



**Government
of South Australia**

Department of the Premier and Cabinet Circular

PC008 – USE OF THE PIPING SHRIKE

June 2003

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Summary

This circular describes the history of the Piping Shrike as the State's emblem and the South Australian Government's policy on its use on government communications as the official symbol of the Government of South Australia.

A brief history

The Piping Shrike has been the official badge of the South Australian Government since 1901. While the Piping Shrike has undergone various design modifications over the years it still remains the official State emblem and one which generates pride and affection.

The Piping Shrike adorns all manner of elements from government buildings, through to stationery, brochures, flags, banners, sporting attire and promotional clothing, yet very few people know where the design from the Piping Shrike originates, let alone what sort of bird it is.

There has always been discussion on whether it is the common magpie or the Murray magpie and which ever it is, why is it called a Shrike? Many different birds have been chosen as heraldic devices and South Australia possessed a ready made symbol.

In almost every backyard was the irrepressible magpie – resourceful, brave and daring in defending its nest and young ones and with a very sweet song. These qualities were worth representing by way of a heraldic device for the developing State of South Australia.

Early settlers familiar with the European magpie also called the Australian bird the magpie and at that time included it in the family of Shrikes.

In 1901, Governor Tennyson in his despatch to the Secretary of State for the Colonies said 'I herewith forward a flag with the new device upon it – the South Australian Shrike in the rising sun of the Commonwealth and hope that as it is a fine design and one which has been favourably received here ...'

This symbol represents South Australia today and is used by many government agencies and department as a corporate logo.

Official Use

The symbol of the Piping Shrike is for the official use of the Government of South Australia only. Under the *Unauthorised Documents Act 1916* no person can print, publish or manufacture the symbol without the permission of a minister of government. The symbol also distinguishes official publications from those produced by private organisations and cannot be used for commercial purposes.

Government letterheads, publications etc, should display the symbol in the appropriate manner, thereby distinguishing between Australian and State Government departments. The symbol also distinguished official publications from those produced by private organisations.

General

The symbol must always appear in the configuration displayed in [Guidelines for Government Branding](#) thereby preserving its integrity in all its applications.

Consequently, the symbol must never be incorporated into another graphic form, be it border, logotype, or namestyle. It should be protected by a 'zone of isolation' (an area free of any printed matter) formed by a theoretical square measuring 25% of the diameter of the roundel or side of the symbol.

Where a specific graphic image has been developed for a particular department's use, this image must not encroach upon the area devoted to the Piping Shrike symbol, nor can it incorporate the symbol within its form. The symbol must always appear as an individual item.

Technical Specifications

This circular has been developed to assist government agencies in developing corporate branding for stationery (letterheads, business cards, compliment slips etc), advertising, promotional products, current and future websites, signage and all other forms of communication.

The South Australian Government has identified a need for strong and consistent branding forms of communication across Government, including internet web pages. All South Australian Government materials (including any government sponsored services and initiatives) must have a strong visual connection with the South Australian Government using the Piping Shrike graphic with the words 'Government of South Australia'. This is especially so for

government departments and entities which have a separate logo which does not include the Piping Shrike.

The Piping Shrike is the official symbol of the State and its government. The correct badging will consist of this motif along with the words 'Government of South Australia'.

This badging should be used consistently across government as outlined in '[Guideline for Government Branding](#)'.

Logo

The logo should incorporate the current version of the Piping Shrike and Government of South Australia in the ratio and layout as depicted on the opening page. Government agencies working with graphic artists and web developers are not to create their own version of the Government logo but to use a copy of the logos provided by downloading from <http://intra.sa.gov.au/site/branding> or to obtain one from the Strategic Communications Unit.

Style

The current version of the Piping Shrike – Government of South Australia logo should be used at all times. Under no circumstances should an older version of the logo be used for branding purposes. When used in the context of a logo, the Piping Shrike must be accompanied by the words 'Government of South Australia' as shown on the opening page of this circular.

Further information

For information about the official use of the Piping Shrike, contact:

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For information about everything else in the circular, contact:

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