1.5

ARENA Brand Guidelines

MARCH 2018

Australian Government

Australian Renewable Energy Agency

ARENA

Contents

1. Welcome to our brand guidelines

It's important that our identity is applied correctly and consistently across all formats. As such these brand guidelines are designed to help you understand what the rules are, why they're important and how to follow them. This will help us deliver a uniform brand experience, no matter who we are talking to. It's up to you to create this consistency through every facet of our communications. If you need help, the ARENA communications team can guide you.

APPLYING CORE BRAND ASSETS

Our brand has a fundamental set of elements that are central to defining our overall identity. These are the basic building blocks of the ARENA brand. Used correctly and consistently, these elements help create long term recognition and trust with our audience. They act as a vehicle to help us tell our story, deliver our offering, and ultimately promote our company in a positive way. A powerful brand firmly plants what we stand for in the hearts and minds of stakeholders. When applying these elements it's important to keep the design simple and consistent. In order to achieve the best possible results, be sure to download the appropriate source files for print or digital.

SOURCE FILES AND ARTWORK

ARENA communications will provide the core resources you need and capture 'best practice' as it's completed and approved. You should always use the latest master assets when initiating or revising any items, so that we can all share current best practice and avoid duplication of cost, time and effort.

GETTING SOURCE FILES

The Corporate Affairs team holds our source files.
Contact arena.comms@arena.gov.au

2. We are ARENA

Our Purpose is to accelerate Australia's shift to affordable and reliable renewable energy.

WHAT WE DO

We find Australia's best renewable energy ideas and connect them with the resources they need to help power the nation's future.

WHY US?

There are so many new renewable energy ideas and projects being developed. On behalf of the Australian Government, we find and fund the renewable energy innovations that have the best chance of guaranteeing Australia's power supply for the future, helping to bring those projects to life, and then sharing the knowledge gained through the projects to inform and grow the whole industry.

We are committed to achieving maximum impact and value from the projects we fund. We do this by focussing our efforts on ways we can make the most difference for innovators, policy-makers, the energy industry and the broader Australian community.

3. Our Values

At ARENA, we uphold the values of the Australian Public Service, which are that all of us are:

IMPARTIAL

The APS is apolitical and provides the Government with advice that is frank, honest, timely and based on the best available evidence.

COMMITTED TO SERVICE

The APS is professional, objective, innovative and efficient, and works collaboratively to achieve the best results for the Australian community and the Government.

ACCOUNTABLE

The APS is open and accountable to the Australian community under the law and within the framework of Ministerial responsibility.

RESPECTFUL

The APS respects all people, including their rights and their heritage.

ETHICAL

The APS demonstrates leadership, is trustworthy, and acts with integrity, in all that it does.

4. Our Approach

At ARENA, our workers strive for an approach that is:

IMPACT-DRIVEN

We make a significant positive impact on Australia's energy sector, economy, environment and society. We take a bold, innovative approach to give us the best chance of achieving our goals.

STAKEHOLDER-FOCUSSED

We deliver excellent service. Our approach is marked by responsiveness, clarity and flexibility.

COLLABORATIVE

We collaborate across teams and with our partners to achieve our goals.

ACCOUNTABLE

We are accountable to each other and, in following our processes, to the Minister, the Parliament and the Australian public. We work transparently to ensure public funds are spent in a responsible and efficient manner.

RESPECTFUL OF PEOPLE

We support and respect each other. We cultivate a diverse team to access the best talent, broaden our thinking and foster a culture of innovation.

5. Tone

Tone is important. It underlies everything we do.

Our message is strong and optimistic and hopeful about the future. A future where the smartest people in the room are getting on with the challenge of solving some big challenges.

We like to talk about big ideas, about innovation and about technology and the brilliant, creative people behind it who are driving us towards a better future. And all of the evidence shows that our readers and stakeholders like these things too.

6. Style

We like to start with something that grabs the reader's attention. A powerful statement, or interesting fact. Then we move quickly to the context: what are we doing and why are we doing it? What change will it bring in the world?

We break up the text with regular subheadings. We use short, punchy paragraphs.

**We are ARENA.
We're innovating energy.**

7. Our brandmark

**PRIMARY
BRANDMARK APPLICATION**

The ARENA logo is at the core of our visual identity. It's our most important element and is key to helping people recognise who we are.
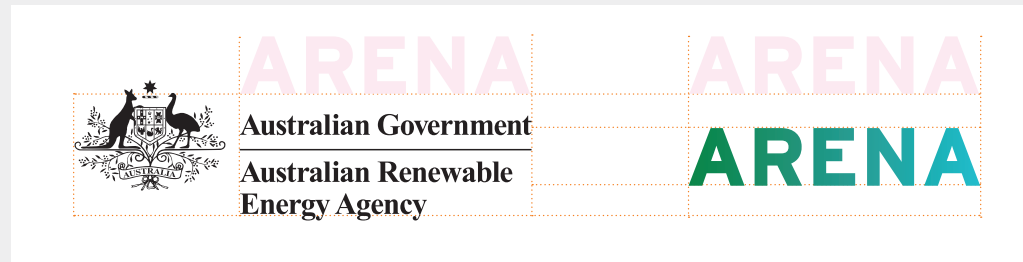
This needs to be applied with care and consistency. To preserve its integrity avoid changing the proportions, colours or shapes.

Where possible the ARENA brandmark should be used horizontally in the primary layout position. This allows maximum visibility and clarity on all media.
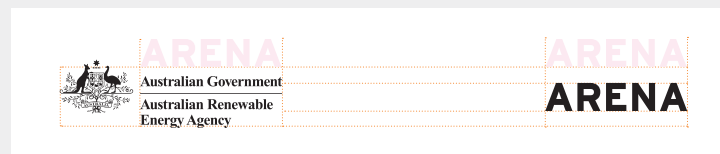
As with all ARENA lock-ups, remember:

- The size ratio and alignment is fixed but the spacing between ARENA and the Australian Government crest lock-up can vary.

- The colour version can only be used on a white or very light plain background. If you are working with images or coloured backgrounds, use the black or white version.

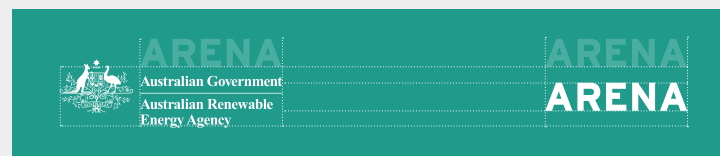- The 'ARENA' wordmark can't be used in isolation.

Source files are available. Do not recreate these files.

Preferred

Single colour

Reversed

Maintain a clear space equivalent
to the size of the 'A'

Horizontal alignment should be maintained however
the crest and wordmark can be split in special cases.

8. Our brandmark

SECONDARY BRANDMARK APPLICATION

The vertical application of the ARENA brandmark can be used to create space and simplicity in layouts. This format should be reserved for difficult layouts and times when the ARENA brandmark requires a more flexible approach.

As with all ARENA lock-ups, remember:

- The size ratio and alignment is fixed but the spacing between ARENA and the Australian Government crest lock-up can vary.

- The colour version can only be used on a white or very light plain background. If you are working with images or coloured backgrounds, use the black or white version.

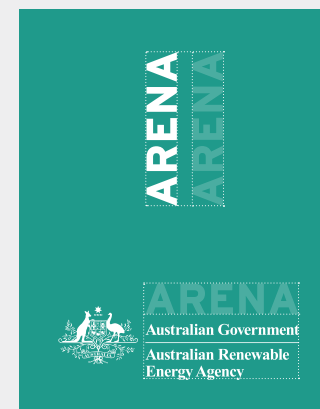- The 'ARENA' wordmark can't be used in isolation.

Source files are available. Do not recreate these files.
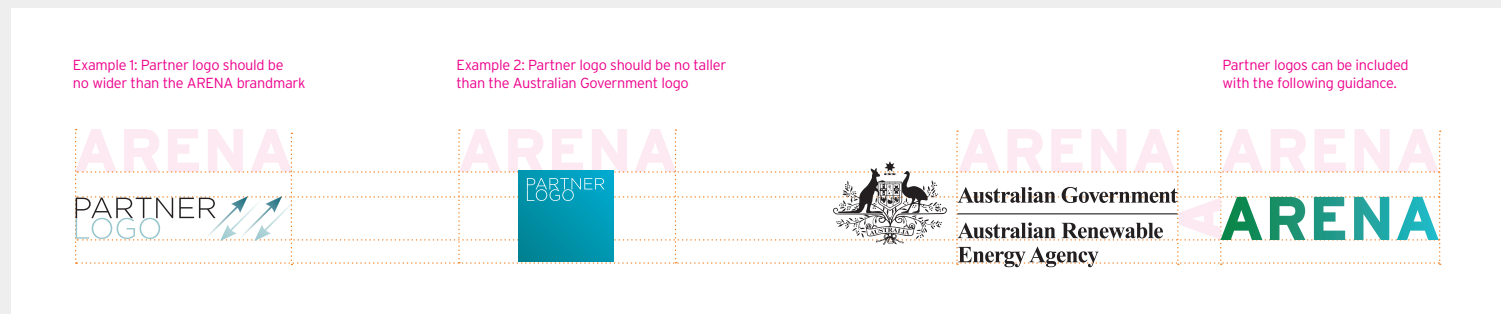
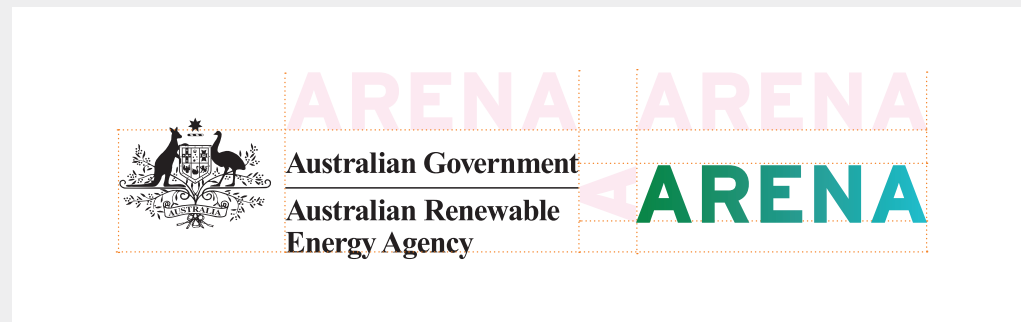
Preferred

Single colour

Reversed

9. Our brandmark

**THIRD PARTY BRANDMARK
APPLICATION HORIZONTAL LOCK-UP**

This version of our brandmark should maintain an equal or dominant relationship to partner logos.

For third party ARENA lock-ups, remember:

- The size ratio, alignment and spacing are fixed.
- The colour version can only be used on a white or very light plain background. If you are working with images or coloured backgrounds, use the black or white version.
- The 'ARENA' wordmark can't be used in isolation.

Source files are available. Do not recreate these files.

Example 1: Partner logo should be no wider than the ARENA brandmark

Example 2: Partner logo should be no taller than the Australian Government logo

Partner logos can be included with the following guidance.

10. Our brandmark

**THIRD PARTY BRANDMARK
APPLICATION VERTICAL LOCK-UP**

When you need a more compact and
square lock-up please use.

For third party ARENA lock-ups, remember:

- The size ratio, alignment and spacing of
  this lock-up is fixed.

- The colour version can only be used on
  a white or very light plain background.
  If you are working with images or
  coloured backgrounds, use the black
  or white version.

- The 'ARENA' wordmark can't be used
  in isolation.

Source files are available. Do not recreate
these files.

11. Our brandmark

**THIRD PARTY BRANDMARK
APPLICATION STACKED LOCK-UP**

When you need a compact brandmark with the 'ARENA' in the more traditional horizontal position.

For third party ARENA lock-ups, remember:

- The size ratio, alignment and spacing of this lock-up is fixed.

- The colour version can only be used on a white or very light plain background. If you are working with images or coloured backgrounds, use the black or white version.

- The 'ARENA' wordmark can't be used in isolation.

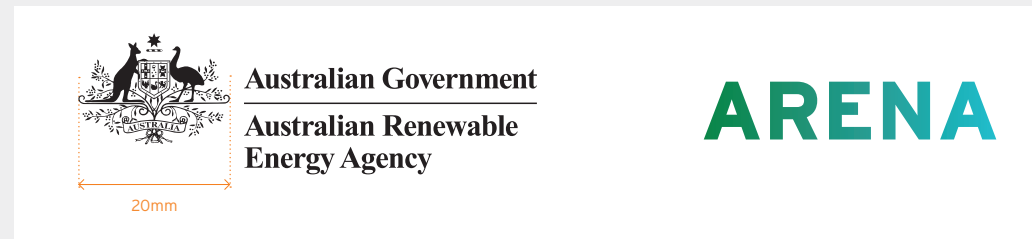Source files are available. Do not recreate these files.

12. Our brandmark

The minimum width of the Commonwealth Coat of Arms defines the minimum size of the brandmark.

The minimum width of the Commonwealth Coat of Arms on stationery and larger items must be 20mm. However, on items such as name badges and identity cards where it may not be possible to adhere to this, the Coat of Arms may be altered in width, but must remain recognisable.

Australian Government

Australian Renewable Energy Agency

20mm

ARENA

13. Our brandmark

APPLIED ON DIFFERENT BACKGROUNDS

The colour version can only be used on a white or very light plain background. If you are working with images or coloured backgrounds, use the black or white version.

14. Acknowledgement

MEDIA & COMMUNICATIONS COLLATERAL

The Recipient must acknowledge the support received from ARENA by including the following statement in any media or communications collateral activity associated with the Project:

This Project received funding from ARENA as part of ARENA's Advancing Renewables Program (or relevant funding program).

SIGNAGE

The Recipient must also acknowledge the support received from ARENA by placing signage outside the site or facility where the Project is undertaken which includes the following statement:

[insert Recipient's name] has received support from ARENA for [insert Project title] as part of ARENA's Advancing Renewables Program (or relevant funding program).

15. Colour palette

When used correctly, our colour palette reinforces our brand. The core colours should be dominant on the website as well as on print collateral. Secondary and tertiary colours should be used to create supporting content.

CORE PALETTE

Earth Green, Aqua and Teal Horizon make up our core colour palette and can be used in conjunction with the secondary colours.

EARTH GREEN
PANTONE 7740   CMYK - 87/24/94/9
RGB - 12/134/72   HTML - 0C8648

AQUA
PANTONE 7473   CMYK - 80/19/52/2
RGB - 30/152/138   HTML - IE988A

TEAL HORIZON
PANTONE 7702   CMYK - 70/0/20/0
RGB - 25/190/207   HTML - 19BECF

SECONDARY PALETTE

Secondary colours are inspired by the environment and can be used in typography, illustrations, graphs, diagrams and infographics. This palette can also be tinted to form a variety of different intensities.
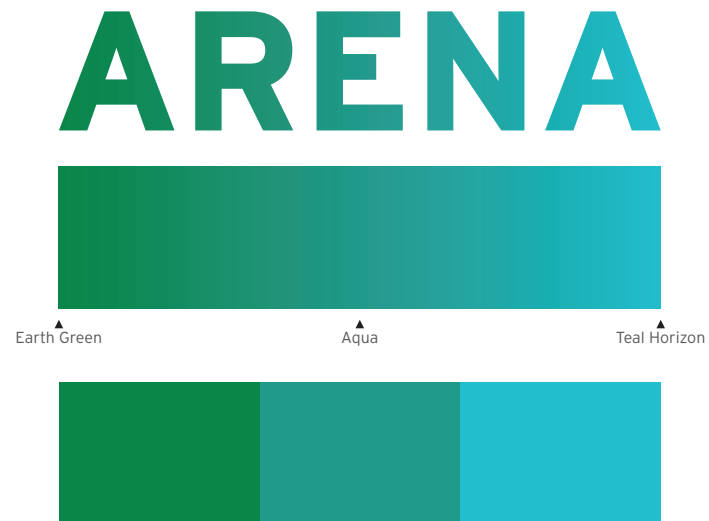
SOLAR BLUE
PANTONE 299   CMYK - 73/9/8/0
RGB - 0/176/217   HTML - 00B0D9

DUSTY BLUE
PANTONE 2181   CMYK - 89/47/41/14
RGB - 20/105/123   HTML - 14697B

REFLECTION BLUE
PANTONE 2204   CMYK - 40/8/18/0
RGB - 152/199/205   HTML - 98C7CD

SILVER SKY
PANTONE 291   CMYK - 36/0/0/19
RGB - 129/185/210   HTML - 81B9D2

GEOTHERMAL ORANGE
PANTONE 158   CMYK - 0/61/100/0
RGB - 245/128/32   HTML - F58020

STONE GREY
PANTONE 2168   CMYK - 75/49/40/36
RGB - 57/85/97   HTML - 395561

16. Logo/Background vignette

ARENA GRADIENT 2016

Colour is one of the most recognisable brand assets we own.

The ARENA logo is filled with a vignette running from Earth Green to Aqua to Teal Horizon. This vignette can also be used as an alternative to flat colour to make backgrounds more interesting.

Earth Green · Aqua · Teal Horizon

17. Fonts

CORE FONT

Interstate is our core font because it's easy to read and extremely versatile. Interstate is ideal for headlines, brochure titles, body copy, tables, charts and captions.

It comes in a variety of weights and should be our first choice for all communication.

In situations where Interstate can't be used, use Helvetica.

CORE FONT

Interstate Light
Headings, body copy and introductions

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Interstate Regular
Subheadings

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Interstate Bold
Subheadings

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

PC FONT

Helvetica
Headings, body copy and introductions

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Helvetica Bold
Subheadings

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

18. Arrow devices

USING ARROW DEVICES

The arrow devices are a powerful and cost effective tool we can use to help create energy, dynamism, movement and forward thinking within our designs.

These can be used:

1 Either with colour or tints to add interest.

2 To highlight key pieces of typography.

3 As a holding device for imagery.

4 Overlaid on imagery to add brand ownership and interest.

5 To draw the eye to our brand.

1

LONG BROCHURE
HEADING AND
HIGHLIGHT
2015/16 – 2017/18

2

3

HIGHLIGHT
THIS HEADING
5

4

19. Icons and infographics

USING ICONS

Simple icons can help make communications more intuitive and universally understood.

We have a selection of a core icons that have already been created. They can be treated in two distinct ways:

1. As core icons 'unbound' in either positive or negative formats.

2. As graphic icons 'bound' by a circle device. This can help create a higher level of interest in websites, brochureware and advertising.

USING INFOGRAPHICS

A well crafted infographic helps to simplify complex subject matter, creating a visually engaging piece of content for a website, brochure or animation.

- Use the ARENA colour palette and fonts.

- Keep infographics concise, crisp and clear.

- Illustrated elements can use a combination of flat secondary colours and keyline treatments.

Demonstration

Biofuel

Investment Gap

Acceleration

Solar Energy

Research & Development

Hydro Power

Accreditation

Storage

Geothermal

ARENA's investment footprint
Across Australia

WA
14
$69.8 million Projects ARENA funding

NT
4
$36.3 million Projects ARENA funding

QLD
17
$103.5 million Projects ARENA funding

NSW
83
$469.7 million Projects ARENA funding

ACT
33
$31.7 million Projects ARENA funding

SA
16
$40.7 million Projects ARENA funding

TAS
1
$5.5 million Projects ARENA funding

VIC
25
$27.7 million Projects ARENA funding

Across the innovation chain

RESEARCH & DEVELOPMENT
65 PhD scholars & post-doctoral fellows
50+ Projects
ARENA funding
$166 million

DEMONSTRATION
76 Projects
ARENA funding
$398 million

DEPLOYMENT
3 Projects
ARENA funding
$281 million

FULLY COMMERCIAL

| Early stage research | Development | Pilot scale | Large scale | Pre commercial | Commercial | Fully Commercial |

ARENA funding

20. Photography

PHOTOGRAPHY STYLE

Photography is an integral part of the ARENA visual identity. Our image style focuses on showcasing ARENA projects, people and events. The style should be transparent, authentic and informative.

When commissioning or selecting photography it's key to always represent our projects and people in the best possible light. This means using high resolution imagery and selecting shots that will inspire confidence and trust in our stakeholders.

Communicating ARENA content in an inspiring way supports our goal to be forward thinking and leaders in our field. The way we represent ourselves through imagery needs to visually reflect this.

Photographic direction:

• Include people as this builds a human connection, these should always be warm and engaging

• Look for dramatic natural light to help add structure and flare to the image. This may include early morning or evening shots where both the shadows and colour palette are more sophisticated

• Always work towards creating compositions that are both simple and graphic. Where possible shoot extra sky and foreground, this will allow the image to be more flexible when it's being applied to a range of media

• Use natural environments as much as possible as this creates the perfect backdrop for our projects. It also highlights our connection with nature.

21. Photography

IMAGE ADJUSTMENTS AND COLOUR GRADING

Once an image has been selected, a number of simple adjustments can be made to help the image feel more aligned to the ARENA brand.

For image adjustments:

• Try to accentuate any blue or green tones in the image. This helps align the image with the ARENA core colour palette and connects it more closely to our brand. In many cases this may simply involve shifting the colour balance of the image towards a cooler palette.

• Avoid over saturating the image and maintain an authentic feel to any adjustments you make. Every image is different and adjustments should always be guided by authenticity. If it feels fake, don't do it.

• Where possible consider extending the sky or foreground area to create a more graphic feel to the image. This approach will also allow clear space to add typography.

22. Typography

APPLYING CORE FONT

Using the right font in the right situation makes all the difference to the impact and readability of our typography.

Interstate should be used on all material in line with the example here.

- Display headings are Interstate Light Caps although you can use Regular/Bold Caps at a smaller point size to add interest.

- Headings are Interstate Regular and use caps and colour to define the hierarchy.

- Body copy is Interstate Light.

Things to avoid:

- Using body copy smaller than 8.5pt
- Using low contrast colour
- Using capital letters for large areas of copy.

Interstate Light Caps →

Interstate Regular Caps →

Interstate Regular →

Interstate Light →

ARENA

FACTSHEET TWO LINE HEADING

ADDITIONAL HEADING

Accelerating Australia's shift to sustainable, reliable and affordable energy

INTERSTATE REGULAR CAPS 7.5PT

Interstate Regular 8pt
Andita quos quossit officias dolende pro bla provit alitia ur quatum atam, et magnatem ex et ciligendi te ur sequam que quat mos con rem quo ipsum quat.

Quossit officias dolende pro bla provit alitia ur sequam que non ne rat esti quatum atam, et magnatem ex et ciligendi te ur sequam que non ne rat esti ad quatum atam, et magnatem Quossit officias dolende pro bla provit alitia ur sequam que non ne rat esti quatum atam, et magnatem ex et ciligendi te ur sequam que non

Interstate Regular 8pt
Andita quos quossit officias dolende pro bla provit alitia ur quatum atam, et magnatem ex et ciligendi te ur sequam que quat mos con rem quo ipsum quat.

Dolende pro bla provit alitia ur sequam que non ne rat esti quatum atam, et magnatem ex et ciligendi te ur sequam que non ne rat esti ad quatum atam, et magnatem Quossit officias dolende pro bla provit alitia ur sequam que non

Interstate Regular 8pt
Andita quos quossit officias dolende pro bla provit alitia ur quatum atam, et magnatem ex et ciligendi te ur sequam que quat mos con rem quo ipsum quat. que quat mos con rem quo ipsum quat.

INTERSTATE REGULAR CAPS 7.5PT

Interstate Regular 8pt
Andita quos quossit officias dolende pro bla provit alitia ur quatum atam, et magnatem ex et ciligendi te ur sequam que quat mos con rem quo ipsum quat. quatum atam, et magnatem ex et ciligendi te ur sequam que quat mos con rem quo ipsum quat. quatum atam, et magnatem ex et ciligendi te ur sequam que quat mos con rem quo ipsum quat. quatum atam, et magnatem ex et ciligendi te ur sequam que quat mos con rem quo ipsum quat.

INTERSTATE REGULAR CAPS 7.5PT

Interstate Regular 8pt
Andita quos quossit officias dolende pro bla palitia ur quatum atam, et magnatem ex et ciligendi te ur sequam e quat mos con rem quo ipsum qut magnatem ex et ciligendi te ur sequam e quat mos con rem quo ipsum Andita quos quossit officias dolende pro bla provit alitia ur qua

tum atam, et magnatem ex et ciligendi te ur sequam que quat mos con rem quo ipsum quat. con rem quo ipsum Andita quos quossit officias dolende pro bla provit alitia ur quatum atam, et magnatem ex et ciligendi te ur sequam que quat

Andita quos quossit officias dolende pro bla provit te ur sequam que quat mos con rem quo ipsum quat. ciligendi te ur sequam e quat mos con rem quo ipsum Andita quos que non ne rat esti ad quatum atam, et magnatem Quossit officias dolende pro bla provit alitia ur sequam que non ne rat esti ad quatum atam, et magnatem ex et ciligendi te ur sequam que non ne rat esti ad quatum atam, et magnatem

Interstate Regular 8pt
Tibuscidus ipsa enderibea quis magnienti dent alis dit veliquatem quodigent volo magnat:

- Exero temquibus ut optiumquiam, cuptas debitae iliquam quasinis volo qui ullor
- Kacias moloreh enihillignit audis a eratest, ut volor arum alia as et omnitatur sam ent, officit enim incturem ipsam as perio vel is dus as qui doluptas am dolorpo
- Exero temquibus ut optiumquiam, cuptas debitae iliquam quasinis volo qui ullor
- Exero temquibus ut optiumquiam, cuptas debitae iliquam quasinis volo qui ullor
- Kacias moloreh enihillignit audis a eratest, ut volor arum alia as et omnitatur sam ent, officit enim am dolorpo.

Australian Government
Australian Renewable
Energy Agency

ARENA

23. Signage
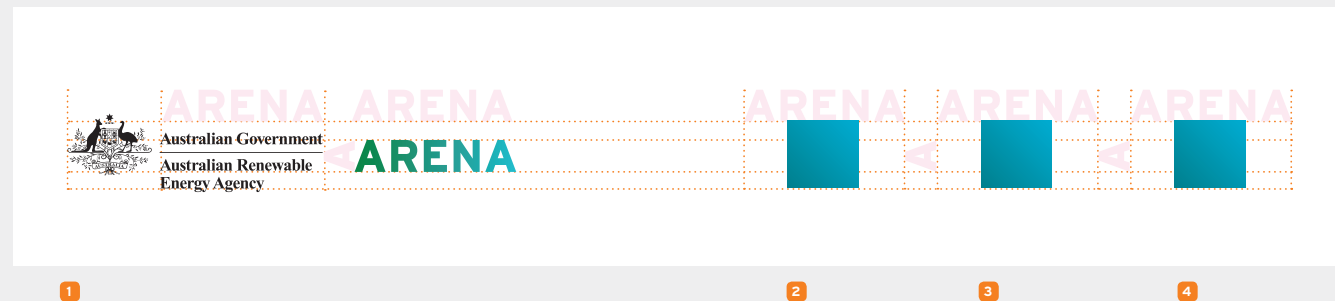
MULTIPLE LOGO APPLICATION

Signs using more than one logo are required to branded with the following order:

1 Australian Government Crest / ARENA logo

2 State Government logo

3 Local Government/Council logo

4 Private company or alliance

The signage should be a minimum of A0 in size (841mm x 1189mm) and should follow the template as shown.

MANUFACTURING SPECIFICATIONS

The below specifications have been developed to ensure that signage lasts the life of the project and can be easily cleaned. These specifications are a guide only, you may choose other options depending on advice given from your manufacturer.

Aluminium Thickness 1.6mm Aluminium (standard for signage)

Mounting RTA RIB (standard RTA mount)

Stock Non-reflective vinyl (does not take in any light)

Finishing Digital print over lamination - clear (durability)

24. Print applications

BROCHURE COVERS

Our source files contain all the elements you need to construct a brochure cover.

25. Print applications

IMAGE BROCHURE COVERS

Bold use of the arrow device with an image and generous use of white space gives this design a distinctive and contemporary feel. This approach provides a strong graphic starting point for a wide range of content.

DL Brochure Back

DL Brochure Front

A5 Brochure

A4 Brochure

26. Print applications

NON-IMAGE BROCHURE COVERS

Bold use of the arrow device with a tint and generous use of white space gives this design a distinctive and contemporary feel. This approach provides a strong graphic starting point for a wide range of content.

LONG BROCHURE
HEADING AND
HIGHLIGHT

2015/16 – 2017/18

Further information is available at
arena.gov.au
Australian Renewable Energy Agency

Enquiries about the General Funding Strategy
Phone: +61 2 6243 7054
Email: proposals@arena.gov.au

Postal Address:
GPO Box 643
Canberra ACT 2601

Location
2 Phillip Law Street
New Action ACT 2601

LONG BROCHURE
HEADING AND
HIGHLIGHT

2015/16 – 2017/18

LONG BROCHURE
HEADING AND
HIGHLIGHT

2015/16 – 2017/18

DL Brochure Back

DL Brochure Front

A5 Brochure

A4 Brochure

27. Print applications

BROCHURE INSIDE SPREADS

Generous use of white space allows the distinctive and contemporary feel of the covers to filter through to the inside spreads.

28. Print applications

BROCHURE INSIDE PAGES

Our source files contain all the elements you need to construct a complete brochure.

Pages should not be too text dominant so make sure there's plenty of clear space.

Important information is highlighted in pull-out blocks.

29. Print applications

FACT SHEETS

Use a consistent layout across fact sheets that make good use of clear space and white space.

Charts and infographics should make full use of the secondary colour palette for simple data conversion.

30. Print applications

FACT SHEETS

Templates have been developed to suit various communication needs.

Partial image with graphs

Partial image with text and table

Non-image

31. Print applications

CREATING MEDIA RELEASES

When writing a media release, use our pre-printed letterhead and this media release template.

As this is a Word document all copy is set in Helvetica, in black and overprinted onto pre-printed letterhead.

Helvetica should be used in line with the example here.

- Display headings are Helvetica Regular Caps although you can use Regular/ Bold Caps at a smaller point size to add interest.
- Headings are Helvetica Bold and use caps and colour to define the hierarchy.
- Body copy is Helvetica Regular.

Source files are available.

Do not recreate these files.

32. Pull-up banners

PULL-UP BANNERS

Pull-up banners create a simple but effective way of branding events and exhibitions.

33. Pull-up banners

A range of templates have been developed to suit various communication needs.
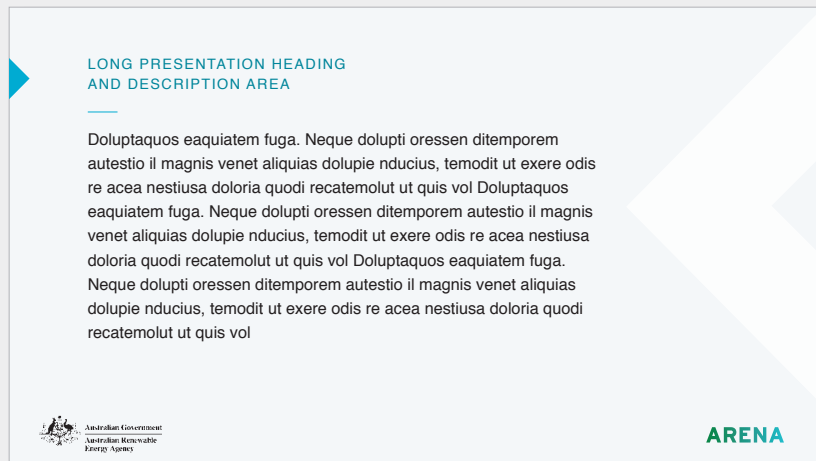

Non-image

Partial image

Full image

34. Presentations

POWERPOINT SLIDE TEMPLATES

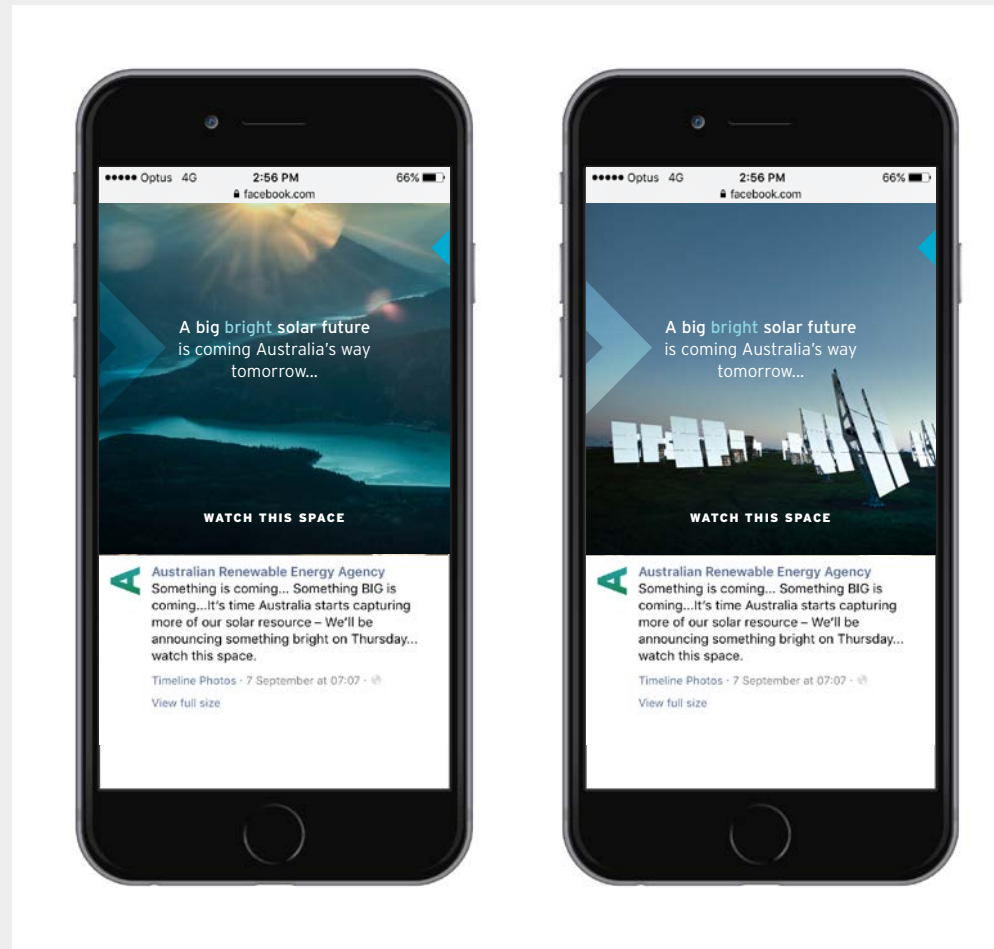Our template gives you a great starting point to construct an engaging Powerpoint presentation.

35. Presentations

36. Social media

SOCIAL MEDIA TEMPLATES

Social media templates are available for providing consistent messaging and brand application.

ARENA Intranet Style Guide

s 22(1)(a)(ii)
Senior Communications Advisor

Tips on keeping content consistent.

ARENA uses the Australian Government Style Manual to guide our writing. You can find the complete Style Manual here.

To assist you in writing content for the intranet, we have put together a quick guide on the key grammar rules in accordance with the Australian Government Style Manual.

Please consider these style guide rules when drafting and uploading content to the intranet. Remember, consistency is key and always check if you have used the correct capitilisations, punctuations, spelling, and formatting. Ensure that any links you include go to the correct page.

Australian Government
Australian Renewable Energy Agency

ARENA Intranet Style Guide – Tips on keeping content consistent

ARENA uses the Australian Government Style Manual to guide our writing. You can find the complete Style Manual [here](#).

Below is a quick guide on the key grammar rules in accordance with the Australian Government Style Manual that you can refer to.

Please consider these style guide rules when drafting and uploading content to the intranet. Remember, consistency is key and always check if you have used the correct capitilisations, punctuations, spelling, and formatting. Ensure that any links you include go to the correct page.

Grammar, punctuation and conventions

Punctuation and capitalisation

- Don't add full stops to the ends of headings, page headers, footers or captions.
- Don't use a semicolon at the end of each item in a bullet list.
- Unless each item is a full sentence or the last item in a list, don't use a full stop for [items in bullet lists](#).
- Don't use full stops between letters in an [acronym or initialism](#).
- Don't use a full stop at the end of most [abbreviations](#).

Follow the rules of [capitalisation for government terms](#), for example:

- government programs and agreements
- mentions of parliament
- references to states and territories.

Use initial capitals for formal names and titles:

Australian Government

Budget

Cabinet

Commonwealth

Crown

Federal

Legislation

Government programs and agreements

Use initial capitals for the full names of:

- government programs
- treaties
- protocols and similar agreements.

Use initial capitals for abbreviations that remain specific but not for generic references or abbreviations.

Write list items so they have parallel structure

Write all list items so they have the same grammatical structure. This is called 'parallel structure'. It makes lists easier to read.

To make a parallel structure, use the same:

- word type to start each item (such as a noun or a verb)
- tense for each item (past, present or future)

Australian Government
Australian Renewable Energy Agency

ARENA

- sentence type (such as a question, direction or statement).

Move any words repeated in the list items to the lead-in.

Punctuate lead-ins and headings consistently

Phrase lead-ins always end in a colon (:).

Sentence lead-ins can end in a colon or a full stop. Choose one punctuation mark and use it for all sentence lead-ins in your document. If in doubt, choose a colon; it is used more commonly.

Headings do not have punctuation marks.

Use minimal punctuation for all lists

In a bullet or numbered list, don't use:

- semicolons (;) or commas (,) at the end of list items
- 'and' or 'or' after list items.

Use full stops to complete sentences and fragment lists

Sentence lists and fragment lists are 2 types of list that use full stops.

- Finish each item in a sentence list with a full stop, including the last one.
- Finish fragment lists with a full stop only after the last item.

If you don't include the full stop, people using screen readers may assume the next paragraph is part of the list.

A stand-alone list is a third type of list. Stand-alone lists don't end in a full stop.

Choose a type of list

There are different ways to construct a list, whether the list is ordered or unordered.

Types of list include:

- sentence lists

- fragment lists
- stand-alone lists.

If you have a paragraph with a series of related sentences, you can consider breaking it into a sentence list.

Sentence lists have a list of sentences, each marked by bullets or numbers.

The list can have a:

- heading (without a colon or full stop)
- sentence lead-in (ending in a colon or full stop)
- phrase lead-in (ending in a colon).

Rules for sentence lists:

- Follow normal sentence structure in each list item.
- Start each list item with a capital letter and end it with a full stop.
- Align run-over lines with the text, not the bullet or number.

Use fragment lists for a series of incomplete sentences

If you list more than 3 items in a sentence, consider breaking the sentence into a fragment list. This will aid readability.

Fragments are words, phrases or incomplete sentences. Another name for fragment lists is 'phrase lists'.

Fragment lists have a:

- lead-in phrase or sentence followed by a colon
- list of fragments, each marked by a bullet.

Use fragment list items when the lead-in states the grammatical subject.

Rules for fragment lists:

- Use lower case for the first letter of each fragment, unless it's a proper noun.
- Add a full stop to the last list item only.
- Use a grammatically parallel structure for each list item.
- Make sure each fragment can complete a phrase lead-in.

Use stand-alone lists for items under a heading

If you are not breaking up a paragraph or a sentence, consider a stand-alone list.

Stand-alone lists have a heading without a colon. Brochures and technical documents often contain stand-alone lists.

Items in stand-alone lists can be nouns or noun phrases. They can also be sentence fragments. Items cannot be full sentences.

Rules for stand-alone lists:

- Use a heading, not a lead-in.
- Start each list item with a capital letter.
- Don't add full stops to the end of any of the list items (even the last item).
- Indent each list item if it helps people scan the content.

1.5

ARENA Brand Guidelines

MARCH 2018

Australian Government
Australian Renewable
Energy Agency

ARENA

Contents

1. Welcome to our brand guidelines

It's important that our identity is applied correctly and consistently across all formats. As such these brand guidelines are designed to help you understand what the rules are, why they're important and how to follow them. This will help us deliver a uniform brand experience, no matter who we are talking to. It's up to you to create this consistency through every facet of our communications. If you need help, the ARENA communications team can guide you.

APPLYING CORE BRAND ASSETS

Our brand has a fundamental set of elements that are central to defining our overall identity. These are the basic building blocks of the ARENA brand. Used correctly and consistently, these elements help create long term recognition and trust with our audience. They act as a vehicle to help us tell our story, deliver our offering, and ultimately promote our company in a positive way. A powerful brand firmly plants what we stand for in the hearts and minds of stakeholders. When applying these elements it's important to keep the design simple and consistent. In order to achieve the best possible results, be sure to download the appropriate source files for print or digital.

SOURCE FILES AND ARTWORK

ARENA communications will provide the core resources you need and capture 'best practice' as it's completed and approved. You should always use the latest master assets when initiating or revising any items, so that we can all share current best practice and avoid duplication of cost, time and effort.

GETTING SOURCE FILES

The Corporate Affairs team holds our source files.
Contact arena.comms@arena.gov.au

2. We are ARENA

Our Purpose is to accelerate Australia's shift to affordable and reliable renewable energy.

WHAT WE DO

We find Australia's best renewable energy ideas and connect them with the resources they need to help power the nation's future.

WHY US?

There are so many new renewable energy ideas and projects being developed. On behalf of the Australian Government, we find and fund the renewable energy innovations that have the best chance of guaranteeing Australia's power supply for the future, helping to bring those projects to life, and then sharing the knowledge gained through the projects to inform and grow the whole industry.

We are committed to achieving maximum impact and value from the projects we fund. We do this by focussing our efforts on ways we can make the most difference for innovators, policy-makers, the energy industry and the broader Australian community.

3. Our Values

At ARENA, we uphold the values of the Australian Public Service, which are that all of us are:

IMPARTIAL

The APS is apolitical and provides the Government with advice that is frank, honest, timely and based on the best available evidence.

COMMITTED TO SERVICE

The APS is professional, objective, innovative and efficient, and works collaboratively to achieve the best results for the Australian community and the Government.

ACCOUNTABLE

The APS is open and accountable to the Australian community under the law and within the framework of Ministerial responsibility.

RESPECTFUL

The APS respects all people, including their rights and their heritage.

ETHICAL

The APS demonstrates leadership, is trustworthy, and acts with integrity, in all that it does.

4. Our Approach

At ARENA, our workers strive for an approach that is:

IMPACT-DRIVEN

We make a significant positive impact on Australia's energy sector, economy, environment and society. We take a bold, innovative approach to give us the best chance of achieving our goals.

STAKEHOLDER-FOCUSSED

We deliver excellent service. Our approach is marked by responsiveness, clarity and flexibility.

COLLABORATIVE

We collaborate across teams and with our partners to achieve our goals.

ACCOUNTABLE

We are accountable to each other and, in following our processes, to the Minister, the Parliament and the Australian public. We work transparently to ensure public funds are spent in a responsible and efficient manner.

RESPECTFUL OF PEOPLE

We support and respect each other. We cultivate a diverse team to access the best talent, broaden our thinking and foster a culture of innovation.

5. Tone

Tone is important. It underlies everything we do.

Our message is strong and optimistic and hopeful about the future. A future where the smartest people in the room are getting on with the challenge of solving some big challenges.

We like to talk about big ideas, about innovation and about technology and the brilliant, creative people behind it who are driving us towards a better future. And all of the evidence shows that our readers and stakeholders like these things too.

6. Style

We like to start with something that grabs the reader's attention. A powerful statement, or interesting fact. Then we move quickly to the context: what are we doing and why are we doing it? What change will it bring in the world?

We break up the text with regular subheadings. We use short, punchy paragraphs.

We are ARENA.
We're innovating energy.

7. Our brandmark

PRIMARY BRANDMARK APPLICATION

The ARENA logo is at the core of our visual identity. It's our most important element and is key to helping people recognise who we are.

This needs to be applied with care and consistency. To preserve its integrity avoid changing the proportions, colours or shapes.

Where possible the ARENA brandmark should be used horizontally in the primary layout position. This allows maximum visibility and clarity on all media.

As with all ARENA lock-ups, remember:

- The size ratio and alignment is fixed but the spacing between ARENA and the Australian Government crest lock-up can vary.

- The colour version can only be used on a white or very light plain background. If you are working with images or coloured backgrounds, use the black or white version.

- The 'ARENA' wordmark can't be used in isolation.

Source files are available. Do not recreate these files.
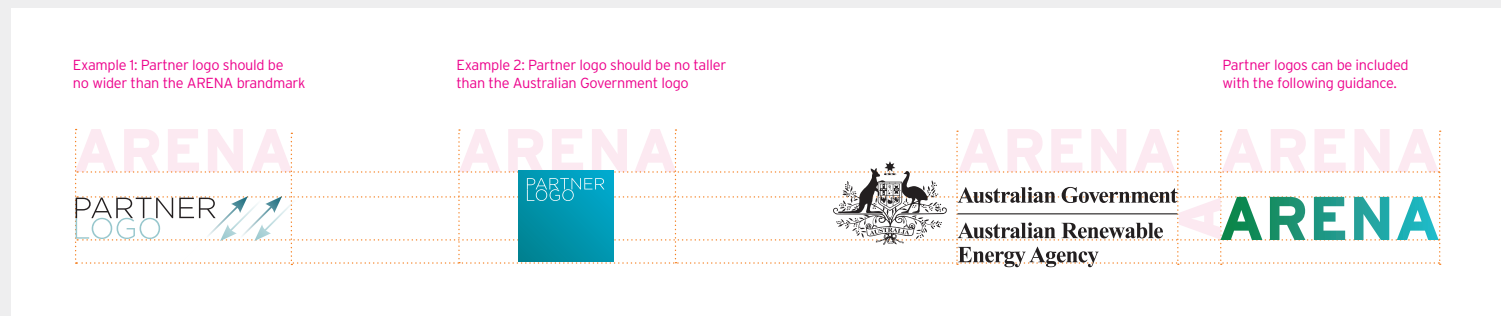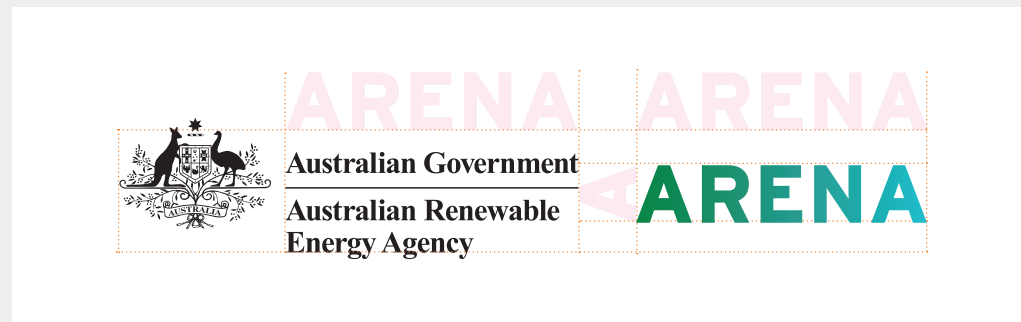
Preferred

Single colour

Reversed

Maintain a clear space equivalent to the size of the 'A'

Horizontal alignment should be maintained however the crest and wordmark can be split in special cases.

8. Our brandmark

The vertical application of the ARENA brandmark can be used to create space and simplicity in layouts. This format should be reserved for difficult layouts and times when the ARENA brandmark requires a more flexible approach.

As with all ARENA lock-ups, remember:

- The size ratio and alignment is fixed but the spacing between ARENA and the Australian Government crest lock-up can vary.

- The colour version can only be used on a white or very light plain background. If you are working with images or coloured backgrounds, use the black or white version.

- The 'ARENA' wordmark can't be used in isolation.

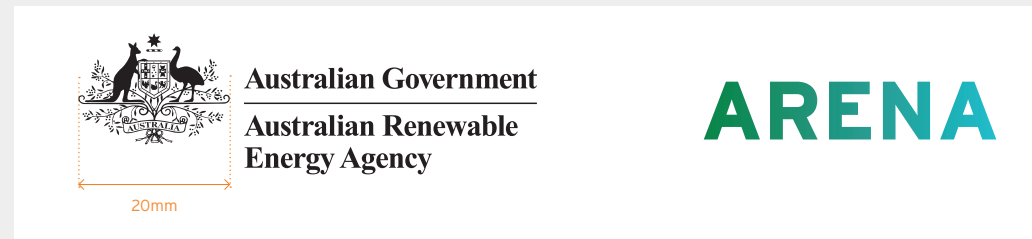Source files are available. Do not recreate these files.

Preferred

Single colour

Reversed

9. Our brandmark

THIRD PARTY BRANDMARK APPLICATION HORIZONTAL LOCK-UP

This version of our brandmark should maintain an equal or dominant relationship to partner logos.

For third party ARENA lock-ups, remember:

- The size ratio, alignment and spacing are fixed.

- The colour version can only be used on a white or very light plain background. If you are working with images or coloured backgrounds, use the black or white version.

- The 'ARENA' wordmark can't be used in isolation.

Source files are available. Do not recreate these files.

Example 1: Partner logo should be no wider than the ARENA brandmark

Example 2: Partner logo should be no taller than the Australian Government logo

Partner logos can be included with the following guidance.

10. Our brandmark

THIRD PARTY BRANDMARK APPLICATION VERTICAL LOCK-UP

When you need a more compact and square lock-up please use.

For third party ARENA lock-ups, remember:

• The size ratio, alignment and spacing of this lock-up is fixed.

• The colour version can only be used on a white or very light plain background. If you are working with images or coloured backgrounds, use the black or white version.

• The 'ARENA' wordmark can't be used in isolation.

Source files are available. Do not recreate these files.

11. Our brandmark

THIRD PARTY BRANDMARK APPLICATION STACKED LOCK-UP

When you need a compact brandmark with the 'ARENA' in the more traditional horizontal position.

For third party ARENA lock-ups, remember:

- The size ratio, alignment and spacing of this lock-up is fixed.

- The colour version can only be used on a white or very light plain background. If you are working with images or coloured backgrounds, use the black or white version.

- The 'ARENA' wordmark can't be used in isolation.

Source files are available. Do not recreate these files.

12. Our brandmark

MINIMUM SIZE

The minimum width of the Commonwealth Coat of Arms defines the minimum size of the brandmark.

The minimum width of the Commonwealth Coat of Arms on stationery and larger items must be 20mm. However, on items such as name badges and identity cards where it may not be possible to adhere to this, the Coat of Arms may be altered in width, but must remain recognisable.

Australian Government

Australian Renewable Energy Agency

20mm

ARENA

13. Our brandmark

APPLIED ON DIFFERENT BACKGROUNDS

The colour version can only be used on a white or very light plain background. If you are working with images or coloured backgrounds, use the black or white version.

14. Acknowledgement

MEDIA & COMMUNICATIONS COLLATERAL

The Recipient must acknowledge the support received from ARENA by including the following statement in any media or communications collateral activity associated with the Project:

This Project received funding from ARENA as part of ARENA's Advancing Renewables Program (or relevant funding program).

SIGNAGE

The Recipient must also acknowledge the support received from ARENA by placing signage outside the site or facility where the Project is undertaken which includes the following statement:

[insert Recipient's name] has received support from ARENA for [insert Project title] as part of ARENA's Advancing Renewables Program (or relevant funding program).

15. Colour palette

When used correctly, our colour palette reinforces our brand. The core colours should be dominant on the website as well as on print collateral. Secondary and tertiary colours should be used to create supporting content.

CORE PALETTE

Earth Green, Aqua and Teal Horizon make up our core colour palette and can be used in conjunction with the secondary colours.

EARTH GREEN
PANTONE 7740   CMYK - 87/24/94/9
RGB - 12/134/72   HTML - 0C8648

AQUA
PANTONE 7473   CMYK - 80/19/52/2
RGB - 30/152/138   HTML - IE988A

TEAL HORIZON
PANTONE 7702   CMYK - 70/0/20/0
RGB - 25/190/207   HTML - 19BECF

SECONDARY PALETTE

Secondary colours are inspired by the environment and can be used in typography, illustrations, graphs, diagrams and infographics. This palette can also be tinted to form a variety of different intensities.

SOLAR BLUE
PANTONE 299   CMYK - 73/9/8/0
RGB - 0/176/217   HTML - 00B0D9

DUSTY BLUE
PANTONE 2181   CMYK - 89/47/41/14
RGB - 20/105/123   HTML - 14697B

REFLECTION BLUE
PANTONE 2204   CMYK - 40/8/18/0
RGB - 152/199/205   HTML - 98C7CD

SILVER SKY
PANTONE 291   CMYK - 36/0/0/19
RGB - 129/185/210   HTML - 81B9D2

GEOTHERMAL ORANGE
PANTONE 158   CMYK - 0/61/100/0
RGB - 245/128/32   HTML - F58020

STONE GREY
PANTONE 2168   CMYK - 75/49/40/36
RGB - 57/85/97   HTML - 395561

16. Logo/Background vignette

ARENA GRADIENT 2016

Colour is one of the most recognisable brand assets we own.

The ARENA logo is filled with a vignette running from Earth Green to Aqua to Teal Horizon. This vignette can also be used as an alternative to flat colour to make backgrounds more interesting.

ARENA

Earth Green   Aqua   Teal Horizon

17. Fonts

Interstate is our core font because it's easy to read and extremely versatile. Interstate is ideal for headlines, brochure titles, body copy, tables, charts and captions.

It comes in a variety of weights and should be our first choice for all communication.

In situations where Interstate can't be used, use Helvetica.

CORE FONT

Interstate Light
Headings, body copy and introductions

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Interstate Regular
Subheadings

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Interstate Bold
Subheadings

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

PC FONT

Helvetica
Headings, body copy and introductions

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Helvetica Bold
Subheadings

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

18. Arrow devices

USING ARROW DEVICES

The arrow devices are a powerful and cost effective tool we can use to help create energy, dynamism, movement and forward thinking within our designs.

These can be used:

1. Either with colour or tints to add interest.

2. To highlight key pieces of typography.

3. As a holding device for imagery.

4. Overlaid on imagery to add brand ownership and interest.

5. To draw the eye to our brand.

1

LONG BROCHURE
HEADING AND
HIGHLIGHT
2015/16 – 2017/18

2

3

HIGHLIGHT
THIS HEADING

5

4

19. Icons and infographics

USING ICONS

Simple icons can help make communications more intuitive and universally understood.

We have a selection of a core icons that have already been created. They can be treated in two distinct ways:

1. As core icons 'unbound' in either positive or negative formats.

2. As graphic icons 'bound' by a circle device. This can help create a higher level of interest in websites, brochureware and advertising.

USING INFOGRAPHICS

A well crafted infographic helps to simplify complex subject matter, creating a visually engaging piece of content for a website, brochure or animation.

- Use the ARENA colour palette and fonts.

- Keep infographics concise, crisp and clear.

- Illustrated elements can use a combination of flat secondary colours and keyline treatments.

Demonstration

Biofuel

Investment Gap

Acceleration

Solar Energy

Research & Development

Hydro Power

Accreditation

Storage

Geothermal

ARENA's investment footprint
Across Australia

WA
14
$69.8 million   Projects
                 ARENA funding

NT
4
$36.3 million   Projects
                 ARENA funding

QLD
17
$103.5 million   Projects
                 ARENA funding

NSW
83
$469.7 million   Projects
                 ARENA funding

ACT
33
$31.7 million   Projects
                 ARENA funding

SA
16
$40.7 million   Projects
                 ARENA funding

TAS
1
$5.5 million   Projects
                 ARENA funding

VIC
25
$27.7 million   Projects
                 ARENA funding

Across the innovation chain

RESEARCH & DEVELOPMENT

65 PhD scholars & post-doctoral fellows
50+ Projects
ARENA funding
$166 million

DEMONSTRATION

76 Projects
ARENA funding
$398 million

DEPLOYMENT

3 Projects
ARENA funding
$281 million

FULLY COMMERCIAL

| Early stage research | Development | Pilot scale | Large scale | Pre commercial | Commercial | Fully Commercial |

ARENA funding

20. Photography

PHOTOGRAPHY STYLE

Photography is an integral part of the ARENA visual identity. Our image style focuses on showcasing ARENA projects, people and events. The style should be transparent, authentic and informative.

When commissioning or selecting photography it's key to always represent our projects and people in the best possible light. This means using high resolution imagery and selecting shots that will inspire confidence and trust in our stakeholders.

Communicating ARENA content in an inspiring way supports our goal to be forward thinking and leaders in our field. The way we represent ourselves through imagery needs to visually reflect this.

Photographic direction:

• Include people as this builds a human connection, these should always be warm and engaging

• Look for dramatic natural light to help add structure and flare to the image. This may include early morning or evening shots where both the shadows and colour palette are more sophisticated

• Always work towards creating compositions that are both simple and graphic. Where possible shoot extra sky and foreground, this will allow the image to be more flexible when it's being applied to a range of media

• Use natural environments as much as possible as this creates the perfect backdrop for our projects. It also highlights our connection with nature.

21. Photography

IMAGE ADJUSTMENTS AND COLOUR GRADING

Once an image has been selected, a number of simple adjustments can be made to help the image feel more aligned to the ARENA brand.

For image adjustments:

• Try to accentuate any blue or green tones in the image. This helps align the image with the ARENA core colour palette and connects it more closely to our brand. In many cases this may simply involve shifting the colour balance of the image towards a cooler palette.

• Avoid over saturating the image and maintain an authentic feel to any adjustments you make. Every image is different and adjustments should always be guided by authenticity. If it feels fake, don't do it.

• Where possible consider extending the sky or foreground area to create a more graphic feel to the image. This approach will also allow clear space to add typography.

22. Typography

APPLYING CORE FONT

Using the right font in the right situation makes all the difference to the impact and readability of our typography.

Interstate should be used on all material in line with the example here.

- Display headings are Interstate Light Caps although you can use Regular/ Bold Caps at a smaller point size to add interest.

- Headings are Interstate Regular and use caps and colour to define the hierarchy.

- Body copy is Interstate Light.

Things to avoid:

- Using body copy smaller than 8.5pt

- Using low contrast colour

- Using capital letters for large areas of copy.

Interstate Light Caps

Interstate Regular Caps

Interstate Regular

Interstate Light

23. Signage

MULTIPLE LOGO APPLICATION

Signs using more than one logo are required to branded with the following order:

1 Australian Government Crest / ARENA logo

2 State Government logo

3 Local Government/Council logo

4 Private company or alliance

The signage should be a minimum of A0 in size (841mm x 1189mm) and should follow the template as shown.

MANUFACTURING SPECIFICATIONS

The below specifications have been developed to ensure that signage lasts the life of the project and can be easily cleaned. These specifications are a guide only, you may choose other options depending on advice given from your manufacturer.

Aluminium Thickness 1.6mm Aluminium (standard for signage)

Mounting RTA RIB (standard RTA mount)

Stock Non-reflective vinyl (does not take in any light)

Finishing Digital print over lamination - clear (durability)

24. Print applications

BROCHURE COVERS

Our source files contain all the elements you need to construct a brochure cover.

25. Print applications

IMAGE BROCHURE COVERS

Bold use of the arrow device with an image and generous use of white space gives this design a distinctive and contemporary feel. This approach provides a strong graphic starting point for a wide range of content.

DL Brochure Back

DL Brochure Front

A5 Brochure

A4 Brochure

26. Print applications

NON-IMAGE BROCHURE COVERS

Bold use of the arrow device with a tint and generous use of white space gives this design a distinctive and contemporary feel. This approach provides a strong graphic starting point for a wide range of content.

DL Brochure Back

DL Brochure Front

A5 Brochure

A4 Brochure

27. Print applications

BROCHURE INSIDE SPREADS

Generous use of white space allows the distinctive and contemporary feel of the covers to filter through to the inside spreads.

28. Print applications

BROCHURE INSIDE PAGES

Our source files contain all the elements you need to construct a complete brochure.

Pages should not be too text dominant so make sure there's plenty of clear space.

Important information is highlighted in pull-out blocks.

29. Print applications

FACT SHEETS

Use a consistent layout across fact sheets that make good use of clear space and white space.

Charts and infographics should make full use of the secondary colour palette for simple data conversion.

30. Print applications

FACT SHEETS

Templates have been developed to suit various communication needs.

Partial image with graphs

Partial image with text and table

Non-image

31. Print applications

CREATING MEDIA RELEASES

When writing a media release, use our pre-printed letterhead and this media release template.
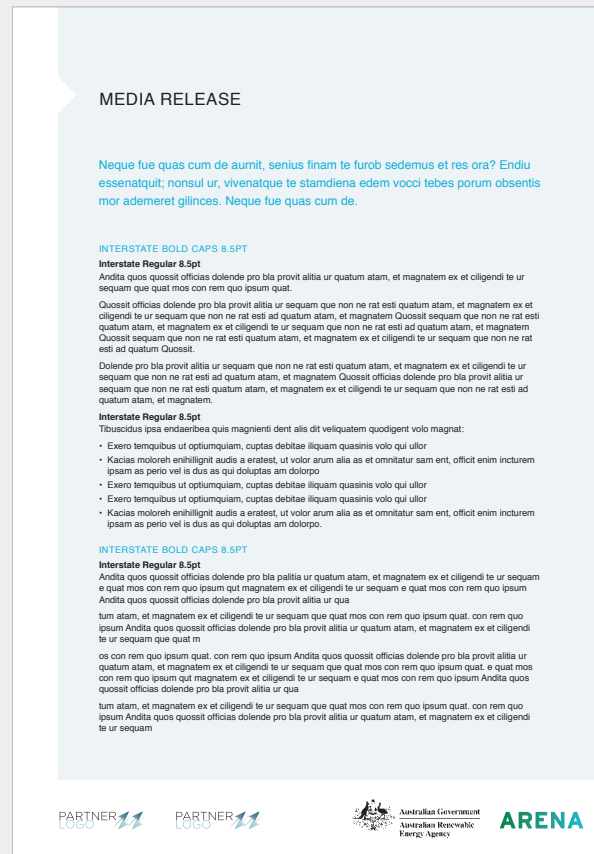
As this is a Word document all copy is set in Helvetica, in black and overprinted onto pre-printed letterhead.

Helvetica should be used in line with the example here.

- Display headings are Helvetica Regular Caps although you can use Regular/ Bold Caps at a smaller point size to add interest.
- Headings are Helvetica Bold and use caps and colour to define the hierarchy.
- Body copy is Helvetica Regular.

Source files are available.

Do not recreate these files.

32. Pull-up banners

PULL-UP BANNERS

Pull-up banners create a simple but effective way of branding events and exhibitions.

33. Pull-up banners

PULL-UP BANNERS

A range of templates have been developed to suit various communication needs.

Non-image

Partial image

Full image

34. Presentations

POWERPOINT SLIDE TEMPLATES

Our template gives you a great starting point to construct an engaging Powerpoint presentation.

35. Presentations

36. Social media

SOCIAL MEDIA TEMPLATES

Social media templates are available for providing consistent messaging and brand application.

ARENA REPORT WRITING TIPS & GUIDELINES

v3.0 JULY 2021

Australian Government
Australian Renewable Energy Agency

ARENA

TABLE OF CONTENTS

Report writing is a requirement for all ARENA-funded projects. It forms a key part of how ARENA delivers our legislative mandate to share knowledge, drive innovation and improve competitiveness of renewable energy technologies.

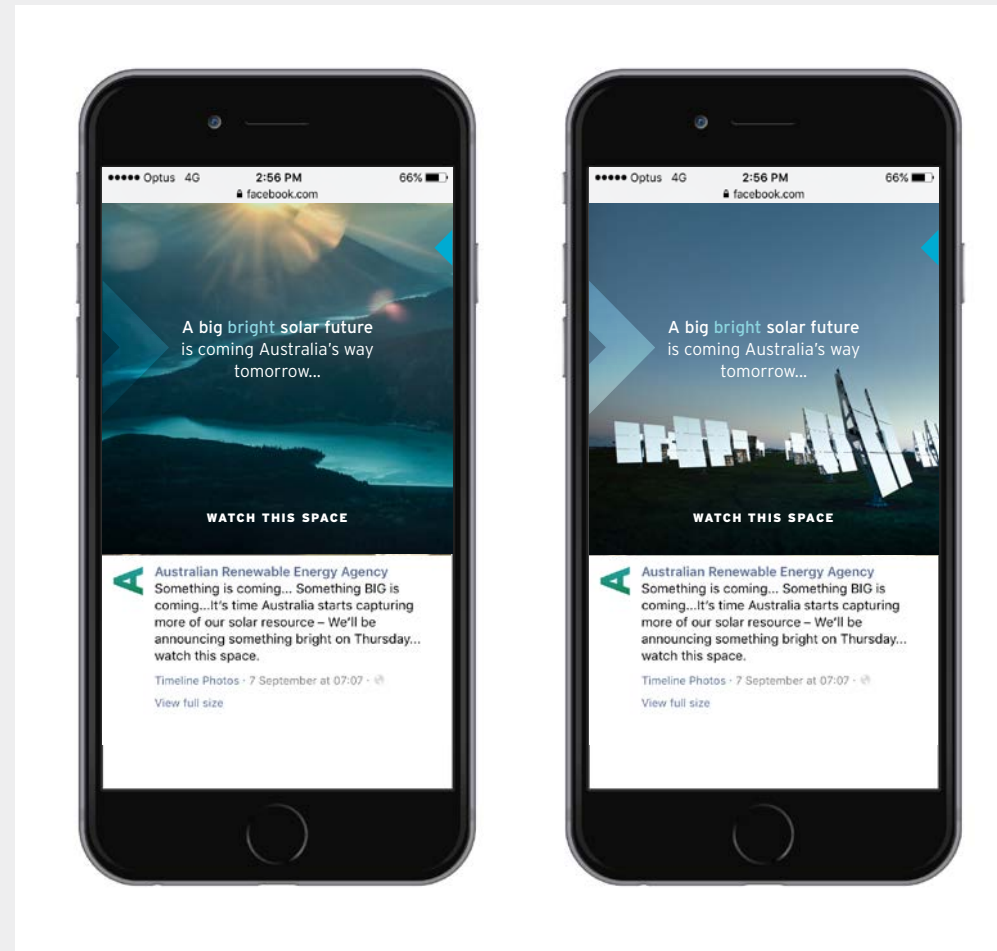This guide applies to all public facing reports that will be published on ARENA's Knowledge Bank, including Lessons Learnt Reports, Technical Reports, and Final Knowledge Sharing Project Reports.

Project reports are published on ARENA's website, however they are authored and owned by project proponents. As they are public documents on a government website, it is a requirement that they meet a minimum standard.

This guide has been created to assist in preparing public project reports. It is distributed to all project proponents and sets out the minimum requirements that reports must meet.

Please contact your Client Manager or email the ARENA Contracted inbox at arenacontracted@arena.gov.au if you are unsure about what is required or have questions relating to the criteria set out in this document.

MANDATORY INCLUSIONS

All reports must include the following:
› Appropriate branding and visual identity.
› A cover page that includes:
  • Your organisation name, logo and website (if applicable)
  • The name of your project
  • The title of the report
  • The name of the author
  • The date of submission e.g. dd/mm/yyyy

› An acknowledgement and disclaimer that the project received funding from ARENA.
› A hyperlinked table of contents if your report is more than 6 pages long.
› Page numbers (with the exception of the title page).
› Numbered and named graphics, diagrams and tables. Graphs should include axis labels and a reference key.
› Definitions for abbreviations, acronyms, and symbols. This can either be defined the first time they appear or referenced in a glossary at the end of the report. If there are many abbreviations within a long document e.g. over 20 pages, a glossary should be included at the end of the report.
› Minimum accessibility standards.

Reports that do not include these mandatory items will not be published and may impact the acceptance of your Knowledge Sharing Plan deliverables or Project milestones.

MANDATORY INCLUSIONS EXPLAINED

BRANDING AND VISUAL IDENTITY

As Project reports are authored and owned by you, and are about the findings of your project, it is important they are easily identifiable as yours, not ARENA's. This means you should use your company colours and branding.

The title of your report should not reference ARENA or use language that may infer the project is owned by ARENA e.g. The ARENA Report on Distributed Energy.

ARENA DISCLAIMER AND ACKNOWLEDGEMENT

As detailed in the Funding Agreement, project reports must include the following disclaimer on the cover or inside cover:

The views expressed herein are not necessarily the views of the Australian Government. The Australian Government does not accept responsibility for any information or advice contained within this document.

Project reports must acknowledge funding has been provided by ARENA. This can be done using the wording provided in the Funding Agreement. For example:

This project received funding from the Australian Renewable Energy Agency (ARENA) as part of ARENA's Advancing Renewables Program.

You may also choose to acknowledge other organisations and individuals that contributed to or provided funding for your Project.

MINIMUM ACCESSIBILITY REQUIREMENTS

Equal and open access to information is important to ARENA and is a government requirement. This means information should be available and usable by everyone including people with disabilities or impairments.

As a grant recipient, we require that all your materials adhere to the minimum accessibility standards prior to submission. This means using:

› Minimum 11 point font
› A hyperlinked table of contents for large reports (over 6 pages)
› Captioning and using alternate text for all images
› Including full hyperlinked URLs as footnotes or citations
› Using colours with sufficient contrast in headings and banners.

Guidance on some of the commonly overlooked accessibility requirements is provided below.

HYPERLINKS

Hyperlinks are an effective way to direct readers to another source, however if the report is printed or downloaded and read offline, hyperlinks will not work and the reader no longer has the option to click through.

To ensure your report is meeting minimum accessibility standards, please include the full URL or reference in a footnote or citation, as shown in the examples below:

✖ Read the report here	**Option 1** ✔ Spell out the URL in a footnote	Read the report here[1] ――――― 1 arena.gov.au/assets/2021/01/revs-the-a-to-z-of-v2g.pdf
	Option 2 ✔ Using a citation. This is a more formal style and is often used in technical reports	Read "The A–Z of V2G" (Jones et al. 2021) References: Jones, L., Lucas-Healey, K., Sturmberg, B., Temby, H. and Islam, M. 2021, *The A–Z of V2G*, viewed 2 February 2021 <https://arena.gov.au/assets/2021/01/revs-the-a-to-z-of-v2g.pdf>
	Option 3 ✔ Adding context to the sentence	"Visit ARENA's website to search for "The A–Z of V2G" in the Knowledge Bank".

USE OF COLOUR AND FONT

The colour of text in your report can have an impact on the accessibility of your report. When formatting ensure that font size is a minimum of 11 points and that there is sufficient contrast between text colour and background colour.

PHOTOGRAPHY AND ILLUSTRATIONS

Photography and illustrations can be a useful way to explain a complex topic, process or scenario. Project proponents are encouraged to use imagery to make reports more engaging and easier to understand.

If you wish to include any imagery in your report, please ensure you include a caption describing the image and alternate text is included for each image. Alternate text is hidden coding used to describe the image for search engines and screen readers. Captions describe the image for all users and are visible below the image.

> ARENA regularly seeks suitable imagery of projects for use on its website and publications. If you have high resolution photographs you think would be appropriate to share with ARENA, please advise your Client Manager. All images used by ARENA will be appropriately credited.

FURTHER GUIDANCE ON STRUCTURE

Take the time to prepare and plan your report. Having a well-written and well-presented document that is identifiable as yours, not only makes a lasting impression, but will also help promote your organisation as credible and professional.

Remember to consider who will be reading your report and your target audience. The Executive Summary in particular should be written in plain English. This means it should be easily understood by someone in the energy industry who is not familiar with the technology or project you are writing about. The body of your report can be as technical as you need it to be in order to explain processes and methodologies.

STRUCTURE

In addition to the mandatory inclusions, follow the structure below to keep your report organised and easy to understand.

› A tables and figures index if relevant.
› An executive summary of the major points, conclusions, and recommendations.
› An introduction or background section.
› Body text that expands and develops the material in a logical and coherent manner, reflecting the structure outlined in the introduction. Use lists whenever appropriate to break information into easy-to-understand points. These can either be numbered or bulleted.
› Body text for Lessons Learnt Reports should additionally describe:
  • Lesson category (i.e. technical, regulatory, financial, economic, social etc)
  • A description of the issue and what steps or actions were taken
  • Implications for future projects (describe what you would do differently next time and how this would help?)
  • Knowledge gap (if your project learnings have identified any knowledge gaps that need to be filled, please state it here)
  • A conclusion that summarises the important findings.
› Overall recommendations if relevant.
› Optional photography and images[1].
› References listing all sources that have been referred to in the text.
› Appendices if required.

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1   You must have necessary consent and release forms where individuals are identifiable and ensure that appropriate licenses are obtained for any stock photography used. Photographs of people onsite or using equipment must be wearing appropriate Personal Protective Equipment.

NEED SOME HELP?

We know not all project proponents have the capacity or capability to write detailed reports. If you are looking for a professional writer or editor the Australian Technical Writers' Association[2] may be able to refer you to suppliers.

We don't expect all reports to be professionally written, however it needs to read well. If you are writing your own report you may find it useful to review the Australian Government's Style Manual[3]. It contains information and guidance on good grammar, spelling and using plain English.

If you are unsure whether your document is considered accessible, you can run Microsoft Word Accessibility Checker[4]. This function of Word will indicate if your report is easy for people of all abilities to read. The WebAIM website also contains useful resources for creating accessible documents for the web. We recommend reviewing the WebAIM Creating Accessible Documents Guide[5] to help you maximise the accessibility of your reports.

FINAL CHECKLIST

Using the below checklist will help ensure your report is the best representation of your project and that everyone has equal access to its contents.

Before you submit your report on ARENANet check that you have included:

☐ The ARENA acknowledgement and disclaimer

☐ A front page that includes: organisation name and logo; project name; report title; author; submission date

☐ A hyperlinked table of contents with page numbers if your report is over 6 pages

☐ An introduction outlining the problem you worked on and the purpose of your work

☐ The main points and findings

☐ Definitions of abbreviations and acronyms

☐ Labels on all graphs and figures

☐ Correct URLs that are referenced in your document for offline access.

And finally, be sure to check grammar, spelling, and accessibility.

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2 www.astc.org.au
3 www.stylemanual.gov.au
4 https://support.microsoft.com/en-us/topic/improve-accessibility-with-the-accessibility-checker-a16f6de0-2f39-4a2b-8bd8-5ad801426c7f?ui=en-us&rs=en-us&ad=us#picktab=windows
5 https://webaim.org/techniques/word/#checker

Further information is available at
arena.gov.au

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ARENAWIRE

Australian Government
Australian Renewable
Energy Agency

ARENA

Brand Guidelines
Reports, Studies and Papers

Publication Type	Brand Guidelines	Use of ARENA Logo	Description	Best practice examples
ARENA authored paper	ARENA brand guidelines	ARENA logo only (See pg. 7-8 ARENA brand guidelines)	Nil	Corporate Plan, DER Portfolio Spotlight
ARENA commissioned report (authored by third party)	ARENA brand guidelines	Co-branded (See pg. 9-10 ARENA brand guidelines)	Prepared by [Insert Company] on behalf of ARENA (i.e. it's an outsourced document)	Solar PV Forecasting for Network Operators
ARENA commissioned report - authored by third party and positioned as independent	Third party style guidelines	Co-branded (See pg. 9-10 ARENA brand guidelines)	Prepared by [Insert Company] for ARENA	ITP Renewables (R&D Synthesis)
Public reports from ARENA-funded projects	Third party style guidelines	Nil	All publications must acknowledge the financial support received from ARENA, in the manner (if any) specified in the funding agreement	Project reports on Knowledge Bank
ARENA commissioned report but authored and released by third party (no ARENA association) ***	Third party style guidelines	Nil	Nil	N/A

* For further information please contact Corporate Affairs

** All reports, studies and papers must be approved by Corporate Affairs prior to printing

*** Rarely commissioned

October 2018