



Australian Government



AUSTRALIAN INSTITUTE
OF MARINE SCIENCE



Science for
tomorrow's
oceans

AIMS Brand Manual

To guide the use of AIMS' corporate visual identity effectively





Australian Government



AUSTRALIAN INSTITUTE
OF MARINE SCIENCE

About us

AIMS research achieves the highest standards of excellence, objectivity and independence. Our research supports growth in the management, protection and use of Australia's tropical marine environment. It ensures Australia remains a world leader in marine science.

Through our deep understanding of the tropical marine environment, we help government, industry and the community to make decisions that make a difference.

AIMS science leads to:

- healthier marine ecosystems
- economic, social and environmental benefits for all Australians
- protection of coral reefs from climate change.

Welcome to the AIMS Brand Manual

This short manual is intended to help you understand and use our branding in the most compelling way, giving particular weight to easily recognisable design elements.

AIMS is active in a host of areas. These guidelines will help anyone creating a message from AIMS to know and understand which visual elements to use and how to use them.

It takes all of us to build and protect our brand, so please use these guidelines when you're producing any communications or products that represent AIMS.

For links to related guides and policies, please see supporting documents on page 18.



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1. Principles

Excellence

All the promotional materials we produce must enhance AIMS' reputation for scientific excellence and integrity.

Professional

For maximum effect, our visual communications must be highly professional in both look and feel.

Distinctive

To capture the essence of our purpose, our brand must convey what makes AIMS unique.

Why do we need these guidelines?

As a small organisation, strong branding effectively reinforces our values and activities.

Who are these guidelines for?

They are for anyone producing AIMS visual material. For guidance on written material, please refer to the 2022 AIMS Writing Style Guide.

For more information

If you have any questions about how to use these guidelines, contact AIMS [Communications](#).



2. Typography and colour palette

Fonts

Calibri is to be used as the primary font for all professionally created communication.

For internal communications where Calibri is not available, **Arial** should be used.

For other design needs, the following fonts can also be used

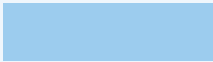





Extra bold font: Verdana Pro Black

Cursive font: Bradley Hand ITC

Calibri	Arial	Verdana Pro Black
CALIBRI	ARIAL	<i>Bradley Hand ITC</i>
Calibri	Arial	
<i>Calibri</i>	<i>Arial</i>	








Primary palette

Our primary palette is reflective of the marine research field we work in. It uses a combination of blue colour tones.

	HTML: 9ccbed	R:156 G:204 B:238 C:36 M:8 Y:0 K:0
	HTML: 019bd7	R:1 G:156 B:215 C:76 M:23 Y:0 K:0
	HTML: 0176b3	R:2 G:118 B:179 C:88 M:48 Y:7 K:0
	HTML: 005b9e	R:0 G:91 B:158 C:96 M:69 Y:9 K:1
	HTML: 1d2e5a	R:30 G:47 B:90 C:99 M:89 Y:36 K:29
	AIMS BLUE HTML: 004785	R0 G:71 B:133 C:100 M:80 Y:21 K:6






Secondary palette

This palette can be used when a highlight is required to complement the primary palette.

	HTML: a2d8ca	R:162 G:216 B:203 C:36 M:0 Y:24 K:0
	HTML: 00b9b0	R:0 G:186 B:176 C:74 M:0 Y:38 K:0
	HTML: 1a9798	R:26 G:152 B:153 C:80 M:21 Y:42 K:1
	HTML: 1a9798	R:98 M:25 Y:56 K:10
	HTML: 009f82	R:0 G:159 B:130 C:82 M:13 Y:61 K:1
	HTML: 00934f	R:0 G:147 B:80 C:86 M:17 Y:92 K:4
	HTML: 175f3d	R:23 G:96 B:61 C:87 M:37 Y:86 K:32

Tertiary palette

This palette is to be used for charts and graphics where delineation is required.

	HTML: f0c918	R:240 G:201 B:24 C:7 M:18 Y:99 K:0
	HTML:f 47721	R:244 G:119 B:33 C:0 M:66 Y:100 K:0
	HTML: ed1c24	R:237 G:28 B:36 C:0 M:100 Y:100 K:0
	HTML: b0d235	R:176 G:210 B:53 C:36 M:0 Y:100 K:0
	HTML: 4971b6	R:73 G:113 B:182 C:77 M:55 Y:0 K:0

3. Primary logo



Position

Use of the AIMS logo and government crest is guided by the Australian Government branding guidelines: <https://www.pmc.gov.au/publications/australian-government-branding-guidelines>

Ideally, the AIMS logo should be positioned at the top left of your material. Some flexibility is permitted in response to layout.

The logo must always be large enough for the name of the institute to be clearly legible.

Logo usage requirements

The Australian Government Coat of Arms must always appear on the left side of the AIMS logo, except on:

External logo

- our video watermark
- approved promotional material
- T-shirts and other branded marketing items.

The use of third-party logos on external-facing communications must be approved by [Communications](#).

The use of third-party logos by AIMS must always be cleared with the relevant partner.

As a government agency, AIMS does not endorse or promote commercial entities.

Any association with or display of commercial brands must be approved.

Tagline

The AIMS tagline is:

AIMS: Australia's tropical marine research agency

It features under the AIMS logo in Arial Bold. In some cases, particularly when the logos are small, it should be positioned across the full width of the logo. Where the logo appears larger, it may be reduced slightly.

In some cases where the logo appears on the same page, it can be separated and used next to the website address.

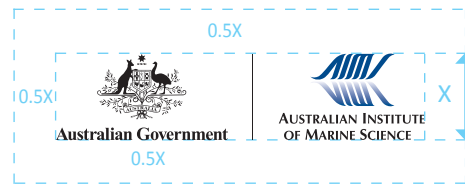


Correct use

AIMS is represented by the following two logos – the inline format (horizontal) or the stacked format (vertical). Where possible, use the inline format. The logo must always be surrounded by a minimum amount of clear space for



the brand to be clear and visible. The clear area is equal to half the height of the AIMS fish graphic, as shown by the 'x' height below. The clear area is proportional at all sizes of the logo.



Incorrect use

Care should be taken when resizing the brand mark in desktop versions to keep the proportions of the rectangle the same. Do not distort the logo.



The logo must only be used in its original colour, white or black versions. Changing the colour of the logo or adding textures or patterns is not permitted.

Ideally, position the logo at the top left of the page. Some flexibility is permitted in response to layout.

Ensure sufficient contrast between the logo and the background.



- ✓ Light background
- ✓ Minor texture
- ✓ Easily readable – black
- ✓ Easily readable – reversed



- ✗ Not easily readable
- ✗ Texture distractions
- ✗ Image distractions
- ✗ Incorrect colours

4. Brand extensions



Our primary logo consists of the Australian Government Coat of Arms and the AIMS stylised fish motif. It represents AIMS' role on all programs, projects and collaborations.

The primary logo is to be used in its entirety in all instances. The Communications Manager may approve exceptions to this rule where design, size and space considerations limit the display of the full logo. In such instances AIMS stylised fish motif is used in lieu of the full AIMS primary logo. Currently these exceptions include AIMS research vessels, small items like pens, promotional clothing (t-shirts/polo shirts/hats), and watermarks on AIMS videos and imagery.

Several extensions to our primary logo have been approved, including SeaSim, ReefWorks and ReefScan. Each variation is consistent, and builds on our brand identity.

These extensions are used to assist in product or service promotion, and are applied to specific marketing materials. There are strict limitations on the use brand extensions as follows:

- The brand extensions are to be displayed in full (i.e., used with the primary logo, in either the inline or stacked version). As described on p.7, the brand extensions and AIMS logo can be used in original colour, black or white formats.

- The SeaSim, ReefWorks and ReefScan logos are not to be used instead of the AIMS primary logo on promotional clothing (t-shirts/polo shirts/hats).
- The SeaSim/ReefWorks/ReefScan logos are not to be used on safety or corporate clothing instead of the AIMS primary logo.

The National Sea Simulator staff are permitted to use the SeaSim brand extension logo on their uniform when working at the SeaSim. This exception has been authorised by the Communications Manager and is applied to help visiting researchers distinguish the SeaSim personnel from other AIMS staff.

Do not create your own variations without the approval of [Communications](#).

SeaSim and ReefWorks



The National Sea Simulator (SeaSim) and ReefWorks are AIMS facilities, each providing a specific research function. These facilities are strategically aligned under the AIMS brand. They complement the AIMS logo using a consistent style and layout, re-enforcing the parent brand.

ReefScan



ReefScan is an integral part of AIMS' future direction and is incorporated in the AIMS Strategy 2025 (Enhanced Capability Target EC2: to employ technology to double our yearly information output at half the unit cost, in half the time).

This advanced marine monitoring concept builds on AIMS' positive reputation in marine monitoring and contributes to our values of innovation, safety, and collaboration. The ReefScan brand extension adopts the same design attributes, but is displayed using AIMS secondary colour palette.

AIMS 50th Anniversary



The 50th anniversary year motif will be used to celebrate anniversary actions and events during 2023. The design incorporates ocean waves into the number '50'.

The tagline 'Science for tomorrow's oceans' succinctly captures the theme for the anniversary and ties in closely with our mission. The anniversary motif is designed to complement the AIMS primary logo. Neither the anniversary logo nor the tagline is intended to be used beyond 2023.

5. Co-branding



When the need arises to co-brand with a partner, the goal is to ensure the AIMS logo is the most prominent brand. This is applicable when AIMS is:

- leading the communication
- the major funder
- the event organiser/primary sponsor
- the author of the publication.

When the AIMS logo is used in partnership with logos from other organisations in AIMS products, it should come first and the clear space rules must be adhered to (see page 6).

Note that other organisations may also have branding rules which need to be applied in conjunction with the AIMS logo rules.

Please contact [Communications](#) if you need further guidance.



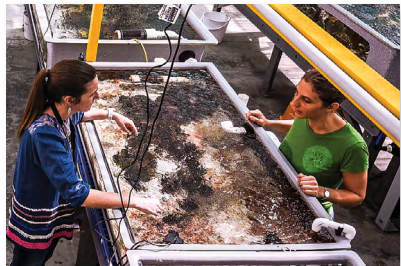
6. Imagery

Feature images

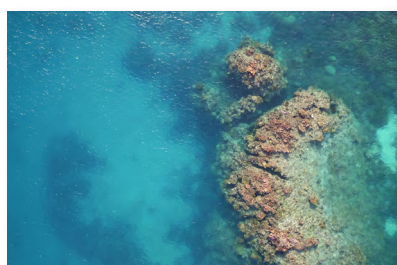
The best imagery represents AIMS, our people and our values – showcasing research in action or a unique perspective. Imagery should demonstrate a diverse range of staff and roles, highlighting our facilities and capabilities.



Portraits and action images | Photos ©AIMS | Left to right: Chris Brunner, Marie Roman, Jo Hurford



Teamwork images | Photos ©AIMS | Left to right: Chris Miller, Nick Thake, Juergen Freund



Scenery and ocean landscape images | Photos ©AIMS | Left to right: Juergen Freund, Joe Gioffre, LTMP

Image requirements

Safety gear

All images captured in and around AIMS facilities must show the correct personal protective equipment (PPE) for the situation. If you're unsure, please check with the location supervisor before proceeding with image capture.

Image rights

Before taking photos or videos, you must ask the subject (external to AIMS) to complete the AIMS Image Release Form.

This form gives us written permission to take and use the imagery and is particularly important with Indigenous partners and children.

Immediately delete any photographs taken of people who didn't give permission to be photographed.

In general, written consent for photos of employees engaged in work activities is not required. However, under the Privacy Act 1988, permission may be required for employee photos taken at social events.

All images taken in and around AIMS facilities remain the property of AIMS.

Notes

1. AIMS works with partners across many industries to generate research and tackle marine science issues. This intellectual property (IP) is protected. Please consult [Communications](#) in the early stage of production to ensure our IP and partner protocols are upheld.
2. Always obtain written permission from the copyright owner to use images sourced externally. This is particularly important regarding industry and Indigenous partnerships.
3. File metadata can be edited to show AIMS' copyright, photo credit, location and caption. Use the Details Pane in Windows Explorer or paid software such as Adobe Lightroom.

Credits

Photographs

Use the caption to acknowledge the creator of an image and AIMS as the copyright holder in presentations, reports, social media and online, as follows:

©AIMS | Photographer's name.

Video

Position the AIMS watermark at the top left of our videos. If required by protocol, display partner logos at the end of the video.

Map/Chart

Include the AIMS logo within the image if the file is likely to be sought-after as a stand-alone item. See an example on page 12.

Watermark

Photographs

Photographs generally do not require an AIMS watermark. In certain circumstances, however, a watermark is needed to protect our IP. In this instance, the watermark should be in white text and placed discreetly in the bottom left corner of the photo. The wording should be as follows:

©AIMS | Photographer's name.

Video

Position the AIMS video watermark (the fish symbol) at the top left corner of the video. HD and 4K files are available from our [Communications Sharepoint site](#).



Correct placement of the AIMS video watermark

Sharing imagery

Photographs

All images taken in and around AIMS facilities remain the property of AIMS.

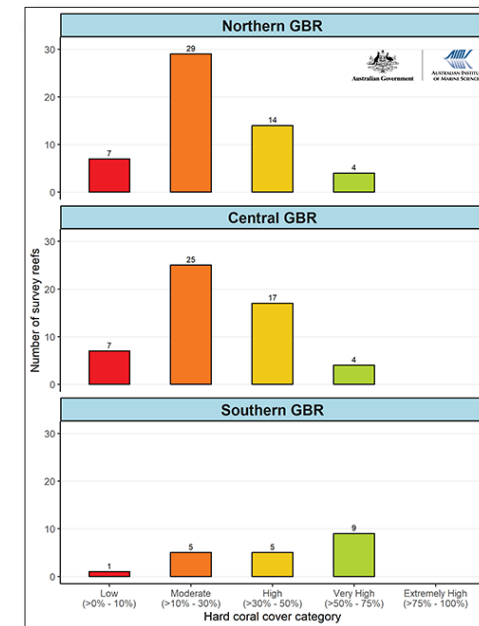
- External users must acknowledge the creator and AIMS as the copyright holder. This applies even to non-commercial use by third parties, such as in presentations, reports, social media or online.
- Requests for commercial use, such as in books, magazines and the media, must be referred to [Communications](#) so appropriate licencing terms can be obtained on behalf of AIMS.
- All external copyright licencing arrangements must also be referred to [Communications](#).

Video

- Regarding videos produced by AIMS, external users must acknowledge AIMS as the copyright holder and retain the AIMS watermark on-screen – unless an AIMS copyright licensing document has been signed. This applies to non-commercial use.
- In the case where a single shot or a series by a single creator is used, the copyright owner and creator must be acknowledged. For creators external to AIMS, crediting their name is required. For shots produced by AIMS staff.
©AIMS | Creator's name
- Requests for commercial use of video imagery (for example, TV, documentary, educational and corporate uses) must be referred to [Communications](#) so appropriate licencing terms can be obtained on behalf of AIMS.

Map/Chart

- Include the AIMS logo within the image if the file is likely to be sought-after as a stand-alone item.
- If appropriate, include the AIMS logo on maps, charts and other illustrations.



7. Language

Credible

Direct

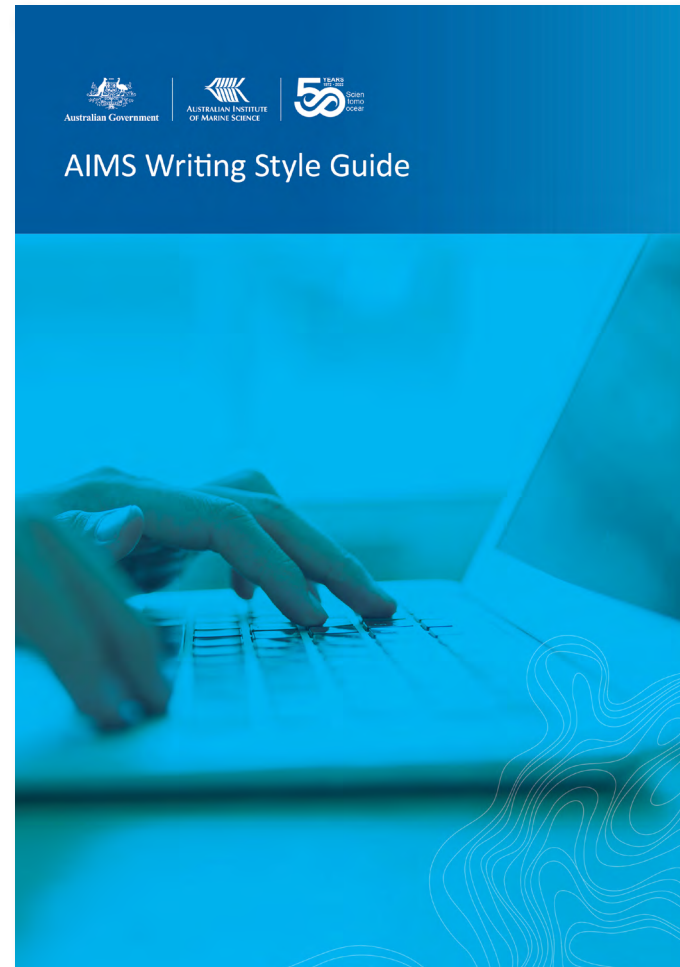
Engaging

Writing is an art and skill that must be learned by repetitive practice of reading, writing and revising.

Writers follow approved styles, formats and guidelines in different contexts.

- Scientific journals use a distinct style, where technical language or jargon is expected and accepted by the expert audience.
- Effective government writing is results-oriented writing. The text helps the reader do or know something.

For specific guidance and tips on using plain language, refer to the [AIMS Writing Style Guide](#).



8. Examples of the visual products



All the brand elements combined give us our visual identity. Apply these elements as shown to produce consistent, creative communications that capture the distinctive essence of AIMS.

The examples on this page show how the basic elements may be applied across different publications.

Each cover, page or spread brings together combinations of type, colour, tone of voice and imagery. The overall impression is one of recognisable consistency for the AIMS brand.

RV Solander
A purpose-built platform for tropical marine research

AIMS flagship
Research vessel RV Solander is the flagship Australian Institute of Marine Science's research program, taking marine scientists out research in Australia's remote waters for up to 270 sea days a year, ranging as much as 25,000 nautical miles (nm).

Scientists use the Solander to develop a growing understanding of tropical marine life, oceanography and ecosystem functions across its south.

Solander is one of AIMS' two coastal research vessels that operate in the tropical waters between the coast and the edge of the continental shelf.

Solander is a global leader in tropical marine research, supporting Australia's tropical marine industry and sustainable marine industries.

Science in action
The Solander's ocean-going capabilities provide AIMS with access to remote sites across Australia's tropical marine estate. In any year the Solander steams to locations at Ningaloo Reef in Western Australia, across the Top End, and down to the southern Great Barrier Reef. Researchers often work with the Traditional Owners of the Sea Country areas, using a two-way learning approach to foster meaningful exchanges of science knowledge and local capacity-building initiatives.

The Solander is a floating laboratory that displays advanced technology such as a state-of-the-art multibeam echosounder, to produce 30 mags of large areas of Australia's uncharted seabed. It's on-board research capabilities enable AIMS scientists to:

- monitor and assess corals and marine life in ecologically critical locations
- map the seabed and ocean currents
- study coral resilience
- develop reef adaptation and restoration techniques and more.

Supporting the health of Australia's tropical oceans
The Solander has a range of 2,700 nautical miles, and conducts about 36 research cruises a year, each lasting between 7 and 23 days. The vessel can accommodate 23 scientists and is crewed by a team experienced in scientific support.

Equipped with a suite of research facilities, including laboratories and deck equipment for deploying high-tech instruments, the Solander undertakes the science necessary to protect Australia's tropical oceans and support the sustainability of marine industries underpinning our "Blue Economy".

Brochure

Our oceans
provide jobs, contribute to economic growth and hold intrinsic value to all Australians.

AIMS' scientific research provides the knowledge that contributes to the sustainable productivity of our marine industries while protecting our unique marine ecosystems.

aims.gov.au
AIMS: Australia's tropical marine research agency

Pull-up banner

Australian Institute of Marine Science

AIMS: Australia's tropical marine research agency.

AIMS logo and social media icons.

Presentation folder

AIMS: Turning science into solutions
Australia's tropical marine research agency

Darwin lights reveal jump in marine economy

The challenges
Tracking out the performance of the marine economy from the rest of the economy is very difficult. Most monetary statistics measure the economy as a whole, and even those specific to marine industries can include areas of onshore and offshore activity. It's particularly challenging at a local level, with much of the available data relating to the offshore economy as a whole.

The approach
In a world-first study, AIMS scientists used satellite images of Darwin Harbour at night to calculate the size of the harbour's marine economy.

The pioneering technique tracks the total and measures the amount of light between the beach and the edge of a nation's ocean territory. It includes light from oil and gas operations, shipping and fishing, as well as light spill from coastal developments.

It's not the first time light has been used to study economic activity. The dark skies over North Korea, for instance, have long been interpreted as a sign of the country's isolation. For the AIMS study was the first in the world to measure the marine economy by spatially partitioning light at night.

The AIMS team also tested the night light technique on other parts of the world where the blue economy has been comparatively measured. The first testing the publicly available satellite images was as good as any other method of estimating the marine economy.

The impact
The study revealed Darwin Harbour's 2019 regional product from \$1.2 billion in 2012-13 to just under \$2.4 billion in 2018-19. Over this same period, the harbour's contribution to the gross regional product rose from 0.8% to 1.2%.

Importantly, their economic expansion has not come at a cost to the environment, with no increase in water quality and other environmental measures during the time.

The research is used to underpin the sustainable management of the harbour's coastal marine spaces after AIMS established a Coastal Office in 2019. This has accelerated the region's fundamental knowledge of the harbour, leading to a more targeted, investment-led and holistic approach.

The research has been used for planning and other strategic decisions, with AIMS heavily involved in advisory bodies, consulting and stakeholder engagement in Darwin Harbour.

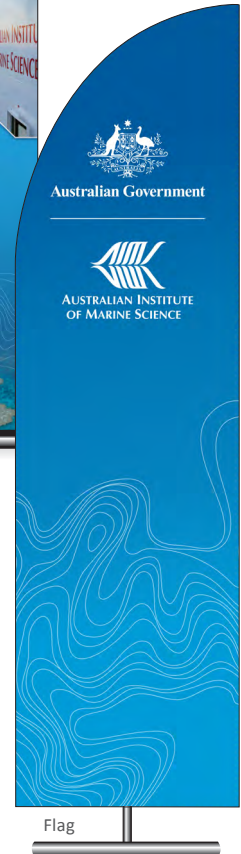
WORLD 1ST TO USE NIGHT LIGHTS FOR ANALYSIS

MARINE ECONOMY ANALYSED 2012-2013 & 2018-2019

MORE THAN 1 BILLION IN ANNUAL GROSS REGIONAL PRODUCT

0 REDUCTION IN WATER QUALITY

Impact stories



9. PowerPoint Presentations



PowerPoint template – front cover



An introduction to AIMS: Always include this slide in presentations to an external audience.

PowerPoint presentations are used by staff at all levels to communicate important information to live audiences. Every slide we include should reflect the professionalism of AIMS.

In presentations to an external audience, always include our positioning slide 'An Introduction to AIMS'. This is part of being professional and helps to establish our credentials as the country's national tropical marine science agency.

AIMS master template

- Use our [master template](#) for presentations to an external audience. This will standardise our look and feel.
- Never adapt the approved template or modify the style. This will detract from our brand.
- Apply the elements of our brand (logo, typeface, colour and imagery) as shown in this manual.
- Less is more, so keep text on each slide to a minimum.
- Use high-quality images and diagrams.

Traditional Owner template

AIMS works with Traditional Owners to build strong and productive relationships in marine science.

This template reflects AIMS commitment to meaningful Traditional Owner collaborations. It is important to protect this template from misuse.

The template may be used in appropriate circumstances, as follows:

- When the presentation is about an Indigenous topic, such as Traditional Owner engagement.

- When the specific audience is Indigenous Australians.
- When the presentation is being delivered at an event, meeting or conference hosted by or themed on Traditional Owners or Indigenous peoples.
- To signify cultural events, such as National Reconciliation Week or NAIDOC Week.

Other Traditional Owner themes (for example the background during an external Zoom or Teams meeting, or an Indigenous Fact Sheet) may only be used instead of the standard AIMS branding during the appropriate occasions specified previously.

Use of Traditional Owner themes are not to be regarded as a personal branding choice or an option for individual teams within AIMS.



Traditional Owner template

10. Stationery

Business cards



The AIMS business card is a landscape format and standard card size.

1. Obtain your supervisor's approval to get a business card.
2. You may manage printing and payment directly.
3. Submit your contact details to the regional preferred supplier.

Details of how to obtain business cards are available at:

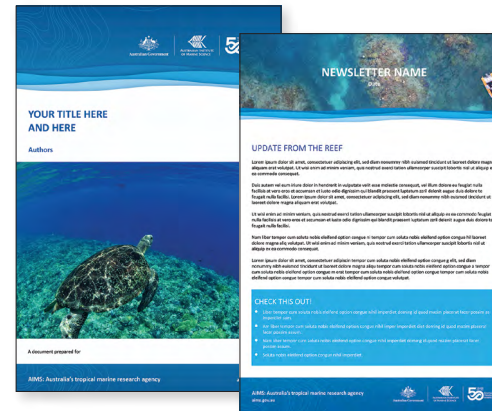
https://aimsgovau.sharepoint.com/:b:/s/CorporateCommunicationandPublicAffairs/EVrrkIT72JNjtb7gtJCOOq4B81pv6o4u3J_I5qdqlooAlg?e=6kjBzS

Letterhead



There is one standard letterhead format. By using the template, letterheads can be printed locally using office printers. Letters for internal use may be printed on standard copy paper.

Additional stationery



The full AIMS stationery suite, including templates for reports and newsletters, is available from:
<https://aimsgovau.sharepoint.com/sites/CorporateCommunicationandPublicAffairs/SitePages/Templates.aspx>

Addresses

Use the full address block on communications that represent AIMS in general. Individual addresses may be used for region-specific communications.

TOWNSVILLE (Headquarters)
PMB No.3, Townsville MC, QLD 4810
T: +61 7 4753 4444 E: reception@aims.gov.au

DARWIN
PO Box 41775, Casuarina, NT 0811
T: +61 8 8920 9240 E: reception@aims.gov.au

PERTH
Indian Ocean Marine Research Centre
The University of Western Australia, M096
35 Stirling Hwy, Crawley WA 6009
T: +61 8 6369 4000 E: WAadmin@aims.gov.au

11. Digital

Social media

Social media is a powerful tool that allows AIMS to connect with the communities we serve in an immediate, familiar and accessible way. Use this brand guide to provide audiences with a consistent experience across AIMS social media channels.





Individuals are encouraged to share their work on their own social media accounts in a professional manner. See the [AIMS Social Media Procedures](#) for more information.

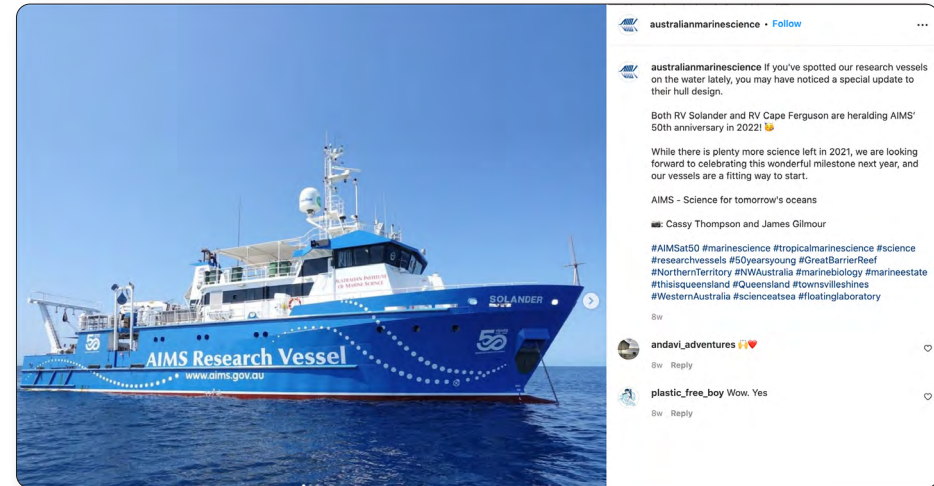
It is generally more effective to leverage AIMS' existing accounts, rather than create new accounts.

To limit the risk of diluting our brand, additional AIMS-based social media accounts, such as project or team-based accounts require the approval of [Communications](#).

The AIMS website is managed primarily by Communications.

Social media handles

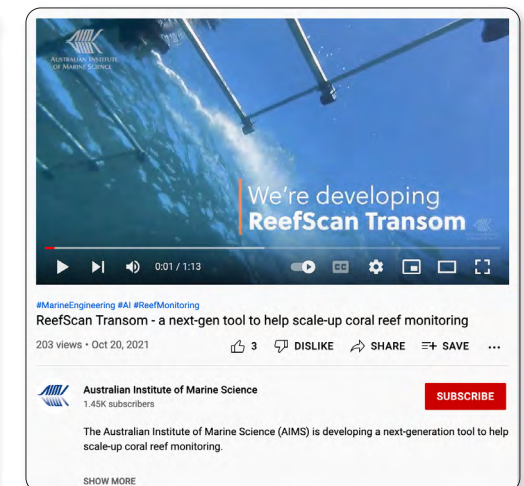
-  @aims_gov_au
@SeaSim_AIMS
@AIMS_CEO
-  @australianmarinescience
-  @australianmarinescience
-  @australianmarinescience
-  @aims



Instagram example



Twitter example



YouTube example

12. Contacts

We hope you find these guidelines clear and easy to use. If you need any help or further information on any aspect of the AIMS brand identity, or if you have any feedback, please contact us.

Australian Institute of Marine Science

Corporate Communication and Public Affairs
TOWNSVILLE (Headquarters)
PMB No.3,
Townsville MC, QLD 4810
T: +61 7 4753 4444
E: communication@aims.gov.au

Supporting documents

The following documents can help support your understanding of the AIMS brand:

- [AIMS Writing Style Guide 2023](#)
- [AIMS Social Media Procedure](#)
- [AIMS Communication Policy](#)

All of the communication policies and procedures are also available on AIMSCAPE under the Policies tab, in the Information Communication and Technology section.

