ARTS NSW AND NSW GOVERNMENT LOGOS AND GUIDELINES

LAST REVIEWED NOVEMBER 2013

Please check these guidelines regularly for updates as they are reviewed from time to time to reflect NSW Government policy.

Arts NSW is pleased to support you and your organisation to deliver your programs and projects which contribute to the vibrant arts landscape in NSW.

All recipients of Arts NSW funding must publicly acknowledge the support of the NSW Government by using the appropriate logos and text acknowledgement.

The specific logo/acknowledgement to use may vary according to the program/project funded so please read the information below carefully. Arts NSW can provide further clarification if required.

In addition to these guidelines, further information on the use of the logo is included in Arts NSW funding agreements.

For all funded projects/programs (except Regional Capital)
The Arts NSW logo should be included on:
- Publications
- Invitations
- Banners
- Any other printed or electronic material undertaken in relation to the funded activity
- Any products developed as a result of the funded activity
- Organisation websites, in a position appropriate to the level of support.

If you receive program funding, the logo must appear on materials relating to all activities in your program.

You should not make any other use of Arts NSW’s logo without the prior written consent of Arts NSW, which may be granted or refused at Arts NSW’s absolute discretion.

The Arts NSW logo is available for download in JPG, AI, EMF and PNG formats from www.arts.nsw.gov.au
Acknowledgement text
The following wording text must accompany the Arts NSW logo on websites, Annual Reports and annual program collateral:

‘[Your name] is supported by the NSW Government through Arts NSW.’

The wording is no longer required for other collateral. If in doubt, please check with Arts NSW.

This does not apply to projects funded under the NSW Arts and Disability Partnerships (see your contract for requirements).

The acknowledgement text can be positioned above or below the Arts NSW logo, or separately depending on space and/or layout constraints.

The preferred font for the acknowledgement text is Gotham (Light, Medium or Bold, as appropriate). If this font is not available, Arial is the suggested alternative.

When the colour logo is used, the text should appear in PMS 281c (Blue). When the single colour logo or reverse logo is used, the text should appear in black or white.

Arts NSW logos
The Arts NSW logo is below. It may not be cropped, scaled disproportionately, rotated or altered in any way. The minimum size at which the Arts NSW logo can be used is 10mm high. The logo must be surrounded by clear space which must be no smaller than the ‘N’ in NSW. The size and position of the Arts NSW logo must be appropriate to the level of support relative to other sources of support.

The colour logo should be used wherever possible and the colours must not be altered. The Arts NSW logo should appear on a white or light background wherever possible. If the logo is placed on a solid background (other than white), there must be sufficient contrast between the logo and the background colour or tint. The reverse (white) logo is available for use on dark backgrounds and the logo should not be used over any images or gradient backgrounds.
**Regional Capital**
If you have received Regional Capital funding you must use the NSW NOW logo and not the Arts NSW logo.

The NSW NOW logo should be included on:
- Publications
- Invitations
- Banners
- Other printed or electronic material undertaken in relation to the Regional Capital funding activity
- Your website in an appropriate position relating to the Regional Capital funding.

In public announcements related to the Regional Capital project, verbal acknowledgement should be given to Arts NSW.

**NSW NOW logo**
The NSW NOW logo is below. It must be used in colour where possible but is also available in Mono colour (black) and Reverse (white). The logo must always include the tagline ‘The new state of business’ as per the image below. NSW NOW logo files will be sent to you by Arts NSW via email.

![NSW NOW Logo](image)

**ARTS NSW and AUSTRALIA COUNCIL joint funding under the Visual Arts and Craft Strategy (VACS)**
Style guidelines and the relevant logos for organisations receiving Visual and Craft Strategy (VACS) funding are available on request from Arts NSW.

**MAJOR PARTNERS**
Requirements for major partners are subject to individual negotiations between Arts NSW and the relevant organisations. Please refer to your contract with Arts NSW.

**INFRASTRUCTURE SUPPORT PROGRAM - ARTS ORGANISATIONS ACCOMMODATED IN ARTS NSW PROPERTIES**
Organisations accommodated through the Infrastructure Support Program will be advised by Arts NSW of acknowledgement requirements.