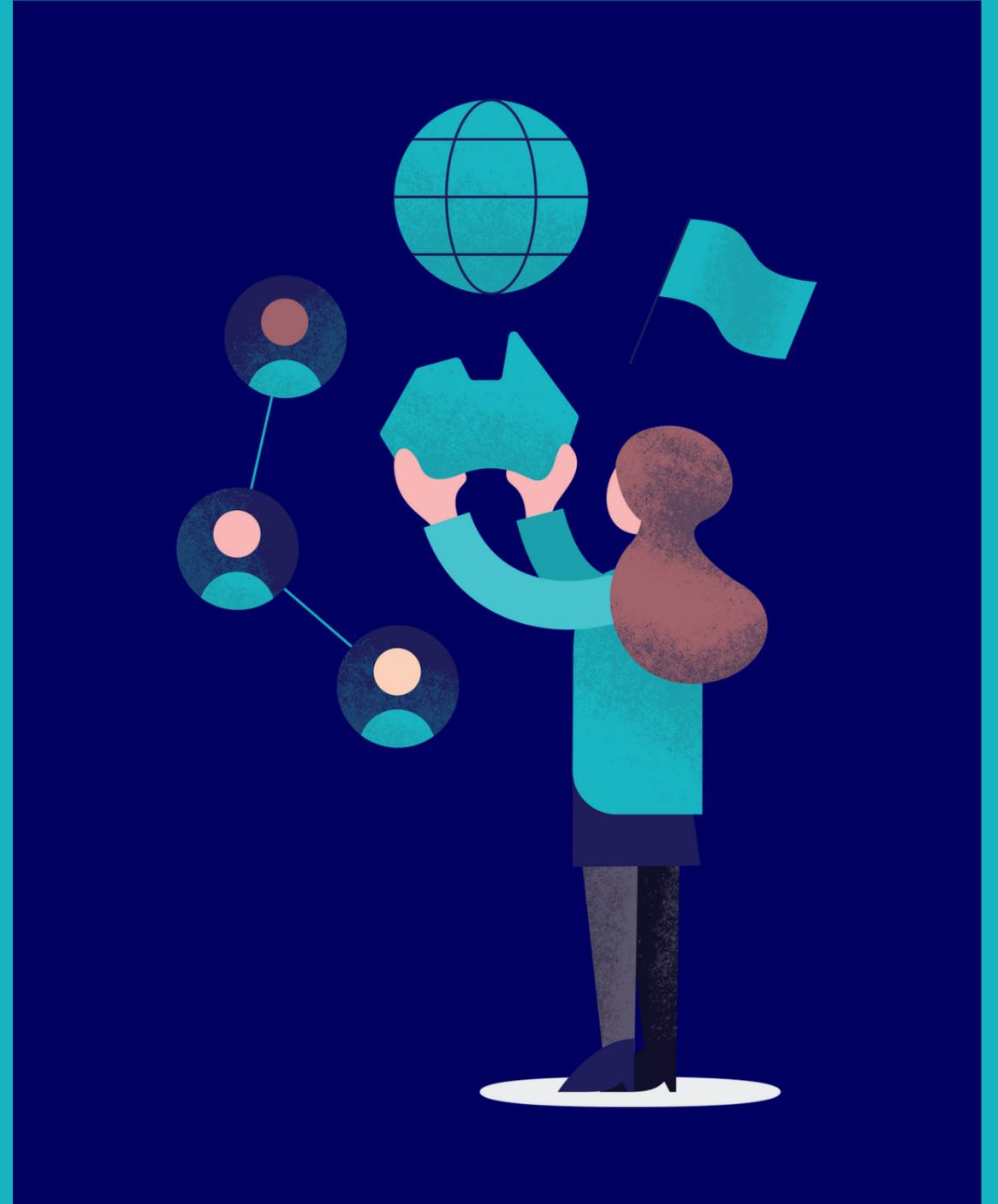




Australian Government
Graduate Program

Brand User Guide 2021



Outline

How to use elements of the AGGP branding

1. AGGP logo
2. AGGP tagline
3. Pillars and illustrations
4. Included icons



AGGP logo

There are four colour options for the logo. Choose one which suits your current branding best and apply it consistently across all platforms. The logos are available in multiple file types.



Place the logo next to text content that mentions your participation in an AGGP stream.



How to use the tagline

Choose one, two or all statements below and apply it to your own marketing.

Build your skills.

Build your career.

Shape Australia's future.

TIP: Select the statements that feel relevant to your agency and existing brand.



AGGP Third Party Platform Banner

Four pillars and illustrations



You have a voice



**Your work has
relevance**



**Lifetime of career
opportunities**



Enjoy a balance



**Variants
for
enjoy a
balance**



**Variants for
Lifetime of
career
opportunities**

All images are available with transparent background, and solid white backgrounds.

When using the illustrations on a digital platform a transparent background is preferred.

The individual icons in each illustration are also available to overlay on real images.

Add the AGGP icons to any of your own real images of graduates by dropping the relevant icons on top of your images.

Using the Illustrations

Some examples

How and where you can use the illustrations on your website and in marketing materials.



To complement written content

50% of people are visual learners, by including visual interest with text information you will capture a wider audience.

TIP: The relevance graphic (example below) is great to put next to any text you have that speaks to the work your department does.



Your work has relevance

The work you do impacts the lives of every Australian. Only a career in the Australian Public Service offers this experience and allows you to build a better Australia.

Take the opportunity to shape the future in a constantly evolving world. There is always work to focus on as you look to engage with social, cultural, and political changes occurring in Australia.

In a graphic

50% of people are visual learners, by including visual interest with text information you will capture a wider audience.

TIP: Give the audience a visual rest. Break up long section of text by highlighting an important sentence or phrase in a graphic.

Choose your own path

There's a lifetime and multiple career opportunities in the Australian Government.



On social media

TIP: You will receive a pack from the Australian Public Service Commission with ready-to-go social media posts. These will be related to the AGGP Careers Fair and your participation in an AGGP stream.

APPLICATIONS FOR MOST AUSTRALIAN GOVERNMENT GRADUATE PROGRAMS OPEN ON 9 MARCH THIS YEAR

streamlining the process for graduates and students about to graduate.



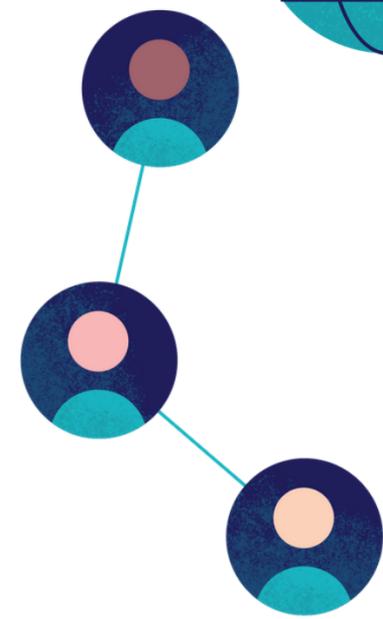
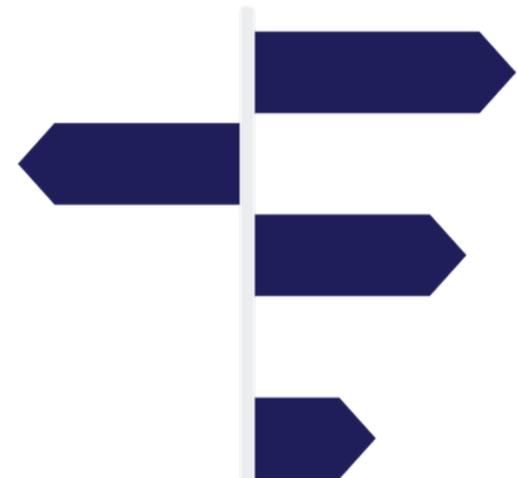
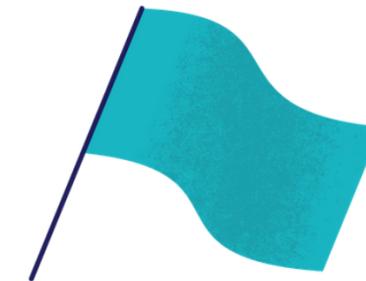
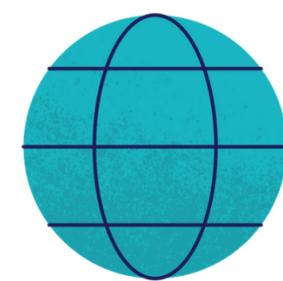
AGGP Australian Government Graduate Program

Using the icons

Some examples

Examples of how to integrate the icons into real images of your graduates.

Integrating the icons helps build the one-APS brand and Graduate Program ecosystem.





Integrating the AGGP brand into real images

When using the individual icons from AGGP illustrations on real images ensure;

- Placement of icons reflects the placement in the original illustrations
- Faces are not obstructed by the icons
- Your selection of icons reflects the pillar the image is referencing.



ATO Grads

The icons do not need to be the focal point of the image.



PMC Grads

You can amplify the message of an existing image with the icons.

This image is from a 'day-in-the-life' story, adding the icons adds extra weight to the message of work/life balance.



NIAA Grads

Icons to add visual
context to images.

Celebrate your Agency's participation with a LinkedIn banner.

Attached to this email is your AGGP LinkedIn banner.



Further questions



Australian Government
Graduate Program

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