

**GOVERNMENT OF
SOUTH AUSTRALIA**

BRANDING GUIDELINES

APRIL 2024



**Government
of South Australia**

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UPDATED: APRIL 2024

GOVERNMENT OF SOUTH AUSTRALIA BRANDING GUIDELINES

OFFICIAL

INTRODUCTION

The corporate identity of any organisation is a valuable asset and the integrity of its public image must be protected and maintained at all times. A *common branding policy* has been introduced to the Government of South Australia to ensure that a consistent and professional image is maintained with the general public. This enables all levels of the community to recognise Government of South Australia activities, information and services.

A single identifiable logo also serves to remind public sector employees that rather than working for an individual department or agency, we are all working for the one government, and fundamentally the community of South Australia. This will assist in fostering further collaborative efforts between government departments to the benefit of the general public.

Premier and Cabinet Circular 005: Whole of Government Communication and Branding, specifies that the Common Brand will apply to all South Australian Government entities. These guidelines have been developed to assist government entities execute the common brand accurately and consistently.

In conjunction with these guidelines, reference should be made to the *Government of South Australia Marketing Communications Guidelines*, available from dpc.sa.gov.au/govcommunications.

Approval Process

These guidelines do not replace the established communications approval process for all advertising and marketing campaigns prior to entering the public domain.

The *Marketing Communications Guidelines*, available from dpc.sa.gov.au/govcommunications, outlines the requirements of the government communications approval process.

For further information:

Government Communications
Department of the Premier and Cabinet
dpc.sa.gov.au/govcommunications
Email: govcommunications@sa.gov.au

GOVERNMENT OF SOUTH AUSTRALIA LOGO

Government of South Australia logo

The Government of South Australia logo (GOSA logo) consists of:

- the roundel, incorporating the Piping Shrike and the words 'South Australia'; and
- the words 'Government of South Australia'.

The standard logo incorporates the words beneath the roundel. Two horizontal versions are also available, which may be used where design or application precludes the use of the standard form. The logo must not be modified and must be reproduced in its entirety.

NOTE: All aspects of the common brand, including all versions and variations, must be reproduced from original, digital artwork. No facet may be recreated or redrawn and the logo must always retain its original colours and proportions.

Government of South Australia logo files are available from the whole-of-government Communications Approval Portal, Launchpad. If you have access to Launchpad, you will be able to access the logo files via the portal.

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

GOSA – standard



**Government
of South Australia**

GOSA – horizontal



**Government of
South Australia**

GOSA – horizontal extended



Government of South Australia

Authorisation to use the logo

Use of the GOSA logo by a third party (non-government) entity must be authorised by a relevant Government entity prior to entering the public domain.

Size

The minimum size of the GOSA logo roundel must be 10mm. This applies to every design form, variation, and all applications, and is a minimum only. The logo must be in proportion to the design to which it is applied.

10mm



**Government
of South Australia**

10mm



**Government of
South Australia**

10mm



Government of South Australia

10mm, as measured across the diameter of the 'roundel'

Full colour version

The full colour version of the GOSA logo is the preferred option where possible.



Prescribed colours

The colours must be applied as follows:

COLOUR	PMS	4 COLOUR PROCESS	
Blue	295	100 cyan, 60 magenta, 30 black	
Top and bottom segments of the roundel, words 'Government of South Australia' below or beside the roundel			
Red	199	100 magenta, 65 yellow	
Intermediate segment of the roundel			
Yellow	137	100 yellow, 35 magenta	
Smallest segment of the roundel			
Charcoal Grey	cool grey 11	60 black	
Inner circle of the roundel and the Piping Shrike			
Black	Black	100 black	
Single colour mono			

Colour specification for use on the internet

The full colour logo is specified in RGB (red, green, blue) and Hex format as:

COLOUR	R	G	B	HEX	
Blue	0	46	89	004B88	
Red	224	5	54	ED174C	
Yellow	251	139	0	FCAF17	
Charcoal Grey	95	93	92	808285	
Black	35	31	32	231F20	

Colour specification for use for print

The full colour logo is specified in CMYK (cyan, magenta, yellow, key) format as:

COLOUR	C	M	Y	K	
Blue	100	60	0	30	
Red	0	100	65	0	
Yellow	0	35	100	0	
Charcoal Grey	0	0	0	60	
Black	0	0	0	100	

GOVERNMENT OF SOUTH AUSTRALIA LOGO CONTINUED

Font

The font for the Government of South Australia logo is Frutiger LT Std Bold.

Positioning

The GOSA logo must be protected by an isolation zone of clear space at all times (this applies to every version and all applications):

- A clear space, the width measuring 25% of the diameter of the roundel, must surround the logo on all sides
- It cannot be impinged upon by graphic elements, other logos, the edge of a page or advertisement
- It must be free of background colour changes
- The GOSA logo cannot be rotated
- No segment may be reproduced as a graphic element.



Colour

The GOSA logo may only be reproduced in prescribed colour formats from original artwork files per the following pages.

When reproducing the full colour logo:

- It must be reproduced on a white or light colour background and never onto strong or dark colours
- Where there is a coloured background the centre of the roundel must be transparent with the background colour appearing through the entire logo.



Single colour version (mono)

The GOSA logo may be reproduced in a single colour where full colour is not available:

- Black or Blue (PMS 295) are the only permitted colours.



Blue (PMS 295)



- The mono logo may be applied to a white or light background.



Reverse white version

When the GOSA logo is reproduced on dark backgrounds, the reverse white version of the GOSA logo must be used:

- Any dark background colour is suitable.
- A light background colour is not permitted.
- The logo may only be reproduced reversed in white.



VARIATIONS OF THE GOVERNMENT LOGO

Variations of the government logo

Sponsored by/Supported by/Initiative of

Variations are available to highlight the government's involvement through in-kind support, financial assistance or sponsorship.

Use of the GOSA logo by a third party (non-government) entity must be authorised by a relevant Government entity prior to entering the public domain.

The only approved variations are 'Sponsored by', 'Supported by' and 'Initiative of'.

Please refer to the *Government of South Australia Marketing Communication Guidelines* for the approval process of corporate sponsorships.

Sponsored by:

- Applied in situations where a government entity enters into a sponsorship agreement for a particular event/program or initiative.



Sponsored by
**Government
of South Australia**



Sponsored by
**Government of
South Australia**



Sponsored by
Government of South Australia

Supported by:

- Appropriate where a government entity offers in-kind support, seed funding or other assistance towards an event, program or initiative without entering into a sponsorship arrangement.



Supported by
**Government
of South Australia**



Supported by
**Government of
South Australia**



Supported by
Government of South Australia

Initiative of:

- Applied in specific situations where a program, event or initiative is conceived, initiated or driven by a government entity, but where the management, administration or control of the event, program or initiative is not necessarily the overall responsibility of a government entity.



An Initiative of
**Government
of South Australia**



An Initiative of
**Government of
South Australia**



An Initiative of
Government of South Australia

Please contact your Director of Communications (or equivalent) if unsure of the appropriate logo to apply in a particular instance.

VARIATIONS OF THE GOVERNMENT LOGO CONTINUED

Solid line version

Use of the solid line version of the roundel is reserved for use by ministers only. However, it can be made available for use where the reproduction requires it, such as with embroidery.

Use of the solid line logo is strictly on approval by the Government Communications Advisory Committee (GCAC).

Please contact govcommunications@sa.gov.au to apply for an exemption to use the solid line logo.



**Government
of South Australia**

Branding of South Australian Government entities

The *Common Branding Policy* applies to all government entities that are directed by a minister, including:

- Departments and subordinate agencies only (not programs, initiatives, committees etc);
- statutory authorities;
- boards;
- government enterprises.

Government entities

The policy states all entities must adopt the Common Branding format. Examples of the prescribed format are shown below:

COLOUR



Government of South Australia
Department for Infrastructure
and Transport



**Government
of South Australia**
Department for
Infrastructure and Transport

MONO



Government of South Australia
SA Health



**Government
of South Australia**
SA Health

REVERSE



Government of South Australia
Department of the Premier
and Cabinet



**Government
of South Australia**
Department of the
Premier and Cabinet

Creating and using entity logos

Entity logo templates are available by request to GovCommunications@sa.gov.au.

Only one entity can be added to the GOSA logo.

The font for the entity name is Frutiger LT Std Roman. It is the same font size as the GOSA font.

All GOSA logo requirements for size, colour, position and application apply to entity logos.

Programs, initiatives and committees not entitled to their own GOSA entity logo may use a graphic element in junction with the relevant entity logo. Refer to the section 'Use of supporting graphics'.

COMMON BRANDING POLICY

Common Branding Policy

Premier and Cabinet Circular 005: Whole of Government Communication and Branding states that all government entities must adopt only the authorised branding outlined in these guidelines to ensure a whole of government presence is maintained at all times.

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

Please email govcommunications@sa.gov.au if you are seeking clarification on your agency's requirement to comply with the *Common Branding Policy*.

Exemption submissions

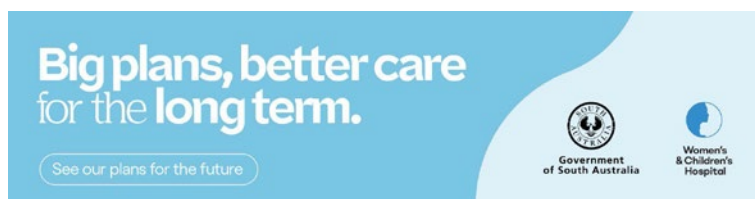
Where an entity has been deemed to comply with the *Common Branding Policy*, exemptions requests may be approved by the Chair of GCAC where an entity has demonstrated that an exemption would support a:

- vested commercial welfare interest;
- cultural welfare interest; or
- public welfare interest.

There are two types of exemption:

- **Co-branding**

Where an entity is permitted to be recognised by an approved entity logo in conjunction with a GOSA logo.



- **Entity logo only (full exemption)**

Where an entity is permitted to be recognised solely by an approved entity specific logo.



Submissions for exemption are facilitated on Launchpad and must follow the approval process outlined in the *Marketing Communications Guidelines*. Applications must be assessed and supported by the Chief Executive (or equivalent) before progressing to the Chair of GCAC for approval.

- If granted, the exemption applies solely to the specific entity and logo approved. The exemption does not extend to any sub-entities or additional logos. Any future alterations will require a new submission for consideration.

Please refer to the *Marketing Communications Guidelines*, available from dpc.sa.gov.au/govcommunications, for more information.

CO-BRANDING GUIDELINES

Co-branding of logos

For entities with a co-branding exemption, the GOSA logo should be used in conjunction with an approved entity logo on all communication materials, including those of a marketing, administrative or operational nature.

Logo application

- Only the GOSA logo (or an approved variation) can be used in partnership with the entity's logo, except where application of the State Brand applies.
- Both the GOSA and entity logos must be of equal visual weight with neither appearing dominant over the other.
- Where full colour application is available the GOSA logo must always be executed in full colour.

The guidelines and applications outlined in this document still apply to organisations with co-branding status, however the guidelines below are exemptions to the rule.

Stationery

- The GOSA logo must appear on all corporate stationery, although positioning is flexible to ensure the design is visually balanced.
- Entities are not limited to using the standard stationery format.
- No positioning statements or supporting graphics are permitted, other than the approved logo.

GUIDELINES FOR COMMUNICATION MATERIALS

Guidelines for communication activities

Department vs. agency identification

No more than one government logo (department or agency logo) may appear on communication of any nature, including sponsorship situations.

- The logo to use is the one that the consumer will recognise as the provider of the service.
- Where more than one government entity is involved only the GOSA logo may be used, and where multiple agencies must be identified they may be recognised in text only or as part of the overall design.
- Where a combination of private sector logos also appear, the dominance and position of the GOSA logo must reflect the government's degree of ownership or the level of support provided.



An example of recognition of multiple government agencies
Note: For illustration purposes only

Font

All print and digital material (outside of advertising and marketing campaigns) should use Frutiger to ensure consistent communication.

Frutiger LT Std Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT Std Light Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Frutiger LT Std Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT Std Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Frutiger LT Std Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Frutiger LT Std Bold Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

Frutiger LT Std Black

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Frutiger LT Std Black Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

Where Frutiger is not available, i.e. word processing software, internal communication and email, Arial can be used instead.

Capitalisation

Reference to the Government of South Australia and its entities must be presented in all upper case, or title case. All lower case is not acceptable. The use of acronyms such as GOSA or Government of SA is not acceptable.

Use of supporting graphics

Entities that are not permitted to use their own logo may establish their identity through the use of supporting graphics. This includes:

- graphic elements/devices;
- symbols;
- stylised words;
- positioning statements;
- slogans.

Supporting graphics can be used to develop a visual theme and create or support a recognisable identity on marketing communications materials.

Application of supporting graphics

Supporting graphics:

- may be applied to a range of activities in a campaign or series to build the identity of the initiative and provide visual support to its key message or theme;
- are permitted as long as they do not marginalise, obscure or appear to the detriment of a government logo;
- should not be offered as justification in any circumstance for the government's corporate identity being overshadowed, overpowered or replaced;
- are not permitted to replace or imply the authority of an administrative unit of the Government of South Australia;
- should not be applied or co-located with a government logo in such a way as to assume 'defacto' logo status.

Examples of application

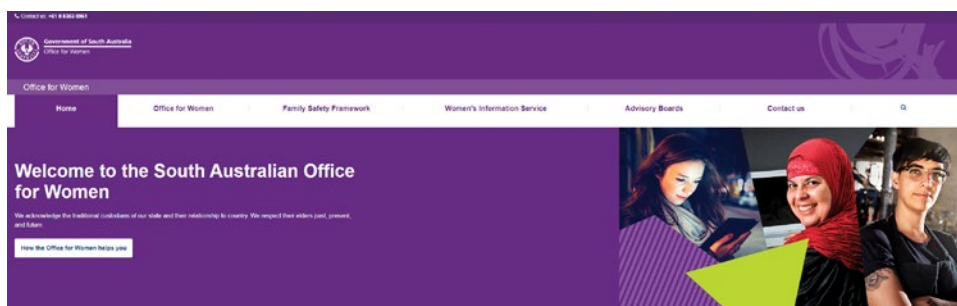
A graphic element must be applied in a way that aids or reflects the key messages or theme of the communication about the initiative. The following example illustrates the use of supporting graphics.



Example A.
Promotional material incorporating the Office for Women graphic device and Government of South Australia logo.



Example B.
Department of Education Strategic Plan cover incorporating the Learn and Thrive graphic device.

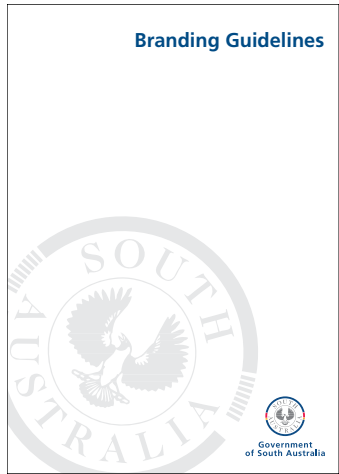


Example C.
Website homepage featuring the Office for Women graphic device and Government of South Australia logo.

Using the logo as a supporting graphic

The only exceptions to use the logo as supporting graphic are as:

- a watermark (reproduced to a maximum of 15% on light backgrounds, or 75% on dark backgrounds)
- a hologram (i.e. identification badges, drivers licence etc).



Private sector endorsements of government activities

For the comprehensive policy relating to private sector endorsements of government activities please refer to the *Marketing Communications Guidelines*.

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

COMMUNICATION ACTIVITIES

Communication activities

The Government of South Australia must be clearly identified on all communication materials, including those of a marketing, administrative or operational nature. This may be through the GOSA logo or a government entity logo and applies to both internal and external use. The logo must be in proportion to the overall design in which it is incorporated.

Print collateral and publications

- in the case of publications and pamphlets it must be reproduced on the front as a minimum.

Press advertising

Functional

Functional advertising is advertising of a statutory or announcement type and includes recruitment and public notices. Typically the advertisements are for immediate or short-term appearance and seek to impart information in a direct and unembellished manner. For all functional advertising:

- images (including photographs, graphics devices or illustrations) may only be used where the image is integral to understanding the message, eg area map, diagram etc.
- the GOSA logo is mandatory.

Standard functional templates have been developed to ensure consistency across government communications.

Departmental variations to this standard template require approval.

Amending the Community and Strata Titles Legislation

The Attorney-General's Department is seeking comments from **community and strata title groups and owners** on draft Community and Strata Titles Legislation.

The proposed changes, contained in a draft Bill and Regulations, include:


- tightening regulation of body corporations managers, particularly in relation to conflict disclosure and the charging of fees to community and strata corporations;
- making it easier to achieve a quorum at corporation meetings;
- increasing the prescribed minimum amount of mandatory public liability insurance that must be held by a community or strata corporation from \$10 million to \$20 million;
- increasing the threshold for when mandatory audits of corporation accounts are required by community corporations;
- reducing the current percentage of community lot owners that are required to agree for a community corporation to spend money over a prescribed threshold where the expenditure is for completing works required by a council or public authority (reduced from a unanimous resolution to a special resolution).

Consultation on these and other proposed changes to community and strata titles legislation is **now open** on the Government's YourSay website at www.yoursay.sa.gov.au.

Further details on all of the proposed changes, and how to make a submission, are published on www.yoursay.sa.gov.au/community-and-strata-titles-legislation-amendments or you can post your submission to Community and Strata Titles Consultation, GPO Box 464, Adelaide SA 5001.

Submissions must be made by 6 January 2023.

If you wish for your identity to remain confidential, you should say so in the submission.

 **Government of South Australia**
Attorney-General's Department

MAKING A DIFFERENCE SO SOUTH AUSTRALIA THRIVES

 **Government of South Australia**

SOCIAL WORKER

Department for Correctional Services
Cadell Training Centre
Ongoing position
Vacancy No: 511493
\$85,665 – \$99,241 (AHP2)

For more information and how to apply visit: www.iworkfor.sa.gov.au

Applications close:
11pm, Monday 12 December 2022

W14965

IWORKFOR.SA.gov.au

 **Government of South Australia**
SA Health

Draft Assisted Reproductive Treatment (Posthumous Use of Material and Donor Conception Register) Amendment Bill 2022

An amendment to the Assisted Reproductive Treatment Act 1988 (ART Act) was passed by the South Australian parliament in 2019 and commenced operation on 7 November 2021 to mandate the establishment of a donor-conception register (DCR). Further amendments to the ART Act are proposed to ensure donor-conceived people over 18 years have access to information about their genetic parent(s) including historical donor information, that wherever possible serious medical information can be shared between relatives in the DCR, the option for inclusion of donor information on birth certificates, and ensuring the effective operation of the DCR. The proposed amendments also seek to provide gender equity for the use of a woman's eggs where the woman consented to this prior to their death.

Feedback is sought on the draft Assisted Reproductive Treatment (Posthumous Use of Material and Donor Conception Register) Amendment Bill 2022. This consultation is open until 5pm Tuesday 6 December 2022.

Have your say by:

- reading more at yoursay.sa.gov.au/revise-art-act-amendments
- participating in the confidential Q&A
- emailing a submission to health.donorconceptionregister@sa.gov.au

W14965

Example of compliance

Note: For illustration purposes only

COMMUNICATION ACTIVITIES CONTINUED

Radio and audio files (including internet and mobile)

Radio commercials, podcasts and other digital audio files and community service announcements, of 15 seconds duration or more, must use one of the following end tags:

- 'An initiative of the Government of South Australia';
- 'This message is brought to you by the Government of South Australia';
- 'A message from the Government of South Australia';
- 'Sponsored by the Government of South Australia';
- 'Contact the Government of South Australia on/at...'

Television and video files (including internet and mobile)

The GOSA logo or entity must feature in all television commercials, corporate and online videos and community service announcements on the final frame of the advertisement. The logo must:

- appear in either full colour on light backgrounds or in reverse white on dark backgrounds;
- be clearly displayed for three seconds or more.

Digital display advertising (including emails) and online classifieds

The logo must feature on all digital display and classified advertising. The logo must:

- appear on the final frame of the advertisement for digital display advertising;
- appear for a minimum of three seconds within animated digital display advertising;
- appear above the page break within classified advertising and emails.

Social Media advertising

The logo does not need to feature on social media advertising (as the Government of South Australia will be identified through the social media channel name and profile picture).

COMMUNICATION ACTIVITIES CONTINUED

Websites

All Government entity websites (external sites only) must apply the GOSA or entity logo to all pages.

The logo must be:

- visible on all pages as an active link;
- at a size not smaller than 34 pixels high (as measured across the diameter of the roundel);
- prominently positioned, although positioning is flexible to ensure the design is visually balanced;
- where a logo is applied to an intranet site it must be visible on the home page and application on subsequent pages is not necessary.

Government entity websites should also link to SA.GOV.AU as the official Government of South Australia website using either:

Plain text links

Text links should be displayed as:

'SA.GOV.AU - information and services for South Australians'.

Stylised text graphic

The graphic identity can also be used to link to the SA.GOV.AU home page.



The Office of the Chief Information Officer (OCIO) has developed documents relating to domain management including registering and naming domains for internal and external domains required by SA Government agencies.

The Major Programs Division has issued comprehensive protocols relating to the design and development of websites.

When developing or reviewing websites please contact Major Programs for up to date information and guidelines.

Campaigns using a web address as a call to action must use a relevant departmental domain name. Campaign domain names require approval through the government communications approval process.

Social media

Hosted groups, forums and pages must clearly identify the government.

Channels and pages should be identified as the official page, using the blue tick feature and/or an acknowledgement in the About / Description section.

For example:

- "Welcome to the South Australian Department of Human Services' official Twitter."
- "This is the official YouTube Channel for the Department for Education, South Australia."

Mobile

All communications must clearly identify the government as the author:

- Text-based messages including SMS must carry the end tag "Msg GovSA"
- Other display content, including apps, should adhere to guidelines for Television and Video files, Radio and Audio files and Digital Display Advertising.

COMMUNICATION ACTIVITIES CONTINUED

Miscellaneous Items such as uniforms and vehicles

Uniforms and vehicles – Entities deemed to comply with the *Common Branding Policy* should use the prescribed logo format on their uniforms and vehicles. Agencies with an exemption may use their approved logo (without the Government of South Australia logo).

Merchandise – Where items are too small to include the government logo at the minimum size, a smaller size may be used if legibility is maintained. If legibility cannot be maintained, the application of the logo is not required.

Sponsorship

- No more than one government logo (Department or Agency specific) may appear on communication of any nature.
- Where more than one government entity is involved only the GOSA logo may be used and where multiple agencies must be identified they may be recognised in text only and as part of the overall graphic design.
- Where a combination of private sector logos also appear the dominance and position of the GOSA logo must reflect the government's degree of ownership or level of support provided.
- A 'Sponsored by' logo is available to acknowledge the government's involvement through in-kind support, financial assistance or sponsorship. See page 8 of these guidelines.

Please refer to the *Government of South Australia Marketing Communication Guidelines* for the approval process of corporate sponsorships.

Signage guidelines

Directional signs

Signs that only state the department, branch or unit name are not required to include an approved logo.

Examples include, internal and external building signs, which tell the visitor their location.

Should the logo be used, it must be in proportion to the design to which it is applied.



Information, display and interpretative signage

Signage that is specifically designed to impart information or promote a particular activity should include an approved entity logo. Examples include: walking trail signs, infrastructure development notice signs, etc.

When in mono, the GOSA logo should be reproduced in Black, PMS 295 Blue or White reverse only.

Where a co-branding exemption has been granted, both the GOSA and entity logo should be produced in equal visual weight.

The logo size must be in proportion to the design to which it is applied.



CORPORATE STATIONERY

A suite of corporate stationery has been designed for all government entities and ministerial offices. All entities must adopt the approved layout to maintain a professional and consistent corporate identity.

The standard [suite of stationery](#) available on pages 19–28 is the default design for all government entities and ministerial offices.

General principles

- No alterations or additions to the design are accepted.
- Initiatives and entity specific positioning statements, slogans, supporting graphics etc are not permitted on stationery.
- Stationery may be reproduced in either full colour or single colour (mono) format as appropriate.
- When reproducing stationery in the mono format it may be produced in either blue (PMS 295) or black.
- No additions to the prescribed artwork are permitted, this includes both the front and back (excludes translations into a foreign language).
- Internal administration forms for agency use only (not external distribution) should also adopt a consistent format in line with the stationery style.
- Where electronic stationery templates are produced the default font is Arial or Calibri.
- All stationery should be produced on white paper with no embellishments (eg embossing, debossing, gel).

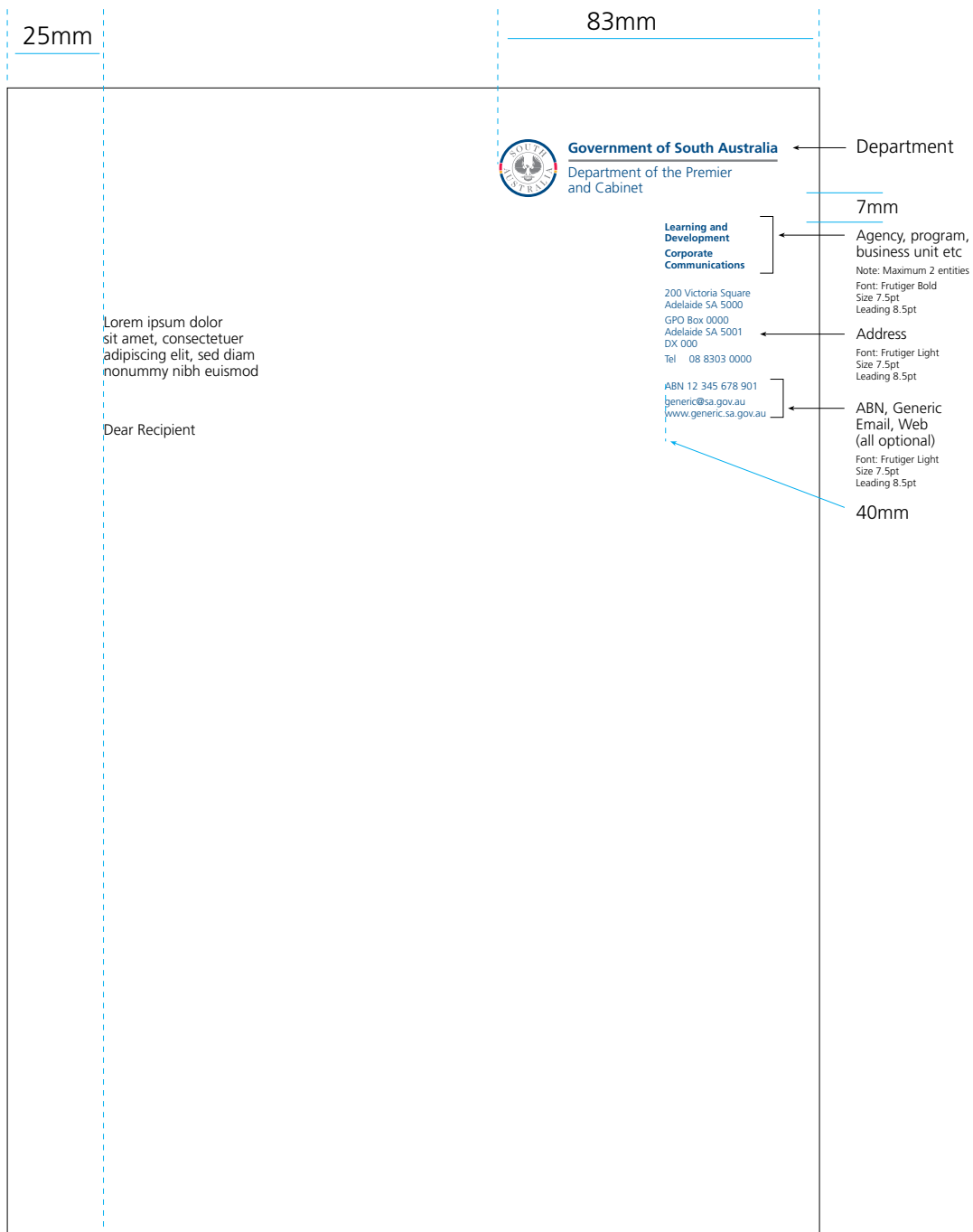
Standard Suite

This suite of stationery is the standard design for all government entities and ministerial offices.

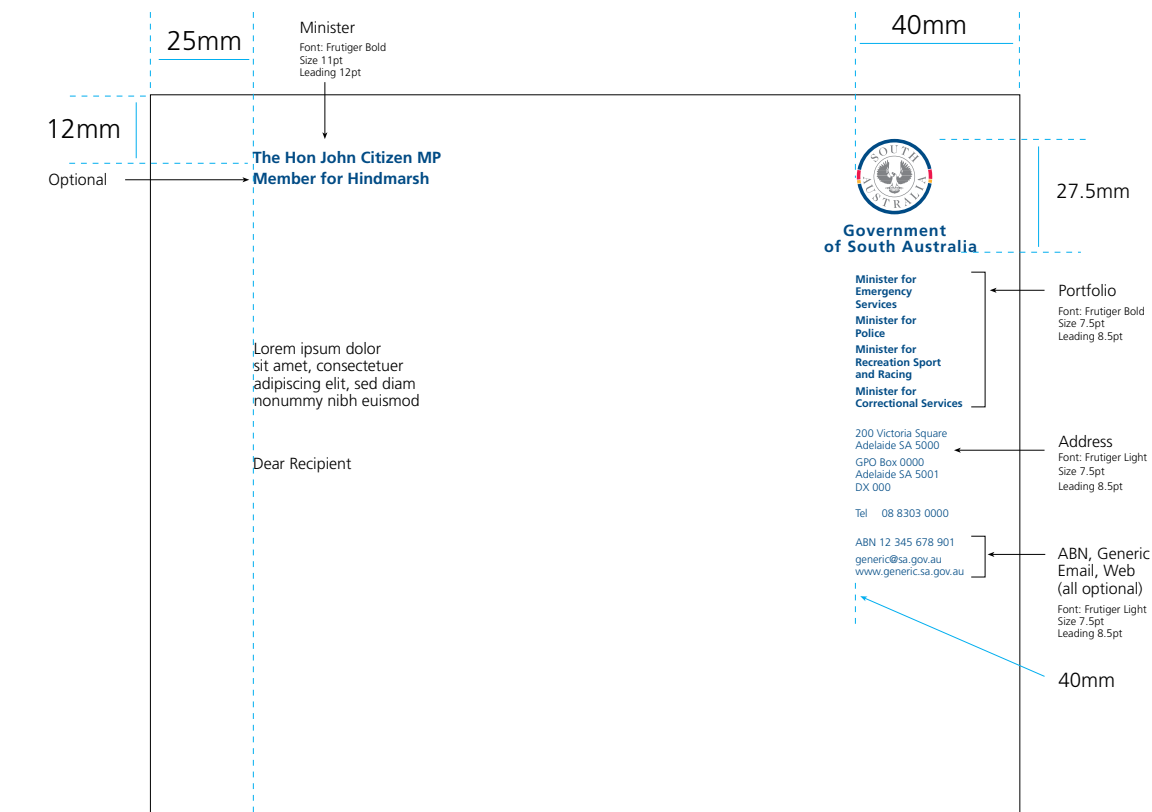
Letterhead

- A maximum of two subordinate entities may be recognised in words (in a prescribed typeface and in the position indicated below) and the combination of agency/program recognition is at the final discretion of the relevant Chief Executive (or equivalent).

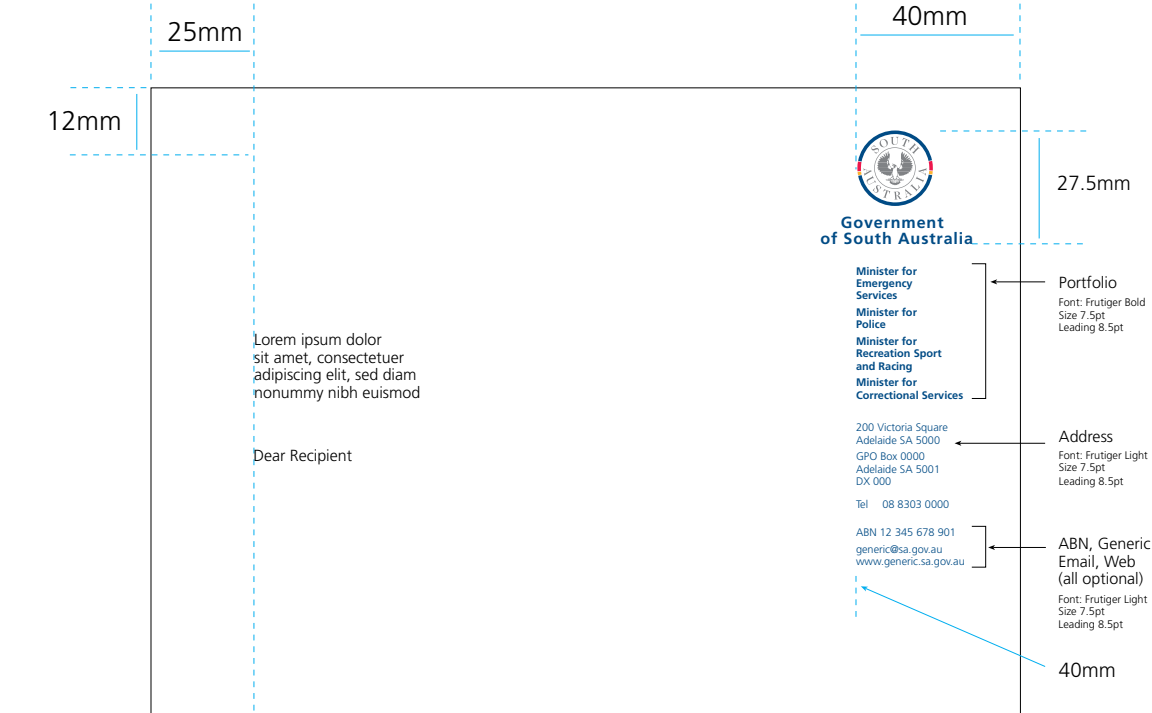
1. Government entities



2. Ministers

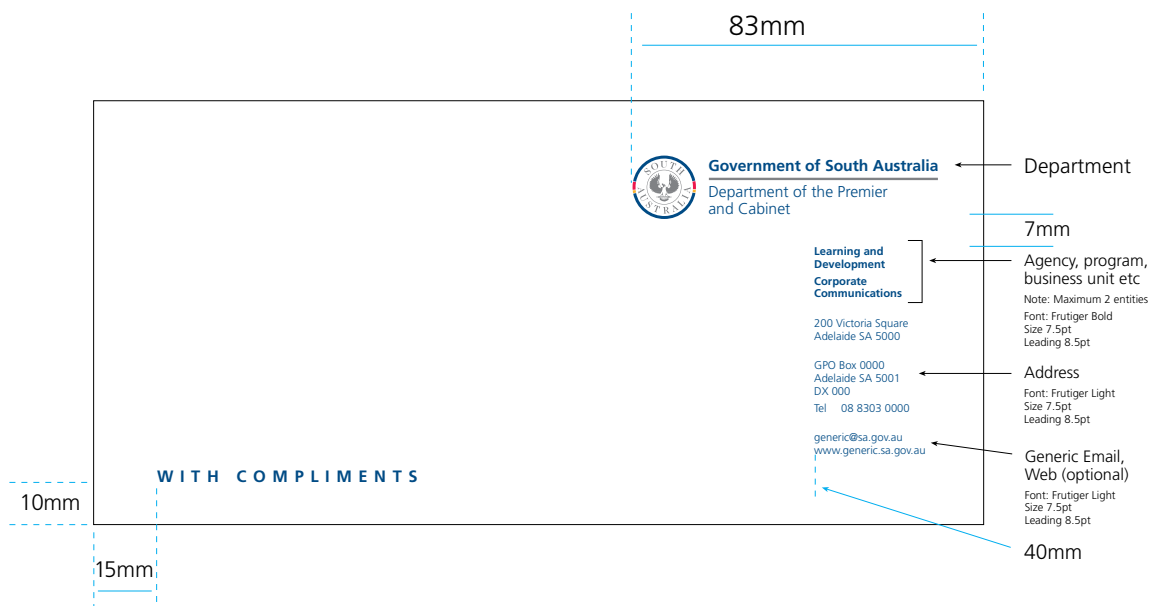


3. Ministerial offices



With Compliments

1. Government entities



2. Ministers

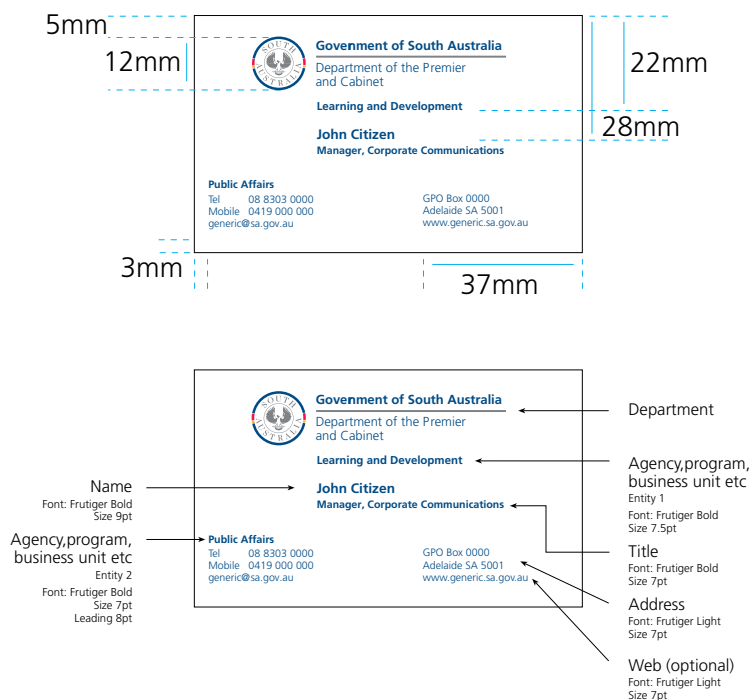


3. Ministerial offices

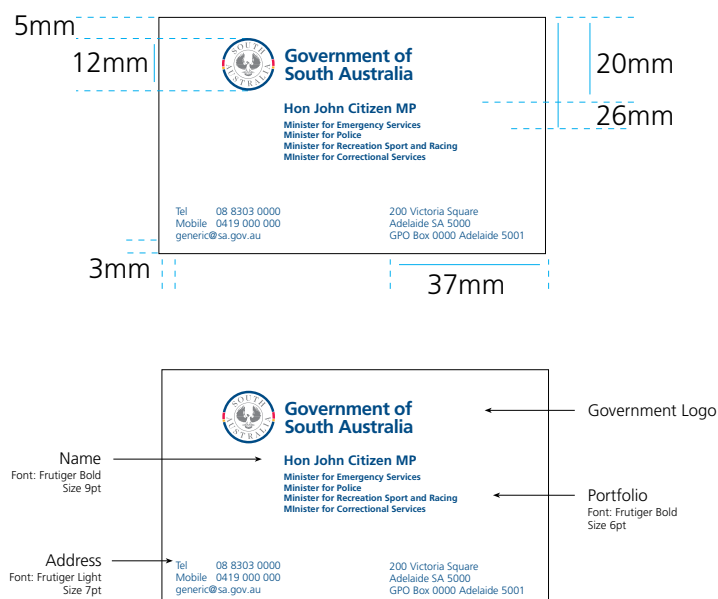


Business cards

1. Government entities



2. Ministers



3. Ministerial offices

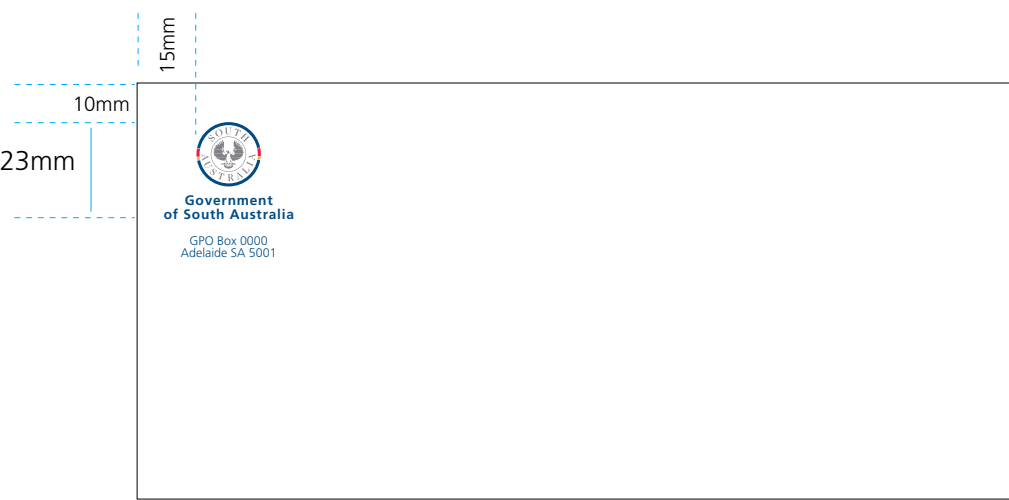


Envelopes

1. Government entities



2. Ministers/ministerial offices



Note: These specifications apply to all envelope sizes.



**Government
of South Australia**