



# SACS Consulting

## Style Guide

Last updated September  
2014

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## 1.0 the need for a style guide

SACS Consulting's visual identity has changed throughout its life to date and currently has a few different brand styles depending on the purpose. This Style Guide recognises the different styles SACS currently use for its varying purposes, and outlining the colour palettes, typography, language and templates for each.

## 2.0 the logo

To create a consistent image across a variety of media the logo has set colours. These colours are to be used at all times and must not be altered.

Dark Blue: R53 G67 B113



White: R255 G255 B 255

### Generic Logo

(used for Standard Operating Procedures, letters and email signatures)



### Greyscale



### Negative / Reversed Colour Logo

(used for website, reports and promotional flyers)



These are available at I:\Business Development & Branding\Style Guide Materials\Logos

## 2.1 other logos

SACS Consulting also use the following logos on the website, event invitations and social media:

- ◆ C02 Carbon Certified
- ◆ LinkedIn
- ◆ Facebook
- ◆ Twitter
- ◆ Youtube

We use the most up-to-date logos from the respective suppliers.

## 2.1 size & scaling

The corporate logo must have a prominent position on all materials (Reports are created with logo in the header banner).

For the Generic Logo – this can be used in the centre of the top of the page.

For the Negative/Reversed Colour Logo – this is used to the side of the page and is incorporated into a banner.

The minimum size for the logo is: Height = 1.59cm and Width = 3.73



There is no maximum size restriction, however note that the logo must not appear distorted, manipulated, stretched, incorrect colours or rotated. Please see examples below:



Logo is not be altered horizontally



Logo is not be altered vertically



Logo is not to be altered rotated



Logo is not to be altered by colour



## 3.0 colours

SACS Consulting uses the following colours for corporate branding and communications:



Dark Blue: R53 G67 B113

Pink: R202 G48 B146



Medium Blue: R80 G145 B205

Yellow: R231, G166, B20

## 4.0 emails

Emails are defaulted to Calibri 11 and Black. Reply emails are defaulted to Calibri 11 and Dark Blue.

The Email examples are below and to be implemented for each new staff member.

The LinkedIn banner is to be linked to SACS Consulting's Careers Page and not the individual's LinkedIn page.

### Initial Email Signature

**Carly Harrington** | Personal Assistant

SACS Consulting | Level 9, 350 Collins Street | Melbourne VIC 3000

☎ +613 8622 8516 | ✉ [carlyh@sacsconsult.com.au](mailto:carlyh@sacsconsult.com.au)

Follow SACS on 



*SACS Consulting is ISO 9001: 2008 certified and carbon neutral certified.*

*This email is confidential and intended solely for the use of the individual to whom it is addressed. Any views or opinions presented are solely those of the author and do not necessarily represent those of SACS Consulting. If you are not the intended recipient, be advised that you have received this email in error and that any use, dissemination, forwarding, printing, or copying of this email is strictly prohibited. If you have received this email in error please notify the SACS Consulting Helpdesk by telephone on +613 8622 8500.*

### Reply Email Signature

The reply email signature should be defaulted to the below (same as above minus the LinkedIn banner and below).

**Carly Harrington** | Personal Assistant

SACS Consulting | Level 9, 350 Collins Street | Melbourne VIC 3000

☎ +613 8622 8516 | ✉ [carlyh@sacsconsult.com.au](mailto:carlyh@sacsconsult.com.au)

## 5.0 word reports

SACS Consulting reports follow pre-made templates for consistency.

The following report templates currently exist and can be found in the templates under My Documents. The Administration Coordinator & Business Improvement Coordinator are responsible for updates and maintenance of these templates.

### Executive Recruitment

- ◆ Advertising
- ◆ Application Process
- ◆ Applied Candidate List
- ◆ Candidate Report Float
- ◆ Candidate Report
- ◆ Interview Schedule
- ◆ Job Spec
- ◆ Panel Interview Summary
- ◆ Proposal CEO Board
- ◆ Proposal CEO LG
- ◆ Proposal Multiple Jobs
- ◆ Proposal Standard
- ◆ Ref Check
- ◆ Search List

### Human Resources Consulting

- ◆ 360 Degree Feedback Proposal
- ◆ Climate Survey Proposal
- ◆ Remuneration Review Proposal
- ◆ What We Stand For Proposal
- ◆ Workforce Planning Aged Care Proposal

The templates above include the following requirements:

Style – SACS Consulting 2013

- ◆ Cover Page – Use the SACS Consulting Report Cover Page
- ◆ Contents Page – Century Gothic, Size 12, lowercase, dark blue colour
- ◆ **Heading 1** (major headings): Century Gothic, Size 18, lowercase and dark blue colour, left aligned.
  - *Within the header – we bold the number and the first word only.*
- ◆ **Heading 2** (sub headings): Arial, Size 14, Bold, lowercase and Pink colour, left aligned.
- ◆ **Heading 3** (minor headings): Arial Narrow, Size 12, Bold, Title Case and medium blue colour, left aligned.
- ◆ **Heading 4** (minor headings): Arial Narrow, Size 12, Bold, Title Case and yellow colour, left aligned.
- ◆ **Heading 5** (low level headings), Arial Narrow, Size 12, Bold, Title Case and black colour, left aligned.
- ◆ Body Text (Para Text): Arial Narrow, Size 12, Black colour, justified.
- ◆ Bullet Points are to use the pink diamonds and indented to the default, Size 12.



- ◆ Bullet Numbers are to use the pink numbers and indented to the default, Size 12.
- ◆ Line Spacing – Use single line spacing (0 point before & after text), and no extra space between paragraphs.

#### Page Margins:

Top: 2.5cm	Bottom: 1.8cm
Left: 2.5cm	Right: 2.5cm

#### Header & Footer Margins

Header from top: 1.25cm	Footer from Bottom: 1.25cm
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Footers for candidate reports use a slightly different footer to the SACS standard footer below.

### 1.1 SACS for Organisation'

Please use the Portrait Header Banner for A4 Portrait pages, and the Landscape Header Banner for A4 Landscape Pages.

These are available at: I:\Business Development & Branding\Style Guide Materials\Header Banners

## 5.1 in report headings, bullets & numbers

Below are some examples of the heading styles within a report.

### 1.0 introduction [heading 1 style]

The style 'Para Text' should be used for most word processing tasks, long bodies of text in reports, submissions etc.

- ◆ Bullet point one
- 1. Number option one

### 1.2 second level heading [heading 2 style]

Third Level Heading [Heading 3 Style]

Fourth Level Heading [Heading 4 Style]

Fifth Level Heading [Heading 5]

## 6.0 powerpoint

SACS Consulting uses a pre-made template for external powerpoint presentations: This can be found in the templates under Master Documents >Presentation Name.

It uses the same font requirements as the reports previously mentioned.

All powerpoint presentations must use the cover page provided in the template and the follower page for all following pages. Text colour, size, font and placement is defaulted on the template to the following:

### **Cover Page:**

- ◆ Presentation name font is Century Gothic, Dark Blue. Please use the default size or adjust appropriately to fit the page.
- ◆ Facilitated by & Date should be Century Gothic, Yellow. Please use the default size or adjust appropriately to fit the page.

### **Follower Pages:**

- ◆ Banner Header: Font is Helvetica Neue Bold Condensed, White. Please use the default size or adjust appropriately to fit the page.
- ◆ Text: Text is defaulted to Arial Size 24, Dark Blue. Please use the default or adjust appropriately to fit the page.

## 7.0 advertising jobs

SACS Consulting use two types of advertising styles when advertising jobs for clients, these are:

1. Standard Template (SACS Branded – client logo is optional)
2. Graphic Design (Client Branded with SACS logo)

The Standard Template exists with Blaze Advertising and the Graphic Design ads are created by Blaze Advertising. An example of each is below.

### Manager City Strategy


- > Deliver integrated Strategy and Projects
- > Lead a Multi-Disciplinary Team
- > Highly Competitive Package

Located just 20km south east of the CBD and with approximately 178,000 residents, the City of Monash is recognised as one of the most culturally diverse cities in Victoria. It has a mix of high quality residential, commercial and industrial development and extensive educational and recreational facilities. The Council enjoys a well-deserved reputation for the excellence of its services, financial stability and development of its people.


Reporting to the Director City Development, this newly created position will see you take responsibility for strategic planning urban design and architecture and property management. You will be responsible for the development and delivery of significant strategic policy outcomes and the management of diverse projects that create on the ground outcomes for the City. Leading this diverse, multi-disciplinary team through a period of significant change, you will be future focused, innovative and proactive. Key to your success will be your ability to advocate on policy and strategically plan for the future of development in the City of Monash in an integrated manner.

This is an opportunity for a strategically minded individual with a strong understanding of Local Government. You will have proven experience in the delivery of urban or strategic planning and policy development, demonstrated project management skills as well as a sound awareness and understanding of property management. An energetic and engaging leader, you are highly regarded for your ability to inspire and motivate your staff and have experience in managing multi-disciplinary teams. This is a unique opportunity to join a progressive organisation and positively plan for Monash's future.


To apply for this position please submit your resume (in Word format) to [www.sacsconsult.com.au/candidates](http://www.sacsconsult.com.au/candidates) and click on Employment Opportunities and select the role (citing reference #8211) or call Clare McMartin on 03 8622 8517 or Elise Frazzetto on 03 8622 8509 for a confidential discussion.



CITY OF  
MONASH



See our website [sacsconsult.com.au](http://sacsconsult.com.au)  
 Level 9, 350 Collins Street Melbourne 3000  
 T (03) 8622 8500 F 1300 360 970  
 SACS Consulting is carbon neutral certified





RASV  
The Royal Agricultural Society of Victoria



### General Manager, Agriculture Development

• Industry Engagement Focus • Newly Created Executive Role

The Royal Agricultural Society of Victoria (RASV) is a member-based, not-for-profit organisation that is dedicated to promoting and celebrating excellence in Victorian agriculture. With a new Strategic Plan, the organisation is looking to invest significantly in building greater connections between the agricultural sector and the community, commencing with the creation of this exciting new General Manager position.

Reporting directly to the CEO and forming part of the executive team, you will actively establish positive relationships with key stakeholders, and build and maintain a new profile for RASV. Further, you will develop and implement key strategic plans and innovative ways of interacting with the community. Your established networks across the agriculture sector and commercial acumen will allow you to succeed in this position.

An experienced, inspirational leader within the agriculture / agribusiness sector, you pride yourself on your stakeholder management skills. Your approachable, down-to-earth style enables you to communicate effectively at all levels. A results oriented professional, you are well regarded for your passion of agriculture and innovative focus. This is a unique opportunity to make a real difference within such a rewarding sector.

To apply, please send your resume and cover letter (in Word format) quoting ref no. 2009319 to [resume@sacsconsult.com.au](mailto:resume@sacsconsult.com.au) or telephone Jarrod McLauchlan on 03 8622 8524 or Breanna Lancaster on 03 8622 8505 for a confidential discussion.





## 8.0 website

The Website is utilising the most recent update to SACS Consulting's visual identity.

Diagrams, presentations & headers can be directly downloaded from the website through the Dashboard.

Materials from the website are also kept on the server: I:\Business Development & Branding\Style Guide Materials\Website

The website is hosted by Apparent (details in File Finder).

## 9.0 promotional material

SACS use WhirlWind Print for designing and printing brochures/flyers/business cards and other ad hoc promotional material. (Their contact details are on File Finder).

They will use our current visual identity to design promotional materials. Promotional materials must be approved by the Administration Coordinator or the Business Improvement Coordinator.

As we have used other suppliers in the past, it is important to check that the promotional material is consistent with current materials.

Promotional materials can be found on the server at: I:\Business Development & Branding\Marketing\Promotional Material

### Paper & Print instructions

On all promotional material we use **Maine Recycled Silk 250gsm (matt laminate both sides)**. When printing booklet materials, we have these folded for us.

- ◆ For Workshop Booklets we use the Thermal Heat Binder to present the booklets.
- ◆ For Client Booklets we use the binder to present multiple reports that have been printed.
- ◆ For large amounts of documentation for a Client, we use a SACS Branded USB to give to the client.

## 10.0 grammar / spelling

### Acronyms & Abbreviations

Use acronyms and abbreviations only where they will be likely to be understood by the reader. Otherwise, use the full term for the first reference, followed by the initials in brackets. Use full stops after abbreviations to indicate missing letters, for example, no. 56, but not after contractions, acronyms or initialism, for example, Mr, dept, ISBN, TAFE.

### Apostrophes

Use an apostrophe to indicate possession, for example, the General Manager's Office, the company's mission.

An apostrophe is also used in a contraction, for example it's (it is), don't (do not), they're (they are). 'It's' is only when you mean it is, not for ownership.

An apostrophe is not used to indicate a plural.

### Capitalisation

Capitalise position titles and organisation names, for example, General Manager Fundraising.

You do not capitalise conjunctions, such as 'and' 'or'. For example General Manager Fundraising and Membership

### Gender Neutral language

Use gender neutral terms rather than gender specific terms, for example, Chair or Chairperson instead of Chairman, Police Officer instead of Policeman.

### Dash

Use a spaced en rule ( - ) for a dash.

### Date & Time

Use the full date style, for example, Monday 13<sup>th</sup> August 2014.

Use the following style for time: 11.00am or 12.30pm

### Spelling

Use Australian spelling in all correspondence, for example organisation with no z, utilize with no z, program not programme.

## Writing Style

Use a friendly and professional clear style. Use language that is unambiguous, inclusive and non-discriminatory.

## Referencing

Academic conventions and copyright law require the acknowledgement when using the ideas, graphics, content from others. In most cases, this means stating which book or article is the source of an idea or quotation.

SACS Consulting using the American Psychological Association (APA) referencing guide.

An example of a journal or newspaper article reference:

Author, A. A., Author, B. B., & Author, C. C. (year). Article Title. *Journal Title*, volume number(issue number), page numbers. Retrieved from <http://www.xxxxxxxxxxxxxxxxxxxx>