



Australian Government

Department of Social Services

Visual Identity Guidelines

Visual identity guidelines

The Department of Social Services (DSS) visual identity guidelines symbolises our corporate image and the way we represent ourselves to our stakeholders.

The visual identity guidelines have been developed to help you apply our corporate identity to a range of products, and ensure we always present a professional and consistent image.

The guidelines outline information about our logo, colour palette and typography.

All material must follow the DSS visual identity guidelines. Exceptions may be made for campaigns and joint agency initiatives, and will be assessed on a case-by-case basis by Production and Design in the Corporate Communication and Media Relations Branch.

Correct application of the guidelines within these guidelines will help achieve our goals to communicate effectively and consistently.

Management of the logo and our visual identity is the responsibility of Production and Design. All use of our visual identity must be approved by Production and Design.

For further advice contact: design@dss.gov.au

Visual accessibility design

The principles of visual accessibility design emphasise the importance of making digital content accessible for people with disabilities.

1. Pay attention to colours and contrast: Some people have difficulty distinguishing colours, so using subtle colours or relying solely on colour can make content hard to perceive. Instead, use colour to highlight important information, and use symbols or other indicators to convey messages. Colour combinations must have enough contrast to meet the minimum AA standard. Where possible, aim for AAA standard in colour contrast. This includes backgrounds and foreground text used in a documents or web pages. All backgrounds and text must meet a minimum ratio of 4.5:1 for normal text and 3:1 for large text. Logos and decorative images are exempt from meeting the colour contrast accessibility standards.
2. Consider font size and weight: Thin and small fonts can be challenging for people with disabilities. Experiment with different fonts and sizes to improve the experience for all users.
3. Provide audio options: Offering an audio version of your content can benefit various users, including busy individuals, those multitasking, or people with disabilities. Users can listen to the content instead of reading it, making it more accessible.
4. Make content accessible for everyone, including those with disabilities: Make sure screen readers can access your content by accommodating them. Screen readers are software programs that help people with disabilities. Avoid embedding important information in images, as screen readers cannot interpret images. Instead, use descriptive alt text to convey the meaning of the images.
5. Use specific alt text for images: Images should have descriptive alt text that conveys the same message as the image itself. If an image contains text, include that text in the alt tag. However, if an image is purely decorative, alt text may not be necessary.

It is crucial to consider visual accessibility when designing. It is not only ethically important but also benefits a wider range of users. Making content accessible should be a priority rather than an optional task.

Core elements

These are the elements that make up our visual identity. Used in combination with our brand positioning, our core elements come together to create a consistent and flexible look and feel across all material.

Logo (pages 2–3)



Graphic device (page 4)



Colour palette (page 5)



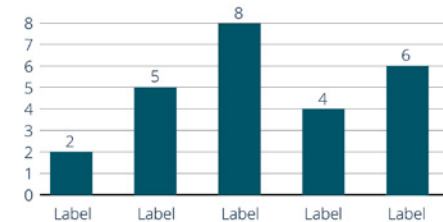
Type (page 6)

Open Sans
Regular, *Italic*, **Bold**, ***Bold Italic***,
Light, *Light Italic*

Imagery and icons (pages 8–9)



Representing data (page 10)



Logo

The DSS logo consists of 4 elements:

- ▶ the Commonwealth Coat of Arms
- ▶ the words 'Australian Government'
- ▶ an underline
- ▶ the department's name.

There are 4 versions of the DSS logo which may be used for different situations, as shown on the right.

It is at the discretion of the department as to which logo variant should be applied on any given occasion.

The use of alternate brand-marks or logos by 'exception' require approval by Production and Design.

'Stacked' design – black



'Stacked' design – white



Minimum size – The minimum width of the coat of arms for print reproduction is 20mm.



'Inline' design – black



'Inline' design – white



Clear space – The clear-space around the crest ensures that other graphic elements and lettering do not intrude on this space. The minimum clear-space (X) is equal to the distance between the top of the letter 'A' in Australian and the bottom of the horizontal line (Z). Where possible use more clear-space than the minimum.



Logo usage and guidelines

Colour use

The DSS logo colour is black or white (reversed).

Positioning the logo

In most circumstances, the logo must have prominence over and above other images and graphic elements. The minimum width of the coat of arms is 20mm in size and clear-space rules apply.

Detailed branding requirements can be found at: [Australian Government branding guidelines](#).

Use of the DSS logo by service providers and other external organisations

Management of the DSS logo is the responsibility of Production and Design. A range of templates are available for staff requiring the DSS logo for standard products. Use of the logo outside of these templates is to be approved by Production and Design.

External organisations wanting to acknowledge DSS support or funding need to only apply the following statement, 'Funded/supported by the Australian Government Department of Social Services'. A DSS logo will only be provided to funded organisations when other funding bodies are being attributed with the use of their logos.

All sponsorship agreements must first be approved by Strategic Communication, through the relevant Communication Account Manager, before they are entered into. An assessment of logo requirements and appropriate use as part of that sponsorship will be made as part of this review process.

The logo is not to be placed on any conference merchandise or promotional products without the permission of Production and Design.

For further advice on use of the DSS logo, contact: design@dss.gov.au

Graphic device

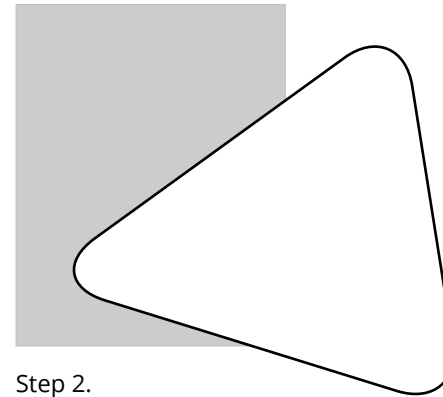
Our graphic device consists of four rounded triangles, each representing curiosity, contestability, courage, and collaboration. This symbolic concept embodies a compelling yet simple idea, showcasing our dedication to cultivating connections.

Utilising sections of the triangles, our graphic device creates distinctive shapes and angles that symbolise our collaborative efforts to enhance and improve. These elements visually communicate how we work together to achieve greater results and foster innovation.

Rather than having a fixed device, our approach allows for endless graphic variations. This demonstrates our flexibility, dynamism, and willingness to collaborate with our partners in order to deliver impactful outcomes. It also affords us the opportunity to offer a diverse range of products, ensuring variety and adaptability.



Step 1.
Select an element from the device



Step 2.
Resize and position



Step 3.
Add colour/imagery/keyline



Colour palette

Our corporate colour is DSS teal. It should always be the dominant colour on DSS products. Care must be taken to use the correct colour space for the application. Always use the colour breakdowns specified below. Alternative colours can be used to enhance/highlight both images and the DSS graphic element.

Core colour palette



Alternative colour palette

Alternative colours can be used to enhance/highlight images, graphs and the DSS graphic element. Use of alternative colours must be approved by Production and Design.



Typography



Open Sans

Our corporate typeface is Open Sans. Where Open Sans is not available Tahoma or Calibri is the substitute font. Tahoma is the preferred typeface for all internal documents created in Microsoft Word, Excel and PowerPoint. For internal documents please use the templates provided on the intranet.

Preferred Open Sans weights

Light, Light Italic, Regular, Italic, Bold and Bold Italic.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Open Sans Bold Italic

Imagery

Our imagery is authentic, legitimate and factual

It is matter-of-fact. It does not need to entertain or sell. Therefore, avoid overtly contrived or 'conceptual' imagery.

It is crucial to ensure that all images possess up-to-date and valid talent releases, or confirm that the individuals depicted are still alive. In situations where trauma warnings are necessary, it is advisable to opt for scenic views or landscapes instead of featuring people.

Colour vs greyscale

We use both colour and greyscale images. Greyscale visuals can be utilised to evoke specific moods by eliminating the distraction of colour.



Illustrations and icons

Illustrations and icons serve as powerful visual tools for conveying complex concepts and ideas that cannot be easily depicted through photography alone. These versatile elements find extensive application in various mediums such as DSS PowerPoint, reports, and infographics.

Our preferred style for illustrations and icons is characterised by its flat, minimalistic, and concise design. This aesthetic approach ensures that the visual elements are clear, uncluttered, and easily comprehensible to the audience.

To reinforce the connection with our brand, it is essential to incorporate colours from our main palette into the illustrations and icons. By doing so, we establish a harmonious relationship between the visual elements and our overall brand identity, reinforcing recognition and cohesiveness throughout our visual communication.



Australian Government
Department of Social Services

Be fraud aware | Raise any concerns | Contact the Helpdesk | Don't investigate

Fraud awareness starts with you!

Contact details

Fraud and Corruption reporting or enquiries:
✉ fraud@dss.gov.au
☎ 1800 054 312
👤 Allira Vestjens, Fraud Team
02 6146 5193

Serious Non-Compliance in Grant Program reporting or enquiries:
✉ compliance@dss.gov.au



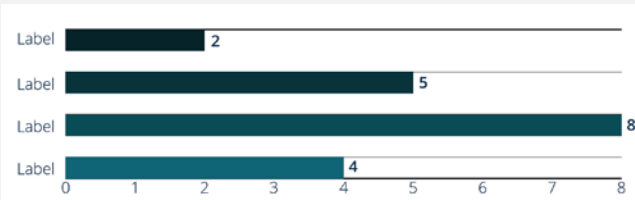
Australian Government
Department of Social Services

Collaboration

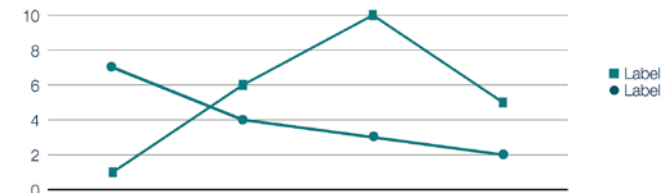
Representing data

There are a variety of ways to visualise data, and a number of common types consistently appear in good policy advice. However, each visualisation has its own strengths and some are more appropriate than others.

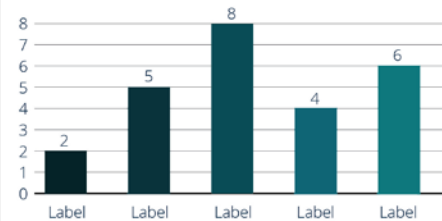
Choosing the right visualisation depends on the story you are trying to tell, and what data you are working with. Here are some example charts and graphs to help you choose the right one.



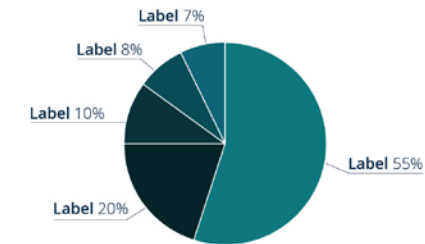
Bar chart



Line graph



Column chart

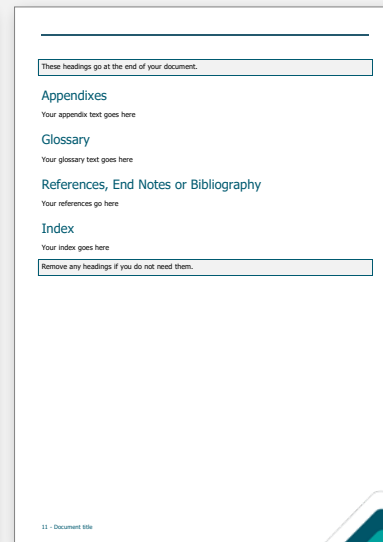
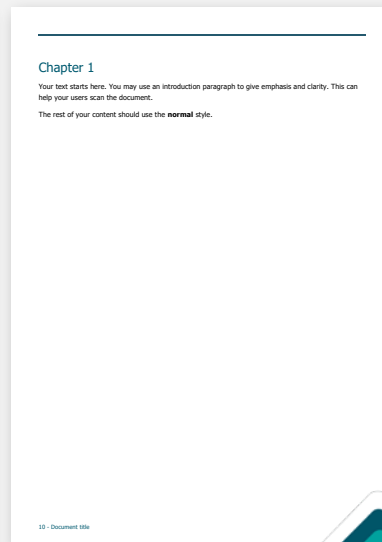
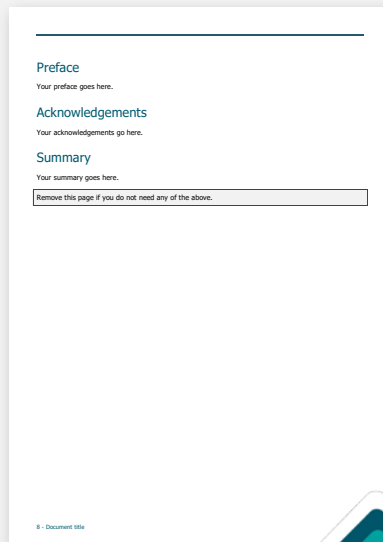
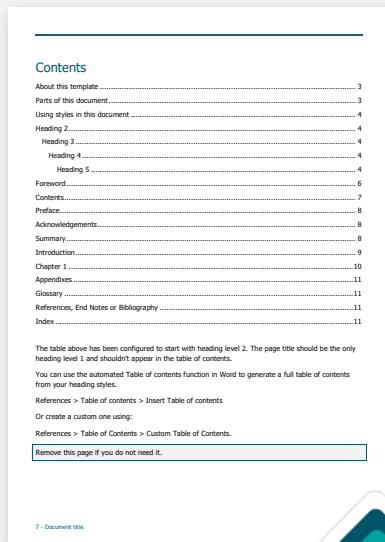
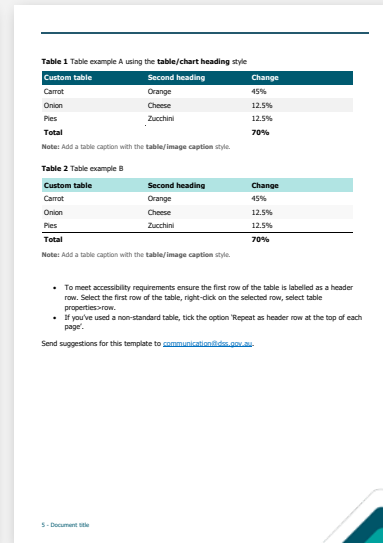
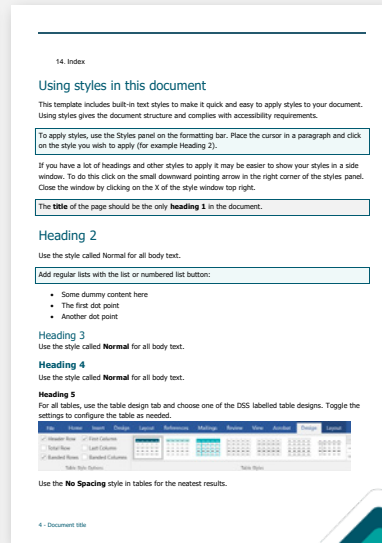
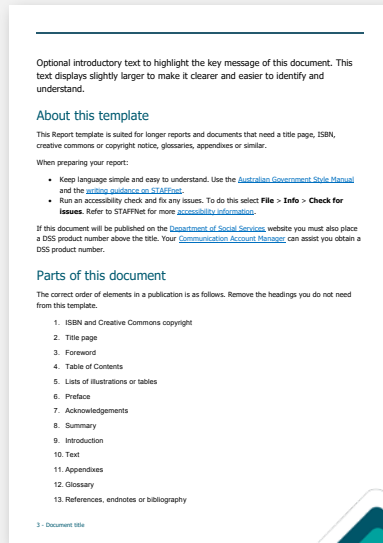
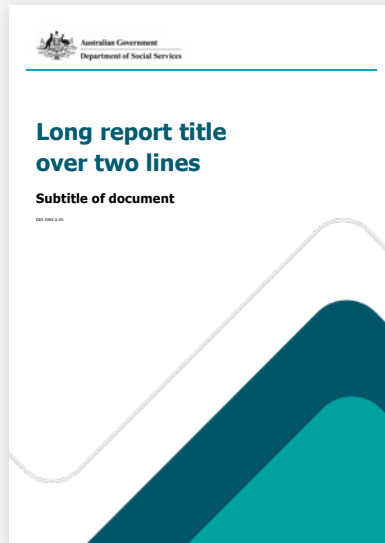


Pie graph

Custom table	Second heading	Change
Text here	Text here	45%
Text here	Text here	45%
Text here	Text here	12.5%
Total		70%

Table

Internal example applications



External example applications



