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Brand guidelines

Version 1, January 2023

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Please contact us if you have any questions about these guidelines. All master files are available from the ACCC Design and Publications team.

For more information contact the team on design.pubs@acc.gov.au

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Introduction

We want people to recognise our brand and take notice. Building strong brand recognition like this relies on consistency.

These brand guidelines are our go-to resource to support and protect the ACCC brand.

The standards detailed in this document apply to all applications of the ACCC brand across our products, services, channels and communications.

These guidelines also give designers direction about the correct use of the ACCC's visual identity and its components including our logos, typefaces and colour palette.



Branded templates including the Microsoft Office suite have been created using these guidelines for ACCC employees to use. Go to the ACCC intranet for full details.

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Logos

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LOGOS

Logo

The ACCC is our primary brand and the logo should appear on all communications with thoughtful and consistent reproduction.

The consistent application of the ACCC logo is critical in maintaining high standards of visual representation. Inappropriate use will dilute the clarity and tone of the ACCC brand.

Clarity and legibility of the logo and its parts is the guiding principle for deciding which logo to use.

The ACCC logo should be used in full colour (CMYK or RGB), wherever possible. Other colour variations may be used when reproduction restrictions are encountered. For print use please consider using the solid colour version for better quality reproduction.

Speak with Design and Publications for guidance.

Primary

This format should be used in all instances where space and layout allows.

Landscape

This format is only used when the primary logo cannot be used because of space and layout restrictions. For example, a website banner.

Reduced

This format is only used when the primary or landscape logos cannot be used due to space and layout restrictions.



Primary



Landscaped



Reduced



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LOGOS

Colour variations



Full colour



Solid colour

There may be occasions when reproduction of the gradient in the primary logo is not suitable. In such cases, the solid colour version of the logo can be used.



Reverse

Where the ACCC logo appears on a dark coloured background (shown here) an enhanced mono version may be used and is the preferred application.

Please make sure that sufficient contrast is maintained between the background colour and the opal triangle. If sufficient contrast cannot be achieved, a full white version can be used in its place.

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LOGOS



Mono

In one-colour or two-colour applications such as press advertising, corporate documents, faxes or photocopying, it will be necessary to use a mono version of the ACCC logo.

Only use the white logo on a dark background, and always make sure the colour contrast meets Web Content Accessibility Guidelines (WCAG) 2.1 AA accessibility standards. See page 14 for more information on accessibility.

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LOGOS

Minimum logo sizes

Minimum size specifications are provided to make sure the ACCC logo is legible in all instances, including print and digital. The ACCC logo must not appear smaller than the sizes indicated on this page. The minimum sizes are for general use across all communications.

For print applications, the minimum **width** of the Commonwealth Coat of Arms within the logo is **20mm**.

For digital applications, the minimum **height** of the Commonwealth Coat of Arms within the logo is **32px**.

Print



Digital



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LOGOS

Clear space

The ACCC logo and sub-brand logos must always be surrounded by a minimum area of clear space to ensure readability. Clear space around the logo, as indicated, must be maintained at all times.

The minimum clear space is determined by calculating the height of the triangle. Where possible a greater clear space is recommended.

This space should be kept clear of all typography, graphic elements and other logos. The minimum clear space required is in direct proportion to the size at which the logo is being reproduced.



Positioning

The logo should be placed in a prominent position in the layout. Where possible, the logo must be placed at the top of the item it appears on. Any other logos, text or images must not be placed above or to the left of the logo.

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LOGOS

Incorrect logo usage



✗ **Do not** alter the colours.



✗ **Do not** change the typeface.



✗ **Do not** change the horizontal or vertical scale.



✗ **Do not** reposition any of the elements.



✗ **Do not** adjust the scale of individual elements.



✗ **Do not** rearrange the elements.



✗ **Do not** add a drop shadow.



✗ **Do not** rotate or skew.



✗ **Do not** reproduce on a dark background or image without sufficient contrast.

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Colour

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COLOUR

The ACCC colour palette is a contemporary blend of vibrant colours that complement the brand and provide a point of difference for the ACCC.

Colour provides a powerful means of visual recognition for the ACCC, and can help us to present complex data clearly. The consistent use of our core colours defines and reinforces our brand. You must only use colours from our colour palette in products, services, channels and communications that represent the ACCC.

The following pages provide the specifications and colour values for print (CMYK and PMS) and digital (RGB and HEX) designs.”

Primary brand colours

Violet

Opal

Navy

Secondary brand colours

Charcoal

Forest

Lime

Sea

Sky

Gold

Wheat

Raspberry

Rose

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COLOUR

Primary brand colours

The primary colour palette consists of three colours and a gradient. The vibrant tones create impact in brand messaging and collateral.

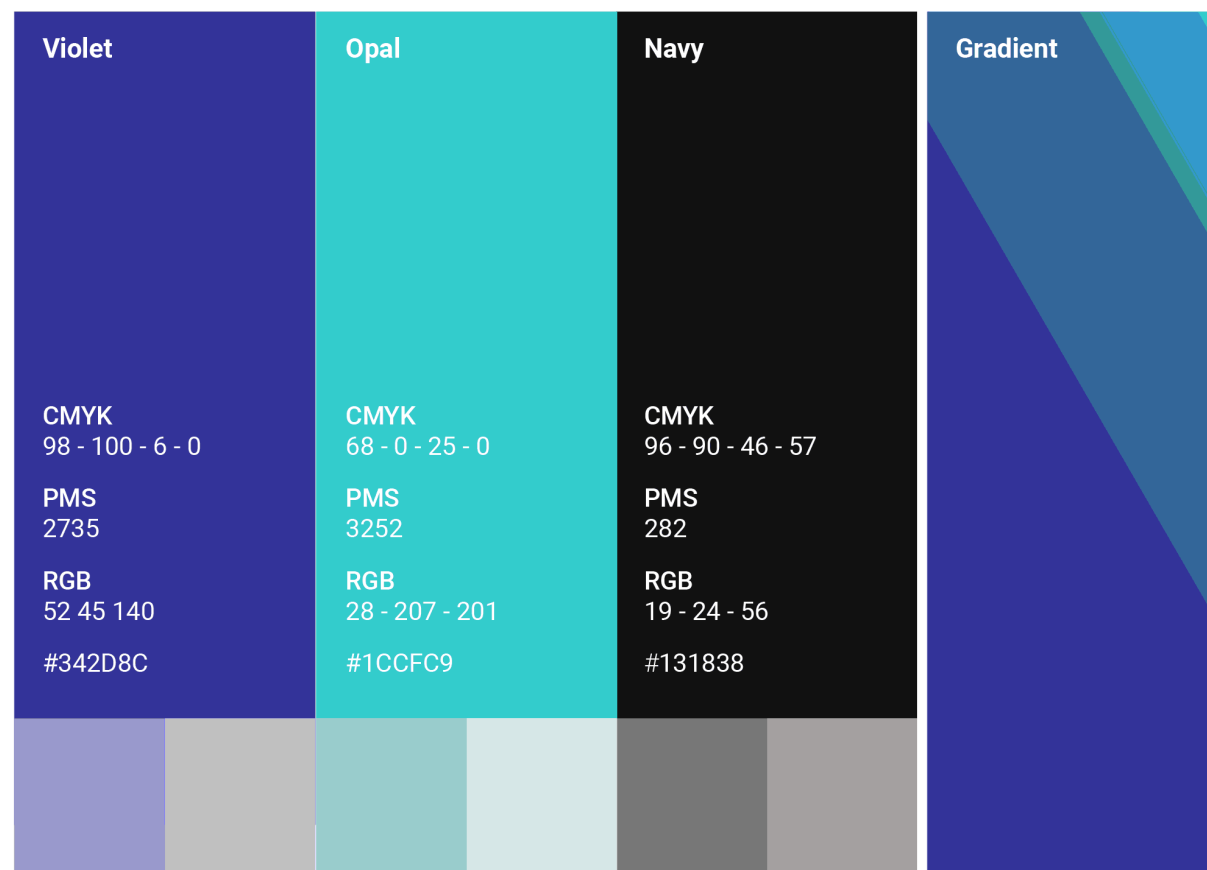
We can also use shades of these colours to expand the colour palette.

The ACCC gradient is made up of Violet and Opal, and is always applied from the lower left (Violet) to the upper right (Opal).

Gradient Type Linear

Angle: 30%

Location: 70%



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COLOUR

Secondary brand colours

Secondary colours provide an added layer of flexibility and allow for an extended colour palette when required. The secondary colours are to be used sparingly in support of the primary colour palette and should not exceed 30% of the overall colour used in a layout.

We can also use shades of these colours to expand the colour palette.

Charcoal provides a neutral tone ideal for text.

	Forest CMYK 68 - 0 - 100 - 24 PMS 368 RGB 56 - 134 - 46 #38862e	Sea CMYK 100 - 0 - 19 - 23 PMS 3145 RGB 0 - 128 - 152 #008098	Gold CMYK 0 - 18 - 100 - 15 PMS 117 RGB 213 - 167 - 11 #d5a70b	Raspberry CMYK 0 - 100 - 45 - 12 PMS 7636 RGB 188 - 32 - 75 #BC204B
Charcoal CMYK 0 - 0 - 0 - 90 PMS Black 3 RGB 55 - 55 - 55 #373737	Lime CMYK 44 - 0 - 74 - 0 PMS 7487 RGB 151 - 199 - 106 #97C76A	Sky CMYK 55 - 13 - 0 - 0 PMS 292 RGB 119 - 181 - 221 #77B5DD	Wheat CMYK 0 - 16 - 77 - 0 PMS 129 RGB 253 - 201 - 77 #fdc94d	Rose CMYK 0 - 75 - 30 - 0 PMS 7424 RGB 232 - 93 - 114 #e85d72

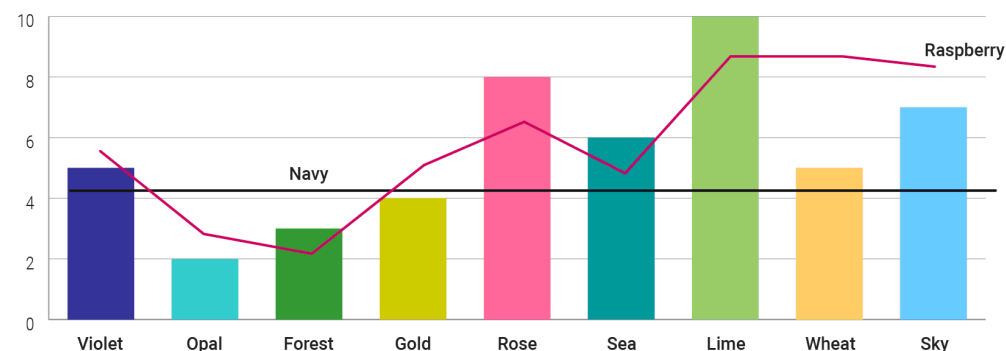
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COLOUR

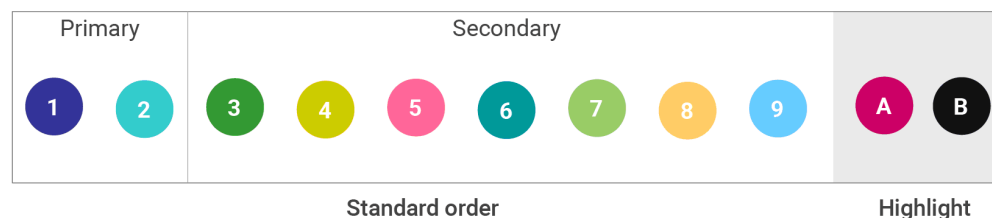
Data visualisation

When creating data visualisations, use the colours in the order shown. This will ensure consistency. When using multiple colours, each colour needs to be clearly visible from each other so that the readers' eyes can see the content well.

The colours Raspberry and Navy are reserved for highlighting details, such as trend lines or comparative data. These two colours give the contrast needed to be easily viewed in data visualisations that include multiple standard order colours.



ACCC templates using our brand colour palette are available for ACCC employees to use. You can access them via Microsoft Office suite and further information is on the ACCC intranet.



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COLOUR

Accessibility

It is important all members of the community can easily understand our message. Our colour palette has been designed to meet a high accessibility standard.

For accessibility compliance with WCAG 2.1 AA, text is required to have a 4.5:1 contrast ratio for small text, and a contrast ratio of at least 3:1 for large text.

Large text is defined as at least 18 point or 14 point bold.

The colour combinations shown here are WCAG 2.1 AA compliant.

Violet	Opal	Navy	White
<p>Large White Small White</p> <p>Large Opal Small Opal</p> <p>Large Wheat Small Wheat</p> <p>Large Lime Small Lime</p> <p>Large Sky Small Sky</p>	<p>Large Navy Small Navy</p> <p>Large Charcoal Small Charcoal</p> <p>Large Violet Small Violet</p>	<p>Large White Small White</p> <p>Large Opal Small Opal</p> <p>Large Wheat Small Wheat</p> <p>Large Lime Small Lime</p> <p>Large Sky Small Sky</p> <p>Large Rose Small Rose</p>	<p>Large Violet Small Violet</p> <p>Large Navy Small Navy</p> <p>Large Charcoal Small Charcoal</p> <p>Large Sea Small Sea</p> <p>Large Forest Small Forest</p> <p>Large Raspberry Small Raspberry</p>

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Typography

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TYPOGRAPHY

Typography is a strong component of our brand.

Typography has a role in creating a consistent and familiar look for the ACCC across all products, services, channels and communication.

The ACCC's primary typefaces are Bitter and Roboto.



ACCC templates using our brand typography are available for ACCC employees to use. You can access them via Microsoft Office suite and further information is on the ACCC intranet. Primary typefaces have been installed on ACCC systems.

Primary typefaces

Bitter

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%^&*()_+

Roboto

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%^&*()_+

Secondary typefaces

Amasis

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%^&*()_+

Arial

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%^&*()_+

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TYPOGRAPHY

Primary typefaces

Bitter is an expressive typeface containing nine weights, ranging from Thin to Black, including Italics for each. The Bitter typeface is bold, friendly and highly legible, making it a versatile font perfectly suited for use across all ACCC communications.

Bitter should be used for all main headings across all external communications such as advertising, stationery, reports and brochures.

The integrity of the corporate fonts should be maintained at all times. No vertical or horizontal scaling, no added stroke, etc. should be implemented.

Bitter is available to download for free at fonts.google.com/specimen/Bitter

Bitter

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%^&*()_+

Curabitur blandit tempus porttitor. Curabitur blandit tempus porttitor.
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus
 sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Thin	Extra Light	Light	Regular	Medium	Semibold	Bold	Extra Bold	Black

<i>Aa</i>	<i>Bb</i>	<i>Cc</i>	<i>Dd</i>	<i>Ee</i>	<i>Ff</i>	<i>Gg</i>	<i>Hh</i>	<i>Ii</i>
<i>Thin Italic</i>	<i>Extra Light Italic</i>	<i>Light Italic</i>	<i>Regular Italic</i>	<i>Medium Italic</i>	<i>Semibold Italic</i>	<i>Bold Italic</i>	<i>Extra Bold Italic</i>	<i>Black Italic</i>

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TYPOGRAPHY

Roboto is a typeface containing six weights, ranging from Thin to Black, including Italics for each. The Roboto typeface is highly legible, making it a functional font ideal for use across all ACCC communications.

Roboto should be used for all body copy across external communications such as advertising, stationery, reports and brochures.

The minimum font size for the body copy of communications/printed material is 8pt with a maximum of 12pt.

Roboto is available to download for free at fonts.google.com/specimen/Roboto

Roboto

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%^&*()_+

Curabitur blandit tempus porttitor. Curabitur blandit tempus porttitor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

Aa Thin	Bb Light	Cc Regular	Dd Medium	Ee Bold	Ff Black
<i>Aa</i> Thin Italic	<i>Bb</i> Light Italic	<i>Cc</i> Italic	<i>Dd</i> Medium Italic	<i>Ee</i> Bold Italic	<i>Ff</i> Black Italic

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TYPOGRAPHY

On this page is an indication of the recommended font sizes and usage.

Font sizes decrease by approx 70%* of the preceding style used. This needs to be scaled accordingly per application, with the recommendation that body copy is 10.5pt and should be no less than 9pt.

Titles or Headlines are set in Bitter Semibold or Bold.
Example: 32pt

Titles or Headlines are set in Bitter Semibold or Bold.

Sub-headings are set in either Roboto regular or medium
22pt (*~70% of title or headline*)

Sub-headings are set in either Roboto regular or medium.

Introductions are set in Bitter regular.
14pt (*~70% of sub-heading*)

Introductions are set in Bitter regular.

Body Subheadings are set in Roboto Bold. Text is set with Roboto Light.
10.5pt (*~70% of introduction*)

Body copy Subheadings are set in Roboto Bold.

Body text is typeset with Roboto Light. To emphasise certain words, quotes or important paragraphs, additional styles can be used: **Medium**, *Italic*, and **Bold**.

*"Approx" 70% as this does not need to be specifically attained and is a close guide only.

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TYPOGRAPHY

Secondary typefaces

In instances where the primary typefaces may be unavailable to audiences who don't have the brand fonts active on their system, there are accepted alternatives.

When primary typefaces are not available these are the fonts to use. Use Amasis MT Pro in place of Bitter, and Arial as a replacement for Roboto.

Both of these are supplied as part of the Microsoft Office software.

Amasis

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()_+

Curabitur blandit tempus porttitor. Curabitur blandit tempus porttitor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

Arial

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()_+

Curabitur blandit tempus porttitor. Curabitur blandit tempus porttitor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

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Graphic elements

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TYPOGRAPHY

Triangle grid

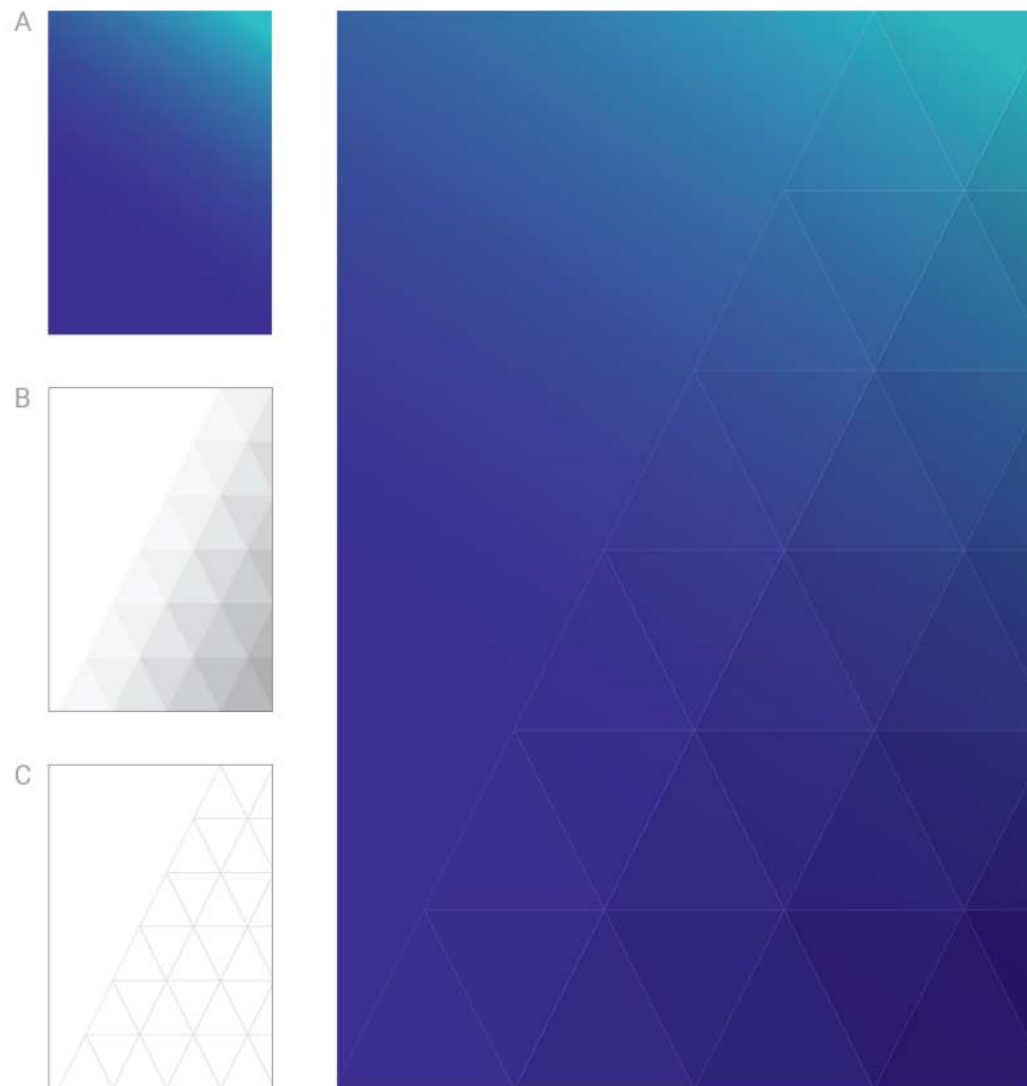
The triangle grid is inspired by the A in ACCC and the triangle in our logo, to represent the full breadth and diversity of the ACCC. The pattern can be applied to create additional interest and dynamics in layouts.

The core triangle grid is applied through the use of three unique layers.

A. The base is the brand gradient. This layer can also accommodate an image with the gradient applied to it.

B. The shaded triangle grid is then applied over-top of the gradient with a layer multiply of 55%. This percentage can be adjusted to accommodate the best application when used over a photo.

C. The triangle keyline grid can then be placed on top with a layer opacity of 20%. The keyline weight can be adjusted depending on format, but should not be used below .25pt. If a softer visual application is desired, this layer can be omitted.



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TYPOGRAPHY

The grid is purposefully flexible to allow for a wide range of uses. These can include its use over a coloured background or image, as a watermark effect on a white background, or the grid can be used to define an area to hold a single or multiple images.

Additionally, individual triangles from the grid can be highlighted with secondary colours to introduce colour coding, or to break up large sections of primary Violet.

Feature coloured triangles should always appear upright and use with a photograph.



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TYPOGRAPHY

Icons

Using simple and meaningful icons helps us deliver clear communications. Icons can add colour, interest, and a friendly visual to enhance the viewer's experience with the ACCC brand.

The preference is to use Outline style icons. For reduced sizes applications, where the visibility of Outline icons is not clear, the Solid versions can be used. For example, the ACCC website uses Solid style icons in menus and navigation.



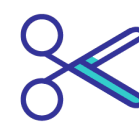
Outline



Solid



A gallery of icons is available in the Microsoft Office suite via Word and PowerPoint. Employees can use these icons for internal reports and communication. For all external publications, please seek advice from our Design and Publications team.



Duo-tone

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TYPOGRAPHY

Photography style

Our photography style is natural, using real-life subjects and detailed products representing the industry.

Consumer/lifestyle imagery

Our consumer/lifestyle imagery should feel real and relatable to our audience, not hard and glossy. Use natural, light and bright full-colour images that have a relaxed style, yet retain a high quality composition and professional look to showcase industries or other content topics.

We use images of people that are welcoming and also reflect the diversity of our population.

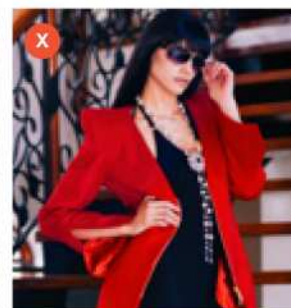
Industry/detail imagery

This kind of imagery showcases individual industry or products and may be in a studio or lifestyle setting.

Keep these simple and focus on the item being displayed. Avoid having other brands appear in our photos by accident or by design. For example, don't use an image that features a logo on a product.



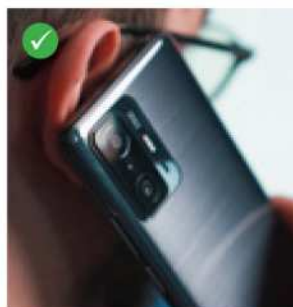
Do use imagery of people that look and feel natural and relatable.



Don't use imagery of people that feel overly styled and unattainable.



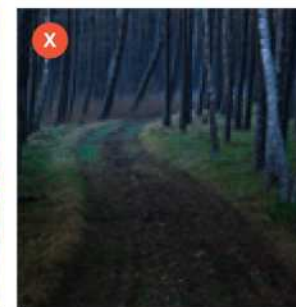
Do use imagery that looks bright and calm.



Do crop images to simplify and create a point of interest.



Don't use imagery that uses unnatural colour tints and heavy 'instagram' style filtering.



Don't use imagery that is too dark and melancholy.

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Sub-brands

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SUB-BRANDS

The strength of our brand relies on clarity.

We organise our brands using a Branded House approach to brand architecture.

Sub-brand logos

The sub-brand should be used in full colour (CMYK or RGB) wherever possible. Other versions of the may be used when there are reproduction restrictions.



ACCC SCAMWATCH



ACCC YOUR RIGHTS MOB



ACCC PRODUCT SAFETY

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SUB-BRANDS

ACCC Product Safety

Green is substituted in place of the ACCC primary brand's Opal, and the Violet is changed to Charcoal giving Product Safety a more prominent brand visibility. An additional sub-brand gradient has also been provided allowing for consistent applications.

The secondary colour palette (page 12) is available to all sub-brands.

Green	Leaf	Charcoal	Gradient
CMYK 98 - 0 - 48 - 40 PMS 7718 RGB 0 - 104 - 95 #00685f	CMYK 68 - 0 - 100 - 24 PMS 363 RGB 56 - 134 - 56 #388638	CMYK 0 - 0 - 0 - 90 PMS Black 3 RGB 55 - 55 - 55 #373737	Green to Leaf



Sub-brand primary



Sub-brand secondary reduced space

Note: Clear space and recommended minimum sizes follow the standards already outlined for the primary ACCC brand (page 7-8).

Gradient application follow the ACCC primary gradient usage outlined (page 11).


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SUB-BRANDS

ACCC Scamwatch

Orange is substituted in place of the primary brand's Opal, and the Violet is changed to Charcoal giving Scamwatch more prominent brand visibility. An additional sub-brand gradient has also been provided allowing for consistent applications.

The secondary colour palette (page 12) is available to all sub-brands.

Orange	Tangerine	Charcoal	Gradient
CMYK 18 - 91 - 100 - 0	CMYK 0 - 69 - 100 - 4	CMYK 0 - 0 - 0 - 90	
PMS 2347	PMS 173	PMS Black 3	
RGB 189 - 59 - 29	RGB 222 - 98 - 23	RGB 55 - 55 - 55	
# bd3b1d	# de6217	# 373737	



Sub-brand primary



Sub-brand secondary reduced space

Note: Clear space and recommended minimum sizes follow the standards already outlined for the primary ACCC brand (page 7-8).

Gradient application follow the ACCC primary gradient usage outlined (page 11).

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SUB-BRANDS

ACCC Your Rights Mob

River is substituted in place of the primary brand's Opal, and the Violet is changed to Charcoal. An additional sub-brand gradient has also been provided allowing for consistent applications.

The secondary colour palette (page 12) is available to all sub-brands.

River	Ocean	Charcoal	Gradient
CMYK 100 - 0 - 28 - 20 PMS 7712 RGB 0 - 130 - 155 #00829B	CMYK 83 - 0 - 40 - 11 PMS 7716 RGB 0 - 150 - 143 # 00968F	CMYK 0 - 0 - 0 - 90 PMS Black 3 RGB 55 - 55 - 55 #373737	River to Ocean



Sub-brand primary



Sub-brand secondary reduced space

Note: Clear space and recommended minimum sizes follow the standards already outlined for the primary ACCC brand (page 7-8).

Gradient application follow the ACCC primary gradient usage outlined (page 11).

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SUB-BRANDS

Sub-brand graphic device

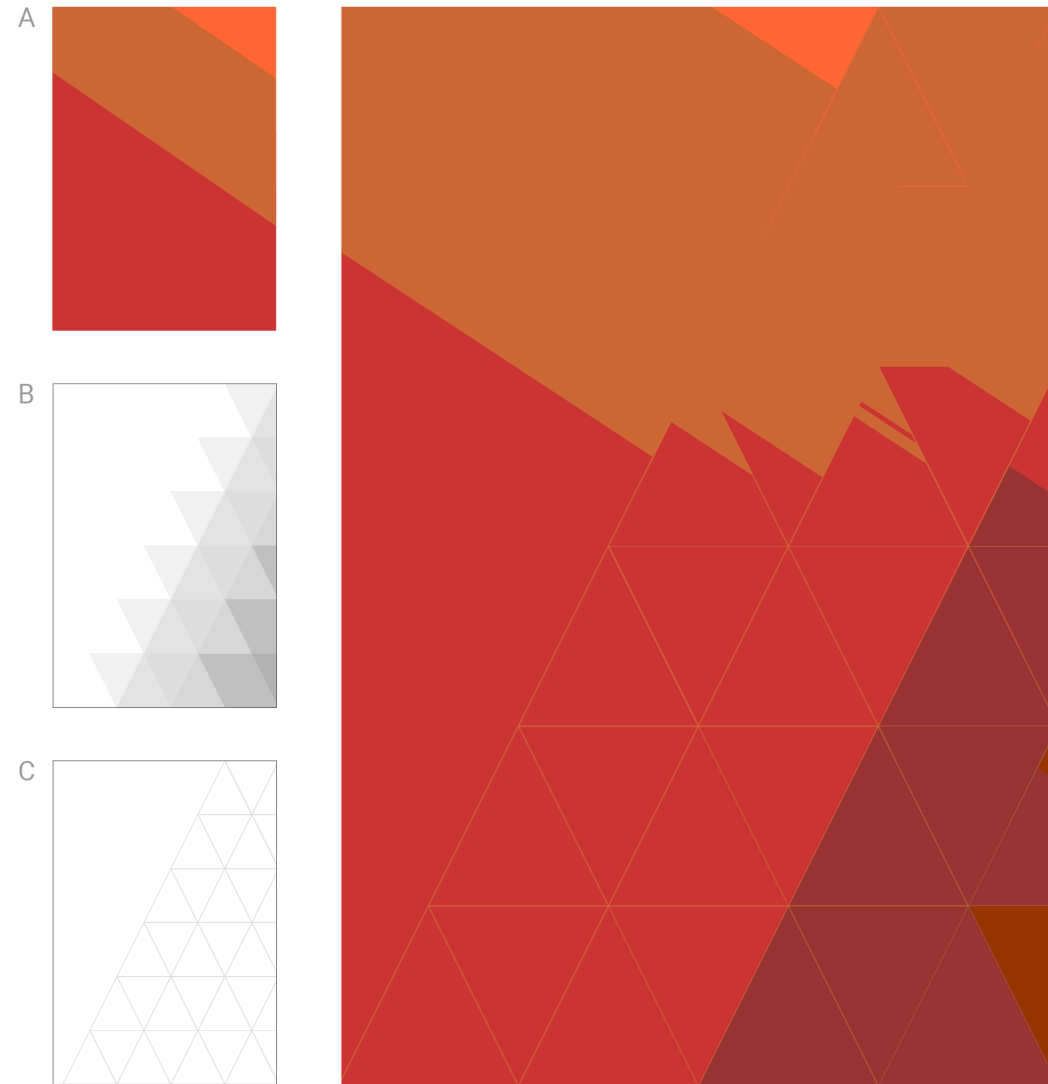
The same triangle grid pattern used for the ACCC can be used for the sub-brands. When applied to a sub-brand make sure that the ACCC gradient is substituted with the sub-brands unique gradient.

The core grid pattern is applied through the use of three unique layers.

A. The base is the sub-brands gradient. This layer can also accommodate an image with the gradient applied to it.

B. The shaded triangle grid is then applied over-top of the gradient with a layer multiply of 55%. This percentage can be adjusted to accommodate the best application when used over a photo.

C. The keyline grid can then be placed on top with a layer opacity of 20%. The keyline weight can be adjusted depending on format, but should not be used below .25pt. If a softer visual application is desired, this layer can be omitted.



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SUB-BRANDS

Your Rights Mob artwork

This artwork was commissioned for use with the Your Rights Mob brand. It must not be used for any other sub-brands or ACCC applications.



Title: Know your rights

“My artwork represents Aboriginal & Torres Strait Islander communities listening and learning together. Walking together to protect Indigenous communities when it comes to knowing their rights as consumers.

The central meeting place symbolises these partnerships made with the Your Rights Mob initiative.

The two U shapes represent community and the ACCC sitting around the fire-sharing, learning and empowering each other.

The gum leaves represent our connection to Country, as well as the gathering of food and hunting practices. The footprints leading from the bottom left to the top right show the journey and partnership.

In the top left hand and bottom right are the Communities that benefit from the knowledge and information that can be shared.”

Nathan Patterson, artist

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SUB-BRANDS

Co-branding

The following rules help ensure protection of the ACCC's brand in co-branding situations. Co-branding is the strategic alliance of two or more distinct brands to present a product or service.

- Co-branding with the ACCC brand only occurs with oversight by the Strategic Communications Branch.
- Brands with which we co-brand are unique in identity but must not overshadow the ACCC's primary brand.
- The ACCC logo and Government crest must remain on the left side of any co-branding lockup.
- Minimum sizing and clear space still apply to the primary ACCC logo.
- While all versions of the primary ACCC logo may be used in a lockup, the black and white logos may only be used if the co-brand's logos also appears in black or white respectively.

Primary mark



←>←>
A A



Co-brand



←>←>
1.5A 1.5A

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Employee Networks

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EMPLOYEE NETWORKS

Employee Networks play an important role at the ACCC, making sure we have a respectful, inclusive, vibrant workplace.

Usage

These identifiers have been created in consultation with their respective Employee Networks and carry meaning of belonging and personal identity. To protect and preserve this meaning, it's important these identifiers are used with purpose, as a visual cue that shows an activity or person identifying with, or belonging to, an Employee Network of the ACCC.

Keep in mind that these identifiers are generally only recognised inside the ACCC. They are not ACCC brands. This makes context an important factor in how the identifiers are used.



Further information and templates are available on the ACCC intranet.

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EMPLOYEE NETWORKS

Primary identifiers

The Employee Network identifiers should appear on network communications with thoughtful and consistent reproduction.

The identifiers should be used in full colour (CMYK or RGB) wherever possible. Other versions of the identifier may be used when reproduction restrictions are encountered.

The consistent application of the identifiers is critical in maintaining high standards of visual representation. Inappropriate use will dilute the clarity and tone of the identifier.



GENDER
Employee Network



CULTURALLY AND LINGUISTICALLY DIVERSE
Employee Network



PRIDE
Employee Network



RECONCILIATION
Employee Network



DISABILITY & CARERS
Employee Network



MIPLA TUNAPRI
First Nations Employee Network

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EMPLOYEE NETWORKS

Reduced size

This format can only be used when the primary versions can't be, due to space and layout restrictions.

Clarity and legibility of the identifiers is the guiding principle for deciding which version to use.

Reduced sized



GENDER



CULTURALLY AND
LINGUISTICALLY
DIVERSE



PRIDE



DISABILITY
& CARERS



RECONCILIATION



MIPLA TUNAPRI

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EMPLOYEE NETWORKS

Minimum sizes

Minimum size specifications are provided to ensure the Employee Network identifiers are legible in all instances and sizes. Minimum size specifications need to be followed in all applications of the identifiers and must not appear smaller than the sizes indicated on this page. The minimum sizes are for general use across all communications

For print applications, the minimum **height** of the Employee Network identifier is **14mm**.

For digital applications, the minimum **height** is **30px**.

Employee Network mark minimum size



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EMPLOYEE NETWORKS

Clear space

The Employee Network identifiers must always be surrounded by a minimum area of clear space to ensure readability. Clear space around the mark, as indicated, must be maintained at all times.

The minimum clear space is determined by calculating half the height of the mark. Where possible a greater clear space is recommended.

This space should be kept clear of all typography, graphic elements and other logos. The minimum clear space required is in direct proportion to the size at which the identifier is being reproduced.



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EMPLOYEE NETWORKS

Incorrect usage



✗ **Do not** change the typeface.



✗ **Do not** change the horizontal or vertical scale.



✗ **Do not** reposition any of the elements.



✗ **Do not** adjust the scale of individual elements.



✗ **Do not** add a drop shadow.



✗ **Do not** change the colours of the logo.



✗ **Do not** rotate or skew.



✗ **Do not** reproduce on a dark background or image without sufficient contrast.



✗ **Do not** change the text stack.

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EMPLOYEE NETWORKS

Identifier breakdown

These guidelines make sure that all Employee Networks are represented equally and recognised broadly **within** the ACCC.

The example shows the proportions of the elements when the brand mark is reproduced at 30mm in height.

Employee Network identifiers

Each Employee Network identifier is made up of a unique circle icon, which is paired with a name. They all have the same proportions so they can be paired or grouped. They have been professionally designed and approved for use by the General Manager, Strategic Communications.



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Examples of using the ACCC brand

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EXAMPLES OF USING THE ACCC BRAND

Teams backgrounds



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EXAMPLES OF USING THE ACCC BRAND

Pull-up banners



Text only



Text and image

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EXAMPLES OF USING THE ACCC BRAND



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EXAMPLES OF USING THE ACCC BRAND

PowerPoint



Note: Additional page layouts can be found within the templates provided. Standard sizes are also available for use.



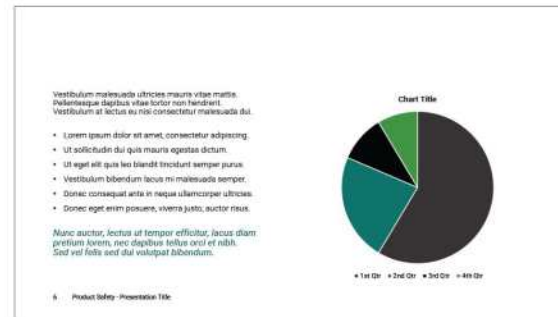
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EXAMPLES OF USING THE ACCC BRAND

ACCC Product Safety PowerPoint



Note: Additional page layouts can be found within the templates provided. Standard sizes are also available for use.



Maestri et aliquam eros

Mauris ultrices neque mi, in mattis porta dictum et. Duis tringilla egestis, risus in pretium. Cras sit amet efficitur ipsum. Quamdiu et justo massa. Malesuada eu trucidant nisi. Vestibulum at fermentum diam. Vestibulum sit neque egestas mauris cursus venenatis eu et risus. Sed in sem in sapien malesuada consectetur.

- Nunc consequat mi nec nisi pulvinar fermentum.
- Ut congue acris eget orci interdum, et feugiat ris egestis.

Vestibulum at fermentum diam. Vestibulum sit neque egestas mauris cursus

Aliquam eros

1. In et leo gravida, volutpat enim eget, tempor egestis.
2. Nunc consequat mi nec nisi pulvinar fermentum.
3. Ut congue acris eget orci interdum, et feugiat ris egestis.
4. Curabitur interdum purus vel dolor vehicula gravida.
5. Suspendisse ac eu eget magna condimentum vestibulum vitae ut magna.

Duis fringilla sagittis risus in pretium. Cras sit amet efficitur ipsum. Curabitur id justo massa.

Pellentesque blanditi est eget arcu faucibus laetitia. Fusce acelerisque rutrum semper. Aenean faucibus ultricies dolor, mattis ullamcorper enim consectetur nec. Nulla quis risus pulvinar, pretium egestis vitae, sodales quam.

Curabitur laetitia tristique purus consectetur feugiat. In egestis, Arcem eu maxime porta.

9 | Product Safety - Presentation Title

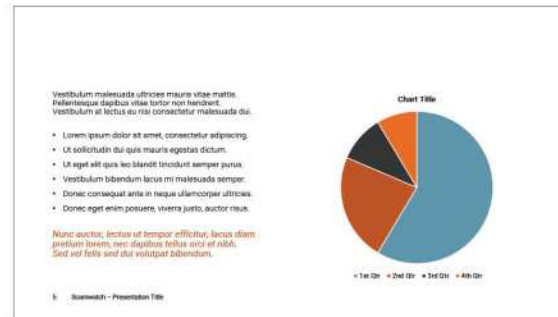
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EXAMPLES OF USING THE ACCC BRAND

ACCC Scamwatch PowerPoint



Note: Additional page layouts can be found within the templates provided. Standard sizes are also available for use.



Mauris at aliquam enim.

Mauris ultrices neque mi, in mattis donec dictum at. Duis tringula exegris, risus in pretium. Cras sit amet efficitur ipsum. Curabitur sed justo massa. Maecenas eu tristique risa. Vestibulum at fermentum diam. Vestibulum ut neque egestas mauris cursus venenatis eu at risus. Sed in sem in sapien malesuada consectetur.

- Nunc consequat mi nec nisl pulvinar fermentum.
- Ut congue orci eget orci interdum, id feugiat nisi egestas.

Vestibulum at fermentum diam. Vestibulum ut neque egestas mauris cursus.

Aliquam enim

1. In at leo gravida, volutpat enim eget, tempor exipen.
2. Nunc consequat mi nec nisl pulvinar fermentum.
3. Ut congue orci eget orci interdum, id feugiat nisi egestas.
4. Curabitur interdum purus vel dolor vehicula gravida.
5. Suspendisse ac ex eget magna condimentum vestibulum vitae ut magna.

Duis tringula sagittis risus in pretium. Cras sit amet efficitur ipsum. Curabitur id justo massa.

Pellentesque blandit elit eget arcu faucibus laculla. Praece acelerisque ultrum semper. Ametam faucibus ultricies duilar, metilla ullamcorper enim consectetur nec. Nulla quis risus pulvinar, pretium augue vitae, sodales quam.

Curabitur laculla tristique purus consectetur feugiat. In egestas, lorem eu maximos porta.

6 Scamwatch - Presentation Title

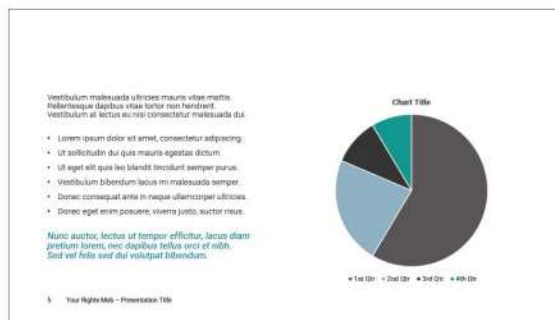
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EXAMPLES OF USING THE ACCC BRAND

ACCC Your Rights Mob PowerPoint



Note: Additional page layouts can be found within the templates provided. Standard sizes are also available for use.



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EXAMPLES OF USING THE ACCC BRAND

Word templates



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F 02 6243 1199

www.accc.gov.au

Our ref:

00 Month 0000

Your ref:

Contact officer:

Contact phone:

Name
Position
Company
Address
Suburb State 2000

Dear

RE:

Donec rhoncus, nisi a rutrum vulputate, tellus urna sagittis ligula, imperdiet volutpat leo nibh et leo. Vestibulum efficitur mollis ante, nec vehicula magna cursus et. Aliquam erat volutpat. Pellentesque pharetra nisi mauris, sed faucibus mauris ultricies non. Integer purus lacus, pellentesque ut nisi quis, iaculis varius lorem. Fusce placerat tellus sed auctor scelerisque. Quisque pretium lorem at imperdiet auctor. Aliquam venenatis, sem ac sodales fringilla, nulla enim molestie lectus, vel finibus arcu elit id mauris. Mauris ultrices magna id turpis porta, tincidunt tellus euismod. Sed erat lacus, pretium et neque et, tempus malesuada elit. Cura bitur sed dignissim ex. Curabitur augue erat, laoreet sit amet scelerisque sed, congue eget sapien. Phasellus a congue felis. Suspendisse interdum sagittis aliquet. Praesent et nisi in libero interdum luctus ac in metus.

Praesent aliquam mauris id nunc feugiat, sed cursus massa tempor. Class aptent taciti so ciosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Integer posuere sapien ac ante elementum elementum. Nam varius facilisis metus, vitae pharetra urna fermentum eget. Vivamus pharetra viverra sapien ut semper. Sed gravida sem in magna hendrent.

Yours sincerely

Name



File Note

Matter name:	File No.
ACCC parties	Note book Ref.
TRACKIT No	File No.
Other parties	Note book Ref.

Phone to <input type="checkbox"/>	Phone from <input type="checkbox"/>	Meeting <input type="checkbox"/>	Other <input type="checkbox"/>
--	--	---	---------------------------------------


Donec rhoncus, nisi a rutrum vulputate, tellus urna sagittis ligula, imperdiet volutpat leo nibh et leo. Vestibulum efficitur mollis ante, nec vehicula magna cursus et. Aliquam erat volutpat. Pellentesque pharetra nisi mauris, sed faucibus mauris ultricies non. Integer purus lacus, pellentesque ut nisi quis, iaculis varius lorem. Fusce placerat tellus sed auctor scelerisque. Quisque pretium lorem at imperdiet auctor. Aliquam venenatis, sem ac sodales fringilla, nulla enim molestie lectus, vel finibus arcu elit id mauris. Mauris ultrices magna id turpis porta, tincidunt tellus euismod. Sed erat lacus, pretium et neque et, tempus malesuada elit. Cura bitur sed dignissim ex. Curabitur augue erat, laoreet sit amet scelerisque sed, congue eget sapien. Phasellus a congue felis. Suspendisse interdum sagittis aliquet. Praesent et nisi in libero interdum luctus ac in metus.

Praesent aliquam mauris id nunc feugiat, sed cursus massa tempor. Class aptent taciti so ciosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Integer posuere sapien ac ante elementum elementum. Nam varius facilisis metus, vitae pharetra urna fermentum eget. Vivamus pharetra viverra sapien ut semper. Sed gravida sem in magna hendrent.

Signature: _____

Date: _____

Time: _____



Minutes

Office:	To:
TRACKIT No.	CC:
File ref.	From:
Date:	Subject:

Purpose

Provide a clear summary of the purpose, recommendation and reasons, using the reverse pyramid writing method (most important information first, least important last, details in attachments). Replace all yellow highlighted text.

Background

Provide relevant background information, options, previous considerations etc. The above heading has MS word quick style Heading 2 and this line defaults to Normal style.

Sub heading

- Use the Bullet point
 - and Bullet point 2 style for bullets

Insert headings and subheadings as required. Delete any references not required from the summary above, eg Office, Trackit No, File ref

ACCC style for minutes is un-numbered headings and paragraphs. If numbered paragraphs are required, use Numbered paragraph 1.1 instead of Normal.

Recommendation

If required provide the detailed recommendations or options.

Attachments (delete if not applicable)

Fine details should be placed in the Attachments.

Letterhead

File note

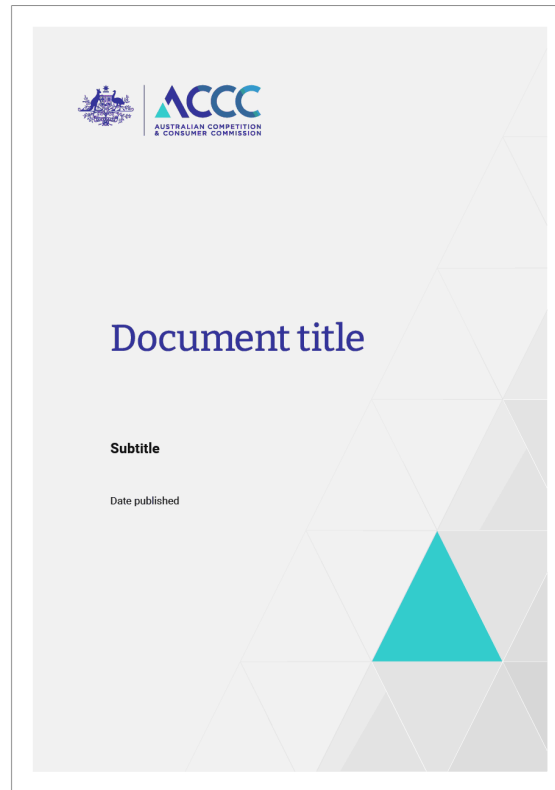
Minutes

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EXAMPLES OF USING THE ACCC BRAND



External Report Cover



Internal Document cover

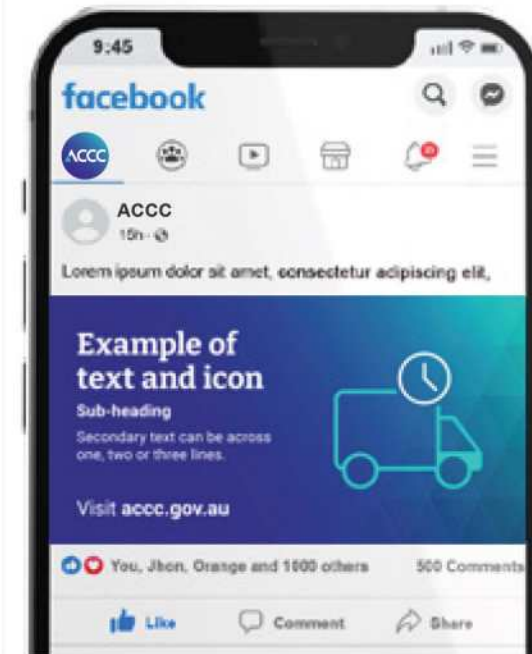
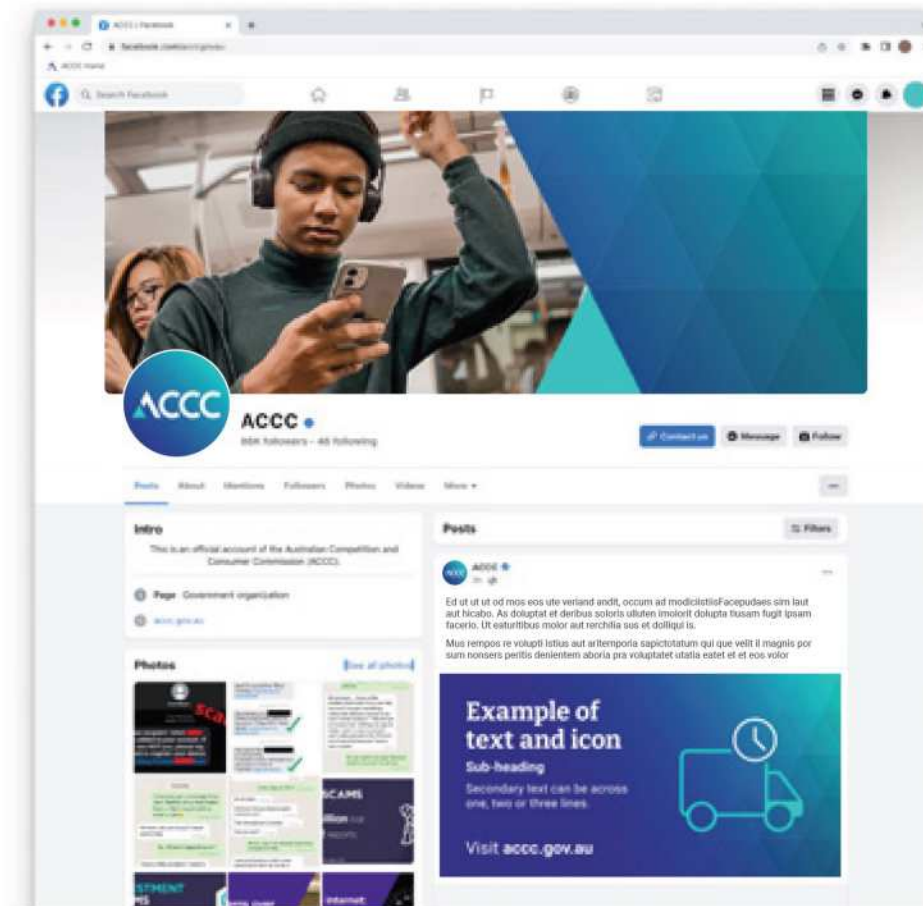


ACCC employees can find these Word templates within the application.

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EXAMPLES OF USING THE ACCC BRAND

Social media



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EXAMPLES OF USING THE ACCC BRAND



16x9 tile text only



16x9 tile with icon



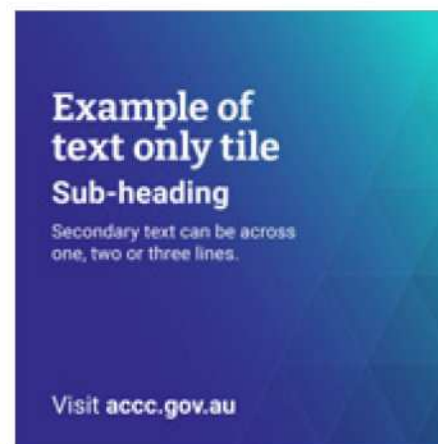
16x9 tile with image



1x1 tile with image



1x1 tile with image



1x1 tile text only



1x1 tile with icon

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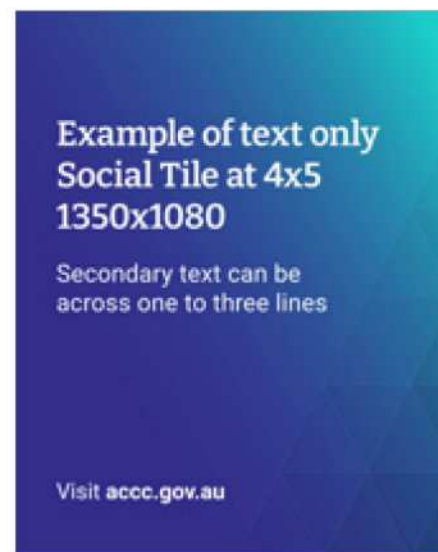
EXAMPLES OF USING THE ACCC BRAND



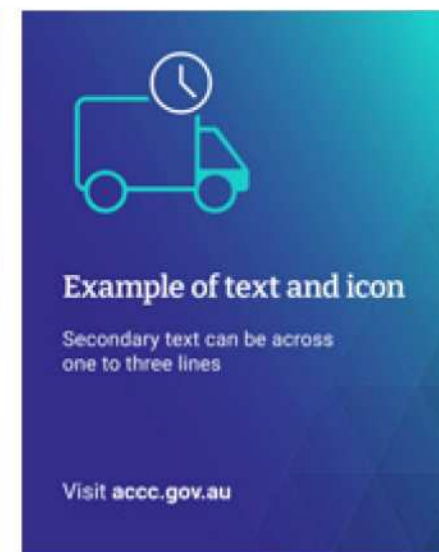
4x5 tile with image



4x5 tile with image



4x5 tile text only



4x5 tile with icon

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EXAMPLES OF USING THE ACCC BRAND



9x16 tile with image



9x16 tile with image



9x16 tile text only



9x16 tile with icon

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EXAMPLES OF USING THE ACCC BRAND

Social media - ACCC Product Safety



16x9 tile with image



16x9 tile text only



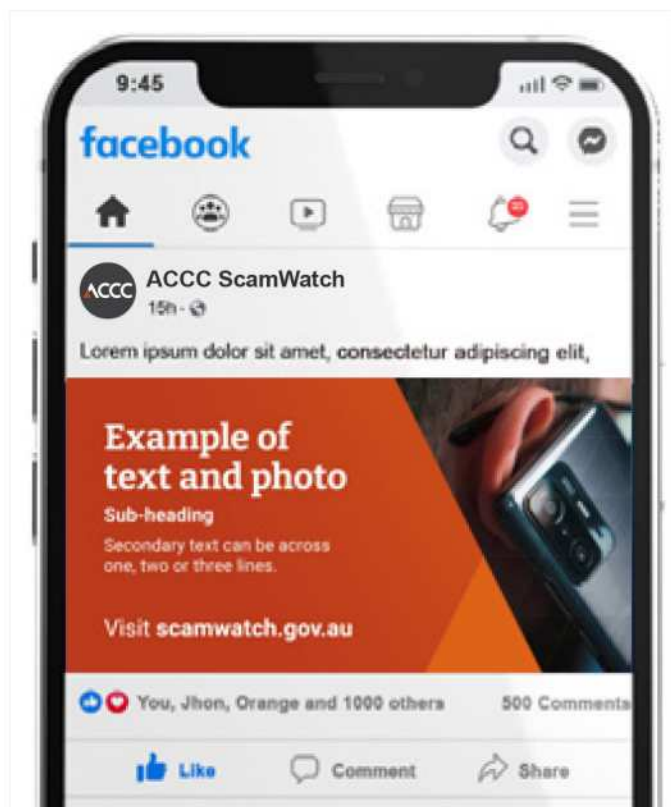
16x9 tile with icon



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EXAMPLES OF USING THE ACCC BRAND

Social media - ACCC Scamwatch



16x9 tile with image



16x9 tile text only



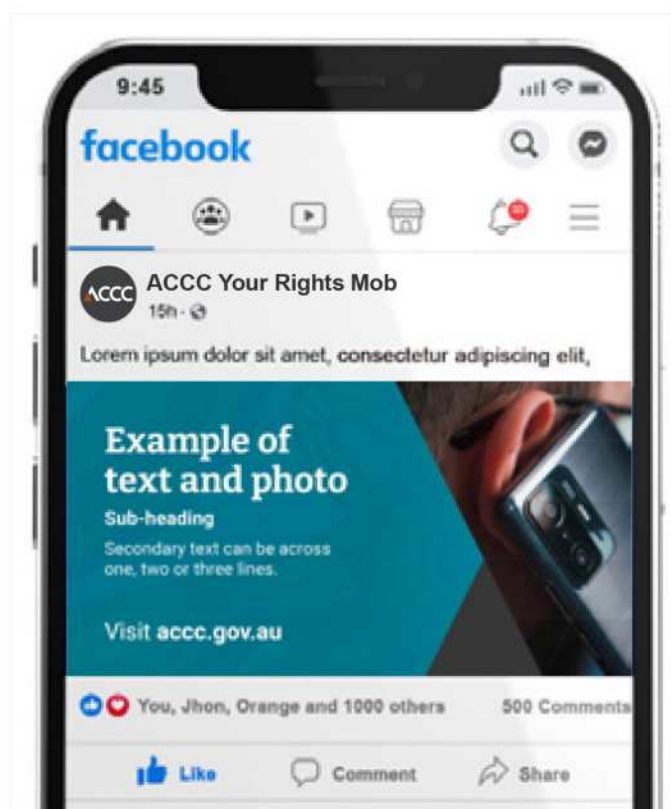
16x9 tile with icon



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EXAMPLES OF USING THE ACCC BRAND

Social media - ACCC Your Rights Mob



16x9 tile with image



16x9 tile text only



16x9 tile with icon

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EXAMPLES OF USING THE ACCC BRAND

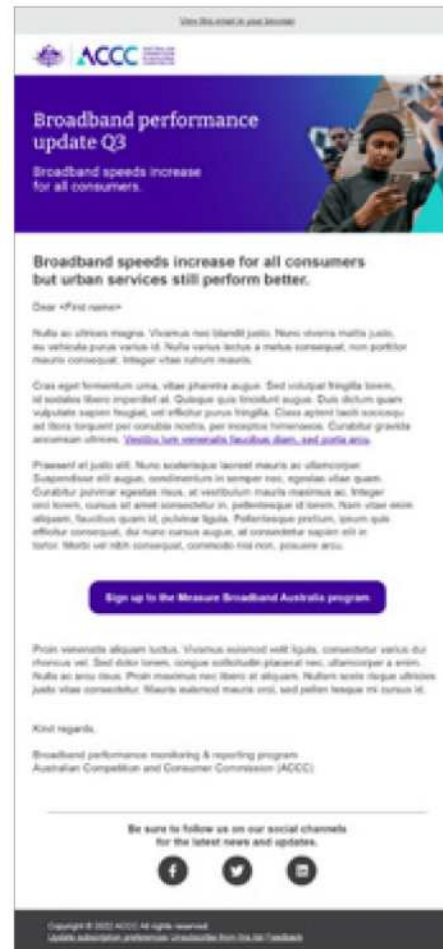
A3 Poster - ACCC Your Rights Mob



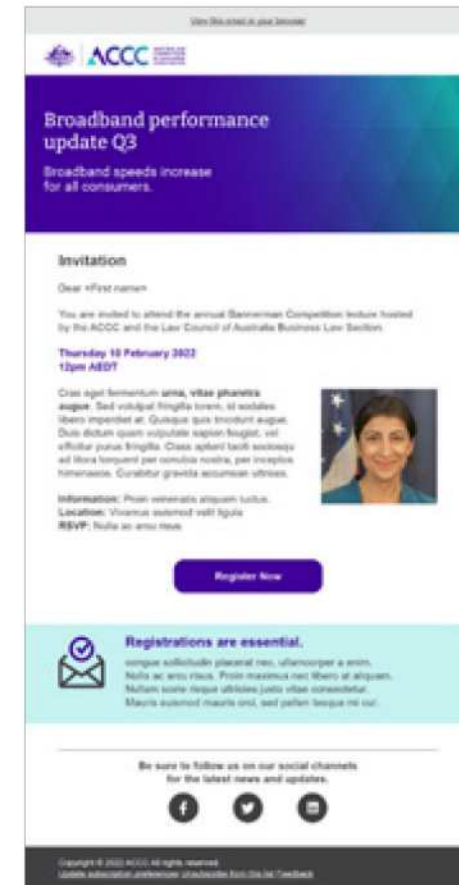
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EXAMPLES OF USING THE ACCC BRAND

Electronic Direct Mail



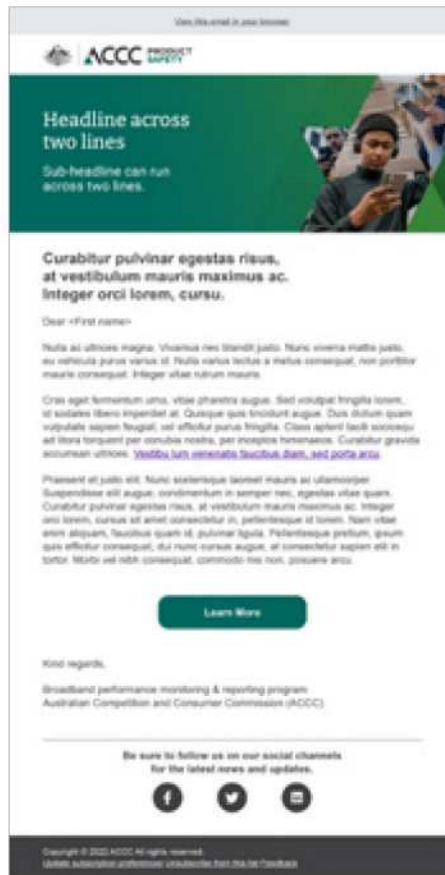
Header with image



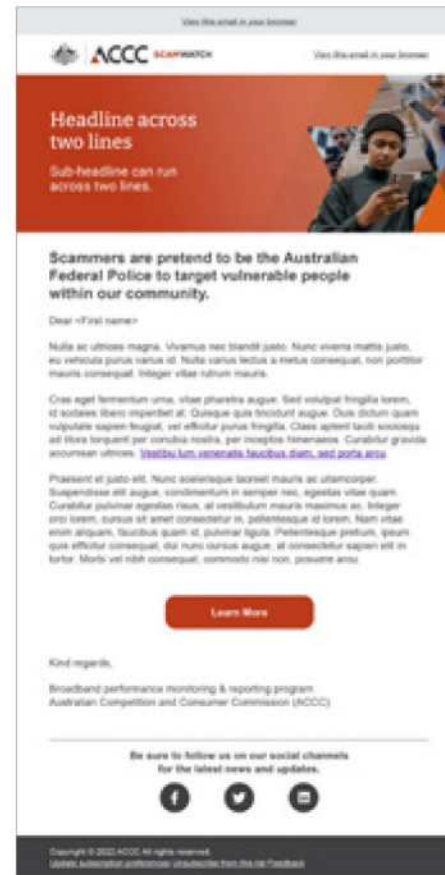
Header no image

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EXAMPLES OF USING THE ACCC BRAND



Product Safety

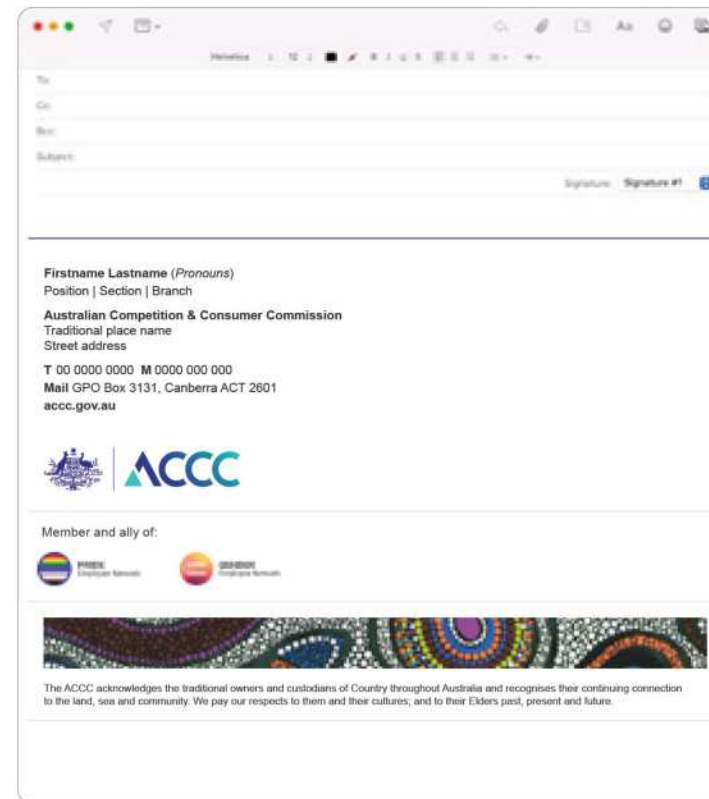
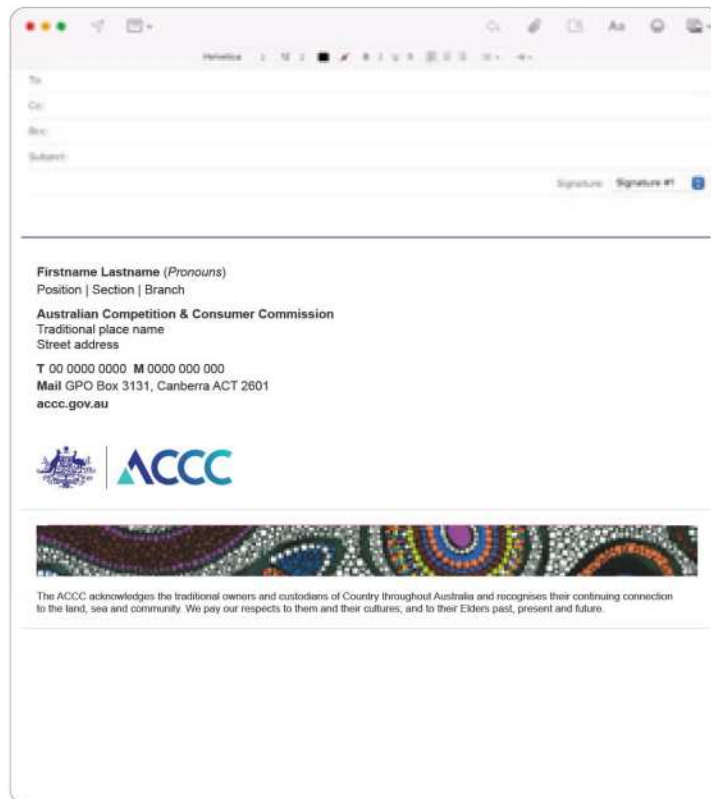


Scamwatch

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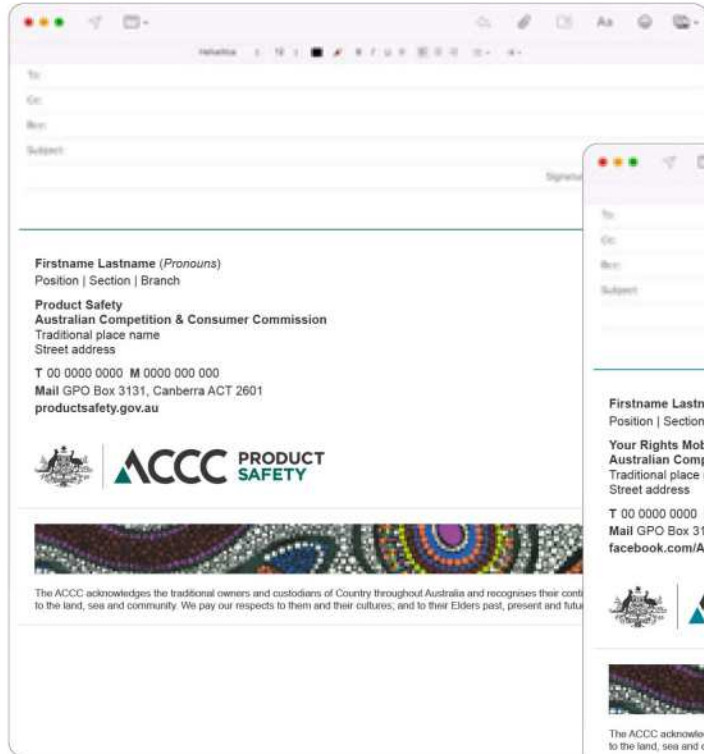
EXAMPLES OF USING THE ACCC BRAND

Email signatures

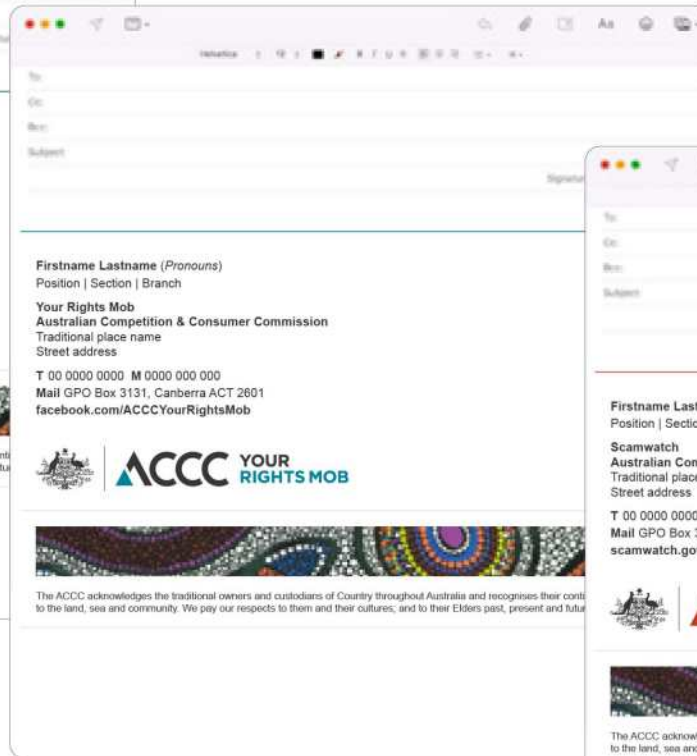


With space for Employee Network identifiers

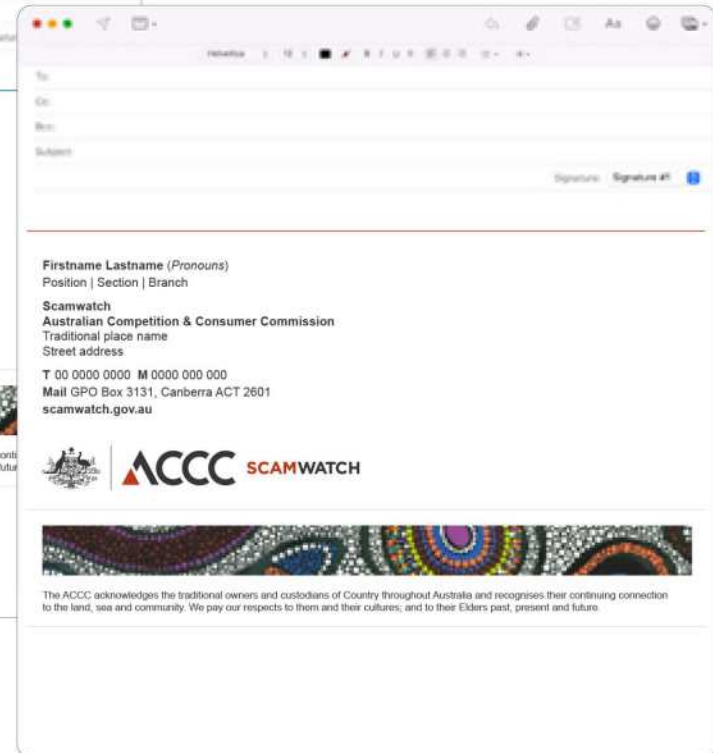
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ACCC Product Safety



ACCC Your Rights Mob



ACCC ScamWatch

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For more information contact the team on design.pubs@acc.gov.au

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