

Principal Logo

Preferred logo usage. To be used as a first choice where possible.
Always to appear on a white background.



PMS 1595

C 0 M 60 Y 100 K 0

R 244 G 135 B 3

PMS 288

C 100 M 65 Y 0 K 30

R 30 G 61 B 120

Reversed Logo

Always to appear on a blue background.



PMS 1595

C 0 M 60 Y 100 K 0

R 244 G 135 B 3

PMS 288

C 100 M 65 Y 0 K 30

R 30 G 61 B 120

Mono Logo



PMS PROCESS BLACK C

C 0 M 0 Y 0 K 100

R 0 G 0 B 0

Mono Reversed Logo



PMS 288

C 100 M 65 Y 0 K 30

R 30 G 61 B 120



PMS PROCESS BLACK C

C 0 M 0 Y 0 K 100

R 0 G 0 B 0

Secondary Logo

To be used when the text in the principal logo will be illegible.
For example: Uniforms and promotional items such as lanyards.
User discretion advised. Always to appear on a white background.



PMS 1595

C 0 M 60 Y 100 K 0

R 244 G 135 B 3



PMS 288

C 100 M 65 Y 0 K 30

R 30 G 61 B 120

Secondary Reversed Logo

Always to appear on a blue background.



PMS 1595

C 0 M 60 Y 100 K 0

R 244 G 135 B 3



PMS 288

C 100 M 65 Y 0 K 30

R 30 G 61 B 120

Secondary Mono Logo



PMS PROCESS BLACK C

C 0 M 0 Y 0 K 100

R 0 G 0 B 0

Secondary Mono Reversed Logo



PMS 288

C 100 M 65 Y 0 K 30

R 30 G 61 B 120



PMS PROCESS BLACK C

C 0 M 0 Y 0 K 100

R 0 G 0 B 0

The best way to use the NSW SES logo

The NSW SES logo can be reproduced large and small for various uses, as long as the text is legible.

As a recommendation, the principal logo shouldn't appear smaller than 37mm wide.



If smaller use is required, use of the secondary logo is recommended.



The NSW SES logo should have a minimum of 1 chequer of clear space surrounding the logo in all usage.



How NOT to use the NSW SES logo



Vivid coloured background



Stretched or condensed



On pattern or photo



Cropped



Altered or adjusted



Change of colour



Boxed closely

About your NSW SES Logo Kit

Below are recommendations for version, colour and file type choice when using your NSW SES logo.

Which version of the logo is the preferred option?

The 2 colour principal logo on a white background is to be used as a first choice when possible.

Which logo colour type is to be used when?

CMYK (Cyan, Magenta, Yellow, Black) Version:

The CMYK logo is to be used in all applications where possible.

For Example: Brochures, press adverts or any commercial 4 colour printing. If the printing process won't allow reproduction using CMYK refer to to following.

PMS (Pantone Matching System) Version:

The PMS logo is to be used in print mediums where the printing process doesn't allow the CMYK colour system but does allow PMS colour system.

For example: embroidery, screen printing, some sign writing.

RGB (Red, Green, Blue) Version:

The RGB version is to be used on all digital and screen based design.

For example: Website, Television, Powerpoint presentations, as well as office based usage, such as in Microsoft word.

MONO Version:

The Mono logo is to be used on all one colour mediums where tones of a single colour are NOT possible.

For example: One colour printed material such as faxes and other one colour printing that may be subject to photocopying or low quality reproduction.

About your NSW SES Logo Kit

Which file type is to be used when?

JPEG

The .jpg file is to be your most commonly used file for all internal office usage in programs such as Microsoft Word.

You would also use the jpeg (rgb) file for any screen, web or television use, such as social media, powerpoint presentations and supply to television networks.

This file is not to be supplied to printers, designers or other external print production houses. See below for the files types you would supply to those people.

EPS

The .eps file can be used when a printer or designer asks for a 'vector' version of your logo.

It can be scaled up to large sizes without losing clarity.

This file can be only on be opened on computers with specialised designer software, but can be inserted as an image into some newer versions of Microsoft Office.

PDF

The .pdf is a very versatile file format and can be viewed using Acrobat. You can use this file inhouse and also supply to your printer if required.