Australian Government

Australian Fisheries Management Authority

AFMA Visual Style Guide

January 2018

Contents

This visual style guide aims to help you make decisions quickly and easily about implementing the Australian Fisheries Management Authority's (AFMA) corporate style and branding.

It has been produced to improve and retain the integrity of AFMA's brand and maintain a common identity for all AFMA corporate material. This guide it is to be used in conjunction with the:

- AFMA Style Guide
- AFMA Guide for Writing and Editing Web Content.

Visual identity statement

The AFMA Visual Style Guide is to be used for all internal and external AFMA communication to create a visual identity for the agency including elements like the AFMA Australian Government logo, colours, images and fonts. The purpose of the identity is to build a consistent look for AFMA. The Communications Section manages this visual identity for the agency. All material produced must adhere to the AFMA Visual Style Guide to ensure the integrity of the visual identity.

All agency material using the AFMA visual identity must be either created by or approved by the Communications Section. AFMA templates are available on the intranet and via templates in Word and SharePoint for use by all staff.

Advertising

All advertising should include the AFMA Australian Government logo.

For more information on advertising see AFMA's advertising policy on the AFMA intranet.

Business cards

To order AFMA business cards, complete the AFMA Business Card Order Form. Templates for each office are available upon request of the Communications Team.

An example of the format and style of AFMA business cards is detailed below.

Australian Government
Australian Fisheries Management Authority

First Name Last Name
Position Branch

T xx xxxx xxxx **M** xxxx xxx xxx
E name@afma.gov.au
W afma.gov.au

Level 3, 15 Lancaster Place, Majura Park, ACT 2609
Box 7051, Canberra BC, Canberra, ACT 2610

Classified security markings

AFMA documents should use classified markings where appropriate. Many templates have both unclassified (no markings) and classified (with markings). If you need a document to have classified markings applied, please see the Communications Section.

See more about using classified markings on the [information security](#) page on the AFMA intranet.

Colours

Primary colour palette

The primary colour palette is the first point of call when choosing colours for AFMA publications. All AFMA materials should use at least one primary colour where possible.

The majority of publications should use the default of teal for colouring.

Primary	Blue	Teal	Aqua	Light blue	Charcoal
RGB	R0 G70 B127	R27 G129 B143	R19 G181 B234	R0 G125 B195	R 51 G51 B51
CMYK	C100 M57 Y0 K38	C84 M35 Y38 K5	C69 M7 Y0 K0	C89 M43 Y0 K0	C 75 M64 Y58 K73
PANTONE	541 C	10284 C	298 C	285 C	426 (95%)

Secondary colours

Secondary colours can be used to help imagery stand out in a document. When choosing a secondary colour, choose one that contrasts or 'pops' against the image.

The following are examples of the secondary colours.

Secondary	Yellow	Turquoise	Grey	Fuchsia
RGB	R 251 G187 B0	R94 G194 B165	R92 G111 B124	R198 G6 B81
CMYK	C0 M35 Y90 K0	C61 M0 Y45 K0	C23 M2 Y0 K63	C0 M100 Y43 K19
PANTONE	137 C	3395 C	7545 C	207 C

Email signature blocks

All email signature blocks should be consistent and follow the style below. Your signature should include your name, title, branch, contact details and AFMA URL and should consist of text only using standard fonts and the text should be 10pt.

Do not personalise your signature block with colours and fonts outside the AFMA visual identity unless approved by your General Manager.

First name Last name
Position
Australian Fisheries Management Authority
P: 02 6225 xxxx **M**: 0419 xxx xxx
E: email address@afma.gov.au
afma.gov.au
Find us on

Subscribe and stay up-to-date with the latest AFMA news

Images

Full colour images should be incorporated into AFMA corporate materials where appropriate.

It is important to remember the AFMA corporate visual identity is about who we are, while our programs and initiatives are about what we do and how it relates to the Australian community. Therefore, the images should depict:

- real AFMA staff in real life situations
- real fishers working in real situations
- processing or end product (i.e. actual seafood).

They should reflect the personality of AFMA – credible, trustworthy, reliable and authoritative. Ideally, there should be some water, blue, or seafood in the picture. When using images be conscious of any current issues. For example: if a certain species is overfished, don't use a photo of a whole big net full of the overfished species, chose an alternative.

Silhouette images should not be used.

Make sure you know the details of the image copyright license and/or have permission of individuals in photos before using any image.

Care should be taken when using images that may invoke negative emotional responses from various AFMA stakeholders. Further, images may be re-used by other stakeholders in social media or other campaigns. Staff should follow the APS Code of Conduct when selecting images.

Use images that are:

- full colour photographs, (can also be deep-etched)
- preferably of AFMA staff in real life situations
- from Commonwealth managed fisheries
- images of objects, textures, illustrations and artworks can be used where required
- bright, colourful and vibrant

- relevant and in context

Do not use:

- a collage of multiple images
- stock image of people silhouette graphics or cartoons
- low resolution and poor quality images
- dull, flat images
- duotones or greyscale for material intended for full colour printing
- photos that don't have signed consent forms
- photos that are not consistent with the APS Code of Conduct.

Consent forms

When obtaining images it is important to also get the relevant consent forms.

AFMA's has two forms for publicity consent:

- general (where an individual is interviewed, photographed or filmed by AFMA)
- third party or self (where an individual provides a photo/video to AFMA).

These forms are available on the AFMA intranet under [Forms and Policies.](#)

Requesting images

If you are requesting the use of an existing image, please provide the Communications Section with the following information:

- where the image is to be used
- what context is the image going to be used
- who wants to use the image (e.g. AFMA, the minister's office, another government department)
- where is the image is being circulated to and the proposed audience.

Allow enough time to source images. The Communications Section requires at least two working days' notice.

Sourcing images

The Communications Section does hold some images on file but it does not have an extensive image library for use by AFMA.

AFMA encourages staff visiting ports or conducting other official functions to capture images and obtain consent to help build the library of images that can be used.

Any images that we do hold may have the following restrictions:

- the type of consent form associated with the image
- where/when the image has been used previously requests to cease using an image
- approval to use the image from the image owner.

The Communications Section is able to provide advice on these restrictions. For further assistance, please contact communications@afma.gov.au

Stock images

Stock images are professional photographs that are bought and sold on a royalty-free basis and can be used and reused for commercial design purposes. For example: istockphoto.com.au, gettyimages.com.au.

Using stock images may have associated risks like:

- images not reflecting the Australian public or Australian fishing industry
- popular images can be identified as stock photography to which AFMA won't have exclusive rights to the image
- the previous or future application/circulation of the image is unknown
- you may not be able to get the necessary assurance/consent about privacy issues and royalty fees must be paid in association with the use of some images.

To purchase stock images please contact the Communications Section.

Logo specifications

AFMA follows the Australian Government Branding Design Guidelines and the Commonwealth Coat of Arms Information and Guidelines for the use of the AFMA Australian Government logo. Please read this if you plan to use Commonwealth logo outside of what has been provided in the standard templates.

Contact the Communications Section if you need a copy of the AFMA Australian Government logo.

Mandatory elements

The mandatory elements of the AFMA visual identity are:

- **the AFMA Australian Government logo** - the logo must have prominence over and above other images and graphic elements and, where possible, positioned at the top of the design
- **colour** - where final delivery allows (e.g. full colour printing or online), the AFMA colours must be used. (See 'Colours' on page 4 of this guide)

Promotional items/merchandise

If you need promotional items or merchandise for a particular program/initiative please discuss with the Communications Section before proceeding.

Stationery

Stationery with the AFMA Australian Government logo is to be used when sending official AFMA correspondence. Stationery can be found in all AFMA print rooms.

Templates and document covers

Templates

There are a number of predefined templates available from the intranet and SharePoint. These include letterhead, PowerPoint, report and internal minute templates. Please use them instead of creating new ones. (NB: The Communications Section is working with IT to have these back into Word again.)

If there isn't a suitable template available, please contact the Communications Section and they may be able provide assistance, including publishing new templates on the intranet.

Templates can be found on the AFMA G drive at: [G:\Templates](G:\Templates)

Document covers

A choice of templates using different colours and images are available on the AFMA intranet. The image and colour of document covers can be changed if needed.

Please contact the Communications Section to assist in changing the image or colour.

Typefaces

Arial

Arial is the primary typeface of AFMA. It is a versatile and accessible family of typefaces that can be used for producing reports and desktop presentations.

Existing templates should already be pre-set with the correct style.