Brand
guidelines
external edition

GO
Guidera O'Connor

Contents

About this guide

The GO Style Guide provides staff and suppliers with the information, guidelines and standards to maintain the correct use of the Guidera O'Connor style and brand.

It outlines how you can use the logo, type fonts, colours and imagery to create a distinct look and feel for print, digital and presentation purposes and also refers to supporting brand elements and collateral.

Following this guide will ensure the corporate identity is consistent throughout the company and across all mediums so that a professional and well presented identity is delivered to the public, clients and other businesses.

This guide should be followed accurately to ensure the Guidera O'Connor brand is consistent and well presented across all mediums.

Part 1

Our brand

About GO / Vision

Established in 2001, GO is a privately owned company operating Australia wide, with a reputation for collaboration, innovation and quality workmanship.

GO designs and constructs sustainable water treatment projects for the Australian water industry, employing a diverse team of engineers, drafters and construction personnel.

At GO we maintain close, ongoing relationships with our clients, consultants, suppliers and subcontractors, delivering many water projects throughout Australia.

We pride ourselves on the people who guide us and work with us. Our people are specialists in the water industry and their knowledge, dedication to customer service and experience is unsurpassed. They are important to us, so we provide a positive, enjoyable and nurturing working environment where they are well informed and recognised for their good work.

These are the values we want reflected when delivering our brand.

As an all Australian company, we pride ourselves on the people who guide us and work with us.

Primary logo

Our logo is the most visible element of our identity and it represents the brand that people recognise.

When using the Primary logo, ensure that 'Guidera O'Connor' sits underneath 'GO' and is the same width as 'GO'. 'Pty Ltd' should not be used in the logo.

The Primary logo was designed using Green PMS 347 and black and these colours should be used for consistency of colour. An equivalent breakdown of the Green in CMYK for print, RGB for digital and HEX for web is provided on page 11 of this guide and can be also used.

The Primary logo with text is to be used for all external marketing and collateral.

The Primary logo without text can be used on internal documents and on other approved materials.

The minimum size the logo should be used is at 10mm high and clear space around the logo is required with no graphic or typographic elements intruding on this space.

Primary logo

GO
Guidera O'Connor

Primary logo without text

GO

Minimum Size

GO
Guidera O'Connor
10mm high

Clear space

GO
Guidera O'Connor

Clear Space should be the width of the horizontal bar in the letter 'G'.

Logo variants

The logo can be used in PMS, CMYK, RGB, mono black or reversed in white.

The preferred use across all collateral is the Primary logo on a white background. If that is not possible there are some logo variants available to choose from.

In some instances, a full colour logo may not be practical or possible due to printing or production limitations. In those instances, the black and white versions of the logo can be used.

Similarly, some merchandising collateral will require a single colour logo. The Primary logo without text may also be used in those circumstances where the green is the single colour required.

The Primary logo and logo variants can be accessed here.

Primary logo

Primary logo with text reversed

Mono logo

Reversed logo

Logo sub-branding

On occasion, Guidera O'Connor may create sub-branding that is used to support or promote celebrations, activities or programs.

These sub-brands will always relate to the Primary brand, but may have their own unique look and personality. They will most likely be used within a set time frame or for special occasions and will not overshadow or detract from the Primary brand.

Permission from GO Head Office is required for external suppliers or entities to use these sub-brands instead of the Primary logo.

Sub-branding – GO 20 Years

PMS 347
PMS 375
PMS 339

PMS 347

We have unique collaborative relationships with our clients, subcontractors and suppliers.

Co-branding

Guidera O'Connor often partners with other companies, organisations or departments for the delivery of projects and services. This may result in an agreement to co-brand and use both organisations' logos on print, online or in marketing collateral.

The size and placement of logos is dependant on the importance of each brand as determined by the project collaboration.

Ensure the a 'safe zone' is applied to the Guidera O'Connor logo when it is placed next to other logos and it is given adequate clear space. This space should be the width of the horizontal bar in the letter 'G' as seen on page 6 of this guide.

Permission is required before you use a partner company, organisation or department logo.

Example of co-branding - Government of South Australia

The space between logos should be the width of the horizontal bar in the letter 'G'.

Example of co-branding – Reconciliation Australia

The space between logos should be the width of the horizontal bar in the letter 'G'.

Logo application

It is very important that the Guidera O'Connor logo is used correctly from supplied electronic files in jpeg, eps or png formats. The logo must not be altered or distorted in any way and special effects should not be applied to the logo.

All parts of the Guidera O'Connor logo should be easily visible when placed in any documents, used online or on any marketing collateral. The desired background for the logo is white, however it can placed over a light coloured background with sufficient contrast and 'clear space' or a dark coloured background if the logo is reversed. The logo should be seen easily without the clutter of borders, type or other graphics.

When placing the logo over a photograph, look for plain areas in the photograph where all parts of the logo can be easily visible. Examples might be an area of sky or a plain background in the photograph. This will give you the best contrast with the logo.

Correct application

Incorrect application

Do not apply special effects to the logo, such as a drop shadow.

Do not distort the logo in any way.

All parts of the logo should be visible at all times with sufficient contrast with the background.

The logo should not be placed on top of a background where all parts of the logo cannot be seen clearly.

Colour

The Primary logo was designed using Green PMS 347 and black.

The logo green plus two other greens form the Primary colour palette and, where possible, these should be your first colour choices in documents, online and in marketing collateral.

The Secondary colour palette can be used to further elevate a design and add some visual interest or when extra colour choices are required.

You can also use tints of both colour palettes, but only when needed and sparingly as the colour should be kept crisp and strong.
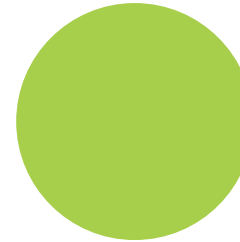
These colours have been carefully chosen to work together in harmony and the use of other unsuitable colours in documents should be avoided.
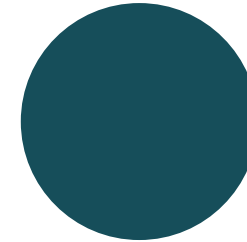
Primary colour palette
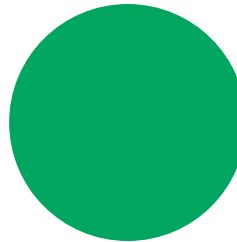
GO Green

PMS 347
C: 96, M: 0, Y: 88, K: 1
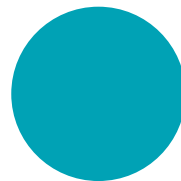R: 0, G: 155, B: 72
Hex: #009b48

GO Lime Green

PMS 375
C: 39, M: 0, Y: 90, K: 0
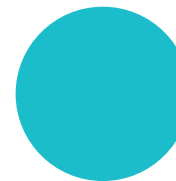R: 148, G: 215, B: 10
Hex: #94d70a

GO Dark Green

PMS 7470
C: 93, M: 55, Y: 51, K: 32
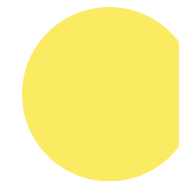R: 2, G: 79, B: 90
Hex: #024f5a

Secondary colour palette

GO Teal Blue

PMS 7711
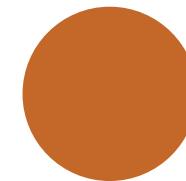C: 89, M: 5, Y: 27, K: 5
R: 0, G: 162, B: 180
Hex: #00a2b4

GO Sky Blue

PMS 3125
C: 71, M: 0, Y: 22, K: 0
R: 9, G: 189, B: 203
Hex: #09bdcb

GO Yellow

PMS 108
C: 2, M: 3, Y: 74, K: 0
R: 254, G: 234, B: 99
Hex: #feea63

GO Red Earth

PMS 7586
C: 21, M: 69, Y: 100, K: 3
R: 196, G: 104, B: 43
Hex: #c4682b

Type fonts

Type fonts are an important part of the GO brand identity. Using these chosen fonts will maintain consistency of the brand in documents and marketing collateral across the company both internally and externally.

Headings, sub-headings and pull-out quotes should be displayed in the Google font Questrial which you can download here.

Use Source Sans Pro or Arial as an alternative font for headings, sub-headings and pull-out quotes. You can download the Google font Source Sans Pro here.

The Primary font for body text is Source Sans Pro and Arial can be used as an alternative body text font.

Try not to use too many bold and italic versions of the body text fonts. They should be kept for emphasis when needed. Avoid adding underlines and other effects to the text.

All body text should be clean, simple and easy to read.

Primary type font for headings, sub-headings and pull-out quotes

Questrial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 !

Regular

Alternative type font for headings, sub-headings and pull-out quotes

Source Sans Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 !

ExtraLight	**Semibold**
Light	**Bold**
Regular	**Black**

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 !

Regular	**Bold**
Italic	***Bold Italic***

Primary type font for body text

Source Sans Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 !

ExtraLight	**Semibold**
Light	**Bold**
Regular	**Black**

Alternative type font for body text

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 !

Regular	**Bold**
Italic	***Bold Italic***

Type usage

Predominantly, text should be left aligned. In some instances, headings may be displayed centrally aligned when the design is suitable for the document or marketing collateral. Do not justify type as large gaps can appear between the words.

Avoid using too many unnecessary capitals in your text and headlines. Text should always be lowercase apart from the opening letter of a sentence, acronyms, proper names and nouns.

All capitals can sometimes be used for headlines, but remember not to 'shout' with your text.

In most cases, the body text should be black on a white background. This will ensure the text is easy to read. If the text is used in colour, or on a different coloured background, it must have a sufficient contrast with its background colour.

Coloured text usage on a white background

We have a great team at GO
We have a great team at GO
We have a great team at GO

Examples of appropriate colour usage

We have a great team at GO
We have a great team at GO

We have a great team at GO
We have a great team at GO

We have a great team at GO
We have a great team at GO

We have a great team at GO
We have a great team at GO

We have a great team at GO
We have a great team at GO

We have a great team at GO
We have a great team at GO

How text can work on **primary** colours and tints of the **primary** colours.

We have a great team at GO
We have a great team at GO

We have a great team at GO
We have a great team at GO

We have a great team at GO
We have a great team at GO

We have a great team at GO
We have a great team at GO

We have a great team at GO
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We have a great team at GO
We have a great team at GO

We have a great team at GO
We have a great team at GO

How text can work on **secondary** colours and tints of the **secondary** colours.

Graphic devices

When designing and creating marketing collateral, graphic devices can be used to elevate the design and add character. Guidera O'Connor uses round circles with either thick or thin lines to highlight pull-out quotes and emphasise images. This use of round shapes reflects the character of the GO logo.
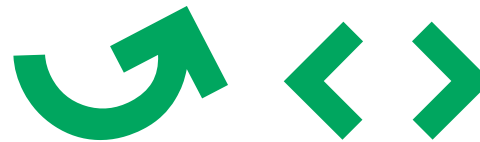
Arrowheads, extracted from the GO logo are another device which can be used.

Using the Primary colour palette with these graphics, will create consistency across formats for the company branding.

When designing multiple pages, these graphics should be balanced throughout and the graphic devices are to be used appropriately and not overwhelm key information.

Examples of GO green thick circle outlines for photos, headings and pull-out quotes

Delivering excellence in Water Infrastructure

Arrowheads (extracted from the GO logo)

As an all Australian company, we pride ourselves on the people who guide us and work with us

As an all Australian company, we pride ourselves on the people who guide us and work with us

As an all Australian company, we pride ourselves on the people who guide us and work with us

Examples of GO thin circle outlines for headings and pull-out quotes

Photographic use

If you are taking photos onsite to add to the GO photo library, please make sure any GO staff or contractors are in the correct PPE and it is a WH&S appropriate location or activity.

The visual representation of Guidera O'Connor people and projects is an important element of the branding. Photography is a primary tool for marketing material, tenders and record keeping and is fundamental in describing what the company does.

Photos should include landscapes and people and where possible, locations should be obvious and identifiable. Images should be rich in colour, with good contrast and detail. Also, be aware what is in the background of your photo as it may render it unusable.

High quality, professionally shot photos highlight the professionalism of the company. Cropping of the images to fit different formats in documents is acceptable, provided the key features of the photo are retained in the cropping.

Permission may be required to use some site photos due to security issues.

Examples of GO photography

Drone footage

Drone footage allows our projects to be presented in a more emersive way, with different points of view and perspectives. It can be used in a variety of digital mediums and is a valuable marketing tool.

When filming GO drone footage, try to keep the movement smooth and continuous, avoiding too many jerky changes of direction or height.

There should be adequate detail in the footage that shows an overview of the project and the subject matter clearly.

Permission may be required to use some drone footage due to security issues.

Part 2

Brand collateral

Social media

Social media acts as a key point of interaction between Guidera O'Connor and the public, clients and other businesses.

It is important to note that anyone can access our social media platforms, so all content, written or photographic, must remain professional and presentable at all times.
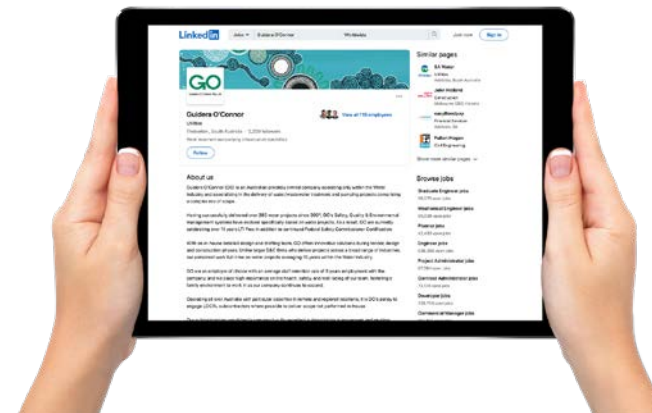
Please ensure that any images that are posted online show GO staff or contractors in the correct PPE and in a WH&S appropriate location or activity.

There are further guidelines for photographic content on page 15.

Facebook
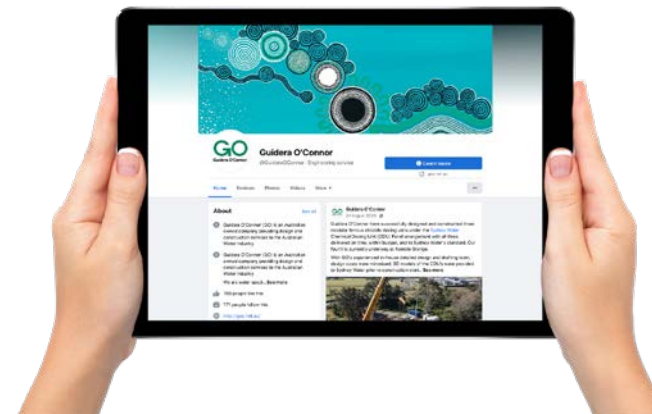
LinkedIn

Website

The Guidera O'Connor website is often the first point of interaction from the public, clients and other businesses.

It is important that it tells the GO story and it should always be welcoming, informative and engaging.

The website sets the tone and feel for the brand and should act as a visual guide for other brand collateral so there is a consistent look across all GO media. This consistency reinforces the brand and people recognise it easily.
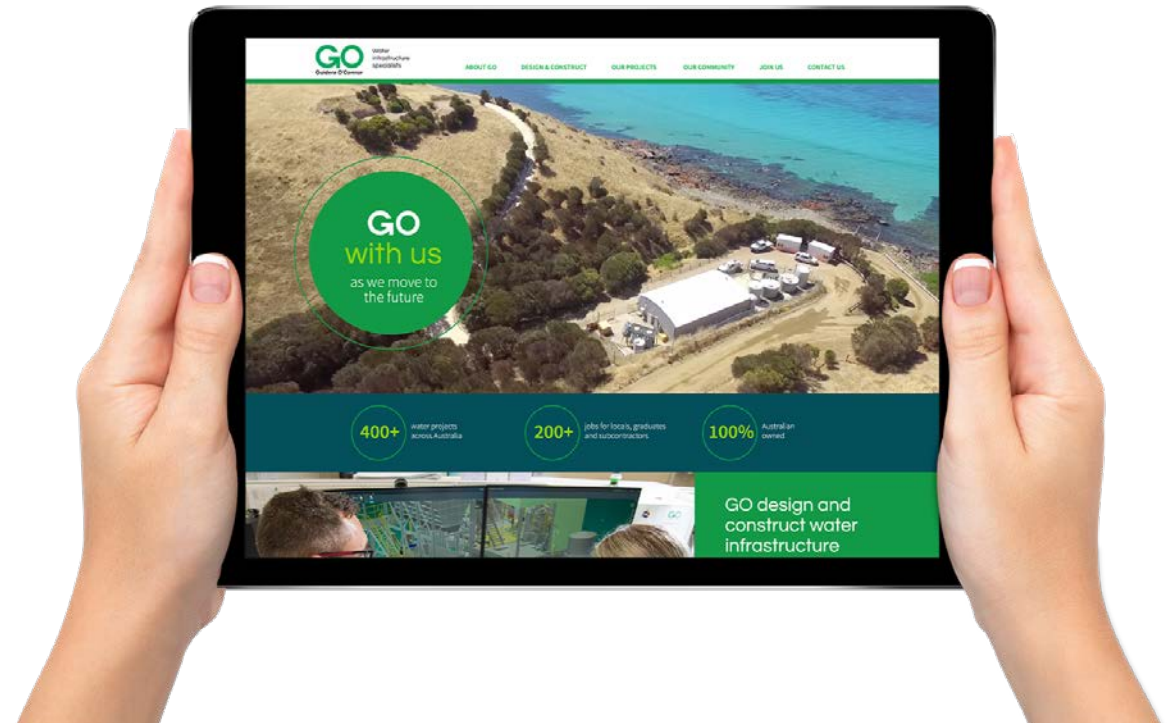
Uniforms - Office wear

With multiple clothing options for office wear, we maintain consistency of our brand by ensuring our clothing displays the GO Primary logo.

The logo should always be placed on the left side of upper body wear at chest height.

The logo should be at a width of 67mm and any staff names (if applicable) are to be 8mm in height and positioned directly below the GO logo.

This allows all staff and contractors of Guidera O'Connor to be easily identified and when wearing our uniform, we should embody and reflect the GO company values.

Uniforms - PPE

Personal Protective Equipment is an integral part of WH&S protocol and is required on all worksites.

For all high visibility shirts and jackets, the GO Primary logo should be positioned on the left-hand side at chest height. This allows all staff to be easily identifiable onsite.

The logo should be at a width of 67mm and any staff names (if applicable) are to be 8mm in height and positioned directly below the GO logo.

The safety helmet and other headwear should have the chosen GO logo placed in the centre front at a width of 65mm.

Vehicle graphics

Guidera O'Connor vehicles act as both a company identifier onsite and a moving marketing tool in the public space.

White utes are the approved vehicle type for the GO fleet. They are the most suitable vehicle for the construction industry and for onsite use.

The preferred graphic is the GO Primary logo on a white ute, placed centrally on the front doors of the vehicle.

The logo should be a reasonable size in relation to the vehicle and should be easy to see and read.

Building signage

Building signage not only identifies our office locations, but further reinforces the continuity of branding across our fleet of vehicles.

When creating signage for our buildings, please use the GO Primary logo at a size and position that can be easily seen, clear of obstructions.

The logo should be placed on a white background to ensure optimal readability and the strongest contrast.

Site signage

Site signage not only identifies our work locations, but further reinforces the continuity of branding across all our worksites.

When creating site signage for our worksites, please use the GO Primary logo at a size and position that can be easily seen, clear of obstructions.

Preferably the logo should be placed on a plain background to ensure optimal readability and the strongest contrast.

All onsite GO equipment and GO storage containers should be labelled with the GO Primary logo.

Example of Fence Mesh

Banners and exhibitions

Banners and exhibition material bring the brand to a public space.

To effectively communicate the message, it is important to ensure that this type of marketing collateral has only key information and limited images or graphics. Too much text does not work well on these large formats.

Brief statements, colourful photos and the use of GO graphic devices are the most effective way to represent the brand in these environments.

Example of banner

Example of exhibition space

Promotional material

Guidera O'Connor promotional material should reflect the style outlined in this guide to make it consistent with all other GO written mediums.

The promotional material should look clean, easy to read and not be cluttered with borders, too many images, special effects or other unnecessary graphics.

The tone should be corporate and professional, and easily identifiable as the GO brand.

You will need approval from Head Office to use any third party certification logos in any promotional material.

Example of capability statement

Example of magazine ad

Our RAP plan

We are committed to increase the participation of Aboriginal and Torres Straight Islanders in our GO workforce and have implemented a Reconciliation Action Plan (RAP).

This strategic document supports our business plan and it includes practical actions that drive our contribution to reconciliation both internally and in the communities we work in.

Our informative and inspiring RAP journey has led to partnerships with various Aboriginal and Torres Strait Islander companies with more than 4% of GO's employees identifying as aboriginal.

This RAP logo can be used by GO as an endorsed partner however no edits, substitutions or alterations may be made to this logo.

Permission is required to use this logo in your documents from GO Head Office.

Our RAP plan artwork

Our Acknowledgement of Country

We acknowledge the Traditional Custodians of the Country throughout Australia and recognise their continuing connection to land, waters and the community and its importance to cultural vitality, life and identity. We pay respect to them, their cultures and contributions and to Elders past, present and emerging.

Our RAP plan document

South Australia

31 Holland Street, Thebarton SA 5031.
Telephone 08 8238 9999

Western Australia

9 Tidal Way, Bibra Lake WA 6163.
Telephone 08 9540 1000

Queensland

1/659 Boundary Rd, Richlands QLD 4077.
Telephone 1800 954 421

New South Wales

17/380 Eastern Valley Way, Roseville NSW 2069.
Telephone 1800 954 421

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