



STYLE GUIDE

→ ISSUE 1 → JULY 2007

The purpose of this style guide is to ensure appropriate and professional uses of the AMC Logo and visual branding.



Australian Marine Complex

AMC Management (WA) Pty Ltd
124 Quill Way, Henderson WA 6166
Ph + 61 8 9437 0500 Fax +61 8 9437 0555
australianmarinecomplex.com.au

Master Logos

The Master Logo's are represented on this page; these are the logo's to be considered in the first instance.



Logo Variations

Within the range of Logo's are the following variations. These are to be used where appropriate. It is always preferred that the landscape version of the logo be used, however, a portrait version is available for applicable situations. Also shown here are mono and reverse mono versions for black and white application.

Landscape



Portrait



How to use the logo

The white background logo versions are to be used on a white background only.



The Logos shown within a coloured block can be used on a white or coloured background. Where a colour is similar to or interfering with the block colour a white key line will be required as shown.



Unacceptable use of the logo

Freeform logos should not appear on coloured or tinted background.

Logos must never appear on a tinted or colour background



Logos on coloured backgrounds must never appear without a key line. The key line must always be white and no other colour can be used.

Logos on colour backgrounds must never appear without a Keyline






The Keyline colour must never change








Main Colour Palatte

All printed collateral to be printed using CMYK process and the colour codes and breakdowns and as follows:

PMS 314C	c100, m0, y9, k30
	
PMS 2955C	c100, m45, y0, k37
	
PMS 1385C	c0, m44, y100, k7
	

Secondary Colour Palatte

A secondary colour palette has been chosen to compliment the colours within the logo. Tinted version of these colours can also be incorporated within the design of collateral. All printing should be using CMYK process and the colour codes and breakdowns are as follows.

			PMS 583C	c23, m0, y100, k17
			PMS Cool Grey 8C	c0, m1, y0, k43
			PMS 2905C	c41, m2, y0, k0
			PMS 1797C	c0, m100, y99, k7
			PMS 577C	c24, m0, y46, k10
			PMS Warm Grey 8C	c0, m9, y16, k43
			PMS BlackC	c0, m0, y0, k100

Font Family

DIN is the font to be used for all graphic design promotional material and collateral.

Verdana should be used for all word processing, email and other internal uses.

DIN - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

DIN - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

DIN - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

DIN - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

DIN - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Verdana - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Verdana - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Examples of Logo Use

It is always preferred that the landscape version of the logo be used, however, a portrait version is available for applicable situations.





AUSTRALIAN MARINE COMPLEX
WESTERN AUSTRALIA

**AUSTRALIAN MARINE COMPLEX
TECHNOLOGY PRECINCT
EXPRESSION OF INTEREST**

The Australian Marine Complex Technology Precinct is the fourth precinct of the wider Australian Marine Complex. Its development will comprise innovative technology and research based enterprises, education and training institutions and companies that are involved in the marine, defence and oil & gas sectors.

A Central Services Facility is currently under construction which will provide support, meeting and social amenities for technology based organisations located/locating to the Technology Precinct and for use by the wider business and community within the AMC. Construction of Phase 1 (tavern/café, retail) will be completed in September 2007 and Phase 2 (data centre, gym and function centre facilities) in March 2008.

EXPRESSIONS OF INTEREST ARE NOW BEING SOUGHT for complementing service providers and qualifying tenants, on a leasehold basis, in the following areas:-

- Commercial Offices
- Professional Suites
- Data Centre
- Food and Beverage Operator (Tavern/Café/Catering)
- Retailers
- Gymnasium



Department of Industry and Resources

For further information and to submit an Expression of Interest please contact: Mr Mark Jones
Leasing Manager
Australian Marine Complex
2 Brodie Hall Drive,
Technology Park, Bentley
PH: 9451 0852
E: mark.jones@techparkwa.org.au

Expressions of Interest are due by Close of Business 11 May 2007.

AUSTRALIAN MARINE COMPLEX TECHNOLOGY PRECINCT










Australian Marine Complex Technology Precinct in Henderson, Western Australia:

- integrated mix of industry, research, academia and support services
- marine, defence, oil and gas technology development
- business development services
- innovation and entrepreneurship

For further information on locating a business within the Australian Marine Complex Technology Precinct, phone 9222 3333 or email amctp@doir.wa.gov.au



Department of Industry and Resources



ACEPT
AUSTRALIAN COMPLEX ENTERPRISE TECHNOLOGY PRECINCT



AUSTRALIAN MARINE COMPLEX
WESTERN AUSTRALIA

www.australianmarinecomplex.com.au

Examples of Logo Placement


Multiple Logo Use

Where multiple logos, such as Department of Industry and Resources & Landcorp, are to appear they should be placed at the bottom of the marketing material, the AMC should appear as part of the heading and be the main logo. Where a piece of material has multiple pages the AMC logo should appear on both the heading and the back with accompanying logo's.

Precincts

Where a precinct is to be named on a piece of collateral then it should not appear to be part of the logo or be positioned to close to the logo. The precinct name such as "Technology Precinct" should appear separately and in the header of the material.

You're invited



AUSTRALIAN MARINE COMPLEX

WESTERN AUSTRALIA

To a technical presentation and operational viewing of one of the world's largest and most powerful cutter suction dredges, Leonardo da Vinci, in operation at the Australian Marine Complex.

TIME:

DATE:

VENUE:

DRESS:

Please confirm attendees from your organisation by Monday 16 July to Nicole Stewart on 1300 730 498 or email amcosp@pmcwa.com.au including 'technical presentation' in the subject line.

The Department of Industry and Resources and LandCorp have pleasure in inviting you to attend a technical presentation and operational viewing of the 130m, 20,260kw cutter suction dredge.

The global marine engineering firm, Jan De Nul Group's Leonardo da Vinci is undertaking a three-week major dredge program to create a 17.5m deep pocket in the Southern Harbour. The works are part of the State Government's \$174m infrastructure upgrade and will accommodate the operation of the floating transfer dock.

This invitation may be extended to the appropriate people within your organisation, however, to ensure adequate logistics are provided, please advise Nicole Stewart of all attendees.

PROGRAM

9.30 - 10.00am

Registration and refreshments

10.00 - 11.00am

Introduction to the AMC Common User Facility Jonathan Smith, AMC Management

Project Overview: \$174m infrastructure upgrade Mark Pasalich, LandCorp

Operational briefing: Dredge works Paul Janssens, Flanders Dredging Corporation

Environmental management: Dredge works Neville Blessing, Parsons Brinckerhoff



11.00 - 12.00pm

Close-up inspection of dredge operations including 18ha dredged material reclamation area and settling ponds

12.00 - 12.30pm

Light lunch and discussion

www.australianmarinecomplex.com.au




AUSTRALIAN MARINE COMPLEX

WESTERN AUSTRALIA


TECHNOLOGY PRECINCT





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Department of Industry and Resources



www.australianmarinecomplex.com.au





AUSTRALIAN MARINE COMPLEX

WESTERN AUSTRALIA

COMMON USER FACILITY



World class fabrication, assembly, loadout, ship conversion and maintenance





PERTH

Indian Ocean


COMMON USER FACILITY ENQUIRIES

AMC Management (WA) Pty Ltd

124 Quill Way, Henderson WA 6168

Ph + 61 8 9437 0001 Fax +61 8 9437 0555

info@amc.com.au www.australianmarinecomplex.com.au

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