



OFFICE of the
**OFFICIAL SECRETARY to the
GOVERNOR-GENERAL**



STYLE AND BRANDING GUIDE

FIRST EDITION; SEPTEMBER 2020

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1. INTRODUCTION

INTRODUCTION

TEXT REQUIRED FROM OOSGG

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2. VISUAL BRAND

VISUAL BRAND

2.1 Logos

The primary brand mark of OOSGG is the Crown and Wattle insignia and this will generally be sufficient on its own. This may be presented in gold (primary), black (secondary), or white (secondary inverted). The coloured Crown and Wattle graphic is reserved for use by the Governor-General themselves.

A text logo may be used in situations where the name of the Office needs to be displayed; for example, on an annual report or other external material.

Primary Brandmark



Primary Text Logo - Inline



the GOVERNOR-GENERAL
of AUSTRALIA



OFFICE of the
OFFICIAL SECRETARY to the
GOVERNOR-GENERAL



OFFICE of the
OFFICIAL SECRETARY to the
GOVERNOR-GENERAL



OFFICE of the
OFFICIAL SECRETARY to the
GOVERNOR-GENERAL

Secondary Text Logo - Stacked



the GOVERNOR-GENERAL
of AUSTRALIA



OFFICE *of the*
OFFICIAL SECRETARY *to the*
GOVERNOR-GENERAL



OFFICE *of the*
OFFICIAL SECRETARY *to the*
GOVERNOR-GENERAL



OFFICE *of the*
OFFICIAL SECRETARY *to the*
GOVERNOR-GENERAL

Supplementary Logo - Text Only

the GOVERNOR-GENERAL
of AUSTRALIA

OFFICE *of the*
OFFICIAL SECRETARY *to the*
GOVERNOR-GENERAL

OFFICE *of the*
OFFICIAL SECRETARY *to the*
GOVERNOR-GENERAL

OFFICE *of the*
OFFICIAL SECRETARY *to the*
GOVERNOR-GENERAL

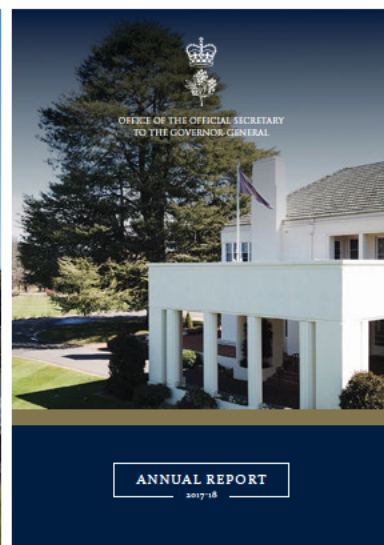
Logo Guidelines

Do:

- ✓ Allow plenty of space around the logo - aim for 1cm



- ✓ Use PNG files for everyday use
- ✓ Use vector files (AI, EPS, PDF) for large-scale and professional design use
- ✓ Ensure there is sufficient contrast or a brand colour overlay if placing the logo over photographs (see below)



Do not:

- ✗ Edit or change the logo colour, font or layout



Office of the
**Official Secretary to the
Governor-General**

- ✗ Rotate logos



- ✗ Place logos on busy or brand-inconsistent background



- ✗ Save logos as JPG files - these files do not support transparent backgrounds

2.2 Typography

External Documents

Mrs Eaves should be used for main headings.

Small Caps

AA BB CC DD EE FF GG HH II JJ KK
LL MM NN OO PP QQ RR SS TT UU VV
WW XX YY ZZ

Roman Lining

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Gill Sans should be used for small headings and body text.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

The above fonts are licensed for OOSGG use and must be used in professional external publications. If you require access to these fonts, please contact [NAME] at [EMAIL].

Headings - External Documents

TITLE

Mrs Eaves Roman Small Caps 36pt

HEADING 1

Mrs Eaves Roman Small Caps 26pt

Heading 2

Mrs Eaves Roman Lining 20pt

Heading 3

Mrs Eaves Roman Lining 16pt

Heading 4

Gill Sans Bold 11pt

Heading 5

Gill Sans Bold 10pt

Body

Gill Sans Light 10pt

• Bullet Point 1

Gill Sans Light 10pt, indent 10mm

- Bullet Point 2

Gill Sans Light 10pt, Indent 20mm

Subtitle/Caption

Gill Sans Light 9pt

These sizes are guides based on this A4 publication.

How to access these fonts

Mrs Eaves and Gill Sans are available online for licensing from their type foundries. Mrs Eaves can also be synced to Adobe applications free of charge through Adobe Fonts.

Spacing

Type should be spaced at 1.5x. This allows easier readability for large swathes of text.

Internal Documents

Constantia should be used for main headings.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Calibri should be used for small headings and body text.

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz**

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz

Headings - Internal Documents

TITLE

Constantia, small caps, 36pt, expanded by 3pt

Heading 1

Constantia 26pt, expanded by 1pt

Heading 2

Constantia 20pt, expanded by 0.5pt

Heading 3

Constantia 16pt, expanded by 0.5pt

Heading 4

Calibri Bold 12pt

Heading 5

Calibri Bold 11pt

Body

Calibri Light 11pt

- Bullet Point 1

Calibri Light 11pt, indent 10mm

- Bullet Point 2

Calibri Light 11pt, Indent 20mm

Subtitle/Caption

Calibri Light 9pt

These sizes are guides based on this A4 publication.

How to access these fonts

Constantia and Calibri are default Microsoft fonts and will be present in Microsoft Word, PowerPoint and Publisher.

Spacing

Type should be spaced at 1.15x.

Typography Guidelines

Do:

- ✓ Use Mrs Eaves (Headings) and Gill Sans (Small headings, body) for external publications
- ✓ Use Constantia (Headings) and Calibri Light (Small headings, body) for internal publications
- ✓ Use 1.5x line spacing for external publications and 1.15x line spacing for internal publications

Do not:

- ✗ Use unapproved alternative fonts

A special exception for typography

Mrs Eaves may be used in place of Gill Sans as a body font in situations where a regal look is required. Print banners are an example of this - see below.

Ensure Mrs Eaves is not used as a body font when the font size is small or there are large amounts of text - as an older-style serif font, it is much harder to read in small print and in paragraphs than Gill Sans.



Investiture ceremonies are held twice a year at Government House.

The ceremonies are a chance to celebrate outstanding Australians recognised through the Australian Honours and Awards system. In front of family and friends, recipients receive the insignia of their award from the Governor-General.

While some well-known people receive awards, many more are known only to those they help and serve day in, day out. All recipients are worthy of recognition and celebration.

2.3 Colour

The OOSGG colours are navy blue, dark gold, and white. Black may be used in typesetting or to provide background in shades of grey.

Colour values are as follows:



Navy

R34 G42 B93

C100 M90 Y33 K26

PMS 534C

#222A5D

40% and 15% tints



Gold

R181 G162 B105

C30 M31 Y68 K2

PMS 4515C

#B5A269

40% and 15% tints



White

R255 G255 B255

C0 M0 Y0 K0

#FFFFFF



Black

R181 G162 B105

C30 M31 Y68 K2

PMS 4515C

#000000

40% and 15% tints

Colour Guidelines

Do:

- ✓ Use the exact colour values specified
- ✓ Use predominantly blue or white, with gold accents
- ✓ Apply colours in solid blocks

Do not:

- ✗ Use colours which are not brand-consistent
- ✗ Lighten, darken, or blend the colours in any other way, **unless necessary** for the undertaking of the task

An example of a **necessary deviation** is using blue in a feather gradient instead of a solid block to make the OOSGG logo visible on a photograph, as on the cover of this style guide.

2.4 Tables

Table design is consistent with annual reports until 2018/19. These feature open rows and plenty of white space.

Example Table 1: List of Requirements

PGPA Rule Reference	Part of Report	Description	Requirement
17AD(g)	Letter of Transmittal		
17A(i)	i	A copy of the letter of	Mandatory
17AD(h)	Aids to access		
17A(j)(a)	ii-iii	Table of contents.	Mandatory
17A(j)(b)	138	Alphabetical index.	Mandatory
17A(j)(c)	136-137	Glossary of abbreviations and acronyms.	Mandatory
17A(j)(d)	128-133	List of requirements.	Mandatory
17A(j)(e)	<i>Inside front cover</i>	Details of contact officer.	Mandatory
17A(j)(f)	<i>Inside front cover</i>	Entity's website address.	Mandatory
17A(j)(g)	<i>Inside front cover</i>	Electronic address of report.	Mandatory
17AD(a)	Review by accountable authority		
17AD(a)	2-7	A review by the accountable authority of the entity.	Mandatory

Specifications:

Font

Table Title: Heading 3 (Mrs Eaves Roman Lining 16pt)

Table Heading 1: Body (Gill Sans Light 10pt)

Table Subheading: Heading 5 (Gill Sans Bold 10pt)

Table Content: Body

Colour (Fill and Borders)

Heading Row: Blue 15% fill

Body Rows: White fill

Borders: Blue 100%, horizontal only, 0.2pt weight

No external borders

Table Guidelines

Do:

- ✓ Create tables using the styles specified in this style guide

Do not:

- ✗ Alter the visual design, linework or colours in any way

2.5 Iconography

Each department of OOSGG is represented by an icon. This icon should be used in internal communications to visually specify the origin of the communication.



Government House



Admiralty House



IT



Finance



Official Secretary



Deputy to the Official Secretary



Human Resources



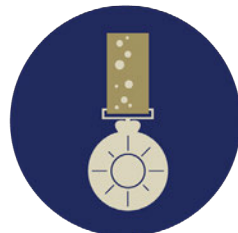
Property



Household



Communications



Honours and Awards



Horticulture



Creative Team

Composite Icon

A composite icon graphic has been developed to show the interlinking departments of OOSGG. The Office has been provided with different versions of this graphic, each with a separate department highlighted.

This graphic may be used in internal communication as a decorative element. Examples of this can be seen in **Section 4: Templates**.



Iconography Guidelines

Do:

- ✓ Use icons as specified in this style guide

Do not:

- ✗ Alter the visual design, linework or colours in any way

2.6 Composition

When designing assets, consider using the Rule of Thirds. This means that pages should be split visually into thirds, with key aspects sitting within those distinct sections. Images, columns, lines and text might use 1/3 or 2/3 of a page either horizontally, vertically, or both. Gold linework may also be used to emphasise section breaks or fill empty spaces.

This compositional style is common in graphic design as it appeals to established psychological principles.. Dividing visual content up into sections of odd numbers is considered more pleasing to the eye than division into even numbers, and three is the most simple multiple odd number. The resulting strategic asymmetry is considered visually pleasing in design and photography.

Applied examples of the Rule of Thirds can be seen below and on the next page.

The composite image illustrates the Rule of Thirds in design. It features three main components:

- Map of Government House Buildings:** A map showing various buildings and landmarks like Lake Burley Griffin, Vista Lawn, and Back Mountain Tower. A legend at the bottom identifies symbols for Government House, First aid, Toilets, Food vendors, 300-year-old yellow rose bush, Disabled Parking, Information, Coffee, House Tour tickets, 180-year-old Himalayan Cedar, House tour entry and bag check, Mini bus grounds tour pick-up and drop-off, Water, Balthokkers, and RAAF Balloon.
- Page Layout for 'OFFICIAL SECRETARY'S REVIEW':** A page showing the title and introductory text. Brackets indicate a 1/3 section for the title and a 2/3 section for the main text. The text discusses the role of the Office of the Official Secretary to the Governor-General.
- Legend:** A list of 13 items corresponding to the map symbols, including Government House, various Cottages (1-11), Chancery, and the Government House building.



Composition Guidelines

Do:

- ✓ Allow sufficient space between elements
- ✓ Use the Rule of Thirds as a guide
- ✓ Make sure elements are correctly aligned left, right, or centrally using a ruler or software

There are no 'do not's' with composition, as long as colour and shape rules are adhered to - but ensure the design is **approved** before going to print.

2.7 Shape

Thin linework is used in OOSGG branding to distinguish between sections, provide framing for images, and lead the eye around the page in a logical manner.

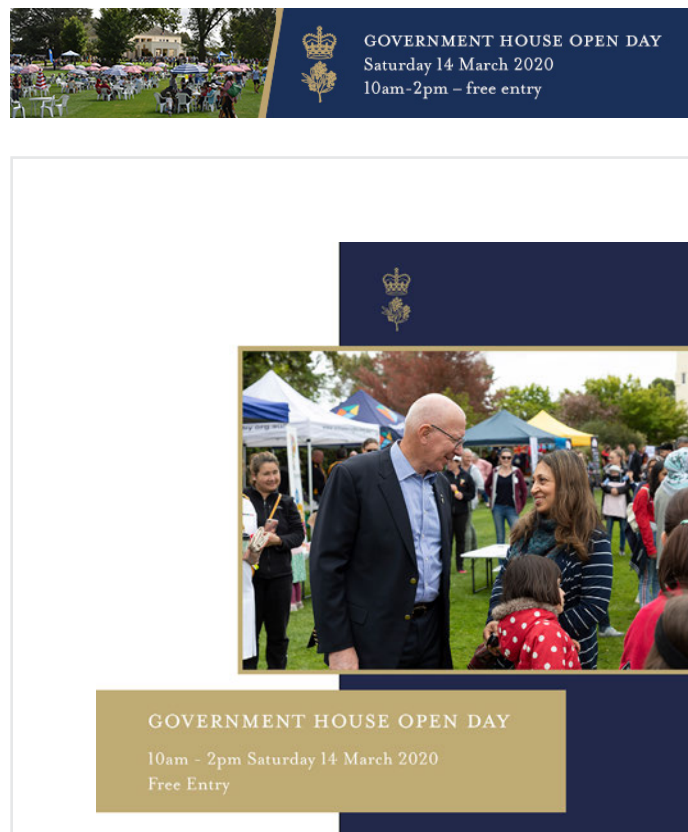
These lines should be gold on a predominantly blue or white background, and used sparingly to highlight important information or break sections.

See examples as follows.



1. INTRODUCTION

Generally, all other shapes used in OOSGG visual branding are solid blocks of colour. Images should be presented as a simple square, rectangle, or rhombus, accented by a thin gold line frame if desired.



Shape Guidelines

Do:

- ✓ Use shape as specified in this style guide

Do not:

- ✗ Deviate from shape guidelines in any way, **unless necessary** for the undertaking of the task.

An example of a **necessary deviation** from shape rules can be seen below. The brochure and social media tiles for the Order of Australia Medal needed to look different from standard OOSGG print material, so fan-like diagonal shapes were used to mark out the page. Note that the composition still follows the Rule of Thirds, the predominant colours are still navy and white, and images are still framed by a thin gold line. This style must now only be applied to OAM materials and not standard OOSGG materials to keep the distinction consistent.



2.8 Images

Images should be selected as follows:

2.9 Signature Blocks

E-mail signatures should be laid out as follows:



<name> | <position>
Office of the Official Secretary to the Governor-General
Government House, Canberra ACT 2600
T: <number> | <mobile if relevant>
E: <email> | W: www.gg.gov.au

Note that brand fonts are not available in e-mail clients so [NAME] is used instead.

3. WRITING GUIDELINES

HEADING

Heading 2

TEXT REQUIRED FROM OOSGG

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam ullamcorper sapien fringilla laoreet malesuada. Sed et ex sed lacus venenatis vestibulum et ut nisi. Nunc ultricies urna eget tortor ullamcorper pharetra. Donec ultrices sed lacus imperdiet pellentesque. Maecenas tristique lorem sed magna laoreet volutpat. Cras nec libero lectus. Mauris sit amet consectetur sapien. Donec non neque neque. Mauris tempor ornare ligula egestas mollis. Donec quam massa, gravida quis augue a, gravida facilisis quam. Pellentesque sit amet volutpat lacus. Aliquam orci mi, blandit a erat vitae, consequat tincidunt sapien. Sed arcu urna, tincidunt faucibus commodo sed, viverra at ante. Morbi id eleifend leo. Morbi eget est a est maximus scelerisque vel non nulla. Mauris sodales urna sed est feugiat aliquet.

Nunc rutrum nunc libero, ut rutrum urna finibus sit amet. Pellentesque eu leo non lorem consectetur scelerisque. Etiam rutrum ante risus, vitae tincidunt magna laoreet id. Morbi ipsum velit, blandit sit amet velit vel, feugiat congue lorem. Proin condimentum justo at nulla lacinia, vitae faucibus nisi blandit. Aliquam egestas suscipit tortor dapibus euismod. Quisque quis vestibulum nisi. Nulla sed dapibus metus. Nulla accumsan velit non porttitor gravida. Praesent vitae mi eget leo ullamcorper lobortis dapibus vulputate ex. Mauris hendrerit tortor eget imperdiet eleifend. Quisque pharetra pellentesque enim, ut dapibus ex iaculis a. Pellentesque laoreet diam sit amet consectetur euismod. Phasellus a sapien non libero fringilla dapibus ut sed urna.

Cras posuere scelerisque finibus. Curabitur non metus vitae nisl volutpat rhoncus. Nullam suscipit massa lorem, ut tincidunt tortor efficitur id. Morbi porttitor dignissim tempus. Sed scelerisque ante id nisi auctor cursus. Pellentesque bibendum quis lorem ut commodo. Curabitur scelerisque non risus eu consectetur. Morbi fringilla nulla est, ut bibendum tortor posuere convallis. Phasellus id felis pretium, varius libero dictum, volutpat erat. Phasellus placerat ex eu orci dapibus fringilla. Morbi volutpat ac urna non tristique. Nunc et nisl nec tortor scelerisque tempus. Nulla gravida dui sit amet feugiat convallis. Integer quis posuere turpis. Pellentesque nec condimentum purus. Morbi consectetur, nunc ac posuere hendrerit, nisl ex suscipit ex, ac ultrices nibh massa a sapien.

Maecenas eget auctor est. Morbi sollicitudin maximus erat non ornare. Nunc sit amet felis risus. Duis aliquet vel justo quis lobortis. Sed consequat dui ante, non sodales justo commodo non. Cras interdum enim id rutrum elementum. Morbi id nisl arcu. Suspendisse in tempor libero, sed sagittis nibh. Donec elit tellus, tempor et tincidunt a, pharetra id lorem. Aenean finibus blandit sagittis. Cras tempor leo a luctus porttitor. Aliquam commodo velit ac eros imperdiet vulputate vel sed augue. Interdum et malesuada fames ac ante ipsum primis in faucibus. Aliquam metus nibh, euismod congue turpis eu, dignissim pellentesque nisi.

Donec sodales, urna vitae gravida congue, urna eros luctus ante, sit amet dapibus magna massa ut nibh. Nullam faucibus leo metus, et condimentum ipsum dignissim non. Vivamus iaculis luctus dolor, quis tincidunt mauris facilisis euismod. Nullam urna urna, cursus id diam sit amet, fringilla aliquam sapien. Sed eu vestibulum diam. Nam volutpat ornare malesuada. Nam nec est laoreet, dictum ligula at, auctor justo. Suspendisse sollicitudin efficitur vulputate. Nam porttitor, quam ac porta maximus, felis ex consequat velit, id lacinia mi orci et lorem. Nam fermentum placerat magna, vitae suscipit magna egestas et. Aenean vitae leo eu erat pulvinar congue elementum ac orci. Maecenas molestie justo eget lectus condimentum rhoncus. Praesent consectetur arcu finibus lectus vestibulum, nec finibus magna varius. Morbi nec massa sit amet nulla volutpat rutrum in sed quam. Donec et elit a massa posuere cursus.

Maecenas eget auctor est. Morbi sollicitudin maximus erat non ornare. Nunc sit amet felis risus. Duis aliquet vel justo quis lobortis. Sed consequat dui ante, non sodales justo commodo non. Cras interdum enim id rutrum elementum. Morbi id nisi arcu. Suspendisse in tempor libero, sed sagittis nibh. Donec elit tellus, tempor et tincidunt a, pharetra id lorem. Aenean finibus blandit sagittis. Cras tempor leo a luctus porttitor. Aliquam commodo velit ac eros imperdiet vulputate vel sed augue. Interdum et malesuada fames ac ante ipsum primis in faucibus. Aliquam metus nibh, euismod congue turpis eu, dignissim pellentesque nisi.

Cras posuere scelerisque finibus. Curabitur non metus vitae nisl volutpat rhoncus. Nullam suscipit massa lorem, ut tincidunt tortor efficitur id. Morbi porttitor dignissim tempus. Sed scelerisque ante id nisi auctor cursus. Pellentesque bibendum quis lorem ut commodo. Curabitur scelerisque non risus eu consectetur. Morbi fringilla nulla est, ut bibendum tortor posuere convallis. Phasellus id felis pretium, varius libero dictum, volutpat erat. Phasellus placerat ex eu orci dapibus fringilla. Morbi volutpat ac urna non tristique. Nunc et nisl nec tortor scelerisque tempus. Nulla gravida dui sit amet feugiat convallis. Integer quis posuere turpis. Pellentesque nec condimentum purus. Morbi consectetur, nunc ac posuere hendrerit, nisl ex suscipit ex, ac ultrices nibh massa a sapien.

Maecenas eget auctor est. Morbi sollicitudin maximus erat non ornare. Nunc sit amet felis risus. Duis aliquet vel justo quis lobortis. Sed consequat dui ante, non sodales justo commodo non. Cras interdum enim id rutrum elementum. Morbi id nisl arcu. Suspendisse in tempor libero, sed sagittis nibh. Donec elit tellus, tempor et tincidunt a, pharetra id lorem. Aenean finibus blandit sagittis. Cras tempor leo a luctus porttitor. Aliquam commodo velit ac eros imperdiet vulputate vel sed augue. Interdum et malesuada fames ac ante ipsum primis in faucibus. Aliquam metus nibh, euismod congue turpis eu, dignissim pellentesque nisi.

Donec sodales, urna vitae gravida congue, urna eros luctus ante, sit amet dapibus magna massa ut nibh. Nullam faucibus leo metus, et condimentum ipsum dignissim non. Vivamus iaculis luctus dolor, quis tincidunt mauris facilisis euismod. Nullam urna urna, cursus id diam sit amet, fringilla aliquam sapien. Sed eu vestibulum diam. Nam volutpat ornare malesuada. Nam nec est laoreet, dictum ligula at, auctor justo. Suspendisse sollicitudin efficitur vulputate. Nam porttitor, quam ac porta maximus, felis ex consequat velit, id lacinia mi orci et lorem. Nam fermentum placerat magna, vitae suscipit magna egestas et. Aenean vitae leo eu erat pulvinar congue elementum ac orci. Maecenas molestie justo eget lectus condimentum rhoncus. Praesent consectetur arcu finibus lectus vestibulum, nec finibus magna varius. Morbi nec massa sit amet nulla volutpat rutrum in sed quam. Donec et elit a massa posuere cursus.

4. TEMPLATES

4.2 All-Staff E-mail



For consistent official communications: Either

- a) a MailChimp template customised for each department with a different look, feel and 'from' field or
- b) A header or e-mail signature to show who the comms are from and display levels of importance once clicked, followed by etiquette rules by department/importance

4.3 Internal Document Template

OFFICE OF THE OFFICIAL SECRETARY TO THE GOVERNOR-GENERAL

Heading Styles

A description of the heading styles required for use in internal documents.

Each of these styles is saved as a heading style and can be accessed through the "Styles" pane on the Home tab of the toolbar.

TITLE

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Body

- Bullet Point 1
 - Bullet Point 2

Subtitle/Caption

MICROSOFT WORD DOCUMENT TEMPLATE

OFFICE OF THE OFFICIAL SECRETARY TO THE GOVERNOR-GENERAL

Tables

Table 1: Example Table

Table Heading	Heading 2	Heading 3	Heading 4	Heading 5	Heading 6
Subheading	Subheading				
Data	Data	Data	Data	Data	Data
Subheading					

MICROSOFT WORD DOCUMENT TEMPLATE

4

4.4 Minute Template

OFFICE OF THE OFFICIAL SECRETARY TO THE GOVERNOR-GENERAL

Subject

Concise description of subject matter/issue.

Purpose

To [a clear statement of purpose (eg. to inform/advise you of... to seek approval for...)]

Background

- Dot points on relevant background

Recommendations

That you:

- Note [details of what is to be noted]
- Approve [details of what is to be approved]
- Sign [details of what is to be signed]

Attachment/s

- List attachment 1
- List attachment 2

INTERNAL DECISION BRIEF FOR OFFICIAL SECRETARY

OFFICE OF THE OFFICIAL SECRETARY TO THE GOVERNOR-GENERAL

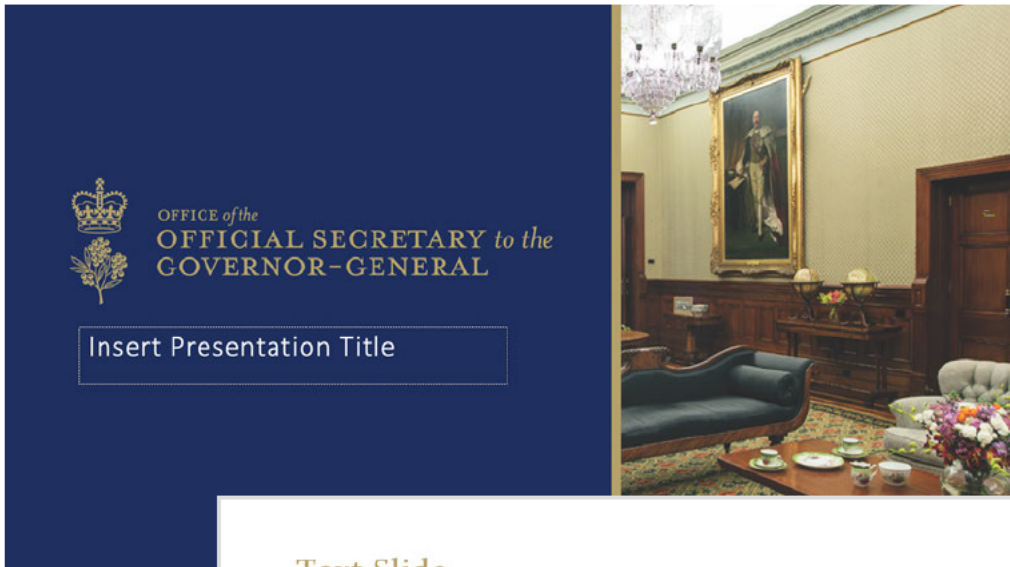
Decision Flow and Outcome

Noted	<input type="checkbox"/>	Noted	<input type="checkbox"/>	Noted	<input type="checkbox"/>
Supported	<input type="checkbox"/>	Supported	<input type="checkbox"/>	Supported	<input type="checkbox"/>
Recommended	<input type="checkbox"/>	Recommended	<input type="checkbox"/>	Recommended	<input type="checkbox"/>
Please discuss	<input type="checkbox"/>	Please discuss	<input type="checkbox"/>	Please discuss	<input type="checkbox"/>
Comment:		Comment:		Comment:	
Through (if applicable)		Through (if applicable)			
Originator Name	Director's Name	Steve Murtagh	Paul Singer		
Title	Title	Deputy Official Secretary	Official Secretary		
Date:	Date:	Date:	Date:		
			Return to:		

INTERNAL DECISION BRIEF FOR OFFICIAL SECRETARY

3

4.5 PowerPoint Template



Text Slide

Heading 1	Heading 2	Heading 3	Heading 4
Subheading 1			
Subheading 2			
Subheading 3			
Subheading 4			
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