



Australian Government  
Department of Education

# DEPARTMENT OF EDUCATION

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## Visual Identity Guidelines

February 2023



## Our Visual Identity

The Department of Education's visual identity features a modern design and engaging visual elements that illustrate 'pathways, transitions points and connection'. When combined these elements reflect the journey of education and life-long learning. It is unique to our department, and by applying it consistently we aim to build recognition and differentiate the department's work, policies, programs, initiatives and channels from other Australian Government agencies.

- The pathways vary in colour, length and transition points, signifying the unique journey each individual navigates and the fundamental skills and knowledge developed throughout the various points in their education, career and life.
- The colour palette features a broad and vibrant array of colours utilising Navy and Ocean as a base to communicate professionalism, trustworthiness and reliability. This allows the bold energetic colours to stand out, creating visual impact.

This guide provides an overview of the design elements, colours, typography and linework – along with a series of examples that showcase its application.

## Departmental Logo

### Inline



**Australian Government**  
**Department of Education**

20mm  
minimum crest width

### Stacked



**Australian Government**  
**Department of Education**

# Colour Palettes

## Primary palette

							
<b>Navy</b>	<b>Ocean</b>	<b>Jade</b>	<b>Eggplant</b>	<b>Sky</b>	<b>Mint</b>	<b>Coral</b>	<b>Tangerine</b>
C 100, M 63, Y 12, K 67 R 0, G 37, B 74 #00254A	C 100, M 27, Y 10, K 56 R 0, G 76, B 108 #004C6C	C 100, M 10, Y 29, K 20 R 0, G 133, B 153 #008599	C 70, M 77, Y 7, K 23 R 85, G 67, B 126 #55437E	C 67, M 2, Y 0, K 0 R 21, G 190, B 240 #15BEF0	C 66, M 0, Y 39, K 0 R 71, G 191, B 175 #47BFAF	C 0, M 76, Y 54, K 0 R 241, G 100, B 100 #F16464	C 0, M 45, Y 94, K 0 R 249, G 157, B 42 #F99D2A

## Accessibility WCAG 2.0 AA

 <b>Aa</b> White on Navy Accessible for small and large text	 <b>Aa</b> White on Ocean Accessible for small and large text	 <b>A</b> White on Jade Accessible for large text only	 <b>Aa</b> White on Eggplant Accessible for small and large text	 <b>A</b> White on Coral Accessible for large text only
 <b>Aa</b> Sky on Navy Accessible for small and large text	 <b>A</b> Jade on Navy Accessible for large text only	 <b>Aa</b> Mint on Navy Accessible for small and large text	 <b>Aa</b> Coral on Navy Accessible for small and large text	 <b>Aa</b> Tangerine on Navy Accessible for small and large text

## Secondary palette



**Midnight**

C 100, M 80, Y 6, K 32  
R 4, G 54, B 115  
#043673



**Violet**

C 60, M 87, Y 5, K 0  
R 127, G 69, B 148  
#7F4594



**Watermelon**

C 0, M 97, Y 50, K 0  
R 238, G 37, B 92  
#EE255C



**Burgundy**

C 9, M 100, Y 53, K 43  
R 141, G 0, B 52  
#8D0034



**Chilli**

C 3, M 91, Y 86, K 12  
R 206, G 55, B 47  
#CE372F



**Fern**

C 60, M 0, Y 98, K 7  
R 105, G 179, B 66  
#69B342



**Canary**

C 0, M 11, Y 78, K 0  
R 255, G 221, B 85  
#FFDD55



**Charcoal**

C 41, M 21, Y 22, K 70  
R 64, G 71, B 79  
#40474F



**Graphite**

C 30, M 22, Y 17, K 57  
R 95, G 99, B 105  
#5F6369



**Steel**

C 16, M 11, Y 11, K 27  
R 164, G 167, B 169  
#A4A7A9



**Whisper**

C 4, M 2, Y 4, K 8  
R 223, G 225, B 223  
#DFE1DF

## Accessibility WCAG 2.0 AA



**White on Midnight**

Accessible for small and large text



**White on Violet**

Accessible for large text only



**White on Burgundy**

Accessible for small and large text



**White on Chilli**

Accessible for small and large text



**White on Charcoal**

Accessible for small and large text



**White on Graphite**

Accessible for small and large text



**Watermelon on Navy**

Accessible for large text only



**Chilli on Navy**

Accessible for large text only



**Fern on Navy**

Accessible for small and large text



**Canary on Navy**

Accessible for small and large text

# Fonts

## Design fonts

### *Atkinson Hyperlegible*

#### **Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

#### ***Bold Italic***

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz***

#### Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

#### *Italic*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

### *Myriad Pro*

#### **Myriad Pro Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

#### **Myriad Pro Semibold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

#### Myriad Pro Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

#### Myriad Pro Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## In house fonts and templates

### *Calibri*

#### **Calibri Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

#### Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Please use the paragraph styles in the supplied templates

- Heading 1 - Document Title
- Subtitle - Heading Subtitle
- Heading 2 to Heading 7
- Normal
- Caption
- Source
- Quote
- TOC Heading
- TOC 1 to TOC 3
- Hyperlink
- List to List 4
- List bullet to List Bullet 4
- List Number to list Number 4

## Icon Style

Line icons with use of colour



Coloured sections within the icons can be taken from the primary or secondary palettes. In some instances icons can utilise line only and do not have to include colour blocking.

# Brand Application

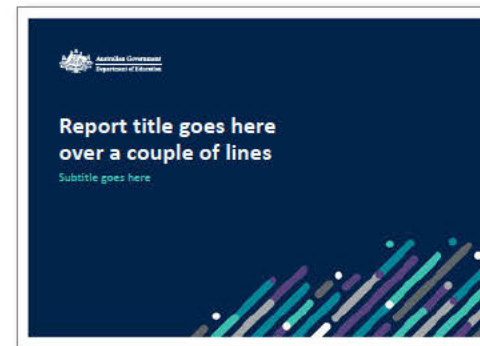
## Report covers



### Dark - Portrait

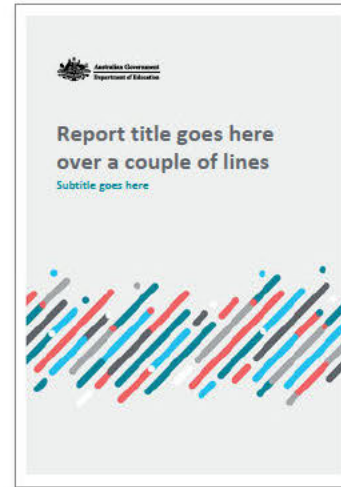


### Dark - Landscape

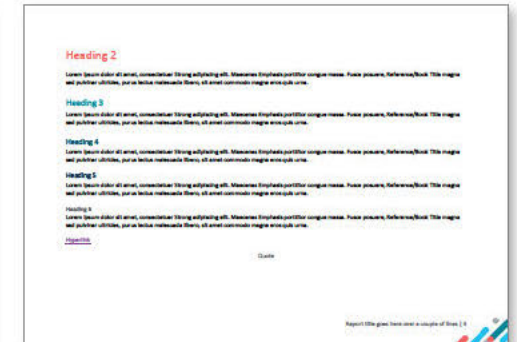




*Light - Portrait*



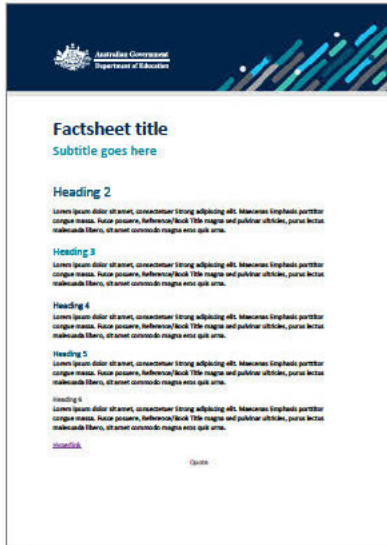
*Light - Landscape*





# Factsheets

## Dark

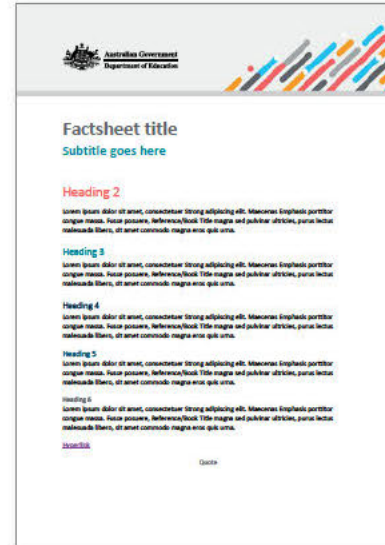


These templates are available in:

- A4 Portrait
- A4 Landscape
- A3 Portrait
- A3 Landscape



## Light



These templates are available in:

- A4 Portrait
- A4 Landscape
- A3 Portrait
- A3 Landscape



# Powerpoint Templates

## Navy - Title Slide



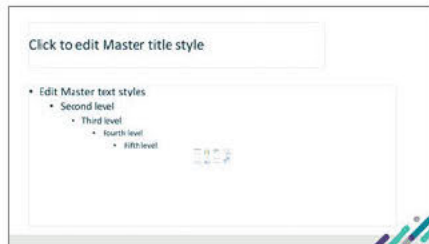
## Ocean - Title Slide



## Navy - Navy footer



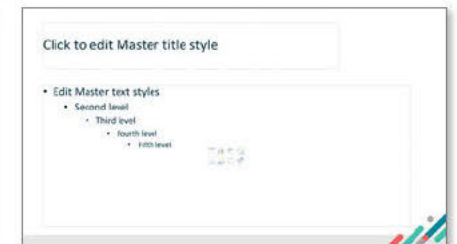
## Navy - Grey footer



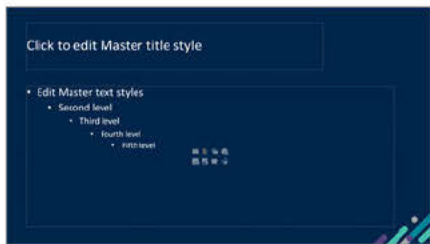
## Ocean - Ocean footer



## Ocean - Grey footer



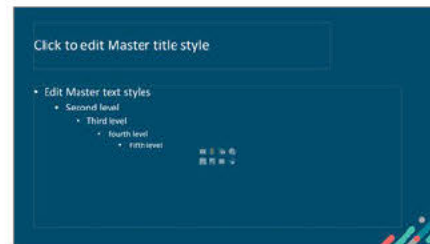
## Navy - Navy background



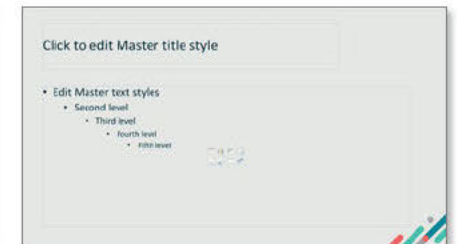
## Navy - Grey background



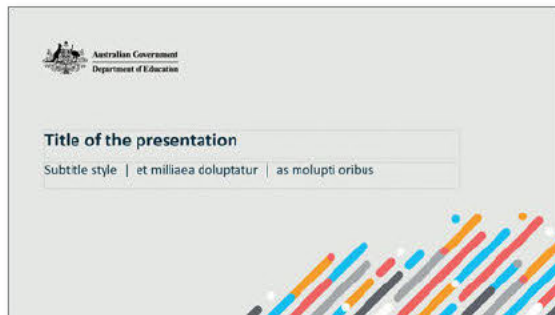
## Ocean - Ocean background



## Ocean - Grey background



## Grey - Title Slide



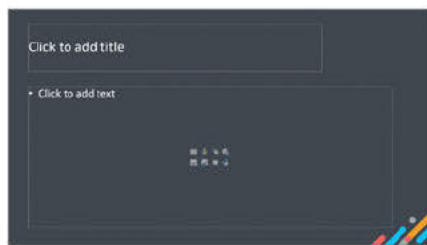
## Grey - Dark grey footer



## Grey - Light grey footer



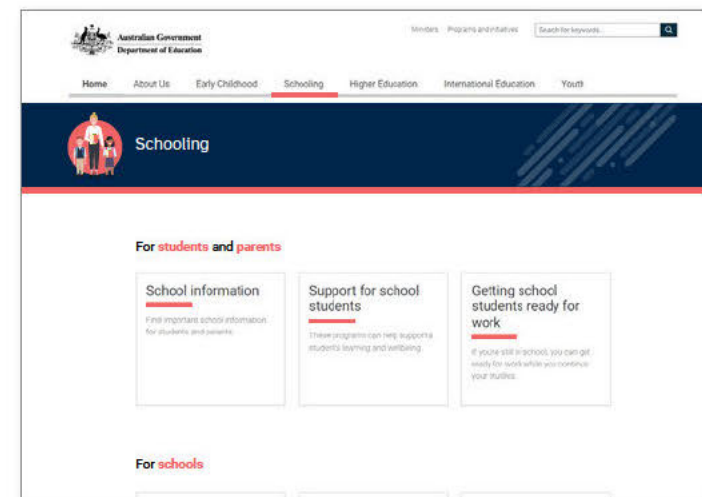
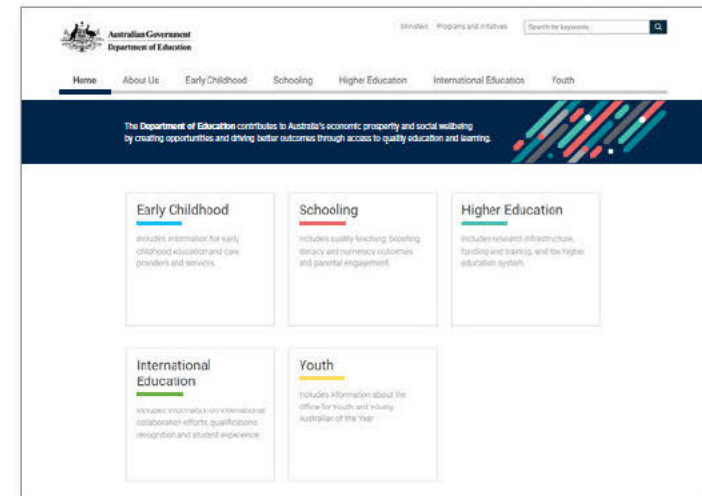
## Grey - Dark grey background



## Grey - Light grey background



## Website

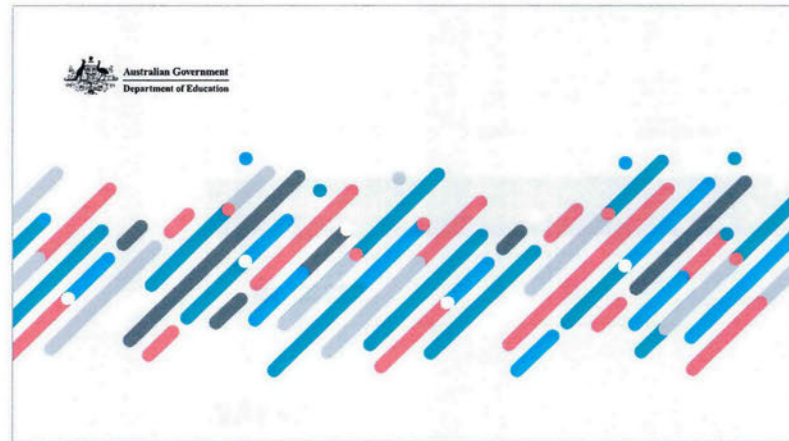


## Virtual Backgrounds

*Dark*



*Light*



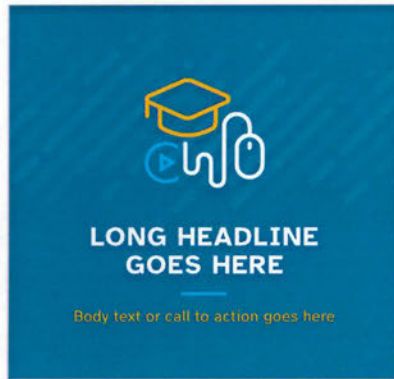
## Pull Up Banners



These banners are available for loan from the Department of Education Internal Communications team. Please email them at [internalcommunication2@education.gov.au](mailto:internalcommunication2@education.gov.au) to enquire about their availability.

# Social Media

## Social Media Tiles



## Cover and Profile Image



The Department of Education Strategic Communication team manages the department's social media presence. Departmental staff are not authorised to use these social media templates for their own personal social media accounts.