



Australian Government

IP Australia

IP Australia

Brand Guidelines 2023



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Introduction:

IP Australia's brand is established, recognisable, informs who we are, and what we offer. IP Australia's branding guidelines provide direction on the proper use of corporate assets through consistency of application to protect our reputation.

This guide includes:

- Our name
- Our logo
- Our corporate typography and colours
- Templates
- Tone of voice and language
- Smarties
- Overall look and feel.

For advice or information, or any departure from these standards contact Web, Multimedia and Design

47E(d)

Section 1: Language and communication guide

Language and Tone of Voice:

Consistent language and tone of voice build trust and familiarity across communications.

Tone of voice is not just what is said, it is the way in which it is delivered. It is an expression of IP Australia's brand, personality and values.

Visit the [Tone of Voice Guide](#) to ensure consistent flow across all communication material.

Key audiences:

Key audience groups are reflected in the personas of:

- transactional and prioritised, or
- non-transactional.

Visit the [Persona Guide](#), for details on key tasks, triggers, motivations, fears and preferred communication channels and preferences.

Accessibility:

The Web Content Accessibility Guidelines (WCAG) [Design Principles](#) are applied to maximise accessibility of content by:

- Using succinct sentences, preferably under 15 words
- Avoiding acronyms unless spelt out at first mention
- Avoiding technical jargon where possible
- Using plain english
- Ensuring consistent application of fonts and type styles
- Including alternative text for non-text content for screen-reader compatibility
- Using subtitles, captions, audio descriptions and transcripts
- Ensuring navigation focused on User Experience (UX)

Icon and photography libraries:

IP Australia's diverse and inclusive environment is championed through imagery from a range of cultural backgrounds, genders, and abilities. An icon and photography library has been established for business groups and sections throughout the Agency. This library has dedicated imagery that has been developed to assist you in visually representing subject matter in reports, presentations and communication materials. For further information about the library or to develop additional imagery please contact Web, Multimedia and Design

47E(d)

Section 2:

The IP Australia identity

All assets that contain IP Australia branding are to be reviewed by Web, Multimedia and Design PRIOR to distribution and / or printing / publication.

Logo – The government crest









The government crest must be correctly applied to all communication materials including internal documents and reports, where appropriate. It must never be modified or altered in any way. Explicit guidelines exist on application and must be followed.

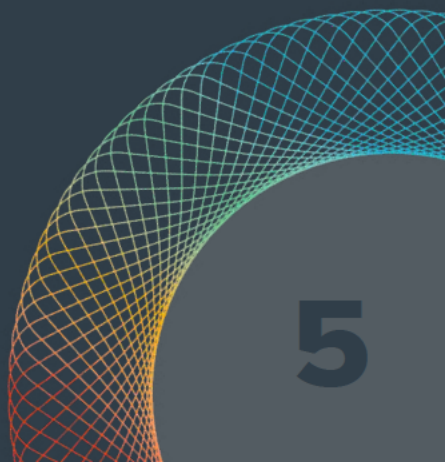
The crest should always have prominence over images, graphics and content. It is to appear once on an asset (digital or print) – the first page.

Incorrect usage

Examples of incorrect usage include:

- Tilting / angle modification
- rearrangement
- enlargement of sections / proportion changes
- breaching minimum size standards
- incorrect colour contrast
- incorrect colour
- using part of the crest as a single element.

 <p>Australian Government IP Australia</p> <p>Do not tilt the logo. ✘</p>	 <p>IP Australia Australian Government</p> <p>Do not rearrange the logo. ✘</p>
 <p>Australian Government IP Australia</p> <p>Do not enlarge or alter in proportion any part of the logo. ✘</p>	 <p>Australian Government IP Australia</p> <p>15mm</p> <p>Do not reduce the logo below the minimum size (Coat of Arms must be at least 20mm in width). ✘</p>
 <p>Australian Government IP Australia</p> <p>The logo must not appear in a pastel or light colour on a light background colour, or as a tint or stipple of any colour. ✘</p>	 <p>Australian Government IP Australia</p> <p>Do not use the logo in a low contrast manner. ✘</p>
 <p>Do not use any part of the logo as a graphic element. ✘</p>	 <p>Australian Government IP Australia</p> <p>The logo must not appear as a dark colour on a dark background. ✘</p>



Co-branding

Approval to co-brand with government departments and agencies must be gained by contacting the Web, Multimedia and Design 47E(d)

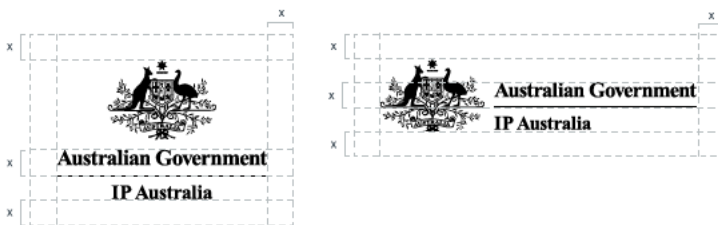
Isolation / clearance zones

A isolation / clearance zone exists around the crest. This invisible zone is achieved by allowing a clear area (identified by the distance between the top of the capital 'A' in 'Australian Government' and the bottom of the horizontal line) around the crest to maintain integrity and minimise visual clutter.

Print environment: The minimum size of the crest is 20mm wide.

Digital environment: The minimum size of the crest is 32px high.

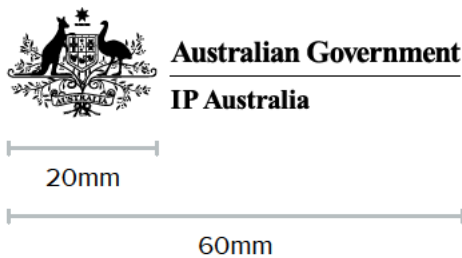
Isolation zone



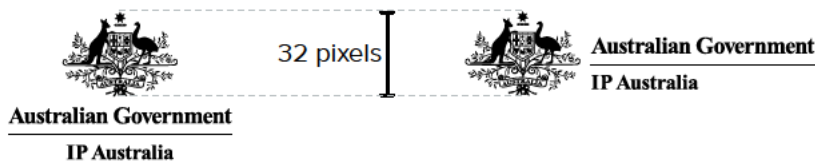
X

'X' marks the distance between the top of the capital 'A' in 'Australian Government' and the bottom of the horizontal line beneath these words (indicated by dotted lines). This measurement will vary depending on the size of the logo used.

Print: 20mm minimum size crest



Digital: 32 pixels minimum size crest



Creative commons licence and copyright

A creative commons statement can be applied to identify that IP Australia products belong to the Commonwealth of Australia.

A long or short creative commons licence can be used, dependent on the type of media.

The short version of the copyright notice is for use on small publications.

The long version of the copyright notice is for use on medium to large publications. This version is applied in two locations: the first early in the publication e.g., the inside cover. The second is placed on the back cover, displaying the copyright statement and the CC BY logo.

Long version — First insert (inside front cover):

ISBN XXX-XXXXXXXX-X-X (Print)

ISBN XXX-XXXXXXXX-X-X (Online)

ISSN XXXX-XXXX (Print)

ISSN XXXX-XXXX (Online)

Copyright

All content in this publication is provided under a Creative Commons Attribution 4.0 International (CC BY 4.0) licence. <http://creativecommons.org/licenses/by/4.0/> with the exception of:

- the Commonwealth Coat of Arms
- IP Australia's corporate logo
- photographs of our staff and premises
- content provided by third parties – including photographs, logos, drawings and written descriptions of patents and designs.

Third party copyright

IP Australia has made all reasonable efforts to:

- clearly label material where the copyright is owned by a third party
- ensure that the third party has consented to this material being presented in this publication.

Permission may need to be obtained from third parties to re-use their material.

© Commonwealth of Australia 2022 [insert current year]



Attribution

The CC BY licence is a standard form licence agreement that allows you to copy and redistribute the material in any medium or format, as well as remix, transform, and build upon the material, on the condition that you provide a link to the licence, you indicate if changes were made, and you attribute the material as follows:

Licensed from the Commonwealth of Australia under a Creative Commons Attribution 4.0 International Licence.

Contact us (www.ipaustralia.gov.au) if you have any enquiries about IP Australia's copyright licence or the use of material in this publication.

Second Insert (back cover):

© Commonwealth of Australia 2023 [insert current year]



Short version



You may share and adapt the information in this publication for any purpose, as long as you attribute the material as follows:

This work by the Commonwealth of Australia is licensed under a Creative Commons Attribution 4.0 International Licence.

Section 3:

Visual components

Fonts

Corporate – Graphic Design

- Heading = DIN Black
- Content = Proxima Nova Light

Computer Fonts - Laptops

- Heading = Tahoma Bold
- Content = Calibri
- Corporate Website - Montserrat

Print font

AaBbCc

DIN Pro Black
Heading typeface

AaBbCc

Proxima Nova light
Content typeface

System font

AaBbCc

Tahoma bold
Primary typeface

AaBbCc

Calibri light
Secondary typeface

Website font

AaBbCc

Montserrat suite

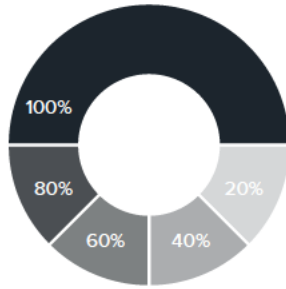
AaBbCc

AaBbCc

Corporate Colours

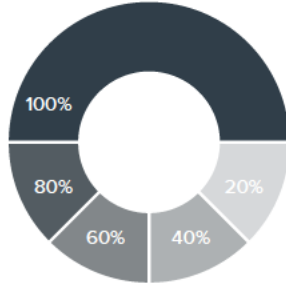
CHARCOAL

CMYK
80 / 69 / 58 / 67
RGB
29 / 37 / 44
#1D252C
Pantone 433 C



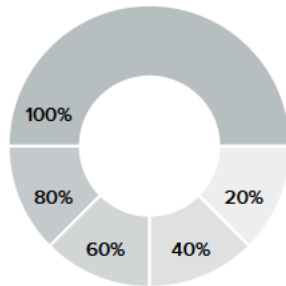
GUNMETAL

CMYK
79 / 64 / 52 / 44
RGB
50 / 62 / 72
#313d48
Pantone 432 C



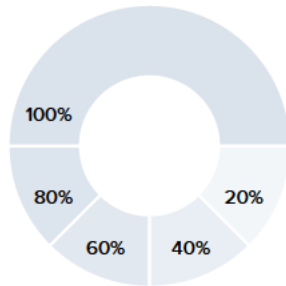
GREY

CMYK
29 / 19 / 20 / 0
RGB
182 / 190 / 192
#B6BEC0
Pantone 5517 C



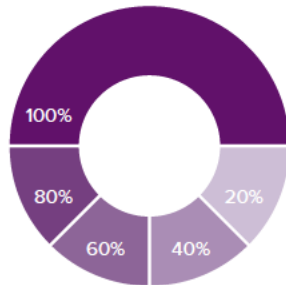
LIGHT GREY

CMYK
9 / 5 / 4 / 0
RGB
229 / 232 / 236
#E5E8EC
Pantone 656 C



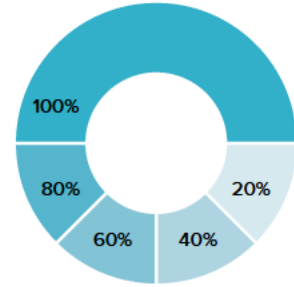
PURPLE

CMYK
59 / 100 / 0 / 32
RGB
97 / 17 / 106
#60106a
Pantone 2623 C



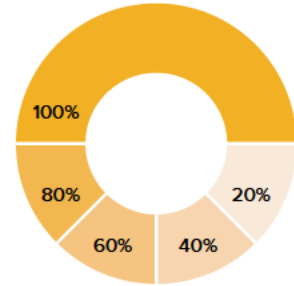
TEAL

CMYK
72 / 9 / 30 / 0
RGB
48 / 174 / 182
#30AEB6
Pantone 631 C



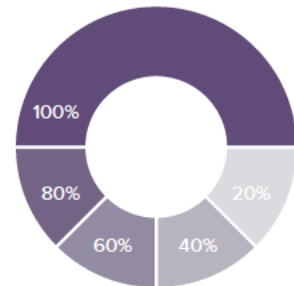
YELLOW

CMYK
4 / 35 / 100 / 0
RGB
241 / 172 / 30
#F1AC1E
Pantone 7409 C



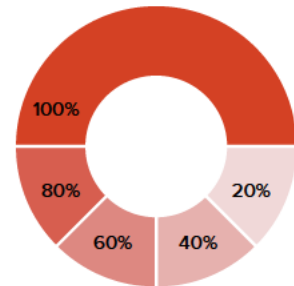
VIOLET

CMYK
61 / 82 / 22 / 13
RGB
112 / 69 / 121
#704579
Pantone 668 C



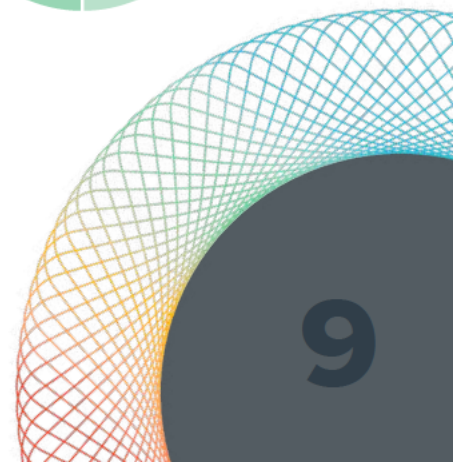
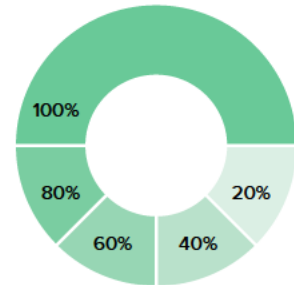
RED

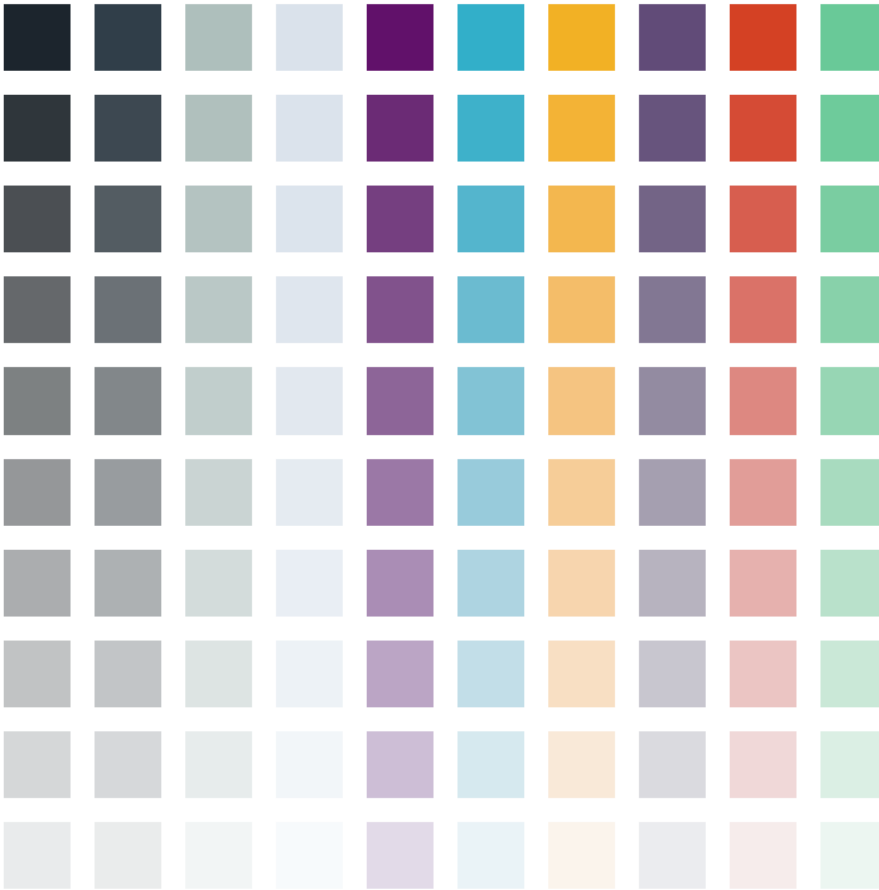
CMYK
7 / 89 / 100 / 1
RGB
222 / 67 / 38
#DE4326
Pantone 7597 C



MINT

CMYK
50 / 0 / 58 / 0
RGB
132 / 201 / 143
#84C98F
Pantone 346 C



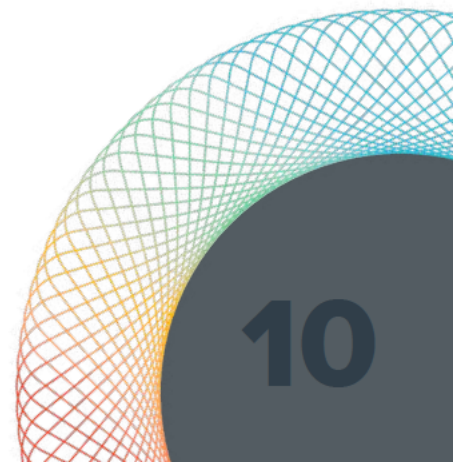


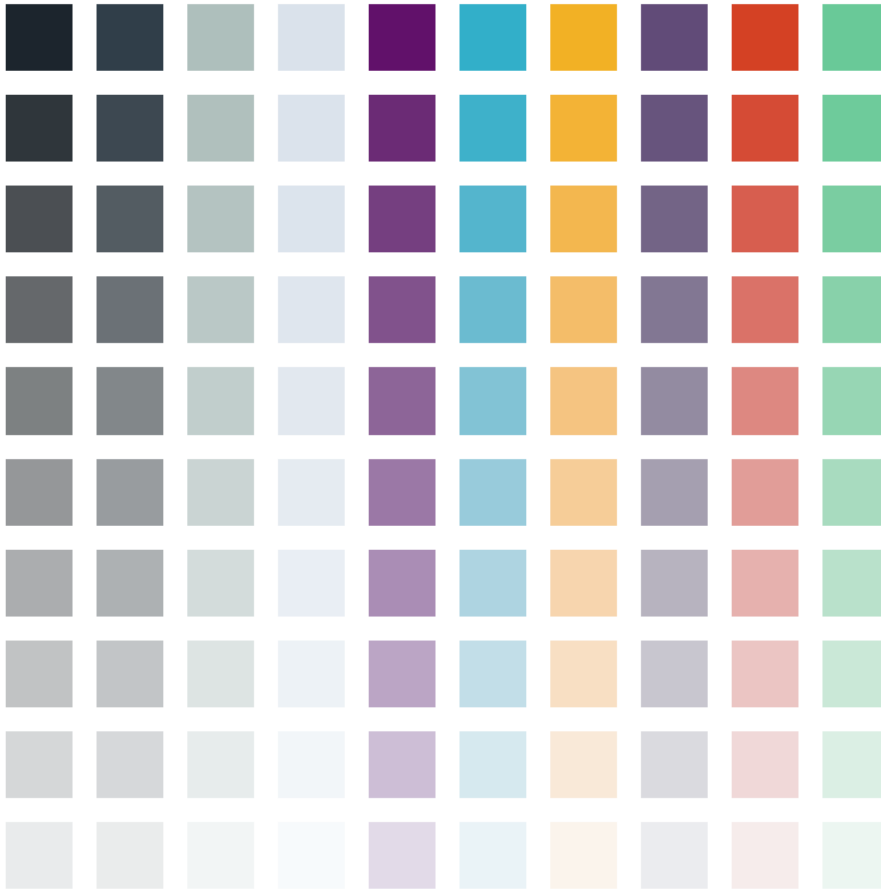
RGB

%	CHARCOAL	GUNMETAL	GREY	LIGHT GREY	PURPLE
100	29 / 37 / 44	50 / 62 / 72	182 / 190 / 192	229 / 232 / 236	97 / 33 / 102
90	52 / 59 / 65	68 / 79 / 89	184 / 198 / 194	224 / 230 / 237	113 / 55 / 117
80	74 / 80 / 86	86 / 96 / 105	192 / 204 / 201	227 / 232 / 239	129 / 77 / 133
70	97 / 102 / 107	106 / 115 / 123	200 / 210 / 208	231 / 235 / 241	145 / 99 / 148
60	119 / 124 / 128	125 / 133 / 140	208 / 217 / 215	234 / 238 / 243	160 / 122 / 163
50	142 / 146 / 150	145 / 152 / 158	215 / 223 / 221	238 / 241 / 245	176 / 144 / 179
40	165 / 168 / 171	166 / 175 / 177	223 / 230 / 228	241 / 244 / 247	192 / 166 / 194
30	187 / 190 / 192	187 / 191 / 195	231 / 236 / 235	245 / 247 / 249	208 / 188 / 209
20	210 / 211 / 213	209 / 212 / 215	239 / 242 / 242	248 / 249 / 251	223 / 211 / 224
10	232 / 233 / 234	231 / 232 / 234	247 / 249 / 248	252 / 252 / 253	239 / 233 / 240

RGB

%	TEAL	YELLOW	VIOLET	RED	MINT
100	48 / 174 / 182	241 / 172 / 30	112 / 69 / 121	222 / 67 / 38	132 / 201 / 143
90	74 / 184 / 206	245 / 185 / 57	114 / 93 / 134	218 / 84 / 57	122 / 207 / 162
80	95 / 192 / 212	246 / 193 / 79	129 / 111 / 147	222 / 103 / 79	137 / 213 / 173
70	115 / 199 / 217	247 / 201 / 101	145 / 129 / 161	226 / 122 / 101	152 / 218 / 183
60	135 / 207 / 222	249 / 209 / 123	161 / 147 / 174	230 / 141 / 123	167 / 223 / 193
50	155 / 215 / 228	250 / 216 / 145	177 / 165 / 188	234 / 160 / 145	181 / 229 / 204
40	175 / 223 / 233	251 / 224 / 167	192 / 183 / 201	238 / 179 / 167	196 / 234 / 214
30	195 / 231 / 239	252 / 232 / 189	208 / 201 / 215	243 / 198 / 189	211 / 239 / 224
20	215 / 239 / 244	253 / 240 / 211	224 / 219 / 228	247 / 217 / 211	226 / 244 / 234
10	235 / 247 / 250	254 / 247 / 233	239 / 237 / 242	251 / 236 / 233	240 / 250 / 245



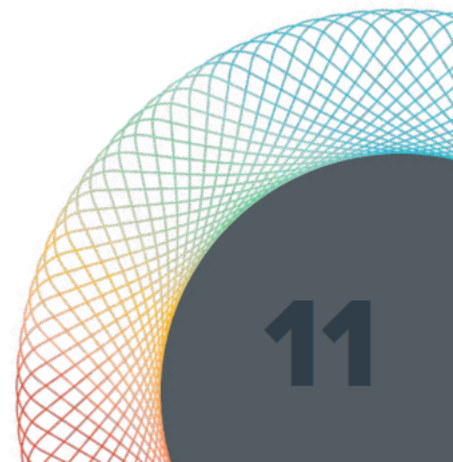


HEX

%	CHARCOAL	GUNMETAL	GREY	LIGHT GREY	PURPLE
100	1d252c	323e48	b6bec0	e5e8ec	612166
90	343b41	444f59	b8c6c2	e0e6ed	0d3775
80	4a5056	566069	c0ccc9	e3e8ef	814d85
70	61666b	6a737b	c8d2d0	e7ebf1	916394
60	777c80	7d858c	d0d9d7	eaeeef3	a07aa3
50	8e9296	91989e	d7dfdd	eeff5	b090b3
40	a5a8ab	a6afb1	dfe6e4	ff4f7	c0a6c2
30	bbbec0	bbbf3	e7eceb	f5f7f9	d0bcd1
20	d2d3d5	d1d4d7	eff2f2	f8f9fb	dfd3e0
10	e8e9ea	e7e8ea	f7f9f8	fcfcfd	efe9f0

HEX

%	TEAL	YELLOW	VIOLET	RED	MINT
100	30aeb6	f1ac1e	704579	de4326	84c98f
90	4ab8ce	f5b939	725d86	da5439	7acfa2
80	5fc0d4	f6c14f	816f93	de674f	89d5ad
70	73c7d9	f7c965	9181a1	e27a65	98dab7
60	87cfde	f9d17b	a193ae	e68d7b	a7dfc1
50	9bd7e4	fad891	b1a5bc	ea091	b5e5cc
40	afdf9	fbe0a7	c0b7c9	eeb3a7	c4ead6
30	c3e7ef	fce8bd	d0c9d7	f3c6bd	d3efe0
20	d7eff4	fdf0d3	e0dbe4	f7d9d3	e2f4ea
10	ebf7fa	fef7e9	efedf2	fbece9	f0faf5



Digital use – WCAG Compliance

The colour palette has been assessed for WCAG AA compliance and the results are listed below for your reference. Due to some colours not being AA compliant, digital alternatives have been created. Please use this table as a guide on how you can and cannot use the colours on various backgrounds for online use.

The WCAG compliance results below are relevant to text only and do not effect graphics.

We recommend assessing new design work for WCAG AA compliance. This can be done by visiting the [luminosity contrast analyser](#).

Colour	Hex code	On white (AA)	On black (AA)	On charcoal (AA)	White on colour (AA)
Purple	5D2067	Yes	Non-compliant	Non-compliant	Yes
Charcoal	1D252C	Yes	Non-compliant	Non-compliant	Yes
Gunmetal	313d48	Yes	Non-compliant	Non-compliant	Yes
Teal	30AEB6	Non-compliant Use Web Teal	Yes	Yes	Non-compliant Use Web Teal
Yellow	F1AC1E	Non-compliant Use Web Orange	Yes	Yes	Non-compliant Use Web Orange
Violet	704579	Yes	Non-compliant Use Web Violet	Non-compliant Use Web Violet	Yes
Red	DE4326	Non-compliant Use Web Red	Yes	Non-compliant Use Web Red	Non-compliant Use Web Red
Mint	84C98F	Non-compliant Use Web Mint	Yes	Yes	Non-compliant Use Web Mint

Digital alternatives

Web Teal	00819C	Yes	Yes	Non-compliant	Yes
Web Violet	764480	Yes	Non-compliant	Non-compliant	Yes
Web Red	DC3416	Yes	Yes	Non-compliant	Yes
Web Orange	DA3B07	Yes	Yes	Non-compliant	Yes
Web Mint	398342	Yes	Yes	Non-compliant	Yes

When used together, these colours must be applied on a white background.

IP Rights icons ('smarties')

The IP rights icons identify the four rights administered by IP Australia and are commonly used to identify areas of content for a specific IP right. The icons are a secondary element to the IP Australia crest and are not to be used as a replacement.



Do not squash smarties horizontally.

X



Do not squash smarties vertically.

X



Do not stretch smarties horizontally.

X



Do not stretch smarties vertically.

X



Do not add embellishment to the smarties.

X

Colour with titles



Patents

Trade Marks

Designs

Plant Breeder's
Rights

Colour



Black and white



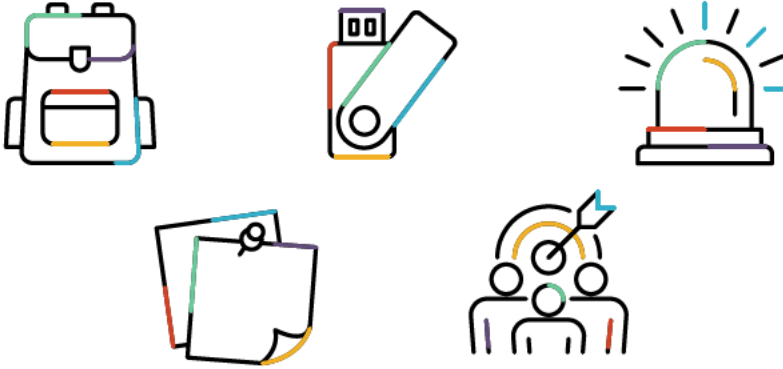
Reversed



Icon Style

Using icons can enhance the customer experience through visual cues independent of language. The icons do not contain colour fill and are stroke / keyline artwork with rounded end caps (not square). To request icons, compile any requirements and contact Web, Multimedia and Design [47E\(d\)](#)

Examples:



Photography

Colour imagery that is light and bright can support communication. More information can be found in our [Photography Style Guide](#).

For any enquiries regarding photography or image libraries please contact the Web, Multimedia and Design [47E\(d\)](#)

Multimedia

Storytelling through multimedia enhances communication of information and stories. More information can be found in our [Multimedia Style Guide](#).

For any enquiries regarding multimedia please contact the Web, Multimedia and Design [47E\(d\)](#)

Section 4: Application of visual components

Templates

Templates are available and are accessible through Microsoft Word and Microsoft PowerPoint.

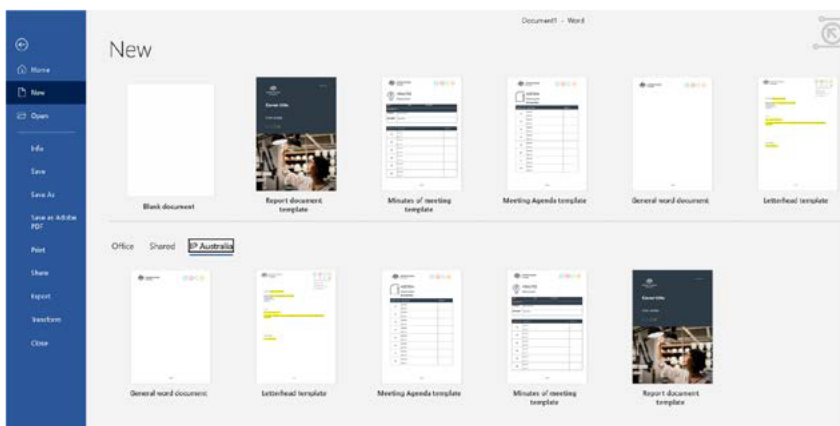
1. Open the Microsoft program software, select 'File' > 'New'
2. Scroll down. Select 'IP Australia' to access current templates
3. Select the desired template.

NOTE: The PowerPoint template contains additional instructions for correct use of the corporate branding.

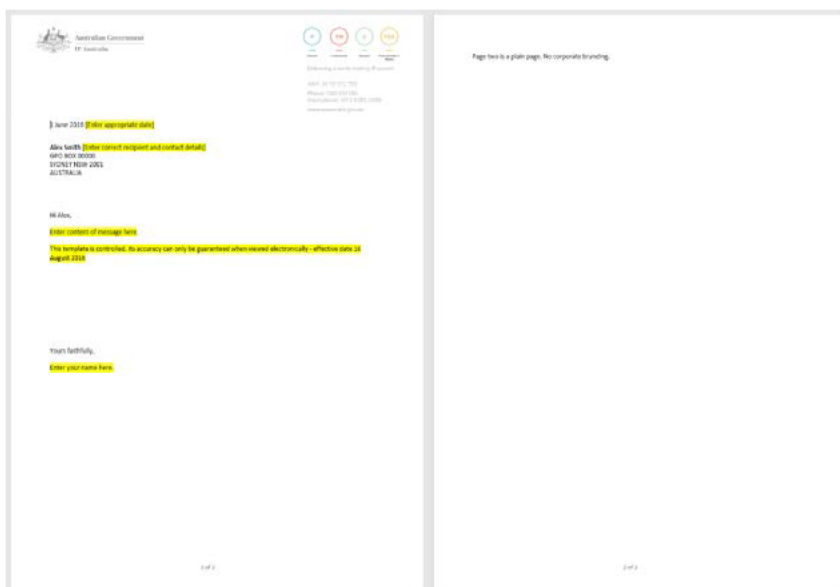
Microsoft PowerPoint – presentation template.

Microsoft Word – letterhead, report, agenda, minutes, general.

Microsoft Word



Letterhead



Report template

NOTE: change cover imagery to an image relevant to the report. Imagery can be sourced from icon and photography libraries.

Cover page

Australian Government
29 March 2018

Cover title

Cover subtitle

Contents page

Contents

Section Heading	
Heading 1	3

Revision History

Date	Assessments
22/04/2018	Assessments
22/04/2018	Assessments
22/04/2018	Assessments
22/04/2018	Assessments

Page 1 of 2

Page 1 of 2

Section Heading

Heading 1

Heading 2

Heading 3

Heading 4

Normal

- List bullet
 - List bullet 2
 - List bullet 3

- List number
 - List number 2
 - List number 3

Page 2 of 2

Section heading

Heading here	Heading here
22/04/2018	Assessments
22/04/2018	Assessments
22/04/2018	Assessments
22/04/2018	Assessments
22/04/2018	Assessments

Heading 1

Heading 2

Heading 3

Heading 4

Normal

- List bullet
 - List bullet 2
 - List bullet 3

- List number
 - List number 2
 - List number 3

Page 2 of 2

General template

Australian Government
29 March 2018


Page 1 of 2

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Page 1 of 2


Page 2 of 2

Agenda template



Australian Government
IP Australia





AGENDA


Meeting Name

DD Month 20XX


AGENDA ITEM	DESCRIPTION	RAISED BY
1	Item title Body text	
2	Item title Body text	
3	Item title Body text	
4	Item title Body text	
5	Item title Body text	
6	Item title Body text	
7	Item title Body text	
8	Item title Body text	


1 of 1

Meeting Minutes template



Australian Government
IP Australia





MINUTES

Meeting Name

DATE	TIME	LOCATION
PREPARED BY		
MEMBERS Name, Surname		
APOLOGUES Please fill in		

7	Item title Body text	
8	Item title Body text	

AGENDA ITEM	DESCRIPTION	RAISED BY
1	Item title Body text	
2	Item title Body text	
3	Item title Body text	
4	Item title Body text	
5	Item title Body text	
6	Item title Body text	

1 of 2

2 of 2

Powerpoint template

Template instructions



Template

NOTE: you can change the imagery relevant to the presentation. This template is a guide only to show you how multiple images can be displayed. Imagery can be sourced from icon and photography libraries.

To access presentation styles relevant to an IP right: right click on the slide in the left side bar > hover over layout > scroll in window that appears to find the relevant design.



