CORPORATE OVERVIEW 1.0
The Australia Council for the Arts is the Australian Government’s arts funding and advisory body. The Australia Council was originally established as an independent statutory authority through the Australia Council Act 1975. On 1 July 2013, the Australia Council Act 2013 commenced, updating the functions of the Australia Council. The Australia Council is accountable to the Australian Parliament and to the Government through the Minister for the Arts.

- Through our grants we fund a range of arts activities including the creation of new work, collaborations, touring, productions, exhibitions, performances, publishing, recording, promotion, marketing and audience engagement.

- We provide multi-year funding to arts organisations across Australia that create and present work and service the arts and artists.

- Through targeted programs and strategic initiatives we support the arts sector and lead change where needed.

- We advocate for the arts sector and deliver original research and analysis to inform policy and strengthen the arts industry.

For more information visit:
http://www.australiacouncil.gov.au/about/
Logo Lock ups

The logo appears in two forms, both as a horizontal lock-up and a vertical lock-up.

The horizontal lock-up is the preferred version and should be used whenever possible.

The vertical lock-up should only be used when the space available dictates that the horizontal lock-up usage is not possible.

The Commonwealth Coat of Arms (Conventional Version 3A Solid) and the words Australian Government (Times New Roman Bold) and the Australia Council title treatment and kangaroo are never to be taken apart or used separately. These elements together create the completed logo.

The proportions of these elements are also not to be amended or changed in any way.
Logo colours
Both lock-up versions of the logo are available in three colour versions: full colour, reversed-out white or as mono.

The full colour logo is the preferred logo for use on all printed and digital collateral.

The reverse logo is primarily used on any of the primary or secondary palettes or coloured backgrounds, and for all advertising and communication collateral such as brochures.

The mono logo should only be used when it is not possible to print in colour.

Four (or more) colour printing and online
When reproduced as a positive image, the Pantone Matching System colours are:

- PMS 485C/PMS 485U for the kangaroo, sun, and the words ‘for the Arts’
- PMS Cool Grey 9 for the words ‘Australia Council’
- PMS Process Black for the words ‘Australian Government’, the coat of arms, and the line between the two logos.

Process colour should endeavour to reproduce these colours as closely as possible. No other colour combinations are permitted.

Two-colour printing
If one of the colours is black, the logo may be reproduced as a positive image (black) or negative (white on a black background).

If neither of the colours is black, the logo must be reproduced as a negative image (white on a coloured background).

One-colour printing
If one of the colours is black, the logo may be reproduced as a positive image (black) or negative (white on a black background).

If neither of the colours is black, the logo must be reproduced as a negative image (white on a coloured background).
LOGOS:

FULL COLOUR VERSIONS

2.3

The Australia Council logo should appear, when possible, as per the following examples. The colour version must always use the brand primary colours – Australia Council red, Australia Council grey and black.

The Australia Council mono colour logo should only be used on single colour printed documents, i.e. when printing in black and white. The reversed-out logo should be used in place of the full colour version on coloured backgrounds or background images.

Full colour logo

Red
CO M100 Y91 K0
R230 G23 B47
PMS 485 C
#E6172F

Grey
CO MO YO K80
R89 G89 B91
PMS Cool Grey 11 C
#58585A

Black
CO MO YO K100
RO GO BO
PMS Process Black
#000000
LOGOS:

SINGLE COLOUR VERSIONS

Reversed-out logo

Mono colour logo
Logo minimum size

Logo sizes are specified to maintain the clarity of the logo and ensure consistency in reproduction.

Government guidelines rule that the Coat of Arms must not appear smaller than 20mm in width. This has the following implications.

- For the horizontal lock-up, the logo should not appear smaller than 94mm in width in print, or 330px in a digital setting.
- For the vertical lock-up, the logo should not appear smaller than 38.5mm in width in print, or 135px in a digital setting.

This rule should be adhered to wherever possible, however a few small formats e.g. business cards, are an exception.
Logo clear space

The clear space denotes the area around the logo in which no other type, graphic or photographic element may encroach.

For the horizontal lock-up, the clear space around the logo is equal to X, where X is equal to the distance from the right extremity of the ‘t’ in ‘Government’ to the keyline.

For the vertical lock-up, the clear space around the logo is equal to X, where X is equal to the distance from the bottom of the ‘A’ in ‘Australian’ to the keyline.
Logo positioning

The logo should appear aligned to the right edge of the layout, and to either the top or bottom edge. Top right is the preferred option.

For the horizontal lock-up, the distance from the edges is equal to 2X, where X is equal to the distance from the right extremity of the ‘t’ in ‘Government’ to the keyline.

For the vertical lock-up, the distance from the edges is equal to 2X, where X is equal to the distance from the bottom of the ‘A’ in ‘Australian’ to the keyline.
**LOGOS:**

**MISUSE**

Do not

Use the Australia Council Kangaroo logo without the Government Coat of Arms

Alter the lock-up in any way, including but not limited to:

- Distort the logo
- Rotate or crop the logo
- Change the colour of the logo
- Recreate the logo with a different typeface
- Swap the positions of the logos
- Add a drop shadow behind the logo
- Place the colour logo on a colour background
- Place any logo version on a background that makes it illegible.
There are two tiers to the design architecture; **all materials produced by the Australia Council make up Tier 1**, whilst **Tier 2 is comprised of projects managed by other organisations with funding assistance from the Australia Council**.

**Tier 1**
The Australia Council is the Australian Government’s arts funding and advisory body.

**Tier 2**
This project has been assisted by the Australian Government through the Australia Council, its arts funding and advisory body.

**OR**
The (company name) is assisted by the Australian Government through the Australia Council, its arts funding and advisory body.

Please use the appropriate tag line for each tier.