Australian Government
Australian Public Service Commission

AUSTRALIAN PUBLIC SERVICE COMMISSION

Creative Guide
Brand Assets

LOGO
DESIGN & USES

THE DESIGN

When applied to departments and agencies, the Australian Government logo consists of four elements:

the Commonwealth Coat of Arms (Conventional Version 3A Solid)

the words 'Australian Government' (Times New Roman Bold)

an underline, and the department's or agency name (also Times New Roman Bold).

Consistency of construction of the logo is critical to the intention of establishing and maintaining a single recognition device for the Australian Government.
There are several forms of the logo which may be used for different situations. Examples for APSC are on the right. It is left to the discretion of the department or agency as to which should be used on any given occasion.

POSITIONING THE LOGO
In most circumstances, the logo must have prominence over and above other images and graphic elements. Where possible, the logo must be placed at the top of the item it appears on and other logos, text or images must not be placed above or to the left of the logo. An individual logo must appear only once in a document.
The logo must not be used as decorative or artistic element or as a watermark, and must not be overprinted with text or images.

An isolation zone has been established to ensure that the dignity of the logo is not jeopardised through crowding. The location of this zone is indicated by the grey Xs in the illustrations below. The width of 'X' is the distance between the top of the capital 'A' in 'Australian Government' and the bottom of the horizontal line beneath these words (as indicated by the black Zs in the illustrations below). That measurement will vary depending on the size of the font used in the particular case. 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.

You can find more information on the Australian Government brand design guidelines here.

minimum width of crest on all versions 20mm

INLINE VERSION

Australian Government
Australian Public Service Commission

STACKED

Australian Government
Australian Public Service Commission

STACKED 2

Australian Government
Australian Public Service Commission

LOGO

COLOUR USES

It is intended that the Australian Government logo be reproduced in one colour only, preferably black. However, to add flexibility to this reproduction, guidelines for limited colour use have been developed.

The logo can be reversed – white on black – or can appear as a light colour on a dark colour (eg charcoal, navy, maroon, dark green, etc) or as a dark colour on a light colour. The choice of these colours is up to individual Australian Government bodies, but it is essential to ensure that any use of colour does not compromise the integrity of the logo.

Attention to contrast must always be considered carefully. 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. The logo must not appear as a dark colour on a dark background.

The various elements of the logo must not be represented in more than one colour, and the full colour version of the Commonwealth Coat of Arms must not be used in place of the Conventional Version 3A Solid Commonwealth Coat of Arms in single colour.

Use of a black and white logo on a particular product does not preclude the use of the logo in a different colour palette on other products.

COLOUR & USES

PRIMARY COLOURS

Green
HEX #B0B805
R176 G184 B5
C36 M15 Y100 K1

Pink
HEX #AC1749
R172 G23 B73
C24 M100 Y60 K12

Purple
HEX #544A75
R84 G74 B177
C76 M77 Y29 K13

Orange
HEX #B97404
R185 G116 B4
C24 M57 Y100 K8

Blue
HEX #053A68
R5 G58 B104
C100 M83 Y34 K21

AQUA
HEX #4DA3AB
R77 G163 B171
C69 M19 Y32 K0

COLOUR ACCESSIBILITY

White Text Overlay	Small Text		Large Text	
	Pass	Fail	Pass	Fail
White on Green		❌		❌
White on Pink	✅		✅	
White on Purple	✅		✅	
White on Orange		❌	✅	
White on Blue	✅		✅	
White on Aqua		❌		❌

Black Text Overlay	Small Text		Large Text	
	Pass	Fail	Pass	Fail
Black on Green		❌		
Black on Pink	✅		✅	❌
Black on Purple	✅		✅	
Black on Orange		❌	✅	
Black on Blue	✅		✅	
Black on Aqua		❌		❌