**Australian Government**
**The Treasury**

# Treasury corporate brand guidelines

## Our brand is ...

## Foundational

Our brand's core, in conjunction with Treasury's vision, is based around a solid foundation on which to build.

## Contemporary

Our visual language is contemporary, making it easy for the audience to connect with the brand.

## Trusted

Consistent use of our visual language builds recognition which instils confidence in our audience. Our trust mark serves to further identify our work. It symbolises stability and trustworthiness.

## Flexible

Our brand's visual language enables flexibility across all channels and provides a strong base to evolve over time.

## Our logo

### Our logo aligns with the Australian Government branding guidelines.

Where size permits, the Treasury logo must be used on all corporate materials.

**Australian Government**
**The Treasury**

# The Treasury logo



## Colour usage

The Treasury logo should be reproduced in one colour only, preferably brand navy.

Colour contrast of the Treasury logo and its background should meet WCAG 2.0 AA accessibility standards. The logo should not be represented in any more than one colour but can appear as one colour on another colour.



Download the logo

Australian Government Branding Guidelines on the use of the Australian Government logo

Australian Government Website branding

## Applying the logo

An isolation zone has been established to ensure that the dignity of the logo is not jeopardised through crowding. This zone is defined as 'X' and is based upon the size of the capital 'A' in 'Australian Government' — see diagram below for an example. Please note: this zone should be seen as a minimum dimension, and it applies to every form of the logo, and in every application of the logo.

Isolation zone demonstrated by X

The Treasury logo should always have prominence over and above other elements and where possible, the logo should be placed at the top of the item it appears on. The Commonwealth Coat of Arms has minimum width requirements for both print and web use.

Minimum width:
Print: 20mm
Web: 75px



## Our trust mark



## Our trust mark reflects Treasury's purpose.

It is foundational, contemporary and trusted, while also being flexible in application.

The Treasury trust mark has been created to complement our visual language. It should never be used in place of the Treasury logo, or combined with it.

## Our palette
## Our palette is neutral and optimistic.

It aims to invoke a sense of trust through our visual communication. The palette is flexible and intended to be used in a variety of applications.

## Brand colours

Accessible on white/light grey (WCAG 2.0 AA)

Navy
#2C384A
R: 44 G: 56 B: 74
C: 84 M: 71 Y: 48 K: 43

Green
#4D7861
R: 77 G: 120 B: 97
C: 72 M: 35 Y: 66 K:16

Mid Blue
#5D779D
R: 93 G: 119 B: 157
C: 68 M: 48 Y: 19 K:5

Accessible on navy/black (WCAG 2.0 AA)

Lime
#B1F0CF
R: 177 G: 240 B: 207
C: 28 M: 0 Y: 26 K:0

Light Blue
#90B6F0
R: 144 G: 182 B: 240
C: 40 M: 20 Y: 0 K: 0

Orange
#F0AE81
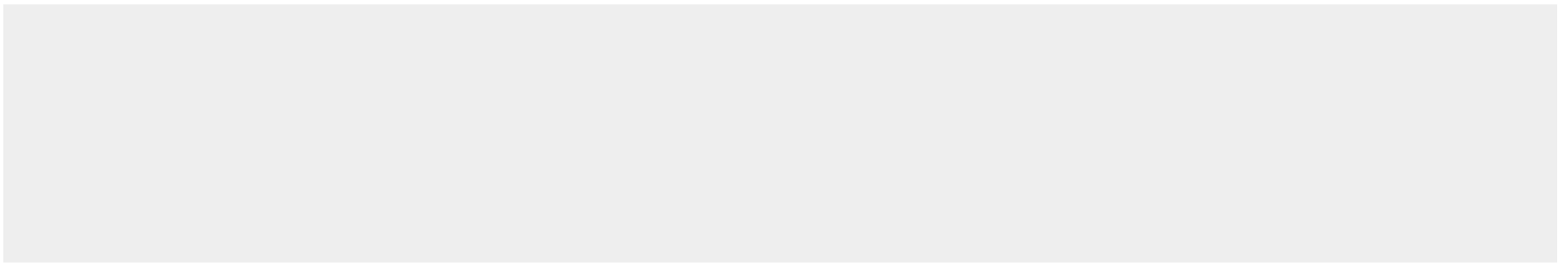R: 240 G: 174 B: 129
C: 4 M: 36 Y: 51 K:0

Black
#000000
R: 0 G: 0 B: 0
C: 0 M: 0 Y: 0 K:100

Light Grey
#EEEEEE
R: 238 G: 238 B: 238
C: 5 M: 4 Y: 4 K: 0

White
#FFFFFF
R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K:0

## Visual language
## Elements are drawn from our trust mark to create the visual language.

The use of these elements improves brand recognition and strengthens its integrity.

### Tints and overlays of overlapping rectangles

Overlapping rectangles and semi-transparent tints are used to create visual interest and represent our involvement in multiple aspects of the economy.

## Key text emphasis

Rectangles from the mark are repurposed to highlight key text providing a contemporary visual device.

Tints of 30-50% should be used.

When placing manually, the top of the box should run through the centre of a lower case 'e'. The height of the box should be the same as a lower case 'e'.

**Highlight text**          **Highlight text**

**Highlight text**          **Highlight text**

## Elements pulled from the mark and extended

Elements can be extended while adding/removing layers to create subtle bounding boxes or to lead the eye through a design.



## Gradient feather

Visual elements can have a gradient feather applied to pare back dominance, lead the eye or soften a design.



Typography

# Gilroy

Gilroy is a modern sans serif typeface with a geometric touch. Gilroy has high legibility maintained across all mediums and is aesthetically interesting enough to complement the brand's visual language.

This typeface is [available for licensing](available for licensing).

## Thin

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

## UltraLight

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

## Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

## Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

## Medium

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

## SemiBold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

## Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

## ExtraBold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

## Black

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

## Heavy

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

## Typographic weight pairings

It is important to maintain contrast in the weight of type pairings. This allows for clarity, and a strong typographic hierarchy across all communications. As an example, Bold weight can be paired with Light weight, or ExtraBold weight can be paired with Regular weight.

## Bold

Header

## Light

Subhead

# ExtraBold

Header

## Regular

Subhead

Brand applications

See how the brand has been applied.

To get an understanding of the flexibility and intention of the brand, see some applications below.
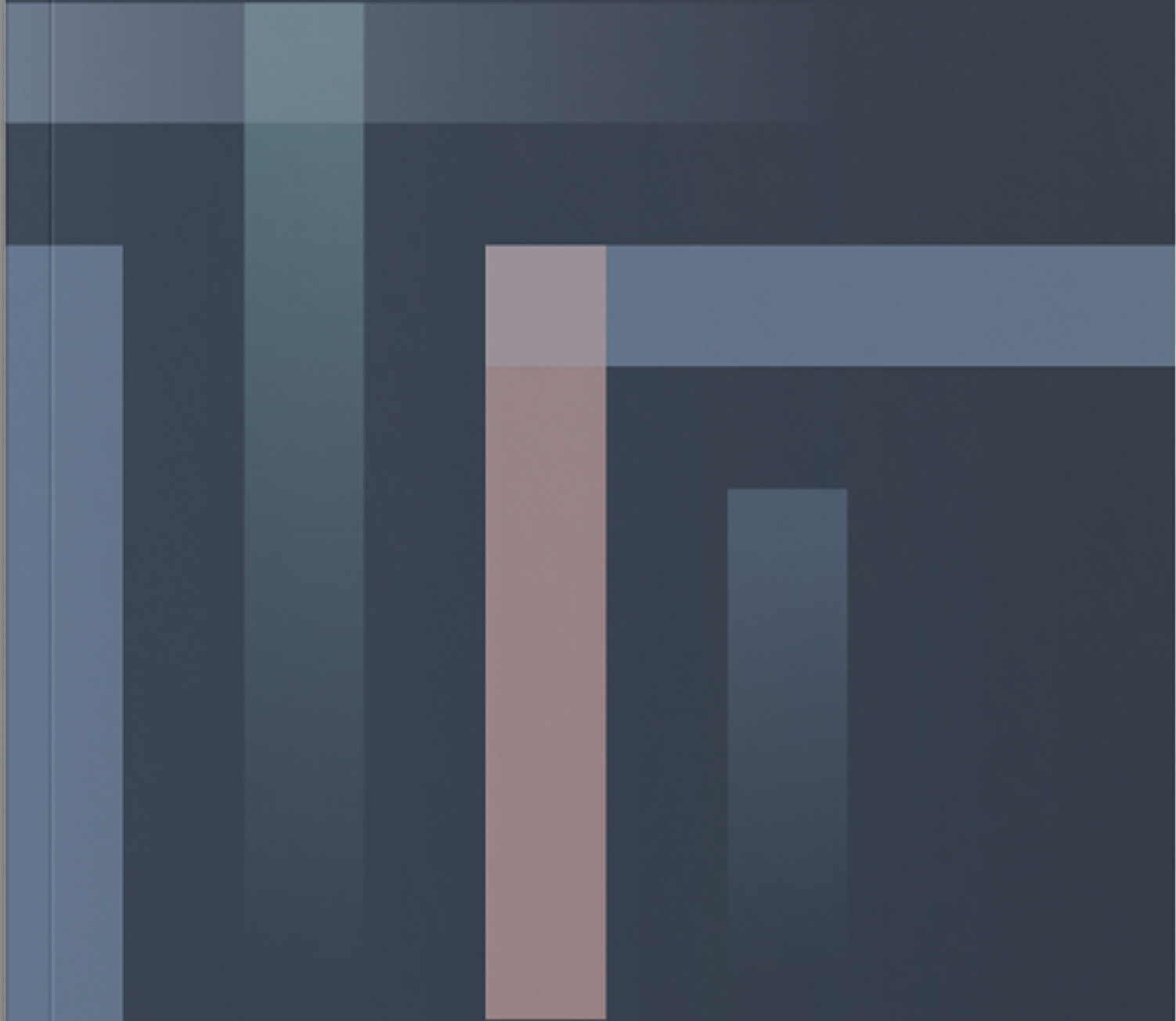
Australian Government
The Treasury

**Annual Report** 2020–21

**treasury**.gov.au

Australian Government

The Treasury

# Corporate Plan

2021–22

**treasury**.gov.au

## Treasury's purpose

At 30 June 2020, Treasury had 1,048 operative employees, an increase from 895 operative employees at 30 June 2019.[1] The corresponding full-time equivalent figure was 1,019. An additional 108 inoperative employees are attached to Treasury.[2]

### Staffing information

The average staffing level across 2019-20 was 926.2.

Treasury's workforce is increasingly diverse. Half (50.1 per cent) of Treasury's operative workforce are women, 77.5 per cent are under 45 years of age, 3.1 per cent identify as having disability and two per cent identify as Aboriginal and/or Torres Strait Islander.

### Higher duties arrangements

At 30 June 2020, women comprised 43.6 per cent of the operative SES cohort, inclusive of higher duties arrangements. Treasury's target for female representation in the SES is gender parity.

Treasury's geographic footprint extends beyond Canberra, with offices established in Sydney, Melbourne, and Perth, and officers posted or deployed overseas.

Chart 1: All Ongoing Employees Current Report Period (2019-20)
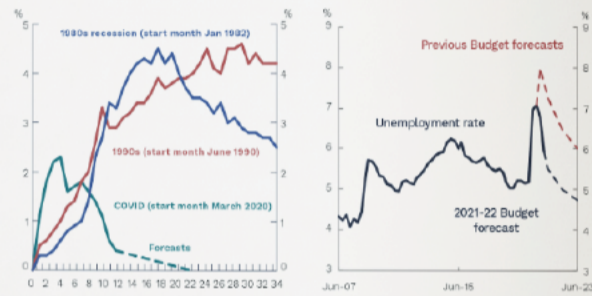
1    Figures exclude the Secretary as they are not an employee under the *Public Service Act 1999*.
2    An employee is deemed 'inoperative' if they are on long term leave (paid or unpaid) or on temporary transfer or secondment to another agency for a period of 12 weeks or more.

Part 2
## Report on performance

## Social media

Australian Government
The Treasury

# Secretary's
## opening statement available now

treasury.gov.au

## User interface components

**Search bar**

Search    🔍

**Buttons**
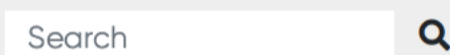
| button | button | button |

## Downloads
## Download our brand.

Certain assets are available for download in instances where our identity isn't already applied and needs to be present.

The Australian Government Branding Guidelines outlines the requirements when applying the logo.

Australian Government Website branding outlines correct usage in web applications.

Contacts 47E(d) ⬛⬛⬛⬛@treasury.gov.au to check your usage complies.

## Treasury logo



Download inline logo [PNG]

Download inline logo [EPS]



Download inline logo white [PNG]

Download inline logo white [EPS]

[Download stacked logo [PNG]](#)

[Download stacked logo [EPS]](#)



[Download stacked logo white [PNG]](#)

[Download stacked logo white [EPS]](#)

## Trust mark



[Download trust mark [PNG]](#)

[Download trust mark [EPS]](#)



[Download trust mark white [PNG]](#)

[Download trust mark white [EPS]](#)

# Budget brand guidelines

# Budget logo usage guidelines

- For print, the Australian Government crest should be no less than 20mm wide.

- The Budget logo should not be modified in any way. This includes rearranging the design or altering parts of the design.

- The Budget logo should not sit on complex backgrounds.

- The Budget logo is not to be cropped or used as a pattern.

- The proportions of the Budget logo are to be kept exact at all times.

- When using the Budget logo on a website, the logo should link to the Budget website: www.budget.gov.au.

Refer to the Australian Government branding guidelines for more information.



Minimum size crest at 20mm wide (for print)

# Budget logo

Stacked



Inline

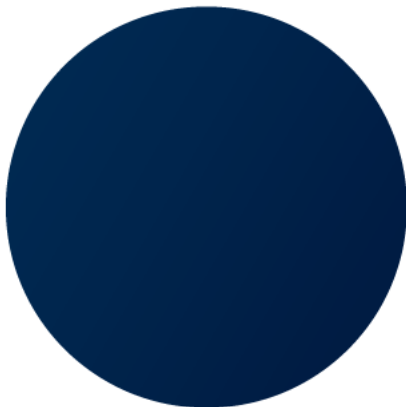# Budget colours

## Global

C.100 M.49 Y.0 K.70

#002B54

## Accent

C.55 M.0 Y.11 K.0

#63CADF

@15% TINT

# Budget design elements

## Circle and gradient

## Cropped circles

## Usage example

Social media tile

Budget
2023–24

budget.gov.au

Insert photo

# Welcome to the Budget style manual

Treasury uses the Australian Government Style Manual (Style Manual) and the Macquarie Dictionary for writing, editing and proofreading.

s 22

This site contains variations to style conventions for Budget-related content only. This includes books, glossies, MYEFO and ministerial statements.

## Things to remember

- Use 'Australian Government' instead of 'Commonwealth'.
- Use 'Treasury' instead of 'Department of the Treasury'.
- Write dollar values to one decimal place (for example, $157.0 million, $1.6 billion). The .0 is not required in less formal content like the glossy, speech and web content (for example, $157 million).
- Use lower case when referring to state and territories.
- Capitalise 'Budget' when referring to the proper noun (the Budget) and use lower case 'budget' for the common noun (for example, budget repair).
- Avoid using 'we' and 'our' in budget books, except in forewords.
- Do not use semicolons at the end of an item in numbered or bullet point lists.
- Use an en dash for date spans (2024–25) and pause indicators – not a hyphen.
- Spelling conventions include ageing, email, focused, program, judgement and timeframe.

Last updated: 25 October 2023

# Acronyms and initialisms

Use acronyms and initialisms sparingly.

Write the term in full first.

Add the shortened form in parentheses after first use **and** at the beginning of new statements/chapters:

> International Monetary Fund (IMF)

You may not need to spell out acronyms and initialisms if your audience is familiar with the subject matter:

> ATO  OECD  CPI  APEC  GDP

Do not use contractions in formal text:

> it is (not it's)

> do not (not don't)

Use English rather than Latin shortened forms. Instead of using etc., redraft the sentence using 'like' or 'including':

> that is (not i.e.)

> for example (not e.g.)

In text, refer to parts of legislation in full:

> section, subsection, paragraph, subparagraph

In text, write state and territory names in full:

> New South Wales, Victoria, Queensland, Western Australia, South Australia, Tasmania, Australian Capital Territory, Northern Territory

In table column headings and chart labels, use shortened forms:

> NSW, VIC, QLD, WA, SA, TAS, ACT, NT

Last updated: 12 September 2022

# Capitalisation

Treasury's preference is for minimal capitalisation.

As a general rule, only use upper case at the start of a sentence and for proper nouns.

Use lower case wherever possible when referring to state and territories.

Use capitals for states and territories when they are proper nouns and refer to specific governments:

> The Australian Capital Territory includes Jervis Bay. The territory's total area is more than 2,000 square kilometres.
>
> The South Australian Government initiated ...
>
> The state government will meet regularly to review progress.
>
> ... under federal–state arrangements.

## When to use capitals

For proper nouns including the names of people, bodies or entities. Do not use shortened forms:

> the Minister for Financial Services

For a specific officeholder or body of people:

> the Minister said
>
> the Board decided

For the formal names of departments, groups and divisions. Do not use shortened forms:

> Financial System Division
>
> Macroeconomic Group

For Budget when it refers to the proper noun:

> Commonwealth Budget papers and Budget-related information
>
> 2024–25 Budget
>
> In this Budget, the Government …
>
> Major policy decisions in the Budget include …
>
> Budget Paper No. 2 …
>
> … the Budget papers for 2023–24

Parliament, House of Representatives, Senate, Cabinet, Commonwealth, Australian Government, Acts, Opposition, Constitution

Acts and Bills whether singular or plural:

*Review of the Corporations Act 2001*

The Act relates to certain …

Senate passed 25 Bills …

Full names of government programs, treaties, protocols, agreements, schemes, packages, initiatives, benefits, systems, rebates and grants. Use the shortened form for later mentions if necessary:

Pharmaceutical Benefits Scheme (PBS)

Disaster Recovery Funding Arrangements (DRFA)

Family Tax Benefit (FTB)

First Home Super Saver Scheme (FHSSS)

Portfolio names in revenue, expense and capital measures. Do not use shortened form for later mentions:

Family and Community Services

Commonwealth-State financial relations terms. Use the shortened form for later mentions if necessary:

National Competition Payments (NCPs) are in …

Horizontal Fiscal Equalisation (HFE) principles …

Heading 1 levels in budget documents:

Part 1: Fiscal Strategy and Budget Priorities

Statement 1: Fiscal Strategy and Outlook

Commonwealth–State Financial Relations

Part 2: Fiscal and Economic Outlook

Part 1: Revenue Measures

## When to use lower case

For chart and table headings and heading levels 3 to 6:

Fiscal outlook

Economic outlook

The outlook for the international economy

Estimates of revenue

Delivering further tax reform

Table 1: Budget aggregates

Table 10: Effect of Horizontal Fiscal Equalisation 2022–23

Chart 2: Underlying cash balances

For generic (common noun) references to states or territories:

inefficient state taxes

federal financial relations

For plural or generic references to governments:

the role of government

For generic references to people, bodies or entities:

Treasury ministers, portfolio ministers

For budget as a common noun descriptor:

the budget deficit has decreased

For names of taxes:

the goods and services tax

luxury car tax

company income tax

For measure descriptions:

Petroleum resource rent tax — policy modifications

Extension of tax-timing hedging rules

Asian Development Bank — customs duty concession

Superannuation — surcharge abolition

Last updated: 15 September 2022

## Common errors

Treat collective nouns such as 'government' and 'committee' as singular:

> The Government has decided …

> The OECD is aware of …

> The ATO plans to …

Ensure the subject and its verb are both singular or plural, depending on whether the meaning relates to a group as a whole:

> The number of defaulters has risen since 2020–21.

or to the individuals within it:

> A number of people are to appeal …

## Data 'is' or 'are'?

'Data' can be [both singular and plural](#). It depends on your audience.

'Data' takes singular verbs and pronouns in content written for general audiences (for example, in Budget glossies and social media):

> The data we collected is not yet enough.

> The data on health outcomes is accurate.

'Data' takes plural verbs and nouns in financial writing for specialist audiences (for example, in Budget books).

> The data show this trend

> The data are in Table 2

## Gender neutrality

Use [gender neutral pronouns](#) such as 'they'. Rewrite sentences to avoid using he/she:

> A staff member can attend the meeting if they wish.

## Spelling

s 22

s 22 then use the first spelling option in the [Macquarie Dictionary](#).

You can also double-check the common misspellings and word confusion list in the Australian Government Style Manual.

Last updated: 23 March 2023

# Government terms

Follow the Style Manual rules for capitalising government terms.

Use 'the Treasury' or 'Treasury' rather than 'Department of the Treasury':

> Officials from the Treasury and Department of the Prime Minister and Cabinet …
>
> In 2021–22, Treasury contributed …

Use Australian Treasury to differentiate us from other treasuries:

> The Australian Treasury will liaise with US Treasury to …
>
> Representatives from the Australian and Queensland treasuries will consider …

Use Australian Government rather than Commonwealth to refer to the Government and policy decisions made by the Government:

> …the Australian Government's budget funding program …
>
> …the Australian Government's payments to local authorities …

Use Commonwealth when Commonwealth refers to the legal entity or forms part of a name or title:

> Commonwealth Grants Commission

## Program vs programme

Use program in all instances, except when referring to a legislative title:

> Higher Education Loan Programme

Last updated: 15 September 2022

# Numbers

This section contains Treasury's exceptions to the rules in the Government Style Manual.

| | |
|---|---|
| Currency | $100, $5.50, $0.55 |
| International | US$299, A$500<br>A$500 (when Australian dollar references are mentioned near other currencies) |
| Percentage (in general text) | 3 per cent (not 3 percent; not three per cent) |
| Percentage (in charts/tables) | 3% |
| Fraction (in general text, charts/tables) | 1½ |
| Decimals: million and billion (in general text) | $2.0 million, $6.5 billion to one decimal point, even if .0<br>The .0 is not required in less formal content such as the glossy, speech and web content, write $2 million. |
| Decimals: million and billion (in charts/tables) | $2.0m, $6.0b (to one decimal point, even if .0) |
| Dates (in general text) | 1 December 2025 (do not abbreviate) |
| Time | 9 am or 9:30 am |

| | |
|---|---|
| Decade (no apostrophe) | 1980s |
| Measurements (include a non-breaking space) | 120 kg<br>5 mm<br>660 MW (but cost values are written as $70/MWh) |
| Age | aged 65 and over |
| Financial year (en dash) | 2024–25 |
| Year (hyphenate) | 10-year projection |
| Legislation (hyphenate) | 6-month rule |
| Phone | +61 2 6263 2111 |
| Mobile | +61 4 10 123 456 |

## General text vs charts/tables

In charts/tables, economic and statistical references, write all numbers as numerals (0 and above).

In general text, write 'zero' through to 'ten' in words. Use numerals for '11' and above:

> The department has 70 laptops and ten manuals. It has one mouse.

The Treasurer's preference is to use numerals with percentages.

> The economy grew by 3 per cent (not three per cent).

## Per cent vs %

> In charts and tables, use the % symbol.

> In general text, use 'per cent':

> 7 per cent

## Consecutive numbers

In general text, when two numbers are consecutive, write one as a word and one as a numeral:

There are three 5-year projects.

## Commas in numbers

In general text and in charts/tables, use commas in numbers with four or more digits:

4,000   12,257   100,000

## Negative value

In general text and in charts/tables, to show a negative value, write the number after the minus sign without a space:

-$20,000 not ($20,000)

## Using numbers in content for media

Spell out numbers under 11 in media releases.

Avoid starting a sentence with a number. Spell it out in full if there is no other option.

Last updated: 25 October 2023

# Punctuation

## Spacing

Use non breaking spaces **Ctrl Shift Spacebar** to prevent breaking titles, names, dates and numbers across lines.

Leave one space after all punctuation.

## Full stops

Use full stops to end sentences.

Use a full stop at the end of a sentence that is followed by bullet points that are complete sentences. Also use full stops to end **bulleted points that are complete sentences**:

> The committee came to 2 important conclusions.
> - A working party will review the legislated guidelines.
> - Treasury staff will comprise the working party.

Use a full stop to end a **bulleted list paragraph**:

> Treasury has 3 outcomes:
> - sound macroeconomic environment
> - effective government spending and taxation arrangements
> - well-functioning markets.

Bullet and numbered lists **do not have a semicolon** at the end of each list item.

**Do not** use full stops or commas for titles, names and postnominals:

> Dr AO BSc MP The Hon

**Do not** use full stops or commas for acronyms, abbreviations or contractions:

> ASEAN NSW kg pa Ltd Qld Mr p pp

Use no. for the abbreviated form of number and cat. for abbreviated form of catalogue:

> Budget Paper No. 1, Budget Paper No. 2
> ABS cat. no. 6401.0.

# Hyphens

Use a non-breaking hyphen **Ctrl Shift Hyphen** in adjectives formed from 2 or 3 words.

> medium-term priorities, part-time work, up-to-date account

Do not hyphenate -ly adverbs.

## En dash

Do not confuse en dashes with hyphens.

Use an en dash in date runs:

> … the 2024–25 calendar year

Use an en dash to introduce an explanation or give emphasis. Put a space either side of the dash:

> The Government is committed to raising retirement incomes – not raising taxes.

Last updated: 15 September 2022

# Referencing

Use footnotes or endnotes as per the documentary–note system.

Use numbers for reference markers, not Roman numerals or symbols.

Please use the correct elements and order in your citation.

The general order is:

- author or authoring organisation's name
- title
- publisher
- publishing date
- accessed date (for digital content).

## Quotes

Use single quotation marks except for quotes within quotes.

Use left indent for block quotes longer than about 30 words (no quotation marks).

Last updated: 25 October 2023

# Title formatting

Always write out legislation titles in full at the first reference.

Use italics

In full titles of Acts, Regulations and Ordinances:

*Environmental Protection (Impact of Proposals) Act 1974*

In titles of budget documents BUT do not italicise 'Budget Paper No.':

Budget Paper No. 1, *Budget Strategy and Outlook 2024–25*

Budget Paper No. 2, *Budget Measures 2024–25*

Budget Paper No. 3, *Federal Financial Relations 2024–25*

Budget Paper No. 4, *Agency Resourcing 2024–25*

*Mid-Year Economic and Fiscal Outlook 2024–25*

*Final Budget Outcome 2024–25*

Use normal type

In the abbreviated titles of Acts, Regulations and Ordinances:

Child Support (Registration and Collection) Act

In Bills:

Treasury Laws Amendment (Electric Car Discount) Bill 2022

In budget publications when the short title is used (provided the full title has already appeared in the text):

Budget Paper No. 1

Budget Paper No. 2

Budget Paper No. 3

Budget Paper No. 4

MYEFO/FBO

Last updated: 25 October 2023