



**Australian Government**

**AusAID**

## **AusAID Logo Guidelines for Non Government Organisations**

---

Australian Agency for International Development

January 2007

## **AusAID logo guidelines for NGOs**

These guidelines have been developed to help NGOs ensure that the AusAID logo is consistently applied, helping to effectively promote Australia's significant aid contribution.

**Appropriate** recognition of Australian Government support is not optional.

Uses of the AusAID logo (in relation to an AusAID funded project or program) may include project signage, publications, annual reports and events.

In circumstances where the use of the AusAID logo would not be culturally or politically appropriate, detrimental to the achieving the desired outcomes of a project/program or could compromise the safety and security of staff, a common sense approach should be taken. However, before you can make the decision not to use an AusAID logo please discuss it with AusAID Public Affairs.

If you're unclear about any aspects after reading these guidelines, please contact AusAID's Public Affairs Group 02 6206 4000 or email [publicaffairs@ausaid.gov.au](mailto:publicaffairs@ausaid.gov.au)

### **The AusAID logo**

The only version of the logo that can be used on any materials – from annual reports to hats – is the inline version.

- you are not permitted to modify it
- you cannot use the 'stacked' version (where the design is centred and the crest appears centred above the text)
- the crest (emblem) part of the logo cannot be reproduced any smaller than 20 mm across

### **Accessing the logo**

An electronic version of the logo and advice on use of colours can be obtained by following this link:

<http://www.ausaid.gov.au/about/logo.cfm>

## Business Cards

If you are an NGO **do not** put the AusAID logo on your business card.

It may incorrectly imply that you are an Australian Government employee.

Instead of the logo, you should use one of the two following statements of acknowledgement:

- ***An Australian Government, AusAID initiative*** (where the project is fully funded by AusAID or is an initiative of AusAID)
- ***Supported by the Australian Government, AusAID*** (where the project is partly funded by AusAID)

Unless otherwise authorised by AusAID no specific project logos are to be used. This includes country program logos.

Where AusAID is providing funding to an NGO in support of their initiative then one of the following statements of acknowledgements should be included (where possible) with the AusAID logo:

- ***An Australian Government, AusAID initiative*** (where the project is fully funded by AusAID or is an initiative of AusAID)
- ***Supported by the Australian Government, AusAID*** (where the project is partly funded by AusAID)

## Project signage

Project signage needs to suit local conditions and reflect the partnerships through which the project is delivered. With that in mind, project signage should include:

- AusAID logo
- project name
- company name of the NGO and their logo
- one of the following statements of acknowledgement:
  - ***An Australian Government, AusAID initiative*** (where the project is fully funded by AusAID or is an initiative of AusAID)
  - ***Supported by the Australian Government, AusAID*** (where the project is partly funded by AusAID)

- partner Government's logo (if they agree) and any other contributing partner logos
- any other information specific to the country's requirements.

Where a partner government logo also appears and the Australian Government provides most of the funding, then the AusAID logo should be prominent (usually first on the left hand side of the sign).

You can use flags (both Australia's and that of the partner country) on your signs, as long as you are confident the renditions will be accurate. It is better to have no flag at all than a poorly painted one. The Australian flag and that of the partner country should be of the same size and of equal prominence.

Avoid using project acronyms unless you are sure everyone seeing the sign will know what it is. It's much better to spell out the name.

The costs of developing signage and other materials to promote the Australian identity is a project responsibility. No specific project logos are to be used – this includes country program logos.

### **Vehicle signage**

For security and other reasons it is not always practical or desirable to use vehicle signage.

Where a decision is made to use vehicle signage, approval **must** be sought from the appropriate AusAID program area. Vehicle signage should include:

- project/program name
- AusAID logo car sticker and partner Government emblem/logo if agreed.

AusAID car stickers are available by emailing [books@ausaid.gov.au](mailto:books@ausaid.gov.au)

### **More information**

Questions relating to issues associated with use of the AusAID logo should be directed to AusAID's Public Affairs Group 02 6206 4000 or email [publicaffairs@ausaid.gov.au](mailto:publicaffairs@ausaid.gov.au)