

The Department of Environment and Conservation **Corporate Style Guide**

November 2008



Department of
Environment and Conservation

Our environment, our future





Department of Environment and Conservation

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Department of Environment and Conservation (DEC) logo

This guide has been produced to ensure that the department's visual identity is consistent in all applications (including publications, stationery, internet and advertising).

The department's visual identity consists of the Government symbol and the department name, symbol and motto. This should always appear as shown in this guide, with no alterations allowed.

The logo must not be digitally altered, adapted, or changed in any way, and it must retain its original colours and proportions. All electronic versions of the logo and this style guide are available from the Strategic Development and Corporate Affairs site on the intranet.

Any use of the elements except as described in this Style Guide must be approved in advance by the Director, Strategic Development and Corporate Affairs (or designate).

A handwritten signature in black ink, reading 'Ron Kawalilak'.

Ron Kawalilak
Director, Strategic Development and Corporate Affairs

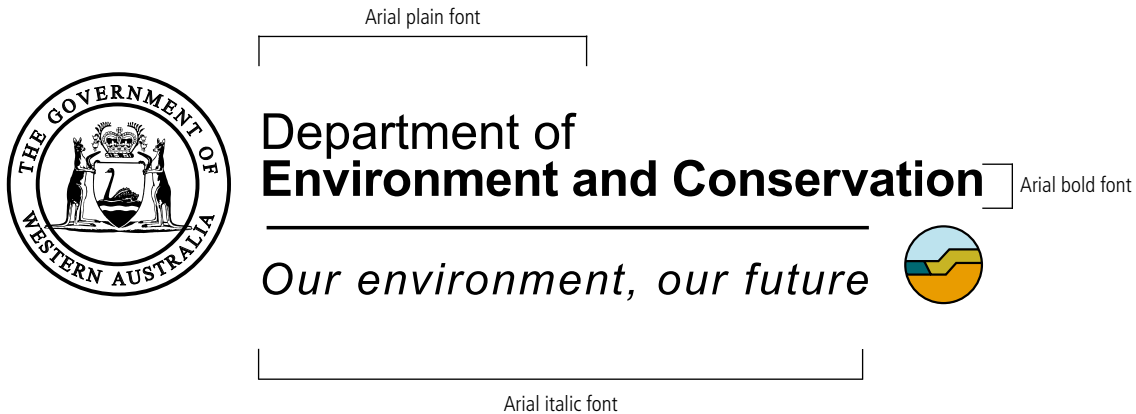
Contents

Department of Environment and Conservation (DEC) logo	2
Logo	4
Logo symbol	4
Logo variations	5
Logo size	5
Placement with other logos	5
Department stationery	6
Printed – with compliment slips	6
– business cards	6
– letterhead	7
Electronic – fax cover sheet	8
– internal memo	9
– media statement	11
Publications	12
Brochures	12
Reports	12
Use with DEC program graphic brandings	13
Advertisements	14
Signage	15
Interpretive signs	15
Boundary signs	15
Vehicle signs	15
Website	16
Identification name badges	16
Corporate apparel	17
Symbol use on upper and lower garments	18
Shoulder badges	19
Shoulder badge positioning	20
Hats and caps	21
Volunteers	21
More information	21

Logo

The State Government Badge and department symbol as shown below is to be used on all publications, with some alternative logo variations for stationery, advertisements, signage and corporate apparel as outlined in this guide.

The department's corporate identity has both horizontal and vertical forms with the horizontal, as shown below, being preferred.

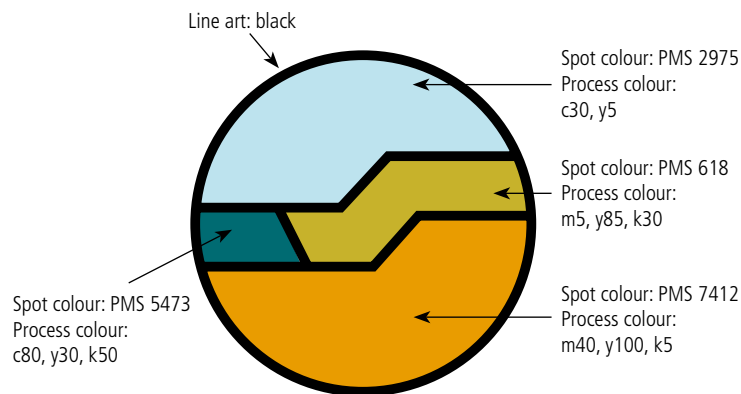


Symbol

A symbol – a circle representing the various physical elements of the environment (earth, water, air and biodiversity) – is to be used as part of the department's corporate identity where outlined in this guide.

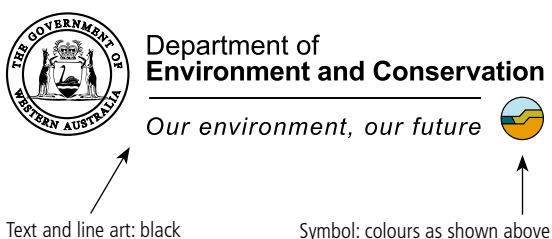
The symbol is an integral part of the overall marketing and communications strategy for DEC, and is important in ensuring the public can readily identify department personnel and communications relating to the natural environment and conservation.

The symbol must appear with the department logo as specified in this style guide.

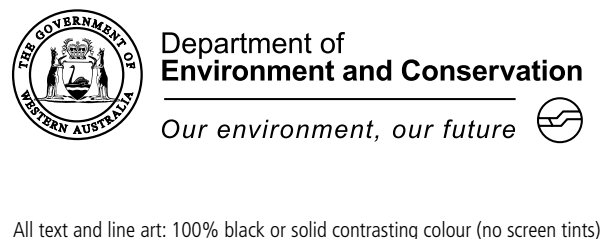


Horizontal logo, with black text and linework: preferred form

Colour version



Mono version



Horizontal logo

Colour version on dark background



Text and line art: white

Symbol: colours as shown on previous page except line art in white

Mono version on dark background



All text and line art: 100% white or solid contrasting colour (no screen tints)

Vertical logo

The department logo can be used in the following vertical variation where the horizontal space is limited.

Vertical colour versions



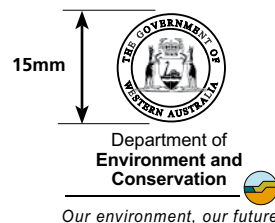
Vertical mono versions



Logo size

For general usage the logo size should be used at approximately 20mm wide, but should never be used at less than 15mm, measured from across the State Government Badge.

If required smaller than that, just the words 'Department of Environment and Conservation' should be used.



Placement with other logos

The department logo is to always appear as the first (lead) agency on all department publications.



If appearing with other government departments, the logo is to appear as below as specified in the State Government common badging style guide. When used in this manner and for general use, the State Coat of Arms should be used at approximately 20mm wide, but should never be less than 15mm wide.

