

# Complete Business Solutions Australia

## Style Guide



# COMPLETE BUSINESS SOLUTIONS AUSTRALIA

*Complete Business Solutions Australia is a simulated business established by Eduworks Resources for the purposes of training and assessment of students enrolled in vocational qualifications.*

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# Style Guide

## Our Target Audience

Small, medium, and enterprise size organisations.

## Colour Palette

The colour palette involves six primary colours as follows:



HEX: #042842

HEX: #860B2F

HEX: #16082E

HEX: #055D80

HEX: #28272E

HEX: #EFAD3D

RGB: 4, 40, 66

RGB: 134, 11, 47

RGB: 22, 8, 46

RGB: 5, 93, 128

RGB: 40, 39, 46

RGB: 239, 173, 61

## Typography

The following topology should be used:

### Header 1

Arial 24pt. #042842

### Header 2

Arial 18pt. #860B2F

### Header 3

Arial 14pt. #055D80

### Header 4

Arial 12pt. Black bolded.

Arial 10pt font is the body copy. Black forecolour used on white background.

All typography should be left-aligned, except for title headings which can be centred if desired.

Lists can either be ordered (numbered) or unordered (bulleted).

Sizing of text can be adjusted to suit presentations in PowerPoint.

## Numbered lists

Used when order is important. Each item expresses a step in a sequenced of steps:

1. First step
2. Second step
3. Third step

Numbered lists can also have sub-steps:

1. First step
  - 1.1. First sub-step

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- 1.1.1. A third level of sub-step
- 1.2. Second sub-step
- 2. Second step
- 3. Third step

## Bulleted lists

Used when order is not important. Items can be expressed in any order:

- First item
- Second item
- Third item

Bulleted lists can also have sub-items:

- First item
  - First sub-item
    - A third level of sub-item
  - Second sub-item
- Second item
- Third item

## Tables

Tables with no headers should be developed using the 'CBSA' table style.

Some Data	Some Data	Some Data
Some Data	Some Data	Some Data
Some Data	Some Data	Some Data

Where a column header is required, use 'CBSA Col' table style:

Column 1 Header	Column 2 Header	Column 3 Header
Some Data	Some Data	Some Data
Some Data	Some Data	Some Data
Some Data	Some Data	Some Data

Where a row header is required, use the 'CBSA Row' table style:

Row 1 Header	Some Data	Some Data	Some Data
Row 2 Header	Some Data	Some Data	Some Data
Row 3 Header	Some Data	Some Data	Some Data

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## Logo

Logo can be used in one of four coloured styles. Two further black and white styles are permitted where black and white print is used. No other styles are permitted.

## Logo plus title full



**COMPLETE BUSINESS  
SOLUTIONS AUSTRALIA**

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Logo only



Acronym only

**CBSA**

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## Document layout

### Headers and footers

Documents should be laid out without different odd and even pages.

Each page should have the logo right aligned in the header. An example is provided below.



Each page should have the page count in the footer. An example is provided below.



### Title page

If a document requires a front title page, then the first page should form a title page as follows:



Note that the title 'Style Guide' should be replaced with the relevant document's title.