



Australian Government

AusAID

AusAID Logo Guidelines for Managing Contractors

Australian Agency for International Development

January 2007

1. AusAID logo guidelines for Managing Contractors (MCs)

- 1.1 These guidelines have been developed to help managing contractors (MCs) ensure that the AusAID logo is consistently applied, helping to effectively promote Australia's significant aid contribution.
- 1.2 Due recognition applies to *everything* and needs to be up front and obvious.
- 1.3 Uses of the AusAID logo (in relation to an AusAID funded project or program) may include project signage, publications, annual reports, events, website, stationery, merchandise (NOT including clothing), marketing, promotional advertising (NOT including advertisements for employees and/or sub contractors to work for the MC) and promotional materials; or it might be used in association with an acknowledgement statement relating to an MC's contract with AusAID.
- 1.4 Appropriate recognition of Australian Government support is not optional.
- 1.5 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.
- 1.6 If you're uncertain about any aspect of these guidelines, please contact AusAID's Public Affairs Group +61 2 6206 4000 or email publicaffairs@ausaid.gov.au

2. The AusAID logo

- 2.1 The only version of the logo that can be used on any materials – from annual reports to hats – is the inline version.
 - a. You are **not permitted** to modify it.
 - b. You **cannot** use the 'stacked' version (where the design is centred and the crest appears centred above the text).
 - c. The crest (emblem) part of the logo cannot be reproduced any smaller than 20 mm across.

3. Accessing the logo

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

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

4. Business Cards

- 4.1 If you are an MC, or an MC's employee, **do not** put the AusAID logo on your business card. It may incorrectly imply that you are an Australian Government employee.
- 4.2 Instead of the logo, you should use one of the two following statements of acknowledgement:
- (i) ***An Australian Government, AusAID initiative*** (where the project is fully funded by AusAID or is an initiative of AusAID)
 - (ii) ***Supported by the Australian Government, AusAID*** (where the project is partly funded by AusAID)
- 4.3 Unless otherwise authorised by AusAID no specific project logos are to be used. This includes country program logos.
- 4.4 Your business cards should also feature:
- > project name
 - > MC's company name and logo
 - > contact details of the card holder.

5. Letterhead and 'with compliments' slips

- 5.1 The AusAID logo must be included on all project letterhead and 'with compliments' slips. It should be positioned in the top left-hand corner.
- 5.2 Letterhead and 'with compliments' slips should also feature:
- > project name
 - > company name of the MC and their logo
 - > contact details of the company managing the project
 - > one of the following two statements of acknowledgement:
- (i) ***An Australian Government, AusAID initiative*** (where the project is fully funded by AusAID or is an initiative of AusAID)

- (ii) **Supported by the Australian Government, AusAID** (where the project is partly funded by AusAID).

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

6. All communication, promotional and marketing materials

6.1 All hard copy and electronic communication, promotional and marketing materials (including promotional advertisements **but NOT including** advertisements for employees or sub contractors to work for the MC) must feature the AusAID logo.

6.2 The AusAID logo must be positioned on the *front cover* of all books, brochures, maps and folders etc and the opening screen of DVDs, Powerpoint presentations and CDROMs. It should be positioned in a prominent position but, allowing flexibility for design, does *not* have to be in the top left corner.

6.3 The logo of the MC managing the project should also appear on the front cover of all books, brochures, maps and folders etc and the opening screen of DVDs, Powerpoint presentations and CDROMs.

6.4 Neither logo should dominate in terms of size; however, the AusAID logo should take precedence and be more prominently placed. Where a partner government or a multilateral is providing funding, but AusAID provides most of the funding, the AusAID logo should be prominent.

6.5 The AusAID logo must not be positioned underneath another logo on the same page, nor should it be smaller than other logos on the same page. For design purposes the AusAID logo can be positioned at the same height size (taking into account the 20mm width minimum requirement for the crest part of the AusAID logo) either above other logo/s or in line with other logo/s.

7. Advertisements by an MC for employees and their sub contractors

7.1 Advertisements for employees or sub contractors to work for the MC, organised by or for an MC, **must not** include the AusAID logo. This may falsely imply that AusAID, rather than the MC, is the employer.

7.2 Advertisements by an MC for employees or sub contractors must feature one of the following two statements of acknowledgement:

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

7.3 Advertisements by an MC for employees or sub contractors should also include:
> MC's company name and logo
> project name.

8. Project signage

- 8.1 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 MC and their logo
> one of the following two statements of acknowledgement:
- (i) **An Australian Government, AusAID initiative** (where the project is fully funded by AusAID or is an initiative of AusAID)
 - (ii) **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 logo/s
> any other information specific to the country's requirements.
- 8.2 Where a partner government logo also appears and the Australian Government provides most of the funding, then the AusAID logo should be prominent (i.e. usually first on the left hand side of the sign).
- 8.3 The AusAID logo must never be underneath or smaller than any other logo being featured but for design considerations can be positioned at the same height size (taking into account the 20mm width minimum requirement for the crest part of the AusAID logo) either above or inline with the other featured logo/s.
- 8.4 You can use flags (both Australia's and that of the partner country) on your signs, as long as you're confident the renditions will be accurate. It's 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, in line, and with equal prominence.

- 8.5 Avoid using project acronyms unless you are sure everyone seeing the sign will know what the acronyms mean. It is much better to spell out the name.
- 8.6 The costs of developing signage and other materials to promote the Australian identity is a project cost.
- 8.7 Unless otherwise authorised by AusAID no specific project logos are to be used. This includes country program logos.

9. Vehicle signage

- 9.1 For security and other reasons it is not always practical or desirable to use vehicle signage.
- 9.2 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.
- 9.3 AusAID car stickers are available by emailing books@ausaid.gov.au

10. Project websites

- 10.1 Whether you have developed a website as a project deliverable, or simply to keep people in touch with progress, your website must appropriately acknowledge Australian Government involvement.
- 10.2 Where the project is funded by AusAID, the front page should also feature:
 - > The AusAID logo
 - > project name
 - > MC's company name and logo
 - > partner company's logo (if they agree) and any other contributing partner logos
 - > one of the following two statements of acknowledgement:
 - (i) ***An Australian Government, AusAID initiative*** (where the project is fully funded by AusAID or is an initiative of AusAID)
 - (ii) ***Supported by the Australian Government, AusAID*** (where the project is partly funded by AusAID)

- 10.3 You may use flags (both Australia's and that of the partner country) on the website pages. The Australian flag and that of the partner country must be the same size, in line and of equal prominence.
- 10.4 Avoid using project acronyms on the front page. It is much better to spell them out.
- 10.5 Unless otherwise authorised by AusAID no specific project logos are to be used. This includes country program logos.

11. Merchandise

- 11.1 MCs working on behalf of AusAID who wish to use the AusAID logo and/or a supporting statement on any merchandise (for example, pens, mugs etc) must obtain permission from AusAID Public Affairs.
- 11.2 The AusAID logo or associated statements **must not** be placed onto clothing of any description unless authorised by AusAID Public Affairs.

12. More information

- 12.1 AusAID Public Affairs
Telephone + 61 2 6206 4000
Email publicaffairs@ausaid.gov.au