



**Australian Government**  

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**Jobs and Skills Australia**

# **Brand guidelines**

November 2022



### Australian government crest logo

During the initial launch phase of Jobs and Skills Australia, the organisation will use the Australian government logo, with 'Jobs and Skills Australia' being the 'Government branding unit'.

This logo has been created to comply with Australian government branding guidelines. **This logo cannot be altered in any way.**

Four variations of this logo are provided to staff in various file formats, identified and labelled on the following page. If you have any questions regarding the use of the logo, please contact: [communications@jobsandskills.gov.au](mailto:communications@jobsandskills.gov.au)



**Australian Government**

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**Jobs and Skills Australia**



**Australian Government**  
**Jobs and Skills Australia**

Australian Government Jobs and Skills Australia\_Mono\_inline



**Australian Government**  
**Jobs and Skills Australia**

Australian Government Jobs and Skills Australia\_Mono\_stacked



Australian Government Jobs and Skills Australia\_Reversed\_inline



Australian Government Jobs and Skills Australia\_Reversed\_stacked

<b>Avocado</b>	<b>Deep Green</b>	<b>Lilac</b>	<b>Deep Purple</b>
			
R - 210 G - 222 B - 90 <b>#D2DE5A</b>	R - 15 G - 37 B - 50 <b>#0F2532</b>	R - 196 G - 150 B - 255 <b>#C496FF</b>	R - 44 G - 5 B - 78 <b>#2C054E</b>
C - 21 M - 0 Y - 80 K - 0	C - 90 M - 70 Y - 55 K - 55	C - 30 M - 42 Y - 0 K - 0	C - 90 M - 100 Y - 27 K - 42

### Brand font

Arial is used throughout the JSA Word and Powerpoint templates. Arial is an extremely versatile family of typefaces which can be used with equal success for text setting in reports, presentations and is common to Microsoft and Mac platforms.

## Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

### Website font

The Inter font family is used on our website. This is an open source google font that has been designed for computer screens with a focus on high legibility. Inter is also used on social media graphics and flagship communication materials

## Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

# Thank you

If you have any questions regarding the use of the  
Jobs and Skills Australia branding, please contact:  
[communications@jobsandskills.gov.au](mailto:communications@jobsandskills.gov.au)