



**Australian Government**



# **Disability Employment Services Style Guide**

## **V 1.1**

### **Disclaimer**

This document is not a stand-alone document and does not contain the entirety of Disability Employment Services Providers' obligations. It should be read in conjunction with the Disability Employment Services Grant Agreement and any relevant guidelines or reference material issued by the Department of Social Services under or in connection with the Disability Employment Services Grant Agreement.

## Table of Contents

Disability Employment Services Style Guide	1
Table of Contents	2
Document Change History	3
Disability Employment Services Grant Agreement Clauses	3
Introduction	4
The Brand	4
Who can use the Disability Employment Services branding?	4
Disability Employment Services terminology and language	4
The Logo	5
Full-colour version	5
Monochrome version	5
Minimum size	6
Logo formats	6
Communication materials provided by DSS	6
Working with the Brand: Signage	6
Signage	6
DES Signage Stickers	7
Ordering Stickers	7
Working with the Brand: Events	7
Disability Employment Services events	7
Notify DSS at least 30 business days prior to the event date	7
Acknowledge the support of DSS	8
Adhere to requirements when photographing or filming job seekers	8
The Legal Requirements	8
Use on all Disability Employment Services materials	8
Acknowledging the support of the Australian Government	8
Reputation and goodwill in respect of the Disability Employment Services marks	8
Preservation of trade marks	9
Infringement	9
Transfer of rights	9
Ceasing use of the Disability Employment Services marks	9
General provisions	9
Glossary	10

## Disability Employment Services Style Guide

### Document Change History

Version	Effective Date	End Date	Change and Location
1.0	1 July 2018	2 December 2018	Original version of document
1.1	3 December 2018		Updated wording

### Disability Employment Services Grant Agreement Clauses

Clause 65 – Acknowledgement and promotion

Section 3B – Property rights

## Introduction

This style guide has been developed to ensure that the Disability Employment Services (DES) brand, including the brand mark, colour palette and tone of voice, is used consistently across all branded material to deliver, clear, consistent and compelling communications. In accordance with the Disability Employment Services Grant Agreement (the DES Grant Agreement), organisations delivering DES must comply with this style guide.

## The Brand

### Who can use the Disability Employment Services branding?

The clear and consistent identification and branding of the Disability Employment Services will assist employers and job seekers to identify with the service delivery model.

Organisations delivering Disability Employment Services **must** use the Disability Employment Services brand mark on communication materials.

## Disability Employment Services terminology and language

The following terminology should be used by providers and stakeholders in all internal and external publications, correspondence and communications materials, which refer to the Disability Employment Services.

- The mark, Disability Employment Services, must always be written in full for print and TV advertising.
- When referring to the services being delivered, it is preferred that Disability Employment Services is always written in full for other communication materials. However, it is permissible to write it in full for the first instance, followed by (DES). After that, Disability Employment Services can be shortened to DES.
- When referring to the services being delivered **do not** use Disability Employment Service.
- When referring to provider(s), use the term provider(s), Disability Employment Service(s), or Disability Employment Services provider(s).
- When referring to provider(s), do not use **DESP's** or **DESPs**.
- When referring to provider(s), do not use Disability Management Service provider, or Employment Support Service provider.
- When referring to the following words do not use capitalisation:
  - job seeker(s)
  - employer(s)
  - provider(s)
  - participant(s)
- The programs of the Disability Employment Services must be written out in conjunction with the initiative name when first used. For example Disability Employment Services - Disability Management Service and Disability Employment Services - Employment Support Services. Subsequently the acronyms, DES-DMS and DES-ESS may be used.
- When referring to the current Disability Employment Services agreement, always use Disability Employment Services Grant Agreement in the first instance. The abbreviated form is the DES Grant Agreement.
- Providers delivering the Disability Management Service and/or the Employment Support Service should be referred to as a Disability Employment Service.

- The Disability Employment Services is a single entity (a system) under which multiple services are provided. It is, accordingly, accurately expressed in the following way:

The Disability Employment Services initiative is/has/does/marks/represents/includes, (it)

not

Disability Employment Services are/have/do/mark/represent/include, (they).

## The Logo

The logo forms the core component of the Disability Employment Services branding and should be presented correctly and consistently.

Any misuse of the logo should be reported to DSS.

### Full-colour version

The preferred form of the logo is the full-colour, horizontal version as indicated below:



When this form is not possible, other permissible representations of the logo are:

### Monochrome version

A monochrome version is available for use in black and white print applications where colour is not an option.



### Minimum size

Minimum size specifications are provided to ensure the logo is reproduced effectively at a small size. Minimum size specifications must be observed in all applications. The width of the mark must not be less than 20mm in print, advertising and promotional material, as shown below.



### Logo formats

The logo is available in various formats:

- EPS files for all printed work
- PNG and JPEG files for web usage
- JPEG files for Word and PowerPoint documents.

Logos can be downloaded from the **Style Guide and Signage page**:

Provider Portal>DES>Provider Operations>Style Guide & Signage of the Provider Portal.

## Communication materials provided by DSS

DSS maintains a selection of information, communications materials and administrative products relating to the Disability Employment Services.

PDF versions of all products are available on the provider portal.

Communication materials, which promote Disability Employment Services programs or services, will need to incorporate the Disability Employment Services logo as specified in these guidelines.

## Working with the Brand: Signage

### Signage

The Disability Employment Services is a partnership between the Australian Government and providers for the delivery of quality services to all job seekers with disability. To reflect this partnership, recognition of the Disability Employment Services program as well as the provider's own brand is required.

Disability Employment Services signage should be displayed at all contracted sites for Disability Employment Services providers.

Signage on the front door and external windows of premises for Disability Employment Services providers is recommended and should be prominently displayed at eye level. Where this is not possible, appropriate signage should be displayed at the provider's discretion.

## DES Signage Stickers

DES signage stickers come in two types, these are:

- Front adhesive signage - for use on the inside of clear glass windows and doors  
**Product Number DSS2194.11.17**
- Back adhesive signage - for use on the outside of clear glass, or on opaque surfaces such as walls and doors  
**Product Number DSS2195.11.17**

## Ordering Stickers

DES signage stickers are available to order through National Mailing and Marketing (NMM) by emailing [dss@nationalmailing.com.au](mailto:dss@nationalmailing.com.au) or calling 1800 050 009 and providing the relevant Product Number and office address. The signage will be couriered to the provided office address.

A maximum number of 20 stickers per type can be ordered at any time.

Please contact [DESAdmin@dss.gov.au](mailto:DESAdmin@dss.gov.au) for further information.

## Working with the Brand: Events

### Disability Employment Services events

Events of any nature provide an opportunity to build on the reputation of the Disability Employment Services.

Disability Employment Services providers and/or peak bodies may decide to hold a promotional event to celebrate the achievements of job seekers who are participating in activities delivered under Disability Employment Services. Events are encouraged as a means of raising public awareness about the contributions to the community by providers, job seekers and employers.

Events can include, but are not limited to:

- graduation or completion ceremonies
- launches
- trade show and employment exhibitions
- conferences
- seminars

When organising an event under the sponsorship of Disability Employment Services, providers should:

### Notify DSS at least 30 business days prior to the event date

This is to allow the Minister, the Minister's representative, or any departmental employees the opportunity to attend the event.

Notification should be provided to the department via [DESAdmin@dss.gov.au](mailto:DESAdmin@dss.gov.au). The Department will liaise with providers regarding the details of events and the potential role of the Minister or other relevant people.

### **Acknowledge the support of DSS**

This can be achieved via signage, speeches or presentations made by providers or by any other means reasonably required by DSS and notified to a provider.

### **Adhere to requirements when photographing or filming job seekers**

At events, job seekers may be asked to be filmed and photographed. This footage and photography may be used to promote the benefits of the Disability Employment Service.

To protect job seeker privacy and performers' rights (in relation to any film footage or sound recording), job seekers' images and information including film footage and photographs, **cannot be used without their written consent.**

**Consent must be obtained** prior to the collection of materials. Consent forms can be accessed on the Provider Portal at: Provider Portal>DES>Guidelines and Supporting Documents>DES Provider Operations

## **The Legal Requirements**

### **Use on all Disability Employment Services materials**

Subject to the requirements in these guidelines, providers should use the Disability Employment Services marks on all publicly available material (including, but not limited to, communications material, publications, packaging, print material, posters, brochures, booklets, advertisements, PowerPoint presentations, signage and websites) supplied by the providers under the Disability Employment Services..

Providers may, but are not required to, use the Disability Employment Services marks on office stationery, letterheads, business cards and note pads.

Providers must not use the Disability Employment Services marks, or material bearing the Disability Employment Services marks, when conducting activities not related to the operations of the Disability Employment Services program.

### **Acknowledging the support of the Australian Government**

Where providers use the Disability Employment Services marks in publications, print, promotional, publicity and advertising materials etc. they should include an acknowledgement as set out in these guidelines or as otherwise approved in writing by DSS to the effect that the Disability Employment Services program is an 'Australian Government initiative' which is being funded and otherwise supported by the Australian Government.

### **Reputation and goodwill in respect of the Disability Employment Services marks**

In accordance with section 3B of the DES Grant Agreement:

- nothing in these guidelines confers upon a provider any additional right, title or interest in the Disability Employment Services marks or any related marks except to the extent expressly stated in the DES Grant Agreement (as applicable to the Provider) or under these guidelines; and
- all reputation and goodwill attaching to the use of the Disability Employment Services marks and any related registered or unregistered mark of the Commonwealth by the Provider will be exclusively for the benefit of the Commonwealth.



### **Preservation of trade marks**

The providers undertake that neither they, nor any of their directors, employees or agents will directly or indirectly:

- challenge the validity of any trade mark registrations for the Disability Employment Services marks or any similar or related marks; or
- oppose any trade mark applications for the Disability Employment Services marks or any similar or related marks.

Providers undertake that neither they, nor any of their directors, employees or agents will directly or indirectly apply to register any trade mark, business name, company name or domain name incorporating the Disability Employment Services marks or any similar or related marks without the prior written consent of DSS.

### **Infringement**

Providers must notify DSS immediately if they detect or reasonably suspect any infringement of the Commonwealth's common law or statutory rights in respect of the Disability Employment Services marks or any similar or related marks, and agree, where requested by DSS, to provide all reasonable assistance to DSS in respect of proceedings brought by it in relation to any such infringement.

### **Transfer of rights**

For the purposes of clause 39.1 of the DES Grant Agreement, providers may not transfer the whole or any part of their rights in respect of the Disability Employment Services marks, without prior written consent of DSS.

### **Ceasing use of the Disability Employment Services marks**

For the purposes of clause 39.1 of the DES Grant Agreement, a provider must cease use of the Disability Employment Services marks and comply with all reasonable directions by DSS relating to cessation of such use if:

- the agreement under which the provider is funded or required to provide Disability Employment Services goods or services expires or is terminated; or
- DSS determines that the provider has failed to comply with any of the stated branding requirements and provides written notice to the provider requiring it to cease use of the Disability Employment Services marks; or
- DSS provides written notice to the provider that it withdraws its authorisation for the provider to use the Disability Employment Services marks for any reason, including a change of government policy, provided that, where the withdrawal of authorisation occurs for a reason unrelated to any act or omission of the provider, DSS will provide reasonable financial assistance for any rebranding required by it.

### **General provisions**

Providers agree:

- not to misrepresent their relationship with DSS; and
- not to engage in misleading or deceptive conduct in relation to:
  - their use of the Disability Employment Services marks or any related registered or unregistered mark of the Commonwealth; their provision of goods and services in respect of the Disability Employment Services initiative.

## Glossary

**Commonwealth:** the Commonwealth of Australia as represented by the Department of Social Services or any other agency that may from time to time have responsibility for administering these guidelines or related agreements.

**Communications material(s):** information, communication materials, promotional material and administrative products relating to the Disability Employment Services program, that may be supplied to providers by DSS from time to time.

**DSS:** the Department of Social Services, or any other agency that may from time to time have responsibility for administering these guidelines or related agreements.

**Disability Employment Services marks:** the marks 'Disability Employment Services', the 'Disability Employment Services' logos, and any similar marks—as the context dictates—whether or not the marks are the subject of trade mark applications or registrations.

**The DES Grant Agreement:** Disability Employment Services Grant Agreement.

**Guidelines:** these style and branding guidelines as amended by DSS from time to time.

**Logo:** the Disability Employment Services logo. The logo can be viewed in 'The Logo' section of these Guidelines.

**Look:** refers, in this context, to the set elements such as colours, fonts, imagery and layout that are used by DSS for Disability Employment Services materials.

**Providers:** those who are engaged to provide services under the Disability Employment Services Grant Agreement.