



Australian Government
National Anti-Corruption Commission

DOC 01

Branding Guidelines

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www.nacc.gov.au

Version 1B

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Tone

The brand tone of voice reflects how NACC operates and communicates.

As such, these values should be considered throughout all brand collateral and communication materials.

Our tone is:

- Professional
- Trustworthy
- Transparent
- Approachable

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Colours

The NACC colour palette should be used throughout all brand collateral and communication materials.

The order of prominence is shown on the right. If more colour options are needed, tints may be used.

Web-accessible colour pairings are used to ensure compliance with **WCAG 2.1 AA** standards, indicated by the icon below:

 WCAG 2.1 AA compliant (all font sizes)

 Cobalt	C81 M68 Y50 K44 R47 G58 B72 HEX #2f3a48 <i>Contrast ratio: 11.54:1</i>	 Tabriz Blue	C85 M51 Y4 K0 R34 G116 B181 HEX #2274b5 <i>Contrast ratio: 4.96:1</i>
 Cobalt	C81 M68 Y50 K44 R47 G58 B72 HEX #2f3a48 <i>Contrast ratio: 11.54:1</i>	 Teal	C73 M7 Y23 K0 R25 G177 B195 HEX #19b1c3 <i>Contrast ratio: 8.12:1</i>
		 Teal (75% tint)	C60 M0 Y18 K0 R84 G198 B211 HEX #54c6d3 <i>Contrast ratio: 10.40:1</i>

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Typography

The NACC brand uses two typefaces:

Work Sans for website and special publications.

Verdana for all other organisation materials.

For in-house applications, or when Work Sans is unavailable, Verdana should be used as the primary typeface.

For legibility, all font sizes should be no smaller than 7.5pt.

Website titles and headings: Work Sans

AaBbCcDd

Work Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Work Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

Primary font: Verdana

AaBbCcDd

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Verdana Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

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Graphic elements

Different colour schemes are used to differentiate the nature of documents.

They are applied to graphic elements and text.

Please follow the guideline on differentiating internal and external collateral.

*These guidelines are only a recommendation; there can be instances where the colour schemes are used differently.

Tabriz Blue (internal):

Used on internal collateral, along with a lighter colour scheme.*



Cobalt (external):

Used on external facing collateral, along with a darker colour scheme.*



Teal (alternate):

An alternate option, and can be used when an additional colour theme is required.*



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Example layouts

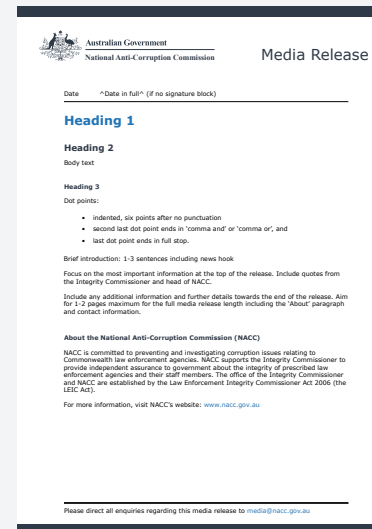
On the right are examples of external-facing collateral using Cobalt as the primary colour.

External collateral examples

Document cover



Document layout



PowerPoint template



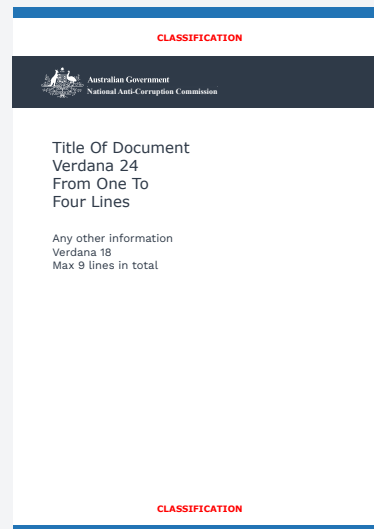
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Example layouts

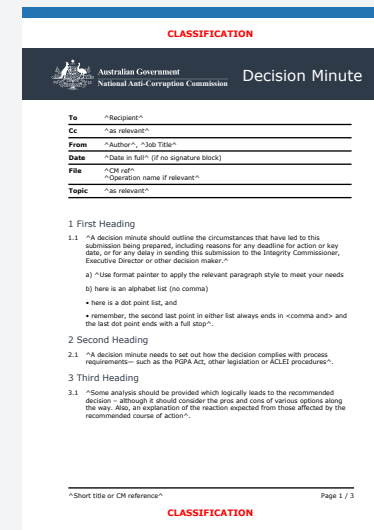
These are examples of internal-facing collateral using Tabriz Blue as highlight.

Internal collateral examples

Document cover



Document layout



PowerPoint template



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Crest

The NACC Australian Government crest logo can be used inline or stacked.

Inline version



Australian Government

National Anti-Corruption Commission



Australian Government

National Anti-Corruption Commission

Stacked version



Australian Government

National Anti-Corruption Commission



Australian Government

National Anti-Corruption Commission

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Crest

Clearspace

The clearspace around the crest ensures that other graphic elements and lettering do not intrude on this space. Where possible, use more clearspace than the minimum.

Minimum size

The minimum width of the coat of arms for print reproduction is 20mm. The example shown is to actual minimum size.

Clearspace



Minimum size



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Crest

The crest should be clear and visible, applied to backgrounds with high contrast. It should not be recoloured.

All applications of the crest should follow the rules outlined in the Australian Government branding design guidelines, which can be found [here](#).

Correct use



Incorrect use



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