

# AUSTRAC style guide

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This style guide is designed to help make sure that our writing across AUSTRAC is consistent. It includes general style and grammar advice that applies across different types of content and documents.

It also includes specific advice on writing digital content. This is to support the development of digital content for 2 of our key digital channels – the AUSTRAC website and our intranet, HQ.

Consistency is important to helping people read content without being distracted, and in gaining their trust and respect.

We follow the styles set out in the [Australian Government Style Manual](#) and [Macquarie Dictionary](#). This guide outlines key differences with the Commonwealth style, which often follow the AML/CTF Act.

If you have any questions or suggestions for our style guide, contact the External Communications team.

## In this section

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Writing for the web	Readability	Visual and audio media
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A to Z style guide
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## Tone and voice

The standard government voice is respectful, clear, direct, objective and impartial.

This means we should:

- speak to the reader by using 'you' and 'we'
- use active voice – subject + verb + object
- make it easy for people to understand what they need to do.

For guidance:

- use 'you must' for legal obligations
- use 'you may' for discretionary steps to achieve compliance
- use 'you should' for recommendations



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You should make it clear what is an obligation and what is a recommendation. Don't use phrases like 'you need to' that could refer to either.

Don't use 'please' – AUSTRAC is not asking for anything – we are helping users meet their legal obligations.

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## Writing for the web

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The AUSTRAC website and our intranet HQ are hubs for our external and internal communication, respectively. It's important to write digital content that meets user needs and takes into account the way people read information on a screen.

All our digital content must be accessible and inclusive. As a government agency, we must meet the [Digital Service Standard](#) Criterion 3 – Leave no one behind, including:

- complying with the latest version of the Web Content Accessibility Guidelines (WCAG) – currently [Level 2.1 AA](#)
- complying with the [Australian Government Style Manual](#) (Style Manual).

### Key focus areas

When creating content, there are a few key things to focus on to meet these standards.

#### Know your user

Keep your content user-focused. Focus on what they want to know or the task they are trying to complete. Always start your content with the most important information so users can quickly see the most important information.

#### Clear language and writing style

Write in a clear way that focuses on lowering the reading level, avoiding jargon and shortening sentences. Find out more in [Readability](#).

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#### Helpful structure to guide users

Use headings and label your content. Apply the styles in Word instead of manually changing what the text looks like. Find out more in [Page structure](#) on this page.

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Use descriptive hyperlink text so readers know where a link will take them. Find out more in [Hyperlinks](#) on this page.

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#### Accessible and inclusive content

Provide alternatives for any visual or audio media, like alternative text or captions. Find more information in [Visual and audio media](#) on this page.

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For a quick snapshot, read our [top tips for writing digital content](#).

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## Page structure

Websites can include:

- an overview or page introduction
- a list of page content with skip links
- the body of the content broken into appropriate sections with subheadings
- related documents
- more information.

Create content in the templates provided. There are content creation templates for:

- core content for HQ
- news and blogs for HQ
- web content for the AUSTRAC website.

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## Formatting and layout

### Headings and subheadings

Headings are an important way for the reader to navigate your content. They split your content into digestible blocks and help your reader scan the page to find the information they're looking for. People using screen readers or keyboards to navigate text rely on useful subheadings.

You should use the style in the Word templates to set up headings so they are accessible. There is only one Heading 1 per document – the title. Do not use the Title style for the document title. Most of your headings will be Heading 2 or Heading 3.

Find out more in the [Australian Government Style Manual](#).

### Paragraph and sentence length

Big blocks of text are hard to read, you should try to break up your content to make it easier to read. Aim for sentences no longer than 2 lines, and break up paragraphs longer than 4 to 6 lines.

Bulleted lists are a great way to break up long sentences and paragraphs. See more in [our A-Z guide](#).

Find out more in the Australian Government Style Manual about:

- [paragraphs](#)
- [sentences](#)
- [lists](#).

## Hyperlinks

Descriptive hyperlink text explains where a link will lead. Link text should not be more than 10 words. Do not use 'click here' or 'find out more' as it doesn't explain where the link is going.

When introducing a link, try to avoid ability-based language like 'see'. Use 'read', 'refer to' or 'go to' instead. For documents that are likely to be printed, you should provide the link address. You might do this in a footnote, endnote, reference list or after the text in brackets.

If you are linking to another page or an external website, you might use the name of the page, document or website. You might also hyperlink the relevant phrase in a sentence if the link is for extra information.

Examples of correct usage of hyperlinks:

If you're not sure if you need to enrol or register, you can answer some questions to [check if you need to enrol](#).

You can read the consultation paper on the [AGD website](#).

If your link is to a file, you should include the file type and size in the text link.

Follow the instructions in the [ABPF explanatory guide \(DOCX, 2.1MB\)](#).

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## Readability

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The Australian Government Style Manual (Style Manual) advises us to use clear language and writing style. This means:

- using plain language – simplifying terms, using familiar words and avoiding unnecessary jargon to reduce complexity
- writing short and clear sentences in active voice.

Writing clearly helps everyone. It helps readers engage and reduces fatigue and mental strain.

Readability is a way of measuring how easy it is for someone to read content. It's an important part of making sure that your audience understands your content and it also increases compliance.

You can find out more at the following links:

- Style Manual page on [plain language](#)
- WCAG on [readability and alternative methods](#).

The [Style Manual](#) says to keep sentences to an average of 15 words and no more than 25 words, especially for digital content. Too many words, phrases and clauses affect people's ability to [scan sentences](#).

### Readability targets

Below are our readability targets and categories.

#### General or non-specialist content

We are aiming for a **Grade 10** reading level or below.

For an internal audience, this is any content that shouldn't require specialist knowledge. For example:

- 'About AUSTRAC' content
- Team pages
- HR, payroll, timesheet

For an external audience, this is any content for a general audience, not just reporting entities or specialists. For example:

- Home, About us, Glossary
- Individuals and partners pages
- Privacy and accessibility pages

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## Reporting entity or technical content

We are aiming for a **Grade 11.5** reading level or below.

For an internal audience, this includes content specific to a certain business area or related to legislation. For example:

- Data governance
- Strategies and frameworks

For an external audience, this includes content for reporting entities or people who are familiar with AML/CTF. For example:

- Business and Enrol pages
- Intelligence products

## Articles or news content

We are aiming for a **Grade 11** reading level or below.

For both audiences, this includes any content in an article format with publication date – announcements, event updates and recaps, blog posts.

## Checking readability

There are 3 key ways to assess readability, and they all work together.

### Computer testing

You can use algorithms and readability software to check your content. These tools give you a good baseline to work out what you're doing well and what you need to improve.

### Manual testing

You can get someone who isn't the author to check your content is clear for the audience. At least one reviewer should be someone who doesn't have subject matter expertise – usually someone from External Communications. They should identify where you could simplify the content so it is easier to understand. When you edit the content, make sure not to change the meaning of the text.

### User testing and external feedback

This is the best way to help you understand what your audience needs. It's always a good way to make sure your document works for your audience, so do it whenever you can.

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## Readability tools

We use Microsoft Word to check readability. Both tools assign a grade reading level to your content based on the use of long words and sentences. This score tells you how many years of education someone would need to be able to read your document. The scores roughly equate to Australian schooling (give or take a year).

Find out more about readability tools in our [plain language fact sheet](#).

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## Visual and audio media

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Images, videos and audio content can be a great way to engage your audience. You must make sure any visual or audio web content is accessible and aligns with our [brand style guide](#).

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The External Communications visual designers create all the images for our website, making sure they align with our brand and specifications. Images on HQ may be photos, stock images or images created by our designers.

When images form part of the content, it's important to include alternative text (alt text). This describes the image and its purpose for people with visual impairments.

Multimedia and audio content also needs an alternative version to make it accessible. Usually this is in the form of captions or a transcript, published at the same time as the original content.

Closed captions should be 16 points, overlaid in the video, not burnt in. This means it sits on an overlay so assistive technology can read the captions.

## Copyright and attribution

When you use content we haven't created, make sure we have copyright permission to use it (i.e. stock images or images from another party).

You should check if the copyright specifies the need to attribute the owner.

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## A to Z style guide

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This section covers style, spelling and grammar conventions for all content published on the AUSTRAC website, arranged alphabetically.

Use Ctrl + F to find specific entries or use these links to skip down to a section:

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

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For most matters of style, we follow the *Australian Government Style Manual* (Style Manual). If you have any suggestions for the style guide please contact [s 22\(1\)\(a\)\(ii\)](#)

### A

**a/an** – use ‘an’ before any vowel sounds (an entity, an operation), including a silent ‘h’ (an honest attempt). Use ‘a’ before any consonant sounds (a criminal, a third party). This approach also applies to acronyms – adhere to how you pronounce the acronym (an SMR sounds much more natural than a SMR).

**Aboriginal and Torres Strait Islander peoples** – if writing about both Aboriginal and Torres Strait Islander peoples, use either ‘First Nations people’, ‘First Australians’ or ‘Aboriginal and Torres Strait Islander peoples’. Refer to the Style Manual on [Aboriginal and Torres Strait Islander peoples](#).

**acronyms and initialisms** – spell out the full phrase the first time you use it in each document or webpage. This includes AML/CTF and RE. Consider spelling it out again if it’s been a few pages since the last mention. Only capitalise the full phrase if they’re proper nouns – most will not be capitalised. For example, automatic teller machine (ATM) or suspicious matter report (SMR). Refer to the Style Manual on [Shortened words and phrases](#).

**acronyms (in headings)** – don’t introduce an acronym for the first time in a heading. Spell it out and introduce the acronym in the text that follows. The only exception is if the acronym is more widely known than the spelled out version (e.g. ATM).

**acronyms (in link text)** – if using an acronym immediately after a term, include it in the link text. For example: [suspicious matter report \(SMR\)](#) not [suspicious matter report](#) (SMR).

**Act/s** – use title case for Acts. Italicise the full and complete title, but not the shortened form. For example, *Anti-Money Laundering and Counter-Terrorism Financing Act 2006* (Cth), and AML/CTF Act. For web content do not italicise the Act – this includes content on our

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intranet or external website. See also [Legislation](#) and [AML/CTF Act](#). Refer to the Style Manual on [Italics](#).

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**active voice** – use active voice instead of passive voice. Refer to the Style Manual on [Active voice](#) or our [plain language fact sheet](#).

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**advice/advise** – ‘advice’ is a noun (you give or receive advice). When you give someone advice you advise them.

**affect/effect** – ‘affect’ is usually a verb. It means to influence/have consequences (the reforms will affect businesses). ‘Effect’ is usually a noun. It means a result or consequence (the effect of the legislation was to reduce money laundering).

**AGD** – use ‘AGD’ not ‘the AGD’ to refer to the Attorney-General’s Department.

**against the law** – use this broad term only when you are not communicating about a specific law or Act; use ‘unlawful’ instead of ‘illegal’ as the preferred adjective. See also [Offence](#) and [Unlawful](#).

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**aliases** – see [Names](#).

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**AML/CTF Act** – *Anti-Money Laundering and Counter-Terrorism Financing Act 2006* is the approved title of the Act. The title uses an and, not a slash, and contains two hyphens. Note that it refers to Counter-Terrorism not Counter-Terrorist. ‘AML/CTF Act’ is the preferred shortened form for the Act. Note that with the shortened form, no italics are used and there is no date. Do not italicise any form of the Act in web content.

In the first reference to the Act, quote the approved title first followed by the abbreviated title in brackets: the *Anti-Money Laundering and Counter-Terrorism Financing Act 2006* (AML/CTF Act). Do not italicise any form of the Act on web content.

**AML/CTF program** – lower case for program. If spelling out in full, render as per the Act: ‘anti-money laundering and counter-terrorism financing program’. Note use of ‘and’ rather than slash in full title.

**amongst** – outdated, use among.

**ampersand (&)** – don’t use in text unless it’s part of an organisation’s name.

**anti-money laundering** – note the hyphen comes directly after anti.

**apostrophe (’)** – only use when shortening words (can’t, it’ll) or to show possession (the customer’s funds, the entities’ programs). Don’t use for plural acronyms (SMRs, CEOs) or possessive pronouns (its, theirs).

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**Australian Government** – use ‘Australian Government’ when talking about the national government of Australia. Don’t use ‘Government’, ‘Commonwealth Government’ or ‘federal government’. Refer to the Style Manual on [Government terms](#).

**A\$** – Where content is only referencing Australian dollars, use ‘\$’. If users could be confused about the currency being referenced, use A\$. Where you need to refer to non-Australian currency, use the 3-letter international bank account number code – for example USD, AUD. Use this code for all currencies referenced in the content (including Australian dollars). Refer to the Style Manual on [Currency](#).

## B

**best practice** – see [Good practice](#).

**budget** – capitalised for the Australian Government’s annual Budget. Otherwise lower case.

**black market** – not black-market.

**bold** – only use bold to emphasise one or 2 words. It’s good for scanning but bad for readability.

**brackets** – you can use them to add extra context, but use sparingly and consider if you could just include the information in another sentence.

**bullet list** – see [Lists](#).

**business** – use ‘financial institution’, ‘person’ or ‘reporting entity’ instead of ‘business’ to refer to a specific reporting entity. However, you can use the collective term ‘businesses’ to refer to reporting entities in external communications.

## C

**call out boxes (break out boxes)** – use these for content that needs to be separate from the flow of the rest of the document. You can use them to call attention (web-based content) or to add extra information (intelligence products).

**capitalisation** – should be minimal. Capitalise headings in sentence case. Don’t capitalise reports such as suspicious matter reports (SMRs), processes such as transaction monitoring, or roles such as compliance officer.

**commas** – use to separate list items or clauses in sentences. Don’t overuse, and consider if you can split a sentence into a list or a few sentences rather than having lots of commas.

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**commas (clauses)** – when you use commas to introduce information in the middle of a sentence, make sure you have a comma at the start and end of the section. Imagine they act like brackets – they come in pairs.

Incorrect:

Management must be aware of, and understand the ML/TF risks to your business...

Correct:

Management must be aware of, and understand, the ML/TF risks to your business...

**commas (Oxford commas)** – you can use a comma after the second-last item in a list to clearly separate the last 2 items. For example: 'This includes your decision-making processes, review processes, and outcomes'.

**compliance officer** – not capitalised. This includes AML/CTF compliance officer.

**consultation** – singular, not plural (public consultation continues, the second stage of consultation has started).

**contact us** – whenever you need to tell people they can contact AUSTRAC for help, link to the [Contact us page of AUSTRAC's website](#) – unless you're providing a specific contact such as media or a direct email address.

**contents** – see [On this page](#).

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**contractions** – it's okay to use contractions (shortened version of a form of words) in web and intranet content. For example, 'don't' instead of 'do not'. But use contractions sparingly to avoid seeming overly casual. Don't use contractions in formal documents that require a formal tone, such as ministerial or parliamentary documents. Refer to the Style Manual on [Contractions](#) and [Voice and tone](#).

**cooperative** – without hyphen when it's used as an adjective.

**counter-terrorism financing** – counter-terrorism financing (CTF) is the expression used by AUSTRAC. Only use variations (such as counter-terrorist financing) only in specific instances: for example, if quoting from international sources such as the International Convention on the Suppression of Financing of Terrorism. Note also that FATF tends to refer to 'combating the financing of terrorism', or CFT.

**currency** – See [AS](#).

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## D

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**dashes** – use spaced en dashes ( – ), not hyphens ( - ) or em dashes ( — ), to indicate a break in text. Use en dashes for number spans (2012–22). To insert an en dash you can type Alt + 0150 (on the Number pad) or type 2013 then Alt + x. You can also set up a shortcut in Word. Refer to the Style Manual on [Dashes](#).

**dates** – 28 May 2019, not 28th May 2019.

**dates (spans)** – use words for spans of days and months in text; for example, ‘The policy was in place from 2017 to 2019.’ ‘We will review the policy between March and June 2025.’ Only use an en dash when space is limited, such as in a table, list or social media post; for example, ‘Open 9 am – 5 pm’. Refer to Style Manual on [Dates and times](#).

**detect** – only use in relation to intelligence and law enforcement. For example, AUSTRAC and the AFP use intelligence to ‘detect’ crime. Reporting entities don’t ‘detect’ suspicious behaviour.

**different** – ‘different to’ or ‘different from’, not ‘different than’.

**digital currency (cryptocurrency)** – always use both terms for clarity and for search engine optimisation (SEO) for online usage. The AML/CTF Act specifies digital currency but analytics show most people use cryptocurrency. They are also referred to as digital currency exchange (DCE) providers in the context of reporting entities.

**disclaimer** – the legal disclaimer for guidance content is automatically included on web each page of the AUSTRAC website. It cannot be edited or changed.

**drivers licence** – no apostrophe.

## E

**effect/affect** – see [Affect/effect](#).

**e.g.** – don’t use unless space is limited – for example, in a table or list. Use ‘for example’ or ‘such as’ instead.

**emphasis** – see [Bold](#).

**employees** – use in preference of ‘staff’ or ‘personnel’ in communications. This only refers to ongoing employees at AUSTRAC, refer to contractors separately.

There is one exception to collectively referring to employees. The AML/CTF Act refers to ‘the staff of AUSTRAC’ so use this language specifically in content that refers to the AML/CTF Act. For example, guidance materials.

**em dash** – see also [Dashes](#). We don’t use em dashes in government writing.

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**en dash** – see also [Dashes](#). If you're using an en dash to separate information in a sentence, make sure that the sentence would make sense if you took out the information.

The allies – the USA, Australia and New Zealand – signed the pact in 1951.  
The allies signed the pact in 1951.

To insert you can type Alt + 0150 (on the Number pad) or type 2013 then Alt + x.

**enrol, enrolled and enrolling** – double L for the last 2 terms.

**ensure** – complex, use 'make sure'.

**entities** – unless you are specifically referring to 'reporting entities (REs)' then use 'individual, business or organisation' where you can. Limit the use of entity on its own (not plain language).

**example names** – write them in the third person. Try not to use culturally specific names. Try using phrases such as Customer A, Employee B. If using Mr and Ms, alternate so there is roughly the same number of each. Don't use Mrs or Miss for example names. See also [Names](#). Refer to the Style Manual on [Gender and sexual diversity](#).

**expressions** – don't split expressions across 2 lines. You can use [non-breaking spaces](#) to keep 2 words together (for example 25,000 km, 11 April 2025).

## F

**FAQs** – headings presented as questions slow down user cognition. Refer to the Style Manual on why we [avoid using FAQs](#).

**fewer/less** – use 'fewer' for items you can count (fewer SMRs, fewer offences). Use 'less' for nouns you can't count individually (less awareness, less money laundering).

**focused, focusing** – one 's'; not focussed or focussing.

**formatting** – use headings, shorter paragraphs (1 to 4 lines) and bullet lists to introduce 'white space' and make the text easier to read and skim. Use the font, margins and spacing set up in the templates.

**forward slash (/)** – don't add space around it. Use an en dash (–) for financial years, not a forward slash.

**full stops** – don't use after a URL, if it's part of a sentence fragment or on a line by itself. Refer to the Style Manual on [Full stops](#).

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## G

**good practice** – use ‘good practice’ in a negative construction; for example, it is not good practice to do that. But use ‘best practice’ in a positive construction; for example, follow the Style Manual for best practice writing guidelines.

In guidance materials only use ‘good practice’ as we do not want to show preference towards a specific approach.

**glossary** – a glossary is a good way to explain terms, but you should also write them out in full at the first mention in every document/on every webpage. For AUSTRAC web content you can link to the [glossary](#). For intelligence products you can include a glossary at the end of the document.

## H

**headings** – structure content with headings. H1 is only used for the page title in web content, and major headings will be H2s. In documents/print material, use the Heading 1 style in Word for the document title, then H2, H3 etc. in the body of the document. In all file types, there should only be one H1/Heading 1 so the document is accessible. Refer to the Style Manual on [Headings](#).

**headings (acronyms)** – don’t introduce an initialism or acronym for the first time in a subheading. Spell it out and introduce it in the text following: The website glossary is an exception to this rule.

**headings (capitalisation)** – we use sentence case so only capitalise the first word and proper nouns. This also includes the titles of documents and publications.

**hyphenation** – compound nouns composed of an adjective followed by a noun are written as 2 words (i.e. not hyphenated): black market, red tape, free will. See also [Dashes](#).

## I

**in circumstances where** – complex, use ‘when’.

**initialisms** – these follow the same rules as acronyms, but you pronounce each letter in an initialism, rather than pronouncing it as a word. See [Acronyms](#).

**industry contribution levy** – always use the complete term industry contribution levy.

**italics** – do not use italics on the website as italics are bad for screen readers, and for readers with dyslexia. Do not use for the name of legislation or publications. Do not use

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italics for emphasis – see [Bold](#). Do not use italics for headings – use font size and bold. Refer to the Style Manual on [Italics](#).

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## J

**jargon** – avoid using jargon. When it's necessary, explain it at the first mention.

**justification** – for readability, left aligned text is better than full justification (both margins aligned) as it introduces uneven spacing between words.

## K

## L

**legislation (referring to)** – how you refer to legislation will depend on the context. For formal documents and guidance, use direct references to legislation. You may not need the full reference for general content. For web content, make use of the legislative references section. Don't start a sentence with a legislative reference. AUSTRAC website specific advice:

The core guidance content type has a field for legislative references that are displayed at the bottom of the page. This only needs to be completed for content for reporting entities (businesses). For the general public (e.g. travellers), you can omit legislative references altogether. See also [Acts](#).

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**legislation (sections and paragraphs)** – refer to the smallest unit of text that contains the information. Use lowercase except at the start of a sentence, and do not add full stops after the abbreviation. For example, use section 42 or s 42 for the whole section, and use paragraph 42(2) or para 42(2) for the specific paragraph. Refer to the Style Manual on [the units in an Act](#).

**links** – hyperlink text for web content rather than displaying the URL. But only hyperlink the words that describe the link destination, not punctuation around it. If you are adding the title of a page, capitalise the first letter. For example, refer to [Data breaches and AML/CTF considerations](#). In social media posts or printed content you should display the URL. It should be as short as possible. Refer to the Style Manual on [Links](#).

**link text (acronyms in)** – if using an initialism or acronym after a term, include the shortened form in the link text to help people using a screen reader. For example, [Suspicious Matter Reports \(SMR\)](#) not [Suspicious Matter Reports](#) (SMR).

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**lists** – they are great for readability and are preferred to listing items in a single sentence. Ideally limit lists to 3–4 items, with a maximum of 7 (readers start to lose track after 5–7 points). Split the list into 2 if you have more items than this. Avoid nested lists within lists.

There are 3 different types of list formats – refer to the Style Manual on [Lists](#).

Fragment lists – incomplete sentences	Numbered lists	Full sentence lists
No capitalising, semicolons or ‘and’ on second-last line. Only one full stop at the end of the last point. For example, When choosing an agent, consider if: <ul style="list-style-type: none"><li>• their services suit your needs</li><li>• they have the required experience.</li></ul>	Use a numbered (ordered) list when the order is important, such as a list of instructions. For example, Follow these 3 steps: <ol style="list-style-type: none"><li>1. Download the form from SAFE.</li><li>2. Fill out the form and seek delegate approval.</li><li>3. Submit the form via email.</li></ol>	Capitalise first word, full stop at the end of each line. For example, Think about the following: <ul style="list-style-type: none"><li>• Does your risk assessment work well?</li><li>• When does senior management review the process?</li></ul>

**Ltd** – no full stops for the abbreviation.

## M

**money** – see [AS](#).

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**more information** – in guidance or web content, use ‘For more information on [topic], visit [link]’ to link to another page.

**motor vehicle dealers** – motor vehicle dealers only fall under the Financial Transaction Reports Act 1988 (Cth) in their capacity as insurance intermediaries. This needs to be included in any reference.

**must** – use ‘must’ for any activities that are legislated requirements. Otherwise, use ‘should’ to indicate good practice or ‘may’ for discretionary steps to achieve compliance. Do not use ‘have to’ or ‘need to’.

## N

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**names** – for case studies, use Offender A, Company 1, Customer B. Do not make up names based on colours, flora and fauna etc. See also [Examples](#).

**names (real people)** – refer to ‘given name’ and ‘family name’ rather than ‘Christian name’ or ‘surname’. When creating name fields in a form, it’s more inclusive to have a single name field. Refer to the Style Manual on [Cultural and linguistic diversity](#) and [Personal names](#).

**non-breaking space and hyphen** – these ‘lock’ 2 terms together so they can’t split across 2 lines. Use in expressions, dates and measurements (sparingly for web-based content).

Non-breaking space – Control + Shift + Space bar

Non-breaking hyphen – Control + Shift + Hyphen

**nouns** – using a lot of nouns makes content passive and harder to read. Try to use verbs when you can and make it as active as possible. One way to identify nouns you can swap over is when the content says ‘the [noun] of’. For example, you could swap ‘The document outlined the exercise of powers’ to ‘The document outlined how to exercise powers’. See the Style Manual on [Sentences](#) or our [plain language fact sheet](#) for information about writing in active voice.

Commented [CB35]: Link to resource

**nouns (multiple)** – 3 or more nouns in a row (a noun train) are harder to understand because you read them as one big phrase. It’s best to rewrite the sentence and try to use more verbs. Refer to the Style Manual on [Noun trains](#).

Complex:

This extends to incident and AML/CTF compliance breach reporting.

Simpler:

This extends to reporting incidents and breaches of AML/CTF compliance.

**numbers** – spell out zero and one, then use numerals for 2 onwards. Refer to the Style Manual on [Numbers and measurements](#).

**numerals** – use commas with numbers of 4 or more digits (starting from 1,000). Refer to the Style Manual on [Choosing numerals or words](#).

## O

**On this page** – include an ‘On this page’ section (a hyperlinked contents list) for webpages that have more than 2 H2 subheadings.

## P

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**paragraph spacing** – don't add an extra empty line to create space between paragraphs when creating content in Word. This will cause problems when the text goes into the content management system. In Word, add paragraph spacing to your Normal style or subheading styles. The exception is HQ – in this case you do need to add an empty line to create spacing.

**passive voice** – don't use, see [Active voice](#).

Commented [CB36]: H3 link

**per cent** – it is now standard to use % in sentences. Don't add a space before it. However if spelling out the word, use 'per cent', not 'percent'.

**personnel** – use 'employees', 'people' or 'staff' instead of 'personnel'. See also [Employees](#).

Commented [CB37]: H3 link

**program** – use in the correct context, for example 'AML/CTF program'. Otherwise, avoid using 'program' when the focus is on what the entity is doing, rather than the fact that they have a program. For example, write 'Your customer due diligence should...' rather than 'Your customer due diligence program should...' as the focus is on the outcome. This helps to avoid noun trains. If you need to highlight that a specific program is part of an obligation then it would be appropriate to write 'your customer due diligence program'.

**pronouns** – use the gender neutral singular third person (they/them) rather than she/her or he/him unless referring to a specific person whose preferred pronouns you know. For example, the officer should inform their supervisor. Refer to the Style Manual on [Pronouns](#).

**Pty Ltd** – no full stops for the abbreviation.

## Q

**quotation marks** – when needed, use single quote marks ( ' ' ). Refer to the Style Manual on [Quotation marks](#).

## R

**referencing** – use the author–date system for most referencing. Use sentence case for the formal title of published works. Hyperlink the whole title if you're linking to a webpage and use the same capitalisation as the page title (e.g. our [Latest guidance](#) page). You can use italics when referencing published works or the full title of Acts in printed documents. Refer to the Style Manual on [Referencing and attribution](#).

**reporting entity (RE)** – RE does not refer to a regulated entity. Although you may use the terms 'regulated entities', 'regulated businesses' or 'businesses regulated by AUSTRAC' separately to RE.

## S

**salutation** – for external emails or letters when the person's name is unknown, use 'To whom it may concern'. 'Dear Sir/Madam' is an alternative but AUSTRAC prefers to not use gendered greetings. Refer to the Style Manual on [Salutations](#).

**semicolons** – avoid using in sentences. Simplify or split up the sentence instead, especially if it's a list. Don't use semicolons in bullet lists.

**should** – for actions that we want the user to take, but which are not a legislative requirement. We define this as good practice that is not a strict legal requirement.

**sign up** – verb is spaced, not hyphenated and 2 separate words.

**spacing** – see [Formatting](#).

**superseded** – use 'replaced' instead.

## T

**that** – you can usually remove 'that' from a sentence without changing the meaning. When required, it is usually preferred to 'which'. See also [Which](#).

**there are, there is** – avoid using when it only adds extra words. For example, 'if any transactions are suspicious' is shorter than 'if **there are** any transactions **that are** suspicious'.

**times** – use 12-hour time and add a space before 'am' or 'pm' (9:00 am, 5:00 pm). Refer to Style Manual on [Date and time](#).

**titles** – see [Referencing](#).

**tranche 2** – lowercase with a numeral.

**travellers cheque** – no apostrophe.

## U

**underline** – do not underline text as it looks like a link.

**unnecessary words (tautologies)** – avoid using words that repeat ideas, for example 'completely empty' or 'clearly certain'.

**up to date (noun)** – when it appears by itself there are no hyphens. For example, the website is up to date.

Commented [CB38]: H3 link

Commented [CB39]: H3 link

Commented [CB40]: H3 link

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**up-to-date** (adjective) – use hyphens when it describes a noun (an up-to-date risk assessment).

**the US** – is the correct shortened form for United States. Use USA when referring to the United States of America as a nation in shortened form.

**utilise** – complex, use ‘use’ instead.

V

W

**where** – only use when referencing a location, otherwise use ‘when’ to refer to a situation.

**which** – only use when you can remove the rest of the sentence without altering the meaning of the first part of the sentence. Otherwise, use ‘that’. Refer to the [Style Manual on Relative pronouns](#). For example:

This guidance relates to situations **that** AUSTRAC considers to pose the highest ML/TF risk.

A number of the scenarios outlined above may result in you forming a suspicion on reasonable grounds, **which** would require you to submit an SMR.

The second point is a full sentence before the comma – you could separate it into two sentences and it would still make sense.

**whom** – avoid using ‘whom’ where possible. If you can replace the word with the pronoun ‘he’ or ‘she’, use ‘who’. However, ‘whom’ is the correct choice if you can replace the word with ‘him’ or ‘her’ (e.g. one of whom, to whom it may concern, with whom).

**with** – don’t use ‘with’ to add information to the start or end of a sentence. You should reword or split the sentences – it makes them easier to read.

Complex:

The close partnership allowed law enforcement and financial institutions to focus on prevention and deterrence. with intelligence generated from the investigation leading to the arrest of additional offenders and the seizure of an additional \$4 million.

Simpler:

The close partnership allowed law enforcement and financial institutions to focus on prevention and deterrence. Intelligence generated from the investigation led to the arrest of additional offenders and seizure of an additional \$4 million.

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X

Y

**year** – for spans use 2012 to 2022. See [Dates \(spans\)](#) for more information. For financial years use 2023–24. For calendar years use 2023–2024.

Z

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OFFICIAL



# Top tips for writing digital content

Are you wondering where to start as you write content for a website? Wondering how to make your content engaging and easy to read? Here are some simple places you can start.

You can reach out to the Strategic Communications team for feedback or any questions! You can also refer to our [plain language fact sheet](#) for more information about writing good content.

## Think about your reader

When you write web content, your top priority should be your reader. Focus on what they want to know or what question they might be trying to answer. Always start your page with the most important information so your reader doesn't have to search for important information, and focus on keeping it brief and simple.

## Headings are your friend

Headings allow you to structure content and they provide a summary at a glance. Headings help readers to quickly scan a page to find specific content they are looking for, or know what kind of information they'll find on a page.

## Write content that you can skim

Not many people read web content from top to bottom. It's common for readers to jump around a page to find information relevant to them.

Readers find it easier to navigate content when it looks visually different – big blocks of text are hard to scan or differentiate between. Varied sentence lengths, short paragraphs and bullet lists are all good ways to keep your reader engaged.

## Use active voice

Active voice is a great way to make your content simpler and easy to read. It reduces confusion by identifying who is doing the action, and it also makes your sentences shorter and simpler. You can visit the [Australian Government Style Manual](#) for examples.

## Have a conversation with your reader

Talk to your reader as you're sharing information with them. People disengage when they read formal and complex language, so imagine you're having a conversation with them as you write.

Address them as 'you' and don't assume that everyone will want to read content full of jargon or long words. Try writing your content for someone reading it for the first time, like a new starter.



# Plain language and readability

## Why use plain language?

Plain language is a style of writing that focuses on engaging the reader in a clear and direct way. It helps the reader understand content by removing unnecessary complex language. It also focuses on what you want the reader to do or understand.

[Plain language benefits everyone](#), not just people with lower levels of literacy. In particular it's shown to help people who are time poor – the headings and shorter sentences make the content easier to scan. This means writing in plain language is just as useful for the specialist content that AUSTRAC produces.

Plain language also removes any grey areas within content. For example, in our guidance documents plain language helps distinguish between:

- legislative obligations
- AUSTRAC's expectations of reporting entities (REs)
- best-practice approaches we encourage REs to adopt.

## What should you aim for?

One way to measure readability is through the [grade level](#). The [Australian Government Style Manual](#) says that general government content should be around a [Year 7 reading level](#). When this isn't possible, it's best practice to provide an alternative format, like a video or a plain language summary. These standards also make sure we comply with accessibility standards, like the [Web Content Accessibility Guidelines \(WCAG\)](#), which government agencies must comply with.

At AUSTRAC, we need to strike a balance between technical accuracy and readability. With this in mind, we can aim to keep content as simple as we can while not changing its meaning.

We have set some goals, so each document we're aiming for:

- an average of 15 words per sentence, or less
- few to no sentences longer than 25 words
- less than 5% [passive voice](#).

We have also set some readability targets for each document or piece of content we produce. This includes content for internal and external audiences. These targets include a maximum reading level depending on the content type. We're aiming for 90% of content to meet these targets.

## Readability targets

Below we have outlined the readability targets and categories. You can find out more about the research behind these in our [background document](#).

### General or non-specialist content

We are aiming for a **Grade 10** reading level or below.

For an internal audience, this is any content that shouldn't require specialist knowledge.

For example:

- 'About AUSTRAC' content
- Introductions to different business areas
- HR, payroll, timesheet

For an external audience, this is any content for a general audience, not just REs or specialists.

For example:

- Home, About us, Glossary
- Individuals and partners pages
- Privacy and accessibility pages

### Reporting entity or technical content

We are aiming for a **Grade 11.5** reading level or below.

For an internal audience, this includes content specific to a certain business area or related to legislation. For example:

- Data governance
- Strategies and frameworks

For an external audience, this includes content for reporting entities or people who are familiar with AML/CTF. For example:

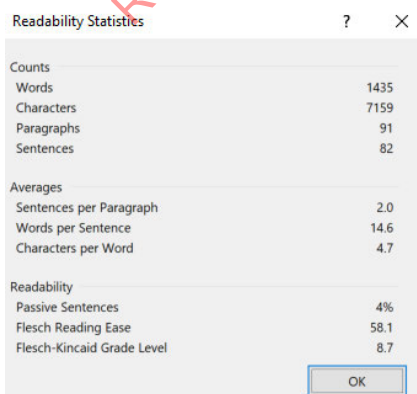
- Business and Enrol pages
- Intelligence products

### Articles or news content

We are aiming for a **Grade 11** reading level or below.

For both audiences, this includes any content in an article format – announcements, event updates and recaps, blog posts.

## How do you check your readability score?



The screenshot shows a 'Readability Statistics' window with the following data:

Counts	
Words	1435
Characters	7159
Paragraphs	91
Sentences	82
Averages	
Sentences per Paragraph	2.0
Words per Sentence	14.6
Characters per Word	4.7
Readability	
Passive Sentences	4%
Flesch Reading Ease	58.1
Flesch-Kincaid Grade Level	8.7

An 'OK' button is visible at the bottom right of the window.

You can check your readability score in Microsoft Word as you're drafting a document. You can find out how to set it up on this [Microsoft Support page](#). Once you set it up, first work through the spelling and grammar. After that a window pops up with the readability statistics.

Most of the statistics to focus on are towards the bottom, such as the Flesch-Kincaid Grade Level (the reading level of the document). This estimates how many years of education someone needs to read the document.

## What can you do to improve readability?

There are many ways you can make your writing simpler. You can explore some key techniques below. You can also check out the [Style Manual](#) – a one stop shop for government content creators.

### Understanding your audience

When you are creating content, you should think about its purpose. What do you need the reader to do or understand after reading your content? This can include thinking about:

- what your audience already knows
- what information they need
- what you want to draw their attention to.

You also want to make sure you're thinking about the reader's experience. How can you structure and edit your content to make it easier to read and absorb? If you wanted the reader to get one thing out of your content, what would it be? When you focus on your reader, you'll find yourself using a lot of plain language principles naturally!

### Headings and structure

Headings allow you to structure the content and they provide a summary at a glance. Headings can help readers quickly [scan a page](#) to find specific content they are looking for, or know what kind of information they'll find in a document.

Readers also find it easier to navigate content when it looks visually different – big blocks of text are hard to scan or differentiate between. Variety in sentence length, shorter paragraphs and bullet lists are all good ways to keep your reader engaged.

Using the right headings also helps to make your content accessible. You should use the Styles panel in the home tab of Word to set up your headings. There should only be one Heading 1 per document (the title) so most of your headings will be a Heading 2.

### Front loading information

It's important to think about what information your reader needs, and to prioritise it. This includes how you [structure](#) a whole page or document – you might have a summary at the start, or include a call to action or clearly labelled instructions. You can also use this approach when you structure sections, paragraphs and sentences.

## Active voice

[Active voice](#) is a great way to make your writing clear. It identifies the subject (who does the action) and the object. [Passive voice](#) is the opposite, and it often appears in complex content. It doesn't identify the subject of the sentence, and requires more effort from the reader to decipher.

Aim to have as little passive voice in your document as possible – ideally under 5%.

### Examples

Passive: The service you are asked to provide is for a new customer.

Active: A new customer *asks you to provide* a service.

Passive: Your ECDD program should outline what you will do when customer identification and verification cannot be successfully conducted.

Active: Your ECDD should outline what you will do when *you cannot successfully conduct* customer identification and verification.

Passive: When the ML/TF risk of the customer is identified as high, you collect more information in order to make an informed decision.

Active: When *you identify* that the customer's ML/TF risk as high, you collect more information in order to make an informed decision.

## Choose your words

Make intentional choices about the words you use. Don't use jargon, unnecessary extra words, or words that are more complex than they need to be. Use every day, clear and direct language whenever you can.

Some examples of simpler word choices are included below. The Style Manual has a page about word choice, including a [list of alternative words](#).

You can use technical words when research shows your audience understands them, but you should default to simple language whenever you can.

Instead of this	Try this instead
assist	help, support, guide
commence	start, begin
give consideration to	consider
make an application	apply
utilise	use

## Shorter sentences

Long sentences, especially ones with lists, contribute to reader fatigue. It takes more mental energy to retain the information and work out how to group the ideas. Often you can split long sentences into multiple sentences, or into bullet lists.

Aim for an average of 15 words per sentence across a document, and at most 25 words for any sentence. It's also best practice to aim to have no sentences longer than 25 words. This is in one block of text – bullet lists don't count as one sentence in this scenario. Visually you should aim to split up any sentence that goes for more than 2 rows of text when you have size 12 font.

### Example: Splitting up a 40 word sentence (Grade 24.2 to 14.6)

In order to avoid alerting the customer of the duty manager's suspicion and when obtaining the required additional information, the duty manager reviews additional CCTV footage to determine the customer's entry time, and the identification used to enter the premises.

*You can reorder the information to identify the action (reviewing CCTV footage) before the purpose (in order to...) and then split the purpose into a bullet list:*

The duty manager reviews additional CCTV footage to determine the customer's entry time and the identification used to enter the premises. They do this to:

- obtain the required additional information
- avoid alerting the customer of the duty manager's suspicion.

### Example: Splitting up a 36 word sentence (Grade 15.1 to 6.9)

The service you are asked to provide is for a new customer who is (or has a beneficial owner who is) a foreign PEP, or is a family member or close associate of a foreign PEP.

*You can split the 3 items into a bullet list. This makes it easier for the reader to separate and skim the items:*

A new customer asks you to provide a service, and the customer:

- is a foreign EP
- has a beneficial owner who is a foreign PEP
- is a family member or close associate of a foreign PEP.



Australian Government

AUSTRAC

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# AUSTRAC

## Brand Guide

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UPDATED NOVEMBER 2021

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## Applying the Logo

- Logo should be in prominent position
- Do not distort or stretch
- Use one high-contrast colour for logo
- Do not overlay on busy or patterned background

'Stacked' logo isolation zone



'Inline' logo isolation zone



### Clear space (X)

Keep the surrounding area of the logo clear of any other logos, text or visual elements. In the logo, the height from the top of the capital 'A' to the horizontal line is equal to the size of the clear space around the logo.

For further details please refer to page 5 of the [Australian Government Branding Guidelines](#)

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### AUSTRAC logo

### Logo + tagline

### Co-branding



#### Tagline options

##### 'Stacked'



##### 'Inline'



The tag line may be used either in a lockup with the logo or as a separate graphic element. The tag line may not appear larger or more prominent than the logo. Use of the tag line in so-called 'slogans' is not permitted.



In circumstances where a number of departments and/or agencies are to be identified the first logo displayed should be the document owner/publisher, followed by an equally owned product then a phabetical order of subsequent logos.

Where branding for an Australian Government program includes its own logo or partner logo, the Australian Government department and/or agency should be positioned first, followed by the program logo or partner logo. For more details please refer to pages 7-9 of the [Australian Government Branding Guidelines](#).

Use of the AUSTRAC logo, which includes the Commonwealth Coat of Arms (CoA) should comply with the [Australian Government Branding Guidelines](#).

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Colour variations



Full colour on white

White on dark

Full colour on dark

Black on white

## Complete palette



## Primary palette



## Primary palette cont.

Print

<b>CMYK</b> 100 57 9 52	<b>CMYK</b> 28 7 15 0	<b>CMYK</b> 35 15 0 65	<b>CMYK</b> 26 24 27 0	<b>CMYK</b> 49 0 28 0
----------------------------	--------------------------	---------------------------	---------------------------	--------------------------

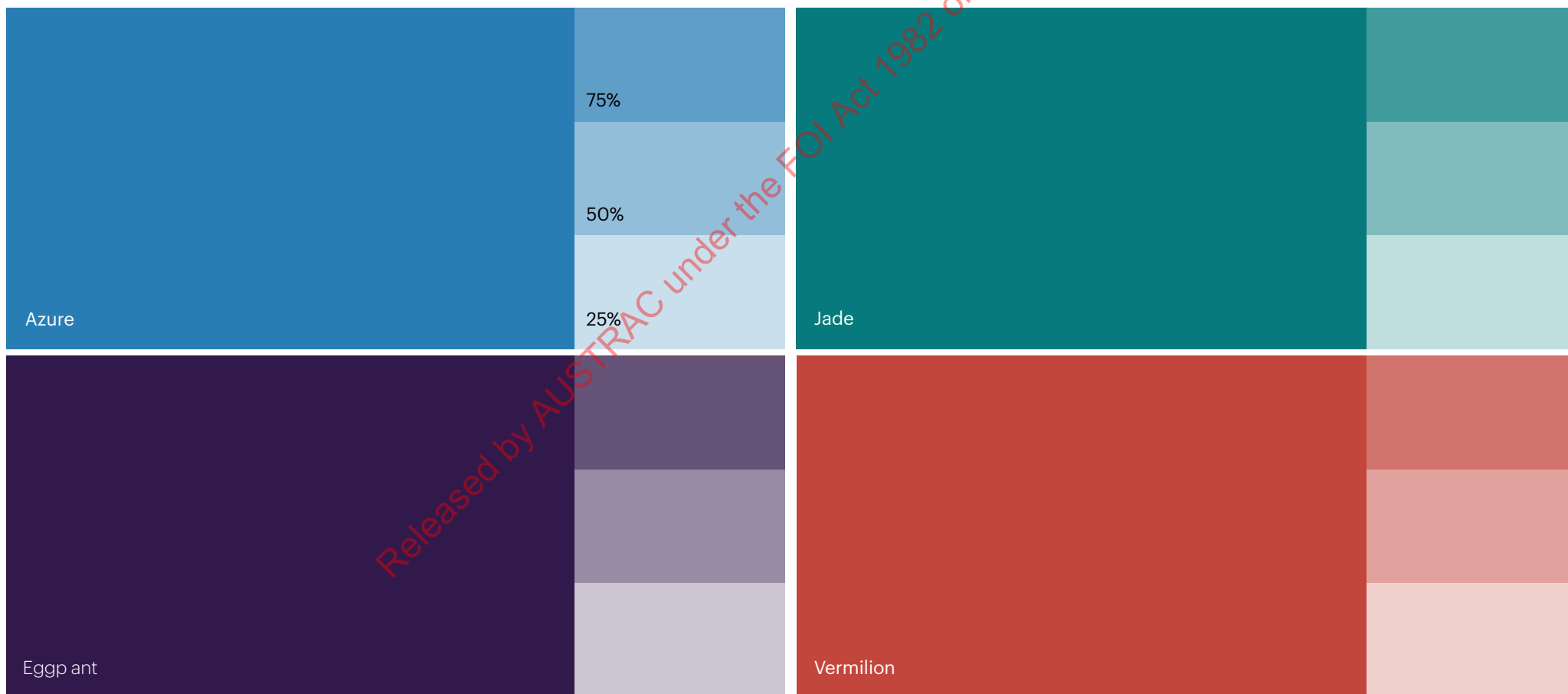
<b>PANTONE</b> 7694 C	<b>PANTONE</b> 566 C	<b>PANTONE</b> 7545 C	<b>PANTONE</b> Warm Grey 3	<b>PANTONE</b> 333
--------------------------	-------------------------	--------------------------	-------------------------------	-----------------------

Digital

<b>RGB</b> 1 66 106	<b>RGB</b> 182 211 212	<b>RGB</b> 57 75 88	<b>RGB</b> 191 183 176	<b>RGB</b> 94 196 180
<b>HEX</b> #01426A	<b>HEX</b> #B6D3D4	<b>HEX</b> #394b58	<b>HEX</b> #B B7B0	<b>HEX</b> #5EC4B4

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## Secondary palette



## Secondary palette cont.

Pr nt

<b>CMYK</b> 78 31 0 29	<b>CMYK</b> 87 35 49 10	<b>CMYK</b> 88 99 37 39	<b>CMYK</b> 17 86 82 6
---------------------------	----------------------------	----------------------------	---------------------------

<b>PANTONE</b> 7689 C	<b>PANTONE</b> 7717 C	<b>PANTONE</b> 669 C	<b>PANTONE</b> 7619 C
--------------------------	--------------------------	-------------------------	--------------------------

Dg ta

<b>RGB</b> 40 125 180	<b>RGB</b> 0 122 124	<b>RGB</b> 50 25 75	<b>RGB</b> 195 70 60
<b>HEX</b> #287DB4	<b>HEX</b> #007A7C	<b>HEX</b> #32194B	<b>HEX</b> #C3463B

T nts

75%			
50%			
25%			

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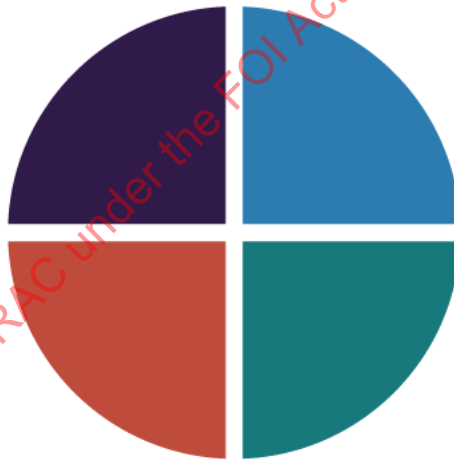


## Colour combinations guide

Primary palette



Secondary palette



Combination of palettes



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## Colour accessibility - sample guide with primary palette

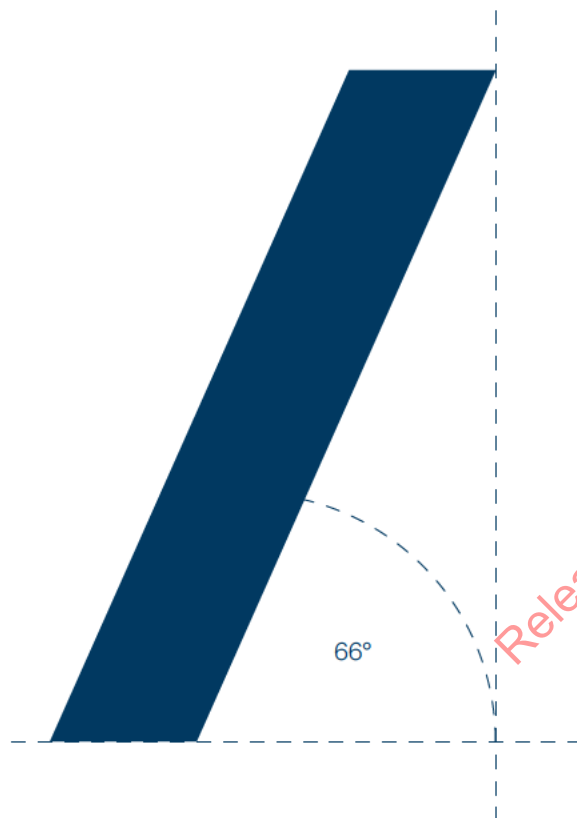
Colours must present a contrast ratio of at least 4.5:1 to be compliant, ideally WCAG AAA standard.

#ffffff	The quick brown fox jumps over the lazy dog.	Current Ratio 10.56 ✓	A	A	Berlin Blue + White
#ffffff	The quick brown fox jumps over the lazy dog.	Current Ratio 9.05 ✓	A	A	Anchor + White
#000000	The quick brown fox jumps over the lazy dog.	Current Ratio 13.26 ✓	A	A	Seafoam + Black
#1c2833	The quick brown fox jumps over the lazy dog.	Current Ratio 9.46 ✓	A	A	Seafoam + Anchor
#220b38	The quick brown fox jumps over the lazy dog.	Current Ratio 11.3 ✓	A	A	Seafoam + Eggplant
#000000	The quick brown fox jumps over the lazy dog.	Current Ratio 10.62 ✓	A	A	Warm Grey + Black
#1c2833	The quick brown fox jumps over the lazy dog.	Current Ratio 7.58 ✓	A	A	Warm Grey + Anchor
#220b38	The quick brown fox jumps over the lazy dog.	Current Ratio 9.05 ✓	A	A	Warm Grey + Eggplant

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## Graphic elements

This is the main design element, the edge is used as a consistent design element either as a slash shape as shown here, or the 66° angle can be used in background effect and other shapes. Groupings of slashes have been used as a design element across various collaterals.



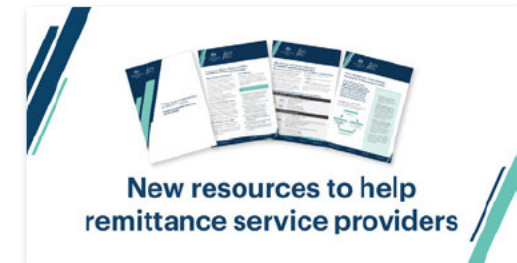
Grouping 1  
Primarily used upper left corner  
in colour and mono

Grouping 2  
Primarily used lower right corner  
in colour and mono

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### Examples of use



## Header typeface - Graphik

---

The primary typeface for professionally designed AUSTRAC materials is Graphik. It is available in a variety of weights, however Light and Medium are preferred. Caps can be used for headers of four words or less.

# Heading style sample

Headlines, subheads, document covers

### Graphik Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 ( . , : ; \$ & - )

Aa

“The quick brown fox jumps  
over the lazy dog”

# Heading style sample

Option for headlines, subheads, document covers

### Graphik Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 ( . , : ; \$ & )

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## Body Typeface - Myriad Pro

---

For long-format materials or documents with large amounts of text, Myriad Pro Light or Regular should be used. Variations such as condensed and extended options are available and should be used sparingly.

### Body text sample - Myriad Pro Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 (. , : ; \$ & -)

### Body text sample - Myriad Pro Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 (. , : ; \$ & -)

### Body text sample - Myriad Pro Light Condensed

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 (. , : ; \$ & -)

### Body text sample - Myriad Pro Semibold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 (. , : ; \$ & -)

Aa

“The quick brown fox jumps  
over the lazy dog”

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## Typography for Microsoft® products

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For materials produced in-house, such as Microsoft® Office applications including Word and PowerPoint projects, the system font Calibri is advised. This font is readily available on most PCs and doesn't require purchasing. Calibri Bold may be used sparingly.

### Calibri Regular

1234567890-=!@#\$%^&\*()\_+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Calibri Bold

**1234567890-=!@#\$%^&\*()\_+**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Aa

“The quick brown fox jumps  
over the lazy dog”

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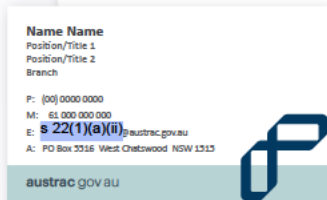
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The Anti-Money Laundering and Counter-Terrorism Financing (AMLF) is a world-leading public-private partnership established by AUSTRAC to harden the Australian financial sector to criminal exploitation and support law enforcement investigations into serious crime and national security matters.

Incorporating innovative, cutting-edge analytics, the Anti-Money Laundering and Counter-Terrorism Financing (AMLF) has fostered a new age of collaboration, bringing experts together from a range of organisations involved in the fight against money laundering, terrorism financing and serious crime.

To reflect the capabilities of the partnership, a dynamic visual identity has been developed that can be applied for different branding applications and formats.

The Anti-Money Laundering and Counter-Terrorism Financing (AMLF) is an AUSTRAC sub-brand, and sits within the AUSTRAC brand and colour palette. The Anti-Money Laundering and Counter-Terrorism Financing (AMLF) logo is a way displayed in a lockup with the AUSTRAC logo. This is to clearly show that it is an AUSTRAC-led partnership.



**Sydney** Level 7 Lower Zenith Centre  
82 Pacific Highway Chatswood NSW 2067  
Ph: 02 99 00 00  
F x: 02 99 00 04

**Melbourne** Level 30 40 William St  
Melbourne VIC 3000  
Ph: 03 8636 0000  
F x: 03 8636 0000



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### AUSTRAC + Fintel Alliance logo lockup



### Fintel Alliance landmark



The Fintel Alliance logo must be used in a lockup with the AUSTRAC logo at all times. Use of the AUSTRAC logo, which includes the Commonwealth Coat of Arms (CoA) should comply with the [Australian Government Branding Guidelines](#).

In circumstances where a number of departments and/or agencies are to be identified the first logo displayed should be the document owner/publisher, followed by an equally owned product then a partner or supplier.

Where branding for an Australian Government program includes its own logo or partner logo, the Australian Government department and/or agency should be positioned first, followed by the program logo or partner logo. For more details please refer to pages 7-9 of the [Australian Government Branding Guidelines](#).

The ribbon landmark may be used as a graphic element, but must not be the only brand element used. The logo lockup must also appear. See [page 20](#) for examples.

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## Colour variations

[See full colour guidance > Page 5 - 11](#)



Full colour on white



White on dark



Full colour on dark

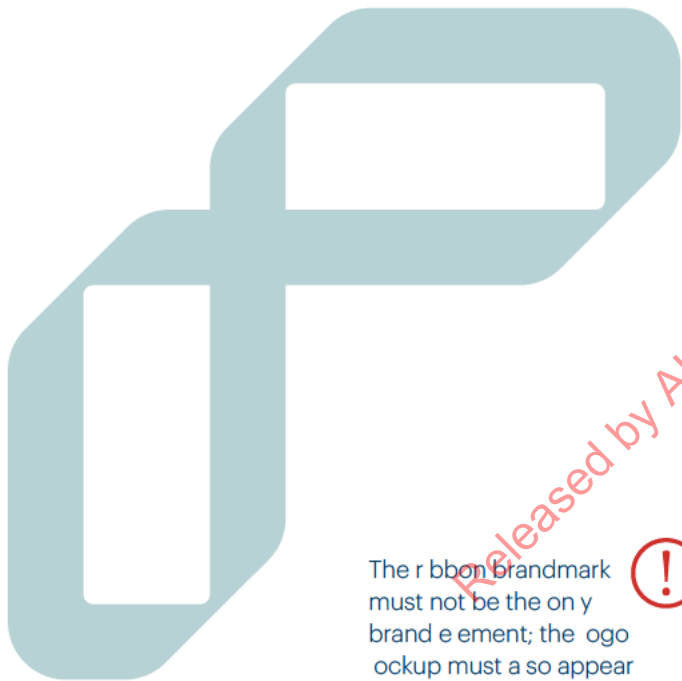


Black on white

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## Fintel Alliance brandmark used as graphic element

This is the main design element, the ribbon itself is used as a consistent design element used in background as a block colour or an image holding shape



The ribbon brandmark must not be the only brand element; the logo occupy must also appear



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## Useful information

### FILE TYPES

PNG / PNG or png files are intended for screen use only and predominantly used as a file for web or Microsoft® Office applications or graphics, as opposed to photos, PNGs should be used in preference over JPEGs as they are colour accurate and more versatile. PNGs also support transparent backgrounds.

JPEG / JPEG or jpg files are intended for screen use only, and best used when smaller file sizes are required. Most suitable for photographic images.

EPS / EPS or eps files are vector art and normally the preferred file type for print. Vector files can be reproduced at any size without loss of quality.

### COLOUR SPACE

RGB / The RGB colour space is intended for screen use only — PD's that will be uploaded online, websites, Microsoft® Office applications, etc.

CMYK / The CMYK colour space is intended for standard four colour print processes only — printed brochures and posters, pull-up banners, etc.

PMS / The PMS or Pantone® Matching System colour space is intended for printing with spot inks.

### IMAGE USE

Photography and illustrations must be owned by AUSTRAC before use. Requests for downloaded images from the internet, or other copyright requests, must be discussed with Strategic Communications (images CANNOT be used without permission from the owner of the image).

For commercial printing, images must be available at 300dpi (high resolution).

Consent forms must be used for all people actively engaged with the camera recording staff.

### CONTACT

All enquiries about the AUSTRAC brand should be directed to the Strategic Communications team.

Email [communications@austrac.gov.au](mailto:communications@austrac.gov.au)

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