On Australia Day we come together as a nation to celebrate what’s great about Australia and being Australian.
1. INTRODUCTION

1.1 Our commitment to a common brand

2. BRAND DEFINITION

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2.2 Brand essence
2.3 Our audience
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3. BRAND ELEMENT GUIDELINES

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1. Introduction
Australia Day, 26 January, is the biggest day of celebration in the nation. On Australia Day we celebrate the things that make our country great: the people, the land, our diversity, our sense of a fair go, our lifestyle and our freedoms. We reflect on our national journey. We commit to making our country even better in the future.

Our Objective

Strengthening and protecting the Australia Day brand is a unanimous objective of the Australia Day National Network.

The development, agreement and implementation of these Australia Day Brand Guidelines—by the National Network—is critical to this goal.

The Australia Day Brand Guidelines detail how, together, the National Network can build the Australia Day brand to inspire all Australians to celebrate what’s great about Australia and being Australian.

Our Expectations

The National Network member organisations will:

→ adhere to these brand guidelines,
→ incorporate them into their integrated marketing communications strategies, and
→ be advocates of the brand guidelines to local government, partners, sponsors and other stakeholder networks.
2. Brand definition
To give any brand meaning, it is important to define its attributes, benefits, values, personality and essence to help guide how the brand acts.

<table>
<thead>
<tr>
<th>Attributes</th>
<th>What the brand is.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The physical/functional/emotional/characteristics of the brand.</td>
</tr>
<tr>
<td>Rational benefits</td>
<td>What the brand does.</td>
</tr>
<tr>
<td></td>
<td>The result of using the brand.</td>
</tr>
<tr>
<td>Values</td>
<td>The human values that the brand embodies.</td>
</tr>
<tr>
<td></td>
<td>Its reason for being.</td>
</tr>
<tr>
<td>Personality</td>
<td>If the brand were a person what would he/she be like?</td>
</tr>
<tr>
<td>Essence</td>
<td>The core of the brand.</td>
</tr>
<tr>
<td></td>
<td>The sum of the characteristics of the wheel.</td>
</tr>
</tbody>
</table>
2. Brand definition
2.2 Brand essence

‘Togetherness’ is defined as:
1. Warm fellowship, as among members of a family.
2. The quality, state, or condition of being together.

‘Togetherness’ conveys a sense of warmth and informality; respectful of difference but primarily promoting a sense of oneness.

Communication should encourage people to reflect on togetherness (being citizens, part of one nation) and to act on togetherness by getting together (participating in formal and informal events).

The brand essence is the centre and most important part of the wheel, all communication must reflect the core essence of ‘togetherness’.

<table>
<thead>
<tr>
<th>Australia Day is:</th>
<th>Australia Day isn’t:</th>
</tr>
</thead>
<tbody>
<tr>
<td>→ A day to express what we cannot otherwise verbalise</td>
<td>→ Chest-beating</td>
</tr>
<tr>
<td>→ A day to be passionate and proud</td>
<td>→ Boastful</td>
</tr>
<tr>
<td>→ A friendly, value-driven day</td>
<td>→ Hostile</td>
</tr>
<tr>
<td>→ A day when people have permission to express their pride</td>
<td>→ Disrespectful</td>
</tr>
<tr>
<td>→ Inclusive</td>
<td>→ Exclusive</td>
</tr>
</tbody>
</table>

The Australia Day brand essence is Togetherness

“Australia Day is a time to remember the importance of living together in harmony and the strength of diversity in Australia.”

Mildura’s Australia Day Ambassador, John Birt (Victoria)

“It’s a day for everyone from our community, with citizenship awards for the Australian of the year for our local area and opportunities to celebrate sport or other achievements. But Australia Day is for everyone—regardless of their ability or skills.”

Tania Perry, Kangaroo Flat (Victoria)
The brand is for all Australians. In all that we do we must reflect, encourage and enhance togetherness.

The brand never changes.

To increase participation and meaning, particular events and campaigns may target specific audiences. While the themes, content and channels of communication of these events and campaigns may change, the brand consistently remains the same.

Togetherness should be evident or clearly implied in all that we do.

2.3 Our audience

Our audience is all Australians

“I just know that I’m an Aussie because I feel this land, this country, I’m part of. It’s me, it’s us, it’s what we are. On Australia Day I’ll probably be at work like a good Aussie. I’ll have a cold one at the end of the day. And of course, I always remember with respect the indigenous people.”

Androo Kelly, Mole Creek (Tasmania)
2.4 Brand architecture

Our Brand Architecture enables us to better understand the roles a portfolio of brands play within the National Network.

The Australia Day brand is the National Network’s masterbrand. The Australian of the Year Awards is the only brand that the Network has agreed to endorse by the masterbrand.

The Australian of the Year Awards brand embraces some attributes and values of the Australia Day brand, but not all. Its focus is specifically on the ‘recognition’ objective of the National Network. Therefore it has its own brand essence and is subject to its own brand guidelines.
2. Brand definition
3. Brand element guidelines
3.1 Mandatory brand elements

A number of brand elements have been deemed mandatory and are to appear in every possible publication to strengthen the Australia Day brand. These are:

- the masterbrand logo
- the key message
- the tagline
- the sub messages (when appropriate)
- a web address

The inclusion of mandatory brand elements will strengthen the Australia Day brand, as a minimum level of unity will result across the National Network marketing and communication materials.

However, some brand elements are necessarily broad to accommodate the differences between events, between states and from year to year. See Discretionary Brand Elements (pp 28).
3.1.1 MASTERBRAND LOGO

As part of the Australia Day National Network Plan to inspire national pride and spirit to enrich the life of the nation, an Australia Day logo has been adopted.

The logo aims to be the consistent brand element across all programs, events and promotional materials for Australia Day.

Visually, it represents ‘togetherness’ while respecting the diversity and distinctive nature of Australia’s people and landscape. The bold coloured ribbons convey dynamism of pride, spirit and celebration.

Consistent and clear use of the logo will strengthen Australia Day, linking unique, local materials with national celebration and meaning. Australia Day organising committees are encouraged to use the logo on communication products and materials for Australia Day.

*Note: Detailed documentation on the Australia Day logo usage can be found in Australia Day Brand Guidelines: Documentation.*
3. Brand element guidelines

3.1.2 LANGUAGE

The key message and sub messages should feature in all communication materials.

The tagline must feature in each publication. It may be through using the masterbrand logo with the tagline included. If not, it must be incorporated in text at some point.

The tagline cannot be extended.

KEY MESSAGE

On Australia Day we come together as a nation to celebrate what’s great about Australia and being Australian.

TAGLINE

Celebrate what’s great

SUB MESSAGES

→ Let’s celebrate all the great things about Australia. For example: our people, land, diversity, sense of fair go, lifestyle, democracy and freedoms we all enjoy
→ Australia Day is a day to reflect on our national journey; acknowledge our past, rejoice in the present and look confidently to our future
→ On Australia Day let’s recommit to making Australia an even better place
→ Australia Day is more than a public holiday
→ Australia Day is a day for all Australians
→ Family, fun and free
Brand language must be included rigorously in communication materials. Below are just a few examples of where it should be used:

- Media releases
- Signage
- Media promotions
- Advertising
- Speech notes/scripts
- Briefing papers
- Events
- Direct mail
- Web sites
- Communications to local government
- Event programs
- Marketing

Australia Day is a time to celebrate what’s great about Australia. It is an occasion, more than any other, when we say:

- Australia Day is a time to celebrate what’s great about Australia. It is an occasion, more than any other, when we say:
- Message from the Prime Minister

Australia Day is a time to celebrate what’s great about Australia.
3.1.3 WEB ADDRESS

The inclusion of a suitable web address in communication materials and publications is a mandatory brand element.

Advertised and promoted web addresses must include the words Australia Day. They cannot be generic portal addresses. E.g. www.events.nt.gov.au

The National Network homepage is:

www.australiaday.org.au

Several additional domains redirect to www.australiaday.org.au, including:

→ .gov.au
→ .net.au
→ .biz

Affiliate websites of the National Network, not hosted on the www.australiaday.org.au domain must include a clear link to the national Australia Day website.
3.2 Discretionary brand elements

To ensure relevance and freshness to various audiences the look and feel of promotional materials and campaigns may differ from event to event, state to state and year to year. Discretionary brand elements include:

- tone of voice
- photographic imagery, and
- graphic design

These brand elements create a look and feel and may be interpreted creatively within the bounds of the brand essence ‘togetherness’.

The brand is the enduring and consistent foundation in all our work and never changes.

The brand essence ‘togetherness’ can be interpreted literally or symbolically. Discretionary brand elements must reinforce and never overwhelm the brand essence.
### 3.2.1 TONE OF VOICE

<table>
<thead>
<tr>
<th>We do:</th>
<th>We don’t:</th>
</tr>
</thead>
<tbody>
<tr>
<td>talk with Australians</td>
<td>talk at Australians</td>
</tr>
<tr>
<td>talk with Australians as citizens</td>
<td>talk to Australians as consumers or clients</td>
</tr>
<tr>
<td>take what we do seriously</td>
<td>take ourselves seriously</td>
</tr>
<tr>
<td>show our emotions</td>
<td>frown on passion</td>
</tr>
<tr>
<td>show warmth, naturalness and authenticity</td>
<td>do stuffy</td>
</tr>
<tr>
<td>laugh at ourselves</td>
<td>preach</td>
</tr>
<tr>
<td>use active language</td>
<td>speak in clichés</td>
</tr>
</tbody>
</table>

We are warm and passionate
We are people, not landscapes
Design will vary—within the bounds of ‘togetherness’
Australia Day is a day for all Australians
1. THE LOGO

1.1 The Australia Day logo
1.1.1 CMYK
1.1.2 PMS
1.1.3 Mono and reverse
1.1.4 Variations with tagline

1.2 Logo elements
1.2.1 Colours
1.2.2 Typeface
1.2.3 Text positioning

1.3 Spacing and sizing
1.3.1 Clear space
1.3.2 Minimum size

1.4 Placement and orientation
1.4.1 Primary placement
1.4.2 Orientation

1.5 Design treatments

2. LOGO USAGE

2.1 Application
2.1.1 With other logos
2.1.2 With a sponsor logo
2.1.3 With a government partner logo
2.1.4 Corporate logo application
2.1.5 Incorrect usage
2.1.6 Logo license terms
1. The logo
1.1 The Australia Day logo

1.1.1 CMYK
This logo should be used for all four colour process or digital printing applications.

The Australia Day logo is the primary visual representation of the brand.

1.1.2 SPOT COLOUR
This logo should be used for all spot colour printing applications.
The logo may appear in a single spot colour where required.
1.1.3 MONO OR REVERSE
When the logo cannot appear in its principal colours due to design or printing issues (for example, one colour print process) the logo should appear entirely white, entirely black or entirely one colour from the full colour logo.

Colour options:
- Black
- White
- Bondi Blue
- Tarkine Green
- Cottesloe Gold
- Tanami Red

1.1.4 VARIATION WITH TAGLINE
There are two variations of the Australia Day logo with tagline:
- Stacked with tagline
- Inline with tagline

The stacked text—Celebrate what’s great—can be used as a graphic element on its own.
1.2 Logo elements

1.2.1 Colours

The four principal colours of the Australia Day logo are:
- Bondi Blue
- Tarkine Green
- Tanami Red
- Cottesloe Gold

The logo colours must not be altered in any way, for example, changed to a tint or swapped within the design.

Wherever possible, the logo should appear in its principal colours.

1.2.2 Typeface

The typeface (first) used in the logo is The Sans Semi Light. The typeface must not be changed.

The text—Australia Day—must not be removed, edited, or modified in any way or the words Australia Day must always be present and in their original position.

1.2.3 Text positioning

Australia Day National Network

Brand Documentation
1.4 Placement & orientation

1.4.1 primary placement

The Australia Day brand should be treated as the presenting brand, not as a sponsor or corporate partner. The Australia Day logo must be placed in a position of prominence on all Australia Day publications and in a position more prominent than sponsor or corporate branding.

1.4.2 orientation

The Australia Day logo should always appear level and horizontally oriented—it should not be tilted or rotated.

1.3 Spacing & sizing

1.3.1 CLEAR SPACE

To maximise the visual impact, legibility and to preserve the integrity of the logo, clear space requirements apply.

No graphic or text elements should appear within the clear space area.

1.3.2 MINIMUM SIZE

The Australia Day logo should appear equal to or larger than any other logos, or as large as appropriate if appearing in isolation. The words—Australia Day—must be legible in all executions. No specific minimum size has been set due to the varying applications required of the logo.

Example: 25mm
1.5 Design treatments

The Australia Day logo, and elements of it, can be used as a design feature, but only in cases where it has appeared intact at least once elsewhere on the material in question.

Examples of ways that the logo can be used as a design feature include cropping the logo so it does not appear in full, or tinting the logo to a less concentrated treatment and placing it behind more prominent text.

Elements of the logo can also be used independently, such as single ribbons or the figures. Again, this can only be done when the logo is intact elsewhere on the material in question.
2. Logo usage
2.1 Application

2.1.1 WITH OTHER LOGOS

When placed with other logos on Australia Day promotional material, it is preferable that the Australia Day logo appear equal to or larger than any other logos.

In relation to other logos, the Australia Day logo should, wherever possible, appear in the most prominent position on any page. For example, if aligned horizontally with other logos, it is preferable that the Australia Day logo appears to the left of all other logos, or appears above other logos when placed vertically.

2.1.2 WITH A SPONSOR LOGO

When co-branding with a sponsor the Australia Day logo will be located on the left of the sponsor logo with equal visual weight to the Australia Day logo.

2.1.3 WITH A GOVERNMENT LOGO

When co-branding with a government partner the Australia Day logo will be on the left of the government partner logo, when possible, and will be of equal visual weight to the government logo.

When not possible to appear on the left, the Australia Day logo will appear in the second most prominent position.
2.1.4 Corporate Logo

Corporate logos are to be used in corporate communications only.

If a network organization wishes to use their corporate logo in public event promotion to indicate what organisation is presenting the event or activity, it must be in addition to the masterbrand and in a position of lesser prominence (see 1.4.1)

Australia Day Council of New South Wales
Australia Day Council of South Australia
Australia Day Council of Western Australia
Australia Day Council Northern Territory
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