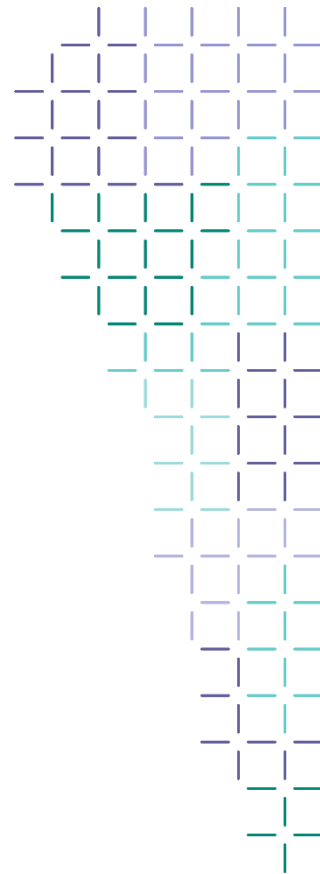


# Australia's Digital ID System

Accreditation trustmark – style guide

Version 1.2 December 2024



# Enhancing user trust

Accredited entities can use and display the new Digital ID accreditation trustmark, which can be found in Schedule 1 of the [Digital ID Rules](#). Displaying the accreditation trustmark will help users see that your service meets the strict rules and standards under the Accreditation Scheme.

It will not be mandatory to use or display the accreditation trustmark. However, should your organisation choose to do so, you will be required to comply with requirements set out in the Digital ID Rules and this style guide.

Key rules your organisation will need to follow include:

- You must provide a hyperlink or URL to the [Digital ID accredited entities register](#) near the trustmark.
- Ensure that it is clear to a user which service is an accredited service and which service is not an accredited service. The use or display of the accreditation trustmark must be specifically in relation to accredited services provided.
- Cease use or display of the accreditation trustmark within 7 days if your organisation's accreditation is suspended or revoked.

Refer to [the Digital ID Rules Part 5 – Trustmarks](#) for more information on your organisation's obligations and limitations when using or displaying the accreditation trustmark.

If you have any questions about the accreditation trustmark, or need advice for appropriate application, please contact [digitalid@finance.gov.au](mailto:digitalid@finance.gov.au).



# Applying the Digital ID accreditation trustmark

## Overview

Approved providers must use the artwork files supplied by the Department of Finance.

On white background: JPG

On non-white background: AI, PDF, PNG

## Specifications

### Size

The mark must be large enough to be noticed easily, but not so large that it overwhelms other elements on the page.

### Recommended clear space

To preserve visual independence, and when possible, a clear space should be maintained around the mark equal to half the width (' $1/2 x$ '). Avoid too much clutter or too many other visual elements in this space to ensure the mark stands out against the background.

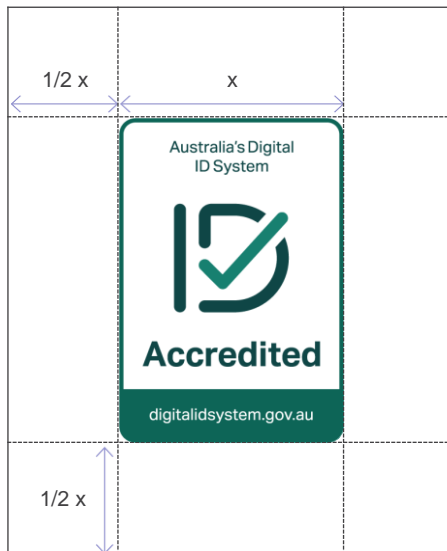
**Please note, the hyperlink or URL to the Digital ID accredited entities register can be placed within this space.**

### Recommended minimum size

For visual impact and legibility, the recommended minimum size is 120px wide for digital applications and 25mm wide for print. In circumstances where this is not possible, please ensure the size does not impact legibility of the trustmark.

## Specifications

### Recommended clear space



### Recommended minimum size



120px for digital  
25mm for print

# Placement of the Digital ID accreditation trustmark

## Placement

Key rules your organisation will need to follow include:

- You must provide a hyperlink or URL to the [Digital ID accredited entities register](#) near the trustmark.
- Ensure that it is clear to a user which service is an accredited service and which service is not an accredited service. The use or display of the accreditation trustmark must be specifically in relation to accredited services provided.
- Cease use or display of the accreditation trustmark within 7 days if your organisation's accreditation is suspended or revoked.

Refer to [the Digital ID Rules Part 5 – Trustmarks](#) for more information on your organisation's obligations and limitations when using or displaying the accreditation trustmark.

To aid findability, place the mark in a prominent location that users are likely to see – within a layout and/or in the user journey.

For example:

- At points where trust is critical when users are asked to provide information, such as pages for setting up an account or log-in page.
- On promotional artwork, such as for app stores.



# Applying the Digital ID accreditation trustmark

## Incorrect use

Approved providers must use the artwork files supplied by the the Department of Finance.

On white background: JPG, AI, PDF, PNG, SVG.

On non-white background: AI, PDF, PNG, SVG.

The integrity of the mark must be maintained and the original artwork used with no attempt to recreate it.

The mark must never be distorted or rotated, keeping with the original proportions of the master artwork files.



✗ Do not rotate the mark.



✗ Do not distort the mark.



✗ Do not remove any parts of the mark.



✗ Do not apply drop shadows or other effects to the mark.



✗ Do not place the mark on a busy background.



✗ Do not alter type or add text to the mark.



✗ Do not recolour the mark.



✗ Do not create alternative versions of the mark.



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# Australia's **Digital ID System**

For further information or clarification on  
these guidelines, please contact  
[digitalid@finance.gov.au](mailto:digitalid@finance.gov.au)

[www.digitalidsystem.gov.au](http://www.digitalidsystem.gov.au)

