



**Australian
Communications
and Media Authority**

Visual style guide

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Introduction

This guide sets out how our content should look.

It helps us maintain a consistent visual style across all of our content, including:

- > the ACMA website
- > external reports and publications (for example, annual reports, consultation papers, research reports)
- > marketing materials and advertisements
- > presentations
- > social media posts.

Information and advice

For more information and advice about our visual style, get in touch with the [Editorial Services](#) team.

Our visual style

Defining our style

Our visual style helps us to communicate clearly and effectively with consumers, industry and other stakeholders.

Our style is:

- > clean, clear and simple
- > professional and trustworthy
- > engaging and contemporary but not faddish.

Visual style principles

Put the user first

Our visual content puts our users first. It:

- > helps our users to understand what we're telling them
- > does not confuse anyone or give them the wrong message
- > engages our users and encourages them to find out more
- > is tailored to the audience, medium and message.

Embrace usability

Our visual content is easy to use. It uses these key elements:

- > visual tools like icons to signpost and simplify information
- > white space to de-clutter and make text easier to read
- > colour to highlight key information
- > images to engage users
- > clear typography and plain English to help guide our users.

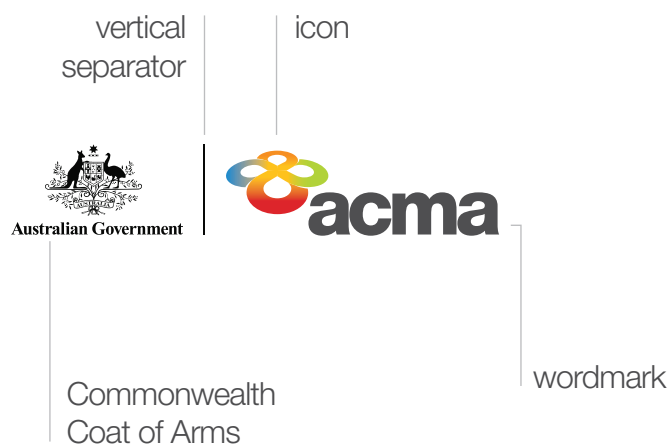
Be universal, accessible and enduring

Our visual content:

- > is accessible to everyone
- > represents our broad and diverse audiences.

Our benchmark

The ACMA landmark



The ACMA landmark is made up of four distinct but essential parts:

- > co-branding with the Commonwealth Coat of Arms, which endorses us as an Australian Government authority
- > the vertical separator
- > the icon
- > the wordmark 'acma'.

The agency name

The agency name clearly defines us as the Australian Communications and Media Authority.

Wherever possible, the agency name must be displayed when using the landmark.

**Australian
Communications
and Media Authority**

Versions of the brandmark

There are three variations of the name and brandmark that can be used.

Separate brandmark and agency name

Where there is enough space, the brandmark and agency name can be separated.



**Australian
Communications
and Media Authority**

Name to the side

Where space is limited, the version with the agency name to the side may be used.



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Name underneath

This version can be used when there is not enough space to display the agency name separately or to the side.



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Mono and reverse versions

Mono

The mono landmark is used for mono (one-colour) printing. It must only be used at 100% black, or white.



Reverse

The reverse version of the landmark is used on dark backgrounds.



Using the brandmark

Commonwealth Coat of Arms

The ACMA brandmark must always be co-branded with the Commonwealth Coat of Arms.

Colour

The colours in the Commonwealth Coat of Arms, vertical separator, icon and wordmark should never be altered.

When the brandmark is placed over a dark background, the Commonwealth Coat of Arms, wordmark and name in full should be white in order to maintain legibility.

Wherever possible, the icon should be kept in full colour.

Background

The brandmark must always be displayed on a solid colour background. Wherever possible, use white, light grey or dark grey background colours.

Examples of correct background usage



Clear space

Clear space, at least equal to the width of the 'a' in the wordmark, should be left around the entire brandmark.



Sizing and scale

The brandmark must be sized so that all wording is legible.

The brandmark must be resized and rescaled proportionally. Individual elements of the brandmark must not be resized separately.

The icon

The icon must not be used separately.

Brandmark lock-ups

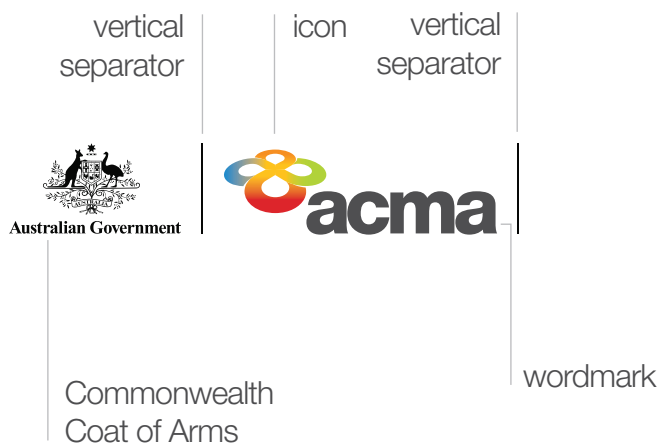
Additional elements applied to the ACMA brandmark must be created as a lock-up – that is, added to the end of the brandmark and adhering to the guidelines below.

When to create a lock-up

Lock-ups should only be used for ACMA sub-brands or services managed by the ACMA. Use of the ACMA brandmark, and creation of lock-ups, is strictly controlled by the ACMA's [Editorial Services](#) team.

Mandatory elements

All lock-ups must include the following elements. These elements must not be re-proportioned, moved or altered in any way:



Position and size of the added branding

The addition to the brandmark must be placed so that there is equidistant spacing either side of the vertical separator.

The height of the addition must not extend above or below the height of the separator, excepting typographical descenders (that is, the lowercase letters 'g', 'j', 'p', 'q' or 'y'). The width of the addition is not constrained.



Separation of the added branding

The addition to the brandmark can be separated from the lock-up. However, the addition must always appear in conjunction with the ACMA brandmark.

It must not be used alongside *only* the Commonwealth Coat of Arms, or *only* the ACMA icon and wordmark (if used, both must be present).

Colour

The ACMA brand colours must be used for additions to the brandmark (see p. 13). Any proposed use of colours outside of the ACMA brand colours must be approved by [Editorial Services](#).

The existing colours of the ACMA brandmark must not be changed.

The mono version of the ACMA brandmark can be used to create a lock-up (see p. 7).

Typography

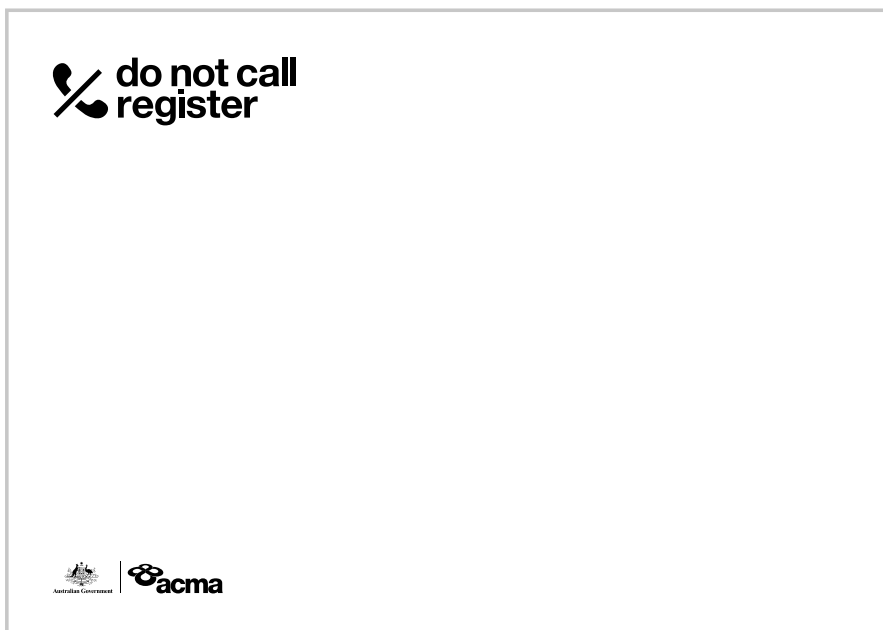
Helvetica Neue LT Std must be used for lock-up wordmarks. Any proposed use of other typefaces must be approved by [Editorial Services](#).

Example – Do Not Call Register

The following is a current example of an ACMA lock-up:



Example of how the additional branding can be separated:







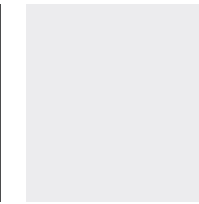
Our brand colours

Brand colours

The ACMA palette consists of core and secondary colours. They can be used on their own or in any combination.

Core colours

These core colours are used across all ACMA content:

				
Blue C:80 M:70 Y:5 K:30 R:57 G:69 B:124	Purple C:23 M:69 Y:0 K:44 R:124 G:66 B:111	Teal C:80 M:16 Y:38 K:0 R:0 G:160 B:164	Grey C:0 M:0 Y:0 K:85 R:77 G:77 B:79	Light grey C:0 M:0 Y:0 K:8 R:234 G:234 B:232

Secondary colours

These secondary colours and tints provide vibrancy or subtlety when lighter colours are required. They can be used alongside any of the core colours, or on their own where necessary.

C:80 M:60 Y:0 K:0 R:67 G:106 B:179	C:13 M:71 Y:0 K:24 R:170 G:85 B:137	C:71 M:0 Y:30 K:0 R:30 G:188 B:190

ACMA website colours

These HEX colours are used for the ACMA website visual design.

				
00A0A3	00BEC0	B9E2E1	E9E9E9	4C4C4F

Our typography

Typefaces

Documents and presentations

Arial is used in all ACMA Word documents, reports and papers, and Powerpoint presentations.

Arial bold (headings)

Arial (body text)

Publications and printed materials

Helvetica Neue LT Std is used in all ACMA publications that require professional layout, and all printed materials.

Helvetica Neue LT Std 85 Heavy (headings)

Helvetica Neue LT Std 75 Bold (subheadings)

Helvetica Neue LT Std 65 Medium (bold body text)

Helvetica Neue LT Std 45 Light (body text)

Helvetica Neue LT Std 45 Light Italic (italicised body text)

ACMA website and social media content

Montserrat and Fira Sans are used for all content on the ACMA website and visual content for ACMA social media channels.

Montserrat is used for headings on webpages, graphics and interactive reports.

Montserrat Bold (all headings)

Montserrat Light (graphics only)

Fira Sans is used for body text on webpages, graphics, graphs and interactive reports.

Fira Sans light (body text)

Fira Sans bold (body bold text)

Fira Sans bold (hyperlink)

Our icons and images

Icons

Using icons

Icons can be used to:

- > to focus the user's attention
- > to signpost information
- > to reduce the repetition of words.

Icons should not be used unless they aid meaning or navigation.

Icon style

'Outline' style icons are used for all ACMA content. The lines of the icon are visible and the inside of the icon is transparent.



Icon colour

For the ACMA website

Teal icons are used on the ACMA website.

For other ACMA content

In all other ACMA content, icons can use any brand colour or secondary tone.

Images

Using images

Images are used only when there is a genuine need—our visual style uses clean design and white space to make content clear and easy to navigate.

Image style

Images must:

- > be realistic and contemporary (not clichéd, obviously posed or dated)
- > show real-life moments and expressions when showing people
- > be of high quality and resolution
- > be photographic (with no added type or graphics)
- > represent the diversity of all Australians.

Sample images

Recommended



Not recommended

