Brand Guidelines

Version 4 | January 2024

Department of Climate Change, Energy, the Environment and Water
Environment and Heritage

NSW GOVERNMENT

Contents

Hello

Welcome to the Environment and Heritage brand guidelines for the Department of Climate Change, Energy, the Environment and Water.

Templates and images are available to download at:
images.environment.nsw.gov.au

Logos and other resources are available to download at:
environment.nsw.gov.au/about-us/who-we-are/brand-and-logo

Brand

Architecture

The diagram on this page shows the brand architecture relationship between NSW Government, the Department of Climate Change, Energy, the Environment and Water (DCCEEW) and the Environment and Heritage (EH).

Parent brand

EH is a group within the Department of Climate Change, Energy, the Environment and Water and is a subsidiary of the NSW Government. This means it is wholly owned and governed by the NSW Government. As such, EH and its programs must use the waratah logo for all public facing communications.

Peer brands

These are independent peer or partner brands to EH. They are on equal footing with EH in the Department of Climate Change, Energy, the Environment and Water brand hierarchy.

Department of Climate Change, Energy, the Environment and Water

Environment and Heritage

NSW National Parks and Wildlife Service

Environment Protection Authority

Peer/partner brands
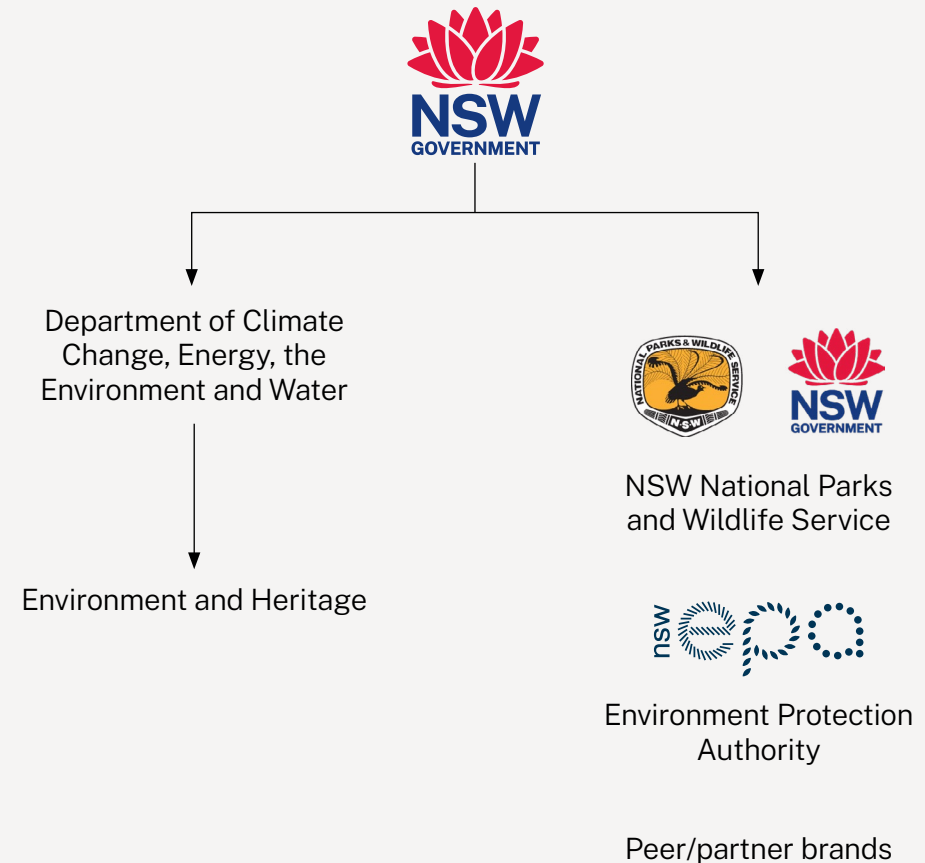
Brand

NSW Government Masterbrand

Departments and agencies need to ensure that the NSW Government brand is used prominently and consistently across services and communications, creating recognition and clarity so that our customers can have an improved experience.

Masterbrand is the default category for all of NSW Government. This applies to all of the Environment and Heritage.

In some instances, a brand exemption may be granted where masterbrand is not appropriate.

EH programs and Masterbrand non-corporate design

EH approved programs can use Masterbrand non-corporate design for greater expression and flexibility. Conditions apply, please refer to INSITE.

Examples of Masterbrand non-corporate are Biodiversity Stewardship and Credits Supply and Seabirds to Seascapes.

Criteria for Masterbrand non-corporate branding

Criteria for NSW Government Masterbrand non-corporate branding have been developed to help you determine whether you have a strong business case for a visual identity. This process was developed to ensure the benefits of another visual identity do not outweigh the costs involved.

Please submit your application addressing the criteria to the Brand and Design team (brand.design@environment.nsw.gov.au)

If you disagree with the review outcome, the request is then escalated to the Director of Public Affairs.

1. EH program or NSW government program or portal name

2. Program has funding for 3 or more years

3. Detail the stakeholders, their size and why they need a distinctive approach and unique tone of voice.

4. Outline your key partnerships and sponsorships. Detail why a unique visual identity is necessary to maintain these relationships and/or funding.

5. Explain your communications strategy, objectives, messaging and communication channels (such as paid advertising plan and budget, events strategy).

6. Demonstrate existing brand recognition, including any research on stakeholder recall. Provide evidence that this program has existing brand awareness that will be detrimentally impacted if it does not have its own visual identity. Please detail recognition statistics (such as search results, traditional and social media activity, customer surveys).

7. Detail any anticipated media coverage.

8. Outline the business revenue or operations affected if no visual identity is developed/ Where applicable, detail monetary value. For example, the return on investment for programs that generate income (or receive funding) should be 5:1 revenue (or funding) to cost [(estimated revenue or funding — visual identity cost) ÷ visual identity cost].

Brand

EH Masterbrand non-corporate

The images opposite show the brand system relationship between EH and its non-corporate programs.

EH brand

EH is a group within DCCEEW and is a subsidiary of the NSW Government. This means it is wholly owned and governed by NSW Government, maintaining a strong affiliation through the logo and other brand elements.

Department logo lock ups were retired in December 2021, now we use a separate text treatment style. Please refer to for more detail.
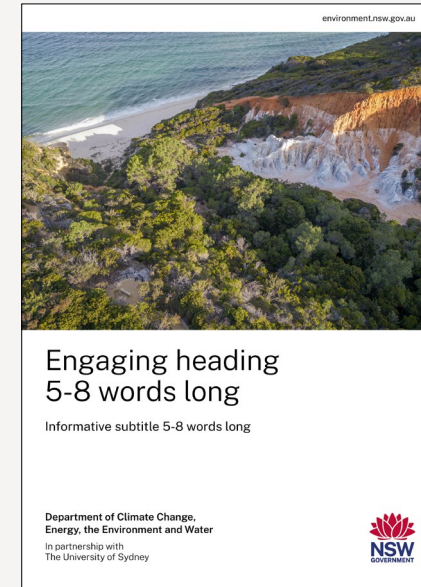
EH programs

These are EH programs that have been granted permission to use NSW Government Masterbrand non-corporate distinct visual identity, while still being governed by EH. They must still feature the NSW Government logo.

EH managed program

These are managed programs that use the EH managed program template system. They are governed by EH.

EH brand

EH programs
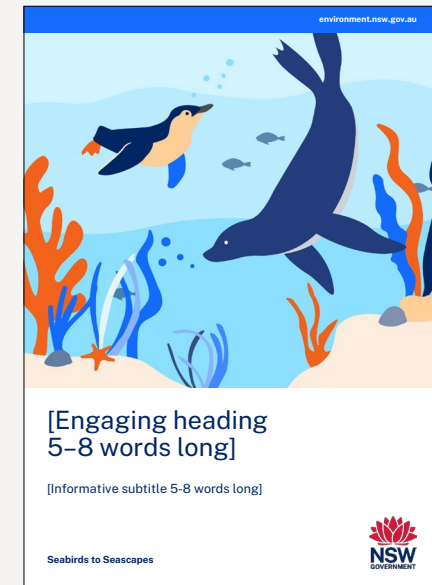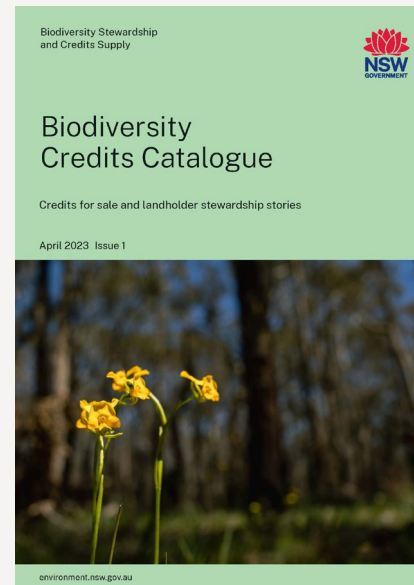
Our logo

Variations and clear space

The examples opposite show correct placement of the NSW logo in EH communications.

The stand alone logo is used on all applications. The NSW Government logo must always be used in full colour.

Note: On some collateral such as pull-up banners, you may require to use the logo within a bounding box.

Always use the templates supplied and master artwork for the bounding box and logos, never recreate these. Templates are available from INSITE and the Image Library.

Logos can be downloaded from the website: environment.nsw.gov.au/about-us/who-we-are/brand-and-logo

NSW primary logo
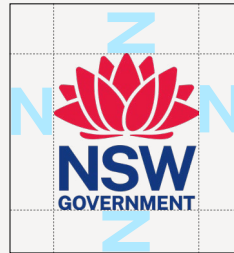
Clearspace for logo

NSW logo in bounding box

Clearspace for bounding box. Never alter the width or height of the box.
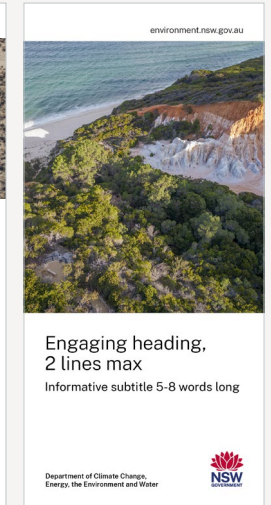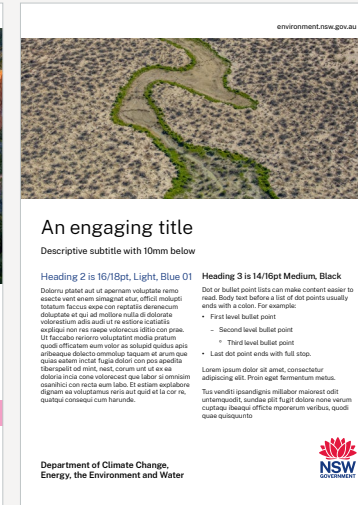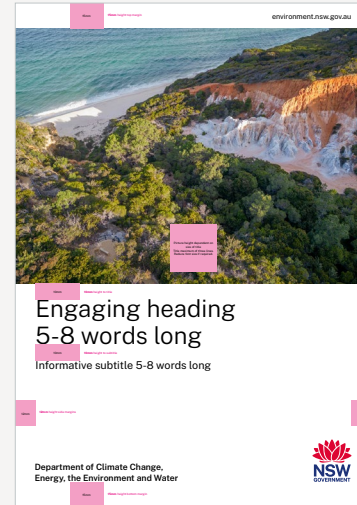
Examples: A4 Publication (Highly designed), A4 Factsheet and DL Flyer
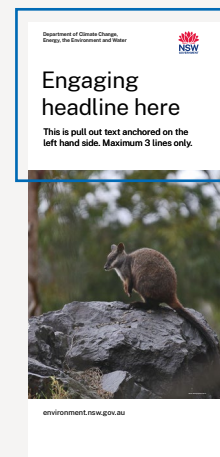
Examples: Pull-up banner

Our logo

Incorrect use

The examples opposite demonstrate some situations to avoid when using the NSW Government logo.

To ensure the logo is accurately reproduced, always use the original master artwork files and never alter, redraw, recolour or distort the logo in any way.

Legibility is the primary consideration when using the logo. There must always be good contrast, visibility and legibility between the logo and its background. A white background is preferred.

Do not try to make your own version of the logo

Do not apply effects to the logo

Do not rotate the logo

Do not use an outlined version of the logo

Do not change the colour of the logo

Do not stretch the logo

Do not crop the logo

Do not place objects too close to the logo

Do not place on busy or patterned backgrounds

Do not change the scale of the logo elements

Do not use the mono logo in any other colour other than black or white

Do not use against a background colour that is not accessible

Do not use the NSW Only logo at sizes where the primary logo can be used

Do not use the Primary logo smaller than its minimum size

Do not use the Waratah ONly logo other than in specified applications

Do not separate the Waratah from NSW Government

Partnerships

This style is appropriate for when partner brands must also be referenced.

The text is set as Public Sans 11pt in Regular.

Language may be updated to other headings where appropriate, e.g. 'With additional funding from.'

If additional external logos are required we may feature these on the back cover.

Please email brand.design@environment.nsw.gov.au for advice if you have trouble finding a solution.

environment.nsw.gov.au

15mm 15mm height top margin

Picture height dependent on size of title
Title maximum of three lines.
Reduce font size if required.

10mm 10mm height to title

Engaging heading 5-8 words long

10mm 10mm height to subtitle

Informative subtitle 5-8 words long

12mm 12mm height side margins   12mm

Department of Climate Change, Energy, the Environment and Water

In partnership with
The University of Sydney

15mm 15mm height bottom margin

Typography

Our primary typeface is
Public Sans aligning to
NSW Government Masterbrand.

Public Sans was designed with accessibility in
mind: differentiation between 1, i and l; larger
x-height, large open counters.

All our templates use the Public Sans font.
Employees computers should have the font
included. It is also available
to install via the Software Centre.

There should be no requirement for a secondary font.

For external vendors the Public Sans font is freely
available for download from NSW Government
website.

digitalnsw.github.io/public-sans/download

Primary typeface

Title	Font weight	Size and leading
Heading 1	Light	22/24
Heading 2	Light	16/18
Heading 3	Medium	14/16
Heading 4	**SemiBold**	**12/14**
Body copy	Light	11/13

Typography

Hierarchy

We have carefully crafted the typographic hierarchy to make it easier for e-readers to scan and understand complex documents.

Text styles are designed to meet accessibility requirements for documents. Please apply the templates styles, don't change or adjust the text style hierarchy or the font size.

The text styles illustrated opposite are already embedded in both the InDesign and Word templates available via the Image Library.

Heading 1 is 22/24pt Light, max 2 lines, starts on a new page

Heading 2 is 18/21pt Light Blue 01

Heading 3 is 14/16pt Medium Blue 02

Heading 4 is 12/14pt, Semibold Black

This is body text. For body text use 'body style'. It is organised into paragraphs. Lorem ipsum dolor sit aemt, consectetur adipiscing elit. Proin eget fermentum metus. Pellentesque oranare ac. This is a hyperlink.

Dot or bullet point lists can make content easier to read. Body text before a list of dot points usually ends with a colon. For example:

- First level bullet point
  - Second level bullet point
    - Third level bullet point
- Last dot point ends with a full stop.

Numbered lists may be used, as featured below:

9. First numbered list item
10. Second numbered list item
    k. Item in sub list
    l. Item in sub list
        i. Item in sub list
        ii. Item in saub list

Indented pull-out quotes may be used as featured in the example below.

Pull-out quote is 14/16pt Medium, Blue 02. Us con recatur estrum autectre mostimate nitate posam ute omnis debis elestemquiam quos doluptaquodj, comni rem.

(Quote subscript is 10/12.5pt, Book Italic, Black)

Typography

Descriptor or department name

The descriptor text or department name is included and locked on to all front page headings.

All documents have a page bottom margin of 15mm. The descriptor baseline sits on at the bottom of the text area aligning with the NSW Government logo on the right.

InDesign templates include a non print layer with measurements as seen in the sample on this page.

Descriptor – department name

Engaging heading 5-8 words long¶

Informative subtitle 5-8 words long#

Department of Climate Change, Energy, the Environment and Water#
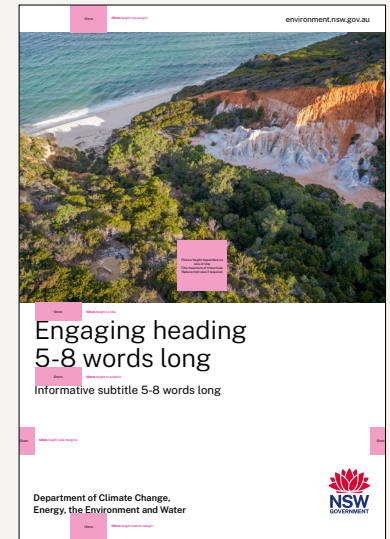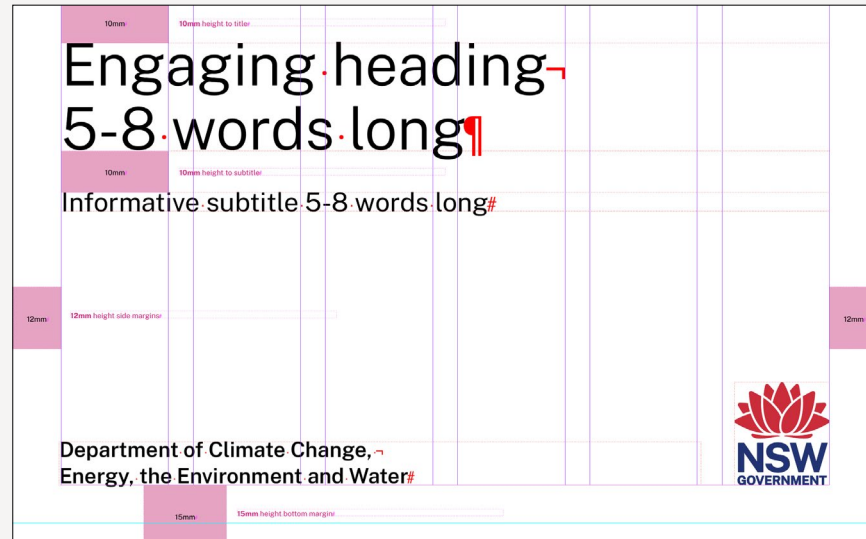
Example: A4 Publication
(Highly designed)

Colour palette

The Masterbrand colour system is based on the selection of 3 colour columns from the colour palette.
The three colours used by EH are Blue, Grey and Green columns.

Each of the three colour columns are made up of four tonal rows (01 — 04).

Our palette aligns to the NSW Government Masterbrand colour palette. The use of the full colour palette for charts and graphs allows the graphs to pop and have plenty of contrast.

We have minimised the use of the Government red, purple and pink for environmental communications.

Note: Adobe Swatch Exchange files are available to use with Adobe programs. If you are using the design templates the colour palette will already be embedded in the files.

Blue 01 (Core NSW Blue)	Grey 01	Green 01
RGB 0/38/100 HEX #002664 CMYK 100/85/5/20 PMS 281	RGB 34/39/43 HEX #22272b CMYK 54/34/42/92 PMS 447 C, 419 U	RGB 0/64/0 HEX #004000 CMYK 86/20/85/56 PMS 7483
Blue 02	Grey 02	Green 02
RGB 20/108/253 HEX #146cfd CMYK 94/58/0/0 PMS 2387	RGB 73/80/84 HEX #495054 CMYK 51/31/18/61 PMS 431	RGB 0/170/69 HEX #00aa45 CMYK 83/0/94/0 PMS 354 C, 7481 U
Blue 03	Grey 03	Green 03
RGB 140/224/255 HEX #8ce0ff CMYK 40/5/0/0 PMS 291 C, 283 U	RGB 205/211/214 HEX #cdd3d6 CMYK 10/4/6/18 PMS 428 C, 427 U	RGB 168/237/179 HEX #a8edb3 CMYK 33/0/39/0 PMS 2254
Blue 04	Grey 04	Green 04
RGB 203/237/253 HEX #cbedfd CMYK 13/2/0/0 PMS 291 C (40% tint), 283 U (40% tint)	RGB 235/235/235 HEX #ebebeb CMYK 3/4/4/5 PMS 428 C (40% tint), 427 U (40% tint)	RGB 219/250/223 HEX #dbfadf CMYK 10/0/15/0 PMS 2254 (40% tint)

Colour palette

Accessibility

The RGB colour palette on the right includes descriptive text for each colour to guide you when using coloured text and ensure text meets accessibility requirements

To meet vision impairment accessibility guidelines please use Black text, or use the eye dropper tool on the following colours.

As a Government agency we need to meet **WCAG 2.0 AA accessibility** guidelines in all our work.

We highly recommend using a colour contrast tool such as the Colour Contrast Analyser (CCA) to ensure that all important coloured elements and text meets AA accessibility.

Notes

Text colour combinations must always pass WCAG 2.0 AA standards for your text size. This means:

- **A contrast level of at least 4.5:1 for normal text. Normal text is text that is below 18pt, or below 14pt if it is bold.**
- **A contrast level of at least 3:1 for large text. Large text is text that is 18pt and larger, or 14pt and larger if it is bold.**

Large text (White)
Large text (Blue 1)
Large text (Blue 2)

Normal text (White)
Normal text (Blue 1)
Normal text (Blue 2)

Large text (White)
Large text (Grey 3)
Large text (Grey 4

Normal text (White)
Normal text (Grey 3)
Normal text (Grey 4)

Large text (White)
Large text (Green 3)
Large text (Green 4)

Normal text (White)
Normal text (Green 3)
Normal text (Green 4)

Large text (White)

Normal text (White)

Large text (White)

Normal text (White)

Large text (White)
Large text (Grey 1)

Normal text (Grey 1)

Large text (Grey 1)
Large text (Blue 1)

Normal text (Grey 1)
Normal text (Blue 1)

Large text (Grey 1)

Normal text (Grey 1)

Large text (Grey 1)
Large text (Green 1)

Normal text (Grey 1)

Large text (Grey 1)
Large text (Blue 1)

Normal text (Grey 1)
Normal text (Blue 1)

Large text (Grey 1)

Normal text (Grey 1)

Large text (Grey 1)
Large text (Green 1)

Normal text (Grey 1)
Normal text (Green 1)

Photography

There is a rich wealth of imagery available through the EH image library.

Our approach encourages you to think about storytelling through imagery. Within a single document start with a big picture sense of overview, then zoom in through various layers to a more macro view. This will give a richness and depth to EH communications, and encourages you to make the most out of what's available in the image library.

Visit: images.environment.nsw.gov.au

Photography

Aerial views,
sweeping vistas,
majestic landscapes.
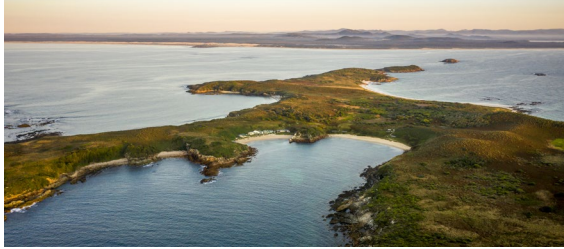
Immersive
environment

Details
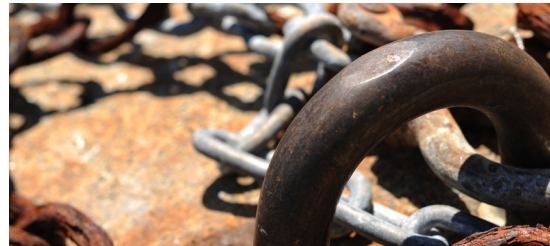
Textures
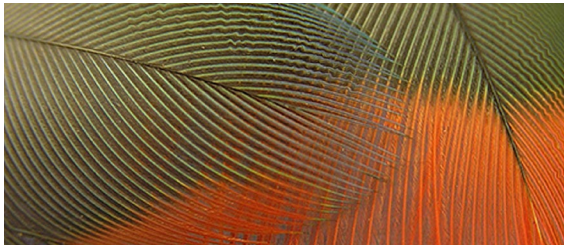
Photography

Things to avoid

The top line principles demonstrated in the images opposite create an overview of our approach to shooting original photography.

Please refer to the following pages for detailed guidance.

Don't apply unnatural filters onto our imagery

Avoid over-treating images to they feel unnatural (eg. Over-exposure)

Avoid clearly staged photographs

Don't pick imagery that with artificial textures
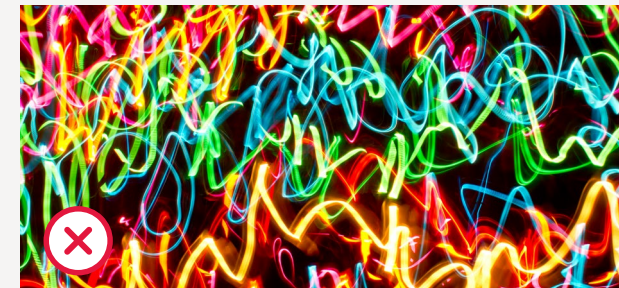
Photography

People in photography

Photography with people should be carefully art directed or selected to represent the local personality and reality of the environments.

- People appearing in photos should look engaged and have clear direction from the photographer about which emotion they should portray (happy, fascinated, curious, enthusiastic, calm, professional, caring, etc.). Poses should look relaxed and unstaged.

- People appearing in photos should have their faces showing where possible, unless they are appearing in a wide shot which focuses more on their surroundings.

- People's clothes should reflect a natural colour palette (no fluorescent colours) with accent colours inspired by the EH colour palette. They should not have any visible logos or branding (other than NSW Government branding).

- Staff should be in full uniform with sleeves rolled down and wearing hats (applies to NPWS rangers and guides, and DCCEEW roadshow teams).

- Children should always wear sunscreen and hats in full sun, as well as protective clothing.

- Where possible shoot talent in full shade to avoid harsh or mottled light, unless it's an overcast day.

- Make sure that people's faces are bright, clear and in focus, and aren't covered by shadows.

- Ensure all models have signed a release form that allows DCCEEW to use the image. This form may be found by searching for 'model release' on INSITE, or by emailing: images@environment.nsw.gov.au.

- The use of props should always be minimal.

People in photographs

What to avoid

Photography

Things to consider

When shooting

- Images are shot in full colour.

- Capture a positive impression of your subject matter – sunny day, complimentary lighting, and vibrant, rich and healthy colours.

- All photos should be taken in landscape and portrait format and with spare space surrounding the subject, to allow for versatile cropping and use.

- Flora and fauna should be photographed at their natural level where possible, to create more of an impact to the viewer (for example, a lizard would be photographed low to the ground).

- Lighting should be natural to ensure a bright, clean and clear image - avoid the use of filters.

- Photo editing should retain a natural look and feel. Soft editing can be used to tidy up an image where necessary.

Landscape photography

- Landscape shots should give an impression of the grandeur and scale of our natural world.

- Landscapes are best photographed just before sunrise and just after sunset, when the light is softer. If photos need to be taken during the day, avoid shooting directly into the sun.

- Landscapes should be photographed on a wide angle, in both portrait and landscape format to allow for cropping.

- Landscapes do not have people as the focus of the shot, however people can be shown engaging with or enjoying their surroundings if appropriate.

Photography

Things to consider

When selecting images

- Large hero images should only use 'the big picture' or 'immersive environment' photography styles as these wider shots are better suited to larger formats.

- Detailed/close-up and textured images should never be used in the large hero image format as they become overbearing. Detailed/close-up images should only be used in secondary photography styles, such as the smaller circular spotlight or smaller rectangular image style.

- Avoid stock photography – we want our images to be as authentic as possible. For a large selection of images available to DCCEEW, visit images.environment.nsw.gov.au or contact: images@environment.nsw.gov.au

- Images should be naturally vibrant and not oversaturated.

- Consider text and logo placement if the image is to be used as a title page for collateral.

- Ensure DCCEEW has the appropriate permission to use the image.

- DCCEEW can only commission and use drone photography and video footage that is taken/produced by a CASA (Civil Aviation Safety Authority) licenced operator.

- Please note that special consideration must be given to images of Aboriginal sites and people.

- The photographer must be credited. Please refer to the collateral section, from page 23 onwards to see examples of photo credits in documents and other applications.

- High resolution images (preferably in raw, high resolution tif or jpg files) should be provided to the image library: images@environment.nsw.gov.au.

- Staff should be in full uniform with sleeves rolled down and wearing hats (applies to NPWS rangers and guides, and DCCEEW roadshow teams).

- Children should always wear sunscreen and hats in full sun, as well as protective clothing.

- Ensure all models have signed a release form that allows DCCEEW to use the image. This form may be found by searching for 'model release' on INSITE, or by emailing: images@environment.nsw.gov.au.

Recommended image sizes

- **Web format:**
  72dpi, jpg, png

- **Print format:**
  300dpi, jpg or tif

- **Large format
  (billboards / pull-up banners):
  150dpi at actual size, jpg**

Tone of voice

Publications

- The Environment writing style is direct and active.

- Speak with a confident, open and engaging tone.

- Minimise the number of words used to convey a message.

- Avoid passive voice where possible; for example:

  'Global warming is threatening coastal towns.' (Active voice)

  'Coastal towns are being threatened by global warming.' (Passive voice)

- Avoid long leading phrases – get to the point quickly. Instead of saying,
  'Following extensive consultation with stakeholders and liaison with industry, the agency came to the conclusion that…',
  say
  'We consulted with the community and stakeholders and concluded that…'.

- Make clear statements and resist over-qualifying or repeating qualifiers (usually adjectives) that have been explained in previous text.

- Avoid jargon, internal administrative divisions and obscure or archaic language.

- Don't assume that everyone knows about a particular program or immediately understands a program's title.

- Avoid the overuse of acronyms. Acronyms are okay to use after the full name has been introduced, but it's better if you can minimise them.

Please see the Australian Government style manual for more details on writing for publications.

Marketing

Use the following guide for promotional and advertising materials, such as flyers, digital banners and pull-up banners.

- **Main headline:**
  Main headings are short and catchy, around 5-8 words. They are emotive and rousing:

  – 'Our future on the coast' (emotive) rather than 'Coastal management reforms' (impersonal).

  – 'Saving an Aussie icon' (emotive) or 'Koalas in our backyard' (emotive) rather than 'Koala conservation in south eastern NSW' (impersonal).

- **Sub-heading:**
  As the main headline is emotional and engaging, the sub-heading can be factual and informative, to balance the publication title:

  – 'Coastal management reforms' (factual/ informative) can be the subheading of a communications piece that has 'Our future on the coast' (emotive) as a main heading.

  – It's okay to have a slightly longer sub-heading to accurately describe the content of the communications piece.

Tone of voice

Web content

Writing web content is different from writing for print publications. EH website visitors are busy people who have a range of reasons for accessing our web content. They need to get things done, and quickly. They're likely to skim-read content and skip or ignore large chunks of text to read faster, so we need to get our information across quickly and clearly without wasting their time. Web content should be:

- concise
- relevant
- easy to understand, written in plain English
- scannable, with headings and bullet lists to break up text
- accessible for people using screen readers and other assistive technologies.

As a NSW Government agency, all DCCEEW communications for web and print need to adhere to a minimum AA accessibility standard (WCAG 2.0). For more information on how to make your communications accessible, please search for 'accessibility' on INSITE.

For more information on the publishing process within EH, go to 'Get a publication edited' on INSITE or contact the content team: content.team@environment.nsw.gov.au

When writing main content

- **What do you want people to do?**
  What is the main goal of the communication? What is it that you are enabling or asking people to do? Volunteer for bush regeneration? Reduce household water usage? Join a local citizen science community? Include a clear action. Be sure to limit the number of messages per communication.

- **Why is it important?**
  Why should people do what you are encouraging them to do? Explain what people can gain or what losses they can avoid by taking action. What are the social, financial and environmental benefits? The short and long-term benefits?

- **What's the call to action?**
  A call to action is a question or statement that solicits a reaction from the audience. What should people do after they read your message? Should they call, email, visit a web page? Or should they simply take action? This is an extremely important part of any communications piece and should always be included in marketing and advertising communications.

Collateral

Snapshot

A4 Publication – Highly designed (InDesign)

The highly designed template is created in Adobe InDesign and should be used by graphic designers only. This template allows for a highly customised final design and is ideal for professionally printed publications.

A4 Publication – Designed (Word)

The designed Word template is easy to use, and is suited to publications that require imagery and a more designed approach, without the need for Adobe InDesign.

A4 Publication – Report (Word)

The report Word template is suited to publications with a short turnaround time – it's easy to use and does not include imagery or other design elements found in the designed (Word) and highly designed (InDesign) templates.

A4 Publication – Highly designed (InDesign)

A4 Publication – Designed (Word)

A4 Publication – Report (Word)

Collateral

A4 Publication – Highly designed (InDesign)

Cover

environment.nsw.gov.au

Engaging heading
5-8 words long

Informative subtitle 5-8 words long

Department of Climate Change,
Energy, the Environment and Water

Our Word templates feature a white cover.

Sectional image

Heading 1 is 22/24
Public Sans Light with 7mm
space below and zero above

Heading 2 is 16/18 Public Sans light, 2mm
space above and 1mm space below.

This is body text. For body text use 'Body Text style. It is organised into paragraphs. Light 11/13 with 2mm space before and after and 4mm same style. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin eget fermentum metus. Pellentesque ornare ac.

Morbi quis eros pharetra, vulputate tortor sed, venenatis felis. Praesent porttitor magna vitae faucibus malesuada. This is a hyperlink.

Heading 3 is 14/16 with 2mm space above and 1mm below.

Dot or bullet point lists can make content easier to read. Body text before a list of dot points usually ends with a colon. For example:

- First level bullet point. 3mm space after and 2mm same style
  - Second level bullet point. Space as first
    - Third level bullet point. Space same as first
- Last dot point ends with full stop.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin eget fermentum metus. Pellentesque ornare ac odio.

Heading 4 is 12/14pt Semibold, Black 2mm before and 1mm after:

1. First numbered list item
2. Second numbered list item
   c. Item in sub list
   d. Item in sub list
      i. Item in sub list
      i. Item in sub list

On con rem alique at venet vel ipsant idebis ium excescia et vit magniment quae excea corendae nus autem volupta ectatur, sed quos ma nonsecte in eumquis qui aspis exernatur?

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Department of Climate Change, Energy, the Environment and Water

H1 headings signal a new page and full bleed narrow image.

Photo credit is placed with the reprint.

We use images in the narrow column as a section indicator and break up the text content. They have no need for photo credits or captions below the photo.

Spotlight image

Twelve years of land conservation

Figure captions are below the chart

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This is a spotlight image.
No need for a caption underneath.
Photo credit is placed with the reprint.

Global annual mean temperature anomalies, 1850–2007 (base 1961–1990). Rapid increases in global temperature are particularly evident between 1910 and 1940 and also from 1970 to the present. The highest global mean surface temperature on record occurred during the 1998 El Niño event.

Figure 1.1

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We use circular spotlight images in the narrow column as a decorative element and break up the text content. They have no need for photo credits or captions below the photo.

Figures with captions

Pull out box headings can be stylised to match with background

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Expert evaluation of the impact of selected weeds and pest animals

Invasive species have detrimental impacts on listed threatened species and ecological communities.

Experts were asked to provide information about the known detrimental impacts of a selected set of 22 invasive species (15 weeds and seven pest animals) on 97 listed threatened species and ecological communities (16 threatened animals, 46 threatened plants and 35 threatened ecological communities) (Box 3). Experts evaluated the level of impact an invasive species has on a threatened species or ecological community by assigning one of five categories. The categories corresponded to minimal or minor impacts on individuals, a decline in population size or a change in community composition (moderate impact) and local extinction, which may be reversible (major impact) or irreversible (massive impact) (Box 3).

The study found there was an 85% chance that evaluated threatened species are experiencing a decline in population size, and that evaluated threatened ecological communities are experiencing changes to their composition due to interactions with the selected set of weeds (Figure 3a).

Decline of threatened species population size or compositional change in threatened community

A

■ Massive ■ Major ■ Moderate

Figure 1.1 Impact of a selected set of weeds on evaluated listed threatened species and ecological communities. Values are the average expert evaluated (likelihood that impacts are of a certain magnitude (one of five impact categories)

There was a 57% chance that an evaluated weed could cause a local population extinction of a threatened species or characteristic species of a threatened ecological community (Figure 3b). Ribus Eossunt entiam, conseque vellacest, ommine laboremques debis a abore vel mi, con rem doluptia qui res mos remporrum aut am, sequam imiliqui dent harunits aceaquam consersperum earcil maio te dolore exerchi cipiet, temporrore invel moloreic te nobis aceperi ut labores tendelis ut labo. Itat.

Figure captions are always located below the figure.

Pull-out boxes

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Mulgoa biodiversity stewardship site funding agreement with the Australian Government

The program is committed to implementing outcomes under three agreements:

- Biodiversity certification of the Growth Centres SEPP
- Growth Centres Strategic Assessment approval
- Mulgoa biodiversity stewardship site funding agreement with the Australian Government.

Biodiversity certification of the Growth Centres SEPP

The program is committed to allocating funds each year to purchase reserves or establish conservation agreements (i.e. biodiversity stewardship agreements) in the locations, and in accordance with the criteria, specified by the certification. These locations and criteria are described in previous sections.

Growth Centres Strategic Assessment approval

In 2012, the Australian Government approved New South Wales' Sydney Growth Centres Strategic Assessment Program (except for actions on Commonwealth land or by the Australian Government). The approval enables development to proceed in the Growth Centres in accordance with the EPBC Act, while protecting biodiversity values through offsets implemented under the program. As part of the requirements of the approval, the following will be protected under the program:

- at least 2400 hectares of Commonwealth-listed CPW or other 'grassy woodland' communities, with preference given to CPW, followed by White Box–Yellow Box–Blakely's Red Gum Grassy Woodland and Derived Native Grassland
- at least 205 hectares of high quality Commonwealth-listed CPW – 15% of this target will be protected every four years until 205 hectares are protected
- at least 132 hectares of Shale Sandstone Transition Forest
- at least 4.4 hectares of Turpentine Ironbark Forest
- potential habitat for two threatened plant species: *Acacia pubescens* and *Pimelea spicata*
- potential habitat for three threatened fauna species: the swift parrot, large-eared pied bat and grey-headed flying-fox.

The program will also ensure all investments occur on the Cumberland Plain unless there are exceptional circumstances approved by the Australian Government. Ehenem fugit et ad aperchi liaceat vent faceste delia pliquatorum volumquides.

Pull-out boxes can be incorporated with an image above or below.

Collateral

A4 Publication – Highly designed (InDesign)

Grid system

Margins
15mm on all edges

Bleed
3mm on all edges

Six column grid
Allows us to use a wide and narrow column layout.

Our default layout uses a three-column style. The main text sits in the right wide column while the left narrow column may be used for images, spotlights, pull out boxes or infographics.

Heading 1 is 22/24 Public Sans Light with 7mm space below and zero above¶

Heading 2 is 16/18 Public Sans light, 2mm space above and 1mm space below.¶

This is body text. For body text use 'Body Text style. It is organised into paragraphs. Light 11/13 with 2mm space before and after and 4mm same style. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin eget fermentum metus. Pellentesque ornare ac.¶

Morbi quis eros pharetra, vulputate tortor sed, venenatis felis. Praesent porttitor magna vitae faucibus malesuada. This is a hyperlink.¶

Heading 3 is 14/16 with 2mm space above and 1mm below.¶

Dot or bullet point lists can make content easier to read. Body text before a list of dot points usually ends with a colon. For example:¶
- First level bullet point. 3mm space after and 2mm same style¶
  - Second level bullet point. Space as first¶
    ° Third level bullet point. Space same as first¶
- Last dot point ends with full stop.¶

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin eget fermentum metus. Pellentesque ornare ac odio.¶

Heading 4 is 12/14pt Semibold, Black 2mm before and 1mm after:¶
1. First numbered list item¶
2. Second numbered list item¶

   c. Item in sub list¶
   d. Item in sub list¶
      i. Item in sub list¶
      ii. Item in sub list¶

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Department of Climate Change, Energy, the Environment and Water

Section opener image for everynew section with a Heading 1.
Photo credit is placed with the imprint.

This is a spotlight image.
No need for a caption underneath.
Photo credit is placed with the imprint.

Twelve years of land conservation¶

Figure captions are below the chart¶

Sequae nonsed mod quaecul litempedic te num asimi, alibustiamus nimpos ut harchit assinti onsequati de in con rerchillam, cum quidenisto totatur, con net as dipit lantisc iendem nonetur? Ilupta am sit. Entela mei pulus hil tus venihil hos, novivere, simis ipterficae alicaedius, que ad re, ne med consules? Ahaesis niri poptinum ta re aucienares?¶

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7mm height between text and figure

Metric tonnes (y-axis: 0, 1000, 2000, 3000, 4000, 5000, 6000)
Year (x-axis: 2010, 2011, 2012, 2013, 2014, 2015)

3mm height between caption and figure

Figure 1.1 Global annual mean temperature anomalies, 1850–2007 (base 1961–1990). Rapid increases in global temperature are particularly evident between 1910 and 1940 and also from 1970 to the present. The highest global mean surface temperature on record occurred during the 1998 El Niño event.¶

7mm height between caption and body

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[Document title goes here and is in black]

40mm

8.5mm   5

Narrow column   **Wide column**   **Narrow column**   **Wide column**

Washing line
Sits at 40mm from the top of the page. It keeps all the content neatly structured from page to page.

Folio
Sits with their baseline from 8.5mm from bottom edge of page

Collateral

A4 Publication – designed (Word)

Cover
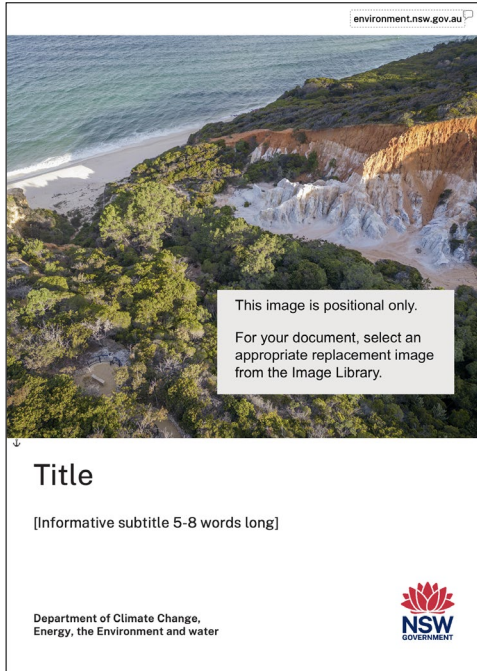
Our Word templates feature a white cover.

Spotlight image
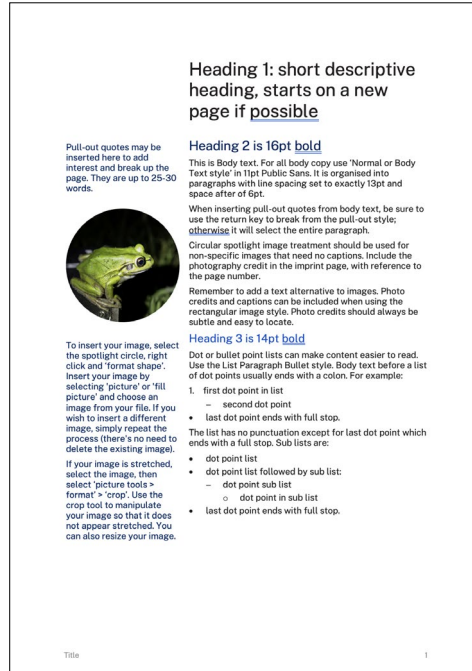
We use circular spotlight images in the narrow column as a decorative element and break up the text content. They have no need for photo credits or captions below the photo.

Tables with captions
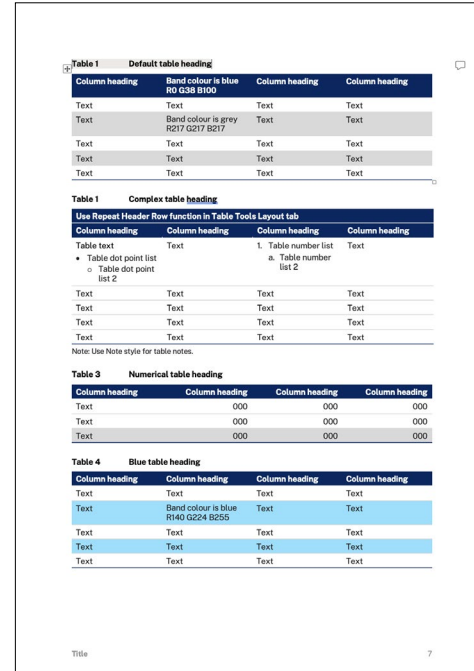
Table captions always located above the table.

Figures with captions
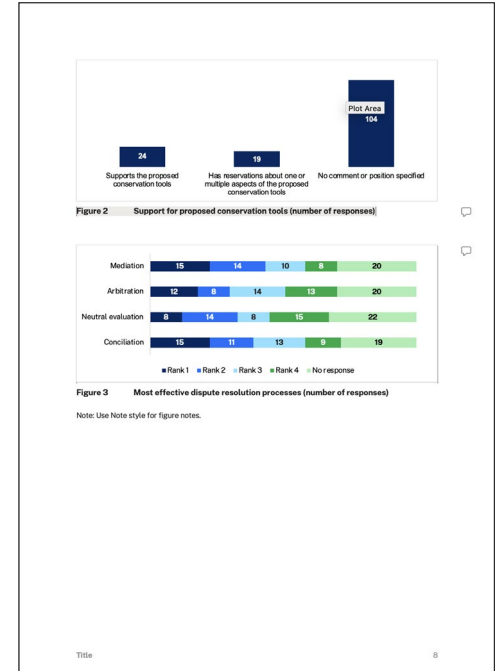
Figure captions are always located below the figure.

Collateral

A4 Publication – Report (Word)

Cover
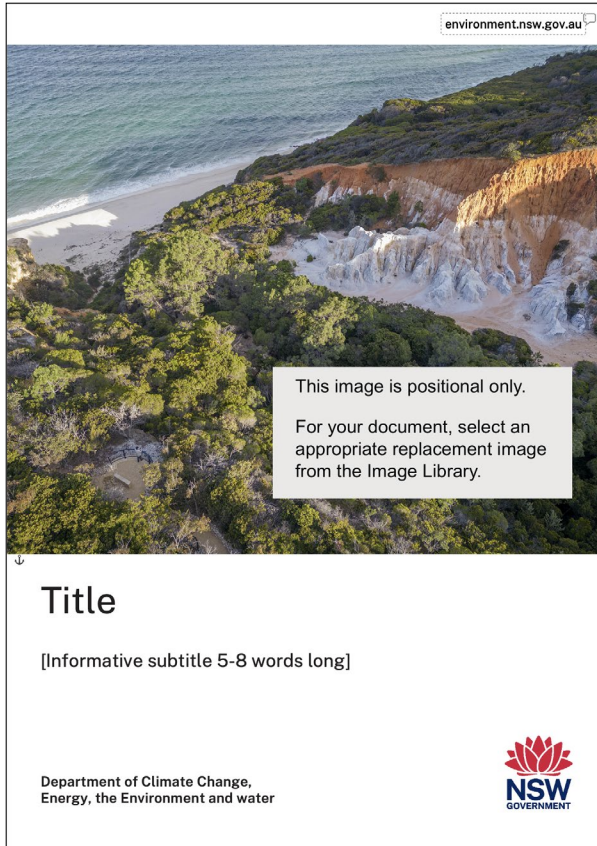
Our Word templates feature a white cover.

Content page
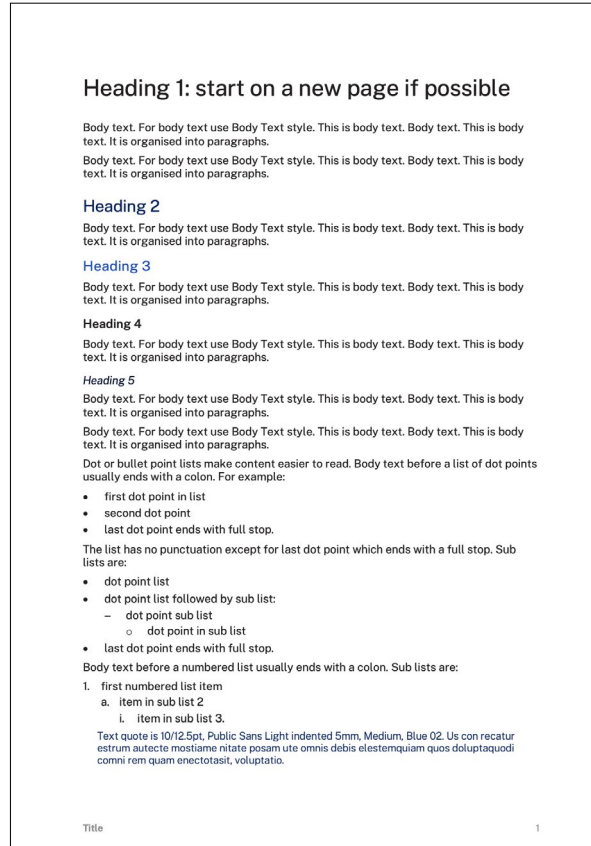
The supplied template contains all the text formatting shown above. Our basic template has no pull out boxes or spotlight images. The font is also defaulted to Arial instead of Public Sans.

Collateral

A4 folded to DL flyer

Outisde spread

Heading 3

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Heading 4

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environment.nsw.gov.au

Engaging heading, 2 lines max

Informative subtitle 5-8 words long

Department of Climate Change, Energy, the Environment and Water

NSW GOVERNMENT

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When setting up a table (Table > Insert table), please select 'EHG Table Style' when choosing the number of rows/columns/etc. If the last row of table is coloured white, please add a bottom Blue 01 0.5pt stroke.

Table 1. Table heading	Table 2. Table heading
Table body	Table body
Table body	Table body
Table body	Table body
Table body	Table body

In partnership with:
3.3mm
THE UNIVERSITY OF SYDNEY

Cover: Photographer/Source; Page 1: Photographer/Source;

Published by:
Environment and Heritage Group, Department of Climate Change, Energy, the Environment and Water Locked Bag 5022, Parramatta NSW 2124. Phone: 1300 361 967; Email: info@environment.nsw.gov.au; Website: www.environment.nsw.gov.au.

ISBN: 978 1 XXXXX XXX X; EHG [Year]/XXXX Month [Year]

XXXXXH

The supplied template has all the type styles and objects locked in place to achieve this style. Don't resize the image box, or change the point size of the heading. You will need to make sure the headings are brief to work with the new brand style. A brief imprint may be included on the back cover.

Inside spread

Heading 1, max 2 lines, starts on a new page

Heading 2 is 18/21pt, Bold, Blue 01

This is body text. For body text use 'Body Text style. It is organised into paragraphs. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin eget fermentum metus. Pellentesque ornare ac.

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Heading 3 is 14/16pt Medium, Blue 02

Dot or bullet point lists can make content easier to read. Body text before a list of dot points usually ends with a colon. For example:

- First level bullet point
  - Second level bullet point
    ° Third level bullet point
- Last dot point ends with full stop.

Heading 3 is 14/16pt Medium, Blue 02:

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      i. Item in sub list

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(Quote subscript is 9/12pt, Light Italic, Black)
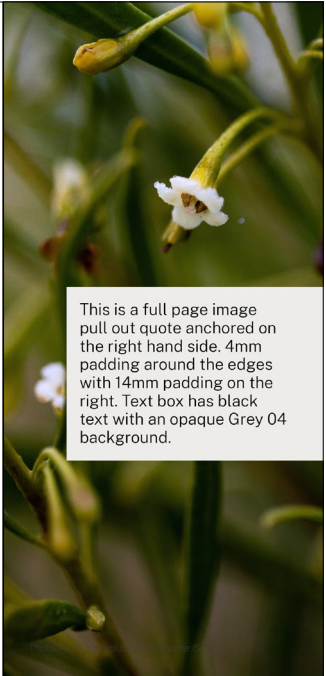
Qui optati omninus molorecerrum vel iligenet quat qui liqui cor sumquam, explatur.

Pull out box Heading 3.

Pull out box padding is 5mm around all edges. Depending on background colour, body can be black or white.

Pull out subheading Heading 4.

laut quunt rem. Ut facerciae. Upta in nimpelibea adis porecumet apernam nonsequas acepe vent expel iuntia conecte late explab ipsum ventiati id qui as am faccum voles sunt, ipit labo. Ilictiis audaectio te denis et inum enis. Upta in nimpelibea adis.

This is a full page image pull out quote anchored on the right hand side. 4mm padding around the edges with 14mm padding on the right. Text box has black text with an opaque Grey 04 background.
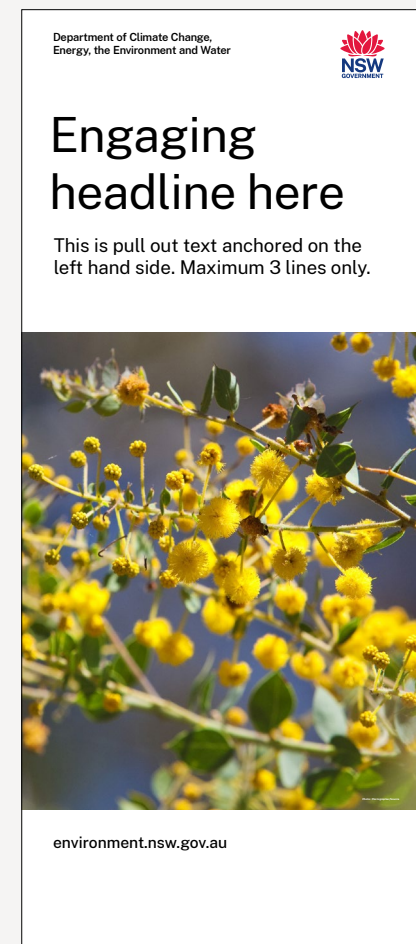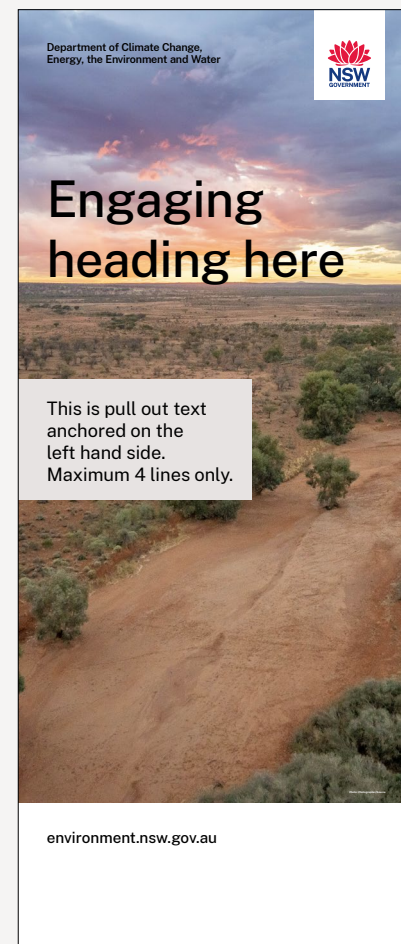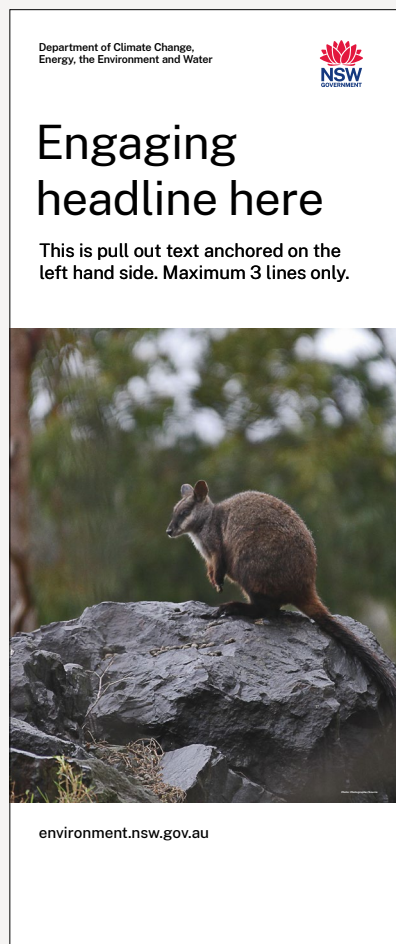
The inside spread features a single column style. Full width images, or images in circles may be used.

Collateral

Pull-up banners

Our pull-up banners feature the NSW Government logo placed on the top edge of the banner. The DCCEEW text treatment is placed top right and bottom aligned to the 'NSW' of the logo. Our URL is placed in a white strip at the bottom. A short heading appears in white or black, with pull out text on an opaque light grey box. Don't place any key information along the bottom edge, as visibility is often blocked at floor level.

Our standard template size is 850x2000mm

Department of Climate Change, Energy, the Environment and Water

Engaging headline here

This is pull out text anchored on the left hand side. Maximum 3 lines only.

environment.nsw.gov.au

Department of Climate Change, Energy, the Environment and Water

Engaging heading here

This is pull out text anchored on the left hand side. Maximum 4 lines only.

environment.nsw.gov.au

Department of Climate Change, Energy, the Environment and Water

Engaging headline here

This is pull out text anchored on the left hand side. Maximum 3 lines only.

environment.nsw.gov.au

Collateral

PowerPoint

Our PowerPoint template has been carefully designed to feature brief information and images for a powerful on screen presentation.

Please ensure headings and body copy are kept succinct and to the point – small writing and long pages of text will not translate well for on screen presentations.

Presentations are available for download from INSITE and from the Image Library.
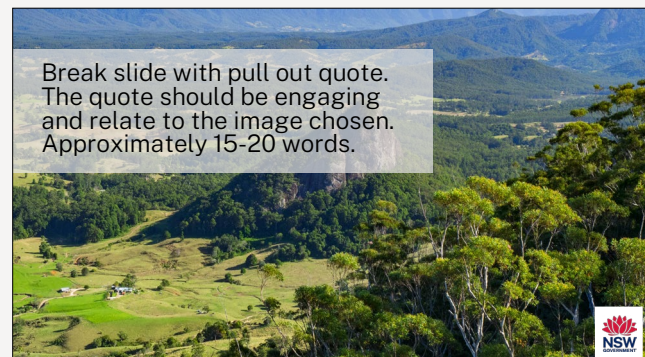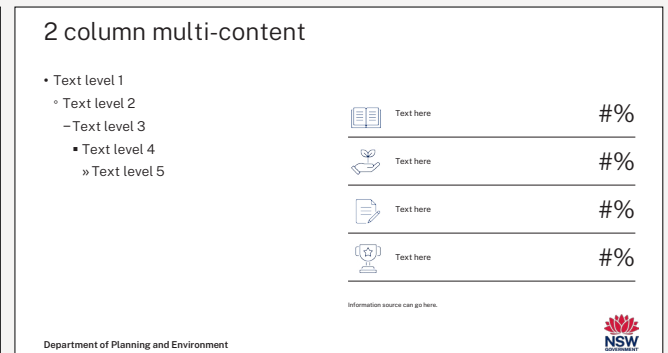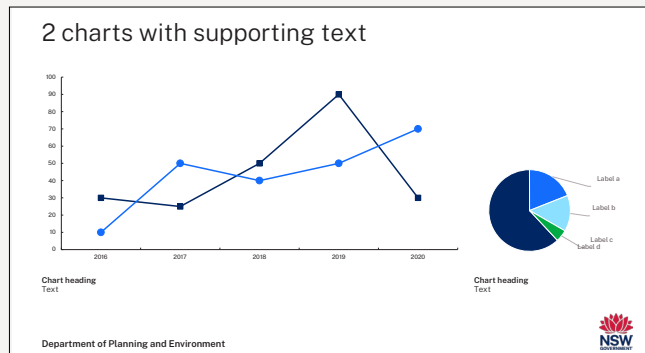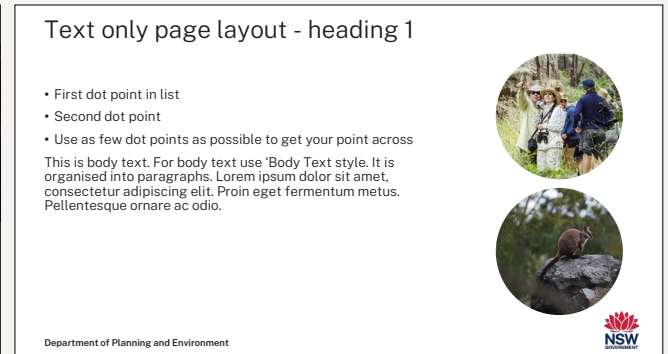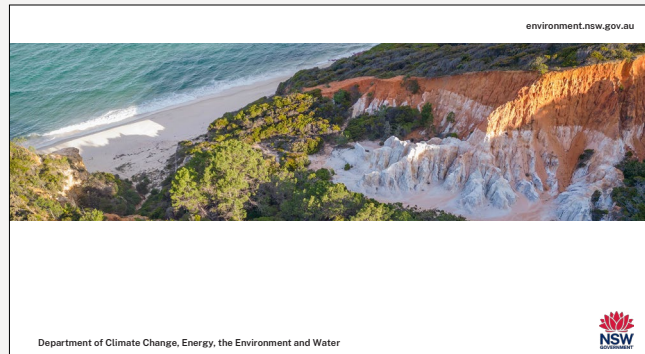
Infographics

Charts

Our charts use the bold colours to create a fresh and impactful style. We use a thin white keyline to break up the colours on doughnut charts to aid visual accessibility. Use only the accessible text colours for setting text. The full colour palette may be used for the other chart elements. Ensure an easy-to-read key is included below the chart.

Download the EH Excel template from INSITE and the Image Library.

Pie chart

Land Use:
21,271,704
(GFA m³)

50 % Government
10 % Recreational
30 % Commercial
9.5 % Unspecified
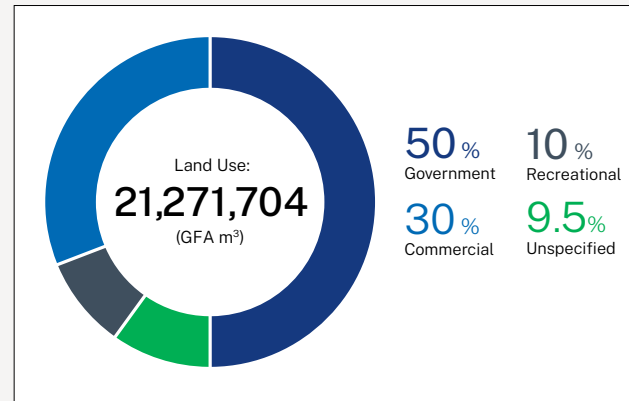
Line chart
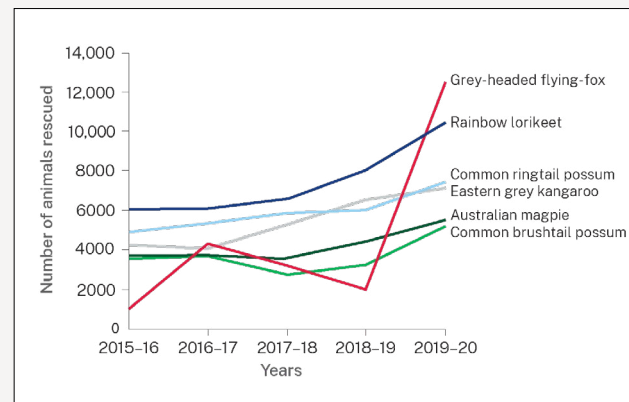
Bar chart
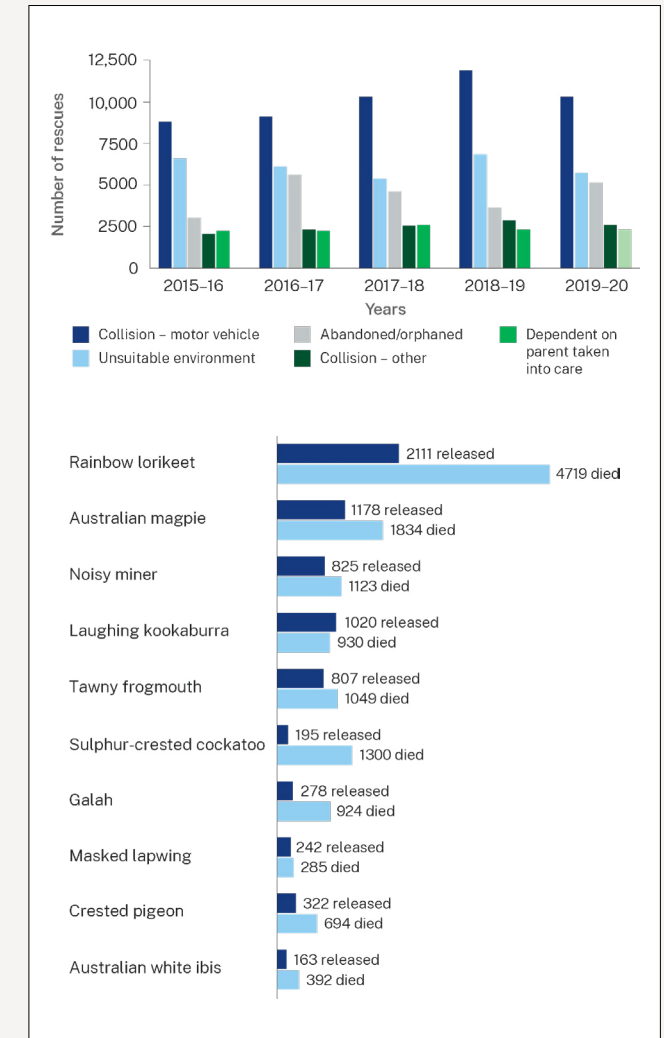
Infographics

Other infographics
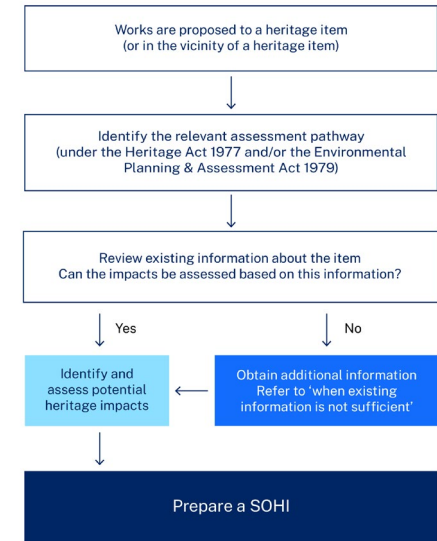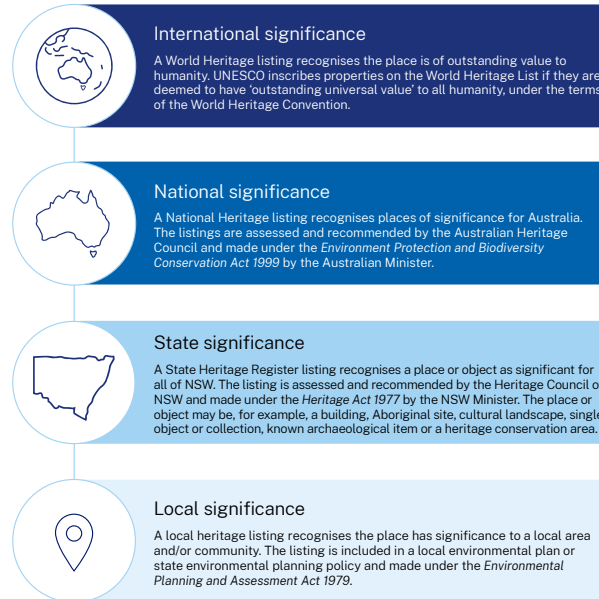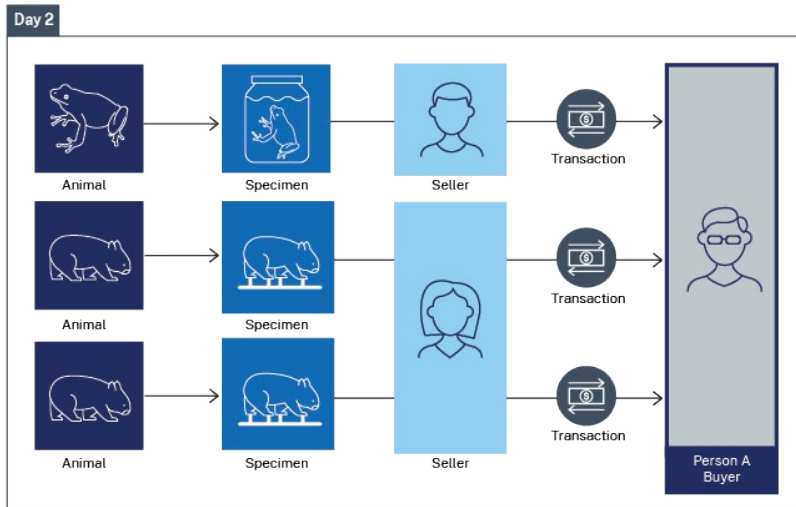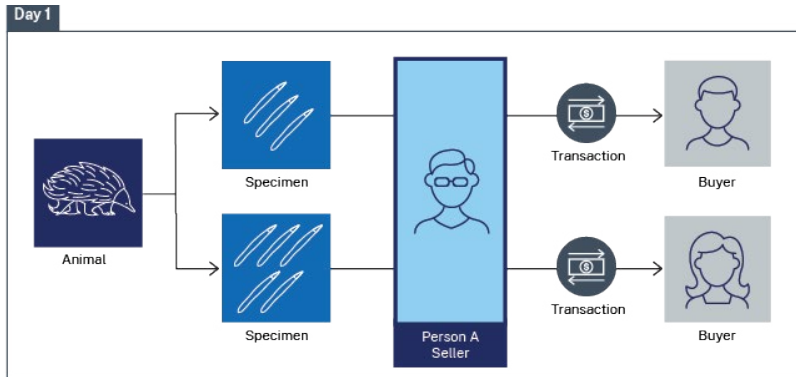
Iconography

Icons can help our audience absorb and process information more efficiently. They are a clear and effective way of presenting key information in a simple image.

When using iconography:

EH icons should be universal. This means they are highly recognisable and therefore accessible by many.

Our icons are monochromatic and simple.

All icons should be in line with the EH website icon style and custom made sets available for download on the image library: images.environment.nsw.gov.au

Where custom icon development is required, they should follow in the same style.

If icons are to be used on any EH webpages, then only the css classes provided in the web style guide should be used.

Production

Printing and paper recommendations

Before printing a publication consider if a hard copy is the best way to distribute your information. Would an online PDF or an HTML page (which is easier to find via Google) be a better option?

As an environmental organisation we must try to keep our printing to a minimum. Consider digitally printing a smaller quantity more frequently, so that minor alterations can be made in future iterations.

Look for a printer that can demonstrate environmental responsibility with an environmental accreditation like ISO 14001, the Australian Printing Industries' Sustainable Green Print level 3 (the best), 2 or 1 or a Advantage Award.

Work with your print professional: it is better to ask questions early in the project than have problems later.

For brand consistency, it is essential to produce all material in high print quality (300 dpi images, CMYK). Do not print images with a quality lower than 150 dpi.

Recommended paper weight:

- **A4 brochure – 150/170gsm**
- **DL flyer – 150/170gsm**
- **A3 poster – 170/200gsm**

When it should go online	When it may be printed
If information is already online. Duplicating in print creates version control issues.	Publication is high profile or ministerial. It requires a highly designed layout and glossy printed finish to enhance its credibility and authenticity.
Audience can be directed to an existing web page for further information	Print is permanent. Consider cost and time to re-edit, re-design and re-print.
Ideal for geographically dispersed audience, reach your entire audience online.	Message needs to be visual and real to give to people, eg, event or conference flyer or pull-up banner.
Online content is accessible to all.	Significant budget is required to allow for design work and printing
Google search results identify text before PDFs	Longer timeline to allow for design and print production
Online publications have shorter to publish timelines than print.	Requirement to reach people in areas with poor internet connectivity
More economical and efficient process than print publication.	Reaching people in areas with poor internet connectivity?
Changes to your content or messaging? Online content is editable and easy to update.	

For more information or advice on selecting printers and paper stock, please contact the brand team.
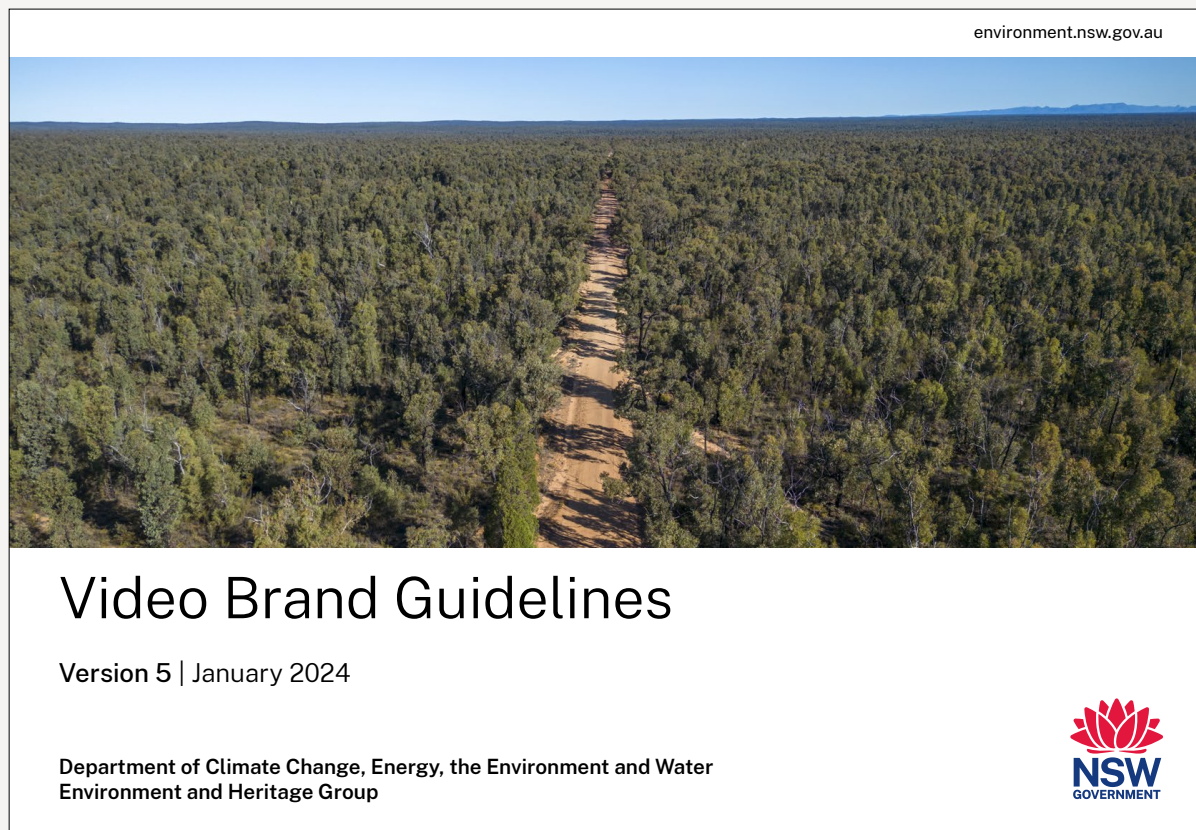
Video guidelines

The EH video guidelines and video templates are available for download from the image library. Responsibility for video branding and design is managed by the Brand and Design team, in order that videos produced throughout the agency have a common brand and design approach.

At the briefing stage of video production, please contact Brand and Design to log your project, and include a completed shoot brief. We will have an initial project planning discussion with you. Video production starts with developing the script and storyboard, which should be reviewed by Brand and Design before any video shooting and production commence.

We advise on video production and standards, and for external videos we manage portal uploading, captions, and transcriptions.

Contact Brand and Design to discuss your requirements:
brand.design@environment.nsw.gov.au

environment.nsw.gov.au

Video Brand Guidelines

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Department of Climate Change, Energy, the Environment and Water Environment and Heritage Group

Vehicle wraps

For information about
vehicle wrapping and branding,
contact the Brand and Design team:
brand.design@environment.nsw.gov.au
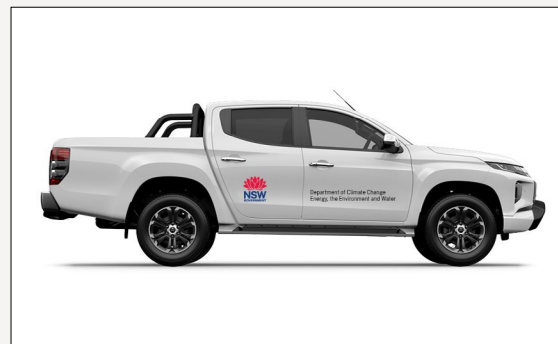
Contacts

For all brand enquiries:
brand.design@environment.nsw.gov.au

For all image requests:
images@environment.nsw.gov.au