Australian Government

Workforce
Australia

Workforce Australia
Brand Style Guide for Providers

September, 2022

The Workforce Australia brand has been developed as
a Masterbrand to frame employment services delivered
by the Australian Government.

The Department of Employment
and Workplace Relations'
employment services, programs
or initiatives will be promoted
under the Masterbrand.

Organisations engaged by the
Australian Government to
deliver employment services
(referred to in this document as
Providers) must use the Workforce
Australia Masterbrand in
accordance with this style guide.

Contents

Introduction

Simplifying Government employment services

Introduction

Welcome to the Workforce Australia style guide for Providers of Workforce Australia employment services, on behalf of the Department of Employment and Workplace Relations (DEWR).

This style guide has been developed to ensure that the Workforce Australia brand and identity system – including the brandmark, colour palette and graphic devices – are used consistently across all branded material to deliver clear, consistent and compelling communications.

DEWR implements the policies to equip Australians with the skills they need to experience the wellbeing and economic benefits that quality training and employment provide. Workforce Australia is how we deliver those benefits.

This identity system has been designed to simplify Government employment services, using a Masterbrand to clearly communicate about our employment programs to Australian citizens.

The identity system:

- puts the citizen at the heart of all that we do
- simplifies the employment portfolio
- stands out in a complex category
- provides consistency across all touch points from Providers, digital to communications.

Brand architecture

The Workforce Australia brand architecture determines how we organise our employment services and programs to ensure the right audience is targeted. This simplifies navigation for our users, making it easier for them to find what they require.

Workforce Australia is a Masterbrand. It is designed to create a streamlined experience for our audiences.

Using a Masterbrand, we build awareness of a single brand. Making it easier for our audiences to recognise our services in a crowded market. Program brands come under the umbrella of Workforce Australia.

Our program and services are navigated through descriptors: *Employment. Skills. Support.*

Workforce Australia is linked to MyGov and other whole of government websites and channels (from *Services Australia* to *Australia.gov.au*).

```
Australian Government
        │
        ├──────────────┐
        │           myGov
        │              │
  Workforce Australia ─┘
        │
   ┌────┼────────┐
Employment  Skills  Support
```
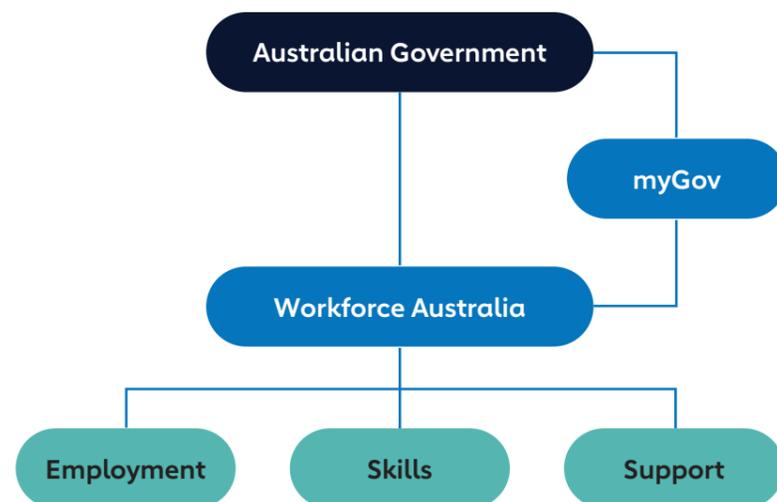
Values

The Australian workforce is adapting to new technologies, sectors and markets. It requires a dynamic and capable workforce that will match business needs, now and into the future.

Through Workforce Australia we aim to equip Australians with the skills and resources they need to obtain sustainable and satisfying employment, bolster the Australian workforce and contribute to future economic prosperity and social wellbeing.

To do this we need to be simple, supportive, connected and respectful in everything we do.

This means:

1. **Simple:**
   Everything in one place

2. **Supported:**
   Providing personalised support

3. **Connected:**
   Connecting people to learning and job opportunities

4. **Respectful:**
   Treating citizens, our stakeholders and each other with respect

The Workforce Australia brand is simple, restrained, considered and consistent.

We put our stakeholders at the heart of everything we do.

Brand elements

Identity typeface: *Carnero*

The Carnero typeface is the font used for the words Workforce Australia in the logo.

This font is only part of the logo, which will work as a 'supplied file'. It is not to be used as the font for body content.

abcdefghijklmno
pqrstuvwxyz
ABCDEFGHIJKLMO
NOPQRSTUVWXYZ
1234567890@#?&

**abcdefghijklmno
pqrstuvwxyz
ABCDEFGHIJKLMO
NOPQRSTUVWXYZ
1234567890@#?&**

Support typeface: *Public Sans*

Public Sans was chosen as the Workforce Australia support typeface for body content as it is a commonly used webfont. As Workforce Australia is a digital-first experience, it is important to have consistency across applications whether print or digital.

Public Sans has a number of font weights in the type family, which makes it efficient and practical, and it is very legible at various sizes.

abcdefghijklmno
pqrstuvwxyz
ABCDEFGHIJKLMO
NOPQRSTUVWXYZ
1234567890@#?&

**abcdefghijklmno
pqrstuvwxyz
ABCDEFGHIJKLMO
NOPQRSTUVWXYZ
1234567890@#?&**

Optional support typeface: *Calibri*

Calibri font can also be used as the typeface for body content. It is a standard modern sans serif font that is suitable for both digital and print.

abcdefghijklmno
pqrstuvwxyz
ABCDEFGHIJKLMO
NOPQRSTUVWXYZ
1234567890@#?&

**abcdefghijklmno
pqrstuvwxyz
ABCDEFGHIJKLMO
NOPQRSTUVWXYZ
1234567890@#?&**

Primary colours

The primary colours are used in the Workforce Australia identity mark, but they can also be used in applications. These primary colours have been specifically chosen for practical reasons including legibility, contrast ratios and accessibility requirements.
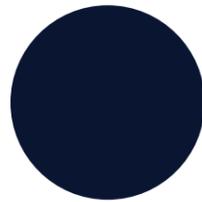
Pantone 276 C
C=96 **M**=86 **Y**=48 **K**=62
R=005 **G**=021 **B**=050
HEX: #051532
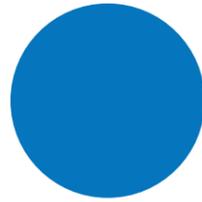
Pantone 3005 C
C=87 **M**=49 **Y**=00 **K**=00
R=000 **G**=118 **B**=189
HEX: #0076BD

Secondary colours

Secondary colours have been chosen to aid content visibility in various applications. These colours should be used to highlight aspects of content.

The objective is to keep the designs and layouts simple, restrained and contemporary.

C=74 **M**=33 **Y**=100 **K**=19
R=073 **G**=118 **B**=055
HEX: #497537

C=100 **M**=46 **Y**=45 **K**=20
R=000 **G**=097 **B**=113
HEX: #006170

C=64 **M**=07 **Y**=34 **K**=00
R=086 **G**=182 **B**=177
HEX: #55B5B1

C=53 **M**=03 **Y**=08 **K**=09
R=100 **G**=182 **B**=207
HEX: #63B6CF

The colours below are for digital applications excluding text.

R=102 **G**=134 **B**=064
HEX: #668640

R=000 **G**=106 **B**=136
HEX: #006A88

R=002 **G**=178 **B**=166
HEX: #02B2A6

R=119 **G**=189 **B**=246
HEX: #77BDF6

Tertiary colours

Tertiary colours are additional colours for illustration, graphs, diagrams and infographics.

C=00 **M**=20 **Y**=100 **K**=08
R=236 **G**=188 **B**=009
HEX: #ECBB08

C=00 **M**=19 **Y**=40 **K**=00
R=254 **G**=210 **B**=159
HEX: #FED29F

C=00 **M**=68 **Y**=85 **K**=00
R=243 **G**=116 **B**=058
HEX: #F3733A

C=00 **M**=73 **Y**=100 **K**=15
R=210 **G**=092 **B**=028
HEX: #D15B1C

C=52 **M**=22 **Y**=91 **K**=04
R=120 **G**=155 **B**=074
HEX: #789B49

C=56 **M**=16 **Y**=16 **K**=00
R=111 **G**=176 **B**=199
HEX: #6FB0C6

C=85 **M**=40 **Y**=12 **K**=00
R=001 **G**=129 **B**=180
HEX: #0181B4

C=88 **M**=68 **Y**=09 **K**=01
R=050 **G**=093 **B**=158
HEX: #325D9E

C=99 **M**=85 **Y**=36 **K**=27
R=027 **G**=053 **B**=094
HEX: #1B355E

C=15 **M**=14 **Y**=17 **K**=00
R=215 **G**=209 **B**=203
HEX #D7D1CA

C=14 **M**=11 **Y**=12 **K**=00
R=217 **G**=216 **B**=214
HEX #D8D7D6

C=27 **M**=21 **Y**=22 **K**=00
R=187 **G**=188 **B**=187
HEX #BBBCBB

The colours below are for digital applications excluding text.

R=250 **G**=186 **B**=028
HEX: #FABA1C

R=250 **G**=196 **B**=165
HEX: #FAC4A5

R=242 **G**=107 **B**=031
HEX: #F26B1F

R=171 **G**=068 **B**=010
HEX: #AB440A

R=128 **G**=168 **B**=080
HEX: #80A850

R=119 **G**=189 **B**=246
HEX: #77BDF6

R=000 **G**=141 **B**=181
HEX: #008DB5

R=011 **G**=095 **B**=164
HEX: #0B5FA4

R=008 **G**=035 **B**=084
HEX: #082354

R=216 **G**=216 **B**=216
HEX: #D8D8D8

R=244 **G**=244 **B**=244
HEX: #F4F4F4

R=188 **G**=188 **B**=188
HEX: #BCBCBC

Accessibility

Workforce Australia Providers are required to meet the Web Content Accessibility Guidelines (WCAG) 2.0 Level AA, which includes Level A. The Australian Government has a legal requirement to ensure our services are usable and accessible to people with disabilities (see the *Disability Discrimination Act 1992*).*

WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

Primary colours

Pantone 276 C
White
AAA

Pantone 276 C
Pantone 3005 C
AA Large text only

Pantone 3005 C
White
AA Normal text and AAA Large text

Pantone 3005 C
Black
AA Large text only

Secondary colours

Pantone 276 C
C=74 **M**=33 **Y**=100 **K**=19
AA Large text only

Pantone 276 C
C=64 **M**=07 **Y**=34 **K**=00
AAA

Pantone 276 C
C=53 **M**=03 **Y**=08 **K**=09
AAA

Digital applications – Secondary colours

Pantone 276 C
R=102 **G**=134 **B**=064
AA Large text only

Pantone 276 C
R=002 **G**=178 **B**=166
AAA

Pantone 276 C
R=119 **G**=189 **B**=246
AAA

Tertiary colours

Pantone 276 C
C=00 **M**=20 **Y**=100 **K**=08
AAA

Pantone 276 C
C=00 **M**=19 **Y**=40 **K**=00
AAA

Pantone 276 C
C=00 **M**=68 **Y**=85 **K**=00
AA Normal text and AAA Large text

Pantone 276 C
C=00 **M**=73 **Y**=100 **K**=15
AA Large text only

Pantone 276 C
C=52 **M**=22 **Y**=91 **K**=04
AA Normal text and AAA Large text

Pantone 276 C
C=56 **M**=16 **Y**=16 **K**=00
AAA

Pantone 276 C
C=85 **M**=40 **Y**=12 **K**=00
AA Large text only

Pantone 276 C
C=15 **M**=14 **Y**=17 **K**=00
AAA

Pantone 276 C
C=15 **M**=14 **Y**=17 **K**=00
AAA

Pantone 276 C
C=27 **M**=21 **Y**=22 **K**=00
AAA

Pantone 3005 C
C=00 **M**=19 **Y**=40 **K**=00
AA Large text only

Pantone 3005 C
Pantone Warm Grey 1 C
AA Large text only

Pantone 3005 C
C=15 **M**=14 **Y**=17 **K**=00
AA Large text only

Digital applications – Tertiary colours

Pantone 276 C
R=250 **G**=186 **B**=028
AAA

Pantone 276 C
R=250 **G**=196 **B**=165
AAA

Pantone 276 C
R=242 **G**=107 **B**=031
AA Normal text and AAA Large text

Pantone 276 C
R=171 **G**=068 **B**=010
AA Large text only

Pantone 276 C
R=128 **G**=168 **B**=080
AA Normal text and AAA Large text

Pantone 276 C
R=119 **G**=189 **B**=246
AAA

Pantone 276 C
R=000 **G**=141 **B**=181
AA Normal text and AAA Large text

Pantone 276 C
R=216 **G**=216 **B**=216
AAA

Pantone 276 C
R=244 **G**=244 **B**=244
AAA

Pantone 276 C
R=188 **G**=188 **B**=188
AAA

Pantone 3005 C
R=250 **G**=196 **B**=165
AA Large text only

Pantone 3005 C
R=216 **G**=216 **B**=216
AA Large text only

Pantone 3005 C
R=244 **G**=244 **B**=244
AA Large text only

The 'Dot Bracket'
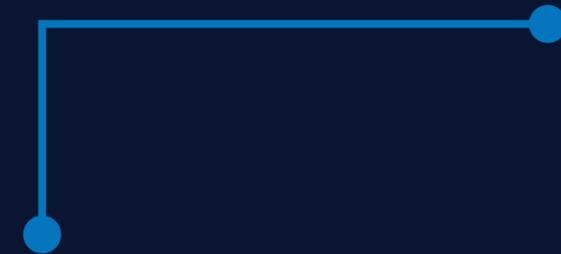
A key feature of the Workforce Australia brand mark is the Dot Bracket – two lines connecting two dots. It represents how Workforce Australia links individuals to available jobs and training opportunities and matches employers with workers who have the skills they need. It is how we connect the dots.

Essentially, this device conveys:

- connecting individuals in the job market
- linking individuals, skills and companies to available opportunities
- gender neutrality and equal opportunities
- individual and collective journeys
- equipping individuals to progress.

In its simplest form, the Dot Bracket has been designed to convey a 'journey'.

In applications, the Dot Bracket can be used to demonstrate the concept of connecting things, steps in a journey, or steps to be completed (eg. on a website).

If the Dot Bracket is configured as above (logo configuration), it should only be presented in Primary Pantone 3005 C.

1. Liaison Officers collaborate with employers for large scale recruitment;

2. Data match 2,000 suitable individuals;

3. Notify individuals to attend virtual information sessions;

4. Interested individuals invited to apply for a position through Jobs Hub;

5. Interview individuals & job offers;

Start

Employment

The 'Dot Bracket' used as a graphic device

Brand identity

Identity – without Crest and with descriptor text

The logo displayed below is the generic Workforce Australia logo for Providers. It does not contain the Australian Government Crest.

This logo can be used by Providers on the following items: Website | Brochures | Factsheets | Flyers | Instore displays | Pull up banners or indoor portable signage for shops or trade events.

Employment.
Skills. Support.
Colour

Workforce Australia
Employment. Skills.
Support.

Employment.
Skills. Support.
Colour reversed

Workforce Australia
Employment. Skills.
Support.

Long horizontal
Employment.
Skills. Support.
Colour

Workforce Australia
Employment. Skills. Support.

Long horizontal
Employment.
Skills. Support.
Colour reversed

Workforce Australia
Employment. Skills. Support.

Sub brands and identity – with category descriptor

A few departmental programs have unique versions of the Workforce Australia logo with their program names included in the logo. These are called sub brands. Employment programs that fit under a set category should use specific versions of the Workforce Australia logo.

Inline
Sub brand
Jobs Fair
Colour

Workforce Australia
Jobs Fair

Inline
Single descriptor
Employment
Colour

Workforce Australia
Employment

Inline
Sub brand
Workforce
Specialists
Colour

Workforce Australia
Workforce Specialists

Inline
Single descriptor
Self-Employment
Services
Colour

Workforce Australia
Self-Employment Services

Inline
Sub brand
Local Jobs
Colour

Workforce Australia
Local Jobs

Provider logo – stacked without Crest

The logos displayed below are examples of custom Workforce Australia logos for Providers – stacked version. It does not contain the Australian Government Crest. A custom Workforce Australia logo will be created for all contracted Providers and should be used for shopfront signage if the display space is more of a vertical/portrait shape. Providers can also opt to use their custom Workforce Australia logo on marketing items noted on page 12 of this guide. Again, the stacked version is to be used when the display space is more of a portrait shaped space.

Employment
Services
Delivered by
Third Party
Colour

**Workforce
Australia**
Employment Services

Delivered by
Sam Smith Provider xxxx
xxxxxxxxxxxxxxxxxxxxxxx

Employment
Services
Delivered by
Third Party
Colour reversed

**Workforce
Australia**
Employment Services

Delivered by
Sam Smith Provider xxxx
xxxxxxxxxxxxxxxxxxxxxxx

Single use version
Employment
Services
Colour

**Workforce
Australia**
Employment Services

Single use version
Employment
Services
Colour reversed

**Workforce
Australia**
Employment Services

Self-Employment
Services
Delivered by
Third Party
Colour

**Workforce
Australia**
Self-Employment Services

Delivered by
Sam Smith Provider xxxx
xxxxxxxxxxxxxxxxxxxxxxx

Self-Employment
Services
Delivered by
Third Party
Colour reversed

**Workforce
Australia**
Self-Employment Services

Delivered by
Sam Smith Provider xxxx
xxxxxxxxxxxxxxxxxxxxxxx

Provider logo – long horizontal without Crest

The logos displayed below are examples of custom Workforce Australia logos for Providers – long horizontal version. It does not contain the Australian Government Crest. A custom Workforce Australia logo will be created for all contracted Providers and should be used for shopfront signage if the display space is more of a long/horizontal shape. Providers can also opt to use their custom Workforce Australia logo on marketing items noted on page 12 of this guide. Again, the horizontal version is to be used when the display space is more of a long/horizontal shaped space.

Employment
Services
Delivered by
Third Party
Colour

Workforce Australia
Employment Services

Delivered by Sam Smith Provider xxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Employment
Services
Delivered by
Third Party
Colour reversed

Workforce Australia
Employment Services

Delivered by Sam Smith Provider xxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Single use version
Employment
Services
Colour

Workforce Australia
Employment Services

Single use version
Employment
Services
Colour reversed

Workforce Australia
Employment Services

Provider logo – category descriptor without Crest

The logos displayed below are examples of custom Workforce Australia logos for Providers – stacked and long horizontal versions. It does not contain the Australian Government Crest. A custom Workforce Australia logo will be created for all contracted Providers and should be used for shopfront signage. Providers can also opt to use their custom Workforce Australia logo on marketing items noted on page 12 of this guide.

Stacked
Self-Employment
Delivered by
Third Party
Colour

Workforce Australia
Self-Employment Services

Delivered by
Sam Smith Provider xxxx
xxxxxxxxxxxxxxxxxxxxxxx

Stacked
Self-Employment
Delivered by
Third Party
Colour reversed

Workforce Australia
Self-Employment Services

Delivered by
Sam Smith Provider xxxx
xxxxxxxxxxxxxxxxxxxxxxx

Long horizontal
Self-Employment
Delivered by
Third Party
Colour

Workforce Australia
Self-Employment Services

Delivered by Sam Smith Provider xxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Long horizontal
Self-Employment
Delivered by
Third Party
Colour reversed

Workforce Australia
Self-Employment Services

Delivered by Sam Smith Provider xxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Ratios, exclusion zones, minimum sizes and incorrect use

Ratios

Without Crest
Employment.
Skills. Support.

Workforce Australia
Employment. Skills. Support.

Without Crest
Self-Employment
Services
Delivered by
Third Party

Workforce Australia
Self-Employment Services
Delivered by
Sam Smith Provider xxxx
xxxxxxxxxxxxxxxxxxxxxxx

Without Crest
Employment
Services
Delivered by
Third Party

Workforce Australia
Employment Services
Delivered by Sam Smith Provider xxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Exclusion zones

Without Crest
Employment.
Skills. Support.

Workforce Australia
Employment. Skills. Support.

Without Crest
Skills and Support
Services
Delivered by
Third Party

Workforce Australia
Self-Employment Services
Delivered by
Sam Smith Provider xxxx
xxxxxxxxxxxxxxxxxxxxxxx

Without Crest
Employment
Services
Delivered by
Third Party

Workforce Australia
Employment Services
Delivered by Sam Smith Provider xxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Minimum sizes

Without Crest

Minimum width:

20mm = print

43px = general digital

Workforce
Australia

Without Crest

Long horizontal

Minimum width:

33mm = print

77px = general digital

Workforce Australia

Without Crest

Employment.
Skills. Support.

Minimum width:

30.5mm = print

65px = general digital

*153px = in main banner
for website*

Workforce
Australia

Employment. Skills.
Support.

Without with Crest

Long horizontal

Minimum width:

54.5mm = print

116px = general digital

*272px = in main banner
for website*

Workforce Australia

Employment. Skills. Support.

**Provider logo
without Crest**

Stacked

Minimum width:

30.5mm = print

65px = general digital

Workforce
Australia

Self-Employment Services

Delivered by
Sam Smith Provider xxxx
xxxxxxxxxxxxxxxxxxxxx

**Provider logo
without Crest**

Long horizontal

Minimum width:

54.5mm = print

116px = general digital

Workforce Australia

Employment Services

Delivered by Sam Smith Provider xxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Descriptor text should not appear less than 6pt for print or 10px on main banner for website.

Suggested alt text for logos: "Logo for Workforce Australia – Employment, Skills, Support." when the logo is used on its own. "Visit the Workforce Australia website" if the image is wrapped in a link to the Workforce Australia site, **see example**.

Incorrect use

Do not use colours that are not brand colours

Workforce Australia
Employment Services

Delivered by Sam Smith Provider xxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Do not change the colour of the Dot Bracket

Workforce Australia
Employment Services

Delivered by Sam Smith Provider xxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Do not change the colour of the text

Workforce Australia
Employment Services

Delivered by Sam Smith Provider xxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Do not change the layout

Delivered by Sam Smith Provider xxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Workforce Australia
Employment Services

Do not change the hierarchy – Workforce Australia text must take precedence

Employment Services
Workforce Australia

Delivered by
Sam Smith Provider xxxx
xxxxxxxxxxxxxxxxxxxxxx

Do not change the orientation of the Dot Bracket

Workforce Australia
Employment Services

Delivered by
Sam Smith Provider xxxx
xxxxxxxxxxxxxxxxxxxxxx

Do not move the descriptors

Employment. Skills. Support.

Workforce Australia

Do not place the identity on patterned, transparent or low contrast backgrounds

Workforce Australia
Employment. Skills. Support.

How Providers
will use the brand

Provider use of the logo

Providers are contractually obligated to clearly display and give prominence to the Workforce Australia logo (Provider logo) on all applications, where possible, unless otherwise agreed.

Ensuring the Workforce Australia logo is clearly displayed helps increase brand recognition and reinforce that the services being provided are funded by the Australian Government.

Organisations delivering Workforce Australia services must use the Workforce Australia logo in all Workforce Australia information and marketing material, including (but not limited to):

- Shopfront (Building externals and front door)
- Website
- Letterheads
- Business cards
- Brochures (DL, A4, etc.)
- Fact Sheets
- Mailouts
- eNewsletters
- Mobile website
- Mobile app
- Video
- PowerPoint Templates
- Press Ads / Radio ads / TV ads
- Pull up banners (used at events)
- Expo Stands

Positioning of the logo

As an organisation delivering Australian Government employment services, you are acting under the umbrella of the Workforce Australia brand. When your organisation is promoting your relationship with Workforce Australia, your identity is supported by the Workforce Australia brandmark (this indicates Australian Government endorsement).

The stacked or long horizontal version of the Workforce Australia logo can be used, depending on the size and format of the application.

Identity
Employment. Skills. Support.

Workforce
Australia
Employment. Skills.
Support.

Identity (Provider logo)
Stacked
Employment Services
Delivered by Third Party

Workforce
Australia
Employment Services

Delivered by
Sam Smith Provider xxxx
xxxxxxxxxxxxxxxxxxxxxxx

Identity (Provider logo)
Long horizontal
Employment Services
Delivered by Third Party

Workforce Australia
Employment Services

Delivered by Sam Smith Provider xxxxxxxxxxxxxx
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Shopfront – building externals and front doors

To ensure maximum awareness and recognition of the Australian Government's branding, Workforce Australia signage must be prominently displayed at sites where Providers are delivering Australian Government employment and skills services.

General principles on shopfront branding

The examples provided in relation to shopfront branding on the previous page/s are indicative only, as each shopfront is unique, and it is not possible to provide an example for every scenario.

As such, the following general principles apply to all shopfront branding:

Every effort must be made to ensure the Workforce Australia brand is located in a prominent position on shopfronts, making it easy for individuals to recognise Workforce Australia Providers.

Providers can use their own branding on the shopfronts where appropriate.

Shopfront branding must also comply with any lease or strata requirements of the premises, noting the general principle is for the Workforce Australia brand to have prominence.

Minimum signage required on Workforce Australia sites

All Providers must display Workforce Australia signage prominently on their shopfront with a view to it being the prominent signage where possible.

Where a contracted Provider has no external signage on a building (in a multi-tenanted site, such as a multi-storey building or a shopping centre), at a minimum, signage must be displayed at eye level on the front door, beside the front door or on an external window of the premises.

Where contracted Providers have tenancies with a stand-alone shopfront, or in a building where external signage is permitted or required, Workforce Australia branding should be the prominent branding on all signage.

As each Provider shopfront is unique, signage requirements cannot be specified for each individual tenancy. The images in this section are for illustrative purposes only.

The minimum size signage for shopfront doors is 500mm w x 500mm h. The Provider version of the logo should be used (logo with service descriptor and provider name/logo with service descriptor). This signage must be displayed either on the site door, directly beside the site door or windows.

The bottom of the sign should be no lower than 1.3m from the ground and no higher than 1.5m. The minimum size signage for large shopfronts is 1200mm w x 500mm h. The Provider version of the logo should be used (logo with service descriptor and provider name/logo with service descriptor). This signage must be displayed either on the fascia or awning of the building, or windows. Refer to 'Shopfront co-branding' mock-ups on pp 25–27.

Contracted Providers can continue to use their own branding on shopfronts and building, but must ensure the Workforce Australia logo is the prominent logo.

If contracted Providers deliver additional Australian Government employment services (for example Disability Employment Services) or services for state government or private entities, the Workforce Australia brand must be the first brand featured in the list of services promoted on the shopfront or building.

Any exemptions to any of the requirements will need to be submitted to the department and will be considered by exception, on a case by case basis.

Note: All examples are indicative only, the final details and requirements will be outlined in final contractual arrangements.

Confirmation of branding plans

Prior to incurring the costs of installing signage, if a Provider is unsure or would like to have their proposal for signage checked, they are encouraged to contact the department to review the proposal to ensure it is in line with requirements set out in this document and the relevant program deed, contract or funding agreement.

The department welcomes seeing how your Workforce Australia signage has been installed on your site or shopfront. Please send a photo to workforceaustralia-brand@dewr.gov.au.
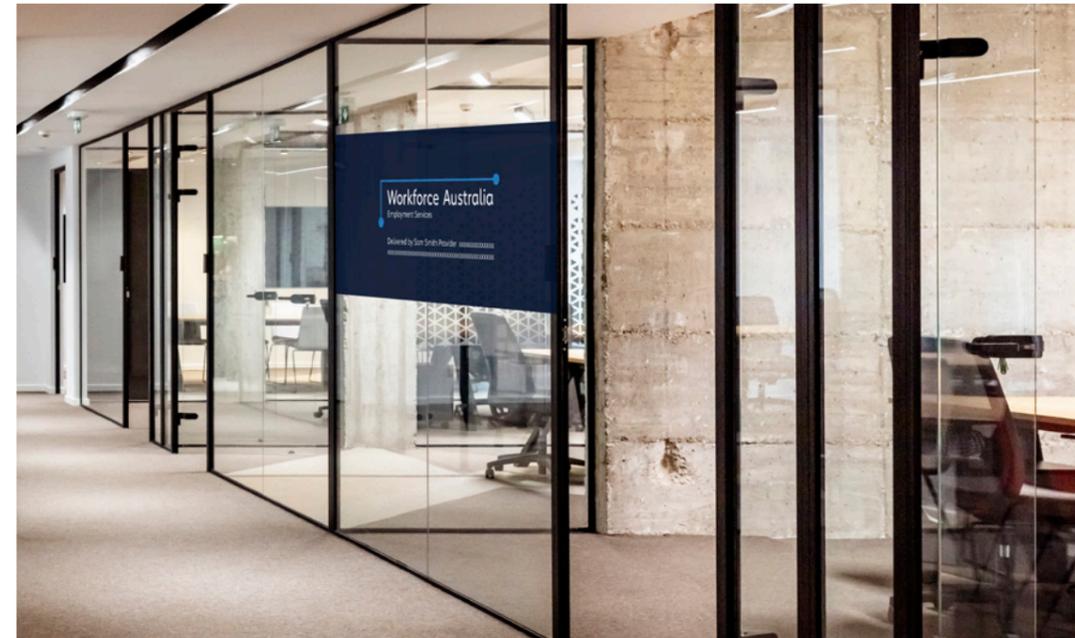
The department will work with you to finalise all branding plans to ensure they adhere to the requirements.

Shopfront branding costs

Providers are expected to cover the costs associated with branding their shopfronts.

Minimum signage requirements.

Headline shop sign.

Potential large shopfront, giving prominence to the Workforce Australia logo.

Shopfront with no street frontage, sign on entry door.

Shopfront co-branding

Single and double doors with co-branding, giving prominence to the Workforce Australia logo.

Potential shopfront with co-branding, giving prominence to the Workforce Australia logo.

Shopfront co-branding *continued*

Single and double doors with co-branding, giving prominence to the Workforce Australia logo.

Potential shopfront with co-branding, giving prominence to the Workforce Australia logo.

Provider brand graphics

Shopfront co-branding *continued*

Single and double doors with co-branding, giving prominence to the Workforce Australia logo.

Potential shopfront with co-branding, giving prominence to the Workforce Australia logo.

Stationery and publications

The Workforce Australia logo (Provider logo) should be the prominent logo on all stationery and collateral promoting or providing information about Workforce Australia services (collateral includes, but is not limited to, brochures, flyers, booklets, posters etc).

Please use the Workforce Australia letterhead template that was included in your provider custom brand kit.

The Workforce Australia logo should be placed on the left hand side of the header of the document.

If a Provider logo, or additional logos, are to be included on the document, they are to be located on the bottom of the page (or rear cover on a multi-page document) and right aligned.

Identity in colour

A4 brochure cover

Identity in colour
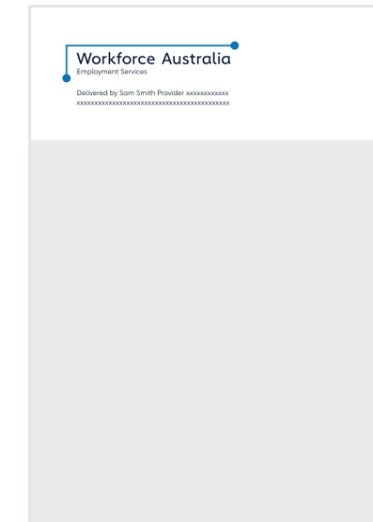
A5 brochure cover

DL brochure cover

Identity in colour

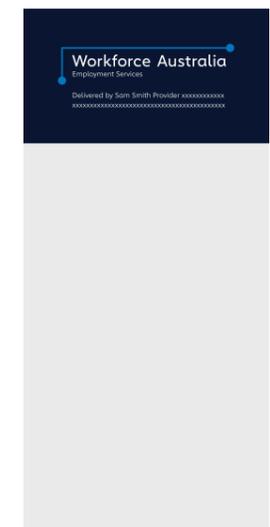**Identity reversed**

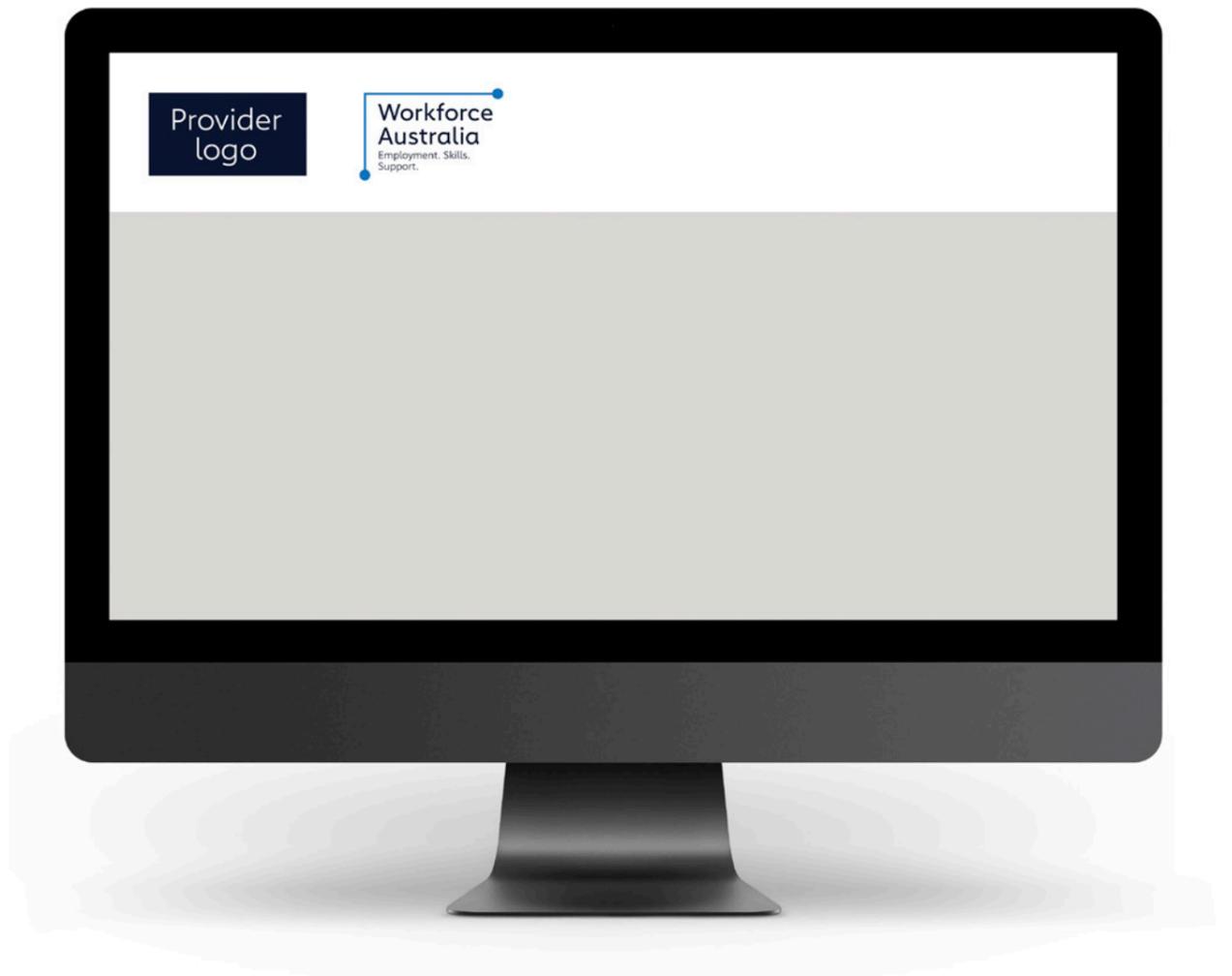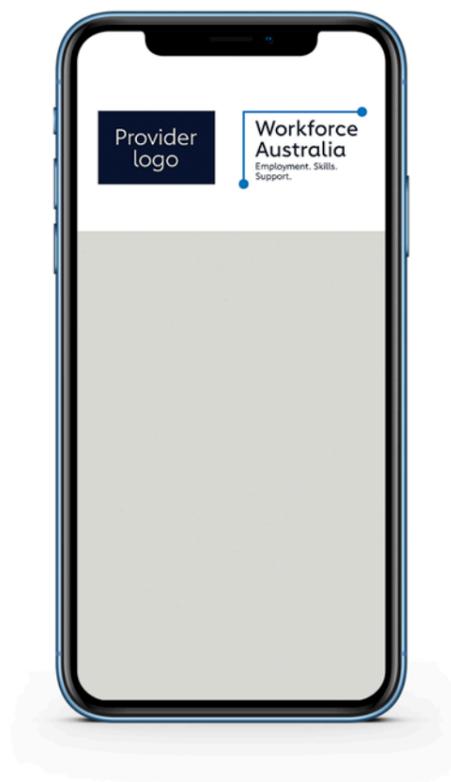**Identity reversed**

A4 brochure cover
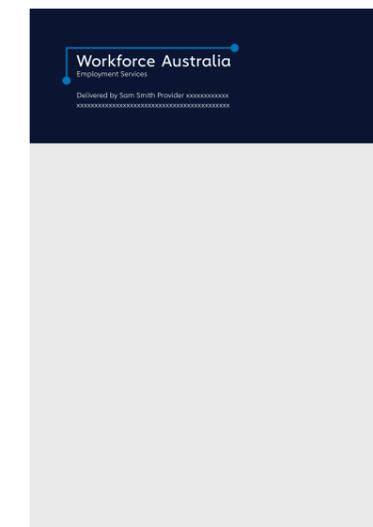
A5 brochure cover

DL brochure cover

Websites

The Workforce Australia logo must be placed in a prominent position on the homepage of the Provider website.

Contact

For any brand application or style guide enquiries, email workforceaustralia-brand@dewr.gov.au or view the Workforce Australia Provider FAQs on the Brand Resources page via the Provider Portal.

WorkforceAustralia.gov.au