# Parks Victoria
# Brand Guidelines

October 2026

Parks VICTORIA



# Acknowledgement of Country

The land we know today as Victoria is a land of extraordinary contrast, from vast deserts to alpine snowfields, ancient rainforests to dormant volcanoes, rugged coastlines and inland waterways. This remarkable diversity is more than scenery; it is a living record of culture, connection, and care that stretches back thousands of generations.

Across the parks and reserves in Victoria lie cultural landscapes shaped by Aboriginal peoples through millennia of knowledge, stewardship, and deep relationship with Country. These places tell stories of resilience, ingenuity, and belonging, stories written not only in books, but in the land itself.

Parks Victoria acknowledges the Traditional Owners of the lands and waters of Victoria and their enduring connection to Country. We are committed to working together with Traditional Owners to protect, restore and celebrate Victoria's cultural landscapes for current and future generations.



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Section one

# Introduction



# Our vision

## Parks bringing people together.

Our parks are places for connection – people with nature, communities with place, and generations with one another.

They are healthy and inviting spaces for recreation, safeguarding biodiversity, celebrating culture and maintaining our wellbeing.

# Our purpose

## We manage a diverse estate of parks, reserves and community facilities for all Victorians.

We manage over 4 million hectares of Victoria's public land and waters, comprising more than 3,000 land and marine parks and reserves, and 70,000 built assets. We are the local port and waterway manager for Port Phillip Bay and Western Port; and the Yarra (Birrarung), Maribyrnong and Patterson rivers.



# About these guidelines

**These guidelines provide practical standards and tools to help staff and external design partners create fit-for-purpose communications that align with the Parks Victoria brand.**

Supported by templates and resources, this guide will simplify design decisions and ensure communications are professional, consistent and recognisably Parks Victoria across all channels and touchpoints.

## Who these guidelines are for

These guidelines are for all Parks Victoria staff and external partners who create, commission or manage branded communications and materials. This includes staff using approved templates, as well as designers, agencies, consultants, printers and suppliers.



Section two

# Artwork and cultural guide

# About the artwork

1 of 2

## Country Brings Us Together

**At the heart of this concept is the idea of coming together to care for Country. It reflects the relationships between people and place, recognising that caring for Country is built on connection, respect and shared responsibility.**

This artwork, 'Country Brings Us Together' explores the connections that exist across Country. It reflects the relationships between land, water, plants, animals and the people who care for these places, celebrating the diversity of Victoria's landscapes and the ways they are connected.

Inspired by the movement of nature, the artwork flows without rigid boundaries. It follows the rhythm of waterways, mountain ranges and the paths that connect one place to another, creating a sense of movement across Country.

Gathering places are woven throughout the artwork, representing moments where people come together to share knowledge, strengthen relationships and care for Country. They reflect the partnerships between Traditional Owners, Parks Victoria, communities and visitors, recognising that caring for Country is something we all have a role in.

Rather than representing one specific place, the artwork draws inspiration from the many environments found across Victoria.

From mountains and forests to rivers, coastlines and open plains, it celebrates the diversity of Country while recognising that every landscape is connected.

Together, these elements reflect the understanding that people are not separate from Country, but part of it. Through respect, partnership and shared care, these relationships continue to grow for future generations.

*"This artwork was created to celebrate the diversity of Country across Victoria while recognising the connections that exist between landscapes, people and culture. I hope it encourages people to slow down, look closely and appreciate the stories held within the land, while recognising the importance of caring for Country together."*



# About the artwork

2 of 2

The artwork incorporates flowing waterways, topographic contour lines, gathering places, shell middens and layered landscape forms. Together these elements represent the interconnected environments that make up Country and the relationships between people and place.

The flowing forms in the piece speak to the movement and connection across Victoria's landscapes.

The gathering places represent coming together, sharing knowledge, and caring for Country collectively.

Blues represent the ocean, rivers and wetlands.



The shell middens acknowledge the long history of Aboriginal people living along the coast and the importance of these places for gathering, sharing food and passing on knowledge.

The different patterns and textures are inspired by the unique landscapes found across Victoria, drawing on the contours of the land, flowing waterways and the natural characteristics that make each environment distinct while showing how they are all connected.

Various greens reflect forests, woodlands and inland Country.

Warm orange and ochre tones symbolise the earth, mountain ranges and the warmth of gathering places.

# About the artist

## Chloe Chatterton
Wadawurrung

**Chloe Chatterton is a proud Wadawurrung woman and First Nations artist residing in Wurundjeri Country in the western suburbs.**

She always loved art and its capacity to turn written and spoken words into images. Her work is inspired by her deep spiritual connection to Wadawurrung Country, where her ancestors have cared for and nurtured the land for generations. Her fine art practice is contemporary in nature and uses digital media to express her connection to culture and Country.

The stories and teachings of Chloe's Wadawurrung heritage form the basis for her creative work, which explores places of significance and traditional symbolism. The coastal, inland, and mountainous landscapes of Wadawurrung Country deeply move Chloe, and she finds returning to Wadawurrung Country a restorative and rejuvenating experience.

It allows her to reconnect with her cultural roots, a profoundly meaningful experience. Art ultimately serves as a way for Chloe to visually communicate Wadawurrung history, stories and culture.

Teaching is also a passion, where Chloe strives to close the gap and break down the barriers many face in education, to ensure that everyone has an equal opportunity to reach their full potential and pursue their passions in life.



# Artist acknowledgment

**Whenever possible, please acknowledge the artist, their mob, and the artwork title to ensure the artwork and associated cultural knowledge are always respected and credited appropriately.**

**Credit example:**

Artist: Chloe Chatterton, Wadawurrung
Artwork: Country Brings Us Together, 2026
Instagram: @karringala_art

**Short version example:**

Artist: Chloe Chatterton, Wadawurrung
Artwork: Country Brings Us Together, 2026

Chloe Chatterton is a proud Wadawurrung artist whose work reflects her deep connection to Country, Culture, and Community.
Her contemporary digital art explores Wadawurrung stories, landscapes, and symbolism, expressing the living relationship between people and Country. 'Country Brings Us Together' represents the connections that exist across Country. It reflects the relationships between land, water, plants, animals and the people who care for these places, celebrating the diversity of Victoria's landscapes and the ways they are connected.

Instagram: @karringala_art

**Long version example:**

Artist: Chloe Chatterton, Wadawurrung
Artwork: Country Brings Us Together, 2026

The stories and teachings of Chloe's Wadawurrung heritage form the basis for her creative work, which explores places of significance and traditional symbolism. The coastal, inland, and mountainous landscapes of Wadawurrung Country deeply move Chloe, and she finds returning to Wadawurrung Country a restorative and rejuvenating experience. It allows her to reconnect with her cultural roots, a profoundly meaningful experience. Art ultimately serves as a way for Chloe to visually communicate Wadawurrung history, stories and culture. Teaching is also a passion, where Chloe strives to close the gap and break down the barriers many face in education, to ensure that everyone has an equal opportunity to reach their full potential and pursue their passions in life.

'Country Brings Us Together' explores the connections that exist across Country. It reflects the relationships between land, water, plants, animals and the people who care for these places. Inspired by the movement of nature, rather than representing one specific place, the artwork draws inspiration and reflects the many environments found across Victoria.

Instagram: @karringala_art



# Artwork licensing

**Parks Victoria is granted an exclusive licence for a period of ten years to use the commissioned artwork across a broad range of corporate brand and communication applications. The artist retains full ownership of their Intellectual Property (IP) and Indigenous Cultural and Intellectual Property (ICIP).**

The artwork may be used across the Brand Visual Identity Refresh, Brand Guidelines, annual reports, corporate publications, presentations and templates, digital communications, social media, campaign materials, signage and environmental graphics, internal communications, and other corporate-facing materials that support the Parks Victoria brand. The licence also includes ongoing use across internal branding, corporate communications and organisational publications. The licence does not permit use of the artwork on revenue-generating products or merchandise unless otherwise agreed in writing.

The licence ensures Parks Victoria has exclusive rights to use the artwork for these approved purposes throughout the licence term and that it will not be licensed to any other party for the same applications during this period. All Intellectual Property (IP) and Indigenous Cultural and Intellectual Property (ICIP) remain with the artist at all times.

For any further questions, please contact the Digital Channels team at digitalchannels@parks.vic.gov.au



# Respecting Indigenous Cultural and Intellectual Property (ICIP)

**Parks Victoria has followed best practice by commissioning a local First Nations artists connected to the lands and waterways that their headquarters operates on.**

Indigenous Australian arts and cultural knowledge are deeply rooted in thousands of years of tradition and storytelling. Passed down through generations, these cultural expressions remain a living and evolving part of community identity.

However, the commercial use of Indigenous Cultural and Intellectual Property (ICIP) has too often occurred without consent, benefit sharing, or cultural respect, leading to the erosion of cultural heritage. That's why understanding and respecting ICIP is crucial.

## What is ICIP?

Based on Dr. Terri Janke's 10 True Tracks, ICIP refers to the rights of Aboriginal and Torres Strait Islander peoples to their traditional knowledge and cultural heritage - past, present, and future.

It protects both traditional and contemporary cultural expressions, which is passed down and evolving across generations.

**ICIP is diverse and dynamic, and can include:**

- Traditional knowledge and cultural practices
- Languages
- Stories and ceremonies
- Sacred sites and ancestral remains
- Songs, artworks and designs
- Cultural knowledge systems.

**Respecting ICIP means**

- Seeking free, prior, informed consent from First Nations' peoples
- Ensuring use is culturally appropriate
- Avoiding content that is misleading, culturally offensive or exploitative.

**The Legal Landscape in Australia**

Currently, ICIP is not recognised under Australian law. Some protections exist through copyright and Intellectual Property (IP) laws, but these are limited.

- IP laws protect individual creators, while ICIP is often collectively owned
- IP has a time limit (maximum 70 years after death), ICIP is indefinite
- Cultural knowledge itself is often ineligible for protection unless expressed in specific ways (eg. written work or artwork).

ICIP remains a critical cultural right that must be respected in all engagements.

Respectful collaboration starts with understanding and valuing the rights of First Nations peoples and their work. Please use this information to ensure the appropriate utilisation of the commissioned Parks Victoria.

# Acknowledgement of Country

## Written guidance

### At Parks Victoria, caring for Country is central to who we are and how we work.

The Acknowledgement of Country is an important expression of respect that recognises the Traditional Owners of the lands and are for Victoria's cultural and natural landscapes. Using the approved Acknowledgement of Country consistently helps ensure this message is communicated clearly, respectfully and meaningfully across all Parks Victoria communications.

**Usage**

- Long version to be used in any external facing, high-profile documents, i.e. annual reports, strategic plans
- Short version to be used in promotional material or educational resources
- Email version is to be used with the Parks Victoria email signature.

**Long version - written**

The land we know today as Victoria is a land of extraordinary contrast, from vast deserts to alpine snowfields, ancient rainforests to dormant volcanoes, rugged coastlines and inland waterways. This remarkable diversity is more than scenery; it is a living record of culture, connection, and care that stretches back thousands of generations.

Across the parks and reserves in Victoria lie cultural landscapes shaped by Aboriginal peoples through millennia of knowledge, stewardship, and deep relationship with Country. These places tell stories of resilience, ingenuity, and belonging, stories written not only in books, but in the land itself.

Parks Victoria acknowledges the Traditional Owners of the lands and waters of Victoria and their enduring connection to Country. We are committed to working together with Traditional Owners to protect, restore and celebrate Victoria's cultural landscapes for current and future generations.

**Short version - written**

Victoria's landscapes are living cultural places shaped by thousands of generations of Aboriginal knowledge and connection to Country.

Parks Victoria acknowledges the Traditional Owners of these lands and waters and their continuing relationship with Country. Together, we are committed to working to protect, restore, manage and celebrate these landscapes for generations to come.

**Email signature version**

I acknowledge the Traditional Owners of the lands and waters on which I live and work and pay my respects to Elders past and present. Through my work, I am committed to supporting healthy Country, strong culture and meaningful partnerships.

# Acknowledgement of Country

## Spoken guidance

**Usage**

- Spoken version to be used in park settings to communicate verbally to groups of people, i.e. on school excursions.

**Spoken version - in person**

**As we gather here at (park/place name), I invite you all to take a moment to look at the Country around us.**

Across the land we know today as Victoria, Country changes dramatically, from deserts and grasslands to forests and mountains, from volcanic plains and inland waterways to rivers and rugged coastlines. But these landscapes are much more than the scenery we see around us.

**They are living cultural landscapes.**

For thousands of generations, Aboriginal people have known, cared for, travelled through, lived and learned from Country. Their knowledge, stories and relationships with Country are held within these landscapes, in the land and waters, plants and animals, pathways and places, and in the knowledge passed from one generation to the next.

Here at **(park/place name**), we are on the traditional Country of the (Traditional Owner name) People.

We respectfully acknowledge the **(Traditional Owner name)** People and their deep and continuing connection to this Country. We recognise that this connection is ongoing. It is living and continuing today, through culture, community, knowledge and the ongoing cultural responsibility of Traditional Owners to care for Country.

As we spend time here today, I encourage us to experience this place with that understanding. To look beyond what we might first see, to listen, to learn, and to remember that we are visitors to a cultural landscape with a story that reaches back thousands of generations.

**We pay our respects to the Traditional Owners of this Country, and we share a responsibility to care for Country and to treat Country with respect, so that ensure this cultural landscape is here to be enjoyed for generations to come.**

Section three

# Brand and visual identity

# Primary logo

**Parks Victoria is identified by its primary logo. As a Victorian Government statutory authority, our brand reflects the State Government Brand Victoria guidelines that work in combination with the Parks Victoria brand identity.**

Logos must not be manipulated, redrawn or altered in any way.

The Parks Victoria logo package can be found here including different file formats for application needs.

Please note that the full colour logo should be preferenced in all applications, unless there are colour restraints.

# Logo variation

**The Parks Victoria logo is available in different variations depending on the communication objectives. The appropriate version should be selected based on context, background and production requirements.**

The mono and reversed logo is presented in black or white. It is used where colour reproduction is not available or where a simplified, high-contrast application is required maintaining the integrity and visibility of the mark and logotype while ensuring sufficient contrast and legibility. These elements should not be altered in any way.

When using white logo over imagery, consider the flexibility of the layout and how changes to the image may affect legibility. Ensure the logo remains clearly visible against varying contrast, as changes to the image crop or positioning may compromise legibility.

Logo — Mono

Logo — Reversed



# Clearspace and minimum size

**When using the Parks Victoria logo, strict adherence must be paid in maintaining uniform design characteristics that allow for maximum brand recognition. These characteristics include protected clearspace, minimum size and proper application.**

This logo is suited to an array of uses as long as application does not distract or affect the legibility of the brand identity.

Minimum size specifications are provided to ensure the logo is reproduced effectively at a small size. This should be followed across all applications at all times to ensure that legibility and brand recognition is never compromised.

Clearspace




Minimum size

Print
13mm




Digital
34px



# Co-branding

**Parks Victoria, as a statutory authority, is required to include the Victoria State Government logo on relevant signage, corporate communications such as annual reports, campaigns and communications for capital projects.**

This is consistent with the Brand Victoria guidance for Statutory Authorities, under which Authorities:

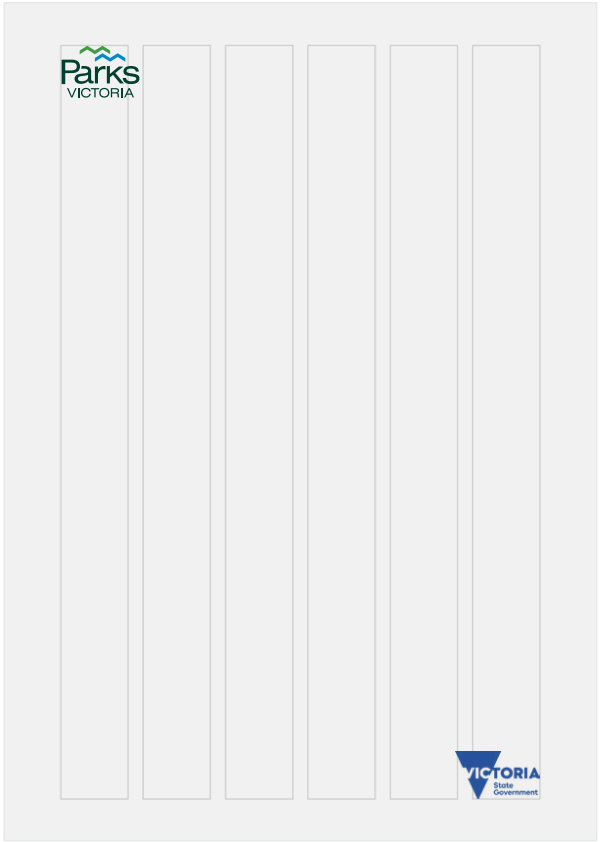
- establish their own unique logo and brand identity
- include the Vic State Gov logo in their communications in a supporting (endorsing) role.

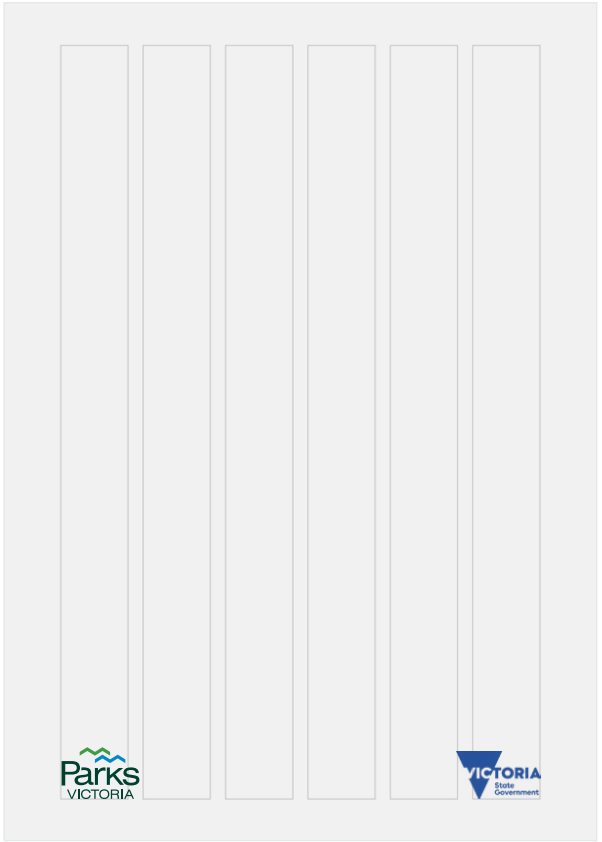
When using the Victorian State Government logo as a third-party endorsement, careful consideration must be given to sizing and balance. Please ensure that the size relationship of the Victoria State Government and Parks Victoria logo are visually balanced at all times.

Please find the Victoria Government logo package here.

For further clarification on co-branding, please find the Victorian Government Guidelines here.

Examples



# Logo usage dos and don’ts

**It is important that the Parks Victoria logo is applied consistently across all communications.**

It should not be redrawn, digitally manipulated or altered in any way. This includes changing proportions, rotating, applying effects, or modifying the arrangement of the mark and logotype.

## Do




**Do** use the logo in full colour.




**Do** use the reverse logo on photography & brand colours.




**Do** use the mono logo on photography & brand colours.

## Don’t




**Don’t** rotate or flip the logo. Always keep horizontal.




**Don’t** outline or apply effects such as drop shadow to the logo.




**Don’t** distort the logo and always keep to scale.




**Don’t** independently scale, re-draw or alter the logo.




**Don’t** modify the approved colours of the logo.




**Don’t** scale the logo beyond minimum size.




**Don’t** place the logo over busy content that affects legibility.




**Don’t** apply mono logo on low contrasting backgrounds.




**Don’t** apply logo to individual blocks or shapes.

# Logo colours

**The Parks Victoria colour palette maintains brand recognition through the existing Parks Victoria logo. These colours are part of the established Parks Victoria identity and must not be altered. These colours are reserved exclusively for logo usage.**

### Usage

- Logo (all applications)
- Signage
- Situations where brand recognition is critical.

### Rules

- Do not adjust, recolour, tint, or reinterpret brand colours
- Do not place the logo on colours that reduce visibility or contrast
- Logo can appear in all black or all white, always prioritise legibility and clarity.

For printed material, use the spot colour (Pantone) or 4-colour process (CMYK) breakdown. For digital applications, use the RGB or HEX breakdown.

Parks VICTORIA

### Green

PMS 362C
C78 M02 Y98 K09
R63 G156 B53
# 3F9C35

**AA compliant for Parks Victoria website only:**

R36 G136 B33
#248821

### Dark green

PMS 350 C
C80 M24 Y69 K70
R0 G64 B46
# 00402E

### Blue

PMS 7460C
C100 M06 Y01 K12
R00 G137 B196
# 0089C4

# Brand colour palette

**The brand colour palette is designed to accommodate a range of applications across Parks Victoria. For consistency, only use the exact colour specifications outlined here.**

### Usage

- Corporate presentations
- Infographic treatments
- Tables, diagrams and charts
- Supporting visual hierarchy – pull out quotes, text boxes etc.

### Rules

- Use tints sparingly to create pace and flexibility in long-form layouts
- Only use combinations that meet AA or higher standard of accessibility compliance
- Refer to colour combinations page for colour contrast specification.

For printed material, use the spot colour (Pantone) or 4-colour process (CMYK) breakdown. For digital applications, use the RGB or HEX breakdown.

**Navy**

C100 M82 Y41 K36
R0 G48 B83
# 003053

**Mid green**

C89 M38 Y76 K18
R18 G109 B84
# 126D54

**Mid blue**

C89 M51 Y12 K1
R6 G113 B168
# 0671A8

**Lime**

C25 M0 Y98 K0
R203 G219 B47
# CBDB2F

**Purple**

C25 M88 Y29 K1
R119 G55 B127
# 77377F

**Rust**

C10 M82 Y99 K1
R194 G83 B40
# C25328

**Dark green 5% tint**

# E9EDEB

# Colour accessibility

**Colour accessibility is important in ensuring that people with colour vision deficiencies interact with digital experiences the same way as those who may not be visually impaired.**

Use this guide to ensure the contrast of colour and text is as accessible as possible.

Only use combinations that meet AA or higher standard of accessibility compliance shown here.

| Do: Approved colour combinations (AA or higher) | | Don't | |
|---|---|---|---|
| Accessible | Accessible | Fail | Fail |
| White on 100% RGB navy | White on 65% tint of RGB navy | | |
| Accessible | Accessible | Fail | Fail |
| White on 100% RGB teal | Navy on 20% tint of RGB teal | | |
| Accessible | Accessible | Fail | Fail |
| White on 100% RGB dark blue | Navy on 20% tint of RGB dark blue | | |
| Accessible | Accessible | Fail | Fail |
| Navy on 100% of RGB lime | Navy on 30% tint of RGB lime | | |
| Accessible | Accessible | Fail | Fail |
| White on 100% RGB purple | Navy on 30% tint of RGB purple | | |
| Accessible | Accessible | Fail | Fail |
| White on 100% RGB rust | Navy on 30% tint of RGB rust | | |

# Typography

**The Parks Victoria brand uses the Regular State Government's VIC typeface to give communications a light and modern feel.**

- Regular weight uses: Body copy
- Medium weight uses: Sub headings and to emphasise body copy
- Semi Bold weight uses: Headings, intro text, large numbers or infographics.

VIC is available across all Microsoft systems and available online to download and use.

Arial is to be used in place if VIC is not available.

Please download the VIC brand font here.

VIC font weights

Regular

VICAaBbCcDdEeFeGg1234567890

*VICAaBbCcDdEeFeGg1234567890*

Medium

VICAaBbCcDdEeFeGg1234567890

*VICAaBbCcDdEeFeGg1234567890*

Semi Bold

**VICAaBbCcDdEeFeGg1234567890**

***VICAaBbCcDdEeFeGg1234567890***

Section four

# Visual system

# Container device

**Alongside the use of organic lines, rounded-corner rectangles remain the default container for general content and information.**

As a rule of thumb, organic lines are for feature moments. Rounded rectangles are for everyday content. Use rounded-corner rectangles in the application colour palette to hold content, images, text, quotes, key messages and buttons.

Apply a consistent corner radius for devices of similar sizes, similar types and within close proximity of each other.

Container device use



Image container

**Heading**

**Axim vent. Qui ad que simus. Exerae. Cus min cuptatem que labore**

Ovitiatis aut es earibus, ex et ea susae pliatem es mintem ut estrum re dios et ipsae volorib erorere pa cus aut quia

Text panel

82%

Key statistic or highlight

Statistic box

"

*Pull quote or call out text*

Callout

Learn more

Button

# Organic containers

**The Parks Victoria visual system has been developed alongside the artwork Country Brings Us Together, drawing inspiration from its organic forms, cultural storytelling and the concept that there are no straight lines in nature.**

Organic containers are a flexible visual device used to frame, contain and connect imagery and content.

Use shapes with an organic and fluid outline to:

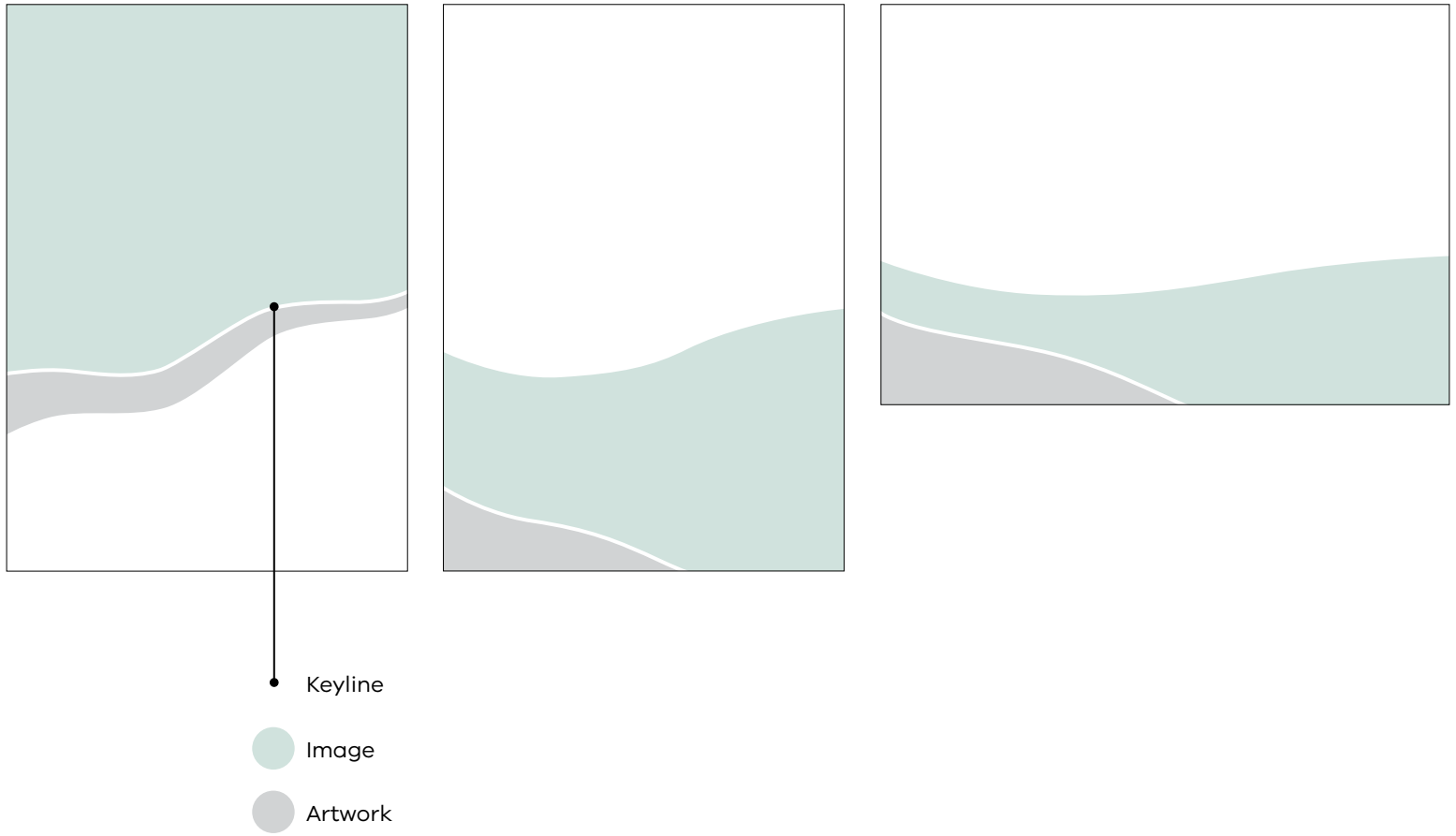
- Frame and hold the artwork and key imagery
- Anchor and sit at the edge or corner of a composition
- Create hero moments on covers and title slides
- Add visual interest and movement to a composition.

The examples opposite demostrate correct layout applicaitons.

A white keyline between the full colour artwork, photography and/or solid colour brackground **must** always be present to create a visual break.

The keyline must be wider than  any white lines visiable whithin the artwork.

Example application



# Artwork usage

**Artwork and element application may vary depending on the application needs. Artwork may be used in the following ways and placed within the organic shapes and rounded-rectangle shapes.**

- **Full artwork:** To be used sparingly for covers, campaigns and hero moments
- **Cropped artwork:** To be used within organic shape container devices. When cropping the artwork always ensure the section includes a blue, green and orange element
- **Low-opacity white artwork:** To be used as subtle background textures behind content to add another level of interest. Be sure this does not distract from imagery or information
- **Extracted elements:** To be used sparingly to emphasise sections and enhance brand recognition in multi-page documents.

Examples



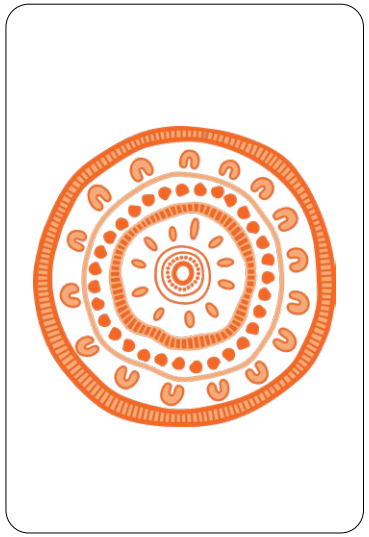
Full artwork



Cropped artwork



Low-opacity white artwork



Extracted element

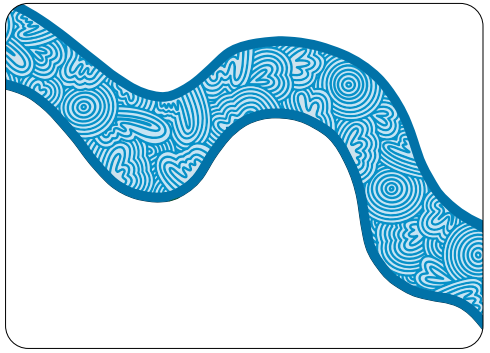
# Artwork elements

**The following elements have been approved by the artist for independent use in full colour.**

These elements play an important role in expressing Parks Victoria's commitment to Country and to the enduring knowledge, cultures and custodianship of Aboriginal and Torres Strait Islander peoples. They should be woven thoughtfully throughout communications as a consistent visual reminder that First Nations perspectives are integral to how Parks Victoria tells stories, connects with communities and cares for the places it manages.

- Use monochrome elements as background textures or soft overlays with recommended opacity levels of 20%, 30% or 40%, depending on the desired visual impact
- Elements may be cropped, rotated or scaled to suit the layout, provided their integrity is maintained
- Full-colour graphic elements may overlap low-opacity background elements to create depth and hierarchy
- Ensure graphic elements remain secondary to photography, typography and key messaging, allowing the primary content to remain the focal point.

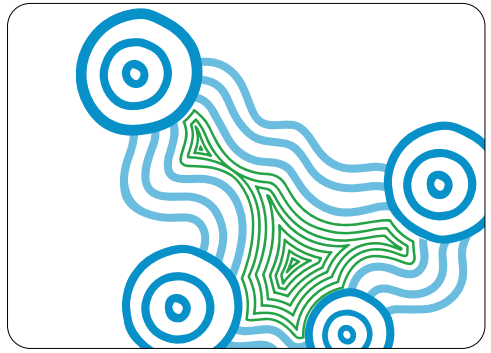
Extracted artwork elements



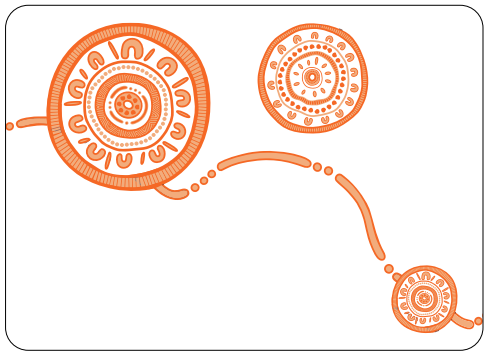
Element 1



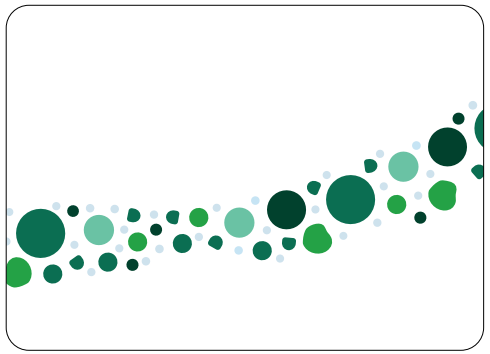
Element 2



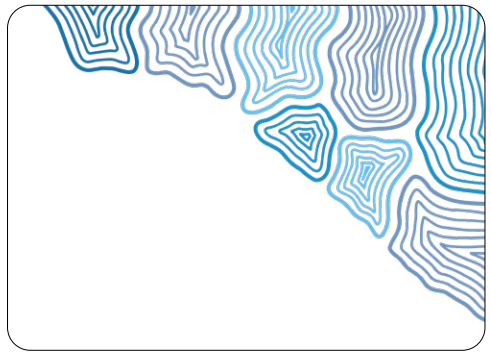
Element 3



Element 4



Element 5



Element 6

# Artwork and elements dos and don’ts

**There are a few important things to remember when using the artwork. These must be adhered to at all times to maintain the integrity and cultural meaning.**

### Do

Do keep each element grouped as supplied.

Do use coloured elements on white backgrounds.

Do crop artwork and elements when required.

Do apply full colour or monochrome elements overlapping photography.

Do contain artwork and elements in an organic shape, rotating as needed.

Do use monochrome elements as tints as subtle background texture.

### Don’t

Don’t distort or rescale artwork or elements out of proportion.

Don’t use elements other than those supplied and approved by the artist.

Don’t ungroup, recolour or rearrange elements that have been supplied in a lock-up.

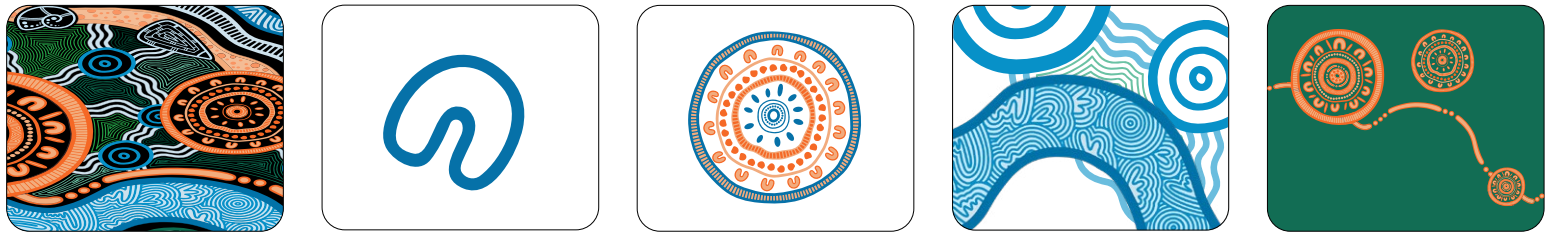
Don’t overlap full colour, opaque artwork elements.

Don’t use coloured elements on flat-coloured backgrounds.

Do



Don’t



# Iconography

**A bespoke icon suite and style has been developed for the Parks Victoria brand identity. All icons are housed in an organic circle stroke to create a visual link to the artwork.**

These icons are designed to represent a broad range of topics aligned with Parks Victoria's key themes. Their simple, filled style provides clear visual communication while maintaining a cohesive and recognisable brand aesthetic.

The icon suite can be used across Parks Victoria's branded communications to support clear and engaging communication. Icons are particularly useful for breaking up content-heavy information, highlighting key messages and visually communicating concepts within infographics, PowerPoint presentations and other branded materials..

Examples



Visual system

# Photography

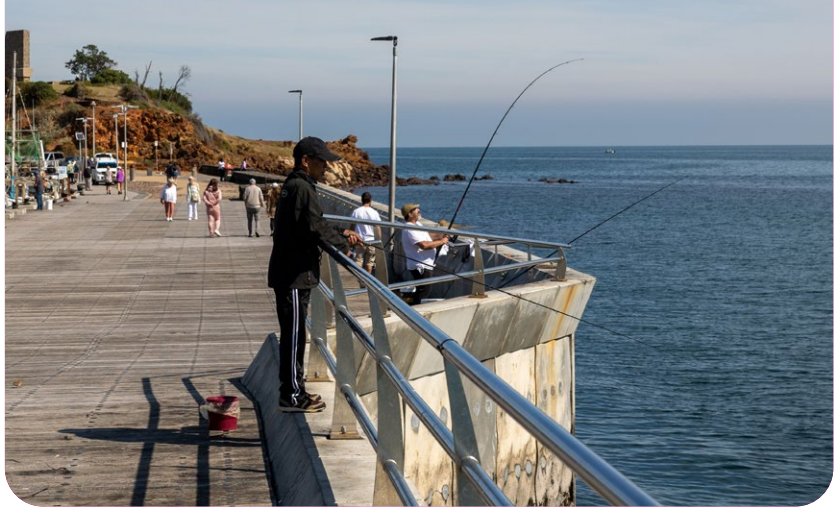
1 of 2

**Parks Victoria imagery showcases the beauty of Victoria's landscapes, waterways and the people who live, work and spenwd time in the places Parks Victoria cares for. The imagery style celebrates the connection between people and place, highlighting the diverse environments, experiences and communities that make up Parks Victoria.**

Photography is centred around three main categories: **People**, **nature** and **infrastructure**. Together, these categories capture the breadth of Parks Victoria's places and the many ways people experience, connect with and care for them.

Images should capture authentic moments of people engaging with nature and the natural beauty across Victoria's parks, from coastal environments and forests to alpine regions, waterways and urban green spaces. Images should feel natural, inclusive and welcoming, while showcasing the diverse environments, experiences and communities that make up Parks Victoria.

Use high-quality, high-resolution imagery as a key visual feature across all Parks Victoria collateral to create a strong, engaging and consistent brand presence.











Visual system

# Photography

## 2 of 2

**The following principles guide the photography style:**

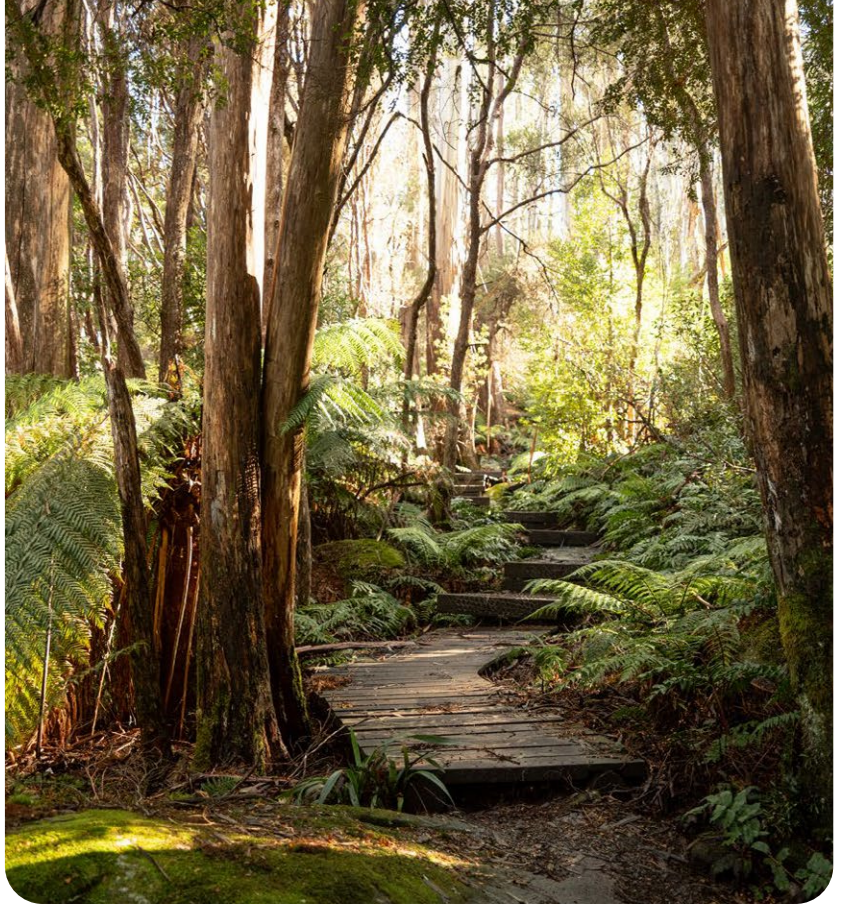
**Authenticity:** Show the landscape and people as they are. Capture warm, open, interested expressions, showcasing real moments and genuine connections.

**Natural lighting:** Allow the natural colour palette to shine. Avoid harsh flash, heavy filters, or distorted colours that detract from the environment.

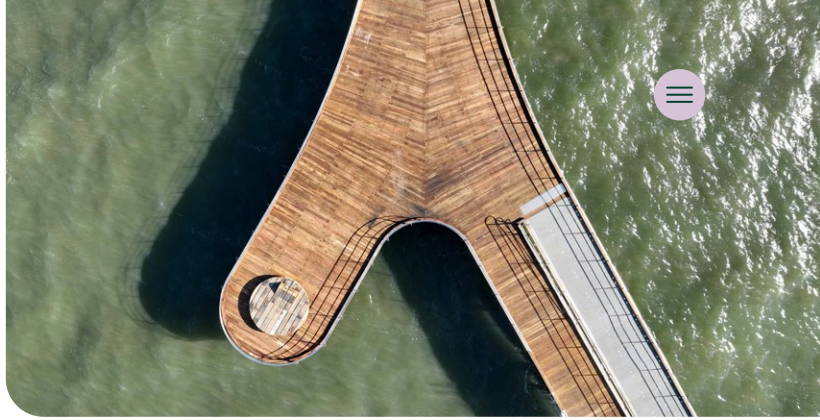
**Diversity:** Feature people of all ages, backgrounds, and abilities, ensuring our community is fully represented.

**Considered composition:** Reject generic eye-level snapshots. Utilise dynamic camera angles, such as low-perspective ground shots or natural frames like branches, to create depth, scale, and visual interest.

A balanced mix of expansive landscapes, human interaction, considered details and infrastructure helps communicate both the scale and beauty of Victoria's parks, while reinforcing that these places are for everyone to experience, protect and enjoy.











Section five

# Brand applications

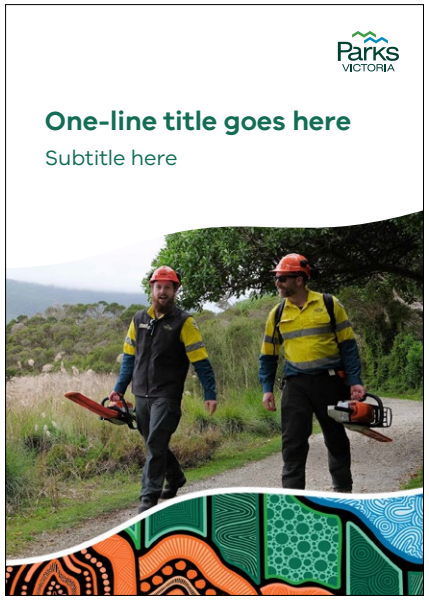
# Everyday internal templates

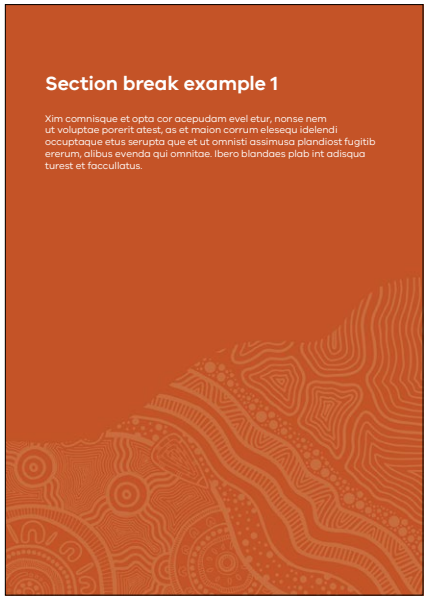
1 of 3

Word templates provide a simple, consistent and easy-to-use framework for everyday documents.

- Use the established typography, colour palette and grid consistently
- Keep layouts simple so they can be easily edited by non-designers
- Artwork and imagery should only be used where appropriate to the document
- Maintain consistent spacing, margins and placement of clear imagery across all layouts.

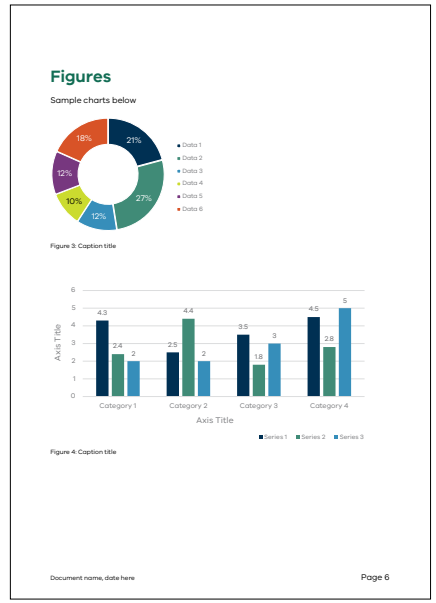
## Word Report template









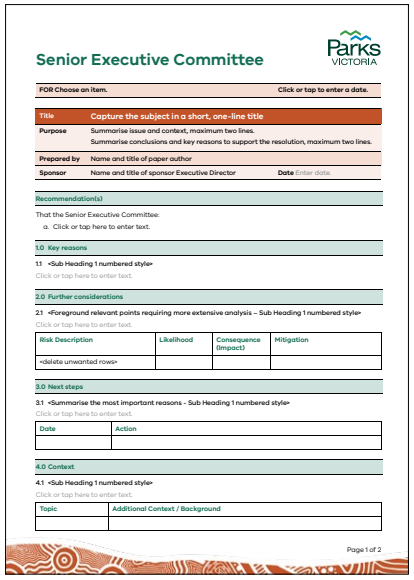
# Everyday internal templates

## 2 of 3

Word templates provide a simple, consistent and easy-to-use framework for everyday documents.

- Use the established typography, colour palette and grid consistently
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- Artwork and imagery should only be used where appropriate to the document
- Maintain consistent spacing, margins and placement of clear imagery across all layouts.

### Administrative templates


Senior Executive Committee

Parks VICTORIA

FOR Choose an item. Click or tap to enter a date.

Title: Capture the subject in a short, one-line title

Purpose: Summarise issue and context, maximum two lines. Summarise conclusions and key reasons to support the resolution, maximum two lines.

Prepared by: Name and title of paper author

Sponsor: Name and title of sponsor Executive Director Date: Enter date.

Recommendation(s)

That the Senior Executive Committee:

a. Click or tap here to enter text.

1.0 Key reasons

1.1 <Sub Heading 1 numbered style>

Click or tap here to enter text.

2.0 Further considerations

2.1 <Foreground relevant points requiring more extensive analysis – Sub Heading 1 numbered style>

Click or tap here to enter text.

| Risk Description | Likelihood | Consequence (Impact) | Mitigation |
|---|---|---|---|
| <delete unwanted rows> | | | |

3.0 Next steps

3.1 <Summarise the most important reasons - Sub Heading 1 numbered style>

Click or tap here to enter text.

| Date | Action |
|---|---|
| | |

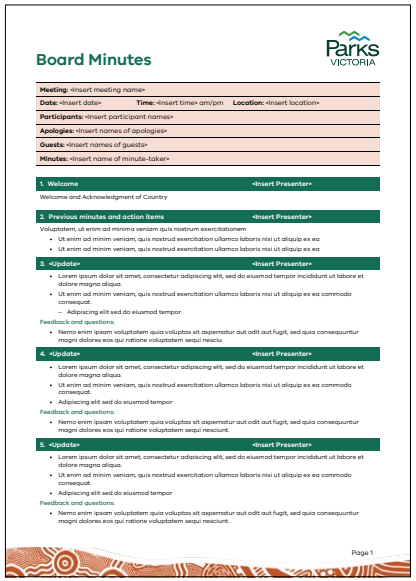
4.0 Context

4.1 <Sub Heading 1 numbered style>

Click or tap here to enter text.

| Topic | Additional Context / Background |
|---|---|
| | |

Page 1 of 2


Board Minutes

Parks VICTORIA

Meeting: <insert meeting name>

Date: <insert date> Time: <insert time> am/pm Location: <insert location>

Participants: <insert participant names>

Apologies: <insert names of apologies>

Guests: <insert names of guests>

Minutes: <insert name of minute-taker>

1. Welcome <Insert Presenter>

Welcome and Acknowledgment of Country

2. Previous minutes and action items <Insert Presenter>

Voluptatem, ut enim ad minima veniam quis nostrum exercitationem

- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea

3. <Update> <Insert Presenter>

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
  - Adipiscing elit sed do eiusmod tempor

Feedback and questions:

- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciu

4. <Update> <Insert Presenter>

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Adipiscing elit sed do eiusmod tempor

Feedback and questions:

- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

5. <Update> <Insert Presenter>

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- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Adipiscing elit sed do eiusmod tempor

Feedback and questions:

- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Page 1

### Letterhead


Parks VICTORIA

Level 30, 300 La Trobe St
Melbourne, Victoria 3000
13 19 63
parks.vic.gov.au

To: Name Name
Recipient's address here
Recipient's address here

Dear Lauren Ipsum,

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi.

Architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa.

Qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.

Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat

Yours respectfully,
John Park

# Everyday internal templates

## 3 of 3

PowerPoint layouts prioritise clarity and communication.

- Choose layouts based on the hierarchy and quantity of content rather than forcing information into a fixed format
- Use artwork and imagery selectively to support key messages
- Maintain generous white space to avoid overcrowding.

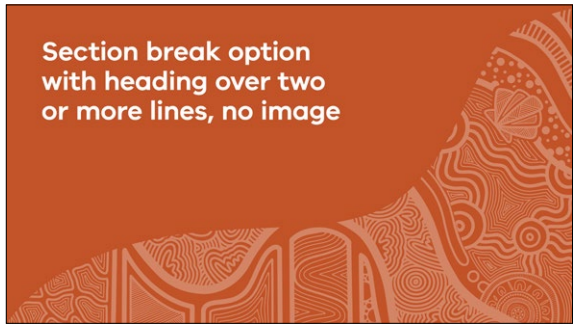
### PowerPoint template

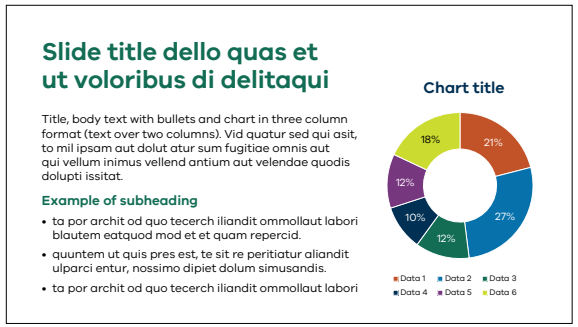


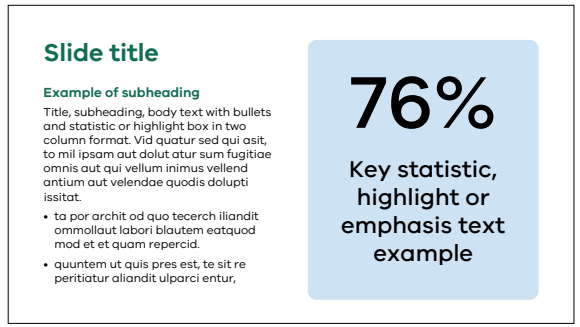






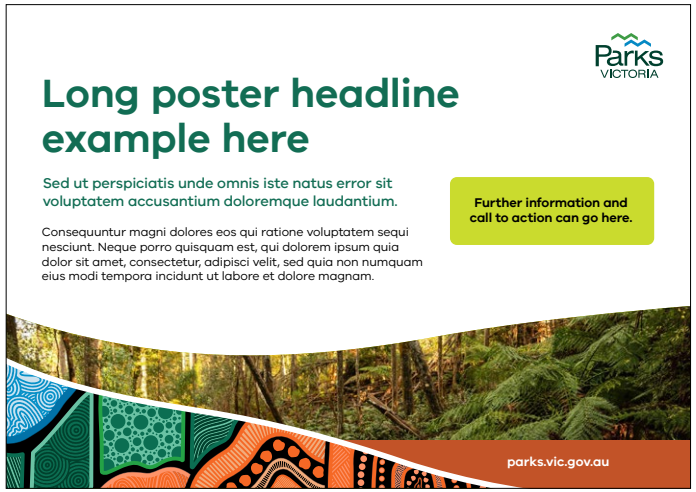



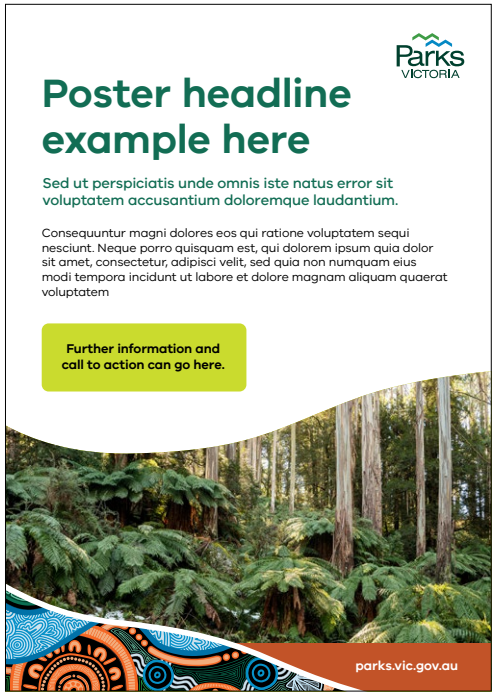
# Posters and factsheet templates

Poster layouts are determined by the amount and hierarchy of content being communicated.

- Use the application colour palette to create clear visual hierarchy and distinction
- Select the layout based on the quantity of text, imagery and supporting information
- Prioritise the most important message and ensure it is immediately visible
- Maintain sufficient white space so the poster remains clear and easy to read at a distance.

## A3 poster templates



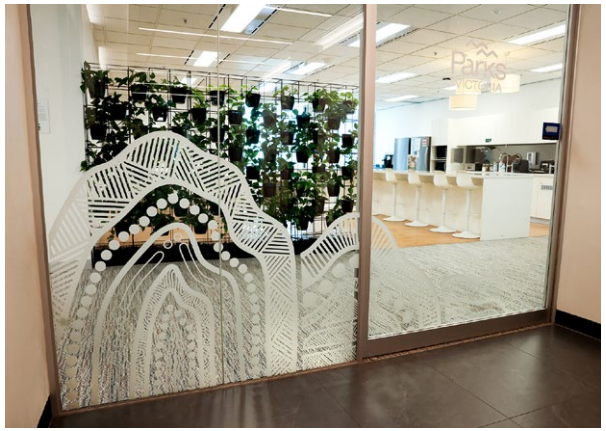




## A4 factsheet

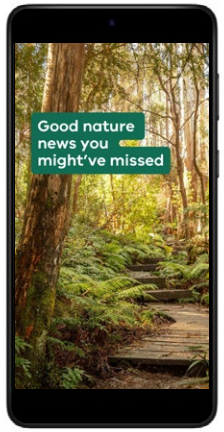


# Brand in action

## Office decals

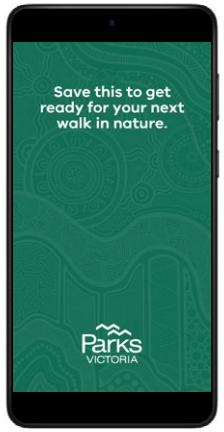


## Social media





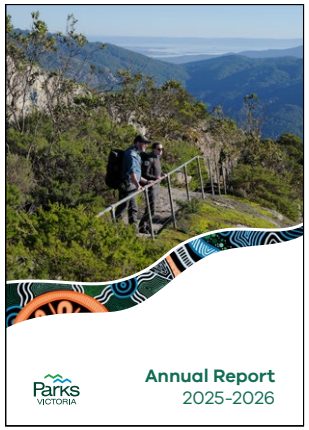


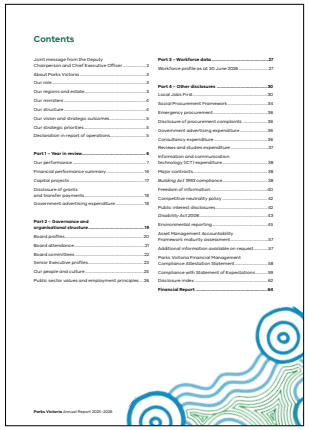


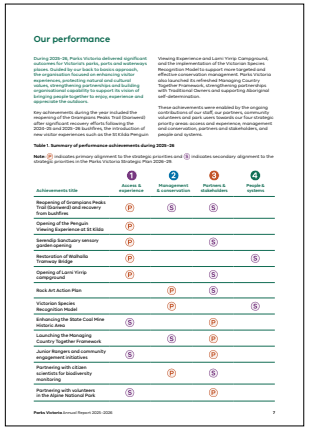

## EDM branding examples




## Annual Report

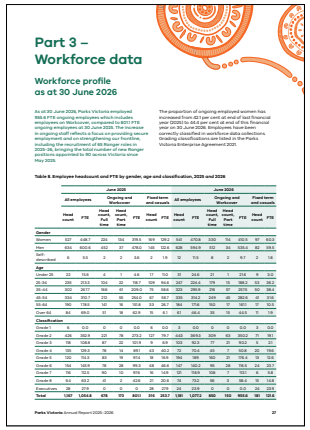


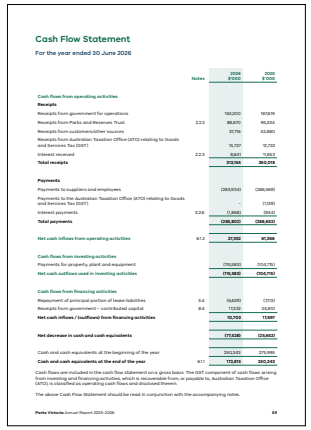












VICTORIA
State Government

Parks
VICTORIA



0488 v6 26.10.26