

‘We support’ Brand Guidelines

Introduction

Disability in Australia

In 2018, 17.7% of all Australians had disability. That is 4.4 million people or about 1 in 4 people. The prevalence of disability increases with age. Of all people with disability, 1.9 million were aged 65 years and over.

Chances are you know someone with a disability. And if you do not have a disability now, it is highly likely you will at some stage of your life.

All levels of government are working to make society more accommodating for people with disability and to support them to participate in society. A key driver for change has been having a national disability strategy.

*Australia’s Disability Strategy 2021-2031*

*Australia’s Disability Strategy 2021-2031* (Strategy) is Australia’s overarching policy framework for disability reform.

The Department of Social Services has responsibility for overseeing the Strategy. The Strategy supersedes the original *National Disability Strategy 2010-2020*.

More information on *Australia’s Disability Strategy 2021-2031* is available at [www.disabilitygateway.gov.au/ads](http://www.disabilitygateway.gov.au/ads)

For further information on branding contact [communication@dss.gov.au](mailto:communication@dss.gov.au)



‘We support’ brand

The Strategy ‘We support’ brandmark has been designed for use by associations or organisations who wish to show their support.

Several versions with shape and colour alternatives are available.

‘We support’ brand

Examples of the range of ‘We support’ assets are shown here. Use the versions most applicable to your needs.

This image is two of the eight 'We support' brandmarks for Australia's Disability Strategy. 
One version features a green circle with the words 'We support' in white. Overlapping the circle to the lower left is the Strategy logo.
The other version features a blue circle with the words 'We support' in white. Overlapping the circle to the lower right is the Strategy logo.



This image is two of the eight 'We support' brandmarks for Australia's Disability Strategy. 
One version features a red circle with the words 'We support' in white. Overlapping the circle to the lower left is the Strategy logo.
The other version features a purple circle with the words 'We support' in white. Overlapping the circle to the lower right is the Strategy logo.



This image is two of the eight 'We support' brandmarks for Australia's Disability Strategy. 
One version features a green rectangle with the words 'We support' in white. On the right side of the rectangle is the Strategy logo.
The other version is the same but with a blue rectangle. 



This image is two of the eight 'We support' brandmarks for Australia's Disability Strategy. 
One version features a red rectangle with the words 'We support' in white. On the right side of the rectangle is the Strategy logo.
The other version is the same but with a purple rectangle. 



Brandmark misuse

When using the ‘We support’ branding, the brandmarks must only be used in their original format and colours.

Always use the files available for download on the Strategy website when reproducing the brandmark.

Do not rotate, distort or change the brandmark from its original format.

Here are some examples of what would be considered misuse of the brandmark.

This image is an example of the 'We support' brandmark being altered with a different colour used and a word removed. 
Do not alter the brandmark.

Do not alter the colours of the brandmark. Use the supplied files in their original format and colours only.

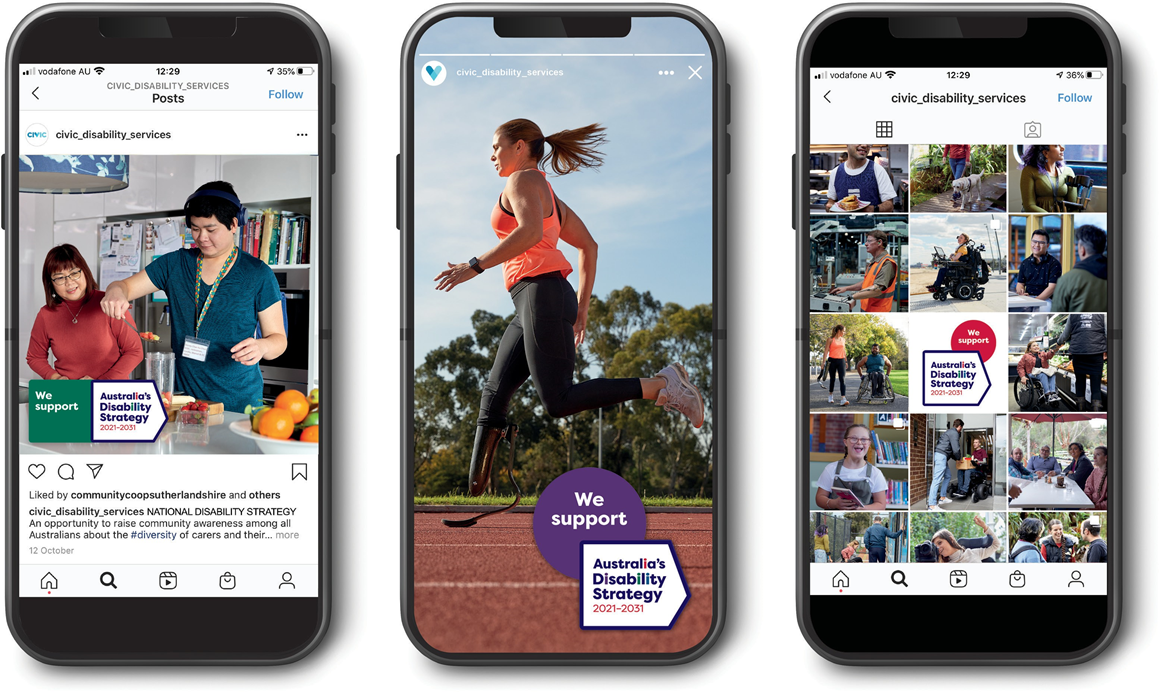
This image is an example of the 'We support' brandmark being altered by rotating it.
Do not alter the brandmark.

Do not rotate, distort or change the brandmark.

‘We support’ brand

Examples of how the Strategy ‘We support’ brand assets can be used by organisations and associations are shown here.

The ‘We support’ branding can be used in smaller digital applications including social media tiles or websites, and in larger applications including shopfront window decals and banners.



‘We support’ brand



