Brand Guidelines

NATIONAL RECONCILIATION WEEK 2025

Bridging Now to *Next*

27 MAY – 3 JUNE | #NRW2025

RECONCILIATION.ORG.AU

RECONCILIATION
AUSTRALIA

Contents

Introduction

Bridging Now to Next

The National Reconciliation Week (NRW) 2025 theme, *Bridging Now to Next*, reflects the ongoing connection between past, present and future.

At a time when Australia faces uncertainty in its reconciliation journey, this theme calls on all Australians to step forward together.

Bridging Now to Next urges us to look ahead and continue the push forward as past lessons guide us.

In the #NRW2025 theme artwork created by Kalkadoon woman, Bree Buttenshaw, native plants — which are known for regenerating after fire and thriving through adversity

— symbolise our collective strength and the possibilities of renewal. This is a time for growth, reflection, and commitment to walking together.

Australia's history of reconciliation is not a linear one, we have made great strides and experienced disappointing setbacks.

Twenty-five years ago, Corroboree 2000 brought together Aboriginal and Torres Strait Islander, and non-Indigenous leaders in a historic call for reconciliation. We continue that work in 2025, inviting all Australians to join us in *Bridging Now to Next* — building a more united and respectful nation.

Campaign Visual

CAMPAIGN VISUAL - HERO

The hero visual for the Bridging Now to Next campaign is a striking composition of artwork, typography, and symbolic elements.

The text is presented in a clear and encouraging typeface that reflects the call for connection and progress. This typeface was carefully chosen to convey both strength and optimism, embodying the resilience and hope central to the campaign's theme.

The artwork, created by Kalkadoon artist Bree Buttenshaw, takes the form of a leaf shape, featuring Banksia and Lemon Myrtle—plants renowned for their ability to regenerate and thrive through adversity. These plants symbolise the enduring strength and adaptability of communities, reminding us of the paths paved by those before us while inspiring hope for the future.

Vibrant patterns woven into the design represent journeys, connections, and progress. They serve as a visual metaphor for the campaign's theme, highlighting our shared commitment to growth and reconciliation.

Together, the campaign mark, artwork, and thoughtful design elements create a compelling visual that inspires Australians to reflect on the lessons of the past, embrace the challenges of the present, and look with determination toward the future.

COLOUR PALETTE

The colour palette is inspired by Bree Buttenshaw's artwork, creating a bold and vibrant aesthetic for the campaign brand.

Orange Paw

PMS 7579 C
CMYK 0 84 100 0
RGB 240 82 35
HEX #F05223

Banksia Gold

PMS 1235 C
CMYK 0 36 100 0
RGB 251 172 24
HEX #FBAC18

Lime

PMS 3405 C
CMYK 84 0 85 0
RGB 0 175 97
HEX #00AF61

Banksia Red

PMS 485 C
CMYK 0 100 100 0
RGB 237 28 36
HEX #ED1C24

Black

PMS Black 6C
CMYK 75 68 67 90
RGB 0 0 0
HEX #000000

White

CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF

COLOUR ACCESSIBILITY

To keep the NRW2025 brand accessible and inclusive, it's essential to follow the Web Content Accessibility Guidelines (WCAG 2.1) at a minimum contrast level of AA. The table below specifies the approved colour combinations for text usage.

Large (18pt+) indicates colours suitable for headings larger than 18pt. **Body (12pt+)** refers to colours suitable for body text sized 12pt or larger.

	Orange Paw text #F05223	Banksia Gold text #FBAC18	Lime text #00AF61	Banksia Red text #ED1C24	Black text #000000	White text #FFFFFF
Orange Paw #F05223	–	–	–	–	Large (18pt+) Body (12pt+)	Large (18pt+)
Banksia Gold #FBAC18	–	–	–	–	Large (18pt+) Body (12pt+)	–
Lime #00AF61	–	–	–	–	Large (18pt+) Body (12pt+)	–
Banksia Red #ED1C24	–	–	–	–	Large (18pt+) Body (12pt+)	Large (18pt+)
Black #000000	Large (18pt+) Body (12pt+)	Large (18pt+) Body (12pt+)	Large (18pt+) Body (12pt+)	Large (18pt+) Body (12pt+)	–	Large (18pt+) Body (12pt+)
White #FFFFFF	Large (18pt+)	–	–	Large (18pt+)	Large (18pt+) Body (12pt+)	–

TYPOGRAPHY

Heading 1
Fira Sans
ExtraBold & ExtraBold Italic
Download the font here

Heading 2
Noto Sans SemiCondensed
ExtraBold
Download the font here

Body Text
Noto Sans
Light & Regular
Download the font here

Bridging Now to *Next*

NATIONAL RECONCILIATION WEEK 2025

Vibrant patterns symbolising journeys and tracks reflect resilience, connection, and progress, serving as a reminder of our deep ties to Country and the paths paved by those before us.

Campaign Mark

PRIMARY CAMPAIGN MARK + CTA LOCKUP

The campaign mark is available in two configurations: stacked (primary) and horizontal. It comes in four colours, with full colour and full colour reverse being the preferred choices for all applications.

The stacked version is the primary choice and should be used wherever possible. If the stacked version is not suitable, the horizontal version can be used as an alternative.

Full colour

Mono - White
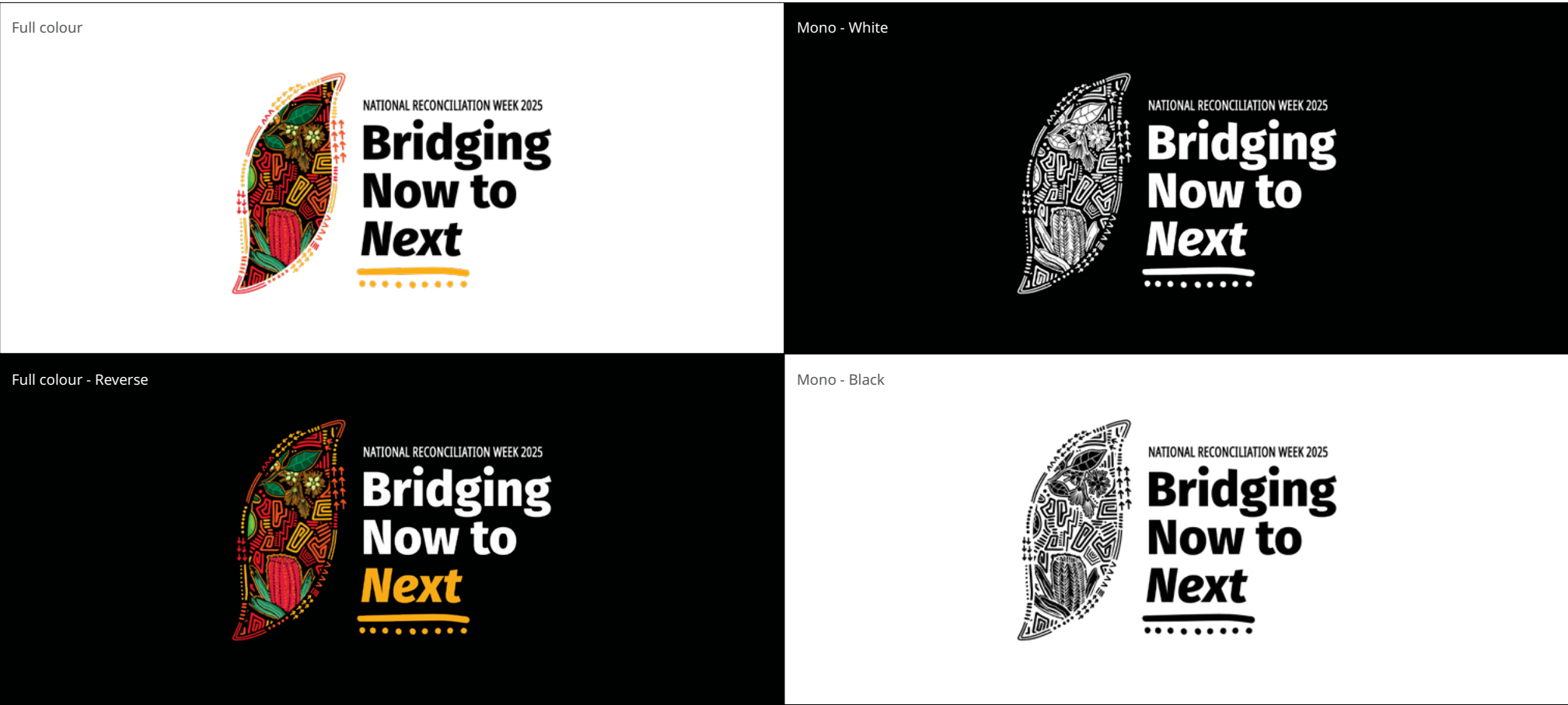

Full colour - Reverse

Mono - Black

HORIZONTAL CAMPAIGN MARK + CTA LOCKUP

The horizontal version is ideal for spaces where vertical height is limited, such as narrow banners or headers.

Full colour

Mono - White

Full colour - Reverse

Mono - Black

PRIMARY CAMPAIGN MARK

This version is ideal for applications where space is limited and legibility may be affected.

Full colour

Mono - White

Full colour - Reverse

Mono - Black

HORIZONTAL CAMPAIGN MARK

The horizontal version is ideal for spaces where vertical height is limited, such as narrow banners or headers.

Full colour

Mono - White

Full colour - Reverse

Mono - Black
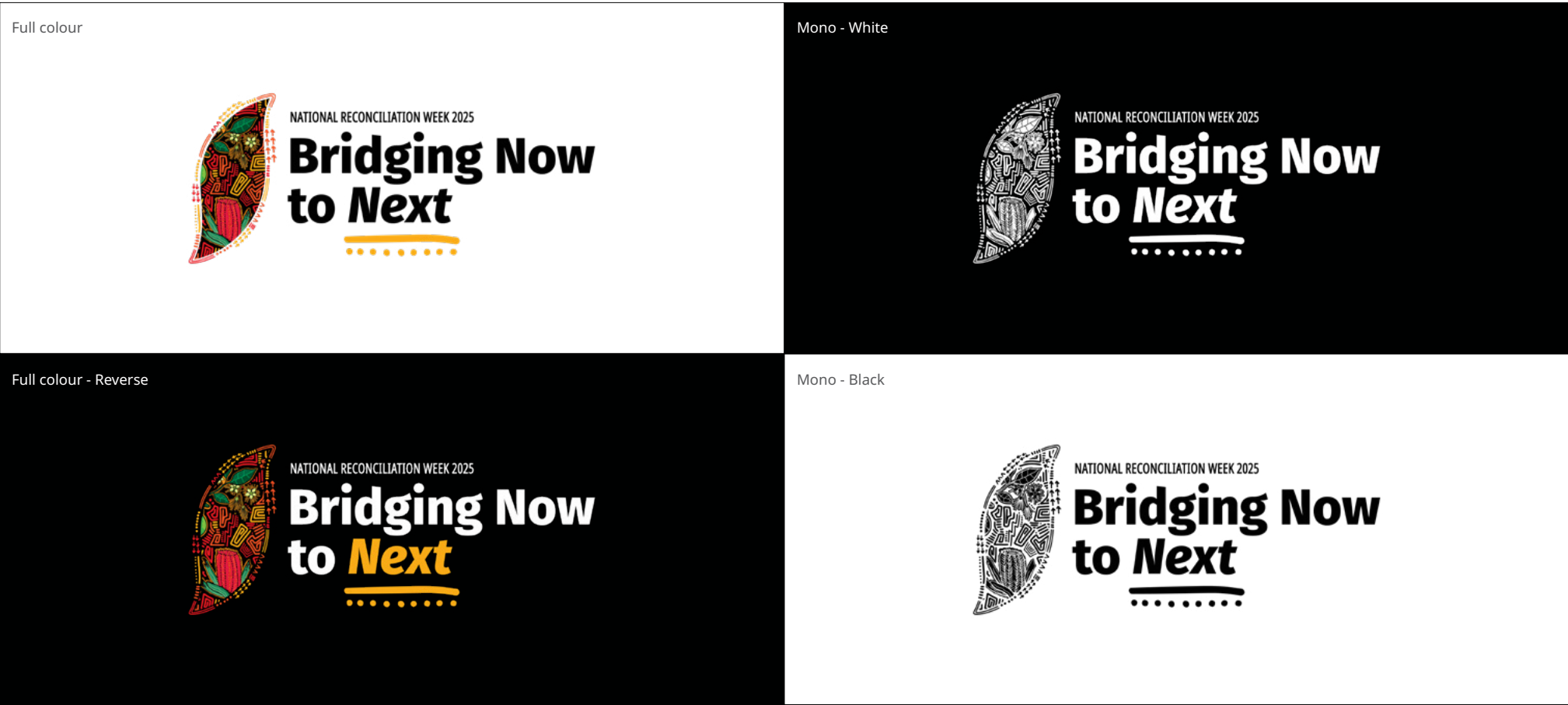
CAMPAIGN MARK CLEAR SPACE

The campaign mark must have a minimum clear space around it, as shown by the bounding box below. This space should be kept free of other graphic elements to make sure the mark stands out clearly.

CAMPAIGN MARK MINIMUM SIZES

To ensure the mark stays legible in small sizes, please follow the minimum size guidelines below.

Primary
Minimum width:
40mm (PRINT)
200px (DIGITAL)

Horizontal
Minimum width:
50mm (PRINT)
300px (DIGITAL)

Primary + CTA
Minimum width:
40mm (PRINT)
280px (DIGITAL)

Horizontal + CTA
Minimum width:
60mm (PRINT)
450px (DIGITAL)

CAMPAIGN MARK DO'S & DON'TS

When selecting the appropriate campaign mark version, consider the background it will be placed on and the amount of available space. Below are examples of how the mark should and should not be applied across various digital and print applications.

Do's

Do use the primary mark on suitable, high-resolution photographs or light coloured backgrounds.
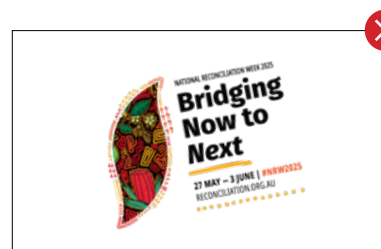

Do use the reversed mark on dark, high-resolution photographs or on black backgrounds.
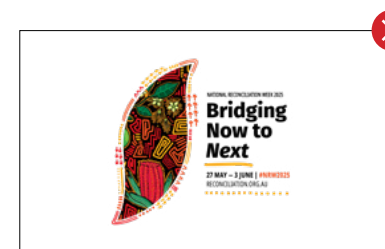

Do use the mono mark on plain backgrounds or approved brand colours.
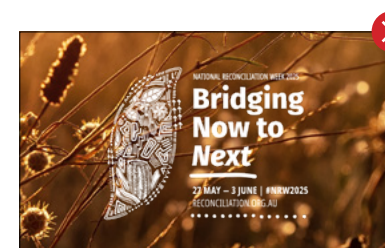
Don'ts

Don't rotate or flip the mark.

Don't independently scale, re-draw, distort or alter individual elements of the mark.

Don't modify the approved colours of the mark.

Don't place the mono mark over busy imagery.

CAMPAIGN MARK + PARTNER LOGO LOCKUP

A partner logo lock-up is also available for use on any of your free National Reconciliation Week 2025 materials.

Please note that the NRW2025 campaign mark, elements, and theme words are not allowed for commercial use, meaning you cannot use them to promote or sell merchandise.

Full colour

Mono - White

Full colour - Reverse

Mono - Black

HORIZONTAL CAMPAIGN MARK
+ PARTNER LOGO LOCKUP

A partner logo lock-up is also available for use on any of your free National Reconciliation Week 2025 materials.

Please note that the NRW2025 campaign mark, elements, and theme words are not allowed for commercial use, meaning you cannot use them to promote or sell merchandise.

Full colour

Mono - White

Full colour - Reverse

Mono - Black

Brand Application

BRAND APPLICATIONS - POSTERS/FLYERS

Portrait

Landscape

BRAND APPLICATIONS - SOCIAL MEDIA & DIGITAL ASSETS

Instagram Stories - 1080px(w) x 1920px(h)

X Tile - 1600px(w) x 900px(h)

Generic Square Social Media Tile (Instagram, X, LinkedIn, Facebook) - 1080px(w) x 1080px(h)

Facebook Cover Image - 851px(w) x 315px(h)

Generic Portrait Social Media Tile (Instagram, X, LinkedIn, Facebook) - 1080px(w) x 1350px(h)

X Cover Image - 1500px(w) x 500px(h)

LinkedIn Social Tile - 1200px(w) x 628px(h)

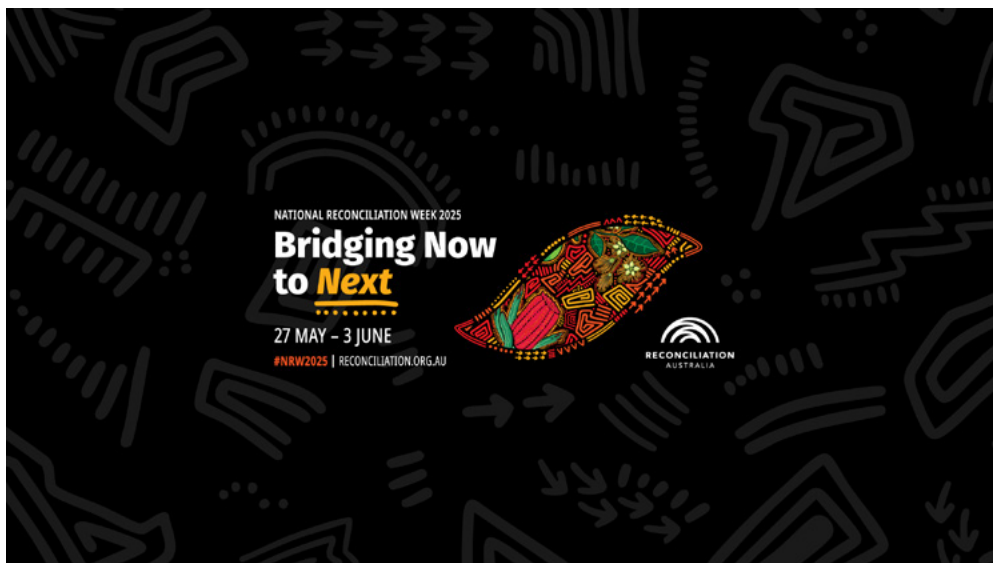**LinkedIn Cover Image** - 1584px(w) x 396px(h)

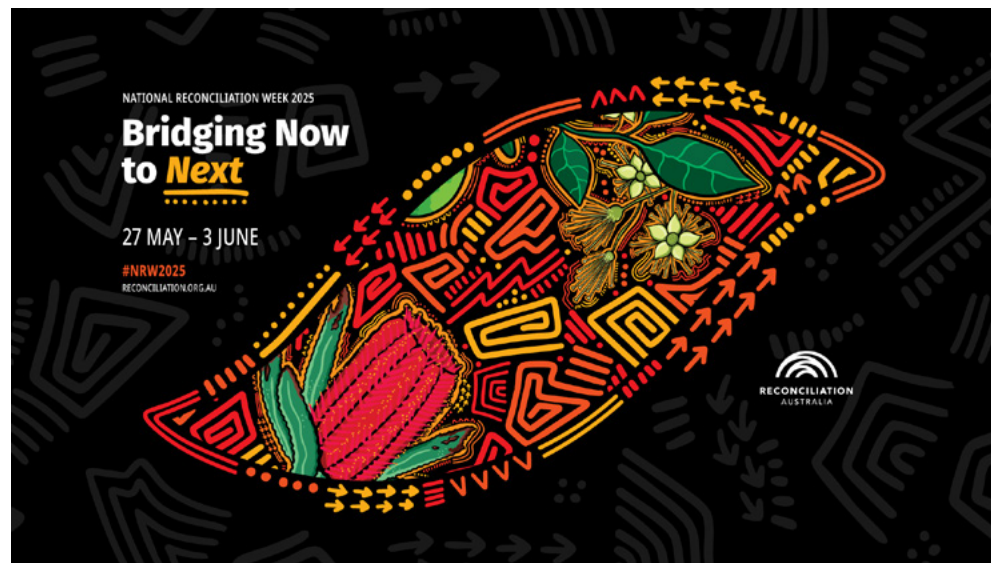**Email Signature** - 900px(w) x 255px(h)

BRAND APPLICATIONS - SOCIAL MEDIA & DIGITAL ASSETS

YouTube Cover Image - 2560px(w) x 1440px(h)

Video Conference Background - 1920px(w) x 1080px(h)

BRAND APPLICATIONS - SIGNAGE & MERCHANDISE

Pull Up Banner

T-Shirt

Thank You

RECONCILIATION AUSTRALIA

P: (02) 6153 4400
E: enquiries@reconciliation.org.au

reconciliation.org.au

RECONCILIATION
AUSTRALIA