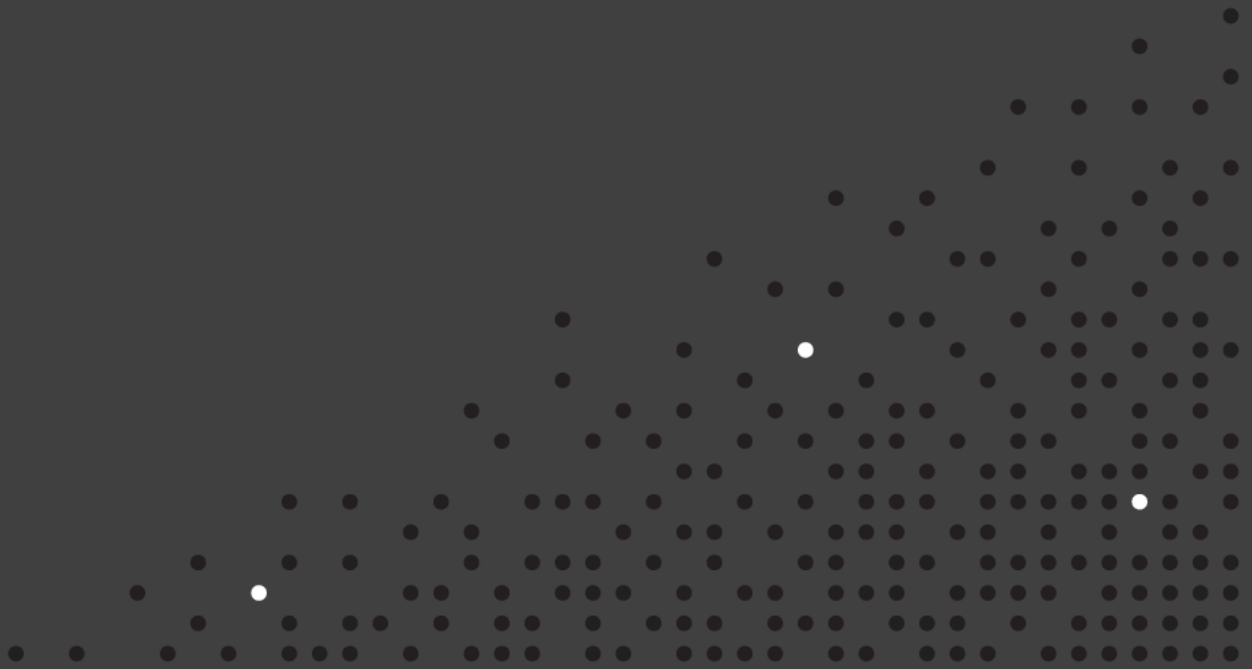




Australian Government
Department of Finance



Corporate Identity Style Guide

September 2016

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Introduction

The Department of Finance Corporate Identity Style Guide presents the components that make up our corporate identity.

The guide sets out, and provides guidance on such aspects as graphic elements, logo, colours, typefaces and imagery, and includes examples of products with the corporate identity applied.

The correct and consistent application of our corporate identity projects a visual unity in our communication products, and reflects the modern and professional organisation that we are.

Importantly, it saves time and money in preparing our products and publications, and ensures they are all produced to the same high standard.

For more information about the corporate identity visit [Communit](#) on the intranet or contact the [Corporate Engagement Branch](#).

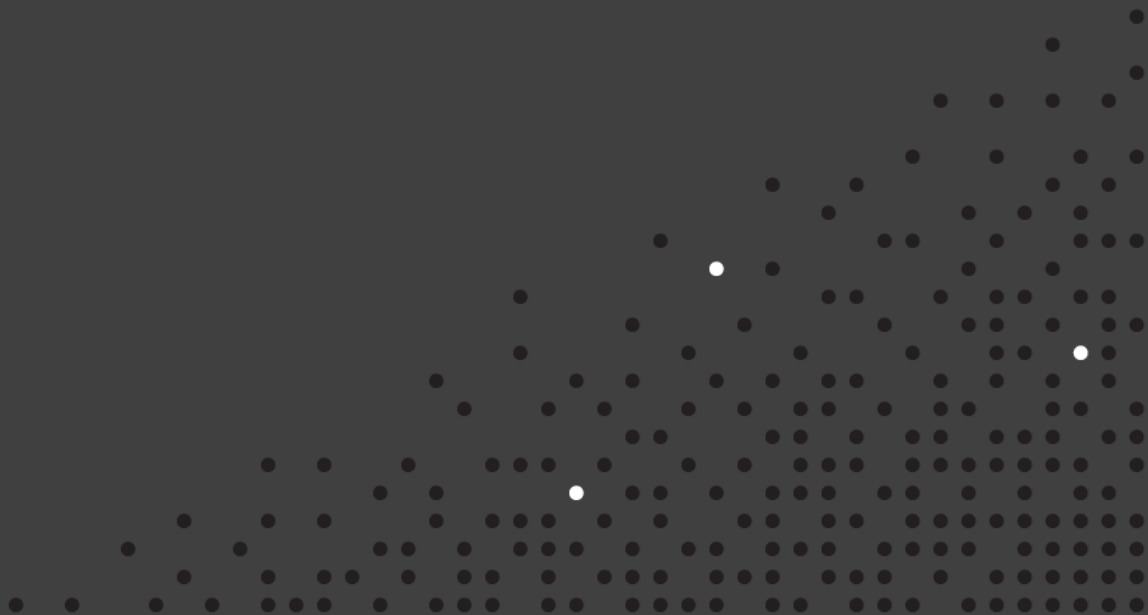
Graphic elements

The key themes represented in the corporate identity are agile, connected, collaborative and – in recognition of the vital role our staff play in the ongoing success of Finance – people focused.

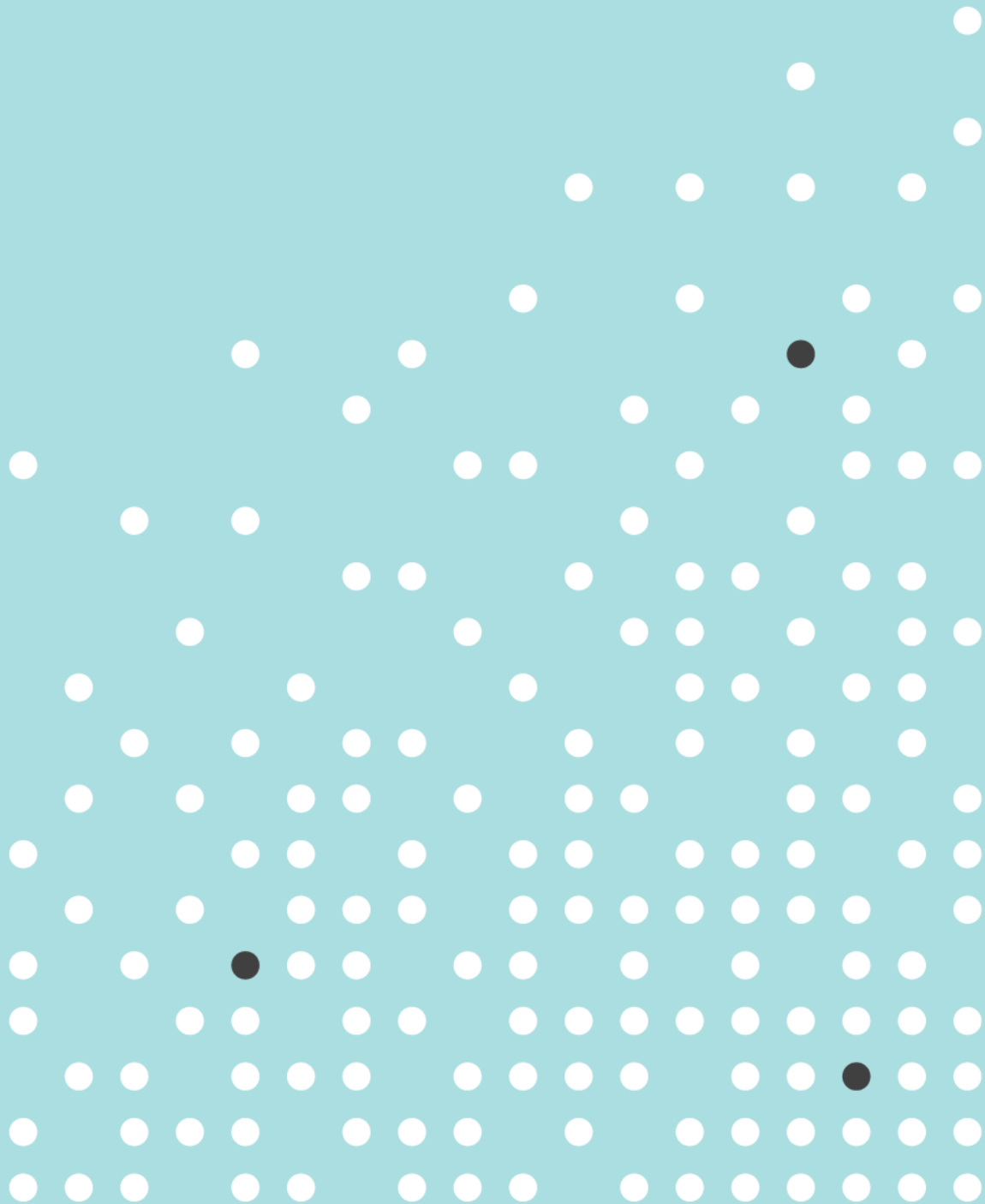
The graphic elements are crisp and modern, incorporating some of the striking architectural features of the Finance headquarters at One Canberra Avenue.

The primary feature is the 'personality' dots. You will see the dots as either a subtle design element in their own right, or magnified to showcase our people and our work.

Triangles are also an important feature, and a reference to our dynamic connected organisation. Used together, the dots and triangles represent our people working together to achieve organisational outcomes.

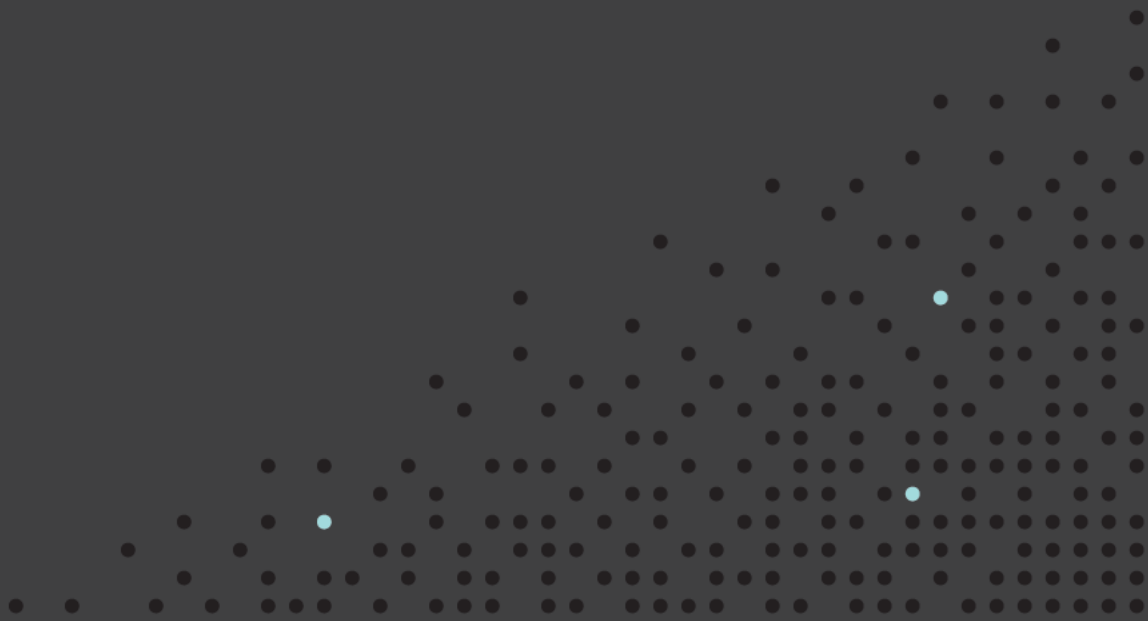


'Personality' dots can be used as
a stand-alone design element or
magnified to showcase our people
and our work



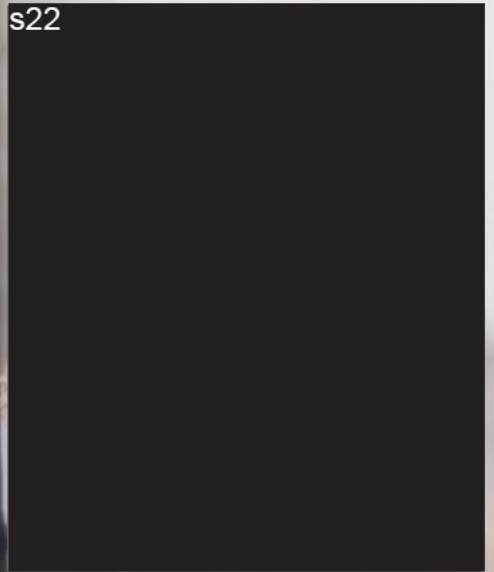
Triangles are a reference to our
dynamic organisation and the
many different ways we connect

Together our graphic elements can be
combined in many flexible ways



Our people are an integral
part of our corporate identity

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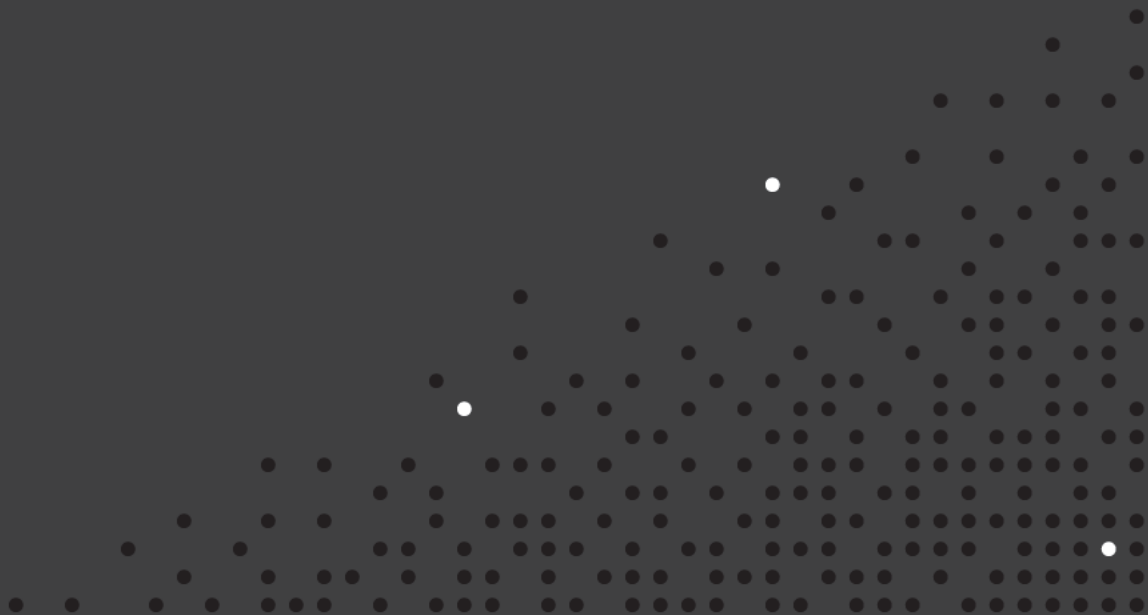
Imagery

Our image library focuses on our people going about the important business of Finance.

The images show our staff interacting, collaborating and demonstrating the attributes of flexibility, agility and great teamwork.

We use crisp, clean images to convey a professional and confident workforce and contemporary workplace.

The image library also contains photos of our building at One Canberra Avenue with a mix of external and internal settings as well as close-ups of architectural details.





Department of Finance
Corporate Identity Style Guide

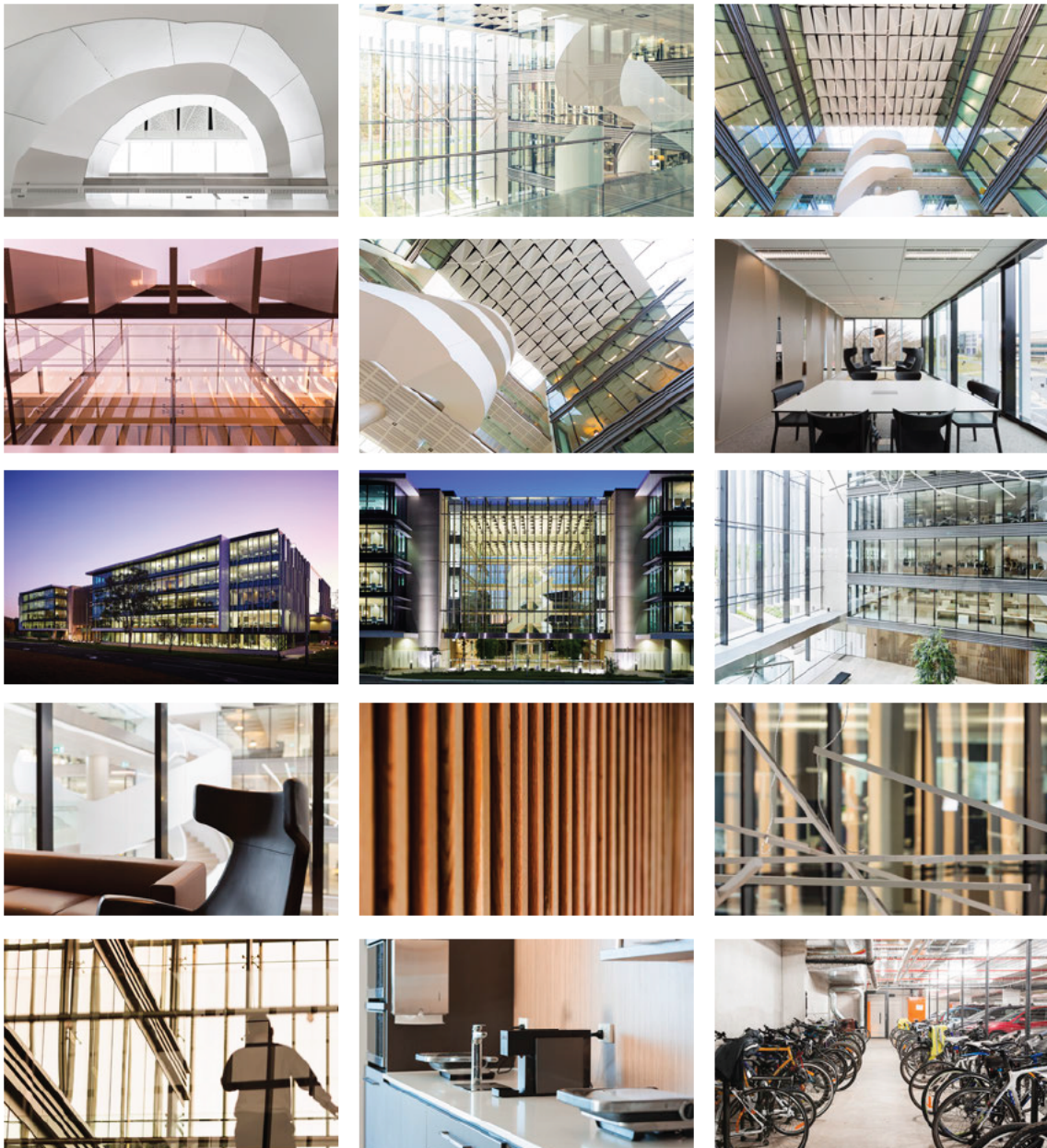
Imagery

People

s22

A large, solid black rectangular redaction box covers the central portion of the page, obscuring all text and graphics that would otherwise be present under the 'Imagery' and 'People' sections.

Imagery Building



Logo

Our logo signifies our important place in the business of government.

Our logo incorporates the Australian Coat-of-Arms and is an important element of our corporate identity. It is instantly recognisable as part of the suite of crests custom-designed for all government departments and agencies. Applying the crest ensures a clear and consistent branding across the APS while still identifying individual entities.

There are guidelines relating to the use of the logo which have been developed by the Department of the Prime Minister and Cabinet (PM&C). These are available on the PM&C website. The logo is available in a range of formats.



Logo



Australian Government
Department of Finance

Stacked black



Australian Government
Department of Finance

Inline black



Australian Government
Department of Finance

Stacked reverse



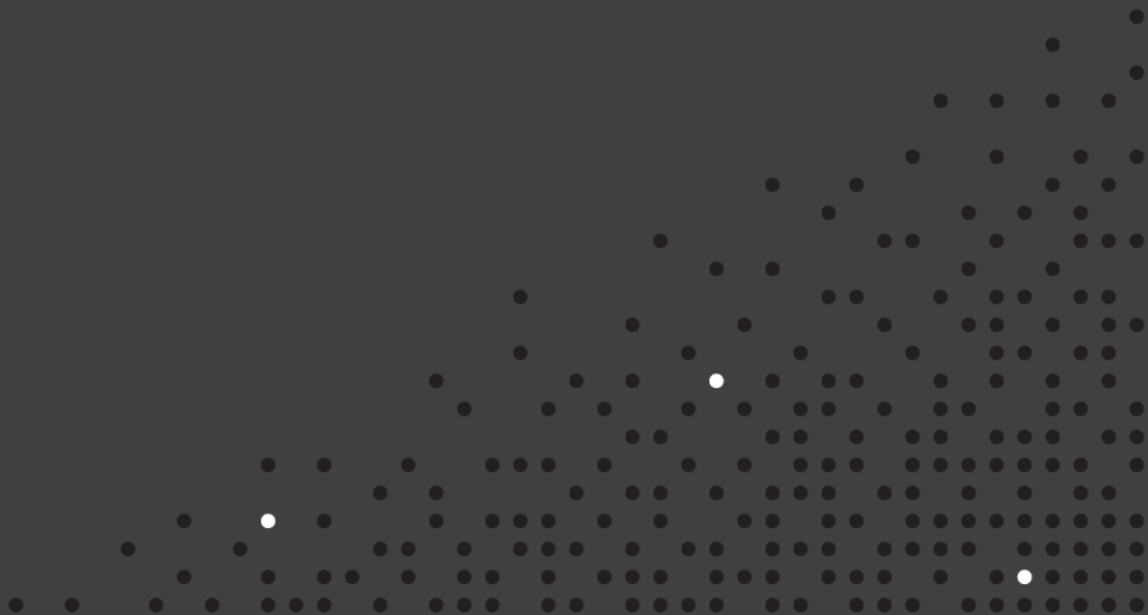
Australian Government
Department of Finance

Inline reverse

Colours

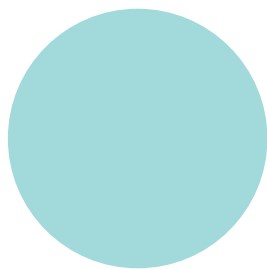
The colour palette is fresh,
contemporary and stylish.

The primary colours are blue, purple, watermelon and citrus with blue being the dominant colour. These colours, combined with a vibrant mix of secondary colours, neutral black and cool grey provide versatility in designing the diverse range of Finance products.

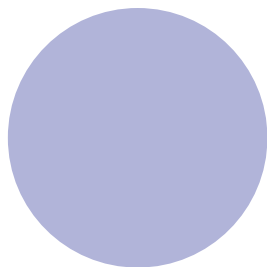


Colours

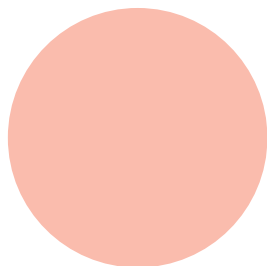
Primary colours



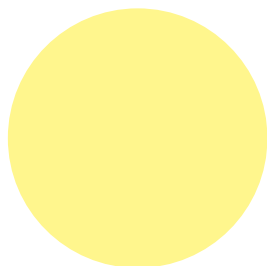
Teal
PMS 324
C 35 M 0 Y 14 K 0
R 156 G 219 B 217
Hex #9cdbc9
Websafe #99cccc



Purple
PMS 270
C 29 M 25 Y 0 K 0
R 180 G 181 B 223
Hex #b4b5df
Websafe #9999cc

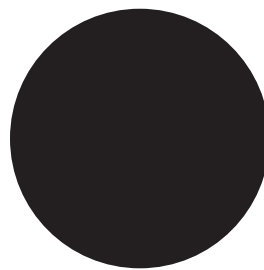


Watermelon
PMS 488
C 0 M 31 Y 26 K 0
R 236 G 186 B 168
Hex #ecbaa8
Websafe #ffcc99

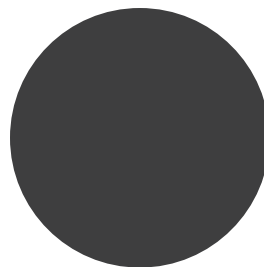


Citrus
PMS 100
C 0 M 0 Y 56 K 0
R 246 G 235 B 97
Hex #f6eb61
Websafe #ffff66

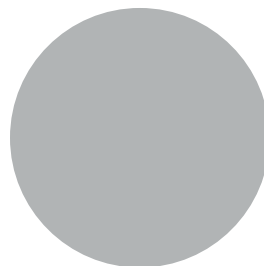
Foundation colours



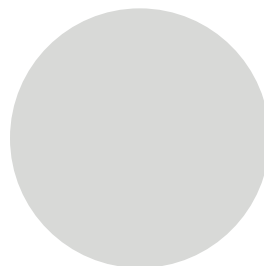
Black
Black
C 0 M 0 Y 0 K 100
R 44 G 42 B 41
Hex #2c2a29
Websafe #333333



90% Black
90% Black
C 0 M 0 Y 0 K 90
R 65 G 64 B 66
Hex #414042
Websafe #333333

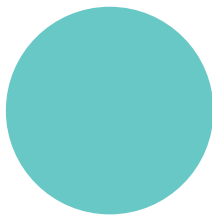


Grey 1
Cool Gray 4
C 12 M 8 Y 9 K 23
R 187 G 188 B 188
Hex #bbcbcb
Websafe #cccccc



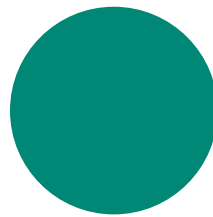
Grey 2
Cool Gray 2
C 5 M 3 Y 5 K 11
R 208 G 208 B 206
Hex #d0d0ce
Websafe #cccccc

Secondary highlight colours



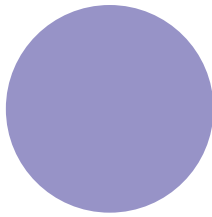
Teal

PMS 325
C 53 M 0 Y 23 K 0
R 100 G 204 B 201
Hex # 64ccc9
Websafe # 66cccc



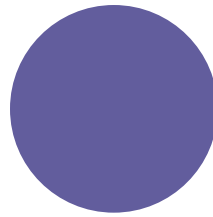
Teal

PMS 327
C 100 M 2 Y 60 K 14
R 0 G 134 B 117
Hex # 008675
Websafe # 009966



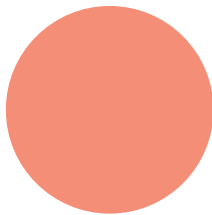
Purple

PMS 271
C 49 M 44 Y 0 K 0
R 149 G 149 B 210
Hex # 9595d2
Websafe # 9999cc



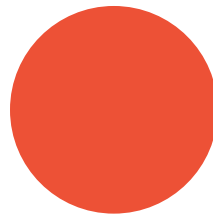
Purple

PMS 7669
C 73 M 66 Y 0 K 2
R 97 G 94 B 155
Hex # 615e9b
Websafe # 666699



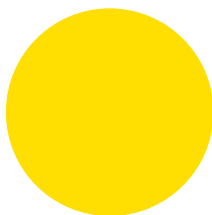
Watermelon

PMS 486
C 0 M 55 Y 50 K 0
R 232 G 146 B 124
Hex # e8927c
Websafe # ff9966



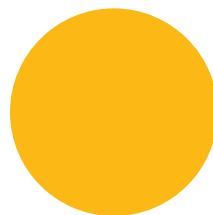
Watermelon

PMS 7417
C 1 M 83 Y 85 K 0
R 224 G 78 B 57
Hex # e04e39
Websafe # cc6633



Citrus

PMS 109
C 0 M 9 Y 100 K 0
R 255 G 209 B 0
Hex # ffd100
Websafe # ffcc00



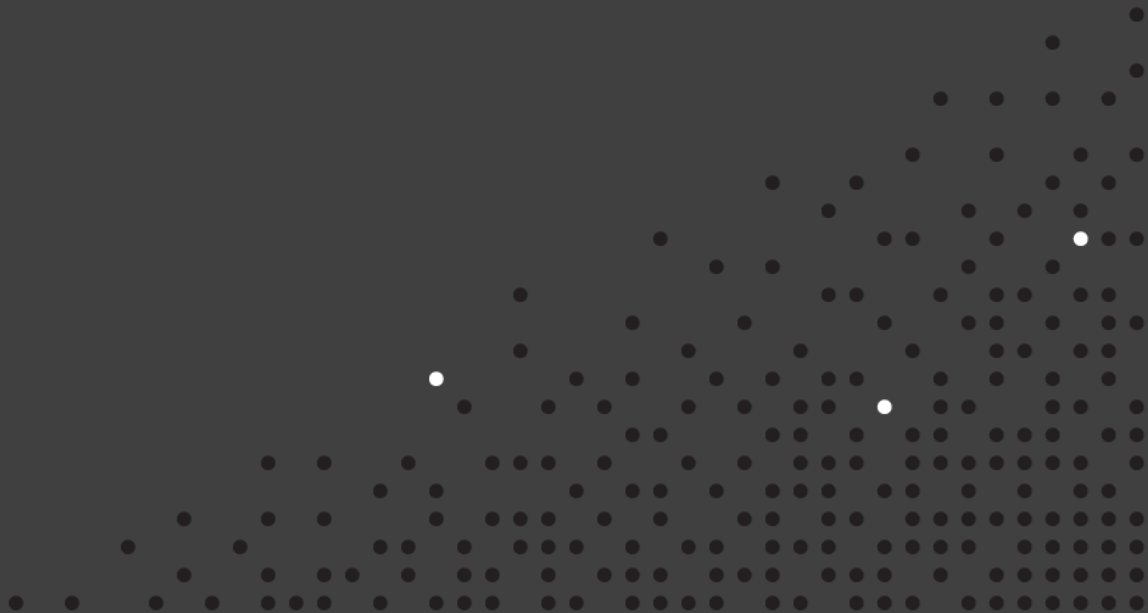
Citrus

PMS 124
C 0 M 30 Y 100 K 0
R 234 G 170 B 0
Hex # eaaa00
Websafe # f6eb61

Fonts

Our corporate fonts ensure a consistent and professional style across our internal and external products.

We use two main fonts. For material produced by graphic designers we use the design font Activ Grotesk, while our generic font for use in Word and other Microsoft products is Arial. In Outlook we use the default font Calibri.



Design font Aktiv Grotesk

Aktiv Grotesk Thin

AaBbCc0123
AaBbCc0123

Aktiv Grotesk Light

AaBbCc0123
AaBbCc0123

Aktiv Grotesk Regular

AaBbCc0123
AaBbCc0123

Generic font Arial

Arial Regular

AaBbCc0123
AaBbCc0123

Arial Bold

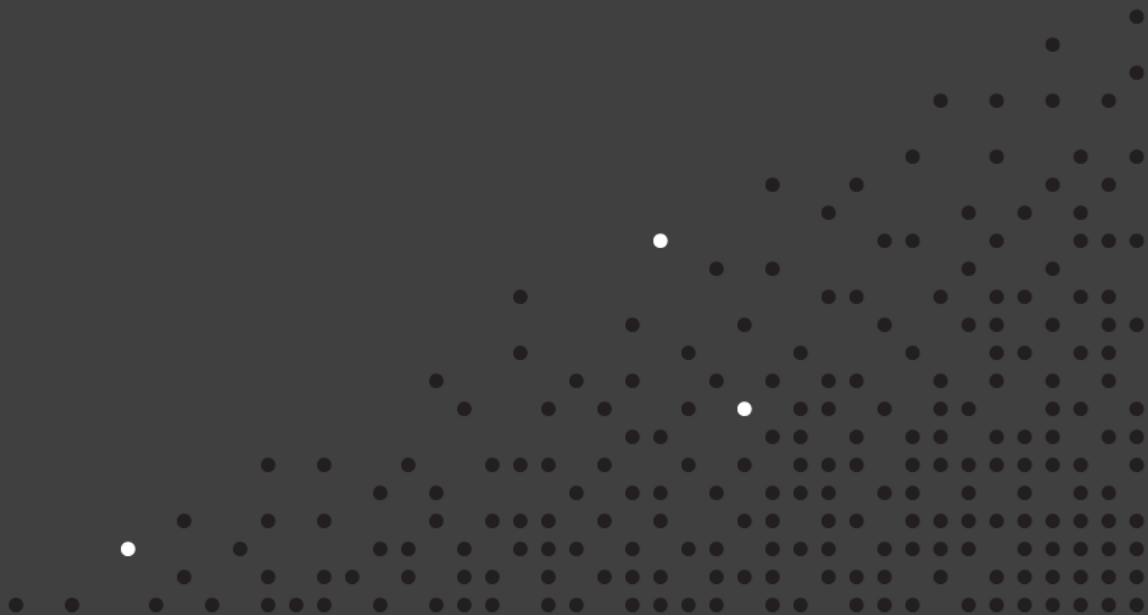
AaBbCc0123
AaBbCc0123

Icons

Icons help us understand and interpret information and are an aid to navigating both online and printed material.

Icons draw the reader's attention, convey information quickly, and increase readability.

The Finance icons are housed within 'personality' dots. Depending on the design of the product, the dots will appear as either a solid colour or outlined.



Examples of icons

Outline



Solid

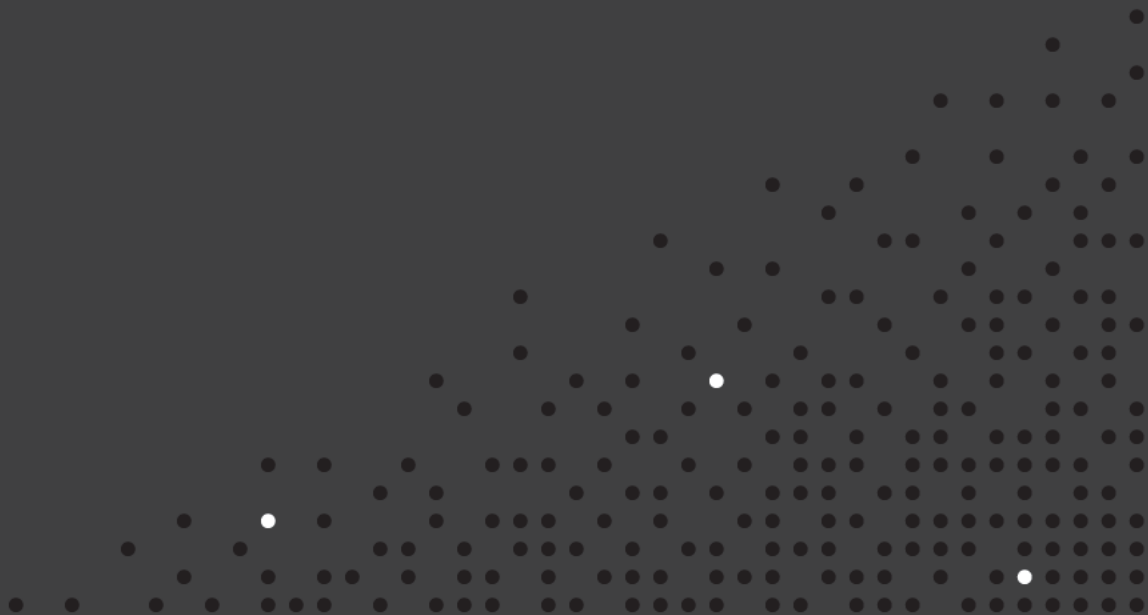


Corporate identity examples

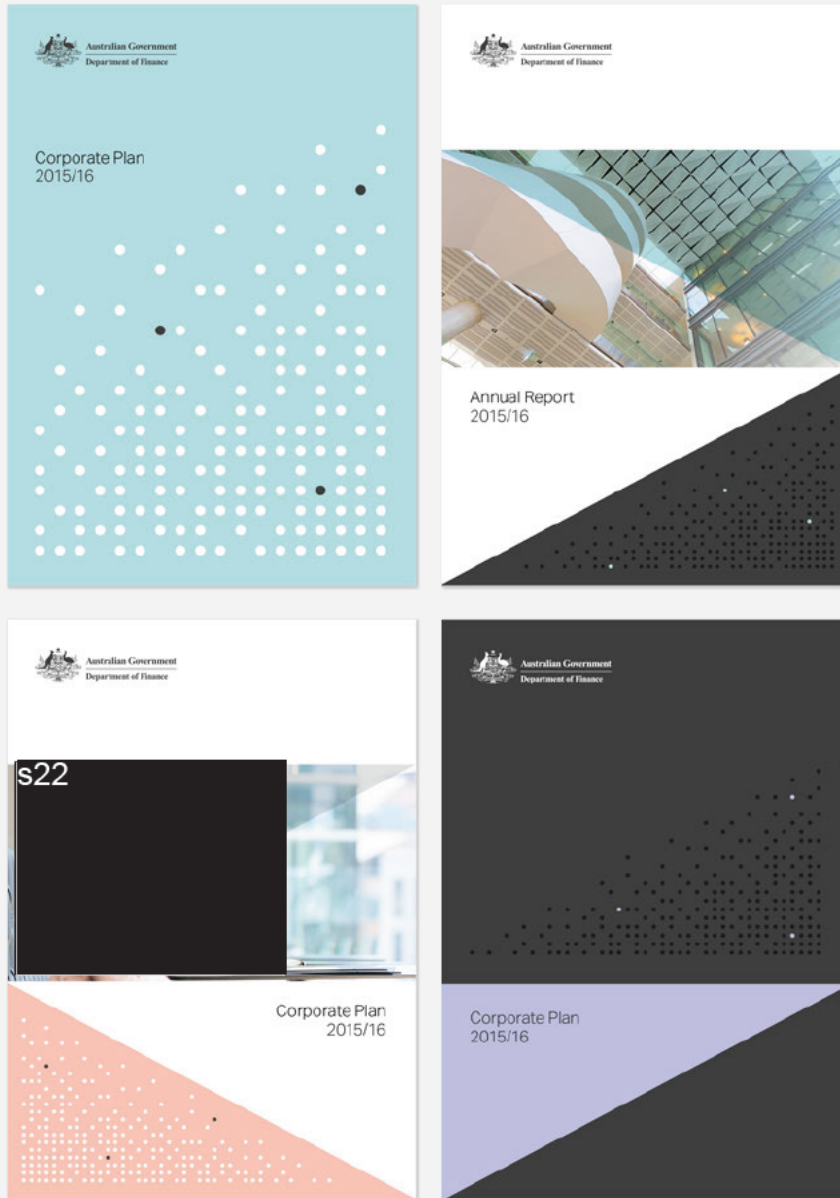
The examples of products on the following pages bring together all the elements outlined on the previous pages to form a design system that is concise and structured yet also flexible in its application.

The Corporate Engagement Branch provides graphic design services and can work with you to professionally design your material to incorporate the corporate identity. The branch is also able to provide templates and guidance to external graphic design providers if required.

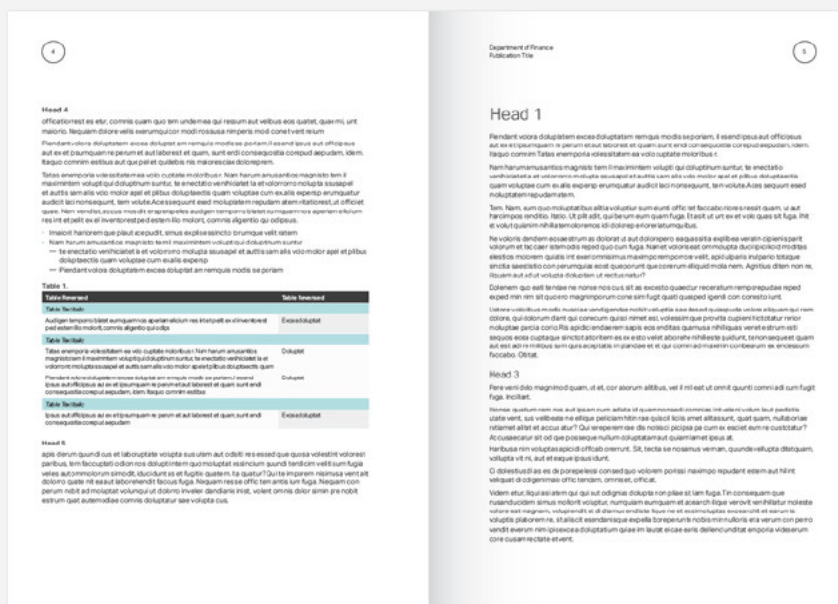
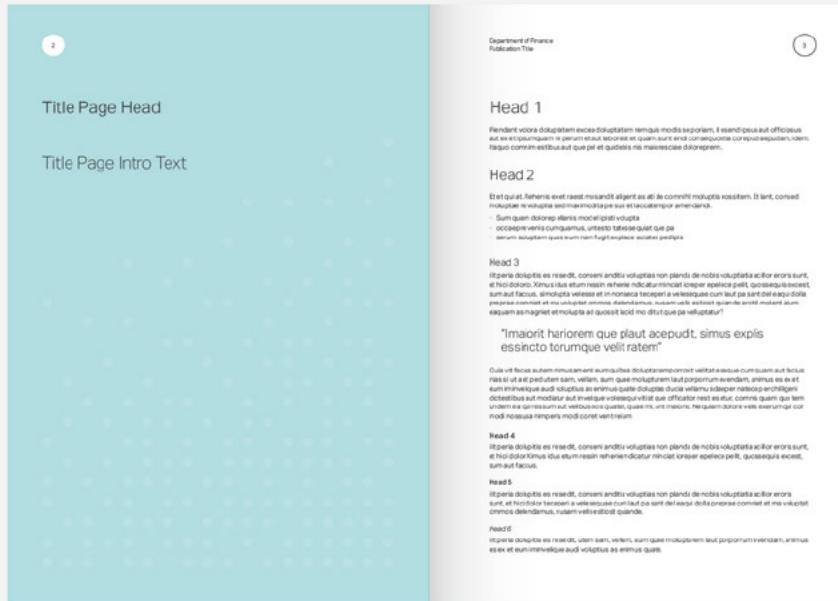
For more information about the corporate identity contact the [Corporate Engagement Branch](#).



Examples of publication covers



Example of publication internal pages



Pull up banners



Example fact sheet


Project Fact Sheet
February 2015

Head 1
et ipsumquam're perum et aut aborest et quam, sunt endi consequostia
corepud aepudam, idem, itaqum comm estibus aut que pel et quidebis nis
maioresciae dolorepre.

Consequostia corepud aepudam, idem itaqum comm estibus?
France is the agency responsible for managing the John
Carter Building, The National Capital Authority (NCA)
responsibility for maintaining the grounds.

Consequostia corepud aepudam, idem itaqum comm estibus?
Pendant velle d'obtenir velle d'obtenir un service melle
de person, leand quos adofficius ad et de quapum re
perum et ad d'obest et quam, sunt endi consequostia
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maioresciae dolorepre. ammet et de d'um
intervequod velle d'obest que.

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corepud aepudam, idem itaqum comm estibus aut que pel et quidebis
maioresciae dolorepre.



No item
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No Item

Headline content
Equipe: team@finance.gov.au


Fact Sheet
Date

Head 1
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corepud aepudam, idem, itaqum comm estibus aut que pel et quidebis nis
maioresciae dolorepre.

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Itaque d'optis et se velle, idem iam velle, sunt que
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corepud aepudam, idem itaqum comm estibus aut que pel et quidebis
maioresciae dolorepre.



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Headline content
Equipe: team@finance.gov.au


Consequostia corepud aepudam, idem itaqum comm estibus?
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maioresciae dolorepre.


Consequostia corepud aepudam, idem itaqum comm estibus?
Itaque d'optis et se velle, idem iam velle, sunt que
maioresciae dolorepre. ammet et de d'um
intervequod velle d'obest que.

Consequostia corepud aepudam, idem itaqum comm estibus?
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de person, leand quos adofficius ad et de quapum re
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maioresciae dolorepre.



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
Headline content
Equipe: team@finance.gov.au


Consequostia corepud aepudam, idem itaqum comm estibus?
France is the agency responsible for managing the John
Carter Building, The National Capital Authority (NCA)
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perum et ad d'obest et quam, sunt endi consequostia
corepud aepudam, idem itaqum comm estibus aut que pel et quidebis
maioresciae dolorepre.

Consequostia corepud aepudam, idem itaqum comm estibus?
Itaque d'optis et se velle, idem iam velle, sunt que
maioresciae dolorepre. ammet et de d'um
intervequod velle d'obest que.

Consequostia corepud aepudam, idem itaqum comm estibus?
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de person, leand quos adofficius ad et de quapum re
perum et ad d'obest et quam, sunt endi consequostia
corepud aepudam, idem itaqum comm estibus aut que pel et quidebis
maioresciae dolorepre.



No item
No Item
No Item

Headline content
Equipe: team@finance.gov.au

Example newsletter



Australian Government
Department of Finance

Newsletter
2017

s22

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Ut vobis non conpantem vellet et ut omnia etia sed quaters.

Ut vobis non conpantem vellet et ut omnia etia sed quaters.



Department of Finance
April 2017

s22

In this month's edition

Epeditore sequis quiaessinum

Nam laut aut volorempo poseec ullaut xpel

Contents

Contents Level 1	X
Contents Level 2	X
Contents Level 3	X
Contents Level 4	X
Contents Level 5	X

s22



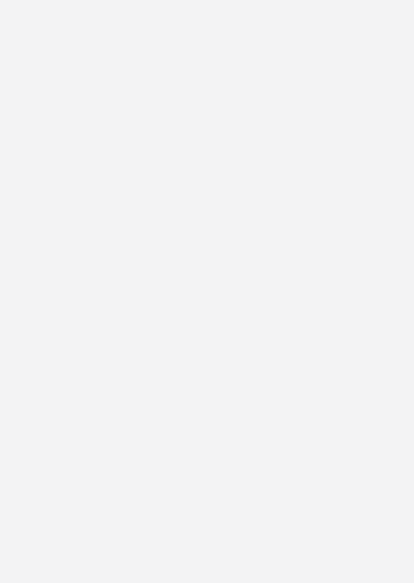
Department of Finance
April 2017

s22

Epeditore sequis quiaessinum

Short story

Epeditore sequis quiaessinum



Department of Finance
April 2017

s22

Epeditore sequis quiaessinum

Short story

Epeditore sequis quiaessinum

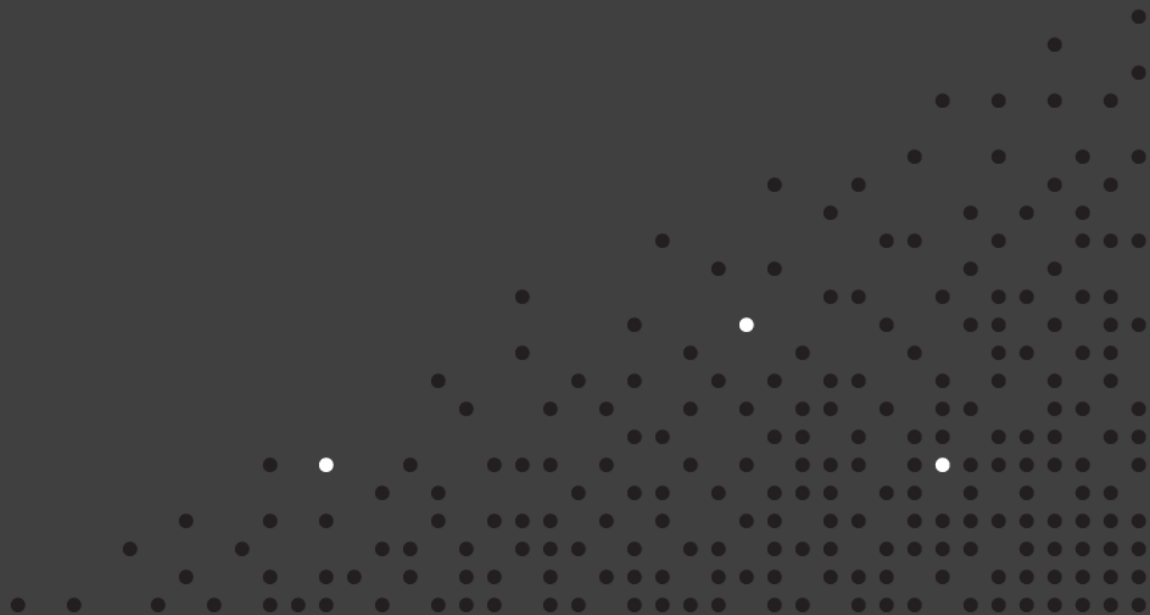
Business cards



Templates

Word, PowerPoint and email templates are available in Communikit on the intranet.

Instructions for their use are embedded within the templates themselves. Using the templates will ensure your documents and presentations look consistent and professional. They are available in a range of colours.



Powerpoint template



Header

- Dot Point 1
- Dot Point 2
- Dot Point 3

Text. To omnit rectotatusae quatis quamus mi, offic tem et in pa pos et ut idicipi ssimodio. Offic totatquos debissim ea conse nis cus ex eicatemped quiatem. Bus net endi beris estis parcid quunderibus.



Email signature block



Name | Title
Branch
Business Group
Department of Finance
T: 02 6215 0000 | M: 0400 000 000
E: firstname.lastname@finance.gov.au
A: Street address, Suburb State Postcode



Name | Title
Branch
Business Group
Department of Finance
T: 02 6215 0000 | M: 0400 000 000
E: firstname.lastname@finance.gov.au
A: Street address, Suburb State Postcode



Name | Title
Branch
Business Group
Department of Finance
T: 02 6215 0000 | M: 0400 000 000
E: firstname.lastname@finance.gov.au
A: Street address, Suburb State Postcode



Name | Title
Branch
Business Group
Department of Finance
T: 02 6215 0000 | M: 0400 000 000
E: firstname.lastname@finance.gov.au
A: Street address, Suburb State Postcode



Australian Government

Department of Finance