



Australian Government

Department of Foreign Affairs and Trade

MEKONG-AUSTRALIA PARTNERSHIP STYLE GUIDE 2022



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The Mekong-Australia Partnership (MAP) follows the Department of Foreign Affairs and Trade (DFAT) branding guidelines and complies with the wider Australian Government crest branding managed by the Department of the Prime Minister and Cabinet.

In order to maintain a strong brand, consistency must be maintained.

This document has been created to assist posts and DFAT staff when replicating the Mekong-Australia Partnership brand in products.

This document must always be followed.

Please contact the Branding and Design team at brandinganddesign@dfat.gov.au for further queries.

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GENERAL ADVICE



Compliance

Using the visual identity is mandatory for all DFAT communication materials in Canberra and at post. This includes all products we use to deliver the department's messages such as publications, banners, websites, social media and stationery. You do not need to update existing published material, however all new communications products must comply with the visual identity.

Exemptions

The visual identity does not apply to programs that have established brands such as Smartraveller; New Colombo Plan; Australia Awards; Australian Passport Office; the innovationXchange; and programs under DFAT's foundations, councils and institutes. These brands are governed by their own style guides. You should contact the managing section prior to using any of these brands.

Third Party Usage

Third parties may not use the DFAT visual identity as it may incorrectly imply that the department has produced the products. This includes NGOs, managing contractors and other partners. Third parties can use DFAT logos alongside their own but that they must contact the relevant Post/DFAT MAP team to seek approval for its usage.

Support

These guidelines are a starting point only. They don't provide answers to all questions but rather outline clear principles which must always be applied. For more information and support in applying these guidelines, please contact brandinganddesign@dfat.gov.au.

LOGO

Currently, there is no MAP specific logo. Either the Australian Government, DFAT or relevant Embassy crest should be used. It must follow the Australian Government Branding Guidelines created by the Department of the Prime Minister and Cabinet. The DFAT crest logo is available in two design options: **strip and stacked**. Please refer to page 6 '**Logo – Naming Conventions**' for details on how to use the Australian Government crest for specific embassies.

DFAT STRIP LOGO:



Australian Government

Department of Foreign Affairs and Trade

DFAT STACKED LOGO:



Australian Government

Department of Foreign Affairs and Trade

RULES IN BRIEF

- The minimum width of the Coat of Arms should be no smaller than 20mm.
- The DFAT logo should be in one colour only, preferably black.
- The DFAT logo should be in the place of most prominence wherever possible, top left or centre-top.
- Other graphic elements must not be placed above or to the left of the DFAT logo.
- The DFAT logo must only be used once in a document.

LOGO

COLOUR OPTIONS

Our crest logos are available in three colour options: **grey, black and reversed.**

GREY:



Australian Government

Department of Foreign Affairs and Trade

BLACK:



Australian Government

Department of Foreign Affairs and Trade

REVERSED:



Australian Government

Department of Foreign Affairs and Trade

LOGO NAMING CONVENTIONS

Our logos follow uniform naming conventions. There are multiple versions available. The text must always be in the Times New Roman font.

AUSTRALIAN GOVERNMENT LOGO:



Australian Government

EMBASSY LOGOS:



Australian Embassy
Cambodia

AUSTRALIAN CONSULATE GENERAL LOGOS:



Australian Consulate-General
Ho Chi Minh City, Vietnam

FOR MORE INFORMATION, PLEASE REFER TO THE [AUSTRALIAN GOVERNMENT BRANDING GUIDELINES](#)

LOGO CO-BRANDING

Where the branding for an Australian Government program includes its own logo that program logo can be used in conjunction with one of the following forms of the official logo:

- the **departmental or agency logo**, comprising the Commonwealth Coat of Arms (Conventional Version 3A Solid), the words 'Australian Government' (Times New Roman Bold), an underline, and the department or agency name (also Times New Roman Bold);
- the **Australian Government logo**, comprising the Commonwealth Coat of Arms (Conventional Version 3A Solid) and the words 'Australian Government' (Times New Roman Bold); or
- the **Australian Government Initiative logo**, comprising the Commonwealth Coat of Arms (Conventional Version 3A Solid) and the words 'An Australian Government Initiative' (Times New Roman Bold).

The official logo must take the position of prominence either above or to the left of the program logo. The program logo must be no larger than the official logo.

THE ASIA FOUNDATION CO-BRANDED LOGO-EXAMPLE



FOR MORE INFORMATION, PLEASE REFER TO THE [AUSTRALIAN GOVERNMENT BRANDING GUIDELINES](#)

COLOUR

MAP products must use the following colours from the DFAT branding guidelines.

Colour breakdowns of each are hex code (the number & letter combination starting with a #) and RGB (digital outputs) and CMYK (print output).

For more information, please contact the Branding and Design team at brandinganddesign@dfat.gov.au.

PRIMARY COLOUR



Reef- Paddock

45° left to right,
bottom to top gradient

Blend

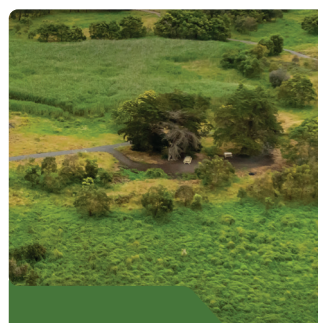
SECONDARY COLOURS:



#00837C

C-86 M-29 Y-54 K-8
Pantone 3282 C

Reef



#47763B

C-74 M-32 Y-96 K-19
Pantone 7742 C

Paddock

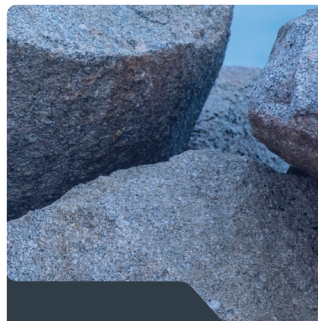
SECONDARY COLOURS:



#F4B223

C-3 M-32 Y-98 K-0
Pantone 7409 C

Wattle



#313D48

C-79 M-64 Y-52 K-44
Pantone 432 C

Granite



#CEd2D3

C-18 M-12 Y-13 K-0
Pantone 427

Smoke

RULES IN BRIEF

- Do not change the colours in the Gradient Blend.
- Do not change the degree in the Gradient Blend.
- Do not use a Secondary Colour in place of the Primary Colour.
- Do not use white text on Wattle.
- Only use 100% white text on the Gradient Blend.
- Ensure all text has appropriate colour contrast with the background.

TYPOGRAPHY

GRAPHIC DESIGN

For graphic design, our typeface for headlines and introductory text is Dosis. Dosis is a rounded, condensed typeface that is always used in all caps. It can be downloaded free from Google Fonts.

DOSIS LIGHT

ABC0123!?

DOSIS REGULAR

ABC0123!?

DOSIS SEMI-BOLD

ABC0123!?

DOSIS BOLD

ABC0123!?

RULES IN BRIEF

- For Microsoft Office applications, including email, use Calibri.
- For graphic design use Dosis for headings and introductory text and Ubuntu for body text.
- Always use Dosis in all caps.

DO NOT USE DOSIS IN MICROSOFT APPLICATIONS.

TYPOGRAPHY

GRAPHIC DESIGN

For graphic design, DFAT's typeface for Body text is Ubuntu.
Ubuntu is a contemporary font that is readable in most languages and browsers.
The font family includes nearly 250 languages.
It can be downloaded free from Google Fonts.

UBUNTU LIGHT

ABC0123!?

UBUNTU REGULAR

ABC0123!?

UBUNTU BOLD

ABC0123!?

DO NOT USE UBUNTU IN MICROSOFT APPLICATIONS.

GRAPHIC ELEMENTS

CIRCLE GRAPHIC

The circle graphic reflects the key pillars of MAP in the form of icons: hat and books (for human capacity), money tree (for economic resilience), water droplets (for environmental resilience), hand with money (for trade and investment), and lock (for cyber and critical technology).



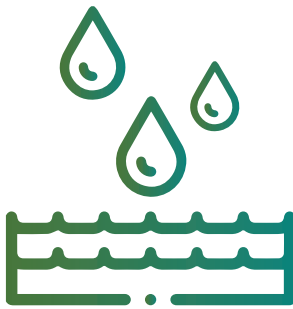
RULES IN BRIEF

- Do not change the colour.
- Do not change the icons.
- Do not stretch/alter the circle graphic.
- Use as a solid white graphic.

ICONS

The following icons are used in the circle graphic to demonstrate MAP's key pillars of work. They are displayed in the reef-paddock gradient colour.

PRIMARY ICONS



RULES IN BRIEF

- Do not change the colour.
- Do not change the icons.
- Do not change/swap out the icons.
- Do not use on a background that does not have appropriate colour contrast.

ICONS

The following secondary icons have been produced. These icons are available in the white and reef colours.

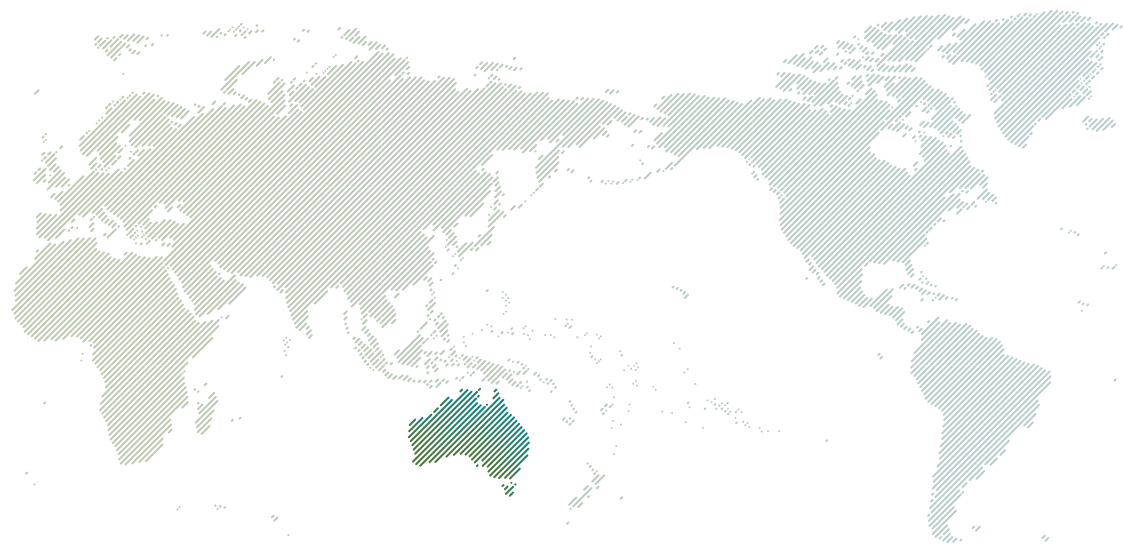
SECONDARY ICONS



WORLD MAP GRAPHICS

The DFAT World Map has been designed to be easily applied to a variety of materials. You can use it on a plain background or with photos. If required, you can use a portion of the map, however, Australia must always be visible. Please contact brandinganddesign@dfat.gov.au for the world map files.

GRADIENT BLEND



WHITE ON GRADIENT

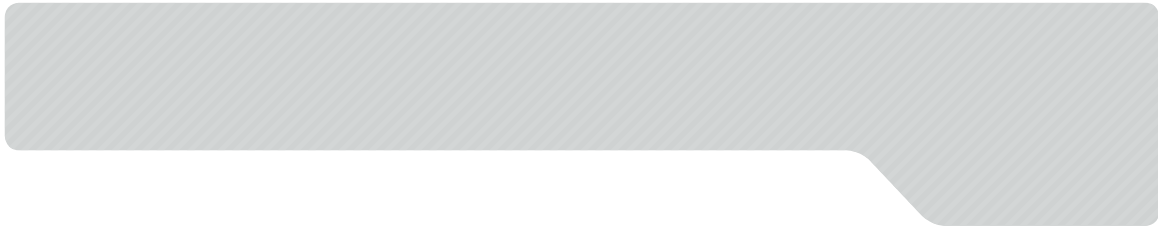


ONLY USE THE OFFICIAL DFAT APPROVED WORLD MAP

LINE GRAPHICS

The DFAT lines are an optional subtle design element. The angle of the line must always be 45° and generally goes in the direction shown. We recommend you use the lines as an overlay or as a background element.

SMOKE



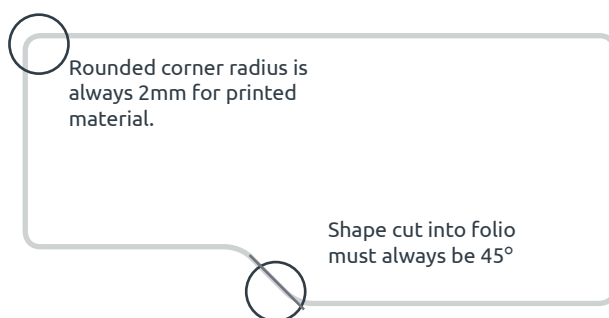
BLEND



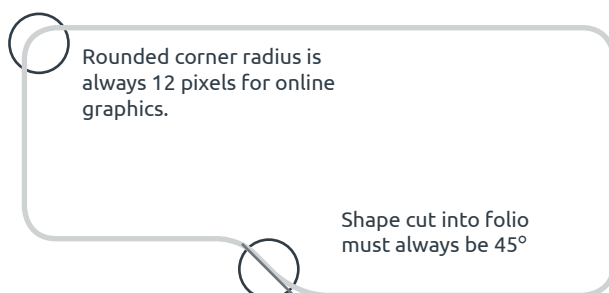
STEP SHAPE GRAPHICS

The DFAT step shape is a secondary graphic element. It reflects the angles in the map and must always be 45°. We recommend you use the step shape for headers, text boxes and photos.

PRINT



ONLINE



DFAT.GOV.AU GRAPHICS

DFAT.GOV.AU is an **optional** signifier used to identify a DFAT product. It is also used to promote the DFAT website.

DFAT.GOV.AU

DFAT.GOV.AU

DFAT.GOV.AU

CAN BE APPLIED TO

- Social media tiles
- Pull up banners
- Posters
- Placemats
- Fact sheets and reports

RULES IN BRIEF

- Must be in all caps.
- Must be in the Dosis font.
- Can be either in the left or right corner depending on what is most appropriate.
- Do not use on a background that does not have appropriate colour contrast.
- Must not be the biggest graphic element on the page.
- Text colour must be readable and have appropriate colour contrast.

PRODUCTS

PULL UP BANNER



FACT SHEET



PRODUCTS

VIRTUAL MEETING BACKGROUND



SOCIAL MEDIA TILES



MEKONG-AUSTRALIA PARTNERSHIP

Insert text here. This font is Calibri, colour #313E48 and size 48 pt.



