NSW GOVERNMENT

NSW **Seniors Festival**

11–24 March 2024

Reach beyond

NSW Seniors Festival Brand Guidelines

Welcome to the NSW Seniors Festival Brand Guidelines.

This document contains all you need to know about how our brand should be used, ensuring consistency. Using our brand correctly is extremely important to us, please refer to this guide for all branding purposes.

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The story

NSW Seniors Festival is a festival designed to celebrate the role seniors play and the contribution they make to the NSW community. NSW Seniors Festival is the largest festival for seniors in the Southern Hemisphere, reaching up to 500,000 seniors each year.

Just because you're older doesn't mean you should stop exploring. The NSW Senior Festival branding encapsulates the idea of trying new things, staying connected and active. It focuses on the idea that our seniors aren't old and boring, in fact quite the opposite, they have rich, vibrant lives and interesting stories to tell. Using photographs and stories of the real people of NSW conveys a strong message to our community.

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Wordmarks

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NSW Seniors Festival wordmarks:

NSW **Seniors Festival**

NSW **Seniors Festival Expo**

Premier's **Gala Concerts**

The wordmarks are designed to be flexible and wrap around the talent image:

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Colours

NSW Seniors Festival

NSW Seniors Festival
colour palette:

Red 01

RGB	99/0/25
HEX	#630019
CMYK	22/100/51/73
PMS	7421 C
	7421 U

Red 02

RGB	215/21/58
HEX	#d7153a
CMYK	0/100/75/4
PMS	186 C
	186 U

Red 03

RGB	255/184/193
HEX	#ffb8c1
CMYK	0/40/11/0
PMS	700 C
	495 U

Red 04

RGB	255/230/234
HEX	#ffe6ea
CMYK	0/13/5/0
PMS	700 C (40% tint)
	495 U (40% tint)

NSW Seniors Festival Expo
colour palette:

Teal 01

RGB	11/63/71
HEX	#0b3f47
CMYK	100/0/39/61
PMS	7715 C
	323 U

Teal 02

RGB	46/128/142
HEX	#2e808e
CMYK	86/22/32/17
PMS	2221 C
	2221 U

Teal 03

RGB	140/219/229
HEX	#8cdbe5
CMYK	29/0/22/0
PMS	572 C
	573 U

Teal 04

RGB	209/238/234
HEX	#d1eeea
CMYK	9/0/8/0
PMS	572 C (40% tint)
	573 U (40% tint)

Premier's Gala Concerts
colour palette:

Purple 01

RGB	68/17/112
HEX	#441170
CMYK	90/100/0/18
PMS	2617 C
	3542 U

Purple 02

RGB	128/85/241
HEX	#8055f1
CMYK	64/66/0/0
PMS	2088 C
	2088 U

Purple 03

RGB	206/191/255
HEX	#cebfff
CMYK	24/29/0/0
PMS	2635 C
	2635 U

Purple 04

RGB	230/225/253
HEX	#e6e1fd
CMYK	7/11/0/0
PMS	2635 C (40% tint)
	2635 U (40% tint)

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Photography

NSW Seniors Festival

NSW Seniors Festival
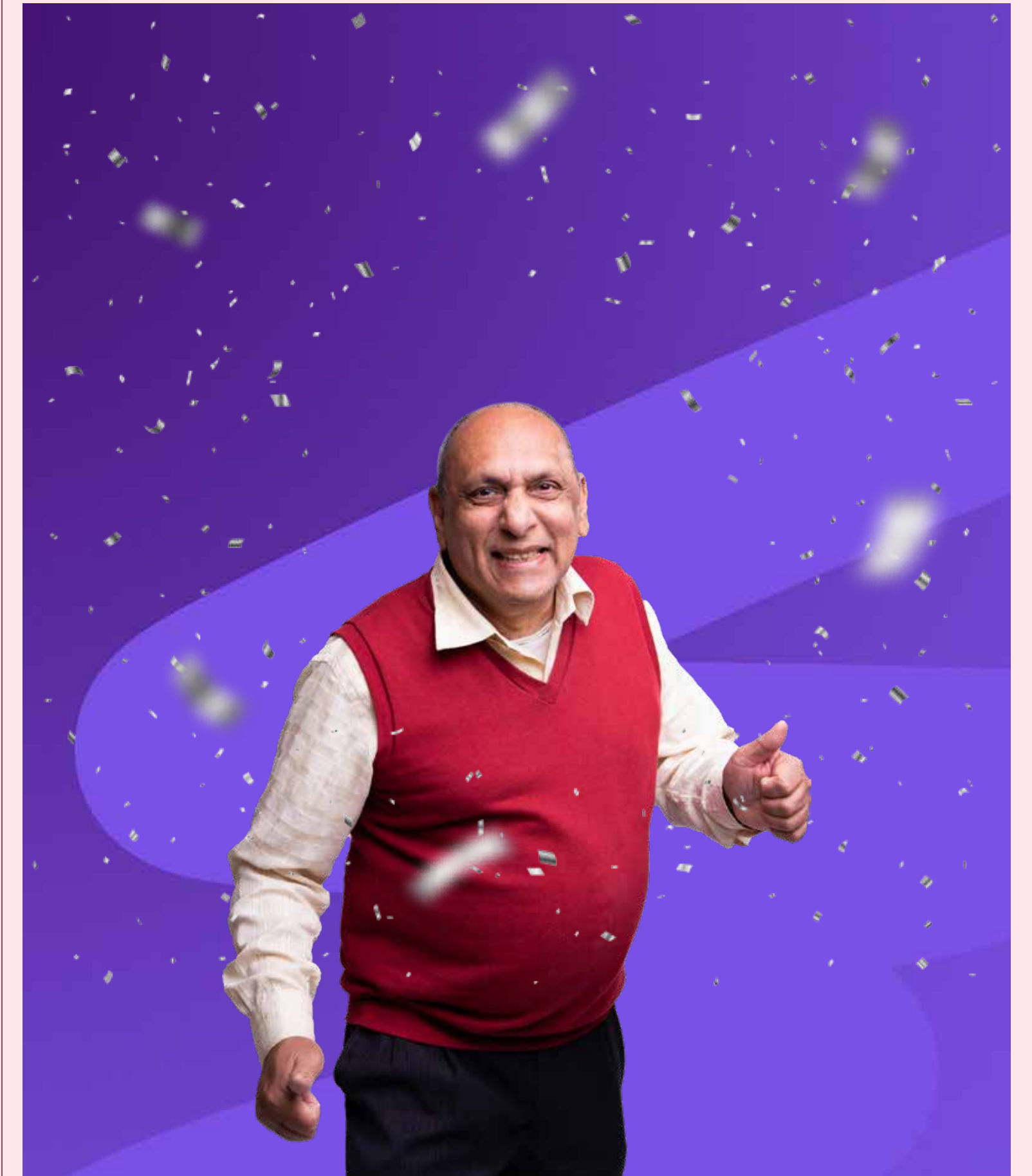hero/main image:

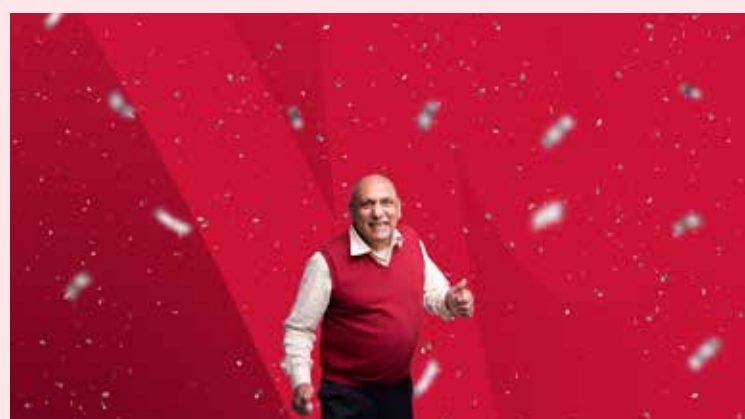**NSW Seniors Festival Expo**
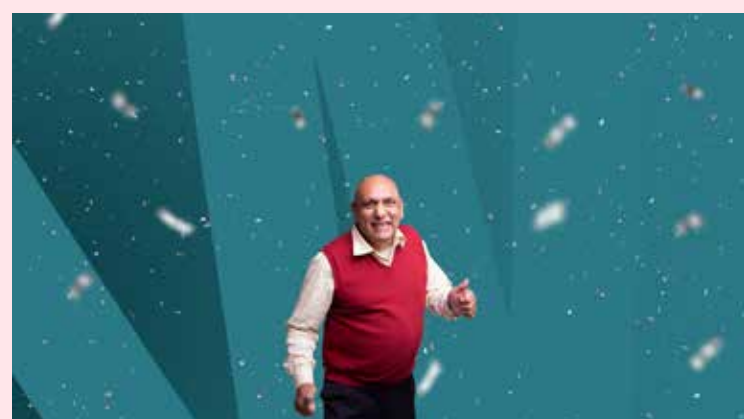hero/main image:

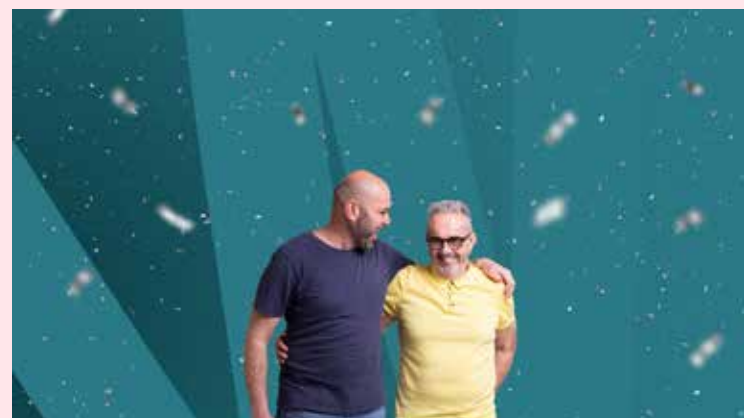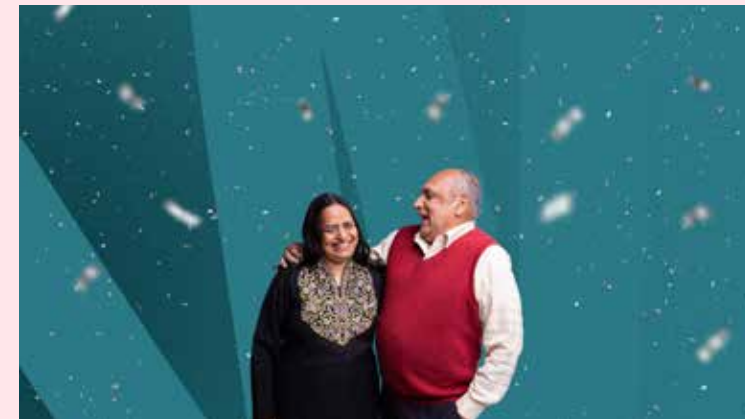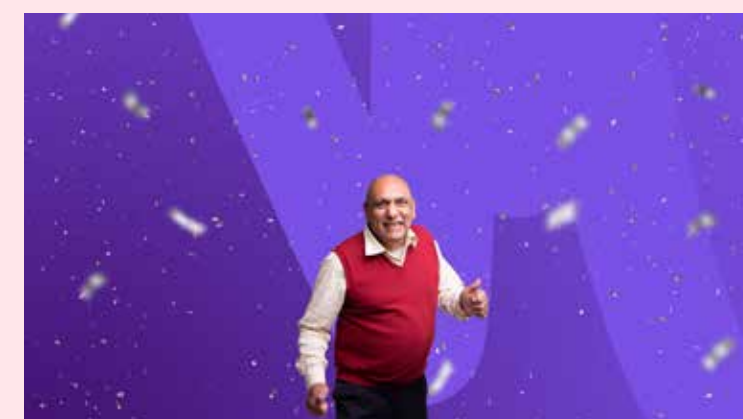**Premier's Gala Concerts**
hero/main image:
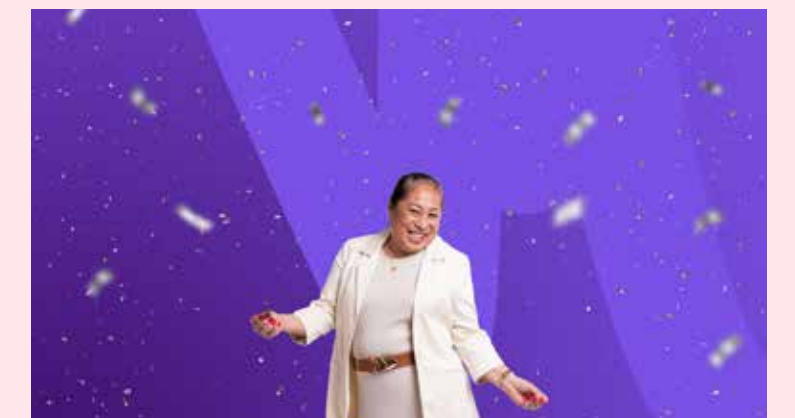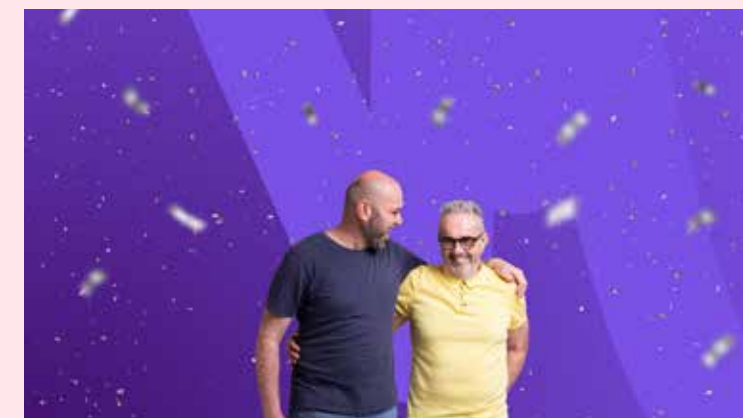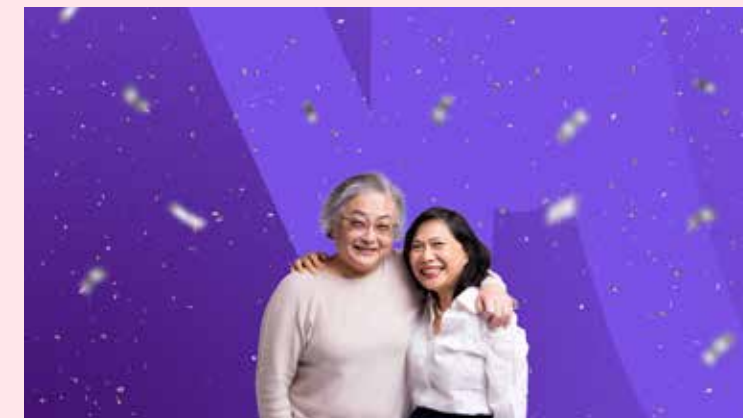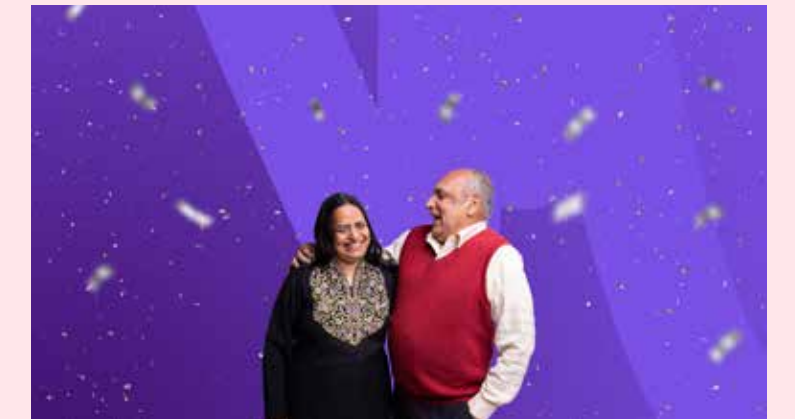
NSW Seniors Festival

NSW Seniors Festival
additional image suite:

NSW Seniors Festival Expo
additional image suite:

Premier's Gala Concerts
additional image suite:

Typography

Public Sans is a free, open source typeface, to be used across all NSW Seniors Festival communications.

Public Sans is available in TrueType® format from Google Fonts. Do not download/install variable versions of Public Sans as they are not part of our design system.

Aa**BbCc**
0123456789!#%

Application examples

NSW Seniors Festival

NSW Seniors Festival
poster:

NSW Seniors Festival Expo
poster:

Premier's Gala Concerts
poster:

NSW Seniors Festival

NSW Seniors Festival
social post:

NSW Seniors Festival Expo
social post:

Premier's Gala Concerts
social post:

For further information regarding the
NSW Seniors Festival brand guidelines please
contact **nswseniorsfestival@facs.nsw.gov.au**