



Office of the Children's
eSafety Commissioner

Our brand guidelines
***explore safely**

Our brand reflects the dynamic and evolving nature of digital life, as such, these guidelines are a living document. They will be revised and updated to reflect changes in who we are and what we do. Please follow all guidelines correctly.

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The Office of the Children's eSafety Commissioner leads Australia in online safety, education, and protection, empowering all Australians to explore the online world, safely.

This document provides guidelines for the application of the Office of the Children's eSafety Commissioner brand. It outlines the key elements which combine to form the foundation of our brand.

Each time we come into contact with our audience we have the opportunity to build our brand. The extent to which people understand and respond to our brand is dependent upon the clarity and coherence of our brand experience.

Please follow the guidelines carefully as they have been developed to help and inspire you to build and maintain a clear, consistent and successful brand.

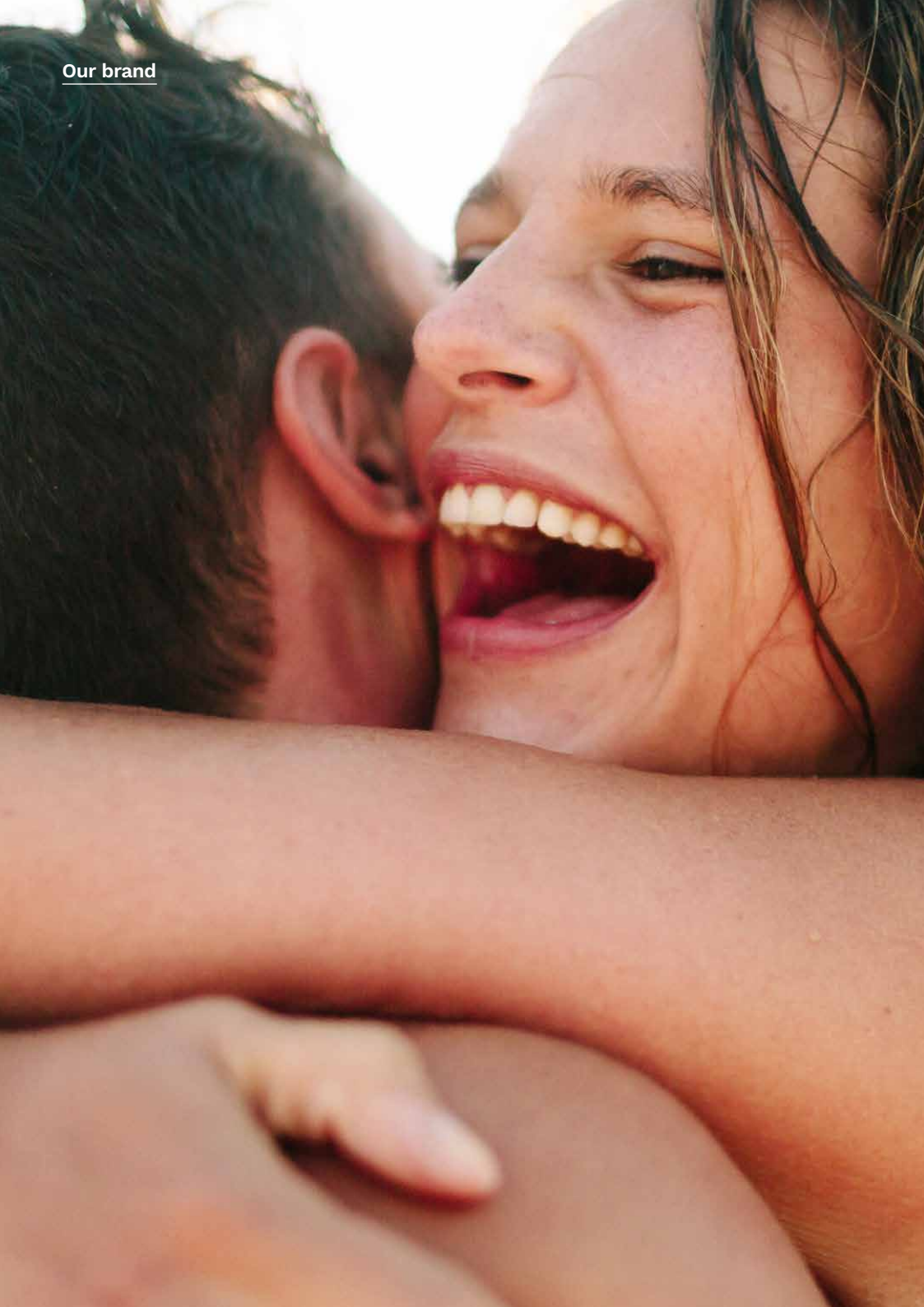
Digital life

Online encounters have genuine influences on real life, they are not disconnected. Our brand draws attention to the parallels between the two realities and how they affect each other.

Our brand vision

A safer internet for all Australians.





Our brand promise

***explore safely**

We encourage all Australians to explore and enjoy the many wonders of the digital world, prefaced with the reminder to always 'explore safely'.

Our brand promise is the core of our messaging and the asterisk is a constant reminder of this.

The asterisk should always appear before the phrase 'explore safely' and when the term 'explore' is used.

Brand values*

Our brand values describe our strengths, and how we behave in every interaction to achieve our vision.

*Authoritative

Leading Australia's work to prevent harm in the online environment, our action on offensive online content and cyberbullying is swift, determined and proportionate. We are consistent in what we say and do, and how we say and do it.

*Agile

The rapidly changing online environment requires us to be flexible and continuously adapt to new circumstances. We value innovation and are not afraid to try new approaches to drive behaviour change, even if it means we sometimes fail.

*Compassionate

We stand up for Australian children, and support parents to help their kids safely navigate the online world. We understand the harm that can happen when things go wrong online, and want to be a trusted advisor, and the place people turn to for information and support.

*Collaborative

We are not on this mission alone, we work in partnership with law enforcement agencies, schools, and other organisations. We also work co-operatively with social media sites and service providers to make the internet safer for children. We know that by working together, we are stronger.

Brand attributes*

Our brand promise is to ***explore safely**.

This promise is underpinned by five key differentiating attributes that shape our approach in everything we do, and are consistent with the values previously described.

*Bold

We plan to make a difference and drive change in how some Australians engage online, so doing what's always been done is not enough. Courageous innovation is key to our approach.

*Rigorous

Our drive to deliver change is underpinned by thorough and robust evaluation. We need to know what's working, and what needs to change. Our outputs—the materials we produce, the information we provide—are 'best in field' and founded on sound evidence.

*Savvy

We understand children and young people take risks, and believe that risk is okay. We are intelligent, shrewd and practical, and very optimistic that it is possible to make children and young people safer online.

*Dynamic

We respond to this continuously changing online world with energy and drive.

*Approachable

We are friendly, and welcoming, and easy to connect with—for all our audiences. And if there is any way we can help, we willingly provide that help.

The experience

The central concept of our brand promise: ***explore safely**, informs the full range of interactions with our audiences.

Communications

- Media
- Social media
- Publications
- Direct mail/marketing
- Newsletters
- Intuitive website
- Search Engine Optimisation
- Internet streaming

Products + services

- Virtual Classrooms
- Education resources (cyberSmart)
- Accredited trainers
- Complaints
- Reporting
- Counselling/support referrals
- Legislative powers
- Research
- Booking portals

Brand promise
***explore safely**

Environments + locations

- Offices
- Online
- Conferences and seminars
- Forums
- Virtual Classrooms
- Special events

People + behaviour

- Employees
- Senior management
- Customer service approach
- Government representatives
- Partners and collaborators
- Key audiences/consumers

The brandmark

The following pages show the Office of the Children's eSafety Commissioner's brandmark, differing versions and the rules around using each brandmark correctly.

The landmark

Brandmark lockups

The brandmark is a specifically drawn artwork and should not be redrawn or altered in any way. The brandmark should always be reproduced using the artwork files supplied.

Primary



Strip



Inline



Stack



The brandmark

Clear space

A clear space zone has been established to ensure that the dignity of the brandmark is not jeopardised through crowding.

The clear space zone is indicated by the height of the 'X' in the diagram. The height of 'X' is calculated by halving the height of the Australian Government emblem.

The clear space zone shown here must be seen as a minimum and can be greater. It applies to every form of the brandmark and in every application of the brandmark.

Primary lockup example



Stack lockup example



The brandmark

Minimum size

To ensure maximum clarity and legibility at small sizes, a minimum size has been determined for the brandmark.

Print

In line with Australian Government brand guidelines, the minimum width of the Commonwealth Coat of Arms on stationery and larger items must be 20mm. However, on items such as name badges and identity cards where it may not be possible to adhere to this, the Coat of Arms may be altered in width, but must remain recognisable.

Digital

The minimum height of the Commonwealth Coat of Arms in digital application is 48 pixels. However, where space is limited the height can reduce to a minimum of 32 pixels but should not be used in agency website 'mastheads'.

The minimum size shown here must be seen as a minimum and can be greater. It applies to every form of the brandmark and in every application of the brandmark.

Print*



Office of the Children's
eSafety Commissioner

Digital*



Office of the Children's
eSafety Commissioner

*Please note these examples have been reduced to fit on this page.

The brandmark

Positioning

An individual brandmark must appear only once in a document.

Corporate

For corporate communications such as stationery and reports, in most circumstances, the brandmark must have prominence over and above other images and graphic elements. Where possible, the brandmark must be placed at the top left without any other elements above or to the left of the brandmark.

Citizen

For citizen communications such as advertising, the brandmark must appear in the designated footer area in the most far left position. The footer area must only contain minimal information in addition to the brandmark, for example a URL. Typically, in citizen communications the colour Grey—90% should be applied to the brandmark and Grey—10% should be applied to the footer background, separating it from the rest of the graphic elements.

Corporate example



Office of the Children's
eSafety Commissioner

Citizen example



Office of the Children's
eSafety Commissioner

The brandmark

Incorrect usage

To maintain a unified appearance, the brandmark must always be reproduced consistently. It is essential that the brandmark is always reproduced from the files provided.

The brandmark must not be used as a decorative or artistic element or as a watermark, and must not be overprinted with text or images.

Here are some examples of how not to treat the brandmark.

The rules explained here apply to every form of the brandmark and in every application of the brandmark.

Never stretch the brandmark



Never slant or distort the brandmark.



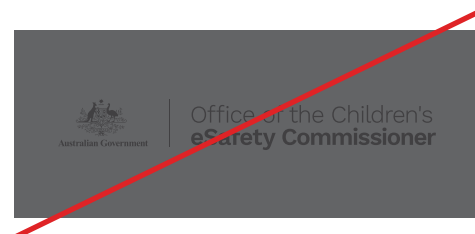
Never use tints or colours which do not belong to our brand colour palette.



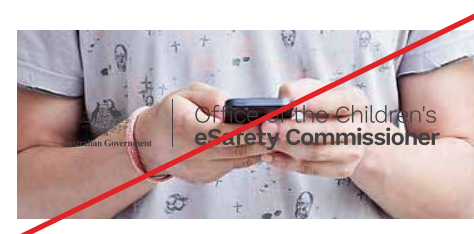
Never rotate or angle the brandmark.



Never place the brandmark on a background that conflicts with legibility.



Never place the brandmark on a busy background that compromises legibility.



Brand tools

The brand tools all work together to create our brand experience. Below is an example displaying how the brand tools can be used.

Horizon concept

Photography

Colour

Icon

The asterisk + our brand promise

Footer

<3

Digital experiences
are felt in real life*

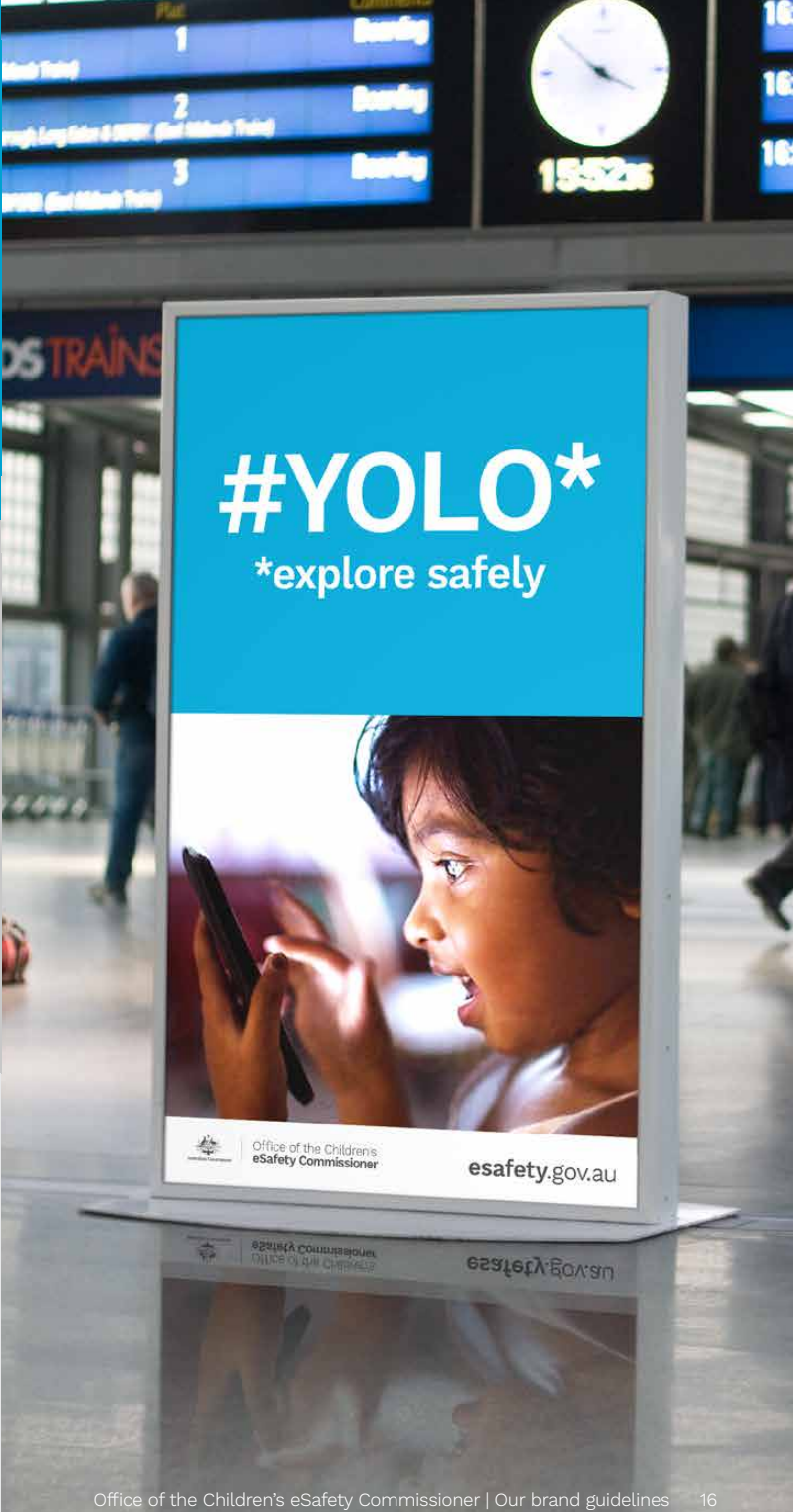
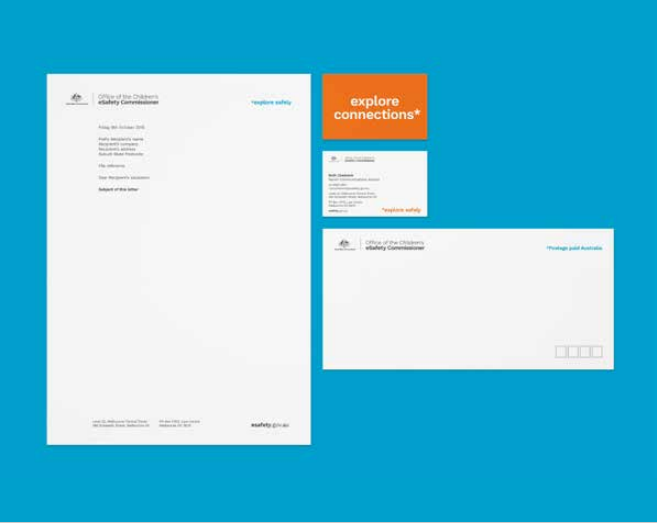
Explore together,
*explore safely

esafety.gov.au

Office of the Children's
eSafety Commissioner

Brand tools

Assets



Horizon concept

The use of a 'horizon' allows graphic elements to sit side by side, representing the similarities between real life and digital occurrences.

The horizon is flexible in application as it can be executed vertically, horizontally, front and back, or represented as 'opposites' within the format of the collateral.

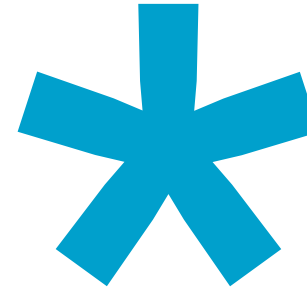
Where the horizon is used to separate photography and language, the language should be given prominence over photography.



The asterisk

The asterisk is a reference to our brand promise to 'explore safely'. It should appear on all communications and always appear before the phrase 'explore safely', so when the asterisk is used in messaging, it is known to be referencing our brand promise.

When used with other 'explore' terms, the asterisk should be used after the descriptive word.



explore life*

explore friendship*

explore innovation*

explore creativity*

explore together*

***explore safely**

Colour

An array of colours are used to represent the emotions that all of us experience digitally and in real life. The colour palette is bright, positive, and diverse.

The primary colour for our brand is Spark which is suggested for core collateral such as generic stationery. An even spread of all colours must be used in all materials.

When choosing colours, select the mood which suits the tone of the messaging. Typically, only one key colour is used for each piece of messaging.

Spark
Connect
Excite
Happy
Alert
Captivate
Wise
Calm
Lively

Colour reproduction

To ensure consistent colour reproduction please use the given values for the relevant material.

Spark	Pantone 2995 U Pantone 2995 C CMYK C=90 M=0 Y=0 K=0 RGB R=0 G=160 B=204 Websafe #00A0CC
Connect	Pantone 1788 U Pantone 1785 C CMYK C=0 M=90 Y=45 K=0 RGB R=239 G=57 B=100 Websafe #ee3964
Excite	Pantone 151 U Pantone 151 C CMYK C=0 M=60 Y=100 K=0 RGB R=240 G=111 B=25 Websafe #F06F19
Happy	Pantone 108 U Pantone 116 C CMYK C=0 M=10 Y=100 K=0 RGB R=253 G=185 B=19 Websafe #fdb813 (not accessible)
Captivate	Pantone 235 U Pantone 689 C CMYK C=24 M=90 Y=5 K=30 RGB R=143 G=62 B=102 Websafe #8e3d65

Alert	Pantone 485 U Pantone 485 C CMYK C=0 M=95 Y=100 K=0 RGB R=223 G=35 B=38 Websafe #df2225
Wise	Pantone 2738 U Pantone 2738 C CMYK C=100 M=90 Y=0 K=5 RGB R=46 G=49 B=146 Websafe #2e3092
Calm	Pantone 3268 U Pantone 3268 C CMYK C=86 M=0 Y=53 K=0 RGB R=0 G=168 B=132 Websafe #00a883
Lively	Pantone 368 U Pantone 368 C CMYK C=50 M=0 Y=86 K=0 RGB R=141 G=198 B=63 Websafe #8dc63f (not accessible)

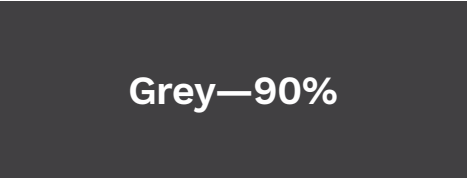
Accessibility

It is important to ensure colours are accessible when used in digital applications. Happy and Lively are not accessible when used in combination with white so it is best to avoid these colours in digital applications.

Supporting colours

An array of greys can be used throughout our brand as supporting colours to the vibrant palette.

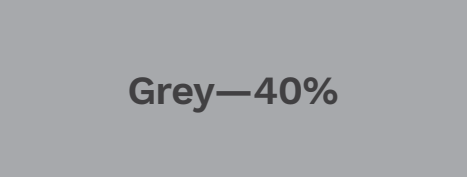
Where possible a dark grey should be used in place of black, particularly for text and the landmark to give an approachable and softer tone.



Pantone Cool Gray 11 U
Pantone Cool Gray 11 C
CMYK C=0 M=0 Y=0 K=90
RGB R=65 G=64 B=66
Websafe #404041



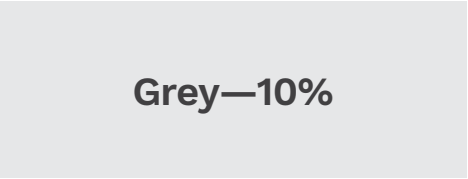
Pantone Cool Gray 8 U
Pantone Cool Gray 8 C
CMYK C=0 M=0 Y=0 K=60
RGB R=128 G=130 B=133
Websafe #808284



Pantone Cool Gray 6 U
Pantone Cool Gray 6 C
CMYK C=0 M=0 Y=0 K=40
RGB R=167 G=169 B=172
Websafe #a7a9ab



Pantone Cool Gray 3 U
Pantone Cool Gray 3 C
CMYK C=0 M=0 Y=0 K=20
RGB R=209 G=211 B=212
Websafe #d1d2d4



Pantone Cool Gray 1 U
Pantone Cool Gray 1 C
CMYK C=0 M=0 Y=0 K=10
RGB R=230 G=231 B=232
Websafe #e6e7e8

Typography

Primary typeface

The primary typeface is Work Sans.

Work Sans is a free Google font that can be used for both print and digital purposes. The typeface can be downloaded from www.google.com/fonts/specimen/Work+Sans.

Typography use

Work Sans SemiBold is the preferred weight for headings, key phrases, and the creation of iconography. Both Work Sans Regular and Light are the preferred weights for sub headings and body copy. The choice should be determined by the size of typography, legibility, and level of contrast against the heading weight. Other weights of the typeface can be used where necessary.

Where possible the typeface should be tracked in to -20 or -30, dependant on the size of typography, to reduce line length and letterspacing.

Secondary typeface

Where Work Sans is not able to be used, for example when a cross platform typeface is required, Arial is to be used.

Explore together,
***explore safely**

The Office of the Children's eSafety Commissioner leads online safety education for the Australian Government through cyberSmart and administers the complaints scheme cyberReport that protects Australian children who experience child online bullying and the reporting and removal of illegal online content.

Work Sans SemiBold
(Headings, key phrases + symbols)

Work Sans Regular
(Sub headings + body copy)

Work Sans Light
(Sub headings + body copy)

Brand tools

Work Sans family

This typeface consists of ten different weights and a wide array of glyphs.

Work Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*:>{+!@#\$\$%?!

Work Sans ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*:>{+!@#\$\$%?!

Work Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*:>{+!@#\$\$%?!

Work Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*:>{+!@#\$\$%?!

Work Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*:>{+!@#\$\$%?!

Work Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*:>{+!@#\$\$%?!

Work Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*:>{+!@#\$\$%?!

Work Sans ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*:>{+!@#\$\$%?!

Work Sans Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*:>{+!@#\$\$%?!

Work Sans Hairline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*:>{+!@#\$\$%?!

Iconography

Widely used digital language, such as emoticons, are used to draw parallels between how real life is felt online.

A set of icons have been developed inspired by existing, familiar digital language and communication.

The icon set provided is flexible and will be regularly expanded to keep our brand savvy and relevant.

Icons must be created using the Work Sans SemiBold typeface for consistency with existing icons. New icons must closely represent existing digital language.





Photography

Our photography style is to show the reality of human emotion through captivating imagery of people—both in digital and real life.

Photography is key to engaging the audience as it creates a human connection.

The photography should focus on people and emotions, and does not require digital device usage.

When choosing photography consider the personality, composition, and colour.

Personality

- Candid
- Authentic
- Emotive
- Genuine
- Inspiring
- Positive

Composition

- People and faces are the central focus to highlight human emotions
- Bright lighting around people to give a sense of positivity
- Simple

Colour

- Full colour
- Natural
- Real





Language

Our brand is supported by the language that we use in all communications.

Our voice is approachable, direct, professional, supportive, inclusive, trustworthy, welcoming, and encouraging not foreboding. We are warm and relatable.

All communications adhere to the Office's written style guide and those of the broader Australian Government which primarily seeks to achieve clear, simple communications.

Digital language

Common digital language is regularly referenced to provide a savvy approach to messaging.

Digital experiences
are felt in real life.

Explore together
***explore safely.**

Motion/Video

We are a dynamic, evolving brand and to appeal to audiences in all contexts motion should be utilised where applicable.

Utilising motion can help communicate our brand's agility and flexibility. This can be executed in digital applications such as social media posts, websites, digital adverts, on screen presentations or videos.

The use of motion is subject to the application and can be applied using all brand tools including the horizon, iconography, colour, and imagery.



OMG

LOL



O_O

Brand architecture

The primary Office brand is supported by two sub brands which cover complaints and education. These are cyberReport and cyberSmart.



Office of the Children's **eSafety Commissioner**

cyber(Smart:)

Helping Australian children
explore safely

cyber[Report!]

Report child online bullying

cyber[Report!]

Report and remove illegal content

Sub brands

Each sub brand has their own characteristics and can be used separately from the overarching brand. The following pages of the brand style guide outline the correct usage of the sub brands and the brand tools associated to each.

cyber(Smart:)

Helping Australian children explore safely

The focus of the cyberSmart arm is education.

The style and tone of the sub brand is friendly, suitable for various ages, positive, less formal and where appropriate, fun.

Sub brandmark lockups

The sub brandmark is a specifically drawn artwork and should not be redrawn or altered in any way. The sub brandmark should always be reproduced using the artwork files supplied.

Use of the icon must be restricted to communications which are clearly branded as either cyberSmart or the Office of the Children’s eSafety Commissioner.

Sub brandmark and tagline

cyber(Smart:)
Helping Australian children
explore safely

Sub brandmark

cyber(Smart:)

Icon



Clear space

A clear space zone has been established to ensure that the dignity of the sub brandmark is not jeopardised through crowding.

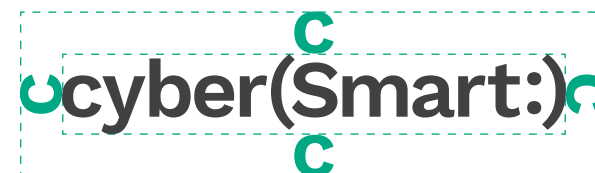
The clear space zone for the sub brandmark is indicated by the height of the 'c' from the sub brandmark, as demonstrated in the diagram.

The clear space zone for the icon is indicated by the height of the 'X' in the diagram. The height of 'X' is calculated by halving the height of the icon.

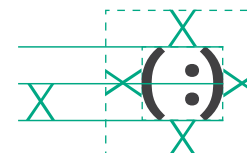
Sub brandmark and tagline



Sub brandmark



Icon



Minimum size

To ensure maximum clarity and legibility at small sizes, a minimum size has been determined for all forms of the sub brandmark. Both print and digital minimum sizes have been provided.

The minimum sizes shown here must be seen as a minimum and can be greater. It applies to every form of the sub brandmark and in every application of the sub brandmark.

Please note these examples are not to scale.

Sub brandmark and tagline*

cyber(Smart:)
Helping Australian children
explore safely

35mm/390px

Sub brandmark*

cyber(Smart:)

24mm/220px

Icon*

(:)

6mm/80px

*Please note these examples have been reduced to fit on this page.

Incorrect usage

To maintain a unified appearance the sub brandmark must always be reproduced consistently. It is essential that the sub brandmark is always reproduced from the files provided.

The sub brandmark must not be used as decorative or artistic element or as a watermark, and must not be overprinted with text or images.

Here are a some examples of how not to treat the sub brandmark.

The rules explained here apply to every form of the sub brandmark and in every application of the sub brandmark.

Never stretch the sub brandmark

~~cyber(Smart:)~~

Never slant or distort the sub brandmark.

~~*cyber(Smart:)*~~

Never use tints or colours which do not belong to our brand colour palette.

~~cyber(Smart:)~~

Never rotate or angle the sub brandmark.

~~cyber(Smart:)~~

Never place the sub brandmark on a background that conflicts with legibility.

~~cyber(Smart:)~~

Never place the sub brandmark on a busy background that compromises legibility.

~~cyber(Smart:)~~

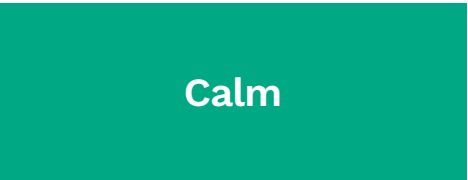
Colour

cyberSmart utilises the bright, friendly colours from the Office colour palette.

The primary colour for the cyberSmart sub brand is Calm which should be used on core collateral.

The secondary colours for the cyberSmart sub brand include Excite, Wise, Spark, Happy and Lively. To ensure the diversity of the sub brand is communicated, an even spread of colours should be used overall.

Just like the Office brand, an array of greys can be used throughout to support the vibrant colour palette.



Pantone 3268 U
Pantone 3268 C
CMYK C=86 M=0 Y=53 K=0
RGB R=0 G=168 B=132
Websafe #00a883



Pantone 151 U
Pantone 151 C
CMYK C=0 M=60 Y=100 K=0
RGB R=240 G=111 B=25
Websafe #F06F19



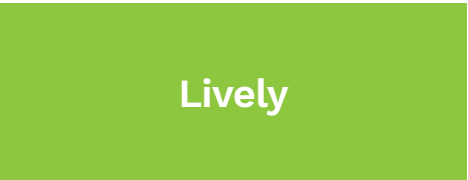
Pantone 2738 U
Pantone 2738 C
CMYK C=100 M=90 Y=0 K=5
RGB R=46 G=49 B=146
Websafe #2e3092



Pantone 2995 U
Pantone 2995 C
CMYK C=90 M=0 Y=0 K=0
RGB R=0 G=160 B=204
Websafe #00A0CC



Pantone 108 U
Pantone 116 C
CMYK C=0 M=10 Y=100 K=0
RGB R=253 G=185 B=19
Websafe #fdb813 (not accessible)



Pantone 368 U
Pantone 368 C
CMYK C=50 M=0 Y=86 K=0
RGB R=141 G=198 B=63
Websafe #8dc63f (not accessible)

Iconography

Icons for cyberSmart must stay true to the friendly, helpful tone of the sub brand.

Just like the Office brand, the icons are flexible and should be regularly expanded upon as digital language evolves to keep the sub brand dynamic and relevant.

LOL



FYI



Photography

Photography for cyberSmart reflects the approachable, positive, and friendly tone of the sub brand. The photography can depict general positive emotions, or support a certain topic of education.

When choosing photography consider the personality, composition, and colour.

Personality

- Candid
- Authentic
- Friendly
- Genuine
- Helpful
- Educational
- Positive

Composition

- People and faces are the central focal point to highlight human emotions
- Bright lighting around people to give a sense of positivity
- Simplistic

Colour

- Full colour
- Natural
- Real



Language

cyberSmart focuses on education, hence the voice of the sub brand is friendly, approachable, positive, conversational, inviting, friendly, welcoming and sometimes fun.

cyberSmart addresses the audience through second person language, for example you or your, to create a relatable tone and uses sentence case where possible.

cyberSmart

When referring to cyberSmart in text the sub brand must always be written consistently in lowercase with only the 'S' capitalised.

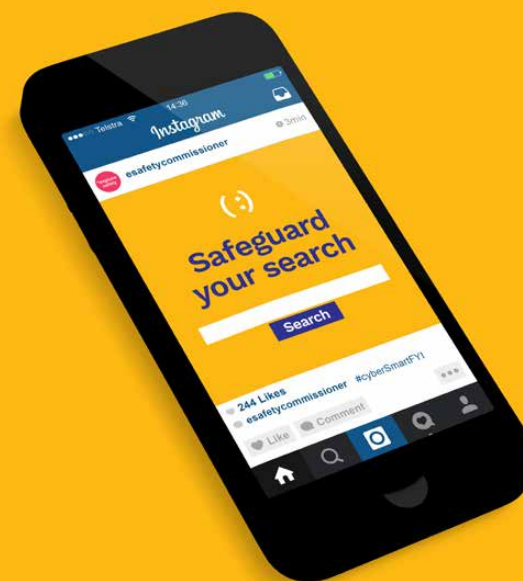
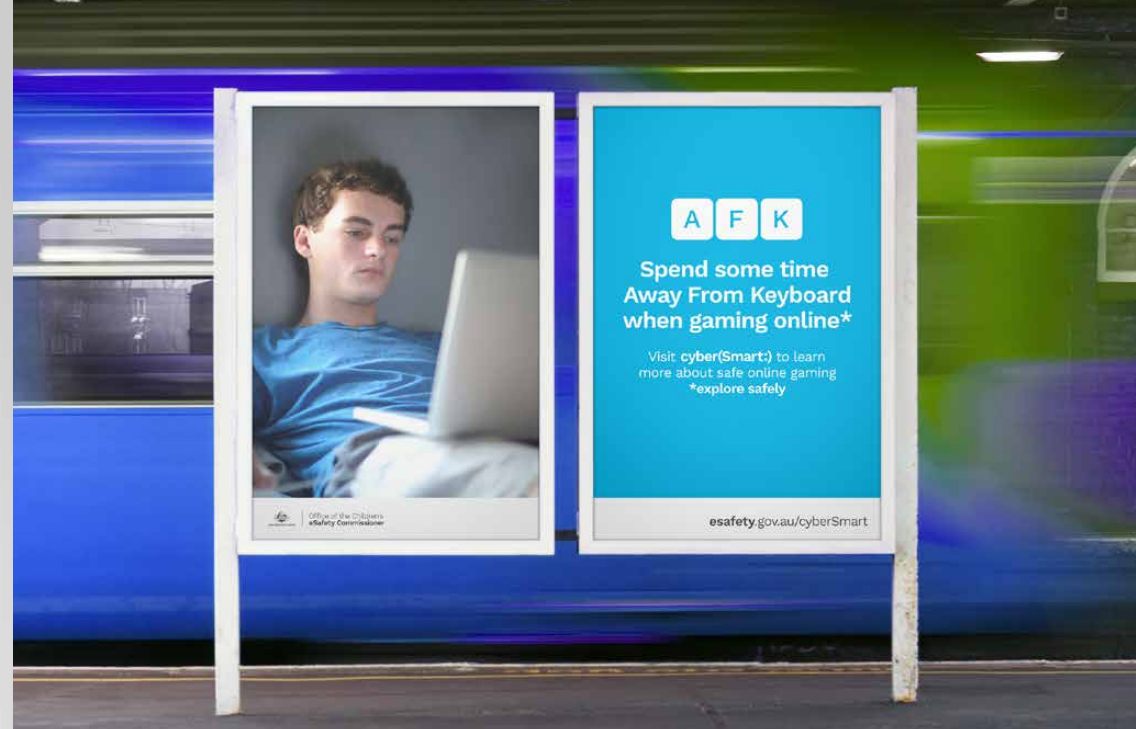
Digital language

Common digital language is regularly referenced to provide a savvy approach to messaging.



We're here
to help you
***explore safely**

Assets



cyber[Report!]

Report child online bullying

The focus of the cyberReport arm is reporting.

The style and tone of the sub brand is active, gets results, serious and an enforcer.

Sub brandmark lockups

The sub brandmark is a specifically drawn artwork and should not be redrawn or altered in any way. The sub brandmark should always be reproduced using the artwork files supplied.

Use of the icon must be restricted to communications which are clearly branded as either cyberReport or the Office of the Children's eSafety Commissioner.

Sub brandmark and tagline

cyber[Report!]
Report child online bullying

Sub brandmark

cyber[Report!]

Icon



Clear space

A clear space zone has been established to ensure that the dignity of the sub brandmark is not jeopardised through crowding.

The clear space zone for the sub brandmark is indicated by the height of the ‘c’ from the sub brandmark, as demonstrated in the diagram.

The clear space zone for the icon is indicated by the height of the ‘X’ in the diagram. The height of ‘X’ is calculated by halving the height of the icon.

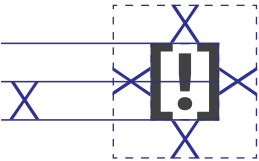
Sub brandmark and tagline



Sub brandmark



Icon



Minimum size

To ensure maximum clarity and legibility at small sizes, a minimum size has been determined for all forms of the sub brandmark. Both print and digital minimum sizes have been provided..

The minimum sizes shown here must be seen as a minimum and can be greater. It applies to every form of the sub brandmark and in every application of the sub brandmark.

Please note these examples are not to scale.

Sub brandmark and tagline*

cyber[Report!]
Report child online bullying

37mm/390px

Sub brandmark*

cyber[Report!]

26mm/220px

Icon*



6mm/80px

*Please note these examples have been reduced to fit on this page.

Incorrect usage

To maintain a unified appearance the sub brandmark must always be reproduced consistently. It is essential that the sub brandmark is always reproduced from the files provided.

The sub brandmark must not be used as decorative or artistic element or as a watermark, and must not be overprinted with text or images.

Here are some examples of how not to treat the sub brandmark.

The rules explained here apply to every form of the sub brandmark and in every application of the sub brandmark.

Never stretch the sub brandmark

cyber[Report!]

Never slant or distort the sub brandmark.

cyber[Report!]

Never use tints or colours which do not belong to our brand colour palette.

cyber[Report!]

Never rotate or angle the sub brandmark.

cyber[Report!]

Never place the sub brandmark on a background that conflicts with legibility.

cyber[Report!]

Never place the sub brandmark on a busy background that compromises legibility.

cyber[Report!]

Colour

cyberReport (child online bullying) utilises the bright, friendly colours from the Office colour palette.

The primary colour for the cyberReport sub brand is Wise which should be used for core collateral.

The secondary colours for the cyberReport sub brand include Excite, Captivate, Spark and Calm. To ensure the diversity of the sub brand is communicated, an even spread of colours should be used overall.

Just like the Office brand, an array of greys can be used throughout to support the vibrant colour palette.



Pantone 2738 U
Pantone 2738 C
CMYK C=100 M=90 Y=0 K=5
RGB R=46 G=49 B=146
Websafe #2e3092



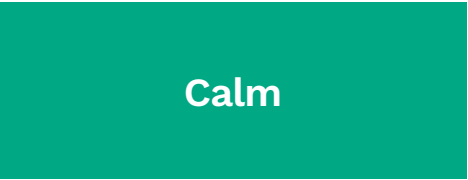
Pantone 151 U
Pantone 151 C
CMYK C=0 M=60 Y=100 K=0
RGB R=240 G=111 B=25
Websafe #F06F19



Pantone 235 U
Pantone 689 C
CMYK C=24 M=90 Y=5 K=30
RGB R=143 G=62 B=102
Websafe #8e3d65



Pantone 2995 U
Pantone 2995 C
CMYK C=90 M=0 Y=0 K=0
RGB R=0 G=160 B=204
Websafe #00A0CC



Pantone 3268 U
Pantone 3268 C
CMYK C=86 M=0 Y=53 K=0
RGB R=0 G=168 B=132
Websafe #00a883

Iconography

Icons for the cyberReport (child online bullying) sub brand must stay true to the active, serious, enforcer tone.

Just like the Office brand, the icons are flexible and should be regularly expanded upon as digital language evolves to keep the sub brand dynamic and relevant.



Photography

Photography for cyberReport (child online bullying) reflects the serious tone of the sub brand and the negative effects and emotions related to child online bullying.

When choosing photography consider the personality, composition, and colour.

Personality

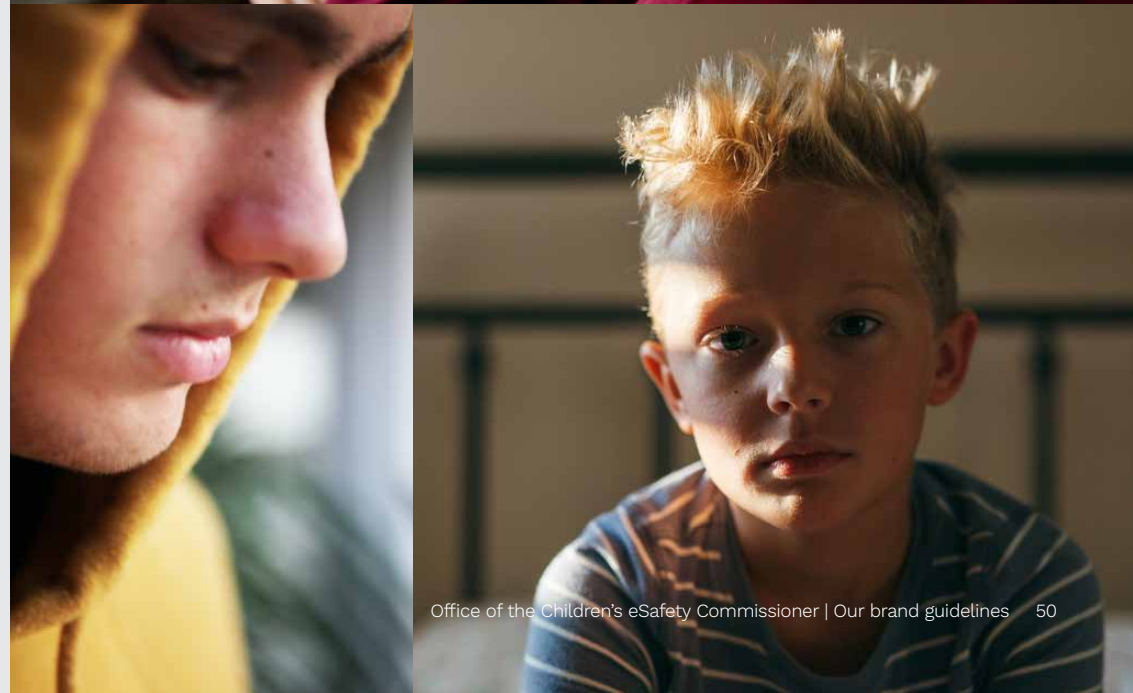
- Candid
- Authentic
- Melancholy
- Grief

Composition

- People and faces are the central focus to highlight human emotions
- Dark, gloomy surrounds
- Simplistic

Colour

- Full colour
- Natural
- Real



Language

cyberReport (child online bullying) focuses on complaints and reporting, hence the voice of the sub brand is compassionate, real, straight forward and serious.

cyberReport addresses the audience through second person language, for example you or your, to create a relatable tone and uses sentence case where possible.

cyberReport

When referring to cyberReport in text the sub brand must always be written consistently in lowercase with only the 'R' capitalised.

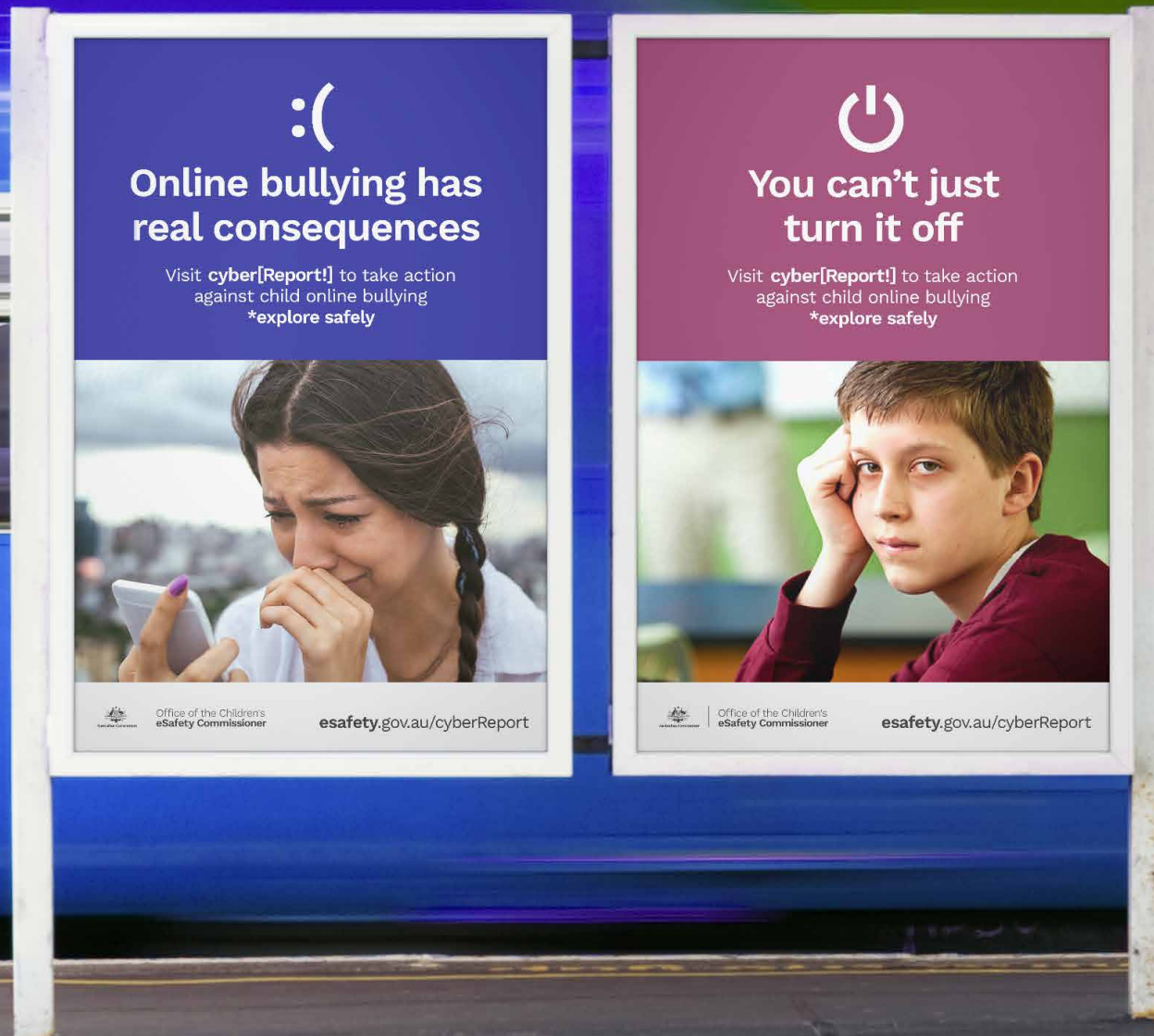
Digital language

Common digital language is regularly referenced to provide a savvy approach to messaging.



Online
bullying has
real consequences
***explore safely**

Assets



cyber[Report!]

Report and remove illegal content

The focus of the cyberReport arm is reporting.

The style and tone of the sub brand is active, gets results, serious and an enforcer.

Sub brandmark lockups

The sub brandmark is a specifically drawn artwork and should not be redrawn or altered in any way. The sub brandmark should always be reproduced using the artwork files supplied.

Use of the icon must be restricted to communications which are clearly branded as either cyberReport or the Office of the Children's eSafety Commissioner.

Sub brandmark and tagline

cyber[Report!]
Report and remove illegal content

Sub brandmark

cyber[Report!]

Icon



Clear space

A clear space zone has been established to ensure that the dignity of the sub brandmark is not jeopardised through crowding.

The clear space zone for the sub brandmark is indicated by the height of the 'c' in the diagram. The 'c' is taken from the sub brandmark itself.

The clear space zone for the icon is indicated by the height of the 'X' in the diagram. The height of 'X' is calculated by halving the height of the icon.

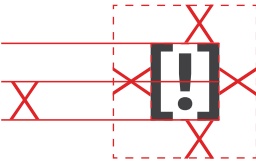
Sub brandmark and tagline



Sub brandmark



Icon



Minimum size

To ensure maximum clarity and legibility at small sizes, a minimum size has been determined for all forms of the sub brandmark. Both print and digital minimum sizes have been provided.

The minimum sizes shown here must be seen as a minimum and can be greater. It applies to every form of the sub brandmark and in every application of the sub brandmark.

Please note these examples are not to scale.

Sub brandmark and tagline*

cyber[Report!]
Report and remove illegal content

37mm/390px

Sub brandmark*

cyber[Report!]

26mm/220px

Icon*



6mm/80px

*Please note these examples have been reduced to fit on this page.

Incorrect usage

To maintain a unified appearance the sub brandmark must always be reproduced consistently. It is essential that the sub brandmark is always reproduced from the files provided.

The sub brandmark must not be used as decorative or artistic element or as a watermark, and must not be overprinted with text or images.

Here are some examples of how not to treat the sub brandmark.

The rules explained here apply to every form of the sub brandmark and in every application of the sub brandmark.

Never stretch the sub brandmark

~~cyber[Report!]~~

Never slant or distort the sub brandmark.

~~*cyber[Report!]*~~

Never use tints or colours which do not belong to our brand colour palette.

~~cyber[Report!]~~

Never rotate or angle the sub brandmark.

~~cyber[Report!]~~

Never place the sub brandmark on a background that conflicts with legibility.

~~cyber[Report!]~~

Never place the sub brandmark on a busy background that compromises legibility.

~~cyber[Report!]~~

Colour

cyberReport (illegal content) utilises the intense, bold colours from the Office colour palette.

The primary colour for the cyberReport sub brand is Alert which should be used for core collateral.

The secondary colours for the cyberReport sub brand include Excite, Captivate, Wise and Calm. To ensure the diversity of the sub brand is communicated, an even spread of colours should be used overall.

Just like the Office brand, an array of greys can be used throughout to support the vibrant colour palette.



Pantone 485 U
Pantone 485 C
CMYK C=0 M=95 Y=100 K=0
RGB R=223 G=35 B=38
Websafe #df2225



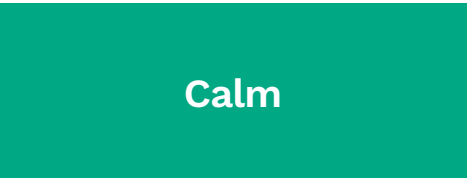
Pantone 151 U
Pantone 151 C
CMYK C=0 M=60 Y=100 K=0
RGB R=240 G=111 B=25
Websafe #F06F19



Pantone 235 U
Pantone 689 C
CMYK C=24 M=90 Y=5 K=30
RGB R=143 G=62 B=102
Websafe #8e3d65



Pantone 2738 U
Pantone 2738 C
CMYK C=100 M=90 Y=0 K=5
RGB R=46 G=49 B=146
Websafe #2e3092



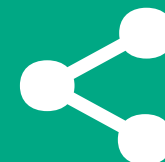
Pantone 3268 U
Pantone 3268 C
CMYK C=86 M=0 Y=53 K=0
RGB R=0 G=168 B=132
Websafe #00a883

Iconography

Icons for cyberReport (illegal content) must stay true to the active, serious, enforcer tone.

Just like the Office brand, the icons are flexible and should be regularly expanded upon as digital language evolves to keep the sub brand dynamic and relevant.

OMG



Photography

Photography for cyberReport (illegal content) reflects the serious tone of the sub brand.

There are three different types of photography which can be used, supported by appropriate messaging:

- Moody, emotive imagery of the back of people or children
- Hopeful, positive imagery of a family holding hands with the people obscured
- Dark, ominous photography of hands holding devices.

When choosing photography consider the personality, composition, and colour in conjunction with the messaging of the application.

Personality

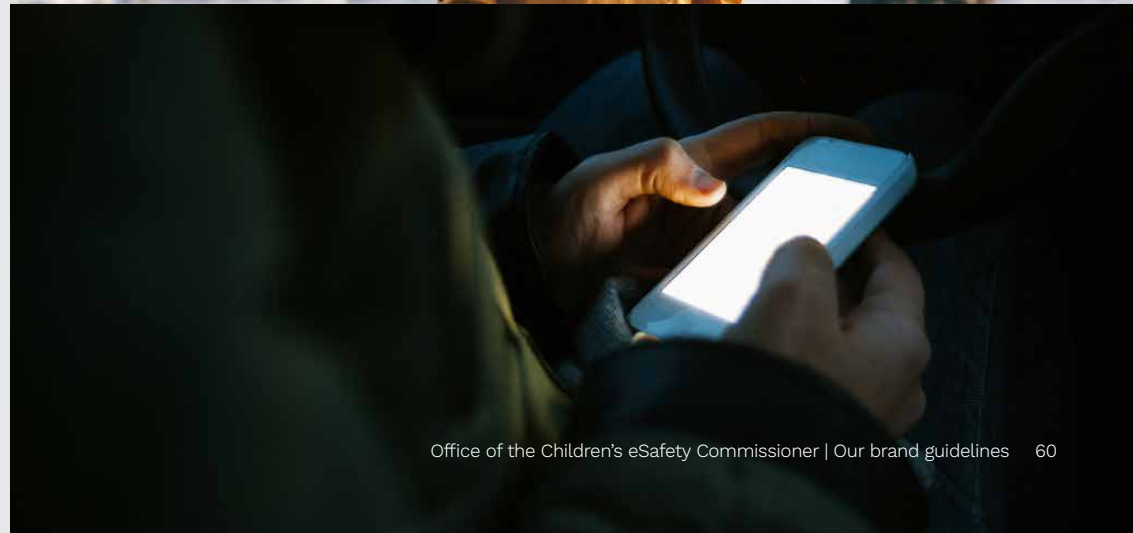
- Candid
- Authentic
- Serious

Composition

- People obscured, not easily recognisable
- Lighting to reflect the mood of the messaging
- Simple

Colour

- Full colour
- Natural
- Real



Language

CyberReport (illegal content) focuses on complaints and reporting, hence the voice of the sub brand is professional, straight forward, and serious.

cyberReport addresses the audience through second person language, for example you or your, to create a relatable tone and uses sentence case where possible.

cyberReport

When referring to cyberReport in text the sub brand must always be written consistently in lowercase with only the 'R' capitalised.

Digital language

Common digital language is regularly referenced to provide a savvy approach to messaging.



Not everything
online is meant
to be seen
***explore safely**

Assets

