



Brand style guide

Version 3 | 16/03/22



Fair Work
Commission

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How to use this document

These guidelines provide a set of rules for the visual presentation of printed and electronic materials published and distributed by the Fair Work Commission (the Commission). The purpose of these guidelines is to standardise the design and layout of all Commission communications materials, whether correspondence, published documents or public information materials. They deal with marks, fonts, colours and patterns, all of which contribute to the preservation of the Commission's integrity and professionalism through its 'visual signature'.

While anyone involved in the creation of materials, whether for internal or external use, should have some understanding of the guidelines, the Communications Team is available to provide advice and assistance on how to use them effectively.

The Communications Team is the custodian of the guidelines and is able to provide advice and assistance on their implementation. The creation of all additional document templates requires the advice and sign off of the Communications Team.

s.47E(d)



Fair Work Commission mark (logo)



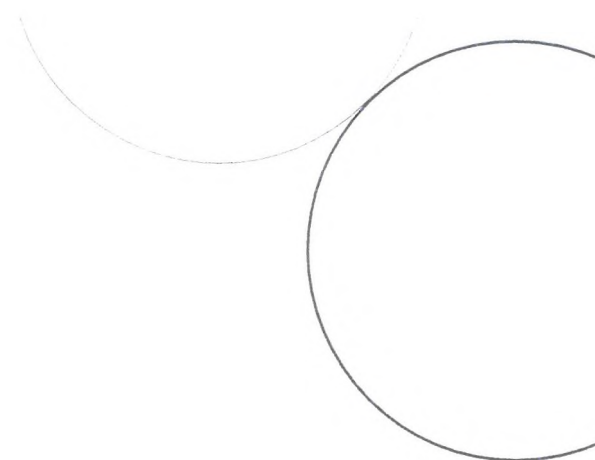
Fair Work
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Fair Work Commission mark (logo) – stacked



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Fair Work Commission mark (logo) – horizontal



Fair Work Commission mark

The mark (logo) is an integral part of all Fair Work Commission communications. There are two versions - one stacked without a keyline and the other horizontal with a keyline.

The logo guidelines are intended to create straightforward basis for consistent and effective representation of the Commission.

The term mark has been used to describe the 'logo' to distinguish it from those of private or commercial entities.

The Coat of Arms does appear in the Commission mark. Whilst the Commission is exempt from compliance with the Australian Government branding guidelines, we firmly adhere to the Coat of Arms guidelines.

For details please visit the Department of Prime Minister and Cabinet's website at www.dpmc.gov.au



Fair Work Commission mark (logo) – colours



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Fair Work Commission mark colours

The Commission mark comprises the stylised Commonwealth Coat of Arms, and the Commission word mark.

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The mark may also be reproduced in black and white.

For four-colour process printing and laser printing, CMYK breakdowns are provided. The RGB (Red, Green, Blue) values provided are suitable for on-screen projection of the mark colours.

Where possible, reproduce the Commission primary mark in full colour on a white background. If used on a dark coloured background, the mark must be white.

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Minimum size and clear space



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Minimum size

Minimum size specifications are provided to ensure the mark is reproduced effectively at a small size. Minimum size specifications must be observed in all applications. Where there is a question of the quality of the reproduction, the mark should be used at a size larger than the minimum size.

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Clear space

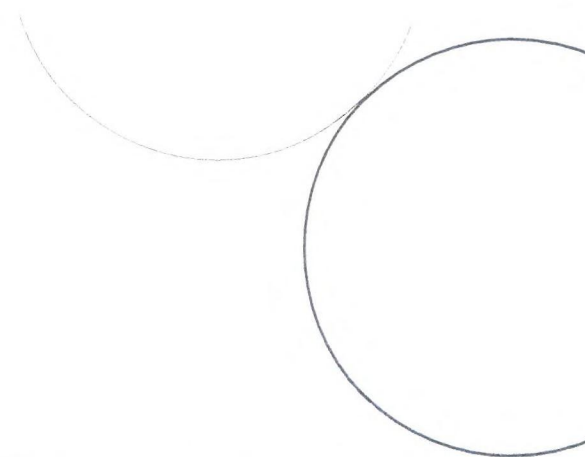
To maintain the clarity and integrity of the Commission mark, minimum 'clear space' must be observed in all applications.

Clear space is the minimum surface area surrounding the mark that must remain free of any other graphic elements or text. Wherever possible, maintain more clear space around the mark than the minimum specified.

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Fair Work Commission mark (logo) – incorrect use



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Incorrect use of the Fair Work Commission mark

The Commission mark may not be redrawn or altered in any way under any circumstances.

The Commission mark may only be reproduced in the style shown throughout these guidelines.

These examples show various ways in which the Commission mark might be incorrectly produced.

1. Do not compress, extend or distort the mark in any way.
2. Do not alter the relationship between the elements of the mark.
3. Do not reproduce the word mark in another typeface.
4. Do not alter the colours of the mark.
5. Do not rotate the mark.
6. Do not infringe upon clear space or add other text to the mark.
7. Do not place the primary or secondary mark on a photographic or illustrative background that does not provide a sufficient level of contrast.
8. Do not obscure the mark in any way.



Typeface - s.47E(d)

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Secondary typeface - s.47E(d)

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How to use this document

Stationery



A4 Letterhead

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Size

A4 Final artwork size:
210mm x 297mm

Stock

High White Bond,
100 gsm

Artwork has been supplied as a Word
template.



With compliments

Size

Final artwork size:
210mm x 99mm

Stock

High White Bond,
100 gsm

Artwork has been supplied as a
PDF

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Report

s.47E(d)

Size

A4 Final artwork size:
210mm x 297mm

Stock

High White Bond,
100 gsm

Artwork has been supplied in InDesign and
PDF



Business card

Size

Final artwork size:
90mm x 55mm

Stock

High White Bond,
300 gsm

Artwork has been supplied in InDesign and
PDF

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Envelopes

Size

Small Final artwork size:
220mm x 110mm

Large Final artwork size:
322mm x 227mm

Stock

High White Bond,
100 gsm

Artwork has been supplied as a PDF

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Powerpoint

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eSignature

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Only your name and contact details are to be updated within the Commission signature block format. Do not introduce additional colours, graphics or font styles.

Acknowledgement

At the bottom of our eSignature is an acknowledgment to the traditional custodians of the land with reference to your local Aboriginal and/or Torres Strait Islander community. A list of the traditional custodians for our offices is available on the Acknowledgement of country intranet page.

"The Fair Work Commission acknowledges that our business is conducted on the traditional lands of Aboriginal and Torres Strait Islander people. We acknowledge their continuing connection to country and pay our respects to their Elders past, present and emerging.

This email was sent from (insert local indigenous group) Country."

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How to use this document

Visual elements



The circle device

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The circle device is a crucial part of our visual identity. The device symbolises the relationship between the employer and employee. This should be used where possible on all the Fair Work Commission collateral to ensure consistency across our brand.

Rules of use

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The highlight line

The highlight line

The highlight line is used to highlight important information such as titles, pull out quotes and stats. It should be used sparingly and should be well considered within the design layout.

Rules of use

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