

**Board papers are our main way to communicate with our Board. The quality of that communication is central to the Board’s opinion of us.**

**We need to work as a team to develop a cohesive narrative and demonstrate a consistently high quality of leadership and management.**

## 1. Follow our style

- All papers must be based on the templates on the Board OneX page and conform with the box below.
- The templates provide guidance notes on each section of the papers.
- Generally, papers should not exceed 10 pages (excluding attachments). To keep longer papers succinct, use tables or charts or move information to an attachment.
- If copying text from another document into a template, use merge formatting to ensure the template formatting is maintained.

### Board and BARC paper naming convention: BM123\_Item 1.1\_Name (month year)

#### Examples:

- BM292\_Item 8.8\_Credit Report (April 2023)
- BARC145\_Item 2.4\_Forward Program (April 2023)

With attachments:

- BM292\_Item 8.8a\_Credit Report (April 2023)
- BARC144\_Item 6.2a\_Privacy Policy (Feb 2023)

Papers classified as **‘Decision’** or **‘Information’** only.

Every page of a Board paper must contain the meeting number, the agenda number and the meeting date.

#### Formatting Rules:

- Always use Arial font
- Always ‘justify’ paragraphs
- Main heading Arial 18pt (Styles Heading 1)
- Paragraph heading Arial 15pt (Styles Heading 2)
- Sub-heading Arial 11pt (Styles Heading 4)
- Body text Arial 10.5pt (Styles Body)
- For attachments, use existing template headings

## 2. Develop a narrative

- Always keep your readers front-of-mind. The paper is for the Board, not you.
- Consider what the Board members need to know to make a decision. Keep the contents relevant and omit anything tangential. Tell a story.
- The whole Board pack must form a consistent, logical and persuasive narrative for the Board. To achieve this, we must cooperate across teams to use consistent language, abbreviations and writing style.
- Get to the point quickly. Don’t repeat information provided at previous meetings or labour over public knowledge.

## 3. Write consistently

### Body

- Write the papers in first person (ie using “we” rather than “Export Finance Australia” or “EFA”). Only refer to “Export Finance Australia”, “EFA” or a particular person or team in third person where it is relevant to emphasise the identity of the party involved.
- Avoid using passive voice where possible as this can obscure the message. Eg use “We reached financial close on the XY transaction” instead of “Financial close was reached by Export Finance Australia on the XY transaction”.
- Keep sentences short and succinct and omit unnecessary words. If a sentence rolls over to a third line it is in danger of being too long or wordy. Consider splitting it in two.

- Use simple language. Avoid out of date words like “herein” and “whilst” and use “here” or “while” instead. Technical jargon should generally be avoided if it is not well understood.
- Use dot points rather than a long sentence to convey a series of related ideas.
- Keep your descriptions and terminology consistent throughout your paper and with that of others.
- Attachments must be referred to in the body of paper. Number any attachments 1, 2, 3 etc using this format: **Attachment x** and list them at the end of the paper under the signature block.
- Label each attachment by number at the top right of its first page.
- If you need to use a common Latin abbreviation (such as ie, etc, pm, am, pa) don’t use full-stops.
- Don’t use contractions, write the full words instead eg “would not” instead of “wouldn’t”.

## Resolutions

- Write draft resolutions in past tense. Eg “The Board approved...”, “The Board resolved...”, or “The BARC endorsed XXX for approval by the Board.”
- If a resolution requires numbered paragraphs, use a), b), c), etc.
- When making a recommendation at the end of a paper with a draft resolution, use this wording: “That the Board/BARC adopt the draft resolution”.

## Dates, numbers and data

- Data reported across different papers should always be calculated and expressed consistently.
- Dates should always be set out in full in this format: 21 March 2023.
- When referring to a previous Board or Committee meeting, always refer to it by its full date. Eg “the 23 February 2023 Board meeting” rather than “the February Board meeting”.
- When referring to a previous Board or Committee paper, use this format: “Date of meeting (agenda item no.)” eg “as noted at the 1 December 2022 Board Meeting (Agenda Item 8.1).”
- When referring to a previous action item, use this format: “Action [meeting no.]/[action item no.]” eg “In response to Action 143/2...”.
- If a sentence starts with a number write as a word. If a sentence contains a number but not at the start, for numbers one to ten, write the word and for numbers above ten, write the numeral. The exception to this is for tables containing key facility terms. In those tables, consider using numerals instead of words to keep the detail punchy.
- In the body of Board papers, Australian dollar amounts **must** be written in the following format: **A\$10 million**. Abbreviations eg ‘m’ or ‘mn’ for million or ‘b’ or ‘bn’ for billion should not be used in the body of Board papers.
- For other currencies use the following formats:
  - US\$10 million
  - EUR10 million
  - GBP10 million
  - JPY10 million
- Data tables and dashboards displaying dollar amounts should apply the following format \$10.0M. The currency should be noted in the title heading and the denomination should be applied consistently to data displayed in the same table. See example below:

	<b>[Insert Title] (A\$)</b>		
	Value of Transactions	Customers	New customers
Result	\$10M	10	5
Plan	\$10M	10	5
Full Year budget	\$20M	20	10

### Definitions

- If you need to define a term or abbreviation, use this format: **(Defined Term)**.
- Don't define a term unless it is used more than once. If it's obvious which report you are referring to, there is no need to use a defined term. Just say "the report".
- There is no need to define EFA, BARC and DFAT. Do define National Interest Account (**NIA**), Commercial Account (**CA**), AIFFP, NAIF and NHFIC.
- Avoid defined terms in subject headings or draft resolutions. If you need to define a term, do so when it is first used in the body of the paper.
- If you are referring to a particular financial year, use this format: "FY 2022/23".

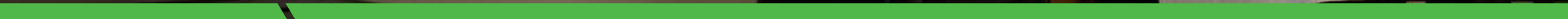
### Useful resources

- Please visit the Board OneX page for useful resources including presentation slides.

# Export Finance Australia **Writing style guidelines**

October 2023

export  
finance  
australia



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# Our writing style guidelines

This guide has been created in line with the **Australian Government's style manual** and adapted where needed for consistency with our brand and tone of voice.

## Contents

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  - › Writing and designing content

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If you have any questions, or need support with written content, please reach out to the marketing team.

**[marketingteam@exportfinance.gov.au](mailto:marketingteam@exportfinance.gov.au)**

# 01 Writing style and tone of voice

Writing style describes the way you express ideas in content. The tone and voice you use influence the writing style for any type of content.

Tone is the way you express ideas. It includes the words you use, the way you put them together and their level of formality

Our tone of voice is shaped by our purpose, which is:

**“To support Australian export trade and overseas infrastructure development that delivers benefits to Australia.”**

## We want to be viewed as:

### Helpful



We are here to help, and we want people to reach out to us for support.

Encourage engagement wherever appropriate. This might just be a link to an eBook that is useful or an invitation to get in touch.

### Experts



We are a team of skilled, experienced finance professionals. We are Australia’s export credit agency, and we are in a unique position to support our customers in ways that other financiers cannot.

Our content should reflect our experience in the export finance space, we want to demonstrate that we know what we are talking about and that we are the experts to talk to.

### Personable



We are a team supporting others to achieve their dreams and helping deliver on government objectives that benefit Australia. We do our roles because we believe in our organisation’s purpose. We get to know our customers and we are invested in their success.

We want to be proactive in engaging with and connecting with people. Whether this is on social media, in our emails or in presentations, speak directly to those who need our support.

How to deliver our tone of voice:

1. Use short, sharp and simple sentences

Be factual and informative, but also personable. Keep our customers at the heart of your messaging.

Using active case rather than passive case can also assist with this.

Examples:

- Passive - Businesses are supported by our finance solutions.
Active - We support businesses with our finance solutions.

2. Ensure your writing is accessible

Do not assume knowledge or use technical jargon. Our content should be accessible for readers of diverse education and language backgrounds.

Tip:

You can use Editor in Microsoft Word to check your Flesch-Kincaid Grade Level (aim for 8-10).

3. Be positive

Focus on positives over negatives. Start on a positive note or highlight the opportunities of a challenge.

Examples:

Instead of: \_\_\_\_\_ (X)

- It is really difficult for businesses to secure international contracts without a guarantee. We can provide a guarantee to support.

Say: \_\_\_\_\_ (checkmark)

- With an Export Finance Australia guarantee, businesses can better compete for and secure international contracts.

4. Write in first-person point of view

Do not write about Export Finance Australia, write as Export Finance Australia.

Examples:

Incorrect: \_\_\_\_\_ (X)

- Export Finance Australia supports Australian businesses with finance.
The Board is responsible for Export Finance Australia.

Correct: \_\_\_\_\_ (checkmark)

- We support Australian businesses with finance.
At Export Finance Australia, we support Australian businesses with finance.
Our Board is responsible for our organisation.

Please note in some circumstances, when writing for a third-party, we will write in third-person point of view.

5. Use 'Standard tone'

This combines formal and informal tone.

Standard tone:

- Can use contractions and personal pronouns
Doesn't use metaphors, idioms or slang.

Examples:

- Formal - Guests should be seated 15 minutes before the event starts.
Informal - Why don't you come in early and grab a seat before things get started?
Standard - Please arrive 15 minutes before the event starts.

More on standard tone can be found here.



Click the underlined links to read more.

## 02 Spelling and word choice

Spelling errors detract from readability. Consistency across all communications is important to maintain simplicity for us as we create content and ensures our content is professional.

For more support, check out the below resources from the Australian Government's style manual:

### › Common misspellings and word confusion

When words sound similar or the same, people can confuse their spelling.

### › Types of words

Keep the functions of words in mind to write clear content. Grammar and sentence structure help people understand meaning.

- › Adjectives
- › Adverbs
- › Conjunctions
- › Determiners
- › Nouns
- › Prepositions
- › Pronouns
- › Verbs



Click the underlined links to read more.

### Export Finance Australia spelling and word choice preferences

#### **Business / Businesses**

Instead of company or companies.

#### **Customer**

Instead of client. We refer to our customers' customers as clients.

#### **Export Finance Australia**

Customer-facing communications should always include our full name. Do not use EFA, Export Finance, EFIC or Export Finance and Insurance Corporation.

#### **Employees**

When talking about our people, we prefer to say employees, not staff.

#### **e-commerce**

Instead of Ecommerce, eCommerce or e commerce.

#### **-ed not -t**

For words that can be spelled (or spelt) with an -ed or -t, opt for -ed.

Another example: Learned not learnt.

#### **LGBTQ+**

Avoid using LGBTQ+ unless in reference to an event or similar where we have been asked to include 'I' to represent this group.

#### **Per cent**

Written as two words in full. This should be abbreviated to % in tables and charts, eg 60%.

#### **That and which**

That defines, which informs.

This is the program that ran for two days.

This program, which ran for two days, is being rescheduled next month.

*Helpful tip:* 'which' will usually need a comma before it.



## 03 Grammar and punctuation

Throughout this section, we cover our preference for grammar and punctuation styles. You can click through to the Australia Government's style manual, for more information.

If there is no link, there is no specific guidance in the manual or we have opted to adopt a different approach.

### Abbreviations

Externally, use sparingly. Abbreviations are shortened words. They can hinder people's understanding, so they have limited uses.

Don't put a full stop after most abbreviations. There are some exceptions.

The sixth edition recommended against using 'i.e.', 'e.g.' and 'etc.' in paragraph text and in formal content.

### Acronyms

Acronyms and initialisms are shortened forms. They replace full names and special terms in text. Use them only if people recognise and understand them.

Externally, use sparingly. Always spell out in the first instance and define in brackets. In the second instance use the acronym.

#### **Example:**

National Interest Account (NIA)

\*In titles we will always spell out an acronym regardless of whether it has been defined.

### Ampersands

Use only in our Export Finance Australia job titles.

#### **Example:**

Managing Director & CEO

### Apostrophes

Apostrophes show possession and contractions. Don't use them in descriptive phrases or to make nouns and shortened forms plural.

Apostrophes are generally not used in place names: Earls Court, Kings Cross, Princes Highway.

Apostrophes are never used for plurals.

#### **Example:**

1980s not 1980's, ATMs not ATM's (unless it's about something that belongs to the ATM).

### Brackets and parentheses

Brackets can help users scan text more easily. Only use brackets if you can remove the enclosed text and the meaning does not change.

### Capitalisation

Follow sentence case structure, always. Capitals should only be used at the start of a sentence, for proper nouns and well-known acronyms or abbreviations.

Sentence case is when a word is capitalised at the beginning of a sentence and lower case thereafter, except for names or proper nouns.

Some exceptions apply for digital advertising.

### Colons

Colons draw attention to the text that follows. Only add colons that are essential.

Use colons before a list of items, before a quote or to emphasise an explanation.

The word after the colon is not capitalised unless it is a proper noun or a complete sentence.

#### **Example:**

The statement read: "The timing of the deal was essential to its appeal. It meant creditors could be quickly reimbursed."

### Commas

Commas separate parts of a sentence so the meaning is clear. Sentence structure determines their correct use.

We do not use oxford commas.

### Conjunctions

Conjunctions join whole sentences or parts of a sentence together. They can show people how ideas are linked or how ideas contrast.

Where possible, we try to avoid starting sentences with 'And' or 'But' and other conjunctions.

Subordinating conjunctions such as 'When', 'If', or 'Unless' can be used to start a sentence if appropriate.



Click the underlined links to read more.

## Contractions

Contractions such as aren't, can't, couldn't, hasn't, don't, we're, it's, there's and what's can be used in your writing to create a more conversational, human style. They are also widely used in quotes, as that is the way people speak.

Avoid in formal content.

## Currency

Amounts over \$1 billion should be referred to as billion, not million. Write thousand, million and billion in full, do not shorten to k, m or b in copy. You can abbreviate in stats and design.

### **Example:**

\$A1,058 million should be written as \$A1.06 billion.

Please also see further details in [Conventions > Numbers and measurements](#).



Click the underlined links to read more.

## Dashes

Dashes show a relationship. En dashes for spans or ranges are less accessible for users than a phrase. Use spaced en dashes to set off non-essential information in sentences.

## Ellipses

Ellipses show users that ideas or words are missing from a sentence or a quote. Don't use ellipses to change the intent of the original source.

## Exclamation marks

Exclamation marks show emphasis and convey emotion. Only use them in informal content.

## Forward slashes

Forward slashes are useful in a small number of situations. Users are familiar with them in mathematical expressions, dates, web addresses and in some shortened forms.

## Full stops

Full stops mark the end of sentences which aren't questions or exclamations. Users need them to scan text and to recognise decimal values.

## Headings and subheadings

Headings are the most important messages in any content. They should capture the reader's attention and set the tone of the following communications.

Aim for headings to be no more than five words long and subheadings no more than eight. However, this is not a strict rule but a guideline for clean content structure.

Only capitalise the first letter of the first word and proper nouns.

You can find more information in the ['Structuring content'](#) resource.

## Hyphens

Hyphens connect words and prefixes so meaning is clear.

Hyphens should be used sparingly but are necessary in some cases.

## Italics

Italic type contrasts with roman type. It draws people's attention to convey meaning. Use italic type sparingly as it can affect readability.

For Acts, italicise, write out in full in the first instance and define in brackets. In the second instance use the abbreviation.

### **Example:**

*Public Governance, Performance and Accountability Act 2013 (Cth)* (PGPA Act)

## Quotes and quotation marks

Quotes give written content immediacy and can make it more interesting and personable. If you are quoting someone else, it should reflect what the speaker has said to you – if in doubt, ask them to approve it first.

Quotation marks draw attention to words and reference certain kinds of titles. Write direct speech in double quote marks. Use single when referring to a quote within a quote.

Commas, full stops/periods and other punctuation marks come before the final quotation mark. The exception is where the quote does not form a complete sentence.

He said the market would recover, "but over a long period".

## Semicolons

Semicolons link sentences. They complicate sentences for users if overused. Do not use them at the end of bullet and numbered list items.

Semi-colons should be used to mark a pause longer than a comma and shorter than a full stop/period.

When in doubt, use a full stop/period.

## URLs and links

In printed material, our URL(s) should be stated without 'www'

exportfinance.gov.au

In emails and electronic documents, include the full URL so it can be clicked through as a hyperlink.

External websites should always include 'www'.

You can find more information in the ['Structuring content'](#) resource.

## 04 Conventions

In this section, we have included guidelines on commonly used conventions such as names and terms, numbers and measurements as well as titles, honours, forms of address.

You can click through to the Australia Governments style manual for more information.

If there is no link, there is no specific guidance in the manual, or we have opted to adopt a different approach.

### **Names and terms**

Check official sources for correct names and terms. Use consistent capitalisation and punctuation.

#### **Australian place names**

Spell official place names correctly. Follow style rules so people recognise names for other public places. Use standard shortened forms in addresses.

#### **Commercial terms**

Brands and model names are protected by law. Unless using common names, write trade mark names and use symbols so people can understand legal status.

#### **Government terms**

Use the correct term and follow the rules for capitalising government terms. People find it easier to understand content that has a consistent style.

#### **Nationalities, peoples and places outside Australia**

Refer to peoples and places outside Australia based on current information. Correct spelling and style avoids causing confusion or offence among users.

#### **Natural phenomena**

Treat terms for climate and weather events with consistent style. It helps users scan content for keywords and supports readability.

#### **Organisation names**

Spell and punctuate organisation names correctly. This helps people to understand your content.

A business is also a singular entity.

When talking about a business, please note the following:

- › 'The business is performing well', not, 'The business are performing well'.
- › Teams and division names are also singular entities.

#### **Personal names**

Getting personal names right is respectful. It also helps users avoid any confusion. Check that you've used the correct spelling, punctuation and capitalisation.

#### **Ships, aircraft and other vehicles**

Names of ships, aircraft and other vehicles follow a set style. Using the correct style helps people identify the names of vehicles in text.

#### **Topographic terms**

Correct capitalisation helps people identify topographic and geographic terms in your content. Refer to landmark features, regions and compass points correctly.

### **Numbers and measurements**

Style for numbers and measurements supports accessibility and readability for users.

#### **Choosing numerals or words**

Numbers as numerals are generally easier for people to scan. Numbers as words remain a convention that people expect in some types of content.

Spell out zero through nine and first through ninth, except in charts and tables and dollar amounts. Use numerals for 10 to 999,999. Use a comma in numbers of four or more numerals and write figures to no more than two decimal places.

#### **Examples:**

- › One, Nine, 10, 100, 1,000, \$A1.05 million.
- › Spell out numbers at the start of sentences
- › Twenty-three graduates will complete this program.

#### **Currency**

Use the correct numbers, words and symbols for currency so people are clear about the amount.



**Click the underlined links to read more.**

## Numbers and measurements (cont.)

### Dates and time

Dates and times need to be readable. Write, abbreviate and punctuate dates and times consistently so people can understand your content.

### Dates

Format is always Day Month Year, with no punctuation. If including the day of the week, add a comma.

### Examples:

- › 30 November 2022
- › Friday, 30 November 2022

### Time

Use a 12-hour clock when writing times, such as 9 am or 12.30 pm

### Fractions and decimals

Decimals are useful when people need a precise value. Fractions are useful when an exact value is not important.

### Measurement and units

Standard units of measurement support readability and accuracy. Express precise values for users by combining numerals with the correct unit symbol.

### Ordinal numbers

Ordinal numbers, such as 'first', 'second' and 'third', show the order, position or importance of things in a list or sequence.

### Percentages

Percentages help people compare things and understand proportions.

In text, write as two words in full. Use numerals with the percentage sign in tables and graphs.

### Telephone numbers

Write telephone numbers so people can read and use them easily. There are rules for grouping the numbers, using spacing and creating links.

- › 02 5550 5722
- › 1300 975 7007
- › 13 83 87
- › 1800 160 401
- › +61 2 7010 0000
- › +61 491 570 156

## Titles, honours, forms of address

Use correct titles and capitalisation for academics, diplomats, judges, government officials, royalty and members of the armed forces.

### Academics and professionals

Follow these rules to address and title academics and professionals correctly. The guidance focuses on academics, medical practitioners, dentists and veterinarians. Apply the rules when writing about individuals in other professions.

### Australian Defence Force

Use the correct title and style to refer to members of the armed services. This guidance is intended primarily for users outside the Department of Defence and the Australian Defence Force.

### Awards and honours

Post-nominals and titles of status show the awards and honours an individual has. List them in the correct order.

### Diplomats

Use the correct term when referring to ambassadors, high commissioners, nuncios and other diplomatic staff.

### Judiciary

Use the correct titles to refer to members of the judiciary.

### Parliaments and councils

Refer to members of Australian parliaments and councils in the correct style. Follow these rules to address and title people correctly.

### Royalty, vice-royalty and nobility

Royalty and representatives of the royal family should be addressed with their correct title.



Click the underlined links to read more.

## 05 More resources

When writing, in addition to the tone of voice, spelling, grammar and punctuation you use, it is important to consider the type of content that is right for the audience. Also consider the language you use, how you reference sources as well as how you structure and design your content.

### Content types

Use the format that helps meet the user's need. This could be a form, a blog, an image or another format.

### Inclusive language

Use language that is culturally appropriate and respectful of the diversity of Australia's peoples.

### Referencing and attribution

Reference correctly so users can identify the sources you use.

### Structuring content

Design content with a structure that helps the user navigate and understand.

### Writing and designing content

Use this guidance to create content that's clear and findable.



**Click the underlined links to read more.**

If you have any questions, please contact the Marketing team on [marketingteam@exportfinance.gov.au](mailto:marketingteam@exportfinance.gov.au)



No one takes on the world alone.

# Export Finance Australia **Brand guidelines**

April 2023



export  
finance  
australia

# We are Australia's export credit agency.

We support Australian exports and overseas infrastructure development with flexible finance solutions.

Working with businesses across a wide range of industries, we're here to help our customers to succeed on their export journeys.

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- 02** Master logos
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- 04** Colour palette
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- 06** Images and photography
- 07** Icon styling

If you have any questions, please contact the Marketing team on [marketingteam@exportfinance.gov.au](mailto:marketingteam@exportfinance.gov.au)



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# 01 Our tone of voice

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The tone and voice you use influence the writing style for any type of content.

Tone is the way you express ideas. It includes the words you use, the way you put them together and their level of formality.

A consistent tone of voice is an important element of any strong brand.

## Our tone of voice

is shaped by our purpose, which is:

**“To support Australian export trade and overseas infrastructure development that delivers benefits to Australia.”**

### We want to be viewed as:

#### Helpful

We are here to help, and we want people to reach out to us for support.

Encourage engagement wherever appropriate. This might just be a link to an eBook that is useful or an invitation to get in touch.

#### Experts

We are a team of skilled, experienced professionals. We are Australia's export credit agency, and we are in a unique position to support our customers in ways that other financiers cannot.

Our content should reflect our experience in the export finance space, we want to demonstrate that we know what we are talking about and that we are the experts to talk to.

#### Personable

We are a team supporting others to achieve their dreams and helping deliver on government objectives that benefit Australia. We do our roles because we believe in our organisation's purpose. We get to know our customers and we are invested in their success.

We want to be proactive in engaging and connecting with people. Whether this is on social media, in our emails or in our presentations, speak directly to those who need our support.

### How to deliver our tone of voice

1. Use short, sharp and simple sentences.
2. Ensure your writing is accessible.
3. Be positive.
4. Write in first-person point of view.
5. Use 'Standard tone', this combines a formal and informal tone of voice.

Examples:

Guests should be seated 15 minutes before the event starts. [Formal]

Why don't you come in early and grab a seat before things get started? [Informal]

Please arrive 15 minutes before the event starts. [Standard]

**This is just a light overview of our tone of voice and writing style, please refer to our full writing style guidelines.**

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# 02 Master logos

The Export Finance Australia logos have been created in a way that ensures correct and consistent reproduction for all print and screen applications.

You must always use the master logo artwork and the logo should never be recreated in any way. No variations are permitted.

On the following pages, you'll find basic but important guidelines and considerations that should always be taken into account when using the Export Finance Australia logo.

## Master logos

The Export Finance Australia logo can be published in two primary variations. They're designed to work across a range of communications, from print to digital applications.

### Export Finance Australia

Our name is a part of our brand identity. When using our business name externally, do not use an acronym.

Always spell out Export Finance Australia in full. Our name reflects who we are and what we do clearly.

### Master logo

This is our preferred logo.

It's clean and simple, and should be the logo of choice whenever possible.

\*Not to be used over images.



### Boxed master logo

The boxed master logo can be used when the logo blends in with the background (i.e., imagery with a busy background, or a green or yellow background).



## Monochrome (mono) master logos

These are the Export Finance Australia brand logos in mono and reversed.

### **Mono master logo**

When there is a limited number of colours available for reproduction, or the quality of the colours is questionable, choose the monochrome version.



### **Boxed reversed master logo**

Reversed logo can be used on an image or on darker backgrounds.



### **Greyscale master logo**

Greyscale can be used for internal print and word documents.



## Clearspace and minimum size

The Export Finance Australia logo has a clearspace and minimum size, to retain its visual impact and legibility.

The clearspace is determined using the height of the logo box 'x' as shown on left.

**The minimum clearspace is ½ of the logo's height.**

This clear space should be maintained around the logo at all times.

### Minimum size

- › Print 13mm height
- › Digital 50px height

### Clearspace



### Minimum size



## Usage rules

You should always use an original master logo, rather than redrawing or distorting the logo. For simplicity, we've created a library of master logos to use.

Refer to our intranet, [oneX](#), to obtain the correct logos.

Here are some pointers on what **not** to do with the logo.

### Do not:

- › lock the logo up with type. Only use the supplied logos with lock-ups and never recreate it
- › outline or use any effects such as drop shadows on the logo
- › rotate the logo or stretch the logo
- › crop the logo
- › use the logo over a background that interferes with its legibility
- › change the colour of the logo.



# Logo application

Strong brands are built on consistency. Our logo must be applied in the same way, across all of our communications.

In electronic communications, the logotype should appear on the top left or bottom left.

In print communications the logo should appear either at the top left or bottom left of a page.

When co-branding, please adhere to clearspace guidelines and ensure there is enough white space in the design.

Designers' discretion is used as to which fits the design layout. If you need to use the logo in a way that contravenes these guidelines, please seek marketing approval first.

**Refer to page 6 Logo clear space and minimum size for further details.**

Maintaining minimum clear space and arrange top left hand side

**export finance australia**

Australian Government  
Department of Industry, Science, Energy and Resources

**Critical Minerals Facilitation Office**

## Export Finance Australia and Critical Minerals

**Support for critical minerals**  
Export Finance Australia is Australia's export credit agency (ECA). We provide financial expertise and solutions to support Australian businesses across a variety of industries. We have a particular focus on the resources industry across the entire supply chain. Through our loans, guarantees and bonds we enable Australian businesses and projects to take on export opportunities.

We look to complement commercial finance and other ECA financing to ensure projects can be fully funded. We do not provide equity or grants. We are also able to support businesses in the critical minerals export supply chain. The Australian Government has directed us to place a greater focus on critical minerals projects and related infrastructure to diversify critical mineral supply chains and move further up the value chain to downstream processing.

**Considerations for Critical Minerals projects to access Export Finance Australia support**  
When considering support for a critical minerals project, we consider the following:

Mineral:	Feasibility:	Market:
mineral identified in Australia's Critical Minerals Strategy	completed comprehensive feasibility study	buyer commitment to purchase project's production
In Australia:	Proven technology:	Capability:
extraction and/or processing of minerals in Australia for export	use of proven processing technology	proponents with financial, technical and commercial capacity

**Critical Minerals Facility**  
In 2021, the Australian Government established the \$2 billion Critical Minerals Facility, which is managed by Export Finance Australia. Projects that are aligned with the Australian Government's Critical Minerals Strategy and are otherwise in Australia's national interest, may be able to access finance through this facility.

**How Export Finance Australia works with other financing mechanisms**  
We work alongside other Commonwealth financing bodies where mandates overlap. For critical minerals this can include working with the Clean Energy Finance Corporation and the Northern Australia Infrastructure Facility.

**Contact Export Finance Australia**  
For more information on how we could support you, please call us on 1800 932 724 or visit [exportfinance.gov.au/criticalminerals](http://exportfinance.gov.au/criticalminerals)

Corporate document

**export finance australia**

## Financing to support Australian business and interests around the globe.

Export Finance Australia is the Australian Government's export credit agency. We enable financial support for:

- Australian exporters, their customers and Australian companies investing overseas
- Overseas infrastructure that delivers benefits to Australia

We operate on a commercial basis, providing finance where the private sector cannot.

### Supporting Australian trade and investment

Our operations support Australia's broader trade and investment objectives, which are critical to the Australian economy. We provide financing and advice in support of Australia's international trade obligations and goals on our own or in partnerships with other government agencies. Our efforts support:

- Critical Minerals Strategy
- Trade's Step-up
- SME and large exporters (including supply chain)
- COVID-19 impacted businesses
- Trilateral Partnership for Infrastructure Investment in the Indo-Pacific
- Defence Export Strategy

### Our business

We have two dedicated business divisions focused on the provision of finance to the small and medium-sized enterprise (SME) sector and Project and Structured Finance (PSF).

**SME Financing**  
With representative offices around the country, our SME team is dedicated to supporting the financing needs of SME businesses across Australia, to help them win export contracts and grow internationally.

**Project and Structured Finance**  
With a strong track record of supporting infrastructure and large projects in the region and around the globe, our PSF team has experience supporting projects across a range of sectors including telecommunications, energy, infrastructure, water and sanitation and transportation.

### Our finance solutions

**We provide:**

- Loans** to support export contracts, or to overseas buyers of Australian goods and services
- Bonds** to help Australian businesses with their obligations for overseas contracts
- Guarantees** to financiers of overseas buyers of Australian goods and services or to an Australian exporter's bank

Flyer

**export finance australia**

## No one takes on the world alone.

### Who is Export Finance Australia?

Export Finance Australia is the Australian Government's export credit agency. We work closely with our partners to help Australian businesses succeed internationally.

**Export Finance Australia's financial expertise & solutions benefit Australia and our partners**

- Supporting Australian SMEs and larger organisations with finance to realise export opportunities or contribute to the export supply chain.
- Providing defence export finance through the Defence Export Facility.
- Helping build sustainable infrastructure in the Indo-Pacific.

Our minimum criteria are:

- Minimum turnover of \$250,000
- Finance requirement for small, medium and large businesses
- Profitable trading history of at least 2 years
- Export contract or project with Australian content and/or benefit to Australia (for tourism and e-commerce businesses, track record of sales to international tourists/customers).

We operate on a commercial basis and do not compete with banks or other financial institutions. Instead where they are needed, we work with them to complement financing services in the private market.

**We are here to help:**  
Abeika Henderson  
Director, Business Development - WA  
@exportfinance.gov.au

Export Finance Australia and partners internal use only

### What type of finance can Export Finance Australia provide?

- Finance to Australian businesses to support export contracts or to overseas buyers of Australian goods and services
- Export Finance Australia works with banks and provides them with guarantees so businesses can get access to additional finance
- Finance for businesses expanding overseas where a benefit flows back to Australia
- Bonds to help Australian businesses with their security obligations under export contracts or for contracts in the domestic supply chain
- Project finance and bonds to governments
- Finance for infrastructure development in the Indo-Pacific region
- Defence export finance through the Defence Export Facility

Info flyer



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# 03 Logos with Commonwealth Coat of Arms

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The Export Finance Australia  
and Australian Government  
Commonwealth Coat of Arms  
logos are to be used for specific  
purposes only.

## Logo with Commonwealth Coat of Arms

### Commonwealth Coat of Arms master logo

These logos are only to be used:

- › as part of marketing brand campaigns
- › for government or mandate related materials
- › all other materials should not use the Coat of Arms
- › if you are unsure, reach out to Marketing.

### Boxed logo with Coat of Arms

In line with the use of the Commonwealth Coat of Arms master logo and the Boxed master logo, this is only to be used for specific purposes outlined above and when the logo blends in with the background (i.e., imagery with a busy background, or a green or yellow background).

### Logo with Coat of Arms – horizontal



### Boxed logo with Coat of Arms – horizontal



## Mono logo with Commonwealth Coat of Arms dual logos

These are the mono and reversed versions. The same rules apply as the master logos.

### Mono logo with Coat of Arms – horizontal



### Boxed logo with Coat of Arms – horizontal



### Greyscale logo with Coat of Arms – horizontal



## Stacked logo with Commonwealth Coat of Arms

The stacked logo is used in limited designs. This is not our standard logo and should not be used instead of the Master logo or the Logo with Coat of Arms - horizontal.

Marketing will use this where appropriate in some designs.

### Logo with Coat of Arms – stacked



Australian Government



### Boxed logo with Coat of Arms – stacked



Australian Government



Australian Government



Australian Government



Australian Government



## Mono logo stacked with Commonwealth Coat of Arms

These are the mono and reversed versions. The same rules apply as the master logos.

### Mono logo with Coat of Arms – stacked



Australian Government



### Boxed logo with Coat of Arms – stacked



Australian Government



### Greyscale logo with Coat of Arms – stacked



Australian Government



## Clearspace and minimum size

The clearspace is determined using the height of the logo box 'x' as shown on left.

**The minimum clearspace is ½ of the logo's height.**

This clear space should be maintained around the logo at all times.

### Minimum size

#### Horizontal:

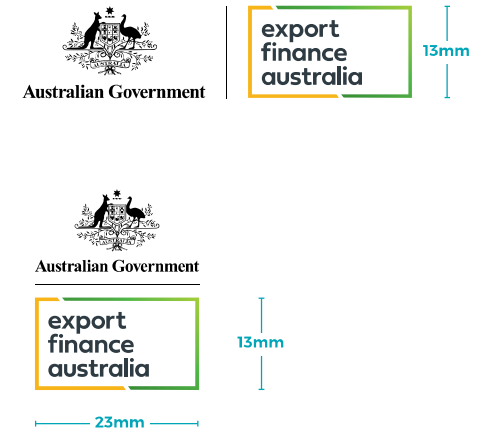
- › Print 13mm height
- › Digital 50px height

#### Stacked:

- › Print 23mm width
- › Digital 100px width



### Minimum size



## Logo application

In line with the use of the Export Finance Australia master logos, the Logo with Coat of Arms must be applied in the same way across our materials.

In electronic communications the logotype should appear on the top left or bottom left.

In print communications the logo should appear either at the top left or bottom left of a page.

Designers' discretion is used as to which fits the design layout. If you need to use the logo in a way that contravenes these guidelines, please seek marketing approval first.

**Refer to page 8 and 16 for logo clear space and minimum size for further details.**

**Banker's Guide**

**Contact ANZ**  
 s47F | Director  
 anz.com

**Contact Export Finance Australia**  
**Andrew Perkins** | SME Distribution Director  
 1800 093 724  
 egs@exportfinance.gov.au  
 www.exportfinance.gov.au

**Export Guarantee Scheme**  
 Helping ANZ Bank to support more Australian exporters

**About Export Finance Australia**  
 Export Finance Australia is the Australian Government's export credit agency. We provide commercial financing for viable Australian exporting businesses.  
 Our customers include small and medium-sized businesses, corporates and sovereign governments. We offer loans, bonds and guarantees on commercial terms.

**What is the Export Guarantee Scheme?**  
 The Export Guarantee Scheme (EGS) has been developed in partnership with ANZ where Export Finance Australia will guarantee up to 80 per cent of a new loan for an Australian exporter to support their continued export trade.  
 Under the EGS, Export Finance Australia delegates authority to ANZ to assess and manage eligible customers and document eligible loans.  
 The EGS has been designed to be **easy to use, flexible** and enable ANZ to better support the growth of Australian exporters.

**Loan Criteria**

- A new loan or increase of between A\$250,000 and A\$10 million.
- The loan will rank pari passu with any existing ANZ facilities.
- Available currencies: AUD, USD, EUR and JPY.
- A working capital facility, revolving facility or a term loan facility.
- Three years or less term.
- Have an ANZ CCR of 5+ or higher.

**Eligibility Criteria**

**The Borrower must, among other criteria:**

- Be a corporate entity, trust or partnership carrying on a business in Australia.
- Manufacture or produce goods substantially in Australia or deliver services from Australia.
- Confirm export activity:
  - Exports averaging 20% of total revenue in the last three financial years OR
  - 20% in the last financial year.

Loans above A\$10 million or guarantees greater than 80 per cent can be considered through an additional due diligence process.

Corporate document

**Making more possible**

Export Finance Australia provides finance solutions to help Australian businesses take on the world.

Australian Government | exportfinance.gov.au

1800 093 724  
 exportfinance.gov.au/possible

**Adapt. Pivot. Grow.**

Export Finance Australia supports Australian businesses with finance to diversify in a changing world.

Rob & John Ellis  
 The Hanging Rock Winery

Australian Government | exportfinance.gov.au

1800 093 724  
 exportfinance.gov.au/diversify

Campaign print adverts

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# 04 Colour palette

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By using a consistent brand colour palette, we're able to create a uniform look across all of our communications and marketing collateral.

Our brand colours are sophisticated and contemporary. They help our brand appear confident and fresh.



## Colour palette

### Print (CMYK and PMS)

You should use CMYK and PMS colours on all printed materials such as:

- › brochures
- › case study flyers
- › banners
- › stationery
- › exhibition stands.

*(NOTE the colours displayed on this page are approximate and shouldn't be used for accurate colour matching.)*

### Electronic (RGB)

You should use RGB colours on all electronic applications such as:

- › website
- › all Microsoft Office programs
- › digital advertising
- › email signatures.

### Primary colours

Green	PMS 360c CMYK 70   0   100   0	Hex #52ae32 RGB 82   174   50
Dark Green	PMS 7743c CMYK 70   0   100   30	Hex #378b36 RGB 55   139   54
Light Green	PMS 382c CMYK 40   0   100   0	Hex #a6ce39 RGB 166   206   57
Rich Black	PMS 419c CMYK 50   40   40   100	Hex #000000 RGB 0   0   0
Charcoal Grey	PMS 425c CMYK 20   0   0   90	Hex #30383b RGB 48   56   59
Dark Grey	PMS 430c CMYK 16   0   0   72	Hex #56646c RGB 86   100   108
Medium Grey	PMS 429c CMYK 10   0   0   45	Hex #8c99a1 RGB 140   153   161

## Colour palette

Our secondary colours should be used sparingly in order to add interest and to break up monotony of long copy pieces. (E.g., For sub-heads, pull out quotes, etc.)

These colours are also perfect to help differentiate information within infographics, graphs, tables and charts.

The gold in the secondary colours should be used sparingly so that it doesn't compete with our logo.

### Secondary colours

Gold	PMS 1235c CMYK 2   31   100   0	Hex #f7b519 RGB 247   181   25
Turquoise	PMS 315c CMYK 100   12   21   44	Hex #00667d RGB 0   103   127
Light Turquoise	PMS 771 1c CMYK 98   0   28   4	Hex #009bb4 RGB 0   155   172
Purple	PMS 2627c CMYK 85   100   6   38	Hex #381460 RGB 56   20   96
Light Purple	PMS 667c CMYK 56   59   4   14	Hex #70659a RGB 112   101   154

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# 05 Typography

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## **Simple. Modern. Approachable.**

Our typography, like our brand, needs to span the diverse industries in which we operate and be flexible enough to cope in a world that is increasingly dependent on mobile platforms.

The combination of the strong yet welcoming headline font, **Montserrat**, paired with an easy-to-read, functional body copy font, **Open Sans**, will create a consistent and clean aesthetic.

These two professional typefaces should be used for all marketing collateral, digital and external communications and customer presentations.

## Typography

### Montserrat

There are multiple styles withing the font family, but Semi Bold and Light are the main preference when designing marketing collateral or communications. It can be used in headers and footers and subheadings where appropriate. It is never to be used a body copy.

### Open Sans

There are multiple styles withing the font family, however, Light for general body copy in 8 point as a minimum is preferred. This is a good starting point, but document size will also affect copy size. I.e., for brochures or posters the font sizes will change.

Open Sans Regular inside graphics, charts and buttons on social assets.

Semi bold or Bold for sub headings, highlights within body copy.

### Arial

When Montserrat and Open Sans are not available our generic typeface, Arial is the perfect complement for use in all digital applications.

**\*All headlines, body or content are always left aligned. Centre alignment is only used with icons and info graphics.**

## Montserrat is our main headline and highlights font for both print and digital.

### Montserrat Semi Bold

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

### Montserrat Light

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

## Open Sans is our secondary font for body copy and sub headings.

### Open Sans Light

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

### Open Sans Semi Bold

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

### Open Sans Regular

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

### Open Sans Bold

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

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# 06 Images and photography

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The images and photography we use play an important role in shaping our brand identity. When choosing or sharing an image for external communications, it is important they are aligned with our styling preferences.

## Professional portraits

The portraits of our people and customers should reflect our brand. We are helpful. We are experts. We are personable.

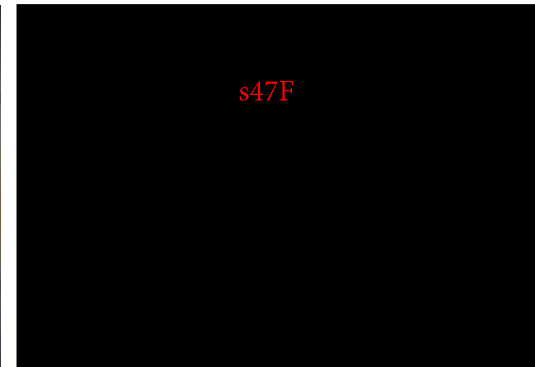
At Export Finance Australia, we employ people with a real passion to help our customers to success.

Our photography needs to reflect this.

### Our portraits:

- › are a celebration of our people
- › use a high contrast for a crisp modern feel
- › should be focused on the people, so allow the backgrounds to 'blow out' or fall out of focus.

**All images must be approved by Marketing prior to use.**



## General imagery

We opt for colourful and vibrant images that do not have added graphs over the top.

They should be clear and simple so that a logo can be added to the corner if required.

Our images should explain what we do or, better still, what we help our customers do, but without being obvious. For example:

- › an unusual angle of a city that our customer is now able to service thanks to finance support from us
- › a detailed close up of a customer's manufacturing process
- › anything that is related to the story we want to tell without fully telling it.

Strong, compelling photographs (such as the examples shown here) will enhance our brand and help tell the story of how we help our customers.

### Internal use

For internal communications, guidance against use of images with added graphics do not apply. Please always consider your audience when selecting any image.

**When using stock images, please reach out to marketing. Do not use images downloaded from the internet. Most images you will find online will be protected by copyright. You need to purchase rights to use these images and failing to do so can result in legal action.**

You can access a library of these on oneX [here](#).



*This link will only work internally for employees.*



The below can be used for internal use only.



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# 07 Icon styling

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We use icons across most of our marketing materials. They are a simple and effective visual tool to help tell our story and reinforce particular messages.

As such a widely used visual tool, consistency is key.



## Icon styling

- › All icons are lined, not solid with inverted elements.
- › Always with soft rounded edges. Never sharp angles or squared corners.
- › They can be inverted white on a solid colour or image.
- › All colours from the brand palette may be used.

This page only shows part of the full library. The library grows as the brand develops. For use of any icons seen across other marketing campaigns and collateral, please reach out to marketing for use and supply.

**Please see marketing material pages to see icon application - Pages 29-35.**

You can access a library of these on OneX [here](#).

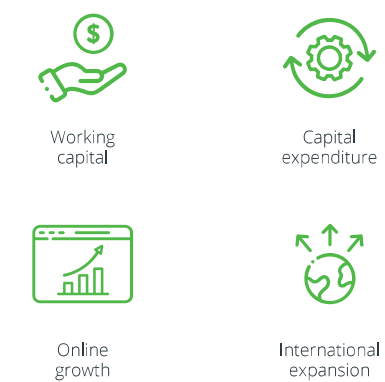


*This link will only work internally for employees.*

### Export Finance Australia solutions



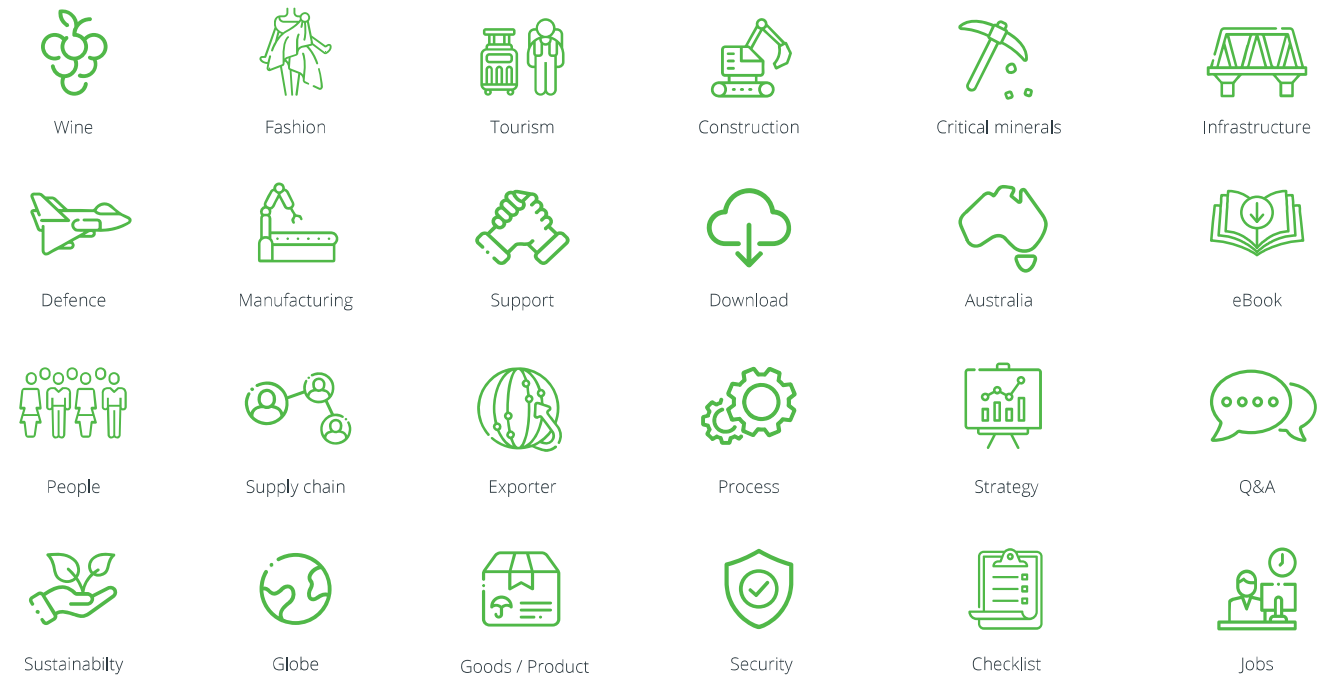
### Customer needs



### CTAs



### Industry, sector and brand





No one takes on the world alone.

If you have any questions, please  
contact the Marketing team on  
[marketingteam@exportfinance.gov.au](mailto:marketingteam@exportfinance.gov.au)

# Export Finance Australia **Brand guidelines**

April 2023



export  
finance  
australia

# We are Australia's export credit agency.

We support Australian exports and overseas infrastructure development with flexible finance solutions.

Working with businesses across a wide range of industries, we're here to help our customers to succeed on their export journeys.

## Contents

- 01** Our tone of voice
- 02** Master logos
  - › Master logo
  - › Master logo monochrome
  - › Clearspace and minimum size
  - › Usage rules
  - › Logo applications
- 03** Logos with Commonwealth Coat of Arms
  - › Horizontal
  - › Horizontal monochrome
  - › Stacked
  - › Stacked monochrome
  - › Clearspace and minimum size
  - › Logo applications
- 04** Colour palette
- 05** Typography
- 06** Images and photography
- 07** Icon styling
- 08** Marketing materials
  - › Print adverts
  - › Print and digital collateral
  - › Digital – socials
  - › Digital – eBooks
  - › Presentations
  - › Business cards and email signature

If you have any questions, please contact the Marketing team on [marketingteam@exportfinance.gov.au](mailto:marketingteam@exportfinance.gov.au)

---

# 01 Our tone of voice

The tone and voice you use influence the writing style for any type of content.

Tone is the way you express ideas. It includes the words you use, the way you put them together and their level of formality.

A consistent tone of voice is an important element of any strong brand.

## Our tone of voice

is shaped by our purpose, which is:

**“To support Australian export trade and overseas infrastructure development that delivers benefits to Australia.”**

### We want to be viewed as:

#### Helpful

We are here to help, and we want people to reach out to us for support.

Encourage engagement wherever appropriate. This might just be a link to an eBook that is useful or an invitation to get in touch.

#### Experts

We are a team of skilled, experienced professionals. We are Australia's export credit agency, and we are in a unique position to support our customers in ways that other financiers cannot.

Our content should reflect our experience in the export finance space, we want to demonstrate that we know what we are talking about and that we are the experts to talk to.

#### Personable

We are a team supporting others to achieve their dreams and helping deliver on government objectives that benefit Australia. We do our roles because we believe in our organisation's purpose. We get to know our customers and we are invested in their success.

We want to be proactive in engaging and connecting with people. Whether this is on social media, in our emails or in our presentations, speak directly to those who need our support.

### How to deliver our tone of voice

1. Use short, sharp and simple sentences.
2. Ensure your writing is accessible.
3. Be positive.
4. Write in first-person point of view.
5. Use 'Standard tone', this combines a formal and informal tone of voice.

Examples:

Guests should be seated 15 minutes before the event starts. [Formal]

Why don't you come in early and grab a seat before things get started? [Informal]

Please arrive 15 minutes before the event starts. [Standard]

**This is just a light overview of our tone of voice and writing style, please refer to our full writing style guidelines.**

---

# 02 Master logos

The Export Finance Australia logos have been created in a way that ensures correct and consistent reproduction for all print and screen applications.

You must always use the master logo artwork and the logo should never be recreated in any way. No variations are permitted.

On the following pages, you'll find basic but important guidelines and considerations that should always be taken into account when using the Export Finance Australia logo.

## Master logos

The Export Finance Australia logo can be published in two primary variations. They're designed to work across a range of communications, from print to digital applications.

### Export Finance Australia

Our name is a part of our brand identity. When using our business name externally, do not use an acronym.

Always spell out Export Finance Australia in full. Our name reflects who we are and what we do clearly.

### Master logo

This is our preferred logo.

It's clean and simple, and should be the logo of choice whenever possible.

\*Not to be used over images.



### Boxed master logo

The boxed master logo can be used when the logo blends in with the background (i.e., imagery with a busy background, or a green or yellow background).





## Monochrome (mono) master logos

These are the Export Finance Australia brand logos in mono and reversed.

### **Mono master logo**

When there is a limited number of colours available for reproduction, or the quality of the colours is questionable, choose the monochrome version.



### **Boxed reversed master logo**

Reversed logo can be used on an image or on darker backgrounds.



### **Greyscale master logo**

Greyscale can be used for internal print and word documents.



## Clearspace and minimum size

The Export Finance Australia logo has a clearspace and minimum size, to retain its visual impact and legibility.

The clearspace is determined using the height of the logo box 'x' as shown on left.

**The minimum clearspace is  $\frac{1}{2}$  of the logo's height.**

This clear space should be maintained around the logo at all times.

### Minimum size

- › Print 13mm height
- › Digital 50px height

### Clearspace



### Minimum size



## Usage rules

You should always use an original master logo, rather than redrawing or distorting the logo. For simplicity, we've created a library of master logos to use.

Refer to our intranet, [oneX](#), to obtain the correct logos.

Here are some pointers on what **not** to do with the logo.

### Do not:

- › lock the logo up with type. Only use the supplied logos with lock-ups and never recreate it
- › outline or use any effects such as drop shadows on the logo
- › rotate the logo or stretch the logo
- › crop the logo
- › use the logo over a background that interferes with its legibility
- › change the colour of the logo.



# Logo application

Strong brands are built on consistency. Our logo must be applied in the same way, across all of our communications.

In electronic communications, the logotype should appear on the top left or bottom left.

In print communications the logo should appear either at the top left or bottom left of a page.

When co-branding, please adhere to clearspace guidelines and ensure there is enough white space in the design.

Designers' discretion is used as to which fits the design layout. If you need to use the logo in a way that contravenes these guidelines, please seek marketing approval first.

**Refer to page 6 Logo clear space and minimum size for further details.**

Maintaining minimum clear space and arrange top left hand side

**export finance australia**

Australian Government  
Department of Industry, Science, Energy and Resources

**Critical Minerals Facilitation Office**

## Export Finance Australia and Critical Minerals

**Support for critical minerals**  
Export Finance Australia is Australia's export credit agency (ECA). We provide financial expertise and solutions to support Australian businesses across a variety of industries. We have a particular focus on the resource industry across the entire supply chain. Through our loans, guarantees and bonds we enable Australian businesses and projects to take on export opportunities.

We look to complement commercial finance and other ECA financing to ensure projects can be fully funded. We do not provide equity or grants. We are also able to support businesses in the critical minerals export supply chain. The Australian Government has directed us to place a greater focus on critical minerals projects and related infrastructure to diversify critical mineral supply chains and move further up the value chain to downstream processing.

**Considerations for Critical Minerals projects to access Export Finance Australia support**  
When considering support for a critical minerals project, we consider the following:

<b>Mineral:</b> mineral identified in Australia's Critical Minerals Strategy	<b>Feasibility:</b> completed comprehensive feasibility study	<b>Market:</b> buyer commitment to purchase project production
<b>In Australia:</b> extraction and/or processing of minerals in Australia for export	<b>Proven technology:</b> use of proven processing technology	<b>Capability:</b> proponents with financial, technical and commercial capacity

**Critical Minerals Facility**  
In 2021, the Australian Government established the \$2 billion Critical Minerals Facility, which is managed by Export Finance Australia. Projects that are aligned with the Australian Government's Critical Minerals Strategy and are otherwise in Australia's national interest, may be able to access finance through this facility.

**How Export Finance Australia works with other financing mechanisms**  
We work alongside other Commonwealth financing bodies where mandates overlap. For critical minerals this can include working with the Clean Energy Finance Corporation and the Northern Australia Infrastructure Facility.

**Contact Export Finance Australia**  
For more information on how we could support you, please call us on 1800 993 724 or visit [exportfinance.gov.au/criticalminerals](http://exportfinance.gov.au/criticalminerals)

Corporate document

**export finance australia**

## Financing to support Australian business and interests around the globe.

Export Finance Australia is the Australian Government's export credit agency

We enable financial support for:

- Australian exporters, their customers and Australian companies investing overseas
- Overseas infrastructure that delivers benefits to Australia
- We operate on a commercial basis providing finance where the private sector cannot

**Supporting Australian trade and investment**

Our operations support Australia's broader trade and investment objectives, which are critical to the Australian economy. We provide financing and advice in support of Australia's international trade obligations and goals on our own or in partnerships with other Government agencies. Our efforts support:

- Critical Minerals Strategy
- Pacific Step-up
- SME and larger exporters (including supply chain)
- COVID-19 impacted businesses
- Trilateral Partnership for Infrastructure Investment in the Indo-Pacific
- Defence Export Strategy

**Our business**  
We have two dedicated business divisions focused on the provision of finance to the small and medium-sized enterprise (SME) sector and Project and Structured Finance (PSF)

**SME Financing**  
With representative offices around the country, our SME team is dedicated to supporting the financing needs of SME businesses across Australia, to help them win export contracts and grow internationally

**Project and Structured Finance**  
With a strong track record of supporting infrastructure and large projects in the region and around the globe, our PSF team has experience supporting projects across a range of sectors including telecommunications, energy, electrification, water and sanitation and transportation.

**Our finance solutions**  
We provide:

- loans to support export contracts, or to overseas buyers of Australian goods and services
- bonds to help Australian businesses with their obligations for overseas contracts
- guarantees to financiers of overseas buyers of Australian goods and services or to an Australian exporter's bank

Flyer

**export finance australia**

## No one takes on the world alone.

### Who is Export Finance Australia?

Export Finance Australia is the Australian Government's export credit agency. We work closely with our partners to help Australian businesses succeed internationally.

Export Finance Australia's financial expertise & solutions benefit Australia and our partners:

- Supporting Australian SMEs and larger organisations with finance to realise export opportunities or contribute to the export supply chain
- Providing defence export finance through the Defence Export Facility
- Helping build sustainable infrastructure in the Indo-Pacific

Our minimum criteria are:

- Minimum turnover of \$250,000
- Finance requirement for small, medium and large businesses
- Profitable trading history of at least 2 years
- Export contract or project with Australian content and/or benefit to Australia (for tourism and e-commerce businesses, track record of sales to international tourists/customers)

We operate on a commercial basis and do not compete with banks or other financial institutions. Instead where they are involved, we work with them to complement financing services in the private market.

**We are here to help:**  
Arlene Henderson  
Director, Business Development - WA  
[arlene.henderson@exportfinance.gov.au](mailto:arlene.henderson@exportfinance.gov.au)

Export Finance Australia and partners internal use only

### What type of finance can Export Finance Australia provide?

- Finance for Australian businesses to support export contracts, or to overseas buyers of Australian goods and services
- Export Finance Australia works with banks and provides them with guarantees so businesses can get access to additional finance
- Finance for businesses exporting overseas where a benefit flows back to Australia
- Bonds to help Australian businesses with their security obligations under export contracts or for contracts in the domestic supply chain
- Project finance and loans to governments
- Finance for infrastructure development in the Indo-Pacific region
- Defence export finance through the Defence Export Facility

Info flyer

---

# 03 Logos with Commonwealth Coat of Arms

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The Export Finance Australia  
and Australian Government  
Commonwealth Coat of Arms  
logos are to be used for specific  
purposes only.

## Logo with Commonwealth Coat of Arms

### Commonwealth Coat of Arms master logo

These logos are only to be used:

- › as part of marketing brand campaigns
- › for government or mandate related materials
- › all other materials should not use the Coat of Arms
- › if you are unsure, reach out to Marketing.

### Boxed logo with Coat of Arms

In line with the use of the Commonwealth Coat of Arms master logo and the Boxed master logo, this is only be used for specific purposes outlined above and when the logo blends in with the background (i.e., imagery with a busy background, or a green or yellow background).

### Logo with Coat of Arms - horizontal



### Boxed logo with Coat of Arms - horizontal



## Mono logo with Commonwealth Coat of Arms dual logos

These are the mono and reversed versions. The same rules apply as the master logos.

### Mono logo with Coat of Arms - horizontal



### Boxed logo with Coat of Arms - horizontal



### Greyscale logo with Coat of Arms - horizontal



## Stacked logo with Commonwealth Coat of Arms

The stacked logo is used in limited designs. This is not our standard logo and should not be used instead of the Master logo or the Logo with Coat of Arms - horizontal.

Marketing will use this where appropriate in some designs.

Logo with Coat of Arms - stacked



Boxed logo with Coat of Arms - stacked





## Mono logo stacked with Commonwealth Coat of Arms

These are the mono and reversed versions. The same rules apply as the master logos.

Mono logo with Coat of Arms - stacked



Australian Government



Boxed logo with Coat of Arms - stacked



Australian Government



Greyscale logo with Coat of Arms - stacked



Australian Government



## Clearspace and minimum size

The clearspace is determined using the height of the logo box 'x' as shown on left.

**The minimum clearspace is ½ of the logo's height.**

This clear space should be maintained around the logo at all times.

### Minimum size

#### Horizontal:

- › Print 13mm height
- › Digital 50px height

#### Stacked:

- › Print 23mm width
- › Digital 100px width



### Minimum size



## Logo application

In line with the use of the Export Finance Australia master logos, the Logo with Coat of Arms must be applied in the same way across our materials.

In electronic communications the logotype should appear on the top left or bottom left.

In print communications the logo should appear either at the top left or bottom left of a page.

Designers' discretion is used as to which fits the design layout. If you need to use the logo in a way that contravenes these guidelines, please seek marketing approval first.

**Refer to page 8 and 16 for logo clear space and minimum size for further details.**

**Banker's Guide**

**Contact ANZ**  
 Director  
 \$47P  
 @anz.com

**Contact Export Finance Australia**  
 Andrew Perkins | SME Distribution Director  
 1800 093 724  
 egs@exportfinance.gov.au  
 www.exportfinance.gov.au

**Export Guarantee Scheme**  
 Helping ANZ Bank to support more Australian exporters

**About Export Finance Australia**  
 Export Finance Australia is the Australian Government's export credit agency. We provide commercial financing for viable Australian exporting businesses.  
 Our customers include small and medium-sized businesses, corporates and sovereign governments. We offer loans, bonds and guarantees on commercial terms.

**What is the Export Guarantee Scheme?**  
 The Export Guarantee Scheme (EGS) has been developed in partnership with ANZ where Export Finance Australia will guarantee up to 80 per cent of a new loan for an Australian exporter to support their continued export trade.  
 Under the EGS, Export Finance Australia delegates authority to ANZ to assess and manage eligible customers and document eligible loans.  
 The EGS has been designed to be **easy to use, flexible** and enable ANZ to better support the growth of Australian exporters.

**Loan Criteria**

- > A new loan or increase of between A\$250,000 and A\$10 million.
- > The loan will rank pari passu with any existing ANZ facilities.
- > Available currencies: AUD, USD, EUR and JPY.
- > A working capital facility, revolving facility or a term loan facility.
- > Three years or less term.
- > Have an ANZ CCR of 5- or higher.

**Eligibility Criteria**

**The Borrower must, among other criteria:**

- > Be a corporate entity, trust or partnership carrying on a business in Australia.
- > Manufacture or produce goods substantially in Australia or deliver services from Australia.
- > Confirm export activity:
  - > Exports averaging 20% of total revenue in the last three financial years OR
  - > 20% in the last financial year.

Loans above A\$10 million or guarantees greater than 80 per cent can be considered through an additional due diligence process.

Corporate document

**Making more possible**

Export Finance Australia provides finance solutions to help Australian businesses take on the world.

Australian Government | exportfinance.gov.au

1800 093 724  
 exportfinance.gov.au/possible

**Adapt. Pivot. Grow.**

Export Finance Australia supports Australian businesses with finance to diversify in a changing world.

Rob & John Ellis  
 The Hanging Rock Winery

Australian Government | exportfinance.gov.au

1800 093 724  
 exportfinance.gov.au/diversify

Campaign print adverts

---

# 04 Colour palette

By using a consistent brand colour palette, we're able to create a uniform look across all of our communications and marketing collateral.

Our brand colours are sophisticated and contemporary. They help our brand appear confident and fresh.

## Colour palette

### Print (CMYK and PMS)

You should use CMYK and PMS colours on all printed materials such as:

- › brochures
- › case study flyers
- › banners
- › stationery
- › exhibition stands.

*(NOTE the colours displayed on this page are approximate and shouldn't be used for accurate colour matching.)*

### Electronic (RGB)

You should use RGB colours on all electronic applications such as:

- › website
- › all Microsoft Office programs
- › digital advertising
- › email signatures.

### Primary colours

Green	PMS 360c CMYK 70   0   100   0	Hex #52ae32 RGB 82   174   50
Dark Green	PMS 7743c CMYK 70   0   100   30	Hex #378b36 RGB 55   139   54
Light Green	PMS 382c CMYK 40   0   100   0	Hex #a6ce39 RGB 166   206   57
Rich Black	PMS 419c CMYK 50   40   40   100	Hex #000000 RGB 0   0   0
Charcoal Grey	PMS 425c CMYK 20   0   0   90	Hex #30383b RGB 48   56   59
Dark Grey	PMS 430c CMYK 16   0   0   72	Hex #56646c RGB 86   100   108
Medium Grey	PMS 429c CMYK 10   0   0   45	Hex #8c99a1 RGB 140   153   161

## Colour palette

Our secondary colours should be used sparingly in order to add interest and to break up monotony of long copy pieces. (E.g., For sub-heads, pull out quotes, etc.)

These colours are also perfect to help differentiate information within infographics, graphs, tables and charts.

The gold in the secondary colours should be used sparingly so that it doesn't compete with our logo.

### Secondary colours

Gold	PMS 1235c CMYK 2   31   100   0	Hex #f7b519 RGB 247   181   25
Turquoise	PMS 315c CMYK 100   12   21   44	Hex #00667d RGB 0   103   127
Light Turquoise	PMS 7711c CMYK 98   0   28   4	Hex #009bb4 RGB 0   155   172
Purple	PMS 2627c CMYK 85   100   6   38	Hex #381460 RGB 56   20   96
Light Purple	PMS 667c CMYK 56   59   4   14	Hex #70659a RGB 112   101   154

---

# 05 Typography

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## **Simple. Modern. Approachable.**

Our typography, like our brand, needs to span the diverse industries in which we operate and be flexible enough to cope in a world that is increasingly dependent on mobile platforms.

The combination of the strong yet welcoming headline font, **Montserrat**, paired with an easy-to-read, functional body copy font, **Open Sans**, will create a consistent and clean aesthetic.

These two professional typefaces should be used for all marketing collateral, digital and external communications and customer presentations.

## Typography

### Montserrat

There are multiple styles withing the font family, but Semi Bold and Light are the main preference when designing marketing collateral or communications. It can be used in headers and footers and subheadings where appropriate. It is never to be used a body copy.

### Open Sans

There are multiple styles withing the font family, however, Light for general body copy in 8 point as a minimum is preferred. This is a good starting point, but document size will also affect copy size. I.e., for brochures or posters the font sizes will change.

Open Sans Regular inside graphics, charts and buttons on social assets.

Semi bold or Bold for sub headings, highlights within body copy.

### Arial

When Montserrat and Open Sans are not available our generic typeface, Arial is the perfect complement for use in all digital applications.

**\*All headlines, body or content are always left aligned. Centre alignment is only used with icons and info graphics.**

# Montserrat is our main headline and highlights font for both print and digital.

### Montserrat Semi Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Montserrat Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# Open Sans is our secondary font for body copy and sub headings.

### Open Sans Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Open Sans Semi Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Open Sans Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Open Sans Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890



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# 06 Images and photography

---

The images and photography we use play an important role in shaping our brand identity. When choosing or sharing an image for external communications, it is important they are aligned with our styling preferences.

## Professional portraits

The portraits of our people and customers should reflect our brand. We are helpful. We are experts. We are personable.

At Export Finance Australia, we employ people with a real passion to help our customers to success.

Our photography needs to reflect this.

### Our portraits:

- › are a celebration of our people
- › use a high contrast for a crisp modern feel
- › should be focused on the people, so allow the backgrounds to 'blow out' or fall out of focus.

**All images must be approved by Marketing prior to use.**



## General imagery

We opt for colourful and vibrant images that do not have added graphs over the top.

They should be clear and simple so that a logo can be added to the corner if required.

Our images should explain what we do or, better still, what we help our customers do, but without being obvious. For example:

- › an unusual angle of a city that our customer is now able to service thanks to finance support from us
- › a detailed close up of a customer's manufacturing process
- › anything that is related to the story we want to tell without fully telling it.

Strong, compelling photographs (such as the examples shown here) will enhance our brand and help tell the story of how we help our customers.

### Internal use

For internal communications, guidance against use of images with added graphics do not apply. Please always consider your audience when selecting any image.

**When using stock images, please reach out to marketing. Do not use images downloaded from the internet. Most images you will find online will be protected by copyright. You need to purchase rights to use these images and failing to do so can result in legal action.**

You can access a library of these on oneX [here](#).



*This link will only work internally for employees.*

Images and photography



The below can be used for internal use only.



---

# 07 Icon styling

We use icons across most of our marketing materials. They are a simple and effective visual tool to help tell our story and reinforce particular messages.

As such a widely used visual tool, consistency is key.

## Icon styling

- › All icons are lined, not solid with inverted elements.
- › Always with soft rounded edges. Never sharp angles or squared corners.
- › They can be inverted white on a solid colour or image.
- › All colours from the brand palette may be used.

This page only shows part of the full library. The library grows as the brand develops. For use of any icons seen across other marketing campaigns and collateral, please reach out to marketing for use and supply.

**Please see marketing material pages to see icon application - Pages 29–35.**

You can access a library of these on OneX [here](#).



*This link will only work internally for employees.*

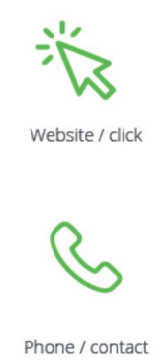
### Export Finance Australia solutions



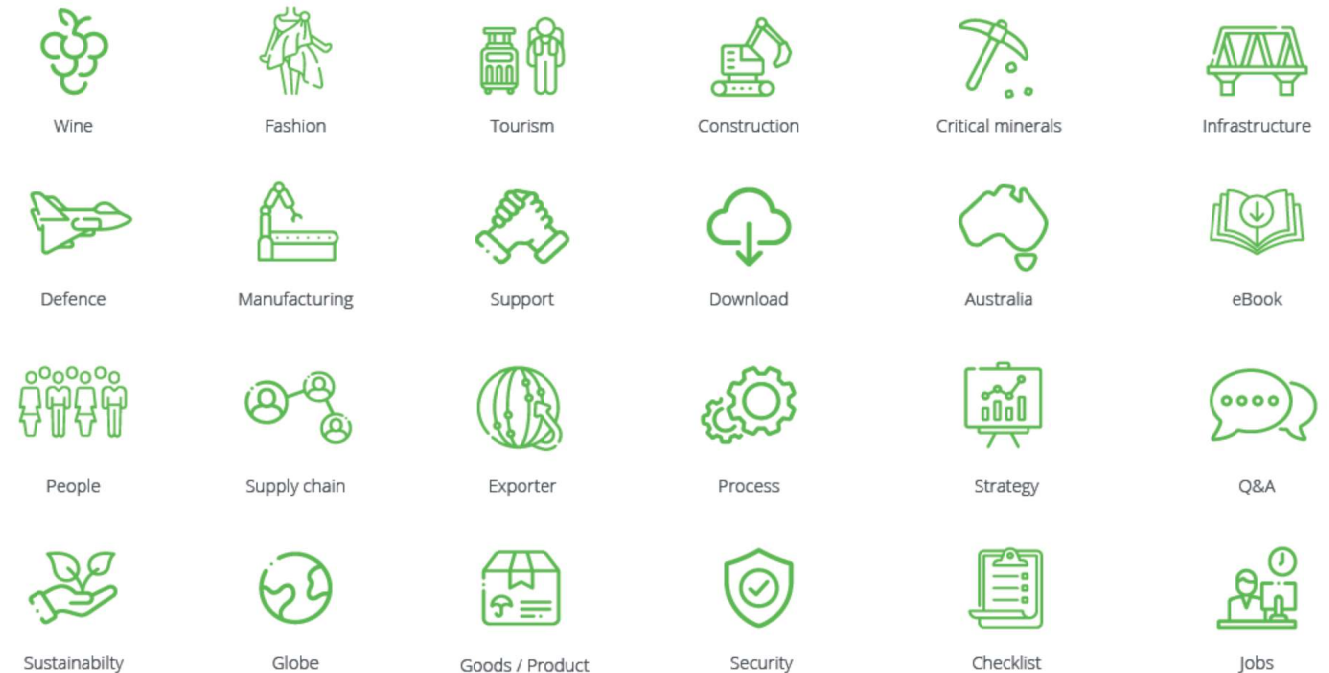
### Customer needs



### CTAs



### Industry, sector and brand



---

# 08 Marketing materials

We have a very large variety of marketing materials. While communications and materials will be tailored to each audience and channel we use, a consistent look and feel should be maintained.

**Examples of materials include:**

- › Print adverts
- › Print and digital collateral
- › Digital - socials
- › Digital - eBooks
- › Presentations
- › Business cards and email signature.

# Print adverts



Supporting Australian businesses

Export Finance Australia is a proud partner of the Premier of Queensland's Export Awards 2022 recognising the achievements of Queensland exporters.

Want to speak to one of our Queensland export finance experts?

Contact us to see how we could support your business

Adam Pearce **s22(1)(a)(ii)**    Jana Walker **s22(1)(a)(ii)**  
 Director Business Development    Associate Director Business Development  
 Export Finance Australia    Export Finance Australia

[exportfinance.gov.au](http://exportfinance.gov.au)



Supporting Australian businesses

Export Finance Australia is a proud partner of the 2022 Premier's NSW Export Awards recognising the achievements of NSW exporters.

Want to speak to one of our New South Wales finance experts?

See how we could support your business  
 Michael Buzdian **s22(1)(a)(ii)**    Krystal Doyle **s22(1)(a)(ii)**  
 Director Business Development, Export Finance Australia    Associate Director Business Development, Export Finance Australia



## Unlock your potential

We help Australian SMEs reach new international horizons with our finance solutions.



1800 093 724  
[exportfinance.gov.au/sme](http://exportfinance.gov.au/sme)



## Need finance to accelerate your export growth?

See how Export Finance Australia could help.

1800 093 724  
[exportfinance.gov.au](http://exportfinance.gov.au)



## Supporting customers remains at the heart of what we do

For more than 60 years, we've helped Australian businesses grow. We've financed businesses to help them through COVID-19 and we could help you too.

Wherever you are in your export journey, we're here to help you succeed.

Call us on 1800 093 724 or visit [exportfinance.gov.au/covid19](http://exportfinance.gov.au/covid19)



Without Export Finance Australia our future would be a lot less certain. Their help has meant that not only are we secure, but we have the confidence to move forward and innovate in these turbulent times.

**Ruth Ellis**  
 General Manager - Sales & Marketing, The Hanging Rock Winery

Brand campaigns and most print advertising always use the master logo with the Coat of Arms.

# Print collateral

All print collateral should follow the same design to ensure the look and feel is consistent.

\* **Consistent feature** - Inverted tab top RHS on cover image. Different colour for each sector.

Export Finance Australia

INFRASTRUCTURE



Supporting overseas infrastructure projects

Export Finance Australia provides financial expertise and solutions to support Australian businesses across a range of sectors including telecommunications, energy, infrastructure, water & sanitation, and transportation. We have experience with a range of projects including new projects, loans, guarantees and bonds. We also have the ability to provide export support and finance in a variety of international and local markets.

**OUR CRITERIA**

The transaction must meet the following for us to provide our solutions:

- Australian Benefit:** Has the underlying benefit of Australian benefit.
- Commercial:** Is commercially viable.
- Standards:** Meet the highest and best practice standards.
- Reliability:** The counterparties are reliable.
- Governance:** The project is well-governed.

Export Finance Australia

CUSTOMERS WE'VE HELPED

**Delivering benefits to Australia**

Our clients are supported by a range of financial products from Export Finance Australia. These include:

- Export Finance Australia provides financial expertise and solutions to support Australian businesses across a range of sectors including telecommunications, energy, infrastructure, water & sanitation, and transportation.

**Our assessment process**

We only support projects that meet our criteria. Our assessment process includes:

- Project viability
- Commercial viability
- Financial viability
- Operational viability
- Environmental and social viability

**Digital Pacific**

Digital Pacific is the leading mobile service provider in the South Pacific region. We provided a loan through the Digital Pacific facility to support their expansion into the region.

**Opportunity**

Digital Pacific is the leading mobile service provider in the South Pacific region. We provided a loan through the Digital Pacific facility to support their expansion into the region.

**How we helped**

**US\$1.33 billion**

The Australian Government through Export Finance Australia provided a financing package to support Digital Pacific's expansion.

**Lotus Wind Power Project**

The Lotus Wind Power Project is a renewable energy project in the South Pacific region. We provided a loan through the Lotus Wind Power Project facility to support its development.

**Opportunity**

The Lotus Wind Power Project is a renewable energy project in the South Pacific region. We provided a loan through the Lotus Wind Power Project facility to support its development.

**How we helped**

**US\$32 million**

In collaboration with the Australian Government, we provided a loan to support the development of the Lotus Wind Power Project.

“Export Finance Australia's contribution to the syndicated loan facility represents its first major overseas renewable energy financing and is a fantastic demonstration of its flexible financing mandate.”

Export Finance Australia

CUSTOMERS WE'VE HELPED



No one takes on the world alone.

Support is available from our partners:

- Australian Infrastructure Financing Facility for the Pacific (AIFFP)**
- Australian Infrastructure Financing Facility for the Pacific (AIFFP)**

For more information on how we could support your business, contact us on:

1800 960 724 | [export@finance.gov.au](mailto:export@finance.gov.au)

Export Finance Australia

DEFENCE



Supporting Australian defence exporters

At Export Finance Australia, we provide financial expertise and solutions to support Australian defence exporters across a range of sectors including advanced manufacturing, engineering and software. Through our loans, guarantees and bonds we provide the support and financing to help our clients succeed.

**OUR CRITERIA**

The transaction must meet the following for us to provide our solutions:

- Australian Benefit:** Has the underlying benefit of Australian benefit.
- Commercial:** Is commercially viable.
- Standards:** Meet the highest and best practice standards.
- Reliability:** The counterparties are reliable.
- Governance:** The project is well-governed.

Export Finance Australia

CUSTOMERS WE'VE HELPED

**Delivering benefits to Australia**

Our clients are supported by a range of financial products from Export Finance Australia. These include:

- Export Finance Australia provides financial expertise and solutions to support Australian businesses across a range of sectors including telecommunications, energy, infrastructure, water & sanitation, and transportation.

**The Government's Defence Export Strategy**

The Australian Government's Defence Export Strategy aims to support the growth of the defence industry and create jobs in the sector.

**Austal**

Austal is a leading provider of defence services and equipment. We provided a loan through the Austal facility to support their expansion into the region.

**Opportunity**

Austal is a leading provider of defence services and equipment. We provided a loan through the Austal facility to support their expansion into the region.

**How we helped**

**US\$207.25 million**

We provided a loan through the Austal facility to support their expansion into the region.

**CEA Technologies**

CEA Technologies is a leading provider of defence services and equipment. We provided a loan through the CEA Technologies facility to support their expansion into the region.

**Opportunity**

CEA Technologies is a leading provider of defence services and equipment. We provided a loan through the CEA Technologies facility to support their expansion into the region.

**How we helped**

**A\$90 million**

We provided a loan through the CEA Technologies facility to support their expansion into the region.

**Ferra Engineering**

Ferra Engineering is a leading provider of defence services and equipment. We provided a loan through the Ferra Engineering facility to support their expansion into the region.

**Opportunity**

Ferra Engineering is a leading provider of defence services and equipment. We provided a loan through the Ferra Engineering facility to support their expansion into the region.

**How we helped**

**A\$2.7 million**

We provided a loan through the Ferra Engineering facility to support their expansion into the region.

Export Finance Australia

CUSTOMERS WE'VE HELPED



No one takes on the world alone.

Support is available from our partners:

- Australian Defence Export Office**
- Australian Defence Export Office**

For more information on how we could support your business, contact us on:

1800 960 724 | [export@finance.gov.au](mailto:export@finance.gov.au)



# Digital - socials

## Size Specs

All socials come in various size specs.  
Most include: Landscape (1200px x 628px),  
Square (1200px x 1200px).

## Typography

Headlines and statements are in Montserrat light. Customer names, solutions or main campaign messages can be highlighted in Montserrat Semi bold.

## Buttons

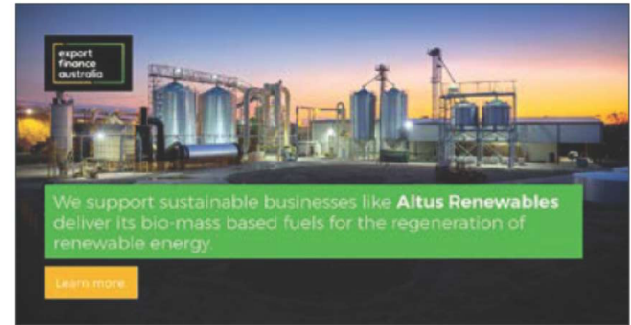
Styling:

All buttons are only ever green, gold or charcoal grey from the brand palette, with a white stroke. Use what best suits the image background:

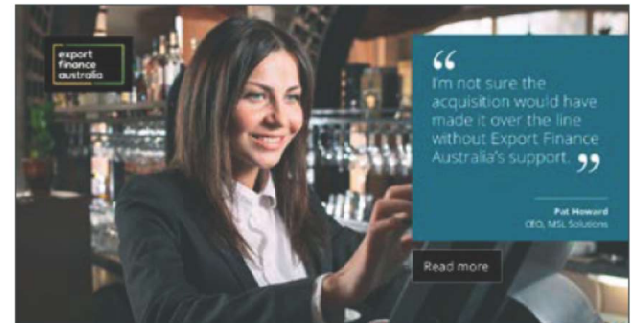
- › Green – set at 95% transparency
- › Gold – set at 95% transparency
- › Charcoal grey – set at 95% transparency, with multiple setting.

Typography:

Always in Open Sans Medium. Semi bold or Bold may be use where appropriate.



## Customer testimonial



# Digital - socials

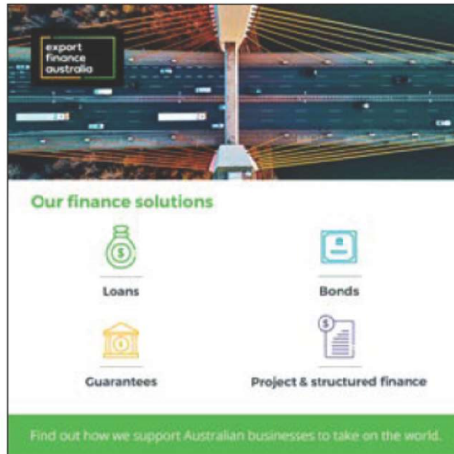
## Article template



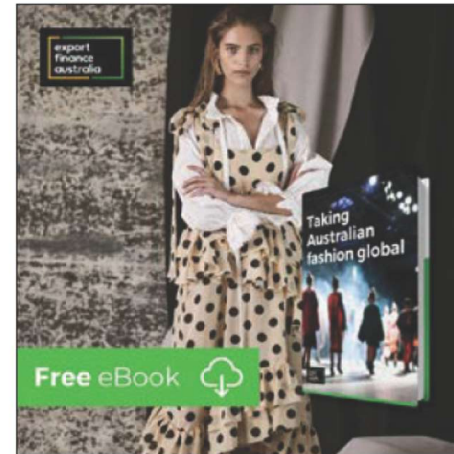
## eBooks templates



## Finance solutions



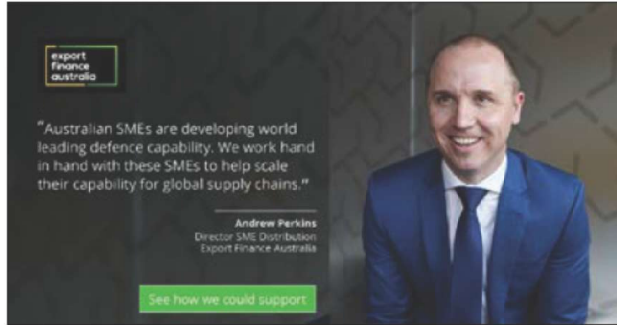
## eBook templates



## Marketing materials

# Digital - socials

## Employee quotes



export finance australia

"Australian SMEs are developing world leading defence capability. We work hand in hand with these SMEs to help scale their capability for global supply chains."

Andrew Perkins  
Director SME Distribution  
Export Finance Australia

See how we could support



export finance australia

"Too many SMEs make the mistake of launching their product or service too early, without testing whether it works and how it is received in the local market. Just because a product is well received in one market, does not mean it will be in another."

Jana Walker  
Associate Director  
Business Development, QLD



export finance australia

"Whether it's funding inventory, stock for spare parts, labour or simply business overheads, cash flow is key for businesses in the natural resources and mining services sectors. And we're here to support these businesses with the cash flow solutions they need to grow."

Adam Pearce  
Director, Business Development, QLD  
Export Finance Australia



export finance australia

"I'm passionate about learning what my customers do and tailoring a solution to suit their individual needs."

Simon O'Connell  
Associate Director  
Business Development, VIC & TAS

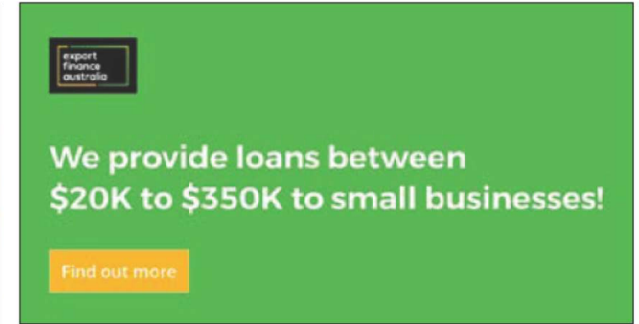
## Icon and solid colour styling



export finance australia

### What can our Small Business Export Loan support?

- Export market development costs
- Purchase orders from international buyers
- Purchase orders from Australian exporters
- New plant and equipment purchases
- Investment into growing online sales for global customers
- General working capital or other export-related costs



export finance australia

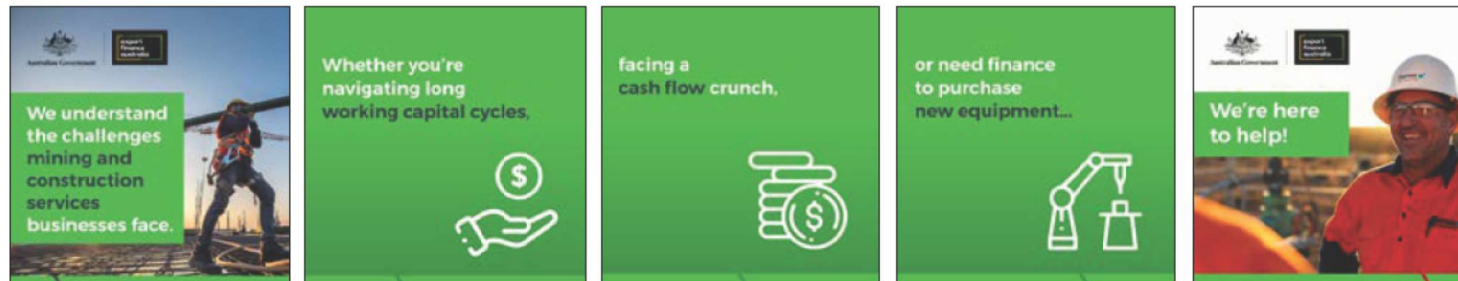
## We provide loans between \$20K to \$350K to small businesses!

Find out more

## Digital - socials Carousel

- › Green gradient background is only used for carousels.
- › Footer bar progresses for each frame.
- › Headline is a mix of white and dark charcoal.
- › Images can be used for first and last frames depending on sector or use.
- › Master logo or Logo with Coat of Arms can be used depending on purpose.

### Mining and construction industry - Frame 1 - 5

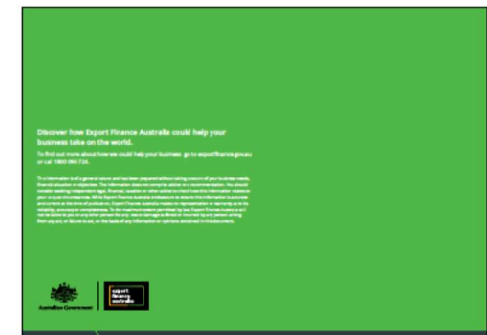
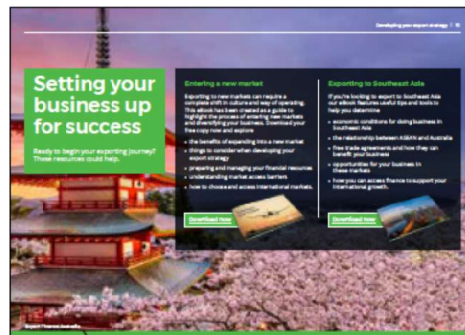
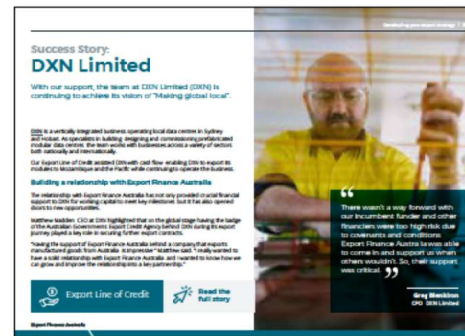
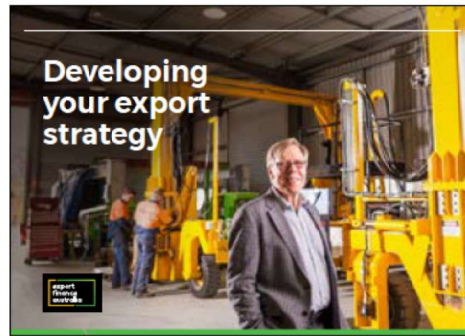


### Critical minerals - Frame 1 - 5



# Digital - eBooks

- ▶ eBooks are always A4 landscape.
- ▶ The template, style and formatting stays consistent across all books including cover page, contents, case study, support page and back page.
- ▶ There is a mix of industry based and market sector eBooks.




# Presentation template



## Export Finance Australia

Presenter Name, Date



### Our purpose

To play a strategic role in financing Australia's exports and interests, including overseas infrastructure development that is in Australia's national interest and delivers benefits to Australia.

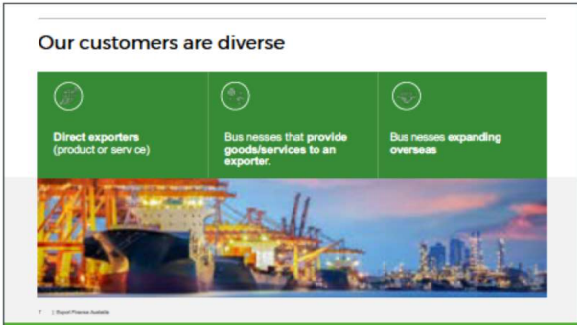


## About Export Finance Australia

- As the Australian Government's export credit agency (ECA), we are an integral part of Australia's international trade and investment focus.
- We provide finance solutions for Australian exporters and overseas infrastructure development that delivers benefits to Australia.
- We support our customers through our loans, bonds, guarantees and in limited circumstances equity.

### Our customers are diverse

- Direct exporters (product or service)
- Businesses that provide goods/services to an exporter
- Businesses expanding overseas



### We finance Australian exports and interests

We achieve our purpose by fulfilling our legislated functions, which are to:

- Support SMEs, corporates and governments to realise export opportunities.
- Help finance sustainable infrastructure in the Indo-Pacific region and beyond.
- Provide defence export finance through the Defence Export Facility.
- Support the critical minerals sector through the Critical Minerals Facility.
- Enable broader government objectives by supporting other Commonwealth entities.

### We drive economic and social benefit

- Provided **A\$4.9bn** in support
- Completed **228** transactions, supporting **132** customers
- Supported **A\$10.6bn** in contracts/projects

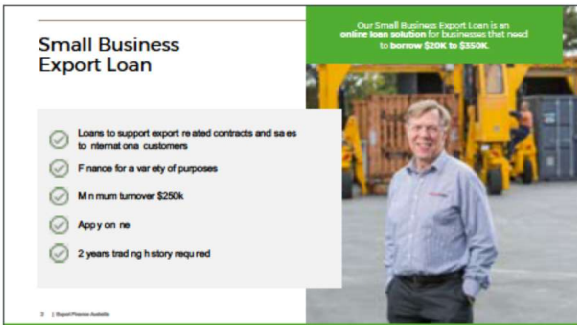


**In 2021 - 2022 we:**

### Small Business Export Loan

Our Small Business Export Loan is an online loan solution for businesses that need to borrow \$20K to \$550K.

- Loans to support export related contracts and sales to international customers
- Finance for a variety of purposes
- Minimum turnover \$250k
- Apply online
- 2 years trading history required



### What can our Small Business Export Loan support?

- Export market development costs
- Purchase orders from international buyers
- Purchase orders from Australian exporters
- New plant and equipment purchases
- Investment into growing online sales for global customers
- General working capital or other export related costs

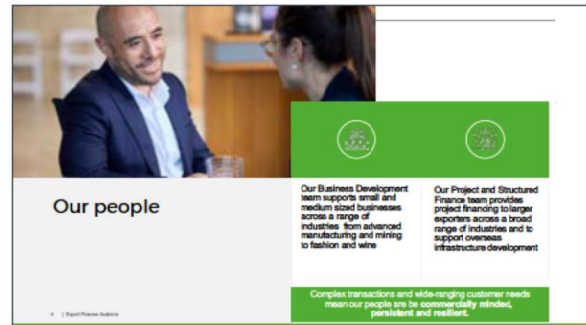


### Our people

Our Business Development Finance team provides project financing to larger exporters across a broad range of industries from advanced manufacturing and mining to fashion and wine.

Our Project and Structured Finance team provides project financing to larger exporters across a broad range of industries and to support overseas infrastructure development.

Complex transactions and wide-ranging customer needs mean our people are commercially minded, persistent and resilient.



# Business card and email signature

Sydney, Melbourne Brisbane, Adelaide and Perth addresses - with generic back



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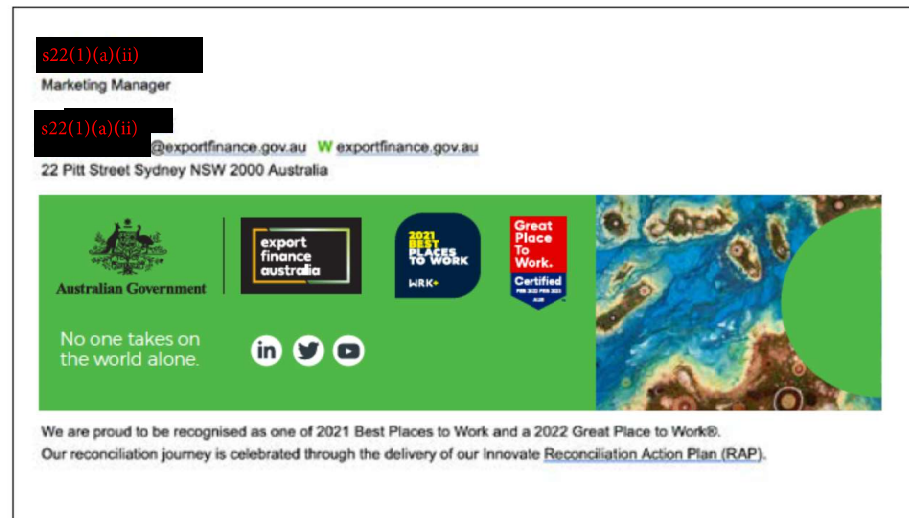
Australian Government

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No one takes on the world alone.

exportfinance.gov.au

## Email signature



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2021 BEST PLACES TO WORK  
WRK+

Great Place To Work.  
Certified  
TOP 100 2022

No one takes on the world alone.

We are proud to be recognised as one of 2021 Best Places to Work and a 2022 Great Place to Work®. Our reconciliation journey is celebrated through the delivery of our Innovate Reconciliation Action Plan (RAP).



No one takes on the world alone.

If you have any questions, please  
contact the Marketing team on  
[marketingteam@exportfinance.gov.au](mailto:marketingteam@exportfinance.gov.au)