



Government of **Western Australia**
Department of **Transport**

your move

style guide

Welcome to the Your Move Style Guidelines.
Please follow the standards outlined in these guidelines to ensure consistent application of the identity.

Your Move is a free program run by the Department of Transport that supports individuals, schools and organisations to start swapping a few car trips each week for walking, riding a bike or catching public transport.



full colour logo

The logotype is a specially drawn typeface and must not be typeset, traced, respaced, redrawn or modified in any form by either manual or electronic methods. The proportions, spacing, relative positioning and colour of the brand mark must remain consistent.



minimum size

The brand mark should not be used at a size smaller than 15mm in height.



one colour logos

Whenever possible, the full colour version of the brand mark should be used. When this is not possible, the brand mark can be reproduced in black, corporate blue, community teal and schools green.



reversed logos

Reversed logos should never be placed over a busy image, pattern or gradient. Corporate blue, schools green, community teal, black or grey is preferred.



one colour tint logos



alternative layouts

The stacked version of the brandmark with the tagline is the preferred option. However, there are alternative layouts. These layouts can be used also in one colour, mono and reversed (as per the previous page). Do not use the tagline if the logo is being embroidered at the minimum size.



alternative layouts - minimum sizes



tag line

Use the tagline 'Your Move – more ways to get there'



logo with url

Use the tagline yourmove.org.au



co-badging

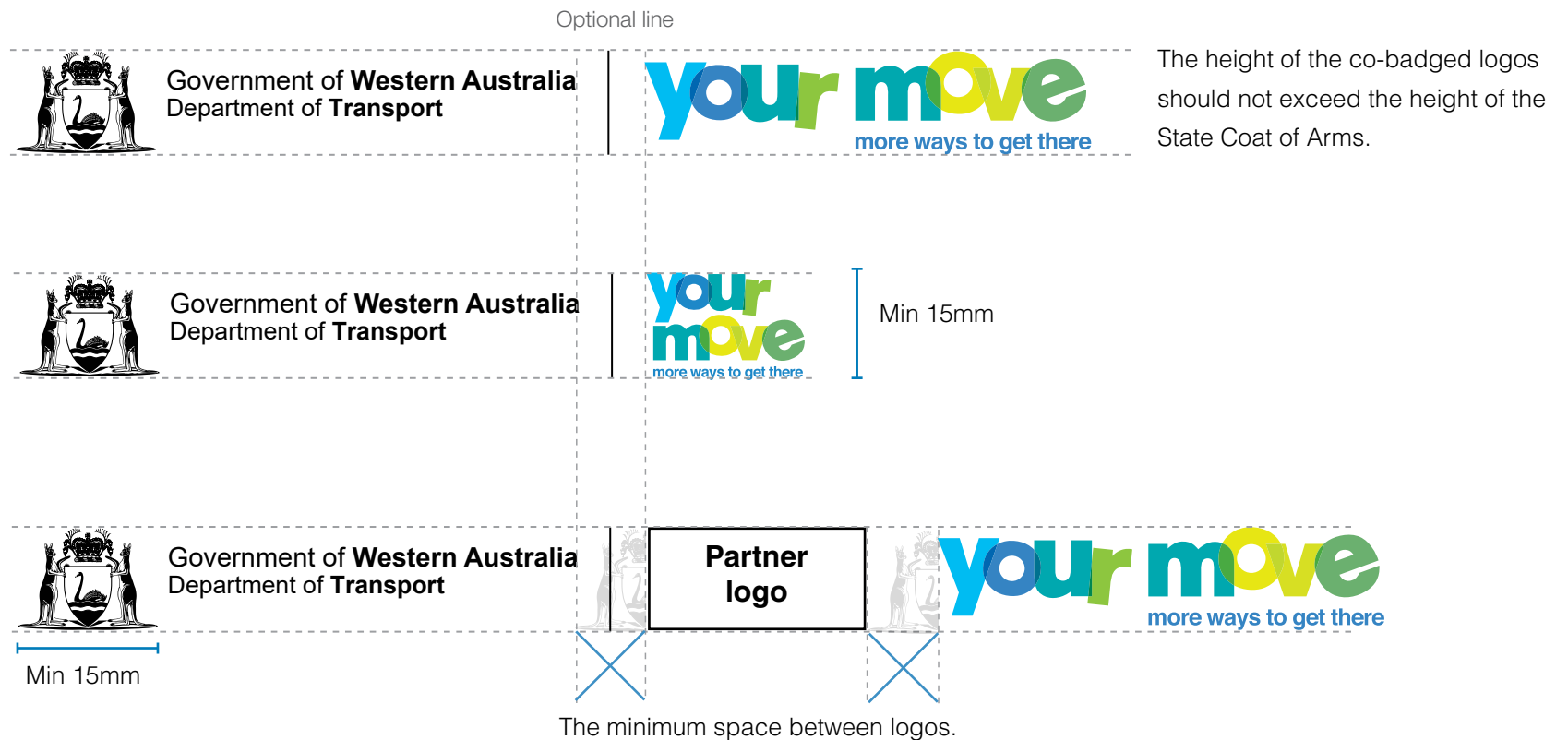
The Your Move program is a Department of Transport program.

The State Coat of Arms must never be used at less than 15 mm wide. (See the [Common Badging Guidelines](#) for more information)

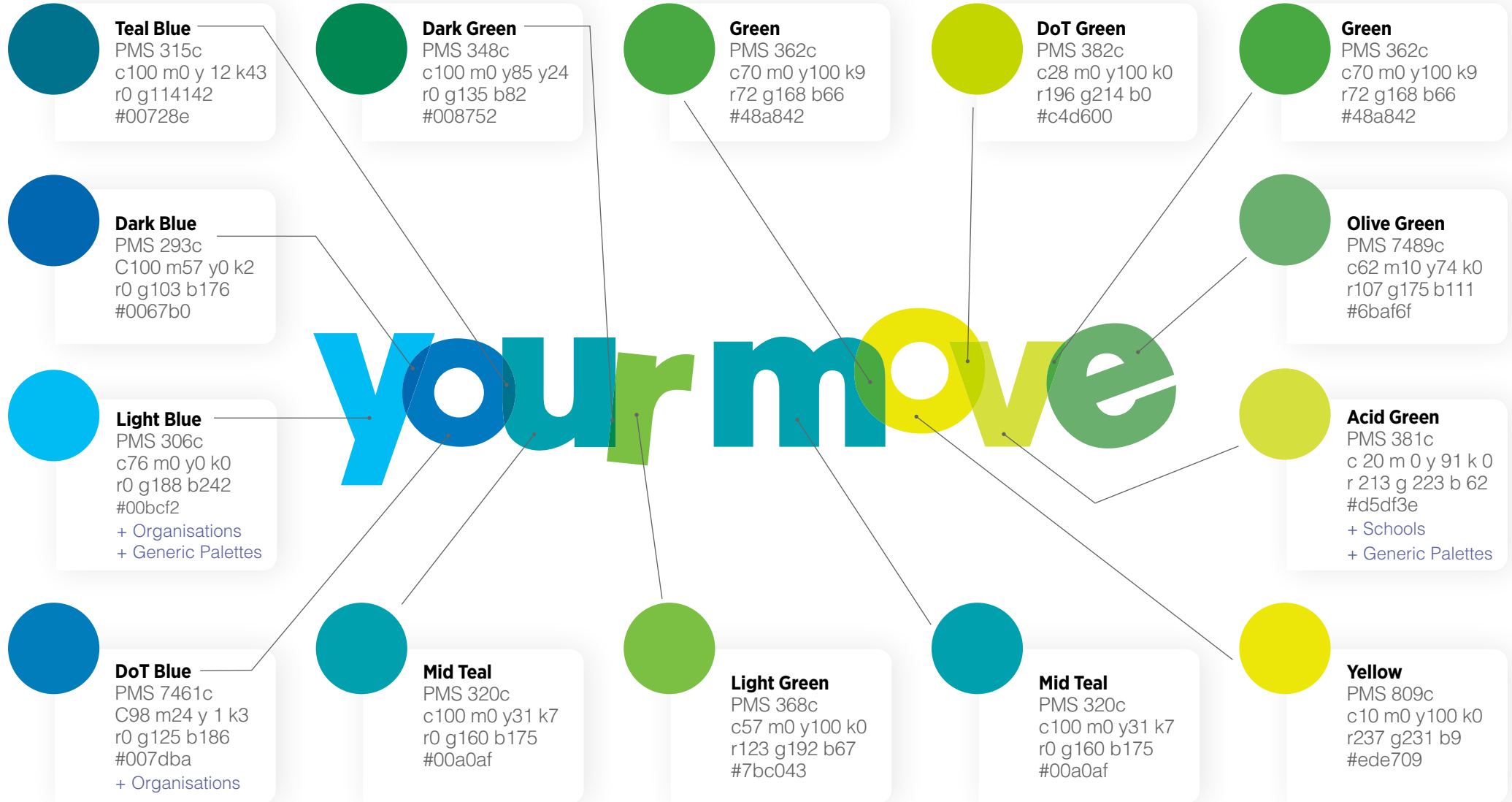
State Government Badge Design can be used in one spot colour to match the theme of the publication.

Co-badging is subject to approval from the [Common Badging Committee](#).

The State Coat of Arms should only appear once in a document or publication, in a paramount position eg. Cover, top left.

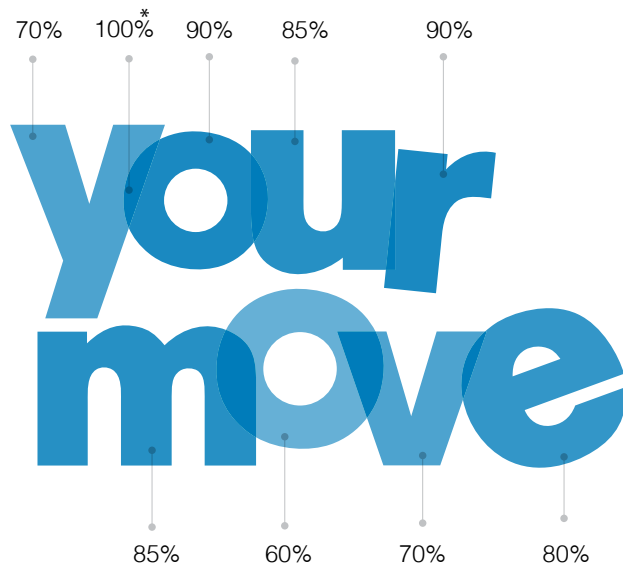


logo colour palette



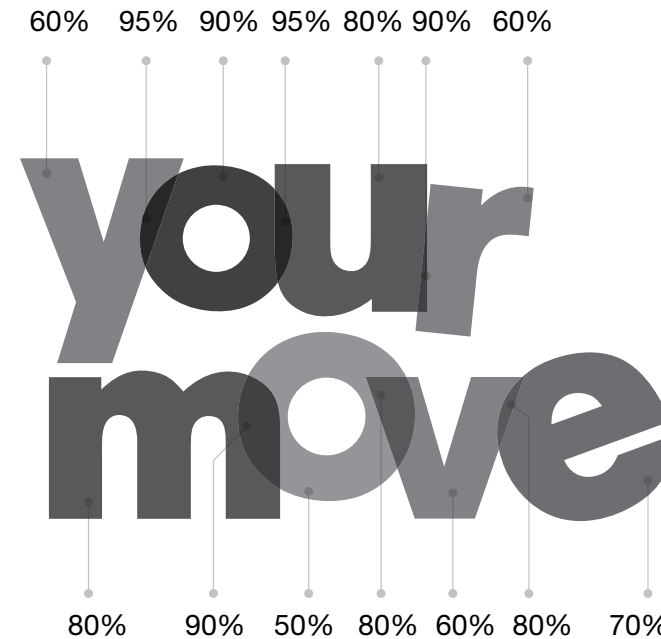
tint breakdown

The tint percentage breakdown is applicable for all one colour logos and for PMS, CMYK and RGB. All overlap sections are at 100%*. The tag line, if used, is always to remain at 100%.



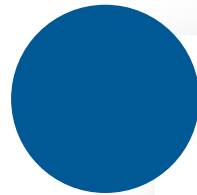
mono tint breakdown

The tint percentage breakdown is applicable for CMYK mono logos. The percentage breakdowns are for K only. All letters must also have the multiply effect on to create consistent overlap colours. The tag line, if used, is always to remain at 100% K.

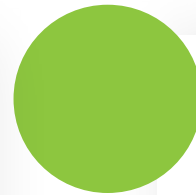


generic design colour palette

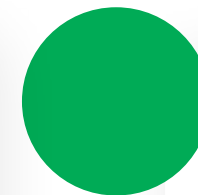
This palette and the coloured circle is to be used for overarching/generic Your Move material that is not specifically targeted to a division. Colour combinations must pass minimal contrast checks to be considered accessible.



Navy
PMS 3015c
c 98 m 70 y 15 k 2
r 0 g 88 b 149
#005895
Also in
Organisation Palette



Apple Green
PMS 368c
c 50 m 0 y 100 k 0
r 141 g 198 b 63
#8dc63f
Also in Schools Palette

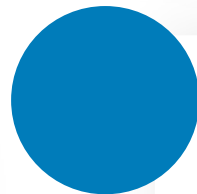


Primary Green
PMS 7482c
c81 m4 y93 k0
r0 g171 b86
#00AB56
Also in Schools Palette

For Website only



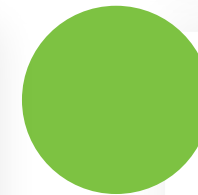
Electric Dark Blue
#056cff
For website only



DoT Blue
PMS 7461c
C98 m24 y 1 k3
r0 g125 b186
#007dba
Also in
Organisation Palette



Acid Green
PMS 381c
c 20 m 0 y 91 k 0
r 213 g 223 b 62
#d5df3e
Also in Logo &
Schools Palettes



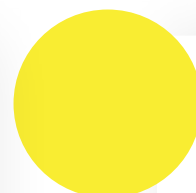
Bright Green
PMS 360c
c56 m0 y100 k0
r125g 194 b66
#7dc242



Electric Light Blue
#00c2ff
for website only



Light Blue
PMS 306c
c76 m0 y0 k0
r0 g188 b242
#00bcf2
Also in Logo, Generic
& Organisation Palettes



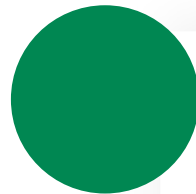
Bright Yellow
PMS 394c
c 5 m 0 y 90 k 0
r 249 g237 b50
#f9ed32
Also in Schools Palette

schools colour palette

This palette should be used in partnership with the footers to complete the overall look for the designs. The colours in the circle surrounding the Your Move brand should reflect schools.



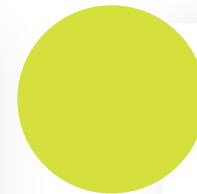
Colour combinations must pass minimal contrast checks to be considered accessible.



Dark Green

PMS 306c
c 87m 23 y 87 k 8
r 0 g 135 b 82
#008752

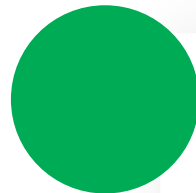
Also in Organisation & Logo Palettes



Acid Green

PMS 381c
c 20 m 0 y 91 k 0
r 213 g 223 b 62
#d5df3e

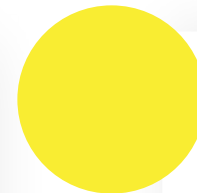
Also in Logo Palette



Primary Green

PMS 7482c
C81 M 4 Y 93 K0
R 0 G 171 B 86
#00AB56

Also in Generic Palette



Bright Yellow

PMS 394c
c 5 m 0 y 90 k 0
r 249 g237 b50
#f9ed32

Also in Generic Palette



Apple Green

PMS 368c
c 50 m 0 y 100 k 0
r 141 g 198 b 63
#8dc63f

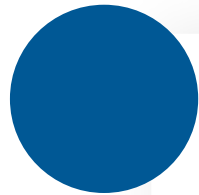
Also in Generic Palette

organisations colour palette

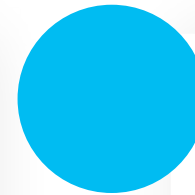
This palette should be used in partnership with the footers to complete the overall look for the designs. The colours in the circle surrounding the Your Move brand should reflect organisations.



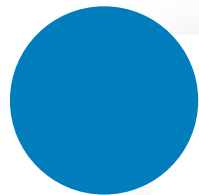
Colour combinations must pass minimal contrast checks to be considered accessible.



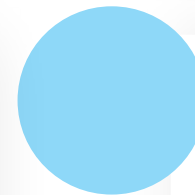
Navy
PMS 3015c
c 98 m 70 y 15 k 2
r 0 g 88 b 149
#005895
Also in Generic Palette



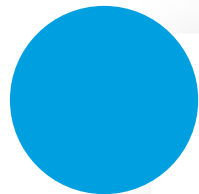
Light Blue
PMS 306c
c 76 m 0 y 0 k 0
r 0 g 188 b 242
#00bcf2
Also in Logo & Generic Palettes



DoT Blue
PMS 7461c
C98 m24 y 1 k3
r 0 g 125 b 186
#007dba
Also in Generic Palette



Sky Blue
PMS 2905
c 40 m 0 y 0 k 0
r 142 g 216 b 248
#8ed8f8



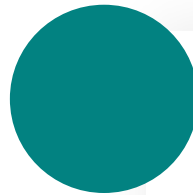
Blue
PMS 2995c
c 74 m 21 y 0 k 0
r 0 g 160 b 224
#00a0e0

community colour palette

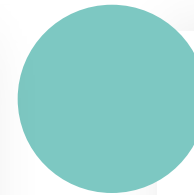
This palette should be used in partnership with the footers to complete the overall look for the designs. The colours in the circle surrounding the Your Move brand should reflect community.



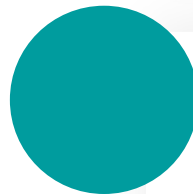
Colour combinations must pass minimal contrast checks to be considered accessible.



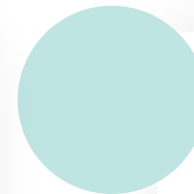
Dark Teal
PMS 2222
C86 m31 y49 k7
r2 g130 b129
#028281



Light Teal
PMS 564c
c 50 m 2 y 27 k 0
r 125 g 200 b 194
#7dc8c2



Primary Teal
PMS 7716
c 90 m 10 y 40 k 4
r 0 g 156 b 158 c
#009c9e



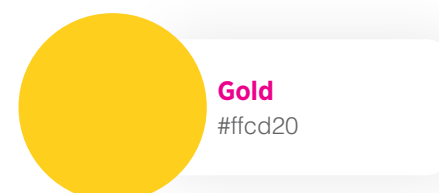
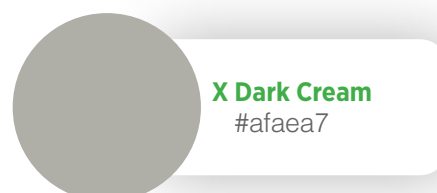
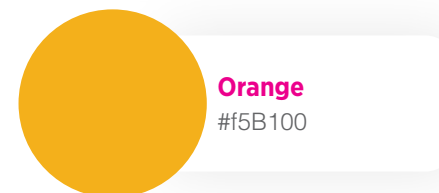
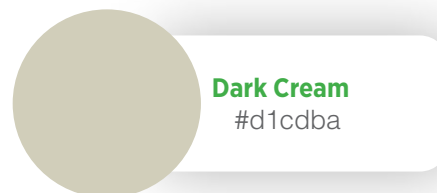
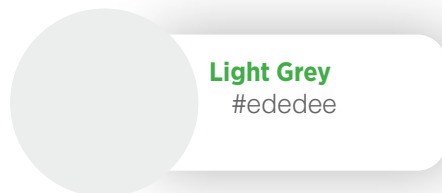
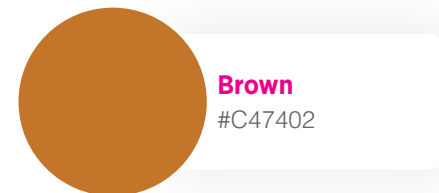
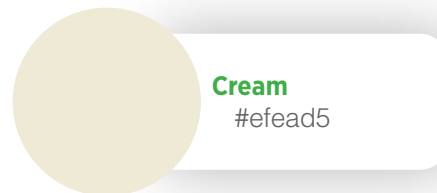
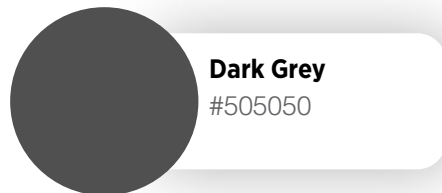
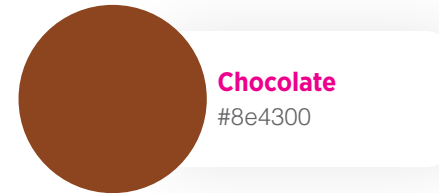
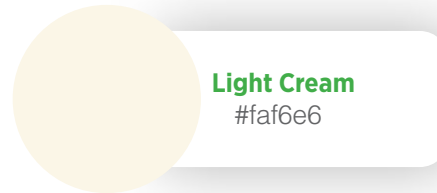
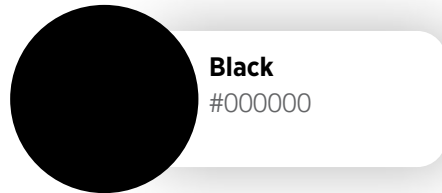
Sky Teal
PMS 566c
c 24 m 0 y 12 k 0
r 192 g 229 b 226
#bfe5e2



Teal
PMS 7472c
c 66 m 7 y 27 k 0
r 75 g 181 b 188
PMS 7472c
#4ab5bd

web neutral and awards colour palettes

These colours have been selected to support the Your Move Website, including for the website's reward graphics ie gold, silver and bronze awards.



typography

Consistency with typographic detail will establish a corporate style. The brand mark logotype is **Opti Champion** with the secondary font being Helvetica. Typography on white is used at 100% Black.

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&* ()
Opti Champion**

Opti Champion can be used for feature headings and titles where appropriate.

For general design and copy, the Helvetica family is to be used.

Headings: **Opti Champion** or **Helvetica bold**

Body Copy: Helvetica light

For call outs or quotes: *Helvetica light oblique* can be used.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&* ()
Helvetica Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&* ()
Helvetica medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&* ()
Helvetica bold

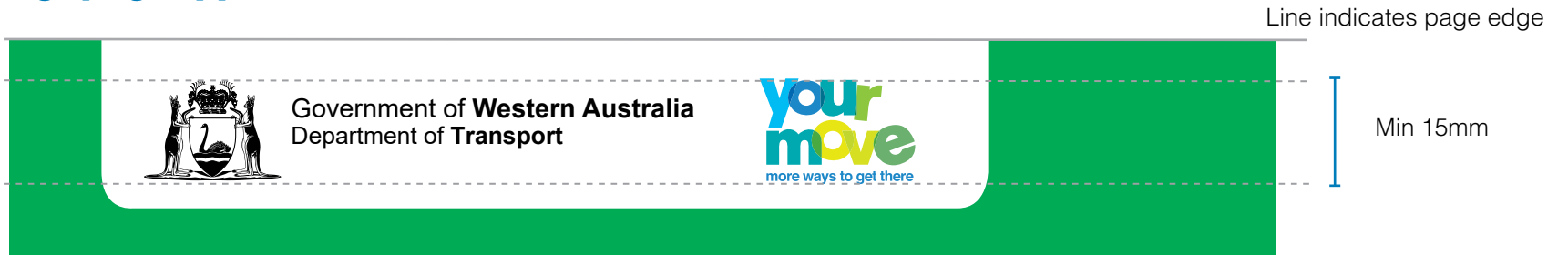
Alternative type faces

If Helvetica is not available for web use, Arial may be used in its place. These fonts may also be used for Word and Powerpoint documents.

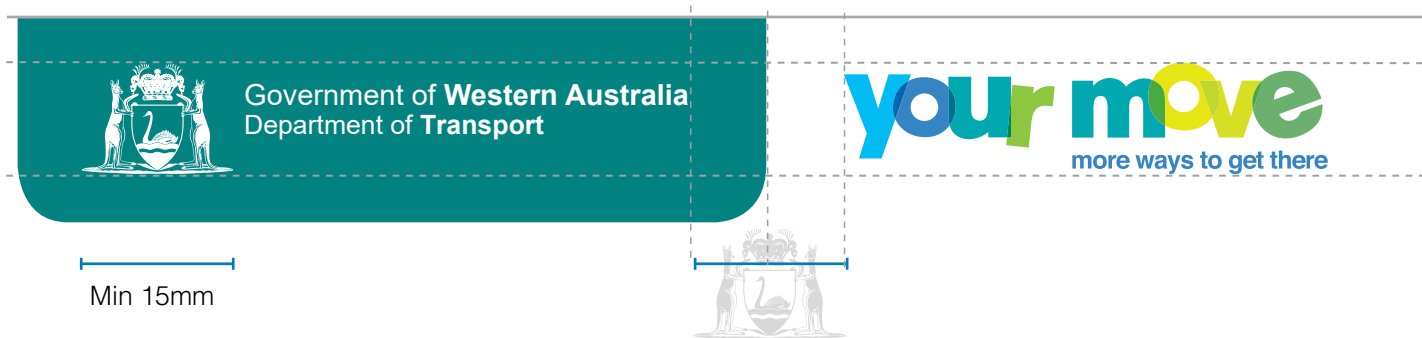
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&* ()
Arial medium (Body)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&* ()
Arial bold (Headings)

logo page applications

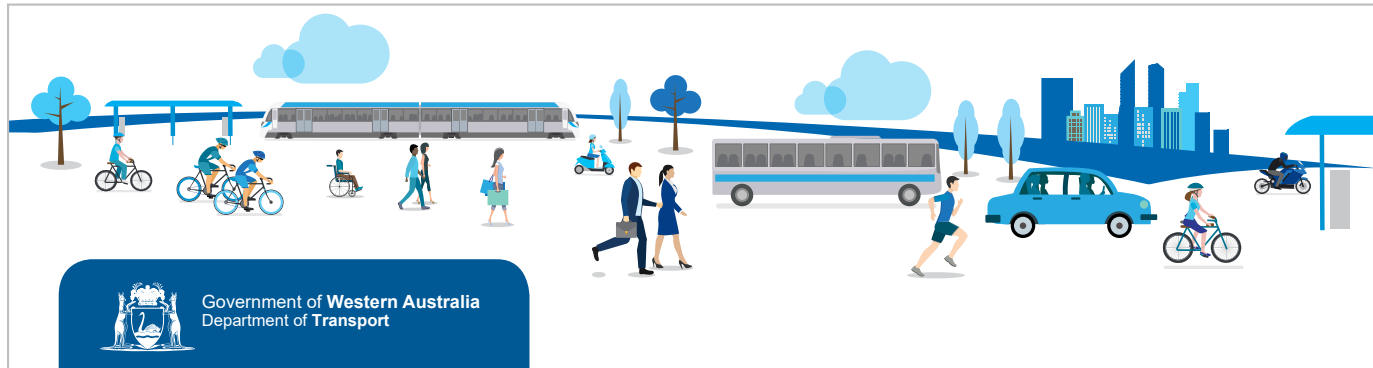


The reversed (white) version of the State Coat of Arms logo can be placed on a solid background providing it meets accessibility standards for colour contrast. The colour version of the your move logo must always be placed on a white background.

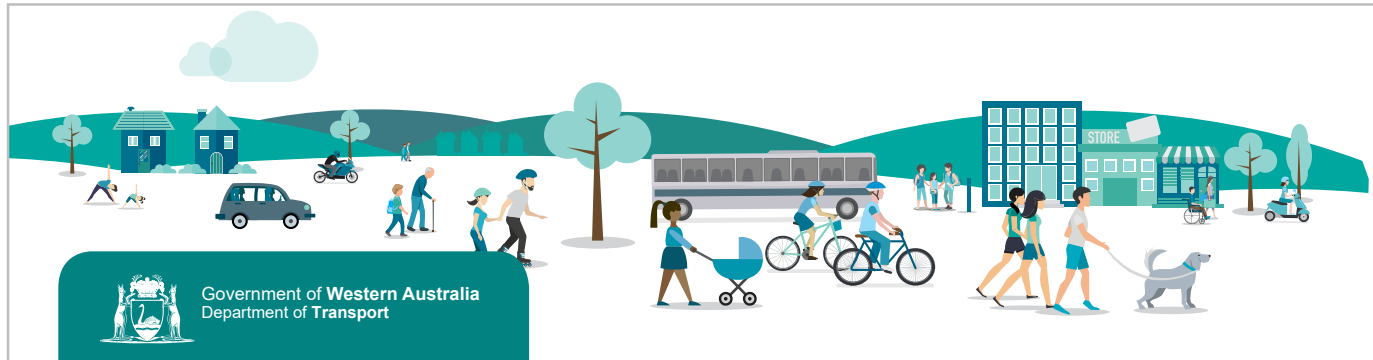


footers \ design elements

organisations



community



schools



footers \ design elements

generic



Government of Western Australia
Department of Transport

photography style

Select images portraying people interacting with the subject (eg. vehicles, outdoors, bikes etc) in fun, friendly or dynamic way. Images should be well lit, positive, vibrant and be situated in real life locations, not a studio. The images should look interesting and artistic without feeling overly contrived. Riders should be wearing helmets and interacting safely.



photography style - not accepted

- Including:**
- pictures with poor resolution
 - old, dirty or damaged vehicles, assets or infrastructure
 - pictures with poor lighting
 - vague or boring imagery
 - montages

Please avoid the following imagery styles.



overly posed or contrived imagery



dull, amateur imagery



studio imagery



inset images



situations, vehicles or infrastructure clearly not set in Western Australia



artificial or unnatural effects



clip art or illustrations that are not included with in this style guide



people interacting with transport unsafely (eg. riding a bike without a helmet)

applications

Below are examples of applications, the design remains the same for each division. The colour palette and illustration or imagery would change to suit the division as specified in the previous pages.



Powerpoint template



Pull up banner (generic theme)



A5 brochure design (workplaces theme)



applications



Newsletter template (workplace theme)



DL brochure template (generic theme)



Web banner template (community theme)

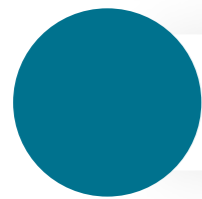



Web banner template (generic theme)

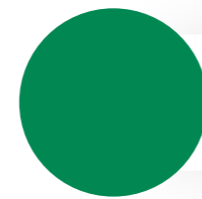
applications




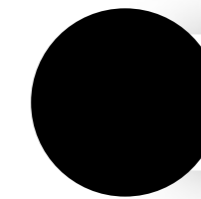
Poster templates (community theme)

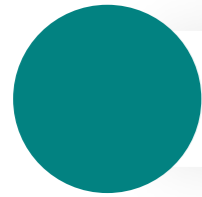
 **Teal Blue**
#00728e
Logo

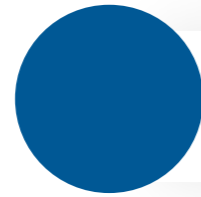
 **Electric Dark Blue**
#056cff
New Website only

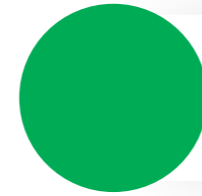
 **Dark Green**
#008752
Logo

 **Bright Yellow**
#f9ed32
School + Generic

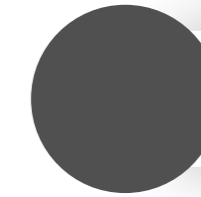
Neutrals
 **Black**
#000000

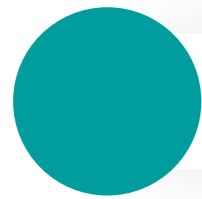
 **Dark Teal**
#028281
Community

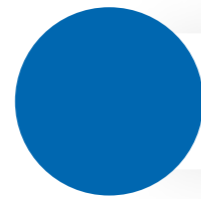
 **Navy**
#005895
Generic
+ Organisations


Recommended by Able Docs
 **Primary Green**
#00ab56
NEW Schools
+ NEW Generic

 **Yellow**
#ede709
Logo


 **Dark Grey**
#505050

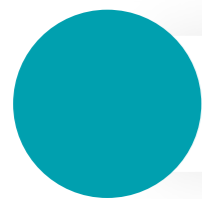
 **Primary Teal**
#009c9e
Community

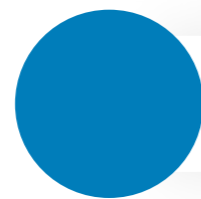
 **Dark Blue**
#0067b0
Logo

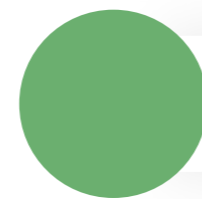
 **Green**
#48a842
Logo

 **Acid Green**
#d5df3e
Logo + School
+ Generic


 **Light Grey**
#ededee
new Website


 **Mid Teal**
#00a0af
Logo

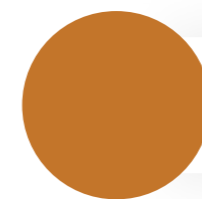
 **DoT Blue**
#007dba
Logo + Generic

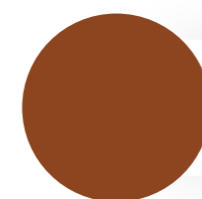
 **Olive Green**
#6baf6f
Logo

Web Graphics eg Awards.
Add other colours also
eg Silver Award
Only to be used for this purpose

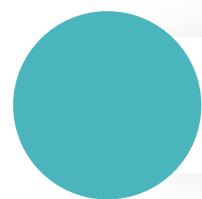
 **Gold**
#ffc000
web graphics only

 **Orange**
#f5b100
web graphics only


 **Brown**
#c47402
web graphics only

 **Dark Brown**
#8e4300
web graphics only


 **White**
#FFFFFF

 **Teal**
#4ab5bd
Community


 **Blue**
#00a0e0
Organisations


 **Light Green**
#7bc043
Logo


 **Light Cream**
#faf6e6
new Website


 **Light Teal**
#7dc8c2
Community


 **Light Blue**
#00bcf2
Logo + Generic +
organisations


 **Bright Green**
#7dc242
Generic

 **Cream**
#fead5
new Website

 **Sky Teal**
#bfe5e2
Community


 **Electric Light Blue**
#00c2ff
New Website only

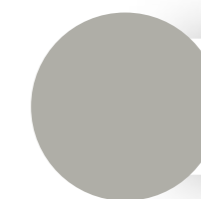
 **Apple Green**
#8dc63f
School + Generic

 **Dark Cream**
#d1cdba
new Website

Colour
Hex code
Where the colour is
used

 **Sky Blue**
#8ed8f8
Organisations

 **DoT Green**
#c4d600
Logo

 **X Dark Cream**
#afaea7
new Website