

# BRAND GUIDELINES

## Branding, attribution and approvals guidelines for project partners

This document sets out the high-level requirements and policy for branding, logo use and attribution pertaining to the Australian Government's Future Drought Fund and the SA Drought Hub.

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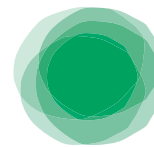
VERSION 2.0 | JANUARY 2023



**Australian Government**  
**Department of Agriculture,  
Fisheries and Forestry**



**Future  
Drought  
Fund**



**SA  
DROUGHT  
HUB**



**THE UNIVERSITY  
of ADELAIDE**

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# Key branding points

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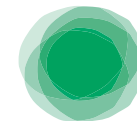
- All materials and collateral relating to the SA Drought Hub must carry/ include the SA Drought Hub logo plus the Australian Government's Future Drought Fund (FDF) logo and Australian Department of Agriculture, Fisheries and Forestry (DAFF) crest and the appropriate strap (see below). This applies to any SA Drought Hub collateral outputs, including **promotional materials for workshops/events, announcements, workshops, forums, conferences, banners, posters, signage, corporate merchandise, media/case studies, and print and digital publications (reports, books, fact sheets, videos etc).**
- The FDF/DAFF logos must take the position of prominence (above or to the left) of any additional project or organisation's logo.
- FDF funding must be acknowledgement with one of the following statements:
  - *This program/project received funding from the Australian Government's Future Drought Fund.<sup>1</sup>*
  - *This program/project is supported by [project provider's name], through funding from the Australian Government's Future Drought Fund.*
  - The below logo file can be provided for your convenience – contact Adam Barclay, AgCommunicators, on 0405 357 468 or [adam.barclay@agcommunicators.com.au](mailto:adam.barclay@agcommunicators.com.au).



**Australian Government**  
**Department of Agriculture,  
Fisheries and Forestry**



**Future  
Drought  
Fund**



**SA  
DROUGHT  
HUB**

This program received funding from the Australian Government's Future Drought Fund

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<sup>1</sup> When referring to the SA Drought Hub generally, use 'program' (not 'project').

## Key branding points, cont...

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- For staff employed through the University of Adelaide, the Hub logo and logo crest must be accompanied by the University of Adelaide logo:



**Australian Government**  
**Department of Agriculture,  
Fisheries and Forestry**



This program received funding from the Australian Government's Future Drought Fund

- For PIRSA/SARDI staff, the Hub logo and logo crest must be accompanied by the PIRSA/SARDI logo (in place of the University of Adelaide logo).
- Partners may remove the University of Adelaide logo and place their own logo next to the Hub logo, reflecting their involvement in the Hub.
- Do not modify logos in any way (colour, shape, form, font, design etc).
- The official Hub typeface is Proxima Nova. As this is not included by as standard in MS Word font, use Calibri as an alternative.
- Hub staff email signature blocks should include the Hub logo, taking into consideration their employer's email signature format/guidelines. Please contact Adam Barclay ([adam.barclay@agcommunicators.com.au](mailto:adam.barclay@agcommunicators.com.au) or 0405 357 468) for further information.
- Use 'South Australian Drought Resilience Adoption and Innovation Hub' on first mention, contracted to 'SA Drought Hub' thereafter.

**Please send communication materials/collateral etc to Adam Barclay at [adam.barclay@agcommunicators.com.au](mailto:adam.barclay@agcommunicators.com.au) for approval.**

# Social media

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- Social media posts about the SA Drought Hub do not need approval from the Future Drought Fund communications team.
- All content is managed and posted by AgCommunicators, who will update the Hub operations team.
- Any post should have two points of approval before posting and messaging must align with the Hub values, vision and mission.
- Content should be emailed to Adam Barclay ([adam.barclay@agcommunicators.com.au](mailto:adam.barclay@agcommunicators.com.au)) with the required wording or tags. Where possible, approval will be granted on the same day to ensure good engagement.
- Social media posts must:
  - Tag **@SADroughtHub** (Twitter, Facebook)
  - Include direct acknowledgement of the FDF or the **#FutureDroughtFund** hashtag
  - Where appropriate, tag Australian Department of Agriculture, Fisheries and Forestry (Facebook) or @DAFFgov (Twitter)
  - Other hashtags such as #drought, #AusGov, #AusAg, #droughtresilience and #agriculture can also be used.
- All images used in social media should be high-quality and depict activity that is professional, best practice (including use of appropriate PPE when required). Images should **not** include anyone under 18 without the appropriate talent release (parental approval) form.

# SA Drought Hub branding materials

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A range of branded materials are available for Hub staff and partners. To obtain files or to request materials that include your logo, please contact Adam Barclay, AgCommunicators, on 0405 357 468 or [adam.barclay@agcommunicators.com.au](mailto:adam.barclay@agcommunicators.com.au).

- A4 flyer (describing the Hub and its work, and listing core team members).
- DL flyer (fits into a business envelope)
- Media release template
- PowerPoint templates (standard and widescreen)
- Word document / letterhead template
- Logo strips for general usage on print, PDF or online materials (including event flyers and emails):

**See Appendix 1 for examples of a selection of flyers and templates.**

# Acknowledging the SA Drought Hub and Future Drought Fund in the media

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## MEDIA RELEASES

The Future Drought Fund logo and the Australian Government crest should **NOT** be included on media releases issued by an organisation, other than the Australian Government. However, the following statement should be included:

### 1. Releases issued by the SA Drought Hub, The University of Adelaide or PIRSA/SARDI:

*The South Australian Drought Resilience Adoption and Innovation Hub is one of eight Hubs established across Australia through the Australian Government's Future Drought Fund. The SA Drought Hub brings together a dynamic network of primary producers, industry groups, researchers, government agencies, universities, agribusinesses, traditional owners and others to work towards a common vision to strengthen the drought resilience and preparedness of farms and regional communities in South Australia. This program received funding from the Australian Government's Future Drought Fund.*

### 2. Releases issued by other project partners:

*This project is supported by the South Australian Drought Resilience Adoption and Innovation Hub, which is one of eight Hubs established across Australia through the Australian Government's Future Drought Fund. The SA Drought Hub brings together a dynamic network of primary producers, industry groups, researchers, government agencies, universities, agribusinesses, traditional owners and others to work towards a common vision to strengthen the drought resilience and preparedness of farms and regional communities in South Australia. This project received funding from the Australian Government's Future Drought Fund.*

## MEDIA ENQUIRIES/INTERVIEWS

Enquiries should be brought to the attention of AgCommunicators prior to speaking with the media (call Adam Barclay, 0405 357 468). **This is essential for any Hub employees and Hub partners as we will need to seek appropriate approvals from the University of Adelaide and State Government communication teams.** If you are contacted by the media, please advise that you will call them back ASAP. AgCommunicators will support your response and help develop talking points aligned with the Hub's key messaging, if required.

Approved interviewees should: (a) mention their employer organisation; and (b) acknowledge Australian Government funding, using wording to the effect of:

*The South Australian Drought Resilience Adoption and Innovation Hub is one of eight Hubs established across Australia through the Australian Government's Future Drought Fund. This program/project received funding from the Australian Government's Future Drought Fund.*

**It is important that we get the Hub messaging right in the media. Hub management team members have had media training, which is a prerequisite of speaking to the media.**

# Media approval processes

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## APPROVAL PROCESS FOR MEDIA RELEASES

**(AgCommunicators will manage this on your behalf and should be cc'd in on any correspondence)**

- **PIRSA/SARDI staff:** essential to have approval via the Hub Deputy Director, Hub Director and PIRSA media ([PIRSA.Media@sa.gov.au](mailto:PIRSA.Media@sa.gov.au))
- **University of Adelaide staff:** seek approval via Hub Manager, then [media@adelaide.edu.au](mailto:media@adelaide.edu.au); cc [crispin.savage@adelaide.edu.au](mailto:crispin.savage@adelaide.edu.au).
- **Other project/partner staff:** contact Adam Barclay, AgCommunicators, on 0405 357 468 or [adam.barclay@agcommunicators.com.au](mailto:adam.barclay@agcommunicators.com.au). AgCommunicators will guide you through the process on content and who is the appropriate Hub representative for quoting.
- **Non-PIRSA/SARDI staff or Hub partner:** no need for PIRSA/SARDI approval, but send to [PIRSA.Media@sa.gov.au](mailto:PIRSA.Media@sa.gov.au) for noting. Also send to AgCommunicators ([adam.barclay@agcommunicators.com.au](mailto:adam.barclay@agcommunicators.com.au)) so we can update the FDF team, who are keen to be notified of any announcements.

## APPROVAL PROCESS FOR MEDIA ENQUIRIES/INTERVIEW REQUESTS

If you are contacted for a radio / TV / newspaper interview it is important to seek prior approval to ensure all messaging aligns with the SA Drought Hub priorities and values.

The following process is required:

- Contact AgCommunicators ([adam.barclay@agcommunicators.com.au](mailto:adam.barclay@agcommunicators.com.au) or 0405 357 468) and advise of outlet, topic and content.
- **PIRSA/SARDI staff:** it is essential to have PIRSA/SARDI approval via SA Drought Hub management and PIRSA Media ([PIRSA.Media@sa.gov.au](mailto:PIRSA.Media@sa.gov.au))
- **University of Adelaide staff:**
  - a. If you have media clearance, notify [media@adelaide.edu.au](mailto:media@adelaide.edu.au); [crispin.savage@adelaide.edu.au](mailto:crispin.savage@adelaide.edu.au).
  - b. If you don't have media clearance, seek approval via [media@adelaide.edu.au](mailto:media@adelaide.edu.au); [crispin.savage@adelaide.edu.au](mailto:crispin.savage@adelaide.edu.au).
- **Non-PIRSA/SARDI staff:** no need for PIRSA/SARDI approval, but send to [PIRSA.Media@sa.gov.au](mailto:PIRSA.Media@sa.gov.au) for noting (after the interview has occurred).
- **Other project/partner staff:** contact Adam Barclay, AgCommunicators, on 0405 357 468 or [adam.barclay@agcommunicators.com.au](mailto:adam.barclay@agcommunicators.com.au). AgCommunicators will guide you through the process.

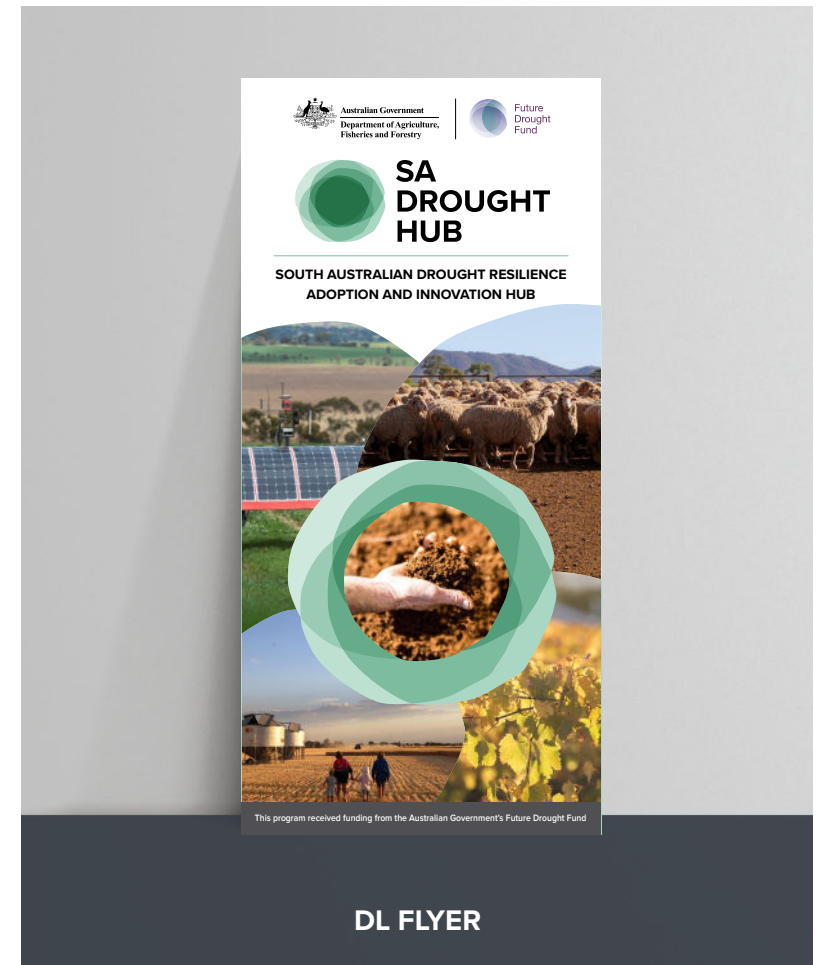


# APPENDIX

# Appendix 1 – flyer and template examples



A4 FLYER



DL FLYER

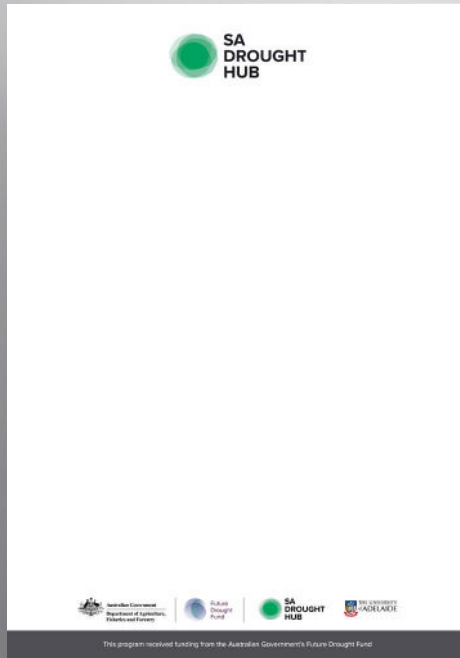
## Appendix 1 – flyer and template examples, cont...

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## POWERPOINT SLIDES

## Appendix 1 – flyer and template examples, cont...



**MEDIA RELEASE**



**WORD DOCUMENT**



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SOUTH AUSTRALIAN DROUGHT RESILIENCE  
ADOPTION AND INNOVATION HUB

## MORE INFORMATION

Contact AgCommunicators

E [adam.barclay@agcommunicators.com.au](mailto:adam.barclay@agcommunicators.com.au)

M 0405 357 468