FREQUENTLY ASKED

QUESTIONS ON

COMMON BRANDING

APRIL 2024

Government
of South Australia

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Policy compliance

What is the *Common Branding Policy* and to whom does it relate?

The *Common Branding Policy* for the Government of South Australia (GOSA), states that all government entities must adopt only the authorised branding outlined in the Branding Guidelines to ensure a whole of government presence is maintained at all times.

The Policy applies to all entities that can be directed by a minister, including department's subordinate agencies, statutory authorities, government enterprises and boards. The policy also clearly states that programs, initiatives, and committees are not entitled to be identified though their own logos.

A copy of the policy is available at dpc.sa.gov.au/govcommunications.

I am actioning my entity's compliance with the *Common Branding Policy*, who do I refer to for advice or assistance?

If you need clarification on you entity's compliance with the Common Branding Policy, please contact govcommunications@sa.gov.au.

Exemptions from the Policy

The policy states that exemptions can be obtained where mitigating circumstances prevail. What types of exemptions can I apply for?
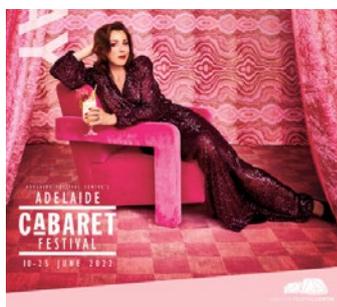
Exemptions may be granted on an individual basis. Entities will need to detail their reasons in relation to a vested commercial, cultural or public welfare interest. Depending upon their terms of reference the exemption process will vary.

There are two types of exemptions:

- Co-Branding: Entity specific logo in conjunction with the GOSA logo.
  This exemption comes with application guidelines.

- Full Exemption: Entity specific logo only, without the GOSA logo.

All exemption requests need to be approved by the department's Chief Executive (or equivalent) prior to submission to the Chair of the Government Communications Advisory Committee (GCAC) for approval.

My entity is established as an independent entity from government, is it therefore exempt from the *Common Branding Policy*?

To determine if an entity is required to comply with the *Common Branding Policy*, it is important to establish if the minister is able to direct your entity. If the minister is able to direct your entity, then you will need to comply with the Policy.

If it is difficult to establish if the minister has direction, please contact govcommunications@sa.gov.au.

My entity is required to comply with the *Common Branding Policy* but wishes to use a dedicated logo. What is the approval process for this?

Not all entities are permitted to use a dedicated logo. Entities that represent programs, initiatives and committees must use the department or agency logo to identify themselves and are not permitted to use a dedicated logo.

If an entity wishes to use a dedicated logo and is not a program, initiative or committee, approval is required from your Chief Executive (or equivalent), prior to being submitted to the Chair of GCAC for approval.

If approval is granted by the Chair of GCAC, the dedicated logo must comply with the *Common Branding Policy*.

If an entity wishes to use a dedicated logo that does not comply with the Policy, a co-branding or full branding exemption from the *Common Branding Policy* must be sought.

Applications must be assessed and supported by the Chief Executive (or equivalent) before being submitted to Launchpad for the Chair of GCAC to approve.

What is the process for obtaining an exemption from the Common Branding?

Submissions for exemption are facilitated through the whole-of-government Communication Approval portal, Launchpad and must follow the government communications approval process.

Please refer to the *Marketing Communications Guidelines* available at dpc.sa.gov.au/govcommunications.

Logo development and applications

Where can I access copies of the Government of South Australia logo?

If you have access to Launchpad, you will be able to access the logos via the portal.

If you don't have access to Launchpad, please contact your Director of Communications (or equivalent).

I wish to change my existing logo that has been previously granted a common brand exemption, do I need to obtain GCAC approval again?

Yes, each approval granted is conditional and based upon the contents of the submission put forward for consideration at the time. Should any elements be changed, a new branding exemption request must be submitted through Launchpad for Government Communications Advisory Committee (GCAC) approval.

Stationery

My Chief Executive/minister has requested a change to the Stationery Guidelines, are we able to accommodate their wishes?

Where entities experience difficulties or impracticalities in executing the changes to their stationery format, they are advised to raise the concern via govcommunications@sa.gov.au.

Is the design of my stationery limited to the standard templates shown in the *Government of South Australia Branding Guidelines*, if I have co-branding approval?

No, the design of your stationery is not limited to the prescribed format, however some basic logo application guidelines apply. Please refer to the *Government of South Australia Branding Guidelines* for more information.

Our Entity does not have 'Frutiger' as a font on our machines, is there another font I can use?

Yes, the default font for all electronic stationery templates is Arial, but if you are **printing** your stationery through a professional print company, you are required to use the original artwork, which has Frutiger as the font.

Branding communication materials

How do we represent two or more Government Departments in a sponsorship situation?

It is recommended that only the GOSA logo is used, and sponsoring Departments should be recognised in words with accompanying text or copy. For further information please refer to the _Government of South Australia Branding Guidelines_.

Do I need to include the Government logo on our Departmental uniforms and vehicles?

If your entity has been deemed to comply with the _Common Branding Policy_ and adopt the standard logo format, then you will be required to use the standard logo on your uniforms and vehicles.

If your entity has been granted an exemption, then these entities may use their approved logo without the Government logo on their uniforms and cars.