



BRAND IDENTITY STYLE GUIDE

v01

Logo Usage

The Orienteering NSW logo is a full colour logo. It should be used wherever possible.



**ORIENTEERING
NSW**

ONSW_Logo_2024_colour

These versions should only be used where all other artwork is black and white.



**ORIENTEERING
NSW**

ONSW_Logo_2024_black



**ORIENTEERING
NSW**

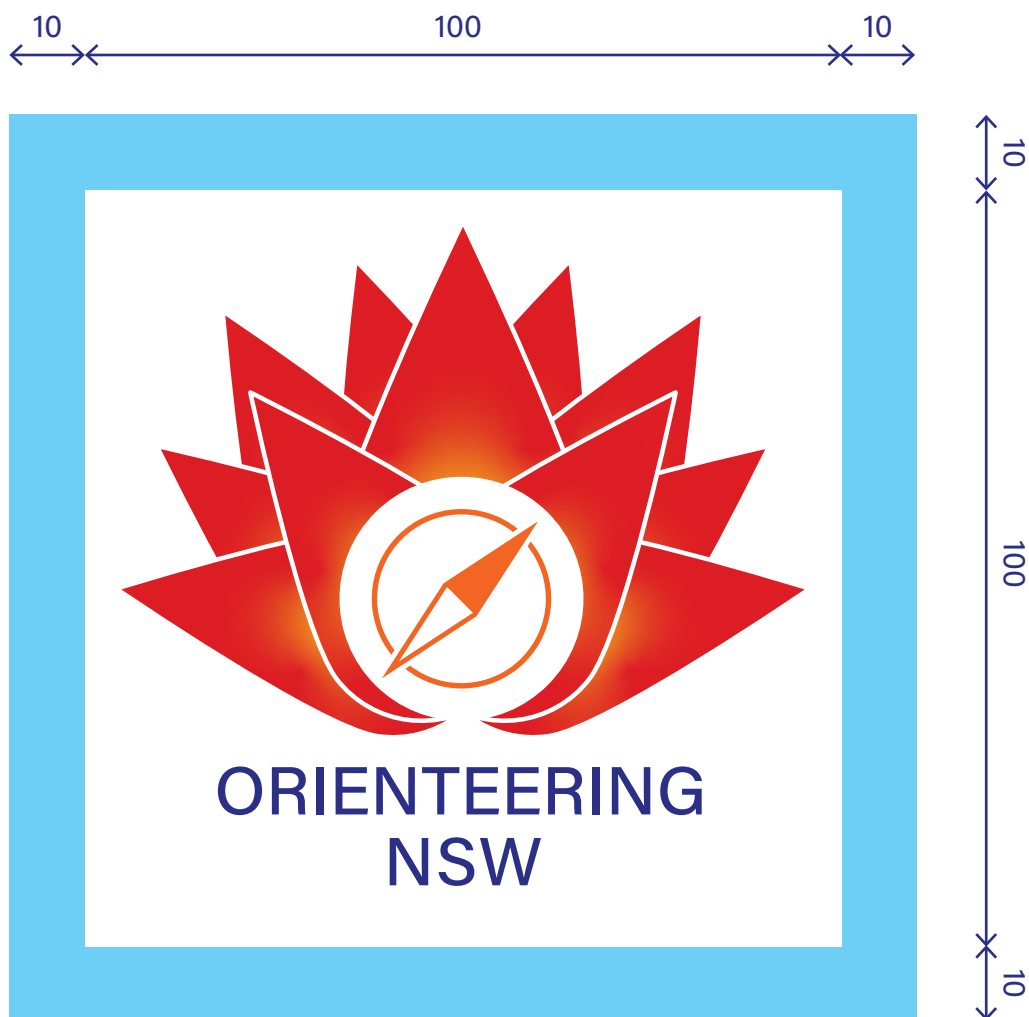
ONSW_Logo_2024_white

Correct Logo Usage

Using the Orienteering NSW logo in a consistent and correct manner is vital to maintain the integrity and visibility of the brand. **Maintain ratio of 1:1.**

CLEAR SPACE

Wherever possible the logo should be applied with the minimum clear space shown in light blue below. This is particularly important when placing next to other logos.



MINIMUM SIZE

The logos must be scaled to ensure that they reproduce well on digital and print.

PREFERRED MINIMUM



15mm square for print
60px for digital

ABSOLUTE MINIMUM



12mm square for print
45px for digital

Incorrect Logo Usage

The Orienteering NSW logo should always be shown in its complete form. The following examples show incorrect application.



Do not place on a dark background



Do not remove the text



Do not place over an image, unless text is over a light coloured simple background where text is clearly readable



Do not retype the text or change the text colour



Do not scale out of proportion (Always maintain 1:1 ratio)



Do not rotate



Do not apply shadow effects

Logo Filetype Usage

The base artwork has been prepared in Adobe Illustrator at 1000 x 1000px.

Recommended usage for each file type:

FILE TYPE	USE	NOTES	SCALING
.AI	Print	Adobe Illustrator (original artwork) Scaleable vector artwork. Transparent background	Up or down
.EPS	Print	Scaleable vector artwork Transparent background	Up or down
.PDF	Print Web	White background	Down only
.PNG	Print Web	Recommended for clarity as it is less pixellated than JPG Transparent version can be placed over coloured backgrounds	Down only
.JPG	Web	Use if PNG not an option	Down only

Typography

The Orienteering NSW logo text is set in Acumin Pro font with 25em tracking.

ORIENTEERING - Medium

NSW - Medium

HEADING TYPE

Acumin Pro - Bold

(If unavailable use Arial - Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

-=!@#\$%^&*()_+<>?/"/":;{}|\`~

BODY COPY

Acumin Pro - Regular

(If unavailable use Arial - Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ




abcdefghijklmnopqrstuvwxyz

1234567890

-=!@#\$%^&*()_+<>?/"/":;{}|\`~

Colour

The Orienteering NSW colour palette and supporting colours.

	<u>SPECIFICATION</u>	<u>USE</u>
	ONSW Red CMYK 3/100/100/3 RGB 222,29,36 HEX #de1d24	Petals main colour Highlights Borders / rulers
	ONSW Orange CMYK 0,75,100,0 RGB 242,101,34 HEX #f26522	Petals secondary colour Compass colour
	ONSW Dark blue CMYK 100/98/5/6 RGB 0,0,153 HEX #000099	Logo text Headings Body text Highlights
	White CMYK 0/0/0/0 RGB 255,255,255 HEX #ffffff	Petal outlines

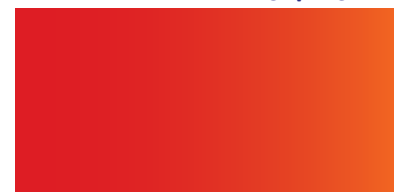
	ONSW Light blue CMYK 50/0/0/0 RGB 109,20,246 HEX #6dcff6	Backgrounds Highlights
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Gradients

50 ◊ 50



75 ◊ 25



Contact

For further information regarding the Orienteering NSW brand identity implementation please contact:

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