



SENIORS CARD

## **Victorian brand guidelines**

Version 2.0/June 2018

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The brand guidelines for Seniors Card contained within this document are for Victoria only.

If you have queries that are not covered within these brand guidelines or if you would like to be exempt from any of the guidelines stated, please contact the Communications Manager, Seniors Card Program, Victoria on 1300 797 210 or [seniorscard@dhhs.vic.gov.au](mailto:seniorscard@dhhs.vic.gov.au)

Please note that the Victorian Government branding guidelines should also be referred to when using the 'State Government Victoria' logo. For details regarding these guidelines go to: [www.dpc.vic.gov.au/communication](http://www.dpc.vic.gov.au/communication)

# Introduction

- 1.1 Brand promise
- 1.2 Brand logos

# 1.0

Our brand promise is our commitment to deliver our guiding principles to our audience. This promise forms the basis for all our activities. Our brand promise is:

**To empower Seniors Card holders to more easily find their way to better living via our programs.  
To work in collaboration with program partners to continually improve Seniors Card benefits.**

### **Our Audience**

Our primary audience is Victorian Seniors Card holders, those soon to transition to this status and those who have been part of the Program since inception.

Our secondary audience is Program partners (businesses, sponsors, councils and peak bodies) whom we collaborate with, to deliver true and meaningful benefits to our Seniors Card holders.

The Seniors Card Program has a unique visual identity which creates a distinct and identifiable brand. There are two logos which can be used to identify the Seniors Card Program: Seniors Card logo and Seniors Card Welcome Here logo.

These is also a co-branding device which enables the Seniors Card logo to be used with other logos.

Please note that the Seniors Card logo is a registered trademark of the Seniors Card Program.



## Logo standards – Seniors Card

- 2.1 Logo
- 2.2 Logo colours & primary colour palette
- 2.3 Logo versions
- 2.4 Logo clear space
- 2.5 Logo minimum size
- 2.6 Logo incorrect usage

# 2.0

The Seniors Card logo forms part of a visual identity which creates a unique and identifiable brand.

The logo's symbol and the logotype have a unique relationship that should not be altered. The relative size, colour and positioning of these two elements is extremely important in maintaining the integrity and distinctiveness of the Seniors Card visual identity.



## Logo colours & primary colour palette

## 2.2

In addition to all the other elements that make up the Seniors Card brand, a colour palette has been developed to complement and enhance the visual image. The colours specified on this page form the primary colour palette. They are to be used on all Seniors Card communications.

These colours are the dominant colours within the Seniors Card brand identity.

It is also acceptable to use the approved PMS colours in other colour systems such as four-colour process (CMYK) or electronic media (RGB). The colour breakdowns are shown below.



PMS 534 C (Blue)  
C:95 M:72 Y:9 K:38  
R:27 G:54 B:93



PMS 873 C (Metallic Gold)  
C:30 M:30 Y:60 K:10  
R:168 G:153 B:110

The Seniors Card logo may be reproduced in positive or negative form in the colours and colour combinations shown.

The logo should only be reversed on solid colours as shown or on solid parts of an image that does not contain excessive detail that would affect its legibility.

The 'S' in the logo symbol should always be transparent and never filled with white.



— Full colour  
(PMS 534 C and  
PMS 873 C)



— Reversed blue  
(PMS 534 C)



— Mono blue  
(PMS 534 C)



— Reversed metallic gold  
(PMS 873 C)



— Mono metallic gold  
(PMS 873 C)



— Reversed black



— Mono black

The Seniors Card logo is most effective when surrounded by as much clear space as possible. The example below shows the basic formula for calculating the minimum clear space.

The minimum clear space is one unit which is the distance between the base of the symbol and the baseline of the logotype. Additional clear space outside the minimum requirement is recommended.



To avoid any possible reproduction and communication problems, a minimum application size has been set for the Seniors Cards logo.



The Seniors Card logo is the primary graphic used to identify Seniors Card and must be used in all Seniors Card material. The logo may never be altered in any way.

The logo must appear in its entirety and may not be cropped, condensed, stretched or distorted in any way.

The colours of the logo are never to be altered. The relationship between the logotype and the symbol is not to be altered.

The logo should never be enclosed within any graphic shape or border. The logo should not be angled in any applications.

When the logo appears on a photographic image, the 'S' in the symbol should act as a 'window' to the background image.

The logotype should never be redrawn or typeset. To ensure consistency, the logotype is to be produced from provided electronic files only.



## Logo standards – Seniors Card Welcome Here

- 3.1 Logo
- 3.2 Logo colours & primary colour palette
- 3.3 Logo versions
- 3.4 Logo clear space
- 3.5 Logo minimum size
- 3.6 Logo incorrect usage

3.0

The Seniors Card Welcome Here logo is for use by participating businesses that offer a discount or benefits to seniors. It can be added to marketing collateral or displayed in the retail environment, to promote involvement in the Seniors Card program.

Please note that the Seniors Card logo is a registered trademark of the Seniors Card Program.



## Logo colours & primary colour palette

## 3.2

In addition to all the other elements that make up the Seniors Card brand, a colour palette has been developed to complement and enhance the visual image. The colours specified on this page are the primary brand colours. They should be used on all Seniors Card communications.

These colours are the dominant colours within the Seniors Card brand identity.

It is also acceptable to use the approved PMS colours in other colour systems such as four-colour process (CMYK) or electronic media (RGB). The colour breakdowns are shown below.



PMS 534 C (Blue)

PMS 873 C (Metallic Gold)

PMS 534 C (Blue)

SENIORS CARD

welcome here

PMS 873 C (Metallic Gold)



PMS 534 C (Blue)  
C:95 M:72 Y:9 K:38  
R:27 G:54 B:93



PMS 873 C (Metallic Gold)  
C:30 M:30 Y:60 K:10  
R:168 G:153 B:110

The Seniors Card Welcome Here logo can be reproduced in positive or negative form in the colours and colour combinations shown. The logo should only be reversed on solid colours as shown.

The logo should only be reversed on solid colours as shown or on solid parts of an image that does not contain excessive details that would affect its legibility. The 'S' in the logo symbol should always be transparent and never filled with white.



Full colour  
(PMS 534 C and  
PMS 873 C)



Reversed blue  
(PMS 534 C)



Mono blue  
(PMS 534 C)



Reversed metallic gold  
(PMS 873 C)



Mono metallic gold  
(PMS 873 C)



Reversed black



Mono black

The Seniors Card Welcome Here logo is most effective when surrounded by as much clear space as possible.

The example below shows the basic formula for calculating the minimum clear space. The minimum clear space is one unit as indicated below. Additional clear space outside the minimum requirement is recommended.



To avoid any possible reproduction and communication problems, a minimum application size has been set for the Seniors Cards Welcome Here logo.



The Seniors Card Welcome Here logo is for use by participating business. The logo should never be altered in any way.

The logo must appear in its entirety and may not be cropped, condensed, stretched or distorted in any way.

The colours of the logo are never to be altered. The relationship between the logotype and the symbol should not to be altered.

The logo should never be enclosed within any graphic shape or border. The logo should not be angled in any applications.

When the logo appears on a photographic image, the 'S' in the symbol should act as a 'window' to the background image.

The logotype should never be redrawn or typeset. To ensure consistency, the logotype should be produced from provided electronic files only.



## Co-branding

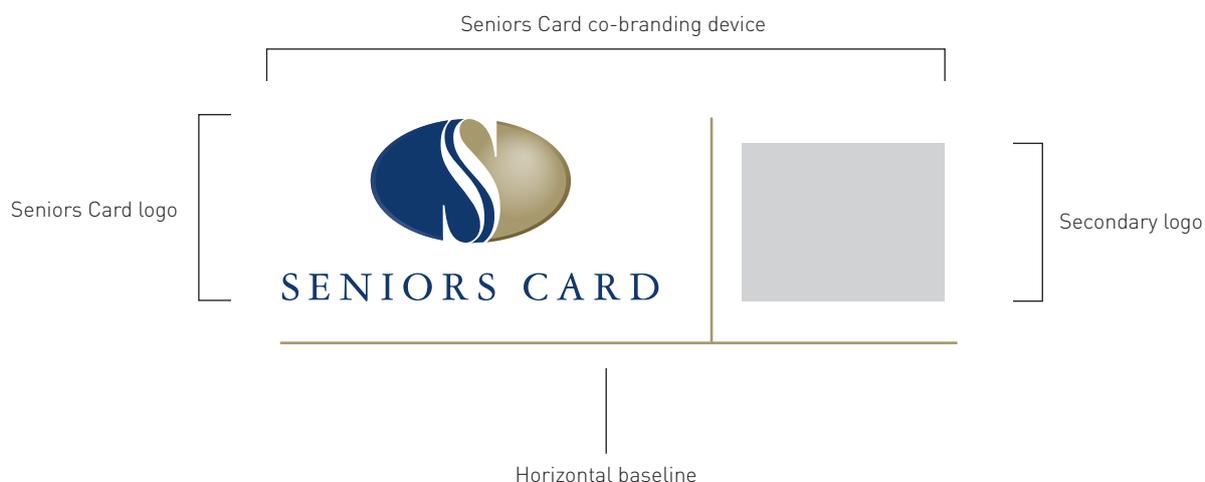
- 4.1 Co-branding device
- 4.2 Co-branding secondary logo
- 4.3 Co-branding clear space

# 4.0

The Seniors Card logo may be used in conjunction with a secondary logo – other program, initiative or organisation logos, when co-branding is required. Below is the structure of how this works.

The Seniors Card logo must always appear on the left side of the co-branding device when Seniors Card is the primary program offering. The horizontal baseline and vertical divider line must connect as shown.

The grey box indicates approximately where the secondary logo should be positioned. The exact size and placement of the secondary logo will depend on the nature of the logo. The length of the horizontal baseline can extend to the right to accommodate the width of the secondary logo.



The Seniors Card logo may be used in conjunction with a secondary logo – other program, initiative or organisation logos, when co-branding is required.

When a new Seniors Card program or initiative is developed, a simple typographical logo can be created to be used in a co-branding situation. An example of a secondary logo is the Age Friendly Partners Program. The specifications to create this simple typographical logo are provided below.

Alternatively an existing logo can be used following the specifications provided for placement.

Seniors Card logo & simple typographical logo



Seniors Card logo & existing logo



The co-branding of Seniors Card logo with other programs or organisations is most effective when surrounded by as much clear space as possible.

The example below shows the basic formula for calculating the minimum clear space. The minimum clear space is one unit. Additional clear space outside the minimum requirement is recommended.



## Brand standards

- 5.1 **Typefaces**
- 5.2 **Secondary colour palette**
- 5.3 **Swoosh graphic**
- 5.4 **Photographic style**

# 5.0

The typeface chosen for use on all Seniors Card communication material is DIN.

This typeface can be used on all items of communication as the various weights provide the flexibility to create a clear differentiation of information. This font can be purchased online on various websites, such as fontshop.com

When internal communications are generated (e.g. typing on a letterhead), the typeface Arial should be used. Arial is also to be used for all online communications.

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

DIN Bold

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

DIN Medium

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

DIN Light

*abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890*

DIN Light italic

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

Arial Bold

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

Arial Regular

*abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890*

Arial italic

## Secondary colour palette

## 5.2

A secondary colour palette has been developed to complement the primary colours (blue and gold) and enhance the visual image. The colours shown can be used on any Seniors Card marketing collateral.

It is also acceptable to use the approved PMS colours in other colour systems such as four-colour process (CMYK) or electronic media (RGB). The colour breakdowns are as shown.



PMS 189 C (Pink)  
C:0 M:39 Y:10 K:0  
R:248 G:163 B:188



PMS 7636 C (Red)  
C:0 M:100 Y:45 K:12  
R:188 G:32 B:75



PMS 623 C (Pale Green)  
C:37 M:4 Y:26 K:10  
R:154 G:185 B:173



PMS 3295 C (Dark Green)  
C:100 M:5 Y:65 K:26  
R:0 G:120 B:100



PMS 134 C (Pale Yellow)  
C:0 M:12 Y:60 K:0  
R:253 G:210 B:110



PMS 123 C (Yellow)  
C:0 M:19 Y:89 K:0  
R:255 G:199 B:44



PMS 7446 C (Lilac)  
C:50 M:46 Y:0 K:0  
R:137 G:134 B:202



PMS 299 C (Mid Blue)  
C:86 M:8 Y:0 K:0  
R:0 G:163 B:224

The Seniors Card swoosh graphic can be used to enhance the visual recognition of the brand. The angles within the swoosh graphic may be altered slightly or mirrored if necessary, but the final visual should appear similar to the examples below.

The basis of the swoosh graphic is available in electronic format and may be altered slightly to suit various applications.

It should always be used on the bottom of a design. The intensity of the colours may be adjusted slightly to ensure it remains vibrant and works in conjunction with any photography.

When the Victorian Government logo is used, please ensure it always appears on the right side of the swoosh graphic, ensuring that the background is solid and clear space requirements are adhered to.

For further details regarding Victorian Government branding requirements go to: [www.dpc.vic.gov.au/communication](http://www.dpc.vic.gov.au/communication)

Swoosh graphic



Swoosh graphic with Victorian Government logo (note solid background)

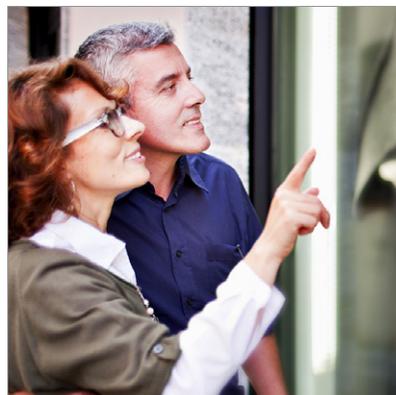
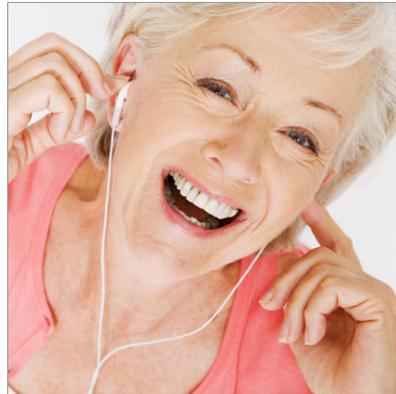


A photographic style has been selected for the Seniors Card visual identity. The images used should be bright, vibrant and contemporary. The images on this page are examples, but do not form part of the Seniors Card library.

As part of the visual identity, the images need to be digitally enhanced to ensure they have the correct visual appeal. This enhancement requires the contrast, saturation and lightness to be adjusted using Adobe Photoshop.

As a guide, these settings are:

- Contrast at 50
- Saturation +21
- Lightness -3



## Brand applications

- 6.1 Letterhead
- 6.2 Welcome Here Sticker
- 6.3 Advertising style
- 6.4 A4 and A5 brochure cover style
- 6.5 DL brochure cover style
- 6.6 Street banner style
- 6.7 Web banner style

# 6.0

The design of the letterhead has been based on a grid, providing a consistent structure for the placement of all information.



SENIORS CARD

Department of Health  
Seniors Card Program  
GPO Box 4316  
Melbourne Victoria 3001  
1300 797 210  
seniorscard@health.vic.gov.au  
seniorsonline.vic.gov.au

XX Month 2014

[Click here and type Name]  
[Click here and type Company Name]  
[Click here and type Address Line One]  
[Click here and type Address Line Two]  
[Click here and type Address Line Three]

Dear Name,

**Re: Layout of Letter**

The application of a neat and consistent typing format enhances the design of stationery items and complements the image of the company.

The typing format of this letterhead should be left aligned and ragged right with a margin of 20mm on the left hand side of the page and 20mm from the right. Position the date 55mm from the top of the page. Commence the name and address three lines space below the date.

Type the salutation 115mm from the top of the page. Allow one line space between the salutation and the subject heading, which should appear in bold. Start the body of the letter one line space below the subject heading. The typeface used should be Arial, 9.5pt (size) on single space leading (line spacing). Use single spacing with one line space between paragraphs. Type lines to an average length of 170mm and refrain from breaking words where possible.

If your letter comes within 20mm of the foot of the page, use a blank follower sheet. Ensure at least five lines, excluding the signature, are carried over. Type the closure two line spaces below the body of the letter, and the name of the signatory and their title if required, five line spaces below the closure.

Kind regards

Name Surname  
Position Title



Shown at 70%

The Seniors Card Welcome Here sticker is for participating business to display in their retail environment to promote their participation in the Seniors Card program.



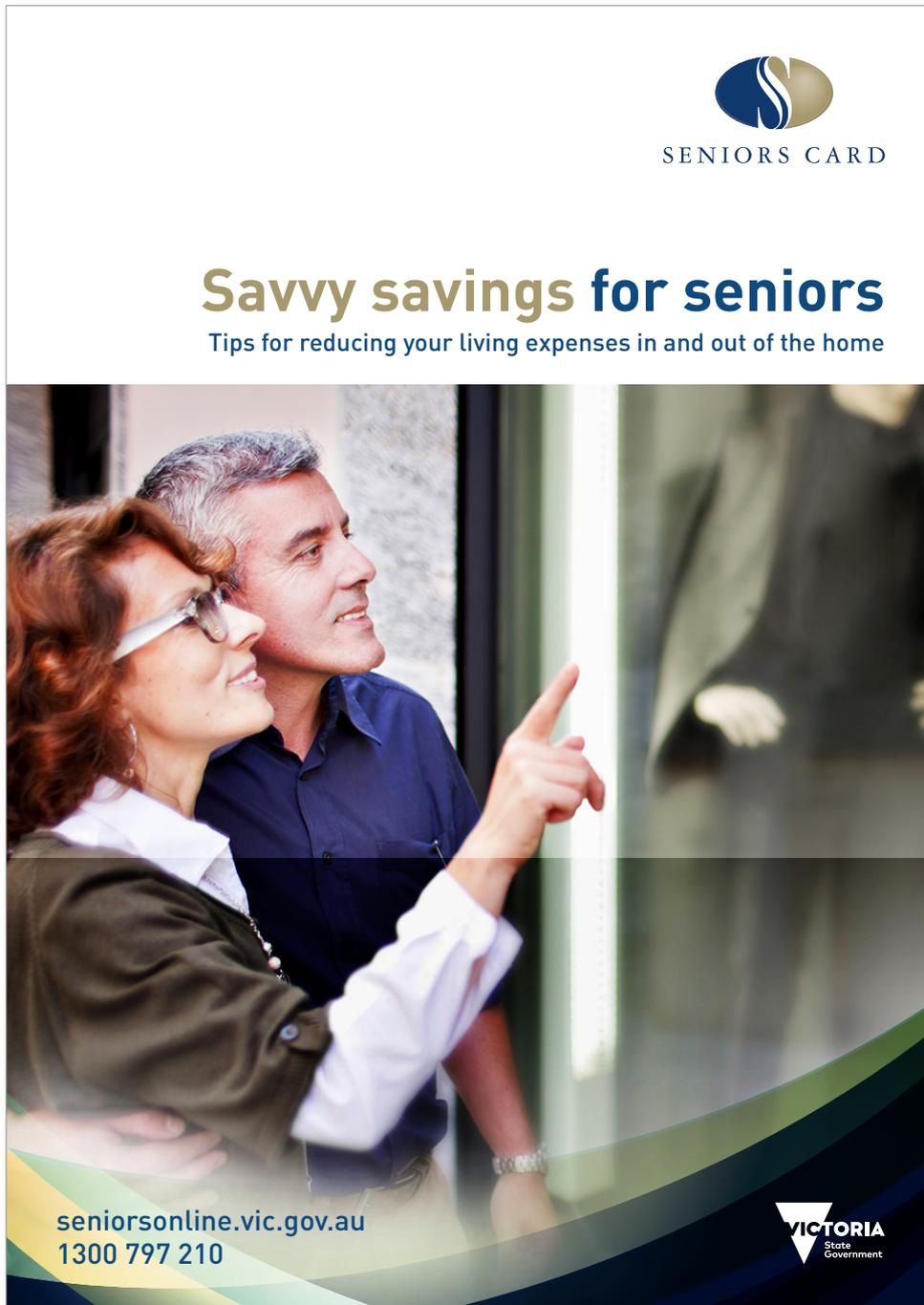
A unique style has been created for all Seniors Card advertising. This style incorporates the use of imagery, typography and key branding elements such as the logo and the swoosh graphic.

The example below shows how these elements come together to create an advert. The placement of each of the elements may vary, as long as they still adhere to the specifications in this style guide.



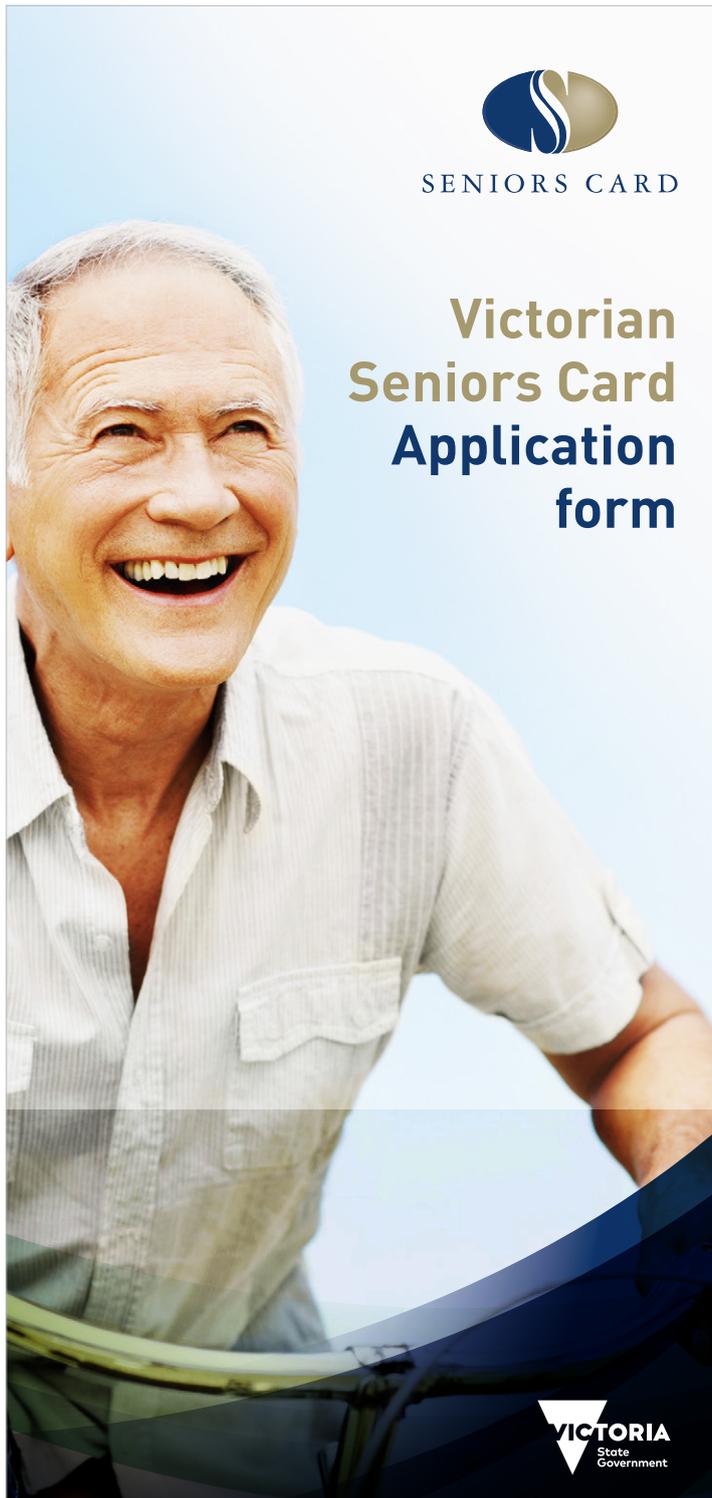
A unique style has been created for all Seniors Card brochures. This style incorporates the use of imagery, typography and key branding elements such as the logo and the swoosh graphic.

The example below shows how these elements come together to create a brochure cover. The placement of each of the elements may vary, as long as they still adhere to the specifications in this style guide.



A unique style has been created for all Seniors Card brochures. This style incorporates the use of imagery, typography and key branding elements such as the logo and the swoosh graphic.

The example below shows how these elements come together to create a brochure cover. The placement of each of the elements may vary, as long as they still adhere to the specifications in this style guide.



A unique style has been created for all Seniors Card banners. This style incorporates the use of imagery, typography and key branding elements such as the logo and the swoosh graphic.

The example shows how these elements come together to create a banner. The placement of each of the elements may vary (except for the Victorian Government logo), as long as they still adhere to the specifications in this style guide.



Street banner not to scale.

A unique style has been created for all Seniors Card web banners. This style incorporates the use of imagery, typography and key branding elements such as the logo and the swoosh graphic.

The example shows how these elements come together to create a web banner. The placement of each of the elements may vary, as long as they still adhere to the specifications in this style guide.



## Participating businesses promotional toolkit

### 7.1 Logos, materials and templates

# 7.0

Seniors Card holders are a savvy group.

The 2013 Victorian Seniors Card survey found that:

- 68% said of Seniors Card holders knew about businesses offering discounts via the Seniors Card Welcome Here sticker in store windows.

- 60% agreed they were more likely to shop at a store accepting a Seniors Card.

Source: 2013 Seniors Card Survey.

Highlighting your association with the Seniors Card Program may encourage older Victorians to use your business.

Free tools are available for download here or for provision on request.

To download available resources, **simply select the web links below** which will take you to the Seniors Card promotional toolkit download page.

Aim	Items available	Downloadable?
To promote your association with the program in material that you create.	 SENIORS CARD welcome here Welcome Here logo	Yes – click here: <a href="http://www.seniorsonline.vic.gov.au">www.seniorsonline.vic.gov.au</a>
	 Seniors Card swoosh	Yes – click here: <a href="http://www.seniorsonline.vic.gov.au">www.seniorsonline.vic.gov.au</a>
To promote your involvement in the program in store, online, or in another medium.	 SENIORS CARD welcome here Seniors Card stickers	No – contact Seniors Card program to request
	 Poster templates (editable)	Yes – click here: <a href="http://www.seniorsonline.vic.gov.au">www.seniorsonline.vic.gov.au</a>
	 Voucher templates (editable)	Yes – click here: <a href="http://www.seniorsonline.vic.gov.au">www.seniorsonline.vic.gov.au</a>
	 SENIORS CARD welcome here Web advertisements	Yes – click here: <a href="http://www.seniorsonline.vic.gov.au">www.seniorsonline.vic.gov.au</a>

**Tip:** when using these free materials, try not to alter the layout in any way.

## Glossary & definitions

- 8.1 Glossary of terms
- 8.2 ISO paper and envelope sizes

8.0

## **Basis weight**

Refers to the weight or substance of paper.

## **C or coated paper**

A general term to refer to papers which have a mineral coating applied to the body of the paper. This may result in the paper being less porous and in some cases more smooth. When C appears alongside a PMS number e.g. PMS 534 C it indicates a colour match with an ink printed on a coated paper.

## **Font**

A set of type of the same design and style.

## **gsm or g/m<sup>2</sup>**

Grams per square metre. Refers to the weight or substance of paper. Written as 90gsm or 90g/m<sup>2</sup>. This is the measure used in most parts of the world.

## **ISO**

International Standards Organisation  
An organisation which sets world wide standards.

## **Italic type**

Type that has been slanted (italicised).

## **Kerning**

The manual adjustment of the space between letters and words.

## **Leading**

The space between lines of type, expressed as a measurement in points from baseline to baseline.

## **Logo**

A mark composed of a symbol and/ or a logotype designed especially to represent or be associated with an organisation.

## **Logotype**

A group of letters or words designed especially to represent or be associated with an organisation.

## **Lowercase**

The small letters of the alphabet in a typeface.

## **mm or millimetres**

A unit of measurement equal to one thousandth of a metre.

## **Paperstock**

Paper or cardboard on which items are printed.

## **PMS**

Pantone Matching System.  
An international colour matching system.

## **Process colours**

The following four colours used together for full colour printing.

## **C**

Cyan – A special shade of blue ink used in four colour process printing.

## **M**

Magenta – A special shade of red ink used in four colour process printing.

## **Y**

Yellow – A special shade of yellow ink used in four colour process printing.

## **K**

Black – K refers to black ink when used in four colour process printing.

## **pt or point**

A unit of measurement used to refer to the size of type. One point equals approximately 0.35mm. There are 72 points to an inch.

## **Primary graphic**

A logo designed especially to represent or be associated with an organisation.

## **RGB (Red Green Blue)**

The three colours used together to display full colour on computer monitors.

## **Symbol**

A mark designed especially to represent or be associated with an organisation.

## **Tracking**

The automatic spacing of letters which can be determined by a set value.

## **Typeface**

A particular style of lettering which makes up an alphabet and is given a name.

## **U or uncoated paper**

A general term to refer to papers which have no mineral coating applied to the body of the paper. Therefore the result is a generally more porous paper and in some cases less smooth. When U appears alongside a PMS number e.g. PMS 534 U it indicates a colour match with an ink printed on an uncoated paper.

## **Uppercase**

The capital letters of the alphabet in a typeface. Also known as capitals or caps.

## **x-height**

The height of the lowercase x in a typeface.

### Paper sizes

The International Standards Organisation (ISO) recognises a metric system of related sheet sizes of paper. This system operates in many countries throughout the world. There are three different series.

### A Series

The A Series is the most common and is used for general printed matter including stationery. The A Series is based on a sheet of paper called A0 which has an area of one square metre. Each succeeding smaller size is exactly half the area and preserves the same proportions. A1 is half A0, A2 is one quarter A0 and half of A1.

Size	Millimetres
A0	841 x 1189
A1	594 x 841
A2	420 x 594
A3	297 x 420
A4	210 x 297
A5	148 x 210
A6	105 x 148
A7	74 x 105
A8	52 x 74
A9	37 x 52
A10	26 x 37

### B Series

The B Series is half way between two A Series paper sizes. It is intended for posters, wall charts, books etc where the difference in size of the larger sheets in the A Series represents too large a jump.

Size	Millimetres
B0	1000 x 1414
B1	707 x 1000
B2	500 x 707
B3	353 x 500
B4	250 x 353
B5	176 x 250
B6	125 x 176
B7	88 x 125
B8	62 x 88
B9	44 x 62

### C Series

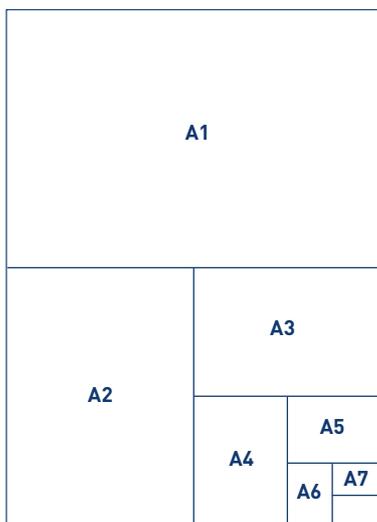
The C Series is used for folders, postcards and envelopes.

Size	Millimetres
C0	917 x 1297
C1	648 x 917
C2	458 x 648
C3	324 x 458
C4	229 x 324
C5	162 x 229
C6	114 x 162
C7	81 x 114

### Envelope sizes

The full list of International Standards Organisation envelope sizes is shown below. All are from the B or C Series of sheet sizes with the exception of one designated DL (DIN Lang). The C Series of envelope sizes is suitable for insertion of A Series paper sizes either flat or folded.

Size	Millimetres
C3	324 x 458
B4	250 x 353
C4	229 x 324
B5	176 x 250
C5	162 x 229
B6/C4	324 x 176
B6	125 x 176
C6	114 x 162
DL	110 x 220
C7/6	81 x 162
C7	81 x 114



To receive this publication in an accessible format email [seniorscard@dhhs.vic.gov.au](mailto:seniorscard@dhhs.vic.gov.au)

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Available at [www.seniorsonline.vic.gov.au/seniors-card/business-opportunities](http://www.seniorsonline.vic.gov.au/seniors-card/business-opportunities)  
(1804037)

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Seniors Card Program

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1300 797 210

[seniorscard@dhhs.vic.gov.au](mailto:seniorscard@dhhs.vic.gov.au)

[seniorsonline.vic.gov.au](http://seniorsonline.vic.gov.au)