



CARING  
FOR  
OUR  
COUNTRY

## Logo guidelines

# Contents

**3 Introduction**

**4 The design**

**5 Colour palette**

**6 Design constraints**

**7 Landscape version**

**7 Specialised reproduction**

**8 Using with the Australian Government logo**

**8 Using with other logos**

## Introduction

In June 2003, the Australian Government adopted logo standards for Australian Government departments and agencies. The Australian Government *Design Guidelines* were developed to help departments and agencies create and use their new logos consistently. The guidelines also allow for government programs to be recognised separately if necessary.

In August 2008 the Minister for the Environment, Heritage and the Arts and the Minister for Agriculture, Fisheries and Forestry agreed on the use of a logo to be used for publications and other materials associated with Caring for our Country.

This Style Guide provides design and branding direction to help ensure that the Caring for our Country logo is used consistently. It should be used with the Australian Government *Design Guidelines* and the *Style Guide for Authors, Editors and Printers*.

Artwork for the Caring for our Country logo is available at [www.nrm.gov.au/publications/logos](http://www.nrm.gov.au/publications/logos).

If you have questions about the use of the logo or access to artwork, please contact:

Australian Government Land and Coasts Communications Team  
GPO Box 787  
Canberra ACT 2601  
Tel 1800 552 008 (toll-free)

### Related documents available from the Land and Coasts Communications Team

Australian Government Land and Coasts acknowledgement and style guide.  
Australian Government Land and Coasts publication guidelines (for departmental use).



**Australian Government**

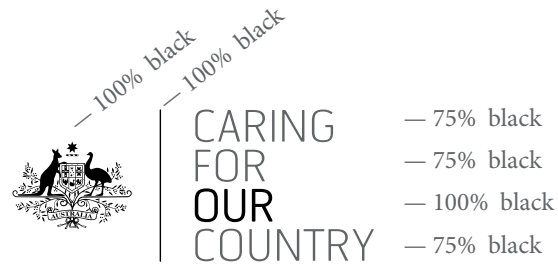
**Department of the Environment, Water, Heritage and the Arts**

**Department of Agriculture, Fisheries and Forestry**

Caring for our Country is administered by a joint team of the Department of the Environment, Water, Heritage and the Arts and the Department of Agriculture, Fisheries and Forestry.

# The design

## Black percentages



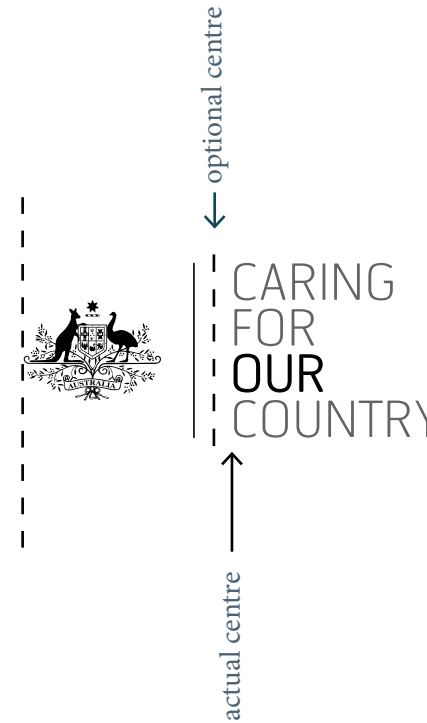
## Colour percentages



## White (reversed) percentages



## About the logo



It is usually best to centre the logo to the *actual centre* especially if there are borders or other graphic elements evenly spaced at either side. If the logo is on its own in wide-open spaces, or with graphic elements only to one side, then using the *optional centre* may be more balanced.

**FONT USED IN LOGO = Hermes Thin**

Avoid using Hermes Thin for headings or similar size text near to logo.

# Colour palette

While there are two preferred corporate colours and an associated palette to choose from, the logo can be printed in any colour that suits your audience and information products.



Pantone 303  
94 65 46 33  
rgb 43 71 88



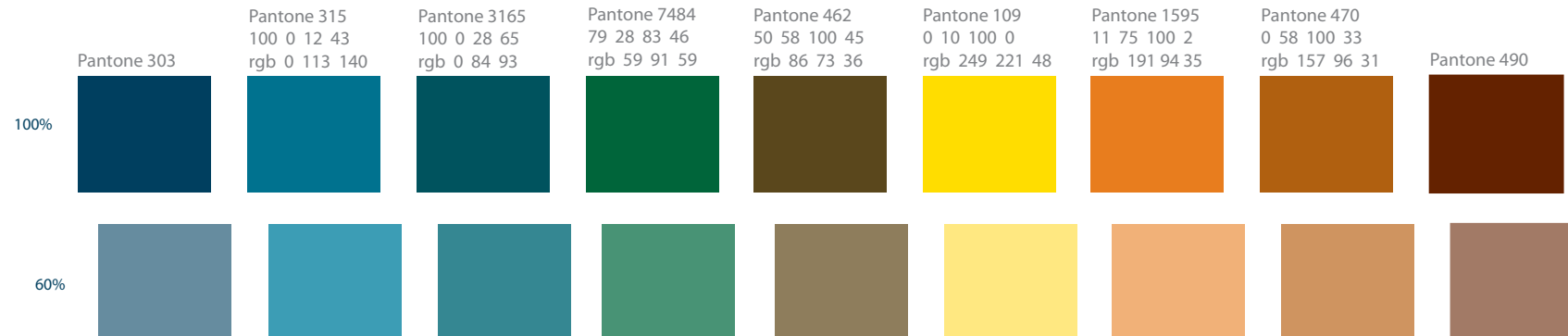
Pantone 490  
0 74 100 72  
rgb 88 39 0



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# Design constraints

Exclusion zone: make sure that text or other design elements do not encroach on the logo.



## Minimum reproduction size



Exceptions to minimum size restrictions include name badges, business cards, or other small products.

Make sure the logo contrasts with background colour.



Do not modify artwork including changing the relative size of elements.



The logo should not be used as part of a sentence.



## Landscape version of the logo

Where the design of your communication product does not easily accommodate the shape of the logo, the landscape version may be used.



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This version of the logo should only be used where design difficulties exist.

Artwork for the landscape version of the logo is **not** available on the website.

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Australian Government Land and Coasts Communications Team

GPO Box 787

Canberra ACT 2601

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## Specialised reproduction

Where the logo is being reproduced in sizes too small for the printing technique, such as embroidery or silk screening, logo artwork that uses the stylised Coat of Arms may be used.



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This version of the logo should only be used where reproduction difficulties exist. It is not to be used for offset or digital printing or for silk screening at large sizes.

Artwork for the stylised version of the logo is **not** available on the website.

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Canberra ACT 2601

Tel 1800 552 008 (toll-free)

# Using with the Australian Government logo

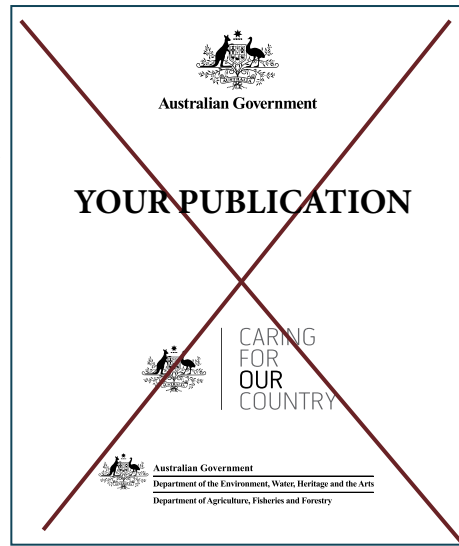
*'Generally, the Commonwealth Coat of Arms should appear only once in a publication...'* Style Manual for Authors, Editors and Printers, sixth edition p294.

In most cases, use of one government logo is all that is required. If a publication is funded by Caring for our Country, then that logo is usually all that is required for recognition of the Australian Government and its departments.

Avoid using the Caring for our Country logo where the Australian Government logo is being used. If both are being used put them on separate pages if possible. If they need to be on the same page, the Australian Government logo should be placed separately in a visually superior position such as above or on the left.

Similarly avoid using Australian Government departmental logos (containing the Commonwealth Coat of Arms) with the Caring for our Country logo\*.

\*an example of where the Caring for our Country logo may be used with the joint departmental logo is where the administrative structure of Caring for our Country is being communicated.



# Using with other logos

When the Caring for our Country logo is used with another logo, both logos should be scaled to the same visual weight and the separation distance should be at least double the exclusion zone:

