Australian Government
Department of Finance

Corporate Identity Style Guide
September 2016

Contents

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 Communikit 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.
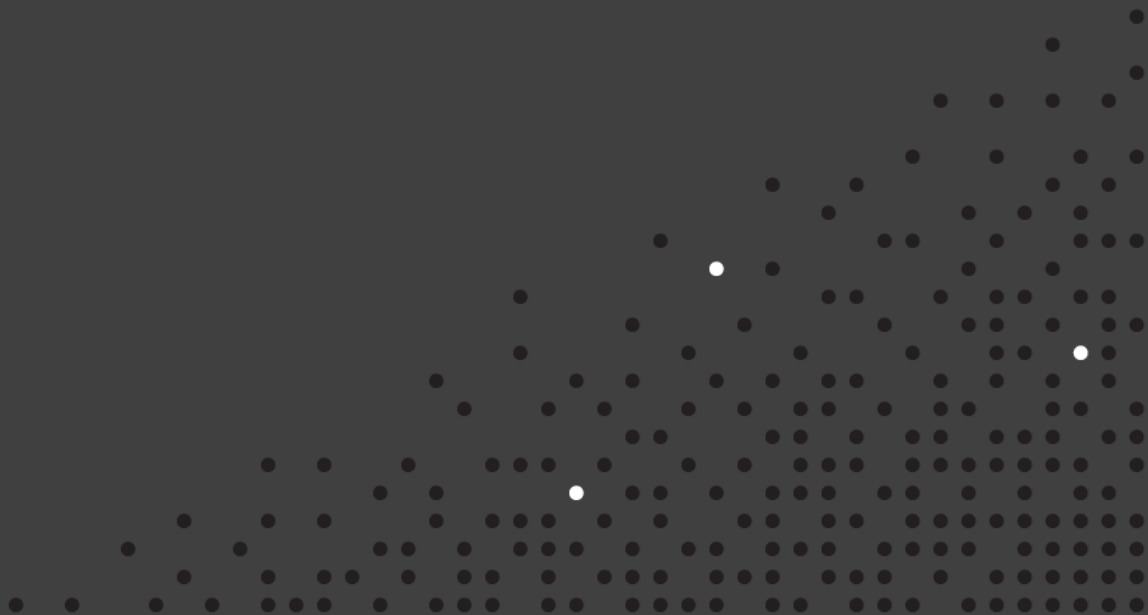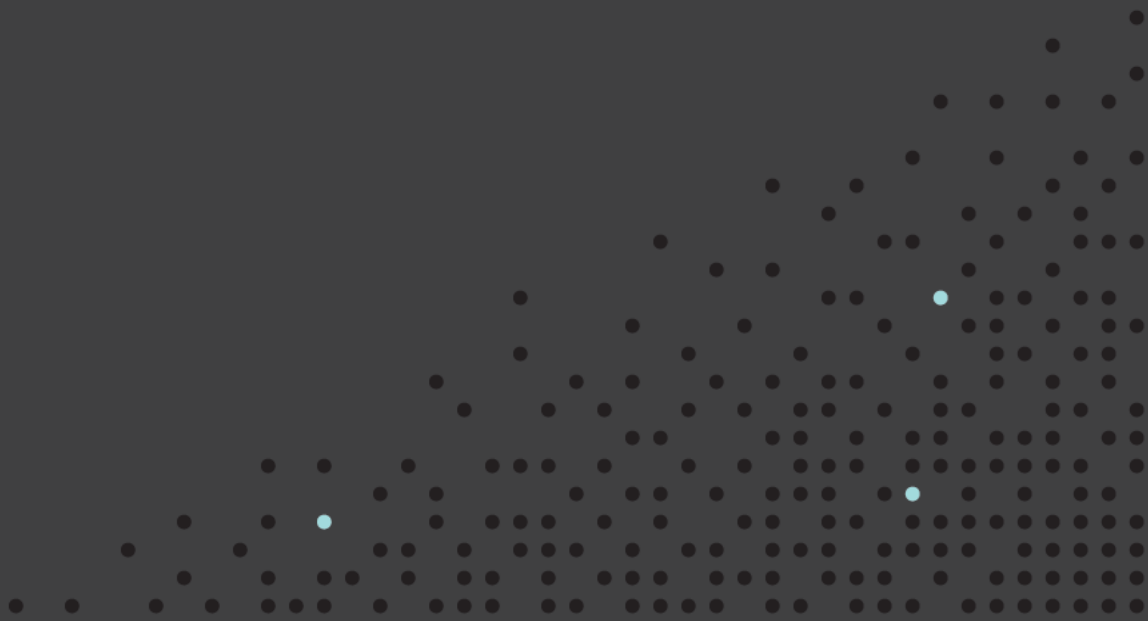
'Personality' dots can be used as
a stand-alone design element or
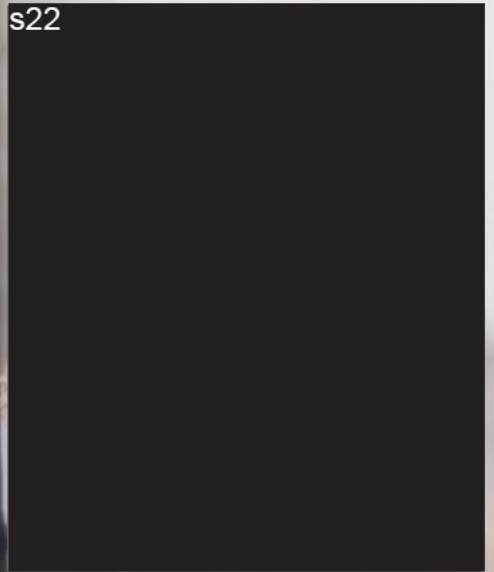magnified to showcase our people
and our work
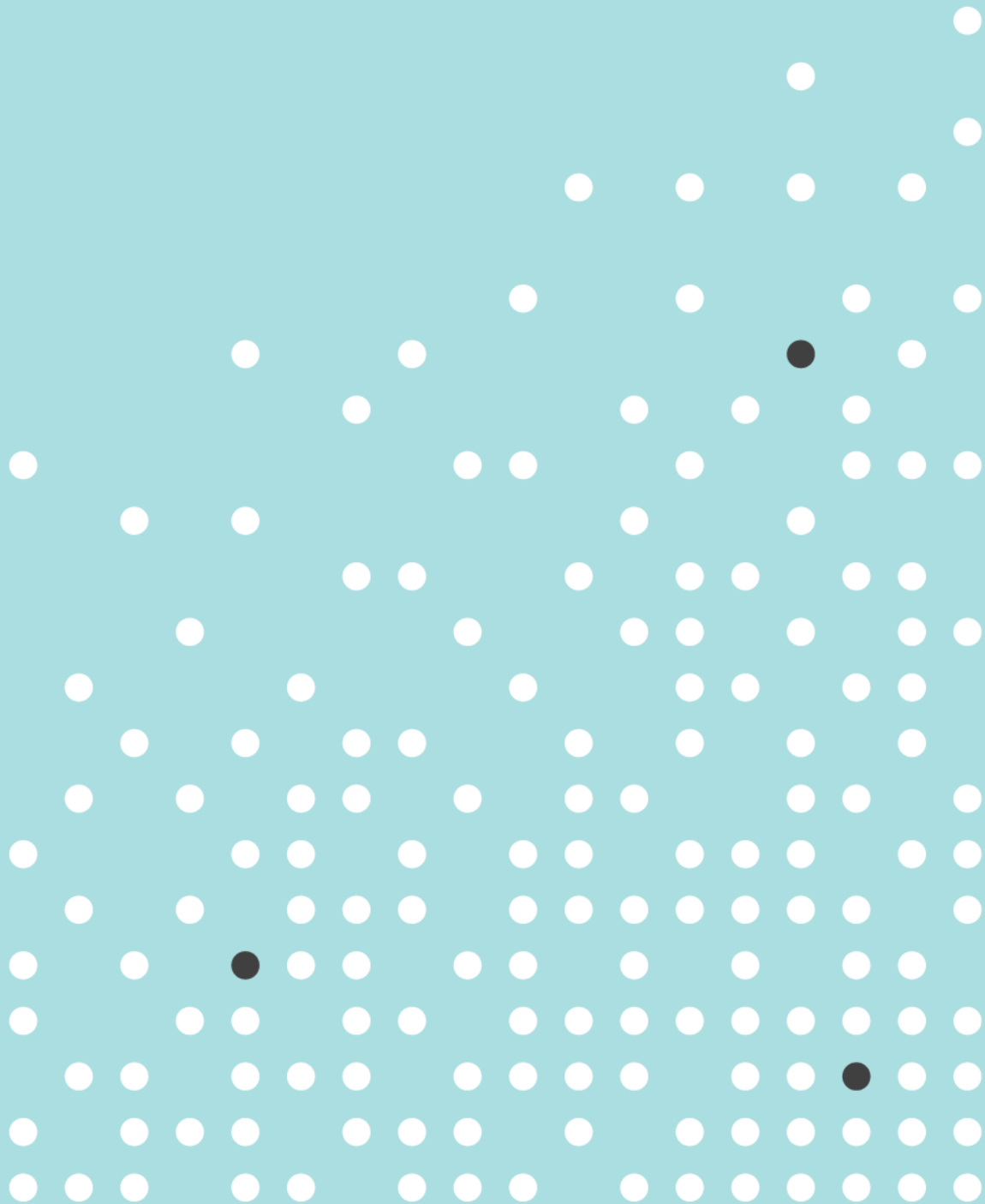
Triangles are a reference to our
dynamic organisation and the
many different ways we connect

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.
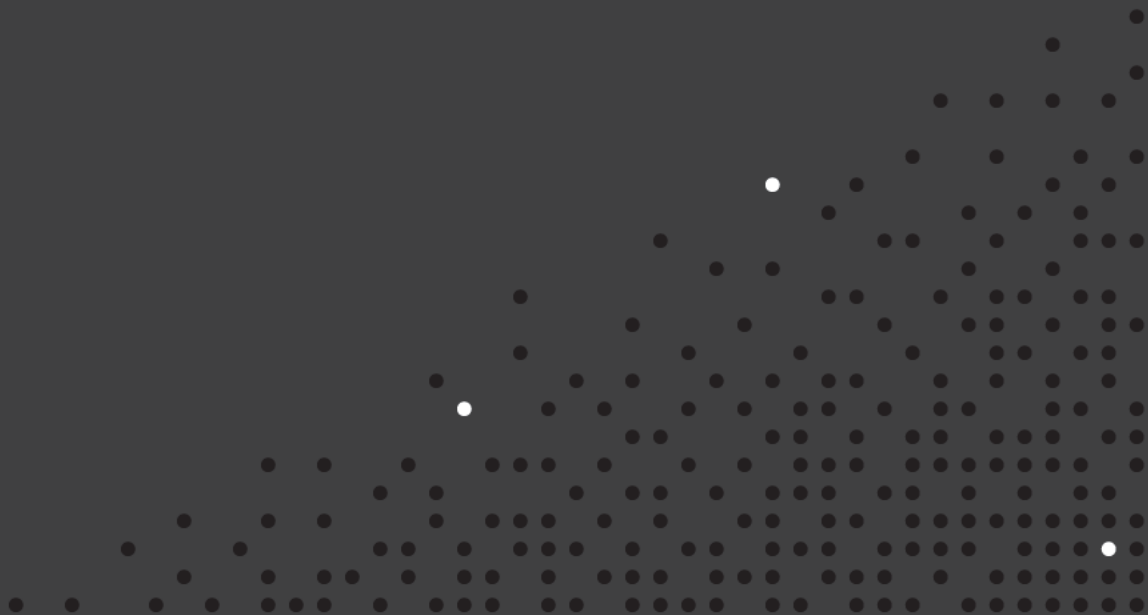
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Imagery
People

s22

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Imagery
Building
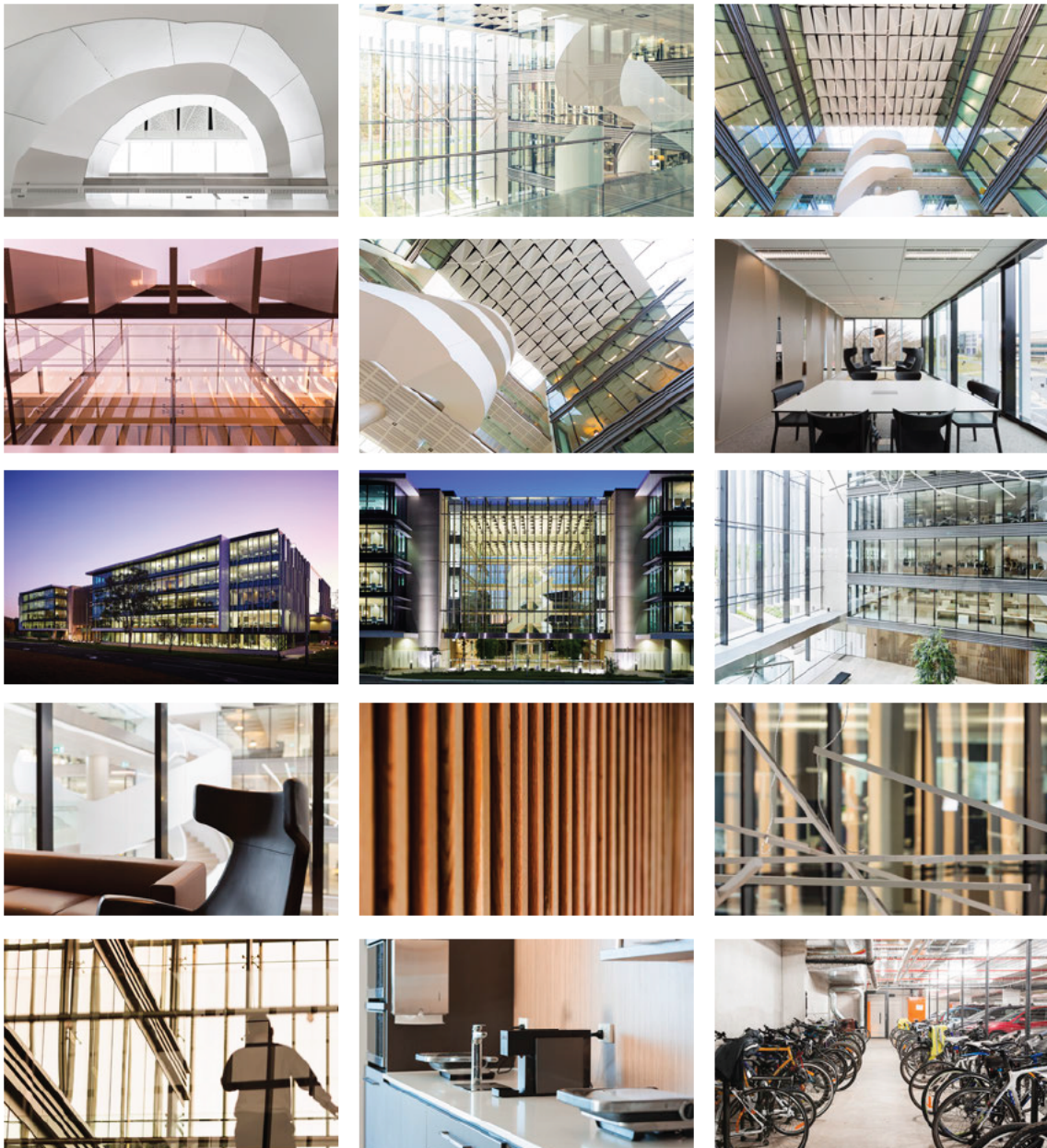
Logo

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.

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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.

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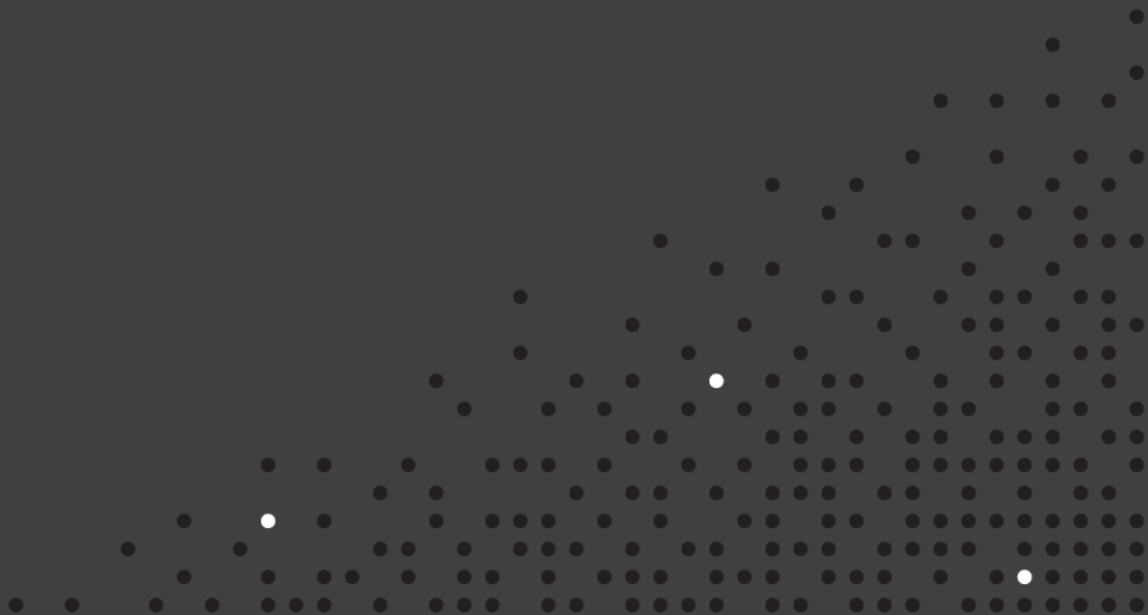
Colours

Primary colours
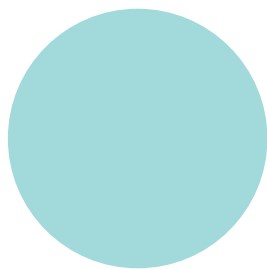
Teal
PMS 324
C 35 M 0 Y 14 K 0
R 156 G 219 B 217
Hex #9cdbd9
Websafe #99cccc
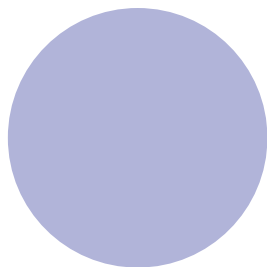
Purple
PMS 270
C 29 M 25 Y 0 K 0
R 180 G 181 B 223
Hex #b4b5df
Websafe #9999cc
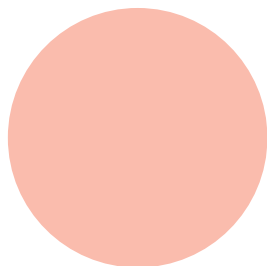
Watermelon
PMS 488
C 0 M 31 Y 26 K 0
R 236 G 186 B 168
Hex # ecbaa8
Websafe # ffcc99
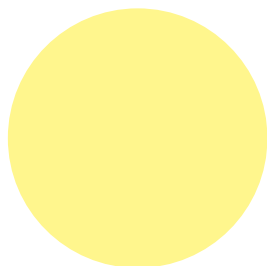
Citrus
PMS 100
C 0 M 0 Y 56 K 0
R 246 G 235 B 97
Hex # f6eb61
Websafe # ffff66

Foundation colours
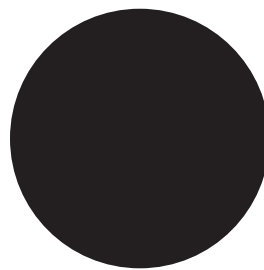
Black
Black
C 0 M 0 Y 0 K 100
R 44 G 42 B 41
Hex # 2c2a29
Websafe # 333333
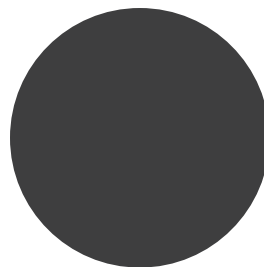
90% Black
90% Black
C 0 M 0 Y 0 K 90
R 65 G 64 B 66
Hex # 414042
Websafe # 333333
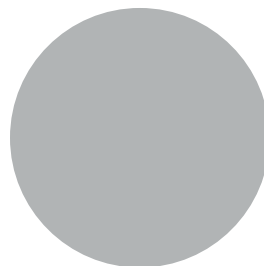
Grey 1
Cool Gray 4
C 12 M 8 Y 9 K 23
R 187 G 188 B 188
Hex # bbbcbc
Websafe # cccccc
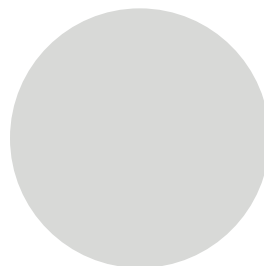
Grey 2
Cool Gray 2
C 5 M 3 Y 5 K 11
R 208 G 208 B 206
Hex # d0d0ce
Websafe # cccccc

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Secondary highlight colours
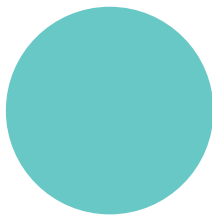
Teal
PMS 325
C 53 M 0 Y 23 K 0
R 100 G 204 B 201
Hex # 64ccc9
Websafe # 66cccc
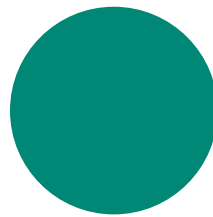
Teal
PMS 327
C 100 M 2 Y 60 K 14
R 0 G 134 B 117
Hex # 008675
Websafe # 009966
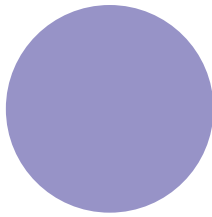
Purple
PMS 271
C 49 M 44 Y 0 K 0
R 149 G 149 B 210
Hex # 9595d2
Websafe # 9999cc
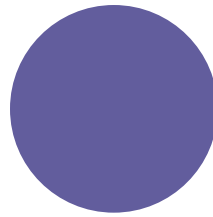
Purple
PMS 7669
C 73 M 66 Y 0 K 2
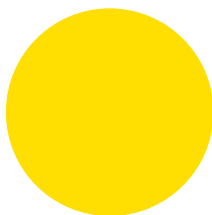R 97 G 94 B 155
Hex # 615e9b
Websafe # 666699
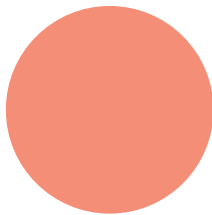
Watermelon
PMS 486
C 0 M 55 Y 50 K 0
R 232 G 146 B 124
Hex # e8927c
Websafe # ff9966
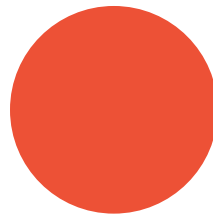
Watermelon
PMS 7417
C 1 M 83 Y 85 K 0
R 224 G 78 B 57
Hex # e04e39
Websafe # cc6633

Citrus
PMS 109
C 0 M 9 Y 100 K 0
R 255 G 209 B 0
Hex # ffd100
Websafe # ffcc00
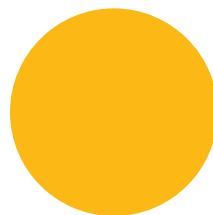
Citrus
PMS 124
C 0 M 30 Y 100 K 0
R 234 G 170 B 0
Hex # eaaa00
Websafe # f6eb61

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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.
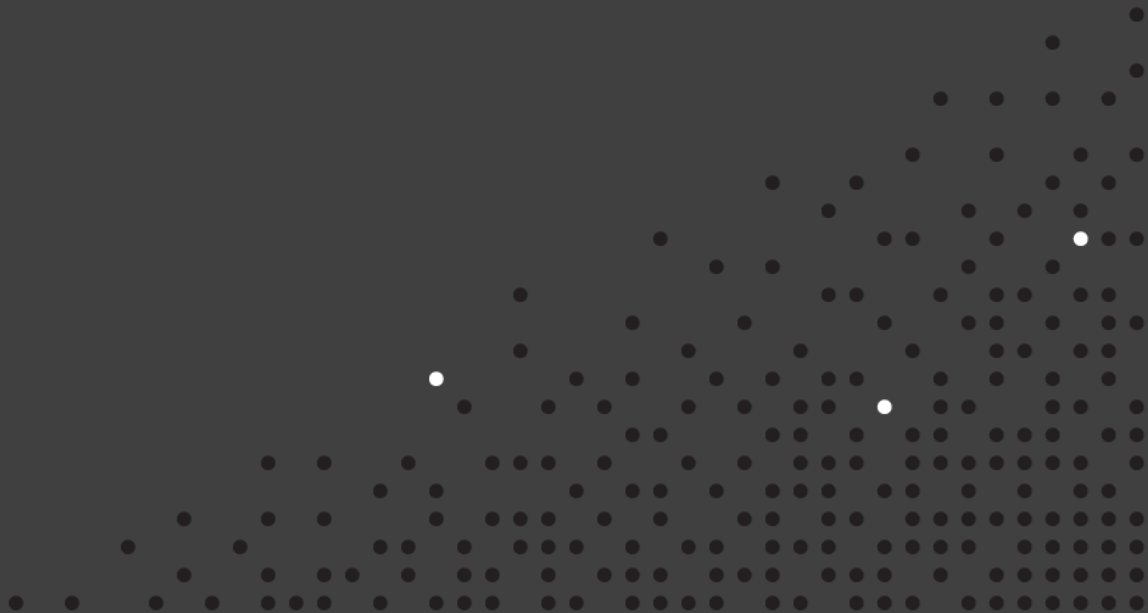
Design font
Aktiv Grotesk

Aktiv Grotesk Thin

AaBbCc0123
AaBbCc0123

Aktiv Grotesk Light

AaBbCc0123
AaBbCc0123

Aktiv Grotesk Regular

AaBbCc0123
AaBbCc0123

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Generic font
Arial

Arial Regular

AaBbCc0123
AaBbCc0123

Arial Bold

AaBbCc0123
AaBbCc0123

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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.

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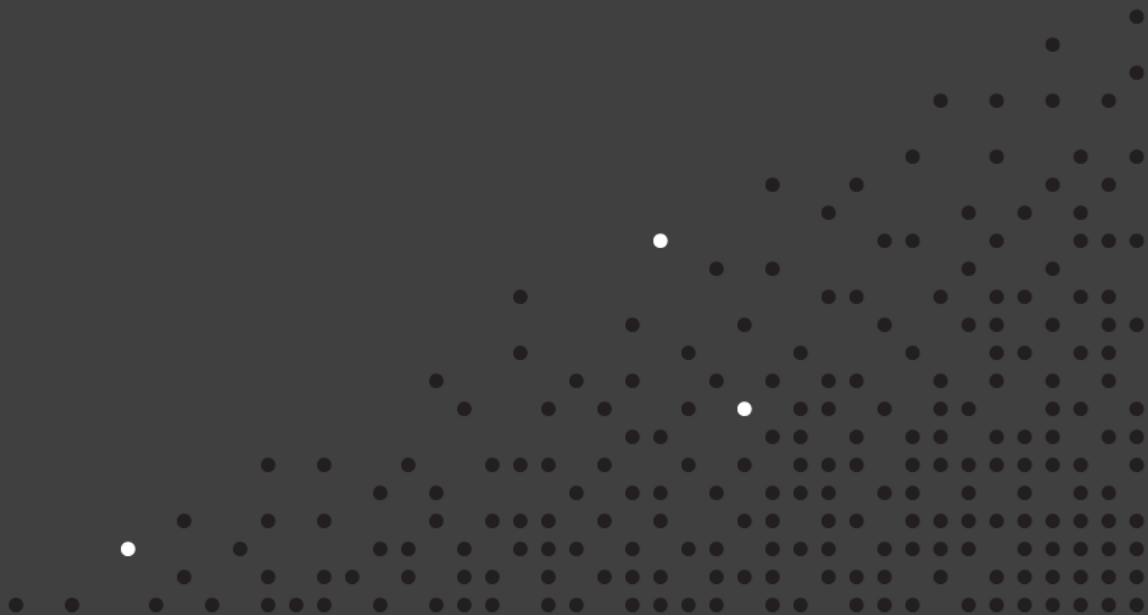
Examples of icons

Outline

Solid

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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.

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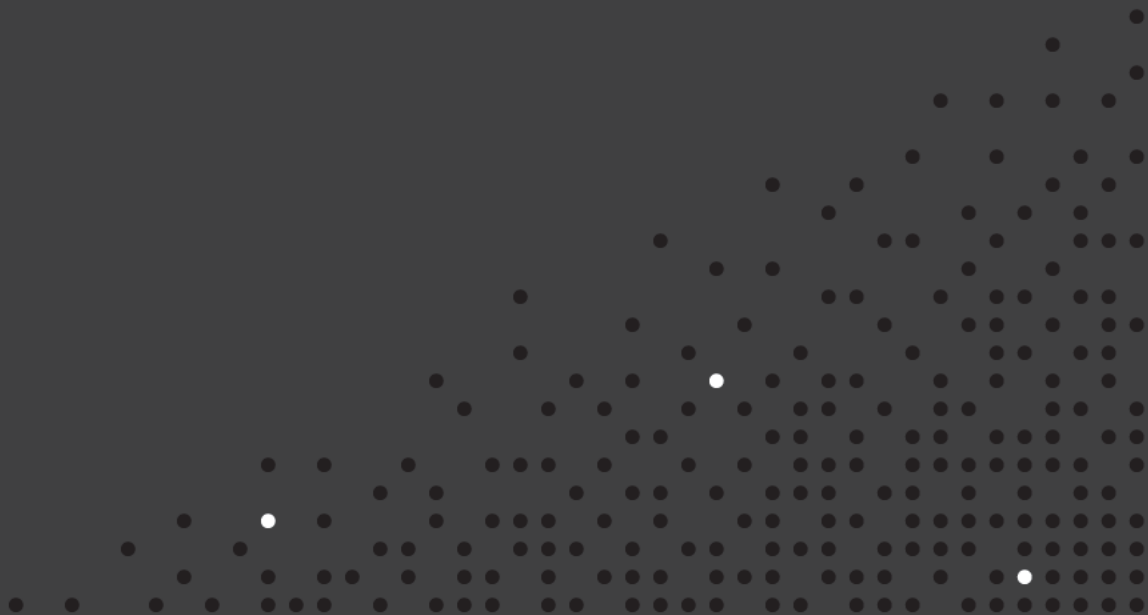
Examples of publication covers

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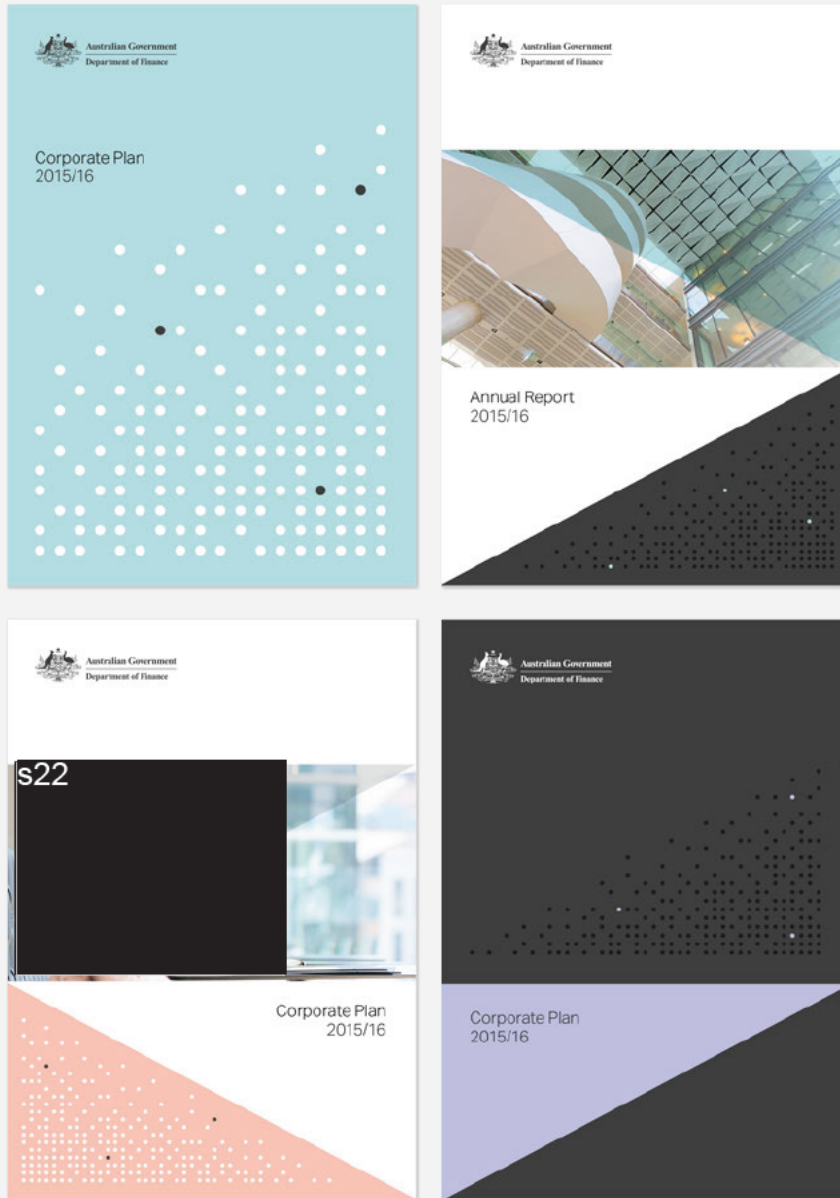
Example of publication internal pages

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Pull up banners

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Example fact sheet

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Example newsletter

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Business cards

Name
Title
Branch
Group

E   firstname.lastname@finance.gov.au
T   02 6215 0000
M   0400 000 000

Department of Finance
One Canberra Avenue
Forrest ACT 2603
finance.gov.au

Australian Government
Department of Finance

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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.

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Word template

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Powerpoint template

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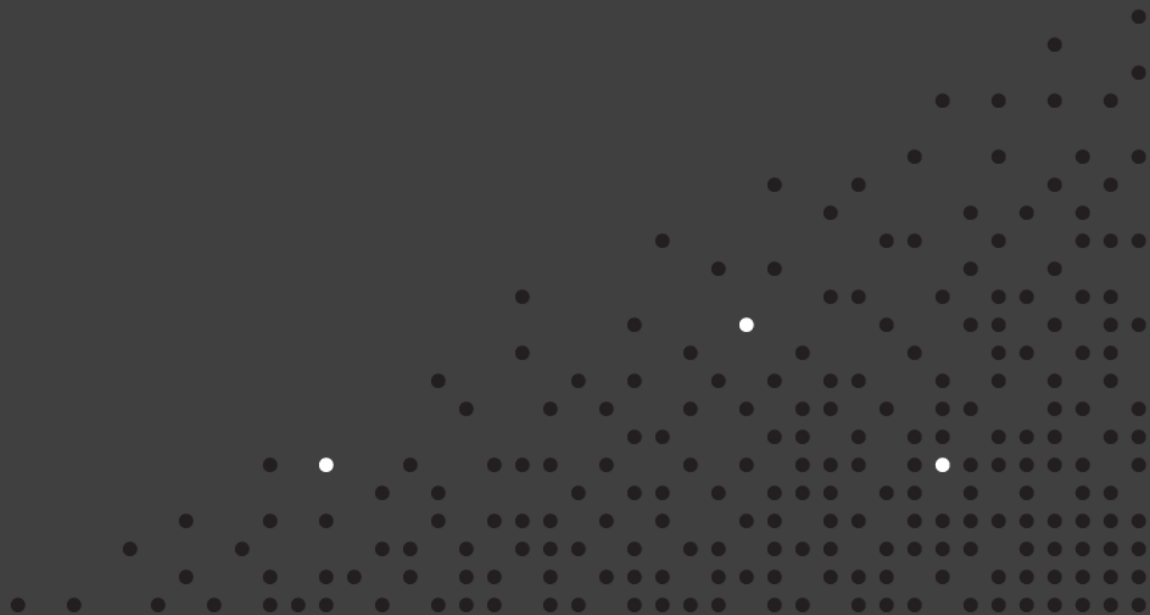# Email signature block

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

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