

July 2025

# .au Brand Activation Grant guidelines

.au Domain  
Administration Ltd



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# .au Brand Activation Grant 2025

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## About the .au Brand Activation Grant

**Amount:** \$15,000 incl. GST

**Offered:** Once per FY, limited opt-in period.

**Co-funding requirements:** None

**Limits:** 1 x grant per registrar group, per financial year

Applications open 1 July 2025

Applications close 31 July 2025

## Objectives:

- increase the amount of .au-related product information and branding;
- ensure consistent use of .au brand assets;
- ensure accuracy of .au policy-related information on registrar websites.

## How to apply

Email your completed application form to [cmp@auda.org.au](mailto:cmp@auda.org.au)

**Deadline:** COB 31 July 2025.

Application form available at [auDA.org.au/cmp](https://auDA.org.au/cmp)

# Branding requirements

To be eligible to receive the grant, registrars must meet all of the following requirements:

- Minimum 1 x .au extension included in top five domain name search results.
- Where .au/auDA logos are used, must be current and correct/official.
- Where .au namespace policy settings are described, must be accurate.
- Correct auDA-Accredited Registrar logo used and link to auDA website (where practical)

# .au namespace information

# .au direct

<b>Target audience</b>	<b>General</b> .au direct is a general use namespace for all eligible registrants.
<b>Eligibility rules overview</b> (Who is eligible for .au direct)	Anyone with a verified connection to Australia is eligible to register a .au direct name. This connection is defined as an 'Australian Presence' in the .au Licensing Rules and includes citizens, permanent residents, companies, not for profits and more.
<b>Allocation rules overview</b> (What names they can choose)	There are no allocation rules for .au direct names meaning you can choose any name you like provided it is available and you are allowed to use it.
<b>Relevant licensing rules sections</b>	<ul style="list-style-type: none"><li>• Definitions – 'Australian presence'</li><li>• 2.4.3 – Eligibility and Allocation criteria</li></ul>
<b>Example positioning</b>	<p><b>Audience:</b> Entrepreneurs + microbusinesses without a domain</p> <p><b>Position:</b> The domain name for new ideas</p> <ul style="list-style-type: none"><li>• A .au direct domain name is a simple first step to an online presence for your new idea.</li><li>• Stand out with Australia's shortest, simplest domain name.</li><li>• Three in four Australians trust websites ending in .au over other websites.</li></ul>

## .au direct brand assets

### Logo variants



### Dot grid



## Brand colour: Wattle

**CMYK:** 23,0,99,0

**RGB:** 207,219,43


**HEX:** cfdb2b



# com.au

Target audience	Business
<b>Eligibility rules overview</b> (Who is eligible for .au direct)	<p>com.au domain names are for businesses. They can be held by commercial entities registered to trade in Australia or that hold an Australian trade mark.</p> <p>When you register your com.au domain name, you'll need to provide your company information including your ABN, ACN or Australian trade mark details.</p>
<b>Allocation rules overview</b> (What names they can choose)	<p>Your com.au domain name needs to have a connection to your business. This includes:</p> <ul style="list-style-type: none"><li>• Your business or personal name</li><li>• An acronym of your business name</li><li>• A match with your Australian trade mark, if you have one</li><li>• A service or product you offer</li></ul>
<b>Relevant licensing rules sections</b>	<ul style="list-style-type: none"><li>• Definitions – ‘Australian presence’, ‘commercial entity’</li><li>• 2.4.4 – com.au and net.au Eligibility and Allocation criteria</li></ul>
<b>Example positioning</b>	<p><b>Audience:</b> Small businesses, 0–4 employees with no domain name</p> <p><b>Position:</b> com.au is the trusted choice for Australian business.</p> <ul style="list-style-type: none"><li>• com.au is the most popular .au namespace for businesses in Australia.</li><li>• A com.au domain name is a clear signal that your business has a connection to Australia.</li><li>• Half of Aussie consumers will only purchase from a website with a .au address.</li><li>• A web or email address with a com.au puts you in control of your unique online presence.</li></ul>

com.au brand assets

Logo variants





Dot grid



Brand colour: Jade

CMYK: 78, 0, 80, 0  
RGB: 0, 179, 106  
HEX: 00b36a

# net.au

Target audience	Business
<b>Eligibility rules overview</b> (Who is eligible for .au direct)	<p>net.au domain names are for businesses. They can be held by commercial entities registered to trade in Australia or that hold an Australian trade mark.</p> <p>When you register your net.au domain name, you'll need to provide your company information including your ABN, ACN or Australian trade mark details.</p>
<b>Allocation rules overview</b> (What names they can choose)	<p>Your net.au domain name needs to have a connection to your business. This includes:</p> <ul style="list-style-type: none"><li>• Your business or personal name</li><li>• An acronym of your business name</li><li>• A match with your Australian trade mark, if you have one</li><li>• A service or product you offer</li></ul>
<b>Relevant licensing rules sections</b>	<ul style="list-style-type: none"><li>• Definitions – 'Australian presence', 'commercial entity'</li><li>• 2.4.4 – com.au and net.au Eligibility and Allocation criteria</li></ul>
<b>Example positioning</b>	<p><b>Audience:</b> Tech-focused businesses looking to build a trustworthy online presence.</p> <p><b>Position:</b> Australian tech online</p> <ul style="list-style-type: none"><li>• A net.au domain name is a clear signal that your business has a connection to Australia.</li><li>• Half of Aussie consumers will only purchase from a website with a .au address.</li><li>• A web or email address with a net.au puts you in control of your unique online presence.</li></ul>

### net.au brand assets

Logo variants



Dot grid



### Brand colour: Atlantis

**CMYK:** 49, 0, 100, 0  
**RGB:** 142, 198, 62  
**HEX:** 8ec63e

# org.au

Target audience	Not for profit entities registered in Australia
Eligibility rules overview (Who is eligible for .au direct)	<p>org.au domain names are for Australian not-for-profit entities registered in Australia.</p> <p>Not-for-profit entities include entities that appear on the Australian Charity Register, companies limited by guarantee, incorporated associations under state legislation and foreign embassies or consulates permitted to operate in Australia.</p>
Allocation rules overview (What names they can choose)	The org.au domain name you choose must have a connection to your organisation. This includes your organisation's name, or a service, program, event or activity the organisation provides.
Relevant licensing rules sections	<ul style="list-style-type: none"><li>Definitions – ‘Australian presence’, ‘Not-for-Profit Entity’</li><li>2.4.6 – org.au Eligibility and Allocation criteria</li></ul>
Example positioning	<p><b>Audience:</b> Incorporated Not for Profits looking to reach Australians</p> <p><b>Position:</b> A for-purpose domain name</p> <ul style="list-style-type: none"><li>An org.au domain name shows you're a registered not-for-profit.</li><li>An org.au web address is a clear signal your organisation has a connection to Australia.</li><li>Australians trust websites ending in .au.</li></ul>

org.au brand assets

Logo variants





Dot grid



Brand colour: Tree frog

CMYK: 71, 0, 100, 0  
RGB: 61, 191, 61  
HEX: 3dbf3d

# id.au

<b>Target audience</b>	<b>Australian individuals</b>
<b>Eligibility rules overview</b> (Who is eligible for .au direct)	<p>id.au domain names can be registered by Australian citizens and permanent residents.</p> <p>When you register your id.au domain name, you'll need to provide information that shows you're an Australian citizen or permanent resident such as a government issued photo ID.</p>
<b>Allocation rules overview</b> (What names they can choose)	<p>The id.au domain name you choose must match or be an acronym or abbreviation of your first name or family name, or your nickname.</p>
<b>Relevant licensing rules sections</b>	<ul style="list-style-type: none"><li>• Definitions – 'Australian presence', 'Person'</li><li>• 2.4.8 – id.au Eligibility and Allocation criteria</li></ul>
<b>Example positioning</b>	<p><b>Audience:</b> Australian individuals who want to build a personal, non-commercially focused online presence</p> <p><b>Position:</b> A domain name that suits you</p> <ul style="list-style-type: none"><li>• Getting your id.au is a great first step for your online presence.</li><li>• A web or email address with id.au puts you in control of your unique online presence.</li><li>• An id.au name is a great way to build on your social media presence</li></ul>

## id.au brand assets

### Logo variants



### Dot grid



## Brand colour: Lagoon

**CMYK:** 76, 4, 38, 0

**RGB:** 0, 178, 173

**HEX:** 00b2ad

# asn.au

Target audience	Unincorporated associations
Eligibility rules overview (Who is eligible for .au direct)	<p>asn.au domain names can be registered by Australian not-for-profit entities and unincorporated associations.</p> <p>Not-for-profit entities include entities that appear on the Australian Charity Register, companies limited by guarantee and incorporated associations.</p> <p>When you register your asn.au domain name, you'll need to provide proof your organisation meets the eligibility criteria.</p>
Allocation rules overview (What names they can choose)	The asn.au domain name you choose must have a connection to your organisation or group. It can be your organisation's name, a service, program, event or activity the organisation provides, or an occupation your members practice.
Relevant licensing rules sections	<ul style="list-style-type: none"><li>• Definitions – 'Australian presence', 'Association', 'Not-for Profit Entity'</li><li>• 2.4.7 - com.au and net.au Eligibility and Allocation criteria</li></ul>
Example positioning	<p><b>Audience:</b> Community groups, sporting clubs, peak bodies, industry associations</p> <p><b>Position:</b> Your online presence, your way</p> <ul style="list-style-type: none"><li>• A website with an asn.au domain name puts you in control of your online presence.</li><li>• An asn.au domain name is a clear signal you're an Australian organisation.</li><li>• Australians trust websites ending in .au.</li></ul>

asn.au brand assets

Logo variants

The image displays four variations of the asn.au logo. Top-left: 'asn.au' in black text with a teal dot grid to the right. Top-right: 'asn.au' in white text with a teal dot grid to the right, set against a dark navy background. Bottom-left: 'asn.au' in black text with a white dot grid to the right. Bottom-right: 'asn.au' in white text with a white dot grid to the right, set against a dark navy background.

Dot grid

A teal dot grid logo consisting of 16 dots arranged in a 4x4 square pattern.

Brand colour: Dusk



CMYK: 83, 28, 29, 1  
RGB: 0, 143, 166  
HEX: 008fa6



# edu.au

Target audience	Educational institutions registered in Australia
<b>Eligibility rules overview</b> (Who is eligible for .au direct)	<p>edu.au domain names can be registered by recognised Australian education and training entities.</p> <p>This includes higher education institutions, registered training organisations, research institutions, schools and early learning centres.</p> <p>You can also register names in Australian state-based namespaces such as vic.edu.au or nt.edu.au, provided you meet the requirements.</p>
<b>Allocation rules overview</b> (What names they can choose)	<p>The edu.au domain name you choose must be closely related to the name of your organisation or a program or project your organisation runs.</p>
<b>Relevant licensing rules sections</b>	<ul style="list-style-type: none"><li>• Definitions – ‘Australian presence’</li><li>• Schedule A : 2.4.11; 2.4.12</li></ul>
<b>Example positioning</b>	<p><b>Audience:</b> Universities, TAFEs, higher education institutions, registered training organisation (RTOs), schools and early learning centres.</p> <p><b>Position:</b> Australian education and training, online.</p> <ul style="list-style-type: none"><li>• An edu.au domain name signals that you’re part of the highly regarded Australian education sector.</li><li>• An edu.au web address is a clear signal your organisation has a connection to Australia</li></ul>


## edu.au brand assets

Logo variants





Dot grid



### Brand colour: Eucalyptus

**CMYK:** 62, 0, 53, 0  
**RGB:** 79, 204, 156  
**HEX:** 4fcc9c

# auDA Accredited Registrar logo

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**.au Accredited Registrar**

Logo variants



Please include a link to auDA website (where practical)

# General logo usage guidelines

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## Namespace logos

Each .au namespace has separate elements that can be used:

- **Logo lock-up:** The namespace text and dot pattern together
- **Dot grid:** The dot pattern by itself.
- **Product colour:** The 'feature' colour for each namespace



## General usage guidelines

- Ensure no other page elements interfere with logos. Maintain clear space around logos.
- Keep logo lock-ups intact – don't try and separate the text from the dot grid.
- Don't stretch, rotate or distort logos
- Use the provided logo files, please don't try and recreate a logo yourself
- Do not change colours in a logo
- Do not add any shadows or effects to a logo