Branding guidelines

The CRC Program branding guidelines have been developed to guide CRCs and CRC-Ps in the appropriate usage of the CRC Program logo and the department crest – which together comprise CRC Program branding.

Introduction

The CRC Program logo is branded to ensure that it is understood and recognised by the public that the CRC Program is made possible through the investment and ongoing support of the Australian Government.

CRCs and CRC-Ps are required to apply these guidelines to all new material and updated material. Existing promotional material is not required to be reproduced. Individual CRC websites should also be updated in due course.

These guidelines should be used in accordance with the provisions of the Commonwealth Funding Agreement.

These guidelines should also be used in conjunction with the Australian Government Branding Guidelines available from the Department of Prime Minister and Cabinet website at dpmc.gov.au.

This document should be provided to professional designers to ensure CRC and CRC-P communications and promotional material and products are produced in accordance with these guidelines.

Branding elements

CRC Program branding contains the following elements:

1. The department crest both stacked and in-line versions.
2. The CRC Program logo – in both stacked and in-line versions.

Alternatives

- In limited circumstances, the department crest may be presented if the CRC logo can’t be used; however, the words “The CRC Program supports industry-led collaborations between industry, researchers and the community” must be placed to the right of the department’s logo.
- Sometimes it may not be possible or appropriate to use logos (e.g. a press article). In these cases the following words must be used to acknowledge the program: “The CRC Program supports industry-led collaborations between industry, researchers and the community.”
- CRCs and CRC-Ps intending to use these configurations must seek advice from the department.

Position and clear space

- Clear space is the minimum area surrounding the logo which must remain clear of any other elements of text. The minimum clear space between logos is 10mm.
- The CRC Program logo should be placed at the top left or right corner of material or at the bottom left or right corner, where practicable.
- CRC Program branding should accompany the CRC’s corporate branding. It should not be placed amongst logos of participant organisations. It must be clear that the CRC or CRC-P is funded by the Australian Government through the CRC Program, and the CRC Program logo must be clearly distinguished from those of participants.
- Further details on the correct usage of the department and CRC Program logo are at Attachment A – Using the Business Brand.
- Examples of how CRCs should not position the department and CRC Program logo are at Attachment B – Incorrect Application.
Other important rules for usage

- The CRC Program logo is to be used on all communications, promotional and marketing material such as (but not limited to):
  - posters
  - brochures
  - flyers
  - annual reports
  - media releases
  - videos
  - promotional items; and
  - displays for exhibitions and conferences produced by CRCs and CRC-Ps.

As a guide, the CRC Program logo should be used when the CRC’s logo is used.

- The CRC Program logo should be used in press releases and news articles to ensure the program and the government are acknowledged. Where it is not appropriate to use logos, due to space limitations or the placement of the article in other media, the words “The CRC Program supports industry-led collaborations between industry, researchers and the community” are to be included.

- CRCs are responsible for ensuring the CRC Program is acknowledged in communications material about CRC activities issued by participants. The CRC is responsible for ensuring the CRC Program logo is used appropriately by participants.

- For CRC-Ps, the lead participant is responsible for ensuring the CRC Program is acknowledged in communications material about project activities issued by participants. The lead participant is responsible for ensuring the CRC Program logo is used appropriately by participants.

- The CRC Program logo should be incorporated into the master (unchanging) elements of CRC websites. At a minimum, the CRC Program logo must be placed on the CRC’s homepage.

- CRCs should include the following information on the ‘Contact details’ page of its website to ensure visitors to the website are appropriately directed to CRC Program information:
  “The CRC Program supports industry-led collaborations between industry, researchers and the community.
  Further information about the CRC Program is available at www.business.gov.au.”

- It is advisable that the CRC Program logo is not incorporated into a CRC’s or CRC-P’s individual logo/branding. This will preserve the life of the CRC’s or CRC-P’s logo beyond the funding period.

- You are not required to include the CRC Program logo or the department logo on your letterhead or business cards.

- The preferred style is CRC or Cooperative Research Centre. There is no hyphen in the word Cooperative.

Further information and logo access

Please contact your PLO to access the CRC Program and department logos.

Further guidance on usage can be obtained by contacting the CRC Program at crc.program@industry.gov.au
Attachment A – Using the Business Brand

Application of the logo

Positioning
In most circumstances, the logo must have prominence over and above other images and graphic elements. Where possible, the logo must be placed at the top left of the item it appears on and other logos, text or images must not be placed above or to the left of the logo.

Variations
The logo is available in the following variations:
- Full colour
- Black
- Reversed (white)

File formats
The logo is available in the following formats:
- Adobe Illustrator EPS
- Transparent PNG (600 pixels per inch)
- JPEG (600 pixels per inch)*

* Reversed (white) option unavailable in JPEG format.

Treatment
An individual logo must appear only once in a document. The logo must not be used as decorative or artistic element or as a watermark, and must not be overprinted with text or images.

Colour
The Business Logo may only be reproduced in prescribed colour formats of the original artwork files and should not be manipulated in any way. The colour version of the logo is the preferred style.

The logo must appear on a background that has sufficient contrast so that the logo is clearly discernible. Mono and reversed versions of the logo may be used where colour is not available or when the background colour prohibits the use of the colour logo.

Isolation zone
The isolation zone is based on the letter ‘B’ in the word “Business”.

Variations
The logo is available in the following variations:
- Full colour
- Black
- Reversed (white)

File formats
The logo is available in the following formats:
- Adobe Illustrator EPS
- Transparent PNG (600 pixels per inch)
- JPEG (600 pixels per inch)*

* Reversed (white) option unavailable in JPEG format.

Further information
If you need more information or are unsure how to best apply the brand, please contact the CRC Program: crc.program@industry.gov.au
Attachment B – Incorrect Application

Incorrect application
Consistency of application of the logo is critical to the intention of establishing and maintaining a single recognition device for the Australian Government Program. For this reason, the integrity of the logo and its use must be maintained at all times.

The following examples show how the logo is NOT to be used. Please note: the examples following apply to every form of the logo, and in every application of the logo.

Do not tilt the design

Do not reduce the design below the minimum size (Coat of Arms must be at least 20mm in width)

Do not enlarge or alter in proportion and part of the design

Do not use any part of the design as a graphic element

Do not rearrange the design

Do not use the design in a new contrast manner

Further information
If you need more information or are unsure how to best apply the brand, please contact the CRC Program: crc.program@industry.gov.au