

NATIONAL RECONCILIATION WEEK 2026

27 MAY – 3 JUNE

# ALL IN

FOR RECONCILIATION

BRAND GUIDELINES



25 YEARS OF  
RECONCILIATION  
AUSTRALIA

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# INTRODUCTION

The theme for National Reconciliation Week 2026 is **All In**, a call for all Australians to commit wholeheartedly to reconciliation every single day.

**All In** makes clear that reconciliation is not a spectator sport, and that all of us must step away from the sidelines and take action to make change.

The theme also reminds us that reconciliation and advancing Aboriginal and Torres Strait Islander peoples' rights isn't a passive activity, and it is not solely the responsibility of First Nations people, who have carried the weight of championing, explaining and acting for far too long.

Reconciliation Australia turns 25 this year, and our 25th anniversary presents a renewed invitation to lift our actions and commitment for major change.

The work that remains to be done requires all of us to do our part. **All In** is not about guilt or shame, but about the reciprocal responsibility of being Australian.

Reconciliation will not happen by itself, we must be all in for reconciliation.

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NATIONAL  
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# FIRST NATIONS ARTWORK STORY

The hero visuals for NRW2026 feature artwork by acclaimed artist and Gumbaynggirr Bundjalung man **Otis Hope Carey**, titled *Gaagal*. The word ‘Gaagal’ translates to Ocean and is the totemic spiritual emblem of the Gumbaynggirr people. This is reflected in the topographical nature of the painting and its visual relationship to oceanic current charts and movements.

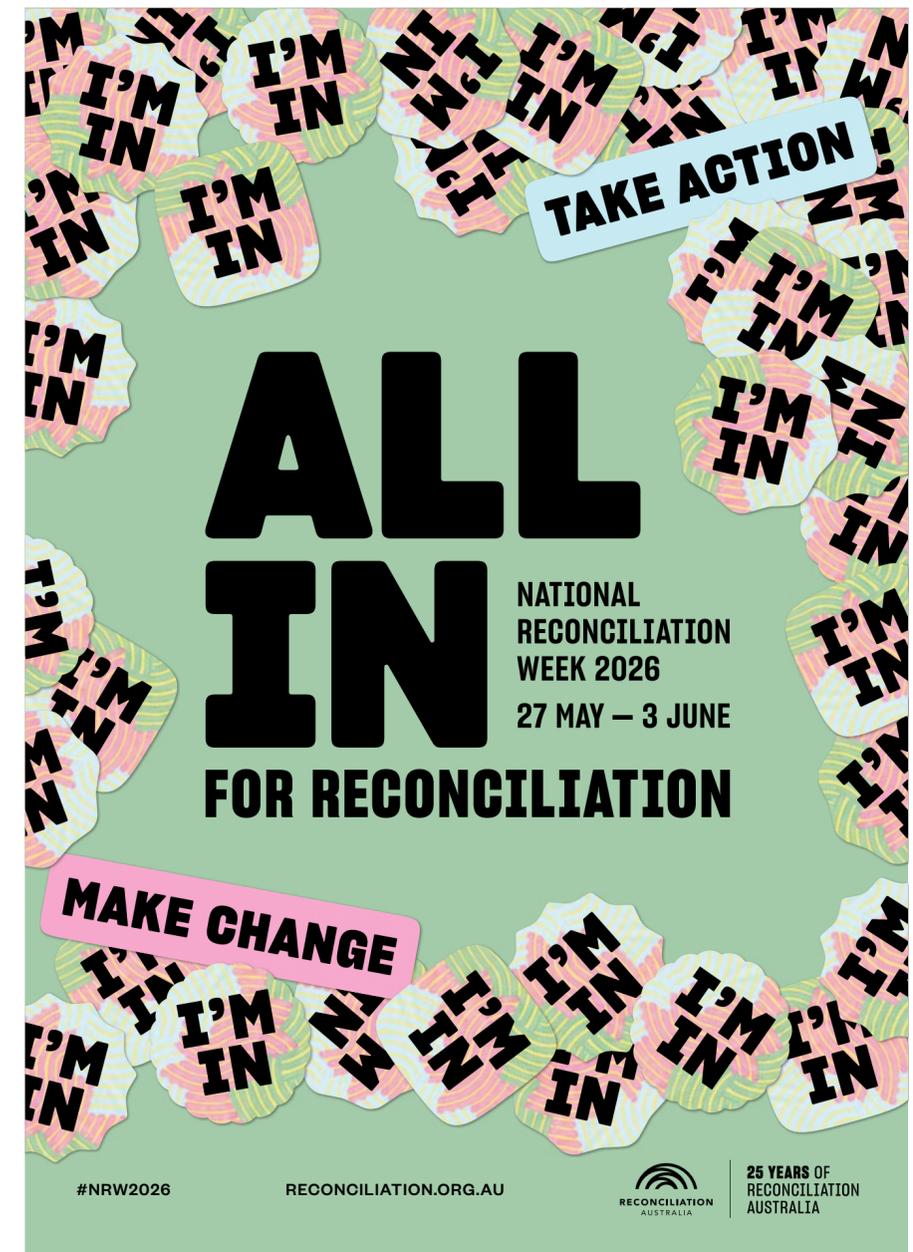
*“We call the ocean Gaagal — it’s a really important clan totem and holds a lot of healing elements for us. We are saltwater and freshwater people, and any body of water is sacred to us. My paintings are my interpretation of my connection to water, I use patterns to capture the flow of connection and the energetic rhythms of moving water.”*

Otis uses traditional symbols, concentric circles, that are exaggerated and expanded out to represent water and the way it may move in ripples when struck by rain, wind, or if a rock were to hit its surface. The movement in the work is a representation of tidal charts, wave currents and flowing tides and emulating the non-stop movement of the ocean.

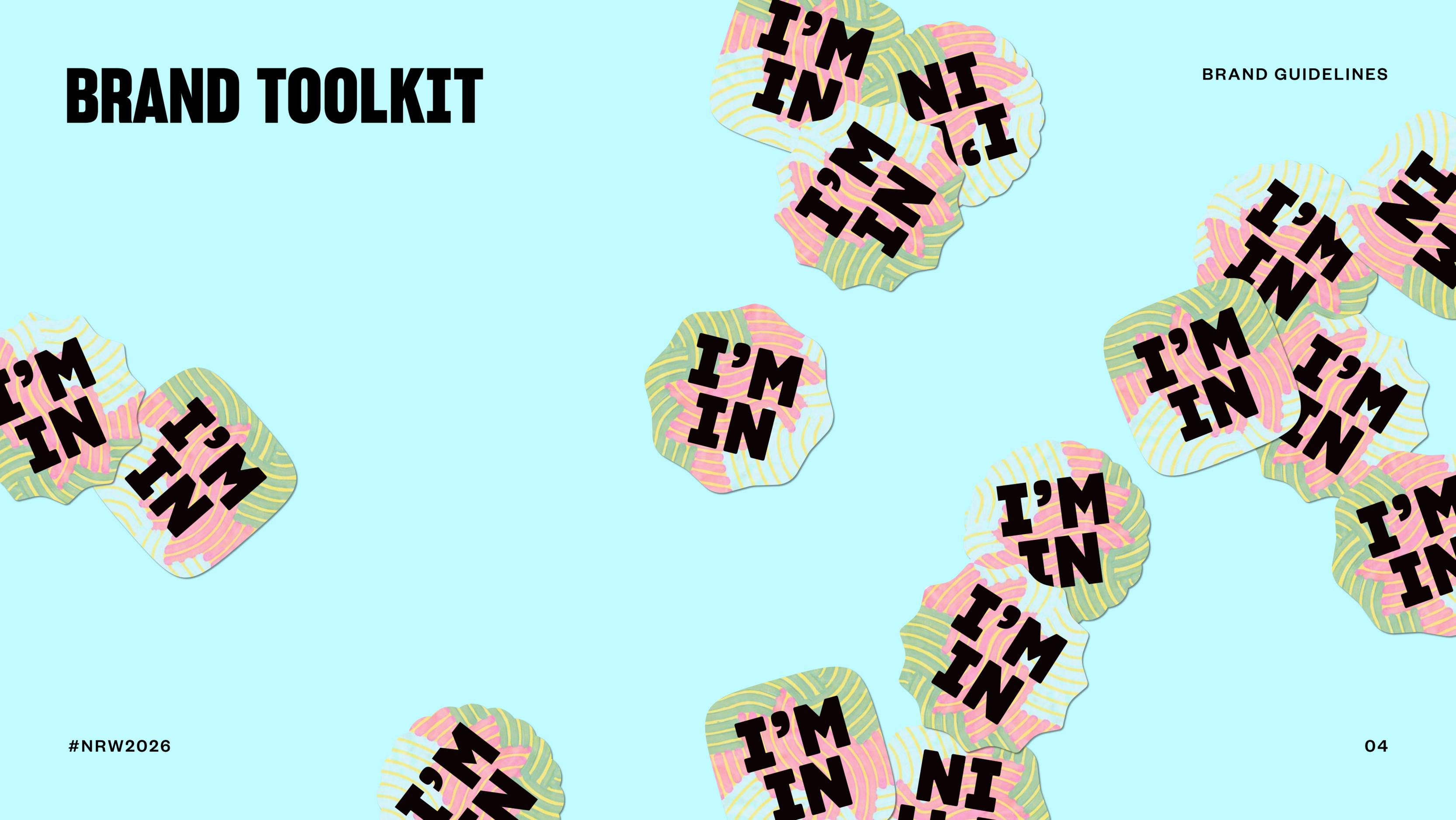
Carey’s number one pursuit is the sharing of culture through his artworks in order to promote healthy conversations and education through the arts. This artwork links directly to Carey’s spiritual connection with his totem, Gaagal, and in turn acts as a reference point for the human experiences we all may share with the ocean. Carey says;

*“The ocean has so many powerful healing elements to it and to be honest, I wouldn’t be here right now if I didn’t have the ocean. I want to share these connections and what the ocean has given me.”*

The painting is a visual representation of people from all walks of life being connected and ‘all in’ to make change.



# BRAND TOOLKIT



# THEME LOCKUP

The 'All In' Theme Lockup is available to use in stacked, horizontal and mini formats.

Stacked should be used for all assets in portrait and square orientation, horizontal should be used for assets in landscape orientation and mini should only be used in a supporting context, where the theme lockup is not the primary focus of the design asset.



NRW2026 Theme Lockup\_Stacked



NRW2026 Theme Lockup\_Horizontal



NRW2026 Theme Lockup\_Mini



NRW2026 Theme Lockup\_Stacked\_REV

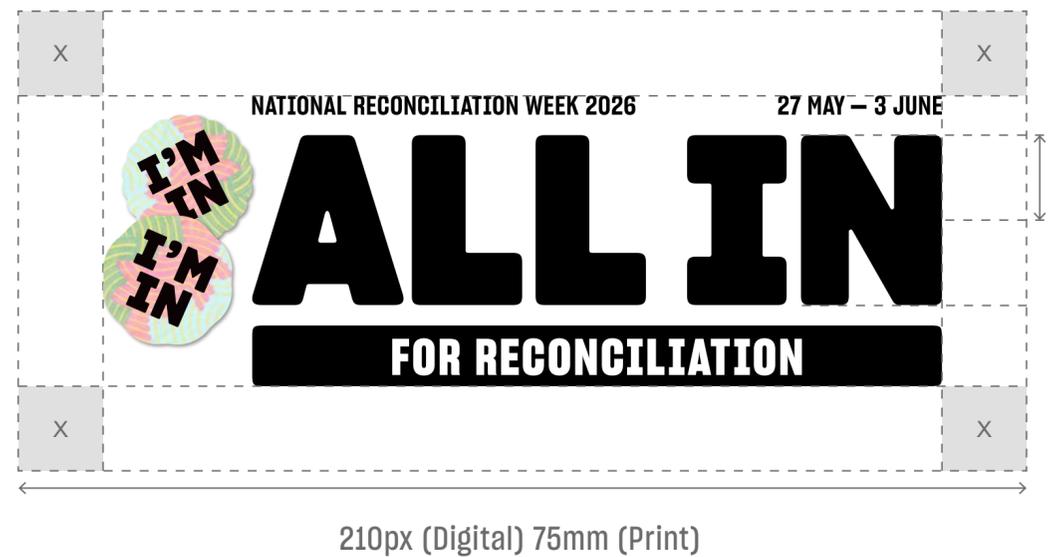
NRW2026 Theme Lockup\_Horizontal\_REV

NRW2026 Theme Lockup\_Mini\_REV

# MINIMUM SIZE & CLEARSPACE

Establishing a minimum size ensures that the impact and legibility of the campaign logo isn't compromised.

To ensure that the theme lockup retains prominence on all applications, please observe the clearspace guidance at all times. To calculate the clearspace, X is equal to 1/2 the height of the 'ALL IN' wordmark. No text, imagery or other graphic elements should infringe into this area, at a minimum.



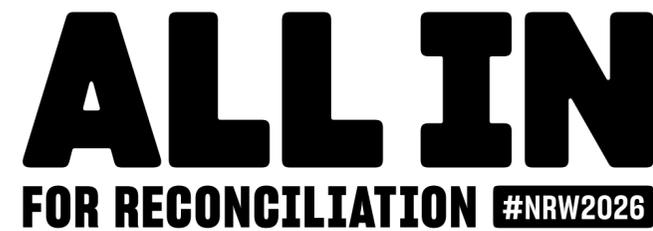
# CO-BRANDING LOGO LOCKUP

You are welcome to use the Mini version of the NRW2026 Theme Lockup with your organisation, group, school or business's logo on any of your NRW2026 materials.

You can also use it on any free, promotional materials you produce.

## Non-commercial use only

A reminder that the NRW2026 Theme Lockup or any other materials for National Reconciliation Week cannot be used for commercial purposes, that is, you can not market or sell merchandise with this lockup or any other NRW2026 brand assets on it.



# BRAND COLOURS & ACCESSIBILITY

The consistent use of colour is vital to effective brand recognition. Our brand should always be represented in the colours identified on this page.

**To ensure accessibility, when using type, please use black text on all other brand colour backgrounds, and white text on black backgrounds.**

CMYK values have been provided for all print collateral. Do not use RGB or HEX colour breakdowns when printing, which will result in a distortion of colour.

When artwork is prepared for digital applications, use RGB or HEX colour values. Do not use CMYK values for digital applications, as this results in inaccurate colour reproduction on screen.

**BLACK**  
R0 G0 B0  
C30 M30 Y30 K100  
#000000

**GREEN**  
R163 G203 B169  
C38 M5 Y40 K0  
#A3CBA9

**PINK**  
R255 G172 B21  
C0 M40 Y0 K0  
#FFACDA

**BLUE**  
R193 G251 B25  
C20 M0 Y3 K0  
#C1FBFF

# TYPOGRAPHY

Our primary brand typefaces are Sharp Grotesk for headings and subheadings and Founders Grotesk for body copy and call to action copy.

# ALL IN FOR RECONCILIATION

HEADINGS | Sharp Grotesk Bold 15 | Leading: Point Size -2 | Tracking: 0

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## NATIONAL RECONCILIATION WEEK 2026

SUBHEADINGS | Sharp Grotesk SemiBold 15 | Leading: Point Size -2 | Tracking: 0

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National Reconciliation Week (NRW) is a time for all Australians to learn about our shared histories, cultures, and achievements, and to explore how each of us can contribute to achieving reconciliation in Australia.

BODY COPY | Founders Grotesk Regular | Leading: Point Size +6 | Tracking: +25

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## #NRW2026 RECONCILIATION.ORG.AU

CALL TO ACTION | Founders Grotesk Medium | Leading: Point Size +6 | Tracking: +100

# TYPOGRAPHY: GOOGLE FONTS ALTERNATIVES

The following font alternatives are available to use for free under the Open Font License via Google Fonts. They are only to be used when our primary brand fonts are unavailable.

# ALL IN FOR RECONCILIATION

HEADINGS | Anton | Leading: Point Size -2 | Tracking: 0

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## NATIONAL RECONCILIATION WEEK 2026

SUBHEADINGS | Antonio Bold | Leading: Point Size -2 | Tracking: 0

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National Reconciliation Week (NRW) is a time for all Australians to learn about our shared histories, cultures, and achievements, and to explore how each of us can contribute to achieving reconciliation in Australia.

BODY COPY | Hanken Grotesk Regular | Leading: Point Size +6 | Tracking: +25

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## #NRW2026 RECONCILIATION.ORG.AU

CALL TO ACTION | Hanken Grotesk SemiBold | Leading: Point Size +6 | Tracking: +25

# BRAND IN USE



## BRAND IN USE

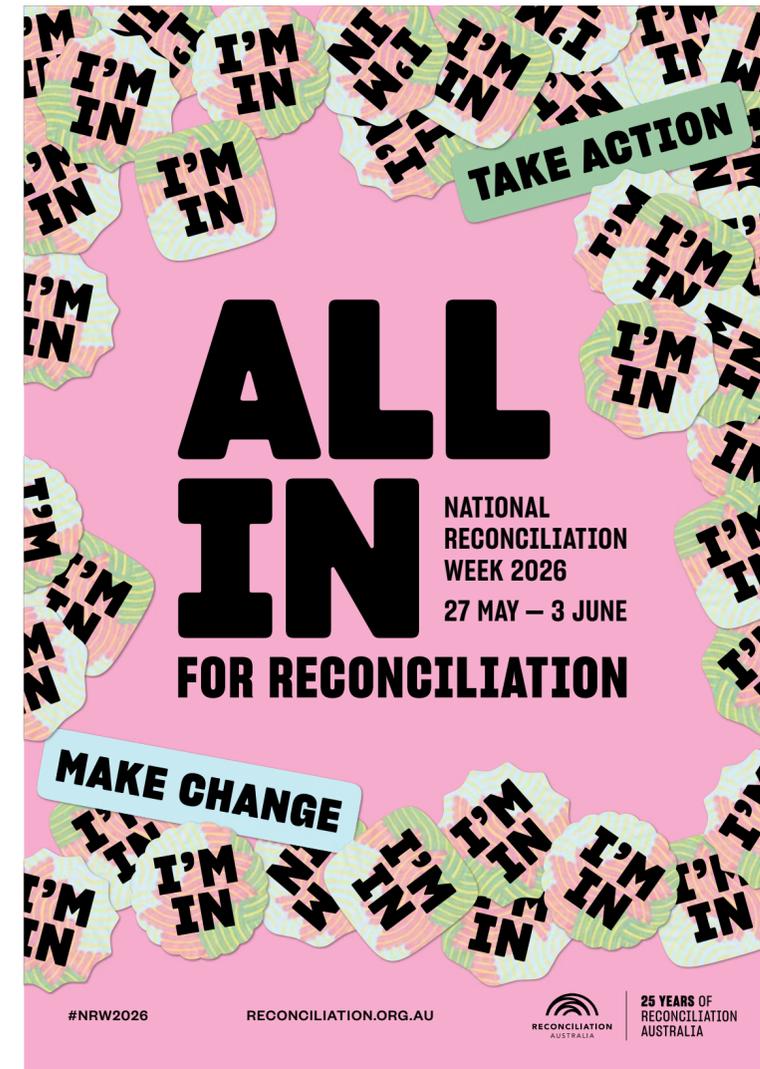
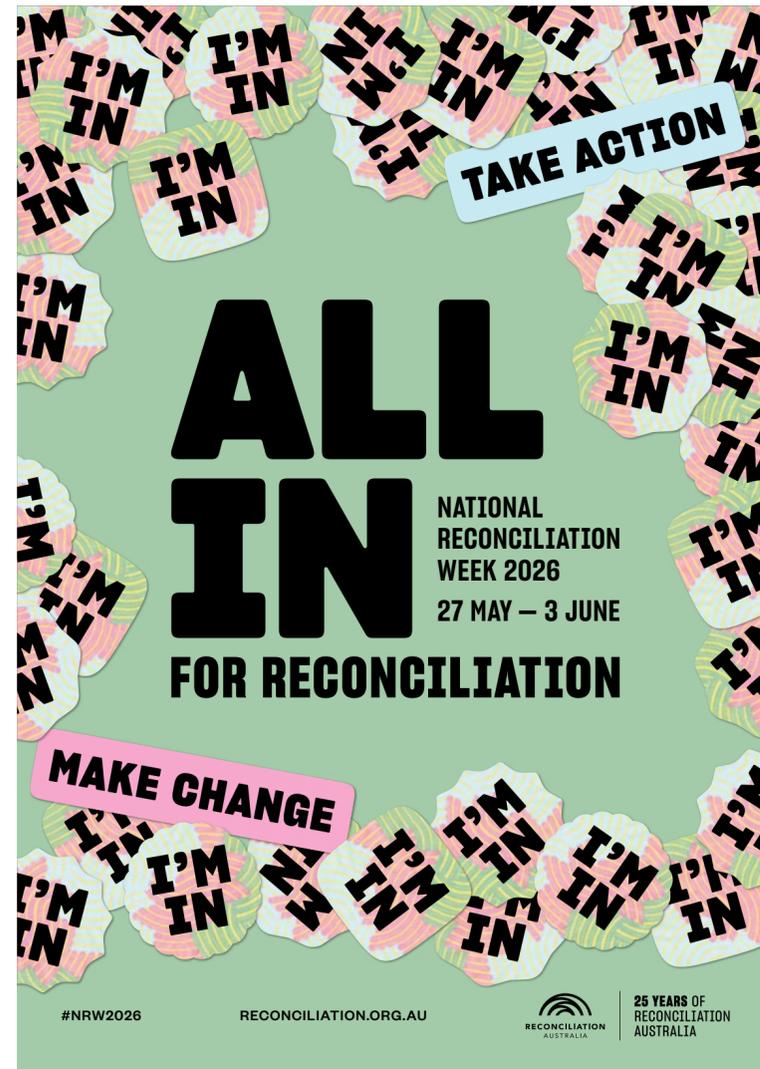
# POSTERS: PORTRAIT

Posters in portrait orientation are available for download in green, pink and blue variations at A2, A3 and A4 sizes.

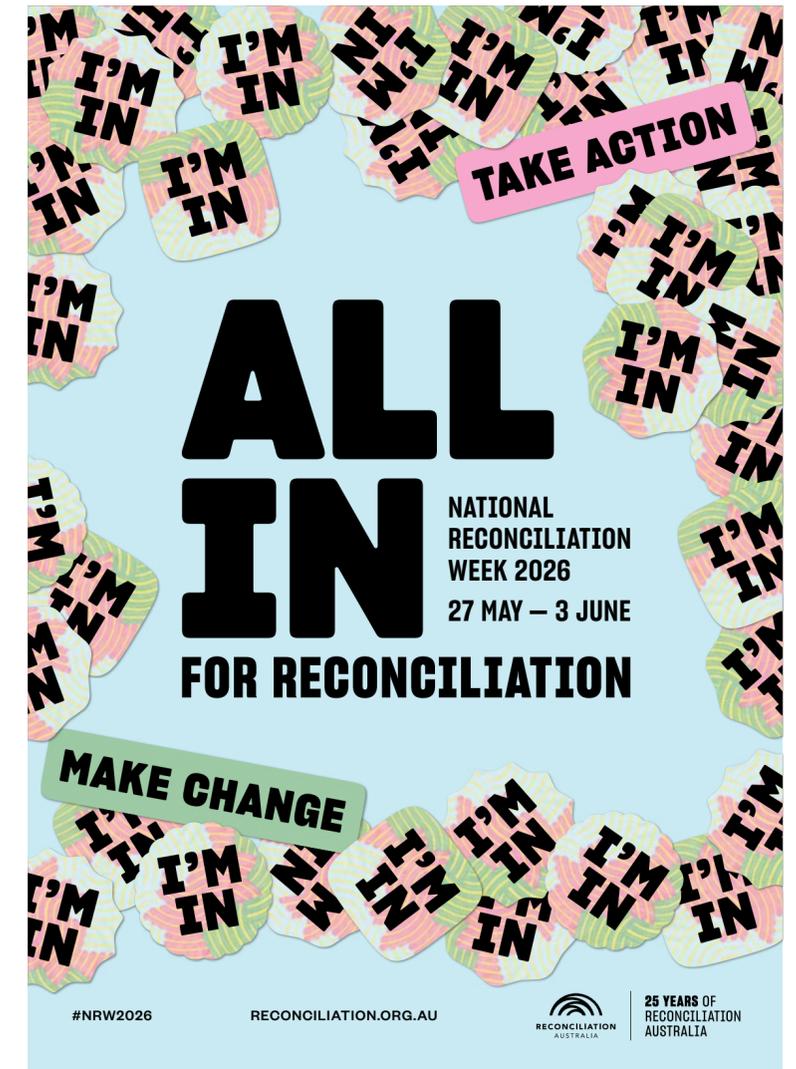
A2 can scale up to A1 and A4 can scale down to A5 if needed.

Any additional large format portrait assets that need to be created should use these templates as a layout guide.

#NRW2026



## BRAND GUIDELINES



BRAND IN USE

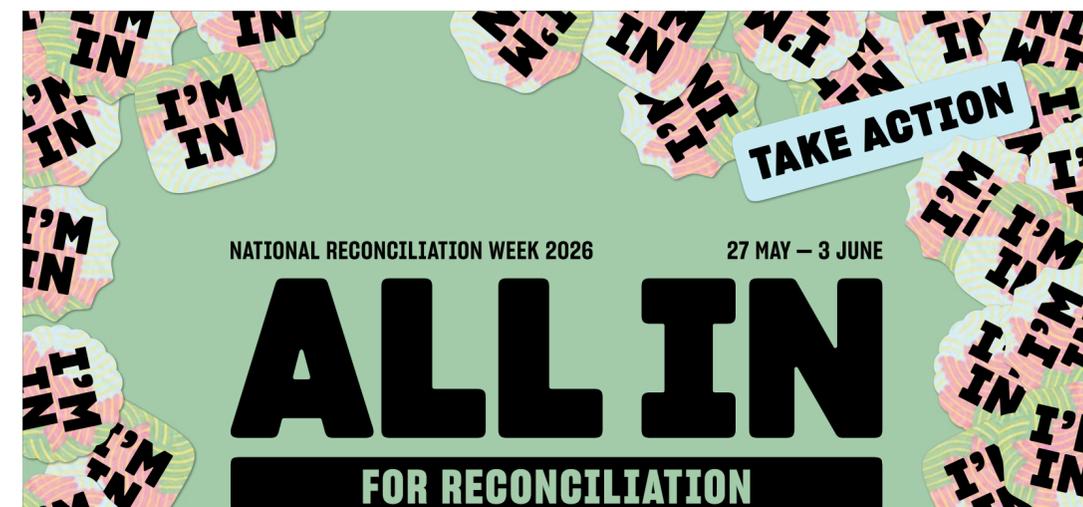
# POSTERS: LANDSCAPE

Posters in landscape orientation are available for download in green, pink and blue variations at A2, A3 and A4 sizes.

A2 can scale up to A1 and A4 can scale down to A5 if needed.

Any additional large format landscape assets that need to be created should use these templates as a layout guide.

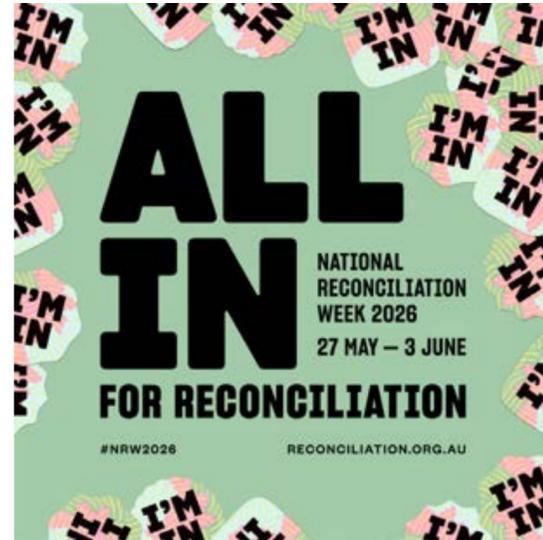
#NRW2026



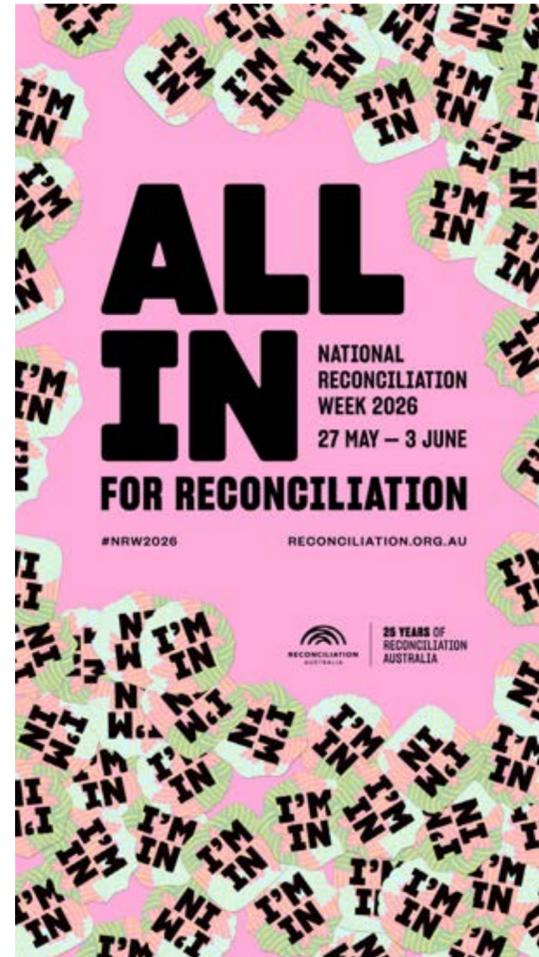
BRAND GUIDELINES

# SOCIAL TILES & COVER IMAGES

All social media tiles and cover images are available for download in green, pink and blue variations.



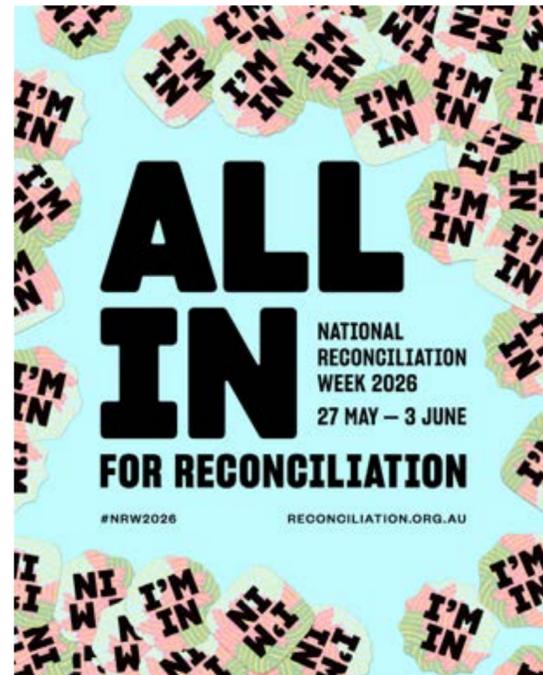
1:1 Social Tile: 1080px (w) x 1080px (h)



9:16 Social Story: 1080px (w) x 1920px (h)



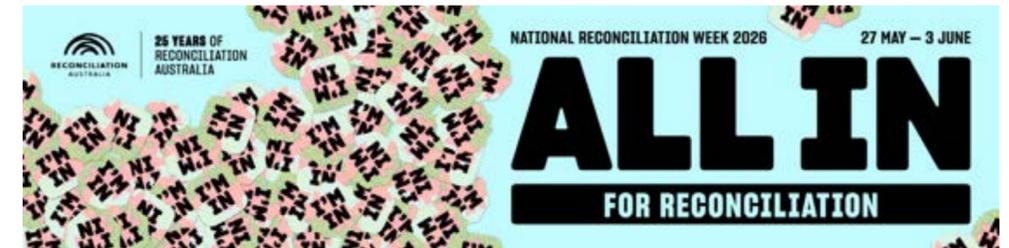
Landscape Social Tile: 1280px (w) x 720px (h)



4:5 Social Tile: 1080px (w) x 1350px (h)



LinkedIn Cover Image\_Business Page: 2000px (w) x 500px (h)



LinkedIn Cover Image\_Personal Profile: 2000px (w) x 500px (h)



Facebook Cover Image: 820px (w) x 360px (h)



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

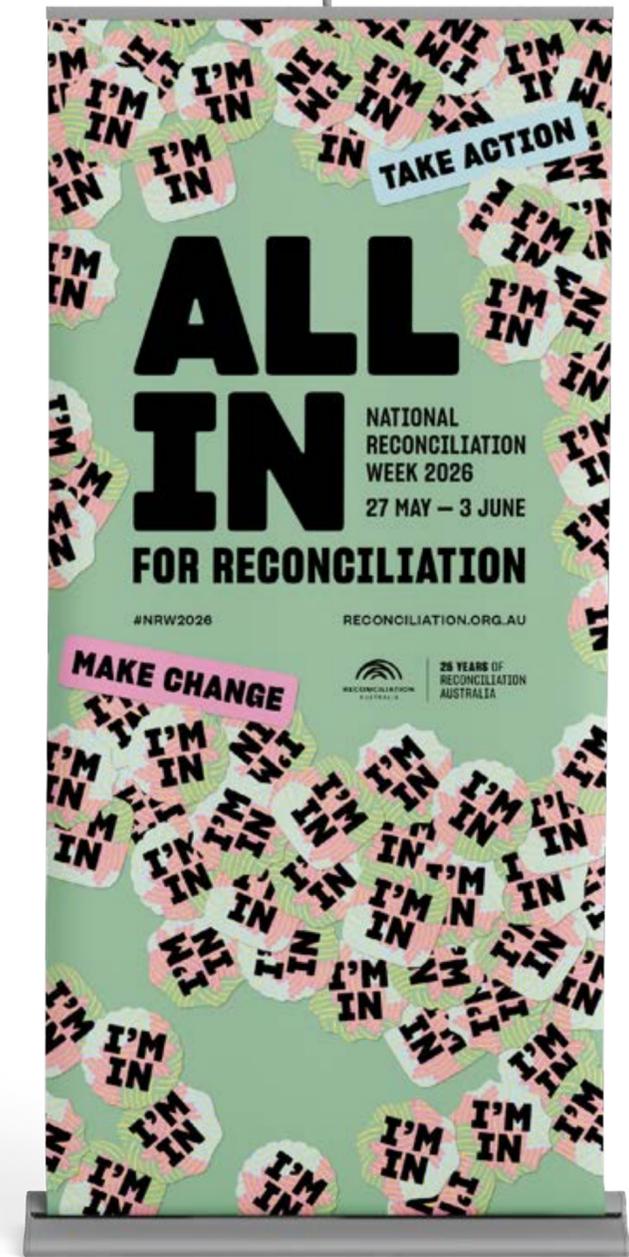
# PROMOTIONAL ASSETS & SIGNAGE



Stickers



T-Shirt



Pull-Up Banner

# THANK YOU



**RECONCILIATION AUSTRALIA**

P (02) 6153 4400

E [enquiries@reconciliation.org.au](mailto:enquiries@reconciliation.org.au)

[RECONCILIATION.ORG.AU](http://RECONCILIATION.ORG.AU)



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