NSW Government
Visual Identity System

Independent
Quick reference guide

Version 1.2

November 2024

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

NSW GOVERNMENT

Logo

Overview

The independent logo is a written standardised text logo. The NSW Government logo is not used.

Independent
Name Here

Styling

Independent logo looks like this

Try to avoid any more than twenty characters per line

Typography

Typeface:	Public Sans Semibold
Kerning:	Optical, -5
Leading:	110%

Line breaks

For longer independent logo names, split the name across lines. Avoid more than twenty characters per line and keep lines of text as even as possible.

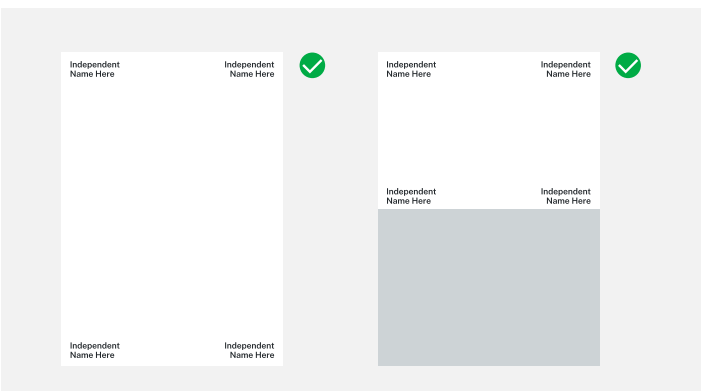
Clear space

As a good rule of thumb, use the cap-height of the first word of your logo name. Wherever possible, apply additional clear space beyond the minimum requirement.

Independent
Name Here

Placement

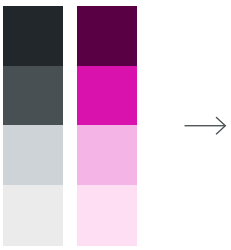
Wherever possible, the independent logo should always be locked to the corner of a page or panel.



Colourways

Independent logos can be featured in different colours within their chosen set.

Refer to the guidelines for guidance on colour use including accessibility requirements.



Example selected colour sets

Example colourways

Logo don’ts

- Do not use typefaces other than Public Sans.
- Do not place graphics alongside the independent logo.
- Do not place the logo on busy or patterned backgrounds.

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.

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

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
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
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

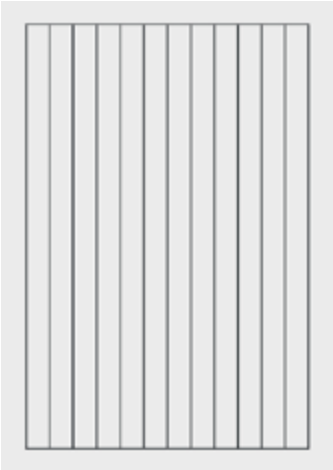
Brown 03
RGB 232/208/181
HEX #e8d0b5
CMYK 3/17/29/8
PMS 4685 C
4685 U

Brown 04
RGB 237/227/215
HEX #ede3d7
CMYK 1/7/10/1
PMS 4685 C (40%)
4685 U (40%)

Grid and layout

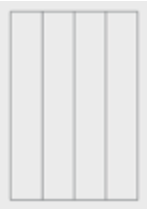
The grid

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.

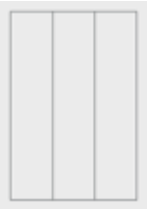


12 columns

6 columns



4 columns



3 columns

2 columns

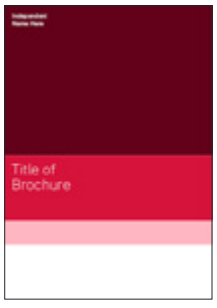
The grid can be constructed with and without margins and gutters, and can be divided to create simpler 2, 3, 4 and 6 column configurations to suit your application.

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

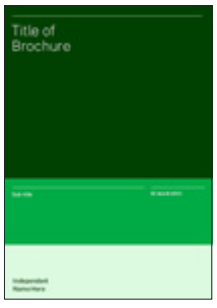
Line system

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

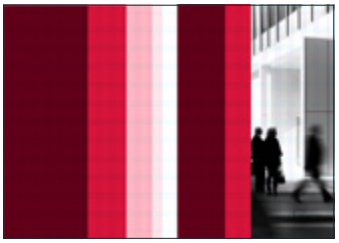


Bands



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 fonts.google.com/icons.

Pictograms

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

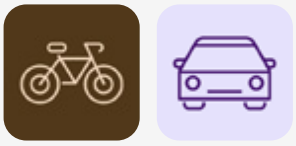
Guidance on creating bespoke or choosing ready-made pictograms are available in the brand guidelines including style, colour and usage.

App icons

Independent app icons use our pictogram style.

There are two styles that we can use:

- Line pictograms
- Fill pictograms



Line examples

Fill examples

Guidance on adapting pictograms for use as app icons is available in the brand guidelines.

Illustration

Principles

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

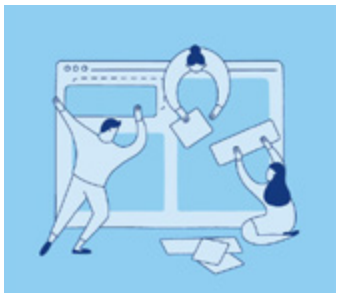
We might not always tick all of these boxes, but these overarching ideas help define what fits within our style, and what doesn't.

Illustration style

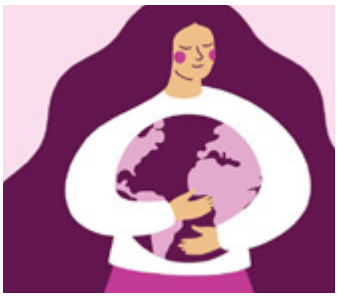
To ensure our communications are both appropriate and engaging we have a flexible approach to illustration.

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't's

- 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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