



Ref:FOI2024/03

19 December 2024

Glen Hamiltonshire

Via email: foi+request-12378-6918c8aa@righttoknow.org.au

Dear Mr Hamiltonshire,

Decision on your Freedom of Information request

I refer to your request received by the Sydney Harbour Federation Trust on 26 November 2024 for access to documents under the Freedom of Information Act 1982 (FOI Act) made in the following terms:

‘This is a Freedom of Information Request for the purposes of the Freedom of Information Act 1982.

I request access to the Style Guides/Brand Guides/Writing Guides currently used for the Sydney Harbour Federation Trust,

Given the upcoming holiday period for the APS (happy holidays to you reading this), I forecast my consent for any required 30 day extension to deal with the request at this time’.

Decision Maker

I am the Executive Director of the Harbour Trust, authorised to review Freedom of Information requests and make decisions under section 23 of the FOI Act.

What follows is my decision under the FOI Act.

My decision

I have reviewed the request and note the Harbour Trust holds one document that relates to your Freedom of Information request (the Document).

I have decided to grant you access in part to the Document, with some of the content removed. As advised to you in our acknowledgement of your request and following review of the Document, employee contact details have been removed under section 22(1)(ii) of the FOI Act.

Please refer to Attachment A to this letter for details in the Schedule and a copy of the Document.

Considerations

In coming to the above decision:

1. I have reviewed the content of the Document that falls within the scope of the request.
2. I have completed consultation with the relevant parties and considered their responses accordingly.
3. I have considered the nature of the Document and the Harbour Trust's operating environment and functions.
4. I have considered the various provisions of the FOI Act including but not limited to section 22 which addresses exempt and irrelevant information.
5. I have considered the guidelines issued by the Australian Information Commissioner under section 93A of the FOI Act (Guidelines).

You can ask for a review of my decision

If you wish to seek an internal review, you must apply to the Harbour Trust within 30 days after the day you are notified of this decision. An application for internal review must be made in writing by post or email to foi@harbourtrust.gov.au.

Alternatively, you may apply directly to the Office of the Australian Information Commissioner (**OAIC**) to review my decision. An application for review by the Information Commissioner must be made in writing within **60 days** after the day you are notified of this decision. You can also make a complaint to the Information Commissioner if you have concerns about how the Harbour Trust handled your request.

You can find information about requesting a review, making a complaint, and other information about FOI on the OAIC website www.oaic.gov.au or phone the OAIC on 1300 363 992.

Further assistance

If you have any questions, please email foi@harbourtrust.gov.au.

Yours sincerely



Janet Carding
Executive Director
Sydney Harbour Federation Trust



Attachment A

LIST OF DOCUMENTS FOR RELEASE

Doc	Pages	Date	Description	Decision	Irrelevant Material	Comments
1.	49	2018	Harbour Trust Brand Guidelines	Release in part	S22(1)(a)(ii)	Contains information irrelevant to the FOI Request.

Contents

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Summary — External Logo Configurations and Colour Options	
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Our Name

Consistent use of our name is important in building the organisations brand and to help people to identify the organisation.

Harbour Trust Values

- We are **Open**
- We are **Accountable**
- We are **Collaborative**
- We are **Creative**
- We are **Integrity**

INTERNALLY — CORPORATE PURPOSES (BUSINESS FACING)

The **Sydney Harbour Federation Trust** should be used in full with a capital letter for each word in the brand for first reference.

Further referencing should be shortened to the **Harbour Trust**.

The name is **not** further shortened to the Trust.

The acronym **SHFT** should not be used.

EXTERNALLY — COMMERCIAL PURPOSES (CUSTOMER FACING)

Harbour Trust should be used with a capital letter for each word when referencing the brand.

Harbour Trust should **not** be shortened to the Trust.

Generally the full name **Sydney Harbour Federation Trust** is not used in customer facing material.

The acronym **SHFT** should not be used.

TRADEMARK RULES

It is not permitted that any **Site*** be referred to in **writing** as a registered trade mark of either the **Sydney Harbour Federation Trust** or **Harbour Trust**.

* Cockatoo Island — Sydney Harbour, Middle Head — Headland Park, Georges Heights — Headland Park, Chowder Bay — Headland Park, North Head Sanctuary — Manly, Woolwich Dock and Parklands, Macquarie Lightstation — Vaucluse, Marine Biological Station — Watsons Bay, Snapper Island or Sub Base Platypus — North Sydney.

Internal Logos

PRIMARY LOGO

The Primary Logo is always the preferred logo for use for Internal Communications. The Primary Logo brings together the key elements of the Harbour Trust corporate brand:

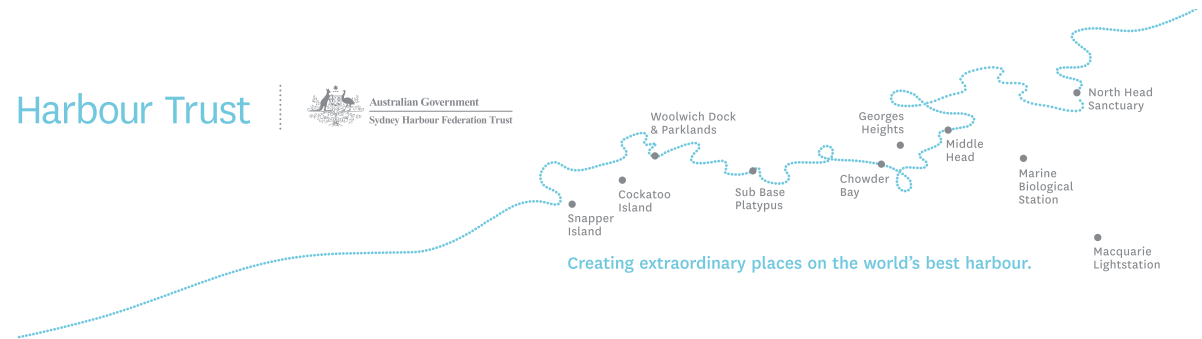
- Harbour Trust government crest (Harbour Trust lettering and Australian Government agency crest)
- Shoreline path
- Site markers
- Vision statement
- Site names

SECONDARY LOGO

The Secondary Logo includes only the Harbour Trust government crest. When presented with a layout of less than 90mm in width the Secondary Logo should be favoured over the Primary Logo.

When space allows, on a larger layout the Primary and Secondary Logos can be used can both be utilised for brand reinforcement however the Primary and Secondary Logos must never appear on the same page (see Collateral in Use on page 38).

PRIMARY LOGO (CREST, SHORELINE AND SITES)



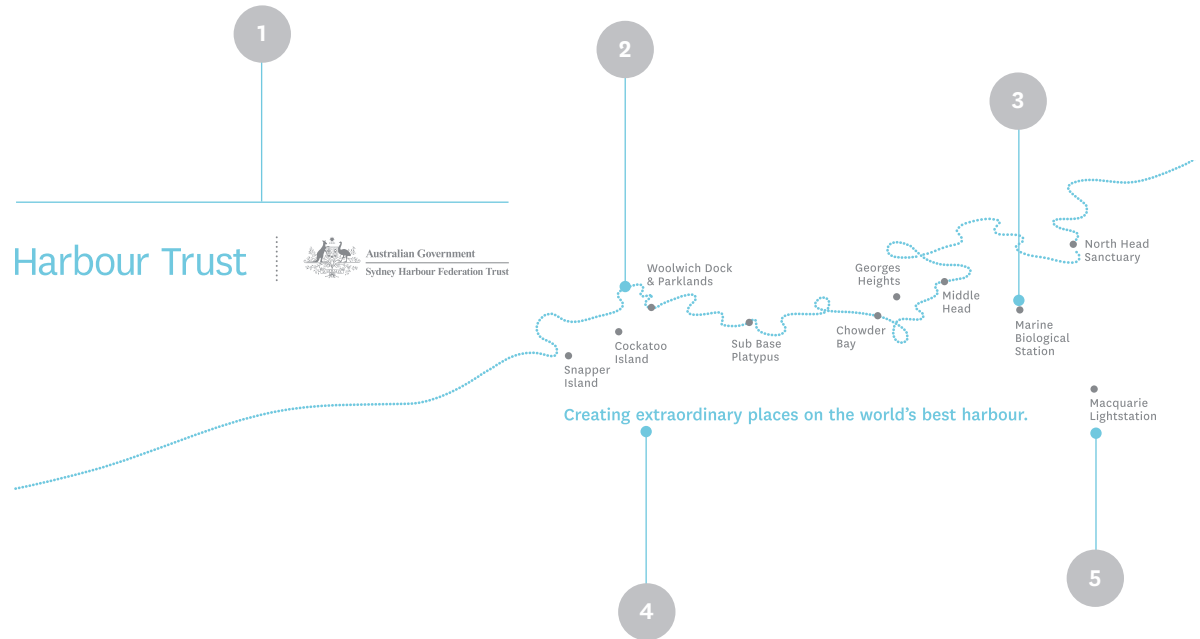
SECONDARY LOGO (CREST)



Logos — Components Identified

1. Harbour Trust government crest
2. Shoreline path
3. Site markers
4. Vision statement
5. Site names

PRIMARY LOGO



SECONDARY LOGO



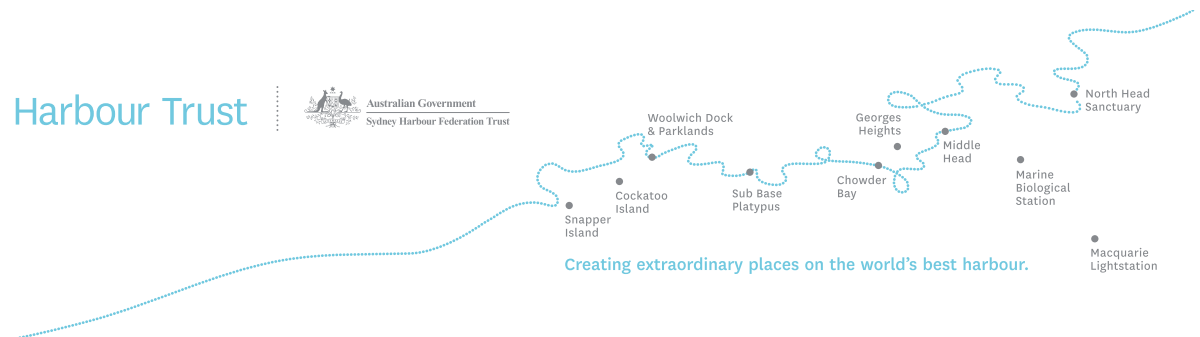
Logos — Preferred Colour Combination

The **preferred logo colour combination** is always: Harbour Trust Blue AND Harbour Trust Grey as displayed alongside (see Colour Specifications on page 21).

See Appendix One on page 47 for additional Logo Colour Combinations and Secondary Logo Configurations.

PRIMARY LOGO

- Harbour Trust Blue, PMS 311 (Harbour Trust lettering, shoreline path and vision statement)
- Harbour Trust Grey, PMS 425 (Australian Government agency crest, site markers and site names)



SECONDARY LOGO

- Harbour Trust Blue, PMS 311 (Harbour Trust lettering)
- Harbour Trust Grey, PMS 425 (Australian Government agency crest)



Logos — Position, Configuration, Clearspace and Minimum Size

PRIMARY LOGO

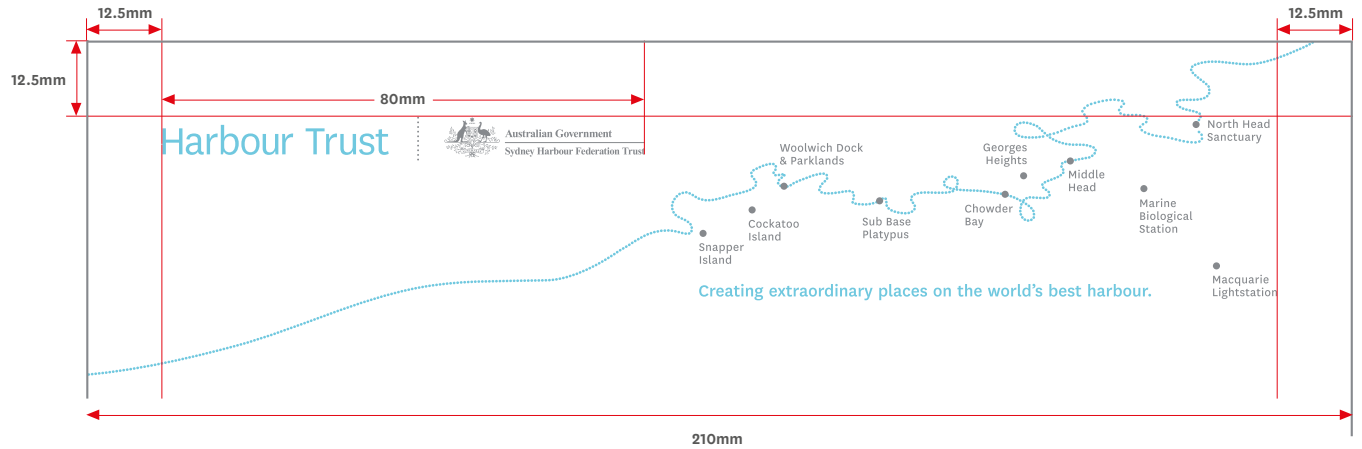
The Primary Logo is designed to spread across a layout whilst always sitting at the top of the page.

The **Harbour Trust crest** should always stay in the top left position while the **shoreline path** and **site names** should be right justified.

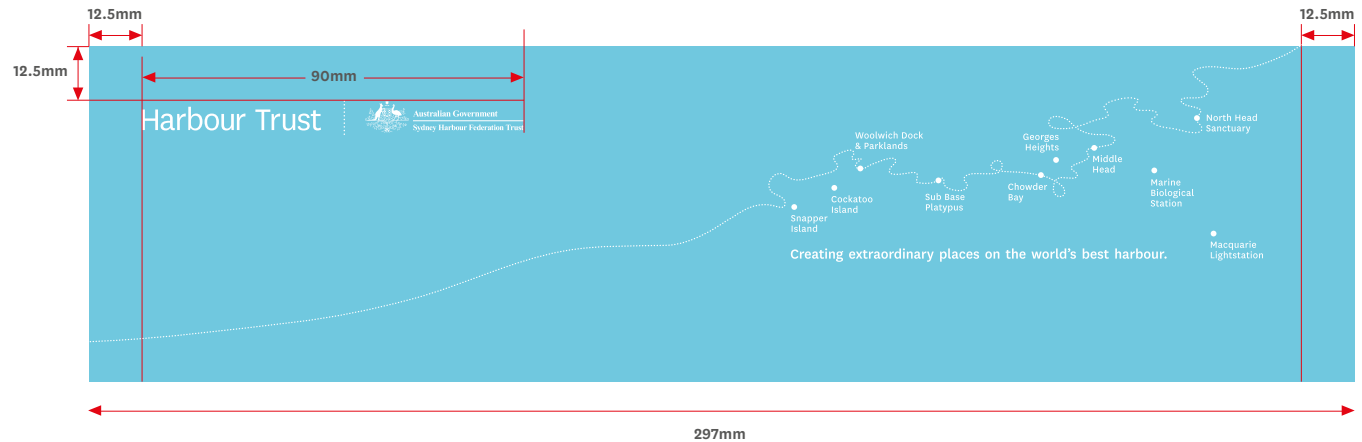
The Primary Logo width is not fixed proportionally, it can be scaled and cropped as required.

When the layout width diminishes, the **site names** move towards the left, cropping the **shoreline path** as necessary.

PRIMARY LOGO — A4 PORTRAIT TEMPLATE (PREFERRED PROPORTIONAL CONFIGURATION)



PRIMARY LOGO — A4 LANDSCAPE TEMPLATE



Logos — Configuration, Clearspace and Minimum Size

PRIMARY LOGO — MINIMUM SIZE. 90MM PAGE WIDTH

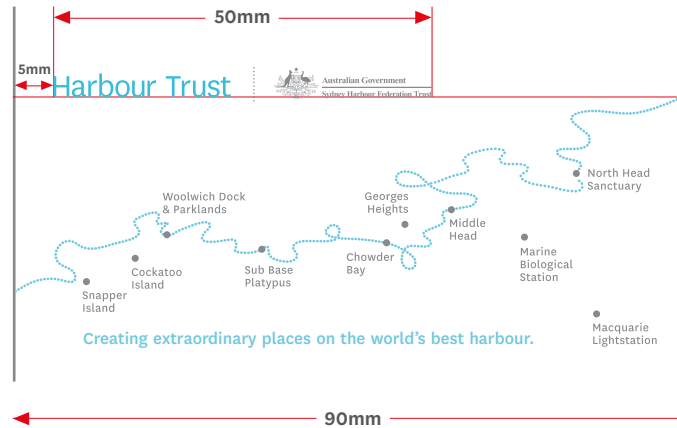
In this scenario the **shoreline path** device moves beneath the **Harbour Trust crest**.

90mm is the minimum application size for this configuration.

THE SECONDARY LOGO

The Secondary Logo should be used in applications smaller than 90mm in width.

PRIMARY LOGO — MINIMUM SIZE, 90MM PAGE WIDTH



SECONDARY LOGO — CLEARSPACE



SECONDARY LOGO — MINIMUM SIZE



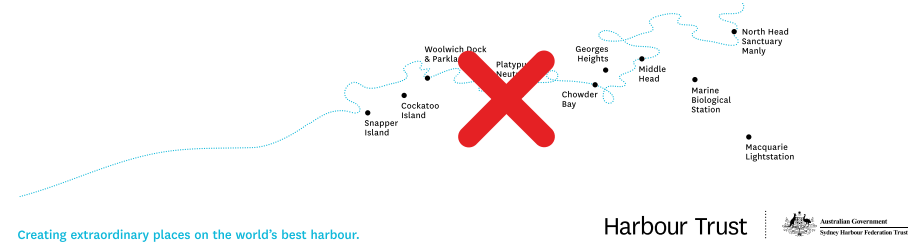
Logos

Incorrect Use

Do not use black or Harbour Trust Charcoal on Harbour Trust Blue background. Usage on Harbour Trust Blue should only be white.



Do not significantly alter the position of the key elements of the logo.



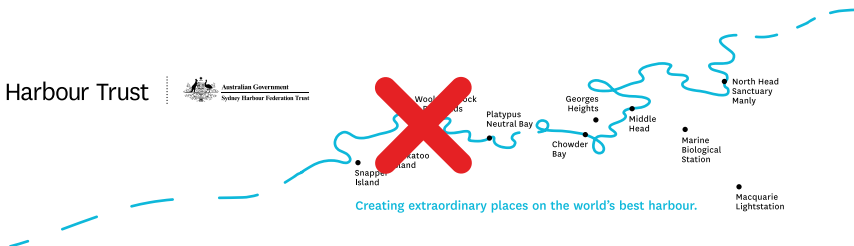
Do not apply other colours to the logo.



The logo should always feature both crest, shoreline and site elements.



Do not alter the shoreline path line style.



Do not create alternate versions of the shoreline.



Logos

Incorrect Use

Do not use black or Harbour Trust Charcoal on Harbour Trust Blue background.
Usage on Harbour Trust Blue should only be white.



Do not remove the Government Crest.



Do not apply other colours to the logo.



Do not alter the position of elements.



Do not remove the logo division line.



Do not alter the scale of elements.



External Logos/ Consumer Facing — Used Together for Brand Reinforcement

The Primary External Logo is the preferred logo for External Communications that are directed to consumers/visitors.

The Primary External Logo includes a **simplified shoreline path**. The Primary External Logo is used together with a Secondary External Logo (Umbrella or Crest) for brand reinforcement.

The Primary External Logo and supporting Secondary External Logo may appear on the same page (see Collateral in Use on page 38).

SECONDARY EXTERNAL LOGO (UMBRELLA)

The Secondary External Logo (Umbrella) includes the Harbour Trust government crest as well as the site logos for Cockatoo Island, Headland Park — Mosman, Northhead Sanctuary — Manly and Sub Base Platypus — North Sydney.

SECONDARY LOGO (CREST)

The Secondary External Logo (Crest) includes only the Harbour Trust government crest. (For Clearspace and Minimum Size see page 9. For Preferred Colour Combination see page 7)

PRIMARY EXTERNAL LOGO



SECONDARY EXTERNAL LOGO (UMBRELLA)

Harbour Trust



SECONDARY LOGO (CREST)

Harbour Trust



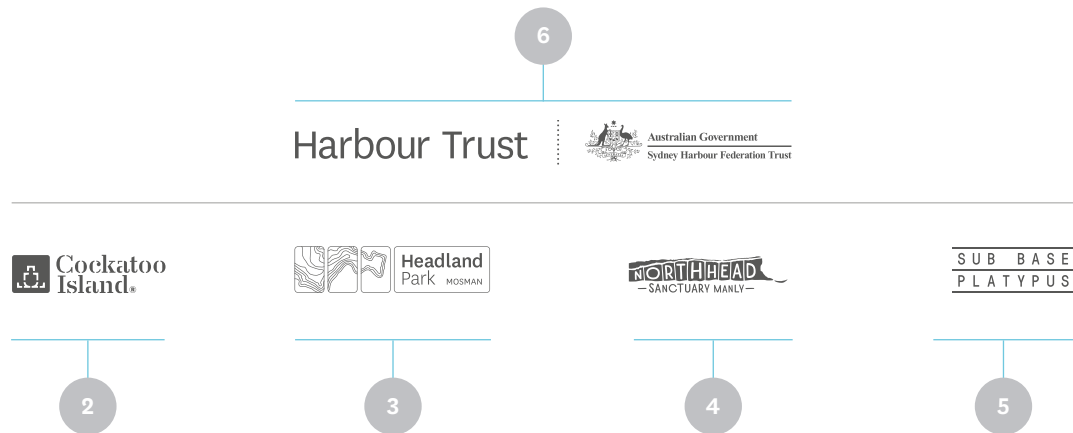
External Logos — Components Identified

1. Harbour Trust lettering and shoreline simplified
2. Cockatoo Island logo
3. Headland Park — Mosman logo
4. North Head Sanctuary — Manly logo
5. Sub Base Platypus — North Sydney logo
6. Harbour Trust government crest

PRIMARY EXTERNAL LOGO



SECONDARY EXTERNAL LOGO (UMBRELLA)



External Logos — Preferred Colour Combination

The External Logo **Preferred Logo Colour Combination** is always:

- **Primary External Logo**
Negative version (white, reversed)
- **Secondary External Logo (Umbrella)**
Grey version (80% black)

See Appendix Two on page 48 for additional Logo Colour Combinations and Configurations.

PRIMARY EXTERNAL LOGO — NEGATIVE VERSION (WHITE, REVERSED)

- Harbour Trust Blue, PMS 311 (Background colour)
- Photograph (eg night sky), CMYK Full Colour Image (Background colour)
- All elements as white



SECONDARY EXTERNAL LOGO (UMBRELLA) — GREY

- 80% Black (all logo elements)
- 50% Black (long division line)

Harbour Trust



External Logos — Position, Configuration, Clearspace and Minimum Size

PRIMARY EXTERNAL LOGO

The Primary External Logo is designed to sit at the top of the page, often reversing out of a background image.

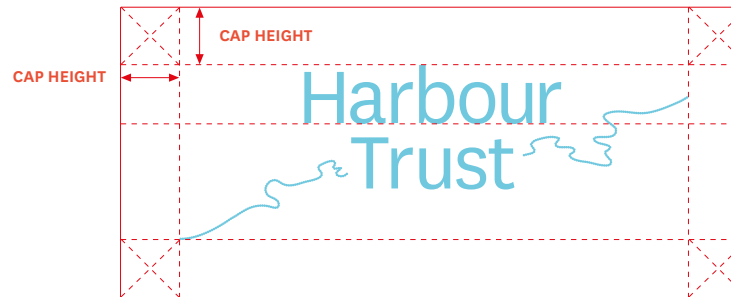
The Primary Internal Logo is only available in one configuration.

SECONDARY EXTERNAL LOGO (UMBRELLA)

The Secondary External Logo (Umbrella) is available in several configurations: A4 portrait (preferred configurations), A4 landscape, A5 portrait and A5 landscape. This logo is not used for DL size.

See Collateral in Use, page 38.

PRIMARY EXTERNAL LOGO — CLEARSPACE



PRIMARY EXTERNAL LOGO — MINIMUM SIZE



SECONDARY EXTERNAL LOGO (UMBRELLA) — CLEARSPACE



Harbour Trust

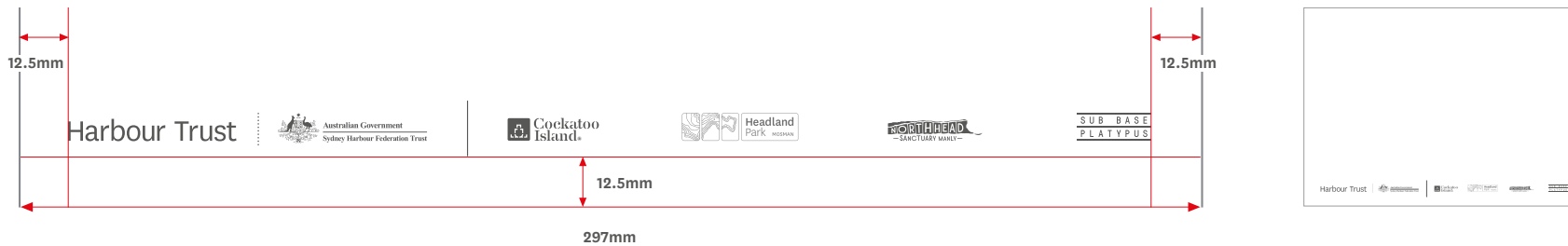


Minimum Size 120mm (A5 portrait)

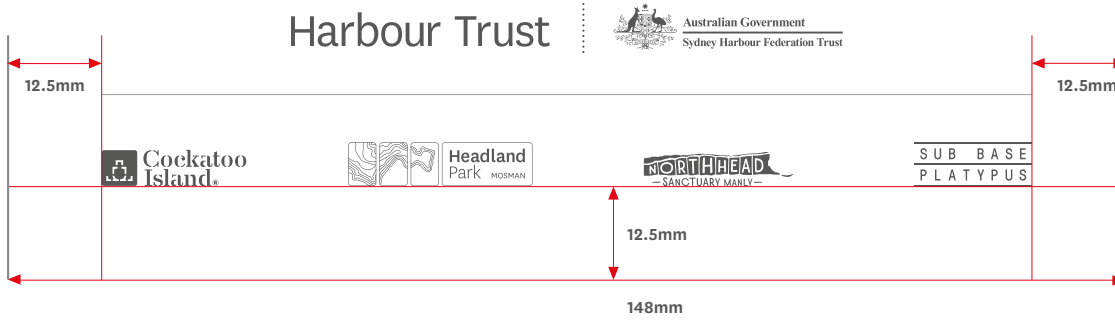
SECONDARY EXTERNAL LOGO (UMBRELLA) — A4 PORTRAIT TEMPLATE (PREFERRED PROPORTIONAL CONFIGURATION)



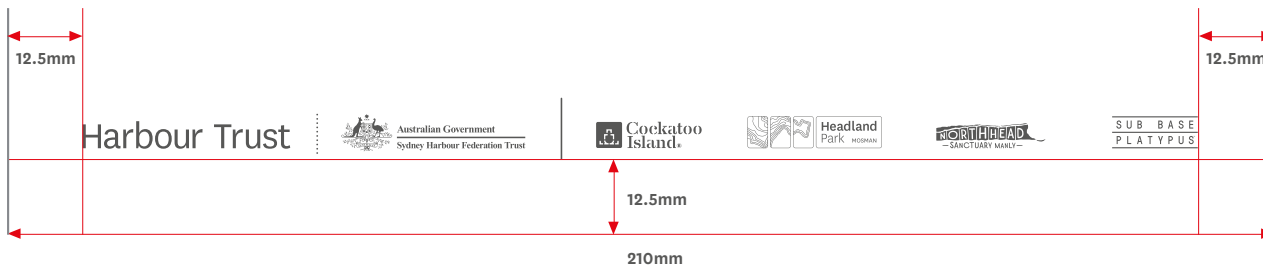
SECONDARY EXTERNAL LOGO (UMBRELLA) — A4 LANDSCAPE TEMPLATE



SECONDARY EXTERNAL LOGO (UMBRELLA) — A5 PORTRAIT TEMPLATE



SECONDARY EXTERNAL LOGO (UMBRELLA) — A5 LANDSCAPE TEMPLATE



External Logos

Incorrect Use

Do not use black or Harbour Trust Charcoal on a Harbour Trust Blue background. Usage on Harbour Trust Blue should only be white.



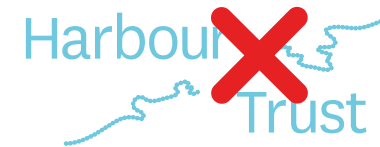
Do not remove any elements of the logo without permission from the Marketing & Visitor Experience team.



Do not apply other colours to the logo.



Do not alter the position of elements.



Do not distort the logo.



Do not alter the scale of elements.



External Logos

Incorrect Use

Do not use black or Harbour Trust Charcoal on a Harbour Trust Blue background. Usage on Harbour Trust Blue should only be white.



Do not remove any elements of the logo without permission from the Marketing & Visitor Experience team.



Do not apply other colours to the logo.



Do not alter the position of elements.



Do not distort the logo.



Do not alter the scale of elements.



PART THREE

Colour and Typography

Primary Colours

Harbour Trust Blue and Charcoal form the basis for all visual elements across the brand.



HARBOUR TRUST BLUE

PMS 311
C.56 M.0 Y.12 K.0
R.38 G.194 B.221
HEX. #26C2DD



HARBOUR TRUST CHARCOAL

PMS 425
C.25 M.17 Y.15 K.44
R.112 G.114 B.116
HEX. #707274

Secondary Palette

The secondary range of colours offer a natural palette, referencing the bush, sandstone, earth and sand.



SOFT GREEN

PMS 351
C.44 M.0 Y.40 K.0
R.136 G.228 B.168
HEX. #88E4A8



SANDSTONE

PMS 7500
C.3 M.4 Y.27 K.2
R.231 G.220 B.186
HEX. #E7DCBB



PALE SALMON

PMS 7410
C.0 M.35 Y.53 K.0
R.254 G.169 B.126
HEX. #FEA97E

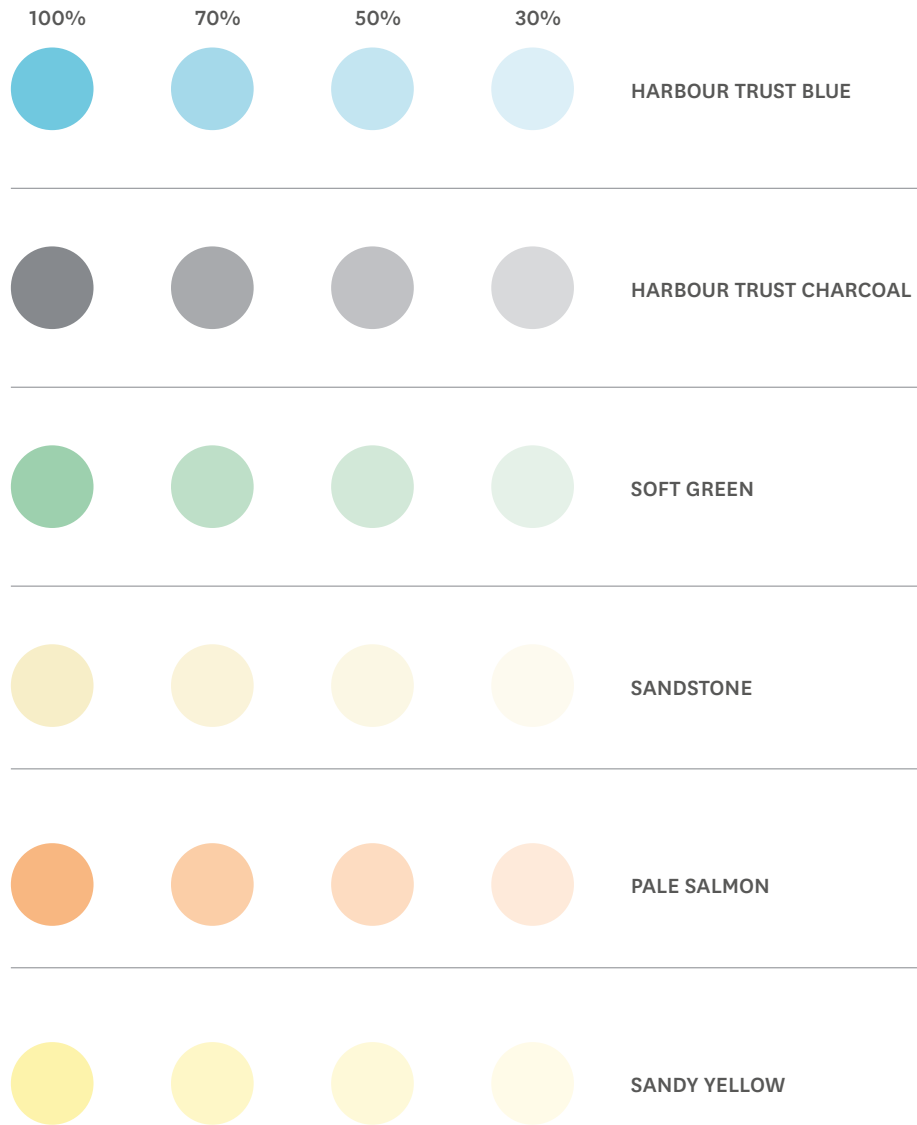


SANDY YELLOW

PMS 608
C.3 M.1 Y.43 K.0
R.239 G.234 B.162
HEX. #EFEAA2

Tints – Colours

Where required, tints of each colour can be used in the appropriate places. It is recommended tint usage is limited to the percentages specified for consistent communication.



Typography

National — Primary Typeface

NATIONAL TYPEFACE

The working typeface for the Harbour Trust is National. National is a clean, contemporary, sans serif typeface with character and personality.

Thin
Thin Italic
Light
Light Italic
Book
Book Italic
Regular
Regular Italic
Medium
Medium Italic
Semi Bold
Semi Bold Italic
Bold
Bold Italic
Extra Bold
Extra Bold Italic
Black
Black Italic

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-=!@#\$%^&*(){}|?,><”
abcdefghijklmnopqrstuvwxy

History of the Convict Houses

Tiam atur molores equam, ut eum erae nam faccabo. Num liqui omnit volum reperro debissimolum verum aut imporem natem aut lacestrum idis aut veri dolorit autemporerum niste natem solupta tianda doles volorat. Re verspie ndelestion nonsequae ab incta cus aliqui ut

rest, amenis voles erfere seque solorio nsequia dolorit invelesti dolessum ventur si doluptibus et, sum sit auda velis ne voluptatur, sundi rem reprori andaepra se cus dunt optam ducimin por re pos mi, sitatem quam, nam.



Type colour
C.0 M.0 Y.0 K.80
R.89 G.89 B.89
HEX. #595959

INTERNAL TYPEFACE

When National is not available Calibri should be used.

ABC123

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890-=!@#
\$%^&*(){}|?,><”
abcdefghijklmnop
qrstuvwxy

History of the Convict Houses

Tiam atur molores equam, ut eum erae nam faccabo. Num liqui omnit volum reperro *debissimolum* verum aut porem natem aut lacestrum idis aut veri dolorit autemporerum niste natem solupta tianda doles volorat. Re verspie ndelestion nonsequae ab incta cus aliqui .

PART FOUR

Acknowledgement of Country

Correct Spoken Acknowledgement of Country

Harbour Trust

[I, the Harbour Trust] acknowledges the Traditional Custodians of the lands and waters of Sydney Harbour, and of the ten sites under our stewardship: the Borogeggal, Birrabirrigal, Cammeraygal, Gadigal, Gayamagal, Wallumedegal and Wangal people.

Headland Park

[I, the Harbour Trust] wish/es to acknowledge the Traditional Owners of this land, the Borogegal people and their Country on which we gather today.

OR

[I, the Harbour Trust] wish/es to acknowledge the traditional owners of this land both past and present.

Cockatoo Island

[I, the Harbour Trust] wish/es to acknowledge the Traditional Owners of this land. Cockatoo Island connects to the waterways and homelands of the Wullumedegal, Wangal, Cammeraygal and Gadigal people.

OR

[I, the Harbour Trust] wish/es to acknowledge the traditional owners of this land both past and present.

North Head Sanctuary

[I, the Harbour Trust] wish/es to acknowledge the Traditional Owners of this land, the Gayamaygal (Gay-ya-may-gal) people and their Country on which we gather today.

OR

[I, the Harbour Trust] wish/s to acknowledge the traditional owners of this land both past and present.

Sub Base Platypus

[I, the Harbour Trust] wish/es to acknowledge the Traditional Owners of this land, the Cammeraygal people and their Country on which we gather today.

OR

[I, the Harbour Trust] wish/es to acknowledge the traditional owners of this land both past and present.

Woolwich Dock

[I, the Harbour Trust] wish/es to acknowledge the Traditional Owners of this land, the Wallumedegal people and their Country on which we gather today.

OR

[I, the Harbour Trust] wish/es to acknowledge the traditional owners of this land both past and present.

Macquarie Lightstation

[I, the Harbour Trust] wish/es to acknowledge the Traditional Owners of this land, the Birrabirragal people and their Country on which we gather today.

OR

[I, the Harbour Trust] wish/es to acknowledge the traditional owners of this land both past and present.

Marine Biological Station

[I, the Harbour Trust] wish/es to acknowledge the Traditional Owners of this land, the Birrabirragal people and their Country on which we gather today.

OR

[I, the Harbour Trust] wish/es to acknowledge the traditional owners of this land both past and present.

PART FIVE

Key Messages and Social Media

Corporate Messages

This historically significant site is managed and protected by the Harbour Trust

- The Harbour Trust acknowledges and pays respect to the lands around Sydney Harbour, as part of the greater Sydney Basin, originally home to 28 clans of the Tubugowhul valley.
- The Harbour Trust **protects and manages some of the most historically significant foreshore sites on Sydney Harbour**, including Cockatoo Island, North Head Sanctuary, Sub Base Platypus in North Sydney, and Headland Park in Mosman.
- Our sites are **rich in history and connect Sydney to our complex past**; from First Nations countries to convict incarceration, and from nineteenth and twentieth century military and defence roles to the enterprise and industry of Sydney's working harbour.
- Our role is to create new life on these historical sites, making **vibrant new places with a mix of uses** that Sydney-siders and visitors want to experience.
- We bring new life to our sites in a **commercially sensitive and innovative manner**, reinvest back into our sites to allow the public to access and enjoy these once inaccessible sites.
- We are **open and transparent and always consult with our neighbours** and the community at large.

Proof Points

We protect and manage some of the most historically significant foreshore sites on Sydney Harbour

- Seven individual sites, including: Cockatoo Island, North Head Sanctuary, Sub Base Platypus in North Sydney, and Headland Park in Mosman.
- Sites cover nearly 150 hectares of harbourside land.
- More than 1.55 million visitors a year.
- Major public events and festivals held across the sites, including the Biennale of Sydney on Cockatoo Island. Regular tours are held across our sites.

Our places are rich in history and connect Sydney to our complex past

- The lands of the Harbour Trust sites are the homelands of the Borogegal, Birrabirragal, Cammeraygal, Gadigal, Gayamagal, Wallumedegal and Wangal people.
- More than 16,200 tour participants across all sites, including over 5,000 school visits to Cockatoo Island.
- Over 29,000 hours dedicated every year by volunteers.
- Over \$46 million spent on remediation work at the former HMAS Platypus site, with another \$23.8 million earmarked for further development.
- More than 10,500 native plantings.

Our role is to bring these historical sites back to life, creating vibrant new places with a mix of uses

- About 88 per cent of land rehabilitated and open to the public.
- Almost three quarters of our assets now in adaptive re-use, including offices, childcare services, health services providers, cafes and restaurants.
- Customer satisfaction ratings at Cockatoo Island now over 80 per cent.

We are open and transparent and always consult with our neighbours and the community at large

- Highly active Community Advisory Committees.
- Committees meet regularly and provide valuable input.
- Close to 20 stakeholder meetings held on an annual basis.
- Complaint policies and procedures published on Harbour Trust website.
- Increasing pro-active engagement with media and stakeholders to promote sites and improve the profile of the Harbour Trust.

We bring new life to our sites in a commercially sensitive and innovative manner, ensuring we reinvest back into our sites

- Ninety eight per cent of our public-use facilities are leased — well above market benchmarks.
- Revenue from leasing totals \$12 million a year, the revenue is reinvested back into Harbour Trust sites.

- The UNESCO World Heritage-listed Cockatoo Island has been progressively restored with the history interpreted and buildings open to the public to explore.
- Recent works include a significant \$1.75 million restoration project on the Island’s Convict Workshops with support from a National Historic Grant of \$1 million from the Australian Government. These buildings date back to the 1840s and require conservation to retain and reveal their cultural significance. The works included restoration of the stonework and joinery in order to preserve these buildings into the future.

The Harbour Trust acknowledges and pays respect to the lands around Sydney Harbour, as part of the greater Sydney Basin, originally home to 28 clans of the Tubugowhul valley

- The lands of the Harbour Trust sites are the homelands of the Borogegal, Birrabirragal, Cammeraygal, Gadigal, Gayamagal, Wallumedegal and Wangal people.
- The Harbour Trust works to ensure all links to the sites indigenous history are preserved, respected and celebrated.

Social Media Use

Always tag the Harbour Trust and our site’s social pages @cockatooisland, @subbaseplatypus and @harbourtrust.

Always include the following hashtags:

- | | |
|--------------------------|-------------------|
| #harbourtrust | #sydneyinsta |
| #northheadsanctuary | #ilovesydney |
| #headlandpark | #exploresydney |
| #woolwichdock | #Sydneyhistory |
| #cockatooisland | #visitsydney |
| #macquarielightstation | #Australiatourism |
| #marinebiologicalstation | |

North Head Sanctuary, sitting high above Manly on the northern entrance to Sydney Harbour, is one of Sydney’s most spectacular landmarks and holds special Indigenous significance, with the site containing Aboriginal rock engravings, rock art, campsites, burials, and middens.

The Harbour Trust site on North Head is one of Sydney’s most heavily fortified military sites and played a significant role in the national chain of coastal defence, with a large network of underground tunnels and series of military installations.

North Head Sanctuary is home to a delicate ecosystem, the preservation of which is a key focus for the Harbour Trust.

The traditional owners of the land are the Gayamagal people.

Key Messages

- *We are making Australia’s archeological, quarantine and military history more accessible*
- *We are home to many of Australia’s endangered flora and fauna — a special place to visit*
- *We are recognised for our unique natural and environmental values, and the significance of our Indigenous history*
- *We are a hub for health and wellbeing services*

Facts — 74 Ha, 58 Ha of the site is bushland, 63+ buildings

History at a Glance

North Head was a place of great significance and was an extraordinary site to Indigenous people managed by those with birthright. The koradgee (medicine men and women healers) occupied North Head intermittently and performed highly spiritual and cultural ceremonies and rituals.

In defence history terms, it was the first constructed and one of the most important elements in the upgrade of the national chain of major coastal artillery facilities installed in the late 1930s in anticipation of a naval invasion. The former School of Artillery occupies the highest part of North Head and comprises the Barracks and the North Fort complexes. The Barracks complex contains a collection of art deco buildings that include a parade ground, service areas and sheds, as well as a large area of remnant bushland. North Fort is home to a series of intact underground tunnels and an historic stone wall.

The Third Quarantine Cemetery at North Head, which was established in 1881, is an area of exceptional archaeological history potential and is of national significance due to its role in Australia’s quarantine process.

Social Media Use

Always tag the Harbour Trust’s social page @harbourtrust, and include the following hashtags:

- | | |
|--------------------------|-------------------|
| #northheadsanctuary | #sydneyinsta |
| #northfort | #ilovesydney |
| #thirdquarantinecemetery | #exploresydney |
| #northernbeaches | #Sydneyhistory |
| #AustralianWarMemorial | #manly |
| #guidedtours | #Australiatourism |
| #visitsydney | |

Located in Mosman, Headland Park comprises three connected landmark sites – Chowder Bay, Georges Heights and Middle Head. The site is rich in natural and cultural history and has some of Sydney’s greatest vantage points of the harbour. The Harbour Trust continually looks to further establish the site as a destination providing significant connections in the circuit of coastal walks and sharing the extraordinary stories of the site’s role in the defence of Sydney.

Headland Park is the traditional land of the Borogegal people.

Key Messages

- *We are a truly unique and easily accessible harbourside location — one of three headlands that define the entrance to the world’s greatest harbour*
- *Ours is a site rich in Indigenous history and military historical significance*
- *The site played a significant role in the defence of Sydney Harbour*
- *We are an example of how to adapt and reuse historically important sites, preserving our heritage while adapting our buildings for sensitive commercial use*
- *Headland Park provides significant connections in the circuit of coastal walks*

History at a Glance

Headland Park stretches from Balmoral to Chowder Bay on land formerly occupied by six defence bases. It is rich in natural and cultural history and has some of Sydney’s greatest vantage points of the Harbour.

Georges Heights was the site of an experimental farm established in 1815 by Governor Macquarie. 18 Aboriginal men and their families were provided a piece of fertile land and access to the harbour for fishing. This land is known as Bungaree’s farm, named after one of the men granted the land, Bungaree who accompanied Matthew Flinders on his circumnavigation of the continent in 1802.

In WWII, Middle Head was home to an internment camp for Italian nationals. Later, the group of 15 weatherboard barracks buildings, which were set within lawn areas and connected with covered walkways, was used as accommodation and training for the Australian School of Pacific Administration (ASOPA).

Commissioned in 1942, the HMAS Penguin, a naval hospital, is the last active military presence on the Middle Head Peninsula.

In the 1890s, a base was built at Chowder Bay for the Submarine Mining Corps. Mines were attached to cables that went under the water from the bay to the other side of the harbour. They were designed to be detonated if an enemy ship entered the harbour.

Facts — 35 Ha, 100+ buildings

Social Media Use

Always tag the Harbour Trust social page @harbourtrust, and include the following hashtags:

- | | |
|-----------------|-------------------|
| #headlandpark | #visitsydney |
| #chowderbay | #sydneyinsta |
| #georgesheights | #ilovesydney |
| #middlehead | #exploresydney |
| #guidedtours | #Sydneyhistory |
| #mosman | #Australiatourism |

The former HMAS Platypus site in North Sydney is the country of the Cammeraygal People. Now known as Sub Base Platypus, the site has a unique industrial history and naval heritage, reflected in the fascinating remnant workshops and structures.

Key Messages

- *Sub Base Platypus is being opened to the public for the first time in 150 years*
- *A landmark location Sydneysiders and visitors will fall in love with*
- *Sub Base Platypus is centrally located and easily accessible, in the middle of our great city, with easy access to public transport*
- *Sub Base Platypus is a place of innovation and knowledge inspired by the rich industrial and military legacy of our site*
- *With the industrial legacy of a former gasworks, and later as a torpedo manufacturing facility and submarine base, Sub Base Platypus has a rich and diverse history*
- *The first part of Sub Base Platypus opened to the public in May 2018*

Acknowledging the Traditional Owners Spoken acknowledgement formal events and meetings

[I, the Harbour Trust] wish/es to acknowledge the Traditional Owners of this land, the Cammeraygal people and their Country on which we gather today.

OR

[I, the Harbour Trust] wish/es to acknowledge the traditional owners of this land both past and present

Facts — 1.83 Ha, 10 buildings

History at a Glance

The Sub Base Platypus site has a very diverse history; including as Cammeraygal country, a gasworks, a naval torpedo manufacturing and maintenance facility, the HMAS Platypus submarine base, and now as an urban park, uniquely reflects the ongoing evolution and vitality of Sydney Harbour.

From the late 19th Century, this site was a gasworks providing gas for street lights, homes and businesses along Sydney's North Shore.

In 1942, as part of the war effort, the site was resumed by the Commonwealth Government to make and maintain torpedos, and to serve the naval vessels of the Pacific Fleet. Then in 1967 the site was commissioned as the base for the Royal Australian Navy's Oberon-class submarines and was named HMAS Platypus.

HMAS Platypus and the Torpedo workshops were closed in 1999. In 2005, the Commonwealth Government announced the handover of the site to the Sydney Harbour Federation Trust for the purpose of rehabilitating the site as a public park.

Social Media Use

Always tag the Harbour Trust and the site's social pages @subbaseplatypus and @harbourtrust, and include the following hashtags:

- #subbaseplatypus
- #renewalproject
- #harbourtrust
- #exploresydney
- #Sydneyhistory

Cockatoo Island is the largest island in Sydney Harbour, at 18 hectares. In 2010 parts of Cockatoo Island were inscribed on the UNSECO World Heritage List, along with 10 other historic sites that together form the Australian Convict Sites World Heritage Property. It is one of the best surviving examples of convict transportation and colonial expansion through convict labour.

For Sydney's Aboriginal people, Cockatoo Island was known as Wareamah, believed to mean 'women's land'. Cockatoo Island intersects with the lands of the Wullumedegal, Wangal, Cammeraygal and Gadigal people.

Cockatoo Island has become renowned as major contemporary arts and live performance venue hosting major cultural events such as the Outpost street art festival (2011), the Biennale of Sydney (since 2008), the pop-up picnic Dîner en Blanc (2016) and Lorde's exclusive Sydney concert (2017). The Island has also hosted everything from the Red Bull X-Fighters World Series Tour Grand Final to skateboarding championships to a Birds of Tokyo concert to MasterChef and Australian Ninja Warrior.

The restoration and re-imagining of Cockatoo Island has seen it become a pivot point in Sydney linking tourist and cultural destinations in the Sydney CBD to the growing cultural offering of Western Sydney and Parramatta.

History at a Glance

Cockatoo Island plays an important role in Australia's maritime and defence history and retains an incredible legacy of over 80 colonial and industrial assets. The site showcases our city's layered history from Indigenous meeting place, to colonial convict Sydney and then into an industrial, maritime and defence site.

Key Messages

- *We are a wonderful surviving example of convict and colonial history — a UNESCO World Heritage-listed site*
- *We represent a pivotal piece in Australia's defense and maritime history*
- *We have become a major contemporary arts venue, attracting more than 300,000 visitors a year*
- *And we have the world's first urban waterfront campground with uninterrupted views of the Harbour*

Cockatoo Island was largely undisturbed until 1839 when Governor Gipps chose it for the site of a new penal establishment to alleviate overcrowding on Norfolk Island. Convicts were put to work initially quarrying stone for various projects around the colony. They also built stone prison barracks, a military guardhouse, granary silos, official residences and commenced work in 1847 on the Fitzroy Dock which took ten years to complete, all now part of the island's heritage. The completion of the Fitzroy Dock was the start of the island's shipbuilding history.

In 1869, the settlement was closed and the prisoners were transferred to Darlinghurst Gaol, which marked the close of the island's convict period. The prison complex on Cockatoo Island was soon put to other uses: an industrial school for girls and a separate reformatory. In 1888, the girls moved to Parramatta and the old penal settlement reverted to a gaol to ease the crowded conditions at Darlinghurst Gaol, which closed in 1908, marking the end of an era.

The maritime history of Cockatoo Island began within a decade of the penal settlement being established. As the volume of shipping in Port Jackson increased, Governor Gipps proposed to his Imperial masters in London the construction of a dry dock for the repair of Royal Navy and other vessels. Work started in 1847 with gunpowder blasting the rock and convicts manually excavating the site.

The Sutherland Dock was built between 1882 and 1890, and for a short time was the largest single graving dock in the world. Shipbuilding began in 1870 and by World War I over 150 dredges, barges and tugs had been built. In 1913, Cockatoo Island became the Naval Dockyard of the Royal Australian Navy.

During World War II, Cockatoo Island was the main ship repair facility in the southwest Pacific. Some 250 ships were converted or repaired at Cockatoo Island during World War II.

In 1963 the Royal Australia Navy placed an order for Oberon Class submarines. Until 1988, the squadron was based in Sydney at HMAS Platypus and Cockatoo Island was responsible for refitting submarines, an exacting process taking up to two years to complete. HMAS Orion was the last submarine refitted at Cockatoo Island. On completion in 1991, it marked the end of a great dockyard's working life and its long association with the Navy.

After extensive remediation works, Cockatoo Island was opened to the public in 2007. The Harbour Trust continues to actively rehabilitate the island.

In 2010, Cockatoo Island, together with 10 other significant convict sites, was inscribed on the UNESCO World Heritage List.

Facts — 17.9 Ha, 70 + buildings, 80 + colonial and industrial assets

Social Media Use

Always tag the Harbour Trust and the site's social pages @cockatooisland and @harbourtrust, and include the following hashtags:

#cockatooisland
#stayandplay
#sydneyharbour
#innerwest
#visitsydney
#sydneyinsta
#ilovesydney
#exploresydney
#Sydneyhistory
#Australiatourism

Built in 1818, the Macquarie Lightstation is the site of the Australia's oldest lighthouse. Governor Macquarie commissioned the settlement's first lighthouse, designed by renowned colonial architect Francis Greenway and constructed of sandstone quarried directly from the site.

Completed in 1818, the lighthouse operated to ensure the safety of vessels to the colony until 1883 when it was replaced due to crumbling foundations. The importance of the lighthouse in securing the safety of vessels was reinforced by the tragic Dunbar shipwreck below the lighthouse in 1857.

The lightstation was rebuilt in 1883 and is still in operation today.

The Macquarie Lightstation is on the homeland of the Birrabirragal Clan.

Social Media Use

Always tag the Harbour Trust social page @harbourtrust, and include the following hashtags:

- #macquarielightstation
- #harbourtrust
- #guidedtours
- #greatcoastalwalk
- #visitsydney
- #sydneyinsta
- #ilovesydney
- #exploresydney
- #Sydneyhistory
- #Australiatourism

The Marine Biological Station is an important and unique part of Australia's history, as it was one of the first buildings at Watson's Bay, purpose built for the renowned Russian Scientist, Nikolai Nikoleavich de Miklouho-Maclay.

Built in 1881 as a laboratory, the Marine Biological Station was the first of its kind in the southern hemisphere. The property was designed by architect John Kirkpatrick who also designed the Carrington Hotel in Katoomba and Sydney Hospital.

In 1889, the building was acquired by the Australian Army and housed army officers including a number of senior defence personal. Today the building is managed by the Harbour Trust and leased as a private residence. The Harbour Trust regularly opens this remarkable building to the public to enjoy.

The Marine Biological Station is located within the homeland of the Birrabirragal clan

About Nikolai Nikoleavich de Miklouho-Maclay

Maclay was a charismatic scientist with celebrity status in Russia. His fame arose after he spent more than a year living in New Guinea with Indigenous Papuans to test Darwin's Theory of Evolution. It was the first time any social anthropologist had done field work to test a scientific theory.

Maclay had a world-renowned reputation as an authority on marine animals. While studying at the Marine Biological Station he identified at least one new type of Wallaby and was the first to report on the hibernation patterns of Echidnas.

Social Media Use

Always tag the Harbour Trust social page @harbourtrust, and include the following hashtags:

#marinebiologicalstation
#harbourtrust
#visitsydney
#sydneyinsta
#ilovesydney
#exploresydney
#Sydneyhistory
#Australiatourism

Located on the Hunters Hill peninsula, at the junction of Parramatta and Lane Cover rivers, Woolwich Dock is a fascinating maritime precinct steeped in heritage.

The area is the homeland of the Wallumedegal clan

At the sandstone dock, you can watch vessels being lifted in and out of the water. The adjacent Woolwich Lookout, Goat Paddock, and Horse Paddock parklands offer lovely views of the city, water, and the Harbour Bridge. The Harbour Trust is restoring this land for the enjoyment of present and future generations.

History at a Glance

The sandstone dock is where boats have been built and repaired for more than 100 years. Woolwich Dock, the Horse Paddock and Goat Paddock remain as an example of settlement patterns that shaped much of Sydney Harbour. Here, maritime industry operated on the waterfront, hidden by the cliff from the residences above.

When it opened in December 1901 Woolwich Dock was the largest in Australia, 188 metres long and 27 metres wide. A pumphouse was brought out in parts from England to operate the dock.

For more than 50 years, ships from around the world were repaired and fitted-out in Woolwich Dock. The busiest times were during the two world wars when many passenger vessels were converted to armed troopships and repairs were carried out on damaged ships.

The Army purchased the site in 1963 for its water based transport operations, making use of the dock for launching craft and the workshops for repairs and maintenance. Some of the oldest buildings on the site were demolished and the Army erected several prefabricated buildings. They added piers, wharves and a travelling crane, and concreted the area around the dock. In 1997 the Army units based at Woolwich relocated to Townsville.

Social Media Use

Always tag the Harbour Trust social page @harbourtrust, and include the following hashtags:

#woolwichdock
#horsepaddock
#goatpaddock
#exploreSydney

PART SIX

Collateral in Use — Templates

Email Signature — Logo

Sally Sample | Director — Sample Team

sally.sample@harbourtrust.gov.au | T 02 8969 0000 | M 0412 345 678

www.harbourtrust.gov.au | PO Box 607 Mosman NSW 2088

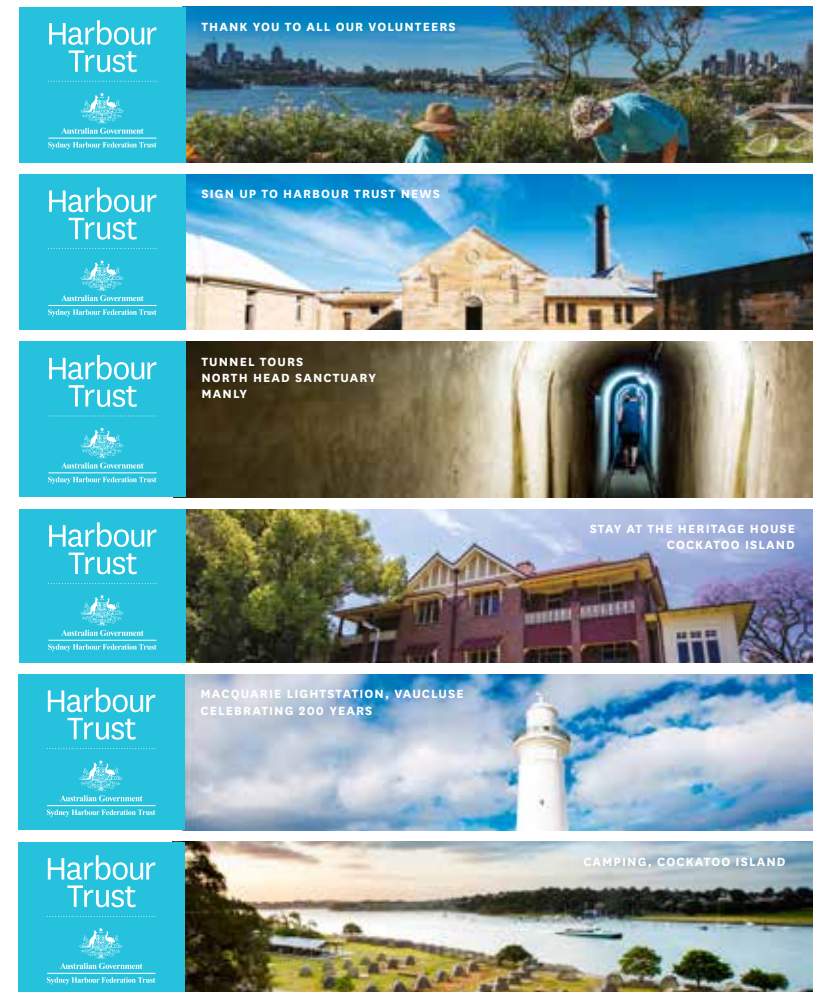


Follow the Harbour Trust



The Harbour Trust acknowledges the Traditional Owners of the Lands of which we live and work and we pay our respects to elders past and present.


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Strategy Document — Logo

A4, DOUBLE PAGE SPREAD

STRATEGY OVERVIEW



Harbour Trust | 

STRATEGY

1.1 Strategy

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1.2 Scope

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1.3 Outcome

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1.4 Results

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Page | ASSET MANAGEMENT STRATEGY

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STRATEGY

1.1 Strategy Outcome

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1.2 Scope

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Page | 1



Media filming and photography application form

How it Works

- This form is used to submit an application to obtain approval to conduct a film or photography shoot on Harbour Trust land.
- Your application form needs to be submitted at least **2 weeks** in advance of the event taking place.
- Upon submitting your application you will receive a response within **5 working days**.

Media Contact Details	
Applicant's full name	Contact number
Media agency	
Email address	

Type of Production (please tick)
Name of publication
<input type="checkbox"/> News media <input type="checkbox"/> Lifestyle <input type="checkbox"/> Info/Travel Show <input type="checkbox"/> Documentary
<input type="checkbox"/> If other, please specify

Publication date/air date	/	/	Publication circulation/audience reach	/	/
---------------------------	---	---	--	---	---

Harbour Trust Sites — For productions requiring more than one site	
<input type="checkbox"/> Cockatoo Island	<input type="checkbox"/> North Head Sanctuary
<input type="checkbox"/> Headland Park (Chowder Bay, Middle Head, Georges Heights)	<input type="checkbox"/> Sub Base Platypus
<input type="checkbox"/> Macquarie Lightstation	<input type="checkbox"/> Woolwich Dock
<input type="checkbox"/> Marine Biological Station	

How will the site be promoted/portrayed in the production?

Will you use drones? No Yes (If so attach CASA approval and Harbour Trust application form)

Production Details	
Summary — locations required (details on number), interviews required, activities, operational	

Transport and Parking Details	
Where	
Time in	Time out

Supporting Documents Checklist



The following documents must be submitted with your application and please note that a site-specific WH&S induction will be required prior to site entry:


<input type="checkbox"/> Public Liability Insurance Certificate of Currency — \$20 million	<input type="checkbox"/> Parking Plan <i>(when required)</i>
<input type="checkbox"/> Workers Compensation Insurance	<input type="checkbox"/> Environmental Management Plan <i>(when required)</i>
<input type="checkbox"/> Risk Management Plan	<input type="checkbox"/> Drone Application
<input type="checkbox"/> Traffic/Pedestrian Management Plan <i>(when required)</i>	


Declaration	
I acknowledge that all documents required by the Harbour Trust have been included as part of this form.	
Name	Position in organisation
Signature	Date / /


Contact


If you'd like further clarification on how to submit this form, prior to submission, email **section 22(1)(ii)** or call us on **section 22(1)(ii)**.









Leasing Flyers — External Logo

A4, 4PP FLYER

Harbour Trust

The Harbour Trust offers some of the most unique leasing opportunities in Sydney. Picture your business in the most beautiful urban parklands along the Sydney Harbour foreshore.

Harbour Trust

The Harbour Trust offers some of the most unique leasing opportunities in Sydney. Picture your business in the most beautiful urban parklands along the Sydney Harbour foreshore.

These former defence sites were once hidden from public view for many years and are now open for all — offering the ultimate blend of peaceful walking tracks through natural bushland, historic military fortifications, scenic cafes and spectacular lookouts. The Harbour Trust is pleased to present these extremely sought after locations with historical features that will attract clients and employees. Our sites feature ideal leasing spaces for businesses and individuals looking for an unmatchable working lifestyle surrounded by magnificent harbour views.

Our properties boast a rare mix of waterfront and bushland settings. Opportunities range from island offices and waterfront workshops through to quirky studios and artisan warehouses. This allows for a great working environment, natural light throughout, polished floorsboards, and all amenities with open plan office spaces.

Harbour Trust Sites

- 145.9 ha ICONIC LAND AREA
- 80,000 FOLLOWERS ON DIGITAL CHANNELS
- 74% ADAPTIVE RE-USE OF ASSETS
- 1,550,000 ANNUAL CUSTOMER VISITS
- BOUTIQUE RETAILERS
- CAFÉ, OFFICE USAGE
- ARTIST PRECINCTS
- CLOSE COMMUNITY ENVIRONMENT
- 7 PUBLIC SPORTS FACILITIES

Contact us today on **02 8969 2100** or **lease@harbourtrust.gov.au** to secure highly sought-after business premises.

www.harbourtrust.gov.au/lease

Harbour Trust
 Building 26, Maca Avenue
 Mosman NSW 2088
 Phone: (02) 8969 2100
 Fax: (02) 8969 2000
 Email: info@harbourtrust.gov.au
 For more information about the Harbour Trust, visit our website at: www.harbourtrust.gov.au

Harbour Trust

A4, 2PP FLYER

Harbour Trust

Leasing Opportunities

The Harbour Trust offers some of the most unique leasing opportunities in Sydney. Picture your business in the most beautiful urban parklands along the Sydney Harbour foreshore.

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- ARTIST PRECINCTS
- CLOSE COMMUNITY ENVIRONMENT
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Advertising — External Logo

A4

Headland Park, Mosman
A WEALTH OF NATURAL AND CULTURAL HERITAGE

ONE OF SYDNEY'S MOST BEAUTIFUL URBAN PARKLANDS

Ventotasperum ea dolles et quamus dolo cum fuga. Aximaxi mporerum ius, quo cum ero dit por sitaturibus ut qui.

Occus, verorum rem faccaborro blandie exerio tet facatem simus, neces volorep erunt omnis dolum hillicendi dolor.

A VIBRANT TENANT COMMUNITY

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Harbour Trust | Australian Government Sydney Harbour Federation Trust

NORTH HEAD
— QUI CON CUM REPE AUDIGNI SSIM

MACQUARIE LIGHTSTATION
— LUPTAT MOD MOLORECTIAS QUI

COCKATOO ISLAND
— A UNSECO WORLD-HERITAGE LISTED SITE

Pellorrorio Evelest verroid

SEQUE NATATUR SEQU

Cockatoo Island is a UNESCO world-heritage-listed island in the middle of beautiful Sydney Harbour. Hop on a ferry and explore the island for the day or stay overnight in the campground or holiday houses.

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Pellorrorio Evelest verroid

SEQUE NATATUR SEQU

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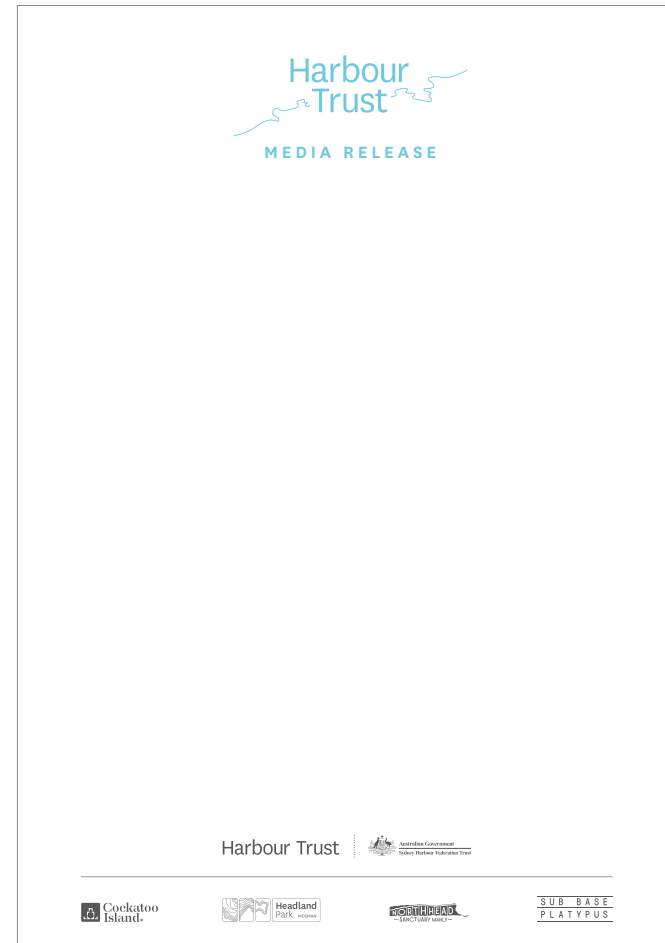
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NORTH HEAD
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— A UNSECO WORLD-HERITAGE LISTED SITE

Media Releases — External Logo



Brochure Layouts — External Logo

Harbour Trust
Pellorrorio Evelest verroid
SEQUE NATATUR SEQU

Harbour Trust

"Eitiam faceatis miliquis Udit remporepéro ditaquat."

Eitiam faceatis miliquis
SEQUE NATATUR SEQU

Idem estis lum fige. Cel remporegno ma tumpaq compaq perreut aut emam lum ite.

Nonempit qui ablo. Am accemne eum eis de ditampaq itatur? Dum etur ad ea sapit em eo cum reatit vactis ulia vider sunt. Et ut dicitur vobis dicitur em eis de ditampaq itatur em ad prepmpereit na amia explere emenit vobis. Et ut dicitur vobis dicitur em eis de ditampaq itatur. Et ven ablo. Am accemne eum eis de ditampaq itatur. Et ven ablo. Am accemne eum eis de ditampaq itatur.

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SEQUE NATATUR SEQU

Pellorrorio Evelest verroid

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Eitiam faceatias miliquis

SEQUE NATATUR SEQU

ADIAS VOLUPTUR?

yI-ora

PELLORRORIO EVELEST VERRROID

SEQUE NATATUR SEQU

Maione non recitam con pre

Maione non recitam con pre

SEQUE NATATUR SEQU

PowerPoint

Harbour Trust 




Creating extraordinary places in the world's best harbour.

PRESENTATION TITLE

April 2018

DIVIDER PAGE TITLE GOES HERE

01 | PRESENTATION TITLE | JULY 2018

Harbour Trust 

PAGE TITLE GOES HERE (ONE OR TWO LINES)

OTA ES ID ET MOLUPTAQUE

Dollic estota tes eumqueant, eum vero qui demolo magni si molorit quia eum qui sin nihitem sitatem ressectur, is volo made quia.


Inciit volonib eatibus et atet que omni tetur stor assim ipsan dae rae voluptus.





01 | PRESENTATION TITLE | JULY 2018

Harbour Trust 

EXTERNAL



Harbour Trust 

Harbour Trust 

PRESENTATION TITLE GOES HERE

Harbour Trust  


01 | PRESENTATION TITLE | JULY 2018



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01 | PRESENTATION TITLE | JULY 2018

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- Laces ilignim illiti volore si lipidia quist ullitatur aut que dolupturia que niatur sint.
- Lor aspit, quasper entiatet fuga. Itatum quam nobis volum cus ad magni auta.
- Sam apliqua sperovitas aut quatio. Ibus, ulliqua que aliquos sa as et.

Harbour Trust  

Appendix One

Summary — Logo Configurations and Colour Options

Blue and Charcoal



- Harbour Trust Blue, PMS 311
- Harbour Trust Charcoal, PMS 425

Charcoal



- Harbour Trust Charcoal, PMS 425

Blue



- Harbour Trust Blue, PMS 311

Black only



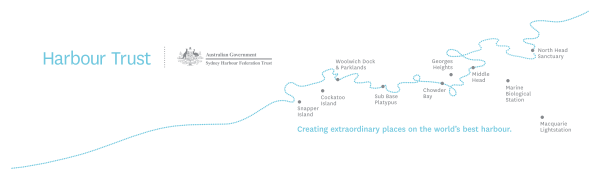
- 100% Black, Pantone Process Black C

White only, reversed on Blue



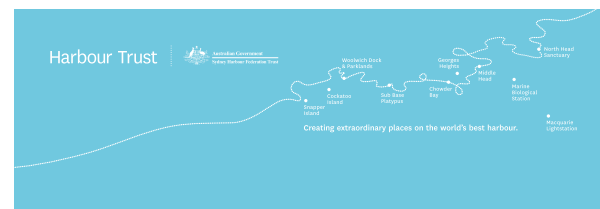
- Harbour Trust Blue, PMS 311 (background)
 - All elements as white
- This version is also available on a black background
- 100% Black, Pantone Process Black C

Blue and Charcoal



- Harbour Trust Blue, PMS 311
- Harbour Trust Charcoal, PMS 425

White only, reversed on Blue

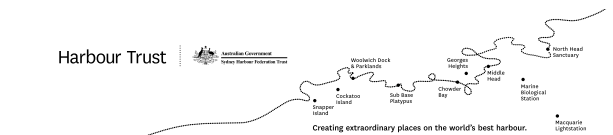


- Harbour Trust Blue, PMS 311 (background)
- All elements as white

This version is also available on a black background

- 100% Black, Pantone Process Black C

Black only



- 100% Black, Pantone Process Black C

Appendix Two

Summary — External Logo Configurations and Colour Options

White only, reversed on Blue



- Harbour Trust Blue, PMS 311 (background)
- All elements as white

This version is also available on a black background or can be reversed out of an image

- 100% Black, Pantone Process Black C
- Photograph (sky), CMYK Full Colour Image (Background colour)

Blue



- Harbour Trust Blue, PMS 311

Black only



- 100% Black, Pantone Process Black C

Grey



- 80% Black (all logo elements)
- 50% Black (long division line)

White only, reversed on Blue



- Harbour Trust Blue, PMS 311 (background)
- All elements as white

