

FREQUENTLY ASKED

QUESTIONS ON

COMMON BRANDING



**Government
of South Australia**

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For further information:

Department of the Premier and Cabinet
www.dpc.sa.gov.au/govcommunications
Email: govcommunications@sa.gov.au

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Policy compliance

What is the Common Branding Policy and to whom does it relate?

The Common Branding Policy for the Government of South Australia, states that all Government entities must adopt only the authorised branding outlined in the Branding Guidelines to ensure a whole of Government presence is maintained at all times.

The Policy applies to all entities that can be directed by a Minister, including Department's subordinate agencies, statutory authorities, government enterprises and Boards. The policy also clearly states that programs, initiatives, and committees are not entitled to be identified through their own logos.

A copy of the policy is available at www.dpc.sa.gov.au/govcommunications

I am actioning my entity's compliance with the Common Branding Policy, who do I refer to for advice or assistance?

Many Departments have their own policies and procedures in relation to the implementation of the Common Branding Policy. It is recommended that entities approach their Department's Corporate Communications Unit for further information.

Exemptions from the Policy

In December 2005, twelve months after the date of the policy's introduction, Chief Executives were advised that the process for entities seeking an exemption for an existing logo would not be considered.

From this date, any further exemptions are only likely to be in exceptional cases only.

The policy states that exemptions can be obtained where mitigating circumstances prevail. What are the types of exemptions can I apply for?

Exemptions may be granted on an individual basis. Entities will need to detail their reasons in relation to a vested commercial, cultural or public welfare interest. Depending upon their terms of reference the exemption process will vary.

There are two types of exemptions:

- Co-Branding: Entity specific logo in conjunction with the Government of South Australia logo. This exemption comes with application guidelines.
- Full Exemption: Entity specific logo only, without the Government of South Australia logo.

My entity is established as an independent entity from Government, is it therefore exempt from the Common Branding Policy?

To determine if an entity is required to comply with the Common Branding Policy, it is important to establish if the Minister is able to direct your entity. If the Minister is able to direct your entity, then you will need to comply with the Policy.

If it is difficult to establish if the Minister has direction, then it is recommended the Entity complete an Entity Eligibility Questionnaire for assessment.

What is the process in regards to the Entity Eligibility Questionnaire?

To obtain a copy of the Questionnaire, please email govcommunications@sa.gov.au

Once the questionnaire has been completed, please forward it to the Head of Profession (HOP) via govcommunications@sa.gov.au for review.

You will be advised of the outcome via email. Please allow a minimum of 7 days for a response.

My entity is required to comply with the Common Branding Policy but wishes to use a dedicated common brand logo. What is the approval process for this?

Not all entities are permitted to use a dedicated common brand logo. Entities that represent programs, initiatives and committees must use the Department or Agency logo to identify themselves and are not permitted to use a dedicated logo.

If an entity wishes to use a dedicated common brand logo and is not a program, initiative or committee, approval is required from your Minister or Chief Executive.

If approval is granted, the dedicated common brand logo must comply with the Common Branding Policy.

If an entity wishes to use a dedicated logo that does not comply with the Policy an exemption from the Common Branding Policy must be sought.

What is the process for obtaining an exemption from the Common Branding?

Submissions for exemption, addressing specific criteria, will be assessed by the Head of Profession (HOP) as part of the communications approval process and referred to the Premier.

Please refer to the *Marketing Communications Guidelines* available at www.dpc.sa.gov.au/govcommunications

Logo development and applications

Where can I access copies of the Government of South Australia logo?

Please see your Director of Communications for access to logo files.

I wish to change my existing logo that has been previously granted a common brand exemption, do I need to obtain approval again?

Yes, each approval granted is conditional and based upon the contents of the submission put forward for consideration at the time. Should any elements be changed, further approvals must be obtained.

Stationery

My Chief Executive / Minister has requested a change to the Stationery Guidelines, are we able to accommodate their wishes?

Where entities experience difficulties or impracticalities in executing the changes to their stationery format, they are advised to raise the concern with the Head of Profession via govcommunications@sa.gov.au

Is the design of my stationery limited to the prescribed format if I have co-branding approval?

No, the design of your stationery is not limited to the prescribed format, however some basic logo application guidelines apply. Please refer to *the Government of South Australia Branding Guidelines* for more information.

Our Entity does not have “Frutiger” as a font on our machines, is there another font I can use?

Yes, the default font for all electronic stationery templates is Arial, but if you are **printing** your stationery through a professional print company, you are required to use the original artwork, which has Frutiger as the font.

Branding communication materials

How do we represent two or more Government Departments in a sponsorship situation?

It is recommended that only the GOSA logo is used, and sponsoring Departments should be recognised in words with accompanying text or copy. For further information please refer to the *Government of South Australia Branding Guidelines* and *Sponsorship Guidelines and Principles*.

Do I need to include the Government logo on our Departmental uniforms and vehicles?

If your entity has been deemed to comply with the Common Branding Policy and adopt the prescribed logo format, then you will be required to use the prescribed logo on your uniforms and vehicles.

If your entity has been granted an exemption of some form, then these entities may use their approved logo without the Government logo on their uniforms and cars.



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