PALM

Pacific Australia Labour Mobility

Logo guidelines
for PALM scheme partners

October 2024

Overview

The Pacific Australia Labour Mobility (PALM) scheme is an important aspect of Australia's engagement with the Pacific.

The scheme provides opportunities for workers from 9 Pacific island countries and Timor-Leste to gain valuable income and skills to take back home.

At the same time, it helps employers in rural and regional parts of Australia access a pool of reliable workers to help them meet their labour needs.

The Department of Foreign Affairs and Trade (DFAT) and the Department of Employment and Workplace Relations (DEWR) connect Australian employers with workers and support the administration of the PALM scheme.

Branding policy

Branding and visual identity helps build the reputation of the PALM scheme and is an important tool in helping the public determine that the information they are seeing is authentic and credible.

Correct branding also maximises recognition of the development role played by the Australian Government through labour mobility and increases the accountability and transparency of the PALM scheme.

The official PALM scheme logo is the main branding mechanism used for all Australian Government funded labour mobility activities.

Using the PALM scheme logo

The PALM scheme logo can be used by PALM scheme partners to demonstrate their participation in the scheme.

Contracted/officially engaged partners can automatically use the logo in line with these guidelines.

Partner country - official partner logo use

For materials used in the **10 participating partner countries**, the PALM scheme logo should preferably be used in combination with the Australian Aid identifier. However, if there is limited space, the PALM scheme logo by itself can be used.

The PALM scheme logo can be used in conjunction with ministry logos from partner countries.

See examples on page 6.

Australian official partners

For PALM scheme mandated partners in Australia (such as Community Connections partners), the PALM scheme logo is used without the Australian Aid identifier.

The PALM scheme logo can be used as as a secondary element with the partner's branding.

The PALM scheme logo can be used on:

- banners and signage
- email footers
- businesscards
- brochures
- websites
- videos
- shirts / caps.

See examples on page 7.

PALM scheme logo

There are 3 elements in the PALM scheme logo:
the 10 fronds, the text 'PALM', and the text
'Pacific Australia Labour Mobility'.

There are 3 colour variations of the PALM scheme
logo: 1. green, 2. black and 3. reversed (white).

Version 1: green and blue

The 10 fronds are printed as graduated colour from blue
(PMS 2183) to green (PMS 3278). See page 4 for a detailed
colour break down. The text is green (PMS 3278).
CMYK equivalents of the PMS colours may also be used.

Version 2: black

The fronds are printed in percentages of black.
These are from darkest to lightest: 100%, 80%, 60%,
40%, 20%. The text is 100% black.

Version 3: white

The fronds are printed in percentages of white and black.
These are from lightest to darkest: 100% white, 20% black,
40% black, 60% black, 80% black. The text is 100% white.

Clear space

Always ensure there is a generous amount of clear space
around the PALM scheme logo to avoid obstructions.

Download the files

The PALM scheme logos can be downloaded at:
https://palmscheme.gov.au/partner-logos.

1. Green and blue solid colour

2. Black

3. White (reversed)

3

Logo usage

To maintain the integrity and clarity of the brand, follow the logo guidelines.

Do not modify the logo or associate it with conflicting elements.

✔ Do use the appropriate logo on an appropriate solid colour from the PALM colour palette

✔ Do use the recommended clearspace for the logo

✖ Do not recolour the logo

✖ Do not scale the logo disproportionately

✖ Do not add graphic effects to the logo

✖ Do not rotate the logo

✖ Do not outline the logo

✖ Do not place the logo on a complex background

Partner country
Official partner logo use

For materials used in the **10 partner countries**, the PALM scheme logo should preferably be used in combination with the Australian Aid identifier. However, if there is limited space, the PALM scheme logo by itself can be used.

The PALM scheme logo can be used in conjunction with ministry logos from participating countries.

Using the logos together

If using the Australian Aid logo, with the PALM scheme logo, align the top and bottom of the text on each logo, as indicated by the grey lines in the example below.

Using the Australian Aid identifier

The Australian Aid identifier can only be used together with the PALM scheme logo. The colours of the Australian Aid identifier are:

- Pantone 280 (blue) and Pantone 185 (red)
- The black and white identifiers are 100% black / white.

Clear space

Always ensure there is a generous amount of clear space around the Australian Aid identifier to avoid obstructions.

The Australian Aid identifier can be downloaded at: https://www.dfat.gov.au/about-us/corporate/logos-and-style-guides#branding-aid.

The Australian Aid identifier can be used:

1. in colour

2. black against a light background

3. white against a dark background (reversed)
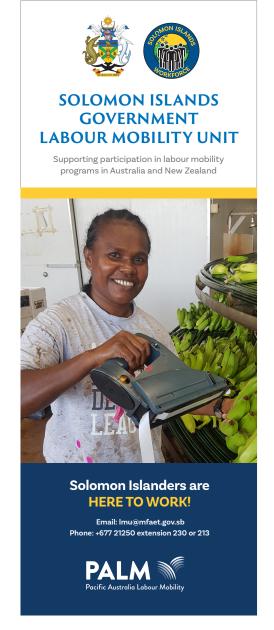
Partner country - official partner logo use

For materials used in the **10 participating partner countries**, the PALM scheme logo should preferably be used in combination with the Australian Aid identifier. However, if there is limited space, the PALM scheme logo by itself can be used.

For products used in the partner countries, their government logo/s take priority over PALM scheme logo, either by being first or higher up on the materials.

▶ **Sample products with / without the PALM scheme / Australian Aid identifier and with ministry logos.**

Polo shirt example

SOLOMON ISLANDS GOVERNMENT LABOUR MOBILITY UNIT

Supporting participation in labour mobility programs in Australia and New Zealand

Solomon Islanders are HERE TO WORK!

Email: lmu@mfaet.gov.sb
Phone: +677 21250 extension 230 or 213

PALM
Pacific Australia Labour Mobility

PNG LMU

Papua New Guinea Labour Mobility Unit
Wok bung wantaim

www.pngworkers.org

Australian Aid   **PALM** Pacific Australia Labour Mobility

Banner examples

Australian official partners

For PALM scheme mandated partners in Australia (such as Community Connections partners) the PALM scheme logo can be used as a secondary element with the partner's branding.

The PALM scheme logo can be used on:

- banners and signage
- email footers
- businesscards
- brochures
- websites
- videos
- shirts / caps.

▶ **Sample products with official partner branding.**

Polo shirt example

Businesscard example

PALM scheme colours

CMYK breakdown

C80 M16 Y5 K4
C85 M12 Y21 K3
C90 M8 Y37 K2
C94 M4 Y53 K1
C99 M0 Y69 K0

(A) (Aa) This specifies the font colour when using text over a PALM scheme colour.

Australian Government

Pacific Blue

PANTONE 2183 CP
RGB 0 156 205
HEX 009CCD
CMYK 80 16 5 4

Headings 100% White

(A)

Pacific Blue 30%

Headings 100% Deep Blue
Body text 100% Black

(A) (Aa)

Pacific Blue 15%

Headings 100% Deep Blue
Body text 100% Black

(A) (Aa)

Palm Green

PANTONE 3278 CP
RGB 0 168 128
HEX 00A880
CMYK 99 0 69 0

Headings 100% White

(A) (A)

Deep Blue

PANTONE 2756 CP
RGB 38 42 130
HEX 262A82
CMYK 100 98 0 15

Headings 100% White
Body text 100% White

(A) (Aa)