NSW Government
Visual Identity System

# Masterbrand
## Quick reference guide

Version 1.2

November 2024

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

NSW GOVERNMENT

# Logo

## 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.

**Primary Logo**

## 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.

**NSW Only**

**Waratah Only**
(Restricted use)

## 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.

# 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).

Public Sans

| | | | |
|---|---|---|---|
| Aa *Aa* Extra Light | Aa *Aa* Light | Aa *Aa* Regular | Aa *Aa* Medium |
| **Aa *Aa*** Semibold | **Aa *Aa*** Bold | **Aa *Aa*** Extra Bold | **Aa *Aa*** Black |

## 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.

# Descriptors

Descriptors replace our previous agency lockups and can be used in communications where it is important for a customer to identify a department or agency within NSW Government.

They should only be used where there is a strong customer need.

Descriptor +

Depending on the application, descriptors may be decoupled or coupled with the NSW Government logo.

Guidance on descriptor sizing, colouring and positioning is available in the brand guidelines.

# Colour

Within the masterbrand category the system can flex for both corporate and non-corporate communications and is dependent on how strong the association to NSW Government is and the type of communication.

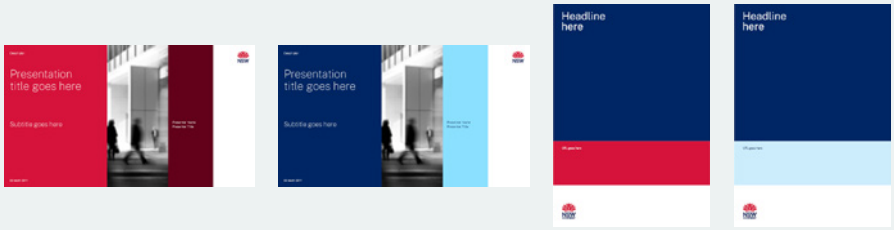
## Corporate palette

| | | |
|---|---|---|
| Grey 01 | Blue 01 C | Red 01 |
| Grey 02 | Blue 02 | Red 02 C |
| Grey 03 | Blue 03 | Red 03 |
| Grey 04 | Blue 04 | Red 04 |

The corporate palette is built around the colours of our logo and creates a strong visual connection to our brand.

Use this palette for communications that require a strong association with the NSW Government. For example, corporate communications such as agency websites, stationery, annual reports etc.

### Example colour application




## Non-corporate palette

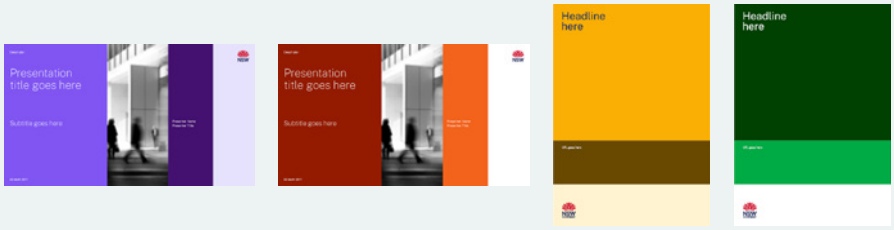
| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Grey 01 | Green 01 | Teal 01 | Blue 01 C | Purple 01 | Pink 01 | Red 01 | Orange 01 | Yellow 01 | Brown 01 |
| Grey 02 | Green 02 | Teal 02 | Blue 02 | Purple 02 | Pink 02 | Red 02 C | Orange 02 | Yellow 02 | Brown 02 |
| Grey 03 | Green 03 | Teal 03 | Blue 03 | Purple 03 | Pink 03 | Red 03 | Orange 03 | Yellow 03 | Brown 03 |
| Grey 04 | Green 04 | Teal 04 | Blue 04 | Purple 04 | Pink 04 | Red 04 | Orange 04 | Yellow 04 | Brown 04 |

For non-corporate communications, we have access to the wider colour palette.

This palette has been created to accommodate a wide variety of subject matters and communication, under a consistent system.

Use this palette when greater expression and flexibility is needed. For example, programs, products and campaigns.

### Example colour application




Refer to the brand guidelines for guidance on how to apply colour correctly and choose accessible colour combinations.

# 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 4/34/42/92
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 #ebebeb
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 #dbfadf
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 #cbedfd
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

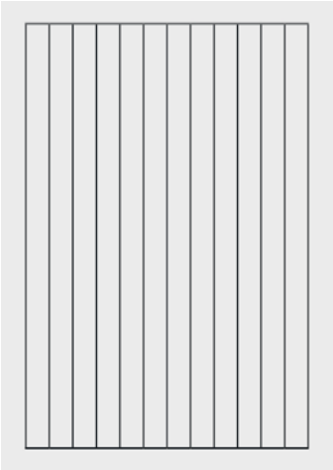
**Brown 03**
RGB 232/208/181
HEX #e8d0b5
CMYK 3/17/29/8
PMS 4685 C
4685 U

**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 typograpy. No matter the application, the grid gives you the necessary structure and guidance so you can focus on your creative idea.



12 columns

6 columns

4 columns

3 columns

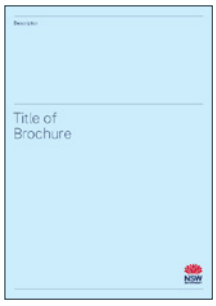
2 columns

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.

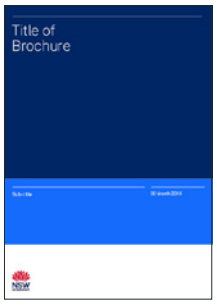
## Line system

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

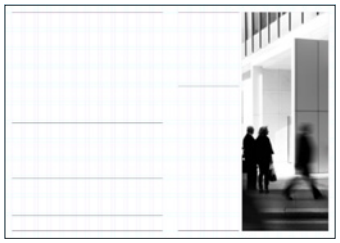



Hairlines

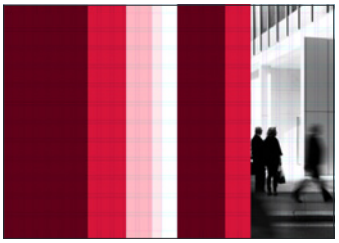
Bands




Combination



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 .

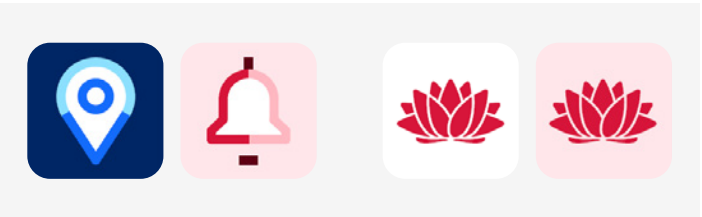
## Pictograms

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. 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 guidlines.

**2. Waratah icons**

The Waratah Only logo can be used when an app requires a strong association with NSW Government.

# Illustration

## Principles

Our illustration principles define our overall approach and perspective to illustrations across our brand: **Vibrant, human, diverse, meaningful, clear and uniquely NSW.**

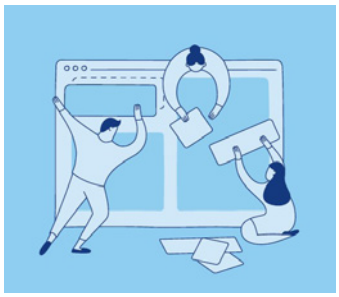
We might not always tick all of these boxes, but these overarching ideas help define what fits within our style, and what doesn't.

## 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**

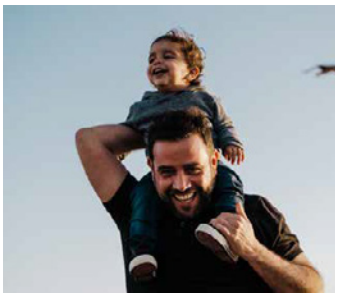
Our photography shows real landscapes and Australians in their environment to highlight the genuine nature and character of NSW.

**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 cliche.
- 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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