

Style Guide



PORT
ARTHUR
HISTORIC
SITES

The Port Arthur Historic Site Management Authority (PAHSMA) was established in 1987 to conserve, manage and promote the Port Arthur Historic Site. The Authority is recognised internationally for its skills and leading role in the development of management practices for heritage tourism and interpretation.

In 2004 the Authority took over management of the Coal Mines Historic Site at Saltwater River, and in 2011 the Authority was also given management responsibility for Cascades Female Factory Historic Site, in South Hobart.

All three sites under PAHSMA's management are included on the World Heritage List as three of the eleven sites that constitute the Australian Convict Sites World Heritage Property, inscribed in 2010.

Introduction

Due to its expanded responsibility for multiple, related, yet distinctive sites, the Authority's Principal identity has been augmented with a suite of Individual Site identities that convey the spirit and character of each site.

When used correctly on all materials this suite of identities will not only promote the special character and visitor experience each site has to offer, they will strengthen the public profile of the Authority and build confidence and pride among the Authority's workforce.

> **The Style Guide**

Successful branding depends on consistent application. When an identity is applied consistently in print and electronic media it becomes a strong visual signature.

This style guide has been developed to assist with the successful implementation of the Principal identity and the suite of Individual Site identities. It details the standards and specifications for use of these identities and it will help all users to maximise the reach and potential of the signatures and present the Authority and its programs in a professional and readily identifiable way.

> **If you need help**

The Authority's Marketing Manager will assist you with any questions you may have about the information in this guide and can readily supply the correct digital files for every application. By applying the standards outlined in this style guide you will be ensuring recognition of the corporate style and strong visual signature of the Authority.

The Port Arthur Historic Site Management Authority’s Principal identity consists of three elements: the symbol, the type and the colour palette. Together these elements create a visual representation of ideas and messages about the sites under the Authority’s management. They also hint at the type of experience visitors to the sites can expect.

> **Symbol**

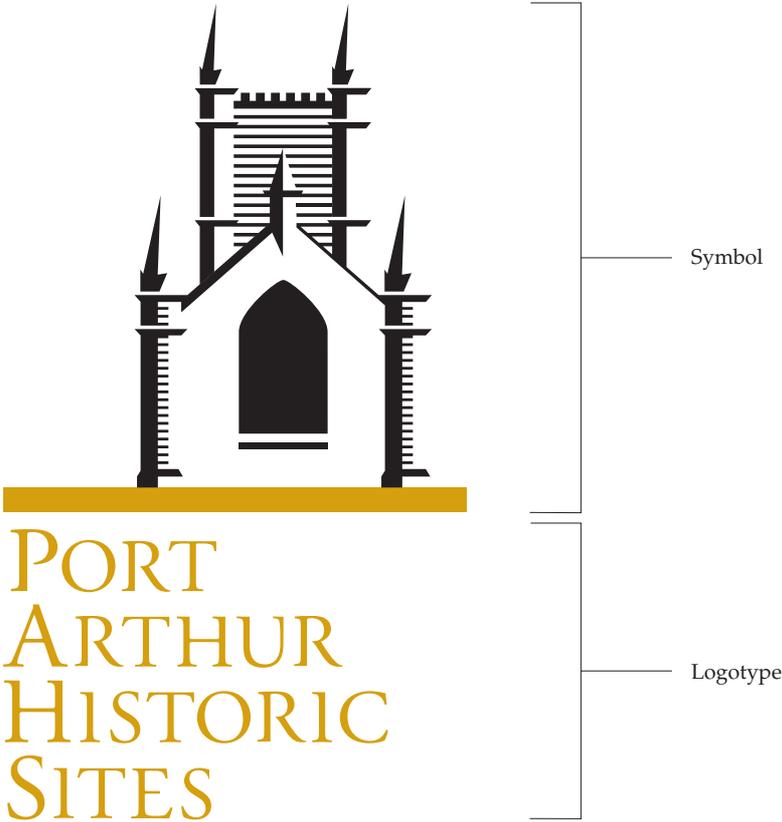
The Church is a visually prominent feature of the Authority’s founding site, the Port Arthur Historic Site, and as such this well-recognised symbol is at the heart of the Principal identity. Importantly, its architecture emphasises the significant heritage values of all the sites under the Authority’s management.

The symbol of the Church is not only a direct tribute to its convict builders, it also reflects the importance of religion within Western culture of the day and in the stated goals of the penal settlement’s administration – to reform through religion.

> **Logotype**

Prominent type has been combined with the symbol and given equal weight within the identity.

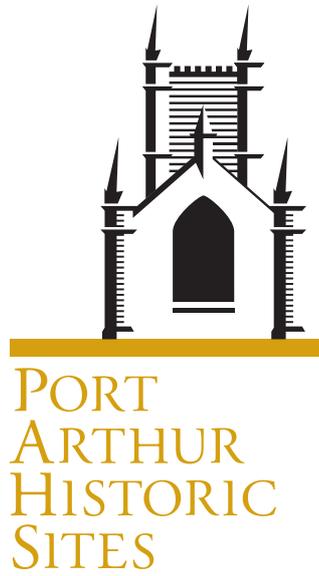
The typeface is a modification of a serif font and has been chosen to convey a sense of history and a sense of distinction. It also meets two very important criteria for PAHSMA. It is classical and easy to read in large blocks of text. In its pure form this typeface speaks strongly of the past but the customisation of the font introduces a contemporary feel and makes it unique to the Authority.



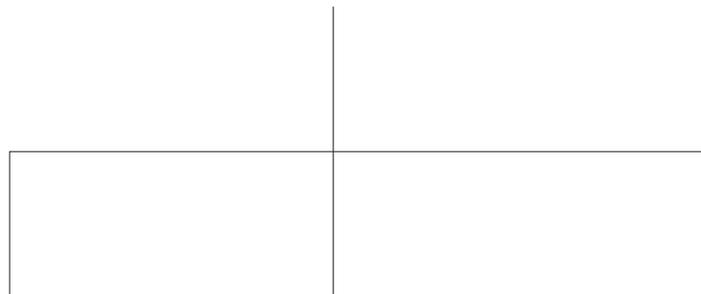
> **Individual Site identities**

By simply dropping the 's' from the word 'Sites' on the Principal identity a discreet Individual Site identity is created for the Port Arthur Historic Site.

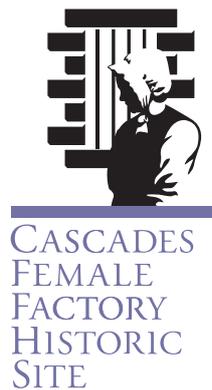
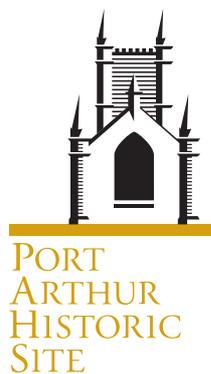
Unique symbols and colours are introduced to create the Individual Site identities for both the Cascade Female Factory Historic Site and the Coal Mines Historic Site.



Principal Identity



Individual Site Identities



> Colour

A specialised palette of black and three colours has been developed for the suite of identities. Black and mustard yellow, which signify the colours of the convict uniform commonly worn by prisoners in Van Diemen's Land, is used in the Principal identity and the Individual Site identity for Port Arthur Historic Site.

The remaining two colours in the palette have been chosen to compliment the principal colours and are used to give the Cascades Female Factory Historic Site and Coal Mines Historic Site their own unique colour.

Colour Palette

7



> Colour Specifications

As the suite of identities will be reproduced across various print and electronic medias, different colour specifications have been formulated to maintain a consistent presentation.

The three main areas covered are defined as:

Process (CMYK): Full colour printing

Spot (PMS): Two colour printing

Web (RGB): Screen viewing

> Spot Colour Note

Inks interact differently on coated [gloss and satin] and uncoated [matt] paper stocks often resulting in noticeable colour variation.

To maintain the integrity of the colours in some cases it is necessary to nominate different PMS ink colours to accommodate variety in choice of paper stocks.

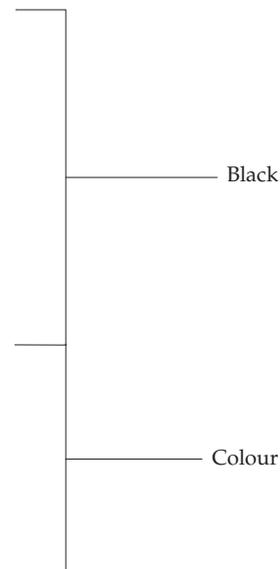
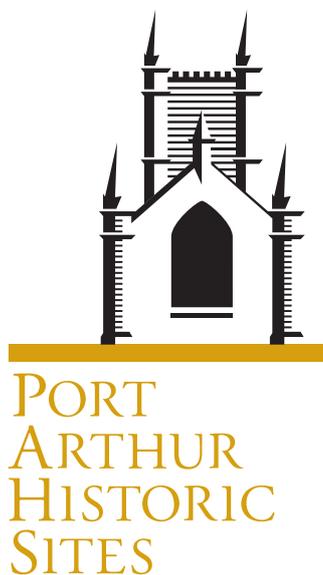
The 'C' after the PMS number denotes coated stocks and the 'U' denotes uncoated.

Colour Application

Principal Identity

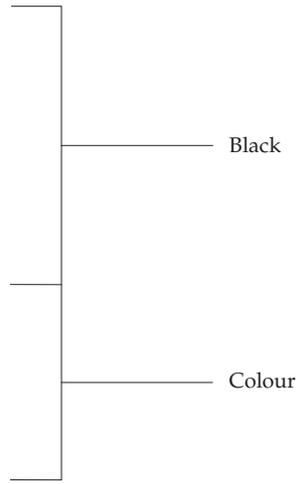
Colour Specifications

Process:	0c 28m 100y 18k
Spot colour:	PMS 1245 C
	PMS 117 U
Web:	202r 164g 20b



Colour Specifications

Process:	0c 28m 100y 18k
Spot colour:	PMS 1245 C
	PMS 117 U
Web:	202r 164g 20b

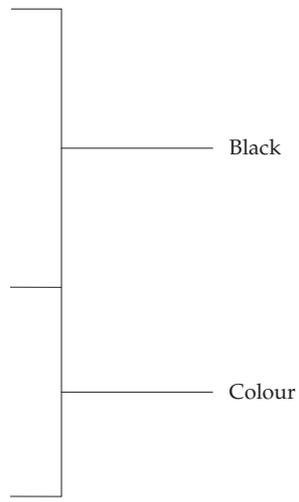
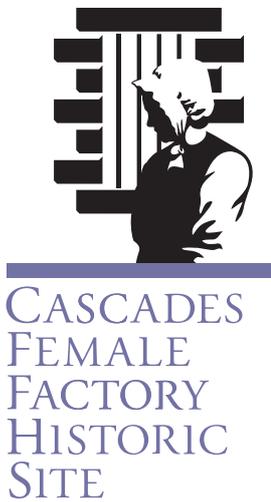


Colour Application

Cascades Female Factory Historic Site

Colour Specifications

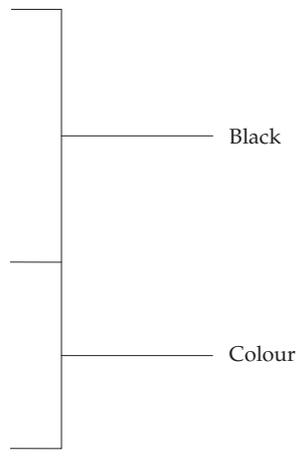
Process:	50c 47m 0y 18k
Spot colour:	PMS 667 C
	PMS 668 U
Web:	122r 119g 162b



Coal Mines Historic Site

Colour Specifications

Process:	0c 95m 100y 31k
Spot colour:	PMS 484 C
	PMS 484 U
Web:	152r 36g 29b



> **Mono Reproduction**

The suite of identities will need to be reproduced in black and white in certain circumstances such as press advertisements, photocopies and one-colour 'in-house' brochures.

> **Reverse**

The identities may be reversed out from black or dark coloured backgrounds where appropriate. However reversal treatment is not a preferred option, particularly at small scale.

To eliminate any loss of clarity, files have been created giving the symbol a white base.

If reverse files are used it is critical to observe the minimum reproduction size (see *Usage* page 13).

> **Note**

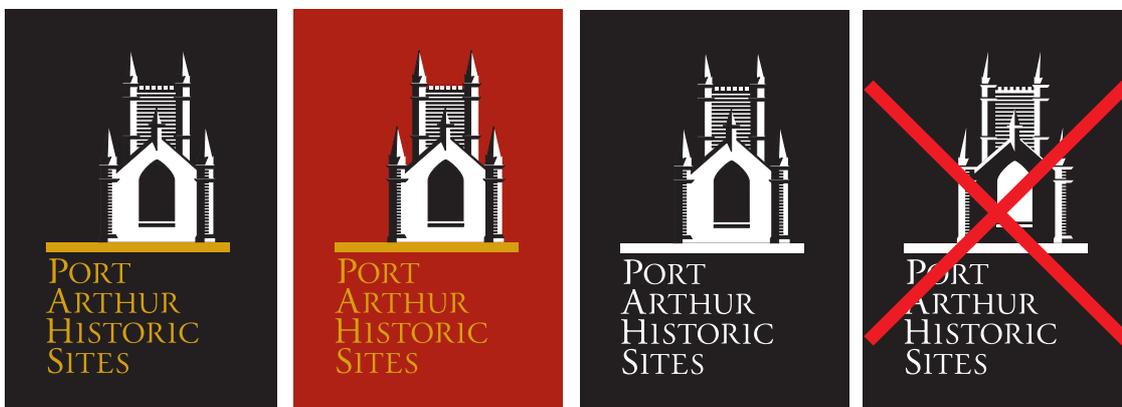
Under no circumstances should any of the identities symbol's be reproduced as a negative image.

Colour Application

Mono



Reverse



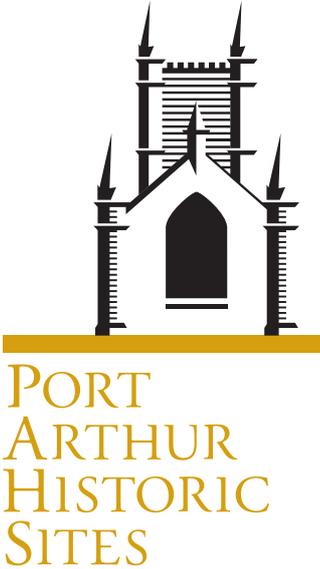
Negative reproduction - unacceptable use

The symbols and type have been carefully designed in terms of their space and size relationship to one another. The symbols and type should always be reproduced in proportion and should not be modified or distorted in any way.

> **Secondary Format**

Whenever possible, it is preferred that the identities be reproduced in their vertical format. In circumstances where this is neither practical nor possible, a horizontal version has been developed.

Vertical



Horizontal



The power and visual recognition of a stand-alone symbol should never be underestimated. When a symbol already enjoys a strong recognition in people’s minds in some applications the symbols can be confidently separated from their type (see *Uniforms* on page 38).

Because of its unique typeform the logotype in itself has its own value as a major identifier and in some circumstances can also be used as a stand alone item.

Stand Alone – Symbol



Stand Alone – Logotype



> **Visual Integrity**

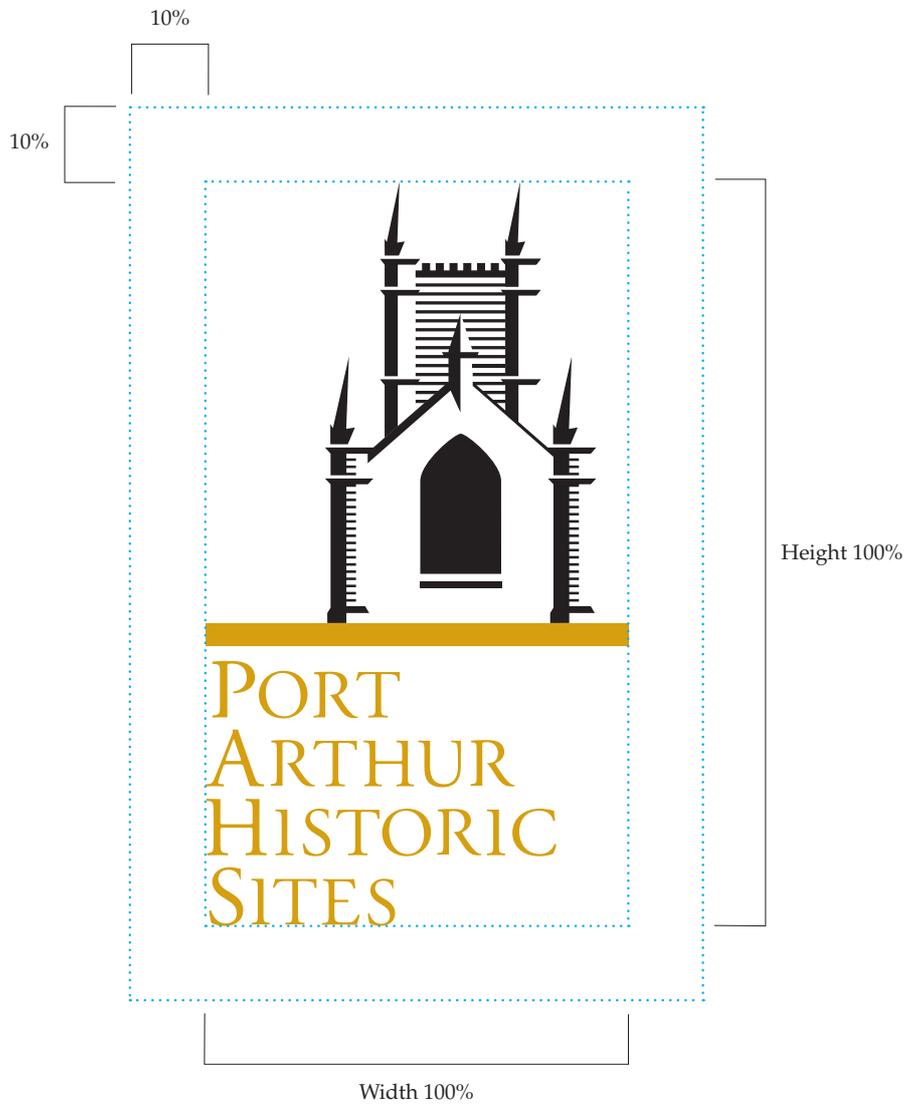
It is important that the suite of identities maintain their visual integrity when combined with other elements in a design or layout. The clear space around an identity must never be less than 10% of its width and height.

> **Minimum Size**

In order to maintain the readability and visual integrity of the graphic elements of an identity, it is recommended that a minimum reproduction size be set at 14mm wide.

For quality reproduction, an identity should never be reproduced with a resolution less than 300dpi.

Usage



The World Heritage Emblem represents the interdependence of the world’s natural and cultural diversity. It is used to identify properties protected by the World Heritage Convention and inscribed on the official World Heritage List.

As a requirement of the listing of the Australian Convict Sites as a World Heritage property, PAHSMA should wherever practical, acknowledge this important accreditation at all sites under its jurisdiction.

All items displaying the World Heritage Emblem require official authorisation by UNESCO’s representative in Australia, noting that this will generally not be approved for commercial products. The Authority’s Marketing Manager can guide and assist with this process.

There are three distinct Emblem formats:

- > **Linked**
To be used wherever possible.
- > **Emblem with Text**
Can be used if space does not permit the linked format.
- > **Emblem**
Limited use only, where there is not enough space for the use of the linked or emblem with text formats.

World Heritage

Linked



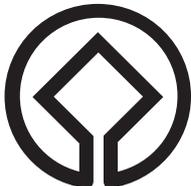

United Nations
Educational, Scientific and
Cultural Organization

Australian Convict Sites
inscribed on the World
Heritage List in 2010

Emblem with Text



Emblem



> Typography

The serif typeface Palatino Linotype is cross-platform (PC and Mac) and has been chosen as the preferred supporting typeface on all PAHSMA 'in-house' brochures, documents, reports and general correspondence such as letters, faxes and emails.

It was chosen for its visual link to the identity's logotype and its contemporary interpretation of a classic serif font. It is acceptable to use the entire Palatino family of typefaces as depicted here.

Palatino

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Palatino – Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Palatino – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Palatino – Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz