

NSW Government Brand Toolbox

Easy User Guide

Version 1



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1. Registration

1. First time users will need to register via the link on the landing page.

NSW GOVERNMENT

Welcome to the NSW Government Brand Toolbox

Login

Email

Password

Login [Forgot your password?](#)

Register
[If this is your first time here please register >](#)

Unable to access NSW Government Brand Toolbox? Click [Webmaster](#)

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2. You will then need to select the cluster you belong to from the drop-down list, or select 'Externals' if you're not employed by the NSW Government.

Note – 'Externals' will also need to supply the name and email address of the NSW Government employee requiring them to refer to the brand guidelines and await their approval.



Register

Please fill out the NSW Government Brand Toolbox registration form.

This request will be sent to the NSW Government Brand Team for approval. Please allow two business days for an email response.

Please choose your membership type

Select...

- Health
- Education
- Premier and Cabinet
- Regional NSW
- Enterprise Investment and Trade
- Treasury
- Stronger Communities
- Transport
- Customer Service
- Planning and Environment
- Externals

- Once you have selected your cluster (or Externals), complete your details and also select your email suffix from the drop-down list.

Note – the email suffixes are aligned to the chosen cluster. If yours does not appear in the list, **do not select** ‘Externals’ as an alternative, but check to see you’ve selected the correct cluster or confirm which cluster your agency belongs to. If you still can’t locate it in the drop-down list, please email nswgovbranding@customerservice.nsw.gov.au to have it added.

Register

Please fill out the NSW Government Brand Toolbox registration form.

This request will be sent to the NSW Government Brand Team for approval. Please allow two business days for an email response.

Please choose your membership type

Customer Service ▼

About you

First name *

Last name *

Your details

Email address Prefix * @ customerservice.nsw.gov.au ▼

Retype Email Prefix * @ customerservice.nsw.gov.au

Job title *

Department *

Contact phone number *

cyber.nsw.gov.au

safework.nsw.gov.au

sira.nsw.gov.au

service.nsw.gov.au


Account security

Password length must be a minimum of 8 characters and contain letters and numbers.

Password *

Retype password *

reCAPTCHA

I'm not a robot 

- All material displayed in NSW Government Brand Toolbox, including trademarks and brand names, is the intellectual property of the NSW Government and must only be used with NSW Government's prior written consent.

By registering your details, you agree to your personal information being handled in accordance with the NSW Government [Privacy statement](#), including to receive Brand Updates via email on important changes to NSW Government Brand Standards, templates or other materials.

Register

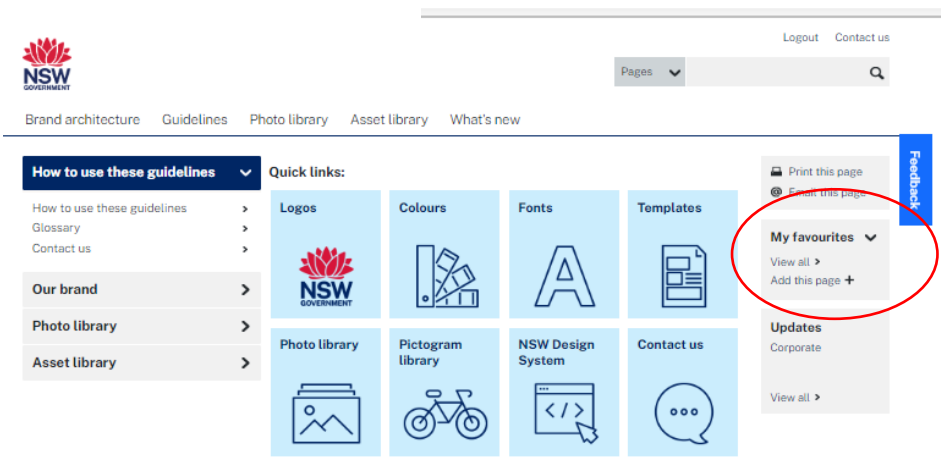
2. Navigation

1. Users can navigate across sections via the:
 - a) Top navigation bar
 - b) Side navigation bar
 - c) Anchor links
 - d) Previous/Next buttons
 - e) NSW Government logo (to return to the home page).

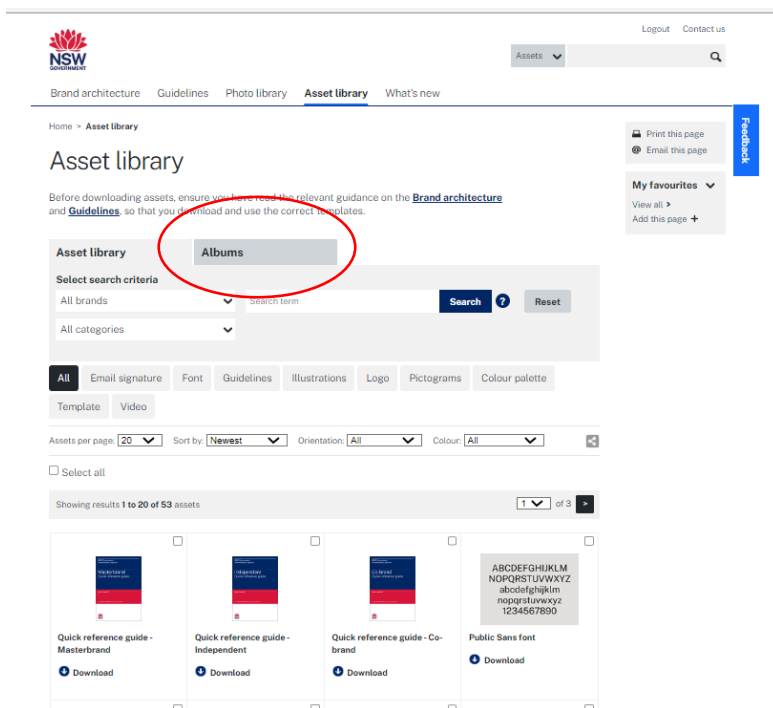
The screenshot shows the NSW Government website's Brand Guidelines page. The NSW Government logo is circled in red and labeled 'e'. The top navigation bar, containing 'Brand architecture', 'Guidelines', 'Photo library', 'Asset library', and 'What's new', is circled in red and labeled 'a'. A side navigation menu on the left, listing 'Masterbrand', 'Co-brand', 'Endorsed', and 'Independent', is circled in red and labeled 'b'. The main content area features a dark blue header with the text 'Guidelines' and a paragraph: 'Guidance on how to apply branding. Our approach uses best practice customer-centric design and communication principles. Once you have reviewed the **Brand architecture** to determine which brand category to use, select one of the four options below for guidance on how to apply branding.' Below this, under the heading 'Contents:', there are four anchor links: 'Masterbrand', 'Co-brand', 'Endorsed', and 'Independent', which are circled in red and labeled 'c'. At the bottom of the page, there are two dark blue buttons: '< Previous' and 'Next >', which are circled in red and labeled 'd'. On the right side of the page, there are utility links: 'Print this page', 'Email this page', 'My favourites', and a vertical 'Feedback' button.

3. Accessing preferred content

1. You can bookmark and view your favourite pages via the 'My favourites' tab

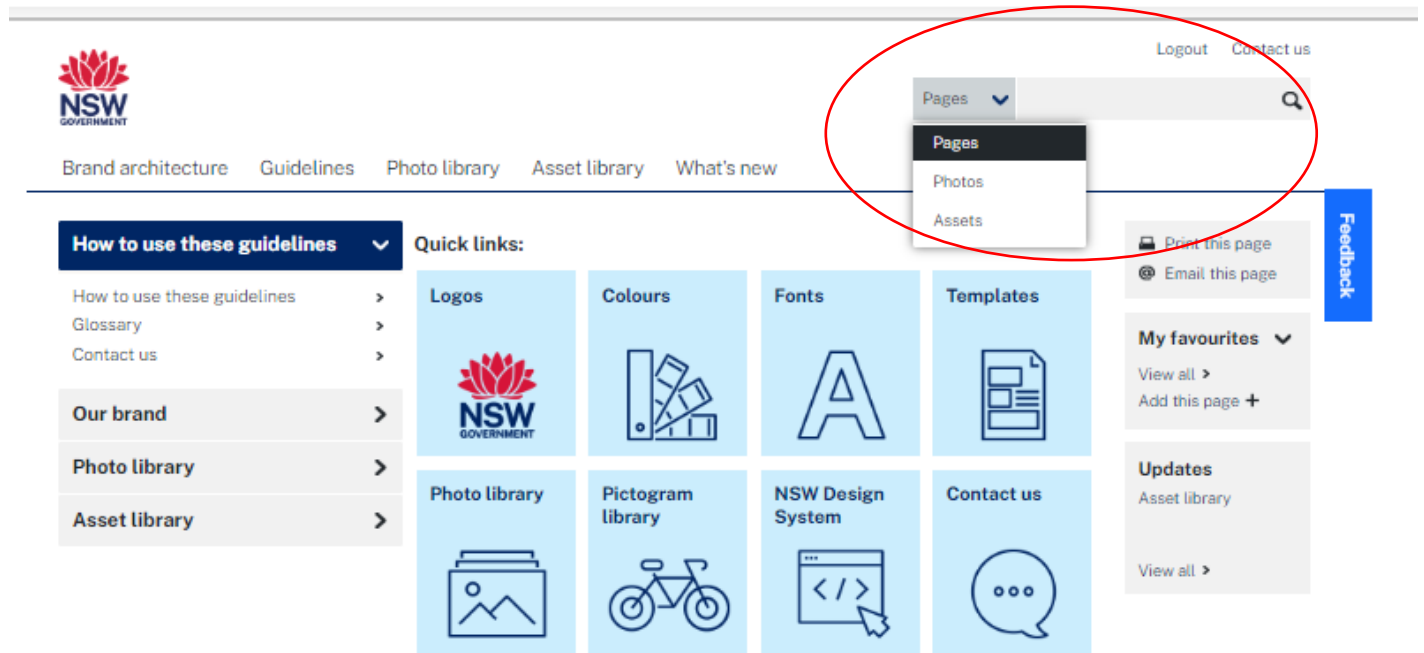


2. You can also create 'Albums' with your preferred assets or images



4. Search

There's an option in the top right-hand corner of every page which allows you to search keywords. It also features a drop-down list for you to choose which category you wish to perform the search within.



5. Keeping up to date with changes

For a quick way of keeping across changes to the guidelines, you can check the 'What's new' section or you can also view the list in the 'Updates' tab.

The screenshot shows the NSW Government website's navigation and content area. At the top right, there are links for 'Logout' and 'Contact us'. Below the NSW Government logo, a navigation bar includes 'Brand architecture', 'Guidelines', 'Photo library', 'Asset library', and 'What's new', with 'What's new' circled in red. A search bar with a 'Pages' dropdown and a search icon is also present. On the left, a 'How to use these guidelines' dropdown menu is open, showing options like 'How to use these guidelines', 'Glossary', and 'Contact us'. The main content area features a 'Quick links' grid with eight tiles: Logos (with the NSW Government logo), Colours, Fonts, Templates, Photo library, Pictogram library, NSW Design System, and Contact us. On the right, there are utility links for 'Print this page' and 'Email this page', a 'My favourites' section, and an 'Updates' section with a sub-link for 'Non-corporate', which is circled in red. A vertical 'Feedback' button is located on the far right.

6. Sharing information with someone who is not on Brand Toolbox

At times there may be a need to share information or assets as a one off with someone who is not registered on Brand Toolbox.

In those instances, you can share a page of the guidelines by the 'Email this page' link in the top right-hand corner, and you can also share assets by the 'Share file' link in the asset preview.

Pages

NSW GOVERNMENT

Logout Contact us

Pages

Brand architecture **Guidelines** Photo library Asset library What's new

Home > Guidelines > Masterbrand > Logos > **Logo usage**

Masterbrand

Logos

NSW Government logo

Logo usage

Logo use in social media

Don'ts

Special use logos

Resources

Descriptors

Typography

Colour

Grids and layout

Photography

Illustration

Infographics

Iconography

Applications

Co-brand

Endorsed

Independent

Logo usage

Placement and sizing

Logo placement

There are many places where the NSW Government logo can sit. Wherever possible, it should be locked to the corner of a page or panel.

Note: A panel is a blank white or coloured space that houses information.

(Panel option)

(Panel option)

Assets (images, logos, pictograms etc.)

NSW_FillPictograms_Bus.eps

Filename: NSW_FillPictograms_Bus.eps

Version: 1

Brand: NSW Government

Format: Pictograms

File type: EPS

File size: 202.41 KB

Dimensions: Square

Colour mode: RGB

Date modified: 11 Aug 2022 @ 04:21 PM

Categories: Travel & Transportation

Keywords: Pictogram, Icon, Fill, Bus, Vehicle, Travel, Transport, Transportation, Transit

Share file

7. Contact us

Each cluster within the NSW Government has a brand team that can help with any enquiries and can be contacted by clicking on the 'Contact us' link in the top right-hand corner, and in turn by sending an email to their respective email address.



Logout [Contact us](#)

Pages ▾

[Brand architecture](#) [Guidelines](#) [Photo library](#) [Asset library](#) [What's new](#)

Home > [Contact us](#)

Contact us

If you would like to contact us, the branding team for each cluster would be the most appropriate contact for your enquiry and can be reached via the following:

- **Customer Service** - dcsbranding@customerservice.nsw.gov.au
- **Education** - brand@det.nsw.edu.au
- **Enterprise, Investment and Trade** - brandandmarketing@enterprise.nsw.gov.au
- **Health** - publishing@health.nsw.gov.au
- **Planning and Environment** - brand@planning.nsw.gov.au
- **Premier and Cabinet** - creative.services@dpc.nsw.gov.au
- **Regional NSW** - branding@regional.nsw.gov.au
- **Stronger Communities** - branding@justice.nsw.gov.au
- **Transport** - brand@transport.nsw.gov.au
- **Treasury** - communications@treasury.nsw.gov.au

Alternatively, any site comments or suggestions can be made by completing the feedback form to the right of the screen.

Print this page
 Email this page

My favourites ▾
View all >
Add this page +

Feedback

