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PURPOSE
The Visual Branding Guidelines have been developed for internal and external communications materials produced by the public prosecutions service, comprising:

- Director of Public Prosecutions (DPP)
- Solicitor for Public Prosecutions (SPP)
- Office of Public Prosecutions (OPP)
- Chief Crown Prosecutor (CCP)
- Crown Prosecutors (CP).

This document sets out guidelines for staff and design professionals producing internal and external print and online communications material.

The purpose of the Guidelines is to visually present us in a professional and consistent manner. Proper use of the Guidelines will ultimately provide the basis for a strong and highly trusted brand that is recognisable to staff, the general public and other legal organisations – a brand that will reinforce the important role the DPP, SPP, OPP, CCP and CP play in Victoria’s criminal justice system.

FURTHER INFORMATION
For further information and assistance about any aspect or use of the Visual Branding Guidelines, please contact the Communications Unit.
**THE CREST**

The crest provides the basis for the DPP, SPP, OPP, CCP and CP logos. The crest is made up of three components representing key aspects of our prosecution service.

A. The stylised crown

B. Positioning statement

C. Scales of justice
THE DPP LOGOS

The DPP logos combine the crest with the qualifying text ‘Director of Public Prosecutions Victoria’. The DPP logos are only for use with stationery and correspondence directly from the DPP.

A. DPP Logo Left
This is the preferred logo to be used in general correspondence.

B. DPP Logo Centred
This variation is to be used when it is deemed that DPP Logo Left is not appropriate. This is at the discretion of the designer.
THE OPP AND SPP LOGOS

The OPP logos combine the crest with the qualifying text ‘Office of Public Prosecutions Victoria’. The SPP logos are only for use with stationery and correspondence directly from the SPP.

A. OPP Logo Left
This is the preferred logo to be used in general correspondence.

B. OPP Logo Centred
This variation is to be used when it is deemed that OPP Logo Left is not appropriate. The choice is at the discretion of the designer.

C. SPP Logo Left
This is the preferred logo to be used in correspondence directly from the SPP.

D. SPP Logo Centred
This is the preferred logo to be used in correspondence directly from the SPP when it is deemed not appropriate to use SPP Logo Left. The choice is at the discretion of the designer.
THE CP AND CCP LOGOS

The CP logos combine the crest with the qualifying text ‘Crown Prosecutors Victoria’. The Chief Crown Prosecutor’s logos are for use with stationery and correspondence directly from the CCP.

A. CP Logo Left
This is the preferred logo to be used in general correspondence.

B. CP Logo Centred
This variation is to be used when it is deemed that CP Logo Left is not appropriate. The choice is at the discretion of the designer.

C. CCP Logo Left
This is the preferred logo to be used in correspondence directly from the CCP.

D. CCP Logo Centred
This is the preferred logo to be used in correspondence directly from the CCP when it is deemed not appropriate to use CCP Logo Left. The choice is at the discretion of the designer.
WHAT COLOURS?

The DPP uses Red Pantone 201.
The SPP and OPP use Blue Pantone 541.
The CCP and CP use Grey/Gold Pantone 403.
A secondary neutral colour of Grey Pantone 7535 has also been incorporated for use in backgrounds and supporting graphic elements.

A tertiary colour palette has also been developed for use in the production of internal newsletters, bulletins and similar documents.

The design and production of external communications material is not restricted to these colour palettes.
BLACK AND WHITE LOGOS

All logos can easily be reproduced in black and white as indicated. If a document is being produced in a single colour other than black or the corporate colours specified in this document, the white reversed option is the preferred choice.

A. OPP Logo Left Black & White
This is the preferred logo to be used in general correspondence.

B. OPP Logo Left White
This is the preferred logo to be used in a single colour situation where you have no control over the single colour being used.

Note
Single colour versions of the DPP, SPP, CCP and CP logos follow the same principles as the above samples.
CLEAR SPACE AND MINIMUM SIZE

Where possible use the guidelines below to ensure the logo reproduces correctly and is not crowded by other logos or images.

A. Space around range left logos
These are the recommended ratios to keep a clear space around the DPP, SPP, OPP, CCP and CP logos.

B. Minimum size for range left logos
This is the recommended minimum size for the DPP, SPP, OPP, CCP and CP range left logos.

C. Minimum size for centred logos
This is the recommended minimum size for the DPP, SPP, OPP, CCP and CP centred logos.
THINGS TO AVOID

To maintain the integrity of the brand, apply the logos only as recommended in the Visual Branding Guidelines. Avoid altering or using the logos in the following ways.

---

Do not vary the relationship of the crest and text.

![Image of logo with improper crest and text relationship]

---

Do not vary colour.

![Image of logo with improper color variation]

---

Do not alter fonts.

![Image of logo with improper font alteration]

---

Do not distort the logo.

![Image of logo with improper distortion]
THE STATE GOVERNMENT INSIGNIA

The Victorian Government Branding policy requires that communications material produced by bodies funded by the Victorian Government carry at a minimum the State Government insignia.

It is preferred that the State Government insignia appears on the back of DPP and OPP externally published communications materials, but not on correspondence, business cards or internal reports and documents.

This logo is available from the OPP Communications Unit. Further information on the use of the State Government insignia is available from the Department of Premier and Cabinet website: www.dpc.vic.gov.au.
SUPPORTING DESIGN ELEMENTS

Two key supporting design elements have been developed and used successfully in printed material to date:

1. The scales of justice step and repeat background.
2. The crest as a watermark.

The use or development of any new devices will be managed by the Communications Unit.
WHICH FONTS?

Consistent font choice is a key element within a visual brand identity. The proper and consistent use of recommended fonts helps to set the tone of our communications and enhances the professionalism of the organisation.

**Correspondence**
This includes items such as letters, memos and faxes generated in Word, PowerPoint and Excel. Use 12pt Times.

**Internal communications**
This includes items such as information leaflets, induction packs and PDF documents for posting on web pages. Use Times or Arial or both.

**External communications**
Generated by design professionals producing items such as printed material, signage, posters and banners. Use Palatino or Helvetica.

Suggested sample page layouts and Word document set-ups are on pages 17–18.
**FONT SAMPLES**

**Times**
```
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )
```

*Times Italic*
```
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )
```

*Times Bold*
```
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )
```

**Arial Regular**
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )
```

**Arial Regular Italic**
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )
```

**Arial Bold**
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )
```

**Arial Bold Italic**
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )
```

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

**Palatino Italic**
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )
```

**Palatino Light**
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )
```

**Palatino Medium**
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )
```

**Palatino Medium Italic**
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )
```

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

**Helvetica Italic**
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )
```

**Helvetica Light**
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )
```

**Helvetica Medium**
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )
```

**Helvetica Medium Italic**
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )
```

**Helvetica Bold**
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )
```

**Helvetica Bold Italic**
```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*( )
```
EXTERNAL PRINTED PAGE (sample)

This is an example of how to use the fonts in a possible layout using Helvetica and Palatino.

**TYPOGRAPHY**

**Headers**
8pt Palatino
Medium/Light

**Major headings**
60pt Helvetica
Medium/Light

**Intro paragraphs**
14pt Helvetica Light

**Title blocks**
9pt Palatino
Light Italic

**Subheadings**
14pt Helvetica Light

**Body copy**
9pt Palatino

**Pull quotes**
14pt Helvetica
Light Italic

**Footers**
8pt Palatino Light

---

**Emet quat lore**

**im auguer**

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dolorerip lan ems am velit ad dolore dolobere tat. Nibh ei

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paturoes do dunt in ut atimo-
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Perit vulla factincidunt doluptat, vel doloboneot

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duipit lore consequism del eugiam inibih et ver

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Lesoquissim doloror sequi blaore do ess-
it aliquat. Ul alit ul la consa exero et doloboro odat. Ul iustrad tio odio ad mortirling eu facilis

Nullanretum quis erel haolpo rellips Ipsussism
SAMPLE LETTER

This is a letter layout for general correspondence. This OPP letter template can be found on the intranet, file name OPP Letter Template Black Logo.doc. There are also alternative versions that include the logo in colour for inhouse printing and a version that does not include the logo, for use when printing on pre-printed letterhead, file name OPP Letter Template No Logo.doc.

15 December 2011
Your ref: (add)
John Smith
ACE Incorporated
23 New Street
MELBOURNE VIC 3000
(Address as blocked and spaced)
Dear Mr Smith

Nummy nim iliquisit vel eum vullan utpat nulla

Er suscilit wisi. Uptat veliquam eummodolorum nis nos aut lore feum nullaorem quis nummy nis diamet prat dolore faccumsan venim vel do eum eu feu feuguer at lor sequi tio eugue dolor sit ea commy nulput am nulputpat veliquat enisi.

Susto commy nullandit luptatem volesequis nullum velenis cillut dolorpe ratummy nostrud tatue magniam consequipit volor sum ipit lutat. Im incip essim zzrllsim veliqui sci nis nostie magna facip eliquip suscillum alit, consed dit, veliquisit prat, quamto do eum vel in ut wis el ut eumandre conam quisl ex euisl diam essequis nummod dolorper sum eum vel ulput eugiam ilii adipissi.

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Yours sincerely

Name (Bold)
Title
SAMPLE FAX/MEMORANDUM

This is a fax or memorandum layout for general correspondence. This template can be found on the intranet, file name OPP Memo Template.doc.

MEMORANDUM

DATE: 15 December 2008
TO: John Smith
CC: Kevin Jones
FROM: Alan Johnstone
RE: Susto magnus implet

Purpose
1. Er suscilit wisi. Uptat veliquam eummodolorem nis nos aut lore feum nullaorem quis nummy nis diamet prat dolore faccumsan venim vel do eum eu feu feuguer at lor sequi tio eugue dolor sit ea commy nulput am nulputpat veliquat enisi.

Background
2. Susto commy nullandit luptatem volesequis nullum velenis cillut dolorpe ratummy nostrud tate magniam consequipit valor sum ipit lutat. Im incip essim zzrilisim veliqui scinci eli nis nostie magna facip eliquit suscilam alit, consed dit, veliquisit prat, quatum do eum vel in ut wis el ut eumandre conum quist ex euid diam essequis nummod doloroper sum eum vel ulput eugiam ilit adipissi.

Audiences
3. Pit voloreet, velis nim do dipis ad dolore vel del ex eugue min ullutat dolorition ullamdre dit ut la feum ing exerostrud elit ad magnibh eum nissi tinis num augiat aliquat iure min volorperat. Dolor sequametum dolore tem ad tem zzrisuc illaor sim nit utate vullut adiancom nequat autatumsan ulput prat dio erat ut nulluptat ad te consed erat.

Outcomes
4. It, consectem aliquat utetum quate faci et, consequa ipsummod tem del ullaore dunt nosto et dunt am zzrit prat. Dolor accum quam, secte minisI.Lore tis ancommy nulputp atummodit

Substitute your contact details in the header.
STATIONERY – DPP

These files are for use by printers and are available from the Communications Unit and the Facilities Manager.

DPP letterhead

WITH COMPLIMENTS

Business card

www.opp.vic.gov.au
VISUAL BRANDING GUIDELINES

STATIONERY – SPP AND OPP

These files are for use by printers and are available from the Communications Unit and the Facilities Manager.

OPP letterhead

SPP letterhead

With compliments

Business card
STATIONERY – CCP AND CP

These files are for use by printers and are available from the Communications Unit and the Facilities Manager.

Prosecutors’ Chambers
565 Lonsdale Street
Melbourne VIC 3000
PO Box 13085
Melbourne VIC 8010
DX 210290
T: 03 9603 7880
F: 03 9603 7892
E: enquiries@opp.vic.gov.au
www.opp.vic.gov.au

Prosecutors’ Chambers
565 Lonsdale Street
Melbourne VIC 3000
PO Box 13085
Melbourne VIC 8010
DX 210290
T: 03 9603 2541
F: 03 9603 7892
E: enquiries@opp.vic.gov.au
www.opp.vic.gov.au

APPLICATIONS

www.opp.vic.gov.au
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Melbourne VIC 8010
DX 210290
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PO Box 13085
Melbourne VIC 8010
DX 210290
T: 03 9603 2541
F: 03 9603 7892
E: enquiries@opp.vic.gov.au
www.opp.vic.gov.au

John Smith, Q.C.
Senior Crown Prosecutor
T: 03 9000 0000
F: 03 9000 0000
M: 0400 000 000
E: john.smith@opp.vic.gov.au
ENVELOPES
These files are for use by printers and are available from the Communications Unit and the Facilities Manager.
NAME TAGS – OPP

These name tag templates are available to staff on the intranet. They are preformatted Word files suitable for inhouse printing on plain paper or on pre-perforated name tag stationery. The name tag design can also be supplied to printers to create name tag stationery pre-printed with the OPP logo in Blue Pantone 541. Contact the Facilities Manager for further information.

Available templates
DOC files are for use in Word. EPS files are for offset printing.

Specs for Name Tags
Avery Business Cards L7415
Business cards: 90 mm x 52 mm
10 cards: 2 across, 5 down
Top and bottom margins: 18.5 mm
Left and right margins: 15 mm
EMAIL SIGNATURE BLOCKS

Email is a major form of correspondence used by the DPP, SPP, OPP, CCP and the CP, and all signature blocks must be consistent. The following example shows how all email signatures should look. For more information, contact the IT Help Desk.

Each staff signature will contain:

- **NAME** (Add a title – Mr, Ms – only for a unisex first name e.g. Mr Kim Smith. Do not add a full point after the title.)

- **POSITION TITLE** The position title should match each staff member’s position description. Legal staff should use one of the following titles: Solicitor, Senior Solicitor, Principal Solicitor, Directorate Manager, Deputy Directorate Manager, Legal Prosecution Specialist, Advocate, Senior Advocate, Principal Advocate. Do not use the title ‘Lawyer’. Legal support staff should use ‘Legal Assistant’ or ‘Legal Support Officer’ (not ‘Paralegal’).

- **DIRECTORATE/UNIT** For legal staff: use full directorate name, but do not include the word ‘Directorate’. Unless you are an LPS, do not include speciality, such as ‘Drugs’, ‘Homicide’, ‘Early Resolutions’. For corporate services staff: only include the name of the corporate services unit if your unit is unclear from your job position title.

- **Office of Public Prosecutions Victoria**

- **PHONE and FAX NUMBERS** Include the STD area code without brackets and correctly space numbers: 03 9603 1234; 0410 123 456. For staff who regularly communicate with overseas agencies, IT can include the international code in the signature: +61 3 9603 1234.

- **ADDRESS** The address is the OPP PO address and the DX number (no street address).
INTERNAL NEWSLETTERS

A newsletter template in Word format has been developed for all internal newsletters. This template Newsletter Template.doc is available on the intranet and is the only template that should be used for internal newsletters.

The template allows for some minor colour customisation and name insertion; otherwise it should follow the established format.

Adherence to the template will ensure the OPP presents itself in a professional manner in all of its communication materials.
BRANDED DOCUMENTS

Templates in Word format have been developed for use by staff who are producing internal and external documents that require branding.

The templates with the side bar allow for text to be included in the side bar if required.
RECRUITMENT ADVERTISING

The layout below shows a standard newspaper advertisement. For more information about recruitment advertising, including the format for online advertising, contact Human Resources.

The Office of Public Prosecutions (OPP) seeks enthusiastic solicitors with a keen interest in the criminal justice system to join us. We are offering:

- Exciting career opportunities
- Commencing salary of $49,874
- Interesting and varied work
- Several positions – fixed term and ongoing

The OPP is Victoria’s largest criminal legal practice and serves the community by preparing and presenting cases against people accused of serious crime. It has a clear vision to make a difference within the justice system and the wider community.

Applications are sought from solicitors who are admitted or eligible for admission to the legal profession as an Australian solicitor. As a junior solicitor you will be mentored to take on a broad range of responsibilities ranging from preparing legal advice, to instructing Crown Prosecutors and external counsel.

You will have a strong interest in Criminal Law and Procedure, the Law of Evidence and well developed legal research skills. You will act fairly and display integrity. You will be committed and hardworking, constantly striving for excellence.

In return you will have access to structured career progression and the opportunity to experience diverse and challenging work that will provide the basis for a rewarding legal career.

For more information contact Kay Idda, Coordinator HR Operations on 03 9603 2512 or Kay.Idda@opp.vic.gov.au

For a full position description and selection criteria please visit www.careers.vic.gov.au

Applications close: Sunday 27 February 2011
CHOOSING THE CORRECT ARTWORK

Inhouse use logos
When choosing a logo for use in Word, PowerPoint, Excel or video applications use the supplied JPEG formatted files. These are pixel-based logos and are suitable if the size is not going to be increased by more than 120%.

External Use Logos
When choosing a logo for use by designers, printers, magazines, newspapers, signage and banner manufacturers use the supplied EPS formatted files. These are vector-based logos and are suitable for scaling without loss of resolution.

Inhouse Word documents and templates
When choosing a letter, fax or memo template for inhouse use in Word choose the Word.doc files in the folders illustrated below.

Artwork for printers and designers
Artwork for printers and designers is in folders labelled DPP, SPP, OPP, CCP or CP Artwork Printers.

These folders contain PDFs ready for print and EPS files that allow the printer or designer to make type changes.

All the artwork has the Pantone colours embedded. You should also supply the printer with a PDF copy of these Visual Branding Guidelines for information on fonts, colours and layouts.

All of the above files are on the intranet or are available from the Communications Unit or the Facilities Manager.