UNION & PROUD

RAIL TRAM AND BUS UNION · EST. 1861 ·

RTBU

Style Guidelines

COLOUR & TYPOGRAPHY SUMMARY

NOVEMBER 2017

RTBU Style Guidelines

These guidelines establish the aesthetic style for RTBU. They have been developed to demonstrate how to create professional and consistent communications in both traditional print and online mediums.

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Foreward from the National Secretary

As a professional, modern union, it is vital that we are consistently professional in the way we present ourselves. That includes the way we brand our materials and communications.

While our existing design material has served us well over the past two decades, the time has come to give the RTBU brand a 21st century update, and to apply a consistent style across all of our material.

That's why National Office has developed these draft Style Guidelines for the consideration of the National Executive.

The Style Guidelines build on the work we have done over the past two years in developing a new National Office website, designing materials for our successful National Council in 2015, and the national Fix My Ride campaign for the Federal election.

We have also used this style in a host of member newsletters, and on merchandise such as our "Union & Proud" t-shirts and caps.

The application of the new Style Guidelines will ensure the RTBU looks strong, professional and united.

Bob Nanva
National Secretary

Core Colour

PANTONE® SPOT COLOUR

The primary colour is Pantone® 533 (Core Navy). This Pantone® colour is to be used for any spot colour (solid ink) print material. For example 2 colour print jobs.

FULL COLOUR CMYK PRINTING

When printing materials professionally in full colour the CMYK values are to be used. These values have been created from the original Pantone® CMYK breakdown.

Please ensure you use or specify the CMYK breakdown. This ensures accuracte colour reproduction across all collateral. Please do not allow your software to automatically convert Pantone® 533 to CMYK.

SCREEN & WEB REPRODUCTION

When the logo is used in online/electronic media such as internet or electronic advertising, ensure the RGB and HTML colours are used.

CORE NAVY
PANTONE® 533

C	M	Y	K
95	72	15	62

R	G	B
33	49	77

HTML
21314D

PLEASE NOTE: The Core Navy colour printed above is a guide only and should not be used as an accurate match. It is not to be used as a colour proof. Pantone® Matching System is a worldwide printing, publishing and packaging language for the selection, marketing and control of colour.

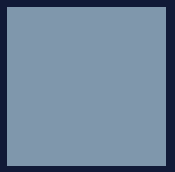
Supporting Colour Palette

The RTBU's supporting colour palette is designed to work in conjunction with the primary Core Blue.

Pantone® 5425 (Bluestone) is the second most used colour amongst the RTBU colour landscape. Its nature can be used to help counter the intensity of the Core Navy.

Pantone® 130 (Yellow) was included to act as a bridge back to the traditional RTBU brand. Its brings an energy and interest to the page and allows for some brand evolution and continuity.

Pantone® Cool Grey 9 (Graphite) is well suited for typography, particularly body copy. Pure black can be quite harsh while grey provides a lighter and more approachable feel. This also allows for greater emphasis when using pure black type to highlight key parts of messaging.



BLUESTONE
PANTONE® 5425

C	M	Y	K
44	15	7	22

R	G	B
125	154	170

HTML
7D9AAA

YELLOW
PANTONE® 130

C	M	Y	K
0	30	100	0

R	G	B
240	171	0

HTML
F0AB00

GRAPHITE
PANTONE® COOL GREY 9

C	M	Y	K
29	23	16	51

R	G	B
116	118	120

HTML
747678

WHITE
N/A

C	M	Y	K
0	0	0	0

R	G	B
255	255	255

HTML
FFFFFF

Colour Landscape

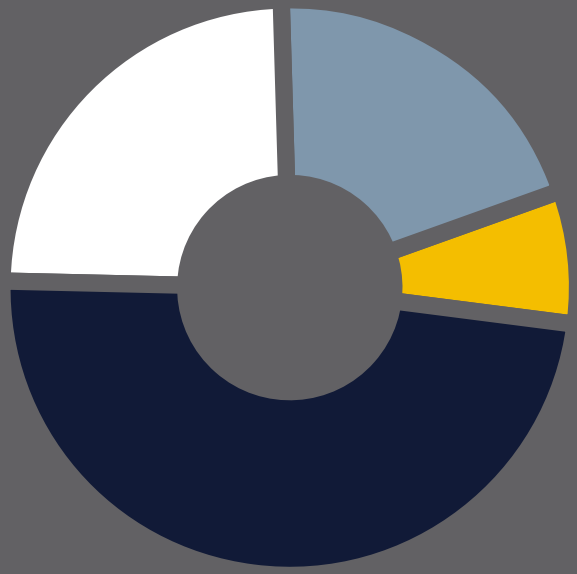
The RTBU colour landscape consists of the Core Navy and is accompanied by the three supporting colours, Bluestone, Yellow, Graphite and White.

These RTBU colours need to appear together and in a similarly balanced fashion to what is shown in the diagram. This shows the balance of how the colours would be used in a document as a whole. So for a 1 page document, it's very easy to see how it might apply. For larger documents, it's more about the overall feel and use, than how each page itself would appear.

It is vital that the **Core Navy** colour is used in our communications, and not just in the logo itself. This colour is the primary identifier for the RTBU brand and is the reason why it features so heavily in the colour landscape.

White space itself is the principal feature in all of our branded communications. White space improves legibility and creates a sense of openness, transparency and honesty. Using white space – rather than making it bigger – is often a more effective way of making something stand out. It helps reduce 'clutter'. The amount of white used in any one page can vary greatly depending upon the nature of the document.

Bluestone is a second key accent colour for the RTBU, and is good for softening the intesity of the Core Navy.



Yellow links back to the traditional RTBU crest. It is often used within page furniture and framing more than text itself. It can be useful for sectioning pages to break the tedium of a large document. This also rings true for Bluestone. But it should never dominate the Core Navy colour on smaller 1-2 page documents.

Graphite has been included as a vertatile neutral. It can be used to segment a document where appropriate. It has a premium feel when used in large panels, but should be reserved for such use in internal communications. Graphite can be used to introduce contrast in a predominately light palette – avoiding the coarseness that black can bring.

There are certain campaigns that may need to have more independence from this particular colour landscape structure (although they need to be consistent in their own right), but for non-campaign driven material, this colour landscape should be maintained. Not necessarily on one given page, but for the document overall.

Primary (Reversed) Logo

The RTBU logo is available in two main styles: A Primary (Reversed) version and a Secondary (Positive) version. There are limited space versions of the logo which will be covered

Both versions of the logo are identical, apart from their colour treatment.

The Primary (Reversed) logo is the most used and recognised version. It should always be the logo to try to incorpate into your RTBU material. This version is a White logo reversed out of the Core Navy.

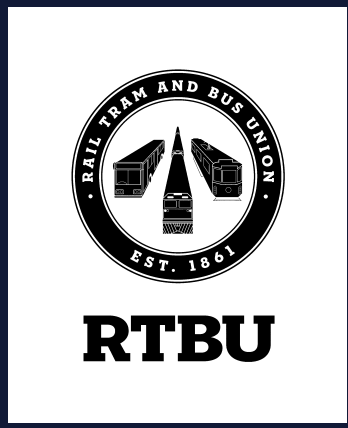
The logo can be reproduced white out of black (or sufficently dark tone) for all black and white communications (ie, photocopying, cheap internal printing where colour printing is not an option.

The primary logo can also be used in white if placed on a a dark enough image that does not have any real detail that can distract from the emblem (as shown).

Secondary (Positive) Logo

The secondary logo is useful when constratined by colour/ink limitations and where reversing the logo on a large solid panel of the Core Navy is not an option.

The same exclusion zone rules that apply to the primary logo also apply to this secondary version (see page 10).



Exclusion Zone & Minimum Size

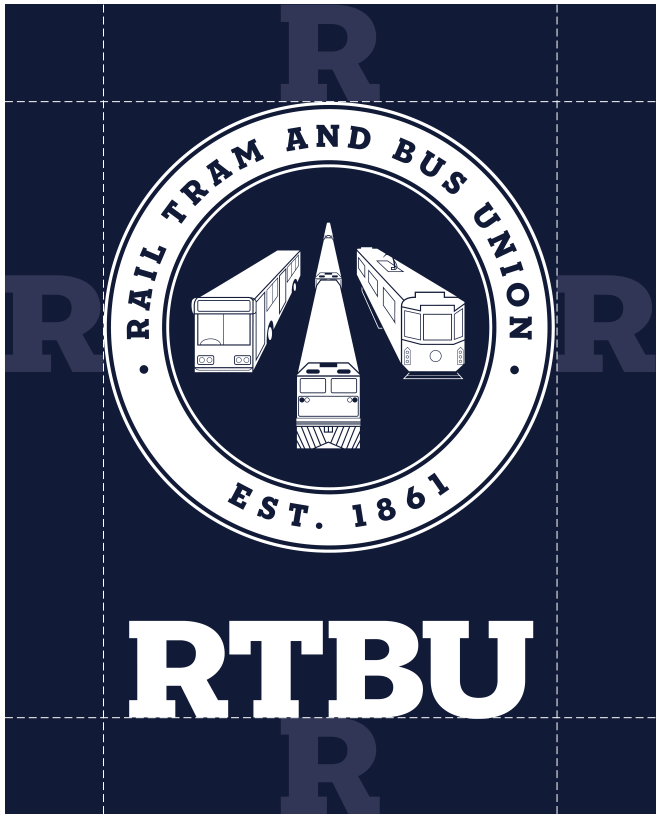
In order to maximise its visual presence the logo requires a surrounding area clear of any other graphic elements or text.

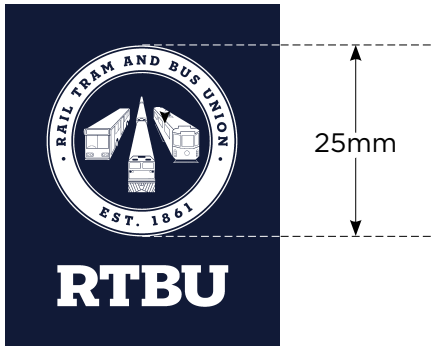
The minimum exclusion zone is equal to the size of the R in the RTBU type (as shown right).

Always allow at least this amount of clear space around the logo. It is important that this rule is observed and the exclusion zone is maintained at all times. The logo will appear in many different applications and formats and this will help to give it clarity and presence.

Due to the amount of detail in the emblem which features the stylised Train, Tram and Bus illustrations, the Primary and Secondary versions of the RTBU logo cannot be reproduced at smaller sizes. This amount of detail cannont be maintained, even in digital only formats.

The minimum size for the emblem reproduction is 25mm. Please use the limited space logo for all other applications.





Limited Space (Logotype Only) Logo

The primary & secondary versions of the RTBU logo contain a large amount of detail in the emblem.

This detail can be difficult to reproduce at small sizes and in certain printing methods (ie. hand cut stencils, engraving, special metallic print foils etc.)

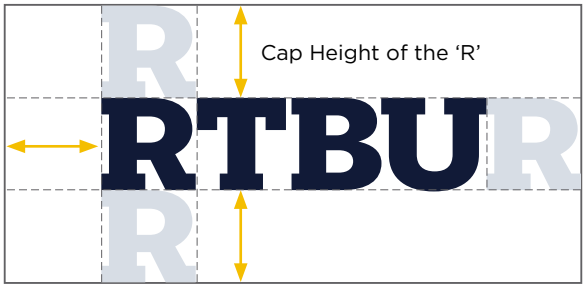
When dealing with these limited space and difficult reproduction methods, the RTBU logotype can be used. This is known as the limited space logo.

This version of the logo is often reproduced in the positive (Core Navy on White) style as that is what is often called for when dealing with limited space applications.

This logo also has it's own prescribed exclusion zone when being placed (as shown right).

RTBU

RTBU



Sub Branded Logo

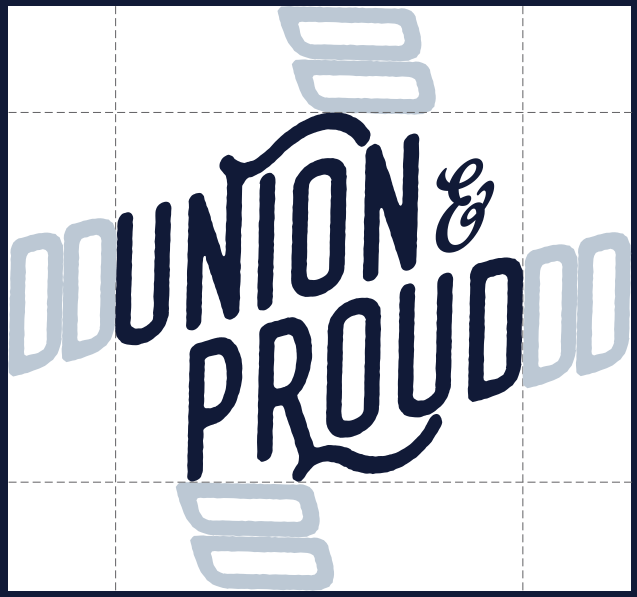
Union & Proud logo

The Union & Proud campaign has been developed to instill a greater sense of unity and common purpose across our various divisions and branches, while also supporting recruitment efforts.

The Union & Proud logo should be treated in the same way as the RTBU logo. It's primarily used reversed out of the RTBU Core Navy. You can use the Positive version (far right) if required.

The logo can also be placed on a dark photographic background s shown below. This image should not have areas of high contrast or detail.

UNION & PROUD



2 x Character Width Exclusion Zone

Union & Proud Co-branding

The Union & Proud campaign logo can be placed along side the RTBU logo. The distance between the two logos should be equal to half of the RTBU emblem's size. The Union & Proud logo should match the height of the RTBU logo.

This pairing can be used in both the Reversed (as shown) and Positive formats. The Reversed version is considered the Primary style.

The order of the two logos can be swapped depending upon which side of the page the logos are placed. The RTBU logo should always appear on the side of the page closest to the edge.

Typefaces

The RTBU uses a combination of 4 typefaces for its communications. These include Gotham as the primary typeface, Chronicle to improve legibility on text-heavy body copy, Serifa for display headings, and Neutraface Slab for display based numbers.

Gotham is our most widely utilised typeface. It comes with a wide array of weights (see page 14). These weights ensure greater flexibility when establishing a typographic hierarchy. It allows designers a greater amount of control over how much an element should jump of the page when limited by size or colour. This helps in balancing a design with more finesse and improves legibility.

Chronicle is used for body copy. It is great for text heavy publications and has great legibility. It is fine to use Gotham for body copy, as long as it's relatively light on content.

Serifa is the typeface used to create the actual RTBU initials in the logo. This display typeface should only be used for large format headlines.

Neutraface Slab is used as our display font for numbers. So large format dates on covers, posters or information graphics. Gotham may also be used for this purpose. But Chronicle and Serifa should never be used as a display typeface.

Aa Gotham

Aa Chronicle

Aa Serifa

123 Neutraface Slab

GOTHAM ULTRA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*( )_+

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*( )_+

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*( )_+

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*( )_+

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*( )_+

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*( )_+

GOTHAM EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*( )_+

GOTHAM THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*( )_+

CHRONICLE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*( )_+

CHRONICLE SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*( )_+

CHRONICLE ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*( )_+

SERIFA 75 BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*( )_+

SERIFA 65 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*( )_+

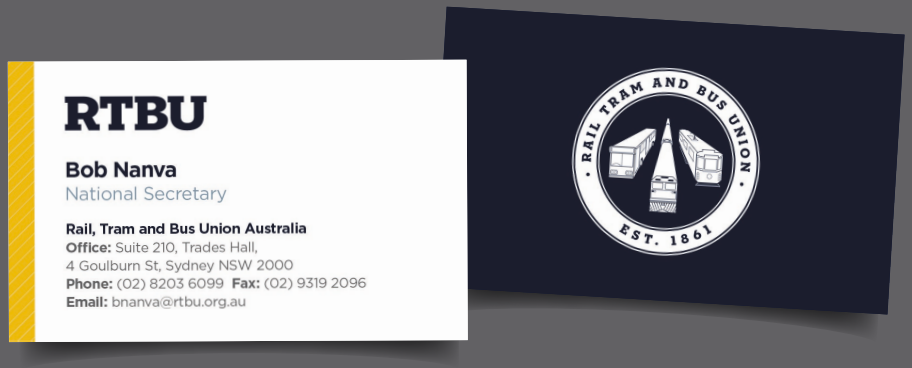
SERIFA 45 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*( )_+

NEUTRASLAB DISPLAY (LIGHT, MEDIUM & BOLD) - NUMBERS ONLY

1234567890 | 1234567890 | **1234567890**

Sample Communications



Business Cards & Letterhead

RTBU

Mr S Cooney
Workplace Relations Manager
Sydney Trains
North Wing, Level 6
477 Pitt St
SYDNEY NSW 2000

31 July 2016

cc: mackenzee.beckenham@transport.nsw.gov.au

RE: Delegates to attend the RTBU National Council Meeting Tuesday 27 October – Thursday 29 October 2015 inclusive

Please be advised that the delegates set out below are delegates to our National Council and as such, it is requested that they be released on paid time in accordance with government policy.

- Craig Turner — Train Guard, Hornsby
- Bruce Gale — Train Guard, Leppington
- Craig McCall — Area Controller, Homebush
- Scott Wilson — Infrastructure worker, Hamilton
- Michael Bartlett — Service Attendant, Central
- Brett Rosser — Driver, Penrith
- Keith McMahon — Driver, Blacktown

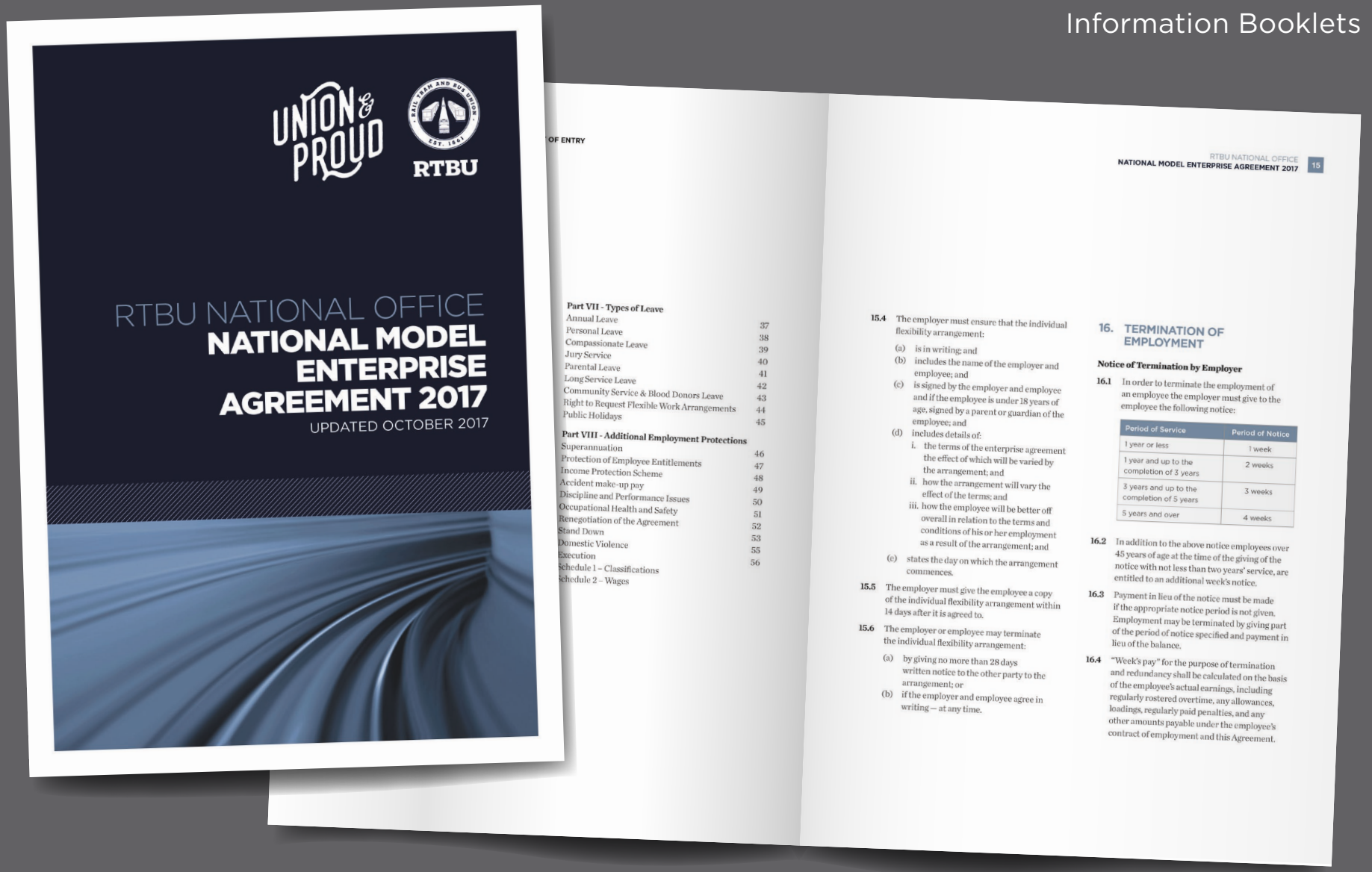
I look forward to your favourable response to the above request.

Yours sincerely,

Allan Barden
Assistant National Secretary

Rail, Tram & Bus Union Australia The Power of Union
Office: Level 2, Trades Hall, 4-10 Goulburn Street, Sydney NSW 2000
Phone: 02 8203 6099 **Fax:** 02 9319 2096

Information Booklets



A4 Forms

RTBU
Allocation of Union Property
This form is to be used when an employee / official is entitled to, and allocated, union assets.
Name:
Position:
ASSET ALLOCATION DETAILS
Date
Description of Asset
Condition
Asset Number
RTBU
Expense Reimbursement
This form is to be used when an employee / official / delegate has incurred a reimbursable expense or is entitled to an allowance and is seeking reimbursement/payment of that expense/allowance.
Name:
Position:
EXPENDITURE/ALLOWANCE DETAILS
Date
Description of expense/allowance
Amount (inc GST)
Office Reference
TOTAL
I confirm that the expense(s) are for RTBU business.
Expense receipts enclosed (not applicable to allowances).
I understand that expenses/allowances will be reimbursed by Electronic Funds Transfer (EFT).
Please attach relevant receipts and/or the signed Missing Document Declaration
Bank:
Acct Name:
BSB:
Acct No.:
Claimant's Signature
Name:
Date:
Signature:
Secretary's Authorisation
Name:
Date:
Signature:
RTBU
Vehicle Accident Form
Please complete this form as accurately as possible. To be completed for accidents involving RTBU owned vehicles.
Email*:
Alternate No:
Expiry Date:
Vehicle Damage
(Mark damaged areas with an X)
Time of accident:
Your speed:
Other vehicle's speed:
Signature:

UNION & PROUD
RTBU
A WINNING UNION.
FIGHTING FOR WORKERS.
NATIONAL COUNCIL | 31 OCTOBER – 2 NOVEMBER 2017

OUR PROUD HISTORY
Ours is a union with a proud history – dating back as far as 1861. Initially workers in the new rail, tram and bus industries became organised in their local areas, but as Australia became a political federation, our transport unions came together to form national associations. We were also instrumental in forming Trades Councils in each state, and were central to the formation of the Australian Labor Party.
We have been at the centre of some of the most important industrial disputes in Australian history – including the 1912 Brisbane General Strike and the imprisonment of Clarrie O'Shea in Victoria in 1969, which led to a national general strike.
This year we also mark the 100th anniversary of the Great Strike of 1917 – a dispute which started in the Eveleigh Carriageworks and Randwick Tram Workshops. The Great Strike spread across the country, and at its peak over 100,000 workers downed their tools.
One of the leading figures in the Great Strike was an engine driver from Bathurst, Ben Chifley, who went on to become Labor Prime Minister of Australia. Chifley is far from the only political leader, with a strong industrial agenda, to have come from our Union, with many other Premiers and Ministers rising from our ranks.
Over the years, we have also led the way in many public battles over workplace and social justice issues. For example, in 1942 we were the first union to be successful in having women employed on equal pay - resulting in equal pay slowly being introduced throughout the tramways workforce. Later, former Queensland ARU Delegate Eddie Kaiko Mabo led the fight for justice for our first peoples, and successfully challenged the laws that assumed Australia was "terra nullius" at the time of European settlement.
RTBU

12
UNION & PROUD
RTBU
BUILDING POWER. FIGHTING FOR WORKERS.
PROPOSAL TWO:
LEVERAGING OUR KNOWLEDGE
UNION & PROUD
Our people are our greatest strength. The RTBU's reputation for power, activism and being a defender of workers' rights is in no small part due to the reputation of our officials and key delegates. A new or trainee organiser's job, however, can be complex and potentially daunting. The extraordinary amount of information, expertise and experience that is required in our industries cannot be underestimated.
Given the extensive RTBU community, we have access to a vast group of people who have 'been there and done that' - people with the information, expertise and experience that make them experts in their fields.
This is a network of expertise within our union that we can be better at tapping into and leveraging to skill up and mentor those who will be part of the RTBU's front line in the years ahead. These mentors can be an important resource for new organisers and delegates seeking advice, information, feedback and support.
That's why the National Office should supplement the work of Branches and Divisions by:
Conducting an audit of key industry specific subject matter areas of importance for new organisers and delegates.
Developing an RTBU Mentoring Program with an initial focus on industry specific practical skills including:
(a) approaches to bargaining (planning, organising and negotiating)
(b) campaigning elements for organising and prosecuting campaigns in the workplace and beyond; and
(c) understanding and development of job roles, classifications and competencies which may be linked to remuneration
Delivering a mentoring program to interested participants from Branches and Divisions through the lens of existing work requirements.
Coordinating a Mentors Network of people with a direct connection to the RTBU who are subject matter experts, can act as mentors and deliver the program, and can de-brief with participants on defined issues and activities.

Brochures

Campaigns

Fix My Ride: DL prints

Website Banners & Adverts (Static & Animated)

Say Thank You: A4 & DL

Social Media Imagery

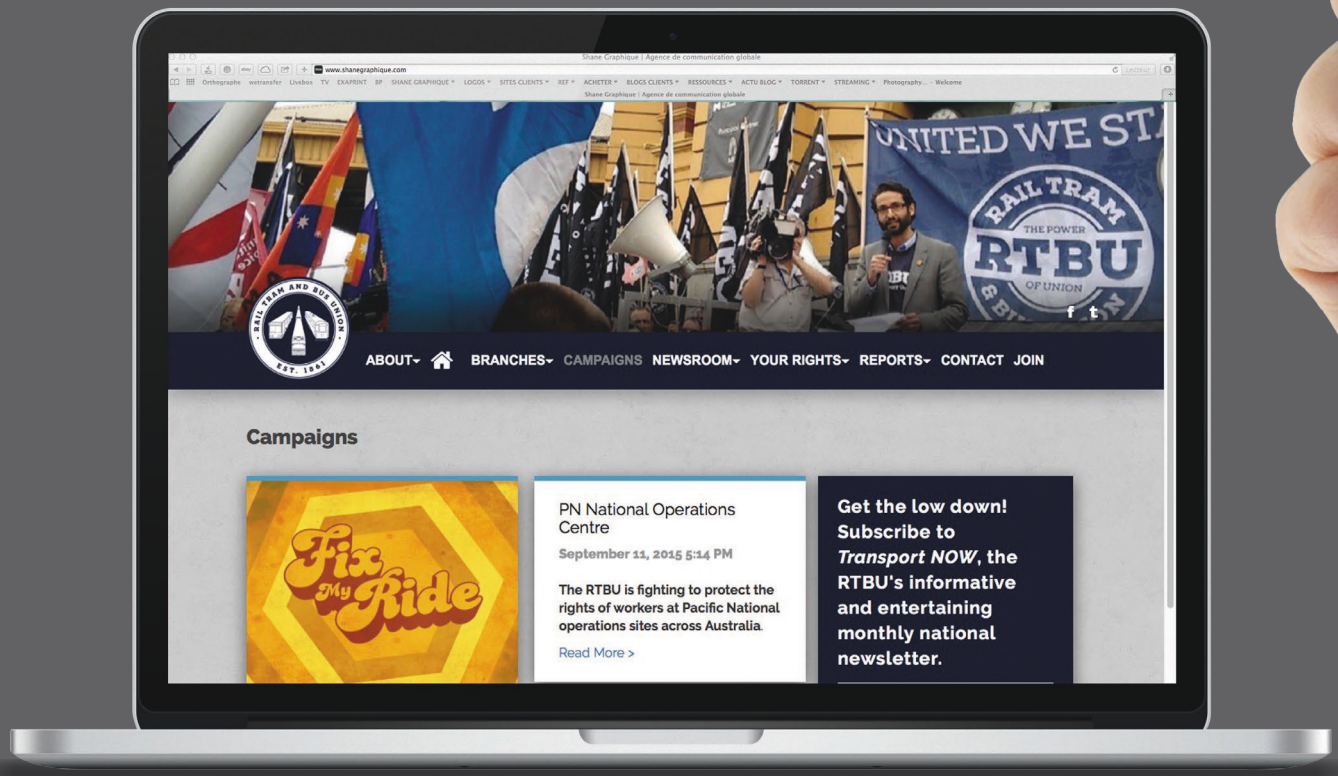
Certificates

T-Shirts

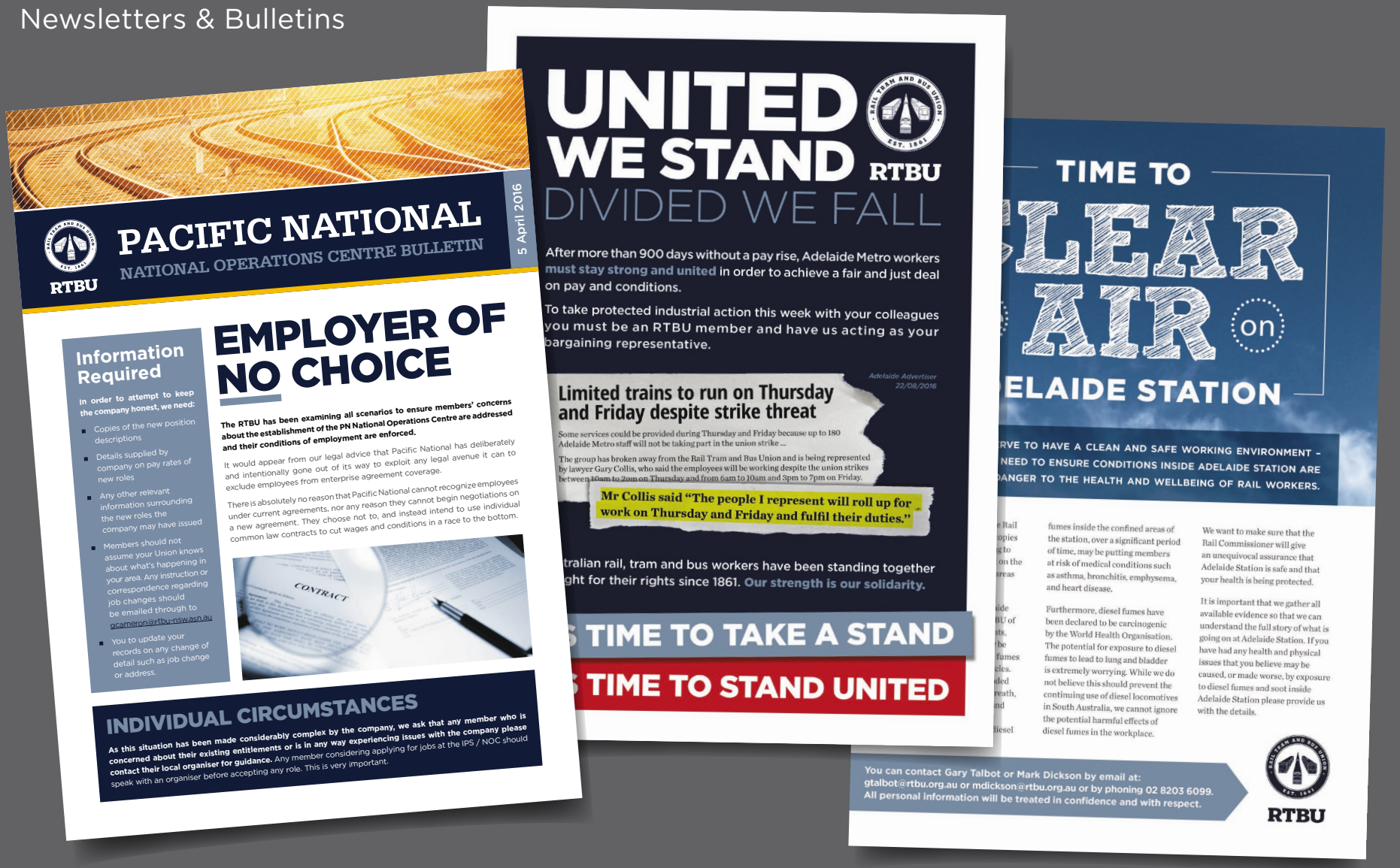
Caps

Lapel Pins

Online & Email Communications



Newsletters & Bulletins



PACIFIC NATIONAL
NATIONAL OPERATIONS CENTRE BULLETIN
RTBU
5 April 2016

EMPLOYER OF NO CHOICE

Information Required

In order to attempt to keep the company honest, we need:

- Copies of the new position descriptions
- Details supplied by company on pay rates of new roles
- Any other relevant information surrounding the new roles the company may have issued
- Members should not assume your Union knows about what's happening in your area. Any instruction or correspondence regarding job changes should be emailed through to gcameron@rtbu-nsw.asn.au
- You to update your records on any change of detail such as job change or address.

The RTBU has been examining all scenarios to ensure members' concerns about the establishment of the PN National Operations Centre are addressed and their conditions of employment are enforced.

It would appear from our legal advice that Pacific National has deliberately and intentionally gone out of its way to exploit any legal avenue it can to exclude employees from enterprise agreement coverage.

There is absolutely no reason that Pacific National cannot recognize employees under current agreements, nor any reason they cannot begin negotiations on a new agreement. They choose not to, and instead intend to use individual common law contracts to cut wages and conditions in a race to the bottom.

INDIVIDUAL CIRCUMSTANCES

As this situation has been made considerably complex by the company, we ask that any member who is concerned about their existing entitlements or is in any way experiencing issues with the company please contact their local organiser for guidance. Any member considering applying for jobs at the IPS / NOC should speak with an organiser before accepting any role. This is very important.

UNITED WE STAND
RTBU
DIVIDED WE FALL

After more than 900 days without a pay rise, Adelaide Metro workers must stay strong and united in order to achieve a fair and just deal on pay and conditions.

To take protected industrial action this week with your colleagues you must be an RTBU member and have us acting as your bargaining representative.

Adelaide Advertiser 22/08/2016

Limited trains to run on Thursday and Friday despite strike threat

Some services could be provided during Thursday and Friday because up to 180 Adelaide Metro staff will not be taking part in the union strike ...

The group has broken away from the Rail Tram and Bus Union and is being represented by lawyer Gary Collis, who said the employees will be working despite the union strikes between 10am to 2pm on Thursday and from 6am to 10am and 3pm to 7pm on Friday.

Mr Collis said "The people I represent will roll up for work on Thursday and Friday and fulfil their duties."

tralian rail, tram and bus workers have been standing together ght for their rights since 1861. Our strength is our solidarity.

TIME TO TAKE A STAND
TIME TO STAND UNITED

TIME TO
LEAR
AIR on
ELAIDE STATION

RVE TO HAVE A CLEAN AND SAFE WORKING ENVIRONMENT – NEED TO ENSURE CONDITIONS INSIDE ADELAIDE STATION ARE DANGER TO THE HEALTH AND WELLBEING OF RAIL WORKERS.

fumes inside the confined areas of the station, over a significant period of time, may be putting members at risk of medical conditions such as asthma, bronchitis, emphysema, and heart disease.

Furthermore, diesel fumes have been declared to be carcinogenic by the World Health Organisation. The potential for exposure to diesel fumes to lead to lung and bladder is extremely worrying. While we do not believe this should prevent the continuing use of diesel locomotives in South Australia, we cannot ignore the potential harmful effects of diesel fumes in the workplace.

We want to make sure that the Rail Commissioner will give an unequivocal assurance that Adelaide Station is safe and that your health is being protected.

It is important that we gather all available evidence so that we can understand the full story of what is going on at Adelaide Station. If you have had any health and physical issues that you believe may be caused, or made worse, by exposure to diesel fumes and soot inside Adelaide Station please provide us with the details.

You can contact Gary Talbot or Mark Dickson by email at: gtalbot@rtbu.org.au or mdickson@rtbu.org.au or by phoning 02 8203 6099. All personal information will be treated in confidence and with respect.

RTBU

RTBU

Rail, Tram & Bus Union (National Office)
Office: Level 2, Trades Hall,
4-10 Goulburn Street, Sydney NSW 2000
Phone: 02 8203 6099 **Fax:** 02 9319 2096
www.rtbu.org.au