



Australian Government

Department of the Prime Minister and Cabinet

GENERAL GUIDELINES FOR USE OF THE COMMONWEALTH COAT OF ARMS WITHIN THE COMMONWEALTH

Appropriate Use of the Arms

The legislative, executive and judicial branches of the Australian Government may use the Arms, including on:

- stationery;
- documents and publication;
- websites; and
- staff ID cards.

The Arms may be used on Australian currency and coinage and as an element on the insignia of Australian honours.

Type of Arms

A choice of 10 versions of the Commonwealth Coat of Arms is available.

The Awards and Culture Branch can provide graphic quality images of all 10 versions.

Location and position on official documents and publications and building facades

- The Arms should appear only once in a document.
- The Arms should not be overprinted with words or images.
- Logos, text or illustration may not be placed above the Arms.
- The Arms should not be used as decorative or artistic element or as a watermark, for example, in a publication, display or presentation.
- In keeping with the tradition for the use of Arms, the Arms should be placed in the position of prominence on a page. The position of prominence is at the top left of a page, followed in importance by the top middle and then the top right.
- For brochures and transitory communications such as television and print advertisements, the Arms may be placed elsewhere in the document as appropriate, provided the dignity of the Arms is maintained and they are not reproduced in a size which renders the Arms unrecognisable.

- The Arms may be placed in a prominent position on the facades of buildings occupied by departments or agencies provided the dignity of the Arms is not compromised by any adjacent signs or features.

Documents not requiring the Arms

- Stationery, forms and printed matter for use within departments or agencies need not carry the Arms.
- Documents or promotional material co-authored jointly by the Commonwealth with another state or territory government need not carry the Arms. However with agreement of all governments in the joint project, the Arms of all participants may be displayed in the documents.
- Documents intended for a foreign audience presenting a whole of Australia view need not use the Coat of Arms.
- Documents and stationery of Commonwealth trading enterprises must not use the Arms on material used when functioning in the marketplace.
- Private persons acting as the agents of the Commonwealth may use the Arms only if authorised to do so.

Size and colour

- The Arms should not be reproduced in sizes less than 20mm across.
- The Conventional Arms (1912 design) may be reproduced in full colour or in monochrome, including the metallic colours used on invitations.
- The Stylised Arms should not be reproduced in full colour. This design lends itself to reproduction in monochrome including metal coloured inks used on formal stationery.

Use of the Arms in electronic media

Electronic media published by or on behalf of the Commonwealth should carry an image of the Arms to indicate the authority and source of the information. The Arms should be prominently located and reproduced accurately and in a size that enables it to be clearly identifiable. The guidelines for positioning the Arms in the place of prominence apply to electronic documents such as web pages.

Australian Government Information Management Office is responsible for Australian Government branding for the online environment. The guidelines are available on the internet at http://webpublishing.agimo.gov.au/Visual_Design_and_Branding.

Use of the Arms with the Australian National Flag

The Australian National Flag and the Arms may be used together with the position of prominence taken by the Arms.

Use of the Arms with a departmental logo

Where the Arms is used in conjunction with a departmental logo, the Arms would take the position of prominence either above or to the left of the logo and of equal

size. If the Arms or logo is reproduced in colour, the other must be similarly reproduced. Where the logo incorporates the Arms, for example in Australian Government branding, the Arms by itself should not be used as well.

Use on Commonwealth uniforms

The Arms may be used on the uniforms of members of the Australian Defence Force and other Commonwealth agencies. The name of the agency should appear under the Arms. The Arms may be embroidered directly onto the uniform, on patches sewn to the cloth or in the form of metal badges or nameplates.

Use on or in buildings

The Arms may be displayed on the external facades of buildings occupied by Commonwealth departments and agencies whether owned or leased. The Arms may also be displayed indoors. Where a building incorporates the Coat of Arms on its facade, forming an integral part of the building, the Arms can be retained on vacating the building. Similarly, pre-existing Arms forming part of the fabric of a building can be retained on occupancy.

Australian Government Branding

Australian Government Branding Design Guidelines are on at <http://www.dpmc.gov.au/guidelines/index.cfm>

The *Guidelines* apply to all Australian Government departments and agencies except in cases in which the Prime Minister has granted a department or agency an exemption.

Inquiries

Please address inquiries and requests for images to:

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