

Co-Brand

Quick reference guide

Version 1.2

November 2024

Go to nsw.gov.au/branding for the full brand guidelines.

Logo NSW Government

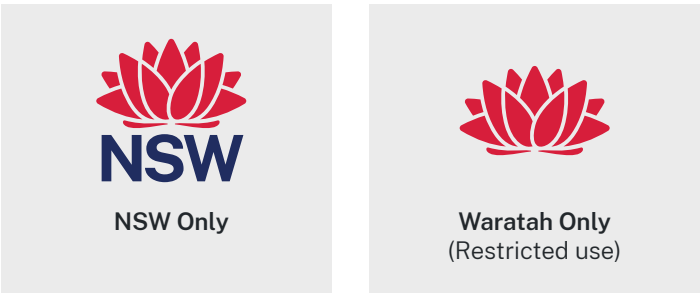
Our primary logo

Made up of the Waratah icon and the full NSW Government wordmark, our primary logo should be used in most cases, where size permits.



Small use logos

Two small-use logos are available to ensure legibility at all sizes. Guidance on when to use these logos is available in the brand guidelines.



Clear space

We use a clear space that is 100% of the width of the 'N' across all applications (except when used in app icons, or social media profiles).



Logo dos

- Ensure the logo is placed on backgrounds that allow for sufficient contrast and legibility.
- Ensure the logo has sufficient clear space.
- Ensure the appropriate sized logo is used for your application.

Logo don'ts

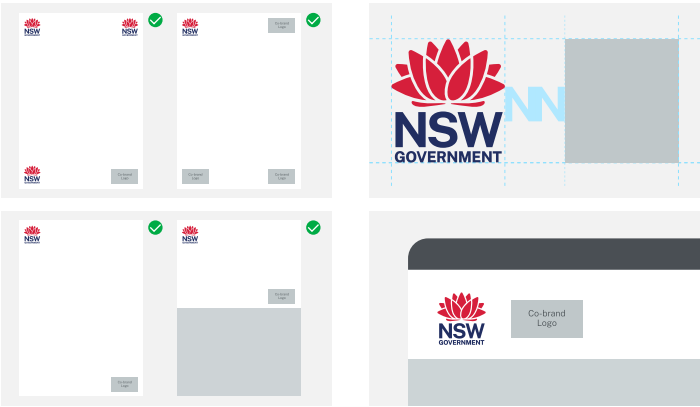
- Place the logo on busy or patterned backgrounds.
- Separate, stretch, rotate, change the scale or colour of any of the logo elements.

Logo Co-brand

Size and positioning

The NSW Government logo and co-brand logo should be visually equivalent in size.

The NSW Government logo should always appear first, e.g. to the left and/or above the co-brand logo.



Decoupled

In most applications these two logos are decoupled and anchored to separate corners of a page or panel.

Coupled relationship

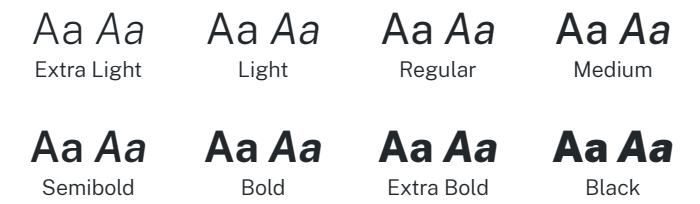
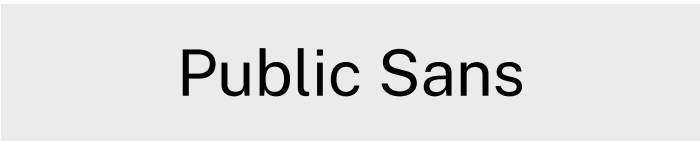
In some applications, such as website headers and email signatures, the logos can be coupled.

Typography

Our primary typeface

Public Sans is a free, open source typeface, to be used in all communications, that makes information clear and easy to read.

The Public Sans family is available in 8 weights and two styles (roman and italic).



Alternative typefaces

Where Public Sans is not available, our alternative typeface is Arial.

When translating content, if Public Sans does not support a language, choose the most accessible and appropriate typeface available for that language.

Colour

Specifications

The print and digital colour values for our palette can be found below.

White	
RGB	255/255/255
HEX	#ffffff
CMYK	0/0/0/0

Grey 01	
RGB	34/39/43
HEX	#22272b
CMYK	54/34/42/92
PMS	447 C 419 U
Grey 02	
RGB	73/80/84
HEX	#495054
CMYK	51/31/18/61
PMS	431 C 431 U
Grey 03	
RGB	205/211/214
HEX	#cdd3d6
CMYK	10/4/6/18
PMS	428 C 427 U
Grey 04	
RGB	235/235/235
HEX	#ebeb eb
CMYK	3/4/4/5
PMS	428 C (40%) 427 U (40%)

Green 01	
RGB	0/64/0
HEX	#004000
CMYK	86/20/85/56
PMS	7483 C 7483 U
Green 02	
RGB	0/170/69
HEX	#00aa45
CMYK	83/0/94/0
PMS	354 C 7481 U
Green 03	
RGB	168/237/179
HEX	#a8edb3
CMYK	33/0/39/0
PMS	2254 C 2254 U
Green 04	
RGB	219/250/223
HEX	#dbfadb
CMYK	10/0/15/0
PMS	2254 C (40%) 2254 U (40%)

Teal 01	
RGB	11/63/71
HEX	#0b3f47
CMYK	100/0/39/61
PMS	7715 C 323 U
Teal 02	
RGB	46/128/142
HEX	#2e808e
CMYK	86/22/32/17
PMS	2221 C 2221 U
Teal 03	
RGB	140/219/229
HEX	#8cdbe5
CMYK	44/0/12/0
PMS	572 C 573 U
Teal 04	
RGB	209/238/234
HEX	#d1eeea
CMYK	9/0/8/0
PMS	572 C (40%) 573 U (40%)

Blue 01 Core	
RGB	0/38/100
HEX	#002664
CMYK	100/85/5/20
PMS	281 C 281 U
Blue 02	
RGB	20/108/253
HEX	#146cfd
CMYK	94/58/0/0
PMS	2387 C 2387 U
Blue 03	
RGB	140/224/255
HEX	#8ce0ff
CMYK	40/5/0/0
PMS	291 C 283 U
Blue 04	
RGB	203/237/253
HEX	#cbdfdf
CMYK	13/2/0/0
PMS	291 C (40%) 283 U (40%)

Purple 01	
RGB	68/17/112
HEX	#441170
CMYK	90/100/0/18
PMS	2617 C 3542 U
Purple 02	
RGB	128/85/241
HEX	#8055f1
CMYK	64/66/0/0
PMS	2088 C 2088 U
Purple 03	
RGB	206/191/255
HEX	#cebfff
CMYK	24/29/0/0
PMS	2635 C 2635 U
Purple 04	
RGB	230/225/253
HEX	#e6e1fd
CMYK	7/11/0/0
PMS	2635 C (40%) 2635 U (40%)

Fuschia 01	
RGB	101/0/77
HEX	#65004d
CMYK	26/100/17/47
PMS	235 C 235 U
Fuschia 02	
RGB	217/18/174
HEX	#d912ae
CMYK	24/93/0/0
PMS	240 C 240 U
Fuschia 03	
RGB	244/181/230
HEX	#f4b5e6
CMYK	4/30/0/0
PMS	671 C 671 U
Fuschia 04	
RGB	253/222/242
HEX	#fddef2
CMYK	1/11/0/0
PMS	671 C (40%) 671 U (40%)

Red 01	
RGB	99/0/25
HEX	#630019
CMYK	22/100/51/73
PMS	7421 C 7421 U
Red 02 Core	
RGB	215/21/58
HEX	#d7153a
CMYK	0/100/75/4
PMS	186 C 186 U
Red 03	
RGB	255/184/193
HEX	#ffb8c1
CMYK	0/40/11/0
PMS	700 C 495 U
Red 04	
RGB	255/230/234
HEX	#ffe6ea
CMYK	0/13/5/0
PMS	700 C (40%) 495 U (40%)

Orange 01	
RGB	148/27/0
HEX	#941b00
CMYK	10/88/100/38
PMS	174 C 174 U
Orange 02	
RGB	243/99/27
HEX	#f3631b
CMYK	0/72/96/0
PMS	165 C 165 U
Orange 03	
RGB	255/206/153
HEX	#ffce99
CMYK	0/20/34/0
PMS	2015 C 2015 U
Orange 04	
RGB	253/237/223
HEX	#fdeddf
CMYK	0/6/13/0
PMS	2015 C (40%) 2015 U (40%)

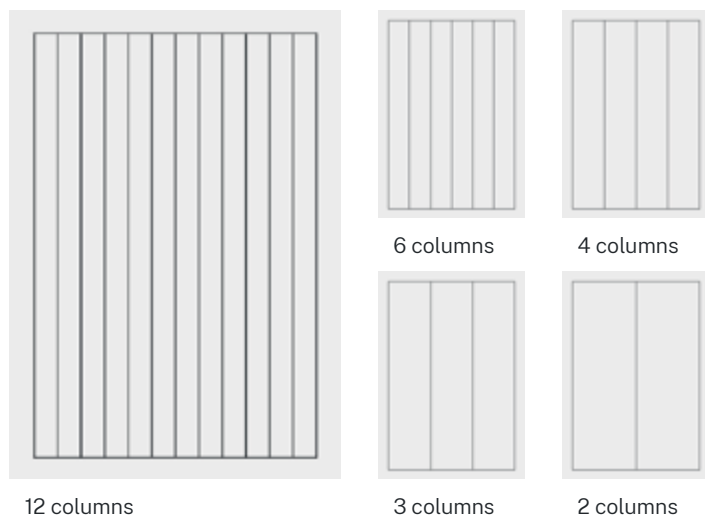
Yellow 01	
RGB	105/72/0
HEX	#694800
CMYK	25/44/96/64
PMS	147 C 140 U
Yellow 02	
RGB	250/175/5
HEX	#faaf05
CMYK	0/33/94/0
PMS	1235 C 122 U
Yellow 03	
RGB	253/231/154
HEX	#fde79a
CMYK	0/7/51/0
PMS	1205 C 2001 U
Yellow 04	
RGB	255/244/207
HEX	#fff4cf
CMYK	0/4/19/0
PMS	1205 C (40%) 2001 U (40%)

Brown 01	
RGB	82/55/25
HEX	#523719
CMYK	18/71/100/73
PMS	732 C 2320 U
Brown 02	
RGB	182/141/93
HEX	#b68d5d
CMYK	11/46/66/32
PMS	4645 C 2313 U
Brown 03	
RGB	232/208/181
HEX	#e8d0b5
CMYK	3/17/29/8
PMS	4685 C 4685 U
Brown 04	
RGB	237/227/215
HEX	#ede3d7
CMYK	1/7/10/1
PMS	4685 C (40%) 4685 U (40%)

Grid and layout

The grid

A flexible 12 x 12 grid is the framework for all our visual elements and typography. No matter the application, the grid gives you the necessary structure and guidance so you can focus on your creative idea.

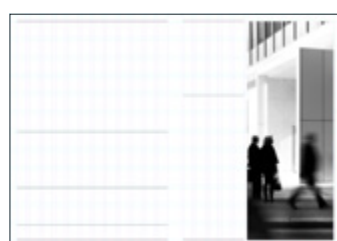
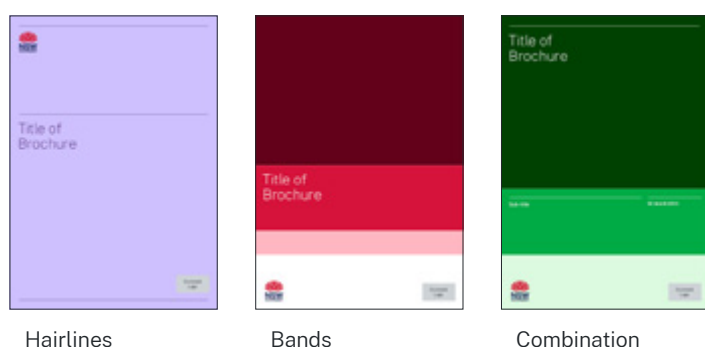


The grid can be constructed with and without margins and gutters, and can be divided to create simpler 2, 3, 4 and 6 column configurations to suit your application.

Guidance on how to construct and use the grid is available in the brand guidelines.

Line system

Hairlines and bands can aid in the structure and organisation of content. They can be used in combination with each other as well as, vertically or horizontally.



Hairlines define boundaries or segment information and can be fully extended or dynamic to content.



Bands bleed and can be used to highlight information, add colour or hold photography or illustration.

Iconography

System / UI icons

We use Google's open source library for our UI icons. These icons are available in different styles and can be downloaded at fonts.google.com/icons.



Pictograms

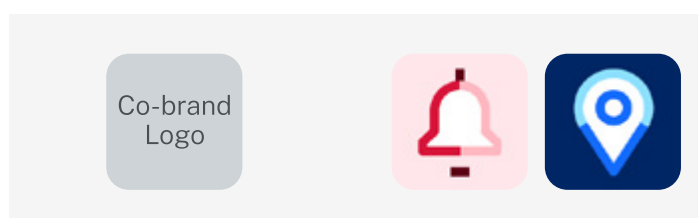
Our pictograms can be represented in four different ways: line, line with accent, fill and fill with accent.



Guidance on creating bespoke or choosing ready-made pictograms are available in the brand guidelines including style, colour and usage.

App icons

There are two different approaches that can be used for app icons, depending on how closely associated the app needs to be with NSW Government.



1. Co-brand logo

When an app is the only or core app for a co-brand entity, it should use the co-brand logo as its app icon.

2. Standard icons

This is our default approach and should be applied in the majority of circumstances.

Guidance on how to create these icons are available in the brand guidelines.

Illustration

Principles

Our illustration principles define our overall approach and perspective to illustrations across our brand:

Vibrant, human, diverse, meaningful, clear and uniquely NSW.

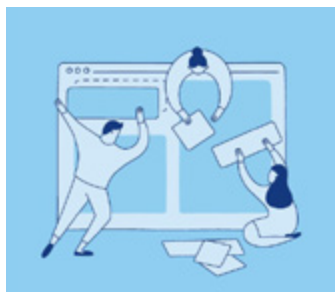
We might not always tick all of these boxes, but these overarching ideas help define what fits within our style, and what doesn't.

Illustration style

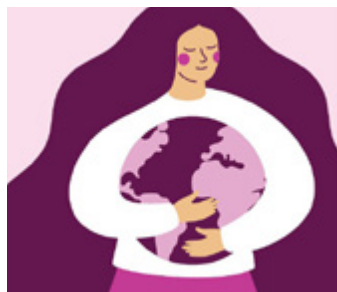
To ensure our communications are both appropriate and engaging we have a flexible approach to illustration

While there is no single illustration style, they utilise our colour palette create cohesion across communications.

Below are a few examples of some different approaches.



Keyline



Flat colour



Realistic



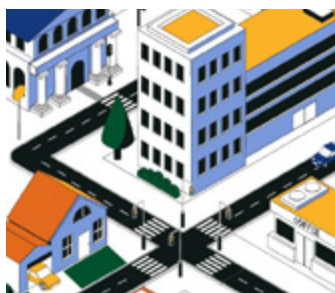
Hand drawn



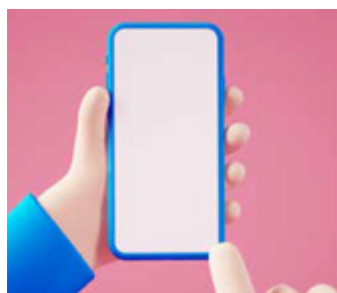
Geometric



Modular



Isometric



3D

Photography

Photographic approach

The following principles will help guide us in capturing content that reflects the lived and shared experiences of our people and places.

True to place

Our photography shows real landscapes and Australians in their environment to highlight the genuine nature and character of NSW.

Expressive diversity

Our photography showcases the full spectrum of NSW through diversity in perspective, subject, and visual tone.

An editorial approach

Our photography captures meaningful experiences and interactions in a way that is considered, striking and memorable.



Photography don'ts

- Do not choose images that feel unnatural, clearly staged, overly stock or cliché.
- Do not choose imagery that is not of NSW.
- Don't over-treat images or apply filters that feel unnatural, e.g. over-exposing, coloured effects.

Disclaimer

If you require any images contained in this document, you should contact your cluster brand team. Alternatively, contact the NSW Government brand team at the Department of Customer Service.

Email nswgovbranding@customerservice.nsw.gov.au

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