# MID WEST PORTS

**DECEMBER 2019**

# CORPORATE STYLE GUIDE

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# BRAND ELEMENTS

The cornerstone of our corporate identity is the Mid West Ports logo, which symbolises our promise to our customers and the attributes of our personality, both as individuals and as a business. Only through consistent, unvarying reproduction can our logo realise its potential as one of our business' most important assets.

# LOGO VERSIONS

### LOGO ELEMENTS

The Mid West Ports masterbrand is made up of two elements - the wave symbol and the logotype.

### CONSISTENCY

Both the brandmark and the logotype are in a fixed relationship which must never be modified or repositioned in any way.

### FLEXIBILITY

The Mid West Ports masterbrand can be utilised in both full colour, grey tints and mono versions in both positive and reverse formats.

- The main logo to be used on corporate stationery.

- The mono logo with tints to be used where only one colour is required.

- The mono logo solid Black to be used where only one colour is required.

- The mono logo (Pantone 285 C) to be used where only one colour is required.

- The reversed logo should be used in cases where there is a dark coloured background.

# CLEAR SPACE AND SIZE

## MINIMUM CLEAR SPACE

When using the masterbrand, a clear space area guarding against the encroachment of type, illustrations or any other graphic element must be maintained. There may be rare occasions or applications where the clear space guide may differ, for example in signage and online. Unless you are creating a specialised application with its own guide, the clear space shown must be adhered to.

## CLEAR SPACE MEASUREMENT

X represents the height of one wave in the Mid West Ports logo wave symbol. This measurement should be used to properly ensure sufficient clear space around the logo.

## MINIMUM SIZE

The minimum recommended print size for the full colour masterbrand is based on the width of the logo being 18mm wide.

## REPRODUCTION

Most reproduction methods have some limitations. Ensure that the size selected suits the process being used and that the masterbrand is reproduced clearly.

# INCORRECT USAGE

**POSITIONAL RELATIONSHIPS**

Do not change proportional and positional relationships of the masterbrand elements. The identity must be represented in full on all communication.

**COLOUR RELATIONSHIPS**

Do not change the colour relationships or introduce additional colour elements without the express permission of Mid West Ports.

**RECREATION**

Do not attempt to trace or recreate the masterbrand or add graphic elements to the identity.

**INAPPROPRIATE BACKGROUNDS**

Do not place the full colour masterbrand on inappropriate colours or detailed backgrounds that inhibit the clear legibility of the masterbrand.

# DESIGN ELEMENTS

## THE WAVE SYMBOL

Taken from the Mid West Ports brandmark, the wave symbol can be utilised in it's standalone form at 100% opacity to provide interest and dynamism to layouts. It can also be implemented at 5% opacity as a watermark to Mid West Ports stationery and collateral.

## THE WAVE ELEMENT

Consisting of one crest from the full wave symbol, the wave element can also be utilised in both 100% and 5% opacity states on Mid West Ports material.
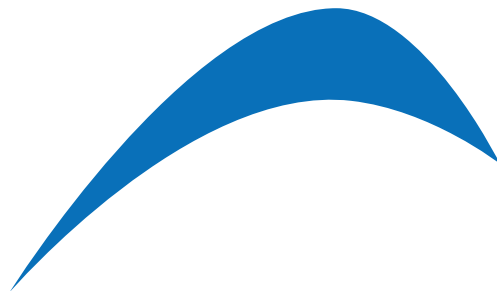
# COLOUR

The Mid West Ports colour palette plays a critical role in creating consistent and recognisable communications. Our primary colour palette features a combination of blue shades and orange.

# PRIMARY PALETTE

## COLOUR OVERVIEW

The primary Mid West Ports brand colours are Pantone 285C, Pantone 158C and Pantone 7463C. They are to be used on the logo and across all collateral to maintain consistency and integrity of the brand. Where possible spot colours should be used.

## THE IMPORTANCE OF WHITE

White is an important component of the Mid West Ports visual identity. It provides crucial visual rest space for all of the brand's visual elements to breathe. Please consider this when producing any Mid West Ports communication.

**PANTONE 285C**

| PROCESS | DIGITAL | WEB |
| --- | --- | --- |
| C85 M50 Y0 K0 | R0 G93 B198 | #005dc6 |

**PANTONE 158C**

| PROCESS | DIGITAL | WEB |
| --- | --- | --- |
| C0 M64 Y95 K0 | R235 G100 B25 | #eb6419 |

**PANTONE 7463C**

| PROCESS | DIGITAL | WEB |
| --- | --- | --- |
| C100 M80 Y43 K45 | R0 G43 B73 | #002b49 |

COLOUR

# Secondary palette

## COLOUR OVERVIEW

The Mid West Ports brand features a broad secondary colour palette. Tints of the two primary corporate colours may be used, the percentage of the tint can vary from 100% to 3%.

| | | | | | |
|---|---|---|---|---|---|
| **PANTONE** 285C 100%<br>**DIGITAL** R4 G113 B185<br>**WEB** #0471b9 | **PANTONE** 285C 90%<br>**DIGITAL** R54 G112 B191<br>**WEB** #367abf | **PANTONE** 285C 80%<br>**DIGITAL** R80 G132 B196<br>**WEB** #5084c4 | **PANTONE** 285C 70%<br>**DIGITAL** R102 G143 B202<br>**WEB** #668fca | **PANTONE** 285C 60%<br>**DIGITAL** R117 G154 B209<br>**WEB** #759ad1 | **PANTONE** 285C 50%<br>**DIGITAL** R138 G167 B215<br>**WEB** #8aa7d7 |
| **PANTONE** 285C 40%<br>**DIGITAL** R159 G182 B223<br>**WEB** #9fb6df | **PANTONE** 285C 30%<br>**DIGITAL** R181 G197 B230<br>**WEB** #b5c5e6 | **PANTONE** 285C 20%<br>**DIGITAL** R204 G214 B238<br>**WEB** #ccd6ee | **PANTONE** 285C 10%<br>**DIGITAL** R226 G232 B245<br>**WEB** #e2e8f5 | **PANTONE** 285C 5%<br>**DIGITAL** R239 G241 B249<br>**WEB** #eff1f9 | **PANTONE** 285C 3%<br>**DIGITAL** R244 G246 B251<br>**WEB** #f4f6fb |
| **PANTONE** 158C 100%<br>**DIGITAL** R240 G119 B34<br>**WEB** #f07722 | **PANTONE** 158C 90%<br>**DIGITAL** R238 G119 B34<br>**WEB** #ee7722 | **PANTONE** 158C 80%<br>**DIGITAL** R241 G131 B52<br>**WEB** #f18334 | **PANTONE** 158C 70%<br>**DIGITAL** R242 G143 B72<br>**WEB** #f28f48 | **PANTONE** 158C 60%<br>**DIGITAL** R245 G168 B113<br>**WEB** #f5a871 | **PANTONE** 158C 50%<br>**DIGITAL** R247 G181 B132<br>**WEB** #f7b584 |
| **PANTONE** 158C 40%<br>**DIGITAL** R249 G195 B154<br>**WEB** #f9c39a | **PANTONE** 158C 30%<br>**DIGITAL** R250 G208 B176<br>**WEB** #fad0b0 | **PANTONE** 158C 20%<br>**DIGITAL** R252 G223 B199<br>**WEB** #fcdfc7 | **PANTONE** 158C 10%<br>**DIGITAL** R253 G237 B223<br>**WEB** #fdeddf | **PANTONE** 158C 5%<br>**DIGITAL** R255 G244 B237<br>**WEB** #fff4ed | **PANTONE** 158C 3%<br>**DIGITAL** R255 G248 B243<br>**WEB** #fff8f3 |

# TYPOGRAPHY

The fonts we use to set our text provide the tone and emotional context for all our brand communications across both print and digital materials. Implementing our chosen typefaces consistently and effectively helps to facilitate increased brand recognition and ensures our collateral conveys professionalism.

# PRIMARY TYPEFACES

## OVERVIEW

Century Gothic and Calibri are the preferred typefaces for customer-facing and external communications. Any professional marketing collateral, advertising or online communication must be set these typefaces.

Regular and Bold type weights and sizes should be employed according to the basic principles.

## CENTURY GOTHIC REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## CENTURY GOTHIC BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## CALIBRI REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## CALIBRI BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

# BASIC PRINCIPLES

## OVERVIEW

Some basic principles are illustrated as a general guide, however, suitability of these generic rules must be checked or confirmed for each new type of communication.

## JUSTIFICATION

Whilst internal communications utilise left aligned text, all external facing documentation should be set to justified, except email and web pages which should be left aligned.

# MAIN HEADINGS

Century Gothic Bold 36pt to 90pt size, all caps

## SUB HEADING 1

Century Gothic Bold 10pt to 20pt size, all caps

### Sub Heading 2

Calibri Bold 10pt to 14pt size, title case

Body copy

Calibri 9pt to 11pt size, sentence case

## EXAMPLE

### 3.2.1    Comment

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam volutpat egestas lorem, quis imperdiet mi. Praesent metus mauris, semper a libero id, maximus imperdiet justo. Maecenas dapibus aliquet quam, at convallis tortor ullamcorper aliquam.

# PHOTOGRAPHY

Corporate photography is a means by which we can communicate our personality, uniqueness, and professionalism to our customers. Consistently incorporating appropriate and dynamic imagery throughout our collateral will help Mid West Ports to penetrate the minds and hearts of customers, demonstrating a personal side of the business that not only creates a connection with customers, but also differentiates our company from the competition.

# PHOTOGRAPHY GUIDELINES

## OVERVIEW

Photography should be carefully monitored to ensure our communications contain a consistent look and feel that is aligned with our values.

A mix of both landscape and portrait oriented photos should be captured to ensure the Mid West Ports photo library contains content for a range of different mediums.

Ample negative space should ideally be incorporated in many photos to enable overlay of graphic design elements such as text in collateral layouts.

When shooting with talent, subjects of the photograph should be captured in candid situations, with natural poses that don't appear staged.
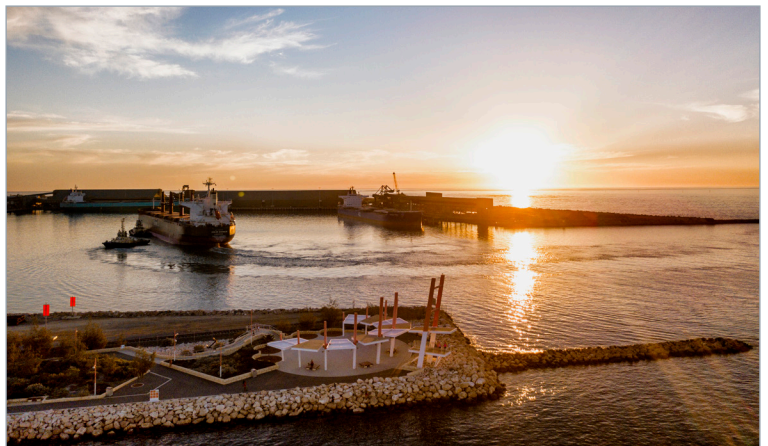
# INCORRECT IMAGERY



### BLACK AND WHITE

Do not use black and white photography in Mid West Ports marketing collateral.



### CLEARLY STAGED

Do not use stock photography with staged poses or activities.



### LOOKING AT LENS

Avoid using photography featuring talent looking directly to camera.



### EXCESSIVE FILTERS

Do not use photography that has employed extensive filters to change it's appearance.



### COMPLEX IDEAS

Do not use stock images that poorly attempt to explain complex ideology.



### CLICHE DIVERSITY

Do not use images of groups of people that are obviously diverse.

# TONE OF VOICE

Our brand's tone of voice is a combination of our personality, values and how our customers interact with us. By purposely defining and using our tone of voice across our communications, we will foster stronger and deeper relationships with our customers. With consistent use, our audience will more effectively recognise our voice even outside of the context of the Mid West Ports brand.

# HOW WE COMMUNICATE

## OVERVIEW

Maintaining a consistent tone of voice within our copy that appears throughout Mid West Ports marketing channels is imperative in building a strong, recognisable brand that effectively conveys our values and approach.

The following criteria should be referred to when developing content or representing the brand online via digital communication such as social media private messaging and responding to reviews and comments. This will help ensure stronger brand consistency and content development that is appropriate and relevant to our target markets.

### Genuine
Mid West Ports cares about our customers and community. As a result, copy should be genuine and transparent without becoming too promotional to reflect this.

### Smart
Copy used on Mid West Ports channels should convey intelligence and be accessible without becoming too high-brow or difficult to comprehend.

### Economical
Ensure our copy articulates the messages in a succinct and to the point manner. Avoid lengthy and convoluted copy.

### Positive
Positive language should be utilised throughout our copy to ensure the tone of our posts remains upbeat and aspirational.

### Professional
Given our target audience, the tone of our copy should remain appropriate and professional at all times. Casual phrases or slang should not be used.

### Plain English
Simple, easy to understand plain English should be utilised in copy to promote comprehension. Jargon or complex abbreviations should be avoided.

# STYLE AND TONE

## PLAIN ENGLISH

The writing style used at MWPA is based on plain English principles. It is designed to convey the businesses personality and clearly communicate information. The style is confident, simple (but not simplistic) and to the point. It should be understood after one reading.

Plain English uses:

- familiar, everyday words
- active voice
- simple sentence framework, with shorter sentences
- headings, bullet points and other formatting techniques to make it easy to scan a document and find key information.

The tone we use at MWPA is friendly and warm, without being overly familiar.

It is essential that all our written material is prepared with the audience in mind and tells them what they want to know, not just what we want to tell them. We write to our audience, not at them.

## INCLUSIVE COMMUNICATION

The standard for inclusive communication and non-discriminatory language is outlined in the Style Manual for Authors, Editors and Printers. This style of writing puts people first, avoiding stereotypical, archaic or offensive terms. In doing so, people are not defined by attributes such as race, gender or disability. For example, write 'person with a disability' instead of 'disabled person'.  Inclusive language also extends to gender. Avoid gender-specific terms, for example, rather than 'chairman' use 'chairperson'.

## FIRST PEOPLES TERMINOLOGY

The National Congress of Australia's First Peoples style guide advises that the following terminology is acceptable:

- Aboriginal and Torres Strait Islander
- Aboriginal and Torres Strait Islander Peoples
- Aboriginal Peoples and Torres Strait Islander Peoples
- First Nations
- First Nations of Australia
- First Peoples
- First Peoples of Australia
- Australia's First Peoples.

The term 'Indigenous' should not be used except when referencing the formal title of an office, document, organisation, program or Indigenous peoples worldwide.

The acronyms 'ATSI', 'CALD' and 'NCAFP' are not appropriate for use.

# Writing and editing

## SPELLING

MWPA uses Australian spelling, rather than American.  This means we use:

- 'ise' rather than 'ize', for example, realise, organise, specialise
- 'our' rather than 'or', for example, colour, behaviour, neighbour
- 're' rather than 'er', for example, threatre, centre, metre.

Consult the Macquarie Dictionary to confirm correct spellings.  Proper nouns, such as 'World Health Organization', retain their own spelling (and punctuation).

Some other spelling differences include:

- 'travelling', rather than 'traveling'
- 'focused' rather than 'focussed'
- 'ageing' rather than 'aging'.

## CONTRACTIONS AND ABBREVIATIONS

A conversational writing style that uses contractions, such as 'it's', 'that's', 'you're' and 'we've', is appropriate for materials aimed at internal documentation such as safe work practices, websites and advertisements. Contractions are not appropriate for formal material, such as the external reports and formal internal documentation.

Generally, abbreviations, such as 'lab' for laboratory, should be avoided. When space is limited, days and months can be abbreviated to:

- Mon, Tues, Wed, Thurs, Fri, Sat, Sun
- Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec.

Avoid using the ampersand (&) for 'and'. Also avoid using the '@' symbol other than in email addresses.

## ACRONYMS AND INITIALISATIONS

An acronym is a word formed by the first letters of words in a sequence, for example, 'ANZAC', from 'Australian and New Zealand Army Corps' (which has now become 'Anzac', as over time the capital letters in an acronym, other than the initial letter, can be reduced to lower case).

An initial is an abbreviation formed from the first letters of a sequence of words, which is read as a series of letters (not as a word as with an acronym), for example, 'CSG', from 'coal seam gas'.

Always spell out acronyms or initialisms in full I the first instance.

Full stops are never used in acronyms or initialisms.

Generally, avoid overuse of acronyms and initialisms as they can make writing difficult to read.  Some are well known and may be acceptable in headings (or where space is limited), for example WA or MWPA.  Acronyms or initialisms that are better known in their shortened form, for example, TAFE and ABC, do not need to be written in full.

Use 'an' to introduce an acronym or initialism that is pronounced as starting with a vowel, for example, 'an HSEQ employee'.

# WRITING AND EDITING

## APOSTROPHES

Apostrophes are used in contractions to replace omitted letters in a word, such as 'don't', 'couldn't', and in truncated words, such as 'cont'd' for 'continued'.

Apostrophes also indicate ownership.  Use an apostrophe followed by 's' for:

- common nouns, for example, 'the government's agenda', 'tomorrow's exam';
- proper nouns, for example, 'Adam's book';
- nouns that end in 's', for example, 'Mr Jones's house, 'the business's policy'; and
- collective nouns, for example, the 'children's toys'.

For plural nouns, the apostrophe appears after the 's', for example, the students' work. There are no apostrophes in:

- the plural form of acronyms, as seen in 'NGOs', 'OPs' and 'URLs'
- in decades, such as 'the 1970s'
- in adjectival phrases, such as 'girls school'
- in expressions of time that denote more than one day, week or month, and so on, such as in 'six months time', or 'four days work' (note that if the reference is singular, an apostrophe is needed, such as with 'a month's holiday').

## BRACKETS

Generally used to enclose material useful but not essential to the meaning of the sentence. The two main forms are round brackets (or parentheses) and square brackets.  An important use is to enclose acronyms the first time they are mentioned in a document.  Square brackets are primarily used in quoted material or to signify insertions made by someone other than the author.

## COLONS AND SEMICOLONS

A colon is commonly used to introduce a series or list. If a colon introduces a complete sentence, more than one sentence, a formal statement, quotation, or speech in a dialogue, capitalise the first word of the sentence.

For example:
*The question is: How can you put a price on education?*

If the colon introduces a sentence fragment or list, don't capitalise the first letter.

For example:
*We know the number one cause of stress for students: exams.*

Use a semicolon to join clauses when a conjunction is omitted, or when the connection is close. The clause after a semicolon should be able to form a complete sentence on its own.

For example:
*At the time, these study areas were revolutionary; today, they're more important than ever.*

Semicolons can also separate items in long lists. This is particularly useful when the items in the list contain multiple words and punctuation.

For example:
*MWPA has 4 departments: Landside Operations; Corporate Services; Marine; HSEQ.*

The word 'however' is often preceded by a semicolon. For example:

Requests for flu vaccinations are due 30 September; however, you can request after this date providing there are spaces available.

# WRITING AND EDITING

## COMMAS

Commas can be used:

- To introduce information, such as 'for example,' or 'since 1975,';
- To enclose extra information, such as 'the meeting, which was held on a Tuesday, was successful' (the sentence would make sense without the extra information: 'the meeting was successful');
- In numbers, such as '1,000', '10,000' and '250,000'; and
- To separate items in lists, for example, 'the degree offers four majors: accounting, financial planning, finance and economics'.

Be careful not to use a comma when a full stop is needed. This is known as a comma splice or run-on sentence.

For example:
*I had an early meeting this morning, I didn't have time for breakfast.*

The comma could either be a full stop or semicolon, as the clauses either side of it could form complete sentences.  It could also be replaced with a coordinating conjunction, such as 'so' or 'and'.

For example:
*I had an early meeting this morning, so I didn't have time for breakfast.*

## QUOTATION MARKS

Use single quotation marks in most cases. Double quotation marks are used for quotes within quotes. If several consecutive paragraphs are quoted and there are no intervening carrier expressions, quote marks are used at the beginning of each paragraph, but at the end of the last one only.

If punctuation is part of the quotation, it should sit within the quotation marks.

For example:
*'When does the exam period start?' she asked. 'It starts next week,' he replied.*

If the punctuation is not part of the quotation, it sits outside the quotation marks. For example:

Critics described the performance as 'an extraordinary achievement', 'in a class of its own' and 'spectacular, must-see event'.

Sometimes quotation marks are used in the initial instance that a term is introduced, but not in subsequent instances.

For example:
*The concept of a 'virtual community' has been the subject of extensive debate between scholars.*

Quotation marks should never be used for emphasis as they can suggest that the writer is being sarcastic. For example, '"fresh" fruit' or '"free" parking' can be interpreted to mean that the fruit is not quite fresh, or the parking is not actually free.

# WRITING AND EDITING

## HYPHENS

Hyphens (-) and dashes, including the em dash (—) and the en dash (–), have different uses and different meanings.

Hyphens
In Australian English, hyphenated words are used less frequently than in American or British. Hyphens are used to clarify meaning and avoid confusion. The key rule with hyphens is to maintain consistency throughout a document and to ensure that hyphens are used when the meaning of a sentence would otherwise be ambiguous.  Hyphens are used:

- With double-up vowels to make it easier for the reader to understand the intended meaning, for example, 're-energise' is kinder to the reader than 'reenergise'; however, when a word is well known, the hyphen is often not included, such as with coordinate'.
- When without a hyphen the word would be ambiguous as it would be the same as an existing word, for instance, 're-sign' (sign again), has a different meaning to 'resign' (quit).
- With numbers and fractions, such as twenty-nine and two-thirds.
- With compass points, such as north-east.
- With prefixes such as 'non-', 'former-', 'ex-' or 'neo-'.
- When a suffix applies to two or more items in a list, for example: 'on- and off-site'; however, where possible it is preferable to write the sentence in full, such as 'part-time and full-time employees'.
- To create new words and phrases, such as 'the airline-issued socks are one-size-fits-all'.

Hyphens can be used to create adjectives that appear before a subject, for example:

*He is a well-regarded actor*

The hyphen is not necessary if the adjectival phrase appears after the subject, for example:

*The actor is well regarded.*

This applies to ages and timeframes, such as in the following examples:

- *'The 19-year-old man', or 'the man is 19 years old'.*
- *'An 18th-century poet', or 'a poet from the 18th century'.*
- *'It was a three-week vacation', or 'the vacation was for three weeks'.*

Hyphens are not needed with adverbs ending in '-ly' because the meaning is not usually ambiguous, such as in the case of 'fully funded', 'internationally recognised' and 'recently renovated'.

# Writing and editing

## DASHES

Em dashes [ — ]

Em dashes are used in sentences to:

- Denote abrupt change, for example, 'funding is a major issue—but that is not the topic of this paper'.
- Precede an amplification or explanation, for example, 'develop skills in high demand—leadership, teamwork and communication'.
- Separate parenthetic elements, for example, 'MWPA has four departments—Landside, Marine, Corporate Services, HSEQ—with each having a distinctive quality'.

Note. Em dashes should be unspaced

En dashes [ – ]

En dashes are used as a linking device. They are used to show spans of:

- figures, for example, 'pages 42–59'
- time, for example, 'March–July', '9 am – 2 pm'
- distance, for example,' Brisbane – Gold Coast corridor'.

They are also commonly used to show associations between words that retain their separate identities, for example, 'Asia–Pacific region', 'Commonwealth–state agreement' and 'United States – Canada trade negotiations'.

En dashes are also used as a minus sign: 2 – 3 = –1

When a prefix such as 'non-', 'pre-' or 'anti-' is attached to one word, a hyphen is used, for example, 'anti-intellectual'. But if the prefix applies to more than one word, use an en dash, for example, 'anti–harm minimisation'.

Don't use an en dash as a substitute for and with the words 'between' or 'from'.

For example, write:

- 'the period between 2013 and 2016', rather than 'the period between 2013–2016'
- 'the period from 2013 to 2016', rather than 'the period from 2013–2016'.

Use a space before and after the en rule, to help distinguish it from an em rule.

Note. The en dash is unspaced if there is only one word either side, for example: 'Asia–Pacific'. If there is more than one word, the en rule is spaced, for example, United States – Australia agreement'.

## EXCLAMATION MARKS

In general, avoid exclamation marks.  They are rarely necessary, and overuse can be distracting and can make the author appear overly excitable and silly.  The occasional exclamation mark can be used, but this depends on the medium.

# WRITING AND EDITING

## HEADINGS

Headings should be written in plain English. They should clearly explain the associated information in terms that relate to the reader, and make sense on their own as standalone statements.

## EMPHASIS

Use italics and bold for emphasis sparingly.  Never use inverted commas to indicate emphasis.

## WATERMARKS

A watermark is a faint design that appears in the background of a document.  The words 'DRAFT' or 'CONFIDENTIAL can be placed in a watermark which will appear on each page identifying the status of the document.

## SPACING

Use two spaces after a full stop, one after a comma.

Insert one line space between paragraphs, for example, press 'enter' twice on the keyboard (if document is single spaced).

For long documents, break information into sections, use subtitles, number headings and paragraphs, insert page numbers and include a contents list.

## BULLET POINTS AND NUMBERED LISTS

Bullet or numbered lists, also known as unordered and ordered lists, can make writing easy to read; however, be careful not to overuse them, as lists that are too long, or multiple lists on one page, can be difficult to read. Lists should only be used when there is more than one entry.

Items in a list should be in parallel format, with the same grammatical structure. Each series of points should be introduced by a lead-in sentence or sentence fragment, and each point should flow logically from this lead-in. The lead-in ends with a colon to clarify the link with the information in the points in the list.

If the points are complete sentences, they can extend to a couple of paragraphs; however, if they are too long it can be confusing for the reader. These points should start with a capital letter and end with a full stop.

# NUMBERS

## SPELLING NUMBERS

Numbers from 1,000 and above are expressed with commas. In general, spell numbers up to nine and use numerals for numbers 10 and above.

Exceptions to this include:

- References to headings or expressions from elsewhere that use numerals, for example, 'Chapter 5', 'Appendix 2', 'Year 12', 'Semester 1'.
- Text that is largely statistical or mathematical in nature, for example in a table, in which case the reader is aided by consistent use of numerals
- Numbers accompanied by symbols or measurements, for example, '8°C', '3 km', '10 am'.
- The beginning of sentences, where numbers should always be expressed in words.

## DATES

Dates are written with no punctuation, for example, 'Friday 18 February 2014'.

## TIME

A full stop is used to separate hours from minutes. A space is used in between the numeral and the 'am' or 'pm' symbol. For example:

- 6 to 8 pm
- 6 – 8 pm (using an en dash)
- 6.30 pm.

## PERCENTAGES

In text, percentages are expressed with the words 'per cent' for numbers under 10 and with the symbol (%) for numbers above 10. For example, use 'five per cent' but '25%'. The percentage symbol should be used only with numerals, while 'per cent' can be used with either words or numerals. In documents where numerals are generally being used for numbers it is preferable to show percentages in numerals with the symbol.

For headings, such as 'We're ranked in the top 5% worldwide', the symbol is acceptable.

## UNITS

In text, percentages are expressed with the words 'per cent' for numbers under 10 and with Units are separated from their associated numerical value with a space, for example:

- 25 mm
- 14 km
- 4 m.

Symbols represent words, concepts and units of measurements.  Always use numerals for numbers that are accompanied by a symbol: 15°C, 15 km, 15.5 s.

## CURRENCY

Use A$ for Australian dollars (rather than $A or AU at the end of a figure). This is the style used by the Reserve Bank of Australia.

If using the symbol 'm' for million, no space is needed, for example, '$25m'. If writing 'million' in full include a space, for example '$25 million'.

TONE OF VOICE

# KEY POINTS

Writers have an important responsibility to ensure that readers are instantly aware if a document contains confidential or sensitive material. The classification should be shown at the top and bottom of each page of the document if relevant.

Use short sentences wherever possible with two spaces between them.  Try to limit sentences to a maximum of 30 words.  Limit paragraphs to one main thought or idea.  If necessary, break up information and ideas into bullet points.  Vary the length of both sentences and paragraphs.  This helps to keep readers engaged.

Unit of measurement used in Australia are those of the International System of Units (SI). Abbreviations for the common units of measurement are: metre (m), kilometre (km), kilometres per hour (km/h).  Information on the abbreviation of engineering terms can be found in the Austroads publication: HB 24-1992-Symbols and abbreviations for building and construction, ISBN 0-7262-7635-9.  Examples: Metres per second (m/sec), Vehicles per day (vpd).

Sentences can be written or spoken in the active or passive voice.  The active voice is a more powerful and straightforward form of expression and uses less words to convey the same message. Example: The cyclone left a path of destruction (active voice), A path of destruction was left by the cyclone (passive voice).

Ensure language is non-discriminatory.

The correct use of 'that' or 'which' can help to clarify meaning and avoid ambiguity.   Use 'that' in essential, or defining, clauses that never take commas, for example the tree that had no leaves was a birch. 'That' defines the tree, distinguishes it from other trees.

Use 'which' in non-defining clauses.  The sentence would still make sense without the clause enclosed in commas.  The tree, which had no leaves, was a birch.  Both examples are correct but show different meanings.

Names of organisations or policy plans can be long and cumbersome in text and conversation.  Hence we tend to abbreviate them to save space or time.  They should not be used merely for the convenience of the writer.  Abbreviations that include the last letter of the word do not have a full stop – Dept, Mr, Pty. Those that do not include the last letter usually are given a full stop - co., no., ed.

Punctuation tells you how long to pause for breathe in a sentence.

For example:

a full stop      .  = 4 breaths or 100% stop

a colon          :  = 3 breaths or 75% pause

a semi colon  ;  = 2 breaths or 50% pause

commas         ,  = 1 breath or 25% pauses

# BRAND APPLICATIONS

This section gives examples of use of logos, colours, icons and typesetting across print and digital applications. Brochures and documents containing content for Mid West Ports must be visually appealing, utilise appropriate typography, and sensible use of colours. Please refer to the typography page for information on typesetting.

# COLLATERAL LAYOUT

## HEADERS

The header of our corporate documentation should feature the Mid West Ports logo, positioned in the top left corner of the page. It should be aligned with the left margin of the document.



## FOOTERS

Footers of external facing documents including letterheads, and media releases should feature the wave element in the bottom right corner. The left corner houses contact details including physical and postal address, phone numbers, email and
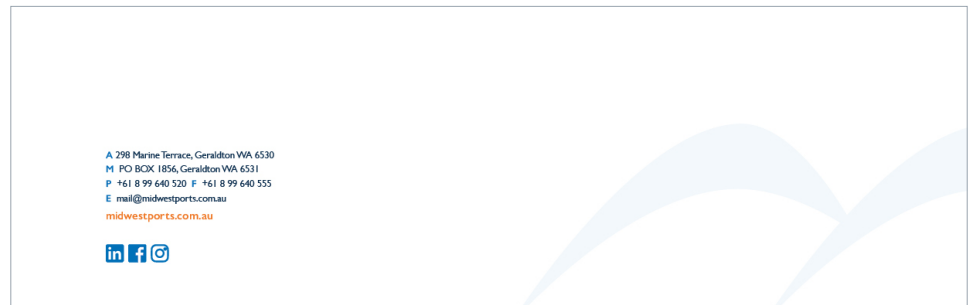


## LEARNING MATERIAL

Documents including safe work practices, guidelines and work instructions should incorporate the same style as procedures, however images and icons may be used within the design to assist in illustrating specific processes.
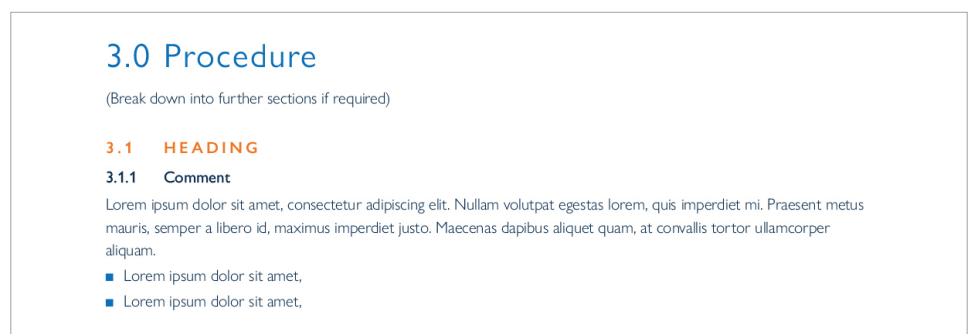
# BOARD DISCUSSION PAPER

## OVERVIEW

The Mid West Ports board discussion paper template is available in Microsoft Word format.

The body of the document provides a number of heading format options to ensure information can be styled clearly.

---

**MID WEST PORTS**

**16 APRIL 2019**

## Discussion Paper

| Agenda Item No.: | Click here to enter text | Agenda Item: | Click here to enter text |
|---|---|---|---|
| Sponsor: | Click here to enter text | Date: | Click here to enter text |

### PROPOSED RECOMMENDATION

Insert the exact wording of the proposed resolution the board is being asked to pass.

### PURPOSE AND CONTEXT:

In this section, explain in no more than [5] lines what the paper is about and what it is endeavouring to achieve. The paragraph should be clear and concise and should state why the paper is being submitted to the board.

### BACKGROUND:

Outline in no more than [1] page the background to what is being proposed to the board providing the information necessary for a proposal to be understood by a non-executive director, who does not have the background knowledge of an executive managing the particular matter on a day-to-day basis. As such, any unfamiliar terminology or acronyms should be explained.

If it is not possible to explain the background to a proposal in the space of [1] page, include an attachment(s) and provide further details. The use of graphs and tables can often convey the message more effectively and in less time than narrative.

Previous Board Decisions
Previous Board Consideration
Summarise any previous board consideration of the specific proposal and provide the text and dates of any previous Board decisions

External advice
Identify any external advice/consultants/information involved in the preparation of the proposal.

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E mail@midwestports.com.au
**midwestports.com.au**

# BOARD MEETING ACTION PLAN

## OVERVIEW

The Mid West Ports board meeting action plan template is available in Microsoft Word format.

A table is provided for detailing action points and responsibililties as a result of the meeting.

**MID WEST PORTS**

**16 APRIL 2019**

## Action Plan

Board Meeting No.:                   0XX – XX XXXXX 2019

| NO. | ACTION | RESPONSIBLE | COMMENT |
|-----|--------|-------------|---------|
|     |        |             |         |
|     |        |             |         |
|     |        |             |         |
|     |        |             |         |
|     |        |             |         |
|     |        |             |         |
|     |        |             |         |
|     |        |             |         |
|     |        |             |         |

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# BOARD MEETING AGENDA

## OVERVIEW

The Mid West Ports board meeting agenda template is available in Microsoft Word format.

Details including venue, time and present board members can be noted. Agenda items can be listed in the body of the document.

**MID WEST PORTS**

**16 APRIL 2019**

## Agenda

Meeting no. 055 Of the board of the Mid West Ports Authority

| | |
|---|---|
| Venue: | Click here to enter text |
| Time: | Click here to enter text |
| Present Board Members: | Click here to enter text |
| Present Executive Members: | Click here to enter text |

### AGENDA

1.  Declaration of opening
2.  Apologies
3.  Confirmation of minutes
4.  Disclosure of interests
5.  Actions arising from previous board meetings
6.  Items from finance and audit committee meeting
7.  Chair's update
8.  Chief executive officer's update
9.  Decision papers
10.  Discussion papers
11.  Information papers
12.  Ministerial correspondance
13.  Next meeting
14.  Declaration of closing

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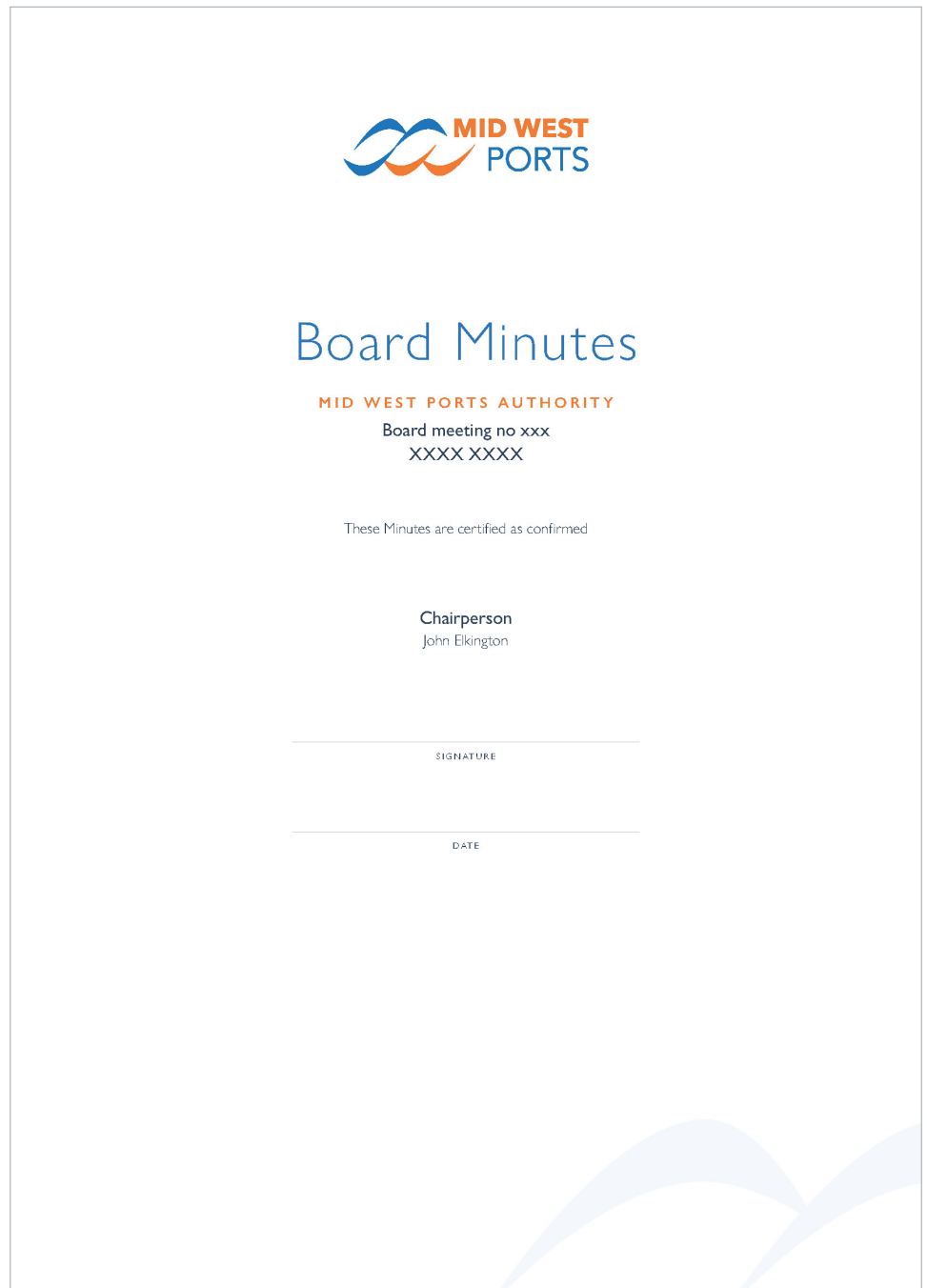E mail@midwestports.com.au
midwestports.com.au

# BOARD MINUTES

## OVERVIEW

The Mid West Ports board minutes template is available in Microsoft Word format.

It features a cover page with sections for the board meeting number and chairperson signature.

Meeting agenda items and present members can then be noted before any further details of the meeting.
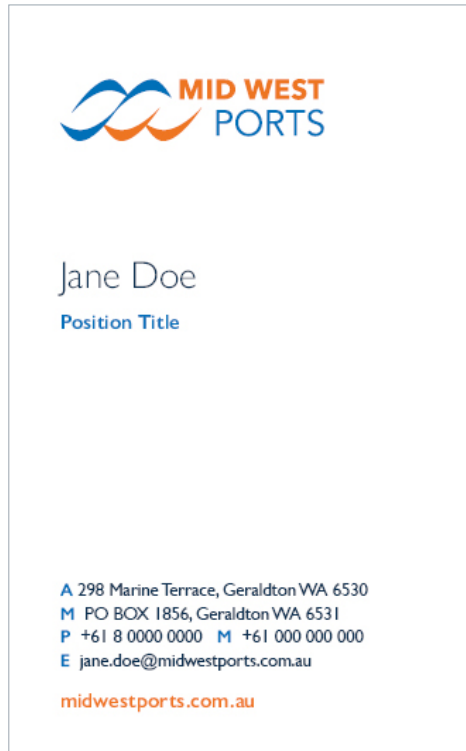


## Board Minutes

**MID WEST PORTS AUTHORITY**
Board meeting no xxx
XXXX XXXX

These Minutes are certified as confirmed

Chairperson
John Elkington

SIGNATURE

DATE

# BUSINESS CARD

## OVERVIEW

Our business cards are portrait oriented and encompass all our brand elements.

The back side features our reverse logo as well as the Mid West Ports website url.

# EMAIL SIGNATURE

## OVERVIEW

The Mid West Ports email signature incorporates the MWP logo at the top with the staff member name and title beneath, followed by the relevant contact details.

The MWP website URL should be a hyperlink to the company website homepage.



Jane Doe
**Position Title**
p:  +61 8 xxxx xxxx   m: +61 xxx xxx xxx
a:  298 Marine Terrace, Geraldton WA 6530
m: PO Box 1856, Geraldton WA 6531
w: midwestports.com.au   e: jane.doe@midwestports.com.au

# LETTERHEAD

## OVERVIEW

The Mid West Ports letterhead template has been developed in Microsoft Word format.

The MWP logo is positioned in the top left corner of the layout. The business contact details are located in the bottom left corner opposite the MWP wave symbol.



**File No:** file number
**Direct Phone:** (08) 9964 0500

**date**

contact
position
company
address
suburb and postcode

**Dear salutation,**

**RE: SUBJECT**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin in eleifend lorem. Nam eget interdum orci, ut accumsan enim. Suspendisse sed dictum tortor. Nam sodales vitae mi a posuere. Curabitur non gravida nulla, et dignissim lorem. Donec sit amet sem commodo, dapibus turpis non, rhoncus dui. Etiam nec ullamcorper eros. Donec ut eleifend odio, at porttitor erat. Donec vehicula dictum elit, sed rutrum quam placerat eget. Integer at blandit elit. Sed sit amet tortor finibus, blandit est eget, ultricies purus. Vivamus posuere justo in mollis imperdiet.

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**Yours sin/fai**

**Contact**
**POSITION**

A 298 Marine Terrace, Geraldton WA 6530
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P +61 8 99 640 520  F +61 8 99 640 555
E mail@midwestports.com.au
midwestports.com.au

# MEDIA INVITATION

## OVERVIEW

The Mid West Ports media conference invitation template has been developed in Microsoft Word format.

The header of the document contains formatting for the event details.

The body of the document contains the title, body copy and a section at the end for Media Enquiry contact details.

**MID WEST PORTS**

**16 APRIL 2019**

## Media Conference

| | | | |
|---|---|---|---|
| **Time:** | Click here to enter text | **Topic:** | Click here to enter text |
| **Location:** | Click here to enter text | **Contact:** | Click here to enter text |

### MESSAGE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin in eleifend lorem. Nam eget interdum orci, ut accumsan enim. Suspendisse sed dictum tortor. Nam sodales vitae mi a posuere. Curabitur non gravida nulla, et dignissim lorem. Donec sit amet sem commodo, dapibus turpis non, rhoncus dui. Etiam nec ullamcorper eros. Donec ut eleifend odio, at porttitor erat. Donec vehicula dictum elit, sed rutrum quam placerat eget. Integer at blandit elit. Sed sit amet tortor finibus, blandit est eget, ultricies purus. Vivamus posuere justo in mollis imperdiet.

Nam tempor orci vel sollicitudin eleifend. Proin non dictum purus, vel egestas eros. Vivamus et convallis felis. Nulla dapibus lacus sit amet arcu elementum scelerisque. Sed tortor diam, elementum vel tellus in, cursus finibus orci. Aliquam id dignissim felis, at ultrices tortor. Cras rutrum hendrerit erat vel malesuada. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Quisque sit amet condimentum sapien

### MEDIA ENQUIRIES

Jane Doe
JANE.DOE@MIDWESTPORTS.COM.AU
P +61 8 XXXX XXXX | M +61 XXX XXX XXX

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midwestports.com.au

# MEDIA RELEASE

## OVERVIEW

The Mid West Ports media release template has been developed in Microsoft Word format.

The body of the document contains the title, body copy and a section at the end for Media Enquiry contact details.

---

**MID WEST PORTS**

**16 APRIL 2019**

## Media Release

---

**TITLE**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin in eleifend lorem. Nam eget interdum orci, ut accumsan enim. Suspendisse sed dictum tortor. Nam sodales vitae mi a posuere. Curabitur non gravida nulla, et dignissim lorem. Donec sit amet sem commodo, dapibus turpis non, rhoncus dui. Etiam nec ullamcorper eros. Donec ut eleifend odio, at porttitor erat. Donec vehicula dictum elit, sed rutrum quam placerat eget. Integer at blandit elit. Sed sit amet tortor finibus, blandit est eget, ultricies purus. Vivamus posuere justo in mollis imperdiet.

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**MEDIA ENQUIRIES**

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JANE.DOE@MIDWESTPORTS.COM.AU
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# MEETING MINUTES

## OVERVIEW

The Mid West Ports meeting minutes template has been developed in Microsoft Word format.

The header section of the document contains headings for the specific meeting details.

The body of the document contains formatting for agenda items list and a table for meeting action points.

---

**MID WEST PORTS**

**16 APRIL 2019**

## Minutes of Meeting

| | | | |
|---|---|---|---|
| **Subject:** | | | Click here to enter text |
| **Location:** | Click here to enter text | **Time:** | Click here to enter text |
| **Chairperson:** | Click here to enter text | **Minute Taker:** | Click here to enter text |
| **Attendees:** | | | Click here to enter text |

### AGENDA

1. Confirmation Minutes Previous Meeting
2. Matters Arising from Previous Meeting (see Action Plan below)
3. Other General Business
4. Meeting Closed

### ACTIONS

| ITEM NO | ACTION | RESPONSIBLE | DATE DUE | STATUS |
|---|---|---|---|---|
| | | | | |
| | | | | |
| | | | | |

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# MEMORANDUM

## OVERVIEW

The Mid West Ports memorandum template has been developed in Microsoft Word format.

The header section of the document contains headings for the subject and recipient details.

The body of the document contains the message title and body copy.

---

**MID WEST PORTS**

**16 APRIL 2019**

## Memorandum

| To: | Click here to enter text | Copy: | Click here to enter text |
|---|---|---|---|
| From: | Click here to enter text | File No: | Click here to enter text |
| Re: | Click here to enter text | | |

---

**MESSAGE**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin in eleifend lorem. Nam eget interdum orci, ut accumsan enim. Suspendisse sed dictum tortor. Nam sodales vitae mi a posuere. Curabitur non gravida nulla, et dignissim lorem. Donec sit amet sem commodo, dapibus turpis non, rhoncus dui. Etiam nec ullamcorper eros. Donec ut eleifend odio, at porttitor erat. Donec vehicula dictum elit, sed rutrum quam placerat eget. Integer at blandit elit. Sed sit amet tortor finibus, blandit est eget, ultricies purus. Vivamus posuere justo in mollis imperdiet.

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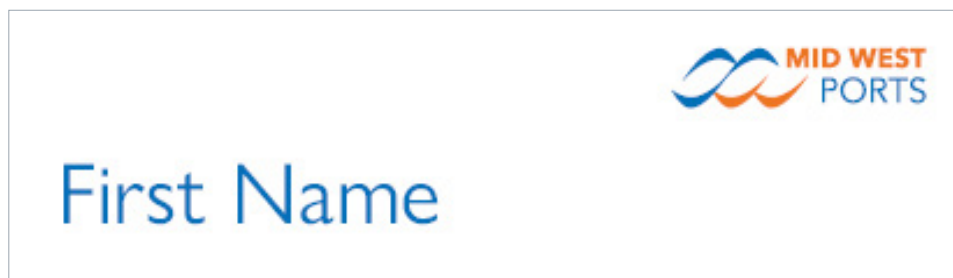E mail@midwestports.com.au
midwestports.com.au

# Name Tags

## OVERVIEW

The Mid West Ports name tag features the Mid West Ports full colour logo positioned in the top right corner.

The name tag includes the staff members first name only.

# POSITION DESCRIPTION

## OVERVIEW

The Mid West Ports position description template has been developed in Microsoft Word format.

The header section of the document contains headings for the position details including title, location and department.

The body of the document contains individual sections for qualifications, competencies, attributes, special conditions and acceptance.

---

**MID WEST PORTS**

**16 APRIL 2019**

## Position Description

| Position Title: | Click here to enter text | Department: | Click here to enter text |
| Location: | Click here to enter text | Custodian: | Click here to enter text |

---

### ORGANISATION STRUCTURE

| Department Manager: | Click here to enter text | In-Line Supervisor: | Click here to enter text |
| This position: | Click here to enter text | Reporting to this Position: | Click here to enter text |

**Purpose:**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ultrices lacus et turpis viverra accumsan. Donec at lobortis ante, at sagittis ex. Donec venenatis mattis tempus. Nulla non gravida turpis, non dignissim arcu. Mauris finibus commodo augue, nec dictum ipsum ultricies sagittis. Integer lacinia euismod sem, sit amet lobortis quam pharetra nec. Integer ac est mi. Maecenas porttitor tortor at lacus vehicula, at cursus ex imperdiet. Nunc ornare leo nulla, et volutpat arcu pretium

**Accountabilities:**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ultrices lacus et turpis viverra accumsan. Donec at lobortis ante, at sagittis ex. Donec venenatis mattis tempus. Nulla non gravida turpis, non dignissim arcu. Mauris finibus commodo augue, nec dictum ipsum ultricies sagittis. Integer lacinia euismod sem, sit amet lobortis quam pharetra nec. Integer ac est mi. Maecenas porttitor tortor at lacus vehicula, at cursus ex imperdiet. Nunc ornare leo nulla, et volutpat arcu pretium
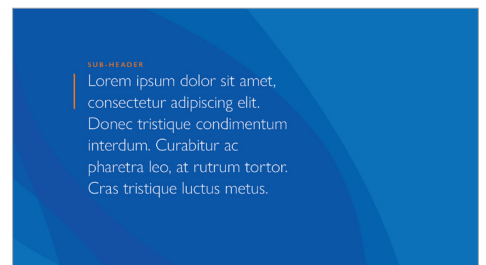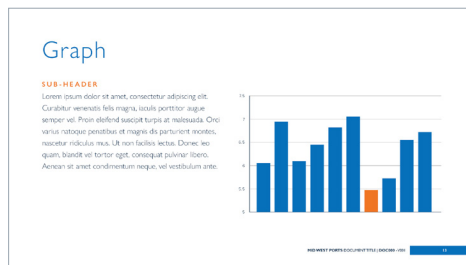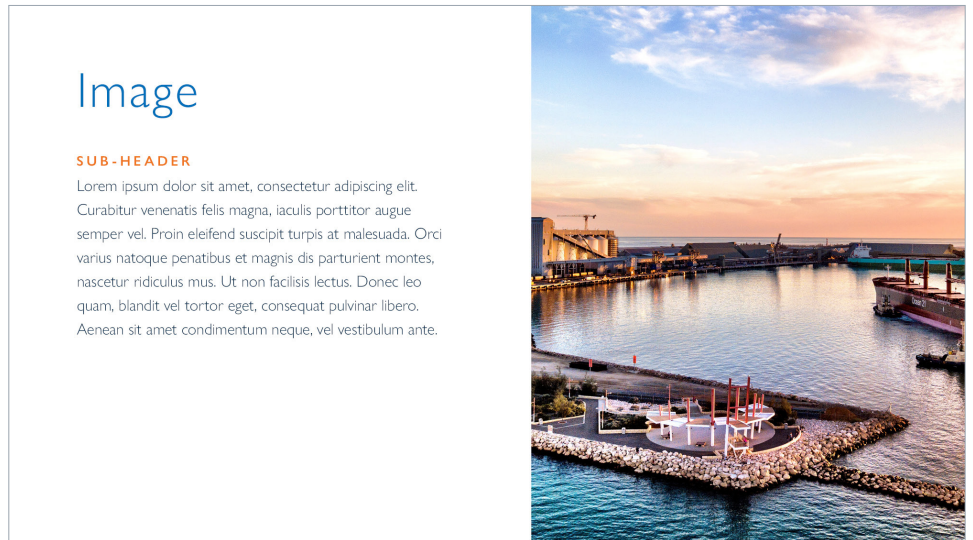
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midwestports.com.au

# PRESENTATION

## OVERVIEW

The Mid West Ports presentation template has been developed in widescreen PowerPoint format and features a number of different slide templates.

# PROCEDURE

## OVERVIEW

The Mid West Ports procedure template has been developed in Microsoft Word format.

The body of the document contains formatting for numbered procedure steps including 3 levels of sub-steps.

---

**MID WEST PORTS**

**16 APRIL 2019**

## Procedure Title

### 1.0 Introduction

**1.1 PURPOSE**

The purpose of this procedure is ..........
This procedure supports the Name of Policy (if relevant)

### 2.0 Role and Responsibilities

Identify role or parties responsible for ensuring compliance with procedure.

### 3.0 Procedure

(Break down into further sections if required)

**3.1  HEADING**

**3.1.1  Comment**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam volutpat egestas lorem, quis imperdiet mi. Praesent metus mauris, semper a libero id, maximus imperdiet justo. Maecenas dapibus aliquet quam, at convallis tortor ullamcorper aliquam.

- Lorem ipsum dolor sit amet,
- Lorem ipsum dolor sit amet,

**3.1.2  Comment**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam volutpat egestas lorem, quis imperdiet mi. Praesent metus mauris, semper a libero id, maximus imperdiet justo. Maecenas dapibus aliquet quam, at convallis tortor ullamcorper aliquam.

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- Lorem ipsum dolor sit amet,

Uncontrolled when printed

FILE NUMBER, DATE & VERSION NUMBER                    I

# REPORT

## OVERVIEW

The Mid West Ports report template has been developed in Microsoft Word format.

The cover features a full page image with colour overlay. Placeholders for date, project name and authors has been included.

A contents page template has been included as well as a standard page template with numbered section formatting.



DATE
Project Name
Prepared By: Author/Authors