Australian Government

AUSTRALIAN INSTITUTE
OF MARINE SCIENCE

50 YEARS
1972 - 2022
Science for
tomorrow's
oceans

AIMS Brand Manual

To guide the use of AIMS' corporate visual identity effectively

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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Version 1 | May 2023

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.

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.

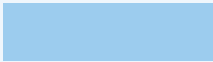For other design needs, the following fonts can also be used
Extra bold font: Verdana Pro Black
Cursive font: Bradley Hand ITC

Calibri	Arial	**Verdana Pro Black**
CALIBRI	ARIAL	*Bradley Hand ITC*
Calibri	**Arial**	
Calibri	*Arial*	

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	C: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

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.

AIMS: Australia's tropical marine research agency
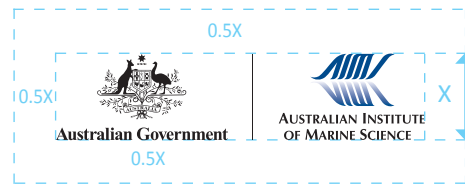
Correct use

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.

✔

✔

0.5X

0.5X X

0.5X

0.5X

0.5X X

0.5X

✔ Light background   ✔ Minor texture   ✔ Easily readable – black   ✔ Easily readable – reversed

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.

X

X   X

Headline

X Not easily readable   X Texture distractions   X Image distractions   X Incorrect colours

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.

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.

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
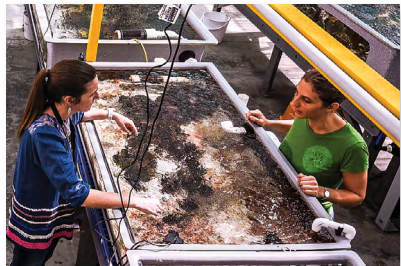
Teamwork images | Photos ©AIMS | Left to right: Chris Miller, Nick Thake, Juergen Freund
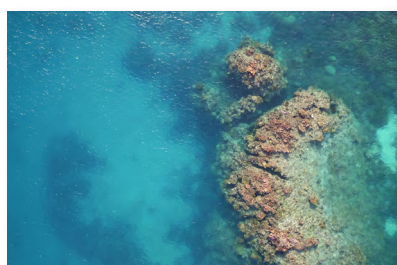
Scenery and ocean landscape images | Photos ©AIMS | Left to right: Juergen Freund, Joe Gioffre, LTMP

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.
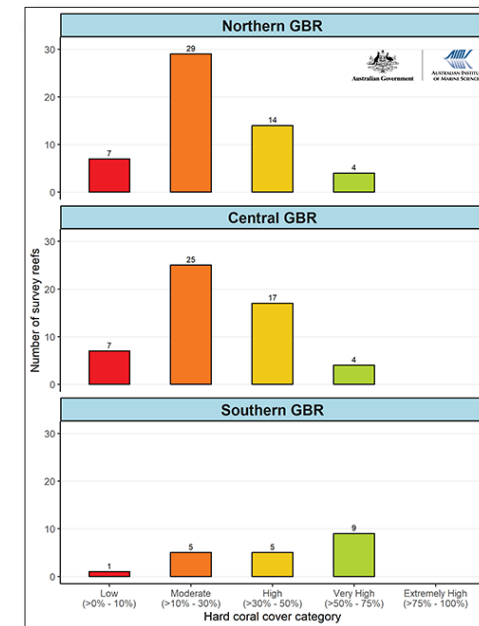
Credible

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.

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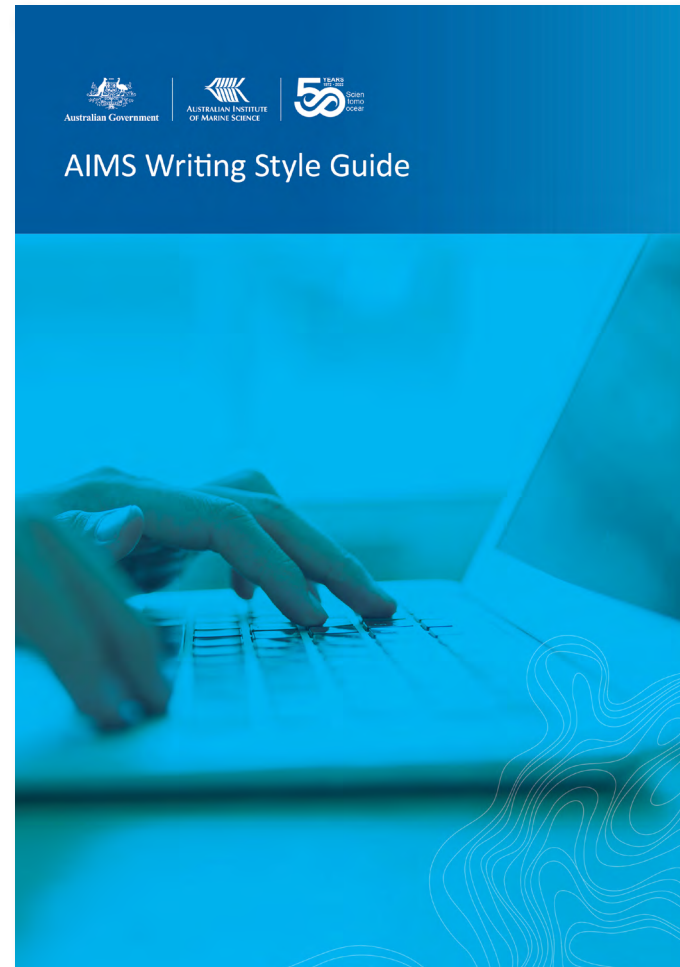
All the brand elements combined give us our visual identity. Apply these elements as shown to produce consistent, creative communications that capture the distinctive essence of AIMS.

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.

Brochure

Presentation folder

Impact stories

Pull-up banner

Flag

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

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_
I5qdqIooAIg?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
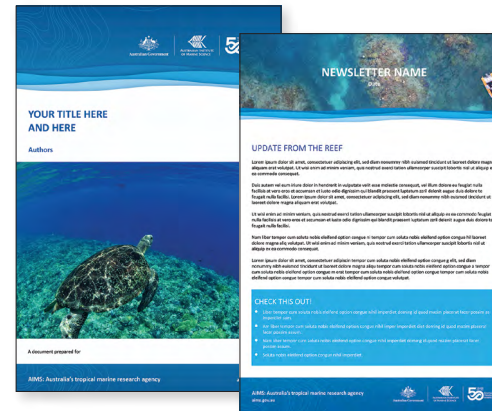
The full AIMS stationery suite, including templates for reports and newsletters, is available from:
https://aimsgovau.sharepoint.com/sites/
CorporateCommunicationandPublicAffairs/
SitePages/Templates.aspx

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

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.

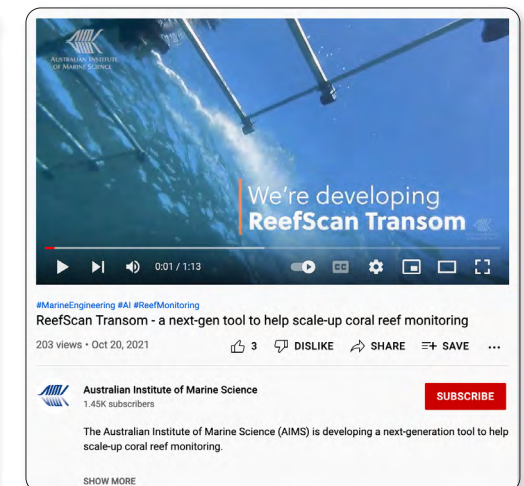The AIMS website is managed primarily by Communications.

Social media handles

@aims_gov_au
@SeaSim_AIMS
@AIMS_CEO

@australianmarinescience

@australianmarinescience

@australianmarinescience

@aims
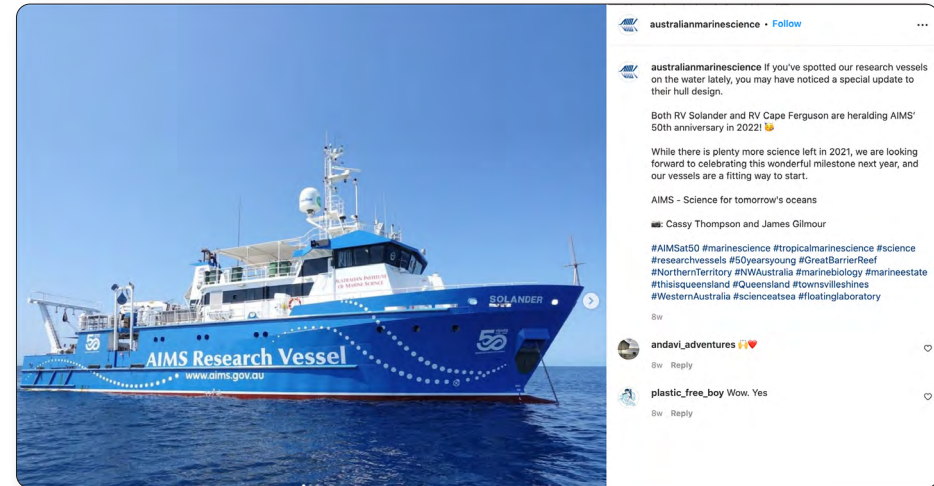
Instagram example

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.