LEX 76272 - FOI - Document 1

Departmental lock-up

Master Colour

INLINE

STACKED

Reversed Colour

LEX 76272 - FOI - Document 1

Colour palette

Primary

MID BLUE

HEX 002957
RGB 0 41 87

Secondary

PASTEL AQUA

HEX A9EAE6
RGB 169 234 230

LIGHT BLUE

HEX 15659B
RGB 21 101 155

Accent

HIGHLIGHT

HEX E5FD8C
RGB 229 253 140

AA WCAG compliant combinations

Lorem ipsum dolor sit amet

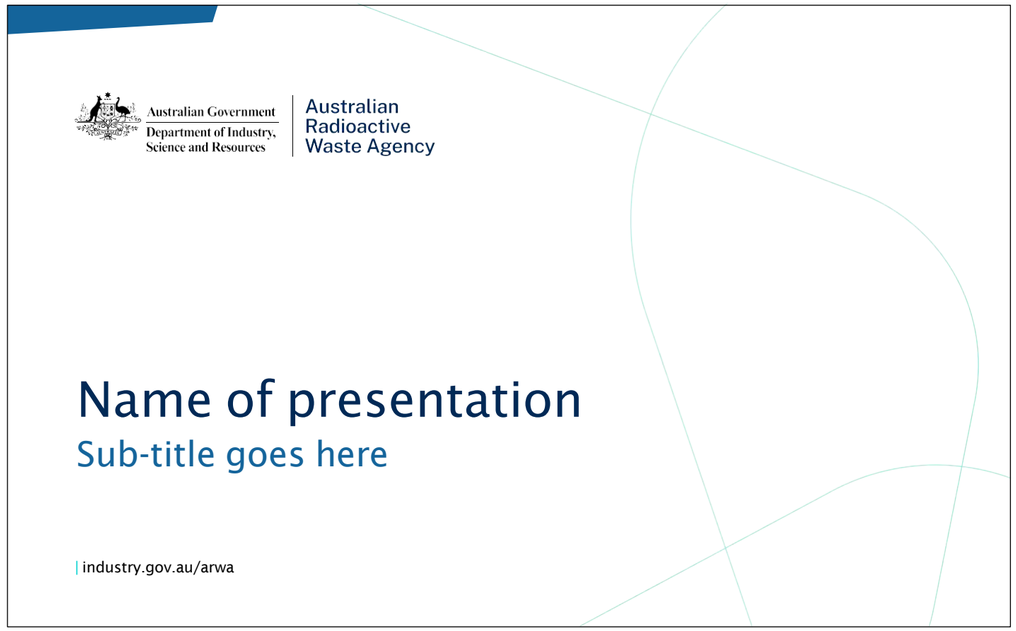
Ut wisi enim consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolo magna aliquam erat volutpat.

LEX 76272 - FOI - Document 1

Products - Colourway A

SOCIAL TILE

POWERPOINT



REPORT COVER

LEX 76272 - FOI - Document 1

Products - Colourway B

SOCIAL TILE

POWERPOINT

REPORT COVER

LEX 76272 - FOI - Document 2

Australian Space Agency

Communications STYLE GUIDE

2024

LEX 76272 - FOI - Document 2

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How to use the logo	8
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Iconography	11
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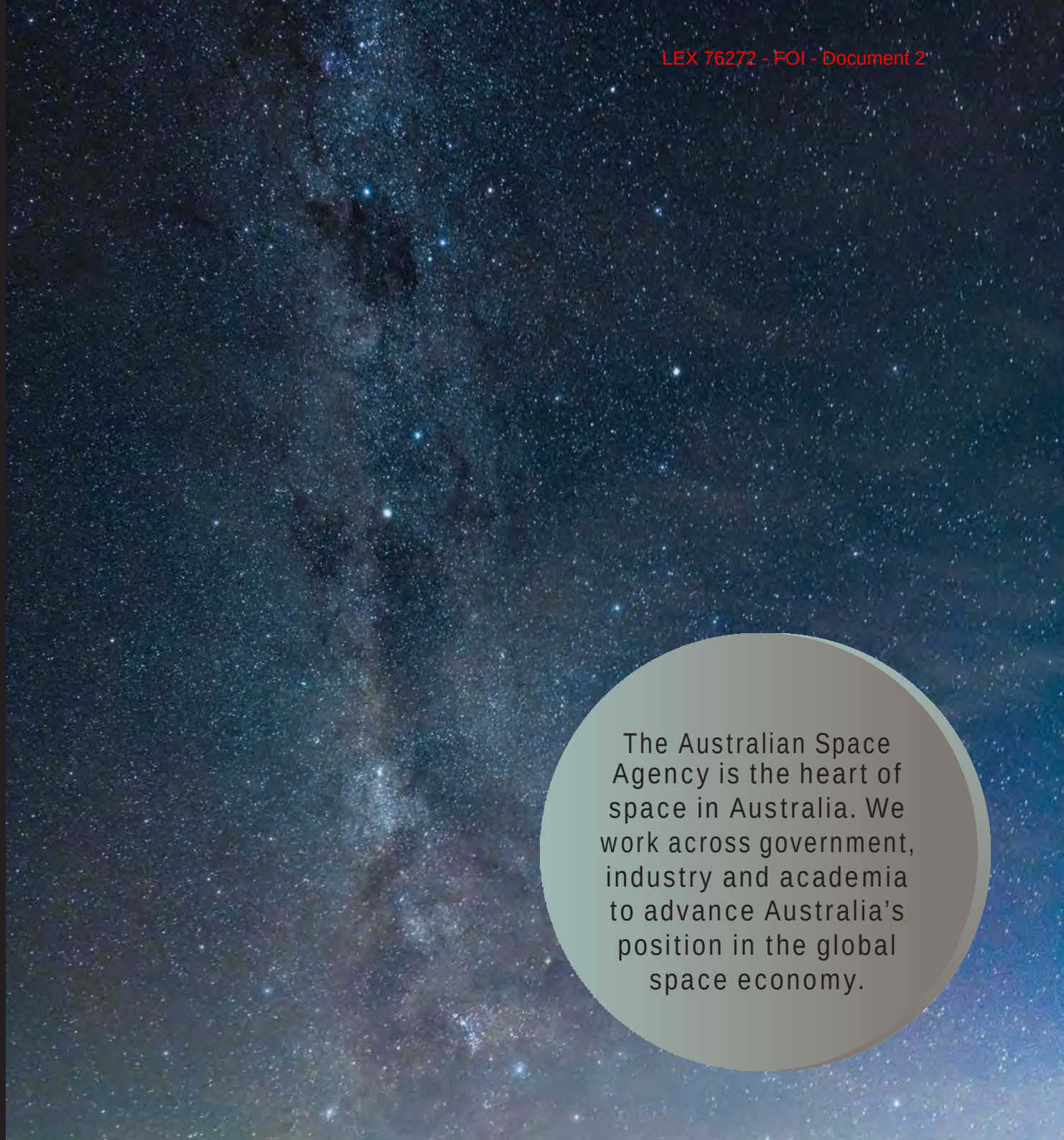
Design backgrounds	17



The Australian Space Agency is the heart of space in Australia. We work across government, industry and academia to advance Australia's position in the global space economy.

LEX 76272 - FOI - Document 2

About the Style Guide

The Australian Space Agency, and its associated brand, was first launched in 2018.

Since then, the Agency has refined its visual identity and nuanced its brand principles.

This version of the Style Guide is designed to bring increased professionalism and consistency across the organisation.

The Style Guide provides important guidance for content creation. It is intended to enhance the Agency's public image into the future.

Australian Space Agency

Enquiries

Do you have any questions about the brand or how to interpret the Style Guide?

Drop a line to the Agency's Communications Team at ***media@space.gov.au***

LEX 76272 - FOI - Document 2

Primary (colour) logo

The Australian Space Agency logo dots appear as an abstract satellite outline of our continent - like 'looking down' at Australia from space.

The coloured dots also reference 'looking up' at star constellations, such as those in Dreaming stories of Australia's First Nations peoples. When using the logo the regular version is applied to light backgrounds, and the reversed version is used on dark backgrounds.

Regular version

Reversed version

What is the background of the Australian Space Agency logo?

The logo has been specifically crafted to be a strong representation of who we are as an agency and what we stand for.

It's a modern yet iconic design with layers of symbolic elements that not only promote our unique geographic location, but also celebrate our strong cultural heritage.

Just like with the night sky, the logo holds gems for those who know where to look. Hidden within the logo are star constellations from Indigenous groups' Dreamtime stories. The star-like dots also subtly reference the artistic methods of First Nations people, the world's oldest astronomers. For thousands of years they have used the southern sky as a way of making sense of the world.

LEX 76272 - FOI - Document 2

Secondary (mono) logo

A mono logo version may be used when full colour options are not available, such as for print production or website uniformity.

The blue and black logo versions are best suited to light backgrounds, and the white logo version is best suited to dark backgrounds. Take care using the logo on detailed backgrounds – drop shadows and glow effects can be used to improve legibility and add contrast.

Blue version

Black version

White version

LEX 76272 - FOI - Document 2

The stars

The Agency logo is made up of various star constellations referenced in Dreamtime stories of Australia's First Nations peoples.

Consultancy on Indigenous Astronomy was undertaken by Paul Curnow, Astronomy Lecturer at University of South Australia, Honorary Life Member of the Astronomical Society of South Australia and Lecturer at the Adelaide Planetarium.

Emu in the Sky

A dark cloud next to the Southern Cross that stretches out across the Milky Way as an emu. In some cultures, the emu's position in the sky signals the best time for emu egg collection.

Eagle's Footprint and Claw

The Kaurna People see the stars of the Southern Cross as the footprint from Wirltu the eagle's claw. Echoed by other groups who all see a footprint or talons of the eagle.

Wanjel and Yuree Pursuing Purra

A story from the Boorong People, Purra is the red kangaroo that was pursued by the hunters Wanjel and Yuree.

Stingray Pursued by Sharks

A number of Indigenous groups see the Southern Cross as a stingray, often being pursued by sharks across the sky.

Women in the Sky

The Noongar People see the Southern Cross as four women that had camped near a forest and were swept into the sky.

The Three Brothers

The stars in Orion are often seen as a group of men who are hunting, fishing in canoes or taking part in a corroboree.

Ginan

The Southern Cross, which many Australians are familiar with. The fifth star is now known by its Aboriginal name, Ginan, a small dilly bag full of songs of knowledge.

The Seven Sisters

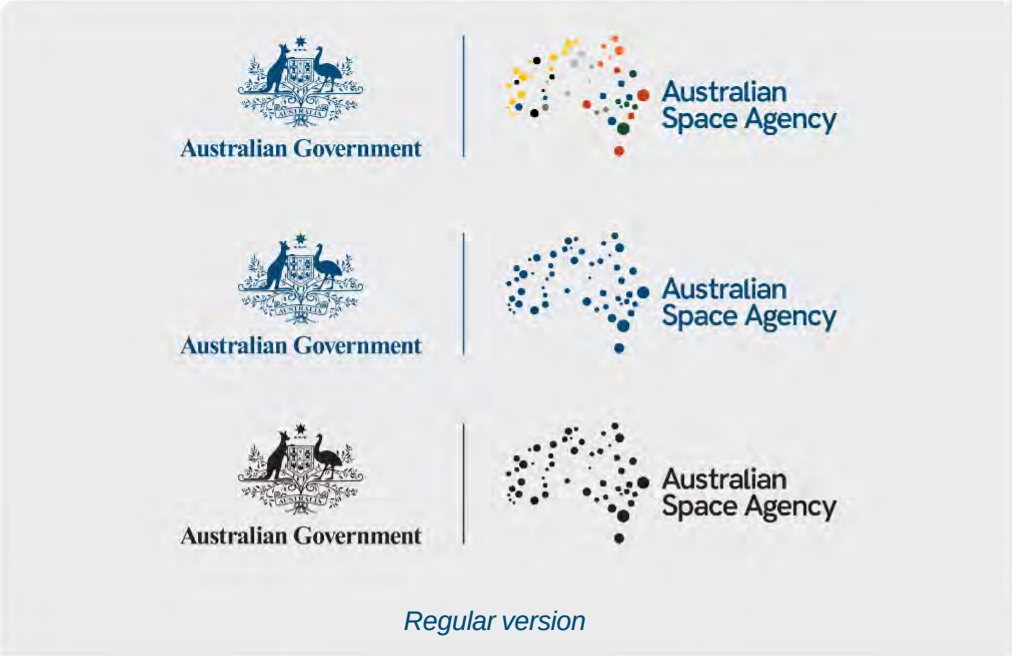
The Seven Sisters are seen as a group of women, being chased by a man, with songlines for the story stretching across our continent.

LEX 76272 - FOI - Document 2

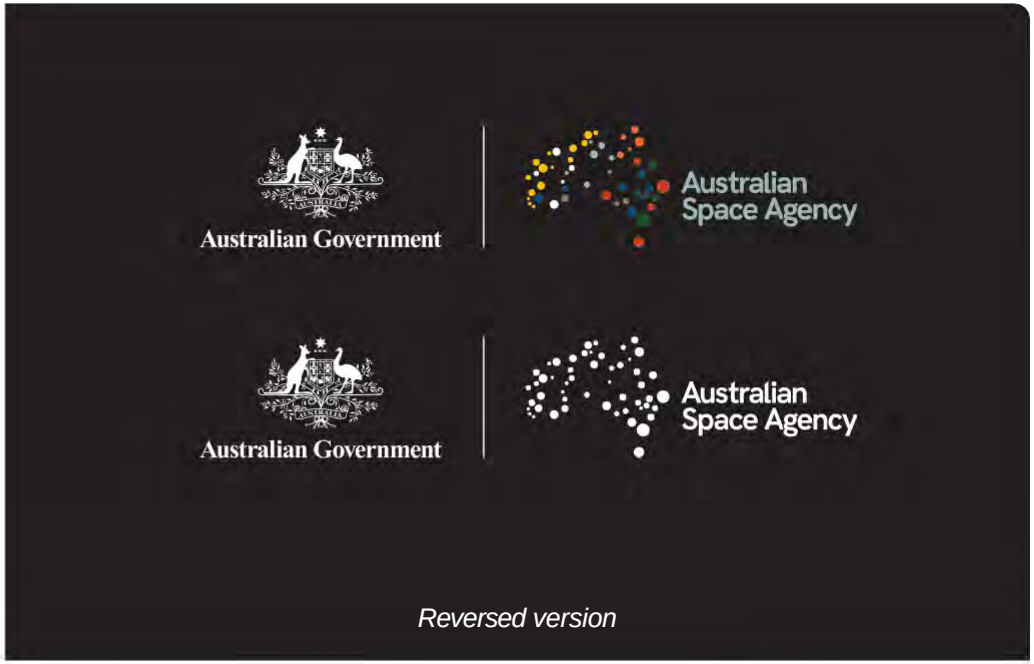
Commonwealth Crest

The Agency logo may appear in a lock-up version with the Commonwealth coat of arms in official circumstances such as sponsorships, events, co-branding with other Government departments and Agency funded projects ***(see the full use guide here)***.

The regular versions are used on light backgrounds and the reversed versions are used on dark backgrounds.

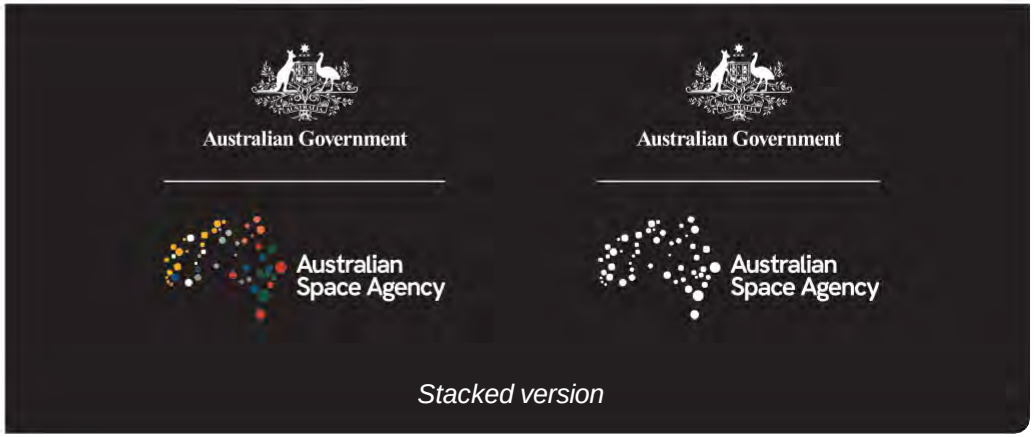


Regular version



Reversed version

Stacked version



Stacked version

LEX 76272 - FOI - Document 2

How to use the logo

Be mindful of where the logo is being applied and how professional it looks. The logo should not be manipulated in any way, shape or form. Take care when positioning the logo alongside graphics and detailed backgrounds, ensuring maximum contrast and legibility.

Do not alter the colours or font, rearrange or change the size of the elements, or abbreviate Australian Space Agency as ‘ASA’.

Minimum size

Min. 20mm / 200px width (shown to scale)

The logo should never be less than 20 millimetres (or 200 pixels) wide.

Clearspace

The logo should have adequate clearspace or ‘breathing room’ around all sides. This is defined by the height of the logotype (‘x’).

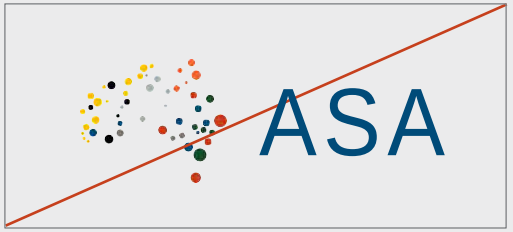
Backgrounds

The primary logo should never be placed on top of one of the brand colours (the dots will disappear).

Rearranging elements

The logo should not be rearranged vertically to fit a tight space.

Altering the logo



The logo layout, colours, type and elements should not be edited.

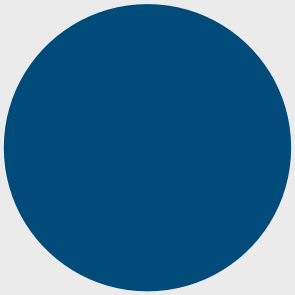
LEX 76272 - FOI - Document 2

Colour: primary & accents

The brand colours can be used in various combinations across different backgrounds, but contrast levels will vary. Consider that coloured text will appear more/less visible on light versus dark backgrounds – and this impacts the power and effectiveness of our messaging.

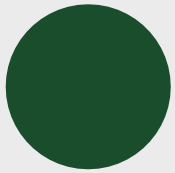
The primary (blue) colours are often used for headings and key content elements, while accent colours are often used for line work and dots.

Light Backgrounds: Preferred Colours



CELESTIAL BLUE
primary colour (headings & main elements)

PMS 7693C
R0 G73 B118
HEX #004976
C93 M54 Y9 K37



EUCALYPTUS GREEN
accent colour

PMS 7735C
R54 G87 B59
HEX #36573B
C59 M0 Y69 K75

OUTBACK RED
accent colour

PMS 7599C
R179 G61 B38
HEX #B33D26
C0 M85 Y98 K20

Dark Backgrounds: Preferred Colours

POWDER ROCK BLUE
primary colour (headings & main elements)

PMS 5507C
R157 G176 B172
HEX #9DB0AC
C27 M5 Y17 K18

SUNSET YELLOW
accent colour

PMS 7549C
R255 G181 B0
HEX #FFB500
C0 M22 Y100 K2

EARTH RED
accent colour

PMS 172C
R220 G103 B59
HEX #DC673B
C0 M73 Y87 K0

LEX 76272 - FOI - Document 2

Colour: secondary

The secondary colours make up the rest of the Agency colour palette. They are used alongside the primary and accent colours.

Occasionally, the Dust Brown can be used as a gradient alongside Power Rock Blue to add a modern feel.

DUST BROWN
secondary colour

PMS 403C
R140 G133 B123
HEX #8C857B
C18 M21 Y27 K47

GRADIENT
secondary colour

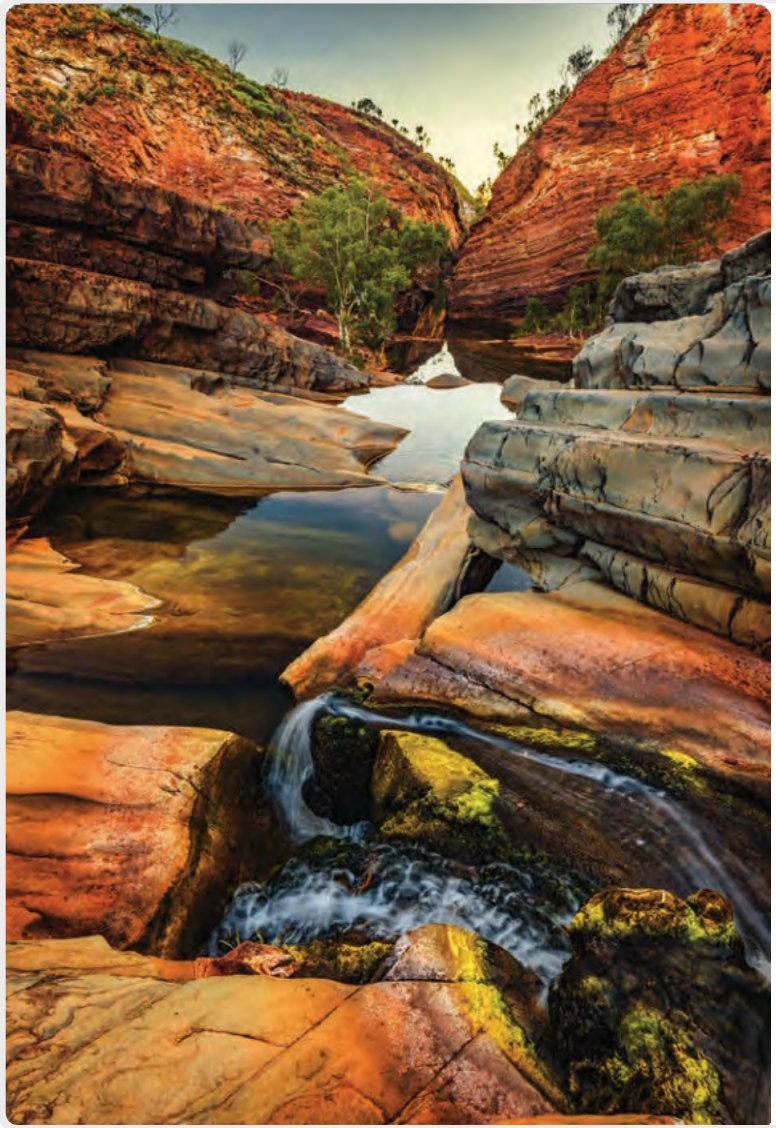
Powder Rock Blue
Dust Brown

MIDNIGHT BLACK
secondary colour

PMS Black
R0 G0 B0
HEX #000000
C40 M30 Y30 K100

WHITE
secondary colour

PMS Black
R255 G255 B255
HEX #FFFFFF
C0 M0 Y0 K0



Where do the colours come from?

The Australian Space Agency has chosen colours representative of the unique Australian landscape.

It's this uniqueness and geographic locaton that makes Australia an attractive place to do space.

LEX 76272 - FOI - Document 2

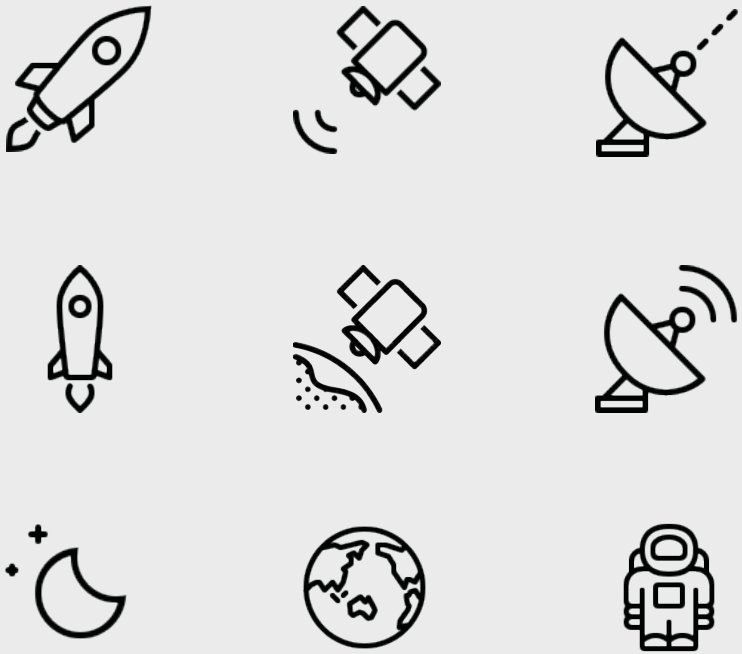
Iconography

Icons are used sparingly to break up dense text, communicate concepts and add visual interest when a photograph isn't suitable.

The icons can be used in black, white or our brand colours. We most commonly use linear and minimalist 'iOS-style' icons.

We use FREE icons from icons8.com

Examples of space-themed icons:



Example of iOS style, linear icon.

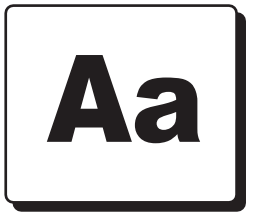
Example of icon using brand colour.

Example of icon in filled circle.

Example of icon applied to dark background.

LEX 76272 - FOI - Document 2

Typography



Our most used typefaces are sans-serifs that are contemporary, multi-purpose and suited to a wide audience.

We prefer HK Grotesk in various weights as our primary font – but other fonts may be used in certain circumstances. When the primary font is unavailable (e.g. PowerPoint and Word documents) we use Calibri as our primary font.

HK Grotesk

HK Grotesk Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
HK Grotesk Semi-Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
HK Grotesk Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
HK Grotesk Italic	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz* *0123456789*
HK Grotesk Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Calibri

Calibri Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **0123456789**
Calibri Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Calibri Italic	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz* *0123456789*
Calibri Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Other Fonts

The Communications team may use additional fonts, e.g. scripts, to add creative flair or accents in specific collateral and activities.

Examples may include: outreach/activations, campaigns, social media, videography, presentations and events.

LEX 76272 - FOI - Document 2

Typography: in application

Our fonts are applied in different weights and sizes to show a hierarchy of information.

The most important information is boldest and largest, cascading down to smaller captions and footnotes (if applicable). In most cases, on a light background, the primary heading is in Celestial Blue and on a dark background, the primary heading is in Powder Rock Blue.

Heading in bold, the largest text on page.

Sub-titles in semi-bold, smaller than main headline.

Body text in regular style font, from point sizes 10 minimum to 12 maximum.

Pull-out quotes are larger than the body text

Image caption is the smallest font on page

Regular

Heading in bold, the largest text on page.

Sub-titles in semi-bold, smaller than main headline.

Body text in regular style font, from point sizes 10 minimum to 12 maximum.

Pull-out quotes are larger than the body text

Image caption is the smallest font on page

Reversed

LEX 76272 - FOI - Document 2

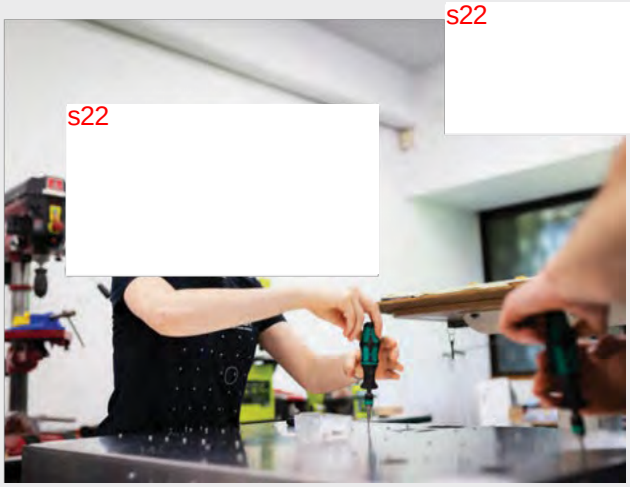
Imagery - photographs

We aim to showcase professional, authentic and Australian images to support our messaging. This means often using space photography, and occasionally using non-space (and seldom stock imagery), to convey the benefits, impact and tangible effects of space technology on Earth.

We favour relatable, real life images from the Agency, industry, academia and Government partners – especially ones picturing industry people.

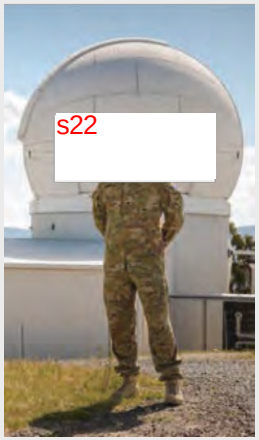
Earth observation (e.g. Geoscience Australia & CSIRO)

Australian space infrastructure



Australian space industry workforce

Space tech benefits



Career profiles

Australian Space Discovery Centre

Events (e.g. international visits)

Why space matters (e.g. GPS)

LEX 76272 - FOI - Document 2

Imagery - AI and artist impressions

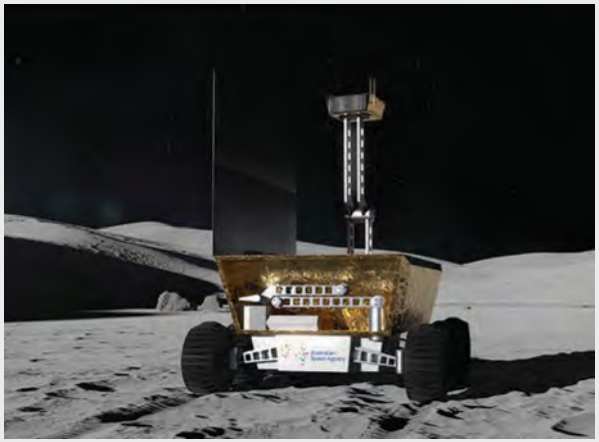
When a real life image is unavailable, we may use AI, artist impressions or create montages to display specific uses of space technology. Computer generated illustrations can showcase Australia's unique position from space and/or inspire our audiences about future possiblities.

Take care using new AI images, ensuring a subject matter expert (within the Agency) has been consulted for realism and technical accuracy.

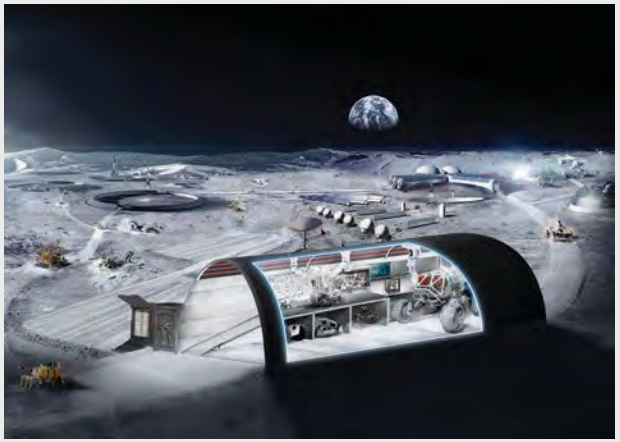
Australia from space (day view)

Australia from space (night view)

Satellite (computer generated)



Artist impression: Australian rover



Artist impression: lunar base composition

Artist impression: lunar window composition

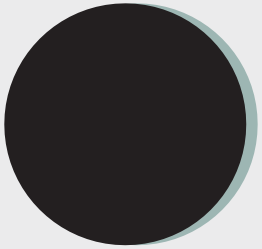
LEX 76272 - FOI - Document 2

Design elements

There are a number of stylistic elements with spacey themes we often introduce in our content design, such as orbits and starry backgrounds. Some of these design elements mimic the circular theme featured in our logo.

Dotted orbital lines

Curved boxes, borders and line work

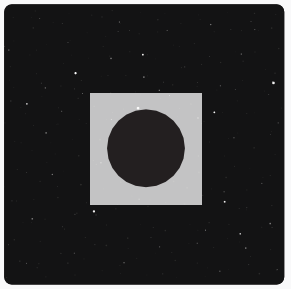


Circular shadows

- Example text.

Circular bullet points in brand colours

Images cropped into circles



Stars and glow effects

LEX 76272 - FOI - Document 2

Design backgrounds

We frequently use bright, colourful and high contrast, dimensional backgrounds that exude the excitement and wonder of space.

They contain space-inspired elements that evoke technology and futurism, e.g. nebulas, with glittery, neon-like and ethereal colour schemes.

LEX 76272 - FOI - Document 2

Australian Space Agency

space.gov.au

LEX 76272 - FOI - Document 3

Australian Government
Department of Industry, Science and Resources

National Artificial Intelligence Centre

National AI Centre
Visual Identity Guidelines

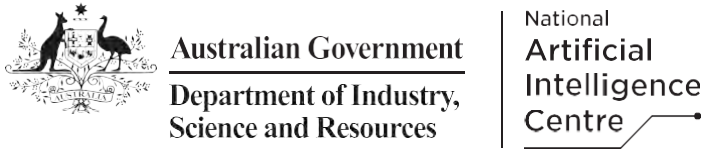
June 2024 | Version 1.0

Australian Government | National AI Centre logo lock-ups

Inline – colour

Stacked – colour

Inline – mono



Stacked – mono

Inline – reversed

Stacked – reversed

Guidelines for use

Minimum size

To safeguard the reproduction quality, the Australian Government crest cannot be reproduced with a width smaller than 20mm. The logos have been provided at minimum size, please do not reduce these any further.

Clear space

To ensure the Australian Government crest maintains its integrity and is legible, a clearspace must be maintained around the logo at all times. This clearspace is represented by the 'X' measurement. Ensure no other graphic objects or text breach this space.

Other guidance

Please use the logo files as they have been provided.

- Do not edit the logo files by recolouring, adding effects or resizing disproportionately.
- Place the logo on a solid background colour. Do not place over patterned backgrounds.
- Maintain a minimum contrast ratio (WCAG Level AA)

For further mandatory guidance regarding the crest and it's application see the Australian Government Branding guidelines:

pmc.gov.au/publications/australian-government-branding-guidelines

Inline

Stacked

LEX 76272 - FOI - Document 3

Colour palette

Primary

NAIC blue

RGB 35 122 171
CMYK 84 45 14 1
HEX 237AAB

B4

Secondary

Dark blue

RGB 29 64 90
CMYK 93 71 43 32
HEX 1D405A

B2

Light blue

RGB 186 226 242
CMYK 25 1 2 0
HEX BAE2F2

B7

Highlight

Dark purple

RGB 91 32 83
CMYK 65 97 37 30
HEX 5B2053

P2

Mid purple

RGB 172 91 163
CMYK 34 77 0 0
HEX AC5BA3

P5

Mid grey

RGB 51 51 51
CMYK 0 0 0 80
HEX 333333

K3

Sponsorhsips

In some cases you can give a copy of the logo to a third party. This is allowed where there is a proven relationship with the department, like a sponsorship or funding agreement.

The logo must appear with the text below. Make sure the text in brackets is altered as needed.

> This [project/event/product/publication] is [sponsored/funded/supported] by the Australian Government Department of Industry, Science and Resources through the [name of the program/project/initiative].

Use of the department's logo should not imply that:

- the government endorses the third party
- the third party is part of the government.

Usage restrictions

The logo and accompanying text can't be used on media releases.

The item's predominant brand should be that of the third party, not the department. The department logo and text should appear at the end of items. For example, in the footer of websites or base of print products.

All other guidance in terms of size, contrast and appearance of the logo applies. You must get approval to use the logo before publication. To seek approval, internal DISR staff should search ServiceNow to lodge a Design, Branding and Print request. External entities can email s 22 @industry.gov.au.

LEX 76272 - FOI - Doument 4

Australian Government
Department of Industry, Science and Resources

Cooperative Research Centres Program

Cooperative Research Centres Program
Visual Identity Guidelines

February 2024 | Version 1.1

business.gov.au/crc

business.gov.au/crc-p

LEX 76272 - FOI - Doument 4

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Australian Government crest size and clearspace for digital use 5

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Colour palette 7

About the Cooperative Research Centres Program

The CRC Program is a Commonwealth, merit-based, competitive grants program. The CRC Program supports industry-led collaborations between industry, researchers and the community. The CRC Program aims to:

- Improve the competitiveness, productivity and sustainability of Australian industries, especially where Australia has a competitive strength, and is in line with Government priorities.
- Foster high-quality research to solve industry-identified problems through industry-led and outcome-focused collaborative research partnerships between industry entities and research organisations
- Encourage and facilitate small and medium enterprise (SME) participation in collaborative research.

The program consists of 2 elements:

- Cooperative Research Centres (CRC) grants to support medium to long term, industry-led collaborations
- Cooperative Research Centres Projects (CRC-P) grants to support short term, industry-led collaborative research.

Frequently asked questions

When can I use the Department of Industry, Science and Resources (DISR) Cooperative Research Centres Program logo?

- When you've received grant funding from the CRC Program

Where can I use the DISR CRC Program logo?

- Websites (in the footer)
- Cooperative Research Centres Program collateral (at the end or in the footer)

Where can't I use the DISR CRC Program logo?

- On your media releases
- On your commercially available products or services
- The use of our logo should in no way imply that the government endorses the third party, or that the third party is part of the government.

Is your event being sponsored by DISR/CRC Program?

The logo must appear with the following text (please modify the bolded sections to suit):

"This [project/event/product/publication] is [sponsored/funded/supported] by the Australian Government Department of Industry, Science and Resources through the Cooperative Research Centres Program."

For enquires please email s22 @industry.gov.au or s 22 @industry.gov.au

LEX 76272 - FOI - Doument 4

Australian Government | CRC Program lock up inline/stacked

Australian Government
Department of Industry, Science and Resources
Cooperative Research Centres Program

Australian Government
Department of Industry, Science and Resources
Cooperative Research Centres Program

Australian Government
Department of Industry, Science and Resources
Cooperative Research Centres Program

Australian Government
Department of Industry, Science and Resources
Cooperative Research Centres Program

Australian Government crest size and clearspace for print

To safeguard the reproduction quality, and the authority of the Australian Government crest, mandatory guidelines state the crest cannot be reproduced with a width smaller than 20mm when being used on printed collateral.

Additionally, to ensure the Australian Government crest maintains its integrity, and is always recognisable and legible when being printed, a clearspace must be maintained around the logo at all times. This clearspace is represented by the 'X' measurement. Ensure no other graphic objects or text breach this space.

Vector based file formats such as .eps, .pdf and high resolution .tiff formats should be used where possible for improved reproduction clarity.

Inline

Stacked

For further mandatory guidance regarding the crest and it's application see the Australian Government Branding guidelines:

https://www.pmc.gov.au/publications/australian-government-branding-guidelines

Australian Government crest size and clearspace for digital use

To safeguard the reproduction quality, and the authority of the Australian Government crest on websites and in digital products, mandatory guidelines state the crest cannot be reproduced with a height smaller than 32 pixels.

There are 3 mandatory crest heights available for use; 32 pixels, 48 pixels and 64 pixels:

- 32 pixels is best for mobile only
- 48 pixels is best for desktop and tablet
- 64 pixels is best for desktop only.

Additionally, to ensure the Australian Government crest maintains its integrity, and is always recognisable and legible when reproduced digitally, a clearspace must be maintained around the logo at all times. This clearspace is represented by the 'X' measurement. Ensure no other graphic objects or text breach this space.

To maintain the best fidelity, formats such as .png and .svg should be used.

Inline

Crest height 32px
X = 11px

Crest height 48px
X = 16px

Crest height 64px
X = 21px

Stacked

Crest height 32px
X = 11px

Crest height 48px
X = 16px

Crest height 64px
X = 21px

For further mandatory guidance on displaying the Australian Government crest on digital platforms:

https://www.dta.gov.au/help-and-advice/guides-and-tools/requirements-australian-government-websites/branding

LEX 76272 - FOI - Doument 4

Logo do's and don'ts

✔ Do use the appropriate logo on an appropriate colour from the CRC Program colour palette

✔ Do use the recommended clearspace around the logo

✖ Do not place the logo on a photographic background

✖ Do not place logo on a low contrast background

✖ Do not place logo on a patterned or visually complex background

✖ Do not rearrange the logo's structural components

✖ Do not add graphic effects or filters to the logo

✖ Do not rotate the logo

✖ Do not scale the logo disproportionately

✖ Do not recolour the logo

✔ Do seek permission before removing the Australian Government crest

✖ Do not alter the transparency of the logo

LEX 76272 - FOI - Doument 4

Colour palette

Primary

MID BLUE

RGB 15 79 130
CMYK 98 73 24 8
HEX 0F4F82

30%

15%

Secondary

DARK BLUE

RGB 14 36 68
CMYK 99 86 44 47
HEX 0E2444

30%

15%

MID TEAL

RGB 64 192 198
CMYK 65 0 25 0
HEX 40C0C6

30%

LEX 76272 - FOI - Doument 4

business.gov.au/crc

business.gov.au/crc-p

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Department of Industry, Science and Resources

Third party logo guidelines

The department can authorise third party use of its logos where there is a proven relationship, like a sponsorship or funding agreement. It is important that these guidelines are followed to ensure the integrity of the logo.

The logo must appear with the acknowlegdement provided in your contract. If the contract doesn't specify an acknowlegdement, please use the text below. Ensure the text in brackets is altered as needed.

> This [project/event/product/publication] is [sponsored/funded/supported] by the Australian Government Department of Industry, Science and Resources through the [name of the program/project/initiative].

Usage restrictions

Use of the department's logo should not imply that:

- the government endorses the third party
- the third party is part of the government.

The logo and accompanying text cannot be used on media releases.

The item's predominant brand should be that of the third party, not the department. The department logo and text should appear at the end of items. For example, in the footer of websites or base of print products.

All other guidance in terms of size, contrast and appearance of the logo applies. The department may wish to approve collateral produced by third parties before publication. Discuss this with your department contact. For more information, external entities can email s 22 @industry.gov.au.

Minimum size

The Australian Government crest cannot be reproduced with a width smaller than 20mm on printed collateral and a height less than 32px on digital products. The logos have been provided at minimum size, please do not reduce these any further.

Clear space

The minimum clear space around the logo has been defined on the next page. Wherever possible, use a larger amount of space. Ensure no other graphic objects or text breach this space.

Other guidance

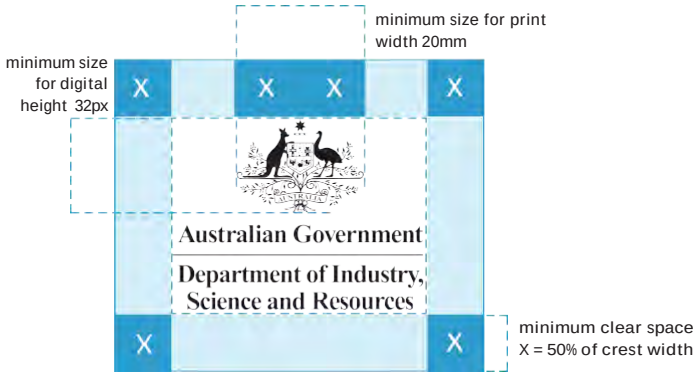
Please use the logo files as they have been provided.

- Do not edit the logo files by recolouring, adding effects or resizing disproportionately.
- Place the logo on a solid background colour. Do not place over patterned backgrounds.
- Maintain a minimum contrast ratio (WCAG Level AA).

LEX 76272 - FOI - Document 5

Visual examples

Stacked

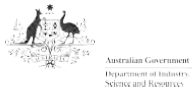


Inline

Incorrect applications

× Do not place logo on a low contrast background or alter the transparency

× Do not place logo on a patterned or visually complex background



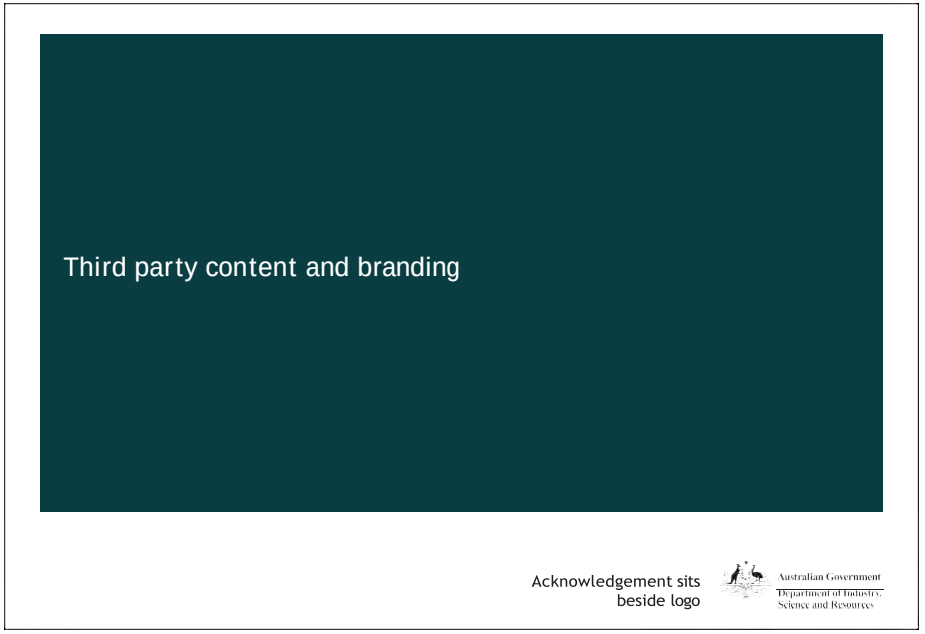
× Do not rearrange the logo's structural components

× Do not add graphic effects or recolour the logo

× Do not rotate the logo

× Do not resize the logo disproportionately

Suggested logo placement



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Australian Government
Department of Industry, Science and Resources

DISR corporate brand and visual identity manual

Version 3.0 | May 2024

Our purpose is to help the government build a better future for all Australians through enabling a productive, resilient and sustainable economy, enriched by science and technology.

| **industry.**gov.au

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Introduction

The Department of Industry, Science and Resources brand and visual identity manual sets out the information that staff need to understand and apply the department's single corporate brand.

The DISR corporate brand and visual identity manual (or 'brand book') is the official register and reference source for all internal and external application of the department's brand and visual materials.

The brand book works with the DISR corporate brand and visual identity policy, underpinning branding decisions and details the elements that make up the visual identity. Elements are designed to allow for creative freedom within a structured framework, ensuring consistent, complementary branding across the department.

If you have questions about its content or feedback, please contact the Internal Communications and Creative Services team.

Our brand

Our unified brand ensures that our department and our work is easily recognised, attributed and valued. By applying our corporate brand to all collateral, our initiatives, programs and projects are presented as single unified profile.

Consistent application of the brand and its architecture is also important to provide a readily understood indication of our high-level structure to external audiences. The use of our logo should be carefully considered and applied to accurately reflect portfolio prioritisation and organisational structure.

Branding also extends beyond the visual, encompassing our reputation. Partnerships, sponsorships and endorsements should be appropriately vetted and approved in order to ensure that our work is not brought into disrepute through association.

Internally, a distinctive sub-set of colours and design elements are used to differentiate our enabling programs and projects that are aimed at our own staff.

Corporate brand policy

The DISR corporate brand and visual identity policy sets out the authority and principles used in branding decisions. To provide an easily recognisable and cohesive brand identify, all DISR sub-brands, and endorsed program brands, must sit within our brand architecture.

Our visual identity is flexible and can accommodate distinctive visual characteristics, predominantly through the modification of colours and visual elements.

Requests for new or modified DISR sub-brands or endorsed program brands should be made to the Internal Communications and Creative Services team with final approval sought form the General Manager of the Communications Branch.

Brand principles

The following principles underpin the department's brand and visual identity.

- **Identifiable** – our brand is applied consistently which makes it easier and simpler for our stakeholders and audience to identify us.
- **Unified** – our brand supports the delivery of a unified, cohesive visual narrative for our stakeholders and audiences.
- **Accountable** – the department receives the trust and recognition for what it supports, funds and delivers.
- **Efficient** – our brand reflects value for money through clear, streamlined and systematic production.
- **Inclusive** – our brand actively supports and applies the key principles of diversity, equity and inclusion in all our work.

Brand reputation

The use of our name, logo, DISR sub-brands and endorsed programs by third parties must be carefully managed to minimise risk to our reputation. Partnerships, sponsorships and associations are the most common instances where our brand appears. Integrity checks should be undertaken before entering into an agreement with a third party. Contact your Communication relationship manager for assistance.

Brand architecture

The brand architecture sets out the visual identity approach for the various initiatives within our portfolio and provides a framework to apply branding.

Decisions on brand architecture are based on the below considerations:

- Governance and structural arrangements within DISR.
- How external stakeholders and audiences engage with DISR.
- Connections to other government agencies and whole of government work.
- Targeting niche audiences.

As stated in the DISR corporate brand and visual identity policy, the Chief Operating Officer and Deputy Secretary Enabling and Business Services have branding approval delegation as escalated from the General Manager Communications

Our visual identity

Our visual identity is a suite of distinct elements. When they are consistently applied, it makes our department instantly recognisable across all channels.

The following elements are key to creating departmental products. Exceptions will only be made in certain circumstances and must be approved by the Manager, Internal Communications and Creative Services.

1. Our proof mark (litmus) – p15
2. Our logo – p8–10, p15
3. Typography – p19
4. Web address – p30
5. Our colour palette – p16–17
6. Imagery – p20
7. Our hero shapes – p11–13
8. Our line work –p14

OFFICIAL

Our logo

The department's logo is the core recognition device used on our products to inform our audiences of the origin of the product.

Guidance is available for the correct use of the logo:

- structure of the logo
- positioning of the logo
- minimum size and clear space
- dos and don'ts
- examples

The department's logo contains the Commonwealth Coat of Arms, the Australian Government name and the current department name.

There are 2 acceptable logo formats.

STACKED VERSION

Australian Government
Department of Industry, Science and Resources

INLINE VERSION

Australian Government
Department of Industry, Science and Resources

The department's logo should be reproduced in one colour only, preferably black.

The logo can be reversed, white on black, or white on a different dark contrasting colour. The logo should not be represented in any more than one colour.

The logo must meet colour contrast requirements of level AA compliance for text and graphics. See Web Content Accessibility Guidelines (WCAG) 2.1 for more information.

The department's logo can be used to create sub-brands for programs and initiatives that require a distinct look within the visual identity alongside a tailored DISR crest. See the DISR corporate brand and visual identity policy for more information.

Positioning our logo

In most circumstances the departmental logo should appear once on a product and must be placed at the top of the item it appears on. Exceptions are made when the logo is being used by a third party in a partnership, sponsorship or association arrangement.

The use of our department logo by third parties should in no way imply that the government endorses the third party, or that the third party is part of the government. The Communications Branch may wish to approve the third-party material before publication. Please contact to the Internal Communications and Creative Services team before publication.

Applying our logo

Mandatory guidance on the proper application of the logo is outlined below.

Minimum size and clear space

To safeguard reproduction quality, the Australian Government crest cannot be reproduced with a width smaller than 20mm on printed collateral or less than 32 pixels height on digital collateral.

To ensure the crest maintains its integrity and is legible, a clear space (safety zone) must always be maintained around the logo. This clear space is represented by the 'X' measurement. Ensure no other graphic objects or text encroach into this space.

On items such as name badges and ID cards where it may not be possible for the minimum width to be adhered to, the crest may be reduced in size but must remain recognisable.

Vector based file formats such as eps should be used for the best possible reproduction.

For further mandatory guidance regarding the logo and its application see the Australian Government Branding guidelines or contact the Internal Communications and Creative Services team.

Incorrect use of the logo

Consistent application of the logo is critical to establishing and maintaining a single recognition device for the Australian Government. Only use the logo files as they have been provided and do not edit the logo files in any way. In every form of the logo, and in every application of the logo, examples of dos and don'ts are provided below.

✔ Do use the appropriate mark on an appropriate colour

✔ Do use the recommended clearspace around the marks

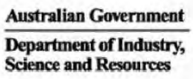
✖ Do not place marks on a low contrast background

✖ Do not place marks on a patterned or visually complex background

✖ Do not add graphic effects or filters to the marks

✖ Do not rotate the marks

✖ Do not recolour the marks



✖ Do not remove the Australian Government crest

✖ Do not scale the marks disproportionately

✖ Do not place the marks on a photographic background

✖ Do not alter the transparency of the marks

✖ Do not rearrange the marks structural components

Inspiration for our graphic elements

We have taken inspiration for our graphic elements from the department's key work in the critical minerals space. The department is committed to growing Australia's role as a reliable, sustainable and globally competitive minerals supplier. Critical minerals are used to produce the critical technologies vital to modern economies. Like those used in renewable energy and national security.

The close-up image above is of the grain structures found in vanadium, one of Australia's 26 critical minerals. We have interpreted, stylised, modified and smoothed these mineral structures to form our suite of design hero shapes. When used in conjunction with other visual elements like colour and typeface they can be applied to our products and communications to help share our narrative to audiences and stakeholders.

Our hero shapes

Our hero shapes create distinctive ‘frames’ to house imagery and can be used with photographs, solid colours, illustrations, patterns, tints or as linework.

The shapes have 2 forms, reflecting the human and technical impact of the work the department is responsible for.

Form 1 – Human • Teams • Employment • Scientists • Staff • STEM • Community	
Form 2 – Technical • Science • Industry • Machinery • Technology • Materials • Transport • Resources	

Shapes in use

What you must do

Use the shapes on printed and digital collateral where possible.

What you can do

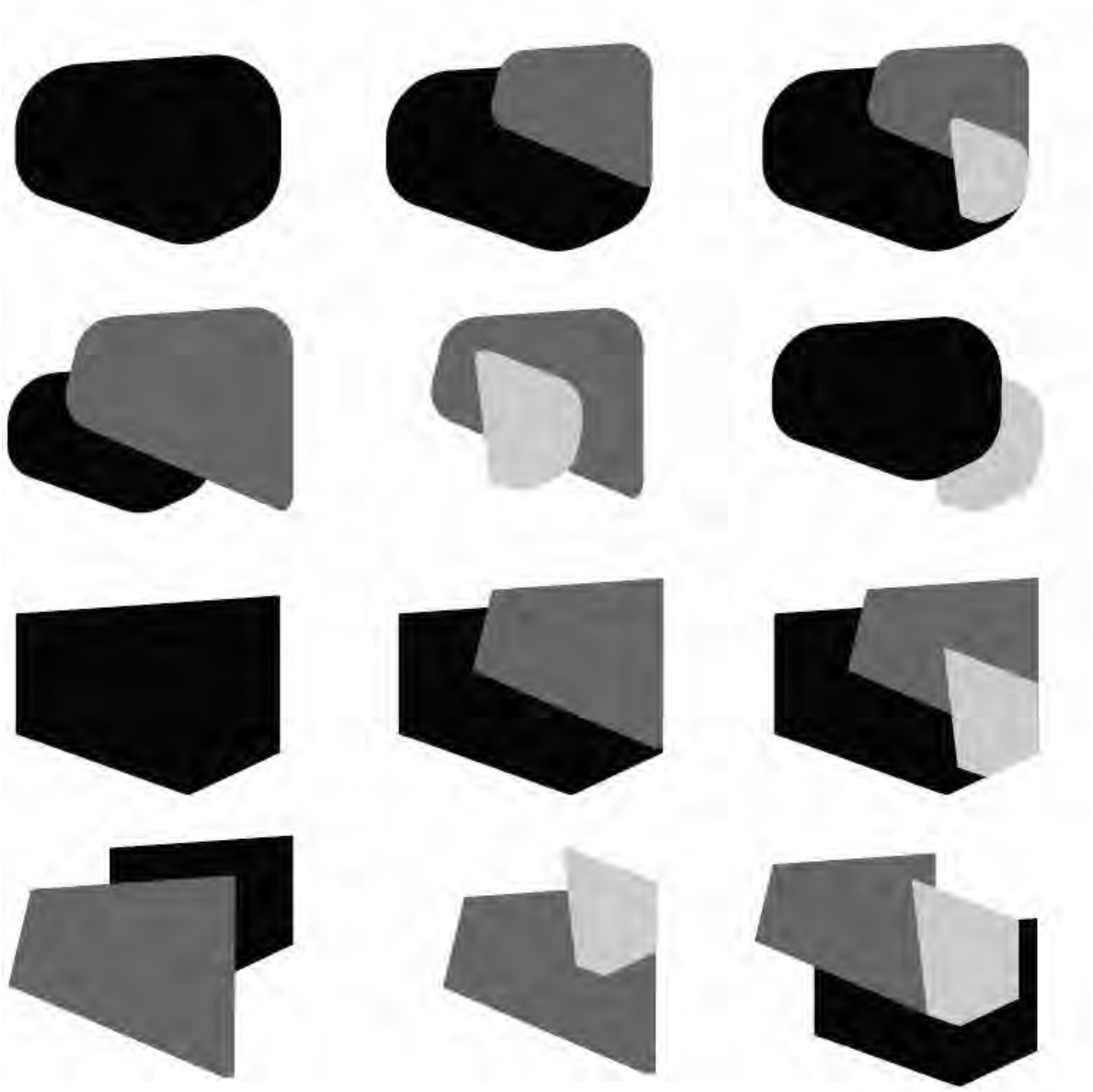
- use alone, in pairs or as a clustered group
- resize
- rotate
- reflect (horizontally or vertically)
- reorder the sequence
- add photos
- fill with brand palette colours
- add an outline (but with no fill).

What you can’t do

- modify the structure of the shapes
- add a stroke to any shapes with fill (colour or images)
- mix the shape forms unless the topic covers both technical and human impacts.

Examples

The below examples are some of the ways the shapes could be used together.



Our line work

The hero shapes can be used with a stroke without fill to create abstract line work. The line work can be used as a feature in collateral where there is either no imagery or the product requires no imagery. The line work can also be used with other graphic elements.

What you must do

- keep the stroke weight at 2pt (except for pull-up banners or large formats where it should be scaled up).

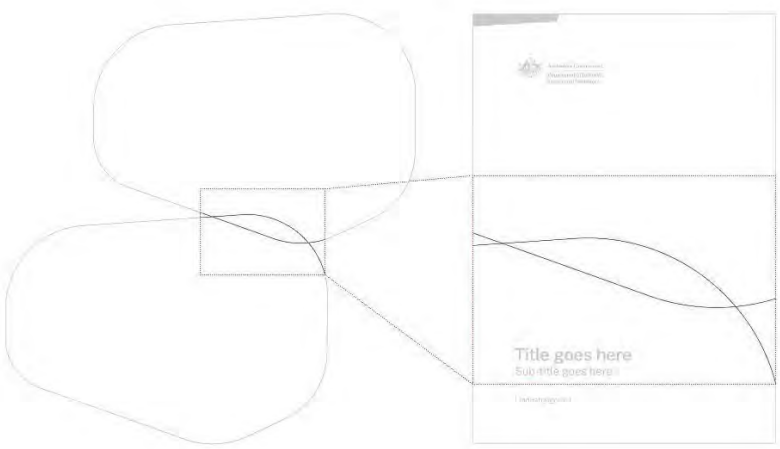
What you can do

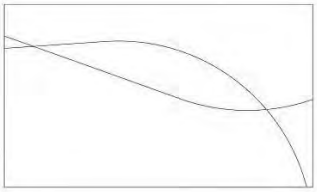
- use alone, in pairs or as a clustered group
- resize
- rotate
- reflect (horizontally or vertically)
- reorder sequence.

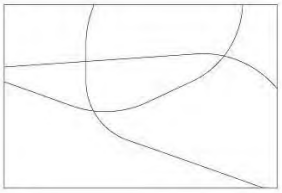
What you can't do

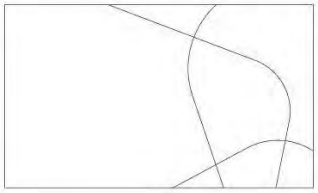
- modify the structure of the lines
- mix the shape forms, unless the content covers both human and technical impacts
- overuse the linework so that the shapes are no longer identifiable.

Examples









Our proof mark (litmus)

The litmus is a constant graphic mark, derived from our master shapes, that appears at the top left of most collateral.

It creates a repetitive visual thread to reassure our audience they are engaging with a genuine, departmental product, especially in scenarios where our logo may not appear, for example:

- social media tiles
- AV products
- collateral where the logo would be too small to reproduce.

What you must do

- place at the top left of collateral, including:
  - pull-up banners
  - report covers
  - AV open closer screens
  - corporate stationery
  - event products (name badges, table name plates)
- scale proportionally, based on the default size of the width of the Commonwealth crest (minimum width = 20mm for print, minimum height = 32px for digital)
- match the litmus colour to the vertical line before the URL.

For most applications, the litmus should be 3 crests wide. The crest should be placed 1.5 crests from the left and top edges.

What you can't do

- place anywhere other than top left
- rotate or reflect litmus shape.

Exceptions

The following products may not require a litmus:

- business cards
- lockscreens

- iCentral tiles
- website news tiles and banners
- collateral where the litmus may be covered up due to screen resizing
- internal pages of report or document
- back covers of reports or documents
- external signage.

Our colour palette

A strong palette delivers consistently recognisable, accessible, and trustworthy communications to our audiences. Our WCAG compliant colour system in split into 3 main palettes:

- external
- internal
- data.

All colours have fixed colour values (HEX and RGB for digital and CMYK for print) and must not be modified. Additional colours may be added to the internal and data palettes with approval from the Manager, Internal Communications and Creative Services team.

Our external palette

The external palette is split into the 3 main topics of the department – Industry, Science and Resources. Each topic has a main colour that should be used. This allows products to be quickly identifiable by topic. There is flexibility to use the colours across multiple topics to create a unique look where appropriate.

There are 2 main colours for each topic. The lighter colours from the palette work well against all the darker colours and can be used interchangeably where appropriate.

External Palette

Accessible against white

G1 **HEX** 033133 **RGB** 3 49 51 **CMYK** 91 60 63 60	**R1** **HEX** 731312 RGB 115 19 18 **CMYK** 31 99 100 44	**P1** **HEX** 391831 **RGB** 57 23 49 **CMYK** 67 88 49 60	**B1** **HEX** 0C2444 **RGB** 12 36 68 **CMYK** 100 86 44 47	**O1** **HEX** 48140D **RGB** 75 12 0 **CMYK** 42 87 84 67	**K1** **HEX** 000000 **RGB** 0 0 0 **CMYK** 0 0 0 100
G2 **HEX** 0B3E42 **RGB** 11 62 66 **CMYK** 91 57 60 48	**R2** **HEX** 991C1F **RGB** 153 28 31 **CMYK** 25 100 100 24	**P2** **HEX:** 5B2053 **RGB** 91 32 83 **CMYK** 65 97 37 30	**B2** **HEX:** 1D405A **RGB** 29 64 90 **CMYK** 93 71 43 32	**O2** **HEX:** 722514 **RGB** 114 37 20 CMYK 32 90 99 44	**K2** HEX 191919 RGB 25 25 25 CMYK 0 0 0 90
G3 **HEX** 05615F **RGB** 5 97 95 **CMYK** 90 43 58 26	**R3** **HEX** BC2026 **RGB** 188 32 38 **CMYK** 18 100 100 9	**P3** **HEX** 742B75 **RGB** 115 44 117 **CMYK** 64 98 21 7	**B3** **HEX** 2D587D **RGB** 45 88 125 **CMYK** 89 65 31 12	**O3** **HEX** 993E23 **RGB** 153 62 35 **CMYK** 27 84 98 23	**K3** **HEX** 333333 **RGB** 51 51 51 **CMYK** 0 0 0 80
G4 **HEX** 1F7D7B **RGB** 31 125 123 **CMYK** 84 33 51 10	**R4** **HEX** F05655 **RGB** 240 86 85 **CMYK** 0 82 64 0	**P4** **HEX** 9A3D92 **RGB** 154 61 146 **CMYK** 45 91 3 0	**B4** **HEX** 237AAB **RGB** 35 122 171 **CMYK** 84 45 14 1	**O4** **HEX** CA6545 **RGB** 202 101 69 **CMYK** 16 71 79 4	**K4** **HEX** 4D4D4D **RGB** 77 77 77 **CMYK** 0 0 0 70

External Palette

Accessible against black

G5	V5	R5	P5	B5	O5	K5
HEX 42C1C7	**HEX** D6E273	**HEX** F58C8C	**HEX** AC5BA3	**HEX** 2F9CCC	**HEX** F09073	**HEX** 666666
RGB 66 193 199	**RGB** 214 226 115	**RGB** 245 140 140	**RGB** 172 91 163	**RGB** 47 156 204	**RGB** 240 144 115	**RGB** 102 102 102
CMYK 65 0 25 0	**CMYK** 19 0 70 0	**CMYK** 0 56 34 0	**CMYK** 34 77 0 0	**CMYK** 73 24 7 0	**CMYK** 2 53 53 0	**CMYK** 0 0 0 60
G6	**V6**	**R6**	**P6**	**B6**	**O6**	**K6**
HEX 99D8DE	**HEX** E3E98D	**HEX** F8B3B0	**HEX** BD89BD	**HEX** 9BD3F9	**HEX** F9B099	**HEX** 999999
RGB 153 216 222	**RGB** 227 233 141	**RGB** 248 179 176	**RGB** 189 137 187	**RGB** 155 211 249	**RGB** 249 176 153	**RGB** 128 128 128
CMYK 38 0 13 0	**CMYK** 13 0 57 0	**CMYK** 0 36 21 0	**CMYK** 25 52 0 0	**CMYK** 50 5 2 0	**CMYK** 0 37 35 0	**CMYK** 0 0 0 40
G7	**V7**	**R7**	**P7**	**B7**	**O7**	**K7**
HEX C6E8EB	**HEX** EDF0B6	**HEX** FCD8D6	**HEX** D3B2D5	**HEX** C7EBFF	**HEX** FDD7CA	**HEX** CCCCCC
RGB 198 232 235	**RGB** 237 240 182	**RGB** 252 216 214	**RGB** 211 178 213	**RGB** 199 235 255	**RGB** 253 215 202	**RGB** 153 153 153
CMYK 21 0 7 0	**CMYK** 8 0 36 0	**CMYK** 0 18 9 0	**CMYK** 15 32 0 0	**CMYK** 25 1 2 0	**CMYK** 0 18 16 0	**CMYK** 0 0 0 20
G8	**V8**	**R8**	**P8**	**B8**	**O8**	**K8**
HEX DDF1F2	**HEX** F4F7DC	**HEX** FDE6E4	**HEX** EFDEED	**HEX** E7F5FF	**HEX** FEE7E0	**HEX** E6E6E6
RGB 221 241 242	**RGB** 244 247 220	**RGB** 253 230 228	**RGB** 239 222 237	**RGB** 231 245 255	**RGB** 254 231 224	**RGB** 230 230 230
CMYK 12 0 4 0	**CMYK** 4 0 16 0	**CMYK** 0 11 5 0	**CMYK** 4 13 0 0	**CMYK** 15 0 1 0	**CMYK** 0 10 8 0	**CMYK** 0 0 0 10

Online only tints

G9		R9	P9	B9	O9	K9
HEX EDF9F9		**HEX** FFF0F0	**HEX** FCF0FA	**HEX** EBF7FC	**HEX** FFF3F0	**HEX** EBF7FC
RGB 237 249 249		**RGB** 255 240 240	**RGB** 252 240 250	**RGB** 235 247 252	**RGB** 255 243 240	**RGB** 242 242 242

Our internal palette

The internal palette offers an extended selection of colours to be used only on internal products. The palette reflects the need for a broader range of messaging required for communicating with staff.

Brights

i1	i3	i5	i7
HEX \602D85	**HEX** FFD321	**HEX** F27290	**HEX** BFD734
RGB 96 45 133	**RGB** 255 211 33	**RGB** 242 114 144	**RGB** 191 215 52
CMYK 78 100 9 1	**CMYK** **0 16 94 0**	**CMYK** 0 70 21 0	**CMYK** 30 0 90 0

i2	i4	i6	i8
HEX 294B9D	**HEX** F37033	**HEX** 1FA667	**HEX** 5255A5
RGB 41 75 157	**RGB** 243 112 51	**RGB** 31 166 103	**RGB** 82 85 165
CMYK 95 82 2 0	**CMYK** **0 70 89 5**	**CMYK** 80 9 80 0	**CMYK** 79 76 0 0

Neutrals

i9	i10	i11	i12
HEX 6D492F	**HEX** CDB7A5	**HEX** 263B3F	**HEX** 769CAC
RGB 109 73 47	**RGB** 205 183 165	**RGB** 38 58 63	**RGB** 118 156 172
CMYK 42 64 82 39	**CMYK** 20 26 33 0	**CMYK** 82 61 58 50	**CMYK** 57 29 26 0

Our data palette

The data palette has been selected with accessibility and design considerations. It should be used for presentation of charts and other data.

Accessibility

- WCAG level AA contrast ratio 3:1 (against white) for graphical objects.
- Sufficient contrast in value and saturation between colours, particularly between most used.
- Consideration for colour blindness (avoiding green colours help).

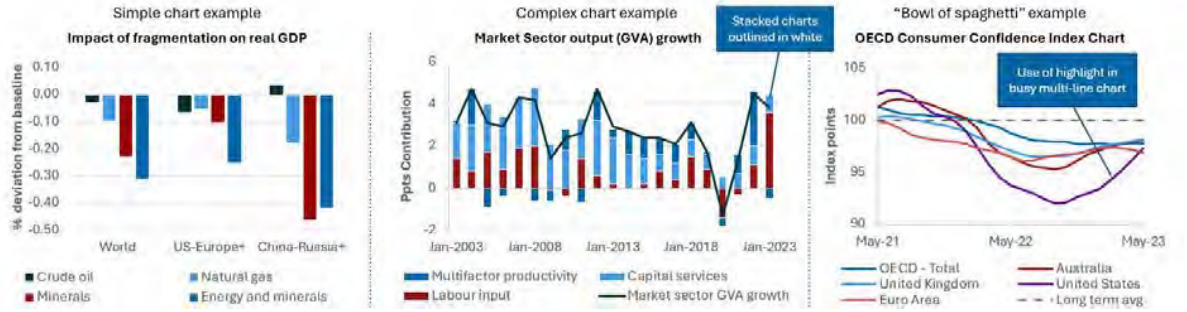
Design

- Colours should not look out of place when used with DISR branded templates and assets.
- Main colours shouldn't have good/bad connotations when placed together e.g. green/red.
- Options for flexibility with within colour palette, following DISR brand.

First 4 colours have a contrast ratio of 3+

These colours best used with dashes/patterns

D1	D2	D3	D4	D5	D6	D7	D8
HEX 0766A5	**HEX** 960000	HEX 4999E1	**HEX** 0B474D	**HEX** 706E6E	**HEX** 61008E	**HEX** CE5958	**HEX** 001B35
RGB 7 102 165	**RGB** 150 0 0	**RGB** 73 153 225	**RGB** 11 71 77	**RGB** 112 110 110	**RGB** 97 0 142	**RGB** 206 89 88	**RGB** 0 27 53
CMYK 92 60 9 0	**CMYK** 25 100 100 26	**CMYK** 66 30 0 0	**CMYK** 90 56 56 40	**CMYK** 56 49 48 15	**CMYK** 77 100 5 2	**CMYK** 15 79 63 2	**CMYK** 96 80 48 62



What you must do

- use the external palette for external products
- use the internal palette for internal products
- use the data palette for charting
- use the main colour for the product's topic
- use all colours at 100% tint and transparency
- use colours in a way that meets minimum WCAG level AA contrast compliance.

What you can do

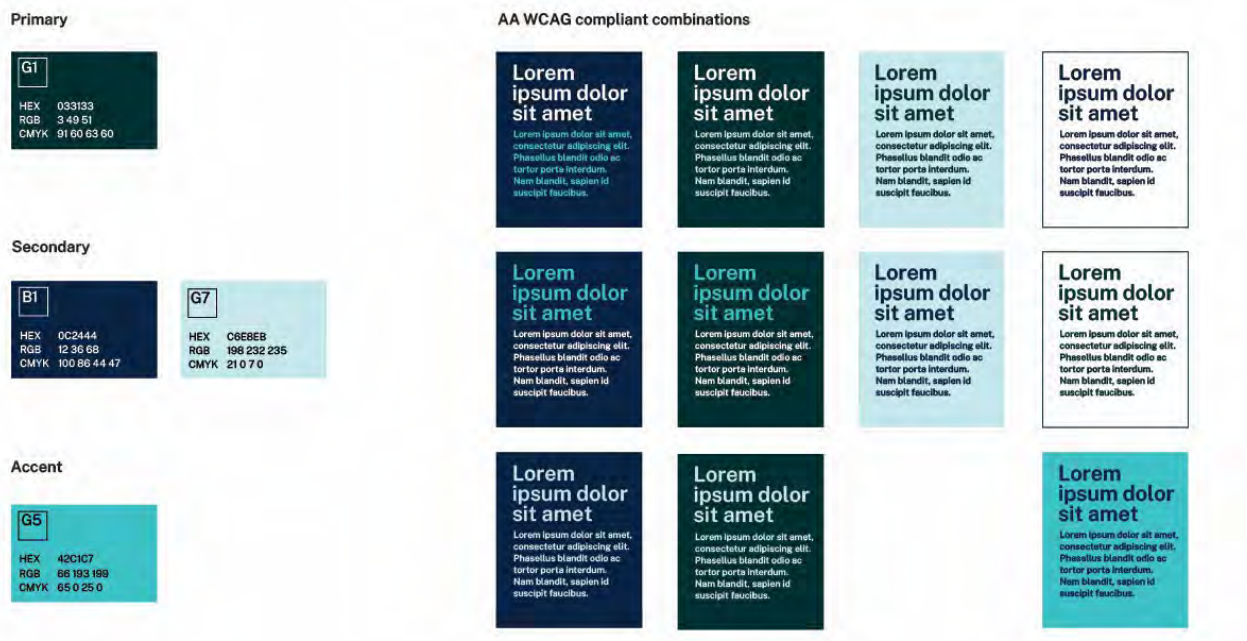
- use colours in the same stream with a highlight colour from an alternate stream
- create gradients
- use transparency only when layered over another colour.

What you can't do

- tint or reduce transparency of any colours.

WCAG compliant pairings

The department is required to comply with the WCAG level AA contrast compliance for text and graphics. The below pairings are an example of pairings that have been tested. Use a reliable colour contrast analyser to test any combinations before use.



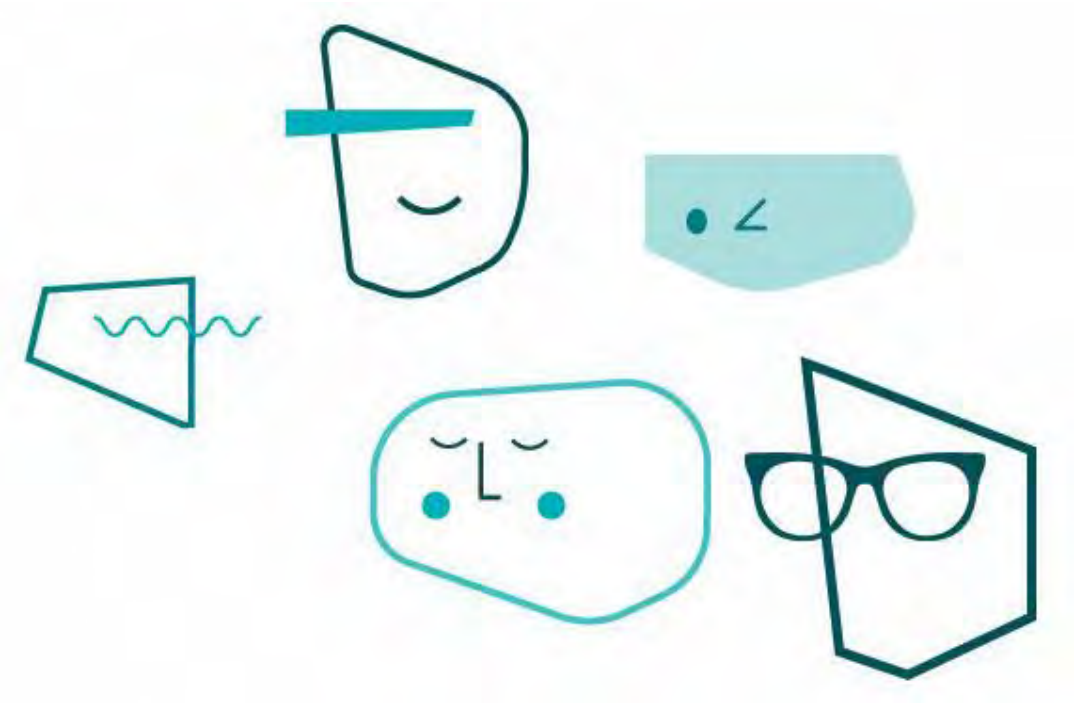
Our internal style

Internal initiatives

Internal initiatives may be supported with a distinct ‘look and feel’ within the brand. The general approach is to combine:

- people brand elements
- unique topic elements
- brand colour combinations

in a unique way used exclusively for the initiative.



Our brand shapes are given a humanised element. The ‘people brand elements’ are abstracted to address diversity and avoid singling out individual types.

Topic elements are chosen to reflect the specific themes and topics.

One-off internal communications products

For standalone products with short shelf life (iCentral tiles, digiboards), a distinct look and feel is not required. As this type of messaging applies to real life examples, stock photography should be avoided. Instead use the brand elements and an illustrative style. People can be represented graphically using colours from the brand (rather than realistic skin and hair colours).

What you must do

- Determine if this requires a distinct look and feel or is a standalone product.
- Use elements (people and topic) sparingly.

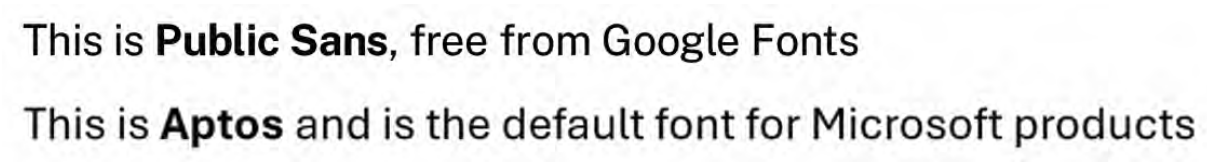
What you can do

- Use the humanised brand elements for initiatives and one-off products.
- Use photography – commission or supplied images of people only.

What you can't do

- Use all the people elements on a single product.
- Use the people elements for external products.
- Use stock photography of people.

Typography



Use Public Sans for externally published collateral including web, social and print.

Use Aptos for staff and internally published documents.

Imagery

The imagery we use on our communications and products should be supportive and complementary to information. When we combine imagery with our other core brand elements it gives a distinct and unified narrative for our audience.

The department defines imagery into the following categories:

- photographs (commissioned, stock, supplied)
- 3-dimensional renderings
- infographics and icons
- artwork
- video and audio visual
- generated AI imagery.

Our image style and tone

Our department covers a broad range of initiatives, programs and projects that support the government in achieving its priorities. Our photographs need to portray the department, and the work we do, in a clear, unified and authentic way.

Images should:

- be a match for the product's content – either in a technical sense or to convey a concept
- have a single focal point and limited subjects
- complement the DISR colour palette.

Our internal imagery is lighter, with more playful elements and characters incorporated. This reflects the broader range of tone possible when products are available only to staff.

Our image principles

Engage early

Contact your Communication relationship manager to discuss your communications requirements. If you are considering imagery as part of your project, the Internal Communications and Creative Services team can help define your requirements.

Focus on Australia

Unless referring to other countries or international partnerships, imagery with people, landscapes, infrastructure, resources, and technology **must** be captured within Australia. You can include 'Australia' as a search parameter on most image libraries.

Ownership

Images must be sourced through appropriate channels. We must have permission from the owner of images not found through our image libraries. The owner may ask for attribution in the final product. The Internal Communications and Creative Services team can advise on attribution format.

Image libraries

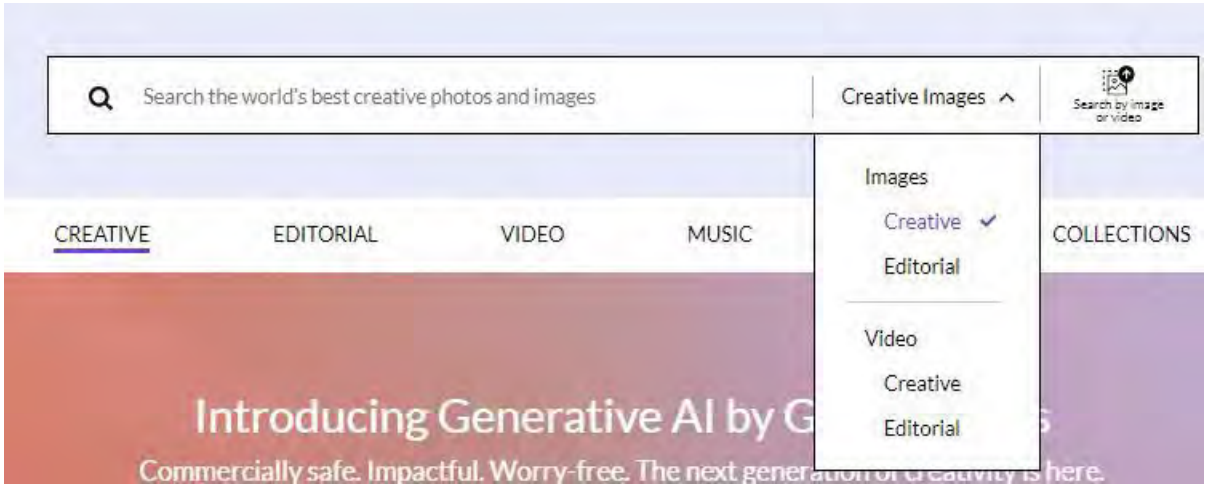
Creative Services have access to the following image libraries:

- Adobe stock
- Getty images
- Noun project

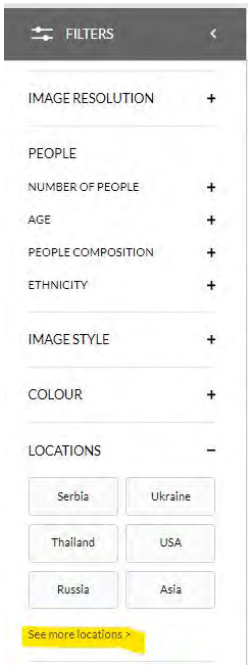
Photographic images should be searched with an 'Australia' search parameter applied or filtered by location. Editorial images cannot be used on departmental products.

Getty images

Using Getty images, to ensure no editorial images are displayed, ensure you select **Creative Images** before specifying search terms.



Once you have entered the search terms, filter by location by opening the Filters panel on the left, choose locations, then see more locations and select Australia.



Stock image resources

The following Getty stock library resources combat stereotypes.

- Getty Images' This is Australia
- Getty Images' Project #ShowUs
- Getty Images' Disability Collection
- Getty Images' Disrupt Aging Collection

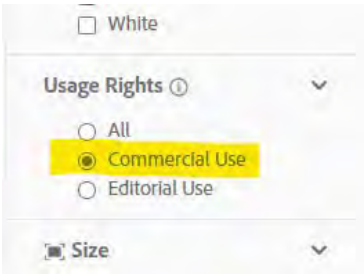
Adobe Stock

For photos, include ‘Australia’ in your search terms to capture Australian content. Illustrations do not require this.

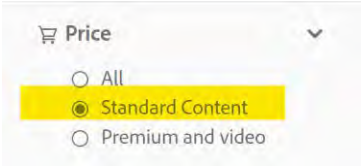
For any time of imagery, ensure you do not choose Editorial or Premium content.

To do this filter by licence type and price. Once you have entered your search terms, open the Filters panel on the left.

Under Usage Rights choose Commercial Use.



Under Price choose Standard content



Noun Project

The Design team has a subscription to Noun Project. Staff can access several icons for free by creating an account.

For hi-res files, search ServiceNow to lodge a Design, Branding and Print request.

Templates

Departmental templates

Our department templates can be found on iCentral.

DISR plain document

Internal use or for short documents that do not need a cover page:

DISR report

External documents and longer internal documents where a cover page and other preliminary content is needed. The Internal Communications and Creative Services team can create a custom cover for your report.

DISR PowerPoint

For both internal and external presentations. There are 2 format options – choose the format that best suits your end application. If you are speaking publicly, please check with the venue to ensure you have the best format.

Website assets

Required website assets can vary depending on the product. Confirm with the Digital Communications team before producing collateral. Most products will require:

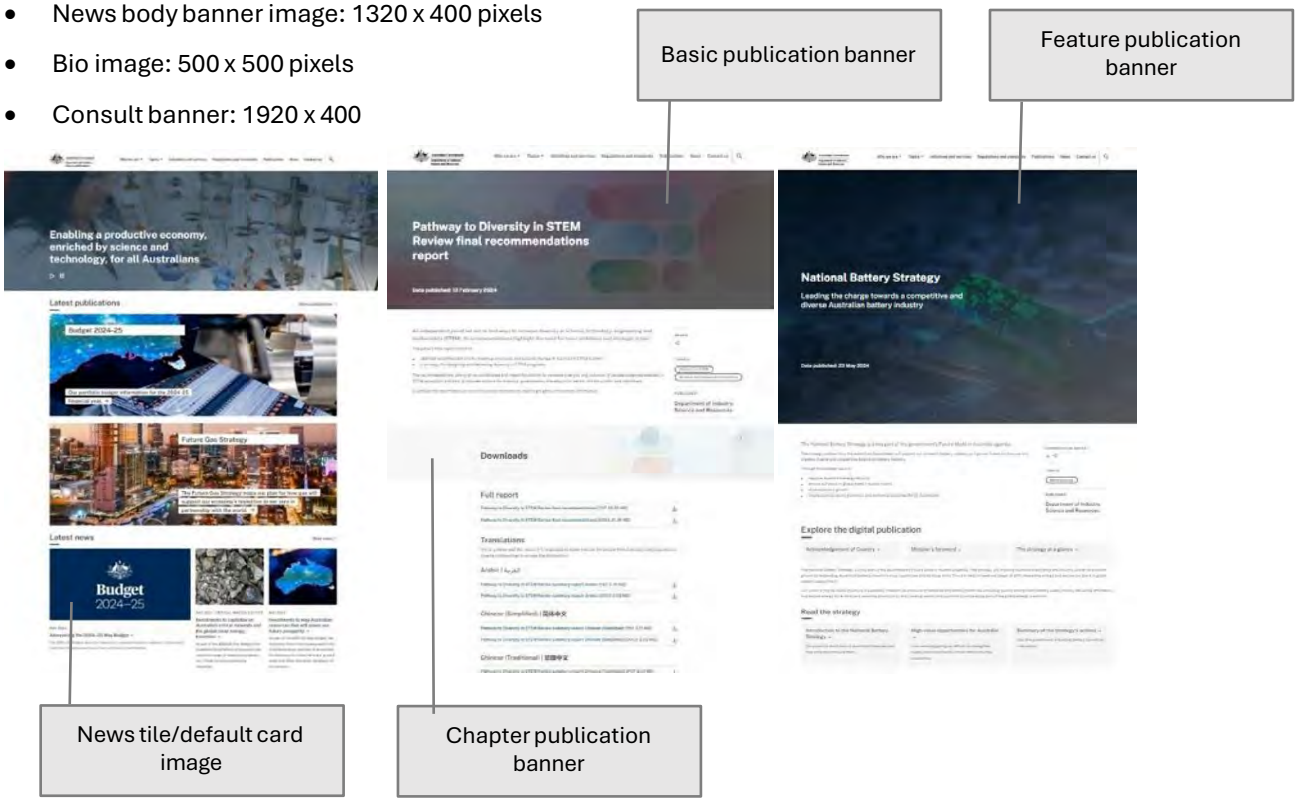
- Basic publication banner: 1920 x 552 pixels, OR
- Featured publication banner: 1920 x 1080 pixels

and

- News tile/default card image: 1320 x 750 pixels

Digital Communications team may also require:

- Chapter publication banner: 1920 x 224 pixels
- Website section banner: 850 x 330 pixels
- News body banner image: 1320 x 400 pixels
- Bio image: 500 x 500 pixels
- Consult banner: 1920 x 400



Intranet assets

Intranet assets include homepage tiles, thumbnail images and banner graphics.

iCentral homepage news tile

- Size 3:2 ratio (300 x 200 pixels)
- No words
- No white backgrounds
- iCentral automatically adds aqua border underneath tile

On articles tagged EVENT or INCLUSION, iCentral will automatically add a coloured box on the top right-hand corner to the image. On articles tagged UPDATE the coloured box will appear top left

iCentral news page thumbnail image

Uses same file as the homepage tile. No border will be added.

iCentral page banner

Size 300 x 70 pixels

iCentral icons

- Size 55 pixels square
- Keep design simple
- iCentral adds the word for the link below or next to the icon
- iCentral crops the image for rounded corners
- Supply as PNG without rounded corners.

Other essential content

Acknowledgment of Country

Usage

- Use the Acknowledgement of Country block (symbol + text) on both digital and print publications.
- Overall size of the block may differ on products, but should be legible (text no smaller than 8pt).
- The block can be inline or stacked.
- The block can be used against a dark or pale background – ensure contrast in all situations.
- The symbol and text cannot be changed.

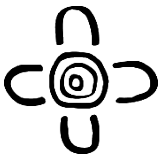
Text

- Use white text against a solid dark background colour.
- Use black text against white or pale background colour.
- Fonts used are those set out in these guidelines.
- Line breaks may change depending on the size/area of the product the block is applied to. Ensure however there is no break to 'First Peoples of this Nation', 'First Nations Peoples', 'Traditional Custodians', and 'Lore Keepers'. Note that there is a paragraph break after the first sentence.

Replicate the following text in full, with a bolded title:

> **Acknowledgement of Country**
>
> Our department recognises the First Peoples of this Nation and their ongoing cultural and spiritual connections to the lands, waters, seas, skies, and communities.
>
> We Acknowledge First Nations Peoples as the Traditional Custodians and Lore Keepers of the oldest living culture and pay respects to their Elders past and present. We extend that respect to all First Nations Peoples.

Symbol



Background: Meeting place symbol by Amy Huggins.

- The symbol should not be used in any other situation apart from the Acknowledgement of Country. Any other use would need to be cleared through the artist, Inclusion team and Indigenous Employee Network (IEN).
- The standard placement is to the left of the Acknowledgement text (minimum buffer room equal to width of outer curve element). The top of the symbol should align with the title.
- The symbol can alternatively sit above the title (same minimum buffer spacing applies), and the text below, in a centred block – for example, see departmental PowerPoint on iCentral.
- The symbol is available in white, black and brand colours.
- Do not apply new colours to the symbol or alter the symbol in any way.

Position

- On website and digital items – in the footer.
- On printed products – can vary depending on item. For example, in reports it should appear near the front of the document with the preliminary content. Whereas on a one-page print product it may appear at the base of the product.

Further advice on Acknowledgements and Welcomes

Additional advice is available from the Inclusion team or ACT Council of Social Service.

Application of artist supplied pieces*

***(this applies to First Nations art and artist supplied work in general)**

The Inclusion team is the point of contact for commissioning First Nations artwork. Artwork is commissioned by the department, and artwork may be done by an employee or external.

Copyright and disclaimer statements

Information about copyright and disclaimer statements is available on iCentral. Copyright and disclaimer statements are also included in our report templates and should be used for all external publications.

Page numbers

Page numbering should be in the footer on the right. Word and PowerPoint corporate templates follow this convention. Printed documents are typeset with the page number on the outer corner of each page (as in printed books).

Campaigns

Branding applied to campaigns has specific development and usage guidelines. Please contact your Communication relationship manager to discuss.

Web address

| **industry.**gov.au

The URL appears without the https:// and www, and has a vertical line before it.

The vertical line | colour should match the corner litmus of a product. Avoid making it the same colour as the URL text to ensure it is not read as an L or capital I.

The first word of the URL and full stop should be bolded. For example, consult.industry.gov.au should appear as

| **consult.**industry.gov.au

Paper requirements

Choose environmental credentials where possible. There are no options for Australian-made cardstock or thick weighted paper.

Print procurement

Print procurement must follow departmental procurement guidelines. The Internal Communications and Creative Services team can assist with sourcing quotes and printer liaison.

Accessibility

Detailed accessibility advice is available on iCentral. The department must adhere to the WCAG guidelines.

Signature blocks

The departmental signature block is the default for all department employees.

Any new signature blocks for events or campaigns must be cleared by the communications team and be designed by the design team. Contact the Internal Communications and Creative Services team for more information.

Writing guide

The Australian Government Style Guide must be applied to all departmental written copy.

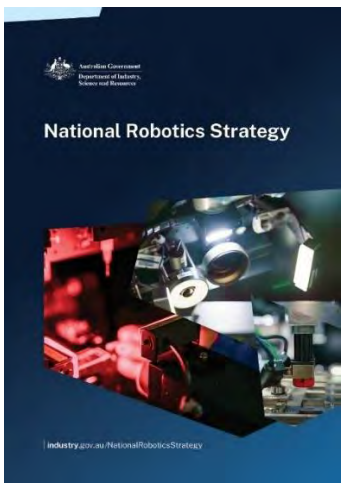
Information about writing guidance is also available on iCentral.

Example applications

Reports

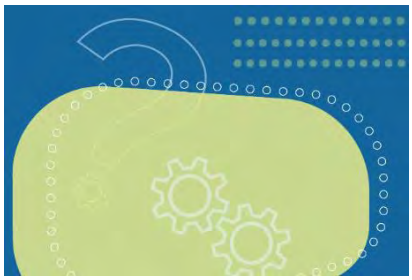
Corporate publications

DISR sub-brand publications



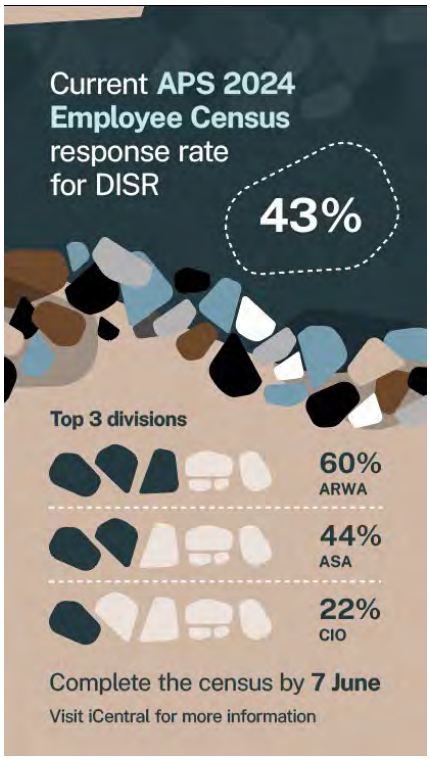
Internal visual identities

Integrity

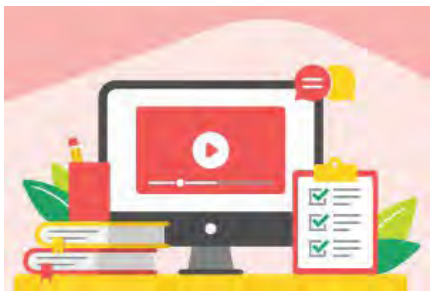


Safety moment

APS Census

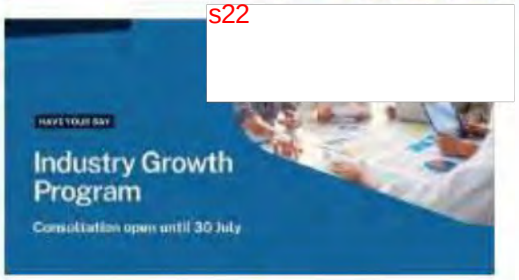


One-off internal communications



Print flyers and advertisements

Social media

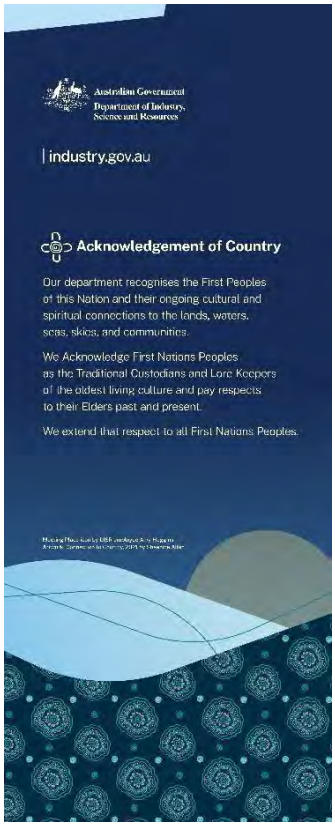


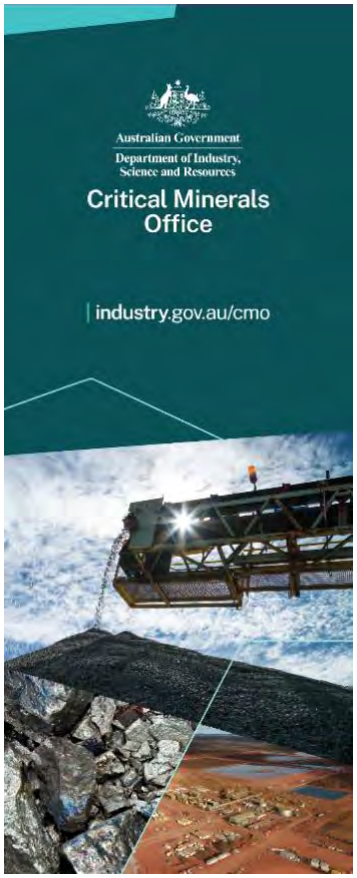
Signage

Lecterns

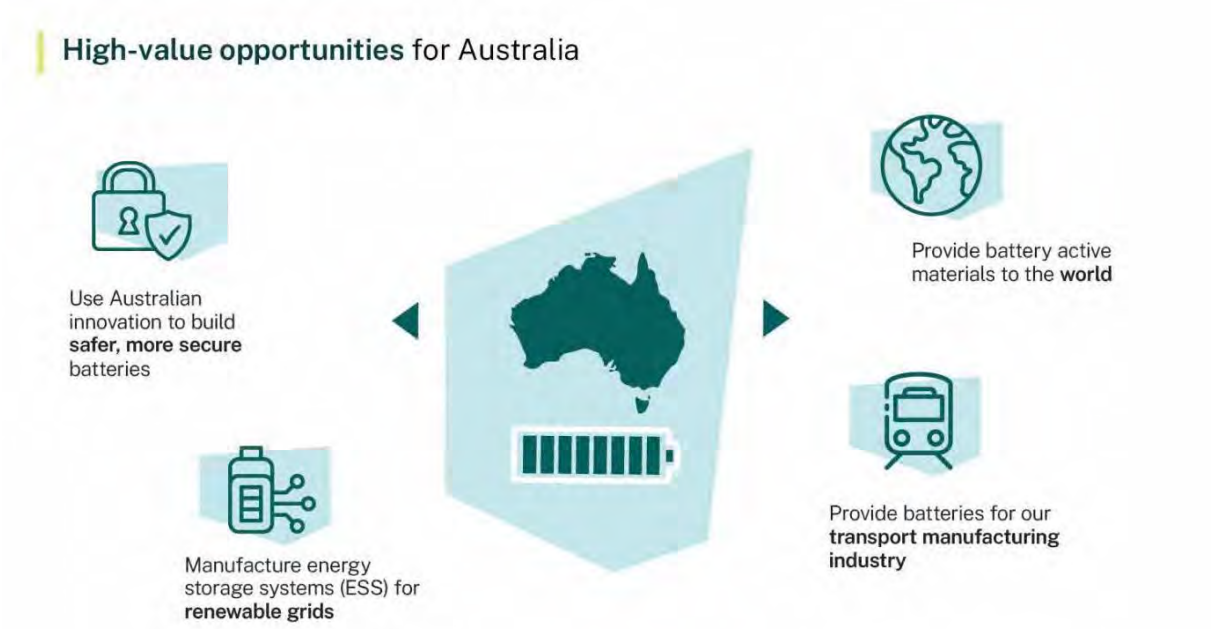
Top and column pieces available.

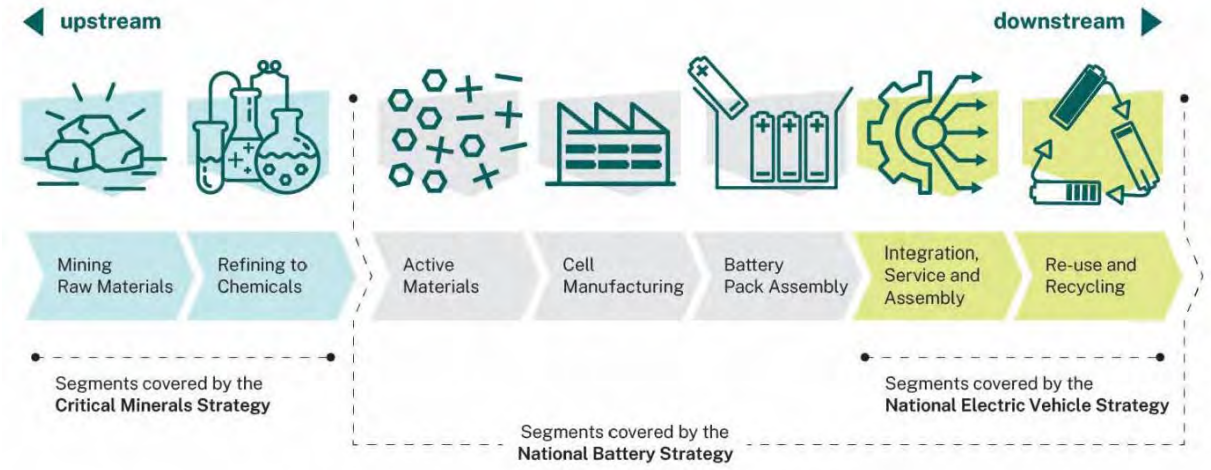
Pull-up banners





Diagrams


High-value opportunities for Australia
Use Australian innovation to build safer, more secure batteries
Manufacture energy storage systems (ESS) for renewable grids
Provide battery active materials to the world
Provide batteries for our transport manufacturing industry


upstream
downstream
Mining Raw Materials
Refining to Chemicals
Active Materials
Cell Manufacturing
Battery Pack Assembly
Integration, Service and Assembly
Re-use and Recycling
Segments covered by the Critical Minerals Strategy
Segments covered by the National Electric Vehicle Strategy
Segments covered by the National Battery Strategy

Phase 1
Q3 2023–Q4 2024
Establish a strong foundation for growth and activate high value early opportunities
Phase 2
Q1–Q2 2024
Identify where Australia can build domestic capability in the global supply chain
Phase 3
Q3 2024–Q4 2025+
Target priority growth areas

Rail industry in Australia

includes above and below rail design, manufacture, construction, operations, maintenance and support

AV guidance

Lower 1/3 strip

Structure

Example

Scale/positioning

Landscape

Example opener and closer video for social media.

Portrait

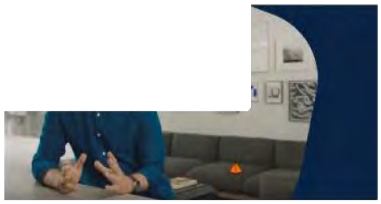
Example opener and closer video for social media shorts and reels.

Transitions

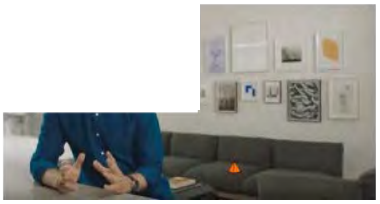
Simple or more complex transition can be played forward or backward.

Simple

s22

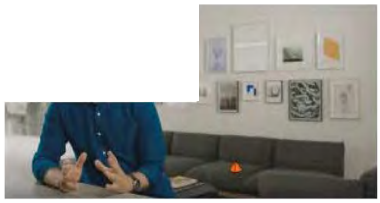


s22



Complex

s22



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Australian Government
Department of Industry, Science and Resources

AusIndustry

AusIndustry Visual Identity Guide

including the First Nations artwork addendum

V5.0 May 2024

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The AusIndustry Brand

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Brand essence

Catalyst

Our brand essence lives at the heart of AusIndustry. It embodies what we do, why we do it, and how we put our efforts into practice.

Engagement with AusIndustry will change a business for the better.

AusIndustry inspires individuals to take their business to another level and works with them to get there.

Led by an outreach network, with local representatives across Australia, AusIndustry connects businesses with the programs and services they need to achieve their business vision.

Our brand essence is for internal use only, to remind and guide us as we work.
It is not a tagline and it is not for external use.

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Who we are

The AusIndustry brand DNA is a focussed distillation of who we are. Each layer is related to the previous step and culminates in the brand essence.

Brand essence	Catalyst
Personality	Confident. Dynamic. Smart. Supportive. Adaptive.
Core values	Trustworthy. Collaborative. Flexible. Innovative. Customer-focussed. Informed.
Emotional rewards	Confident. Empowered. Supported. Optimistic. Inspired. Excited about the opportunity and future prospects.
Rational benefits	Improved business capability. Advice from experienced business experts. Access to government grants. Access to business networks.
Service attributes	Advice, support, services and financial assistance to enable Australian businesses to achieve their business vision and reach their full potential.

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Our voice

How we talk is as important as what we talk about.

The words and language we use must reinforce the look and feel of the brand.

Our tone of voice must remain consistent through all messages and media – whether it is in advertising, direct mail or in person.

Use AusIndustry Standard words for all approved communications and sponsorships.

Engaging

Interesting
Active
Human

Business-like

Professional
Not stilted
No government speak

Supportive

Encouraging
Open
Helpful

Understanding

Empathetic
Knowledgeable

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AusIndustry Brandmark

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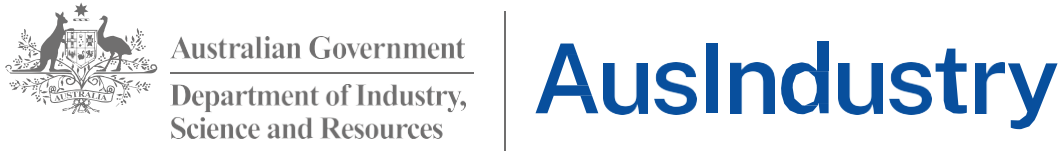
Lock up

The lock up is the signature of the brand and is comprised of the Department of Industry, Science and Resources Government Crest, and the AusIndustry wordmark.

The lock up can be used in two formats, inline and stacked. The lock up must always be used in its entirety and the minimum size and positioning outlined in this guide must be met.

The AusIndustry lock up should be used by the regional network and all AusIndustry programs, with the exception of the R&D Tax Incentive.

The program specific lock ups included in this guide, incorporating the Department name, Government Crest, AusIndustry name and program name, should be used for the R&D Tax Incentive.



Lock up Inline

Lock up Stacked

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Third party use

There are some circumstances where an AusIndustry lock up (including program specific lock ups) can be used by a third party. This is allowed where there is a proven and approved relationship between the third party and the department, for example, a sponsorship or funding agreement.

Third party use of an AusIndustry lock up must follow all guidance outlined in this guide, including, but not limited to size, contrast and appearance.

When a third party is using an AusIndustry lock up, the predominant brand should be that of the third party, not AusIndustry. The AusIndustry logo and acknowledgement text should appear at the end of items. For example, in the footer of websites or base of print products.

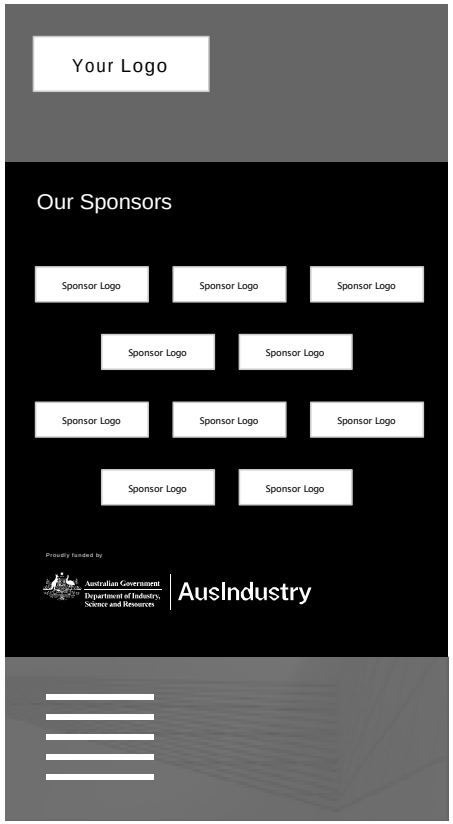
Third party use of an AusIndustry logo should not imply that the government endorses the third party or the third party is part of the government. The lock up should never be used by a third party on media releases.

The use of an AusIndustry lock up by a third party must be approved by the department. To arrange approval for use or for copies of AusIndustry lock ups, please contact:

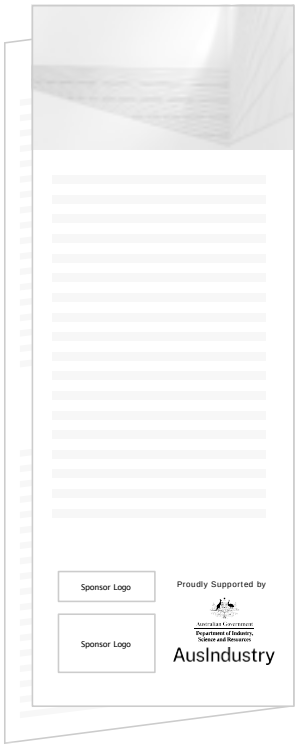
AusIndustryCommunications@industry.gov.au

Website example 1

Website example 2



Print flyer example



* Use Lock up clearspace guidance on pg 10 and 11

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Using the lock up

To ensure the lock up maintains its integrity and is always recognisable, a clearspace – as represented by the 'X' – must be maintained around the lock up. No other objects are to breach this space.

The 'X' is equal to the distance from the top of the capital 'A' in Australian, to the baseline of 'Department of Industry'.

To make sure the lock up is consistently legible, it cannot be produced in such a way that the width of the crest is smaller than 20mm wide for print applications.

Vector based file formats should be used where possible for improved reproduction clarity.

Lock up Inline – clearspace

Lock up Stacked – clearspace

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Lock up clearspace and size for digital use

Digital sizes

Three default lock up minimum sizes are available for use on digital applications.

The smallest version of the lock ups (32 pixel) must not be used on websites and may only be used when available space is limited, such as in mobile applications.

For further guidance on displaying government lock ups online, see https://www.dta.gov.au/help-and-advice/guides-and-tools/requirements-australian-government-websites

Bitmap based file formats should be used for online purposes.

Default lock up minimum sizes for digital application

Crest height 32px

X = 11px

Crest height 48px

X = 16px

Crest height 64px

X = 21px

Usage scenarios

Crest height	Desktop 1200px	Tablet 900px	Mobile 320px
32px	✗	✗	✓
48px	✓	✓	✗
64px	✓	✗	✗

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Lock up colours

For most instances, the colour version of the lock up is to be used.

Care is to be taken to ensure that there is sufficient contrast with the background for legibility and clarity.

For cases where colour reproduction is not available, there are black and white versions for use.

Lock up – Colour

Lock up – Black

Lock up – White

Lock up dos and don'ts

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✔ Do

✔ Do use the appropriate lock up variation on an appropriate solid colour from the AusIndustry colour palette

✔ Do use the recommended clearspace around the lock up

✖ Don't

✖ Do not place on a low contrast background

✖ Do not scale lock up disproportionately

✖ Do not recolour the lock up

✖ Do not rearrange the lock up components

✖ Do not add graphic effects to the lock up

✖ Do not rotate the lock up

✖ Do not place on a patterned or visually complex background

✖ Do not place on a photographic background

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Program lock ups

AusIndustry's primary program is the R&D Tax Incentive.

This program uses a specific variation of the AusIndustry lock up. All rules and guidelines from this guide relating to the use of the AusIndustry lock up also apply to this program specific lock up.

The same brandmark rules outlined on pages 8 to 13 of this guide apply to this variation of the AusIndustry lock up.

For information on AusIndustry's migrated and decommissioned program brands, please see brand guidelines below, for Industry Growth Program, replacing the Entrepreneurs Programme, and the brand guidelines for the Cooperative Research Centres Program.

Industry Growth Program

PDF DISR Industry Growth Program visual identity guidelines

Cooperative Research Centres Program

PDF DISR Cooperative Research Centres Program visual identity guidelines

RDTI lock up inline

RDTI lock up stacked

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Using the lock up

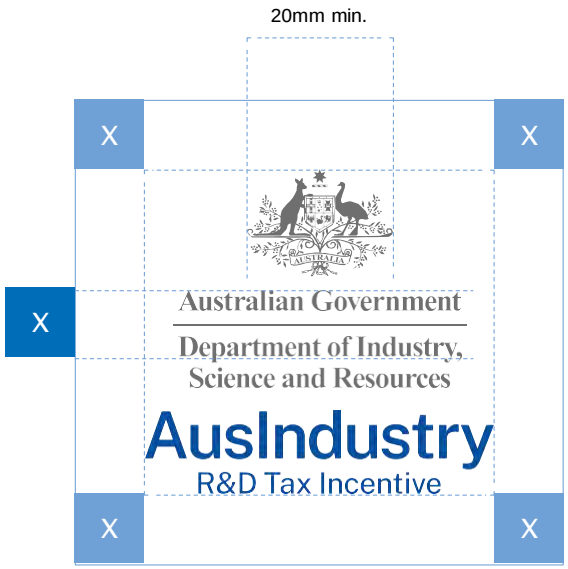
To ensure the lock up maintains its integrity and is always recognisable, a clearspace – as represented by the 'X' – must be maintained around the lock up. No other objects are to breach this space.

The 'X' is equal to the distance from the top of the capital 'A' in Australian, to the baseline of 'Department of Industry'.

To make sure the lock up is consistently legible, it cannot be produced in such a way that the width of the crest is smaller than 20mm wide for print applications.

Vector based file formats should be used where possible for improved reproduction clarity.

Lock up Inline – clearspace



Lock up Stacked – clearspace

Lock up clearspace and size for digital use – R&D Tax Incentive

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Digital sizes

Three default lock up minimum sizes are available for use on digital applications.

The smallest version of the lock ups (32 pixel) must not be used on websites and may only be used when available space is limited, such as in mobile applications.

For further guidance on displaying government lock ups online, see https://www.dta.gov.au/help-and-advice/guides-and-tools/requirements-australian-government-websites

Bitmap based file formats should be used for online purposes.

Default lock up minimum sizes for digital application

Crest height 32px

X = 11px

Crest height 48px

X = 16px

Crest height 64px

X = 21px

Usage scenarios

Crest height	Desktop 1200px	Tablet 900px	Mobile 320px
32px	✗	✗	✓
48px	✓	✓	✗
64px	✓	✗	✗

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Brand elements

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Brand colours

The colour palette consists of blues, augmented with complementary accent colours, all of which are derived from the business.gov.au corporate palette.

'Cobalt' is used in the brandmark lock ups for AusIndustry and the R&D Tax Incentive.

Primary and secondary

— Used for text, graphics and compositional blocks.

Accent

— Used only for graphs, charts and interface elements in digital applications such as buttons, rollovers or links.

Accent colours should not be used to colour text or any design elements, such as boxes, quotes or icons.

Ripple graphic and gradient

— Used only in the 'Ripple graphic' element and a gradient implemented as a compositional element

Tints

— Used only as background elements and compositional blocks.

For further guidance on colour usage see the 'Colour combinations' section of this guide (p21).

Colour palette

Primary

COBALT
Pantone 7686 CP
CMYK 100 69 11 2
RGB 38 79 144
HEX 254F90

Secondary

MIDNIGHT
Pantone 2767 CP
CMYK 100 86 37 38
RGB 33 42 76
HEX 212A4C

AZURE
Pantone 2175 CP
CMYK 97 51 0 0
RGB 0 109 184
HEX 006DB8

Accent

VIOLET
CMYK 39 100 18 1
RGB 164 32 121
HEX A42079

PURPLE
CMYK 76 77 0 0
RGB 91 67 208
HEX 5B43D0

GREEN
CMYK 83 32 49 8
RGB 33 128 128
HEX 218080

Ripple graphic and gradient

MIDNIGHT
Pantone 2767 CP
CMYK 100 86 37 38
RGB 33 42 76
HEX 212A4C

INDIGO
CMYK 100 81 8 62
RGB 16 27 69
HEX 101B45

NAVY
CMYK 100 73 6 47
RGB 1 48 99
HEX 013063

OCEAN
CMYK 99 64 4 31
RGB 0 67 125
HEX 00437D

ROYAL
CMYK 99 56 2 15
RGB 0 87 153
HEX 005799

AZURE
Pantone 2175 CP
CMYK 97 51 0 0
RGB 0 109 184
HEX 006DB8

MIDNIGHT — AZURE

Tints

MIST
Pantone 2175 CP – 5% tint
CMYK 5 2 0 0
RGB 245 247 253
HEX F5F7FD

POWDER
Pantone 2175 CP – 10% tint
CMYK 10 5 0 0
RGB 234 239 250
HEX EAEFFA

ICE
Pantone 2175 CP – 15% tint
CMYK 15 7 0 0
RGB 223 231 246
HEX DFE7F6

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Using colours together

Only the colour combinations as shown here are to be used as part of the AusIndustry brand.

Colour combinations as shown can be used in for both text and graphic applications at all sizes.

These colour combinations take into account colour accessibility compliance with AA WCAG 2.0 standards as well as brand aesthetics.

For example

Use ‘Cobalt’ as foreground text or graphic on a ‘Mist’ background.

Do not use ‘Midnight’ as foreground text or graphic on an ‘Azure’ background.

Colour breakdown, classification and use case scenarios are outlined in the ‘Colour palette’ section of this guide (p20).

* These colour combinations are only to be used for graphs, charts and interface elements in digital applications such as buttons, rollovers or links. They are not be used to colour text or any design elements, such as boxes, quotes or icons.

Correct colour combinations

BACKGROUND COLOUR
COBALT

FOREGROUND TEXT AND GRAPHICS
✔ WHITE

BACKGROUND COLOUR
MIDNIGHT

FOREGROUND TEXT AND GRAPHICS
✔ WHITE

BACKGROUND
AZURE

FOREGROUND TEXT AND GRAPHICS
✔ WHITE

BACKGROUND COLOUR
MIST

FOREGROUND TEXT AND GRAPHICS
✔ COBALT
✔ MIDNIGHT
✔ AZURE
✔ BLACK

BACKGROUND COLOUR
POWDER

FOREGROUND TEXT AND GRAPHICS
✔ COBALT
✔ MIDNIGHT
✔ AZURE
✔ BLACK

BACKGROUND COLOUR
POWDER

FOREGROUND TEXT AND GRAPHICS
✔ COBALT
✔ MIDNIGHT
✔ AZURE
✔ BLACK

BACKGROUND COLOUR
WHITE

FOREGROUND TEXT AND GRAPHICS
✔ COBALT
✔ MIDNIGHT
✔ AZURE
✔ BLACK
✔ VIOLET*
✔ PURPLE*
✔ GREEN*

BACKGROUND COLOUR
BLACK

FOREGROUND TEXT AND GRAPHICS
✔ WHITE

BACKGROUND COLOUR
VIOLET

FOREGROUND TEXT AND GRAPHICS
✔ WHITE*

BACKGROUND COLOUR
PURPLE

FOREGROUND TEXT AND GRAPHICS
✔ WHITE*

BACKGROUND COLOUR
GREEN

FOREGROUND TEXT AND GRAPHICS
✔ WHITE*

Restricted colour palette

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MIDNIGHT	AZURE	VIOLET	PURPLE	GREEN	YELLOW	SKY	PINK
Pantone 2767 CP CMYK 100 86 37 38 RGB 33 42 76 HEX 212A4C	Pantone 2175 CP CMYK 97 51 0 0 RGB 0 109 184 HEX 006DB8	CMYK 39 100 18 1 RGB 164 32 121 HEX A42079	CMYK 76 77 0 0 RGB 91 67 208 HEX 5B43D0	CMYK 83 32 49 8 RGB 33 128 128 HEX 218080	CMYK 1/33/85/0 RGB 229 177 61 HEX #E5B13D	Pantone 278 CP CMYK 43 17 0 0 RGB 148 181 218 HEX 94B5DA	Pantone 204 CP CMYK 0 58 1 0 RGB 226 127 165 HEX E27FA5
80% TINT							
60% TINT							
40% TINT							
20% TINT							

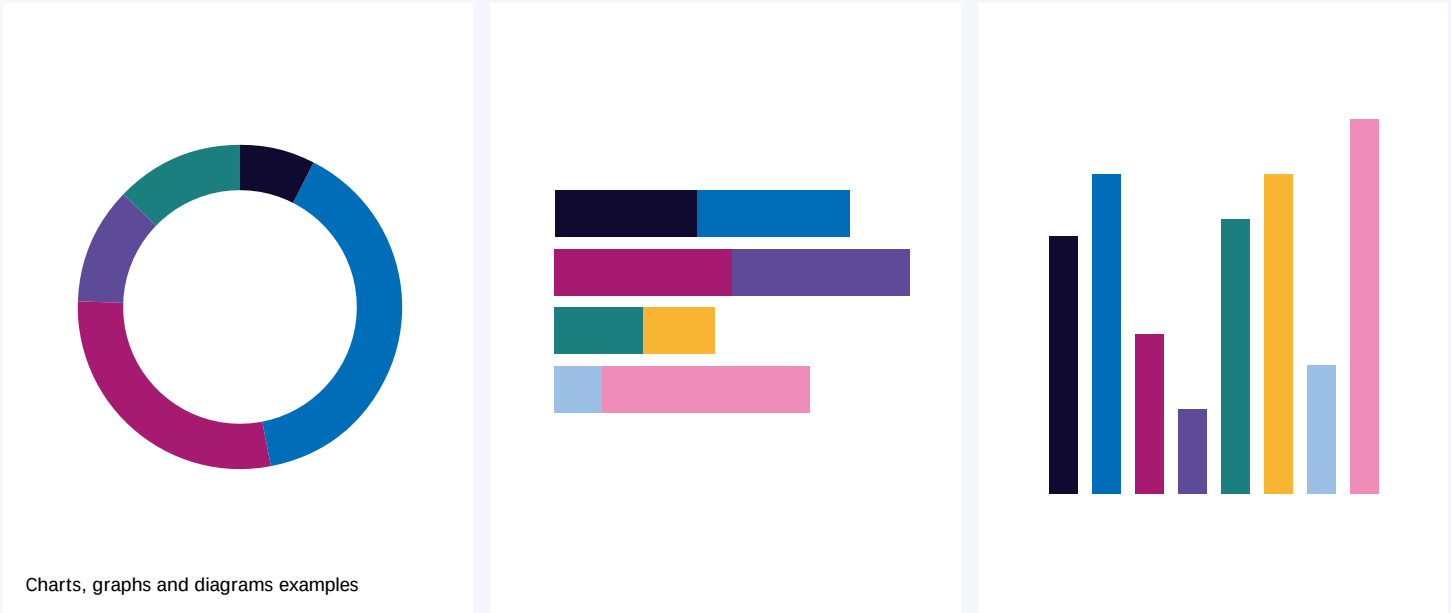
Charts, graphs and diagrams

The restricted colour palette consists of colours from the main colour palette as well as supplementary colours.

This colour palette is to be used only for displaying complex forms of information and data in charts, graphs and diagrams.

The restricted colour palette should not be used to colour text or any design elements, such as boxes, quotes or icons.

The ordering of colours chosen for display of data should follow the order presented here, beginning left to right.



Charts, graphs and diagrams examples

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Internally produced communications

Calibri is to be used for internally produced communications. It is provided as part of the Microsoft Office suite of products.

Professionally produced communications

Open Sans is part of the AusIndustry and business.gov.au brands and is to be used online and in professionally designed communications.

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Typographic styles – internally produced communications

The typographic styles as depicted on this page are to be used on A4 sized documents when using the Microsoft Office suite of products.

Full colour breakdown is outlined in the ‘Colour palette’ section of this guide (p20).

Heading level one

Calibri Bold ‘Cobalt’ 18/21pt, 7pt before + 7pt after

Heading level two

Calibri Bold ‘Black’ 14/17.5pt, 7pt before + 7pt after

Heading level three

Calibri Regular ‘Cobalt’ 12/17pt, 7pt before + 7pt after

Heading level four

Calibri Bold ‘Black’ 10/14pt, 7pt before + 7pt after

Body copy, Etiam porta sem malesuada magna mollis euismod. Cras mattis consectetur purus sit amet fermentum.

Calibri Regular ‘Black’ 10/14pt, 7pt after

List:

Calibri Regular ‘Black’ 10/14pt, 3.5pt after

- item one
- item two
- item three

Numbered list:

Calibri Regular ‘Black’ 10/14pt, 3.5pt after

1. item one
2. item two
3. item three

List numbers ‘Azure’

> Quote, Nullam quis risus eget urna mollis ornare vel eu leo. Nulla vitae elit libero, a pharetra augue.

Calibri Regular ‘Azure’ 12/17.5pt, 7pt before + 14pt after

> Box Quote, Nullam quis risus eget urna mollis ornare vel eu leo.

Calibri Regular ‘Cobalt’ 14/17.5pt, 21pt before + 35pt after

Box ‘Mist’ Vertical line ‘Cobalt’

Caption, Nullam quis risus eget urna mollis ornare vel eu leo.

Calibri Regular ‘Black’ 8/14pt, 7pt before + 21pt after

Horizontal rule ‘Cobalt’

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Typographic styles – professionally produced communications

The typographic styles as depicted on this page are to be used on professionally produced A4 sized documents.

Full colour breakdown is outlined in the 'Colour palette' section of this guide (p20).

Heading level one — Open Sans Semibold 'Cobalt' 12/15pt, 6pt before + 6pt after

Heading level two — Open Sans Bold 'Black' 10/12pt, 6pt before + 6pt after

Heading level three — Open Sans Regular 'Cobalt' 10/12pt, 6pt before + 6pt after

Heading level four — Open Sans Semibold 'Black' 9/12pt, 6pt before + 6pt after

Body copy, Etiam porta sem malesuada magna mollis euismod. Cras mattis consectetur purus sit amet fermentum. — Open Sans Regular 'Black' 9/12pt, 6pt after

List: — Open Sans Regular 'Black' 9/12pt, 3pt after

- item one
- item two
- item three

Numbered list: — Open Sans Regular 'Black' 9/12pt, 3pt after

1. item one — List numbers 'Azure'
2. item two
3. item three

Quote, Nullam quis risus eget urna mollis ornare vel eu leo. Nulla vitae elit libero, a pharetra augue. — Open Sans Regular 'Black' 10/15pt, 6pt before + 12pt after

> Box Quote, Nullam quis risus eget urna mollis ornare vel eu leo.

Open Sans Regular 'Cobalt' 12/15pt, 18pt before + 30pt after

Box 'Mist' Vertical line 'Cobalt'

Caption, Nullam quis risus eget urna mollis ornare vel eu leo. — Open Sans Regular 'Black' 7/12pt, 6pt before + 18pt after

Horizontal rule 'Cobalt'

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Key graphic device

The brand's key graphic device is an ever-growing 'ripple' that radiates outwards. It communicates transformation and growth as a result of being a part of AusIndustry.

It is a flexible graphic device that can be used in a number of ways across brand touch-points.

The graphic is not to be recoloured, rearranged, pulled apart, stretched, squeezed or reinterpreted in any way.

The bands of the ripple graphic consist from dark to light of 'midnight', 'indigo', 'navy', 'ocean', 'royal', 'azure' and the background colour is 'cobalt'.

Colour breakdown is outlined in the 'Colour palette' section of this guide (p20).

Ripple graphic

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Using the Ripple

The ‘Ripple’ graphic is supplied in five different versions to accommodate different use case scenarios. Some form of the graphic is to be used on all instances of collateral items.

The different scenarios are based on different formats and orientations for cropping the graphic, portrait, narrow portrait, cropped background, narrow landscape and landscape

The ‘Ripple’ graphic should always emanate from bottom left and grow to top right.*

All colours of the graphic should be visible when cropped.*

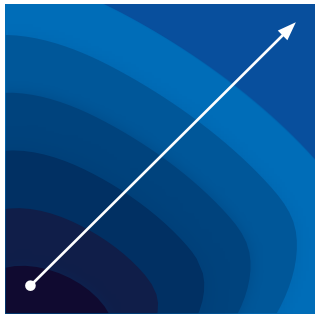
Only one instance of the graphic is to be used in a single composition.

The graphic is not to be produced in any form other than depicted here, it is not to e recoloured, rearranged, pulled apart, stretched, squeezed or reinterpreted in any way.

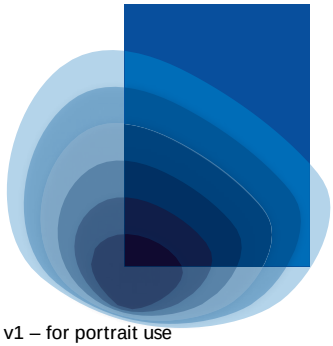
If you require access to a version of the graphic not provided in the templates, please speak to the AusIndustry communications team.

* Ripple Graphic v3 is an exception to this rule. This version of the graphic is to be used as a background when an object – usually a photograph – is placed on top of it.

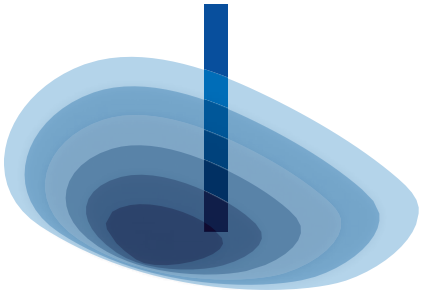
Ripple graphic – usage



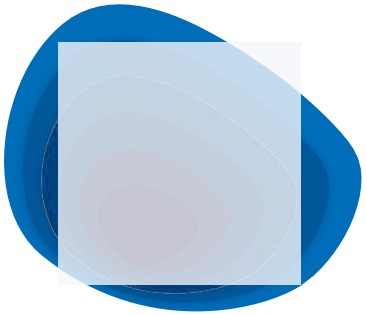
Crop the ‘Ripple’ graphic so that it ‘grows’ from bottom left to top right*



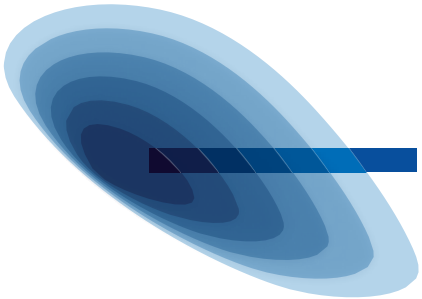
Ripple Graphic v1 – for portrait use



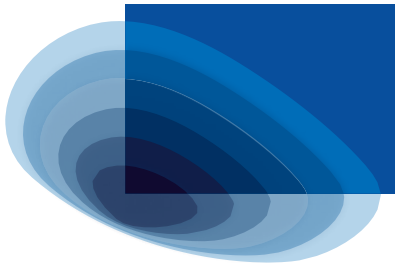
Ripple Graphic v2 – for narrow portrait use



Ripple Graphic v3 – for cropped background use



Ripple Graphic v4 – for narrow landscape use



Ripple Graphic v5 – for landscape use

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In application

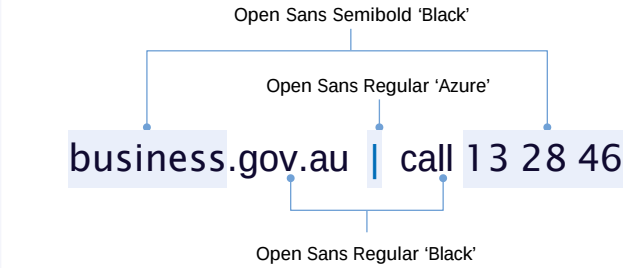
Key contact details for AusIndustry (business.gov.au site and call centre number) should be used where appropriate in documents and products. This information has been incorporated into AusIndustry templates.

The contact block should be reproduced as described here without variation.

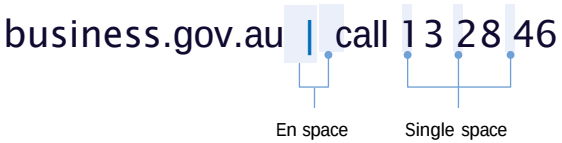
In A4 sized documents it is to be reproduced at 14pt and scaled accordingly for other sized applications. Minimum font size required is 8pt.

It can be used in two formats, inline and stacked depending on the format and layout of it's application. It should be applied so as to be the last item of text to be read from top left to bottom right.*

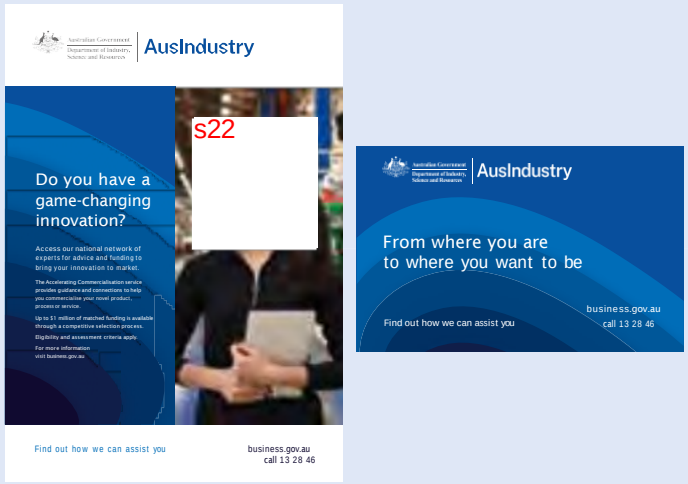
Contact block



Typeface and colour



Spacing



Examples

business.gov.au | call 13 28 46

Contact block – inline

business.gov.au
call 13 28 46

Contact block – stacked

business.gov.au | call 13 28 46

Contact block – inline white

business.gov.au
call 13 28 46

Contact block – stacked white

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General use

An extensive set of functional icons are available for use across all products where appropriate to help illustrate a range of communication scenarios.

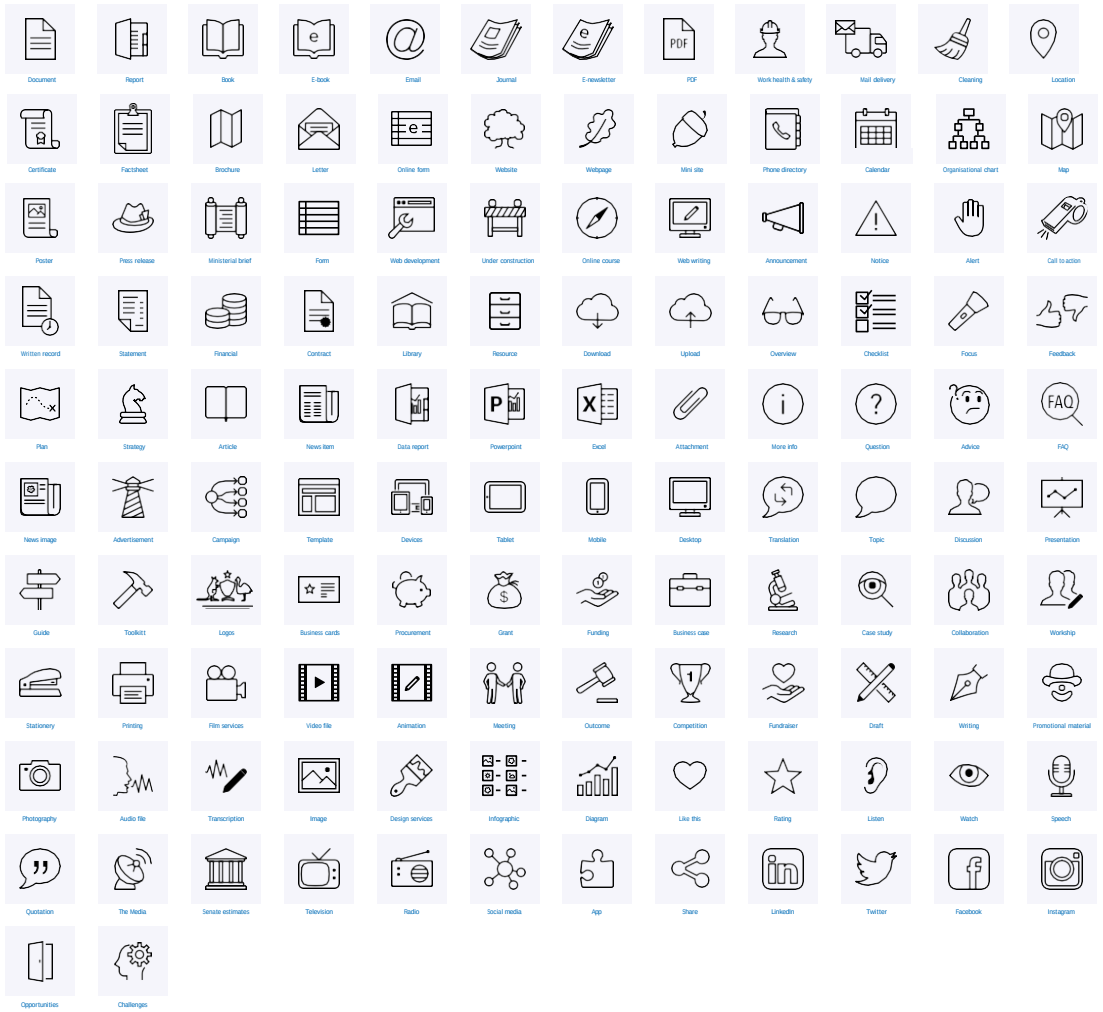
Icons are available in black, white and blue.

Some AusIndustry programs have program specific icons that can be used in some limited circumstances.

Black

White

Blue



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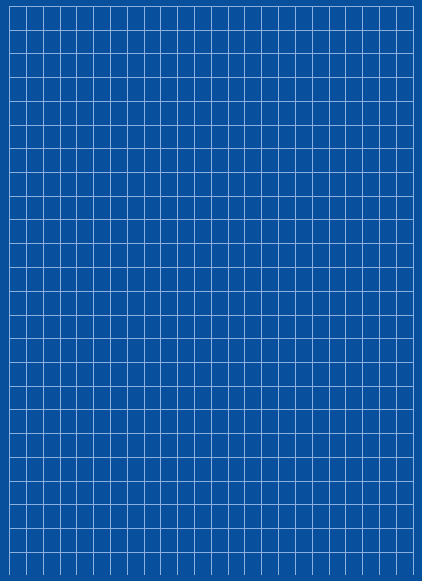
Grid system

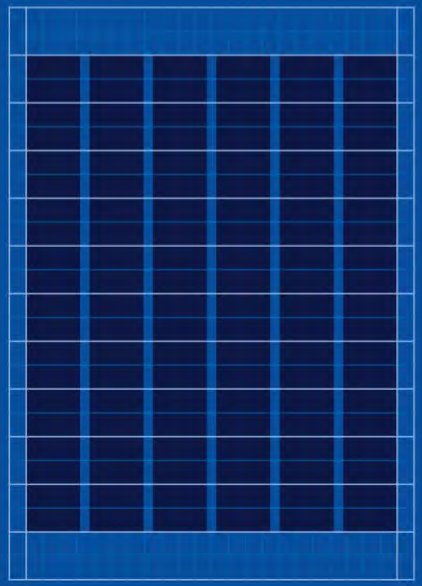
All AusIndustry design uses a ‘24 x 24 document grid’.

This grid scales proportionally based on the format of the collateral item in question.

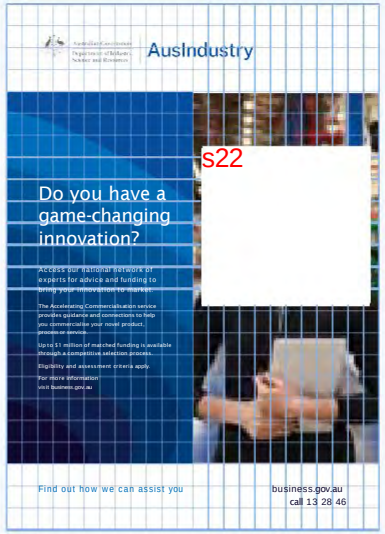
A ‘6 column page grid’ is derived from the document grid and is used across all publications.

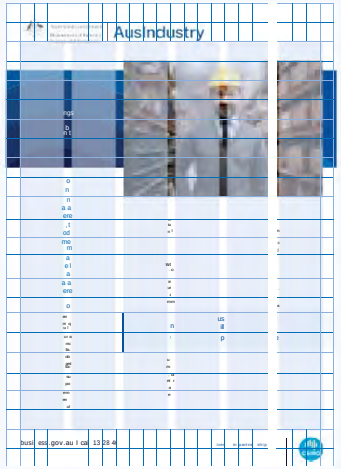


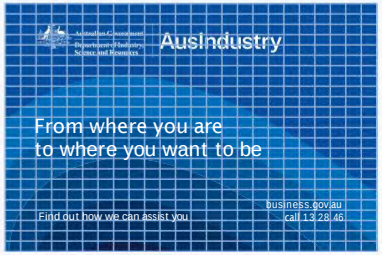
24 x 24 document grid



6 column page grid







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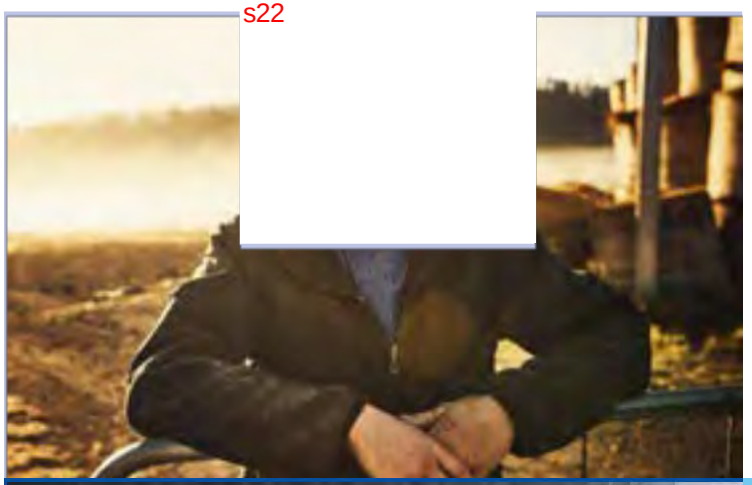
Photography

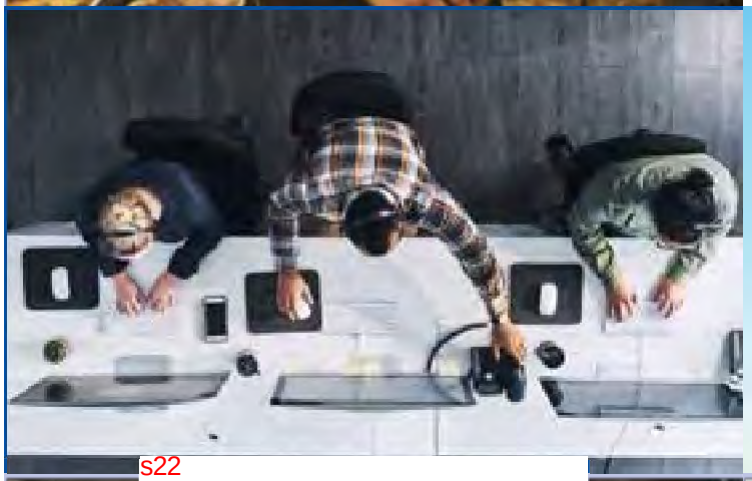
Choosing images

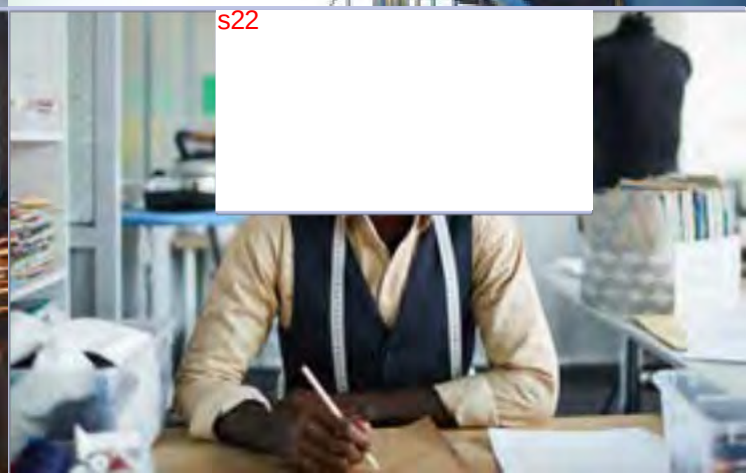
Images and photography used in documents and products should be chosen based on who the target audience is for that document or product.

Different AusIndustry programs may use different images and photography based on their target audiences.

Contact the AusIndustry Communications team at s 22 @industry.gov.au for access to imagery you can use for documents and products if required.







Note: Images displayed are for illustration purposes only. Not all images shown are part of the AusIndustry image library.

LEX 76272 - FOI - Document 7

Collateral

Business cards

LEX 76272 - FOI - Document 7

Format

Adobe InDesign

Size

90mm (w) x 55mm (h)

AusIndustry business cards for department staff are available through the Department's pre-set ordering system, available on iCentral.

If you need more information about business cards for external partners, please contact:

s 22 @industry.gov.au

Letterhead

LEX 76272 - FOI - Document 7

Format

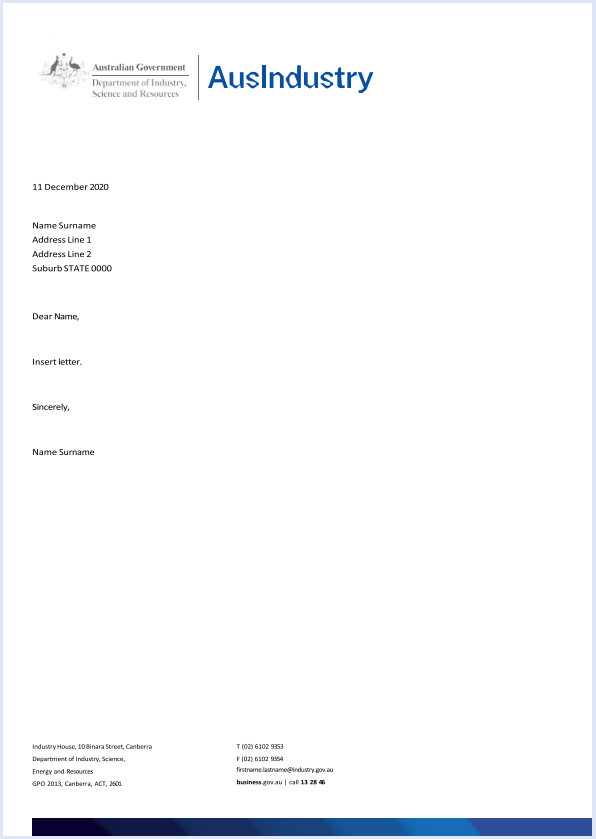
Microsoft Word template

Size

A4 – 210mm (w) x 197mm (h)

Variations

Variations of this document are available with program specific lock ups for the R&D Tax Incentive.



Australian Government
Department of Industry, Science and Resources

AusIndustry

11 December 2020

Name Surname
Address Line 1
Address Line 2
Suburb STATE 0000

Dear Name,

Insert letter.

Sincerely,

Name Surname

Industry House, 10 Binara Street, Canberra
Department of Industry, Science, Energy and Resources
GPO 2013, Canberra, ACT, 2601

T (02) 6102 9353
F (02) 6102 9854
firstname.lastname@industry.gov.au
business.gov.au | call **13 28 46**

LEX 76272 - FOI - Document 7

Pull-up banner

Format

Adobe InDesign

Size

845mm (w) x 2260mm (h)

Variations

Variations of this product are available with program specific lock ups for the R&D Tax Incentive.

LEX 76272 - FOI - Document 7

Format

Microsoft Powerpoint

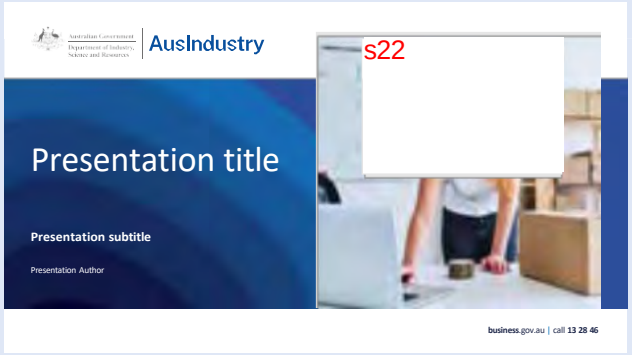
Size

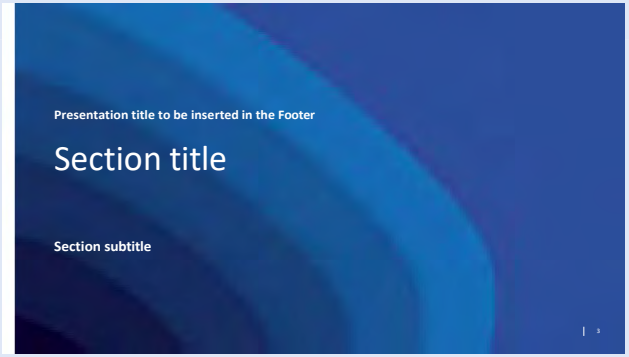
Widescreen

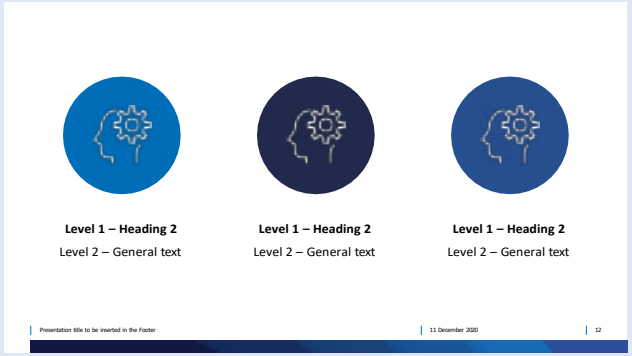
Appropriate imagery is to be chosen to suit the audience for the presentation.

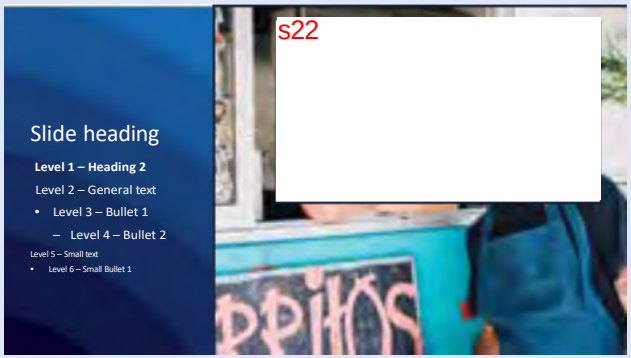
Variations

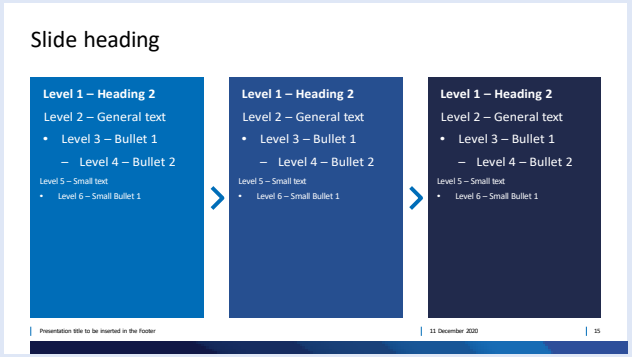
Variations of this document are available with program specific lock ups for the R&D Tax Incentive.











Format

Microsoft Word

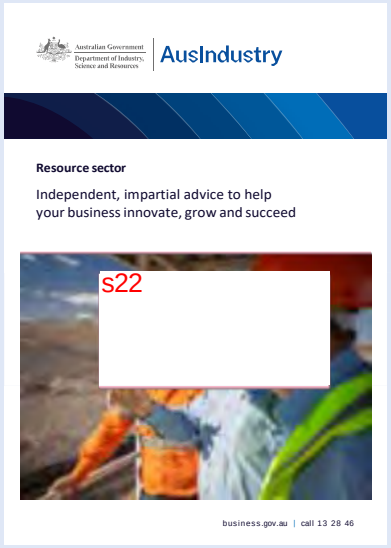
Size

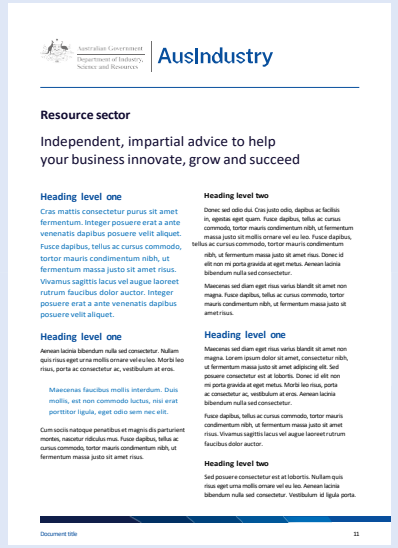
A4 portrait – 210mm (w) x 297mm (h)
and
A4 landscape – 297mm (w) x 210mm (h)

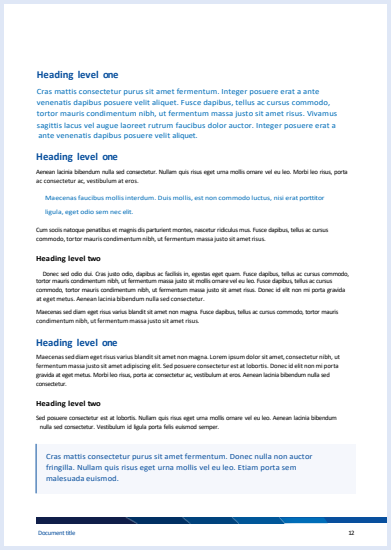
Appropriate imagery is to be chosen to suit the audience for the document.

Variations

Variations of these documents are available with program specific lock ups for the R&D Tax Incentive.







Factsheet sample

LEX 76272 - FOI - Document 7

Format

Adobe InDesign and Microsoft Word

Size

A4 – 210mm (w) x 297mm (h)

Appropriate imagery is to be chosen to suit the audience for the factsheet.

Variations

Variations of these documents are available with program specific lock ups for the R&D Tax Incentive.

Australian Government
Department of Industry, Science and Resources

AusIndustry

Success stories

Business Name

Engaging story title

s22

Heading level one

Cras mattis consectetur purus sit amet fermentum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Integer posuere erat a ante venenatis dapibus posuere velit aliquet.

Heading level one

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Curabitur blandit tempus porttitor. Aenean lacinia bibendum nulla sed consectetur. Donec ullamcorper nulla non metus auctor fringilla. Maecenas sed diam eget risus varius blandit sit amet non magna. Aenean lacinia bibendum nulla sed consectetur. Cras justo odio, dapibus ac facilisis in, egestas eget quam.

Heading level two

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Heading level one

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Heading level two

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Cras mattis consectetur purus sit amet fermentum. Donec nulla non auctor fringilla. Nullam quis risus eget urna mollis vel eu leo. Etiam porta malesuada euismod.

business.gov.au | call 13 28 46

Heading level one

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- Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.
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Heading level three

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Heading level four

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2. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.
3. Integer posuere erat a ante venenatis dapibus posuere velit aliquet.

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s22

Caption: Nullam quis risus eget urna mollis ornare vel eu leo.

Figures and charts heading

TABLE HEADER		
Column Heading	Column Heading	Column Heading
Table text	Table text	Table text
~~Table text~~	~~Table text. Cras justo odio,~~	~~Table text. Cras justo odio,~~
	dapibus ac facilisis in, egestas eget quam. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.	dapibus ac facilisis in, egestas eget quam. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.
Table text	Table text	Table text

Heading level one

Aenean lacinia bibendum nulla sed consectetur. Nullam quis risus eget urna mollis ornare vel eu leo. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.

Maecenas faucibus mollis interdum. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget odio sem nec elit.

Heading level two

Donec sed odio dui. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum.

Fermentum massa justo sit mollis ornare vel eu leo. Fusce dapibus, tellus ac cursus commodo, tortor mauris elit non mi porta gravida at eget metus. Aenean lacinia bibendum nulla sed consectetur.

Maecenas sed diam eget risus varius blandit sit amet non magna. Fusce dapibus, tellus ac cursus commodo.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer posuere erat a ante venenatis dapibus posuere velit aliquet.

business.gov.au | call 13 28 46

Video graphics

LEX 76272 - FOI - Document 7

Format

Adobe Premiere

Size

HD Widescreen – 1920px (w) x 1080px (h)

Chiron style

1 - Graphic transition example - 1

2

3

4

5

6

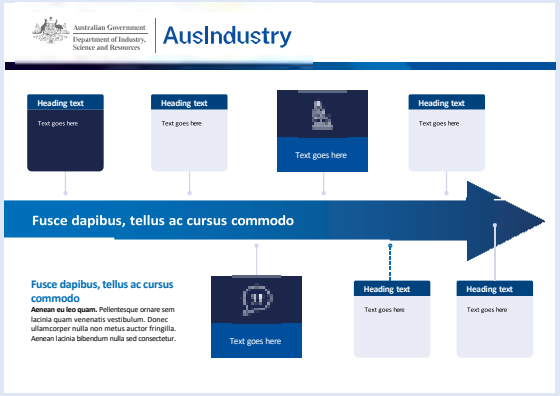
LEX 76272 - FOI - Document 7

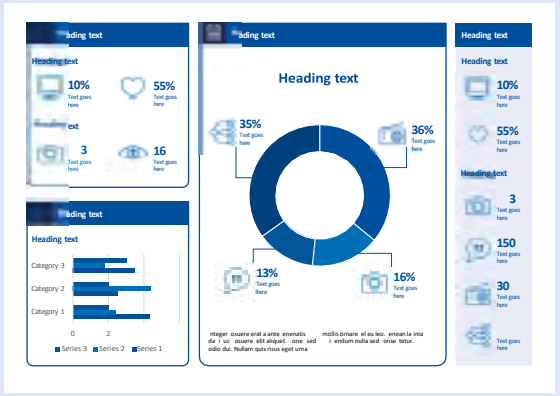
Format

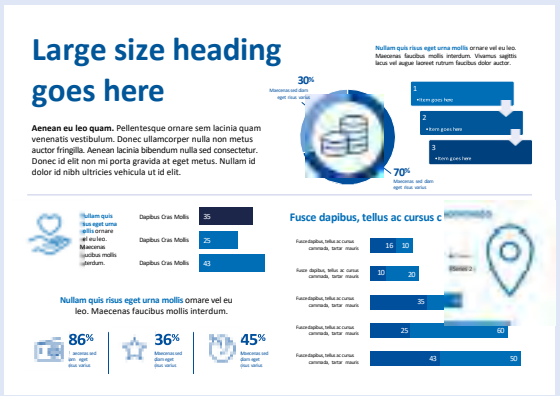
Microsoft Powerpoint

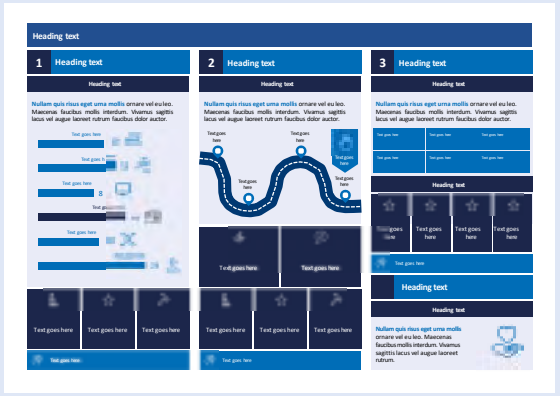
Size

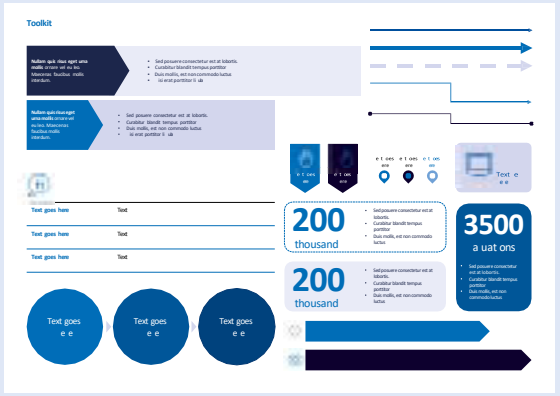
A4 portrait – 210mm (w) x 297mm (h)
and
A4 landscape – 297mm (w) x 210mm (h)
and
A3 portrait – 297mm (w) x 420mm (h)
and
A3 landscape – 420mm (w) x 297mm (h)











LEX 76272 - FOI - Document 7

Format

Various vector and bitmap formats

LEX 76272 - FOI - Document 7

Addendum

Using the First Nations artwork

LEX 76272 - FOI - Document 7

First Nations

Engagement

The use of Indigenous artwork as a component of the AusIndustry sub brand is to improve engagement with Aboriginal and Torres Strait Islander people through a visual connection to our outreach activities, focused on First Nations businesses.

AusIndustry is building its capability to better support Aboriginal and Torres Strait Islander businesses in accessing market opportunities. Our aim is to provide more opportunities, connections and networks across the economy. We want to do our part to improve economic opportunities for First Nations people and communities.

Use AusIndustry Standard words for all approved communications and sponsorships.

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The Artwork

The circular symbols depict traditional meeting places of which many have shared their knowledge and experiences.

The curved shapes are traditional symbols for people and are scattered throughout the artwork to demonstrate a variety of demographics.

The bright abstract shapes represent the flow of the economy and all the various industries represented through the Department of Industry, Science and Resources.

Each industry sector has its own colour and are shown to blend and overlap to demonstrate how they all work together to develop and succeed.

Acknowledgement

When using the artwork it is mandatory to acknowledge the artist and where appropriate, the process of aquiring the First Nations artwork.

For all materials, with the exception of reports and long publications, the following line should be used accompanying the artwork:

First Nations artwork created by Lawson Dodd – Kaurna, Narungga & Ngarrindjeri

For internal or external reports and long publications, the following line should be used on the copyright page, or in the copyright text:

First Nations artwork created by Lawson Dodd – Kaurna, Narungga & Ngarrindjeri, procured from Ochre Dawn by Ben Christensen, as part of The Department of Industry, Science and Resources 'Physical Presence program.'

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Artwork Usage

The First Nations artwork has been approved and permitted for use, in strict conjunction with AusIndustry’s brand guidance and templates, for collateral and communications to First Nations businesses.

The First Nations artwork should always be accompanied by AusIndustry branding.

Templates

The First Nations artwork is available in approved, accessible templates, see pages 44 to 48 of this guide.

Each template is considered best use of the First Nations artwork in conjunction with the AusIndustry brand.

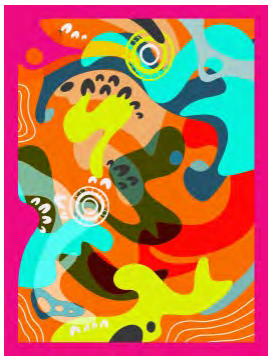
Do not stretch or distort original artwork

Artwork elements can be used individually

Cropping the artwork

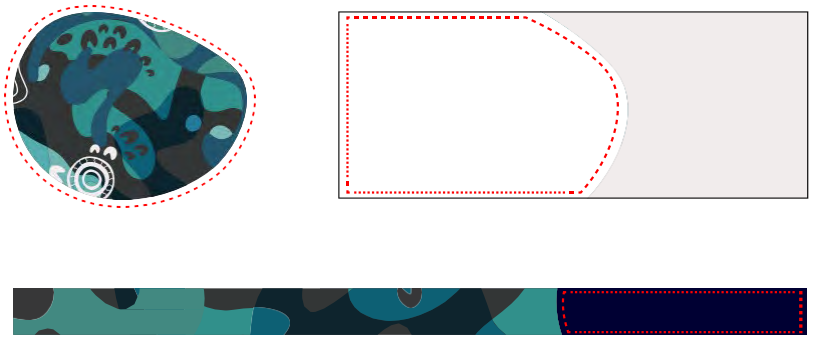
Overlaying the artwork with solid colour

Do not modify individual colours of the artwork



Overlaying text, logos or illustrations on the artwork

Using the AusIndustry ‘Ripple’ shape to frame and mask artwork



Fact sheet template

LEX 76272 - FOI - Document 7

Format

Adobe InDesign and Microsoft Word

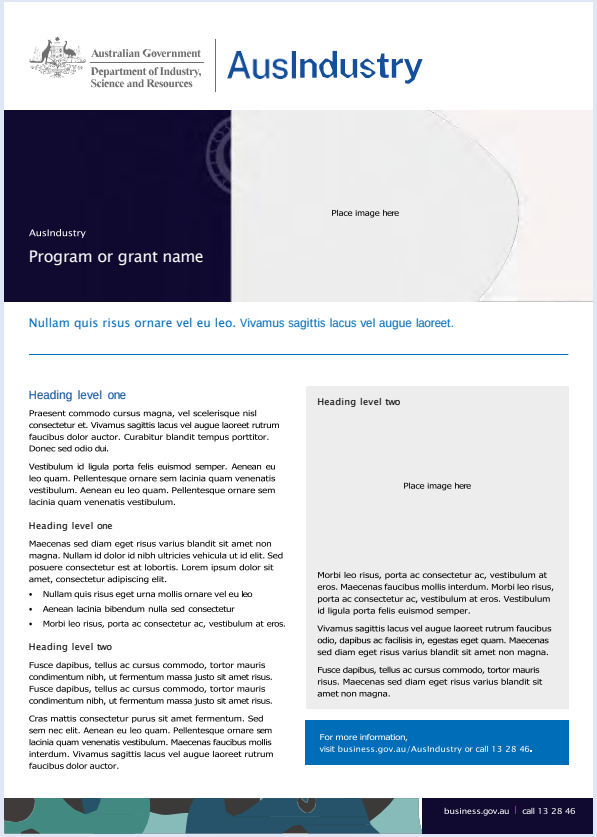
Size

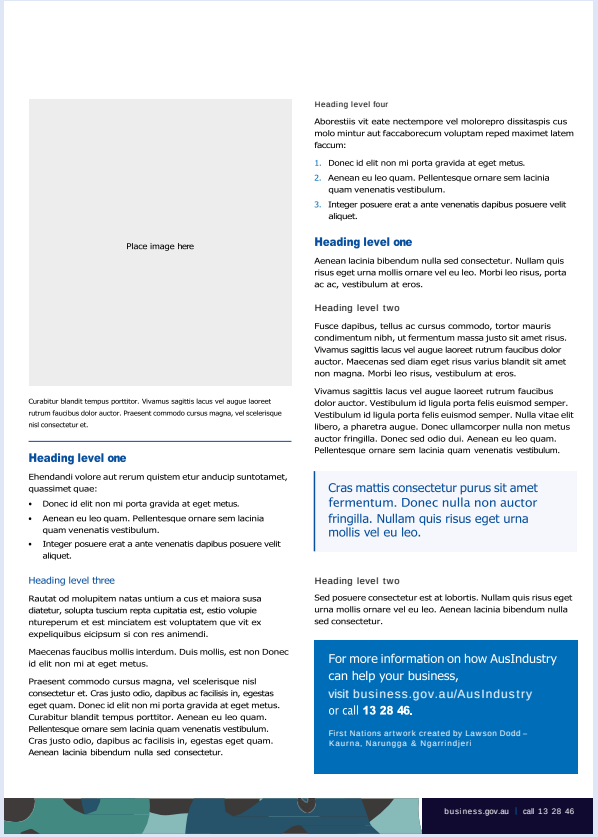
A4 – 210mm (w) x 297mm (h)

Select imagery appropriate to the fact sheet topic and audience

Microsoft Word templates have the following variations:

- 1 page in 3 columns
- 2 pages in 3 columns
- 2 pages in 2 columns





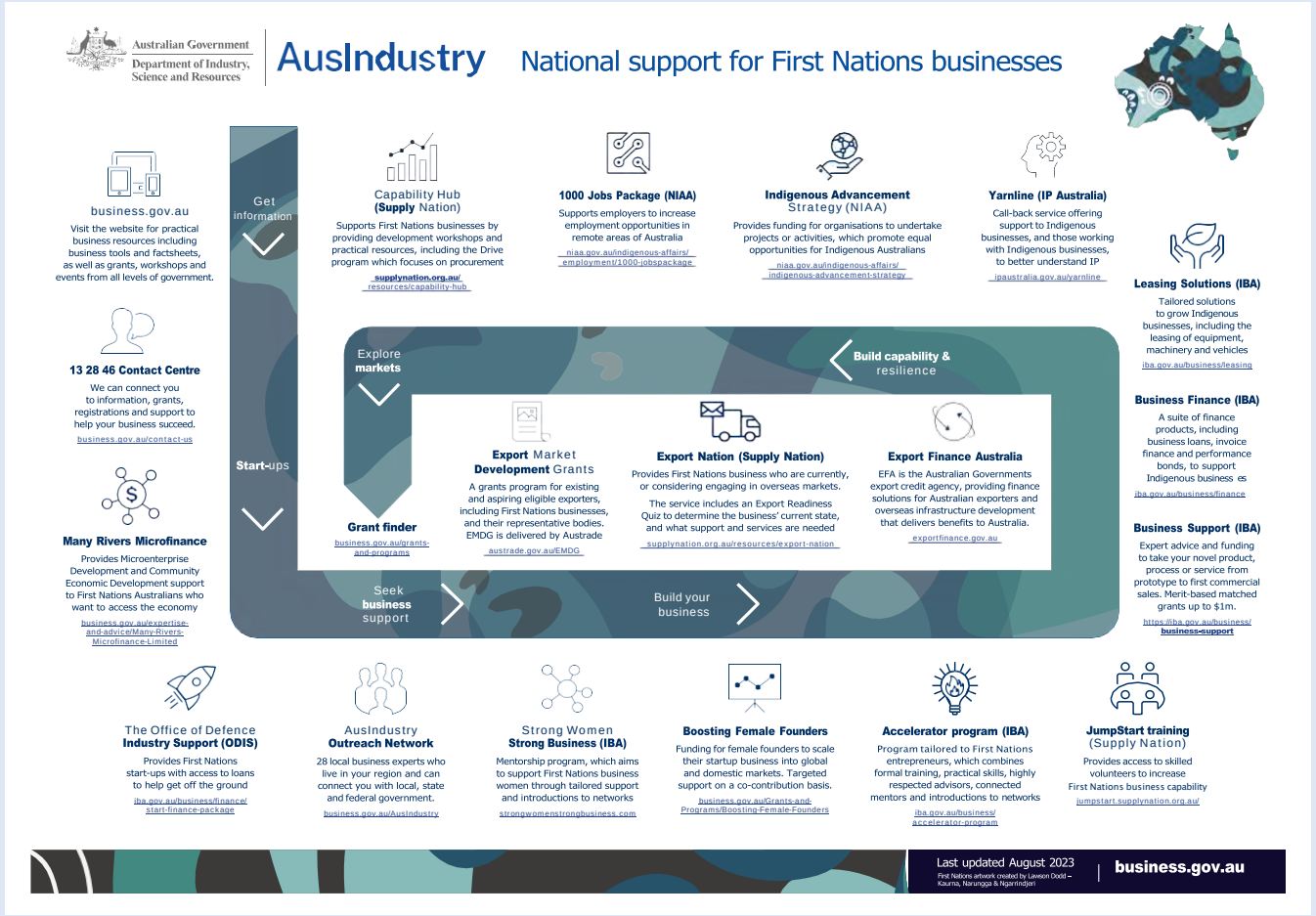
LEX 76272 - FOI - Document 7

Format

Adobe InDesign

Size

420mm (w) x 297mm (h)



Invite template

LEX 76272 - FOI - Document 7

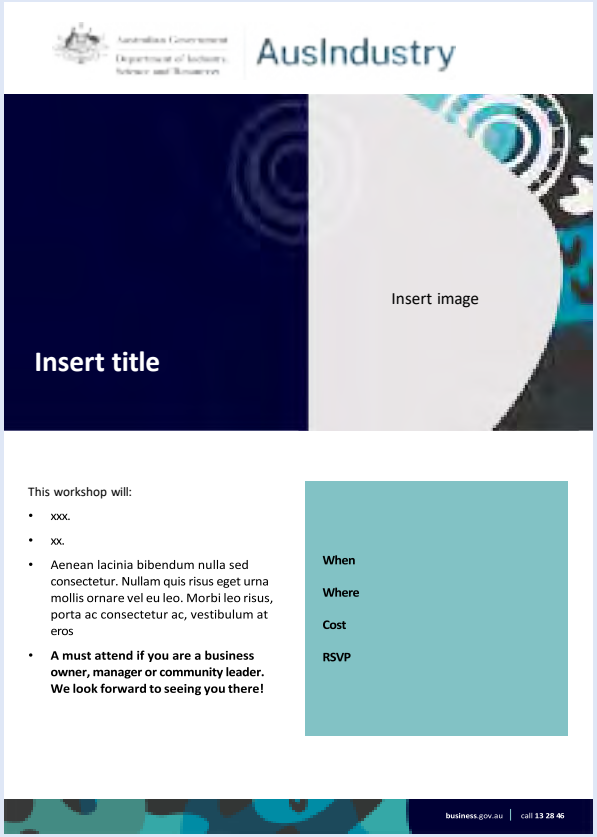
Format

Microsoft Powerpoint

Size

A4 – 210mm (w) x 297mm (h)

Select imagery appropriate to the invite topic and audience



Report template

LEX 76272 - FOI - Document 7

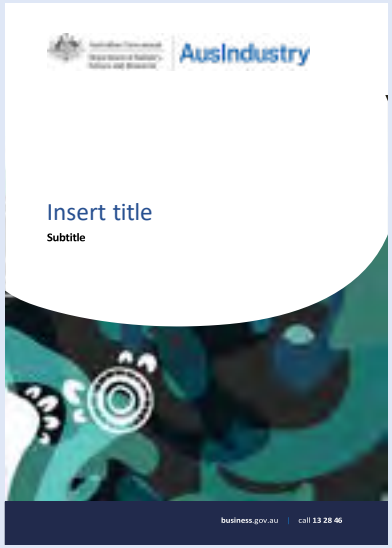
Format

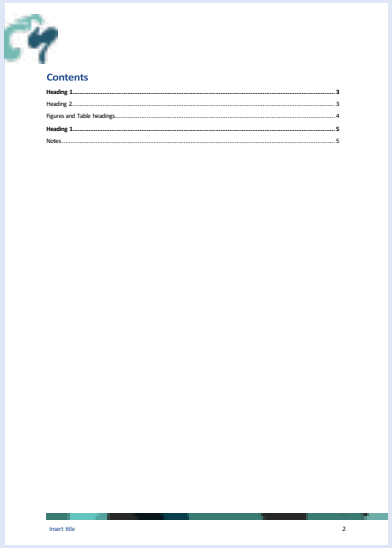
Microsoft Word

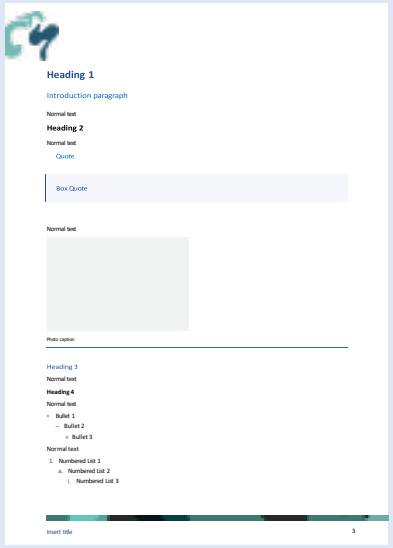
Size

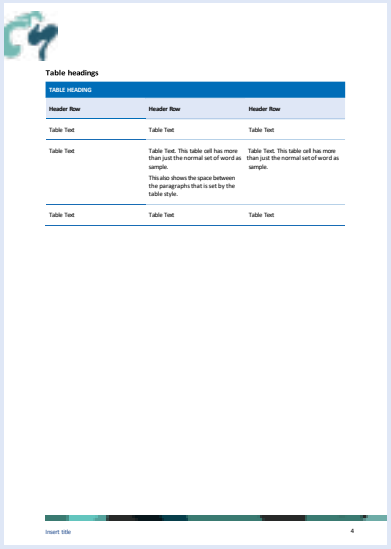
A4 portrait – 210mm (w) x 297mm (h)

Select imagery appropriate to the report topic and audience









Format

Microsoft Powerpoint

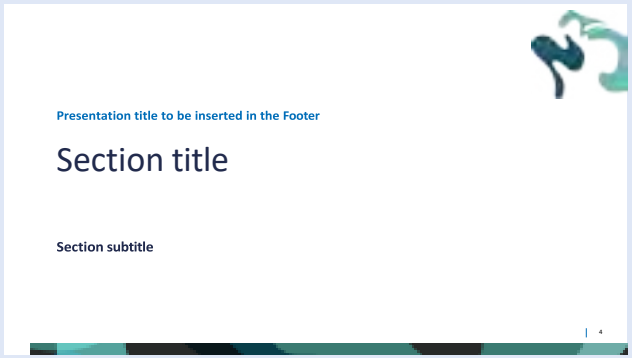
Size

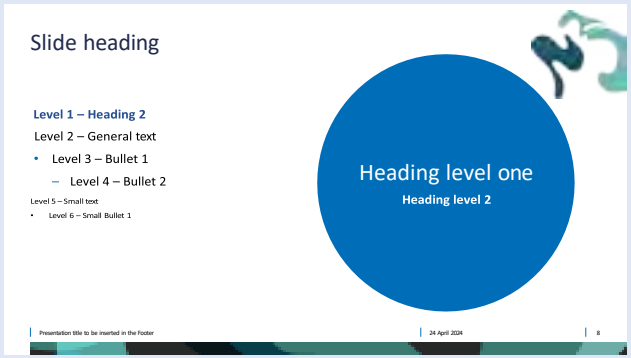
Widescreen

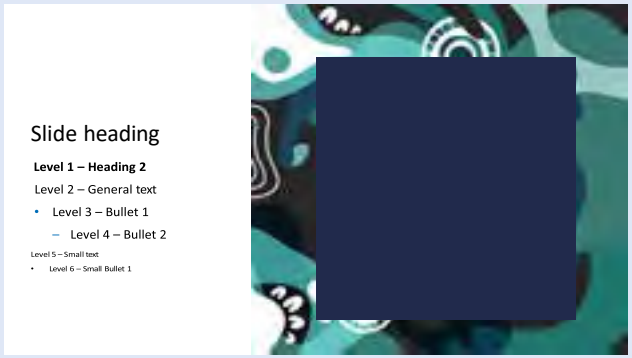
Appropriate imagery is to be chosen to suit the audience for the presentation.

Presentation template

LEX 76272 - FOI - Document 7







LEX 76272 - FOI - Document 7

Contact Us

Questions on the use of the AusIndustry logo, branding, programs and First Nations artwork use, can be directed to s 22 @industry.gov.au

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LEX 76272 - FOI - Document 8

Commercialisation Capability Hub

Visual identity and overview examples

We have proposed a selection of key purples (and a highlight yellow) from our branding palette to reference the broad and dynamic nature of the program. Rounded brand shapes add to the human element of the subject, and can be used overlapping, with colour fills, gradients, photos or as keylines.

To distinguish this program, we've introduced wavy lines in our brand colours, complementing the rounded shapes and elevating any imagery displayed within them. The fluidity of these lines symbolise the interconnectedness and unity of subject matter.

Note application examples are samples only and subject to change with photos and/or product specifications.

Colours

P2
HEX 5B2053
RGB 91 32 83
CMYK 65 97 37 30

P8
HEX EFDEED
RGB 239 222 237
CMYK 4 13 0 0

P4
HEX 9A3D92
RGB 154 61 146
CMYK 45 91 3 0

V7
HEX EDF0B6
RGB 237 240 182
CMYK 8 0 36 0

Shape containers

Image type

Logos

Australian Government
Department of Industry, Science and Resources

Commercialisation Capability Hub

Australian Government
Department of Industry, Science and Resources

Commercialisation Capability Hub

PPT cover slide

Internal slide

A4 cover page

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Australian Government
Department of Industry, Science and Resources

National Measurement Institute

National Measurement Institute
Visual Identity Guidelines

June 2024

measurement.gov.au

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About the National Measurement Institute

We are responsible for developing and maintaining Australia's measurement system, and delivering measurement products and client services to a wide cross-section of stakeholders including government, industry, and science and technology partners.

NMI's range of activities serving Australian stakeholders covers:

- physical measurement standards
- chemical and biological measurement standards
- testing and analysis services
- physical measurement services
- chemical and biological measurement services
- regulating the buying and selling of goods and services by weight and other measurements
- pattern approval
- licencing servicing licensees
- weighbridges used for trade
- measurement training and assessment
- vocational placements and work experience for students
- awarding the Barry Inglis Medal and the NMI Prize.

We aim to be a workplace of choice that values diversity, encourages contribution and promotes inclusion. Our priorities are to:

- lead and coordinate Australia's measurement system
- ensure Australia's measurement system is trusted
- enhance trade, investment and economic growth
- deliver critical measurement services
- evolve capability to serve key economic sectors.

NMI templates and logos are available via iCentral link. These are being updated to align with NMI branding guidelines.

Enquiries

For all enquiries please email at s 22 @measurement.gov.au.

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Australian Government | NMI lock up inline

Colour

Mono

Reverse

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Australian Government | NMI lock up stacked

Colour

Mono

Reverse

Australian Government | NMI lock up strip

Colour

Mono

Reverse

Australian Government | NMI 20th anniversary logo

With government crest

Without government crest

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Australian Government crest size and clear space for print

To safeguard reproduction quality, the Australian Government crest cannot be reproduced with a width smaller than 20mm on printed collateral or less than 32 pixels height on digital collateral. The logos have been provided at minimum size, please do not reduce these any further.

To ensure the Australian Government crest maintains its integrity, and is and legible when printed, a clear space must be maintained around the logo at all times. This clear space is represented by the 'X' measurement. Ensure no other graphic objects or text breach this space.

Vector based file formats such as eps and pdf should be used where possible for best quality reproduction.

Min width = 20mm
X = 10mm

Clear space for print - inline

Min width = 20mm
X = 10mm

Clear space for print - stacked

Min Height = 32px
X = 16px

Clear space for digital - inline

Min Height = 32px
X = 16px

Clear space for digital - stacked

For further mandatory guidance regarding the crest and it's application see the Australian Government Branding guidelines:

www.pmc.gov.au/publications/australian-government-branding-guidelines

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Government crest size and clear space for digital use

To safeguard the reproduction quality, the Australian Government crest on websites and in digital products cannot be reproduced smaller than 32 pixels in height.

There are 3 mandatory crest heights available for use; 32 pixels, 48 pixels and 64 pixels:

- 32 pixels is best for mobile only
- 48 pixels is best for desktop and tablet
- 64 pixels is best for desktop only.

To ensure the Australian Government crest maintains its integrity and is legible when reproduced digitally, a clear space must be maintained around the logo at all times. This clear space is represented by the 'X' measurement. Ensure no other graphic objects or text breach this space.

To maintain the best fidelity, formats such as png and svg should be used.

Inline

Stacked

Crest height 32px
X = 11px

Crest height 48px
X = 16px

Crest height 64px

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Logo dos and dont's

✔ Do use the appropriate logo on a minimum level AA contrast background

✔ Do use the recommended clear space around the logo

✖ Do not place the logo on a photographic background

✖ Do not place logo on a low-contrast background

✖ Do not place logo on a patterned or visually complex background

✖ Do not rearrange the logo's structural components

✖ Do not add graphic effects or filters to the logo

✖ Do not rotate the logo

✖ Do not scale the logo disproportionately

✖ Do not recolour the logo

✖ Do not remove the Australian Government crest

✖ Do not alter the transparency of the logo

Colour palette

Primary

Red

RGB 123 11 21
Hex 7b0b15
CMYK 0 97 87 53

Secondary

Mid red

RGB 79 8 16
Hex 4f0810
CMYK 42 90 77 65

Dark red

RGB 61 4 23
Hex 3d0417
CMYK 54 80 62 72

Accent

Beige

RGB 183 176 156
Hex b7b09c
CMYK 30 26 38 0

Grey

RGB 123 11 21
Hex 6d6e70
CMYK 0 0 0 70

AA WCAG compliant combinations

Lorem ipsum dolor sit amet

Aquis ditem illoreptatet unt. Eprepta testiae et ommolut adi vellam, vid eos eatur, voles nonEt laut as es ditas que sumendi.

Typefaces

This is Public Sans, free from Google fonts. Please use this sans serif font for externally published collateral including web, social and print.

Public Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#$%^&*()

This is Aptos and is the default font for Microsoft Office products. Department staff should use this font for internally published documents.

Aptos

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#$%^&*()

Various Word and Powerpoint templates for documents, reports, social media are available via this iCentral link.

Example collateral

Covers

Australian Government
Department of Industry, Science and Resources
National Measurement Institute

Compliance with measurement regulation in 2022-23

February 2024

measurement.gov.au

Australian Government
Department of Industry, Science and Resources
National Measurement Institute

Measuring excellence: A guide to Australia's National Measurement Institute

June 2024

measurement.gov.au

Social tiles

Social media branding is managed by NMI Communications.

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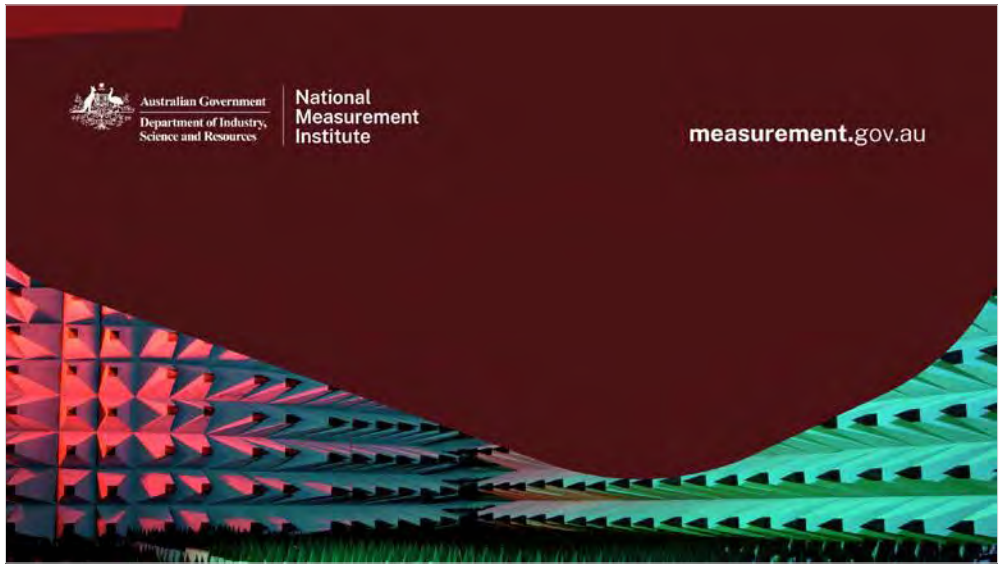
Teams backgrounds



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Pull-up banner

Choosing images

Images and photography used in documents and products should be chosen based on who the target audience is for that document or product.

Different NMI programs may use different images and photography based on their target audiences.

In the first instance please contact NMI Communications via s 22 @measurement.gov.au. They will provide initial guidance on appropriate images for use in resources such as reports and presentations.

NMI Communications will contacts22 industry.gov.au to source alternate images if required.

Usage of icons

An extensive set of functional icons are available for use across all products to help illustrate a range of communication scenarios.

Please contact s22 @industry to source high resolution icons for externally facing products.

Key graphic devices

Our hero shapes are unique to our department and play a key role in forming the basis of our suite of recognisable visual elements. The shapes create distinctive 'frames' to house our imagery and can be used with photographs, solid colours, illustrations, patterns, tints or outlined.

Shapes in use

What must you do

- Use the shapes on all printed and digital collateral.

What can you do

- use alone, in pairs or as a clustered group
- resize
- rotate
- reflect (horizontally or vertically)
- reorder sequence
- add photos
- fill with brand palette colours
- add an outline (no fill).

What can't you do

- modify the structure of the shapes
- add a stroke to any shapes with fill (colour or images)
- use with regular shapes (for example circles, squares etc)
- mix the shape forms.

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Australian Government
Office of the Chief Scientist

Corporate Brand Guidelines

V1.0 July 2021

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About the Chief Scientist

The role of Australia's Chief Scientist is three-fold:

First, to provide evidence-based, independent science advice to the Prime Minister and Ministers of the Australian government.

Second, to promote the work of Australian science and scientists both nationally and internationally and to communicate about science and its value to the wider community.

And third, to work with the science sector to make it as efective, efcient and impactful as possible.

The Chief Scientist (CS) is supported in these roles by her Ofce.

The Ofce of the Chief Scientist (OCS) provides secretariat support for a number of forums and groups, including the National Science and Technology Council, and undertakes a number of projects to support science into policy development and science engagement.

The OCS has significant policy and communications capacity, as well as dedicated in-house administration capability.

For all enquiries, please email the Ofce of the Chief Scientist at s22 @chiefscientist.gov.au

AUSTRALIA'S CHIEF SCIENTIST

Cathy Foley

AO PSM FAA FTSE

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The Chief Scientist identity marks

The most immediate and recognisable representation of the Chief Scientist are 3 identitifying marks and the use of a unique graphic device. The combination of these marks with common elements like colour, font and layout will create a unified visual identity across the full suite of our communication platforms and products. The brand reputation attached to our visual identity should be protected and applied consistently in all applications.

OFFICE OF THE CHIEF SCIENTIST

INLINE

Australian Government
Office of the Chief Scientist

STACKED

Australian Government
Office of the Chief Scientist

CHIEF SCIENTIST

INLINE

Australian Government
Chief Scientist

STACKED

Australian Government
Chief Scientist

AUSTRALIA'S CHIEF SCIENTIST DIGITAL IDENTITY

INLINE

AUSTRALIA'S
CHIEF SCIENTIST

CS GRAPHIC DEVICE

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Ofce of the Chief Scientist (OCS) mark

The Ofce of the Chief Scientist (OCS) sits within the Department of Industry, Science, Energy and Resources.

The OCS provides secretariat support for a number of forums and groups, including the National Science and Technology Council, and undertakes a number of projects to support science into policy development and science engagement.

The OCS has significant policy and communications capacity, as well as dedicated in-house administration capability.

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The Chief Scientist (CS) mark

The role of Australia's Chief Scientist is three-fold:

First, to provide evidence-based, independent science advice to the Prime Minister and Ministers of the Australian government.

Second, to promote the work of Australian science and scientists both nationally and internationally and to communicate about science and its value to the wider community.

And third, to work with the science sector to make it as efective, efcient and impactful as possible.

The Chief Scientist is supported in these roles by her Ofce.

The AUSTRALIA'S CHIEF SCIENTIST (ACS) digital mark

The AUSTRALIA'S CHIEF SCIENTIST (ACS) digital mark has been produced for digital only use, predominantly on the Chief Scientist website, www.chiefscientist.gov.au

The CS website is the single collection point of information and resources, contacts, publications and social media news in regards to the CS and her activities.

The ACS digital mark is highly legible and is appropriate for use on the CS website, social media avatars, digital banners and posts to the CS digital platforms.

It is not to be used or reproduced in printed communications or collateral.

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The CS graphic device

The CS graphic device is not a logo but a flexible graphic element unique to the Chief Scientist.

It's primary use is to visually unify products and collateral whether the communication is being delivered by the OCS, the CS or the ACS website.

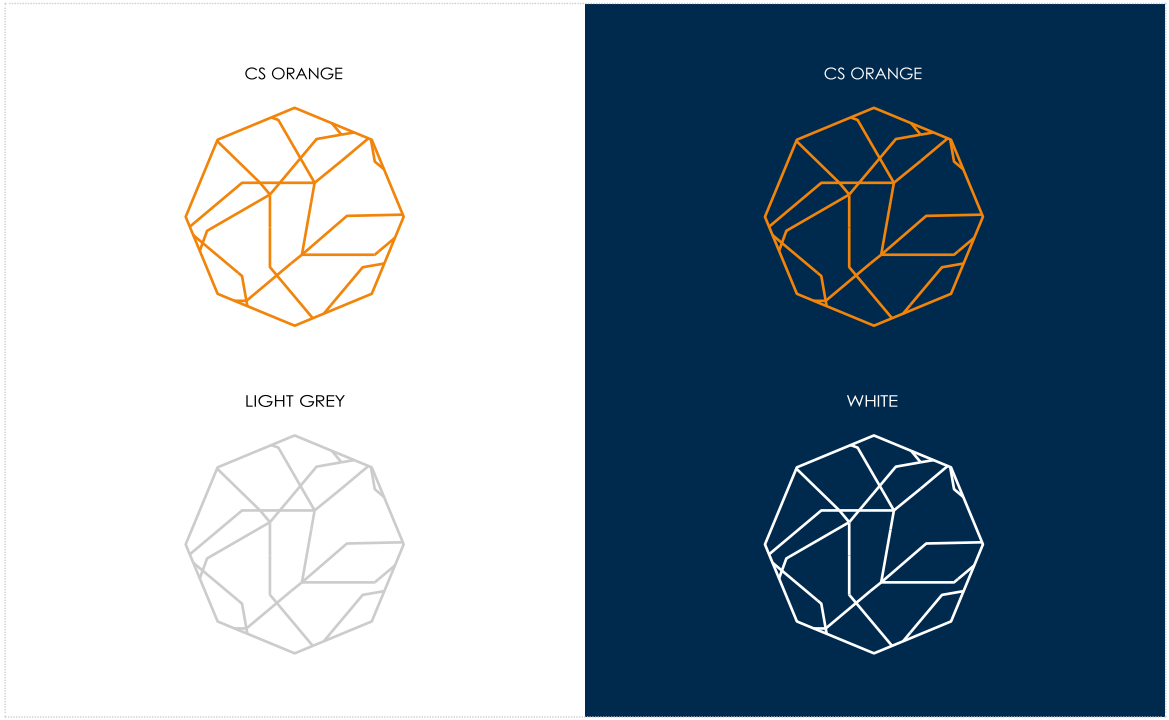
The octagon shape of the graphic device was created to represent the 8 states and territories within Australia.

Each of the 8 sides are equal. The lines within the shape show pathways, connections and networking between the states. The lines also express the dynamic journey of innovation, science and technology.

The graphic device also has a 3-dimensional aesthetic. This represents our world and that the Chief Scientist connects and has influence globally.

It can be cropped, used as an abstract element, as a large mask for photographs or can be broken apart and the seperate parts be used as smaller photo masks.

Do not redraw, reassemble or change the shape of the parts of the graphic device in anyway.



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Australian Government crest size and clearspace for print

To safeguard the reproduction quality, and the authority of the Australian Government crest, mandatory guidelines state the crest cannot be reproduced with a width smaller than 20mm when being used on printed collateral.

Additionally, to ensure the Australian Government crest maintains its integrity, and is always recognisable and legible when being printed, a clearspace must be maintained around the logo at all times. This clearspace is represented by the 'X' measurement. Ensure no other graphic objects or text breach this space.

Vector based file formats such as .eps, .pdf and high resolution .tif formats should be used where possible for improved reproduction clarity.

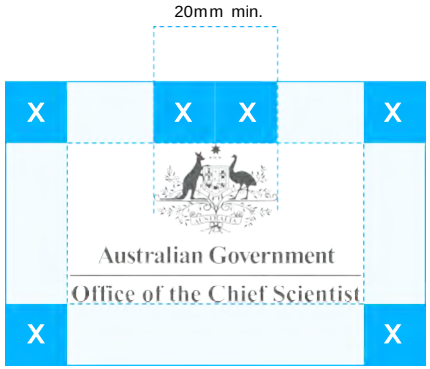
For further mandatory guidance regarding the crest and it's application see the Australian Government Branding guidelines:

https://www.pmc.gov.au/sites/default/files/publications/australian-government-branding-design-guidelines.pdf

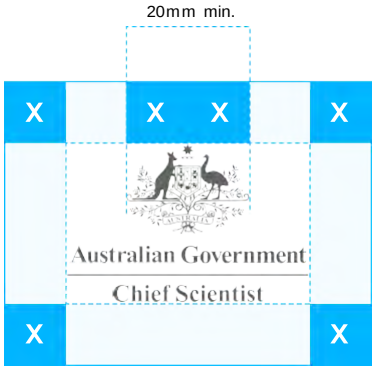
INLINE - OFFICE OF THE CHIEF SCIENTIST CREST - X = 10mm

INLINE - CHIEF SCIENTIST CREST - X = 10mm

STACKED - OFFICE OF THE CHIEF SCIENTIST CREST - X = 10mm



STACKED - CHIEF SCIENTIST CREST - X = 10mm



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Australian Government crest size and clearspace for digital use

To safeguard the reproduction quality, and the authority of the Australian Government crest on websites and in digital products, mandatory guidelines state the crest cannot be reproduced with a height smaller than 32 pixels.

There are 3 mandatory crest heights available for use; 32 pixels, 48 pixels and 64 pixels.

- 32 pixels is best for mobile only
- 48 pixels is best for desktop and tablet
- 64 pixels is best for desktop only

Additionally, to ensure the Australian Government crest maintains its integrity, and is always recognisable and legible when reproduced digitally, a clearspace must be maintained around the logo at all times. This clearspace is represented by the 'X' measurement. Ensure no other graphic objects or text breach this space.

To maintain the best fidelity, formats such as .png and .svg should be used.

For further mandatory guidance on displaying the Australian Government crest on digital platforms:

https://www.dta.gov.au/help-and-advice/guides-and-tools/requirements-australian-government-websites/branding

INLINE - OFFICE OF THE CHIEF SCIENTIST CREST

Crest height 32px
X = 11px

Crest height 48px
X = 16px

Crest height 64px
X = 21px

INLINE - CHIEF SCIENTIST CREST

Crest height 32px
X = 11px

Crest height 48px
X = 16px

Crest height 64px
X = 21px

STACKED - OFFICE OF THE CHIEF SCIENTIST CREST

Crest height 32px
X = 11px

Crest height 48px
X = 16px

Crest height 64px
X = 21px

STACKED - CHIEF SCIENTIST CREST

Crest height 32px
X = 11px

Crest height 48px
X = 16px

Crest height 64px
X = 21px

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The ACS digital mark size and clearspace for digital use

To safeguard the reproduction quality, and the authority of the AUSTRALIA'S CHIEF SCIENTIST digital mark on websites and in digital products, the vertical line element musn't be reproduced with a height smaller than 32 pixels.

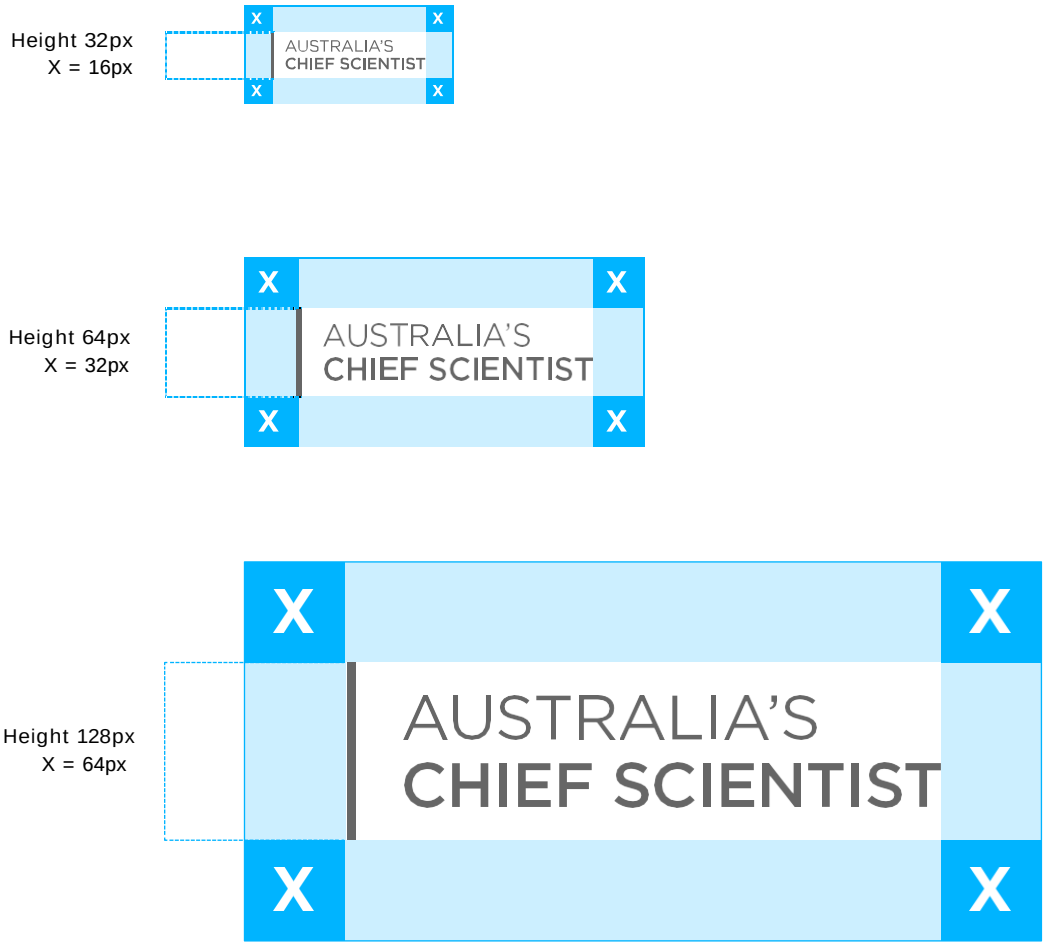
There are 3 heights available for use;
32 pixels, 64 pixels and 128 pixels.

- 32 pixels is best for mobile only
- 64 pixels is best for desktop and tablet
- 128 pixels is best for print from web

Additionally, to ensure the ACS digital mark maintains its integrity, and is always recognisable and legible when reproduced digitally, a clearspace must be maintained around the logo at all times. This clearspace is represented by the 'X' measurement. Ensure no other graphic objects or text breach this space.

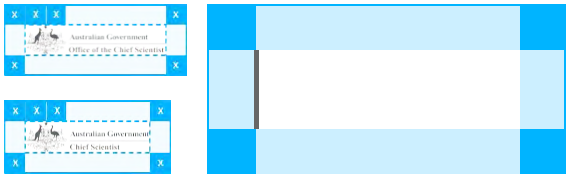
To maintain the best fidelity, formats such as .png and .svg should be used.

INLINE - AUSTRALIA'S CHIEF SCIENTIST DIGITAL MARK



Identity mark do's and dont's

✔ Do use the appropriate mark on an appropriate colour from the CS colour palette



✔ Do use the recommended clearspace around the marks

✖ Do not place the marks on a photographic background

✖ Do not place marks on a low contrast background

✖ Do not place marks on a patterned or visually complex background

✖ Do not rearrange the marks structural components

✖ Do not add graphic efects or filters to the marks

✖ Do not rotate the marks

✖ Do not scale the marks disproportionately

✖ Do not recolour the marks

✖ Do not remove the Australian Government crest

✖ Do not alter the transparency of the marks

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CS colour palette

The Chief Scientist colour palette consists of primary and tertiary options that provide a wide choice when developing documents and digital media assets.

The primary and secondary colours should be used predominantly in all Chief Scientist products and assets.

The tints - 30% and 15% - can be used to colour text boxes where the text in the foreground is solid black.

To meet WCAG AA colour contrast compliance for text, use either solid black or white in accordance with the colours on the right.

Examples of WCAG AA colour contrast compliance:
- Solid white text on CS Dark Blue
- Solid black text on CS Orange
- Solid white text on Dark Grey

Check WCAG AA colour contrast ratios:
https://webaim.org/resources/contrastchecker/

Read documentation on correct use of colour:
https://www.w3.org/WAI/WCAG21/Understanding/use-of-color.html

Primary

CS DARK BLUE	
CMYK 100 85 40 40 RGB 0 41 78 HEX 00294E	
30%	
15%	

Secondary

CS ORANGE	DARK GREY
CMYK 2 58 100 0 RGB 242 132 10 HEX F2840A	CMYK 0 0 0 60 RGB 104 104 104 HEX 686868
CS YELLOW	LIGHT GREY
CMYK 0 27 94 0 RGB 255 190 37 HEX 00B4FF	CMYK 0 0 0 38 RGB 158 158 158 HEX 9E9E9E
30%	30%
15%	15%

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Using the CS graphic device

The CS graphic device is not a logo but a flexible graphic element unique to the Chief Scientist.

It's primary use is to visually unify products and collateral whether the communication is being delivered by the OCS, the CS or the ACS website.

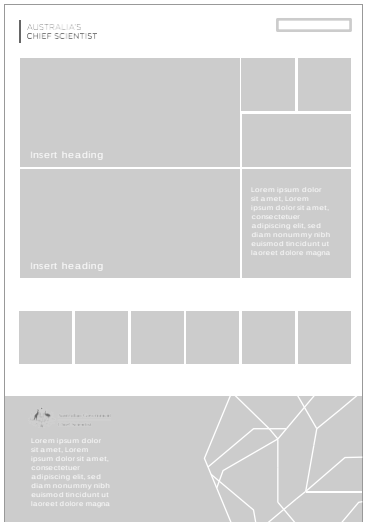
It can be cropped, used as an abstract element, as a large mask for photographs or can be broken apart and the seperate parts be used as smaller photo masks.

Do not redraw, reassemble or change the shape of the parts of the graphic device in anyway.

USE CROPPED FOR DIGITAL BANNERS / SOCIAL MEDIA

USE CROPPED FOR SOCIAL ANNOUNCEMENTS

USE CROPPED CS GRAPHIC DEVICE ON WEBSITE



USE PARTS TO CREATE PHOTO MASKS

USE WHOLE AS A PHOTO MASK

USE CROPPED ON CS OWNED PHOTOGRAPHY

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CS typography

When creating assets and collateral the sans serif font Gotham is used, predominantly in the ACS digital mark, in headings and titles, on report covers and for large amounts of body copy.

It ofers designers many weights and styles providing design flexibility for all graphic applications and communications. Gotham is a licensed font which can be purchased to develop both printed and digital collateral.

When Gotham is not available, or when producing digital products, the alternative font, Montserrat, can be downloaded for free. The character design is similar and can be easy installed. Both Gotham and Montserrat can be used in HTML or CSS style sheets.

Department staf should use Microsoft Calibri for in house produced and distributed documents.

Do not use Calibri or any other un approved font to recreate the words in the ACS logo.

Gotham can be purchased and downloaded from:
https://www.typography.com/fonts/gotham/styles

Montserrat can be downloaded for free from:
https://fonts.google.com/specimen/Montserrat

A
aaaaaaaa

GOTHAM

Gotham Thin
Gotham Thin Italic
Gotham Extra Light
Gotham Extra Light Italic
Gotham Light
Gotham Light Italic
Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic
Gotham Black
Gotham Black Italic
Gotham Ultra
Gotham Ultra Italic

Aa
aaaaaaaaa

MONTSERRAT

Montserrat Thin
Montserrat Thin Italic
Montserrat Extra Light
Montserrat Extra Light Italic
Montserrat Light
Montserrat Light Italic
Montserrat Regular
Montserrat Regular Italic
Montserrat Medium
Montserrat Medium Italic
Montserrat Semi Bold
Montserrat Semi Bold Italic
Montserrat Bold
Montserrat Bold Italic
Montserrat Extra Bold
Montserrat EExtra Bold Italic
Montserrat Black
Montserrat Black Italic

Aa
aa

CALIBRI

Calibri Light
Calibri Light Italic
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

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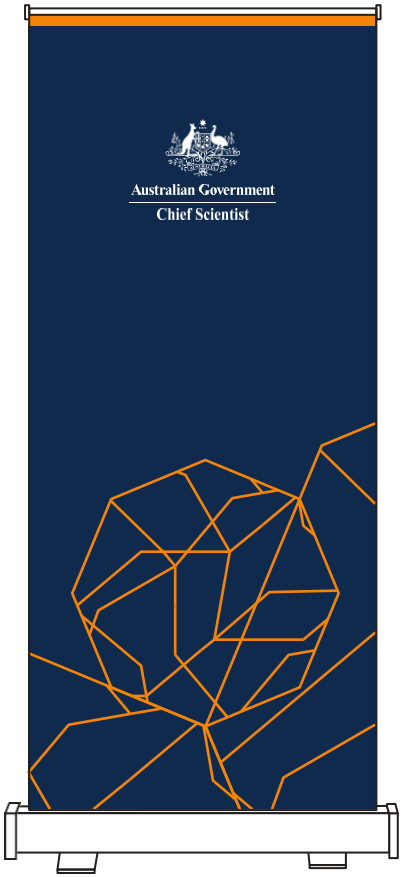
CS product examples

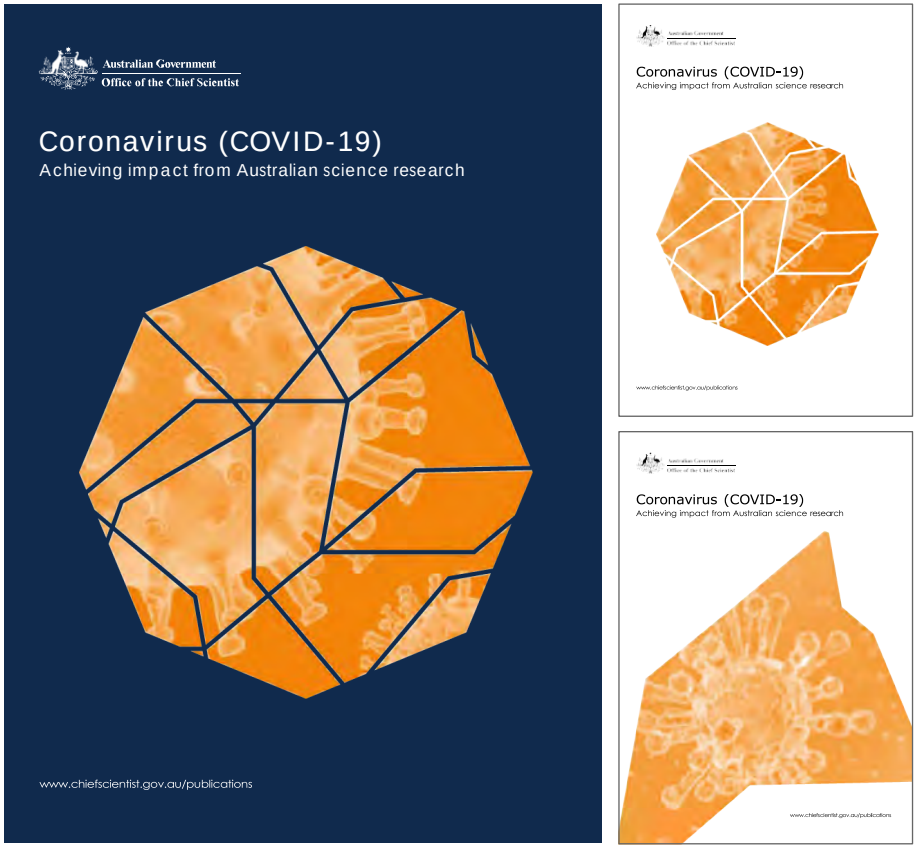
Examples of alternative colour use, typography, logo placement, graphic device.

PULL UP BANNERS



SOCIAL MEDIA AVATARS

REPORT COVERS



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Australian Government

Office of the Chief Scientist

For all enquiries, please email the Ofce of the Chief Scientist at s22 @chiefscientist.gov.au