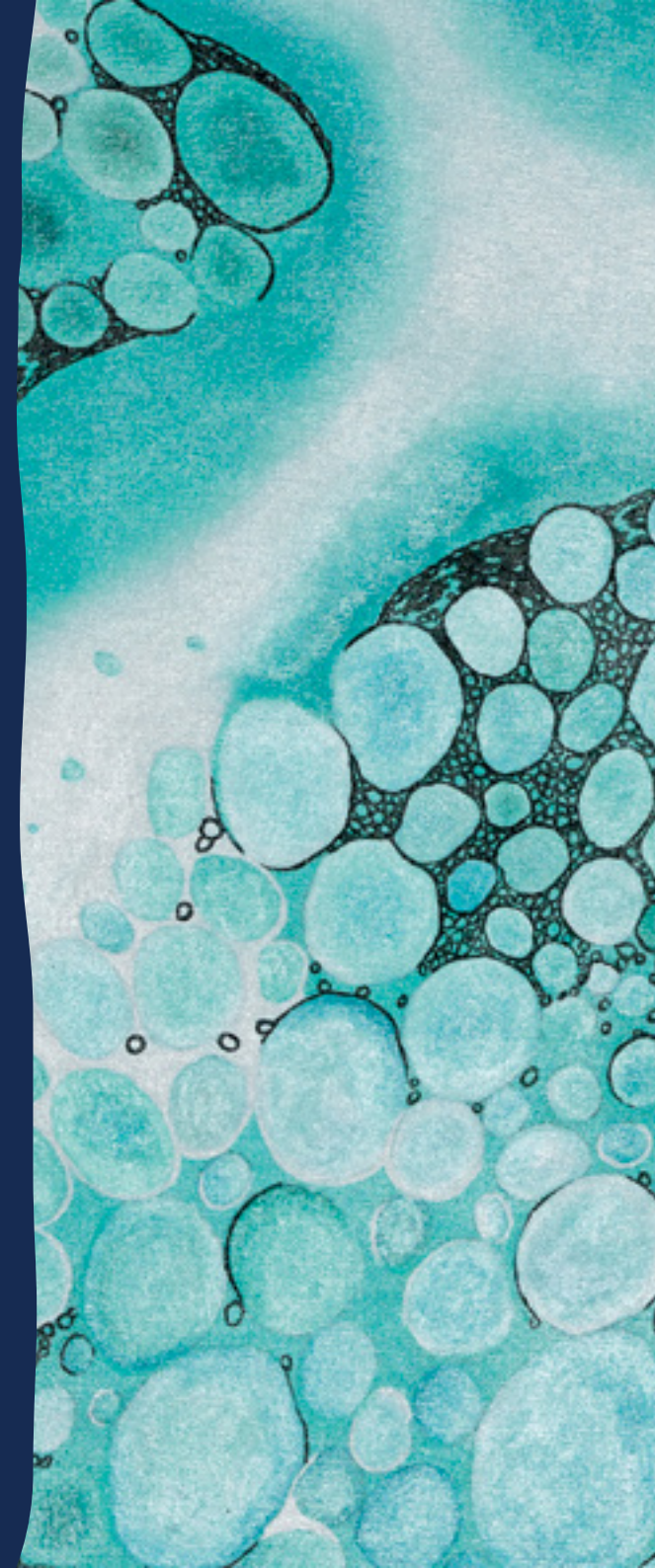**Australian Government**

Employ My Ability

DISABILITY EMPLOYMENT STRATEGY

BRAND GUIDELINES

2021

The title 'Employ My Ability' was chosen to highlight the strengths of people with disability. People with disability, employers and other key stakeholders indicated that a focus on ability would clearly demonstrate the value people with disability bring to a workplace.

The language used is not intended to diminish an individual's identity as a person with disability. It is recognised that appropriate use of language varies between individuals and disability communities.

The Department of Social Services acknowledges the importance of having conversations with individuals about their preferred language.

These guidelines set out clearly defined rules and standards that show how the Employ My Ability brand should be represented to the world.

Contents

The Vision

Inclusive workplace cultures where people with disability thrive in their careers.

Brand identity
The visual components.

Brand Identity

The Employ My Ability brand is made up of the elements shown right.

When creating any kind of communications, refer to each element page to ensure consistency and to maintain the integrity of our brand.

Some questions to ask:

- Are you using the correct label?

- Are you using the correct fonts?

- Are you using the brand colour palette?

- Are you correctly applying the design elements?

Elements

Logo page 7

Australian Government

Label page 8

Employ My Ability

DISABILITY EMPLOYMENT STRATEGY

Colour page 12

Feature artwork page 14

Photography page 15

Type page 16

New Spirit

Poppins

Iconography page 17

Australian Government logo

The Australian Government logo MUST always appear on products and materials with the Employ My Ability label and its related brand materials.

The Australian Government logo must occupy the most prominent position – top left or top centre – of all communication material.

[01]
The stacked logo version may be used.

[02]
The inline logo version may be used.

Please note the following:

- The Employ My Ability label device is NOT a logo and must not appear in a lockup with the Australian Government logo or any other logo(s).

- The Employ My Ability label should always appear with the Australian Government logo. They should NEVER appear on their own.

- The Australian Government logo must adhere to guidelines as outlined in the Australian Government branding Guidelines.

- The Employ My Ability label must also adhere to the guidelines outlined in this document and work in concert with the Australian Government logo guidelines.

For more information about how to use the Australian Government logo, please refer to the Australian Government Branding Guidelines.

[01]

Australian Government

[02]

Australian Government

Brand Identity

Label

The Employ My Ability master label is shown right with and without the Disability Employment Strategy descriptor.

[01]
The primary master label
is set in typeface New Spirit.

[02]
The label + descriptor
is set in typeface New Spirit and Poppins ALL CAPS.

The descriptor can be used in the lockup version as shown or as a separate element wherever the master label is displayed.

See application pages for examples.

Either version may be used over white, light or reversed over dark backgrounds.

To maintain the integrity and consistency of our brand, our label must only be used in its original format and colours.

Always use the master artwork files when reproducing our label and the descriptor line.

[01]

Employ My Ability

[02]

Employ My Ability

DISABILITY EMPLOYMENT STRATEGY

Brand Identity

Label variations

[01] [02]
Master label.

This is our master label and should be used wherever possible, primarily over white or light backgrounds.

[03] [04]
Monotone label.

The monotone versions of our label may be used for black and white print production.

[05] [06]
Reverse colour label.

This version of our label may be used only over our brand colours, over appropriate imagery or wherever our master label cannot be used, primarily on dark backgrounds.

[01]

Employ My Ability

[02]

Employ My Ability

[03]

Employ My Ability

[04]

Employ My Ability

[05]

Employ My Ability

[06]

Employ My Ability

Brand Identity

Incorrect use

To maintain brand consistency and integrity, avoid the following:

[01]
Rotate parts of or all of the whole label.

[02]
Crop parts of or the whole label.

[03]
Distort or stretch the label.

[04]
Use incorrect colour combinations.

[05]
Use any effects on the label, e.g. drop shadows, glows etc.

[06]
Use incorrect colour combinations.

[07]
Change the position of any label elements.

[08]
Use it as an image mask or overlay on complex imagery.

[01]

Employ My Ability

[02]

Employ My Ability

[03]

Employ My Ability

[04]

Employ My Ability

[05]

Employ My Ability

[06]

Employ My Ability

[07]

Employ My Ability

[08]
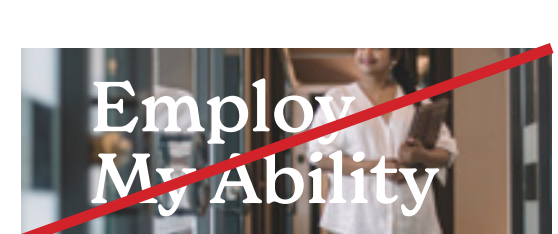
Employ My Ability

Maintaining an appropriate amount of clear space around our label ensures it stands out and is distinct from other elements like text or graphic devices.

[01]
The clear space area is equal to the cap height of the brandmark's 'A'.

[02]
Careful consideration should be given when determining the size our label. If it is too small, it will be illegible.

[01]

Employ My Ability

Employ My Ability

DISABILITY EMPLOYMENT STRATEGY

[02]

Employ My Ability

18mm

Employ My Ability

DISABILITY EMPLOYMENT STRATEGY

45mm

Brand Identity

Colour

The colour palette is a very important part of the Employ My Ability brand identity. It is vital that colour consistency is maintained in all areas of communication across the brand.

[01]
Primary colours are Dark Blue and Deep Aqua.

[02]
Supporting colours are Light Aqua and Light Aqua (25% tint), and Cream. Only use specified colour breakdowns as listed.

CMYK colour values should be used for full-color printed materials.

RGB color values should be used when the final design result is intended for on-screen viewing.

HEX colour values should be used when designing for the web.

[01]

Dark Blue

C100 M88 Y38 K36
R22 G42 B82
#162a52

Deep Aqua

C82 M31 Y51 K9
R39 G129 B125
#27817d

[02]

Light Aqua

C75 M16 Y42 K0
R52 G163 B158
#34a39e

Light Aqua
(25% tint)

Cream

C6 M6 Y12 K0
R237 G232 B220
#ede8dc

Brand Identity

Accessibility

This table demonstrates how our colours meet AA or AAA WCAG 2.0 accessibility standards for digital applications.

Not all colour combinations are shown in the table. Please use an online accessibility checker to confirm the colour combinations you are using are accessible.

Only use the colour values as shown on page 12.
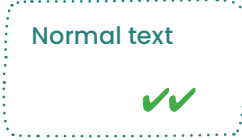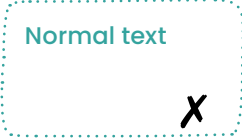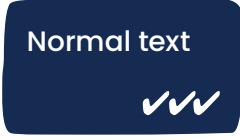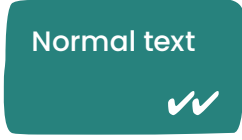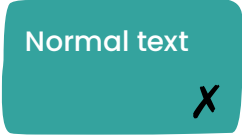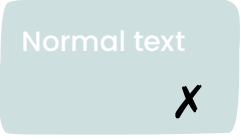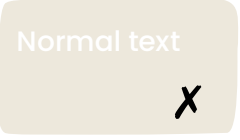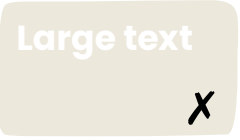
Please note that WCAG 2.0 accessibility standards are only applicable in digital applications.

✔✔✔ Pass AAA

✔✔ Pass AA

✗ Fail (do not use in this manner)

Normal text	Normal text ✔✔✔	Normal text ✔✔	Normal text ✗	Normal text ✗	Normal text ✗
Large text	**Large text** ✔✔✔	**Large text** ✔✔✔	**Large text** ✔✔	**Large text** ✗	**Large text** ✗
Graphic and UI objects	● ✔✔	● ✔✔	● ✔✔	● ✗	● ✗
Normal text	Normal text ✔✔✔	Normal text ✔✔	Normal text ✗	Normal text ✗	Normal text ✗
Large text	**Large text** ✔✔✔	**Large text** ✔✔	**Large text** ✔✔	**Large text** ✗	**Large text** ✗
Graphic and UI objects	○ ✔✔	○ ✔✔	○ ✔✔	○ ✗	○ ✗

Brand Identity

The Employ My Ability brand features an illustration created by Melbourne artist Shelby Gardner, shown right.

It may be used in full, cropped or contained within a shape (shown below). Never re-colour or distort the artwork.

The artwork can only be used within the Disability Employment Strategy and associated assets, use outside of these items is prohibited.

When in use, it should always be credited to the artist.
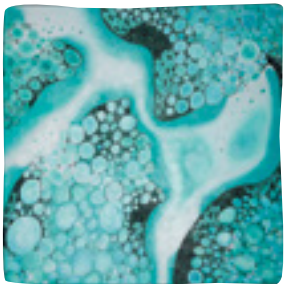
Feature artwork
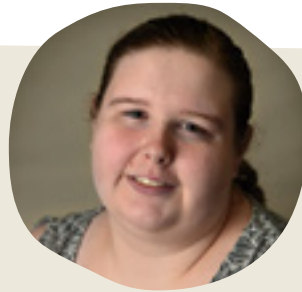
About the artist

Shelby Gardner

Shelby works with canvas and ceramics. She has a strong eye for detail, creating realist paintings through carefully controlled brushstrokes.

In 2019, she exhibited at the State Trustees' 'Connected' show at Federation Square in the heart of Melbourne.

MELBOURNIAN PLANT CELLS (2018)
ACRYLIC ON CANVAS

Brand Identity

Photography

The Employ My Ability Imagery represents our vision:

Inclusive workplace cultures where people with disability thrive in their careers.

Images should be bright, natural and positive, and where possible be within a workplace environment.

Avoid imagery using effects or filters, cliché themes, unnatural poses, or strange crops. Images should feel natural and realistic.

Please note the photography can only be used within the Disability Employment Strategy and associated products.
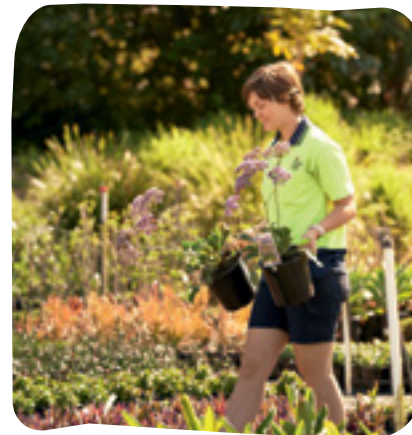
Our typography style is simple, straightforward, clean and considered to support honest, confident and succinct headlines and messages.

Primary typeface

New Spirit has been selected as our brand typeface for all communication materials.

Available at TypeKit https://fonts.adobe.com/fonts/new-spirit

Secondary typeface

Poppins is to be used in conjunction with New Spirit.

Available at TypeKit https://fonts.adobe.com/fonts/poppins

Alternative typeface

Where the above typefaces cannot be used, Verdana may be used as a replacement.

New Spirit

Light, Regular, **Medium, Semi Bold** and **Bold**

Used in headings, subheadings and highlights.

Poppins

Light, Regular, **Medium, Semi Bold** and **Bold**

Used in body copy, captions, diagrams and infographics.

Verdana

Regular and **Bold**

Used as necessary in headings, body copy and captions etc.

Brand Identity

Icons and Infographics

Employ My Ability icons and infographics are friendly, simple and positive.

[01] [02}
Icons may sit within round shapes or on white.

[03]
Infographics are created using the various brand elements including icons, fonts, colours and shapes in an interesting and easy to understand way.

Examples are shown right.

[01]

[02]

[03]

IMPROVE
information, tools and resources for people with disability and employers.

Help people connect with information and supports.

Creating more genuine choice and control for people with disability.

Application
Brand visual examples.

Employ My Ability

Australian Government

Employment for people with disability.

Just **53.4% of people with disability** are in the labour force, compared with **84.1% of those without disability**.

This gap of over 30% has remained largely unchanged since 2003.

It's time for this to change.

The Australian Government has released a disability employment strategy, *Employ My Ability*.

Employ My Ability is focused on creating a society where people with disability can thrive in their careers.

Find out more and see how you can play a role by visiting the **Disability Employment Strategy** web page.

DISABILITY EMPLOYMENT STRATEGY

Employ My Ability

Australian Government

Looking to improve your workplace performance and culture?

Don't know where to start?

Research shows employing people with disability results in better organisational performance.

There are a range of supports and services to help you create a more diverse and inclusive workplace.

Start building your disability confidence by:

- Visiting the **JobAccess** website or by calling **1800 464 800**.
- Engaging with sector professionals who are focussed on inclusion of people with disability:
  - **Australian Network on Disability**
  - **Diversity Council Australia**
  - **Get Skilled Access**
- Getting involved in the Australian Human Rights Commission **IncludeAbility** project.
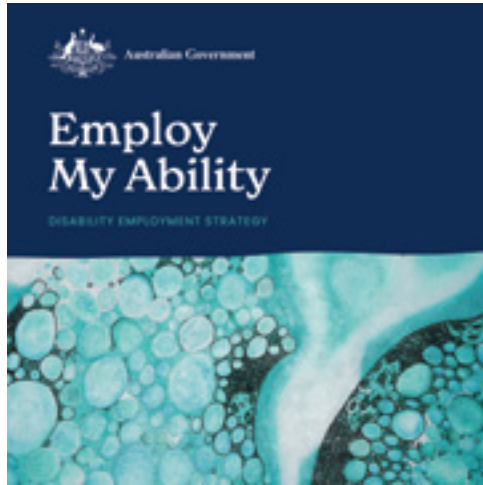
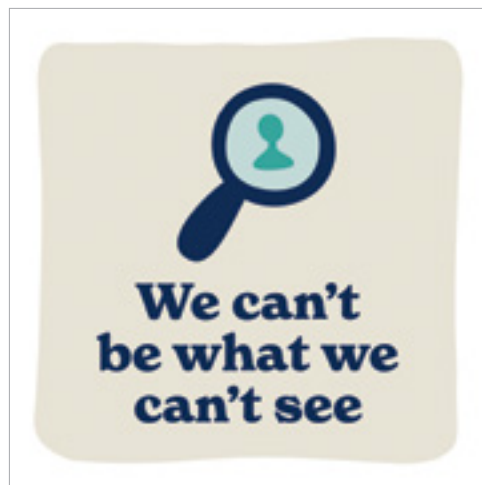DISABILITY EMPLOYMENT STRATEGY

Application

Pull up banners
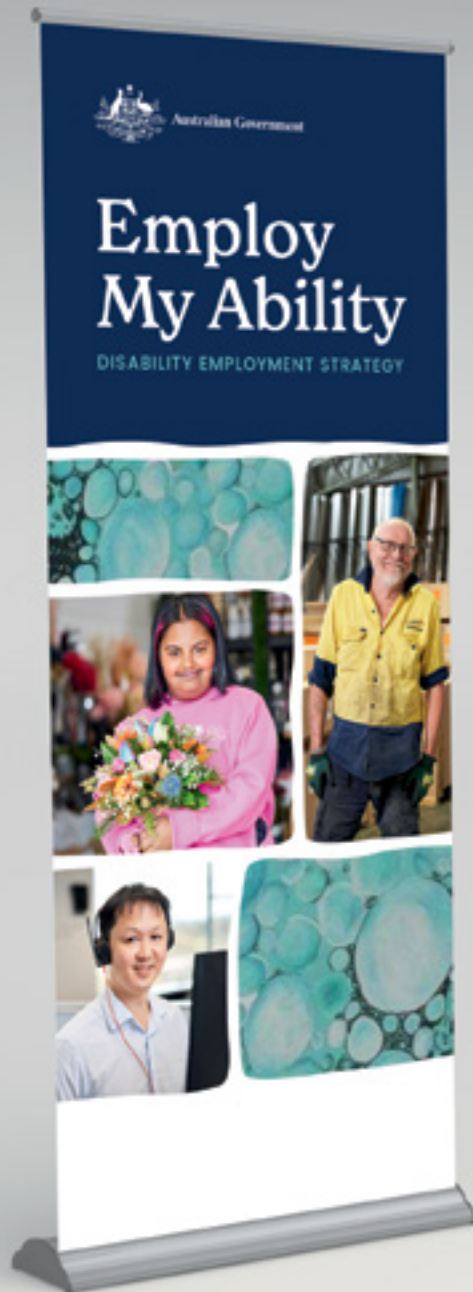
Application

Social media tiles

Social media tiles

Application

Newsletter images

Employ
My Ability

DISABILITY EMPLOYMENT STRATEGY