



Australian Government

Department of Infrastructure, Transport,
Regional Development, Communications, Sport and the Arts



ARTS AND SCREEN
Employment Pathways
Pilot Program

Arts and Screen Employment Pathways Pilot Program

Brand Guidelines



www.arts.gov.au

Overview

These brand guidelines serve as a framework to ensure the consistent and accurate representation of our brand.

Correct use of our logo, standardised typography, and uniform application of our brand colours are essential to maintaining brand integrity and recognition. Consistency in these elements reinforces our brand's credibility and supports a cohesive visual identity across all channels and touch points.

Primary logo

The primary full-colour logo/s should always be the first choice for all brand applications, except where the designer determines monotone versions are more appropriate for clarity, contrast, or context. The primary logo is available in stacked and inline variations. The program logo is always in a lockup with the department crest.

DITRDCSA ASEPPP stacked primary.eps



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DITRDCSA ASEPPP stacked primary reversed.eps



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Logo variations

Secondary monotone logo variations must be used when the full-colour logo does not meet the minimum contrast ratio of 4.5:1*, as specified by WCAG 2.1 AA accessibility standards. This ensures sufficient visual contrast for users with visual impairments, maintaining clarity, legibility, and compliance across all digital and print applications. The logo variations are available in stacked and inline variations.

*Correct at time of developing this manual.

DITRDCSA ASEPPP stacked mono.eps



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Minimum size

Minimum size conditions ensure reproduction and appropriate scale of each logo. It refers to the smallest allowable scale. The minimum width of the Commonwealth Coat of Arms on stationery and larger items must be 20mm. However, on items such as name badges and identity cards where it may not be possible to adhere to this, the Coat of Arms may be altered in width, but must remain recognisable. Guidelines on use of the Australian Government logo by Australian Government departments and agencies can be found online: www.pmc.gov.au/resources/commonwealth-coat-arms-information-and-guidelines

20mm (W)



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180.6mm (W) x 19.3mm (H)

20mm (W)



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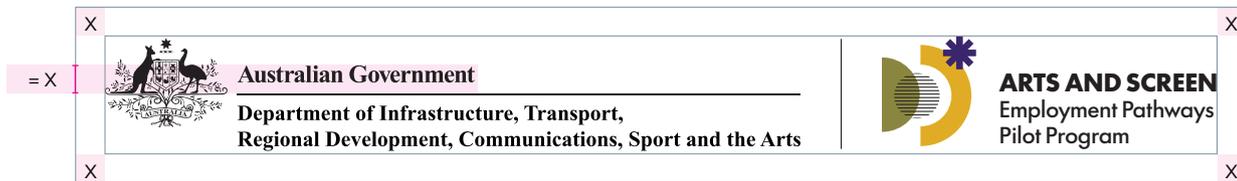
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106mm (W) x 38.6mm (H)

Exclusion zone

Always maintain an exclusion zone around the logo to ensure it remains identifiable, visible, and legible in all contexts. The recommended exclusion zone surrounding the logo should equal the height of X as depicted in the diagram below. Please note that the isolation zone shown here must be seen as a minimum and can be greater; and that it applies to every form of the logo and in every application of the logo.

Inline logo exclusion zone



Stacked logo exclusion zone



Colour

When using brand colours for text and backgrounds, please be mindful of contrast and legibility. Refer to the “Aa” markings on the colour swatches as a guide—these indicate which colour combinations meet WCAG 2.1 AA accessibility standards for title text (AA 18pt/24px) and body text (aa 12pt/16px). Ensuring appropriate contrast supports accessibility and maintains clear communication across all formats.

AESPPP.ase colour swatch file has been provided in the logo kit for use in Adobe programs.

Primary



CMYK: 93/100/20/17
RGB: 55/16/111
HEX CODE: #38106F

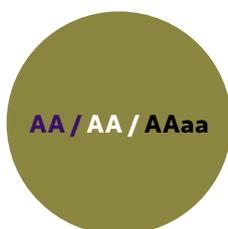


CMYK: 25/38/0/0
RGB: 180/149/239
HEX CODE: #B594F0

Secondary



CMYK: 0/24/88/12
RGB: 224/171/27
HEX CODE: #E0AB1B



CMYK: 46/36/90/11
RGB: 139/134/63
HEX CODE: #8B863F



CMYK: 52/53/76/35
RGB: 97/87/60
HEX CODE: #61573C

Fonts

Primary font family— Futura®100

The iconic geometric family for branding, surety, and standout presence — is now one of the few truly global type families. It communicates in 12 scripts and more languages than ever before. With upcoming language support for more than 90% of the world’s population, the revitalised warmth of Futura®100 is historically introspective, globally applicable, and stylistically comprehensive. Futura®100 is available from Adobe Fonts: <https://fonts.adobe.com/fonts/futura-100>

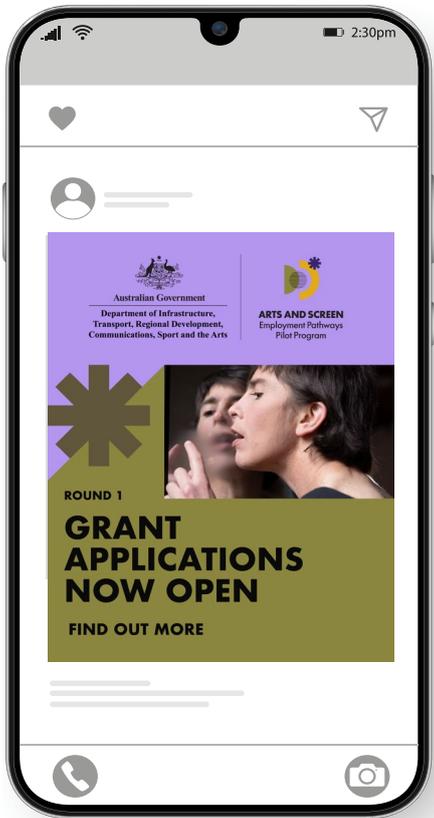
Futura®100 Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*()

Futura®100 Medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*()

Application mockups



Social Media



Postcard



