

# Brand Guidelines

2024

[tio.com.au](https://tio.com.au)



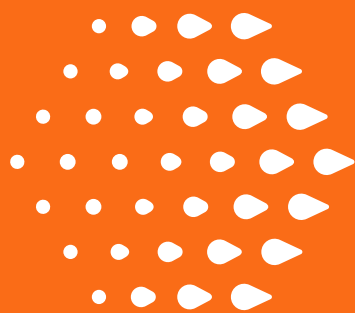
## Brand essence

# Connecting People; Building Trust; and Delivering Fairness.

Future ready systems and processes to ensure we remain relevant, accessible and effective.

Section 1

Brand  
Overview



## Introduction

These brand guidelines have been developed to provide a comprehensive understanding of the Telecommunications Industry Ombudsman brand.

They provide an overview of our core elements and outline the best practice for achieving consistent and compelling brand communications.

## **Vision**

Fair and accessible communications market for Australia.

## **Our ambition**

Our ambition is to be a leading contributor to enhanced community confidence in the telecommunications industry.

## Our scope

Dealing with individual and systemic complaints.

Promoting fair and effective resolution of complaints.

Providing information and analysis to community, government, and members.

## Our goals

A flexible, high-performance culture in which we thrive.

An operating model that is dynamic and fit for purpose.

Deliver a valued and valuable service to consumers and community.

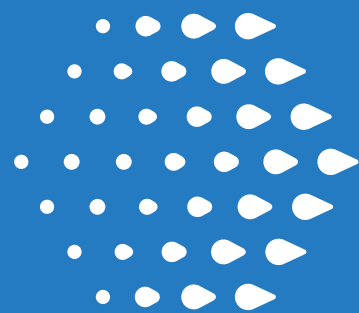
Deliver a valued and valuable service to industry.

Influential and trusted voice shaping the dispute resolution environment in a changing communications market.

Future ready systems and processes to ensure we remain relevant, accessible and effective.

**Section 2**

Brandmark



## Introducing our brandmark

Our brandmark is the cornerstone of our 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

## Brandmark Colour

The colour version must be used only on white or Ivory backgrounds. In some instances, it can be used on backgrounds in the 100 extended shade range family.

## Brandmark Colour Reversed

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

## Brandmark Mono and Mono Reversed

The mono reversed version can be used on any one colour applications. Please check legibility and contrast when using either version on certain brand colours.

Note: All mentioned versions of our brandmark are available in master artwork files, in PDF (vector) and high resolution PNG and JPG formats.

Brandmark –  
Colour



Brandmark –  
Colour  
Reversed



Brandmark –  
Mono



Brandmark –  
Mono  
Reversed



# Brandmark

## Alternate lock-up

There is an alternative lock-up version of the brandmark for use when horizontal limitations restrict the size and impact of the brandmark.

It should only be used in when the normal version would lead to a compromised outcome in very tall narrow applications.

Note: All mentioned versions of our brandmark are available in master artwork files, in PDF (vector) and high resolution PNG and JPG formats.

Alternate  
lock-up –  
Colour



Alternate  
lock-up –  
Mono



Alternate  
lock-up –  
Colour  
Reversed



Alternate  
lock-up –  
Mono  
Reversed



# Brandmark

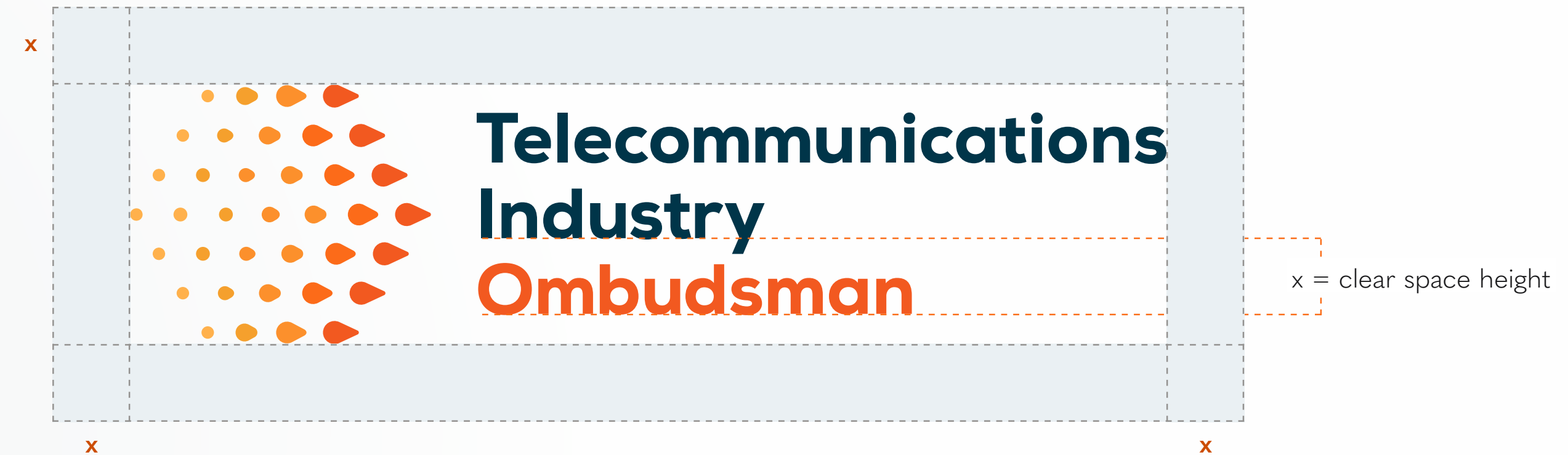
## Clearspace

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. This 'clear space height' is based on the distance between the lines of text in the name, as seen here.

The clear space signifies the minimum clearance only. Where possible, more space should be maintained, and should be in relation to the size it appears.

Note: Clear space rules apply to all versions of the brandmark, and not just the example shown.



# Brandmark

## 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 the typography legibility within the brandmark. This means the height of the primary brandmark must be at least 14mm / 56px high, and alternate brandmark at least 28mm / 112px high.

For print applications, the unit of measurement is mm, and for digital applications the unit of measurement is px.

Note: The examples shown are not to scale.



# Brandmark

## Colour usage

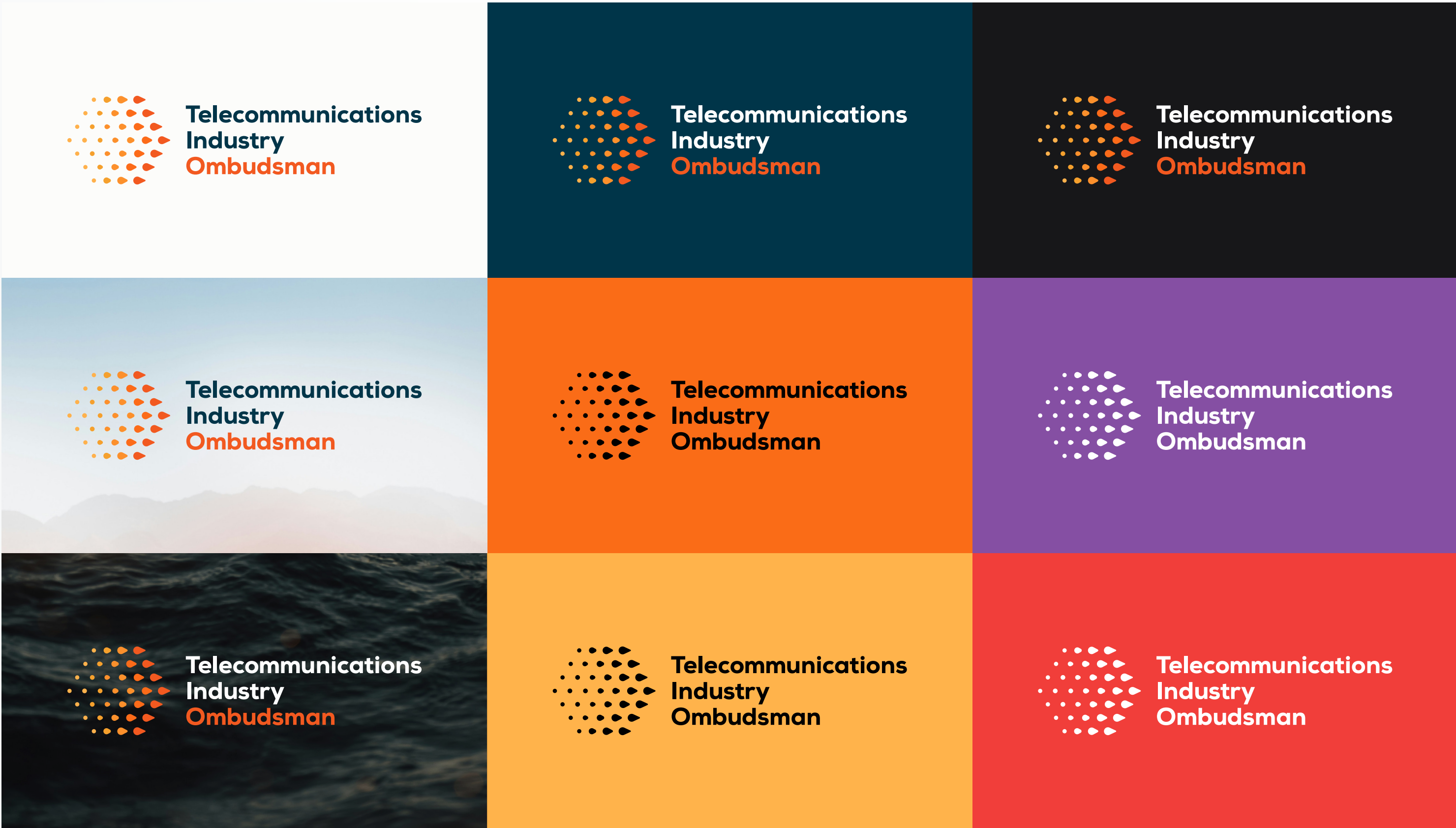
Colour usage rules are in place to ensure the brandmark is presented clearly.

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

The Colour and Colour Reversed versions may be used where the background is clear, uncluttered, and provides the same level as contrast as an Ivory, Denim or Charcoal background.

The Mono and Mono Reversed versions can be used on any of the brand colours where there is enough contrast for the application. Please refer to page [28] for reference on contrast.

Note: Not all possible variations are shown.



# Incorrect use of brandmark

Always apply the brandmark thoughtfully, carefully, and appropriately. To avoid some mistakes:

- 1. **Do not** compress, extend or distort the brandmark.
- 2. **Do not** crop the brandmark.
- 3. **Do not** reproduce the brandmark text.
- 4. **Do not** alter the colour of the brandmark.
- 5. **Do not** infringe upon clear space or add any extra elements to the brandmark.
- 6. **Do not** rotate the brandmark.
- 7. **Do not** place the brandmark on a photograph or illustrative graphic that does not provide sufficient contrast. Correct usage of the brandmark on background colours can be seen on page [18].
- 8. **Do not** alter or redraw any part of the brandmark.
- 9. **Do not** display or reproduce the brandmark at insufficient resolution.

|                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                 |                                                                                                                                                                                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>1</div> <div>The brandmark is shown in its standard, unaltered form with clear spacing around it.</div>                                                                       | <div>2</div> <div>The brandmark is shown in its standard, unaltered form with clear spacing around it.</div> | <div>3</div> <div>The brandmark is shown in its standard, unaltered form with clear spacing around it.</div> |
| <div>4</div> <div>The brandmark is shown with the text 'Telecommunications Industry Ombudsman' placed directly over it, infringing on its clear space.</div>                      | <div>5</div> <div><p>This is an example of text infringing on the brandmark clear space.</p></div>           | <div>6</div> <div>The brandmark is shown rotated diagonally, which is not allowed.</div>                    |
| <div>7</div> <div>The brandmark is shown on a dark, textured background (a night sky with stars and a silhouette of a person), which does not provide sufficient contrast.</div> | <div>8</div> <div>The brandmark is shown at a low resolution, appearing pixelated and blurry.</div>        | <div>9</div> <div>The brandmark is shown at a low resolution, appearing pixelated and blurry.</div>        |

**Section 3**

Brand  
System



# Introducing our brand system

## Brandmark

At the heart of our brand system is the brandmark. This is brought to life by a number of elements including colour palette, typography and visual language. Each of these elements is displayed and explained in detail on the following pages.

## Typography

A contemporary approachable sans serif typeface accompanied by a highly legible and flexible sans-serif for body copy creates a unique and lasting voice for our brand.

## Colour

A fundamental component of the brand identity, the colour palette helps to deliver the bright and optimistic brand personality and ensure consistent and coherent communications.

## Visual language

The visual language is derived from the hexagonal shape in the brandmark and a textural pattern element derived from the brandmark. It is visually striking and represents the energy of our brand. language. Each of these elements is displayed and explained in detail on the following pages.

# Colour

## Primary palette

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

The primary palette heroes Denim and Tangerine as our brand colours. We contrast these colours with Ivory and Charcoal to provide balance.

All colours should be used at 100% saturation and opacity. Please do not create your own tints; an extended palette with custom shades has been created.

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).

|                                            |                                            |                                                |
|--------------------------------------------|--------------------------------------------|------------------------------------------------|
| <div>Ivory</div> <div>HEX    #FCFCFB</div> | <div>Denim</div> <div>HEX    #013544</div> | <div>Charcoal</div> <div>HEX    #171619</div>  |
|                                            |                                            | <div>Tangerine</div> <div>HEX    #F36E21</div> |

# Colour

## Secondary palette

Our secondary palette can be used to complement and provide accented elements to the primary palette.

It is recommended to feature only one colour at a time in any application. It can be used to emphasise a particular element or provide contrast in the design.

|                                     |                                |                                    |
|-------------------------------------|--------------------------------|------------------------------------|
| <b>Cornflower</b><br>HEX    #247BBF | <b>Sage</b><br>HEX    #43A58A  | <b>Pistachio</b><br>HEX    #77AD5D |
| <b>Grape</b><br>HEX    #854EA1      | <b>Brick</b><br>HEX    #EF3F3B | <b>Mustard</b><br>HEX    #FBB14D   |

# Colour

## Extended primary palette

To optimise contrast of brand colours in design, an extended palette has been created. It can be used for supporting elements (i.e. icons, borders, charts and decorative elements).

The primary palette, however, should always be dominate in your design.

Key:

- Brand Colour

|                                             |                                                |                                                 |
|---------------------------------------------|------------------------------------------------|-------------------------------------------------|
| <div>Denim 100</div> <div>HEX #EBF0F2</div> | <div>Charcoal 100</div> <div>HEX #F3F2EF</div> | <div>Tangerine 100</div> <div>HEX #ffeee4</div> |
| <div>Denim 200</div> <div>HEX #A4C3CE</div> | <div>Charcoal 200</div> <div>HEX #D9D8D6</div> | <div>Tangerine 200</div> <div>HEX #ffc19e</div> |
| <div>Denim 300</div> <div>HEX #3F7889</div> | <div>Charcoal 300</div> <div>HEX #95918F</div> | <div>Tangerine 300</div> <div>HEX #ff8e55</div> |
| <div>Denim 400</div> <div>HEX #194D5C</div> | <div>Charcoal 400</div> <div>HEX #4e4d4c</div> | <div>Tangerine 400</div> <div>HEX #F96A25</div> |
| <div>Denim 500</div> <div>HEX #033544</div> | <div>Charcoal 500</div> <div>HEX #171718</div> | <div>Tangerine 500</div> <div>HEX #CC4B13</div> |

# Colour

## Extended secondary palette

To optimise contrast of brand colours in design, an extended palette has been created. It can be used for supporting elements (i.e. icons, borders, charts and decorative elements).

The primary palette, however, should always be dominate in your design.

- Key:
- Brand Colour

|                                        |                                     |                                  |                                   |                                       |                                   |
|----------------------------------------|-------------------------------------|----------------------------------|-----------------------------------|---------------------------------------|-----------------------------------|
| <b>Cornflower 100</b><br>HEX #EAF1FA   | <b>Mustard 100</b><br>HEX #FDF3E6   | <b>Sage 100</b><br>HEX #E9F3EF   | <b>Grape 100</b><br>HEX #F3E7F7   | <b>Pistachio 100</b><br>HEX #E5F3E0   | <b>Brick 100</b><br>HEX #FEE4E2   |
| <b>Cornflower 200</b><br>HEX #95BEE5   | <b>Mustard 200</b><br>HEX #FFE3B5   | <b>Sage 200</b><br>HEX #C9E9DC   | <b>Grape 200</b><br>HEX #D9BBE6   | <b>Pistachio 200</b><br>HEX #B5D7A5   | <b>Brick 200</b><br>HEX #FF9192   |
| <b>Cornflower 300</b> ●<br>HEX #227BBF | <b>Mustard 300</b><br>HEX #FFCD7B   | <b>Sage 300</b><br>HEX #8DCAB8   | <b>Grape 300</b><br>HEX #AF80C6   | <b>Pistachio 300</b> ●<br>HEX #76AD5C | <b>Brick 300</b> ●<br>HEX #F1393E |
| <b>Cornflower 400</b><br>HEX #005B9D   | <b>Mustard 400</b> ●<br>HEX #FFB355 | <b>Sage 400</b> ●<br>HEX #41A68A | <b>Grape 400</b> ●<br>HEX #854EA1 | <b>Pistachio 400</b> ●<br>HEX #467533 | <b>Brick 400</b><br>HEX #C22025   |
| <b>Cornflower 500</b><br>HEX #00396E   | <b>Mustard 500</b><br>HEX #E07F1B   | <b>Sage 500</b><br>HEX #00745A   | <b>Grape 500</b><br>HEX #69387F   | <b>Pistachio 500</b><br>HEX #2F4B21   | <b>Brick 500</b><br>HEX #901618   |

**For enquiries regarding the  
Brand Guidelines please email  
[stakeholderengagement@tio.com.au](mailto:stakeholderengagement@tio.com.au)**