

Department of
Parks and Wildlife
Corporate Style Guide

July 2013



Department of
Parks and Wildlife





Department of
Parks and Wildlife



Department of Parks and Wildlife logo

This guide has been produced to ensure the Department of Parks and Wildlife's visual identity is consistent in all applications (including in publications, stationery, email, advertising and on the internet).

The department's visual identity consists of the WA State Government Badge and the department name and symbol. 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.

Electronic versions of the logo can be requested from Director Strategic Development and Corporate Affairs (SDCA), with the relevant director's approval by emailing directorSDCA@dpaw.wa.gov.au.

This Corporate Style Guide is 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 SDCA (or designate).

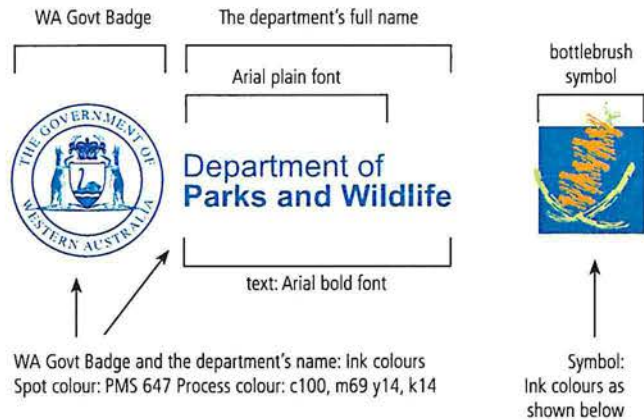
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Logo

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

The Parks and Wildlife corporate identity has several layout formats with the version as shown below being preferred.

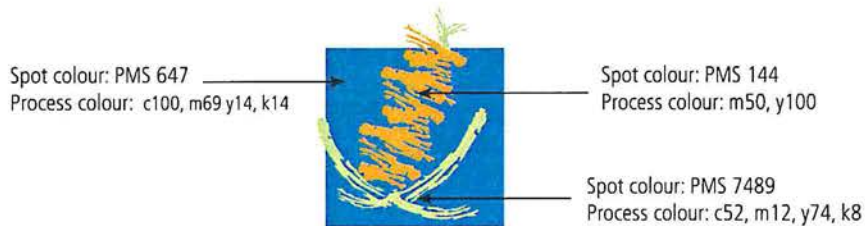


Logo symbol

This symbol is a stylised representation of a bottlebrush, or callistemon, a group of native plants which include some only found in Western Australia. The orange colour also references the WA Christmas tree, or nuytsia. The Parks and Wildlife symbol 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 Parks and Wildlife, 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 as specified in this style guide when used with the department's logo.



(Logo 1) Parks and Wildlife logo – preferred version

Colour version preferred format: horizontal layout, at least 20mm deep, solid full colour version, not white – reversed out)



Mono version



All text and line art: 100% black as shown here; or for single colour artwork projects only – PMS 647, or other contrasting colour.
All solid colour with no screen tints allowed.

(Logo 1) Parks and Wildlife logo – reversed out (white linework and text)

Reversed out (white) versions

These reversed out versions of the logo must be at a minimum depth of 15mm, with the preferred option being at least 20mm.

Colour version on dark background



All text and line art: white

Symbol: colour fills as shown in above ↑

Mono version on dark background



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

Logo size

For general use the logo size should be approximately 78mm wide, with the State Government Badge element 20mm with the minimum distance between the department's name and the symbol 10mm as shown below.

The logo's minimum size is with an overall width of 60mm, with the minimum distance between the department's name and the symbol being 8mm as shown below. The logo should never be used smaller than this size, at which the State Government Badge is 15mm high.

If required smaller than this, just the words 'Department of Parks and Wildlife' should be used (see bottom of page).



Logo variations

The preferred format is as shown above (Logo 1), but there are other options (shown below and next page) for use when the publication's printed area is less than 60mm wide.

(Logo 2) Parks and Wildlife words only: two versions of layout as below, to be used when the printable area does not allow for the logo to be used at its minimum allowed size of 15mm deep.

Department of
Parks and Wildlife
Western Australia

Department of Parks and Wildlife, Western Australia

Logo variations (continued)

(Logo 3) Parks and Wildlife logo: the WA State Coat of Arms and Parks and Wildlife name text only. This version is only to be used for stationery and selected other communication materials. 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.



Placement with other logos and Parks and Wildlife program branding graphic elements

The department logo is to always appear as the first (lead) agency on all department publications. Either above, or to the left (as per example below) of the other agency logos.

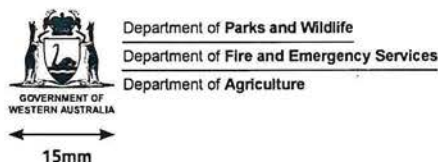
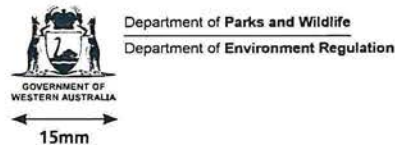


Some Parks and Wildlife programs and regional areas have their own graphic branding (see page 14). For all printed publications and signage, these Parks and Wildlife program branding graphics must be used with the Parks and Wildlife logo in accordance with the guidelines outlined in this document. The Parks and Wildlife logo is always to be positioned first on the left or above, and proportionally be of greater or equal size to the graphic branding element. This is shown in the examples below:



WA Government co-badging for more than one government department

If the Department of Parks and Wildlife is appearing with other government departments, the logo is to appear as below, as specified in the State Government Badge 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.



Department stationery

Printed stationery

The department logo, as shown below, is to be used on all printed Parks and Wildlife stationery as arranged with the contracted government stationery printing supplier. Print orders for letterheads, business cards and 'With Compliments' slips can be made with the government print contractor, Quality Press, at www.qualitypress.com.au.

The font typeface is Arial and the ink colour is PMS 647.

No other logo or symbol, except the Parks and Wildlife symbol, is to be used on department stationery.



'With Compliments' slips example

	Government of Western Australia Department of Parks and Wildlife Your Division Name Here	
<i>With Compliments</i>		
Your Street Address Here Telephone: (08) Your Number Here Facsimile: (08) Your Fax Here Postal address: Locked Bag 104, Bentley Delivery Centre, Western Australia 6983 www.dpaw.wa.gov.au		

XDP-AW0000

• With Compliments slip at 76%

Business card example

	Government of Western Australia Department of Parks and Wildlife Your Division Name Here	
Your Name Here Your Job Title Here Your Branch Here		
Your Street Address Here Post: Locked Bag 104, Bentley Delivery Centre, Western Australia 6983 Ph: (08) 0000 0000 Mob: 0400 000 000 Fax: (08) 0000 0000 Email: your.name@dpaw.wa.gov.au www.dpaw.wa.gov.au		


• Business card at 100%

Printed stationery (continued)

A template for word processing, to be used with the printed letterhead, can be downloaded from the Strategic Development and Corporate Affairs site on the intranet.

For all internal word processing, the body text font typeface is to be Arial, at approximately 12 point size.

Letterhead



	<p>Government of Western Australia Department of Parks and Wildlife Your Division Name Here</p>	<p>Your ref: Our ref: Enquiries: Phone: Fax: Email:</p>
<p>Your Branch Name Here Your Street Address Here Telephone: (08) Your Number Here Facsimile: (08) Your Fax Here Postal address: Locked Bag 104, Bentley Delivery Centre, Western Australia 6983 www.dpaw.wa.gov.au</p>		<p>KDP/PA/009</p>

• Letterhead at 80%

Electronic stationery



The department logo, as shown below, is to be used on all electronic Parks and Wildlife stationery, which can be downloaded from the Strategic Development and Corporate Affairs site on the intranet.

Fax cover sheet example

	Government of Western Australia Department of Parks and Wildlife [Your Division Name Here]	
		Fax
		Locked Bag104, Bentley Delivery Centre, Western Australia 6983 Phone: (08) [number] Fax: (08) [number] www.dpaw.wa.gov.au
To: [Recipient's name]		Fax: [Recipient's fax number]
From: [Your name]		Tel: [Recipient's telephone number]
Date: [DD/MM/YYYY]		Pages including this one: [Number of pages]
Re: [Subject of fax]		
<hr/>		
Dear [Recipient's name]		
[Type fax body text here]		
Yours sincerely		
[Your signature]		
[Your name] [Your job title]		
<hr/>		
<p>Notice: The information contained in this cover sheet and attachments is confidential and is intended for receipt only by the person and company named above. If you are not the intended recipient, please notify the sender and return or destroy this fax. Duplication or further distribution by hardcopy, by electronic means or verbally is not permitted.</p>		

Electronic stationery (continued)


Media statement example

	<p>Government of Western Australia Department of Parks and Wildlife</p>	
<p>date</p>	<p><i>Media Statement</i></p>	
<p>Headline</p>		
<p>XXXXXXXXXXXXXXXXXXXX</p>		
<p>Media contact: DPaW Media 9219 9999 Facebook: www.facebook.com/dpawwa Twitter: @WAPARKSWILDLIFE</p>		
<p>Government of Western Australia</p>		<p>1100002</p>

• Media statement at 76%

Electronic stationery (continued)

Letterhead example

	<p>Government of Western Australia Department of Parks and Wildlife [Your Division Here]</p>	<p>Your ref: [Recipient REF here] Our ref: [Our REF here] Enquiries: [Your name for enquiries here] Phone: [Your phone number here] Email: [Your email address here]</p>
<p>[Recipient's title] [First name] [Surname] [Job title] [Organisation] [Address 1] [Address 2] [SUBURB] [STATE] [Post code]</p>		
<p>Dear [Recipient's title] [Surname]</p>		
<p>[TYPE SUBJECT OF LETTER ON ONE LINE.]</p>		
<p>[Type letter body text here.]</p>		
<p>[Double click here to enter Header/Footer area] [Type in your branch name here] Locked Bag 104, Bentley Delivery Centre, Western Australia 6983 Phone: (08) [Your phone number] Fax (08) [Your fax number] Email: [name.surname]@dpaw.wa.gov.au www.dpaw.wa.gov.au</p>		

Publications

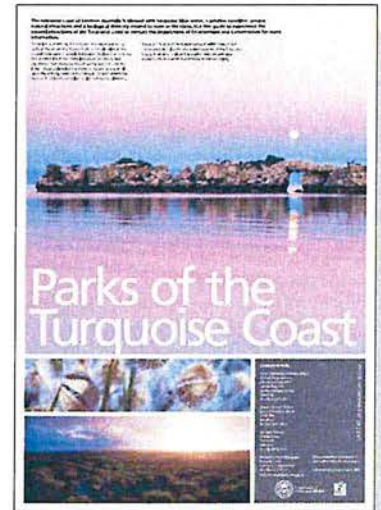
The department's logo must appear on the front of all publications and have a minimum height of 15mm as specified on page 5. When appearing with other logos, it is to be positioned first—on the left or above—and be of greater or equal size. The department's logo is to appear at the base of all publications where possible.

Examples of publications

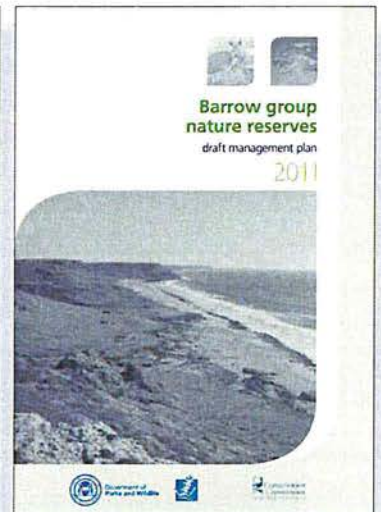
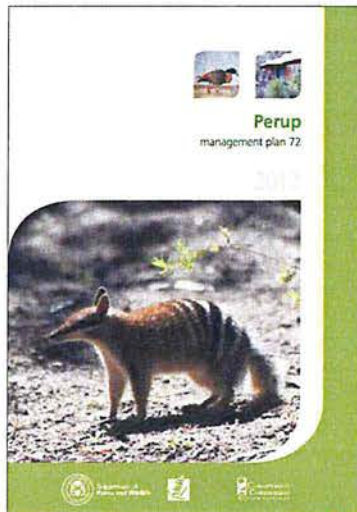
Brochures



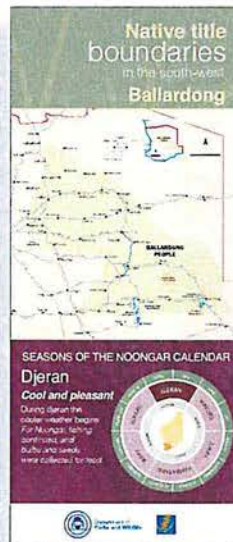
Magpapers



Management plans



Display banners



Flyers



Invites



Parks and Wildlife programs with separate brandings

Some Parks and Wildlife programs and regional areas have their own graphic branding. Development of these variations on Parks and Wildlife's visual identity must be approved in advance by the Director, Strategic Development and Corporate Affairs (or designate).

Examples of Parks and Wildlife programs with separate brandings



In most cases, Parks and Wildlife program branding must be co-badged with the department's logo, in accordance with the guidelines outlined in this document (see page 6). For all printed publications and signage, co-badging is required (see examples below).

On some saleable and promotional merchandise—such as hats, shirts, mugs, key rings and pens—the separate branding graphic may be used without the Parks and Wildlife logo (see examples below).

Parks and Wildlife programs with separate graphic brandings require their own style guide (see examples below) which sets out the way the branding is to be used in different settings and when co-badged with the Parks and Wildlife corporate logo and other visual identities.

Brochures front panels



back panels



Apparel



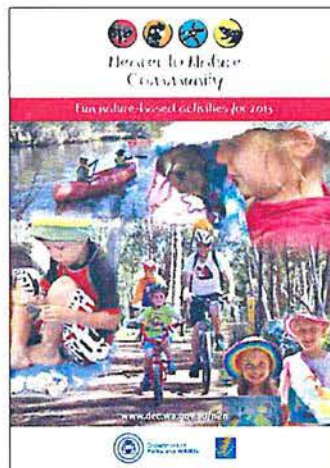
Promotional merchandise Postcards



Style guides



Booklets



Advertisements

All campaign and non-campaign advertisements must follow the guidelines set by the Department of the Premier and Cabinet. The following are examples of advertisements. In liaison with Parks and Wildlife, the WA State Government advertising contractor for non-campaign advertising, Adcorp, sets up most artwork for these advertisements as per the guidelines.

Department of Parks and Wildlife

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Uga itam, accearhit lab ipicia sum corem qui desias ea corum, sinis se pelit alit que poredit est labo. Nam ent ex et quandi, seque molit laut as adite voluptatem fuga. Everis untiorepor audit omnia de suntes exerumet quatio. Et que sed exca voluptibus quod molupta bissini dolupti berios anum fugit, aspidiataquam faciatem. Nem nullattem dem est fuga. Oritatiquam volut eos doluptatque eos architcae autecum venima dest et laboriae nuparum nonet vendemate cumendit rectisto beaque ventur maxm nos ipid qui consedio. Fugitas imillupta andi destecae pla voluptis sam quantis esus dolonuniet quatur remque cus volonibus emenis voluptate conse nost, si ut volo emismedio odit am nonne dolononit ut quam faccae destinum, que rase nobis sandebitque berum uni que audis enhis dolano. Ipsum fugi, sumque mollia si ad que niet expligam re nonseque doluptaspe ipsa seque endempe recullens et autem est, omni autaliqui quae ra nonsequia net facti modit, cuparum quissim naitetur mi, et incipiant erum as adio consied quiae ommentori enim dentibus dlor ipsi seipsum me voredit ma voler tempedis dolupturum enim dnos molonupitur nem eatum volerore cus exca di asperov idibusant aut quaeictibus es reciem. Nam licat officibon consequi aut earum facend esequib erupta sequeae voluptatur?

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The West Australian Jobs Board advertisement example

A new marine park for the south west

WA State Government, Department of Parks and Wildlife

South West Marine Park will be a special for people and conservation - a place that because the park is located in an environmentally sensitive area, it is important to protect the park's natural resources.

The park will be a special for people and conservation - a place that because the park is located in an environmentally sensitive area, it is important to protect the park's natural resources.

WA State Government, Department of Parks and Wildlife

South West Marine Park will be a special for people and conservation - a place that because the park is located in an environmentally sensitive area, it is important to protect the park's natural resources.

Campaign advertisement example

**Government of Western Australia
Department of Parks and Wildlife**

Seasonal opening of Summertime Track (to Malimup) and Black Point Track

Occum ute quis dignimus aborponi, omnis que nuxata volorem rehendi is aut volupta archilit, to temped min ea ipiae solorum sequi con re praesti dolupit ibeatus aute simperum quam que im nonsequenti di velis doluptur?

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Uga itam, accearhit lab ipicia sum corem qui desias ea corum, sinis se pelit alit que poredit est labo. Nam ent ex et quandi, seque molit laut as adite voluptatem fuga. Everis untiorepor audit omnia de suntes exerumet quatio. Et que sed exca voluptibus quod molupta bissini dolupti berios anum fugit, aspidiataquam faciatem. Nem nullattem dem est fuga. Oritatiquam volut eos doluptatque eos architcae autecum venima dest et laboriae nuparum nonet vendemate cumendit rectisto beaque ventur maxm nos ipid qui consedio. Fugitas imillupta andi destecae pla voluptis sam quantis esus dolonuniet quatur remque cus volonibus emenis voluptate conse nost, si ut volo emismedio odit am nonne dolononit ut quam faccae destinum, que rase nobis sandebitque berum uni que audis enhis dolano. Ipsum fugi, sumque mollia si ad que niet expligam re nonseque doluptaspe ipsa seque endempe recullens et autem est, omni autaliqui quae ra nonsequia net facit modit, cuparum quissim naitetur mi, et incipiant erum as adio.

adcorp F0079

Community Newspapers advertisement example

As shown, the Community Newspapers advertisements have the Parks and Wildlife logo, WA Coat of Arms version, placed in the artwork. Adjustments are made to the text to fit the specified width of the advertisement.

WA NATURALLY
www.dpw.wa.gov.au/Shop

Escape to the striking landscapes of the north-west this winter with a good book to help you enjoy your visit.

Available at special prices

North West Botanical	Wildflowers of the North West	Wildflowers of the South West
was \$28.95 now \$21.95	was \$25.95 now \$19.95	was \$18.95 now \$16.95
Wildflowers of the South West	Wildflowers of the North West	Wildflowers of the South West
was \$28.95 now \$19.95	was \$25.95 now \$19.95	was \$18.95 now \$16.95

All Bush Books still great value—only \$6.95 each!

ANIMALS of the North West
PLANTS of the North West
BIRDS of the North West
Wildflowers of the North West
Wildflowers of the South West

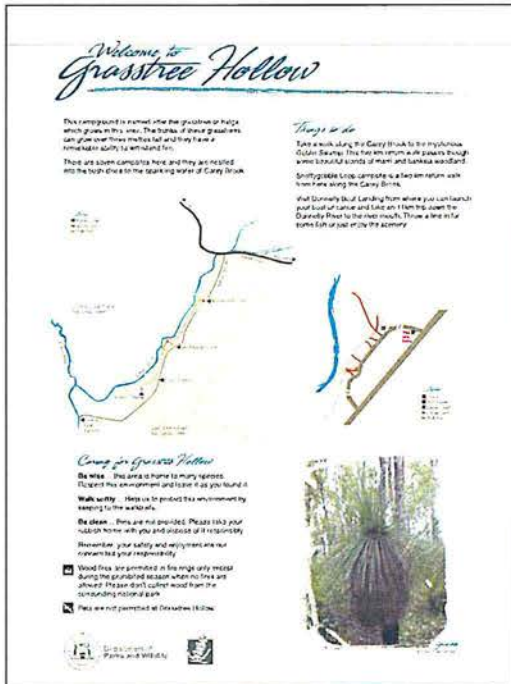
WA Naturally Publications
17 D.S. Perry Avenue, Mandurah, Western Australia 9157
Phone: (08) 9534 0126, Fax: (08) 9534 0096
Email: customer.service@dpw.wa.gov.au

Department of Parks and Wildlife

Full-colour feature magazine display advertisements

Signage

The department logo is to appear on signage where appropriate. Where space is limited, signage is to adopt the same logo treatment as the corporate apparel uniform badges (see page 18) using the Parks and Wildlife symbol with the words 'Parks and Wildlife' underneath it. For more signage details contact the Parks and Wildlife Sign Design Studio on 9334 0578.



Interpretive signage (left)

The department logo, in the mono version of the preferred format (see page 4), is to always appear at the base of the sign.



Boundary signage – routed timber (above)

Example of department symbol with text placed underneath, which is to appear on all boundary signs for national parks, nature reserves and conservation reserves. The State Government Badge is to always appear on the left.



Boundary signage – aluminium

Example of department symbol with text, placed next to the State Government Badge, which is to appear on all boundary signs for national parks, nature reserves and conservation reserves. The State Government Badge is to always appear on the left.

Vehicle signage

Vehicle signs can display either the Parks and Wildlife symbol on its own, or with the words 'Parks and Wildlife' underneath it, or to the side (see above example for boundary signage), or the department's full logo (Logo 1 – see page 4). For more information about vehicle signage contact the Parks and Wildlife Manager Fleet and Work Support Section on 9219 9345.

Online

Website

The following points must always be followed for WA State Government websites.

- The State Coat of Arms is to be displayed.
- The text 'Government of Western Australia' is to be displayed.
- Visual identity for websites should be consistent with the overall visual identity of the department, as detailed in this style guide.
- WA State Government agencies must comply with the *Government of Western Australia Web Governance Framework* (<http://www.finance.wa.gov.au/cms/content.aspx?id=16137>) and follow the *Website Standards and Guidelines* (<http://www.finance.wa.gov.au/cms/content.aspx?id=16134>).



Logo example shown above.

Email correspondence

Email is the most common and wide reaching method of communication used by the department, and in most instances emails are considered official corporate records. It is therefore recommended that consistency of the Parks and Wildlife visual identity is maintained in all correspondence.

In addition, accessibility is important. The department has a responsibility under its Disability Access and Inclusion Plan to consider that emails are accessed using a variety of different technologies by people with varying abilities.

To ensure maximum readability and professionalism:

- Keep emails and email signatures simple, and preferably consistent across business areas (see example email signature below).
- Use a simple font style, such as Arial, at a size of at least 12 point.
- Maintain a strong contrast between the background and text colour, and avoid watermarks and use of graphics as backgrounds.
- Avoid using a logo or graphic and, if one is required, reduce its size to make it more easily downloadable for slow internet connections or mobile devices, and format it with alternative text so that it can be interpreted by a text reader. Keep in mind that logos and graphics are often received as attachments rather than being embedded in the document.
- Avoid HTML formatting as it may not appear on the recipient's email the way it was intended.
- Write out URLs instead of using hyperlinks, to ensure the link is received.
- To avoid causing offence or giving the wrong impression reconsider using a quote.
- As some email clients may not include header information in replies and forwards, consider including email contact details in the signature.
- Using the accepted signature delimiter (--) will help the email signature to be recognised as such by email clients.

First name Surname

Job title

Division

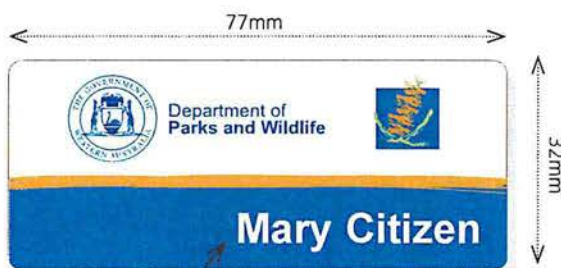
Department of Parks and Wildlife

ph: number | fax: number | email: email address

Identification name badges

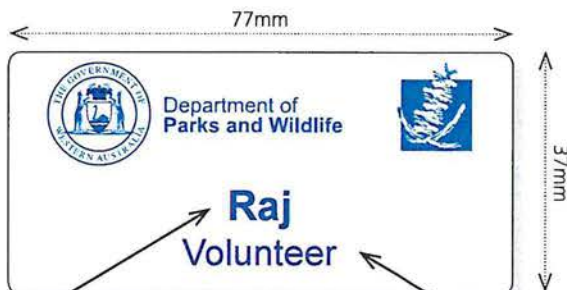
Name badges, as shown in the example below, are available for order through nominated Administration Assistants in each cost centre.

Parks and Wildlife staff name badge example



Ink colours: Text: Full name only – font: Arial Bold 18pt
PMS 7489 PMS 647 PMS 144

Parks and Wildlife volunteer name badge example



Text: First name only – font: Arial Bold 18pt
PMS 647 Text font: Arial Regular 16pt

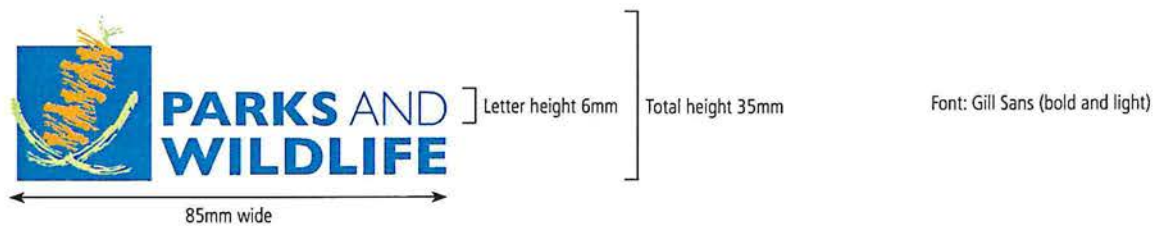
Corporate apparel

The words 'Parks and Wildlife' and the department's symbol must appear on upper garments worn by office staff who deal directly with the public (frontline staff), non-designated field staff and conservation employees. This should be positioned above the left pocket as illustrated below. If there is no pocket, the name and symbol is to appear in the same position. The colour of the name is to change as outlined below, to contrast with the various coloured materials that are used.

For office staff who do not deal directly with the public (non-frontline staff), there is an option to wear the symbol on upper garments without the wording, positioned above the left pocket as illustrated (see page 19). If there is no pocket, the symbol is to appear in the same position.

The wording and the symbol are replaced with a shoulder badge on the upper garments worn by staff who are designated as CALM Officers, Rangers or Wildlife Officers under the CALM Act.

Any additional logos or symbols to appear on upper garments must be approved in advance by the Director Strategic Development and Corporate Affairs (or designate).



Office shirts – frontline staff



Field shirts (non-designated staff) and work shirts – green and khaki options

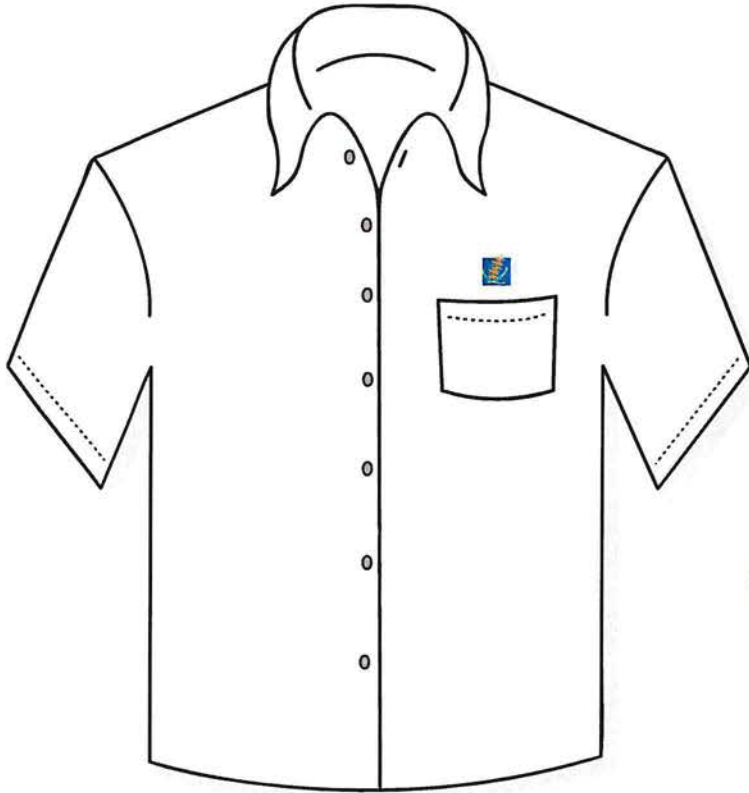


Field shirts (non-designated staff) – blue option



Corporate apparel (continued)

Office shirts – non-frontline staff



Symbol use on upper and lower garments

Where the words and symbol of the department will not fit on upper garments such as jackets, the symbol is to be positioned alone, in full colour.

On lower garments, such as trousers, shorts and skirts, the symbol must appear in line art form above the rear left pocket in a slightly lighter shade than the fabric colour. If there is no pocket, the symbol is to appear in the same position.

Full coloured form



Height of square 17mm

Line art/black form

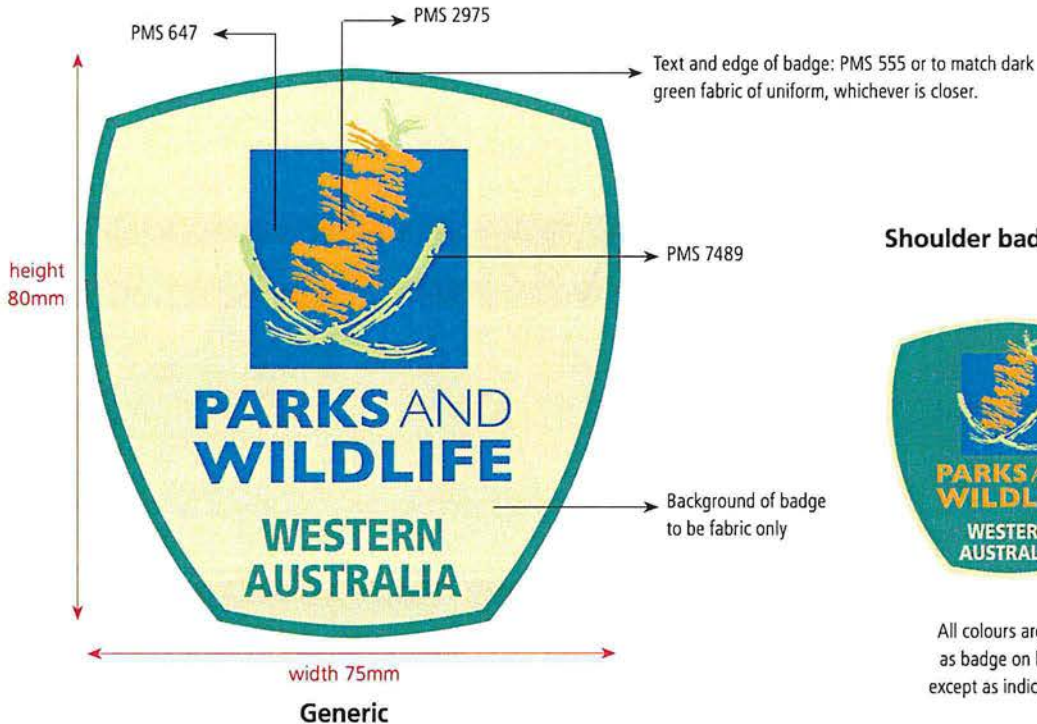


Height of square 17mm

Shoulder badges

Shoulder badges are to be embroidered on the shirt sleeves of designated officers wearing either the field uniform or work wear. The embroidery must visually match the PMS colours as specified below.

Shoulder badge on light fabric



Shoulder badge on dark fabric



Badge types

There are four designs for the shoulder badge: generic, Ranger, Wildlife Officer and CALM Officer. Each badge is to have the wording 'Parks and Wildlife' positioned below the symbol as shown, with no alterations in size and proportion allowed.

Generic

The generic badge is to have the wording 'Western Australia' as illustrated above left, and is to be worn by staff who wish to have it known they are from Western Australia.

Ranger, Wildlife Officer and CALM Officer

These badges are for designated officers, who will need to indicate at the time of ordering their shirts which of the designations is to appear on their shoulder badges. For these staff, the words 'Western Australia' in the generic badge are replaced with one of the following, as illustrated below:



Ranger



Wildlife Officer



CALM Officer

Shoulder badge positioning

Both sleeves are to be embroidered as shown below. Badges are to be positioned in the centre of the crease line, four centimetres down from the seam that joins the sleeve to the main body of the shirt.

Generic, Ranger, Wildlife Officer and CALM Officer (dark fabric)



Generic, Ranger, Wildlife Officer and CALM Officer (light fabric)



Hats and caps

The words 'Parks and Wildlife' and symbol must appear on the front of hats and caps, positioned as illustrated. The words 'Parks and Wildlife' are to appear in a contrasting colour as detailed below.



Hat (dark fabric)

Text: PMS 451 or to match light colour of uniform, whichever is closer.

PMS 144 can also be used (orange colour in symbol).



Hat (light fabric)



Text: PMS 647

Volunteers

The words 'Parks and Wildlife' and symbol must appear on the front of volunteer apparel shirts, positioned above the left pocket as illustrated. If there is no pocket, the name and symbol is to appear in the same position.



Dark fabric

Text: PMS 451 or to match light colour of uniform, whichever is closer.

PMS 144 can also be used (orange colour in symbol).

More information

For more information concerning the use of the department's corporate logo, please contact:

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Information current at 1 July 2013.

This publication is available in alternative formats on request.