



Australian Government



Murray-
Darling
Basin
Authority

MDBA Visual Identity Manual

Information for staff, consultants and service providers

Revision 1: August 2024

Introduction

This document provides guidance for applying the Murray–Darling Basin Authority’s visual identity, to ensure we create professional, consistent and recognisable communication products.

The communications team will assist you to correctly apply the MDBA visual identity This includes help with reports, presentations, online content, graphics and engagement materials. If you have any questions or need more guidance, please contact communications@mdba.gov.au.

All communications materials must be approved by the Director of Communications before release. Please allow at least 3 days for approval.

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Section 1

Our identity

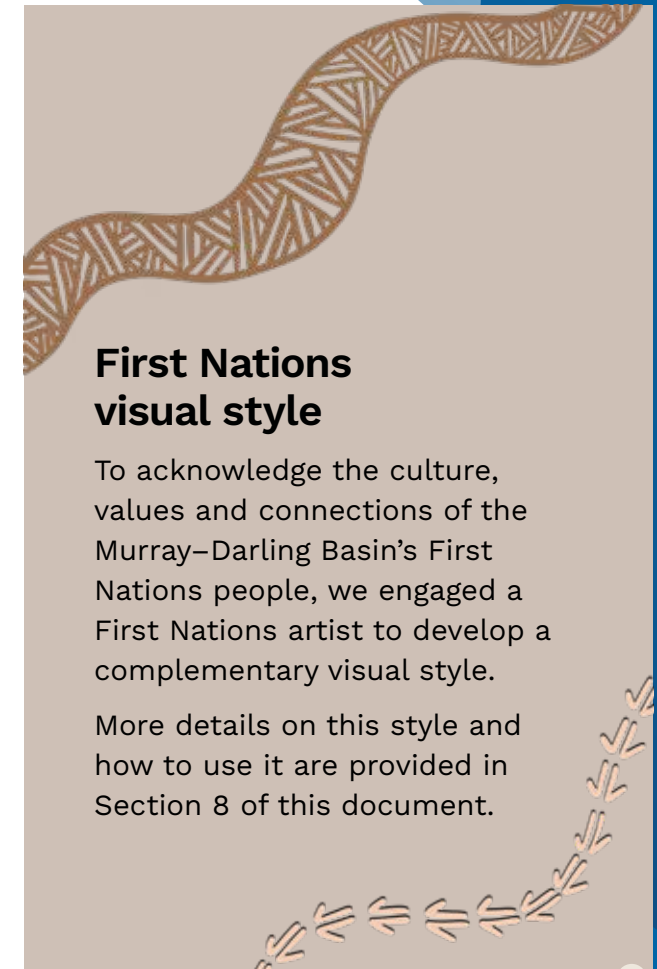
Visual identity

A strong visual identity clearly communicates who we are and what we represent. It distinguishes our organisation from others, helping us stand out.

Our unique identity contains gentle curves reflecting the Basin's rivers, and colours associated with water. These elements help to convey our reputation as steadfast stewards of the Basin's rivers, and our role in the management of Basin water resources.

Our visual identity is designed to be flexible and adaptable, and is supported by a suite of icons and images.

A single visual identity ensures we represent the organisation consistently across all facets of our work. This communicates our value to partners, stakeholders and communities.



First Nations visual style

To acknowledge the culture, values and connections of the Murray–Darling Basin's First Nations people, we engaged a First Nations artist to develop a complementary visual style.

More details on this style and how to use it are provided in Section 8 of this document.

Our purpose

We are steadfast stewards of the Basin's Rivers – a group of highly capable professionals responding to complex water management challenges.

Our vision is a resilient Murray–Darling Basin. A place where communities and ecosystems are prepared for an uncertain future. We take a partnership approach to our work and rely on the best available science, knowledge and skills to deliver a healthy river system for generations.

Our story is about water, plain and simple. It's essential for all of us, now and into the future. That's why we do what we do, and is summarised in our purpose:

Rivers, for generations.

For more information, see *'the MDBA way'* and *'Writing Style Guide'* documents.

Rivers, for generations.

Brand management

Our visual identity is managed by the Communications team. The Director of Communications makes decisions regarding strategic activation and deployment.

General queries or guidance about implementing our visual identity should be made through the Communications team inbox: communications@mdba.gov.au

Day to day management of our visual identity is the responsibility of the Design & Production team (within Communications). Tasks include:

- Ensuring compliance with the Visual Identity Manual (this document)
- Providing and managing compliant templates for staff use
- Providing advice on the application of our visual identity for MDBA products, externally produced products and sponsorships
- Promoting compliance with accessibility requirements, including *Web Content Accessibility Guidelines (WCAG 2.1)*.

Accessibility

Effective communication relies on producing content that is not just engaging, but also accessible.

We aim to meet accessibility standards across range our digital and print products.

This includes ensuring appropriate text size and colour contrast, and that images and video are supplied with alternative text and captioning.

Details on these requirements is provided in the relevant sections of this document.

Graphic design and publishing services

Clear, professional communication builds trust in our organisation, improves the effectiveness of our messages, and helps to meet our objectives.

The Communications team provides expertise across digital and printed mediums to create and distribute high quality content and products.

Requests for design support should be made through your Communications Account Manager, who will liaise with our graphic designers on your behalf. This ensures requests are prioritised according to business needs.

All requests require a design brief, with content approved by your General Manager or Executive Director before design can commence.

In collaboration with Communications Account Managers, our in-house graphic designers create a range of customised digital and print materials, including:

- advertisements
- banners, posters and signage
- brochures and flyers
- newsletters
- infographics and icons
- placemats
- postcards
- timelines
- web content

The Communications team is also responsible for publishing website content, including reports and other publications.

If you have a web publishing request, consult your Communications Account Manager, who will discuss your requirements.

All publishing requests must be accompanied by a completed *Publication Request Form*, available through the 'Communications' section of Billabong (staff intranet).

Section 2

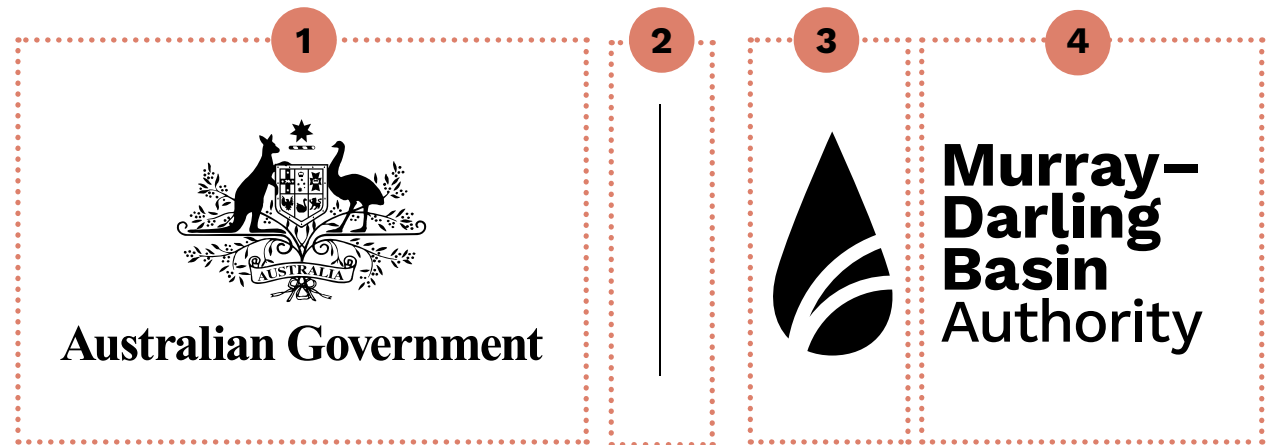
Our logo

The Logo

The Murray–Darling Basin Authority logo (the logo) uses program branding, where our logo sits alongside the Australian Government logo.

This arrangement comes with specific rules regarding scale, element spacing and prominence. For this reason we provide a ‘lockup’ of the crest and MDBA elements to ensure the logo is applied correctly and in full.

The lockup is provided in a range of variants that meet required specifications. These files must not be altered.



Details

The logo is available in inline (horizontal) and stacked (vertical) layouts. Our preference is to use the inline version of the logo wherever possible.

These versions of the lockup meet the Australian Government Branding Guidelines requirements, when applied as per the instructions in this document.

Breakdown

1. The Australian Government Crest
2. Dividing line
3. A stylised water droplet. The two lines in the water droplet represent the Murray and Darling Rivers
4. The organisation name

Variations

1. Reversed

Used against dark backgrounds to ensure accessibility compliance.

(The blue shape used here is an example. The shape IS NOT required for reversed applications of the logo)

2. Stacked

Used where the standard (inline) version cannot be used at compliant size.



3. Low detail (inline and stacked)

Used only when the detail of the standard crest cannot be reproduced.

This includes embroidery.



Using the logo

When using the MDBA logo, the Australian Government branding must always be included. Always use original master artwork files. Never alter, redraw, recolour or distort them in any way.

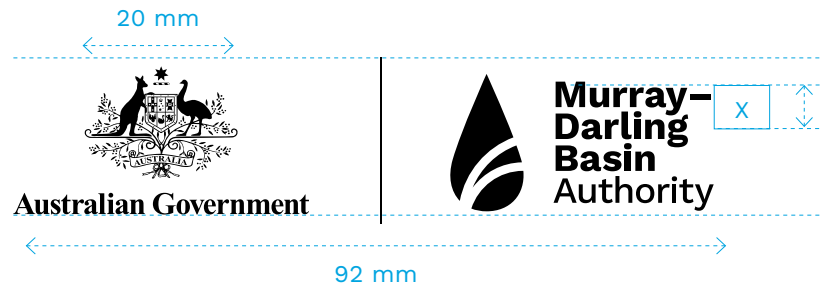
The logo should always have prominence over and above other images and graphic elements. A clear space zone (defined as X) exists to make sure there is enough room between the logo and other elements.

When using the logo, the Australian Coat of Arms must be at least 20 mm wide.

Minimum logo size

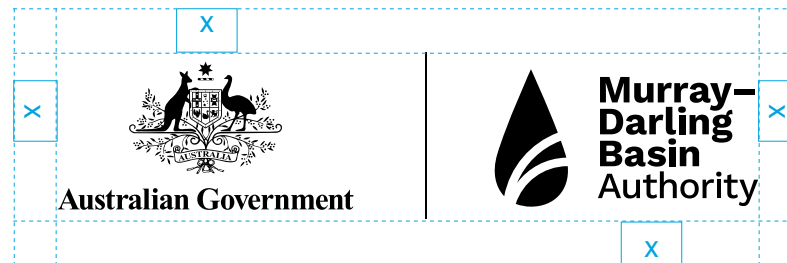
The minimum width of the inline logo is 92.7 mm.

The minimum width of the stacked logo is 38.96 mm



Clear space

When you use the logo, it must be surrounded by clear space to ensure visibility and clarity. No graphic elements of any kind should invade this zone. The clear space is equal to the combined height of the words 'Murray-Darling'.

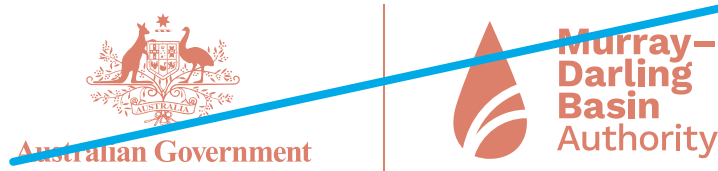


Incorrect usage

To maintain a strong, distinctive brand it is important to use our logo correctly and in a consistent way. We are required to meet the 2013 Australian Government Branding Guidelines.

Do not:

- Change logo colours
- Use the logo over patterns or low-contrast backgrounds
- Separate the MDBA component from the Australian Government crest
- Condense, rotate, stretch or alter the logo by modifying or deleting elements
- Change the size or relationship of logo components



Do not change the colours of the logo.



Do not use the logo over patterned backgrounds.



Do not separate MDBA logo from the Australian Government crest.



Do not condense, rotate, stretch or alter the logo

Co-branding (multiple agencies)

Co-branding is used to show multiple organisations working in partnership with each other. Contact communications@mdba.gov.au to find out if your project should use co-branding. This will be assessed on a case-by-case basis.

When the MDBA is not the lead

- Include a due recognition statement – contact communications if you do not already have a statement.
- If needed, make sure the MDBA logo meets minimum size requirements.
- If documents are co-authored with other governments, place logos in the correct order.

When documents are co-authored with state or territory governments, the author or sponsoring body can decide whether any arms will appear at all. When the arms do appear together, visual equality between them should be maintained.

The Commonwealth Coat of Arms should appear on the left, with the state arms on the right in the order shown in the Royal Warrant of 1912: New South Wales, Victoria, Queensland, South Australia, Western Australia, Tasmania. Territory arms then follow: the Northern Territory and the Australian Capital Territory (with the latter using the arms of the City of Canberra).

See: *Australian Government Style Manual*, page 295.

Using the MDBA logo on a co-branded document

When using the MDBA logo on a co-branded document make sure to adhere to the minimum sizes and clear space.

Always choose a version of the MDBA logo that is consistent with the other collaborator logos - in both shape and colour. The MDBA logo is available in inline and stacked layouts. Both layouts are available in black and white and reversed versions.

Section 3

Our colours

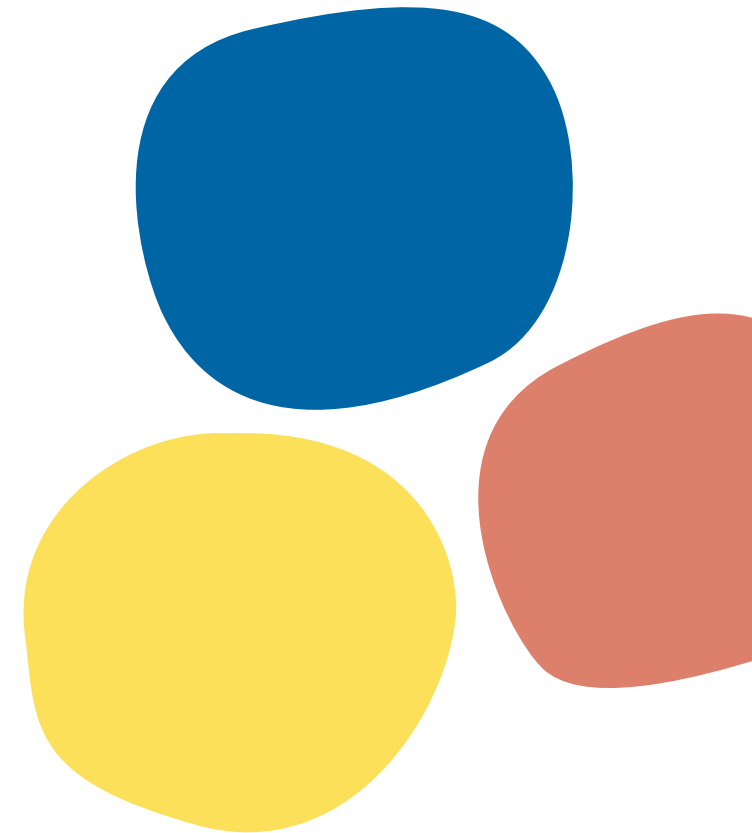
Colour palette: *Basin sunrise*

Our colour palette is inspired by the natural environment of the Basin, and reflects our role in water management. It combines colours associated with water alongside earth tones and bright highlights for focus.

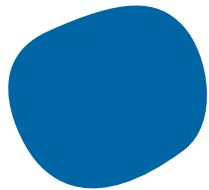
The palette features both primary and secondary colours. The primary colours are the most prominent, and the secondary colours provide support, contrast and highlights for visual focus.

Proper use of colours and contrast are vital to making content accessible. Users, including those with visual impairments, must be able to access our information.

Our aim is to be compliant with Web Content Accessibility Guidelines (WCAG) AA standard in our print and digital products.

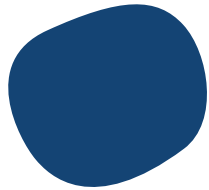


Primary colours



Sapphire Blue

CMYK: 100, 39, 0, 35
RGB: 0, 101, 165
HEX: 0065A5



Indigo Dye

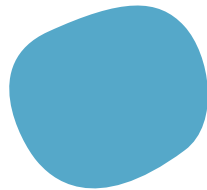
CMYK: 83, 41, 0, 55
RGB: 20, 68, 116
HEX: 144474

To be WCAG 2.1 AA compliant:

Normal text must be 8 pt to 14 pt size and have a contrast ratio of at least 4.5:1.

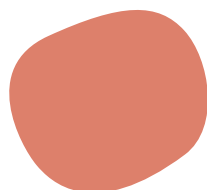
Large text must be at least 18 pt, or 14 pt and bold, and have a contrast ratio of at least 3:1.

Secondary colours



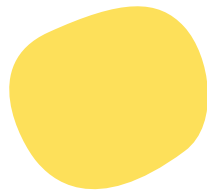
Maximum Blue

CMYK: 58, 16, 0, 21
RGB: 85, 168, 201
HEX: 55A8C9



Terracotta

CMYK: 0, 42, 52, 13
RGB: 221, 128, 107
HEX: DD806B



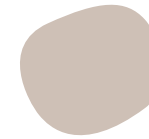
Naples Yellow

CMYK: 0, 12, 64, 0
RGB: 254, 224, 91
HEX: FEE05B



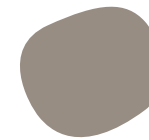
Alabaster

CMYK: 0, 3, 8, 6
RGB: 239, 232, 221
HEX: EFE8DD



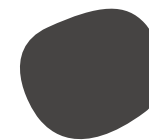
Pale Silver

CMYK: 0, 7, 12, 19
RGB: 206, 192, 182
HEX: CEC0B6



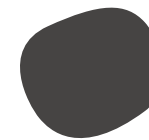
Middle Grey

CMYK: 0, 7, 14, 40
RGB: 151, 141, 131
HEX: 998E84



Black Olive

CMYK: 0, 3, 4, 73
RGB: 69, 67, 66
HEX: 454342



Eerie Black

CMYK: 0, 6, 9, 87
RGB: 32, 30, 29
HEX: 201E1D

Tints and shades

To ensure sufficient colour variety and compliance with accessibility standards, tints and shades of the primary and secondary palettes are permitted (but not favoured).

Indigo Dye

CMYK: 83, 41, 0, 55
RGB: 20, 68, 116
HEX: 144474



Steel Blue

CMYK: 86, 35, 0, 23
RGB: 27, 128, 196
HEX: 1B80C4

Delft Blue

CMYK: 67, 42, 0, 67
RGB: 28, 49, 84
HEX: 1C3154



Sapphire Blue

CMYK: 100, 39, 0, 35
RGB: 0, 101, 165
HEX: 0065A5

Bondi Blue

CMYK: 69, 18, 0, 31
RGB: 54, 145, 176
HEX: 3691B0



Sky Blue

CMYK: 43, 12, 0, 9
RGB: 132, 204, 231
HEX: 84CCE7

Jasper

CMYK: 0, 56, 62, 20
RGB: 204, 90, 78
HEX: CC5A4E



Vivid Tangerine

CMYK: 0, 34, 41, 6
RGB: 240, 159, 141
HEX: F09F8D

Yellow Munsell

CMYK: 0, 13, 73, 6
RGB: 240, 209, 64
HEX: F0D140



Yellow Crayola

CMYK: 0, 7, 41, 0
RGB: 254, 235, 149
HEX: FEEB95

Gradient

Primary gradient – *Sunrise*

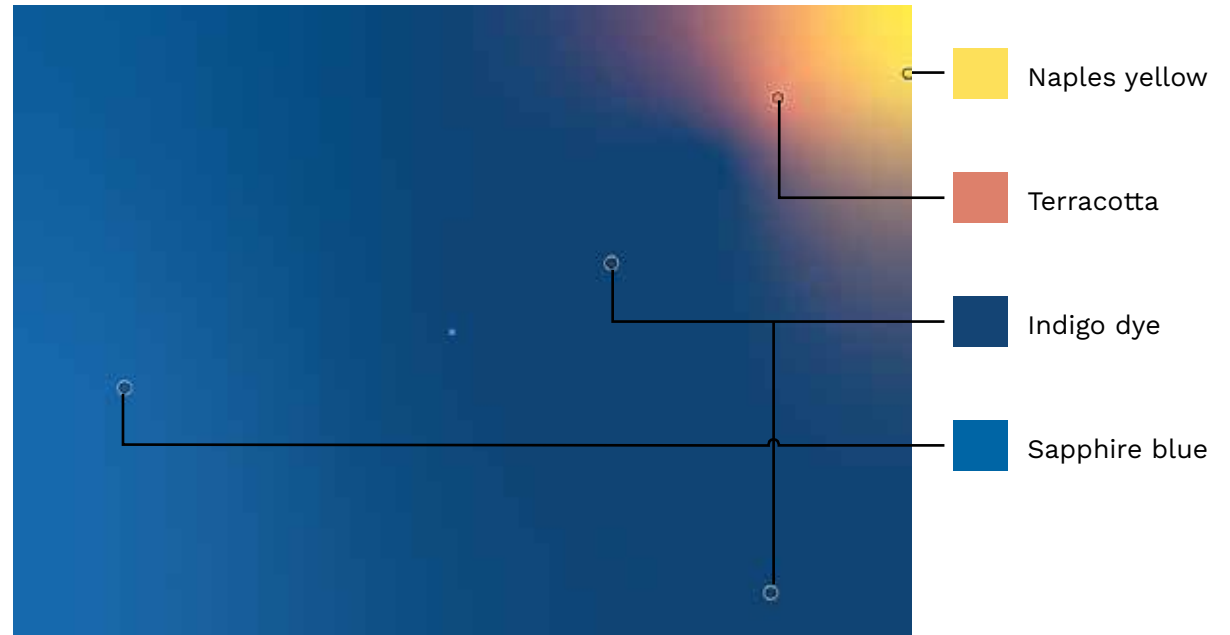
The gradient comprises 4 colours from the ‘Basin Sunrise’ palette, arranged in a specific order:

1. Left: Sapphire Blue
2. Right centre + right lower corner: Indigo Dye
3. Right upper corner: Terracotta
4. Hard right upper corner: Naples Yellow

This arrangement creates the ‘sunrise’ effect.

If the gradient is masked, the location of each gradient point can be moved to maintain the integrity of the overall gradient.

The arrangement of colours must ensure suitable contrast for overlaid elements (MDBA logo, purpose statement, etc).



Alternative gradients

The following colours from the palette can be used to create gradients, as accents or to highlight content.

These gradient treatments are NOT to be used in primary design elements.



Indigo Dye to Sapphire Blue



Terracotta to Naples Yellow



Pale Silver to Alabaster



Sapphire Blue to Sky Blue



Space Cadet to Indigo Dye



Black Olive to Middle Grey

Extended palette (for icons/graphics)

The extended palette is used exclusively for icons and graphics.

The additional colours are intended to provide adequate flexibility to cover all topics.



Earth Yellow

CMYK: 0, 30, 64, 4
RGB: 244, 172, 87
HEX: F4AC57



Persian Orange

CMYK: 0, 34, 59, 15
RGB: 217, 144, 88
HEX: D99058



Purpureus

CMYK: 0, 68, 29, 12
RGB: 224, 72, 159
HEX: E0489F



Steel Pink

CMYK: 183, 88, 206
RGB: 183, 88, 206
HEX: B758CE



Dark Violet

CMYK: 30, 100, 0, 17
RGB: 148, 0, 211
HEX: 9400D3



Desert Sand

CMYK: 0, 15, 24, 7
RGB: 238, 203, 181
HEX: EECBB5



Lion

CMYK: 0, 20, 45, 24
RGB: 193, 154, 107
HEX: C19A6B



Chamoisee

CMYK: 160, 120, 90
RGB: 160, 120, 90
HEX: A0785A



Pale Dogwood

CMYK: 0, 14, 18, 7
RGB: 237, 205, 194
HEX: EDCDC2



Melon

CMYK: 0, 26, 29, 1
RGB: 253, 188, 180
HEX: FDBCBA



Celadon

CMYK: 24, 0, 22, 12
RGB: 172, 225, 175
HEX: ACE1AF



Dark Pastel Green

CMYK: 98, 0, 69, 25
RGB: 3, 192, 60
HEX: 03C03C








Shamrock Green

CMYK: 100, 0, 39, 38
RGB: 0, 158, 96
HEX: 009E60

User interface palette

The user interface palette is applied to our website, apps and other systems to ensure a consistent user experience when interacting with our digital platforms.

Success/ Confirm		Mantis Green CMYK: 36, 0, 56, 25 RGB: 123, 192, 84 HEX: 7BC054
Fail/Deny		Vermillion Red CMYK: 0, 69, 69, 16 RGB: 215, 66, 66 HEX: D74242
Warning		Terracotta CMYK: 0, 42, 52, 13 RGB: 221, 128, 107 HEX: DD806B
Caution		Naples Yellow CMYK: 0, 12, 64, 0 RGB: 254, 224, 91 HEX: FEE05B
Information		Maximum Blue CMYK: 58, 16, 0, 21 RGB: 85, 168, 201 HEX: 55A8C9
Information (reversed)		Indigo Dye CMYK: 83, 41, 0, 55 RGB: 20, 68, 116 HEX: 144474
Information (muted)		Alabaster CMYK: 0, 3, 8, 6 RGB: 239, 232, 221 HEX: EFE8DD

Section 4

Our visuals

Identity elements

Our identity is constructed from a suite of elements and shapes that reflect the rivers of the Basin.

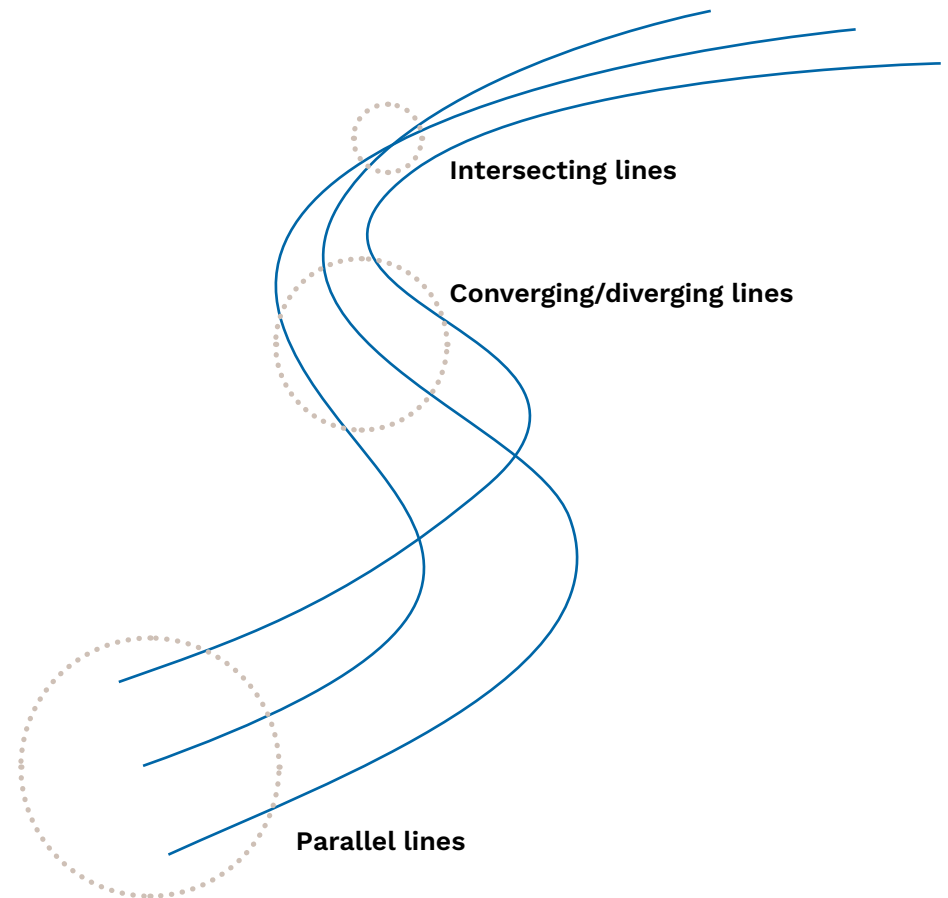
River curves

The primary element of our identity is a curved line motif, gesturing the natural curves of the Basin's rivers. It comprises a series of intersecting lines arranged in 'S' shaped curves

The lines of the curve are aligned to be converging or diverging at a constant gentle rate, or running parallel.

The lines intersect to create visual interest, and can be applied either as translucent shapes over the basin sunrise gradient, or as solid colours from the MDBA palette.

There are typically no more than 3 overlapping lines in a single curve arrangement. The curves do not need to be reproduced exactly as per the example shown here, and can be reinterpreted to suit specific product formats.



Applying river curves over a gradient

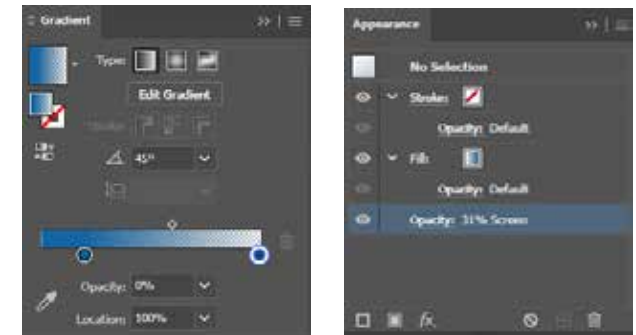
Curves applied over a gradient should be subtle. This is achieved by using a combination of transparency effects and transparent gradient fills.

The combination of these effects steps from dark to lighter tones, finishing with Sapphire Blue as the prominent colour (top left, as shown in the example on this page).

The method used in this example for applying transparency and gradients to curve shapes is:

- Two colour gradient (combinations of Indigo Dye and Sapphire Blue) 100% to 0% transparency.
- Transparency (Screen) ranging from 15-30% for each shape, increasing from right to left

Example gradient and transparency settings



Sapphire Blue,
top left

Curves from lightest (left) to darkest (centre)

Curves applied as solid colours

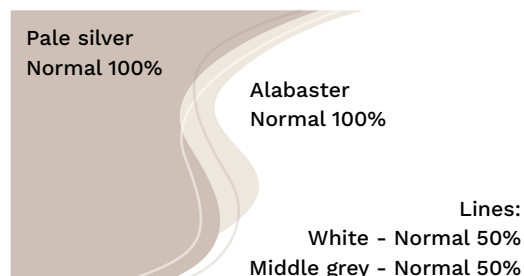
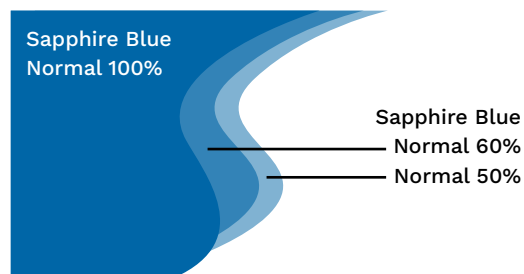
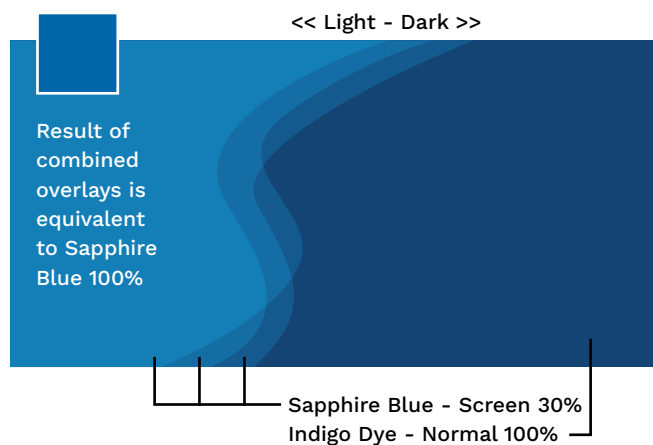
In instances where the Basin Sunrise gradient is not suitable, river curves can be applied as solid colours from the MDBA palette.

This approach can be useful for:

- more defined, bold visuals
- masking photos
- clearly separating content
- when gradients are not able to be reproduced (printing restrictions, for example).

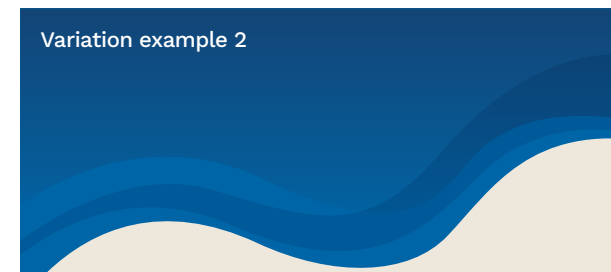
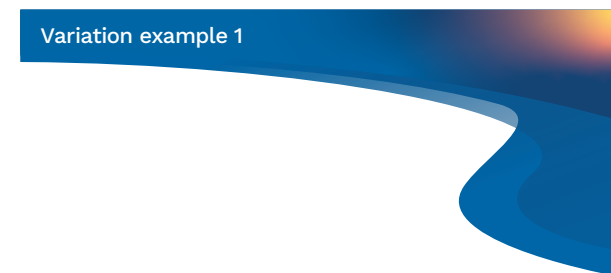
Solid colours can be combined with overlays and/or strokes to provide similar visual gestures to the gradient version.

Steps in the overlay must go progressively from light to dark in one direction



Other variations

The primary design example on this page best illustrates the intended use of river curves, however variations on the theme may be used in approved circumstances to provide flexibility. Contact communications@mdba.gov.au for more information.



Pebbles

A secondary element of our identity is a series of shapes referred to as ‘pebbles’.

These are an assortment of organic shapes that serve a variety of purposes:

- Text frame
- Image mask
- Visual accent
- Content highlight

Pebbles can be used in any combination of the primary and secondary palette colours in a way that is sympathetic to other elements in the product. (For example it would rarely be acceptable to have pebbles of more than 2 or 3 colours in the same product, unless they’re being used to distinguish topics or document chapters.

Varying levels of opacity are also acceptable when overlapping pebbles.

The provided examples reflect a variety of pebble shapes and can be used as-is, however they do not need to be reproduced exactly as shown.

Pebbles as image masks



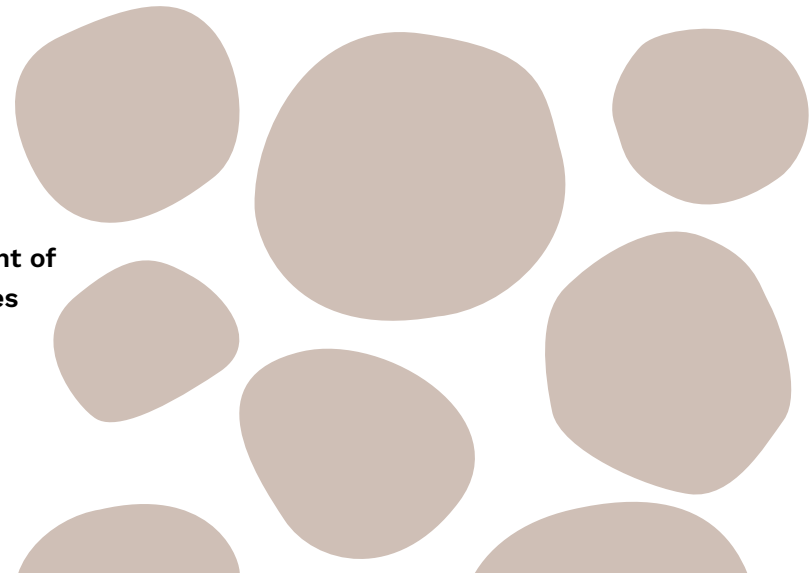
Pebbles as text frames

Our vision is a resilient Murray–Darling Basin. A place where communities and ecosystems are ready for their future.

We take a partnership approach to all that we do and rely on science, knowledge and capabilities to deliver a healthy river system for generations.

We work to support confident, optimistic communities and a healthy sustainable environment.

An assortment of pebble shapes



Basin location

Market research demonstrates that a significant portion of our audience have a limited understanding of the Basin's location and scale.

To raise awareness we encourage the use of this simple, stylised map of Australia, featuring the shape of the Basin.

The Basin boundary shape must always be represented with the continent's coastline (including Tasmania), for visual context.



Icons

Icons provide visual shorthand for users to identify information by topic, content type, project or policy area.

The MDBA has a suite of more than 120 icons covering a variety of topics, for use across our products and channels.

Icons are available through our Digital Asset Management System (DAMS). See 'Asset Library' on p26 for more info.

It is important that icons are only used for their intended topic, as described in their title.

To suggest additional icons for a topic or project, please email communications@mdba.gov.au

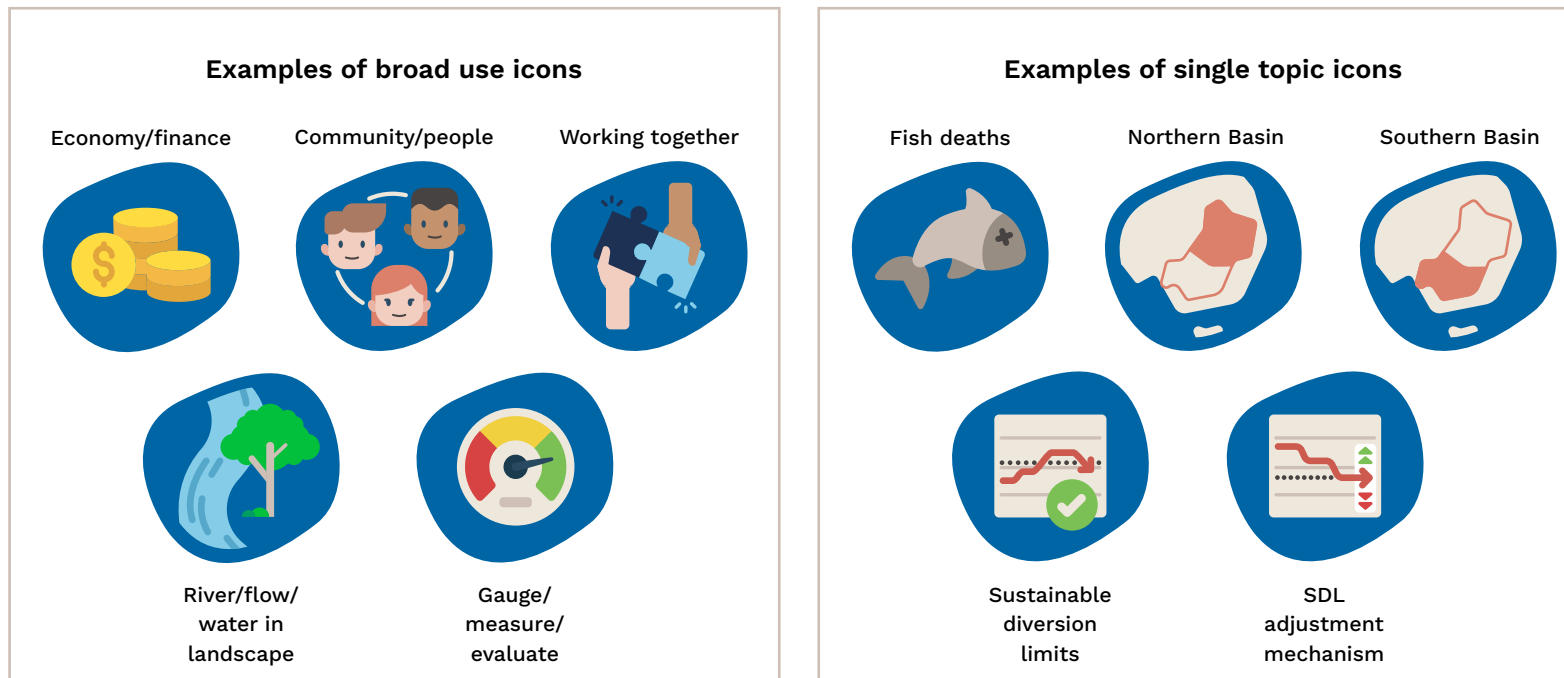


Icon design

Our icons follow the 'flat shaded' visual design approach, using an extended colour palette to ensure the suite is cohesive.

The backing for each icon is a Sapphire Blue pebble, in a specific shape (for consistency and easy of management).

Icons are created for a range of topics, and should primarily be used for that specific purpose. Exceptions are icons that cover a category or broad subject matter, which can be used for more than one topic.



Images and video

We require the use of high quality images and video in products and communications materials. When used appropriately, strong imagery reinforces messaging and creates bold, eye-catching statements.

Images

Images should feature Basin landscapes, ecosystems, people, produce, industries, flora and fauna. Specific projects may use images that appropriately represent their subject matter or objectives. Where possible, MDBA-owned images are preferred over purchased stock images. Where stock images are required, approval must be provided by the Director of Communications.

Images used in print material should be high resolution (300 dpi) so they can be scaled appropriately, with clarity.

Images must be supplied with alternative text (alt text), caption and source credit.

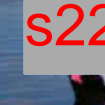
Before selecting images, consider what purpose the image may serve, and what message it will convey.

Any images used must:

- be relevant to the content (not included simply to break up blocks of text)
- include relevant metadata (including location, photographer, description)

- have appropriate licencing and relevant permissions for use:
- Talent release for images featuring identifiable people
- Creative Commons (CC BY 4.0) licence (preferred) or appropriate limited use licence.

Our image library is accessible to staff via a Digital Asset Management system. For more information, see “Asset library” (p26).



Video

Video footage should feature Basin landscapes, ecosystems, people, produce industries, flora and fauna.

Supplied video footage must be at least HD quality (1920x1080 resolution) at 30 frames per second (or higher) to be suitable for editing and distribution. Our preference is for 2.7K (2704x1520 resolution) to accommodate cropping or reframing.

Where subject matter relates to a specific Basin location, video footage must be shot in that region.

Videos are published with Closed Captions and/or transcripts to meet accessibility requirements for our publishing platforms.

Video editing and publishing services are provided by the Communications Team, or external providers by negotiation with the Director of Communications.

To discuss a video project please contact communications@mdba.gov.au



Infographics and maps

We encourage the use of infographics and maps to improve the dissemination of complex water management issues.

Infographics

Infographics (including graphs and charts) present complex information in a visual and easy-to-understand format. They can help to simplify data, statistics, and other types of information, making them more accessible to a wider audience. Infographics can be used for a variety of purposes, and are useful for sharing on social media, making them a great tool for spreading information quickly and efficiently.

Our graphic designers are responsible for the production of infographics, and should be consulted (via your Communications account manager) when an infographic need is identified.

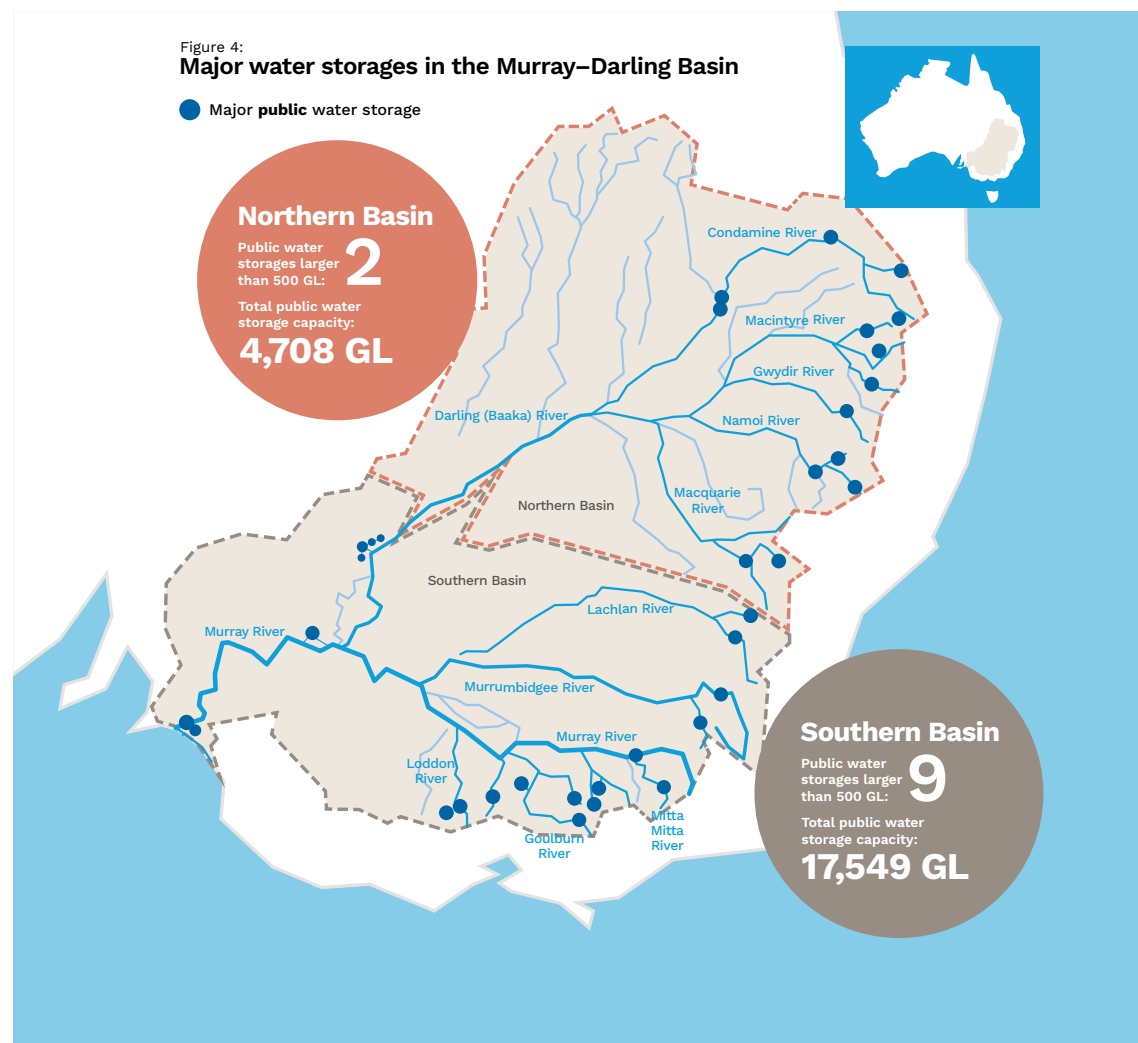
Our style for graphs and charts is minimal and clear. Figures must comply with our colour palette, with appropriate line/shading styles to clearly differentiate data series and meet accessibility requirements for colour contrast and text size.

Complex information should be split into multiple figures, or less critical data removed to aid legibility.

Maps

The Basin covers a significant geographical area, and maps are an incredibly important method of describing the spatial characteristics of rivers and landscapes.

When creating maps, follow the colour and typeface rules in this guide.





Asset library

We have an online library that contains pre-prepared visual assets, including images, video, icons, infographics and maps.

This library is held in a Digital Asset Management System (DAMS), provided by Collaboro.

To access the DAMS:

1. Open the following address in your browser: <https://mdba.collaboro.com>
2. Log in using the button labelled 'Sign in with Microsoft'

The DAMS is accessible to all MDBA staff, and to partner agencies by request. Content is provided under Creative Commons (CC BY 4.0) unless specified.

Staff are encouraged to contribute work-related photos and videos to our DAMS.

Contact the Communications Team (communications@mdba.gov.au) for DAMS enquiries and instructions. We can also assist with authorisations and licencing of assets if required.

Section 5

Our typography

Typefaces

Our typefaces emphasise simplicity and legibility in both digital and traditional print formats. Primary use fonts are modern and professional, accompanied by two supporting fonts – one is relaxed and casual, and another is legible in smaller, detailed applications.

Corporate typeface

Our primary typeface for professionally created content is Work Sans, an open-source font family that supports print-based products and digital (web font) applications.

Work Sans is a simple sans-serif typeface that renders cleanly on screen and is clearly legible when printed. It was designed by Australian designer Wei Huang.

We use Work Sans for our digital channels and professionally prepared products.

Work Sans Regular

Work Sans Italic

Work Sans Semibold

Work Sans Bold

Work Sans ExtraBold

Supporting typefaces

To provide additional flexibility, two additional typefaces are available:

- DIN OT – a simple, sans serif font family with multiple variants including condensed and regular widths. Specifically used for detailed/small text on maps and graphics. DIN OT is limited licence use, restricted to the Communications Team.
- Caveat – a casual, handwritten, open-source font suitable for informal applications, including social media, posters, etc.

DIN OT Medium

DIN OT Condensed Medium

Caveat Regular

Caveat Bold

Office typeface

Calibri is the office font for the MDBA. It has been chosen because it is widely available to staff. It is used for all documents created using the Microsoft Office suite, including Word and PowerPoint documents.

Calibri Regular

Calibri Bold

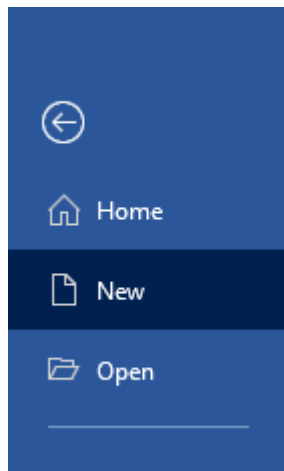
Calibri Italic

Section 6

Our templates

Microsoft Office templates

All Office templates can be accessed using Word or PowerPoint under 'File>New' in the menu.



Microsoft PowerPoint

The PowerPoint template includes cover slides, section slides and basic layout slides. Use the template for all MDBA presentations, except where exemption has been given by the Director Communications.

Microsoft Word

Templates are available for basic documents and technical reports.

Styles are built-in to the template, including fonts, tables and graphics. A selection of charts and tables are provided in example documents, accessible through the 'File' menu.

Avoid changing font style settings in the Microsoft Office templates. Use the pre-set styles in the Word template for headings, text, graphs and tables.

MDBA colour palette is located under 'colours' in the design tab.

For more information, please contact communications@mdba.gov.au.

Reports

We have several methods for producing reports, and each has a specific process and template

Technical report

This type of document is commonly produced by staff using our report template in Microsoft Word, which is available in the “New document” menu.

The template provides appropriate styles and formatting to be on-brand and produce consistent results across our varied range of topics, projects and policies.

For assistance with the report template, contact communications@mdba.gov.au

Flagship report

This approach is typically reserved for projects and policy related reports requiring professional support from the Communications Team.

Reports are prepared by staff using the Microsoft Word report template, which is provided to the Communications Team for design, after the content has been finalised and approved by the appropriate Executive Director.

It is critical the Communications Team is made aware of flagship reports well in advance of the expected publishing deadline. Typically at least a month prior to publication.

For more information, contact communications@mdba.gov.au

Externally produced reports

This type of document falls into 2 categories, each with a specific approach:

Consultants report, produced for or on behalf of the MDBA

These reports can be produced using the MDBA report template, available in Microsoft Word. The template can be provided to external consultants, but must not be modified.

Independent reports published by the MDBA

Reports prepared independently by external organisations and published by the MDBA must not use our branding or templates. This is to ensure that these reports are not misconstrued as produced or endorsed by the MDBA.

These reports may contain graphics or other elements provided by the MDBA under Creative Commons (CC-BY) with appropriate attribution.

Social media

The visual style of our social media content is broadly consistent with our visual identity, but supports channel strategy through tailored visual approaches.

Templates for each channel are provided through Canva and in Adobe Photoshop/Illustrator file formats.

For more information on our social media strategy and operations, contact media@mdba.gov.au

(This content is draft, pending revisions to our social media strategy)

Facebook

Application of our visual style elements is relaxed, recognising audience preferences and the emphasis of content above brand. Visuals support the channel tone of ‘talking to a person you bumped into on the street’.

Key points of this style

- Visuals emphasise attention over branding
- Elements of our visual identity are applied sparingly, as appropriate
- MDBA logo use is de-emphasised and used only when necessary

Twitter

Application of our visual style elements is flexible, recognising audience preferences and the emphasis of message above brand. Visuals support the channel tone of ‘someone approaching you for more knowledge/understanding.’

Key points of this style

- Visual elements emphasise attention over branding
- Elements of our visual identity are applied regularly, as appropriate
- MDBA logo is used sparingly, as appropriate

LinkedIn

Application of our visual style elements is overt, recognising the platform as a professional space. Visuals support the channel tone of ‘discussion at a pre-arranged meeting to foster connections.’

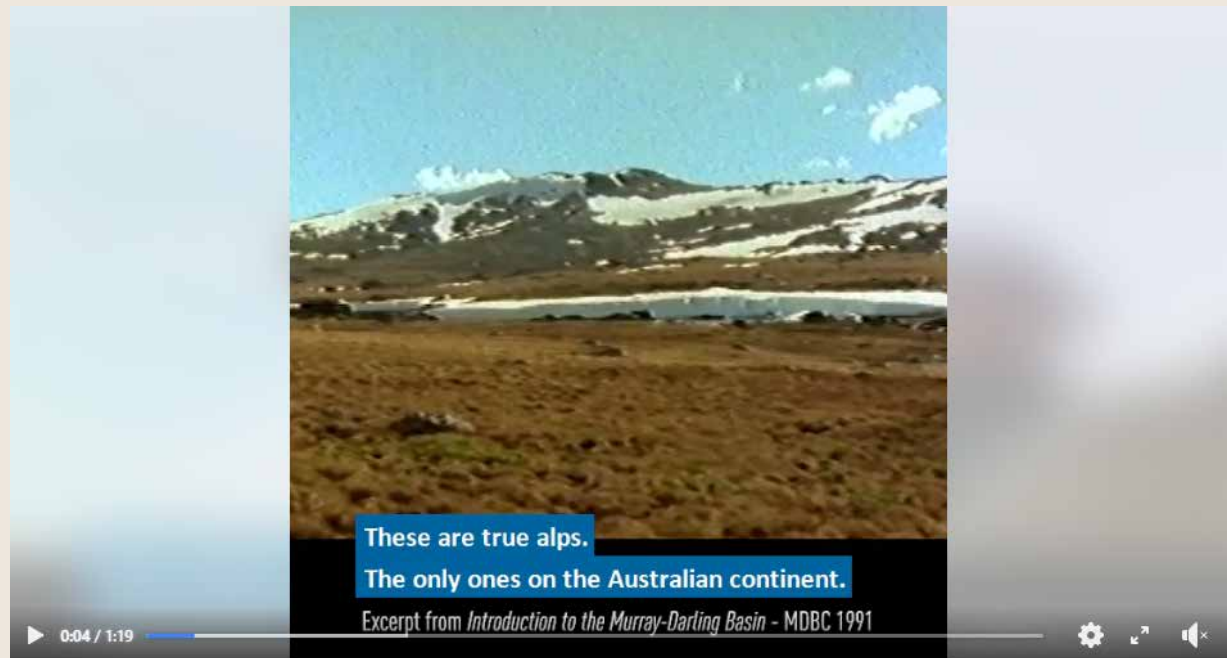
Key points of this style

- Visual elements balance content with brand recognition
- Elements of our visual identity are applied regularly, as appropriate
- MDBA logo is used with consistency

Accessibility

To meet accessibility requirements, all images provided for social media must be supplied with a caption and alternative text (alt text).

Videos must include open or closed captions, supplied as timecoded captions (.SRT) or text transcription.



Section 7

Our products

Printing

We have a ‘digital first’ approach to publishing.

Our website and supporting digital channels are the preferred method before considering printing hard copy materials.

This reflects the changing preferences of our audience, reduces costs, and allows us to better track and analyse the reach and impact of our content.

Arranging printing

To determine if it is necessary to print a hard copy document for public distribution, speak to your Communications Account Manager.

Unless otherwise agreed with the Director of Communications, all printing is arranged and managed by the Communications Team to ensure brand compliance alongside product quality and consistency.

Choosing paper

We favour paper stock that is certified by the Forest Stewardship Council (FSC), preferencing 100% recycled products from post-consumer waste.

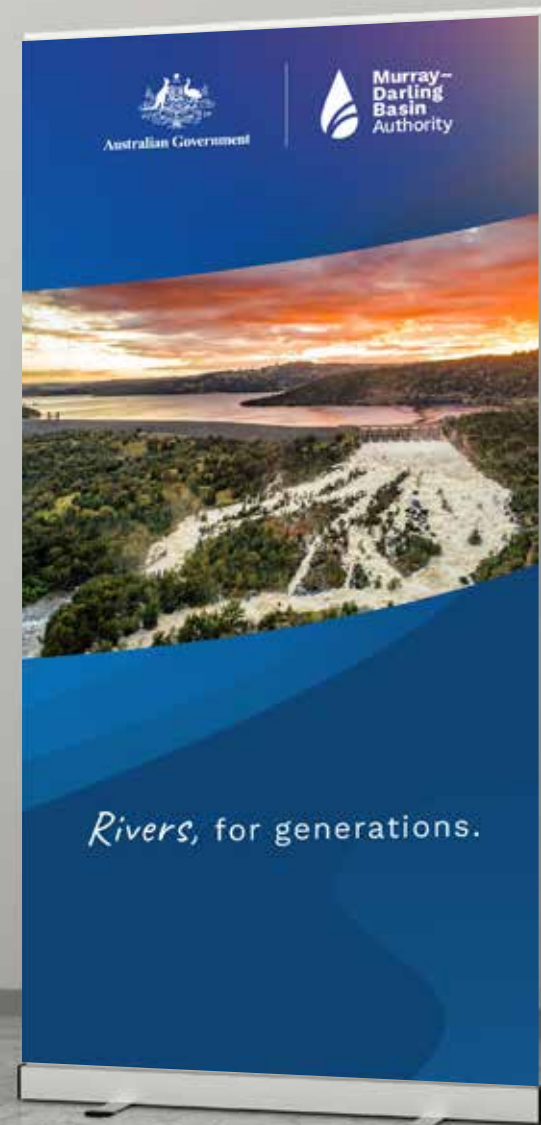
At a minimum, stock must be 100% recycled from a mix of post-consumer and virgin materials.

We also encourage paper products and printing suppliers that:

- are carbon neutral or offset carbon emissions
- use organic inks
- offer other verified environmentally friendly credentials

Where possible, details of print stock and printing processes should be included in the verso page or back page of print products.

Pull up banner



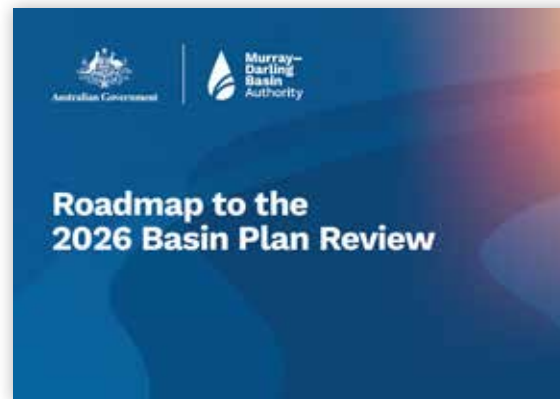
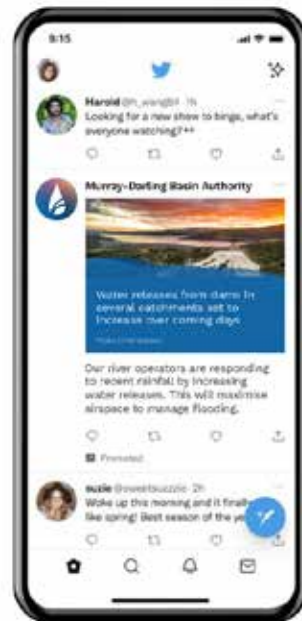
Business cards



Video



Social media



Flagship reports

Title: Hero item

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Suspendisse semper tincidunt lacus, dapibus pulvinar purus.

Rivers, for generations.

About us

Title: Feature item #1
Second line

Title: Feature item #2

Title: Feature item #3



Website

Section 8

Our companion styles

Companions to our primary visual style

The MDBA has a single visual identity for our channels and products. It clearly communicates who we are and what we represent.

Our primary visual identity is the default style for MDBA channels and products. However there may be circumstances where clear evidence and/or qualified advice suggests an alternative approach is needed for a specific audience.

In these cases the Director Communications may approve a variation to the primary visual identity, or permit an exemption for a unique design.

Deviating from the primary MDBA visual identity is not permitted without permission.

The following advice is intended to define the companion styles, and where/when it is appropriate to use them.

Visual style descriptions

Primary visual identity

Description:

Our primary visual style, as described in this VIM document, encompassing the MDBA's logo, colours, styles and fonts.

Use:

Applies to all MDBA channels and products unless agreed by Director Communications. Includes:

- Website and related digital platforms/ channels
- Videos, animations and graphics
- Document and presentation templates
- Reports and information materials
- Presentations
- Print products
- Signage and promotional materials

Companion visual styles

Description:

Visual styles developed by the Communications Team to support objectives for specific audiences.

Includes deviations from the primary identity, including alternative colours, fonts, graphics and other elements.

Use:

Applies specifically to templates, products and channels, as approved by Director Communications. Examples include:

- First Nations (see next page)
- Social media channels
- Billabong (intranet) and internal products/channels
- River Reflections Conference
- The MDBA Way

Project-specific visual styles

Description:

Visual styles developed for (or inherited from) projects that involve multiple agencies or partners, where MDBA is not the lead. This is coordinated by the Communications Team, and can include unique colours and styling of elements.

Use:

Applies to projects (and related products) where MDBA is not the lead. Communication team must be consulted. Examples include:

- Project consortiums and partnerships (e.g: MD-WERP and Native Fish Recovery Strategy)
- Third-party consultant/contractor products (including reports)
- First Nations partnership projects (e.g: Margooya Lagoon and Rivers, Veins of our Country)

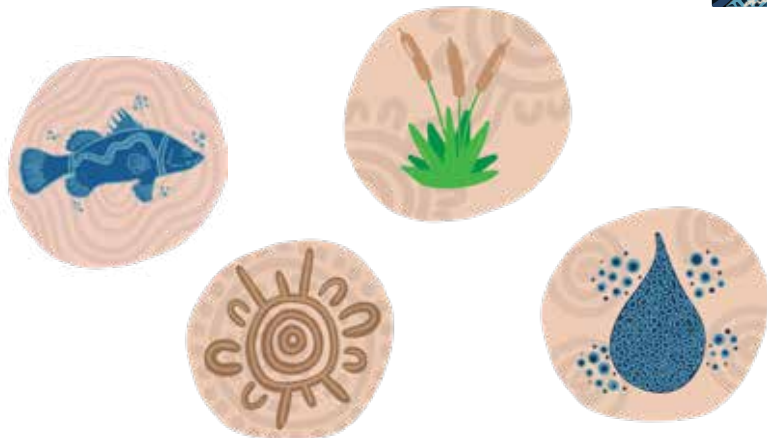
First Nations complementary style

Our visual identity includes a First Nations complementary style to better engage with First Nations people, and respect their Cultural safety.

The complementary style includes artwork, design elements and icons, along with accompanying templates.

Background information and a detailed description of use and restrictions are included in the *First Nations complementary design guide*.

Contact the Communications Team for more information.





Australian Government



**Murray-
Darling
Basin
Authority**

Office location | *First Nations Country*

Adelaide | *Kurna Country*

Canberra | *Ngunnawal Country*

Goondiwindi | *Bigambul Country*

Griffith | *Wiradjuri Country*

Mildura | *Latji Latji Country*

Murray Bridge | *Ngarrindjeri Country*

Wodonga | *Dhudhoroa Country*

Website: www.mdba.gov.au

Phone: 1800 630 114 (Toll free)

Email: engagement@mdba.gov.au