



Solomon Islands Australia
Partnership visual identity
August 2024



Table of contents

The Solomon Islands Australia Partnership brand	Page 3
The Logo	Page 4
Branding colour elements	Page 5
Typography	Page 6
Additional branding elements	Page 7
Applying the logo	Page 8
Logo use	Page 9
Applying the logo and the full visual identity	Page 10
Accessibility	Page 11
Other logos	Page 12
Logo placement and co-branding	Page 13
Logo files	Page 14
Template examples	Page 15
Social media examples	Page 16

The Solomon Islands Australia Partnership brand

Branding is a key mechanism for enhancing the visibility of the Australian Government's international activities, initiatives and investments. Correct branding maximises recognition of the role played by the Australian Government, creates a single identifier encompassing Australia's whole-of-government engagement, including aid and non-aid programming.

These branding guidelines have been developed to maintain consistency of the use of the Solomon Islands Partnership brand. Correct branding maximises recognition of the Solomon Islands-Australia Partnership role played by the Australian Government and increases the accountability and transparency of Australia's support in the Solomon Islands.

Having a consistent visual design and branding is essential for projecting a coherent image for Australia's investment in, and our partnership with, Solomon Islands. The branding helps the public determine that the information they are seeing is authentic and credible.

The Solomon Islands-Australia Partnership logo has been rigorously tested and is compliant with the Accessibility guidelines (page 11) and falls within the DFAT branding policy.

The branding also makes it easier for stakeholders to identify Solomon Islands-Australia Partnership material amongst the large amount of information they are faced with each day.

Using the branding saves time and money in the preparation of physical and online materials and ensures they are all produced to the same high standard.

In the Solomon Islands, branding and design is overseen by the Public Diplomacy team at the Australian High Commission. Please contact the Public Diplomacy team on SIMediaUnit@dfat.gov.au for all enquiries on the use of appropriate Australian Government branding in country.



The Logo

The Solomon Islands-Australia Partnership logo was developed to represent the partnership between the Solomon Islands and Australia. The red kangaroo and kuru kuru bird move together on a shared journey.

It replaces the use of the Australia Aid Identifier in the Solomon Islands but applies more broadly than just to ODA funded programs and projects.

In its essence it represents a move away from a donor recipient relationship to a partner relationship, and recognises Australia's investment in Solomon Islands is larger than the ODA program.

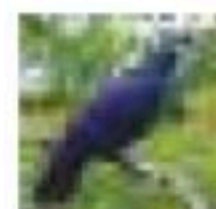
There are three elements in the logo:

1. Red kangaroo
2. Blue toned Kuru Kuru Bird
3. The Text: Navy *Solomon Islands Australia* and the Red *Partnership* text in Source Sans Variable font

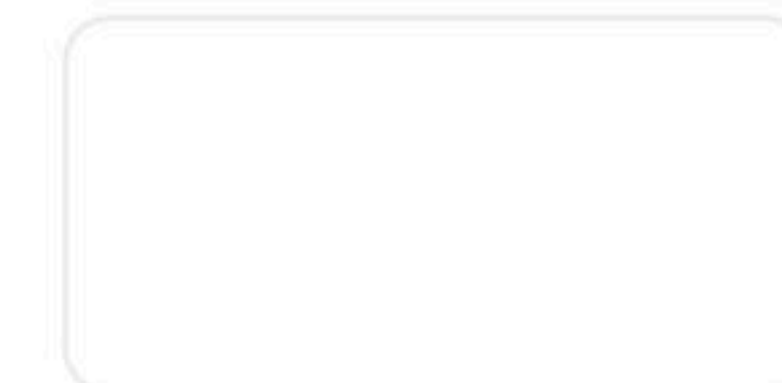
The logo is also available in:

- Solid white, solid navy or solid black
- Left aligned, Right aligned and stacked layouts.

The logo elements should not be separated or adjusted in any way when being applied.



Metallic Pigeon, Kuru Kuru Bird also known as White-Throated Pigeon (*Columba vitiensis*)



Branding colour elements

To provide flexibility for design, the colour palette incorporates hues that are in line with existing product colours, the Solomon Islands' flag and elements, and also works with the colours of the logo.

The secondary and tertiary colours should be used selectively with the primary colours to provide interest and variety.

Accessibility needs to be kept in mind when selecting colours. Vision Australia has a Colour Contrast application that checks the accessibility of coloured text. It is available from the Vision Australian website.

Typography

Source Sans Pro is the principal typeface for the logo and can be utilised for headings or introductions.

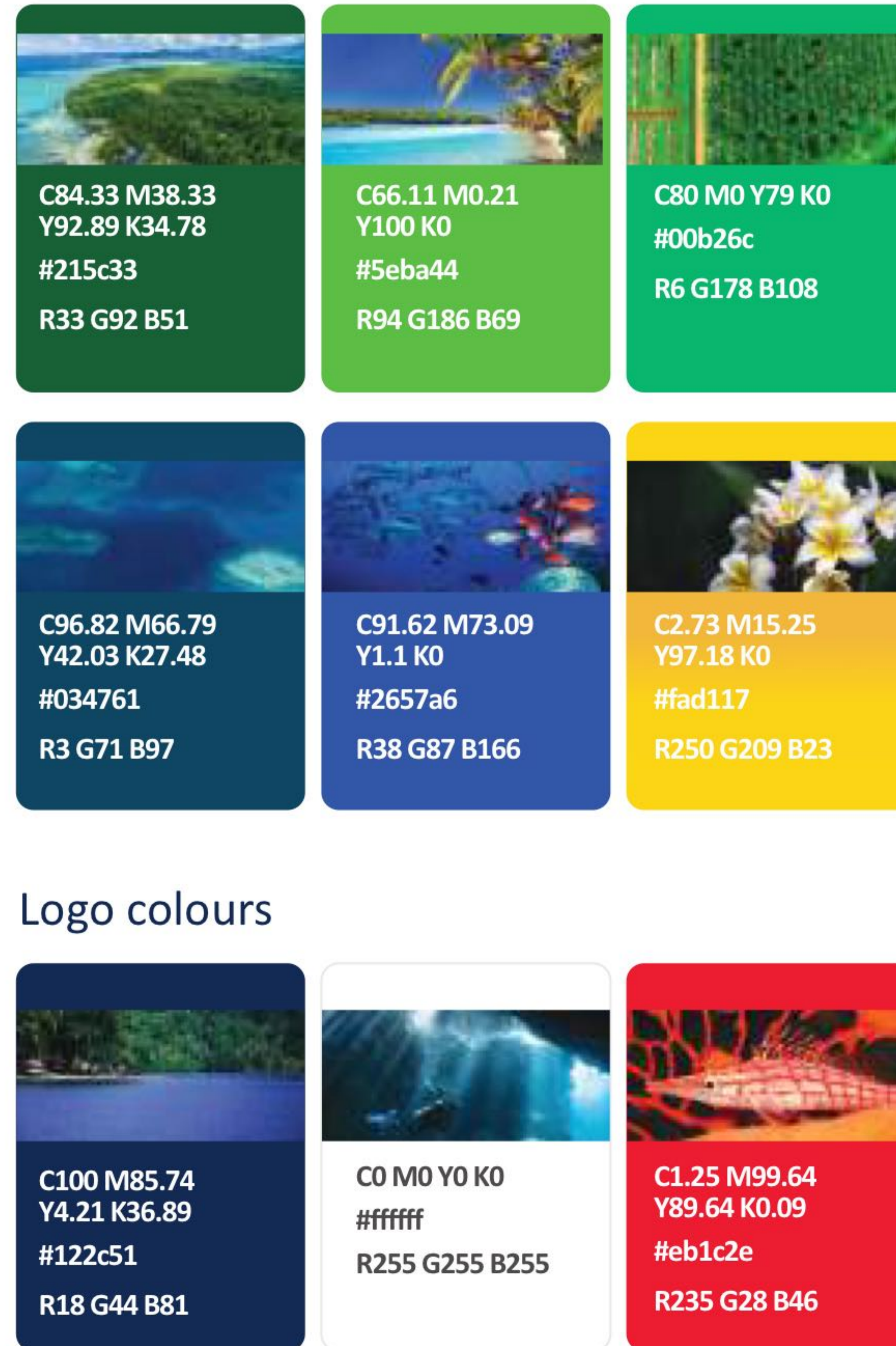
Calibri is the principal typeface for body copy.

Source Sans Pro can be downloaded for free from Google fonts.

Calibri for all Microsoft and non-design programs. Calibri is already installed on most computers, ensuring the formatting stays as intended.



Colour Palette



Logo colours

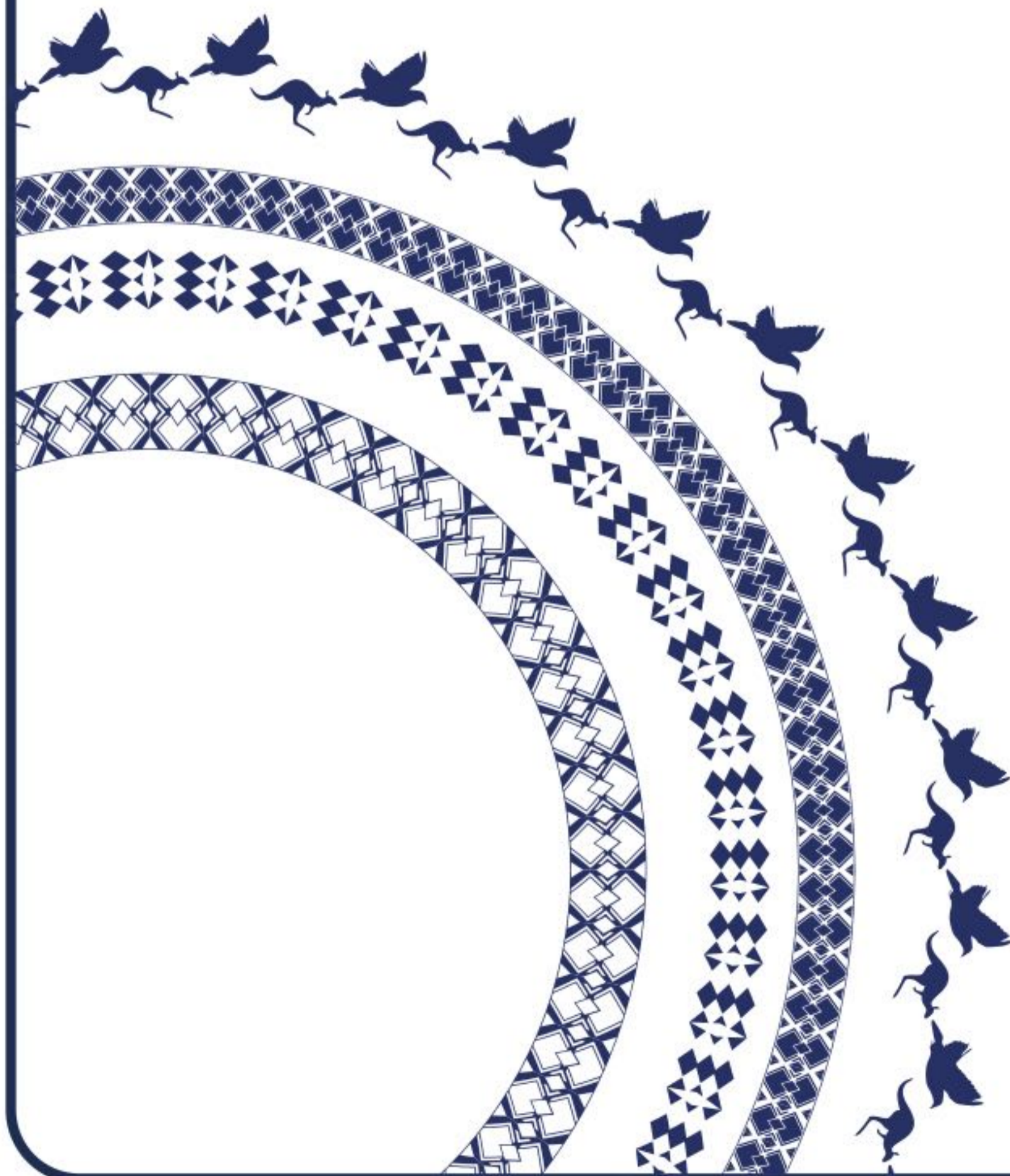


Additional branding elements

To compliment the logo and colour palette, the Solomon Islands-Australia Partnership has a bespoke suite of branding elements that can be utilised across a range of items.

These elements include:

- Diamond pattern band solid and reversed
- Diamond alternate band
- Bird/Roo undulating line pattern
- Curved semi circle elements



Applying the logo

The Logo

The Solomon Islands-Australia Partnership logo must be used to brand all Australia Government activities in Solomon Islands, unless otherwise approved by the Australian High Commission. Where appropriate, the logo may be used alongside other Australia Government logos.

The logo should be used by all partners where projects require acknowledgment of Australia's support.

The 'right aligned' logo is the preferred style for branding and promotion of the Solomon Islands-Australia partnership, including for social media, formal documents and promotional products. Where the use of the right aligned logo is not suitable, use the left aligned, centered or solid blue, black or reverse white versions.

Right aligned logo



Left aligned logo



Centered logo



Alternate colourways



Rules in brief

As a mark of authenticity the value of the logo lies in being correctly and consistently applied.

- Always place the logo in the most prominent position
- Generally, the bird and roo graphic elements should be at least 20mm wide, no smaller if avoidable
- Do not alter or embellish the logo files



Logo use

Do:

Apply to solid backgrounds with contrast to support all colours within the logo



Utilise the appropriate logo layout option and file type to best suit the space available, orientation and production method of the logo



Don't:

Rearrange the design



Tilt the design



Stretch or squash the design



Enlarge or alter in proportion any part of the logo design



Add colours or gradients



Use the design in a low contrast manner. Visual users should be able to easily perceive and read the logo. Elements of the logo must have enough contrast that anyone can visually separate the key elements. Please see the accessibility guidelines.

Add effects to the logo



Applying the logo and the full visual identity

The broader visual identity including colour schemes and typeface should be used by program managers and managing contractors for all documentation, materials (printed or online), merchandise relating to an Australian Government program. The additional design elements can be applied where appropriate, and utilised purely to enhance a product where necessary and preferably by a qualified graphic designer where possible.

Templates for reports, factsheets and power-point presentations are available although you can use the elements to design your own. The elements can be made available by the Public Diplomacy team (contact SIMediaUnit@dfat.gov.au).



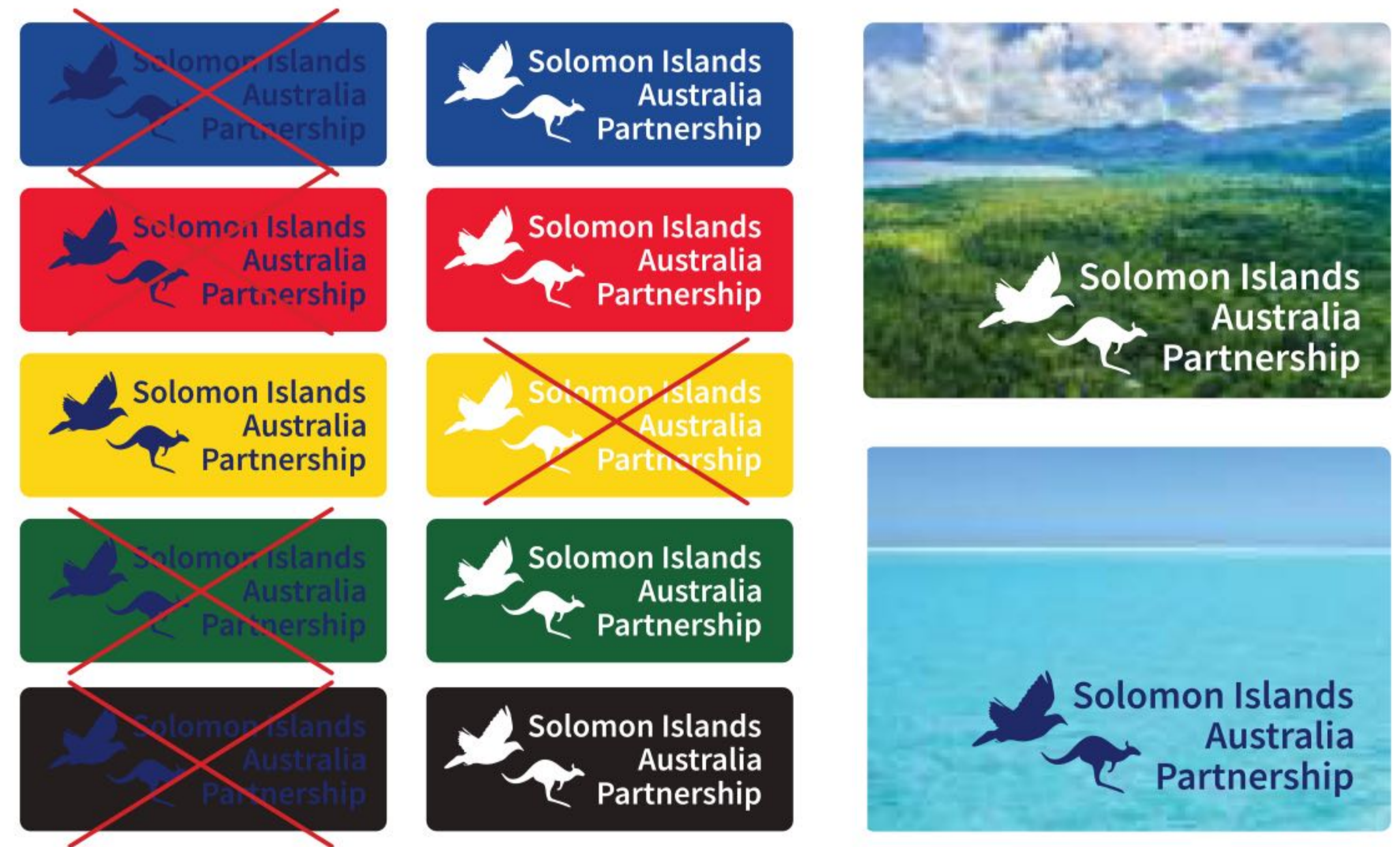
Accessibility

Accessible design aims at enhancing the user experience for individuals with disabilities.

Visual considerations such as color contrast and typography, have been integrated into the Solomon Islands-Australia Partnership logo design, which work towards ensuring the digital presence of the logo accommodates everyone, when utilised alongside auditory elements and navigable layouts that ensure a website can be easily used with a keyboard or voice commands.

With multiple logo variants available, the most suitable layout can be selected to meet the needs can engage with your content more effectively.

Included in the Solomon Islands-Australia Partnership logo suite are left and right aligned layouts, and a stacked version. Solid colour versions of each along with alternate colourway combination options.



Alternate Colourways



Other logos

The Australian Government Crest

The Australian Government crest represents Australia and its official staff. There may be circumstances where it is desirable to use the Australian Government crest instead of, or alongside, the Solomon Islands-Australia Partnership logo.

Where the Solomon Islands Government crest is being used, the Australian Government crest should also be used.

The crest should be used for long term branding material, such as plaques.

Solomon Islands Government Crest

The Solomon Islands Government crest and Solomon Islands Departmental crests should only be used with the explicit and documented consent from the Solomon Islands Government or relevant department.

Australian High Commission Logo

The Australian High Commission logo is only to be used on official High Commission communication material (letterhead, business cards, invitations, uniforms etc).

Note:

All use of the Australian Government crest and Solomon Islands-Australia Partnership logo must be submitted to the Public Diplomacy team for approval.



Australian Government



Australian High Commission

Solomon Islands

Not to be used

Departmental logos (e.g. Crest + Department of Foreign Affairs and Trade) and the Australian Aid identifier should **not** be used on content relating to the development program in the Solomon Islands or Australia's engagement in Solomon Islands, without prior agreement from the Public Diplomacy team.

~~Australian
Aid~~

~~Australian Government
Department of Foreign Affairs and Trade~~

Logo placement and co-branding

Precedence

The Solomon Islands Government crests takes precedence, appearing on the left, followed by all other crests or brands. The Australian Government crest or partnership logo should be to the right of the Solomon Islands crest, but of equal size and prominence.

Provincial Government crests should take up semi-primary position after the two government crests. (For example, crests to appear at the top of the branding execution but offset, to appear slightly lower than the Solomon Islands and Australian Government crest).

Solomon Island departmental or agency logos, NGO logos, should take up secondary size and position at the bottom of the branding execution.

Some long-standing Australian Government facilities or programs have their own logos such as the Australia Awards. While individual program logos are being phased out, these may still be used accompanied by the Solomon Islands-Australia Partnership logo with approval of the Public Diplomacy team.

Please consult with the Australian High Commission Public Diplomacy team before using the crest. Approval from the Solomon Islands entity should be sought before using the Solomon Islands Government crest.



Australian Government



Logo files

PNG

The PNG files are low-resolution and a small file size. They contain a transparent background and are best for office documents, websites and screen displays.

PDF

The PDF files below are vector images and can print at high-resolution. They are best for professional graphic design and print production.

EPS

The EPS files are vector images and can print at high-resolution and are infinitely scalable. They are best for professional graphic design and print production. They can be opened in vector image editing software such as Adobe Illustrator where designers can edit the colours. You may not be able to open these files on your computer unless you have the required software.

JPEG

The JPEG files are low-resolution and a small file size, they contain a solid white background and are suitable for instances where the background is white.

PNG



PDF & EPS



JPEG



Template examples

Word templates

OFFICIAL

Solomon Islands Australia Partnership

HEADING 1 – CALIBRI BOLD, SIZE 20. ALL CAPS. CENTRED

Introductory text
Body Copy – Calibri Light, 11pts – Left aligned.

HEADING 2 – CALIBRI BOLD, SIZE 16, CAPITALISED, LEFT ALIGNED.
Body Copy – Calibri Light, 11pts – Left aligned.

Heading 3 – Calibri bold, size 14, left aligned.
Body Copy – Calibri Light, 11pts – Left aligned.

Heading 4 – Calibri bold, size 12, left aligned.
Body Copy – Calibri Light, 11pts – Left aligned.

Pre body copy numbered bullets text:
1. Body copy numbered list –number 1.
2. Body copy numbered list –number 2.
Body Copy – Calibri Light, 11pts – Left aligned.

Pre body copy numbered bullets text:
• Body copy bullet.
• Body copy bullet.

Table Heading column 1	Table Heading column 2	Table Heading column 3
Table Body Copy column 1	Table Body Copy column 2	Table Body Copy column 3
Table Body Copy column 1	Table Body Copy column 2	Table Body Copy column 3
Table Body Copy column 1	Table Body Copy column 2	Table Body Copy column 3
Table Body Copy column 1	Table Body Copy column 2	Table Body Copy column 3

HEADING 1 – CALIBRI BOLD, SIZE 20. ALL CAPS. CENTRED

11pts – Left aligned.

BRI BOLD, SIZE 16, CAPITALISED, LEFT ALIGNED.
11pts – Left aligned.

old, size 14, left aligned.
11pts – Left aligned.

size 12, left aligned.
11pts – Left aligned.

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st –number 2.
11pts – Left aligned.

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ADDING A SECURITY CLASSIFICATION

1. Double-click on the header banner to make it active.
2. Select the drop-down arrow "Security Classification" button, and select "Header".
3. Your classification should appear in red text in the centre of the banner. You can manually move it higher so that it doesn't obscure the banner.

1

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2

PPT templates

Solomon Islands Australia Partnership

TITLE
Subtitle
Prepared by:
Date:

SECTION TITLE
(Calibri Light, Bold 30pt, Caps)

Solomon Islands Australia Partnership

Solomon Islands Australia Partnership

Social media examples

