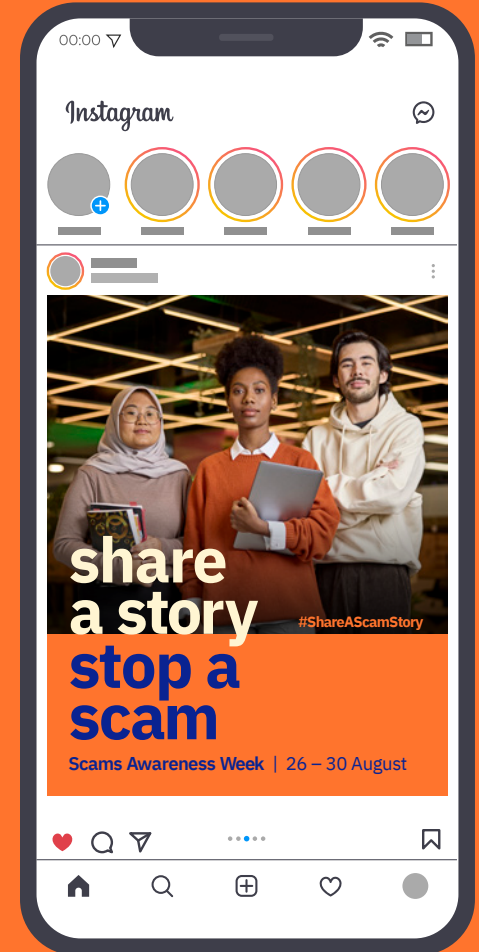


Scams Awareness Week

26 – 30 August 2024

Style guide



For questions contact
NASCstratcomms@acc.gov.au

Introduction

In 2023 Australians lost \$2.74 billion to scammers, which is 13% less than the previous year. At the same time, reports to Scamwatch went up 26.1%.

This shows a growing eagerness of Australians report their experiences of scams. Now we want people to share their stories with the community, because the more we talk about scams, the less power scammers have.

Scams Awareness Week 2024 will take place from 26 August – 1 September and we're encouraging all Australians to speak up, share and report scams.

Everyone has a part to play in shutting down scammers. With your help, we can help make sure no one feels alone in the fight against scams.

We thank you for your involvement and welcome your feedback.



share a story
stop a scam

Scams Awareness Week | 26 – 30 August
#ShareAScamStory

Campaign lockup

Positive

share a story
stop a scam
Scams Awareness Week | 26 – 30 August

share
a story
stop a
scam
Scams Awareness Week
26 – 30 August

Reversed

share a story
stop a scam
Scams Awareness Week | 26 – 30 August

share
a story
stop a
scam
Scams Awareness Week
26 – 30 August

Mono

share a story
stop a scam
Scams Awareness Week | 26 – 30 August

share
a story
stop a
scam
Scams Awareness Week
26 – 30 August

Mono reversed

share a story
stop a scam
Scams Awareness Week | 26 – 30 August

share
a story
stop a
scam
Scams Awareness Week
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All campaign lockup versions are available with tag included

share a story
stop a scam
Scams Awareness Week | 26 – 30 August
#ShareAScamStory

Campaign hashtag: #ShareAScamStory

Campaign lockup application guidelines

The 2024 Scams Awareness campaign lockup may be used as provided, or recoloured to use alongside your organisation's branding.

If you wish to recolour to suit your branding, this campaign lockup file is available to download as an editable vector file. **Colours chosen must be accessible to WCAG 2.1**

Level AA. Use this colour picker to check your colours: <https://color.adobe.com/create/color-contrast-analyzer>

Use either 1 or 2 colours, no more. If 2 colours, they must be distinguished as follows.

Colour 1 - use lighter colour:

'Share a story'

Colour 2 - use darker colour:

'Stop a scam
Scams Awareness Week
26 – 30 August'

If you're including the campaign hashtag, it should be in Colour 2.

Using the campaign lockups as provided



Recolouring the campaign lockups to match your brand colours



Digital assets – email signature banner and MS Teams background

Email signature banner – 480px (w) x 95px (h)



Your email
signature content



The Email banner should
appear at the very bottom of
your own email signature.

It should be used at 100% or
480px wide.

Teams background 1



Teams background 2



Digital assets – social media graphics

Social post – 1080px (w) x 1080px (h)



Social post – 1920x1080px



Digital assets – social media graphics

Social post – 1080px (w) x 1920px (h)

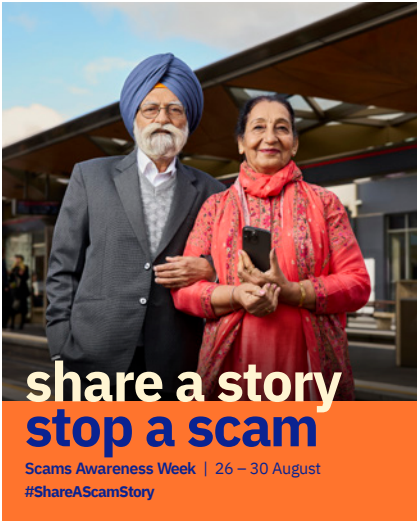


Digital assets – all supplied social media graphics

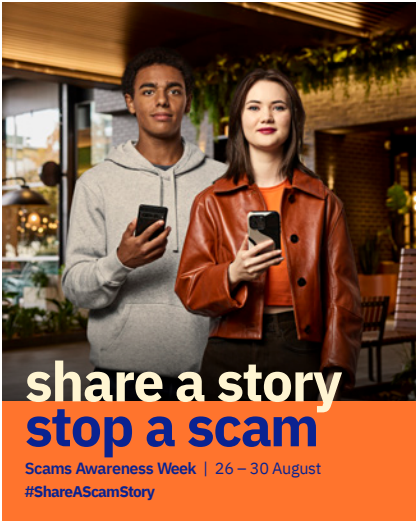
Social post – 1080px (w) x 1350px (h)



01



02



03



04



05



06



07



08

Print assets – Posters

Photos (same selection as 4x5 socials)



Text campaign lockup



Information on how to protect yourself from scams

