



The corporate brand represents the AEC, its values and reputation. It is designed to present a consistent approach and style so all AEC communication is instantly recognisable.

The elements that make a product distinctly AEC include:

- the AEC logo
- the AEC purple
- clear and strong typography
- use of the brand graphic devices



These elements should be a strong feature and prominent across both digital and printed products. When producing material for the AEC, always consider its purpose, audience, distribution methods and how your product fits in with the AEC values. Designs should be uncluttered and clean, with minimal decorative elements.

- [See AEC visual identity](#)

All AEC communication should sit comfortably within the suite of AEC products. For more information on the AEC brand or to access the brand guidelines, contact the [AEC Communications Design Team](#).

Acknowledgement of Country

The AEC acknowledges the Traditional Owners of country throughout Australia and recognises their continuing connection to land, waters, culture and community.

We pay our respects to Elders past, present and emerging.

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[Organisational structure](#)
[Corporate directory](#)
[Coronavirus info](#)
[Dates to remember](#)
[AEC Teams sites](#)
[Our people profiles](#)

My Apps

[AEC Service Centre](#)
[Aurion ESS](#)
[ObjectiveIM](#)
[Media monitoring](#)

