



Australian Government  
Digital Transformation Agency



# Brand Guidelines

## for visual designers

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## Introduction

In 2021 the DTA executive decided a change of brand was needed to compliment the Agency's change from focusing on delivering digital and ICT projects to being a trusted advisor to government on strategic planning, investment, contestability and assurance.

As the government's Chief Digital Advisor from 1 July 2021, the DTA is now responsible for providing strategic and policy leadership on whole-of-government and shared information and communications technology (ICT) investments and digital service delivery.

The DTA continues to manage whole-of-government digital procurement. We also continue to lead the development, delivery and monitoring of whole-of-government strategies, policies and standards.

These guidelines are the foundation for how the Digital Transformation Agency (DTA) brand is now represented – why we look and sound the way we do; why we do the things we do; and how we do them.

These guidelines are intended to help maintain a strong brand identity for the DTA through consistent application of the brand elements, including typography, colour, iconography and imagery.

## Our design principles

When designing for the DTA it is important that the message is straightforward and easy to understand.

### Clarity

The clarity of our visual design is paramount at the DTA. We create inclusive material that is straightforward to understand and easy to navigate.

By removing all unnecessary visual elements we enhance the readability, make things simpler and ensure that as many people as possible have access to our content.

### Purpose

Every DTA design element has a clear purpose. Avoid unnecessary elements such as watermark images or decoration of any type.

Only use icons when they serve a clear purpose and are used throughout the design. All icons must have accompanying descriptive text.

Ensure that any imagery used is genuine and appropriate for the subject matter.

### Accuracy

DTA design communicates accurately and quickly. Good design emphasises key messages with less time required by users to consume our content. This is the cornerstone of all good design.

## Designing for the DTA

Governments build reputation and trust with users by making content that is reliable and simple to use. That is why it is our aim to communicate not decorate.

### Content first

At the DTA, content is the priority and is supported by visual design. Visual design provides the vector through which the content is delivered.

### Hierarchy

The hierarchy of objects on a page helps the user to navigate the priorities of the information presented to them. Create a hierarchy of importance within the visual design. If everything is important, then nothing is important.

Hierarchy allows for logical movement through the design, making the content easier to scan.

Try to avoid having more than 3 levels of hierarchy on a single page.

### Simplicity

Include only what is needed. Keep simplicity in mind when designing for the DTA. Only include elements that are needed.

If you become aware of an element that does not add meaning, then remove it.

Use consistent design patterns and don't reinvent the wheel. Collaborate, share assets, patterns and ideas. Allow single elements of your design to serve many purposes.

### Balance

Keep the design focused and easy to read. Use a grid system to create logical layouts and enhance flow within elements of the design.

Constantly check balance as you add further elements.

## Logos

### CoA crest

Our Australian Government logo contains the crest, the words 'Australian Government', an underline and the words 'Digital Transformation Agency'. It is the primary landmark for the DTA. We use it as either a strip design or a stacked strip design. The placement, proportion and scale is predefined in the [Australian Government Branding Policy](#) and can not be modified.

The Australian Government CoA crest should appear on all external facing products where there is sufficient space.

Digital Transformation Agency  
strip crest



**Australian Government**  

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**Digital Transformation Agency**

Digital Transformation Agency  
stacked crest



**Australian Government**  

---

**Digital Transformation Agency**

## Logos

### Wordmark

Our wordmark has been carefully crafted. The proportions are designed to feel open and inviting, and increase readability when applied at a small scale in mobile apps and on social media. The chevron in the top right corner, pointing outwards, symbolises progressive change – moving forwards and upwards.

Although it is the secondary brandmark for the agency, it is our most recognisable brand element and should be used on all products with the primary CoA crest to create brand consistency and brand recognition.



dta'

## Logos

### Wordmark colour

Wherever possible our logos are always represented in full-colour. They are always a single colour and must present a high contrast (WCAG AA compliant) to the background colour of the item they appear on.

The wordmark 'dta'' is displayed in a dark blue color against a solid yellow background.The wordmark 'dta'' is displayed in a dark green color against a solid light green background.The wordmark 'dta'' is displayed in a light green color against a solid dark blue background.The wordmark 'dta'' is displayed in a dark green color against a solid yellow background.



## Logos

### Clearances

The right amount of space around our brand marks help them look as intended. The clear space we've defined helps keep other graphics at a safe distance.



## Logos

### Minimum sizes

To ensure readability and legibility of the CoA crest and wordmark across all communication they should not be used below these specified sizes.

Where possible the CoA crest must have prominence over and above other images and graphic elements and therefore should be placed at the top left of the item it appears on.

The preferred placement of the wordmark is directly to the right of the CoA crest, with as much space between as possible.

In special circumstances it may be placed below.

#### Combined print



print  
20mm minimum

**Australian Government**  
**Digital Transformation Agency**

**dta'**

#### Combined screen

screen  
32px  
minimum



**Australian Government**  
**Digital Transformation Agency**

**dta'**

## Logos

### What to avoid

Our logo has been meticulously constructed and refined, so it should not be altered in any way.

do not use two colours

dta<sup>7</sup>



do not change proportions

dta<sup>7</sup>



do not rotate

dta<sup>7</sup>



do not constrain in box

dta<sup>7</sup>



do not apply layer styles

dta<sup>7</sup>



do not apply own colours

dta<sup>7</sup>



Colour  
Brand

Green is our signature colour.  
It signals a purposeful new direction  
for the DTA embodying continual  
growth, change and sustainability.

It's anchored by our primary navy.  
We use #414141 for all body copy  
in print.

<div>RGB 105 235 165 HEX #69EBA5 PMS 353U CMYK screen only</div>	<div>RGB 41 180 130 HEX #29B480 PMS 2414U CMYK 73 0 62 0</div>	<div>RGB 40 130 100 HEX #288264 PMS 3415U CMYK 83 27 71 11</div>	<div>RGB 30 60 80 HEX #1E3C50 PMS 2965U CMYK 91 69 47 39</div>	<div>RGB 200 235 215 HEX #C8EBD7 PMS 566U CMYK 21 0 20 0</div>	<div>RGB 65 65 65 HEX #414141 PMS Hexachrome Black U CMYK 68 60 60 46</div>
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## Colour

### Secondary

Our secondary colours complement our primary palette, helping us to create a distinctive personality. They're mainly used to accent and highlight different types of content such as quotes and graphs.

RGB 250 214 115  
HEX #FAD673  
PMS 127U  
CMYK 2 14 65 0

RGB 233 245 212  
HEX #EBF5D4  
PMS 7485U  
CMYK 21 0 20 0

RGB 255 194 176  
HEX #FFC2B0  
PMS 488U  
CMYK 0 29 25 0

# Colour

## Combinations

The colour palette can be used in multiple ways. We can dial it up to be fun and expressive or tone it down to be more serious and straight forward. A good rule of thumb is to use a light, medium and dark colour together.



# Colour

## Neutral

Our neutral colour palette can be used for supporting graphic elements such as borders, rulers, backgrounds or secondary text such as subheadings.



## Typography

### Our typeface

DTA uses Neue Haas Grotesk as it's primary typeface. It's technically precise, reliable and down-to-earth in a friendly sort of way. The font has two families, Text and Display. We use Neue Haas Grotesk Text for all body text. We use Neue Haas

Grotesk Display for all headings and large format text.

Both families are available through [Google Fonts](#) and [Adobe Fonts](#).

If you are designing for the Microsoft suite of products please use our fallback font of Arial.

AaBb



# Typography

## Display

Neue Haas Grotesk Display is our choice for headings, subheadings and pull quotes across our all our communications. It is available through Google Fonts and Adobe Fonts.

55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(1234567890!?\$%^&\*--+=;:'"/><~)

65 Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**(1234567890!?\$%^&\*--+=;:'"/><~)**

45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(1234567890!?\$%^&\*--+=;:'"/><~)

# Typography

## Text

Neue Haas Grotesk Text has a more relaxed spacing than the Display version, as well as improvements to improve readability of long form content. It also features tabular lining figures and fractions to increase the legibility of complex data tables.

We use this for all body text and other small text. It is available through [Google Fonts](#) and [Adobe Fonts](#).

55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(1234567890!?\$%^&\*--+=;:'"/><~)

75 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**(1234567890!?\$%^&\*--+=;:'"/><~)**

## Typography

### Colour usage

For the colour treatment of the text, we've set up colour combinations that are high colour contrast. These are particularly useful on page sections, quotes and whenever elements of the design need to be highlighted.

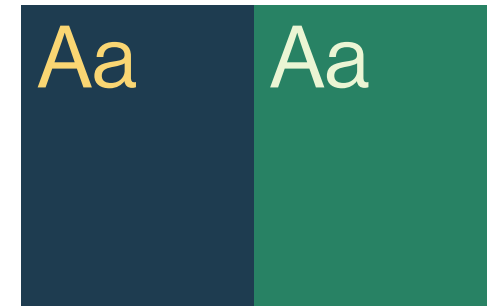
For long body copy on a white background, please use DTA primary colour #414141.

It is important for both accessibility and general readability that these combinations are adhered to. Any deviation, particularly in relation to lighter colours on a white background will not pass accessibility guidelines.

Recommended combinations for print and digital



Digital only



## Typography

### Fallbacks

Due to the limitation of licensing and file sharing, fallbacks should be used to ensure content can be shared across platform without the requirement for custom fonts to be installed.

This is especially important when using shared platforms such as the Microsoft Office suite.

Arial should be used on Windows and Helvetica should be used on Apple software and devices.

All Microsoft DTA templates will use Arial.

Aa

Helvetica  
MacOS fallback

Aa

Arial  
Windows fallback

## Typography

### Hierarchy

We believe that by employing a consistent type hierarchy, our messages become more clear and meaningful. In general, maintain a balanced contrast between headings, subheadings and body copy.

We don't use all caps, but favour sentence or title case for all text. We use colour sparingly to elevate our typographic communication with personality and style.

Although we aren't prescriptive with font use and size we expect a logical hierarchy to be applied based on the example below. Examples of previous files and Microsoft templates are available on request.

#### **Kicker**

Display 65 Medium  
11/15

#### **Heading**

Display 45 Light  
40/44

#### **Subheading**

Display 65 Medium  
14/20

#### **Body**

Text 55 Roman  
10/14

#### **Caption**

Text 55 Roman  
9/12

### Objective One

# Government's investment in Australia's digital future

### Our mandate

The Digital Transformation Agency (DTA) plays a central role in the Government's ambitious agenda to transform government services and ICT systems. The Digital Transformation Agency (DTA) plays a central role in the Government's ambitious agenda to transform government services and ICT systems.

We are seeing an increasing number of people using digital services

## Typography

### What to avoid

Avoid extremely relaxed or tight leading. Avoid overly wide or tight tracking. Avoid mixed weights on the same paragraph and avoid void all caps at any time. Avoid these type styles:

#### relaxed leading

To drive and secure the Australian Government's investment in Australia's digital future.



#### tight leading

To drive and secure the Australian Government's investment in Australia's digital future.



#### wide tracking

To drive and secure the Australian Government's investment in Australia's digital future.



#### tight tracking

To drive and secure the Australian Government's investment in Australia's digital future.



#### mixed weights

To drive and secure the **Australian Government's** investment in Australia's **digital future**.



#### all caps

TO DRIVE AND SECURE  
THE AUSTRALIAN  
GOVERNMENT'S  
INVESTMENT IN AUSTRALIA'S  
DIGITAL FUTURE.



## Accessibility

Ensuring everyone has the ability to access our content

Everyone has the right to access government information and services regardless of their situation. All DTA visual designs must maintain web accessibility standards at all times. [This is currently WCAG 2.1 AA.](#)

Under the [Disability Discrimination Act 1992](#), it is a legal requirement for all Australian Government agencies to provide information and services in a non-discriminatory accessible manner.

Accessibility does not stop at digital content. By ensuring that all DTA material is as accessible as possible we choose to create content that does not exclude anyone for any reason.

This makes it easier for all users to understand, interact with and respond to our communications and materials.

The implementation of accessibility techniques is used to improve access

for people with disability. However, they also have benefits related to general readability and comprehension.

[W3.org provides some excellent explanatory information on the basics of accessibility.](#)

### Use plain English

If you are creating written content, it must also follow the principle of simple, clear and fast. The use of plain English is helpful for people with cognitive issues, as well as users who may use English as a second language.

[The Style Manual](#) is a guide for anyone who writes, edits or approves Australian Government content. Use it to create clear and consistent content that meets the needs of users.

### Use built in tools

Adobe Acrobat and Microsoft Word have built in accessibility checkers. While these are not infallible they are a good starting point to creating an inclusive product.

### Request assistance

If you are unsure of your accessibility requirements or need help, please contact the Content and Brand team by emailing: [visual@dtg.gov.au](mailto:visual@dtg.gov.au).

# Accessibility

Some basics

## Images

All images need alt text. This alt text need to be intelligible to screen readers and accurately describe the image. Every piece of non-text content needs a text alternative whether that is alt text or detailed captions.

## Headings

Headings need to be identified (H1, H2, H3 etc.) and need to be structured correctly (H1 to H2, not H1 to H3 etc.)

## Contrast

Colour contrast between type and background need to meet accessibility requirements.

## Links

Links need to describe where the user is being inked to. Do not use 'click here' or 'read more' or something similar. Ensure the link makes sense when read in isolation.

## Tables

Tables need extra formatting to make them accessible. Ensure that table header (TH) and table data (TD) tags are implemented. For further information see [Webaim's techniques for building accessible tables.](#)

## Video

As a minimum, provide a text equivalent for all video content. Do not rely on closed captions as they may not be visible on all playback devices. Use open captions to ensure accessibility in as many situations as possible.

## Outsourcing

If you outsource to external vendors it is important to ensure they have a good understanding of the guidelines we follow. Be clear about our requirements and request evidence that they've tested their product and that it passes compliance.



# Data visualisation

## Basics

Data visualisation (data vis) is the graphical representation of data and information. Data vis helps tell a story, by displaying potentially impenetrable data sets in easy to understand graphics.

There are benefits to the use of data vis, however, its use can come at a price. The most obvious one being that the reliance on visuals can challenge users with accessibility issues.

Before creating data vis graphics, make sure that the data set you are trying to illustrate wouldn't be better served using a table, a list of figures or just plain text. Try not to overcomplicate the delivery of information. This is the main aim.

Data vis, graphs and charts need to represent the underlying data. Always refer back to the information you are using when creating your graphics. The data and visuals need to work together.

Finally, be aware that all graphics need to be accessible. Alt text needs to either describe the graphic in full or describe the trend that the graphic is illustrating. Alternatively you can put all of this information in the caption for the graph.

## Accessibility

When you design with accessibility in mind, everyone benefits.

As well as designing for standard [WCAG 2.1 AA](#) requirements, also keep in mind the following when creating data vis:

- Keep the data vis simple - allow the actual data and the communication goal to dictate the format of graphic - not current trends
- As well as the required alt text - consider of using larger explanatory captions to explain the data
- ensure data and variables are labelled
- make sure there is enough contrast between graphic elements that are close together - use divider lines to enhance this
- consider making the data available separately in a format that can be read by a screen reader
- do not rely on colour alone to convey information
- do not use areas of data that are too small to be understood - such as thin percentages on a pie chart.

## Colour

Approximately 8% of the population has some form of colour-blindness. When designing for data visualisation ensure that colour is not the sole way of navigating or understanding the graphics.

Some things to keep in mind:

- use suitable contrasted lines between elements to help delineate different areas
- attach data to graphics so you aren't solely relying on colour and shape to impart knowledge.

Unfortunately there are no perfect colour-blind friendly palettes. A palette that might work for one type of colour-blindness may not work for another. This is why you have to ensure that other visual tools are used to ensure that the graphic is understood.

Always use brand colours if possible, but if the graphic becomes too complex for standard brand colours, then use a combination of contrasting patterns and to delineate between data sets as can be seen here in the [Australian Government trial of Microsoft 365 Copilot web page](#).

## Data visualisation

### Examples

Below are a selection of suggestions for DTA data vis elements. These are by no means exhaustive but are a primer to assist you in creating data vis for the DTA.

### Stand out data

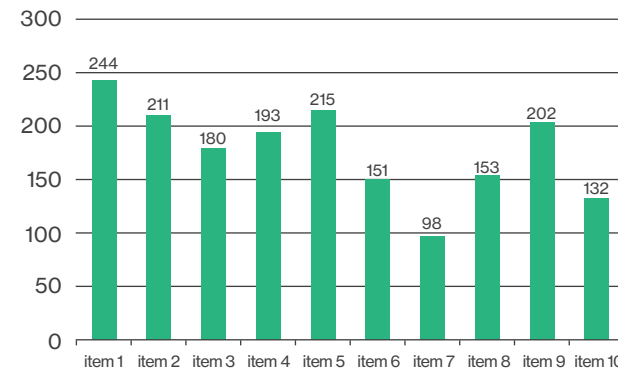
A great way to highlight points of data with a brief description - a way of conveying key messages.

A graphic showing data points represented by percentage figures and columns. Also included within the graphic is a description of the data set.



### Column graph

- A widely used form of data display, easily able to convey and differences between variables.
- Try to limit the number of bars to 8 if possible.
- Always label the bars with the data.
- For data sets that do not have a set order (months for example) consider ordering the data from high to low.
- If large labels are needed on the columns, consider orienting the graph horizontally.



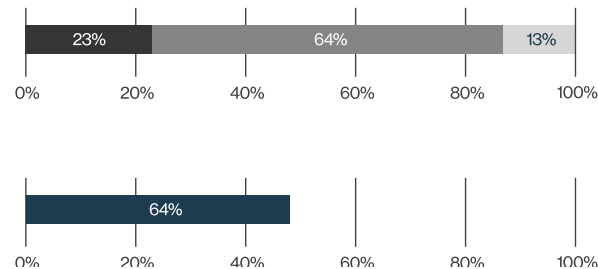
A column graph - note the data labels and the space between columns.

## Data visualisation

### Stacked bar graph

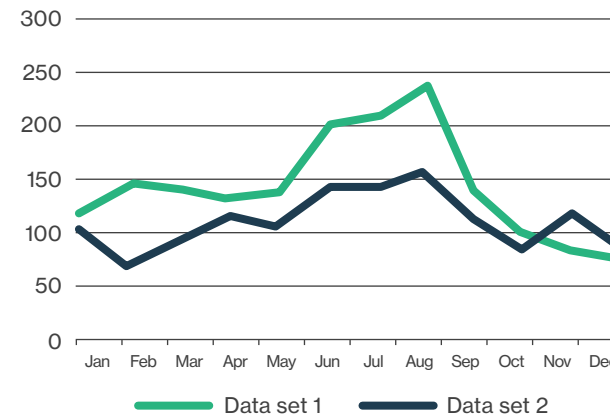
- Good for displaying percentage breakdowns of simple data sets.
- Can also be used as a progress bar for a single piece of data.
- Avoid using large data sets.

**Stacked bar charts can be used to break down the comparison for categories across multiple variables. Always ensure the range adds up to 100% - do not crop.**



### Line graph

- A way of displaying trends over time.
- Use sparingly - column graphs may be more suitable
- Leave the data as lines - do not fill in negative space.
- Use 4 lines maximum is possible.
- Avoid if data points are close together.



**Line graphs are suitable for simple data sets that show a trend over time.**

## Data visualisation

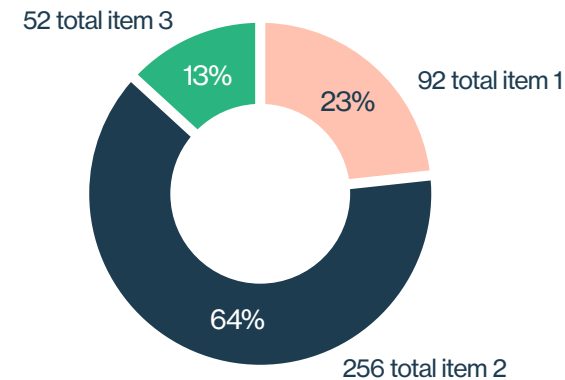
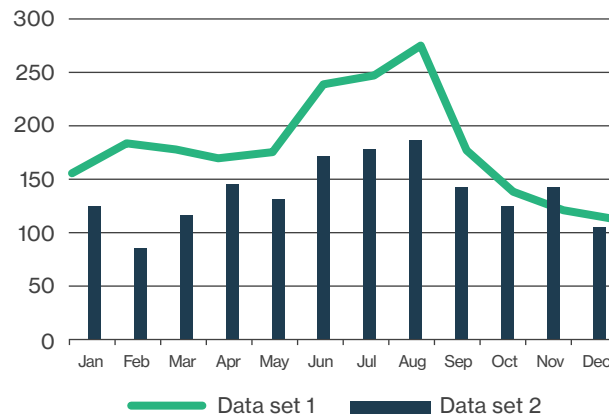
### Combination charts

- Good way of combining a data trend with a goal.
- A suitable way of showing 2 data sets on the same graphic.
- Be wary of over-complicating.

### Doughnut and pie charts

- Use sparingly - perception of percentages are much easier to understand in a linear graph.
- Use no more than 6 variables.
- If data is too small it may be lost to the audience.
- Start the initial data point at the top of the chart.
- Ensure contrast between sections
- Label data sets.

**Combination charts are a good way to show data vs a trend or goal.**  
**Two distinct data sets can be seen on one chart.**



**A doughnut chart with gaps between sections to assist with contrast.**  
**Also included are labels showing an extra layer of information for the viewer.**

## Iconography

Only use icons when they serve a clear purpose and are used throughout the design. All icons must have accompanying descriptive text at the correct size for the icon's use.

Please ensure that all icons used have alt text applied to them if used online and are displayed at a minimum size of 10mm width for print or 44x44 pixels for online use.

If you require an icon or an icon set that is not available please contact [visual@dta.gov.au](mailto:visual@dta.gov.au) and we will create it for you.



email



time



tools



computer



mobile



print



date



document



internet



location

Inspiration  
Reports



14 | Digital Transformation Agency  
Corporate Plan 2021-22

	2021-22	2022-23	2023-24	2024-25
<b>2.3 Manage whole-of-government digital procurement to simplify processes for government agencies, reduce costs and generate reuse opportunities:</b>				
• complete sourcing review	✓			
• manage whole-of-government digital and ICT sourcing deals	✓	✓	✓	✓
• manage and refresh digital and ICT marketplaces and panels.	✓	✓	✓	✓

**Performance measures – implementation oversight**

Performance measure for 2.1, 2.2 and 2.3	Targets 2021-22
Parliament and agencies have confidence in the quality of advice, coordination and assurance we provide. We complete specific projects within identified timeframes.	No target*
<b>DTA contributions:</b> <ul style="list-style-type: none"><li>• we provide timely and useful analysis and advice to inform, prioritise and improve whole-of-government and shared digital and ICT investment</li><li>• we effectively manage the ICT investment approval process and check compliance with standards, policy and strategic settings</li><li>• we provide timely and useful digital procurement advice and effectively manage marketplaces, panels and whole-of-government sourcing arrangements.</li></ul>	
<b>Data source:</b> DTA records, project proposals reviewed, strategy and policy developed <b>Methodology:</b> DTA analysis and stakeholder feedback	

\* We are developing an appropriate methodology for assessing targets. We will update our corporate plan in 6 months. This will include setting appropriate targets (qualitative and quantitative) where reasonably practicable.

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### Appendix A: Machinery of government changes

Following our move to the Prime Minister and Cabinet portfolio in April 2021, several changes were agreed by the Prime Minister to align the DTA with our new mandate.

These changes will enable us to focus on our core policy responsibilities regarding ICT and digital strategy, investment and assurance across the APS.

The machinery of government changes effective 5 July 2021 are:

- ICT Investment Approval Process – from the Department of Finance to DTA
- Whole of Government Procurement of Major Office Machines – from the Department of Finance to DTA
- Digital Identity (integrated delivery management) – from DTA to Services Australia and the Australian Taxation Office
- myGov Enhancement (integrated delivery management) – from DTA to Services Australia
- australia.gov.au – from DTA to the Department of the Prime Minister and Cabinet (determining content), and Services Australia (delivery)
- Government Domain Names – from DTA to the Department of Finance
- National Map – from DTA to Geoscience Australia
- data.gov.au – from DTA to the Australian Bureau of Statistics
- COVIDSafe app – from DTA to the Department of Health
- Australian Government Style Manual – from DTA to the Australian Public Service Commission
- Digital Profession – from DTA to the Australian Public Service Commission.

Machinery of government changes take time to implement and finalise. We intend to report back to the Prime Minister on our progress against all changes by mid-September 2021.

dtai

Australian Government  
Digital Transformation Agency

dtai

## Our mission

Driving and securing the Government's investment in Australia's digital future

### Our mandate

The Digital Transformation Agency (DTA) plays a central role in the Government's ambitious agenda to transform government services and ICT systems.

- We will provide strategic and policy leadership on whole-of-government and shared ICT investments and digital service delivery.
- We will provide whole-of-government strategies, policies and standards for digital and ICT investments.
- We will provide strategic coordination and oversight functions for digital and ICT investments across the project life cycle, including advice on whole-of-government reuse opportunities.
- We will deliver whole-of-government digital procurement to simplify processes, reduce costs and generate reuse opportunities.
- We will provide advice to the Minister on whole-of-government and shared digital and ICT investment proposals.

### Our priorities

To achieve our mandate, we will focus on two strategic priority areas over the next 4 years.

**1. Direction setting**

We are a trusted advisor on digital and ICT investment decisions and we drive strategic whole-of-government digital policy and advice.

**2. Implementation oversight**

We ensure alignment to digital strategies and investment decisions and priority areas and we simplify digital procurement to reduce costs and increase reuse.

### What you can expect from us

Our new mandate represents a significant change to the management of the Government's digital and ICT investment portfolio, so in our first year we will:


- ✓ Work with agencies to provide clear direction
- ✓ Proactively communicate and engage with you
- ✓ Enhance the ICT assurance process
- ✓ Continue to contribute to Government priorities.

participant at recent meeting

dtai.gov.au

# Inspiration

## Reports



Report 1

Report 2

Report 3

Report 4

Report 5

Report 6

Report 7

Report 8

Report 9

Report 10

Report 11

Report 12

Report 13

Report 14

Report 15

Report 16

Report 17

Report 18

Report 19

Report 20

Report 21

Report 22

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dtg.gov.au

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double column image used at top or bottom of page - do not split text - use this box for captions, do not alter width of box - alter height of box to contain text using margins supplied as shown here

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## Inspiration

Pull-up banners





## Inspiration

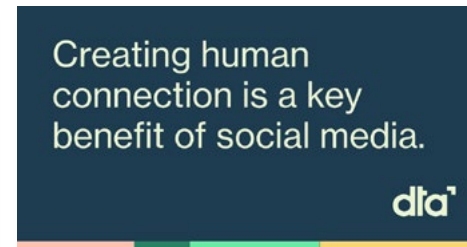
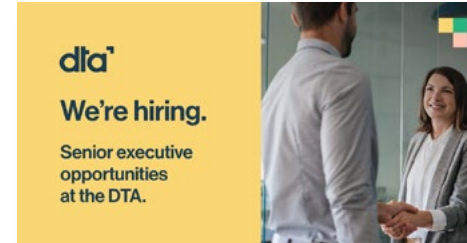
### Social media

Always use the purpose of the social to inform on the content.

Use photos of people when available to engage viewers. When a photo is not available use typographic social graphics to cut through the noise of social feeds.


Use generous margins for typography as some platforms crop images unpredictably.

Avoid using information graphics as social graphics unless they are simple and can be read on mobile.




Inspiration

MS Word template



Australian Government  
Digital Transformation Agency



# Document Title

## Heading 2

### Heading 3

#### Heading 4

#### Heading 5

Body Text This template uses the font Haas as it is available on all devices. Content and Brand professionally designs products using Haas Neue Grotesk for headings and for body. If you need a version of this template with these fonts, please contact [visual@dta.gov.au](mailto:visual@dta.gov.au)

a. List Alphabet Level 1

i. List Alphabet Level 2

A. List Alphabet Level 3

1. List Numbered Level 1

a. List Numbered Level 2

i. List Numbered Level 3


• List Bullet Level 1

– List Numbered Level 2


1

Digital Transformation Agency

Document Title



Australian Government  
Digital Transformation Agency



#### Always start from a new template

Body Text This template uses the font Arial as it is available on all devices. Content and Brand professionally designs products using Haas Neue Grotesk for headings and for body. If you need a version of this template with these fonts, please contact [visual@dta.gov.au](mailto:visual@dta.gov.au)

#### Write using plain language

Plain language helps with clearer decision-making and increases trust. Use our [Content Guide](#) to make sure your writing is easy to understand — even when writing to a specialist audience.

#### Formatting

The paragraph styles include space before and after headings. There's no need to insert and blank lines or extra returns between paragraphs.

Use single spaces between words and after punctuation marks.

Examples of bulleted lists follow. If the dot points are sentence fragments, follow these conventions:

- no capitals at beginning
- no 'and' after the second to last dot point
- no full stop at the end of each dot point

If the dot points are full sentences:

- Each should start with a capital letter (style=List Bullet Level 1)
- Each should end in a full stop.

2

Digital Transformation Agency

Document Title

# Inspiration

## MS PowerPoint

### This is a line list. Use for high level talk.

This is a line list.

Points to talk to.

Yep, no dot points with a line list.

The text frame has centered vertical alignment so remove empty returns and paragraph breaks.

### Alternate text layout 1

Space for leading text and accompanying text.

Be aware that is you add too much text the text size will shrink – DO NOT DO THIS.


This is where the body text goes. Glorious easy to read body text that will make people gasp and applaud at your awesomeness.

Be aware that is you add too much text the text size will shrink – DO NOT DO THIS.

Body text is Level 2 – 20pt.

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### Photo Title Intro

Space for leading text and accompanying text.

Be aware that if you add too much text the text size will shrink – DO NOT DO THIS.

## Inspiration

### Photography

Photography captures the DTA brand in a way that other tools can't. You get a feel for the aesthetic, culture and situational engagement in an instant.

We use photography to show who we are and how we work. We use real images of our people, products and activities wherever possible.

Successful photography tells the story by using wide shots to set the scene, and close-ups to show the detail, and by creating a focal points to lead the viewers eye.

We avoid the use of stock imagery wherever possible, however, at times their use is necessary. When choosing stock imagery ensure that

the style of the image fits in with the regular DTA photographic style. Please contact [visual@dta.gov.au](mailto:visual@dta.gov.au) if you would like to access our in-house photography library.

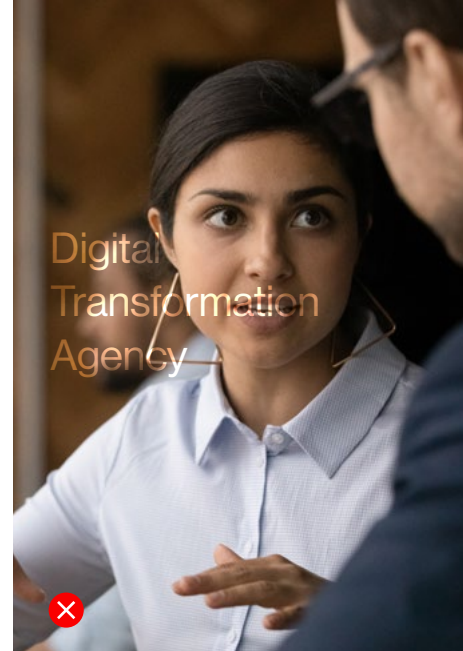


## Photography

### What to avoid

Avoid staged or cliché images. Avoid using low resolution images - ensure the image is suitable for the end product. Do not use images with a text overlay. Do not use images with over saturated or changed colours. Aim for authenticity in all you use where possible.

If you need to resort to stock photography try and ensure that the images chosen are as authentic looking as possible and not too staged.





## **We are here to help**

To ensure that the work you create aligns with the visual style and guidelines of the DTA there are a number of stages at which we like to be involved.

### **Concept stage**

Once you have had your initial client discussions, we can meet with you to discuss concepts. This is a great opportunity to ensure that your visual work aligns with the DTA and reduces the risk of issues arising later.

### **General feedback**

We are available to assist you with any questions you may have during the design process. Please do not hesitate to contact us if you have any questions or need help during your workflow.

### **Final artwork**

Once the concept stage has been approved and you have no further questions, we would like to see the final draft.

This should be a straight forward process given that the approved concept has been followed.

Please contact [visual@dtg.gov.au](mailto:visual@dtg.gov.au) at any time if you need information or clarification.

Also contact us if you have comments, feedback or suggestions about this guide.