



Australian Government



Regional Development Australia

COMMUNICATIONS AND BRANDING GUIDELINES

September 2014

The Regional Development Australia Communications and Branding Guidelines work in accordance with the Australian Government Design Guidelines and the Australian Government Co-branding Design Guidelines. These documents should be referred to for any further clarification and are available at <http://www.dpmc.gov.au/guidelines/>

The Guidelines also work in conjunction with the Trade Mark Protocol for Regional Development Australia.

For further information please contact:

Department of Infrastructure and Regional Development
Email: rdacommunications@infrastructure.gov.au

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1 BACKGROUND

The Regional Development Australia (RDA) Communications and Branding Guidelines (the Guidelines) have been produced as a reference guide for RDA committees when conducting communications activities. They outline the correct use of the RDA national brandmark and the expectations of the Australian Government regarding the quality, format and standard of the communications activities to be produced by RDA committees.

RDA committees should also consider guidelines developed by other funding partners in the preparation of any materials.

The Guidelines have been developed to:

- 1 equip RDA committees with the information and tools needed to effectively deliver their communication roles and responsibilities
- 2 ensure a consistent, national approach to the RDA national brand, and
- 3 ensure Australian, State, Territory and local government support and involvement in the delivery of the initiative.

The Guidelines work in accordance with the Australian Government Design Guidelines and the Australian Government Co-branding Design Guidelines. These documents should be referred to for any further clarification and are available at <http://www.dpmc.gov.au/guidelines/>

The Guidelines also work in conjunction with the Trade Mark Protocol for RDA.

If you require assistance or further information regarding the Guidelines please contact:
Department of Infrastructure and Regional Development (the Department)
rdacommunications@infrastructure.gov.au

2 COMMUNICATIONS AIMS AND OBJECTIVES

The overarching aim of RDA communication products and activities is to encourage community support for, and regional stakeholder engagement with, RDA.

The objectives of RDA communications activities are to:

- increase understanding and awareness of RDA and of the benefits the national RDA network offers to regional communities
- promote the achievements of the national RDA network
- encourage and promote joint government, business and stakeholder support in promoting the network, and
- promote the achievements of the RDA network.

3 TARGET AUDIENCES

The target audiences for RDA communication products and activities include:

- business, industry and community peak bodies and associations
- national and regional electronic and print media
- people living in regional communities (general public)
- local government
- State and Territory Government, and
- Australian Government.

4 KEY MESSAGES

The key messages that can be conveyed via RDA communication products and activities include:

- RDA committee members are local people developing local solutions to local issues.
- RDA committees work with all levels of government, business and community groups to support the growth and development of their regions.
- RDA committees build partnerships to develop strategies and deliver sustainable infrastructure and services to their regions.
- RDA committees have developed Regional Plans to guide them in growing and strengthening their communities.

5 RDA COMMUNICATION PRODUCTS AND ACTIVITIES

All RDA communication products and activities are required to follow advice provided in the:

- Australian Government RDA Committee Handbook
- Operational Funding Contracts, and
- RDA Communications and Branding Guidelines.

RDA communication products and activities should acknowledge the financial and other support that the RDA committee has received from the Australian Government. Where applicable, they should also acknowledge support from State and Territory Government, and local government and, in doing so, consider guidelines developed by these funding partners.

Outlined in this section are the communications products and activities that RDA committees are encouraged to develop and undertake, as well as the branding requirements. The Department will also produce communication products and activities that committees can draw on to further promote themselves.

For guidelines on communication activities during caretaker periods (i.e. in the lead up to elections) see Section 7 of the RDA Committee Handbook <http://www.rda.gov.au/members/handbook>

5.1 BRANDING

All RDA communication products and activities should carry the RDA brandmark (national or localised) and the Australian Government Coat of Arms.

The RDA brandmark has been designed to symbolise the partnership between the Australian Government and Australia's states and territories. The RDA brandmark is bright and fresh, the colours are primary and distinctive, and the stylised map of Australia draws attention to the brandmark.

While there is no tagline, the vision statement for the network can be used in documents/promotional items with the brandmark but not as part of it: Local people developing local solutions to local issues.

Design files are available from the member's section of the national RDA website, <www.rda.gov.au>.

Co-funding state, territory and local government logos should be obtained by committees from relevant government authorities.

Approval of placement of the RDA brandmark and affiliated logos must be obtained from the Department prior to use or publication by emailing rdacommunications@infrastructure.gov.au.



5.1.1 THE REGIONAL DEVELOPMENT AUSTRALIA NATIONAL BRANDMARK

The RDA national brandmark has been created for use on all materials about the network issued by the Australian Government. The RDA logo in this case always appears with the Australian Government Coat of Arms logo and is available in inline configuration only.

Where reasonable, the Australian Government Coat of Arms logo should appear before the national RDA brandmark. It must always appear before any other logos, e.g. State or Territory Government logos.

Note: The minimum width for the Australian Government Coat of Arms is 20mm. Please see guidelines at www.dpmc.gov.au/guidelines/index.cfm#brand



Australian Government



5.1.2 THE REGIONAL DEVELOPMENT AUSTRALIA LOCALISED BRANDMARK

The RDA localised brandmark has been created for use by all RDA committees. It incorporates the name of the committee as part of the design and always appears with the “An Australian Government Initiative” logo. It does not generally include a State or Territory Government logo but may have other funding partner logos appear in subordinate positions.

It is available in inline configuration only. The “An Australian Government Initiative” logo can appear at various subordinate positions on items to the RDA localised brandmark – but it must appear before any other logo.



An Australian Government Initiative

To ensure readability the RDA localised brandmark may be amended on materials smaller than A4 size. An example is provided below.



5.1.3 THE FULL COLOUR BRANDMARK

It is intended that the RDA brandmark be reproduced in full colour wherever possible. However, it may be reproduced in one colour – mono (or other colour if prior permission is sought from the Department).





In keeping with these guidelines, the “An Australian Government Initiative” logo can only be used as stipulated in Commonwealth Government branding guidelines.

NATIONAL NETWORK LOGO



LOCAL RDA NETWORK LOGO



			
PMS 289 C	PMS 364 C	PMS 382 C	PMS 356 C
C 100 M 64 Y 0 K 60	C 65 M 0 Y 100 K 42	C 29 M 0 Y 100 K 0	C 95 M 0 Y 100 K 27
R 0 G 44 B 90	R 65 G 119 B 48	R 190 G 214 B 0	R 0 G 120 B 56
WEB 002B5C	WEB 417830	WEB BED600	WEB 007836

5.1.4

ONE COLOUR BRANDMARK

In the case of one colour used, the brandmark can be used as black or mono – or other colour (if prior permission is obtained from the Department).

NATIONAL NETWORK LOGO



LOCAL RDA NETWORK LOGO



5.1.5

REVERSED BRANDMARK

The brandmark can be reversed – out of black or another dark colour if necessary.

It is essential that the background colour be of sufficient contrast to not jeopardise the integrity of the brandmark.

Pastel or light coloured backgrounds should not be used if the mark is reversed, as this application will not create sufficient contrast.

NATIONAL NETWORK LOGO



LOCAL RDA NETWORK LOGO



✓ BRANDMARK REVERSED OUT OF BLACK



✓ BRANDMARK REVERSED OUT OF A SUITABLE BACKGROUND COLOUR



✗ BRANDMARK REVERSED OUT OF AN INCORRECT BACKGROUND COLOUR, THERE IS NOT ENOUGH CONTRAST

5.1.6

TYPEFACE

PRIMARY FONT

The typeface featured in the brandmark is 'Rotis Sans Serif'.

Rotis Sans Serif should be used for all applications where ever possible - address panels on both letterhead and with compliments slips, internal and external signage.

Recommended weights are regular 45 light, 55 and 65 bold are also available.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvXxYyZz0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvXxYyZz0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvXxYyZz0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvXxYyZz0123456789

LOCAL RDA LOGO FONT

Rotis Sans Serif 821em tracking

SUPPORTING FONT

The supporting typeface chosen for the brand is 'DesertDogHmk', which ideally should only be used as headings.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvXxYyZz0123456789

5.1.7 POSITIONING

The brandmark should always have prominence over and above all other images and graphic elements.

The brandmark should be placed at the top of an item it appears on.

Please note the with compliments slip example has been reduced to fit the page. The minimum width for the Commonwealth Coat of Arms is **20mm**. While there is no minimum width for the RDA logo it should not appear in such small sizing that the letters become illegible or the map indistinguishable to the viewer.



CORRECT POSITIONING OF BRANDMARK ON STATIONERY, AT TOP OF DOCUMENT



INCORRECT POSITIONING OF BRANDMARK ON STATIONERY, AT BASE OF DOCUMENT

5.1.8

CLEAR SPACE

It is essential that the brandmark always appears with sufficient clear space to ensure that its integrity is not jeopardised. The clear space measure is defined by Australian Government Design Guidelines. <http://www.dpmc.gov.au/guidelines/index.cfm>

The clear space measure 'X' is based upon the difference between the bottom of the capital 'R' in Regional and the top of the Capital 'A' in Australia as illustrated on this page.



5.1.9

USAGE OF BRANDMARK

The RDA brandmark should only be used in the formats and colours stipulated in these guidelines.

The elements which make up the brandmark should not be altered or adjusted in any way. For example:

- 1 The brandmark should not be reproduced in colours that are light or pastel which do not provide sufficient contrast.
- 2 The brandmark must appear entirely in the same colour application. The brandmark should not appear partially in colour and partially in black and white.

LOCALISED BRANDMARK AS EXAMPLES



1. THE BRANDMARK SHOULD NOT BE REPRODUCED IN COLOURS THAT ARE LIGHT OR PASTEL WHICH DO NOT PROVIDE SUFFICIENT CONTRAST.

- 3 State, Territory and local government logos must not appear before either the RDA brandmark or the “An Australian Government Initiative” logo.
- 4 The brandmark should not be placed on a pastel coloured background that does not provide sufficient contrast.



- X** 3. LOCALISED NAMES AND STATE/TERRITORY/LOCAL GOVERNMENT LOGOS MUST NOT APPEAR BEFORE EITHER THE RDA BRANDMARK OR THE “AN AUSTRALIAN GOVERNMENT INITIATIVE” LOGO.



- X** 4. THE BRANDMARK SHOULD NOT BE PLACED ON A PASTEL COLOURED BACKGROUND THAT DOES NOT PROVIDE SUFFICIENT CONTRAST.

- 5 The brandmark should not be placed on a background image or photograph.
- 6 The wording of the brandmark must not be edited for any purpose.
- 7 The fonts used in the brandmark must not be changed or other fonts added to the brandmark.



X 5. THE BRANDMARK SHOULD NOT BE PLACED ON A BACKGROUND IMAGE OR PHOTOGRAPH.



X 6. THE WORDING OF THE BRANDMARK MUST NOT BE EDITED FOR ANY PURPOSE.



X 7. THE FONTS USED IN THE BRANDMARK MUST NOT BE CHANGED OR OTHER FONTS ADDED TO THE BRANDMARK.

5.2 COMMUNICATION MATERIALS

All communication materials produced by RDA committees should be supplied to the Department for branding approval (excluding pre-approved templates and media releases). Please supply to rdacommunications@infrastructure.gov.au at least three working days prior to printing and/or distribution. When using photographs it is important that the RDA committee has written permission of the photographer and those represented. An Australian Government photograph consent form is available from the members' area of <www.rda.gov.au>.

5.2.1 BROCHURES

The Department has developed a suite of RDA promotional brochures at the national, state and territory level. An allocation of state/territory and national brochures has been sent to each RDA committee. Additional copies may be requested from rdacommunications@infrastructure.gov.au.

RDA committees may also choose to produce their own promotional brochure outlining their role, activities and contact details.

A brochure template is pictured below and design files are available from the members' section of the national RDA website, <www.rda.gov.au>.



5.2.2

STATIONERY

RDA committees should develop committee stationery, such as letterheads and business cards, to support the operation of their committee.

Letterhead and business card templates are pictured below and design files are available from the members' section of the national RDA website, <www.rda.gov.au>.

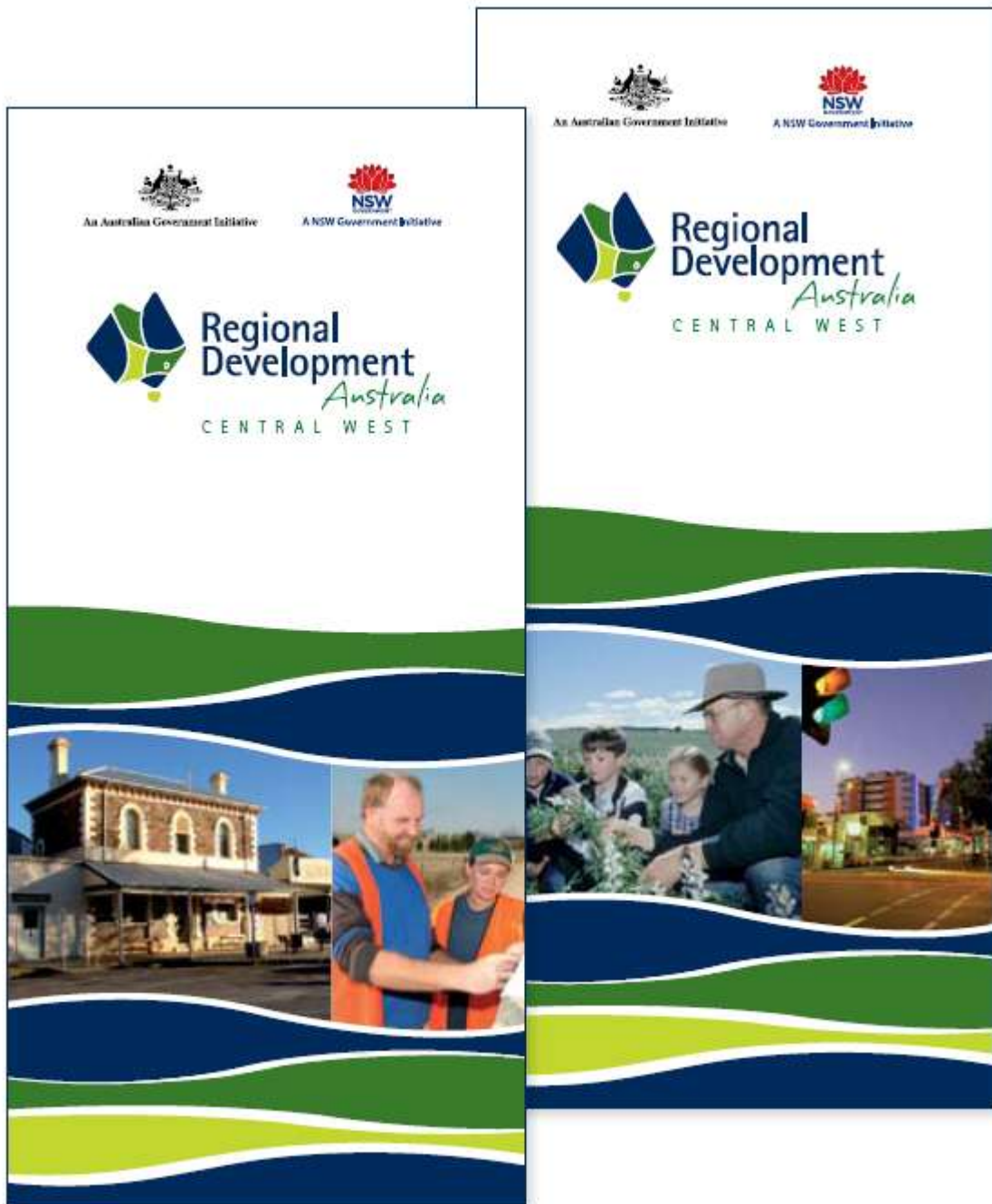


5.2.3

PROMOTIONAL BANNERS

Having a promotional banner with your RDA committee logo provides committees with a higher level of visibility at events, such as workshops, launches or expos.

A banner template is pictured below and design files are available from the members' section of the national RDA website, <www.rda.gov.au>.



5.2.4 OFFICE SIGNAGE

RDA committees must arrange office signage featuring the localised RDA logo.



5.3 PUBLICATIONS

In addition to the branding approval requirement at 5.2, all publications produced by RDA committees need to be supplied to the relevant State Director and to rdacommunications@infrastructure.gov.au for information at least 24 hours prior to distribution.

5.3.1 REPORTS

Reports released by the RDA committee must include, where requested by the Australian Government, the following words (or other such words as requested by the Australian Government):

“This report was produced by RDA [insert RDA name] and does not necessarily represent the views of the Australian Government, its officers, employees or agents.”

Inclusion of this statement does not preclude acknowledgment of the Australian Government’s support and contribution, which should be reflected through branding or through text if additional funding has been supplied.

5.3.2 PRESENTATIONS

Presentations are an important element of communication which informs various stakeholders about an RDA committee’s role and activities.

A PowerPoint slide template is available from the members’ section of the national RDA website, <www.rda.gov.au>.

5.4 ONLINE

5.4.1 WEBSITES

The Department maintains a national RDA website, <www.rda.gov.au>.

In addition, each RDA committee is required to establish and maintain a public website which includes:

- information about the role and activities of the RDA committee
- a list of RDA members and contact details for the RDA committee
- a link to the national RDA website, <www.rda.gov.au>
- a copy of the Regional Plan, and
- other information requested by the Department.

The address and domain for RDA committee websites should take the form <[www.rda\[insert RDA acronym\].org.au](http://www.rda[insert RDA acronym].org.au)>.

As an Australian Government initiative, RDA committees should seek guidance from the Australian Government Web Guide <http://webguide.gov.au/> on how to manage their online presence.

The branding of the national RDA website and the RDA committee websites are slightly different. The national website is branded with the Australian Government logo at the top left to indicate that it is a website created and maintained by an Australian Government department.

Localised RDA websites must be branded with the “An Australian Government Initiative” logo in a subordinate position on the web page and with other state/territory/local government logos following.

A website template is pictured below and design files are available from the members’ section of the national RDA website, <www.rda.gov.au>, if needed.



5.4.2 SOCIAL NETWORKING

RDA committees are encouraged to engage with their communities and each other online, including through social networking platforms such as twitter, facebook and Linked In.

As with any public forum, when participating in social networking RDA committees should adhere to the Code of Conduct and Ethics for Committee Members and Personnel of Regional Development Australia Committees (Attachment A, RDA Committee Handbook <http://www.rda.gov.au/members/handbook>).

Each RDA committee is encouraged to develop their own internal policies for social media around roles and responsibilities (including internal moderation and approval policies).

Further information can be found in the Australian Government Guide on Social Media <http://webguide.gov.au/web-2-0/online-consultation/social-media/social-media-how-to/>

When networking on an Australian Government website that has its own guidelines – such as myregion <www.myregion.gov.au> – RDA committees should also adhere to these guidelines.

When establishing social networking accounts:

RDA committees should be clearly identifiable through usernames and branding. Usernames should reflect the name of the RDA committee, e.g. @RDAKimberley. Usernames that misrepresent a committee as a national body, instead of a regional body should be avoided, e.g. @RDA.

RDA committee members and personnel should also keep their professional and personal social networking accounts separate.

5.4.3 EMAIL ADDRESSES

RDA committee members and staff are encouraged to maintain an email address at their individual domain, which can be used for all work related to RDA, e.g. john.smith@rda[insert acronym].org.au

5.5 MEDIA

5.5.1 MEDIA RELEASES

The Australian Government reserves the right to announce Government policy or program decisions, including project funding. RDA committees may distribute media releases that complement or provide more details after the announcement has been made. These media releases may provide information on how the announcement relates to their region.

In addition, RDA committees may wish to issue media releases to highlight achievements, activities, consultations or events, such as:

- local RDA office launches
- local events/launch announcements and invitations
- regional and other national conferences
- visits to committee premises
- visits to major initiatives and projects driven by RDA committees, and
- other major achievements.

Media releases need to acknowledge funding support from the Australian Government, e.g. RDA is an Australian Government Initiative. They also need to include the RDA logo and Australian Government Initiative logo.

Media releases do not require approval from the Department, however media releases need to be supplied to the relevant State Director and to rdacommunications@infrastructure.gov.au for information at least one working day prior to distribution to allow for further promotion of initiatives through channels such as rda.gov.au and myregion.gov.au

5.5.2

MEDIA QUERIES

Communication with the media about your RDA committee is encouraged and topics for discussion may include, but are not limited to, the role, work, aims, goals, or progress of initiatives of the committee; the regional or local context/situation/experience (including anecdotal); or the overall RDA initiative in broad terms.

When engaging with the media it is also important to note that:

- while the Chair is the official spokesperson for the committee, they may nominate a spokesperson from the committee as a representative
- committee members are not federal, state or territory public servants or elected officials and, as such, do not speak on behalf of the Australian, State and Territory Governments and while some may be elected officials of local government they need to be clear that they are representing the RDA committee, not their local council
- comments or discussion regarding the policy and programs of the respective governments should be fair and balanced
- spokespeople should be well-versed in the key messages and aims of the RDA initiative
- when speaking as a committee spokesperson, views expressed will be taken as those of the committee and not the individual, and
- anything you say, even in general conversation, can be used by the media.

RDA committees should contact the relevant State Director:

- for advice on matters for discussion or information on government initiatives
- to provide advance notification of intention to speak to the media where practical, and
- to provide a subsequent debrief of media contact (short email of matters discussed).

When representing the RDA committee, a member should not express their personal opinion on a political or social issue if that is not the opinion of the RDA committee.

5.6 EVENTS

RDA committees should notify the Department of upcoming events (openings, launches, award ceremonies, etc.) at least one month in advance via an email to the relevant State Director within the Department. Please c.c. rdacommunications@infrastructure.gov.au.

If you would like to have ministerial representation at an event you must provide a letter of invitation to the relevant Minister's Office (c.c the relevant State Director within the Department).

5.7 DEPARTMENTAL COMMUNICATION PRODUCTS AND ACTIVITIES

The Department supports RDA committees by providing:

- guidelines for branding and communication, including a suite of design files
- a national website, including latest news and operational announcements
- a monthly newsletter for regional stakeholders, and
- communication materials, including national and state RDA brochures and posters.

6 DIGITAL FILE FORMATS

The file format reference and application guide is provided to assist with the use of the brandmark.

Individual suppliers may have preference for other formats depending on applications and programs used – it is recommended that you consult with your supplier before supplying artwork.

ADOBE ILLUSTRATOR EPS FORMAT

CMYK, RGB, spot colour, one colour, greyscale, monotone and reversed versions are supplied in EPS format.

This format is best suited for use with all offset press, screen printed and large format printed applications, as this is vector art and can be scaled to any size required.

TIF FORMAT

CMYK, RGB, one colour, greyscale, monotone and reversed versions of the brandmark are supplied in TIF format.

This format is suitable for all printed applications, but should not be scaled larger than 100 per cent as image quality will be lost.

JPEG FORMAT

RGB, one colour, greyscale, monotone and reversed versions of the brandmark are supplied in JPEG format.

Due to its small file size, this format is most suited for use in screen applications, for example PowerPoint presentations.

It is not suitable for offset printing.

GIF FORMAT

RGB, one colour, greyscale, monotone and reversed versions of the brandmark are supplied in GIF format.

Due to its compression qualities, this format is most suited for web application.

It is not suitable for offset printing.

BMP FORMAT

RGB, one colour, greyscale, monotone and reversed versions of the brandmark are supplied in BMP format.

This format may be placed in programs such as Microsoft Word and PowerPoint as an alternative to a JPEG.

It is not suitable for offset printing.

7 FURTHER INFORMATION

Any further queries regarding RDA communication products and activities should be directed to rdacommunications@infrastructure.gov.au.