

TRADE MARK PROTOCOL FOR FAMILY RELATIONSHIP CENTRES

Contents

Purpose of the Trade Mark Protocol for Family Relationship Centres (Protocol).....	2
Protocol Terms and Conditions	2
1. Definitions	2
2. Compliance with Protocol and Guidelines.....	3
3. Reputation and goodwill in respect of the Family Relationship.....	3
Centre landmark	3
4. Monitoring use of the Family Relationship Centre landmark	4
5. Use of the Family Relationship Centre landmark	4
6. Maintenance of the Commonwealth's Rights	8
7. Ceasing use of the Family Relationship Centre landmark.....	8
8. General provisions	8
9. Further information	9
Attachment A – Branding Guidelines	10
Attachment B – Frequently asked questions about branding of the Family Relationship Centres.....	33

Purpose of the Trade Mark Protocol for Family Relationship Centres (Protocol)

- A. This Protocol applies to the Grantees who are a party to a grant agreement (the Agreement) with the Department of Social Services (DSS) under which the Grantee is approved to receive funding through the Commonwealth's Family Relationship Services Program (FRSP), to operate a Family Relationship Centre.
- B. As specified in Schedule 2 of the Grant Agreement, the Grantee must comply with these Protocol terms and conditions relating to the use of the Family Relationship Centre brandmark, the Guidelines, and any other directions notified to it in writing by the Commonwealth.
- C. The Commonwealth can alter these Protocol terms and conditions by notifying the Grantee at least one month prior to the changes coming into effect.
- D. The terms and conditions for use of the Family Relationship Centre brandmark are set out below.

Protocol Terms and Conditions

1. Definitions

- 1.1. In this Protocol, unless the context indicates otherwise:

Australian Government Initiative logo means the Commonwealth Coat of Arms used in conjunction with the wording 'Australian Government Initiative' as shown in Attachment A.

Commonwealth includes the officers, delegates, employees, other contractors and agents of the Commonwealth.

External signage means the signage located on the exterior of the Family Relationship Centre on either a light box, pylon sign, door or window that displays the brandmark.

Family Relationship Centre means the Family Relationship Centre that is the subject of the Grant Agreement between the Commonwealth and the Grantee.

Family Relationship Centre brandmark means the brandmark set out in the Family Relationship Centre Branding Guidelines (see Attachment A) which is to be used by the Grantee as the identifying symbol for Family Relationship Centres.

Grantee means the party to a grant agreement with the Commonwealth of Australia as represented by and acting through DSS for the provision of services under the Commonwealth's FRSP. For the purposes of this Protocol, the Grantee includes consortium members (where applicable), subcontractors and brokers who will be providing Family Relationship Centre services.

Guidelines means the Family Relationship Centre Branding Guidelines set out in Attachment A as amended from time to time, which specifies how the Family Relationship Centre brandmark must be used in conjunction with the Australian Government Initiative logo.

Internal signage means the signage located on the interior of the Family Relationship Centre.

2. Compliance with Protocol and Guidelines

- 2.1. Subject to clause 2.2, the Grantee must use the Family Relationship Centre brandmark and the Australian Government Initiative logo on all publicly available material (including but not limited to publications, printed material or signage) produced by the Grantee which relates to the operations or services of the Family Relationship Centre.
- 2.2. The Grantee must use the Family Relationship Centre brandmark and the Australian Government Initiative logo in accordance with:
 - (a) these Protocol terms and conditions; (b) the Guidelines; and
 - (c) any other directions notified to it in writing by the Commonwealth.
- 2.3. For further advice in regard to the use of the Family Relationship Centre brandmark and the Australian Government Initiative logo, the Grantee can also refer to the frequently asked questions about branding of the Family Relationship Centres document at Attachment B.

3. Reputation and goodwill in respect of the Family Relationship Centre brandmark

- 3.1. Nothing in this Protocol confers upon the Grantee any right title or interest in the Family Relationship Centre brandmark or any related registered or unregistered mark of the Commonwealth.
- 3.2. All reputation and goodwill attaching to the use of the Family Relationship Centre brandmark and any related registered or unregistered branding of the Commonwealth by the Grantee will remain solely for the benefit of the Commonwealth.
- 3.3. Except where expressly stated in this Protocol or otherwise agreed in writing by

the Grantee and the Commonwealth, any statutory or common law rights that may otherwise be granted to authorised users of the Family Relationship Centre trademark and any related registered or unregistered mark are expressly excluded.

4. Monitoring use of the Family Relationship Centre trademark

- 4.1. At the request of the Commonwealth, the Grantee must submit samples of all advertising material bearing the Family Relationship Centre trademark for examination by the Commonwealth to ensure the mark is being applied in accordance with this Protocol and the Guidelines.
- 4.2. The Commonwealth may inspect the Family Relationship Centre or any other premises from which Family Relationship Centre services are provided, to verify that the Grantee is complying with the terms and conditions set out in this Protocol and the Guidelines.
- 4.3. The Grantee will, at any other time, submit evidence of its compliance with the terms and conditions of use of the Family Relationship Centre trademark in the manner and form requested by the Commonwealth, upon the giving of reasonable notice by the Commonwealth.
- 4.4. The Grantee must seek approval from the Commonwealth for the content of all signage displaying the Family Relationship Centre trademark, which departs from the Guidelines.
- 4.5. The Grantee will notify the Commonwealth immediately if it becomes aware of any breach by the Grantee of this Protocol.

5. Use of the Family Relationship Centre trademark

Stationery and promotional material

- 5.1. Subject to clause 5.2, the Family Relationship Centre trademark (together with the Australian Government Initiative logo) must appear on all stationery and promotional material including, but not limited to:
 - Polo shirts and T-shirts,
 - Displays and banners, and
 - Stationery (including letterheads, pens, stickers etc)

which is used in providing services relating to the Family Relationship Centre. No other branding may appear on this material.

- 5.2. The Grantee must comply with the requirements for use of the Family Relationship Centre trademark on stationery and promotional material as set out in the 'Applications – Stationery and promotional material' section of the Guidelines.

- 5.3. The Grantee must not use the Family Relationship Centre brandmark when conducting activities not related to the operations of the Family Relationship Centre i.e. If another service is conducting a seminar at the Family Relationship Centre premises, and the Family Relationship Centre is not involved in presenting, the Family Relationship Centre brandmark must not be used on the promotional material.

Banners

- 5.4 When a Family Relationship Centre requires a banner, the Grantee must comply with the following specifications:

Pull up banner:

When purchasing a pull up banner, the vertical 'stacked' brandmark logo must be used, along with the first three dot points describing the services as set out in the 'Applications – Signage'.

Horizontal banner:

When purchasing a horizontal banner, the horizontal 'inline' brandmark logo must be used, along with the first three dot points describing the services as set out in the 'Applications – Horizontal Signage, Limited Space'.

Website requirements

- 5.5. The Grantee agrees to refer only to the Family Relationships Online website with web address www.familyrelationships.gov.au (or another website notified in writing to the Grantee by the Commonwealth) in relation to the Family Relationship Centre. No other website address can be used with the Family Relationship Centre brandmark (together with the Australian Government Initiative logo).
- 5.6. The Grantee may display information pertaining to Family Relationship Centres e.g. location, opening times, on their organisation's website without the use of the brandmark. However, the Grantee must acknowledge that funding of the Family Relationship Centre is an initiative of the Australian Government.

Social Media

- 5.7. Promotion of the Family Relationship Centre by the Grantee is permitted on the Grantee's social media channels including, but not limited to the Grantee's website, Facebook page and Twitter account. However, the Grantee must ensure that any use of social media in the context of promoting a Family Relationship Centre, is in accordance with the APS Values and Code of Conduct. Please refer to the Australia Public Service Commission web page at: <http://www.apsc.gov.au/home>.

5.8. If using social media channels the Grantee must ensure they conduct themselves in the following ways:

- Be apolitical, impartial and professional
- Behave with respect and courtesy, and without harassment
- Deal appropriately with information, recognise that some information needs to remain confidential, and
- Take responsible steps to avoid conflicts of interest.

The Commonwealth reserves the right to request that any social media posts or tweets it deems inappropriate or of a political nature, be removed immediately.

When co-branding may be used

5.9. Subject to these Protocols and the Guidelines, co-branding may only be applied on external and internal signage, when a Family Relationship Centre is co-located and/or providing a service in partnership with another service provider.

5.10. The Grantee must comply with the requirements for applying co-branding as set out in the 'Co-branding' section of the Guidelines and any other directions that may be issued to it by the Commonwealth.

5.11. The Family Relationship Centre landmark (together with the Australian Government Initiative logo) must appear separate from any other marks and it must always have prominence over any other logo or graphic element. Any other logo or graphic element must always be a lesser width than the Family Relationship Centre landmark.

External signage requirements – principal location

5.12. The Family Relationship Centre landmark (together with the Australian Government Initiative logo) must be clearly recognisable from a reasonable distance.

5.13. Unless prior approval has been obtained from the Commonwealth and/or a co-location arrangement is in place, only the Family Relationship Centre landmark and the Australian Government Initiative logo can appear on external signage.

5.14. Centres must display at least one prominent external sign at the principal location of a Family Relationship Centre that includes the following description of the services available at the Centre (in accordance with the requirements set out under the heading 'Application - Signage' in the Guidelines):

- Strengthening family relationships

- Helping families stay together
- Assisting families through separation

Less visible signage, e.g. those displayed from higher level vantage points, must always display the words 'Family Relationship Centre', the Family Relationship Centre logo and the Australian Government initiative logo but may omit the three dot points if space restrictions do not support this. If less visible signage is not in proximity to the main external signage, e.g. at alternate entrances, it is recommended that the three dot points be included.

- 5.15. Where a Family Relationship Centre is co-located with another service (whether that other service is funded by the Commonwealth, State or Territory government or by another organisation) and is the principal activity conducted at the premises, the Family Relationship Centre landmark must take prominence over the co-located service on external signage. Services provided through the Family Relationship Centre should be clearly listed on the external signage. Other services which are available from the premises can also be detailed in the manner provided in the 'Applications – Signage' section of the Guidelines.

External signage requirements where Family Relationship Centre services are provided from additional sites

- 5.16. Where Family Relationship Centre services are provided on an occasional basis through a site operated by another organisation, the Family Relationship Centre landmark (together with the Australian Government Initiative logo) may be displayed as a secondary identifying symbol on signage for that site.
- 5.17. Where Family Relationship Centre services are hosted by another organisation providing a range of services, the Family Relationship Centre landmark (together with the Australian Government Initiative logo) may be displayed as a secondary identifying symbol on signage for that site.

Internal signage requirements – principal location

- 5.18. Any internal signage at the principal location of a Family Relationship Centre must display the Family Relationship Centre landmark (together with the Australian Government Initiative logo) in accordance with the Guidelines.
- 5.19. Organisations that manage the Family Relationship Centre may display their own logo as a secondary logo, but must ensure that the Family Relationship Centre landmark has prominence as detailed in the 'Applications – Signage' section of the Guidelines.
- 5.20. Other branding can appear on internal signage in accordance with the requirements in clauses 5.5 to 5.7 regarding co-branding.

6. Maintenance of the Commonwealth's Rights

- 6.1. The Grantee must refrain from taking any steps which may call into question the Commonwealth's rights in respect of the Family Relationship Centre brandmark or any related Commonwealth logo or graphic element (including the validity of corresponding trade mark registrations).
- 6.2. The Grantee must notify the Commonwealth immediately if it detects or reasonably suspects any infringement of the Commonwealth's rights in respect of the Family Relationship Centre brandmark, and agrees to provide all reasonable assistance to the Commonwealth in respect of any proceedings brought by it in relation to that infringement.

7. Ceasing use of the Family Relationship Centre brandmark

- 7.1. The Grantee must cease use of the Family Relationship Centre brandmark and comply with all reasonable directions of the Commonwealth relating to cessation of such use if:
- (a) the Grant Agreement expires or is earlier terminated in the Commonwealth General Grant Conditions under 18. Termination for default and 19. Cancellation for convenience of the Grant Agreement; or
 - (b) the Commonwealth determines that the Grantee has failed to comply with the terms and conditions of the Grant Agreement, the Protocol or the Guidelines and provides written notice to the Grantee to that effect; or
 - (c) the Commonwealth provides written notice to the Grantee that it withdraws its authorisation for the Grantee to use the Family Relationship Centre brandmark for any reason including without limitation for the reason that the Family Relationship Centre brandmark will no longer be a logo used by the Commonwealth or its authorised users.

8. General provisions

- 8.1. The Grantee agrees:
- (a) not to misrepresent its relationship with the Commonwealth; and
 - (b) not to engage in misleading or deceptive conduct in relation to:
 - i. its use of the Family Relationship Centre brandmark or any related registered or unregistered branding of the Commonwealth;
 - ii. its provision of services in respect of any Commonwealth Government funded services;

iii. any Family Relationship Centre operated or controlled by it.

8.2. The Commonwealth reserves the right to amend these Protocol terms and conditions and the Guidelines from time to time as it sees fit by giving at least one month's written notice to the Grantee.

9. Further information

9.1.1. For further information or to seek Commonwealth approval as required by this Protocol, please contact:

Project Officer
Family Dispute Resolution and System Integration Section
Family Law Branch
Attorney-General's Department
Email: FLSIsection@ag.gov.au

ATTACHMENT TO THE TRADE MARK PROTOCOL
FOR FAMILY RELATIONSHIP CENTRES



An Australian Government Initiative

Family Relationship Centre BRANDING GUIDELINES

May 2014

Please note: The Family Relationship Centre Branding Guidelines work in conjunction with The Australian Government Branding Guidelines. This documents should be referred to for any further clarification and is available from www.dpmc.gov.au

The Branding Guidelines also work in conjunction with the Trade Mark Protocol for Family Relationship Centres.

For further information or clarifications of these Branding Guidelines, please contact:
Project Officer
Family Dispute Resolution and System Integration Section
Family Law Branch
Attorney-General's Department
Email: FLSIsection@ag.gov.au

These guidelines have been digitally produced therefore all colours should be cross-referenced with the Pantone ® Imaging Guide.

CONTENTS

THE BRANDMARK	3
THE FAMILY RELATIONSHIP CENTRE BRANDMARK	4
THE FULL COLOUR BRANDMARK	5
ONE COLOUR BRANDMARK	6
GREYSCALE BRANDMARK	6
MONOTONE BRANDMARK	6
REVERSED BRANDMARK	7
TYPEFACE	8
PRIMARY FONT	8
SUPPORTING FONT	8
POSITIONING	9
CLEAR SPACE	10
USAGE OF BRANDMARK	11
APPLICATIONS – STATIONERY AND PROMOTIONAL MATERIAL	13
WITH COMPS, LETTERHEAD	13
ENVELOPE, DL	14
APPOINTMENT CARD	15
BUSINESS CARD	16
BANNERS	18
APPLICATIONS – INTERNAL SIGNAGE	19
HORIZONTAL SIGNAGE	20
CO-BRANDING	21
DIGITAL FILE FORMATS	22
FURTHER INFORMATION	23

THE BRANDMARK

The Family Relationship Centre brandmark has been designed to symbolise family. Four stylised figures coming together to form the whole. Each figure is portrayed in different colours, highlighting the needs of the individual.

The Family Relationship Centre brandmark is bright and fresh, the colours primary and distinctive, linking directly to the needs of the child.

The tagline 'Helping families build better relationships' further expresses the key positioning of the Family Relationship Centre brandmark.



THE FAMILY RELATIONSHIP CENTRE BRANDMARK

The Family Relationship Centre brandmark always appears with the 'An Australian Government Initiative' logo and is available in two configurations:

- a. As a horizontal 'INLINE' brandmark
- b. As a vertical 'STACKED' brandmark.

It is left to the discretion of the user – whether this be a design agency, company, printer, or individual who needs to apply the brandmark – as to which configuration should be used for any specific application.

For signage (including banners), and stationery and promotional material applications, see pages 13–15.

All other cases, the inline or stacked branding will be used.



An Australian Government Initiative

a. THE 'INLINE' BRANDMARK



An Australian Government Initiative

b. THE 'STACKED' BRANDMARK

Family Relationship Centre

BRANDING GUIDELINES

THE FULL COLOUR BRANDMARK





It is intended that the Family Relationship Centre brandmark be reproduced in full colour whenever possible. However, it may be reproduced in one colour—either the stipulated PMS 286 blue, or black if necessary.

In keeping with these guidelines, the 'An Australian Government Initiative' logo can only be used in the stipulated PMS 286 blue or black if necessary.



An Australian Government Initiative

BRANDMARK IN FULL COLOUR

 PMS 286	 PMS 186	 PMS 376	 PMS 116
C 100 M 66 Y 0 K 2	C 0 M 100 Y 81 K 4	C 50 M 0 Y 100 K 0	C 0 M 16 Y 100 K 0
R 0 G 93 B 170	R 227 G 24 B 54	R 140 G 190 B 63	R 255 G 210 B 0
WEB 005DAA	WEB E31836	WEB 8CC63F	WEB FFD200

Family Relationship Centre

BRANDING GUIDELINES

ONE COLOUR BRANDMARK

In the case of one colour use, the brandmark should be used in PMS 286 blue only.

Here the graphic elements are to appear in the stipulated percentages of PMS 286 blue, as illustrated on this page.



An Australian Government Initiative

GREYSCALE BRANDMARK

In the greyscale application of the brandmark, the graphic elements are to appear in the stipulated percentages of black, as illustrated on this page.



An Australian Government Initiative

MONOTONE BRANDMARK

On occasions where it is not possible to use the full colour, one colour or greyscale brandmark, there is a monotone version available. This may be appropriate to faxed communications, for example, where tonal reproduction is not possible.



An Australian Government Initiative

REVERSED BRANDMARK

The brandmark can be reversed – out of a black, or other dark colour if necessary.

It is essential that the background colour be of sufficient contrast to not jeopardise the integrity of the brandmark.

Pastel or light coloured backgrounds should not be used if the mark is reversed, as this application will not create sufficient contrast.



BRANDMARK REVERSED OUT OF BLACK



BRANDMARK REVERSED OUT OF A SUITABLE BACKGROUND COLOUR



BRANDMARK REVERSED OUT OF AN INCORRECT BACKGROUND COLOUR, THERE IS NOT ENOUGH CONTRAST

TYPEFACE

PRIMARY FONT

The typeface featured in the brandmark is 'Dax'. Dax is from the FontShop International type collection. It was chosen for its legibility and variety of weights available.

Dax should be used for all applications wherever possible—address panels on both letterhead and with compliments slips, internal and external signage.

Recommended weights are regular, medium and bold, however light and extra bold are also available.

Italicised, condensed or expanded styles are not recommended as they are more difficult to read than regular styles.

'Dax' can be purchased and downloaded from www.fontshop.com.au

SUPPORTING FONT

The supporting typeface chosen for the brand is 'Arial'. This may be used in the event that the primary font 'Dax' is unavailable.

It is recommended that 'Arial' be used for online applications as it is a highly legible screen font, and is available on most computers.

'Arial' may be used for all internal correspondence, such as letters, reports and memos.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

DAX LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

DAX REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

DAX MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

DAX BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

DAX EXTRA BOLD

THE 'DAX' FONT FAMILY

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

ARIAL REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

ARIAL ITALIC

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

ARIAL BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

ARIAL BOLD ITALIC

THE 'ARIAL' FONT FAMILY

Family Relationship Centre

BRANDING GUIDELINES

POSITIONING

The brandmark should always have prominence over and above other images and graphic elements. Where possible, the brandmark should be placed at the top of the item it appears on.

Please note: These examples have been reduced to fit on the page. The minimum width of the Coat of Arms is 20mm.



CORRECT POSITIONING OF BRANDMARK ON STATIONERY, AT TOP OF DOCUMENT



INCORRECT POSITIONING OF BRANDMARK ON STATIONERY, AT BASE OF DOCUMENT

CLEAR SPACE

It is essential that the brandmark always appear with sufficient clear space to ensure that its integrity is not jeopardised. The clear space measure is defined by Australian Government Design Guidelines.

The clear space measure 'X' is based upon the distance between the bottom of the capital 'F' in 'Family' and the top of the capital letter 'H' in 'HELPING FAMILIES BUILD BETTER RELATIONSHIPS', as illustrated on this page.

The clear space measure 'X' must be maintained throughout the application of the Family Relationship Centre brandmark.



THE CLEAR SPACE MEASURE



CLEAR SPACE REQUIREMENTS FOR 'INLINE' BRANDMARK
 (Please note this example has been reduced to fit on the page.
 The minimum width of the Coat of Arms is 20mm)



CLEAR SPACE REQUIREMENTS FOR 'STACKED' BRANDMARK

USAGE OF BRANDMARK

The Family Relationship Centre brandmark should only be used in the formats and colours stipulated in these Guidelines (see figure a).

The elements which make up the brandmark should not be altered or adjusted in any way. For example:

- a. The brandmark should not be reproduced in colours other than PMS 286 or black. Light or pastel colours do not provide sufficient contrast.

The brandmark must appear entirely in the same colour application. The brandmark should not appear partially in colour and partially in black and white.

- b. The 2 logos which make up the brandmark must not be interchanged. For example—'An Australian Government Initiative' logo must not be placed to the left of the Family Relationship Centre brandmark.



- a. INCORRECT USE:
BRANDMARK MUST NOT BE REPRODUCED
IN COLOURS OTHER THAN PMS 286 OR BLACK*



- b. INCORRECT USE:
- BRANDMARK ELEMENTS MUST NOT BE INTERCHANGED
- BRANDMARK MUST NOT APPEAR PARTIALLY IN COLOUR AND
PARTIALLY IN BLACK AND WHITE*

Family Relationship Centre

BRANDING GUIDELINES

USAGE OF BRANDMARK CONTINUED

- c. The brandmark should not be placed on a light or pastel coloured background that does not provide sufficient contrast. The full colour brandmark must only be used on a white background.
- d. The brandmark should not be placed on a background image or photograph.
- e. The wording of the brandmark “Family Relationship Centre—helping families build better relationships” must not be edited for any purpose.



✘ c. *INCORRECT USE:*
BRANDMARK SHOULD NOT BE PLACED ON ANY LIGHT COLOURED BACKGROUND EXCEPT WHITE



✘ d. *INCORRECT USE:*
BRANDMARK SHOULD NOT BE PLACED ON ANY BACKGROUND IMAGE OR PHOTOGRAPH



✘ e. *INCORRECT USE:*
BRANDMARK WORDING SHOULD NOT BE EDITED

Family Relationship Centre

BRANDING GUIDELINES

APPLICATIONS – STATIONERY AND PROMOTIONAL MATERIAL

These are the set stationery sizes:

Letterhead – A4 Size (210mm x 297mm)

With Compliments Slip – DL Size (210mm x 99mm)

*Please note: These examples have been reduced to fit on the page.
The minimum width of the Coat of Arms is 20mm.*

The Family Relationship Centre landmark is to always be used when conducting Family Relationship Centre business/activities. No other organisational logos can be used.

The Family Relationship Centre landmark is located at the top left, with right aligned address block at the top right.

The Australian Government Initiative logo is located at the bottom right.

Inclusion of the location of the centre above the address block is optional.



TOWNSVILLE
51 Sample St, Sampleville VIC 3000
T: 0000 0000 F: 0000 0000
www.familyrelationships.gov.au



51 Sample St, Townsville QLD 4000
T: 0000 0000 F: 0000 0000
www.familyrelationships.gov.au

WITH COMPLIMENTS
SLIP

HE



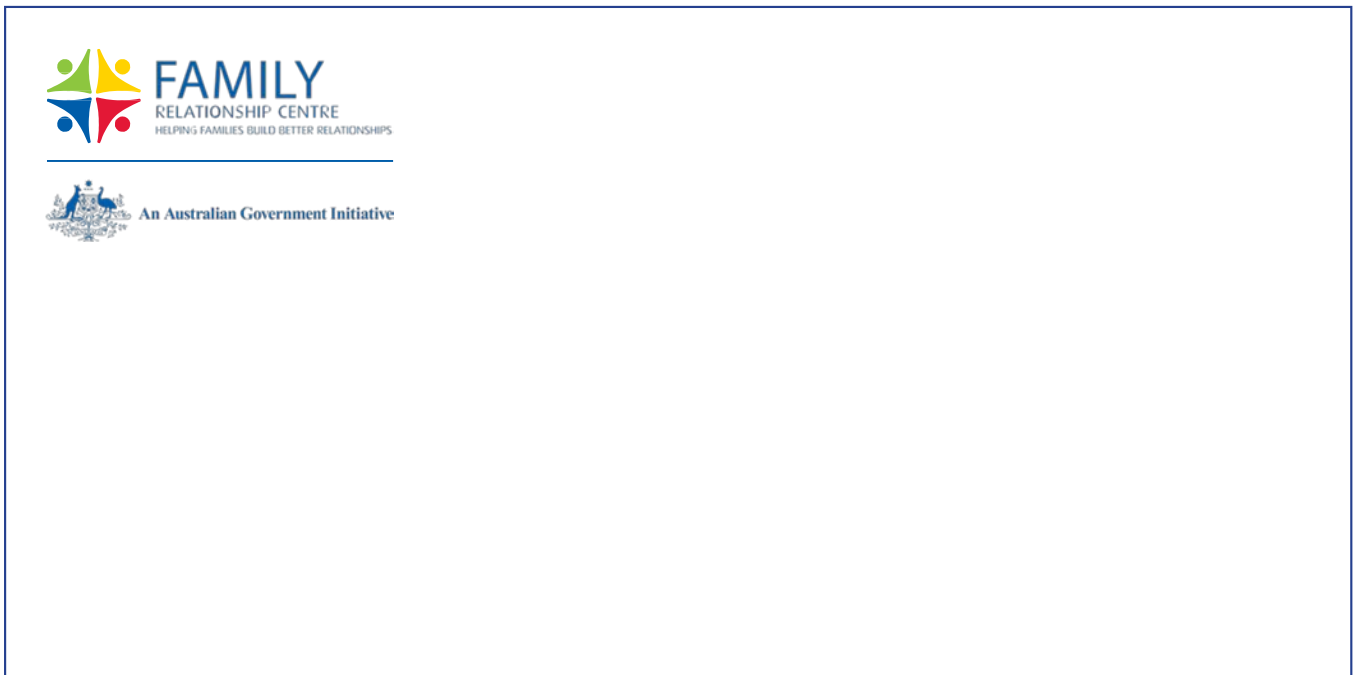
An Australian Government Initiative

LETTERHEAD

APPLICATIONS – STATIONERY AND PROMOTIONAL MATERIAL (continued)

Envelope – DL Size (220mm x 110mm)

Please note: These examples have been reduced to fit on the page.



DL ENVELOPE, COLOUR



DL ENVELOPE, MONOTONE

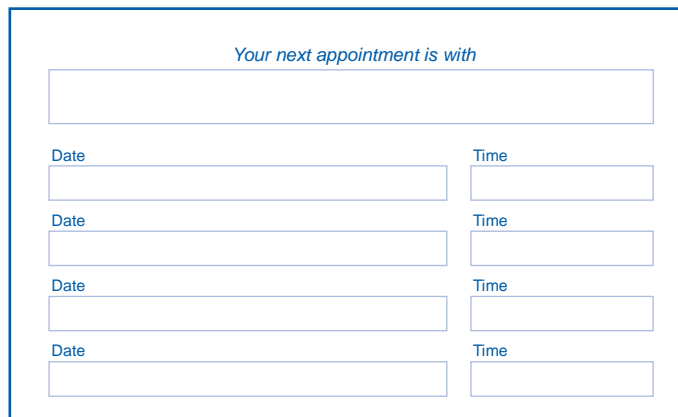
APPLICATIONS – STATIONERY AND PROMOTIONAL MATERIAL (continued)

Appointment card – (90mm x 55mm)



The front of the appointment card features the Family Relationship Centre logo at the top left, which consists of four stylized human figures in green, yellow, blue, and red. To the right of the logo is the text 'FAMILY RELATIONSHIP CENTRE' in a bold, sans-serif font, with the tagline 'HELPING FAMILIES BUILD BETTER RELATIONSHIPS' in a smaller font below it. The center of the card contains the following text: '[location] Family Relationship Centre', '126 Sample Street', 'Sampleville VIC 3000', 'T (03) 3456 3456 F (03) 3678 3678', and 'www.familyrelationships.gov.au'. At the bottom left is the Australian Coat of Arms, and at the bottom right is the text 'An Australian Government Initiative'.

APPOINTMENT CARD, FRONT



The back of the appointment card features the text 'Your next appointment is with' centered at the top. Below this is a large rectangular box for the name of the contact. Underneath are four rows of appointment slots. Each row consists of a 'Date' label and a 'Time' label, each followed by a rectangular input box.

APPOINTMENT CARD, BACK

Family Relationship Centre

BRANDING GUIDELINES

APPLICATIONS – STATIONERY AND PROMOTIONAL MATERIAL (continued)

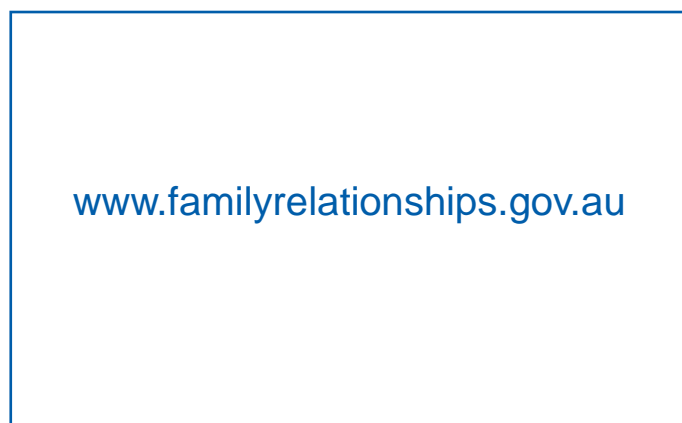
Business card – (90mm x 55mm)

BUSINESS CARD, FRONT



The front of the business card features the Family Relationship Centre logo on the left, which consists of four stylized human figures in green, yellow, blue, and red. To the right of the logo, the text reads: **FAMILY** RELATIONSHIP CENTRE, HELPING FAMILIES BUILD BETTER RELATIONSHIPS. Below this, the name **John Sample** is followed by [position], [location] Family Relationship Centre, 126 Sample Street, Sampleville VIC 3000. Contact information includes T (03) 3456 3456, F (03) 3678 3678, M 0429 888 888, and john.sample@[location]frc.org.au. At the bottom left is the Australian Government Coat of Arms, and at the bottom right is the text **An Australian Government Initiative**.

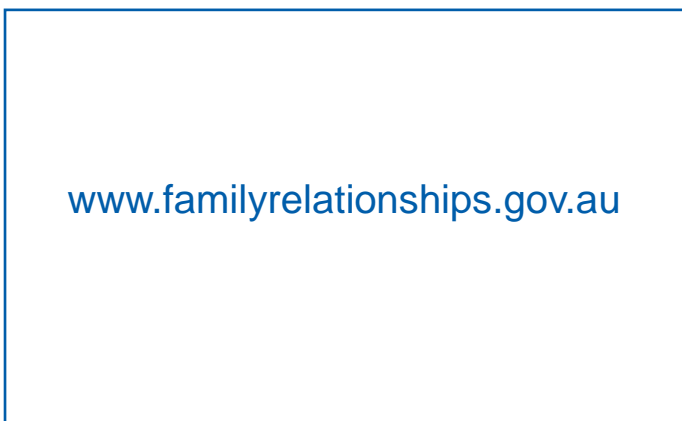
BUSINESS CARD, BACK



The back of the business card is plain white with the website address www.familyrelationships.gov.au centered in blue text.



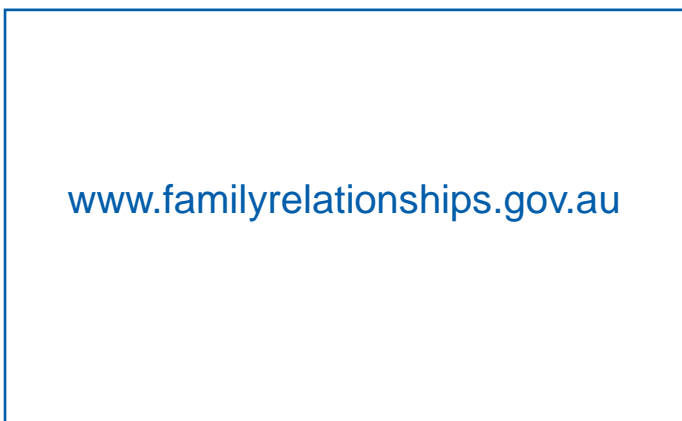
The front of the business card features the Family Relationship Centre logo on the left, which consists of four stylized human figures in green, yellow, blue, and red. To the right of the logo, the text reads: **FAMILY** RELATIONSHIP CENTRE, HELPING FAMILIES BUILD BETTER RELATIONSHIPS. Below this, the name **John Sample** is followed by [position], [location] Family Relationship Centre, 126 Sample Street, Sampleville VIC 3000. Contact information includes T (03) 3456 3456, F (03) 3678 3678, M 0429 888 888, and john.sample@[location]frc.org.au. At the bottom left is the Australian Government Coat of Arms, and at the bottom right is the text **An Australian Government Initiative**.



The back of the business card is plain white with the website address www.familyrelationships.gov.au centered in blue text.



The front of the business card features the Family Relationship Centre logo on the left, which consists of four stylized human figures in green, yellow, blue, and red. To the right of the logo, the text reads: **FAMILY** RELATIONSHIP CENTRE, HELPING FAMILIES BUILD BETTER RELATIONSHIPS. Below this, the name **JOHN SAMPLE** is followed by [position], [location] Family Relationship Centre, 126 Sample Street, Sampleville VIC 3000. Contact information includes T (03) 3456 3456, F (03) 3678 3678, M 0429 888 888, and john.sample@[location]frc.org.au. At the bottom left is the Australian Government Coat of Arms, and at the bottom right is the text **An Australian Government Initiative**.



The back of the business card is plain white with the website address www.familyrelationships.gov.au centered in blue text.

Family Relationship Centre

BRANDING GUIDELINES

APPLICATIONS – STATIONERY AND PROMOTIONAL MATERIAL (continued)

Business card – (90mm x 55mm)



 **FAMILY**
RELATIONSHIP CENTRE
HELPING FAMILIES BUILD BETTER RELATIONSHIPS

John Sample
[position]

[location] Family
Relationship Centre
126 Sample Street
Sampleville VIC 3000

T (03) 3456 3456
F (03) 3678 3678
M 0429 888 888

john.sample@[location]frc.org.au
www.familyrelationships.gov.au

 An Australian Government Initiative



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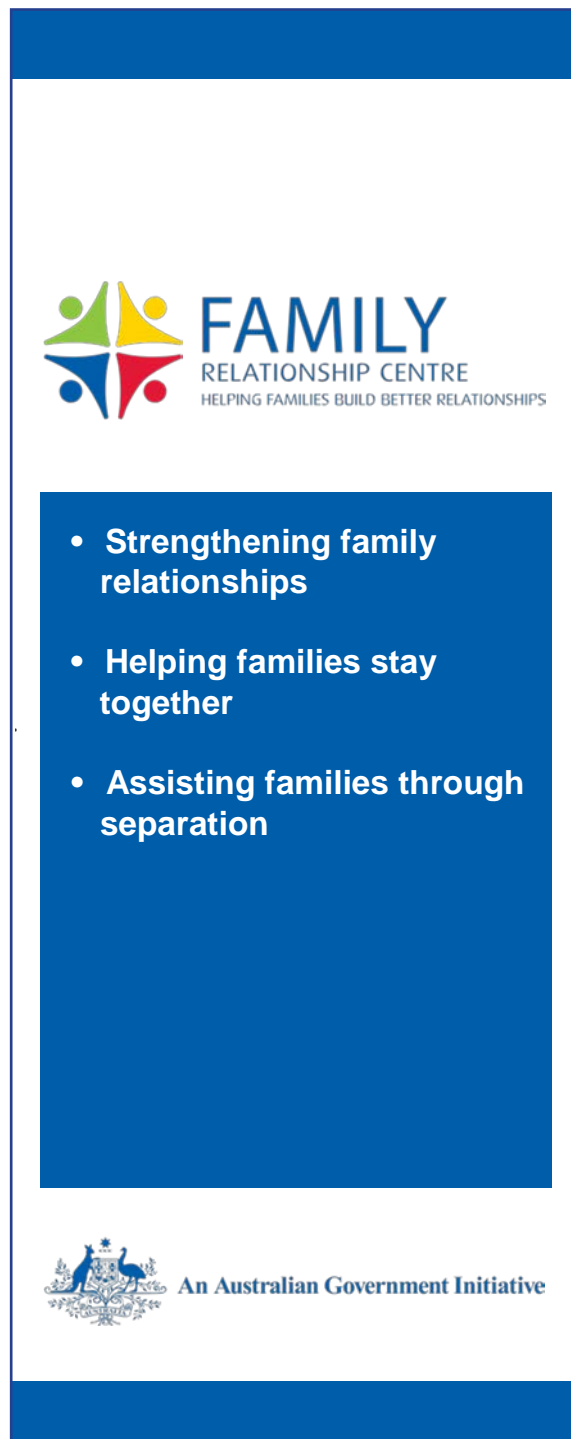
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APPLICATIONS – STATIONERY AND PROMOTIONAL MATERIAL (continued)

Banners



APPLICATIONS – SIGNAGE

While no particular sizes or minimum size are specified for internal and external signage, it is advised that the landmark and the Australian Government Initiative logo should be clearly readable from a reasonable distance.

The Australian Government Initiative logo is to be kept in proportion with Family Relationship Centre landmark as shown. The Australian Government Initiative logo can appear at the bottom of external and internal signs.

The colour of the font used for both internal and external signage must always be the stipulated PMS 286 Blue, to be consistent with all other applications of the landmark.

INTERNAL SIGNAGE



THE LANDMARK AND
AUSTRALIAN GOVERNMENT
INITIATIVE LOGO ARE
EQUAL IN WIDTH

External signage

Only the Family Relationship Centre landmark can be displayed with the first three dot points describing services.

Additional non-Family Relationship Centre services can also be described with the words 'Also available here:....'.

Without approval from the Department, no other logos can be applied to the external signage, unless the Family Relationship Centre is in a co-location arrangement.

External signage for outreach locations

Family Relationship Centre landmark does not have to be dominant if the premise it is displayed at is not the principal place for the Family Relationship Centre (ie sub-agency etc).

Internal signage

Family Relationship Centre landmark should be prominent.

Logos of other organisations that support the Family Relationship Centre can also be displayed separately within the premises. See clauses 5.9 to 5.11 of the protocol.



EXTERNAL SIGNAGE

APPLICATIONS – HORIZONTAL SIGNAGE, LIMITED SPACE



Family Relationship Centre

BRANDING GUIDELINES

CO-BRANDING

In the event that a logo other than the Australian Government Initiative logo is to appear with the Family Relationship Centre brandmark, it must appear separate from the existing brandmark.

The Family Relationship Centre brandmark, should always have prominence over and above any other brandmark and should be placed at the top of any item it appears on.

The third brandmark must always be a lesser width than the Family Relationship Centre brandmark and must not be adjacent to the brandmark.



*CO-BRANDING
SHOULD ALWAYS
BE A LESSER
WIDTH THAN
THE PRIMARY BRANDMARK*

DIGITAL FILE FORMATS

This file format reference and application guide is provided to assist with the use of the brandmark.

Individual suppliers may have preference for other formats depending on applications and programs used, it is recommended that you consult with your supplier before supplying artwork.

1. ADOBE ILLUSTRATOR EPS FORMAT

CMYK, RGB, spot colour, one colour, greyscale and monotone versions of the brandmark are supplied in EPS format.

This format is best suited for use with all offset press, screen printed and large format printed applications, as this is vector art and can be scaled to any size required.

2. TIF FORMAT

CMYK, RGB, one colour, greyscale and monotone versions of the brandmark are supplied in TIF format.

This format is suitable for all printed applications, but should not be scaled larger than 100% as image quality will be lost.

3. JPEG FORMAT

RGB, one colour, greyscale and monotone versions of the brandmark are supplied in JPEG format.

Due to its small file size, this format is most suited for use in screen applications, for example PowerPoint presentations.

It is not suitable for offset printing.

4. GIF FORMAT

RGB, one colour, greyscale and monotone versions of the brandmark are supplied in GIF format.

Due to its compression qualities, this format is most suited for web application.

It is not suitable for offset printing.

4. BMP FORMAT

RGB, one colour, greyscale and monotone versions of the brandmark are supplied in BMP format.

This format may be placed in programs such as Microsoft Word and PowerPoint as an alternative to a JPEG.

It is not suitable for offset printing.

FURTHER INFORMATION

As the Family Relationship Centre landmark will never appear without the Australian Government logo, its application must always be guided by the Australian Government Design Guidelines.

For any application which is not detailed in this guide, we recommend that artwork must be submitted to the relevant department to receive approval that the landmark is being applied in accordance with these guidelines.

Any further queries in regards to the use of the Family Relationship Centre landmark should be directed to:

Project Officer
Family Dispute Resolution and System Integration Section
Family Law Branch
Attorney-General's Department
Email: FLSIsection@ag.gov.au



FREQUENTLY ASKED QUESTIONS ABOUT BRANDING OF THE FAMILY RELATIONSHIP CENTRES

This document sets out a short summary of the main requirements that apply to the use of the Family Relationship Centre brandmark. It is only a summary. People who use the brandmark should read the Trade Mark Protocol and Branding Guidelines for the Family Relationship Centres (the Protocol) to ensure that they comply with the relevant requirements.

Where are the brandmark requirements set out?

The Grant Agreement signed by organisations selected to operate a Family Relationship Centre requires them to comply with the Protocol. The Protocol has been provided to each Grant Recipient, additional copies can be obtained by emailing the Department of Social Services (DSS) through your Family Support Program (FSP) Funding Agreement manager. Centres will be advised of updates to the Protocol.

The Centre brandmark and name 'Family Relationship Centre' are also protected names and symbols under section 9A of the *Family Law Act 1975*. It is a criminal offence to use a protected name or symbol in certain circumstances without the approval of the Attorney-General.

Why have requirements for branding been developed?

The Australian Government is keen to ensure that Family Relationship Centres are easily recognisable as key entry points to the family law system. The 65 Family Relationship Centres together with the Family Relationship Advice Line and Family Relationships Online website, form an important national network that connects families to services that can assist them through a separation, help prevent separation or assist them build stronger family relationships.

A consistent, national approach to branding the Centres is critical to achieving the goal of the Centres being seen as a recognisable entry point. Without a consistent, clear symbol for the Centres there is a significant risk that the community will not easily recognise a Centre and an important objective for the Centres will not be achieved.



Australian Government
Department of Social Services

Does the ‘Australian Government Initiative’ branding have to appear with Centre landmark?

Yes. In June 2003, the Australian Government decided that a common branding approach would apply to all Australian Government Departments, agencies and programs. In relation to programs, the requirement is that the Commonwealth Coat of Arms and the words ‘An Australian Government Initiative’ appear with any program landmark.

In relation to the Centre landmark, the Protocol provides that it always appears with the ‘An Australian Government Initiative’ landmark. The Australian Government branding always appears to the right of the Centre landmark or below the Centre landmark (see page 4 of the Branding Guidelines).

To ensure that the Centre landmark remains highly visible and can be easily recognised by the public, the Protocol provides that it cannot appear with any other logo or landmark on external signage (unless the Centre is co-located and/or providing a service in partnership with another service provider) or in publicly available material (such as letters, brochures etc – see paragraphs 5.1 of the Protocol). In relation to internal signage, the Protocol provides that the managing organisation may display their own logo as a secondary logo with the Centre landmark, but must ensure that the landmark has prominence (see paragraph 5.18 to 5.20 of the Protocol). The Centre landmark must appear with the ‘Australian Government Initiative’ logo as set out in the Protocol.

Logos of other organisations that support the FRC can also be displayed separately within the premises.

What are the requirements for external signage?

The Centre landmark (together with the Australian Government Initiative landmark) must be clearly recognisable from a reasonable distance.

At the principal location of a Centre, the following description of services available at the Centre must be displayed on external signage:

- Strengthening family relationships
- Helping families stay together
- Assisting families through separation

If other services are available at that location, they can be displayed on external signage by adding ‘Also available here:’

Unless prior approval has been obtained from the Commonwealth and/or a co-location/partnership arrangement is in place, only the landmark and the ‘Australian Government initiative’ landmark can



Australian Government
Department of Social Services

appear on external signage. If you are unsure please contact your Family Support Program Funding Agreement manager (see clauses 5.9 to 5.15 of the Protocol and the 'Applications – Signage' section of the Branding Guidelines).

What are the requirements for internal signage?

On any internal signage the Centre brandmark (together with the Australian Government Initiative brandmark) should always be more prominent.

Organisations that manage the Centre may display their own logo as a secondary logo, but must ensure that the Centre brandmark has prominence (such as those that are funded to provide the Centre). Logos of other organisations that support the Centre can also be displayed separately within the premises. Any other brandmarks must always be of a lesser width than the Centre brandmark and cannot be adjacent to the Centre brandmark (see paragraphs 5.18 to 5.20 of the Protocol).

What are the requirements for letterheads, business cards and other stationery?

The Centre brandmark (together with the Australian Government Initiative brandmark) must appear on all stationery (eg letterheads, business cards, newsletters etc) which is used to provide services relating to the Family Relationship Centre. The Australian Government Initiative brandmark appears at the bottom of documents (see pages 13 to 18 of the Branding Guidelines)

The only website address that can be used on such stationery is www.familyrelationships.gov.au.

You cannot use another logo or brandmark on such stationery.

Can I use the Centre brandmark on DVD's that have been produced by the Centre?

A copy of the DVD will need to be submitted for approval prior to it being sent for production. Electronic or hardcopies will be accepted and should be sent to your funding agreement manager who will then arrange clearance of the DVD.

Does the signature block for FRC staff need to contain the FRC logo?

As an email can be taken to be publicly representing the FRC, the logo should be included in the signature block when representing the FRC operations. Name and address details can also be included in the signature block however the FRC logo should be the prominent item of the signature block.

Can I use a registered business name or Australian Company Number/Name with the Centre brandmark?

There are legal requirements (eg the *Corporations Act 2001 (Cth)*, State/Territory laws regulating the use of business names or regulating the activities of associated incorporations) that require registered names or Australian Company Numbers to be displayed on certain documents and outside buildings.



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Department of Social Services

An organisation that operates a Centre, is required by such laws to display its registered name, and can do so in the following way:

For external signage – the registered business name of an organisation funded to provide the Centre can appear on external signage as long as no other logo/brandmark appears with the Centre brandmark (i.e. only a text form of the business name can appear). In accordance with the Protocol, the organisation will need prior approval from DSS.

For stationery – it is unlikely that an organisation that operates a Centre will use the Centre brandmark on business letters, invoices, statements of account, negotiable instruments or other official documents. In the event that an organisation considers that it is necessary to issue such a document with the Centre brandmark it can satisfy the requirement to display the ACN or Company Name on the letter by printing the name or number in that particular document (e.g. in the signature block of the letter).

When can I use another brandmark or logo with the Centre brandmark?

You can use another brandmark / logo on internal signage. However, the other brandmark cannot be more prominent than the Centre brandmark (together with the Australian Government Initiative brandmark). The other brandmark / logo cannot appear adjacent to the Centre brandmark.

You cannot use another brandmark / logo on external signage or on letterheads, business cards or other documents that are used to provide services or information relating to the Centre.

Can the Centre brandmark be used on buses and billboards?

No. Advertising the Centre brandmark on buses and billboards is not permissible.

What are the signage requirements at an outreach location?

At an outreach location, the Centre brandmark (together with the Australian Government Initiative brandmark) does not have to be the most prominent brandmark (see para 5.13 of the Protocol).

Can I use the Centre brandmark in black and white?

Wherever possible, the Centre brandmark should appear in full colour (see page 5 of the Branding Guidelines for more information on the colours).

If full colour is not possible then the Centre brandmark (together with the Australian Government Initiative brandmark) should appear in PMS 286 blue or black.

To ensure sufficient contrast, the Centre brandmark (together with the Australian Government



Australian Government

Department of Social Services

Initiative brandmark) should not be placed on a light or pastel coloured background. The full colour brandmark must only be used on a white background.

Can I separate the brandmark or use only one part of it?

No. The Centre brandmark, words 'Family Relationship Centre' and the supporting statement cannot be separated and must appear together.

I have a question or need approval to use the Centre brandmark in a different way, who do I contact?

Contact your Family Support Program Funding Agreement manager.