



# Telecommunications Industry Ombudsman

**Brand Guidelines**  
June 2019

# Section 01

## – Brand overview

## Introduction

These brand guidelines have been developed to provide a comprehensive understanding of the Telecommunications Industry Ombudsman brand. It provides an overview of our core elements and outlines the best practice for achieving consistent and compelling brand communications.

The Telecommunications Industry Ombudsman brand identity is one of our most important business assets. It reflects who we are, what we stand for, our values and our personality. More importantly, our brand identity differentiates us in the marketplace and provides a tangible expression of our strength and confidence, and our focus on growth for the future.

## Our purpose

### **Fair, independent and accessible dispute resolution**

To provide a fair, independent and accessible dispute resolution service for consumers and the telecommunications industry that complies with benchmarks for industry-based customer dispute resolution.

## Brand essence

# A clear way forward

Breaking the deadlock or impasse.

Bring all parties together and get them talking.

Understand the problem and the different points of view without taking sides.

Working together and negotiate a fair solution for both parties.

We enable resolution; help both parties find and realise a clear way forward.

# Section 02

## – Landmark

## Introducing our brandmark

Our new brandmark is the cornerstone of our new brand identity. It is based on the concept of a clear way forward. The hexagonal icon is made up of a community of elements that transition from stationary to a clear and energised direction. It is a visualisation of the effect we hope to have on the community and our members.



**Telecommunications  
Industry  
Ombudsman**

## Brandmark types

All versions of our brandmark are available in Colour and Colour Reversed (CMYK, PMS & RGB) and Mono (Black) and Mono Reversed (white) master artwork files.

### Brandmark Colour

The colour version of brandmark must be used only on white backgrounds.

### Brandmark Colour Reversed

The colour reversed version of brandmark must be used only on navy backgrounds. Do not use it on any of the other brand colours.

### Brandmark Mono

For use on all one colour applications.

### Brandmark Mono Reversed

The mono reversed version of the brandmark can be used in one colour applications reversed out of any of the brand colours. Confirm legibility of it reversed out of yellow.

Brandmark Colour and Colour reversed



Brandmark Mono and Mono Reversed





## Alternate lock-up

There is an alternative lock-up version of the landmark for use when horizontal limitations restricts the size and impact of the landmark. It should only be used in when the normal version would lead to a compromised outcome in very tall narrow applications.

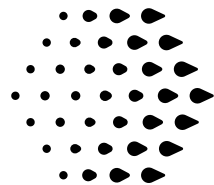
Brandmark Colour and Colour reversed



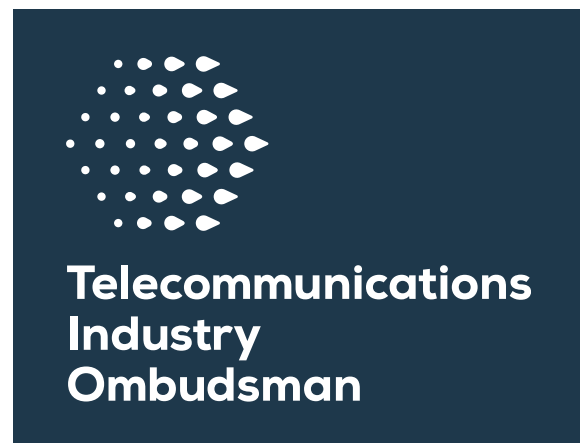
**Telecommunications  
Industry  
Ombudsman**



Brandmark Mono and Mono Reversed



**Telecommunications  
Industry  
Ombudsman**



## Clear space

To maximise the visual impact and integrity of the brandmark, clear space rules must be adhered to.

Allowing clear space around the brandmark ensures that no other elements are positioned within the area specified. The clear space signifies the minimum clearance only; where possible, more space should be maintained. The size of the clear space is in direct relationship to any size in which the brandmark may appear.

The clear space is recognised as the 'clear space height', which is based on the distance between the lines of text in the name. Please refer to the diagram accross the page.

Please note, the clear space rules apply to all versions of the brandmark, and not just the example shown here.



## Minimum size

To maximise the visual impact and integrity of the brandmark, minimum size rules must be adhered to.

The minimum size is based upon a minimum font size for the name of at least 12pt. This means the height of the hexagonal icon being at least 18mm high (or 72px)

The example shown opposite illustrate the minimum size allowance for each version of the brandmark.

For print applications the unit of measurement is millimetres, for digital applications the unit of measurement is pixels.

Please note, the example shown here are not to scale.



18mm / 72px

Incorrect use of brandmark

Always apply the brandmark thoughtfully, carefully, and appropriately. To avoid some common mistakes shown here, do not:

- 1. Compress, extend or distort the brandmark in any way.
- 2. Crop the brandmark.
- 3. Reproduce the brandmark text in any other font.
- 4. Alter the colour of the brandmark.
- 5. Infringe upon clear space or add any extra elements to the brandmark.
- 6. Rotate the brandmark.
- 7. Place the brandmark on a photographic or illustrative graphic that does not provide sufficient contrast. Correct usage of the brandmark on background colours can be seen on page XX of these guidelines.
- 8. Alter or redraw any part of the brandmark.
- 9. Display or reproduce the brandmark at insufficient resolution.



1



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# Section 03

## – Brand system

## Colour palette

The colour palette has been developed around a core set of strong, positive and progressive colours which can be used across all applications.

Where possible, all colours should be used at 100%, with tints used very sparingly.

Each of the colours has a corresponding reference for print (both Pantone/PMS and CMYK) as well as specifications for digital applications such as Word, PowerPoint (RGB) and online (HEX).

The Pantone/PMS colours are for special production scenarios where additional colour matching systems are required (such as choosing a colour for paint, fabric, embroidery thread, etc.)

### PLEASE NOTE:

These colours have been colour matched to internal lasers only. No printer proofs have been created for colour matching. They are an indication only until confirmed against a calibrated test print. Any changes in printing techniques (i.e., change of paper stock, change of inks etc) will alter the colour output.

Orange  
PMS 2019C  
C8 M69 Y100 K2  
R221 G108 B37  
HEX #DD6C25

Yellow  
PMS 7563C  
C0 M30 Y75 K5  
R239 G177 B84  
HEX #EFB154

Navy  
PMS 7546C  
C73 M45 Y24 K66  
R30 G56 B69  
HEX #1E3845

Blue  
PMS 660C  
C88 M50 Y0 K0  
R76 G122 B189  
HEX #4C7ABD

Green  
PMS 556C  
C54 M8 Y47 K14  
R107 G164 B138  
HEX #6BA48A

Black  
PMS Black  
C0 M0 Y0 K100  
R0 G0 B0  
HEX #DC5827

White  
PMS  
C0 M0 Y0 K0  
R255 G255 B255  
HEX #E28F38

Icon Orange  
PMS 7579C  
C15 M80 Y100 K0  
R220 G88 B39  
HEX #DC5827

Icon Gold  
PMS 7413C  
C10 M50 Y90 K0  
R226 G143 B56  
HEX #E28F38

Icon Yellow  
PMS 7570C  
C12 M40 Y90 K0  
R224 G159 B58  
HEX #E09F3A

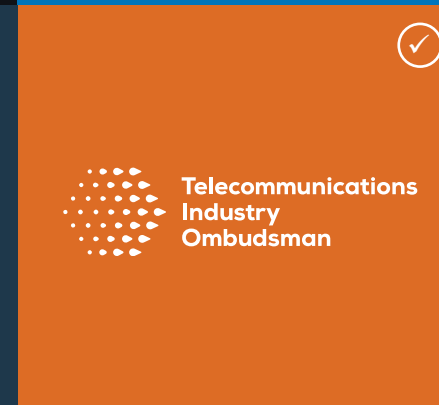
## Colour usage

Colour usage rules are in place to ensure the  
brandmark is presented clearly.

The examples shown opposite illustrate which  
version of the brandmark should be used depending  
on the background.

The colour and reversed colour may be used  
on image where the background is clear and  
uncluttered and provides the same level as contrast  
as a white or navy background.

The Mono Reversed version can be used on any of  
the brand colours. Please ensure when used on the  
yellow that it has enough contrast for the application



**For enquiries regarding the  
Brand Guidelines please email:  
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