



## Australian Government

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### Department of the Prime Minister and Cabinet

# AUSTRALIAN GOVERNMENT BRANDING

## GUIDELINES ON USE OF THE AUSTRALIAN GOVERNMENT LOGO BY AUSTRALIAN GOVERNMENT DEPARTMENTS AND AGENCIES

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# 1. INTRODUCTION

## 1.1 POLICY BASIS

The Australian Government decided in June 2003 that common branding would apply to all Australian Government departments and agencies (this covers both FMA agencies and CAC bodies) and this branding policy continues to apply under the current government.

A common, easily recognisable brand ensures clear and consistent branding across Australian Government departments and agencies. These guidelines have been developed to help departments and agencies ensure the Australian Government logo is consistently applied to products such as official Australian Government documents and publications.

Departments and agencies are required to comply with the branding policy unless an exemption, or permission to use a co-branded logo, has been granted by the minister responsible for the branding policy. This is currently the Parliamentary Secretary to the Prime Minister. Requests for an exemption or a co-branded logo are considered on a case by case basis.

Agencies that have been granted an exemption from the branding policy may use the Commonwealth Coat of Arms without the words 'Australian Government' and with the name of the agency and/or a unique logo.

Agencies that have been granted permission to co-brand can apply a logo that consists of the Commonwealth Coat of Arms with the words 'Australian Government' and a unique logo.

## 1.2 FURTHER INFORMATION

Any questions about the application of the Australian Government logo as advised in these guidelines, including about possible exemptions or co-branding, should be directed to:

Honours, Symbols and Territories 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](mailto:governmentbranding@pmc.gov.au)

For guidance on branding for government **campaigns and advertising** please refer to guidelines issued by the Department of Finance and Deregulation at <http://www.finance.gov.au/Advertising/index.html>.

For guidance on government **website design** please refer to guidelines issued by the Australian Government Information Management Office at <http://webpublishing.agimo.gov.au/Branding>.

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# 2. ELEMENTS OF THE LOGO

## 2.1 THE DESIGN

When applied to departments and agencies, the Australian Government logo consists 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's or agency name (also Times New Roman Bold).

Consistency of construction of the logo is critical to the intention of establishing and maintaining a single recognition device for the Australian Government.

There are several forms of the logo which may be used for different situations. Examples as applied to departments and agencies are below.

It is left to the discretion of the department or agency as to which should be used on any given occasion.

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### 'INLINE' DESIGN



**Australian Government**  

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**Department of the  
Prime Minister and Cabinet**

### 'STRIP' DESIGN



**Australian Government**  

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**Department of the Prime Minister and Cabinet**

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### 'STACKED' DESIGN



**Australian Government**  

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**Department of the  
Prime Minister and Cabinet**

### 'STACKED STRIP' DESIGN



**Australian Government**  

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**Department of the Prime Minister and Cabinet**

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The minimum width of the Commonwealth Coat of Arms on stationery and larger items must be 20mm. However, on items such as name badges and identity cards where it may not be possible to adhere to this, the Coat of Arms may be altered in width, but must remain recognisable.

# 2. ELEMENTS OF THE LOGO

## 2.2 COLOUR USE

NOTE: This page is best viewed in colour

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

The logo can be reversed – white on black – or can appear as a light colour on a dark colour (eg charcoal, navy, maroon, dark green, etc) or as a dark colour on a light colour. The choice of these colours is up to individual Australian Government bodies, but it is essential to ensure that any use of colour does not compromise the integrity of the logo. Attention to contrast must always be considered carefully. The logo must not appear in a pastel or light colour on a light background colour, or as a tint or stipple of any colour. The logo must not appear as a dark colour on a dark background.

The various elements of the logo must not be represented in more than one colour, and the full colour version of the Commonwealth Coat of Arms must not be used in place of the Conventional Version 3A Solid Commonwealth Coat of Arms in single colour.

Use of a black and white logo on a particular product does not preclude the use of the logo in a different colour palette on other products.



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# 3. APPLYING THE LOGO

## 3.1 POSITIONING THE LOGO

In most circumstances, the logo must have prominence over and above other images and graphic elements. Where possible, the logo must be placed at the top of the item it appears on and other logos, text or images must not be placed above or to the left of the logo.

An individual logo must appear only once in a document.

The logo must not be used as decorative or artistic element or as a watermark, and must not be overprinted with text or images.

An isolation zone has been established to ensure that the dignity of the logo is not jeopardised through crowding. The location of this zone is indicated by the grey Xs in the illustrations below. The width of 'X' is the distance between the top of the capital 'A' in 'Australian Government' and the bottom of the horizontal line beneath these words (as indicated by the black Zs in the illustrations below). That measurement will vary depending on the size of the font used in the particular case. Please note that the isolation zone shown here must be seen as a minimum and can be greater; and that it applies to every form of the logo and in every application of the logo.

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### 'INLINE' LOGO ISOLATION ZONE



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### 'STACKED' LOGO ISOLATION ZONE



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# 3. APPLYING THE LOGO

## 3.2 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. Where the title of an organisational unit is not unique within the Australian Government, contextualising information such as the department or agency name must be included.

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

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**Australian Government**  
**Government Branding Unit**

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

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# 3. APPLYING THE LOGO

## 3.3 IDENTIFYING MULTIPLE BODIES

In circumstances where a number of departments and/or agencies are to be identified, for example on a sponsorship acknowledgment, the following options may be used at the discretion of the bodies (examples of each are shown below):

- include the logos of each of the individual departments and agencies involved
- a single Australian Government logo with the department or agency names listed below the line (this protocol can apply to all versions of the logo); or
- the Australian Government logo, which is the Commonwealth Coat of Arms (Conventional Version 3A Solid) and the words 'Australian Government' (Times New Roman Bold), to acknowledge the government as a whole.



**Australian Government**  
**Department of the  
Prime Minister and Cabinet**



**Australian Government**  
**Department of Finance and  
Administration**



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



**Australian Government**



**Australian Government**

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# 3. APPLYING THE LOGO

## 3.4 PROGRAM BRANDING

Where the branding for an Australian Government program includes its own logo (eg 'Australia Unlimited', or 'Swap it, Don't Stop it'), that program logo can be used in conjunction with one of the following forms of the official logo:

- the **departmental or agency logo**, comprising 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 **Australian Government logo**, comprising the Commonwealth Coat of Arms (Conventional Version 3A Solid) and the words 'Australian Government' (Times New Roman Bold); or
- the **Australian Government Initiative logo**, comprising the Commonwealth Coat of Arms (Conventional Version 3A Solid) and the words 'An Australian Government Initiative' (Times New Roman Bold).

The official logo must take the position of prominence either above or to the left of the program logo. The program logo must be no larger than the official logo.

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### EXAMPLE WITH AN AGENCY LOGO



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### EXAMPLE WITH THE AUSTRALIAN GOVERNMENT LOGO



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### EXAMPLE WITH THE AUSTRALIAN GOVERNMENT INITIATIVE LOGO





# 3. APPLYING THE LOGO

## 3.5 INCORRECT APPLICATION

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

**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**

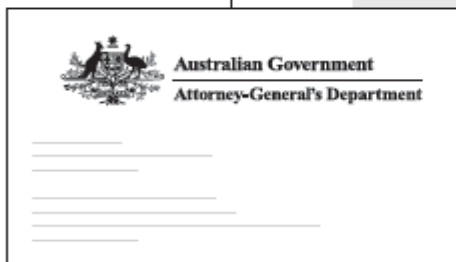
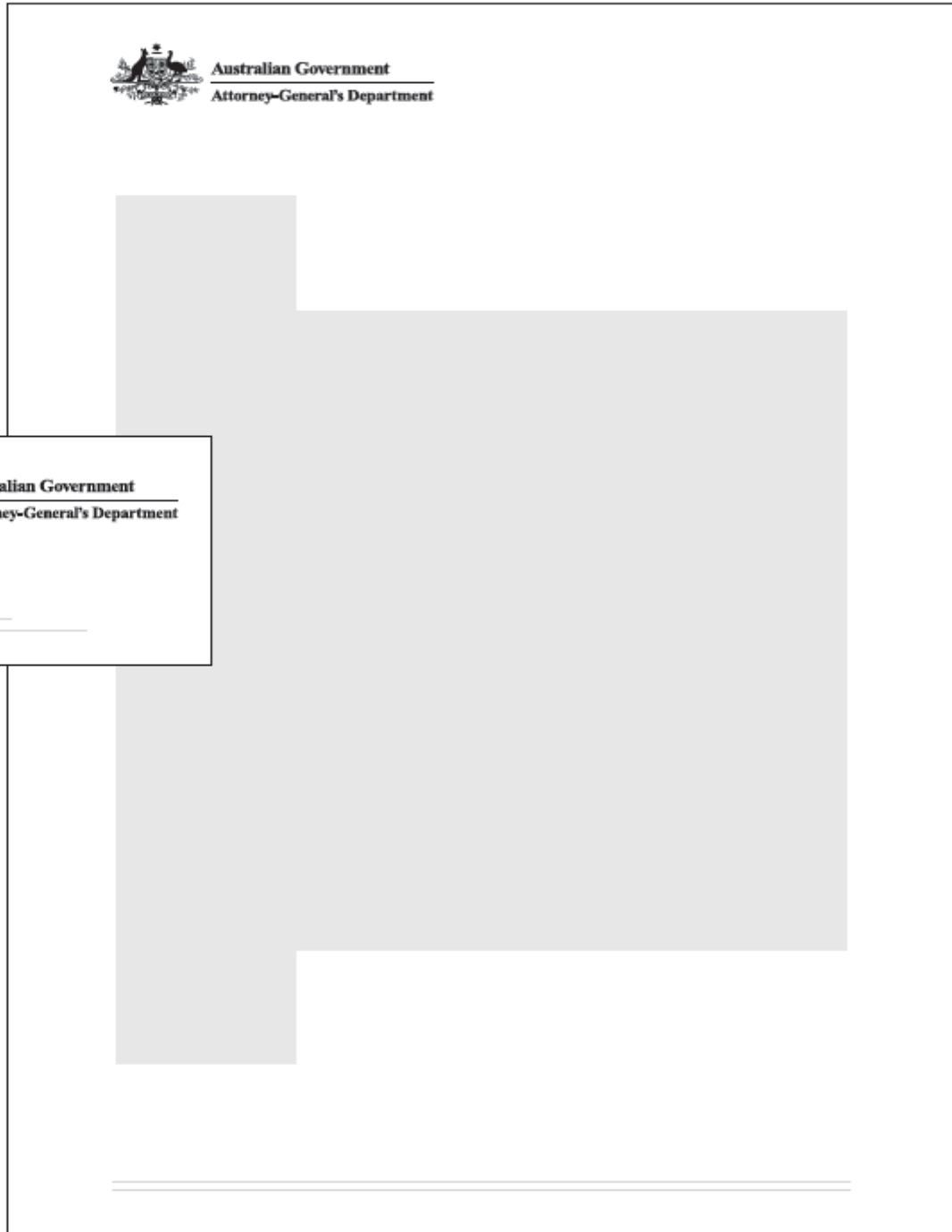
**DO NOT USE THE DESIGN IN A LOW CONTRAST MANNER**

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# 3. APPLYING THE LOGO

## 3.6 BASIC STATIONERY - INLINE VERSION

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

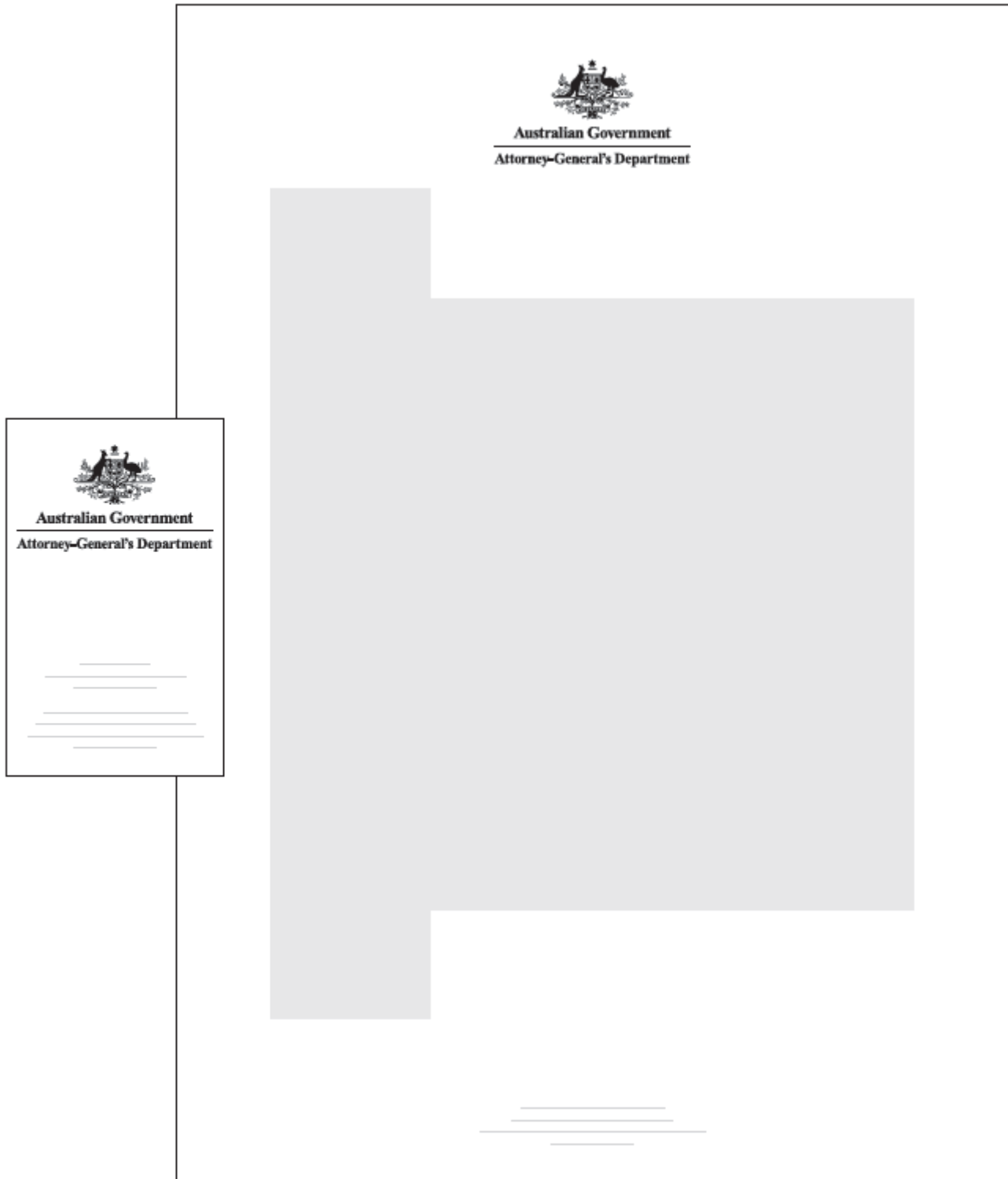


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# 3. APPLYING THE LOGO

## 3.7 BASIC STATIONERY - STACKED VERSION

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



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# 4. OTHER ISSUES

## **Reference to ‘Australian Government’ for branding purposes**

All references to the ‘Commonwealth Government’ or ‘Federal Government’ must now be to the ‘Australian Government’ in all cases and on all products.

## **Departmental names**

Where previously a reference would be made to ‘the Commonwealth Department of XYZ’, it must now be to ‘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’ has been used previously to refer to the national government, whether in relation to the elected government or the bureaucracy that serves it, it will normally be appropriate to replace it with ‘Australian Government’. References to the ‘Commonwealth of Australia’ as the entity established by the Constitution should remain unchanged.

## **Use of the Australian Government logo by third parties**

Departments and agencies are able to authorise third parties to use the Australian Government logo (in various forms) where appropriate, for example to acknowledge Australian Government funding and support. This is at the discretion of the department or agency.

## **Use of the Commonwealth Coat of Arms by third parties**

The Commonwealth Coat of Arms may be used by third parties in limited circumstances – such as use in educational publications and media and use by Australian representative national sporting teams participating in international competitions – but only where authorised in advance. Applications for such use should be directed to the Honours, Symbols and Territories Branch of the Department of the Prime Minister and Cabinet.

## **Government advertising**

The Department of Finance and Deregulation provides advice on appropriate branding for campaign and non-campaign advertising.

<http://www.finance.gov.au/Advertising/index.html>

## **Internet**

The Australian Government Information Management Office issues guidelines on the appearance and construction of departmental and agency web pages.

<http://webguide.gov.au/initial-requirements/branding/>

## **Other Guidelines**

Commonwealth Coat of Arms – Information and Guidelines.

<http://www.dpmc.gov.au/guidelines/index.cfm>

Austrade advice on the ‘Australia Unlimited’ logo as part of the Brand Australia program.

<http://www.australiaunlimited.com/page/brand-australia/brand-australia-engagement-program>