

BRAND GUIDELINES

VIC610 Identity  
Ewan Broomfield

# Post Office



## BRAND VALUES

### **Trustworthiness**

Build trust with customers by prioritising integrity, transparency, and ethical conduct in all interactions, ensuring the security and confidentiality of their mail and personal information.

### **Reliability**

Ensure consistent, dependable services that customers can rely on for timely delivery and secure handling of their mail, finances and insurance.

### **Community**

Actively engage with and support local communities, facilitating communication between friends and families and contributing to the social fabric through our services and initiatives.

### **Sustainability**

Dedicated to reducing our environmental impact, implementing sustainable practices, and offering eco-friendly options to help customers minimise their carbon footprint when sending mail and parcels.

### **Accessibility**

Strive to make our services accessible to all, regardless of location or background, through a widespread network of branches and digital platforms.

### **Innovation**

Embrace innovative solutions to meet the evolving needs of our customers, using new technologies and methods to enhance services and streamline processes.

LOGO PRESENTATION

Main Logo



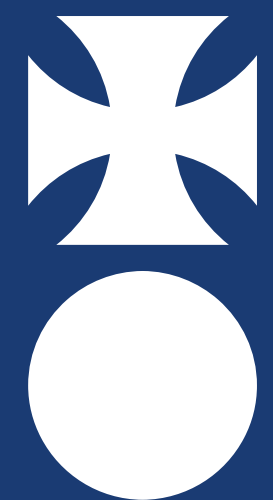
Logo Variation



Logomark



Submark



LOGO PRESENTATION

Main Logo



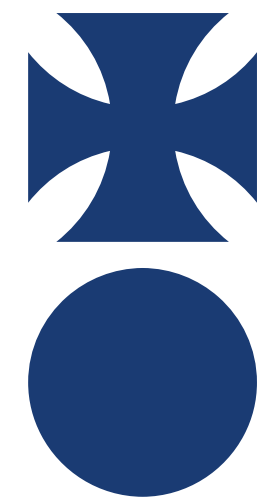
Logo Variation



Logomark



Submark



# TYPOGRAPHY

Logo type/headings:

**Gotham**  
Medium

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
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
0	1	2	3	4	5	6	7	8	9	!		
@	£	\$	%	-	&	*	(	)	+	“	‘	, . ? \

Body text:

**Miller Text**  
Roman

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
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
0	1	2	3	4	5	6	7	8	9	!		
@	£	\$	%	-	&	*	(	)	+	“	‘	, . ? \

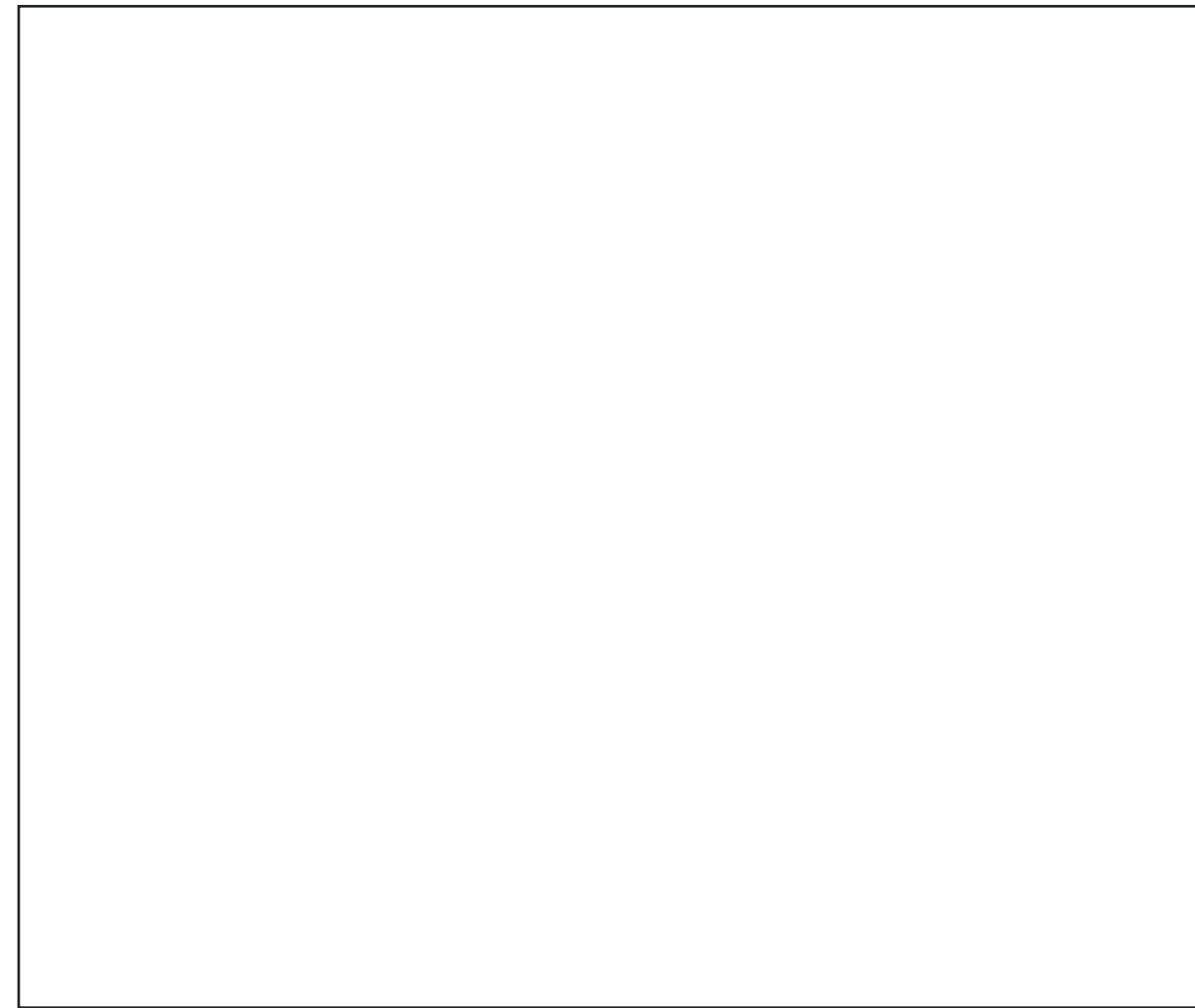
# COLOUR SCHEME



Hex: 1A3B73

RGB: 26 59 115

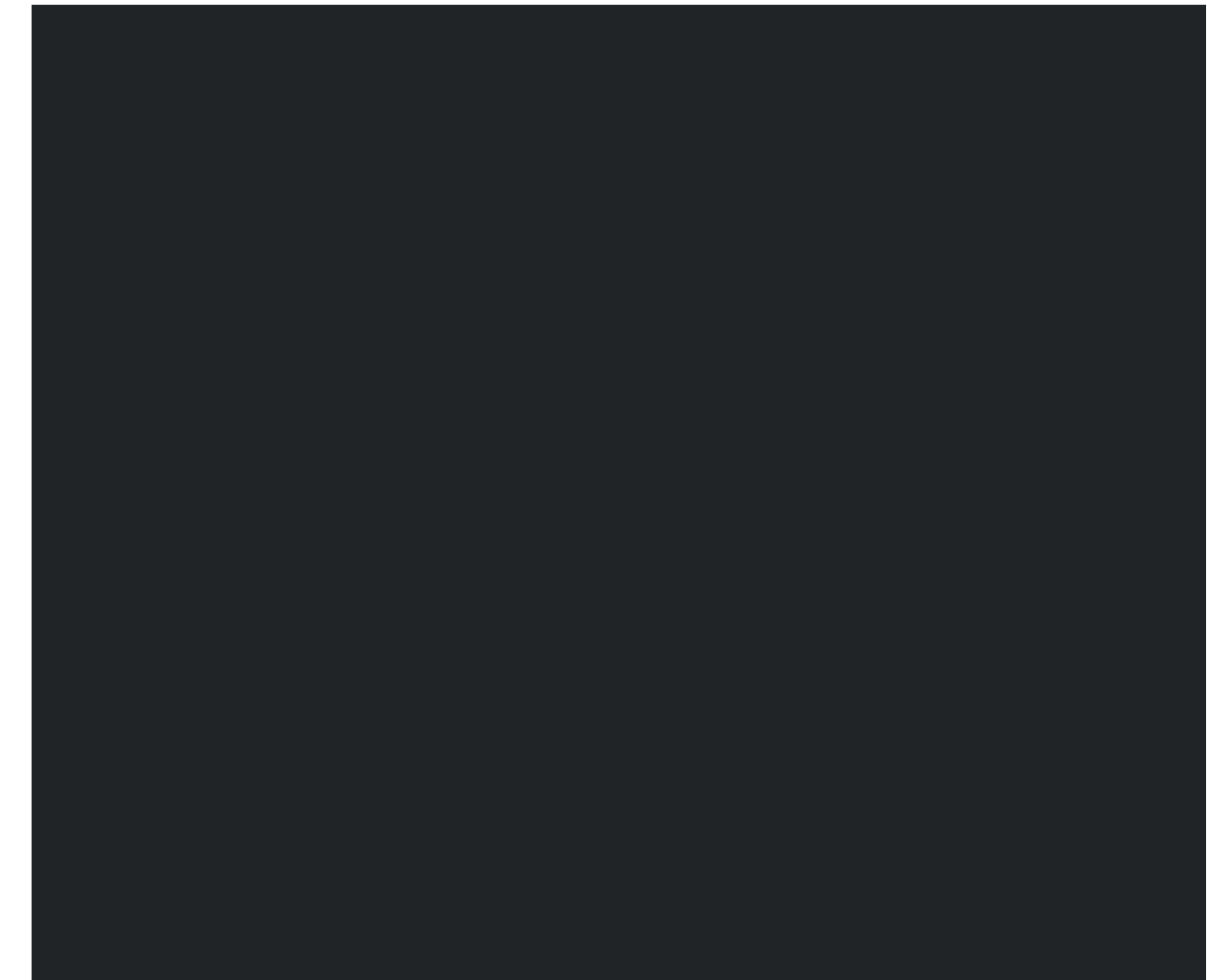
CMYK: 100 86 27 13



Hex: FFFFFFFF

RGB: 255 255 255

CMYK: 0 0 0 0



Hex: 212427

RGB: 33 36 39

CMYK: 75 66 62 70



BRANDING MISUSE

Do Not Rotate



Do Not Crop



Do Not Rearrange



Do Not Use Gradients



Do Not Stretch



Do Not Change Colour



Do Not Reduce Opacity



Do Not Add Effects



Do Not Use Busy Backgrounds

