



Australian Government

Department of the Prime Minister and Cabinet

PM&C Style Guide

October 2023

Communicating with others seems easy. But being heard and changing opinions, attitudes and behaviours is hard. It requires skill and expertise, as well as a deep understanding of audiences.

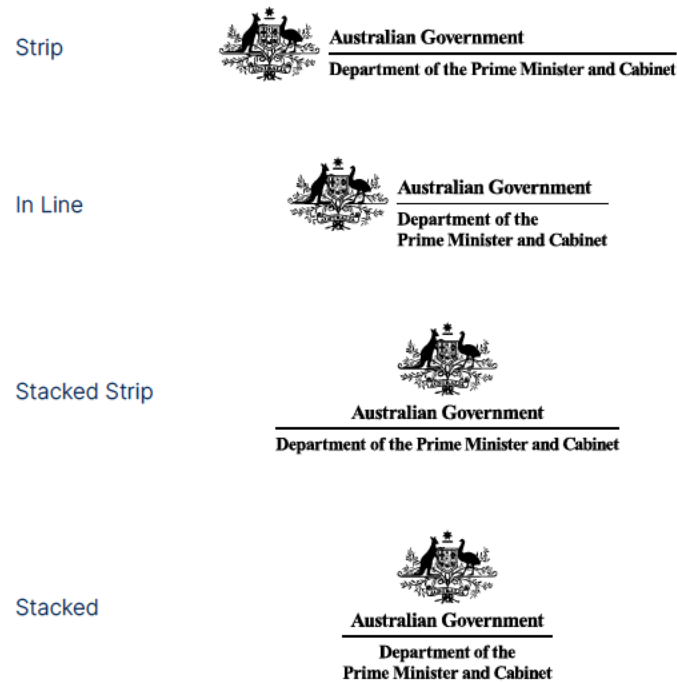
This is how the Communications Branch can help you. We work with teams across PM&C to help deliver the Department's priorities.

Our communication strategies, advice and insight are founded on best practice and research. And our team of communication advisors are highly skilled and qualified, with a broad range of experience.

Contact us S 47E(d)

PM&C Australian Government Logo

Light Background



Dark Background



PM&C Typography

Headings

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body text

Primary - Design

Inter Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary - Windows Documents

Segoe UI Semilight

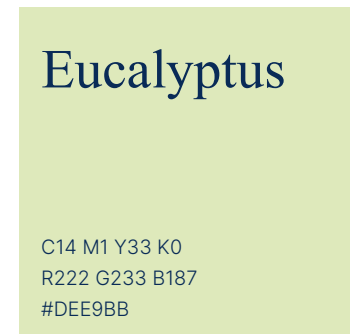
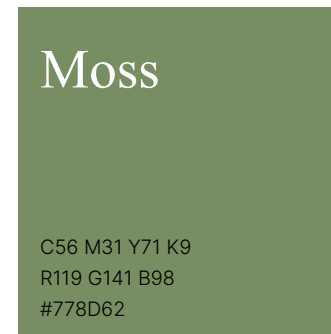
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PM&C Brand Colours

Core Palette



Secondary Palette



PM&C Photography

Principles

Our photography is clear and active. We like to categorise our photography styles based off two areas.

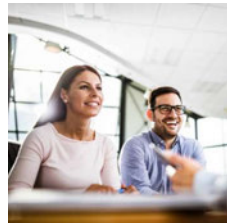
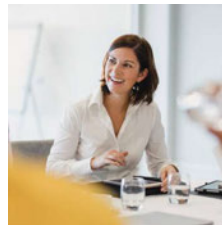
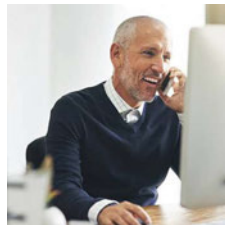
Our country

This photography style gives us the ability to represent the vast landscapes of our country. Focusing on an aerial view of our environments, this photography acts as a reflection of the sheer scale and variety of our scope as a department.

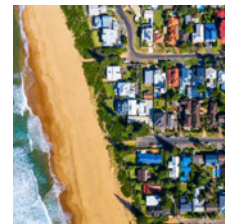
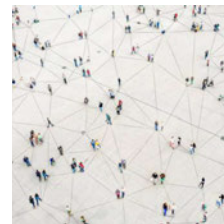
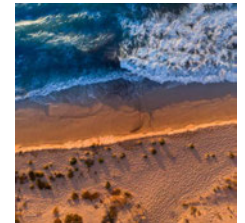
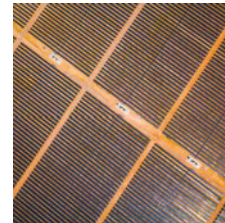
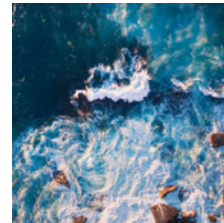
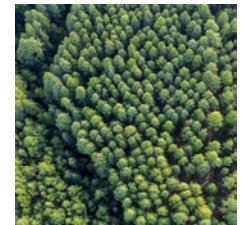
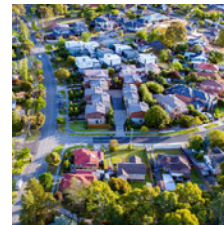
Our people

In this photography style, we focus on the department in action. This is not about people looking at the camera but the department at work as a central agency. Focusing on the insights of our inner workings, these images should feel candid, energetic and real.

Our People



Our Country



PM&C Acronym

Primary



Secondary



PM&C Acronym Usage

Do:

- Use the white acronym on PM&C core colours
- Use the acronym 2 increments above the corresponding core colour
- Use a core colour acronym with the corresponding colour as a tinted background
- Cut the PM&C acronym off in a way that allows all 3 letters to remain legible
- Use the acronym on top of an image that allows an accessible level of contrast
- Decrease the opacity of the acronym sitting above an image that is low contrast, keeping the acronym legible



PM&C Acronym Usage

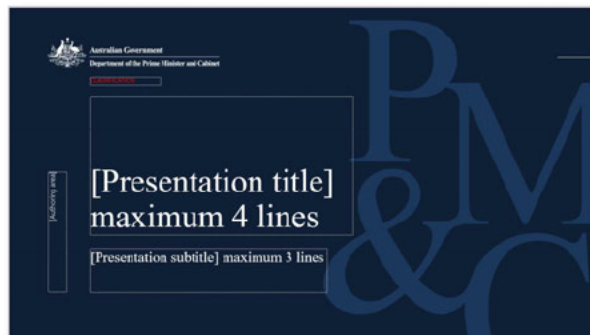
Don't

- Use the white acronym on an increment or tinted background
- Use a core colour acronym with a different core colour background
- Use a tinted acronym with a tinted background
- Use an increment acronym on a different coloured background
- Cut the PM&C acronym off in a way that obscures the letters or makes the 'C' look like an 'O'
- Use an acronym that is not Navy or White on top of an image
- Use the acronym on top of an image that does not have accessible levels of contrast
- Decrease the opacity of the acronym sitting above an image that is too high contrast/busy

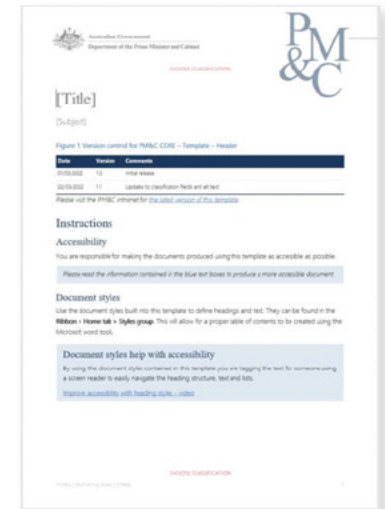


PM&C Templates

Powerpoint

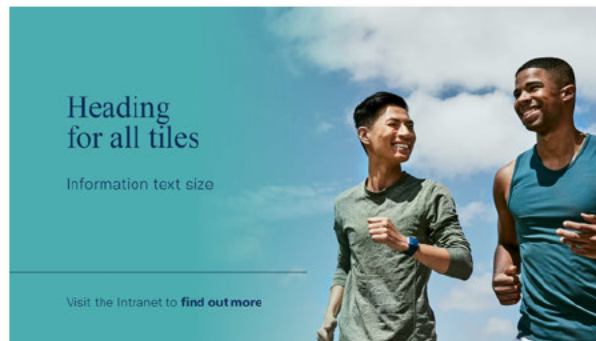
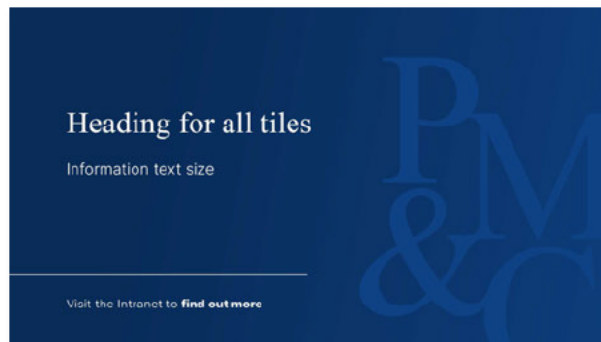


Word

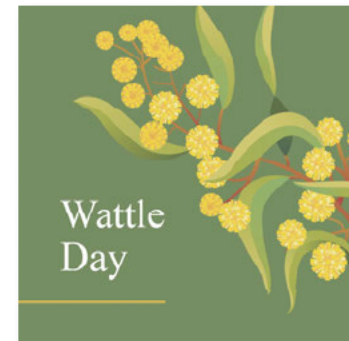


PM&C Templates

Internal Tiles



Social Media Tiles



Frost*collective Pty Ltd
 16 Eveleigh Street Redfern NSW 2016 Sydney Australia
 Telephone +61 2 8318 9800
frostcollective.com.au
 ABN 85 116 070 690

Tax Invoice

28 May 2021

s 22(1)(a)(ii)

Department of the Prime Minister and Cabinet
 PO Box 6500
 Canberra ACT 2600
 Australia

Invoice no.	Job no.	Client reference	Amount
03181F	DPMC0001F	CD010633	

PM&C Brand Strategy and Identity

50% Commencement Invoice

Frost* has been engaged in working with the team at the Department of Prime Minister and Cabinet to define the brand strategy, refresh the visual identity and deliver a toolkit & templates.

1. DISCOVER & DEFINE

Activities:

s 47G(1)(a)

Deliverables:

- Workshop
- Summary of findings as accessible PDF
- Brand framework and architecture as accessible PDF

Timings:

Approx 3 weeks

2. DESIGN

Activities:

s 47G(1)(a)

s 47G(1)(a)

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PM&C Brand Strategy and Identity

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Deliverables:

- Visual design concept presentation as accessible PDF
- Finalised visual design concept presentation as accessible PDF
- 1 x approved concept to take into development stage

Timings:

Approx 3 weeks

3. DEVELOP

Activities

s 47G(1)(a)

Deliverables:

- Finalised visual identity in application as accessible PDF

Timings:

Approx 4 weeks

4. DELIVER

Activities:

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s 47G(1)(a)

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PM&C Brand Strategy and Identity

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Deliverables:

- Logo(s) artwork
- Brand book (TBC format - Figma or PDF)
- Templates
- All final copies of artwork to be provided to PM&C including the design and working files in Adobe InDesign format
- Handover session

Note: All products are to meet WCAG 2.0 AA accessibility requirements.

Timings:
 Approx 4 weeks

Disbursements @ 5%

s 47G(1)(a)

Payment Terms

Please remit within 30 days

s 47G(1)(a)

Total (GST excl.)

GST (10%)

Total

s 47G(1)(a)

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 Unit B4, 35-39 Bourke Road Alexandria NSW 2015 Sydney Australia
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15 Nov 2021

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Invoice no.	Job no.	Client reference	Amount
03484F	DPMC0001F	CD010633	

PM&C Brand Strategy and Identity

25% Invoice

Previous invoices:
 03181F - 25%
 03196F - 50%

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GST (10%)
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