



**Australian Government**  
**Department of Foreign Affairs and Trade**



# **Pacific Labour Scheme**

**PACIFIC LABOUR SCHEME  
BRANDING GUIDELINES**

## INTRODUCTION

The Pacific Labour Scheme (PLS) is an important aspect of Australia's stepped-up engagement with the Pacific, providing opportunities for workers from select Pacific island countries to gain income and skills, while helping employers in rural and regional Australia fill labour shortages. The scheme builds on the success of the Northern Australia Worker Pilot Program (NAWPP) and the Seasonal Worker Programme (SWP) by meeting employer demand for low and semi-skilled workers in rural and regional Australia. The Department of Foreign Affairs and Trade (DFAT) and the Department of Jobs and Small Business (DJSB) lead Australia's labour mobility programmes in partnership with Home Affairs, the Fair Work Ombudsman (FWO) and the Pacific Labour Facility (PLF).

The PLF connects Australian employers with Pacific workers and supports the administration of the PLS in partnership with DFAT. The PLF will also provide targeted support to the SWP.

## BRANDING POLICY

Branding is a key mechanism for enhancing the visibility of the Australian Government's international activities and initiatives. Correct branding also maximises recognition of the development role played by the Australian Government and increases the accountability and transparency of Australia's aid program.

Having a consistent visual design and branding is essential for projecting a coherent image of a modern and professional department. Branding and visual identity helps build DFAT's reputation, and is an important tool in helping the public determine that the information they are seeing is authentic and credible.

We brand Australia's labour mobility activities to ensure DFAT's support is **appropriately acknowledged and visible**. The Pacific Labour Scheme logo is the main branding mechanism for all DFAT funded labour mobility activities. It should be used to brand all DFAT funded labour mobility activities.

The branding policy applies to all Pacific Labour Scheme communications and public diplomacy activities. Contractors must adhere to visibility and acknowledgement clauses in contracts and agreements.

## UNDERSTANDING THE BRAND

There are two elements in the PLS logo – the red kangaroo and the text Pacific Labour Scheme. The Kangaroo must be printed in red (PMS 185) and the text Pacific Labour Scheme in blue (PMS 280). CMYK equivalents of the PMS colours may also be used. It can also be in all black against a solid pale colour, in all white (reversed out) against a solid dark colour.

1. The PLS logo should be used for all activities/products related to the scheme. The horizontal layout is the preferred layout with the square layout to be used when the preferred layout is not suitable.



> [Download this image](#)



The logo is available on the DFAT website in multiple file type and different colour options to use against a light/dark backgrounds: <https://dfat.gov.au/geo/pacific/engagement/pacific-labour-mobility/Pages/multimedia.aspx>

2. When the situation reflects collaborative involvement of DJSB then use the PLS logo alongside the SWP logo as shown below to represent a joint voice. Both logo sizes must match to indicate equal participation.



Please contact DJSB via [SeasonalWorker@jobs.gov.au](mailto:SeasonalWorker@jobs.gov.au) for SWP logo files.

3. The Department of Foreign Affairs and Trade Coat of Arms logo represents the agency and its staff. In common with other Australian Government departments and agencies, it features the Australian Coat of Arms and as such its use is governed by guidelines issued by the Department of Prime Minister and Cabinet. It should be used when Australian Government support needs to be acknowledged, domestically or overseas. For instance, the Pacific Labour Mobility Annual Meeting (PLMAM) where multiple countries support the activity and acknowledgement is at a country, rather than a program level. Please consult with [pacificlabourmobility@dfat.gov.au](mailto:pacificlabourmobility@dfat.gov.au) before using the Coat of Arms.

## Co-branding

PLF staff should collaborate with the Pacific Labour Mobility team in DFAT and DJSB when co-branding products and communication activities. When co-branding with other implementing partners the PLS logo should be prominent and on the top left corner. The PLF must consult with [pacificlabourmobility@dfat.gov.au](mailto:pacificlabourmobility@dfat.gov.au) to discuss co-branding.

The managing contractor's logo cannot be used alongside the PLS logo on top of the page. However, it can be placed at the bottom of the page, with their logo alongside it with the following text:

*[project or initiative name] is supported by the Australian Government and implemented by [insert implementing partner] [insert implementing partner's logo].*

## Creation of new logos

Implementing partners must NOT create or commission any new logos, programme identities or other branding outside the PLS and SWP logos as listed above. The logo must NOT be modified in any way. Care must be taken that they are not distorted either horizontally or vertically when resizing them.

# APPLYING THE BRAND

## Merchandise

Permission to use the PLS logo and/or a supporting statement on any merchandise (for example program clothing, pens, mugs or drink bottles) must first be obtained from the Pacific Labour Mobility team via email [pacificlabourmobility@dfat.gov.au](mailto:pacificlabourmobility@dfat.gov.au). Implementing contractors must provide a written request outlining the positive benefits for the project and for the Australia's labour mobility initiatives, and only where this can be demonstrated will permission be granted.

The Australian Government crest logo must not be placed on clothing. Contact [pacificlabourmobility@dfat.gov.au](mailto:pacificlabourmobility@dfat.gov.au) to seek permission.

## Communication, promotional and marketing material

All communication, promotional and marketing material must feature the logo. The PLS logo must be positioned on the front cover of all publications, including books, brochures, maps and folders, on the opening screens of electronic presentations such as Powerpoints, DVDs and online video clips. It should be in a prominent position, preferably in the top left corner.

The logo of a partner government, DJSB or managing contractor may also appear on the front cover of all publications and on the opening screens of Powerpoints and online video clips. However, you need to ensure that the following text is used:

You can adapt any of the following four sentences for use in any communication product.

- In [Financial Year], [Organisation] was supported by the Australian Government through the Department of Foreign Affairs and Trade.
- [Organisation] is supported by the Australian Government through the Department of Foreign Affairs and Trade.
- [Organisation] receives support from the Australian Government through the Department of Foreign Affairs and Trade.
- [Organisation] acknowledges the support of the Australian Government through the Department of Foreign Affairs and Trade.

## Events

PLS pull up banners can be used for all events related to labour mobility and/or Pacific Step Up initiatives. Files to create pull up banners are available on request from the Pacific Labour Mobility team, please contact the team before printing banners.

## Social Media



### Pacific Labour Scheme

PLS social media activity is via Twitter (primarily @dfat), Facebook and Instagram. The Facility is also encouraged to contribute to the DFAT blog and the Australian Aid YouTube Channel.

PLS social media content is available on the Multimedia subpage on the internet (<https://dfat.gov.au/geo/pacific/engagement/pacific-labour-mobility/Pages/multimedia.aspx>).

Contractors should:

- follow all relevant DFAT social media accounts and keep up-to-date with the latest news
- regularly tweet and post about PLS-related activities
- retweet or share any content that includes your handle (and encourage others with an interest in the subject to engage as well)
- email [pacificlabourmobility@dfat.gov.au](mailto:pacificlabourmobility@dfat.gov.au) with your Twitter details (if new to the program).

Contractors should look for opportunities to promote Australia's labour mobility initiatives and the PLS via the social media channels listed above. This could include when:

- managing or attending a PLS event (conference/workshop/roundtable)
- publishing media releases
- conducting monitoring and evaluation visits to DFAT-funded labour mobility projects
- visiting any DFAT-funded projects
- hosting a Ministerial visit or when an Australian Minister is visiting your implementing partner/s.

This list is not exhaustive. It is just indicative of the many opportunities for engaging with the social media about Australia's aid program and the Pacific labour mobility. Where possible, social media posts should focus on program outcome.

### Twitter

Pacific labour mobility-related hashtags and handles are:

- #PacificLabourScheme #LabourMobility
- @dfat

On Twitter partners should tag tweets related to DFAT's Pacific labour mobility with @dfat. This can be in the body of the tweet or on an accompanying image. All related tweets should include #PacificLabourScheme.

This confirms that DFAT supports the project and allows us to capture tweets about Pacific labour mobility. This combination will allow us to cross promote your tweet and further the reach. Examples of specific acknowledgements include:

- in partnership with @dfat's #PacificLabourScheme
- together with @dfat's #PacificLabourScheme

Alternatively, just include #PacificLabourScheme at the end of the tweet and tag @dfat. Contractors should also encourage implementing partners to use #PacificLabourScheme and @dfat when appropriate.

### Facebook and other social media

On Facebook and other social media contractors should:

- use the same terms and types of acknowledgements as per the guidance above, but link to the relevant DFAT platform;
- email PLM ([pacificlabourmobility@dfat.gov.au](mailto:pacificlabourmobility@dfat.gov.au)) with any significant (major achievement, project recognition or popular broadcaster) online articles that reference Pacific labour mobility, so they can be shared as appropriate;
- email PLM ([pacificlabourmobility@dfat.gov.au](mailto:pacificlabourmobility@dfat.gov.au)) with any related Facebook posts or blogs, so they can be shared as appropriate.

## Verbal/written acknowledgement

In addition to the logo, implementing partners must use acknowledgement text wherever possible. This includes annual reports, project summaries, videos, blogs, media releases and on website project pages.

You can adapt any of the following four sentences for use in any communication product.

- In [Financial Year], [Organisation] was supported by the Australian Government through the Department of Foreign Affairs and Trade.
- [Organisation] is supported by the Australian Government through the Department of Foreign Affairs and Trade.
- [Organisation] receives support from the Australian Government through the Department of Foreign Affairs and Trade.
- [Organisation] acknowledges the support of the Australian Government through the Department of Foreign Affairs and Trade.

If the reference is online, the words Department of Foreign Affairs and Trade should link to the PLS webpages (<http://dfat.gov.au/labourmobility>) on the DFAT website, noting that this may be superseded by an external labour mobility website.

Similarly, **verbal acknowledgement** must go to the Australian Government. For example, in a speech or interview, the spokesperson should say the activity is “supported by the Australian Government (through the Department of Foreign Affairs and Trade [insert specific project name as applicable])”.

## Signage

All project signage must include the PLS logo or should say 'supported by the Australian Government'. Signs should be in the local language and, where possible, include the English version. Depending on the project, type and location of signage it may also include:

- The project name

- The name and/or crest of any partner government (if they agree) on the right hand side
- The name and/or logo of the managing contractor
- Any other information specific to the project/country

Signs must be maintained in good condition for the duration of the project. Any signage featuring the name and/or logo of the managing contractor must be removed once the managing contractor's role has finished.

## **Business Stationery (including business cards)**

Managing contractors their staff must not use the Australian Government Coat of Arms on any stationery, including business cards, as this can incorrectly imply that the organisation acts with the authority of the Australian Government or that staff are Australian Government employees.

While there is no requirement for managing contractors and implementing partners to develop project-specific stationery (letterheads and business cards), there may be benefits in doing so. In all such instances, the PLS logo should be used and accompanied by the following text acknowledgment – Supported by the Australian Government. The Managing Contractor should NOT use their company logo on any stationery. Please email [pacificlabourmobility@dfat.gov.au](mailto:pacificlabourmobility@dfat.gov.au) if you need clarification.

## **EXEMPTIONS**

Exemptions or variations to the application of the PLS branding can be granted if there is a compelling case or an identified security risk. Please contact [pacificlabourmobility@dfat.gov.au](mailto:pacificlabourmobility@dfat.gov.au) in all such instances.

## **ENGAGING WITH POSTS**

Contractors and in-country implementing partners should establish and maintain contact with relevant High Commissions and Embassies (Posts). The Pacific Labour Mobility Section can provide contact details for labour mobility focal points in Posts overseas. PLM recommends that partners provide Post with as much notice as possible when requesting meetings and provide Post with a clear purpose and agenda for the meeting. Posts must be engaged in the review of Annual Development Plans and it is beneficial for partners to discuss new project designs and significant project changes with Post prior to the submission of the Annual Development Plans. Implementing partners may also engage with Post on public diplomacy opportunities to increase public exposure of activities and attendance at events, launches and other forums.

## **BRANDING COSTS**

All costs associated with meeting these guidelines, including the design, manufacture and installation of project signage or merchandise and any other materials used to promote the PLS is part of the contractual arrangement. No additional funding will be provided to meet branding requirements.

## **CONTACT US**

All questions in relation to the use of the PLS logo or DFAT logo can be directed to [pacificlabourmobility@dfat.gov.au](mailto:pacificlabourmobility@dfat.gov.au)



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Australia – Pacific  
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