

.au Brand Activation Grant guidelines

2026-2027

.au Domain
Administration Ltd



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1. .au Brand Activation Grant 26-27

About the .au Brand Activation Grant

Amount: \$15,000 incl. GST

Offered: Once per FY (Q1), limited opt-in period.

Co-funding requirements: None

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

Applications open 1 July 2026

Applications close 31 July 2026

Objectives:

- increase the amount of correct .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

Deadline: COB 31 July 2026

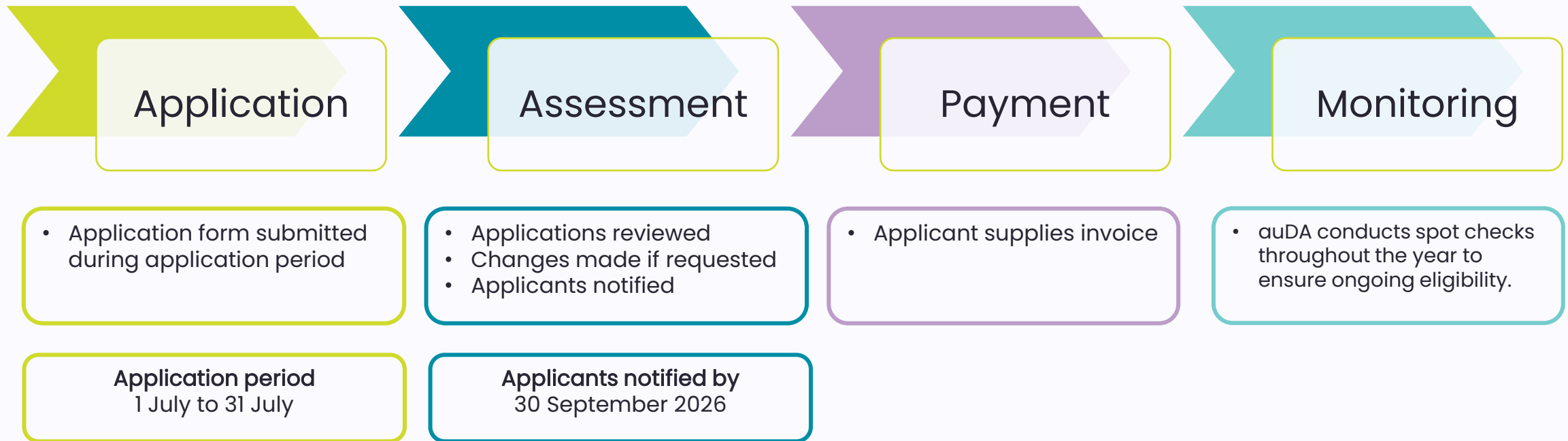
Application form available at auDA.org.au/cmp

2. Branding requirements

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

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

3. Brand Activation Grant: Application and assessment Process



4.

**.au namespace
information**

.au direct

Target audience	General .au direct is a general use namespace for all eligible registrants.
Eligibility rules overview (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.
Allocation rules overview (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.
Relevant licensing rules sections	<ul style="list-style-type: none">• Definitions – 'Australian presence'• 2.4.3 - Eligibility and Allocation criteria
Example positioning	<p>Audience: Entrepreneurs + microbusinesses without a domain</p> <p>Position: The domain name for new ideas</p> <ul style="list-style-type: none">• A .au direct domain name is a simple first step to an online presence for your new idea.• Stand out with Australia's shortest, simplest domain name.• Four in five Australians trust websites ending in .au over other websites.

.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
Eligibility rules overview (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>
Allocation rules overview (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">• Your business or personal name• An acronym of your business name• A match with your Australian trade mark, if you have one• A service or product you offer
Relevant licensing rules sections	<ul style="list-style-type: none">• Definitions – 'Australian presence', 'commercial entity'• 2.4.4 – com.au and net.au Eligibility and Allocation criteria
Example positioning	<p>Audience: Small businesses, 0-4 employees with no domain name</p> <p>Position: com.au is the trusted choice for Australian business.</p> <ul style="list-style-type: none">• com.au is the most popular .au namespace for businesses in Australia.• A com.au domain name is a clear signal that your business has a connection to Australia.• Half of Aussie consumers will only purchase from a website with a .au address.• A web or email address with a com.au puts you in control of your unique online presence.

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
Eligibility rules overview (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>
Allocation rules overview (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">• Your business or personal name• An acronym of your business name• A match with your Australian trade mark, if you have one• A service or product you offer
Relevant licensing rules sections	<ul style="list-style-type: none">• Definitions – 'Australian presence', 'commercial entity'• 2.4.4 – com.au and net.au Eligibility and Allocation criteria
Example positioning	<p>Audience: Tech-focused businesses looking to build a trustworthy online presence.</p> <p>Position: Australian tech online</p> <ul style="list-style-type: none">• A net.au domain name is a clear signal that your business has a connection to Australia.• Half of Aussie consumers will only purchase from a website with a .au address.• A web or email address with a net.au puts you in control of your unique online presence.

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)	org.au domain names are for Australian not-for-profit entities registered in Australia. 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.
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">• Definitions – 'Australian presence', 'Not-for-Profit Entity'• 2.4.6 – org.au Eligibility and Allocation criteria
Example positioning	<p>Audience: Incorporated Not for Profits looking to reach Australians</p> <p>Position: A for-purpose domain name</p> <ul style="list-style-type: none">• An org.au domain name shows you're a registered not-for-profit.• An org.au web address is a clear signal your organisation has a connection to Australia.• Four in five Australians trust websites ending in .au over other websites.

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

Target audience	Australian individuals
Eligibility rules overview (Who is eligible for .au direct)	id.au domain names can be registered by Australian citizens and permanent residents. 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.
Allocation rules overview (What names they can choose)	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.
Relevant licensing rules sections	<ul style="list-style-type: none">• Definitions – 'Australian presence', 'Person'• 2.4.8 - id.au Eligibility and Allocation criteria
Example positioning	<p>Audience: Australian individuals who want to build a personal, non-commercially focused online presence</p> <p>Position: A domain name that suits you</p> <ul style="list-style-type: none">• Getting your id.au is a great first step for your online presence.• A web or email address with id.au puts you in control of your unique online presence.• An id.au name is a great way to build on your social media presence

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">• Definitions – 'Australian presence', 'Association', 'Not-for Profit Entity'• 2.4.7 - com.au and net.au Eligibility and Allocation criteria
Example positioning	<p>Audience: Community groups, sporting clubs, peak bodies, industry associations</p> <p>Position: Your online presence, your way</p> <ul style="list-style-type: none">• A website with an asn.au domain name puts you in control of your online presence.• An asn.au domain name is a clear signal you're an Australian organisation.• Australians trust websites ending in .au.

asn.au brand assets

Logo variants



Dot grid



Brand colour: Dusk

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

edu.au

Target audience	Educational institutions registered in Australia
Eligibility rules overview (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>
Allocation rules overview (What names they can choose)	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.
Relevant licensing rules sections	<ul style="list-style-type: none">• Definitions – ‘Australian presence’• Schedule A : 2.4.11; 2.4.12
Example positioning	<p>Audience: Universities, TAFEs, higher education institutions, registered training organisation (RTOs), schools and early learning centres.</p> <p>Position: Australian education and training, online.</p> <ul style="list-style-type: none">• An edu.au domain name signals that you’re part of the highly regarded Australian education sector.• An edu.au web address is a clear signal your organisation has a connection to Australia

edu.au brand assets

Logo variants



Dot grid



Brand colour: Eucalyptus

CMYK: 62, 0, 53, 0

RGB: 79, 204, 156

HEX: 4fcc9c

5. Logo usage

.au accredited registrar logo

.au Accredited Registrar

Logo variants



Please include a link to auDA website (where practical)

General logo usage guidelines

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



Dot grid

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