



Australian Government
Department of Industry, Science,
Energy and Resources

AusIndustry
Cooperative Research
Centres Program

Cooperative Research Centres (CRC) Program Brandmark Guide

For CRC and CRC Project grants

V1.0 March 2022

Lock up

The lock up is the visual and authorative signature of the brand.

It's comprised of the Department of Industry, Science, Energy and Resources Government Crest, and the AusIndustry and Cooperative Research Centres wordmarks

The lock up can be used in two formats, inline and stacked. The lock up must always be used in its entirety and the minimum size and positioning outlined in this guide must be met.

The colour of the Departmental crest and dividing line is produced in 70% black and the AusIndustry wordmark is produced in 'Cobalt'.



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Lock up Inline



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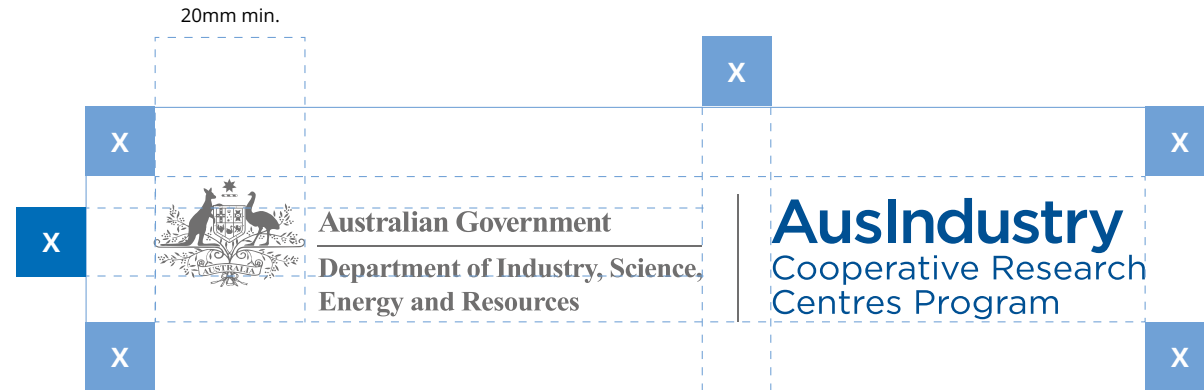
Lock up Stacked

Using the lock up

To ensure the lock up maintains its integrity and is always recognisable, a clearspace – as represented by the 'X' – must be maintained around the lock up. No other objects are to breach this space.

To make sure the lock up is consistently legible, it cannot be produced in such a way that the width of the crest is smaller than 20mm wide for print applications.

Vector based file formats should be used where possible for improved reproduction clarity.



Lock up Inline – clearspace



Lock up Stacked – clearspace

Digital sizes

Three default lock up minimum sizes are available for use on digital applications.

The smallest version of the lock ups (32 pixel) must not be used on websites and may only be used when available space is limited, such as in mobile applications.

For further guidance on displaying government lock ups online, see <https://www.dta.gov.au/help-and-advice/guides-and-tools/requirements-australian-government-websites-branding>

Bitmap based file formats should be used for online purposes.

Default lock up minimum sizes for digital application

Crest height 32px

X = 11px



Crest height 48px

X = 16px






Crest height 64px

X = 21px



Usage scenarios

			
Crest height	Desktop 1200px	Tablet 900px	Mobile 320px
32px	✗	✗	✓
48px	✓	✓	✗
64px	✓	✗	✗

Lock up colours

For most instances, the colour version of the lock up is to be used.

Care is to be taken to ensure that there is sufficient contrast with the background for legibility and clarity.

For cases where colour reproduction is not available, there are black and white versions for use.



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Lock up – Colour



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Lock up – Black



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Lock up – White



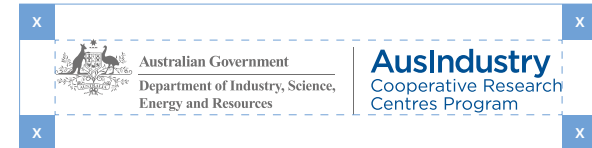
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✓ Do



- ✓ Do use the appropriate lock up variation on an appropriate solid colour from the AusIndustry colour palette



- ✓ Do use the recommended clearspace around the lock up

✗ Don't



- ✗ Do not place on a low contrast background



- ✗ Do not scale lock up disproportionately



- ✗ Do not recolour the lock up



- ✗ Do not rearrange the lock up components



- ✗ Do not add graphic effects to the lock up



- ✗ Do not rotate the lock up



- ✗ Do not place on a patterned or visually complex background



- ✗ Do not place on a photographic background