



Australian Government



Workplace
Gender Equality
Agency

Workplace Gender Equality Agency

Brand refresh

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Brand rationale

A set of reasons or a logical basis for a course of action or belief

Design is not just what it looks like and feels like.
Design is how it works.

— Steve Jobs

Why refresh a brand?

Before making any changes to a brand, a clear understanding of what the brand does, how it is seen, and who are its audiences is, needs to be understood.

Investing in a brand refresh can help increase brand recognition and awareness, which is especially important during a recession when consumer spending may be down. By updating your logo, color scheme, and messaging, you can make your brand more memorable and recognisable.

Much like design, branding isn't just about how our agency looks, it informs how it works. Our brand is articulated in thousands of visual interactions - on our website, across our social media platforms, and in the many documents and presentations we develop and share. Our people represent our brand too, as does the language we use, and the spaces we work in.

The results of our brand audit show a wide range of representations in play across our agency. Findings demonstrate inconsistency across:

- logo placement
- colour palette
- typography
- iconography
- character styles and graphics
- key messaging

By addressing the inconsistencies across the WGEA brand and providing our teams with elegant and functional working templates, we will create a more cohesive contemporary brand that is fit for purpose and builds greater recognition across our audiences.

How to succeed at our brand refresh?

Jumping into a rebrand is an exciting time, but there are some warnings to heed before proceeding too hastily. In particular, I have seen many brands fail because they changed too quickly or drastically, leaving the core brand unrecognisable and confusing to loyal patrons. If audiences don't see the brand they recognise, it's more likely they will disengage. Retaining familiar elements ensures consumers still recognise their brand.

One of the biggest mistakes any organisation can make is to implement a brand refresh halfway – performing a cosmetic change to the brand without providing a functional collection of assets, or rationale to explain why the changes have happened. Also, getting the entire organisation excited and properly trained on the new positioning is all part of the strategy. For a rebrand to be considered successful, it involves much more than swapping out an old logo; it requires a shift in mentality.

For those who believe in the process, manage it well and do it for the right reasons, benefits will ensue for years to come.

Agency intentions inform brand direction

About WGEA

WGEA is responsible for promoting and improving gender equality in Australian workplaces.

We provide advice and assistance to employers, collect and analyse information provided by employers, assess and measure workplace gender equality performance and undertake research, education and other programs to promote and improve gender equality in the workplace. We are both a regulator and a driver of change and we provide Australia with the most comprehensive gender equality dataset and collection approach in the world.

Our Vision

Our vision is achieving gender equality, where all people are fairly represented and equally valued and rewarded in the workplace.

Our Purpose

Our purpose is to accelerate change to achieve gender equality in Australian workplaces, by providing data backed insights, practical enabling support, tools and research, and accessible pathways to leading practice.

Our Values

Our culture and values support us to achieve our purpose now and into the future. We are committed to the Australian Public Service values of being impartial, committed to service, accountable, respectful and ethical.

Insights from WGEA

WGEA is a forward thinking change encouraging federal government agency.

Our brand should feel:

- trustworthy
- contemporary
- accessible
- engaging
- motivating

Yellow tick recognition

The WGEA tick is well recognised and liked. People see our tick as a symbol of trust and government. The tick as a visual element is speaks of forward motion with the upward angles and the keyline can be seen to represent women and men moving together towards change.

Typography

WGEA's current brand font is foundry sterling. Foundry Sterling is a functional and eloquent typeface family that has its origins in the desire to create a modern sans design with a quintessentially English flavour. The letterforms have been designed with particular attention to classical proportion and purity of form, resulting in the creation of a functional yet graceful typeface with elegant beauty. Foundry Sterling is a versatile font with a carefully chosen weight range equally applicable to identity, editorial, and signage use.

While this font is considered a modern san serif, it lacks the feel of more contemporary online typefaces. It's wide spacing and characters hark back to more more classic heritage fonts, and the lack of digital first approach, does not align with WGEA currently. From a usability perspective, Foundry Sterling is not a standard typeface and is not easy to find or install, making it inaccessible and therefore not always functional.

Foundry Sterling falls short when displaying numerals, with unusual spacing meaning that numbers spread out and do not sit well in detailed environments.

