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THE NSWIS BRAND. MORE THAN OUR LOGO.

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The NSWIS brand is the face of our organisation. It creates an impression in the way that information cannot. It represents who we are.

Our brand has been designed to ensure synergy across all NSWIS communications and position our organisation for future sustainability.

OUR BRAND AIMS TO:
- Position the NSWIS for future sustainability
- Unify our team
- Enhance brand awareness
- Ensure a consistent and organised approach to communications
- Enhance target audience attitudes and behaviours towards our organisation

The NSWIS Brand Guidelines outline how you can correctly represent our brand. Our guidelines apply to all materials which make use of the NSWIS brand.

By adhering to these guidelines you are ensuring the NSWIS brand maintains its integrity, strength and relevance, and is consistent with our purpose, vision, position and culture. You help define the NSWIS, ensuring that people recognise, differentiate and remember us.

For further information please contact the NSWIS Marketing & Communications team.
WHO WE ARE

OUR PURPOSE
To support Australian athletes to become world’s best.

OUR CULTURE
Performance centred.

OUR VISION
Our fingerprint on crowded podiums.

OUR POSITION
The NSW Institute of Sport is a national high performance centre and Olympic training facility based at Sydney Olympic Park. Our world’s best mindset drives world’s best performance.
OUR LOGO

SAY HELLO TO THE FAMILY.
IF YOU CAN’T FIND IT HERE,
WE DON’T WANT YOU TO USE IT.

All usage of our logo must be approved by the NSWIS Marketing & Communications team.

LOGO VARIATIONS

1. THE PRIMARY NSWIS LOGO
This is the primary version of our logo. It consists of two elements:
- Typography
- ‘Swoosh’ symbol

3. LETTERS AND WORDS LOGO
This version of our logo, without the swoosh graphic, is for use when size or material on which our logo is being reproduced would not permit clear reproduction.

3. LETTERS ONLY LOGO
This version of our logo, without the words ‘NSW Institute of Sport’ or the swoosh graphic, is for use when size or material on which our logo is being reproduced would not permit clear reproduction.
LOGO USAGE

OUR LOGO IS THE MOST IMMEDIATE REPRESENTATION OF OUR ORGANISATION. IT IS A GRAPHICAL DISPLAY OF OUR IDENTITY.

CORRECT USAGE

1. **ON WHITE / LIGHT BACKGROUND**
   This version of our logo is to be used in preference before all other logos.

2. **ON BLACK / DARK BACKGROUND**
   This version of our logo is to be used on a black or dark background.

3. **WHITE / REVERSED**
   This version of our logo is to be used when our logo is to be placed on a blue or coloured background and the previous versions can’t be viewed clearly.

4. **SOLID BLACK**
   This version of our logo is to be used only on a light background where it is inappropriate to use our primary logo.
LOGO USAGE

WE WANT TO LOOK GOOD ALL THE TIME. TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

 INCORRECT USAGE

1. LOGO ELEMENTS
The name, style and symbol of our logo must not be altered, including rotating, skewing or adding dimensions to the logo.

2. LOGO EFFECTS
Don’t apply any effects to our logo, such as drop shadows, bevelled edges or colour changes.

2. LOGO PROPORTION
Don’t extend or alter any element of our logo.

4. MINIMUM HEIGHT
Our logo must be reproduced at a minimum height of 17mm.

To correctly change the size of the logo in a word document, right click the image and use the shape height and width adjustors at the top of the formatting menu.
OUR COLOURS

OUR COLOURS DEFINE OUR BRAND.
SO ENSURE THE COLOURS ARE ALWAYS CORRECTLY USED.

Our colours are used in more than just our logo. They define our brand, and staff are encouraged to use only the correct colours when designing NSWIS collateral.

Our core colours are dark blue, light blue, navy blue and yellow. Our colours are available in several palettes, and should be reproduced in CMYK where possible.

Our colours can vary in reproduction, especially on different fabric and materials, so please consult the NSWIS Marketing & Communications team before undertaking any design work.

NSWIS DARK BLUE

**PANTONE 7687**

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**Hex Code**

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NSWIS LIGHT BLUE

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NSWIS NAVY

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NSWIS YELLOW

**PANTONE 116**

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**RGB**

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**Hex Code**

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OUR TYPOGRAPHY

TYPOGRAPHY IS THE BACKBONE OF OUR BRAND. GETTING IT RIGHT IS PARAMOUNT.

Consistency and adherence to our typography is essential to correctly reflect our brand.

The NSWIS has three fonts for use on different occasions as outlined below:

1. Univers, in all of its condensed; roman and bold variations, is our primary font for graphics and will be utilised by marketing and communications.

2. Uniform, in all of its condensed variations, will be utilised by marketing and communications for all external publications.

3. Calibri is the primary font to be utilised by all stakeholders.

Univers 49 Light Ultra Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789
abcdefgijklmnopqrstuvwxyz123456789

Univers 59 Ultra Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789
abcdefgijklmnopqrstuvwxyz123456789

Univers 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789
abcdefgijklmnopqrstuvwxyz123456789

Univers 65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789
abcdefgijklmnopqrstuvwxyz123456789

Uniform Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789
abcdefgijklmnopqrstuvwxyz123456789

Uniform Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789
abcdefgijklmnopqrstuvwxyz123456789

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789
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Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789
abcdefgijklmnopqrstuvwxyz123456789
OUR COLLATERAL

KEEP OUR BRAND’S CONSISTENCY.

Our collateral enhances our brand through certificates, information sheets, invitations and templates. They ensure consistency and can be used as a tangible means of communication.

When used correctly in conjunction with our logos, colours and typography, our collateral is a striking complement to our brand.

If you cannot find a suitable template for use please discuss your needs with the Marketing & Communications team.

CERTIFICATES

Certificates are available for use when awarding athletes for their efforts in and out of the sporting arena, or recognising the contribution of an athlete or sponsor to the NSWIS.
OUR COLLATERAL

KEEP OUR BRAND’S CONSISTENCY.

INFORMATION TEMPLATE

Information templates are a simple way for staff to provide stakeholders with key information in a consistent manner.

Our information templates are available in portrait and landscape, in light blue or navy.

1. LANDSCAPE TEMPLATE
Available for use in light blue or navy options

2. PORTRAIT TEMPLATE
Available for use in light blue or navy options
OUR COLLATERAL

KEEP OUR BRAND’S CONSISTENCY.

INVITATIONS

Our invitations are available in portrait and landscape, and staff are encouraged to use them for all NSWIS related events.

1. LANDSCAPE INVITATION TEMPLATE
2. PORTRAIT TEMPLATE
OUR COLLATERAL

KEEP OUR BRAND’S CONSISTENCY.

POWERPOINT TEMPLATES

NSWIS staff are encouraged to use our PowerPoint templates for all internal and external presentations.

Our PowerPoint templates are available in 2 different designs navy and light blue.

1. POWERPOINT TEMPLATE
   navy

2. POWERPOINT TEMPLATE
   light blue
OUR COLLATERAL

KEEP OUR BRAND’S CONSISTENCY.

WORKBOOK TEMPLATE

Our workbook template is a sophisticated method of presenting key information to stakeholders of the NSWIS.

The information on the front cover and within the document can be changed to suit your needs.
OUR VISUAL IDENTITY

OUR PHOTOS REPRESENT OUR BRAND.

PHOTOGRAPHY

The NSWIS maintains a subscription with Getty Images, which allows us to access an extensive library of sports and editorial photos.

All staff must consult the NSWIS Marketing & Communications team if you wish to access a Getty Images photograph. Due to contractual obligations these photographs can’t be passed on to any external stakeholders.

As our photos represent our brand, staff are reminded that images are not to be downloaded from the Internet without express permission from the photographer.

All staff are encouraged to consult the NSWIS Marketing & Communications team if you are unsure about particular photos or would like us to find a suitable photo to use for your work.
OUR STATIONERY

KEEP OUR BRAND’S CONSISTENCY.

The NSWIS has a range of stationery available, including e-mail signatures, letterhead, business cards and ‘with compliments’ slips which present a positive visual message that reinforces our brand.

All NSWIS staff are encouraged to contact the Office Administrator if they require NSWIS stationery.

EMAIL SIGNATURES

Our email signature is to be used by every NSWIS staff member to represent a consistent, corporate image.

Our email signature guidelines can be found on Sharepoint under Share > Document Hub.
OUR STATIONERY

KEEP OUR BRAND’S CONSISTENCY.

LETTERHEAD

Our letterhead is a powerful method of communicating the professionalism of our brand.

All staff are encouraged to use our letterhead on official correspondence.
OUR STATIONERY

KEEP OUR BRAND’S CONSISTENCY.

BUSINESS CARDS

Our business cards are an important part of the brand because they personalise interactions with our stakeholders.

Our business cards help build our organisation’s profile and have a look and feel that is consistent with the rest of our brand.

1. FRONT OF CARD
2. BACK OF CARD
OUR STATIONERY

KEEP OUR BRAND’S CONSISTENCY.

WITH COMPLIMENTS SLIP

Our ‘with compliments’ slip is useful for writing short notes to internal and external stakeholders while still maintaining the integrity of the NSWIS brand.

FOR MORE INFORMATION AND ADVICE.

All NSWIS staff are encouraged to consult the NSWIS Marketing & Communications team if they have any questions.