Logo Guidelines

International Day of
People with Disability

3 DEC



International Day of People with Disability (IDPwD) is a United Nations observed day held on 3 December each year.

In Australia, recognising IDPwD is a joint effort between government, schools, organisations, community groups, businesses and individuals. There are many ways you can be part of creating an inclusive and diverse community.

www.idpwd.gov.au

Introduction

Using the Logo Guidelines

If you are planning an event or activity for IDPwD,
you can use the logo to create your own promotional materials.

You don't need to seek approval to use the logo or credit IDPwD,
as long as you follow these principles:

- Your event and/or activity is consistent with the aims and messages of IDPwD and helps to raise awareness of disability inclusion.
- The IDPwD logo is used for non-commercial purposes.
- You follow the logo guidelines outlined in this document.

If you have any questions about the IDPwD Logo Guidelines,
please email: idpwd@health.gov.au



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Using the IDPwD logo

There are four versions of the IDPwD logo:

- The standard and stacked logos can be used on a white or light coloured background
- The standard (reversed) and stacked (reversed) logo can be used on a blue background.
- The IDPwD logo should not be re-designed, altered or cropped.
- All elements of the IDPwD logo must be used.
- Allow a 5mm exclusion zone around the logo.

If you have any questions about using the IDPwD logo, please email: idpwd@health.gov.au

Accessibility considerations:

- The logo and text should be clear and large enough to read.
- If using the IDPwD logos in a web application such as on social media, eNewsletter, article or website, please use the alt text provided below.

Alt text:

Image of the International Day of People with Disability logo.

The logo

Standard



Stacked



Standard (reversed)



Stacked (reversed)



The IDPwD logo can be used on print and web applications. This includes flyers, social media posts, articles, posters and more.

The IDPwD logo is available for download at idpwd.gov.au/resources/logos

Be part of creating an inclusive and diverse community in Australia.



Colour palette

The IDPwD colours can be used on print and web applications. This includes flyers, social media posts, posters and more.

Using the IDPwD colours:

- The IDPwD colours should not be changed.
- Accessibility consideration: It is important to have a good contrast between the background and text and/or imagery.

If you have any questions about using the IDPwD colours, please email: idpwd@health.gov.au

Accessibility consideration: use white text on this colour	Pantone: 654 C CYMK: 100 / 73 / 10 / 48 RGB: 15 / 43 / 91 **HEX: #0F2B5B**
Accessibility consideration: use dark text on this colour	Pantone: 298 C CYMK: 68 / 3 / 0 / 0 RGB: 81 / 181 / 224 **HEX: #51B5E0**
Accessibility consideration: use dark text on this colour	Pantone: 389 C CYMK: 23 / 0 / 83 / 0 RGB: 206 / 224 / 7 **HEX: #CEE007**
Accessibility consideration: use dark text on this colour	Pantone: 151 C CYMK: 0 / 48 / 95 / 0 RGB: 247 / 127 / 0 **HEX: #F77F00**

Frequently asked questions

1. **Do I need to ask permission to use the logo or credit IDPwD?**

   No. You don't need to seek approval to use the logo or credit IDPwD, as long as you follow these principles:

   - Your event and/or activity is consistent with the aims and messages of IDPwD and helps to raise awareness of disability inclusion.
   - The IDPwD logo is used for non-commercial purposes.
   - You follow the logo guidelines outlined in this document.

2. **Can the IDPwD logo be used for commercial purposes?**

   No. The IDPwD logo is licenced under an **Attribution-NonCommerical-NoDerivatives 4.0 International** Licence.

   This means:

   - You can use, share and redistribute the IDPwD logo in any medium or format.
   - You can't use the IDPwD logo for commercial purposes.
   - You can't remix, transform or build upon the IDPwD logo.

   For more information, visit the Creative Commons website.

3. **Can I use the IDPwD logo throughout the year, or is it just for 3 December?**

   Yes. You can use the IDPwD logo throughout the year. While IDPwD is recognised on 3 December, you are welcome to use the IDPwD logo to promote messages of disability inclusion year-round.

4. **I am hosting an IDPwD event. What colours should we wear or decorate with?**

   We recommend using similar colours to the IDPwD logo (See page 5).

5. **I have a question about using the IDPwD logo. Who can I contact?**

   You can send an email to: idpwd@health.gov.au

   or call 1800 440 385, 9am – 5pm AEST/AEDT Monday – Friday.