Visibility and recognition

Guidelines for managing contractors

March 2012

What is the AusAID brand?

Branding is defined as the entire experience people have with an organisation and its activities. It's what the organisation is seen to stand for, the commitments it makes and the 'personality' it conveys. It is perceived through the images it shows, the messages it delivers, and the way it interact with people and organisations.

The visual elements of the AusAID's brand are portrayed through its logo, colour palette and 'look and feel' which are all part of its publications, website, signage, and badged clothing. For the visual elements of the brand to work, they must be used consistently.

The AusAID brand is also built through public recognition—the quality of AusAID's work and the generosity of Australia's aid program being acknowledged publicly, for example at launches and other events, through the media and in speeches.

The guidelines in this document are compulsory for all managing contractors and applicable for all activities funded by AusAID.

Additional information is available from www.ausaid.gov.au/logo and from the Communications, Ministerial and Transparency Branch in Canberra.

Brand architecture and the use of logos

AusAID crest logo

Australian Government
AusAID

Australian Government
AusAID

The AusAID crest logo is our primary logo. It signifies our place as an Australian Government agency and represents the organisation and its staff. Its use is governed by guidelines issued by the Department of the Prime Minister and Cabinet and it must always be used within Australia. It should also be used overseas to represent AusAID. It can be used inline or stacked, and can be produced in a dark solid colour or reversed-out white against a dark solid colour.

Australian Aid identifier

Australian AID

The Australian Aid identifier represents the product AusAID delivers—Australian aid. Our products and activities **overseas** should always be identified by the Australian Aid identifier, including products delivered as humanitarian assistance. In some situations, for example in publications, both the AusAID crest logo and the Australian Aid identifier are used. The identifier can also be used to identify the products other Australian Government agencies deliver through Official Development Assistance (ODA), but at this stage its use is not mandatory outside of AusAID.

AusAID word mark

AusAID

AusAID makes use of the AusAID word mark on its badged clothing. This has the word AusAID printed in a particular font and with particular spacing. On clothing it allows the wearer to be quickly identified as an AusAID staff member. Only AusAID staff can wear clothing with the AusAID word mark.

Australian Government crest logo

The Australian Government crest logo can be used instead of the AusAID crest logo when it is necessary to identify the involvement of more than one Australian Government agency.

An Australian Government Initiative crest logo

The 'An Australian Government Initiative' crest logo may be used on products in conjunction with another logo. Its use should first be discussed with the Communications, Ministerial and Transparency Branch.

Australian Embassy and High Commission branding

Media releases issued by Post should use the Embassy or High Commission letterhead and should quote the Ambassador or High Commissioner. With the permission of the Head of Mission (HoM), media releases about the Australian aid program may include the Australian Aid identifier as well. Letterhead at Post can be that of the Embassy/High Commission or the AusAID Post. It is the decision of the HoM.

Australia Awards

Australia Awards includes all the AusAID development awards—Australian Leadership Award Fellowships, Short Course Awards, Australian Development Scholarships, Australian Leadership Award Scholarships, Supplementary Leadership Awards, Australian Leadership Development Scholarships, Prime Minister's Pacific-Australia Awards, Allison Sudrajat Awards and Greg Urwin Awards.

Australia Awards do NOT come under AusAID branding.

Australia Awards has its own logo because it is a whole-of-Government brand. Its use is governed by its own brand guide and style guide. The Australia Awards Secretariat is in DFAT.

Co-branding with partner country logos

Where the logo of a partner country is being used to imply a joint program or partnership, there are a number of options which can be used.

If the funding is solely Australian aid, our branding should prevail with the logo of the partner country in a supporting position. It is our preference to use the Australian Aid identifier, but if the partner government is uncomfortable with this, it is possible to use the AusAID crest logo AND the Australian Aid identifier.

Co-branding with other logos

The preferred option would be to use the Australian Aid identifier in matching size with the logo of the partner(s). The logo of the largest donor would usually go first, that is, be placed highest or on the left. If Australia is the largest donor, our preferred branding styles should prevail. If Australia is not the largest donor, we will most likely be required to follow the branding style of the largest donor. The Australian Aid identifier should be used to identify our involvement.

Other programs

- Australian Volunteers for International Development is a program name, not a logo. Its style uses the AusAID logo and the Australian Aid identifier in Australia. In many situations overseas, it will be possible to use just the Australian Aid identifier. Discuss with the Communications, Ministerial and Transparency Branch. Because of the complications regarding the use of the implementing partners' logos, full branding guidelines for Australian Volunteers for International Development are available here.
- The Australia-Indonesia Partnership logo is no longer to be used.
- Established program names, such as the Education Resource Facility, the Australia-Indonesian Basic Schools Program or the Australia-Tonga Partnership for Development, must be used in conjunction with the AusAID crest logo (in Australia) or the Australian Aid identifier (overseas), but are themselves **not** logos.

Brand Australia

AusAID does not make use of the brand Australia logo or strap line (Australia Unlimited) in any situation.

Guidelines for managing contractors

These guidelines have been developed to help managing contractors ensure that Australian Government funding is acknowledged appropriately. Due recognition of Australian Government funding applies to everything and should be clearly indicated.

It is not optional.

Recognising Australian identity and the support of the Australian Government is an Australian Government requirement.

Visibility and recognition should be upfront and obvious, so that Australians and people overseas are clearly and immediately informed of the extent of Australia's contribution. This transparency shows where and how Australian Government funds are being used.

Visibility and recognition applies to *everything* – project signage, publications, annual reports, events, websites, sponsorship materials, merchandise, media releases, marketing and promotional material, speeches and interviews.

The Australian Government has chosen to use an Australian Aid identifier to badge aid products and activities outside of Australia. Its clear language and iconic kangaroo image are easily recognised. It is not necessary to use the AusAID crest logo unless instructed to do so.

In circumstances where the use of the Australian Aid identifier would not be culturally or politically appropriate, detrimental to achieving the project outcomes or could compromise the safety and security of staff, a common sense approach will be taken. Any decision not to use the Australian Aid identifier must be discussed with the relevant Post and the Post will need to seek an exemption from the Communications, Ministerial and Transparency Branch in Canberra.

The Australian Aid identifier

The Australian Aid identifier has been designed to badge aid projects and activities being undertaken with Australian Government funding. It is available in different formats from the AusAID website http://www.ausaid.gov.au/about/logo.cfm The identifier cannot be modified in any way.

Letterhead, business cards and with compliments slips

People working for managing contractors **must not** use the AusAID crest logo (or any other Australian Government logo) on their stationery as this could incorrectly imply that the organisation was connected to the Australian Government or that the person was an Australian Government employee.

If a project being managed by the contractor has its own stationery (i.e. not the company stationery), the Australian Aid identifier should be used along with one of following statements of acknowledgement. Refer to the AusAID Graphics Manual.

- Australian Volunteers for International Development—Australian Aid
- Where AusAID fully funds the project, the Australian Aid identifier should be used in the dominant position on any project stationery. The logo of a contractor or other agency can be included at the bottom along with wording such as: Australian Aid—managed by xxxx on behalf of AusAID.
- Where AusAID is the majority funder of a project, the Australian Aid identifier should be in the dominant position and any other logos placed in lesser positions, preferably at the bottom. Wording such as, xxxx is supported by Australian Aid, xxx and xxx can be used.
- Where the project is partly funded by AusAID and another agency, business or government is the major funder, the branding guidelines of the major supporter should be followed but include either the Australian Aid identifier or the words: Supported by Australian Aid.

No project logos are to be designed or used.

All communication/promotional and marketing materials

All hard copy and electronic communication, promotional and marketing materials (including promotional advertisements but **not** including advertisements for employees or sub-contractors) must feature the Australian Aid identifier.

The Australian Aid identifier must be positioned on the front cover of all publications such as books, brochures, maps and folders and the opening screens of DVDs, PowerPoint presentations and CDs. It should be in a prominent position but, allowing for flexibility in design, does not have to be in the top left corner.

The logo of the managing contractor may also appear on the front cover of publications and the opening screens of DVDs PowerPoint presentations and CDs. The relationship between the managing contractor and AusAID should be made clear through the use of the words:

- Australian Aid—managed by xxxx on behalf of AusAID where the project is fully funded, or majority funded by AusAID
- xxxx is supported by Australian Aid, xxx and xxx or Supported by Australian Aid where the project is partly funded by AusAID and another agency, business or government is the major funder.

Advertisements for employees and sub-contractors

Advertisements for employees or sub-contractors to work for the managing contractor **must not** include either the AusAID crest logo or the Australian Aid identifier. The use of these may falsely imply that AusAID, rather than the managing contractor, is the employer.

Advertisements for employees or sub-contractors for AusAID funded projects must feature one of the following two statements of acknowledgement.

- Australian Aid—managed by xxxx on behalf of AusAID where the project is fully funded, or majority funded by AusAID
- xxxx is supported by Australian Aid, xxx and xxx or Supported by Australian Aid where the project is partly funded by AusAID and another agency, business or government is the major funder.

Project signage

Project signage needs to suit local conditions and reflect the partnerships through which the project is delivered.

Project signage must include the Australian Aid identifier.

It can also include:

- project name
- the company name of the managing contractor and their logo
- a statement regarding the expected outcomes of the project
- the partner government's logo (if they agree) and any other contributing partner logo
- any other information specific to the country's requirements.

Refer to the AusAID Visual Identity Guidelines for examples.

Where a partner government logo also appears and the Australian Government provides most of the funding, then the Australian Aid identifier should be prominent, on the left hand side of the sign.

It is preferable not to use flags to seek recognition as the Australian flag is difficult to reproduce and easily confused with other flags. If there are a number of other partners wanting to use flags and Australia is not taking the lead role in the project, then it is permissible to use an Australian flag.

No acronyms should be used on signage.

The cost of developing signage and other materials to promote Australian identity is a project responsibility and forms part of the contracting arrangements. Signs must be maintained in good condition and removed once the managing contactor's role has finished.

No specific project logos are to be used—this includes country program logos.

Merchandise

Managing contractors working on behalf of AusAID who wish to use the Australian Aid identifier and/or a supporting statement on merchandise (for example, pens or mugs) must obtain permission from AusAID's Communications, Ministerial and Transparency Branch in Canberra through their contact officer at Post.

Neither the AusAID crest logo nor the Australian Aid identifier or associated statements are to be placed on clothing of any description unless authorised by AusAID's Communications, Ministerial and Transparency Branch in Canberra.

Vehicle signage

Project vehicle signage (if required) should include:

- project/program name
- the Australian Aid identifier car sticker and partner government emblem/logo if agreed.

Project websites

Websites built as project deliverables, or to keep people in touch with progress on a project, must appropriately acknowledge Australian Government funding if built using AusAID funding. They must also comply with Australian Government requirements regarding accessibility. Links should also be made between the AusAID website and the project website (both ways).

Where the project is fully funded or majority funded by AusAID, the front page must include:

- the Australian Aid identifier (on the left hand side of the header)
- project name
- the company name of the managing contractor and their logo (but not once their involvement has ceased)
- the statement: Australian Aid, managed by xxx on behalf of AusAID
- the partner government's logo (if they agree) and any other contributing partner logos.

Where the project is partly funded by AusAID and another agency, business or government is the major funder, the front page must include the Australian Aid identifier.

It is preferable not to use flags to seek recognition as the Australian flag is difficult to reproduce and easily confused with other flags. If there are a number of other partners wanting to use flags and Australia is not taking the lead role in the project, then it is permissible to use an Australian flag.

Avoid using project acronyms on the front page of a website—it is much better to spell them out.

The AusAID crest logo, the Australian Government crest logo and the An Australian Government Initiative crest logo must not be used on project websites.

For further information and advice

AusAID Communications, Ministerial and Transparency Branch

Tel: +61 2 6178 4707

publications@ausaid.gov.au

Frequently asked questions

Where do I get copies of the logos and the identifier?

Copies of the logos and identifier in a variety of formats are available from the AusAID website under About AusAID: http://www.ausaid.gov.au/about/logo.cfm

Can I make changes to the logos or the identifier?

No, the logos and identifier cannot be modified in any way. If resizing the logos or identifier, take care not to distort them either horizontally or vertically. The image should be manipulated from the corner in order to maintain the proportions.

What colours should the logos and identifier be printed in?

The AusAID crest logo should be printed in a dark, solid colour or in white against a dark, solid colour. Contact the Communications, Ministerial and Transparency Branch if in any doubt.

The Australian Aid identifier can be printed in blue (PMS 280) and red (PMS 185), in all black against a solid white colour, in all white (reversed out) against a solid dark colour, or in white and red (PMS 185) against a solid dark colour.

Who is responsible for the visual identification?

ADGs, Minister-Counsellors and Counsellors are responsible for ensuring accurate and appropriate visual branding on all programs and projects for which they are responsible. The Communications, Ministerial and Transparency Branch can provide advice and assistance.

Can I give the logos and the identifier to other organisations?

Yes, but they should be accompanied by the appropriate guidelines. Logos, the identifier and guidelines are available from the website under About AusAID: http://www.ausaid.gov.au/about/logo.cfm

Can country or regional programs have their own logos?

No.

Can we develop logos for specific campaigns, special events, special programs etc?

Generally speaking, no. Requests, however, will be considered on their merit and must be approved by the Assistant Director General, Communications, Ministerial and Transparency Branch.

Can I translate the logo, the identifier or the acknowledgement statements into other languages?

The logo and identifier should remain in English but acknowledgement statements can be translated.

What about a partner's own website?

Partner websites are requested to acknowledge AusAID as a source of funding where appropriate. Project websites must acknowledge Australian Aid by using the identifier and must comply with Australian Government standards with regard to accessibility. Partner and project websites should not use the AusAID crest logo, the Australian Government crest logo or the An Australian Government Initiative logo.

Should the Australian Aid identifier be larger than other logos?

If AusAID is the major donor and lead partner, then the identifier should be the most prominent, for example it should be placed in front or above others. It can be larger if the design warrants that.

Does every single item need to be badged?

No, judgement is required to determine what is reasonable. If AusAID funded the building of a school, signs during construction and a plaque on completion would be preferable to every chair and desk being badged.

How do you get an exemption from badging?

Exemptions are possible but not common. Exemptions will be considered in cases where lives or projects are at risk, where badging is illegal, where credibility would be compromised, where badging might hinder the working of an item or where inappropriate (for example on toilets or condoms). All exemptions must be approved by the Communications, Ministerial and Transparency Branch and the relevant DDG. The Minister's office may be consulted in the granting of an exemption.

What about waivers in humanitarian situations?

Waivers will be considered if items will be delayed and lives risked. Waivers must be requested in the same way as exemptions.

How will compliance be monitored?

All project managers are required to ensure these guidelines are adhered to by managing contractors, NGOs and multilateral partners. Counsellors and Minister-Counsellors have overall responsibility at Posts and ADGs have overall responsibility in Australia. Counsellors, Minister-Counsellors and ADGs will be advised of any instances of non-compliance brought to the attention of the Communications, Ministerial and Transparency Branch.