

Brand guide

Introduction

These are the Commonwealth Ombudsman Brand Guidelines. Within this document you will find direction on the audiences, assets and applications which make up our visual identity.

This guide ensures that we present our brand consistently as independent, approachable and progressive, and gives you the appropriate know-how and tools to consistently produce communications that reflect our distinct brand.

For further information, assets or resources please contact:

Communication Team

s 47E

Contents

01	02	03	04
Who we are	Logo	Colour	Typography
Audiences and brand personality	Primary logo, logo variations, minimum size, clear space, function brandmarks and sub-brands	Colour palette, accessible combinations and usage	Meet the family, typesetting general principles, fallback typefaces
→ 04	→ 07	→ 21	→ 26
06	05	07	06
Imagery	Graphic elements + layout	Brand volume	Applications
Photography, photography attributes, icons and illustrations	Gradient backgrounds, brand icon, speech bubble, audience identifier, Indigenous artwork and layout examples	Low, medium and high brand volume	Corporate stationery, documents, presentations and social media
→ 30	→ 37	→ 50	→ 53

Who we are

Our purpose is to provide assurance that Australian Government entities and prescribed private sector organisations the Commonwealth Ombudsman oversights act with integrity and treat people fairly, and influence enduring systemic improvement in public administration in Australia and the region.

We do this by independently and impartially reviewing complaints and disclosures made by the public.

We are independent and we don't take sides — we help ensure fairness.

Audiences 5

Brand personality 6

Audiences

In order to build an effective brand that truly connects with our audiences, we need to be clear on who they are, what they want, and how we provide value to them.

As you create branded products, be mindful of your audience so that you can tailor the look and feel to effectively communicate your message.

For **people who contact us to complain, report or otherwise seek our help** who want impartial advice and guidance in a timely manner, we take the time to listen and understand their situation so that we can help find a suitable resolution as quickly as possible.

For **the government agencies and private organisations who we oversee**, who want a fair and transparent process and support to improve how they do business, we deliver impartial and balanced outcomes supported by clear recommendations.

For **parliament**, who want to see us using our powers for good, we are a trusted source who provide transparent, accurate information, data and reporting.

For **the media**, who want fast answers and inside scoops, we create trust through reliable engagement to share our expertise and as much information as we are able to.

Brand personality

The brand personality is how we bring our brand to life.

We look

Approachable

Independent

Confident

Dynamic

We sound

Helpful

Professional

Transparent

Impartial

We feel

Contemporary

Trusted

Authoritative

Fair

Logo

The Commonwealth Ombudsman logo is the leading face of our brand. When used consistently it helps people recognise us easily and build brand equity.

Primary logo	8
Monotone logos	10
Logo – minimum size	11
Logo – clear space	12
Function brandmark	13
Australian Government Coat of Arms	15
ACT Ombudsman	16
Public Interest Disclosure scheme	17
Commonwealth National Preventive Mechanism	18
VET Student Loans Scheme Signatory	19
Co-branding	20

Primary logo

The Commonwealth Ombudsman logo is the leading face of our brand. When used consistently it helps people recognise us easily, so it's important that we have strict standards for how it's used.

Our logo may only be reproduced as shown in this document and may not be altered in any way.

The primary inline logo should be used at all times. This is to make sure the brand is used in a consistent way across all communications. Where absolutely not possible, a stacked version of the logo is available and can be used after consultation with the Communications Team.

The allowable colourways of the logo are shown on the following page. No colourways outside of those shown may be used. Where absolutely not possible (e.g. due to the restrictions of artwork specifications), a monotone version of the logo may be used.

PRIMARY LOGO — INLINE



FALLBACK LOGO — STACKED



Primary logo cont nued.

Legibility should be the main consideration when choosing a logo colourway.

The allowable colourways of the logo are shown – no colourways outside of those shown may be used.

Refer to the following page for monotone exceptions.

PRIMARY LOGO – NAVY + BLUE



PRIMARY LOGO – WHITE + BLUE



PRIMARY LOGO – NAVY + WHITE



Monotone logos

If the primary logo colourways can not be used for technical reasons, a monotone logo is available for use.

These monotone logos should only be used where there is a technical limitation of using a one colour logo due to production restrictions. For example, a one colour printing, screen printing or embroidery job.

MONOTONE LOGO – NAVY



MONOTONE LOGO – BLACK



MONOTONE LOGO – WHITE



Logo

— minimum size

Our logo reproduces well at almost any size. Reducing too small, however, can damage the logo's integrity and effectiveness.

For optimal reproduction and legibility, never use our logo smaller than the size shown to the right and described below.

Never reproduce the logo smaller than 25mm / 70px wide.

The logo scale should be determined by the available space, aesthetics and function.

Use our logo larger than the minimum size wherever possible.

LOGO MINIMUM SIZE



MIN. WIDTH

Pr nt 25mm w de
D g ta 70px w de

Logo

— clear space

Clear space shows the minimum spacing between the logo and any other object. It helps ensure the legibility and impact of our logo by separating it from distracting elements.

Clear space helps to maintain consistent use of the logo and protects it from distracting type, graphics or other elements.

The clear space is equal to the width and height of the 'N' in the logo, as shown. Nothing should enter the clear space.

This clear space applies to all applications — both printed and digital.

CLEAR SPACE



Function brandmark

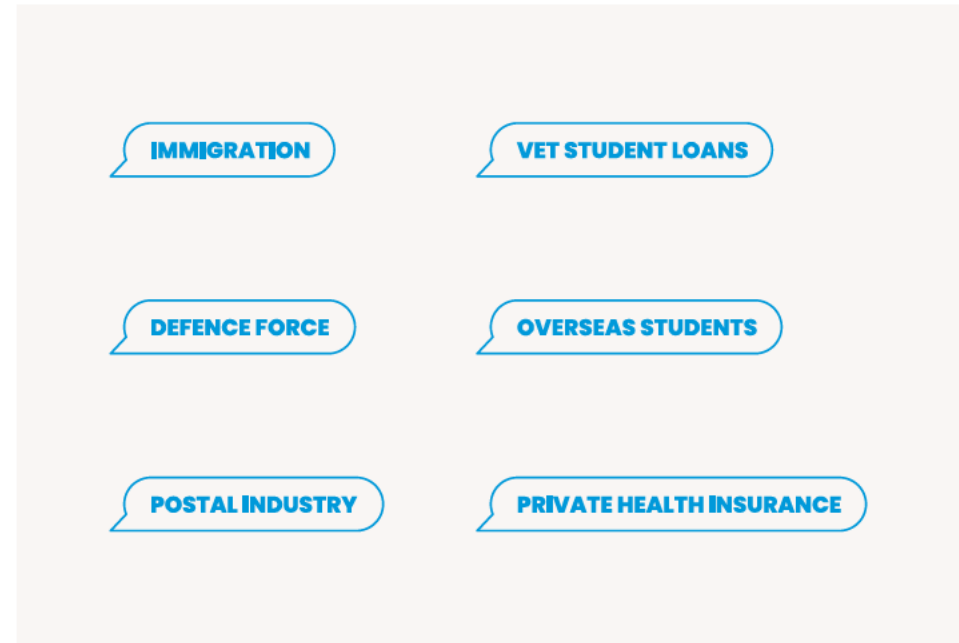
Where a function of the office has been given a specific title in legislation, a function brandmark may be used to recognise the specialist function in our communication.

The function brandmark does not replace the Commonwealth Ombudsman logo, rather it should compliment the primary logo in our applications.

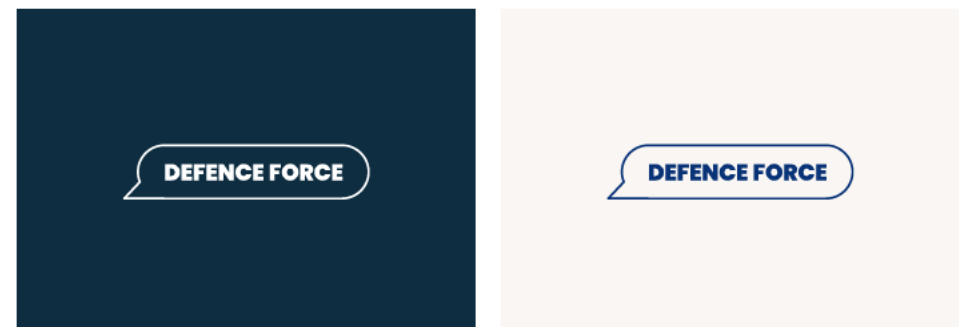
The functions brandmarks may only be reproduced as shown in this document and may not be altered in any way.

The allowable colourways of the function brandmarks are shown. No colourways outside of those shown may be used. Where absolutely not possible (e.g. due to the restrictions of artwork specifications), a black version of the logo may be used.

FUNCTION BRANDMARKS



FUNCTION BRANDMARK — COLOURWAYS



Function brandmark — size

To ensure the right balance between the Commonwealth Ombudsman logo and the function brandmark, specific rules have been designed to ensure the correct relationship between the two brand signifiers.

The height of the function brandmark should be equal to the height of the text in the Commonwealth Ombudsman logo, as shown.

The function brandmark is shown locked up with the Commonwealth Ombudsman logo here, though this is not a requirement. Where space or legibility require, the logo and function brandmark can be used in opposite corners of an application. See the graphic elements and layouts section for more guidance.

FUNCTION BRANDMARKS



Australian Government Coat of Arms

The Commonwealth Ombudsman has an exemption from Australian Government branding requirements, however use of the Commonwealth Coat of Arms is required on our annual report.

For usage requirements on the Commonwealth Coats of Arms see the [Australian Government Branding Guidelines](#).

The Coat of Arms is not used on any product other than our annual report. *The decision on when the Coat of Arms is used is a decision of the Ombudsman and can only be amended by their agreement.*

AUSTRALIAN GOVERNMENT COAT OF ARMS



Australian Government

ACT Ombudsman

Specific branding exists for the ACT Ombudsman, as it is a legislated function performed by the Office of the Commonwealth Ombudsman on behalf of the ACT Government.

The ACT Ombudsman logo should be treated with the same respect as the Commonwealth Ombudsman logo.

The ACT Ombudsman has an exemption from ACT Government branding requirements, and does not need to use the ACT Government logo on documents and/or reports tabled in the legislative assembly.

ACT OMBUDSMAN LOGO



Public Interest Disclosure scheme

The Public Interest Disclosure (PID) team create and disseminate information about the PID scheme on behalf of the Ombudsman, as well as on behalf of the Australian Government as a whole.

When preparing information for distribution on behalf of the Ombudsman's Office, the Commonwealth Ombudsman branding must be used. The Commonwealth Ombudsman logo must appear at the top of the page and be the most prominent brand displayed, with the PID logo included at the bottom of the first page if necessary.

PID SCHEME LOGO



Red

C2 M100 Y90 K2 PMS 1797C R227 G5 B24

Dark Red

C25 M100 Y90 K2 PMS 1807C R183 G31 B34

Blue

C35 M0 Y0 K0 PMS 277C R175 G223 B249

Black

C0 M0 Y0 K100 PMS BLACK 6C R0 G0 B0

Commonwealth National Preventive Mechanism

The Commonwealth Ombudsman is the nominated National Preventive Mechanism (NPM) for places of detention under the control of the Commonwealth.

When preparing information and products for the Commonwealth National Preventive Mechanism (Commonwealth NPM), the Commonwealth NPM logo should be used.

The stacked logo is the preferred format to ensure consistency across all communications and to reinforce brand recognition. Where absolutely not possible, an inline version of the logo is available.

Remaining brand elements should be leveraged from the Commonwealth Ombudsman brand, such as the charcoal, sand, green and teal from the colour palette and the associated gradients (refer Section 03).

COMMONWEALTH NATIONAL PREVENTIVE MECHANISM LOGO – STACKED



COMMONWEALTH NATIONAL PREVENTIVE MECHANISM LOGO – INLINE



VET Student Loans Scheme Signatory

The VET Student Loans Signatory logo is used by external education providers who are a signatory to the VET Student Loans Code of Practice.

This logo is for external use only and will rarely be seen with the Commonwealth Ombudsman logo or branding.

VET STUDENT LOANS SIGNATORY LOGO



Co-branding

Occasionally the Commonwealth Ombudsman will need to co-brand with another agency or program.

Co-branding normally involves locking up the Commonwealth Ombudsman logo with another logo or landmark. Below are some considerations for effective co-branding:

1. Apply the Commonwealth Ombudsman rules for minimum size, clear space and logo colour.
2. Consider the hierarchy of the two brands in deciding which is the leading logo.
3. If in doubt contact the Communications Team for guidance.

Colour

Colours are crucial to defining our personality. They provide variety and flexibility, making it easy to refine and evolve our visuals in line with key messages and audiences.

Colour	22
Colour palette	23
Colour – combinations	24
Colour – usage	25

Colour

Our colour palette is confident and contemporary. The combination of colours in our brand give an approachable and dynamic feeling, setting us apart from others working in our space.

Colours help define our personality. They provide variety and flexibility, making it easy to refine and evolve our visuals in line with key messages.

Though our colour palette is wide and varied, rarely is it used in it's entirety on a single piece of communication. See the following pages for colour combinations, accessibility and usage guidance.

Green.
Teal. Blue.
Purple. Pink.
Burgundy.
Orange.
Yellow.
Charcoal.
Navy.

Colour palette

Green

PRINT
C30 M0 Y85 K0
PMS 367C

DIGITAL
R189 G215 B83
BDD753

Teal

PRINT
C100 M5 Y60 K0
PMS 326C

DIGITAL
R0 G161 B139
00A18B

Blue

PRINT
C90 M20 Y0 K0
PMS 2925C

DIGITAL
R0 G153 B218
0099DA

Purple

PRINT
C40 M75 Y0 K0
PMS 3593C

DIGITAL
R160 G93 B165
A05DA5

Pink

PRINT
C0 M85 Y0 K0
PMS 2038C

DIGITAL
R238 G77 B155
EE4D9B

Burgundy

PRINT
C20 M100 Y20 K30
PMS 228C

DIGITAL
R150 G5 B90
96055A

Orange

PRINT
C0 M77 Y100 K0
PMS 7578C

DIGITAL
R242 G97 B34
F26122

Yellow

PRINT
C0 M10 Y80 K0
PMS 128C

DIGITAL
R255 G223 B79
FFD44F

Sand

PRINT
C2 M3 Y3 K0
PMS COOL GRAY 1C

DIGITAL
R247 G243 B241
F7F3F1

Charcoal

PRINT
C95 M75 Y50 K50
PMS 7546C

DIGITAL
R13 G45 B64
0D2D40

Navy

PRINT
C100 M82 Y0 K32
PMS 288C

DIGITAL
R5 G51 B120
053378

Colour — combinations

Colour combinations should be chosen for vibrancy, legibility and accessibility.

A = WCAG 2.1 Minimum AA compliant

Green	A Burgundy						A Charcoal	A Navy	
Teal	A Sand						A White	A Charcoal	A Navy
Blue	A Sand						A White	A Charcoal	A Navy
Purple	A Yellow						A Sand	A White	A Charcoal
Pink	A Sand						A White	A Charcoal	A Navy
Burgundy	A Green	A Yellow						A Sand	A White
Orange	A Sand						A White	A Charcoal	A Navy
Yellow	A Purple			A Burgundy			A Charcoal	A Navy	
Sand	A Teal	A Blue	A Purple	A Pink	A Burgundy	A Orange	A Charcoal	A Navy	
White	A Teal	A Blue	A Purple	A Pink	A Burgundy	A Orange	A Charcoal	A Navy	
Charcoal	A Green	A Teal	A Blue	A Purple	A Pink	A Orange	A Yellow	A Sand	A White
Navy	A Green	A Teal	A Blue	A Pink	A Orange	A Yellow	A Sand	A White	

Colour

— usage

The colour palette can be used in many different ways to create a confident and charismatic brand.

Overall, each piece of communication should use only two to three key colours within the same tonal family, along with the brand neutrals of charcoal, sand and white.

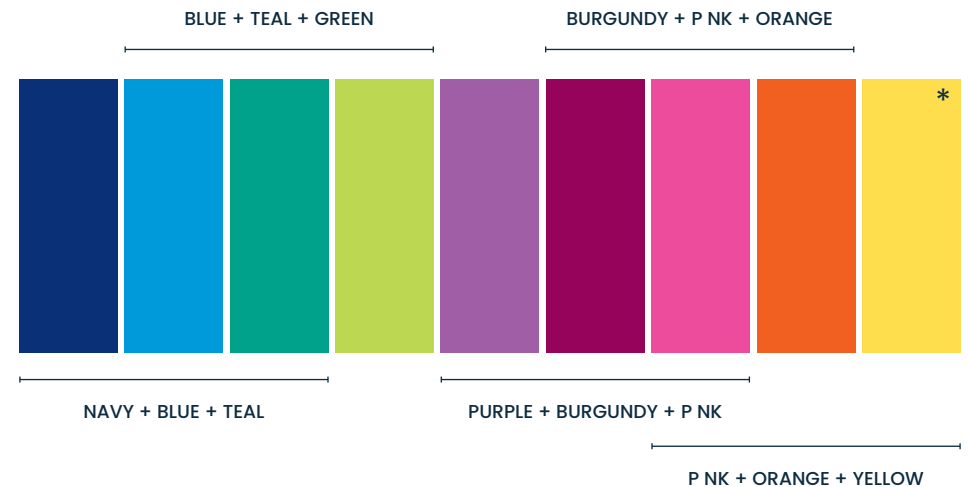
Use our colours to create a harmonious and cohesive product, but never to create a rainbow!

When creating graphs, data visualisation and infographics, multiple contrasting colours can be used to improve legibility and accessibility.

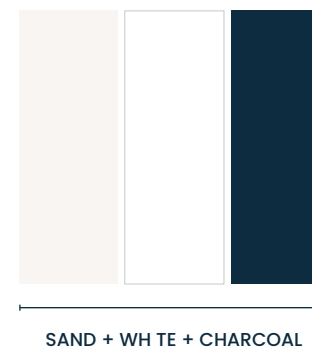
** The yellow from our colour palette is reserved as the brand colour for the ACT Ombudsman. While it can be used in the Commonwealth Ombudsman brand applications, it should be used sparingly and never be the predominant colour or hero in one of our applications.*

Refer to the graphic elements and applications sections for layout and usage examples.

COMPLIMENTARY COLOUR USAGE



NEUTRAL COLOURS



Typography

Our brand uses one core font to support communicating our brand personality. The font is open source and freely available online, ensuring everyone can easily and consistently use it when producing branded products.

Meet the family	27
Typesetting – general principles	28
Fallback typefaces	29

Meet the family

The brand typeface, Poppins, is designed to be used across all applications (both physical and digital), from headlines to body copy and everything in between.

It can be used in the weights shown. See the following page for typesetting general principles.

Poppins is a Google Web Font, available to download and use for free in all applications here:

[Poppins](#)

Poppins should be available on all staff computers. If you have any issues accessing the font please contact IT.

POPPINS WEIGHTS

Poppins Extra Light *+ Italic*

Poppins Light *+ Italic*

Poppins Regular *+ Italic*

Poppins Medium *+ Italic*

Poppins Semi Bold *+ Italic*

Poppins Bold *+ Italic*

Poppins Extra Bold *+ Italic*

Poppins Black *+ Italic*

Typesetting

— general principles

Our typography is a visual expression of our voice. It should be clear, simple and given space to breathe.

The given examples are a guide to the typical type included in executions.

See the following pages for examples of typesetting in applications.

Headlines

Secondary headline or key callout

Hero copy / intro paragraph.
We look into complaints about Australian Government agencies and some private industries. We are independent and we don't take sides.

Body copy. Our purpose is to provide assurance that the Australian Government entities and prescribed private sector organisations we oversee, act with integrity and treat people fairly, and influence enduring systemic improvement in public administration in Australia and the region.

← **POPPINS REGULAR / BOLD**
Case Sentence
Size Large
Leading 5pts larger than the font size
Space after V sua

← **POPPINS MEDIUM / SEMIBOLD**
Case Sentence
Size Same size as the heading even if used in
Leading 5pts larger than the font size
Space after V sua

← **POPPINS REGULAR**
Case Sentence
Size 5–10pts larger than the body copy size
Leading 5pts larger than the font size
Space after V sua

← **POPPINS REGULAR**
Case Sentence
Size Small but legible
Leading 5pts larger than the font size
Space after 3–5pt depending on size

Fallback typefaces

Wherever possible, use Poppins in all communications. In specific use cases where it's not possible to use Poppins, like email signatures where there are technical limitations, Calibri or Arial can be used as a substitute.

Calibri is the default font with the widest range of weights and thus will be most reflective of the typographic style of the Commonwealth Ombudsman.

Hot tip!

When sending word documents, if the receiver does not have the custom font installed it will display a standard fallback font. This won't occur if you send a PDF document.

CALIBRI

Calibri Light

Calibri Regular

Calibri Bold

ARIAL

Arial Regular

Arial Bold

Imagery

Photography and iconography are a way to support storytelling and help people connect with our communications.

The photos we use 'capture a moment' and show everyday situations, while our icons and illustrations aid our audience in navigating our content.

Photography	31
People photography	32
Icons	34
Illustrations	36

Photography

Photography is a way to tell our story and a means to communicate our purpose. Photography helps people visualise themselves in a situation, and can convey a range of emotions without any words at all.

We want our audience to have an emotional connection with our communication, be engaged and feel comfortable to approach us. To do this we need to show a brand personality that is approachable and helpful, transparent and confident, and contemporary and dynamic.

The mood and tone of our imagery should be: **Australian, contemporary, approachable, optimistic, authentic, candid, genuine, and timeless.** Try using some of these key words when you search for stock imagery.

Imagery that is negative or pessimistic in tone should be questioned and avoided.

Hot tip!

To enable accessibility compliance, you must add alternative text (alt text) to photographs – alt text is a description of the image that conveys the same meaning and context of the image to visually impaired readers.

People photography

The photos that we use should ‘capture a moment’ and show everyday situations. Photos where people are posing for the camera should be used sparingly in favour of more candid shots.

Photos might not always be appropriate — make sure you consider the topic of the product and audience you’re communicating with. *All stock images must be approved for use by the Communications Team.*

PEOPLE PHOTOGRAPHY GUIDE

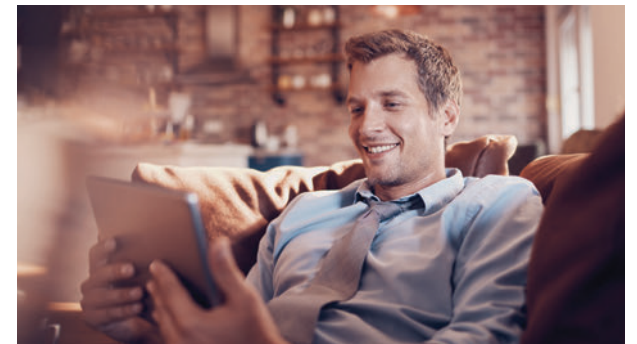
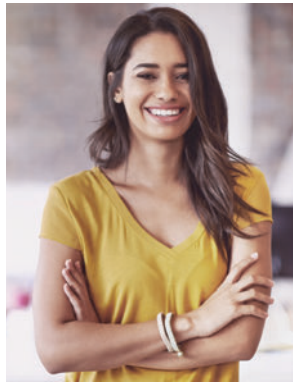
1. Minimum 300 DPI for print / 72 DPI for digital
2. Photos should capture a genuine moment, expression or emotion
3. Photos should relate to the message or subject we’re talking about and reflect the audience we’re talking to
4. Avoid complex or cluttered backgrounds
5. Avoid photos that are overexposed, over-saturated or poor quality
6. Photos should feature an appropriate mix of race, age and gender to reflect our audience — but don’t try to include all ages and ethnicities in a single photo

EXAMPLES OF PEOPLE PHOTOGRAPHY



People photography cont nued.

EXAMPLES OF PEOPLE PHOTOGRAPHY



Icons

Intentional and considered use of iconography can help us clearly and succinctly communicate key information. When used sparingly and contextually they help our audience engage with our message.

Our brand uses a minimal, line-based icon style with rounded shapes that reflect our approachable personality. Wherever possible, icons should reflect the shape of our brandmark to increase brand consistency.

Icons should maintain the same line weight in each application so they appear as a cohesive set with similar visual weight regardless of size.

Supplied as svg files for use in MS Office products.

The icon examples shown on the following pages are a sample of the custom icons available for use, they should be used consistently when referring to the concepts they represent. Additional standard icons are available in the brand toolkit and PowerPoint template. When using svg icons in Microsoft Office products you can change the icon colour.

How to make a complaint

HOW WE HANDLE COMPLAINTS



VALUING COMPLAINTS



EARLY RESOLUTION OF COMPLAINTS



MAKE IT EASY TO MAKE A COMPLAINT



MULTIPLE ACCESS POINTS FOR COMPLAINANTS



CONSIDER SYSTEMIC COMPLAINT ISSUES



Hot tip!

To enable accessibility compliance, you must add alternative text (alt text) to icons – alt text is a description of the image that conveys the same meaning and context of the image to visually impaired readers.

cons cont nued.

Recommendation categories

What we do

<p>COMMUNICATION</p> 	<p>POLICY, PROCEDURE AND GUIDANCE</p> 	<p>QUALITY ASSURANCE</p> 	<p>COMMENTS, SUGGESTIONS AND RECOMMENDATIONS</p> 	<p>EDUCATION AND TRAINING</p> 	<p>STRATEGIC ENGAGEMENT</p> 
<p>RECORD KEEPING</p> 	<p>SERVICE DELIVERY</p> 	<p>TRAINING / SUPPORT FOR STAFF</p> 	<p>INSPECTIONS</p> 	<p>VISITS</p> 	<p>INVESTIGATIONS</p> 
<p>LEGAL ADVICE</p> 					

Illustrations

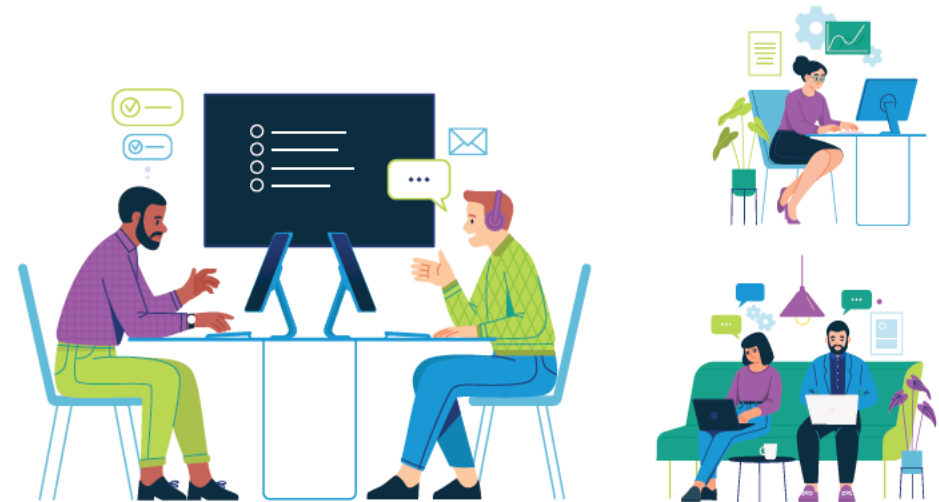
While not a core element of our brand identity, illustrations may be used sparingly where an image or icon is not appropriate to represent your topic or message.

Illustrations should always be tailored to your message so they provide context and support the understanding of your information.

Our brand illustration style is clean and minimal, keeping in the same tonal colour palette. This style has been designed to allow you to easily find more illustrations in the same style to represent your specific message.

Hot tip!

To enable accessibility compliance, you must add alternative text (alt text) to illustrations – alt text is a description of the image that conveys the same meaning and context of the image to visually impaired readers.



Graphic elements + layout

Our visual language is given flexibility with graphic elements drawn from the Commonwealth Ombudsman logo and colour palette. This helps reinforce brand recognition and builds our brand equity.

All of the graphic elements are in the Brand Toolkit, available on the Intranet.

Gradient backgrounds	38
Brand icon	39
Speech bubble	40
Audience identifier	41
Indigenous artwork	42
Layout examples	44

Gradient backgrounds

Gradient backgrounds bring our colour palette to life in applications. They add depth and movement, capturing our audience's attention.

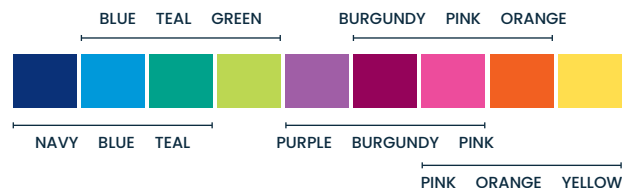
These backgrounds have been created as gradient maps and use the recommended colour combinations, as shown below. The percentage and position of each colour used can be tweaked so each background has a hero colour.

The gradient backgrounds can be used with the brand icon and other brand elements to extend the flexibility of our brand and create depth in our visual communications.

See the following pages for examples of gradient backgrounds in application.

Supplied as png files for use in MS Office products and an Adobe Illustrator file for the creation of additional gradients.

GRADIENT MAP COLOUR COMBINATIONS



Brand icon

Drawn from the logo, our brand icon helps to reinforce brand recognition and build our brand equity.

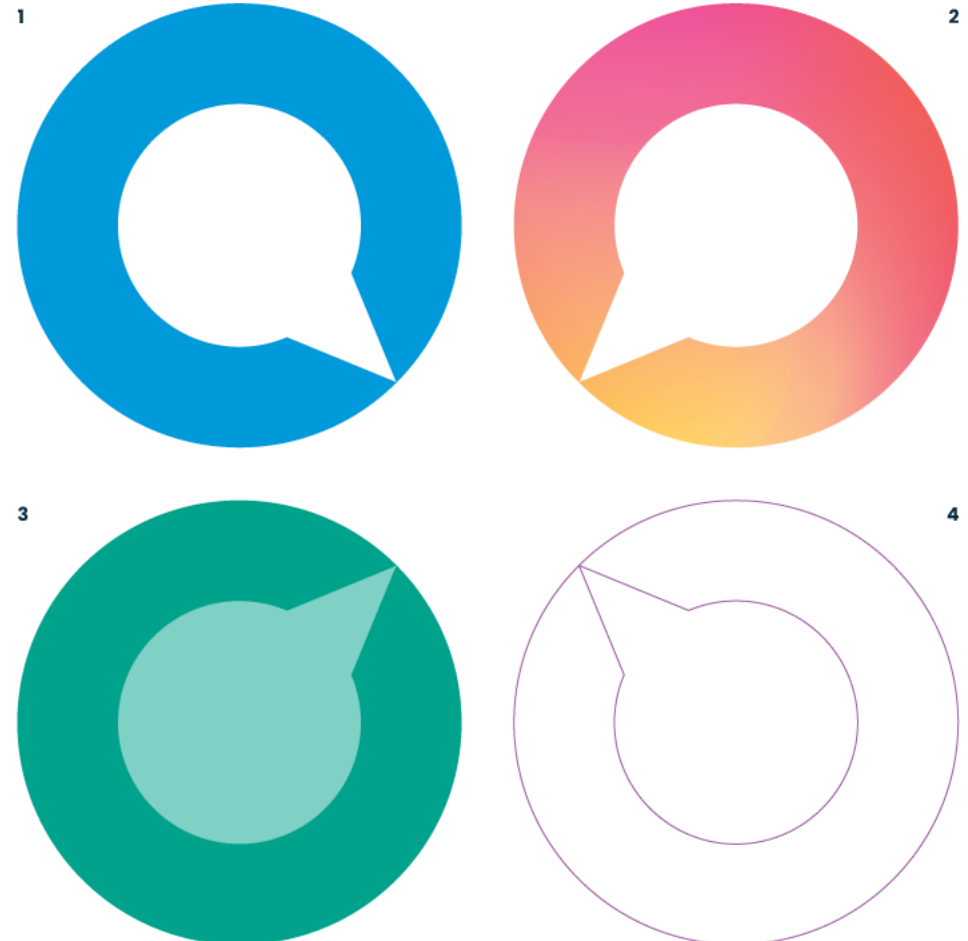
Our brand icon can be used to make our communications feel approachable and hopeful, inviting our audience to engage with the Commonwealth Ombudsman.

Our icon can be used in any brand colour and point in any direction, it can be used to crop or hold an image and can be blown up and cropped in application to enhance the message or add visual interest.

The brand icon can be used with the following graphic treatments:

1. Solid colour fill in any opacity
2. Gradient map fill
3. One colour fill with a 50% opacity counter
4. Thin outline

See the following pages for examples of our brand icon in application.

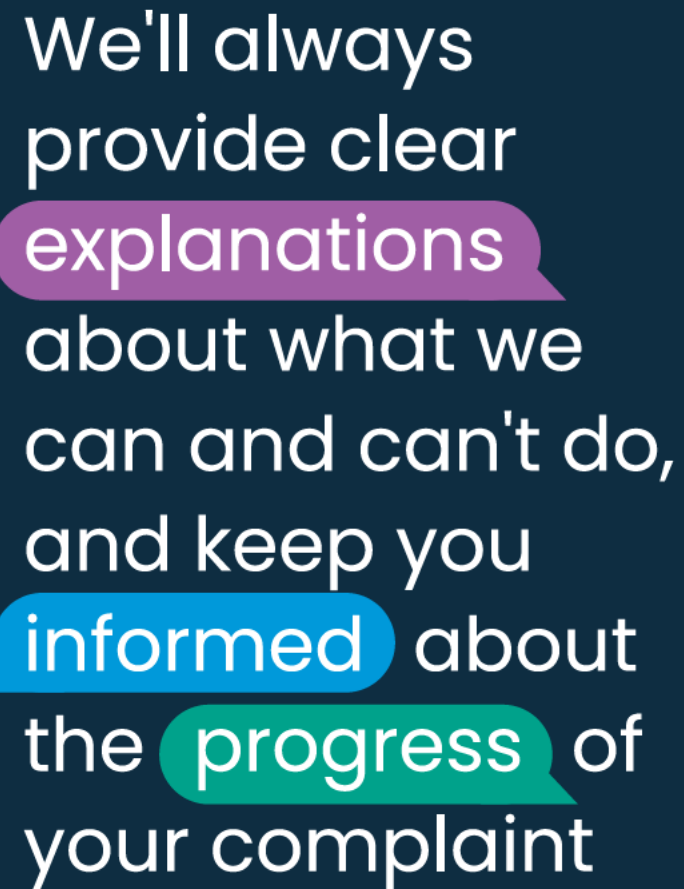


Speech bubble

Inspired by our brand icon, the speech bubble can be used to highlight key outcomes, impacts or opportunities and reinforce brand recognition.

Our speech bubble shows we're listening and collaborative, inviting our audience to engage with us. It can be used in hero headlines, posters and key callouts.

See the following pages for examples of our speech bubble in application.



We'll always
provide clear
explanations
about what we
can and can't do,
and keep you
informed about
the progress of
your complaint

Audience identifier

Our communications cover a wide range of issues and topics for a broad audience. Where a piece of communication speaks to or is for one specific audience, it is valuable to include the audience identifier.

The audience identifier helps our audiences to navigate our communication materials and engage with the pieces most relevant to them. The identifier is particularly valuable when communication is directed to a specific group, for example private health insurers, or there is a large volume of communication around a specific topic, for example a complaint investigation.

See the following pages for examples of the audience identifier in application.



FOR INSURERS



FOR CONSUMERS



FOR GOVERNMENT

Indigenous artwork

We are privileged to have an Aboriginal artwork to support communicating our respect and connection to First Nations employees, communities and organisations.

The artwork, by Whadjuk Nyungar Badimia Yamatji artist Kevin Bynder, tells the story of the Office of the Commonwealth Ombudsman – its functions, staff, and the community we support.

“[The] Centre of the artwork portrays and represents the colours of the Ombudsman. On the outside of the circle are the semi circles, they represent the Women and Men that work and have worked in the Ombudsman’s Office. The coloured circles that surround the Ombudsman are the different sectors such as Overseas Students, VET Student Loans, Defence Force, Private Health Insurance, Postal Industry and Immigration. All these sectors are represented by the Ombudsman and in the artwork they are all connected to the centre. The blue features between each sector is the waterways and the Derbal Yerrigin (Swan River). These are created by the Waagyl (rainbow serpent). The red circles represent the business and people of our community.”



Indigenous artwork content.

It's important that this artwork, and its on-going use, is well-considered, meaningful, and respectful.

This includes taking the appropriate steps to protect the artist and artwork story, cultural identity, and intellectual property rights.

One way we do this is by always acknowledging the artist. For this artwork, you should use the following attribution whenever you use the artwork: *Artwork by Kevin Bynder, Whadjuk Nyungar Badimia Yamatji artist.*

As all First Nations artwork is deeply grounded in culture, traditions, and storytelling, if space allows, include the artwork story as provided by the artist (refer page 40). This is particularly relevant when using the artwork in long-form publications, where the story can be included on the front, inside cover.

When using this artwork, it's important to consider the context and how best to incorporate it into our corporate brand.

You're encouraged to use this artwork for corporate documents, especially when speaking to or about First Nations employees, stakeholders, policies, and programs, as a way to show our cultural appreciation and respect.

As agreed by the artist, this artwork can be used in its entirety, cropped, or in sections, however you must never alter or distort the artwork or its elements.

You can learn more about the appropriate and respectful use of Indigenous art by reading the [Protocols for using First Nations Cultural and Intellectual Property in the Arts](#) and [Reconciliation Australia's Good Practice Guide](#).

Layout examples

The typography, colour palette and graphic elements that make up our brand identity can be combined in a number of ways to create a rich visual identity system that shows our professionalism and personality.

The following pages annotate key details and design decisions across a number of applications to guide your brand design decision making and communication development.

Layout examples cont nued.

Commonwealth Ombudsman logo in the most legible colourway

Heading three

Nullam condimen um hendrerit ex sed hendrerit . Duis commodo ul ricies enim eu rhoncus. Donec id emp or or, non empus urna. Pellen esque vehicula suscipi massa u eges as. Nunc nec posuere ellus, in posuere neque.



Integer maximus mi at erat porttitor varius. Sed dictum malesuada nunc, id auctor lectus blandit eu.

Dark / blue gradient background that compliments the artwork and shows our professionalism

Aliquam ul ricies, nisl e luc us commodo, lorem diam eges as ipsum, a laoree quam arcu vi ae libero. Aenean dapibus nisl u nulla emp or, in phare ra purus sagi is.

Heading three

Vest bu um consequat so c tud n ante, v tae ornare gu a rutrum v tae. Ut ornare m fe s, et ma esuada ante a quet a. nteger eu congue du .

Featuring the core Ombudsman element from our indigenous artwork to target this communication to a First Nations audience

Morbi elemen um urpis lorem, non ru rum risus labor is a . Proin e ul ricies eli , vi ae ru rum nibh. Donec effci ur, lacus a vulpu a e ma is, enim orci scelerisque ellus, a finibus magna risus si ame diam. Sed non or or u me us dignissim laoree si ame non augue. Quisque phare ra finibus lec us, ege por i or ellus ul rices sed.

Nam facilisis id sapien sed ves ibulum. Nullam mauris nibh, finibus si ame accumsan ac, bibendum a veli . Fusce in magna viverra.



Commonwealth Ombudsman logo in the most legible colourway

Thin outline of the brand icon to highlight the photograph and add depth to the communication

Image cropped in the brand icon

Layout examples continued.

Use of the gradient as a header background to capture the audience's attention

Audience identifier to call out the specific target for this piece of communication

Callout box to draw attention and icon to provide quick visual context for the reader

We have observed some issues relating to international students and superseded course transition, including:

- Providers offering to deliver superseded courses to students who will not be able to complete the course during the transition period.
- Providers not informing students the course is superseded when enrolling.
- Providers only informing students close to the end of the course that they will need to transition.
- Providers charging students a fee to transition to the replacement course.

Provision of inaccurate or misleading course information

Before a student accepts a provider's offer to study, the provider must give them all the information they need to make an informed decision on the offer. This principle exists in the *Standards for Registered Training Organisations 2015* (RTO Standards), the *National Code of Practice for Providers of Education and Training to Overseas Students 2018* (National Code), and Australian Consumer Law (ACL).

Heading colours to match the key gradient colour selected

Commonwealth Ombudsman logo and function landmark lockup to give context

Layout examples continued.

Audience identifier to call out the specific target for this piece of communication, included in the key document colour

i
FOR CONSUMERS

COMMONWEALTH
OMBUDSMAN

**Protecting
you when
mistakes
happen**

Heading and content center aligned to best suit the graphic elements used

Subheading how we deal with complaints

September 2023

Layout examples continued.



Brand icon colour chosen to best compliment the photograph

Brand icon masked to integrate the photo, connecting the audience with the subject

Function brandmark applied in the most legible colour to give context

OVERSEAS STUDENTS

Layout examples continued.

Commonwealth Ombudsman logo and function brandmark lockup to give context



Audience identifier to call out the specific target for this piece of communication, included in the key document colour

Details included in the key document colour

Photograph cropped in the brand icon shape

Brand volume

What is brand volume?	51
Low, medium and high volume	52

What is brand volume?

The brand volume refers to the intensity of the brand elements and colours used in our communication. Our range of brand volume provides a scale for our communications to be louder or quieter with each use. The brand volume can be adjusted depending on the application, audience and topic.

Low, medium and high volume



Low brand volume

Used for sensitive topics, and formal and official documents – particularly those submitted to parliament.

For example, official letters and submissions to parliament should generally be low brand volume because of the nature of the products and context.

Consider more measured use of the colour palette, opting for more neutral and core blue/teal colour applications.

Medium brand volume

Used when you want to capture attention or create engagement but still need to err of the side of being professional and corporate.

For example, consider a heavier use of the gradients and/or introduce the wider colour palette.

Higher brand volume

Used when we really want our personality to shine, and want to engage with the public and media on important issues.

For example, consider use of photography to create connection and lean more heavily into the wider colour palette.


Applications

Email signature	54
Social media	55
PowerPoint presentation	56
Fact sheet	57
Leaflets	58
Letter	59
Submission	60
Report (cover)	61
Report (internals)	62
Issues paper	63
Media release	64
Public statement	66

Email signature

Supplied as editable HTML email signatures for MS Outlook.

Firstname Surname
 Position Title
 Section / Branch

COMMONWEALTH OMBUDSMAN  00 0000 0000 / 0400 000 000
 ombudsman.gov.au
 Level 5, 14 Childers St Canberra ACT 2600

Proud to be working on the lands of the Gadigal people of the Eora Nation. The Office of the Commonwealth Ombudsman acknowledges the Traditional Owners of country throughout Australia and their continuing connection to land, culture and community. We pay our respects to Elders past and present.

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 This e-mail message or an attachment to it is confidential, and it is intended to be accessed only by the person or entity to which it is addressed.
 No use, copying or disclosure (including by further transmission) of this message, an attachment or the content of either is permitted and any use, copying or disclosure may be subject to legal sanctions. This message may contain information which is about an identifiable individual; subject to client legal privilege or other privilege; or subject to a statutory or other requirement of confidentiality.
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VARIATIONS

Firstname Surname
 Position Title
 Section / Branch

COMMONWEALTH OMBUDSMAN  00 0000 0000 / 0400 000 000
 ombudsman.gov.au
 Level 5, 14 Childers St Canberra ACT 2600

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 If you have received this message in error, please call 1300 362 072 to inform the sender so that future errors can be avoided.

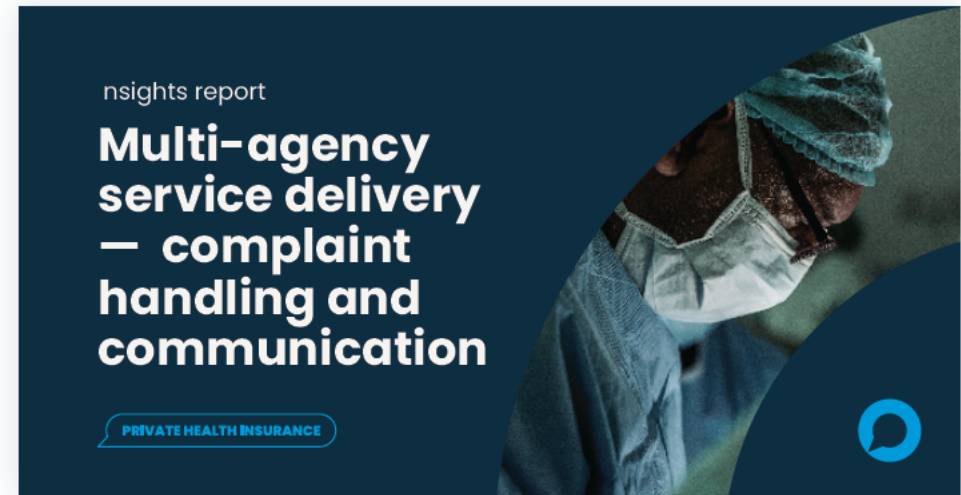
Social media

Supplied as Adobe Illustrator image templates for use on social accounts.

Hot tip!

Consistency is important for recognisability across social media platforms. Keeping the brand icon in the bottom right corner across all posts will help our audience to recognise and engage with our content.

The design of social posts should align to the report, factsheet, leaflet or document they are referencing or advertising so there is visual consistency across our suite of communications.



PowerPoint presentation

Supplied as a MS PowerPoint template.

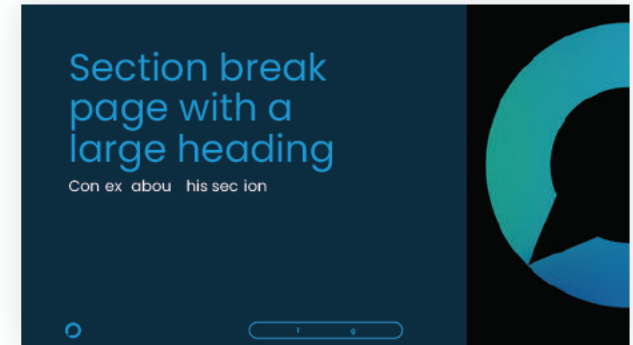
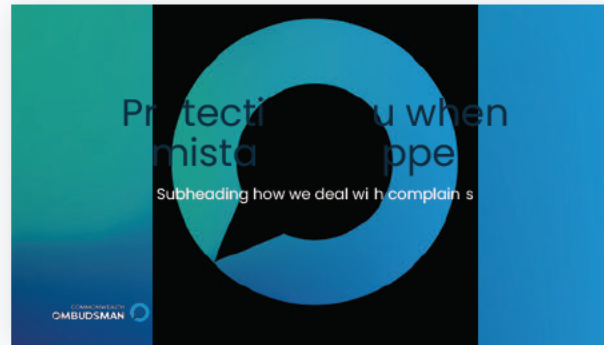
Hot tip!

The template includes lots of different themes and layouts so you can create presentations easily!

Use the Slide Master to select from different themes, but remember, when using our brand colour palette, we should only use two to three key colours to avoid our products looking like a rainbow.

Choose one Slide Master theme per presentation.

Revisit the colour usage guidelines on page 23.



Fact sheet

Supplied as an editable MS Word template.

Hot tip!

You can easily change the colour palette of the factsheets to give your product a unique look and feel.

Simply replace the gradient background in the header using one of the gradient png files from the brand toolkit, and change the heading colours to match.

FOR CONSUMERS

Superseded course transition

This factsheet is about superseded course transition, the issues that arise in complaints to the Office about superseded courses, and what education providers need to be aware of and consider when a course they are delivering is superseded.

A course or training product is superseded when the regulator advises that it will be replaced by an updated course or training product.

! Providers have an obligation to stay aware of any changes that affect the courses they are approved to deliver. When a qualification is superseded, providers must teach out or transition students within 12 months of the replacement course being listed on the national register (unless an extension has been approved).

We have observed some issues relating to international students and superseded course transition, including

- Providers offering to deliver superseded courses to students who will not be able to complete the course during the transition period
- Providers not informing students the course is superseded when enrolling
- Providers only informing students close to the end of the course that they will need to transition
- Providers charging students a fee to transition to the replacement course

Provision of inaccurate or misleading course information

Before a student accepts a provider's offer to study, the provider must give them all the information they need to make an informed decision on the offer. This principle exists in the Standards for Registered Training Organisations 2015 (RTO Standards), the National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code), and Australian Consumer Law (ACL)

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OVERSEAS STUDENTS

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Australian Consumer Law

Enrolling a student into a superseded course or accepting payment for a superseded course may also breach ACL.

Misleading and deceptive conduct

It is illegal for businesses to engage in conduct that misleads or deceives consumers, and this may be the case even if the business does not intend to mislead. This means that a business must disclose all relevant information, so as not to create a misleading impression about the service the business is offering.

Case study

George enrolled in an Advanced Diploma with a private education provider. Shortly after commencement the provider informed George that the course was superseded and that he was not eligible to transition to the new course as he did not meet the entry requirements. The provider was unable to keep George in the superseded version of the course as his end date was well past the course's transition date.

The provider offered George the option of enrolling in an alternative lower-level Diploma course. George declined the offer due to concerns this change of enrolment would affect his visa. George withdrew his enrolment and requested a full refund of his tuition fees.

In our view this provider's actions could be non-compliant with RTO Standards and the National Code, and inconsistent with its obligations under Australian Consumer Law, as

- It did not inform George prior to enrolment or commencement of studies that the course was superseded when it knew or should have known,
- It enrolled George into a course it knew or should have known he would not meet the entry requirements for, and
- It accepted payment for the course when it knew or should have known it would not be able to deliver it within the timeframe on the written agreement.

As they had an obligation to be aware of changes to courses within the scope of their registration, George's provider should have known about the changes to the Advanced Diploma, including the new entry requirements.

For more information visit ombudsman.gov.au or call 1300 362 072

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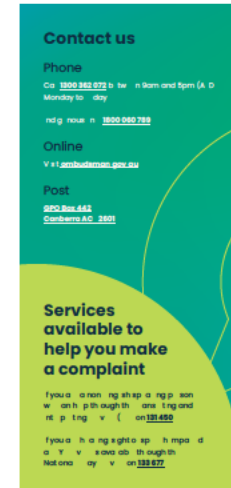
Leaflets

Supplied as an editable InDesign templates
– contact the Communications Team if you need a new leaflet designed.

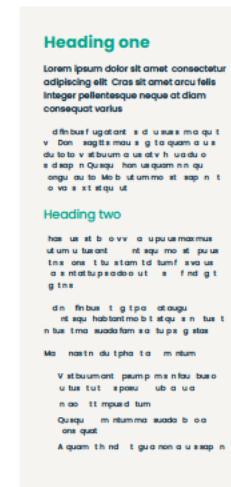
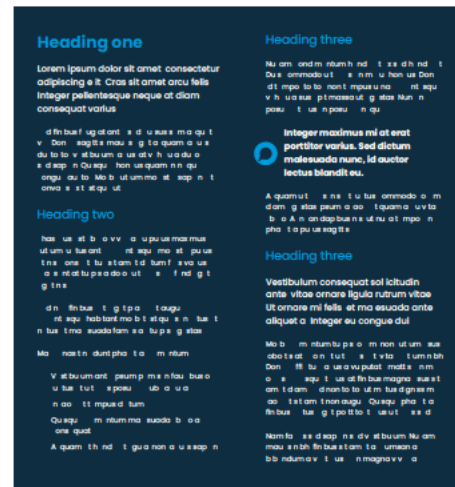
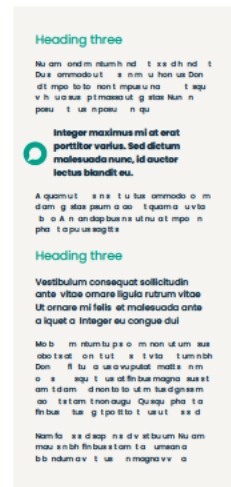
Leaflets can be produced in the following sizes:

- Double-sided DL
- Bi-fold DL
- Tri-fold DL
- Quad-fold DL

BI-FOLD DL EXAMPLE



BI-FOLD DL EXAMPLE – FIRST NATIONS AUDIENCE



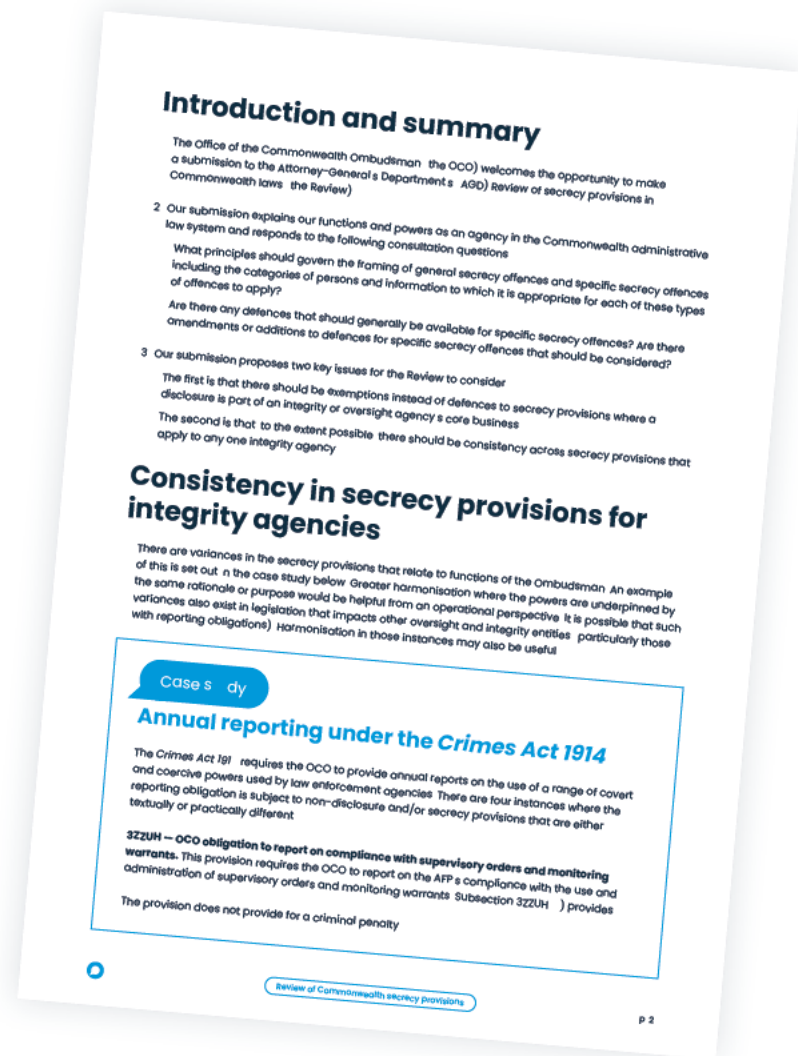
Letter

Supplied as an editable MS Word template.



Submission

Supplied as an editable MS Word template.



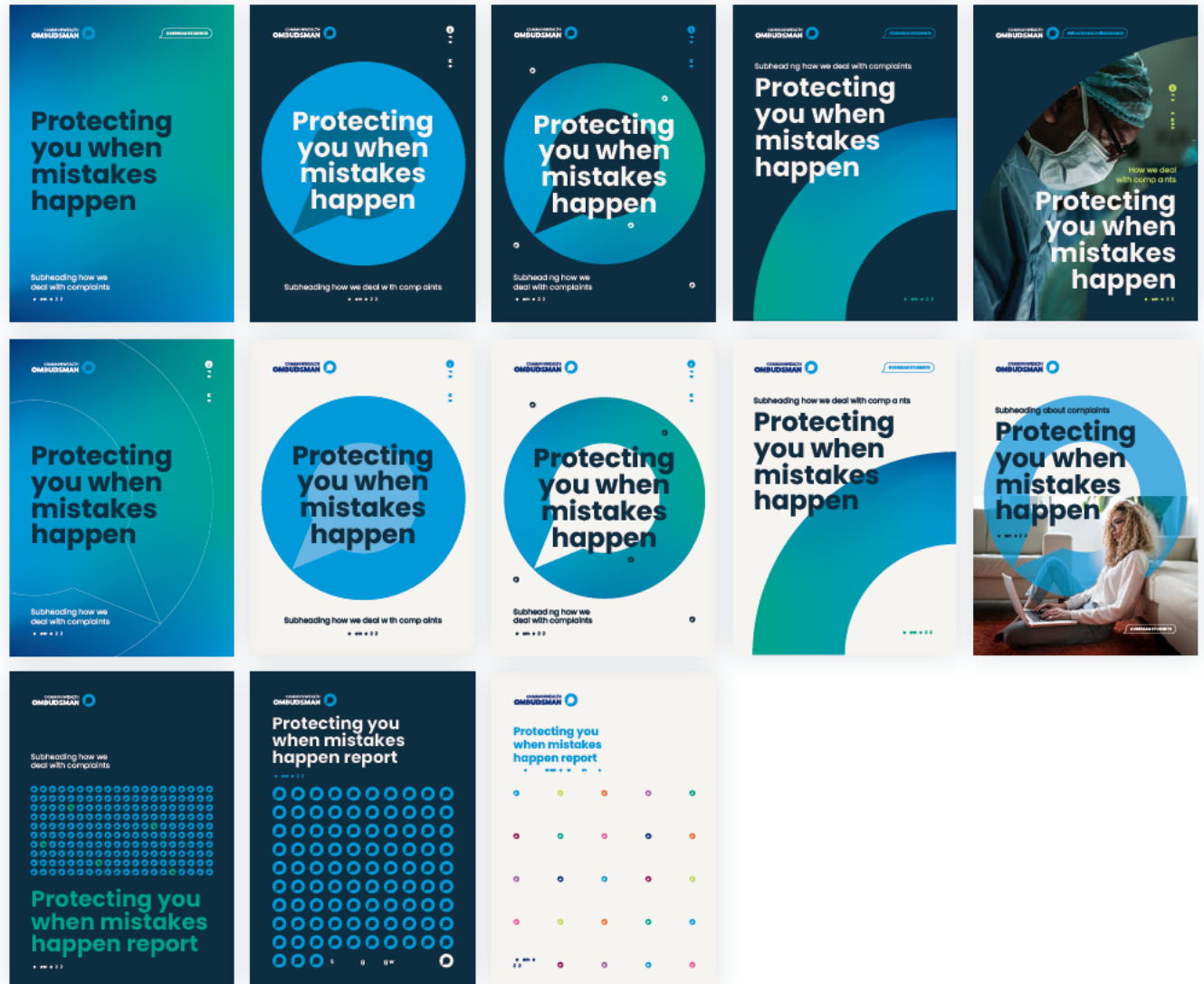
Report (cover)

Supplied as an editable MS Word template with cover variations supplied in Adobe InDesign for creation by the communications team.

Hot tip!

You can easily change the colour palette of the report to give your product a unique look and feel.

Simply ask the communications team to create a unique cover in your desired palette from the brand toolkit, and change the heading colours to match.



Report (internals)

Supplied as an editable MS Word template with cover variations supplied in Adobe InDesign for creation by the communications team.

Executive summary

Our role in monitoring the National Disability Insurance Agency's (NDIA) performance against the Participant Service Guarantee (PSG) is an important addition to the oversight role we already perform in relation to the NDIA.

What we looked at

Our work focused on the NDIA's performance against the PSG in relation to the oversight role we already perform in relation to the NDIA.

What we found

Our work focused on the NDIA's performance against the PSG in relation to the oversight role we already perform in relation to the NDIA.

Our key findings

Webpage and templated letters for access and planning do not consistently clearly include reference to the relevant PSG timeframes	Internal procedures and guidance do not appropriately support national Contact Centre staff to provide participants with clear and transparent information about relevant PSG timeframes	the NDIA is not proactively communicating to participants where access or planning decisions are either unlikely to be met or have not been met
--	--	---

Heading one

Intro para Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque hendrerit suscipit feugiat. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Donec velit neque auctor augue mauris augue magna ut risus.

Heading two

Ma gards d xv m mV b m b o o d q o o o o q a m o

Heading three

o g m b h b m p v p o a m o q q d g o g o

Table heading

Dr roll complaint	Name r r f r and final d by th app during th r v t p f o d	Name r r f r and r v t w s
Co goy 1		1 (
Co goy 2	1	1 (
Co goy	14	(
Co goy 4 (omplien t u	44	1 (
tal	25	89 (20%

Heading 4

o g m b h b m p v p o a m o q q d g o g o

Heading two

Ma gards d xv m mV b m b o o d q o o o o q a m o

Quote. Sed sed tellus blandit, molis sapien, mollis lorem. Nam ut turpis a turpis vulputate accumsan ac vel mauris. Sed partitior condimentum nunc, id auctor lectus viverra a. Cras malesuada quam eu tortor agestas, sed molestie risus laculis.

Recommendation.

Our work focused on the NDIA's performance against the PSG in relation to the oversight role we already perform in relation to the NDIA.

Graph heading overall complaints

Case study

Case study title, access and planning: alphonso

Our work focused on the NDIA's performance against the PSG in relation to the oversight role we already perform in relation to the NDIA.

Summary of recommendations

- 7 public reports
- 61 recommendations made by the Office of the Commonwealth Ombudsman
- 55 recommendations supported in full four in part and two acknowledged
- 54 recommendations supported in full have been implemented or partially implemented

Issues paper

Supplied as an editable MS Word template.

Hot tip!

You can easily change the colour palette of the issues paper to give your product a unique look and feel.

Simply replace the gradient background using one of the gradient png files from the brand toolkit, and change the heading colours to match.

Issue Paper September 2023

Improving fairness in written agreements between international students and Australian education providers

As the Overseas Students Ombudsman, the Office of the Commonwealth Ombudsman (the Office) considers complaints from international students about private education providers.

The most common issue international students raise in complaints to the Office is their provider's reliance on terms in the written agreement to determine what money (if any) is to be returned to the student after the student has withdrawn from studies. Between January 2018 and 30 June 2022, 4 per cent of all complaint issues international students raised with us concerned terms in written agreements (2432 out of 5962 complaint issues). In the same period, we finalised 567 investigations into written agreement issues.

In those 567 investigations, we found that:

36.5 per cent of cases providers had given outcomes that appeared substantially compliant, fair and reasonable	48.5 per cent of cases providers had given outcomes that did not appear substantially compliant, fair and reasonable
--	--

In the remaining 5 per cent of cases, we did not form a view about that complaint issue, for example because the provider and student resolved the issue between themselves.

Most of these complaints were about refunds the student requested but their provider refused, or where they provided less than expected. In our investigations, we observed a lack of fairness by some providers who took a strict approach to application of refund terms in their written agreements.

Part 1: Consumer Law

Except for some explicit scenarios where providers must give students a certain level of refund – for example when a provider does not deliver a course as agreed (provider default), or if a student's visa application is refused – providers must set out student fee liabilities and refund entitlements in written agreements.

As written agreements drafted by Australian education providers generally do not give students the opportunity to negotiate terms, they are usually considered 'standard form contracts' and therefore subject to ACL provisions about UCTs.

Unfair contract terms

There are some key principles which can help determine if a contract term may be inconsistent with ACL. However, terms also need to be considered as part of the whole contract to determine if they are unfair.

A contract term will be considered unfair if:

1. it would cause a significant imbalance in the parties' rights and obligations arising under the contract, and
2. it is not reasonably necessary to protect the legitimate interests of the party who would be advantaged by the term, and
3. it would cause detriment (whether financial or otherwise) to a party if it were to be relied on.

Imbalance in parties' rights

Fee and refund terms in contracts between education providers and international students may be inherently balanced in favour of the provider. We observed some written agreements where providers impose obligations on a student in default by including terms enabling them to:

- recover expenses they may have incurred in recruiting the student
- recover expenses they may incur in preparing to deliver the course to the student, and
- obtain compensation for some loss of earnings

For more information visit ombudsman.gov.au or call 1300 362 072

Media release

Supplied as an editable MS Word template.

Hot tip!

You can easily change the colour palette of the media release to give your product a unique look and feel.

Simply replace the gradient background in the header using one of the gradient png files from the brand toolkit, and change the heading colours to match.



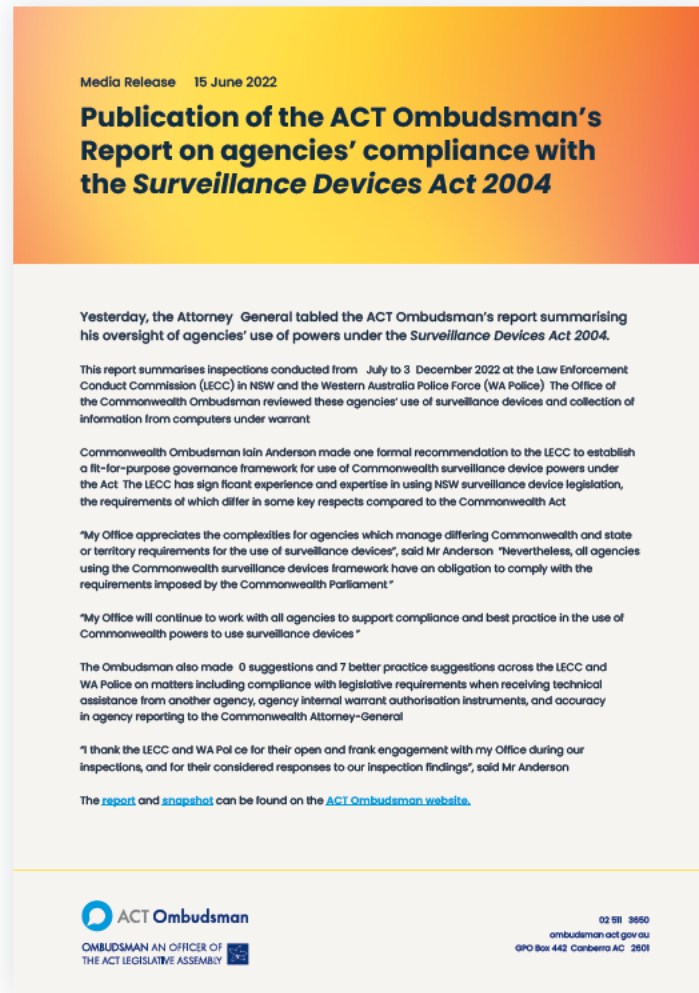
Media release — ACT Ombudsman variation

Example ACT Ombudsman variation of the Media release.

Hot tip!

You can easily change the colour palette of the media release to give your product a unique look and feel.

Simply replace the gradient background in the header using one of the gradient png files from the brand toolkit, and change the heading colours to match.



Public statement

Supplied as an editable MS Word template.

Hot tip!

You can easily change the colour palette of the public statement to give your product a unique look and feel.

Simply replace the gradient background using one of the gradient png files from the brand toolkit, and change the heading colours to match.

Public statement | September 2023

Complaint handling in Australian Public Service agencies

The past few years show the critical role the Australian Public Service (APS) plays in supporting the community through a pandemic. APS agencies need to deliver high quality programs and services to the Australian community in a way that is fair, transparent, timely, respectful and effective. Key to this is confidence and trust in public administration.

In April 2022, the Office of the Commonwealth Ombudsman (the Office) invited a broad selection of APS agencies to participate in a voluntary survey about how they handle complaints. The survey aims to establish a baseline for how the APS handles complaints from members of the community.

The survey focused on three key areas common in strong complaint handling services – good governance, effective data capture and reporting, and ongoing improvement.

This statement outlines the Office's analysis of the survey responses and identifies opportunities to improve complaint handling across the APS.

Survey results

The maturity levels of complaint handling vary across the APS agencies which responded to the survey. Applying the Office's model which captures 5 levels of complaint handling maturity, more than half of agencies report characteristics of a basic or delivering complaint handling system (level 2 or 3), while only 3 agencies report qualities consistent with a superior complaint handling system (level 5).

Complaints provide a wealth of data that can be analysed to identify program weakness, systemic administration issues and opportunities to improve business practices. The most variability between agencies is in how they collect, record, analyse, report, and use complaint data. The quality of data management is influenced by whether the agency has a centralised complaint handling unit, the sophistication of their complaint handling electronic systems, and the level of detail recorded.

Survey responses indicated that information about how to make a complaint is often only found on an agency's website and is not included in other formats such as brochures or on other organisations' websites. Customer feedback about complaint handling could also be better captured and analysed, with few agencies conducting customer satisfaction surveys on how complaints are managed.

Opportunities

These findings provide a baseline measure for the way complaints are managed in APS agencies, along with identifying opportunities to strengthen complaint handling systems across the APS.

APS agencies can improve their complaint handling systems by focusing on data management, ensuring complaint data forms part of strategic decision making, undertaking customer satisfaction surveys, and sharing information about their complaints services in more formats across different channels to improve accessibility.

The Office is keen to help agencies improve their complaints handling by providing education and training, continuing the work of the Complaint Assurance Program, and publishing resources on our website.

For more information visit ombudsman.gov.au or call 1300 362 072

Brand guide



Introduction

These are the Australian National Preventive Mechanism (ANPM) Brand Guidelines. Within this document you will find direction on the audiences, assets and applications which make up our visual identity.

This guide ensures that we present our brand consistently as independent, approachable and progressive, and gives you the appropriate know-how and tools to consistently produce communications that reflect our distinct brand.

For further information, assets or resources please contact:

s 47E

Contents

01

Who we are

Brand insights, audiences,
brand personality

[→ 03](#)

02

Logo

Meaning, primary logo,
logo variations, minimum size
and clear space

[→ 13](#)

03

Colour

Colour palette,
accessible combinations, usage

[→ 24](#)

04

Typography

Meet the families, typesetting general
principles, fallback typeface

[→ 31](#)

05

Graphic elements

[→ 38](#)

06

Applications

Corporate stationery, documents,
posters

[→ 40](#)

Who we are

The Australian National Preventive Mechanism (Australian NPM) – sometimes referred to as the Australian NPM Network – is the collection of bodies and people appointed or nominated as NPMs by Australian jurisdictions, to give effect to Australia’s obligations under the Optional Protocol to the Convention against Torture and other Cruel, Inhuman or Degrading Treatment or Punishment (OPCAT).

Brand insights	x
Audiences	x
Brand personality	x

Brand insights

A series of workshops were held with key stakeholders to dig deep into the Australian NPM's purpose, approach and objectives.

Through this exploration, a number of key insights and challenges were highlighted that influence the tone and direction of the visual identity.

Many voices — one brand

As a collective of individual NPMs from across the Commonwealth, states and territories, each with their own brand and identity, the Network represents many voices. However as a brand we need to communicate a united front, a single voice, and a unified mission, while respecting and complementing the individual identities from each of our members.

Champions of change

There is a general perception that the Australian NPM's remit is to visit places of detention, but we do so much more than that — we educate, advise, inform and collaborate. We do this today, to inspire change tomorrow.

Key to the success of the new visual identity is to effectively communicate the Australian NPM's full remit — our commitment to championing for change and being strong and vocal allies to people being deprived of their liberty.

Frank and fearless

In delivering our role, we need to be many things to many people — firm and fair, authoritative and cooperative, professional and welcoming, united and independent.

The duality of our role means we need to walk a fine line in both tone and approach — being frank and fearless in communicating while at the same time welcoming collaboration and cooperation as key to successfully rallying government, NGOs, CSOs and other stakeholders to achieve positive outcomes.

Audiences

In order to build an effective brand that truly connects with our audiences, we need to be clear on who they are, what they want, and how we provide value to them.

As you create branded products, be mindful of your audience so that you can tailor the look and feel to effectively communicate your message.

For **people being deprived of their liberty** who want to understand who we are, what we do, and how we can help, we are a beacon of hope, clearly communicating how we help prevent mistreatment through pushing for systemic improvements today that will create change for tomorrow.

For **the public** who want transparent information about places where people are deprived of their liberty and what we're doing to help prevent mistreatment, we shine a light, delivering information and education to inform and enlighten.

Audiences continued.

For **the media**, who want trustworthy information and engagement on current issues, we are experts in our field and provide relevant, contemporary information that they can rely on.

For **our international colleagues** who want a single voice for Australian NPMs, we are a collaborative, united network that works together towards a common purpose.

For **those managing detention facilities** who want to trust us to advocate for improvements, we are independent and deliver on our promise.

Brand personality

The brand personality is how we bring our brand to life.

We look

Independent

Professional

Serious

Trustworthy

Approachable

We sound

Outspoken

Authoritative

Informed

Fair

Hopeful

We feel

Collaborative (cooperative)

United

Progressive

Welcoming

Transparent

Logo

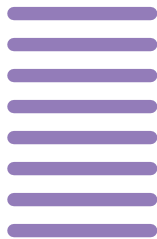
The Australian National Preventive Mechanism logo is the leading face of our brand. When used consistently it helps people recognise us easily.

Meaning	x
Primary logo	x
Mono logos	x
Logo variations	x
Logo — minimum size	x
Logo — clear space	x

Meaning

The landmark represents Australia coming together for a unified purpose with a sense of progress and future-focus. Combined with the contemporary colour palette, this is a distinct and recognisable brand that gives the Australian NPM a unique identity.

Eight lines representing Australia coming together as a whole under the Australian NPM.



+



=



Working together for brighter outcomes and a more positive future.



Primary logo

The Australian National Preventive Mechanism logo is the leading face of our brand. When used consistently it helps people recognise us easily, so it's important that we have strict standards for how it's used.

Our logo may only be reproduced as shown in this document and may not be altered in any way.

The primary logo should be used at all times. This is to make sure the brand is used in a consistent way across all communications. The stacked logo is the preferred format, however the inline version can be used where space or layout require.

The allowable colourways of the logo are shown on the following page. No colourways outside of those shown may be used. Where absolutely not possible (e.g. due to the restrictions of artwork specifications), a monotone version of the logo may be used.

PRIMARY LOGO — STACKED (PREFERRED)



PRIMARY LOGO — INLINE

