



BRAND GUIDELINES

Guide for the Organ and Tissue Authority

It is important that everything featuring the Australian Government logo and DonateLife brand convey a consistently professional message and presentation.

Any time the OTA or DonateLife brand is used, clearance must be given by the OTA before publication.

For further information on the brand, logo usage, design requests and approvals, please contact the **OTA communications team** at XXXXXXXXXXXXXXXX@XXXXXXXXXX.XXX.XX

Version control

Version	Author	Date	Updates
V1	OTA communications team	August 2024	New style guide released

Please use this page to briefly describe any changes made in future versions of the style guide.
All changes must be approved by the OTA communications team.

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LOGOS

For use by the OTA
and DonateLife agencies

DonateLife logo

DonateLife is the official brand for Australia's organ donation program.

The OTA and DonateLife agencies in each state and territory use the DonateLife logo and are brand custodians.

The DonateLife logo is applied to all aspects of the national program to build brand awareness and ensure national consistency.

Colour

There are 3 colour versions available for use:

The **primary logo** (magenta) is the most commonly used logo on all external collateral, and is preferred over all other versions.

The **reversed logo** (white) can be used when colour contrast does not allow for legible use of the primary logo, such as dark or similarly coloured backgrounds.

The **mono logo** (black) is only used on black and white documents.

NOTE: All collateral must use DonateLife logo files supplied by the OTA communications Team – do not attempt to recreate the logo.



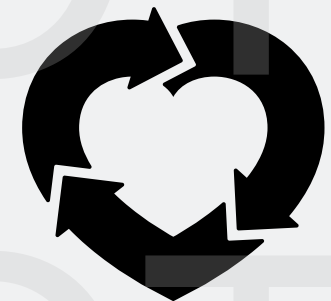
DonateLife

Primary logo



DonateLife

Reversed logo



DonateLife

Mono logo

LOGOS

For use by the OTA
and DonateLife agencies

DonateLife logo

Logo elements

The heart icon and 'DonateLife' text must never be separated.

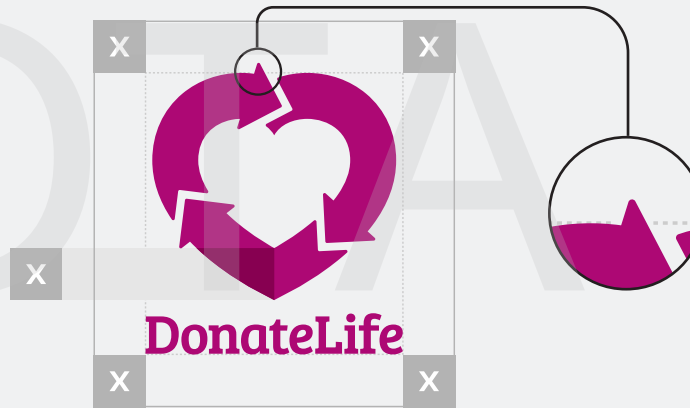
Clear space

To maintain the dignity of the logo by preventing crowding, the DonateLife logo is equal to the distance between the bottom point of the inner heart shape, and the bottom point of the outer heart shape. These specifications also apply to all tagline versions of the logo.

Minimum size

To maintain legibility, the DonateLife logo must not be any smaller than 18mm wide.

NOTE: All DonateLife logo files supplied by the OTA have clear space built into the file, and will not need to be reapplied.



Note: The tip of the arrow at the very top of the logo extends outside the boundary into the clear space. This is to maintain an optical balance and prevent the logo from appearing vertically off-centre.

Primary logo clear space



Minimum size (18mm)

For use by the OTA

Australian Government logo

All Australian Government departments and agencies are required to use common Australian Government branding. The logo consists of 4 elements:

- The Commonwealth Coat of Arms
- the words “Australian Government”
- and underline, and
- the agency name.

The Organ and Tissue Authority is primarily known by its shortened name, though its full name – the Australian Organ and Tissue Donation and Transplantation Authority – may also be used as an alternative, where appropriate.

Organ and Tissue Authority (OTA) logo

Primary Australian Government logo.

Used for corporate reports, documents, publications and collateral.

Australian Organ and Tissue Donation and Transplantation Authority (AOTDTA) logo

Alternative Australian Government logo.

Used for corporate reports, documents, publications and collateral where appropriate.

NOTE: Guidelines on use of the Australian Government logo is set out in [Australian Government Branding](#).



Australian Government
Organ and Tissue Authority



Australian Government
Organ and Tissue Authority

Organ and Tissue Authority (OTA) logo



Australian Government
Australian Organ and Tissue Donation and Transplantation Authority



Australian Government
Australian Organ and Tissue Donation and Transplantation Authority

Australian Organ and Tissue Donation and Transplantation Authority (AOTDTA) logo

For use by the OTA

Australian Government logo

Colour

The Australian Government logo is intended to be used in one colour only, preferably black. The logo can be reversed - white on black - for dark backgrounds.

Clear space

To maintain the dignity of the logo by preventing crowding, the required clear space for the logo is equal to the distance between the top of the capital 'A' in 'Australian Government' and the bottom of the horizontal line.

Minimum size

To maintain legibility, the Commonwealth Coat of Arms must be a minimum of 20mm wide at all times.

NOTE: Guidelines on use of the Australian Government logo is set out in [Australian Government Branding](#).



Australian Government
Organ and Tissue Authority

Inline logo clear space



Stacked crest clear space



Australian Government
**Australian Organ and Tissue Donation
and Transplantation Authority**

Minimum size (20mm)



Australian Government
Organ and Tissue Authority

Minimum size (20mm)

For use by the OTA

Logo lockup

The OTA uses the Australian Government logo in conjunction with the DonateLife logo, to signal that DonateLife is an official Australian Government program.

Used for corporate reports, documents, publications and collateral about the program.

The Australian Government logo must take the position of prominence to the left of the DonateLife logo.

Clear space

All lockups must accommodate the clear space required by every included logo when their heights are equal.

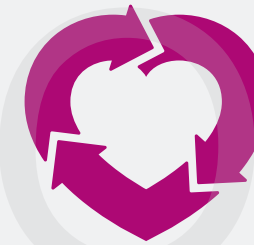
Minimum size

Lockups must accommodate the minimum size required by every included logo. All lockups must not scale the Commonwealth Coat of Arms below 20mm. The DonateLife logo must not be any larger than the Australian Government logo.

NOTE: Guidelines on use of the Australian Government logo is set out in [Australian Government Branding](#).



Australian Government
Organ and Tissue Authority



DonateLife

OTA and DonateLife lockup



Lockup clear space



Minimum size (20mm)

For use by
DonateLife agencies

DonateLife Network logo lockups

DonateLife agencies use the DonateLife logo, often in conjunction with the state and territory government logo, to signal that DonateLife is an official government program.

Used for corporate reports, documents, publications and collateral about the program.

Clear space

All lockups must accommodate the clear space required by every included logo when their heights are equal.

NOTE: DonateLife agencies should consult state and territory government logo guidelines for co-branding requirements.

DonateLife ACT



DonateLife NT



DonateLife QLD



DonateLife VIC



DonateLife SA



DonateLife TAS



DonateLife WA



NSW Organ and Tissue Donation Service (OTDS)



For use externally

Stakeholder logos

Many external stakeholders support the delivery of the national program and help raise awareness about DonateLife and organ and tissue donation.

In recognition of their support, logo variations have been developed for official partners, community partners and supporters.

Official partner logo

For use by official partners on activities funded by the Organ and Tissue Authority's DonateLife partnership program.

Community partner logo

For use by community partners on activities funded by the Organ and Tissue Authority's Community Awareness Grants program, or funded by a DonateLife agency.

Supporter logo

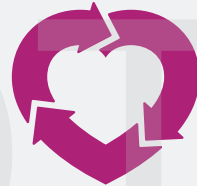
For use by any stakeholder, community group or individual on any unfunded activity that supports DonateLife and raises awareness about organ and tissue donation.

NOTE: Relevant branding guidelines will be supplied along with logo files once agreements in place.

Primary logos (Full colour)



DonateLife
OFFICIAL PARTNER



DonateLife
COMMUNITY PARTNER



DonateLife
SUPPORTER

Secondary logos (Reversed)

Utilise sparingly, consider as a final option only if unable to incorporate the full colour logo.



DonateLife
OFFICIAL PARTNER



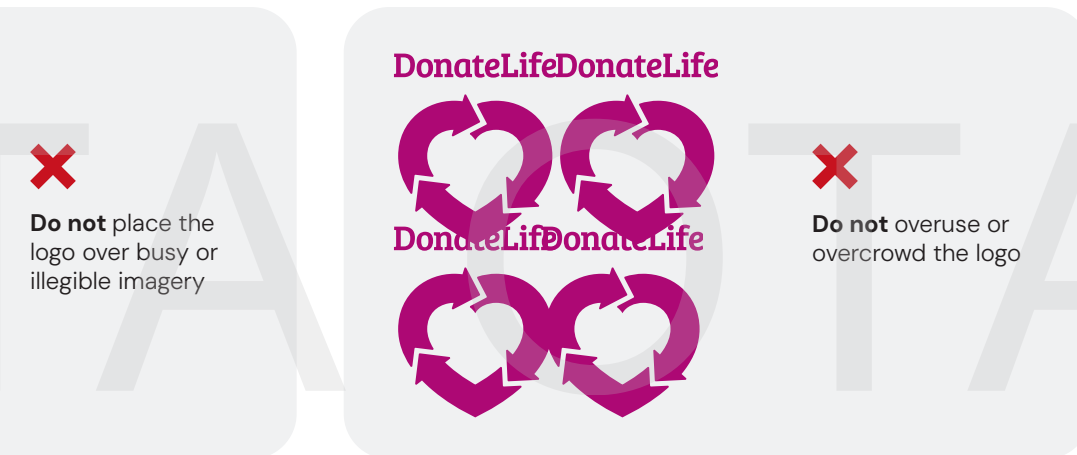
DonateLife
COMMUNITY PARTNER



DonateLife
SUPPORTER

Incorrect usage

The DonateLife logo is only to be used as supplied by the OTA communications team, and should never be altered, distorted, recreated or redrawn.



OrganMatch

OrganMatch logo

C76 M6 Y36 KO
RO G176 B176
#00b0b0

Clinical program logos

OrganMatch, ANZKX and VSEAC are clinical programs in the donation and transplantation sector, often involving external stakeholders, and have their own program logos.

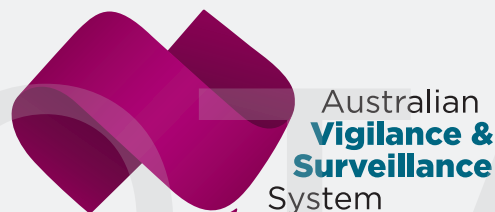
Where appropriate, they can be used on their own, or in conjunction with the Australian Government logo/and or Donatelife logo.

NOTE: Please contact the OTA clinical programs team before using these logos.

NOTE: The VSEAC logo should always be locked up with the Organ and Tissue Authority logo.



ANZKX logo



VSEAC logo

ORGAN DONATION FOR TRANSPLANTATION



Colour palette

The DonateLife colour palette consists of a **primary palette (magenta)**, a **secondary palette (teal)** and a **tertiary palette (purple)**. Each of the colours are available as PMS, CMYK and RGB conversions.

All digital executions of the brand colours must meet the **WCAG 2.2 Level AA** colour contrast criteria for accessibility. This is represented by the AA icons in the top right corner of each colour on this page – each icon represents the accessible colour combinations that may be used for each swatch.

Primary palette (magenta)

Magenta is the DonateLife brand colour. It connects our brand and purpose and helps to build recognition in the community.

Pantone 234 C is the primary tone of magenta and should be used as the base colour for all public facing applications of the brand. Additional magenta tones are available to support the brand.

Primary colour

AA

DonateLife magenta

Pantone 234

C18 M100 Y4 K17

R173 G9 B116

#ac0874

Secondary colours

AA
AA

Pantone 230 C

C4 M45 YO KO

R244 G166 B215

#F4A6D7

AA
AA

Pantone 226 C

C0 M100 Y2 KO

R236 G0 B137

#ec0088

AA

Pantone 228 C

C42 M100 Y38 K18

R137 G12 B88

#890c58

AA
AA

Pantone 229 C

C47 M93 Y36 K44

R103 G33 B70

#672146

AA
AA
AA
AA

Light Grey

C0 M0 Y0 K7

R237 G237 B238

#ededee

Colour palette

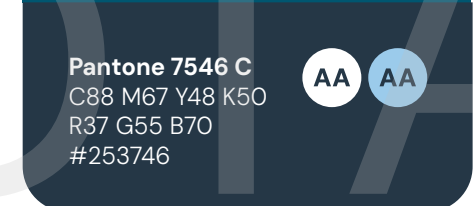
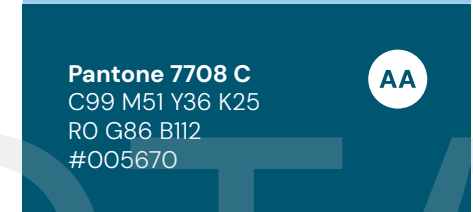
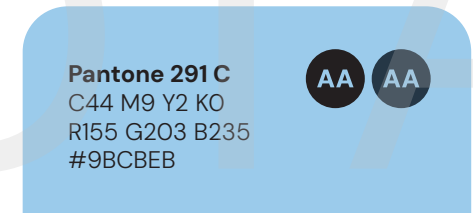
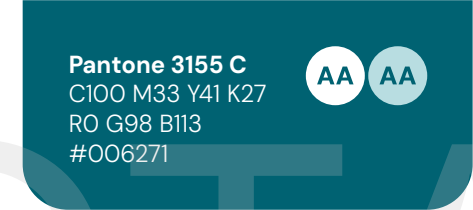
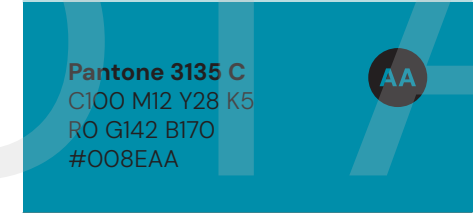
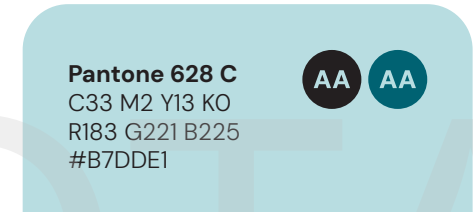
Secondary palette (teal)

Teal is the DonateLife supporting colour. It compliments the magenta and adds contrast and variety where needed, for example corporate reports and infographics.

Pantone 3145 C and **Pantone 7705 C** are the main supporting tones. Additional teal tones and gradients are available to support the brand.

The secondary teal palette must not overpower the primary magenta palette, and cannot be used in isolation. It should only be used to add contrast and variety to the magenta.

The secondary colour palette can be used in reports and documents to differentiate different sections, categories or data sets.



Colour palette

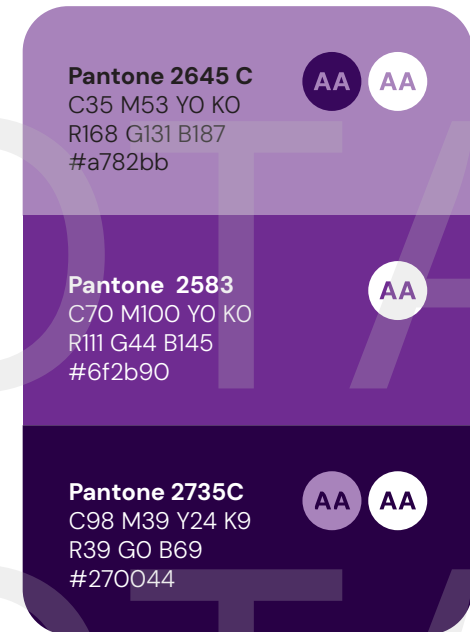
Tertiary palette (purple)

Purple is the DonateLife tertiary colour and should be used sparingly. This supporting colour palette complements the magenta and teal palette, ensuring a seamless and harmonious brand identity.

Pantone 269 C and **Pantone 2577 C** are the main supporting tones. Additional purple tones and gradients are available to support the brand.

The tertiary palette must be used sparingly, and cannot be used in isolation. It should only be used to add contrast and variety to the magenta and teal.

The tertiary colour palette can be used in reports and documents to differentiate different sections, categories or data sets.



Colour palette visualisation

This page gives a visual representation to guide colour use for the DonateLife brand. Magenta is the primary colour in the DonateLife colour palette. All other colours are secondary and must only be used in support of DonateLife magenta.

NOTE: The size of each colour block shows how colour is prioritised and scaled across all DonateLife brand assets.

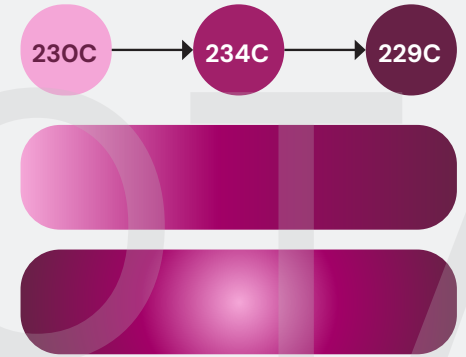
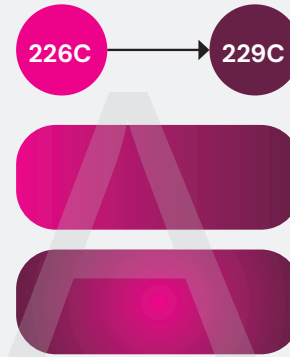
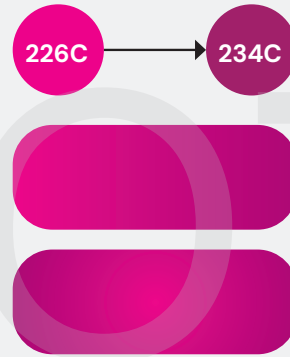


Colour palette gradients

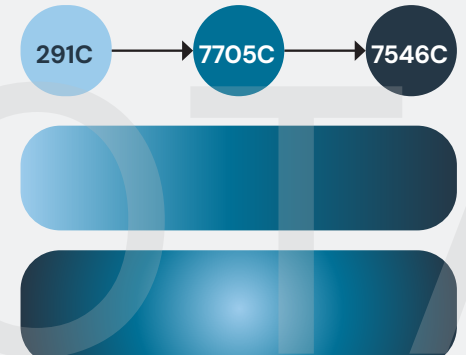
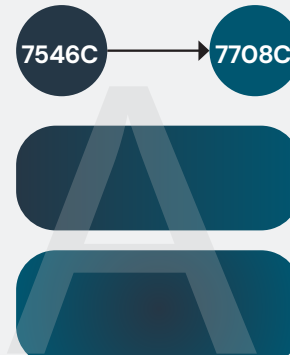
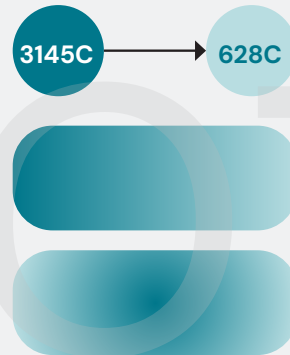
When additional depth is required, primary, secondary and tertiary colour palette can be used as **gradient backgrounds**. Gradients can be created freely within the colour palette.

If text is to be used on top of a gradient background, accessibility standards must be maintained.

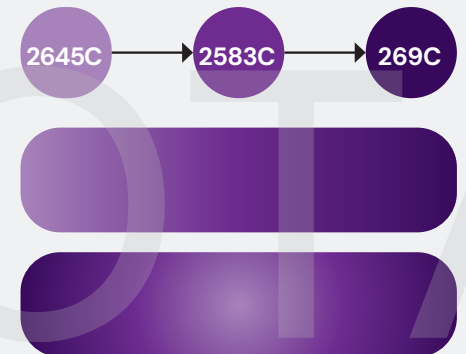
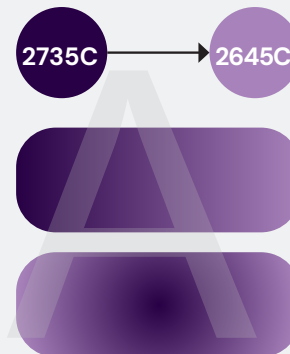
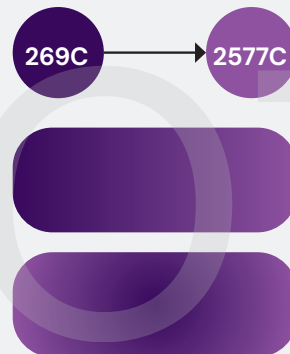
Primary palette gradient samples – linear & radial



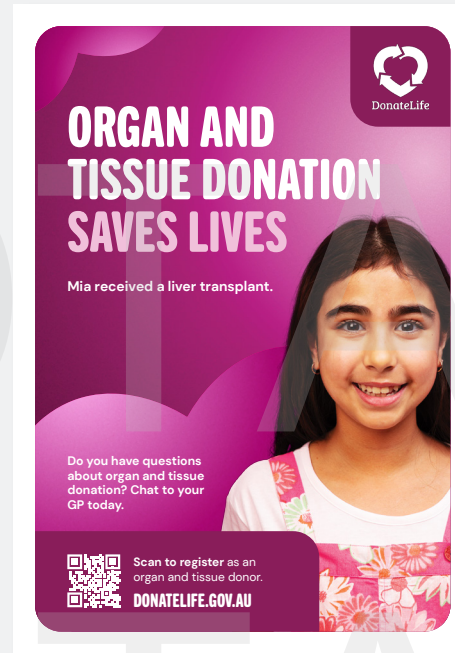
Secondary palette gradient samples – linear & radial



Tertiary palette gradient samples – linear & radial



Colour palette example



Primary typeface

DM Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Weights

Thin
Light
Regular
Medium
SemiBold
Bold
ExtraBold
Black

Primary typeface

DM Sans is the primary typeface for all business-as-usual documents and general communications. This typeface may be used as a headline and body font for corporate documents and reporting, and as a supporting font for external communications.

It is available in 8 weights: Thin, Light, Regular, Medium, SemiBold, Bold, ExtraBold, and Black.

DM Sans is available as a free download at [Google Fonts](#).

Hierarchy example

Heading one

HEADING 2

Heading 3

Heading 4

Body Copy

- Body Bullets Level 1
 - Body Bullets Level 2
- 1. Body Number Bullet
- a. Body Letter Bullet

Columns

Feel free to use single columns where you see fit best. As sit apeli qui untus porror mollendipsum ani in non nihicimus diciam, temoluptaquo estet dicipsant dolorit expliquam quas non corum renihit aligendam.

You may also use 2 columns where you see fit best. As sit apeli qui untus porror mollendipsum ani in

non nihicimus diciam, temoluptaquo estet dicipsant dolorit expliquam quas non corum renihit aligendam.

Heading one

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HEADING 2

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- occum aceperiam id quibusandit quam invel iunti aut il ex essi andionsenis a dolendaepti nihiciatia ped mint, sum et officabore nihil inihil maximi, quam namet dolorio nsequat ecearci
 - usandandis nobis expligenis sequatur aut doluptas eum ex eum consequaecestias versperat repore rferuptatur aliaeperchil modis rem venda none cusam eliqui dollumet fugit fugiatet.

Cia quasperit aspe sum, tem ni ipidesequas res nusae a que id quis dolorum volorio omnient iatur, nitatur sitatur resti qui reptibe rasperci psanderspiet odi odios assitat.

Heading 3

1. As provit utataectum num, temqui il inctur molorepra
2. As provit utataectum num, temqui il inctur molorepra

Heading 4

Cia quasperit aspe sum, tem ni ipidesequas res nusae a que id quis.

Display typeface

Trade Gothic Next SR Pro is used as a display typeface for community engagement applications, and can be used for large headlines and cover titles in public facing collateral. It can be paired with photos and icons to create a bold, modern look.

It should be used in **all capitals** where possible, and must only be used in the Heavy Compressed weight. Each application should be restrained to a few words at a time — it must not be used in long sentences or excessively on one page.

This typeface may also be used as a headline font for corporate documents and reporting, and as a supporting font for external communications.

Trade Gothic Next is an [Adobe Font](#), which is available for use by designers only. Please speak to the OTA communications team if you require access.

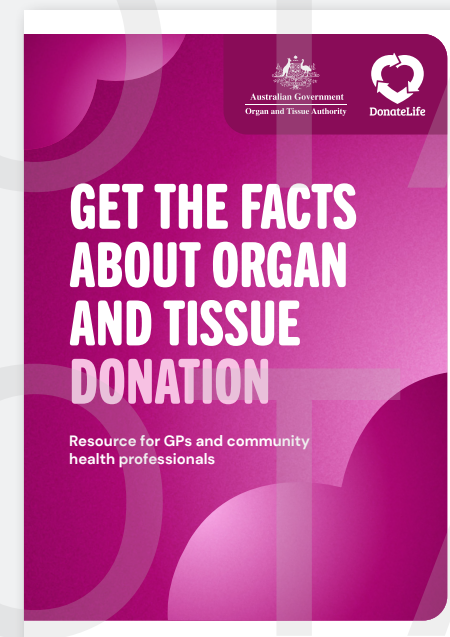
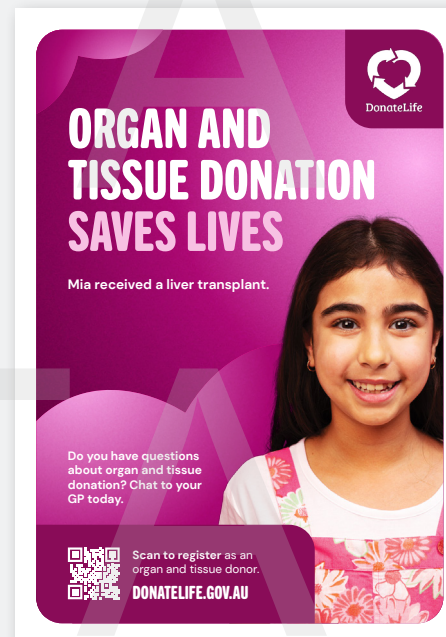
Display typeface

TRADE GOTHIC NEXT SR PRO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Weights

HEAVY COMPRESSED

Examples



Alternate typeface

Weights

Bree Serif

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternate typeface

Bree Serif is the typeface used in the DonateLife logo. It is available as an alternative for use on sensitive material where a more restrained and respectful typeface is required, such as donor family support resources. This typeface should be used in **sentence case** at all times.

Bree Serif is available as a free download at [Google Fonts](#).

Bree Serif should only be used for headings in donor family assets.

Examples



Icons

A DonateLife icon set has been developed, and can be used to represent data in both corporate and community engagement applications.

The icon set is available in the brand colours of magenta, teal, purple and white. Icon design and usage guidelines are in development to ensure the future utility of the icon suite.

Icon design guidelines outline the icon style visual features and specifications so that future designers can add to the suit as necessary.

Icon guidelines help users select and locate the appropriate icon, ensuring the icon suite is used consistently and effectively, maximising the impact of Donatelife's visual identity.

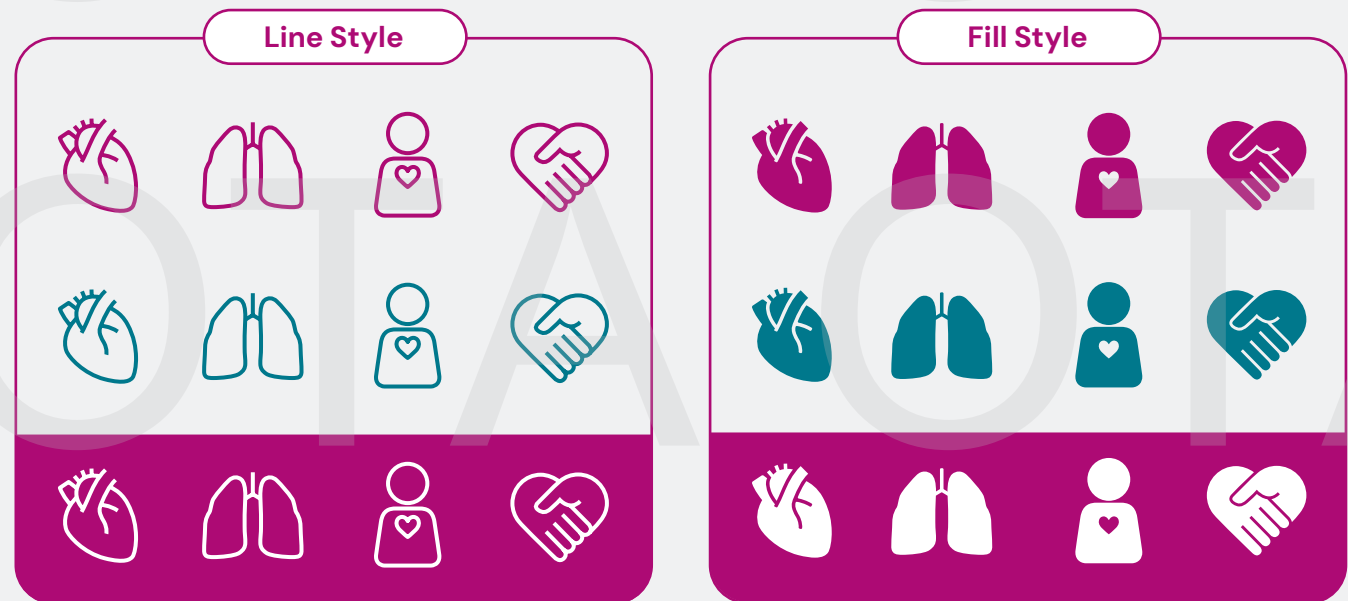
The icons have been simplified into 2 styles, line and fill.

The **line** style is the default icon set. It is medium weight, making it suitable across media formats. Specification for line style icons is 1.5pt stroke weight.

The **fill** style should be used where the line style is ineffective, for example on a non-plain background. Specification for line style icons is 1.5 stroke weight with same colour fill. Negative space should use 2pt stroke weight.

NOTE: The icons should only be used to compliment existing content and data — they should not be used as the main feature element.

Icon variants



Full list of icons are in the Donatelife icon guide.

For further details please contact the OTA communications team at communications@donatelife.gov.au

Shapes

The DonateLife brand provides shape elements—a heart, a circle and an eclipse rectangle—for use in design collateral.

These shapes are always filled with gradients and be used to enhance the graphic backgrounds, adding depth to designs.

Shapes can overlap and be positioned creatively on different applications, but should not be skewed.

Heart and circle elements



Eclipse rectangle element



First Nations artwork

This artwork has been created for DonateLife by Aunty Kylie Hill from Waanyi and Kalkadoon country, and can be used on relevant materials that help raise awareness about organ and tissue donation within First Nations communities.

When using this artwork always ensure Aunty Kylie's signature is included.

The positioning of the design elements are able to be cropped and adjusted to suit different requirements. This ensures adaptability and consistency across our brand materials while maintaining visual integrity.

NOTE: While Aunty Kylie has approved use of her artwork for national distribution, more local art may be available through the DonateLife agencies.

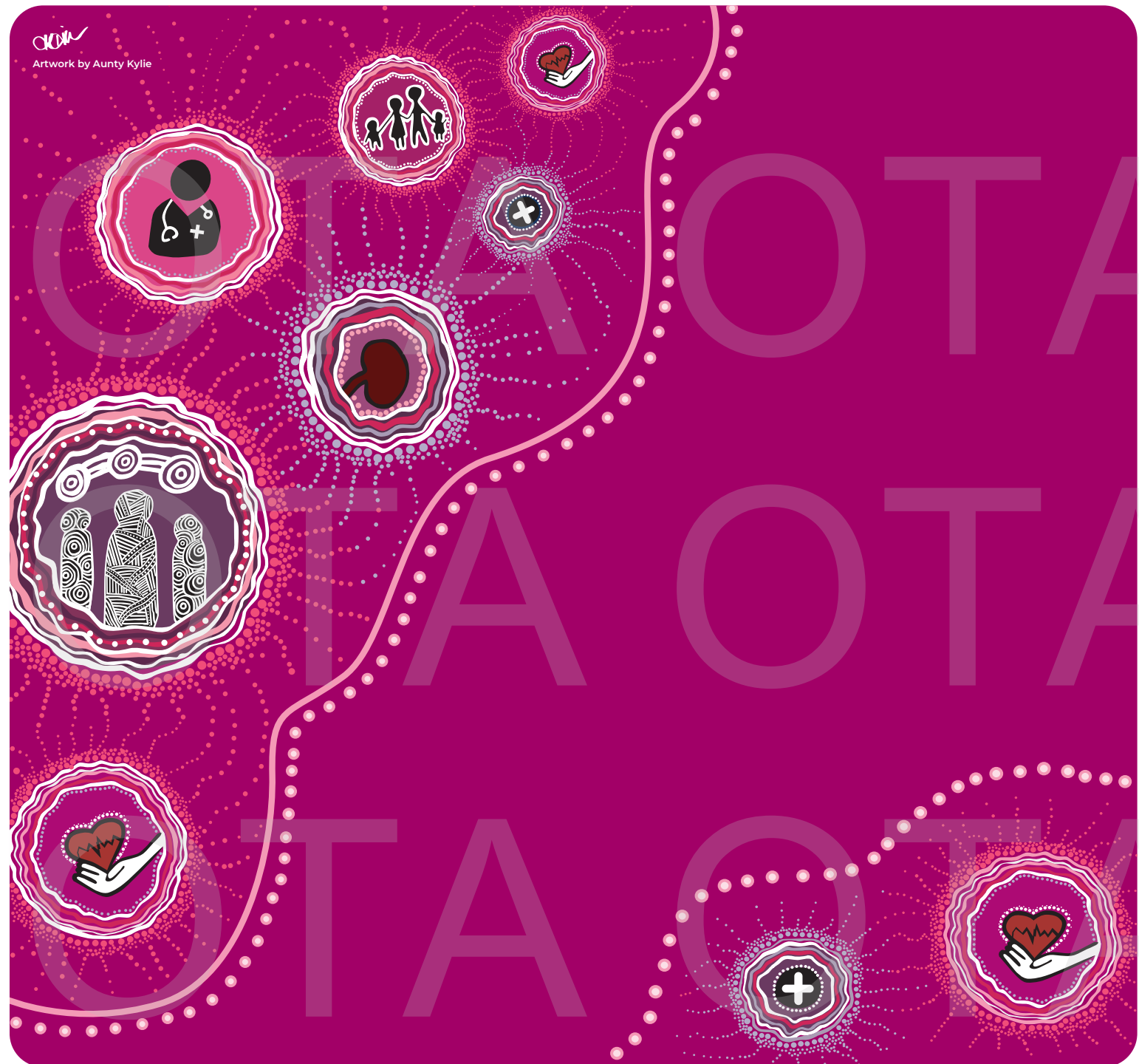
Artist statement

"When I saw what my husband's brother went through, with dialysis — it was heart-breaking. I said I need to tell people the transplant story so our people can understand." Aunty Kylie Hill

Working with acrylics, Aunty Kylie balanced traditional and modern symbols in her art. She describes the centrepiece as the place to start "because the transplant journey always begins with deep spiritual connection."

"It tells how everything is linked together — and how the person who donates the organ and the person who receives a transplant will always be connected."

She hopes that her artwork and the complex stories it contains can be a guide and a hope for healing.



Photography

Good photography and video is the most effective way to humanise the DonateLife brand, and should be a key feature of community engagement applications.

Photography and video used in DonateLife collateral should be characterised by **vibrant, light-filled imagery of real people – primarily donors, recipients, volunteers and staff.**

Stock photos/videos should be avoided unless absolutely necessary.

Photography style

Photography used in DonateLife collateral should:

- be well-lit and in focus
- avoid busy backgrounds
- Include hints of brand colours when possible
- include space around the subject (to be cropped to multiple dimensions)
- be shot and supplied at the highest resolution possible (high enough for outdoor media executions)
- avoid clothing with bold or complicated patterns
- avoid unapproved logos
- avoid filters or over-saturated effects.

NOTE: Where required, a project-specific photography brief will be also supplied for specialised campaign shoots.



Photography

Photography usage

When approved photography is available, it can be used to elevate a range of applications, including posters, banners, documents, social media and digital advertising. Photography used in DonateLife collateral should:

- be a minimum of 300dpi (dots/pixels per inch) for print applications
- be a minimum of 72dpi for digital applications
- never crop the sides or top of the subject’s body or face
- never take up more than 50% of the composition (social media tiles are excluded)
- use curved corners/edges where possible.

Image captions

If an image in use depicts a donor family or recipient in relation to the accompanying content, an **image caption** may be required. This caption can be positioned in a **magenta box** in the **bottom left corner** of the image.

If the image is used for general decorative purposes and has no direct relation to the accompanying content, it does not require an image caption.

Image captions should use full sentences, for example, Chloe received a liver transplant.

Etched images

When incorporating etched images into design collateral, ensure that each image features only one individual, avoiding depictions of multiple people.

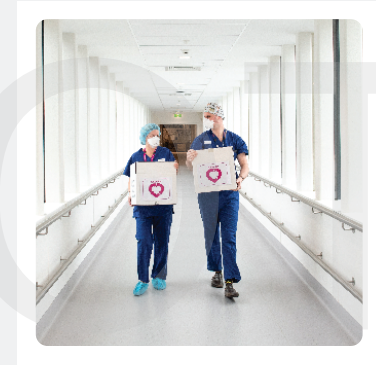
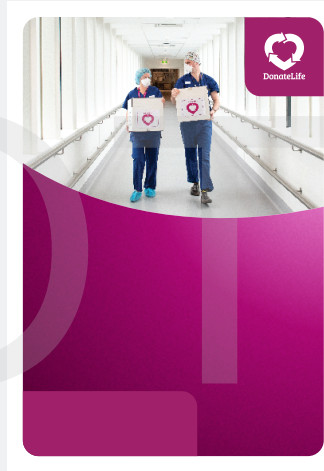


Image usage examples



Image caption example



Etched image example

Video

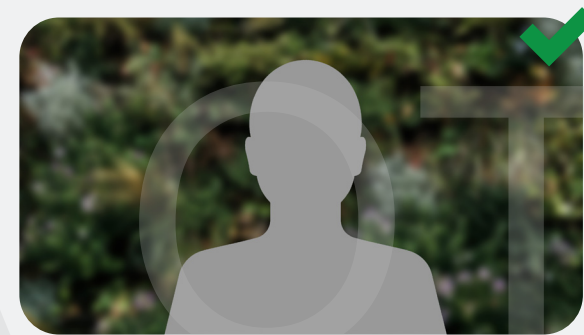
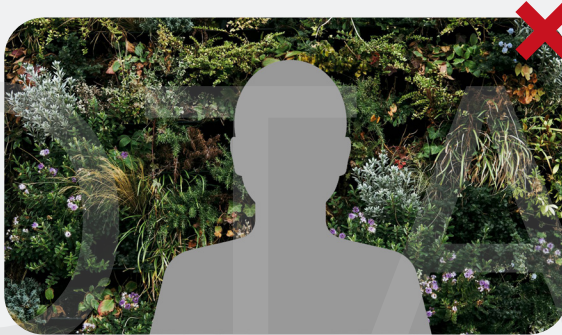
Video style

Videography used in DonateLife collateral should:

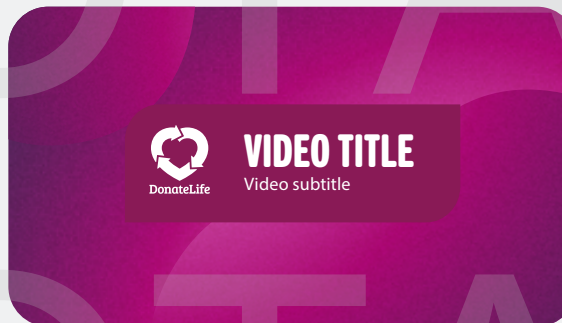
- be engaging and professional – make use of b-roll and music where appropriate
- be respectful of the subject matter
- be well-lit and in focus
- avoid busy backgrounds – use an appropriate depth of field for the subject matter
- avoid clothing with bold or complicated patterns
- avoid unapproved logos
- avoid filters or over-saturated effects.

Video graphics

All video graphics (including intro/outro screens, titles, captions and credits) must make use of the brand fonts and colours, and follow the specifications outlined in the brand guide.



Avoid busy backgrounds — use an appropriate depth of field for the subject matter



Video graphic examples

Photography and video

Consent

Consent must always be obtained for any photo, audio or video product used as part of the DonatLife brand.

All individuals must sign an OTA consent form prior to the production of materials, where their image or voice are used (for example a donor family, transplant recipient, actor).

The OTA and DonatLife agencies are both responsible for consent and managing relationships with the individuals.

Individual reproduction and publicity release form

I hereby give permission to the *Australian Organ and Tissue Authority* to copy, use, re-use, publish and re-publish, my name, any still, digital and video images, and/or audio, as well as any relevant personal information gathered as part of a promotional interview, in all forms of media. This includes, but is not limited to electronic media, internet including YouTube, social media including Facebook, Instagram and Twitter, print and similar, for once-only and/or ongoing promotion, publicity, information, advertising, trade, and any other lawful purposes associated with the Australian Organ and Tissue Authority. I understand that my image and/or audio may be edited as required.

Further, I relinquish any right that I may have to examine or approve the completed product or products where my likeness may be included intact or in part; and I acknowledge that the use of my image and my participation in any promotional or educational capacity for the *Australian Organ and Tissue Authority* is undertaken without any financial recompense in the form of royalties or similar payments.

I understand that I may revoke this consent at any time by contacting my local DonatLife Agency or the Organ and Tissue Authority in writing. Revocation will not apply to images/audio or to links or posts which have already been published by others and are in circulation either physically or digitally.

I acknowledge that I have read and understood the above and I hereby consent to the use of my image and/or audio by the *Australian Organ and Tissue Authority* on the terms set out above.

Full name

Date **Phone number**

Address

Signature (if over 18)

If under 18:

I, _____, as the parent/legal guardian of the above individual, acknowledge that I have read and understood this release and I give consent on their behalf.

Parent/Guardian Name **Parent/Guardian Signature**

Australian Organ and Tissue Authority Staff to complete

Organiser

Description (location/date/subject)

www.donatlife.gov.au

Consent form example

Layout system

Where possible, the Donatelife brand uses a layout system to maintain a consistent and balanced look and feel in external facing collateral. This system makes use of grids and a framing device, and can be applied to a wide range of printed and digital materials. For example:

Community engagement poster (A4)

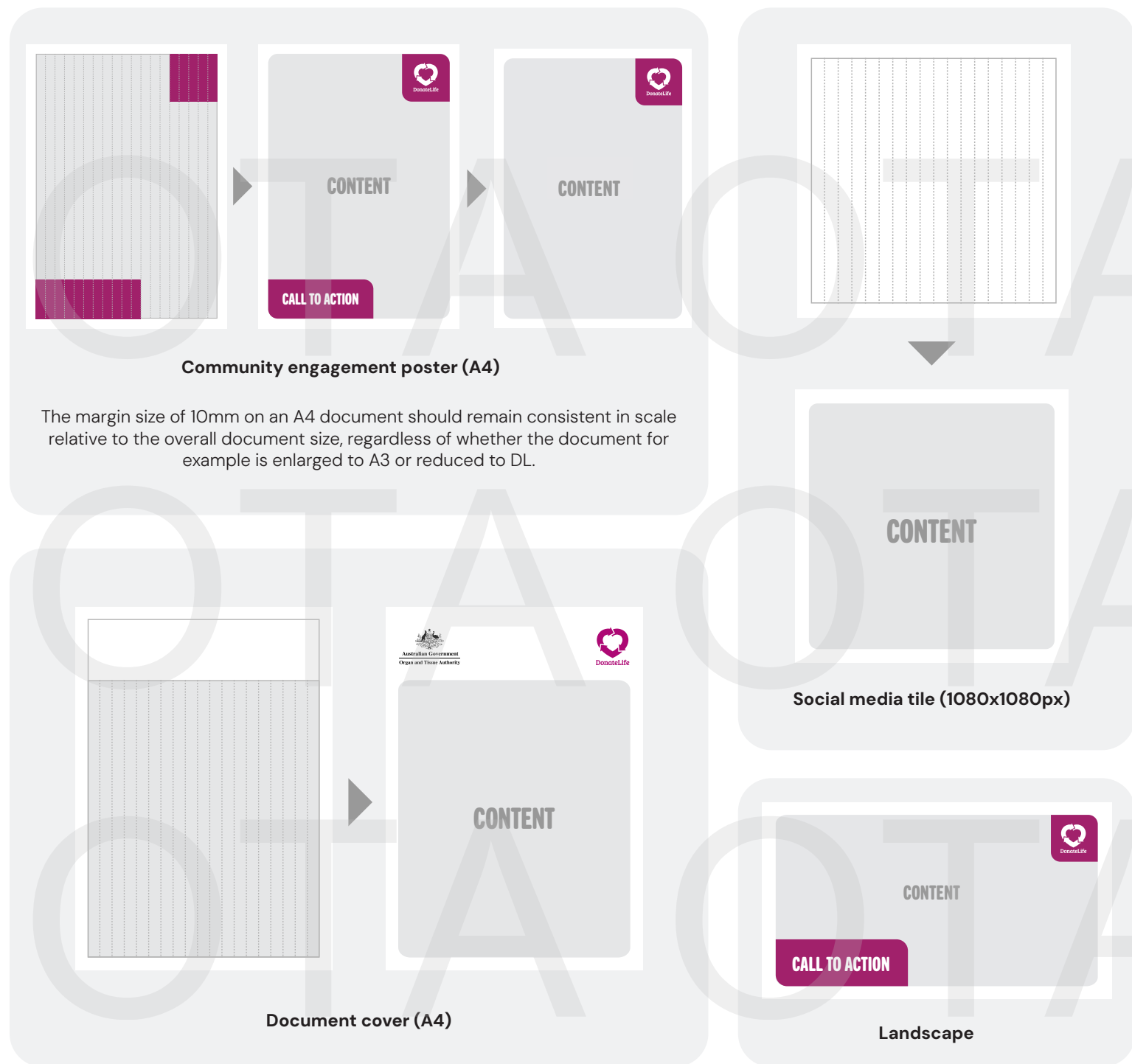
- **Framing:** 10mm white margin, curved edges. Curved edges to match frame width i.e. 10mm
- **Grid:** 10mm vertical grid, fitted to margins
- **Call to action box:** Height must always be the same as the top right hand box with the logo. Length can vary based off the content. 40mm high
- **Logo box:** Length can vary based off the content. 40mm high

Document cover (A4)

- **Framing:** 10mm white margin, 50mm white header, curved edges
- **Grid:** 10mm vertical grid, fitted to margins

Social media tile (1080x1080px)

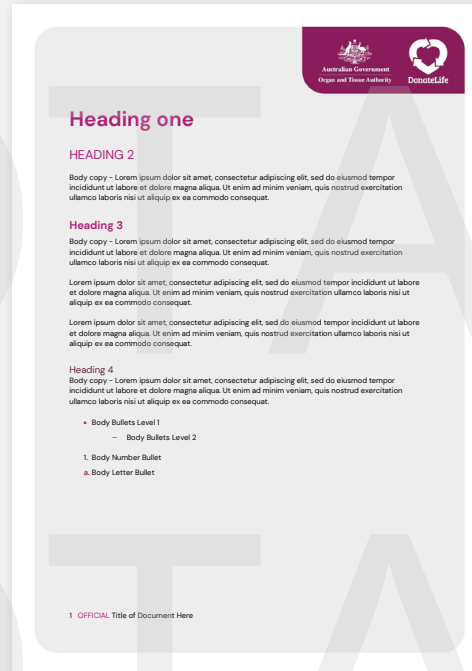
- **Framing:** 54px white margin, curved edges
- **Grid:** 54px vertical grid, fitted to margins



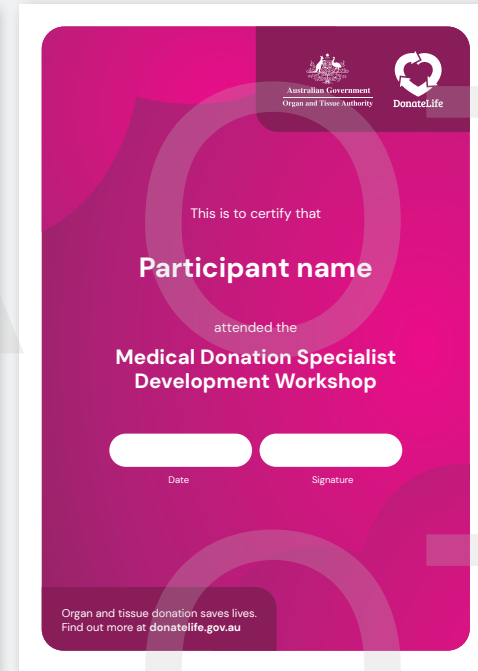
OTA templates

A variety of templates are available on SharePoint for use by OTA staff. If you require a template that is not yet available, please speak to the OTA communications team.

Word template



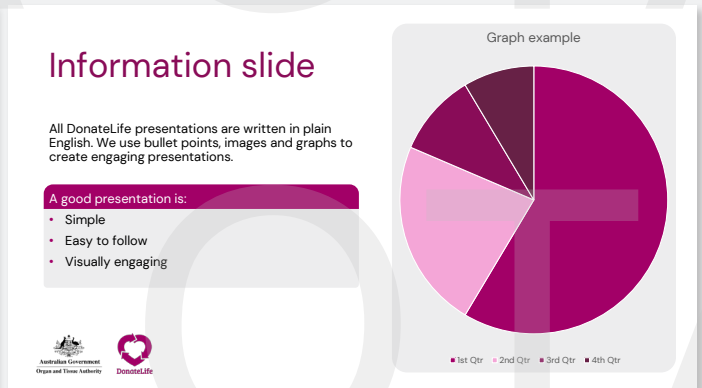
Certificate



Powerpoint



Powerpoint



It is important that everything featuring the Australian Government logo and DonateLife brand convey a consistently professional message and presentation.

Any time the OTA or DonateLife brand is used, clearance must be given by the OTA before publication.

For further information on the brand, logo usage, design requests and approvals, please contact the **OTA communications team** at communications@donatelife.gov.au



DonateLife