



Australian Government

AUSTRALIAN GOVERNMENT BRANDING DESIGN GUIDELINES

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INTRODUCTION

The Australian Government decided in June 2003, that common branding would apply to all Australian Government Departments and Agencies. These Design Guidelines have been developed to help departments and agencies ensure the branding design is consistently applied. Any questions about the application of the branding design should be directed to the:

Awards and Culture Branch
Department of the Prime Minister and Cabinet
PO Box 6500
CANBERRA ACT 2600

Ph 02 6271 5601
Fax 02 6271 5662
Email governmentbranding@pmc.gov.au

September 2009

DESIGN ELEMENTS

THE DESIGN

The branding design (the Design) for Australian Government Departments and Agencies may be applied in two primary layouts - as a horizontal ('inline') version and as a vertical ('stacked') version. It is left to the discretion of the department or agency as to which should be used on any given occasion. 'Strip' versions for departments and agencies with longer names may also be applied.

All versions of the Design specific to departments and agencies consist of four elements: the Commonwealth Coat of Arms (Conventional Version 3A Solid), the words "Australian Government" (Times New Roman Bold), an underline and the department or agency name (also Times New Roman Bold).

The minimum width of the Commonwealth Coat of Arms should be 20mm. However, on items such as name badges and id cards where it may not be possible for the minimum width to be adhered to, the Arms may be altered in width but must remain recognisable. Consistency of construction of this Design is critical to the intention of establishing and maintaining a single recognition device for the Australian Government. Designs for each department and agency have been constructed to conform with established corporate identity application principles and are appropriate for most publishing requirements.

Departments or agencies are responsible for the production of further individual designs. Such designs can be produced in house or a graphic design company may be contracted.

'INLINE' DESIGN



'STRIP' DESIGN



'STACKED' DESIGN



'STACKED STRIP' DESIGN



DESIGN ELEMENTS

COLOUR USE

NOTE: This page is best viewed in colour

It is intended that the Australian Government Design be reproduced in one colour only — preferably black. However, to add flexibility to this reproduction, guidelines for limited colour use have been developed.

The Design can be reversed - white on black, or white on a different dark colour - for example charcoal, navy, maroon, dark green etc. The development of these colour palettes is up to individual departments and agencies, however it is essential to ensure that any use of colour does not compromise the integrity of the Design.

The Design should not be represented in any more than one colour.

The Design can appear as one colour on another colour.

Attention to contrast should always be considered carefully — the Design should not appear in a pastel or light colour on a light background colour, or as a tint or stipple of any colour. The Design should not appear as a dark colour on a dark background.



APPLYING THE DESIGN:

POSITIONING THE DESIGN

The Design should always have prominence over and above other images and graphic elements. Where possible, the Design should be placed at the top of the item it appears on. An isolation zone has been established to ensure that the dignity of the Design is not jeopardised through crowding. This zone is defined as 'X' and is based upon the distance between the top of the capital 'A' in 'Australian Government' and the bottom of the horizontal line beneath these words – see diagram below with two examples. Please note: this zone should be seen as a minimum dimension, and it applies to every form of the Design, and in every application of the Design.

'INLINE' DESIGN ISOLATION ZONE



'STACKED' DESIGN ISOLATION ZONE



APPLYING THE DESIGN:

IDENTIFYING A HIERARCHY

Divisions, Branches, Offices and Units within Departments may identify themselves in the common branding in either of the ways shown below, depending on the preference of the relevant Portfolio Secretary.



Australian Government
Department of the
Prime Minister and Cabinet
Government Branding Unit



Australian Government
Government Branding Unit

NB: Government Branding Unit is a hypothetical example and does not actually exist.

APPLYING THE DESIGN:

IDENTIFYING MULTIPLE AGENCIES

In circumstances where a number of departments and/or agencies are to be identified, for example on a sponsorship acknowledgment, the department or agency names could be listed below the line. Examples of this are shown below - this protocol can apply to all versions of the Design.

Alternatively, the Australian Government could be identified as a whole, with the Coat of Arms appearing with the “Australian Government” text only. This is also shown below.



Australian Government
Department of the
Prime Minister and Cabinet
Department of Health and
Ageing
Australian Taxation Office



Australian Government
Department of the Prime Minister and Cabinet
Department of Health and Ageing
Australian Taxation Office



Australian Government



Australian Government

APPLYING THE DESIGN:

PROGRAM BRANDING

Program branding which includes a specific logo (eg "Immunise Australia") may be allowed on products in conjunction with either the departmental or agency Design, or the Coat of Arms and the words "An Australian Government Initiative".

'INLINE' DESIGN



An Australian Government Initiative

'STACKED' DESIGN



An Australian Government Initiative

APPLYING THE DESIGN:

INCORRECT APPLICATION

Consistency of application of the Design is critical to the intention of establishing and maintaining a single recognition device for the Australian Government. For this reason, the integrity of the Design and its use should be maintained at all times. The examples below show how the Design is NOT to be used. Please note: the examples below apply to every form of the Design, and in every application of the Design.

DO NOT TILT THE DESIGN



DO NOT ENLARGE OR ALTER IN PROPORTION ANY PART OF THE DESIGN



DO NOT REARRANGE THE DESIGN



DO NOT REDUCE THE DESIGN BELOW THE MINIMUM SIZE (COAT OF ARMS MUST BE AT LEAST 20MM IN WIDTH)

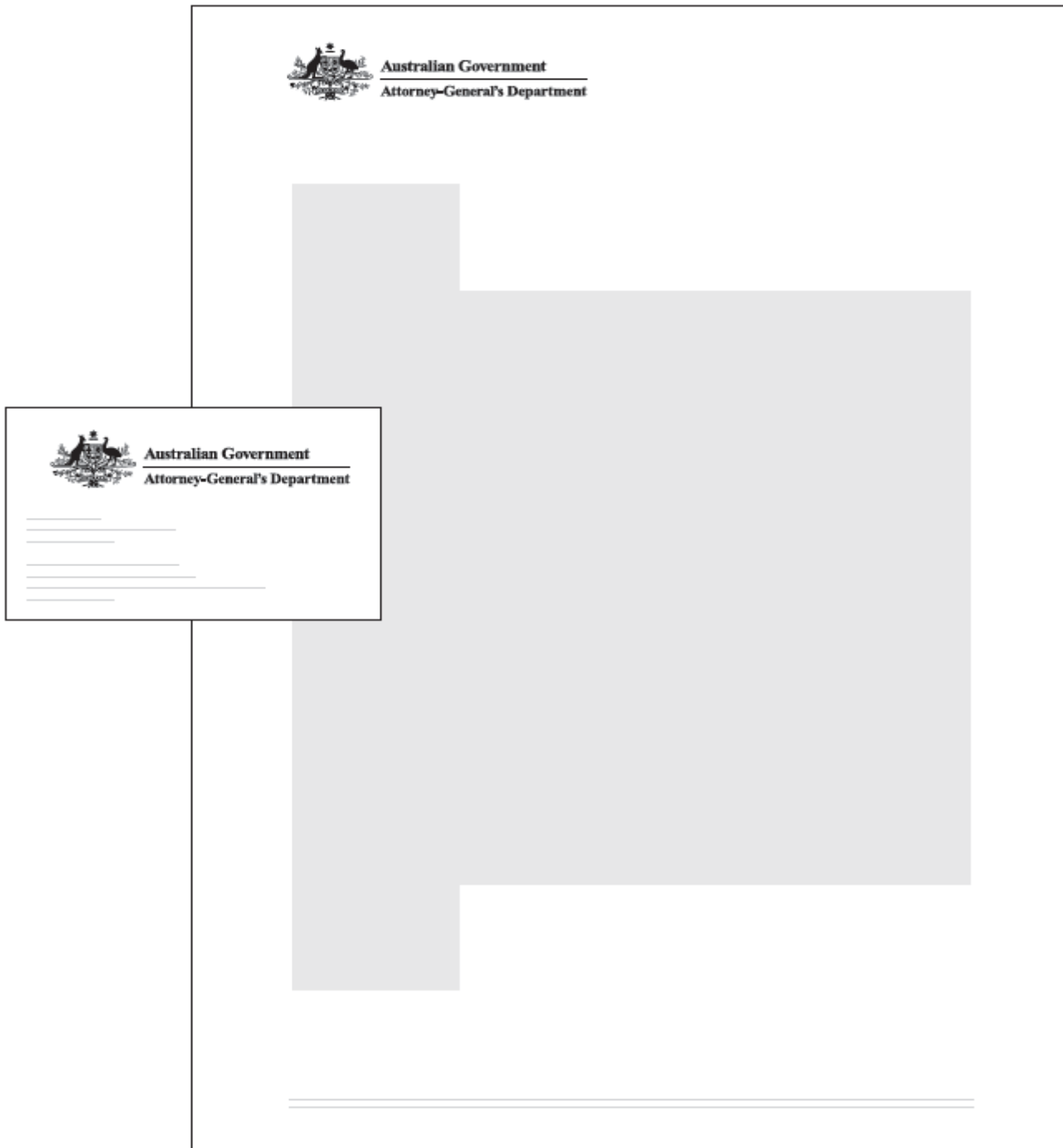
DO NOT USE ANY PART OF THE DESIGN AS A GRAPHIC ELEMENT

DO NOT USE THE DESIGN IN A LOW CONTRAST MANNER

APPLYING THE DESIGN:

BASIC STATIONERY - LETTERHEAD AND BUSINESS CARD - IN LINE VERSION

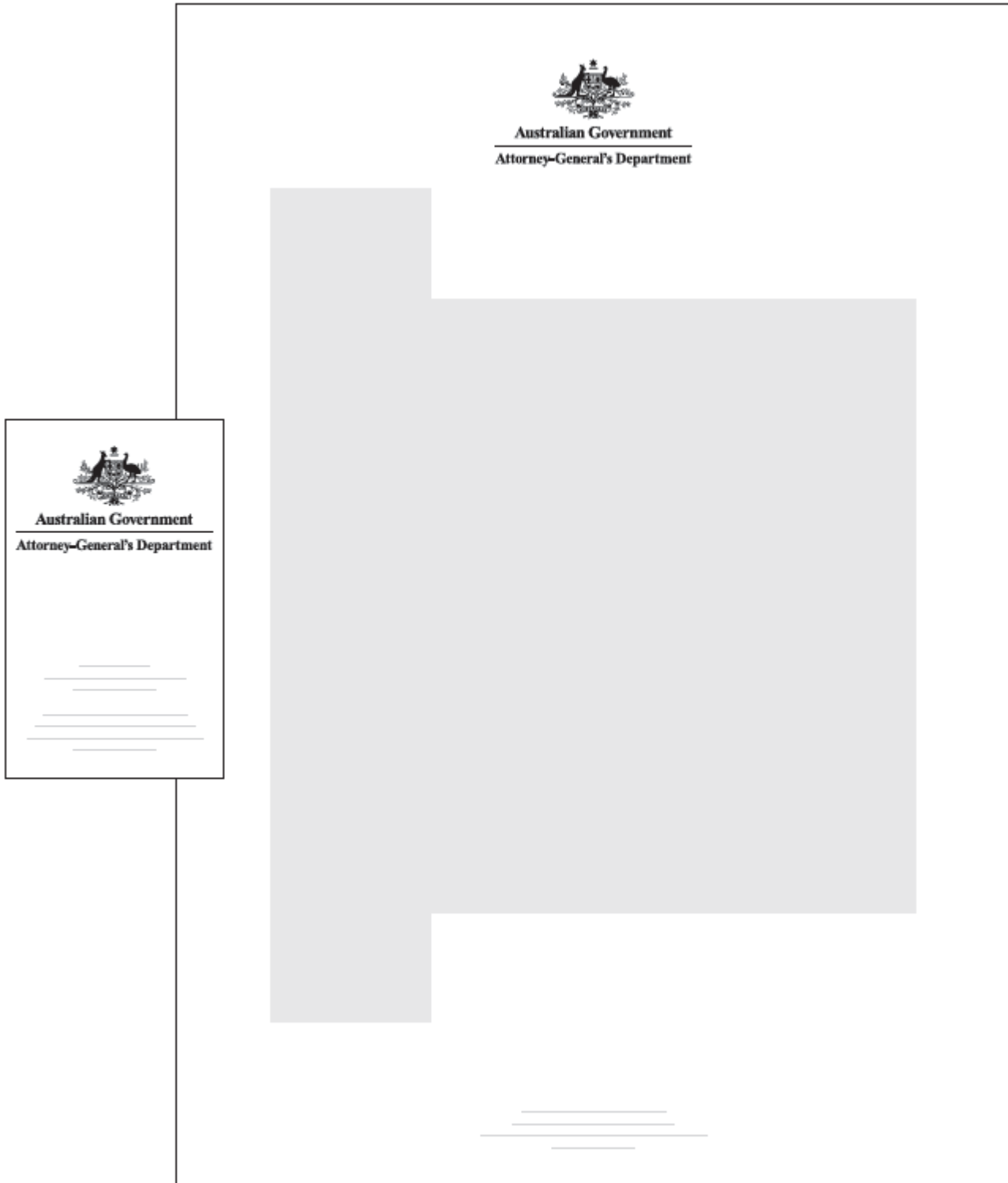
Please note: these examples have been reduced to fit on the page...minimum width of Coat of Arms is 20mm.



APPLYING THE DESIGN:

BASIC STATIONERY - LETTERHEAD AND BUSINESS CARD - STACKED VERSION

Please note: these examples have been reduced to fit on the page...minimum width of Coat of Arms is 20mm.



OTHER ISSUES

Reference to “Australian Government”

All references to “Commonwealth” or “Federal” Government should now be to “Australian Government” in all cases and on all products.

Departmental Names

When making reference to itself in the text of a document, if previous reference would have been to “the Commonwealth Department of XYZ”, it should now be “the Australian Government Department of XYZ”.

Use of the term “Commonwealth”

The "Commonwealth of Australia" is the legal entity established by the Constitution. It is sometimes referred to simply as "the Commonwealth". Where the term "Commonwealth Government" is used, it will normally be appropriate to replace that term with "Australian Government". However, in implementing the branding requirements, care will need to be taken not to replace references to the "Commonwealth of Australia" or "the Commonwealth", where that term is used to describe the entity established by the Constitution or in a geographic sense, with references to the Australian Government.

Press Advertising

The Department of Finance and Deregulation provides advice on appropriate branding for campaign materials.
<http://www.finance.gov.au/Advertising/index.html>

Internet

The branding policy applies to departmental and agency web pages and text references should reflect the "Australian Government" and "the Australian Government Department of XYZ". The Australian Government Information Management Office issues guidelines on the appearance and construction of departmental and agency web pages.
<http://webpublishing.agimo.gov.au/Branding>

Enquiries

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