Print Style Guide

Department of Infrastructure, Regional Development and Cities
Background

This document sets out the requirements for the display of the Commonwealth Coat of Arms and the BUILDING OUR FUTURE logo on information materials relating to projects that receive funding from the Australian Government, Department of Infrastructure, Regional Development and Cities. This document echoes the requirements for use of the Commonwealth Coat of Arms, as set out by the Department of the Prime Minister and Cabinet.

Information materials cover both printed and electronic forms of publications, advertisements, brochures and media releases as well as website content. Requirements for signage are not included in this Print Style Guide, but are detailed in the Australian Government, Building Our Future Signage Guidelines.

All material involving the BUILDING OUR FUTURE logo must be cleared by the Communications Branch of the Department of Infrastructure, Regional Development and Cities. Materials for approval should be emailed to events@infrastructure.gov.au.
Contents

Background.................................................................................................................. ii
The Logo ..................................................................................................................... 2
Approved Versions .................................................................................................... 2
Positioning.................................................................................................................. 4
Isolation Zone............................................................................................................. 4
Minimum Size............................................................................................................ 5
Correct Application of the Logo ................................................................................ 6
Incorrect Application of the Logo ............................................................................. 7
Print Material Design Elements.................................................................................. 8
Order ........................................................................................................................... 8
Colour Palette............................................................................................................. 9
The Logo

Approved Versions

The branding design for Australian Government BUILDING OUR FUTURE is available in stacked and inline versions.

All versions of the design consist of four elements: the Commonwealth Coat of Arms (Convention Version 3A Solid), the words ‘Australian Government’, the colour block and the words ‘BUILDING OUR FUTURE’.

Where possible the colour logo should be used. The black and white logo should only be used where colour is restricted to black and white such as in a newspaper advertisement. Preference is given to the stacked logo. Inline versions of the logo should only be used when depth is an issue.

Australian Government Crest and BUILDING OUR FUTURE Graphic Stacked

CMYK

![Australian Government CMYK](image1)

![BUILDING OUR FUTURE CMYK](image2)

Black and White

![Australian Government Black and White](image3)

![BUILDING OUR FUTURE Black and White](image4)

CMYK Reversed

![Australian Government CMYK Reversed](image5)

![BUILDING OUR FUTURE CMYK Reversed](image6)

Black and White Reversed

![Australian Government Black and White Reversed](image7)

![BUILDING OUR FUTURE Black and White Reversed](image8)
The Logo

*Approved Versions continued*

**Australian Government Crest and BUILDING OUR FUTURE Graphic Inline**

- **Inline CMYK**
  - ![Image](image1)

- **Inline CMYK reversed**
  - ![Image](image2)

- **Inline black and white**
  - ![Image](image3)

- **Inline black and white reversed**
  - ![Image](image4)
The Logo

Positioning

On publications where the BUILDING OUR FUTURE logo is the sole brand, the logo should always have prominence over and above other images and graphic elements. Where possible, the design should be placed at the top left hand corner of the item on which it appears.

On joint branded publications, the Australian Government Crest should appear as the first logo and have prominence over state/territory logos and coats of arms. This is inline with the Australian Government Crest guidelines.

Isolation Zone

An isolation zone has been established to ensure that the design is not crowded. This zone is defined as ‘X’ and is based upon the capital size of the ‘A’ in Australian Government. This zone is a minimum dimension and it applies to every form and application of the design.

Stacked Logo — isolation zone

Inline Logo — isolation zone
The Logo

Projects funded by the Department of Infrastructure, Regional Development and Cities must use the BUILDING OUR FUTURE logo on all information products disseminated about the project such as newsletters, websites and fact sheets. Use of the Australian Government Crest alone on these materials is not acceptable.

Minimum Size

On publications where the BUILDING OUR FUTURE logo is applied, the logo must be reproduced no smaller than 20mm for the Coat of Arms. Reduction of one element over another is not an option.

Stacked

```
20mm
AG Crest
Min Size

Australian Government

BUILDING OUR FUTURE

Min size block: 38mm
```

Inline

```
20mm
AG Crest
Min Size

Australian Government

BUILDING OUR FUTURE

Min size block: 123mm
```
The Logo

Correct Application of the Logo

Consistency of application of the logo is critical to the intention of establishing and maintaining a single recognition device for the Australian Government BUILDING OUR FUTURE Program. For this reason, the integrity of the logo should be maintained at all times.

It is essential that any use of colour does not compromise the integrity of the logo. The guidelines below apply to all applications.

The logo may only be reproduced in black and the specified Pantone colours in the block pallette.

The logo can be reversed — white on black, or white on any corporate colours that are dark enough to allow for suitable legibility of the logo.

All materials using the BUILDING OUR FUTURE logo must be cleared through the relevant project officer within the Department of Infrastructure, Regional Development and Cities.
The Logo

Incorrect Application of the Logo

It is essential that any use of colour does not compromise the integrity of the logo. The examples below apply to every application of the BUILDING OUR FUTURE logo:

- the logo must not be reproduced in different colours within one publication;
- the logo must not appear in a tint or light colour on a light background colour;
- attention to contrast should always be considered as the logo must not appear as a dark colour on a dark background; and
- colours are not to be changed. When printing with limited colour, usage of the grayscale logos are recommended.

Examples of Incorrect Application

![Incorrect Application Example 1](image1.png)

![Incorrect Application Example 2](image2.png)
Print Material Design Elements

Order

When possible, the crest and BUILDING OUR FUTURE logo should be displayed on the top left corner of all collateral. When displayed with other logos and crests, the Australian Government crest and BUILDING OUR FUTURE block should appear as the first logo on the top left of the strip.

Order when state and territory logo used alongside.

Example of order application

BUILDING OUR FUTURE logo used alongside state and territory crests/logos and private companies and alliances

BUILDING OUR FUTURE logo used alongside state and territory crests/logos and private companies and alliances
Print Material Design Elements

Colour Palette

Colour for all reproduction methods must be matched as closely as possible to the Pantone standards. Allowances should be made for variations between materials.

When printing with limited colour, the BUILDING OUR FUTURE logo should appear in black and white.

Colours should never be substituted for colours not within the specified palette.

- **PMS 285**
  - C  85
  - M  52
  - Y  10
  - K  0
  - R  39
  - G  109
  - B  170

- **Black**
  - C  0
  - M  0
  - Y  0
  - K  100
  - R  0
  - G  0
  - B  0