Australian Government

Defence and Veterans' Service Commission

dvsc

Brand style guide

November 2025

Introduction

This style guide has been developed to support

Defence and Veterans' Service Commission (DVSC)

staff and stakeholders, to ensure consistent application

of the brand across all official communication materials

and documents.

Overview

DVSC Australian Government logo

Strip

Australian Government

Defence and Veterans' Service Commission

Stacked strip

Australian Government

Defence and Veterans' Service Commission

In line

Australian Government

**Defence and Veterans'
Service Commission**

Stacked

Australian Government

**Defence and Veterans'
Service Commission**

Overview

Primary logo

Primary colours

Supporting colours

Typeface

Aktiv Grotesk

Arial

Logo development

Rationale

Connected letters convey unity and a shared identity, a gradient flows from the 'v' to the 'd' and 's', creating a supportive, partnership embrace.

The central colour in the 'v' represents a guiding light for current and former Australian Defence Force members. This depth and colour adds vibrancy and visual appeal. The bold, linked letters express strength.

This unique logo design is easily recognised, aiding brand recall.

Logo overview

Primary

The primary logo is the main graphic representation of the Commission's brand and should be the mark consistently used to represent the Commission. It serves as the primary identifier and is designed to clearly communicate who the Commission is.

Placement examples of the primary logo include reports and publications, signage, document templates, and stationery.

Supporting

The supporting logo adds versatility and helps express a brand's personality. Think of it as the sibling of the primary logo - familiar, but with a slightly different feel. Secondary logos are designed to adapt to specific backgrounds, formats, or purposes while maintaining visual cohesion with the main logo, often incorporating the same elements in a more playful or simplified way.

Placement examples of the supporting logo include social media and print collateral.

Logo variations

Primary

A primary logo is the main mark that represents the Commission's brand identity.

Supporting

A supporting logo is used in situations where the primary logo may not be practical or appropriate.

Mono

The mono version is intended for use in single colour applications.

The brand logo must always be reproduced using the master artwork files. It should never be redrawn, modified, or reset in any way. Master files are available in multiple formats for both Mac and PC.

Logo variations

Background colours

The reverse logo can be used on a slate background or any dark background. Secondary colours may also be used on dark backgrounds or other accessible colours from the colour palette.

Clear space

Primary logo

To maintain prominence and legibility, the logo must always be surrounded by clear space, free from text, images or other logos.

The construction of the exclusion zone is based on the half height of the 'C' from the logo. The clear space must be applied on all sides of the logo.

Minimum size

The minimum size of the logo is defined by its height.
To ensure maximum clarity and legibility across all applications, the logo must never be used smaller than:

Print

DVSC 20mm (high)
DVSC including Commission name 30mm (high)

Digital

DVSC 57px (high)
DVSC including Commission name 85px (high)

Incorrect use of the logo

Avoid incorrect use of the logo to maintain brand integrity.

The brand logo must always be reproduced using the master artwork files. It should never be redrawn, modified, or reset in any way.

Don't use any other colours.

Don't condense the logo in any way.

Don't use the logo at an angle.

Don't stretch the logo in any way.

Don't use the logo on the wrong background.

Don't use the logo over a busy area of imagery.

Colour palette

Primary colours

Our colour palette is a key element in creating a distinctive and recognisable brand identity.

The primary brand colours are Slate and Turquoise.

Supporting colours

Supporting colours are applied when additional colours are needed for graphical elements such as report covers, graphs, charts, and tables.

They may also be used as background colours with the mono or reverse logo. Their primary purpose is to create distinctive highlights and enhance visual impact when the primary palette alone does not achieve the desired effect.
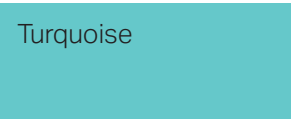
Gradients

Gradients may be used as a background with the mono or reverse logo. Their purpose it to create distinctive highlights and enhance visual impact.
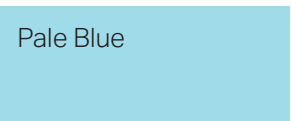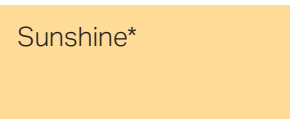
Primary

Slate	CMYK	75/40/22/65
	RGB	23/61/80
	HEX #	173d50

Turquoise	CMYK	56/0/23/0
	RGB	102/200/203
	HEX #	66c8cb

Supporting

Pale Blue	CMYK	35/0/8/0
	RGB	160/219/231
	HEX #	a0dbe7

Sunshine*	CMYK	0/13/46/0
	RGB	255/221/152
	HEX #	ffdd98

Gradients

Tonal variations

| 80% | 60% | 40% | 20% |
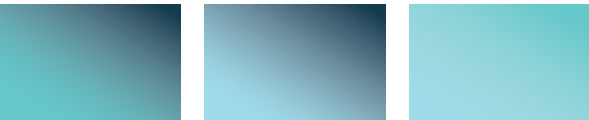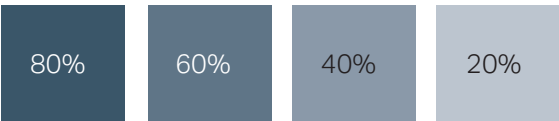
*Sunshine is a supporting accent colour, best used for highlights. It works well for infographics and callout boxes. Use this colour sparingly, avoid using it as a main colour or in large areas to maintain balance and readability. Refer to examples shown on page 23.
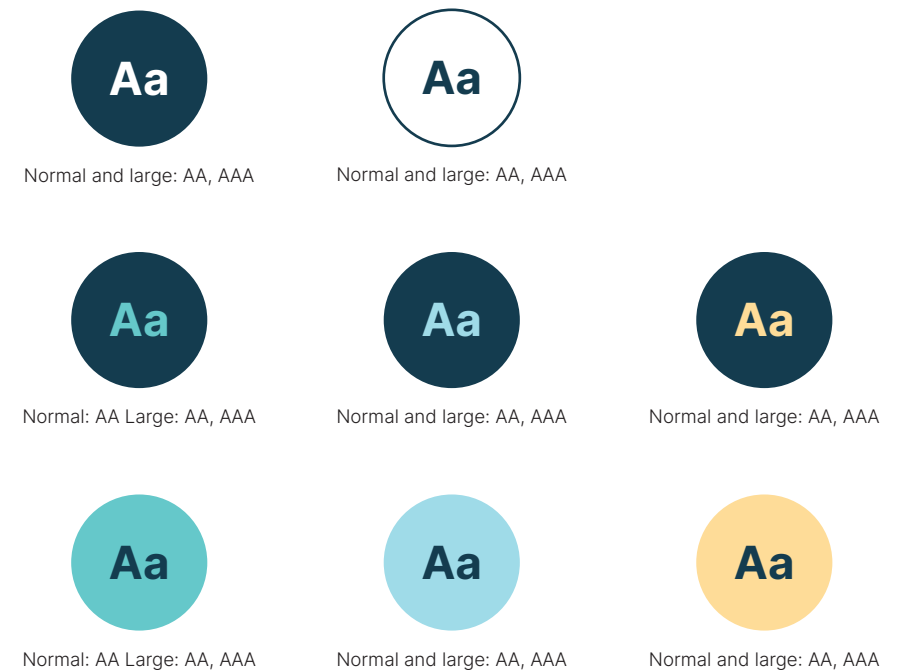
Accessibility

All aspects of printed and online products must be accessible to all users. Australian Government agencies must comply with the *Disability Discrimination Act 1992* and follow the current version of the Web Content Accessibility Guidelines (WCAG) to support equal access for everyone.

When designing content, consider how colour is used to ensure readability, usability, and inclusion.

Please refer to the accessible colour palette and the relevant WCAG success criteria for guidance.

Accessible colour palette

Aa
Normal and large: AA, AAA

Aa
Normal and large: AA, AAA

Aa
Normal: AA Large: AA, AAA

Aa
Normal and large: AA, AAA

Aa
Normal and large: AA, AAA

Aa
Normal: AA Large: AA, AAA

Aa
Normal and large: AA, AAA

Aa
Normal and large: AA, AAA

WCAG success criteria:

1.4.1   Use of colour (Level A): Do not rely on colour alone to communicate information. This helps people who are colour blind or have other vision-related barriers.

1.4.3   Contrast (Minimum) (Level AA): Text must have a contrast ratio of 4:5:1. This makes content easier to read for people with low vision.

1.4.6   Contrast (Enhanced) (Level AAA): Text should have a contrast ratio of 7:1 for greater accessibility. This benefits people with significant vision impairments.

1.4.11   Non-text Contrast (Level AA): User interface components (like buttons, form fields, and icons) and graphical objects must have at least 3:1 contrast against adjacent colours. This helps people perceive and use controls more easily.

Brand typefaces

Fonts

The brand typeface is the Aktiv Grotesk font family. Use it for all print and online applications.

Primary

Aktiv Grotesk

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

X Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Brand typefaces

Device reliant fonts

When a device font must be used, such as in email campaigns and Microsoft templates, use Arial as an alternative for Aktiv Grotesk.

Akitiv Grotesk and Arial are sans-serif fonts. San-serif fonts are generally considered to be more accessible, particularly for digital content, due to their clean, uncluttered letterforms, which are clearer and sharper on screens.

Secondary

Arial

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

Tracking

Tracking (letter spacing) should be set within the range of -10 to +10, depending on the design requirements.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Leading

Leading (line spacing) can be set to auto or adjusted as needed. For headings, reducing the leading can help tighten the white space between lines. For body copy, leading may be increased to improve readability, depending on the design.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Scale

Horizontal scale is to be 100%.

Aktiv Grotesk

Aktiv Grotesk

Casing

Do not use all CAPS.

AKTIV GROTESK

Photography

The imagery used alongside the DVSC brand needs to tell a story consistent with the Commission's mission. Whether capturing images in an office, meeting room, or open space, aim to create natural and authentic scenes. Use techniques like shallow depth of field to draw attention to the part of the image that conveys the core message. In addition to wide shots of people or the environment, include detailed portraits that show individuals in action. Focus on capturing brief, candid moments. When combined, these images help tell a broader story about the people and experiences the Commission represents.
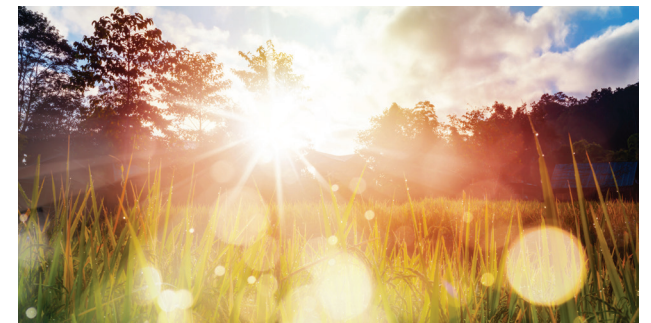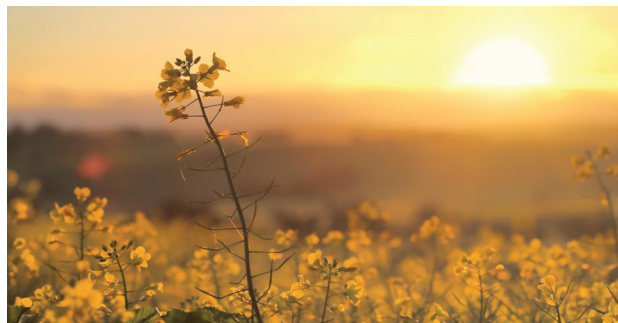
Photography

Vector graphics

Vector images

Choose vector graphics that serve a clear purpose and support your message.

Ensure all graphics align with the brand's colour palette for a consistent and professional look.


Iconography

Icon sets should use a single colour theme for visual consistency, preferably with a thin line weight to maintain a clean and modern look.

Vector shapes

The DVSC logo inspired the application of shapes and curves throughout the brand. This allows for brand flexibility and the creation of impactful visuals.

The V shape is to be applied off centre, design examples on how the shapes have been applied can be reviewed on pages 22-25.
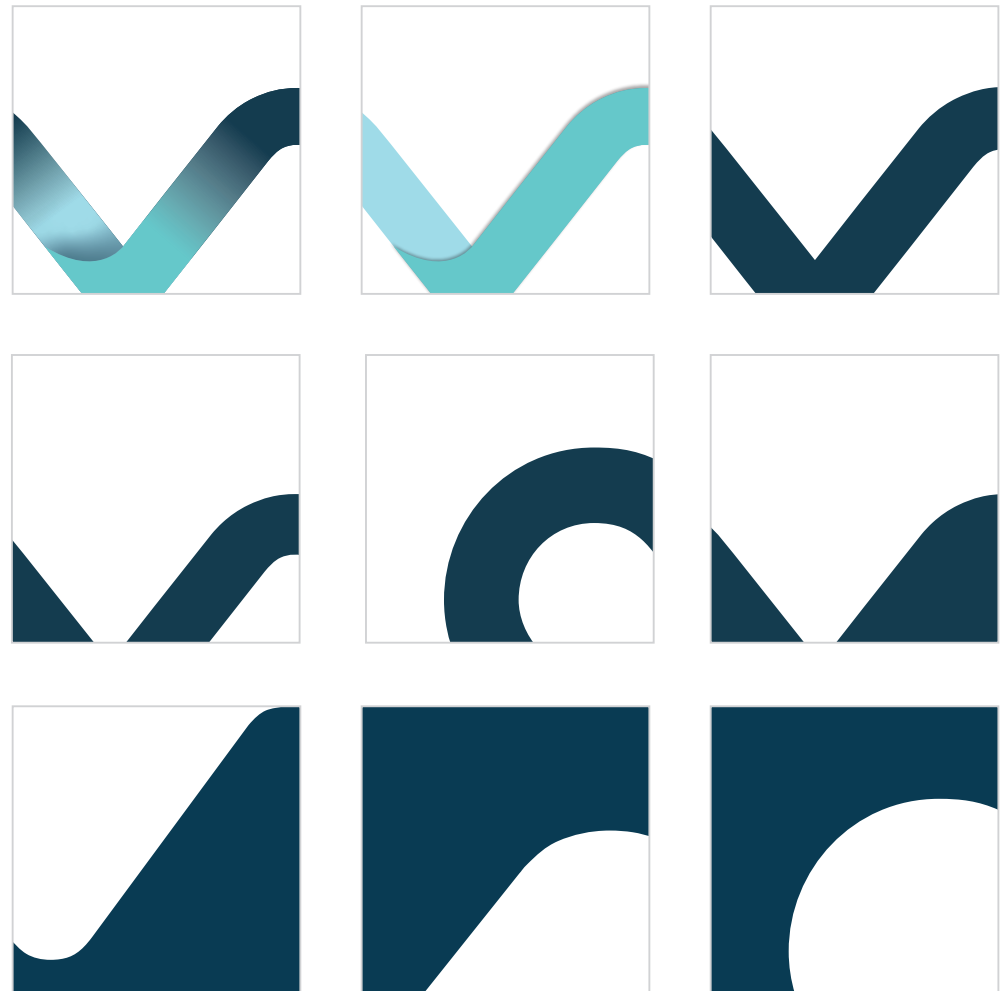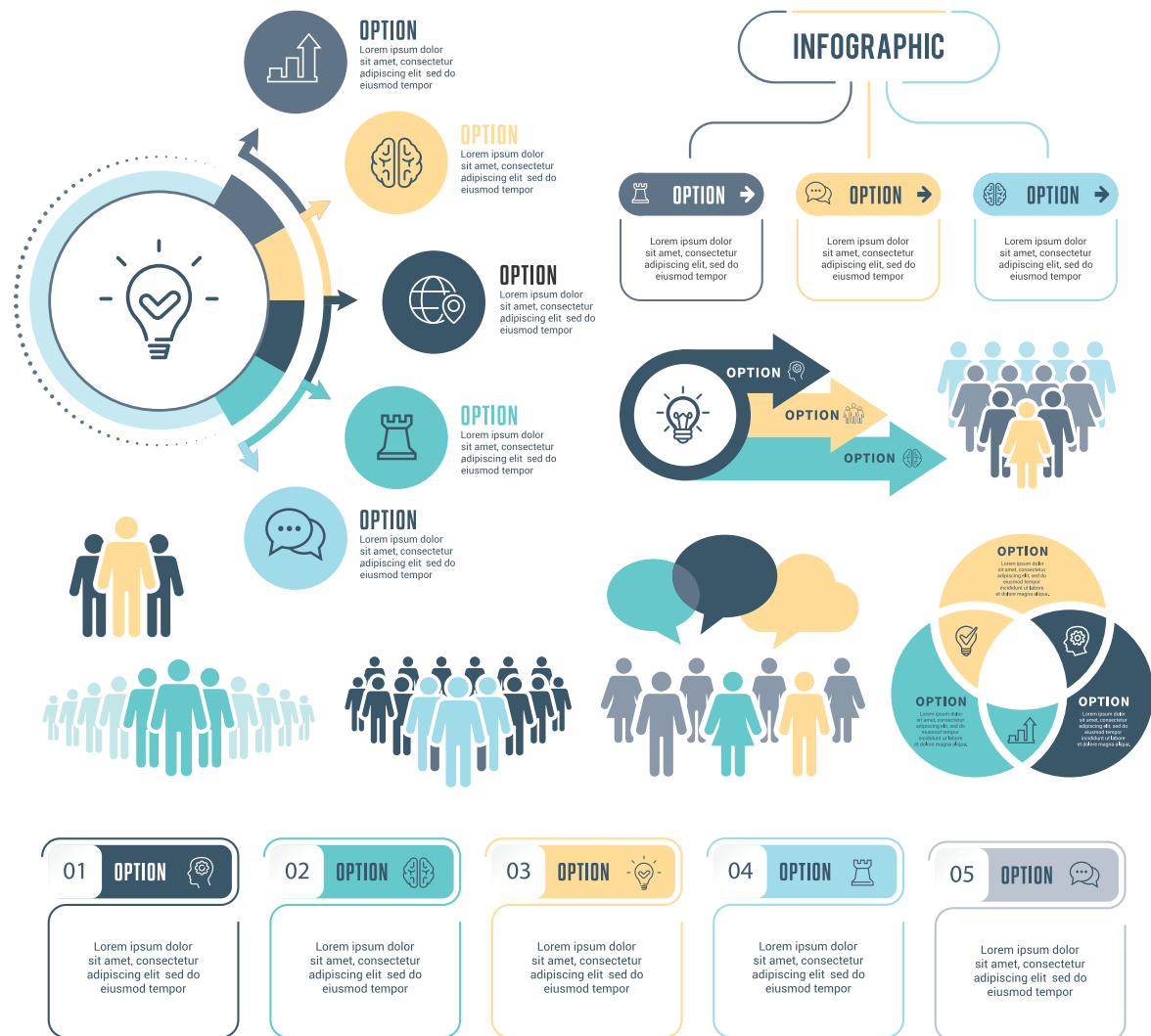
Vector graphics

Infographics

Infographics can be either a single colour or a mixed colour palette, depending on what best supports clarity and purpose.

Please refer to the accessible colour palette for more guidance.

Data visualisation

When designing a chart or graph, be mindful of the colours selected, including the contrast of the text against the background. Do not rely on colour alone to convey meaning, ensure you are using other visual cues, as demonstrated.

Text colour should have a contrast ratio of at least 4.5:1 against the background colour. Colour contrast can be measured using the WebAIM Contrast Checker.

For bars in a bar graph or sections of a pie chart, aim to provide a 4.5:1 contrast against the background and against each element.
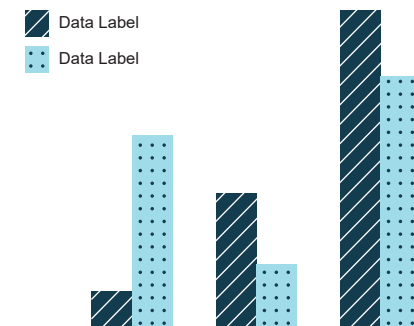
Example 1 - Data point callouts

Each data point has the callout for the amount so a user doesn't have to guess or rely on colour to identify different slices.
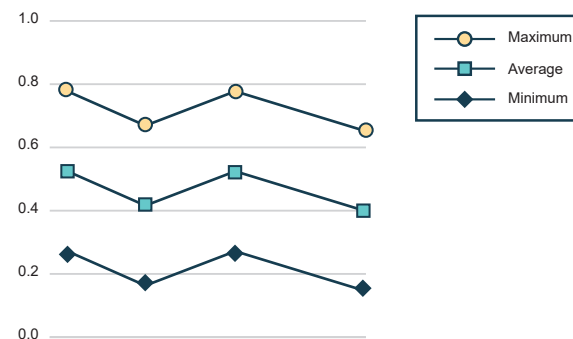
oranges
25%

apples
62%

bananas
13%
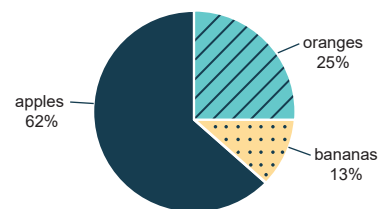
Example 2 - Pattern differences

The columns have different patterns to help distinguish the data beyond just colour.

Data Label
Data Label

Example 3 - Shape differences

The coloured lines also have shape differences (diamond, square, triangle) to identify them.

Maximum
Average
Minimum

Print examples

Publication covers

Effective branding helps build an emotional connection with audiences, fostering a sense of belonging and shared values.

The following cover examples demonstrate how the brand can be adapted to create different looks and moods, tailored to the subject matter and target audience.

Example 1 showcases the 3D logo and uses the 'v' shape for graphical interest. This creates a simple, corporate cover which is linked to the logo.

Example 2 uses photography as the main feature of the cover. It is paired with a single colour logo.

Example 3 uses the 'v' shape from the logo and uses it as a frame to showcase imagery.

Print examples

Internal page layout

The design style is corporate with a human-centred approach, engaging audiences so they feel understood and valued, creating a meaningful, positive user experience.

The layout is clean and modern, with images used strategically to support the content and enhance the visual appeal.

Design elements and shapes derived from the logo, such as the circle from the 'd' and the 'v' shape, are used as creative frames for images, adding graphical interest to the page.

Supporting colours complement the darker tones, adding visual appeal and guiding attention, resulting in a well-balanced design.
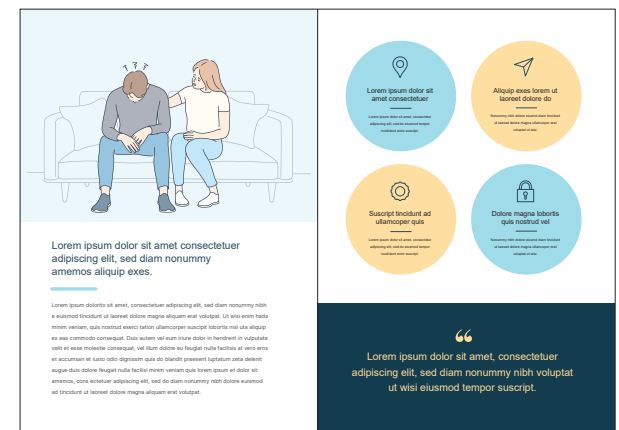
Social media examples

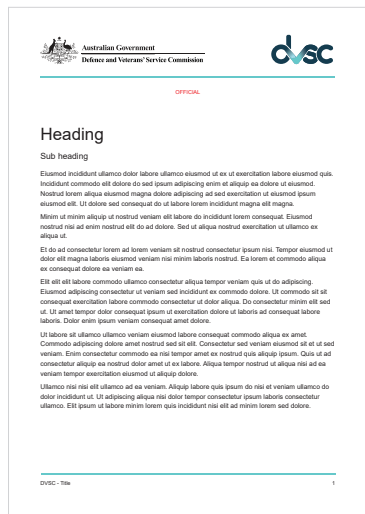The aim is to create a calming and comfortable digital experience.

This approach emphasises elements like natural light, access to nature, flexible layouts, and sensory considerations to reduce stress and improve psychological and physiological outcomes.

The design mirrors the cover and internal page examples, presenting a clean, modern aesthetic. Images are placed thoughtfully to enhance the content, with elements and shapes that echo the original logo. The application of supporting colours balances the darker tones.
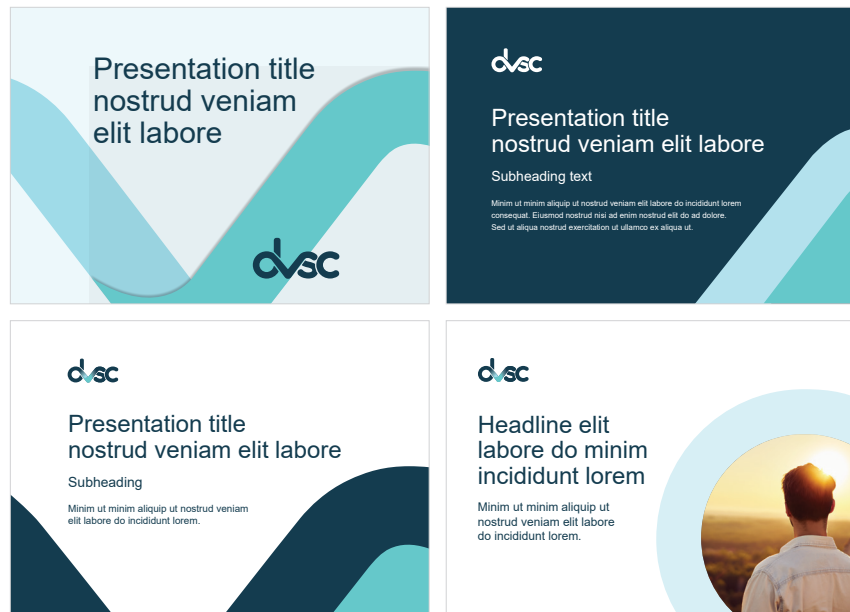

Headline **lorem ipsum** dolorito sit

dvsc

Headline lorem ipsum

Nibh neta laoreet dolore **magna aliquam erat** volutpat do.

Headline lorem ipsum

Nibh neta laoreet dolore **magna aliquam erat** volutpat do.

dvsc

Headline lorem ipsum dolorito sit

Nibh neta laoreet dolore **magna aliquam erat** volutpat do.

Template examples

Word template

PowerPoint template

Email signature

Name Surname | Title

DVSC | Defence and Veterans' Service Commission

p. (02) 6000 0000 m. +61 400 000 000
One National Circuit Barton ACT 2600 | PO Box 6500 Canberra ACT 2600
e. name.surname@DVSC.gov.au | w. DVSC.gov.au

The DVSC branding was developed by the Department of the Prime Minister and Cabinet.

DVSC
Defence and Veterans'
Service Commission