

## Our logo

The Screen Australia logo is a living mark expressing the emotional journey experienced through watching screen content.

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The standalone logos should only be used after receiving approval from the Screen Australia Communications Department.

The small scale execution should only be used when the logo must be displayed below the minimum height of the primary logo



Small scale execution:



## Government logo lock-ups

The Australian Government lock-ups appear in three different forms: inline, stacked, and a small-scale execution.

The inline lock-up is the preferred version and should be used for most applications, with exception outlines in the following pages.

The individual elements should never be taken apart and used separately. The proportions of these lock-ups and their individual elements should not be altered in any way.

[Download logos →](#)



**Australian Government**



# Minimum Size

Print 12mm height

Digital ?px height

Print 12mm height

Digital 23px height

Print 20mm wide

Digital 79px wide



# Screen Australia Neutrals

100% black should never be used as a background colour, this palette should be used instead.

#1f2e37

#000917

#041721

#131f29

#f4f4f4

#fafbfd

#ffffff

# Screen Australia 'Red'

[Accessibility checker →](#)

#f15d58

#f05352

#f3786c

#f8aea0

#feece6

# Screen Australia 'Yellow'

[Accessibility checker →](#)

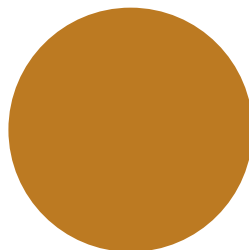
#dd9319

#e19c30

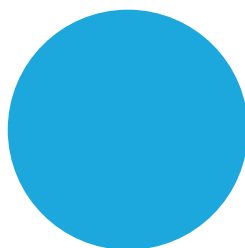
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#fef2dc

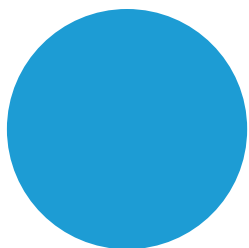
## Secondary colours



To be used for small headings only



To be used as a secondary colour with the red colour scheme (see “colour usage” for guidelines)



To be used as a secondary colour with the yellow colour scheme (see “colour usage” for guidelines)





# Stories that connect and reflect us.

Screen Australia supports the development, production, promotion and distribution of Australian narrative (drama) and documentary screen content. The agency invests directly in Australian film, television, online titles and games. It also administers the Producer Offset tax incentive for Australian screen stories.

The agency also offers sector-building programs such as Enterprise, initiatives including Gender Matters and funding through Screen Australia's First Nations Department.

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**Incorrect colour usage**

## Primary Typeface

Public Sans is a strong, neutral typeface for interfaces, text, and headings.

Public Sans is licensed under the Open Font License.

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Our system typeface is TBC

[Download font →](#)

# Public Sans

ExtraLight 200

Light 300

Regular 400

Medium 500

Semibold 600

**Bold 700**

Heading 120px-85px | Font weight: Light | Tracking 1% | Leading 95%

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Celebrating  
Australian  
Stories.

Heading 70px-55px | Font weight: Regular | Tracking 1% | Leading 100%

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Celebrating  
Australian stories.

Heading 50px-45px | Font weight: Medium | Tracking 1% | Leading 105%

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Celebrating Australian stories.

Heading 30px-25px | Font weight: Bold | Tracking 1% | Leading 110%

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**Australian stories that are accessible domestically  
and internationally across all platforms**

# This is a heading

Intro paragraphs are light, tracking is 0, leading is 120%. Intro text is 45% larger than body copy. Paragraph spacing is 75% of font size.

Body copy is ExtraLight, tracking is 1%, leading is 125%, paragraph spacing is 50% of font size. Minimum font size for body copy is 16px, preferred size is 18px.

Our objective, as the screen industry's federal funding body, is to clearly communicate and engage with different parts of the sector including; producers and production companies, broadcasters and streaming services, state agencies, the Australian Film, Television and Radio school, screen sector guilds and associations. Screen Australia also proactively engages with advocacy organisations who are committed to inclusivity and positive change in the screen sector.

# This is a heading

Intro paragraphs are light, tracking is 0, leading is 120%. Intro text is 45% larger than body copy. Paragraph spacing is 75% of font size.

Body copy is ExtraLight, tracking is 20, leading is 120%, paragraph spacing is 3.5%. Minimum font size for body copy is 12pt. Paragraph spacing is 50% of font size.

Our objective, as the screen industry's federal funding body, is to clearly communicate and engage with different parts of the sector including; producers and production companies, broadcasters and streaming services, state agencies, the Australian Film, Television and Radio school, screen sector guilds and associations. Screen Australia also proactively engages with advocacy organisations who are committed to inclusivity and positive change in the screen sector.



# Screen Australia invests in stories that matter.

Body copy is ExtraLight, tracking is 20, leading is 120%, paragraph spacing is 3.5%. Minimum font size for body copy is 12pt. Paragraph spacing is 50% of font size.

We support risk-taking and innovation in storytelling, emerging talent development, new business models and new pathways to audiences.

We invest in screen content across all platforms, including emerging digital spaces and games, and assist in promoting it to audiences domestically and internationally.

We are committed to reflecting the breadth of Australian stories and building equity into our programs and community engagement. We develop and implement opportunities for diverse practitioners traditionally under-represented in the industry.

# Screen Australia supports and promotes First Nations talent and stories

Body copy is Regular, tracking is 20, leading is 120%, paragraph spacing is 3.5%. Minimum font size for body copy is 12pt. Paragraph spacing is 50% of font size.

The representation of Aboriginal and Torres Strait Islander stories, issues and culture on screen is critical to Australian society. Australian First Nations screen stories are popular with First Nations communities, broader Australian audiences, and international markets.

Screen Australia continues to support the First Nations Department and its vital work assisting First Nations screen stories, creators and businesses. Creating sustainable careers and clear career pathways are a priority for the First Nations Department and is exploring with industry stakeholders the development of a national framework for Indigenous professional development. In addition, the First Nations Department runs a number of targeted skills development initiatives in partnership with industry.

**This heading is Bold, tracking is 20, leading is 130%.  
Heading is 10% larger than body text.**

Body copy is Light, tracking is 20, leading is 120%,  
paragraph spacing is 35% of font size. Minimum font size  
for body copy is 12pt.

Australian screen content delivers significant cultural  
benefit to audiences, and the programs offered by Screen  
Australia encourage innovation, quality and diversity in  
Australian storytelling.

We support projects of scale and ambition, distinct local  
stories told with strong creative voices and risk-taking  
content for all platforms.

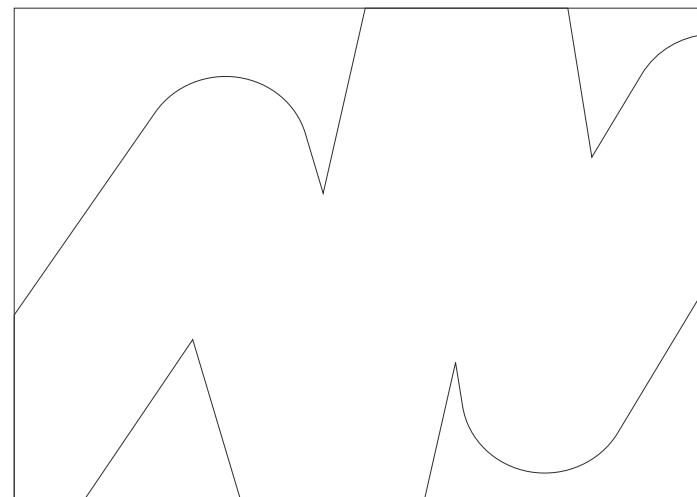
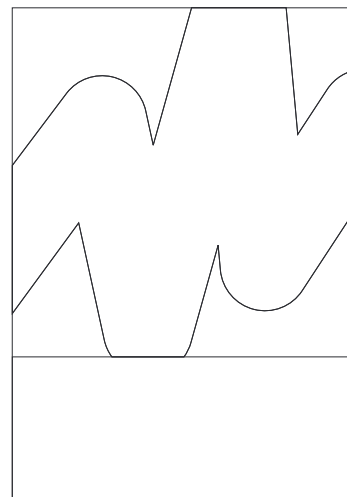
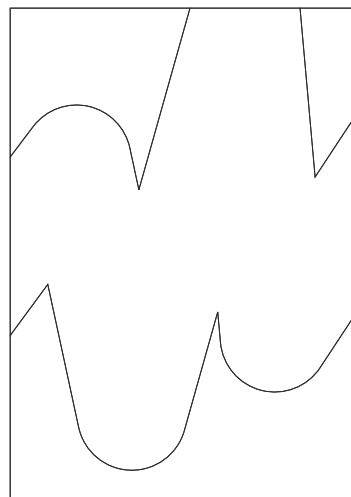
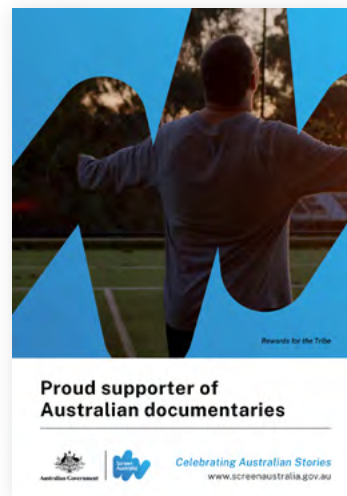
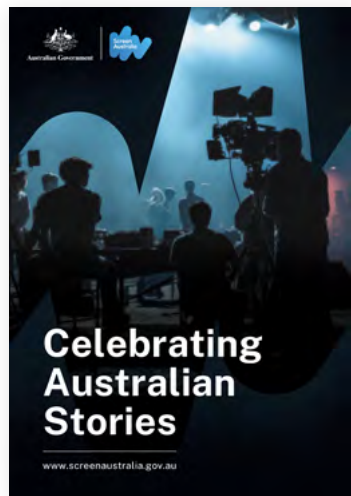
## Graphic Device

### Rules:

- The whole shape should not be visible, except as part of the Screen Australia logo
- The shape can be rotated, but must retain the same proportions
- When the graphic device is displayed in the same frame as the logo, the shape should not appear in the same orientation as that within the logo

# Graphic Device

Cropping instructions



# As a frame

Australian Government | Screen Australia

## Congratulations

to the all the Australian titles selected for MIFF

[www.screenaustralia.gov.au](http://www.screenaustralia.gov.au)

Memoir of a Snail

Australian Government | Screen Australia

## Celebrating Australian Games

[www.screenaustralia.gov.au](http://www.screenaustralia.gov.au)

Australian Government | Screen Australia

## Screen Australia invests in stories that matter.

[www.screenaustralia.gov.au](http://www.screenaustralia.gov.au)

Australian Government | Screen Australia

## About us

Screen Australia supports the development, production, promotion and distribution of Australian screen content in all its forms, across all platforms. We also administer the Producer Offset on behalf of the government, which underpins all local screen production.

[www.screenaustralia.gov.au](http://www.screenaustralia.gov.au)

# Layered



### Acknowledgment of Country

Screen Australia acknowledges that we work on lands of the Gadigal People of the Eora Nation in our Ultimo office and on the lands of the Wurundjeri People of the Kulin Nation in our South Melbourne office.

We pay respect to Traditional Custodians and Elders past and present, and recognise their continuous connection to culture, community and Country. We extend that respect to all Aboriginal and Torres Strait Islander peoples.

We acknowledge the continuous strength and power in First Nations storytelling and are proud of the work of Screen Australia's First Nations Department, which has provided leadership and support to Aboriginal and Torres Strait Islander storytellers around the country for three decades.

*Cover: Thou Shalt Not Steal  
This page: The New Boy*

SCREEN AUSTRALIA Corporate Plan 2024-28 2



Australian Government | Screen Australia

## Annual Report 2023/24

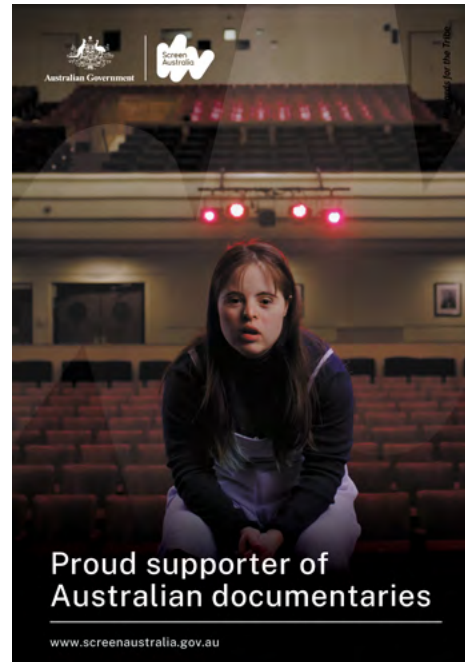


The New Boy

### Screen Australia invests in stories that matter.

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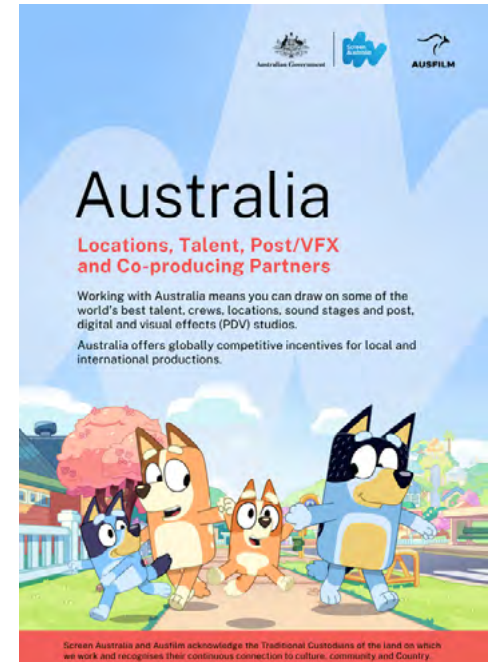
CELEBRATING AUSTRALIAN STORIES • [www.screenaustralia.gov.au](http://www.screenaustralia.gov.au)



Australian Government | Screen Australia

### Proud supporter of Australian documentaries

[www.screenaustralia.gov.au](http://www.screenaustralia.gov.au)



Australian Government | Screen Australia | AUSFILM

## Australia

### Locations, Talent, Post/VFX and Co-producing Partners

Working with Australia means you can draw on some of the world's best talent, crews, locations, sound stages and post, digital and visual effects (PDV) studios.

Australia offers globally competitive incentives for local and international productions.

Screen Australia and Ausfilm acknowledge the Traditional Custodians of the land on which we work and recognise their continuous connection to culture, community and Country.

# Solid colour

## Our performance framework

This Corporate Plan is directly aligned to the relevant outcome, priorities and performance indicators set out in the Communications and the Arts Portfolio Budget Statement, specifically:

**Outcome 1:** Promote engaged audiences and support a creative, innovative and commercially sustainable screen industry through the funding and promotion of diverse Australian screen product.

Screen Australia's performance measures are grouped under our key objectives, challenges and focus areas. Our results for the year against the key performance indicators that are detailed in this Corporate Plan will be reported in our annual performance statement.

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Cropping instructions

