# Look & Feel

August 2020

NSW GOVERNMENT

LOOK & FEEL GUIDE

# Everything you need to know to unify and bring your campaign to life.

GENERAL RULES

# All branding, type and logo styling needs to follow DPIE & NSW Guidelines.

# Our logo

## NSW Department of Planning, Industry and Environment logo

The departmental logo is used in all of our internal communications and business collateral such as letterheads and business cards.
It should not be used for any external-facing communications.

Do not use unit logos on external-facing communications unless the unit has been granted an exemption from the Department of Customer Service.

The full colour version should always take precedence, followed by the black and white versions. It should have a prominent position in the department's internal communications.

Full colour

Reverse red

Mono black

Mono white

# Our logo

## Clear space

There needs to be a minimum amount of clear space around a logo to ensure its clarity and integrity. Our logo's clear space is 100% of the height of 'N' for print and 50% of the height for screen. Exceptions to this rule may apply when it is used in apps, or social media profiles.

## Placement

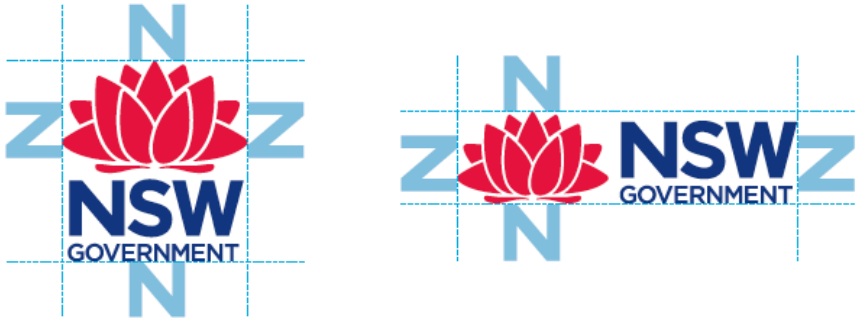
The logo should be clearly present and dominant on all government communications.

The preferred position of the NSW Government logo is the bottom left-hand corner of all communications. Where this is not possible, position the logo in any other corner.

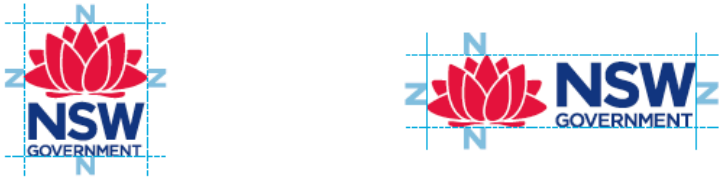
## Minimum size

The minimum size for reproduction of the logo is:

- 15 mm height (print)
- 45 px height (digital).




Print applications 100% height of the 'N'




Screen applications 50% height of the 'N'

# Our logo

## Dos and don'ts

**Do not** disregard the clear space requirements.

**Do not** use the logo over an image where legability is compromised.

**Do** pay attention to the clear space requirements for both digital and print usage

**Do not** use an inappropriately coloured logo for poor background colour contrast.

**Do not** distort the logo by stretching or compressing either vertically or horizontally.

**Do** use an appropriately coloured version of the logo for good background colour contrast.

**Do not** use a red waratah versions of the logo on red coloured backgrounds.

**Do** choose a background image that allows the logo to be clearly legible. Areas of dark or light colour will provide the best contrast.

**Do** use the white reverse waratah versions of the logo on red coloured backgrounds. Use red backgrounds only when necessary.

# Fonts

## Primary font – Gotham

Use Gotham as the primary typeface for all highly designed documents (created by a graphic designer). It is the official NSW Government font and has been chosen for its legibility, readability and compatibility with digital formats.

A limited number of Gotham font licences are available for approved department staff members. For more information, contact brand@planning.nsw.gov.au

## Secondary font – Arial

Arial is the secondary font for the department and can be used when Gotham is not available. Gotham is a commercial, licensed font that requires installation, whereas Arial is a standard Windows font found in all Microsoft Office applications.

## Email font – Arial

Use Arial for email signatures and body text. Body text should be 11 pt minimum size and black for legibility.

## Website font – Montserrat

Use Montserrat as the typeface for web pages, including all digital publications and multimedia elements. See the digital design system for more information.

**Headlines, Gotham Bold**

Aa Bb Cc 123

**Body Copy, Gotham Light**

Aa Bb Cc 123

**Secondary font, Arial Regular**

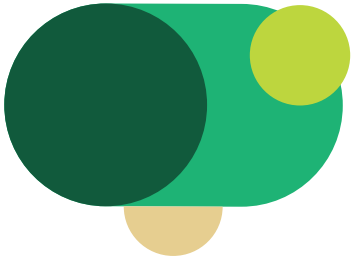
Aa Bb Cc 123

**Website font, Montserrat Light**

Aa Bb Cc 123

# Primary DPIE Icons

Love



Parks

Place

Community

# Email Signature

#1

Her Sarah,

Optatus niene pererferecat ut liaerib erferum ut vel idici si qi imus as dera duciet hit inihill uptature, ommodi num aua pelendi strupti atatis nonseditae. Et audi odis is dolenihil inctis maio?

es exerro bla veles aut re nus si non eliquam re!

Kind Regards,
Jane

Jane Smith

**Brand Manager**
NSW Department of Planning, Industry and Environment.

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**Greener Places,
Great Public Spaces**

LEARN MORE | APPLY FOR GRANT

#2

Her Sarah,

Optatus niene pererferecat ut liaerib erferum ut vel idici si qi imus as dera duciet hit inihill uptature, ommodi num au

Be pererferecat ut liaerib erferum ut vel idici si qi imus as dera duciet hit inihill uptature, ommodi num autem fugit es sitiusa pelendi strupti atatis nonseditae. Et audi odis is dolenihil inctis maio?

Exerro bla veles aut re nus si non eliquam re!

Kind Regards,
Jane

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**Jane Smith**
BRAND MANAGER

**Greener Places, Great Public Spaces**

Learn more

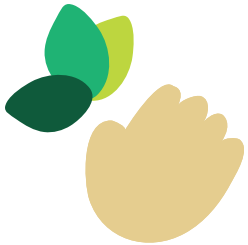
Apply for Grant

# Secondary Icon Suggestions

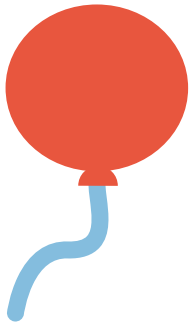
Seek

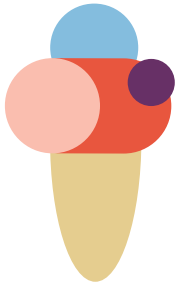
Learn

Connect + Reconnect



Fun

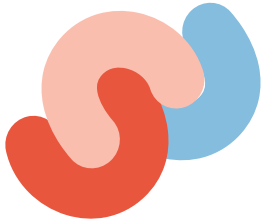




Music + Dance

Play

Embrace + Community



# NSW Government Brand Guidelines

## Primary

Red and blue is the primary colour palette for the NSW Government identity. These two colours are for use on all major communications.

**RED**

| | |
|---|---|
| **RGB** | 215 21 58 |
| **CMYK** | 0 100 75 4 |
| **HEX** | #d7153a |
| **PMS** | 186c |

**BLUE**

| | |
|---|---|
| **RGB** | 0 38 100 |
| **CMYK** | 100 85 5 20 |
| **HEX** | 002664 |
| **PMS** | 281c |

## Secondary

Secondary colours can be used to support the primary colours in all communications such as brochure charts and tables, icons and diagrams. These colours are never to be used for the logo.

**BLUE 1**

| | |
|---|---|
| **RGB** | 10 124 185 |
| **CMYK** | 85 44 5 0 |
| **HEX** | #0a7cb9 |
| **PMS** | 2925c |

**BLUE 1 50%**

| | |
|---|---|
| **RGB** | 132 189 220 |
| **CMYK** | 43 22 3 0 |
| **HEX** | #84bddc |
| **PMS** | 2925@50% |

**BLUE 2**

| | |
|---|---|
| **RGB** | 0 171 230 |
| **CMYK** | 72 14 0 0 |
| **HEX** | #00abe6 |
| **PMS** | 298c |

**GREY**

| | |
|---|---|
| **RGB** | 79 79 79 |
| **CMYK** | 0 0 0 80 |
| **HEX** | 4f4f4f |
| **PMS** | - |

**RICH BLACK**

| | |
|---|---|
| **RGB** | Print Only |
| **CMYK** | 75 68 67 90 |
| **HEX** | Print Only |
| **PMS** | - |

## Complementary

These complementary colours can be used when there may be a larger requirement of colour diversity for example on invites, special events and brochure sections. These colours are never to be used for the logo.

**VIBRANT PURPLE**

| | |
|---|---|
| **RGB** | 117 47 138 |
| **CMYK** | 67 93 0 0 |
| **HEX** | #752f8a |
| **PMS** | 526c |

**NATIVE GREEN**

| | |
|---|---|
| **RGB** | 120 177 67 |
| **CMYK** | 59 9 100 0 |
| **HEX** | #78b143 |
| **PMS** | 368c |

**ORANGE**

| | |
|---|---|
| **RGB** | 255 127 47 |
| **CMYK** | 0 61 80 0 |
| **HEX** | #ff7f2f |
| **PMS** | 1575c |

**BRIGHT YELLOW**

| | |
|---|---|
| **RGB** | 249 190 0 |
| **CMYK** | 2 27 96 0 |
| **HEX** | #f9be00 |
| **PMS** | 7408c |

# Umbrella Narrative

## More to

about your city, suburb,
area & home.

VISUAL DIRECTION 1

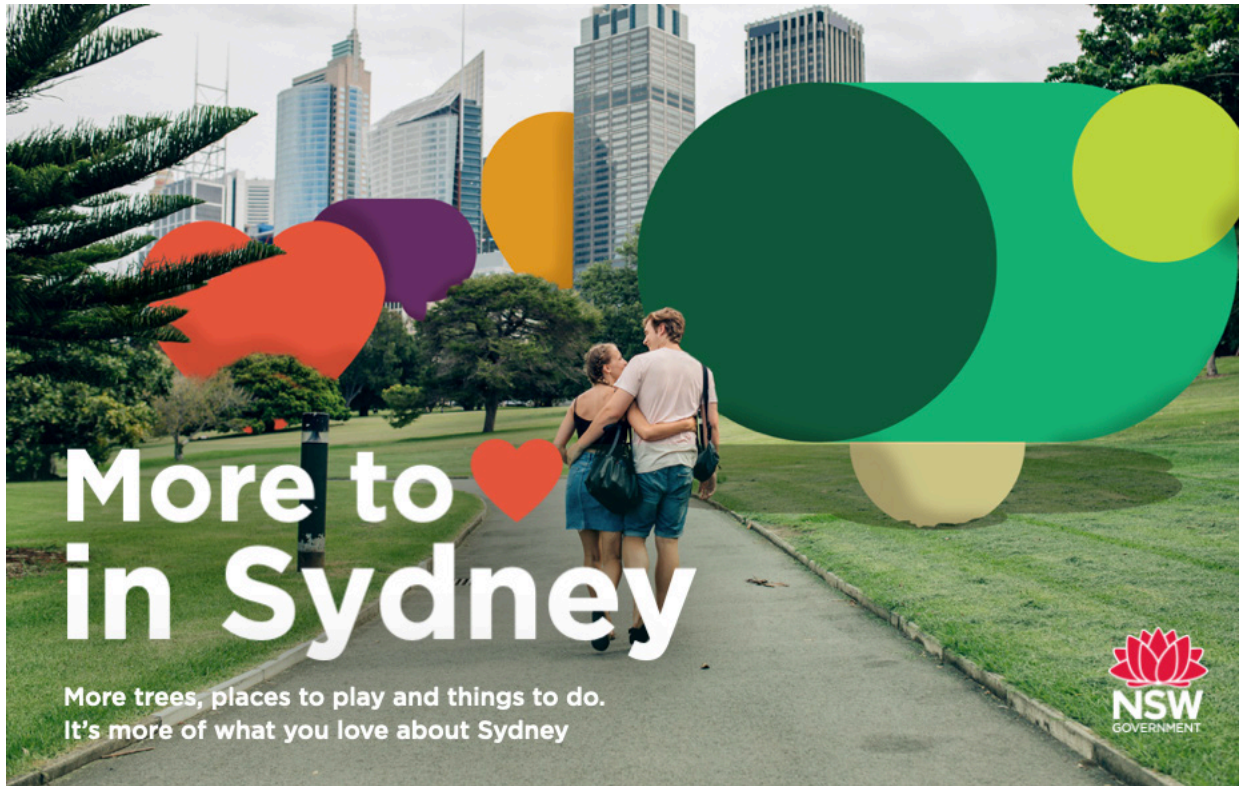
# **Key Visual Treatment:**
Large scale icons personify the message + bring the campaign to life.

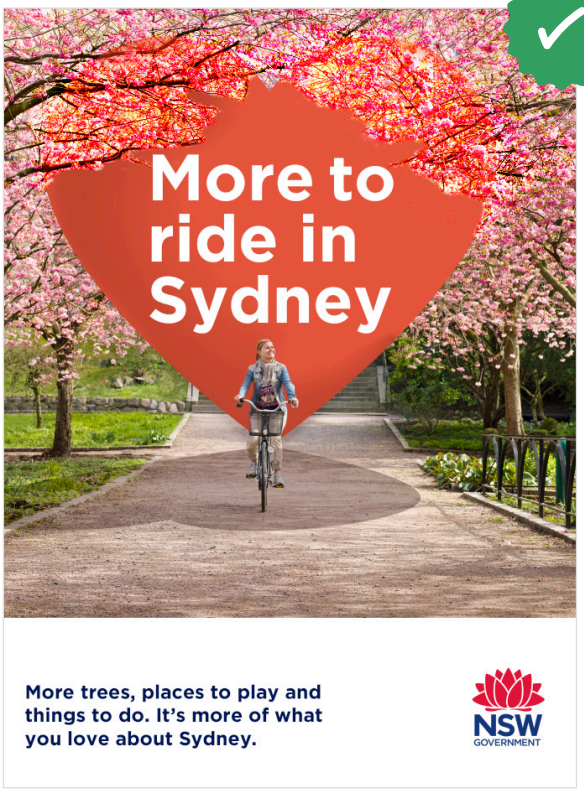
# Key Visual Style

This treatment can be used for large, key campaign launch assets. This style personifies the icons within public spaces and brings the priorities to life.

# Correct Uses

Large bold icons are worked into imagery to personify the feeling and energy of the entire campaign. This style is to be used for large key comms only.




## IMAGERY + ICONS

Image of green areas and public spaces need to feel local to NSW, showing emotive and inviting landscapes, and always feature a human element. The only icons that should be used in these treatment are the main four campaign icons. Icons must always be worked into the image (hiding behind tress, popping up next to buildings etc).

## TYPE

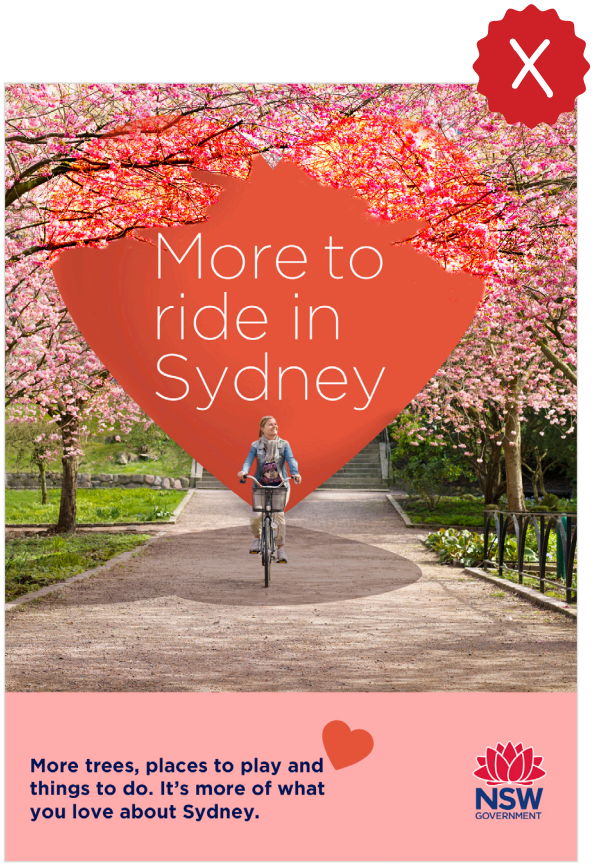
Large, clear and legible white Gotham Bold headline. Headline should always be left aligned. All copy over an image should be shown in Gotham Bold with a drop shadow underneath for accessibility. If needed, image behind text needs to be blurred or darkened for clearer accessibility.

## RULES

Large, clear and legible white Gotham Bold headline. Headline should always be left aligned. NSW logo always needs to be clear and legible, and where needed, pull sub-copy out of the image and place in white space below.

# Incorrect Uses

The style can easily become crowded and take away from the simple key message.
It's important to keep this treatment clear, bold and simplified.




## DON'TS

Don't overload the graphic with icons. Never use secondary icons within the image, unless the comms is specifically highlighting a benefit. Don't repeat primary icons more than once in the graphic. Play with scale, icons should be large and bold, never the same size as the people in the image or small scale.

Always place text in clear negative space, making sure the copy is always legible and accessible. Never place copy over complicated, messy backgrounds. Copy should only ever be in white, with a subtle drop shadow.
If image is too crowded and there is no clear space for text, pull out sub-copy and place in a white space underneath, with NSW logo.

Never repeat the icons within the images. Only clean Gotham Bold should be used for headlines. When sub-copy is pulled out of the imagery it should only have a white background, do not every use background colour under copy with this treatment. Icons should never overlap image and the space for copy.

VISUAL DIRECTION 2

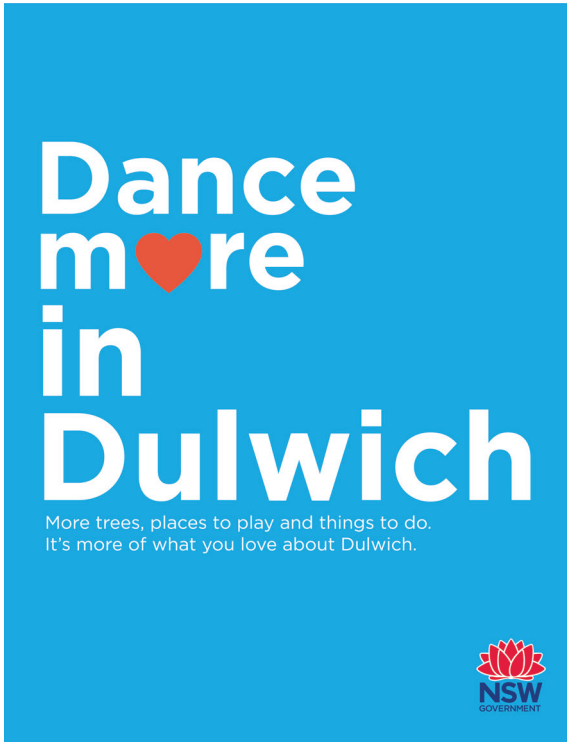
# **Benefit Treatment:**
Simplify the message
with bold, clear graphics
+ icons.

# Benefits Style

Simple, bold and graphic. Using colour blocks, large justified type and icons to create bright impactful statements.

# Correct Use

This treatment is to be used for social assets, or impactful posters, specific to an area of benefit.



## COLOUR

Mixing simple, bold, contrasting and complimentary colours together. No graphic should be completely tonal or feature colours that clash and affect legibility and accessibility of the copy and icon.

## TYPE

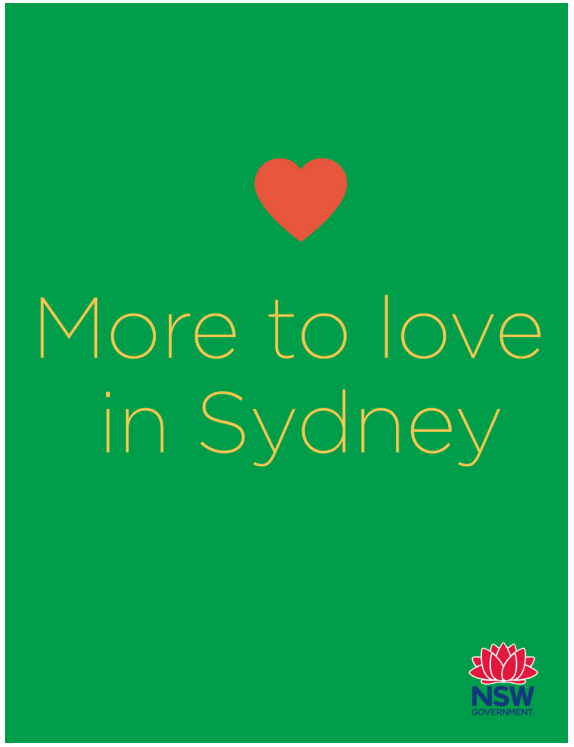
Copy always needs to be large, white and justified. Always aiming to emphasise key words.

## LOGO

NSW logo always needs to follow NSW Guidelines – making sure it is legible on the changing background colours, and reversed to the white version if it needs to appear bolder.

# Incorrect Use

Inconsistent copy, incorrect colours, not justified, and more than one icon per treatment.



## DON'TS

Wrong colours used. Clashing mix of colours, the icon colour should never be changed.

Type isn't Gotham Bold. Gotham Regular should never be used in headlines. Type also isn't justified and copy isn't white. Copy is not accessible.

NSW logo always needs to follow NSW Guidelines – never change the logo colours. Icons colours should never be changed from the original colours. No more than one icon should be used on a graphic, unless it is the official four icons together for comms relating to the entire campaign.

VISUAL DIRECTION 3

# **Secondary Treatment:** Bold blocks of colour, imagery and icons.

# Secondary Treatment

Icons shape and frame imagery within the design, allowing for more copy and clear visual accessibility. Key icons also become bold colourful shapes around the image. This treatment is to be used for collateral that includes more information and text, but isn't a longer form comms piece.

# Correct Use

Large bold icons become frame imagery and become graphic windows in design.
This to be used for collateral pieces that need more negative space for copy.

## IMAGERY + ICON FRAME

Imagery in design must always compliment and pair well with the background colour. Icon frame must always bleed off design, never be completely in-frame or centered. Imagery and icons shapes must balance with the copy, preferably opposite to larger blocks of copy, on the top right of the design. Icons with type must always be the same colour as the larger deconstructed version.

## TYPE

Large, clear and legible white Gotham Bold headline. Headline should always be left aligned. Sub-copy should be Gotham regular (as per NSW Guidelines).

## NSW LOGO

NSW logo always needs to be clear and legible, and where needed, pull sub-copy out of the image and place in white space below.

# Incorrect Use

Over-complicating the design with additional shapes, icons and treatments.

## DON'T S

Too many icons on one design. This design is also focused on 'feeling' more, therefore it should only ever be paired with the 'feel' love heart icon. The icon frames should never have borders or outlines. The heart shape should never be shown completely in the design (unless in the copy), the icon frame, should always bleed off the page.

Icons should never be outlined, they should only appear in solid, bold colour. This treatment should never be centered, it should always be balanced between right and left alignment.

No overlays should be used in this campaign. The overall style needs to feel simple, clean and bold. No more than one image should be used in a design and no more than one type of icon should be used as the frame.

VISUAL DIRECTION 4

# **Classic Treatment:**
Clear and minimal design to be used on longer information heavy comms.

# Classic Treatment

Full bleed imagery with large bold copy. This style is to be used for booklets, leaflets and general posters and comms.

# Correct Use

Large imagery and clear white copy becomes the main feature, with icons sometimes being worked into the headline if the comms are benefit-specific, or just showing the four icon lock-up if the comms are general.

## SPECIFIC ICONS

For collateral pieces that are specific to the 'More to love' theme, the relevant icon must be incorporated into the headline. If the imagery has enough clear space for copy then it is ok to place copy over the image (making sure it is clear and accessible), otherwise large blocks of text should be placed in the white space below, alongside NSW logo.

## GENERAL INFO

All four icons are to be used if the collateral is talking about the totality of the priorities. Please lock-up all four icons with the 'Greener Spaces, Great Public Spaces' title at the base of comms that require more information and copy (e.g.. leaflets, informational posters, booklets etc).

# Incorrect Use

Too many icons, incorrect colour overlays, inconsistent use of white space and copy isn't accessible.

## DON'TS

Icons worked into words to highlight specific benefits should not be used with the 4 icon treatment. Imagery is too busy for text, the design isn't accessible.

Design should never have a colour overlay under text, white bar is floating over the image, not at the base of the design.

Headline isn't over clear space in the image, background is too messy for copy. Icons should never be put over the image. Copy isn't left aligned.

SNAPSHOT

# Complete Campaign Look & Feel

**Launch Treatment**

**Secondary Treatment**

**Benefit Treatment**

**Classic Treatment**

# Thank you