



An Australian Government Initiative



# NAVAL SHIPBUILDING COLLEGE

## Style Guide

The NSC logo is available in both stacked and landscape formats however the stacked version should be used wherever possible and is considered the Primary Logo.

The Commonwealth Crest and the words 'An Australian Government Initiative' must always appear with the NSC logo as shown subject to the exception detailed below.

The NSC logo is made up of three components: the NSC logotype, the graphical symbols of the ships/submarine and NSC written in full.

**Stacked version:  
PRIMARY LOGO**



**An Australian Government Initiative**



**Landscape version:  
SECONDARY LOGO**



**An Australian Government Initiative**



The NSC logotype and the graphical symbols of the ships/submarine can appear on their own only in instances when the full logo has been previously introduced (e.g. a proposal template) or where there is a requirement for the NSC identity to be reproduced at a very small size (e.g. in icon form in social media).

**Logotype:**



**NSC Endorsement:**

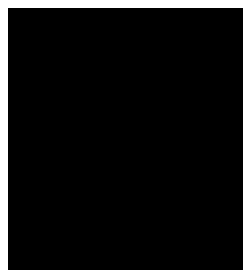
The NSC Endorsement Seal is available in landscape format only. Its use is restricted to correspondence and communication material related to the College's Training and Education Provider program.



**PRIMARY COLOUR PALETTE**

The Primary NSC logo colour palette consists of four main colours.

The colour palette is a vital component of the NSC visual identity and should be adhered to in all communications.



Black	
HEX	000000
C	0
M	0
Y	0
K	100



PMS	7463
HEX	002B49
C	100
M	53
Y	0
B	73
K	72



PMS	7691
HEX	006298
C	100
M	44
Y	0
B	152
K	15



PMS	430
HEX	7C878E
C	50
M	34
Y	27
K	11

**SECONDARY COLOUR PALETTE**

The Secondary colour palette is used in print and on-line material in relation to **Job Families** when referring to career options and job roles in naval shipbuilding.



Engineering	
HEX	D03025
C	10
M	95
Y	100
K	5



Supply Chain	
HEX	E78A25
C	7
M	54
Y	100
K	0



Program Management	
HEX	349150
C	80
M	20
Y	90
K	5



Operations	
HEX	0086B7
C	90
M	30
Y	10
K	5



Support	
HEX	A65494
C	38
M	80
Y	10
K	0

The NSC logo only exists in three versions: full colour, black and white.

#### FULL COLOUR (CMYK/RGB)

The full colour version is the preferred option, and should be used over white or light backgrounds only.

#### BLACK (MONO)

The black version may be used in situations where the colour version clashes with the design of a communication, or when colour reproduction is not possible. It is suitable to be used over white or pale backgrounds.

#### WHITE (REVERSED)

The white version may be used where the legibility of the colour or black logo is compromised, for example over dark backgrounds or overlaid on a dark design or image.

#### FULL COLOUR (CMYK/RGB)



An Australian Government Initiative



#### BLACK (MONO)



An Australian Government Initiative



#### WHITE (REVERSED)



An Australian Government Initiative



An Australian Government Initiative



The Helvetica Neue font family has been selected as the primary typeface for use within material using the NSC logo.

The Helvetica Neue font is an important element of our visual identity and has been selected for use in externally produced communications.

If Helvetica Neue is not available, Arial is the substitute system font family.

Calibri is the recommended font only to be used in the MS Word letterhead templates.

#### HELVETICA NEUE LT 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

#### HELVETICA NEUE 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

#### HELVETICA NEUE 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

#### HELVETICA NEUE 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

#### ARIAL Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

#### ARIAL Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

#### HELVETICA NEUE LT 56 Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

#### HELVETICA NEUE 46 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

#### HELVETICA NEUE 66 Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

#### HELVETICA NEUE 76 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

#### ARIAL Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

#### ARIAL Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### CLEAR SPACE

There must be a defined clear space within all applications of the NSC logo and its components.

This area must also remain free of other graphics, logos and type in order to ensure the clarity and legibility of the logo.

The recommended clearance space is measured by the width of the "N" in NSC.



### MINIMUM SIZE

The minimum size has been established to ensure optimal legibility of the NSC logo.

#### PRINT REPRODUCTION



#### ONLINE REPRODUCTION



The NSC letterheads exist as MS Word templates on SharePoint.

Paper Size: A4

Font: Calibri

Size: 10pt (1.15 line space).

Format: Left Aligned

Paragraph space: 12pt

English (Australian) spelling convention to be used.



**Text to align with logo**

An Australian Government Initiative  
**NSC** | NAVAL SHIPBUILDING COLLEGE

Our Ref: [correspondence register SharePoint]  
Email: [firstname.lastname]@navalshipbuildingcollege.com.au  
XX Month 20XX

Ms Firstname Lastname  
Position/Job title  
Company/Organisation

Dear [Name],  
**Subject**  
*Bus estis inci di blabore mporum, ut litaturio omnimilique nos ea nullorum rerundion repellia aut aceaquiducid quasi omnimi, nihil in pos ni ditibeaquid ellorum porate nimin conest, et est eturia qui unt. Omniaandae sequiate dolesedit si dus durant mint vel mod qui odias est, secepudia de situs ut quam untorep ersped etur?*  
*Simagni hicdem hilique cumquod igento quunt faccabo. Anitio. Danime non conseques et, volor magnisqui sus et, solorem que dolupitatur aborenensis remolor erionse peris ut plabo. Ecus suntis aut lautet voloria con restis etur sequibus eos eate vellabo. Ut ipsum nis etur, tem am volecab ipienissin pre et dolorem el ium es sus. Laborit ibusciet acillentur arit, ommost, int. Git acculpa eum, to blam cus aut iducit is autas ad ut aut acidessum, il is derestri orepli tatquunto mi, sequam, nobis exernatur atur, idenduc iatibus core culla derorrupta*  
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*Aligni voluptia apellentis volores cimusandis sceptur, core, ommolestrum que volliquatis es vid mil esequidusa dolectatem apid modionem sum eleviliatus, estruplate ipsanda*  
*Yours faithfully*

Firstname Lastname  
Position/Job title  
Naval Shipbuilding College



**Text to align with logo**

An Australian Government Initiative  
**NSC** | NAVAL SHIPBUILDING COLLEGE

Our Ref: [correspondence register SharePoint]  
Email: [firstname.lastname]@navalshipbuildingcollege.com.au  
XX Month 20XX

Ms Firstname Lastname  
Position/Job title  
Company/Organisation

Dear [Name],  
**Subject**  
*Bus estis inci di blabore mporum, ut litaturio omnimilique nos ea nullorum rerundion repellia aut aceaquiducid quasi omnimi, nihil in pos ni ditibeaquid ellorum porate nimin conest, et est eturia qui unt. Omniaandae sequiate dolesedit si dus durant mint vel mod qui odias est, secepudia de situs ut quam untorep ersped etur?*  
*Simagni hicdem hilique cumquod igento quunt faccabo. Anitio. Danime non conseques et, volor magnisqui sus et, solorem que dolupitatur aborenensis remolor erionse peris ut plabo. Ecus suntis aut lautet voloria con restis etur sequibus eos eate vellabo. Ut ipsum nis etur, tem am volecab ipienissin pre et dolorem el ium es sus. Laborit ibusciet acillentur arit, ommost, int. Git acculpa eum, to blam cus aut iducit is autas ad ut aut acidessum, il is derestri orepli tatquunto mi, sequam, nobis exernatur atur, idenduc iatibus core culla derorrupta*  
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*Yours faithfully*

Firstname Lastname  
Position/Job title  
Naval Shipbuilding College

To be used for College business (e.g. when writing to a student on a scholarship).

MS Word File: NSC A4 Letterhead

To be used for College business when the correspondence is in relation to the College's Training and Education Provider Endorsement program.

MS Word File: NSC A4 Letterhead



The NSI letterhead exists as an MS Word template on SharePoint.

Paper Size: A4

Font: Calibri

Size: 10pt (1.15 line space).

Format: Left Aligned

Paragraph space: 12pt

English (Australian) spelling convention to be used.



To be used for company business (e.g. when writing to a customer on a contractual issue).

MS Word File: NSI A4 Letterhead

The NSC PowerPoint template is on SharePoint.

Content is up to the individual to tailor their own presentation to suit the audience and subject matter. Material from existing slides can be used, however if creating new content a few guidelines should be observed.

1. Avoid slides with too much content.

Slides with too much text (more than say three paragraphs) are difficult to read by an audience. Summarise complex information with a supplementary hand-out if more detail is required.

2. Avoid using low resolution or 'clip art' style graphics as these make the presentation look amateur. The College needs to be presented as a competent, professional organisation.

If you need help compiling a presentation please seek the assistance of the Communications Team for Graphic and Copy-writing assistance



Opening Logo slide (optional)



Title slide



Section title slide



Blank slide



Closing slide (optional)

For any questions regarding NSC branding or identity  
please contact NSC Communications Manager.

**LEANNE STACE**  
**NAVAL SHIPBUILDING COLLEGE**  
**Communications & Engagement Manager**

Phone: +61 (0) 8 8448 2506  
Email: [leanne.stace@navalshipbuildingcollege.com.au](mailto:leanne.stace@navalshipbuildingcollege.com.au)