



**Australian Government**  
**Department of Defence**

**Australian Signals Directorate  
Cyber and Information Security Division  
Information Security Registered Assessors Program**

# **IRAP Branding Guidelines**

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### IRAP Management Team

**E** [asd.irap@defence.gov.au](mailto:asd.irap@defence.gov.au)

**W** [asd.gov.au/irap](http://asd.gov.au/irap)

### Australian Signals Directorate

**P** 1300 CYBER1 (1300 292 371) and select 1 and then 4.

**E** [asd.assist@defence.gov.au](mailto:asd.assist@defence.gov.au)

**W** [asd.gov.au/irap](http://asd.gov.au/irap)

## Introduction

Welcome to the IRAP Branding Guidelines designed specifically for the wider IRAP community - IRAP Assessors, gateway and cloud service providers, and certification and accreditation authorities.

This guide has been developed to inform you of the appropriate use of the IRAP logo and branding when promoting yourself as an IRAP Assessor or producing assessment reports for the certification and accreditation authorities.

It is essential that these guidelines are read and understood prior to utilising the IRAP logo on any marketing material, including websites and assessment reports.

### Who can use the IRAP logo and when?

#### IRAP Assessors

IRAP Assessors engaged to complete an IRAP Assessment can use the IRAP logo on their assessment report and must follow the guidelines throughout this publication.

Where the IRAP logo has been used incorrectly ASD reserves the right to revoke endorsement/IRAP membership until marketing collateral has been revised and approved by the ASD IRAP Management Team.

#### Certification and Accreditation

The IRAP logo can only be used on certification letters and accompanying assessment reports where ASD is the certification authority. It is not to be used where government agencies are the certification and accreditation authority.

Where misleading and false claims concerning the program and relevant certification of services have been made - ASD reserves the right to revoke certification until the website and relevant marketing material have been rectified.

## Logo Guidelines

### Use

The IRAP logo is the primary and most important component of the program's corporate identity.

The logo should not be stretched, distorted or proportionally altered in any way. The logo, whole or in-part, must not be cropped or used as a design element in compositions and layouts. It should be displayed clearly and in accordance with the following guidelines.

The IRAP logo must not be used or published by government agencies for certification and/or accreditation activities, assessment reports, or system security documentation suites.

### Colour

Wherever possible the logo should be used in full colour. IRAP appears in blue and the dot of the 'i' is red with a white centre.

For information on all corporate colours please refer to page 13.

### Grayscale

There is a black and white version available for limited publications printed in grayscale. This is the only instance when the black on white logo may be used. An exception to this is when the contrast between the logo colour and background colour renders the logo illegible. In all other cases the logo should appear in colour.

### Logo on white background

Where a design layout requires the logo to be used on a white background there are two options available - a colour version and a black and white version. Please refer to page six (6) for examples of these two logo options.

Examples of where the logo on white may be required are when the background colour is dark, the logo's placement is on busy or distracting design elements and images, or the colour clashes with the colour of the logo.

### Font

The logo uses the font Rezland. No other font should be used for the logo at any time.

### Integrity

The IRAP logo should be used in such a way that it maintains its brand integrity.

### Copy of logo

For more information or a copy of the logo please contact:

IRAP Management Team  
asd.irap@defence.gov.au

## Logo examples

Logo — Colour



Logo — Grayscale



Logo — Colour on white background (blue background not part of logo)



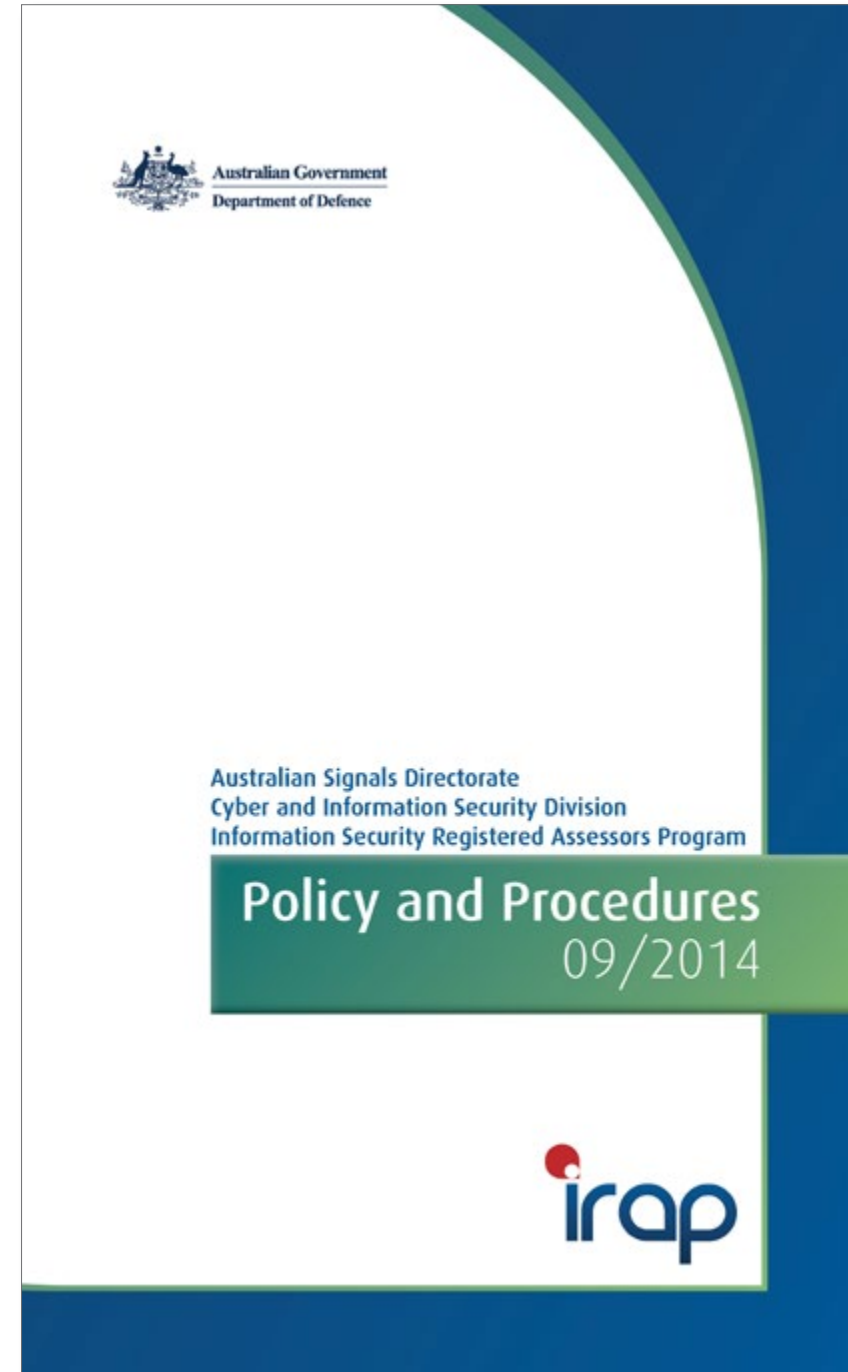
Logo — Grayscale on white background (black background not part of logo)



## Examples of correct use

Examples of the IRAP logo being used correctly can be viewed from pages 7 to 10. This includes how to use the logo on a white background.

IRAP logo





IRAP logo — on white background



Seminar name tag



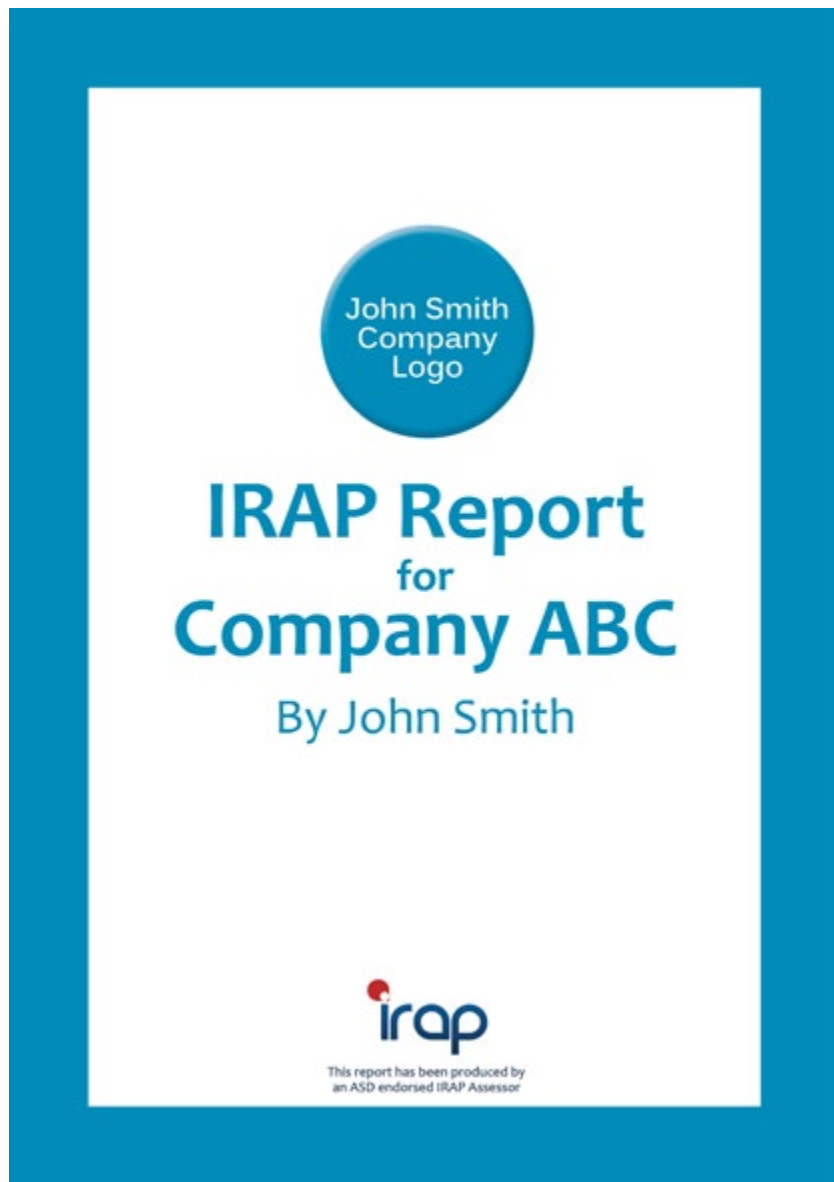
Seminar agenda pamphlet



Current ASD endorsed IRAP Assessors may use the IRAP logo on assessment reports they produce.

The IRAP logo may appear once on the bottom of the title page and be significantly smaller than the company logo of the IRAP Assessor. The use of the IRAP logo is strictly and primarily used as a statement of affiliation. This should be reflected in the size and placement of the logo. Below is an example of correct use.

*'This report has been produced by an ASD endorsed IRAP Assessor'* may accompany the logo.



### Examples of incorrect use

Examples of the IRAP logo being used incorrectly can be viewed below.



## Commonwealth Coat of Arms

### Use

For government department IRAP Assessors the Commonwealth Coat of Arms (COA) must appear on all IRAP communications.

The COA should be used in accordance with the Commonwealth guidelines found at [http://www.dpmc.gov.au/guidelines/docs/CCoA\\_guidelines.pdf](http://www.dpmc.gov.au/guidelines/docs/CCoA_guidelines.pdf).

### Examples of COA

Inline



Australian Government

Stacked



Australian Government

## Colour Palette

### Colours

The IRAP corporate colour palette consists of eight colours as outlined in the tables on page 13. The main colour palette has four colours and the secondary colour palette has an additional four colours. When printing or manufacturing materials the IRAP colours must remain true to these specifications.

### Tints

In general, tints of the corporate colour palette are discouraged for use in IRAP publications and corporate communications. Where tints are required they may only be used in conjunction with the full strength colour or in tables and diagrams for text legibility.

### Main colour palette

Reference Name



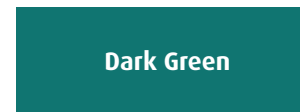
Red

RGB	R 193	G 39	B 45
CMYK	C 17	M 98	Y 93 K 7



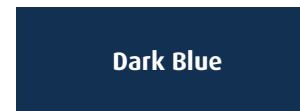
Yellow

RGB	R 207	G 205	B 117
CMYK	C 21	M 11	Y 67 K 0



Dark Green

RGB	R 16	G 117	B 113
CMYK	C 87	M 35	Y 55 K 14



Dark Blue

RGB	R 17	G 48	B 82
CMYK	C 100	M 83	Y 40 K 36

### Secondary colour palette

Reference Name



Orange

RGB	R 221	G 103	B 38
CMYK	C 9	M 73	Y 100 K 1



Light Yellow

RGB	R 218	G 217	B 146
CMYK	C 16	M 7	Y 52 K 0



Light Green

RGB	R 130	G 185	B 110
CMYK	C 53	M 8	Y 74 K 0



Light Blue

RGB	R 0	G 88	B 150
CMYK	C 97	M 70	Y 14 K 2

## Typography

### Corporate typeface

Dax is the IRAP corporate typeface. This should be used on all professionally created publications and promotional material.

### Internal font

For all internal publications where Dax is unavailable, the typeface Arial may be used.

Aa

Dax

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz1234567890!@#\$**

Dax Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$

Dax Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$

Dax Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$

Dax Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz1234567890!@#\$**

Dax Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz1234567890!@#\$*

Dax Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz1234567890!@#\$*

Dax Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz1234567890!@#\$*

Dax Light Italic

Aa

Arial

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz1234567890!@#\$**

Arial Bold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz1234567890!@#\$***

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$

Arial Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz1234567890!@#\$*

Arial Italic



## Business Cards and Promotional Material

Current ASD endorsed IRAP Assessors may use the IRAP logo on promotional material. Use of the IRAP logo must comply with the Logo Guidelines outlined at the beginning of this document on page four (4).

The use of the IRAP logo by current IRAP Assessors is strictly and primarily used as a statement of affiliation and should not be used for any other purpose. In addition to the guidelines outlined previously, the logo's position and size must be significantly smaller than the company logo for which the IRAP Assessor works for. This applies for any layout that incorporates the IRAP logo for the purpose of stating affiliation.

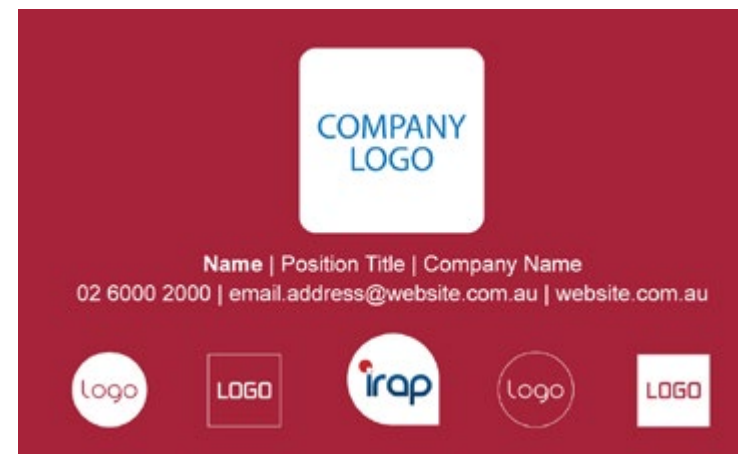
Below are examples of how the logo may and may not be used by IRAP Assessors on a business card. The business card layouts are examples only. They serve to show how the IRAP logo can be displayed in proportion to the other design elements and information in the layout. The precise layout of each card is for demonstration purposes only.

### Correct use of IRAP logo for business cards

IRAP logo with no background



IRAP logo with coloured background



### Incorrect use of IRAP logo for business card

IRAP logo with no background



IRAP logo with coloured background



## IRAP Icons

### Use of icons

There is a library of IRAP icons available for use solely on IRAP branded publications and products. They are not available for use on any co-branded publications, by IRAP Assessors or IRAP Training Providers.

The icons are used to illustrate menu items on the IRAP website, add visual interest to email notifications, web banners, flyers and corporate publications.

Some examples of IRAP icons can be seen below.



IRAP Toolkit



Gateway Services



IRAP Assessors



World Wide Web



Cloud Computing



Report



Magnifying Glass



Information



States and Territories



Email



Click 1



Calendar

Any other intended use of the IRAP brand for promotional or commercial use must be approved by ASD.

