CDPP

Australia's Federal Prosecution Service

CDPP
Branding
Style Guide

✴ Contents

✸ Introduction

Maintaining a consistent visual identity and style underpins all professional communication and the integrity of an organisations brand.

The CDPP Branding Style Guide provides you with practical advice and tips to ensure the CDPP presents uniform communications where the logo, colour palette and style is applied consistently.

This guide has been produced to improve and retain the integrity of CDPP's brand and maintain a common identity for all CDPP corporate material. The manual will allow you to achieve professional results in the reproduction of artwork across a suite of materials.

The CDPP brand is simple, easily recognised and plays a key part in identifying CDPP with all our stakeholders. It is important to clearly define the best ways in which the brand and logo should be applied to ensure brand consistency—this guide aims to achieve that goal.

This guide is supported by a suite of resources including templates and examples are provided in this guide for reference.

For more information or assistance consult the Communication team.

✴ CDPP Crest logo

The CDPP logo and Australian Government Crest must appear (consistently) across all material, and the components of the Crest and Logo cannot be altered in any way.

Only original logo artwork can be used – never 'scan' a logo from printed material or copy a logo from the CDPP website or intranet as this will result in a poor quality reproduction.

If you require an official version of the CDPP logo, please contact the CDPP Communication team.

Using the CDPP Crest

The CDPP Crest logo must appear on all CDPP materials and publications. It should never be altered in any way, shape or form.

In some cases it may be appropriate for the CDPP Crest and another logo to appear in the same design.

- In that situation, align both logos on the same horizontal grid with the text on the same line, match the x-height as shown below.
- The CDPP logo is always placed on the left.

Application

The CDPP Crest in conjunction with the CDPP branding elements will be applied across a range of materials including:

- Stationery
- Marketing material
- Advertising
- Internal communications
- Correspondence
- Digital

Inline version (preferred)

Inline mono

Inline reversed

Stacked version

Stacked mono

Stacked reversed

Minimum sizing and clearspace

To ensure the CDPP Crest logo maintains legibility and integrity, always preserve a minimum clearspace between the logo and other elements. The proportions of the logo should never be altered.

Minimum size

The minimum width of the Coat of Arms for print reproduction is 20mm.
It should never appear smaller than the minimum size shown here for screen and print.
Example below is shown to actual minimum size.

CDPP
Australia's Federal Prosecution Service

20mm

Minimum clearance

The clearspace around the crest ensures that other graphic elements and lettering do not intrude on this space. Where possible use more clearspace than the minimum.

x

x

x = 5mm

CDPP
Australia's Federal Prosecution Service

x

x = 5mm
The marque above shows the defined clearspace around the crest.

Logo on background colours

The CDPP Crest logo should only be used on very light or very dark solid blocks of colour. Do not use the logo on top of a photograph or gradient unless it sits on a very light or very dark area of the image. Use only either the mono or reverse versions of the logo.

If appearing on a block of colour it should adhere to the following guidelines. It should always be clear and visible.

Correct use on white

Correct use on black

Correct use on grey

Correct use on navy

Correct use on teal

Correct use on light teal

Correct use on blue

Correct use on yellow

Correct use on orange

✸ Colour palette

Primary

The primary colour is the first point of call when using colours for CDPP publications. All CDPP materials should use the primary colour navy.

Navy		
CMYK	96 69 45 45
RGB	4 55 75
Hex	04374B

Pop colours

The pop colours are the second point of call when using colours for CDPP publications. These colours should be used as a pop colour function along with the primary navy colour. If more than one pop colour is needed, up to 3 colours can be used together.

Teal		
CMYK	81 26 36 8
RGB	24 138 149
Hex	#188A95

Light teal		
CMYK	68 0 25 0
RGB	49 191 199
Hex	#31BFC7

Blue		
CMYK	90 0 10 0
RGB	0 178 221
Hex	#00B2DD

Yellow		
CMYK	0 20 96 0
RGB	255 204 28
Hex	#FFCC1C

Grey		
CMYK	0 0 0 60
RGB	128 130 133
Hex	#808285

Orange		
CMYK	0 75 98 0
RGB	242 101 36
Hex	#F26524

✸ Accessibility

The following examples define the accessibility standards with regard to colours:

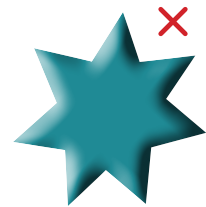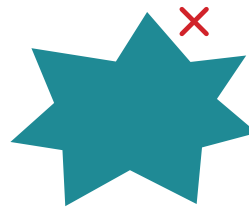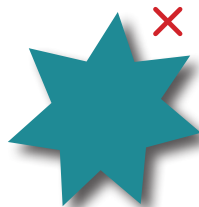|							
Fail	AAA	AA (18pt +)	Fail	Fail	Fail	AA (18pt +)	AA (18pt +)
AAA	Fail	AAA (18pt +)	AAA	AAA	AAA	AAA (18pt +)	AAA (18pt +)
AAA	Fail	AA (18pt +)	AAA (18pt +)	AAA (18pt +)	AAA	AA (18pt +)	AAA (18pt +)
AA (18pt +)	AA (18pt +)	Fail	Fail	Fail	Fail	Fail	Fail
Fail	AAA (18pt +)	Fail	Fail	Fail	Fail	Fail	Fail
Fail	AAA (18pt +)	Fail	Fail	Fail	Fail	Fail	Fail
Fail	AAA	Fail	Fail	Fail	Fail	Fail	Fail
AA (18pt +)	AA (18pt +)	Fail	Fail	Fail	Fail	Fail	Fail
AA (18pt +)	AA (18pt +)	Fail	Fail	Fail	Fail	Fail	Fail

✴ Brand element

CDPP star

The CDPP star forms part of the branding suite. This should be used as often as possible across all branding materials. The star cannot be distorted in any way and must stay in the ratio as provided.

The star can have any CDPP colour applied to it at any time as long as it falls within the colour and accessibility guidelines.

Never apply effects or distort the CDPP star, examples below.

If you require this design element, please contact the CDPP Communication team.

✸ Typefaces

Museo Sans

Museo Sans is the primary typeface of the CDPP. It is a highly legible sans serif typeface very well suited for any display and text use. It is primarily used as the body copy within large reports and publications and also headings within these. This font is generally used by the Communication team when producing corporate designs. i.e. Corporate Plan, Annual Report.

- Museo Sans 100 / 100 italic
- Museo Sans 300 / 300 italic
- Museo Sans 500 / 500 italic
- Museo Sans 700 / 700 italic
- Museo Sans 900

Calibri

Calibri is the in-house typeface of the CDPP. It is a versitaile family of typefaces that can be used for producing reports and presentation off the desktop. i.e. PowerPoint, Word, Excel.

- Light
- Light italic
- Regular
- Italic
- Bold
- Bold italic

✸ Typefaces

Primary typeface – Museo Sans

Museo Sans 100	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Museo Sans 100 italic	*abcdefghijklmnopqrstuvwxyz* *ABCDEFGHIJKLMNOPQRSTUVWXYZ* *1234567890*
Museo Sans 300	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Museo Sans 300 italic	*abcdefghijklmnopqrstuvwxyz* *ABCDEFGHIJKLMNOPQRSTUVWXYZ* *1234567890*
Museo Sans 500	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Museo Sans 500 italic	*abcdefghijklmnopqrstuvwxyz* *ABCDEFGHIJKLMNOPQRSTUVWXYZ* *1234567890*
Museo Sans 700	**abcdefghijklmnopqrstuvwxyz** **ABCDEFGHIJKLMNOPQRSTUVWXYZ** **1234567890**
Museo Sans 700 italic	***abcdefghijklmnopqrstuvwxyz*** ***ABCDEFGHIJKLMNOPQRSTUVWXYZ*** ***1234567890***
Museo Sans 900	**abcdefghijklmnopqrstuvwxyz** **ABCDEFGHIJKLMNOPQRSTUVWXYZ** **1234567890**

✸ Typefaces

In-house typeface – Calibri

Calibri light	abcdefghijklmnopqrstuvwxyz
	ABCDEFGHIJKLMNOPQRSTUVWXYZ
	1234567890
Calibri light italic	*abcdefghijklmnopqrstuvwxyz*
	ABCDEFGHIJKLMNOPQRSTUVWXYZ
	1234567890
Calibri regular	abcdefghijklmnopqrstuvwxyz
	ABCDEFGHIJKLMNOPQRSTUVWXYZ
	1234567890
Calibri italic	*abcdefghijklmnopqrstuvwxyz*
	ABCDEFGHIJKLMNOPQRSTUVWXYZ
	1234567890
Calibri bold	**abcdefghijklmnopqrstuvwxyz**
	ABCDEFGHIJKLMNOPQRSTUVWXYZ
	1234567890
Calibri bold italic	***abcdefghijklmnopqrstuvwxyz***
	ABCDEFGHIJKLMNOPQRSTUVWXYZ
	1234567890

✴ Branded material

Report and document templates

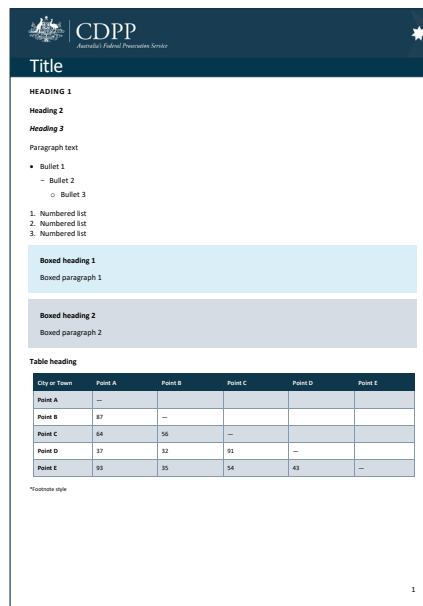The following Word templates are available in all corporate colours for download and use on The Desk – Report and Document Templates.

Business areas are not allocated specific colours from the palette – all colours are available for use.
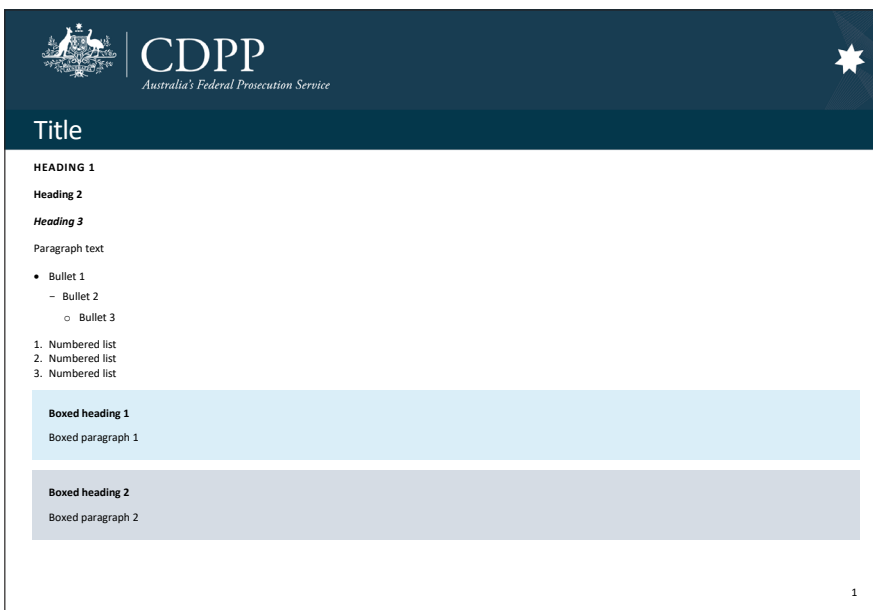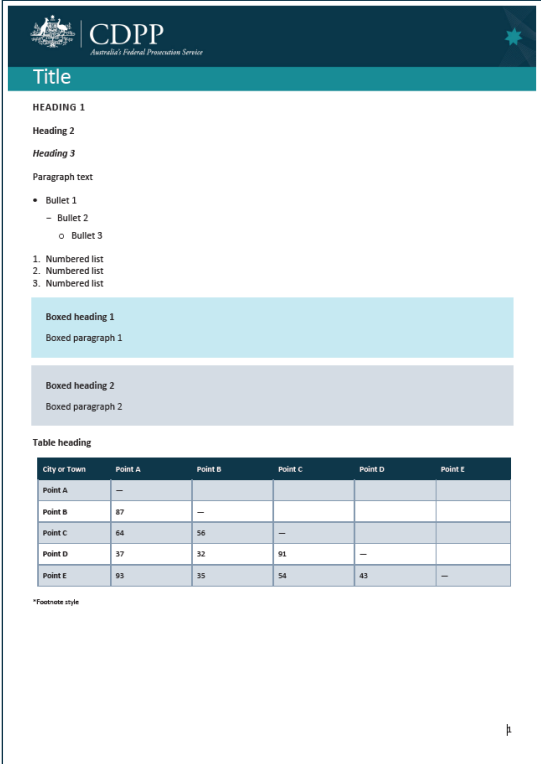
Long template

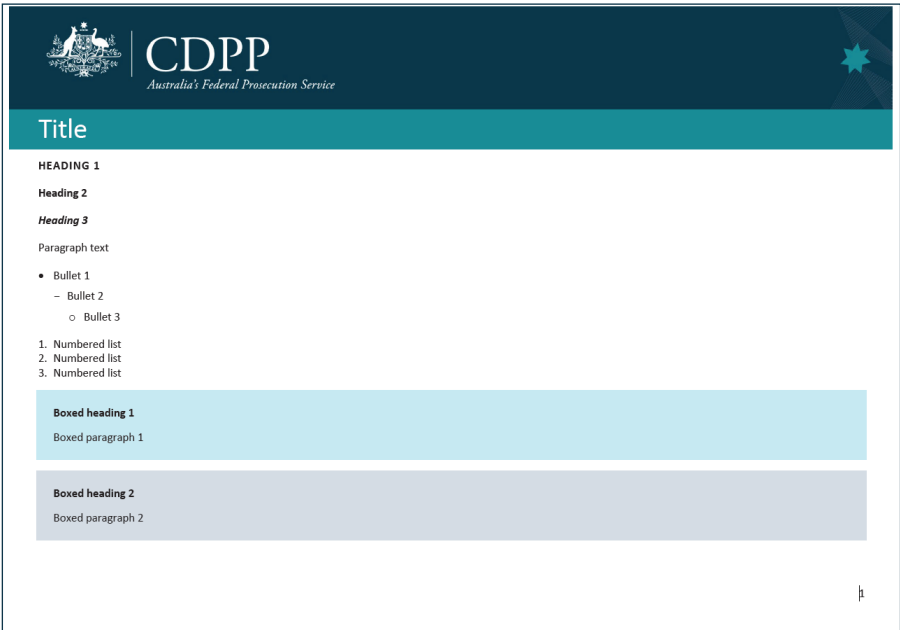### Short template

Landscape template

Fact sheet templates

The following fact sheet templates are available in all corporate colours for download and use on The Desk – Fact Sheet Templates.

Fact sheet template

Landscape fact sheet template

PowerPoint templates

The below PowerPoint templates are available in all corporate colours for download and use on The Desk – [PowerPoint Templates](#).

The Communication team can create custom branded templates.