

Using the G20 Logo

The G20 Australia 2014 logo is an Australian Government logo registered for Trademark, therefore there are conditions governing its use. Logo use should be related to official G20 events and associated products. The logo is not for use on commercial products unrelated to the G20.

All logo usage must be given prior approval by the G20 Taskforce. To apply for permission to use G20 logo, please complete the Logo Request Form and return to G20mediaops@pmc.gov.au.

The G20 logo may be used by third parties in limited circumstances – such as use in educational publications and media – but only where authorised in advance.

Applications received from partners or stakeholders external to the Australian Government must meet the following criteria:

- Logo use relates to official G20 messages.
- Logo use is intended for official G20 events, activities, products, information and documents.
- Written content for G20 products such as newsletters, documents, website information or other has obtained authorisation from G20 Strategic Communications, Department of the Prime Minister and Cabinet.
- Media organisations can apply to use the logo if they are covering official G20 events.

FREQUENTLY ASKED QUESTIONS

I do not meet the criteria for logo approval. Will my logo request be granted?

Applications for logo use on items or events that are unrelated to the G20, such as commercial products, will not be approved.

Who can use the logo?

Government partners who play a major role in the G20 generally hold the right to use the G20 Australia logo, provided that they are previously authorised by G20 Media Operations.

What anti-counterfeit measures are being adopted to protect misuse of the logo?

Anyone who detects the sale of any G20 Australia counterfeit product may provide information by contacting the Director, Media Operations at G20mediaops@pmc.gov.au.

What procedure should be adopted in case of misuse of the logo?

As mentioned above, the G20 Australia 2014 logo is for restricted use only and is registered for Trademark. Where misuse of the logo is observed, the G20 Taskforce should be informed via email at G20mediaops@pmc.gov.au.

