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.au Brand Activation Grant: .au brand guidelines

.au Domain
Administration Ltd



Contents

1. Individual namespace information
2. Logo use guidelines
3. Accredited registrar logo

.au namespace information

.au direct

Target audience	General .au direct is a general use namespace for all eligible registrants.
Eligibility rules overview (Who is eligible for .au direct)	Anyone with a verified connection to Australia is eligible to register a .au direct name. This connection is defined as an 'Australian Presence' in the .au Licensing Rules and includes citizens, permanent residents, companies, not for profits and more.
Allocation rules overview (What names they can choose)	There are no allocation rules for .au direct names meaning you can choose any name you like provided it is available and you are allowed to use it.
Relevant licensing rules sections	• Definitions – 'Australian presence' • 2.4.3 – Eligibility and Allocation criteria
Example positioning	Audience: Entrepreneurs + hobbyists without a domain Position: The domain name for new ideas • A .au direct domain name is a simple first step to an online presence for your new idea. • Stand out with Australia's shortest, simplest domain name. • Three in four Australians trust websites ending in .au over other websites.

.au direct brand assets

Logo variants



Dot grid



Brand colour: Wattle

CMYK: 23,0,99,0

RGB: 207,219,43

HEX: cfdb2b

com.au

Target audience	Business
Eligibility rules overview (Who is eligible for .au direct)	com.au domain names are for businesses. They can be held by commercial entities registered to trade in Australia or that hold an Australian trade mark. When you register your com.au domain name, you'll need to provide your company information including your ABN, ACN or Australian trademark details.
Allocation rules overview (What names they can choose)	Your com.au domain name needs to have a connection to your business. This includes: • Your business or personal name • An acronym of your business name • A match with your Australian trade mark, if you have one • A service or product you offer
Relevant licensing rules sections	• Definitions – 'Australian presence', 'commercial entity' • 2.4.4 – com.au and net.au Eligibility and Allocation criteria
Example positioning	Audience: Small businesses, 0–4 employees with no domain name Position: com.au is the trusted choice for Australian business. • com.au is the most popular .au namespace for businesses in Australia. • A com.au domain name is a clear signal that your business has a connection to Australia. • Half of Aussie consumers will only purchase from a website with a .au address. • A web or email address with a com.au puts you in control of your unique online presence.

com.au brand assets

Logo variants





Dot grid



Brand colour: Jade

CMYK: 78, 0, 80, 0

RGB: 0, 179, 106

HEX: 00b36a

net.au

Target audience	Business
Eligibility rules overview (Who is eligible for .au direct)	net.au domain names are for businesses. Like com.au domain names, they can be held by commercial entities registered to trade in Australia or that hold an Australian trade mark.
Allocation rules overview (What names they can choose)	Your com.au domain name needs to have a connection to your business. This includes: • Your business or personal name • An acronym of your business name • A match with your Australian trade mark, if you have one • A service or product you offer
Relevant licensing rules sections	• Definitions – ‘Australian presence’, ‘commercial entity’ • 2.4.4 – com.au and net.au Eligibility and Allocation criteria
Example positioning	Audience: Tech-focused businesses looking to build a trustworthy online presence. Position: Australian tech online • A net.au domain name is a clear signal that your business has a connection to Australia. • Half of Aussie consumers will only purchase from a website with a .au address. • A web or email address with a net.au puts you in control of your unique online presence.

net.au brand assets

Logo variants





Dot grid



Brand colour: Atlantis
CMYK: 49, 0, 100, 0
RGB: 142, 198, 62
HEX: 8ec63e

org.au

Target audience	Not for profit entities registered in Australia
Eligibility rules overview (Who is eligible for .au direct)	org.au domain names are for Australian not-for-profit entities registered in Australia. Not-for-profit entities include entities that appear on the Australian Charity Register, companies limited by guarantee, incorporated associations under state legislation and foreign embassies or consulates permitted to operate in Australia.
Allocation rules overview (What names they can choose)	The org.au domain name you choose must have a connection to your organisation. This includes your organisation's name, or a service, program, event or activity the organisation provides.
Relevant licensing rules sections	• Definitions – 'Australian presence', 'Not-for-Profit Entity' • 2.4.6 – org.au Eligibility and Allocation criteria
Example positioning	Audience: Incorporated Not for Profits looking to reach Australians Position: A for-purpose domain name • An org.au domain name shows you're a registered not-for-profit. • An org.au web address is a clear signal your organisation has a connection to Australia. • Australians trust websites ending in .au.

org.au brand assets

Logo variants



The logo variants section displays four versions of the org.au logo. On the left, the logo is shown on a white background: 'org.au' in black with a green dot grid to the right, and 'org.au' in black with a black dot grid to the right. On the right, the logo is shown on a dark navy background: 'org.au' in white with a green dot grid to the right, and 'org.au' in white with a white dot grid to the right.

Dot grid



A green dot grid logo consisting of 25 dots arranged in a 5x5 square pattern.

Brand colour: Tree frog

CMYK: 71, 0, 100, 0
RGB: 61, 191, 61
HEX: 3dbf3d

id.au

Target audience	Australian individuals
Eligibility rules overview (Who is eligible for .au direct)	id.au domain names can be registered by Australian citizens and permanent residents. When you register your id.au domain name, you'll need to provide information that shows you're an Australian citizen or permanent resident such as a government issued photo ID.
Allocation rules overview (What names they can choose)	The id.au domain name you choose must match or be an acronym or abbreviation of your first name or family name, or your nickname.
Relevant licensing rules sections	• Definitions – 'Australian presence', 'Person' • 2.4.8 – id.au Eligibility and Allocation criteria
Example positioning	Audience: Australian individuals who want to build a personal, non-commercially focused online presence Position: A domain name that suits you • Getting your id.au is a great first step for your online presence. • A web or email address with id.au puts you in control of your unique online presence. • An id.au name is a great way to build on your social media presence

id.au brand assets

Logo variants



Dot grid



Brand colour: Lagoon

CMYK: 76, 4, 38, 0

RGB: 0, 178, 173

HEX: 00b2ad

asn.au

Target audience	Unincorporated associations
Eligibility rules overview (Who is eligible for .au direct)	asn.au domain names can be registered by Australian not-for-profit entities and unincorporated associations. Not-for-profit entities include entities that appear on the Australian Charity Register, companies limited by guarantee and incorporated associations. When you register your asn.au domain name, you'll need to provide proof your organisation meets the eligibility criteria.
Allocation rules overview (What names they can choose)	The asn.au domain name you choose must have a connection to your organisation or group. It can be your organisation's name, a service, program, event or activity the organisation provides, or an occupation your members practice.
Relevant licensing rules sections	• Definitions – 'Australian presence', 'Association', 'Not-for Profit Entity' • 2.4.7 - com.au and net.au Eligibility and Allocation criteria
Example positioning	Audience: Community groups, sporting clubs, peak bodies, industry associations Position: Your online presence, your way • A website with an asn.au domain name puts you in control of your online presence. • An asn.au domain name is a clear signal you're an Australian organisation. • Australians trust websites ending in .au.

asn.au brand assets

Logo variants

The image displays four variations of the asn.au logo. Top left: 'asn.au' in black text with a teal dot grid icon. Top right: 'asn.au' in white text with a teal dot grid icon on a dark navy background. Bottom left: 'asn.au' in black text with a white dot grid icon. Bottom right: 'asn.au' in white text with a white dot grid icon on a dark navy background.

Dot grid

A teal dot grid icon consisting of 16 dots arranged in a 4x4 square pattern.

Brand colour: Dusk

CMYK: 83, 28, 29, 1
RGB: 0, 143, 166
HEX: 008fa6

edu.au

Target audience	Educational institutions registered in Australia
Eligibility rules overview (Who is eligible for .au direct)	edu.au domain names can be registered by recognised Australian education and training entities. This includes higher education institutions, registered training organisations, research institutions, schools and early learning centres. You can also register names in Australian state-based namespaces such as vic.edu.au or nt.edu.au, provided you meet the requirements.
Allocation rules overview (What names they can choose)	The edu.au domain name you choose must be closely related to the name of your organisation or a program or project your organisation runs.
Relevant licensing rules sections	- Definitions – ‘Australian presence’ - Schedule A : 2.4.11; 2.4.12
Example positioning	Audience: Universities, TAFEs, higher education institutions, registered training organisation (RTOs), schools and early learning centres. Position: Australian education and training, online. - An edu.au domain name signals that you’re part of the highly regarded Australian education sector. - An edu.au web address is a clear signal your organisation has a connection to Australia

asn.au brand assets

Logo variants





Dot grid



Brand colour: Eucalyptus

CMYK: 62, 0, 53, 0
RGB: 79, 204, 156
HEX: 4fcc9c

auDA Accredited Registrar logo

11

.au Accredited Registrar

Logo variants



General logo usage guidelines

12

Namespace logos

Each .au namespace has separate elements that can be used:

- **Logo lock-up:** The namespace text and dot pattern together
- **Dot grid:** The dot pattern by itself.
- **Product colour:** The 'feature' colour for each namespace



Logo lock-up



Dot grid

General usage guidelines

- Try to ensure no other page elements are interfering with a logo, and maintain clear space around it.
- Keep logo lock ups intact – don't try and separate the text from the dot grid.
- Don't stretch, rotate or distort logos
- Use the provided logo files, please don't try and recreate a logo yourself
- Do not change colours in a logo
- Do not add any shadows or effects to a logo