



**NSW**  
**Circular**

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# 1. Introduction



## THE NSW CIRCULAR BRAND

Our brand is a valuable asset. It is a reflection of our company values, and us as individuals who represent NSW Circular.

This guide has been specifically created to present all of our communications not just in a consistent and clear manner but also in a way that presents NSW Circular as a united front to all stakeholders including Government, Industry, Research Organisations and Communities.

This guide sets out how to present the NSW Circular brand when working with visual elements.

It provides exact advice on how to use the NSW Circular logo(s) and its related elements.

Adherence to this guide is a requirement for any use of the NSW Circular brand and its related elements.

## CONTACT

For any special requirements or questions, please contact NSW Circular via [contact@nswcircular.org](mailto:contact@nswcircular.org).

## COPYRIGHT

This brand guide is the property of NSW Circular Economy Innovation Network (also known as NSW Circular) and remains at all times the property of NSW Circular. No parts of this brand guide may be duplicated, transmitted or used for any purpose without the prior explicit written permission of NSW Circular explicitly.

## TRADEMARK

The name 'NSW Circular' is a trademark of NSW Circular, as are all of the elements shown in this guide that make up the NSW Circular brand collectively.

## **2. Basic Elements**



## 2. Basic Elements

### 2.1 LOGO

The NSW Circular logo features an icon that represents the circular nature of the circular economy. It shows continuity in how it continually loops into itself, with the arrows forcing the directionality. The red and blue reference the NSW State Government colours, with the gradients adding depth, and well as creating a visual richness.

The typed lettering is minimal, modern and highly legible – and is reflective of the NSW Government style.

The stacked logo should only be used in very tight vertical layouts, and only when it is impractical to use the primary logo.

The secondary logo should only appear as a closing logo after the primary logo has appeared, in locations such as the footer of the website, the reverse side of printed media alongside the organisation's details.

The icon from the logo should ideally appear on items in conjunction with the primary logo (when it appears in at least one instance); for example, the icon may be on the front of a cap above the peak, and the back of the cap showing the full logo just above the snap.



Standalone Icon



Primary Logo



Stacked Logo



Secondary Logo

## 2. Basic Elements

### 2.2 LOGO CLEARSPACE

This area shown should be kept clear in all usages of the logo. Nothing may enter inside the clearspace area aside from the logo.

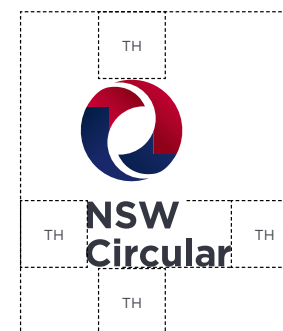
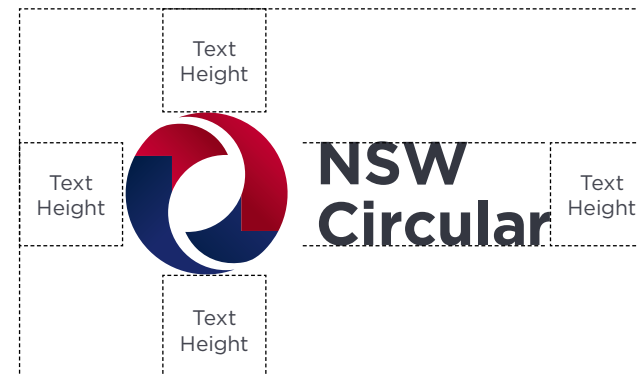
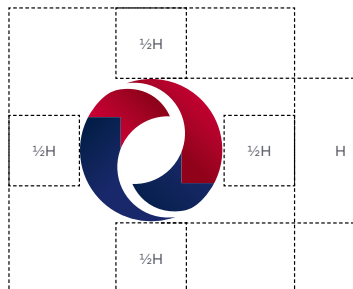
This allows the logo to be unobstructed and presented clearly amongst any other design elements.

Formula for logos:

**Text Height (TH) = clearspace distance**  
(vertical and horizontal)

Formula for icon:

**Icon Height ÷ 2 ( $\frac{1}{2}H$ ) = clearspace distance**  
(vertical and horizontal)



## 2. Basic Elements

### 2.3 LOGO CLEARSPACE - REVERSED VARIANTS

This area shown should be kept clear in all usages of the logo. Nothing may enter inside the clearspace area aside from the logo.

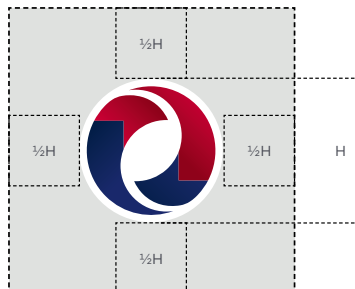
This allows the logo to be unobstructed and presented clearly amongst any other design elements.

Formula for logos:

**Text Height (TH) = clearspace distance**  
(vertical and horizontal)

Formula for icon:

**Icon Height ÷ 2 (½H) = clearspace distance**  
(vertical and horizontal)



## 2. Basic Elements

### 2.4 USAGE - STANDARD LOGO

This is the primary logo for NSW Circular.

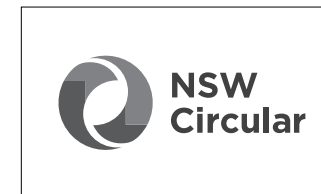
Wherever possible, the NSW Circular logo should appear as the full colour version where possible.

Depending on the media used, the NSW Circular logo should be in the following order of preference:

1. Colour, or
2. Reversed on dark background, or
3. Reversed over image
4. Greyscale
5. Greyscale Reversed
6. Mono Black
7. Mono White.



1. Colour



4. Greyscale



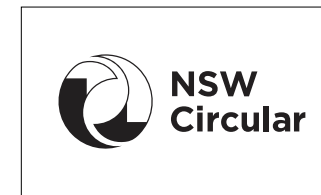
2. Reversed on dark background



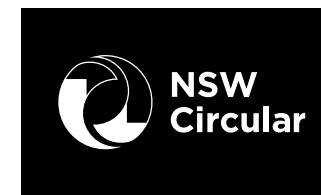
5. Greyscale Reversed



3. Reversed over image



6. Mono



7. Mono Reversed



## 2. Basic Elements

### 2.5 USAGE - STACKED LOGO

This is the alternate primary logo for NSW Circular.

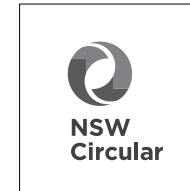
Wherever possible, the NSW Circular logo should appear as the full colour version where possible.

Depending on the media used, the NSW Circular logo should be in the following order of preference:

1. Colour, or
2. Reversed on dark background, or
3. Reversed over image
4. Greyscale
5. Greyscale Reversed
6. Mono Black
7. Mono White.



1. Colour



4. Greyscale



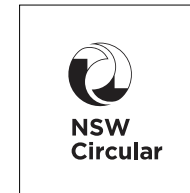
2. Reversed on dark background



5. Greyscale Reversed



3. Reversed over image



6. Mono



7. Mono Reversed

## 2. Basic Elements

### 2.6 USAGE – SECONDARY LOGO

This is the secondary, more formal version of the logo for NSW Circular.

The full version of the NSW Circular logo should appear as the full colour version where possible. It should not be used reversed over an image.

Depending on the media used, the NSW Circular logo should be in the following order of preference:

1. Colour, or
2. Reversed on dark background
3. Greyscale
4. Greyscale Reversed
5. Mono Black
6. Mono White.



1. Colour



3. Greyscale



2. Reversed on dark background



4. Greyscale Reversed



5. Mono



6. Mono Reversed

## 2. Basic Elements

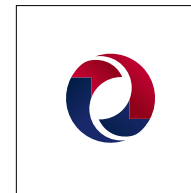
### 2.7 USAGE – ICON

This is the standalone icon for NSW Circular.

The NSW Circular icon should appear as the full colour version where possible.

Depending on the media used, the NSW Circular icon should be in the following order of preference:

1. Colour, or
2. Reversed on dark background, or
3. Reversed over image
4. Greyscale
5. Greyscale Reversed
6. Mono Black
7. Mono White.



1. Colour



4. Greyscale



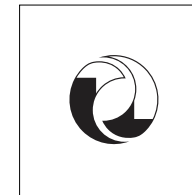
2. Reversed on dark background



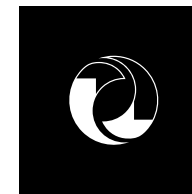
5. Greyscale Reversed



3. Reversed over image



6. Mono



7. Mono Reversed

## 2. Basic Elements

### 2.8 LOGO DOS & DON'TS

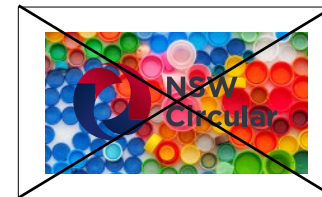
Our logo and its variants have been handcrafted specifically for us – as such, we must preserve its integrity. This means that it should be used without modification, and you should only be using the original files supplied.

Do not use the logo as a word in a copy block – you should simply type 'NSW Circular' with the same kind of formatting as the rest of the paragraph text where it is used.

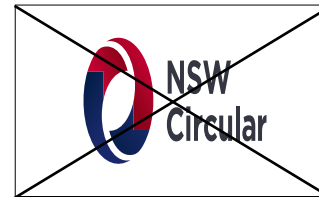
The rules shown here apply to all variants of the logos and for the standalone icon.



Don't flatten the logo!



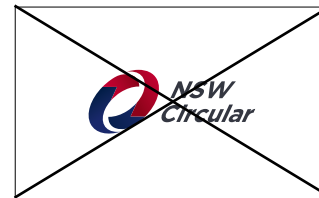
Don't overlay the standard logo!



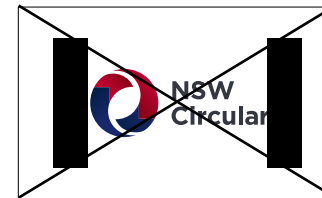
Don't squish the logo!



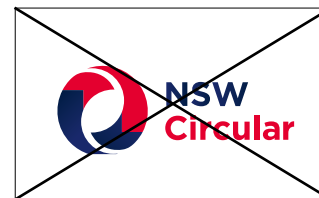
Don't use a pixelated logo!



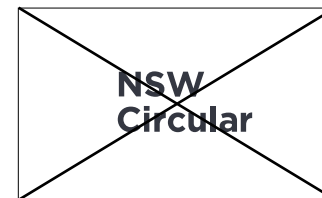
Don't shear the logo!



Don't cramp the logo!



Don't change the logo!



Don't break the logo apart!

## 2. Basic Elements

### 2.9 PRIMARY COLOURS

Colour is a strong, integral part of the NSW Circular brand. These colours help create a unique brand identity.

In order to maintain consistency between varying media, we have produced this reference to ensure that colour reproduction is accurate.

1	2	3	4	5	6
<b>NSW Red</b>	<b>Hunter Red</b>	<b>NSW Blue</b>	<b>Night Sky Blue</b>	<b>NSW Dark Grey</b>	<b>NSW Light Grey</b>
Pantone 186	Pantone 7622	Pantone 281	Pantone 533	Pantone Cool Gray 11	Pantone Cool Gray 1
CMYK 2/100/85/6	CMYK 0/97/89/45	CMYK 100/85/5/36	CMYK 95/72/15/67	CMYK 44/34/22/77	CMYK 4/2/4/8
RGB 215/21/58	RGB 148/17/20	RGB 0/38/101	RGB 0/30/69	RGB 51/51/51	RGB 242/242/242
HEX D7153A	HEX 941114	HEX 002665	HEX 001E45	HEX 333333	HEX F2F2F2

## 2. Basic Elements

### 2.10 SECONDARY COLOURS

The NSW Circular secondary brand colours are designed to create contrast whilst complementing the primary brand colours. These are designed primarily for graphing/charting and illustration usage.

7	8	9	10	11	12	13	14	15	16	17	18
<b>Bush Green</b>	<b>Vine Green</b>	<b>Coastal Ocean</b>	<b>Ocean Horizon</b>	<b>Native Iris Dark</b>	<b>Native Iris Light</b>	<b>Native Rose Dark</b>	<b>Native Rose Light</b>	<b>Desert Rock</b>	<b>Desert Sand</b>	<b>Sunset Yellow</b>	<b>Wattle Yellow</b>
Pantone 5763	Pantone 375	Pantone 7699	Pantone 7689	Pantone 519	Pantone 521	Pantone 703	Pantone 1915	Pantone 1535	Pantone 1505	Pantone 131	Pantone 7406
CMYK 37/13/71/50	CMYK 46/0/90/0	CMYK 73/13/0/57	CMYK 77/25/6/0	CMYK 65/95/9/40	CMYK 34/56/0/0	CMYK 6/91/53/16	CMYK 0/75/21/0	CMYK 10/75/100/42	CMYK 0/56/90/0	CMYK 2/39/100/10	CMYK 0/20/100/2
RGB 115/123/76	RGB 151/215/0	RGB 52/101/127	RGB 41/143/194	RGB 89/49/95	RGB 165/127/178	RGB 184/58/75	RGB 239/74/129	RGB 148/69/11	RGB 255/105/0	RGB 204/138/0	RGB 241/196/0
HEX 737B4C	HEX 97D700	HEX 34657F	HEX 298FC2	HEX 59315F	HEX A57FB2	HEX B83A4B	HEX EF4A81	HEX 94450B	HEX FF8F1C	HEX CC8A00	HEX F1C400

## 2. Basic Elements

### 2.11 COLOUR GRADIENTS

Gradients are used to bring depth to the brand.

The logo features gradients for this purpose, and they can also be used for backgrounds and informational graphics such as charts and graphs.

The darker colour should always start in the bottom left of the shape, and the lighter colour in the top right corner of the shape, or set to 45°.

Gradients should only use pairings of the light-to-dark versions of the same (or similar) hues, as shown below.

The two grey colours should never be used to create a gradient – these are reserved only for type (Dark Grey 5) and to provide subtle contrast (Light Grey 6).

Note: The 15-16 gradient should always have the midpoint set at 30%. The 17-18 gradient should always have the midpoint set at 70%.



## 2. Basic Elements

### 2.12 TYPEFACE

Gotham Bold & Gotham Medium (Headings)  
& Gotham Light (Body)

Our corporate typeface is Gotham for all professionally created materials and web elements; and is used in its various weights shown on the right.

When creating documents in-house, for example in Microsoft Office programs and emails, Arial should be used as a fallback font in place of Gotham.

**Gotham Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**01234567890**

**Gotham Medium**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**01234567890**

Gotham Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz  
01234567890



## 2. Basic Elements

### 2.13 TYPEFACE – SAMPLE (GOTHAM)

#### Heading (H1)

Gotham Black 36/40

2mm spacing after

NSW Red

#### Subheading (H2)

Gotham Bold 10/12 All Caps

2mm spacing after

NSW Blue

#### Body Copy

Gotham Book 8/12

2mm spacing after

Dark Grey

#### Subheading (H3)

Gotham Medium 8/24

2mm spacing after

Dark Grey

#### Body Bullets

Gotham Book 8/12

Indent 8mm/-4mm

2mm spacing after

NSW Red Bullet / Dark Grey Text

H1 ..... **Lorem ipsum**

H2 ..... **DOLOR SIT AMET**

Body Copy ..... Aenean vitae magna neque. Praesent id tortor lectus. Aenean vel fringilla metus. Suspendisse nibh mauris, eleifend sit amet est vitae, accumsan aliquam ligula. Vivamus pharetra ornare efficitur. Etiam mattis fermentum mauris quis imperdiet. Aliquam et sodales arcu. Nullam mollis, urna et placerat pellentesque, lorem neque blandit magna, eu tempus nibh leo id nunc. Nunc vitae quam ac ipsum molestie vulputate.

H3 ..... **Quisque cursus odio eget volutpat aliquam**

Nunc leo lectus, gravida in dui vel, accumsan tincidunt nibh. Sed dapibus, metus vel rhoncus feugiat, enim felis viverra lacus, ut euismod ante velit sed lorem. Aliquam eget sollicitudin velit, eget sagittis nulla. Vestibulum eget porttitor mi. Nullam at finibus nibh, vitae fringilla sapien. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae;

- Body Bullets .....
- Curabitur aliquet, ligula et auctor pretium, purus urna rhoncus dui, vitae scelerisque justo quam in urna.
  - Quisque cursus odio eget volutpat aliquam.
  - Cras tempor lorem at tempor sollicitudin. Nunc imperdiet vehicula lobortis. Donec consectetur elementum faucibus.

## 2. Basic Elements

### 2.14 TYPEFACE – SAMPLE (ARIAL)

#### Heading (H1)

Arial Black 36/40

2mm spacing after

NSW Red

#### Subheading (H2)

Arial Bold 10/12 All Caps

2mm spacing after

NSW Blue

#### Body Copy

Arial 8/12

2mm spacing after

Dark Grey

#### Subheading (H3)

Arial Bold 8/24

2mm spacing after

Dark Grey

#### Body Bullets

Arial 8/12

Indent 8mm/-4mm

2mm spacing after

NSW Red Bullet / Dark Grey Text

H1 ..... **Lorem ipsum**

H2 ..... **DOLOR SIT AMET**

Body Copy ..... Aenean vitae magna neque. Praesent id tortor lectus. Aenean vel fringilla metus. Suspendisse nibh mauris, eleifend sit amet est vitae, accumsan aliquam ligula. Vivamus pharetra ornare efficitur. Etiam mattis fermentum mauris quis imperdiet. Aliquam et sodales arcu. Nullam mollis, urna et placerat pellentesque, lorem neque blandit magna, eu tempus nibh leo id nunc. Nunc vitae quam ac ipsum molestie vulputate.

#### Quisque cursus odio eget volutpat aliquam

H3 ..... Nunc leo lectus, gravida in dui vel, accumsan tincidunt nibh. Sed dapibus, metus vel rhoncus feugiat, enim felis viverra lacus, ut euismod ante velit sed lorem. Aliquam eget sollicitudin velit, eget sagittis nulla. Vestibulum eget porttitor mi. Nullam at finibus nibh, vitae fringilla sapien. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae;

- Body Bullets .....
- Curabitur aliquet, ligula et auctor pretium, purus urna rhoncus dui, vitae scelerisque justo quam in urna.
  - Quisque cursus odio eget volutpat aliquam.
  - Cras tempor lorem at tempor sollicitudin. Nunc imperdiet vehicula lobortis. Donec consectetur elementum faucibus.

### **3. Tagline**



## **3. Tagline**

### **3.1 OUR TAGLINE**

**Fostering and delivering  
circular economy solutions**

# 4. Styles



# 4. Styles

## 4.1 COPY STYLE

NSW Circular is a government-enabled facilitator and champion of the circular economy. As it is government-enabled, and under the auspices of the Office of the Chief Scientist & Engineer, its tone has a degree of professional restraint. However, as a champion of the circular economy movement, it is overwhelmingly positive and upbeat. The balance is a copy tone that may be described as ‘professionally enthusiastic’.

It seeks to inspire, invigorate, and connect people to create the solutions of the future.

Whilst the full name is New South Wales Circular Economy Innovation Network, this may be referred to as ‘NSW Circular’ for shorthand. It should never be referred to as ‘CEIN’, nor should that acronym appear anywhere (including file names).

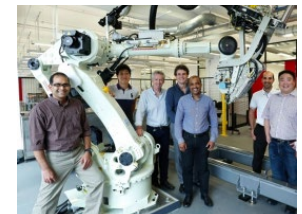
# 4. Styles

## 4.2 PHOTOGRAPHIC STYLE

NSW Circular deals with a broad audience (Government, Industry, Research Organisations and Communities), and so there is an allowance for a broad range of photographic subjects – from objects to people, from (manufacturing/recycling) processes to research.

Whilst there is broad scope for photography, the key elements to adhere to are as follows:

- Natural lighting, colouring and contrast
- No special filtering or effects applied
- No rotation of images (camera horizontal)
- Always in full colour
- Photos should never look like stock photos (even if they are).



# 4. Styles

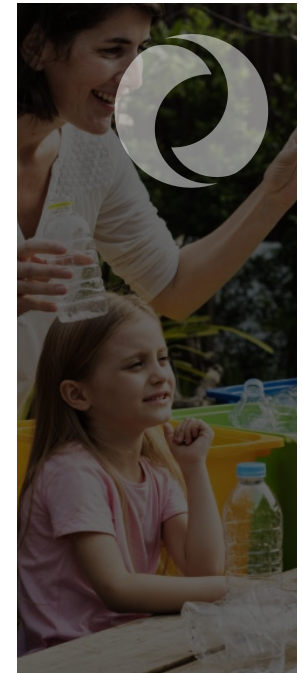
## 4.3 PHOTOGRAPHIC TREATMENTS

To apply the overlay treatment, the image should first be darkened by a minimum 60% overlay/multiply of black.

The overlay icon shape is 100% white and is applied at 10% opacity for screen and 50% for print. It should be scaled and positioned approximately as shown.

The initial overlay shape should be sized to 50% of the smallest side of the image. The shape should be placed in the top right corner, then inset with a gap of 10% of the smallest side of the image from both the top and the right sides.

Using the overlay shape should adhere to the rules above and should never be overlaid with the shape shown in full, or over a non-darkened image.





# 5. Stationery



# 5. Stationery

## 5.1 BUSINESS CARDS

Size: 90mm x 55mm

Stock: 350gsm Stock

Print: 4 colour process (CMYK)

Finish: matt celloglaze 2 sides



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[nswcircular.org](http://nswcircular.org)

# 5. Stationery

## 5.2 LETTERHEAD

210mm x 297mm (A4)



# 5. Stationery

## 5.3 DIGITAL LETTERHEAD

210mm x 297mm (A4)

Format: Google Doc / Word

This file is available to be used for creating electronic letters.



# 5. Stationery

## 5.4 WITH COMPLIMENTS SLIP

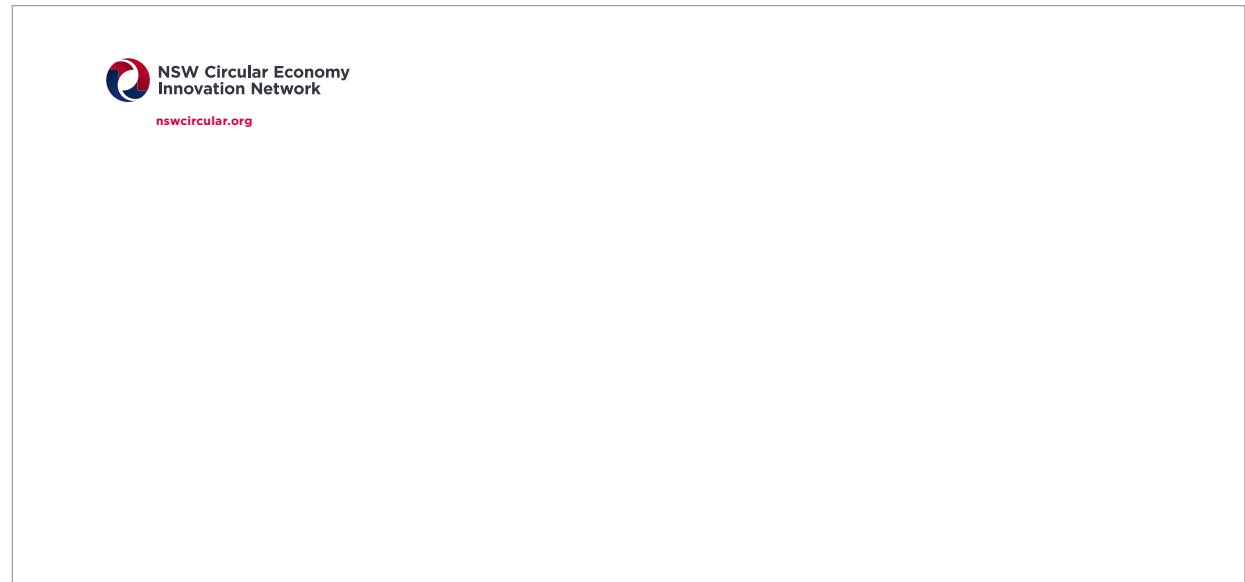
210mm x 99mm (DL)



# 5. Stationery

## 5.5 DLX ENVELOPE

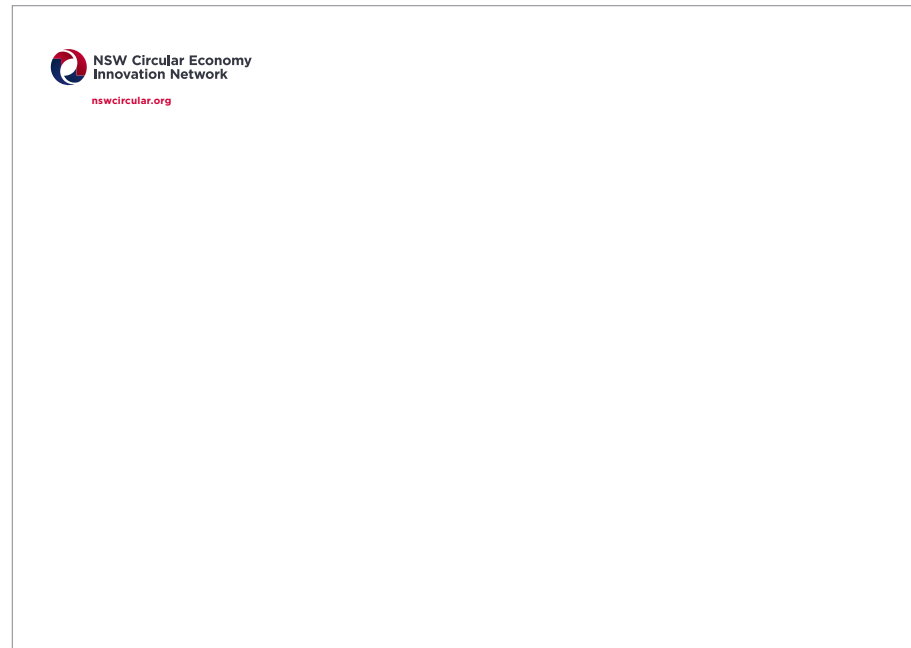
235mm x 120mm



# 5. Stationery

## 5.6 C5 ENVELOPE

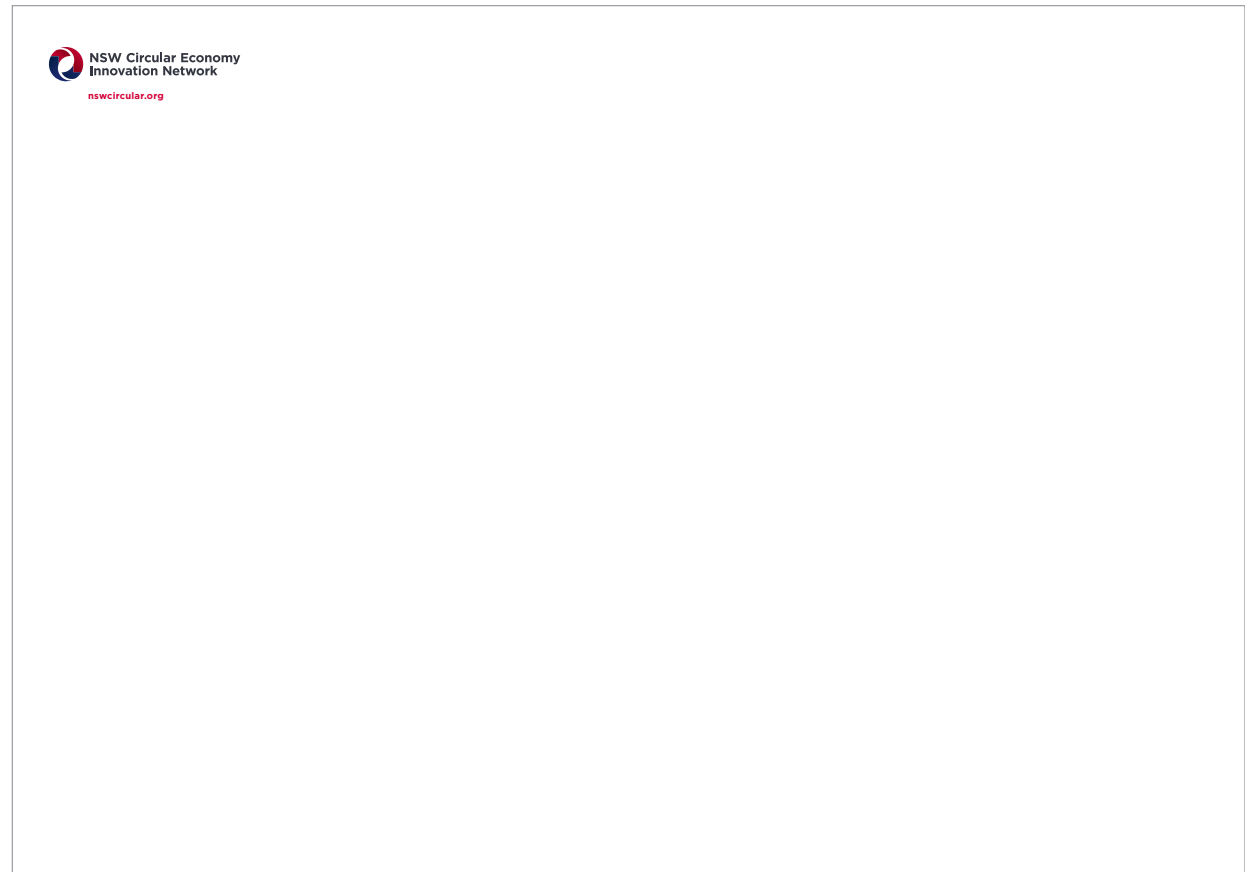
229mm x 162mm



# 5. Stationery

## 5.7 C4 ENVELOPE

324mm x 229mm



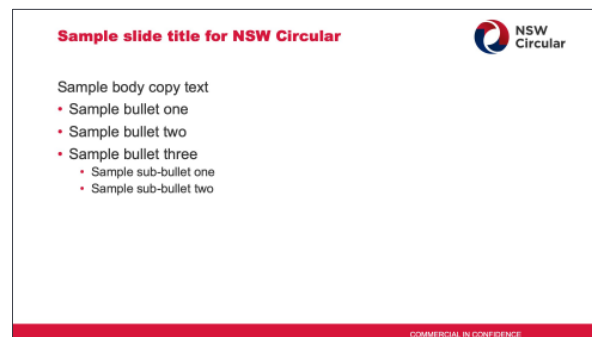
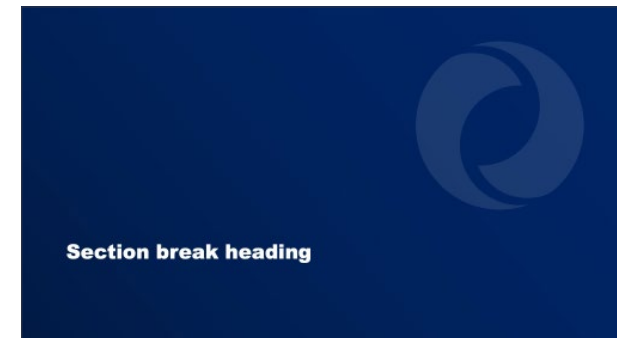
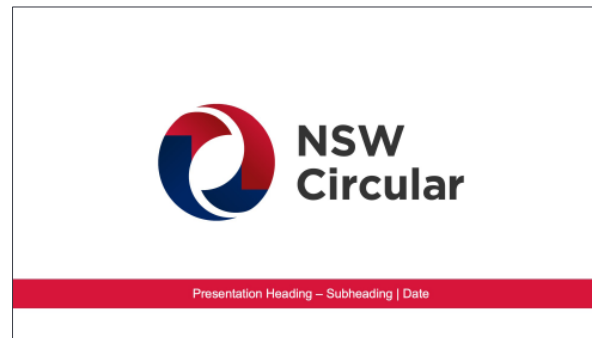


# 5. Stationery

## 5.8 PRESENTATION TEMPLATE

Format: Google Slides / PowerPoint

16:9 ratio



# 5. Stationery

## 5.9 EMAIL SIGNATURES

Format: HTML

A HTML template is provided and can be used to create email signatures to suit each individual.

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## **6. Website**



# 6. Website

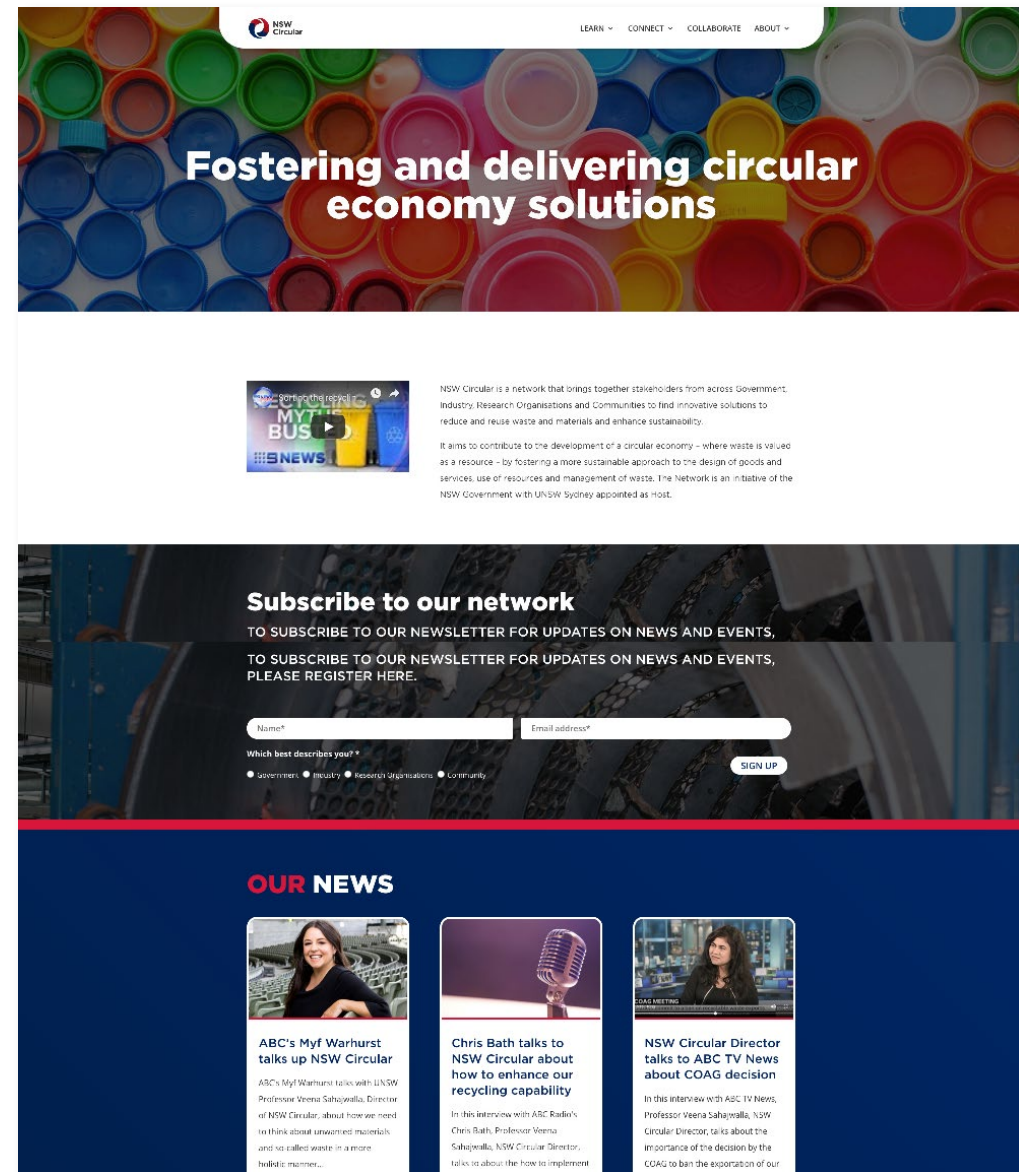
## 6.1 WEBSITE STYLING

The website has been build with pre-defined type styles and layout modules and these should always be used as the basis to display information or images. There should be no individual styling applied in addition to these styles that have been pre-prepared for you to use.

If there is no apparent pre-defined layout module for an element you are trying to present, it should be discussed with the branding agency who will be able to assist in creating the module as needed in the correct brand style.

All variants of buttons are already coded into the site, so no additional versions need to be created.

There is a separate guide available that explains how to manage and edit the website.





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