



BRAND GUIDELINES

MARCH 2023

www.nswpfa.com.au | www.nswwildsalteatereel.com.au

LOGOS

The NSW Wild Saltwater Eel brand contains two versions of the logo, stacked and horizontal. They have also been supplied and created in colour and reverse options for use across different collateral and media.

No other versions or iterations of the logo can be used.

The logo can not be altered or changed in any way.



NSW WSE Logo Colour Stacked



NSW WSE Logo Reverse Stacked



NSW WSE Logo Colour Horizontal

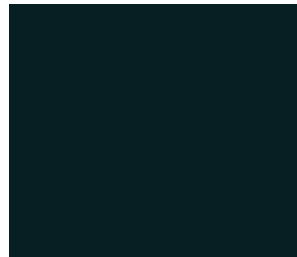


NSW WSE Logo Reverse Horizontal

COLOURS

PRIMARY PALETTE

The primary colour palette has been selected to represent the positioning of NSW Wild Saltwater Eel brand



OCEAN BLACK

PMS: Pantone Black 6C
RGB: 8, 32, 28
CMYK: 87, 67, 61, 71
HEX: #082026



SALTWATER BLUE

PMS: 2217 C
RGB: 3, 53, 64
CMYK: 94, 65, 55, 51
HEX: #033540



OCEAN BLUE

PMS: 4128 C
RGB: 44, 124, 144
CMYK: 77, 29, 27, 19
HEX: #2C7C90



OCEAN FOAM

PMS: 7457 C
RGB: 197, 231, 230
CMYK: 22, 0, 10, 0
HEX: #C5E7E6

TYPOGRAPHY

FONT USE

There are two 'hero' fonts that make up the NSW Wild Saltwater Eel brand. They are only to be used sparingly in design executions. For example for headings and emphasis.

For internal documents, or when the hero fonts are not available, and body copy text, Open Sans in the go-to font.

*Logo
'hero'
fonts*

*Internal
font*

HWT ARTZ

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Rough Love

*ABCDEFGHIJKLMNOPQRSTUVWXYZ /
abcdefghijklmnopqrstuvwxyz
0123456789*

Open Sans (**Bold, Semi-bold & Regular**)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ELEMENTS

A selection of elements have been created to support and work in conjunction with the NSW Wild Saltwater Eel brand.



**EEL
ILLUSTRATION**

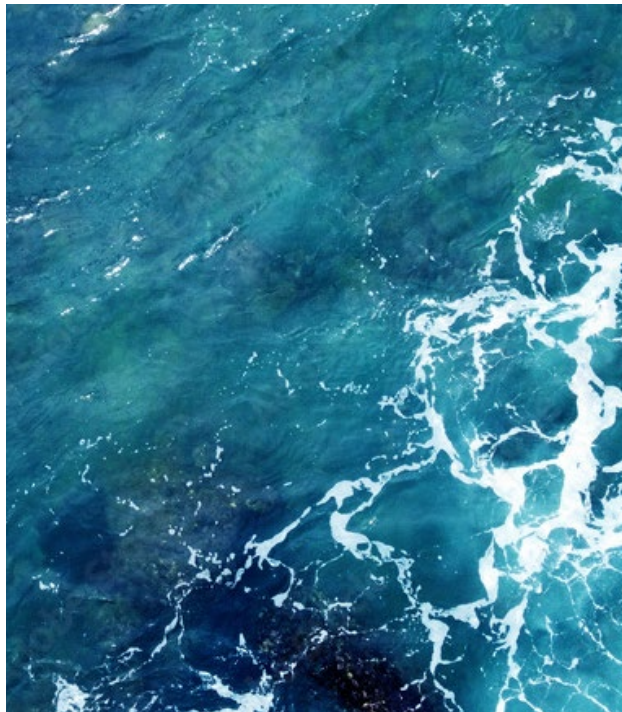


**EEL SEEMLESS
PATTERN**

IMAGERY

Photography used when creating artwork for the NSW Wild Saltwater Eel brand is to be clean, sharp and professional.

Using images that highlight the end-product (eg. food) and that of the natural environment that the wild caught eels are found are always the best approach when working with the brand.



CONTACT

Interested in learning more about NSW Wild Saltwater Eel, or do you have questions around using the brand elements?

Please reach out to:

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