



Graphic Standards Manual

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1. INTRODUCTION

Introductory Statement

1.1

This Graphic Standards Manual provides specific guidance to One Zero Management, and external suppliers – such as graphic designers and printers – on the correct use of the One Zero corporate identity, the logos, associated logos and applications of the logo.

This Standards document and examples shown within, have been designed as a model. When followed properly, a clean, consistent and successful corporate style will be preserved through the application of typography, images and the corporate brand.

The purpose of the Manual is to ensure consistency in One Zero's external corporate image and branding. The Manual and the approach behind it will also assist in the development and use of corporate documents, by streamlining design and approval processes in the production of corporate and promotional documentation.

The Manual is divided into 7 sections, describing the corporate identity and rules on how the corporate logo and associated logos are to be used. Case studies are also provided in the Manual to demonstrate practical examples of how the identity and logo can be used, and just as importantly, how they should not be used.

Amendments to this Manual

It is understood that the Manual is by nature a living document. It will necessarily evolve to meet new, unforeseen circumstances and contexts. To this end, should the rules specified in the current edition of the Manual not address a particular circumstance or user need, specific guidance should be sought from a Design Consultant.

1. INTRODUCTION

The Brand Application Approval Process

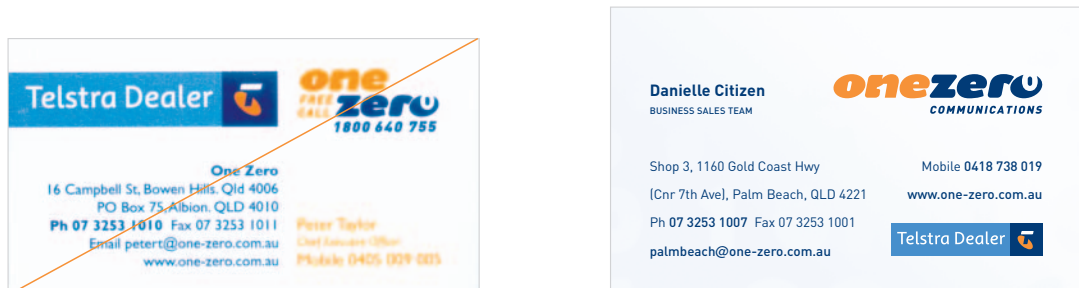
1.2

To maintain the integrity of the brand in its application, there is an approval process as outlined in the diagram below (1). One Zero Telstra Dealer, Licensed Telstra Shop and Group Member applications must be approved before initiating the production process, firstly by One Zero Management and then by Telstra's brand guardians. Some applications may present unclear brand usage circumstances. In this case, One Zero Management may employ the help of a design consultant to find the best solution for the application. The problem/solution example shown below (2) demonstrates the desired result of an effective approval process. A database of these examples will be added to over time to act as a reference for future problem applications and brand usage.

1 ONE ZERO APPROVAL PROCESS



2 EXAMPLE OF BRAND USAGE → PROBLEM/SOLUTION



PROBLEM

This business card layout (70% size) does not observe the specified exclusion zones for the two logos. The corporate business card is not an appropriate application for the One Zero Freecall logo.

SOLUTION

The appropriate logo version and Telstra Dealer relationship has been used while observing the specified exclusion zones and minimum sizes. The information is communicated clearly and effectively.

2. THE LOGO

Full Colour Logo Versions

2.1

Illustrated below is a range of logo configurations which may be used by One Zero. Versions A and B are the basic corporate logos and C and D illustrate these logos in combination with the Communications byline. Version E illustrates the logo in conjunction with the free call number. The compositions and proportions shown below can not be altered for any application.

Logo versions should always be sourced from the supplied digital art CD using the file reference noted underneath the logos and listed in 7.1.

BASIC CORPORATE VERSIONS



0 Minimum Size 25mm x 12mm

Version A has been designed to brand corporate One Zero applications. This logo version can be used in the specified relationship with the Telstra Dealer Block. This is the preferred version of this basic logotype and should be considered for use before the inline version [2].



0 1_B_OZ.eps
Minimum Size 35mm x 7mm

Version B has been designed to brand corporate One Zero applications. This logo version is used in the specified relationship with the Telstra Dealer Block. This is the secondary version of this basic logotype and should only be used when vertical space is limited.

COMMUNICATIONS VERSIONS



0 1_C_OZ.eps
Minimum Size 25mm x 12mm

Version C has been designed to brand corporate applications where the logo is seen independently and a description of One Zero's services is required. This is the preferred version of this logo and should be considered for use before the inline version [4].



0 1_D_OZ_c.eps
Minimum Size 35mm x 7mm

Version D has been designed to brand corporate applications where the logo is seen independently and a description of One Zero's services is required. This is the secondary version of this logo and should only be used when vertical space is limited.

FREECALL VERSION → ADVERTISING AND MERCHANDISE ONLY



P 1_E_OZ.eps
Minimum Size 25mm x 12mm

Version E has been designed to brand advertising and merchandising applications. This version should only be used in these applications if the phone number is not otherwise shown.

0 Logos for corporate applications only

P Logos for promotional applications only

2. THE LOGO

One Zero Group Relationships

2.2

There are three different types of logo relationships used to identify the nature of Telstra's relationship with One Zero, as a Licensed Telstra Shop, Telstra Dealer and One Zero's relationship with it's group members. The logos purposes and guidelines references are outlined below. Logo versions should always be sourced from prepared digital art.

1 LICENSED TELSTRA SHOPS



This version should be used to identify Licensed Telstra Shops. [Section 5](#) documents this logo's use on corporate One Zero's corporate stationery. Refer to www.telstra.com.au for general guidance on the use of this logo.

2 ONE ZERO TELSTRA DEALERS



This logo relationship has been designed to brand corporate applications where it is appropriate to display One Zero as a Telstra Dealer. This relationship and other versions are documented in [2.3](#) and [2.4](#).

3 ONE ZERO GROUP MEMBERS



This version has been designed to brand One Zero Group Member applications. This relationship and other versions are documented in the Group Member Graphic Standards in [Appendix 1](#).

2. THE LOGO

Minimum Size and Exclusion Zones

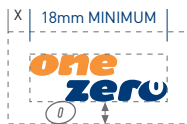
2.3

When using any version of the One Zero logo there are a number of rules that must be observed to protect the legibility of the type and to prevent visual clutter from diluting the value of the brand.

Firstly, the logo components must never appear any smaller than indicated below. The minimum size of the Telstra Dealer logo is also specified in the official Telstra Guidelines (Appendix 2).

Secondly, an exclusion zone must always be maintained. That is, absolutely no graphic or textual content can fall within this zone. The zone also excludes page edges. A larger exclusion zone is perfectly acceptable, but never any less than demonstrated below. It is worth noting that the exclusion zone in One Zero logos is equal to the height of the 'o' and not its width as these dimensions differ slightly.

BASIC CORPORATE VERSIONS

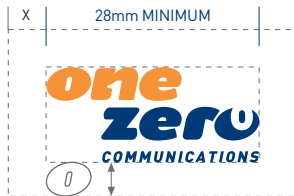


1_A_OZ.eps
X = height of letter 'o'



1_B_OZ.eps
X = height of letter 'o'

COMMUNICATIONS VERSIONS



1_C_OZ.eps
X = height of letter 'o'



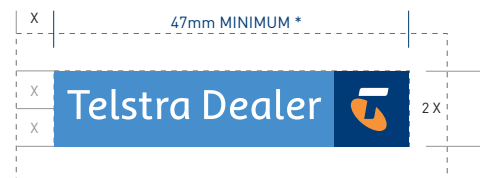
1_D_OZ.eps
X = height of letter 'o'

FREECALL VERSION



1_E_OZ.eps
X = height of letter 'o'

TELSTRA DEALER LOGO



1_TD.eps
X = half of box height

* Except for on One Zero business cards where it can be seen at a minimum of 30mm wide.

2. THE LOGO

Logo Applications

2.5

There are a wide variety of mediums and formats that can be employed for One Zero's corporate, advertising or marketing needs. The table below is adapted from the Telstra Dealer Guidelines and outlines the appropriate use of the documented logos in different circumstances.

Application	One Zero Logo	Both One Zero and Telstra Dealer Logos	Conditions
• Direct Mail	Yes	Yes	<p>Other than the requirement that you comply with the guidelines set out in this document and your obligations under The Trade Practices Act, use of the logo is (not) permissible in these areas.</p> <p>^Any websites using the Telstra Dealer Block must contain a link to the Telstra website www.telstra.com.au</p> <p>+ Stationery applications must follow the guidelines set out in part 5 of this document. The Telstra blocks should always be seen as secondary marques, but at no less than their minimum size.</p> <p>~ Anything related to the financial management or dealings of One Zero must not bear any of the Telstra blocks.</p> <p>≠ The nature of One Zero's relationship with Telstra should be accurately reflected in any application. Advertisements should be clearly identifiable as One Zero's. If an ad is intended to look like a Telstra advertisement ie. using the Harmony font, it must be approved by Telstra.</p>
• Point of Sale	Yes	Yes	
• Events/ Exhibitions	Yes	Yes	
• Store Signage (Internal & External)	Yes	Yes	
• Internal Publications	Yes	Yes	
• Promotional Items	Yes	Yes	
• Reports/Publications (External)	Yes	Yes	
• Sales Collateral	Yes	Yes	
• Press Advertising newspaper, magazines	Yes	Yes	
• Outdoor, TV & Cinema Advertising	Yes	Yes [≠]	
• Yellow Pages® Directory Advertising	Yes	Yes [≠]	
• Internet	Yes	Yes ^{≠^}	
• Corporate Stationery	Yes	Yes ⁺	
• Recruitment Advertising	Yes	No	
• Sponsorships & Related Signage	Yes	No	
• Vehicles	Yes	No	
• Uniforms	Yes	Yes [≠]	
• Bills	Yes	No	
• Billing Envelopes	Yes	No	
• Cheques	Yes	No	




3. COLOUR

Corporate Colours

3.1

The preference is always for the logo to be reproduced in the exact PMS colours. However, for use in advertising, on screen applications, outdoor signage graphics etc, different methods of production and representation require different colour specifications. Therefore, the chart below indicates the colours that must be specified for the colours in different reproductions.

CROSS MEDIUM COLOUR SPECIFICATIONS

1 Pantone Colour business cards, stationery etc	2 Process Colour flyers, full colour advertising etc	3 Screen Colours websites, Powerpoint etc	4 Opaque Vinyl by 3M Innovations sign graphics #		
PMS 021	C-0, M-65, Y-90, K-0	Hexadecimal FF 66 00	3M Bright Orange	→	 One Zero Orange
PMS 654	C-100, M-55, Y-0, K-48	Hexadecimal 00 00 66	3M Sapphire Blue	→	 One Zero Dark Blue
PMS 279	C-70, M-35, Y-0, K-0	Hexadecimal 00 66 CC	3M Cerulean Blue	→	 One Zero Light Blue

A Special Note for Signage Graphics When sourcing production on signage decals provide the sign maker with EPS digital artwork from the 1 Pantone Colour files list in 7.1. However, you must specify the use of the equivalent vinyl colours from the Opaque Vinyl 3M Innovations colours listed above (4).

3. COLOUR

Use of Corporate Colours

3.2

The preference is always for the logo to be reproduced in solid (100%) colour, ideally in their specified PMS colours. When reproducing the logo, the most important thing to consider is legibility. The use of a colour screen in print means there is not solid ink coverage in those areas. The logo should always maintain legibility through suitable contrast and size – see Minimum Size 2.3.

The digital art CD provides a resource of One Zero logos prepared in a range of colour formats, to accommodate for their use in different circumstances. It is necessary to refer to the guidelines set out in this document when selecting the appropriate logo colour format for a specific application. The digital file reference table can be viewed in 7.1.

EXAMPLES OF LOGO IN ACCEPTABLE COLOUR VARIATIONS



1 When the logo seen on a white background, the Full Colour (see 3.4) logo formats should always be used if the method of reproduction permits.



2 When seen on a coloured background, the Single Colour (see 3.4) logo formats should be used. Size and colour contrast should be carefully considered as legibility is the primary concern.

EXAMPLES OF LOGO IN UNACCEPTABLE COLOUR VARIATIONS



1 When any version of the logo is seen on a coloured background, the Single Colour (see 3.4) format should be used. Legibility is the primary concern.



2 The specified colours for each logo component can not be swapped or changed. Screening back the colours of the logo is also not permitted.

3. COLOUR

Greyscale Logo Representations

3.3

The One Zero Greyscale logo should maintain the same colour balance and contrast as the full colour version. The appropriate and inappropriate use of this formula is demonstrated below.

As with any reproduction of the logo, the most important thing to consider is legibility. The use of a 50% screen in print means there is half of the full ink coverage in those areas. Therefore crisp graphics and small type can be lost if their size is not carefully considered. Greyscale versions of the logo should only be used when it is not possible to use full colour (eg. newspapers), and where there is enough space to reproduce it at an appropriate size. If available space limits the size of a logo in a black & white application, the logo should be reproduced as a single solid black (100%). See 4.3, Single Colour Logos.

Logo versions should always be sourced from the supplied digital art CD using the file reference noted underneath the logos and listed in 7.1. Column 4 of the table lists the greyscale logo versions.

GREYSCALE FORMULA AND VALUES



One Zero Orange to
Process Black 50%



One Zero Blue to
Process Black 100%

4_STACK_G_c.eps
Minimum Size 25mm x 12mm



Telstra Light Blue to
Process Black 50%



4_BLOCK_G_c.eps
Minimum Size 25mm x 12mm

The formula above demonstrates how full colour representations correspond to the greyscale values. Greyscale logos should only be used when they are seen at a reasonable size in newspapers and other black & white publications.

EXAMPLES OF UNACCEPTABLE USE OF A GREYSCALE LOGO



Greyscale logos are not to be reversed on to a black background. The Single Colour logo in white should be used on this background.



The black percentage value combination does not correspond to the formula outlined above right

3. COLOUR

Single Colour Logo Representations

3.4

The appropriate and inappropriate use of a Single Colour One Zero logo in positive (seen in orange) and negative (seen on blue) representations is demonstrated below. Single Colour versions of the logo should only be used in cases where it is not possible to reproduce it in full corporate colours. Mediums of this nature include faxes, single colour advertisements/publications and rubber stamps.

The preference is always for the logo to be reproduced in solid (100%) colour, ideally in their specified PMS colours. When reproducing the logo, the most important thing to consider is legibility. The use of a colour screen in print means there is not solid ink coverage in those areas. The size and contrast of the logo should be carefully considered.

The single colour logo versions on the Digital Art Resource have been specifically designed for that form of colour representation and so should always be sourced from the supplied digital art CD using the file reference noted underneath the logos and listed in 7.1. Column 5 of the table lists the single colour logo versions.

EXAMPLES OF ACCEPTABLE USE OF SINGLE COLOUR LOGOS



4_STACK_S_c.eps
Minimum Size 20mm x 7mm



The broken sides in this block indicate a continuation of colour, ie. that it is not a box around the logo.

EXAMPLES OF UNACCEPTABLE USE OF SINGLE COLOUR LOGOS



4. TYPOGRAPHY

Corporate Typeface

4.1

One Zero's corporate typeface is FF Din (shown below). It should be used wherever possible to retain consistency amongst all One Zero collateral. This typeface is recommended for all graphic corporate design/print applications. No other typefaces or versions of FF Din, other than the versions indicated below are appropriate for use in for One Zero graphic design/print applications.

It is recommended that the One Zero corporate office obtain the font license for their use. However, it is unlikely that FF Din would be available to individual stores and offices. In this case it is acceptable to substitute it with Arial for day-to-day correspondence, forms and the web.

1 FF DIN LIGHT AND REGULAR → BODY COPY

A B C D E F G H I J K L M
o p q r s t u v w x y z
→ . , & 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n
N O P Q R S T U V W X Y Z
→ . , & 1 2 3 4 5 6 7 8 9 0

2 FF DIN MEDIUM → HEADINGS AND BODY TEXT HIGHLIGHTS

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
→ . , & 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n
o p q r s t u v w x y z
. , & 1 2 3 4 5 6 7 8 9 0

3 FF DIN BOLD → OCCASIONAL HIGHLIGHTS IN HEADINGS

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
→ . , & 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n
o p q r s t u v w x y z
→ . , & 1 2 3 4 5 6 7 8 9 0

5. STATIONERY

Business Card – Corporate Office

5.1

The business cards are one of the primary items of stationery that should accurately and professionally represent the organisation. They are used on a regular basis to distribute contact details and are kept for reference by current/potential clients, group members and suppliers. The version below includes both the Telstra Licensed Shop and Telstra Dealer logos and should only be used for corporate office personnel.

Corporate stationery items should always be reproduced from the appropriate digital files which have been prepared to follow the guidelines documented below. Full colour stationery items feature a background graphic which uses the 1 / 0 pattern in a subtle gradient. This graphic has been prepared specifically for each item as a high resolution image file and should always be reproduced as a monotone (or Freehand tint) in One Zero Light Blue PMS 279.

1 ONE ZERO TELSTRA LICENSED SHOP AND DEALER CORPORATE CARD → INDIVIDUAL



Scale 1:1 (All measurements mm)

If 'Mobile' is not to be included, that line should remain blank so that the email line remains positioned as seen in this example.

The background graphic is a specifically prepared image file which must be sourced in the dimensions specified here.

2 ONE ZERO TELSTRA LICENSED SHOP AND DEALER CORPORATE CARD → GENERAL



Finished Size 90mm (w) x 50mm (h)

Paper Stock Sapphire, Ultra Dull

350 GSM by Edwards Dunlop

Colours PMS 654, PMS 279, PMS 021

Finishes Double Sided Matt Varnish

See 5.3 for information on printing and preparing business card shells and over-prints →

The layout and typography should remain the same as the Individual Card except the name, title and mobile number are removed and the email and web addresses have been repositioned.

5. STATIONERY

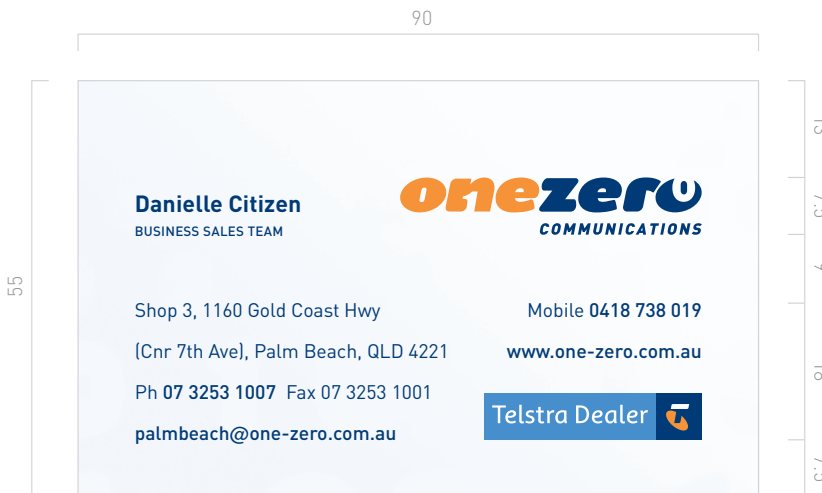
Business Card – One Zero Telstra Dealer

5.2

The business cards are one of the primary items of stationery which should accurately and professionally represent the organisation. They are used on a regular basis to distribute contact details and are kept for reference by current/potential clients, group members and suppliers. The version below should only be used for One Zero personnel with the exception of the corporate office which uses the One Zero, Telstra Shop and Dealer corporate office card documented in 5.1.

Corporate stationery items should always be reproduced from the appropriate digital files which have been prepared to follow the guidelines documented below. Full colour stationery items feature a background graphic which uses the 1 / 0 pattern in a subtle gradient. This graphic has been prepared specifically for each item as a high resolution image file and should always be reproduced as a monotone (or Freehand tint) in One Zero Light Blue PMS 279.

1 ONE ZERO TELSTRA DEALER CARD → INDIVIDUAL



Scale 1:1 (All measurements mm)

The Telstra Dealer Logo can not be reproduced any smaller than 30mm.

The background graphic is a specifically prepared image file which must be sourced in the dimensions specified here.

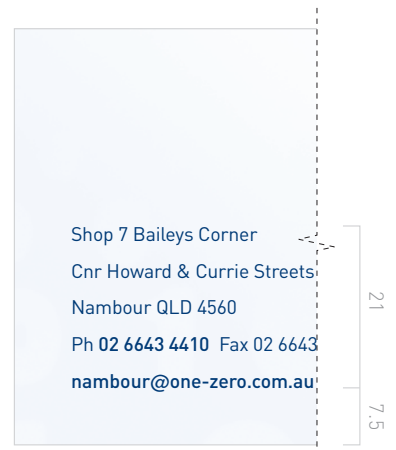
Finished Size 90mm (w) x 50mm (h)
Paper Stock Sapphire, Ultra Dull 350 GSM by Edwards Dunlop
Colours PMS 654, PMS 279, PMS 021
Finishes Double Sided Matt Celloglaze

The **mobile number** is optional on this card. If it is to be omitted, all other details must remain positioned as seen in the example above.

2 ONE ZERO TELSTRA DEALER CARD → GENERAL



The layout and typography should remain the same as the Individual Card. The only difference being the removal of the name, title and mobile number.



The address should generally fit onto two lines, however, this example shows how a **three line address** should look.

5. STATIONERY

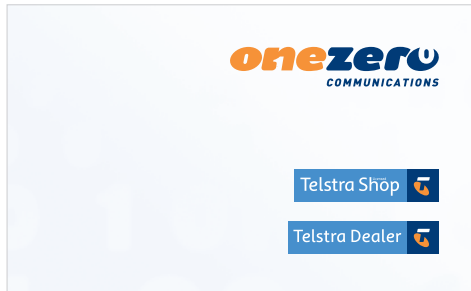
Business Card Printing – Shells and Overprints

5.3

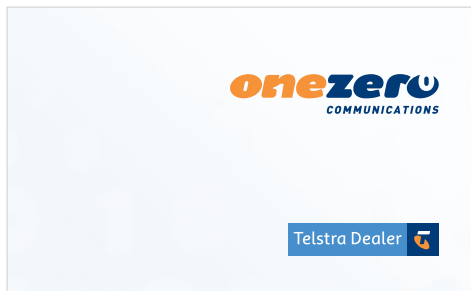
The coloured items of the corporate stationery should always be printed professionally offset using the three Pantone colours specified. When large runs are necessary over long periods of time, it can be cost effective to invest in printing three colour shells and overprinting details in a single colour as personalised items are needed over time. This process could be used for business cards, letterheads and with compliments slips.

Business card shells would be set up digitally on a large sheet filled with multiple cards. The initial three colour offset print would include the non-variable details – the logos and background graphic. The variable details such as the names, email address etc would then be digitally set up on the same sheet layout and offset overprinted on to the shells in smaller single colour runs as required. It allows for a flexible production of individual and general cards.

1 ONE ZERO CORPORATE CARD → SHELL AND OVERPRINT



2 ONE ZERO CORPORATE CARD → SHELL AND OVERPRINT



Logos and background graphic printed in three Pantone colours set up as multiples on a sheet.

Same sheet set-up with single colour variables text on pre-printed shells in small runs as required.

5. STATIONERY

Letterhead and Follower

5.4

The One Zero letterhead is one of the primary items of corporate stationery which should accurately and professionally represent the organisation. It is used on a regular basis to brand general communication being sent out to current/potential clients, group members and suppliers.

Corporate stationery items should always be reproduced from the appropriate digital files which have been prepared to follow the guidelines documented below. Full colour stationery items feature a background graphic which uses the 1 / 0 pattern in a subtle gradient. This graphic has been prepared specifically for each item as a high resolution image file and should always be reproduced as a monotone (or Freehand tint) in One Zero Light Blue PMS 279.

Individual stores should be print letterheads digitally (full colour) from a non-editable PDF supplied by head office. Users can then overprint their letters as required on a black & white printer.

1 LETTERHEAD AND FOLLOWER → DIMENSIONS AND SPECIFICATIONS



Scale 1: 3

Finished Size 210mm (w) x 295mm (h)

Paper Stock Nordsett 120 GSM by Raleigh

Colours PMS 654, PMS 279, PMS 021



Scale 1: 1.5 The details shown above are NOT to be reproduced on the Follower layout.



Scale 1: 2.5 The details shown above are NOT to be reproduced on the Follower layout. **When the Telstra Shop Logo is not needed, it should be removed from its position and all else should remain as shown here.**



Scale 1: 1 Only the One Zero Communications logo remains for the Follower. Page dimensions and logo positioning are the same for both Letterhead and Follower.

The Address Block should be changed by head office before sending out as a PDF to the individual stores/offices.

1 Main Text FF Din Light 7.6pt (or substitute Arial)

2 Ph Number FF Din Medium 7.6pt (substitute Arial Bold)

3 @ symbol Univers 55, 7.6pt (or substitute Arial)

5. STATIONERY

With Compliments Slip

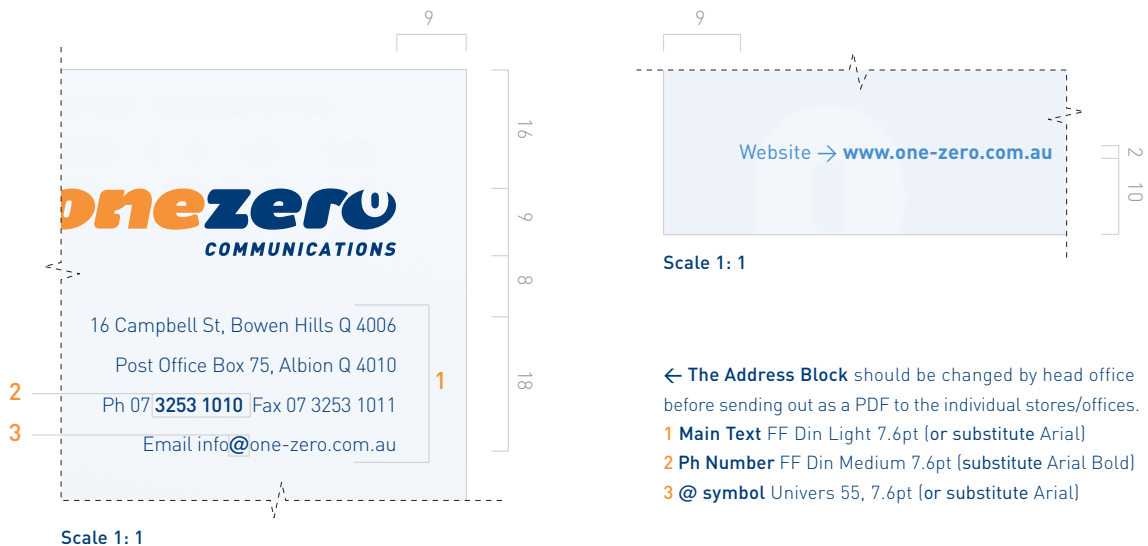
5.5

Please use the typeface Din (shown below), wherever possible to retain consistency amongst all One Zero collateral. This typeface is recommended for all graphic design/print applications for the One Zero. No other typefaces or versions of Din, other than the versions indicated below are appropriate for use in graphic design/print applications for One Zero.

Corporate stationery items should always be reproduced from the appropriate digital files which have been prepared to follow the guidelines documented below. Full colour stationery items feature a background graphic which uses the 1 / 0 pattern in a subtle gradient. This graphic has been prepared specifically for each item as a high resolution image file and should always be reproduced as a monotone (or Freehand tint) in One Zero Light Blue PMS 279.

Individual stores can print with comps digitally (full colour) from a non-editable PDF supplied by head office. This version would not include a background graphic.

1 WITH COMPLIMENTS SLIP → DIMENSIONS AND SPECIFICATIONS



5. STATIONERY

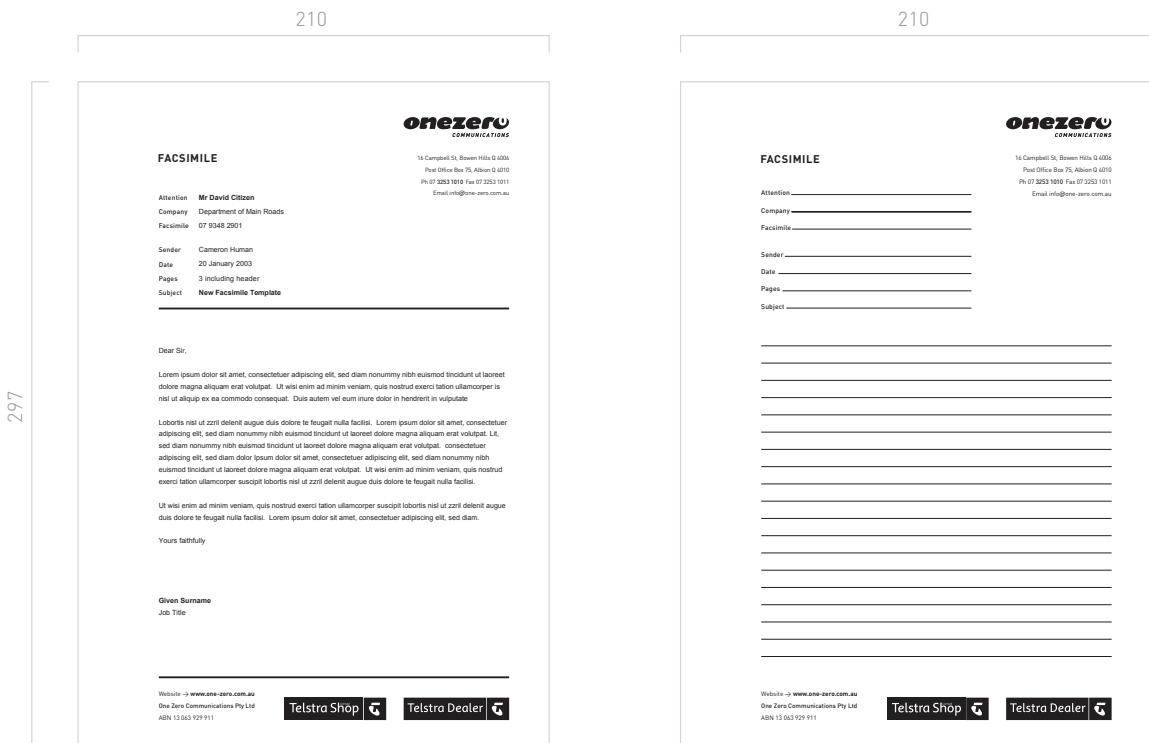
Facsimile Header

5.6

The facsimile header should accurately and professionally represent the organisation. It is used on a regular basis to brand general communication being sent out to current/potential clients, group members and suppliers.

Facsimile header forms should always be reproduced from the appropriate digital files which have been prepared to follow the guidelines documented below. The typed facsimile version (below left) has been supplied as a Word template with active input fields for each use. The written version (below right) is supplied as a partly locked Word document to be printed out as required.

1 FACSIMILE → DIMENSIONS AND SPECIFICATIONS



Template Version Scale 1: 3.4 (All measurements mm)

The version displayed above is designed to be used as a template in Microsoft Word. It would be printed in-house and faxed as seen above. See the Typography section 4.1.

Hand Written Version Scale 1: 3.4

The version displayed above is designed to be used for fast, hand written facsimile transmissions. Multiple blank copies can be stored by the machine for convenience.



Scale 1: 1.5 When the Telstra Shop Logo is not needed, it can be removed from its position and all else should remain as shown here. Line is only on the Word Template.

The facsimile header guidelines continue over page →

5. STATIONERY

Facsimile Header (Continued)

5.6

The two versions of the facsimile header should always be reproduced from the supplied Word documents. The files have been prepared to follow the guidelines documented below. Printed text and hand written notes should always be in 100% black. The grey displayed here signifies an active field in the supplied Word document. The address blocks should be changed in the word documents or PDFs by head office before emailing them to the individual stores and offices. The fonts specifications below should be strictly adhered to in this process.

1 FACSIMILIE → DIMENSIONS AND SPECIFICATIONS CONTINUED

Attention	Mr David Citizen
Company	ABC Mobile Accessories
Facsimile	07 9348 2901
Sender	Cameron Human
Date	20 January 2003
Pages	3 including header
Subject	New Facsimile Template

Template Version Scale 1: 1 (All measurements mm)

The version displayed above is designed to be used as a template in Microsoft Word. It would be printed in-house and faxed as seen above. See specs below and in 4.1.

All text should be 100% Black

The grey displayed here signifies active fields. Within these fields, the font used should comply to the following:

- 1 **Attention** FF Din Medium 9pt (or substitute Arial Bold)
- 2 **Company–Pages** FF Din Regular 9pt (or substitute Arial)
- 3 **Subject** FF Din Medium 9pt (or substitute Arial Bold)

The **Address Block** should be changed by head office before emailing out to the individual stores/offices.

- 4 **Main Text** FF Din Regular 9pt (or substitute Arial)
- 5 **Ph Number** FF Din Medium 8pt (or substitute Arial Bold)
- 6 **@ symbol** Univers 55, 8pt (or substitute Arial)

Hand Written Version Scale 1: 1

The version displayed above is designed to be used for fast, hand written facsimile transmissions. Multiple blank copies can be stored by the machine for convenience.

onezero
COMMUNICATIONS

16 Campbell St, Bowen Hills Q 4006
Post Office Box 75, Albion Q 4010
Ph 07 3253 1010 Fax 07 3253 1011
Email info@one-zero.com.au

Scale 1: 1

18

6. SIGNAGE

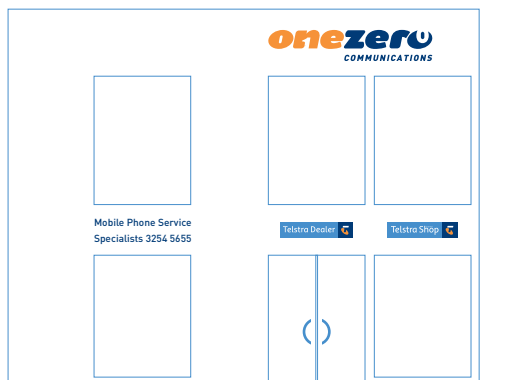
Corporate Office

6.1

One Zero's corporate office signage should accurately and professionally represent the organisation and the nature of One Zero's relationship with Telstra, as a Telstra Dealer and Licensed Shop Manager/Owner. Both Telstra and One Zero guidelines must be considered for any signage application. It is most important to observe the logo exclusion zones as in section 2.3 of this document.

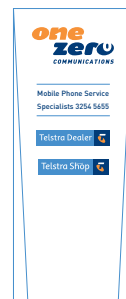
It is important to maintain a clear hierarchy of information. Specifically, the One Zero logo should be the most dominant graphic, followed by a positioning statement (if necessary) and then the Telstra Dealer logo which should be of lesser or equal dominance to the statement. It is not permitted to use the Telstra symbol without the Telstra Dealer Wordmark.

1 CORPORATE OFFICE → EXAMPLES



Front Entry/Main Façade

It is only necessary to include each graphic once on each Façade. Unnecessary graphic repetition degrades the overall reading. Vinyl should be specified as per 3.1.



Pylon Sign

This sign would be used to brand the area closer to the road for passing motorists. The sign should be clear and concise. Vinyl should be specified as per 3.1.

6. SIGNAGE

Shop Front

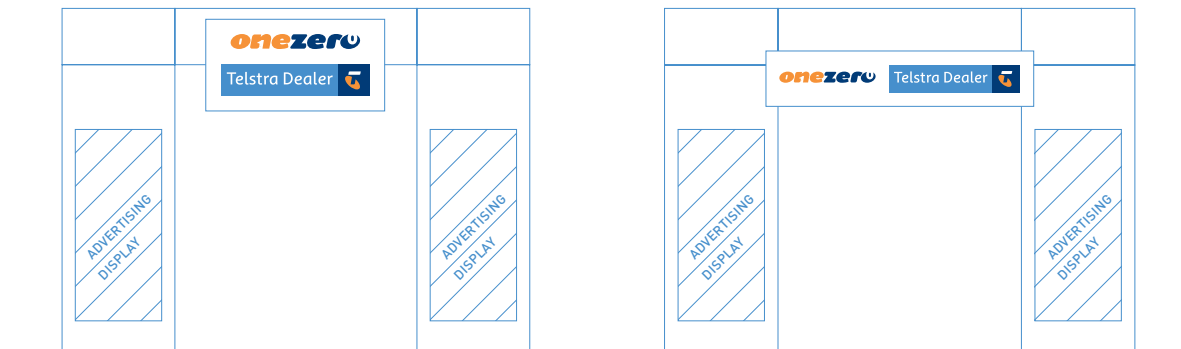
6.2

One Zero shop front signage should accurately and professionally represent the organisation and the nature of One Zero's relationship with Telstra, as a Telstra Dealer. Both Telstra and One Zero guidelines must be considered for any signage application. It is most important to observe the logo exclusion zones as in section 2.3 of this document.

It is important to maintain a clear hierarchy of information. Specifically, the One Zero logo in an appropriate relationship with the Telstra Dealer logo should be the most dominant graphic, followed by window advertising material and displays which should appear lower and less dominant. It is not permitted to use the Telstra symbol without the Telstra Dealer Wordmark.

Before initiating construction, all signage design and construction drawings must be approved, not only by One Zero Management and Telstra, but by the Shopping Centre Management also.

1 SHOP FRONT → EXAMPLES



Option 1 – Standard Front

The option above employs a specified relationship between the One Zero and Telstra Dealer logos. It would be appropriate for a standard to small shop front. It is only necessary to include each graphic once on the store external. Vinyl colours should be specified as per 3.1.

Option 1 – Wide Front

The option above observes the logo exclusion zones and would be most appropriate for a wider shop front. It is only necessary to include each graphic once on the store external. Vinyl colours should be specified as per 3.1.

6. SIGNAGE

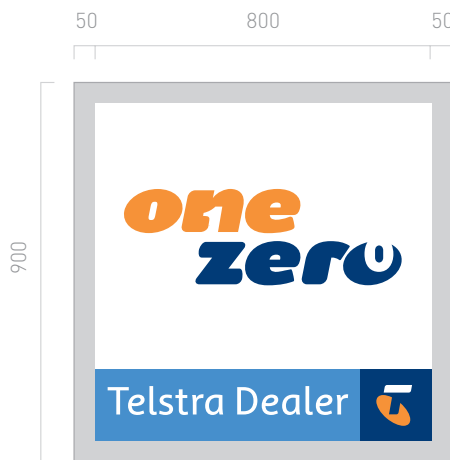
Internal Shop Signage

6.3

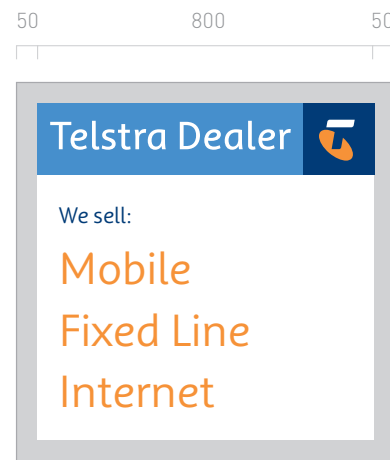
The internal shop signage should accurately and professionally represent the organisation and the nature of One Zero's relationship with Telstra, as a Telstra Dealer. Both Telstra and One Zero guidelines must be considered for any signage application. It is most important to observe the logo exclusion zones as specified in section 2.3 of this document.

It is important to maintain a clear hierarchy of information. It is not permitted to use the Telstra symbol without the Telstra Dealer Wordmark. Refer to the latest version of the Telstra Dealer Guidelines Appendix 2. Vinyl colours should be specified as in 3.1.

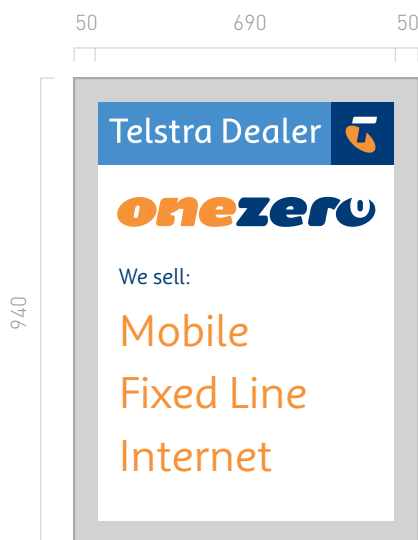
1 INTERNAL SHOP SIGNAGE → EXAMPLES



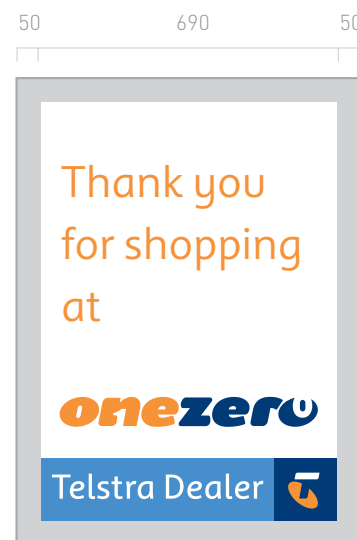
900 x 900mm (all measurements in mm)
Back illuminated sign. Positioned on rear shop wall.
Image area 800mm square with 50mm aluminium frame.



900 x 900mm Back illuminated sign. Positioned on rear shop wall. Image area 800mm square with 50mm aluminium frame.



690 x 940mm Double sided back illuminated sign. Positioned in front window display. Image area 840mm x 595 with 50mm aluminium frame.



690 x 940mm Double sided back illuminated sign. Positioned in front window display. Image area 840mm x 595 with 50mm aluminium frame.

7. DIGITAL ARTWORK INDEX

Logo File Listing

7.1

	1 PANTONE COLOUR FILES #	2 PROCESS COLOUR FILES #	3 SCREEN COLOUR FILES #	4 GREYSCALE FILES #	5 SINGLE COLOUR FILES #
Version A	1_STACK_mem.eps 	2_STACK_mem.eps 	3_STACK_mem.gif 	4_STACK_mem.eps 	5_STACK_mem.eps 
Version B	1_INLINE_mem.eps 	2_INLINE_mem.eps 	3_INLINE_mem.gif 	4_INLINE_mem.eps 	5_INLINE_mem.eps 
Version C	1_BLOCK1_mem.eps 	2_BLOCK1_mem.eps 	3_BLOCK1_mem.gif 	4_BLOCK1_mem.eps 	5_BLOCK1_mem.eps 
Version D	1_BLOCK2_mem.eps 	2_BLOCK2_mem.eps 	3_BLOCK2_mem.gif 	4_BLOCK2_mem.eps 	5_BLOCK2_mem.eps 
Telstra Dealer	1_TD.eps 	2_TD.eps 	3_TD.gif 	4_TD.gif 	5_TD.eps 

Make sure you have read the preceding guidelines to ensure you are choosing the appropriate artwork for your requirements. Signage artwork should be prepared using PMS colours.

NOTE on EPS FILES

EPS files provide high resolution images for print. EPS files can be imported into most applications, if the necessary programs are not available to open them outright. Take care when scaling not to distort the image.

NOTE on GIF FILES

GIF files are small and are suitable only for use in screen applications, such as on websites or in Powerpoint presentations. They are provided at their maximum useful size. When reducing them in scale take care not to distort the form.

NOTE Some of the logos above are shown at less than their minimum size for the purposes of this reference table. These logos should not be reproduced at less than their minimum size.

The Logo File Listing continues over the page →

7. DIGITAL ARTWORK INDEX

Logo File Listing

7.1

	1 PANTONE COLOUR FILES #	2 PROCESS COLOUR FILES #	3 SCREEN COLOUR FILES #	4 GREYSCALE FILES #	5 SINGLE COLOUR FILES #
Version E	 1_INLINE_mem.eps	 2_INLINE_mem.eps	 3_INLINE_mem.gif	 4_INLINE_mem.eps	 5_INLINE_mem.eps
Version F	 1_BLOCK1_mem.eps	 2_BLOCK1_mem.eps	 3_BLOCK1_mem.gif	 4_BLOCK1_mem.eps	 5_BLOCK1_mem.eps
Version G	 1_BLOCK2_mem.eps	 2_BLOCK2_mem.eps	 3_BLOCK2_mem.gif	 4_BLOCK2_mem.eps	 5_BLOCK2_mem.eps
Version H	 1_BLOCK2_mem.eps	 2_BLOCK2_mem.eps	 3_BLOCK2_mem.gif	 4_BLOCK2_mem.eps	 5_BLOCK2_mem.eps

Make sure you have read the preceding guidelines to ensure you are choosing the appropriate artwork for your requirements. Signage artwork should be prepared using PMS colours.

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