗ AA ✓ AA
✗ AAA ✗ AAA



✓ AA ✓ AA
✗ AAA ✓ AAA



✓ AA ✓ AA
✗ AAA ✓ AAA



PMS 152 C
C 0 M 66 Y 100 K 0
R 229 G 114 B 0
Websafe: #cc6600
HEX: #e57200

✓ AA ✓ AA
✗ AAA ✓ AAA



✗ AA ✓ AA
✗ AAA ✗ AAA



✗ AA ✓ AA
✗ AAA ✗ AAA



PMS 115 C
C 0 M 6 Y 87 K 0
R 253 G 218 B 36
Websafe: #ffcc33
HEX: #fdda24

✓ AA ✓ AA
✓ AAA ✓ AAA



✗ AA ✗ AA
✗ AAA ✗ AAA



✗ AA ✗ AA
✗ AAA ✗ AAA



PMS 354 C
C 81 M 0 Y 92 K 0
R 0 G 177 B 64
Websafe: #009933
HEX: #00b140

✓ AA ✓ AA
✓ AAA ✓ AAA



✗ AA ✗ AA
✗ AAA ✗ AAA



✗ AA ✗ AA
✗ AAA ✗ AAA



Colour palette – Accessibility contrast checker

✓ AA – Minimum standard ✓ AAA – Enhanced standard ✗ – Does not meet standards



PMS 2945 C
C 100 M 50 Y 0 K 15
R 0 G 76 B 151
Websafe: #003399
HEX: #004c97

✗ AA ✗ AA
✗ AAA ✗ AAA

Normal text Large text

✓ AA ✓ AA
✓ AAA ✓ AAA

Normal text Large text

✓ AA ✓ AA
✓ AAA ✓ AAA

Normal text Large text



PMS 2602 C
C 65 M 100 Y 0 K 0
R 135 G 24 B 157
Websafe: #990099
HEX: #87189d

✗ AA ✗ AA
✗ AAA ✗ AAA

Normal text Large text

✓ AA ✓ AA
✓ AAA ✓ AAA

Normal text Large text

✓ AA ✓ AA
✓ AAA ✓ AAA

Normal text Large text



PMS Cool grey 11 C
C 44 M 34 Y 22 K 77
R 83 G 86 B 90
Websafe: #666666
HEX: #53565a

✗ AA ✗ AA
✗ AAA ✗ AAA

Normal text Large text

✓ AA ✓ AA
✓ AAA ✓ AAA

Normal text Large text

✓ AA ✓ AA
✓ AAA ✓ AAA

Normal text Large text



PMS Cool grey 1 C
C 4 M 2 Y 4 K 8
R 217 G 217 B 214
Websafe: #cccccc
HEX: #d9d9d6

✓ AA ✓ AA
✓ AAA ✓ AAA

Normal text Large text

✗ AA ✗ AA
✗ AAA ✗ AAA

Normal text Large text

✗ AA ✗ AA
✗ AAA ✗ AAA

Normal text Large text

Typography – Primary font

VIC – Brand font

VIC is the brand font to be used across all communications. VIC is used in sentence case only, when not being used for display purposes.

VIC Bold – Suitable for uses such as:

- Print and advertising headlines
- Brochure titles.

VIC SemiBold – Suitable for uses such as:

- Print and advertising headlines
- Brochure titles
- Major headings
- Sub-headings to body copy.

VIC Medium – Suitable for uses such as:

- Sub-headings to body copy
- Body copy where VIC Regular would be too fine to be legible
- Where emphasis is required without using bold type.

VIC Medium Italic – Suitable for uses such as:

- Highlighting or differentiating small areas of body text, but must not be used for continuous passages of body text for legibility reasons.

VIC Regular and Light – Suitable for uses such as:

- Large amounts of body copy.

VIC Regular and Light Italic – Suitable for uses such as:

- Highlighting or differentiating small areas of body text, but must not be used for continuous passages of body text for legibility reasons.

Headings, sub-headings and callouts

VIC Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VIC SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VIC Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body copy

VIC Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VIC Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VIC Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VIC SemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VIC Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VIC Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VIC Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography – Alternative font

Alternative font

Where VIC isn't available, for example on-screen presentations or internal Microsoft Office templates, then Arial should be used to replace VIC font.

Arial Black – Suitable for uses such as:

- Print and advertising headlines
- Brochure titles.

Arial Bold – Suitable for uses such as:

- Brochure titles
- Major headings
- Sub-headings to body copy.

Arial Bold Italic – Suitable for uses such as:

- Highlighting or differentiating small areas of body text, but must not be used for continuous passages of body text for legibility reasons.

Arial Regular – Suitable for uses such as:

- Large amounts of body copy.

Arial Italic – Suitable for uses such as:

- Highlighting or differentiating small areas of body text, but must not be used for continuous passages of body text for legibility reasons.

Arial is a system typeface and is available on both PC and Macintosh platforms.

Only to be used when VIC is unavailable as a primary font

Headings, sub-headings and callouts

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body copy

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Photography

Photographs selected should be uncluttered, brightly coloured and graphically strong. Please ensure your image is meaningful and complements the content of your document. If you are using multiple images in the same document make sure images have a consistent look and feel. The image should be honest, real, editorial style photo (not staged) with an interesting perspective and composition. Photos should be inclusive and represent Victoria's diversity.

If commissioning photography, ensure that the photographer is familiar with the Brand VIC photographic style.

Do not use black and white photography.

Do not use Illustrations or clipart.



Templates

Factsheet – Portrait

LGBTIQ+ PRIDE NETWORK **VICTORIA**

Factsheet heading

Sus incidet investet horum equae tati alibano quattuor modisiam variis que nemo lo et excepto beatus, tate ornantem faceret que sinticaque alata solo committat pariter innot, sobrio reperum horum et, tati ex et viles ea corum te et, quid: dicitur, quod.

Met velut et que maxima in res sequatur

Acient fovea conetorem fuga, itatis verum quidpiis aspectis am exerit seque praestio nosterit fuscipiam quatem vane, conesse sentio exere quis maiore omni tamous si ipam facid eosorem exepet quises id, molupta net quid qui orum facueter aut occure non pos vellam aut etum et ut rem et rem fiant cocate erum autestictet magnum focuut aut dolores eribusopet duo et et isapet ipentis mo magnum lame so rimus, sunt, con net etur ne officid maiostrum facesaunt focose cupantetur si aut eum volentem nem, Nem ra nonsectatur?

Bus, quunt voluptate eozqui openime eos

Cerum quatur magnatur, nimitet sapera perferre mi es conesse opesidicil molroperum labo. Esseque mo et tam eum exepet ut officuar opantoci outa erudat serda quibe quoe parci magnoto volum ium volentem abo.

- Es velerem lantibus et hancien ducimod quae etis dicitur
- Atetis de f maxingopdur ota niem aut fientis conermpaqui aut et quam faceripitas sicuata fiant.

Non iniqui optatem hilisquam aut queseidit, vepant: fiantus alibus simpes vent.



Report template

LGBTIQ+ PRIDE NETWORK **VICTORIA**

Insert heading

Insert subtitle

Insert into paragraph of text to explain document




Powerpoint widescreen

LGBTIQ+ PRIDE NETWORK **VICTORIA**

Insert heading

Insert subtitle

Insert into paragraph of text to explain document



Email signature block

LGBTIQ+ PRIDE NETWORK **VICTORIA**

Accessibility

It is best practice to take a digital-first approach and update the website rather than making another document. Where possible, Networks are discouraged from creating new documents (PDFs) if the information could work just as well on a webpage on an agencies intranet.

Why the web is the best way to communicate

As a webpage, your information:

- is in the most accessible format
- does not require design assistance
- does not require creation of an accessible Word document (because it is already accessible)
- is easily updated – only the webpage needs to be updated as opposed to various documents
- automatically responds to different screen sizes, making it easier for people to read on mobile devices.

Accessible word documents – who makes them?

If a designed PDF is required and uploaded to the website, it needs to be accompanied by an accessible Word version.

It is the responsibility of Networks to create their own accessible Word documents, using the appropriate Pride Network template. Please use the colours and styles as they are set up in the templates. You may change the font size if required to fit content on one page but please ensure text is no smaller than 10pt to meet accessibility standards.

For more information, see:

[Make content accessible](#)

[How to prepare an accessible Word document](#)

Accessibility continued

Accessible images

All images need alternative text to provide an alternative for screen reader users. They must also have enough contrast, for users with low vision.

Alternative text for images and tables

Alternative text for images and tables needs to be intelligible to text readers, and descriptive enough. For example, don't say 'Photo of a tree', instead, express what the message of the image is, 'Maple tree provides welcome shade over a park bench and bus stop'. Good alternative text helps make better sense of the page.

Accessible headings

Headings need to be identified (that is, as an H1 etc.) and structured correctly (that is, H1 then H2 – not H1 then H3). This helps screen reader compatibility. Please use the heading styles set up in the Word templates.

Accessible links

Links need to describe where you're taking the user. Make sure they make sense when read in isolation – don't use 'click here' and 'read more'. This applies to in-text and standalone links.

Tip: Don't write: 'For the WCAG guidelines click here.'

Do write: 'For more information, read the WCAG guidelines.'

Colour and type accessibility

Colour combinations between type and background should be chosen carefully to ensure they are accessible. The Pride Network colour palette has been tested against WCAG AA and WCAG AAA. See pages 9-10 for colour palette accessibility contrast check.

