



Australian Government
Australian Submarine Agency

ASA

BRAND GUIDELINES



VERSION 1.0

www.asa.gov.au

A topographic map background with white contour lines on a dark blue background, occupying the left side of the page. A thin green diagonal line is positioned to the left of the 'CONTENTS' header.

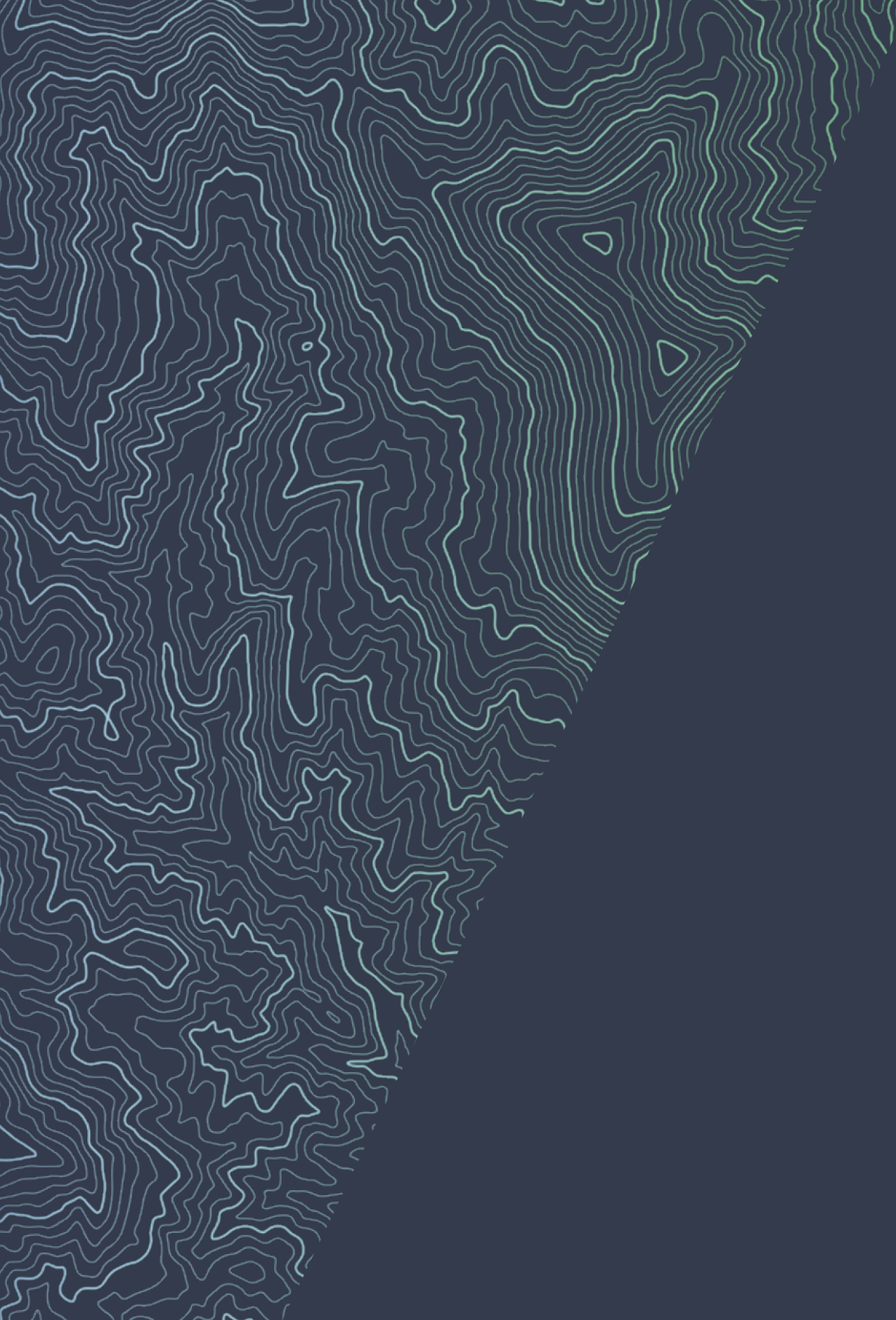
CONTENTS

Brandmarks	3
The Coat Of Arms.....	4
The Letter Mark.....	5
Clear Space & Minimum Size.....	7
Prominence & Placement	8
Branding Document Structure.....	10
Letter Mark Misuse	11
Colours	12
Primary Colours.....	13
Accessibility.....	13
Typography	14
Primary Font.....	15
Alternate Font.....	15
Graphic Elements	16
Seabed Topography Texture.....	17
Delimiter Device	18
Imagery	19
Image Usage	20
Brand In Application	21

The brand guidelines have been developed to inform staff how the ASA logo can be used correctly and provide examples of the brand in application as a range of products. All products contained in this document are prototypes to demonstrate how the colour scheme looks with the logo and possible images.

It is essential these guidelines are read and understood prior to utilising the ASA logo on any external material such as presentations, reports or documents.

For more information, a copy of the ASA logo or graphic design support please contact asa.mexxx@xxxxxxx.xxx.au.



/ BRANDMARKS

THE COAT OF ARMS

The Commonwealth Coat of Arms is used by Australian Government departments and agencies, statutory and non-statutory authorities, the Parliament, and Commonwealth courts and tribunals.

The Commonwealth Coat of Arms is incorporated into the Coat of Arms of Australian government departments and agencies subject to the Australian Government's branding policy unless an exemption has been granted to an agency by the minister responsible for the branding policy of that agency.

The ASA Coat of Arms must be used in its entirety. Elements of the Coat of Arms should not be used in isolation, and the minimum size and positioning requirements are to be consistent with government guidelines – the width of the Coat of Arms is to be no less than 20mm wide when produced.

It must only be used for the specific purposes for which permission is given. Usage must comply with this usage guide unless otherwise agreed with ASA.

Please note: *It is preferred that the ASA Coat of Arms is used wherever possible on all external-facing material, and where appropriate on internal materials.*



Australian Government

Australian Submarine Agency



Australian Government

Australian Submarine Agency



THE LETTER MARK

The ASA Letter Mark is formed from the ASA initialism.

The Letter Mark must be used in its entirety. Elements of the mark should not be used in isolation, and the minimum size and positioning requirements specified in this guide must be met.

MASTER LETTER MARK

The ASA Letter Mark is available in three versions. The master version is the preferred version (see following page for alternative versions).

The image shows the ASA Master Letter Mark in a dark blue color. The letters 'A', 'S', and 'A' are stylized with a modern, sans-serif font. The 'A's have a unique shape with a small gap at the top, and the 'S' is a simple, rounded letter. The letters are set against a light gray background.

ASA Master Letter Mark

The image shows the ASA Master Letter Mark in white, reversed (mirrored) against a dark blue background. The letters 'A', 'S', and 'A' are the same stylized font as in the previous image, but their orientation is flipped horizontally.

ASA Master Letter Mark Reversed



LETTER MARK VERSIONS

The alternative versions of the ASA Letter Mark are shown here. They are comprised of the ASA Letter Mark and agency's name.

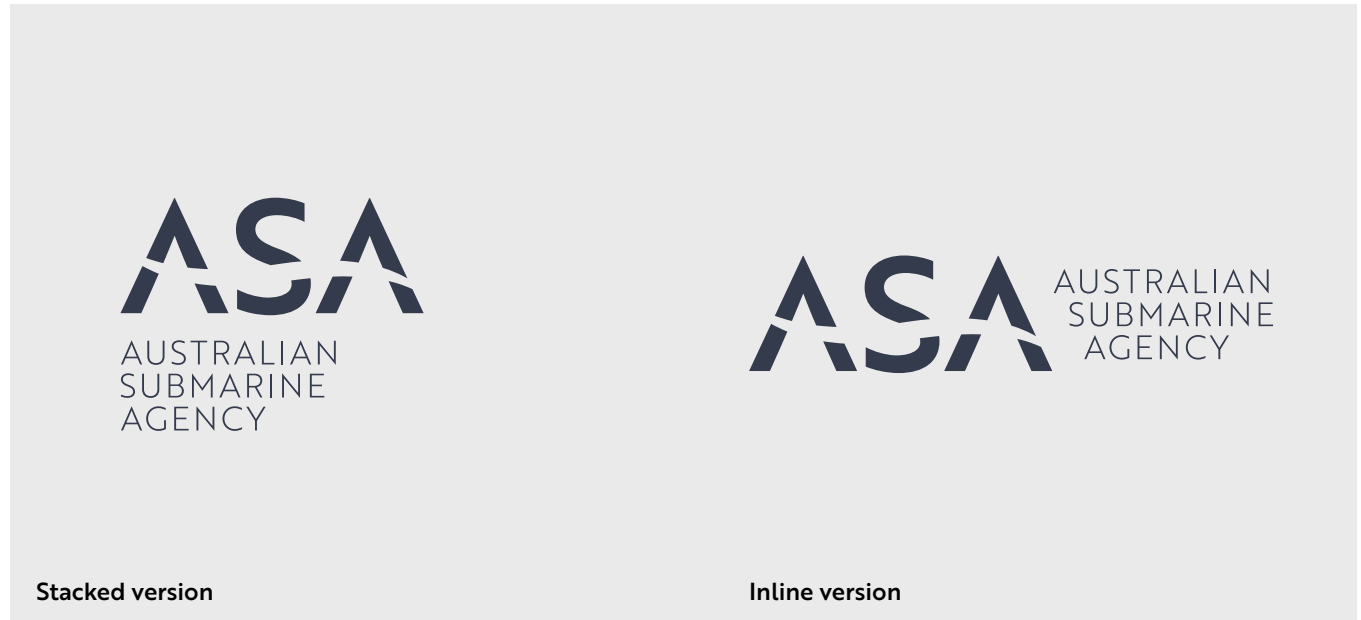
In all versions the Letter Mark must be used in its entirety. Elements of the Letter Mark should not be used in isolation, and the minimum size and positioning requirements specified in this guide must be met.

INLINE VERSION

The ASA Inline version is to be used when the agency's name is required. In these instances the inline version is preferred over the stacked version.

STACKED VERSION

The ASA Stacked version is to be used when the agency's name is required, and the inline version is not appropriate due to design limitations or constraints surrounding the minimum size requirements.



CLEAR SPACE & MINIMUM SIZE

CLEAR SPACE

Maintaining an appropriate amount of clear space around the ASA Letter Mark creates a positive impression and impact. Therefore, a minimum amount of clear space must always surround the ASA Letter Mark, in order to separate it from other elements such as headlines, text, or imagery.

Clear space is proportional to the size of the logo being used. The same clear space rule applies to all logo versions.

MINIMUM SIZE

Careful consideration should be given when determining the size of the ASA Logo. If it is too small, it will be ineffective. As a general rule, the minimum sizes shown here should be observed.



Clear space



Minimum sizes



PROMINENCE & PLACEMENT

It is preferred that the ASA Coat of Arms is used wherever possible on all external facing material, and where appropriate on internal materials. In these instances, the prominence and placement of the ASA Coat of Arms in relation to the ASA Letter Mark must be considered.

PROMINENCE









To maintain the prominence of the ASA Coat of Arms, a size limitation is applied to the ASA Letter Mark. The maximum size of the logo is three times the height of 'X', which is determined by the space in between the baseline of the first line of text and the ascender of the second line of text.

PLACEMENT

PREFERRED PLACEMENT

The preferred placement for the ASA Coat of Arms is the top left corner of the page or screen. The preferred placement of the ASA Letter Mark is in parallel with the Coat of Arms on the top right-hand corner of the page or screen.

20mm min width for crest

X		Australian Government <hr/> Australian Submarine Agency	 AUSTRALIAN SUBMARINE AGENCY
X		Australian Government <hr/> Australian Submarine Agency	
X		Australian Government <hr/> Australian Submarine Agency	 AUSTRALIAN SUBMARINE AGENCY
X		Australian Government <hr/> Australian Submarine Agency	 AUSTRALIAN SUBMARINE AGENCY

Proportions



PROMINENCE & PLACEMENT (Cont.)

PLACEMENT VARIATIONS

In some instances, the ASA Coat of Arms and Letter Mark cannot be positioned in parallel due to design limitations or constraints surrounding the minimum size requirements. In these instances, the ASA Coat of Arms must be of higher prominence. Refer to examples of placement shown here.



BRANDING DOCUMENT STRUCTURE

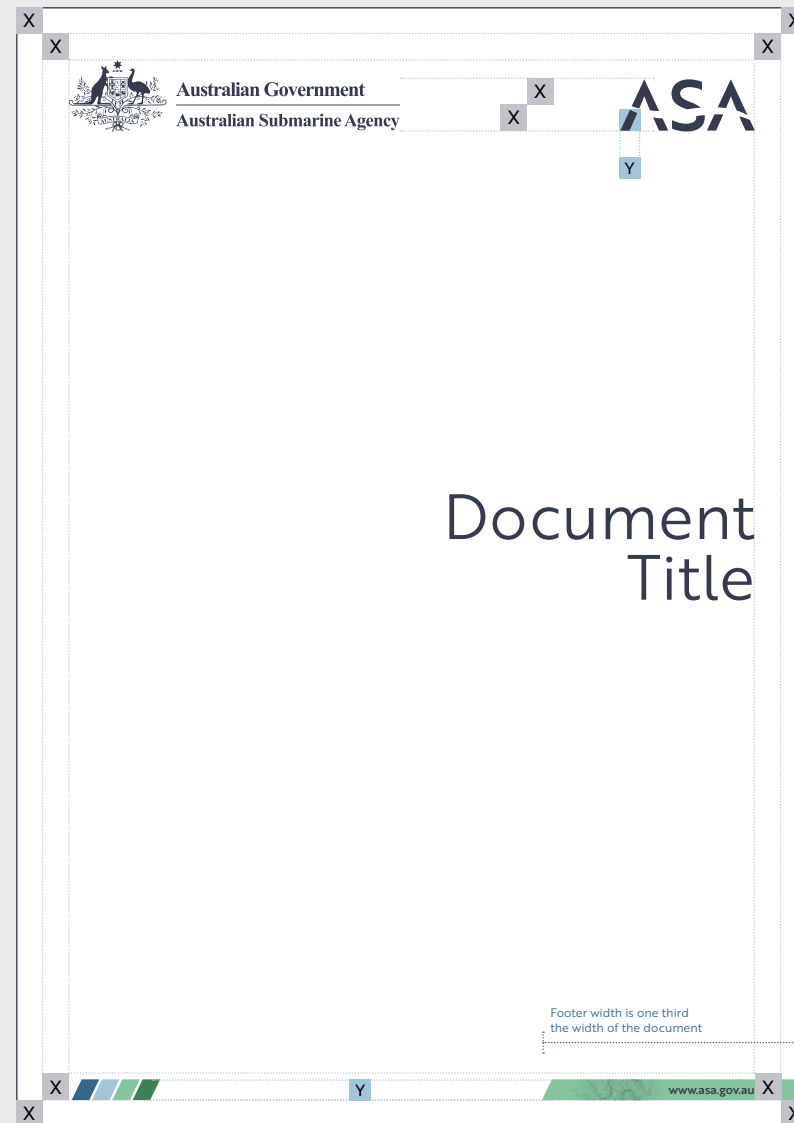
The following illustrates the application of the mandatory elements of the ASA Identity. Where possible these elements should always appear in this format using the spacing guide to keep uniformity across branded collateral. The main elements are the ASA crest, the Letter Mark and the footer.

FOOTER GRAPHIC.

This should be placed at the bottom of all communication products according to spacing and size guidelines. It contains the ASA website and helps provide balance and anchor the brand.

The footer can be used over the top of graphics but must **ALWAYS** be legible and adhere to WCAG 2.0 AA compliance regarding colour contrast. It is preferred that the footer appear over either white or the Subs Grey colour from the ASA palette.

The footer must span one third of the width of the document.

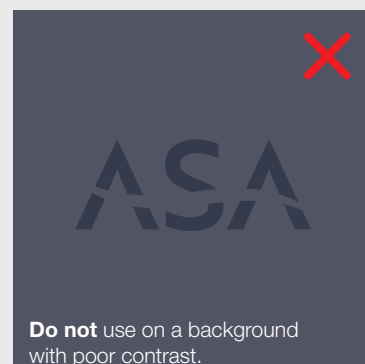
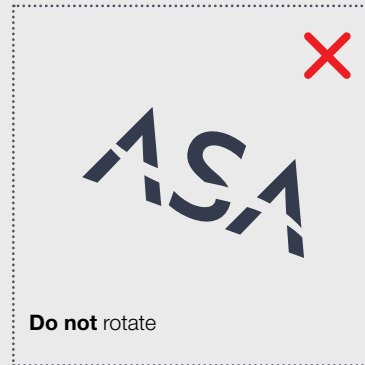


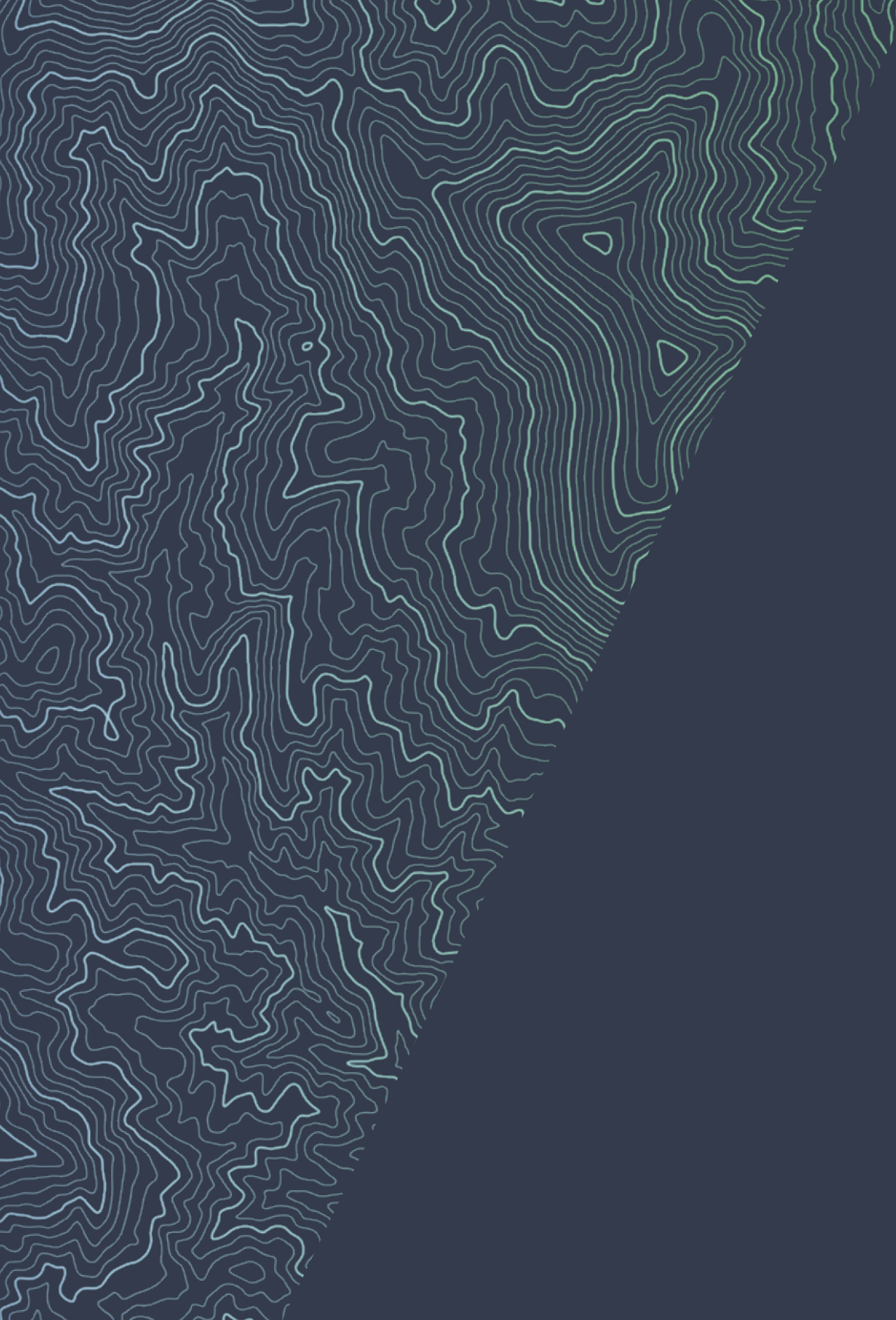
Structure



LETTER MARK MISUSE

To maintain the integrity and clarity of the brand, do not modify the ASA logo in any way or associate it with conflicting elements. Shown here are some examples of executions that are prohibited.





 **COLOURS**

PRIMARY COLOURS

The way colour is used is important. GREY, is the primary colour in the ASA brand with two BLUES and GREENS used throughout to accent.

ACCESSIBILITY

If material is required to be accessible, all colour combinations must conform to AA WCAG 2.0 accessibility standards.

Note:

Large text = 18pt and above

Normal text = 17pt and below

PRIMARY COLOURS

Should be used as the main colours of the document

ASA Sub Grey

CMYK: 80 / 70 / 48 / 41
RGB: 52 / 59 / 76
#333b4c

WCAG 2.0 compliance
AA Large Text | Normal Text

ASA Blue Green

CMYK: 85 / 57 / 28 / 7
RGB: 52 / 102 / 138
#34658a

WCAG 2.0 compliance
AA Large Text | Normal Text

ACCENT COLOURS

Should be used sparingly to add impact

ASA Sea Green

CMYK: 77 / 29 / 77 / 13
RGB: 63 / 128 / 89
#3f8058

WCAG 2.0 compliance
AA Large Text | Normal Text

ASA Seafoam

CMYK: 49 / 4 / 47 / 0
RGB: 134 / 195 / 158
#86c39e

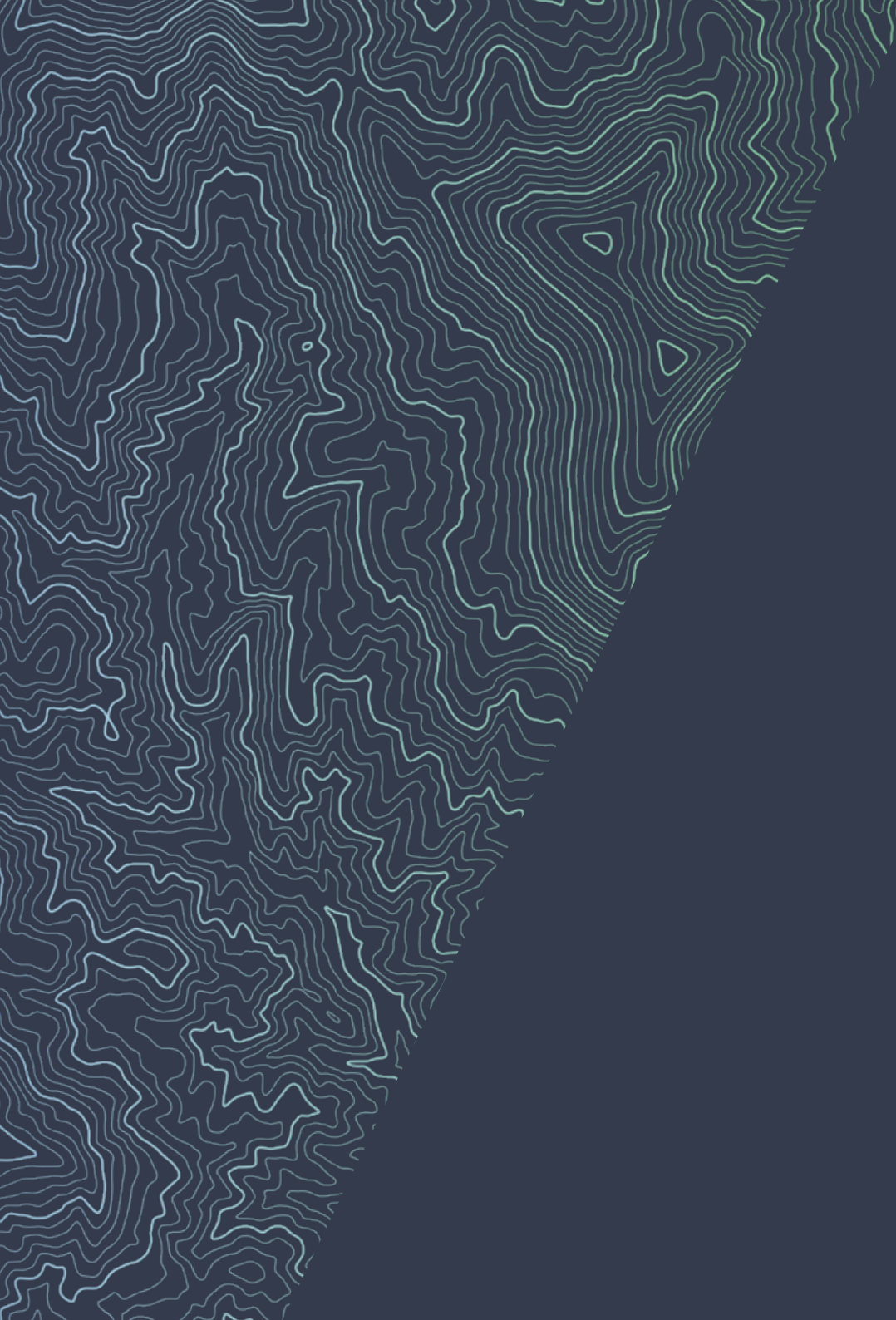
WCAG 2.0 compliance
AA Large Text | Normal Text

ASA Light Ice

CMYK: 36 / 11 / 9 / 0
RGB: 161 / 198 / 217
#a0c6d8

WCAG 2.0 compliance
AA Large Text | Normal Text





/ **TYPOGRAPHY**

PRIMARY FONT

The primary font for the ASA is Brother 1816. This font has a wide range of weight options that can be explored. Medium up to black weighted options should be considered when dealing with headings hierarchies while book or regular options should be used when dealing with large amounts of body text.

ALTERNATE FONT

If Brother 1816 is not available, please use Arial as the alternate. Arial black or bold should be used for headings and subheadings, while Arial regular should be used for body copy.

PRIMARY FONT

BROTHER 1816

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Book	Medium	Extra bold
<i>Book italic</i>	<i>Medium italic</i>	<i>Extra bold italic</i>
Regular	Bold	Black
<i>Regular italic</i>	<i>Bold italic</i>	<i>Black italic</i>

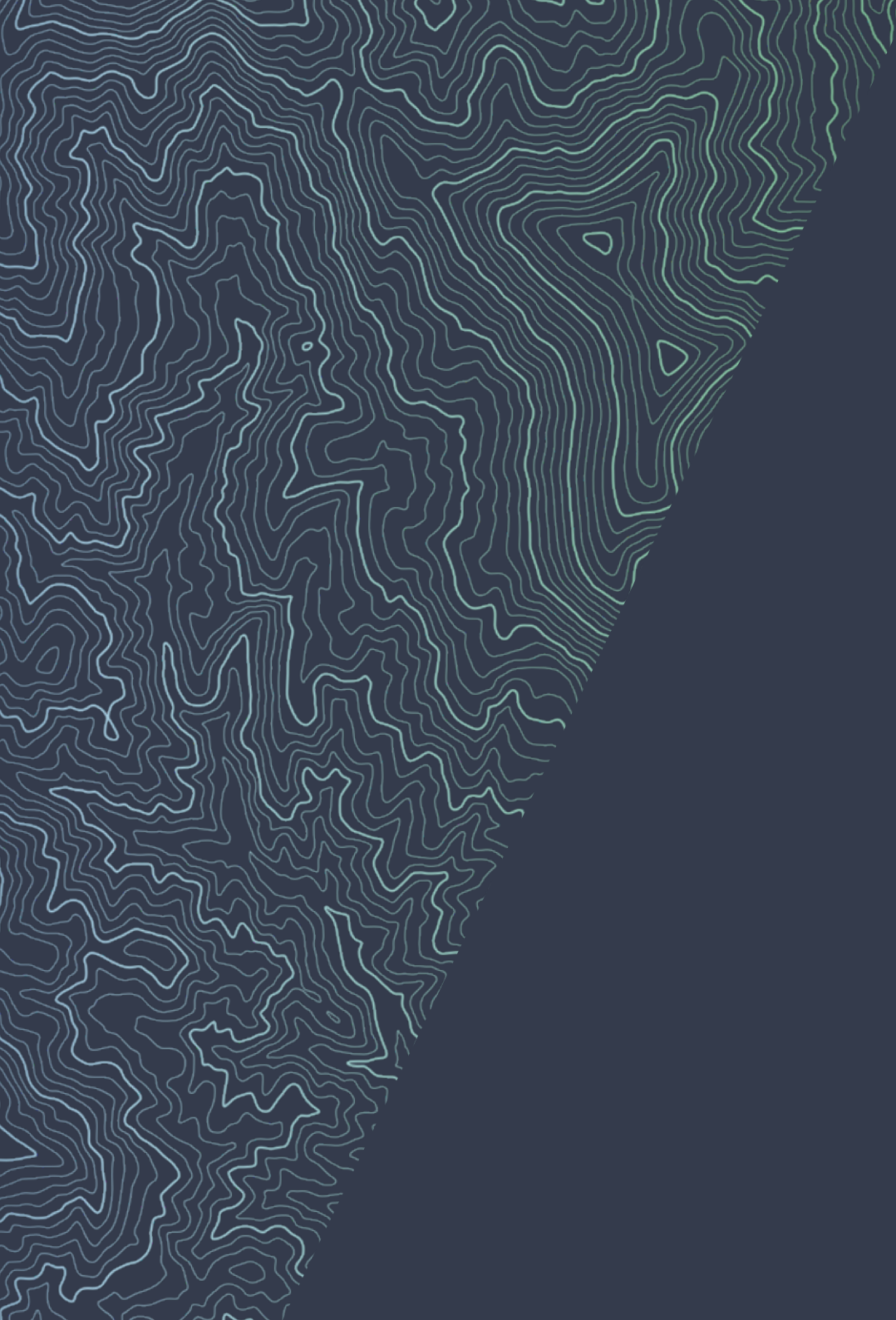
ALTERNATE FONT

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Regular	Bold	Black
<i>Italic</i>	<i>Bold italic</i>	

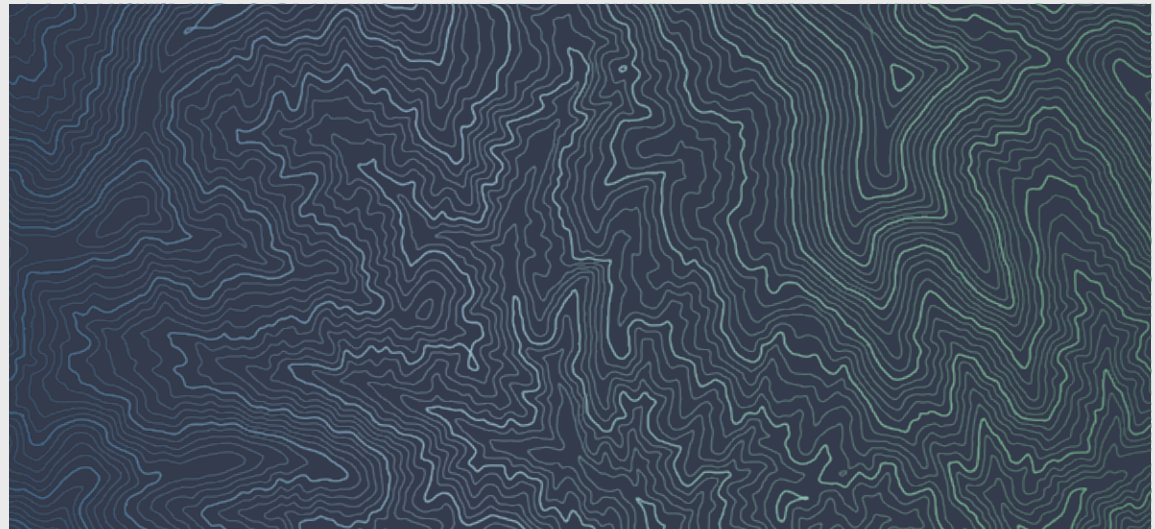
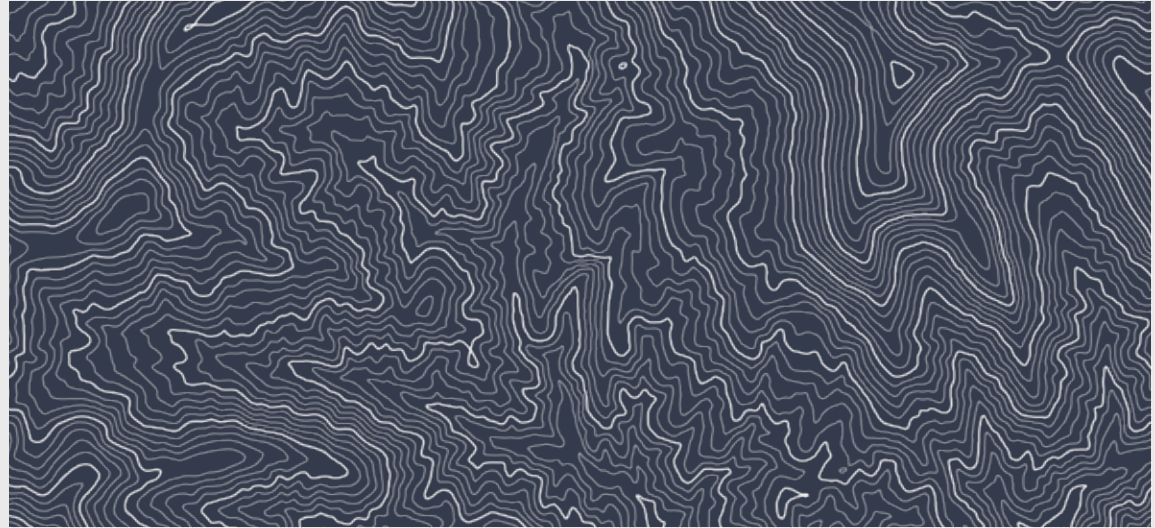




GRAPHIC ELEMENTS

SEABED TOPOGRAPHY TEXTURE

The primary graphic element within the ASA brand is the topographic map of the sea bed. This can be used in either white or the gradient version incorporating the brand colours. It can be used on it's own or in conjunction with photography.



DELIMITER DEVICE

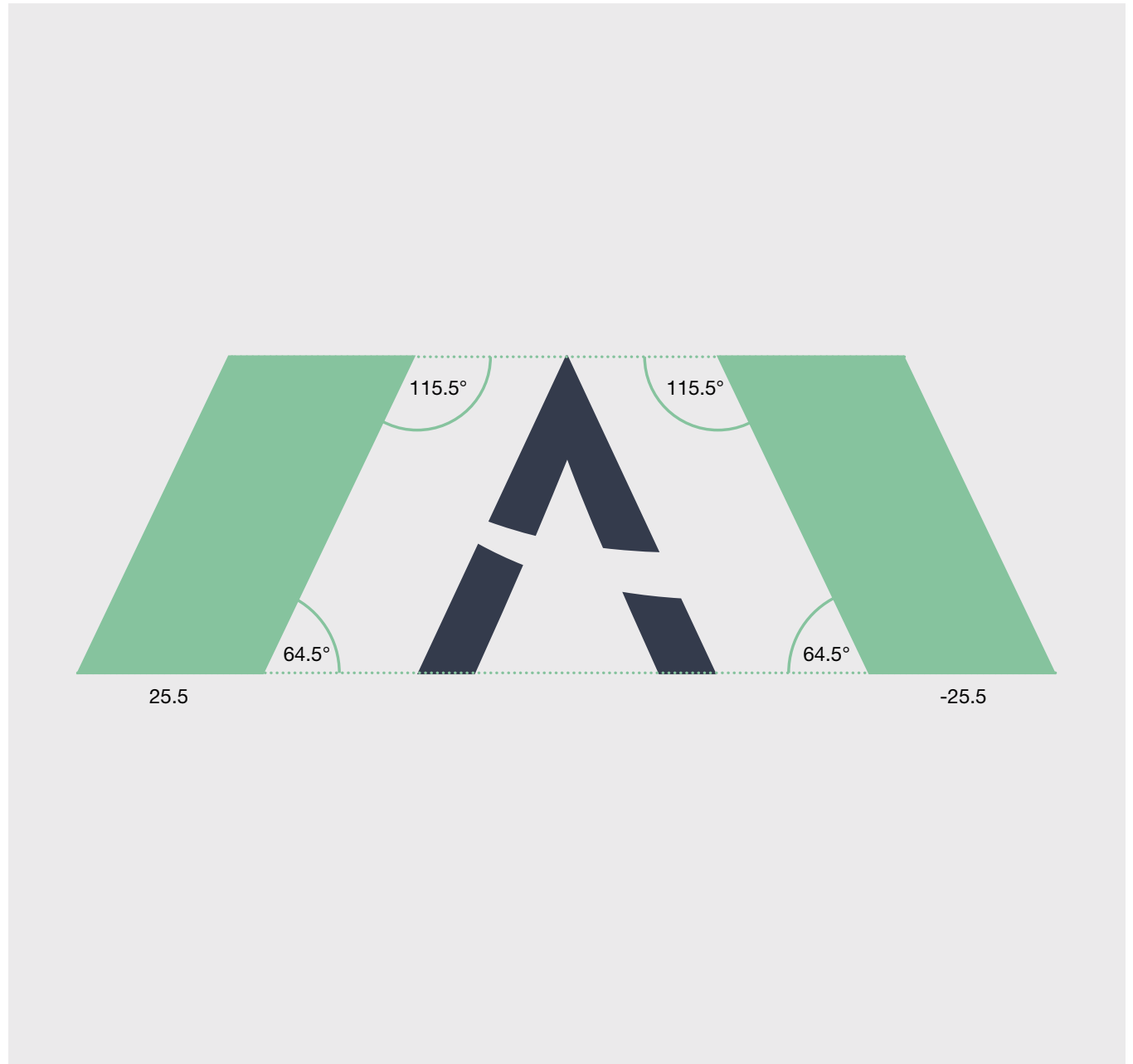
The Delimiter Device within the ASA brand refers to the angle that can be used to separate different graphic elements within the brand. The angle follows the 'A' in the ASA Letter Mark. It can be used to divide the page or separate text from imagery or other elements. It can be used as a shape container to hold text, texture or imagery.

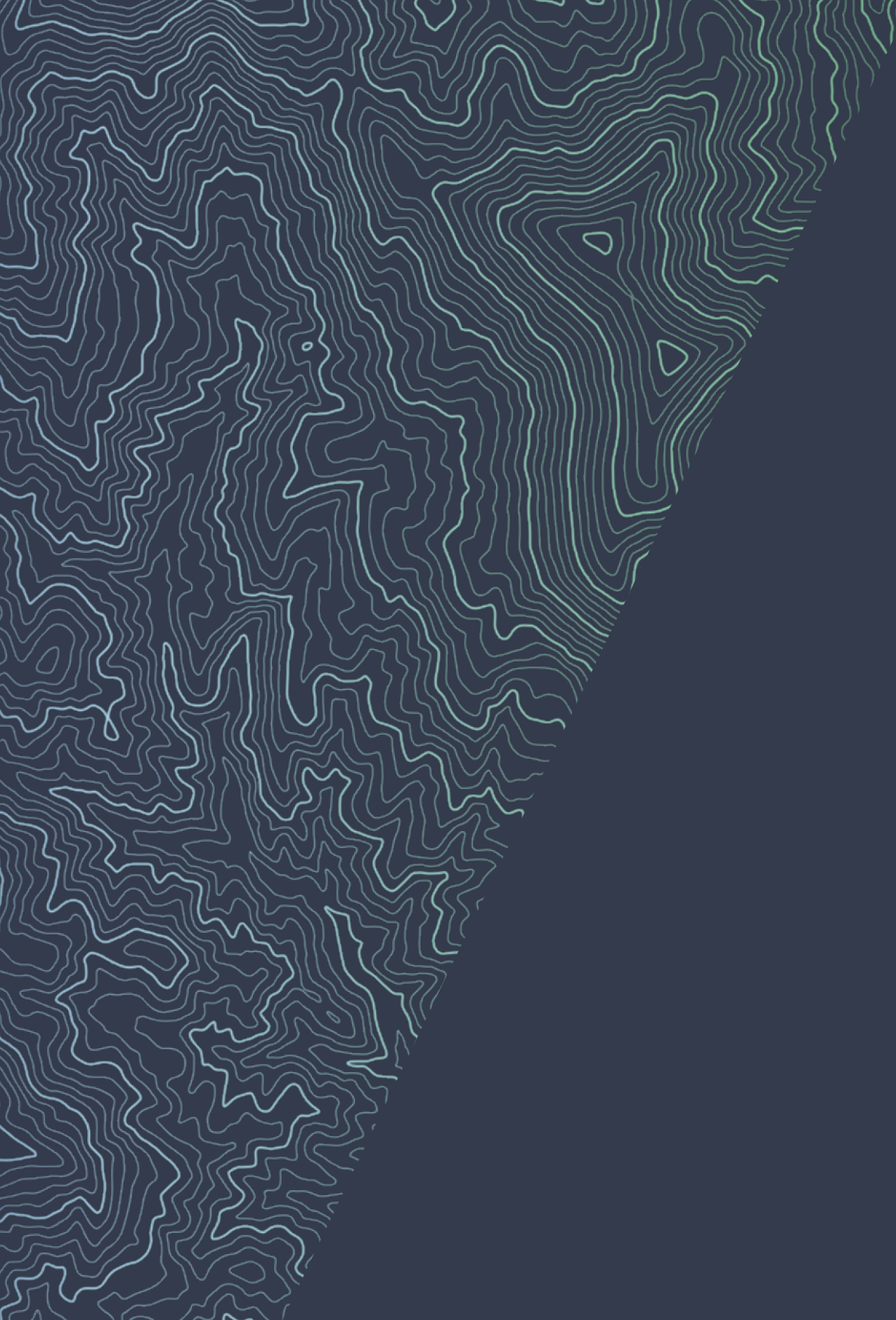
To create the Delimiter Device in InDesign or Illustrator, use the path below.

Shear angle: Object – Transform – Shear (+/- 25.5)

If you are using as a line then use a rotation of +/- 64.5°

Examples of different applications can be found in the BRAND IN APPLICATION section of the Brand Guidelines.





 **IMAGERY**

IMAGE USAGE

Images are an important part of the ASA brand as they are the primary way of promoting what we do.

Images can be used in either colour or greyscale. If the job is being professionally designed it is preferred imagery be blended into the background using software blend modes and transparency. This softens the imagery and helps it sink into the background a little. The use of 'Gradient feather' is also a useful tool for achieving the dissolving effect which offers a nod to a radar sweep.

The brand is most effective when primary image is used. Multiple images can be used but it is preferred to stick with a single image.

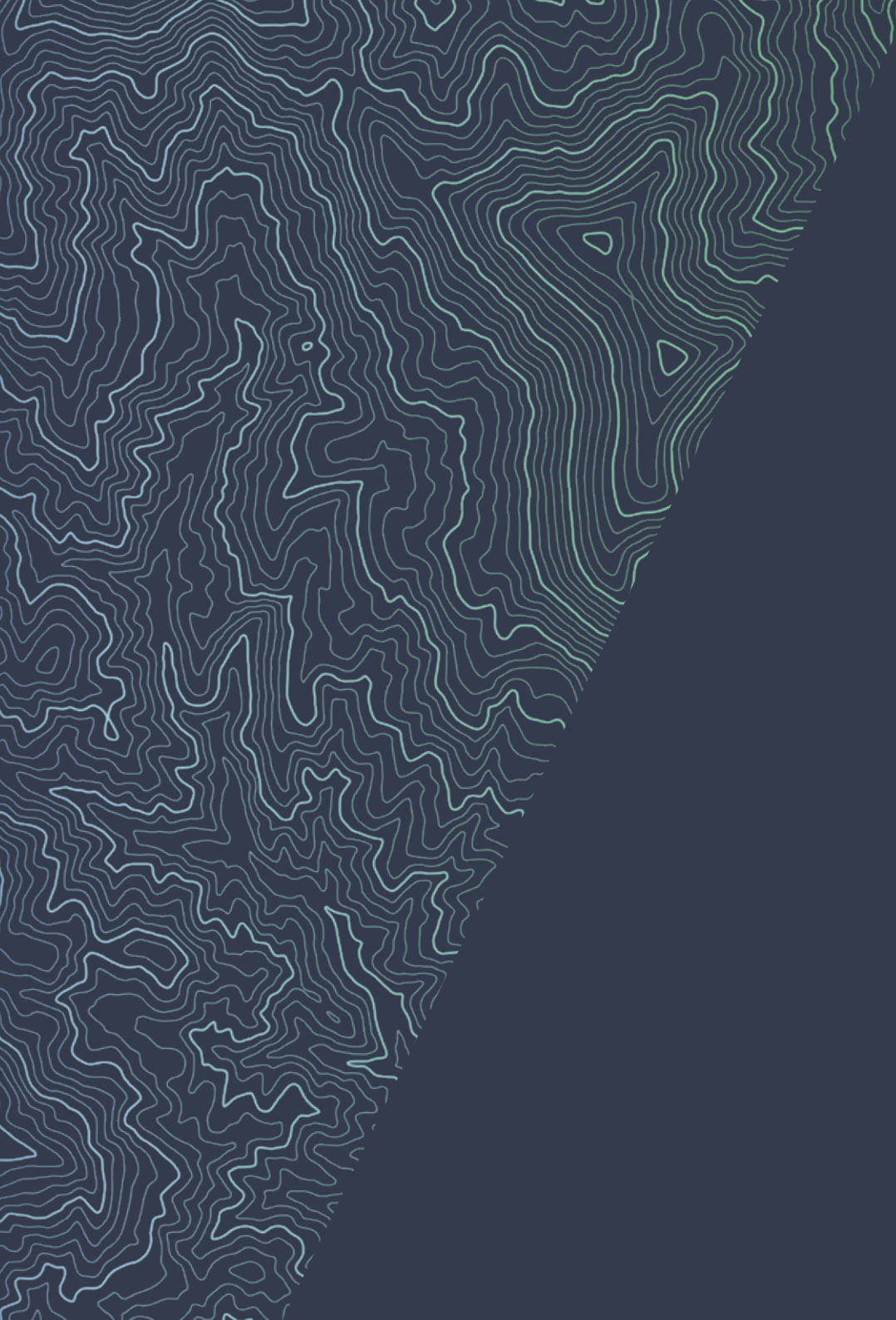
Imagery can be used either separately or in conjunction with the ASA topographic seabed texture.

Some examples of image use appear opposite. When selecting images for any product, you must ensure you know the origins of the image and have the appropriate approvals to use it in your product.

PERSONNEL IDENTITY PROTECTION

All names should be removed from personnel badges via Photoshop or whatever image manipulation tool is in use to protect the identity of personnel appearing on collateral.





**BRAND IN
APPLICATION**

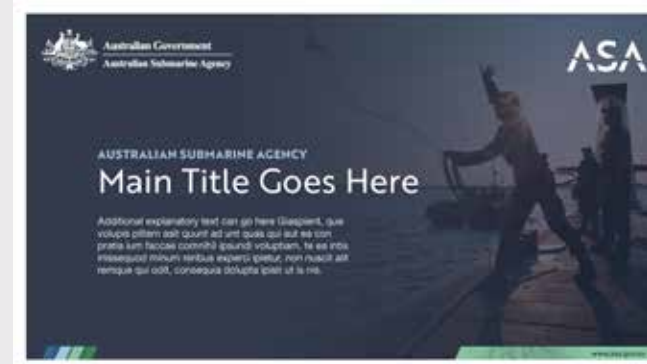
BUSINESS CARD



PULL-UP BANNERS



POWERPOINT TEMPLATE



DOCUMENT COVER



FACT SHEET

Australian Government
Australian Submarine Agency

ASA

SUBMARINE ROTATIONAL FORCE - WEST

From as early as 2025, AUKUS partners will have a combined presence of 1994SSB (being of one UK and up to three US nuclear-powered submarines) in Australia's Submarine Rotational Force - West (SRF-West) SSBN element and two Australian-built and operated conventional submarines and up to four (being up to two UK and up to two US) SSBNs (being up to two UK and up to two US) SSBNs and up to two US nuclear-powered submarines from the early 2030s.

Why do we need this rotational presence?

SRF-West will enhance our efforts to deterrence Australia's capability to safely and securely operate and supply its future nuclear-powered submarines. Australian partners will operate with UK and US boats to enhance the operational and tactical capabilities, while Australia's operational capability will support three submarines at once.

Is this a basing of UK and US submarines in Australia?

No. Australia has a longstanding bipartisan policy of no foreign bases on Australian soil. AUKUS under SRF-West is consistent with this policy. SRF-West operations will be rotated through 1994SSB (being in Australia) and SSBNs will rotate bi-monthly based in Australia.

What arrangements will this initiative come under?

The US's interest elements of SRF-West will be implemented under the US-Australia Force Posture Agreement. UK participation in SRF-West will be provided through separate arrangements.

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ASA

PATHWAY TO AUSTRALIA'S NUCLEAR-POWERED SUBMARINE CAPABILITY

AUKUS partners have identified an **Optimal Pathway** that will:

- DELIVER** Australia's conventional and nuclear-powered submarine (SSN) capability as soon as the early 2030s;
- ELEVATE** all three nations' industrial capacity to produce and sustain advanced and interoperable nuclear-powered submarines, for decades to come;
- EXPAND** our national and collective presence in the Indo-Pacific and contribute to global security and stability in the region;

Embedded Personnel, Port Visits and Submarine Rotational Force-West

Beginning in 2023, Australia's history and justice personnel will embark with the UK and US. Personnel will be subject to licensing arrangements. Early UK and US submarine industrial bases. This will accelerate the design and development of Australian personnel.

The US plans to use new SSN port visits to Australia beginning in 2025, with Australian personnel US visits for training and operations. The UK will increase port visits to Australia from 2026.

Building on these increased port visits, from as early as 2025, the UK and the US plan to establish a rotational presence of one US Virginia class submarine and up to two UK Virginia class SSNs (being up to two UK and up to two US) SSNs at HMAS Stirling, Western Australia. This initiative will be provided at Submarine Rotational Force-West (SRF-West).

Acquisition of US Virginia Class SSNs

To ensure Australia's interoperability capacity and provide it with an SSN capability in turn as possible, Australia intends to acquire an existing SSN capability - the US Virginia class SSN.

The US intends to sell Australia three Virginia class SSNs (being Virginia class SSN 788, 789 and 790) to Australia, with the option to sell up to two more if needed. The first Virginia class SSN is expected to be delivered to Australia in the early 2030s.

Acquiring Virginia class SSNs will ensure there is no submarine capability gap during the retirement of Australia's existing diesel-powered submarine fleet.

SSN-AUKUS

As part of AUKUS will deliver SSN-AUKUS, a Virginia class submarine based on the latest generation design that incorporates technology from all three nations. Instead of building separate SSN submarine technologies, SSN-AUKUS will be the future attack submarine for both Australia and the UK. Australia and the UK intend to start building SSN-AUKUS in the second half of 2026, before the end of the decade.

Australia plans to deliver the first Australian built SSN-AUKUS in the Royal Australian Navy in the early 2030s, while the UK will deliver its first SSN-AUKUS to the Royal Navy in the late 2030s.

AUKUS partners appreciate the sensitivity of this endeavour and are committed to being responsible stewards of novel nuclear propulsion technology.
This pathway will ensure interoperability and security operations and systems for nuclear-powered submarines.



EMAIL HEADERS AND FOOTER



MEDIA WALL





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