

Logo and branding

s 22 s 22 (MDBA)
Assistant Director

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

Our visual identity

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. It links to our values and *'The MDBA Way'*.

Guidance for staff and external suppliers is provided in our Visual Identity Manual (VIM). It will evolve as our refreshed identity is rolled out.

[View our Visual Identity Manual - PDF.](#)



Our logo

There are specific rules for using our logo, such as a minimum size, proportions, placement and visibility. Full details are provided in our Visual Identity Manual, linked above.



When using the MDBA logo, the Australian Government crest must always be included. For this reason we provide a logo 'lockup' to ensure it is applied correctly. The lockup is available in a variety of formats that meet required specifications.

The overall size of the logo is determined by the Australian Government crest, which must be at least **20 mm wide**.

The logo must have prominence 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.



Where to get the MDBA logo

Our logo is available to download in multiple formats through [Collaboro](#), our Digital Asset Management system (DAMs). For advice, assistance or other file formats please email the [Communications team](#)

External use of the MDBA logo

For external requests to use the MDBA logo please contact the [Communications team](#).

Before providing the MDBA logo for use on third-party websites you must check the conditions of the supplier contract. If you need assistance in accessing or finding the relevant details in your contract, contact the [Procurement](#) team.

Note: web accessibility requirements will apply. Under the *Disability Discrimination Act 1992*, Australian Government agencies like the MDBA are required to ensure information and services are provided in a non-discriminatory accessible manner. For more about whole of government web accessibility requirements visit [APSC's web accessibility page](#).

For tips on improving your writing style and addressing web accessibility requirements check out: [Internal seminar - Improve your writing style with the Communications team - 2 March 2023.mp4](#)

You can also contact the [Communications team](#) for web accessibility advice.

Australian Government logo

The [Australian Government logo](#) is available from the Department of Foreign Affairs and Trade website. The logo is available in black on white or reversed.
