



**NATIONAL FILM
AND SOUND ARCHIVE
OF AUSTRALIA**

Visual Identity Guide

INTRODUCTION

The NFSA aims to be Australia's most dynamic and valued cultural organisation. The strength of the NFSA brand is key to achieving this goal.

This guide outlines the core elements of the NFSA visual identity, including logos, colour and typography, and how they should be handled and reproduced.

Thank you for using the assets to strengthen our brand. Please reach out to design@nfsa.gov.au if you have questions.

PRIMARY LOGO

MONO

The mono (black) primary logo is our preferred brand mark for all materials, where legibility allows. It can be used on white or light colours and imagery, and may be supplied to external partners along with this guide.



REVERSED

The reversed (white) primary logo is used when the background doesn't allow for the mono (black) version to be used. It can be used on all black or dark colours and imagery, and may be supplied to external partners along with this guide.

SECONDARY LOGO

MONO

The mono (black) secondary logo is a condensed version of the primary logo and should only be used where the primary logo becomes illegible, eg. for sizes smaller than 37px or 10mm high.

It can be used on white or light colours and imagery. The mono secondary logo may be supplied to external partners along with this guide and the primary logo.



REVERSED

The reversed (white) secondary logo is a condensed version of the primary logo and should only be used where the primary logo becomes illegible, eg. for sizes smaller than 37px or 10mm high.

It can be used on black or dark colours and imagery. The reversed secondary logo may be supplied to external partners along with this guide and the primary logo.

DIGITAL COLOUR PALETTE

When designing brand collateral, we encourage a minimalist approach to colour.

Only use one colour on a surface – more than one colour can be overwhelming and can detract from the overall design.

If you have any questions or need further guidance on colour use, contact Marketing and Communications via comms@nfsa.gov.au.

PRIMARY COLOUR PALETTE – RGB



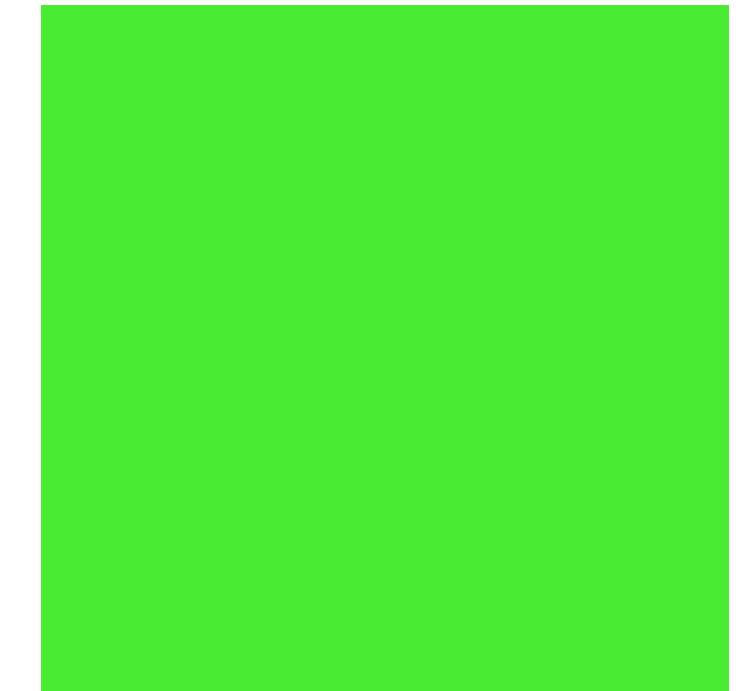
HEX #007CFF
R=0, G=124, B=255



HEX #EF4BC8
R=239, G=75, B=200

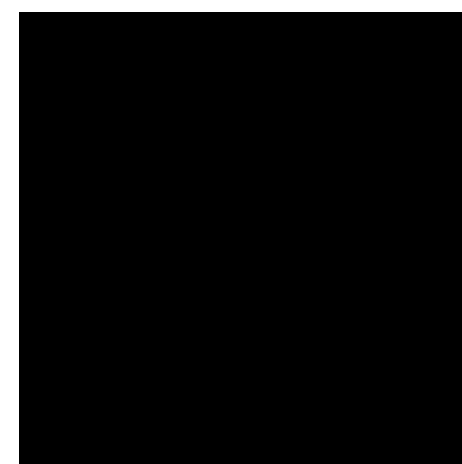


HEX #FF5400
R=255, G=84, B=0



HEX #49EC33
R=73, G=236, B=51

SECONDARY COLOUR PALETTE – RGB



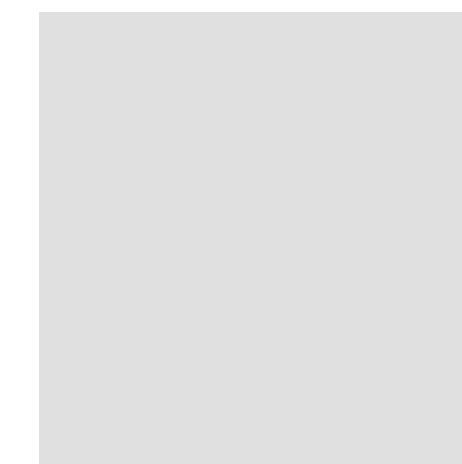
HEX #000000
R=0, G=0, B=0



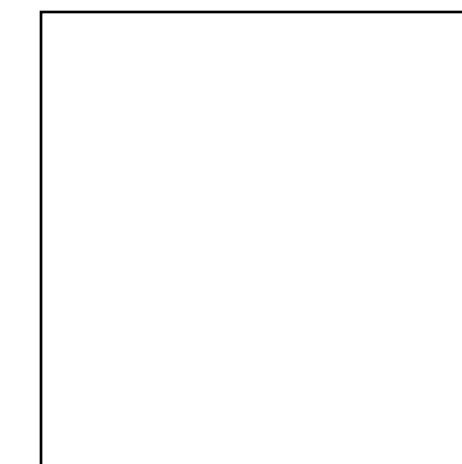
HEX #2F2F2F
R=47, G=47, B=47



HEX #014042
R=1, G=64, B=66



HEX #E0E0E0
R=224, G=224, B=224



HEX #FFFFFF
R=225, G=225, B=225

PRINT COLOUR PALETTE

When designing brand collateral, we encourage a minimalist approach to colour.

Only use one colour on a surface – more than one colour can be overwhelming and can detract from the overall design.

If you have any questions or need further guidance on colour use, contact Marketing and Communications via comms@nfsa.gov.au.

PRIMARY COLOUR PALETTE – CMYK



C=87, M=32, Y=0, K=0
PANTONE 2184



C=7, M= 92, Y=0, K=0
PANTONE RHODAMINE RED



C=0, M=81, Y=99, K=0
PANTONE 165



C=53, M=0, Y=92, K=0
PANTONE 2287

SECONDARY COLOUR PALETTE – CMYK



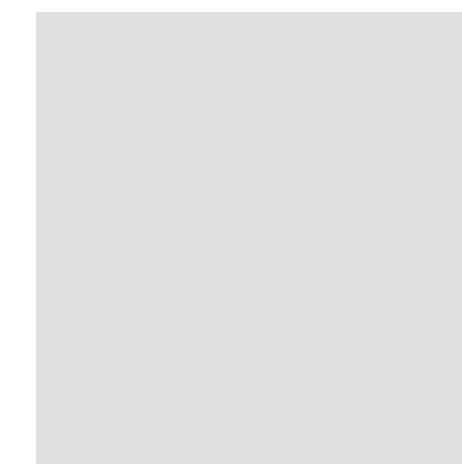
C=60, M=40, Y=40, K=100
PANTONE PROCESS BLACK



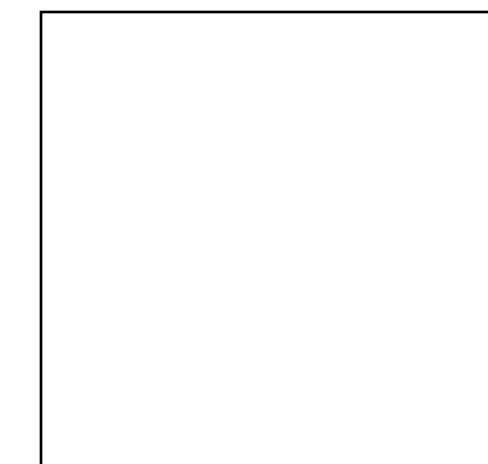
C=70, M=64, Y=63, K=62
PANTONE 426



C=92, M=55, Y=61, K=47
PANTONE 330




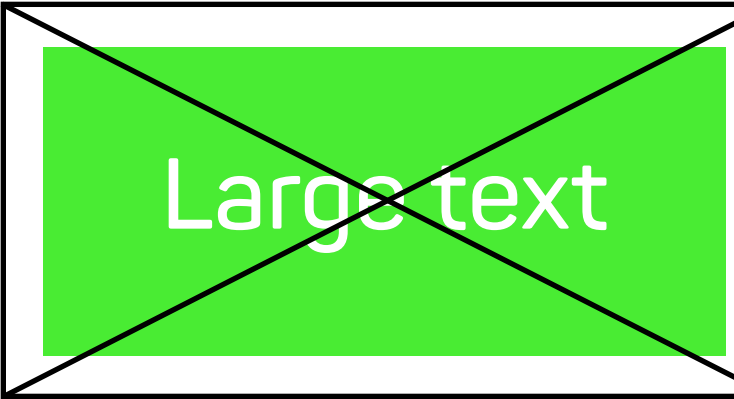
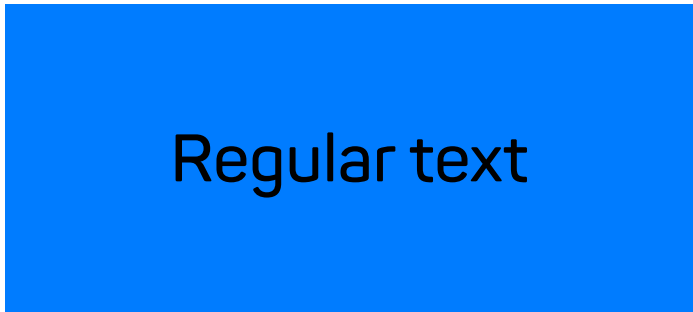
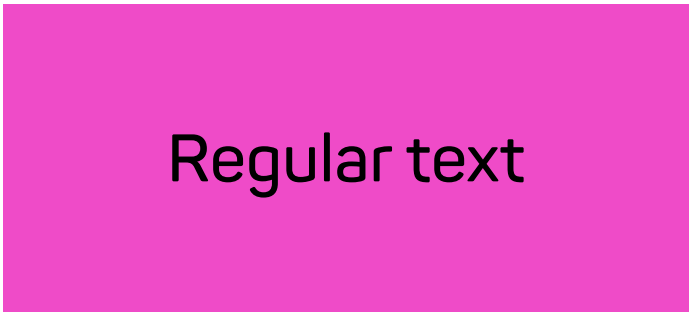

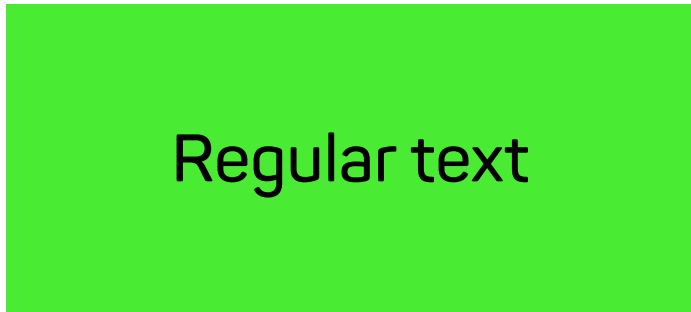
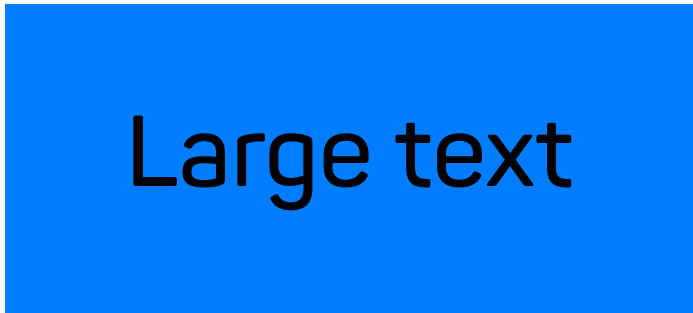
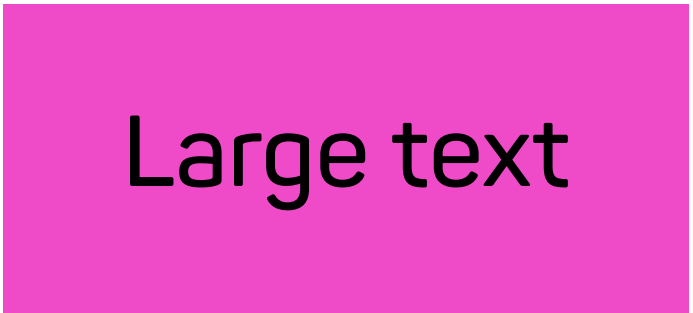




C=11, M=8, Y=9, K=0
PANTONE 427



C=0, M=0, Y=0, K=0

ACCESSIBLE FOR DIGITAL CHECK

| | | | |
|---|---|---|---|
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| ✔ PASS | ✔ PASS | ✔ PASS | ✔ PASS |

⊗ FAIL

White text on a green background does not pass the accessibility test and should not be used.

TYPOGRAPHY HIERARCHY – BRAND FONTS

Use Tisa Pro Light as the body type for lengthy body copy. This will make the text easier to read and improve the overall flow of the content.

LOREM IPSUM DOLOR

Lorem ipsum

SAT 19 AUG | 1PM

Et laboreperum facerem olorest quidele cuptassendam nonet optia ditatem. Et qui reperia eptatur? Ehenisc ipsunt est eatum fugitib usdaecte si quatusam, ilitatis quas corpore vid magnien dicaborrum ipsusae aliquis nobit rem volescit, int volut lanimust est.

Am venia di dolorepeles ea delique culpa esedi re sed quatess iminctibus, is estrum, vel molorae ceatint untectu ressedo disqui aut offictem eiciis animusa sit mendem

SUBHEADING

Panton Semibold, all caps, kerning 50pt (or relative to the size of the text); if an underline is used, it should be slightly thinner than the text and offset to match the kerning

HEADING

Panton Semibold, sentence case, kerning 10pt (or relative to the size of the text)

SUBHEADING

Panton Semibold, all caps, kerning 50pt (or relative to the size of the text)

BODY

Tisa Pro Light, sentence case

TYPOGRAPHY HIERARCHY – SYSTEM FONTS

Use Georgia Regular as the body type for lengthy body copy. This will make the text easier to read and improve the overall flow of the content.

LOREM IPSUM DOLOR

Lorem ipsum

SAT 19 AUG | 1PM

Et laboreperum facerem olorest quidele cuptassendam nonet optia ditatem. Et qui reperia eptatur? Ehenisc ipsunt est eatum fugitib usdaecte si quatusam, ilitatis quas corpore vid magnien dicaborrum ipsusae aliquis nobit rem volescit, int volut lanimust est.

Am venia di dolorepeles ea delique nulpae sedi re sed quatess iminctibus, is estrum, vel molorae ceatint untectu ressedo disqui aut offictem eiciis animusa sit mendem

SUBHEADING

Calibri regular

HEADING

Calibri regular

SUBHEADING

Calibri regular, all caps

BODY

Georgia regular



**NATIONAL FILM
AND SOUND ARCHIVE
OF AUSTRALIA**

THANK YOU

Thank you for handling NFSA visual assets with care and helping to strengthen and protect our brand.

Please send any questions or requests for approval to
info@nfsa.gov.au