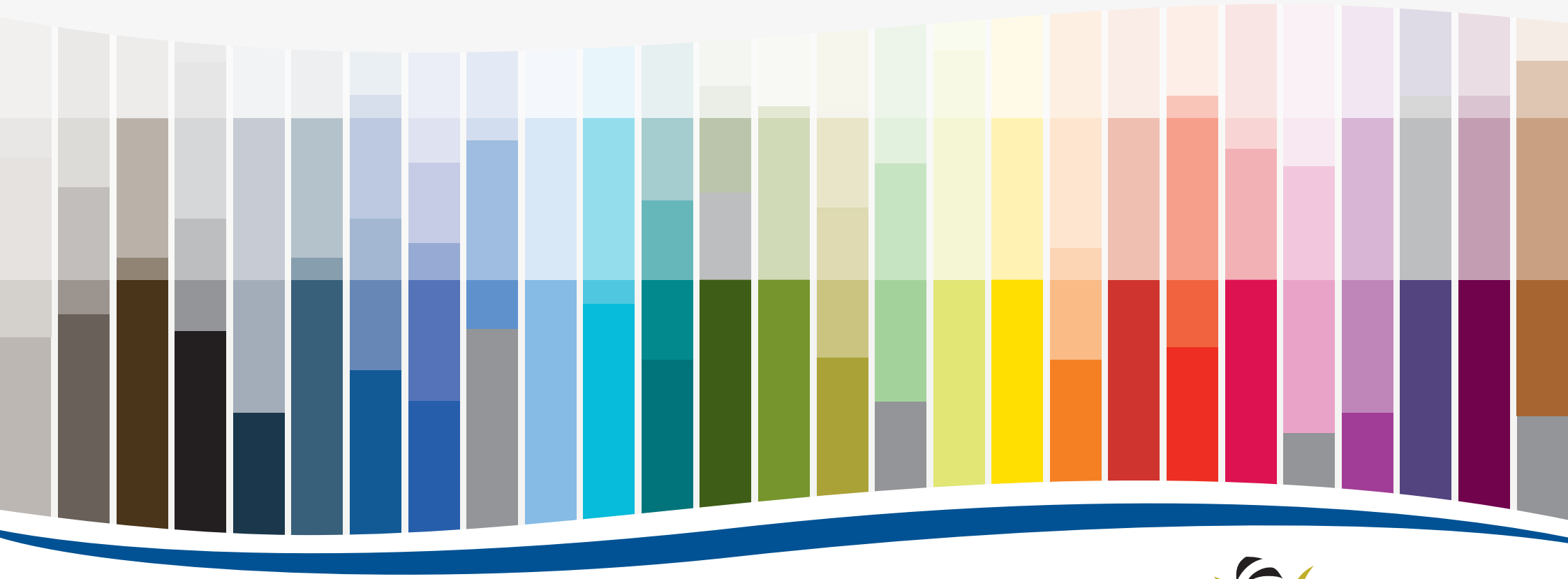


SIXTH EDITION – JULY 2015

Tasmanian Government

Style Guide and Logo Policy



Contacts for advice

Agency communications managers

Agency communications managers are the first point of contact for Style Guide and Logo Policy queries. A current list of the names and contact details of all agency communications managers can be found at www.communications.tas.gov.au

YOUR COMMUNICATIONS MANAGER:

NAME	PHONE NUMBER

Further policy advice

Contact the Communications and Protocol Unit of the Department of Premier and Cabinet (DPAC) for more information on the Style Guide and Logo Policy.

Phone: 6270 5474

Email: info@communications.tas.gov.au

Contact for approvals

Any applications for exemptions or approvals must be submitted through your Agency Communications Manager.

Manager, Communications and Protocol Unit

The Manager, Communications and Protocol Unit, DPAC, is responsible for approving:

- › submissions for exemption from mandatory elements of the policy
- › development of graphic devices and sub-brands
- › campaign exemptions.

Mandy Denby

Manager, Communications and Protocol Unit

Phone: 6270 5474

Email: Mandy.Denby@dpac.tas.gov.au

or

info@communications.tas.gov.au

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Our identity

In a crowded market place, there is nothing more important than our brand.

Tasmanians have confidence in the credibility and authority of advice, services and information which carries our brand. The *Tasmanian Government Style Guide and Logo Policy* has been developed with this in mind. Application of the following formats and rules helps departments create consistent communications that complement each other and clearly identify services and information provided by the Tasmanian Government.

Tasmanian Government logo

The logo is a copyright design and has been registered as a trademark under the *Trademark Act 1995* (Commonwealth).

The logo is both an identifying device and a visual communication of the Tasmanian brand essence.

The Tasmanian brand

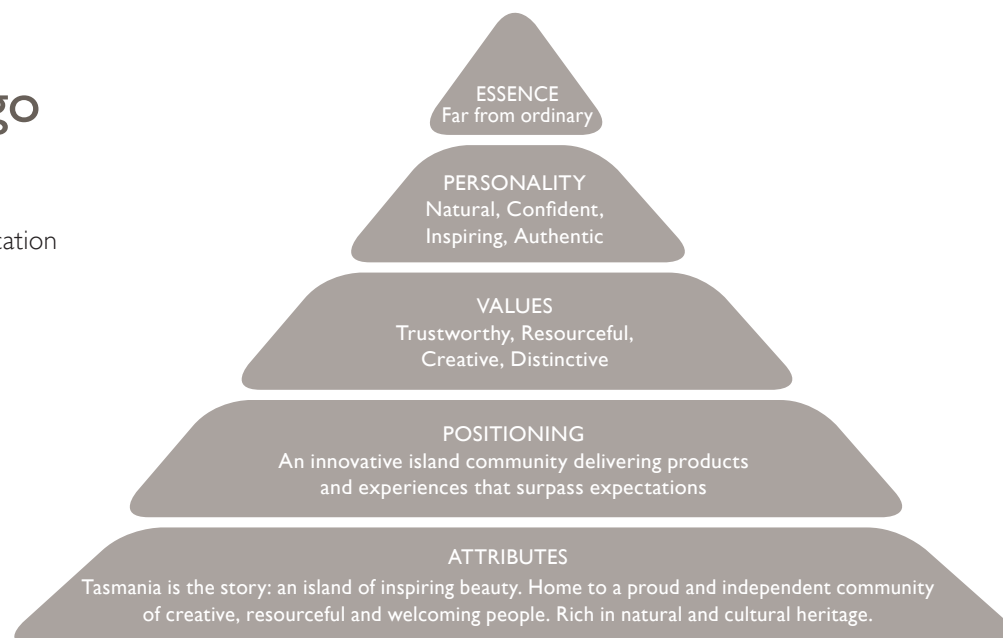
The *Tasmanian Government Style Guide and Logo Policy* is aligned to the broader Tasmanian brand.

These values and personality traits reflect our aspirations and should inform our communication development.

For more information see the Brand Tasmania website at www.brandtasmania.com.



Vertical version of Tasmanian Government Logo



This guide

The *Tasmanian Government Style Guide and Logo Policy* has been developed to help apply the elements of the Tasmanian Government brand.

It aims to serve as an aid for those within, and external to, the Tasmanian Government to ensure the identity remains clear and consistent.

More information, including templates and examples of the use of elements, is available on our website www.communications.tas.gov.au

Key terms

Keyword	Interpretation
MUST	The item/approach is mandatory.
MUST NOT	This item/approach must be excluded from use.
SHOULD	Valid reasons to deviate from the item may exist in particular circumstances, but the full implications need to be considered before choosing this course.
SHOULD NOT	Valid reasons to implement the item may exist in particular circumstances, but the full implications need to be considered before choosing this course.
RECOMMENDED	The specified action is regarded as being best practice in context of the <i>Style Guide and Logo Policy</i> and preferred but not mandatory.
PREFERRED	The specified action is preferred but not mandatory.
FLEXIBLE	The item/approach had been designed to support the mandatory elements, but is optional in application.

Accessibility

Accessibility for people with disability and low-literacy is to be considered in the production of all communications.

In particular, the Tasmanian Government must ensure information made available on websites is published in accordance with WCAG 2.0 level AA accessibility requirements.

For further information on accessibility requirements, refer to the *Tasmanian Government Communications Policy* or your agency's Disability Action Plan.

Supporting documents

The *Tasmanian Government Style Guide and Logo Policy* is an appendix of the *Tasmanian Government Communications Policy* and should be read in conjunction with this document. The policy articulates the accountability structure for Government communications, including specific procurement requirements for communications services.

The *Ministerial Stationery Guide* is a supporting document to the *Tasmanian Government Style Guide and Logo Policy*.

Complementary style documents

The following areas of the Tasmanian Government have developed their own style guide to complement this document and extend their own identity:

- › Skills Tasmania
- › Service Tasmania
- › Parks and Wildlife Service
- › The Training Consortium
- › TMD
- › Department of Education – for schools
- › Department of Health and Human Services
- › Department of Treasury and Finance
- › TasTAFE
- › Housing Connect.

Communications in a caretaker period

During the period preceding an election for the House of Assembly, the Government assumes a 'caretaker role'. The business of Government continues and the provision of services remains unchanged. However, caretaker conventions are implemented to protect the apolitical nature of the State Service during an election campaign.

At the beginning of the caretaker period, individual agencies need to review all communications activity, including television and print advertising, newsletters and information on websites, to ensure it is apolitical and does not promote the Government's policies or emphasise the achievements of the Government or a Minister.

Read the full State Election Caretaker Conventions at www.dpac.tas.gov.au

Who does this policy apply to?

Government agencies

The policy applies to the following Tasmanian Government agencies:

- › Department of Education
- › Department of Health and Human Services
- › Department of Justice
- › Department of Police and Emergency Management
- › Department of Premier and Cabinet
- › Department of Primary Industries, Parks, Water and Environment
- › Department of Treasury and Finance
- › Department of State Growth
- › Tourism Tasmania.

Other organisations

The logo **may be** used by:

- › Government business enterprises (GBEs) as defined in Schedules 1 and 2 of the *Government Business Enterprises Act 1995*. GBEs and state-owned companies (SOCs) are not compelled to use the Tasmanian Government logo because of their commitment to their own corporate identity, which relates directly to their trading activities.
- › any other entity that is wholly controlled by the Tasmanian Government or subject to ministerial direction with approval of the Secretary, Department of Premier and Cabinet.

The logo **may not** be used by any other entity that is not wholly controlled by the Tasmanian Government or subject to direct ministerial control (e.g. joint State/Australian Government/industry bodies).

Sub-brands

A sub-brand is an area of the Tasmanian Government that has been granted permission to develop its own logo as an extension of the Tasmanian Government branding for operational, communications and/or marketing purposes.

To be recognised as a sub-brand, and therefore develop a sub-brand logo, approval must come from the Secretary, Department of Premier and Cabinet, via the Manager, Communications and Protocol Unit.

There are specific requirements for presenting the sub-brand logo in conjunction with the Tasmanian Government logo, as outlined in this guide. All of the mandatory elements of the *Style Guide and Logo Policy* must be applied to sub-brand material.

Sub-brand organisations are also required to comply with the broader *Tasmanian Government Communications Policy*.

Branding guidelines for sub-brands start on page 59.

Elements of the brand

Key elements

The key elements of the brand are:

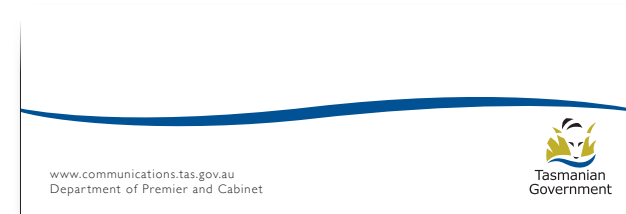
1. Logo
2. Basewave device
3. Font
4. Colour palette

Refer to the “applying the brand” section of this Style Guide for application requirements for specific communications channels.

Exemptions from meeting the application requirements must be sought from the Manager, Communications and Protocol Unit, DPAC, through your Agency Communications Manager.



Logo



Basewave device

*Heading is
placed here*

Font



Colour palette

Tasmanian Government logo

There are two versions of the primary Tasmanian Government logo – a vertical version and a horizontal version. Use the version of the logo that will achieve the most effective representation of the logo in the space available.

Tasmanian Government logo with 'Explore the Possibilities' strapline

The 'Explore the Possibilities' strapline version of the Tasmanian Government logo may only be used on marketing materials of the Tasmanian Government where it is deemed appropriate.

Seek advice from the Agency Communications Manager prior to using this version of the logo.

Minimum size, colour and clear space requirements for the 'Explore the Possibilities' strapline version of the logo are the same as for the primary Tasmanian Government logo – see next page.

NOTE: Examples are scaled down



Tasmanian Government logo – vertical version



Tasmanian Government logo – horizontal version



'Explore the Possibilities' strapline version of the logo – vertical version



'Explore the Possibilities' strapline version of the logo – horizontal version

Size

The minimum size for reproduction of the logo is 20mm wide if vertical and 30mm wide if horizontal.

If the surface area of the object does not allow the logo to be used at the minimum size (i.e. on a pen) use a tas.gov.au URL in its place.

Clear space

A certain amount of space must be maintained around the logo. The exclusion zone (pictured right) shows the minimum space required which must be left clear. Clear space is measured by the 'T' in Tasmania.

Under no circumstances is a business unit or department name to be attached to the logo.

Colours

The logo appears in three colours: Blue PMS 653, Olive PMS 618 and Black.

Logo files

Logo files are available from www.communications.tas.gov.au, or, if external to Government, contact the relevant Agency Communications Manager.



BLACK	PMS 653	PMS 618
C 0 R 0	C 94 R 0	C 14 R 172
M 0 G 0	M 57 G 90	M 10 G 163
Y 0 B 0	Y 4 B 150	Y 85 B 56
K 100	K 18	K 27
HEX 00000	HEX 005A96	HEX ABA238



Black mono vertical version of Tasmanian Government Logo



Black mono horizontal version of Tasmanian Government Logo



Blue mono vertical version of Tasmanian Government Logo



Blue mono horizontal version of Tasmanian Government Logo

Block shapes are examples of background colour only



Reverse mono black vertical version of Tasmanian Government Logo



Reverse mono black horizontal version of Tasmanian Government Logo



Reverse mono blue vertical version of Tasmanian Government Logo



Reverse mono blue horizontal version of Tasmanian Government Logo

If the logo is to appear in one colour, it must be black, Blue PMS 653, or white e.g black or blue logo on a white background or a white logo reversed out of a solid background. If the logo is to appear on a coloured background, a mono version of the logo must be used. Use either black or white – whichever provides maximum contrast.

The logo is not to appear on an image, such as a picture or photo, where it can be avoided. If the logo has to appear on an image, use a mono version (either white or black) for maximum contrast.

Do's

DO

The logo **must only** be used in the forms specified and illustrated in the *Style Guide and Logo Policy*.

TIP:

When resizing the logo in Microsoft Word and other design applications make sure you hold the shift key down to scale proportionately.

Don'ts

DO NOT

Department of Education

Do not put the department or business unit name underneath the logo or to appear as part of the logo.

DO NOT

No outlines of any kind can be used.

DO NOT

Do not use any other colours or use any other typefaces other than those specified.

DO NOT

Do not change the format, colour or shape of the logo.

DO NOT

Do not create your own version or add text underneath.

DO NOT

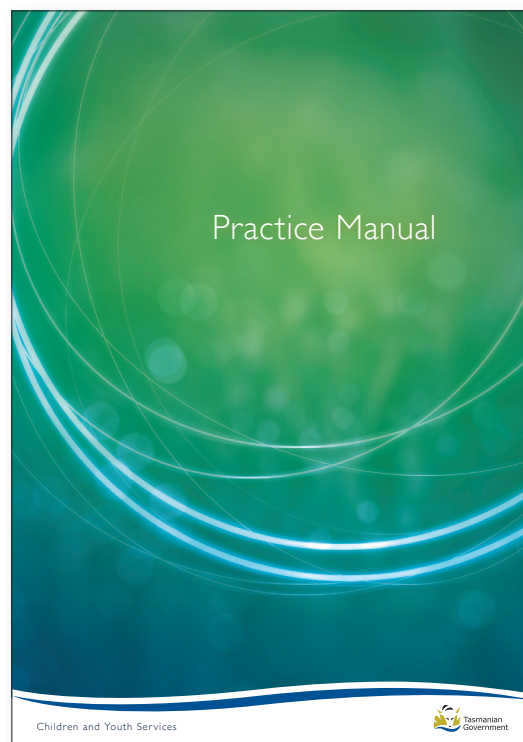
Do not place the colour logo on a coloured background or an image, use the mono version.

NOTE: Examples are scaled down

Basewave device



Example of banner



Example of booklet that uses the horizontal version of the logo to save space.

TIP:

The basewave must not be distorted. If unsure, compare the design to the example provided on this page or see examples on pages 19–20.

TIP:

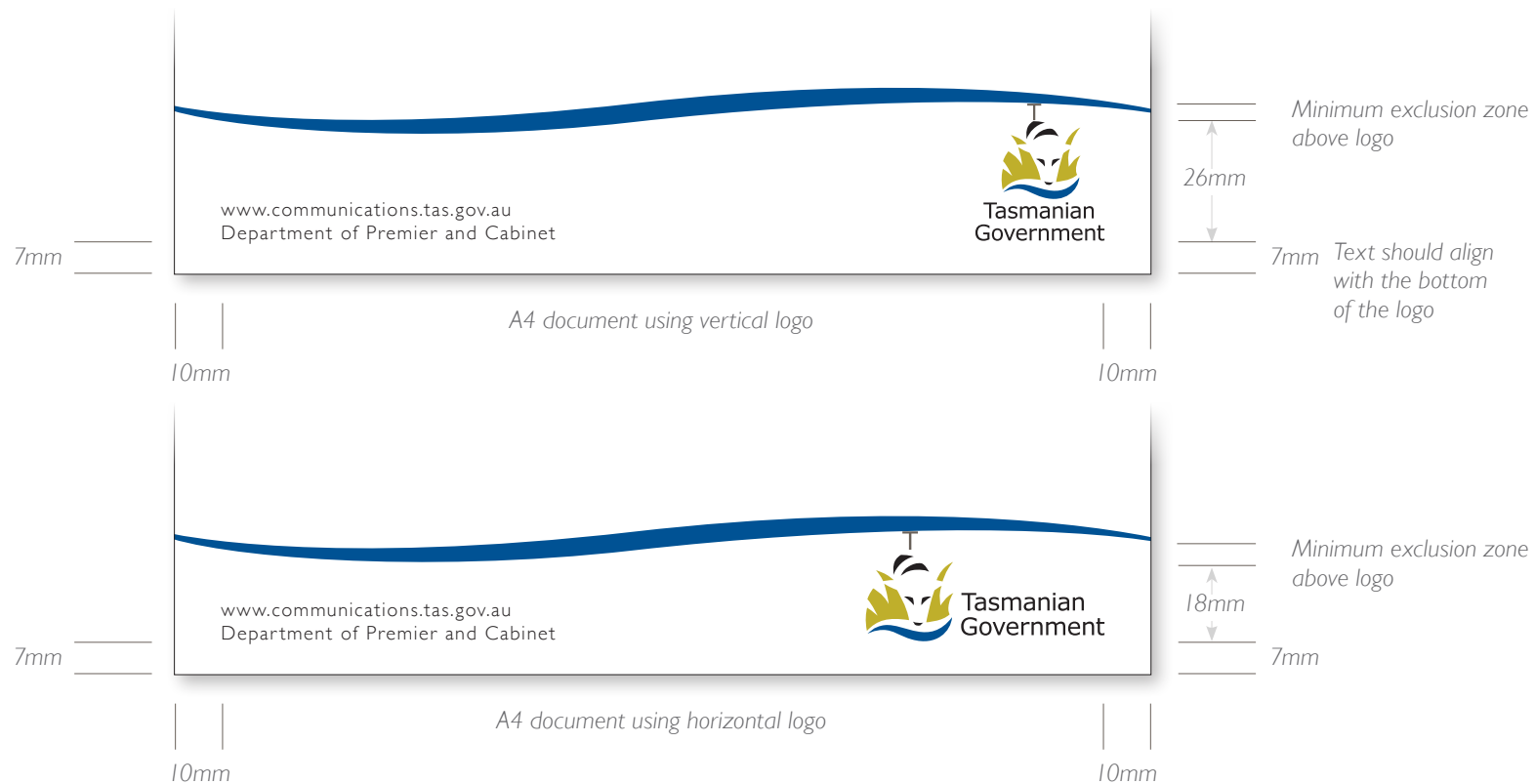
The vertical logo is taller than the horizontal logo. Using the horizontal logo allows the basewave to move lower on the page and gives more room for the design content.

Format

The basewave provides a divide between the general design and the logo. It is a strong element of the Tasmanian Government brand.

The logo must be positioned below the basewave in the bottom right-hand corner. The department name or other identifying text (see page 17) should appear in the left-hand bottom corner and should be clearly separate from the logo. Using the basewave and logo in this consistent manner will create a strong identifier.

NOTE: Examples are scaled down



Size

The basewave should extend from one side of the design to the other. A white border will be unavoidable when printed inhouse.

The logo must be the minimum size of 20mm wide (if vertical version used) or 30mm wide (if horizontal version is used).

The basewave must not be distorted. If unsure, compare the design to the example provided above.

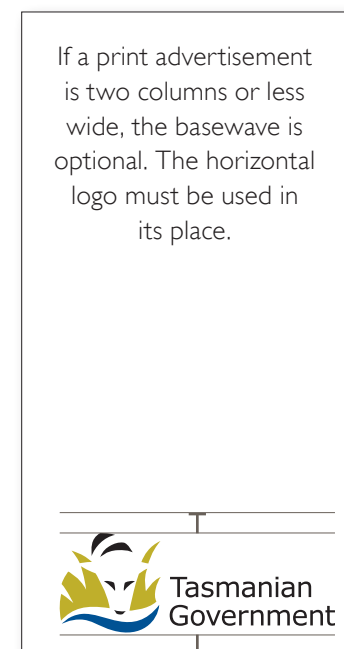
NOTE: Examples are scaled down



h

h

Extra-wide format (width is more than twice the height)



2 column

Extra-narrow format
(format is two columns or less)

Use of the basewave is mandatory. However, the proportions of some formats make it impractical to apply the basewave in design.

1. **Extra-wide format.** If the width of a format is more than twice the height, use of the basewave is optional. If you choose not to use the basewave, the logo should still be positioned in the bottom right-hand corner of the design.
2. **Extra-narrow format.** In the case of print advertisements, if a format is two columns or less in width, use of the basewave is optional. If you choose not to use the basewave, it is to be replaced by the horizontal logo. The exclusion zone must be maintained around the logo.

Text

Text below the basewave must be restricted to two lines and may include:

One line Department name

OR

Business unit name

OR

URL

Two lines Department name

OR

Business unit name AND Department name

OR

Contact number AND Department name

OR

URL AND Department name

OR

Contact number AND URL

Text may only run to three lines when the department name does not fit in two lines. In the case of a joint project between two or more agencies, no department name should be specified. Leave the area blank and represent the agencies in the area above the basewave.

The inclusion of a URL or a contact number below the basewave is intended to allow this space to act as a 'call to action' as well as a design element.

Department of Premier and Cabinet

Department name

Community Development Division

Business unit name

www.dpac.tas.gov.au

URL

Department of
Economic Development, Tourism and the Arts

Department name

Community Development Division
Department of Premier and Cabinet

Business unit name above Department name

1300 135 513

Department of Premier and Cabinet

Contact number and Department name

www.dpac.tas.gov.au

Department of Premier and Cabinet

URL and Department name

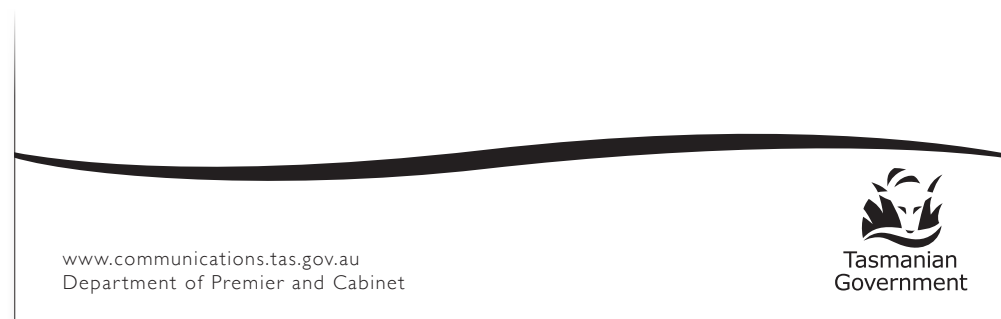
1300 135 513

service.tas.gov.au

Contact number and URL

The recommended font size for an A4 format is 12pt Gill Sans light, 80 kerning (optional), 15pt leading. This should be scaled in proportion to size of the format used.

NOTE: Examples are scaled down



Example of mono A4 document. Logo, basewave and text all in black

Colour

The basewave may appear in three colours: blue, black or reversed out of a solid colour.

If appearing in colour: the basewave must only be Blue PMS 653, the logo must appear in its specified colours and the font must be black. The background below the basewave must be white.

If appearing in black: the background colour above and below the basewave must be white. The logo must be black.

If appearing in white: the basewave and logo may be reversed out of a solid background colour. It must not be reversed out of an image.

NOTE: Examples are scaled down

Do's and Don'ts

DO

Use an echo basewave so you can have a photo above the basewave



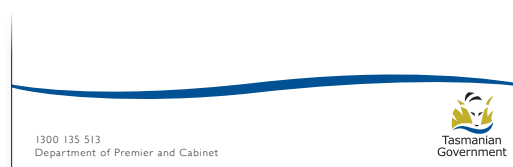
DO

Fade a solid colour above the basewave into a photo to enable a white basewave to be reversed out of a solid colour



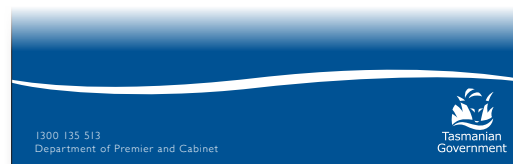
DO

With contact number/department name align the text with the bottom of the logo



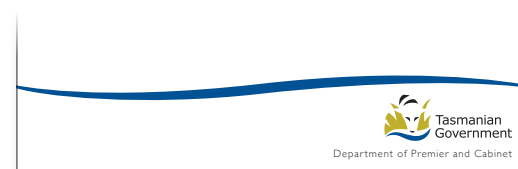
DO

Basewave reversed out of a solid colour



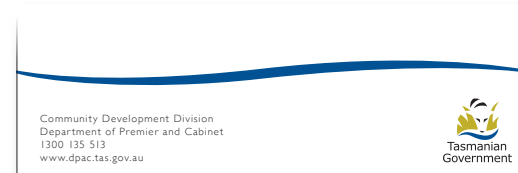
DO NOT

Department name under logo



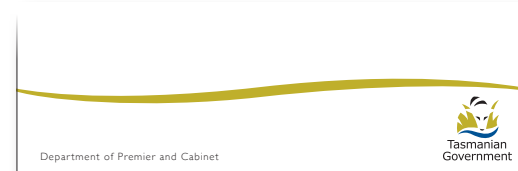
DO NOT

Contact block including phone number and address on left pushing basewave too high



DO NOT

Basewave different colour other than Blue PMS 653



DO NOT

Have a different colour above and below a reversed out basewave



Font

Gill Sans **BOLD**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Gill Sans **BOLD ITALIC**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Gill Sans **REGULAR**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Gill Sans **REGULAR ITALIC**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Gill Sans **LIGHT**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Gill Sans **LIGHT ITALIC**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Arial **REGULAR**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Arial Regular Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Arial **Bold**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Arial **Bold Italic**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Typeface

The mandatory font is the Gill Sans family. (Also known as Gill Sans MT)

Headings and sub-headings should be Gill Sans regular, bold, italic or light. Body copy should be Gill Sans light.

It is recognised that this font is not always accessible. In the absence of Gill Sans or Gill Sans MT, the substitute font is Arial.

Web font

The mandatory font for the web is Arial. The fallback font must be a generic sans-serif. See page 50 for more detail.

Size

In all Government communications material, the minimum type size should be 10pt. Only disclaimers, footnotes and some stationery text should be a smaller type size.

If a document is being professionally set – by an in-house designer or external agency – the font may be smaller. However, issues of legibility must be considered.

The following measurements are recommended for professionally set documents:

Newsprint advertising: Body type size minimum 7.8pt with 8.8pt – 9.3pt leading.

Long documents: (i.e. reports) minimum body type size 8.5pt with 10pt leading.

Typography

The heading, including font size, style and placement, is flexible.

Gill Sans LIGHT

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

MINIMUM SIZE: Gill Sans light 10pt

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

MINIMUM SIZE: Gill Sans 7.8pt on 9.3pt leading

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

MINIMUM SIZE: Gill Sans 8.5pt on 10pt leading

Main heading is placed here

Sub heading is placed here

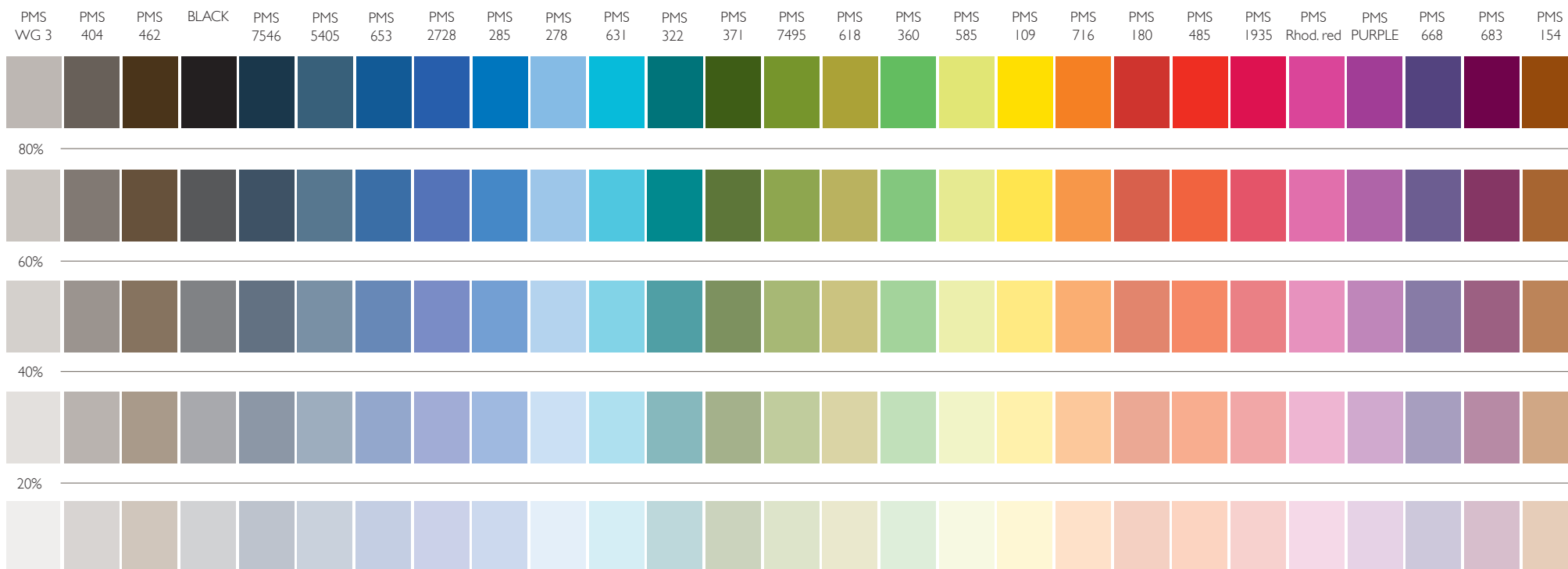
Main heading is placed here

Sub heading is placed here

Examples of main headings and sub headings

Colour palette and tints

The design colour palette is made up of 27 colours that have been chosen to reflect the colours of the Tasmanian landscape and the services of the Tasmanian Government.



TIP:

Remember, when choosing colours for your design you can complement 100% colours with tints of the same colour or other colours.

TIP:

Remember to check the colour combinations you have chosen achieve sufficient contrast to meet WCAG 2.0 Level AA accessibility requirements.

Colour breakdowns

The colour breakdowns have been prepared as a guide to producing specified colours, in different mediums. Please note: The colours printed throughout this booklet are intended as a guide, not to accurately match the Pantone Colour Standards. They will look different depending on how they are viewed and printed. What you see on your computer monitor may vary from what is printed on your office printer, and again from a professional print. Due to these variations it is recommended you match the relevant Pantone colours for complete accuracy.



PANTONE + COLOUR BRIDGE COATED (PMS CP)

	WG 3	404	462	BLACK	7546	5405	653	2728	285	278	631	322	371	7495	618	360	585	109	716	180	485	1935	Rhod. red	PURPLE	668	683	154
--	------	-----	-----	-------	------	------	-----	------	-----	-----	-----	-----	-----	------	-----	-----	-----	-----	-----	-----	-----	------	-----------	--------	-----	-----	-----

CMYK

Cyan	9	20	28	0	73	68	94	90	90	45	74	97	50	42	14	63	14	0	0	3	0	1	9	40	70	26	8
Magenta	11	25	48	0	45	35	57	68	48	14	0	9	9	5	10	0	0	9	61	91	95	100	87	90	77	99	66
Yellow	13	30	71	0	24	17	4	0	0	0	13	39	98	98	85	84	68	100	99	86	100	55	0	0	7	12	100
Black	20	59	73	100	66	40	18	0	0	0	0	34	61	29	27	0	0	0	0	12	0	6	0	0	23	50	41

sRGB

Red	190	105	75	0	30	57	0	38	0	134	0	0	64	120	172	101	226	255	245	206	238	220	219	162	85	112	148
Green	183	96	53	0	56	96	90	94	118	187	188	117	93	149	163	189	231	223	128	55	49	19	70	63	67	0	75
Blue	179	90	29	0	75	122	150	172	190	230	218	122	24	44	56	96	118	0	33	47	36	81	153	151	126	75	15

Web hexadecimal

100% tint	BDB7B2	696059	4A351C	000000	1D374B	39607A	005A96	265EAC	0076BD	85BBE5	00BCD9	007479	405D17	77942B	ABA238	64BD5F	E1E676	FFDF00	F48021	CE362F	EE3123	DC1350	DA4598	A13E97	54437E	70004B	934B0F
80% tint	C8C3BF	817873	67513B	323232	3F5265	58768E	3D6FA4	5573B8	4788C8	9DC6EA	52C6DF	00878E	5D7538	8EA54E	BAB15D	85C77E	E6EA91	FFE34F	F79649	D6604C	F16340	E15568	DF70AB	AF64A8	6C5D90	853764	A66532
60% tint	D3CFCC	9B948F	86725E	666666	627183	7990A5	6888B6	78BDC6	759FD3	B4D2EE	84D2E6	529DA4	7E905F	A6B775	C9C180	A3D39B	ECEFAF	FFE981	FAAE73	DF836C	F58967	E77F84	E592BE	BE86BA	877AA5	9D5F81	BA8359
40% tint	DFDCD9	B8B3AF	A89989	999999	8C97A5	9EADB8	92A7CA	AIACD7	9FB9E0	CCDFF3	AEE0ED	87B7BC	A3AF8A	C0CB9C	D8D2A4	C0E0B9	F1F3C7	FFEF8A	FCC79B	E8A793	F9AD90	EEA5A5	ECB4D2	D0A9CF	A79DBD	B78AA3	CFA684
20% tint	ECEAE8	D7D3D1	CEC5BB	CCCCCC	BDC2CB	396079	C2CBE0	CBD1EA	CCD8EE	E3EDF8	D5EEF4	BDD5D8	CBD2BC	DBE1C8	E8E5CC	DEEEDA	F6F8E1	FFF5D2	FEE1C8	F2CF81	FCD4C1	F6CFCC	F4D7E8	E4D1E6	CCC7D9	D5BDCB	E4CCB9

PANTONE+ (PMS) and CMYK – used for professionally printed material.

sRGB – used in screen applications i.e. Word documents.

Web hexadecimal – used in screen applications, primarily for web publication.

All colour codes were generated from within Adobe Illustrator using the PANTONE+ Colour Bridge Coated swatch book. Illustrator was chosen as the most efficient industry-standard program for producing colour codes for a range of outputs; while Colour bridge is designed to retain consistency when changing between colour spaces/medium outputs. Note that colours are subject to a number of variables, including monitor brightness, contrast and calibration and individual program colour profiles.

How to use the Tasmanian Government logo

Representing more than one Tasmanian Government agency

Only one Tasmanian Government logo is to be used where more than one Government agency is involved.

Only one agency may be mentioned under the basewave. In the case of a joint project between two or more agencies, leave the area under the basewave blank or consider using 'Tasmanian Government' or one URL, see page 17.

Reference to individual agencies and/or business units may also appear above the basewave within the text or design. Agency names should not be positioned so that they appear to be part of or connected to the Tasmanian Government logo.

Partnerships, sponsorships and support

There are many situations in which the Tasmanian Government needs to be acknowledged for its involvement with external organisations.

These occasions can be divided into three broad groups:

Partnerships

The Tasmanian Government is working with another organisation in delivering a project, program or service. A partnership denotes that both parties have equal ownership or are making equal contribution to the project.

Sponsorships

The Tasmanian Government has a formal sponsorship agreement to provide monetary or in-kind support.

Support

The Tasmanian Government has a formal agreement to endorse, fund or provide in-kind or monetary support, for example, support given through a formal grant deed.

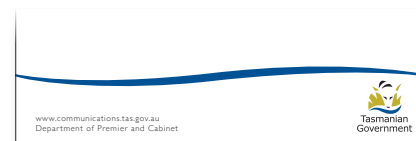
See pictorial examples on the next page.

NOTE: Examples are scaled down

The following table will help you determine which situation applies:

Read the first statement and answer the questions until you reach a conclusion.

Is the Tasmanian Government the main owner of the initiative, with other organisations involved to a lesser degree?	YES	This is a Tasmanian Government project.	The <i>Tasmanian Government Style Guide and Logo Policy</i> is to be applied. Logos of supporting organisations may appear above the basewave. No other logos are to appear below the basewave.
NO			
Is the Tasmanian Government one of two or more organisations who have equal ownership of the initiative?	YES	This is a partnership.	The Tasmanian Government logo must be presented with equal representation alongside the logos of participating organisations. The mandatory elements of the <i>Style Guide and Logo Policy</i> , beyond the logo specifications, do not apply. It is recommended that both parties agree in writing how the initiative will be branded and equal representation of both logos achieved.
NO			
Does the Tasmanian Government have a formal sponsorship agreement for the initiative – for either in-kind or financial support?	YES	This is a sponsorship arrangement.	Use the 'Sponsored by' Tasmanian Government logo. Note minimum size requirements for the logo. The <i>Style Guide and Logo Policy</i> , beyond the logo specifications, does not apply. If the logo appears with other sponsor logos, the 'sponsored by' words may be removed.
NO			
Does the owner of the initiative need to recognise Tasmanian Government's in-kind support, endorsement or funding (through a funding agreement such as a grant deed) of the initiative?	YES	The Tasmanian Government supports the initiative.	Use the 'Supported by' Tasmanian Government logo. Note minimum size requirements for the logo. The <i>Style Guide and Logo Policy</i> , beyond the logo specifications, does not apply. If the logo appears with other supporter logos, the 'supported by' words may be removed.



To access 'supported by' and 'sponsored by' logos, visit www.communications.tas.gov.au

NOTE: Examples are scaled down



*The Tasmanian Government logo is to be the same height as the full Australian Government logo.
Coat of Arms must be a minimum of 20mm wide.*

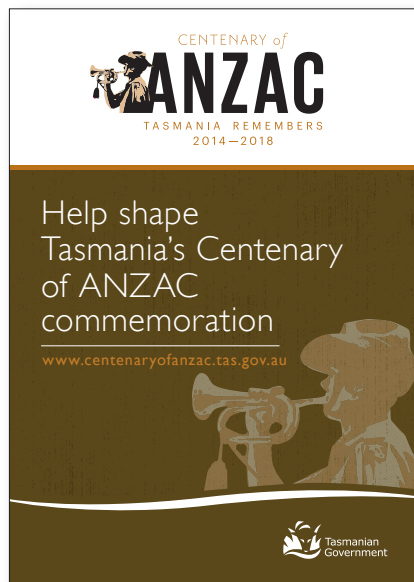
Use with the Australian Government logo

The Tasmanian Government logo may be used alongside other government logos – state, territory and Federal.

When being placed side-by-side, the Australian Government logo must be positioned on the left of the Tasmanian Government logo, at a minimum width of 20mm for the Coat of Arms.

The Tasmanian Government logo is to be the same height as the full Australian Government logo.

NOTE: Examples are scaled down



Example of how graphic devices should be placed



Aussie of the Month graphic device



TasALERT graphic device
Department of Premier and Cabinet



Healthy Mouth Healthy Body device
Department of Health and Human Services

Promotional and graphic devices

A promotional or graphic device is any illustration or graphic that has been developed to represent a program or initiative. The device must be used within the Tasmanian Government design framework: It is not considered to be a logo and may not be placed below the basewave. It may be included in the general area of a design above the basewave.

Promotional and graphic devices are not to be used on stationery. Only sub-brand logos are permitted on stationery, see page 63.

The development of any new promotional or graphic device requires approval from Manager, Communications and Protocol Unit, **prior to production**. Usually a project planning document will be required to assess an application. Generally a promotional or graphic device will not be approved for a business unit or area of the Tasmanian Government. Business units or areas should be represented using the Tasmanian Government logo.

Using the Tasmanian brand mark in Government

The Tasmanian brand mark is managed by Brand Tasmania. It is designed to communicate messages that promote the value of being 'Tasmanian' and the State's appeal as a place to live and work, visit, learn, trade and invest. The **Brand Tasmania** website (www.brandtasmania.com.au) provides more information about the brand mark and its accompanying design framework.

The use of the brand mark is not mandatory in Government but agencies can elect to use it in circumstances as outlined here.

Using the Tasmanian brand mark in conjunction with the Tasmanian Government logo

Government departments can choose to use the Tasmanian brand mark in conjunction with the Tasmanian Government logo when communication efforts:

- promote Tasmania as a **destination** (to visit, work, live or study) to primarily **domestic audiences** (local and interstate)
i.e. Tourism Tasmania campaigns appearing in interstate newspapers; Events Tasmania banners displayed at supported events such as the Evandale National Penny Farthing Championships
- promote Tasmania's **capabilities** to primarily **domestic audiences** (local and interstate) i.e. a television campaign promoting Tasmania's education and training system that is broadcast in Tasmania and interstate.

In these instances, departments are not required to use other mandatory elements (base wave, font, colour palette) of the *Tasmanian Style Guide and Logo Policy*.

The Tasmanian Government logo should be applied in a manner that clearly identifies the Government as the source/contact point, but the Tasmanian brand may have prominence.

Using only the Tasmanian brand mark

Government departments can choose to use only the Tasmanian brand mark, and its broader design framework, when communication efforts:

- promote Tasmania as a **destination** (to visit, work, live, study) to primarily **international audiences** i.e. Tourism Tasmania campaign material destined for international markets
- promote Tasmania's **capabilities** (i.e. relevant to trade and investment) to primarily **international audiences** i.e. promoting premium food exports, niche manufacturing, ICT services etc at trade fairs.

Supplementary material

In circumstances where supplementary material is distributed to international audiences promoting the Government as a source of further information or assistance (i.e. brochures distributed at a trade fair), the Government logo must be used in conjunction with the Tasmanian brand mark.






Exceptions to this rule may include cases in which the application of two logos is not practical i.e. merchandise such as coasters and pens.

Recognising Government support or sponsorship

Where the Tasmanian Government is providing support or sponsorship to a third party organisation, this is to be recognised through use of the 'supported by' or 'sponsored by' version of the Government logo, as outlined in this guide, see page 27.

Exceptions to this rule may include cases in which the sponsorship is designed to promote Tasmania as a **destination** (to visit, work, live or study) or to promote Tasmania's **capabilities**.

NOTE: Examples are scaled down

Are you primarily promoting a Tasmanian Government initiative, service or program?	YES	Use the Tasmanian Government logo and design framework.	
NO			
Are you promoting Tasmania as a destination or Tasmania's capabilities in a particular sector?	NO	Use the Tasmanian Government logo and design framework.	
YES			
Is the target audience primarily domestic (Tasmanians and interstate audiences)?	YES	You must use the Tasmanian Government logo in conjunction with the Tasmanian brand mark. The Tasmanian Government design framework (colour palette, base wave and font) is not mandatory; the Tasmanian brand design framework may have prominence.	 
NO			
Is the target audience primarily international?	YES	You may choose to use only the Tasmanian brand mark and the brand design framework.	



Example of a publication promoting Tasmania's capabilities to a primarily international audience

NOTE: Examples are scaled down

Stationery

Mandatory: logo, font and stationery templates.

The following examples are set templates and no alteration to design is allowed. Specifications of the printed matter shown are to be strictly adhered to by all agencies.

To access generic Microsoft Word templates visit www.communications.tas.gov.au or check your Agency intranet.

Letterheads

Stationery is printed in three colours unless specifically required in one colour (black). No other colour combination is available.

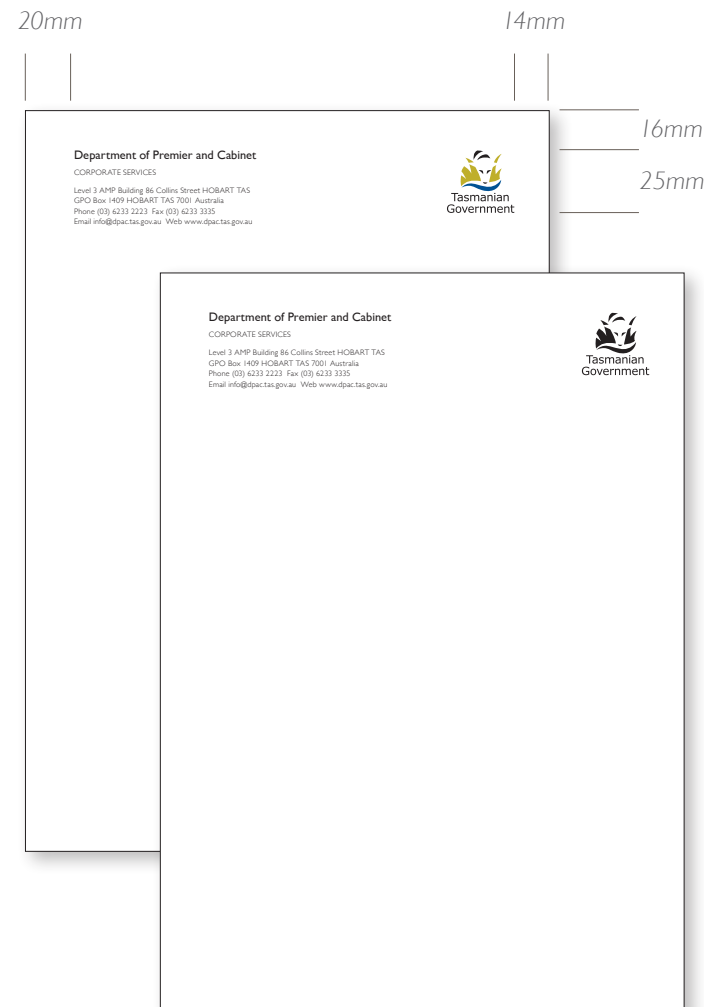
The logo should be placed in the top right-hand corner. Body copy is to be left aligned.

Stationery does not use the basewave device.

The mandatory font is Gill Sans, or – only where Gill Sans is unavailable – Arial.

Note: when using window envelopes, indent the recipient address to 30mm or as required (but **not** the department address or body copy).

There should be no punctuation in the address lines. The city and state should also be in capitals. Australia Post have provided this layout advice as it is the most easily read, by Australia Post's automated systems.



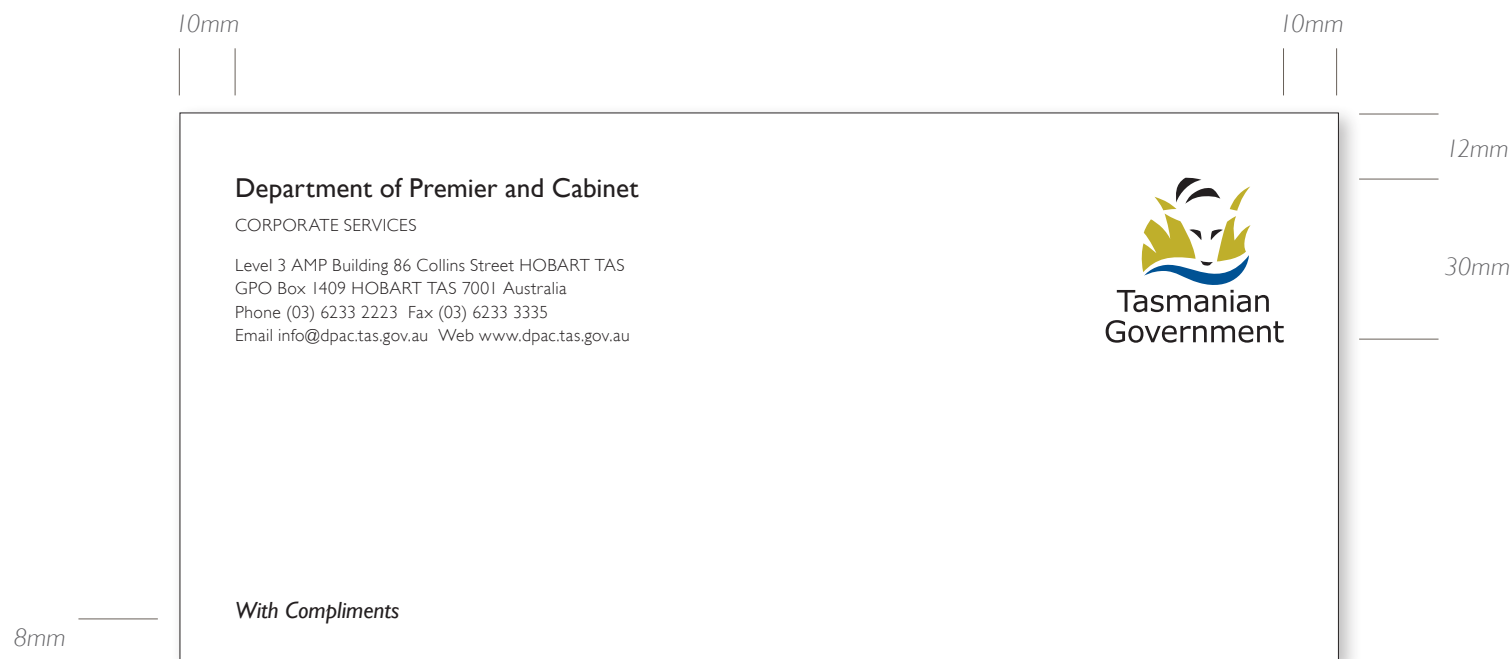
A4 letterheads

Department name – Gill Sans regular 14pt

Unit name – Gill Sans light capitals 9pt on 12pt leading
(2mm space before)

Address – Gill Sans light 9pt on 12pt leading (3mm space before)

NOTE: Examples are scaled down

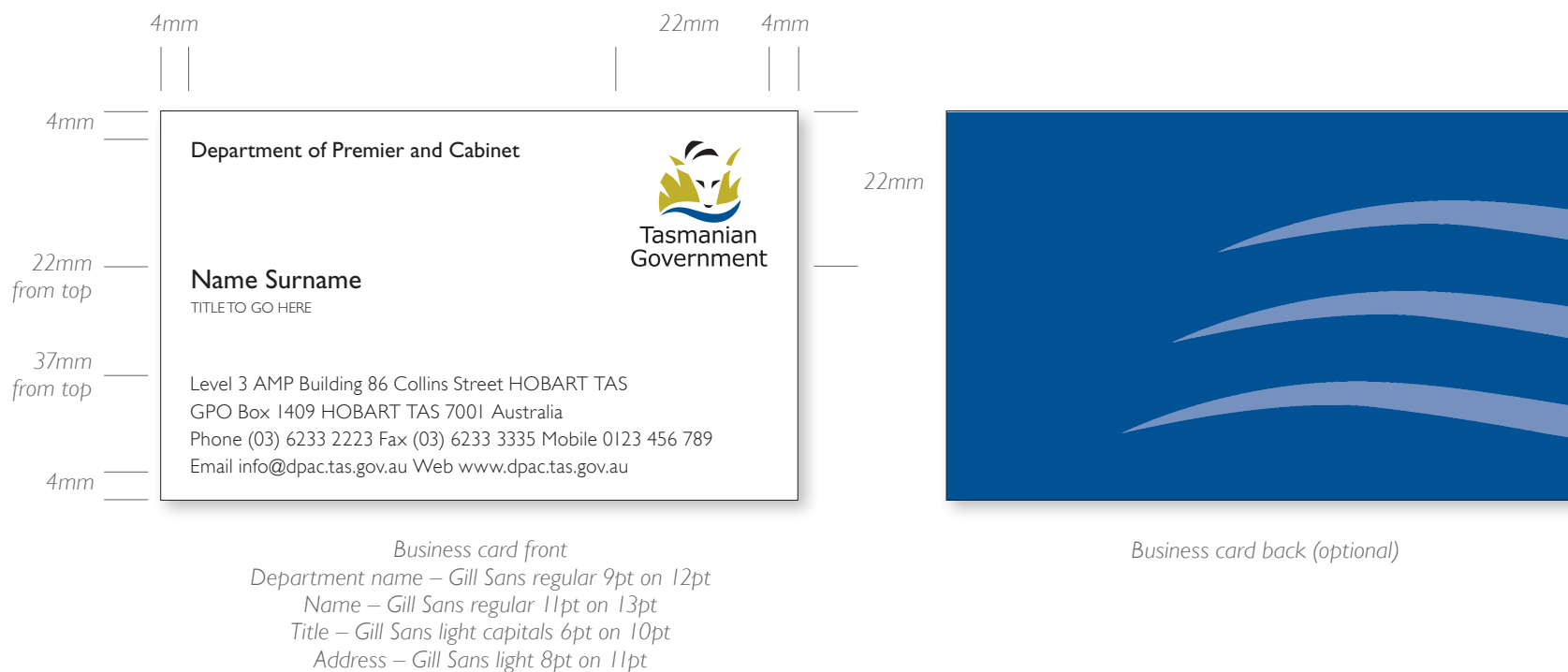


With Compliments Slip
 Department name – Gill Sans regular 14pt
 Unit name – Gill Sans light capitals 9pt on 12pt leading (2mm space before)
 Address – Gill Sans light 9pt on 12pt leading (3mm space before)
 With Compliments – sits in the bottom left-hand corner in Gill Sans italic 12pt.

‘With Compliments’ slips

The trim size for ‘With Compliments’ slips is standard DL landscape format: 210mm wide x 100mm deep.

Above is an example for a particular business unit of the Department of Premier and Cabinet. If a unit name is not required it is simply omitted.



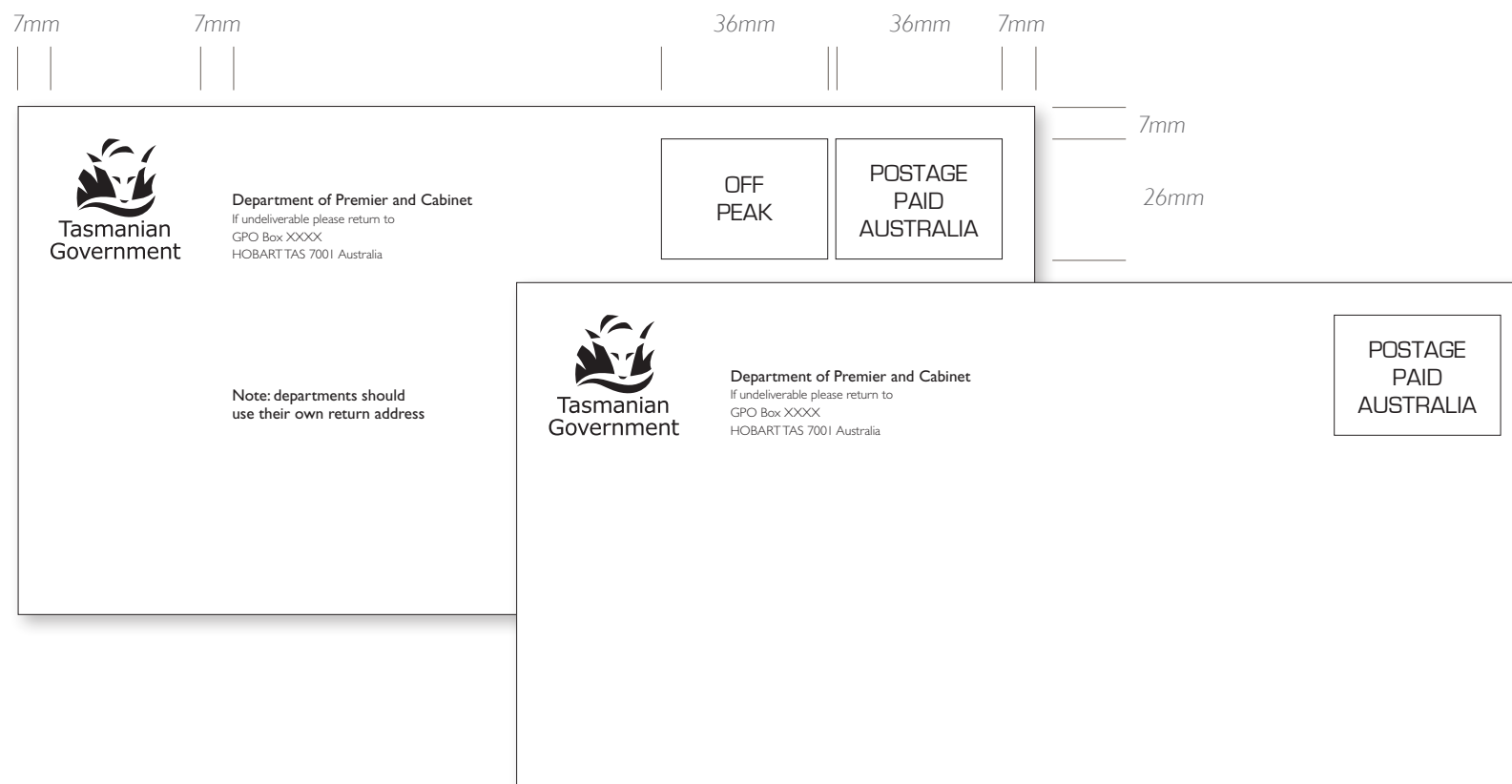
Business cards

The Tasmanian Government business card is landscape format and standard business card size of 55mm x 90mm.

The back of the business card may have the blue wave design, as shown above, or may have a blank white back.

Contact details in the pictured example are an example only: all details do not have to be included.

NOTE: Examples are scaled down



DL Envelopes (DL off peak – back) (DL standard – front)
 Department name – Gill Sans regular 10pt on 11pt leading
 Address information – Gill Sans light 8pt on 11pt leading

DL envelopes

Examples of envelopes are shown in two different configurations: DL – off-peak and standard variations (220mm wide x 110mm deep). If larger envelopes are to be used then the specifications for DL should be used with alterations to width and depth as required. Including the department name on the return address is optional.

Forms

Mandatory: font, colour palette and logo.

The mandatory font is Gill Sans – or where unavailable – Arial.

The logo is to be placed in the most appropriate position.

EVENT REGISTRATION FORM
SENIORS WEEK 1-7 October 2009

1. Event organiser details
Please ensure that all information provided is accurate and the contact people notified your intent.
Name of organisation _____
Website _____ Family name _____
Title _____ Given name _____
Phone number(s) _____ and _____
Fax _____ Email _____
Postal address _____
Suburb _____

2. Event information
Information in this section will be used to the official Seniors Week program, if and where appropriate, advertisement sheets for different events.
Event name _____
Description of event (up to 20 words) _____
Entry fee (please specify if free) _____
If you are a Seniors Card Business Partner, is there a special price for Seniors Card holders? _____
If you please specify _____

Event(s) date(s) and times	1 October Thursday	2 October Friday	3 October Saturday	4 October Sunday
Event time				
Event time				

Please indicate when and how often. If more than one session per day, if more than one session per day, please specify additional notes.

3. Your Seniors Week program requirements
Seniors Week programs will be available for collection at Seniors Resource Hubs, libraries, local churches and Age centers.
Do you want to be part of the program? ☐ Yes ☐ No
How many? ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ Other (please specify) _____
How would you prefer to receive the Seniors Week program guide? ☐ Email ☐ Post

4. Declaration and disclaimer
1. I, the undersigned person, am the authorised representative and have the authority to sign on behalf of the named Organisation.
2. I have read the Declaration and Disclaimer and acknowledge and agree that it is binding on the Organisation.
3. I declare that the information given on this Registration Form is true and correct.
4. I agree that the Seniors Week program will be carried out to the satisfaction of all applicable laws.
5. I understand that the Organisation has assumed responsibility for the safety of the participants in the Seniors Week program.
6. I agree that the Seniors Week program and the Seniors Week program will be carried out to the satisfaction of all applicable laws.
7. I agree that the Organisation will indemnify the Tasmanian Government and its employees, agents and contractors against any loss, damage or legal liability whatsoever, in any and all proceedings arising from the Organisation's participation in the Seniors Week program.
8. I agree that the Organisation may not represent to any third party that it is the Seniors Week program and/or the use of the Logo by the Organisation the Organisation's products or services for the Seniors Week program.
9. I agree that the Tasmanian Government and the Seniors Week program will be carried out to the satisfaction of all applicable laws.
10. I agree that the Organisation will indemnify the Tasmanian Government and its employees, agents and contractors against any loss, damage or legal liability whatsoever, in any and all proceedings arising from the Organisation's participation in the Seniors Week program.
11. I agree that the Organisation will indemnify the Tasmanian Government and its employees, agents and contractors against any loss, damage or legal liability whatsoever, in any and all proceedings arising from the Organisation's participation in the Seniors Week program.
12. I agree that the Organisation will indemnify the Tasmanian Government and its employees, agents and contractors against any loss, damage or legal liability whatsoever, in any and all proceedings arising from the Organisation's participation in the Seniors Week program.

Authorised Representative (Signature) _____
Full name _____
Address _____
Phone/Fax _____
Date _____
Contact phone _____

Please note that personal information collected from you will only be used for the purposes of providing you with Seniors Week program information. Personal information will be managed in accordance with the Privacy Act 1988.

Please return completed registration forms to the Seniors Bureau by post, fax or email using the details listed below:

Seniors Week Registrations
Seniors Bureau
Department of Premier and Cabinet
GPO Box 123
Hobart TAS 7001
Phone 03 623 4444
Email: seniors.week@tas.gov.au

You can also register your event online at www.seniorsweek.tas.gov.au
For more information, contact the Department of Premier and Cabinet's Seniors Bureau on 1300 13 13 13.

Tasmanian Government

Forms

NOTE: Examples are scaled down

Publications

Mandatory: font, colour palette, basewave, logo and publication information.

Publications include documents such as reports, manuals, government submissions etc and encompass those intended for publication internal to an agency and within Government, as well as external publications.

Optional templates are available at www.communciations.tas.gov.au

Front cover

All four mandatory elements – the logo, basewave, Gill Sans font and colours from the palette – must be applied to the front cover of publications.

Page borders are not permitted on the front or back cover.

Any graphic devices or promotional logos must appear above the basewave in the design, see page 28.

Internal pages/body copy

The only mandatory requirements for the inside pages are the colour palette and Gill Sans font. The logo and basewave are not required on the inside pages of a publication.

See Size and Typography on page 22 for specific font requirements.



Example of front cover



Example of internal spreads

Publication information

All Government publications must include the following bibliographic information:

- › Author – the name of the department, NOT the name/s of individual employee/s
- › Source – the unit/branch/division producing the publication
- › Contact details such as postal address, phone, email and website address
- › Date of publications – month and year
- › Acknowledgement of copyright: Copyright State of Tasmania (year of first publication).

Where applicable:

- › Volume Issue number if the publication is part of a series
- › International Standard Book Number (ISBN) or International Standard Series Number (ISSN).

For more information on ISBNs and ISSNs visit www.nla.gov.au/our-services

This information is generally placed in the inside front cover of a publication but can be relocated depending on the layout of the document.

The *Publications: Guidelines* provide more information on these and other publication requirements – see www.communications.tas.gov.au

NOTE: Examples are scaled down

Department of Premier and Cabinet
Communications and Protocol Unit
Email: info@communications.tas.gov.au
Visit: www.communications.tas.gov.au
Published August 2012
ISBN 978 0 7246 5544 1
Edition Four
Copyright State of Tasmania 2012

Example of publication information

NOTE: Examples are scaled down

Promotional materials

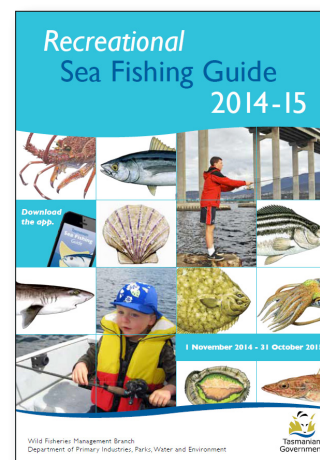
Mandatory: logo, basewave, font and colour palette.

Brochures, flyers and newsletters

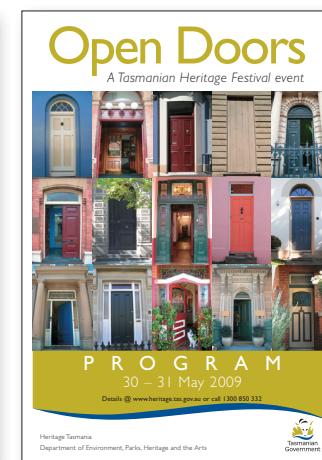
Promotional documents, such as newsletters, brochures, flyers and posters, are required to use all the mandatory elements – logo, basewave, font and colour palette.

Note: the basewave and logo device is only required on the front page of a document. The subsequent pages are not required to have the basewave and logo device. Subsequent pages are required to use the Gill Sans font and the colour palette.

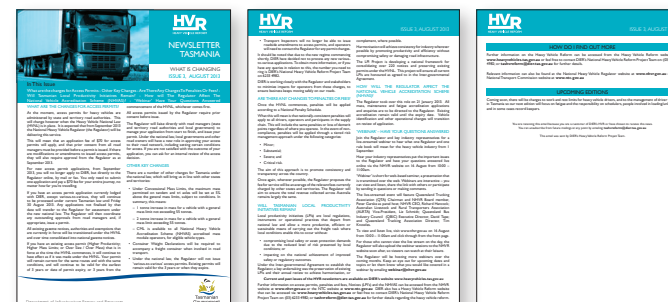
See the website for examples of how the elements have been applied to promotional documents.



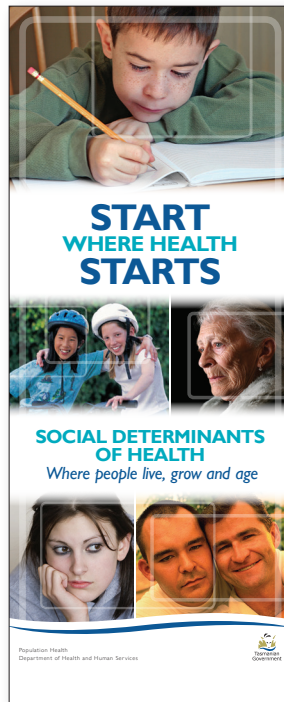
Example of brochure



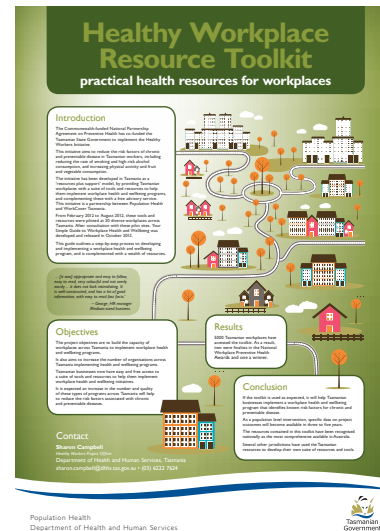
Example of flyer



Example of newsletter



Example of pull up banner and bow head banner



Examples of posters with basewave



NOTE: Examples are scaled down

Banners

Mandatory: logo, font, and colour palette.

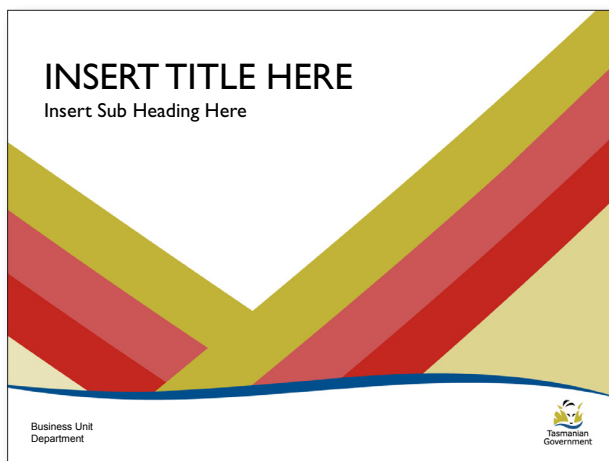
Posters and banners are required to use the mandatory font, colour palette and the Tasmanian Government logo. The basewave should be used where the proportions and design allow.

Posters

Mandatory: logo, basewave, font, and colour palette.

If the width of the poster is more than twice the height, use of the basewave is optional.

NOTE: Examples are scaled down



Example of PowerPoint first slide



Example of PowerPoint subsequent slides

PowerPoint presentations

Mandatory: logo, basewave, font, and colour palette.

The basewave and the logo are only required on the first slide, not on subsequent slides.

Templates of PowerPoint presentations are available at www.communications.tas.gov.au

Print advertising


Classified advertising

Classified advertising refers to print advertisements displayed in the employment, public notices and tenders sections of the newspaper. Typically, the advertisements seek to impart information in a direct and unembellished manner. For example, advertising for recruitment, educational courses and enrolment, auctions and tenders, announcements, public and statutory notices and emergency notices.


Print advertisements placed in the jobs, public notices and tenders sections are done so under a whole-of-government banner. As the Tasmanian Government logo is already featured in the banner, individual advertisements do not need to include the logo or basewave. Font must be Gill Sans.

The *Classified advertising guidelines* provide more information on classified advertising requirements see www.communications.tas.gov.au

NOTE: Examples are scaled down



Tenders



TOURISM TASMANIA

Media Buying Services for Tourism Tasmania

Tender No: TT070215

Description: Tourism Tasmania invites expressions of interest from media agencies wishing to supply services and become a partner in generating sustainable market growth for tourism in Tasmania. Tourism Tasmania requires an agency to provide media strategy, planning and buying services across all forms of media that will build on, and add value to, the strategic direction of the communication. We seek innovative thinking, a strong understanding of digital media and expertise in driving value-added reach with integrated campaigns. This invitation is the first stage of a multi-stage procurement process and seeks to shortlist agencies with demonstrated capabilities in the above.

Closing: 2pm Wednesday, 4 March 2015

Documents and enquiries: Documents are available from the internet at www.tenders.tas.gov.au or by contacting Heidi Laugesen on 6165 5308 or by emailing marketing@tourism.tas.gov.au

Lodgement: Tenders must be lodged at the Tender Box, Level 1, 22 Elizabeth Street, Hobart TAS 7001 or by electronic lodgement at www.tenders.tas.gov.au

DEPARTMENT OF HEALTH AND HUMAN SERVICES

Extension and Renovation of Three Neighbourhood Houses

Bridgewater, Risdon Vale and West Moonah

Tender No: DHHS-5644H

Description: Tenders are invited for the renovation, alteration and extension of three existing Neighbourhood Houses. Extensions comprise of multi-use rooms/ office space, toilets and kitchen reconfiguration. Site Locations are:

- 6 Bowden Drive, Bridgewater, 7030
- 28 Sugarloaf Road, Risdon Vale, 7016
- 130 Springfield Avenue, West Moonah, 7009

Pre-qualification: Only Contractors prequalified with the Department of Treasury and Finance to tender for projects above the value referred to are eligible to tender.

Category: Building works Residential/Institutional \$750,000

Closing: 2pm Wednesday 4 March 2015

Documents and Enquiries: Tender Documents are available by contacting Jo Gregg, phone 6212 4441, mobile 0400 837 510, email jo.gregg@verm.com.au

Lodgement: Tenders must be lodged at the Tender Box, Level 4, 99 Bathurst Street, Hobart TAS 7000.

Conditions of Participation: A mandatory site inspection will be held on site, Monday 16 February 2015.

- 6 Bowden Drive, Bridgewater – 9.30am
- 28 Sugarloaf Road, Risdon Vale – 10.30am
- 130 Springfield Avenue, West Moonah – 11.30am

DEPARTMENT OF STATE GROWTH

Slip and Bank Stabilisation Rock Cuttings Various Sites 2014/15

Contract No: 2267

Description: This Contract involves slip and batter stabilisation and associated works at five sites across the State. The proposed contract period is 8 weeks.

Pre-qualification: Only Contractors prequalified with the Department of State Growth in the categories nominated, or higher, are eligible to tender for this project.

Category: Road Category R2 and Financial Level F5

Closing: 2pm Wednesday 25 February 2015

Documents and Enquiries: Tender Documents are available by contacting Debbie Ayres, 10 Murray Street, Hobart TAS 7000, phone 6166 3315, email contractservices@stategrowth.tas.gov.au

Lodgement: Tenders must be lodged at the Tender Box, Ground Floor Foyer, Department of State Growth, 10 Murray Street, Hobart TAS 7000.

www.tenders.tas.gov.au

Classified advertising

NOTE: Examples are scaled down

Early general news (EGN) print advertising

Mandatory: logo, basewave, font, and colour palette.

'Early general news' (EGN) refers to the front section of the newspaper in which the main news stories are located.

Any print advertisements placed in the EGN section need to incorporate the Tasmanian Government basewave, logo, Gill Sans font and the colour palette.

The logo may not be any smaller than the minimum size requirement – 20mm for the vertical version and 30mm for the horizontal version.

The basewave must meet the sides of the advertisement; there cannot be space on either side.

If the width of the advertisement is more than twice the height of the advertisement, use of the basewave is **optional**. The basewave is to be replaced by the horizontal logo.

If the width of the advertisement is 2 columns or less, use of the basewave is **optional**. The basewave is to be replaced by the horizontal logo.



Advertisement with basewave

NOTE: Examples are scaled down

Outdoor advertising



Example of Department of Health and Human Services bus back

Logo

Outdoor advertising includes billboards and advertisements on buses (bus backs) and taxis (taxi backs). For information on external signage, including for buildings and directional signage, see Signage – External on page 44.

The Tasmanian Government logo must be clearly visible on all outdoor advertising. The size of the logo on outdoor advertising should be guided by the ratios outlined below to ensure that the Tasmanian Government logo is prominent and clearly visible at a reasonable distance.

Billboards – The basewave is not required on billboards. The logo has a minimum size of 520mm wide, based on an average 24-sheet billboard, that is three metres high and six metres wide.

Bus backs – The basewave must be applied to bus backs and the logo must be a minimum size of 285mm, based on average dimensions of 2100mm high and 2100mm wide.

Taxi backs – The basewave is not required on taxi backs. The logo must be a minimum size of 70mm wide, based on the average dimensions of 400mm high and 800mm wide.

Signage

Internal signage

Mandatory: font and colour palette.

Use of the Tasmanian Government logo is discretionary. For example, if the sign is to be placed in a location shared with other organisations, it may be appropriate to use the Tasmanian Government logo for easy identification. If the sign is to be placed within a Government department building or area, the logo may not be necessary.

External and information signage

Mandatory: logo, font and colour palette.



Heritage Tasmania signage



DHHS signage

NOTE: Examples are scaled down

Television advertising

Mandatory: logo end frame, an authorisation frame (except CSAs), captioning and CAD approval.

Logo end frame

The Tasmanian Government logo must appear on the end frame prior to the authorisation frame of all television advertisements.

The logo must be a minimum size of one-third of the screen height and should appear in full colour on a white screen, or in white reversed out of a black screen.

If sponsors logos are to be used, they are to appear evenly spaced along the bottom of the screen, see page 48.

For advertisements 30 seconds and above, the Tasmanian Government logo must appear for a minimum of 2.5 seconds. For advertisements 15 seconds and below, the logo must appear for a minimum of 1.5 seconds.

Visual files are available from www.communications.tas.gov.au

Authorisation frame

All television advertisements must carry the official authorisation end frame:

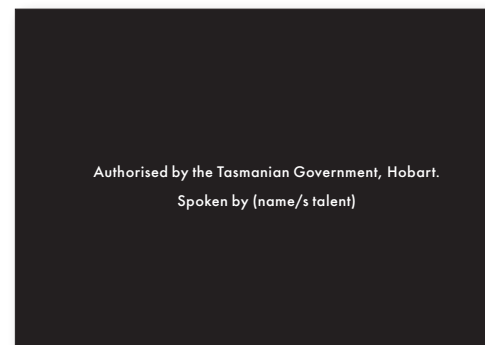
“Authorised by the Tasmanian Government, Hobart. Spoken by (name/s talent)”

These words must appear on a black screen for at least 1.5 seconds, and the words “Authorised by the Tasmanian Government, Hobart” must be spoken at the same time. During a caretaker period, the “spoken by” information must be included in the voice over.

The authorisation is written in Futura mid BT in 20–24 point.



Logo end frame



Authorisation screen 1.5 seconds

Captioning

All television advertising must include captions.

CAD approval

All television advertising, include community service announcements (CSAs) must be classified by CAD, part of Free TV Australia's Commercial Advice, before they are broadcast. The classification, in the form of a CAD number, must be provided to television stations along with the final advertisement. More information about this process is at www.freetv.com.au

Please note: CAD's classification does not determine whether an advertisement requires an authorisation frame – this is required on all advertisements (other than CSAs) under this policy.

Community service announcements (CSAs)

The requirements for television advertisements remain if an ad is featured as a CSA, except that the authorisation screen is not required. Representation of the station's support will depend upon individual negotiations.

NOTE: Examples are scaled down



Example of captioning

TIP

Captions enable the soundtrack of a television program, commercial, DVD or video to be read. Unlike foreign language subtitles, which are a translation of the dialogue only, captions include other elements of the soundtrack such as sound effects and music. They are also coloured and positioned on screen to help the viewer follow who is speaking. Closed captions can be switched on or off by the viewer.

NOTE: Examples are scaled down

Multimedia productions

Mandatory: logo end frame, production information and captioning (or accompanied by a transcript).

Multimedia productions are any clips, videos or DVDs that have been produced by the Tasmanian Government for broadcast or viewing. These may include (but are not limited to): general information videos and DVDs playing in a Government office, customer service area, public hospital, public event or trade shows; DVDs and clips intended for staff information or training; clips for broadcast online; or DVDs that the public can request, hire or purchase.

Logo end frame

The Tasmanian Government logo must appear on the end frame of all multimedia productions.

The logo must be a minimum size of one-third of the screen height and should appear in full colour on a white screen, or in white reversed out of a black screen.

Visual files are available from www.communications.tas.gov.au

Production information

Film and video productions must include the title, date of publication/production, and source department or agency – this may be through providing a URL.



Logo screen

NOTE: Examples are scaled down

Captioning

All multimedia productions must include captions or be accompanied by a transcript.

Presentation of partnership and support logos

Joint partnership

If the Tasmanian Government is participating in a joint partnership with other organisations, the Tasmanian Government logo is to appear in the same size and proportion as logos of partnering organisations. The authorisation frame is not required.

Sponsorship/support

If organisations are providing sponsorship or support to a Tasmanian Government project or initiative, their logos may appear on the logo end frame below the Tasmanian Government logo. The authorisation frame is still required.

If the Tasmanian Government is providing support or sponsorship to an organisation or initiative, the Tasmanian Government logo must appear in its entirety with the 'supported by' or 'sponsored by' tag.



Example of captioning



Example of acknowledgement of sponsors

NOTE: Examples are scaled down

Radio

Mandatory: Tasmanian Government spoken or tas.gov.au URL spoken

Radio advertisements must be identified as coming from the Tasmanian Government. This must be done by either:

- including the words 'Tasmanian Government' in the advertisement; or
- including a tas.gov.au URL in the advertisement.

Community service announcements (CSAs)

The requirements for radio advertisements remain if an ad is featured as a CSA. Representation of the station's support will depend upon individual negotiations.

Client: DPAC
Product: TasALERT (emergency situation)
Media: Radio
Duration: 30 seconds
Version: FINAL V1 – Phase Two
Date: 9 Dec. 2013

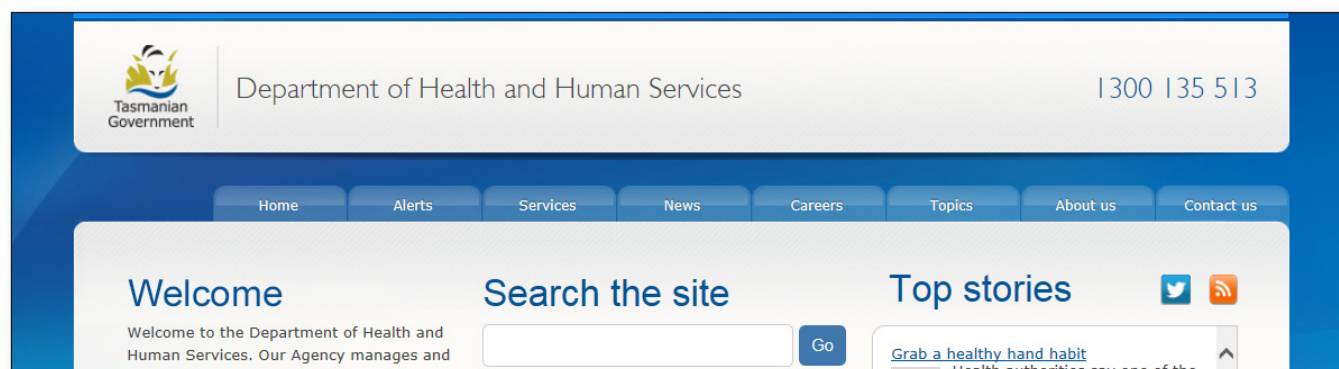
VOICE	SFX
Older, 40+ authoritative male voice For up to date news and advice on the current emergency situation visit ALERT.tas.gov.au now .	SFX: Sound of emergency siren builds in the background. 15
TasAlert has the latest from official services such as police, fire, SES and health authorities. Stay informed with Tasmania's official emergency information web site.	SFX: Sound of emergency siren in the background. 25
You can also follow us on Twitter and Facebook - just search 'TasALERT'. Visit ALERT.tas.gov.au and keep up to date as the situation unfolds.	SFX: Sound of emergency siren in the background fades.... 24
Be prepared.... stay informed.	4
	68

Example of a 30 second radio advertisement

NOTE: Examples are scaled down

Websites

Mandatory elements: logo, Arial for body text, sans-serif font for headings and menus, a tas.gov.au URL and footer requirements.



Department of Health and Human Services website

Logo

The Tasmanian Government logo must be included in the header of all web pages as a clearly identifiable link to www.tas.gov.au. Recommended placement is top left-hand corner.

Web font-family property (body text)

Tasmanian Government websites must use Arial as the font for body text. Fallback fonts must be generic sans-serif, and additional fallback fonts may be selected if they:

- › have pixel-width and kerning that match Arial's
- › are set to sans-serif.

Example: Fallback font-family for body text:

Font-family: Arial, sans-serif, Helvetica Neue, Helvetica.
This font-family property is well supported in all major browsers.

NOTE: Examples are scaled down

Headings and menu styles

A sans serif font other than Arial may be chosen for headings and menu styles. The choice of font (web or standard) must take into consideration the level of cross-browser support.

A fallback font must be set that:

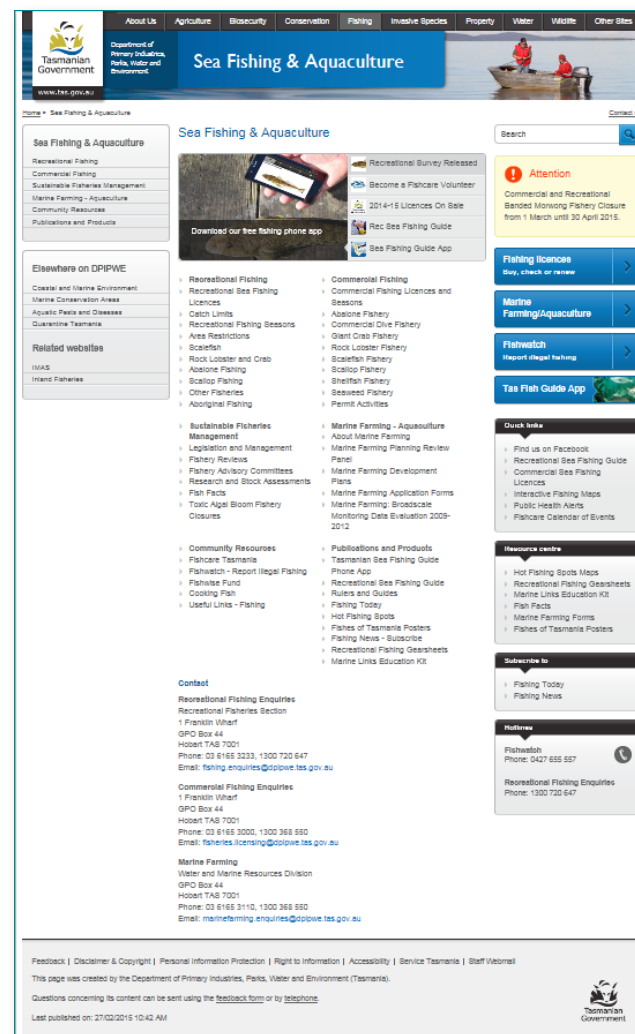
- › has a pixel-width and kerning resembling the font of choice
- › is set to sans-serif.

Decisions on fallback fonts, headings and menu styles must be made in conjunction with agency Communications Managers and it is recommended that advice is sought from an in-house designer or external designer.

Footer

A footer section must be present on all pages which meets the following requirements:

- › Global links **should** be present i.e. 'home', 'contact us', 'about us'
- › A link to the Personal Information Protection Statement **must** be present
- › A link to the Service Tasmania website **must** be present
- › Disclaimer and copyright link **must** be present
- › Tasmanian Government logo **should** be present.



Example the DPIWE website

Mobile websites and responsive designs

Mandatory: logo, Arial for body text, sans-serif font for headings and menus, and footer requirements.

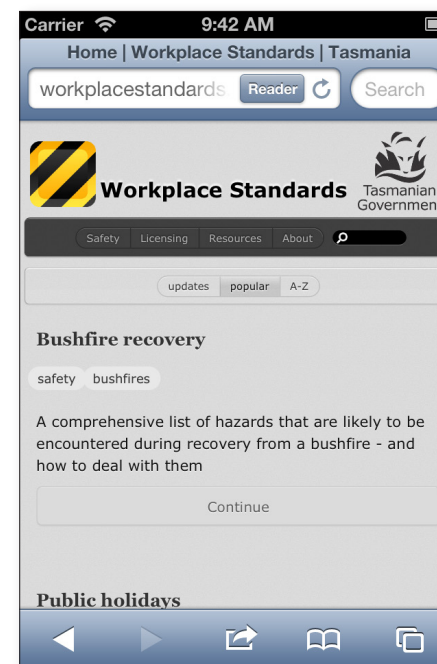
A mobile website or sub-site is a site specifically created to allow better web browsing with a mobile device. Responsive website designs achieve better web browsing by modifying the web page layout or design for viewing on a mobile device.

Mobile devices include mobile phones (smartphones), tablet computers or other portable electronic devices that can access the internet. Laptop computers are not included in this category, as most laptop computers are able to display web pages to their full width.

Logo usage

The logo must be used in designs created for mobile devices. All instances of the logo should link to www.tas.gov.au

Mobile devices, particularly mobile phones, often have a limited display/screen size. The mono version of the logo may reproduce more clearly on these displays.



Example of websites and responsive design

Header

The Tasmanian Government logo must be displayed in the header section of web designs for mobile devices, with some exceptions.

For programs or initiatives that have been granted approval from the Manager, Communications and Protocol Unit (DPAC) to develop a graphic device, the limited space in the header section of the design may not allow for the Tasmanian Government logo to be included alongside the graphic device. In such a case, the relevant agency's Communications Manager may give approval for the logo to be displayed in the footer.

For sub-brands, the limited space in the header section of the design may not allow for the Tasmanian Government logo to be included alongside the sub-brand's logo. In such cases, the relevant agency's Communications Manager may give approval for the logo to be displayed in the footer.

Footer

A footer section must be present on all mobile websites and responsive designs. Within the footer:

- › A link to the Government Personal Information Protection Statement must be present
- › A Disclaimer and copyright link must be present
- › The Tasmanian Government logo should be present.

NOTE: Examples are scaled down

Social media sites, online advertising and applications

Mandatory: logo, text identifier or link to a tas.gov.au URL.

Social media sites

Social media sites are websites that are not owned by the Tasmanian Government, but that host Government content. These may include social networking sites (such as Facebook and Twitter), blogs, wikis, media sharing sites and forums.

Pages set up on social media sites on behalf of a Tasmanian Government project, initiative or business unit must be authorised by the Agency Communications Manager.

The page must clearly identify the Tasmanian Government as the source of information or owner of the page. This may be done through the presence of a Tasmanian Government logo or a statement of ownership.

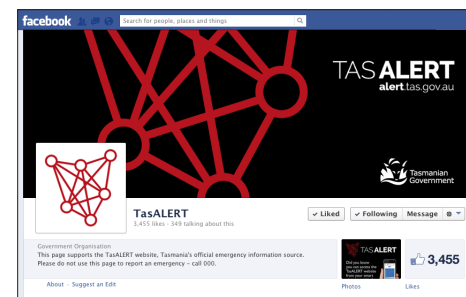
There must also be a link back to the agency's website, as well as a mechanism to contact the agency about the content.

Online advertising

Online advertising encompasses all forms of advertising online, including (but not limited to) ads on news sites, banner ads and Facebook ads.

The mandatory font and colour palette apply to online advertising. Where space allows, the Tasmanian Government logo must be included in the ad, preferably in the bottom right hand corner.

Where space is limited, the ad must link to a Tasmanian Government site, or a social media site or page that clearly identifies the Tasmanian Government as the owner or source of information, either through a logo or statement of ownership.



Example of Facebook branding



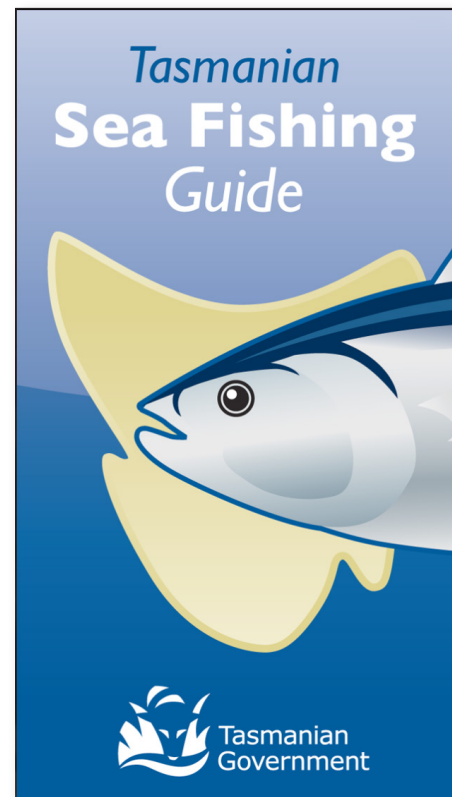
Example of Twitter branding

NOTE: Examples are scaled down

Applications

Applications (apps), for example software for smartphones or tablet computers, must clearly identify the Tasmanian Government as the owner or source of information. This must be done by including a Tasmanian Government logo, and may also include a statement of ownership.

The size of the Tasmanian Government logo in apps is to be decided on a case-by-case basis. Agencies must ensure that the logo is in proportion with the rest of the content, and the words "Tasmanian Government" must be legible. The logo must be included where possible, however if space is restricted or logo placement isn't possible, a statement of ownership should instead be used to identify the Tasmanian Government. If in doubt, seek advice from the Agency Communications Manager.



Example of an application

Giveaways and merchandise

Mandatory: logo

Collateral includes marketing promotional material e.g. pens, stickers, notepads etc. Products produced for retail sale are eligible to apply for an exemption from mandatory elements.

Minimum representation

The logo is the only element that is mandatory for most collateral.

The minimum size of the logo is 20mm for the vertical version and 30mm for the horizontal version.

If the surface area of the object is smaller than the minimum size requirement, a tas.gov.au URL or a text identifier should be used. If inappropriate seek advice from the Agency Communications Manager.

Stickers

Colour or mono logos can be used depending on the specification of the job.

Pens

If space does not allow the use of the logo at the minimum size, a tas.gov.au URL must be used.

NOTE: Examples are scaled down



Stickers



Pen

NOTE: Examples are scaled down

Clothing and vehicles

Mandatory: logo

Clothing

The Tasmanian Government logo should appear on all uniforms.

Department and division names must not appear as part of the Tasmanian Government logo i.e. not directly under or beside 'Tasmania'.

Use the logo on the left breast. The department name or other logos (if required) are positioned on the right breast and aligned with the word 'Tasmanian'.

Business units associated with the provision of law and order or emergency services may use only service-specific logos on operational uniforms.

Sub-brands may place the sub-brand logo anywhere on the uniform other than next to the Tasmanian Government logo on the left breast.

Vehicles

Logos for Government vehicles are to appear on the driver and front passenger doors. Select the most appropriate colour logo for maximum visibility against the colour of the vehicle. See page 11 for colour guidelines.

Minimum logo depth is 100mm and maximum depth is 200mm.

Individual agencies may determine which of their vehicles should carry the logo, according to the intended use of the vehicle. Emergency services may use only service-specific logos on their vehicles.

Additional information may be included at the discretion of agencies e.g. web address, phone number or department name.



Example of clothing



Example of motor vehicle

NOTE: Examples are scaled down

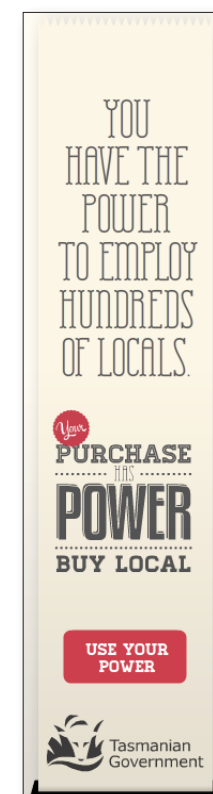
Campaigns

Campaigns are a sustained series of communication activities used to motivate, inform, educate or change attitudes or behaviour among a broad range of citizens, and can appear in any media or combination of media. In line with the *Tasmanian Government Communications Policy*, a campaign includes a program of sustained communications activities, that:

- › directly link to an election commitment or Government priority as identified by the Government Communications Office.
- › involve a television media schedule or public consultation component
- › relate to a project or initiative that is topical in the media at the time of the campaign
- › has a value of greater than \$50,000.

Where a unique style is required to convey a campaign message, mandatory elements – other than the logo – may not apply. Approval for a campaign exemption should be sought **prior to production** from the Manager, Communications and Protocol Unit (DPAC).

For more information about campaigns, including procurement and approval requirements, see the *Tasmanian Government Communications Policy*.



Buy Local campaign

Sub-brands

A sub-brand is an area of the Tasmanian Government that has been granted permission to develop its own sub-brand logo, as an extension of the Tasmanian Government branding for operational, communications and/or marketing purposes.

See page 8 for guidance on seeking permission to develop a sub-brand.

The sub-brand logo must be presented in conjunction with the Tasmanian Government logo and all mandatory elements of the Style Guide and Logo Policy must be used in sub-brand communications materials. Exceptions from these requirements must be approved by the Manager, Communications and Protocol Unit Department of Premier and Cabinet.

Sub-brand organisations are also required to comply with the broader *Tasmanian Government Communications Policy*.

Approved sub-brands

The following list shows the approved sub-brands of the Tasmanian Government:

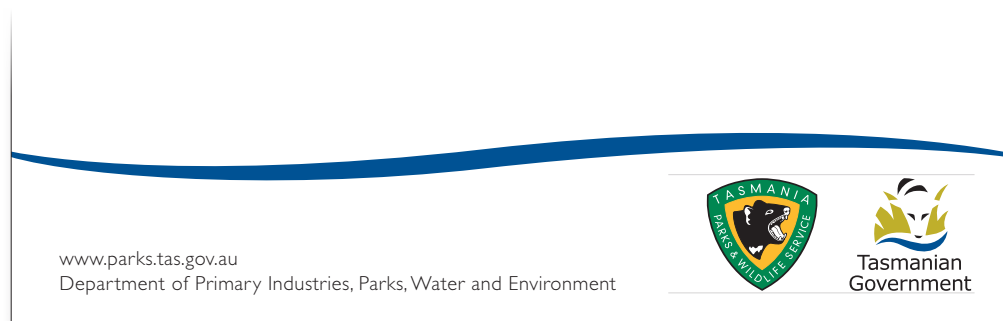
- › Tasmania Police Service
- › Ambulance Tasmania
- › Tasmania Fire Service
- › State Emergency Service
- › Tasmanian Government schools
- › Parks and Wildlife Service
- › Tasmania Prison Services
- › Inland Fisheries Service
- › TasTAFE
- › Screen Tasmania
- › Marine and Safety Tasmania
- › Tasmanian Health Service
- › Tasmanian Institute of Sport
- › WorkSafe Tasmania
- › Royal Hobart Hospital
- › Tasmanian Museum and Art Gallery.

Note: For the most up-to-date list of sub-brands check the Communications Website.

NOTE: Examples are scaled down

Sub-brand logo use

Sub-brands must be presented in conjunction with the Tasmanian Government logo. The sub-brand logo may appear either above or below the basewave, but not in both positions in the one application.



Tasmanian Government logo to be on right of sub brand logo, both logos to be the same height

Below the basewave

The sub-brand logo may appear below the basewave. This is optional, however, if used, mandatory size and placement requirements apply: the sub-brand logo must appear to the left of the Tasmanian Government logo and both logos must be the same height.

NOTE: Examples are scaled down



Sub-brand logo above the base wave

Above the basewave

Sub-brand logos may also appear above the basewave. If presented above the basewave, the sub-brand logo may appear bigger than the Tasmanian Government logo below the basewave.

NOTE: Examples are scaled down



Tasmanian Government Logo to be on right of sub-brand logo, both logos to be the same height

In support

In demonstrating sponsorship or support on third-party material, the sub-brand logo must appear together with the Tasmanian Government logo. Both logos must be the same proportions, with the sub-brand logo to the left of the Tasmanian Government logo. Both logos must appear as equal height, taking into consideration the minimum height requirements for the Tasmanian Government logo.

If third-party material can only accommodate one logo, the Tasmanian Government logo must be used.

Sub-brand stationery

Mandatory: Tasmanian Government logo, sub-brand logo, font and stationery templates.

Sub-brand letterheads

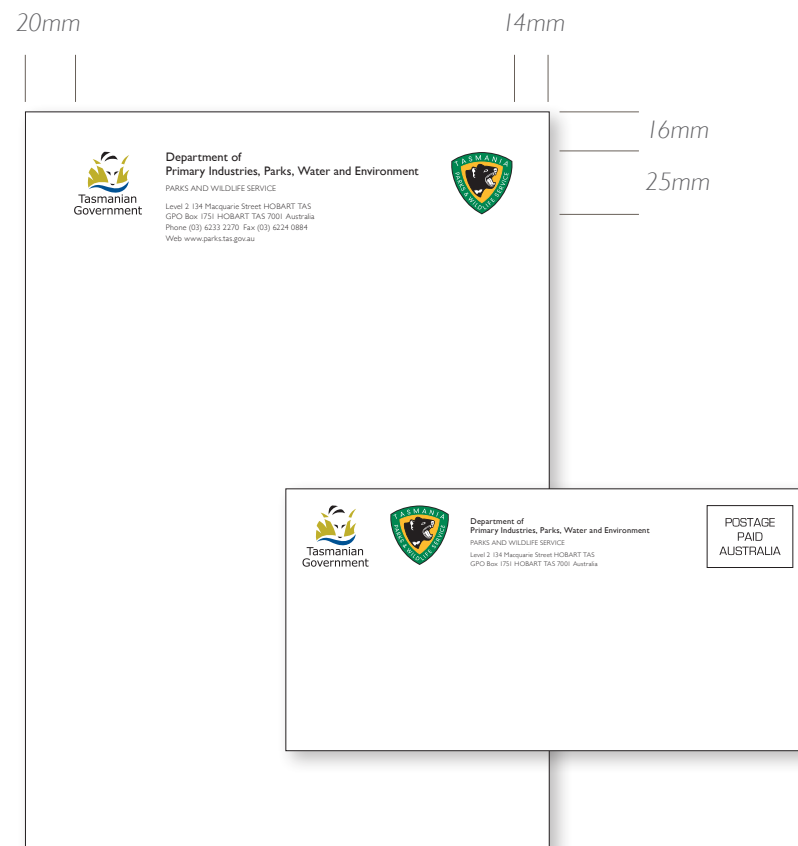
The sub-brand logo is placed in the top right-hand corner, with the Tasmanian Government version of the logo in the left-hand corner, to the left of the text block.

Sub-brand logos cannot have a vertical height greater than the Tasmanian Government logo.

Sub-brand envelope

The sub-brand logo and the Tasmania Government logo are placed in the top left-hand corner to the left of the text block. The Tasmanian Government logo is positioned to the left of the sub-brand logo. The sub-brand logo cannot have a vertical height greater than the Tasmanian Government logo.

NOTE: Examples are scaled down



A4 letterhead

Department name – Gill Sans regular 14pt

Unit name – Gill Sans light capitals 9pt on 12pt leading
(2mm space before)

Address – Gill Sans light 9pt on 12pt leading (3mm space before)

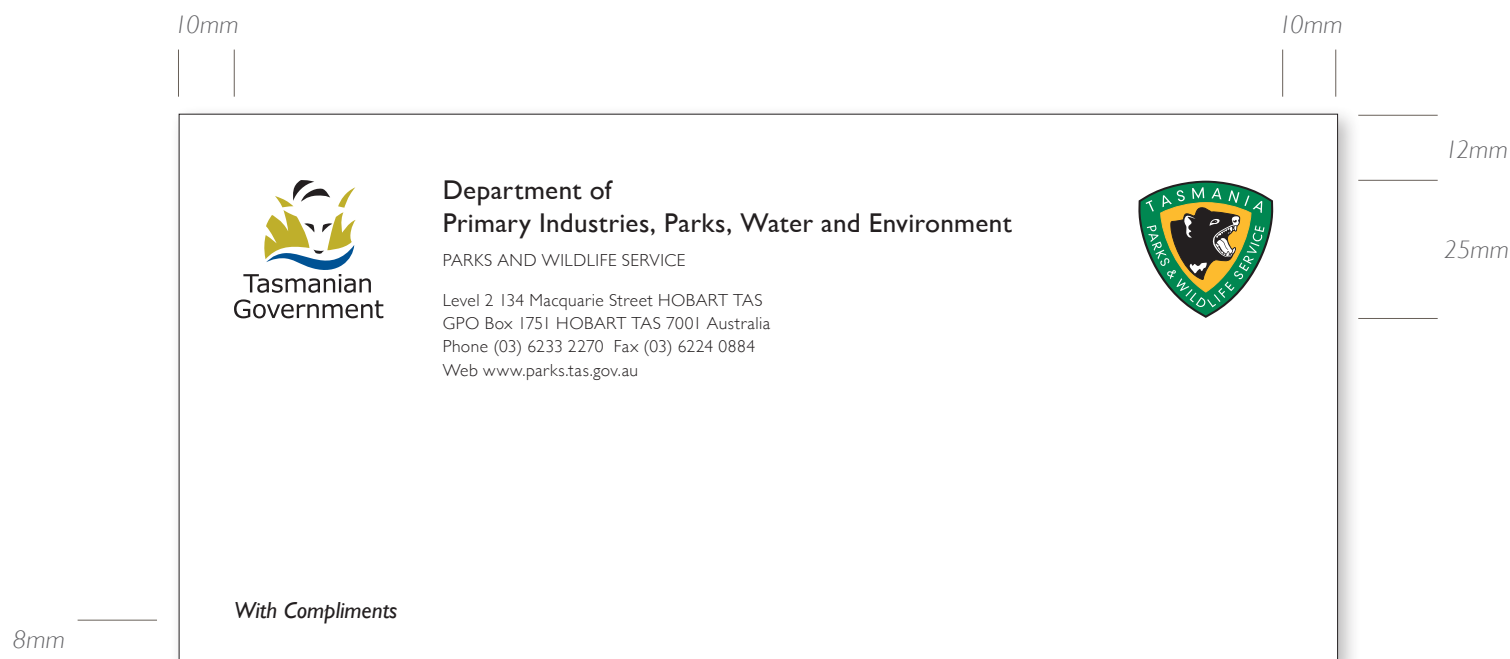
DL envelope

Department name – Gill Sans regular 10pt on 11pt leading

Unit name – Gill Sans light capitals 8pt on 11pt leading
(1mm space before)

Address information – Gill Sans light 8pt on 11pt leading

NOTE: Examples are scaled down



With Compliments Slip
 Department name – Gill Sans regular 14pt
 Unit name – Gill Sans light capitals 9pt on 12pt leading (2mm space before)
 Address – Gill Sans light 9pt on 12pt leading (3mm space before)
 With Compliments – sits in the bottom left-hand corner in Gill Sans italic 12pt.

Sub-brand ‘With Compliments’ slips

Following the sub-brand letterhead format, the sub-brand logo is placed on the right-hand side and the Tasmanian Government logo on the left-hand side, to the left of the text.



Business card front

Department name – Gill Sans regular 9pt on 12pt
Name – Gill Sans regular 11pt on 13pt
Title – Gill Sans light capitals 6pt on 10pt
Address – Gill Sans light 8pt on 11pt



Business card back

Sub-brand business cards

Depending on the shape and design of the sub-brand logo, it may appear to the left of, or beneath, the Tasmanian Government logo.

Sub-brand television advertising

Sub-brand television advertising

Mandatory: sub-brand logo end frame, an authorisation frame (except CSAs), captioning and CAD approval.

Sub-brand logo end frame

The Tasmanian Government and sub-brand logos must appear on the end frame prior to the authorisation frame of all television advertisements.

The logos must be equal height and a minimum size of one-third of the screen height and should appear in full colour on a white screen, or in white reversed out of a black screen.

If sponsors logos are to be used, they are to appear evenly spaced along the bottom of the screen under the Tasmanian Government logo.

For advertisements 30 seconds and above, the sub-brand logo end frame must appear for a minimum of 2.5 seconds. For advertisements 15 seconds and below, it must appear for a minimum of 1.5 seconds.

See pages 45–46 for the specifications for authorisation frames, captioning, CAD approval and CSAs.



Sub-brand logo end frame

Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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Communications and Protocol Unit

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Visit: www.communications.tas.gov.au

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