

NSWIS Brand Guidelines

Policy endorsed by Executive:
July 2025

Policy approved by NSWIS Board:
July 2025



CEO:-----
(signature)

Next formal review by Executive:
July 2027

NSWIS Brand Guidelines

Policy Author and
Contact person for more information:

1. Coordinator, Digital & Design

NOTE: Any agreed changes to the Policy approved by the NSWIS Board between the date of issue and the date for next review are to be updated and made available to all staff for advice.

Date	Version	Reviewed by	Changes made
July 2019	1.0	Marketing & Communications	Policy created
July 2020	1.1	Marketing & Communications	Policy updated
July 2022	2.0	Media & Communications	Policy created
July 2024	2.1	Media & Communications	Policy updated
July 2025	2.2	Media & Communications	Policy updated

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NSWIS **BRAND GUIDELINES**

#TEAMNSWIS



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NSWIS BRAND

THE NSWIS BRAND

Our brand is a visual representation of our organisation. It represents who we are, what we stand for and what we aspire to achieve. Our brand has been designed to ensure synergy across all NSW Institute of Sport (NSWIS) communications and position our organisation for brand success.

Our brand aims to:

- › Position NSWIS for positive brand awareness
- › Unify Team NSWIS
- › Enhance brand awareness
- › Support 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 and culture.

For further information please contact the NSWIS Media & 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 environment 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.

NSWIS LOGO

OUR LOGO

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

1. The primary NSWIS logo

This logo is the primary version of our brand identity. 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 the primary NSWIS logo is not suitable.

3. Letters only logo

This version of our logo, without the words 'NSW Institute of Sport' or the swoosh graphic, is for use when (1) and (2) above are not suitable.

1



2



3



OUR LOGO

1. On white or light background

This version of our logo is to be used as the first preference before all other logos.

2. On black or dark background

This version of our logo is to be used on a black or dark background.

3. Pride

This version of our logo is used to celebrate Mardi Gras week and during periods to promote inclusivity within the LQTI+ community.

1



2



3



OUR LOGO

4. Solid black

This version of our logo is to be used only on a light background when the primary logo (1) is not suitable.

5. Solid white

This version of our logo is to be used when our logo is placed on a blue or coloured background and other logo options above are not suitable.

4



5



INCORRECT**LOGO USAGE**

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

1. Logo elements

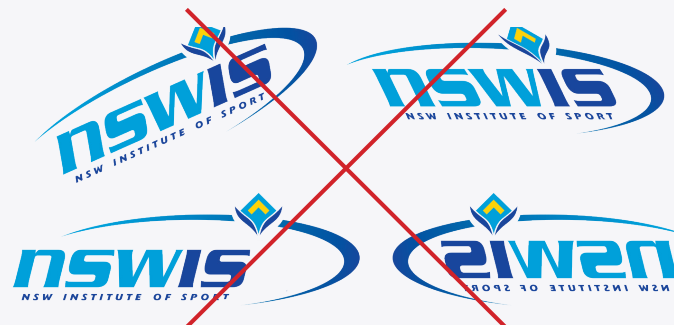
The name, style and symbol of our logo must not be altered, including rotating, skewing or adding dimensions to the logo.

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.

1**2****3**

CORRECT LOGO 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).

1



17mm

2





ENDORSED LOGO

ENDORSED LOGO

NSWIS has a NSW Government brand exemption and falls into the Endorsed category, where two logos are used — the NSWIS logo and the NSW Government logo. In this section we explain how to use these two logos together.

Coupled relationship

In applications with space restrictions, the NSWIS logo and NSW Government logo can be coupled together.

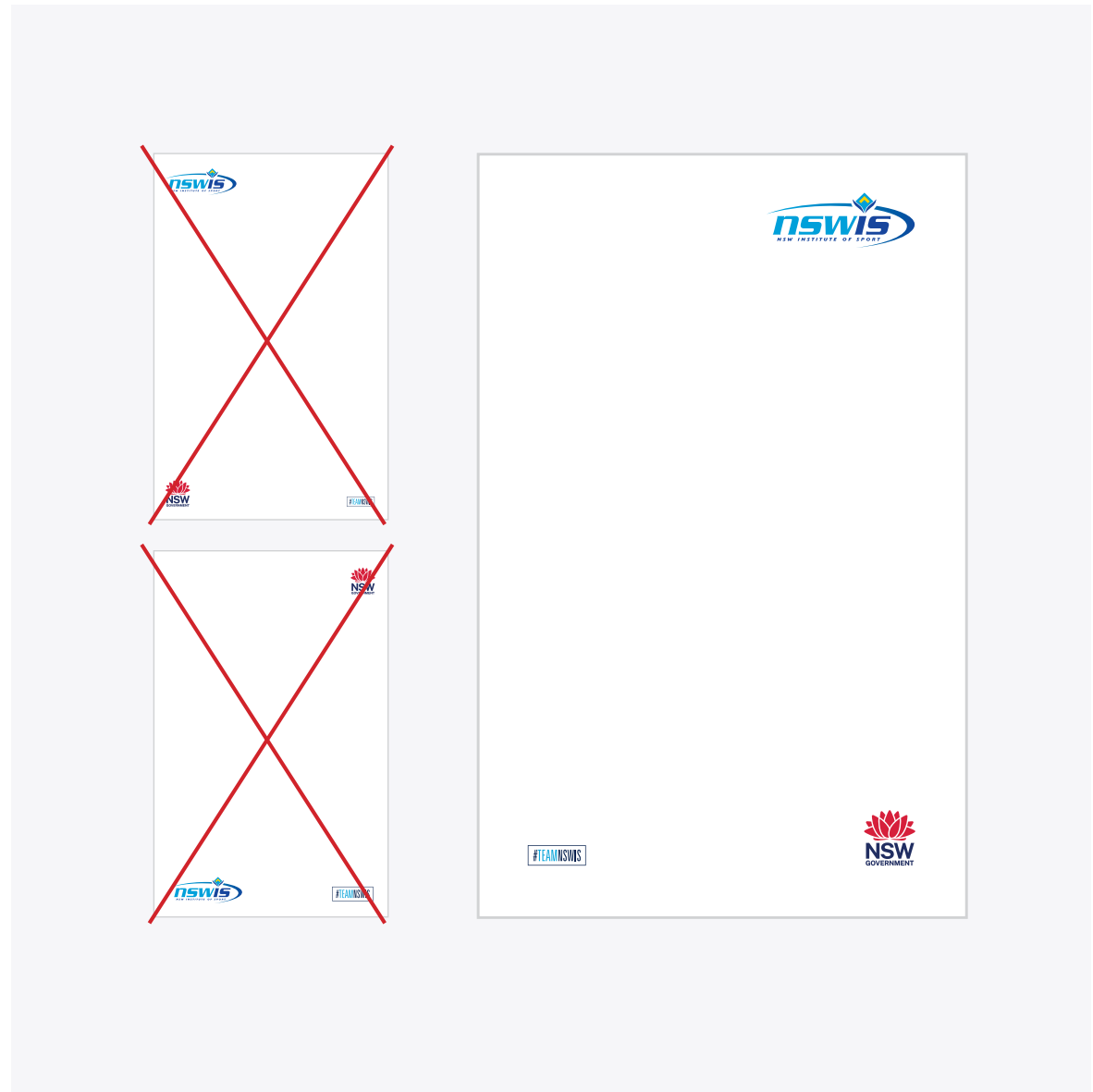
The NSWIS logo should come first, the logos are used at a visually equivalent size.



ENDORSED LOGO

Decoupled relationship

The NSWIS logo should always appear first in the hierarchy, at a larger scale. In this category the endorsed brand is the prominent logo so the waratah plays a supporting role.



SIZE RELATIONSHIP

NSWIS logo sizing

The NSWIS logo should always appear visually larger (roughly 150% in scale) than the NSW Government logo when decoupled.



SMALL USE LOGOS

1. NSW primary logo

- › Primary logo for use at sizes
 - Minimum 20mm height (print)
 - Minimum 60px height (digital)

2. NSW logo with 'NSW' letters

- › For use at sizes
 - Minimum 7–19mm height (print)
 - Minimum 38–60px / 60px height (digital)

3. NSW only logo

- › For use at sizes
 - Minimum 7–19mm height (print)
 - Minimum 38–60px / 60px height (digital)

1



2



3



COLOURWAYS

1. Full colour (primary version)

The full colour logo must be given preference over all other versions for agency communications. The design of the communication should be considered to accommodate use of the full colour logo wherever possible.

2. Mono (restricted use only)

Use the mono logo (black or white) only when a design cannot accommodate for the full colour or reverse (red waratah) logos or where colour reproduction is not available or appropriate.

This is for very restricted use only, where the full colour logos cannot be reproduced. Approval must be sought from the NSW Government Brand Team before using the mono.

1



2



#TEAMNSWIS LOGO

#TEAMNSWIS LOGO

This logo is to be used whenever possible with the NSWIS logo, mainly when there is clear space on a document or presentation.

1. On white – light background

This version of the #TEAMNSWIS logo is to be used as the first preference before all other options presented on this page.

2. On black – dark background

This version of the #TEAMNSWIS logo is to be used on a black or dark background.

3. Solid black

This version of the #TEAMNSWIS logo is to be used only on a light background where option (1) is not suitable.

1



2



3



CORRECT

#TEAMNSWIS LOGO USAGE

1. Minimum height

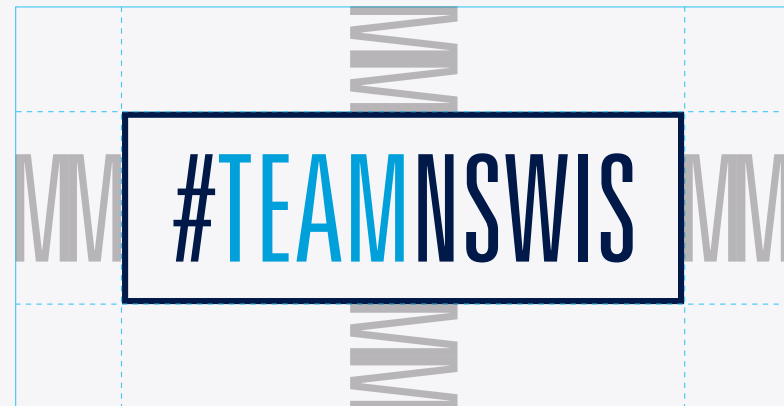
The #TEAMNSWIS logo must be reproduced at a minimum height of 12mm.

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

The #TeamNSWIS logo can only be used to accompany the NSWIS logo (not to replace it).

2. Logo clear space

We use a clear space around the logo that is 100% of the space of the 2 x 'M' in print and screen (except when used on apps, or social media profiles).

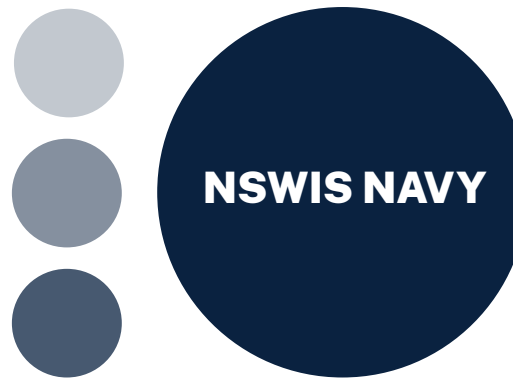
1**2**

OUR COLOURS

OUR COLOURS

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 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.



CMYK C 100 M 76 Y 10 K 65

RGB R 0 G 30 B 70

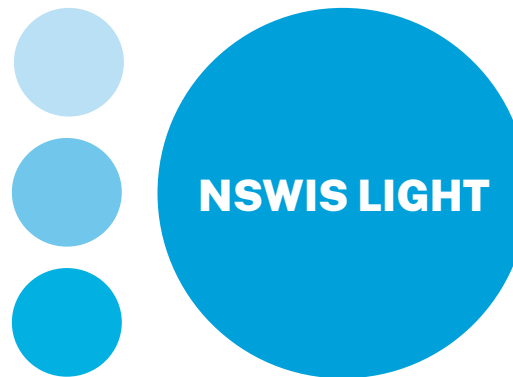
HEX #001E46



CMYK C 100 M 85 Y 0 K 0

RGB R 20 G 70 B 160

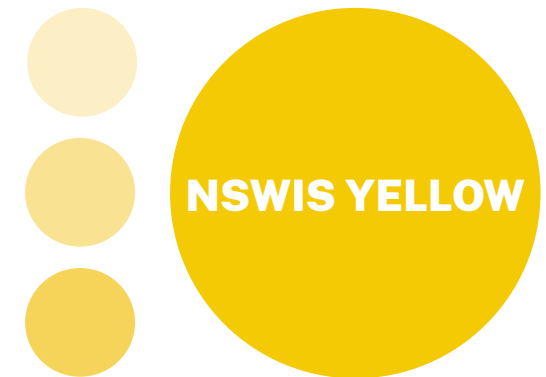
HEX #1446A0



CMYK C 100 M 10 Y 5 K 0

RGB R 0 G 160 B 240

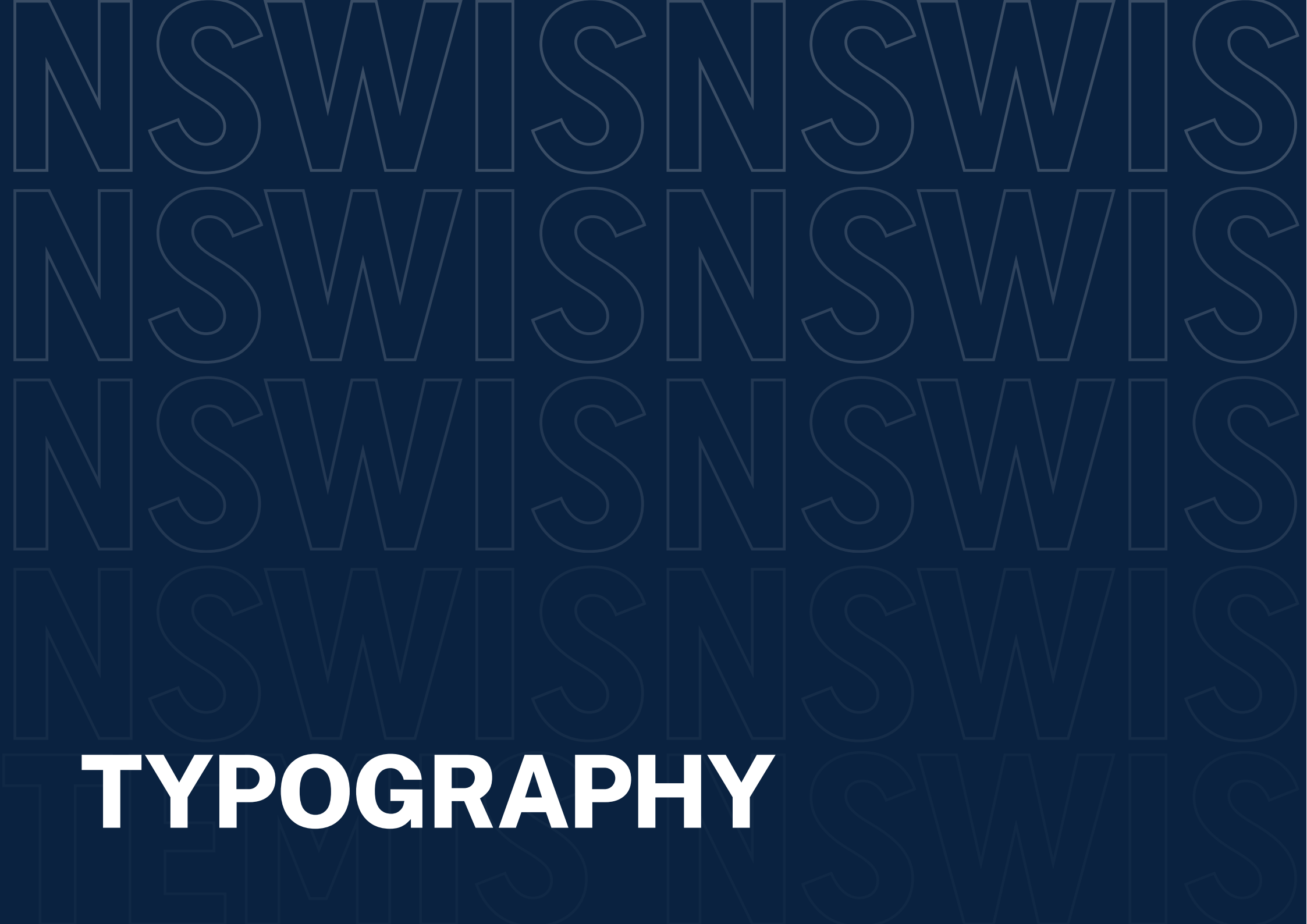
HEX #00A0F0



CMYK C 0 M 15 Y 100 K 0

RGB R 255 G 220 B 0

HEX #FFDC00



TYPOGRAPHY

PUBLIC SANS

Public Sans

The Public Sans typeface will be the standard for all communications.

Aa

Public Sans Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()123456789

Aa

Public Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()123456789

Aa

Public Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()123456789

ARIAL

Arial

Where Public Sans is not available, the alternative typeface is Arial.

When translating content, if Public Sans or Arial does not support a language, choose the most accessible and appropriate typeface available for that language.

Aa

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()123456789

Aa

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()123456789

Aa

Arial Black

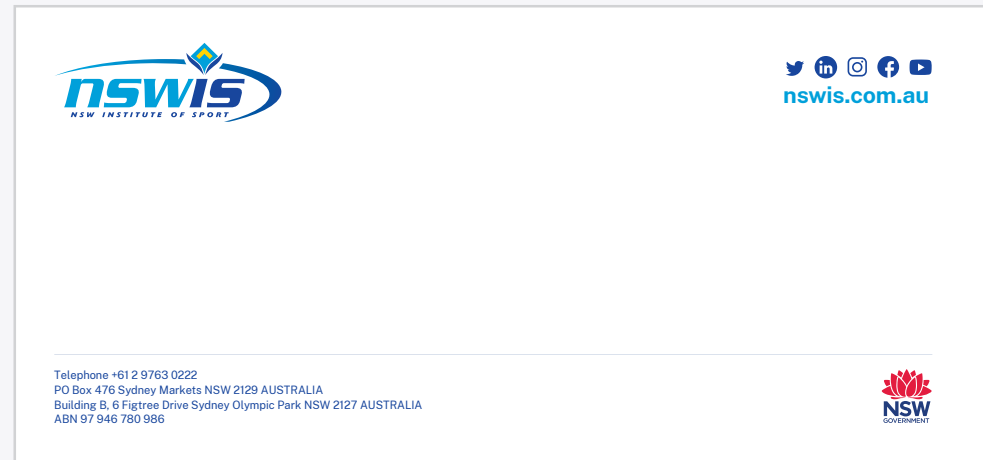
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()123456789

TEMPLATES

OUR STATIONERY

With compliments slip

Our 'with compliments' slip is useful for writing short notes to internal and external stakeholders.



OUR COLLATERAL

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

1. Portrait

Available for use in all corporate communications.

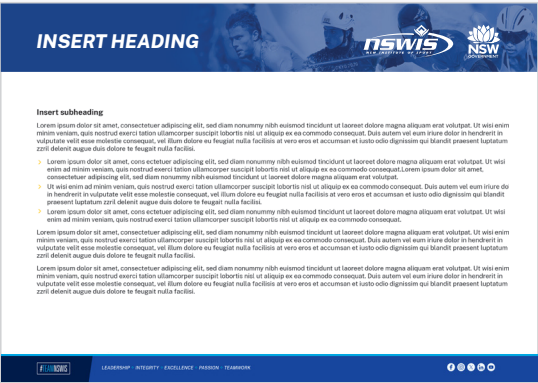
2. Landscape

Available for use in all corporate communications.

1



2



OUR COLLATERAL

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.

Portrait

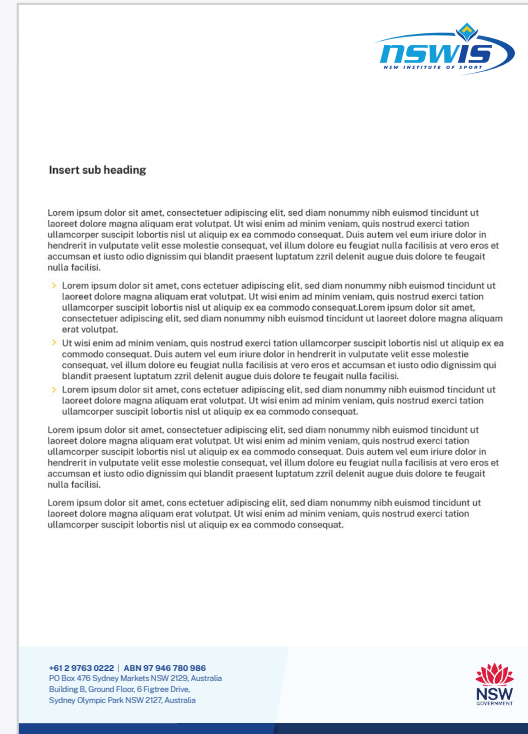
Only available in this style. All fonts must remain the same.



OUR COLLATERAL

Letterhead

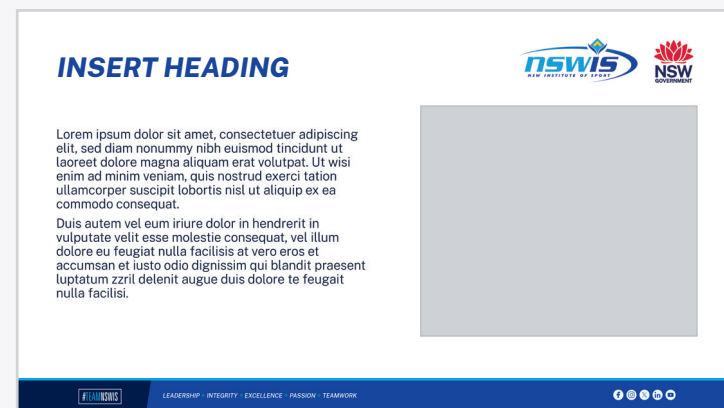
Available for use in all corporate communications.



OUR COLLATERAL

Presentation

Available for use in all corporate communications.



NSWIS NSWIS NSWIS
NSWIS NSWIS NSWIS
NSWIS NSWIS NSWIS

#TEAMNSWIS