

# Sydney Showground Brand Book

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# Our Brand

The following pages outline the key attributes of our brand. That is, what we stand for, what differentiates us from our competitors and what we promise to deliver.

# Introduction

This book introduces you to the new Sydney Showground brand. It also gives you a visual reference for the brand collateral that you will use in your everyday work.

Please read it, embrace it and and most importantly, live it.

# About our brand

**The Sydney Showground brand is actually about its people.**

While imagery and messaging broadcasts our brand, it is your relationships with our clients and visitors that will ensure our brand earns the trust of everyone who comes into contact with it. Strong brands clearly say what they mean and do what they say. Your role in delivering what we promise is critical to our success – it's that simple.

# Big experiences

**The type of experiences we strive to deliver at Sydney Showground are big experiences.**

Our core attribute is 'big'. We have the track-record of delivering big events. In Australian vernacular, 'big' does not just equate to size and scale – it expresses positive, great experiences. Delivering big experiences is what we stand for.

# Our promise

**We promise to deliver successful events and big experiences through our partnership approach.**

A big experience is the outcome of a successful event. Articulating and delivering this simple promise to our clients and visitors will differentiate us from our competitors and ultimately build a brand that people trust.

# In a nutshell

**We are the only events precinct that works together with clients to deliver successful, engaging events and big experiences.**

Consistently articulating this simple sentence clarifies what we do and how we do it.



# Our vision

**To be the preferred big events precinct in Sydney for our clients and visitors.**

Our vision captures the simple goal we can all embrace. The ongoing challenge for all of us is to achieve and maintain the goal through our behaviour and actions.

# Visual I.D.

A brand like many other facets of life date, and from time to time require updating to re-engage audiences. To that extent, a new visual identity has been created to launch Sydney Showground's new positioning and refresh the brand's communication.

The look seeks to visually leverage the brand's unique positioning of 'big experiences' through graphics and messaging.

## Suite of Logos

2.1

Our logo is a valuable asset. Used consistently and correctly it will become the symbol that represents what we stand for.

Our logo is in fact a series of logos that can be used across a range of applications. The flexible application of our logo suite reflects the vibrancy and diversity of our offering. To protect the integrity of the Sydney Showground logo suite, it is important that the guidelines are strictly followed. The following pages provide the necessary tools you will need to use our logo correctly across all applications.

The logo has been specially drawn for Sydney Showground. Please use only officially approved, original artwork files.

**Print and Online**

All logos within the logo suite are designed to be used for both print and online applications.

**Primary Logos**

There are two primary logos to be used across the majority of print and online applications:

**01. Full colour logo****02. Gradient logo**

01



02



## Single Colour

2.2

**Single Colour Logos**

There are five single colour logo variants to cover a range of applications. Please refer to the following guidelines:

- 01. One Colour Black**
- 02. Dark Blue PMS 072**
- 03. Light Blue PMS 2925**
- 04. Green PMS 362**
- 05. Yellow PMS 130**

The single colour logo should be used when full colour printing can not be applied, is not appropriate or as a preferred design option.

01



Sydney Olympic Park

04



Sydney Olympic Park

02



Sydney Olympic Park

05



Sydney Olympic Park

03



Sydney Olympic Park

## Shattered Glass – Festivals

2.3

**01. Shattered Glass logo**

The 'shattered glass' logo has been developed as part of the Sydney Showground visual identity.

The application of this logo is limited to the promotion of Sydney Showground 'festivals'.

There is only one colour variation of this logo as shown.

01



## Photographic and Imagery

2.4

### 01. Photographic and image logos

The visual identity allows for the creation of one-off logos for the promotion of specific events.

Photography or other types of imagery such as illustration, textures or patterns may be used.

The brand design agency is solely responsible for the application and development of these logos.

01



Sydney Olympic Park



Sydney Olympic Park

## Logo and Tag-line

2.5

**Logo and tagline not attached**

It is the preferred the Sydney Showground logo is used in application with the tagline not attached to the logo.

The proportional size relationship between the logo and tagline should be consistent as shown. It is based on the lowercase height of 'Showground'.

In certain circumstances the tagline position and size may change in relation to the logo depending on application. This must be produced from the Sydney Showground brand designers and approved by the Sydney Showground marketing manager before production of any materials.

01

**Bigexperiences****Bigexperiences**

02

**Bigexperiences**

## Logo Clear Space and Minimum Size

2.6

### 01. Logo Isolation Area

The isolation area denotes the space around the logo in which no other type or graphic elements encroach. This space should be the minimum amount surrounding the logo. The isolation area is the square of the height of the capital letter 'S'. This height is shown as 'X' on the diagram on the right.

### Signage Grid

The positioning of the logo for signage follows the isolation area guidelines. However, it is preferable the isolation is 2 x X for signage.

### 02. Logo Minimum Size

A minimum size for the Sydney Showground logo has been specified to ensure legibility at all times. The minimum size is defined in terms of the width of the logo. It must be no less than 45mm.





## Logo Use – Do's and Don'ts

2.7

### Use of logo

The application of the logo should be mindful of its legibility and ensuring the logo is used in its original form. The following guidelines apply to all logos in the Sydney Showground visual identity.

#### 01. White space

It is preferred that the logo appears on a white or muted tones according to the isolation zone.

#### 02. Dark backgrounds

The logo may appear on dark backgrounds that do not clash with the logo, with Sydney Olympic Park reversed.

#### 03. Colour backgrounds

Do not use the logo on backgrounds that create a colour clash and loss of legibility.

#### 04. Photographic backgrounds

When using the logo on a photographic background, care must be taken to ensure legibility.

#### 05. Rotating the logo

Do not use the logo other than at 90° as per its original form.

#### 06. Cropping the logo

Do not crop the logo

#### 07. Graphic enhancement

Do not amend the logo in any way.



## Logo Directory

2.8

### Master Logo Artwork

The Sydney Showground logo has been specially drawn for Sydney Showground. Please use only officially approved, original artwork files from the artwork library. A variety of file formats is available to suit different applications.

Access and use of logos is restricted. Please contact the Sydney Showground marketing manager in regards to access to logos.

The Photographic\* logo is to be designed and provided by the brand design agency as required.



		Gradient	Solid – Full colour	Solid – Single colour and mono	Photographic	Festival
<b>All logos supplied as 10mm and large</b>				<b>All SS palette PMS colours available</b>	Concept only*	
<b>PMS</b>						
Adobe Illustrator CS6	[.ai]	ss_logo_gradient_PMS032.ai		ss_logo_solid_pms072.ai		
Encapsulated Postscript	[.eps]	ss_logo_gradient_PMS032.eps		ss_logo_solid_pms072.eps		
<b>CMYK</b>						
Adobe Illustrator CS6	[.ai]	ss_logo_gradient_cmyk.ai	ss_logo_solid_full_col_cmyk.ai	ss_logo_solid_pms072_cmyk.ai	ss_logotype_concert.ai	ss_logotype_glass.ai
Encapsulated Postscript	[.eps]	ss_logo_gradient_cmyk.eps	ss_logo_solid_full_col_cmyk.eps	ss_logo_solid_pms072_cmyk.eps		ss_logotype_glass.eps
<b>RGB</b>						
Adobe Illustrator CS6	[.ai]	ss_logo_gradient_rgb.ai	ss_logo_solid_full_col_rgb.ai	ss_logo_solid_pms072_rgb.ai		missing
Encapsulated Postscript	[.eps]	ss_logo_gradient_rgb.eps	ss_logo_solid_full_col_rgb.eps	ss_logo_solid_pms072_rgb.eps		missing
PNG low resolution - 72ppi (transparent bkgnd)	[.png]	ss_logo_gradient_rgb_72ppi.png	ss_logo_solid_full_col_72ppi.png	ss_logo_solid_pms072_rgb_72ppi.png		missing
PNG high resolution - 300ppi (transparent bkgnd)	[.png]	ss_logo_gradient_rgb_300ppi.png	ss_logo_solid_full_col_300ppi.png	ss_logo_solid_pms072_rgb_300ppi.png		missing
<b>MONO</b>						
Adobe Illustrator CS6	[.ai]			ss_logo_solid_blk.ai		
Encapsulated Postscript	[.eps]			ss_logo_solid_blk.eps		
PNG high resolution - 300ppi (transparent bkgnd)	[.png]			ss_logo_solid_blk_300ppi.png		
PNG high resolution - 300ppi (transparent bkgnd)	[.png]			ss_logo_solid_blk_72ppi.png		

# Look

The Sydney Showground look consists of all graphic elements that are used in communication of the brand. These elements are used independently and in conjunction with each other. The following pages outline the secondary graphics that constitute the look. These graphics must not be altered or used in any way without the authorisation of the Sydney Showground marketing manager.

## Colour

3.1

Our colours reflect our personality. We're diverse, big, bold and friendly.

### Primary Colours

The Sydney Showground colours, using the Pantone© Colour Matching System codes and full colour process breakdowns are shown opposite.

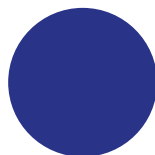
### Gradients

Specific gradients have been developed to compliment the flat colour palette. These can only be accessed through specific graphic programs. The brand design agency is responsible for application of the gradient colours.

### Special Colour

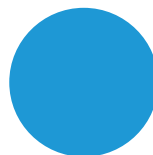
The identity can also be reproduced for special items such as invitations, embossing and premium material. In these cases, the preferred special colour is Gold PMS 871.

### Primary Colour Palette



#### Sydney Showground Dark Blue

PMS 072  
 CMYK C100 M98 Y2 K3  
 RGB R6 G14 B159  
 HEX #050D9E



#### Sydney Showground Light Blue

PMS 2925  
 CMYK C76 M25 Y0 K0  
 RGB R0 G155 B222  
 HEX #009ADD



#### Sydney Showground Green

PMS 362  
 CMYK C74 M15 Y100 K2  
 RGB R78 G157 B45  
 HEX #4D9C2D



#### Sydney Showground Yellow

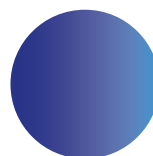
PMS 130  
 CMYK C2 M38 Y100 K0  
 RGB R247 G168 B0  
 HEX #F7A700

### Gradient Colour Palette



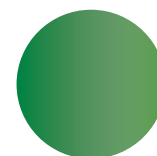
#### Sydney Showground Rainbow

CMYK colour spectrum



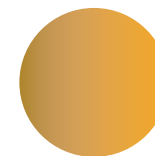
#### Sydney Showground Blue gradient

PMS 072/2925



#### Sydney Showground Green gradient

PMS 348/362



#### Sydney Showground Yellow gradient

PMS 1255/130

### Tints

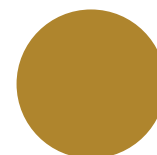


100% to 20%



100% to 20% applies to all primary palette colours

### Special Colour



Gold PMS 871

## Secondary Graphic

3.2

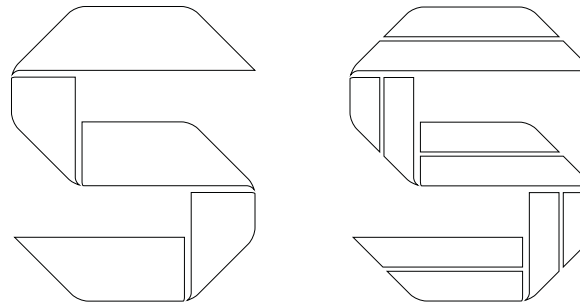
### Graphic Device

The Sydney Showground visual identity includes a unique secondary graphic device based upon the 'S' of the Sydney Showground logo. This device affords flexibility and variation when developing collateral.

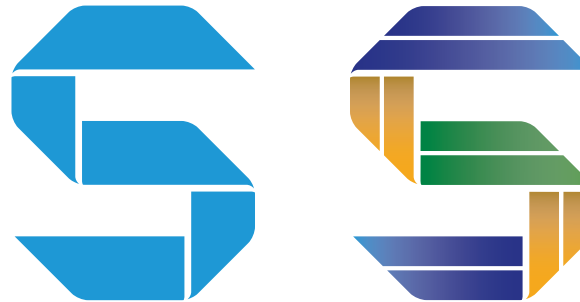
### Use of the Secondary Graphic

The Sydney Showground marketing manager and the brand design agency are responsible for the development and application of the graphic device.

01



02



03



## Photographic Style

3.3

The Sydney Showground photographic style has been developed to convey our brand as exciting, big, fun and family friendly.

The core theme of the imagery communicates our visitors 'big experiences' across our core events:  
 Music Festivals  
 Sport  
 Exhibitions  
 Corporate functions

Image library photography used in addition to the Sydney Showground photographic library should maintain the same style.

It is preferred images of buildings and objects are not used for the promotion of events, as we would like our focus to be on our visitors. For example, the imagery should reflect the 'people' at the event rather than the location itself.

Images of people should be real and natural. Portraits should be authentic, not overly posed or 'cheesy' or contrived. Imagery should not be too dark, rather than crowded with people.

Supporting our 'people' imagery is a range of food and beverage photography to communicate the quality of our offering.

Also available is a range of photography for building and event spaces. These should be used in support of each building's specific technical information.



## Typography

3.4

### Internal Typeface: Calibri

Calibri Regular and Calibri Bold should be used for all documents that are produced internally, for example, when typing a letter or a document and printing it from your computer. Calibri is the typeface used for static text, such as address blocks, for Sydney Showground's office templates and forms.

### External Typeface: DIN

Din is the typeface to be used in externally produced Sydney Showground marketing collateral. For example, anything that is put together by a designer or a professional print house. It is preferred that italics are not used.

### Internal Typeface

Calibri

Aa

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

*Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789*

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789**

***Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789***

### External Typeface

Din

Aa

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789**

**Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789**

# Applications

The following pages outline the secondary graphics that constitute the Sydney Showground look. These graphics must not be altered or used in any way without the authorisation of the Sydney Showground marketing manager.



## Stationery

4.1

### **Maintaining consistency**

A range of stationery has been produced to make it easier for people within the organisation to produce consistent internal documents.

The stationery is a combination of pre-printed and template driven material that will cover the majority of requirements.

Please do not create your own stationery. If further printed stationery or templates are required please contact the Sydney Showground marketing manager.

### **Templates**

A suite of office stationery templates has been developed to maintain consistency across the Sydney Showground organisation.

The templates apply to all entities of Sydney Showground. The templates include built-in automatic functionality and styles allowing for quick, easy and consistent creation of documents.

A Template Instruction's Manual has been provided with the template suite.

Please do not change the templates in any way and do not develop your own templates. Requests for additional templates should be directed to the Sydney Showground marketing manager.

Following is the list of stationery templates.

**Letterhead**

**Follower**

**PowerPoint**

**Proposal/Report**

**Internal Menus**

Any queries regarding installing and using templates should be directed to the Sydney Showground marketing manager.

# Letterhead

4.2

The letterhead shows our logo and tagline and address block. Please always use the official Sydney Showground Microsoft Word template for printing the complete letterhead and also the same template can be used to overprint on pre-printed letterhead stock. The artwork for the letterhead is available in PDF format from the Sydney Showground marketing manager.

## Print Specifications

Pre-printed bases  
 Stock Supreme Laser 120gsm  
 Size A4: 210mm x 297mm  
 Print CMYK

## Style Menu

Please note the templates have in-built styles and automatic spacing between paragraphs.

### 01. Date Style

10pt Calibri Regular with automatic space after.

### 02. Recipient Address Style

10pt Calibri Regular with automatic/no space after between paragraphs of the same style.

### 03. Subject Style

10pt Calibri Regular with automatic space after.

### 04. Normal Style (text)

10pt Calibri Regular with automatic 12pt space after.

### 05. Sender Name Style

After the valediction ('Yours sincerely' is recommended), leave 2 returns (Normal style) for the signature.

The signature is followed by the full name of the sender.

The sender's job title/position (optional) follows on the next line. 10pt Calibri Regular with automatic/no space after between paragraphs of the same style.



## Proposals/Reports

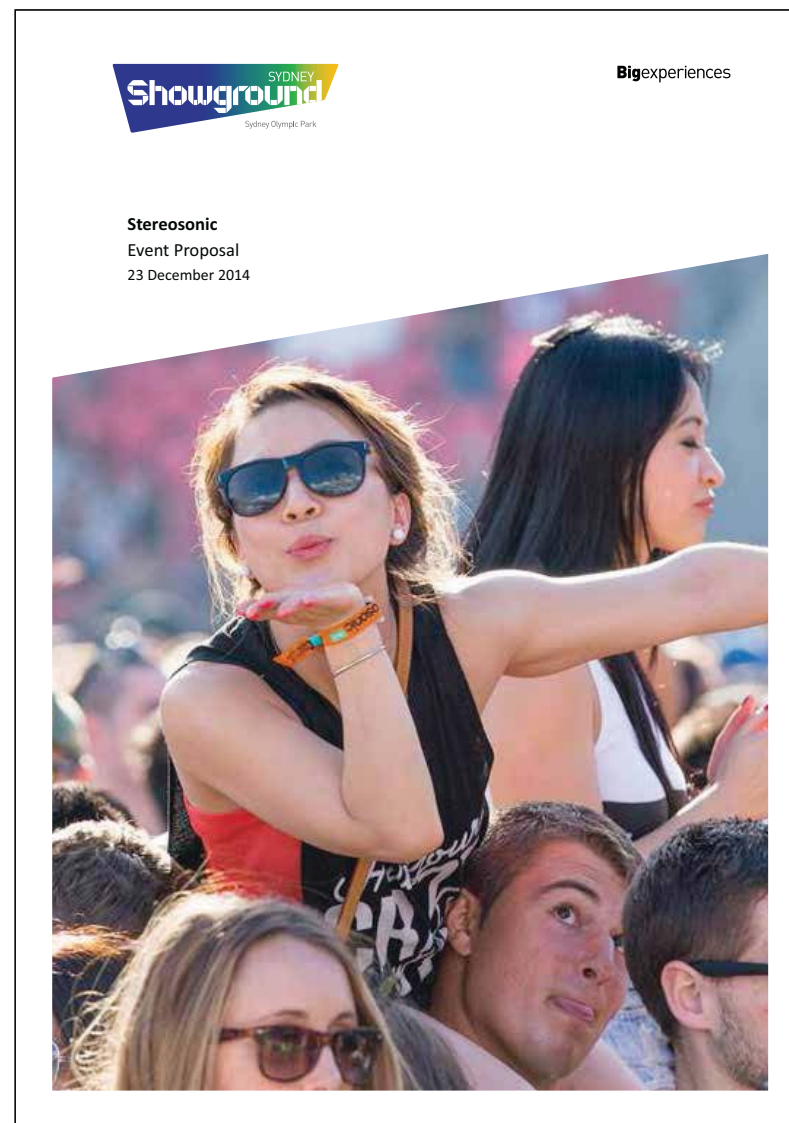
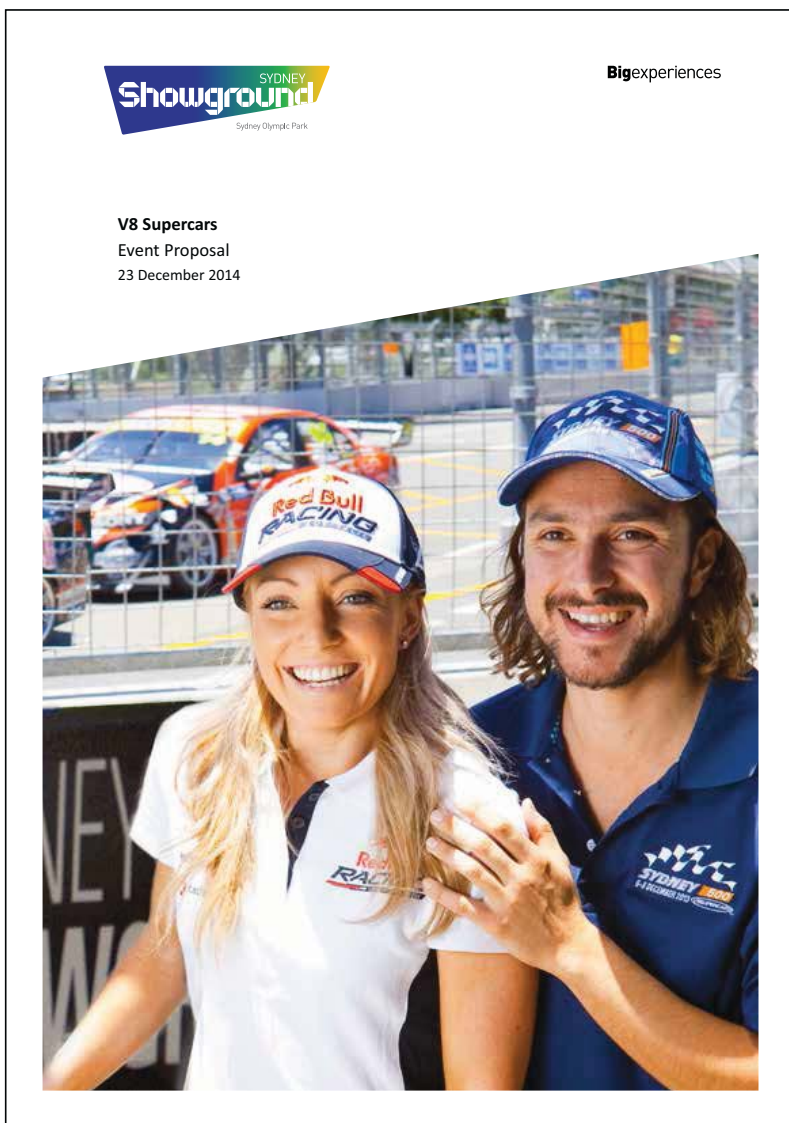
4.3

### Proposals/Reports

The cover and inner for Sydney Showground proposal and reports share the same template. The cover is provided as a soft cover within the template that may also be printed if a hard copy is required.

### Covers and Binding

It is preferred that all reports and proposals are wire-bound and have a plain white back hard cover.

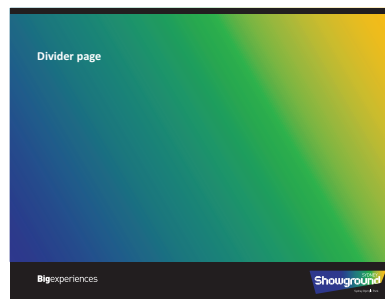
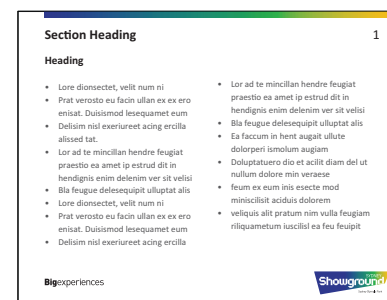
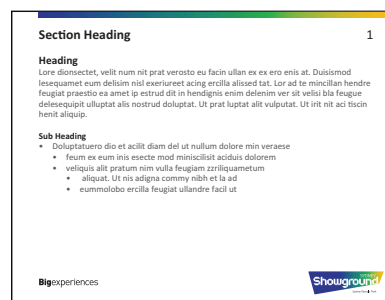


# Power Point

## PowerPoint Presentation

The Sydney Showground Microsoft Power Point template must be used for all Power Point presentations. In regards to creating a presentation please follow the guidelines and type sizes within the template.

A rule of thumb should be to have less copy not more. Do not cram text into one page. If large amounts of copy must be presented, spread text over several pages for better legibility.



## Email Footer

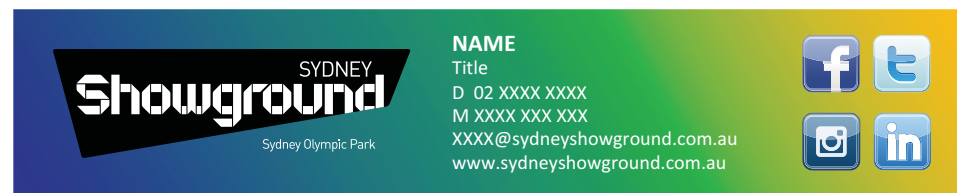
4.5

### Email Footer

The Sydney Showground email footer must be used by all Sydney Showground employees.

No other footer or variation should be used when communicating on behalf of the Sydney Showground.

Please contact the Sydney Showground marketing manager for more information.



Sydney Showground is a division of the Royal Agricultural Society of NSW

## Business cards

4.6

### Business Cards

Business cards are externally printed. Cards should be ordered through the Sydney Showground marketing manger.

### Print Specifications

Stock Satin Art board 300gsm  
 Size 90mmW x 55mmH  
 Print CMYK  
 Matt Celloglazed 2/sides



## Print and Online Collateral

4.7

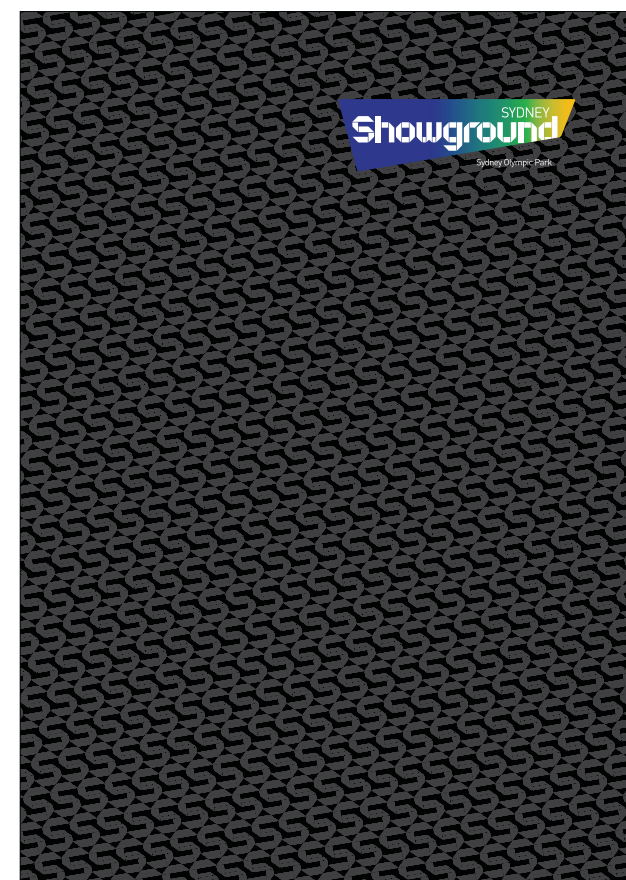
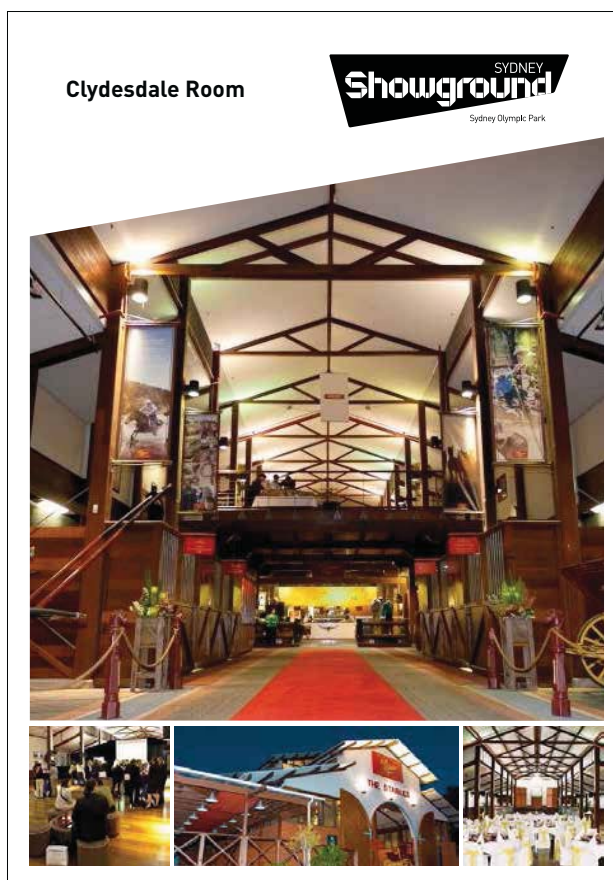
### Print Collateral

A range of print and online collateral has been developed to support Sydney Showground's marketing. Including:

**A4 Fact Sheets**

**A4 Folder**

Please address any additional requests for collateral to the Sydney Showground marketing manager.



## Signage

4.8

### Signage and Banners

There are three core types of banners:

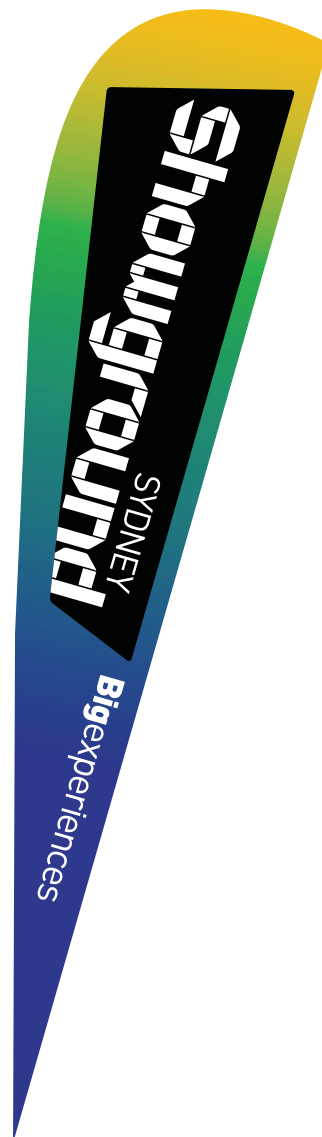
#### Hanging Vertical

#### Teardrop

#### Pull-up

There are several designs available across the three banner types.

Please contact the Sydney Showground marketing manager for use and ordering of banners.





## Advertising – Print

4.9

### Brand Advertising

Brand advertisements communicate the core positioning of our brand to broad and specific audiences.

Initial launch brand advertising is based upon the Sydney Showground's unique look. Advertising campaigns will be developed to promote specific offerings to identified segmented target markets.

The brand design agency is responsible for the development of all advertising campaigns.

Requests for advertising should be directed to the Sydney Showground marketing manager.



2023

# Big

experiences

Nobody does big like Sydney Showground. With over 20 indoor and outdoor spaces to choose from, our precinct lets you create spectacular events on any scale. We are located in the heart of the Sydney metropolitan area and trains run every 10 minutes. Parking, hotels, restaurants and all the other amenities of Sydney Olympic Park are on the doorstep. The result is a big experience for every one of our visitors. [sydneyshowground.com.au](http://sydneyshowground.com.au)




### Creating Big Experiences

At Sydney Showground, we create sensational exhibitions on any scale. We are Sydney's biggest exhibition centre with over 22,000 sqm of clearspan space and over 20 indoor and outdoor venues. We are custom-built for major trade and consumer shows with underground services and the city's largest loading dock. And our catering team serves up award-winning food made fresh onsite. The result is a big experience for visitors and exhibitors.

[sydneyshowground.com.au](http://sydneyshowground.com.au)




# Big

experiences

Music festivals are all about big experiences, and that's what Sydney Showground does best. Our stadium delivers loud, brilliant sound up to 100 decibels. It's the second largest concert stadium in NSW with a capacity of 45,000 – but makes everyone feel like they're in the front row. Plus there's over 20 more spectacular indoor and outdoor spaces available. The result is a big experience for every ticket holder.

[sydneyshowground.com.au](http://sydneyshowground.com.au)




# Big

experiences

At Sydney Showground, we put sports fans in the heart of the action. Our family-friendly stadium with seating for 25,000 makes everyone feel like they're in the front row. It's home to a diverse range of sport from AFL to baseball, with an open-air Skydeck and Australia's best stadium catering. Plus there's over 20 other venues for everything from show-jumping to motorsports. The result is a big experience for every ticket holder.

[sydneyshowground.com.au](http://sydneyshowground.com.au)



## Advertising – Web

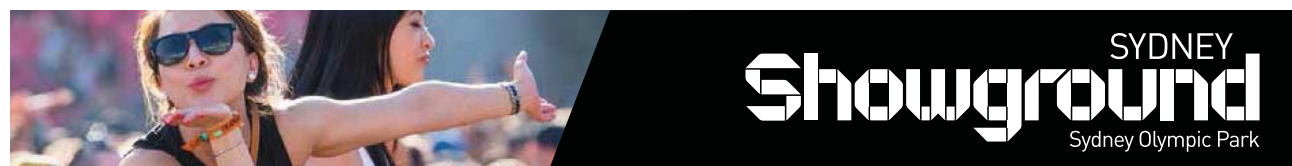
4.10

### Web Brand Advertising

Web advertising templates have been developed to support online marketing initiatives. There are a range of template styles as shown.

The brand design agency is responsible for the development of all advertising campaigns.

Requests for advertising should be directed to the Sydney Showground marketing manager.



## Paper Stock

4.11

### Paper Stock

Please use the following paper stock guidelines when specifying print.

Print Item	Paper Stock	Recommended Weight	Colour	Notes
Business Card	Satin Art board	300gsm	4 Colour Process	Matt celloglaze, both sides
Letterhead	Supreme Laser	120gsm	4 Colour Process	
Compliments Slip	Supreme Laser	120gsm	4 Colour Process	
Envelope - DL Corporate	Off Shelf	120gsm	4 Colour Process	Secretive self-seal plain envelopes
Envelope - DL Window	Off Shelf	120gsm	4 Colour Process	Secretive self-seal plain envelopes
Envelope - C4 Corporate	Off Shelf	120gsm	4 Colour Process	Wallet peel & seal plain faced
Note Pad	Knight Smooth - White	120gsm	4 Colour Process	Padded at head with board backing
A4 Folder	Hi-Bulk Art board	360gsm	4 Colour Process	Matt Celloglazed 2 sides & Spot Gloss UV Varnish (Front)
Post-it-note	White offset	80gsm	4 Colour Process	Pad in leaves of 50's and trim to

# Contact

Please address all enquiries in regard to the Sydney Showground brand and the use of the visual identity to the Sydney Showground marketing manager.

## Contact

5.1

If you have any questions in relation to the Sydney Showground brand guidelines please contact:

Email: [sales@sydneyshowground.com.au](mailto:sales@sydneyshowground.com.au)

T: +61 2 9704 1111

