



Australia Indonesia Partnership

Kemitraan Australia Indonesia



## Guidelines for use of the Australia Indonesia Partnership logo

May 2006

\$2 billion to Indonesia over five years

**Introduction** The Australian Government decided in February 2006 that a single logo or 'brand' would be applied to the Australian aid program in Indonesia.

These design guidelines have been developed to help Australian Government agencies, contractors and other aid partners ensure that the logo is consistently applied and thus effectively promotes Australia's significant contribution to Indonesia.

It is important to highlight the support of the Australian Government, through its overseas aid program, for projects and activities.

Recognition should be upfront and obvious, so that people are clearly and immediately informed of the extent of the Government's contribution and that, often, an activity would not happen without government support (ie an NGO delivering a government project). It shows taxpayers where and how their money is used, and our partner government how our aid is helping them achieve their objectives.

Follow the enclosed guidelines. If you have questions please call the Indonesia Group Public Affairs team – in Jakarta on +62 21 2550 5556 extension 490 or in Canberra on +61 2 6206 4847 or for more information visit [www.indo.aid.gov.au](http://www.indo.aid.gov.au)

# The logo

What are the elements of the logo?



**Australia Indonesia Partnership**

**Kemitraan Australia Indonesia**



The design consists of five elements:

- > on the left hand side, the Commonwealth Coat of Arms (version: Conventional 3A Solid)
- > on the right hand side, the Garuda crest of Indonesia
- > the words 'Australia Indonesia Partnership' (Times New Roman Bold)
- > an underline
- > the words 'Kemitraan Australia Indonesia' (also Times New Roman Bold).

Whereas the design may appear simple to construct, it is not intended for individuals, agencies or organisations to build their own version.

Where do I use the logo?

On everything. Due recognition applies to project signage, publications, annual reports, events, websites, sponsorship materials, stationery, merchandise (including clothing), press releases, marketing and promotional material and speeches.

Where will I find the logo?

All logo files are available from [www.indo.aid.gov.au](http://www.indo.aid.gov.au). Indonesia Group Public Affairs can email single logo files or send you a disk with logos that will work on anything, from websites, to printed materials, for PC or MAC users.

Please do not copy the logo from the Internet. The quality of reproductions is poor and inadequate for printing and publications.

All the logo formats are also available from AusAID at the following locations:

- > **Embassy G:** \AusAID\COMMON\BRANCH ISSUES\COMMUNITY RELATIONS\LOGOS AND TEMPLATES\AUSTRALIA INDONESIA PARTNERSHIP LOGOS AND TEMPLATES
- > **Kebon Sirih G:** \AIPRD template
- > **Canberra S:** \ING\BRANCH ISSUES\PUBLIC AFFAIRS\BRANDING

# The logo

Which type of file do I need?

If you are using the logo in a graphic design or publication then a high quality version (.eps) is recommended. Otherwise a .jpeg or .tif will usually be adequate for word documents, powerpoint presentations, etc.

Guidelines for application

The logo can be reproduced in black and white



**Australia Indonesia Partnership**  
Kemitraan Australia Indonesia



Or in the following colours:

- > Black
- > Dark blue PMS 547 ■ C: 100 | M: 19 | Y: 0 | K: 75
- > Red PMS 484 ■ C: 0 | M: 95 | Y: 100 | K: 29
- > Warm grey PMS 410 ■ C: 0 | M: 18 | Y: 21 | K: 56
- > White

The logo can be reversed onto a dark, solid background.



The crests in the logo must never be reproduced smaller than 20 mm in diameter.

The crests must never appear on their own (without the words Australia Indonesia Partnership / Kemitraan Australia Indonesia).

The words can never be used on their own or in place of the logo.

# The logo

## Where to use the logo

### *Business cards · AusAID Employees*

If you are an AusAID staff member working at post, you must use the AusAID logo on your business cards. You cannot use any other logo or emblem (eg the flag of the host country) on your business card. The back of the card should contain supporting information, such as the name of the project, the Australia Indonesia Partnership logo and a tagline. An example is shown below.

*Example:*



Other Australian Government agencies delivering the Australian aid program in Indonesia may wish to use the same design on the reverse of their business cards.

### *Business cards · Contractors, NGO's, AMC's*

If you are a non government organisation, Australian managing contractor, volunteer organisation or multi-lateral organisation do not put the AusAID logo on your business card, as it may imply that you represent the Australian Government.

An example of a contractors business card is shown below, the key elements of which are the use of the word 'contractor' and the name of the program on the front of the card. The example also shows the back of the card, which utilises the name of the project, the Australia Indonesia Partnership logo and corresponding text. This should be the guide for all contractors' business cards.

*Example:*



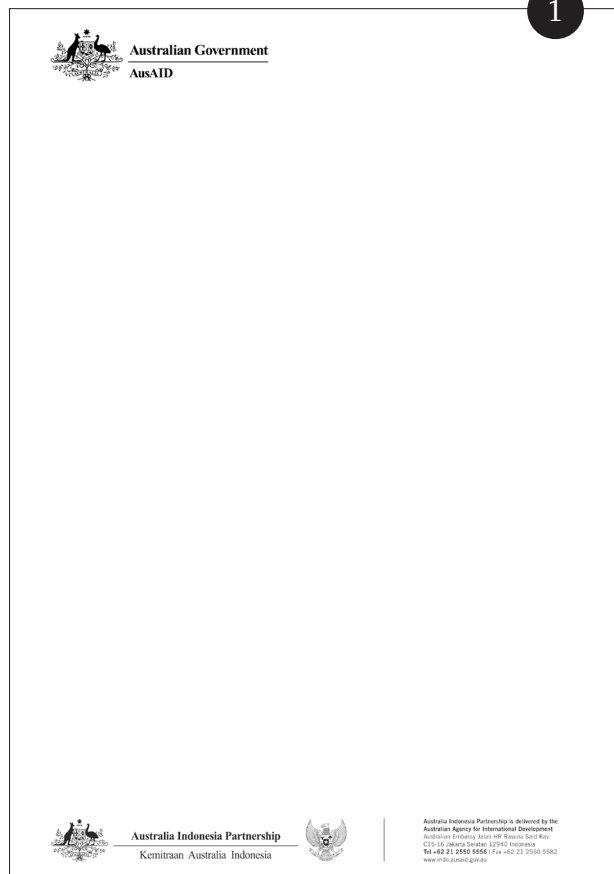
# Stationary

Standard stationary items

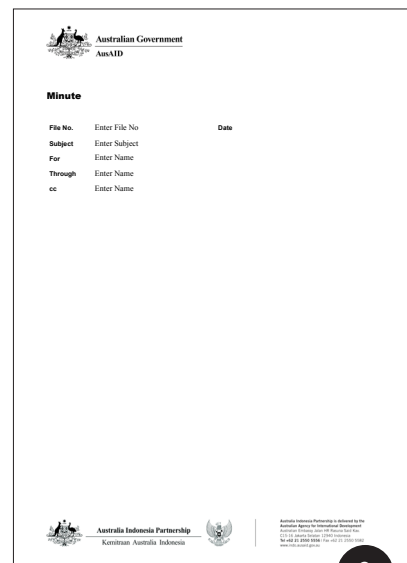
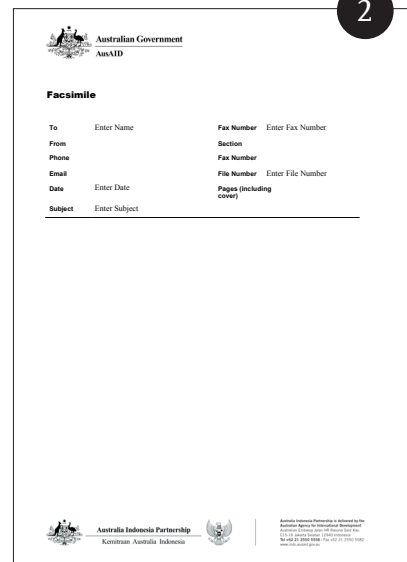
## AusAID

Templates for standard stationary items such as letter heads, minutes and faxes have been produced. There are three versions according to the office locations, Make sure you use the correct one. They are available at the following drive locations:

- > **Embassy G:** \AusAID\COMMON\BRANCH ISSUES\COMMUNITY RELATIONS\LOGOS AND TEMPLATES\AUSTRALIA INDONESIA PARTNERSHIP LOGOS AND TEMPLATES
- > **Kebon Sirih G:** \AIPRD template
- > **Canberra S:** \ING\BRANCH ISSUES\PUBLIC AFFAIRS\BRANDING



- 1: Letterhead
- 2: Facsimile
- 3: Minute



# Stationary

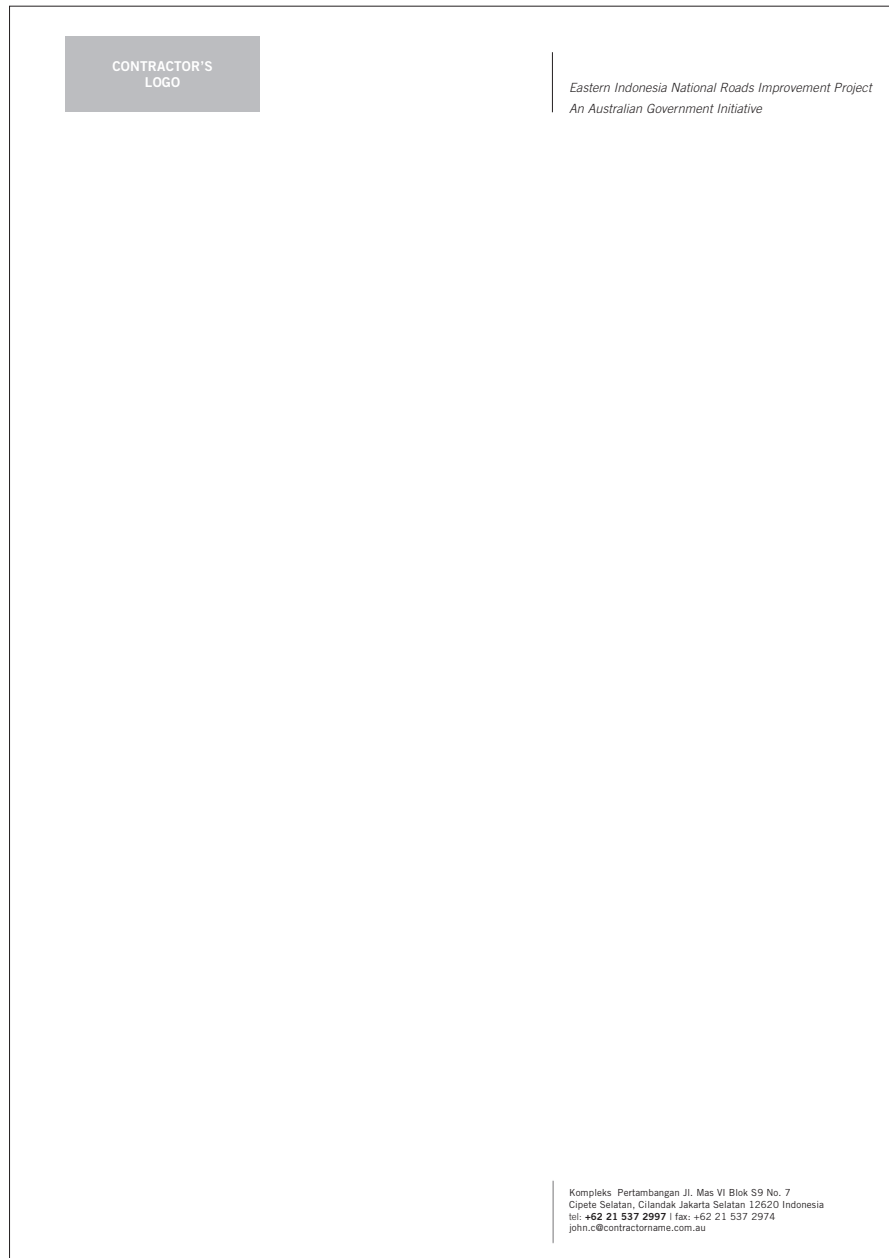
*Contractors, NGO's, AMC's*

In an appropriate location, stationary items should include:

- > Project name
- > One of the two following statements of acknowledgement or similar:
  - i. Where the project is fully funded, or majority funded: *An Australian Government initiative.*
  - ii. Where the project is partly funded by AusAID and another agency/business/government is the major funder: *Supported by the Australian Government.*

No specific project logos are to be used.

*Example:*



# Promotional and marketing materials

All hard copy and electronic communication/promotional and marketing (including advertisements) materials must feature the Australia Indonesia Partnership logo.

The logo should be positioned on the front cover of all books, brochures, maps, folders, etc and the opening screen of DVDs/powerpoints/CDROMs. It should be prominent but allowing flexibility for design, does not have to be in the top left corner. It cannot be reproduced smaller than 20mm across the width of the crest. Refer to page 1 for colours it can be reproduced in.

Of course, the logo of the AMC or NGO managing the project should also appear on the front cover of all books, brochures, maps, folders, etc and the opening screen of DVD/powerpoints/CDROMs. Neither logo should dominate in terms of size, however the AIP logo should be prominently placed.

## Project signage

Project signage needs to suit local conditions and reflect the partnerships through which the project is delivered. With that in mind, project signage must include:

- > The AIP logo
- > Project name
- > One of the following statements of acknowledgement
  - i. Where the project is fully funded, or majority funded: *An Australian Government initiative.*
  - ii. Where the project is partly funded by AusAID and another agency/business/government is the major funder: *Supported by the Australian Government.*

It may also include:

- > The company name of the AMC/NGO etc and their logo
- > Any other contributing partner logos.

You can use flags (both Australia's and that of the partner country) on your signs, as long as you're confident the renditions will be accurate. The Australian flag and that of the partner country must be of the same size.

Avoid using project acronyms - it's much better to spell them out.

The costs of developing signage and other materials to promote Australian identity should be borne out of project funds.

*Example:*



### Vehicle signage

For security and other reasons it is not always practical or desirable to use vehicle signage.

Project vehicle signage (if required – and it's your choice) should include:

- > Project/program name
- > The AIP logo car sticker

## Project websites

Whether you have developed a website as a project deliverable, or simply to keep people in touch with progress, your website must appropriately acknowledge Australian Government involvement.

Where the project is fully funded or majority funded by AIP, the front page must include:

- > The AIP logo (on the left hand side of the header)
- > Project name
- > The company name of the AMC/NGO etc and their logo
- > The statement: *An Australian Government initiative, managed by (name of the AMC/NGO).* This statement should be put in the header with the logo.
- > A link to [www.ausaid.gov.au](http://www.ausaid.gov.au)
- > Any other contributing partner logos.

Where the project is partly funded through AIP and another agency/business/government is the major funder, the front page must include:

- > The AIP logo (on the left hand side of footer)
- > Project name
- > The company name of the AMC/NGO etc and their logo
- > The statement: *Supported by the Australian Government, managed by (name of the AMC/NGO).* This statement should be put down in the footer with the logo.
- > A link to [www.ausaid.gov.au](http://www.ausaid.gov.au)
- > Any other contributing partner logos.

You can use flags (both Australia's and that of the partner country) on the front page of the website but not on subsequent pages. The Australian flag and that of the partner country must be the same size.

Avoid using project acronyms - it's much better to spell them out.

# Merchandise

These days it's possible to put a logo on just about everything, but it doesn't always look good.

As a general guide, for embroidery and screen printing the crests on the logo should not be reproduced under 50mm in width. Any smaller and it looks messy.

On merchandise items the logo can only be reproduced in the following colours:

- > Black
- > Dark blue      PMS 547 ■ C: 100 | M: 19 | Y: 0 | K: 75
- > Red              PMS 484 ■ C: 0 | M: 95 | Y: 100 | K: 29
- > Warm grey      PMS 410 ■ C: 0 | M: 18 | Y: 21 | K: 56
- > White

The public affairs team has produced various merchandise items which are available to our staff and representatives in the field. These items are available from AusAID in Jakarta – contact **+62 21 2550 5556** extension **490**. If you have a suggestion for merchandise, contact the public affairs team.

The costs of producing specific merchandise should be borne out of project funds.

## More Information

For more information please call the Indonesia Group Public Affairs team – in Jakarta on **62 21 2550 5556** extension **490** or in Canberra on **61 2 6206 4847** or for more information visit **[www.indo.usaid.gov.au](http://www.indo.usaid.gov.au)**