

AFSA VISUAL BRAND GUIDELINES

APRIL 2022

Version 1



Australian Government

Australian Financial Security Authority

TYPOGRAPHY

To maintain typographic consistency, Ubuntu and Calibri are to be used in AFSA collateral and correspondence. For legibility, do not go below 8 point for body text, or 12 point for titles, headlines and subheads.

Primary typeface

The primary typeface / font for all external facing communications collateral is Ubuntu regular. Where appropriate, Ubuntu bold, medium, regular and light may be used. Condensed versions of the font are not permitted.

Ubutu Bold - Titles

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstuv
wxyz
1234567890(abc)

Ubutu Medium - body copy

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstuv
wxyz
1234567890(abc)

Ubutu Regular - Body copy and subheads

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstuv
wxyz
1234567890(abc)

Ubutu Light - Subheads

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstuv
wxyz
1234567890(abc)

Substitute typeface

In digital / electronic communications when Ubuntu is not available, Arial may be used.

Arial Bold - Titles

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstuv
wxyz
1234567890(abc)

Arial Regular - Body copy and subheads

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstuv
wxyz
1234567890(abc)

COLOUR

These approved colours create consistency across AFSA internal and external communications, reports, and collateral. Dark blue and aqua should be used to as focal colours and purple should be used as accent. The extended palette may come to the fore when describing programs admistered by AFSA. Other colours may be used when context requires, these however should be used sparigly and should never overpower the branded palette.

Agency colours

AFSA Dark blue
#002a4e
R0, G42, B78
C100, M57, Y12, K66



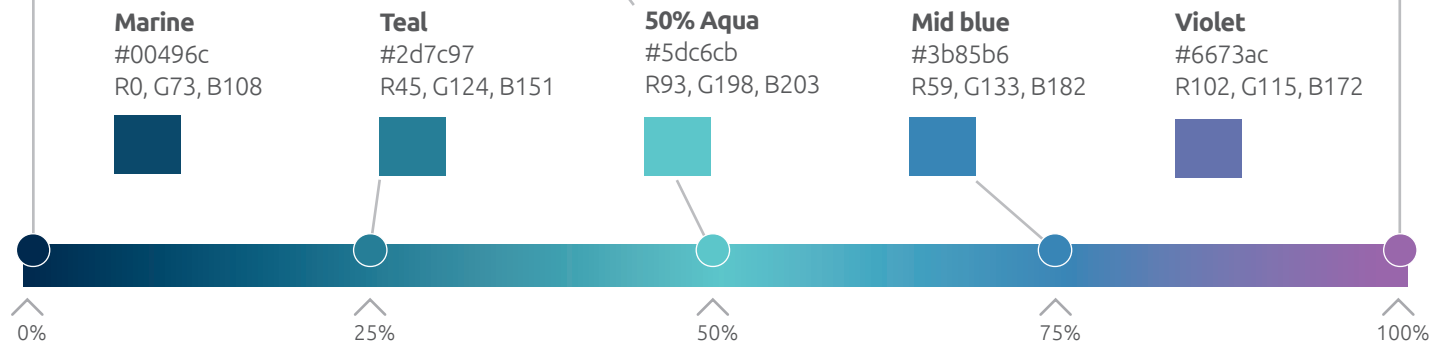
AFSA Aqua
#00aab8
R0, G169, B183
C100, M57, Y12, K66



AFSA Purple
#9865a
R153, G107, B171
C44, M69, Y0, K0



Extended palette



AFSA LOGO

Consistency

Consistency of construction of the logo is critical to the intention of establishing and maintaining a single recognition device for the Australian Government. The AFSA logo must not be recreated. Approved versions of the logo can be accessed on AFSanet at XXXXXX.

Variations

There are several forms of the logo which may be used depending on the layout it is required to sit within.

Strip



Australian Government

Australian Financial Security Authority

Inline



Australian Government

**Australian Financial
Security Authority**

Stacked strip



Australian Government

Australian Financial Security Authority

Stacked



Australian Government

**Australian Financial
Security Authority**

AFSA LOGO

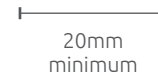
Size

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.



Australian Government

Australian Financial Security Authority



Positioning

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. 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 bold X.



AFSA LOGO

Colour usage

The AFSA logo should wherever possible be reproduced in one colour only, preferably AFSA dark blue (PMS540). However, to add flexibility to this reproduction, guidelines for limited colour use have been developed.

The logo can be reversed to appear as white on a dark background or as a dark colour on a light background. These colours should be derived from the AFSA agency colours. 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. Unless reversed, the logo must not appear as 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.



Correct usage



Australian Government
Australian Financial Security Authority



Australian Government
Australian Financial Security Authority



Australian Government
Australian Financial Security Authority



Australian Government
Australian Financial Security Authority



Incorrect usage



Australian Government
Australian Financial Security Authority



Australian Government
Australian Financial Security Authority



Australian Government
Australian Financial Security Authority



Australian Government
Australian Financial Security Authority

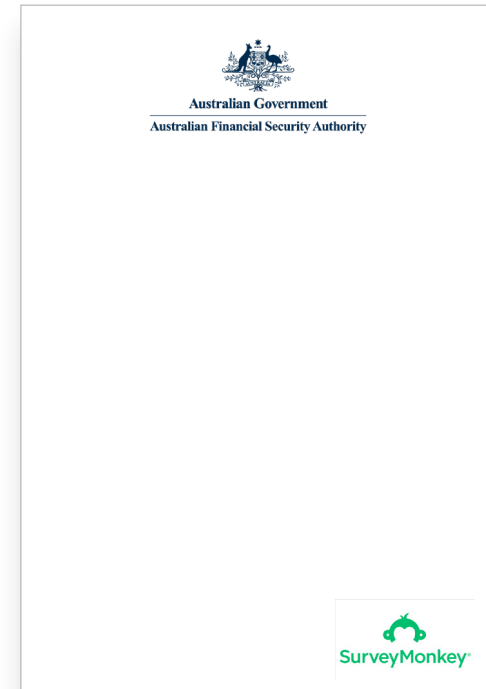
AFSA LOGO

Cobranding with third-party logos

The Australian Government Brand Guidelines allow agencies, at their discretion, to authorise third parties to use their logo where appropriate.

The AFSA government crest may only be cobranded with third party organisations in instances of an approved endorsement and/or legal partnership.

In all other instances where the AFSA logo and a third party logo need to be displayed, the third-party logo must be placed away from the government crest. The third-party logo should not take precedence over the AFSA logo and should not appear above or to the right of the government logo.



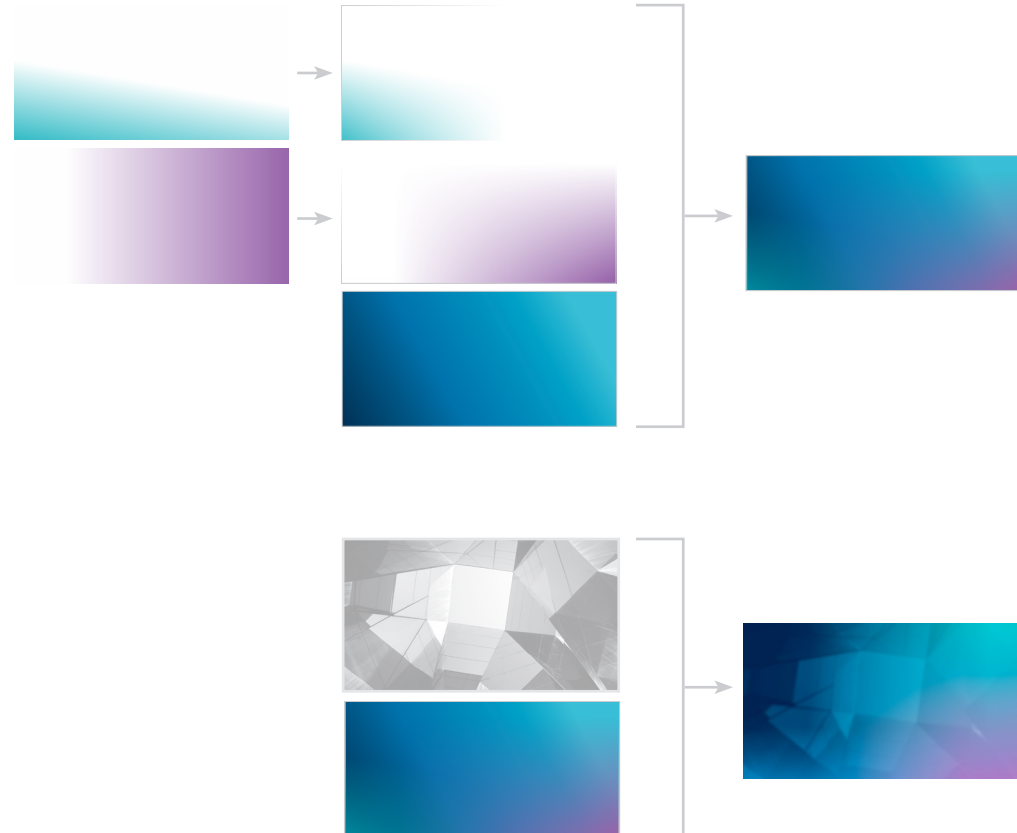
BACKGROUNDS

Overlays

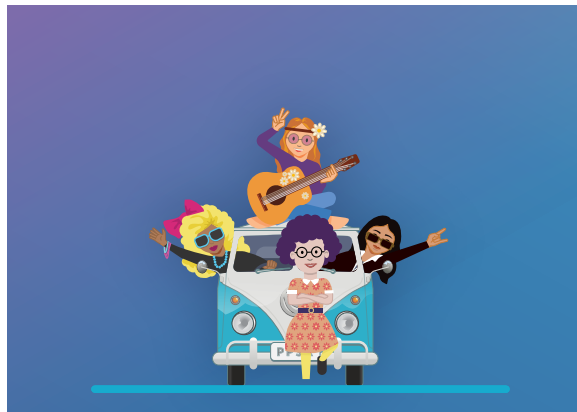
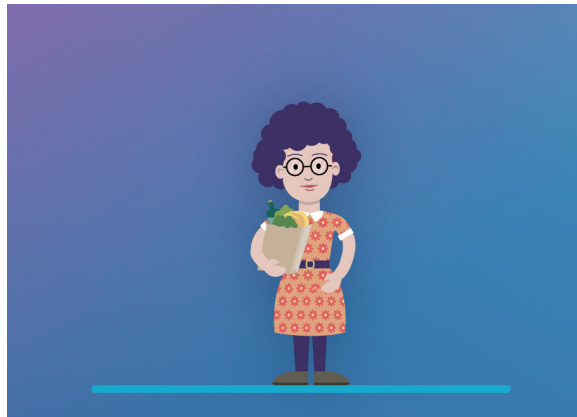
Key to creating the uniqueness of the AFSA brand is the use overlaying of gradients and images. These backgrounds should be made bespoke to the contextual need of each piece of collateral. Generic materials may simply use the generic background shown on this page.

How to

This visual effect is achieved by adding crossed gradient feathers to solid blocks of AFSA colours. Once overlaid, these gradients can be further overlaid with pale grey-scale images (multiplied) to produce the atmospheric backgrounds synonymous with ASFA branded material.



ILLUSTRATION



Context

Illustration can be used to bring contextual meaning to complex content that might not be easily explained using photography. Illustration may be useful in making daunting and complex content more relatable and digestible, however care should be taken to ensure illustration does not trivialise the seriousness of an individual's situation.

Colour

A colour palette broader than the AFSA brand colours may be used in illustration - just as it would be in photography. Expanded colour schemes used in illustration should be complimentary or analogous to the brand colours, or be contextual to the message.

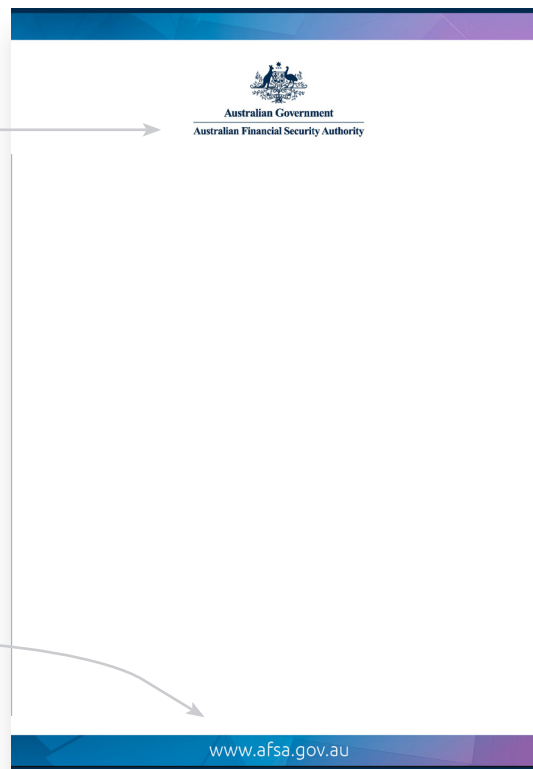
LAYOUT STRUCTURE

Banner

AFSA Dark blue banner strip

Portion of overlay background

AFSA Dark stacked strip logo

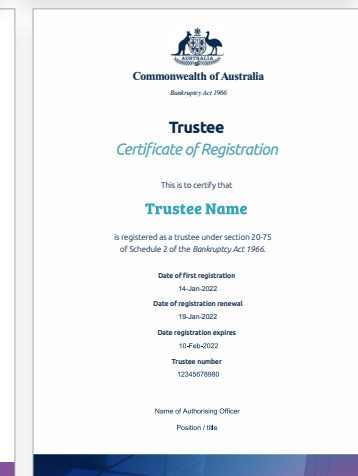
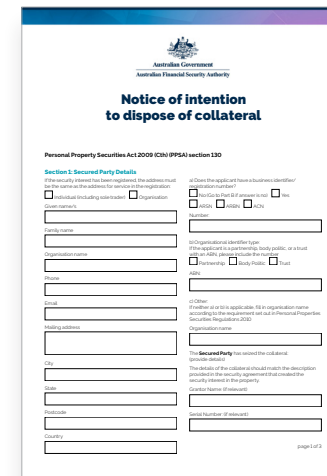


Footer

Call to action / URL

Portion of overlay background

Portion of overlay background



LAYOUT STRUCTURE

Main

Portion of overlay background

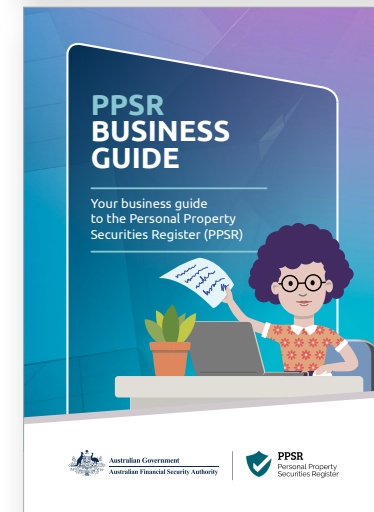
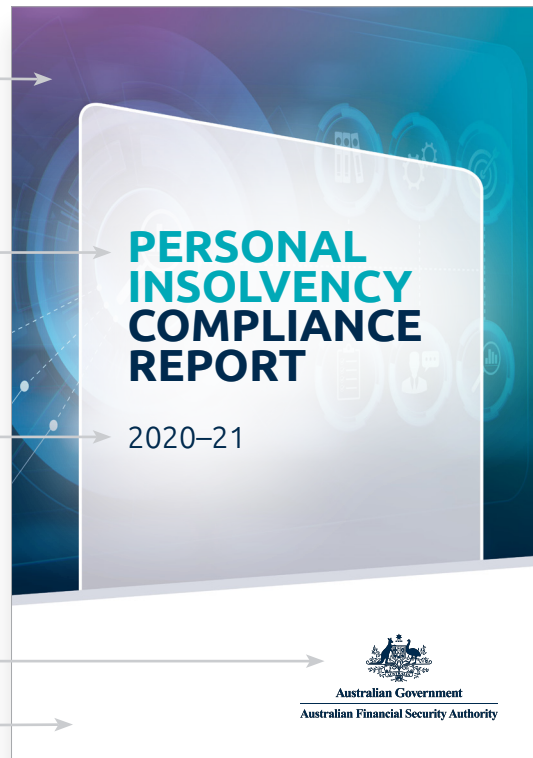
Document title Ubuntu bold

Document title Ubuntu light

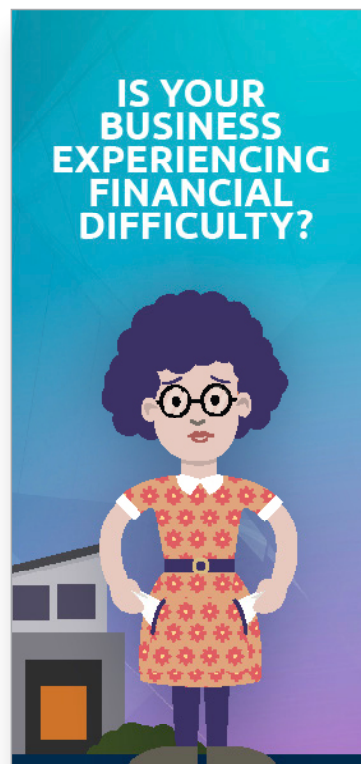
Footer

AFSA Dark stacked strip logo

Angled footer



DL BROCHURE



UNDERSTAND YOUR FINANCES

Stay connected
Stay in contact with the people and organisations you owe money to (your creditors).

Get information
Speak with your accountant to confirm what debts and assets you have.

Get trustworthy advice
You can get advice from trusted sources such as accountants and business advisors as well as those who specialise in insolvency.

KNOW YOUR OPTIONS

Is personal insolvency right for me?
After assessing your situation, you may find that your business has unmanageable debt you can't resolve. If this is the case, a personal insolvency option, as shown below, may be right for you.

Bankruptcy
Bankruptcy is a legal process where a person is declared unable to pay their debts and it normally lasts 3 years and one day.

Debt Agreement
This is an agreement with your creditors to pay off your debts in installments.

Personal Insolvency Agreement
This is an agreement with your creditors but can include part payment by installments or a lump sum.

Temporary Debt Protection
This gives you a short period (21 days) to consider your options. In this time your unsecured creditors cannot take recovery action against you.

ASK FOR HELP

AFSA
The Australian Government personal insolvency regulator.
afsa.gov.au/small-business

National Debt Helpline
Free, independent and confidential advice from professional financial counsellors
1800 017 007
ndh.org.au

Small business debt helpline
Free, independent and confidential advice from small business financial counsellors. sbdh.org.au

Beyond Blue's NewAccess for Small Business Owners
Access 6 individualised mental health sessions with small business specialist coaches. beyondblue.org.au

Australian Taxation Office
Tax support for businesses
ato.gov.au

Australian Government – Business COVID-19 financial support for small businesses.
business.gov.au

afsa.gov.au/small-business

SOCIAL MEDIA



A white pickup truck is shown in profile against a dark blue background. A large, dark silhouette of the truck is overlaid on top, with the word "DEBT" written in large, bold, white letters across it.

**BUYING DEBT?
CHECK BEFORE
YOU BUY**

[PPSR.GOV.AU/CARCHECK](https://ppsr.gov.au/carcheck)



PPSR
Personal Property
Securities Register



A blue and white van is shown in profile against a dark blue background. A large, dark silhouette of the van is overlaid on top, with a person's silhouette inside, suggesting a recall or safety issue.

**AIRBAG RECALL?
CHECK BEFORE
YOU BUY**

[PPSR.GOV.AU/CARCHECK](https://ppsr.gov.au/carcheck)



PPSR
Personal Property
Securities Register



A yellow car is shown from the rear against a dark blue background. A large, dark silhouette of a person with a crowbar is overlaid on top, suggesting a theft or break-in.

**STOLEN?
CHECK BEFORE
YOU BUY**

[PPSR.GOV.AU/CARCHECK](https://ppsr.gov.au/carcheck)



PPSR
Personal Property
Securities Register

ICONS





Australian Government

Australian Financial Security Authority