



**Government
of South Australia**

Department of the Premier and Cabinet Circular

**DPC Circular 25 – COMMON BRANDING POLICY FOR THE
GOVERNMENT OF SOUTH AUSTRALIA**

July 2006

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This policy is current as from June 2006.

Overview

This Circular outlines the policy for common branding.

The key principle is that all Government entities maintain a consistent and professional image, and are easily identifiable as belonging to the Government of South Australia.

This policy aims to provide a unified approach to branding by all government entities. Clear and consistent branding enables the public to recognise South Australian Government activities. It improves service to the public by facilitating access to programs and services provided by the Government.

A single identifiable logo will also reinforce to public sector employees that, rather than working for an individual department or agency, we are all working for the Government and fundamentally the community of South Australia.

The Strategic Communications Unit, Department of the Premier and Cabinet, has been responsible for the development of Guidelines supporting the policy.

The Guidelines clearly articulate all aspects of the approved branding and its application across a range of uses.

Exemptions have been endorsed where a range of specific entities and events are permitted to either be identified solely by a service specific logo or co-brand a service specific logo with the Government of South Australia logo. In addition, an exemption process has been established where individual entities may apply for an exemption based on specific criteria.

PRINCIPLE

All Government of South Australia entities must:

- **Adopt only the authorised branding, outlined in the Government of South Australia Branding Guidelines, to ensure that primarily a whole of government presence is maintained at all times; and**
- **Not develop branding or logos that fail to comply with the Branding Guidelines.**

1. Principles

- 1.1 Government entities, including departments, subordinate agencies, statutory authorities, government enterprises and boards may identify themselves by adopting the prescribed Government of South Australia Entity logo.
- 1.2 Programs, initiatives and committees are not entitled to be identified through their own logo.
- 1.3 Common Branding will apply to:
 - All internal and external communications
 - Marketing and communications activities
 - Administrative and operational activities
- 1.4 The Government of South Australia Branding Guidelines specify all aspects of the Common Brand and Government entities must comply with the Guidelines.
- 1.5 All entities will adopt the approved layout and design for corporate stationery to maintain a professional corporate identity
- 1.6 The use of supporting graphics to create or support the identity of initiatives, programs and committees is accepted when preparing marketing and communication activities as detailed in the Branding Guidelines.

2. Exemptions

- 2.1 Exclusions have been endorsed where a range of specific entities and events are permitted to either:

- Identify themselves solely by an entity specific logo and are exempt from all co-branding requirements, or
- Co-brand service specific logos in conjunction with the Government of South Australia logo.

- 2.2 Exemptions may be granted on an individual basis where mitigating circumstances prevail.
- A vested commercial, cultural or public welfare interest must be identified

Submissions for exemption, addressing specific criteria, will be assessed by the Premier's Communications Advisory Group and referred to the Premier where appropriate.

The final decision will be at the sole discretion of the Premier

- 2.3 A questionnaire has been devised, with the assistance of Crown Law, for the use in determining whether a statutory authority, government enterprise or board must comply with the common branding policy.

Entities deemed to comply will observe all aspects of the Common Branding policy.

3. Further Advice

For further advice or assistance on the application of this policy to a particular instance, please contact:

Strategic Communications Unit
Department of the Premier and Cabinet
Telephone: 8204 9178
Email: stratcomms@saugov.sa.gov.au

www.premcab.sa.gov.au/stratcomms