

NSW National Park & Wildlife Service

Brand Guidlines
May 2026

Contents

This document sets the standards so that rangers, partners, and creators can speak with one recognisable voice. Use it as a practical toolkit and a source of inspiration, ensuring that whenever someone encounters the brand, they feel the same call: to explore thoughtfully, tread lightly, and leave our wilderness richer for the future generations.

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Brand Values

Trust

Trust is the foundation of our relationship with our community. As guardians of the land, we communicate with honesty and clarity so people can feel confident in every interaction with our brand.

Protect

Protect is our promise to care for the flora and fauna in our parks—now and for generations to come. We champion preservation of cultural heritage and we invite visitors to join us as active stewards.

Explore

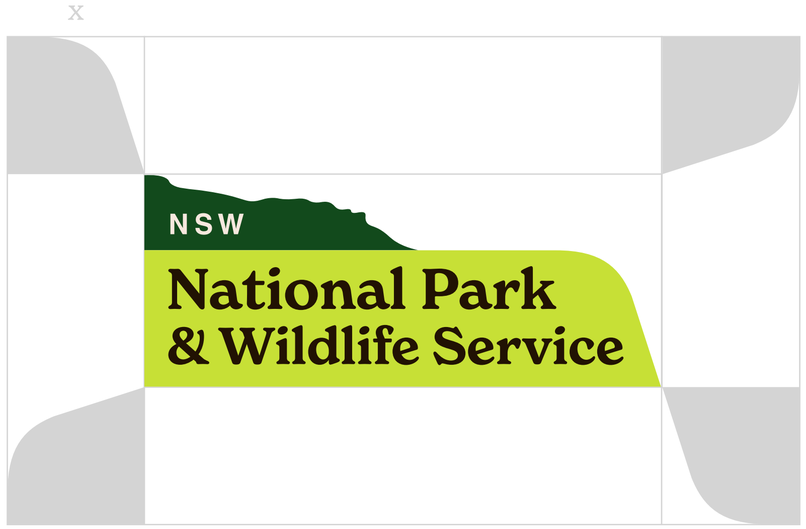
Explore captures the sense of curiosity and wonder at the heart of our brand. We invite young explorers to step beyond the everyday and into experiences that expand their understanding of the natural world.

Logo Coloured



COLOURED

Clearspace



Logo Monochrome





MONOCHROME

Usage Variations



Usage Don’ts

1. Don’t remove the frame
2. Don’t squish or stretch
3. Don’t use a colour that is hard to see
4. Don’t rotate
5. Don’t add drop shadow
6. Don’t crop



Colour Palette

ACCENT

Wollemi Green

HEX: #c7e036
RGB: 199, 224, 54
CMYK: 11, 0, 76, 12

Pine Brown

HEX: #211102
RGB: 33, 17, 2
CMYK: 0, 48, 94, 87

Spotted Gum Cream

HEX: #f7e9df
RGB: 247, 233, 223
CMYK: 0, 6, 10, 3

NEUTRAL

SUPPORT

Sea Blue

HEX: #0d4960
RGB: 13, 73, 96
CMYK: 87, 24, 0, 62

Fire Trail Orange

HEX: #c17434
RGB: 193, 116, 52
CMYK: 0, 40, 73, 24

Eucalyptus Green

HEX: #12491c
RGB: 18, 73, 28
CMYK: 75, 0, 62, 71

Typography Website

Headings and Subheadings

1. Always use NPWS New Spirit
2. Only pair with NPWS New Atten

Body

1. Always use NPWS New Atten
2. Only pair with NPWS New Spirit

Explore

Heading | NPWS New Spirit Semibold | 100pt, Single Line

Discover beauty and diversity in over 225 national parks

Subheading | NPWS New Spirit Bold | 40pt, Line Height: 140%

From outback walking tracks and coastal lookouts to picturesque campgrounds and beaches, you'll never run out of things to do in NSW national parks.

Body | NPWS New Atten Regular | 30pt, Line Height: 140%

Typography Socials

Headings and Subheadings

1. Always use NPWS New Spirit
2. Only pair with NPWS New Atten
3. Only take up a single line

Body

1. Always use NPWS New Atten
2. Only pair with NPWS New Spirit
3. Maximum paragraph legnth is 3 lines

Walks

Large Heading | NPWS New Spirit Semibold | 200pt, Single Line

Great Walks

Small Heading | NPWS New Spirit Semibold | 50pt, Single Line

From outback walking tracks to picturesque campgrounds, you'll never run out of things to do.

Body | Park Forest New Atten Regular | 44pt, Line Height: 120%

Icons



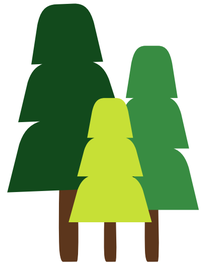
HIKING



WILDLIFE



CAMPING

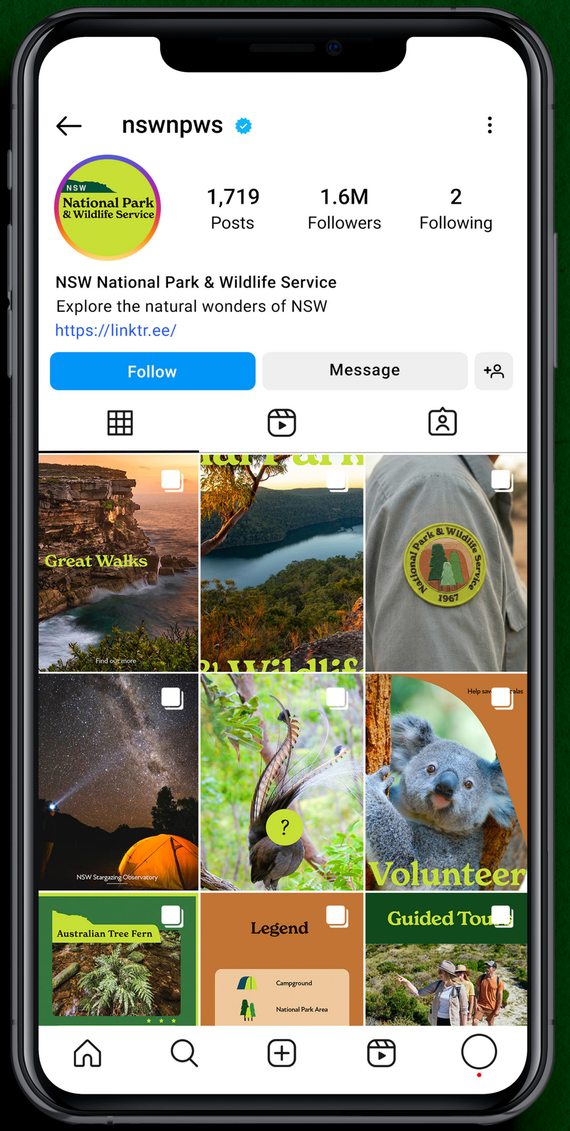


PARKS

Brand In Use Print



Brand In Use
Social Media



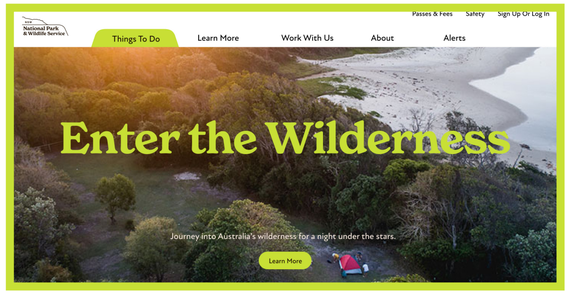
Brand In Use Merchandise

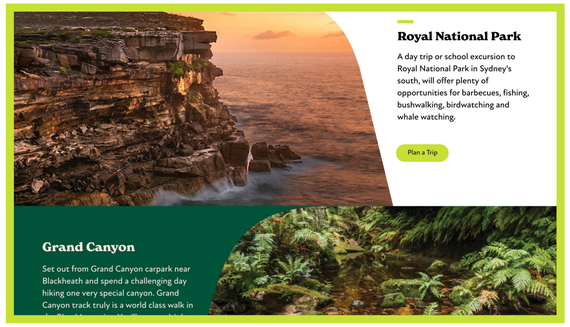


Brand In Use
Merchandise

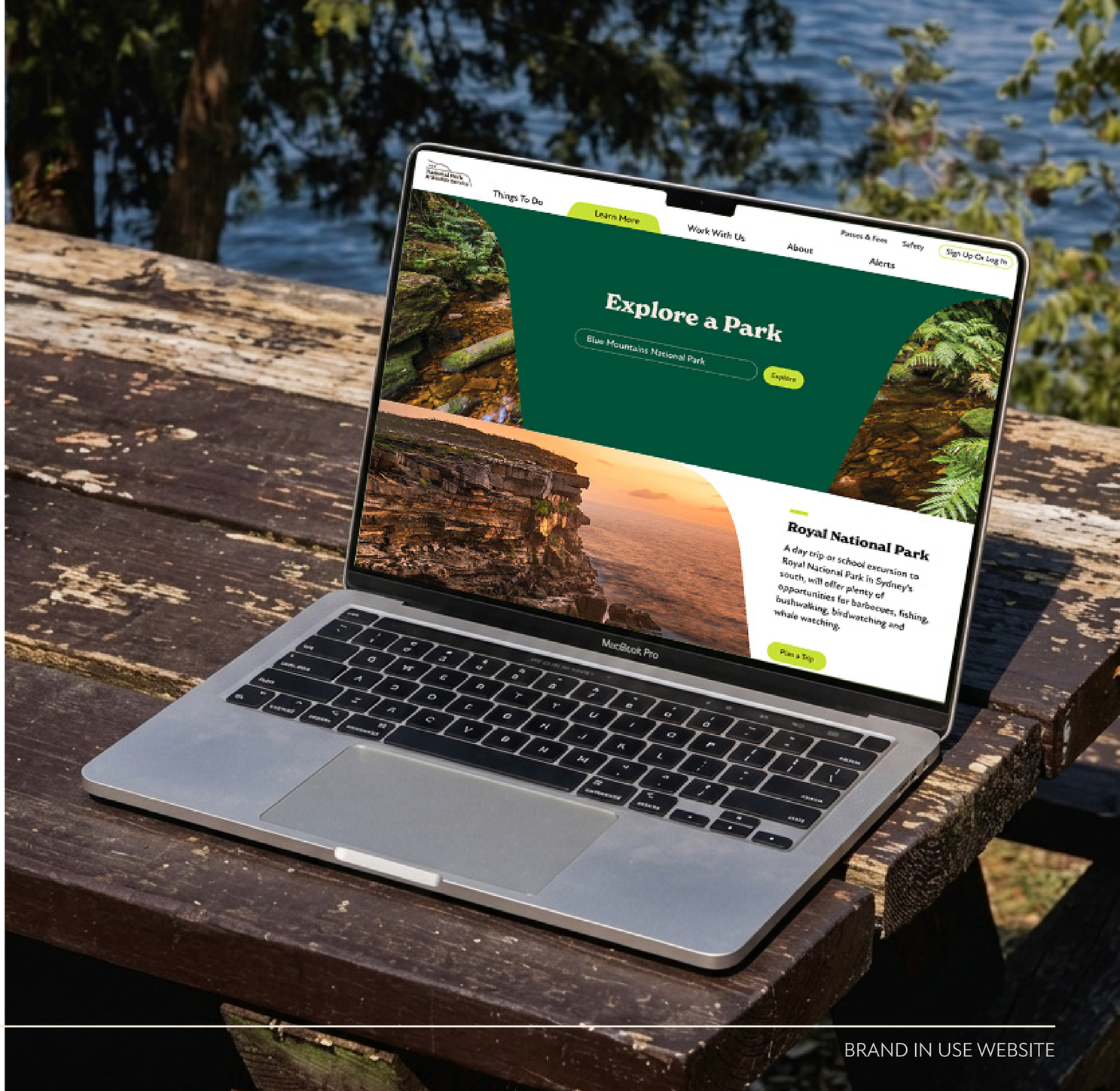


Brand in Use
Website









BRAND IN USE WEBSITE