



Australian Government

Australian Maritime Safety Authority

Brand style guide

FEBRUARY 2024

Who we are

As Australia's national regulatory body, we promote the safety and protection of our marine environment and combat ship-sourced pollution.

We provide the infrastructure for safety of navigation in Australian waters, and maintain a national search and rescue service for the maritime and aviation sectors.

Learn more about us on amsa.gov.au

Contents

Who we are	2
Logo	4
Colours	9
Banners	11
Typeface	12

Logo

Common branding is applied across Australian Government entities, providing consistency and easy recognition of federal departments, agencies and services. Australian Government logo is owned and controlled by PM&C and there are specific ways it has to be used. For reference visit [Australian Government Branding Design Guidelines \(pmc.gov.au\)](http://pmc.gov.au) Here are few examples of how the logo can and can't be used.



Australian Government

Australian Maritime Safety Authority

Stacked
version



Australian Government

Australian Maritime Safety Authority

Inline
version

Minimum size and space around the logo

An isolation zone has been established to ensure that the logo is clearly visible.



Clear space



A minimum width of 20 mm applies to use of the Commonwealth Coat of Arms on stationery and larger items.

For smaller items, sizing is dependent on the space available, but the logo must remain recognisable and legible.

Please note that the isolation zone shown here must be seen as a minimum and can be greater; and that it applies to every form of the logo and in every application of the logo.

Standard application of the logo



Australian Government

Australian Maritime Safety Authority



Australian Government

Australian Maritime Safety Authority



Australian Government

Australian Maritime Safety Authority



Australian Government

Australian Maritime Safety Authority

Don'ts



AMSA tagline

The AMSA tagline sometimes accompanies our logo to help explain a bit about our vision and mission. It can help give our logo more meaning in particular when the user is not too familiar with AMSA. It is best used in print or when the viewer can consider its meaning - banners and backdrops, printed documents and covers.

Safe and clean seas, saving lives

AMSA logos with tagline example



Primary colour palette

Colours must be applied using high contrast principles for readability of text and graphic elements and to comply with accessibility guidelines.


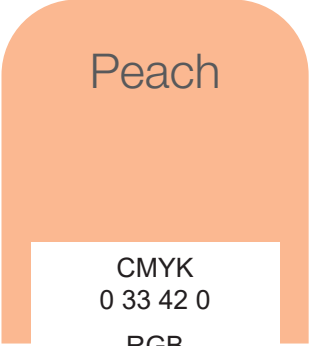
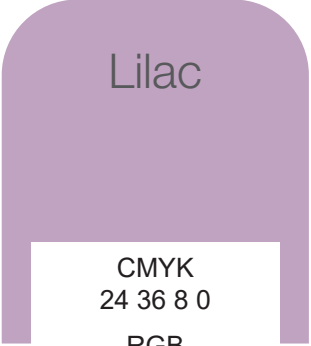


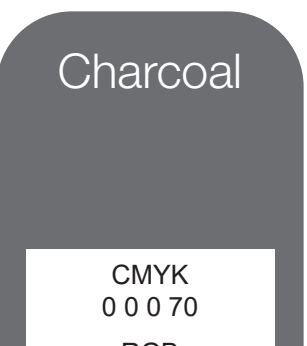

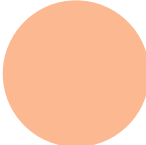
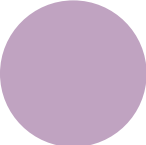





Use of Yellow and Orange should be minimal in the layout.

Marine Blue CMYK 93 58 18 2 RGB 0 103 155 HEX #00679a Pantone 647 C	Bright Blue CMYK 83 0 21 0 RGB 0 181 204 HEX #00b5cc Pantone 3115 C	Deep Blue CMYK 100 90 10 40 RGB 19 35 97 HEX #132360 Pantone 2757 C
Aqua CMYK 100 0 30 26 RGB 0 125 138 HEX #007d8a Pantone 7713 C	Beacon Orange CMYK 0 79 100 0 RGB 213 68 5 HEX #d54405 Pantone 1665 C	Yellow CMYK 0 13 68 0 RGB 255 218 110 HEX #ffda6e Pantone 120 C

Secondary colour palette

Secondary colours are chosen to complement the primary colour palette and selected based on content and accessibility. For more information on accessibility and contrast visit: webaim.org/resources/contrastchecker/

					
Light Blue	Peach	Lilac	Green	Cool Grey	Charcoal
CMYK 10 0 0 0	CMYK 0 33 42 0	CMYK 24 36 8 0	CMYK 28 0 98 0	CMYK 16 11 13 0	CMYK 0 0 0 70
RGB 225 244 253	RGB 251 184 145	RGB 191 163 193	RGB 196 217 47	RGB 213 213 210	RGB 109 110 113
HEX #e1f4fd	HEX #fbb891	HEX #bfa3c1	HEX #c4d92f	HEX #d5d5d3	HEX #6d6e71
Pantone 656 C	Pantone 1555 C	Pantone 7437 C	Pantone 380 C	Pantone Cool Gray 1 C	Pantone 424 C
					

Banners



CMYK
100 90 10 40
RGB
19 35 97
HEX
#132360
Pantone
2757 C



CMYK
100 0 30 26
RGB
0 125 138
HEX
#007d8a
Pantone
7713 C



CMYK
0 79 100 0
RGB
213 68 5
HEX
#d54405
Pantone
1665 C



Typography

PRIMARY FONT

Helvetica Neue LT

abcdefghijklmnop ABCDEFG

123456789 \$%&(.,:;#!?)

Used for major and minor headings. It is available in many weights. We recommend to use **45 light**, **65 medium** and **85 heavy**.

Arial

abcdefghijklmnop ABCDEFG

123456789 \$%&(.,:;#!?)

Used for sub headings and body copy.

If your document is a Microsoft Office file, please use the secondary font shown on page 24.

Secondary / Alternate font

When the primary font cannot be used, the alternate font should be applied. For example, producing a report in Microsoft Word or Powerpoint.

Arial

abcdefg ABCDEFG
123456789 \$%&(.,;:#!?)

Bullet points can be stylised or plain, as long as the style and format chosen is consistent throughout the whole document.

- Bright blue bullet symbol
- Stylised bullets can be any of the following examples, as long as sub-bullets are a different symbol.



- Text left-aligned
- No full justification
- Hyphenation off.

Font used on AMSA website is **Open Sans**

Enquiries relating to the application of the brand should be directed to the Australian Maritime Safety Authority (AMSA) Digital Engagement and Experience team at xxxxxxx@xxxx.xxx.au