Australian Government

Australian Pesticides and Veterinary Medicines Authority

Visual style guide

2021

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Our brand

This document describes the branding and visual identity of the Australian Pesticides and Veterinary Medicines Authority (APVMA). The guidance in this document must be followed when commissioning, designing or delivering any form of communication.

Importance of branding

A strong brand strengthens the identity and visibility of Australian Government agencies. It helps to provide certainty for members of the public that they are using or engaging with an Australian Government service or website, and reduces complexity of Australian Government structure through a simple, memorable identity.

Additional resources

In addition to the APVMA Visual Style Guide, the following guidance should be followed when developing any form of communication.

- Australian Government Style Manual
- Australian Government Branding – Guidelines on the use of the Australian Government logo by Australian Government departments and agencies
- APVMA Website Governance Policy

Contact

All forms of communication intended for an external audience must be submitted to the Communications Team for review via Section 47E(d) @apvma.gov.au.

Communication intended for an internal audience should also be submitted to the Communications Team for review.

Any enquiries about the APVMA's Visual Style Guide, or how to apply the guidance in this document, should also be directed to the Communications Team.

APVMA brand products

Visually cohesive and clearly written products provide consistent brand messaging that communicates our purpose, services and work to our clients, stakeholders and the broader community.

Our brand products are categorised over 5 areas, providing an overview of the scope of product we produce as well as assisting with the management of brand development.

Business

- Conferences/symposiums
- Corporate gifts
- Cross-branding guidelines
- Promotional items
- Training

Collateral

- Colour palette
- Creative assets
- Logo
- Photography
- Signage
- Typography

Corporate

- Advertising
- Banners
- Diagrams
- Email signatures
- External website
- Instructional Material Library (IML)
- Intranet
- Online Services Portal
- PPLA portal
- Social media

Publications

- Annual Report
- Business publications, including Public Release Summaries and Trade Advice Notices
- Corporate Plan

- Digital marketing
- Email marketing
- Operational Plan
- PowerPoint template

Stationary

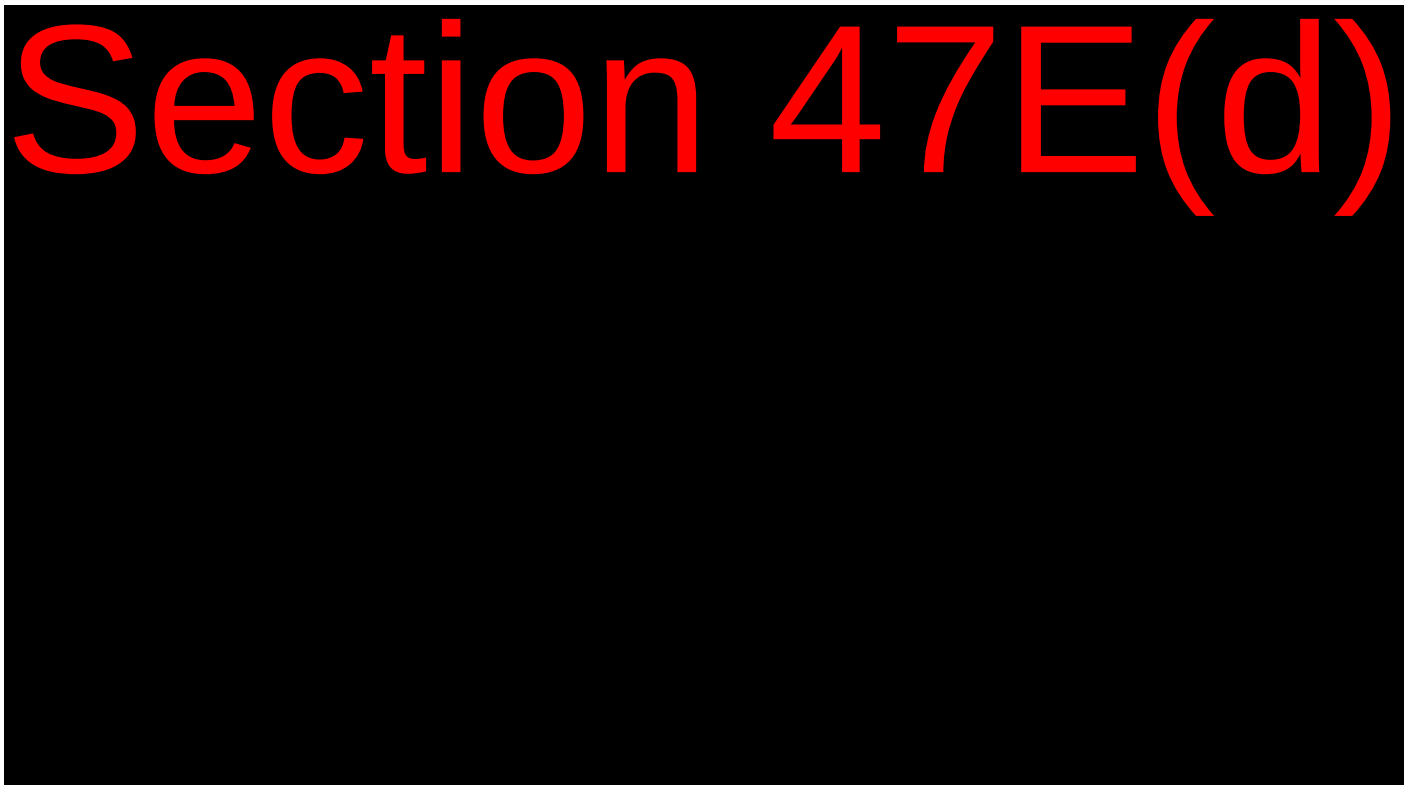
- Business cards
- Envelopes
- Letterhead
- With compliments

Logo

The Department of the Prime Minister and Cabinet publishes guidelines on the use of the Australian Government logo by Australian Government departments and agencies. Please contact the Communications Team to request a copy of the APVMA logo, and ensure the logo is used in accordance with the following requirements.

Appearance

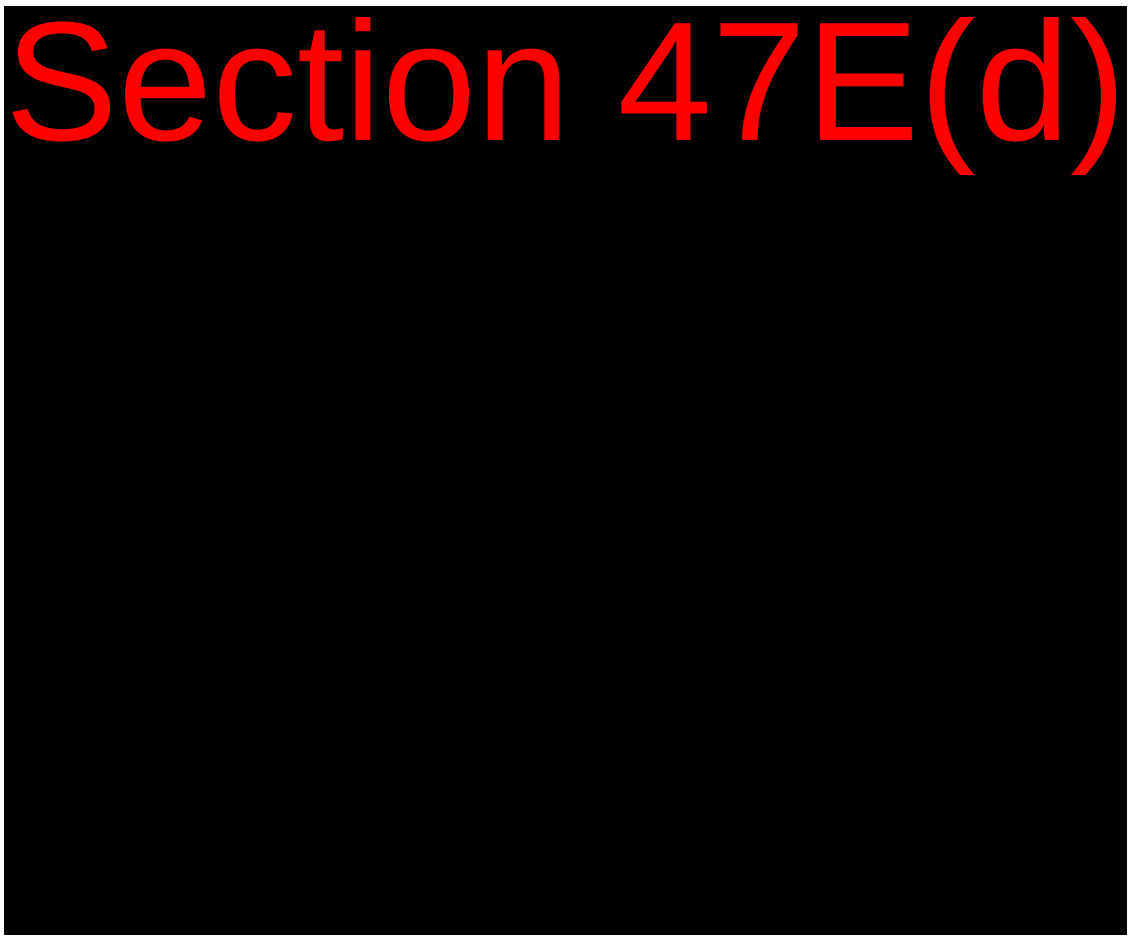
There are several forms of the logo which may be used for different situations. It is left to the discretion of the department or agency as to which should be used on any given occasion.



Colour

Section 47E(d)

Figure 1: Examples of the correct and incorrect use of Australian Government logos



Applying the logo

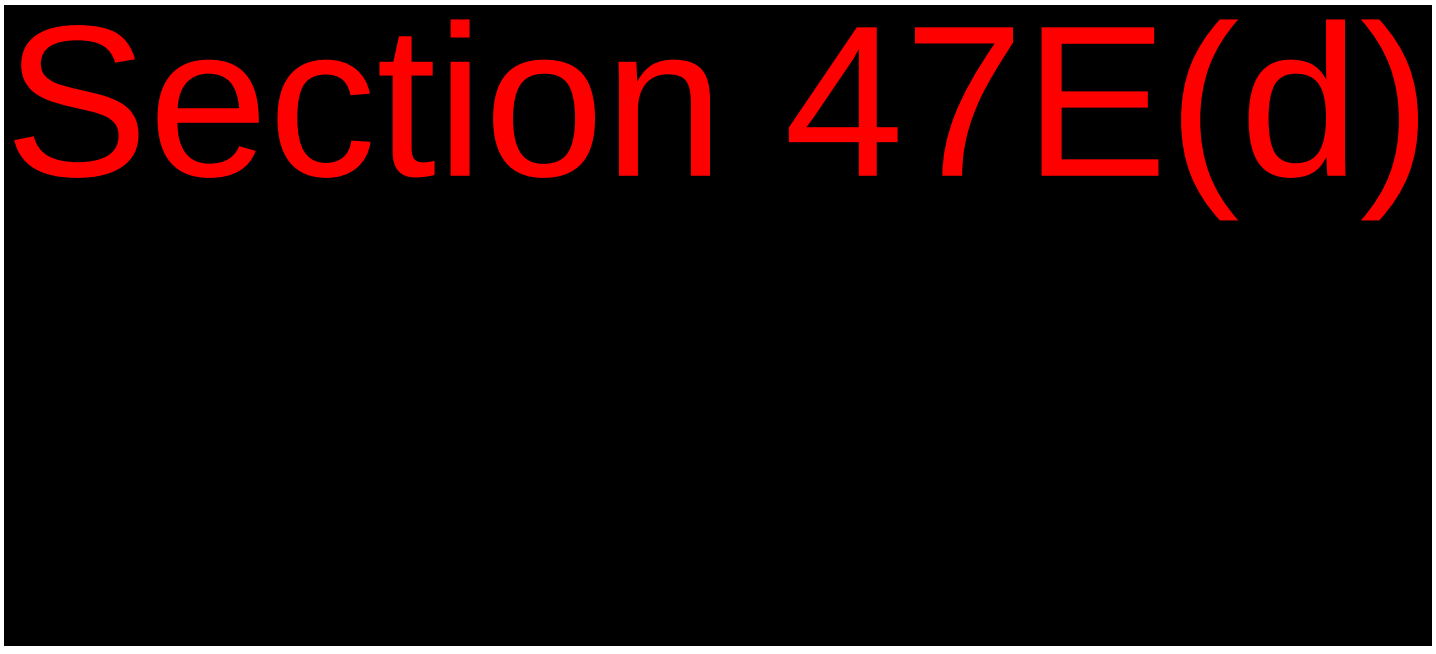
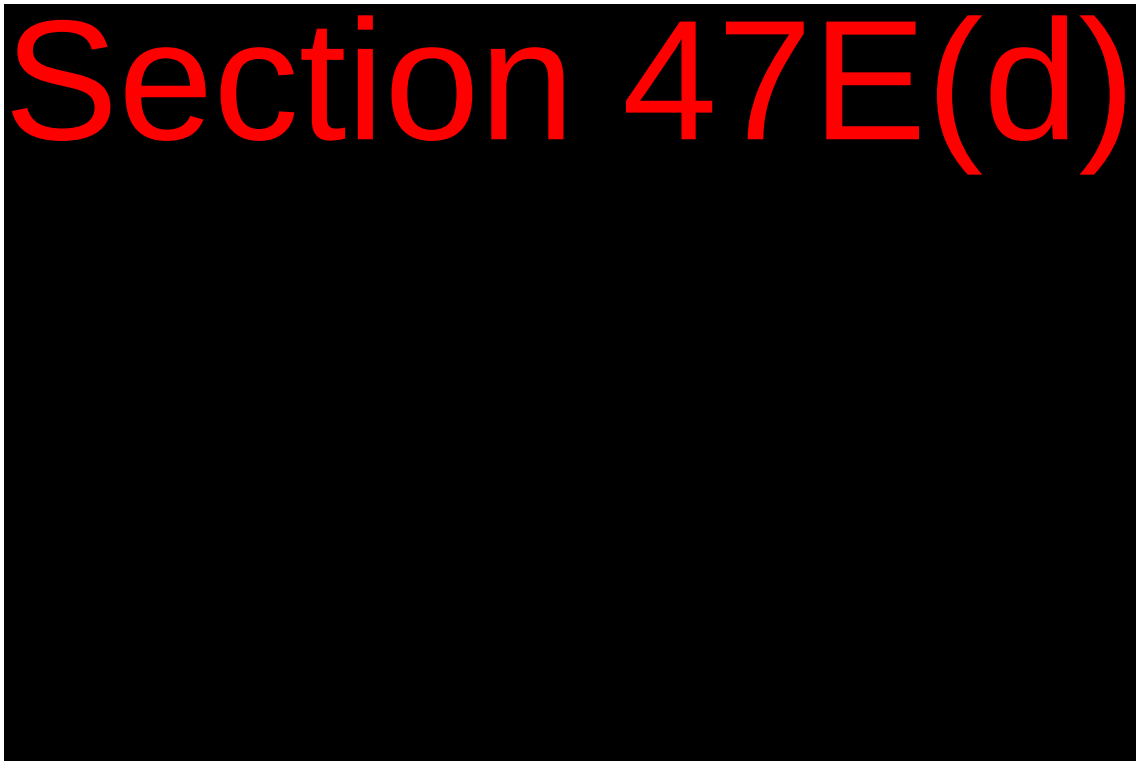


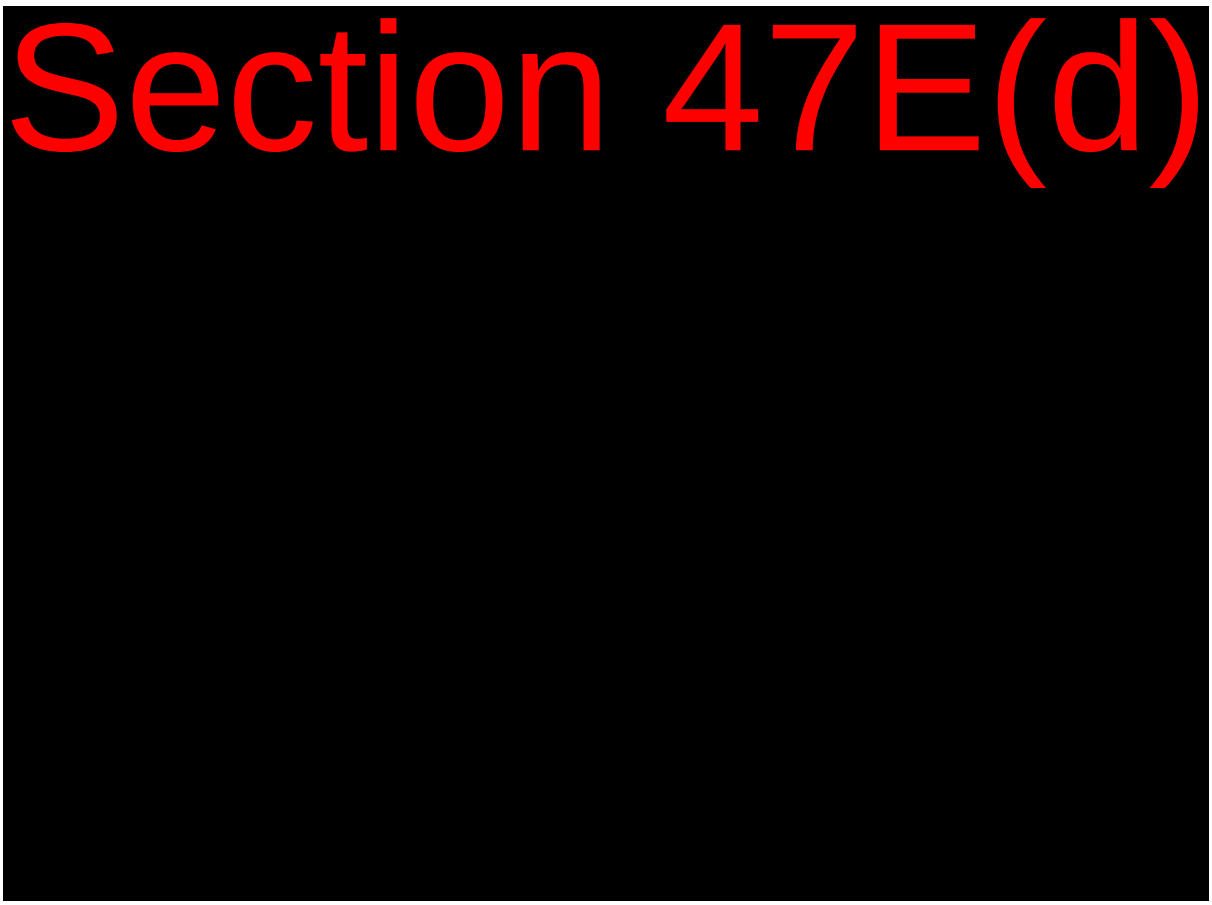
Figure 2: Australian Government logo isolation zone



Incorrect application

The examples in Figure 3 show how the Australian Government logo is not to be used. These examples apply to every form and application of the logo.

Figure 3: Examples of how not to use the Australian Government logo



Use of the Australian Government logo by third parties

Departments and agencies are able to authorise third parties to use the Australian Government logo (in various forms) where appropriate, for example to acknowledge Australian Government funding and support. This is at the discretion of the department or agency.

Please contact the Communications Team if you receive a request from a third party to use the logo.

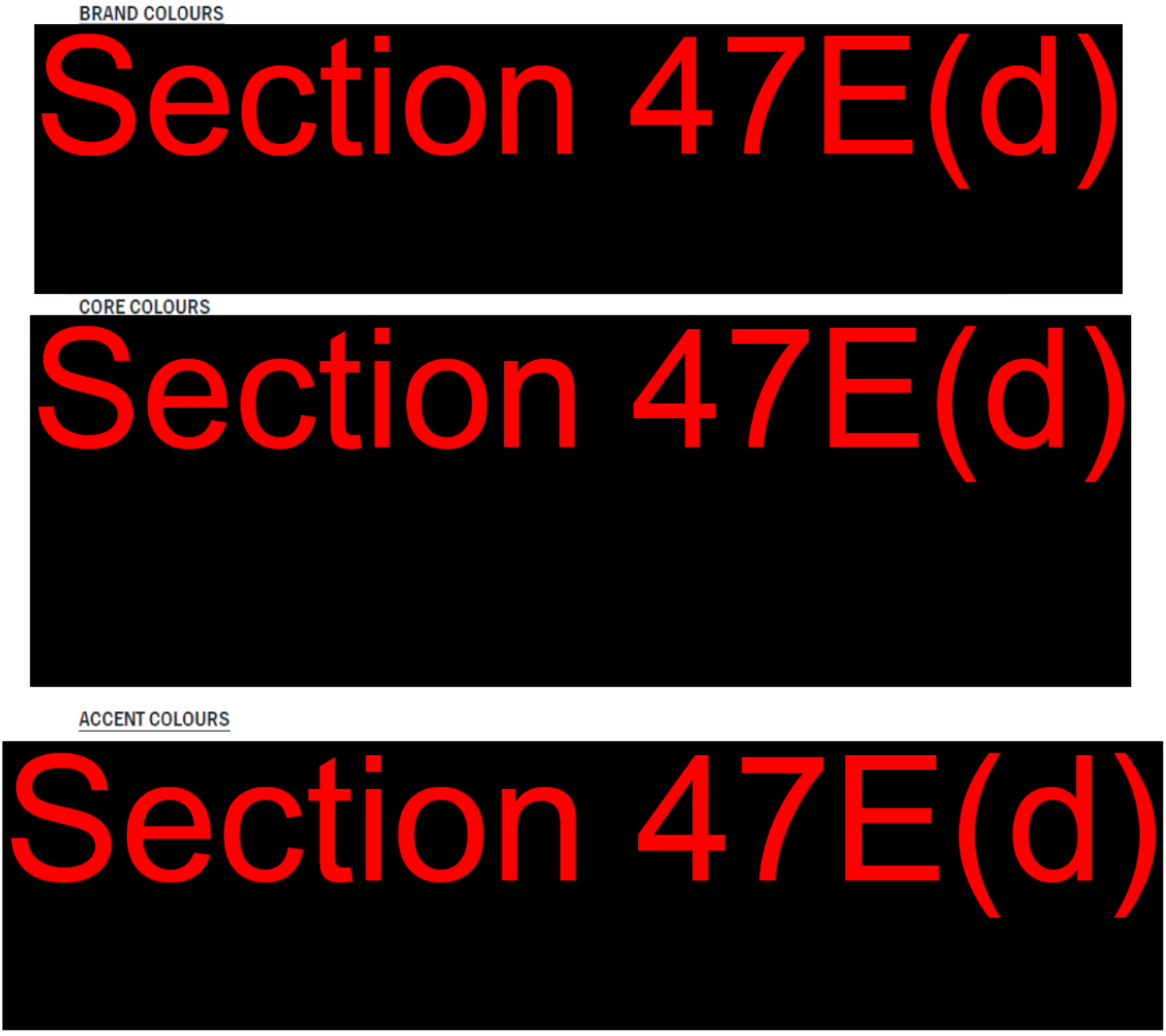
Corporate colours

A 3-part colour palette helps bring our brand to life:

- Brand – dominant product colour Section 47E(d)
- Core – key colours, may form a significant usage. As a general guide, usage should be restrained to 3 core colours per product.
- Accent – generally used sparingly as a highlight or contrast.

The APVMA's corporate colour palette is pictured below in Figure 4.

Figure 4: APVMA corporate colour palette



Images

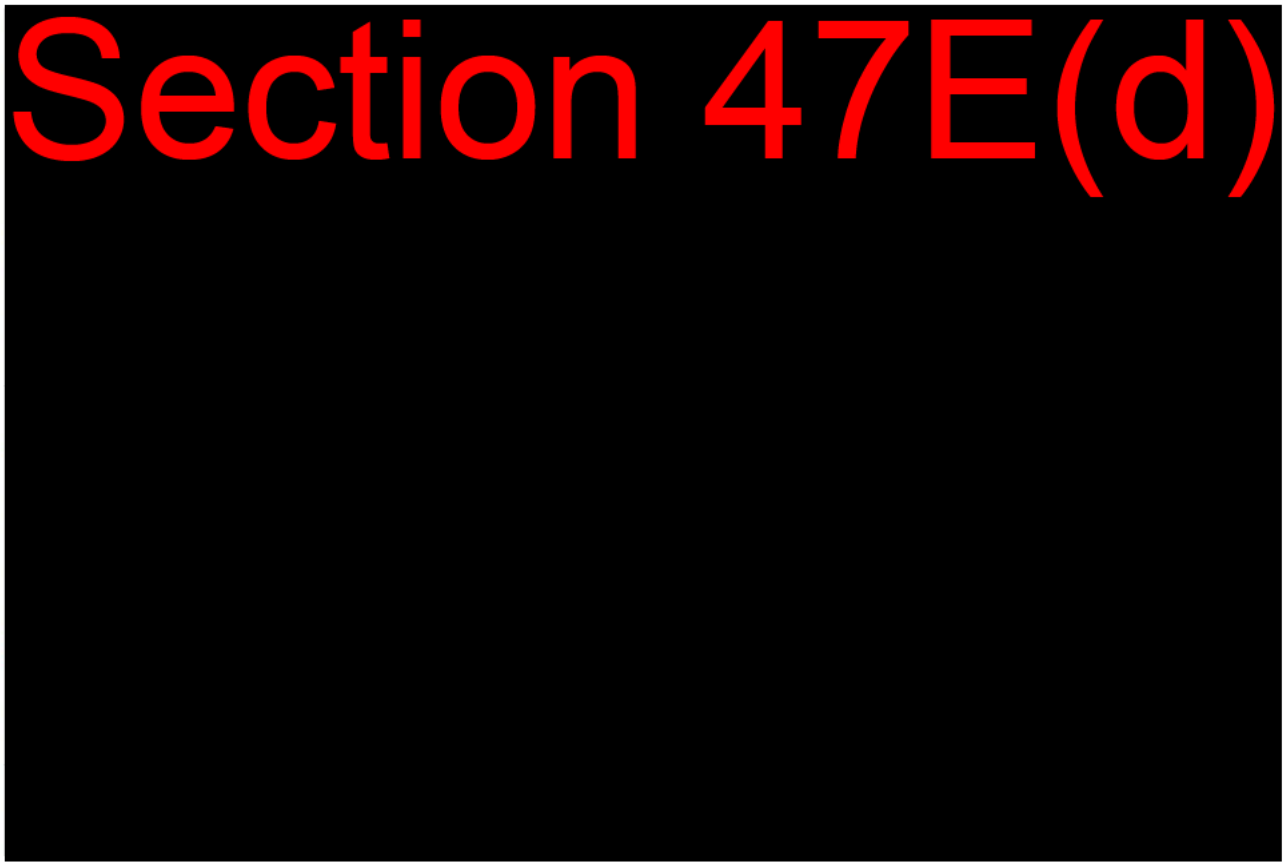
The use of quality imagery enriches our products and enhances our corporate brand. Images help to communicate our messages quickly and succinctly, increasing readership and memory recall.

Our images are sourced from stock libraries or taken by an in-house photographer and are generally used in corporate products such as the Annual Report and PowerPoint presentations.

When using images online, and in most publications, you must provide image captions, titles and alt text. More information about these requirements is available in the Australian Government Style Manual.

Please contact the Communications Team if you require access to our image library or to arrange the purchase of stock photography. You can also contact the Communications Team to have a photograph taken by our in-house photographer.

Figure 5: Example stock images

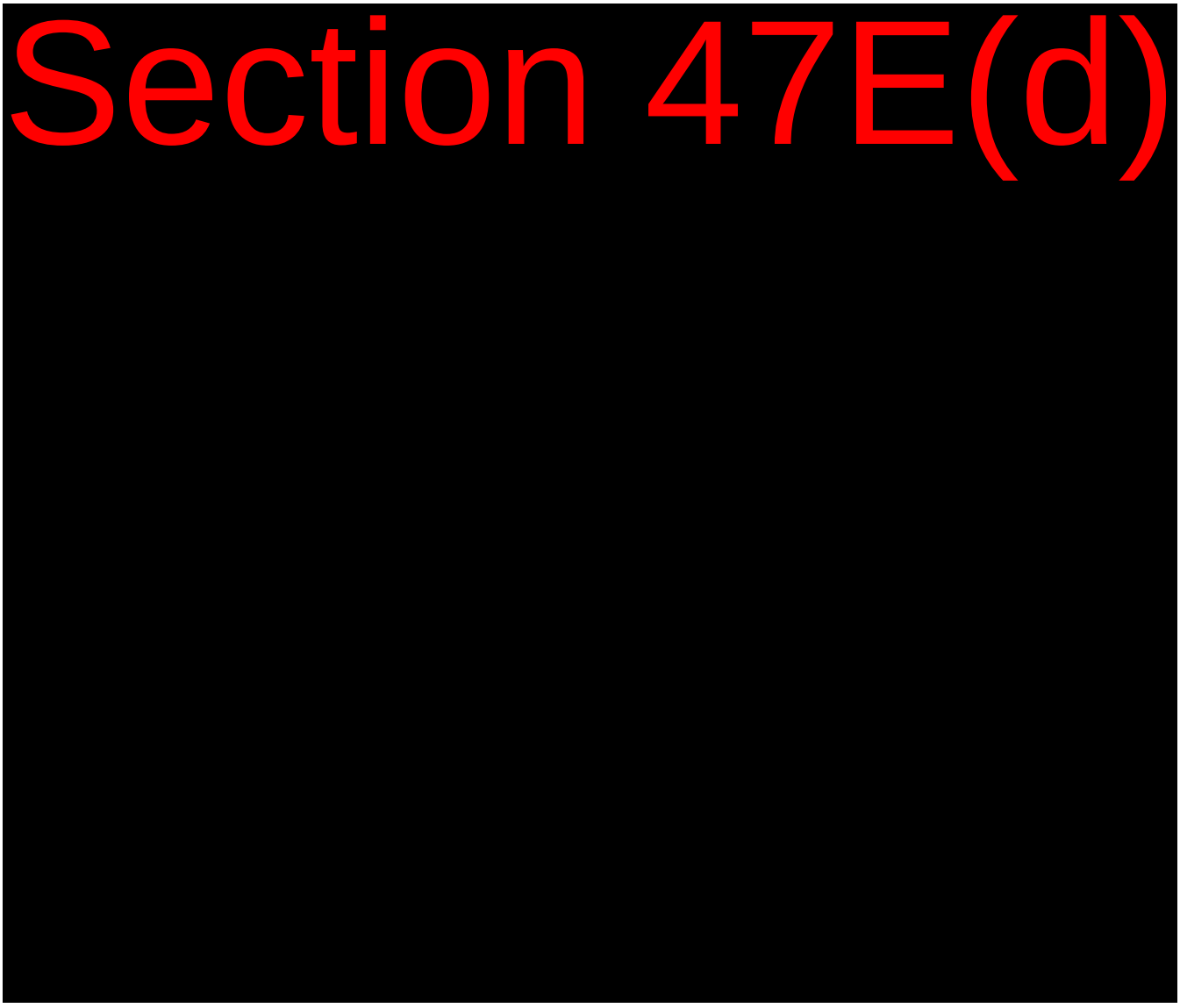


Graphical elements

Section 47E(d) provide a dynamic element to support the APVMA brand and can be configured in different sizes and groupings.

Section 47E(d) can be used across our brand in a variety of ways, noting that it is never used in Section 47E(d)

Figure 6: Example uses of the hexagon



Secondary branding

The APVMA deploys a monolithic brand architecture. This means we have a single masterbrand with strong visual components to strengthen the value and recognition of the APVMA brand.

Visual brand components, such as graphical elements Section 47E(d) and our colour palette have been designed to allow flexibility of use and help keep our brand fresh.

With consistent service and product offerings, we do not engage in secondary branding that departs from our approved style.

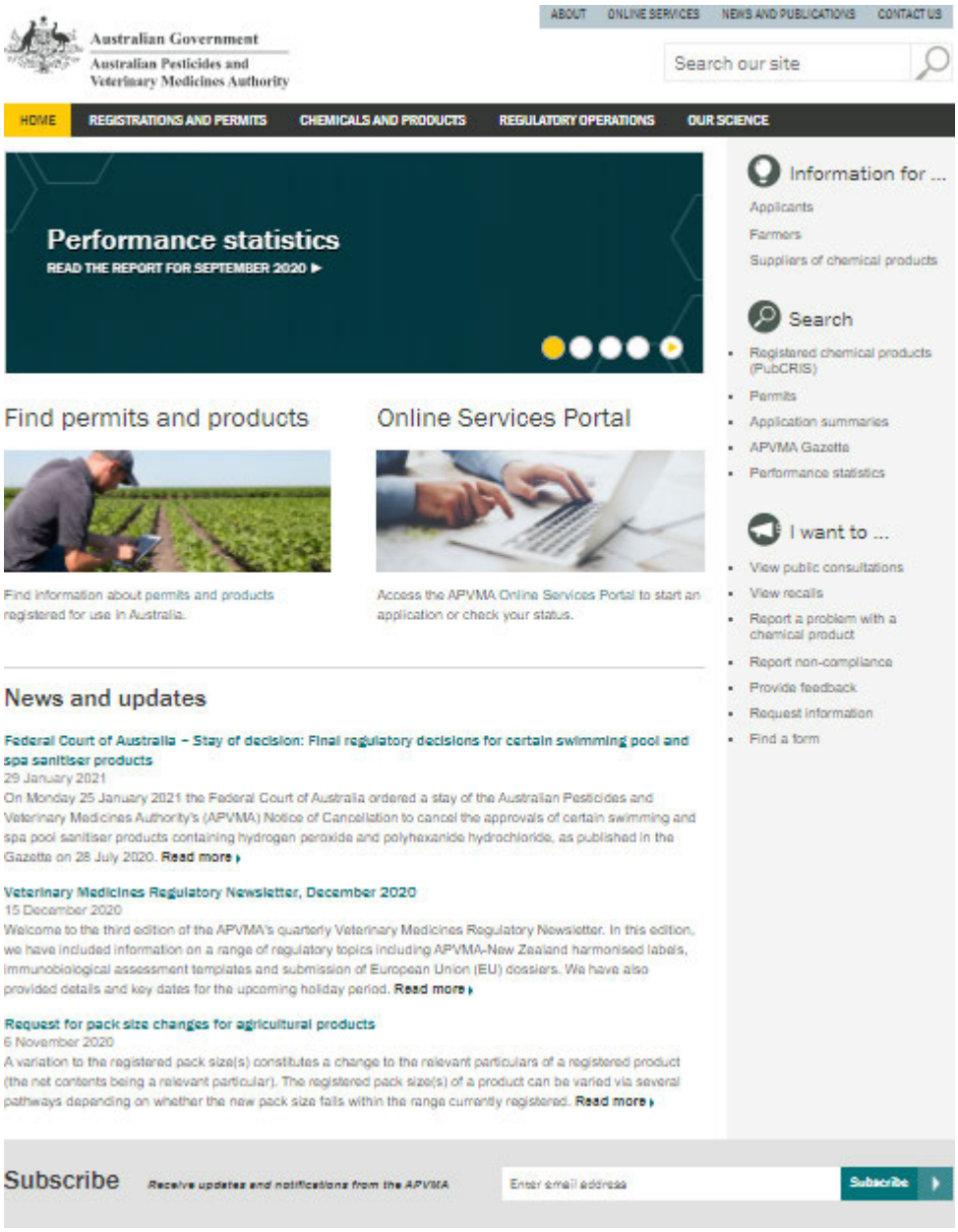
To ensure that strong brand consistency is maintained, advice on the use of graphical elements, as well as approval of any public facing products should be sought from the Communications Team.

APVMA website

The APVMA's external website, apvma.gov.au, is our primary communication tool with external stakeholders and is managed by the Communications Team.

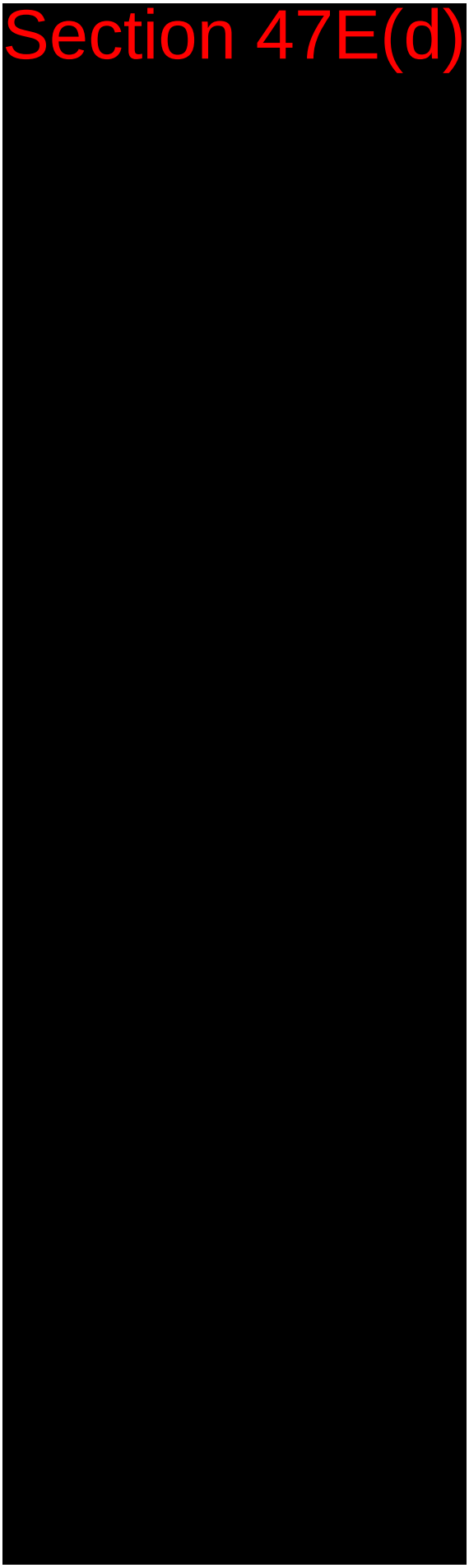
Secondary channels, such as social media or publications, should refer audiences to the APVMA website for detailed and current information.

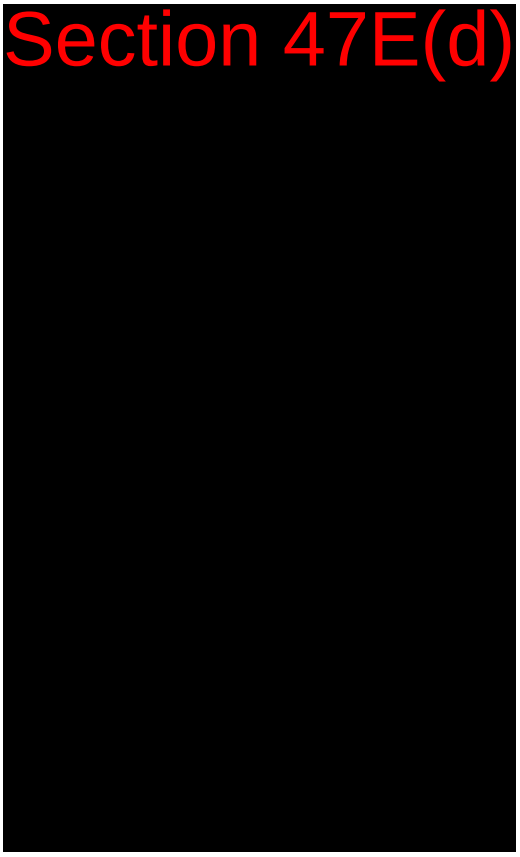
Figure 7: The APVMA website homepage



Web typography

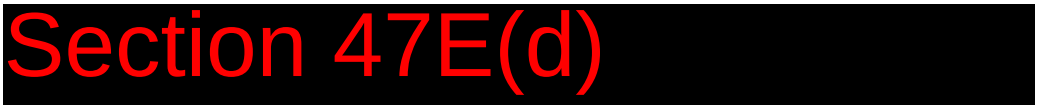
Uniformity across products promotes a consistent and clear brand. Basic HTML styles are provided below as guidance in the development of products.

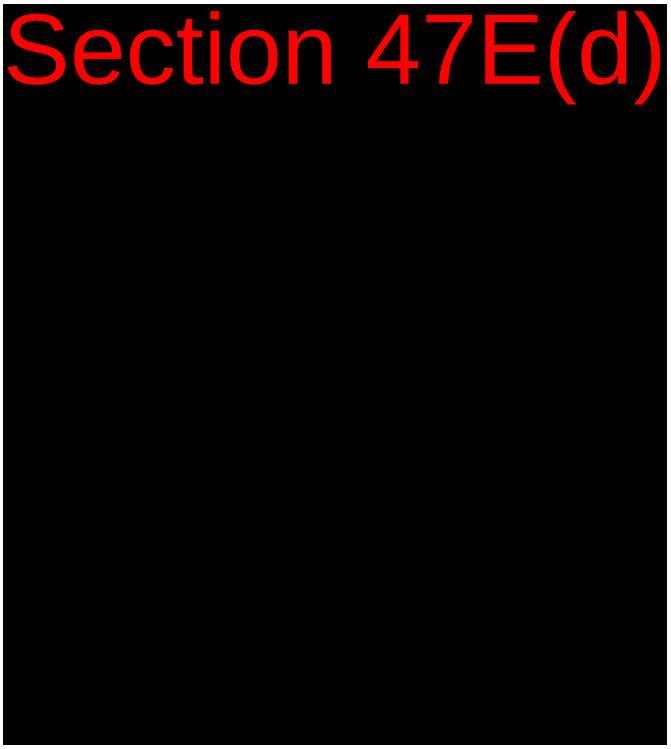

Section 47E(d)



Main navigation

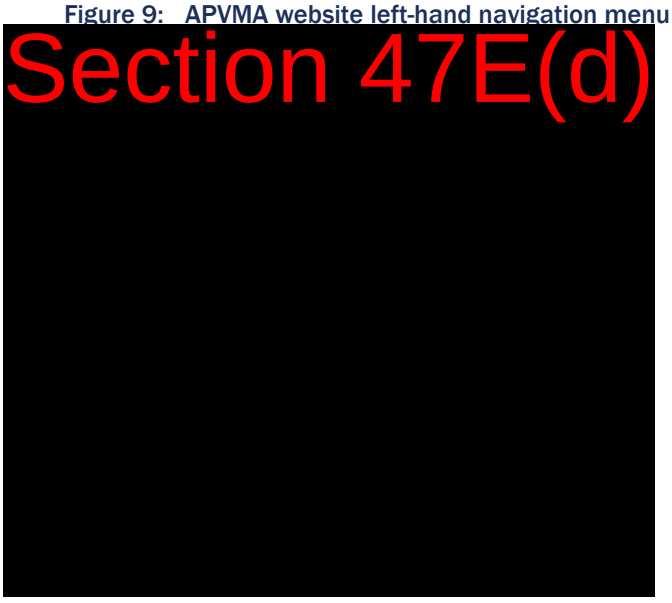
Figure 8: APVMA website main navigation menu

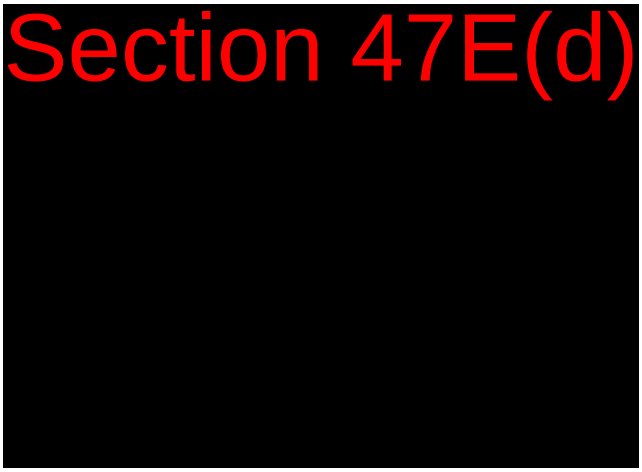




Left-hand navigation

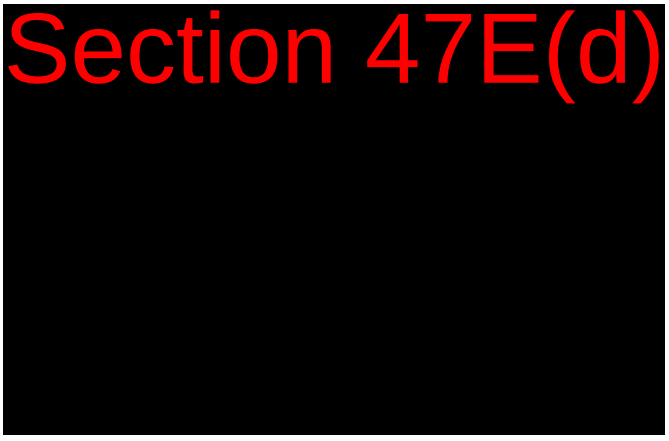
Figure 9: APVMA website left-hand navigation menu





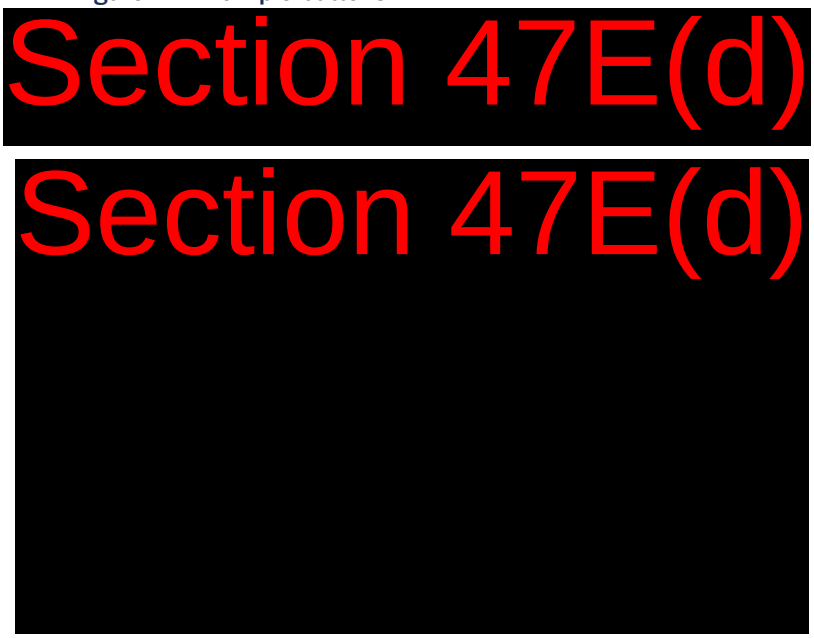
Breadcrumbs

Figure 10: APVMA website breadcrumbs



Buttons

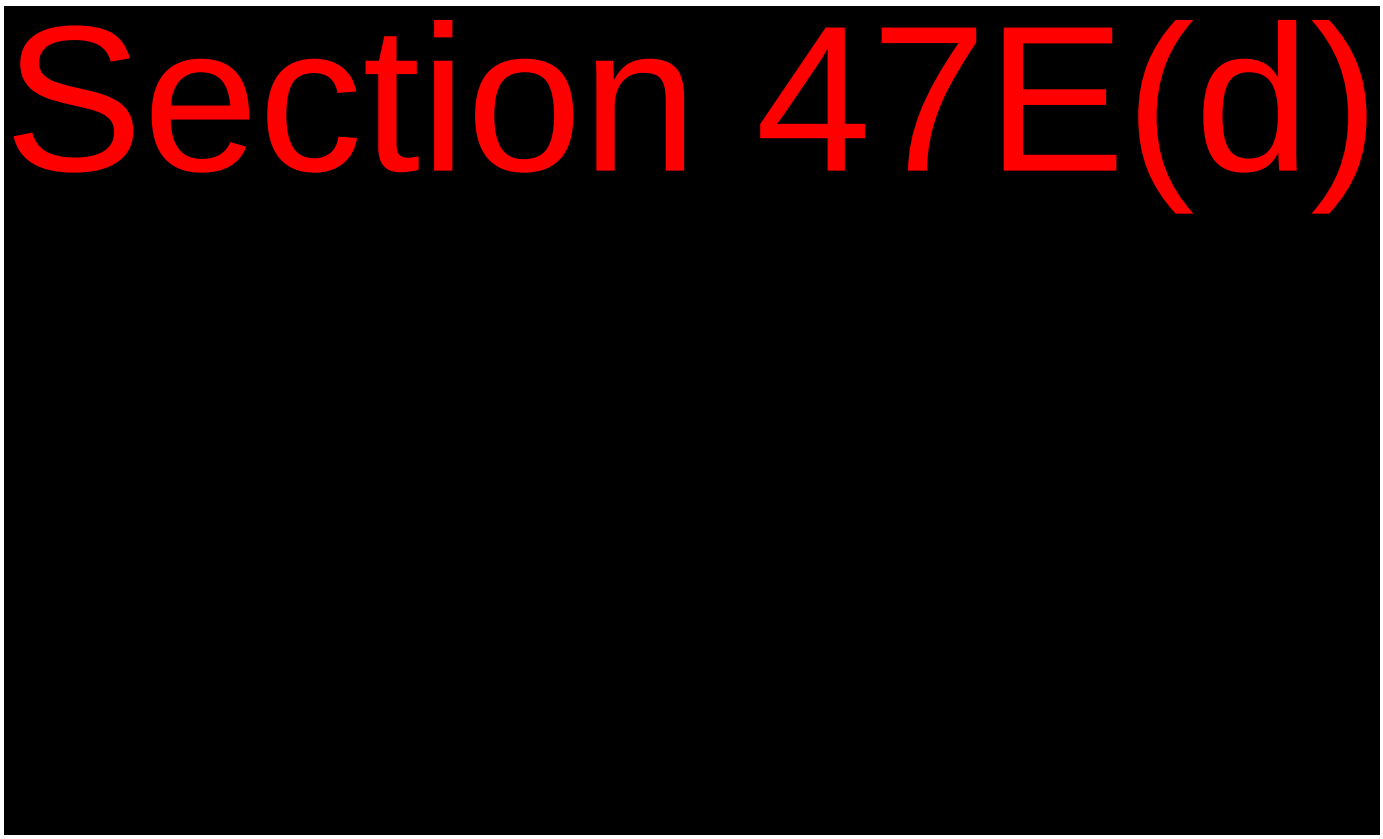
Figure 11: Example buttons



Pull-quotes

Prominence is given to important content on the website through the use of enlarged text and icons known as ‘pull-quotes’ which assist users to quickly detect high-value informational or action items.

Pull-quote examples



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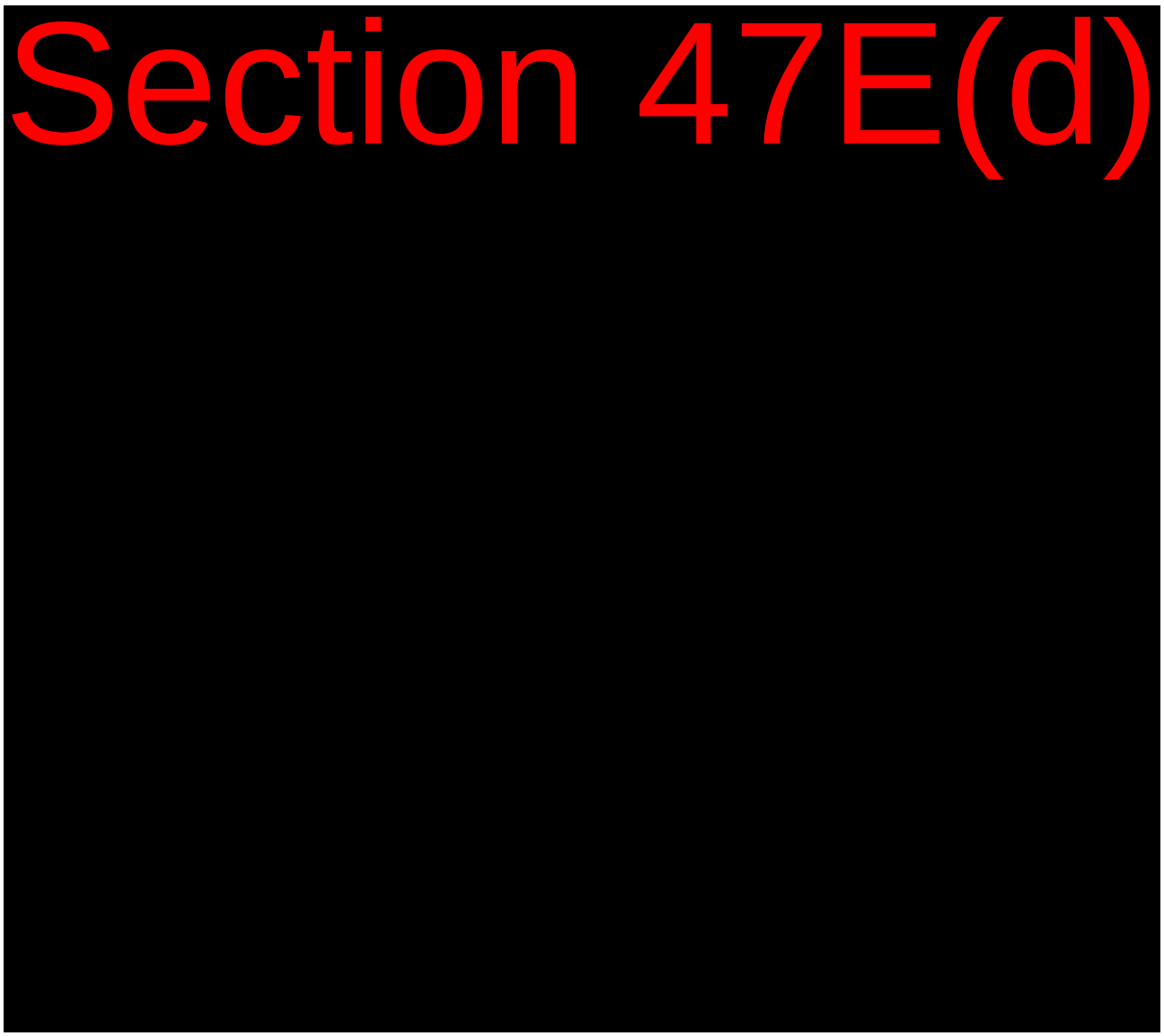
Tables

Web-based tables should conform to the following requirements:

Figure 17: Example table



Homepage banners

Website homepage banners are used to promote key messages and/or updates to stakeholders.

Homepage banners follow a template design and are produced by the Communications Team.

Images selected for a homepage banner should have a well-defined area for text that does not interfere with the main focus of the image. This area should be dark or able to be darkened to provide sufficient text colour contrast to satisfy accessibility criteria.

Text should be succinct, consisting of one topic line and a second, descriptive call to action. Text should remain clearly visible over the image and not encroach on radio buttons.

Figure 18: Example homepage banner

Homepage banner typography

Email signatures

A corporate email signature has been developed to reinforce the APVMA brand and provide stakeholders with essential contact information.

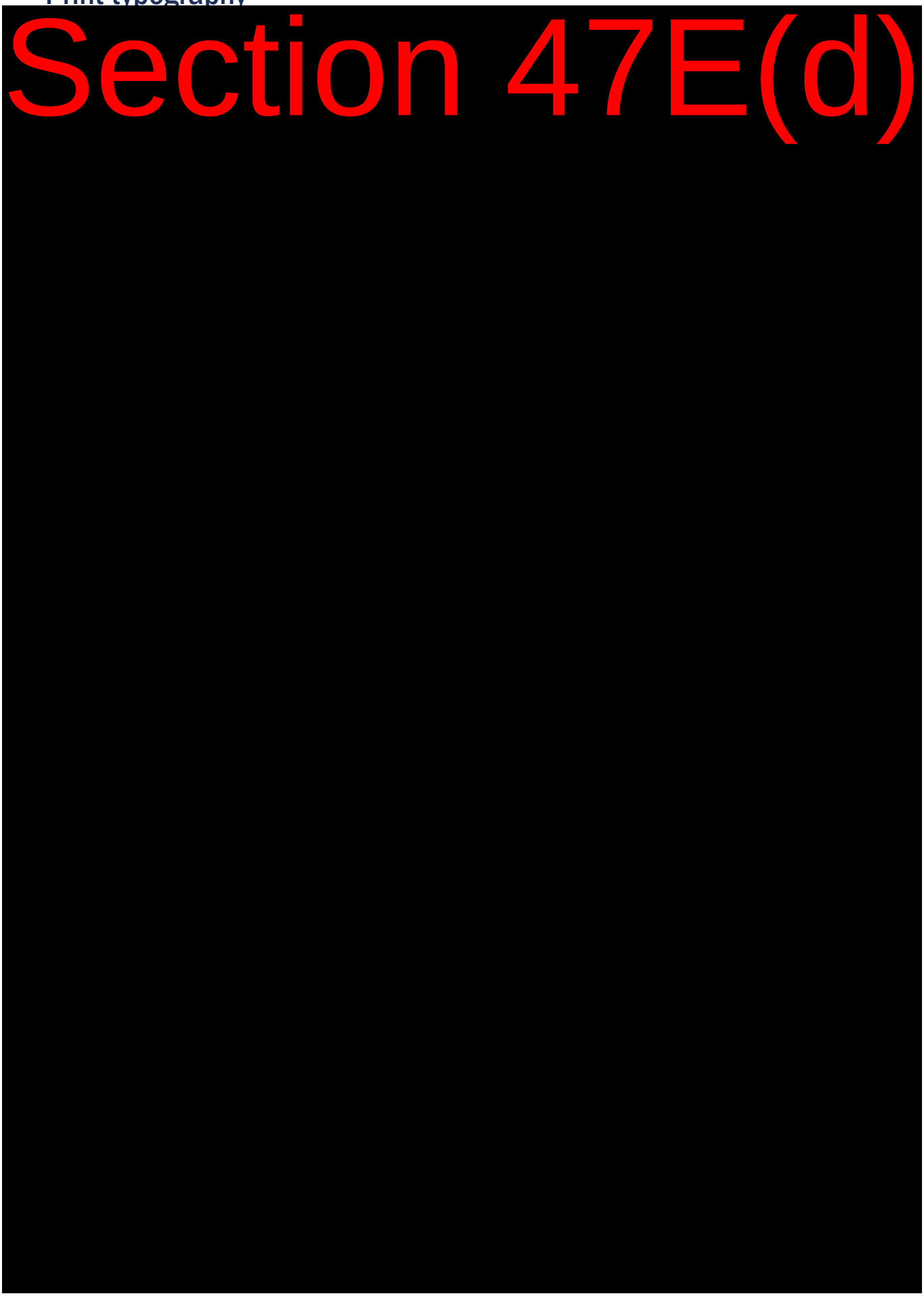
The corporate email signature template, which includes instructions on how to apply the signature, is available on the Instructional Material Library.

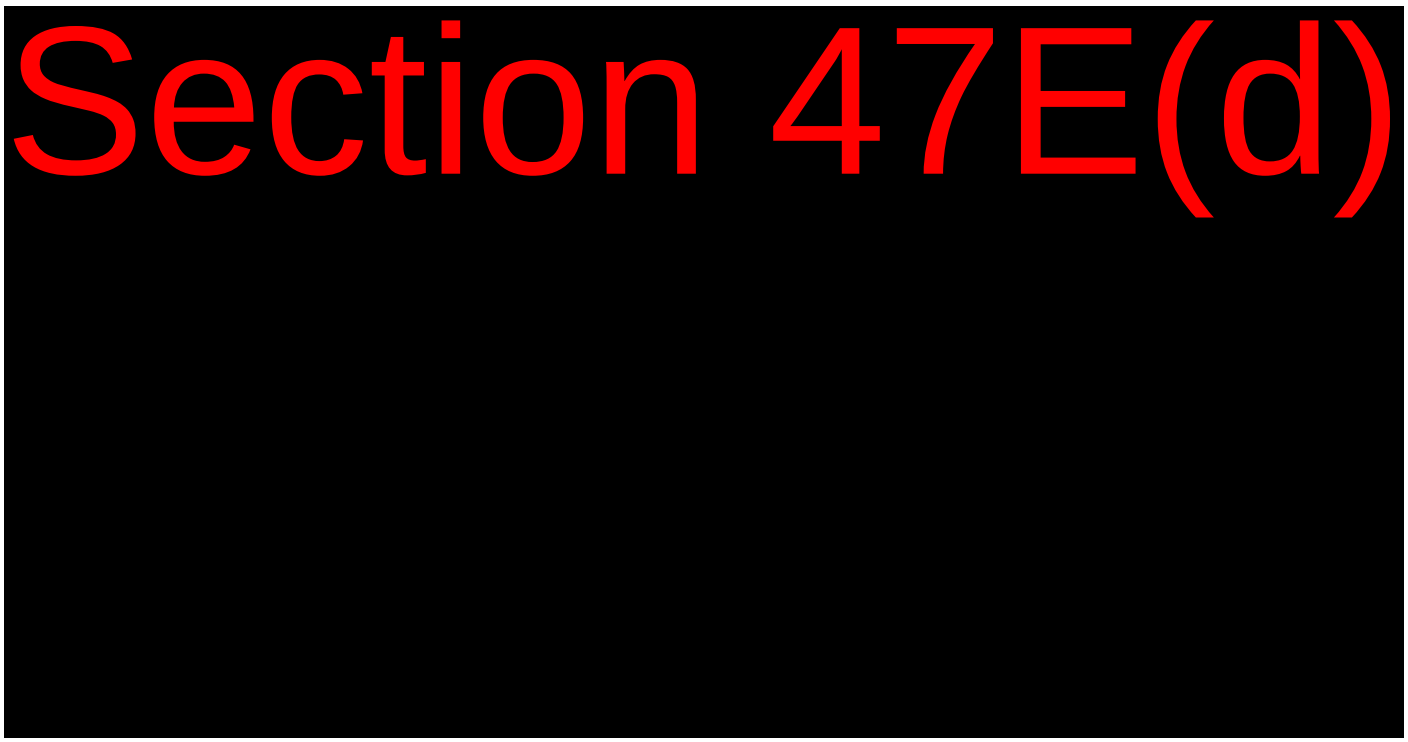
When applying the corporate email signature:

- Do: use only the fonts, colours and layout as provided
- Do not: add any text below the signature block or amend sizes or positioning of elements

Please contact the Communications Team if you require assistance.

Print typography




Section 47E(d)

Templates and promotional material

A number of document and presentation templates are available to staff on the Instructional Material Library (IML). These include:

- the publications template, a general-use template for external-facing corporate documents
- the Public Release Summary (PRS) template
- the Trade Advice Notice (TAN) template
- a PowerPoint presentation template, which can be used for both internal and external presentations.

Figure 19: APVMA document and presentation templates

In-built styles are available in the 'Styles' pane for the publications, PRS and TAN templates. The styles pane can be accessed in Microsoft Word by clicking the arrow highlighted yellow in Figure 20. A work instruction on how to use the style pane is available on the IML.

Figure 20: How to access the Styles pane in Microsoft Word

Style advice is also provided throughout the PowerPoint presentation template.

All external-facing documents and presentations should be submitted to the Communications Team for review prior to publishing or external distribution.

Fact sheets

Fact sheets are typically used for specific promotional or information purposes and provide a point-in-time resource for conferences, industry events and other marketing purposes.

The Communications Team can create fact sheets upon request.

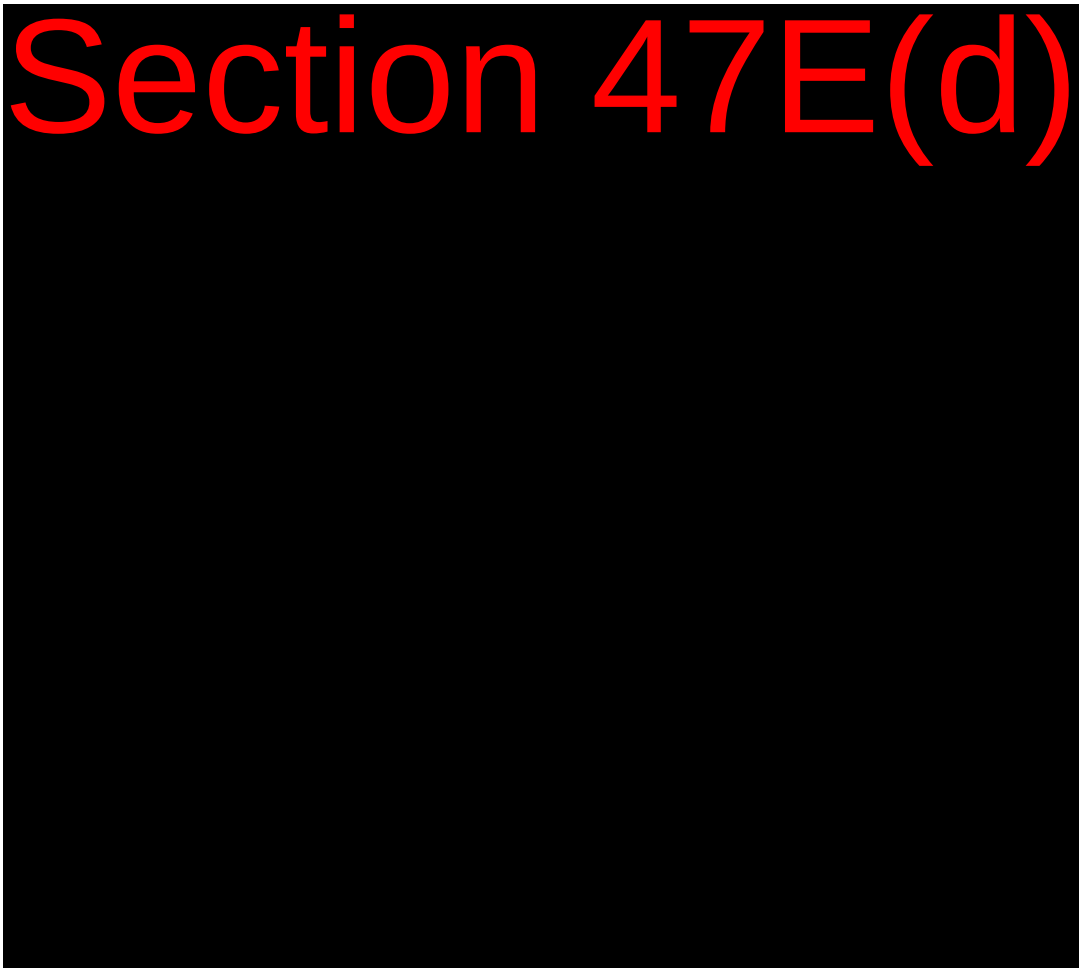
Other templates

Additional corporate templates, including the APVMA letterhead, are available on the IML. Please contact the Communications Team if you are unable to find a suitable template.

Display materials

Easily transportable, pull-up banners are available for use at events and conferences. Please contact the Communications Team if you wish to use the banners.

Figure 21: Pull-up banners



Merchandise

The Communications Team can assist with the design and quotes for promotional merchandise.