we are
create
nsw

creatensw
LOGO GUIDELINES
NOVEMBER 2017

create.nsw.gov.au

NSW
GOVERNMENT

all recipients of Create NSW funding must publicly acknowledge support by using the NSW Government logo

We are incredibly proud of the artists, screen practitioners and arts, screen and cultural organisations we support through the:

*   Arts and Cultural Development Program, and our strategic initiatives

*   Screen Industry Development, Screen Audience Development, and Screen Strategic Opportunities program.

We want to celebrate this investment with the people of NSW and one of the best ways we can convey this information is through the public's experience of your work.

It is condition of funding agreements that recipients of Create NSW funding are required to publicly acknowledge the support of the NSW Government by:

*   placing the logo/s on all promotional materials and

*   using specific wording ('text acknowledgement') in any public speeches, interviews and in all text-only promotion of the project.

Specific logo acknowledgement may vary according to the program or project funded, so please read the information below carefully. Create NSW can provide further guidance as required.

Verbal acknowledgement of NSW Government through Create NSW support should also be used in launch/event speeches and other promotional opportunities where a logo may not be possible.

In addition to these guidelines, further information on appropriate logo acknowledgement is included in all Create NSW funding agreements.

Please check these guidelines regularly and before use as they are reviewed from time to time.

creatensw

the NSW Government logo should be acknowledged in all collateral corresponding to a funding program

This includes but is not limited to:

1   Organisation websites, in a position appropriate to the level of support

2   Invitations

3   Banners, including electronic versions

4   Publications

5   Electronic and printed material undertaken in relations to the funded activity, as an example: web pages, online newsletters, and social media collateral where appropriate

6   Any products developed as a result of the funded activity, print or online

7   Annual reports.

If you are receiving program funding, the logo must appear on all materials relating to all activities in your program.

The NSW Government logo should not be used in another capacity, without the prior written consent of Create NSW, which may be granted or refused at Create NSW's absolute discretion.

Create NSW is pleased to support and create opportunities for growth to foster the future of arts and culture in NSW

The size and position of the NSW Government logo must be appropriate to the level of support relative to other sources of support.

Please email Melissa Keogh at **melissa.keogh@create.nsw.gov.au** for a copy of the logo package.

The NSW Government logo (as above) should not be cropped, scaled disproportionately, rotated or altered in any way. 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).

Wherever possible, the logo should appear in full colour and be integrated into the design. The NSW Government logo should also appear on a white or light background wherever possible.

If the logo is placed on a solid background (other than white), there must be sufficient contrast between the logo and the background colour or tint. The reverse (white) logo is available for use on dark backgrounds and the logo should not be used over any images or gradient backgrounds.

creatensw

The following text must accompany the NSW Government logo on websites, annual reports and annual program collateral where appropriate:

'[This project/organisation] is supported by the NSW Government through Create NSW.'

The wording is not required for other collateral. If in doubt, please confirm with Create NSW.

The acknowledgement text can be positioned above or below the NSW Government logo, or separately depending on space and/or layout constraints.

The preferred font for the acknowledgement text is Gotham (light, medium or bold, as appropriate). If this font is not available, Arial is the suggested alternative.

VERBAL **ACKNOWLEDGMENT**

Verbal acknowledgement of NSW Government through Create NSW support should also be used in launch/event speeches and other promotional opportunities where a logo may not be possible.

creatensw

LOGO REQUIREMENTS FOR **MAJOR PARTNERS**

Requirements for major partners are subject to individual negotiations between Create NSW and the relevant organisations.

Please refer to your contract with Create NSW and contact Create NSW if in doubt.

LOGO REQUIREMENTS FOR **CREATE NSW TENANTS**

Organisations accommodated through the Create NSW Infrastructure Support Program are advised of acknowledgment requirements by Create NSW.

Please refer to your contract with Create NSW and contact Create NSW if in doubt.

LOGO ACKNOWLEDGEMENT FOR MORE THAN ONE **NSW GOVERNMENT SUPPORTER**

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

Proudly funded by the
NSW Government in association
with Create NSW and
[insert contributor's name]

NSW
GOVERNMENT

creatensw