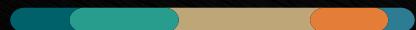




Australian Government

**BUILDING AUSTRALIA**



# Building Australia Brand Guidelines

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**Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts**

# Introduction

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This document sets out the requirements for the display of the Building Australia logo on information materials relating to projects that receive funding from the Australian Government, Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts (the department).

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, invitations, advertisements and brochures as well as website content.

Requirements for signage are not included in these Brand Guidelines, but are detailed in the Australian Government Building Australia Signage Guidelines.

All material involving the Australian Government Building Australia logo must be cleared by the department.

Materials for approval should be emailed to [events@infrastructure.gov.au](mailto:events@infrastructure.gov.au).

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# The logo

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## Approved versions

Projects funded by the department must use the Australian Government Building Australia logo on all information materials disseminated about the project such as newsletters, invitations, websites and fact sheets. Use of the Commonwealth Coat of Arms alone on these materials is not acceptable.

The logo brand for Australian Government Building Australia is available in stacked, inline and strip versions in both colour (cmyk, rgb) and mono. Where possible the colour logo should be used. The mono 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 and strip versions of the logo should only be used when depth is an issue.

All versions of the design consist of four elements: the Commonwealth Coat of Arms (Convention Version 3A Solid), the words 'Australian Government', the words 'Building Australia', and the colour block.

### Stacked version



Stacked colour



Stacked mono



Stacked colour reversed



Stacked mono reversed

# The logo

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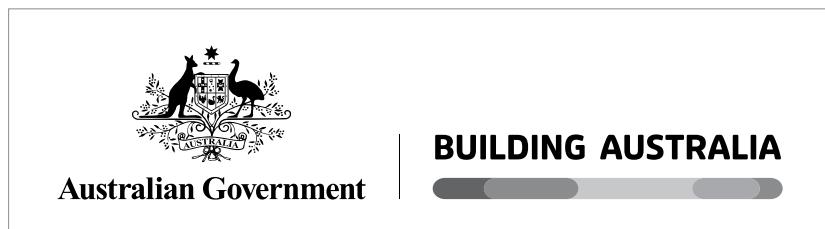
Inline version



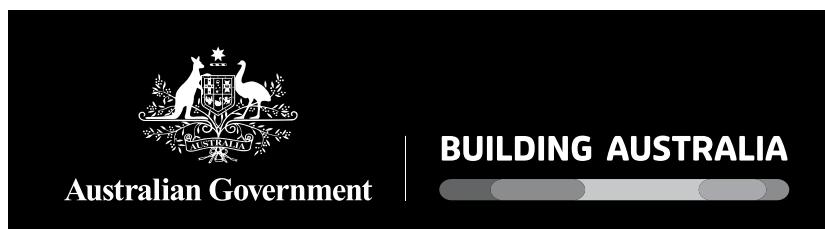
Inline colour



Inline colour reversed



Inline mono



Inline mono reversed

Strip version



Strip colour



Strip colour reversed



Strip mono



Strip mono reversed

# The logo

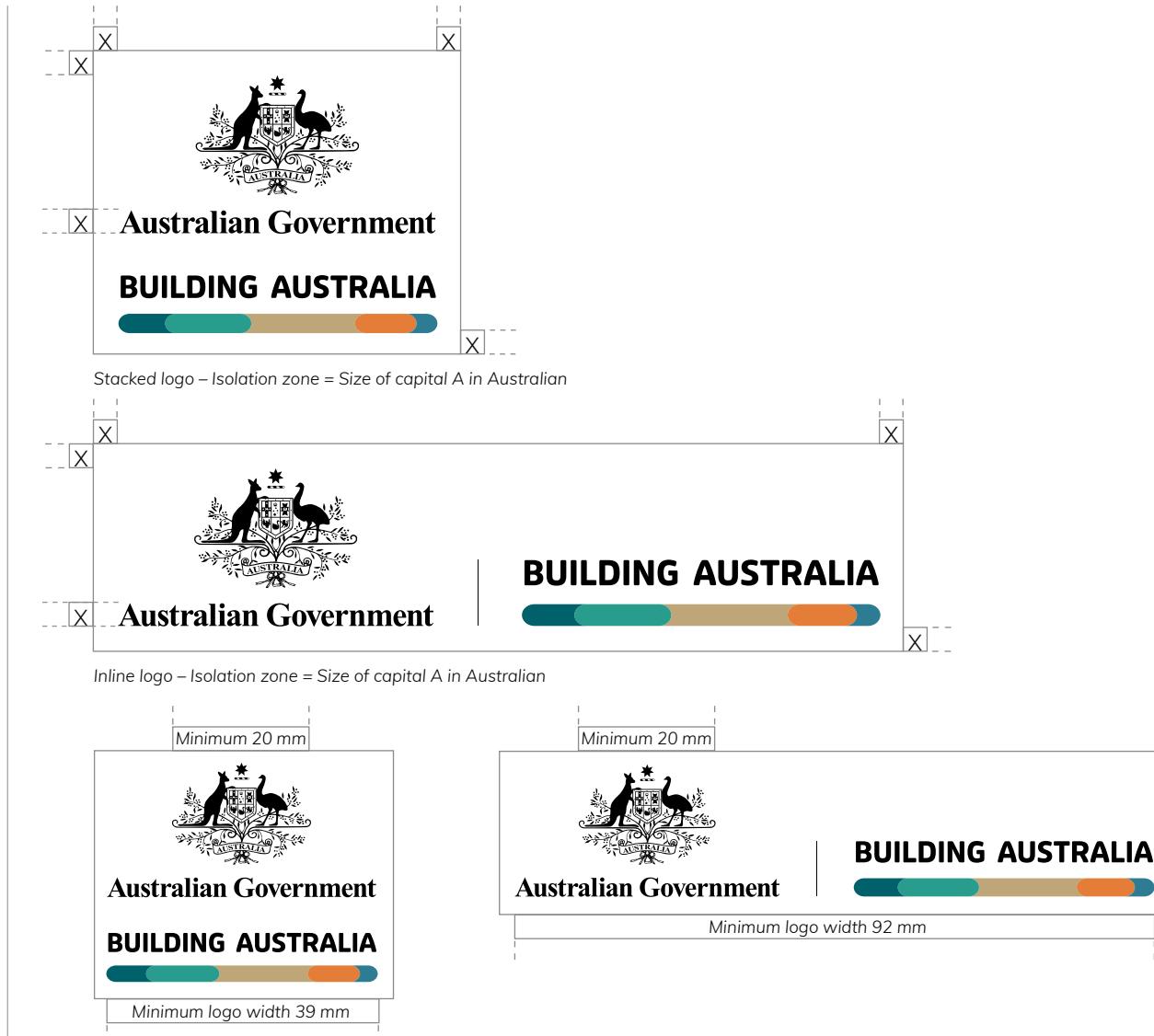
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## Isolation zone

An isolation zone has been established to ensure that the design is not crowded. No images or text is to appear in this zone. This zone is defined as 'X' and is based upon the size of the capital 'A' in Australian Government. This zone is a minimum dimension and it applies to every form and application of the design.

## Minimum size

On material where the Australian Government Building Australia logo is applied, the logo must be reproduced no smaller than 20 mm for the Coat of Arms. Reduction of one element over another is not an option.



# The logo

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## Correct application of the logo

Consistent application of the logo is critical to establish and maintain recognition of the Australian Government Building Australia brand. 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 logo may only be reproduced in the specified colours in the colour palette on page 9.

When using the reversed version of the logo, the preference is to reverse it out of black. If reversing out of corporate colours, ensure the colours are dark enough to allow for suitable legibility of the logo and to comply to WCAG2.0 AA colour contrast requirements.

All material involving the Australian Government Building Australia logo must be cleared by the department.

Materials for approval should be emailed to [events@infrastructure.gov.au](mailto:events@infrastructure.gov.au).



Stacked colour



Stacked mono



Stacked colour reversed



Stacked mono reversed

# The logo

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## Incorrect application of the logo

It is essential that any use of colour does not compromise the integrity of the logo. The examples on this page apply to every application of the Australian Government Building Australia logo:

- attention to contrast should always be considered as the logo must not appear as a dark colour on a dark background or photo as per Box A and B
- the logo must not appear in a tint or light colour on a light background colour or pattern as per Box C and D
- the logo must not be reproduced in different colours within one publication
- colours are not to be changed. When printing with limited colour, usage of the mono logos are recommended.



Box A – Example of incorrect application



Box B – Example of incorrect application



Box C – Example of incorrect application



Box D – Example of incorrect application

# The logo

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## Positioning

On material where the Australian Government Building Australia 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.

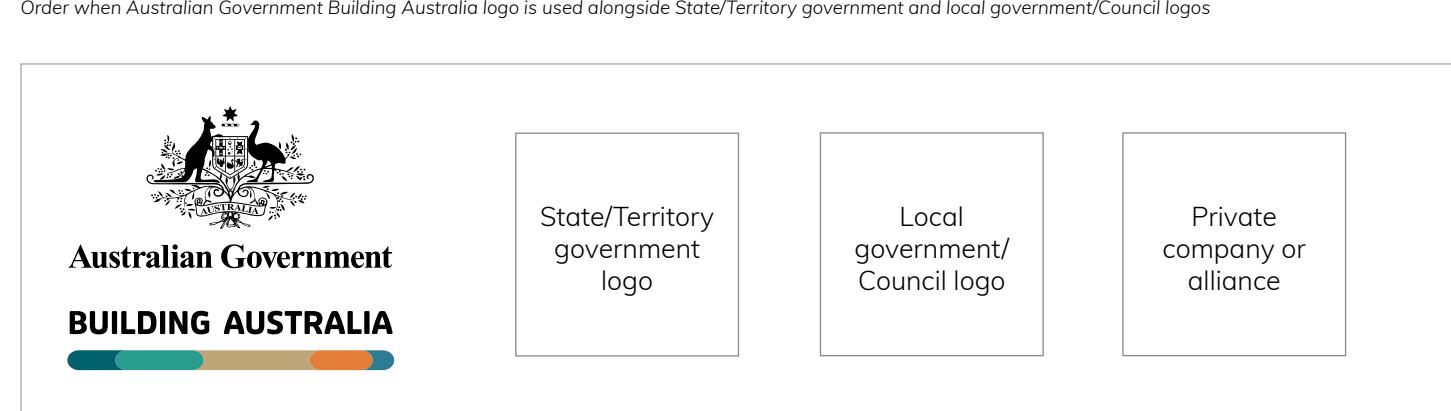
## Multiple logo applications

Where a product is jointly branded, the Australian Government Building Australia logo is to be placed in the primary position, to the left-hand side of the branding block. When more than one logo is required materials are to be branded in the following order:

1. Australian Government Building Australia
2. State/Territory government
3. Local government/Council
4. Private company or alliance.

The Australian Government Building Australia logo should always take prominence over all other logos.

Please ensure logos look balanced in size and position within the space provided.



# Colour palette

Colour for all reproduction methods must be matched as closely as possible. Allowances should be made for variations between materials. When printing with limited colour, the Australian Government Building Australia logo should appear in mono.

## Accessibility

The colours in the Australian Government Building Australia logo palette have been chosen to give a general compliance to WCAG2.0 AA colour contrast requirements adopted by the Australian Government for all web and publication design.

Use colour checking software or websites to compare two colours to ensure a minimum contrast level is met for text and graphical objects. [Vision Australia](#) offer free tools and resources including [Colour Contrast Analyser](#).

## Contrast legend

The examples show text in black and white on the swatches.

Swatches shown with an 'Aa' meets contrast requirements for the black/white text colour.

Swatches shown with only an 'A' must be a minimum font size of 14pt bold or 18pt regular.

Swatches without a symbol in black/white text do not meet contrast requirements; avoid using these combinations.

## Primary colour palette

### Black

C 0 M 0 Y 0 K 100  
R 0 G 0 B 0  
HEX/HTML # 000000

Aa

### White

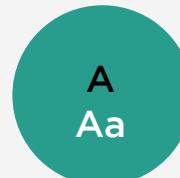
C 0 M 0 Y 0 K 0  
R 100 G 100 B 100  
HEX/HTML # ffffff

Aa

## Secondary colour palette



Ocean  
C 100 M 10 Y 36 K 48  
R 0 G 97 B 105  
HEX/HTML # 006169



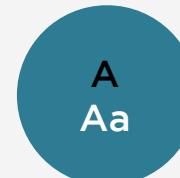
Teal  
C 78 M 17 Y 51 K 1  
R 40 G 157 B 142  
HEX/HTML # 289d8e



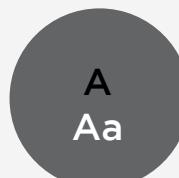
Sandstone  
C 26 M 31 Y 58 K 1  
R 191 G 166 B 121  
HEX/HTML # bfa679



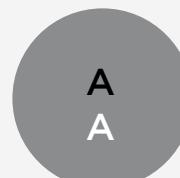
Tangerine  
C 8 M 61 Y 89 K 0  
R 228 G 126 B 56  
HEX/HTML # e47e38



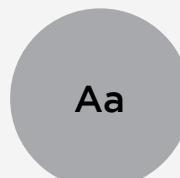
Slate blue  
C 82 M 40 Y 32 K 5  
R 46 G 124 B 147  
HEX/HTML # 2e7c93



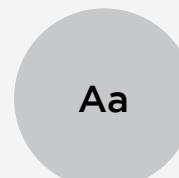
Black tint 75%  
C 0 M 0 Y 0 K 75  
R 99 G 100 B 102  
HEX/HTML # 636466



Black tint 55%  
C 0 M 0 Y 0 K 55  
R 138 G 140 B 142  
HEX/HTML # 8a8c8e



Black tint 40%  
C 0 M 0 Y 0 K 40  
R 167 G 169 B 172  
HEX/HTML # a7c9ac



Black tint 25%  
C 0 M 0 Y 0 K 25  
R 199 G 200 B 202  
HEX/HTML # c7c8ca



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