

19 July 2024  
Reference FOI29052024

Mr Alex Pentland  
Via email: Alex Pentland <foi+request-11356-045b1c19@righttoknow.org.au>

Dear Mr Pentland

### **Decision on your Freedom of Information request**

I refer to your email request to the Fisheries Research and Development Corporation for access under the *Freedom of Information Act 1982 (FOI Act)* to the following documents:

*"I request access to the Style Guides/Brand Guides/Writing Guides currently used for the Fisheries Research and Development Corporation"*

#### **My decision**

The FRDC holds one document that relates to your request.

I have decided to grant you full access to this document titled "FRDC Brand Guidelines 2024"

I have decided the requested document identified as part your request or parts of thereof are exempt under the FOI Act as the information is:

- personal information about another person/other people (section 47F conditional exemption); and

I have made a decision to grant access to the document meeting the terms of the request, with FRDC redacting personal names from those documents before their release.

#### **Charges**

I have assessed the charge under Regulation 10 of the *Freedom of Information (Charges) Regulations 1982* and the cost of processing your request; and in this instance, I have decided not to impose this charge.

#### **How we will send your documents to you**

The documents are attached.

#### **Further assistance**

If you have any questions, please email FOI@frdc.com.au.

Yours sincerely



Patrick Hone  
Managing Director



**FRDC**  
FISHERIES RESEARCH AND  
DEVELOPMENT CORPORATION

# Corporate Style Guide

April 2024

FRDC's Corporate Style Guide provides guidance for how FRDC is represented visually and the different elements that can be used.





## **FRDC**

FRDC plans, invests in and manages research, development and extension for fishing and aquaculture and the wider community, and ensure the resulting knowledge and innovation is adopted for impact.

## **Our ethos**

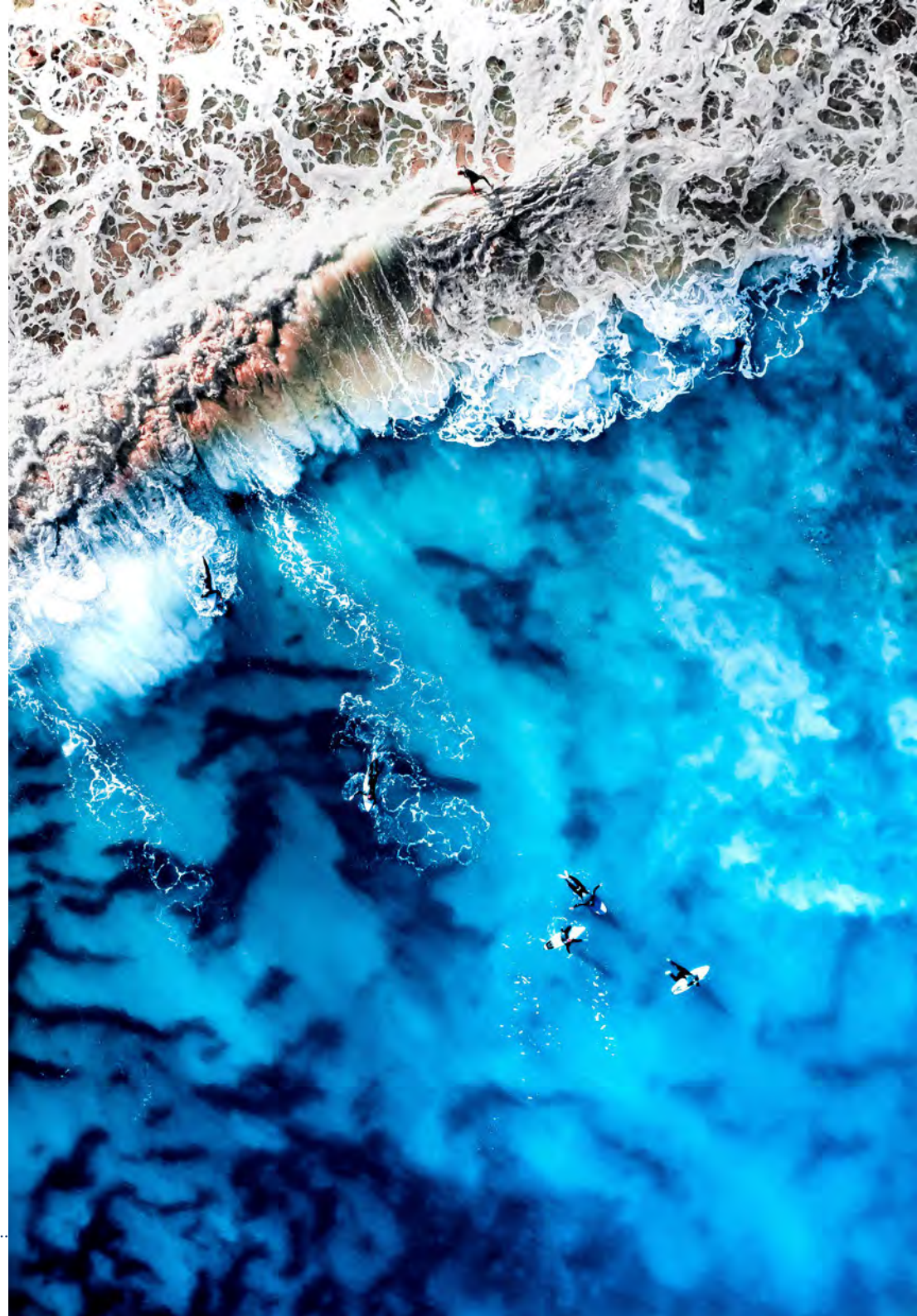
FRDC's corporate style is about FRDC's role as a knowledge/science generator. Its role is to connect Australia's fishing and aquaculture sectors with knowledge and understanding to inform best and sustainable use of Australia's marine and aquatic resources.

## **Acknowledgement of country**

FRDC acknowledges the Traditional Owners of country throughout Australia and recognises their continuing connection to lands, waters and culture. We pay our respects to their Elders past and present.

## **WCAG 2.2**

The FRDC is committed to ensuring that content is accessible to all users. For all our web content the FRDC will comply wherever possible with the Web Content Accessibility Guidelines (WCAG) version 2.2 [www.w3.org/WAI/standards-guidelines/wcag](http://www.w3.org/WAI/standards-guidelines/wcag)



FRDC presents itself as an independent entity, using the FRDC logo in all cases except where communicating with the Federal Government.

The inline logo should always be used in the first instance, unless dimensions require the use of the stacked logo.

### FRDC logo - Inline



### FRDC logo - Stacked



The text device should never be removed from the logo, unless permission is sought from FRDC communications.

Our logo should be presented in FRDC corporate blue or white, unless not practicable.



FRDC presents itself as an independent entity, using the FRDC Swirl logo in all cases except where communicating with the Federal Government. In these cases the Crest Logo below should be used.

### FRDC logo - Government crest



Australian Government

Fisheries Research and Development Corporation



Australian Government

Fisheries Research and Development Corporation



## FRDC logo - clear space

Clear space should be maintained around the FRDC Logo equal to the "X" height of the FRDC Typeface.



## FRDC logo - usage

Do not stretch, separate or recolour or use logo/s with same contrast background



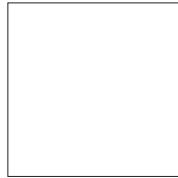
## Colours

FRDC's core colour palette consists of three primary colours — Navy blue, white and black. The Navy blue is the main expression of the brand. The shallow blue and orange highlight colours should only be used as a highlight never as the dominant colour. The strategy colours are to be used as a colour code system for visual definition.

### PRIMARY COLOUR PALETTE



**FRDC NAVY**  
CMYK (100, 86, 29,15)  
RGB (21, 58, 112)  
WEB #153A70  
PMS 2945C



**WHITE**  
CMYK (0, 0, 0, 0)  
RGB (0, 0, 0)  
WEB #FFFFFF



**BLACK**  
CMYK (0, 0, 0, 100)  
RGB (0, 0, 0)  
WEB #

### HIGHLIGHT COLOUR PALETTE



**SHALLOW**  
CMYK (100, 5, 0, 0)  
RGB (0, 153, 255)  
WEB #00A6E8



**ORANGE**  
CMYK (16, 80, 100, 0)  
RGB (210, 88, 43)  
WEB #D2582B

### STRATEGY COLOUR PALETTE



**STRATEGY 1**  
CMYK (94, 80, 40, 0)  
RGB (51, 79, 120)  
WEB #334F78



**STRATEGY 2**  
CMYK (80, 36, 30, 0)  
RGB (50, 136, 161)  
WEB #3288A1



**STRATEGY 3**  
CMYK (58, 26, 100, 0)  
RGB (128, 156, 64)  
WEB #809C40



**STRATEGY 4**  
CMYK (8, 46, 100, 0)  
RGB (231, 151, 36)  
WEB #E79724



**STRATEGY 5**  
CMYK (16, 80, 100, 0)  
RGB (210, 88, 43)  
WEB #D2582B

## FRDC typography

Open Sans should be used as the base font for all design collateral. If Open Sans is not available Calibri may be used as a substitute. In 2024, Microsoft made 'Aptos' their default font. This may also be used.

Open Sans Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Open Sans regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Open Sans Semibold	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b>
<b>Open Sans Bold</b>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b>
<hr/>	
Calibri light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Calibri regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<b>Calibri bold</b>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b>
<hr/>	
Aptos light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Aptos regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<b>Aptos bold</b>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz</b>

## Stationery

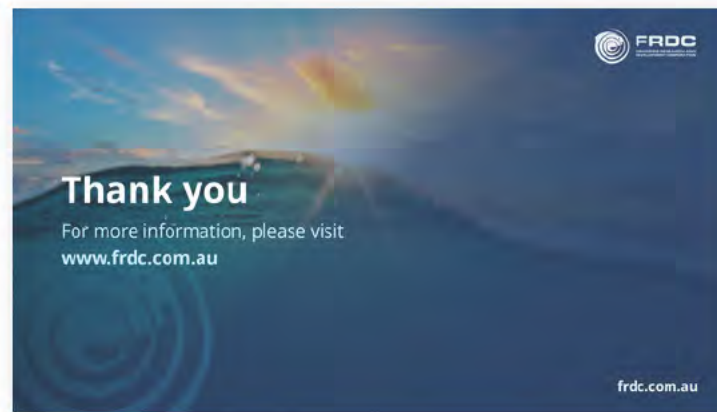
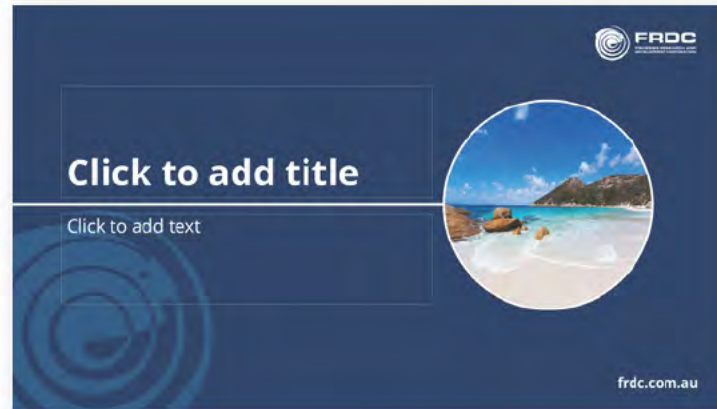
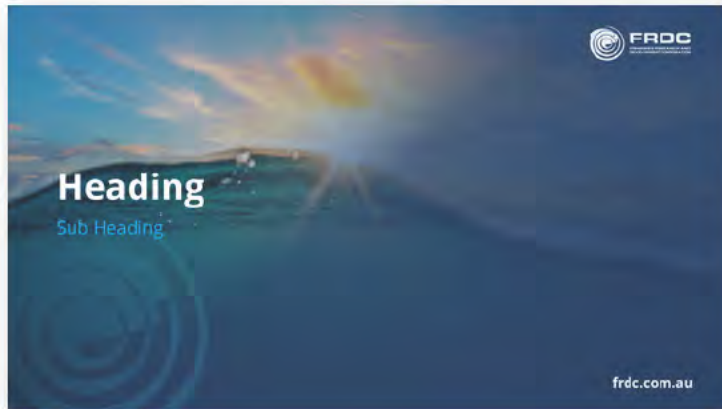
FRDC presents itself as an independent entity, using the FRDC Swirl logo in all cases except where communicating with the Federal Government.





## FRDC PowerPoint

Powerpoint slides can be selected depending on relevant presentation topic areas due to the flexible circuit design paired with appropriate images.



## Business Cards



## e-Signature

FRDC e-signatures should be setup as below. The font 'Aptos' should be used. This is the default Microsoft font as of 2024.

  
Fisheries Research and Development Corporation - FRDC  
Canberra | Ngunnawal Country

+612   
@frdc.com.au  
www.frdc.com.au



**FRDC acknowledges the Traditional Owners of country throughout Australia and recognises their continuing connection to lands, waters and culture. We pay our respects to their Elders past and present.**

## FRDC Circuit

An example of how the circuit design can be used with images and icons to display connectivity



40%

A point could be represented in text



89%

A point could be represented in text





## FRDC Wave

FRDC also incorporates the 'wave frame' to highlight imagery.



Applications now open

# 2024 National Seafood Industry Leadership Program





## Brand examples



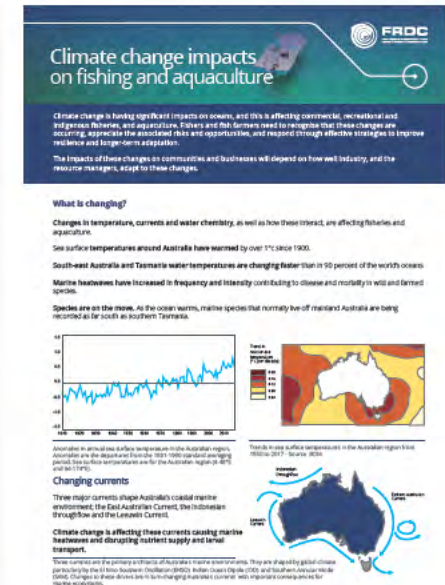
Banner



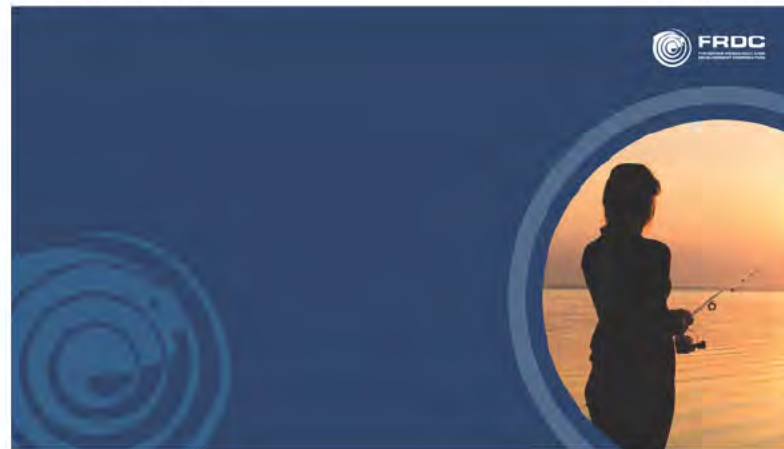
Social media post



Certificate



Fact sheet



Microsoft Teams background



Social media post

## Our mission

**To act as a national thought leader, facilitating knowledge creation, collaboration and innovation to shape the future of fishing and aquaculture in Australia for the benefit of the Australian people.**

## About FRDC

The Fisheries Research and Development Corporation (FRDC) takes a leading role in planning and investing in research, development and extension (RD&E) to support the ongoing sustainability of Australia's aquatic sectors and ecosystems.

FRDC is a statutory corporation under the Primary Industries Research and Development Act 1989, and is responsible to the Minister for Agriculture, Fisheries and Forestry. On behalf of the Australian Government, FRDC ensures RD&E funding assists in the sustainable management and use of fisheries and aquaculture resources.

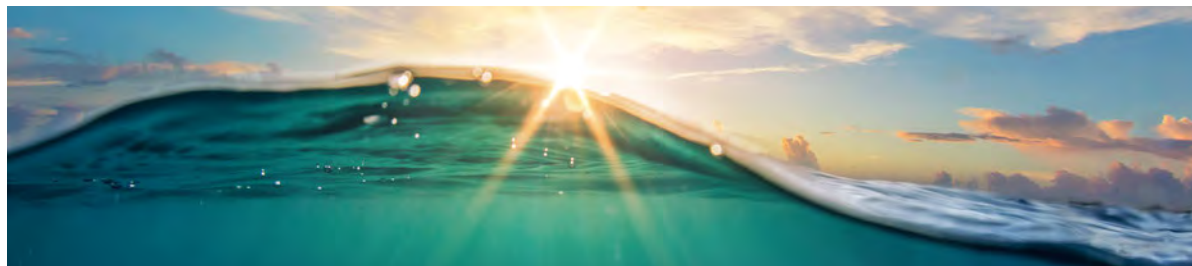
Working with its key stakeholders who include Indigenous, commercial, recreational and aquaculture fisheries, FRDC aims to balance shared national priorities and specific jurisdictional opportunities. At the same time, FRDC also undertakes RD&E activities that deliver a public good benefit to the Australian community.

## Social Media

FRDC's social media should use the following logo and banner



or







**FRDC**  
FISHERIES RESEARCH AND  
DEVELOPMENT CORPORATION

[frdc.com.au](http://frdc.com.au)





# FOI29052024 Decison letter 19 July 2024

Final Audit Report

2024-07-19

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