

The Australian Greens Identity & Style Guide



2009

**To be used for Australian Greens purposes
NOT applicable to state parties' activities**

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The Australian Greens Logo



The logo most publicly associated with the Australian Greens is the 'Green Triangle'. It is highly identifiable, understood by the majority of the Australian public as being uniquely associated with The Australian Greens and is most often used to identify the party by media, commentators, academics and the public.

The logo is an equilateral triangle with a reversed stroke inset from the perimeter and with the words "The Greens" appearing in two decks, centred text located at the centroid of the triangle. The standardised construction of the logo is an important part of its universal recognition.

Whilst each state party currently uses varying forms of this logo, this document serves as a style guide for all nationally produced materials for the Australian Greens.

To ensure that the standard is maintained, electronic copies should be sourced from The Australian Greens' national office. All commonly-supported formats are available.

The font used for the wording in the logo is FRUTIGER BOLD CONDENSED.

In use as a colour identifier, certain colours are recommended – these are outlined in this document.



SPOT COLOUR
Australian Greens
National Logo
PMS 375C



FULL CMYK COLOUR
Australian Greens
National Logo
CMYK: C 40 M 0 Y 75 K 0
RGB equivalent: R 162 G 208 B 110



GREYSCALE
Australian Greens
National Logo



Incorrect use of National logo



- Wrong font (note shape of R and Es)
- Wrong colour
- Border too thick
- (Commonly found in SA and sometimes NSW)



- Wrong font
- Black border
- (Commonly found in NSW)



- Wrong colour
- (Commonly found in QLD)



- Wrong colour
- (Commonly found in VIC)



- Wrong colour
- Stretched
- (Commonly found in TAS)



- Wrong font (Note the shape of the R and G, plus the width of the H, Es and S)
- Bird!
- Commonly found in TAS. without the bird but still with the wrong font.



- Attempted art-style rendering
- Undermines common look and appears unprofessional



- Wrong combination of colours: green reversed onto white.



- Incorrect vertical spacing between words.
- Wrong font used.



- No wording
- No border
- Wrong colour



Adaptations of logo design

Whilst not ideal, it is acceptable to have adaptations of the Australian Greens logo for Greens' campaigns. The most recognisable feature of the logo is the triangle shape, so most variations have kept this element.



When to use the national logo?

There has been much controversy over a nationally agreed logo or style. To avoid confusion, below are some examples of when use of the national logo is recommended.

Australian Greens national logo is used (as outlined in this document):

- Federal election campaign materials (eg flyer for Senate candidate campaign)
- Federal by-election campaign materials
- Federal elected members' materials (eg calendar produced from Senator's office)
- Australian Greens materials (eg *Green* magazine, or national membership form)
- Australian Greens party websites and other digital presences (eg Facebook, MySpace)
- Federal elected members' websites
- Internationally relevant material (eg Global Greens materials/correspondence)

State Greens party logo is used (please contact your state office for details):

- State election campaign materials (eg pamphlet for state MLC candidate campaign)
- State by-election campaign materials
- State elected members' materials (eg newsletter produced from MLC's office)
- State party materials (eg State party membership form)
- State party websites and other digital presences
- State elected members' websites (check regulations in your state)

State Party Logos

(This page intended only to show differences in various logos – please contact various state offices for further details of state style guides & logos)

In all instances when referring to the Australian Greens (national party), it is recommended to use the official national logo as outlined in this document.

The Australian Greens party is a confederate of state parties. When referring to a state party, use the appropriate logo as outlined below. The obtain copies of these logos, contact the relevant state office.



ACT Greens



The ACT Greens also opted to use three colour greens during the 2008 election.



NSW Greens



Greens WA



NT Greens



QLD Greens



Australian Greens Victoria



Australian Greens SA



TAS Greens

Size requirements

10mm



The minimum size of the Australian Greens logo must be 10mm, as shown. The logo size must be in proportion to the design to which it is applied.

Logo orientation



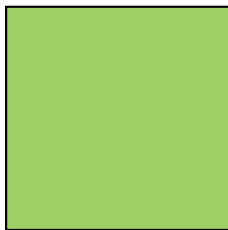
The Australian Greens logo is to be aligned to sit with the base line on the horizontal axis.



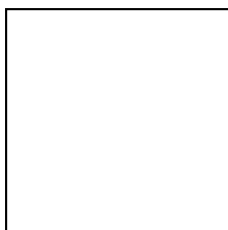
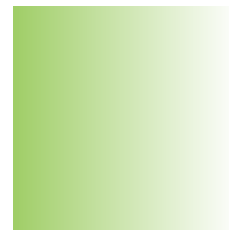
The Australian Greens logo is not to be tilted.

Australian Greens colours

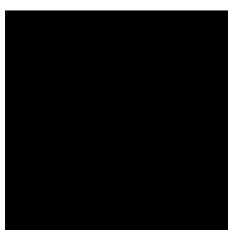
The following three colours and shades are the recommended colours to be used for the Australian Greens.



Green
PMS 375C
CMYK: C 40 M 0 Y 75 K 0
RGB equivalent: R 162 G 208 B 110



White
CMYK: C 0 M 0 Y 0 K 0



Black
CMYK: C 0 M 0 Y 0 K 100



Fonts

The official Australian Greens typeface for all forms of printed promotional materials is FRUTIGER. It can be used in various forms - e.g. light, medium, bold or italics - to suit design requirements. The "roman" version is intended for normal use (i.e. body text) and the "bold" version is utilised for headings. Italics may be used for emphasis, but please minimise its use in promotional material.

ARIAL is the secondary font for urgent or short print-run external communications, where the Frutiger typeface is unavailable.

Along with an Australian Greens logo, the full name of the Australian Greens must appear on the front cover of all publications and in all advertising.

The name may be used in the following two formats:

1. In conjunction with a logo
2. Separate from logo, "The Australian Greens"

When not used in conjunction with the logo the full party name must be presented in full. The minimum size must be no smaller than the samples below:

The Australian Greens - Frutiger 55 Roman 8pt
The Australian Greens - Frutiger 65 Bold 8pt
The Australian Greens - Frutiger 75 Black 8pt
The Australian Greens - Frutiger 95 Ultra Black 8pt

Normal bodycopy text is preferable at FRUTIGER 55 ROMAN 12PT.

Copies of the Frutiger font family can be obtained through the national office.

Frutiger-Black
The quick brown fox jumps ...

Frutiger-BlackCn
The quick brown fox jumps over ...

Frutiger-BlackItalic
The quick brown fox jumps o...

Frutiger-Bold
The quick brown fox jumps ove...

Frutiger-BoldCn
The quick brown fox jumps over a l...

Frutiger-BoldItalic
The quick brown fox jumps ove...

Frutiger-Cn
The quick brown fox jumps over a lazy dog.

Frutiger-ExtraBlackCn
The quick brown fox jumps over...

Frutiger-Italic
The quick brown fox jumps over...

Frutiger-Light
The quick brown fox jumps over a l...

Frutiger-LightCn
The quick brown fox jumps over a lazy dog.

Frutiger-LightItalic
The quick brown fox jumps over a l...

Frutiger-Roman
The quick brown fox jumps over...

Frutiger-UltraBlack
The quick brown fox jump...

Frutiger45-Light
The quick brown fox jumps over a l...

Frutiger46-LightItalic
The quick brown fox jumps over a l...

Frutiger47-CondensedLight
The quick brown fox jumps over a lazy dog.

Frutiger55Roman
The quick brown fox jumps over...

Frutiger56-Italic
The quick brown fox jumps over...

Frutiger57-Condensed
The quick brown fox jumps over a lazy dog.

Frutiger65-Bold
The quick brown fox jumps ove...

Frutiger66-BoldItalic
The quick brown fox jumps ove...

Frutiger67-CondensedBold
The quick brown fox jumps over a l...

Authorisation

All material produced by the Australian Greens, state parties and state and federal representatives requires an authorisation byline. Regulations vary from state to state.

For the Australian Greens, authorisation is to be the national office bearer, and the address of the national office.

For Australian Greens federal senators, authorisation is to be the senator and the senators' electorate office address.

If printing is undertaken by a separate printing company, authorisation is to include information about place of printing.

If material is audiovisual, all speakers must be credited.

Authorisation is to be of reasonable, readable size.

Example:

Authorised by Senator Rachel Siewert, 1/151 Brisbane St Northbridge WA
Printed by Printing Australia, 352 High St Perth WA

Website references

All printed material should include a web address. Where possible, this address should outline further information relevant to the issue. Failing this, use the national party web address www.greens.org.au

Example:



When referring to the Australian Greens Senators website, use the following capitalisation to enable quick recognition of address:

www.GreensMPs.org.au

DO NOT use web addresses with the prefix: `http://`

Words and Punctuation

Abbreviations

When abbreviating words, a period is used when the abbreviation ends in a letter other than the letter that ends the full word: Rev. for 'Reverend', Gov. for 'Governor'.

For metric symbols, use km for kilometre, g for gram, sq m for square metre and so on. The units tonne and litre should be spelt out. Leave a space between the number and symbol, for example, 500 km. Express all fractions as decimals, for example, 2.5 km not 2 1/2 km.

Aborigine/Aboriginal

When referring to the full portfolio, use Aboriginal & Torres Strait Islander Affairs

When referring to the portfolio in a more general sense, use Aboriginal Affairs

When referring to a group of people, use Indigenous Australians.

When wanting to highlight issues surrounding land rights, equality, treatment etc, use Traditional Owners or First Australians.

When referring to land that has significance to Indigenous Australians, use Aboriginal land.

About

When referring to numbers, do not use around when you mean about. Forget approximately and other fancy words. Use about. Numbers should be rounded up: About 900, not about 898. Use more than not over.

When referring to time, use at 7.00pm or about 7.00pm, not at about 7.00pm.

According to

This phrase can be seen as implying disbelief. For example: 'According to the North Korean Government, there is no famine.' Best to stick with said.

Ampersand (&)

Do not use unless it is part of an organisation's name. It is acceptable to use & in headings and on displays.

Acronyms

Avoid using acronyms: OECD, CDEP, NTER, and so on. Readers deserve to see the words first, and then the acronym if absolutely necessary. Too many acronyms are confusing for readers.

Use the full title in the first instance:

Voluntary Student Unionism, then VSU.

When referring to internal party acronyms, eg AGCG, always spell it out properly - (Australian Greens Co-Ordinating Group)

An or A?

An is used before words that begin with a vowel sound (a, e, i, o, u). For example, an apple, an egg.

A is used before words pronounced with an initial consonant sound (letter other than a vowel). For example, a ball, a cat.

For words starting with a soft 'h', such as hotel, use 'an'.

Let the spoken sound be your guide when deciding which to use.

And/or

Use the word both. For example: He has a reputation for arriving late and/or drunk. This sentence becomes: He has a reputation for arriving late or drunk or both.

Hyphens and dashes

Use a hyphen (-) when you want to form a compound word, e.g. south-east, or compound adjective, e.g. short-term plan.

Use an en dash (–) in place of a missing word, e.g. 24–26 April or Melbourne–Sydney railway. Spaced en dashes can also be used as a dash, e.g. Old-growth forests can store enormous amounts of carbon – up to 9000 t per hectare.

Use an unspaced em dash (—) as a dash, e.g. Our oceans are being fished at their capacity—and some over their capacity—yet regulation is still lagging.

Titles, names & references

The Australian Greens adopts the Australian Government style guide for all matters relating to spelling, capitalisation, titles etc. Some are outlined here.

Titles:

Australian Greens Leader Senator Bob Brown

Australian Greens climate change spokesperson Senator Christine Milne

Australian Greens spokesperson on nuclear issues Senator Scott Ludlam

Australian Greens federal representatives are elected from their home state party, but upon taking office take on the responsibility of a federal member. At this point, their title switches from state party (Greens WA Senate candidate Scott Ludlam) to federal party (Australian Greens Senator Scott Ludlam).

Capitalisation:

The Australian Government or the government said

The Commonwealth of Australia

The Australian Greens

Federal Court of Australia or the court's decision

Australian Greens capitalisation follows the Australian Government style guide. All official titles, names, organisations, countries, states, programs, agreements and treaties should be capitalised.

Pictures, images & copyright

Care must be taken to ensure that appropriate releases, concerns, ownerships and copyrights are obtained when using pictures in any materials produced.

To ensure proper legal practice, releases should be filled out and signed by any people in a photo to be used for promotional means by the party.

Where pictures contain Indigenous Australians, appropriate cultural concerns must be taken into consideration.

Where possible, Creative Commons licensed pictures should be used over those under Copyright.

All photos of currently standing members should be sourced from their electorate offices. During elections, only officially authorised and approved photos of candidates should be used.

All materials produced by the Australian Greens (with the exception of the national logo, and any election logos produced) should be licensed under a Creative Commons licence. More information can be obtained at www.creativecommons.org. Creative Commons licenced pictures can be obtained at search.creativecommons.org

Examples of printed materials

1

Take Action, Green Action
www.greens.org.au

VOTE [1] THE GREENS
Scott Ludlam
Greens Senate Candidate for WA (pictured with Bob Brown)

Senate Candidate Scott Ludlam is committed to open and accountable government and working towards a sustainable and fair Australia.

10 reasons to vote [1] The Greens

1. Reduce greenhouse emissions by 30% by 2020
2. Protect workers' rights and abolish AWAs
3. Keep Australia nuclear free
4. Redirect \$3 billion from private health insurance rebates to public health services
5. Increase the pension by \$30 per week
6. Prioritise public education and abolish HECS
7. Provide public dental care for low income earners
8. Close the 17 year gap in life expectancy between Aboriginal and non-Aboriginal Australians
9. For third party insurance – we'll hold whoever wins government to account
10. Vote [1] The Greens and if they are not elected, your vote goes to your second choice at full value

To get involved or find out more contact 6365 2131
www.greens.org.au

2

ADVERTISEMENT

Take a closer look

The Greens are open and accountable. But don't just take our word for it...

Climate Change
The Australian Conservation Foundation election scorecard gives the Greens' climate change policies a score of 94/100, ahead of Labor 58/100, and the Coalition 21/100. Australian Conservation Foundation

Rights at Work
"WorkChoices must go and you have to be unequivocal about that, and the Greens are the only party willing to do it."
Peter Marshall, Secretary, United Firefighters Union (The Age, 25/10/2007)

Healthcare
"These announcements from the Greens provide a new benchmark for the other political parties to match, with the Greens now scoring 15 out of 20 on the Alliance's election scorecard."
Professor John Wakeman, Chairperson, National Rural Health Alliance (29/10/2007)

Increasing the age pension by \$30 a week
"People that ring up say: 'The Greens, so far, are the only party that has actually said the pension needs to go up', so let's vote for them."
Paul Versteeg, Combined Pensioners and Superannuants Association (Sky news, 24/10/2007)

Vote [1] Greens in the Senate **Take Action, Green Action**
www.greenaction.org.au

Authorised By A. Xamon 445 Hay St Perth

3

GREEN PARTY NEWS

February 2009

AUSTRALIAN GREENS SENATORS SARAH HANSON-YOUNG, BOB BROWN, CHRISTINE MILNE, RACHEL SIEWERT & SCOTT LUDLAM

NATIONAL CONVENOR

Right now is a very exciting and important time in the history of the Australian Greens. With a fantastic team in our national office, most notably national manager Brett Constable, we are busily implementing the actions set by last conference's strategic and operational plans. One of these aims is to move to a mode of 'permanent campaigning': to do between elections all the things we do well as a party during elections.

If we can properly resource grassroots groups within the Australian Greens so that members can become active with campaigns at any time of the year it will energise people, support our elected MPs and increase our profile. The higher the level of awareness and activity amongst the general public on issues of importance to us, the more likely we are to achieve real social change, and to increase our presence in parliaments.

As we have learned time and time again, we cannot rely on mainstream media to properly or continuously represent our position, and we do not have the advertising spend or institutional resources of the old parties. However with a large and active membership, and with new opportunities provided by technology, we should be able to develop enduring ways of promoting our messages outside of mainstream channels.

Moving to a mode of continuous campaigning couldn't be more timely. As many important issues become pressing - the need to urgently respond to a climate emergency, the global financial crisis, water, childcare - it is vital that we are active not just in our internal party structures, but in our neighbourhoods, streets and networks.

Please keep an eye out for announcements about campaign events and ways to get involved. If you'd like to get actively involved in helping with campaigning, please feel free to send me an email at convenor@greens.org.au

ADAM BANDT
NATIONAL CONVENOR

NORTHERN TERRITORY

With the 'new' ALP government returned in August last year, the NT was subjected to more of the same. Two environmentally compromising issues the Greens had campaigned on were pushed along; the INPEX Mega Gas project for Darwin was announced, while a few weeks later the ELA for uranium exploration within the Alice Springs water catchment, less than 20km from the Alice Springs GPO, was granted. These issues will continue to be a focus of Greens NT campaigning in this election-free year.

Victory in court regarding the McArthur River diversion was short lived for traditional owners. Setback for Yanyuwa Country has come with Garrett giving the nod to a mining company which, for the first 12 years of operation, does not pay royalties. The resulting issues of uranium mining, transportation and storage of radioactive waste will continue to be a concern for many Territorians and the Greens.

A number of Senate inquiries have passed through the NT including the Radioactive Waste Dump Repeal Inquiry initiated by Senator Scott Ludlam. After sitting in Alice Springs and hearing from indigenous and community groups, the committee released a report in December recommending the repeal of the legislation.

In their new roles and first nine months as elected Greens representatives, our councillors in Darwin and Alice Springs, through membership of the LGANT Executive, have raised issues of daily 1.2 km yellowcake train transport, acknowledgement of country and resources for indigenous communities.

A new management committee is co-ordinating work on policy, fundraising, support for our councillors and building our membership base in remote Australia to provide a voice for justice and the environment.

4

FOREST POLITICS

Public Forum with guest speakers

Camperdown NSW Saturday 16th May

5



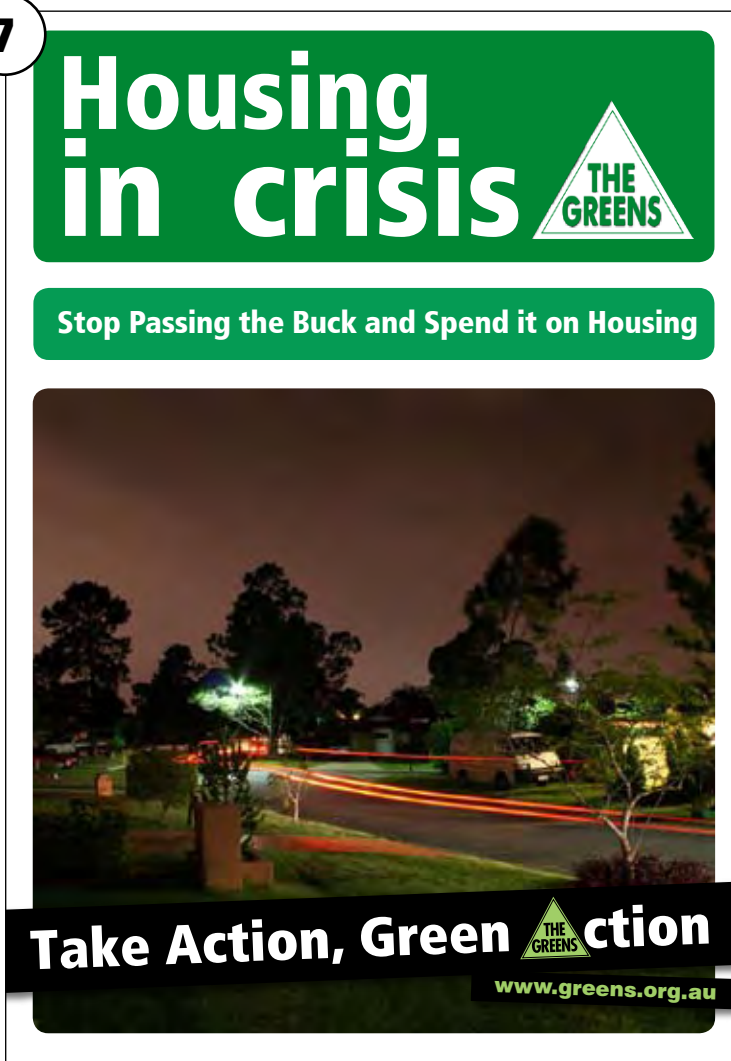
- 1- Federal election how to vote 2007
- 2- Federal election print ad 2007
- 3- Green Party News 2009
- 4- Flyer for event
- 5- Limited edition postcard
- 6- Anti-ABCC bumper sticker
- 7- Federal election policy initiative 2007 (note incorrect use of logo)
- 8- National membership form 2009

More examples, and working design files, can be obtained from the national office.

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