

NSWIS

BRAND GUIDELINES



CONTENTS

THE NSWIS BRAND. MORE THAN OUR LOGO.

02 THE NSWIS BRAND

03 WHO WE ARE

04 OUR LOGO

06 LOGO USAGE

08 OUR COLOURS

09 OUR TYPOGRAPHY

10 OUR STATIONERY

12 OUR COLLATERAL

THE NSWIS BRAND

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



PURPOSE

TO SUPPORT AUSTRALIAN ATHLETES
TO BECOME WORLD'S BEST.

NSWIS provides world leading coaching, performance support and daily training environments to support targeted athletes achieve podium performances.



VISION

MORE NSW ATHLETES REPRESENTING
AUSTRALIA AND WINNING MEDALS.

We will strengthen our position as a world leading sporting organisation and ensure NSW athletes are consistently representing Australia and winning medals at major international events.



VALUES

LEADERSHIP

INTEGRITY

EXCELLENCE

PASSION

TEAMWORK

NSWIS is committed to building our culture by living our core values of leadership, integrity, excellence, passion and teamwork. We believe that developing a great culture is everyone's responsibility – there are no spectators.

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



2. 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.



OUR LOGO

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



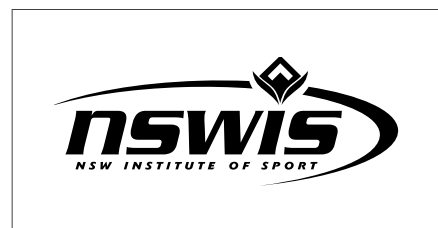
3. WHITE / REVERSED

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

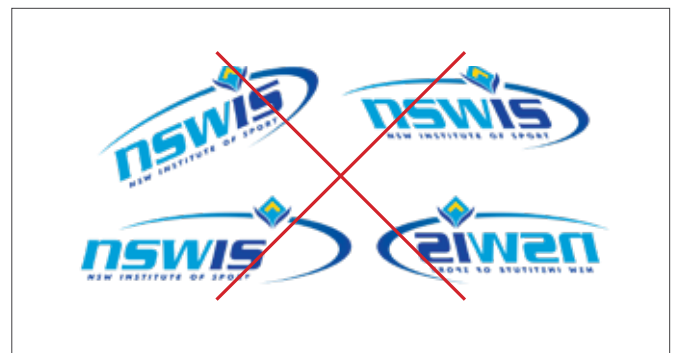
WE WANT TO LOOK GOOD ALL THE TIME.
TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

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

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.



3. LOGO PROPORTION

Don't extend or alter any element of our logo.



LOGO USAGE

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

CORRECT USAGE

1. 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.



2. LOGO CLEAR SPACE

We use a clear space around the logo that is 100% of the space of the 'N' in print and screen (except when used on apps, or social media profiles).



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.



PANTONE 7687

CMYK C 100

M 85

Y 0

K 0

RGB R 23

G 71

B 158

HEX CODE 16469D

PANTONE 2995

CMYK C 100

M 10

Y 5

K 0

RGB R 0

G 160

B 218

HEX CODE 00A0D9

PANTONE 289

CMYK C 100

M 76

Y 10

K 65

RGB R 0

G 27

B 73

HEX CODE 001B48

PANTONE 116

CMYK C 0

M 15

Y 100

K 5

RGB R 244

G 201

B 0

HEX CODE F4C900

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

UNIVERS 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

UNIVERS 65 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

2. UNIFORM

will be utilised by marketing and communications for all external publications.

UNIFORM CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

UNIFORM CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

3. CALIBRI

is the primary font to be utilised by all stakeholders.

CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

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

01



2. BACK OF CARD

02



55mm

85mm

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.



OUR COLLATERAL

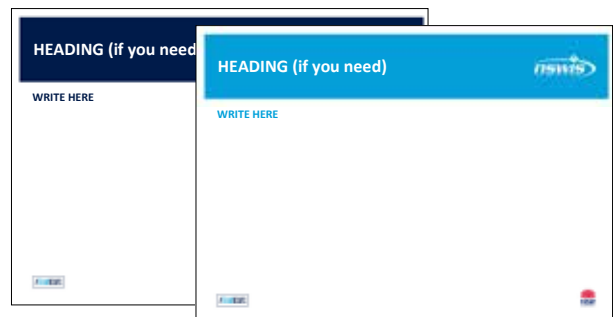
KEEP OUR BRAND'S CONSISTENCY.

INFORMATION TEMPLATE

Information templates are a simple way for staff to provide key information in a consistent manner. Our information templates are available in portrait and landscape, in light blue or navy.

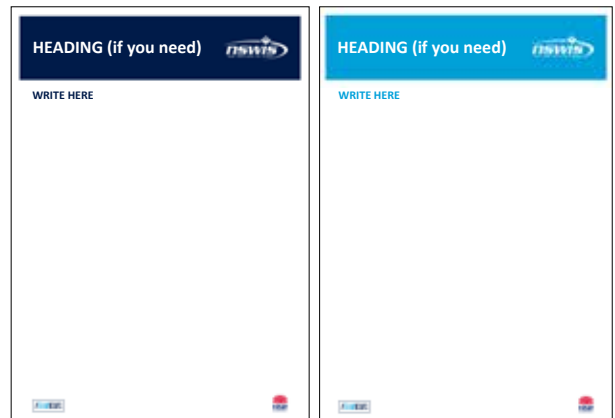
1. LANDSCAPE

Available for use in light blue or navy options



2. PORTRAIT

Available for use in light blue or navy options



OUR COLLATERAL

KEEP OUR BRAND'S CONSISTENCY.

DOCUMENT TEMPLATE

Our document template is a professional 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.

A version without a cover is also available.

1. PORTRAIT



2. LANDSCAPE



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.

Please see the Marketing team to enquire about using NSWIS certificates.



OUR COLLATERAL

KEEP OUR BRAND'S CONSISTENCY.

INVITATIONS

NSWIS event invitations are available in both landscape and portrait formats. Please see the Marketing team who are available to assist staff in promoting NSWIS-related events.



OUR COLLATERAL

KEEP OUR BRAND'S CONSISTENCY.

POWERPOINT TEMPLATE

NSWIS staff are encouraged to use our PowerPoint template for all internal and external presentations. Our PowerPoint template is available in widescreen size.



FOR MORE INFORMATION AND ADVICE.

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

