GOVERNMENT OF SOUTH AUSTRALIA

BRANDING

GUIDELINES

Government of South Australia

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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 25: Common Branding Policy for the Government of South Australia, 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 following documents:

- *Government of South Australia Marketing Communications Guidelines*
- *PC Circular 048: Communications Approval Process for the Government of South Australia*
- *PC Circular 25: Common Branding Policy for the Government of South Australia*
- *PC Circular 009: The Master Media Scheme for Government Advertising*

All documents are 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 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 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 Communications Approval Portal (CAP). Please see your Director of Communications for access.

GOSA – standard

GOSA – horizontal

GOSA – horizontal extended

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 Government of South Australia logo 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, as measured across the diameter of the 'roundel'

Full colour version

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

Prescribed colours

The colours must be applied as follows:

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

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

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 can not 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.

GOVERNMENT OF SOUTH AUSTRALIA LOGO Continued

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

Sponsored by/Supported by/Initiative of

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

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

Sponsored by:

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

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.

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.

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

Solid line version

Use of the solid line version in foil is reserved for use by ministers only. However, the solid line version of the logo can be made available for use where the reproduction process or substrate (base material) requires it, such as with embroidery.

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

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

MONO

REVERSE

Note: Only one entity may be recognised in addition to the Government of South Australia in the entity logo:

- All specifications of the GOSA logo apply to entity logos.
- Full colour, single colour and reverse white versions are applicable as per the GOSA logo.
- Those not entitled to use a logo (including programs, initiatives and committees may establish an identity through the use of graphic elements and stylised words in conjunction with a department or agency logo. Refer to the section 'Use of supporting graphics'.

Please contact your Corporate Communications unit to obtain Department relevant logo executions.

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.

Government of South Australia

EXPRESSIONS OF INTEREST

Major Sculptural Work
Wingfield, Adelaide

A Joint Initiative of the Zero Waste SA and Arts SA

Zero Waste SA, in collaboration with Arts SA, is inviting Expressions of Interest from professional South Australian-based artists for the design, manufacture and installation of a major sculptural work to be constructed from recycled materials and located in the man-made wetlands at Wingfield, City of Port Adelaide Enfield.

The aim of the sculpture is to convey zero waste messages and use the sculpture as an educational platform for the future. Zero Waste SA has the primary objective of promoting waste management practices that as far as possible eliminate waste or its consignment to landfill.

Applicants must obtain a copy of the artist's brief which can be downloaded from www.arts.sa.gov.au or available from Jennifer Laythe at Arts SA.

The three short-listed artists selected to develop a design proposal will be paid a fee of $3,000 each. Expressions of Interest must be submitted no later than 5.00 pm, Friday 15 July 2013 and addressed to:

Ms Jennifer Laythe
Manager Public Art and Design
Arts SA
GPO Box 2308
ADELAIDE SA 5001
Telephone: (08) 8463 5452
Email: laythe.jennifer@saugov.sa.gov.au

Information about Zero Waste SA is available from Dr Marcia Hewitt, Communications Manager, telephone (08) 8204 2672, email marcia.hewitt@state.sa.gov.au or click on www.zerowaste.sa.gov.au

www.zerowaste.sa.gov.au

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

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.

Use of supporting graphics

Entities that are not permitted to use their own logo may establish or support 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 both the MT logo and Government of South Australia logo

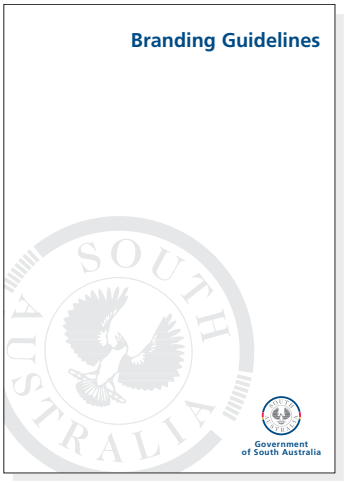
Example B, Promotional material utilising only the Government of South Australia logo

Example C, Additional promotional material illustrating how the MT identity can be adapted across a range of activities

Using the logo as a supporting graphic

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

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



Private sector endorsements on government activities

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

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

Communication activites

The Government of South Australia (GOSA) 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.

Government of South Australia
Primary Industries and Regions SA

CHANGES TO SA PLANT HEALTH ACT

From 1 July 2009, the *Fruit and Plant Protection Act 1992* will be replaced by the *Plant Health Act 2009*. If you are involved in importing or transporting fruit, vegetables or plant material into or through South Australia, these changes may impact on your business.

The new Act will help protect SA's $1.5 billion fresh fruit, vegetable, grape and field crop industries from the introduction of pests and diseases of quarantine concern. Pests and disease risks are increasing due to the movement of people, and international and domestic trade.

Comprehensive consultation with industry groups occurred prior to the progression of the new Act. Industry representatives are currently being consulted regarding fees and charges that are provided for in the Act. Penalties will apply for non compliance.

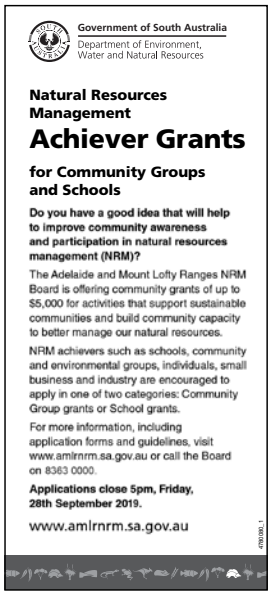
The legislation also ensures that the State will be consistent with national emergency plant pest response requirements, recognising national arrangements for interstate plant produce exports and ensuring that SA is well positioned to respond to future incursions of plant pests and diseases.

The travelling public faces increased penalties and on-the-spot fines for bringing uncertified fruit, vegetables or plant material into SA from other states. Penalties also apply for bringing fruit and vegetables into the Riverland from other parts of SA.

If you would like to discuss any aspect of the legislation or require further details, please contact PIRSA Plant Health Operations on 1300 666 010. View the Act at http://www.pir.sa.gov.au/planthealth/legislation

PRIRD012556

www.pir.sa.gov.au


Government of South Australia
Department of Environment, Water and Natural Resources

Natural Resources Management

Achiever Grants

for Community Groups and Schools

Do you have a good idea that will help to improve community awareness and participation in natural resources management (NRM)?

The Adelaide and Mount Lofty Ranges NRM Board is offering community grants of up to $5,000 for activities that support sustainable communities and build community capacity to better manage our natural resources.

NRM achievers such as schools, community and environmental groups, individuals, small business and industry are encouraged to apply in one of two categories: Community Group grants or School grants.

For more information, including application forms and guidelines, visit www.amlrnrm.sa.gov.au or call the Board on 8363 0000.

Applications close 5pm, Friday, 28th September 2019.

www.amlrnrm.sa.gov.au

Example of compliance

Note: For illustration purposes only

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

Departmental variations to this standard template require approval.

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 logo 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, viral) 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 advertising that is animated or scrolling
- Appear above the page break within classified advertising and emails.

Websites

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

The logo must be:

- Visible on all pages without scrolling
- 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 without scrolling on the home page, application on subsequent pages is not necessary.

The government logo must be an active link to www.sa.gov.au, and the ALT tag description box should read 'SA Government logo'. Link to sa.gov.au website.

The Office of Digital Government (ODG) has issued comprehensive protocols relating to the design and development of websites, including domain names. When developing or reviewing websites please contact ODG 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 communications approval process.

Social media

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

- Approved agency or GOSA logo should be used as the avatar or included within the page design above the page break
- Channels and page titles should follow the following format "Official <insert social media> of the <insert agency>". For example:
  "Official Twitter Channel of the Department of the Premier and Cabinet"
  "Official YouTube Channel of the Motor Accident Commission"
- Where the author is identified as an individual, the author's role should be identified.
  For example: "Official blog of the Chief Executive, Department of the Premier and Cabinet".

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.

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.

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 following stationery suites are available:

1. Standard suite refer pages 19 – 28

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

2. State Brand suite refer pages 29 – 50

   This suite of stationery is to be adopted only where the objective of the person/unit/agency is to promote the State or when travelling interstate or overseas. Use of this suite is at the discretion of the Chief Executive.

3. Translated suite refer pages 51 – 53

   This suite of stationery is to be adopted only where translations are required. Use of this suite is at the discretion of the Chief Executive.

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 inline 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).

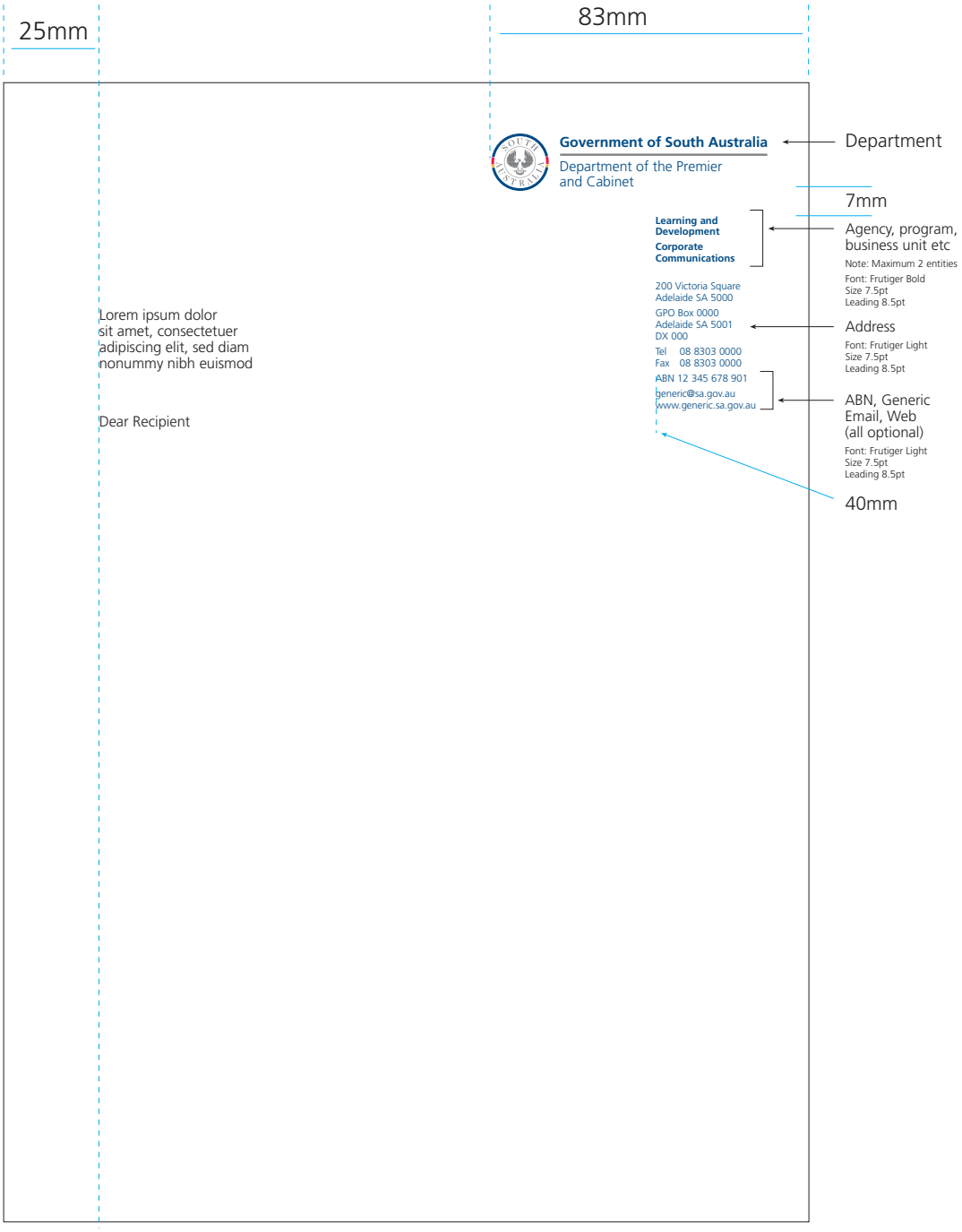
1. Standard Suite

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

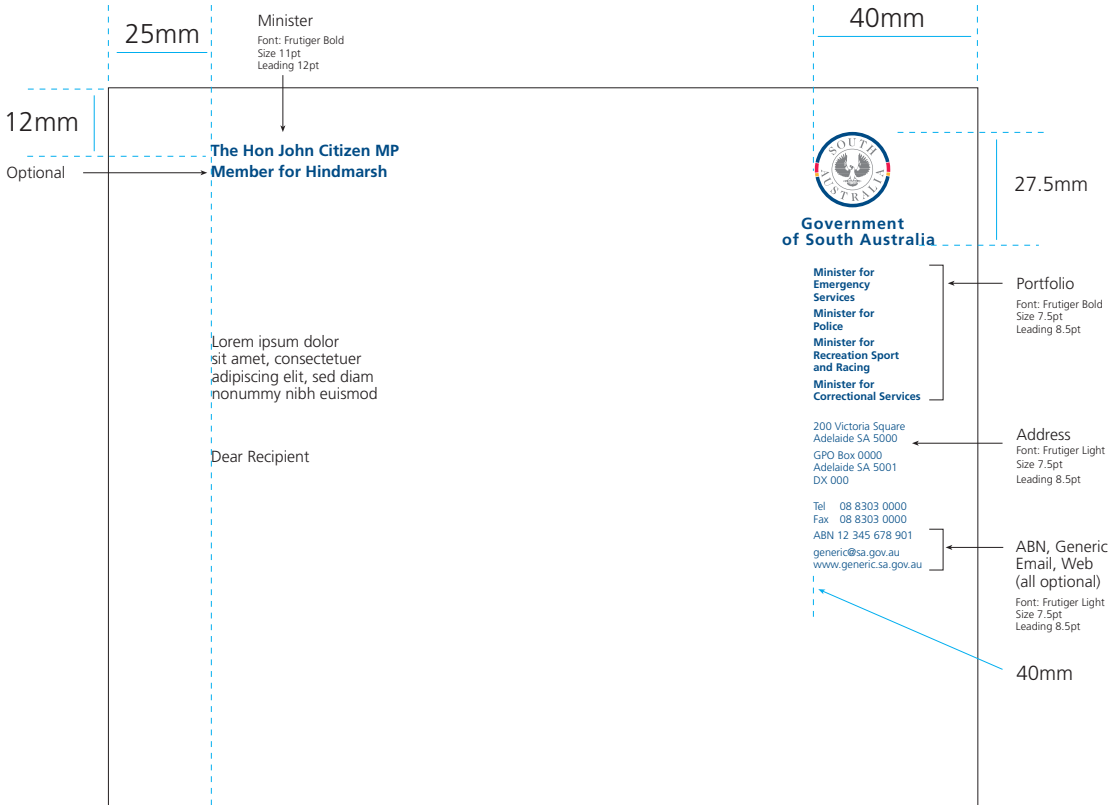
Letterhead

- 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.

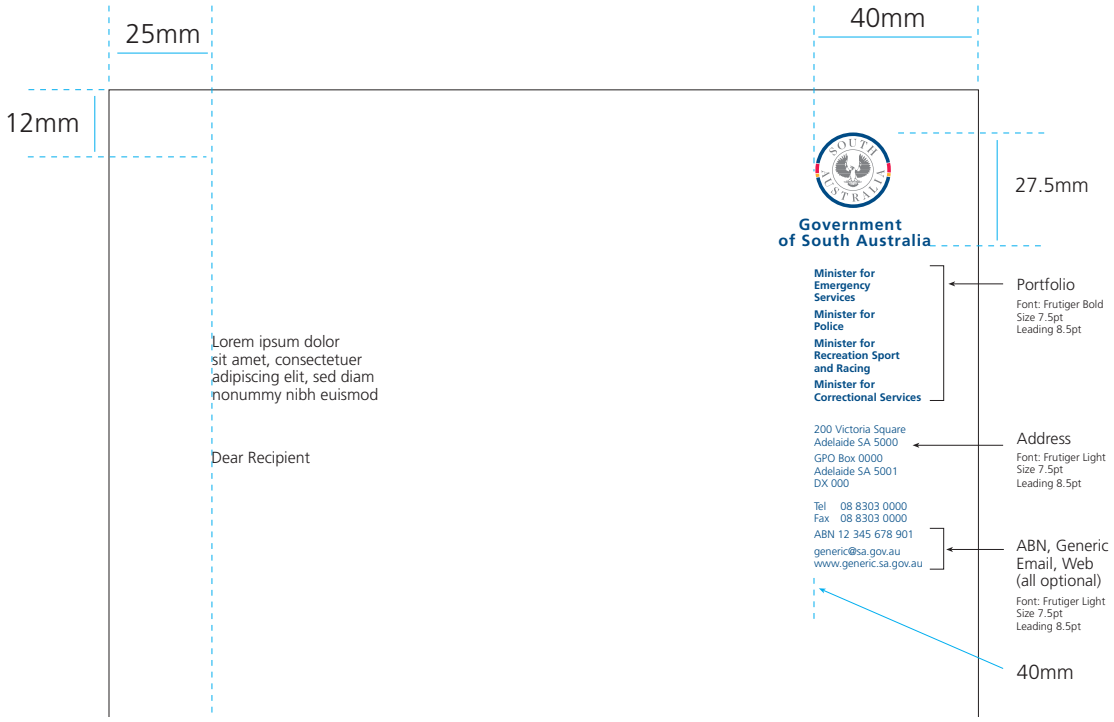
1. Government entities



2. Ministers

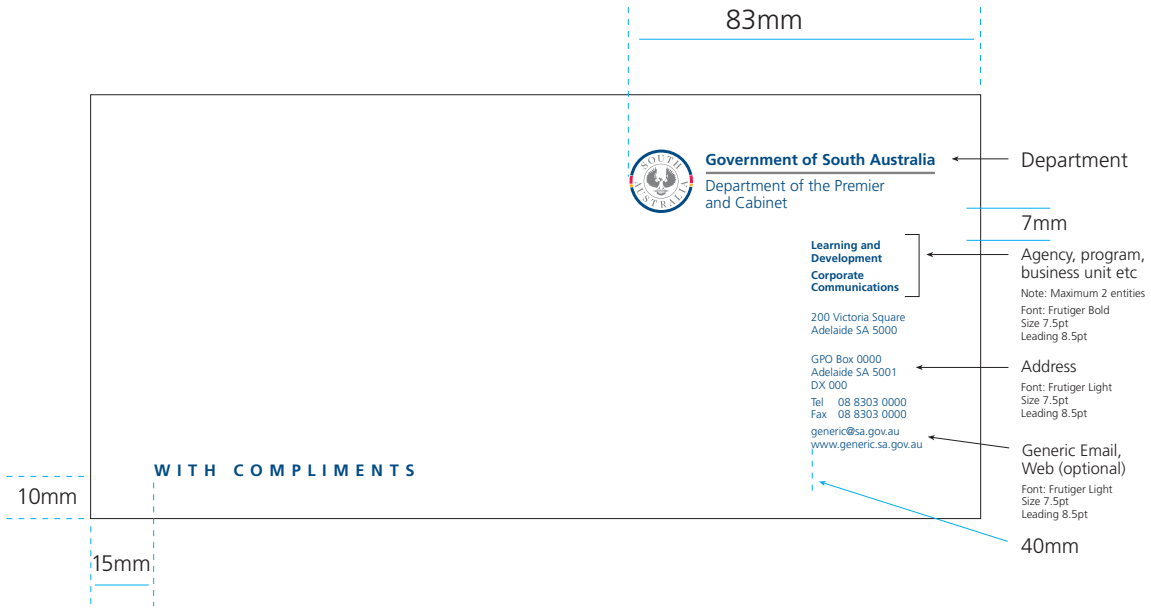


3. Ministerial offices

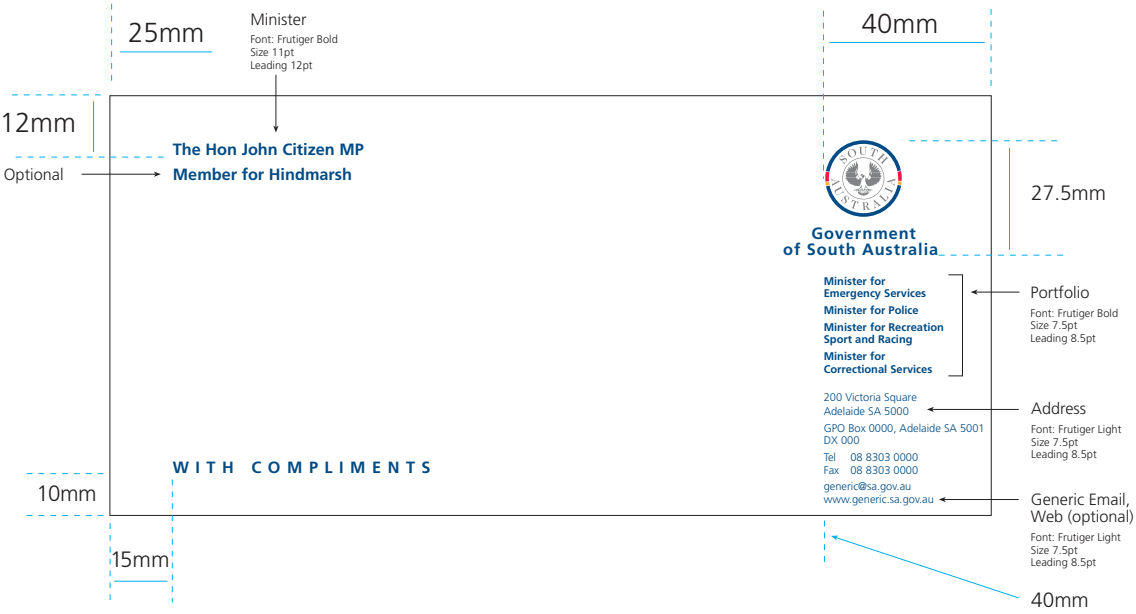


With Compliments

1. Government entities



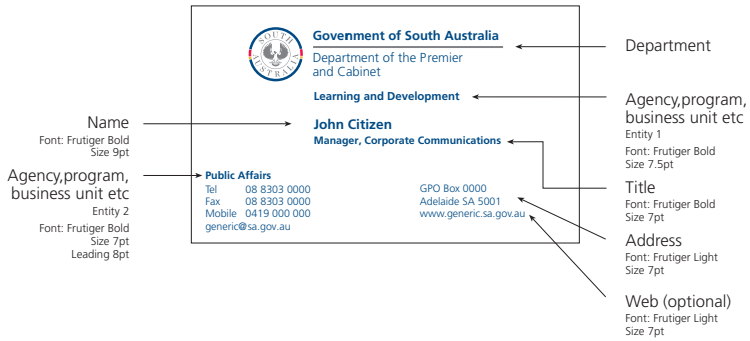
2. Ministers



3. Ministerial offices

Business cards

1. Government entities

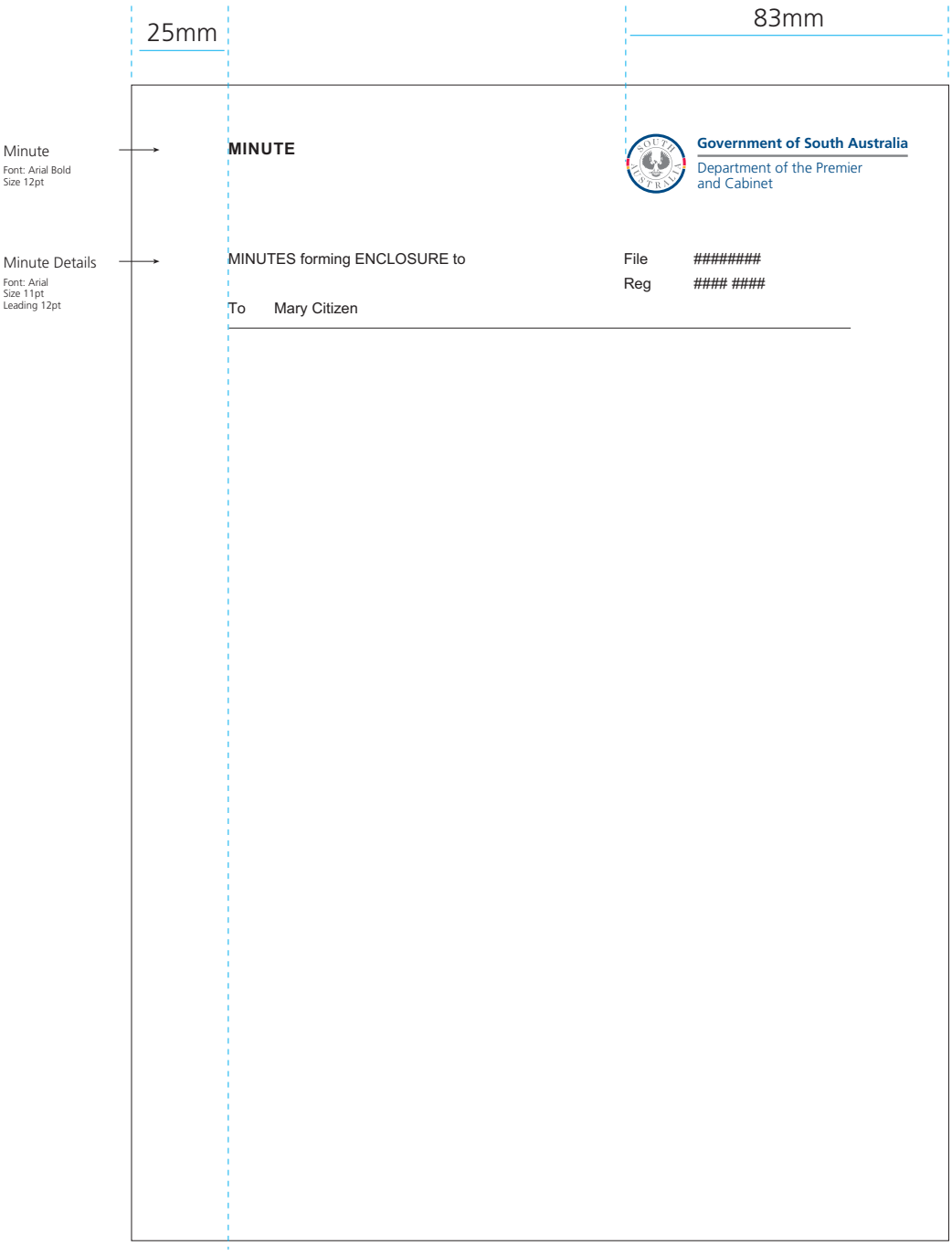


2. Ministers

3. Ministerial offices

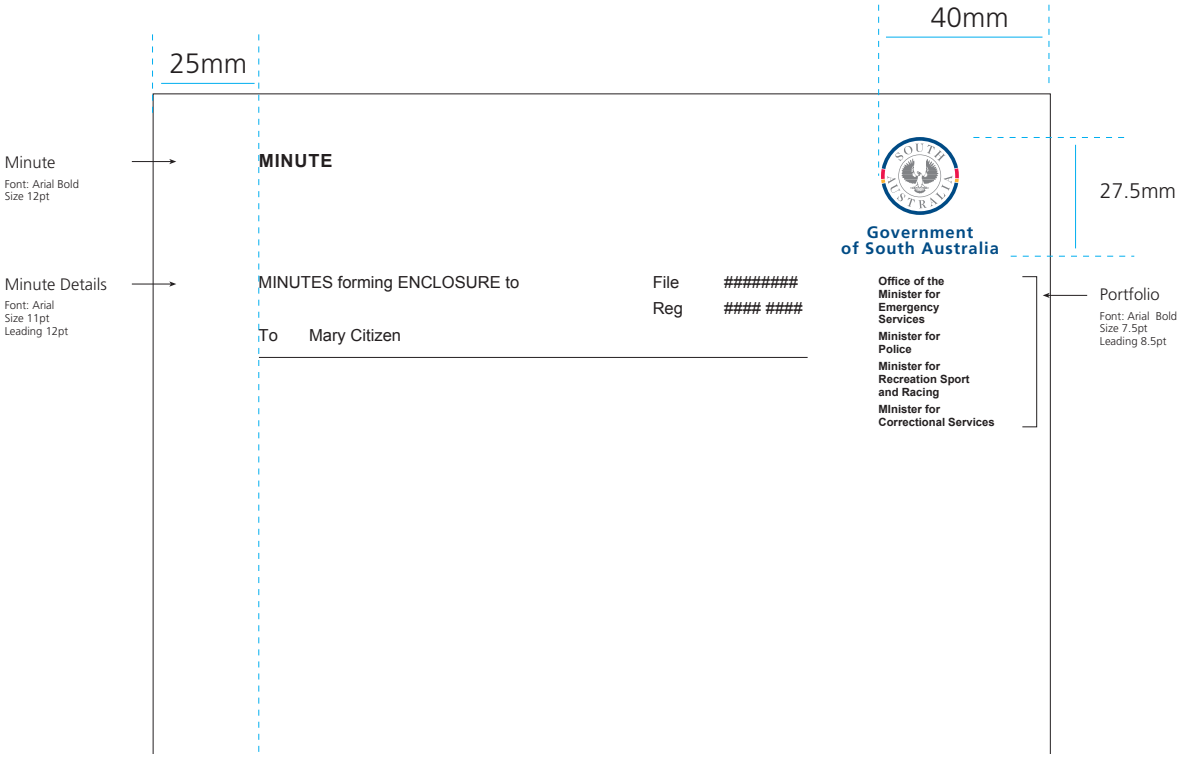
Minute

1. Government entities



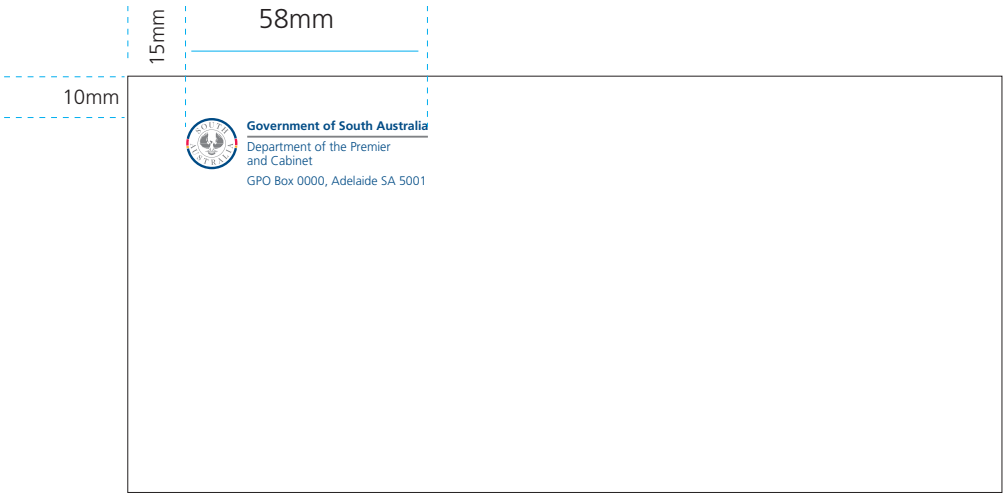
2. Ministers

3. Ministerial offices

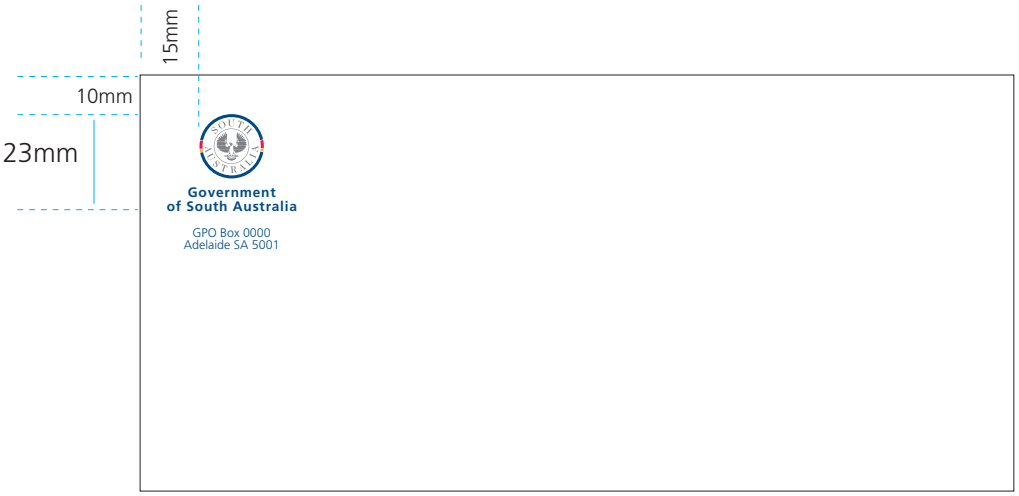


Envelopes

1. Government entities



2. Ministers/ministerial offices



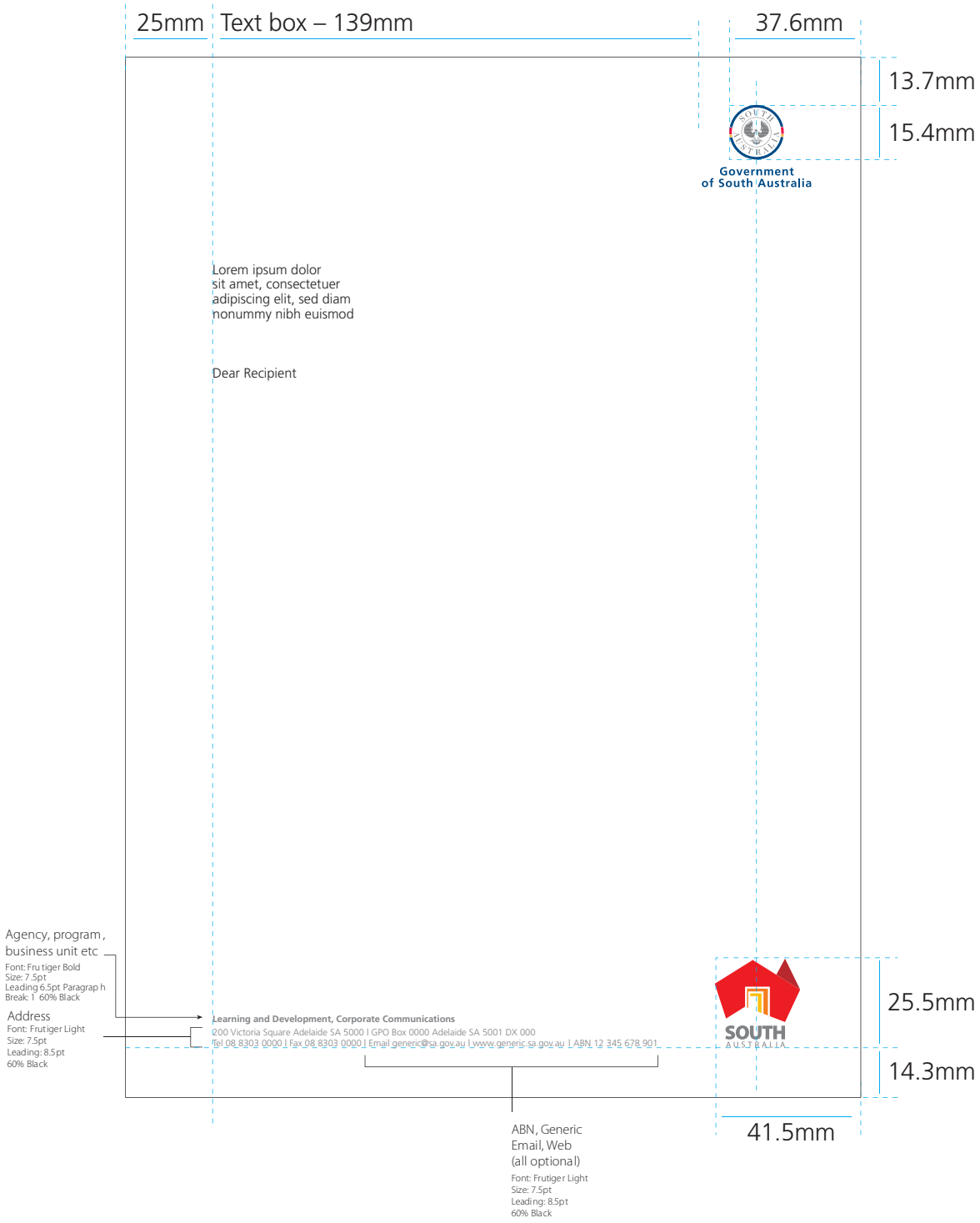
Note: These specifications apply to all envelope sizes.

2. State Brand suite

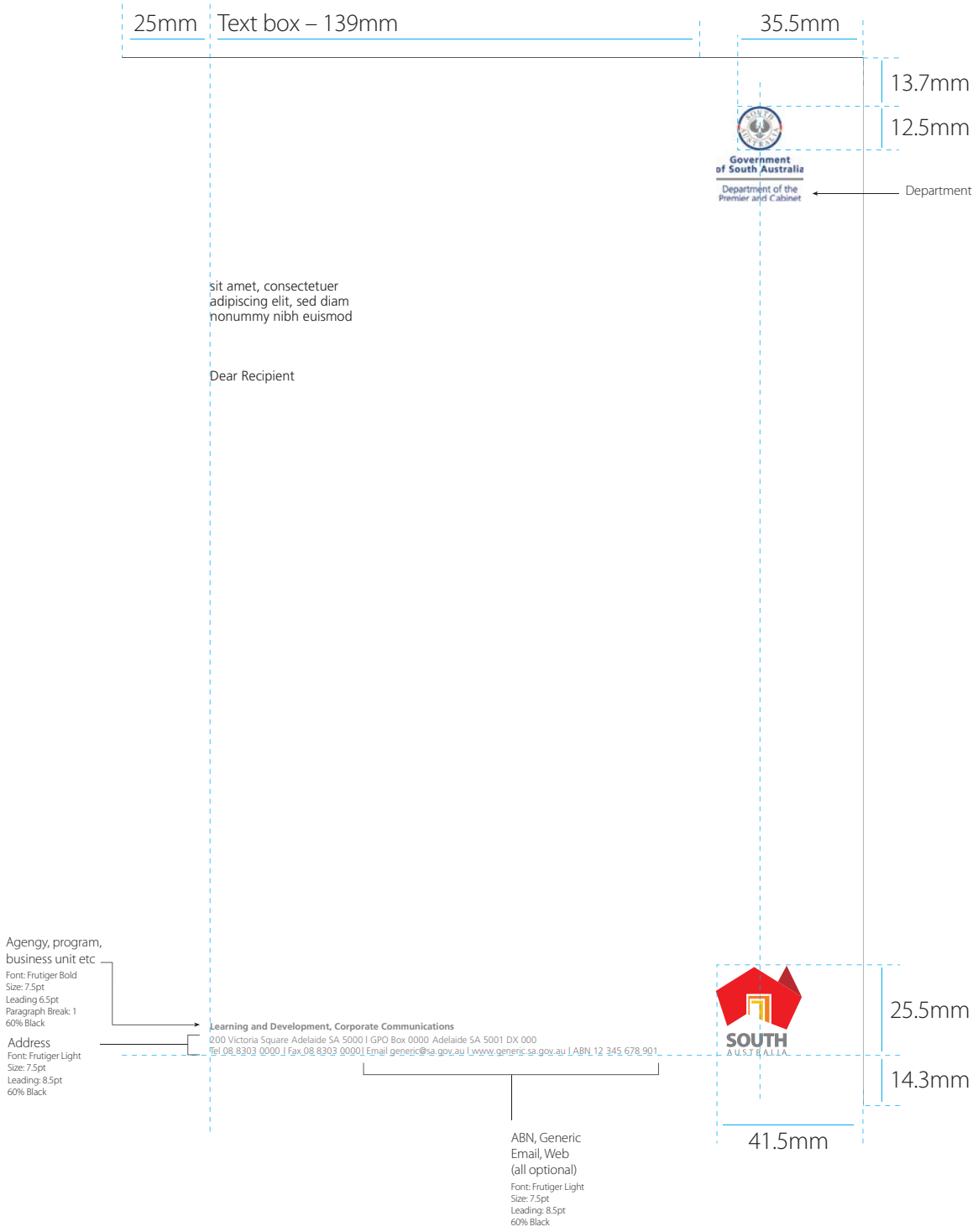
This suite of stationery is to be adopted only where the objective of the person/unit/agency is to promote the state or when travelling interstate or overseas. Use of this suite is at the discretion of the Chief Executive.

Letterhead

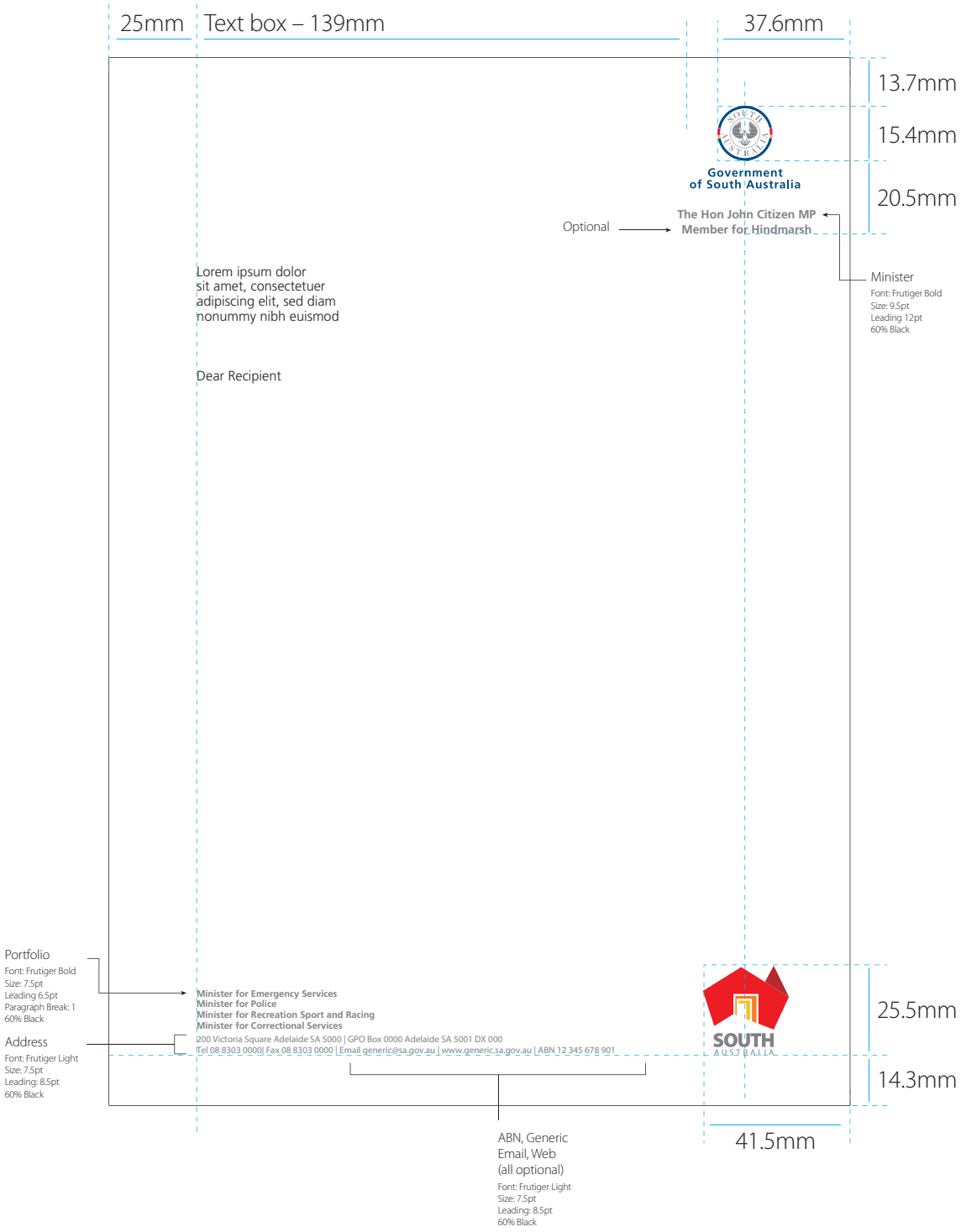
1. Whole of government



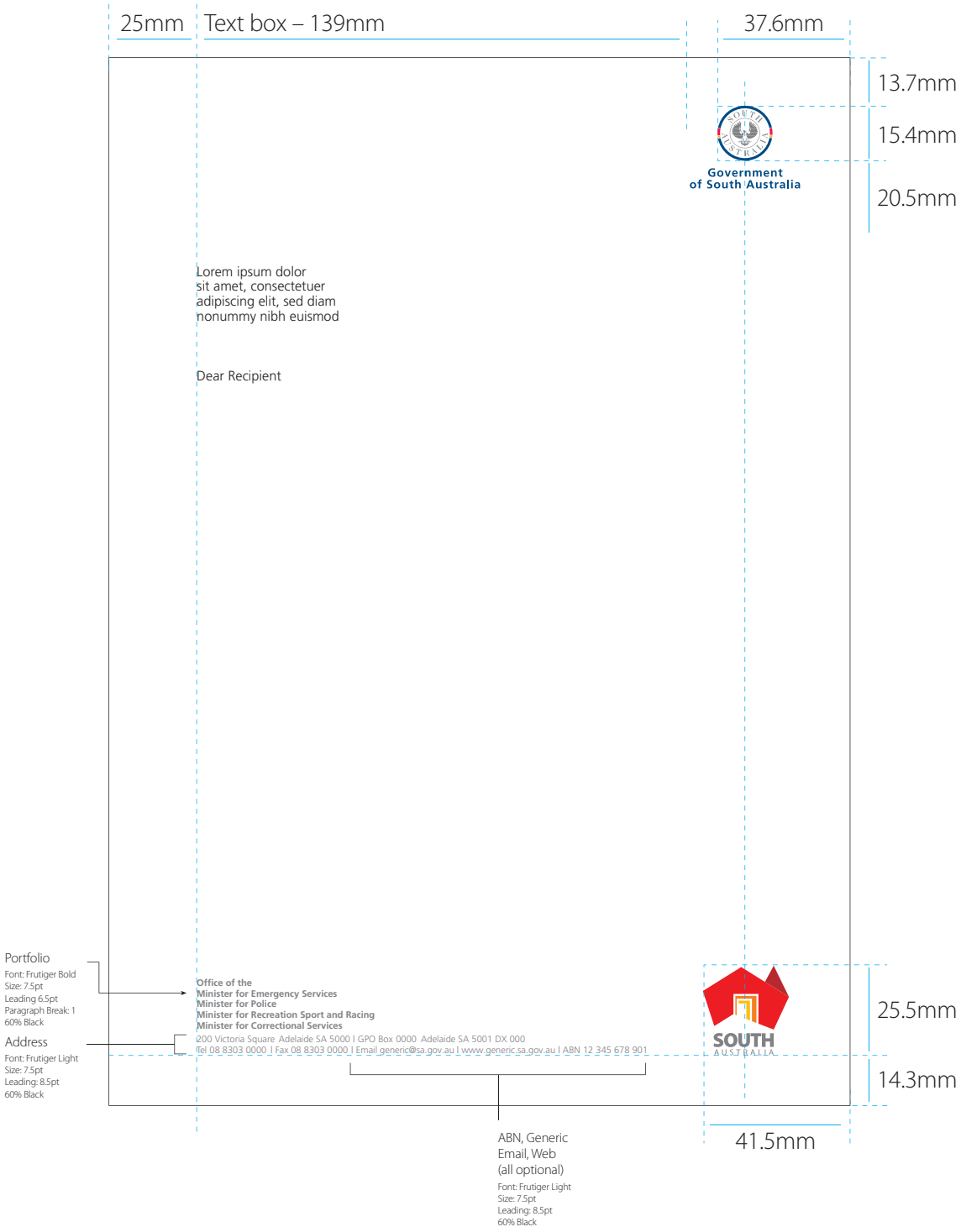
2. Government entities



3. Ministers

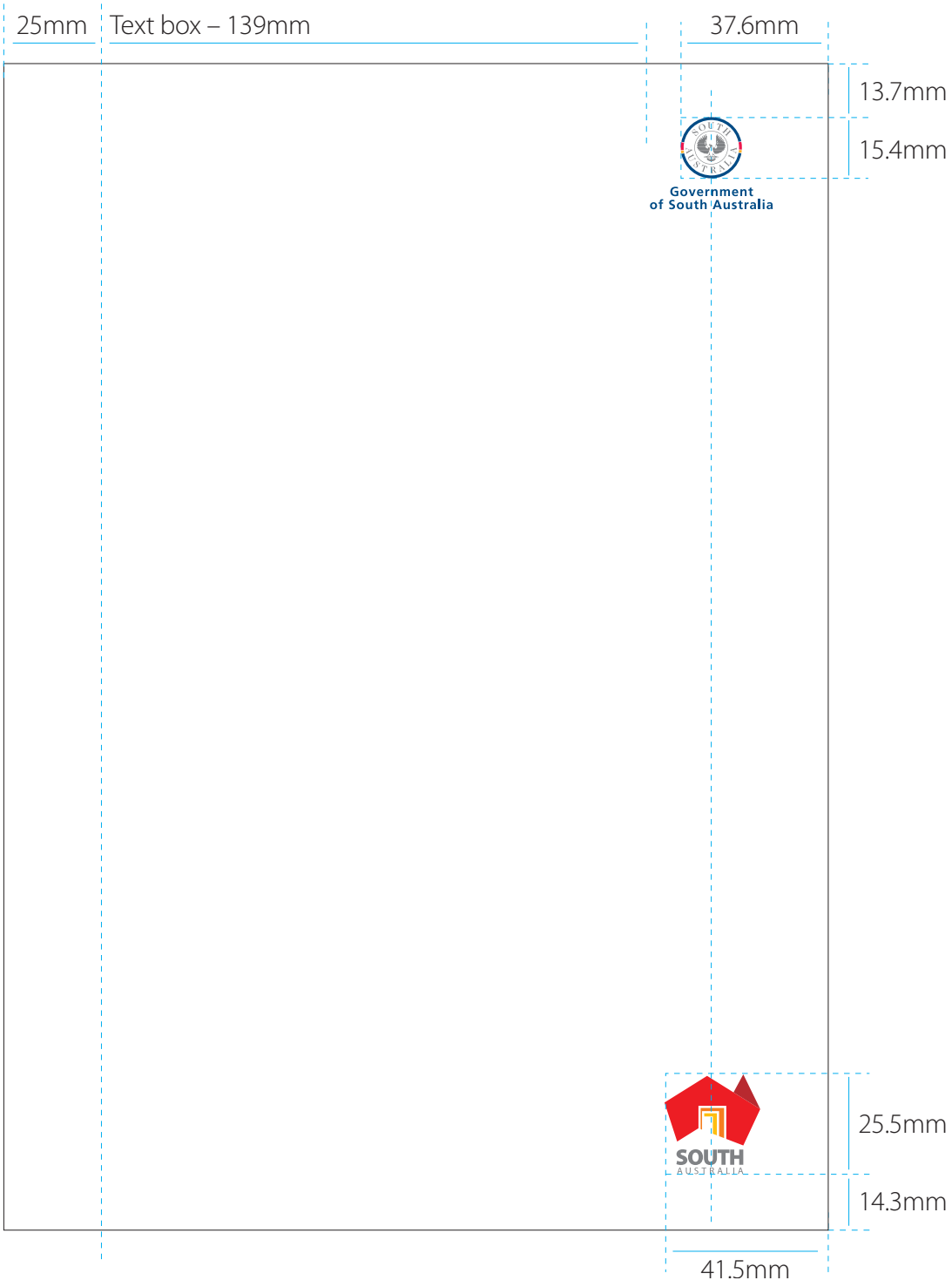

25mm
Text box – 139mm
37.6mm
13.7mm
15.4mm
20.5mm
Government of South Australia
Optional
The Hon John Citizen MP
Member for Hindmarsh
Minister
Font: Frutiger Bold
Size: 9.5pt
Leading 12pt
60% Black
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod
Dear Recipient
Portfolio
Font: Frutiger Bold
Size: 7.5pt
Leading 6.5pt
Paragraph Break: 1
60% Black
Address
Font: Frutiger Light
Size: 7.5pt
Leading: 8.5pt
60% Black
Minister for Emergency Services
Minister for Police
Minister for Recreation Sport and Racing
Minister for Correctional Services
200 Victoria Square Adelaide SA 5000 | GPO Box 0000 Adelaide SA 5001 DX 000
Tel 08 8303 0000| Fax 08 8303 0000 | Email generic@sa.gov.au | www.generic.sa.gov.au | ABN 12 345 678 901
SOUTH AUSTRALIA
25.5mm
14.3mm
41.5mm
ABN, Generic Email, Web (all optional)
Font: Frutiger Light
Size: 7.5pt
Leading: 8.5pt
60% Black

4. Ministerial offices

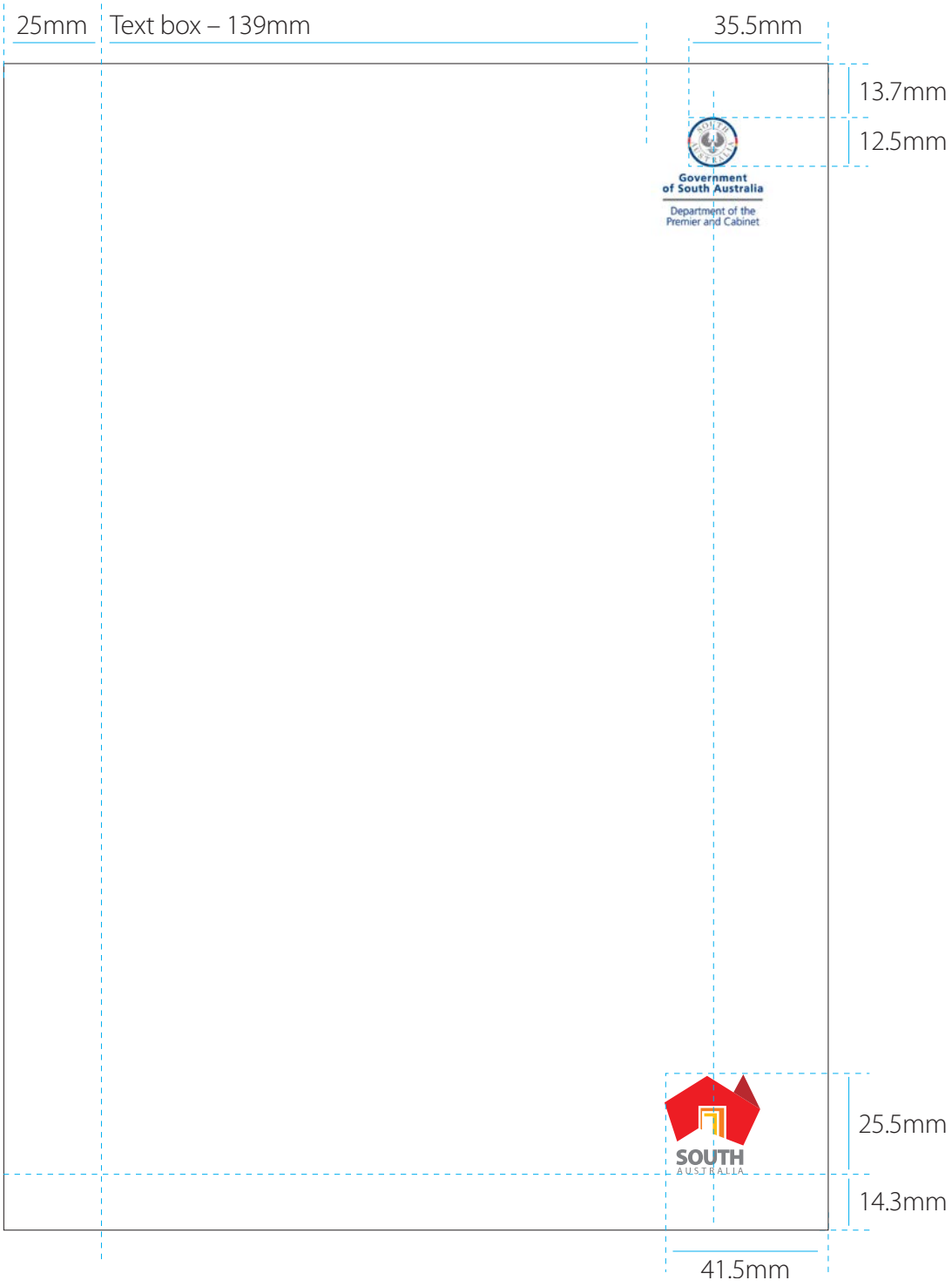


5. Letterhead run-on pages

a. Whole of government, ministers, ministerial offices

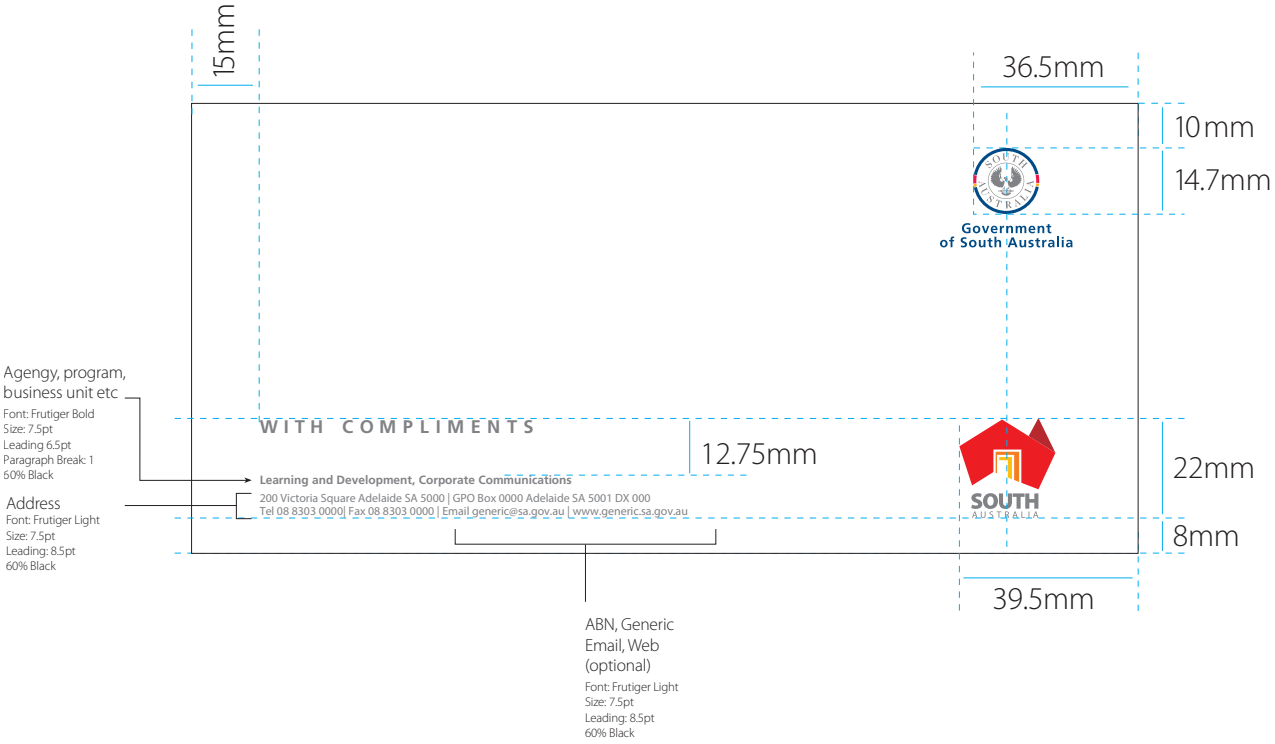


b. Government entities

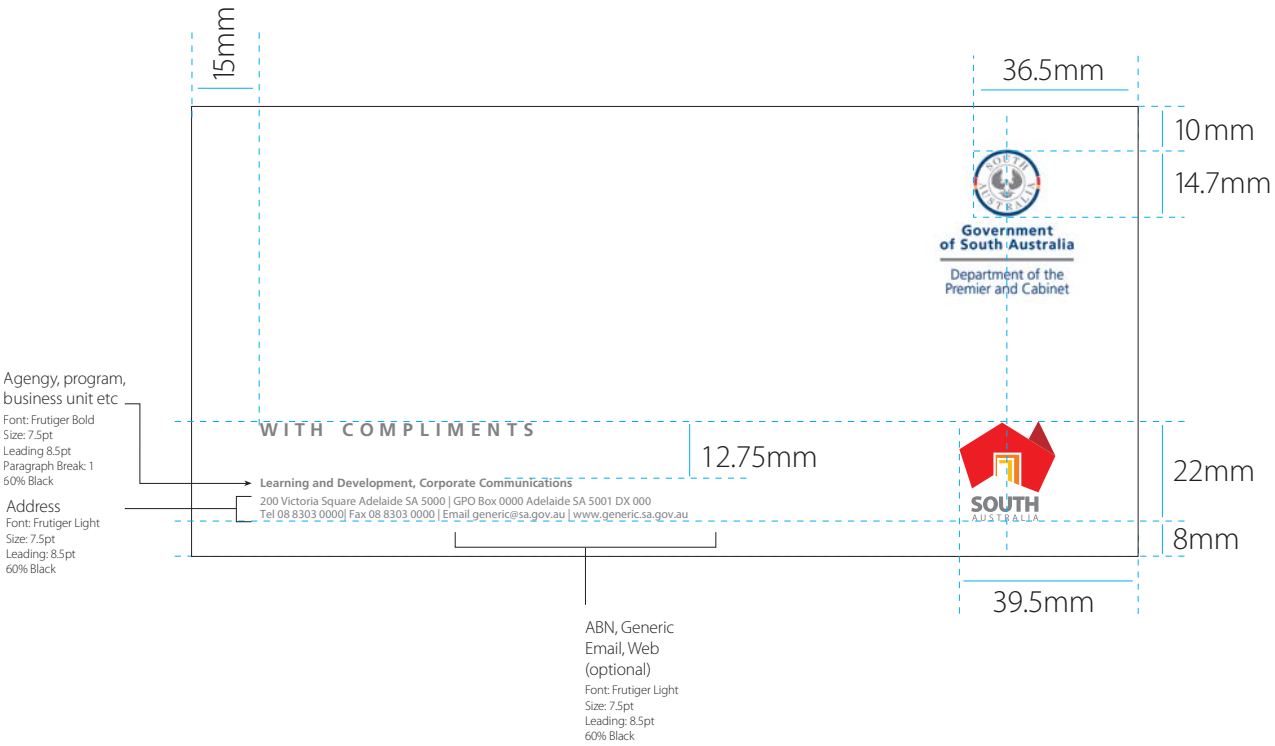


With Compliments

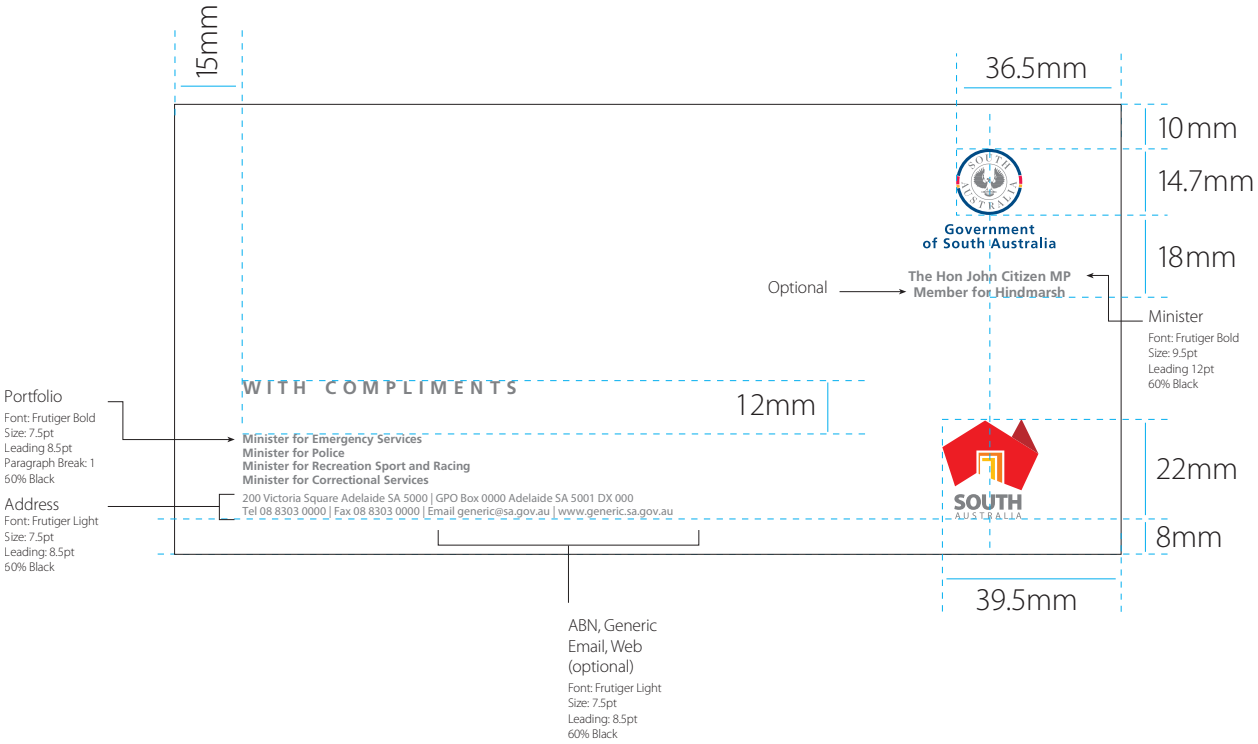
1. Whole of government



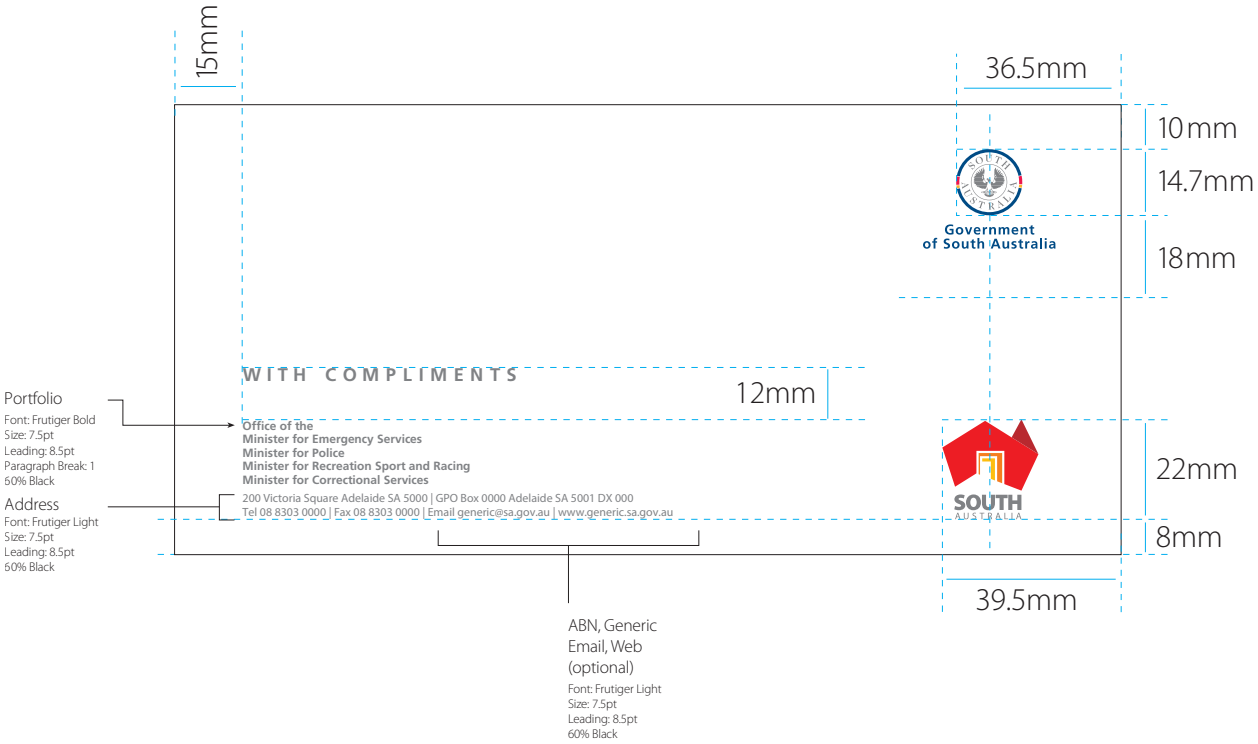
2. Government entities



3. Ministers

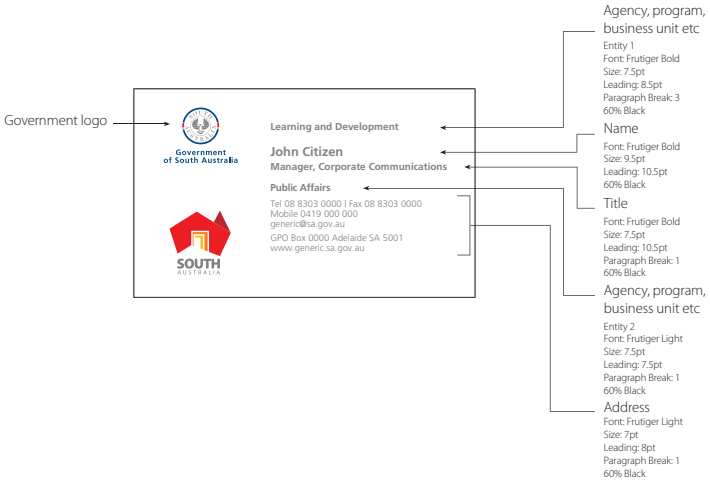


4. Ministerial offices

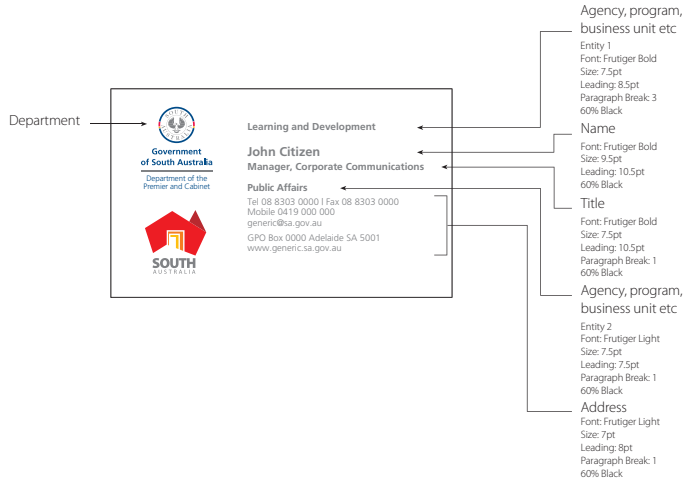


Business cards

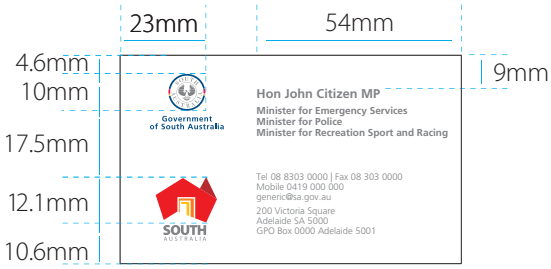
1. Whole of government



2. Government entities

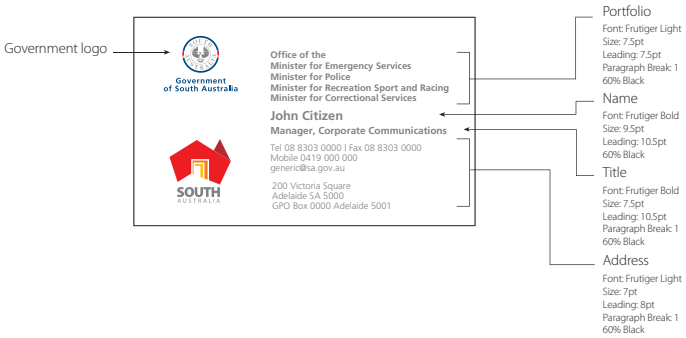


3. Ministers


23mm
54mm
4.6mm
10mm
17.5mm
12.1mm
10.6mm
9mm
Government of South Australia
Hon John Citizen MP
Minister for Emergency Services
Minister for Police
Minister for Recreation Sport and Racing
Tel 08 8303 0000 | Fax 08 303 0000
Mobile 0419 000 000
generic@sa.gov.au
200 Victoria Square
Adelaide SA 5000
GPO Box 0000 Adelaide 5001
SOUTH AUSTRALIA

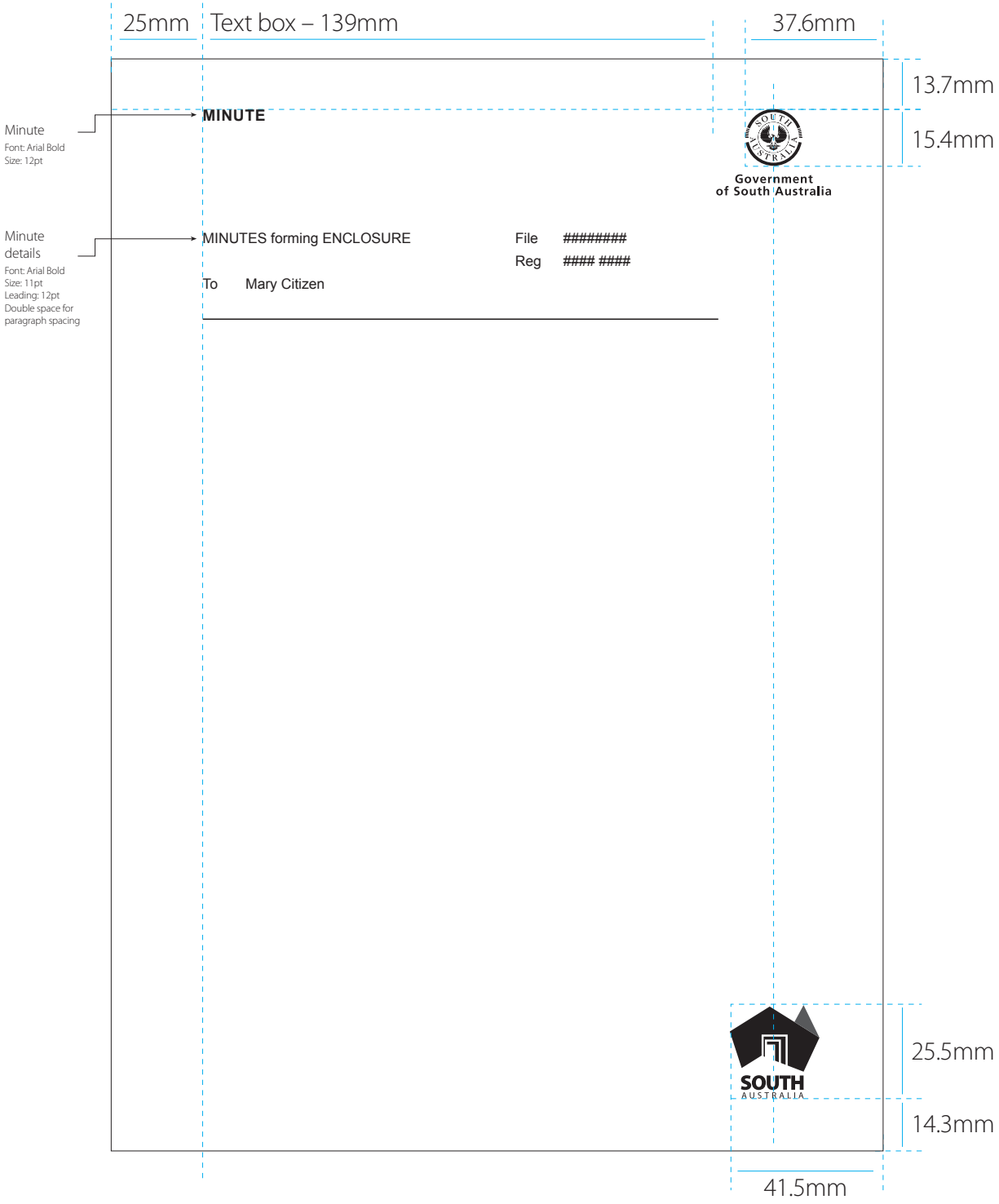
Government logo
Government of South Australia
Hon John Citizen MP
Minister for Emergency Services
Minister for Police
Minister for Recreation Sport and Racing
Minister for Correctional Services
Tel 08 8303 0000 | Fax 08 303 0000
Mobile 0419 000 000
generic@sa.gov.au
200 Victoria Square
Adelaide SA 5000
GPO Box 0000 Adelaide 5001
SOUTH AUSTRALIA
Name
Font: Frutiger Bold
Size: 9.5pt
Leading: 10.5pt
60% Black
Portfolio
Font: Frutiger Bold
Size: 9.5pt
Leading: 10.5pt
60% Black
Address
Font: Frutiger Light
Size: 7pt
Leading: 8pt
Paragraph Break: 1
60% Black

4. Ministerial offices

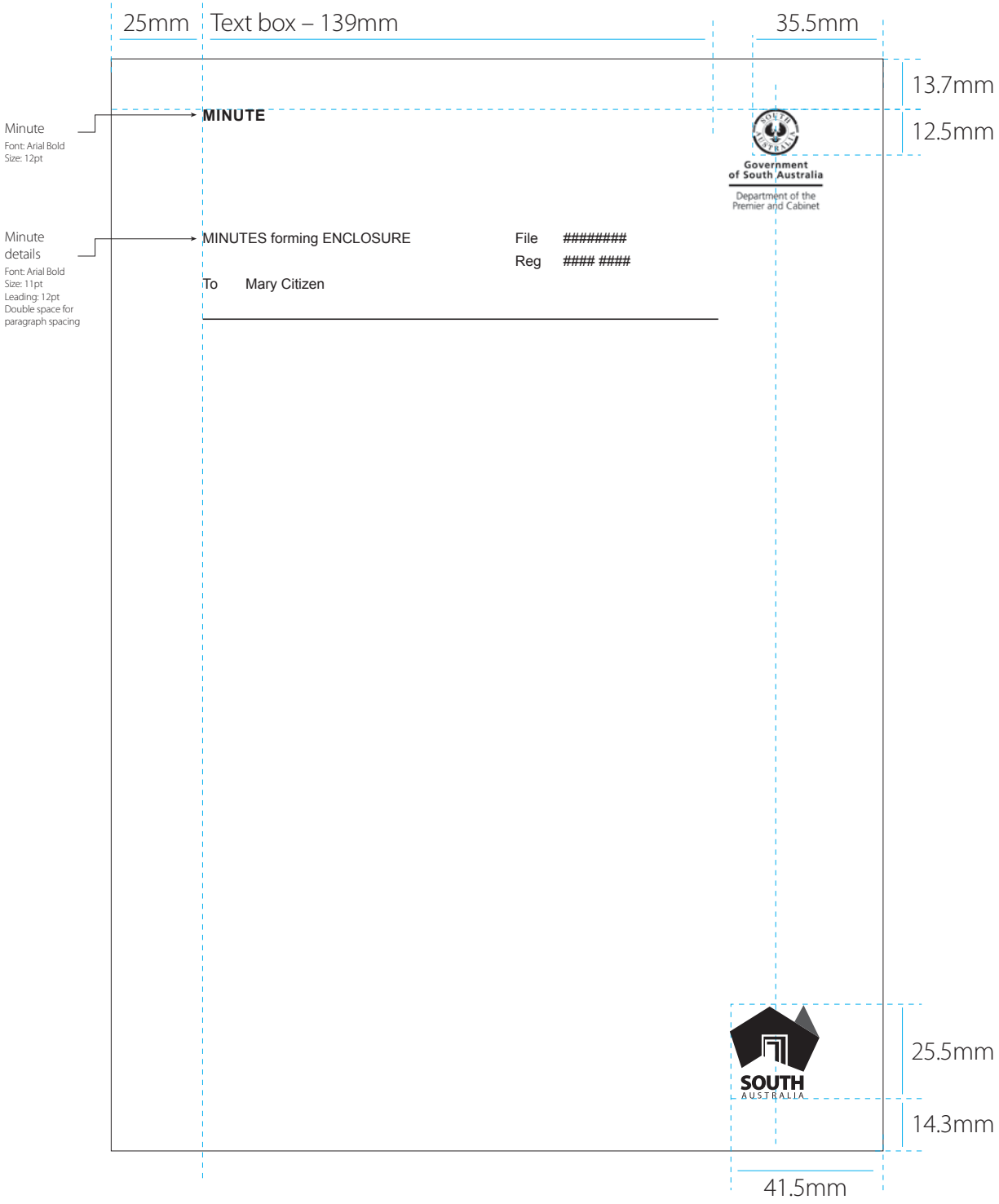


Minute

1. Whole of government



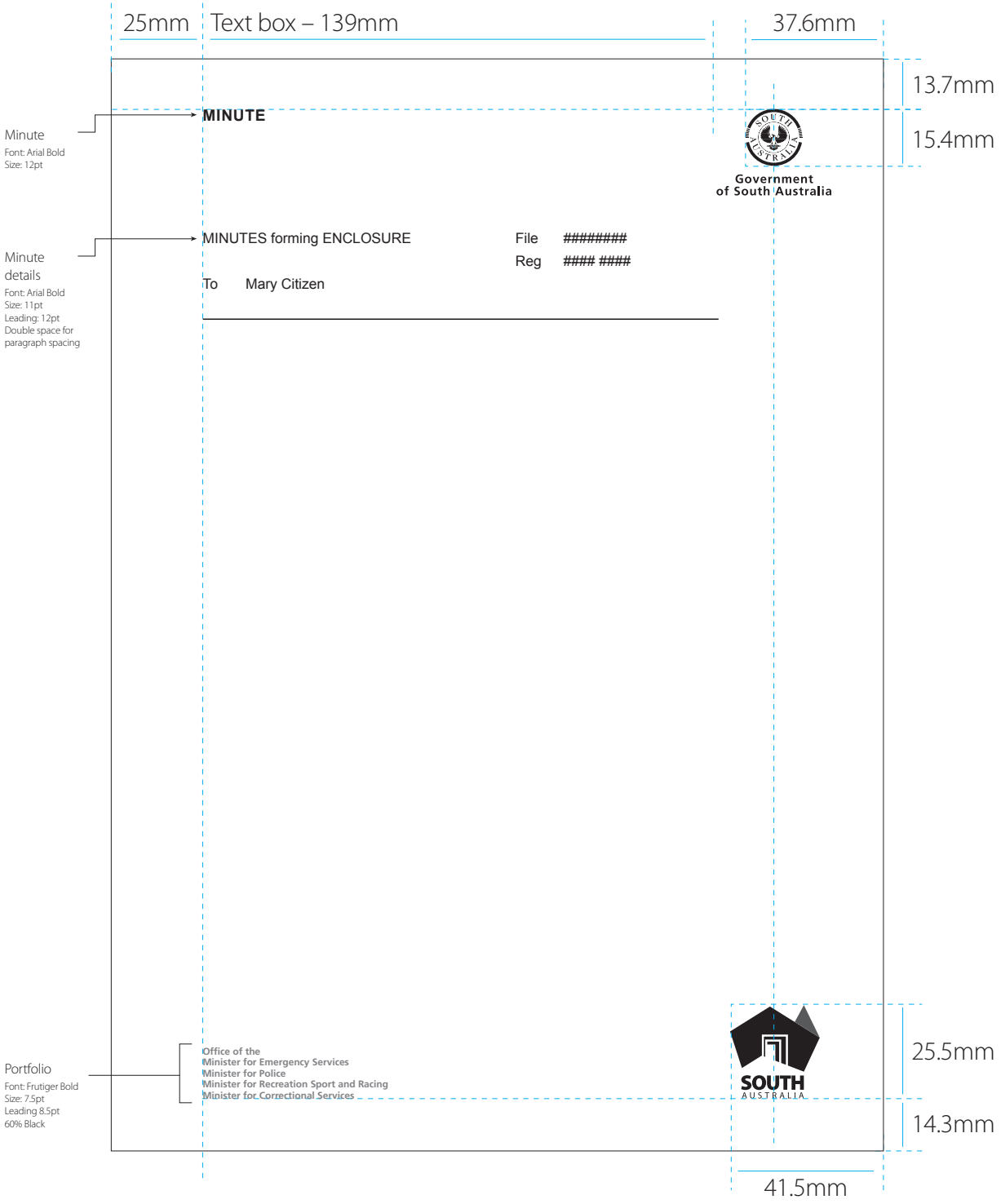
2. Government entities



3. Ministers

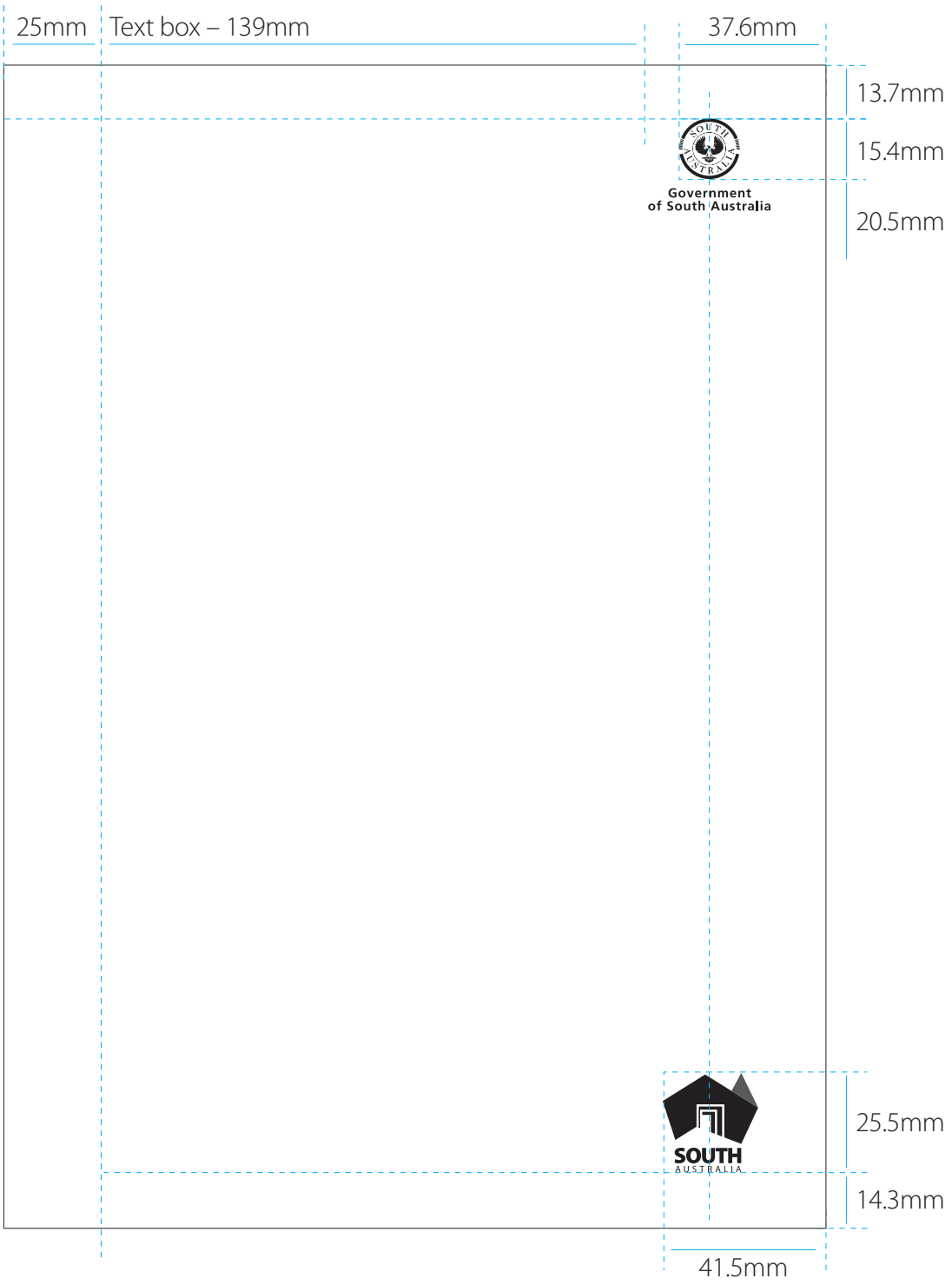
25mm
Text box – 139mm
37.6mm
13.7mm
15.4mm
20.5mm
Minute
Font: Arial Bold
Size: 12pt
MINUTE
Government of South Australia
Minute details
Font: Arial Bold
Size: 11pt
Leading: 12pt
Double space for paragraph spacing
MINUTES forming ENCLOSURE
File ########
Reg #### ####
To Mary Citizen
The Hon John Citizen MP
Member for Hindmarsh
Minister
Font: Frutiger Bold
Size: 9.5pt
Leading 12pt
60% Black
Optional
Portfolio
Font: Frutiger Bold
Size: 7.5pt
Leading 8.5pt
60% Black
Minister for Emergency Services
Minister for Police
Minister for Recreation Sport and Racing
Minister for Correctional Services
SOUTH AUSTRALIA
25.5mm
14.3mm
41.5mm

4. Ministerial offices

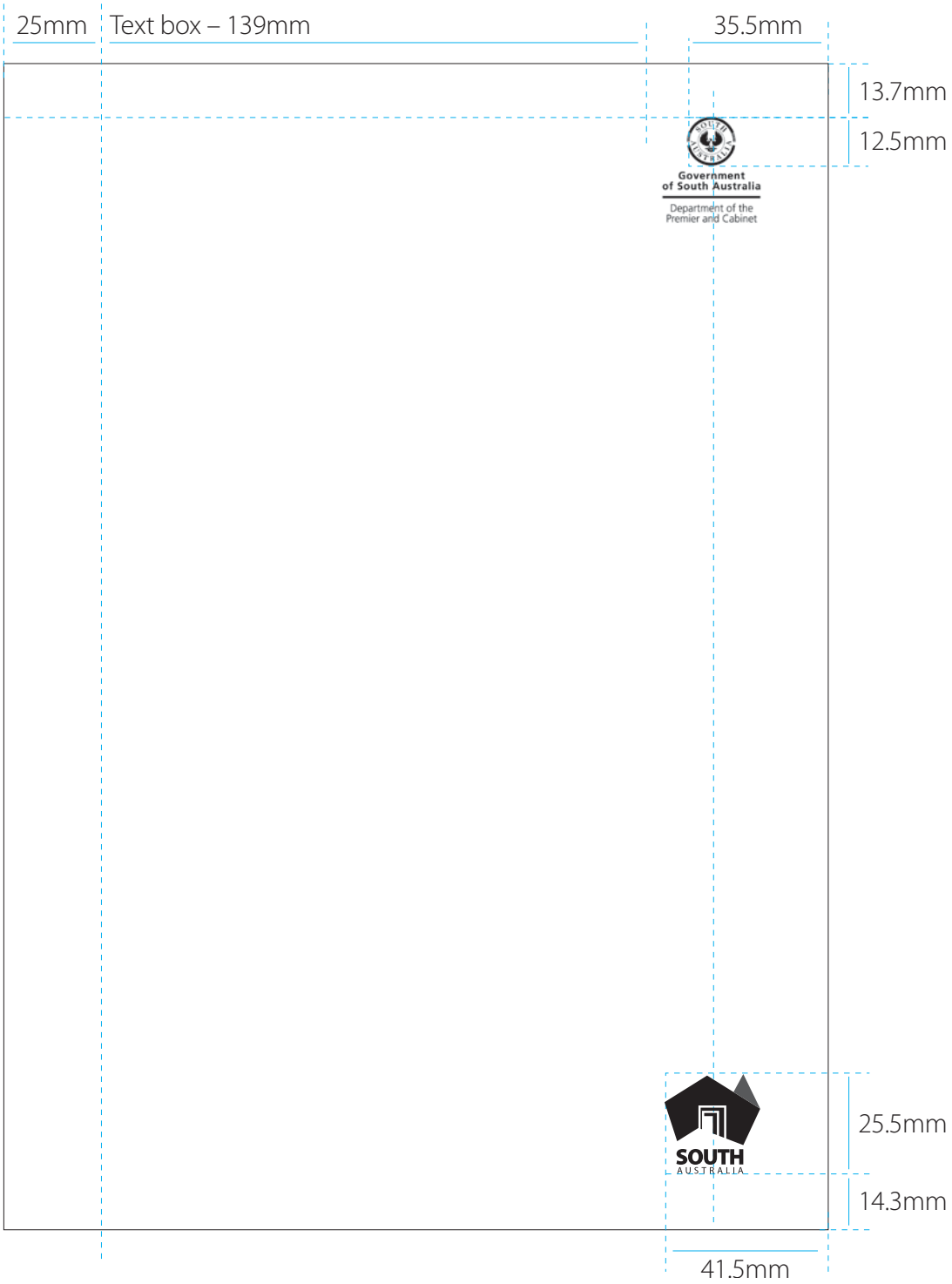


5. Minute run-on pages

a. Whole of government, ministers, ministerial offices



b. Government entities

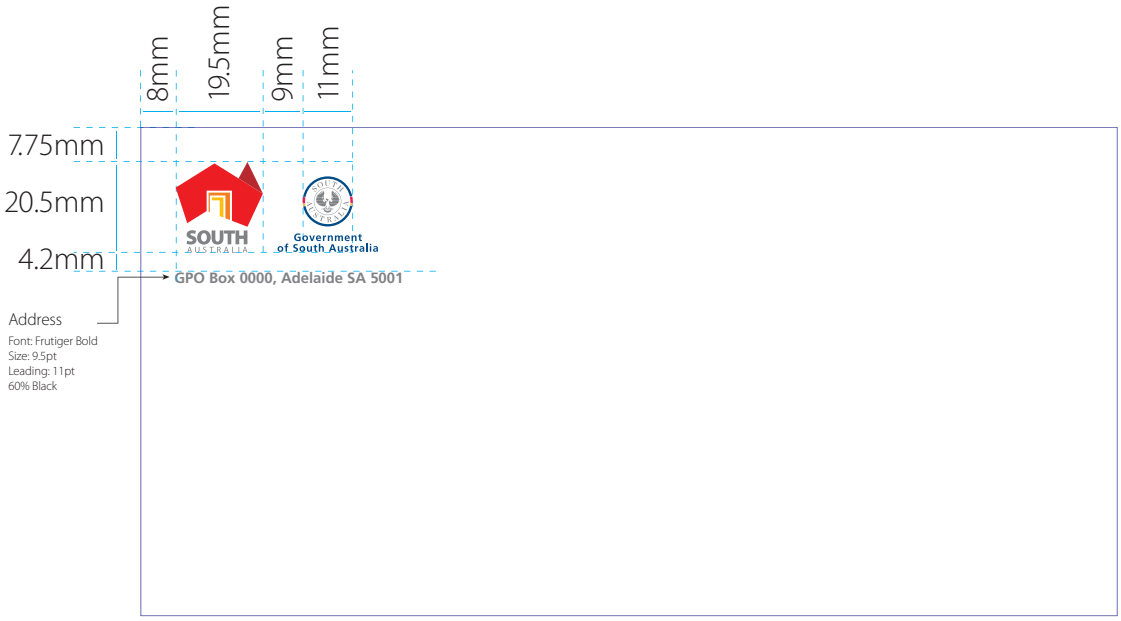


Envelopes

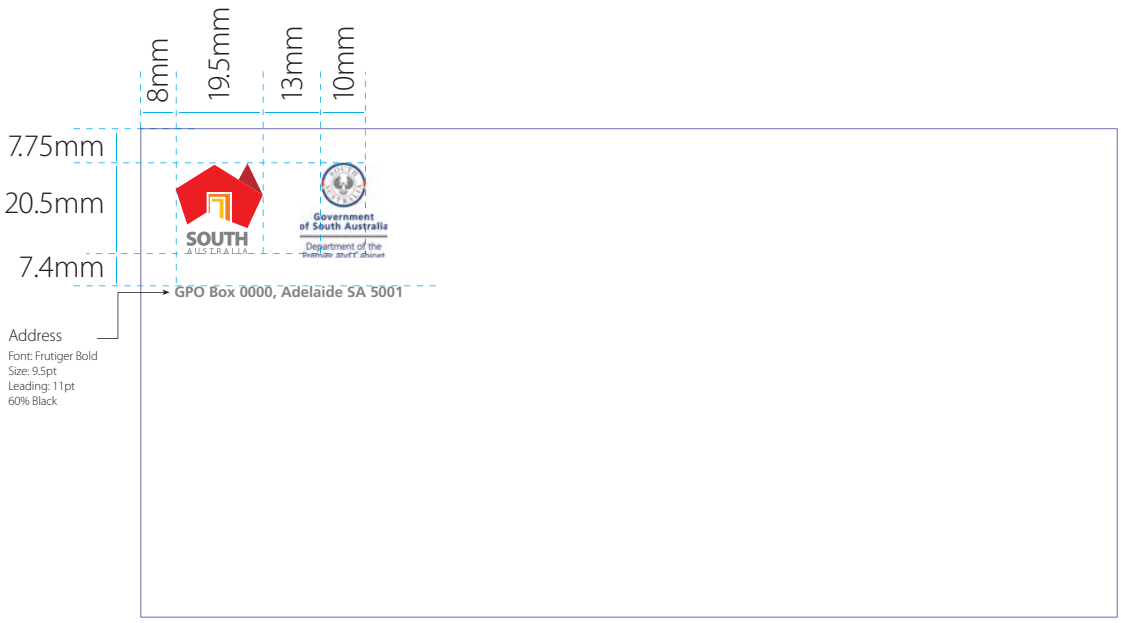
1. Overprinted envelopes

- This design is to be used for pre-assembled 'off the shelf' envelopes that require overprinting only.
- These specifications apply to all envelope sizes.

a. Whole of government, ministers, ministerial offices



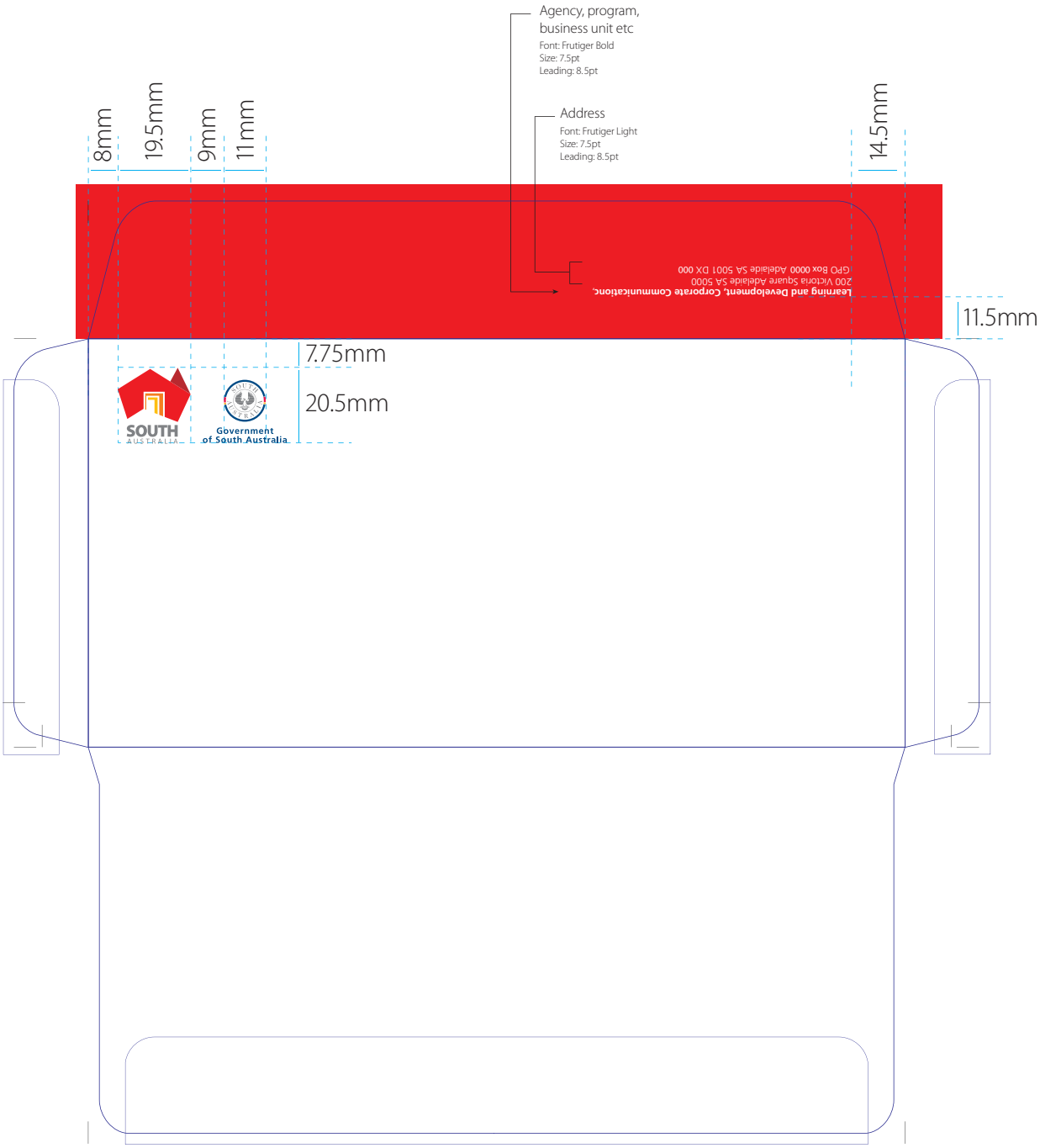
b. Government entities



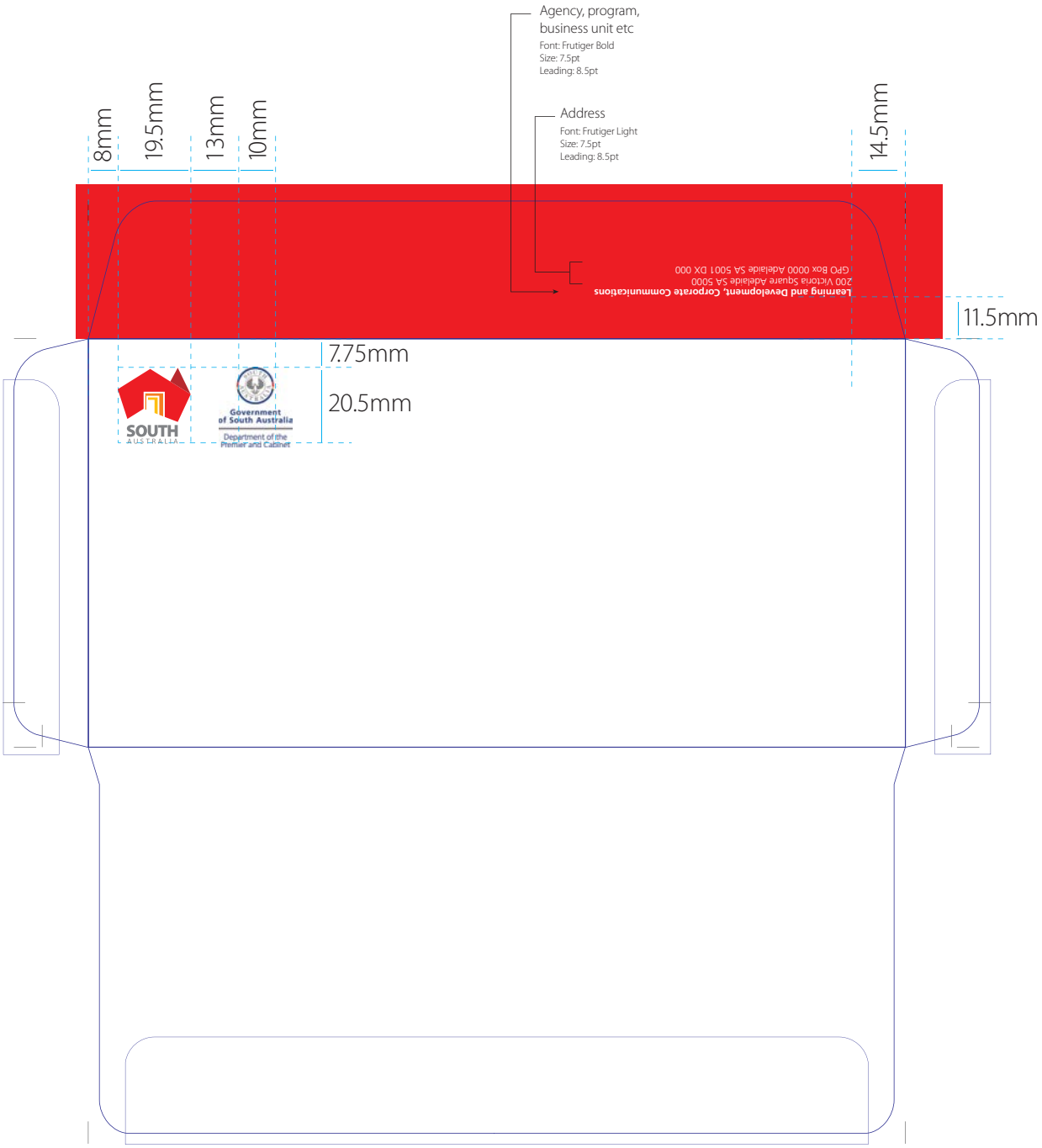
2. Custom made envelopes

- This design may only be used for where envelopes are flat printed and assembled following printing.
- These specifications apply to all envelope sizes.

a. Whole of government, ministers, ministerial offices



b. Government entities



3. Translated suite

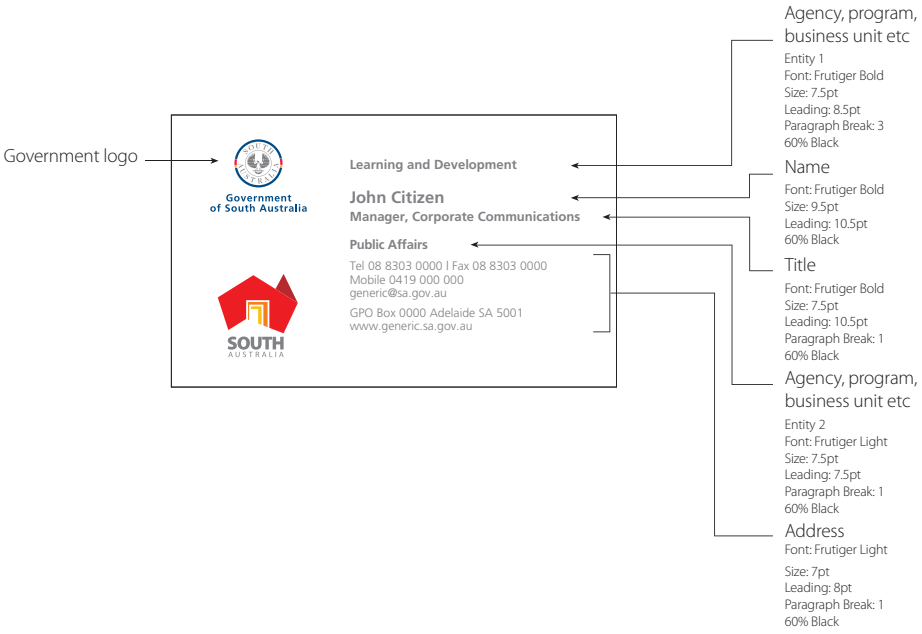
This suite of stationery is to be adopted only where translations are required.

Use of this suite is at the discretion of the Chief Executive.

General principles

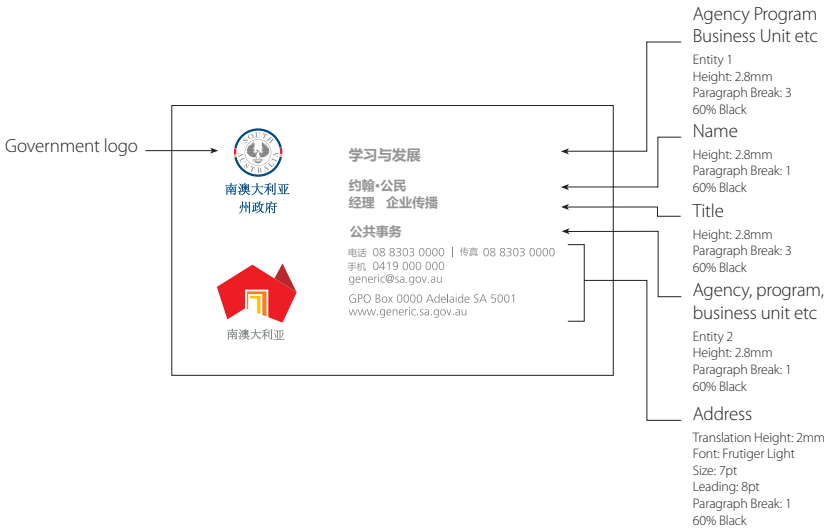
- Where the business language of the country is not English it is preferable to translate logos along with text.
- Translated logos for the Government of South Australia and Brand South Australia are available in a limited number of languages from the Communications Approval Portal (CAP). Please see your Director of Communications for access.
- Should alternative logo translations be required please email govcommunications@sa.gov.au
- Master artwork for translated business cards are available by emailing govcommunications@sa.gov.au
- To ensure business titles are translated consistently a glossary of translated business titles are available. Please contact International Relations, Department of the Premier and Cabinet.

1. Side A English example



2. Side B Translated example

• Translated copy is for illustrative purposes only. Please ensure translated copy is proof read for accuracy.



Common Branding Policy

Premier and Cabinet Circular 25: Common Branding Policy for the Government of South Australia 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

If for some reason, ministerial direction is questionable, entities are encouraged to complete an Entity Eligibility Questionnaire. The questionnaire determines whether a statutory authority, government enterprise or board must comply with the Government of South Australia's common branding policy.

- Entities are asked to complete a brief questionnaire, with reference to the Act of Parliament under which the entity is established or incorporated, to determine individual eligibility. Please note: the Questionnaire is for assessment purposes only, please do not use it to justify your reasons for an exemption
- Entities that are deemed to comply will be required to observe all aspects of the *Branding Guidelines*.

Please email govcommunications@sa.gov.au to access the Entity Eligibility Questionnaire template.

Exemption submissions

Where an entity has been deemed to comply with the *Common Branding Policy*, exemptions may be available where an entity has demonstrated:

- A vested commercial, cultural or public welfare interest can be identified.

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 the Communications Approval Portal and must follow the approval process outlined in the *Marketing Communications Guidelines*.

- 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

Under the Co-Branding Guidelines, the Government of South Australia (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.

Government
of South Australia