

ABC Brand Naming Conventions

To ensure consistency, this quick reference guide will help you when using our brand names verbally or in writing. This does not list all ABC brands but highlights most used brands.

The simple rule of thumb: If the logo is in uppercase, the written copy follows.

ABC ME: uppercase logo/uppercase in copy. **ABC listen:** lowercase on listen/lowercase in copy.

If you have a question about other brands, please email: abcbrandportal@abc.net.au



Verbal
ABC TV
ABC TV and ABC iView

Written
ABC TV
ABC TV and ABC iView

All letters in uppercase.
Never to be referred to as ABC1.



Verbal
ABC iView
ABC iView and TV Plus

Written
ABC iView
ABC iView and ABC TV Plus

Never use a capital V on ABC iView.
ABC iView must always be used with ABC in front of iView.



Verbal
ABC listen

Written
ABC listen

Always use lowercase, never use capital L on listen.
ABC must always be used in front of listen.



Verbal
ABC NEWS

Written
ABC NEWS

All letters in uppercase.
ABC must always be used in front of NEWS.



Verbal
ABC NEWS RADIO

Written
ABC NEWS RADIO

All letters in uppercase.
ABC must always be used in front of NEWS RADIO.



Verbal
ABC Kids

Written
ABC Kids

ABC must always be used in front of Kids.
Use capital K on Kids.



Verbal
ABC Kids listen

Written
ABC Kids listen

ABC must always be used in front of Kids.
Use capital K on Kids.
Never use capital L on listen.



Verbal
ABC Family
ABC Family and ABC iView

Written
ABC Family
ABC Family and ABC iView

ABC must always be used in front of Family.



Verbal
ABC Entertains
ABC Entertains and ABC iView

Written
ABC Entertains
ABC Entertains and ABC iView

ABC must always be used in front of Entertains.



Verbal
ABC Radio [LOCATION]

Written
ABC Radio PERTH

'Radio' is always title case.
The ABC capital city location is always uppercase.



Verbal
ABC Radio AUSTRALIA

Written
ABC Radio AUSTRALIA

'Radio' is always title case.
Australia is always uppercase.



Verbal
ABC [LOCATION]

Written
ABC [LOCATION]

The ABC regional location is always uppercase.

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Verbal
triple j

Written
triple j

All letters in lowercase.
Never use title case or uppercase.



Verbal
triple j Uneathed

Written
triple j Uneathed

Always use lowercase for triple j.
Always use capital U on Uneathed.



Verbal
Double J

Written
Double J

Always use title case.
Always use capital D on Double,
and a capital J.



Verbal
ABC RN
ABC Radio National

Written
ABC RN

All letters in uppercase.
ABC must always be used in front
of RN.



Verbal
ABC CLASSIC

Written
ABC CLASSIC

All letters in uppercase.
ABC must always be used in front
of CLASSIC.



Verbal
ABC Country

Written
ABC Country

All letters in title case.
ABC must always be used in front
of Country.



Verbal
ABC Jazz

Written
ABC Jazz

All letters in title case.
ABC must always be used in front
of Jazz.



Verbal
ABC SPORT

Written
ABC SPORT

All letters in uppercase.
ABC must always be used in front
of SPORT.



Verbal
ABC AUSTRALIA

Written
ABC AUSTRALIA

All letters in uppercase.
ABC must always be used in front
of AUSTRALIA.



Verbal
ABC iview AUSTRALIA

Written
ABC iview AUSTRALIA

Never use a capital V on ABC iview.
AUSTRALIA in uppercase.