

LEX 78851



Australian Government

Department of Climate Change, Energy,
the Environment and Water

Released by DCCEEW under the
FOI Act 1982

One DCCEEW

Visual identity manual

Version 0.8 | December 2023

Table of contents

| | |
|---|-----------|
| Introduction | 4 |
| One DCCEEW | 5 |
| Visual identity | 5 |
| Vision | 5 |
| Purposes | 5 |
| Gur. Ngurra. Wir. (Land Sea Sky) | 6 |
| The department's crest | 7 |
| Applying the crest | 7 |
| Exclusion zone | 8 |
| Minimum size | 8 |
| Crest colour use | 9 |
| Incorrect use of crest | 10 |
| Branding with other Australian Government agencies | 11 |
| Co-branding | 12 |
| Due recognition words for independent reports commissioned by the department | 14 |
| Portfolio agency crests | 15 |
| Departmental alignment | 16 |
| Brand architecture | 16 |
| Design elements | 17 |
| Departmental colour palette | 17 |
| Typography | 18 |
| Graphic device - The ripple | 19 |
| Patterns | 21 |
| Photography | 22 |
| Example application | 24 |
| Endorsed brands examples | 27 |
| Endorsed brands examples | 28 |
| Sub-brands examples | 29 |

| | |
|---|-----------|
| Templates | 30 |
| Word templates | 30 |
| PowerPoint templates | 34 |
| Useful assets | 36 |
| Microsoft Teams backgrounds | 37 |
| Business cards | 38 |
| Website assets | 39 |
| Intranet assets | 41 |
| Social media | 42 |
| Social media tiles | 43 |
| Essential content and other considerations | 45 |
| Acknowledgement of Country in publications | 45 |
| Copyright and disclaimer statements | 45 |
| Page numbers | 47 |
| Campaigns | 47 |
| Department's web address | 48 |
| Paper requirements | 48 |
| Print procurement | 48 |
| Product codes | 49 |
| Accessibility | 49 |
| Data visualisation | 49 |
| Artificial intelligence (AI) generated content | 49 |
| Signature blocks | 50 |
| Communication Strategy and Services | 50 |
| Writing guide | 51 |
| Australian Government style manual | 51 |

Introduction

Welcome to the Department of Climate Change, Energy, the Environment and Water's visual identity manual. This manual has been developed to help staff apply the new visual identity and create consistent departmental material.

This summary manual introduces the elements that make up the department's visual identity. The graphic elements have been designed to be as simple and flexible as possible, allowing for creative freedom within a structured framework.

This manual is designed to help in all aspects of the creative process, from briefing through to production. It should be viewed as a starting point for the design of any communication product.

The department uses the Australian Government style manual which outlines the writing style and conventions that should be used for all written communication and ministerial liaison.

Any enquiries regarding the application of this manual or design requests should be addressed to either the account managers, strategiccommunication@dcceew.gov.au or the corporate@dcceew.gov.au team.

One DCCEEW

Visual identity

Our visual identity is underpinned by the artwork Gur. Ngurra. Wir (Sea. Land. Sky).

The artwork represents 3 layers of Indigenous Country; Land, Sea, and Sky. The ripple shape of the artwork symbolises how human impacts and Climate Change cascade through Country like a ripple; what happens on the land impacts the sea and flows on and affects the sky. This highlights the interconnectedness and overlapping nature of the work we do in our department.

We have used the ripple from the artwork as the unique identifying element for our new visual identity. This style manual will provide an in-depth overview of the DCCEEW visual identity and how all the elements combine together to create a strong visual brand.

Vision

An Australia that is prosperous because it is sustainable, with community and Country at the heart of our actions.

Purposes

We drive Australian climate action; transform Australia's energy system to support net zero emissions while maintaining its affordability, security and reliability; conserve, protect, and sustainably manage our environment and water resources through a nature positive approach; protect our cultural heritage; and contribute to international progress on these issues.



The artwork

Gur. Ngurra. Wir. (Land Sea Sky)

The artwork underpins DCCEEW's visual identity. The essence of the artwork has informed the structure and colour palette. Elements of the artwork have been used throughout the visual identity, including patterns, shape and standalone imagery such as animals, plants and structures used throughout the artwork.



Note, The artwork underpins the One DCCEEW visual identity. It is important that the artwork not be confused for the visual identity itself. Staff are not to use any elements from the artwork and the artwork must not be used on any departmental products. See Permitted use of the artwork below for more information.

About the artwork – the artists' story

The artwork represents 3 layers of Indigenous Country; Land, Sea, and Sky. The ripple shape of the artwork symbolises how human impacts and Climate Change cascade through Country like a ripple; what happens on the land impacts the sea and flows on and affects the sky. This highlights the interconnectedness and overlapping nature of the work we do in our department and emphasises the holistic concept of Country.

DCCEEW strives to create an Australia that is prosperous because it is sustainable. Community and Country is key to sustainability and is why a meeting place symbol is at the centre of the artwork. The layers rippling out from the centre symbolise the geographical spread of Australia's landscape, with the desert at the core, spreading out into our grasslands and waterways, to our tropical rainforest and dense temperate forests surrounded by our oceans and beyond to reefs and Torres Strait Islands in the north and down to the Antarctic in the south.

The artwork incorporates contemporary Aboriginal and Torres Strait Islander symbols, and highlights animals from DCCEEW's priority threatened species list to emphasise the fragile nature of Australia's ecosystems. It also represents the commitment from our government to conserve, protect, and sustainably manage our environment and water resources through a nature positive approach.

Permitted use of the artwork

DCCEEW acknowledges that Daniel Apps, Bec Salcole and Jimi.K Thaiday are the artists and the owners of the intellectual property of the artwork, Gur. Ngurra. Wir. (Sea. Land. Sky), 2023.

Daniel Apps, Bec Salcole and Jimi.K Thaiday and DCCEEW have a licence agreement in place. The agreement provides DCCEEW with a licence to use the artwork and its graphic elements on agreed terms.

No-one else is permitted to use or reproduce the artwork or any of its graphic elements without express written permission from Corporate Communications and Creative Services in accordance with the licence agreement.

Attribution and copyright notice for the artwork

©Daniel Apps, Bec Salcole, Jimi.K Thaiday, Gur. Ngurra. Wir (Sea. Land. Sky) 2023.

Printing

It is preferable for the artwork to be printed by a First Nations supplier unless constraints on time, materials or cost are unable to be met.

Artwork print requests must always go through Corporate Communications and Creative Services for approval.



The department's crest

Applying the crest





In June 2003 the Australian Government decreed that the Australian Coat of Arms combined with a consistent treatment of the Australian Government wording would be used as the common design across all Australian Government departments and agencies.

The Department of the Climate Change, Energy, the Environment and Water's version of this design follows these government rules. It comprises the Coat of Arms, the Australian Government text, a horizontal dividing line and the department's name.

The crest should be placed on all internal and external communication material and meet the following Australian Government requirements:

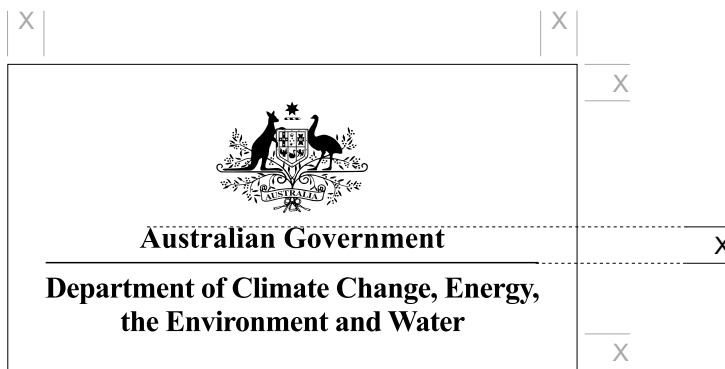
- The crest must be used as supplied and documented in this manual.
- The crest must appear only once on any given page in one colour, preferably black or reversed out of a dark coloured background.
- The crest must have prominence over the layout, all other images, graphic and text elements. Where possible it should be placed at the top left corner of the item it appears on.

Do not extract the crest files directly from this manual. Visit [Departmental Templates](#) on the intranet to download copies of the crest.

| | |
|-----------------------------|--|
| <p>Inline design</p> |  <p>Australian Government</p> <hr/> <p>Department of Climate Change, Energy, the Environment and Water</p> |
| <p>Stacked design</p> |  <p>Australian Government</p> <hr/> <p>Department of Climate Change, Energy, the Environment and Water</p> |
| <p>Strip design</p> |  <p>Australian Government</p> <hr/> <p>Department of Climate Change, Energy, the Environment and Water</p> |
| <p>Stacked strip design</p> |  <p>Australian Government</p> <hr/> <p>Department of Climate Change, Energy, the Environment and Water</p> |

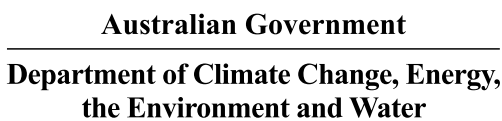
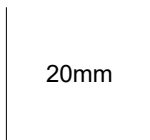
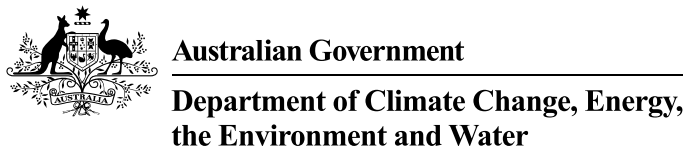
Exclusion zone

An exclusion zone has been established to ensure the integrity of the crest is not jeopardised through crowding. The exclusion zone must be kept clear of any other images, elements or graphics. The exclusion zone is defined as the distance from the top of the upper case **A** in Australian Government to the bottom of the horizontal line. Examples are shown below:



Minimum size

The minimum width of the crest is determined by the Coat of Arms being at least 20mm wide, or 65 pixels for screen-based publishing, with the rest of the crest in proportion as supplied. Some exceptions may apply to items that physically demand a smaller crest.



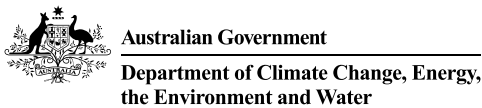
Crest colour use

The crest should only be produced in one colour, preferably black on a light coloured background or white reversed from a dark coloured background. A little flexibility is given to accommodate the crest being reproduced in colour but it is essential that the dignity of the crest is not compromised by a lack of contrast, i.e. a light coloured crest on a pastel or light coloured background, or a dark coloured crest on a deep or dark coloured background.

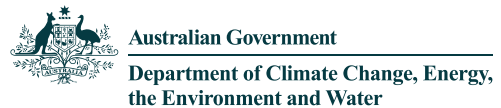
The crest should never be placed over an image or heavily textured background or as a tint of a colour.

Acceptable forms of the crest are shown below.

One colour—black



One colour—primary colour



One colour—reversed



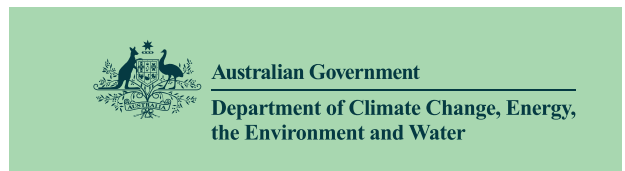
One colour—reversed



Black crest on coloured background



Primary colour crest on light background



Incorrect use—dark on dark



Incorrect use—no contrast



Incorrect use of crest

The dignity of the crest must be maintained. Use only the files supplied, do not extract the crests from this document, scan, or otherwise reverse engineer them. Do not manipulate the crests or alter them in any way other than size (ensuring they are scaled proportionately).

Do not alter the crest proportion (height vs width) or the elements within the crest, do not alter the number of colours, do not change the font and do not rotate or skew the crest.

See below for examples of incorrect use.

Original crest for comparison



Australian Government
**Department of Climate Change, Energy,
 the Environment and Water**

Altered sizes and position



Australian Government
**Department of Climate Change, Energy,
 the Environment and Water**



Australian Government
**Department of Climate Change, Energy,
 the Environment and Water**



Altered colour



Australian Government
**Department of Climate Change, Energy,
 the Environment and Water**



Australian Government
**Department of Climate Change, Energy,
 the Environment and Water**



Altered proportion



Australian Government
**Department of Climate Change, Energy,
 the Environment and Water**



Australian Government
**Department of Climate Change, Energy,
 the Environment and Water**



Rotated on page



Australian Government
**Department of Climate Change, Energy,
 the Environment and Water**



Released by DCCEEW under the FOI Act 1982

Branding with other Australian Government agencies

In circumstances where a number of departments and/or agencies are to be identified, for example on a sponsorship acknowledgment, the department or agency names can be listed below the line. Examples of a mixed agency crest are shown below—this protocol can apply to all versions of the design. All protocols for exclusion zones, minimum size and colour apply. These crests must only be created by the DCCEEW Graphic Design team.

Alternatively, the Australian Government can be identified as a whole, with the Coat of Arms appearing with the Australian Government text only.

The department with the most senior minister should be put first. Visit the Current Ministry list https://www.aph.gov.au/about_parliament/parliamentary_departments/parliamentary_library/parliamentary_handbook/current_ministry_list to determine the most senior minister.



Australian Government

**Department of Climate Change, Energy,
the Environment and Water**

**Department of Agriculture,
Fisheries and Forestry**



Australian Government

Co-branding

As outlined in the Department's Crest section on page 7 of this manual, the DCCEEW crest must always have prominence over and above other images and graphic elements, including other crests.

Non-federal government crests

The preferred placement of non-federal government crests is the bottom left of the title page, or on the back cover. Business areas can apply for an exemption to this rule if there is a strong business case to have a crest in the header opposite the department's crest. Requests for exemptions can be sent to brand@dcceew.gov.au for consideration.

Australian Government initiative

Separate branding may be allowed on products with the Coat of Arms and the words An Australian Government Initiative.

In cases where an initiative or program has an exemption from departmental branding, it may be appropriate to use the Australian Government Initiative crest.

The department's publications allow for program branding identification (including colours and graphic elements) and are discussed further in the brand manual.



An Australian Government Initiative

Program branding

Where the branding for an Australian Government program includes its own crest (e.g. National Water Grid, or Clean Energy Regulator), that program crest can be used in conjunction with the department's crest, Australian Government crest or Australian Government initiative crest, with a line separating them in the middle.



Due recognition words for independent reports commissioned by the department

Due recognition words may be used to identify the department's funding of independent reports/papers where corporate branding is not applied.

Due recognition words may only be used in place of the department crest in some instances. For example where the:

- project is a joint initiative with other Australian Government agencies
- project is a joint initiative with state and territory agencies
- project is a joint initiative with private agencies
- department has commissioned an independent company to prepare a report.

When using the due recognition words you must:

- take them directly from the approved words provided to you by the department
- use the words in their entirety
- ensure the words appear in a way they can be clearly read—no smaller than size 10pt font.

Below are some examples of due recognition words:

- The [insert name of third party program/project/initiative] is funded by the Department of Climate Change, Energy, the Environment and Water.
- Funded by the Department of Climate Change, Energy, the Environment and Water through the [insert third party's project/initiative/program].
- Supported by the Department of Climate Change, Energy, the Environment and Water through the [insert third party's project/initiative/program].
- An independent report presented to the Australian Government Portfolio Ministers for the Department of Climate Change, Energy, the Environment and Water by [insert third party's project/initiative/program].

Portfolio agency crests

We are a large and diverse portfolio. This includes agencies, statutory and non-statutory bodies, independent advisors, and industry representatives.

Agencies and statutory bodies operate under their own legislation.

In circumstances where multiple departments and/or agencies are to be identified the agencies can be listed below the line as per example on page 11 of this manual.

Affiliated portfolio agencies listed below are treated as distinct entities and are authorized to use separate branding that aligns with their respective visual identity.

Visit the [departmental organisational structure](#) to see what groups these portfolios sit under.



Australian Government
Climate Change Authority



Australian Government
Bureau of Meteorology



Australian Government
Clean Energy Regulator



Australian Government
North Queensland
Water Infrastructure Authority



Australian Government
Australian Renewable Energy Agency



Australian Government
Sydney Harbour Federation Trust



Australian Government
Great Barrier Reef
Marine Park Authority



Australian Government
Australian Energy Infrastructure Commissioner



**CLEAN ENERGY
FINANCE CORPORATION**



Australian Government



Australian Government



AUSTRALIAN INSTITUTE
OF MARINE SCIENCE



Departmental alignment

To foster a One DCCEEW vision for the department all endorsed programs and sub-brands within DCCEEW are required to adhere to the newly established departmental identity. The artwork that forms the foundation of this visual identity permits the use of unique patterns and designated colours from the palette. This enables each area to possess a distinctive visual character while still harmoniously aligning with the overarching DCCEEW visual framework.

Approval of endorsed programs and sub-brands can only be provided by Corporate Communications and Creative Services, the brand managers for DCCEEW.

Brand architecture

One DCCEEW Visual Identity



Australian Government
**Department of Climate Change, Energy,
 the Environment and Water**

Portfolio partner

Portfolios affiliated with DCCEEW that require a separate identity to the department.

For the full list of portfolio partners see <https://www.pmc.gov.au/resources/administrative-arrangements-order-13-october-2022>

Portfolio partners:



Australian Government
Clean Energy Regulator



Australian Government
Climate Change Authority



Australian Government
Bureau of Meteorology

Endorsed program

Programs and initiatives that sit within DCCEEW but may require bespoke elements from the visual Identity. Endorsed programs have a **tailored DCCEEW crest**.

Contact account manager to confirm if your program can qualify for an endorsed approach.

Endorsed program examples:



Australian Government
**Department of Climate Change, Energy,
 the Environment and Water**
 Australian Antarctic Division



Australian Government
 Commonwealth Environmental Water Office

Sub-brands

Initiatives run through or by the department that require a small level of identification. These initiatives will use the master DCCEEW visual identity, but may have an associated word-mark.

Contact account manager to confirm if your division qualifies for a sub-brand.

**If a heightened level of branding is necessary, approval from OSEC may be required*

Sub-brand examples:

**Rewiring
 the Nation**



Nature Positive
 Protect, repair and manage
 for a sustainable Australia

Design elements

Departmental colour palette

For all communication materials the prominent colour must be taken from the primary palette. Accent and highlight colours can be taken from the secondary and tertiary colour palettes. A maximum of 3 secondary colours are to be used in publications. You may use more than 3 secondary colours in complex data visualisation. Various tints can also be used if required.

The recommended colours for text when used on coloured backgrounds are also illustrated below—these provide the best colour contrast to meet WCAG AAA accessibility requirements.

Primary

| | | | | |
|--|---|---|--|---|
| Off-black CMYK 71 67 64 73 RGB 34 32 33 HEX 222021 | Dark Aqua CMYK 93 61 56 49 RGB 8 58 66 HEX 083A42 | Mid Aqua CMYK 85 34 49 10 RGB 25 124 125 HEX 197C7D | Aqua CMYK 77 15 46 0 RGB 40 161 151 HEX 28a399 | *Light Aqua CMYK 35 0 39 0 RGB 154 255 190 HEX 9AFFBE |
|--|---|---|--|---|

Secondary

| | | | |
|--|---|--|---|
| PANTONE 7627 C CMYK 23 96 93 17 RGB 167 41 41 HEX a72929 | PANTONE 202 C CMYK 31 94 73 31 RGB 134 38 51 HEX 862633 | PANTONE 274 C CMYK 100 100 33 36 RGB 33 21 81 HEX 211551 | PANTONE 627 C CMYK 85 55 70 63 RGB 17 50 44 HEX 11322C |
| Bright Orange C CMYK 0 72 97 0 RGB 244 106 37 HEX FF5E00 | PANTONE 2425 C CMYK 43 100 42 24 RGB 128 22 80 HEX 830065 | PANTONE 7705 C CMYK 90 49 25 4 RGB 0 112 150 HEX 007096 | PANTONE 7734 C CMYK 83 38 83 31 RGB 40 97 64 HEX 286140 |
| PANTONE 489 C CMYK 6 25 26 0 RGB 236 195 178 HEX ECC3B2 | PANTONE 702 C CMYK 14 79 40 0 RGB 210 91 115 HEX D25B73 | PANTONE 7710 C CMYK 77 12 29 0 RGB 0 167 181 HEX 00A7B5 | PANTONE 360 C CMYK 60 0 96 0 RGB 108 194 74 HEX 6CC24A |
| PANTONE 7506 C CMYK 6 12 33 0 RGB 239 219 178 HEX EFDBB2 | PANTONE 522 C CMYK 27 40 3 0 RGB 185 156 197 HEX B99CC5 | PANTONE 305 C CMYK 56 0 8 0 RGB 94 202 229 HEX 5ecae5 | PANTONE 366 C CMYK 31 0 67 0 RGB 183 221 121 HEX B7DD79 |

Tertiary

| |
|---|
| PANTONE 1655 C CMYK 0 85 100 0 RGB 252 76 2 HEX FC4C02 |
| PANTONE 1235 C CMYK 0 31 98 0 RGB 253 183 26 HEX FFB81C |
| PANTONE 213 C CMYK 5 98 20 0 RGB 227 18 121 HEX E31C79 |
| PANTONE 2582 C CMYK 44 78 0 0 RGB 172 79 198 HEX AC4FC6 |
| PANTONE 319 C CMYK 64 0 22 0 RGB 45 204 211 HEX 2DCCD3 |

Data visualisation

Following best practice, we recommend a limit of four categories, using the first 4 colours.

| | | | |
|---|--|---|--|
| Dark Aqua CMYK 93 61 56 49 RGB 8 58 66 HEX 083A42 | Aqua CMYK 77 15 46 0 RGB 40 161 151 HEX 28a399 | PANTONE 2425 C CMYK 43 100 42 24 RGB 128 22 80 HEX 801650 | Bright Orange C CMYK 0 72 97 0 RGB 244 106 37 HEX FF5E00 |
|---|--|---|--|

| | |
|---|---|
| PANTONE 2738 C CMYK 96 100 24 12 RGB 52 42 111 HEX 06038D | PANTONE 279 C CMYK 70 30 0 12 RGB 62 135 188 HEX 418FDE |
|---|---|



Use these 2 colours only when essential.

*CMYK and RGB appear different for print purposes.

Typography

DCCEEW staff should use Calibri—an accessible system font available in all Word and PowerPoint templates. Body font should sit at 11pt minimum for accessibility.

Internal and external designers should use Noto Sans—an open source and accessible font. Much larger than Calibri, body font should sit at 9pt minimum, equivalent to Calibri 11pt.

DCCEEW's website and associated websites should use Open Sans—an approved websafe and accessible font.

Staff font - Calibri

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Web font - Open Sans

Open Sans light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans semi bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans extra bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Design font - Noto Sans

Noto Sans Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Noto Sans Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Noto Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Noto Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Noto Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Noto Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Noto Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Noto Sans Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Noto Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

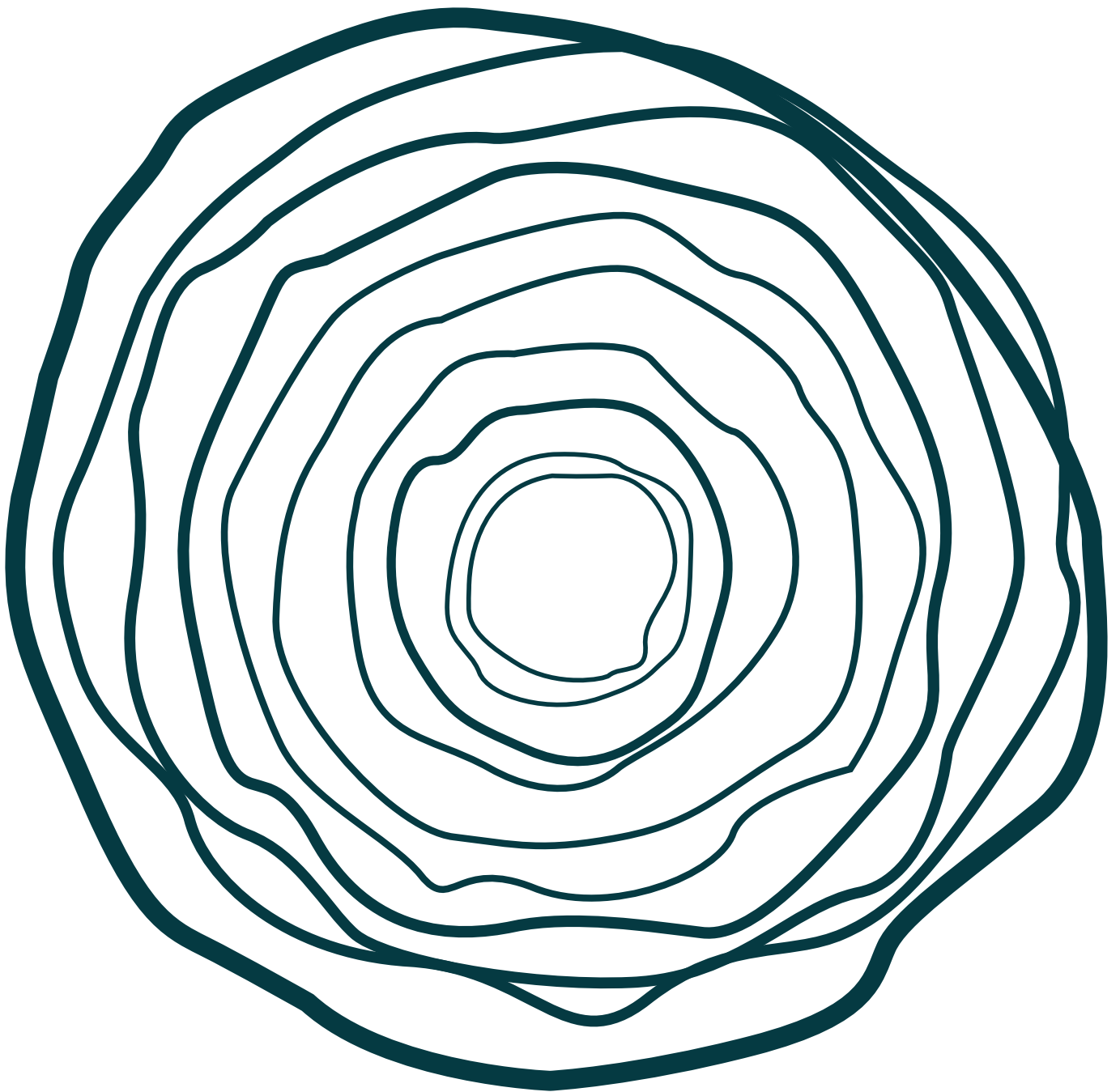
Graphic device - The ripple

The ripple has been drawn from the artwork Gur. Ngurra. Wir. created by artists Daniel Apps from Dharug Boorooberongal Country, Bec Salcole from Wiradjuri Country and Jimi.K Thaiday from Peiudu Tribe, Torres Strait Islands.

The ripple graphic is at the core of the DCCEEW visual identity and should appear on all products.

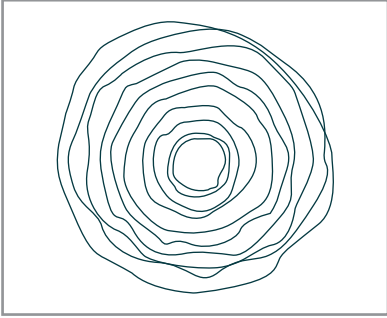
The graphic has been designed to provide maximum flexibility for its usage on departmental products. Detailed guidelines explaining the rules governing the graphic can be found on the next page.

Contact your [Communication and Strategy Services](#) account manager with design requests. The Design Team will add the ripple to your design/s as appropriate.

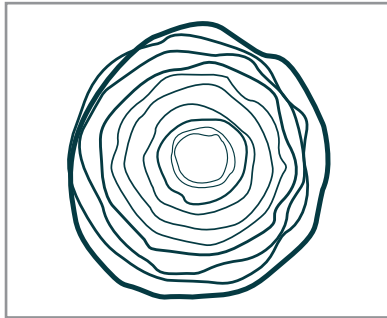


Do

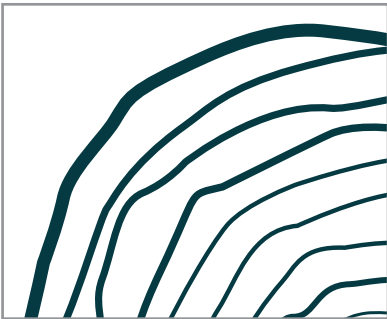
Alter line thickness



Rotate

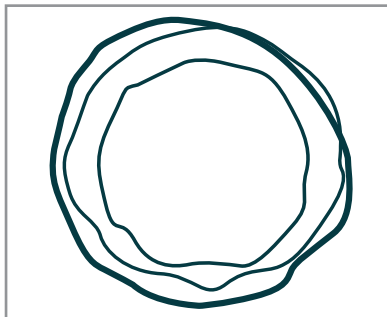


Crop



Remove lines.

Minimum 3 lines must be visible on the ripple when used



Add photography and patterns inside the ripple



Maximum of 2 colours applied

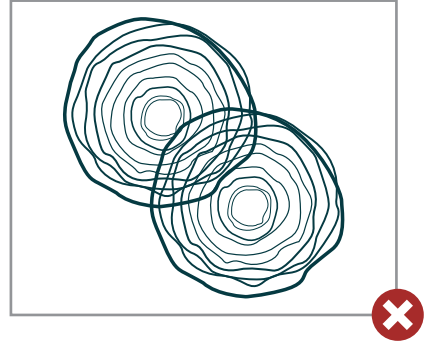


Interact with photography



Don't

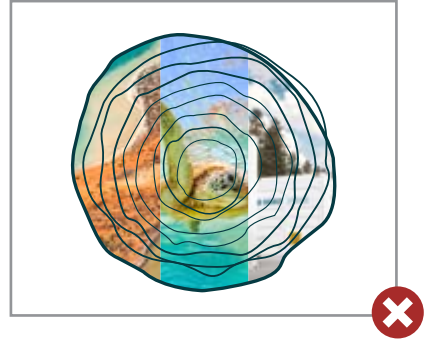
Duplicate the ripple on internal layouts, the ripple can only be used **once** per page spread including cover.



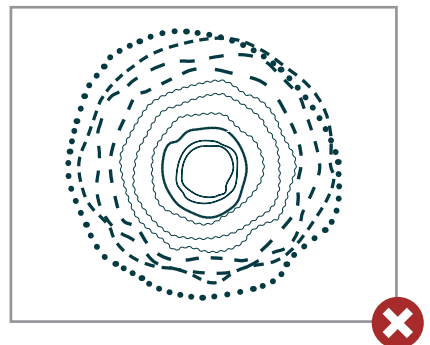
Use a single ripple layer as a shape layer or image mask shape.



Add images outside segmented lines, or exceed the **Maximum of 5 images in the ripple**



Change from solid lines



Released by DCCEEW under the FOI Act 1982

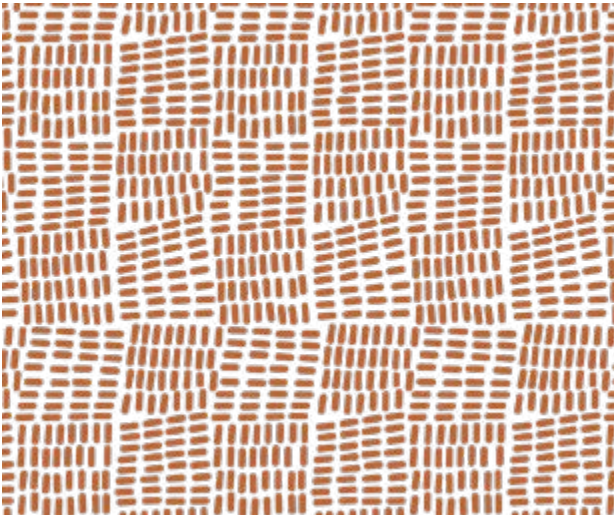
Patterns

During the initial phase of the visual identity development, 2 patterns have been derived from the artwork to establish a strong visual connection with both the artwork and the ripple. We anticipate adding more patterns periodically to refresh the visual identity throughout its lifespan.

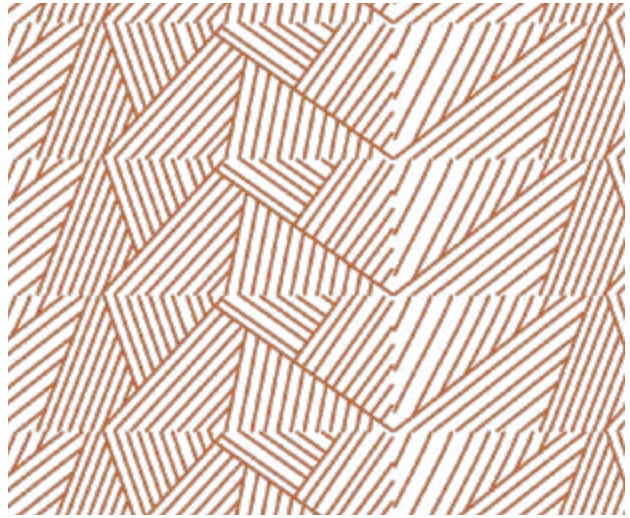
Contact your [Communication and Strategy Services](#) account manager with design requests. The design team will add patterns to your design/s as appropriate.

Acceptable use of the patterns are shown below.

Pattern 1

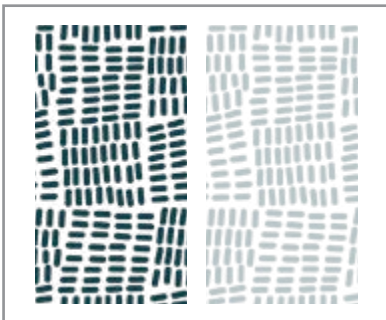


Pattern 2

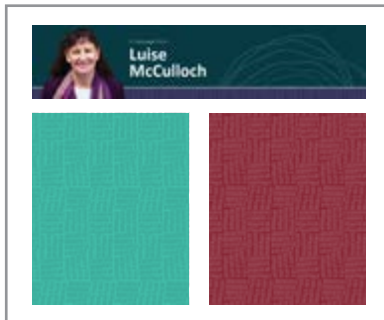


Do

Change the colour & opacity



Add on top of colour

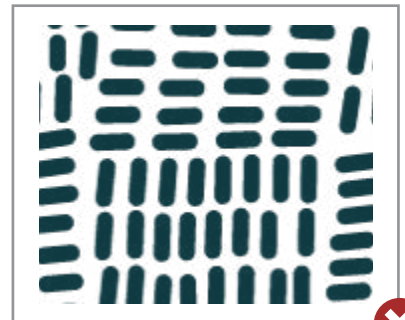


Add on top of photography



Don't

Excessively enlarge the pattern



Photography

The visual identity allows for multiple photographs (up to 5) in the ripple or a single hero image. Where possible, use the single photograph option. Only use multiple photographs where the subject matter requires a diversity that cannot be represented in one photograph.

To align with One DCCEEW, each of the 5 photographs must represent the different areas of the department (where possible) Climate Change, Energy, the Environment and Water.

Photographs should be of a high quality resolution and detail. The ripple effect should be applied selectively to enhance visual imagery. Avoid using the ripple on intricate or complex images where the content is difficult to discern.

Tone

The department aims to always use candid photography, with a light and bright atmosphere. Using landscape photography leverages Australia's scenery and links into the artwork. Avoid using staged, stark or highly-stylised photographs.

Image libraries

Lookatme

The department has a curated image library of photography taken by past and present staff. Each image outlines its licencing and how it can be used. Staff can apply for an account to download images. Certain images need to go through an approval process before they can be downloaded. You can visit the library here: <https://imagelibrary.dcceew.gov.au/>

Shutterstock

The department pays for an account with Shutterstock. Staff can request free image and illustration downloads via their [Communication and Strategy Services](#) account manager.

Our licencing agreement with Shutterstock dictates:

- Shutterstock images can only be used by the department and ministerial staff for the purpose of communicating the department's programs and policies.
- Shutterstock images cannot be shared with third party providers.
- Editorial or premium images found on Shutterstock cannot be downloaded.
- You do not need to credit/reference Shutterstock images

You can visit Shutterstock here: <https://www.shutterstock.com/>

Artificial intelligence (AI) generated images

The department does not support the use of AI generated images.

Do



Don't



Crediting photographs

Photograph credits should be placed close to the photographs. Credits for photographs on the cover are to be placed on the inside front cover. Text should be 7pt size font and 9pt line spacing.

Example:

Front cover (L-R) Sunset lake, NSW (Jo Bloggs) © AA Photography

Shutterstock images do not need to be credited.

Indicating copyright

Where copyright needs to be indicated for third party content, use the following format:

© Copyright [name of third party]

For example, to indicate nested copyright within a publication that is otherwise Creative Commons, the copyright symbol should precede the creator's or copyright holder's name.

Example:

Front cover (L-R) Sunrise lake, NSW, © Jo Bloggs; Sunset lake, TAS, John Smith © AUSPIC



Released by DCCEEW under the FOI Act 1982

Released by DCCCEEW under the FOI Act 1982



What is espionage?

Intelligence is the most valuable asset in any organisation. It is the information that gives you the edge. It is the knowledge that allows you to anticipate and respond to change. It is the secret that gives you the power to lead.

Intelligence is the most valuable asset in any organisation. It is the information that gives you the edge. It is the knowledge that allows you to anticipate and respond to change. It is the secret that gives you the power to lead.

Intelligence is the most valuable asset in any organisation. It is the information that gives you the edge. It is the knowledge that allows you to anticipate and respond to change. It is the secret that gives you the power to lead.

Intelligence is the most valuable asset in any organisation. It is the information that gives you the edge. It is the knowledge that allows you to anticipate and respond to change. It is the secret that gives you the power to lead.

Intelligence is the most valuable asset in any organisation. It is the information that gives you the edge. It is the knowledge that allows you to anticipate and respond to change. It is the secret that gives you the power to lead.

Risk Mitigation

How do we protect ourselves?

Intelligence is the most valuable asset in any organisation. It is the information that gives you the edge. It is the knowledge that allows you to anticipate and respond to change. It is the secret that gives you the power to lead.

Intelligence is the most valuable asset in any organisation. It is the information that gives you the edge. It is the knowledge that allows you to anticipate and respond to change. It is the secret that gives you the power to lead.

Intelligence is the most valuable asset in any organisation. It is the information that gives you the edge. It is the knowledge that allows you to anticipate and respond to change. It is the secret that gives you the power to lead.

Intelligence is the most valuable asset in any organisation. It is the information that gives you the edge. It is the knowledge that allows you to anticipate and respond to change. It is the secret that gives you the power to lead.

Endorsed brands examples

Australian Antarctic Division

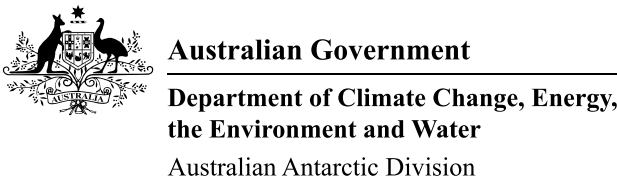
Example of DCCEEW visual identity applied to AAD.

Report cover

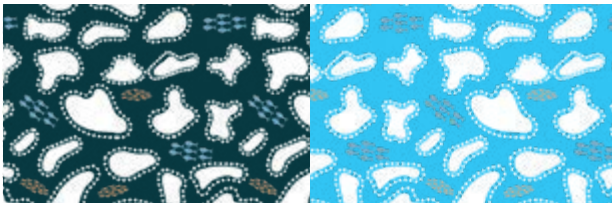


Photo: Ruth Wielinga

Crest



Pattern



Factsheet



Email banner



Proposed colour



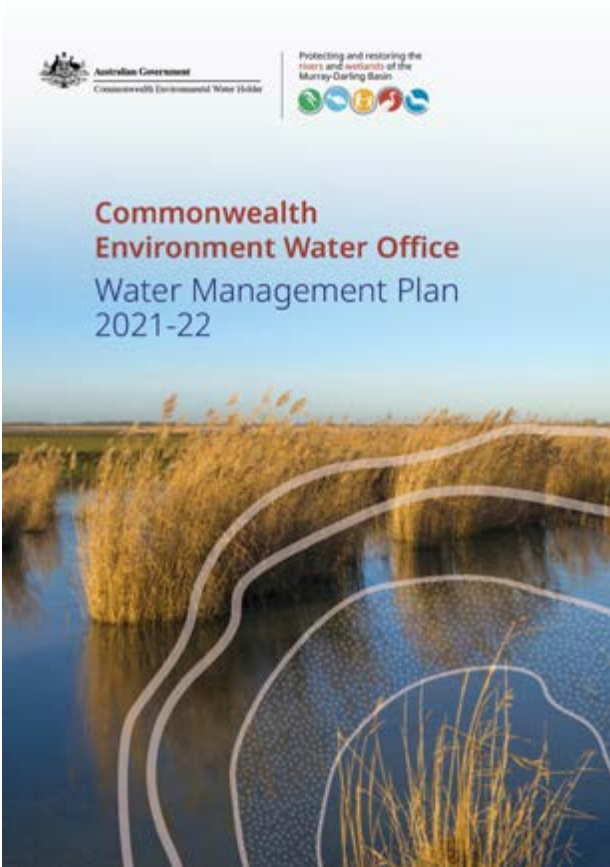
Released by DCCEEW under the FOI Act 1982

Endorsed brands examples

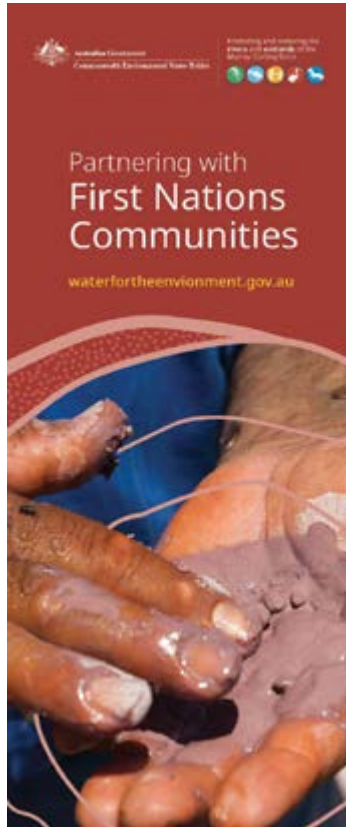
Commonwealth Environmental Water Holder (CEWH)

Example of DCCEEW visual identity applied to CEWH.

Report cover



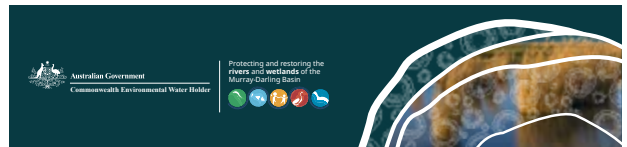
pull up banners



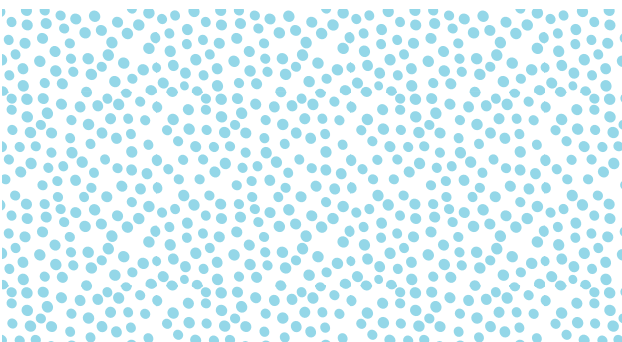
Crest



Email banner



Pattern



Sub-brands examples

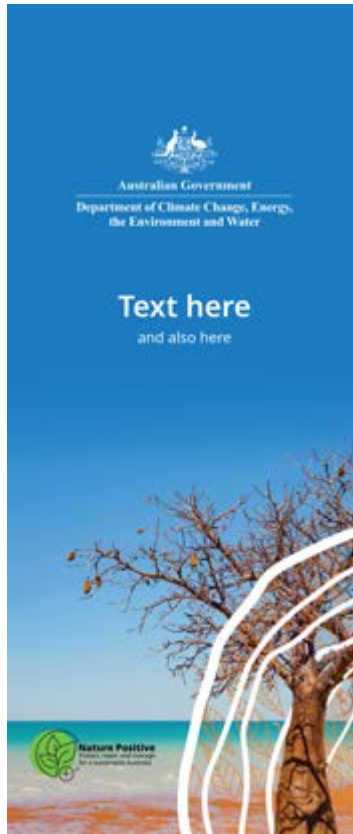
Nature positive

Example of an identifier made for nature positive.

Report cover



pull up banners



Social tile



Pattern

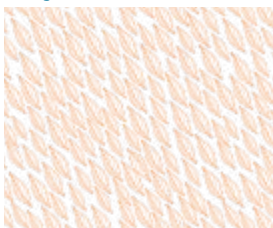
Autumn



Dark aqua



Orange



White



Email banner



Identifier



Templates

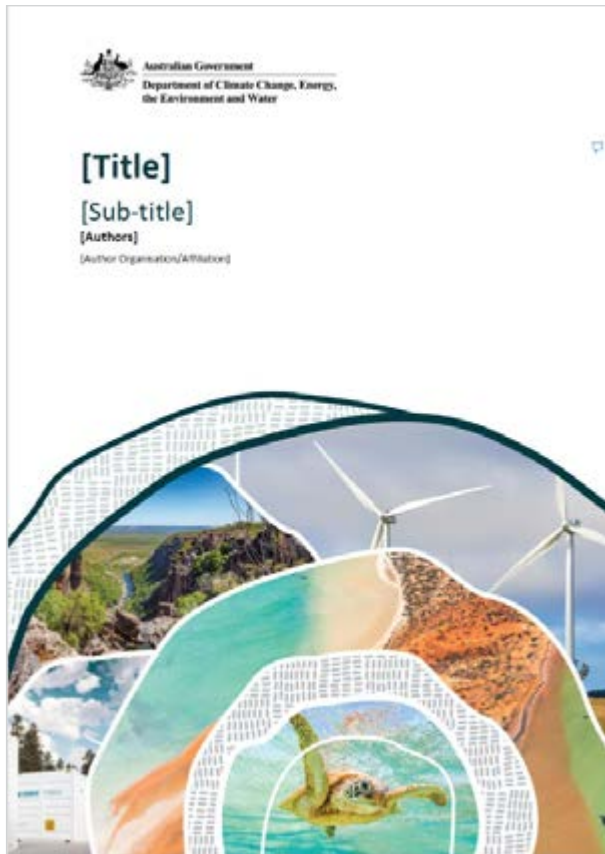
Several Microsoft Word and PowerPoint templates have been created to help you align with the visual identity. They can be found on the [Departmental Templates](#) intranet page.

See below and following pages for what has been developed for staff to use.

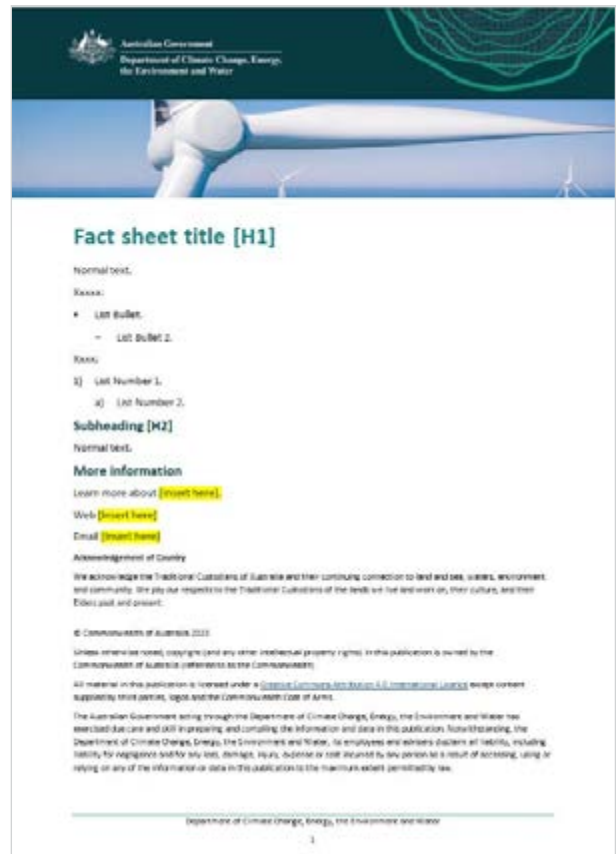
Word templates

Found on the [Departmental Templates](#) intranet page.

[DCCEEW report template](#)



[DCCEEW A4 factsheet template](#)



Released by DCCEEW under the FOI Act 1982

DCCEEW signature block

Please add relevant office address to your signature below in field marked address. Do not add home address. Common office address: Igumihwal Country, 51 Attara Building, King Edward Terrace, Parkes ACT 2600 Australia

Name Surname
Position

Division | <Branch name> Branch | <Section name> Section
Traditional Name, Address, GPO Box, 2600 ACT 2600
Department of Climate Change, Energy, the Environment and Water
P 02 xxxx xxxx | xxxxx | F 02xxxxxx

DCCEEW.gov.au xxx-03 173 552 888

Please add your preferred Acknowledgment of Country from the selection below:

Acknowledgement of Country
Our department recognises the First Peoples of this nation and their ongoing connection to culture and country. We acknowledge Aboriginal and Torres Strait Islander Peoples as the Traditional Owners, Custodians and Lore Keepers of the world's oldest living culture and pay respects to their Elders past, present and emerging.

Acknowledgement of Country
Our department recognises the First Peoples of this nation and their ongoing connection to culture and country. We acknowledge Aboriginal and Torres Strait Islander Peoples as the Traditional Owners, Custodians and Lore Keepers of the world's oldest living culture and pay respects to their Elders past, present and emerging.

Acknowledgement of Country
Our department recognises the First Peoples of this nation and their ongoing connection to culture and country. We acknowledge Aboriginal and Torres Strait Islander Peoples as the Traditional Owners, Custodians and Lore Keepers of the world's oldest living culture and pay respects to their Elders past, present and emerging.

Acknowledgement of Country
Our department recognises the First Peoples of this nation and their ongoing connection to culture and country. We acknowledge Aboriginal and Torres Strait Islander Peoples as the Traditional Owners, Custodians and Lore Keepers of the world's oldest living culture and pay respects to their Elders past, present and emerging.

DCCEEW meeting minutes

CLASSIFICATION

Australian Government
Department of Climate Change, Energy,
the Environment and Water

Name of meeting _____
Subtitle _____

Meeting details

- Date:
- Time:
- Location:

Minutes item overview

This meeting record is intended to capture key discussion points and all actions and outcomes agreed by the Committee. Item summary topics are listed below.

You can add shortcuts to item headings here by going to Insert > Links > Hyperlink > select in the document to select the heading

1 - (e.g. Welcome and apologies)
2 - (e.g. Minutes of previous meeting)

Attendance list

- Chair: Name - position
- Members:
 - Name - position
 - Name - position
- Apologies:
 - Name - position
 - Name - position

Item summary

1 - (e.g. Welcome and apologies)

Presenter/speaker:

- E.g. The Chair opened the meeting and noted apologies.
- An update was provided ...

Meeting minutes - date DCCEEW.gov.au
CLASSIFICATION

DCCEEW letter

CLASSIFICATION

Australian Government
Department of Climate Change, Energy,
the Environment and Water

Title
Address line 1
Address line 2
Address line 3
Address line 4

Dear [name]

Type your letter here

Yours sincerely,
[Signature]

[28 June 22]

DCCEEW.gov.au
John Gordon Building - King Edward Terrace, Parkes ACT 2600 Australia
GPO Box 888 Canberra ACT 2601 ABRN: 63 673 652 888
CLASSIFICATION

DCCEEW media release

CLASSIFICATION

Australian Government
Department of Climate Change, Energy,
the Environment and Water

MEDIA RELEASE

[Date: dd/mm/yyyy]

[Insert Heading]

[Heading 2]

[Heading 3]

[Heading 4]

[Heading 5]

[Heading 6]

[Heading 7]

[Normal] Mauntis non orci condimentum, tempor mauntis posuere, dictum quam. Quisque eleifend velit nec sapien tempor, ac efficitur ligula bibendum.

- [List Paragraph] Nulla sed quam sapien.
- Praesentis eu utra non eros consetetur molestie molestie nec mauntis.
- Nullam perferendis gravida nisi.
 - sed uteris,
 - justo et mauntis sodales,
 - massa ipsum tristique.


| | | |
|--|--|--------------------------------|
| REFERENCE NUMBER: 123-XXX Systematic reference (if applicable): | DATE AND TIME: Created by: Created on: | ISSUE NUMBER: Issue number: |
|--|--|--------------------------------|

Media Release DCCEEW.gov.au
CLASSIFICATION

Released by DCCEEW under the FOI Act 1982

Secretary briefing decision

CLASSIFICATION

 Australian Government
Department of Climate Change, Energy,
the Environment and Water

FOIR ID

To: Secretary (For Decision)

SUBMISSION TITLE

Timing: [critical date and reason for timing (mandatory)].
If action is required within 10 business days, please use the Processing Instructions in PDMS to provide the details of prior discussions with CAS or EO to confirm timing.

Recommendation/s: Decision submissions should not contain noting recommendations.

1. Insert/select relevant recommendation. Approved / Not approved

2. Insert/select relevant recommendation. Agreed / Not agreed

3. Insert/select relevant recommendation. Signed / Not signed

Signed: _____ Date: _____
Comments:


| | | | |
|-------------------|----------------|-----------------------|------------------|
| Clearing Officer: | [Name] | [Position], | [F/O] [Landline] |
| Sent: / / | | [Branch/Division] | Mob: [Mobile] |
| Contact Officer: | [E/O or above] | [Position], [Section] | [F/O] [Landline] |
| | | | Mob: [Mobile] |

Key Points:

- [submissions should exceed two pages in length but not have background and other attachments]
- [key points should not repeat recommendations, but rather provide the arguments for them]
- [include consultation details in last key point – if your submission:
 - Has a regulatory impact the Economics Branch must be consulted for a regulatory burden costing and RIB assessment prior to submission.
 - Is budget related, the Secretary must be consulted early in the process and clear the submission.

Submission title DCCCEW.gov.au
CLASSIFICATION

Secretary briefing event

 Australian Government
Department of Climate Change, Energy,
the Environment and Water


EVENT NAME

Briefing for
Secretary David Fredericks

START to END time
Day, XX Month XXXX

Department of Climate Change, Energy, the Environment and Water

Secretary briefing event internal

 Australian Government
Department of Climate Change, Energy,
the Environment and Water

Secretary David Fredericks

Department of Climate Change, Energy, the Environment and Water


EVENT TITLE

DATE / TIME

LOCATION

Secretary briefing information

CLASSIFICATION

 Australian Government
Department of Climate Change, Energy,
the Environment and Water

FOIR ID

To: Secretary (For Information)

SUBMISSION TITLE

Recommendations: Only one noting recommendation to be used

1. That you note the [insert issue/s covered in brief]

Signed: _____ Date: _____
Comments:

| | | | |
|-------------------|--------|--|-------------------------|
| clearing officer: | [name] | [position], [branch division or agency] | [F/O] [insert landline] |
| Sent: / / | | | Mob: [insert mobile] |
| Contact Officer: | [name] | [position], | [F/O] [insert landline] |
| | | [section/branch/division] | Mob: [insert mobile] |

Key Points: [insert text – refer to briefing guidelines]

- [briefs should not exceed two pages in length but may have additional attachments.

Data referenced: [this is a mandatory heading]

Provide high level list of data used in drafting of brief in the following format: Source, Year, Title, 'viewed' date, e.g. DCCCEW, 2025, Program Interactions Report, viewed 28 February 2025.

Consultation: [delete if not applicable or NA]

Attachments


A: [Title of attachment]
B: [Title of attachment]
C: [Title of attachment]

Submission title DCCCEW.gov.au
CLASSIFICATION

Released by DCCCEEW under the FOI Act 1982

Meeting with [Key Person/Organisation]

CLASSIFICATION

 **Australian Government**
Department of Climate Change, Energy,
the Environment and Water

SECRETARY DAVID FREDERICKS PSM
RPM1 ID: EC21-XXXXXX

Meeting with [Key Person/Organisation]

DATE Day, XX Month Year
TIME START to END time (AEST)
LOCATION Venue
CONTACT OFFICER Contact name (ILL or above), Contact number

[Please keep this brief to no more than two pages. If further information is required please include as attachments. Talking points are not required. Biographies are not required unless specifically requested. Please delete this guidance before submitting.]

ATTENDEES

- [Title] Name Surname [post/nominal], Position, Organisation
- Please include all attendees, including DCCEEW officials.

MEETING OBJECTIVE

- Please include 1-2 points describing the objective of the meeting.

KEY POINTS

- Please include points on:
 - Key points you recommend the Secretary raise in the meeting; and
 - Key matters and recent developments.

SENSITIVITIES

- Please include a summary of any key sensitivities the Secretary should be aware of, if not covered above.
- If not applicable, please delete this section.

RECENT AND UPCOMING ENGAGEMENTS

- Date and details of recent and upcoming engagements.

ATTACHMENTS [delete if not required]
A: [Title]

Meeting with [Key Person/Organisation] DCCEEW.gov.au
CLASSIFICATION

1

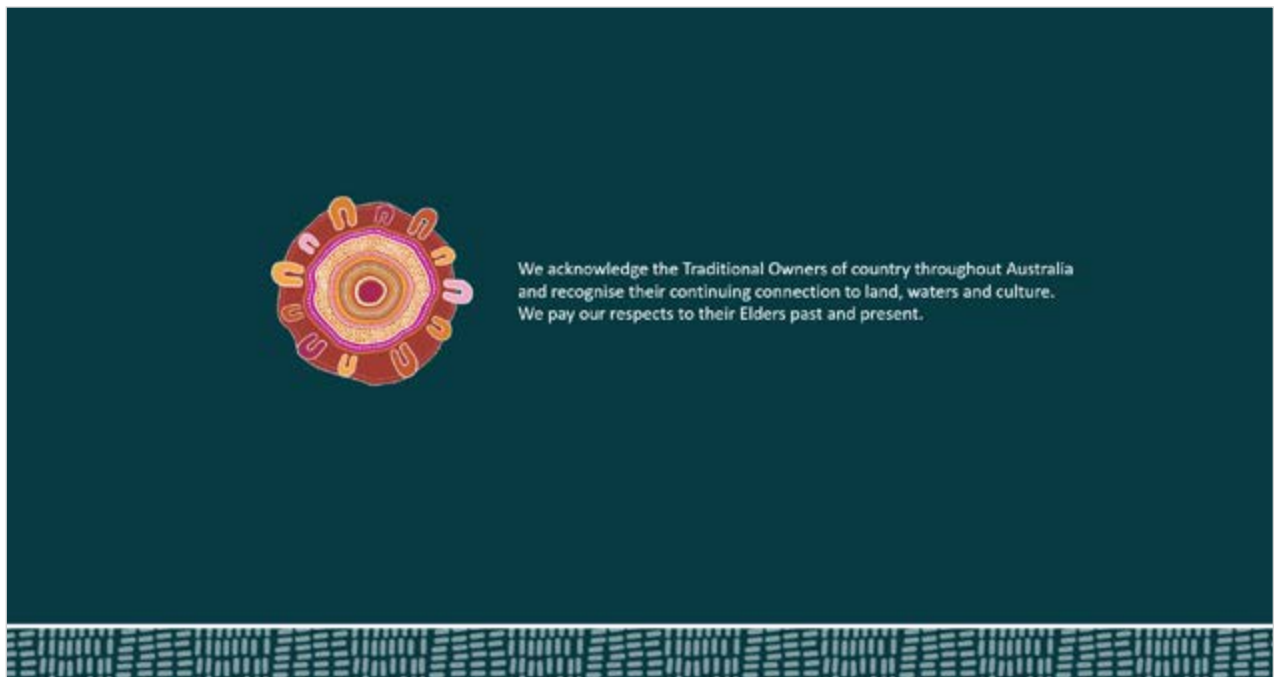
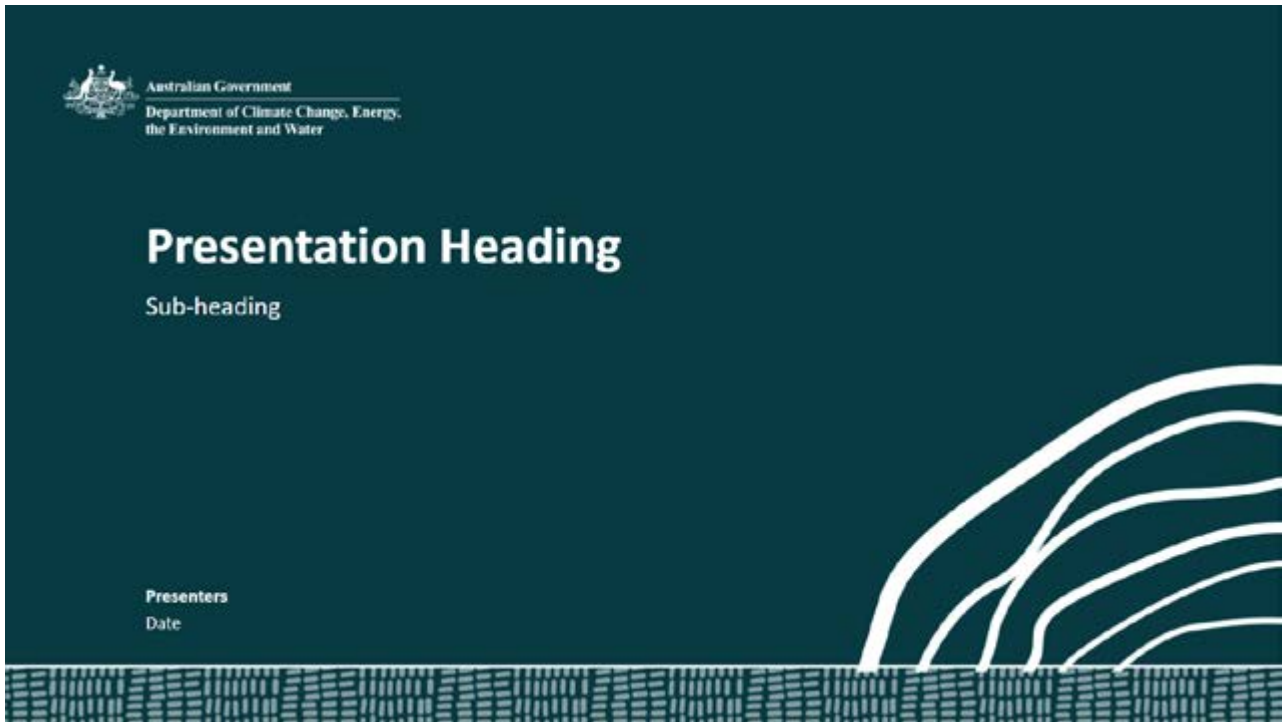
Released by DCCEEW under the FOI Act 1982

PowerPoint templates

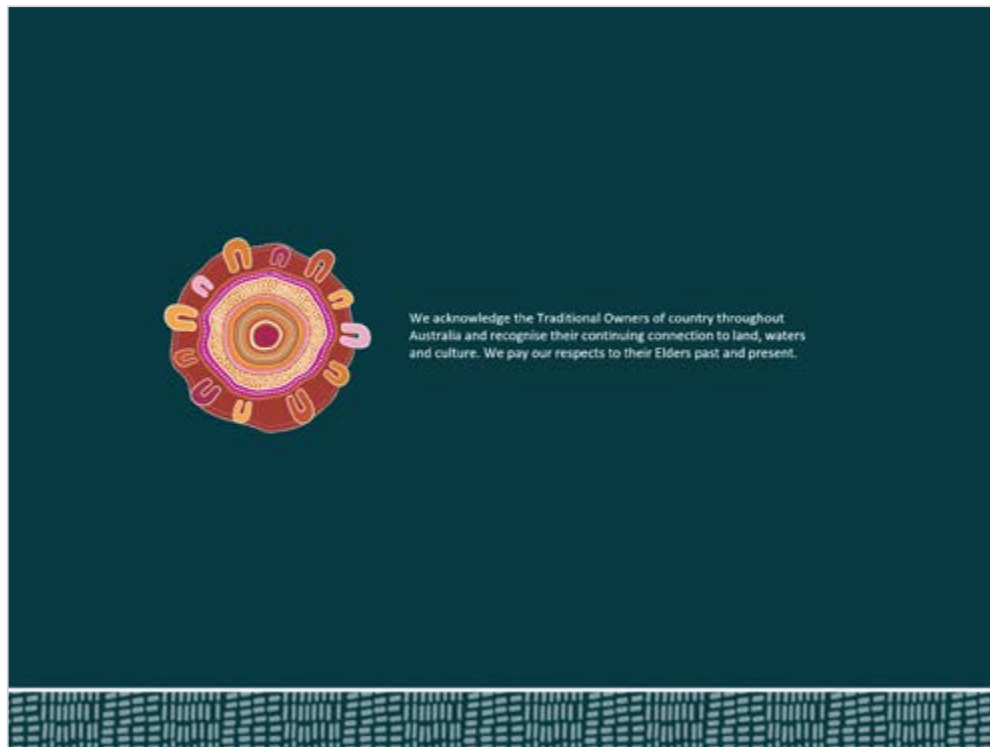
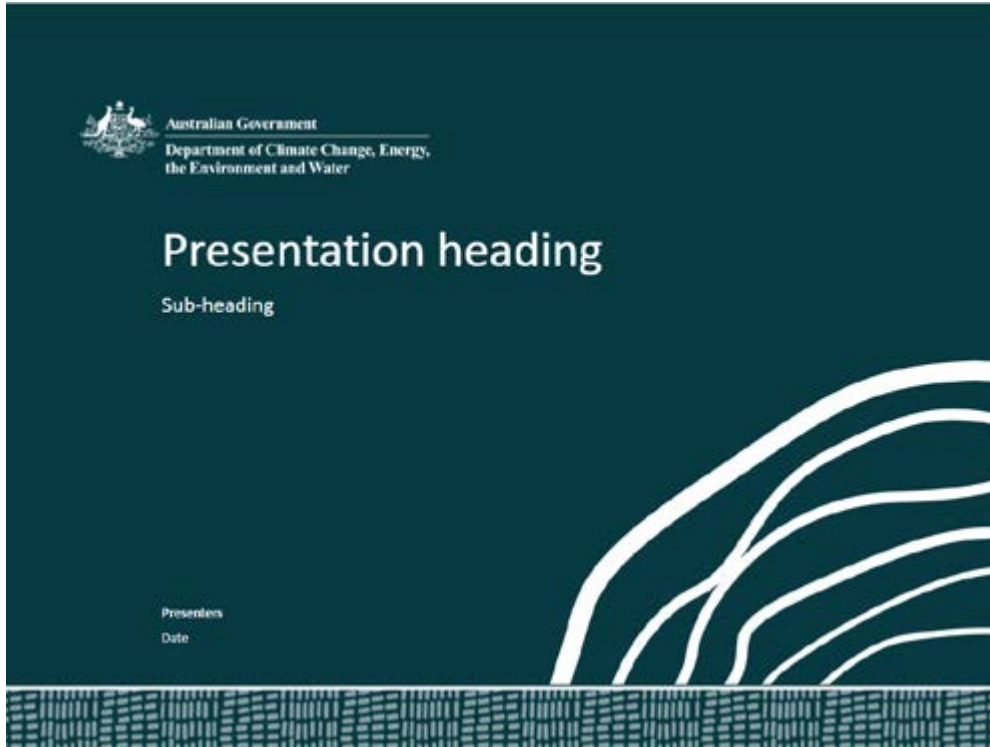
Found on the [Departmental Templates](#) intranet page.

Several master slides have been developed for staff use in both the 16x9 and 4x3 slide decks.

[DCCEEW presentation 16x9](#)



DCCEEW presentation 4x3



Released by DCCEEW under the FOI Act 1982

DCCEEW placemat template

Australian Government
Department of Climate Change, Energy, the Environment and Water

A great placemat starts with the fundamentals

Open this template in your PowerPoint app, rather than the browser!

Use a Headline, not a title

Headlines should be as long as it takes to clearly communicate the content of the sections they head. Think short phrases that tell a story.

For example, rather than a title of "Industry overview", you could write a headline of "The industry is a major contributor to the Australian economy". You miss a key opportunity to communicate a message if you just use titles!

Use your placemat strategically

People tend to read from left to right – so use this to guide how you place information on your placemat. You can also leverage size and colour to draw your reader's attention to critical information.

Tell a story

Quick, clear and concise information will help the reader absorb the key points. Try to set up your placemat with a clear beginning, middle and end, and guide your reader through that story.

Keep it neat

The Align tool within PowerPoint is a hidden gem that does the hard work of neaten up your placemat elements for you – simply select your objects, then choose Arrange > Align to bring your objects into line either along the top, bottom, centre, left or right.

This template also includes a 12 column grid to help you set up the structure and layout of your placemat – turn it on and off by holding Alt and F9 on your keyboard.

Get visual

Humans absorb, understand and remember visuals much faster and easier than words – so important for busy SES and Ministers! Including infographics, graphs or data analysis will lend strength to your story, making it more engaging and memorable. Keep your visual elements consistent – for example, go for one style of icon, rather than a mixture.

Done is better than perfect

Because they condense information into a single page, placemats can take a few goes to get right! It's a good idea to do a first version, even on paper, and iterate from there – you can always cut text back and move objects around, they key is just getting started.

Useful assets

The department has provided an icon library available on the [Departmental Templates](#) intranet page. There are instructions for downloading additional icons included.

Icon library

Icon library

Open this template in your PowerPoint app rather than the browser!

Workflows

The Communications and Media branch has brought together a selection of icons to assist with the creation of placemats, presentations and reports.

Please note these are for internal use only. Use these icons available icons to create professional-looking placemats, whilst others contain policy-specific topics followed by a large selection of miscellaneous icons.

How to use

- Get started**
Open this document in the desktop version of PowerPoint (not in your web browser).
- Navigate**
Jump to pages in this document using the quick links (Ctrl + Click).
- Edit icons**
Copy icons into your own PowerPoint documents, change the size and colours.

Quick links

| | | |
|---------------------|-----------------|---------------|
| Press | Energy | Security |
| Assets, Parks, Hill | Water | Waste, Ocean |
| Agriculture | Transport, Rail | Risk |
| Landbank | Infrastructure | Sub |
| Aboriginal | Health, Tel | Miscellaneous |
| Icon | Climate | |

Infographic library

Infographic library

Open this template in your PowerPoint app rather than the browser!

Introduction

The Communications and Media branch has brought together a selection of infographics to assist with the creation of placemats, presentations and reports.

Please note these are for internal use only.

How to use

Many of these infographics are made up of several elements that have been grouped together. Simply select the infographic you want and click into the graphic to edit individual elements (change colour of text), or right click and select Group > Ungroup to separate out the elements.

What are infographics?

A collection of text boxes and tables for laying out information in a simple and concise manner. Break up your elements and reports with visually stimulating infographics to draw attention to certain information and help retain the readers focus on the subject matter.

This PowerPoint includes:

- Header Objects
- Textboxes
- Circle formats
- Process & flow
- Avatar formats
- Paranoid formats
- Small analysis elements
- Map (Australia, world)

Planning and strategy

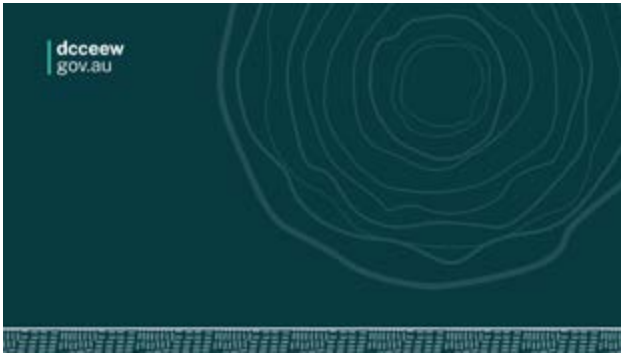
Cycle process – 3 sections

Released by DCCEEW under the FOI Act 1982

Microsoft Teams backgrounds

Found on the [Departmental Templates](#) intranet page.

Teams background #1 | [Ripple](#)



Teams background #2 | [Landscape](#)



Teams background #3 | [Turtle](#)



Teams background #4 | [Ripple-2](#)



Teams background 5 | [Collage](#)



Teams background #6 | [Windfarm](#)



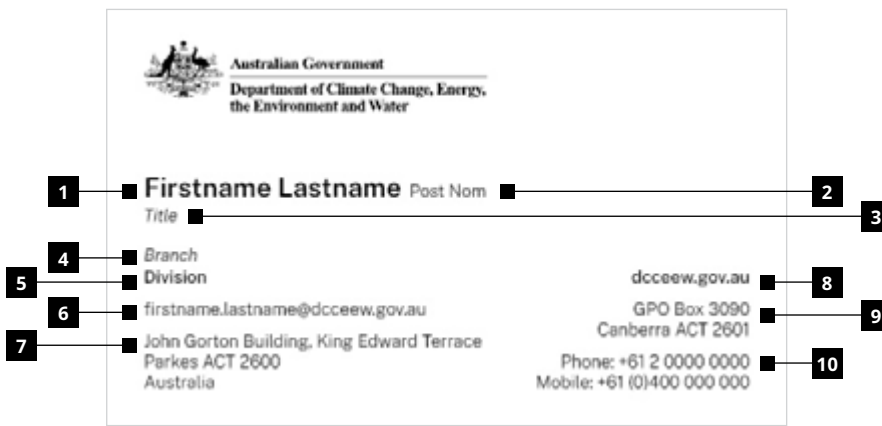
Released by DCCCEEW under the FOI Act 1982

Business cards

Business card can be requested through your Communication Strategy and Services account manager or email strategiccommunication@dcceew.gov.au.

You will need to provide the following information for input:

- Firstname, Lastname, post nominals
- Title
- Branch
- Division
- Email address
- Location
- Phone number
- Mobile number



- 1 Name** Noto Sans semibold 10pt
- 2 Post nominals** Noto Sans extralight 6.5pt
- 3 Title** Noto Sans extralightitalic 6.5pt
- 4 Branch** Noto Sans lightitalic 6.5pt
- 5 Division** Noto Sans medium 6.5pt
- 6 Email address** Noto Sans light 6.5pt
- 7 Location address** Noto Sans elight 6.5pt
- 8 Web address** Noto Sans bold 6.5pt
- 9 GPO box** Noto Sans light 6.5pt
- 10 Contact numbers** Noto Sans light 6.5pt

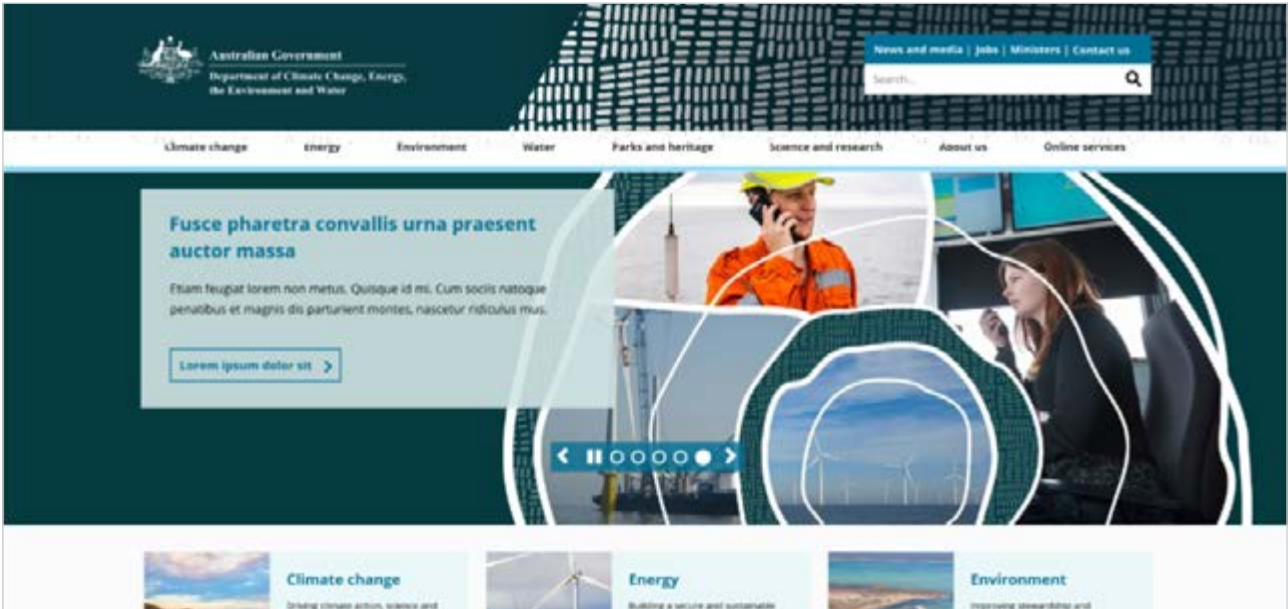
Website assets

Website assets and publishing requests can be requested through your Communication Strategy and Services account manager or email strategiccommunication@dceew.gov.au.

Homepage slider

The banner found on the [homepage](#). These banners cannot contain text.

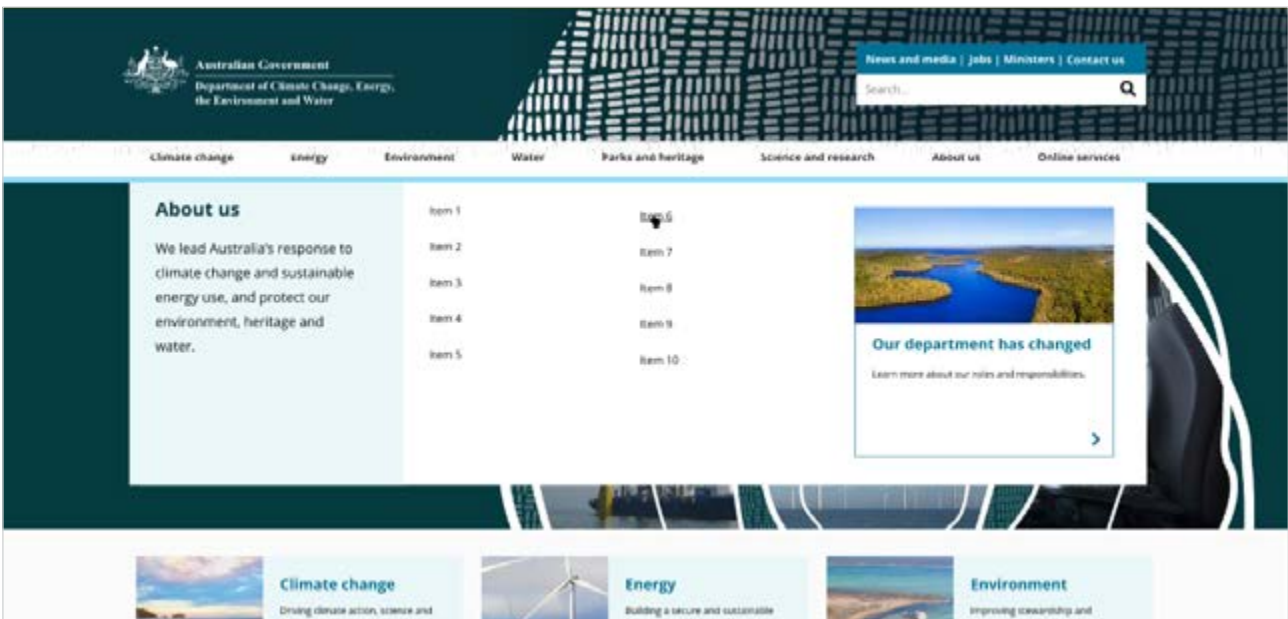
1920 x 515px



Megamenu

The tile found in the drop down menus,

315 x 130px 72ppi



News tile

The tile found on the [news and media page](#).

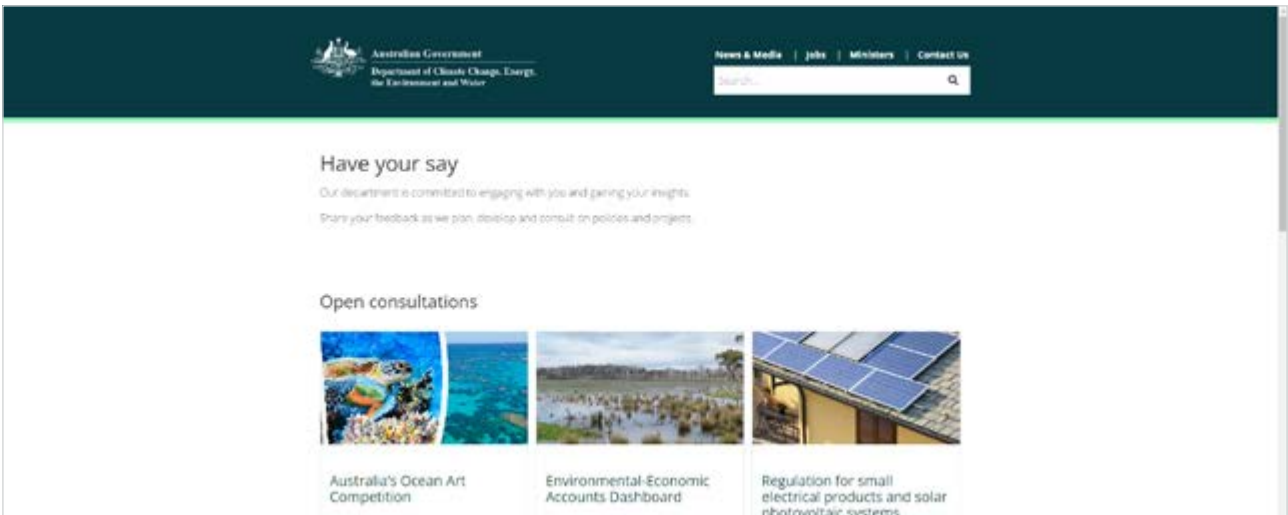
1000 x 667px 72ppi



Have your say (HYS) tile

The tile found on the [consult homepage](#).

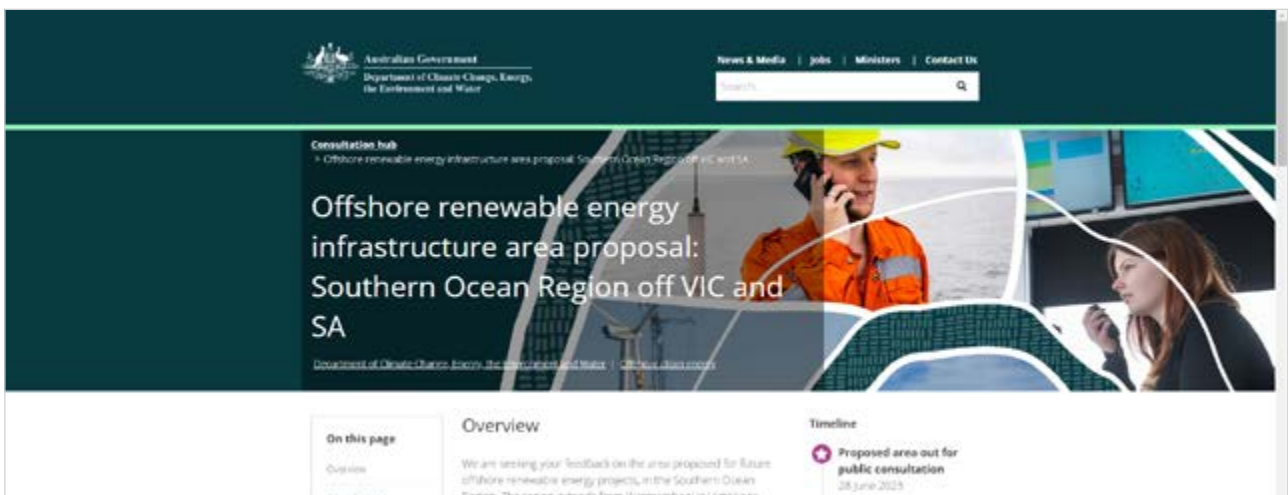
228 x 168px 72ppi.



Have your say (HYS) banner

The banner found on [project pages](#).

768 x 243px 72ppi.



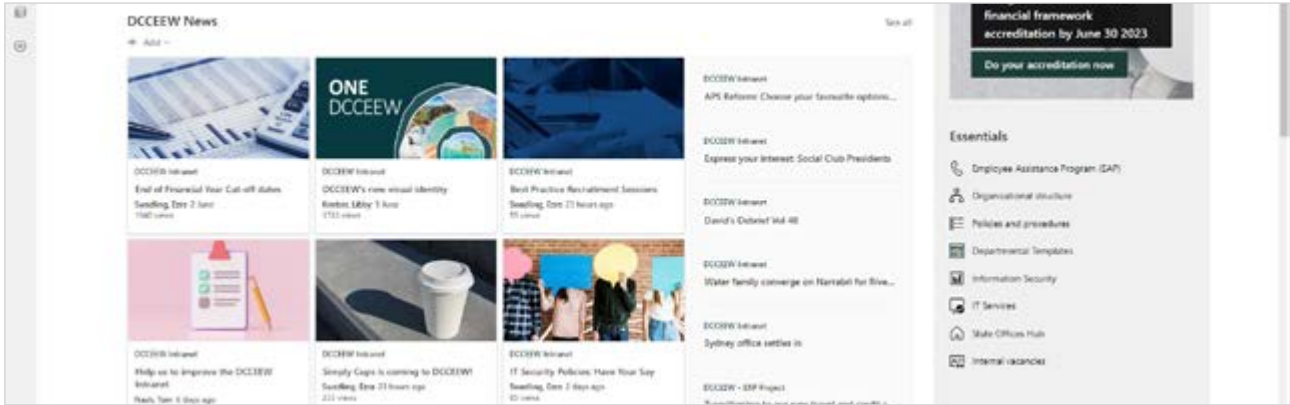
Intranet assets

Intranet assets can be requested through your Communication Strategy and Services account manager or email strategiccommunication@dcceew.gov.au.

News tile

Tiles found on the intranet homepage

283 x 180px 72ppi or autogenerated from the page banner



Static banner

Banners found in the body of an article.

1205px x height 72ppi



Page banner

Full-width banners at the top of a page that conform to different screen sizes.

2560 x 450px 72ppi



Released by DCCCEEW under the FOI Act 1982

Social media

The department's social media platforms display consistent branding through standard profile pictures and/or banners with the departmental crest. Social media tiles posted on department channels do not need to include the departmental crest in the design.

DCCEEW's available social media platforms include Facebook, LinkedIn, X (formerly known as Twitter) and Instagram. Be sure to state which social media platforms the imagery is intended for as there are a number of sizing considerations to be taken into account.

Social media tiles can be requested through your Communication Strategy and Services account manager or email strategiccommunication@dcceew.gov.au.

For general queries about social media, contact the Social Media team at socialmedia@dcceew.gov.au.

Banner and profile picture in use



The image shows a screenshot of the DCCEEW Facebook profile. The banner image features the Australian Government crest and the department's name, overlaid on a collage of environmental and energy-related images including a river, wind turbines, and a solar panel. The profile picture is a circular logo with the text 'dcceew gov.au'. The page name is 'Department of Climate Change, Energy, the Environment and Water' with 1K likes and 1.6K followers. The navigation tabs are 'Posts', 'About', 'Photos', and 'Videos'. The 'Intro' section lists the department's name, address (John Gorton Building, Canberra), phone number (02) 6274 1111, email (socialmedia@dcceew.gov.au), and social media links for Instagram (@dcceew), Twitter (https://www.twitter.com/dcceew), and LinkedIn (https://www.linkedin.com/company/depart). A post from 3 days ago promotes 'Plastic Free July' with a message about reducing plastic pollution and a call to action to use reusable items. The post includes a graphic with the text: 'Together, 100+ million people are creating a world without plastic waste'.

Social media tiles

Social media tiles can be requested through your Communication Strategy and Services account manager or email strategiccommunication@dcceew.gov.au.

For photographs without text or branding, no resizing is necessary before uploading. The social media platform will handle the resizing automatically during the upload process. However, please ensure you have the necessary approvals for any imagery used.

Instagram

Tile

Landscape: 1080px x 566px 72ppi

Portrait: 1080px x 1350px 72ppi

*Square: 1080px x 1080px 72ppi

Story

1080px x 1920px 72ppi

Width of at least 1080px with an aspect ratio of between 1.91:1 and 4:5

Video

Max 4GB



Facebook

Tile

*Landscape: 1200px x 630px 72ppi

Portrait: 630px x 1200px 72ppi

Square: 1200px x 1200px 72ppi

Story

1080px x 1920px 72ppi

Video

Max 4GB



*Preferred option

X (formerly known as Twitter)

Tile

1024px x 512px 72ppi

Video

Max 512MB



LinkedIn

Tile

*Landscape: 1200px x 630px 72ppi

Portrait: 627px x 1200px 72ppi

Video

Max 5GB



*Preferred option

Essential content and other considerations

Acknowledgement of Country in publications

Many departments acknowledge Aboriginal and Torres Strait Islander Peoples as a gesture of respect and recognition, as Australia's first peoples. DCCEEW supports the voluntary inclusion of an acknowledgement in all print and online publications.

Recognition should appear as introductory text at the front of a publication or as a prominent part of the credits section.

The following words have been approved for use:

We acknowledge the Traditional Owners of Country throughout Australia and recognise their continuing connection to land, waters and culture. We pay our respects to their Elders past and present.

For more information on using culturally appropriate and respectful language when writing with, for or about First Nations people refer to the [Australian Government Style Manual](#) - Aboriginal and Torres Strait Islander peoples.

Copyright and disclaimer statements

A standard Creative Commons copyright statement has been agreed for all departmental publications, both printed and online.

An appropriate disclaimer statement should appear below the standard copyright statement. There is no standard form of disclaimer statement. They will vary depending on the purpose, content, and authorship of the publication, and whether it is to be made publicly available or not.

In addition, it will often be appropriate to add an acknowledgement of:

- participants
- contributors, and/or
- Country.

For guidance on and wording for these statements and acknowledgements, please refer to the department's [Copyright and disclaimer statements](#) intranet page.

A good example of various statements and acknowledgements can be found on page ii of the department's [report template](#) 2023.

If you need assistance, please email legalrequests@dcceew.gov.au for further advice.

Text should be 8pt with leading at 10pt and 80% black.

The standard Creative Commons copyright statement is as follows:

© Commonwealth of Australia, <insert year>.

Ownership of intellectual property rights

Unless otherwise noted, copyright (and any other intellectual property rights) in this publication is owned by the Commonwealth of Australia (referred to as the Commonwealth).

Creative Commons licence

All material in this publication is licensed under a Creative Commons Attribution 4.0 International Licence except content supplied by third parties, crests and the Commonwealth Coat of Arms. Inquiries about the licence and any use of this document should be emailed to copyright@dcceew.gov.au.



Released by DCCEEW under the FOI Act 1982

Page numbers

On all communication materials that span more than 4 pages, page numbers are required for easy identification of referencing. Page numbers should be placed on the bottom left side of left hand pages and the bottom right side of right hand pages. Page numbers should always start on a right hand page.

Long documents that have an introduction at the beginning may start the page numbers using Roman numerals and then begin the numbering again on the first right hand text page.

Any document over 24 pages must contain a table of contents that includes at least the first 2 heading levels.

Campaigns

The Campaign and Advertising team in the Communication and Media branch coordinate the management and reporting of all departmental advertising and campaign advertising. This excludes recruitment advertising, public notices and AusTender notices. The team also provides advice on large-scale campaign management.

Paid advertising allows you to target specific audiences across a broad range of communication channels.

Advertising involves multiple steps of planning, approvals, development and reporting and the process is determined by available budget and the type of messaging.

We work closely with you and your strategic communication account manager to develop advertising strategies that meet your communication needs. We also ensure we adhere to whole-of-government advertising guidelines and rules.

You can contact the team by emailing advertising.dcceew@dcceew.gov.au.

Department's web address

In the department's website wordmark, the web address is to be written in lowercase as **dcceew.gov.au**. The **www.** should be removed from the start of the web address and the acronym **dcceew** is bold.

Channel identifier

The web address is additionally used as a channel identifier. It is a key strategic pathway to our broader channels and more information. It works together with the department's crest without challenging its authority.

The channel identifier can be used when the crest cannot be replicated below its 65 pixel digital limit. It can be placed in the footer of any products from covers to social media tiles.

dcceew
gov.au

Paper requirements

The standard paper stock that the department use in printing are Revive Laser (uncoated) and Monza Satin (coated). Samples can be found in the Communications and Media Branch.

You may choose to use other paper stock. Carefully consider what paper stock you choose:

- Is it recycled (100% or as high content as possible) or carbon neutral?
- Is the stock Australian made?

Thickness of paper stock is measured in gsm with low gsm being thinner paper. Factors to consider when choosing suitable thickness are:

- thinner paper stock may be suited for large documents with a high number of pages to reduce the overall weight and thickness of the document
- documents with a longer life-span may be better suited to a thicker paper stock to ensure they are more durable.

Email graphicdesign@dcceew.gov.au for advice on choosing paper stock.

Print procurement

All communications procurement should be coordinated through the Communication and Media Branch. When planning a project, first contact your Communication Strategy and Services account manager or email strategiccommunication@dcceew.gov.au.

All external printing and associated services are managed for the department by the Communication Procurement team. This includes all contracts for offset printing, digital printing, banners, photography, video production etc. It is a requirement that this service is used; staff are not permitted to independently seek quotes for these services.

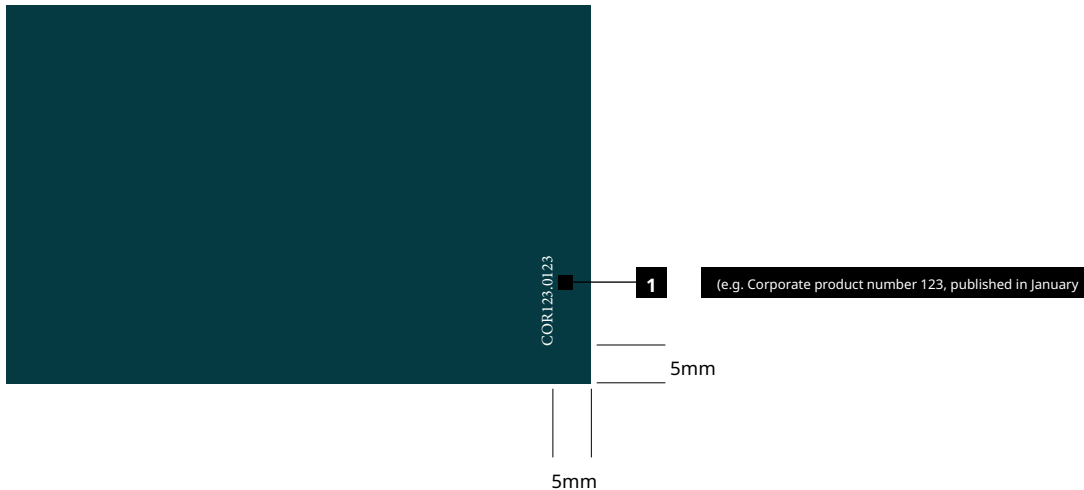
Contact the Communication Procurement team with any enquiries at communication.procurement@dcceew.gov.au.

Product codes

A unique product code is required on all communications products except stationery. The Communications and Engagement Branch can advise suppliers what number should be used.

The product code is to appear in the following format: THEME0000.mmyy (i.e. the unique number plus the month and year published). It should be placed in fine print and positioned in the lower right corner of the document when possible. In the event that the document is double sided or does not have a cover, the product code should appear on the front. In the instance where a product code has been provided to an external provider the code should have a **E** added to the end denoted external provider.

Example below illustrates the product code placement.



1 Product code Noto Sans light 6pt. (Alternate font: Calibri light)

Accessibility

Our information and services must be provided in a non-discriminatory accessible manner. This is the law under the Disability Discrimination Act 1992. Whether our services are delivered in person, or digitally, we must provide these equally to everyone.

Any content produced by external vendors also needs to meet accessibility requirements. It is important to include this in any contracts before content is created.

You can find instructions to help you meet accessibility requirements on the [intranet](#).

Data visualisation

Instructions to help you apply colour to data visualisation is available on the [intranet](#).

Artificial intelligence (AI) generated content

The department does not support the use of any AI generated content.

Signature blocks

The department has a signature block template with a choice of Acknowledgment to Country imagery taken from the artwork (see page 6). The template can be found on the [Departmental Templates](#) intranet page.

The department allows the inclusion of temporary banners at the end of the signature block to promote significant days and campaigns. Please be mindful and respectful of all banners used and ensure promotion aligns the [APS Values](#) and the [APS Code of Conduct](#).

Communication Strategy and Services

The account manager model is followed by the department for all creative and external facing requests.

Your Communication Strategy and Services account managers work with functions inside the Communication and Media branch on your behalf. This includes video production, photography, graphic design, social media, media and website services.

These areas and services should not be contacted directly by staff.

The department's communication account managers work with their client areas to help staff achieve a fit-for-purpose outcome aligned with the department's goals and purpose.

To find out who your account manager is, contact strategiccommunication@dcceew.gov.au.

Staff in the Enabling Services Group should contact Corporate Communications for your account manager at corporate@dcceew.gov.au

Writing guide

Australian Government style manual

Our department follows the Australian Government Style Manual.

For the full guide visit stylemanual.gov.au.

Plain english

Writing in plain English is Australian Government policy. Plain English is easier to read, gets the point across and reaches a wide audience.

Write in active rather than passive voice.

Use clear, concise expression, logical structure and good document design.

Use everyday words. Have a conversation—read it out loud to see if it makes sense.

Principles to follow:

- Respect your readers and write to meet their needs.
- Organise your documents and plan before you write.
- Use short, everyday words where they match your meaning (such as use instead of utilise).
- Make your average sentence 15 to 20 words long.
- Edit yourself ruthlessly and seek a second opinion.
- Prefer the active voice.
- Use powerful verbs.
- Consider using personal pronouns.
- Always check your writing carefully.

Active versus passive

The active voice is much more effective at persuading and engaging the reader. It is more direct, uses stronger verbs and is shorter.

The passive voice (something is done) is longer, less clear, more awkward and more aloof.

Active: The minister released the report yesterday.

Passive: The report was released yesterday by the minister.

To check if you are using active or passive voice, ask yourself what is the action and who is the actor i.e. who does the doing in the sentence.

Released by DCCFEW under the FOI Act 1982