

The Australian Government is in a caretaker period ahead of an election on 18 May 2019. During this time, information on this website will be published in accordance with the [caretaker conventions \(/help-and-advice/guides-and-tools/requirements-australian-government-websites/caretaker-conventions\)](/help-and-advice/guides-and-tools/requirements-australian-government-websites/caretaker-conventions).



Simple, clear and fast public services

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Branding

Australian Government services must use common branding on their websites and print publications.

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Why use common branding?

The benefits of common branding:

- strengthened identity and visibility of the Australian Government's digital presence
- certainty for members of the public that they are using an Australian Government service or website
- reduced complexity of Australian Government structure through a simple, memorable identity

Australian Government departments, agencies and other bodies must comply with the [Australian Government Branding – Guidelines on the use of the Australian Government logo by Australian government departments and agencies](https://www.pmc.gov.au/resource-centre/government/australian-government-branding-guidelines-use-australian-government-logo-australian-government-departments-and-agencies) (<https://www.pmc.gov.au/resource-centre/government/australian-government-branding-guidelines-use-australian-government-logo-australian-government-departments-and-agencies>).

The [Secretary to the Department of the Prime Minister and Cabinet](https://www.dpmc.gov.au/contact-us) (<https://www.dpmc.gov.au/contact-us>) can grant exemptions or permission to use a co-branded logo.

Download the correct template

Design templates help you use the official Australian Government branding. Use of the Commonwealth Coat of Arms is subject to copyright.

The files are provided in Adobe Photoshop 6.0/Adobe Image Ready 3.0 formats as zipped PSD files. Each element has its own layer and all type and colour are editable.

Do not modify the:

- size, leading, tracking/kerning of the typeface
- dimensions between the primary elements of the design.

Use only Times New Roman for all versions of the design.

Australian Government Design (inline)



Australian Government

- [32 pixels austgovt32_i.zip \(ZIP 12 KB\)](https://dta-www-drupal-20180130215411153400000001.s3.ap-southeast-2.amazonaws.com/s3fs-public/files/Branding/austgovt32_i.zip) (https://dta-www-drupal-20180130215411153400000001.s3.ap-southeast-2.amazonaws.com/s3fs-public/files/Branding/austgovt32_i.zip).
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Australian Government Design (stacked)



Australian Government

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Agency Design (inline)



Australian Government
Department of Finance

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- [64 pixels dept_agency64_i.zip \(ZIP 24 KB\)](https://dta-www-drupal-20180130215411153400000001.s3.ap-southeast-2.amazonaws.com/s3fs-public/files/Branding/dept_agency64_i.zip) (https://dta-www-drupal-20180130215411153400000001.s3.ap-southeast-2.amazonaws.com/s3fs-public/files/Branding/dept_agency64_i.zip).

Agency Design (stacked)



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Multiple agencies design (inline)



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Multiple agencies design (stacked)



Australian Government

Department of Health

Department of Foreign Affairs and Trade

Attorney-General's Department

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An Australian Government Initiative Design (inline)



An Australian Government Initiative

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An Australian Government Initiative Design (stacked)



An Australian Government Initiative

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Agency functions, divisions and branches — hierarchy design (inline; stacked is also permitted)



Australian Government
 Department of Industry and Science
 Office of the Chief Economist

Agency functions, divisions and branches — functions with distinct branding (inline; stacked is also permitted)



Agency design co-branding (inline; the co-brand must appear to the right of the stacked or inline Australian Government Design)



Add alternative (alt) text

Where you use the design for navigation (for example, as a link to the home page) include alternative text (alt text) to describe the image. The alt text should also describe the destination of the link:

- if the design represents government and agency branding (most situations), alt text should be the agency name
- if the design is a only link to the agency's home page, then the alt text should be '[agency name] home'

More information about alt text can be found on the [Design System](https://designsystem.gov.au/) (<https://designsystem.gov.au/>) pages.

Refer correctly to the Australian Government in content

Use 'Australian Government' when talking about the national government of Australia. Don't use 'Government', 'Commonwealth Government' or 'federal government'.

Where the term 'Commonwealth Government' or 'Federal Government' was used, replace it with 'Australian Government'.

When discussing Australian Government agencies, write the 'Australian Government Department of XYZ'. Do not refer to agencies or department as 'Commonwealth Department of XYZ'.

The 'Commonwealth of Australia' is the legal entity established by the Constitution. It is sometimes referred to simply as 'the Commonwealth'.

Only use 'Commonwealth of Australia' or 'the Commonwealth' to describe the entity established by the Constitution, such as in a legal context, or in a geographic sense.

There is more guidance on referring to the [Australian Government](https://guides.service.gov.au/content-guide/terms-phrases/#australian-government) (<https://guides.service.gov.au/content-guide/terms-phrases/#australian-government>).

Amending old content

Only update content to reflect this guidance if the content describes current activities.

Do not change the following content for previous years:

- annual reports
- media releases
- publications that have been tabled in Parliament
- previous policy or program documents
- financial statements
- documents describing agencies' legal entity or legislation
- anything that alters the official record.

Guidance on common uses

Agency websites

The Agency design should appear at the top left of every page of an agency website. The design can be used to link to the agency's homepage.

For example: [Department of Finance \(https://www.finance.gov.au/\)](https://www.finance.gov.au/).

Product/policy/program websites

You can put program-specific branding on a site with a version of the design.

The Australian Government design

Agencies have the option of using the:

- agency design
- 'An Australian Government Initiative' design
- Australian Government Design.

Ensure consistency between digital and print products.

The chosen design should appear at the top left of every page. The design can be used to link to the homepage.

Program/product/policy logo or title

The size and placement of the program/product/policy logo or title of the site should not compromise the hierarchy of the design.

For example:

- At Ease (<http://at-ease.dva.gov.au/>).
- Family Relationships Online (<https://www.familyrelationships.gov.au/>).
- myGov (<https://my.gov.au/>).

Ministerial websites

According to the [Australian Government Branding — Guidelines on the use of the Australian Government logo by Australian government departments and agencies](https://www.dpmc.gov.au/resource-centre/government/australian-government-branding-guidelines-use-australian-government-logo-australian-government-departments-and-agencies) (<https://www.dpmc.gov.au/resource-centre/government/australian-government-branding-guidelines-use-australian-government-logo-australian-government-departments-and-agencies>), there must be a clear distinction between agency websites and ministerial websites.

Ministerial sites should not include the Australian Government Design or the Agency Design. However the Commonwealth Coat of Arms (<https://www.pmc.gov.au/government/commonwealth-coat-arms>) may be used.

For example: Minister for Finance (<http://www.financeminister.gov.au/>).

Mobile websites

The same principles of applying government branding should be followed wherever possible. That is, the appropriate logo should be applied to every page in a size and placement that does not compromise the integrity of the logo.

Where it is not practical to apply the branding according to the instruction already outlined, include the text alternative that is applied to the design.

Mobile applications

The same principles of applying government branding should be followed wherever possible. That is, the appropriate logo should be applied to the landing or splash page in a size and placement that does not compromise the integrity of the logo.

Intranets

The agency design should be applied to intranet sites. Placement is at the discretion of the agency. We recommend top-left corner.

eNewsletters, digital versions of forms and digital brochures

Use the appropriate design in a size that does not compromise the integrity of the design. Where a plain text version of the email newsletter/alert is provided, incorporate the words 'Australian Government' in a prominent position.

On all forms, use the design in a size and placement that does not compromise the integrity of the design.

Non-government websites

Agencies may find they have a need to be involved with cross-jurisdictional initiatives or websites outside the gov.au domain either through a sponsorship agreement or entering into a collaborative arrangement.

Consider branding. Negotiate to use the design in the most appropriate place on the site that recognises the Australian Government's involvement, without compromising the intention of the initiative. Ensure recognition for the Australian Government and its partners.

For example:

- Cross-jurisdictional: Energy Efficiency Exchange (<http://eex.gov.au/about-us/>).
- Non-government: Australian Indigenous HealthInfoNet (<http://www.healthinfonet.ecu.edu.au/>).

Get in touch

If you have any questions you can send an email to info@dtg.gov.au (<mailto:info@dtg.gov.au>) or call [0427 136 791](tel:0427136791) (<tel:0427136791>).

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