AUSTRALIAN CENTRE FOR INTERNATIONAL AGRICULTURAL RESEARCH (ACIAR) BRANDING GUIDELINES – JULY 2018

1 ACIAR BRANDING GUIDELINES

Contents

1.1 Current ACIAR branding

ACIAR's branding consists of:

- the official Australian Government logo - (crest)

- the official Australian Aid Identifier - ('Australian Aid' w kangaroo)

- ACIAR's secondary design elements - (solid hexagon).

It is very important that ACIAR's branding is used correctly, as it is an integral part of ACIAR's identity and Australian Government recognition.

ACIAR branding should only be used with authorisation from ACIAR.

For queries, please contact the ACIAR Outreach & Capacity Building team, via aciar@aciar.gov.au, or phone +61 2 6217 0500.

1.1.1 ACIAR's official Australian Government logo

ACIAR's official logo remains the Australian Government logo—either green (PMS 370C) or black; stacked (vertical) or inline (horizontal). **This is to be included on all ACIAR-funded and produced material including (but not limited to) publications, newsletters, brochures, hats, PowerPoint presentations and fact sheets.** It must be printed or reproduced:

- in the same relative proportions with the coat of arms at least 2 cm wide

- in a prominent uncrowded position (preferably top left-hand corner)

- in a uniform colour that contrasts strongly with the background.

Inline: black or green

Stacked: black or green

The [Department of the Prime Minister and Cabinet website](https://...) has the full version of the Australian Government branding guidelines.

Where there is room, and where you think it may be appropriate, ACIAR's secondary design elements (see section 1.1.4), may also be used. Noting, these **must always take second place to, and not compete with, the Australian Government logo**.

1.1.2 Australian Aid Identifier

Branding is a key mechanism for enhancing the visibility of the Australian Government's international development and aid initiatives. Correct and consistent branding maximises recognition of the development role played by the Australian Government.

The Australian Aid Identifier must be used on all aid-related products and activities funded by the Australian Government.

All partners, including non-government organisations (NGOs), multilateral organisations and managing contractors, should use the updated Australian Aid Identifier to brand all aid and development activities delivered overseas with support from the Australian Government. The logo of a partner government, implementing partner, managing contractor, NGO or multilateral organisation may also appear alongside the Australian Aid Identifier, however the Identifier should be in the most prominent place.

Exceptions or variations to the application of the ACIAR crest and the Australian Aid Identifier may be granted. Please contact ACIAR's Outreach & Capacity Building team to discuss.

The complete guidelines and logo downloads of the Australian Aid Identifier are available through the [DFAT website](https://...).

The approved versions (1 November 2013) of the Australian Aid Identifier are:

1.1.3 Correct use of the ACIAR Government crest and Australian Aid Identifier

In Australia – on all material (no Australian Aid Identifier)

Inline: black or green

Stacked: black or green

Overseas – printed material (publications, invitations, flyers etc.) and program-related material

- One of the above ACIAR Government logos
- PLUS Australian Aid Identifier (see below)

1.1.3.1 Updating existing resources

All new Australian aid projects and initiatives should be branded appropriately. Wherever practical, the previous Australian Aid Identifier should be replaced progressively and sensibly.

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

1.1.3.2 Communications, promotional and marketing materials (overseas)

All communication, promotional and marketing materials overseas **must feature the Australian Government ACIAR crest and the Australia Aid Identifier.** This includes books, brochures, maps and folders, on the opening screens of electronic presentations, such as PowerPoints, DVDs and online video clips. They should be in a prominent position but, allowing for flexibility in design, do not have to be in the top left corner.

The logo of a partner government, implementing partner, managing contractor, NGO or multilateral may also appear alongside the Australian Government/ACIAR crest and the Australian Aid Identifier.

1.1.3.3 Text-based acknowledgements

When preparing public communication material (including website content, media releases and talking points), it is important to make it clear when aid/development/humanitarian assistance is provided by the Australian Government, whether solely or with other donors/partners.

Particular care should be taken in using the phrase "Australian aid" or "the Australian aid program" as the aid program is now part of DFAT and is **not a separate entity.**

If there is a need to acknowledge an entity in text, either "the Australian Centre for International Agricultural Research", "the Australian Department of Foreign Affairs and Trade" or "the Australian Government" should be used.

1.1.4 ACIAR's secondary design elements

ACIAR's secondary design elements are made up of the following components:

* the solid hexagon (revised version)
* ACIAR acronym
* website aciar.gov.au

You may use the solid hexagon, or part thereof, as a watermark. These logos are available in different file formats (PNG and EPS) from the ACIAR website. No other component should be used alone without first clearing it with the Communications and Stakeholder Engagement Unit via email aciar@aciar.gov.au or phone +61 2 6217 0500.

The fonts used in the secondary design elements are Gothic Thirteen (for ACIAR), Rotis Sans Serif Regular (for ACIAR's slogan or 'byline' "Research that works …") and Rotis San Serif Extra Bold (for the website address).

Stacked: black or green (cmyk or rgb)

When to use the secondary design elements

The designs can be used **in addition** to the Australian Government ACIAR crest in corporate situations, but must take a less prominent position. The logos may be used at any size larger than 2cm wide, without distorting the proportions of the individual elements, provided the text is large enough to be read easily by the targeted audience.

Origin of the hexagon logo

The original ACIAR logo was made up of three interlocking hexagons. The individual hexagons were derived from an ancient Persian architectural symbol depicting an optical illusion of interacting rhomboids. Each hexagon, with its interactive design, was symbolic of the collaborative research programs that ACIAR supports. The association of the three hexagons that made up the logo represented the tripartite relationship between Australian scientists, their overseas counterparts, and the catalytic role of ACIAR in bringing them together.

The hexagon has come to symbolise ACIAR, especially for our stakeholders in developing countries, and, for this reason, we have decided to continue to use it in a more modern setting.

1.2 Branding for programs and initiatives within ACIAR

For programs and initiatives within ACIAR, ACIAR branding **must** be used. Examples include the Sustainable Intensification of Maize–Legume cropping systems for food security in Eastern and Southern Africa (SIMLESA) program, and the Pacific Agribusiness Research and Development Initiative (PARDI). The individual programs and initiatives **should not develop their own branding**. The program acronym may be used (provided the full name is spelled out somewhere in the document/material being prepared), but the connection to ACIAR and the Australian Government should always be made.

1.3 Co-branding

Ideally projects/programs should acknowledge all partners–be they the funding organisation (e.g. ACIAR, DFAT), CGIAR Centres, Australian commissioned organisations, partner-country organisations, private companies, NGOs etc. However, often space does not allow this, so a common sense and discretionary approach needs to be adopted. ACIAR should be acknowledged (either by name or logo) in all instances, and then other organisations in order of relevance/importance, which will vary depending on the context (type of material being produced, the audience, whether it is being produced for in-country or Australian use, levels of involvement etc.). If in doubt, please contact ACIAR for advice.

1.4 Obsolete design elements—DO NOT USE

ACIAR has refreshed its secondary design elements. From now on, please do not use the old secondary logos or any of their permutations, such as the ones below.

Also, please do not use the Australian AID Identifier (Australian AID with the image of the kangaroo), which ceased to be used after the integration of AusAID into DFAT.

DO NOT USE THESE OLD LOGOS AND SECONDARY DESIGN ELEMENTS