PALM

APPROVED EMPLOYER

Logo guidelines
for approved employers

December 2023

Overview

The Pacific Australia Labour Mobility (PALM) scheme is an important aspect of Australia's engagement with the Pacific.

The scheme provides opportunities for workers from 9 Pacific island countries and Timor-Leste to gain valuable income and skills to take back home.

At the same time, it helps employers in rural and regional parts of Australia access a pool of reliable workers to help them meet their labour needs.

The Department of Foreign Affairs and Trade (DFAT) and the Department of Employment and Workplace Relations (DEWR) connect Australian employers with workers and support the administration of the PALM scheme.

Branding policy

Branding and visual identity helps build the reputation of the PALM scheme and is an important tool in helping the public determine that the information they are seeing is authentic and credible.

Correct branding also maximises recognition of the development role played by the Australian Government through labour mobility and increases the accountability and transparency of the PALM scheme.

The official PALM scheme logo is the main branding mechanism used for all Australian Government funded labour mobility activities.

The PALM scheme logo can only be used on communication materials that have been authorised or approved by DFAT and/or DEWR.

PALM scheme approved employers

The PALM scheme approved employer logo has been developed to enable participating employers to promote their involvement in the scheme.

Displaying the PALM scheme approved employer logo

The PALM scheme approved employer logo only be used by Australian businesses who are certified PALM scheme employers.

PALM scheme employers can use the logo to promote their participation in the scheme.

The logo can be used on:

- banners and signage
- email footers
- brochures
- approved employer websites
- videos.

THE APPROVED EMPLOYER LOGO

The PALM scheme approved employer logo is the only logo that can be used by PALM scheme employers.

PALM scheme employers must go through a series of thorough assessment and compliance checks before being approved to join the scheme.

An approved PALM scheme employer is officially considered to be a suitable participant in the program, subject to their ongoing commitment to the high standards expected of employers in the scheme.

The content of any materials bearing the logo is not endorsed by DFAT or DEWR.

PALM scheme approved employer logo

There are 3 elements in the PALM scheme approved employer logo: the 10 fronds, the text 'PALM', the text 'APPROVED EMPLOYER'.

There are 3 colour variations of the PALM scheme approved employer logo: 1. green, 2. black and 3. reversed (white).

Version 1: green and blue

The 10 fronds are printed as graduated colour from blue (PMS 2183) to green (PMS 3278). See page 4 for a detailed colour break down. The PALM text is green (PMS 3278) and the APPROVED EMPLOYER text is deep blue (PMS 2756). CMYK equivalents of the PMS colours may also be used.

Version 2: black

The fronds are printed in percentages of black. These are from darkest to lightest: 100%, 80%, 60%, 40%, 20%. The text is 100% black.

Version 3: white

The fronds are printed in percentages of white and black. These are from lightest to darkest: 100% white, 80% black, 60% black, 40% black, 20% black. The text is 100% white.

Clear space

Always ensure there is a generous amount of clear space around the PALM scheme approved employer logo to avoid obstructions.

Download the files

The PALM scheme logos can be downloaded by approved employers at: www.palmscheme.gov.au/approved-employer-logos.

For further information please email the PALM scheme support service at (palm@dewr.gov.au).

1. Green and blue solid colour

2. Black

3. White (reversed)

PALM scheme colours

C80 M16 Y5 K4
C85 M12 Y21 K3
C90 M8 Y37 K2
C94 M4 Y53 K1
C99 M0 Y69 K0

Australian Government

Pacific Blue

PANTONE 2183 CP
RGB 0 156 205
HEX 009CCD
CMYK 80 16 5 4

Ⓐ

Pacific Blue 30%

Ⓐ Ⓐa

Pacific Blue 15%

Ⓐ Ⓐa

Palm Green

PANTONE 3278 CP
RGB 0 168 128
HEX 00A880
CMYK 99 0 69 0

Ⓐ Ⓐ

Deep Blue

PANTONE 2756 CP
RGB 38 42 130
HEX 262A82
CMYK 100 98 0 15

Ⓐ Ⓐa