Tasmanian Government

Icons style guide

Tasmanian Government

Contents

1	**Introduction**
2	**About the icons**
3	**Icon formats**
3	Contained
4	Uncontained
5	**Sizing and colour**
6	**Application**
6	Forms and publications
7	Web
8	Advertising and promotional collateral
9	**File formats**

For more information:

Communication and Marketing Unit
Department of Premier and Cabinet

Phone: 6270 5474
Email: info@communications.tas.gov.au

Introduction

Nearly one in two Tasmanians have difficulty with everyday literacy and numeracy tasks like filling in forms and adding up bills.

Icons are used to communicate important information clearly and quickly. Icons are designed to be read separately from text and can be a powerful tool in aiding understanding.

Clarity

Icons can help users navigate complex forms and websites to access important and relevant information efficiently.

Icons can also be integrated into signage to help people find their way around large buildings, or get to a destination quickly.

Accessibility

Icons make things easier for the general community but may also be of particular assistance to those from non-English speaking backgrounds, those with a visual impairment or other disability, or others with low levels of literacy.

About the icons

The Tasmanian Government provides a set of 108 icons for use in communication materials.

Legibility

The icons have been designed for maximum legibility and accessibllity. The icons' simple shapes and heavy strokes help them read well at a range of sizes and lighting conditions. They are based on symbols seen in wayfinding; at airports and other large complexes and buildings.

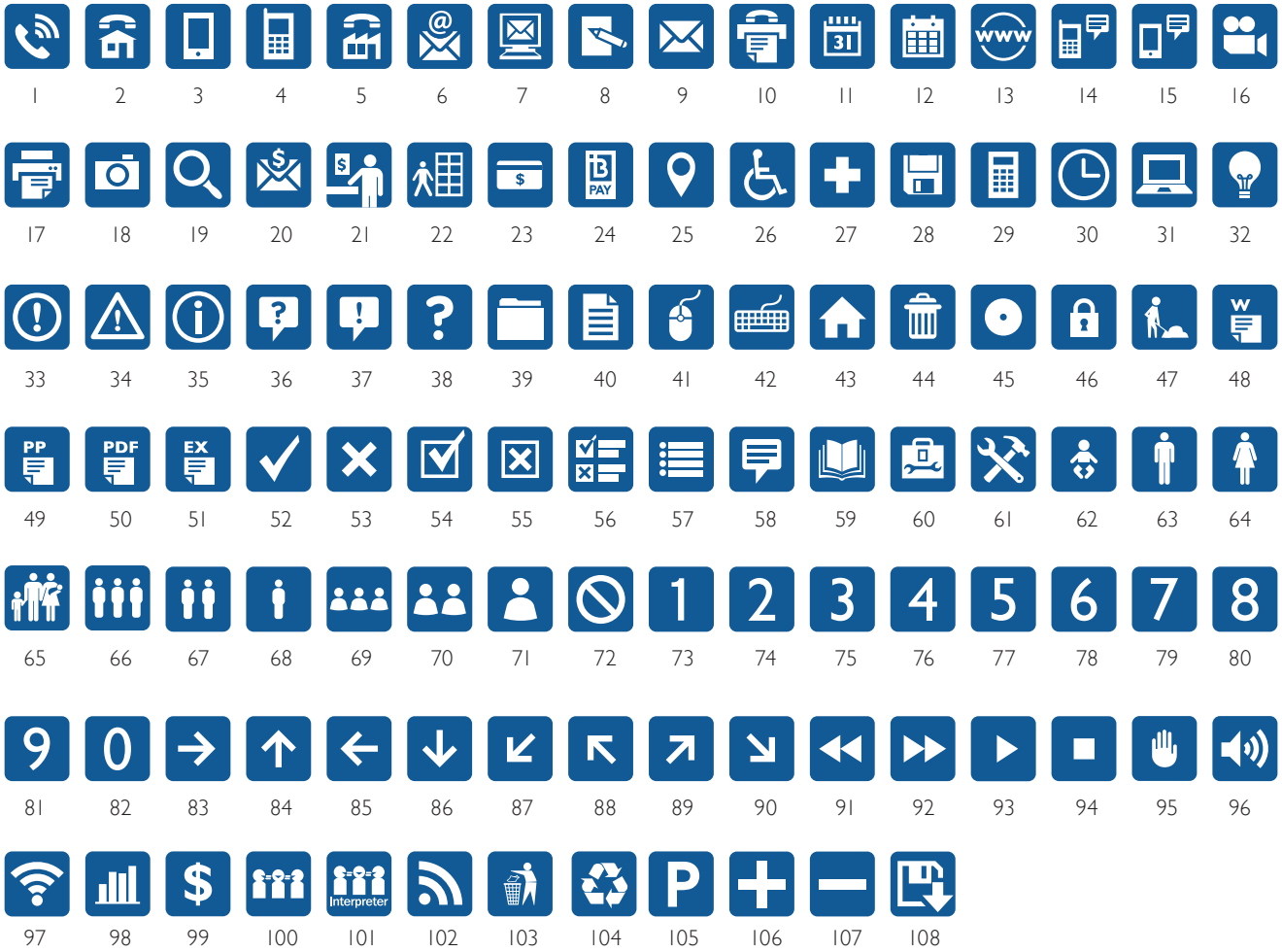
Where possible, international standard icons have been used as these are widely understood. Additionally, new forms have been developed where an icon for a particular message doesn't exist, or where there is no agreed upon standard symbol.

Contained and uncontained

The 108 icons are presented in two formats: contained (with a square border) and uncontained (with no border). The uncontained icons are more economical in their use of space and may integrate better with existing design. The contained set carry more visual weight and may perform better in situations where impact is the primary consideration.

Entire icon set

Contained



1. Phone
2. Home phone
3. Smart phone / mobile device
4. Mobile phone
5. Office phone
6. Email A
7. Email B
8. Completing a form
9. Mail post or email
10. Fax number
11. Calendar / appointment
12. Events
13. Website / internet
14. SMS A
15. SMS B
16. Video
17. Print
18. Image
19. Search
20. Pay via mail
21. Pay in person
22. In person
23. Credit card
24. BPAY
25. Venue / location
26. Disabled facilities / access
27. First aid
28. Save
29. Calculator
30. Time
31. Laptop
32. Lightbulb
33. Attention / important A
34. Attention / important B
35. Information available
36. Do you have a question or need help?
37. Form Important info
38. Question mark / help
39. Folder / file
40. Document
41. Mouse
42. Keyboard
43. Home
44. Trash
45. CD
46. Padlock
47. Under construction
48. Word
49. Powerpoint
50. PDF
51. Excel
52. Tick
53. Cross
54. Tick in check box
55. Cross in check box
56. Checklist A
57. Checklist B
58. Speech bubble
59. Book
60. Tool box A
61. Tool box B
62. Baby
63. Male
64. Female
65. Family
66. 3 persons A
67. 2 persons A
68. 1 person A
69. 3 persons B
70. 2 persons B
71. 1 person B
72. No / do not
73. 1
74. 2
75. 3
76. 4
77. 5
78. 6
79. 7
80. 8
81. 9
82. 0
83. Arrow right
84. Arrow up
85. Arrow left
86. Arrow down
87. Arrow down-left
88. Arrow up-left
89. Arrow up-right
90. Arrow down-right
91. Back
92. Forward
93. Play
94. Stop A
95. Stop B
96. Audio
97. Wi-fi / internet access
98. Graphs / charts
99. Dollar sign
100. Interpreter / translator required
101. Interpreter / translator required (text)
102. RSS
103. Do the right thing
104. Recycle
105. Parking
106. Plus
107. Minus
108. File save

Entire icon set

Uncontained

1. Phone
2. Home phone
3. Smart phone / mobile device
4. Mobile phone
5. Office phone
6. Email A
7. Email B
8. Completing a form
9. Mail post or email
10. Fax number
11. Calendar / appointment
12. Events
13. Website / internet
14. SMS A
15. SMS B
16. Video
17. Print
18. Image
19. Search
20. Pay via mail
21. Pay in person
22. In person
23. Credit card
24. BPAY
25. Venue / location
26. Disabled facilities / access
27. First aid
28. Save
29. Calculator
30. Time
31. Laptop
32. Lightbulb
33. Attention / important A
34. Attention / important B
35. Information available
36. Do you have a question or need help?
37. Form Important info
38. Question mark / help
39. Folder / file
40. Document
41. Mouse
42. Keyboard
43. Home
44. Trash
45. CD
46. Padlock
47. Under construction
48. Word
49. Powerpoint
50. PDF
51. Excel
52. Tick
53. Cross
54. Tick in check box
55. Cross in check box
56. Checklist A
57. Checklist B
58. Speech bubble
59. Book
60. Tool box A
61. Tool box B
62. Baby
63. Male
64. Female
65. Family
66. 3 persons A
67. 2 persons A
68. 1 person A
69. 3 persons B
70. 2 persons B
71. 1 person B
72. No / do not
73. 1
74. 2
75. 3
76. 4
77. 5
78. 6
79. 7
80. 8
81. 9
82. 0
83. Arrow right
84. Arrow up
85. Arrow left
86. Arrow down
87. Arrow down-left
88. Arrow up-left
89. Arrow up-right
90. Arrow down-right
91. Back
92. Forward
93. Play
94. Stop A
95. Stop B
96. Audio
97. Wi-fi / internet access
98. Graphs / charts
99. Dollar sign
100. Interpreter / translator required
101. Interpreter / translator required (text)
102. RSS
103. Do the right thing
104. Recycle
105. Parking
106. Plus
107. Minus
108. File save

Sizing

Appropriate size for the application

Icons have been designed for maximum legibility at a range of sizes and can be scaled up to an infinite size. Care should be taken when scaling down to ensure the icon is not under the minimum size.

5mm

Minimum size
5 x 5mm in print and 16 x16 pixels for online.

Maximum size
The .eps file format is infinitely scalable so there is no fixed maximum size for icons.

Colour

High contrast

Icons should generally be used in Blue PMS 653. A range of Tasmanian Government Style Guide and logo policy colours have also been selected for high contrast to meet WCAG 2.0 Level AA requirements when used on websites. Where alternative colours are used, consideration should be made to sizing to ensure their legibility.

PMS 371 | #586520
C:50 M:9 Y:98 K:61
R:88 G:101 B:32

PMS 462 | # 644F33
C:28 M:48 Y:71 K:73
R:100 G:79 B:51

PMS 653 | #235E96
C:94 M:57 Y:4 K:18
R:35 G:94 B:150

PMS 653 is the preferred colour for most uses.

PMS 683 | #7F2952
C:26 M:99 Y:12 K:50
R:127 G:41 B:82

PMS 668 | # 5C487A
C:70 M:77 Y:7 K:23
R:92 G:72 B:122

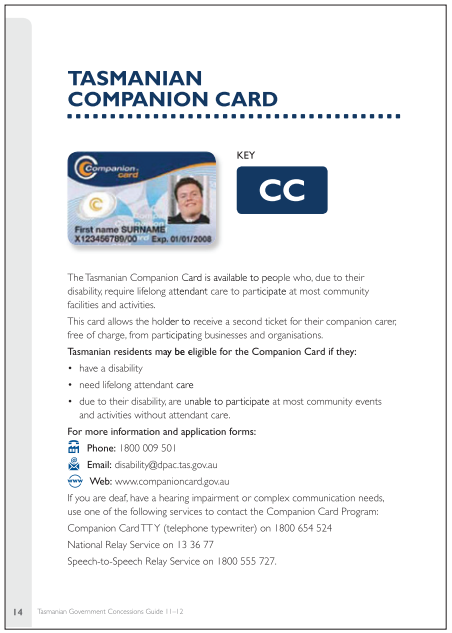
PMS 7546 | #2C3C4C
C:73 M:45 Y:24 K:66
R:44 G:60 B:76

Application

Forms and publications

Applying icons to forms

Using icons on forms will allow users to quickly navigate to important information. Icons should generally be used in Blue PMS 653 and applied on the left of their text with a margin. Using icons in the uncontained format will allow the icons to be used at a bigger size.



TASMANIAN COMPANION CARD

KEY

CC

The Tasmanian Companion Card is available to people who, due to their disability, require lifelong attendant care to participate at most community facilities and activities.

This card allows the holder to receive a second ticket for their companion carer, free of charge, from participating businesses and organisations.

Tasmanian residents may be eligible for the Companion Card if they:

- have a disability
- need lifelong attendant care
- due to their disability, are unable to participate at most community events and activities without attendant care.

For more information and application forms:

Phone: 1800 009 501

Email: disability@dpac.tas.gov.au

Web: www.companioncard.gov.au

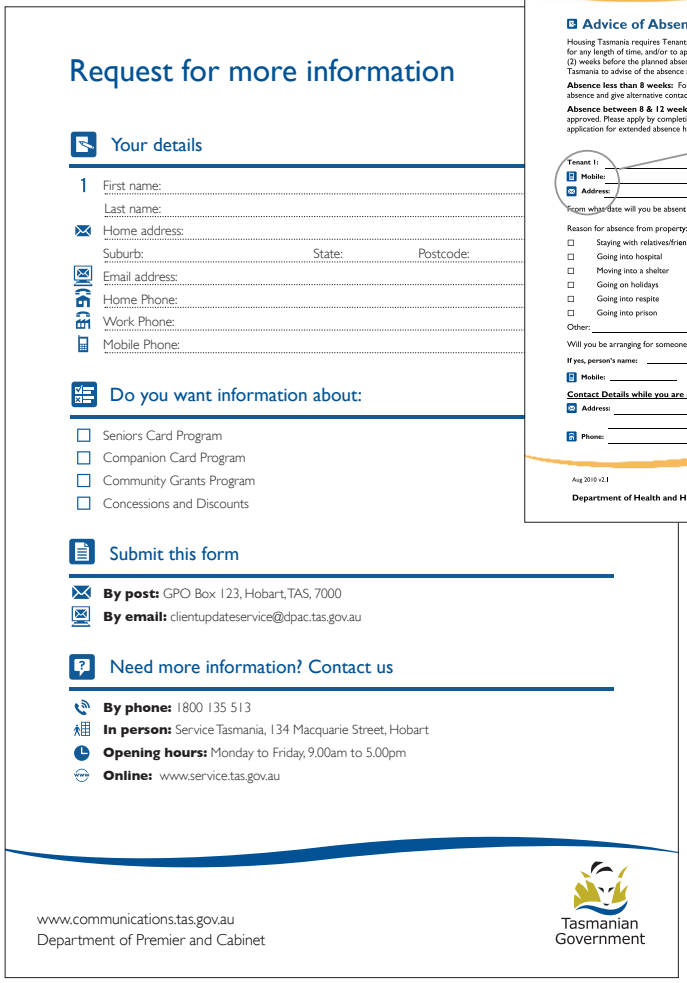
If you are deaf, have a hearing impairment or complex communication needs, use one of the following services to contact the Companion Card Program:

Companion Card TTY (telephone typewriter) on 1800 654 524

National Relay Service on 13 36 77

Speech-to-Speech Relay Service on 1800 555 727.

14 Tasmanian Government Concessions Guide 11-12



Request for more information

Your details

First name:

Last name:

Home address:

Suburb: State: Postcode:

Email address:

Home Phone:

Work Phone:

Mobile Phone:

Do you want information about:

- Seniors Card Program
- Companion Card Program
- Community Grants Program
- Concessions and Discounts

Submit this form

By post: GPO Box 123, Hobart, TAS, 7000

By email: clientupdateservice@dpac.tas.gov.au

Need more information? Contact us

By phone: 1800 135 513

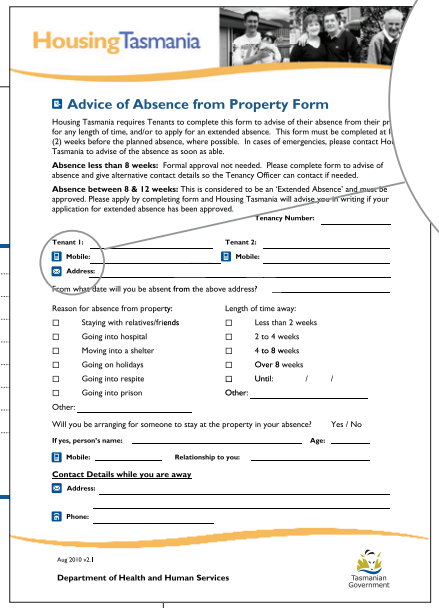
In person: Service Tasmania, 134 Macquarie Street, Hobart

Opening hours: Monday to Friday, 9.00am to 5.00pm

Online: www.service.tas.gov.au

www.communications.tas.gov.au
Department of Premier and Cabinet

Tasmanian Government



Housing Tasmania

Advice of Absence from Property Form

Housing Tasmania requires Tenants to complete this form to advise of their absence from their pr
for any length of time, and/or to apply for an extended absence. This form must be completed at l
(2) weeks before the planned absence, where possible. In cases of emergencies, please contact Ho
Tasmania to advise of the absence as soon as able.

Absence less than 8 weeks: Formal approval not needed. Please complete form to advise of absence and give alternative contact details so the Tenancy Officer can contact if needed.

Absence between 8 & 12 weeks: This is considered to be an 'Extended Absence' and must be approved. Please apply by completing form and Housing Tasmania will advise you in writing if your application for extended absence has been approved.

Tenancy Number:

Tenant 1: Tenant 2:

Mobile: Mobile:

Address:

From what date will you be absent from the above address?

Reason for absence from property:

- Staying with relatives/friends
- Going into hospital
- Moving into a shelter
- Going on holidays
- Going into respite
- Going into prison

Other:

Length of time away:

- Less than 2 weeks
- 2 to 4 weeks
- 4 to 8 weeks
- Over 8 weeks
- Until: / /

Other:

Will you be arranging for someone to stay at the property in your absence? Yes / No

If yes, person's name: Age:

Mobile: Relationship to you:

Contact Details while you are away

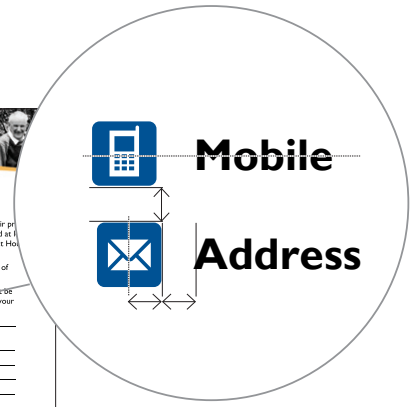
Address:

Phone:

Aug 2010 v2.1

Department of Health and Human Services

Tasmanian Government



Icons should be aligned with the middle of accompanying text

A margin of approximately half the icon's width should be reserved between the icon and other elements

Alignment

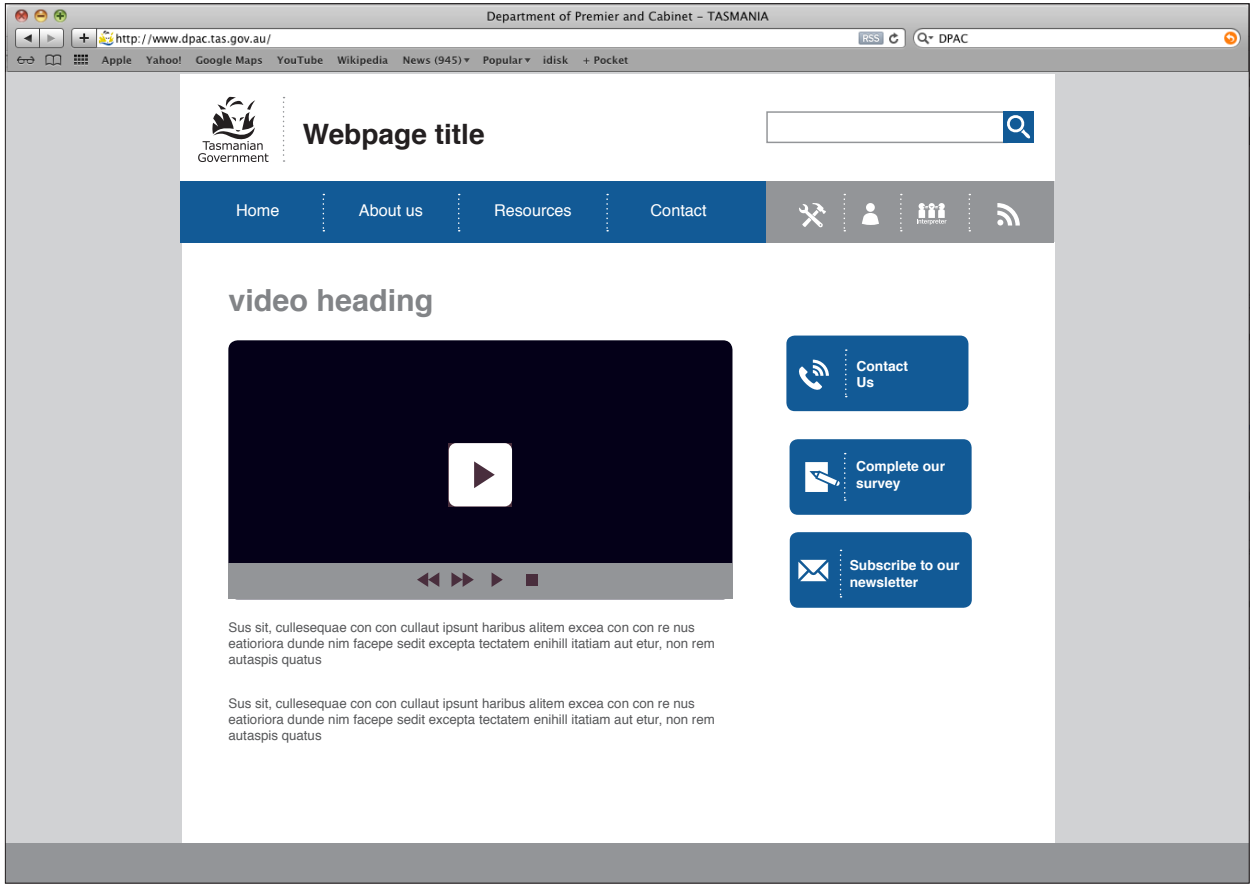
Icons should be aligned to the middle of lines of text. A margin of approximately half the icon's width should be maintained between the icon and other elements such as accompanying text and other icons.

Where multiple icons are used all margins should be uniform; set margin at a size which copes with the largest icon.

Application
Web

Interactivity

The icons have also been designed for online application. They can be used within the main structure of a webpage as well as being incorporated into web page content to complement and help communicate the text.



Application

Ads and promotional collateral

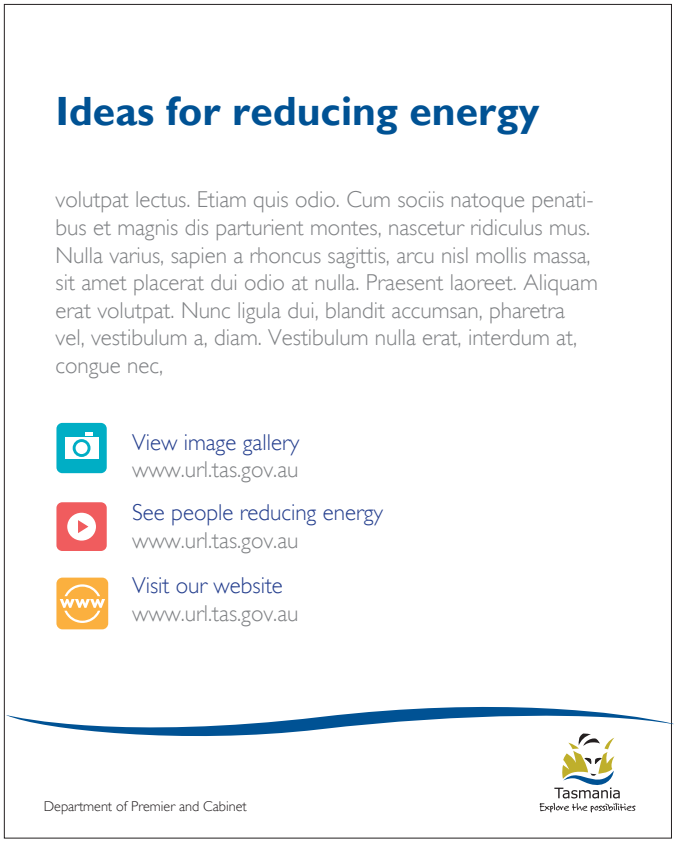
Engagement

Icons can be integrated into marketing and promotional material to add visual interest and to invite users to engage in the content or respond to a message.

Icons can also highlight the existence of additional resources.

Think big

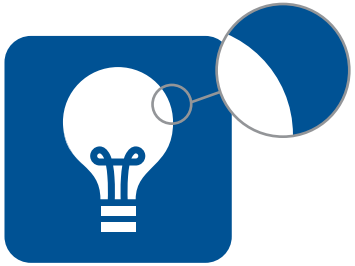
Three to four icons (at the most) used in large sizes are most visually effective for these kinds of applications. It may also be appropriate to use some of the alternative style guide colours.



Oversized icons accompanied by large heading

Multiple style guide colours

File formats

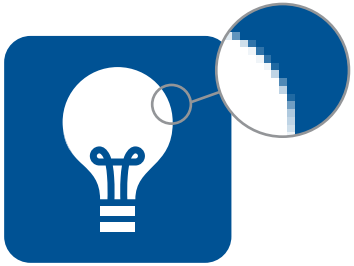


.eps

Encapsulated Postscript

An .eps file is commonly used by graphic designers / production people as an output file. It is high quality as it retains the 'vector' information that created the original artwork. Therefore an .eps file can be infinitely enlarged without degradation or pixilation.

Uses: An .eps is best used for any professional output requirement. It is the file type that should be used for professional signage.



.png

Portable Network Graphics

A .png file is a lossless compression file format that uses improved image compression technology to create smaller image files that download more quickly. .png files are suited to storing line drawings, text, and graphics. .png files also enable variable transparency, where users can control the layers of the image that are transparent. This makes moving images from one background to another easier.

Uses: png files are a common choice for use on websites and most desktop programs e.g. Word and PowerPoint. .png files are not suitable for offset printing or other professional production outputs.

Department of Premier and Cabinet
Communications and Marketing Unit

Email: info@communications.tas.gov.au

Visit: www.communications.tas.gov.au

ISBN: 978 072465689 8
Edition One
Published February 2015

Copyright State of Tasmania 2014