Australian Government

Department of Foreign Affairs and Trade

DFAT BRANDING GUIDELINES

VERSION 1.0: DECEMBER 2022

INTRODUCTION

Branding is a key mechanism for enhancing the visibility of the Australian Government's international efforts to both overseas audiences and to the Australian public. Correct branding maximises recognition of the role played by the Australian Government.

A consistent visual identity is essential for projecting a coherent image of a modern and professional department. It saves us time and money in the preparation of materials and ensures they are all produced to the same high standard. It also makes it easier for the public to identify DFAT material amongst the large amount of information they are faced with each day and to quickly evaluate it as authentic and reliable.

At DFAT, branding and design is managed centrally by the Corporate Communications Section (CCM). CCM ensures DFAT's visual identity and other branding guidelines are applied consistently.

Divisions and posts can procure external graphic designers as needed. Unless an exemption has been granted, graphic design services procured externally must adhere to DFAT's branding policy and guidelines.

All branding enquiries, and all requests for internal graphic design services, should be sent to s 22(1)(a)(ii) @dfat.gov.au in the first instance.

Email s 22(1)(a)(ii) @dfat.gov.au for brand assets, logos and resources.

OVERVIEW – ELEMENTS OF THE BRAND
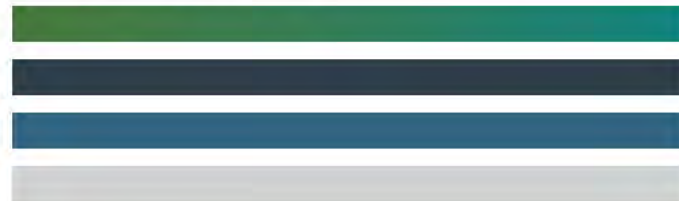### REQUIRED ELEMENTS

DFAT LOGO

Australian Government
Department of Foreign Affairs and Trade

PRIMARY COLOURS

TYPEFACES

Dosis

Ubuntu

Calibri

Source Sans Pro

FLEXIBLE ELEMENTS

WORLD MAP

LINES

STEP-SHAPE

OPTIONAL ELEMENT
DFAT.GOV.AU

EXAMPLE APPLICATION

A4 PLACEMAT EXAMPLE

Required elements:
- DFAT logo
- At least one primary colour
- Brand typeface

Flexible elements (at least one should be used):
- World map
- Lines
- Step-shape

Optional element:
- DFAT.GOV.AU

DFAT.GOV.AU can be placed within the footer as an identifier to further strengthen the DFAT brand.

A rounded rectangle can be used in place of the step-shape. It can also be used as a complimentary element to the step-shape.

DFAT LOGO

STEP-SHAPE

EXAMPLE TITLE OF A4 PLACEMAT

Australian Government
Department of Foreign Affairs and Trade

PRIMARY COLOURS

SECONDARY COLOUR

WORLD MAP

TYPEFACE SOURCE SANS

EXAMPLE PROGRAMS

Boraecto consedi

ROUNDED RECTANGLE WITH LINES

EXAMPLE 1

EXAMPLE 2

EXAMPLE 3

TYPEFACE SOURCE SANS

FOOTER WITH OPTIONAL DFAT.GOV.AU

DFAT.GOV.AU

Please note this A4 page example is shown at a reduced size.

EXAMPLE APPLICATION

Required elements:
- DFAT logo
- At least one primary colour
- Brand typeface

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- World map
- Lines
- Step-shape

Optional element:
- DFAT.GOV.AU

DFAT.GOV.AU can be placed within the footer
as an identifier to further strengthen the DFAT brand.

A rounded rectangle can be used in place of the
step-shape. It can also be used as a complimentary
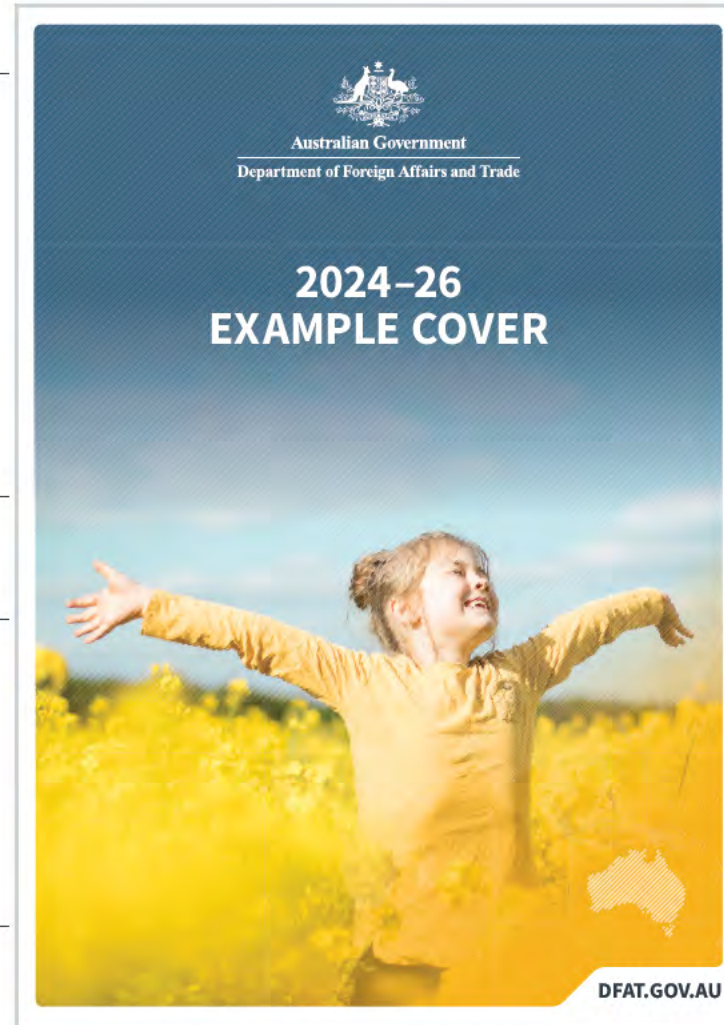element to the step-shape.

A4 COVER EXAMPLES

DFAT LOGO

TYPEFACE SOURCE SANS

PRIMARY COLOUR

SECONDARY COLOUR

WORLD MAP

STEP-SHAPE

FOOTER WITH OPTIONAL DFAT.GOV.AU

Australian Government
Department of Foreign Affairs and Trade

**2024–26
EXAMPLE COVER**

DFAT.GOV.AU

Please note this A4 page example is shown at a reduced size.

3.

EXAMPLE APPLICATION

Required elements:
- DFAT logo
- At least one primary colour
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- World map
- Lines
- Step-shape

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DFAT.GOV.AU can be placed within the footer as an identifier to further strengthen the DFAT brand.

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A4 COVER EXAMPLES

DFAT LOGO

Australian Government
Department of Foreign Affairs and Trade

2024–26
EXAMPLE COVER

TYPEFACE
SOURCE SANS

WORLD MAP

PRIMARY
COLOUR

STEP-SHAPE

DFAT.GOV.AU

FOOTER WITH
OPTIONAL
DFAT.GOV.AU

Please note this A4 page example is shown at a reduced size.

SOCIAL MEDIA TILE RULES

Social media tiles have been identified as having three categories:

Category 1
For DFAT-specific announcements and initiatives, where an official crest is not required or does not fit within the tile design.

Category 2
For DFAT-specific announcements and initiatives, where an official crest is appropriate and fits within tile design.

Category 3
For whole-of-government announcements and initiatives.

TILE CATEGORY EXAMPLES

CATEGORY 1

CATEGORY 2

CATEGORY 3

5.   DFAT.GOV.AU

DFAT SOCIAL MEDIA ACCOUNT CATEGORY 1

For DFAT specific announcements and initiatives, where an official crest is not required or does not fit within the tile design.

Required element:
- DFAT.GOV.AU (social media tiles only)

Flexible elements (at least one should be used):
- At least one primary colour
- Brand typeface
- World map
- Lines
- Step-shape

Restricted element:
- Do not include the DFAT logo or Australian Government logo (with Commonwealth Coat of Arms).

SOCIAL MEDIA TILE SIZES*

Instagram
Width of 1080 pixels
Height between 566 and 1350 pixels

Twitter
1200 x 628 pixels

Facebook
1200 x 630 pixels

*Specifications taken from **Sprout Social,** October 2022, please check regularly for updates.

CATEGORY 1 EXAMPLE APPLICATION

TYPEFACE SOURCE SANS

PRIMARY COLOURS

WORLD MAP

IMUS APEDI REPEDIA QUIS ARCHITAT QUE PARUMET VELLIGN IENTOTATIS AS ULLA

STEP-SHAPE

DFAT.GOV.AU

LINES

PRIMARY COLOURS

TYPEFACE SOURCE SANS

WORLD MAP

UPTUR UCIIS AUT, MAXIMI VID ESSUM AIE IS CUPTATE TUR

STEP-SHAPE

DFAT.GOV.AU

DFAT.GOV.AU

6.   DFAT.GOV.AU

DFAT SOCIAL MEDIA ACCOUNT CATEGORY 2

For DFAT specific announcements and initiatives, where an official crest is appropriate and fits within the tile design.

Required element:
- DFAT logo

Flexible elements:
- At least one primary colour
- Brand typeface
- World map
- Lines
- Step-shape

Restricted element:
- Do not include the DFAT.GOV.AU design element

SOCIAL MEDIA TILE SIZES*

Instagram
Width of 1080 pixels
Height between 566 and 1350 pixels

Twitter
1200 x 628 pixels

Facebook
1200 x 630 pixels

*Specifications taken from **Sprout Social,** October 2022, please check regularly for updates.

CATEGORY 2 EXAMPLE APPLICATION

DFAT LOGO —

Australian Government
Department of Foreign Affairs and Trade

TYPEFACE SOURCE SANS —

IMUS APEDI REPEDIA QUIS ARCHITAT QUE PARUMET VELLIGN IENTOTATIS AS ULLA

DFAT LOGO —

Australian Government
Department of Foreign Affairs and Trade

TYPEFACE SOURCE SANS —

UPTUR UCIIS AUT, MAXIMI VID ESSUM AIE IS CUPTATE

WORLD MAP —

PRIMARY COLOURS

STEP-SHAPE

DFAT SOCIAL MEDIA ACCOUNT CATEGORY 3

For whole-of-government announcements and initiatives.

Required element:
- Australian Government logo

Flexible elements:
- At least one primary colour
- Brand typeface
- World map
- Lines
- Step-shape

Restricted element:
- Do not include the DFAT.GOV.AU design element

SOCIAL MEDIA TILE SIZES*

Instagram
Width of 1080 pixels
Height between 566 and 1350 pixels

Twitter
1200 x 628 pixels

Facebook
1200 x 630 pixels

*Specifications taken from **Sprout Social,** October 2022, please check regularly for updates.

CATEGORY 3 EXAMPLE APPLICATION

AUSTRALIAN GOVERNMENT LOGO

Australian Government

TYPEFACE SOURCE SANS

IMUS APEDI REPEDIA QUIS ARCHITAT QUE PARUMET VELLIGN IENTOTATIS AS ULLA

DFAT BRAND COLOUR

AUSTRALIAN GOVERNMENT LOGO

Australian Government

TYPEFACE SOURCE SANS

UPTUR UCIIS AUT, MAXIMI VID ESSUM AIE IS CUPTATE

LINES

DFAT LOGO
REQUIRED ELEMENT

Our logos signify our status as a member of the Australian Government and act as our signature.

As a mark of authenticity their value lies in being correctly and consistently applied. You should only use official versions available for download from the **DFAT website.**

Australian Government branding guidelines issued by the Department of Prime Minister and Cabinet (PM&C) govern the use of the Australian Government logo. These are available on the **PM&C website.**

The Crest needs to be at least 20mm wide.

The DFAT logo should always be placed in a position of prominence (this is generally top-centre or top-left). Where possible the logo must be placed at the top of the document, and other logos, text or images must not be placed above or to the left of the logo.

The DFAT logo needs adequate spacing around its perimeter from other design elements.

The Australian Government logo can be used rather than the DFAT logo when it is for an international audience only or when it is deemed more appropriate.

For further information visit the **PM&C website**.

STRIP LOGO

STACKED LOGO

SPACING

SPACING MEASUREMENT

DFAT LOGO – STRIP LOGO
REQUIRED ELEMENT

The crest needs to be at least 20mm wide.

The DFAT logo should always be placed in a position of prominence (this is generally top-centre or top-left). Where possible the logo must be placed at the top of the document, and other logos, text or images must not be placed above or to the left of the logo.

For further information visit the **PM&C website**.

Australian Government
Department of Foreign Affairs and Trade

A4 EXAMPLE WITH STRIP LOGO

CREST TO BE AT
LEAST 20mm WIDE

DFAT LOGO TO BE
IN A POSITION OF
PROMINENCE

Please note this A4 page example is shown at a reduced size.

DFAT LOGO – STACKED LOGO
REQUIRED ELEMENT

The crest needs to be at least 20mm wide.

The DFAT logo should always be placed in a position of prominence (this is generally top-centre or top-left). Where possible the logo must be placed at the top of the document, and other logos, text or images must not be placed above or to the left of the logo.

For further information visit the **PM&C website**.

Australian Government

Department of Foreign Affairs and Trade
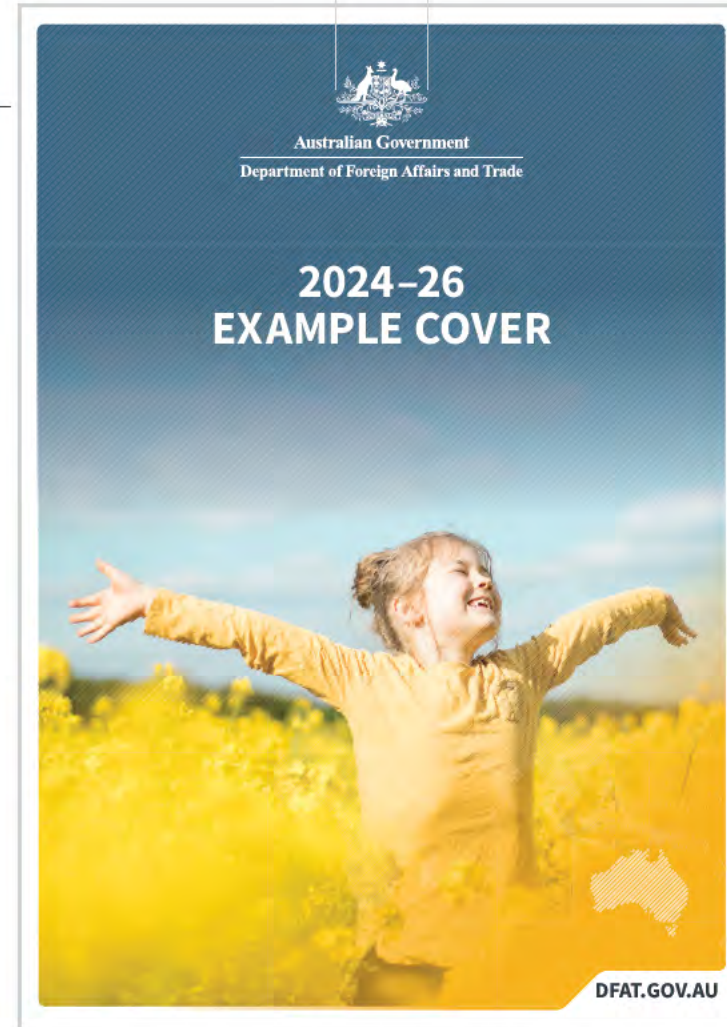
A4 EXAMPLE WITH STACKED LOGO

CREST TO BE AT LEAST 20mm WIDE

DFAT LOGO TO BE IN A POSITION OF PROMINENCE

DFAT LOGO HAS ROOM TO BREATHE

DFAT LOGO HAS A CLEAR BACKGROUND

Australian Government
Department of Foreign Affairs and Trade

2024–26 EXAMPLE COVER

DFAT.GOV.AU

Please note this A4 page example is shown at a reduced size.

11.   **DFAT.GOV.AU**

LOGO MISUSE

Consistent and accurate presentation of the DFAT logo reinforces awareness of our brand and ensures the legal protection of our identity.

To help avoid misuse, please use only **approved logo files**. If in doubt contact s 22(1)(a)(ii)   @dfat.gov.au or for further specific information visit the **PM&C website**.

LOGO DOS

The crest needs to be at least 20mm wide.

Give the logo space to breathe by keeping it clear of busy backgrounds, text and other design elements.

The DFAT logo should always be placed in a position of prominence. Where possible the logo must be placed at the top of the document, and other logos, text or images must not be placed above or to the left of the logo.

LOGO DON'TS

Don't rotate, squash or alter the logo in any way.

The logo must always be legible, and should never be less than 20mm wide.

Don't add virtual embellishments like embossing or drop-shadows to the logo.

For further information visit the **PM&C website**.

LOGO MISUSE EXAMPLE

Please note this A4 page example is shown at a reduced size.

HOW NOT TO USE THE DFAT LOGO

Australian Government
Department of Foreign Affairs and Trade

DFAT LOGO HAS A BUSY BACKGROUND

DFAT LOGO FAILS ACCESSIBILITY TESTS (WHITE ON A LIGHT BACKGROUND)
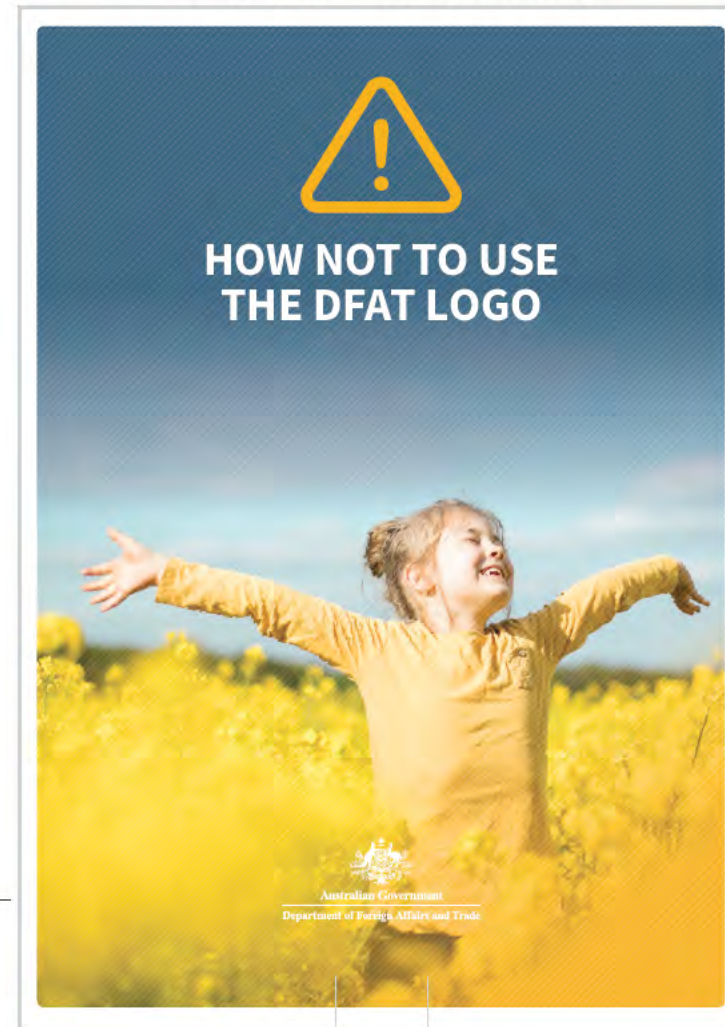
DFAT LOGO ISN'T IN A POSITION OF PROMINENCE

CREST IS TOO SMALL

COLOURS
REQUIRED ELEMENT

To provide flexibility for design, the colour palette has three levels.

The primary colours are the main colours to use on all communication materials. At least one primary colour should be used.

The secondary and tertiary colours should be used selectively with the primary colours to provide interest and variety.

When selecting colours for design, Australian Government accessibilty requirements must be followed.

Vision Australia has a Colour Contrast application that checks the accessibility of coloured text. It is available from the **Vision Australian website.** It is an approved program for DFAT, available by request via MyIT.

PRIMARY

Blend
Reef to Paddock
or
Paddock to Reef
45° left to right
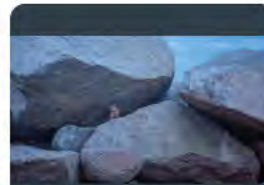
Granite
C79 M64 Y52 K44
#313E48
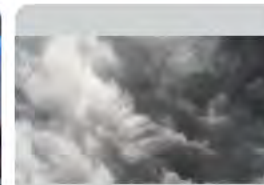
Smoke
C18 M12 Y13 K0
#CED2D3

Bluegum
C84 M54 Y35 K12
#33647E

SECONDARY

Reef
C86 M29 Y54 K8
#00837C

Paddock
C74 M32 Y96 K19
#47763B

Ochre
C27 M87 Y100 K23
#993921

Wattle
C3 M32 Y98 K0
#F4B223

TERTIARY

Ocean
C92 M52 Y54 K33
#065157

Rainforest
C87 M45 Y78 K49
#124734

Earth
C50 M77 Y68 K67
#402020

TYPEFACE
GRAPHIC DESIGN APPLICATIONS
REQUIRED ELEMENT

Dosis is the principal typeface for headings and introductions. When using Dosis for headings, it must be in all caps and bold.

Ubuntu is the principal typeface for body copy.

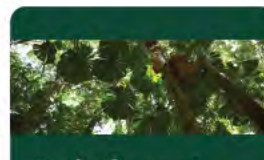Alternatively, Source Sans Pro may be used for headings, introductions and body copy.

Dosis, Ubuntu and Source Sans Pro can be downloaded free, from Google fonts.

MICROSOFT APPLICATIONS
REQUIRED ELEMENT

Calibri for all Microsoft and non-design programs.

Calibri is already installed on most computers, ensuring the formatting stays as intended.

TYPEFACE
GRAPHIC DESIGN APPLICATIONS

DOSIS
AaBbCc0123	Light
AaBbCc0123	Regular
AaBbCc0123	**Bold**

UBUNTU
AaBbCc0123	Light
AaBbCc0123	Regular
AaBbCc0123	**Bold**
AaBbCc0123	*Light italic*
AaBbCc0123	*Italic*
AaBbCc0123	***Bold italic***

SOURCE SANS PRO
AaBbCc0123	Light
AaBbCc0123	Regular
AaBbCc0123	**Bold**
AaBbCc0123	*Light italic*
AaBbCc0123	*Italic*
AaBbCc0123	***Bold italic***

TYPEFACE
MICROSOFT APPLICATIONS

CALIBRI
AaBbCc0123	Light
AaBbCc0123	Regular
AaBbCc0123	**Bold**
AaBbCc0123	*Light italic*
AaBbCc0123	*Italic*
AaBbCc0123	***Bold italic***

GRAPHIC – WORLD MAP
FLEXIBLE ELEMENT

The World Map can be used on plain backgrounds or with photos. If required, you can use a portion of the map, however, Australia must always be visible.

At least one flexible element should be used.

WORLD MAP
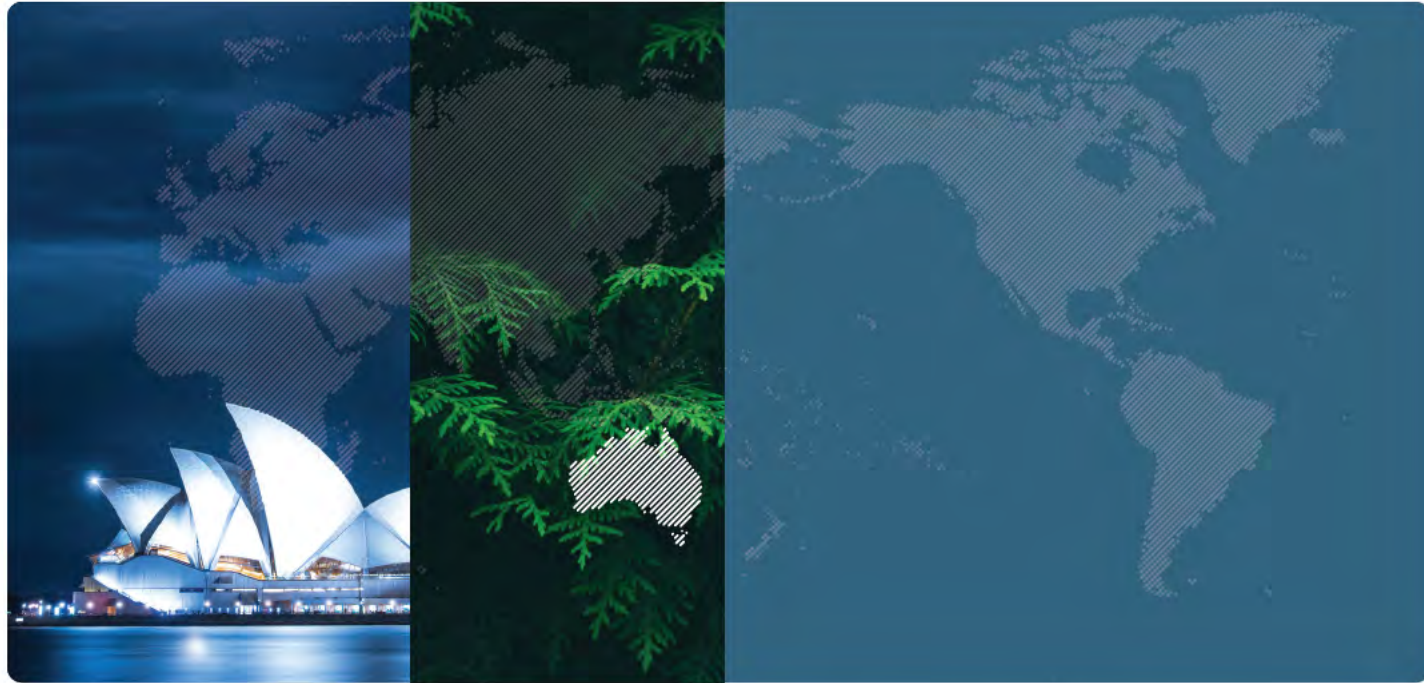
World map over images

World map over a plain background using the primary colour bluegum

WORLD MAP – A SELECTION OF COLOUR OPTIONS

Blend

Granite

Reef

Wattle

GRAPHIC – LINES
FLEXIBLE ELEMENT

The lines are a subtle design element. The angle of the line is always 45° and should go from the bottom left to the top right.

The lines can overlay images, plain backgrounds and be enclosed within the step-shape or another design element. The opacity and size can be reduced to ensure it doesn't overwhelm a design.

At least one flexible element should be used.

LINES

World map over images

World map over a plain background using the primary colour bluegum

LINES - A SELECTION OF COLOUR OPTIONS

Blend

Granite

Reef

Wattle

GRAPHIC – STEP-SHAPE
FLEXIBLE ELEMENT

The step-shape can be used for headers, text boxes and photos. The angle should always be 45° or 135°.

The step-shape can be flipped or rotated, provided that the angle remains at 45° or 135°. The step angle can move to accommodate logos, text or to balance a design.

A rounded rectangle can be used in place of the step-shape, however to retain brand recognition at least one other flexible brand element should be used (the Lines or the World Map).

The step shape should have a 2mm corner for print applications – this equates to 6 pixels.

When creating designs for large format printing, the corners should be scaled to ensure they look correct. For example a pull up banner might have a corner radius of 15mm (instead of 2mm). Use your judgement to keep consistency with the curve corners across the brand.

STEP-SHAPE

The rounded corner radius should be 2mm for printed material. This equates to 6 pixels for web.

Angle on the step-shape must be 45° or 135°

SOME STEP-SHAPE OPTIONS

ALTERNATIVE TO STEP-SHAPE
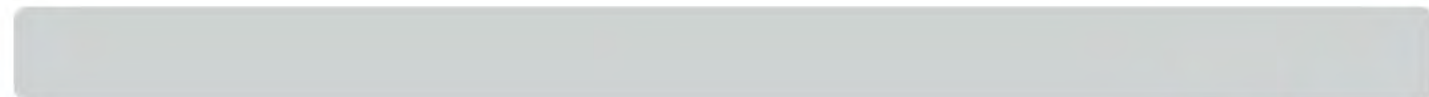
DFAT.GOV.AU
OPTIONAL ELEMENT

The DFAT.GOV.AU typographical element is an optional element to be used in the bottom right hand corner within a step-shape or a rounded corner rectangle.

The font should match the header and be in either Source Sans Pro Bold or Dosis Bold.

DFAT.GOV.AU

HEADER TEXT

DFAT.GOV.AU

DFAT.GOV.AU should match the header font and be in either Source San Pro Bold or Dosis Bold.

DFAT.GOV.AU

DFAT.GOV.AU

DFAT.GOV.AU

DFAT.GOV.AU
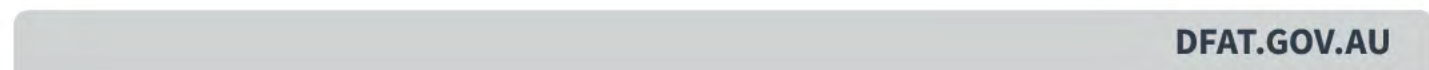
smartraveller.gov.au

Brand Guidelines

December 2022

Contents

1.0 About

2.0 Brand Elements

3.0 Elements in application

4.0 Contact

About

1.1 Who we are
1.2 Brand positioning

1.1 Who we are

Smartraveller is for Australians planning to travel, or already travelling or living overseas.

Smartraveller's role is to motivate Australians to prepare before they travel overseas. We empower Australians to be more self-reliant in managing their safety and security while travelling.

We help Australians to travel overseas safely, by giving them the information they need to make informed choices throughout their journey – from predeparture to their return home.

A knowledgeable authority.

Our goal is not to tell people what they can and can't do, but what they should and shouldn't. Our advice is, at the end of the day, advice.

Engaging and inspirational.

We're not trying to scare people out of travelling, we want to go on the journey with them, inspiring them to pick the best and safest destinations.

We help people to be informed and be prepared, so they have amazing trips to look back on.

Intelligent and trustworthy.

We want people to trust and listen to our advice, and to think of us when they're looking for guidance, including as their first stop in travel planning.

Brand elements

2.1 Logos

The Primary Logo

Smartraveller is the voice you listen to for trusted travel related advice.

As such, the logo lozenge is representative of that sentiment – a speech bubble. The authority on the message that the piece of communication is conveying.

To strengthen this sentiment, there are four variations of the primary logo. One for each corner, so the 'voice' element of the logo itself always acts as the resolve to the communications.

The hero logo pictured here is the version designed to sit bottom right of your comms – but more of that on the following page...

2.1 Logos

Logo Variations

The previous page showcases the primary logo, to be used when the logo is placed to the bottom right of the communication.

There are instances however where the logo will be placed elsewhere.

Shown here are different variations to use in these instances.

If I'm ever up top, use me on the left...

...or me if placed to the top right.

smartraveller.gov.au

smartraveller.gov.au

smartraveller.gov.au

smartraveller.gov.au
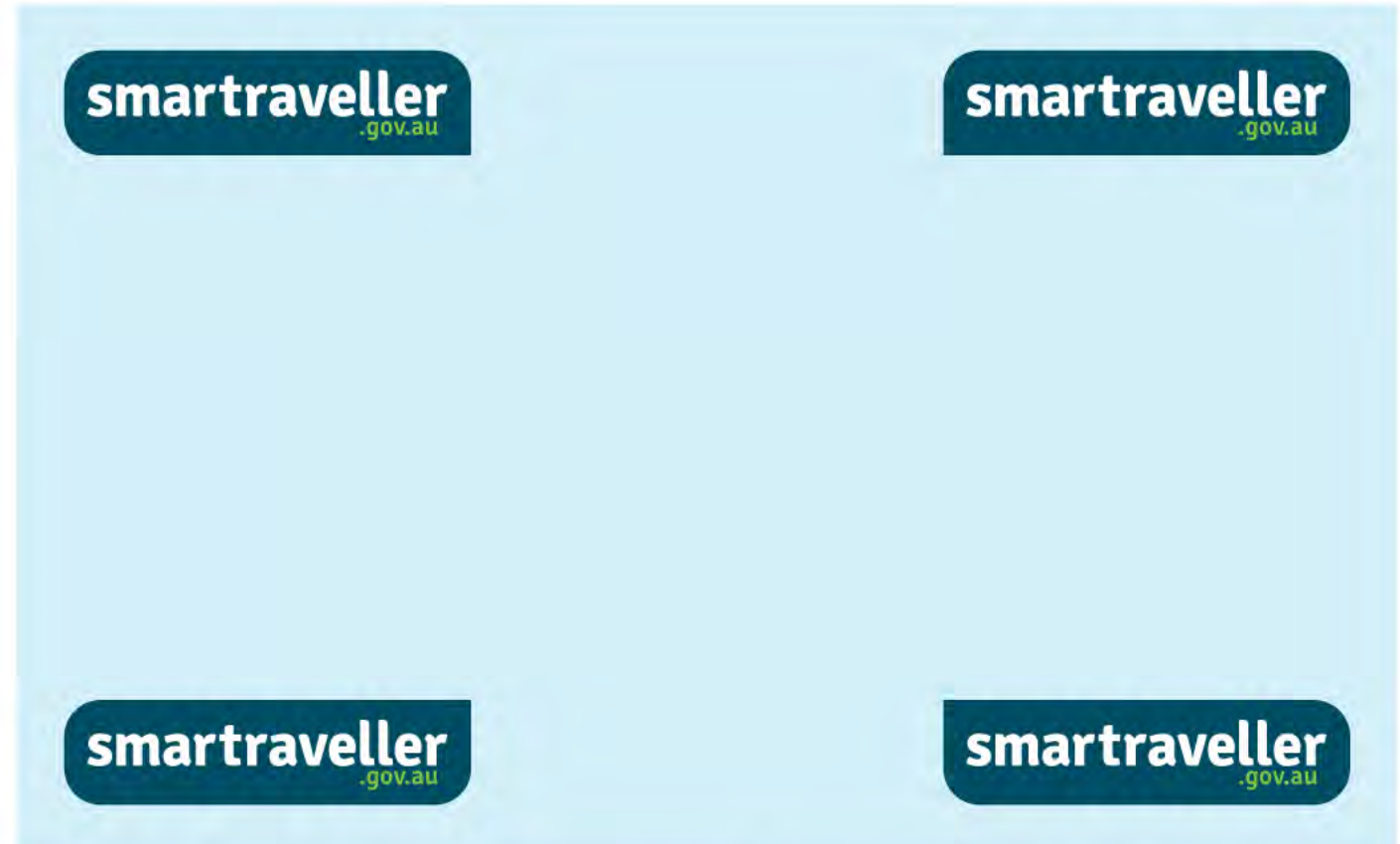
I'm the version to use bottom left.

I'm the primary logo. I'll be used the majority of the time as the logo will usually sit bottom right.

2.1 Logos

Reverse and mono

The primary (full colour) logo should be used whenever it is applicable to do so.

However, if the blue lozenge proves hard to see due to the colour of the background image, or if placing on a solid blue background, use the reverse version instead.

There are also mono versions available for use, though these should only be used with permission from Smartraveller.

Full colour (per previous pages)

Reverse

Mono

Mono reverse

2.1 Logos

Clear space

Should be no less than the height of the "t" from the logo.

Minimum size

For the sake of legibility, the logo should not be any smaller than 150 pixels wide, or 30mm.

Misuse

As a general rule of thumb, don't modify the logo in any way, including, but not limited to:

1. Do not distort the logo.
2. Do not rearrange any elements.
3. Do not add any elements.
4. Do not re-colour any elements.
5. Do not add any effects.
6. Do not skew the logo.
7. Do not translate to other languages.
8. Do not change the transparency.
9. Do not outline any elements.

Clear space

Minimum size

150px
(or 30mm)
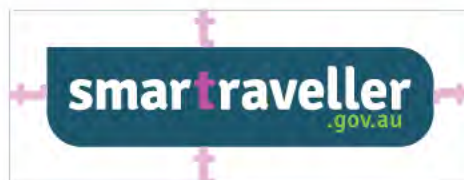
Misuse

2.1 Logos

Co-branding

Our logo will often need to be locked-up with the logo of various partners and stakeholders.

Balance and consistency are key here, ensuring both logos feel equal in size, while keeping in line with all clear space and logo guidance rules.

The primary horizontal format partnership lockup should be used whenever it is feasible to do so.

The divider line should be coloured 'Smartraveller Blue' with a weight of half the width of the stroke weight in .gov.au, and 1x in height, (2x if using the stacked lock-up).

NB: You must seek approval from the Smartraveller team for any co-branded communications. Under no circumstances is any merchandise to be co-branded.

Horizontal lock-up (primary)

X-value

Stacked lock-up

The stacked lock-up should only be used in skinny, vertical communications, where there is insufficient width to use the horizontal lockup.

2.2 Tagline

The tagline

Here we have the logo locked up with our tagline, "your first destination". You won't use this often, but when the occasion calls, here's what to do.

This tagline can be displayed in one of two ways. As a lockup within the lozenge (top) or locked up underneath, outside of the lozenge (bottom).

But when to use which?! Please refer to the write ups underneath the logos on this page.

However, **to use either of these tagline versions you must seek express permission** from the Smartraveller team.

NB: These versions of the logo are also available within the logo master pack, in the colour way options as shown on the previous page.

This version should be used in environments where the line commands more attention, yet relies on itself (the lockup/tagline as a standalone device) to get the message across.

E.g. owned channels such as the website, media boards, etc.

This version should be used when it's in conjunction with part of a wider message.

E.g. above the line campaign material, etc.

2.3 Colour

Colour

Colour is vital to our identity and a huge aid to brand attribution.

Smartraveller has existing equity in the blue and green space, and as such, we have retained this palette, with refinements that compliment both the Smartraveller brand of the past, yet have greater standout for accessibility and customer recognition.

A secondary, complimentary blue has also been introduced – best used for highlights, headings, or background block colours.

The darker green is to be used sparingly. It's only use is essentially as a backup green for better contrast in the reverse logo.

Smartraveller Blue
CMYK 68 22 12 57
RGB 32 87 107
HEX #20576b
PMS XXX C

Smartraveller Green
CMYK 56 0 87 0
RGB 130 216 80
HEX #82d94f
PMS XXX C

Smartraveller Cyan
CMYK 31 0 3 0
RGB 168 222 240
HEX #a8def0
PMS XXX C

White
CMYK 0 0 0 0
RGB 255 255 255
HEX #ffffff

Smartraveller Dark Green
CMYK 84 22 100 12
RGB 40 136 42
HEX #298729
PMS XXX C

2.4 Accessibility

Accessibility

Our brand colours have been fine-tuned to ensure they meet certain accessibility standards.

All of the colour combinations seen here (and their reverse) meet the minimum eligibility for AA compliance.

As such, it is important that these colours are not modified in any way, or used incorrectly.

Aa — Contrast ratio: 7.96

Aa — Contrast ratio: 4.51

Aa — Contrast ratio: 5.45

Aa — Contrast ratio: 4.57

2.5 Typography

I'm Signika.

A sans-serif with a gentle character, purpose built for **clarity of information.**

Signika has a low contrast and tall x-height to improve readability of text in small sizes as well as in large distances from the reader.

The typeface comes with a wide character set supporting most of the European languages, small caps, pictograms and arrows.

It comes with alternative Negative versions, designed to compensate for instances where reversed out text tends to look thicker.

2.5 Typography

Signika

Illustrated here is how our brand typeface, Signika, should be applied across various applications.

Using these parameters as a starting point will help set you up for success.

NB: Some brand campaigns on occasion require an alternative font for the headline, so as to best compliment the campaign visual identity. However, body copy and other messaging should generally remain unchanged in these circumstances.

Signika SemiBold is the name, headlines are my game.

Typesetting

Leading	Type size x 1.05
Kerning	Metrics
Tracking	-10

Signika Medium here.
Use me for your sub heading needs.

Signika Light. I'm your go to for body copy. Though depending on various circumstances, you may need to up my weight to Regular on occasion. Which is AOK, especially when I'm on a dark background, or to be viewed at small scale.

For all things CTA, stick to the same size and practices as the body copy, however...

Bring the weight up to Signika SemiBold.

Typesetting

Type size	1/2 headline size
Leading	Type size x 1.1
Kerning	Metrics
Tracking	-10

Typesetting

Type size	1/3 headline size or 2/3 sub heading
Leading	Type size x 1.2
Kerning	Metrics
Tracking	0

2.6 Graphic elements

The lozenge

The lozenge/speech bubble shape as seen in the Smartraveller logo, also serves as a jumping off point for the design system – the lozenge shape becoming a flexible housing device for imagery or type.

The Smartraveller stamp

Our stamp can be added to imagery to reinforce ownership and authority.

It should be small in scale as illustrated here (though don't go below 100px high or things start to become illegible), and positioned bleeding slightly off the edge of the image at an angle of 6°.

Available in both black and white, you should use whichever version gives it a more subtle appearance.

NB: To use the stamp, you must seek express permission from the Smartraveller team.

The lozenge

The Smartraveller stamp

2.7 Photography

Social posts – General

Travel is an aspirational affair. And Smartraveller is by your side to act as a trusted source of advice.

Our imagery will bring a sense of joy to exploring the world, while our travel advice draws attention to being safe and secure while travelling.

For these types of posts, let's keep the images enticing. Think light, bright, with high (but not over the top) saturation.

2.7 Photography

Social posts – Crisis and Alerts

Sometimes the news isn't always good. These are the posts that no one wants to hear but need to.

The imagery should reflect that sentiment accordingly.

Desaturated and more ominous in nature – an immediate visual articulation that you should reconsider your plans, for now.

When the topic of a specific country is on the menu, Smartraveller's travel advice map can be used to draw attention to the advice level. People don't need to see pictures of a war-torn country.

Elements in application

3.1 Social media posts
3.2 Social media crisis posts
3.3 Social media vertical posts

3.1 Social media posts

A modular system

To keep our posts engaging and looking fresh in market, we have created a modular design system.

As shown here using the same post as an example, our system allows for flexibility – keeping each post feeling fresh and unique.

The type block can be positioned to the left, right, or base of the post, and the background colour can be changed so as to best compliment the image and/or overall composition.

NB: A suite of social templates are available at the request of the Smartraveller team.
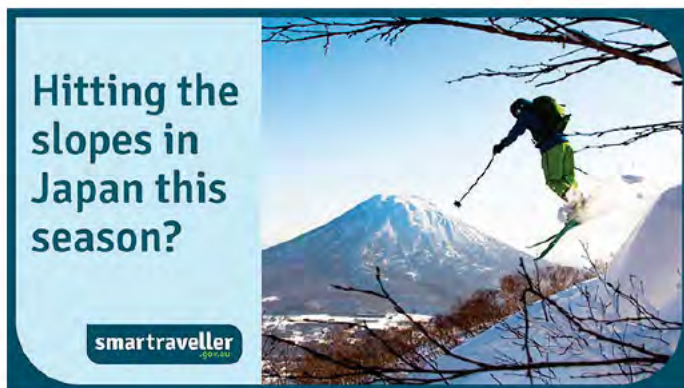
3.1 Social media posts

On top of the modular design system per the previous page, we have essentially two different design structures.

Both structures compliment one another with the lozenge, font, and colour ways being the key connecting factors. As such, they can be interchanged and used freely together.

General posts (structure A)

Here, the lozenge shape is used as the overarching external shape of the design. The frame is inset to showcase this effectively in market.

General posts (structure B)

Here our post sits edge to edge, however the lozenge shape is brought in by way of housing for our messaging.

General posts (structure A)

General posts (structure B)

3.2 Social media crisis posts

Crisis and alert posts

Our crisis and alert posts adhere to a more formulaic structure.

Here, our lozenge is used as an alert style box – incorporating both the message and associated colour coding of the alert.

However, to use any of the Crisis and Alerts templates you must seek express permission from the Smartraveller team.

NB: The colour values for the alert(!) boxes are as follows.

Yellow – RGB: 255 194 14   Hex: #ffc20e
Red – RGB: 216 44 37   Hex: #d82c25

3.3 Social media vertical posts

Stories and reels

Here is how the above methodology applies to a vertical format in social.

As illustrated here, the modular approach to these designs readily extend to any shape or format.

However, all social examples exist as templates to get you started. These can be obtained from the Smartraveller team.
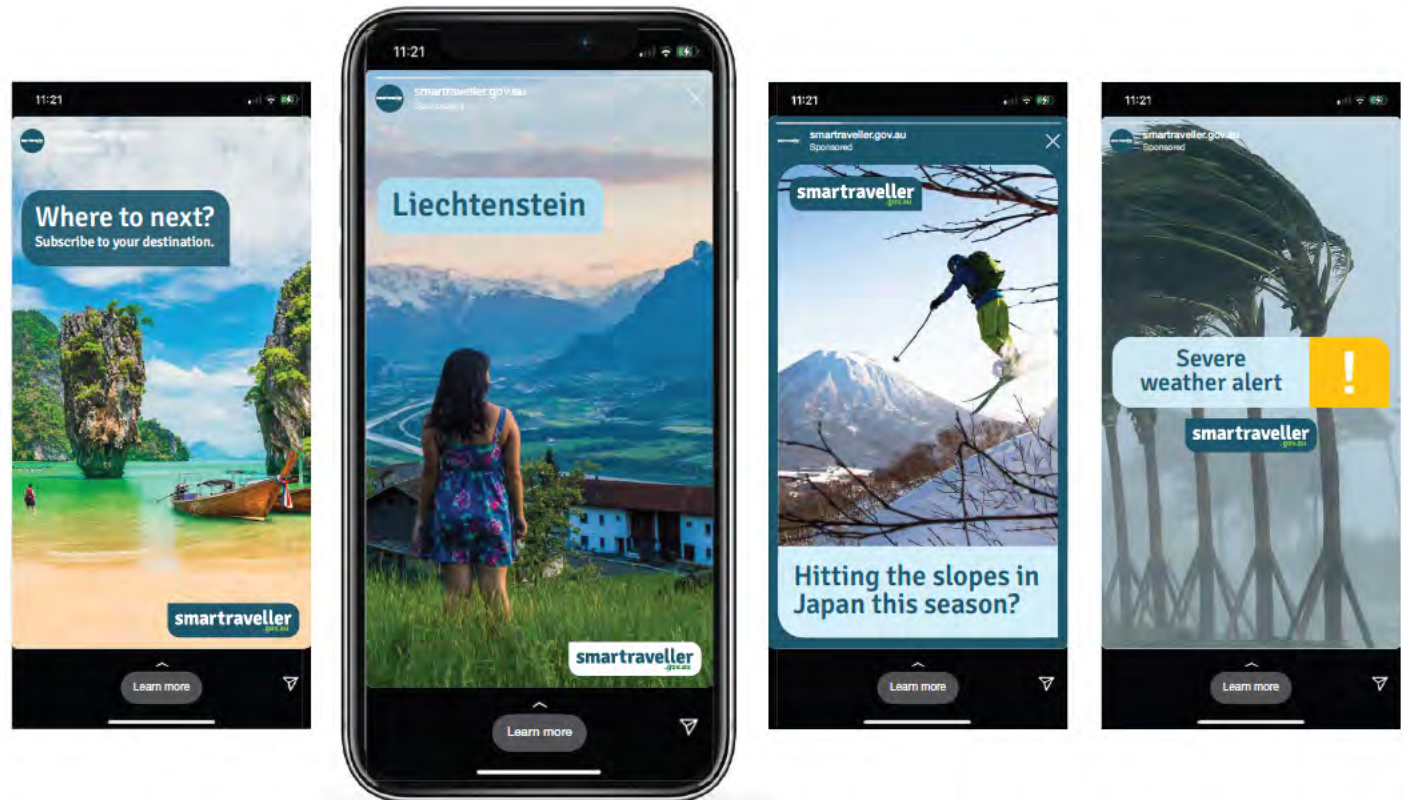
Contact

For further information or approvals,
please contact the Smartraveller team:

s 22(1)(a)(ii)

@dfat.gov.au

s 22(1)(a)(ii)

www.smartraveller.gov.au

safe travels

smartraveller
.gov.au

Australian Government

Department of Foreign Affairs and Trade

AUSTRALIAN
PASSPORT OFFICE

APO
Style Guide

passports.gov.au

Fonts

Microsoft Word

Cover pages:
Cover Heading 1 Avenir Next LT Pro 44pt space before 24pt
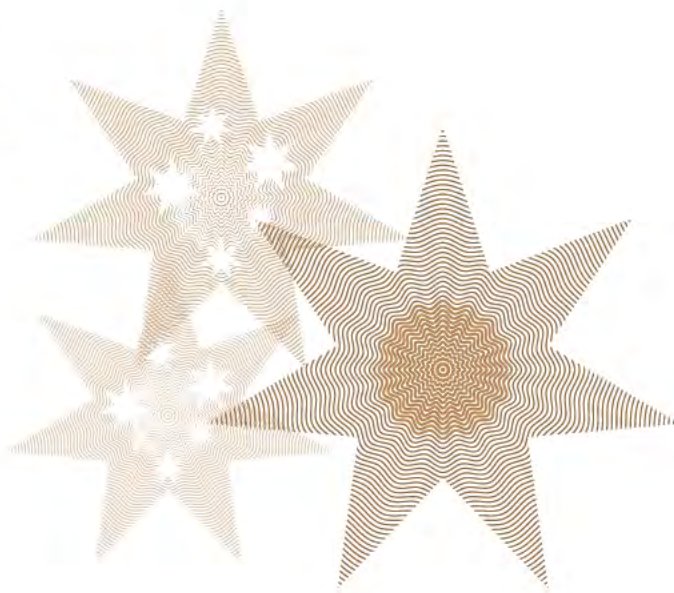Cover Heading 2 Avenir Next LT Pro Light 36pt (APO dark blue)
Cover Heading 3 Avenir Next LT Pro Light 28pt
Cover Heading 4 Avenir Next LT Pro Light 20pt
Description Avenir Next LT Pro Light Italic 14pt (centred)

Internal pages:
Heading 1 Avenir Next LT Pro 31pt space before 24pt
Heading 2 Avenir Next LT Pro Light 27pt (APO dark blue)
Heading 3 Avenir Next LT Pro Light 22pt
Heading 4 Avenir Next LT Pro Light 18pt
Explanation Avenir Next LT Pro Light Italic 14pt
Body text Gill Sans Nova Light 11pt spacing 1.1
Captions Gill Sans Nova Light Italic 9pt

Microsoft PowerPoint

Cover pages (APO dark blue background)
Cover Heading 1 Avenir Next LT Pro 44pt
Cover Heading 2 Avenir Next LT Pro Light 36pt
Cover Heading 3 Avenir Next LT Pro Light 28pt
Cover Heading 4 (Date) Avenir Next LT Pro Light 20pt

Internal pages:
Heading 1 Avenir Next LT Pro 36pt
Heading 2 Avenir Next LT Pro Light 30pt (APO dark blue)
Heading 3 Avenir Next LT Pro Light 24pt
Body text Gill Sans Nova Light 20pt
Bullets Gill Sans Nova Light 20pt

Fonts

Adobe In Design

Cover pages (APO dark blue background):
Cover Heading 1 Avenir Next LT Pro Regular 60pt Leading 63pt
Cover Heading 2 Avenir Next LT Pro Light 48pt Leading 51pt
Cover Heading 3 Avenir Next LT Pro Light 34pt Leading 37pt
Cover Heading 4 Avenir Next LT Pro Light 24pt Leading 27pt

Cover pages (white background):
Cover Heading 1 Avenir Next LT Pro Regular 60pt Leading 63pt
Cover Heading 2 Avenir Next LT Pro Light 48pt Leading 51pt (APO dark blue)
Cover Heading 3 Avenir Next LT Pro Light 38pt Leading 41pt
Cover Heading 4 Avenir Next LT Pro Light 24pt Leading 27pt

Internal pages:
Heading 1 Avenir Next LT Pro Regular 31pt Leading 34pt
Heading 2 Avenir Next LT Pro Light 27pt Leading 30pt (APO dark blue)
Heading 3 Avenir Next LT Pro Light 18pt Leading 21pt
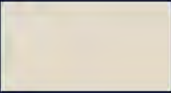Heading 4 Avenir Next LT Pro Light 16pt Leading 19pt
Body text Gill Sans Nova Light 11pt Leading 14pt
Bullets Gill Sans Nova Light 11pt Leading 14pt
Captions Gill Sans Nova Light Italic 9pt Leading 12pt
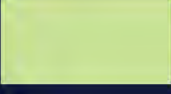
APO Primary Colour Palette

Colours for text used on title pages against an APO dark blue background (screen based only), or for use as background, or for graphics with APO dark blue text:

Colours for text used on internal pages against a white background (print based), or for use as background, or for graphics with white text:

	R 225	C 11	#e1d9c9
	G 217	M 11	
	B 201	Y 20	
		K 0	

	R 137	C 47	#89c5be
	G 197	M 5	
	B 190	Y 27	
		K 0	

	R 199	C 22	#c7e2d2
	G 226	M 1	
	B 210	Y 20	
		K 0	

	R 225	C 12	#e1ae53
	G 174	M 32	
	B 83	Y 79	
		K 0	

	R 202	C 23	#cae095
	G 224	M 0	
	B 149	Y 53	
		K 0	

	R 140	C 33	#8c542d
	G 84	M 67	
	B 45	Y 91	
		K 26	

	R 1	C 86	#018181
	G 129	M 31	
	B 129	Y 49	
		K 8	

APO Dark Blue

	R 20	C 96	#141939
	G 25	M 90	
	B 57	Y 46	
		K 56	

	R 133	C 44	#85754f
	G 117	M 45	
	B 79	Y 74	
		K 17	

	R 110	C 58	#6e7a28
	G 122	M 36	
	B 40	Y 100	
		K 17	

Note: All colours have been run through Adobe Contrast Checker, are accessible, and are Web Content Accessibility Guidelines (WCAG 2.1) compliant.

APO Secondary Colour Palette

Colours for graphs, diagrams, and graphics on white backgrounds, where more colour contrast (between colours) is required:

R 125	C 56	#7d9c3d
G 156	M 22	
B 61	Y 100	
	K 4	
R 62	C 78	#3e8c60
G 140	M 24	
B 96	Y 76	
	K 7	
R 73	C 71	#499c97
G 156	M 21	
B 151	Y 43	
	K 1	
R 64	C 77	#407f85
G 127	M 36	
B 133	Y 43	
	K 8	
R 29	C 87	#1d484a
G 72	M 54	
B 74	Y 58	
	K 41	

R 148	C 26	#941a1d
G 26	M 100	
B 29	Y 99	
	K 26	
R 186	C 20	#ba4f26
G 79	M 80	
B 38	Y 100	
	K 9	
R 212	C 11	#d45227
G 82	M 82	
B 39	Y 100	
	K 7	
R 220	C 11	#dc7727
G 119	M 64	
B 39	Y 100	
	K 1	
R 174	C 32	#ae8f30
G 143	M 39	
B 48	Y 100	
	K 6	

Note: All colours have been run through Adobe Contrast Checker, are accessible, and are Web Content Accessibility Guidelines (WCAG 2.1) compliant.

Australian Government

Department of Foreign Affairs and Trade

AUSTRALIAN PASSPORT OFFICE

passports.gov.au
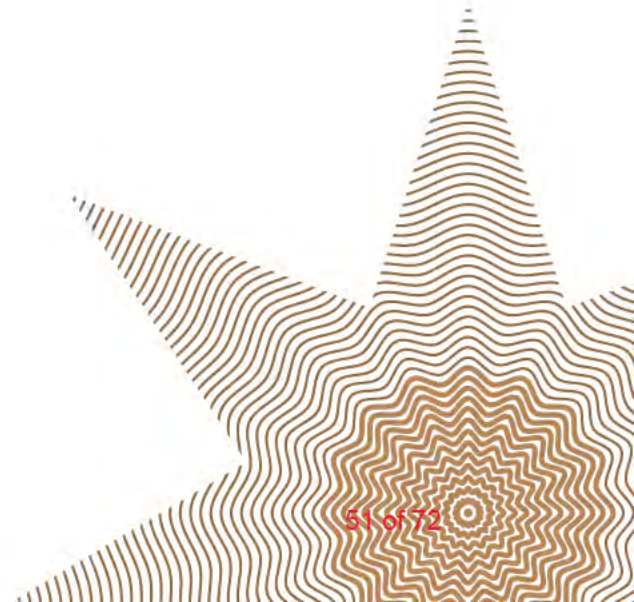
Australian Government

Department of Foreign Affairs and Trade

STYLE GUIDE

ENGLISH USAGE CONVENTIONS FOR DFAT

UPDATED JANUARY 2024

DFAT.GOV.AU

CONTENTS

WRITING FOR DFAT – OVERVIEW

This guide is to help staff draft internal and external communications, including ministerial correspondence, briefings, parliamentary and media materials, departmental reports and publications, social media content and other corporate communications. The **Australian Government Style Manual is the definitive resource for government content and provides digital-first guidance when creating content**. The DFAT Style Guide provides supplementary guidance specific to the department's communications and its audiences. You can also find specific advice for writing online content for our intranet and website in DFAT's Intranet Editorial Guidelines.

Keep it simple

Use plain, simple and inclusive language. Don't use bureaucratic phrases, jargon or sexist language: 'humankind' not 'mankind', 'chair' not 'chairwoman/man/person'. Avoid clichés, trendy words or terminology and acronyms not in common public use. Avoid using Latin and other foreign words.

Adapt the tone to suit the audience. Engage with the reader by using personal pronouns such as 'I', 'we' and 'you' if appropriate. Build empathy. When compiling contributions from other areas, make sure the tone, style and terminology remain consistent and check that paragraphs flow logically.

Use simple sentence construction. Get to the point quickly. Edit rigorously. Use 'thank you for' not 'I am writing to express my thanks for'. Avoid double negatives.

Don't be repetitive. Avoid starting too many sentences with the word 'I'. Vary how you refer to a subject or issue so that the same phrases or words are not repeated.

Be consistent. If you hyphenate a word, then always hyphenate it. Don't change tense halfway through a sentence. Use consistent terminology.

Use active voice. Avoid passive voice. 'I raised human rights concerns' not 'human rights concerns were raised' and 'DFAT will send a delegation' not 'a delegation will be sent by DFAT'. Use active verbs. Say 'explain' rather than 'provide an explanation' and 'apply' rather than 'make an application'.

Support your message

Address the issue. Do your research and use specific, relevant information if possible, rather than formulaic responses. Make it clear you are across the issue and tailor your writing to it.

Answer the question and stick to the subject. If several matters or issues are raised, address each in logical order. If we aren't able to comply or achieve a goal, explain why.

Use the templates

Use the correct templates and get the branding right. See the templates on the Secretary's page on the intranet and follow the instructions for letters and minutes for the Secretary.

Templates for ministerial correspondence are in PDMS and automatically populate when a PDMS record is created.

Do not change the templates.

Each minister – and each type of communication – has different requirements for tone, page layout, font and formatting. Refer to guidance in the templates and the Quick Guide to Ministerial Preferences on the intranet.

Use your judgement

Rules for grammar, spelling and usage change. Sometimes they should be adapted to make a specific point, or to improve clarity or visual presentation. Use your judgement. When writing for the spoken word, strict adherence to grammar is not always necessary. Closely consider the speaker's personal way of speaking when drafting.

Check for hidden data

Use document inspector to find and remove hidden data such as track changes and personal information before you release an electronic copy of a document, presentation or workbook outside the department, such as an email attachment or posting on the intranet. The Document Inspector feature in Word, Excel, PowerPoint, or Visio can help you find and remove hidden data and personal information in documents that you plan to share.

Make your content accessible

People can experience ongoing, temporary or situational barriers to accessing information. Meet accessibility guidelines to design content for equal access. Check the Australian Government Style Manual Accessible and inclusive content guidance to ensure your content is accessible. This is particularly important when preparing material to be published on the DFAT website.

DFAT alphabetic house style

This list is based on accepted usage contained in the [Australian Government Style Manual](#) and the [Macquarie Dictionary](#). It also includes style conventions specific to DFAT and the personal preferences of our ministers. Please contact s 22(1)(a)(ii) [@dfat.gov.au](#) in Strategic Communications Division with queries or suggestions.

A

Aboriginal and Torres Strait Islander Peoples – 'First Australians', 'First Nations peoples' or 'Aboriginal and Torres Strait Islander Peoples' (note the plural), not 'Aboriginals' or 'Aborigines'. 'Aboriginal peoples' and 'Torres Strait Islander peoples' can be used on their own. Do not use the acronym 'ATSI'; spell out in full. 'First Australian' is not used to refer to an individual. Instead use 'First Nations Australian' followed by the person's name, for example 'First Nations Australian Cathy Freeman'. While the term 'Indigenous Australians' is in common use, many First Australians may not be comfortable with it.

Acronyms – minimise use of acronyms. If you need to use an acronym and it will be included more than once, spell out in full in the first reference with the acronym in brackets; for subsequent references, use only the acronym. See also NZ, US, UN, WTO.

Acts of Parliament – full name in italics, then referred to as 'the Act', no italics: *Privacy Act 1988* (Privacy Act).

Addresses – if writing correspondence, double check title, spelling and address. If in doubt, check websites such as [aph.gov.au](#).

Admit – admitted, admitting double 't'.

Adviser – not advisor. But advisory, travel advisory.

Aid – avoid using, instead use 'international development', 'development assistance' or 'development cooperation' (see development).

Alum/Alumni – Alum (singular) and alumni (plural) are the preferred gender-neutral terms for graduates of a specific program.

Ambassador – (see also high commissioners).

- Capitalise when referring to a specific ambassador: 'the Ambassador of Japan'; but not when used generically: 'many ambassadors have non-resident accreditations'.
- Bilateral ambassadors are 'to' or 'of' their country: 'the Australian Ambassador to Japan'; 'the Ambassador of France'.
- Thematic ambassadors are 'for': 'the Ambassador for Arms Control and Counter-Proliferation'.

Among – not amongst.

And/but – beginning a sentence with 'and' or 'but' should be avoided in most official writing, although it can be appropriate in less formal writing, talking points and sometimes speeches.

Apostrophes –

- Apostrophes are used to
  - denote possession: Mary's book, the government's agenda
  - denote a contraction: I've for 'I have', it's for 'it is' (although avoid contractions in official writing).
- When denoting possession of plural nouns, the apostrophe is after the 's':
  'all the horses' riders wore blue'.
- Do **not** use an apostrophe:
  - for plurals: CDs, URLs, MPs, avocados

- o for 'its' as a possessive noun: 'presents its compliments', 'met its match'
- o for plural expressions of time: two weeks time; three months wages
  - ▪ but do use an apostrophe for singular: the year's end, in one week's time
- o for numbers and dates, unless the century is omitted: the storm of '86; the 1990s, in her 60s, she flew 747s; the mid-40s.

Appendix – plural is appendixes.

Attachments – ensure attachments are actually attached. Use consistent formatting to refer to attachments, for example by **bolding**: Attachment A. **Do not use** underlining. Letters have enclosures, not attachments.

B

Benefit, benefited, benefiting – single 't'.

Brackets – use round brackets ( ) in most situations.

- Use square brackets [ ] for inserting explanatory text, such as pronunciation guides or instructions. 'The information can be found on the website [insert hyperlink] and is regularly updated.'
- Don't use brackets to indicate a singular or plural option, simply use the plural to cover both circumstances: 'Check which documents you need', not 'check which document(s) you need'.

Book, publication and report titles – should appear in italics, without quote marks.

Briefs – see Ministerial briefing guidelines from Executive Division.

Budget, budgeted, budgeting – single 't'.

Bullets – If each point in the list is an incomplete sentence or phrase, the lead-in phrase is followed by a colon, and each bullet point:

- starts with a lower-case letter
- has no punctuation at the end of each point
- has a full stop at the end of the last point.

If each point in the list is a complete sentence or paragraph, the lead-in phrase is followed by a colon. You must:

- Make sure each point is followed by a full stop.
- Start each new point with a capital letter.

C

Cables – reporting in cables should follow usual DFAT writing conventions and prose style. When reporting speech (for example from a meeting), use the appropriate tenses for 'reported speech'. Further cable writing guidance is on our Cable writing resources intranet page.

Capital letters – do not capitalise the 'd' in department, unless referring to the full title of Department of Foreign Affairs and Trade: 'the department will accept applications until Tuesday'.

- Capitalise the 'g' in government when referring to the government as part of a formal or specific title: 'the Australian Government is responsible for'. In some instances, the full title is implied but shortened to 'the Government': 'the department implemented the Government's policy'.
- Use a lower case 'g' when reduced to the generic element or as an adjective, 'this government policy will', 'the governments of South Australia and Tasmania'.
- Capitalise when referring to a specific minister: 'Minister for Foreign Affairs'; but 'we have five portfolio ministers'. This rule also applies to:

- consulate-general
- department
- division
- embassy
- federal
- high commission
- parliament
- post
- states and territories.

- Capitalise Cabinet, Commonwealth, and Budget when referring to the federal Budget. In these cases, capitalisation avoids confusion.

Chair – not Chairman, Chairwoman or Chairperson.

Chargé d'affaires –

- The full title for an acting ambassador is 'chargé d'affaires ad interim', often shortened to 'chargé d'affaires a.i.' or simply chargé d'affaires.
- Pluralise the noun, not the adjective: chargés d'affaires.
- Capitalise when referring to a specific chargé: 'the Chargé d'Affaires a.i. of Japan'; but not when used generically: 'there are currently ten chargés d'affaires in Canberra'.

Commas –

- No commas in address blocks or salutations. For apartments use: 2/35 Smith Street.
- Use commas on either side of a clause separating two phrases about the same subject: 'John Rogers, the General Manager, will attend'; 'The minister arrived and, after lunch, spoke to the media'. Hint: if the clause within the commas was removed, the sentence should still make sense.
- For use of commas before 'and' or 'or' in a series or list (the 'Oxford comma') see 'lists'.

Concern about – not concern with/over/on.

Consulate-General/Consul-General – always hyphenate. Use capital letters for each word when referring to a specific entity: 'the Consul-General visited the ministry' but not when used generically: 'A consulate-general generally has fewer staff than an embassy'.

- Pluralise the noun, not the adjective: consuls-general; consulates-general.

Consult – not consult with: 'we should consult the Minister'.

Cooperate – no hyphen.

Coordinate – no hyphen.

Corps – diplomatic corps; not core or corpse.

Countermeasures – no hyphen.

Counter-terrorism – hyphenate.

COVID-19 – not Covid-19 or COVID–19; COVID-related; COVIDsafe.

D

Dashes – (see also 'hyphens')

- Use a hyphen for compound adjectives when preceding a noun: right-hand corner, all-staff email (but email to all staff).

- Use a hyphen for most compound nouns: 'we have strong interests in the Indo-Pacific', 'there was no follow-up after the meeting'.

- Use an en dash (twice the width of a hyphen) when joining two things which otherwise retain a separate identity 'Australia–New Zealand partnership'.

- Use an en dash with no spaces for spans of numbers: 18–202; 2021–22.

- Use an en dash with spaces when used for parenthesis or instead of a colon: 'sometimes – not just because of COVID-19 – this was challenging'.

Database – not data base.

Dates –

- 2011–12 (unspaced en dash) not 2011/12 or 2011–2012

- 1999–2011 when spanning more than a decade

- 5 August 2016, not 5th of August 2016 or 05 August 2016

- Saturday, 12 April 2017 (comma after the name of the day) 1–3 January (no spaces with en dash).

Dates on ministerial correspondence – do not date letters for ministers' signature; they will be dated when signed.

Department of Foreign Affairs and Trade (DFAT) – then DFAT thereafter.

- Do not capitalise department when using in a generic sense: 'the department manages the overseas network'.

- For ministerial correspondence, check the minister's preference for referring to the department in Quick Guide to Ministerial Preferences.

Dependant/dependent – a person is a dependant (noun); dependent is an adjective.

Development – avoid using the word 'Aid' and instead use 'international development', 'development assistance' or 'development cooperation'.

Disability – use person-first language, that is the person first and the disability second: 'person with disability', 'people with disability', 'person who is deaf'.

Double negatives – avoid double negatives: for example 'not unlikely' and 'not inconsistent'.

E

e.g. – spell out: 'for example'.

Embassy – do not capitalise embassy when used generically: 'the department manages 85 embassies'.

Equal, equalled, equalling – double 'l'.

F

Female – refers to biological sex, while woman/women refer to gender. Using woman/women is more inclusive.

Fewer and less – use 'fewer' for things which can be counted: 'I have fewer than nine left'. Use 'less' for non-countable things: 'there is less air now'.

Focused – not focussed.

Follow up – not hyphenated when used as a verb: 'I will follow up'; but hyphenate when a noun: 'there was no follow-up'.

Format – formatting templates for official communications are on the DFAT intranet, including on the Secretary's page for the Secretary's letters and minutes. Templates for ministerial correspondence and submissions, Cabinet briefing and Senate Estimates briefings and QoNS are in PDMS.

Forums – not fora.

Full stops –

- In correspondence and submissions for ministers' signature, refer to the minister's preference for how many spaces follow a full stop.

- In all other cases, use a single space after a full stop. This is particularly important for text being typeset or published online.

- In salutations – no full stop after 'Mr', 'Mrs', 'Ms', 'Dr' etc.

- No full stops in acronyms or abbreviations – WTO, US, ASEAN, ACT, NSW.

- No full stops or spaces between initials in names – RG Casey, AA Milne.

- No full stops at the end of a cc line in ministerial correspondence.

Fulsome – check the meaning is appropriate to your context. Fulsome primarily means offensive to good taste, especially as being excessive; gushing; insincere.

G

Gender – use terms that recognise gender equality. Respect individuals' choice of pronoun, whether they use he/him; she/her; or they/them. 'They' can be used as a singular, not gender-specific pronoun.

Geography and regions –

- Check the Heads of Government (HOG) database.

- Indo-Pacific, Southeast Asia, North Asia, South Asia, West Asia, Middle East, Timor-Leste.

- Mumbai not Bombay; Chennai not Madras; Myanmar/Yangon not Burma/Rangoon; The Republic of North Macedonia (North Macedonia), not Macedonia; Kyiv not Kiev, Ukraine not The Ukraine, Türkiye not Turkey.

- The United Kingdom comprises Great Britain (England, Scotland, Wales) and Northern Ireland. Great Britain does not include Northern Ireland.

H

High commission – do not capitalise high commission when it is used in a generic sense: 'Australia has high commissions in Commonwealth countries'.

High commissioner – do not capitalise when used in a generic sense.

- Note that high commissioners are 'for' the country they represent (whereas ambassadors are 'of'): 'the High Commissioner for Cyprus is one of many high commissioners in Canberra.'

Hyphens –

- Australian Government style is for minimal use of hyphens. If in doubt, refer to the Macquarie Dictionary or the Australian Government Style Manual and ensure consistency throughout the document.

- Avoid formatting that breaks a hyphenated word at the end of a line. Use <Shift + Enter> at the start of the hyphenated word to keep them together.

- Hyphenate compound adjectives when preceding a noun:

  o I sent an email to all staff; it was an all-staff email.

- o   In principle I agree; I gave in-principle agreement.
- Adverb–adjective compounds are not hyphenated where the adverb ends in a 'y': locally engaged staff, not locally-engaged staff.

I

I – limit the use of the pronoun 'I', particularly in correspondence; avoid starting consecutive sentences or paragraphs with 'I'.

i.e. – spell out: 'that is'.

Indigenous – always with a capital 'I' when referring to Indigenous peoples or culture. See also 'Aboriginal and Torres Strait Islander Peoples'.

-ise – not -ize: organise, specialise, realise.

Interdepartmental – no hyphen.

Inter-agency – hyphenate.

Italics – use italics for titles of reports, books and publications and legislation. Do not use italics for emphasis.

J

Jargon – avoid using specialised language or vocabulary, which can exclude or alienate non-experts.

L

-l/-ll – use double 'l' in most cases: travelled/travelling; totalled/totalling; equalled/equalling.

Last/past – last is correct to mean 'final': 'the last three weeks of the war'. For time just gone, use past: 'the past three years'.

Legislation – should first appear in full, in italics: Australian Passports Act 2005, and then be referred to as the Act or, in this case, the Passports Act (no italics).

Like-minded – hyphenate and use as an adjective, not a noun: 'we consulted like-minded countries'; not 'we consulted likemindeds'.

Lists – if each separate point is short, can follow a colon: then have a comma following each point and a full stop after the final point. Longer phrases in lists can follow a colon: with each point separated by a semi-colon; and final point followed by a full stop.

- Do not use a comma before 'and' or 'or' leading into the last item (the 'Oxford comma') unless it is required to reduce ambiguity.
- Avoid using bulleted or numbered lists in the main body of a letter. See also 'bullets'.

Locally engaged – no hyphen or LES.

Long term – no hyphen as a noun: 'We will plan for the long term'; but hyphenate as an adjective: 'the long-term plan.'

M

Market, marketed, marketing – use one 't'.

Media release – see media guidelines on the [Media intranet page](#) for guidance.

Meet the minister – not meet with the minister.

Minister – capitalise when referring to a specific minister but not when generic: the Minister for Foreign Affairs visited Italy; the foreign affairs and trade portfolio has five ministers.

N

- **New Zealand** – spell out in full when used as a noun: 'We visited New Zealand'; abbreviate when used as an adjective: 'the NZ delegation'. Not N.Z.

- **Numbers** – use the Numbers and measurements guidance in the Australian Government Style Manual.

O

Ongoing – no hyphen.

Organisation – not organization, unless it is part of a title (World Trade Organization, World Health Organization).

P

Past/last – past is correct to mean time just gone: 'the past three years'; last is correct to mean 'final': 'the last three weeks of the war'.

Peacekeepers – no hyphen.

Per cent – not percent or % (unless using the symbol in a graph or infographic).

Personal pronouns – only use reflexive personal pronouns (myself, himself, herself etc) when the subject and the object of the sentence are the same: 'He hurt himself'. Avoid using them simply for emphasis: 'The Minister herself will attend'. Say 'The Minister will attend'.

Postnominals – check the PM&C It's an honour website and add.

Principle – in principle, not in principal and hyphenate when preceding a noun 'we gave in-principle agreement'.

Principal – main or leading; Dr Brennan is DFAT's Principal Medical Adviser.

Program – not programme, unless it is part of a title (World Food Programme) or part of a legislative title.

Publicly – not publically.

Q

Quotations – use 'single quotation marks', not "double". Except when drafting media releases for ministers.

R

Records of conversation – see the Records of Conversation guideline.

Regret, regretted, regretting – use double 't'.

Rollout – no hyphen. Single word as a noun; two words as a verb. We will roll out vaccines, in a global rollout.

S

Setback – no hyphen.

Short term – no hyphen as a noun: 'We will plan for the short term'; but hyphenate as an adjective: 'the short-term plan'.

Singular nouns – Organisations and countries are always singular impersonal nouns: 'Defence is attending' not 'Defence are attending'; 'BHP has agreed', 'Australia expressed its dissent'.

Spelling – use Australian English spelling (Macquarie Dictionary) unless as spelt by the organisation itself: World Health Organization; US Department of Defense.

Split infinitives – the infinitive can be split if it assists clarity or improves readability. For example: 'he failed completely to follow the instructions' (not splitting the infinitive) has a different meaning to 'he failed to completely follow the instructions' (where 'to' is split from 'follow'). Compare 'He really wanted to talk to her'

with the clumsier 'He wanted really to talk to her'. In general choose the construction which avoids awkward wording, preserves the rhythm and achieves the intended emphasis and meaning.

States and territories – capitalise if you are using the title of a specific office (Northern Territory State Office) and lower case if you are referring generically to multiple offices (our state and territory offices).

T

-t/-tt – use single 't' for budgeted/budgeting; targeted/targeting; benefited/benefiting; marketed/marketing. Use double 't' for words with the stress on the last syllable: admitted, regretted.

Talking Points – see media guidelines on the [Media intranet page](#) for guidance.

Target, targeted, targeting – single 't' (see: 'T').

Tautology – avoid two synonymous terms: 'pre-planning', 'advance warning', 'mutual cooperation', 'revert back'.

Terrorist organisations – check appropriate naming conventions with the relevant branch when referring to terrorist organisations.

That – the word 'that' is frequently overused. Edit rigorously. Do not use 'that' if the sentence makes sense when 'that' is omitted.

Time – 2 pm not 2pm, 2 p.m. or 1400; 2.15 pm not 2.15pm or 14.15.

Titles and names – double check every title and name. Check the relevant website if necessary.

Titles – use italics for titles of books, publications and reports.

Total, totalled, totalling – use double 'l'.

Travel, travelled, travelling – use double 'l'.

U

UN and other commonly used acronyms do not need to be spelt out. Do not use full stops.

UK not U.K.

- The United Kingdom comprises Great Britain (England, Scotland, Wales) and Northern Ireland. Great Britain does not include Northern Ireland.

Underlining – avoid underlining text as this is usually understood to be a hyperlink.

United States or United States of America when used as a noun: 'Visit the United States'; US when used as an adjective: 'the US delegation'. This rule also applies to UK, NZ and PNG.

URL addresses – in most instances include the name of the website, hyperlinked to the site, rather than the full URL address: 'further information is available on the DFAT website'. This is more readable. If you need to include the full URL address, it should be blue and underlined (which MS Word automatically does) to meet accessibility requirements. For ministerial correspondence, please check the relevant minister's preferences.

US not U.S.

W

Writing for the web – see Digital Literacy - Writing for the Web guidelines from the Digital Production Section.

Whole-of-government – hyphenate and lower case: 'whole-of-government'; abbreviate as WofG.

Widows and orphans – avoid formatting that leaves words dangling:

- a 'widow' is a lone word that appears at the bottom of a paragraph, column or page
- an 'orphan' is a lone word that appears at the top of a page.

Avoid formatting that splits words over two lines including names, countries, titles, dates, numbers or hyphenated words; except for legislation, the title of an agreement or publication, or a URL. Use <Shift + Enter> at the start of the hyphenated word to keep them together.

With regard to – not with regards to.

While – not whilst.

Woman/women – female refers to biological sex; woman/women refers to gender. Using woman/women is more inclusive.

WTO and other commonly used acronyms do not need to be spelled out; no full stops.

Y

Year –

- 'the past year' not 'the last year', unless it was the final year: 'the last year of the war'

- use an en dash for spans of years 2011–12, not 2011/12

- include the century when spanning more than a decade: 1999–2011.

REFERENCES

Macquarie Dictionary

Australian Government Style Manual

Diversity Council Australia's Words At Work guide

Guides for specific writing styles

Cable writing guidance

Media guidelines

Publishing on DFAT's social media accounts

Records of conversation

APPENDIX 1 – CORRESPONDENCE ADDRESS CONVENTIONS

Prime Minister	Dear Prime Minister
Deputy Prime Minister	Dear Deputy Prime Minister
Treasurer	Dear Treasurer
Attorney-General	Dear Attorney-General
Other ministers	Dear Minister
Assistant ministers	Dear Assistant Minister
Speaker	Dear Mr/Madam Speaker
President of the Senate	Dear Mr/Madam President
Members and Senators (non-ministers) See Parliament of Australia – Senators and Members	Dear Dr/Mr/Mrs/Ms [last name] Dear Senator [no last name]
Ambassadors/High Commissioners	Your Excellency
Ministers or Assistant Ministers Note: Where a minister has written in their capacity as local MP or senator, use their electoral office address, not their Parliament House address (for example The Hon John Smith MP, Member for Tangney OR Senator the Hon John Smith, Senator for Victoria)	The Hon John Smith MP OR Senator the Hon John Smith Minister for Health and Ageing Parliament House [address]
Former ministers, prime ministers, former parliamentary secretaries and some former speakers retain the title 'The Honourable' See House of Representatives Practice (6th Edition)	The Hon Julia Gillard
Governor-General	Your Excellency
Foreign heads of government and ministers [For correct details, including salutations, check the Heads of Government (HOG) list]	Name and honorifics Title/position [FULL NAME OF COUNTRY] in capital letters No postal address if delivered by mission.
Where the addressee holds two titles	Use the more senior title only, or the ministerial title relevant to the subject matter.
Honorifics and postnominals such as 'QC', 'AO' or 'AM'	Placed after surname and before 'MP': The Hon Mark Smith QC MP; for senators, after surname: Senator the Hon Sally Jones QC.
Professional titles such as Professor or Doctor	This should be used in the address block and salutation: The Hon Dr Andrew Leigh MP/Dear Dr Leigh.

APPENDIX 2 – CORRESPONDENCE STANDARD RESPONSES

STANDARD RESPONSES	
Standard responses, including to constituents	Thank you for your letter of [date], regarding [subject].Check ministers' templates for individual preference.
Responses to parliamentarians making representations on behalf of a constituent should set out the relevant details in the opening sentence	Thank you for your letter of [date] on behalf of your constituent [name], regarding [subject]. Check minister'stemplates for individual preferences. There is no need toprepare a separate letter to the constituent unless specifically requested by the minister's office.
Referral from another minister for ministerial reply	I refer to your letter of [date] to [minister's title and name], regarding [subject]. As the matter is within my portfolio responsibilities, your letter has been passed to me for reply.
Responses by advisers or the chief of staff – Minister for Foreign Affairs	Thank you for your letter of [date] to [minister's title and name], regarding [subject]. The Minister has asked me torespond on her/his behalf.
Responses by advisers or the chief of staff	Thank you for your recent [letter/email] to the [minister's title and name] regarding [subject]. The Minister has askedme to reply on [his/her] behalf. Delete 'recent' if over four weeks old and use '...your [letter/email] of [date]'.
Responses by departmental officers	Thank you for your letter of [date], regarding [subject]. I amreplying on behalf of the Prime Minister/Minister for [insertportfolio].
References to other ministers within the body of a letter	References should be cited in full in the first reference: TheMinister for Finance, Senator the Hon Katy Gallagher, then refer to Minister Farrell, Minster Wong and so on.
Where correspondence is to be copied to other people	[As a closing sentence] Check ministerial preferences.
When providing a future course of action, be proactive. Avoid simply offering contact details	I have asked the Ambassador to [country], [name of ambassador], to contact your office to discuss this matter inmore detail. OR Please contact my [Executive Assistant/DLO/etc.], [name],[email or phone number] to [insert appropriate action].
Advice on closing sentences: keep short and simple	Check ministerial preferences. I trust this information is of assistance. I look forward to [meeting you in December].Thank you for raising this issue.

Australian Government

Department of Foreign Affairs and Trade

LOGOS AND STYLE GUIDES

WHICH BRANDING SHOULD I USE?

Branding is a key mechanism for enhancing the visibility of the Australian Government's international activities and initiatives. Correct branding also maximises recognition of the development role played by the Australian Government and increases the accountability and transparency of Australia's Aid program.

In brief:

- If it is an aid program: use the Australian Aid identifier (the kangaroo)

- If it is an international audience (and not aid): use the Australian Government logo (Commonwealth Coat of Arms and words "Australian Government")

- If it is a multi-departmental activity and individual departmental logos are not used: use an Australian Government Initiative logo

- If it is a domestic audience (and not aid): use the DFAT logo

USING THE COMMONWEALTH COAT OF ARMS

See the Australian Government Branding Guidelines and the Commonwealth Coat of Arms Guidelines by the Department of the Prime Minister and Cabinet.

USING THE AUSTRALIAN AID IDENTIFIER

The colours of the Australian Aid identifier are:

- Pantone 280 (blue)

- Pantone 185 (red)

The Australian Aid identifier can be used:

- in colour

- black against a light background

- white against a dark background

- red and white against a dark blue background.

FILE FORMATS

The PNG files below are low-resolution and a small file size. They are best for office documents, websites and screen displays.

The PDF files below are vector images and can print at high-resolution. They are best for professional graphic design and print production.

The EPS files below are vector images and can print at high-resolution. They are best for professional graphic design and print production. They can be opened in vector image editing software such as Adobe Illustrator where designers can edit the colours. You may not be able to open these files on your computer unless you have the required software.

FILE FORMAT QUICK GUIDE

- JPG or JPEG files are best for photographic images, not logos. Use the PNG logos rather than JPG.

DFAT.GOV.AU

- Reports and publications made in Adobe InDesign or other professional publishing software should use the PDF or EPS files.

- Reports or publications made in Microsoft Word or Publisher should use the PNG files.

- PowerPoint or other presentations should use the PNG files.

- Banners, signage, clothing and merchandise should use the PDF or EPS files.

DFAT LOGO

Preview	PNG	PDF	EPS
Australian Government Department of Foreign Affairs and Trade	DFAT strip black [PNG 15 KB]	DFAT strip black [PDF 215 KB]	DFAT strip black [EPS 650 KB]
	DFAT strip white [PNG 15 KB]	DFAT strip white [PDF 205 KB]	DFAT strip white [EPS 645 KB]
Australian Government Department of Foreign Affairs and Trade	DFAT strip granite [PNG 180 KB]	DFAT strip granite (PMS 432) [PDF 665 KB]	DFAT strip granite (PMS 432) [EPS 1.62 MB]
Australian Government Department of Foreign Affairs and Trade	DFAT stacked black [PNG 125 KB]	DFAT stacked black [PDF 200 KB]	DFAT stacked black [EPS 695 KB]
	DFAT stacked white [PNG 20 KB]	DFAT stacked white [PDF 195 KB]	DFAT stacked white [EPS 680 KB]
Australian Government Department of Foreign Affairs and Trade	DFAT stacked granite [PNG 275 KB]	DFAT stacked granite (PMS 432) [PDF 670 KB]	DFAT stacked granite (PMS 432) [EPS 2.15 MB]

AUSTRALIAN GOVERNMENT LOGO

Preview	PNG	PDF	EPS
Australian Government	Australian Government strip black [PNG 23 KB]	Australian Government strip black [PDF 145 KB]	Australian Government strip black [EPS 523 KB]
	Australian Government strip white [PNG 24 KB]	Australian Government strip white [PDF 141 KB]	Australian Government strip white [EPS 525 KB]
Australian Government	Australian Government stacked black [PNG 30 KB]	Australian Government stacked black [PDF 246 KB]	Australian Government stacked black [EPS 557 KB]
	Australian Government stacked white [PNG 24 KB]	Australian Government stacked white [PDF 228 KB]	Australian Government stacked white [EPS 545 KB]

AN AUSTRALIAN GOVERNMENT INITIATIVE LOGO

Preview	PNG	PDF	EPS
An Australian Government Initiative	An Australian Government Initiative strip black [PNG 26 KB]	An Australian Government Initiative strip black [PDF 167 KB]	An Australian Government Initiative strip black [EPS 578 KB]
	An Australian Government Initiative strip white [PNG 19 KB]	An Australian Government Initiative strip white [PDF 167 KB]	An Australian Government Initiative strip white [EPS 580 KB]
An Australian Government Initiative	An Australian Government Initiative stacked black [PNG 21 KB]	An Australian Government Initiative stacked black [PDF 170 KB]	An Australian Government Initiative stacked black [EPS 589 KB]
	An Australian Government Initiative stacked white [PNG 16 KB]	An Australian Government Initiative stacked white [PDF 165 KB]	An Australian Government Initiative stacked white [EPS 578 KB]

AUSTRALIAN AID IDENTIFIER

Preview	PNG	PDF	EPS
Australian Aid	Australian Aid blue and red [PNG 12 KB]	Australian Aid blue and red [PDF 403 KB]	Australian Aid blue and red [EPS 570 KB]
	Australian Aid white and red [PNG 11 KB]	Australian Aid white and red [PDF 390 KB]	Australian Aid white and red [EPS 562 KB]
Australian Aid	Australian Aid white and red on blue [PNG 12 KB]	Australian Aid white and red on blue [PDF 404 KB]	Australian Aid white and red on blue [EPS 621 KB]
Australian Aid	Australian Aid black [PNG 12 KB]	Australian Aid black [PDF 400 KB]	Australian Aid black [EPS 567 KB]
	Australian Aid white [PNG 11 KB]	Australian Aid white [PDF 384 KB]	Australian Aid white [EPS 559 KB]

BRANDING AUSTRALIA AID PROJECTS AND INITIATIVES

Publications

Please use the most appropriate acknowledgements for all publications:

For projects where Australia is the only donor:

[project or initiative name] is supported by the Australian Government and implemented by [insert NGO].

An Australian aid initiative implemented by [insert NGO] on behalf of the Australian Government.

For projects where Australia is the major funder:

[project or initiative name] is supported by the Australian Government, [other donor name] and [other donor name].

For projects partly funded by Australia and where another agency, business or government is the major funder:

Supported by the Australian Government.

Disclaimers for reports and publications, funded by DFAT but not authored by DFAT (choose the most appropriate)

Disclaimer

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This publication is intended to provide general information only and before entering into any particular transaction users should: rely on their own enquiries, skill and care in using the information; check with primary sources; and seek independent advice.

CO-BRANDING

Not-for-profit organisations

The logo of a partner government, NGO or multilateral organisation may also appear alongside the Australian Aid identifier, however the Australian Aid identifier should be in the most prominent place.

Commercial and for-profit organisations

The logo of an implementing partner or managing contractor may not be used alongside the Australian Aid identifier. However, the contractor/implementing partner can place the following at the bottom of the page, with their logo alongside it:

[project or initiative name] is supported by the Australian Government and implemented by [insert implementing partner] [insert implementing partner's logo].

An exemption for not applying branding may be granted by the Head of Mission or the Communications Section at DFAT if there is compelling case or an identified security risk.

UPDATING EXISTING RESOURCES

All new Australian aid-funded projects and initiatives should be branded with the Australian Aid Identifier. Wherever practical, the previous (AusAID) Australian AID identifier should be replaced progressively and sensibly. (The old AusAID identifier is easy to spot- 'AID' is capitalised).

Formal signage for completed projects, such as foundation stones or commemorative plaques, should not be altered.

Stationery (including business cards)

Managing contractors, NGOs or multilateral organisations and their staff must not use the Australian Government Coat of Arms or the Australian Aid identifier on any stationery, including business cards, as this can incorrectly imply that the organisation acts with the authority of the Australian Government or that staff are Australian Government employees.

It is permissible for someone working for a partner organisation to use one of the following statements of acknowledgement if stationery signifies a program or project:

- For projects where Australia is the only donor: [project or initiative name] is supported by the Australian Government.

- For projects where Australia is the major funder: [project or initiative name] is supported by the Australian Government, [other donor name] and [other donor name].

- For projects partly funded by Australia and where another agency, business or government is the major funder: Supported by the Australian Government.

COMPLIANCE

Partners must adhere to visibility and acknowledgement clauses in contracts and agreements. It is the responsibility of the Head of Mission at development posts to ensure compliance.

MORE INFORMATION

- Smartraveller logo

- Foundations, councils and institutes

- Commonwealth Coat of Arms - It's an Honour

- Australian national symbols - australia.gov.au