



Taking Care of Our Brand

# CULTIVATE NSW

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*A guide to corporate branding*

# NEW LOGO

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A FRESH  
NEW LOOK



LOGO  
MARK



NAME  
ONLY

**CULTIVATE** NSW

Black and White



Greyscale



Reverse

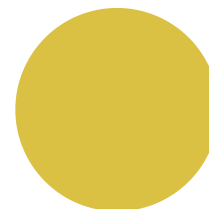
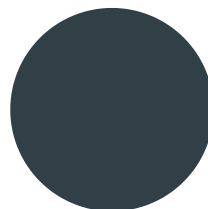
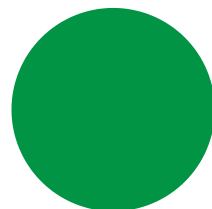
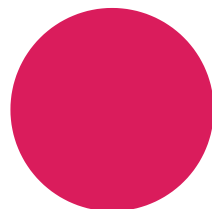


CULTIVATE LOGO HAS BEEN  
CAREFULLY DESIGNED AND SHOULD  
NEVER BE ALTERED IN ANY WAY.

# CULTIVATE COLOURS

PRIMARY

SECONDARY



WEB

#DA1C5C

#009444

#314047

#DAC143

#F6F2E8

RGB

R:218  
G:28  
B:92

R:0  
G:148  
B:68

R:49  
G:64  
B:71

R:218  
G:193  
B:65

R:246  
G:242  
B:232

CMYK

C:10  
M:100  
Y:50  
K:0

C:85  
M:10  
Y:100  
K:10

C:79  
M:62  
Y:55  
K:44

C:17  
M:19  
Y:89  
K:0

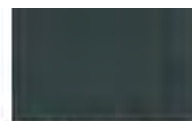
C:2  
M:3  
Y:8  
K:0



**PANTONE®**  
P 65-8 C



**PANTONE®**  
P 139-16 C



**PANTONE®**  
P 176-16 C



**PANTONE®**  
P 2-6 C



**PANTONE®**  
P 1-9 C

# CULTIVATE FONTS

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PRIMARY

SEMPlicita PRO BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

SEMPlicita PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

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COMPLEMENTARY

ALEGREYA SANS REGULAR AND BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

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SAMPLE  
COMBINATION

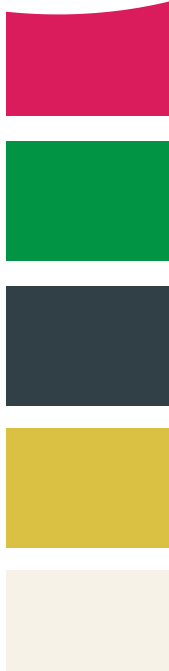
## CULTIVATE NSW

Horticultural Therapy in NSW

We are the peak body for Horticultural Therapy in NSW, bringing together everyone who is interested in health and wellness through gardens and natural environments. We encourage **positive change** in people's lives through the use of **Social and Therapeutic Horticulture** and can show you how to gain the skills for a rewarding career in this emerging field. We have a wonderful community of members and friends from all backgrounds and with diverse interests.











  
**CULTIVATE NSW**  
CONNECT • GROW • THRIVE



