Australian Government

Department of Infrastructure, Transport, Regional Development, Communications and the Arts

Visual Style Guide

Connecting Australians
Enriching Communities
Empowering Regions

November 2022

Who we are

Our role

Our work touches every Australian community and underpins our economy and society. We provide policy and strategic advice to government, and deliver programs, services and fit-for-purpose regulation for infrastructure, communications, the arts, transport, our regions, our cities and our territories.

Our purposes

Transport connectivity

Supporting an efficient, sustainable, safe and accessible transport system

Regional development

Improving living standards and facilitating economic growth in cities and regions

Organisational objectives

Connecting Australians   **Enriching** Communities   **Empowering** Regions

Connecting Australians / **Enriching** Communities / **Empowering** Regions

Our organisational objectives,'**Connecting Australians**', '**Enriching Communities**' and '**Empowering regions**' can be used on any departmental materials to help communicate the departments goal and to assist with the messaging behind our visual identity.

Territories

Providing governance frameworks and services in the territories

Communications connectivity

Enabling all Australians to connect to effective communications services and technologies, for inclusiveness and sustainable economic growth

Creativity and culture

Supporting sustainable and inclusive creative and cultural sectors, and protecting and promoting Australian content and culture

Department's **brand**

A common, easily recognisable brand helps identify Australian Government departments and agencies. Branding is a key mechanism for enhancing the visibility, credibility and transparency of the department's activities. This guide has been developed to help ensure the department's brand and visual identity is correctly and consistently applied.

Overview

Our brand architecture describes the way the department, its programs and initiatives identify themselves relative to each other and the Australian Government. The master or umbrella brand is the Australian Government logo. The department's logo and visual identity are a sub-brand of the master brand.

Department of Infrastructure, Transport, Regional Development, Communications and the Arts (DITRDCA) corporate visuals relate to the corporate identity of the department while our program and initiatives are about what we do. Department's programs and initiatives may have their own unique visual identity with or without a logo, used in conjunction with the Australian Government logo or the department's logo where appropriate.

The Communication Branch is responsible for ensuring the department's logo and visual identity is correctly applied in accordance with the:

- **Commonwealth Coat of Arms: Information and Guidelines**
- **Australian Government Branding: Guidelines on use of the Australian Government Logo by Australian Government Departments and Agencies**
- DITRDCA Visual identity guidelines.

The Communication Branch can provide strategic advice and solutions for visual management. Please contact the Branch via

Department's logo and visual identity

The Department of Infrastructure, Transport, Regional Development, Communications and the Arts (DITRDCA) logo and the 'agency design' is for use in circumstances where the department as a whole should be identified. The logo must be used on corporate materials by all divisions, branches and teams in the department. Examples of corporate materials include business cards, stationery, the internet, intranet, annual report and strategic plans.

The department's visual identity includes our logo, colours, images, fonts and the creative design elements.

Our logo

The departmental crest is available in a variety of formats and configurations. Please contact the Creative Design team if you require a copy of the logo pack.

- Email the Creative Design team

Australian Government
Department of Infrastructure, Transport, Regional Development, Communications and the Arts

▲ Strip Crest

Australian Government
Department of Infrastructure, Transport, Regional Development, Communications and the Arts

▲ Stacked Crest

Australian Government
Department of Infrastructure, Transport, Regional Development, Communications and the Arts
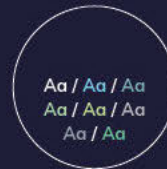
▲ Inline Crest

Brand elements

Typeface

Muli is a *minimalist* sans serif typeface

Colour palette

Primary colour palette

Aa / Aa / Aa
Aa / Aa / Aa
Aa / Aa

#081e3f
CMYK: 100 | 87 | 42 | 53
RGB: 8 | 30 | 63

Aa / Aa

#78d1f5
CMYK: 47 | 0 | 1 | 0
RGB: 120 | 209 | 245

Aa / Aa

#4eb2b4
CMYK: 66 | 9 | 31 | 0
RGB: 78 | 178 | 180

Aa / Aa

#a1feb5
CMYK: 33 | 0 | 43 | 0
RGB: 161 | 254 | 181

Secondary colour palette

Aa / Aa
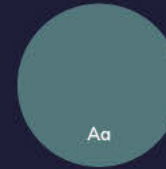
#c0dd92
CMYK: 27 | 0 | 55 | 0
RGB: 192 | 221 | 146

Aa / Aa

#bcbec0
CMYK: 26 | 20 | 20 | 0
RGB: 188 | 190 | 192

Aa / Aa

#99a3af
CMYK: 42 | 30 | 24 | 0
RGB: 153 | 163 | 175

Aa / Aa

#6ec096
CMYK: 57 | 2 | 53 | 0
RGB: 110 | 192 | 150

Aa

#337b7e
CMYK: 80 | 36 | 47 | 10
RGB: 51 | 123 | 126

Accessibility

The colours in the palette have been chosen to give a general compliance to WCAG2.0 AA colour contrast requirements adopted by the Australian Government for all web and publication design. It is important to ensure that the designs produced are inclusive to all readers and allow access for assistive technologies. You can use colour checking software or websites to compare two colours to ensure that a minimum contrast level is met for text and graphical objects.

Contrast Legend

Text is shown in black and white on the swatches. Swatches shown with an 'Aa' meets contrast requirements for the black/white text colour. Swatches shown with only an 'A' must be a minimum font size of 14pt bold or 18pt regular. Swatches without a symbol in black/white text are not suitably contrasted.

Visual devices

▲ Connected web

▲ Geometric shapes, lines and dots

Fonts

Muli: the primary font family

Muli is a minimalist sans serif typeface that is the preferred font for use on departmental materials. Muli is available via an open source license.

Body text should not be smaller than 9pt. In the case of newspaper advertising, where there is limited space, the typeface can be as small as 7.5pt. For visually impaired or low literacy audience set the text in Muli Regular 11pt for best legibility. When typesetting, ensure headings are clearly defined from the body text with adequate white space for readability. The black typeface is available as an alternate font for headings, featured content or design variations.

Muli Light   Muli is a minimalist sans serif typeface

Muli Regular   Muli is a minimalist sans serif typeface

Muli Bold   Muli is a minimalist sans serif typeface

Muli Extra Bold Muli is a minimalist sans serif typeface

Muli Black   Muli is a minimalist sans serif typeface

Microsoft applications

Use the Microsoft Font Calibri when Muli is not available. Microsoft Word and PowerPoint templates are available with all headings and body text sizes specified. See the Intranet for more information and to download office templates.

Calibri Light

Calibri is a minimalist sans serif typeface

Calibri Regular

Calibri is a minimalist sans serif typeface

Calibri Bold

Calibri is a minimalist sans serif typeface

Screen fonts

Where possible, online font usage should use sans-serif webfonts that are similar to the print-specified fonts. Testing should be carried out to ensure that devices and browsers render the font correctly and fall back to similar system fonts where there are issues.

To use the **Muli** font on your website, use the following CSS:

```
font-family: muli, sans-serif;
font-style: normal;
font-weight: 200;
```

Photography

Photography is an important element within the departmental brand and helps invoke a sense of familiarity and comfort. It is important that an image is chosen that reflects the department's persona.

Sourcing images

The department currently actively maintains an image library as well as a stock photography image subscription.

Images are to be carefully selected to display appropriate content and quality when used. To maintain a high quality for print production, please ensure that the image files used are a minimum of 300dpi at final print size.

Image library

The department maintains a video and image library for staff, Ministers, stakeholders, and media to use.

Content in the library can be used in materials such as:

- Web pages
- Social media tiles
- PowerPoint presentations
- Publications

Visit **https://infrastructure.imagegallery.me/** to view the library.

Using stock photography

While the department's preference is to not use stock photography, it is acceptable when budget or timing does not allow for a photoshoot. It should be understood by the area involved of the risks associated with stock photography. These include:

- images do not always reflect the Australian aesthetic

- popular images can be identified as stock photography

- you usually don't have exclusive rights over stock images

- previous applications/circulation of the image is unkown

- appropriate background checks of the subject can not be undertaken

The department currently maintains a subscription to Getty images. To view images currently available under our licenced subscription please visit www.gettyimages.com.au/landing/pa-preview/expanded/87139

The Creative Services team can download images on your behalf. Please contact Creative Services if there are some images you would like to source.

People

Where possible, the preference is to use photos that contain people. This helps build awareness that the departments purpose is to help everyday Australians. Shots should be simple, direct and feature real people in real working situations when possible. When more than one person is shown in the shot, the image should show interaction between the subjects that reflects their relationship. The people captured can either be looking off camera and interacting with their environment, or looking directly at the camera. People should look positive, approachable and natural and should show a range of race, age and gender to reflect our audience.
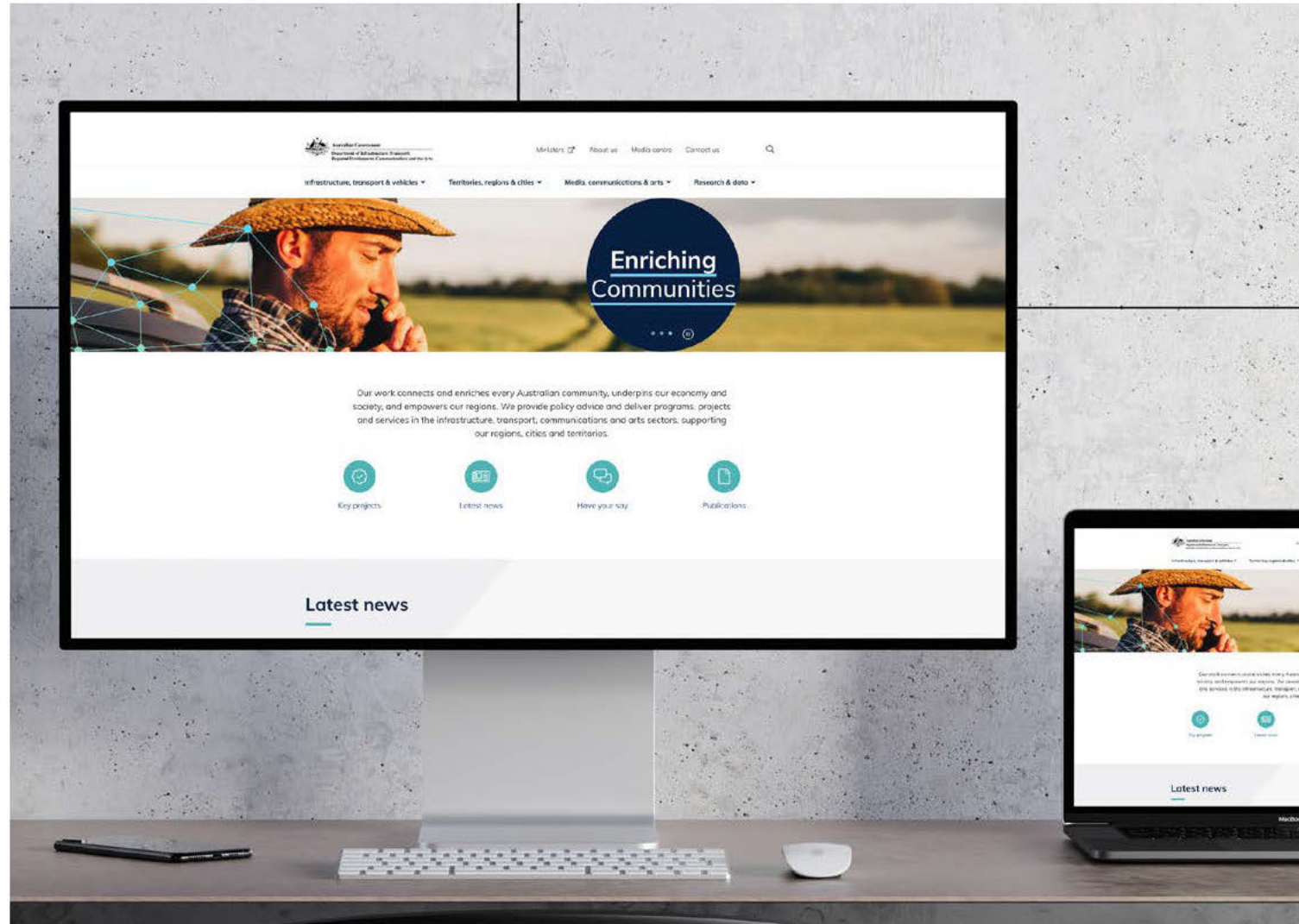
Need more information?

If you require assistance obtaining imagery please contact the Creative Services team for advice. You can email Creative Services at
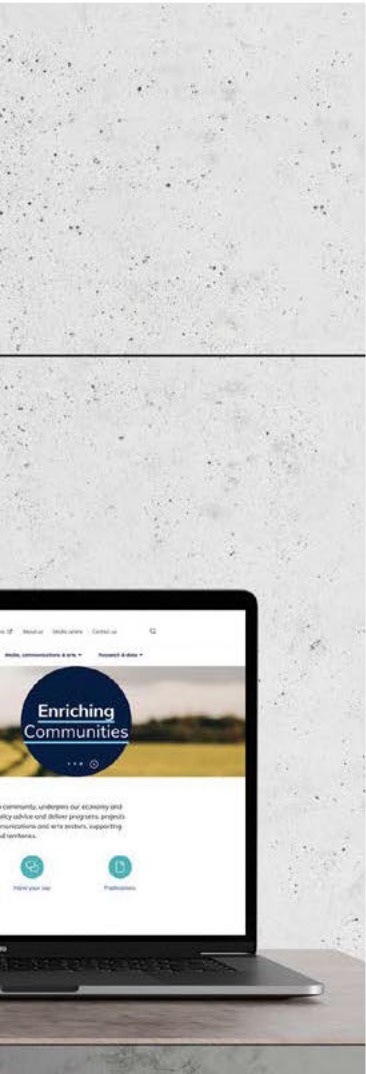
Branding examples
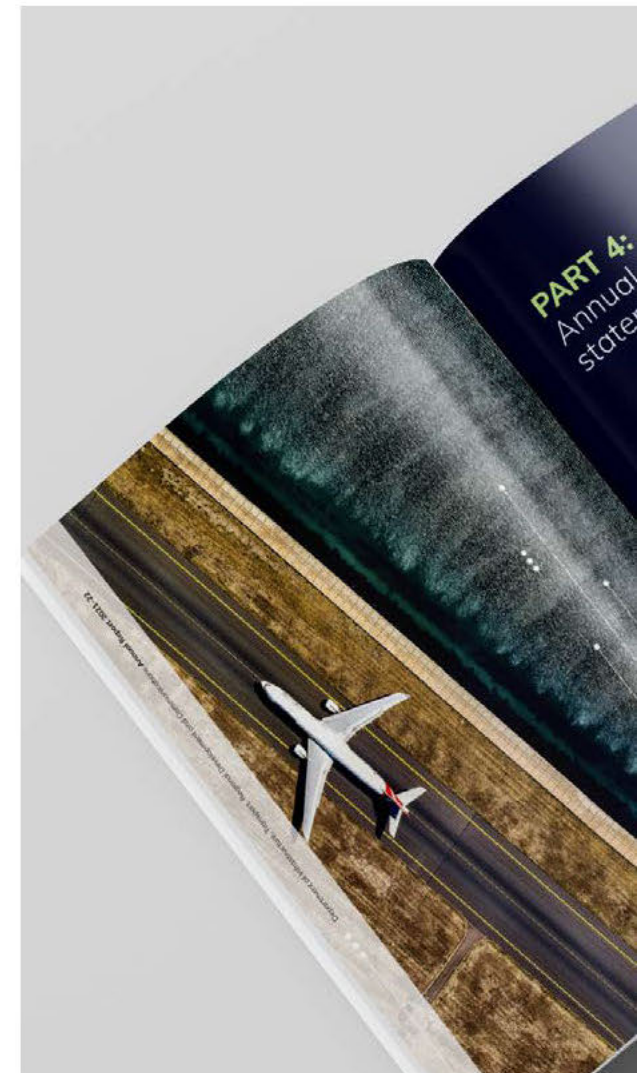
The following pages contain examples of how the departmental branding can be applied.

▲ Web landing page

▲ Pullup banners

▲ Factsheet template

▲ Report

Department of Infrastructure, Transport, Regional Development, Communications and the Arts

Government Administration

Canberra, Australian Capital Territory · 26,598 followers

Our work connects and enriches every Australian community, underpins our economy and society, and empowers our regions.

See jobs   Follow

View all 1,211 employees

Overview   Jobs   Life

About us

Official Australian Government Department of Infrastructure, Transport, Regional Development, Communications and the Arts LinkedIn page.

Through our work we connect Australians, enrich communities and empower our regions. We provide policy and strategic advice to government, and deliver programs, services and regulation for infrastructure, communications, the arts, transport, our regions, our cities and our territories.

Visit our websites:
http://www.infrastructure.gov.au
http://www.arts.gov.au

Image credit (third from right): Synthony concert, Melbourne, 2021. Photo by Duco Events.

Follow us on Twitter:
· http://twitter.com/AusGovInfra
· http://twitter.com/AusGovMediaTech
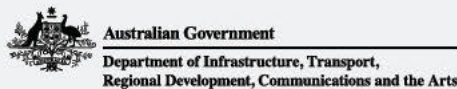· http://twitter.com/AusGovArts

▲ Social Media

Program and initiative branding

Programs and initiatives can use their own unique visual identities with or without a logo. Program and initiative visuals must be used in accordance with the department's brand architecture and should not be considered as stand-alone brand—that is, they are always used with an endorsement from the Australian Government (the master brand) either as a logo (Australian Government or DITRDCA) or a text only acknowledgement.

Not all new programs or initiatives will require the development of a new logo and branding. The development of a new program or initiative logo is recommended based on a number of factors, including:

1. the lifespan of the program or initiative

2. the need to build a branding identity to increase recognition for the program or initiative

3. whether the program or initiative is being administered by a third party or a provider.

If you feel your program or initiative requires its own branding, contact the Creative Services team in the Communication Branch with your business case via _____. The Creative Services team will be able to provide strategic advice and a visual management solution tailored to the requirements of your program or initiative.

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VEHICLE RECALLS

▲ Example of a program identity

An Australian Government Initiative

Green Vehicle Guide
Driving better choices

▲ Example of an Australian Government initiative brand

Issues to consider

New programs and initiatives must consider the context in which their logos are going to be used and if third parties or providers are involved. The following rules apply:

1. All programs and initiatives have a varying life span dependent on the time frame of the outcome. This should be considered when determining if a logo is required.

2. Material produced by the department for a program or initiative must use either an Australian Government logo or a DITRDCA logo alongside the program logo.

3. Third parties or providers can use a program/initiative logo with 'An Australian Government Initiative' text only acknowledgement statement.

4. The Australian Government logo is only to be used by Australian Government departments and agencies, statutory and non-statutory authorities, the Parliament and Commonwealth courts and tribunals, not by third parties or providers.

Australian Government vs DITRDCA logo

The Australian Government Branding: Guidelines on use of the Australian Government Logo by Australian Government Departments and Agencies leave it to the discretion of departments as to whether they use the Australian Government logo or their departmental logo on materials. The department's Communication Branch will work with you and will take a number of issues into consideration when advising on which logo to use. These include the audience, whether multiple departments are involved in the initiative, and where materials will be used (e.g. domestically or internationally). When programs and initiative logos are used with the Australian Government or DITRDCA logo, the Australian Government/DITRDCA logo must always take prominence.

Australian Government

Australian Government

Department of Infrastructure, Transport, Regional Development, Communications and the Arts

▲ Material produced by the department for a program or initiative must use either an Australian Government logo or the DITRDCA logo.

Working with external suppliers on branding

Before approaching an external supplier to design a logo or branding, it is important that you talk to the Communication Branch to discuss your needs. The Branch is the final decision point for branding and visual identity requests.

The Branch will be able to provide advice on application of the department's branding and visual identity and can help with design work if this is appropriate.

Internal requests for logos

Groups, branches, divisions, sections and teams in the department deliver outcomes to the Australian public in the department's name. To reinforce that the department is a single unified entity, we have a master-branded model. In line with this, department groups, divisions, branches, sections, teams and internal initiatives will not be granted permission to develop their own unique logos.

In certain cases, groups, divisions, branches, sections, teams developing internal initiatives may want to differentiate themselves and their services and/or products, particularly where there are a high number of internal products or events produced. Existing branding, in most instances, will be able to be applied. Where appropriate and based on a demonstrated need (such as the number of publications or events produced), groups, divisions, branches, sections and teams may be granted permission to adopt an individual look and feel and/or text treatment, which aligns with the department's visual identity. This will need to be approved by the Communication Branch.

Social clubs and employee networks

Social clubs and networks are independent bodies that function in line with department values. They are not accountable for delivering Government outcomes. These bodies should not use the department logo on internal department materials. As independent bodies, social clubs and networks may require individual branding to differentiate their purpose and activity within the department. In these instances, permission must be sought from the Communication Branch for the development of individual branding. If deemed appropriate, the Communication Branch can provide advice and support in the development of this branding. If you are in a social club or network and would like to publish material externally for an initiative supported by the department (for example, fundraising), talk to the Creative Design team about whether it is better to use a logo or text acknowledgement.

Current Network logos

Gender Equality Network

Indigenous Staff Network

Pride and Allies Network

Disability and Allies Network

Cultural and Linguistic Diversity Network

Mental Health and Wellbeing Network

Contact us

The Communication Branch has an expert in-house Creative Services team with a range of design and video production capabilities. Business areas should consult with this team via ▮▮▮▮▮▮▮▮▮▮▮▮ before outsourcing design work to external providers.