



Transport Infrastructure Product Evaluation Scheme (TIPES) Brand Guide

Guide to using the TIPES brand



The purpose of these guidelines is to provide you with the information you will need to create material that supports and promotes the TIPES brand. You will need to incorporate these elements in any printed or electronic material you produce using the TIPES brand.

The visual elements described in these guidelines; logos, colours, typefaces, all work together to define the TIPES brand. It is important that great care and consideration is taken when implementing the TIPES brand.

In order to gain maximum benefit from these guidelines, they must be used consistently. Your cooperation in adopting these guidelines will be invaluable.

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TIPES making
new technology
adoption
Safe
Reliable
Consistent

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Logo

Main logo

As TIPES' major graphical representation, the logo anchors our brand and becomes the single most visible manifestation of TIPES within the industry.



Logo variations

The TIPES logo has been adapted to suit various backgrounds and applications. Please ensure to use the appropriate logo variation.

full colour for white backgrounds and other lightly coloured backgrounds



white text with red circle for a coloured background



black with grey circle for black & white printing



all white for black & white printing on a solid background



Clearspace

The TIPES logo must always be surrounded by an area entirely clear of typography or graphic devices.

The minimum clearspace is worked out to be the exact same height and width as the height of the letter I within the TIPES logo. An equal clearspace around the logo is to be used at all times.



Minimum size

The TIPES logo must not be reproduced less than 20mm wide.



Logo - Do nots

X Do not put the logo in a box or any other shape.



X Do not alter the relationship between the word TIPES logo and the ARRB logo



X Do not distort the logo



X Do not add an effect to the logo



X Do not separate the logo graphics and logotype



X Do not use a ghosted or watermarked image



Colour

Corporate colours

The colours of the TIPES colour palette are carefully selected elements of the TIPES and ARRB brand. Consistent use of the TIPES colour palette will reinforce brand recognition.

ARRB Blue

Pantone 541

Uncoated		Coated	
C	100	C	100
M	57	M	58
Y	0	Y	9
K	38	K	46

Websafe #003265		RGB	
		R	0
		G	63
		B	114

ARRB Red

Pantone 032

Uncoated		Coated	
C	0	C	0
M	90	M	86
Y	86	Y	63
K	0	K	0

Websafe #ff3232		RGB	
		R	237
		G	41
		B	57

Black

White

Typography

For all type applications Frutiger has been selected as the TIPES typeface.

Frutiger is versatile typeface suitable for any typographic requirement. It is widely available and offers an extensive range of type weights.

All weights are acceptable.

Frutiger 45 Light

Frutiger 56 Italic

Frutiger 46 Light Italic

Frutiger 65 Bold

Frutiger 47 Light Condensed

Frutiger 66 Bold Italic

Frutiger 57 Condensed

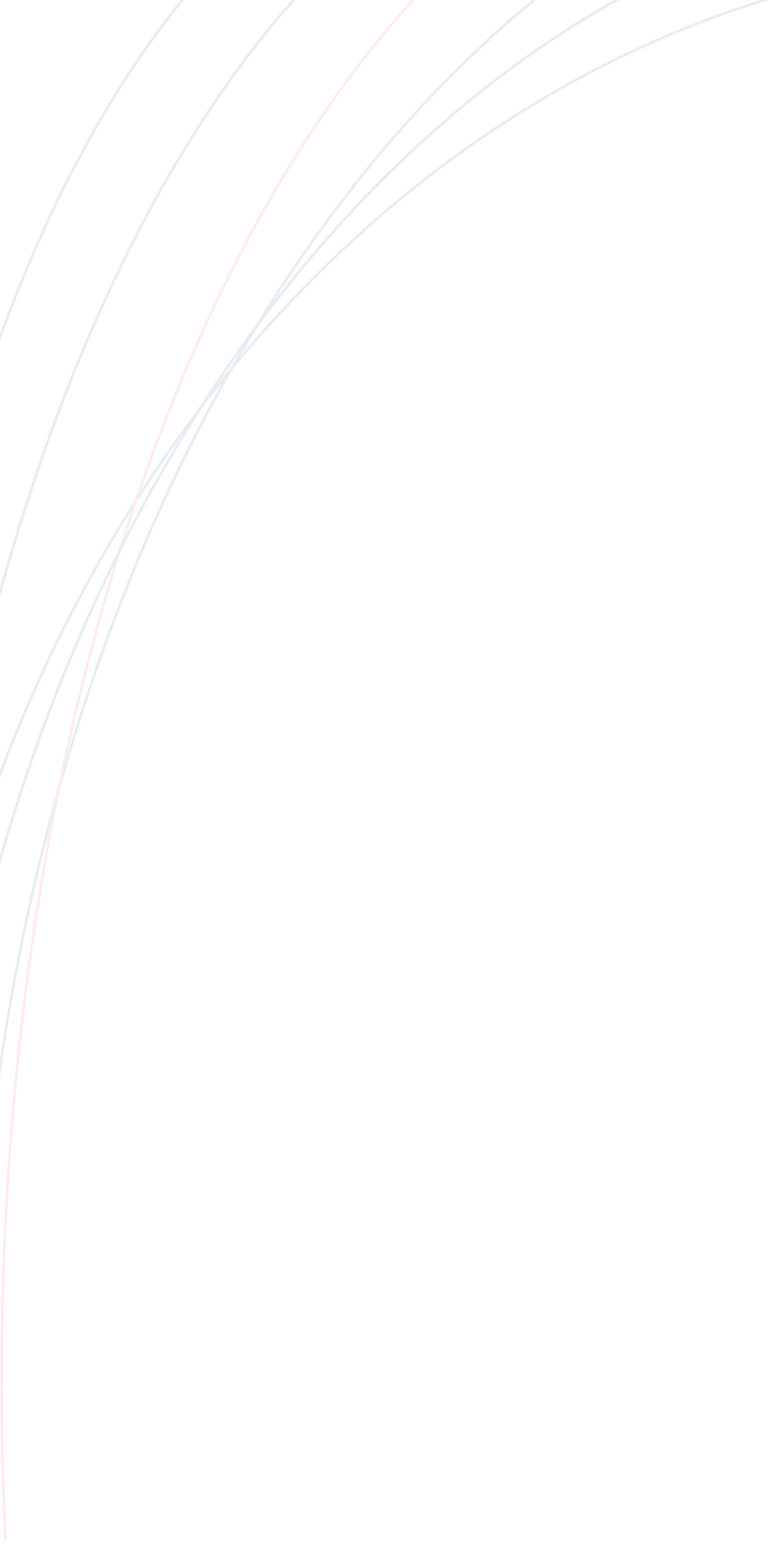
Frutiger 75 Black

Frutiger 55 Roman

Frutiger 95 Ultra Black

Where Frutiger is not available, Arial is an acceptable alternative.

No other typeface is suitable for use with the TIPES brand.



About ARRB

ARRB Group Ltd (ARRB) provides research, consulting and information services to the road and transport industry. ARRB applies research outcomes to develop equipment that collects road and traffic information and software that assists with decision making across road networks. ARRB is the leading provider of road research and best practice workshops in Australia. ARRB Group Ltd | ABN 68 004 620 651

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