
NSW Government Visual Identity System

Masterbrand

Quick reference guide

Version 1.1

June 2022

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



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.



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.

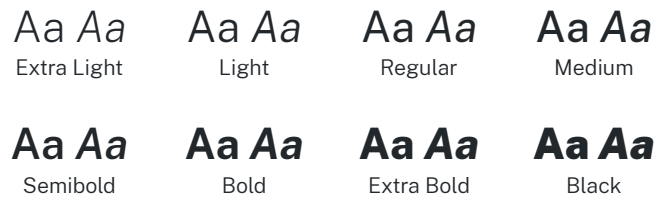
Typography

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



Alternative typefaces

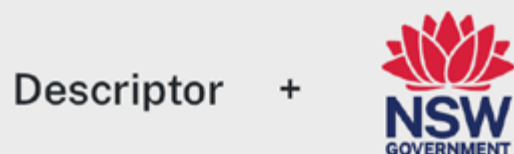
Where Public Sans is not available, our alternative typeface is Arial.

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.



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.

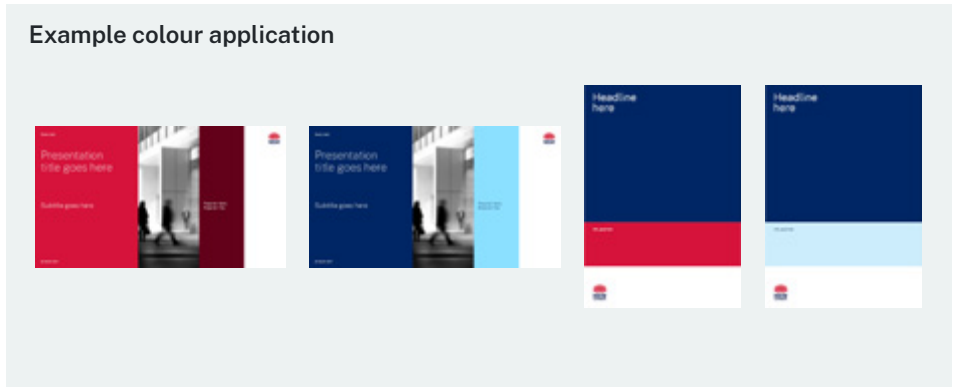
Corporate colours

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 colours are built around the colours of our logo and creates a strong visual connection to our brand.

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

Example colour application



Non-corporate colours

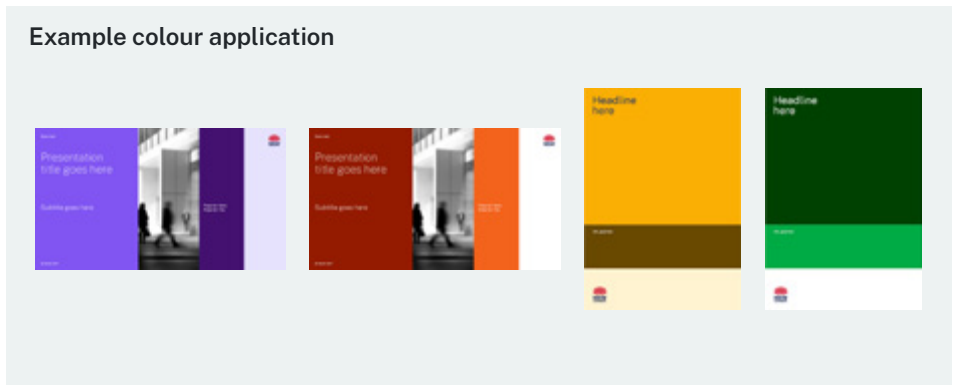
Grey 01	Green 01	Teal 01	Blue 01 C	Purple 01	Pink 01	Red 01	Orange 01	Yellow 01	Brown 01
Grey 02	Green 02	Teal 02	Blue 02	Purple 02	Pink 02	Red 02 C	Orange 02	Yellow 02	Brown 02
Grey 03	Green 03	Teal 03	Blue 03	Purple 03	Pink 03	Red 03	Orange 03	Yellow 03	Brown 03
Grey 04	Green 04	Teal 04	Blue 04	Purple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

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

The colour 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

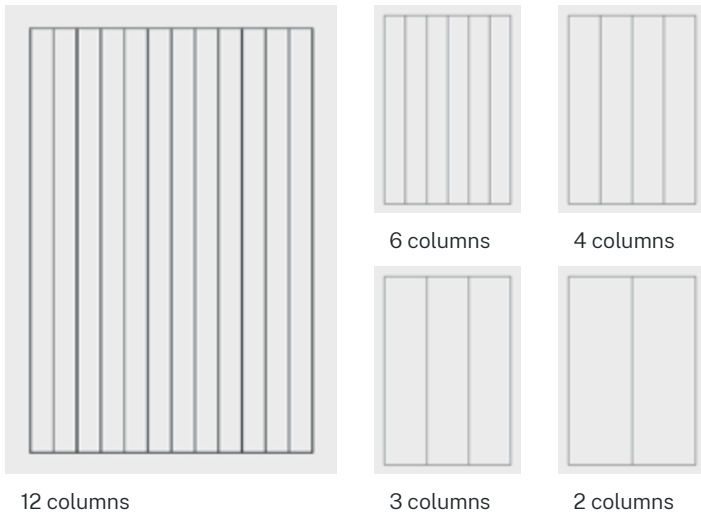
RGB 255/255/255
HEX #ffffff
CMYK 0/0/0/0

Grey 01 RGB 34/39/43 HEX #22272b CMYK 54/34/42/92 PMS 447 C 419 U	Green 01 RGB 0/64/0 HEX #004000 CMYK 86/20/85/56 PMS 7483 C 7483 U	Teal 01 RGB 11/63/71 HEX #0b3f47 CMYK 100/0/39/61 PMS 7715 C 323 U	Blue 01 Core RGB 0/38/100 HEX #002664 CMYK 100/85/5/20 PMS 281 C 281 U	Purple 01 RGB 68/17/112 HEX #441170 CMYK 90/100/0/18 PMS 2617 C 3542 U
Grey 02 RGB 73/80/84 HEX #495054 CMYK 51/31/18/61 PMS 431 C 431 U	Green 02 RGB 0/170/69 HEX #00aa45 CMYK 83/0/94/0 PMS 354 C 7481 U	Teal 02 RGB 46/128/142 HEX #2e808e CMYK 86/22/32/17 PMS 2221 C 2221 U	Blue 02 RGB 20/108/253 HEX #146cfd CMYK 94/58/0/0 PMS 2387 C 2387 U	Purple 02 RGB 128/85/241 HEX #8055f1 CMYK 64/66/0/0 PMS 2088 C 2088 U
Grey 03 RGB 205/211/214 HEX #cdd3d6 CMYK 10/4/6/18 PMS 428 C 427 U	Green 03 RGB 168/237/179 HEX #a8edb3 CMYK 33/0/39/0 PMS 2254 C 2254 U	Teal 03 RGB 140/219/229 HEX #8cdbe5 CMYK 29/0/22/0 PMS 572 C 573 U	Blue 03 RGB 140/224/255 HEX #8ce0ff CMYK 40/5/0/0 PMS 291 C 283 U	Purple 03 RGB 206/191/255 HEX #cebfff CMYK 24/29/0/0 PMS 2635 C 2635 U
Grey 04 RGB 235/235/235 HEX #ebebeb CMYK 3/4/4/5 PMS 428 C (40%) 427 U (40%)	Green 04 RGB 219/250/223 HEX #dbfadb CMYK 10/0/15/0 PMS 2254 C (40%) 2254 U (40%)	Teal 04 RGB 209/238/234 HEX #d1eeea CMYK 9/0/8/0 PMS 572 C (40%) 573 U (40%)	Blue 04 RGB 203/237/253 HEX #cbbedf CMYK 13/2/0/0 PMS 291 C (40%) 283 U (40%)	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	Red 01 RGB 99/0/25 HEX #630019 CMYK 22/100/51/73 PMS 7421 C 7421 U	Orange 01 RGB 148/27/0 HEX #941b00 CMYK 10/88/100/38 PMS 174 C 174 U	Yellow 01 RGB 105/72/0 HEX #694800 CMYK 25/44/96/64 PMS 147 C 140 U	Brown 01 RGB 82/55/25 HEX #523719 CMYK 18/71/100/73 PMS 732 C 2320 U
Fuschia 02 RGB 217/18/174 HEX #d912ae CMYK 24/93/0/0 PMS 240 C 240 U	Red 02 Core RGB 215/21/58 HEX #d7153a CMYK 0/100/75/4 PMS 186 C 186 U	Orange 02 RGB 243/99/27 HEX #f3631b CMYK 0/72/96/0 PMS 165 C 165 U	Yellow 02 RGB 250/175/5 HEX #faaf05 CMYK 0/33/94/0 PMS 1235 C 122 U	Brown 02 RGB 182/141/93 HEX #b68d5d CMYK 11/46/66/32 PMS 4645 C 2313 U
Fuschia 03 RGB 244/181/230 HEX #f4b5e6 CMYK 4/30/0/0 PMS 671 C 671 U	Red 03 RGB 255/184/193 HEX #ffb8c1 CMYK 0/40/11/0 PMS 700 C 495 U	Orange 03 RGB 255/206/153 HEX #ffce99 CMYK 0/20/34/0 PMS 2015 C 2015 U	Yellow 03 RGB 253/231/154 HEX #fde79a CMYK 0/7/51/0 PMS 1205 C 2001 U	Brown 03 RGB 232/208/181 HEX #e8d0b5 CMYK 3/17/29/8 PMS 4685 C 4685 U
Fuschia 04 RGB 253/222/242 HEX #fddef2 CMYK 1/11/0/0 PMS 671 C (40%) 671 U (40%)	Red 04 RGB 255/230/234 HEX #ffe6ea CMYK 0/13/5/0 PMS 700 C (40%) 495 U (40%)	Orange 04 RGB 253/237/223 HEX #fdeddf CMYK 0/6/13/0 PMS 2015 C (40%) 2015 U (40%)	Yellow 04 RGB 255/244/207 HEX #fff4cf CMYK 0/4/19/0 PMS 1205 C (40%) 2001 U (40%)	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.

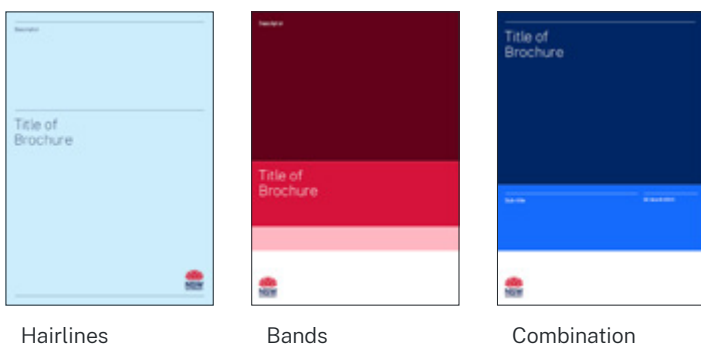


The grid can be constructed with and without margins and gutters, and can be divided to create simpler 2, 3, 4 and 6 column configurations to suit your application.

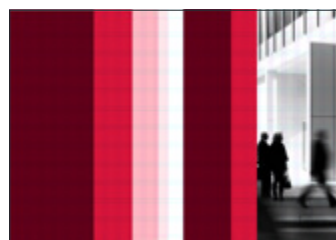
Guidance on how to construct and use the grid is available in the brand guidelines.

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

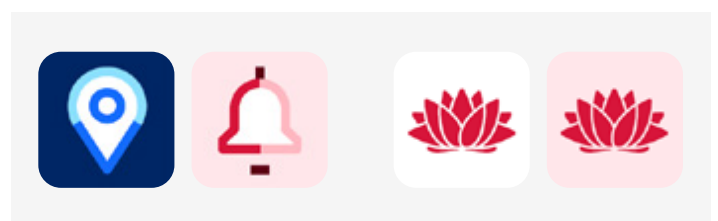
Our pictograms can be represented in four different ways: line, line with accent, fill and fill with accent.



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. 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.

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.

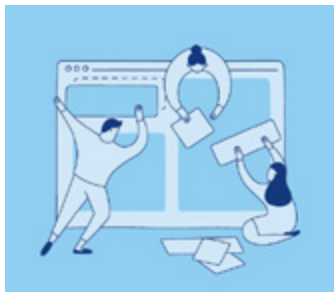
We might not always tick all of these boxes, but these overarching ideas help define what fits within our style, and what doesn't.

Illustration style

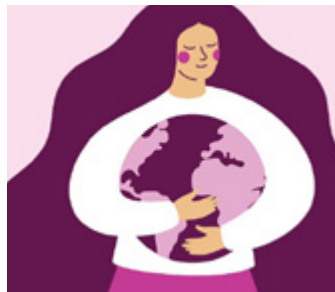
To ensure our communications are both appropriate and engaging we have a flexible approach to illustration.

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

Below are a few examples of some different approaches.



Keyline



Flat colour



Realistic



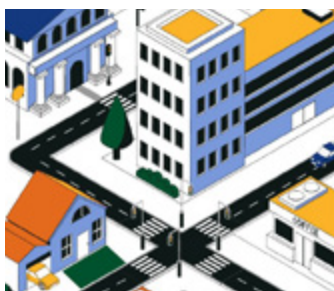
Hand drawn



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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