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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

1.1 Architecture overview
1.2 Correct use of the NSW Government logo for advertising, project signage and external facing government communications
1.3 Definitions of applications
1.4 Architectural principles
1.5 The model
1.6 Master brand
1.7 Co-branding identities
1.8 Independents
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.
Section 1.6

Master brand

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

2.1 Which logo should be used? 16
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2.9 Incorrect use 24
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.

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

NSW Government Brand Guidelines

Master brand logo
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.

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

**Section 2.9 Incorrect use**

**DO NOT** use on busy or patterned backgrounds

**DO NOT** rotate logo

**DO NOT** change the placement of the logo

**DO NOT** crop the logo

**DO NOT** use Waratah only as the logo

**DO NOT** apply effects to the logo

**DO NOT** change the colour of the logo

**DO NOT** use colour version on blue background

**DO NOT** change the scale of the logo
Co-branding identities

3.1 Co-branding identity lock-up size and spacing 26
3.2 Co-branding identity overview and signage 27
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.
Section 4

NSW

Colour palette

4.1 Colour palette
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: 100 75 4
- HEX: #d7153a
- PMS: 186c

**BLUE**
- RGB: 0 124 185
- CMYK: 85 44 5
- HEX: #0a7cb9
- 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
- HEX: #0a7cb9
- PMS: 2925c

**BLUE 1 50%**
- RGB: 132 189 220
- CMYK: 46 12 5
- HEX: #84bdcd
- PMS: 2925@50%

**BLUE 2**
- RGB: 0 171 230
- CMYK: 72 14 0
- HEX: #00abe6
- PMS: 298c

**GREY**
- RGB: 79 79 79
- CMYK: 0 0 0
- 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
- HEX: #752f8a
- PMS: 526c

**NATIVE GREEN**
- RGB: 120 177 67
- CMYK: 59 100 0
- HEX: #70b32d
- PMS: 386c

**ORANGE**
- RGB: 255 127 47
- CMYK: 0 61 80
- HEX: #ff7f2f
- PMS: 1575c

**BRIGHT YELLOW**
- RGB: 249 190 0
- CMYK: 2 27 96
- HEX: #f9be00
- PMS: 7408c
Section 5

NSW Typography

5.1 Typography 31
5.2 Typography – alternative 32
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**

A B C D E F G H I J K L M N O P Q R S T U V W Y Z abcdefghijklmnopqrstuvwxyz

**Subheadings, Gotham Medium**

A B C D E F G H I J K L M N O P Q R S T U V W Y Z abcdefghijklmnopqrstuvwxyz

**Body Copy, Gotham Book**

A B C D E F G H I J K L M N O P Q R S T U V W Y Z abcdefghijklmnopqrstuvwxyz

**Captions, Gotham Light**

A B C D E F G H I J K L M N O P Q R S T U V W Y Z 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

6.1 Stylised watermark - portrait 34
6.2 Stylised watermark - landscape 35
6.3 Watermark with imagery - portrait 36
6.4 Watermark with imagery - landscape 37
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.
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.
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.
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.
Applications

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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.
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]”.

HEY TOSSER!
Put it in the bin

Other people make mistakes.
SLOW DOWN.
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**
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.
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.

Regional Growth Fund
The NSW Government is investing an additional $1.3 billion in regional infrastructure through the Regional Growth Fund.

Dear John

Find out more

Another section header

Find out more
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.
Section 8

Other department guidelines

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8.5 Agency logo dos and don'ts 54
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.

NSW Government Brand Guidelines

Other department guidelines
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 56
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.

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
Section 10

NSW Coat of Arms

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Section 10.1
Coat of Arms
Section 10.2  
Coat of Arms usage

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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