

AUSTRALIAN  
RAIL  
TRACK  
CORPORATION

OUR BRAND

AR<sup>TC</sup>

## PURPOSE

IMPROVE AUSTRALIA'S PRODUCTIVITY BY MAKING RAIL THE MODE OF CHOICE  
IN THE NATIONAL LOGISTICS CHAIN

## VALUES

VALUES ARE IMPORTANT,  
NOT JUST FOR PEOPLE, FOR  
BUSINESSES TOO.

OUR VISION AND  
CORPORATE PLAN TELLS US  
WHAT WE NEED TO DO, OUR  
VALUES DIRECT US ON HOW  
WE'RE GOING TO DO IT.

THIS HELPS US CREATE  
A GREAT WORKPLACE  
WHERE HEALTH AND  
SAFETY ARE OUR PRIORITY,  
BOLD THINKING AND NEW  
IDEAS ARE ENCOURAGED  
AND WHERE HARD WORK  
AND ACHIEVEMENTS  
ARE RECOGNISED AND  
CELEBRATED.



### NO HARM

We have an uncompromising commitment to safety and wellbeing.

We must do everything we can to deliver a safe workplace for ourselves, for one another and for the communities in which we live, work and visit.

This starts by thinking safe, in order to work safe, so that we go home safe – every day.



### FUTURE THINKING

By simplifying the process, removing the red tape and learning from what we've done, we encourage everyone to find better ways to work.

While we work hard to deliver today, we're motivated to think and plan for the world tomorrow.



### ACTIVE ENGAGEMENT

When we're curious we listen to one another and think positively. A better workplace means a stronger business for everyone.



### RESULTS

Ultimately, these values help us work as a team.

They help us strive towards our shared goals and deliver results.

BY LIVING OUR VALUES, WE CAN CREATE AN AMAZING WORKPLACE WHERE WE FEEL WE ALL BELONG, MAKE 'ZERO HARM' A REALITY AND KEEP THE FUTURE OF FREIGHT ON TRACK.

## TONE AND MANNER

**Aspirational**

The road to achieving our goals may be difficult, but the harder the challenge, the greater the prize.

**Genuine**

We are free from pretence, affectation, or hypocrisy. We are sincere and we care.

**Trustworthy**

Complete reliability, we want everyone to believe in us.

**Energetic**

We possess an abundance of energy, which we share with customers, stakeholders and employees.

## VOICE IN ACTION

**SPEAK WITH PASSION AND PURPOSE**

Helps develop confidence and effectiveness of our messaging.

**SPEAK CONVERSATIONALLY**

Keep the language light, accessible and engage in a way you would with friends.

**FOCUS ON THE CUSTOMERS, NOT OURSELVES**

Put yourself in the shoes of the customer and view things from their perspective.

**AVOID THE THIRD PERSON – ARTC IS “WE”**

Creates a closeness with the customer and acknowledges that a partnership is important to our success.

**BRING ENERGY TO OUR LANGUAGE**

The language we use carries weight. Keep it positive, vibrant and warm to help reflect the values of ARTC.

# OUR COLOURS

10

## PRIMARY COLOUR PALETTE

The primary colour palette should be used across all communications to maintain consistency.

The different colour systems shown are:

- PMS (Pantone Matching System) for specialty printing
- CMYK for commercial printing
- RGB for office
- HEX (web) for online use

<b>ARTC BLACK</b>					
<b>PMS BLACK</b>	<b>ARTC BLUE</b>				
<b>CMYK 0/0/0/100</b>	<b>PMS PROCESS BLUE</b>	<b>ARTC GREEN</b>			
<b>RGB 0/0/0</b>	<b>CMYK 100/13/0/0</b>	<b>PMS 334</b>	<b>ARTC SAND</b>		
<b>HEX #000000</b>	<b>RGB 0/157/225</b>	<b>CMYK 100/0/67/0</b>	<b>PMS 7534</b>	<b>ARTC SLATE</b>	
95% <b>RGB 51/49/50</b>	95% <b>RGB 0/160/226</b>	95% <b>RGB 0/170/136</b>	<b>CMYK 15/12/22/0</b>	<b>PMS COOL GREY 11</b>	<b>ARTC ORANGE</b>
80% <b>RGB 88/89/91</b>	80% <b>RGB 0/170/229</b>	80% <b>RGB 0/180/151</b>	<b>RGB 216/212/196</b>	<b>CMYK 60/35/26/58</b>	<b>PMS ORANGE 021</b>
60% <b>RGB 128/130/133</b>	60% <b>RGB 81/186/234</b>	60% <b>RGB 96/195/173</b>	<b>HEX #D8D4C4</b>	<b>RGB 56/77/89</b>	<b>CMYK 0/72/100/0</b>
40% <b>RGB 167/169/172</b>	40% <b>RGB 144/205/240</b>	40% <b>RGB 152/212/198</b>	95% <b>RGB 217/214/198</b>	95% <b>RGB 63/83/95</b>	<b>RGB 243/108/33</b>
20% <b>RGB 209/211/212</b>	20% <b>RGB 199/227/247</b>	20% <b>RGB 202/232/224</b>	80% <b>RGB 223/219/206</b>	80% <b>RGB 84/102/114</b>	<b>HEX #F36C21</b>
10% <b>RGB 230/231/232</b>	10% <b>RGB 225/240/250</b>	10% <b>RGB 227/242/237</b>	60% <b>RGB 230/227/216</b>	60% <b>RGB 117/131/142</b>	
			40% <b>RGB 237/235/227</b>	40% <b>RGB 155/164/173</b>	
			20% <b>RGB 244/243/239</b>	20% <b>RGB 198/203/208</b>	
			10% <b>RGB 249/248/245</b>	10% <b>RGB 222/224/227</b>	

## Colour specification of tints

Commercial printing should be set up in CMYK using the InDesign programs which allows for tint values of the parent colour (often these will be fractions), so no CMYK breakdowns are needed for the tints above. However RGB colours are supplied as office software does not readily allow for specific tints.

## SECONDARY COLOUR PALETTE

- The secondary brand colour palette consists of ARTC ORANGE.
- It is to be used as a highlight in small areas only.
- It should **NEVER** be used as a tint.

### ARTC ORANGE

**PMS ORANGE 021**

**CMYK 0/72/100/0**

**RGB 243/108/33**

**HEX #F36C21**

### Primary tints

The primary colour palette can be expanded to allow for nuances in digital applications, i.e. buttons, rollover states. Limit their use to the specified tint values outlined to the right.

95%
80%
60%
40%
20%
10%

# OUR GRAPHIC LANGUAGE

## PHOTOGRAPHY

Our imagery conveys a logistics story. We capture the small details that make a big difference and hero the people that make it possible.

### Key points to remember

Images should be:

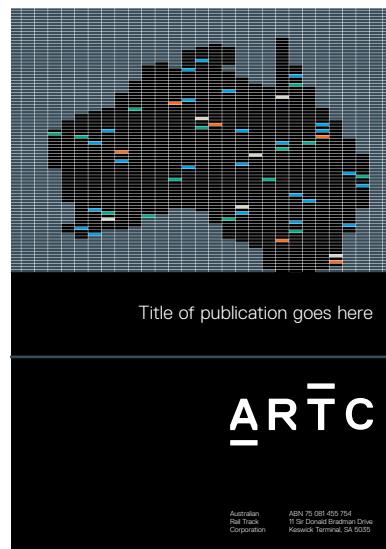
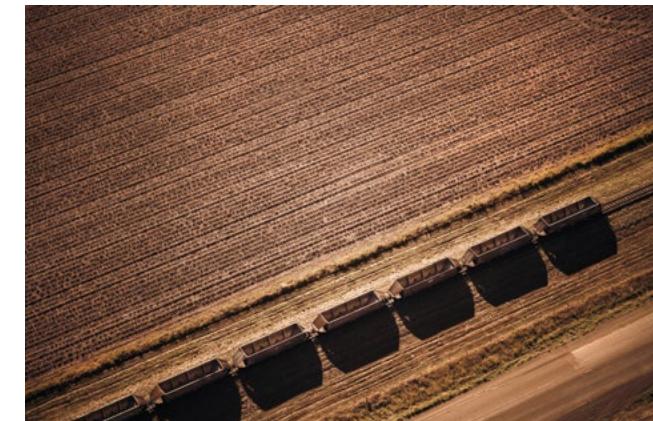
- spacious
- engaging
- dramatic

When using photography:

- Choose colourful, dynamic images.
- Bold cropping can enhance images.
- Posed photography should be avoided, select natural poses and expressions.
- Image permissions for people should be obtained.
- Encapsulate the message with one hero image rather than multiple images when possible.
- To reproduce in print, images need to be at least 300dpi.

## Duotones

While full colour photography is preferred, duotones may be used in discretion for specific design purposes.



# OUR GRAPHIC LANGUAGE

## GRAPHIC PATTERN

The bar device can be used as a textural pattern without any other graphic elements. Patterns can be used to great effect in situations such as foyer signage and animation.

When creating your own textural patterns always use supplied bar device artwork and scale according to its intended use. Use the highlight bars sparingly as punctuation against the background.



## ICONOGRAPHY

Consistent iconography should be used. Recommended iconography is a simple linear style contained within a circle. There may be instances where the icons need to be contained within another shape or be freestanding without containment. When designing a PowerPoint presentation, if icons are sourced from the PowerPoint icon library, it is permissible that they are solid rather than line, however they should then be placed within a circle to maintain consistency.



Belonging



Your Wellbeing



SUPPORT



GRATITUDE



MINDFULNESS &  
SPIRITUALITY



PLAY



MENTAL HEALTH



NO HARM



ACTIVE BODY & MIND



FUTURE THINKING

# INCLUSIVE AND RESPECTFUL LANGUAGE

For me , it is yindyamarra, a Wiradjuri concept which means to act with honour and respect, wisdom, to go slowly and act responsibly, be gentle and polite and honest with each other, be careful of the words and actions you put out to the world and understand the impact they have.

AIATSIS Council Chair, Professor Michael McDaniel

# INCLUSIVE AND RESPECTFUL LANGUAGE

7

This guide has been lifted from Reconciliation Australia. For more information visit [reconciliation.org.au](http://reconciliation.org.au)

## DEMONSTRATING INCLUSIVE AND RESPECTFUL LANGUAGE

Using respectful and inclusive language and terminology is an essential component of reconciliation. The ways we speak about reconciliation is just as important as the ways we act: language is itself active, and can impact on attitudes, understandings and relationships in a very real and active sense.

While they are guidelines only, below are some recommendations for using respectful and inclusive language and terminology.

### Seek guidance

Given the diversity of Aboriginal and Torres Strait Islander cultures and identities across Australia, please consider these guidelines, alongside guidance from your Aboriginal and Torres Strait Islander advisor and local stakeholders regarding preferences and protocols around terminology.

## REFERRING TO ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES

### Aboriginal and Torres Strait Islander peoples

- Using 'Aboriginal and Torres Strait Islander' is most often considered best practice.
- 'Aboriginal' (and less commonly accepted variants such as 'Aboriginals' or 'Aborigines') alone is also not inclusive of the diversity of cultures and identities across Australia, for which reason it should be accompanied by 'peoples' in the plural.
- Similarly, as a stand-alone term, 'Aboriginal' is not inclusive of Torres Strait Islander peoples, and reference to both Aboriginal and Torres Strait Islander peoples should be spelt out where necessary.
- The acronym ATSI should be avoided as this can be seen as lacking respect of different identities.

### First Nations and First Peoples

Other pluralised terms such as 'First Nations' or 'First Peoples' are also acceptable language, and respectfully encompass the diversity of Aboriginal and Torres Strait Islander cultures and identities.

### Acknowledging diversity

Pluralisation should extend to generalised reference to Aboriginal and Torres Strait Islander 'histories,' 'perspectives,' 'ways of being,' 'contributions,' and so forth. This acknowledges that Aboriginal and Torres Strait Islander peoples are not homogenous.

### Indigenous

In some parts of the country, the term 'Indigenous' can be considered offensive. That is, it has scientific connotations that have been used historically to describe Aboriginal and Torres Strait Islander peoples as part of the 'flora/fauna' rather than the human population of Australia. It can be seen as a problematically universalising or homogenising label for what are, in reality, highly diverse identities.

An exception for the term 'Indigenous' is considered in some situations, for example:

- If an Aboriginal and Torres Strait Islander person or organisation prefers and/or has approved the word 'Indigenous' to be used;
- If an organisation has appropriately referred to a program or job title (e.g. "Indigenous Programs Unit" or "Indigenous Programs Manager");
- If the word 'Indigenous' has been appropriately embedded into an organisational policy e.g. Federal or State Governments, United Nations
- If referring to non-Indigenous (non-Aboriginal or non-Torres Strait Islander) Australians. Terms such as 'other Australians' or 'the wider community' may also be acceptable in this regard.

### Unacceptable terms

Assimilationist terms such as 'full-blood,' 'half-caste' and 'quarter-caste' are extremely offensive and should never be used when referring to Aboriginal and Torres Strait Islander peoples.

### Terms to avoid

Ensure that the following terms are avoided when describing/referring to Aboriginal and Torres Strait Islander peoples as they can perpetuate negative stereotypes:

- disadvantaged
- Aborigines
- native/native Australians
- lost (e.g. Lost language, cultures).

## SHOWING RESPECT

### Capitalisation

As capitalisation demonstrates respect, ‘Aboriginal’ and ‘Torres Strait Islander’ should always be capitalised. Capitalisation conventions are often also considered appropriate to extend to terms such as:

- First Peoples/Nations/Australians;
- Indigenous (if it is used at all);
- Elders;
- Traditional Owners/Custodians;
- Country (and corresponding terms such as ‘Land,’ when it is used in place of ‘Country’), as well as the names of particular Language Groups or geo-cultural communities;
- Acknowledgement of Country, Welcome to Country, and the names of other cultural practices (particularly if the Aboriginal and Torres Strait Islander meanings or perspectives behind the words used to describe the practices – such as ‘acknowledge’ or ‘welcome’ – may be distinct to their English definitions or connotations).

NB: It is not necessary to capitalise the term ‘reconciliation,’ unless making reference to the name of Reconciliation Australia, or the name of a formal program or document such as your Reconciliation Action Plan.

### Avoiding deficit language

Acknowledging and addressing the historical – and often intergenerational – *injustices* and *inequities* experienced by Aboriginal and Torres Strait Islander peoples since colonisation is a critical component of reconciliation.

Nevertheless, it is simultaneously imperative to acknowledge the *strengths* and *resilience* shown by Aboriginal and Torres Strait Islander peoples, cultures and communities in the face of discrimination, and to celebrate the continued significance of Aboriginal and Torres Strait Islander *contributions* in shaping a shared sense of national unity and identity.

It is important to draw on empowering, strengths-based language, and to be careful not to perpetuate patronising or paternalistic rhetoric.

Aboriginal and Torres Strait Islander peoples and cultures have survived across the Australian continent for tens of thousands of years and, as such, are not ‘in need’ of being ‘rescued’ or ‘saved.’

For example, there’s a difference between a more deficit approach such as “*helping disadvantaged Aboriginal and Torres Strait Islander students*,” and a more strengths-based alternative such as “*providing meaningful opportunities for Aboriginal and Torres Strait Islander students to achieve at their full potential*.”

### Avoiding language that divides

Reconciliation is about working with Aboriginal and Torres Strait Islander peoples and their strengths, not doing things for them or to them.

Reconciliation processes and aspirations should not be described through dichotomous ‘us’ and ‘them’ language, but instead concentrate on promoting mutually respectful and genuine two-way relationships of shared significance.

## CLOSING THE GAP

### Use of the term ‘Closing the Gap’

The term ‘Closing the Gap’, is used frequently without much consideration. It is important to make the distinctions between the terms ‘closing the gap’ and the ‘Close the Gap’ campaign.

**Closing the Gap:** is a government strategy that aims to reduce disadvantage among Aboriginal and Torres Strait Islander peoples with respect to life expectancy, child mortality, access to early childhood education, educational achievement, and employment outcomes.

**Close the Gap:** Australia’s peak Aboriginal and Torres Strait Islander and non-Indigenous health bodies, health professional bodies and human rights organisations operate the Close the Gap Campaign. The Campaign’s goal is to raise the health and life expectancy of Aboriginal and Torres Strait Islander peoples to that of the non-Indigenous population within a generation: to close the gap by 2030. It aims to do this through the implementation of a human rights-based approach set out in the Aboriginal and Torres Strait Islander **Social Justice Commissioner’s Social Justice Report 2005**.

The above is a guide only, and should not replace the advice from your Aboriginal and Torres Strait Islander stakeholders.

Speak with our Reconciliation Committee at [reconciliation@artc.com.au](mailto:reconciliation@artc.com.au)

For more information visit [www.reconciliation.org.au](http://www.reconciliation.org.au)