



Australian Government
Department of Employment and
Workplace Relations

Employment and related services Style guide 2006 – 2009



About DEWR

The Department of Employment and Workplace Relations (DEWR) is a dynamic, innovative and customer-focused organisation that contributes to strong employment growth, increased workforce participation and the improved productive performance of enterprises in Australia.

At DEWR, we aim to maximise the ability of unemployed Australians to find work, and to support strong employment growth and improved productive performance of enterprises in Australia. We achieve these aims by developing and implementing policies and programmes that support an effectively functioning labour market, increasing workforce participation for all Australians of working age and supporting workplaces with higher productivity and higher pay. We use current and emerging technologies to improve our customer service and to help connect people to jobs and promote the transition from welfare to work.

For information about DEWR legislation, programmes and support services, please visit the Australian Workplace site **workplace.gov.au**.

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Employment and related services Style guide

Part 3 – Information for employment and related services providers

The new Employment and related services brand has been developed with input from many of our service providers. This brand can be an important component of marketing activities for providers and this section of the guide is designed to help you use it effectively when producing your own materials.

13. Introduction

A major strength of our network of Employment and related services is the diverse range of organisations contracted to provide those services. If you are one of our contracted providers, we encourage you to maintain and promote your own corporate image and approaches to service delivery. However, by incorporating our brand in your own materials you provide ready recognition for job seekers and employers and acknowledgement of your participation in a broader publicly funded service delivery network.

The purpose of using our service programme identity is twofold. Through signage, posters and brochures it will provide job seekers, participants, employers and other clients with visible evidence that they are attending an Employment and related services provider's office. It also ensures appropriate acknowledgement of the Australian Government's support and funding for these services.

You should only use the logos for purposes directly related to the services you are contracted to provide and should refer to your contract for specific clauses regarding the promotion of services. Even if you have a contract with the Department of Employment and Workplace Relations (DEWR), you are not entitled to use the DEWR logo. You should only use the logos shown in these guidelines.

The information contained in this document is only for the use of providers contracted by DEWR to provide Employment and related services. Other individuals and organisations wishing to use the logos illustrated in this identity guide should contact:

Employment Communications Branch
Employment Business Services Group
Department of Employment and Workplace Relations
GPO Box 9879
Canberra ACT 2601
Email: jnmarketing@dewr.gov.au

Please note that Indigenous Employment Centres are covered by separate identity guidelines, which are available from the IEC secure site <https://iec.dewr.gov.au>.

14. Application of programme logos

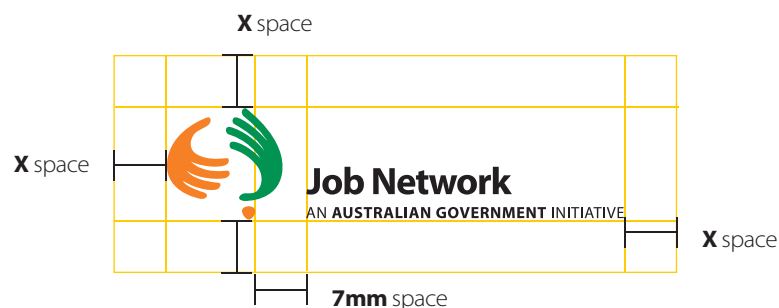
The programme logos are available in colour and mono versions. The colours used have been carefully selected and they cannot be changed in any way. Any employment service programme logo must always be used together with the words 'An Australian Government Initiative'. The icon, logotype and taglines are specially drawn and must not be respaced, traced, redrawn, typeset or modified in any form. They cannot be changed, nor can their position in relation to each other be altered in any way.

Minimum Size

The logo size shown in the diagram below is the minimum size permitted. The size is determined by measuring the width of the icon (the two hands). For legibility, this measurement should be no less than 15mm.



15mm wide



Space around the logo

To ensure that the logo retains its prominence and integrity, there should be an 'exclusion zone' around the logo on all sides. This space (X) is determined by measuring the space between the right hand side of the thumb print under the hands and the left hand edge of the text. At the minimum logo size, this space measures 7mm.

14. Application of programme logos

Because service providers will have their own corporate identities and styles, we recognise that as long as a logo is not used smaller than the minimum size specified on the previous page and as long as the exclusion zone around it is preserved, it can be positioned on the page or other item in a number of ways.

The preferred placement for the Employment and related services logos is at the bottom right of a page or printed item. However, this may not always be practical. The examples shown on this and the following pages give examples of how the logos can be used in a co-branding situation. These suggestions are guidelines only and, while they cover a range of applications, are by no means exhaustive.



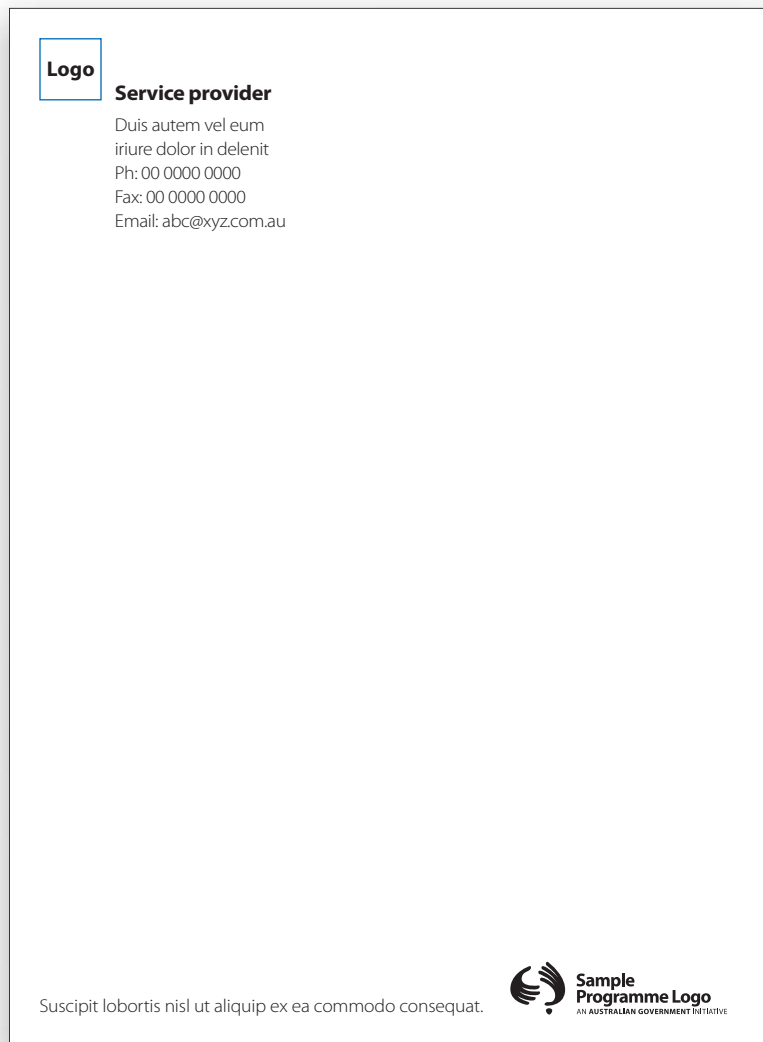
14. Stationery

Stationery

It may be to your advantage to incorporate an Employment and related services logo on your letterhead. If so, it should be no smaller than the specified minimum width (icon width of 15mm) and the line 'An Australian Government Initiative' must be included.

Letter head

The preferred placement for the employment services logo/s is in the bottom right hand corner of the letter head. However, this can be modified to suit your existing stationery design.



14. Co-branded provider publications

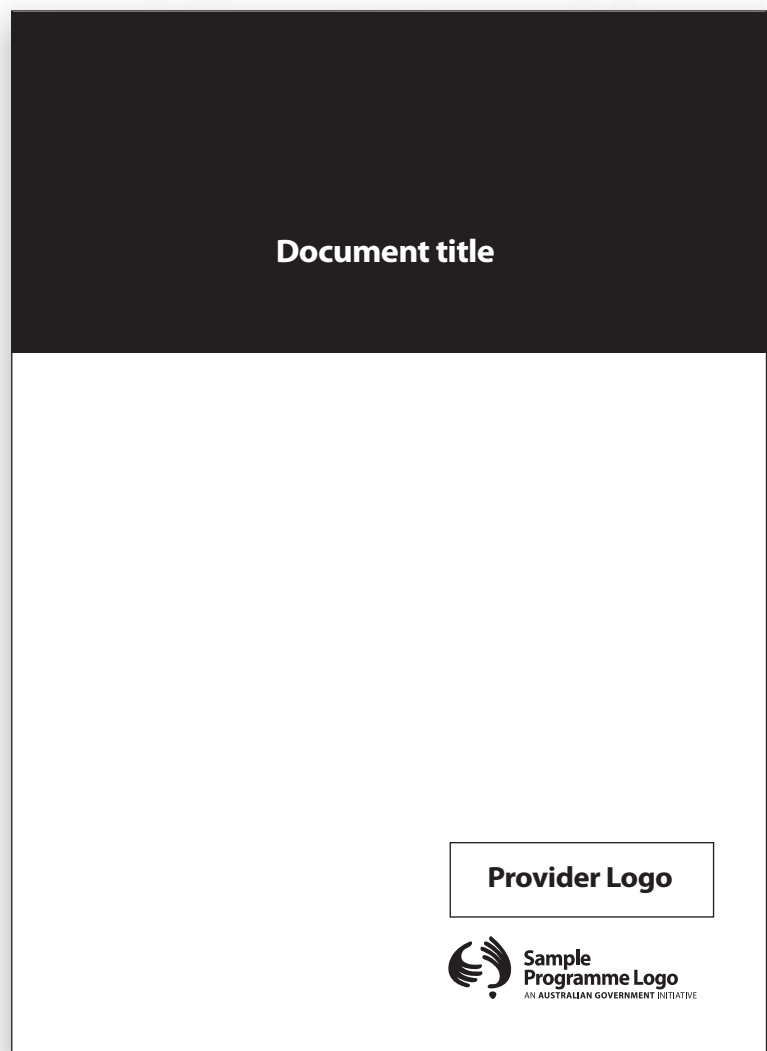
A4 booklets

A4 booklets

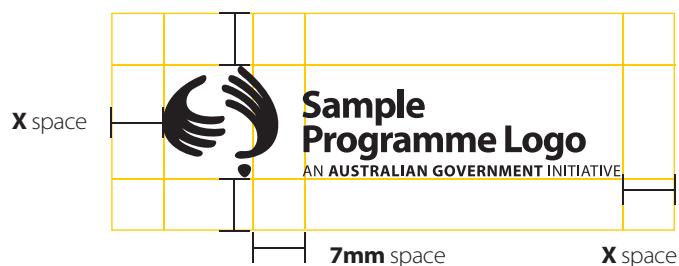
The preferred placement for the logo is the bottom right hand corner. The provider logo may be placed above the Employment and related services logo or elsewhere on the page.

Space around the logo

To ensure that the logo retains its prominence and integrity, there should be an 'exclusion zone' around the logo on all sides. This space (X) is determined by measuring the space between the right hand side of the thumb print under the hands and the left hand edge of the text. At the minimum logo size, this space measures 7mm.



X space



14. Co-branded provider publications

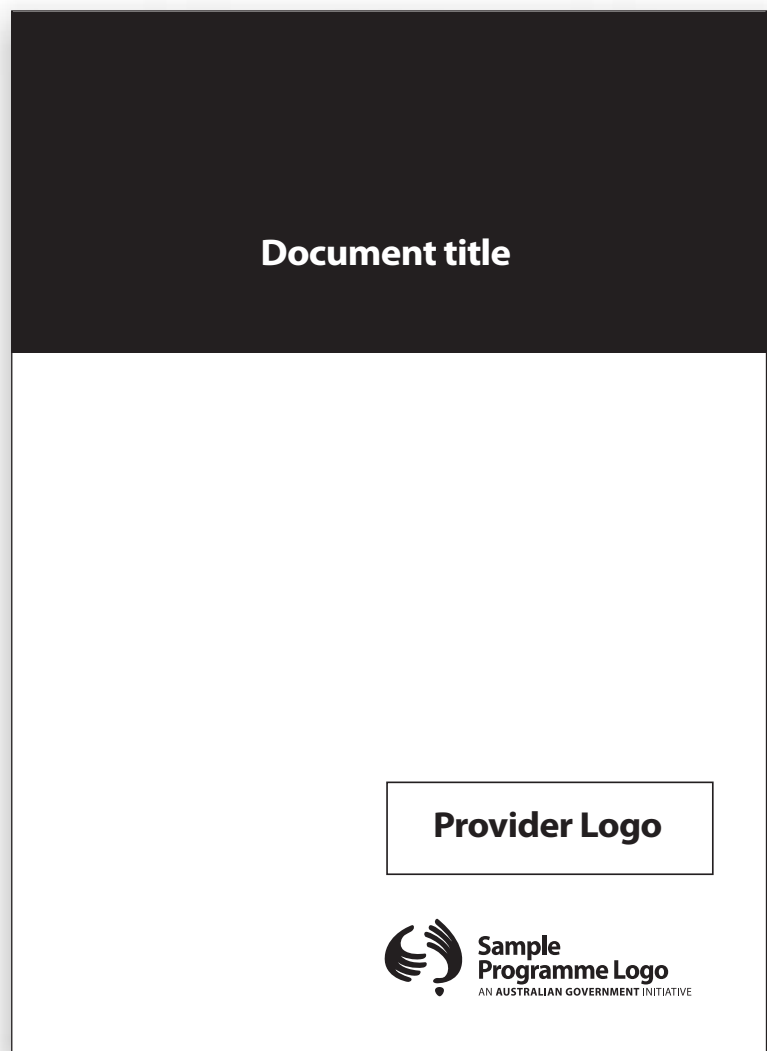
A5 booklets

A5 booklets

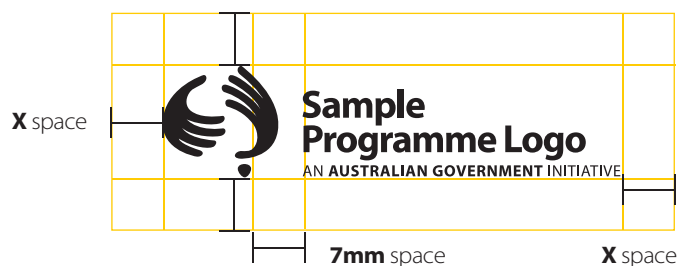
The preferred placement for the logo is the bottom right hand corner. The provider logo may be placed above the Employment and related services logo or elsewhere on the page.

Space around the logo

To ensure that the logo retains its prominence and integrity, there should be an 'exclusion zone' around the logo on all sides. This space (X) is determined by measuring the space between the right hand side of the thumb print under the hands and the left hand edge of the text. At the minimum logo size, this space measures 7mm.



X space



14. Co-branded provider publications

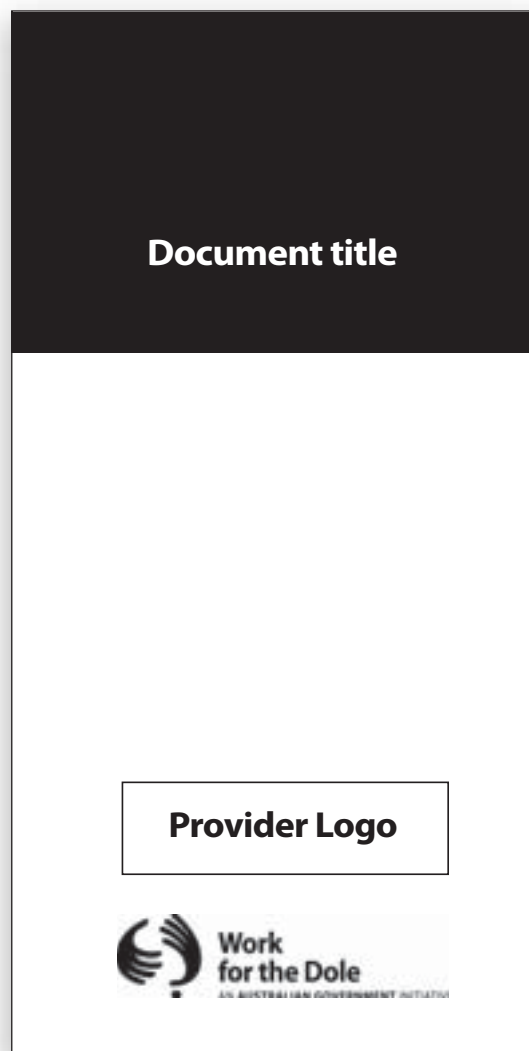
DL booklets

DL booklets

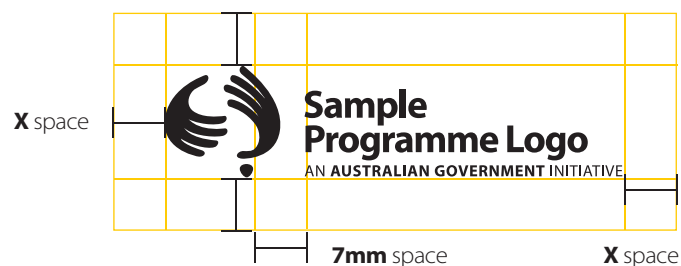
The preferred placement for the logo in a DL document is centred at the bottom of the page.

Space around the logo

To ensure that the logo retains its prominence and integrity, there should be an 'exclusion zone' around the logo on all sides. This space (X) is determined by measuring the space between the right hand side of the thumb print under the hands and the left hand edge of the text. At the minimum logo size, this space measures 7mm.



X space



14. Presentation folder

Standard presentation folder

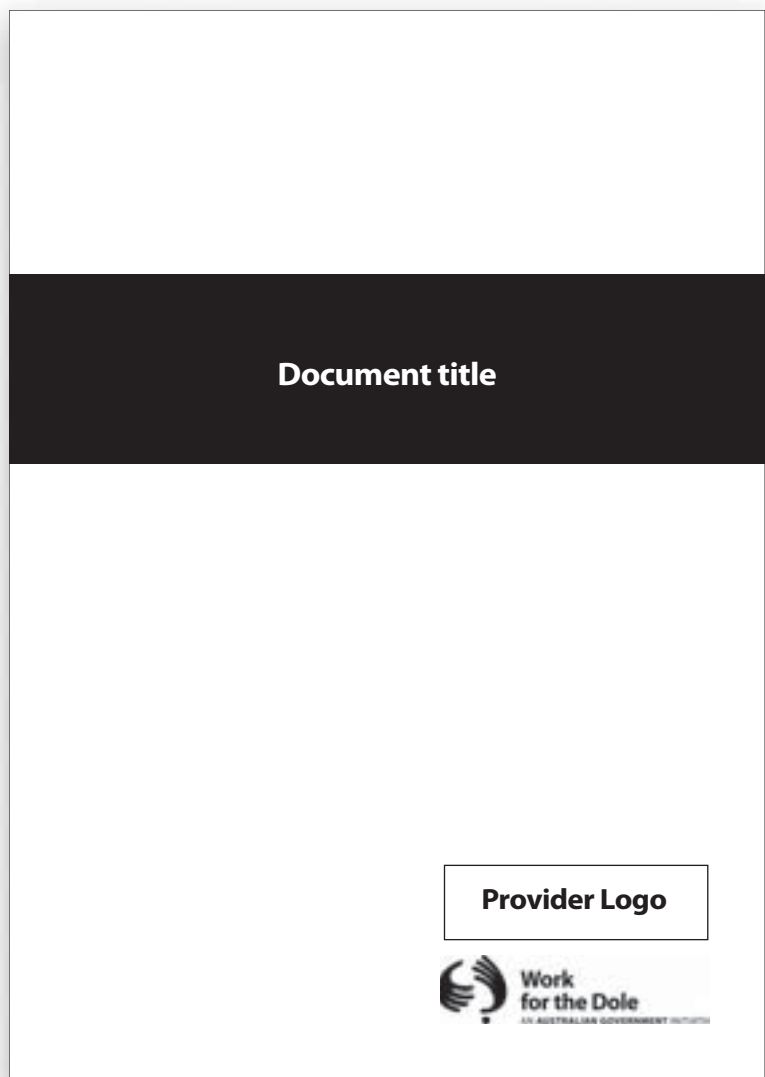
Providers will have their own layout styles for items such as folders and binders. This diagram is not intended as a layout guide, but shows the proportion of the logo when used at minimum size on an oversize A4 folder cover.

Presentation folders

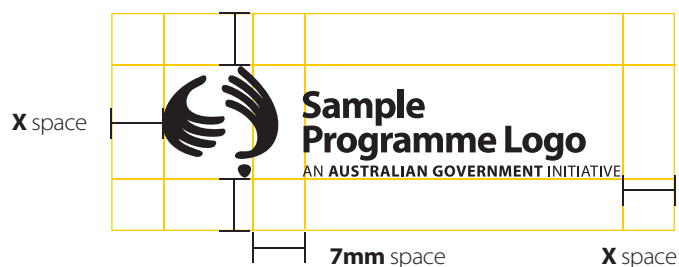
As on other communication items, the Work for the Dole logo should be placed in the bottom right hand corner. The provider logo may be placed above it, or elsewhere on the page.

Space around the logo

To ensure that the logo retains its prominence and integrity, there should be an 'exclusion zone' around the logo on all sides. This space (X) is determined by measuring the space between the right hand side of the thumb print under the hands and the left hand edge of the text. At the minimum logo size, this space measures 7mm.



X space



14. Posters

Standard poster

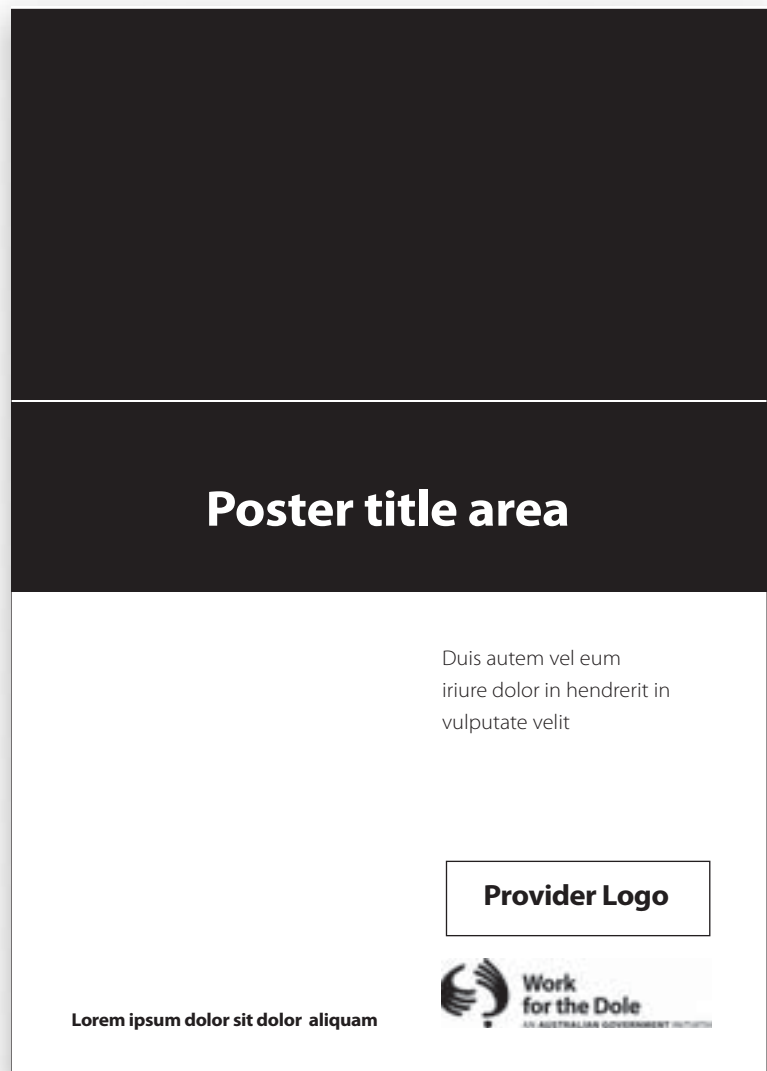
While not intended as a prescriptive layout style, the diagram below shows the desirable proportions for the Work for the Dole logo, so that it retains prominence on the page.

Posters

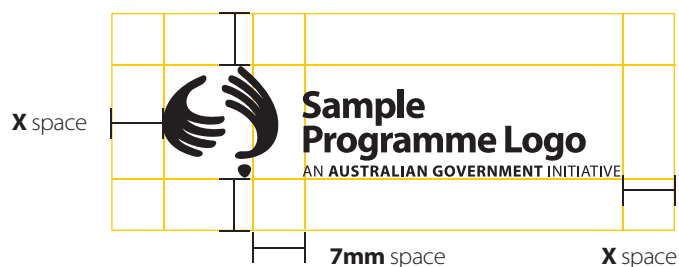
As with other communication pieces, the preferred placement of the logo is in the bottom right hand corner. The provider logo may be placed above it, or elsewhere on the poster.

Space around the logo

To ensure that the logo retains its prominence and integrity, there should be an 'exclusion zone' around the logo on all sides. This space (X) is determined by measuring the space between the right hand side of the thumb print under the hands and the left hand edge of the text. At the minimum logo size, this space measures 7mm.



X space



14. Press advertising

Standard two-column advertisement

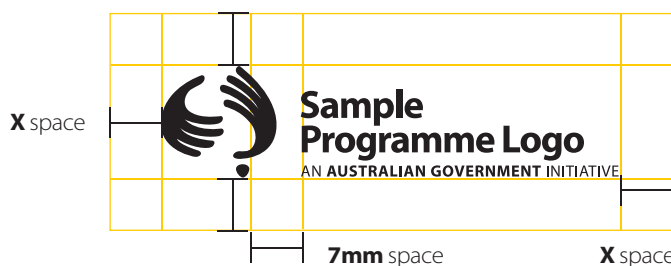
The diagrams below show several options for the placement of Green Corps logo in classified-style press advertisements. Keep in mind the minimum size requirements and the need for the line 'An Australian Government Initiative' to remain legible. The placement of the logo in advertising is at the designer's discretion; however, the same requirements regarding size and the exclusion zone around the logo apply.

Two-column press advertisement

At this size, the preferred placement is centred at the bottom of the advertisement.



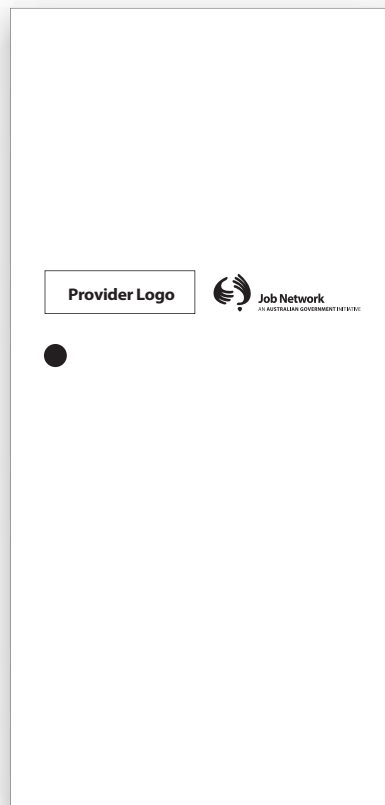
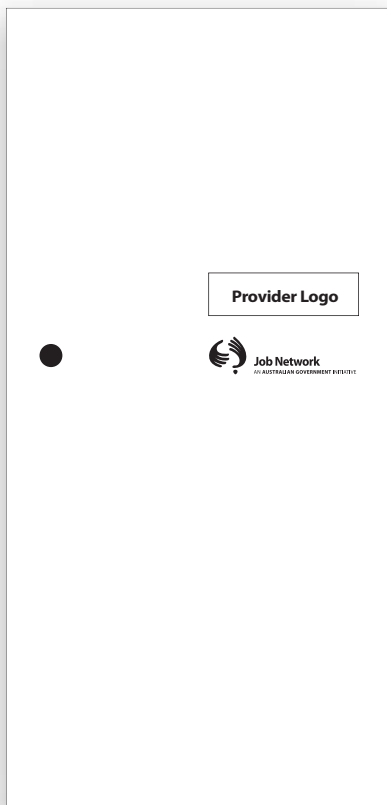
X space



14. Signage

Standard door sign

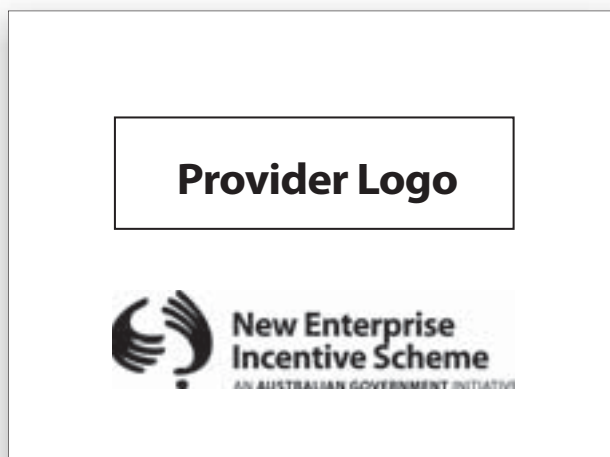
Providers may wish to incorporate an Employment and related services logo on the door of their premises, alongside or below their own logo. This may be either the master logo or a specific programme logo, for example Job Network.



14. Signage

Outdoor sign

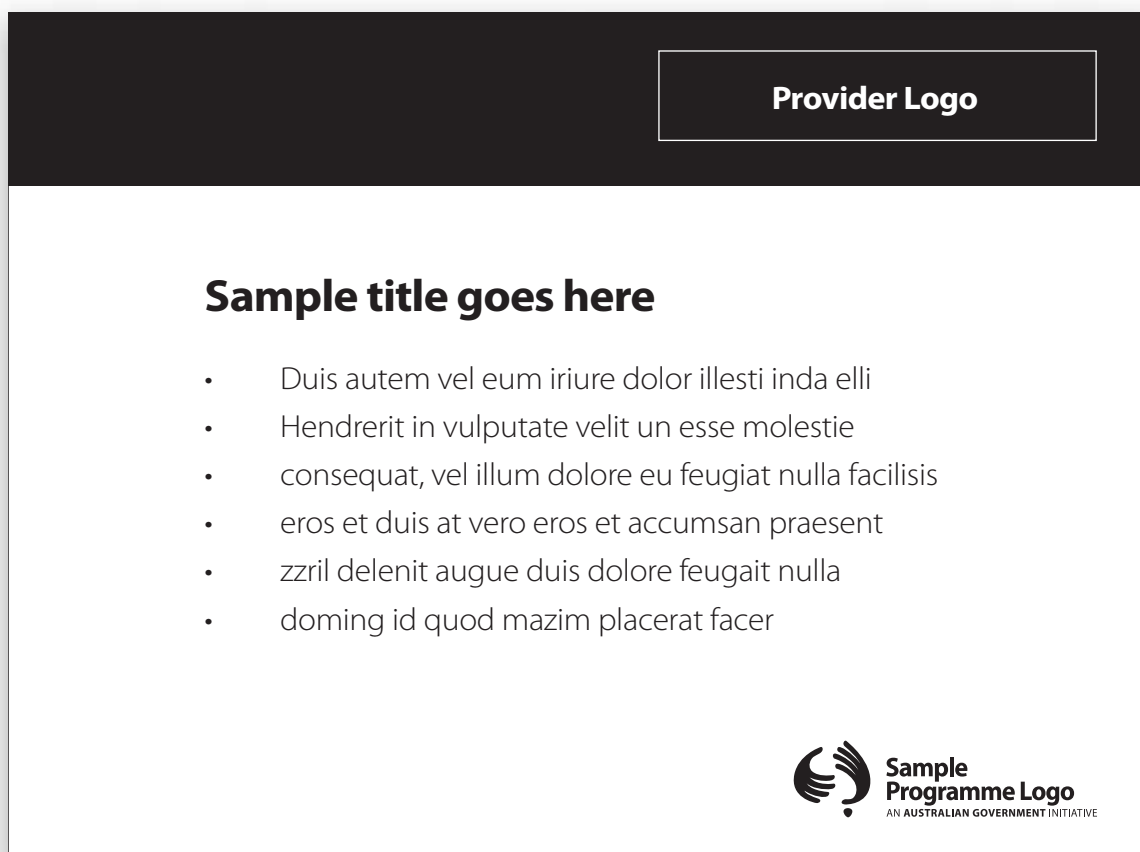
Providers may wish to incorporate an Employment and related services logo or programme logo in outdoor signage. Examples are shown for an under-verandah sign and a vertical sign for New Enterprise Incentive Scheme.



14. Audio visual

Standard powerpoint designs

An Employment and related services logo or programme logo may be incorporated into powerpoint presentations. Logos can be used in colour or mono on a white background, or reversed white out of a colour as shown on the following page.

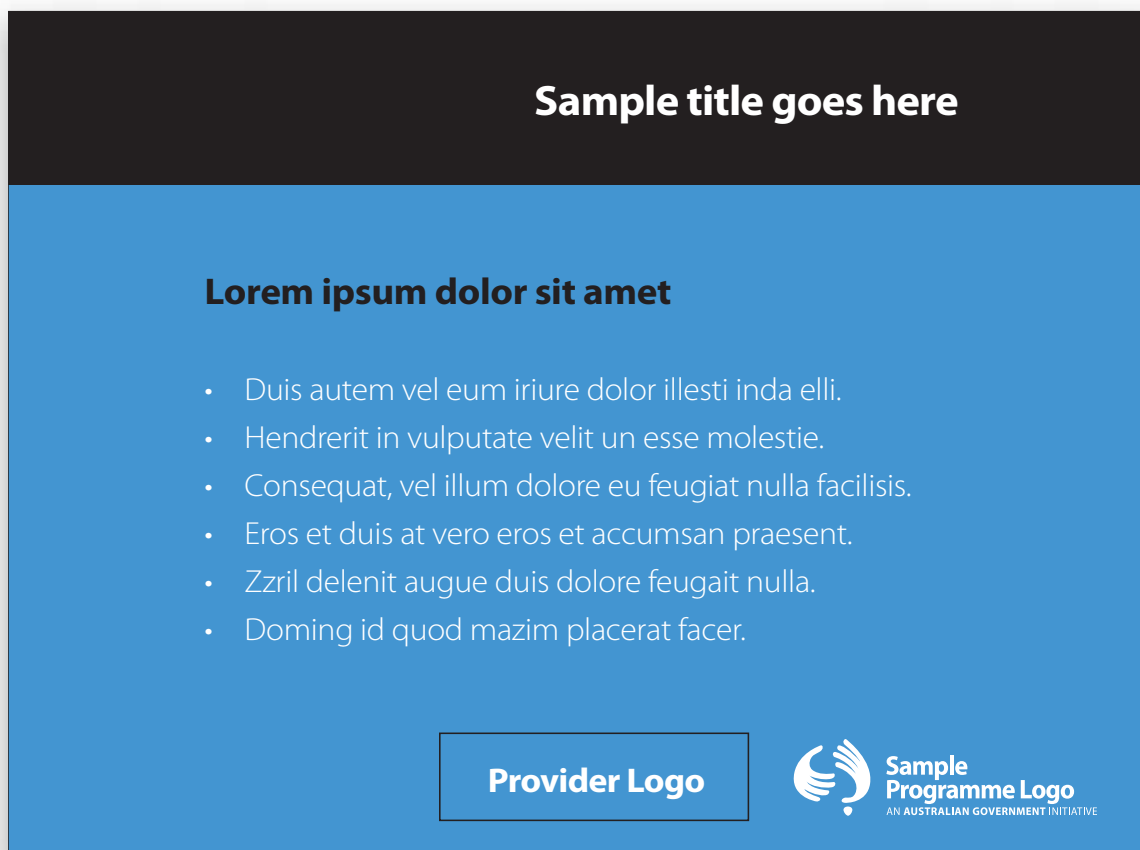


Powerpoint designs

The preferred placement for the logo is bottom right hand corner. The provider logo may be displayed in the heading as shown or alongside the employment services logo.

14.Audio visual

Standard powerpoint designs



Powerpoint designs

The preferred placement for the logo is bottom right hand corner.

The provider logo may be displayed alongside, or in the heading.

14.Audio visual

Standard TV end frame

If you are using the Employment and related services logos or programme logos in a television commercial, care should be taken that the line 'An Australian Government Initiative' is readable on screen.



15. Acknowledging the support of the Australian Government

As has been mentioned previously in these guidelines, the line 'An Australian Government Initiative' is an integral part of the design of both the master and programme logos for Employment and related services. This line must always be displayed where the logo is used, and the individual components of the logo must not be separated.

The need for this acknowledgement to be legible at all times determines the minimum size at which the logo may be used. However, in certain instances, for example on television or on a billboard which is only seen from some distance, the logo will need to be considerably larger to maintain the legibility of this line. It is important to note that providers must, in all promotional, publicity and advertising activities that they undertake in connection to the services they deliver on behalf of the Australian Government, **use badging and signage provided by or approved by DEWR and acknowledge the financial and other support of the Australian Government.**

