



Attorney-General's Department QUICK REFERENCE STYLE GUIDE

September 2020

This guide summarises some of the key points of departmental style. Use it when writing or editing departmental material.

Our written style is:

- plain English
- succinct
- active voice
- modern – minimal punctuation and minimal capitalisation
- grammatically correct.

Use plain English

Use words and grammatical structures that are widely recognised and understood. You may need to use technical language occasionally, but avoid jargon. Explain terms that are likely to be unfamiliar to the reader.

Examples:

use *rather than* utilise

encourage *rather than* incentivise

Be succinct

Leave out padding or replace it with simpler words.

Example:

I should point out that in terms of the case before us, it should be noted that the defendant could not recall the exact time he made the phone call. (With padding)

The defendant could not recall the exact time he made the phone call. (Without padding)

Provide instructions in direct terms (you don't need to include pleasantries).

Use active voice

Place the agent (or 'doer') before the verb (or action).

Examples:

'The committee will consider...' not
'Consideration will be given by the committee...'

'I have attached...' rather than
'Attached please find...'

Choose positive expressions

Choose positive rather than negative expressions. Avoid double negatives.

Examples:

The evidence in favour of the defendant is not inconclusive. (Negative)

The evidence favours the defendant. (Positive)

Use minimal capitalisation

Use capitals for proper names. But when organisations' names have been reduced to a generic element, use lower case.

Example:

The Attorney-General's Department is part of the Australian Public Service. The department provides legal services to the Australian Government.

Use sentence case for headings – for example 'Compliance index' not 'Compliance Index'.

Abbreviations and acronyms

Use them sparingly and consistently. If you are only mentioning an item once or twice, write it out in full.

Don't use a full stop for abbreviations or acronyms. Generally, place the abbreviation or acronym in brackets after the first use of the full term.



QUICK REFERENCE STYLE GUIDE (CONTINUED)

Common terms

department:

Attorney-General's Department

AGD (not AGs or A-Gs)

the department (lower case)

departmental (lc)

Australian Government departments (lc)

Attorneys-General not Attorney-Generals

government:

Australian Government (not Federal Government)

Victorian Government (caps)

states and territories (lc)

the government (common noun, so lower case)

government agencies (lc)

Use 'Australian Government', rather than 'Commonwealth Government' or 'Federal Government'. But take care not to replace references to the 'Commonwealth of Australia' or 'the Commonwealth' if that term is being used to describe the entity established by the Constitution or in a geographic sense.

Bullet lists

To correctly use a bullet list, remember the following:

- Each bullet point must make sense when read together with the lead in text.
- For a list of full sentences, each point starts with a capital and ends in a full stop.
- For a list of sentence fragments, start each point with lower case and only use a full stop after the last point.

Dashes

Use hyphens (-) for compound words and to attach some prefixes – for example, Attorney-General's Department, law-abiding citizen.

Use a spaced en rule (–) to signify an abrupt change, or to introduce examples. You can also use it to set apart text that you might otherwise bracket, particularly if you want to emphasise it.

Examples:

Most departments – particularly the latter group – will need to bear this in mind.

Yes I agree with you – but that is not what we came here to discuss.

Spelling

Use the Macquarie Dictionary (www.macquariedictionary.com.au) to check spelling.

Find out more

Our style follows the Australian Government's *Style Manual*. Visit www.stylemanual.gov.au for more detailed writing and editing advice.



Australian Government
Attorney-General's Department

Branding guidelines

Document particulars Attorney-General's Department Branding guidelines
Content last updated 11 February 2021
Point of contact s 22(1) @dag.gov.au
Approval authority Assistant Secretary, Communications Ministerial & Governance Branch

NOTE: This is a controlled document in its electronic form only. Paper copies of this document are not controlled and should be checked against the electronic version prior to use.

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Introduction

Overview

Introduction

Our communication materials reflect who we are as a department and affect people's impression of our organisation. It is essential that we present a professional and consistent visual identity to build and maintain audience recognition.

The Attorney-General's Department brand is strong and dynamic, using a contemporary colour palette combined with textures and patterns that reference our modern office buildings.

These guidelines ensure the brand is applied consistently across all corporate communication products. By following these guidelines, you will be upholding the integrity of the Attorney-General's Department brand, and with it our organisational reputation.

For more information on design and publications, visit the intranet or email [s 22\(1\) @dag.gov.au](mailto:s22(1)@dag.gov.au).

Logo use

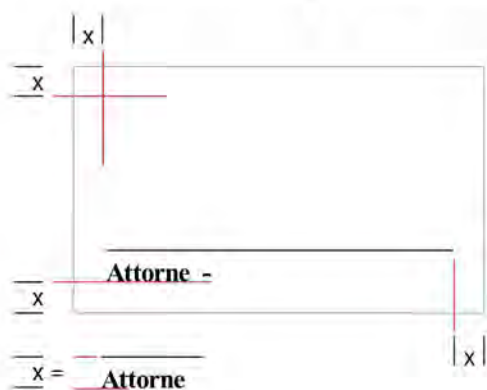
The logo

The logo is the primary component of the department's corporate identity. The logo will be displayed in either stacked or in-line configuration. Where possible the black logo should be used.

The reverse logo should only be used where the background is of a sufficient density to pass accessibility guidelines. 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 or on a patterned background. The logo must not appear as a dark colour on a dark background.

The use of the Australian Government logo is outlined in the Australian Government Branding Design Guidelines. These can be found at: www.pmc.gov.au.

a) Stacked logo: exclusion zones



To maintain the integrity and maximise the impact of the master logo, a clear space has been defined. The clear space defined by 'X' is the minimum clear area required around the master logo. No other graphic elements should be positioned inside the clear space. Wherever possible, maintain more clear space around the master logo than the minimum specified.

b) In-line logo: minimum size



Minimum size specifications are provided to ensure the master logo is reproduced effectively at a small size and that it remains legible. Minimum size specifications must be observed in all applications. To comply with Australian Government branding guidelines, the master logo must not be reproduced where the Australian Government coat of arms is less than 20mm wide.

The floral crest or Australian Government logo can appear when the communication material is not a corporate, internal or department-led project.



Floral crest

The Commonwealth Coat of Arms is the formal symbol of the Commonwealth of Australia that signifies Commonwealth authority and ownership.

Australian Government

The Australian Government logo is the Commonwealth Coat of Arms and the words 'Australian Government', to acknowledge the government as a whole.

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:

The Department of
the Prime Minister and Cabinet
governmentbranding@pmc.gov.au

Co-brand logos

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



Australian Government

Attorney-General's Department

Emergency Management Australia



Australian Government

Attorney-General's Department

Department of Communications



Australian Government

Attorney-General's Department



An Australian Government Initiative

Identifying a hierarchy

Divisions, branches, offices and units within the department may identify themselves by using the common branding (see example left).

Department and Agency co-branding

When co-branding department and/or agencies use a key line under each department or agency to separate the entities (See example left).

Program branding

Where the branding for an Australian Government program includes its own logo, that program logo can be used in conjunction with one of the following forms of the official logo. 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.

In-line version must be separated by a key line.

Australian Government Initiative Logo

The Australian Government Initiative logo should be used for programs and program materials that have been funded or partly funded by the Australian Government.

The brand

About the brand

The Attorney-General's brand is a combination of colour, photographs, typography and design features derived from architectural elements throughout the Robert Garran Offices.

The brand allows for a strong corporate identity as well as the flexibility for line areas to have their own identity complementary to the Department's corporate brand.

Colours

The department's colour palette consists of two distinct groups: the corporate colour group reserved for all internal and external AGD corporate products; and the project group, which caters for client, stakeholder and external projects. The corporate group can utilise colours from the project group as highlight colours for diagrams, charts and other purposes.



C 73
M 47
Y 34
K 7

R 80
G 116
B 138

Websafe 50748A

PMS 5405 is used as the main brand colour.



Black

Corporate colour palette

Correct use and consistency of colours, fonts and the corporate logo are vital to maintain brand identity.

Allowances should be made for variations between paper stocks, web-safe projected and screen colours. The colour swatches shown here are a guide only. Please refer to a pantone colour chart for an accurate reference. Colours may vary with different printing techniques.

CVC PMS colours apply when printing on coated paper. CVU PMS colours apply when printing on uncoated paper. CMYK colour specifications are suitable for printing on coated and uncoated stock. Please note that the CMYK breakdowns have been specifically calculated to give the best match to their PMS equivalents. Do not use automatic PMS to CMYK conversions.

RGB colours are suitable for online projects such as PowerPoint presentations, websites and video. RGB specifications should not be used for printed material.

Project colour group

The project colour palette consists of six colours (see below for colour specification). When printing or producing materials, the colours should remain true to these specifications. Please note CMYK values can differ from pantone values—use the values shown below to achieve best results for reproduction.



C 0
M 50
Y 100
K 0

R 233
G 133
B 0

Websafe E98300



C 0
M 70
Y 75
K 30

R 210
G 73
B 42

Websafe D2492A



C 20
M 25
Y 40
K 15

R 170
G 156
B 143

Websafe AA9C8F



C 20
M 25
Y 40
K 45

R 133
G 115
B 99

Websafe 857363



C 0
M 50
Y 100
K 0

R 146
G 212
B 0

Websafe 92D400



C 60
M 70
Y 40
K 20

R 90
G 68
B 122

Websafe 5A447A

When applying colour to designs, the principle is to choose two contrasting colours or shades and apply them consistently throughout all materials created for the project.

Photographs

Photographs used in departmental publications should depict a realistic or documentary style. For corporate material, images of our buildings or staff will often feature a dynamic, blurred style that provides a sense of movement. This allows readers to identify with these people and places as being typical of real life situations, without getting caught up on specific faces or locations.

Depending on the subject matter, it may be more appropriate to use abstract images, graphics or textures in some publications, rather than photographs of people, places or objects.

Photo library

The design and publications team has a small photo library that is available to use, but if an appropriate photo is not available, images can be obtained for a small cost through a royalty free library (email: s 22(1) [REDACTED]@dag.gov.au for details).

Examples



Typography

The corporate typeface for the department's brand is **DIN**. It has been chosen for legibility and a modern, clean look. This font is an open type font specially purchased for the department. If not available or on the internet, substitute with **Calibri Bold** for all heading levels with **Arial Regular** for body copy.

The font

DIN is easily read from a distance and suitable for large amounts of text, and is the ideal typeface for large scale applications such as display, signage, banners as well as text-heavy documents including brochures, programs and forms. Letter spacing and scaling is determined by the designers.

The DIN typeface family consists of many different weights. Please note that the AGD brand only uses the following:

DIN light	A B C D E F G H I J K L M N O P Q R S T U V a b c d e f g h i j k l m n o p q r s t u v w x y z
<i>DIN light Italic</i>	<i>A B C D E F G H I J K L M N O P Q R S T U V</i> <i>a b c d e f g h i j k l m n o p q r s t u v w x y z</i>
DIN Regular	A B C D E F G H I J K L M N O P Q R S T U V a b c d e f g h i j k l m n o p q r s t u v w x y z
<i>DIN Regular Italic</i>	<i>A B C D E F G H I J K L M N O P Q R S T U V</i> <i>a b c d e f g h i j k l m n o p q r s t u v w x y z</i>
DIN Medium	A B C D E F G H I J K L M N O P Q R S T U V a b c d e f g h i j k l m n o p q r s t u v w x y z
<i>DIN Medium Italic</i>	<i>A B C D E F G H I J K L M N O P Q R S T U V</i> <i>a b c d e f g h i j k l m n o p q r s t u v w x y z</i>
DIN Bold	A B C D E F G H I J K L M N O P Q R S T U V a b c d e f g h i j k l m n o p q r s t u v w x y z
<i>DIN Bold Italic</i>	<i>A B C D E F G H I J K L M N O P Q R S T U V</i> <i>a b c d e f g h i j k l m n o p q r s t u v w x y z</i>

Alternate font

Calibri Bold	A B C D E F G H I J K L M N O P Q R S T U V a b c d e f g h i j k l m n o p q r s t u v w x y z
Arial Regular	A B C D E F G H I J K L M N O P Q R S T U V a b c d e f g h i j k l m n o p q r s t u v w x y z

Elements

The circle and ellipse are unmistakably and visually unique to the department's brand. These distinctive elements can be used in numerous ways as a feature bar, pattern, background or a watermark as a subtle design element. There are few rules as to what can be executed with these shapes.



The pattern

Originally conceived from textured conference room wall boards, this shape is the corporate style textured pattern.



Corporate pattern

This shape is a photographic extension of the dot texture, with a soft focus blur. This is the new corporate style image pattern.



The ellipse

This shape has been used for logo, title and headline boxes for many communication pieces. It can appear in varying widths, heights, colours and shadow effect.



The shape

Most communication pieces will have a curve or rounded corner in the background shape. However, it is not mandatory.

Watermarks

When design elements are used as a watermark, the element or pattern should be used in black or one of the corporate colours and placed on a white base. It can also have no colour and be portrayed by effects, such as shadow or embossing. Whenever the effect is used with text or imagery, the strength of the effect should be minimised to allow for clarity.

Examples



Application

Application principles

The department produces vast amounts of communication material each year. This guide will go some way to assist in keeping the brand consistent.

In determining a simple structure for the consistent and successful application of the brand's visual identity, a number of factors have been taken into consideration, and range of style solutions covered on the following pages will help demonstrate the clear brand identity.

Material

There is a certain amount of freedom when designing the communication material. It is preferred that the material be sympathetic to the corporate style depending on the target audience. Please discuss the layout of your communication projects with the design and publications team.

Exceptions

There are a number of established designs in existence that do not follow the new corporate style. It is preferred that all designs follow the new corporate style, however, we realise that this may not be possible in all cases. Please discuss all design issues and possible exceptions with the design and publications team before publishing or loading onto the internet.

Corporate stationery

The material below represents some of the current corporate stationery that reflects the corporate brand.

Business cards (automated ordering system)



Please note: you can order business cards through the intranet.

AGD corporate folder



Please note: you can order AGD folders in packs of 50 through the AGD stationery ordering system (Code 18913847)

Note pads



Contact s 22(1) [redacted] @dag.gov.au to order note pads.

Branding guidelines

Templates

The brand has also been applied to collateral applications such as cover sheets, general documents, reports, fact sheets, PowerPoint, banners and mastheads. Easy-to-use Word templates have been designed to assist in the production of these items. Click on the template button on the intranet homepage and go to the owner 'Attorney-General's Department'.

Report template



General template



PowerPoint template



Corporate publications

The material below represents some of the current publications that reflect the corporate brand.

Cover design



Cover design



ICT Strategic Plan



Annual Report



Branding guidelines

Emails

Email banners for divisions, sections and branches are produced by the design and publications team. Any enquiries regarding the need for a banner should be addressed to: s 22(1) [redacted]@ag.gov.au.

General corporate email banners



Signature block with optional Indigenous footer

John Smith

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 Australian Government Attorney-General's Department
 Robert Garran Offices | 3-5 National Circuit | Barton ACT 2600
 Tel 02 6141 0000 | Fax 02 6141 0000
www.ag.gov.au

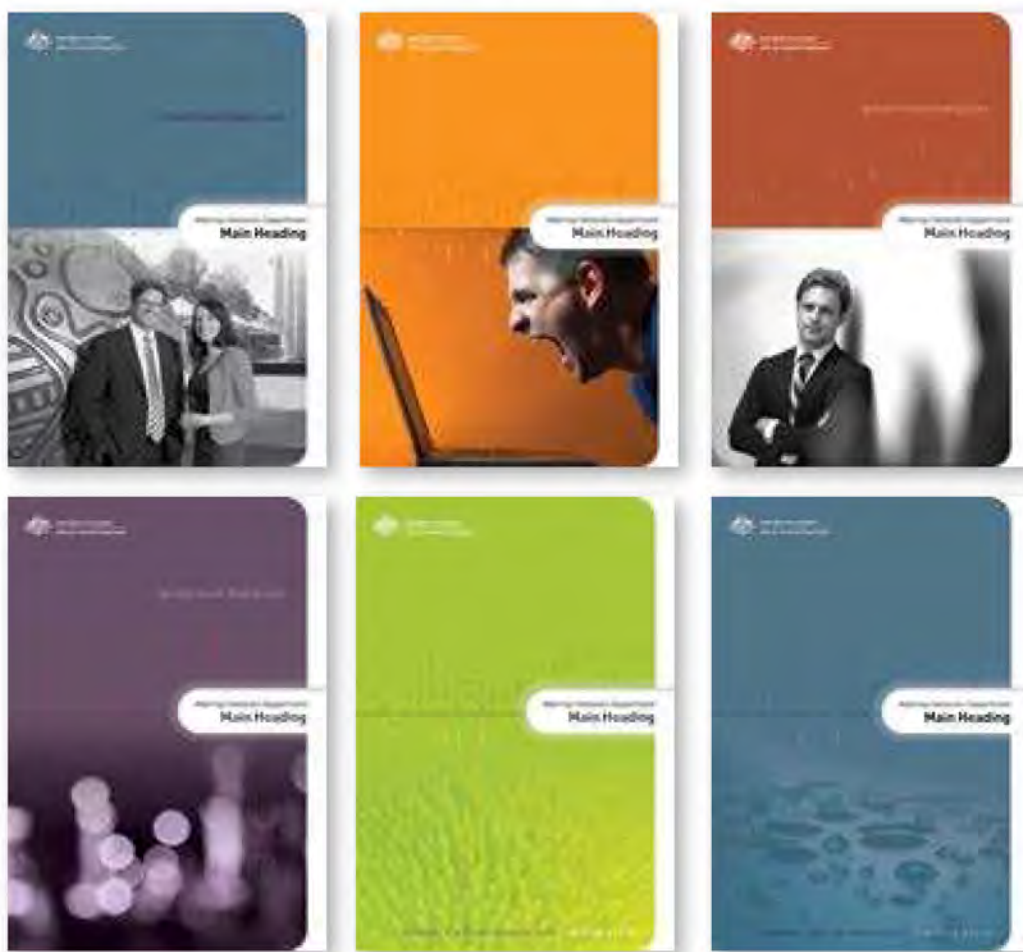


General project email banners



Publication styles

The representation across these two pages utilises photography, texture and pattern as the main focus for the cover style, with both major and secondary colour palettes displayed. As you can clearly see the impact of the image styles and texture effects take the lead with the brand softly complementing the overall design.



A4, A5 and B5 cover options

DL cover options



Please note: images are for display purposes only. With this consideration in mind, these application options show variety and possible direction for future design materials.



A4, A5 and B5 cover options

DL cover options



Indigenous styles

The department would like to acknowledge and show our respect to the traditional custodians of this land. With this in mind, we have worked with People Strategy Branch to produce various publications and collateral that reflect Indigenous culture and beliefs. Where practical all publications relating to Indigenous subject matter should contain the following at the beginning, ideally on the verso title page.

Aboriginal and Torres Strait Islander peoples should be aware that this publication may contain images of people who have since passed away.

Example

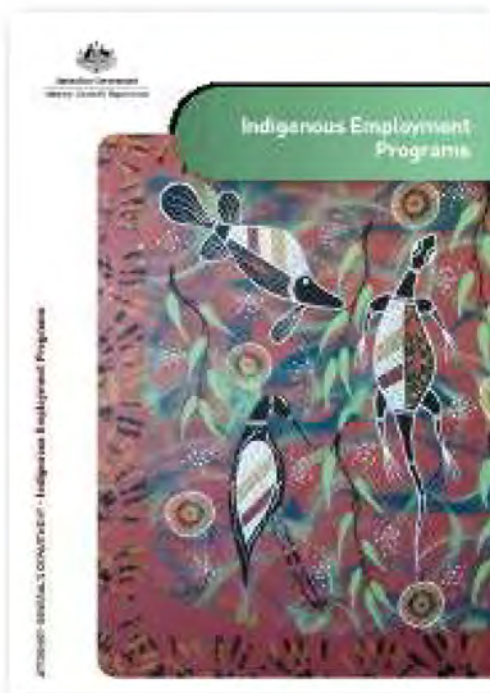


A4, A5 and B5 cover options

Poster

Bookmark, business card and postcard





A4, A5 and B5 cover options

Pullup banner



Poster

