

ACT GOVERNMENT DESIGN & BRAND GUIDELINES



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FEBRUARY 2017

Please email CMTEDDCommsNetwork@act.gov.au if you have difficulties accessing this document.

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INTRODUCTION



The ACT Government aims to represent itself and communicate with the community as 'one government'. Because of this, it is important that our brand also projects a 'one government' approach. These guidelines have been developed to help ACT Government directorates and entities ensure the brand is consistently applied to achieve a uniform identity.

The ACT Government brand makes it easier for the public, visitors and investors to recognise the ACT Government's products, services and entities, and distinguish them from other levels of government, such as the Australian Government, and from the private sector.

It reminds us that as public sector employees, we work for the ACT Government and ultimately the people of the ACT, rather than for a division, unit or directorate.

Enquiries about the application of branding should be directed to the Chief Minister, Treasury and Economic Development (CMTEDD) Communications team.

Corporate stationery and design services can be ordered/obtained through Publishing Services.

CONTACT US

ACT GOVERNMENT EMPLOYEES

For enquiries please contact: Communications Division
Chief Minister, Treasury and Economic Development Directorate
CMTEDDCommsNetwork@act.gov.au

To obtain artwork templates, please visit the ACT Government branding website (only available within the ACT Government network) **<http://shareservices/ACTGovt/Branding>**

For artwork preparation and production assistance contact
Publishing Services at **Publications.act@act.gov.au**

EXTERNAL SUPPLIERS

(MUST BE ON THE ACT GOVERNMENT CREATIVE PANEL)

For enquiries please contact your relevant
ACT Government project manager.

GLOSSARY

BRAND/BRANDING

A combination of attributes that represents an organisation, product or service, and portrays its identity. These attributes may include (but are not limited to): the organisation's name, visual identity, logo, values, reputation, and relationship with its audience.

VISUAL IDENTITY

A particular look and feel consisting of a combination of graphic elements, typeface, colour palette and logo. These elements are used consistently to visually distinguish an organisation, product or service.

LOGO

A graphic symbol or letterform that represents an organisation, product or service.

A logo is one component of an organisation's visual identity, which is one component of the organisation's brand.

GRAPHIC ELEMENT

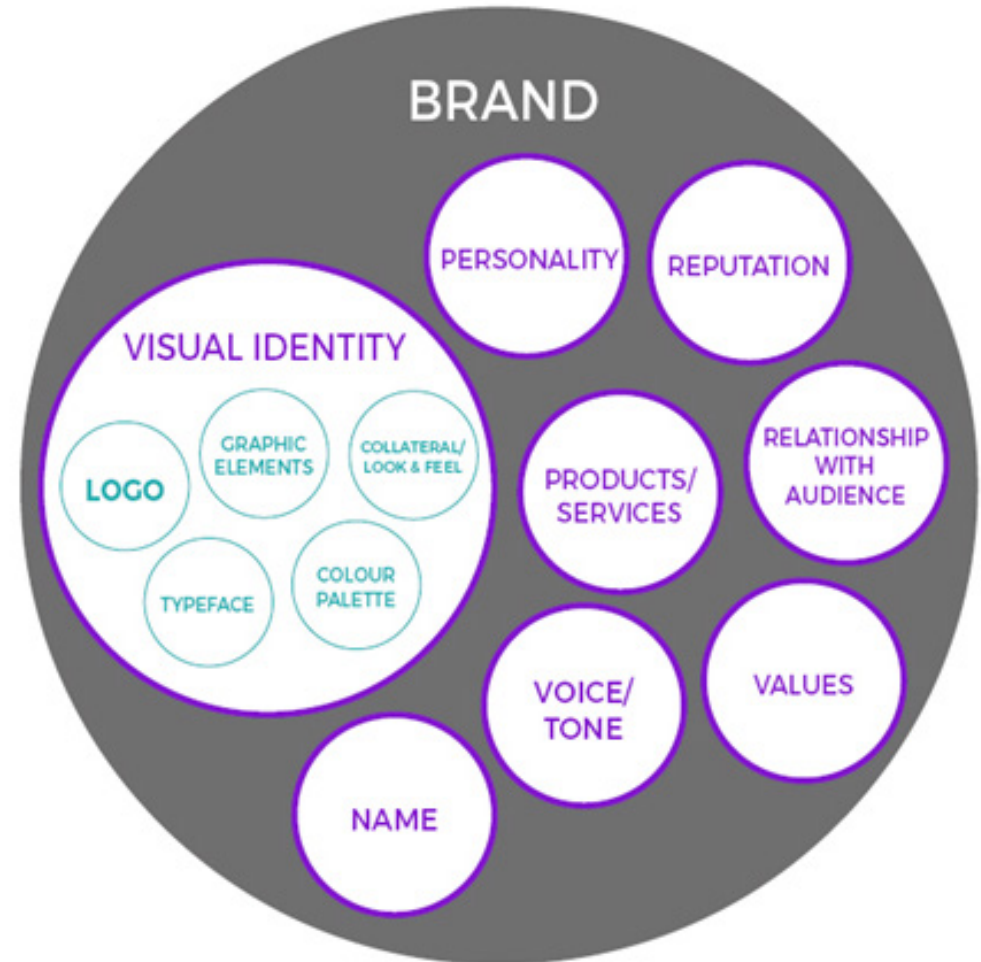
A particular visual element such as an image, colour, pattern or shape.

TYPEFACE

Another word for font.

CAMPAIGN

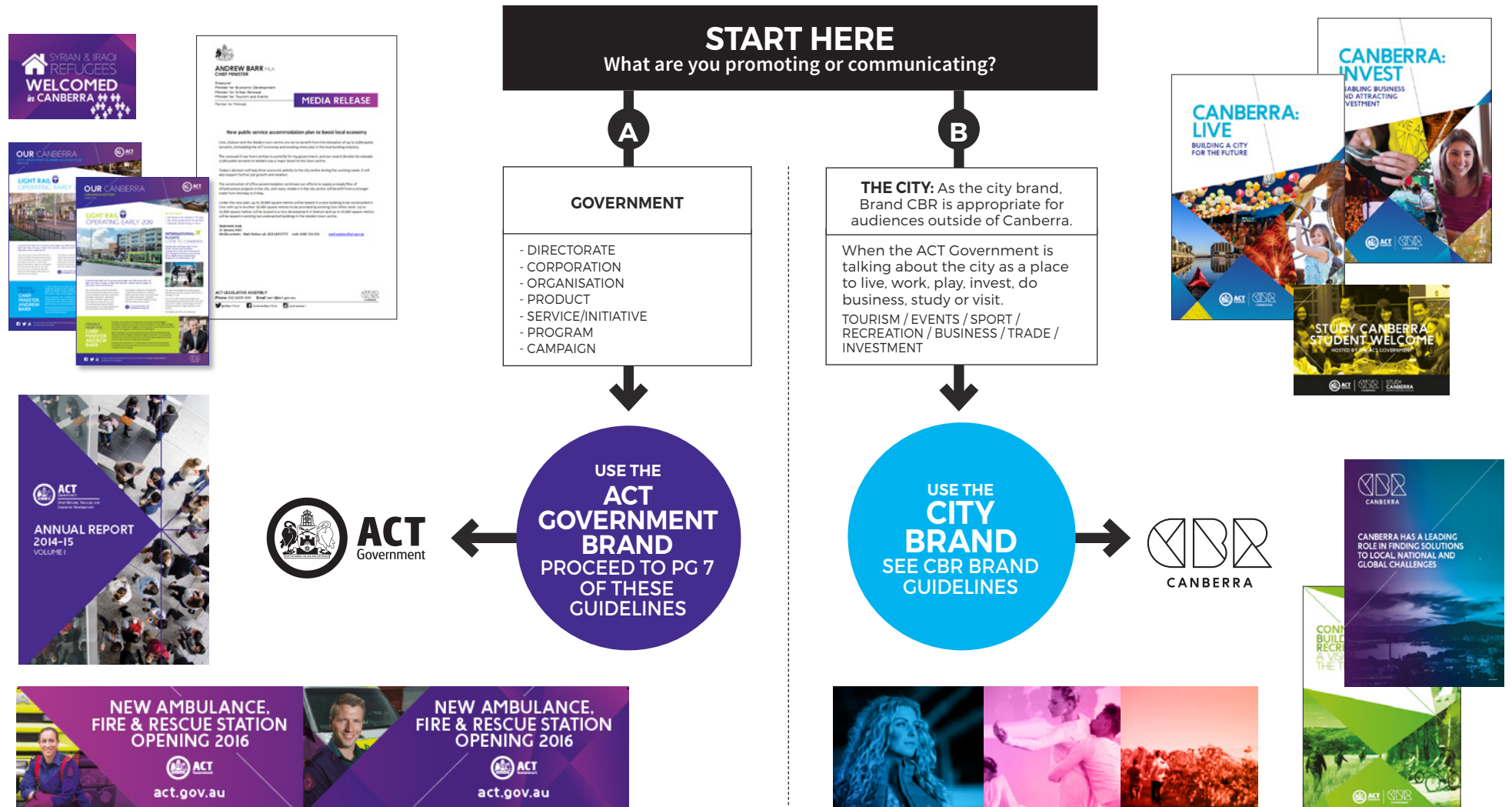
A combination of creative materials designed and developed to advertise something, drive awareness and achieve a particular goal. A campaign should have a defined communications strategy, planning and evaluation methods to determine its success and effectiveness.



ACT GOVERNMENT & BRAND CBR

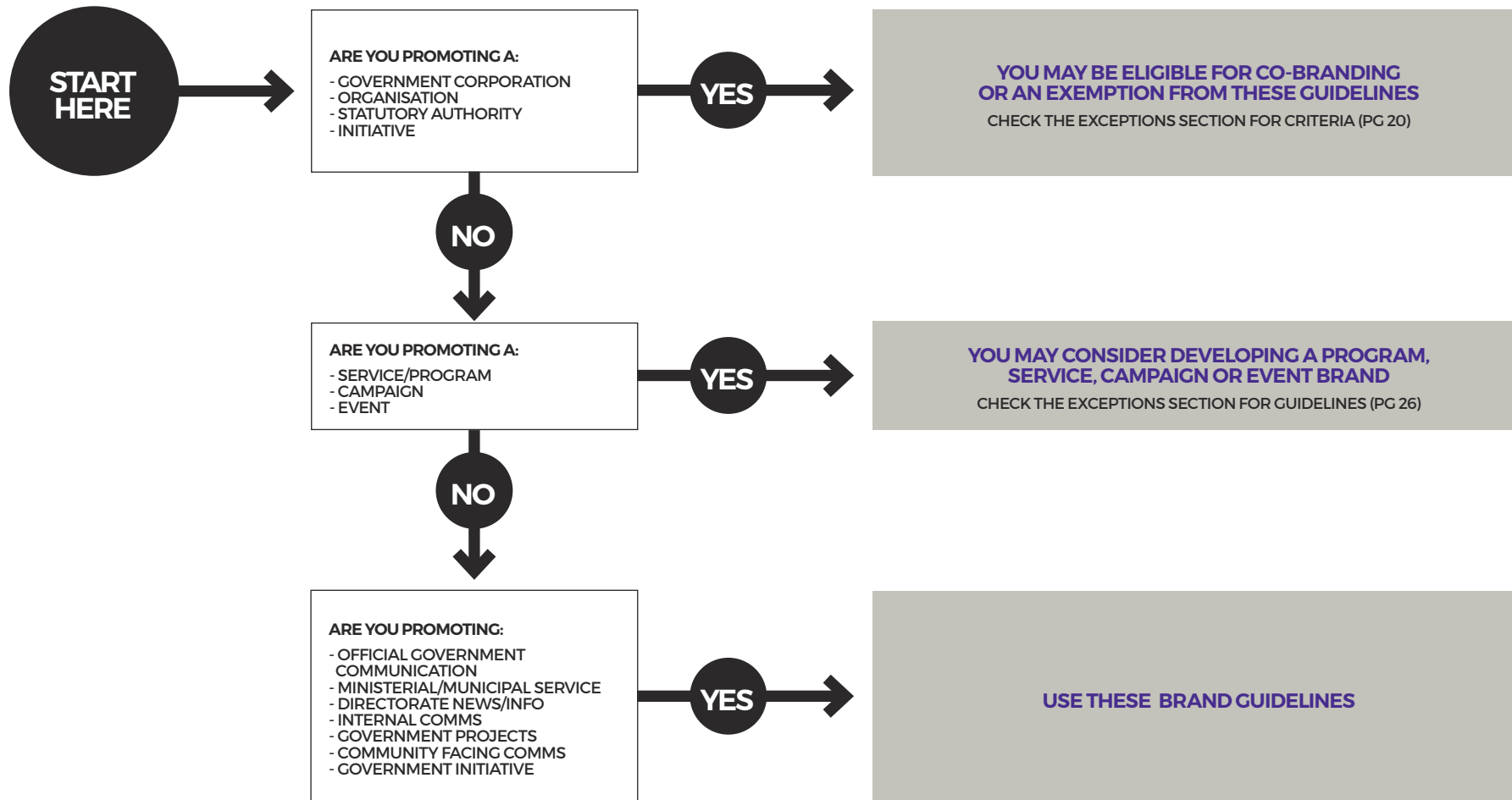
WHICH BRAND SHOULD YOU USE?

The ACT Government brand has been developed to complement Brand CBR. Our look and feel is aligned with the Canberra 'city brand', but also ensures that both CBR and ACT Government continue to stand and shine on their own.



ACT GOVERNMENT BRAND

HOW TO APPLY THE ACT GOVERNMENT BRAND



02 DESIGN ELEMENTS



LOGO

The **ACT Government logo** includes the ACT coat of arms surrounded by a circle with the words 'ACT Government' beside or below the circle.

A **wordmark** has also been developed to accommodate situations where the logo's recommended minimum size can not be achieved.

The wordmark used in the logo should be unique, consistent and identifiable.

For these reasons the typeface chosen for the wordmark and directorate identifiers is

not a common font. The logo and all directorate versions will be supplied along with this guide. The logos supplied should not be modified in any way and directorates will not attempt to generate their own version of the logo.

A suite of working templates also accompany this guide. Please see **Appendix 1** for samples of the working templates.

The ACT Government logo: Black

Inline



Stacked



Reversed



Wordmark

ACT Government

LOGO: APPLICATION

COLOUR

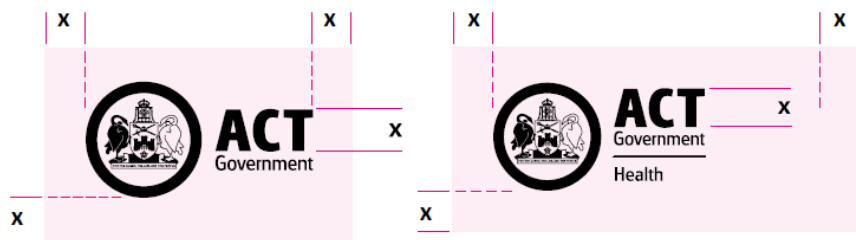
The ACT Government logo should be used in black or white (reversed).

SPACING

The ACT Government logo should always have prominence over and above other images and graphic elements.

An isolation zone has been established to ensure that the integrity of the design is not jeopardised through crowding. The dimension 'x' is equal to the height of the 'ACT' and is an applicable proportion at any scale.

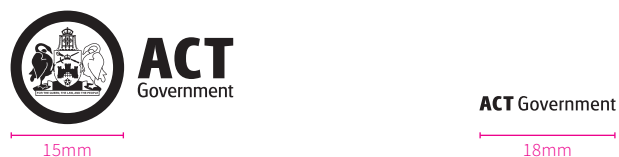
This dimension 'x' is used to determine the isolation zone area.



MINIMUM SIZE

The minimum recommended size that the logo should be applied can be determined by the outside diameter of the circular element of the logo. The dimension should be no smaller than 15mm diameter. This recommendation applies to every design form, variation, and all applications of the ACT Government logo.

In situations where the minimum recommended logo size cannot be achieved the small wordmark version of the logo should be used. This wordmark is available as a graphic and should be used no smaller than 18mm wide, or 100% of the supplied wordmark size, as shown below. This wordmark logo is available on the ACT Government branding website. See pg 3 for details.



LOGO: REPRODUCTION

INCORRECT USE



✘ Do not warp, twist or distort the proportions of the logo



✘ DO NOT change the ratio of the logo elements



✘ DO NOT apply the logo any smaller than the recommend minimum size



✘ DO NOT rotate the logo. It must always appear level or horizontal to the layout.



✘ DO NOT apply the logo in low contrast situations



✘ DO NOT apply the logo over complex backgrounds or images that diminish the presence of the logo



✘ DO NOT apply drop shadows or similar effects



✘ DO NOT blur the logo

TYPE: PRIMARY TYPEFACE

HEADINGS

MONTSERRAT

LETTER WIDTH: **92%**
LINE SPACING: **TIGHT**

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PULL OUT TEXT/INTRO TEXT

Montserrat

LETTER WIDTH: **100%**
LINE SPACING: **STANDARD**

Montserrat Light

abcdefghijklmnopqrstuvwxy
z
1234567890

Montserrat Regular

abcdefghijklmnopqrstuvwxy
z
1234567890

Montserrat Semibold

abcdefghijklmnopqrstuvwxy
z
1234567890

BODY COPY

Source Sans Pro

Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z
1234567890

Source Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z
1234567890

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z
1234567890

MAIN HEADINGS SHOULD BE ALL UPPERCASE
USE A COMBINATION OF LIGHT & REGULAR TO CREATE INTEREST.

IMPORTANT

Montserrat is a free open licence font and can be downloaded from:
fontquirrel.com/fonts/montserrat

NOTE: All applications of Montserrat should be modified as per the instructions outlined on this page.

A typesetting cheat-sheet is available as a working InDesign document and PDF . Please visit the ACT Government branding website to obtain a copy. See page 4 for details.

NOTE: If your document will be output as a Microsoft Office file, please use the secondary typefaces shown on the next page.

TYPE: FOR MICROSOFT OFFICE AND ALTERNATE TYPEFACE USE

HEADINGS

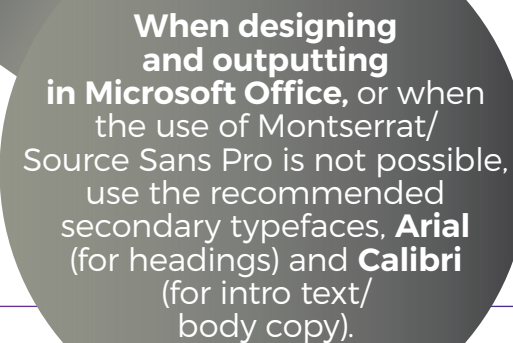
ARIAL

Arial Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890

Arial Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890



When designing and outputting in Microsoft Office, or when the use of Montserrat/Source Sans Pro is not possible, use the recommended secondary typefaces, **Arial** (for headings) and **Calibri** (for intro text/body copy).

BODY COPY

Calibri

Calibri Light

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890

Calibri Semi Bold

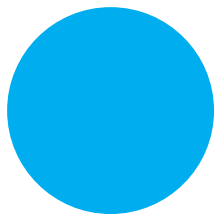
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu**vwxyz**
1234567890

COLOUR PALETTE

A palette of colours has been developed for use throughout all ACT Government print and digital communications.

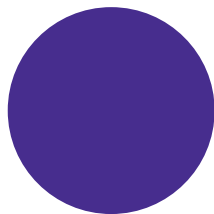
PRIMARY COLOURS

These colours are an important part of the brand and should be predominant.



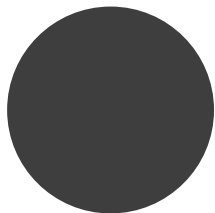
Light blue

C:100/M:0/Y:0/K:0
R:0/G:174/B:239



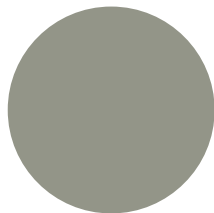
Violet

C:89/M:100/Y:1/K:2
R:72/G:45/B:140



Charcoal

Black 90%



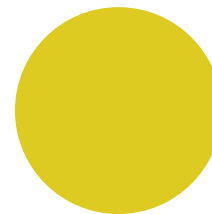
Grey

C:45/M:35/Y:46/K:3
R:146/G:148/B:135

SECONDARY COLOURS

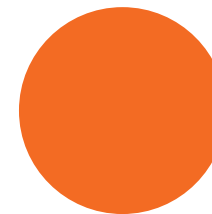
These colours have been chosen to complement the colours in the primary palette, and should not dominate the primary colours.

For any one application, the primary colours may be used with no more than two secondary colours to be used as highlights (this includes colours used in gradients).



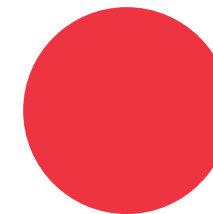
Yellow

C:15/M:13/Y:100/K:0
R:224/G:204/B:33



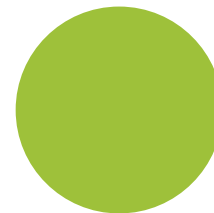
Orange

C:0/M:72/Y:98/K:0
R:243/G:108/B:35



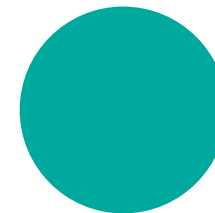
Red

C:0/M:93/Y:76/K:0
R:239/G:55/B:66



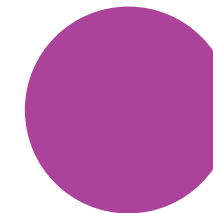
Green

C:43/M:6/Y:100/K:0
R:160/G:193/B:59



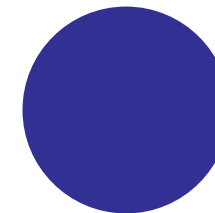
Aqua

C:100/M:0/Y:50/K:0
R:0/G:169/B:157



Pink

C:35/M:88/Y:0/K:0
R:171/G:67/B:153



Indigo

C:98/M:100/Y:0/K:0
R:51/G:48/B:146

COLOUR PALETTE: APPLICATION



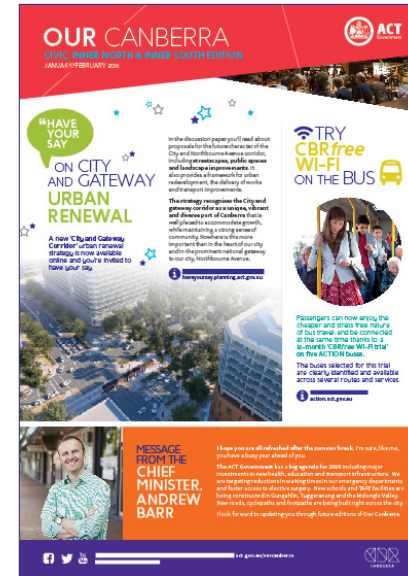
DO

Use up to two secondary palette colours as highlights in your document

Always use colours from the primary palette as the dominant colours.

These are what makes our brand recognisable and consistent.

Ensure colours are applied to contrasting backgrounds and are easily readable



DO NOT

Use more than two secondary colours in a document (this includes use of gradients)

Allow secondary colours to dominate/overpower colours from the primary palette

Apply colours to low contrast or similar coloured backgrounds

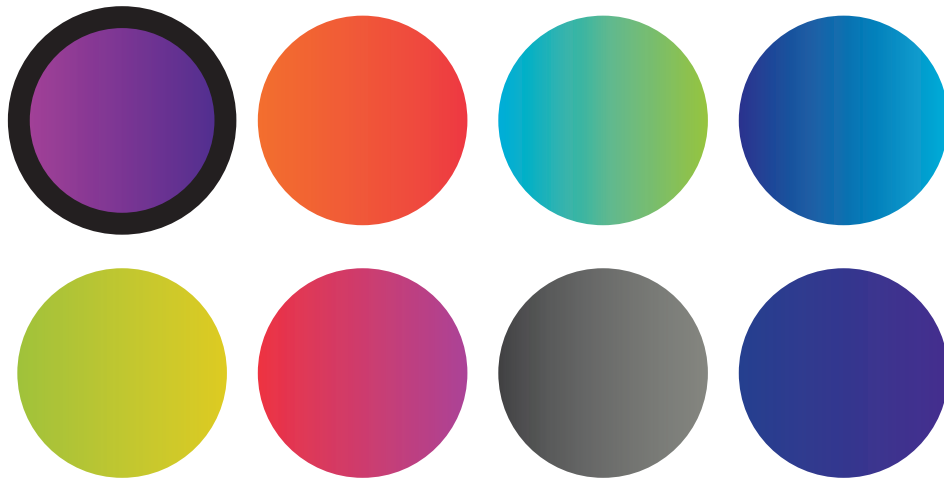
COLOUR: GRADIENTS

GRADIENT BACKGROUND

Gradient colours can be created using **any two similar colours** from the primary and secondary colour palettes.

For any one application, only one gradient may be used as a highlight or to add interest to a background.

PRIMARY GRADIENT
Pink/Violet



BACKGROUND GRAPHIC

BACKGROUND GRAPHIC

The angled gradient background can be used to add interest to a layout and can be coloured using gradients made up of any two similar colours from the primary/secondary colour palettes. This graphic can be used vertically or horizontally, may be rotated and can also be turned into keylines or used to separate images as shown on the next page.



Vector versions of this graphic can be obtained from the ACT Government branding website. See pg 3 for details.

IMPORTANT

You may apply different treatments to the background graphic.

For example:

- ▶ Applying keylines and duplicating the graphic (keep keylines light: 0.5pt on A4 and DL documents, 1pt on A3 documents)
- ▶ Using the graphic to separate or highlight images
- ▶ Using a flat colour behind it
- ▶ Rotating the graphic or moving the arms on the tangent to create wider/narrower rays
- ▶ Moving the focal point's position on the page

Please ensure to keep the focal point of the graphic (where all the tangents meet) visible on the page as shown below and on the next page.



BACKGROUND GRAPHIC APPLICATION EXAMPLES

Using the graphic as keylines



Using the graphic to separate/highlight images



03

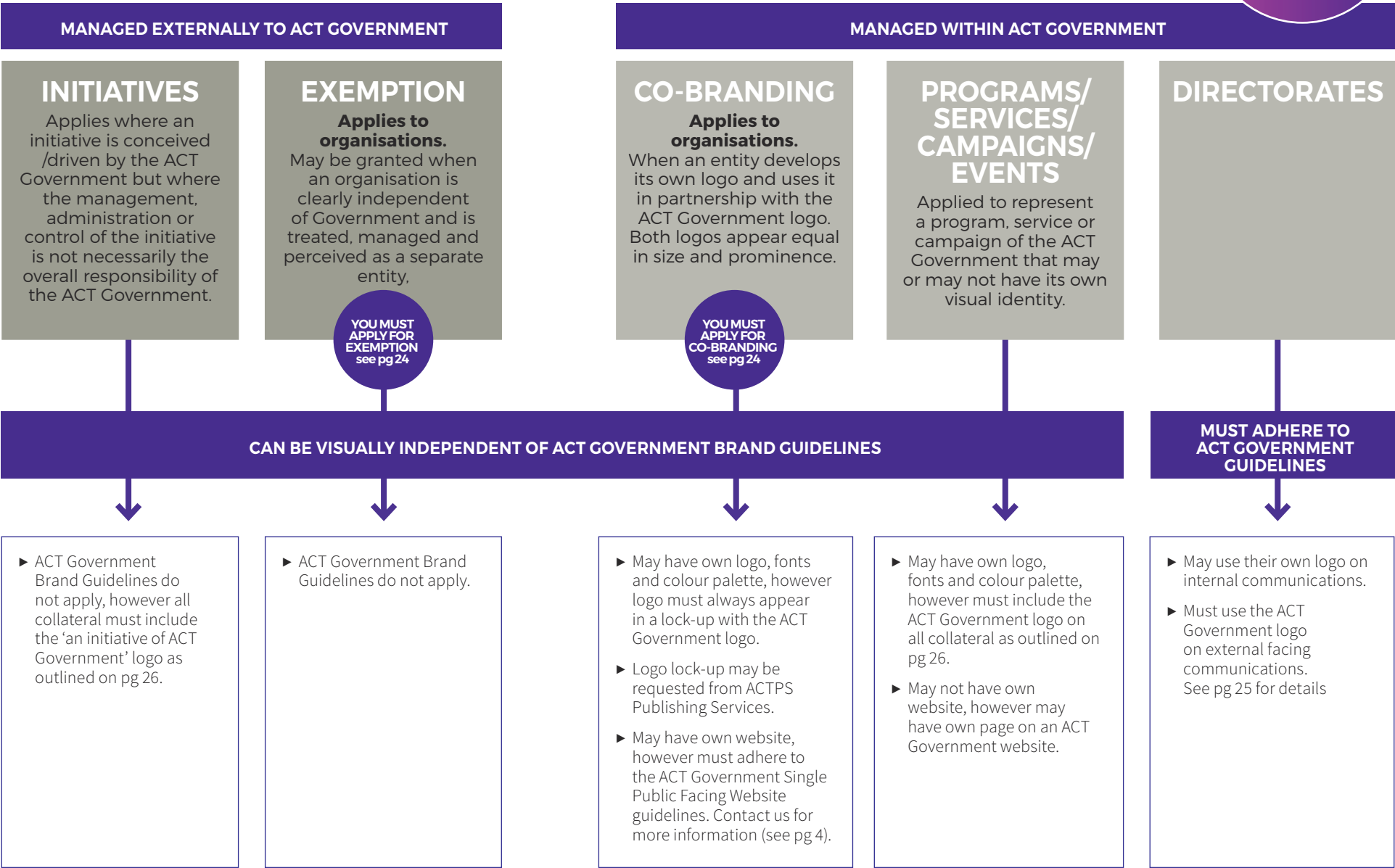
EXCEPTIONS & VARIATIONS

- EXEMPTIONS
- CO-BRANDING
- DIRECTORATE BRANDING
- PROGRAMS, SERVICES, CAMPAIGNS & EVENTS



See page 5 for a glossary of terms used in this section

EXCEPTIONS & VARIATIONS > OVERVIEW



EXEMPTIONS

EXEMPT ORGANISATIONS

Some organisations are clearly independent of government and should maintain their integrity as separate entities. The ACTPS Brand Guidelines do not apply to these bodies.

Exempt organisations include:

- ▶ All Statutory Authorities, including:
 - > ACT Civil and Administrative Appeals Tribunal
 - > ACT Electoral Commission
 - > ACT Insurance Authority
 - > ACT Magistrates Court
 - > ACT Supreme Court
 - > ACTTAB
 - > Auditor-General
 - > Canberra Institute of Technology
 - > Director of Public Prosecutions
 - > Office of the Legislative Assembly
 - > The ACT Human Rights Commission
 - > The Public Trustee

- ▶ ACT Policing (AFP)
- ▶ ACTEW Corporation
- ▶ Canberra Hospital Foundation (including PatCH – Paediatrics at the Canberra Hospital)
- ▶ Donateliflife ACT
- ▶ Office of the Government Solicitor for the Territory
- ▶ Solicitor General
- ▶ Visit Canberra

Organisations may also be granted exemption from the Guidelines by the Head of the Public Service. Please see the [pg 24](#) for information about applying for exemption.

If your organisation is not listed above and has received exemption, or you believe you are exempt because of your position as a statutory authority, please contact CMTEDD Communications (see pg 3).

Programs, services campaigns & events do not need to apply for co-branding.

Programs can be visually independent from the ACT Government brand, provided they meet the criteria and adhere to the rules outlined on pg 26.

CO-BRANDING

ORGANISATIONS WITH CO-BRANDING APPROVAL

Government agencies wishing to develop their own logo to use with the ACT Government logo must apply for co-branding approval. Please see page 24 for procedure required to gain co-branding approval.

The following have been granted approval in this regard:

- ▶ Access Canberra
- ▶ ACT Academy of Sport
- ▶ ACT Emergency Services Agency (ESA)
- ▶ ACT Parks and Conservation
- ▶ ACT Public Schools
- ▶ ACT Revenue Office
- ▶ ACT Teacher Quality Institute
- ▶ ACTION
- ▶ Australian Capital Tourism
- ▶ Capital Linen Service
- ▶ COMPASS – Health Directorate
- ▶ EPIC
- ▶ Gambling and Racing Commission
- ▶ GIO Stadium

- ▶ Land Development Agency
- ▶ Libraries ACT
- ▶ Manuka Oval
- ▶ National Arboretum Canberra
- ▶ Stromlo Forest Park
- ▶ The Canberra Hospital
- ▶ The Cultural Facilities Corporation, which includes co-branding with:
 - > The Canberra Theatre Centre
 - > The Canberra Museum and Gallery (CMAG)
 - > The Nolan Collection Gallery @ CMAG
 - > The three historic sites managed by the corporation: Lanyon, Calthorpes' House and Mugga Mugga
- ▶ Yarralumla Nursery.

In some circumstances, it may also be necessary for other exemptions to be granted. For example, the Health Directorate has been granted approval to use the term 'ACT Health'.

If you have received co-branding approval and are not on the list above please contact CMTEDD Communications (see pg 4).

Programs, services campaigns & events do not need to apply for co-branding.

Programs can be visually independent from the ACT Government brand, provided they meet the criteria and adhere to the rules outlined on pg 26.

IMPORTANT

ACT Government logo lock-ups should only be created once the organisation has gained co-branding approval from the Head of Service.

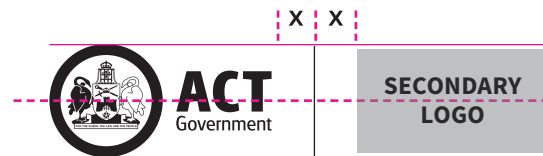
CO-BRANDING: LOGO LOCKUPS

CREATING AN ACT GOVERNMENT CO-BRANDED LOCKUP

Government agencies wishing to develop their own logo to use with the ACT Government logo must apply for co-branding approval. Please see page 24 for procedure required to gain co-branding approval.



Please observe ACT Gov logo guidelines as outlined on pg 8 of this document



The secondary logo should be no bigger than 90% of the ACT Gov logo and aligned with the centre vertical axis as shown.

The secondary logo should not visually dominate the ACT Gov logo.

Add a 0.5pt black keyline to separate the two logos

EXAMPLES OF CO-BRANDED LOCKUPS



CO-BRANDING & EXEMPTION: APPLICATION PROCESS

PROCESS FOR APPLYING FOR CO-BRANDING OR EXEMPTION

To be considered for co-branding or exemption, the organisation's Director-General must seek approval from the Head of the ACTPS, who will consult the Chief Minister for final approval.

Co-branded or stand-alone social media accounts and websites may only be established by government entities who have approved co-branding or branding-exempt status.

Criteria for co-branding or exemption

Address all criteria that apply in a brief from your Director-General to the Head of Service. CMTEDD Communications will coordinate all co-branding or exemption applications. Please liaise with your Communications Unit for guidance regarding the process within your directorate.

1. The brand is used in a commercial operation and essential for marketing activities.
2. Statutory Authorities that operate independently from the ACT Government.
3. Demonstrated brand equity within a particular community e.g. school community.
4. Destination marketing.
5. Reliance on charitable donations and currently on the Deductible Gifts Register.

Contact us for more information about co-branding or branding exemptions. See page 3 for details.

DIRECTORATE BRANDING

The ACT Government logo represents a single, recognisable brand and fosters our ‘one government’ approach. The ACT Government logo must be used on **all external** focused communications and **all communications** where two or more directorates are involved.

Directorate logos (shown below) may be used for internal communications.



PROGRAMS, SERVICES, CAMPAIGNS & EVENTS (PSCE)

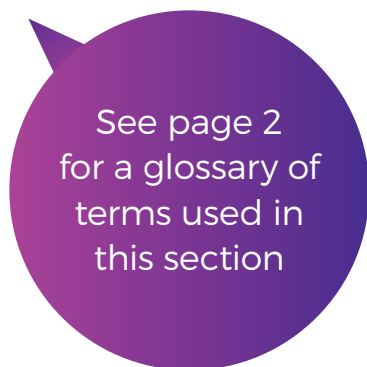
This section is intended to allow some flexibility for certain ACT Government programs to create their own identities outside of the ACT Gov look and feel.

Programs, services, campaigns & events (PSCE) do not need to apply for an exemption or co-branding. PSCE can have their own logo, look and feel that is independent of the ACT Government brand, **provided they meet the following criteria and adhere to the guidelines outlined below.**

CRITERIA

A Program, Service, Campaign or Event:

- ▶ should be aimed at audiences outside ACT Government (external communications)
- ▶ should have a life span and dedicated funding of 6+ months
- ▶ should comply with the Government Agencies (Campaign Advertising) Act 2009, specifically: *Only policies or programs underpinned by legislative authority, appropriation of the Legislative Assembly or a Cabinet decision which is intended to be implemented should be the subject of an advertising campaign.*
- ▶ aligns with Directorate priorities and Budget Outcomes
- ▶ should have a completed and approved strategy in conjunction with the Directorate's media and communications team.



What is not recommended to be categorised as a PSCE for branding purposes:

- ▶ Internal facing communications for audiences within ACT Government
- ▶ Communications activities to communicate Policy or Policy Proposals
- ▶ Listing of services (including directories or calendar events)
- ▶ Standard, operational communications (such as corporate banners, annual reports or organisational charts)

Recommended approvals/endorsement

- ▶ **For an accepted PSCE brand**, work with your Directorate communications team to ensure the above listed criteria are met.
In addition, endorsement to create a new brand should be gained from the Director (or equivalent) of your Directorate's media/communications business unit.
- ▶ **For quality control purposes, the final PSCE brand design** should also be endorsed by the Director (or equivalent) of your Directorate's media/communications business unit.

PSCE GUIDELINES

Program, Service, Campaign or Event branding:

- ▶ Can have own look and feel, including own logo and fonts.
- ▶ Must clearly include the 'A program of' ACT Government logo (or one of the alternative approved variations shown overleaf) on all collateral (as shown on page 27).
- ▶ Cannot have its own website, but can have a page on an existing ACT Government website.
- ▶ Must be accessible and meet WCAG 2.0 AA accessibility requirements.

PROGRAMS, SERVICES, CAMPAIGNS & EVENTS (PSCE)

Please contact CMTEDD Communications if you are unsure of the appropriate logo to apply. See pg 4 for details.

SPONSORED BY / SUPPORTED BY / PROGRAM OF / INITIATIVE OF

Variations of the ACT Government are available to highlight the ACT Government's involvement through in-kind support, financial assistance or sponsorship.

The approved variations to the logos are 'Sponsored by', 'A program of', 'Supported by' and 'Initiative of'. These variations have been produced in a range of formats for the ACT Government logo.

SPONSORED BY

- ▶ Applied in situations where the ACT Government enters into a sponsorship agreement for a particular event/program or initiative.

Sponsored by



SUPPORTED BY

- ▶ Appropriate when the ACT Government offers a grant, in-kind support, seed funding or other assistance towards an event, program or initiative without entering into a sponsorship arrangement.

Supported by



A PROGRAM OF

- ▶ Applied to represent a program or service of the ACT Government that may or may not have its own visual identity.

A program of



INITIATIVE OF

- ▶ Applied in specific situations where an initiative is conceived, initiated or driven by the ACT Government but where the management, administration or control of the initiative is not necessarily the overall responsibility of the ACT Government.

Initiative of



PROGRAMS, SERVICES, CAMPAIGNS & EVENTS (PSCE)

ACT GOVERNMENT LOGO INCLUSION:
EXAMPLES OF APPLICATION





 <p>A program of</p> 
<p>Community Paediatric and Health Care Service</p>
<p>Client & Visitor Parking →</p>



<p>Entrance</p> 
<p>Community Paediatric and Health Care Service</p>
<p>A program of</p> 

	<p>Central Administration 02 62051277 child.development@act.gov.au Intake 02 6205 1246 The Child Development Service is located at the Cnr Weingarth Street and Blackwood Terrace Holder ACT 2511</p>
<p>Providing assessment and referral for children 0-6 years and children up to 8 years with complex needs who have not had a previous diagnosis.</p>	
<p>A program of</p> 	
<p>www.communityservices.act.gov.au/childdevelopmentsservice</p>	

	<p>Cnr Weingarth St & Blackwood Tce Holder ACT 2511 Phone: (02) 6205 1277 Fac: (02) 6205 1246 Email: child.development@act.gov.au</p>
<p>A program of</p> 	



PROGRAMS, SERVICES, CAMPAIGNS & EVENTS (PSCE)

EXAMPLES OF A SUITE OF COLLATERAL BRANDED WITHIN THE ACT GOVERNMENT GUIDELINES

ACT PUBLIC SERVICE AWARDS 2017

Poster

Postcard



Web assets

PROGRAMS, SERVICES, CAMPAIGNS & EVENTS (PSCE)

EXAMPLES OF A SUITE OF COLLATERAL BRANDED WITHIN THE ACT GOVERNMENT GUIDELINES

RED FRAMEWORK REBRAND



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 - What does a Preliminary Assessment involve?
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- Preparing for an investigation 7

FOREWORD

This resource was developed using material from "Investigating Complaints - A Guide for Investigators" (NW Ombudsman Office, 2004) and "Managing Poor Behaviour in the Workplace" (Victorian State Services Authority, 2008). Both organisations have kindly afforded permission for the ACT Public Service (ACTPS) to use content from their publications in this guide.

INTRODUCTION

In the ACTPS, there are three levels at which workplace issues can generally be managed and resolved, as illustrated in the diagram below. This process is founded upon the ACTPS commitment to creating positive workplaces and is designed to have matters resolved at the lowest possible level whenever appropriate.

It should be noted that this three tier process is a guide only and is not intended to be linear; each workplace issue is different and complex cases often require various mechanisms to successfully resolve the matter. This approach is therefore intended to provide a useful start point for staff, managers and supervisors in identifying, managing and resolving workplace issues. A brief outline of each level is provided below.

Level Three
 Issue managed through under performance or misconduct processes in ACTPS Enterprise Agreements

Level Two
 Issue managed locally applying restorative processes and resolution techniques (RPRT) with assistance from supervisor, manager or HR

Level One
 Issue managed locally by the employee directly or with assistance from supervisor or manager

Resolving Workplace Issues: MISCONDUCT AND INVESTIGATIONS 3

LEVEL THREE: MANAGE AND RESOLVE WORKPLACE ISSUE VIA ACTPS ENTERPRISE AGREEMENTS

Workplace issues that may constitute misconduct are resolved at Level Three. The features of a Level Three workplace issue can include:

- > Level One or Two options for resolution have already been attempted without success;
- > repeated behavioural lapses or continuing underperformance;
- > complex workplace issues where facts are not known or are contested; or
- > the workplace issue appears to involve:
 - a breach of Section 8 of the PSM Act;
 - engaging in conduct that has or may bring the ACTPS into disrepute;
 - unauthorised absence where no satisfactory reason is provided;
 - convictions of a criminal offence, an offence where no conviction is recorded or failure to notify the ACTPS of criminal charges; or
 - making vexatious or knowingly false allegations against another employee.

Some workplace issues are so serious that they are immediately managed at Level Three, or may transition to Level Three at an earlier stage, including: allegations of serious misconduct, work bullying, harassment or discrimination, or ongoing underperformance.

The delegate may determine a workplace issue can be resolved using non-disciplinary measures, at which point the issue may be managed using Level One/Two options for resolution.

At Level Three, employees seek the assistance of their manager or supervisor to resolve the workplace issue. The manager or supervisor undertakes a Preliminary Assessment to determine the best way forward. For a workplace issue to be managed at Level Three, the outcome of this assessment must indicate either substance to the allegation, or that more information is required. The manager or supervisor forwards this recommendation to the delegate for consideration and consultation with the local HR team. This may result in an investigation being undertaken in accordance with Section 8 (Workplace Values and Behaviour) of ACTPS Enterprise Agreements. Following the investigation, the relevant delegate will make a decision based upon the findings regarding the alleged misconduct, which may involve imposing disciplinary action against any employee's found to have engaged in the alleged behaviour.

The types of disciplinary action that may be imposed by a delegate include:

- > a written warning and admonishment;
- > a financial penalty which can:
 - reduce the employee's incremental level;
 - defer the employee's incremental advancement;
 - impose a fine on the employee;
 - fully or partially reimburse the employer for damage wilfully incurred to property or equipment; or
 - remove an SEA/ARn benefit.
- > transfer the employee temporarily or permanently to another position at level or to a lower classification level; or
- > terminate the employee's employment.

More information on the processes in ACTPS Enterprise Agreements is available in the Resolving Workplace Issues: Misconduct and Investigations resource.

Resolving Workplace Issues: OVERVIEW 15

PROGRAMS, SERVICES, CAMPAIGNS & EVENTS (PSCE)

EXAMPLES OF A SUITE OF COLLATERAL BRANDED WITHIN THE ACT GOVERNMENT GUIDELINES

ACT GOVERNMENT EMPLOYMENT PORTAL



04 VISUAL STYLE



04 PHOTOGRAPHY

PHOTOGRAPHY: STYLE

PHOTOGRAPHY SHOULD BE BEAUTIFUL, EMOTIVE, POSITIVE. FULL COLOUR. PEOPLE FOCUSED. DIVERSE.



05 LAYOUT

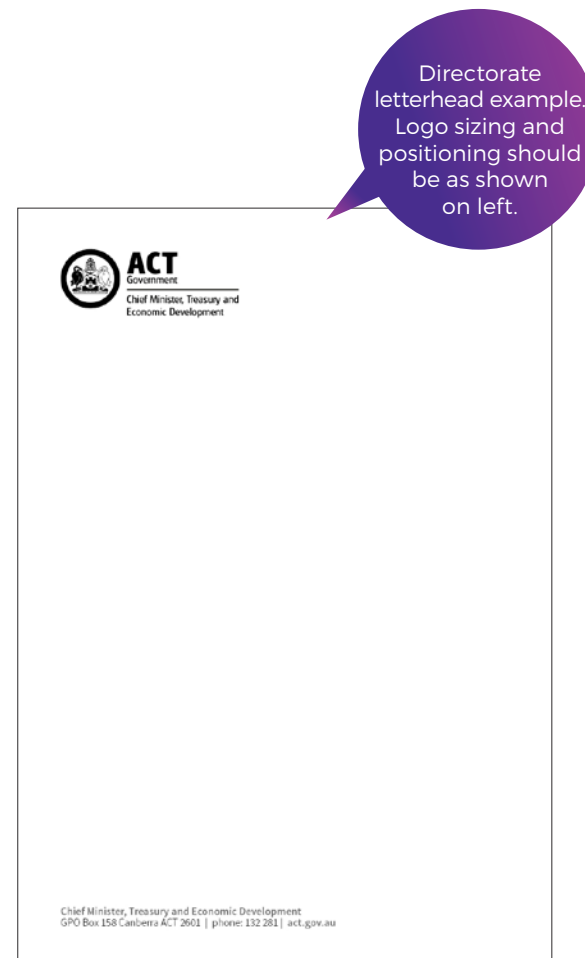
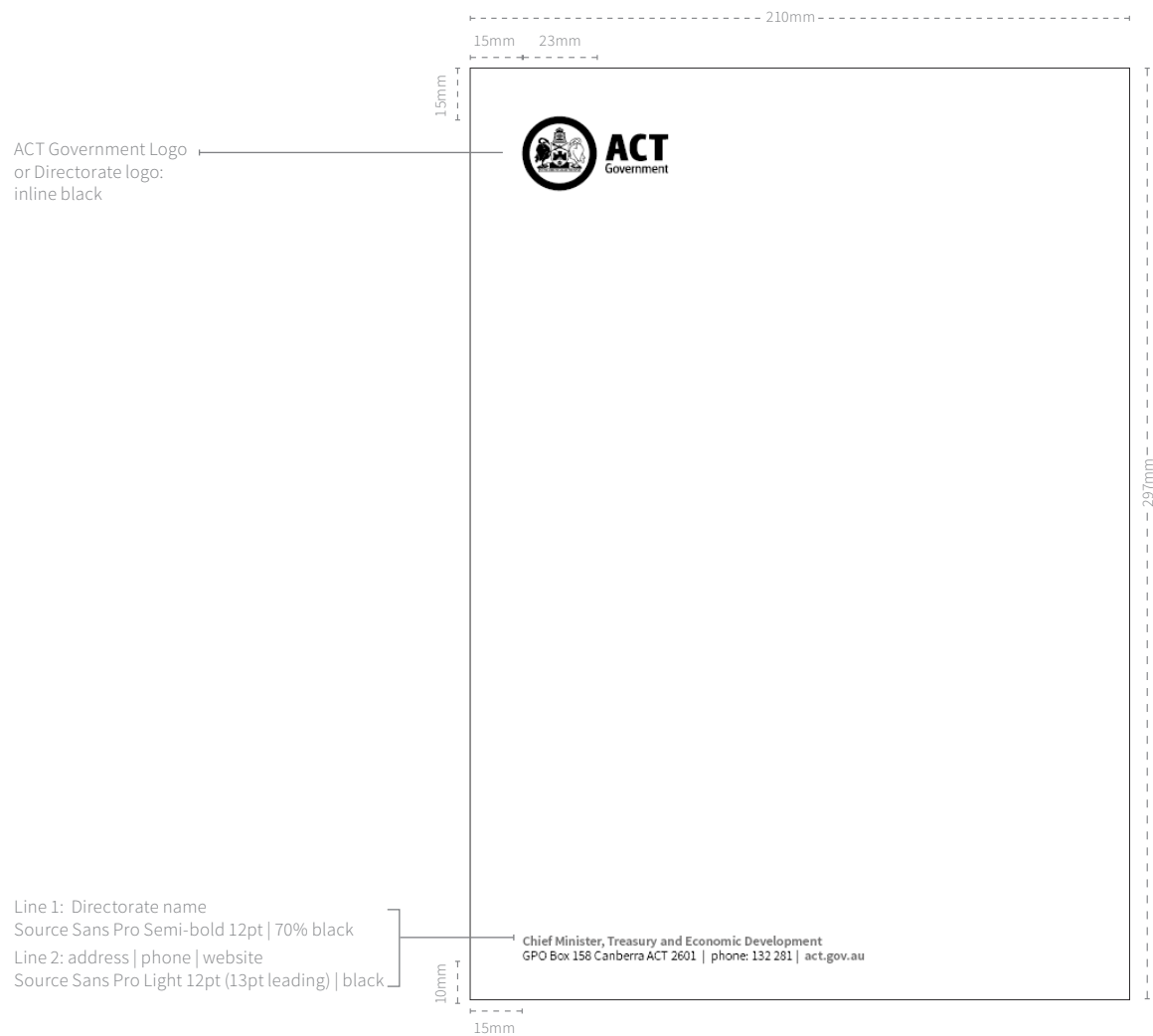
- A: STATIONERY
- B: PUBLICATIONS
- C: WEB & DIGITAL
- D: INFOGRAPHICS & ICONS



5A STATIONERY

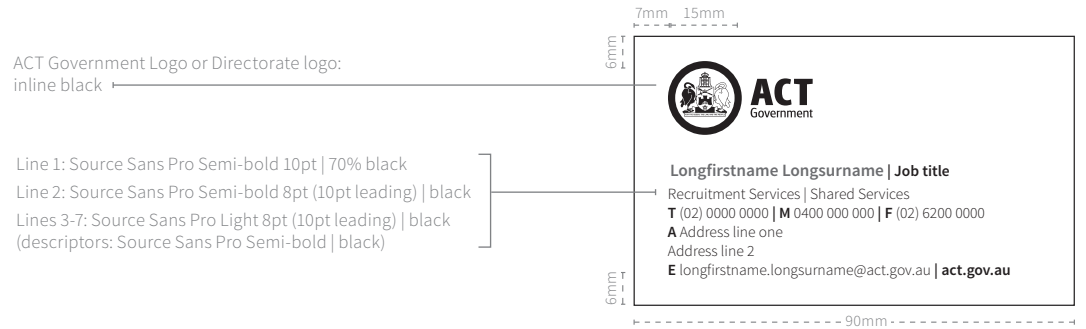
LAYOUT > STATIONERY: LETTERHEAD

Please contact ACT Government Publishing Services at Publications.act@act.gov.au for artwork preparation.

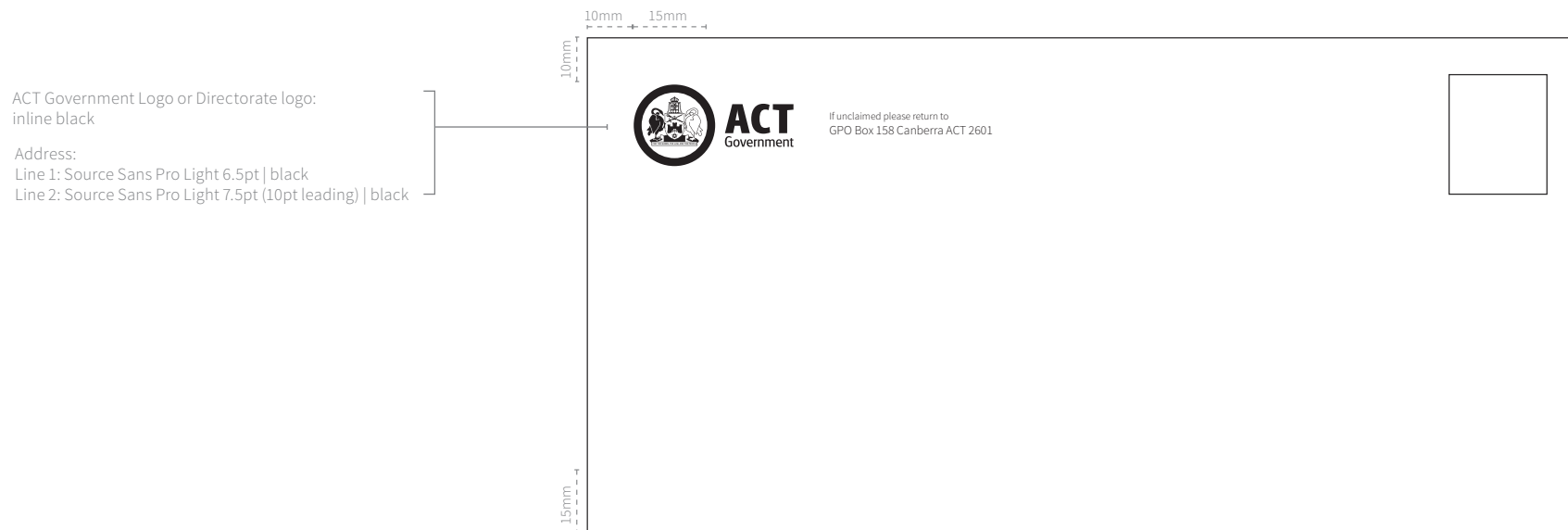


LAYOUT > STATIONERY: BUSINESS CARD & DL ENVELOPE

Please contact ACT Government Publishing Services at Publications.act@act.gov.au for artwork preparation.



Directorate logo may be used in place of ACT Government logo.



LAYOUT > STATIONERY: MINISTERIAL LETTERHEADS

Artwork templates are available from the ACT Government branding website. See pg 3 for details.

Header and footer will be supplied with templates

Heading: Arial | 14pt | Single spacing

First paragraph: Calibri Bold | 11pt | Single spacing

Body text: Calibri | 11pt | Single spacing

Header and footer will be supplied with templates

ANDREW BARR MLA
CHIEF MINISTER

Treasurer
Minister for Economic Development
Minister for Urban Renewal
Minister for Tourism and Events

Member for Mokonglo

Heading - arial 14pt (single spacing and bold sentence case)

First paragraph (text is in Calibri 11 pt with single spacing and bold)

Rest of the text (Calibri 11 font with single spacing)

List goes like this:

- Dfnhawjkbfrvejkbfr ncdwdjfrnjkl djaskldj;
- Dhaskjkh jdkasind djaskin; and
- Ndajksnk dnajskldn.

Statement ends

Media contacts: Name Surname T (02) 6222 2222 M 0400 000 000 name@act.gov.au

ACT LEGISLATIVE ASSEMBLY
Phone (02) 6205 0001 Email barr@act.gov.au

@ABarrMLA AndrewBarrMLA andrwbarr

CSIR

ANDREW BARR MLA
CHIEF MINISTER

Treasurer
Minister for Economic Development
Minister for Urban Renewal
Minister for Tourism and Events

Member for Mokonglo

MEDIA ALERT

Heading - arial 14pt (single spacing and bold sentence case)

First paragraph (text is in Calibri 11 pt with single spacing and bold)

Rest of the text (Calibri 11 font with single spacing)

List goes like this:

- Dfnhawjkbfrvejkbfr ncdwdjfrnjkl djaskldj;
- Dhaskjkh jdkasind djaskin; and
- Ndajksnk dnajskldn.

Statement ends

Media contacts: Name Surname T (02) 6222 2222 M 0400 000 000

ACT LEGISLATIVE ASSEMBLY
Phone (02) 6205 0001 Email barr@act.gov.au

ANDREW BARR MLA
CHIEF MINISTER

Treasurer
Minister for Economic Development
Minister for Urban Renewal
Minister for Tourism and Events

Member for Mokonglo

SIMON CORBELL MLA
DEPUTY CHIEF MINISTER

Attorney-General
Minister for the Environment
Minister for Police and Emergency Services
Minister for Capital Plan

Member for Mokonglo

MEDIA RELEASE

Heading - arial 14pt (single spacing and bold sentence case)

First paragraph (text is in Calibri 11 pt with single spacing and bold)

Rest of the text (Calibri 11 font with single spacing)

List goes like this:

- Dfnhawjkbfrvejkbfr ncdwdjfrnjkl djaskldj;
- Dhaskjkh jdkasind djaskin; and
- Ndajksnk dnajskldn.

Statement ends

Media contacts: Name Surname T (02) 6222 2222 M 0400 000 000 name@act.gov.au

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Phone (02) 6205 0001 Email barr@act.gov.au

@ABarrMLA AndrewBarrMLA andrwbarr

CSIR

ANDREW BARR MLA
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First paragraph (text is in Calibri 11 pt with single spacing and bold)

Rest of the text (Calibri 11 font with single spacing)

List goes like this:

- Dfnhawjkbfrvejkbfr ncdwdjfrnjkl djaskldj;
- Dhaskjkh jdkasind djaskin; and
- Ndajksnk dnajskldn.

Statement ends

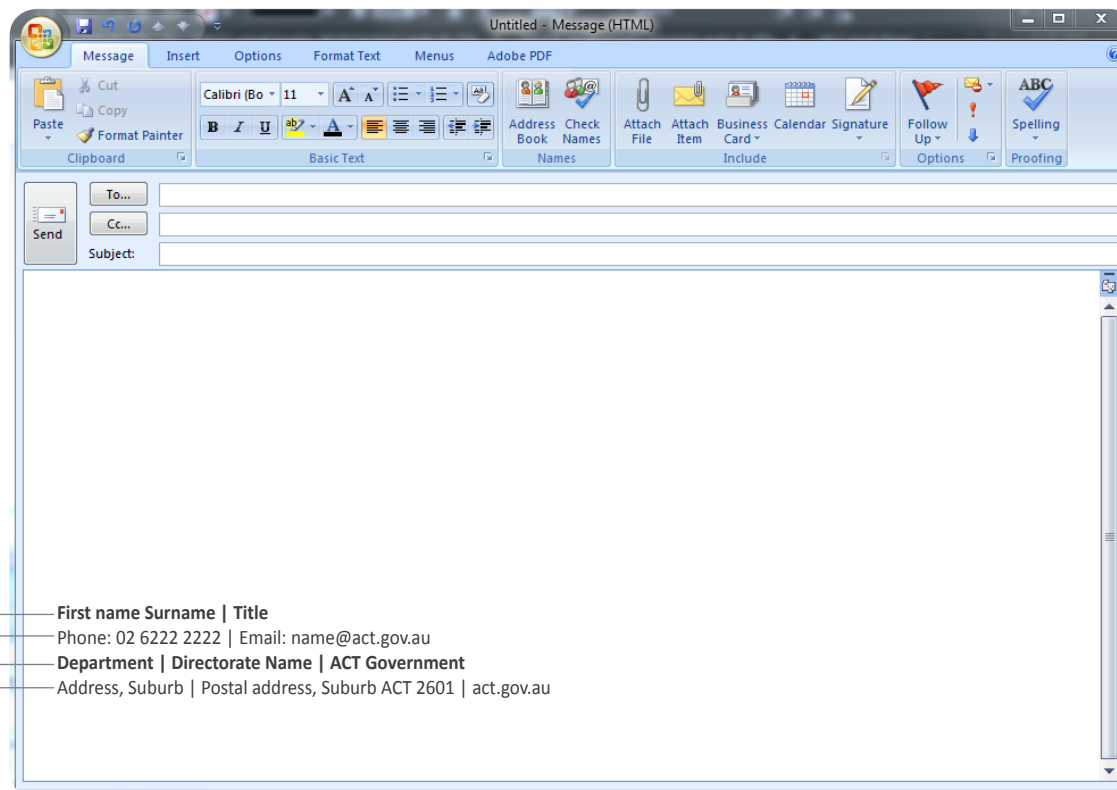
Media contacts: Name Surname T (02) 6222 2222 M 0400 000 000 name@act.gov.au

ACT LEGISLATIVE ASSEMBLY
Phone (02) 6205 0001 Email barr@act.gov.au

@ABarrMLA AndrewBarrMLA andrwbarr

CSIR


LAYOUT > EMAIL SIGNATURES



All text:

Calibri 9pt
Colour: Grey (R: 89, G:89, B:89)

- 1st Line: (Bold) Name | Title — **First name Surname | Title**
- 2nd Line: Phone | Email — Phone: 02 6222 2222 | Email: name@act.gov.au
- 3rd Line: (Bold) Department | Directorate | ACT Government — **Department | Directorate Name | ACT Government**
- 4th Line: Address | Postal address | website — Address, Suburb | Postal address, Suburb ACT 2601 | act.gov.au

The background features a series of thin, white, intersecting lines that create a complex geometric pattern of triangles and polygons, primarily concentrated on the right side of the page.

5B PUBLICATION EXAMPLES

LAYOUT > PUBLICATIONS & COLLATERAL

BUDGET 2017 COLLATERAL SUITE



LAYOUT > CORPORATE BROCHURES

A4 COVER EXAMPLES



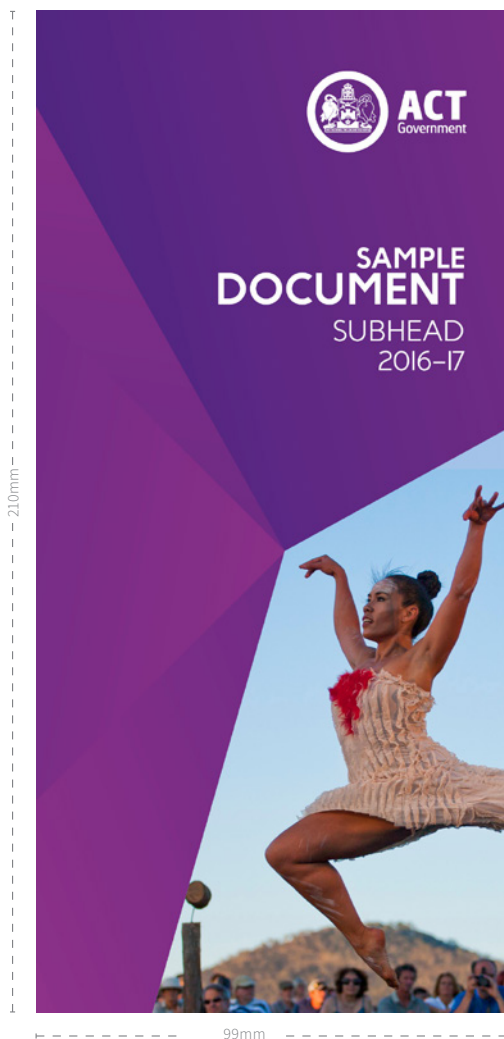
INTERNAL SPREADS

A typesetting cheat-sheet is available as an Adobe InDesign document and PDF. Please visit the ACT Government branding website to obtain a copy. See page 4 for details.

Please refer to ACT Government brand colour palette (pg 14) and apply text styling as outlined on pages 12-13.

LAYOUT > CORPORATE BROCHURES

DL BROCHURE COVER EXAMPLES



INTERNAL SPREADS

A typesetting cheat-sheet is available as an Adobe InDesign document and PDF. Please visit the ACT Government branding website to obtain a copy. See page 4 for details.



LAYOUT > INTERNAL SPREADS

EXAMPLES OF HOW THE ACT GOVERNMENT BRAND MAY BE APPLIED TO DOCUMENT LAYOUTS

TYPE-SETTING

A typesetting cheat-sheet is available as an Adobe InDesign document and PDF. Please visit the ACT Government branding website to obtain a copy. See page 4 for details.

CHAPTER 1 TITLE

MAIN TITLE HEADING1 BOLD

TITLE HEADING1 LIGHT

OVERVIEW

Lorem ipsum dolor sit amet, novum tantas essent id eos, tollit accusam scaevola cum ne. Animal facilis ad has, vim an animal dissentas, augue nominati eloquentiam sit et. Semper tractatos te sed. Ullum dicunt conclusionemque his eu. Et sonet iracundia conclusionemque vis. Est viris aliquando signiferumque.

Nonum praesent id vis. Et saepe eripuit, cuthas incognite appellatur, hinc pertracta est et. Omnium utamur consequatur ut has. Afermo deseruisse no usu, ne his utamur suavitate dignissim. Et saepe signiferumque eam, mai consul videtur honestate no.

- 1) Eam saepe proprie eu. Ad fus erat nihil doctus, pro falli dissident suscipiantur eu.
- 2) Quod condusaturque eum et, eu cum malorum mentium expedita.
- 3) His videt eard singulis et, ex illud dissident nam. Et illud doctus an, cu est equidem patrioque.

Ilum movet vis in, hinc dissident quo in. Constituam incidit dissident sed ne. An has audiam alterum alterum, duo an solum soluta nominati. Vel ea nominavi verterem signiferumque, no cibo consulatu constituto cum. Vis probatus argumentum ullamcorper ad, id paulo triniticus perpetua est.

Ilum movet vis in, hinc dissident quo in. Constituam incidit dissident sed ne. An has audiam alterum alterum, duo an solum soluta nominati. Vel ea nominavi verterem signiferumque, no cibo consulatu constituto cum. Vis probatus argumentum ullamcorper ad, id paulo triniticus perpetua est.

Ilum movet vis in, hinc dissident quo in. Constituam incidit dissident sed ne. An has audiam alterum alterum, duo an solum soluta nominati. Vel ea nominavi verterem signiferumque, no cibo consulatu constituto cum. Vis probatus argumentum ullamcorper ad, id paulo triniticus perpetua est.

PLANNINGACT.GOV.AU 5

ENVIRONMENT AND PLANNING DIRECTORATE

Figure 1: Household composition

POLICY HIGHLIGHTS
Eam saepe proprie eu. Ad fus erat nihil doctus, pro falli dissident suscipiantur eu. Quod condusaturque eum et, eu cum malorum mentium expedita.

Ilum movet vis in, hinc dissident quo in. Constituam incidit dissident sed ne. An has audiam alterum alterum, duo an solum soluta nominati. Vel ea nominavi verterem signiferumque, no cibo consulatu constituto cum. Vis probatus argumentum ullamcorper ad, id paulo triniticus perpetua est.

Heading 4
Ilum movet vis in, hinc dissident quo in. Constituam incidit dissident sed ne. An has audiam alterum alterum, duo an solum soluta nominati. Vel ea nominavi verterem signiferumque, no cibo consulatu constituto cum. Vis probatus argumentum ullamcorper ad, id paulo triniticus perpetua est.

Figure 1: Median Age

Figure 1: Median Age

Figure 1: Median Age

PLANNINGACT.GOV.AU 6

6 MAIN TITLE

ENVIRONMENT AND PLANNING DIRECTORATE

POLICY HIGHLIGHTS
Eam saepe proprie eu. Ad fus erat nihil doctus, pro falli dissident suscipiantur eu. Quod condusaturque eum et, eu cum malorum mentium expedita.

Ilum movet vis in, hinc dissident quo in. Constituam incidit dissident sed ne. An has audiam alterum alterum, duo an solum soluta nominati. Vel ea nominavi verterem signiferumque, no cibo consulatu constituto cum. Vis probatus argumentum ullamcorper ad, id paulo triniticus perpetua est.

Policy Highlights
Eam saepe proprie eu. Ad fus erat nihil doctus, pro falli dissident suscipiantur eu. Quod condusaturque eum et, eu cum malorum mentium expedita.

Ilum movet vis in, hinc dissident quo in. Constituam incidit dissident sed ne. An has audiam alterum alterum, duo an solum soluta nominati. Vel ea nominavi verterem signiferumque, no cibo consulatu constituto cum. Vis probatus argumentum ullamcorper ad, id paulo triniticus perpetua est.

Policy Highlights
Eam saepe proprie eu. Ad fus erat nihil doctus, pro falli dissident suscipiantur eu. Quod condusaturque eum et, eu cum malorum mentium expedita.

Ilum movet vis in, hinc dissident quo in. Constituam incidit dissident sed ne. An has audiam alterum alterum, duo an solum soluta nominati. Vel ea nominavi verterem signiferumque, no cibo consulatu constituto cum. Vis probatus argumentum ullamcorper ad, id paulo triniticus perpetua est.

Policy Highlights
Eam saepe proprie eu. Ad fus erat nihil doctus, pro falli dissident suscipiantur eu. Quod condusaturque eum et, eu cum malorum mentium expedita.

Ilum movet vis in, hinc dissident quo in. Constituam incidit dissident sed ne. An has audiam alterum alterum, duo an solum soluta nominati. Vel ea nominavi verterem signiferumque, no cibo consulatu constituto cum. Vis probatus argumentum ullamcorper ad, id paulo triniticus perpetua est.

PLANNINGACT.GOV.AU 9

9 MAIN TITLE

CHAPTER HEADING

POLICY HIGHLIGHTS
Eam saepe proprie eu. Ad fus erat nihil doctus, pro falli dissident suscipiantur eu. Quod condusaturque eum et, eu cum malorum mentium expedita.

Ilum movet vis in, hinc dissident quo in. Constituam incidit dissident sed ne. An has audiam alterum alterum, duo an solum soluta nominati. Vel ea nominavi verterem signiferumque, no cibo consulatu constituto cum. Vis probatus argumentum ullamcorper ad, id paulo triniticus perpetua est.

Table 1: Title

Drive Upgrade	Year
Drive Upgrade	Mid 2016
Highway roundabout upgrade	Late 2016
Drive Upgrade	Mid 2016
Extension of the Valley Avenue	Late 2016
Guardrail Drive duplication	Early 2017

Heading 4
Ilum movet vis in, hinc dissident quo in. Constituam incidit dissident sed ne. An has audiam alterum alterum, duo an solum soluta nominati. Vel ea nominavi verterem signiferumque, no cibo consulatu constituto cum. Vis probatus argumentum ullamcorper ad, id paulo triniticus perpetua est.

PLANNINGACT.GOV.AU 9

LAYOUT > COMMUNITY NEWSLETTER

EXAMPLES & VARIATIONS FOR DIFFERENT REGIONS/CATEGORIES

TYPE-SETTING

A typesetting cheat-sheet is available as an Adobe InDesign document and PDF. Please visit the ACT Government branding website to obtain a copy. See page 4 for details.



LAYOUT > ANNUAL REPORTS

COVER DESIGN

Artwork templates will be updated annually and will be made available to Directorates.

2016 concept shown here. Updated design and templates will be provided annually.



Directorates each have unique feature colours, icons & imagery for their reports.

LAYOUT > ANNUAL REPORTS

INTERNAL PAGES

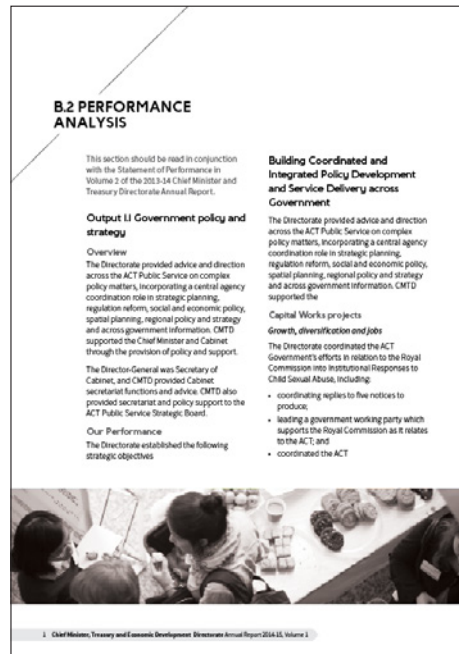
Artwork templates will be updated annually and will be made available to Directorates.

2015 example shown here. Updated design and templates will be provided annually.

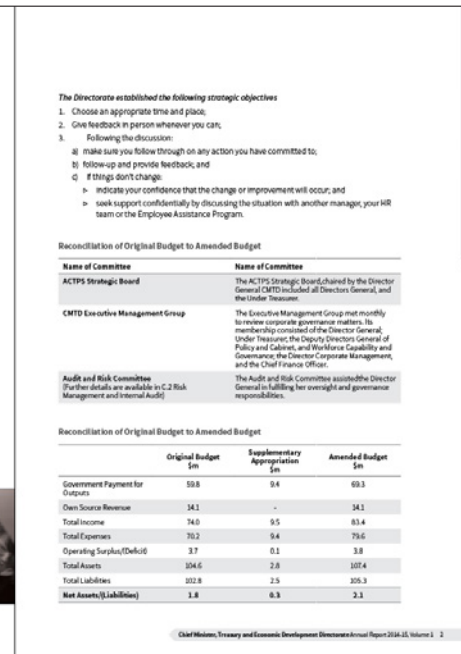
Section cover



Back cover



Front cover



5C WEB & DIGITAL

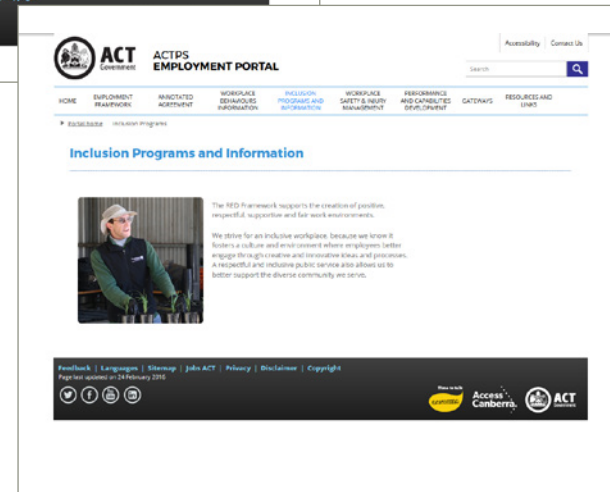
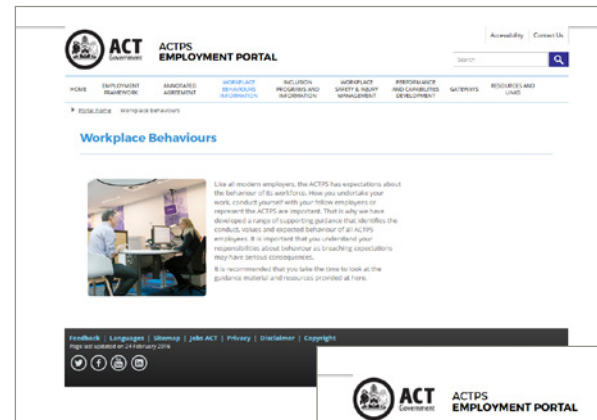
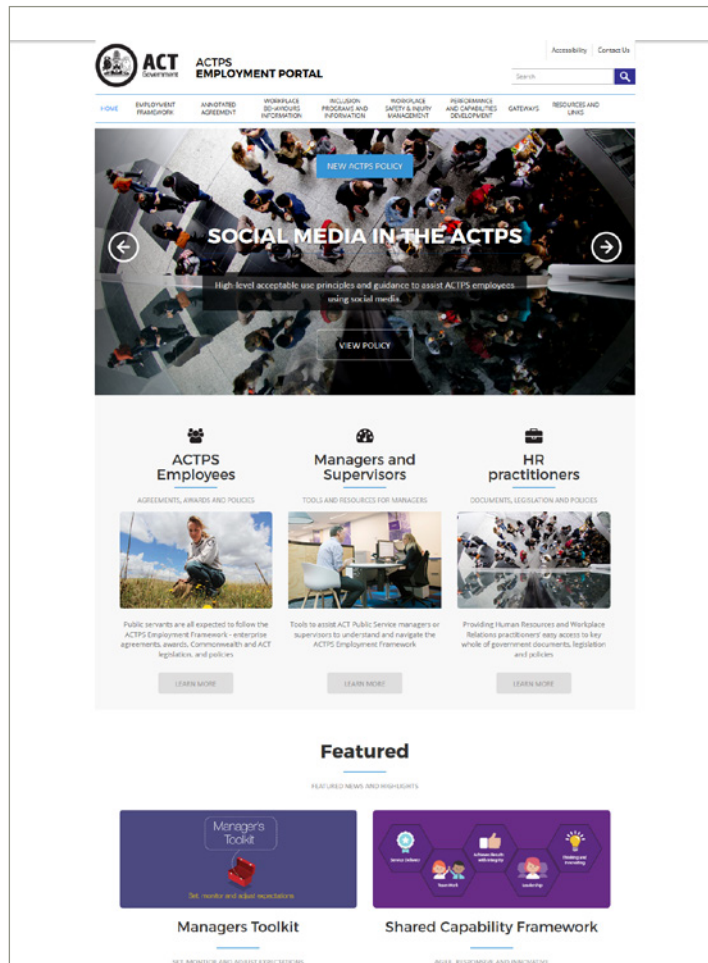
LAYOUT > WEBSITE DESIGN EXAMPLE

'OUR CANBERRA' WEBSITE HOME PAGE AND SUB-PAGES



LAYOUT > WEBSITE DESIGN EXAMPLE

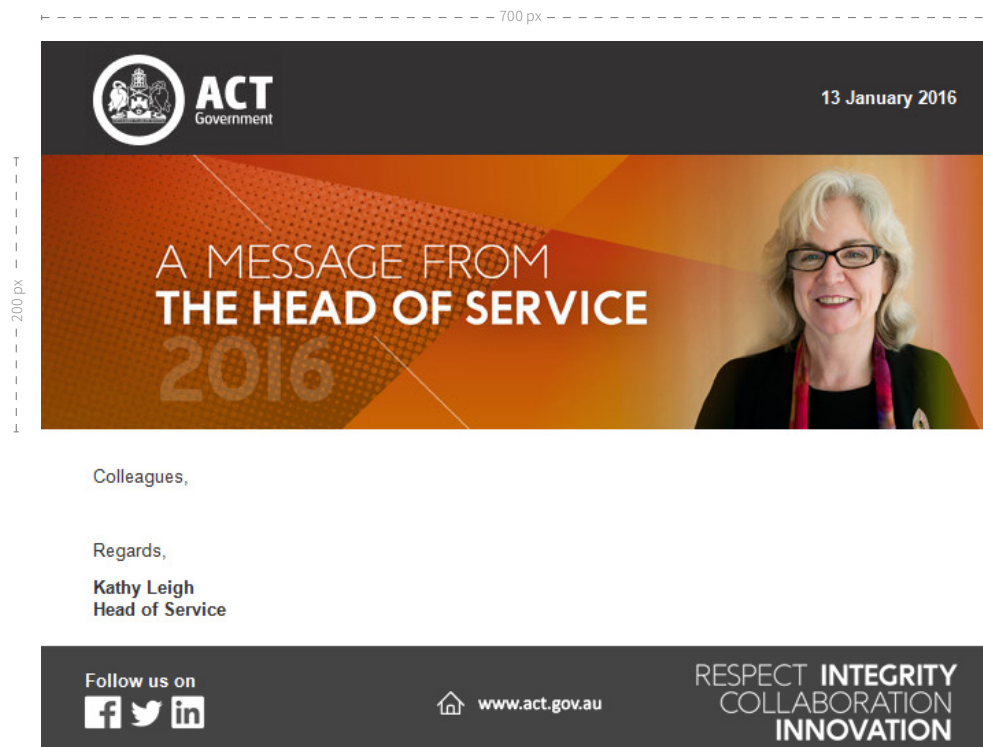
'ACT GOVERNMENT EMPLOYMENT PORTAL' HOME PAGE AND SUB-PAGES



LAYOUT > EMAILS

EMAIL HEADERS AND TEMPLATES

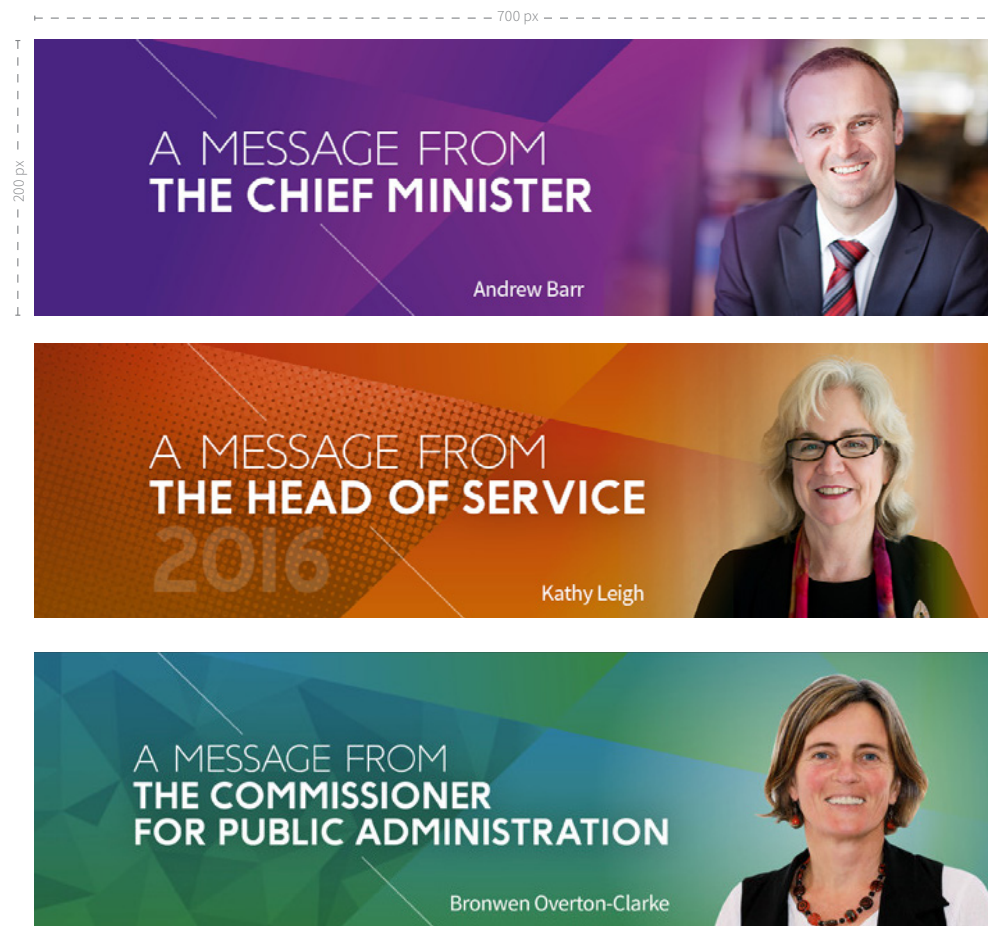
Please contact ACT Government Publishing Services at Publications.act@act.gov.au for artwork preparation.



LAYOUT > EMAILS

EMAIL HEADER VARIATIONS

Please contact ACT Government Publishing Services at Publications.act@act.gov.au for artwork preparation.



The purple gradient is the preferred colour for standard emails.
Other colours from the palette may be used in special circumstances. Contact us for details (see pg 4).



5D INFOGRAPHICS & ICONS

LAYOUT > INFOGRAPHICS

Infographics work well to communicate key messages simply, quickly and with maximum impact at a glance. In the ACT Government, infographics have been used successfully in publications, online and in social media, to support a wide range of communication strategies.



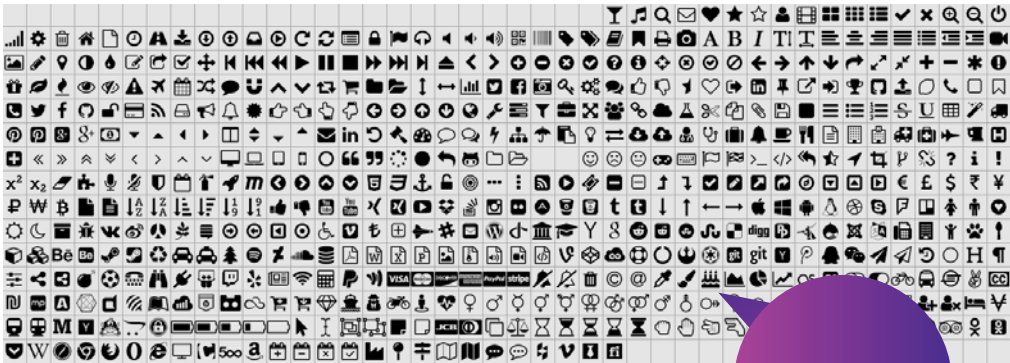
Please refer to ACT Government brand colour palette (pg 14) and apply brand fonts/ text styling as outlined on pages 12-13

LAYOUT > ICONS

Icons used in ACT Government infographics are simple and stylised. Most are glyphs derived from the typeface “FontAwesome”

FontAwesome is a free open licence font and can be downloaded from: fontawesome.github.io/Font-Awesome

Please ensure any individually drawn icons align stylistically to the icons shown on this page.



SUGGESTED ICON APPLICATION FOR ACT GOVERNMENT COMMUNICATION

Health



Education



Public transport & roads



Justice & emergency



Municipal services



Infrastructure & public housing renewal



Business & investment



Community



06 SOCIAL MEDIA



SOCIAL MEDIA SKINS

Social media platforms used by the ACT Government provide an opportunity to display beautiful imagery within profile pages.

The type of imagery chosen to be displayed should be of high quality and relevant to ACT Government projects and initiatives. There is also opportunity to display seasonal imagery, for example an image of the fireworks around New Years Eve or the Civic Christmas tree during the Christmas period. Images used within ACT Government social media platforms that prove to be very popular could also be used.

Please contact socialmedia@act.gov.au to schedule in a profile banner change.

It is important any proposed imagery is modified to fit each social media platform. Image specifications are outlined below.



Examples of seasonal/promotional social media header images.



Co-branded or stand-alone social media accounts and websites may only be established by government entities who have approved co-branding or branding-exempt status.

TWITTER

Twitter profiles make use of two images:

- ▶ Profile pictures and
- ▶ Header images.

Approved Government logos should be used for profile images, however header images should be high quality and relevant to ACT Government projects and initiatives.

Header image
1500px (w)
x 500px (h)
max. 5MB



Profile picture
400 x 400px
JPG or PNG

SOCIAL MEDIA SKINS

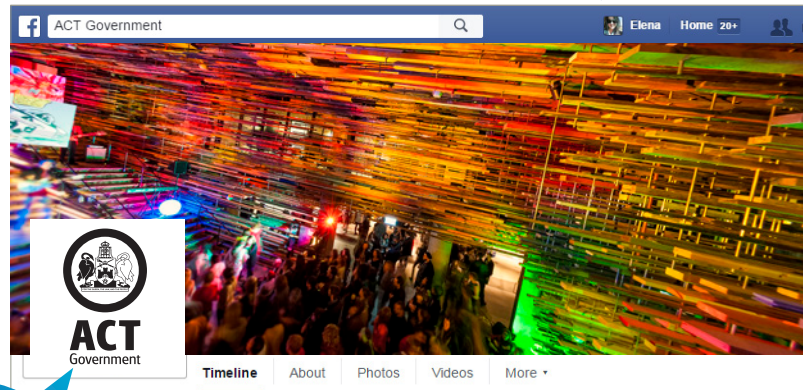
FACEBOOK

Facebook profiles make use of two images:

- ▶ Profile pictures and
- ▶ Cover images.

Approved Government logos should be used for profile images, however cover images should be high quality and relevant to ACT Government projects and initiatives. Remember Facebook has a policy that cover images may not be made up of more than 20% of the area in text.

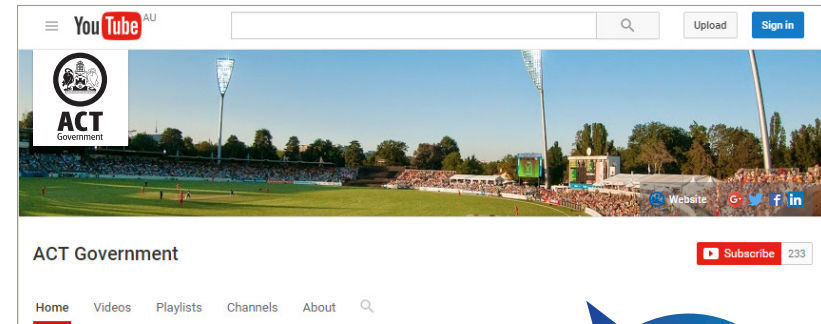
Cover image
851 px (w)
x 315 px (h)



Profile picture
400 x 400 px
PNG

YOU TUBE

YouTube channel art should be high quality and relevant to ACT Government projects and initiatives.



Header image
2560 px (w)
x 1440 px (h)
JPG or PNG

HASHTAGS

Hash tagging is a useful way of grouping content relevant to a particular topic, event or announcement.

Common hash tags used in relation to whole of government activities include:

- #ACTGov
- #OurCanberra
- #CBR

SOCIAL MEDIA TILES

SOCIAL MEDIA TILES

To keep social media profiles fresh and interesting, but consistent, you can apply a template developed by the Our Canberra team. Some examples are displayed below.

Artwork templates are available from the ACT Government branding website. See pg 3 for details.

IMPORTANT

In compliance with the Electoral Act, it is a mandatory requirement that the ACT Government logo be included on all tiles, as well as a small disclaimer stating the Directorate name as the legal entity.



Graphic only (infographic style)

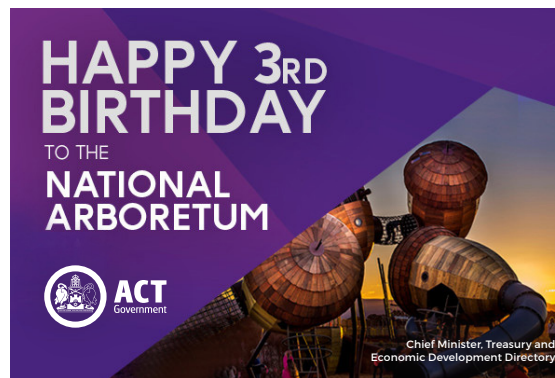


Image in frame with text overlay



Image in frame with text overlay and gradient wash

TEXT OVERLAYS

Only use colours from our brand colour palette (pg 14) and apply text styling as outlined on pages 12-13.



Image with text overlay



Image only

GRADIENT WASH

To achieve this look in photoshop, apply the 'luminosity' effect to the image layer and place the image over a colour layer which has been set up using the brand colours.

SOCIAL MEDIA > BEST PRACTICE EXAMPLES

f FACEBOOK

The *Facebook for Business* page provides useful information on posting:

DO ✓

- ▶ Post consistently (2-4 times daily).
- ▶ Post timely content.
- ▶ Use high-quality photos that showcase your business or products, or lifestyle images of people interacting with them.
- ▶ Keep your sentences short and instructive. Quickly inform people why they should pay attention and include a shortened link if necessary.
- ▶ Avoid bureaucratic language.
- ▶ If you have a video, use the Facebook video platform.
- ▶ Test different photos and messages to see which ones your audience responds to most.

DON'T ✗

- ▶ Don't post a link as the primary media.
- ▶ Don't be lazy and leave out captions, but try not to post more than one to two short sentences.



An engaging Facebook post using video, a snappy caption, shortened link and relevant hash tag.



An engaging ACT Government Facebook post using an image and short, snappy caption.



An engaging ACT Government Facebook post using an infographic and short, informative caption.

SOCIAL MEDIA > BEST PRACTICE EXAMPLES



TWITTER

The *Twitter for Business* page provides useful information on posting best practice:

DO ✓

- ▶ Include an image for increased engagement.
- ▶ Use a shortened link to more information.
- ▶ Use relevant hash tags only, don't hijack popular tags.
- ▶ If you're sharing a video, use the Twitter video platform.
- ▶ Converse naturally when responding to queries.
- ▶ Keep it short, snappy and factual.
- ▶ Follow relevant digital influencers and important stakeholders.

DON'T ✗

- ▶ Don't post links with no messaging or imagery accompanying.

Engaging ACT Government Tweets using imagery and links and relevant hash tags.



An engaging ACT Government Tweet using video

SOCIAL MEDIA > BEST PRACTICE EXAMPLES

INSTAGRAM

DO ✓

- ▶ Before you get started research how similar organisations are using Instagram successfully.
- ▶ Write an effective Instagram bio.
- ▶ Include a link to your website in your bio.
- ▶ Be authentic and determine your Instagram style and personality before you start an account.
- ▶ Include a mix of work and play style imagery.
- ▶ Write detailed captions and use relevant hash tags. Research what hash tags are being used by similar accounts or are popular in the region.
- ▶ Experiment with emerging Instagram tools such as Boomerang or Hyperlapse.
- ▶ Don't use other people's imagery and pass them off as your own. Make the effort to create original, authentic imagery.



PHOTOGRAPHY SHOULD BE BEAUTIFUL, EMOTIVE, POSITIVE. FULL COLOUR. PEOPLE FOCUSED WHERE POSSIBLE. DIVERSE.

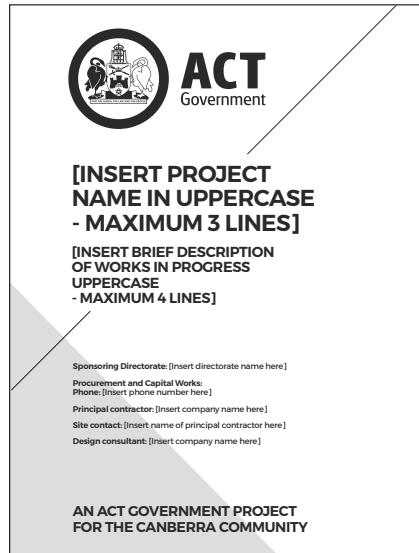
07 SIGNAGE



SIGNAGE

SIGN, FENCE WRAP AND HOARDING EXAMPLES

Separate Signage Guidelines have been developed for all Capital Works projects undertaken by the ACT Government. Please refer to attachment 'A', or visit the ACT Government branding website (details on page 3) to view the full document and resources.



Sign 'A'



Sign 'B'



Sign 'C'



Generic fence wrap



Hoardings