Transport Professionals Association

Brand Guidelines

Contents

Our story

For almost six decades, we have been the peak membership association for transport professionals working in Australia.

We represent transport professionals spanning multiple disciplines, including planning, engineering, modelling, economists, policy specialists, and researchers who work across government, consultancy, industry and academia.

Transport Professionals Association (TPA) supports members through professional development, networking, advocacy, and knowledge sharing as they deliver safe, sustainable, and thriving transport systems.

We foster and promote collaboration, inclusion and new thinking to support today's transport professionals for tomorrow's transport needs.

Visual identity

Logo

Our primary logo is the cornerstone of our visual identity.

It combines a bold, contemporary wordmark with a distinct brand symbol inspired by interconnected systems, reflecting the many disciplines and networks that make up our membership.

This is the preferred logo for all external and high-profile communications.

Logo

Primary Alt

Our primary alt logo should be used when the primary logo does not provide enough contrast for clear legibility.

It can also be used to create variety within a suite of assets while maintaining consistent brand tone. See brand in action examples on page 23 and 24.

Transport
Professionals
Association

Transport
Professionals
Association

Logo

Colour variants

Primary full colour logo

The TPA logo is available in a number of colour variations to ensure visibility across different backgrounds and media formats.

Use the full-colour version whenever possible. In scenarios where colour is not suitable, opt for black, white, or reversed versions.

Logo

Minimum size

To maintain legibility and impact, the TPA logo should never appear smaller than:

• Digital: 120px wide

• Print: 30mm wide

Avoid resizing below these limits to preserve clarity across all platforms.

Transport Professionals Association

Digital: 120px wide

Print: 30mm wide

Logo

Exclusion area

Maintain clear space around the logo equal to the height and width of the internal brand mark.

This buffer ensures the logo remains prominent and uncluttered in any layout.

No text or graphic elements should encroach into this space.

Logo

Partnerships

When displaying our logo alongside partner or sponsor logos, ensure that:

• TPA's logo appears equal or larger in scale

• TPA's logo should always appear on the left-hand side

• A minimum spacing of double the internal brand mark is maintained

• Logos are visually balanced and not overcrowded

Logo

Secondary

The secondary logo is a horizontal lock-up used in situations where space or format limits the use of the primary version.

It retains the core identity elements while offering flexibility across narrow, horizontal, or digital applications.
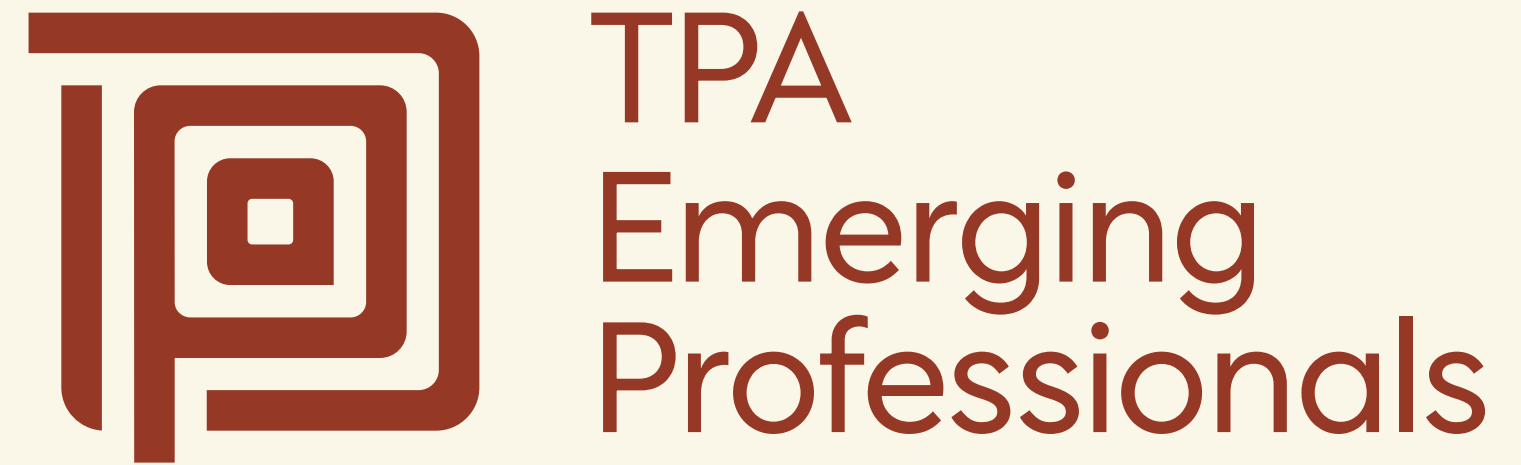
Transport Professionals Association

Emerging Professionals

Sublogo

Our sub-brand logo for Emerging Professionals supports the next generation of transport leaders.

It aligns visually with the TPA brand while establishing a unique identity for early-career professionals engaging in the industry.

TPA
Emerging
Professionals

Colour

TPA's colour palette is inspired by the Australian landscape and built environment – a blend of natural tones, infrastructure hues, and vibrant accents.

These colours help bring our communications to life with warmth, energy, and a distinct sense of place.

Primary colours

TPA Spinifex
PMS 129c
CMYK 0/10/80/0
RGB 243/209/72
HEX #F2D147

TPA Ember
PMS 718c
CMYK 0/74/100/12
RGB 190/77/0
HEX #BF4D00

TPA Rust
PMS 174c
CMYK 0/84/95/37
RGB 150/58/37
HEX #963826

Secondary colours

TPA Dune
PMS 2011c
CMYK 0/43/88/0
RGB 238/158/58
HEX #EE9C38

TPA Ghost Gum
CMYK 2/1/9/0
RGB 250/247/232
HEX #FAF7E8

TPA Wattle
PMS 583c
CMYK 24/0/99/6
RGB 184/193/26
HEX #B8C11C

TPA Black
PMS 7c
CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

TPA Sunset
PMS 7410c
CMYK 0/35/54/0
RGB 253/174/130
HEX #FDAE82

TPA Saltpan
PMS 2204c
CMYK 30/5/5/0
RGB 175/205/226
HEX #AFCDE2

TPA Eucalypt
PMS 556c
CMYK 56/12/44/7
RGB 132/177/164
HEX #84B1A4

TPA Plum
PMS 7644c
CMYK 39/87/29/58
RGB 88/45/67
HEX #582D43

TPA Reef
PMS 3145c
CMYK 100/0/24/30
RGB 0/120/142
HEX #00788E

TPA Rainfern
PMS 364c
CMYK 59/0/100/43
RGB 74/119/43
HEX #4A772B

Colour
Combinations

The TPA palette is designed for flexibility. You can mix and match primary and secondary colours to suit your design needs – just ensure accessibility and contrast are maintained.

Use darker shades for typography and lighter tones for backgrounds, with bold accents used sparingly for highlights.

Typography

Poppins

Canva and Google Fonts

Poppins is a versatile, geometric sans-serif typeface designed by the Indian Type Foundry. It is known for its clean, monolinear strokes and contemporary look, making it suitable for a wide range of applications, including headings, logos, and web design. Poppins is available in multiple weights.

https://fonts.google.com/specimen/Poppins

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Extra light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

This
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Century Gothic

Microsoft Font

Century Gothic is a digital sans-serif font, known for its clean, geometric design and high readability. It was created by Monotype Imaging in 1991 as a modern interpretation of classic geometric sans-serif fonts from the 1920s and 30s, like Futura. Century Gothic is characterized by its rounded letterforms, even spacing, and a slightly wider appearance compared to some other sans-serif fonts.

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Typography

Font use

For consistency:

• Use Poppins Regular for headings and subheadings

• Use Poppins Poppins Regular for body text

• Ensure appropriate contrast and size for readability

• Avoid mixing too many weights or styles on a single page

Heading
Poppins Regular

Subheading
Poppins Regular

Paragraph
Poppins Regular

Who Are we?

The Transport Professionals Association (TPA) is the peak industry body for transport professionals across Australia.

We support and guide transport professionals at every stage of their career by arming them with industry leading resources and access to a full calendar of networking, events and professional development opportunities. Our members come from the many different fields of professionals and practitioners who plan, design, engineer, deliver, operate, manage, measure and support Australia's transport systems including:

• Transport planners

• Traffic and transport engineers

• Land use, transport and traffic modellers

• Road safety practitioners

• Transport economists

• Road and public transport infrastructure designers

• Active transport specialists

• Travel behaviour change specialists

• Transport researchers, educators and engagement professionals

• Transport policy specialists.

• Traffic and transport data collection practitioners.

Favicon

A favicon is a small icon that represents our brand in web browsers, typically appearing in the browser tab or as a bookmark icon.
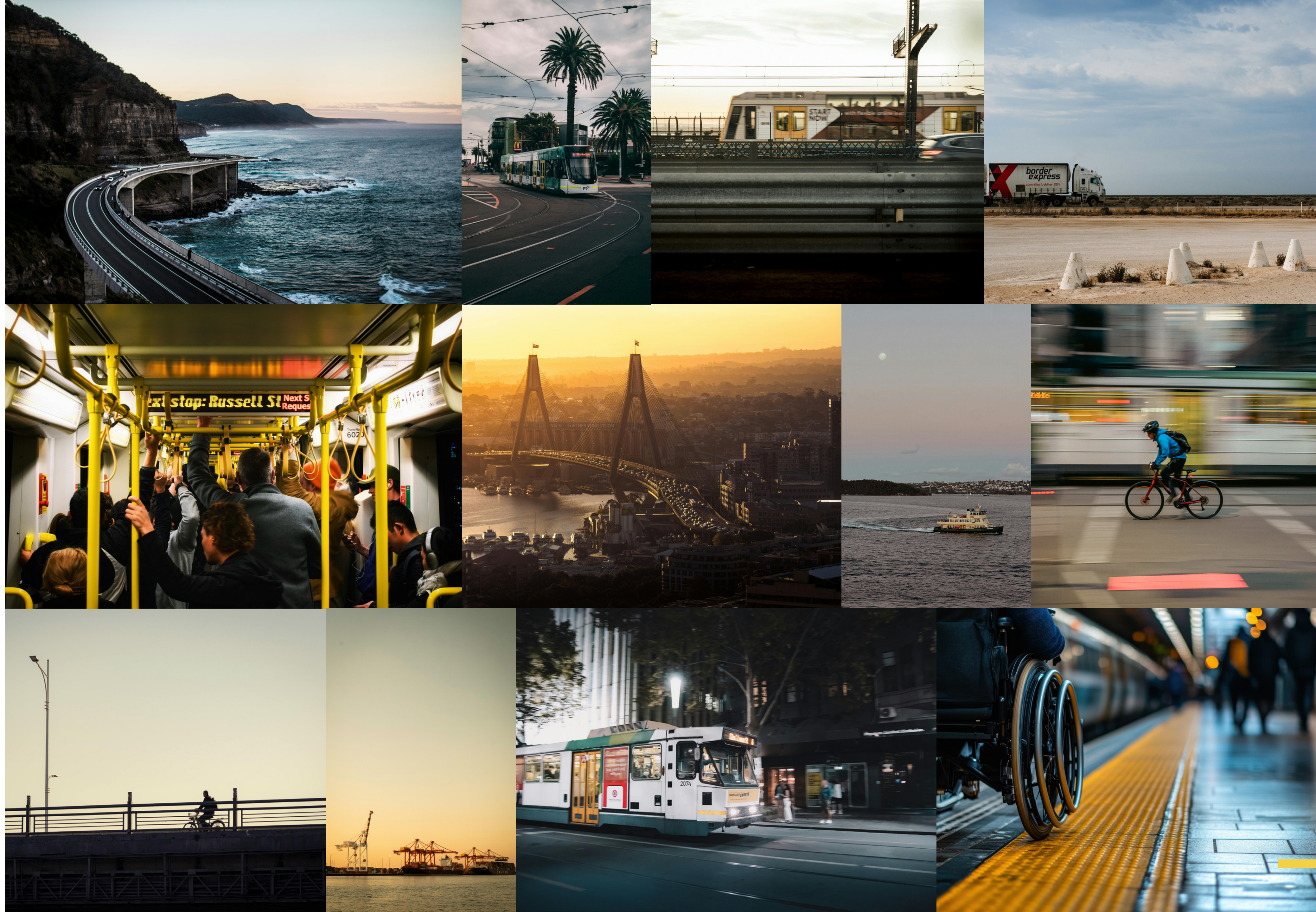
Imagery

Imagery

Our photography should reflect the real people and places shaping transport across Australia.

Imagery must feel authentic, diverse, and purpose-driven – showcasing members in action, urban and regional landscapes, infrastructure, and innovation.

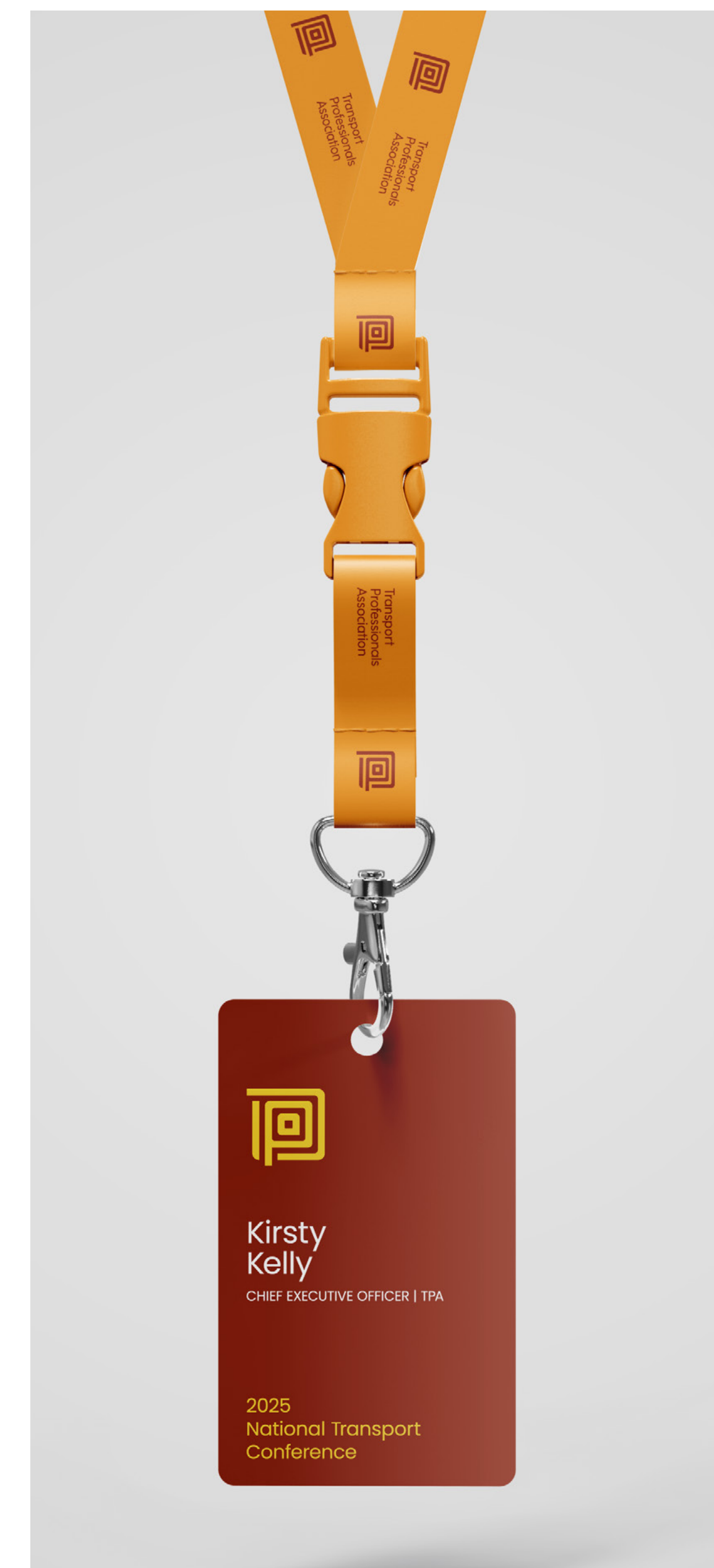Avoid overly staged or corporate stock photos.

Imagery

Brand in action

Transport Professionals Association

Strategic Plan
2025–2028

Transport Professionals Association

Kirsty Kelly
CHIEF EXECUTIVE OFFICER | TPA

2025
National Transport
Conference

NATIONAL TRANSPORT CONFERENCE
Adelaide | 3 – 5 September 2025

Transport Professionals Association

Transport Professionals Association

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