



Australian Electoral Commission Brand guidelines

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The AEC corporate brand

The corporate brand represents the Australian Electoral Commission (AEC), what it does, its values and reputation. The brand is created by both tangible and intangible elements.

It is designed to present a consistent approach and style, so all AEC communication is instantly recognisable.

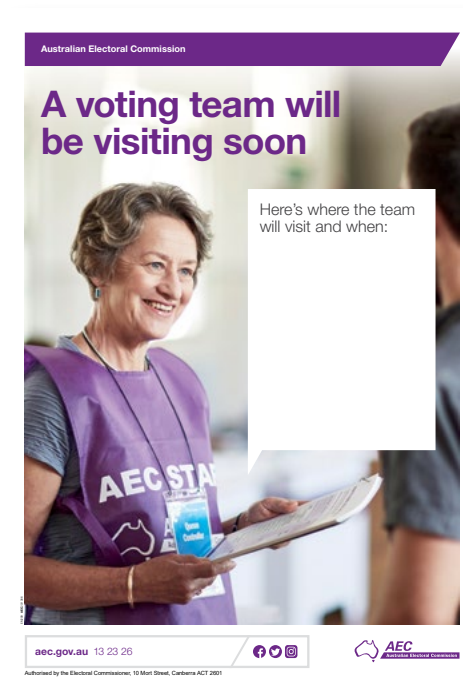
The elements that make a product distinctly AEC include:

- The AEC logo (page 9)
- The AEC purple (page 14)
- The AEC voice (page 4).
- Clear and strong typography (page 15)
- Use of the graphic devices (page 5)

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.

All AEC communication should sit comfortably within the suite of AEC products. For more information on the AEC brand contact the **AEC Communications Team**.



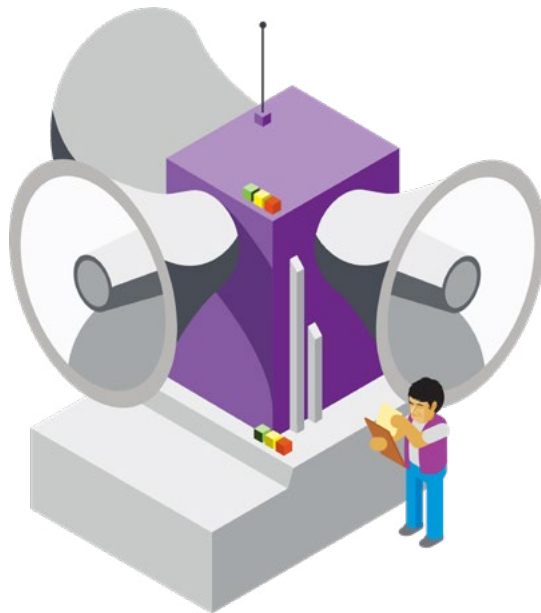
How we sound

Voice

The AEC voice represents our personality and how we are perceived by our audience. It's important that our voice is used consistently when communicating to all our audiences.

The AEC voice is:

- Active (clear and direct)
- Accurate (using facts and information that can be supported with evidence)
- Accessible and inclusive
- Objective and impartial.



Tone

While our voice dictates what we say, our tone influences how we say it, and this can vary depending on the audience.

For **all audiences**:

- use straight-forward, familiar language
- speak in a respectful and inclusive manner
- use short, concise sentences where possible.

Decide whether your audience is internal/external, formal/informal to determine if certain abbreviations, acronyms and jargon are appropriate.

When communicating with an **external audience**:

- Refer to the AEC in the third-person (Eg. 'the AEC will deliver on its priorities' instead of 'we will deliver on our priorities')
- Limit clichés, jargon and technical terms.

For **internal audiences**:

- Use of 'I, we, us' is encouraged in informal staff communication when it refers to the organisation as a whole.

For details and more information refer to the [AEC writing style page](#) on the intranet.

How we look

Key elements

All material using the AEC corporate brand must be created by, or be developed in consultation with the **AEC Production and Design Communications Team**.

Mandatory elements for all AEC external communication products

- AEC logo
- URL (aec.gov.au)

An authorisation statement may be required for some materials produced and distributed by the AEC. Please check the latest information in the **Authorisation Requirements – AEC campaigns** document to ensure communication products are compliant.

The image shows a sample of a federal election ballot paper. At the top, it says 'Make your vote count - Senate'. The main heading is 'How to vote in a federal election'. Below this, it explains that voters can choose to vote either above or below the line. There are two sections: 'Above the line' for parties or groups (numbered 1 to 6) and 'Below the line' for individual candidates (numbered 1 to 12). The ballot paper includes the AEC logo and the URL 'aec.gov.au' at the bottom.

URL (aec.gov.au)

AEC logo



Authorisation statement

How we look

Graphic devices

The AEC brand includes three custom created graphics, designed to assist with consistency across AEC communication products.

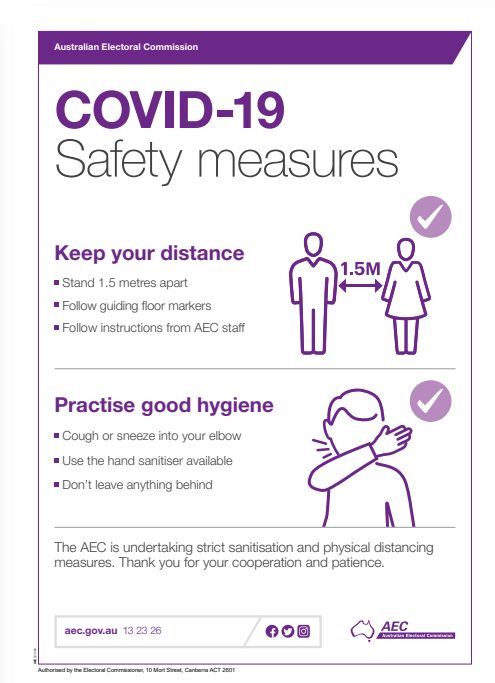
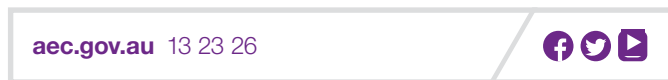
Speech bubble (angle at 30deg)



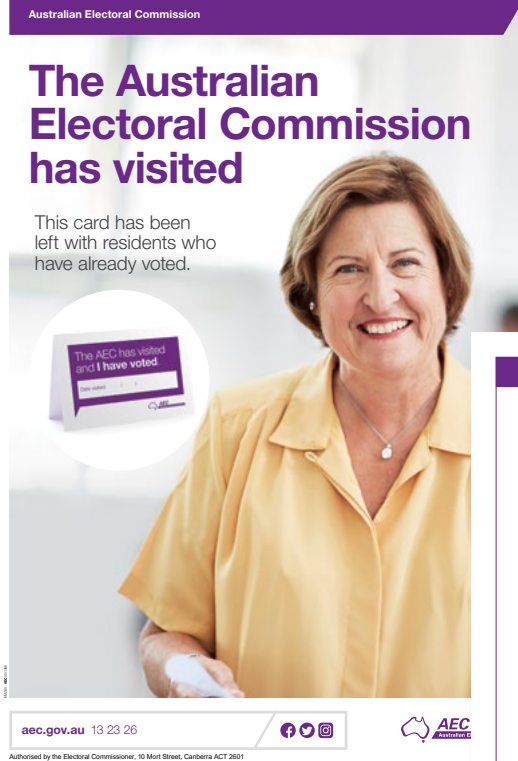
Angled banner (angle at 30deg)



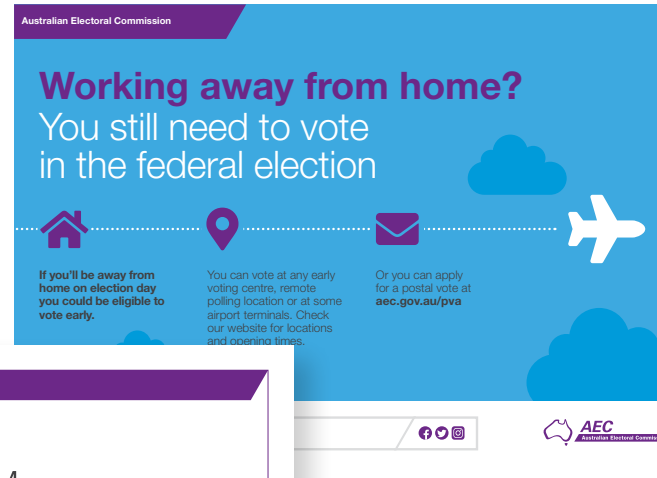
Grey outlined box – commonly used as a footer (angle at 30deg)



Design examples



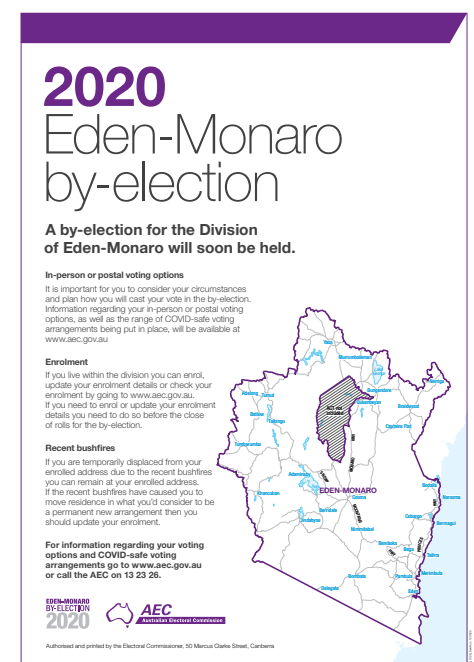
A2 poster



A4 election flier



Social media post



A3 poster



Cover – digital publication

Design examples

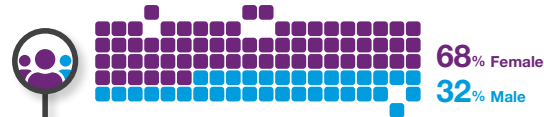


A-frame signage

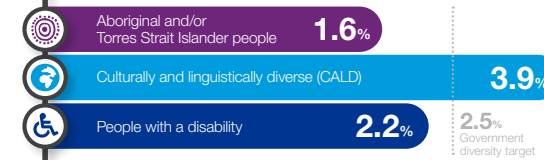
AEC workforce profile

Our workforce profile shown below is at December 2020.

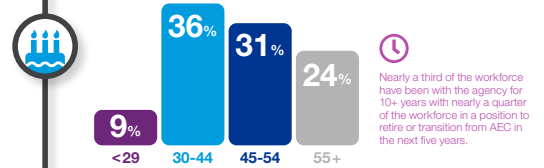
▶ ONGOING HEADCOUNT
674



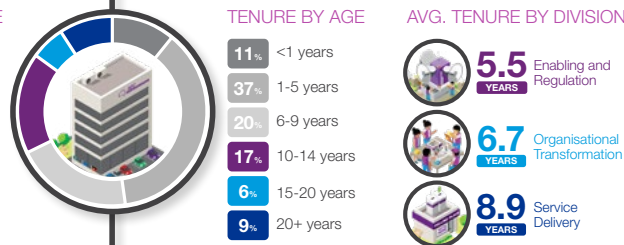
▶ WORKFORCE DIVERSITY



▶ AGE OF WORKFORCE



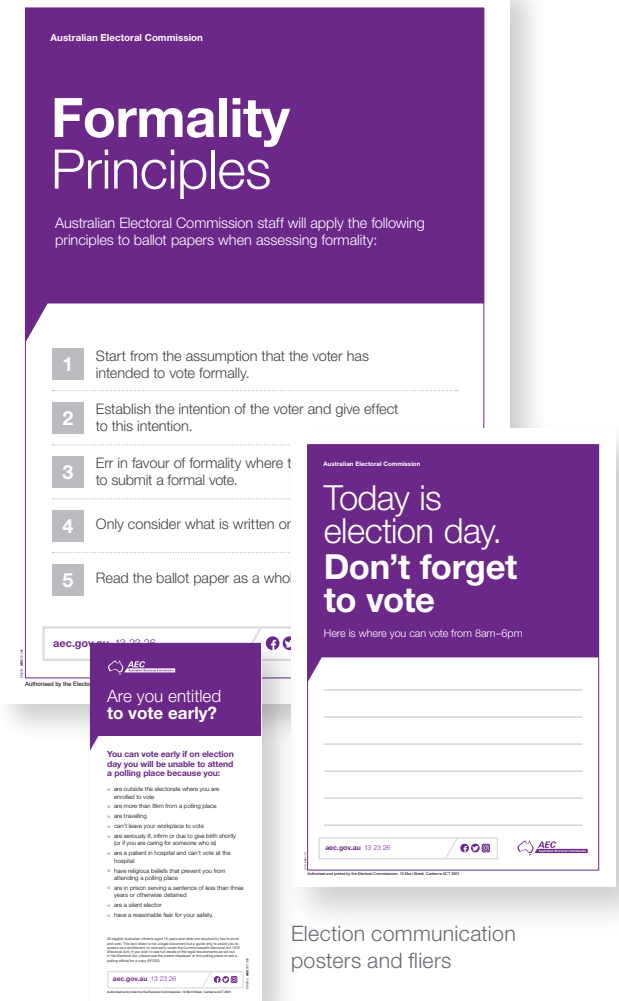
▶ TENURE



▶ OTHER STAFF



Infographic



Election communication posters and fliers

Design examples



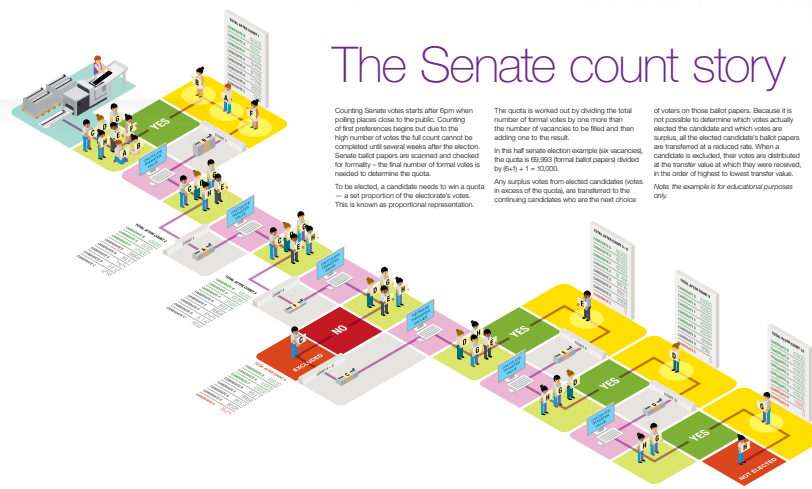
aec.gov.au



Report cover



Report internal pages



The Senate count process

Counting Senate votes starts after when polling places close to the public. Counting of first preferences begins but due to the high number of votes the full count cannot be completed until several weeks after the election. Senate ballot papers are scanned and checked for formality - the final number of formal votes is needed to determine the quota.

To be elected, a candidate needs to win a quota - a set proportion of the elector's votes. This is known as proportional representation.

The quota is worked out by dividing the total number of formal votes by one more than the number of vacancies to be filled and then adding one to the result.

In this half senate election example (six vacancies), the quota is 60,000 formal ballot papers divided by (6+1) = 10,000.

Any surplus votes from elected candidates (votes in excess of the quota), are transferred to the contributing candidates who are the next choice of voters on those ballot papers. Because it is not possible to determine which votes actually elected the candidate and which votes are surplus, all the elected candidate's ballot papers are transferred at a reduced rate. When a candidate is excluded, their votes are distributed at the transfer value at which they were received, in the order of highest to lowest transfer value.

Note: the example is for educational purposes only.

Process diagrams

The AEC logo

The AEC logo must be included on all external AEC communications, both printed and digital.

Logo colour

The AEC logo should be reproduced in AEC purple on a white background wherever possible.

If necessary, the logo can also be placed on a light grey background (up to 30% black).

For black and white printing, the logo can also appear in black or a reversed (white).



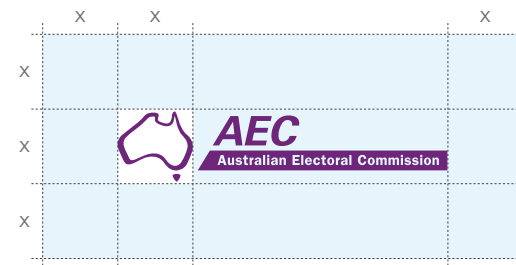
Minimum size and spacing

The recommended minimum width of the AEC logo is 45mm wide.



Clear space

Please keep a minimum clear space (x), equal to the width of the Australia map element of the logo at any scale.



The AEC logo

Incorrect usage

The AEC logo must not be altered in any way. It must not be stretched, cropped or used on its own as a design element.

✗	 The AEC logo is shown with an orange tint, which is incorrect. The logo consists of a map of Australia, the letters 'AEC', and the text 'Australian Electoral Commission'.	Do not tint or change the colour – the logo should be purple, black or white.
✗	 The AEC logo is shown with the letters 'AEC' and the text 'Australian Electoral Commission' enlarged, which is incorrect.	Do not enlarge or alter the proportion of any part of the logo.
✗	 The AEC logo is shown with the letters 'AEC' and the text 'Australian Electoral Commission' stretched, which is incorrect.	Do not stretch or distort the logo or any of its parts.
✗	 The AEC logo is shown tilted at an angle, which is incorrect.	Do not place the logo on an angle.
✗	 The AEC logo is shown on a busy, complicated background, which is incorrect.	Do not place the logo on busy/complicated backgrounds.

Secondary logos

Lock-ups

All uses of logo lock-ups must be approved by the
AEC Production and Design Communications Team.

The Australian Government Coat of Arms

As an independent statutory agency, the AEC is allowed to have its own branding. While the AEC is exempt from having to use the Coat of Arms, it is used on some AEC products.

The minimum width of the Coat of Arms is 20mm. The AEC logo should be in purple and to the right of the Coat of Arms.

See the [Australian Government Branding Design Guidelines](#) for more information.



State logos

In a logo lock-up, the AEC logo should be to the right of the state logo, separated by a thin vertical line.

Please ensure both logos appear of equal visual weight.



Secondary logos

Event logos

The event logo is updated each election/referendum and is used on event-specific materials. It should not be used on election/referendum products that have a long shelf life or are used across multiple events.

The event logo must not replace the AEC logo.

The logo comprises of the event name written in full and the election year, both in Helvetica Neue Heavy Condensed. These elements must always appear together and in equal width.

ELECTION
2019

REFERENDUM
202X

ELECTION
2019

ELECTION
2019

REFERENDUM
202X

REFERENDUM
202X

Variations

Variations on the event logo may be required for a by-election or other electoral events.

BY-ELECTION
2020

EDEN-MONARO
BY-ELECTION
2020

Logo colour

The event logo should be reproduced in AEC purple and grey on a white background wherever possible. Mono (black), greyscale or reversed (white) versions can be used if required.



Pantone 259



Pantone
Cool Gray 4



Black



Reversed/White

Minimum size and spacing

Allow reasonable white space around the logo, and ensure the text is large enough to easily be read at 100%.

Colour palette

Primary colour palette

Purple is the AEC's primary colour. It is politically neutral and has strong public association with the organisation.

The purple should be dominant, and can be supported by blue and grey.

Please ensure that all applications of the AEC colour palette are accessible and comply with the WCAG 2.0 Accessibility Guidelines.



Pantone 259
CMYK 69/100/1/5
RGB 110/38/123
HEX #6E267B



Pantone 2925
CMYK 84/21/0/0
RGB 0/156/222
HEX #009CDE



Pantone 661
CMYK 100/75/0/5
RGB 0/53/145
HEX #003591



90% Black
CMYK 0/0/0/90
RGB 65/64/66
HEX #414042



Pantone Cool Gray 4
CMYK 10/8/6/20
RGB 179/179/179
HEX #B3B3B3

Secondary colour palette

A secondary colour palette exists to support the primary palette, however, its use is limited and should never over-power the AEC primary colour palette or brand elements.

The secondary colour palette should only be used:

- in infographics, to assist with clear messaging
- to add interest to campaign titles in pre-approved campaign materials (see [page 22](#))
- minimally in website applications, for easy navigation.



Pantone 130



Pantone 7597



Pantone 376



Pantone 241

Typography

Along with the AEC purple, typography forms one of the key recognisable elements of the AEC brand.

Headings should be bold and succinct, with clear hierarchy. Text should be accessible, easy to follow, and aid the visual direction of the message.



Primary typeface

Helvetica Neue LT Std family

AaBbCcdefghijklmnopqrstuvwxyz1234567890%\$@#
AaBbCcdefghijklmnopqrstuvwxyz1234567890%\$@#
AaBbCcdefghijklmnopqrstuvwxyz1234567890%\$@#
AaBbCcdefghijklmnopqrstuvwxyz1234567890%\$@#
AaBbCcdefghijklmnopqrstuvwxyz1234567890%\$@#

Secondary typeface

Arial

AaBbCcdefghijklmnopqrstuvwxyz1234567890%\$@#
AaBbCcdefghijklmnopqrstuvwxyz1234567890%\$@#
AaBbCcdefghijklmnopqrstuvwxyz1234567890%\$@#

Web font

Roboto family

AaBbCcdefghijklmnopqrstuvwxyz1234567890%\$@#
AaBbCcdefghijklmnopqrstuvwxyz1234567890%\$@#
AaBbCcdefghijklmnopqrstuvwxyz1234567890%\$@#
AaBbCcdefghijklmnopqrstuvwxyz1234567890%\$@#

Photography

AEC photography should reflect AEC business and the diversity of our community and staff. People should look real, comfortable and engaged – not staged.

Images should be full colour, complement the AEC colour palette, and relevant to the content they are representing.

Please ensure photos reflect correct electoral procedures and current COVID-19 guidelines.

Do not use images:

- from a stock library
- of low resolution or poor quality
- where obvious digital manipulation has been applied
- without a signed *Consent to use image/sound* form.

A photo library of professional AEC photos is available. Please contact the **AEC Production and Design Communications Team** for more information.



Videography

The AEC has a dedicated YouTube channel, and regularly shares video content via social media channels.

All video content should apply the AEC brand consistently, reflect AEC business, and the diversity of our community and staff. Content should be professionally shot by an experienced video production crew where possible.

Graphic elements and animation sequence templates have been developed for use in AEC videos, including:

- intro screen (recommended for videos over 1min)
- end screen (mandatory for all videos)
- lower third nameplates
- thumbnail templates

For templates and more information contact the **AEC Media Team**.



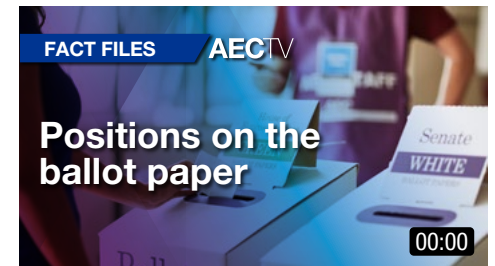
Intro screen example



End screen example



Lower third nameplate example



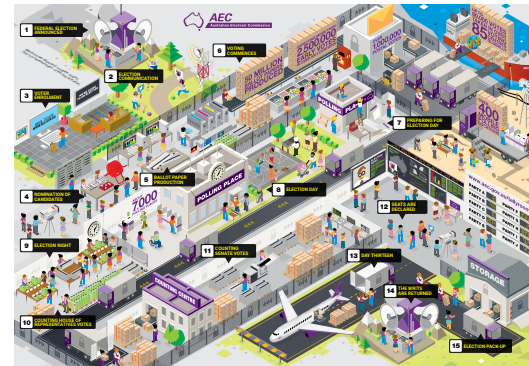
Thumbnail example

Illustration and icons

The AEC brand has a distinct style for illustrations and icons, for use in infographics, navigation, and when a message needs to be communicated visually.

Illustrations

A suite of custom created, stylised isometric illustrations have been developed for the creation of complex infographics and storytelling. These are available individually or in themed clusters from the **AEC Production and Design Communications Team**. Ensure illustrations are meaningful and fit for purpose.



Icons

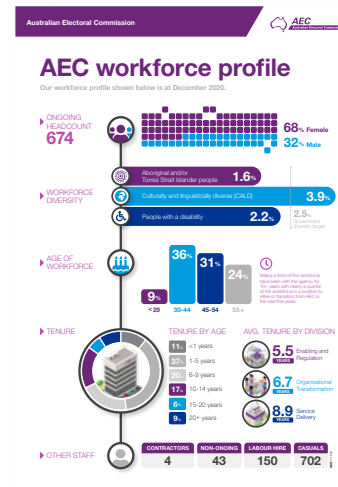
AEC icons are simple, stylised and based on the FontAwesome icon toolkit.

They can be:

- functional/interactive (to represent buttons/links)
- explanatory (to replace a large amount of text)
- navigational (to direct the audience through the content).

Ensure all icons use the AEC brand colour palette, are relevant to the content, and quickly communicate the core message in a recognisable way.

Avoid using icons purely as a decorative element. Their purpose should always be to strengthen and reinforce the message.



Websites and social channels

All AEC websites, apps and social media content must use the AEC visual identity guidelines, to ensure a consistent look and feel across all AEC products.

Assets must be designed with accessibility, functionality and usability in mind.

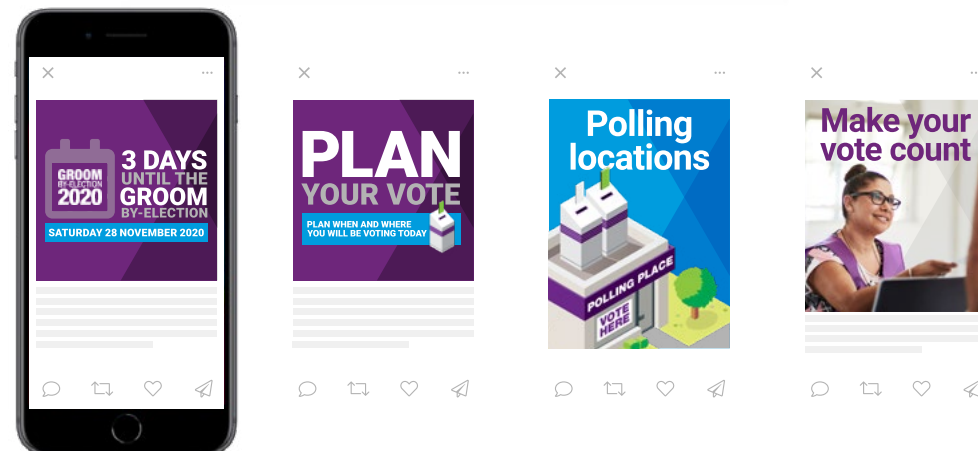
Please consult with the **AEC Web Team** or **AEC Production and Design Communications Team** for any online or digital design requirements.



Social tiles

The AEC has an active presence across a range of social media channels managed by the **AEC Media Team**.

AEC social media graphics should be succinct, uncluttered and engaging. Please ensure the AEC brand colours and fonts are applied consistently to all social media tiles. A suite of branded elements and templates are available for the creation of social media tiles.



Branding exceptions

It's important that the AEC presents itself as a unified organisation, with a cohesive voice and visual identity.

All communication materials from state offices, divisions and business areas within the organisation should be aligned with the AEC corporate brand.

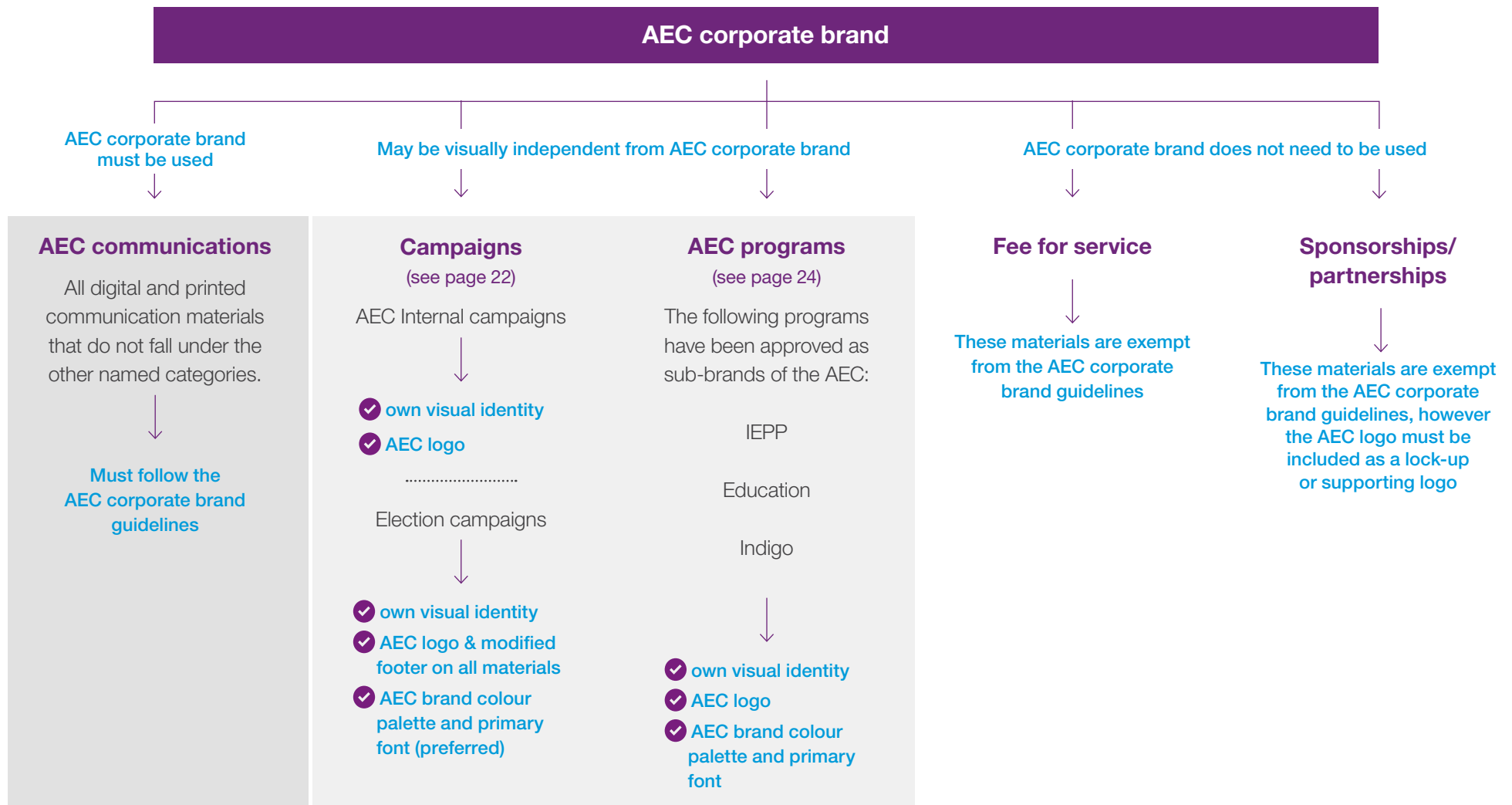
There are some instances that allow for flexibility and diversion from the brand. These are:

- approved internal campaigns (see criteria on **page 22**)
- approved AEC programs (see **page 24**).

Any diversion from these guidelines must meet the set criteria outlined in the following pages, and must be approved by the **AEC Communications** team.

AEC brand architecture

Quick reference



Campaigns

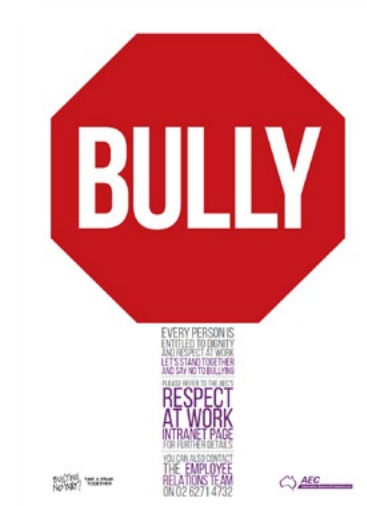
AEC internal campaigns

Communication materials that are aimed at an internal audience, and appear within the confines of AEC buildings and the intranet, may apply the AEC brand with flexibility or develop a campaign-specific look & feel.

An internal campaign approved for exemption from the corporate brand must meet the following criteria.

The campaign must:

- have an approved communications plan
- be aimed at all AEC staff
- be aligned with the AEC's Corporate Plan priorities
- be developed internally in consultation with the **AEC Production and Design Communications Team.**



Working at the office TIPS & TOOLS



Campaigns

AEC election campaigns

Election campaigns play a key role in communicating election information to all eligible voters in the lead up to and during the election period. They are critical to facilitating successful participation in an election.

An election campaign brand may be independent of the AEC corporate brand, provided it's clear it comes from the AEC, and mandatory elements are applied consistently in the AEC corporate brand guidelines.

AEC Election campaign materials should include:

- AEC logo & modified version of the footer
- AEC colour palette and primary font (preferred).



AEC programs

Some programs within the AEC have been identified as unique from a communications perspective, with regards to purpose, content and key audiences. They are the:

- Education program
- Indigenous program (IEPP), and
- Indigo Program.

These programs can have their own distinct visual identity, provided the ownership and relationship of the program to the AEC is always clear.

All program materials should complement the AEC's corporate brand, and include the AEC logo, AEC colour palette (where possible) and body text font.



AaBbCcdeFghIjKlmnopqrstuVwxyz1234567890%\$@#
AaBbCcdeFghIjKlmnopqrstuVwxyz1234567890%\$@#
AaBbCcdeFghIjKlmnopqrstuVwxyz1234567890%\$@#



Footer bar (if required)
Preferred position:
bottom left

AEC logo
Preferred position:
bottom right

AEC programs

Education

An informal and playful visual identity has been developed for the AEC Education program, specifically to appeal to the school sector.

This helps teachers and students recognise content designed specifically for education purposes, and allows for fun, creative options when visually presenting complex information.

The Education program brand includes the addition of a fun headline font – Franklin Gothic Hand – to be used on top level headings, in conjunction with the standard AEC body font (Helvetica Neue).

FranklinGothicHandBold

abcdefghijklmnopqrstuvwxyz1234567890\$@#

FranklinGothicHandLight

abcdefghijklmnopqrstuvwxyz1234567890\$@#

All education materials must include the:

- AEC logo
- AEC body text font and colour palette.

The Education visual identity must only be used in consultation with the **AEC Production and Design Communications Team**.









AEC programs

Indigenous Electoral Participation Program (IEPP)

The IEPP leads AEC engagement with Aboriginal and Torres Strait Islander people. Its visual identity has been developed specifically to appeal to this audience and ensure we inform and engage Aboriginal and Torres Strait Islander people in culturally appropriate ways.

Key elements of this brand are the stylised custom created Australia graphic and the colour palette derived from it. The graphic may be deconstructed to provide a range of design variations.



	C69 M100 Y1 K5		M95 Y100
	C100 M34 K2		M59 Y96
	C100 Y44 K17		K30

Three original artworks designed by Indigenous artist Marcus Lee are also available to use as supporting graphics if required.

All IEPP materials should include the AEC logo and footer bar (where appropriate).

The IEPP visual identity must only be used in consultation with the **IEPP National Communications Officer** and the **AEC Production and Design Communications Team**.



AEC programs

Indigo

Indigo is the AEC's transformation program. It is a long term, three-phased approach to improving the organisation's core capabilities and transforming how we provide electoral services.

The Indigo visual identity has been developed to complement the AEC corporate brand, with the addition of:

- a program logo
- a circular graphic element
- a new colour - Pantone Violet.

The Indigo logo should always be used with the AEC logo, either in a:

- footer lockup



or

- separately on covers, posters and cover pages where "Indigo" forms part of the main heading (as shown on right).

A suite of Indigo branded templates and design resources have been created to ensure the brand is applied consistently and in line with the program's requirements.

Contact the **AEC Production and Design Communications Team** for further information or the **Indigo team** for templates.



indigo.

