



Australian Government
Office of Parliamentary Counsel

OPC Brand Guidelines



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Logo usage

In most circumstances, the OPC logo must have prominence over and above other images and graphic elements. Where possible, the logo must be placed at the top of the item it appears on and other logos, text or images must not be placed above or to the left of the logo. An individual logo must appear only once in a document.

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 in the illustrations below. 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 red Zs in the illustrations below). That measurement will vary depending on the size of the font used in the particular case. Please note that the isolation zone shown here must be seen as a minimum and can be greater; and that it applies to every form of the logo and in every application of the logo.



Minimum 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.



Logo usage

The logo must not be used as decorative or artistic element or as a watermark, and must not be overprinted with text or images.

Guidelines for limited colour use have been developed. The logo can be reversed – white on black – or can appear as a light colour on a dark colour (e.g. dark green, black, etc) or as a dark colour on a light colour. It is essential to ensure that any use of colour does not compromise the integrity of the logo. The logo must not appear in a pastel or light colour on a light background colour, or as a tint, gradient or stipple of any colour. The logo must not appear as a dark colour on a dark background.

The various elements of the logo must not be represented in more than one colour.

Use of a black and white logo on a particular product does not preclude the use of the logo in a different colour palette on other products.

 Australian Government Office of Parliamentary Counsel	 Australian Government Office of Parliamentary Counsel
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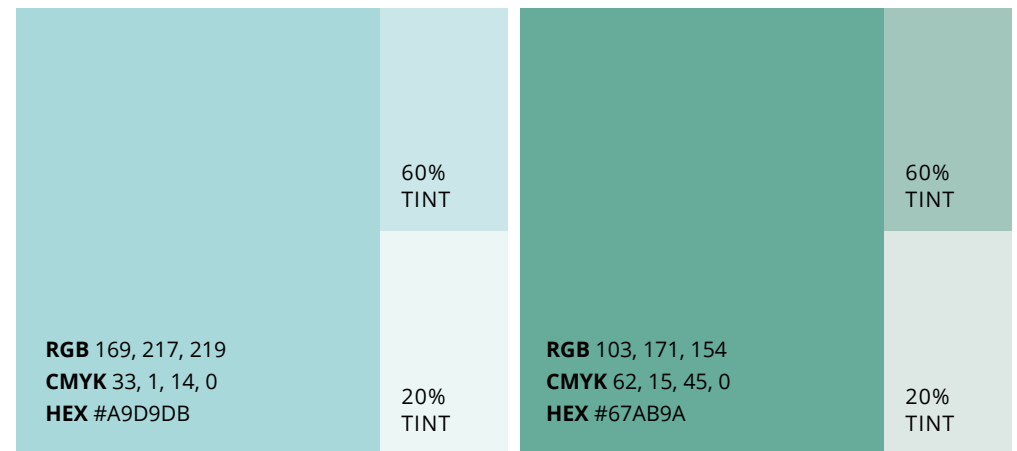
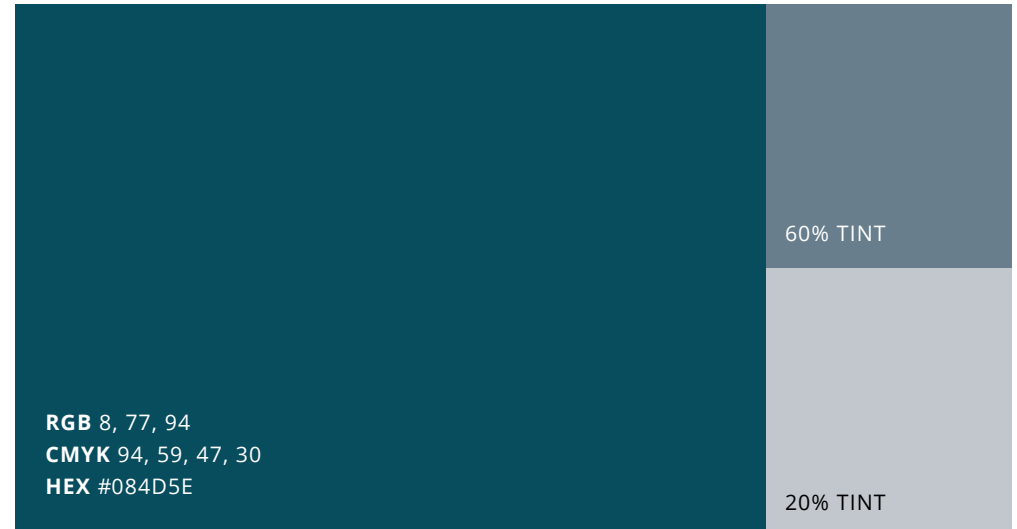
Colour palette

The OPC colour palette is professional yet contemporary. The primary colour is dark teal, with lighter shades of teal, light teal, grey and maroon as accent colours. The dominance each colour occupies in the palette is shown through their hierarchy on the right, along with the RGB, CMYK and HEX values. Care must be taken not to overuse the secondary colours as they could change the tone of the brand.

If there is a need to create new design assets, tints of the primary colours can be used if needed to create faded background graphic elements or background colours for text heavy documents. However tint should be used sparingly, only as background elements or colours, and should never replace the primary and secondary colours in terms of brand representation.

The teal primary colour and maroon secondary colour can be used to highlight important information, however accessibility must be kept in mind when doing this. The accessible colour combinations of text on background can be found on the following page.

PRIMARY COLOURS



SECONDARY COLOURS



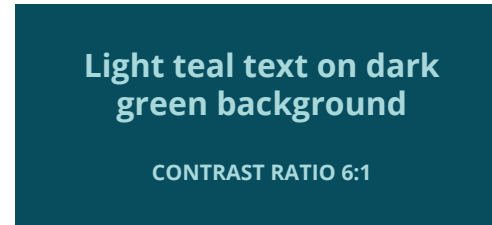
Colour palette

Accessible text combinations

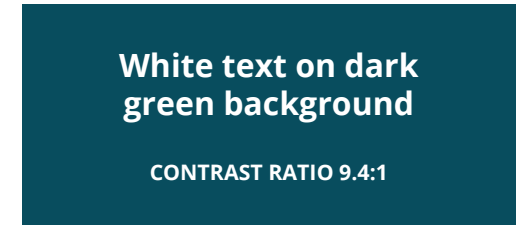
For people who are vision impaired, certain colour combinations of text on coloured backgrounds can be hard or impossible to read. It is currently standard practice to ensure digital assets produced are inclusive of accessible needs and diverse audiences. The WCAG 2.0 level AA standard is the general benchmark to test if digital assets are accessible or not.

This page shows the colour combinations that are both in line with OPC's visual identity and have acceptable contrast to pass the WCAG 2.0 AA standard of at least 4.5:1 for normal text and 3:1 for large text.

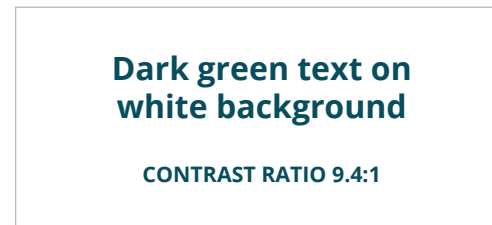
More information on accessibility can be found in the resource below:
webaim.org/resources



Text #A9D9DB BACKGROUND #084D5E



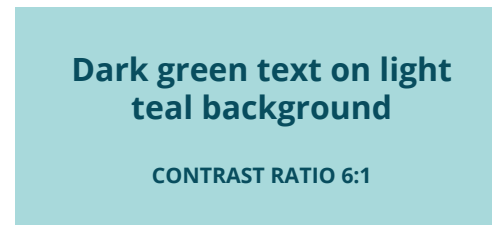
Text #FFFFFF BACKGROUND #084D5E



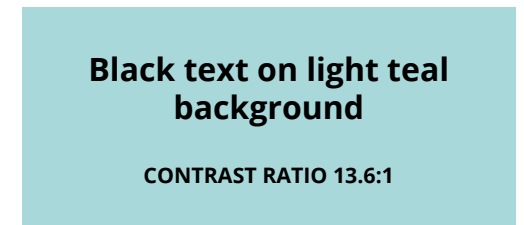
Text #084D5E BACKGROUND #FFFFFF



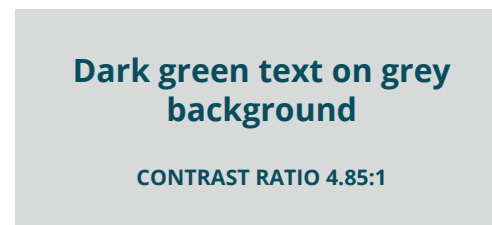
Text #CD4656 BACKGROUND #FFFFFF



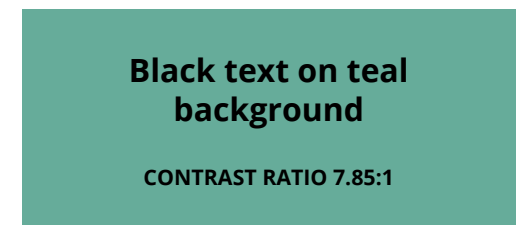
Text #084D5E BACKGROUND #A9D9DB



Text #000000 BACKGROUND #A9D9DB



TEXT #084D5E BACKGROUND #D9D9D9



Text #000000 BACKGROUND #66AC9A

Typography

The primary typeface of OPC is Open Sans, a clean and modern sans serif. Open sans is professional yet modern, reflecting the OPC brand. It should be used for headings and subheadings only. However for banners, social media and signage either font can be used to achieve the desired visual result.

EB Garamond is the complementary font to Open Sans, it is a classic serif font which has been adapted for digital use, with high legibility and readability. EB Garamond should be used for body copy only.

HEADINGS

Open Sans Extrabold

Open Sans Bold

Open Sans Semibold

Open Sans Bold

Open Sans Light

BODY COPY

EB Garamond Extrabold

EB Garamond Bold

EB Garamond Semibold

EB Garamond Medium

EB Garamond Regular

Graphic elements

Additional visual elements help to bring the OPC brand to life, these include three abstract shapes inspired by the text “OPC”. These shapes can be used in a variety of ways to create graphics which can add visual interest to documents and presentations. Some examples of how the shapes can be arranged are shown on the next page.

The shapes can also be blown up and used as containers for photography, as shown in the sample applications on the next page.

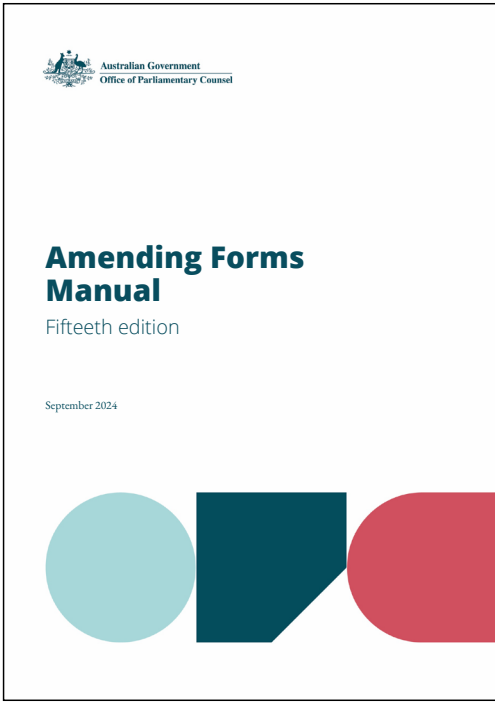
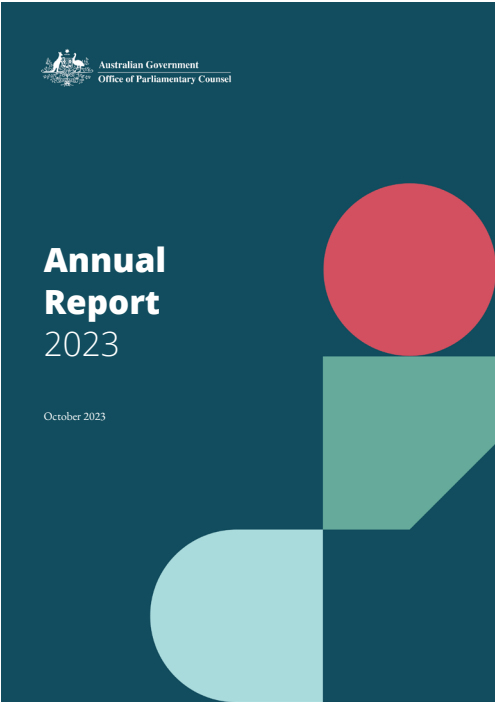
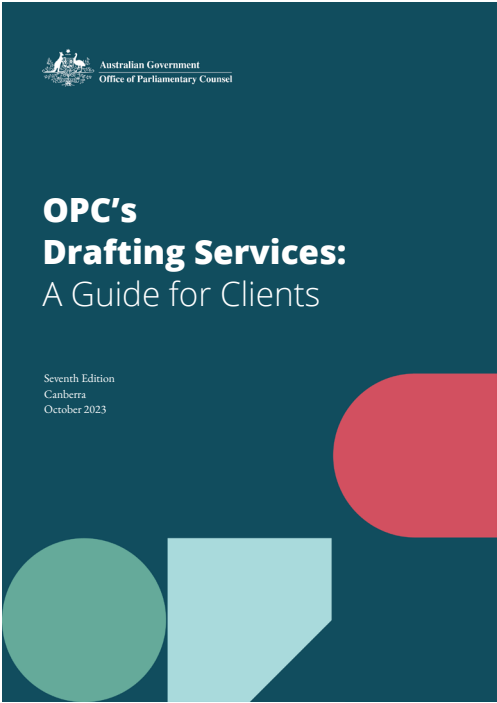
Do not overuse these graphic elements when creating new design assets, there should be sufficient white space in any given layout, giving the content room to breathe.

Graphic element
inspiration



Sample applications

Report covers



Sample applications

Presentation templates

Australian Government
Office of Parliamentary Counsel



2023-24 Corporate Plan

For the period 2023-24 to 2026-27

October 2023

Introduction

The Office of Parliamentary Counsel acknowledge the Traditional Owners and Custodians of the lands on which we work and pay respects to Elders past, present and emerging.

We recognise and celebrate the diversity of Aboriginal peoples and their ongoing cultures and connections to the lands, waters and community.

2023-24 Corporate Plan

Introduction

The Office of Parliamentary Counsel (OPC) plays a role at the centre of Government, drafting and publishing Commonwealth legislation for all Australians.

We are a team of dedicated specialists, with deep expertise in drafting and publishing legislation. With our focus on the statute book as a whole, we have the opportunity to work across all subject matters, and the privilege to work with many Commonwealth agencies.

OPC's 2023-24 Corporate Plan covers the periods 2023-24 through to 2026-27.

This plan has been prepared, in accordance with the *Public Governance and Accountability Rule 2014*, under paragraph 35(1)(b) of the *Public Governance, Performance and Accountability Act 2013* (the *PGPA Act*).

This plan sets out OPC's mission and purposes, the key activities that OPC will undertake to achieve its purposes, the context in which we work, and how we will measure our performance in achieving our purposes over the period of the plan. It also addresses our key risks and our strategies to mitigate those risks.

This plan is a central part of our business planning and performance framework.

OPC will report progress on this plan through the annual performance statements in the Annual Report, as required by subsection 38(1) of the PGPA Act.

Meredith Leigh
First Parliamentary Counsel August 2023

2023-24 Corporate Plan 1

Australian Government
Office of Parliamentary Counsel

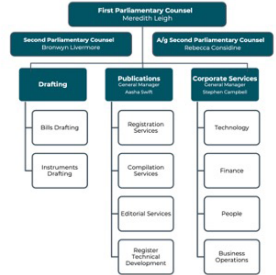
Our Key Activities

2023-24 Corporate Plan

Our structure

To achieve our purposes, we work across three broad workgroups:

- Drafting workgroup
- Publications workgroup
- Corporate services workgroup



2023-24 Corporate Plan

Sample applications

Digital assets

