

Style Manual for Accredited Standards Development Organisations (SDOs)

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INTRODUCTION

One of the advantages of being an accredited Standards Development Organisation (SDO) is the freedom to develop your own design and layout for your Standards. This allows you to meet the needs of your users, integrate your Standards within an overall design strategy for all your publications, and heighten your visibility in the marketplace. Another great advantage is the ability to use the Australian Standard logo to readily identify your standard as an authoritative and well respected document recognised by government and industry.

Nevertheless, there are some requirements relating to both the text and use of the word mark ‘Australian Standard®’ and the logo, which SDOs are required to comply with as part of their accreditation. This Style Manual contains these requirements and also includes a range of recommendations that are aimed at achieving consistency across all Australian Standard® brand standards.

This Style Manual is based on the presentation of the Standard as a physical document, albeit in the form of a .pdf file that can be delivered and displayed electronically. At this stage there is no option for a purely web based (HTML) Standard that can be directly viewed through a browser.

SDOs may wish to develop (or already have) their own in-house style manual incorporating these requirements as well as any organisation-specific requirements.

The Australian Government *Style manual: for authors, editors and printers*, sixth edition,¹ is a useful general reference book that provides detailed information and recommendations on the best practices in design, editing, production and writing. Standards Australia [Standardisation Guide 006, Rules for the structure and drafting of Australian Standards](#), is Standards Australia’s in-house style manual and contains considerable information on content and expression related specifically to standards.

SDOs should also be aware of ISO/IEC Guide 59, *Code of Good Practice for Standardization*, which provides information on the processes for developing standards.

¹ Published by John Wiley & Sons, Australia Ltd

1 DEFINITIONS

For the purposes of this Style Manual, the definitions below apply:

Icon

The trade mark represented by the image²:



Logo

The trade mark represented by the combined words and icon:



Word mark

The trade mark represented by the words 'Australian Standard®'

2 LOGO AND WORD MARK

2.1 General

The logo and word mark are used to identify Australian Standards that have been through a rigorous development process that involves transparency, balance and consensus. This process is broadly in line with that used by international standards bodies (ISO, IEC) and most national standards bodies. It is the application of this process that gives standards their authoritative and widespread acceptance.

Standards Australia (SA) is the owner of the logo and word mark. They are used on standards developed by SA and are licensed for use by Standards Development Organisations (SDOs) that have been accredited by that Standards Development and Accreditation Committee (SDAC). SA and accredited SDO use of the logo, and the branding specifications associated with it, strengthens the brand 'Australian Standard'. It also demonstrates the equivalency of documents carrying the mark, no matter who is responsible for developing the document.

2.2 Logo

2.2.1 Format

There are two versions of the logo: colour and black and white. The colour logo is the primary logo (see [Appendix A](#)) and shall be used on the front cover of those standards where there are other colour elements (e.g. Company logos, graphics) on the cover (i.e. 'coloured covers'). The greyscale logo shall be used on the cover of those standards where there are no other colour elements (i.e. 'black and white covers') and on the title page (where the Standard includes a title page). However, the colour logo prints well in black and white, so if in any doubt, use the colour logo.



SDOs will be provided with the following:

- AS-logo-Colour(CMYK).eps
- AS-logo-Colour(CMYK).jpg
- AS-logo-Colour(RGB).png

² The icon follows the same general colour scheme and design of the SA company logo to reflect its origin.

- AS-logo-greyscale.eps
- AS-logo-greyscale.jpg

As far as usage is concerned, the RGB version is for MS Word and the CMYK version is for Adobe InDesign/QuarkXpress.

2.2.2 Use of the logo in Standards

[Appendix A](#) contains the Brand Specification developed by Standards Australia. This Specification contains mandatory requirements for the use of the logo and some examples of usage. Standards Australia uses the logo in accordance this Specification, so consistency across all Australian Standards is ensured.

2.2.3 Use of the logo in other documents

The Australian Standard logo may be used in marketing and promotional documents under the following conditions:

1. The logo may be associated with a published standard (e.g. adjacent to the listing of the standard).
2. Where the front cover of a standard is reproduced it shall retain its printed proportions (e.g. the logo cannot be artificially stretched or enlarged).
3. When printed the minimum width of the logo shall be 30 mm, required clear space maintained, and the logo not placed over an image. (See Brand Specification in [Appendix A](#).)
4. The logo may be used as part of an explanation of the meaning of the logo or the operations of the SDO.
5. The logo shall not be used in any way that implies a document, or other object, that has not been through the SDO's accredited standards development process is an Australian Standard or has the status of an Australian Standard.

2.2.4 Use of the logo on web pages

The Australian Standard logo may be used on web pages under the following conditions:

1. The logo may be associated with a published standard (e.g. adjacent to the listing of the standard).
2. Where the front cover of a standard is reproduced it shall retain its printed proportions (e.g. the logo cannot be artificially stretched or enlarged).
3. When used the minimum width of the logo shall be 120 pixels, required clear space maintained, and the logo not placed over an image. (See Brand Specification in [Appendix A](#).)
4. The logo may be used as part of an explanation of the meaning of the logo or the operations of the SDO.
5. The logo shall not be used in any way that implies a document, or other object, that has not been through the SDO's accredited standards development process is an Australian Standard or has the status of an Australian Standard.
6. The logo may be used as a link to a standard, list of standards, or an explanation of the logo or operations of the SDO.

2.3 Word mark

The format of the word mark is as follows:

Australian Standard®

Note the use of initial capitals and the ® registered trade mark symbol. When referring to more than one Australian Standard (i.e. Australian Standards) the ® symbol should not be used since the registered trademark relates to the singular. The generic term ‘standards’ should be used or the more correct ‘Australian Standard® brand standards’.

The use of the word mark is restricted. It shall only be used within text where it takes on the properties of the contextual text (e.g. font, colour, italics). It shall not be used as an alternative to the logo (i.e. as a graphical element on a title page or cover).

The word mark may also be used as part of listings of standards in marketing or promotional documents or on websites, and in general text relating to the development and use of standards.

Examples:

This Australian Standard® was prepared by the [*SDO committee*] XX. It was approved by the [*SDO Board*] on VV and published on YY.

Australian Standard® brand standards offer significant value to organisations and individuals that are preparing for...

The following Australian Standards have been developed by us with the help of organisation X:

AS 1234:2012

AS 5678:2013

The word mark shall not be used in any way that implies a document, or other object, that has not been through the SDO’s accredited standards development process is an Australian Standard or has the status of an Australian Standard.

3 COVERS AND TITLE PAGE

3.1 Front cover

The front cover shall be either Layout A or Layout B, as shown in [Appendix A](#)³ (the Brand Specification). The cover can be either black and white (using the grey scale logo) or colour (using the colour logo). If Layout B is selected, the SDO is free to use in the ‘Standards developer branding area’ any graphic/design that suits the objectives of the SDO. Some examples are included in [Appendix A](#).

The following text is required on the front cover:

1. The Australian Standard logo.
2. The designation (number) of the standard.
3. The title of the standard.
4. Any part/subpart number and title.
5. Identification of the SDO (usually a logo).

There are no requirements for the **inside front cover**. It may continue the front cover design (e.g. colour, graphics) or be left plain. It is generally the most appropriate place to provide the required information relating to the reference body preparing the standard and the date of approval and publication (see [Clause 4.1](#) below). SDOs may include organisation-specific information here as well.

³ Due to long established house styles, the Communications Alliance and Rail Industry Safety and Standards Board are exempt from the requirement to use Layouts A or B.

3.2 Back cover

There are no specific design requirements for the back cover. It may continue the design elements of the front cover or be left plain.

The following text is required on the back cover:

1. Information about the SDO, as follows:

For information regarding the development of [*SDO name*] Standards contact:
SDO name
SDO contact details

The SDO logo may also be included.

2. Information about the sales and distribution of the standard, as follows:

For information regarding the sale and distribution of [*SDO name*] Standards, contact:

Standards Australia Webstore (powered by Techstreet)

+61 (1800) 845140

store.standards.org.au

SAI Global Store

Phone: **13 12 42** (from Australia)

Phone: **+61 2 8206 6010** (from overseas)

Fax: **1300 65 49 49**

Email: sales@saiglobal.com

Web: <https://infostore.saiglobal.com>

Techstreet direct

www.techstreet.com

Where special arrangements have been made, the above text should be replaced with, or expanded to include, the SDO contact details.

3. The ISBN number (see [Clause 7](#))

There are no specific requirements for the **inside back cover**, however, it is a convenient place to provide information about the SDO and developing standards (see [Clause 4.2](#) below).

3.3 Title page

Standards generally have a title page; however, this is not mandatory. This page is often a simplified version of the front cover, i.e. text without colour or images.

Where a title page is used, the following text is required on the page:

1. The designation (number) of the standard.
2. The title of the standard.
3. Any part/subpart number and title.
4. The Australian Standard logo or the word mark.

5. The history block⁴, as follows:

Where appropriate:

Originated as AS XXXX—yyyy.
Previous edition AS XXXX—nnnn ,
This edition mmmm

Otherwise just use:

First published as AS XXXX—yyyy

6. The copyright block, as follows:

COPYRIGHT

© SDO name

All rights are reserved. No part of this work may be reproduced or copied in any form or by any means, electronic or mechanical, including photocopying, without the written permission of the publisher, unless otherwise permitted under the Copyright Act 1968. *[or words to this effect]*

7. The ISBN number.

The SDO's logo may also be used on the title page.

Where there is no specific title page, the history block, copyright block and ISBN number shall be close to or on the first page of the standard.

4 OTHER PRELIMINARY TEXT

4.1 Required text

The following information shall be included in the Standard. The most appropriate places are the inside front cover, a separate page immediately before the title page, or a separate page immediately before the text of the standard.

1. Date of approval and publication, as follows:

This Australian Standard® was prepared by the SDO reference committee XX *[use your term for the committee responsible for the technical content]*. It was approved by the SDO Board *[use your term for the governance committee responsible for ensuring the process used to develop the standard was in accordance with the accredited development process]* on DD MMMMMMMM YYYY.

This Standard was published on DD MMMMMMMM YYYY.

[or words to this effect]

2. Draft for comment details, as follows:

This Standard was issued in draft form for comment as DR XXXX *[use your reference]* on DD MMMMMMMM YYYY. *[The date issued is optional but preferred.]*

[or words to this effect]

3. Committee constitution, as follows:

The following are represented on *[SDO committee—use your term]*

Then list the nominating organisations on the committee.

⁴ If unsure of the form of the history block, contact the SDO Coordinator for advice.

You can also list those organisations that assisted the committee but were not actually involved in voting for the technical content in the standard. Use the term ‘Additional interests’ for this.

Where there is no specific title page, the following shall be close to or on the first page of the Standard and before the main body of the standard:

4. The history block⁵, as follows:

Where appropriate:

Originated as AS XXXX—yyyy.
Previous edition AS XXXX—nnnn ,
This edition mmmm

Otherwise just use:

First published as AS XXXX—yyyy

5. The copyright block, as follows:

COPYRIGHT

© SDO name

All rights are reserved. No part of this work may be reproduced or copied in any form or by any means, electronic or mechanical, including photocopying, without the written permission of the publisher, unless otherwise permitted under the Copyright Act 1968. [or words to this effect]

6. The ISBN number.

4.2 Recommended text

While not essential, many standards include the following blocks of text [or text to the effect], providing some background on, and explanation of, standards and of the SDO in general.

These blocks of text are not included as part of the text of the standard but are generally located on the inside back cover or inside front cover, or on a separate page before the main body of the standard. They are not required but they are recommended since they provide some explanation to users who may be unfamiliar with the standards infrastructure, along with any necessary acknowledgements.

The first three items on the following list are often placed on the inside front cover (under the committee list) and the last three on the inside back cover.

1. Thanks to committee members:

[SDO name] wishes to acknowledge the participation of the expert individuals that contributed to the development of this Standard through their representation on the Committee and through the public comment period.

2. Keeping Standards up-to-date:

Keeping Standards up-to-date

Australian Standards are living documents that reflect progress in science, technology and systems. To maintain their currency, all Standards are periodically reviewed, and new editions are published. Between editions, amendments may be issued.

⁵ If unsure of the form of the history block contact the SDO Coordinator for advice.

Standards may also be withdrawn. It is important that readers assure themselves that they are using a current Standard, which should include any amendments that may have been published since the Standard was published.

Detailed information about SDO Standards, drafts, amendments and new projects can be found by visiting [*SDO website*].

3. Suggestions:

Feedback

[*SDO name*] welcomes suggestions for improvements, and encourages readers to notify us immediately of any apparent inaccuracies or ambiguities. Contact us via email at [*SDO contact details*].

4. SDO process:

SDO

[*SDO name*] develops Australian Standards and other documents of public benefit and national interest. These Standards are developed through an open process of consultation and consensus, in which all interested parties are invited to participate.

[*SDO name*] is a Standards Development Organisation (SDO) accredited by Standards Australia's 'Standards Development and Accreditation Committee' (SDAC).

For further information visit [*SDO website*].

5. About Australian Standards:

Australian Standards

Committees of experts from industry, governments, consumers and other relevant sectors prepare Australian Standard® brand standards. The requirements or recommendations contained in published Standards are a consensus of the views of representative interests and also take account of comments received from other sources. They reflect the latest scientific and industry experience. Australian Standards are kept under continuous review after publication and are updated regularly to take account of changing technology.

6. Accreditation:

ACCREDITATION

Under Standard Australia's constitution, the Standards Australia Board has the power to accredit Standards Development Organisations (SDOs) in Australia to produce Australian Standards. The Board has delegated these powers to the Standards Development and Accreditation Committee (SDAC). Accreditation ensures Australian Standards retain the quality inherent in a rigorous, transparent and internationally aligned development process used by most Standards bodies world-wide. Although Standards Australia has a long history of developing voluntary Australian Standards, there are no barriers to other organisations developing Australian Standards if accredited. Accreditation provides a valuable mechanism to allow other industry organisations in Australia to develop their own industry Standards and have these Standards recognised as Australian Standards.

For further information visit <https://www.standards.org.au/standards-development/accreditation>, or contact accreditation@standards.org.au

4.3 Prohibited text

Care shall be taken to ensure there are **no references** to other SDOs and particularly Standards Australia (except as set out in the recommended text above). This is important so as to avoid giving the impression that the standard has been developed by Standards Australia, or that Standards

Australia has some responsibility for the standard. The SDO is responsible for the content and development of the standard. Standards Australia should not need to be mentioned at all.

5 DESIGNATION

5.1 Format

The format of the designation of an Australian Standard developed by an SDO shall follow the format:

AS nnnn:yyyy

AS stands for Australian Standard and is followed by a space.

nnnn is the number (four or five digits).

yyyy is the year of publication and is separated from the number by a colon without spaces between.

NOTE : The Communications Alliance has an established alpha numeric numbering system (e.g. S012) and is exempt from these numbering requirements for historical reasons.

Where a standard is issued in parts each part shall be numbered sequentially (from 1) and the standard number then takes the form nnnn.n (or nnnn.n.n etc.).

Publisher information shall not be used as part of the designation (e.g. AS SSA 1234:2000).⁶

These requirements, which generally follow current practice, have been specified to ensure consistency across Australian Standards and help demonstrate the equivalency of documents carrying the AS designation.

5.2 Allocation of numbers

Numbers are usually allocated in a block by the Standards Australia to SDOs at their initial accreditation. These numbers are based on the estimated number of standards that the SDO indicates it will produce. These numbers are reserved and cannot be used by other SDOs including Standards Australia.

If further numbers are required, then the SDAC Secretary shall be notified. There is no guarantee that the additional numbers will be in the same range as the existing numbers, although if possible they will be.

6 HEADERS AND FOOTERS

Within the body of the standard, the designation shall be identified on each page either in the header or the footer. Page numbers shall also be included.

NOTE : There is a convention that the page numbers of the preliminary elements (see [Clause 8.2](#)) are lower case roman numerals and the page numbers of the body text are Arabic numerals, but it is not essential to follow this convention.

The SDO name and word 'copyright' or copyright symbol (©) may also be included on each page.

Other information apart from the above may be included in the headers or footers, at the discretion of the SDO.

⁶ The existing AS SSA 5300 is to be changed at the next revision.

7 ISBN NUMBER

All Standards published in Australia require an ISBN number (International Standard Book Number). The official ISBN Agency of Australia, THORPE-Bowker's Identifier Services, provides blocks of numbers to Standards Australia for their Standards. As a service to SDOs, Standards Australia can provide an ISBN to the SDO for their publication(s).

When the document is completed and ready for publishing, the SDO should notify the SDO Coordinator and request an ISBN. The title and designation of the standard is required.

8 DRAFTING OF STANDARDS

8.1 General

The drafting style, format and layout of a standard are largely at the SDO's discretion. However, there are a few general requirements that apply to all standards. It is also important that SDOs ensure consistency across all their standards. This helps users to become familiar with the organisation's documents and use a range of documents with ease.

8.2 Structure

A typical arrangement of a standard is as follows:

1. Preliminary elements—including Title, History Block, Preface and Contents.
2. Body elements—including:
 - a) Foreword (may be termed Introduction).
 - b) Scope.
 - c) Application.
 - d) Referenced Document.
 - e) Definitions.
 - f) Requirements (or provisions)—the main text of the standard.
3. Supplementary elements—including Appendices and Bibliography.

All standards are required to have at least a Preface, Scope and Requirements (or provisions).

NOTE : Clauses that state characteristics and requirements form the bulk of the text of most Standards. Even though the term 'requirements' is used this does not mean that the text has to solely, or even at all, contain mandatory statements that have to be complied with. Standards can consist wholly, or in part, of information and recommendations (best practice but not compulsory).

8.3 Preface, Foreword, Introduction

There is some inconsistency in the use of these terms. The term 'Preface' is used by Standards Australia and some SDOs to describe the preliminary element setting out the purpose of the document and other key details, but the term 'Foreword' is used by ISO, IEC and some other SDOs. For the purpose of this Style Manual, the term Preface is used, and it is recommended that all SDOs use this term (to assist consistency across organisations).

The Preface is required for all standards and shall include the following:

1. Committee responsible.
2. Objective.

Where appropriate, the Preface should also include the following:

3. Relationship to other documents.
4. Reference to other published standards in the series if the document is part of a series.
5. Changes (summary of main points) to the previous edition of the standard.
6. Acknowledgements (limited) of individuals or organisations that played a significant role in developing the standard.

The Preface shall not contain requirements or recommendations. It also should not be used for general background information.

The term ‘Foreword’ is used by Standards Australia and some SDOs to describe an optional element that provides the background and context of the standard (the term ‘Introduction’ is used by ISO, IEC and some other SDOs). The Foreword may include a broad review of the topic and where the standard is placed within the subject field. The Foreword may also include the principles behind the standard and the reasons prompting its preparation. The Foreword shall not contain requirements or recommendations. The term ‘Foreword’ is preferred for use in Australian Standards.

In summary, the Preface refers to the document and the Foreword to the topic.

8.4 Scope

The scope is required for all standards and defines unambiguously the subject of the document and the extent and limitations of the matter covered by the standard or particular parts of it. Requirements and recommendations shall not be included. Background material relating to the topic (c.f. Foreword) shall not be included either. The scope should be clear, succinct, and unambiguous.

8.5 Other elements

Some general guidance on how to draft the other elements in a Standard is available. Published standards can provide some examples, and further guidance can be found in Standards Australia’s *Standardisation Guide 006*⁷ or the ISO/IEC Directives, Part 2⁸. Note that there are some differences between the two manuals, and *Standardisation Guide 006* is preferred for Australian Standards.

8.6 Expression

8.6.1 General

The objective of standards can be defined as follows:

To define clear and unambiguous provisions in order to facilitate trade and communication, provide public benefit and achieve national goals.

To achieve this, a Standard shall:

- be as complete as necessary within the limits specified by its scope;
- be consistent, clear and accurate;
- take full account of the state of the art;

⁷ Available from <https://www.standards.org.au/getmedia/1bbeb709-5dd4-41f3-a5ff-521e4f0c2958/SG-006-Rules-for-the-Structure-and-Drafting-of-Australian-Standards.pdf.aspx>

⁸ Available from http://www.iso.org/iso/home/standards_development/resources-for-technical-work/iso_iec_directives_and_iso_supplement.htm

- provide a framework for future technological development; and
- be comprehensible to qualified persons who have not participated in its preparation.

It should be noted that information retrieval is of equal importance to technical accuracy. Therefore, a Standard should be written in such a way that its information can be easily obtained.

The form of expression within the different elements of a standard is generally left to the SDO. However, there are a few requirements which need to be complied with, as set out in the following clauses.

8.6.2 Numbering

The objective of numbering within a standard is to allow unambiguous reference to be made to an individual clause (including subclauses) or list element. Therefore, all clauses shall be numbered, as shall list items (i.e. don't use dot points, as illustrated above; use numbers and/or letters as illustrated in previous lists in this document). Numbering individual paragraphs within clauses is optional; it is left up to the SDO to use this method if it best suits their users.

8.6.3 Requirements and recommendations

To express a requirement that a user, system or product has to comply with use the verb 'shall' (e.g. 'The rod shall be made of high tensile steel'; 'The chemical composition of olive oils shall be as set out in Tables 1 to 4', 'The operator shall ensure the fire extinguisher is placed inside the room prior to...').

When giving direct instructions, the imperative voice should be used (e.g. 'Fill the beaker with alcohol, then add the test sample.')

The verb 'must' shall not be used in standards, particularly if the standard is to be called up in legislation. 'Must' is a term reserved for legislation. Users of standards recognise this and realise that for the purposes of the standard 'shall' means the same as 'must'.

To express a recommendation, 'should' is the most appropriate verb to use. Recommendations are not mandatory, i.e. they don't have to be complied with, but do represent best practice (e.g. 'The plan should address issues relating to both the risk itself and the process to manage it.'; 'The thickness of stainless steel sheet for pans should not be less than 1.2 mm'.)

Requirements and recommendations shall not be in the same sentence. (e.g. 'The pool should be approximately 1.8 m × 1.8 m and shall comply with AS 2610.2').

8.6.4 Unnecessary text

One of the common problems in standards is the inclusion of extensive and unnecessary explanatory material. This distracts from the requirements and makes it hard for users to find the essential information in the document. If it is necessary to provide background information (i.e. textbook type material), guidance on interpretation, or assistance with implementation, then it is most appropriate that this material is presented in other publications rather than standards. SDOs should develop, design and publish documents supporting standards.

8.6.5 Product conformity and conformity assessment

Many standards are written to form the basis of a certification scheme (often called accreditation when applied to organisations or individuals). These schemes are often designed to provide confidence to the public that a product or process complies with a Standard⁹.

⁹ In some cases, compliance with a Standard may be a regulatory requirement.

Product conformity (PC) is used to describe the method whereby a ‘product¹⁰’ can meet the requirements of a standard. Requirements can be specified in both prescriptive terms (e.g. dimensions, chemical composition) and performance measures, i.e. outcomes to be achieved, including test methods and acceptance (pass/fail) criteria. Test methods may include sampling provisions (e.g. for bulk products such as cement) and testing regimes may be specified, e.g. type test, batch tests, sampling and testing frequency.

But how can we really say that a product, system, or service complies with the relevant standard? The process of proving this is known as Conformity Assessment (CA), whereby an independent person or organisation checks whether a product, system or service does actually comply with the requirements of the standard. Conformity can be assessed by a manufacturer or supplier (first party), a user or purchaser (second party) or an independent body (third party). The latter involves Conformance Assessment Bodies (CABs), often commonly called ‘Certification Bodies’. Their role is to independently assess the product, service or system against the standard.

SDAC, SA, and ISO/IEC policy is that NO requirements for the conformity assessment process can be included as part of a Standard containing specific requirements for a product¹¹. In such Standards, the only requirements that can be included relate to product conformity, e.g. performance measures, test methods, and acceptance criteria. Conformance of a product to the standard shall not depend upon conformance assessment activities. For example, you can’t specify:

- specific conformity assessment systems or schemes to be applied;
- who should undertake conformity assessment activities, such as a first, second, or third party;
- the type of conformity assessment body to be involved (e.g. testing laboratory, inspection body);
- specific indications of conformity, such as certification or marks of conformity;
- accreditation by NATA/JAS-ANZ (or other body);
- a requirement for a Quality Management System and ISO 9001 certification;
- auditing pass/fail criteria; or
- surveillance, registration, validation or other terms that relate to the actual CA process.

Where SDOs wish to specify requirements for assessment of conformity as an Australian Standard, this shall be done in a completely separate Standard (e.g. a ‘Part 2’).

Further information on conformity assessment and standards is available in ISO/IEC 17007, *Conformity assessment — Guidance for drafting normative documents suitable for use for conformity assessment*.

Where a certification scheme is being proposed, the rules relating to the operation of that scheme (the Scheme Rules) shall not be published as an Australian Standard®. The SDO will need to develop their own document under their own imprint. Note that the ACCC also has specific requirements relating to Certification Schemes and anyone contemplating developing a scheme should review the ACCC’s requirements.¹²

¹⁰ The term ‘product’ includes products, processes, services, persons and systems.

¹¹ The term ‘product’ includes products, processes, services, persons and systems.

¹² See <http://www.accc.gov.au/business/applying-for-exemptions/certification-trade-mark> and also the booklet ‘*Certification trade marks—the role of the ACCC*’ available for download from the ACCC website.

APPENDIX A AUSTRALIAN STANDARD® BRAND SPECIFICATION

This document describes how to use the Australian Standard logo and front cover layouts, for use by Standards Australia and all accredited Standards Development Organisations (SDOs). It is comprised of two sections:

- [A.1 Front Cover of an Australian Standard®](#) describes layouts for the front cover of an Australian Standard
- [A.2 Australian Standard® Logo Artwork](#) details the use of the Australian Standard logo in all other contexts

This document is distributed as an appendix to this Style Manual, which contains other important information for accredited SDOs on producing compliant Australian Standards and related documents.

CONTACTS

If you have any queries regarding this document, or seek the electronic artwork files required for reproduction, please contact:

For Standards Australia staff

Andrew Davies - Publishing and Content Solutions Manager

Email: Andrew.Davies@standards.org.au

For accredited SDOs

SDO Coordinator

Email: Mail@standards.org.au

ABBREVIATIONS

The following abbreviations are used throughout this brand specification.

AS	Australian Standard®
SA	Standards Australia
SDAC	Standards Development and Accreditation Committee
SDO	Standards Development Organisation

Australian Standard® is a registered trade mark of Standards Australia.

A.1 Front Cover of an Australian Standard®

Australian Standard front covers shall share not just the Australian Standard logo, but a common style of laying out key identifiers, including the standard name and number.

This section specifies how to layout an Australian Standard front cover.

JOINT AS/NZS STANDARDS

There is no change to the way the front cover of joint AS/NZS Standards are composed—they continue to display the “Australian/New Zealand Standard” trade mark, and do not feature the Australian Standard® logo.

MANDATORY REQUIREMENTS

To be eligible to display the Australian Standard (AS) logo, the front cover must:

- Use one of the two layouts defined in the following pages—Layout A is designed to be simple to construct, while Layout B allows more customisation; and
- Use the appropriate AS logo—which is always the colour logo, unless setting up artwork for a black-only print job, in which case use the greyscale logo.



Colour logo



Greyscale logo

LAYOUT A

If using this layout, the standards developer needs only to insert their logo, Standard name and number.

-
- 1 Standard number**
Arial, 14pt, right-aligned

 - 2 Australian Standard logo**
53mm wide, proportional height

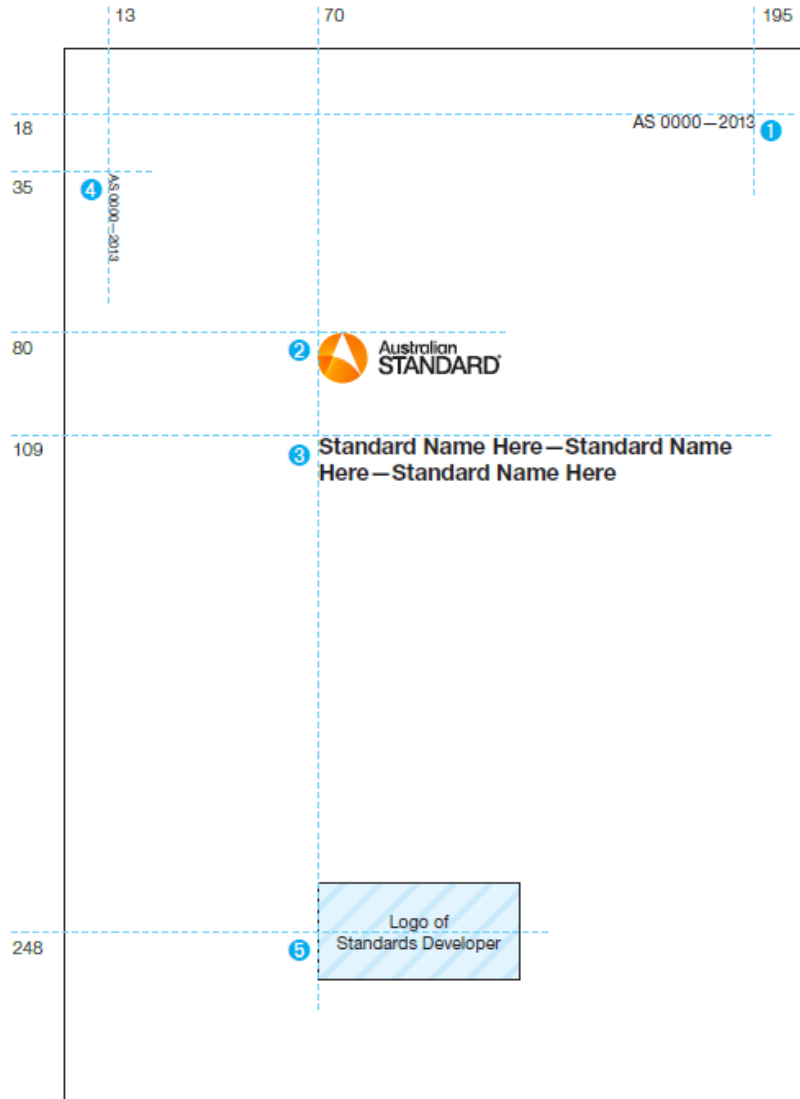
 - 3 Standard name**
Arial Bold, 18pt on 21pt leading, left-aligned

 - 4 Spine-adjacent standard number (optional)**
Arial, 10pt, left-aligned

 - 5 Logo of Standards Developer**
Aligned with the 248 mm guide through the midpoint of the logo.

For SA
SA logo size: 55 mm wide and proportional height

For SDO
SDO logo size at SDO's discretion
-



All measurements in millimetres from the top left.

LAYOUT B

Layout B affords a large area—beneath the Australian Standard top section—that can be customised with the standards developer’s graphics and brand elements.

- 1 Standard number**
Arial, 14pt, right-aligned

- 2 Australian Standard logo**
53mm wide, proportional height

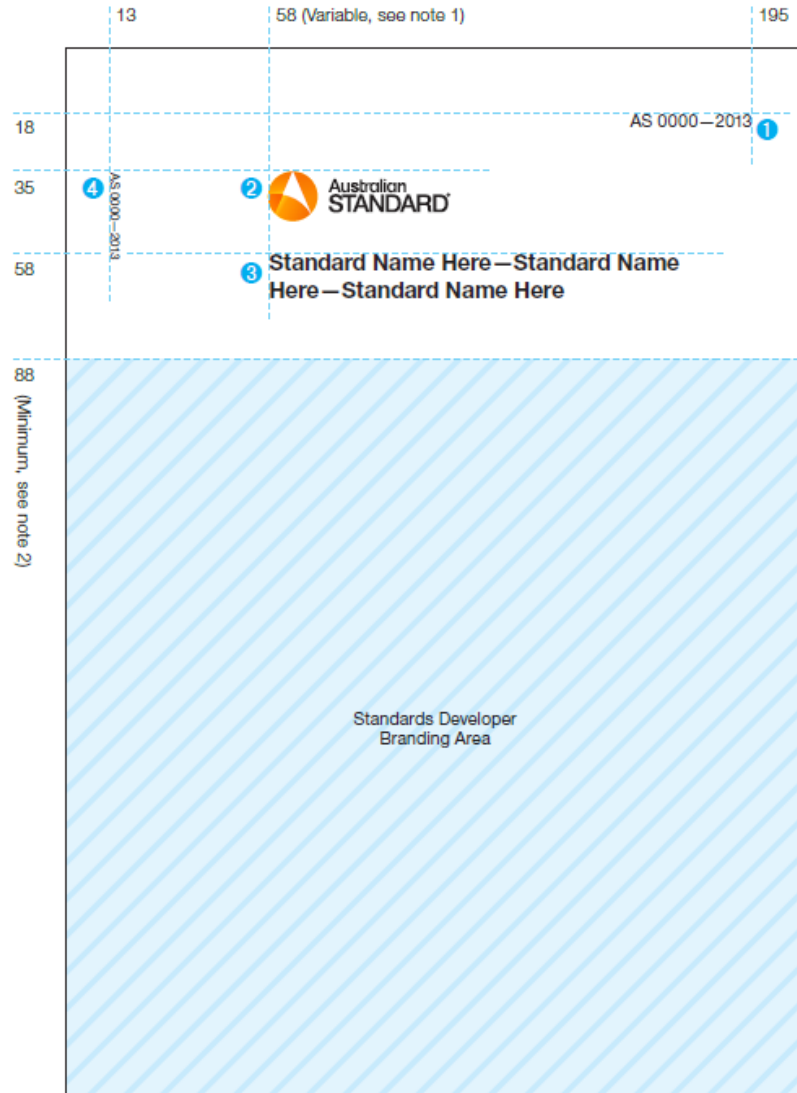
- 3 Standard name**
Arial Bold, 18pt on 21pt leading, left-aligned

- 4 Spine-adjacent standard number (optional)**
Arial, 10pt, left-aligned

- Standards developer branding area**
Suggested elements: logo of standards developer; branding-associated colours; and/or imagery related to the standard.

Note 1. 58 mm is the default position, but can be adjusted within a range (minimum: 22, maximum: 78).

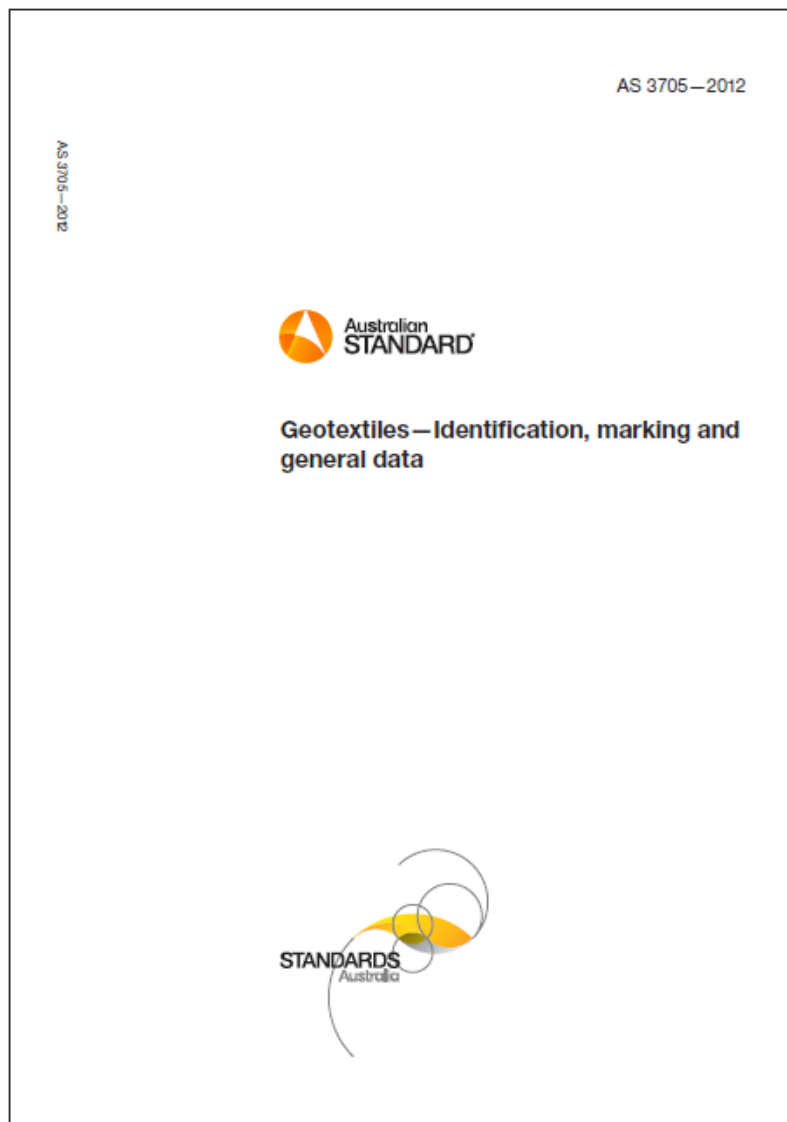
Note 2. 88 mm is the minimum. It should move down in cases where the standard name is three or more lines.



All measurements in millimetres from the top left.

EXAMPLE 1

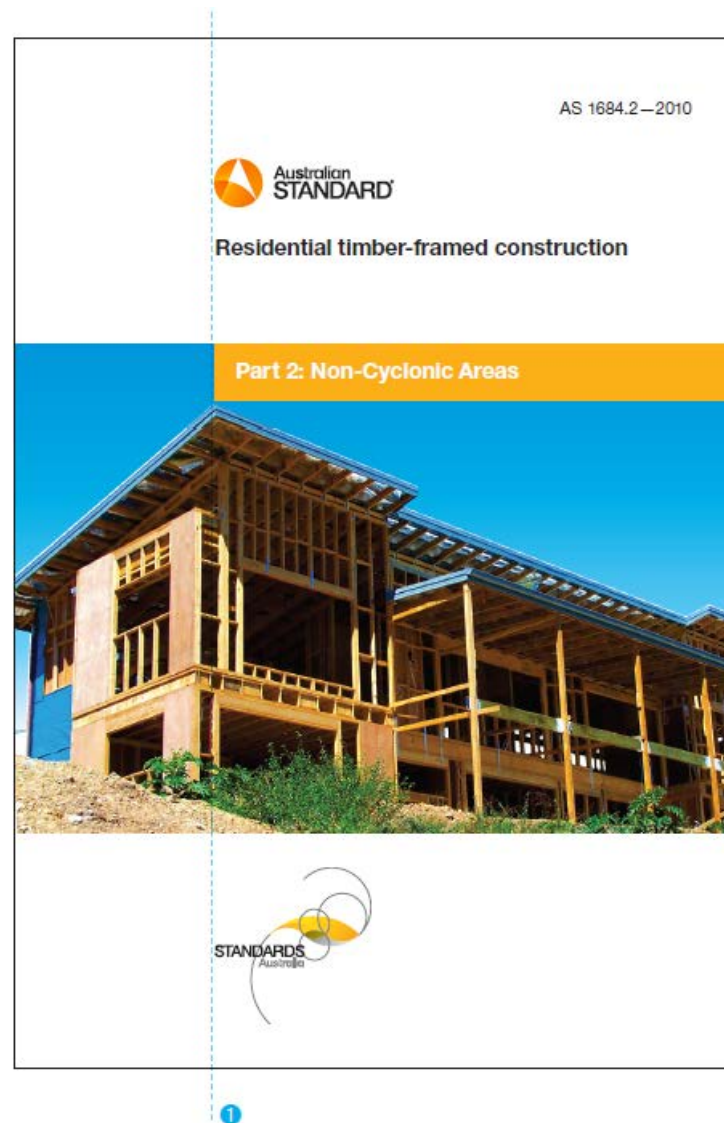
This example demonstrates a front cover (for Standards Australia) based on Layout A. In instances other than preparing artwork for a black-only print run, use the colour Australian Standard logo.



EXAMPLE 2

This example demonstrates a front cover (for Standards Australia) based on Layout B. Note the following modifications—permitted when using Layout B—have been made to the layout:

- The optional spine-adjacent standard number has been removed. (In instances where the document binding calls for a spine, the spine is the preferred place for the standard number); and
- The left margin has been adjusted to suit (shown at ❶).

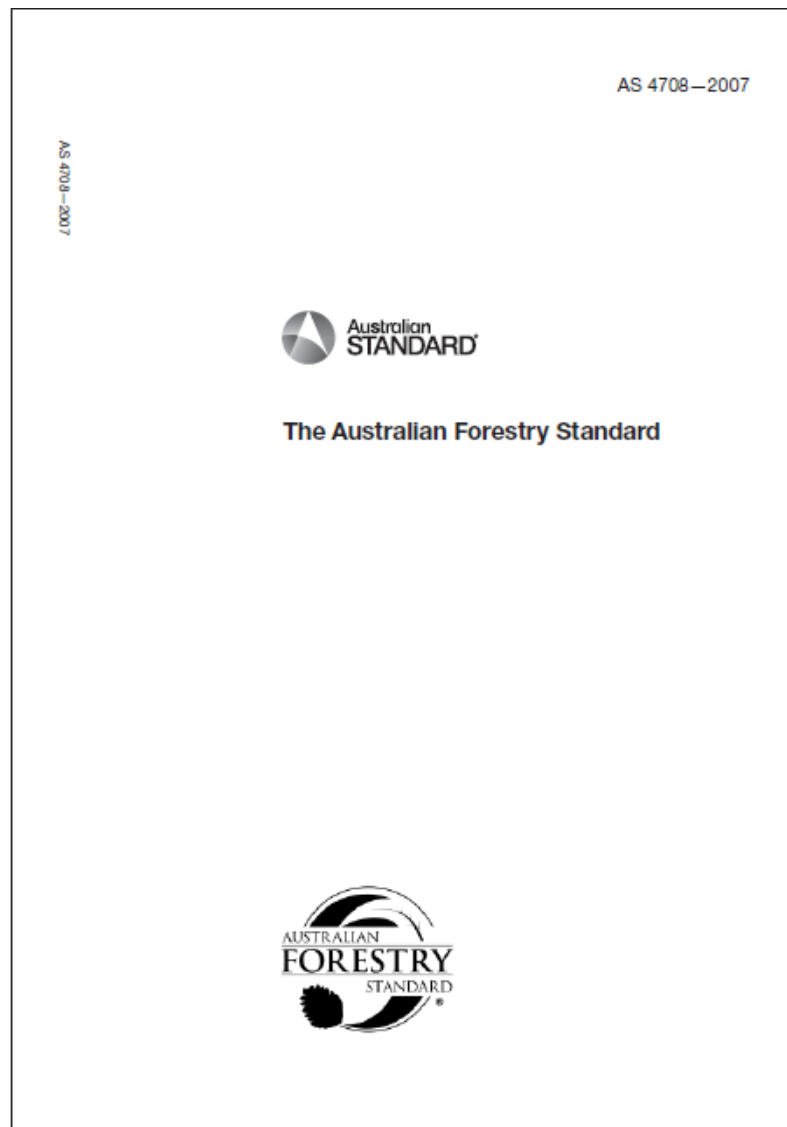


EXAMPLE 3

This example demonstrates a front cover based on Layout A for an SDO (the example here being Australian Forestry Standard).

Note that this artwork has been prepared for a black-only print run, thus it uses the greyscale AS logo. A version of the cover that uses a colour AS logo must be prepared for when the standard is otherwise distributed.

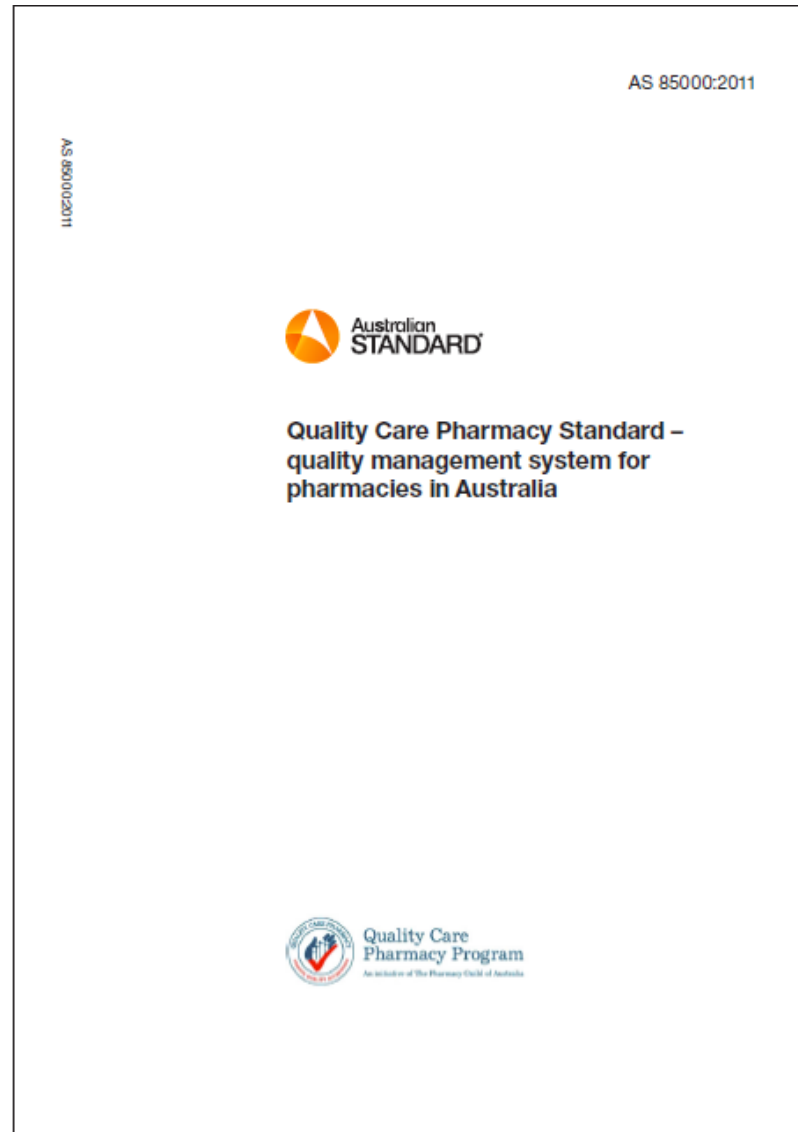
Note: this example is for demonstration only—it has not been endorsed by AFSL.



EXAMPLE 4

This example demonstrates a front cover based on Layout A for an SDO (the example here being Pharmacy Guild Australia).

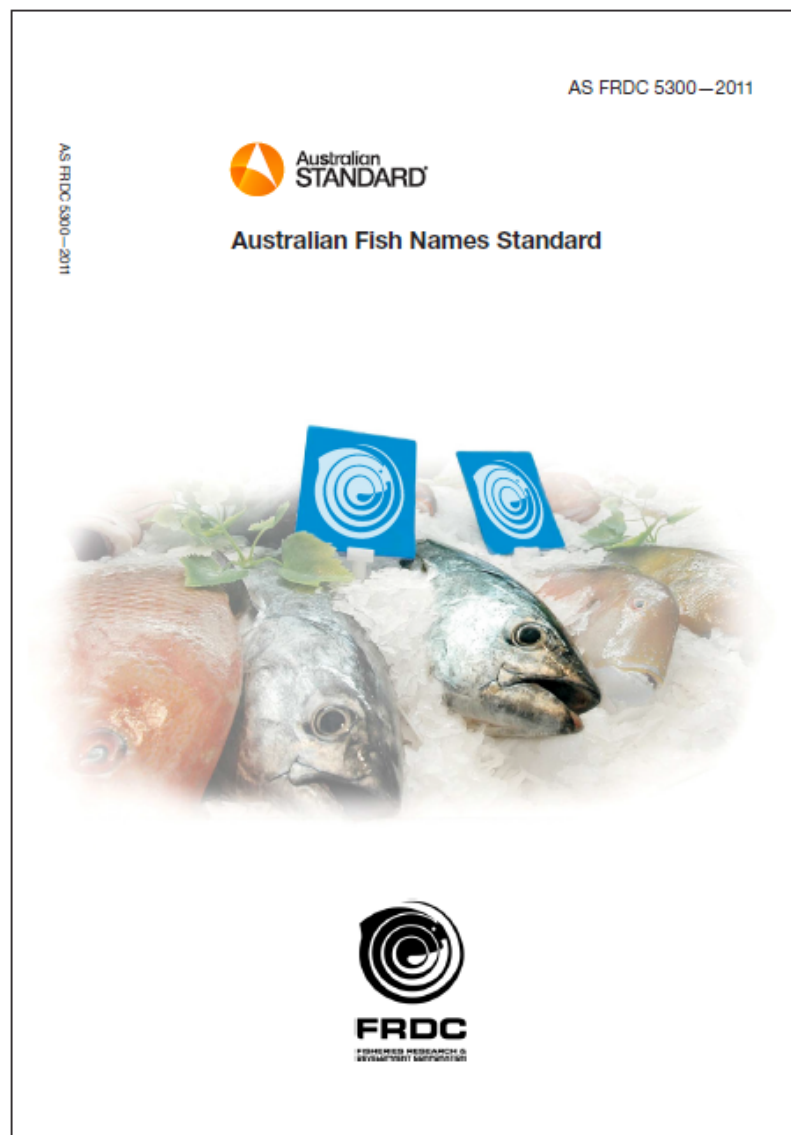
Note: this example is for demonstration only—it has not been endorsed by PGA.



EXAMPLE 5

This example demonstrates a front cover based on Layout B for an SDO (the example here being Fisheries Research & Development Corporation). As with Example 2, the left margin has been adjusted.

Note: this example is for demonstration only—it has not been endorsed by FRDC.



A.2 Australian Standard® Logo Artwork

To build recognition in the Australian Standard brand, it is important that when it appears in places other than on the front cover or title page of an Australian Standard, it is used consistently. This section specifies how to use the logo in these other contexts.

Note: for a complete specification on how to layout an Australian Standard front cover, see [A.1 Front Cover of an Australian Standard®](#) of this brand specification.

PROPER USE

The Australian Standard logo is permitted to be used:

- On the front cover of an Australian Standard developed by an accredited SDO or SA, in accordance with [A.1 Front Cover of an Australian Standard®](#); and
- The inside title page of an Australian Standard (for more information on title pages, refer to the *SDO Style Manual*).

The Australian Standard logo is not permitted for use:

- As a mark of compliance; or
- On products.

For information about permitted use of the logo in other documents and web pages, refer to the *SDO Style Manual*.

LOGO HIERARCHY

The collection of Australian Standard logos consists of, in order of precedence, the colour logo, the secondary (greyscale) logo and the tertiary (solid black) logo.

Always use the colour AS logo, unless setting up artwork for a black-only print job.

In certain circumstances, for example when engraving or vinyl cutting—or other forms of reproduction where tints are not available—use the tertiary logo.

On the internet, only use the colour logo.



Colour logo



Secondary (greyscale) logo



Tertiary (solid black) logo

CLEAR SPACE

A margin of clear space—where no other graphics are permitted to enter—should be maintained on all four sides of the Australian Standard logo. The margin is equal to half the logo's height.

When the logo is printed, ensure the clear space won't be intruded upon by the trim. In other words, ensure the clear space is not bleeding off the page edge.



BACKGROUND COLOURS

The logo appears on a strictly limited set of background colours:

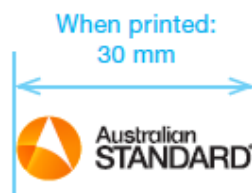
- Print context: white only;
- Internet context: #FFFFFF (white) to #EEEEEE (light grey), or any grey tone in between (for example #F3F3F3).



For internet only: the AS logo may appear on light grey as dark but no darker than #EEEEEE (approximated above)

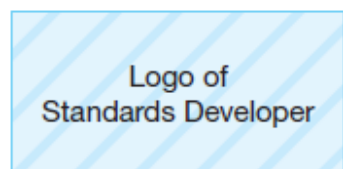
MINIMUM SIZE

The smallest size the logo may appear at, for printed material, is 30 mm wide. For the Internet, the smallest size is 120 pixels wide. Whenever reproducing, ensure the logo's natural width-to-height proportion is maintained.



CO-BRANDING

In the event the Australian Standard logo should need to appear alongside a standard developer's logo, use the style shown at right, with a vertical bar separating the logos. Note that the bar does not encroach the clear space of the Australian Standard logo. (See Clear Space, previous page).



INCORRECT USAGE

Do not use the logo in any of the ways depicted here.

Note that this is not an exhaustive list of prohibited uses—care should be taken to follow all specifications contained herein.



Not permitted: never set the logo over a coloured background.



Not permitted: the logo must always appear in its entirety; no element may be removed or used in isolation.



Not permitted: never recreate any element of the logo; use only artwork supplied by Standards Australia.



Not permitted: the height-to-width proportions of the logo may not be altered.



Not permitted: the relationship between icon and wordmark may not be altered.



Not permitted: never add any element to the logo.



Not permitted: never reverse the logo.



Not permitted: never place the logo over an image.