



**Australian Government**  

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**Department of Veterans' Affairs**

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# CENTENARY OF THE FIRST WORLD WAR ARMISTICE

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**Branding guidelines and use**

September 2018

These guidelines outline how the Centenary of the First World War Armistice logo should be used to promote commemorative activities on or around 11 November 2018. Following these guidelines will ensure consistent and recognisable promotion of the Centenary of the First World War Armistice nationally.

The Commonwealth reserves the right to modify the guidelines or withdraw authorisation if an organisation does not comply with these guidelines at any time.

## The Centenary of the First World War Armistice logo

The Centenary of Armistice Communications Working Group (CWG) comprised of members from the Commonwealth, state and territory jurisdictions, local government and representatives from the Australian War Memorial has developed a logo that creates a unified visual symbol for the nation to commemorate the centenary of the First World War Armistice. This logo is for use by members of the CWG to promote Armistice Centenary activities.

Use by third-parties, including not-for-profit agencies is detailed below.

The logo features a red poppy, the words *Armistice 1918–2018* and the subline text of *Australia Remembers* or, depending on the state or territory, for example *Western Australia Remembers*.

The red poppy is synonymous with Remembrance Day. While this year we acknowledge the Centenary of the First World War Armistice, which was a celebration at the time, we must also acknowledge its evolution into what we now know as Remembrance Day.

The main text for the logo, *Armistice 1918–2018*, acknowledges the centenary of the Armistice that ended the 'War to End All Wars'. While we know today that this is not the case, the Armistice represented the peace that had been fought for since 1914.

The subline text of, *Australia Remembers*, is an acknowledgement to both the Centenary of Armistice and Remembrance Day — we will remember those who fought and died more than a century ago, and all those who came after during a Century of Service.

These guidelines have been developed to ensure the logo creates a powerful legacy and tribute to the service and sacrifice of our current and former serving members of the Australian Defence Force and their families.

## Use of the logo

The Centenary of the First World War Armistice logo is the identifying symbol for this incredibly important event that signifies the end of the most important period of commemoration in Australia's history, the Anzac Centenary 2014–18.

As the logo was designed in consultation with the CWG, all members will be able to utilise the branding for non-commercial or non-profit purposes that acknowledge the Centenary of the First World War Armistice.

Each state and territory, and local government councils will be able to customise the subline text to suit their needs, however, further customisation will not be permitted

Where the Armistice logo is to be used in conjunction with Federal, state and territory government logos, Anzac Centenary branding or co-branding, organisations should defer to [Guidelines on use of the Australian Government logo by Australian Government Departments and Agencies](#), specifically 3.4 Program branding.

The following sections are examples of how the logo can be used in the context of the campaign and/or organisation type:

National

State or territory

Local government/ council

Ex-service organisations and veteran support organisations

Non-commercial/ not-for-profit organisations

Commercial organisations

## Campaign or organisation type

### National

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### State or territory

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### Local government/ council

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### Ex-service organisations and veteran support organisations

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The CWG encourages ex-service organisations (ESOs) and veteran support organisations (VSOs) to use the branding for non-commercial and non-profit purposes that acknowledge and commemorate Remembrance Day and the Centenary of the First World War Armistice.

ESOs and VSOs are able to utilise the branding that is appropriate for their state or territory through a co-branding arrangement. Further information on co-branding can be found below, as well as contact details for each state and territory.

Authorisation to use the logo does not imply endorsement by the Commonwealth, state and territory governments of the aims or opinions of individuals and/or organisations.



## **Non-commercial/ not-for-profit organisations**

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The CWG and its members encourage the community to use the branding for any non-commercial or non-profit purposes that acknowledge and commemorate Remembrance Day and the Centenary of the First World War Armistice.

Organisations seeking to utilise the branding, through a co-branding arrangement, should make contact with their state or territory CWG member to discuss its use and authorisation to use the relevant state or territory branding.

Authorisation to use the logo does not imply endorsement by the Federal Government, or the appropriate state or territory government, of the aims or opinions of individuals and/or organisations.

## **Commercial organisations**

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Individuals and/or commercial organisations seeking to use the Centenary of the First World War Armistice branding will be required to use the national branding of *Australia Remembers* through a co-branding arrangement.

Commercial organisations will need to make contact with the Commonwealth Department of Veterans' Affairs to discuss the use of the Centenary of Armistice branding, noting every application for use is considered on its merits.

When making a decision to grant use of the branding, it may take in regard the following, but are not limited to:

- the intent of its use and/or misuse
- whether there is any commemorative link between the proposed use and the commercial organisation
- the views of the ex-service community – for example, where there is a letter of support from an ex-service organisation supporting the activity, whether or not they have consulted with an ex-service organisation
- commercial aspects
- commemorative and educational benefits.

Please send an outline of the proposed use of the branding to [communications@dva.gov.au](mailto:communications@dva.gov.au), along with any supporting information.

Authorisation to use the logo does not imply endorsement by the Federal Government, or the appropriate state or territory government, of the aims or opinions of individuals and/or organisations.