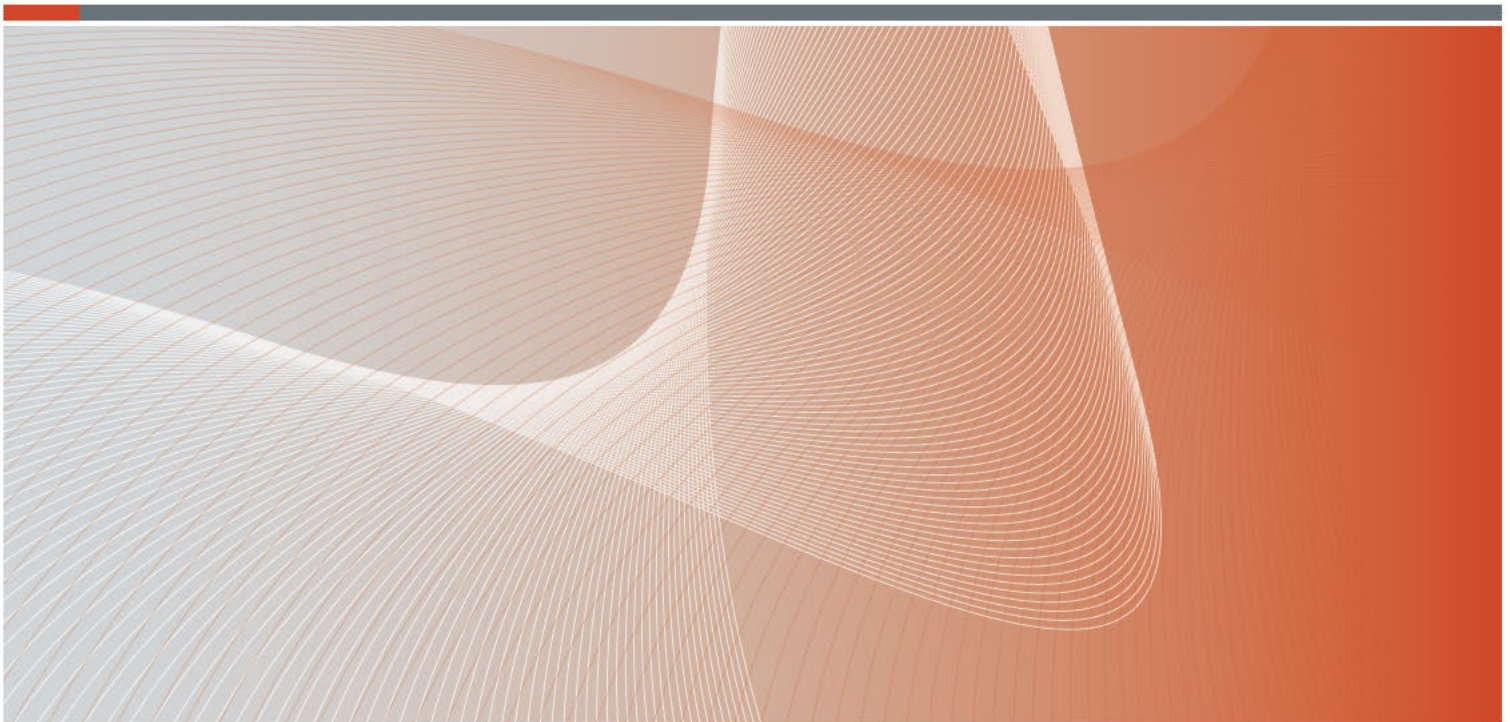




Australian Government
Defence

Corporate Style Guide

A visual guide to the Defence Corporate Identity



Defence Corporate Identity Style Guide

Version 3.6



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Defence Brand Officer

Campbell Park Offices

s47E(d)

PO BOX 7912

Canberra Business Centre

ACT 2610

or by email: s47E(d)@defence.gov.au

Note: Please copy and paste all links in this Guide into your browser

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Introduction to the Defence Corporate Identity

Defence's brands encapsulate who we are as an organisation, encompass our ethos and values and embody our traditions and history. The consistent application of Defence's brands helps to tell our story; uphold our reputation; enhance awareness of the work we do; and influence how Defence is perceived and valued by its people, stakeholders and the community.

Defence must present itself as a unified organisation. A consistent, professional presentation of Defence's communication ensures Defence is visually represented as a modern, united and professional organisation.

This Style Guide stipulates how the Defence Corporate Identity is to be used, to ensure that all Defence communication has a consistent and professional presentation. It has been prepared for use by graphic designers and other professionals.

Note: While the Defence Corporate Identity is to be applied to the online environment, specific advice for websites which address structure, navigation, accessibility and design requirements are separately detailed in the Defence Online Visual Style Guide and the Defence Web Estate Manual. For further information please contact the Directorate of Enterprise Web.

Email: [s47E\(d\)@defence.gov.au](mailto:s47E(d)@defence.gov.au)

*Professional designers requiring the artwork which supports the Defence Corporate Identity are to contact the Directorate of Communications, Change and Corporate Graphics (DCCCG) or the Defence Brand Officer.
Email: [s47E\(d\)@defence.gov.au](mailto:s47E(d)@defence.gov.au)*

The Defence Corporate Identity

The Defence Corporate Identity applies to all areas within Defence with the exception of Navy, Army, Air Force and Defence Force Recruiting.

The emblems and badges of the Australian Defence Force, the Royal Australian Navy, the Australian Army, Royal Australian Air Force and Defence Force Recruiting were granted an exemption from Australian Government branding, thus allowing continued use of their traditional military emblems and badges.

Defence Logo

Due to the unique construct of the Defence enterprise under the dyarchy of the Secretary of the Department of Defence and the Chief of the Defence Force, the whole of Defence is represented by the Defence logo, which takes hierarchical precedence over other Defence logos, emblems and badges.

The Defence logo includes the Commonwealth Coat of Arms, the words 'Australian Government', an underline, and the word 'Defence' centred underneath.

The Defence logo is to be used for products and correspondence where it is appropriate to reflect and represent the whole Defence enterprise.

Department of Defence Logo

The Department of Defence logo is to be used for products and correspondence pertaining to the civilian elements of the organisation. The Department of Defence logo includes the Commonwealth Coat of Arms, the words 'Australian Government', an underline, and the words 'Department of Defence' underneath.

ADF Emblem and Single Service Badges and Emblems

The Australian Defence Force emblem and the badges and emblems of the Navy, Army and Air Force are to be used for products pertaining to the military elements of the Defence enterprise, in accordance with existing regulation.

Defence Corporate Identity Five Mandatory Elements

The Defence Corporate Identity consists of five elements: the logo, the colour palette, the fonts, and two graphical elements - a footer and dividing line.

The rules guiding the use of each element are explained on the following pages.

The Defence logo



Australian Government
Defence

Fonts

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DEFENCE ORANGE
RGB: 207, 66, 32 HEX: CF4220 CMYK: 0, 83, 99, 4

For spot colour use PMS 173

DEFENCE LIGHT GREY
RGB: 193, 198, 200 HEX: C1C6C8 CMYK: 10, 4, 4, 14

For spot colour use PMS 428

DEFENCE DARK GREY 1
RGB: 91, 103, 112 HEX: 5B6770 CMYK: 45, 25, 16, 69

For spot colour use PMS 431

DEFENCE BLACK
RGB: 0, 0, 0 HEX: 000000 CMYK: 0, 0, 0, 100

For spot colour use PMS 431

OPTIONAL
May be used as a secondary grey or for contrast.
NOTE: This does not replace Light Grey and Dark Grey 1

DEFENCE DARK GREY 2
RGB: 49, 62, 72 HEX: 313E48 CMYK: 79, 64, 62, 44

For spot colour use PMS 432

colour palette

Dividing and End Line



Fonts

Helvetica Neue LT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Footer

Defending Australia and its national interests in order to
advance Australia's security and prosperity
www.defence.gov.au



Element 1: The Defence Logo 1.0

The Defence logo and the Department of Defence logo are not to be altered and must be used as supplied; alternative versions using the Commonwealth Coat of Arms or text element must not be produced.

Any logo file supplied to an external agency or designer must be destroyed once the project is completed.

Background

In 2003 the Australian Government replaced all Australian Government departments' and agencies' individual brands and logos with a generic Australian Government brand.

In accordance with this Government decision, the development and use of logos, other than those approved by the Minister Assisting the Prime Minister through the Department of Prime Minister and Cabinet, are not permissible.

Australian Government logos 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 (Times New Roman Bold).

Guidelines

The Defence version of the Government Design is referred to as the Defence logo. The Defence logo can be displayed in two different layouts, inline and stacked.



20mm

The Coat of Arms (the Arms) component of the Defence logo must not be displayed any smaller than 20mm wide. Exceptions may be made for small items such as business cards.

No other logos are to be developed to be used in place of, or together with the Defence logo. The Defence logo represents the Department of Defence and the Australian Defence Force as a whole, therefore is not to be used together with military emblems or badges, excepting personal use by the Chief of the Defence Force.

The Department of Defence Logo 1.1

The Department of Defence Logo

The Department of Defence Logo as displayed below may be used on all communication products and correspondence pertaining to the civilian elements of Defence, including internal and external products.

Inline Department of Defence logo - internal and external use



Stacked Defence logo - internal and external use



The Department of Defence Logo - Group Identification

The reference to the group is placed below the Department of Defence reference and is displayed in Times New Roman font unbolded.

The inline or stacked layout with group identification may be used on internal products only.

Inline Department of Defence logo with Group Identification - internal use only



Stacked Department of Defence logo with Group Identification - internal use only



No component of the logo can be manipulated, nor can additional text be added.

Official artwork for internal and external versions of the Defence logo and Department of Defence logo can be requested from the Corporate Identity Coordinator by [email: s47E\(d\)@defence.gov.au](mailto:s47E(d)@defence.gov.au).

The Defence Logo 1.2

Using the Defence Logo with the Corporate Identity

Depending on the purpose, either the Defence logo or the Department of Defence logo can be used in the header element of the corporate design. The Defence logo should be used where the content relates to the whole Defence enterprise. The Department of Defence logo should be only be used for content that pertains to the civilian elements of the Defence enterprise.

In accordance with the Australian Government Branding Guidelines issued by the Department of the Prime Minister and Cabinet:

- the preference is that the logo be placed top left

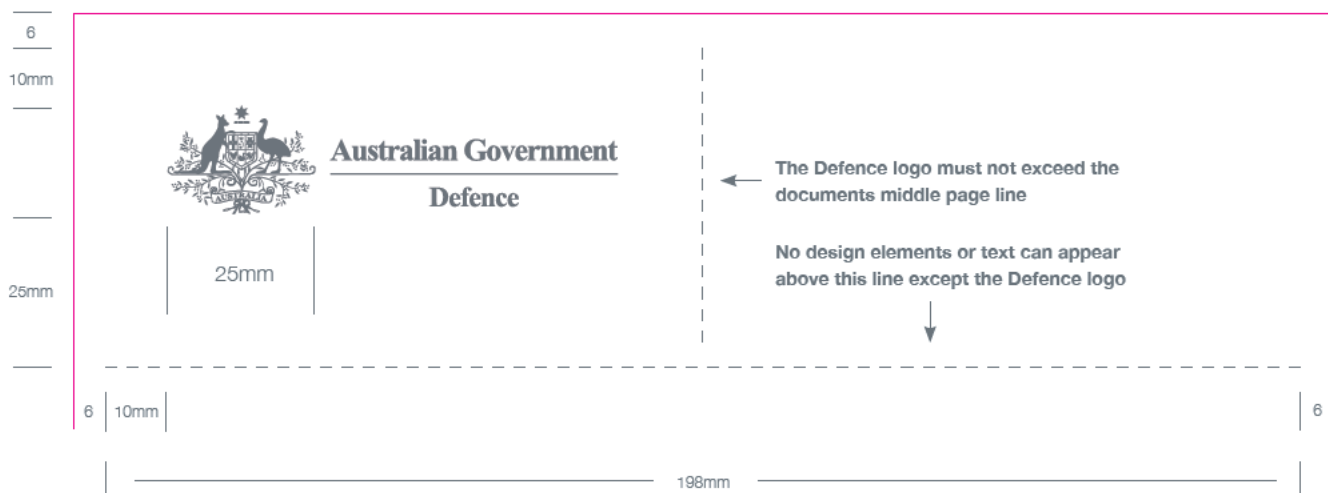
- the logo must be placed on a contrasting background that is not patterned or textured
- the logo cannot be co-branded with other logos or graphic design elements.

The Corporate Identity Header - Print

The section of the Corporate Identity known as the header contains the Defence logo only. The remainder of the header section is reserved as clear space.

This means no other graphic design elements, text or images can be placed in the header section.

The diagram below is based on an A4 portrait document with a 6mm overall no bleed margin. The magenta line represents the document page boundary.



The Defence logo must be sized appropriately for each product. For example, the width of the Commonwealth Coat of Arms component of the logo should be at least 25mm wide when placed on an A4 product. The minimum width of the Commonwealth Coat of Arms (20mm) should be reserved for smaller products such as one third A4 brochures, A5 or B5 sized products.

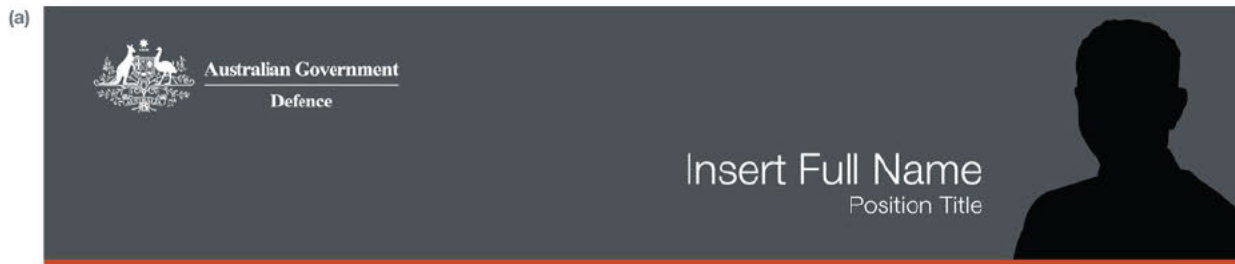
The Defence logo 1.3

The Corporate Identity Header - Electronic

Graphic elements may be incorporated into the header of a document intended for electronic use - for example, an e-newsletter.

Such design elements, textures or images must leave sufficient space for the Defence logo. The left hand third as a minimum must be dedicated to the logo.

(a) Email-newsletter header



Element 2: Corporate Colour Palette

The Defence Corporate Identity colour palette consists of three colours plus the use of black as a supporting colour.

The use of PMS 432 is optional for contrast purposes. It is not a primary colour and cannot be used for primary colour bands such as the 'identity footer' or the 'dividing line'.

The colour palette, when used in the online environment, must be applied to meet Web Content Accessibility Guidelines (WCAG) 2.0.

Tint values can only be used as supporting graphic elements and not primary colour bands such as the 'identity footer' or the 'dividing line'.

For further information on creating websites and other online content contact Directorate of Web Information Capability (DWIC) by email: [s47E\(d\)@defence.gov.au](mailto:s47E(d)@defence.gov.au).

DEFENCE ORANGE

RGB: 207, 69, 32 HEX: CF4520 CMYK: 0, 83, 99, 4



For spot colour use PMS 173

DEFENCE LIGHT GREY

RGB: 193, 198, 200 HEX: C1C6C8 CMYK: 10, 4, 4, 14



For spot colour use PMS 428

DEFENCE DARK GREY 1

RGB: 91, 103, 112 HEX: 5B6770 CMYK: 45, 25, 16, 59



For spot colour use PMS 431

DEFENCE BLACK

RGB: 0, 0, 0 HEX: 000000 CMYK: 0, 0, 0, 100



OPTIONAL

May be used as a secondary grey or for contrast.

NOTE: This does not replace Light Grey and Dark Grey 1

DEFENCE DARK GREY 2

RGB: 49, 62, 72 HEX: 313E48 CMYK: 79, 64, 52, 44



For spot colour use PMS 432

Element 3: Corporate Fonts

These fonts must be used as they are an integral part of the Defence Corporate Identity. No other fonts are permitted. These fonts have been selected due to their readability and websafe status. Use of these fonts allow easy transition between print and electronic environments.

AaBbCc123

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Preferred to be used with titles or main headings, not body text.
All of the Georgia family may be used.

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Preferred to be used as body text, may be used for titles or main headings. Please **DO NOT** use the Condensed or Extended versions of the Helvetica family.

The Windows substitute for Helvetica Neue is Arial. This font is only to be used when Windows-based design and layout applications are the only option.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

All of the Arial family may be used.

Element 4: Corporate Footer

Footer graphic

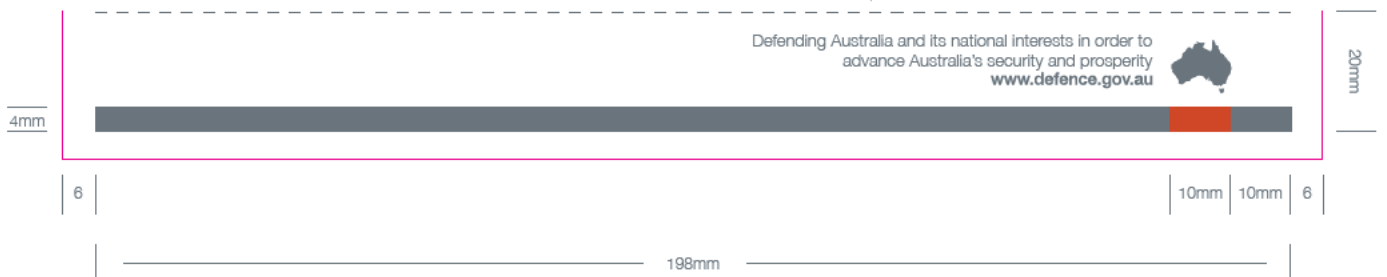
The Defence footer graphic is placed at the bottom of all communication products. The footer contains the tagline “Defending Australia and its national interests in order to advance Australia’s security and prosperity” and also includes the Defence website address, www.defence.gov.au. The footer must be accompanied by sufficient clear space to allow clear distinction between the footer and the bottom of the page and above the footer, the image or texture section.

Due to sizing constraints the footer is not included on business cards.

No design elements or text can appear below this line except the Defence footer.

The two diagrams below are based on an A4 portrait document with a 6mm overall no bleed margin. The magenta line represents the document page boundary.

No design elements or text can appear below this line except the Defence footer.

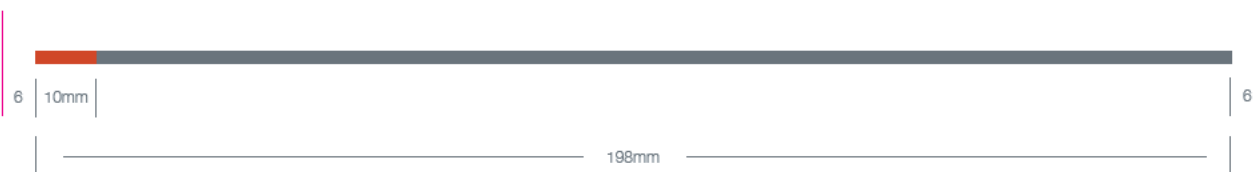


Element 5: Dividing Line

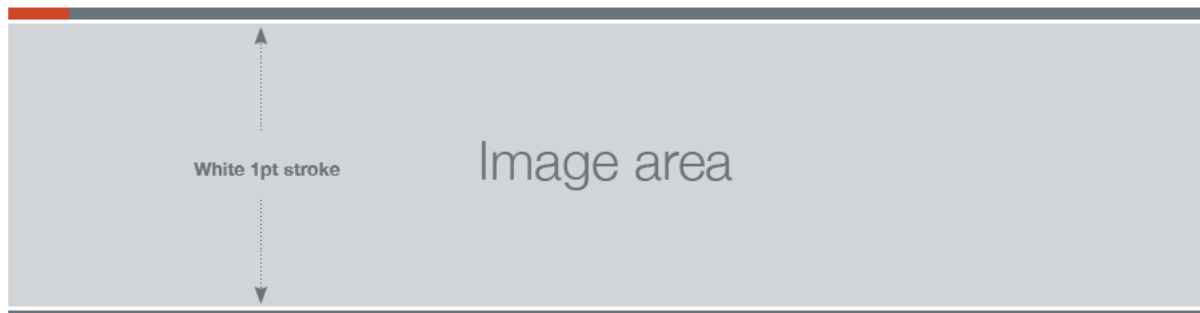
The Dividing Line

The dividing line is used to separate the title from any images or textures. It can also be used to section areas of the design to allow for clear space.

The divider line is to be half the thickness of the footer line.



When an image, texture or graphic element is placed under the dividing line a white 1pt stroke must be added to separate the image and dividing line.



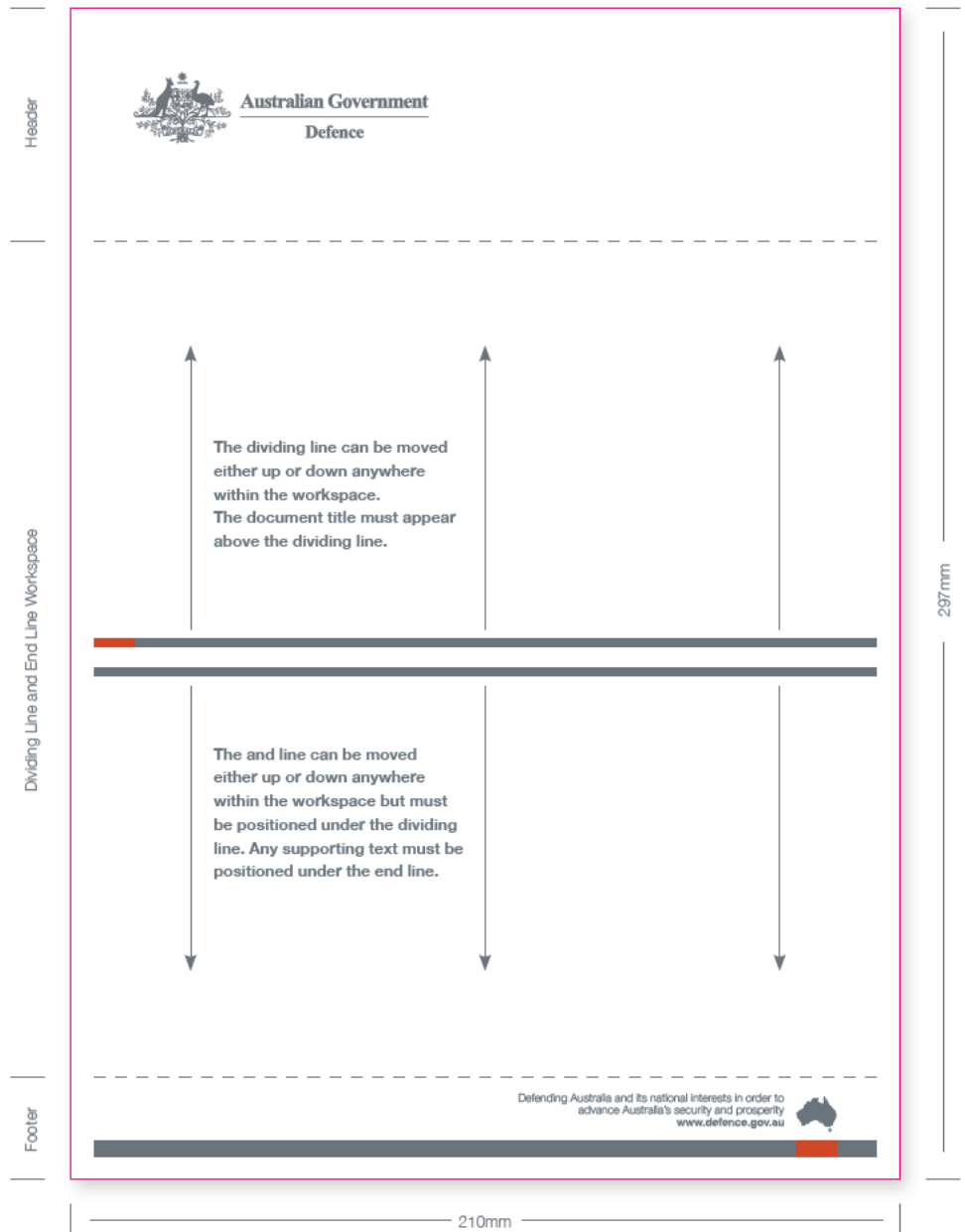
An ending divider line must always be added to the base of an image and as the same as above a 1pt stroke must be put in place to separate the image.

Defence Corporate Identity Structure

The following illustrates the application of the mandatory elements of the Defence Corporate Identity, demonstrating the flexible use of the dividing line.

This diagram is based on an A4 portrait document with a 6mm overall no bleed margin.

The magenta line represents the document page boundary.



Using Images and Textures

The Defence Corporate Identity design allows for a range of images and/or textures to be used. The use of imagery is not mandatory.

Imagery

Imagery used in official Defence products must be approved for this use.

This means the imagery must:

- be owned by Defence or reproduced with permission of the original copyright owner;
- be cleared for public release;
- comply with Defence policies and guidelines.

Images taken privately cannot be used in Defence branded products.

A wide range of approved imagery can be found at the Defence Image Library.

<http://images.defence.gov.au/>

Should you be unable to find a suitable image/images, contact s47E(d) [@defence.gov.au](mailto:s47E(d)@defence.gov.au) or your local Defence Imagery Specialist for advice.

Textures and Stock Images

If textures or stock images are used, please ensure:

- they are representative of Defence's activities; and
- permissions have been given. In many cases this will require the purchase of a licence for a specific use.

Defence Corporate Identity Layout

Layout Examples 1.0

The Defence Corporate Identity has been designed to ensure a consistent 'look and feel' for all Defence products, while also affording a degree of flexibility.

The use of suitable images, textures and design elements will help you to reach your target audience through your communication products.

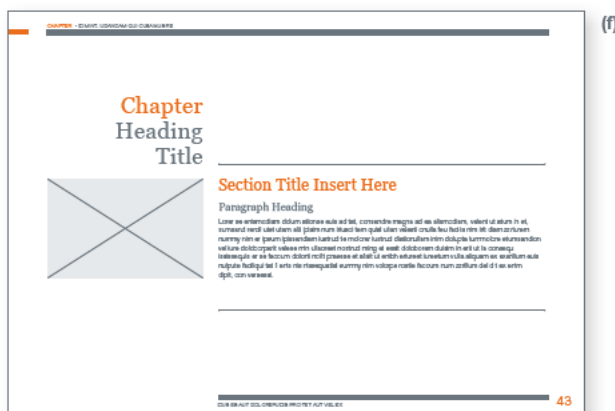
The examples on the following pages illustrate the layout carried across different document sizes.

- (a) 1/3 A4 Brochure example (DL)
- (b) A4 Landscape Document Cover/PowerPoint Opening Page
- (c) Large Format Pull Up Banner



Layout Examples 1.1

- (d) A4 Portrait Document Cover
- (e) A4 Portrait Document Cover (Reversed)
- (f) A4 Landscape Internal Page Layout

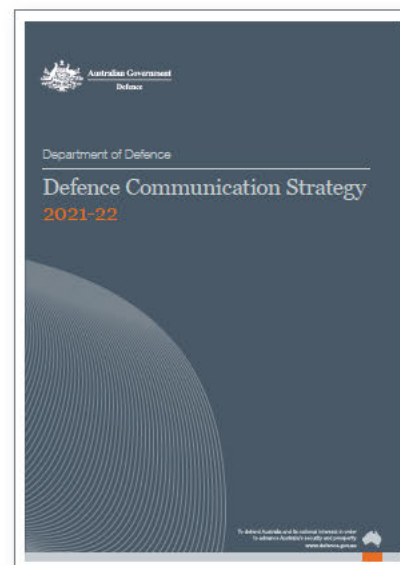
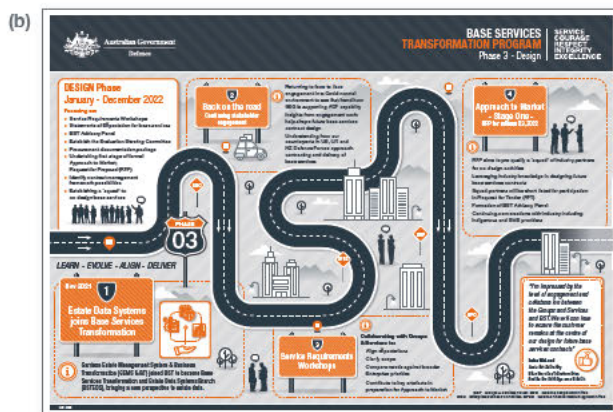


Defence Corporate Identity Samples

Product Samples 1.0

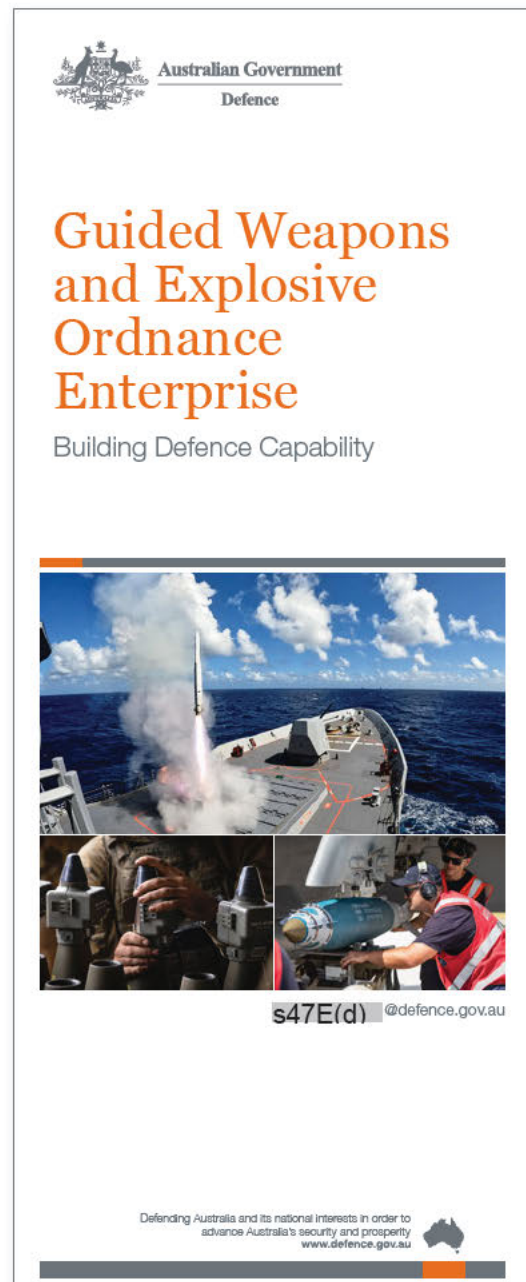
The following samples illustrate how the Corporate Identity may be applied, demonstrating the design's flexibility.

- (a) A4 Landscape Interactive PDF cover page
- (b) A4 Landscape Information Placemat
- (c) A4 Portrait Fact Sheet
- (d) A4 Portrait Document Cover



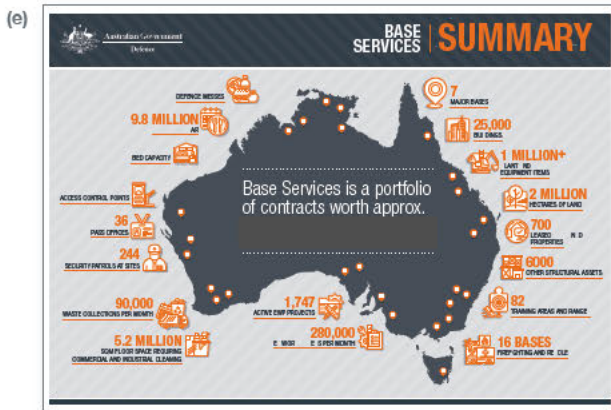
Product Samples 1.1

- (e) A4 Portrait Document Cover
- (f) Large Format Pull Up Banner



Product Samples 1.1

- (e) A3 Portrait poster
- (f) Large Format Pull Up Banner



(f)

Australian Government
Defence

Defence Common Access Card (DCAC) ICT Activation

How to activate your new DCAC for ICT access on the Defence Protected Environment (DPE)

Improved Security Controls | Enhanced Service Delivery | Reduced Environmental Impact | Improved Customer Experience

Activate your new DCAC to login, print, scan and copy on the DPE with improved security

Use your DCAC and PIN instead of a username and password for improved flexibility

Defending Australia and its national interests in order to advance Australia's security and prosperity
www.defence.gov.au

Printing Information

Paper Stock and Printing Treatments

Paper stock should be selected appropriate for the publication. The requirement for speciality stocks and printing treatments should be carefully considered. The Australian Government ICT Sustainability Plan 2010-2015 (ICT Sustainability Plan) developed by the Department of Sustainability, Environment, Water, Population and Communities provides additional guidance. The Plan introduces a number of strategies and actions aimed at assisting agencies and departments to better manage the environmental performance and impacts of the information and communications technology (ICT) they procure and use.

<http://www.environment.gov.au/sustainability/government/ictplan/publications/pubs/es4-recycled-content.pdf>

Printing Services

Within the Directorate of Defence Print and Travel Services (DPTS), Security and Estate Group (SEG) Defence Print and Distribution Services (DPDS) delivers both in-house and procured printing nationally. It is made up of two teams who work in Canberra and Laverton.

Defence Print Procurement - Canberra

The Print Procurement team offer procurement services for corporate printing services (annual report, corporate plans, visit books, promotional materials, banners, signage) to Defence from commercial printers/fabricators for Unofficial and Official items. They assist with print specification development, quote management, financial paperwork and proofing.

For further information please email:
s47E(d) @defence.gov.au

Defence Print and Distribution Services - Laverton

The Defence Print and Distribution team deliver in-house printing and distribution services (predominantly technical publications, maps, training documents) nationally for Official: Sensitive and Protected publications and out sourcing to industry for Unofficial and Official documents. They are located at RAAF Williams – Laverton, Victoria.

Print requests are submitted through the Defence Print Ordering Portal that is located at: **s47E(d)**

Parliamentary Publications

Printing guidelines have been issued by the Parliament of Australia in regard to documents that are to be presented to, or will be tabled in Parliament. Examples of such documents include the Defence Annual Report, responses to Parliamentary Committees or Government reports. The guidelines are available at:

http://www.aph.gov.au/Parliamentary_Business/Chamber_documents/Tabled_Papers/Advice_to_government_agencies#standards

Artwork formats

Branded artwork templates are available for a variety of products, including:

- Book covers (A4, A5 and B5)
- Posters (A4 and A3)
- Pull up banners (850mm wide)
- Brochures and flyers
- Business communications (Word and PowerPoint)

Note: Other than business communication templates, all other templates are Adobe InDesign or Illustrator file formats.

Contact Information

Helpful Links - Internet

For further information on the use of the Defence Corporate Identity, please email: [s47E\(d\)@defence.gov.au](mailto:s47E(d)@defence.gov.au)

The Australian Government Branding Design Guidelines

<https://www.pmc.gov.au/resource-centre/government/australian-government-branding-guidelines>

Use of the Commonwealth Coat of Arms

<https://www.pmc.gov.au/resources/commonwealth-coat-arms-information-and-guidelines>

Implementing Australian Government Branding - The Australian Government Web Guide

<https://www.dta.gov.au/help-and-advice/guides-and-tools/requirements-australian-government-websites>

Defence Image Library

<http://images.defence.gov.au/assets/>

It's an Honour

<https://www.pmc.gov.au/government/its-honour>

Helpful Links - Intranet

Defence Branding

s47E(d)

or email: s47E(d) [@defence.gov.au](mailto:s47E(d)@defence.gov.au)

Directorate of Communications, Change and Corporate Graphics (DCCCG)

s47E(d)

s22