

Style Guide

Logo

The Australian Death Check Logo is available in **full colour** and **mono**, as **.jpeg**, **.eps** and **.png** files.

Full colour



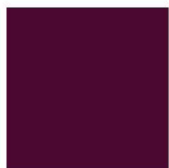
Mono



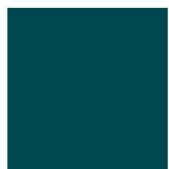
Logo placement

The logo can be **used on your own marketing collateral** to indicate you are an approved Data Service Broker for the Australian Death Check.

There are **no limitations** on where the logo is placed, however, please **do not distort** the logo in any way.



PMS: 7645CP
C-9%, M-79%, Y-0%, K-82%
RGB: R-75, G-6, B-50
Web: Hex code # 4b0633



PMS: 316CP
C-94%, M-57%, Y-54%, K-38%
RGB: R-0, G-71, B-80
Web: Hex code # 004750

Service name

The service must be referred to as **'Australian Death Check'**.

- ✗ **Do not** rename the service.
- ✗ **Do not** shorten the name to an acronym - e.g. ADC

Key messages

- ✓ The Australian Death Check is a data cleansing service that verifies customer death status.
- ✓ The Australian Death Check is a joint initiative from Australia's state and territory registries.
- ✓ The Australian Death Check is the only official source of national death data for Australia.
- ✓ The Australian Death Check accesses over 3 million death records, updated daily.

For more information

ADC@justice.qld.gov.au

www.australiandeathcheck.gov.au