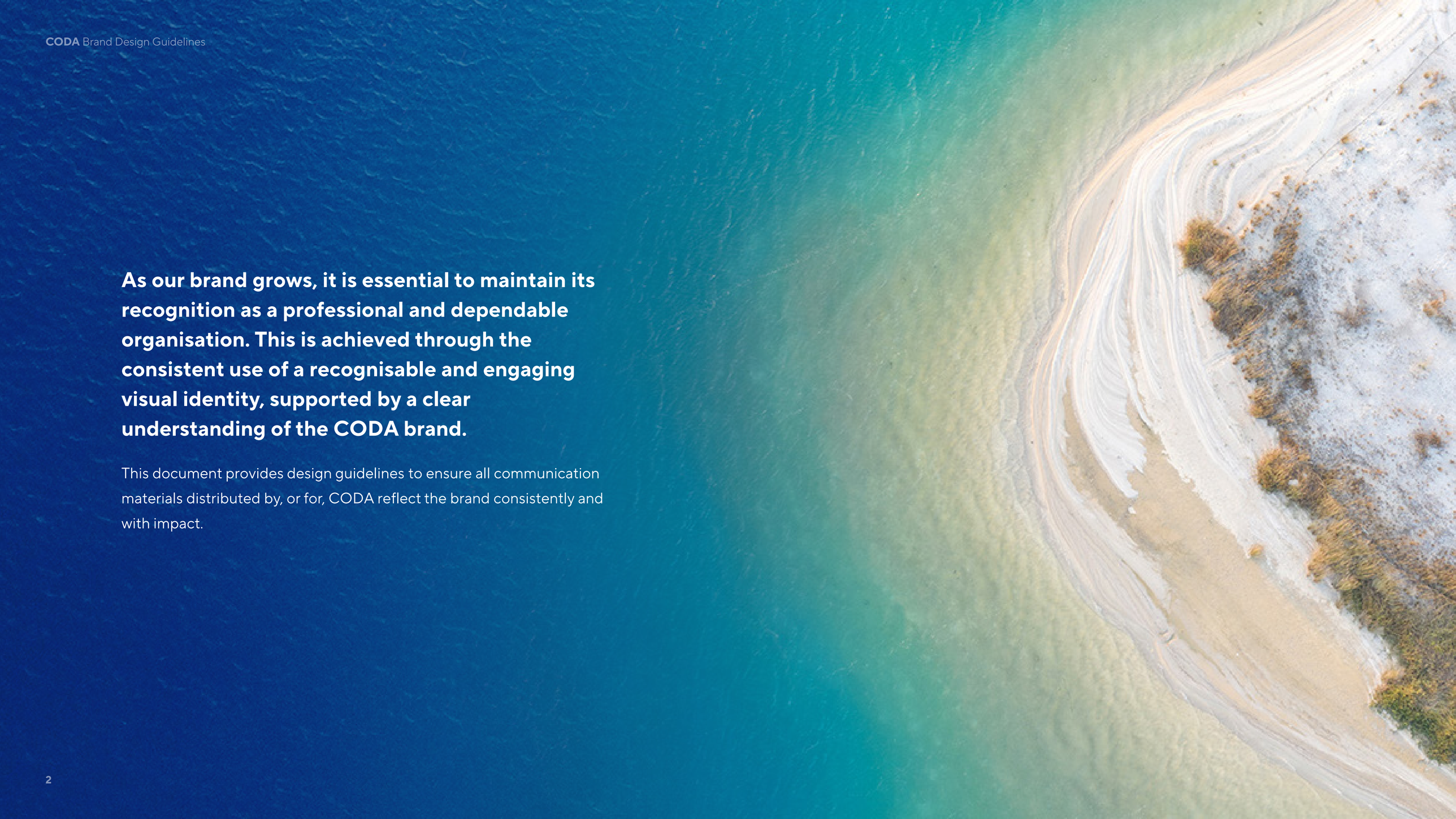
CENTRE OF
DECOMMISSIONING
AUSTRALIA

Brand Design Guidelines

September 2025

As our brand grows, it is essential to maintain its recognition as a professional and dependable organisation. This is achieved through the consistent use of a recognisable and engaging visual identity, supported by a clear understanding of the CODA brand.

This document provides design guidelines to ensure all communication materials distributed by, or for, CODA reflect the brand consistently and with impact.



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The Logo

1

Primary Logo

The CODA primary logo is the heart of our identity, a stacked variation that anchors the brand with strength and clarity. It should be applied consistently across all collateral.

While this is our cornerstone logo, there is also a secondary landscape variation available, giving us flexibility while always remaining true to the brand.

Secondary Logo

The secondary logo serves as a versatile alternative to the main logo. This horizontal option is ideal for applications where vertical space is limited. This maintains the integrity of the brand while ensuring clarity and impact.

Logo Colours

The primary and secondary logos are available in navy and black, with approved single-colour options in black and white for versatility across applications.

To protect the integrity of the CODA brand, never attempt to redraw, alter, or recreate any part of the brandmark. Use the approved digital files of the artwork only.

Logo Spacing

To preserve the integrity of the CODA brand, always maintain a minimum clear area around the logo itself.

The clear space rule for both horizontal and vertical versions of the logo is defined here relative to the height of the “C” in the word-mark.

Primary Logo

Secondary Logo

Minimum Size

To ensure legibility of the CODA identity, the crest must not be used at a smaller total size than the dimensions specified.

The minimum size rule varies for the different versions of the logo as illustrated.

Minimum Size: 35mm wide / 100px

Minimum Size: 55mm wide / 156px

Incorrect Use

This page contains examples of unacceptable uses of the brandmark. All of these examples damage the brand's integrity and consistency.

1. Do not compress, extend or distort the Brandmark to 'fit a space'.
2. Do not use the Brandmark below recommended minimum size.
3. Do not use another font for the logotype.
4. Do not rearrange any of the elements.
5. Do not reproduce the Brandmark in any colour other than specified in the colour palette.
6. Do not reproduce the Brandmark on a background without sufficient contrast.

1.

2.

3.

4.

5.

6.

Program/ Course Logos

In the case where CODA requires a logo for a new Program or Course the following styling should be applied.

CODA logo colour: Cobalt
Program name text:
TT Norms, light , All Caps, Light, Black

A template in Adobe Illustrator has been developed for easy logo creation, which can be provided upon request from the CODA team.

Special Interest Group Logos

In the case where CODA requires a logo for a new Special Interest Group the following styling should be applied.

CODA logo colour: Aqua
Subheading text: TT Norms, Medium, Aqua
Group name text:
TT Norms, light , All Caps, Light, Black

A template in Adobe Illustrator has been developed for easy logo creation, which can be provided upon request from the CODA team.

Colour

2

Primary Colour Palette

'Offshore'

The CODA 'offshore' colour palette comprises four core colours and four supporting colours, forming the primary palette of the brand.

It is inspired by the Australian coast and offshore environments.

The colour values specified should always be applied consistently, with tints used only where appropriate.

20%	20%	20%	20%
45%	45%	45%	45%
70%	70%	70%	70%
Navy C: 100 R: 17 M: 90 G: 35 Y: 0 B: 105 K: 40 Hex: #112369 Pantone: 3591c	**Cobalt** C: 99 R: 6 M: 78 G: 80 Y: 2 B: 160 K: 0 Hex: #0650A0 Pantone: 293c	**Aqua** C: 74 R: 9 M: 19 G: 162 Y: 0 B: 221 K: 0 Hex: #09A2DD Pantone: 2192c	**Arctic** C: 39 R: 145 M: 0 G: 217 Y: 0 B: 248 K: 0 Hex: #91D9F8 Pantone: 297c
White C: 0 R: 255 M: 0 G: 255 Y: 0 B: 255 K: 0 Hex: #ffffff	**Black** C: 0 R: 0 M: 0 G: 0 Y: 0 B: 0 K: 100 Hex: #000000	**Sand** C: 2 R: 250 M: 10 G: 224 Y: 46 B: 154 K: 0 Hex: #fae09a Pantone: 4001c	**Shell** C: 5 R: 239 M: 3 G: 240 Y: 5 B: 237 K: 0 Hex: #EFF0ED Pantone: Cool Gray 1c (40% tint)
		70%	70%
		45%	45%
		20%	20%

Secondary Colour Palette

'Onshore'

The CODA 'onshore' colour palette comprises four core colours and four supporting colours, forming the secondary palette of the brand.

It is inspired by Australian rural and outback landscapes.

Use of this palette should be considered carefully, with Navy always being used in conjunction with any of these colours.

All colour values should be applied consistently, with tints used only where appropriate.

20%	20%	20%	20%
45%	45%	45%	45%
70%	70%	70%	70%
Navy C: 100 R: 17 M: 90 G: 35 Y: 0 B: 105 K: 40 Hex: #112369 Pantone: 3591c	**Teal** C: 70 R: 39 M: 0 G: 189 Y: 30 B: 190 K: 0 Hex: #27bdbe Pantone: 319c	**Outback** C: 24 R: 168 M: 84 G: 67 Y: 96 B: 40 K: 16 Hex: #a84328 Pantone: 7593c	**Desert** C: 9 R: 230 M: 30 G: 181 Y: 57 B: 124 K: 0 Hex: #e6b57c Pantone: 720c
White C: 0 R: 255 M: 0 G: 255 Y: 0 B: 255 K: 0 Hex: #ffffff	**Black** C: 0 R: 0 M: 0 G: 0 Y: 0 B: 0 K: 100 Hex: #000000	**Sand** C: 2 R: 250 M: 10 G: 224 Y: 46 B: 154 K: 0 Hex: #fae09a Pantone: 4001c	**Shell** C: 5 R: 239 M: 3 G: 240 Y: 5 B: 237 K: 0 Hex: #EFF0ED Pantone: Cool Gray 1c (40% tint)
		70%	70%
		45%	45%
		20%	20%

Typography

3

Fonts

TT Norms Pro is the brand typeface for CODA.

This font should be used across all branded applications in order to keep a clear and consistent visual style.

For internal applications and in circumstances where TT Norms Pro is not available (eg. using microsoft programs like Word or Powerpoint), the default font should be Avenir Next LT Pro.

Primary typeface

TT Norms Pro

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Weight: Regular | Usage: Body Copy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Weight: Medium | Usage: Subheadings

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Weight: Extra Bold | Usage: Headings

Aa

Microsoft typeface

Avenir Next LT Pro (Avenir Next)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Weight: Regular | Usage: Body Copy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Weight: Medium | Usage: Subheadings

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Weight: Extra Bold | Usage: Headings

Aa

Brand Assets

4

Radial Graphic

Inspired by the radial lines of the CODA logo, the graphic devices extend the brand's visual language with energy and movement. They bring a sense of flow and continuity to collateral.

These radial graphic devices can feature across both print and digital applications to further extend the brand presence.

Radial Graphic Application

The radial graphics can be applied layered over coloured backgrounds and imagery.

It is essential that the linework and filled areas always align, and that the device is only ever split at the halfway point.

The brand graphics are available in the full CODA colour palette; however, careful consideration should be given to the background image or colour when selecting the device's colour.

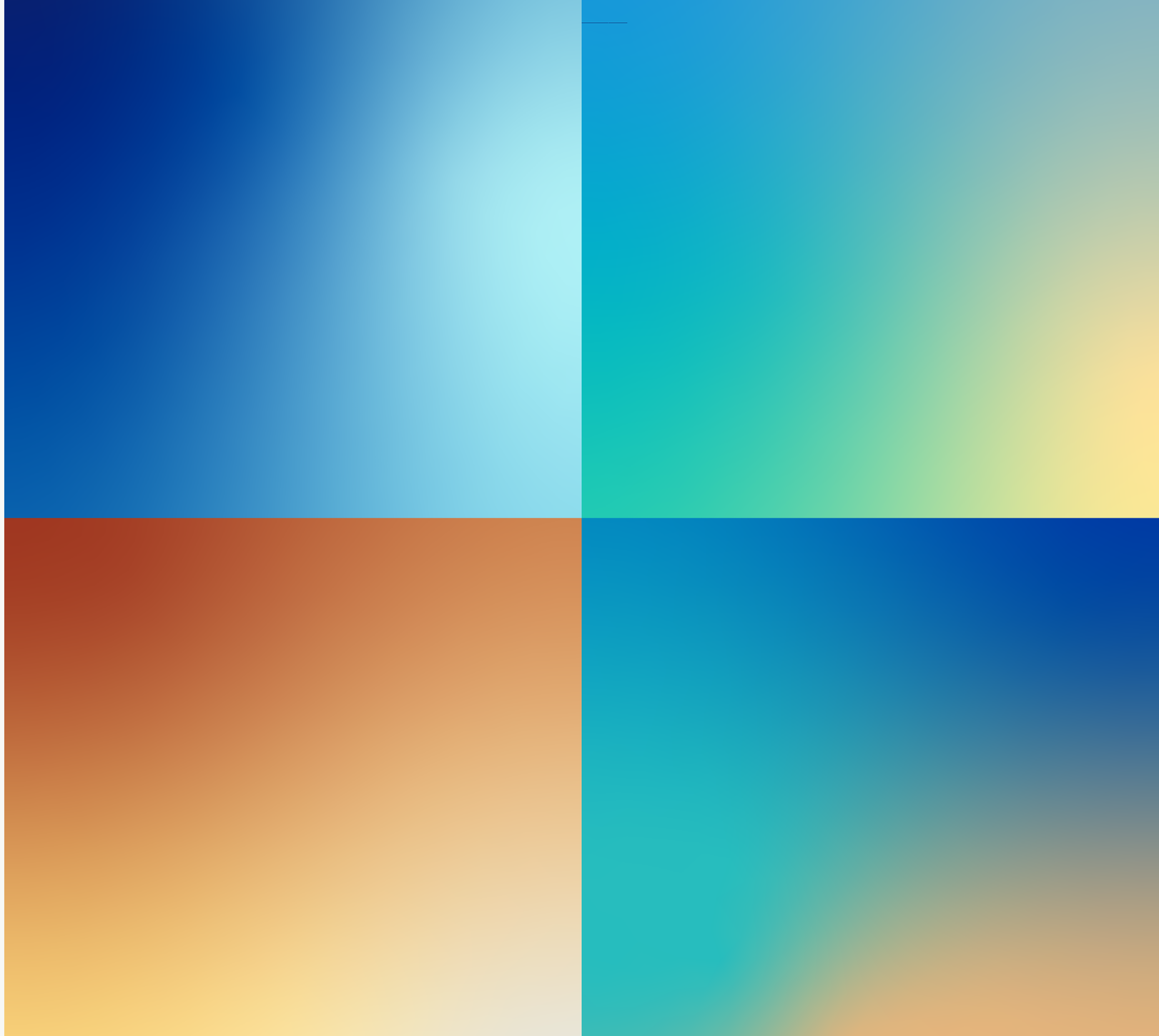
For inspiration and examples of the radial graphics in use, see the collateral section of this brand guide.

Gradients

These are the CODA brand gradients, inspired by Australian coastal and landscape imagery the brand draws from.

They can be applied subtly across collateral, adding depth and visual interest.

See the collateral section for examples of application.

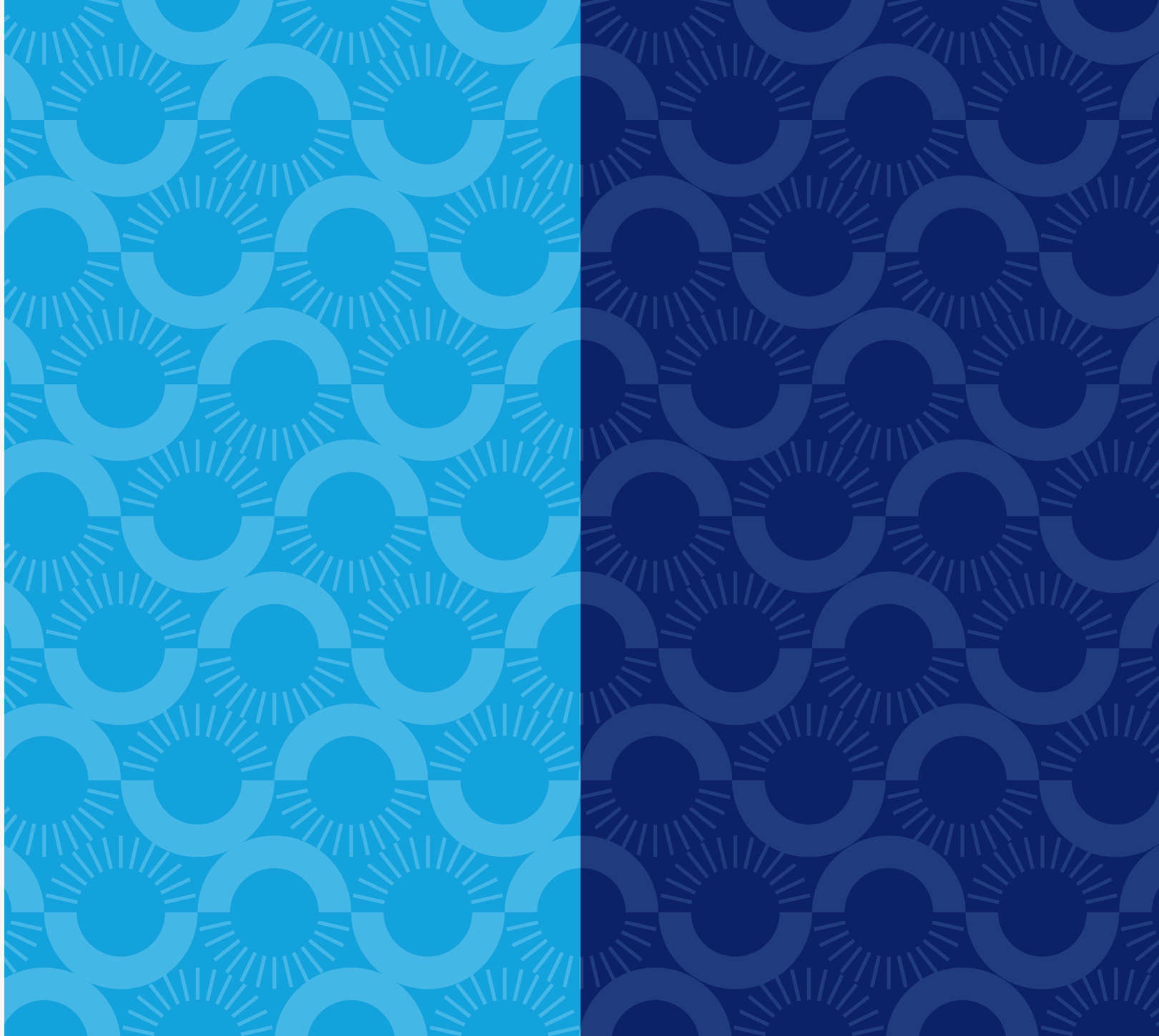


Pattern

The CODA brand pattern is a dynamic extension of our identity, created from tessellated and rotated versions of the icon. It adds depth and texture to our visual language, offering subtle distinction when applied to backgrounds or used sparingly across collateral.

To preserve its refined quality, the pattern **should remain at a lower opacity** and be **reserved for pieces with minimal text or content**, such as section pages or certificates.

For guidance, see the collateral section for examples of its use.



General Icons

The CODA iconography style is defined by thin, precise linework. A distinctive feature is the integration of the radial line graphic device within each icon, a signature element that ensures the icon set feels unique, cohesive, and unmistakably CODA.

Icons may be applied in any of the primary or secondary brand colours.

Review

Global Reach

Future Outlook

Independent not-for-profit

Skills

Hub

Knowledge

Website/Portal

Decommissioning Work Breakdown Icon Suite

A dedicated icon suite has been crafted in the CODA style to bring the Decommissioning Work Breakdown to life. This set goes beyond the general icon suites, capturing the complexity of the process while transforming it into clear, simple visual forms. Aligned seamlessly with the CODA brand, these icons are designed to build understanding and confidence, making an intricate process feel approachable and easy to grasp.

1.

PROJECT MANAGEMENT

Team is planning and making sure everything is done safely from start to finish.

2.

POST-COP RUNNING COSTS

When production has stopped, the site is dismantled and monitored.

3.

WELL DECOMMISSIONING

The wells on the seabed are permanently sealed so nothing can leak out.

4.

FACILITIES & PIPELINES PERMANENT ISOLATION AND CLEANING

The top structure is isolated and cleaned to remove anything dangerous or messy.

5.

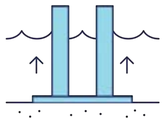
TOPSIDES PREPARATION

The top structure is prepared so it can be safely lifted off, disconnecting or removing parts.

6.

TOPSIDES REMOVAL

The top structure is lifted off and removed.



7.

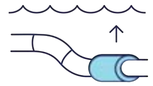
SUBSTRUCTURE REMOVAL

The legs or base under the water are taken away.

8.

TOPSIDES & SUBSTRUCTURE ONSHORE DISPOSAL

Everything is brought to shore and sorted. Some parts are recycled.



9.

SUBSEA INFRASTRUCTURE

Underwater pipelines and gear are either removed or safely covered up.

10.

SITE REMEDIATION

The seabed is cleaned up to make it safe and clear for other users.

11.

POST-DECOMMISSIONING MONITORING

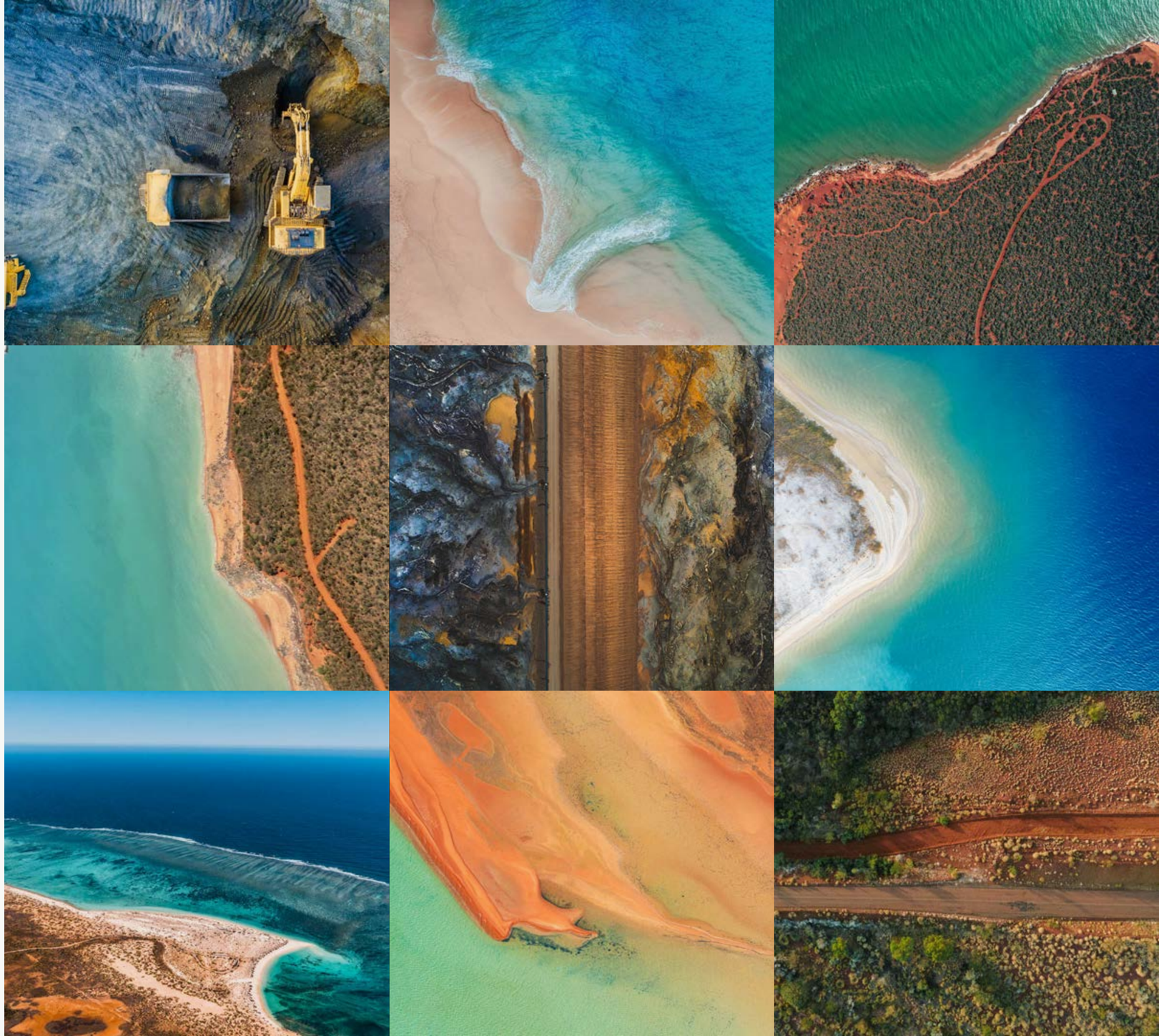
The site is checked over time to make sure everything remains safe.

Stock Photography

CODA uses carefully selected imagery within its collateral to support the brand story and complement the overall visual identity.

Landscape imagery highlights Western Australia and the broader Australian environment, featuring strong colour palettes, aerial perspectives, and connections to both onshore and offshore work. This approach is central to the brand legacy, helping convey CODA's story.

Imagery can be sourced from stock libraries such as stock.adobe.com or shutterstock.com, with free options available from unsplash.com.



Collateral

5

Stationery

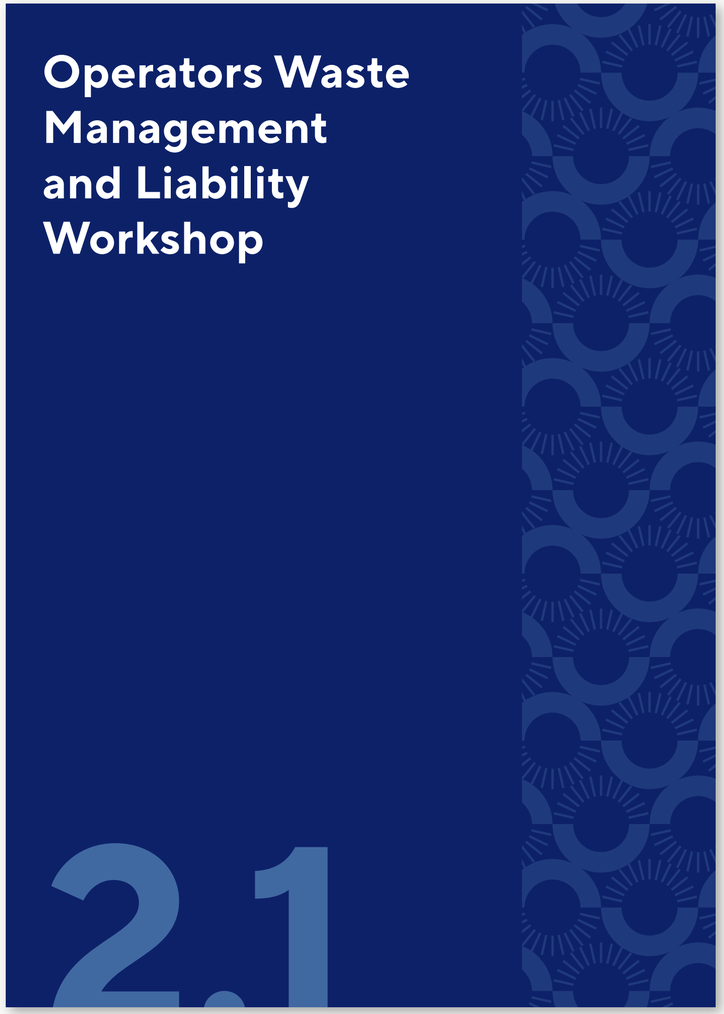
These templates demonstrate how the CODA brand can be applied to stationery, ensuring professionalism and consistent brand presence across all written communications.

Brand Pattern Application

These examples show how the brand pattern can be applied to collateral. Usage should be subtle and minimal, with the pattern always displayed at a light opacity.

Social media post

Document section page



Certificates

Certificates can also showcase the brand pattern, adding a sense of distinction and consistency. The template design is available in both landscape and portrait formats, giving flexibility to suit different occasions.

Social Media

'OffShore'

This is an example of how the CODA brand can be expressed through social media content, specifically in the 'OffShore' colour palette.

These posts feature gradients, radial graphics, and engaging layouts paired with concise, impactful copy. The overall aim is to create high-impact content that captures attention quickly, focusing on brand awareness and clear, direct communication.

Designs may be adapted or replicated as needed, but all content should remain consistent with these examples and reflect the CODA brand style.

Social Media

'OnShore'

When using the 'OnShore' colour palette, Navy should always be included in the design, whether in text, backgrounds, or the CODA logo. The 'OnShore' palette should be used more sparingly and works best when paired with complementary aerial imagery, as shown here.

Designs may be adapted or replicated as needed, but all content should remain consistent with these examples and reflect the CODA brand style.

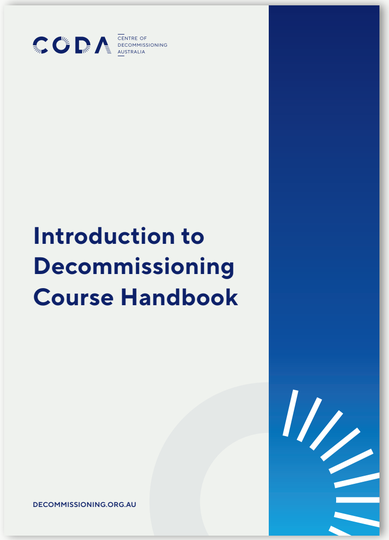
Report Covers

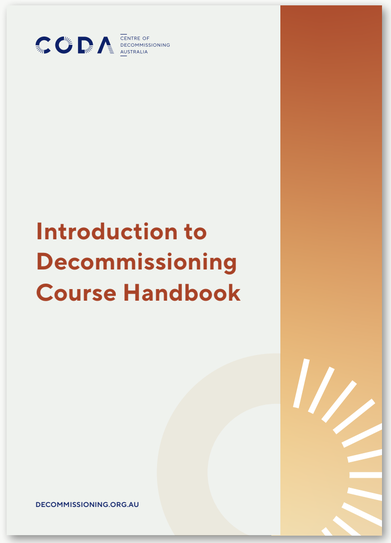
These report cover designs showcase two different applications of the CODA brand for flexibility.

The full-page cover features the secondary (landscape) logo at the top left, the title centered, and the website at the bottom left. A gradient and radial device is then applied to the right-hand side of the page.

The corner-page cover incorporates a colour block in the bottom left to house the title and the primary (stacked) CODA logo. This style is most effective when paired with an aerial image as the background.

Full-page cover



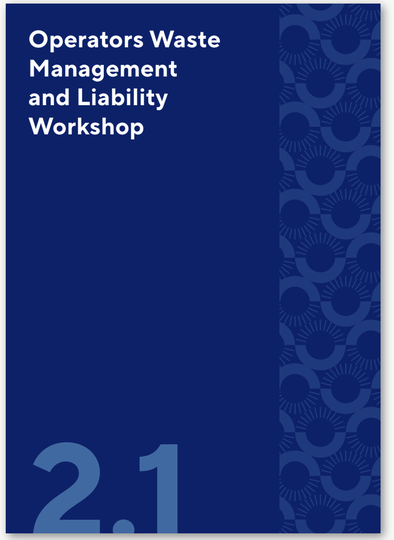


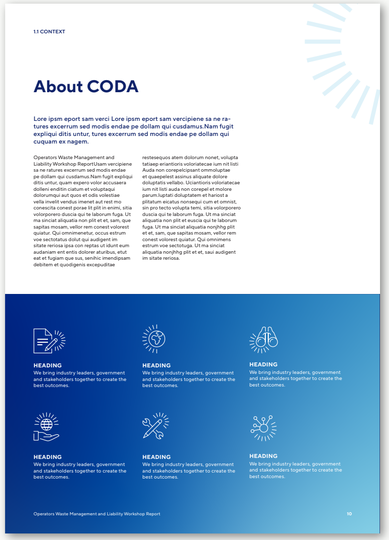
Corner-page cover

Report Design

These examples show page designs for CODA reports and documents.

Text should always be presented professionally, using appropriate columns and spacing consistent with the layouts shown. The examples illustrate text hierarchy, image integration, section pages, and back-page options, providing a guide for future use.



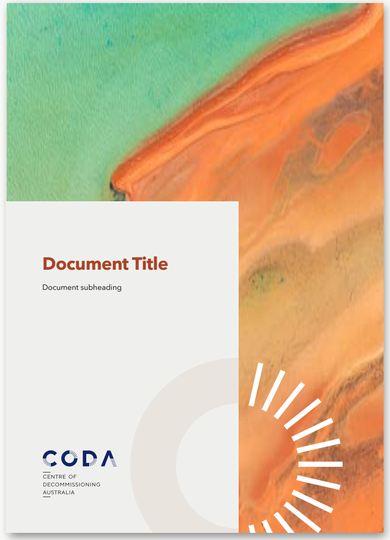


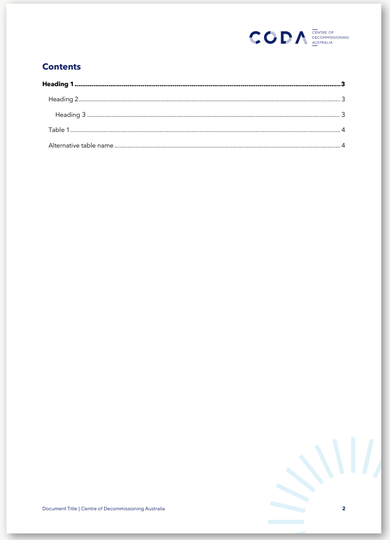
Word Documents

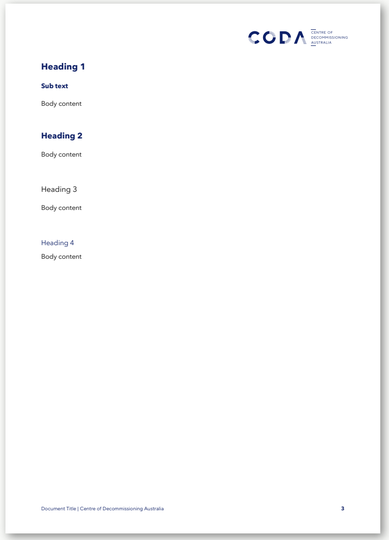
A template has been created to easily apply the CODA brand to Microsoft Word documents.

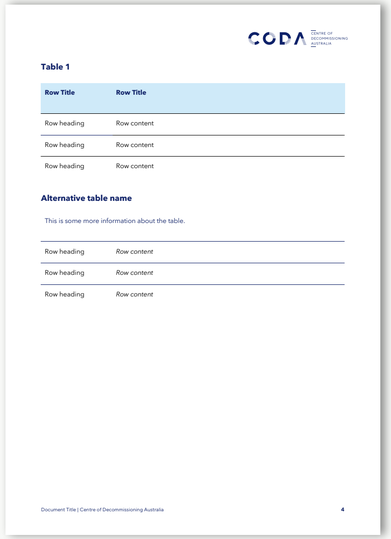
Two front and back cover options are provided, along with a template for a variety of internal pages.

Please note that Avenir Next LT Pro (Avenir) has been set as the default replacement for the brand font TT Norms Pro, which is not available in Microsoft applications.





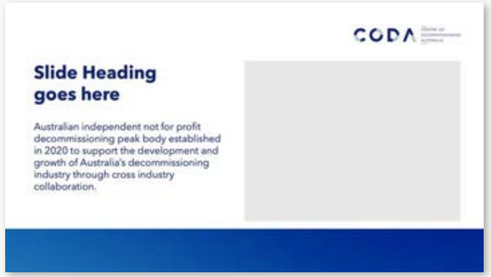


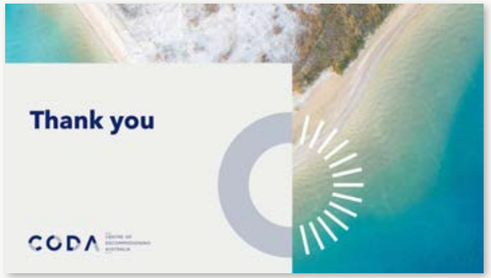


PowerPoint Presentations

A template has been created to easily apply the CODA brand to Powerpoint presentations. These designs combine unique layouts, colour, and imagery to create visually engaging and informative presentation designs.

Please note, Avenir Next LT Pro (Avenir) has been set as the default replacement for the brand font TT Norms, which is not available on Microsoft.





CENTRE OF
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Should any part of the CODA brand guidelines be unclear, or there are questions about a particular brand application, please contact us for information and clarification.