

The NSW Government Brand Guidelines

August 2017



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Introduction

The NSW Government brand helps communicate the work of the government. These guidelines provide direction on when and how to use the NSW Government logo.

Following these guidelines will help ensure:

Unity and simplicity

Combining all the State services under one, clear brand, helps connect the partners and organisations supported by the NSW Government.

Visibility

A clear identity allows us to increase awareness and recognition of government services for the community.

Credibility

Government institutions are created to support citizens. A clear brand helps citizens identify the services they can trust.

Transparency

Clearly displaying the brand on NSW Government funded projects, helps citizens identify how taxpayer funds are being spent to provide services and initiatives.

For more information, contact the Department of Premier and Cabinet at:
branding@dpc.nsw.gov.au

To download these guidelines visit *<http://sc.dpc.nsw.gov.au/>*

Who does this policy apply to?

Agencies, statutory bodies and other government entities are required to use the NSW Government logo in accordance with these guidelines unless a branding exemption has been granted.

Government agencies

This policy applies to all agencies under the *Government Sector Employment Act 2013*.

Statutory and other government bodies

Including:

- cultural institutions
- parks and venue trusts
- independent regulatory bodies with judicial or quasi-judicial functions
- industry boards
- professional registration organisations or superannuation and insurance entities
- other independent bodies.

State-owned corporations

State-owned corporations should apply the logo and may co-brand with existing logos, in accordance with these guidelines.

In instances where co-branding is not appropriate, use an endorsement line instead, such as “A NSW state owned corporation”.

Exemptions

Exemptions for any entity may only be granted by the Cabinet Standing Committee on Communication and Government Advertising.

Applications for an exemption should go through your agency’s Cabinet Liaison Office.

Consult the Department of Premier and Cabinet at: branding@dpc.nsw.gov.au, on any planned exemption applications.

Brand purpose

We stand together to build a stronger, brighter future. One which our state and its people deserve.

Driven by shared values, the NSW Government strives to promote and enable the collective common good. We aim to listen and learn from the communities we serve, pursuing the best outcomes and creating opportunities that benefit all.

While we are many departments, agencies and individuals, together we are focused on making a real and positive difference. Whether for today, or tomorrow, big or small, the changes we make and the work we do must always be done for the people, well-being, and wealth of our state.

Section 1

Brand strategy

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Section 1.1

Architecture overview

The NSW Government brand architecture is designed to provide greater clarity to the community, about government services, initiatives and projects.

The brand architecture relates to advertising, project signage and external communications on behalf of the NSW Government for all complying agencies.

Agency logos may be used in other instances. Please refer to Section 8 for guidance on how to create agency logos and their usage.

Section 1.2

Correct use of the NSW Government logo for advertising, project signage and external facing government communications

The NSW Government logo is the primary branding device for the NSW Government and all of its agencies.

Its use across all communications from the NSW Government and its agencies and entities helps reinforce the role of the NSW Government.



Only the NSW Government logo can be used for all advertising, project signage and external facing government communications.



Agency logos created as a lock-up with the NSW Government logo (as outlined in Section 8 of these guidelines) must not be used for advertising, project signage or external facing government communications.

Section 1.3

Definition of applications

The NSW Government logo must be used for all advertising, project signage and external facing government communications. The following table outlines the definitions for what is and is not considered to be advertising, project signage, and external facing government communications.

For applications not defined as advertising, project signage or external communications, agencies may use their own logos. Please refer to Section 8 of these guidelines for information on agency logo usage.

Advertising

Consistent with the *Government Advertising Act 2011*, advertising is material that is disseminated to the public via paid media. It may be funded by or on behalf of a government agency.

Advertising IS:

- Press ads
- Television commercials
- Social media
- Out Of Home media
- Digital advertising in all formats and for all platforms (such as video, mobile, display)

Advertising is NOT:

- Internal communications
- Business collateral such as business cards, letter heads
- Office environments
- Agency corporate websites and social media pages

Project signage

Essential or non-essential signage connected to any project that is fully or partially funded by the NSW Government.

Project signage and communications IS:

- Hoardings
- Signage featured on hoardings
- Site mesh signage
- Construction site banners
- Temporary wayfinding signage associated with projects and events
- Temporary signage, flags and banners associated with an event

Project signage is NOT:

- Office environments
- Office building signage
- Place identity signage

External facing government communications

Communications representing the NSW Government including:

- NSW Government function and event communications
- Media releases from ministers on behalf of the NSW Government
- Published reports by the NSW Government
- Collateral to support government initiatives, announcements, policies and programs (such as fact sheets, media packs, brochures, prospectus)
- Communications and collateral related to government funded projects such as flyers, videos
- Collateral supporting advertising campaigns such as direct mail, websites, events

Section 1.4

Architectural principles

1 This is a master brand model

We have a strong, single master brand, which unifies the NSW Government identity. As a result, citizens and stakeholders will have a clearer picture of the NSW Government's initiatives and activities.

2 The model has three categories

The model has three categories that takes all of NSW Government communication into consideration.

3 The model is designed to increase clarity

Embracing one consistent master brand logo provides greater clarity to the community of government services, initiatives, and projects.

4 Some exemptions are allowed

In instances where business or communication effectiveness might be affected, exemptions may be considered. Exemption requests must be submitted to the Cabinet Standing Committee on Communication and Government Advertising through your agency's Cabinet Liaison Office.

5 NSW Government logo over department logos

Citizens have limited time to understand who is delivering a message. The NSW Government logo should always be used in place of departmental logos.

6 One NSW Government logo in place of many

Where there are two or more NSW Government agencies involved, use only the NSW Government logo in place of multiple logos. Only in the instances where exemptions have been permitted should another logo appear.

Section 1.5

The model



Master brand

The master brand is used by all complying agencies that are core to delivering the NSW Government's vision and purpose. The NSW Government logo is the only logo present on advertising, project signage and external facing government communications.



Co-branding identities

Co-branding identities include agencies or entities that have been granted an exemption from the Cabinet Standing Committee on Communication and Government Advertising, but are required to co-brand in advertising and external facing government communications. Within Co-branding identities, the agency logo is partnered with the NSW Government logo. The NSW Government logo is always presented as the dominant or lead brand.



Independent

Agencies that have been granted an exemption by the Cabinet Standing Committee on Communication and Government Advertising from adhering to these guidelines due to a strong business need.

A small number of agencies (such as courts and oversight bodies) play an important role by being independent from the government. It's important for this independence to be reflected in their visual identity.

The master brand includes all complying agencies that are core to delivering the NSW Government's vision and purpose.

Rules

- The NSW Government logo should be clearly present and dominant on all advertisements, project signage and external facing government communications.
- No other identity logo should be present on advertisements, project signage and external facing government communications.
- The agency name can appear as a call to action, but must not dominate.

Co-branding identities include all agencies that have been granted an exemption from the master brand. The agency logo is partnered with the NSW Government logo.

Rules

- The NSW Government logo is always presented as the dominant or lead brand.
- The NSW Government logo should be clearly displayed and given prominence. This means placing the NSW Government logo in the most visible and valuable space.
- The NSW Government Waratah logo must be the more dominant mark. It should always be slightly taller.
- Agencies are only permitted to use this branding option for advertising and external facing government communications if an official branding exemption from the Cabinet Standing Committee on Communication and Government Advertising has been granted.

Independents are agencies that are independent from government.

Rules

- Agencies are only permitted to use this branding option for advertising and external facing government communications if an official branding exemption from the Cabinet Standing Committee on Communication and Government Advertising has been granted.

Section 2

Master brand logo

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Section 2.1

Which logo should be used?



The NSW Government logo is the primary branding emblem for all NSW Government agencies and entities. The primary uses of this logo are for communications material. This includes stationery, reports, advertising and brochures.

The NSW Government logo is inspired by the floral emblem of NSW, the Waratah (*Telopea speciosissima*), which has significance in Aboriginal history, and was adopted as the State flower in 1962.



New South Wales Government

Agencies cannot use the Coat of Arms (with the exception of a court or tribunal) unless they have the approval of the Cabinet Standing Committee on Communication and Government Advertising. If approval has been granted, the Coat of Arms can be used for official correspondence only. This rule must be strictly adhered to.

For guidance on appropriate use of state arms, refer to the *State Arms, Symbols and Emblems Act 2004*, and the guidelines for the application and use of the New South Wales Coat of Arms.

Under Section 6(1) of the Act, “a person must not print, issue or use the State arms or a State symbol in connection with any trade, business, calling or profession, or the collection of debts, without the authority of the Governor or Attorney General”. All such requests must be directed to the NSW Attorney General’s office for approval.

Logos no longer in use



Section 2.2

Registered trade mark

The NSW Government logo is a registered trade mark (#1603796) for the following services:

- Advertising, business management, business administration, office function (class 35)
- Insurance, financial affairs, monetary affairs, real estate affairs (class 36)
- Building construction, repair, installation services (class 37)
- Telecommunications (class 38)
- Transport, packaging and storage of goods, travel arrangement (class 39)
- Education, providing of training, entertainment, sporting and cultural activities (class 41)
- Scientific and technological services and research and design relating thereto, industrial analysis and research services, design and development of computer hardware and software (class 42)
- Providing food and drink, temporary accommodation (class 43)
- Medical services, veterinary services, hygienic and beauty care for people or animals, agriculture, horticulture and forestry services (class 44)
- Legal services, security services for the protection of property and individuals, personal and social services rendered by others to meet the needs of individuals (class 45)
- The crown in right of the State of New South Wales has the exclusive right to use the NSW Government logo as a trade mark in relation to these services. A NSW Government agency must seek the approval of The Department of Premier and Cabinet, Communications and Engagement Branch, before it applies for a separate trade mark that incorporates the NSW Government logo.



Section 2.3 Logo formats

Primary logo

The NSW Government logo should be given preference over all other versions for agency communications.



Primary logo



Government tag removed
Only use this option when the full logo cannot be suitably reproduced. For example, embroidery.

Horizontal logo

Only in extreme horizontal formats where the primary NSW Government logo will not work, this horizontal lock-up may be used.



Horizontal logo
- Extreme format



Horizontal logo
- Extreme format
- Government tag removed

Section 2.4

Logo colourways

Full colour

The full colour logo should be given preference over all other versions for agency communications.



Mono (black)

Use the mono logo (black) where colour reproduction is not available or appropriate. It should be applied to a white or light background.



Reverse (white)

Use the reverse (white) logo on dark backgrounds, when it is not possible to accommodate the colour logo.



Reverse (red Waratah)

Use the reverse (red waratah) logo on dark backgrounds, when it is not possible to accommodate the colour logo.



Notes

Mono (black), reverse (white) and reverse (red Waratah) versions should be used with a maximum contrast to the background.

These rules also apply to the horizontal logo for extreme formats.

Section 2.5

Logo clear space

To maintain the clarity and integrity of all brand marks, a minimum clear space must be observed in all applications.

Clear space creates an invisible frame that is a minimum area surrounding the brand mark. It must remain free of any conflicting visual element. Wherever possible, apply additional clear space beyond the minimum requirement.

We use a clear space that is 100% of the height of the 'N' in print and 50% of the height in screen (except when used on apps, or social media profiles).

Print applications 100% height of the 'N'



Screen applications 50% height of the 'N'



Section 2.6

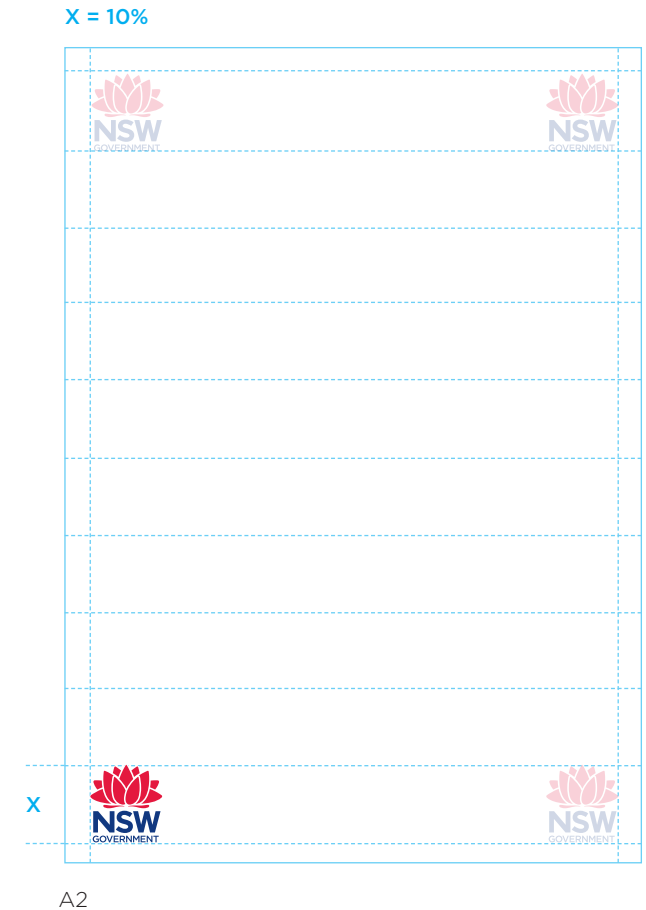
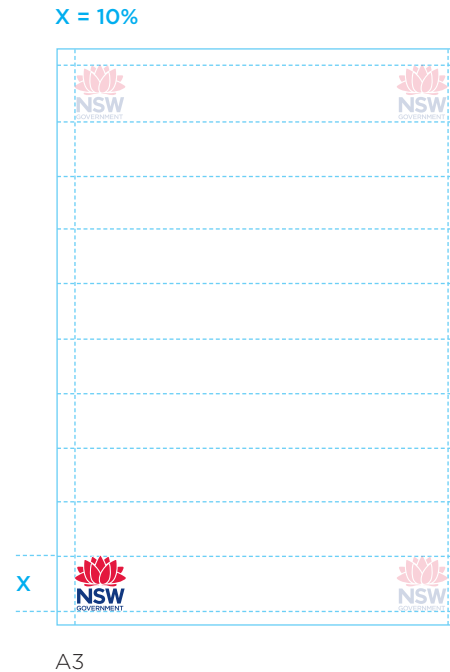
Logo size - A-series and print ads

Recommended size

The guide size of our logo in A-series paper formats is 10% of the height (x) of the document.

For other small size formats, please use the closest A size as a guide.

The preference for the logo position is in the bottom left-hand corner of all communications. Where this is not possible, the logo can be positioned in any other corner.



Section 2.7

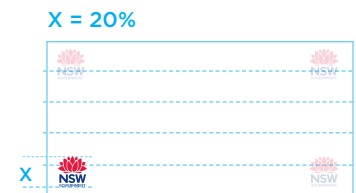
Logo size - large format

Recommended size

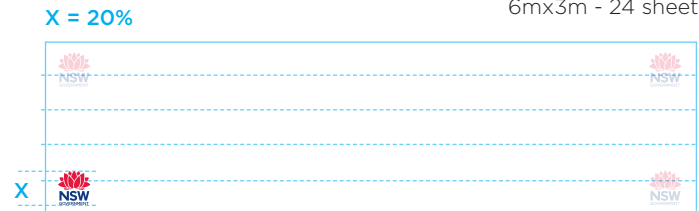
Minimum size in larger print applications is 20% of the height (x) of landscape formats and 10% of the height (x) in portrait formats.

Large print signage or advertising includes banners, superlites, landmarks and metrolites.

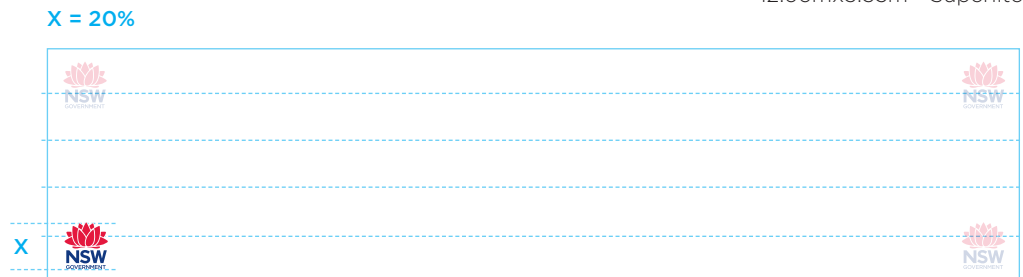
The preference for the logo position is in the bottom left-hand corner of all communications. Where this is not possible, the logo can be positioned in any other corner.



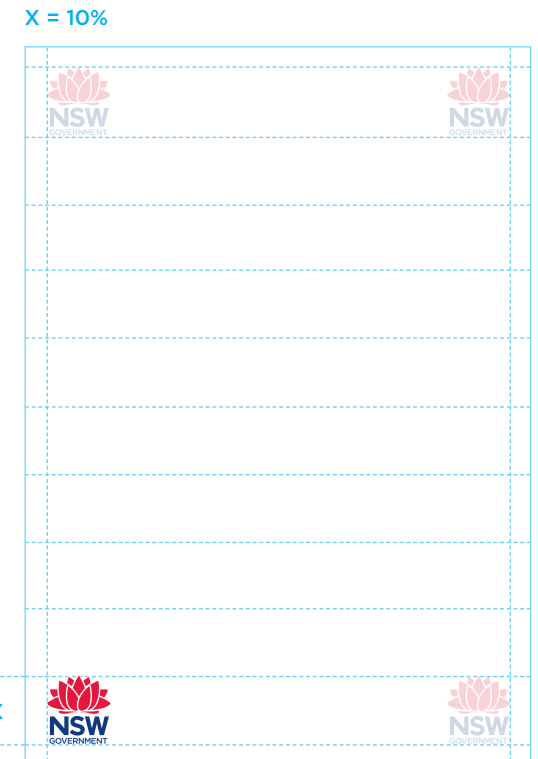
6m x 3m - 24 sheet



12.66m x 3.35m - Superlite



18.99m x 4.57m Landmark



101m x 152m Metrolite

Section 2.8

Logo size – digital banners

The recommended minimum size of the NSW Government logo is 45px high on all digital applications.

The preference for the logo position is in the bottom left-hand corner of all banners. Where this is not possible, the logo can be positioned in any other corner.

Exceptions

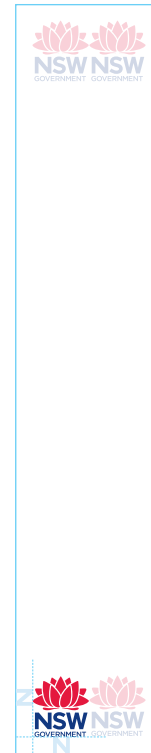
If the banner is wide and thin like the Leaderboard example you can center the logo in the height of the banner, this will make the logo look more balanced within the shape.

Wide skyscraper



160x600px

Skyscraper



120x600px



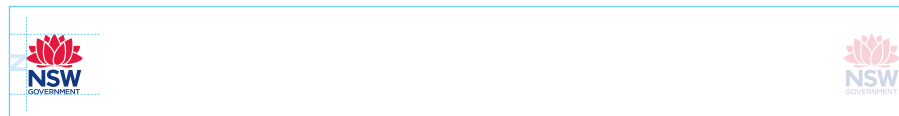
45px minimum height on all digital applications

Medium rectangle



300x250px

Leaderboard



728x90px

Section 2.9 Incorrect use

To ensure the logo is accurately reproduced, always use the original master artwork files and never alter, redraw, recolour or distort the logo in any way.

Legibility is the primary consideration when using the logo. There must always be good contrast, visibility and legibility between the logo and its background. A white background is preferred.



DO NOT use on busy or patterned backgrounds



DO NOT use Waratah only as the logo



DO NOT use colour version on blue background



DO NOT rotate logo



DO NOT apply effects to the logo



DO NOT change the colour of the logo



DO NOT change the placement of the logo



DO NOT crop the logo



DO NOT change the scale of the logo

Section 3

Co-branding identities

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Section 3.1

Co-branding identity lock-up size and spacing

For co-branded identities, (that is an agency that has been granted partial branding exemption to keep their own identity as long as they co-brand in project signage and advertising), the NSW Government Waratah logo needs to be the more dominant mark. It should always be slightly larger in size.

Co-branding identity logos should never exceed the hang height which is equal with two 'N heights'.

Clear space

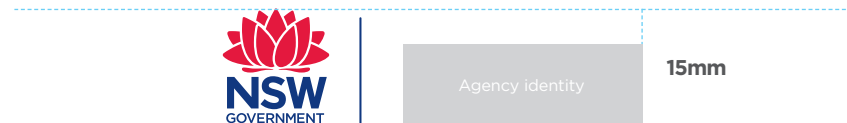
Clear space must be maintained around the agency logo lock-up, which is no less than the height of the "N" of NSW that forms part of the logo.

Minimum size

The minimum size for reproduction of the logo is:

15mm in height (print)
45px height (digital).

In a co-branding situation, both logos should each be given one logo space.



Section 3.2

Co-branding identity overview and signage

Where a project, event or state-owned corporation logo is required, give priority to the NSW Government logo and move the other logo to a secondary location.

Private sector partners (for example, construction companies, delivery and management partners, architectural and design firms) are not to be acknowledged on signage.

Where signage is required for occupational health and safety reasons, for example, on construction sites, these signs can have the names and details of the contractors and building delivery partners involved but the use of their branding identity is not permitted.

Where there are contractual rights to branding and/or control of sites, these need to be negotiated on a case-by-case basis. Disputes should be referred to the Cabinet Standing Committee on Communication and Government Advertising.

Event brand



State owned corporation



Section 4

NSW Colour palette

4.1 Colour palette

29

04

Section 4.1 Colour palette

Primary

Red and blue is the primary colour palette for the NSW Government identity. These two colours are for use on all major communications.



RED

RGB 215 21 58
CMYK 0 100 75 4
HEX #d7153a
PMS 186c



BLUE

RGB 0 38 100
CMYK 100 85 5 20
HEX 002664
PMS 281c

Secondary

Secondary colours can be used to support the primary colours in all communications such as brochure charts and tables, icons and diagrams. These colours are never to be used for the logo.



BLUE 1

RGB 10 124 185
CMYK 85 44 5 0
HEX #0a7cb9
PMS 2925c



BLUE 1 50%

RGB 132 189 220
CMYK 46 12 5 0
HEX #84bddc
PMS 2925@50%



BLUE 2

RGB 0 171 230
CMYK 72 14 0 0
HEX #00abe6
PMS 298c



GREY

RGB 79 79 79
CMYK 0 0 0 80
HEX 4f4f4f
PMS -



RICH BLACK

RGB Print Only
CMYK 75 68 67 90
HEX Print Only
PMS -

Complementary

These complementary colours can be used when there may be a larger requirement of colour diversity for example on invites, special events and brochure sections. These colours are never to be used for the logo.



VIBRANT PURPLE

RGB 117 47 138
CMYK 67 93 0 0
HEX #752f8a
PMS 526c



NATIVE GREEN

RGB 120 177 67
CMYK 59 9 100 0
HEX #69b32d
PMS 386c



ORANGE

RGB 255 127 47
CMYK 0 61 80 0
HEX #ff7f2f
PMS 1575c



BRIGHT YELLOW

RGB 249 190 0
CMYK 2 27 96 0
HEX #f9be00
PMS 7408c

Section 5

NSW typography

5.1 Typography

31

5.2 Typography – alternative

32



05

Section 5.1 Typography

Gotham is the only font to be used by agencies in their logos.

Major headings through to body copy must also use Gotham. These fonts should be used for copy such as print and advertising headlines, and brochure titles.

The preferred option is to use sentence case for all headings, however if the application requires you can use all uppercase.

Headlines, Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Subheadings, Gotham Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Body Copy, Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Captions, Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Section 5.2

Typography - alternative

Arial is the alternative font to be used in circumstances where Gotham is unavailable or a licence has not been purchased.

Headlines, Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body copy, Arial Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Section 6

NSW Graphic element

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6.4	Watermark with imagery - landscape	37



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Section 6.1 Stylised watermark - portrait

The waratah element of the logo may be used as a stylised graphic device

Colours should be sourced from the logo colour palette on page 30. Placement is shown on the right.

Watermark application

A watermark version of the logo is available and can be applied to add interest to communications and layouts.

The watermark is to be applied as a 20% transparency of white on top of red and blue.

Watermark application on white is applied at 20% tint of black.

Keyline application

A keyline version of the logo is also available as an alternative to the watermark.

The keyline is 0.5pt in either white or grey.



Watermark on red - 20% white



Watermark on blue - 20% white



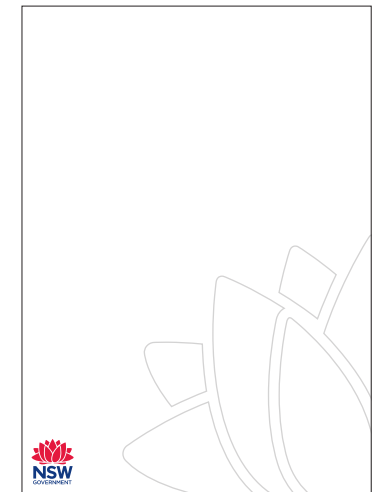
Watermark on white - 20% black



Keyline on red - 100% white



Keyline on blue - 100% white



Keyline on white - 20% black

Section 6.2 Stylised watermark - landscape

The waratah element of the logo may be used as a stylised graphic device

Colours should be sourced from the logo colour palette on page 30. Placement is shown on the right.

Watermark application

A watermark version of the logo is available and can be applied to add interest to communications and layouts.

The watermark is to be applied as a 20% transparency of white on top of red and blue.

Watermark application on white is applied at 20% tint of black.

Keyline application

A keyline version of the logo is also available as an alternative to the watermark.

The keyline is 0.5pt in either white or grey.



Watermark on red - 20% white



Watermark on blue - 20% white



Watermark on white - 20% black



Watermark on red - 20% white



Watermark on blue - 20% white



Watermark on white - 20% black

Section 6.3

Watermark with imagery - portrait

Portrait graphic element

Shown here are examples of how the waratah can also be used as a solid graphic device to hold colour and photography within a portrait format.

Imagery can be placed within the waratah device to add another level of interest to the application.

For more examples please see page 40.



Image mask on red



Image mask on blue



Image mask on white



Watermark on image 50% white



Watermark on image 50% white



Watermark on image 50% white

Section 6.4 Watermark with imagery - landscape

Landscape graphic element

These are examples of how the waratah can also be used as a solid graphic device to hold colour and photography within a portrait format.

Imagery can be placed within the waratah device to add another level of interest to the application.



Image mask on red



Image mask on blue



Image mask on white



Watermark on image 50% white



Watermark on image 50% white



Watermark on image 50% white

Applications

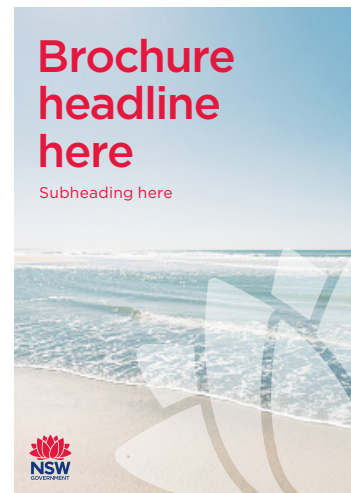
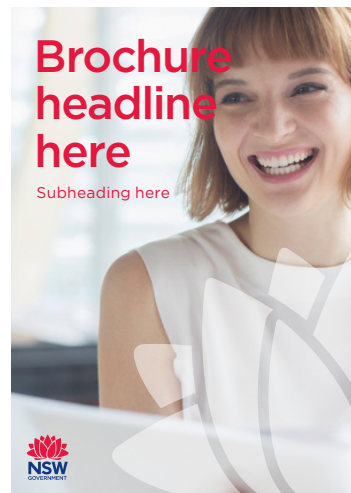
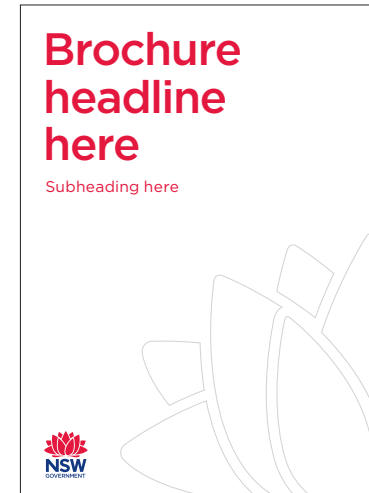
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07

Section 7.1 Brochure covers

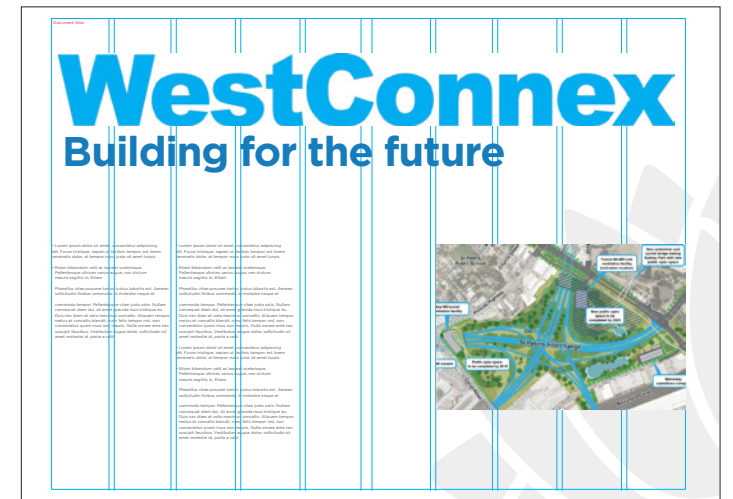
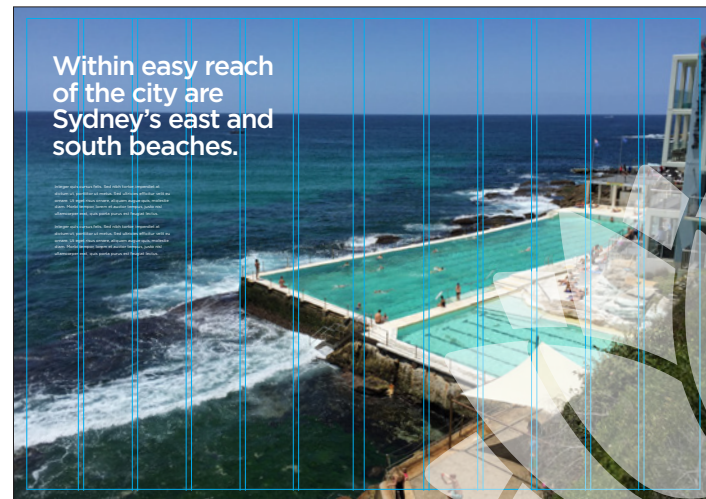
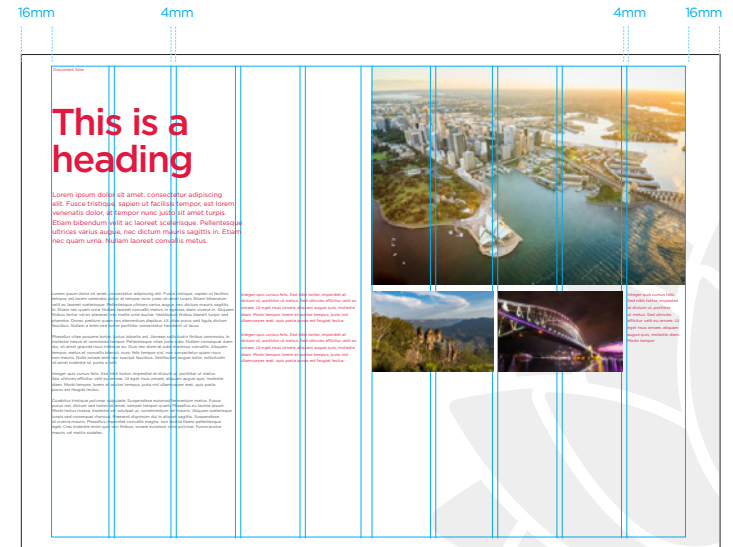
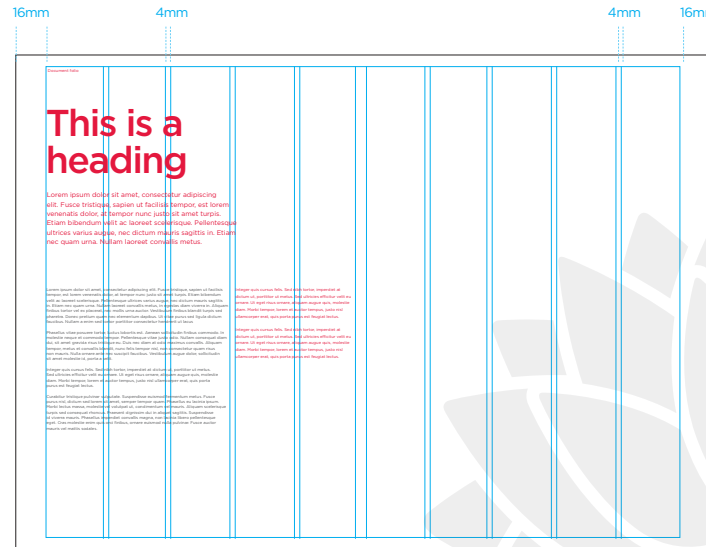
Please use these examples to guide you when creating a brochure cover. Cover designs can range from corporate and clean to fun and dynamic.

Use of the watermark is not mandatory.



Section 7.2 Brochure spreads

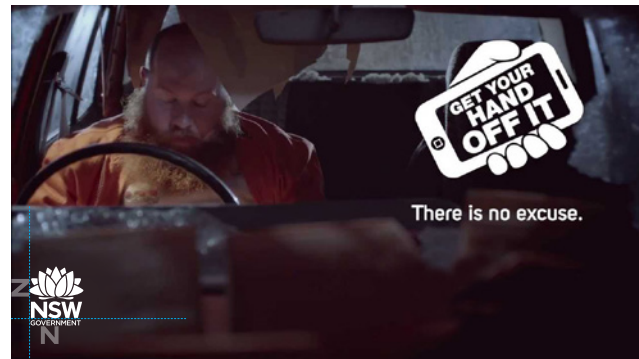
These examples are for an A4 (297 X 210mm) brochure.



Section 7.3 Print media layouts

These examples show the correct usage and placement of the NSW Government logo.

Landscape



Portrait



Section 7.4

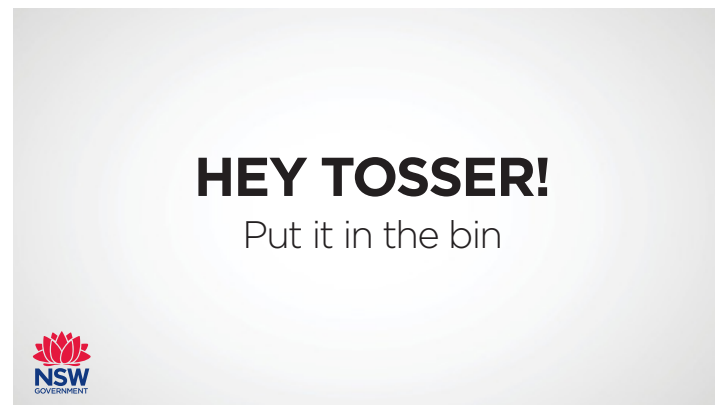
TV endframes and voice

For both TVC and video, please follow these image examples.

The preferred option is the full colour version of the NSW Government logo on a white background. When this is not possible please use the reversed version of the NSW Government logo.

The NSW Government logo should appear for a minimum of three seconds on the end frame.

For radio and voiceover, please use the following line as the sign off: "A NSW Government [initiative/project/program/development]"



Section 7.5 Hoardings

These hoarding examples show the correct usage and placement of the NSW Government logo.

On standard hoardings when text is required, please use double the “N” height for clear space.

Co-branded hoardings (where a co-branding exemption has been allowed) please follow the same clear space rule as outlined on page 27.

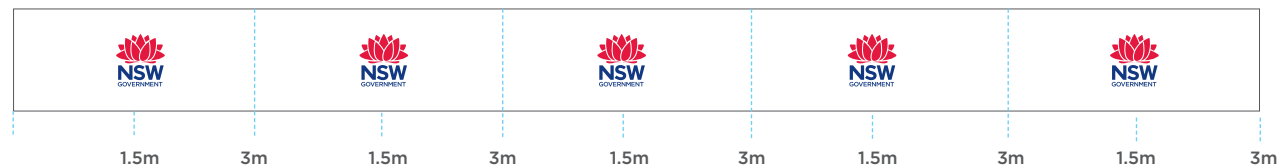
For continuous hoardings please repeat the NSW Government logo every three metres for clear visibility.



Standard hoarding



Co-branded hoarding



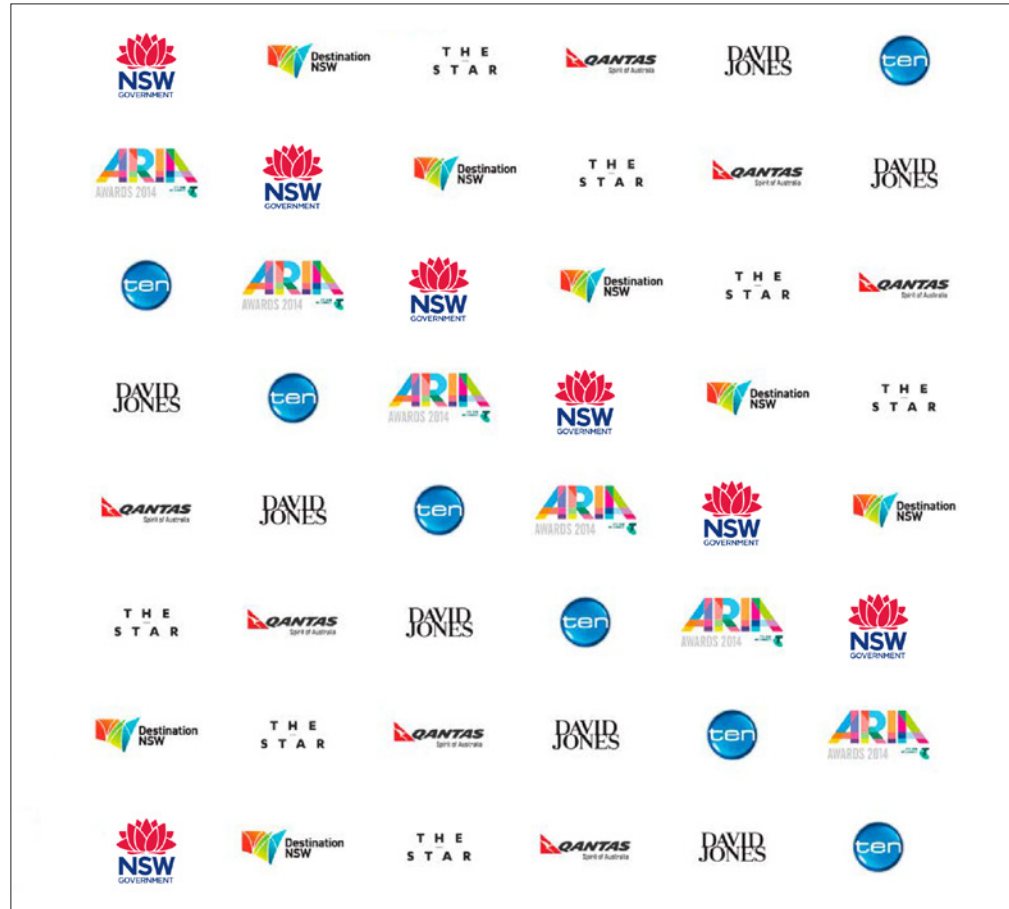
Continuous hoarding

Section 7.6 Media backdrops

This media backdrop example shows the correct usage and placement of the NSW Government logo.

The NSW Government logo should be equal to, or greater than, the other logos.

In a co-branding situation, both logos should each be given one logo space.



Section 7.7 Websites

This website example shows the correct usage and placement of the NSW Government logo in the top left corner of the page.

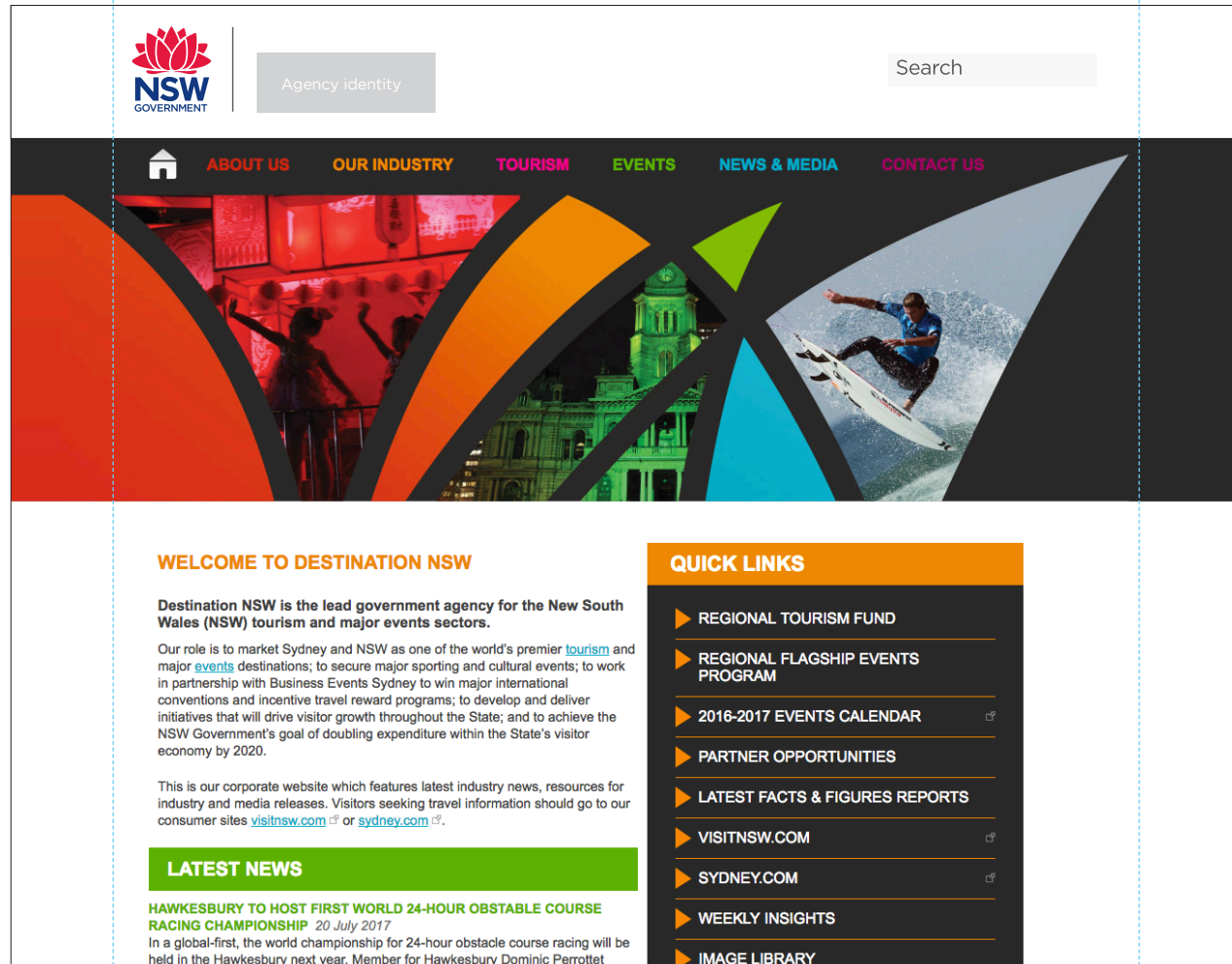
For minimum digital logo sizing please see page 23.

The screenshot displays the NSW Government website's 'Projects and Initiatives' page. At the top, the NSW Government logo is positioned in the upper left corner. The navigation bar includes links for 'NEWS AND EVENTS', 'IMPROVING NSW', 'YOUR SERVICES', 'YOUR GOVERNMENT', 'ABOUT NSW', and 'CONTACT US'. A search icon is located in the top right corner. The page title 'Projects and Initiatives' is prominently displayed in a large blue banner. Below the banner, there are social media sharing options for Facebook, Twitter, and Email. The main content area features three article cards: 'A fair go for first home buyers', 'Two years of making it happen', and 'Refugee Settlement'. Each card includes a representative image, a title, and a brief description. A sidebar on the right side of the page contains a 'Sign up to our newsletter' form with a 'SUBSCRIBE' button and a 'Premier's Priorities' section with a sub-header and introductory text.

Section 7.8 Co-branded websites

This example shows the correct usage and placement for a co-branded NSW Government website.

For minimum digital logo sizing please see page 23. For co-branding and clear space examples please see page 26.



Section 7.9

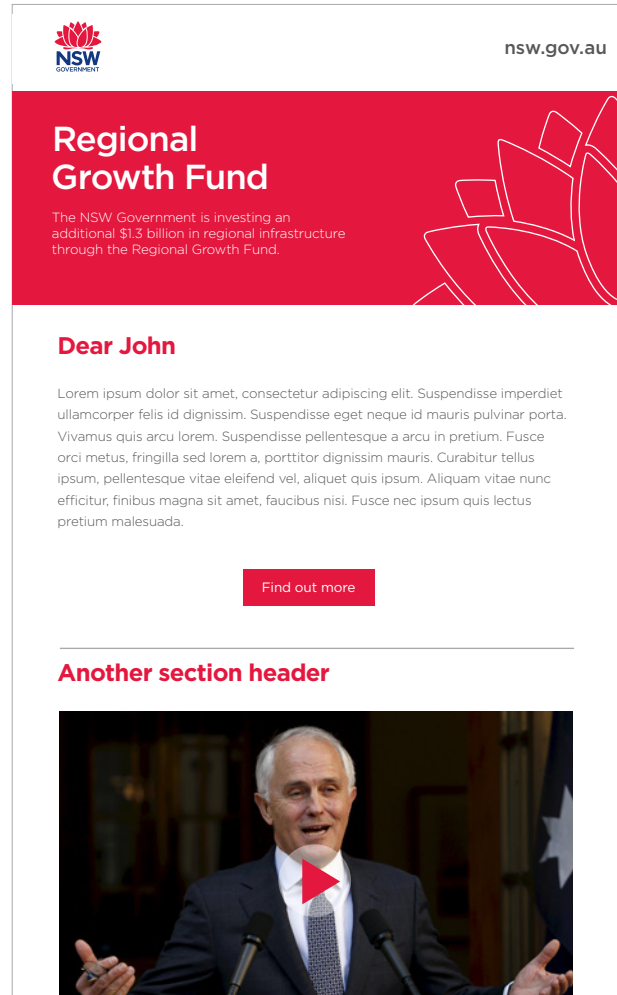
EDM and newsletters

These EDM and newsletter examples show the correct usage and placement of the NSW Government logo in the top left corner of the page.

The preferred option is the full colour version of the NSW Government logo on a white background. When this is not possible use the reversed version of the NSW Government logo.

For minimum digital logo sizing please see page 23.

EDM



The EDM example features a white header with the NSW Government logo on the left and the URL 'nsw.gov.au' on the right. Below the header is a red banner with the title 'Regional Growth Fund' and a sub-headline: 'The NSW Government is investing an additional \$1.3 billion in regional infrastructure through the Regional Growth Fund.' To the right of the text is a white outline of the NSW Government logo. Below the banner is a section titled 'Dear John' with a block of placeholder text. A red button with the text 'Find out more' is centered below the text. Below this is another section titled 'Another section header' with a video player showing a man speaking at a podium, with a red play button icon overlaid on the video.

Newsletter



The newsletter example features a red header with the NSW Government logo on the left and the URL 'nsw.gov.au' on the right. Below the header is a blue banner with the title 'News' and a sub-headline: 'Have your say on how companion animals are identified, registered and managed in NSW.' To the right of the text is a white outline of the NSW Government logo. Below the banner is a section titled 'Compound Animals Regulation Review' with a block of placeholder text. Below the text is a photograph of a beagle puppy running in a grassy field with a red ball in its mouth. A red button with the text 'Find out more' is centered below the image. Below the button are social media icons for Facebook, Twitter, and LinkedIn.

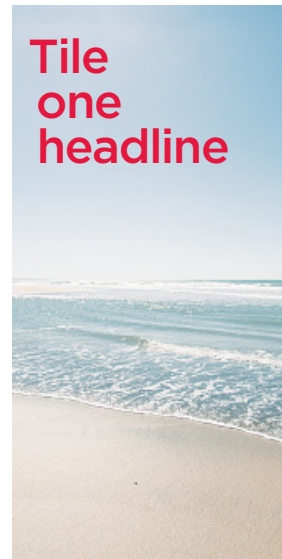
Section 7.10 Digital banners

These digital banners show the correct usage and placement of the NSW Government logo.

In animated banners where there is more than one tile, the NSW Government logo only needs to appear on the last tile.

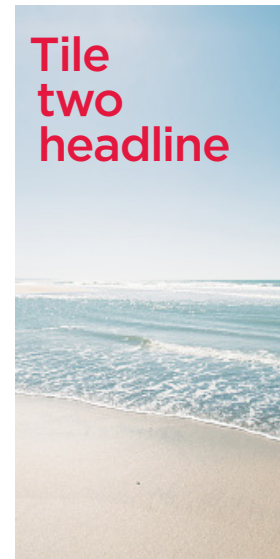
For NSW Government logo size and clear space rules, please see page 23.

Half Page 1



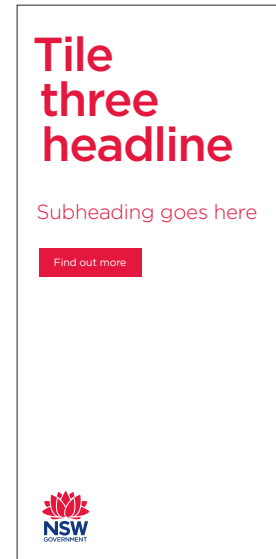
300x600px

Half Page 2



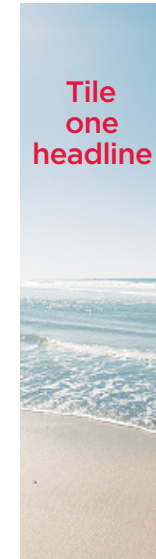
300x600px

Half Page 3



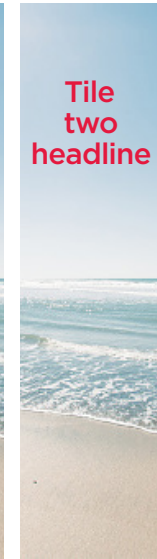
300x600px

Sky Scraper 1



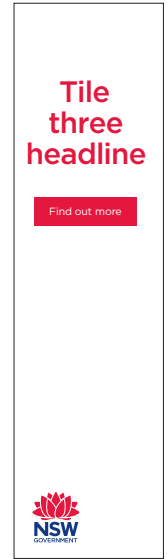
120x600px

Sky Scraper 2



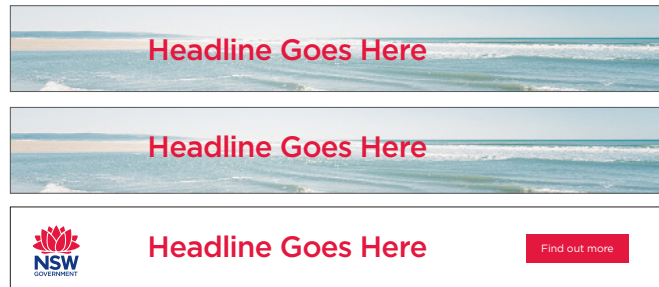
120x600px

Sky Scraper 3



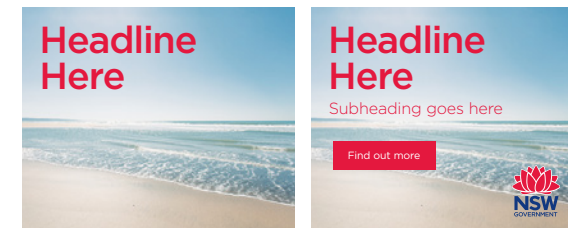
120x600px

Leader Board



728x90px

Mrec



300x250px

Section 8

Other department guidelines

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Section 8.1

Creating agency logos

When creating a NSW Government agency logo, only the agency name should be used. The logo should not include business unit names.

Agencies should ensure that official communications carry the full agency name and the ABN elsewhere in the publication.

The common logo format must include:

- the NSW Government logo at equal or larger height than the name of the entity
- the baseline of the logo should align with the baseline of the lowest line of type for the name of the entity
- the width in points of the vertical line which divides the logo and the name of the entity is 5% of the height of the vertical line. The vertical line has rounded caps.

For colour versions of the logo, the vertical line is the dark blue of the logo colour palette, and black for single colour (mono) versions.



Section 8.2

Agency logo size and spacing

Spacing

The vertical line should align with the logo, as shown here, and be placed in the centre of the space between the logo and the name of the entity.

The space between the logo and the name of the agency is equal to the height of the letter “N”.

Clear space

Clear space must be maintained around the agency logo lock-up, which is no less than the height of the “N” of NSW that forms part of the logo.

Minimum size

The minimum size for reproduction of the logo is:

15mm in height (print)
45px height (digital)



Section 8.3 Agency logo typeface

Agencies must use the Gotham typeface in their agency logo.

Please see page 31 for full typeface library.



Section 8.4

Agency logo mono versions

Mono (black)

Use the mono logo (black) where colour reproduction is not available or appropriate. It should be applied to a white or light background.



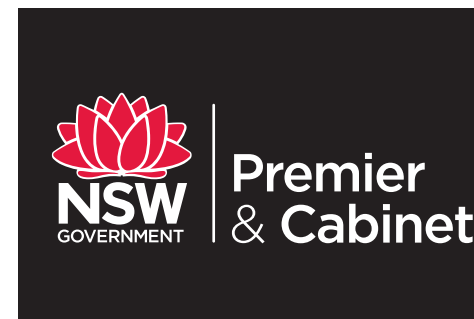
Reverse (white)

Use the reverse (white) logo on dark backgrounds when it is not possible to accommodate the colour logo.



Reverse (red waratah)

Use the reverse (red waratah) logo on dark backgrounds when it is not possible to accommodate the colour logo.



Note

Mono (black), reverse (white) and reverse (red waratah) versions should be used with a maximum contrast to the background.

Section 8.5 Agency logo dos and don'ts

An agency logo must be a single device with the NSW Government logo on the left and the name of the agency on the right, divided by a vertical line.

Part of the agency name may be omitted in the logo for design purposes. This may include “Department”, “Office”, “Ministry”, “NSW”, “State” or “Government” where appropriate.

Agency logos must not be rotated, cropped or used as an image holding device.

Only the NSW Government logo should be used for all advertising and external facing government communications and project signage.

Agency logos must not be used in advertising or project signage.

For definitions of advertising, project signage and external facing government communications please refer to page 9 of these guidelines.



DO use the two-colour logo on a white background.



DO use the mono logo on a good contrast background.



DO use the reverse (white logo) on a strong contrast background.



DO use the reverse (white) logo on an image with good contrast.



DO NOT stretch the logo, or distort in anyway.



DO NOT recolour or change the logo and logotype.



DO NOT place the logo on backgrounds with similar contrast.



DO NOT use the reverse (white) logo on an image with bad contrast.

Section 9

Multi-agency involvement

9.1 Sponsorship and funding acknowledgment

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Section 9.1

Sponsorship and funding acknowledgment

There are a number of logos which can be used to recognise the contribution of the NSW Government. These include, but are not limited to, initiatives supported or sponsored, but not run by, government.

The NSW Government logo should take precedence over agency logos and must be in the most prominent position.

For all advertising, agencies are required to include the NSW Government logo. Wherever possible, the logo should appear in full colour and be integrated into the design.

For larger scale and outdoor advertisements, agencies should increase the size of the logo appropriately to ensure that it retains prominence.

Supported by the



Government funded project example

Proudly funded by



All materials prepared for a NSW Government funded project must include the acknowledgment “Proudly funded by”.

If there is more than one funding contributor, the acknowledgement must include the NSW Government first and then name each contributor in order of the value provided.

For more information on use of the NSW Government funding acknowledgement signage, please refer to the NSW Government funding acknowledgement signage guidelines: dpc.nsw.gov.au

More than one funding contributor example

**Proudly funded by the
NSW Government in association
with [insert contributor’s name]**



Section 10

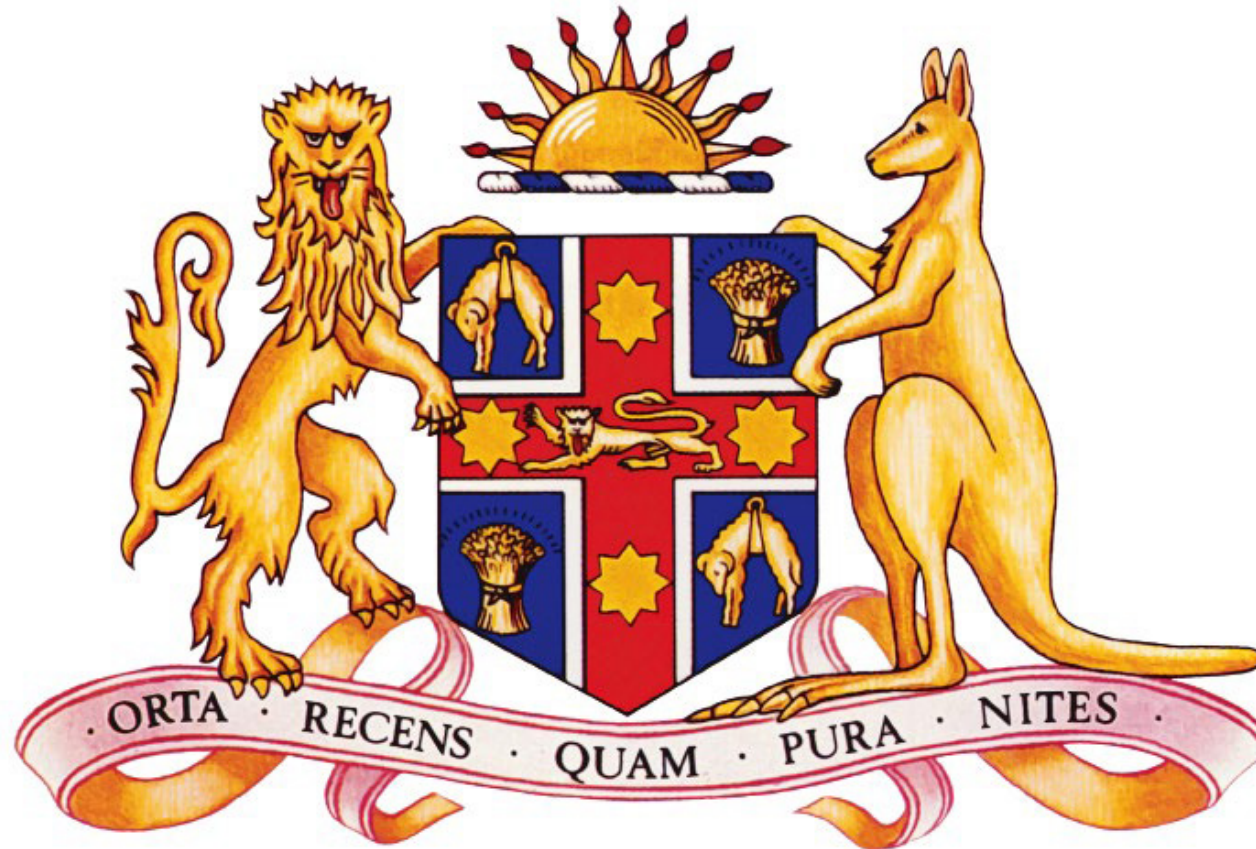
NSW Coat of Arms

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10

Section 10.1
Coat of Arms



Section 10.2

Coat of Arms usage



New South Wales Government

Agencies cannot use the Coat of Arms (with the exception of a court or tribunal) unless they have the approval of the Cabinet Standing Committee on Communication and Government Advertising. If approval has been granted, the Coat of Arms can be used for official correspondence only. This rule must be strictly adhered to.

For guidance on appropriate use of state arms, refer to the *State Arms, Symbols and Emblems Act 2004*, and the guidelines for the application and use of the New South Wales Coat of Arms.

Under Section 6(1) of the Act, "a person must not print, issue or use the State arms or a State symbol in connection with any trade, business, calling or profession, or the collection of debts, without the authority of the Governor or Attorney General". All such requests must be directed to the NSW Attorney General's office for approval.



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New South Wales

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F: 61 2 0000 0000
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Disclaimer

Accessing images and fonts

If you require any images contained in this document, or details of how to obtain Gotham font, you should contact your branding coordinator. Alternatively, contact Communications and Engagement at the Department of Premier and Cabinet.

Phone 02 9228 5555

Email branding@dpc.nsw.gov.au

Address

Communications and Engagement, Department of Premier and Cabinet
52 Martin Place, Sydney NSW 2000

This document is subject to regular review and updating. Please visit <http://sc.dpc.nsw.gov.au/> to ensure you have the latest version of the guide.

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