



Logo

Overview

Our logo is the most recognisable element of our brand, so we ensure it is clear, consistent and prominent across all communications.

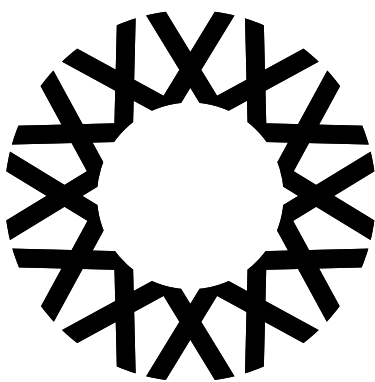
It reflects the place, history and legacy of Sydney Showground. Inspired by the iconic shape of the Dome, the logo features a dynamic icon that captures the energy and vibrancy of the space.



Overview



LOGO



ICON

Use the logo lockup wherever possible to maximise brand recognition and consistency. The icon may be used alone only when the brand is already well established, such as for social media profile images or website favicons.

Versions



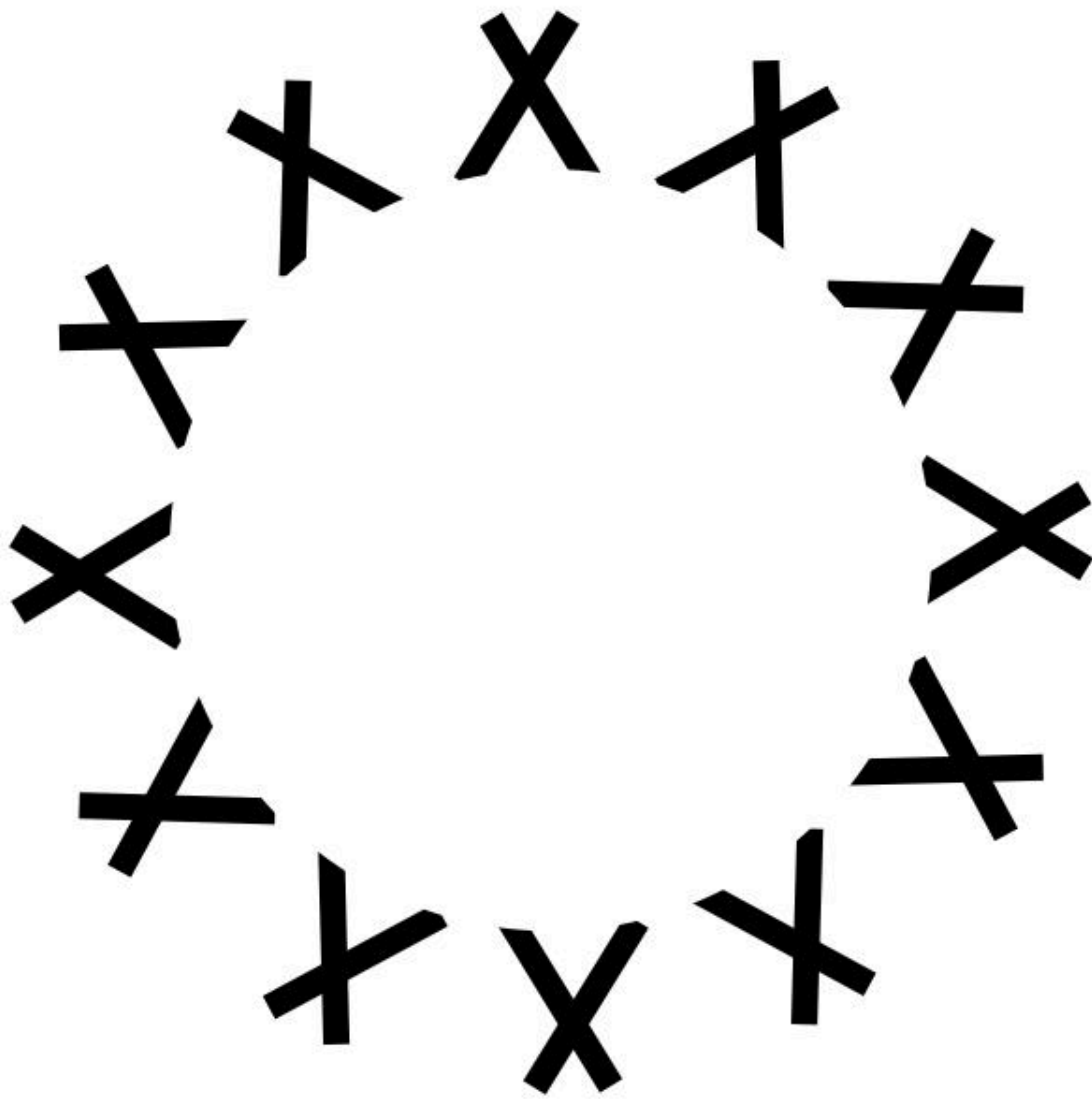
PRIMARY



SECONDARY

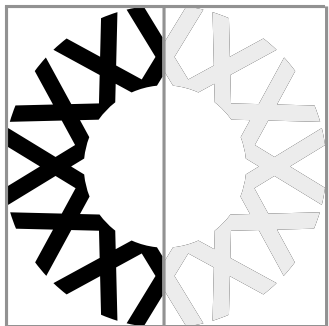
Our logo comes in two variations: Primary and Secondary. Where possible, lead with our Primary Logo Mark. Our Secondary Logo Mark is saved for small format purposes where the logo needs to be right-aligned, such as print applications and PPT.

Logo in Motion



The Sydney Showground logo is available in both static and motion formats. Inspired by the energy and flexibility of the precinct, the logo in motion brings the brand to life across digital applications, including video, promotional content and digital signage. This asset can be downloaded from the resource section as .mov, and mp4. AE files are available upon request.

Clear Space



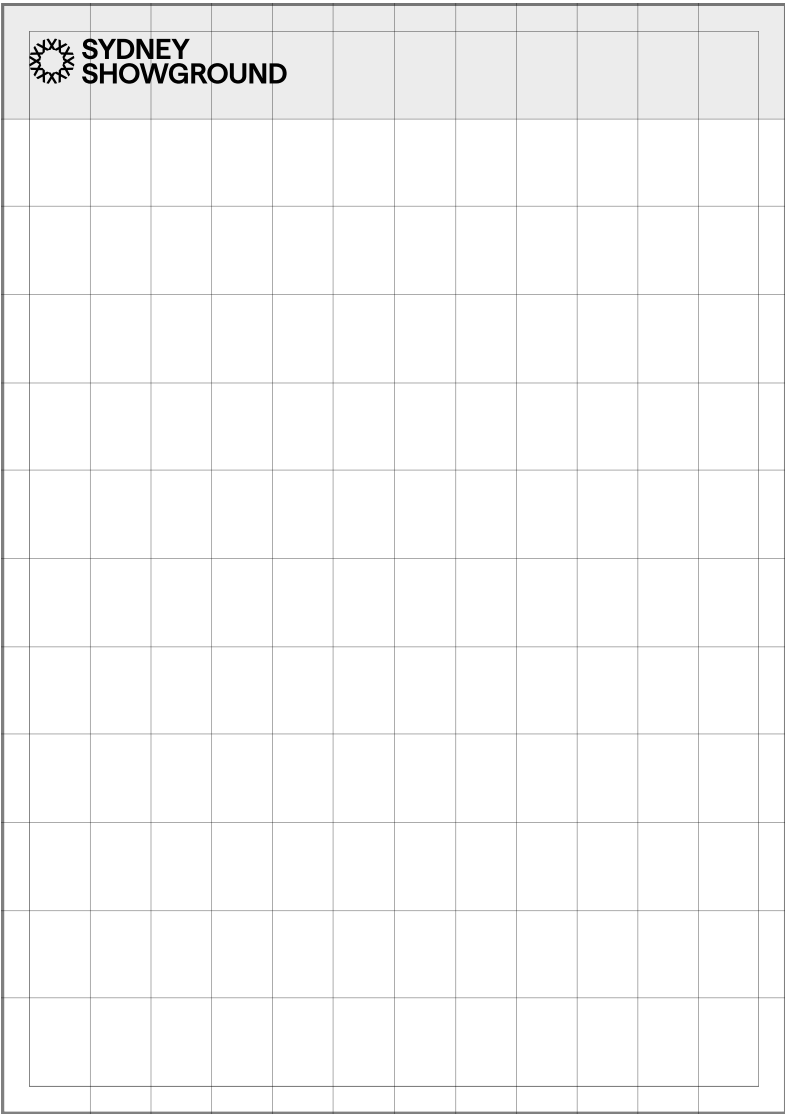
Our logo must always have sufficient clear space around it to allow it to breathe and maximise its impact. Maintain a minimum clear space equal to half the width of the icon between the logo and the page margins, as well as any other graphic elements or text.

Sizing

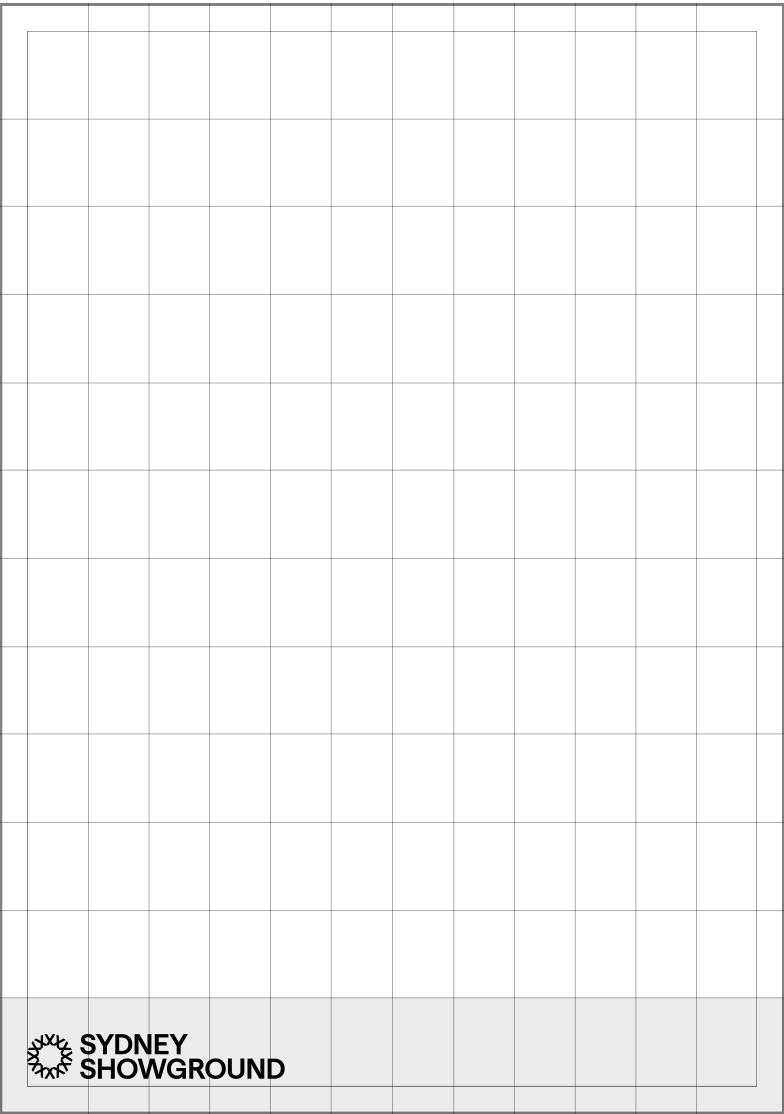
When applying our logo to print or digital application, sizing requirements must be met to maintain its integrity and legibility in different environments. There are two minimum heights for the logo (print and screen). Our logo should never be smaller than our minimum sizes across both formats.



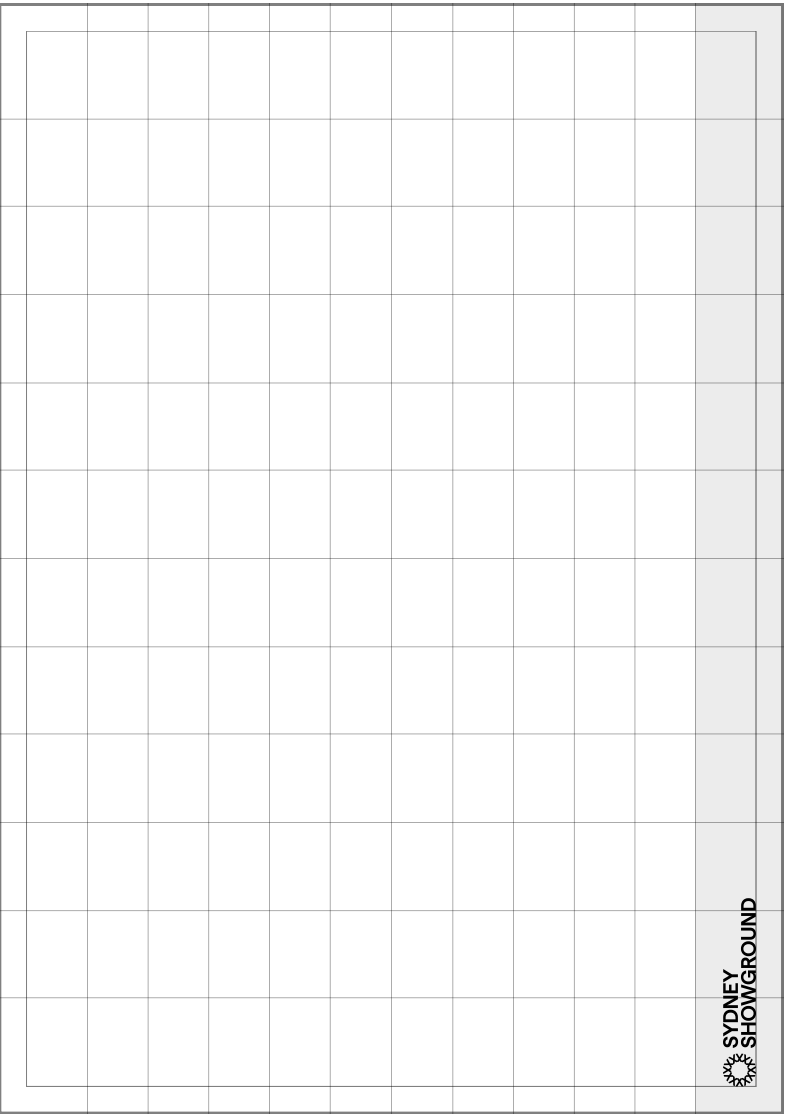
Placement



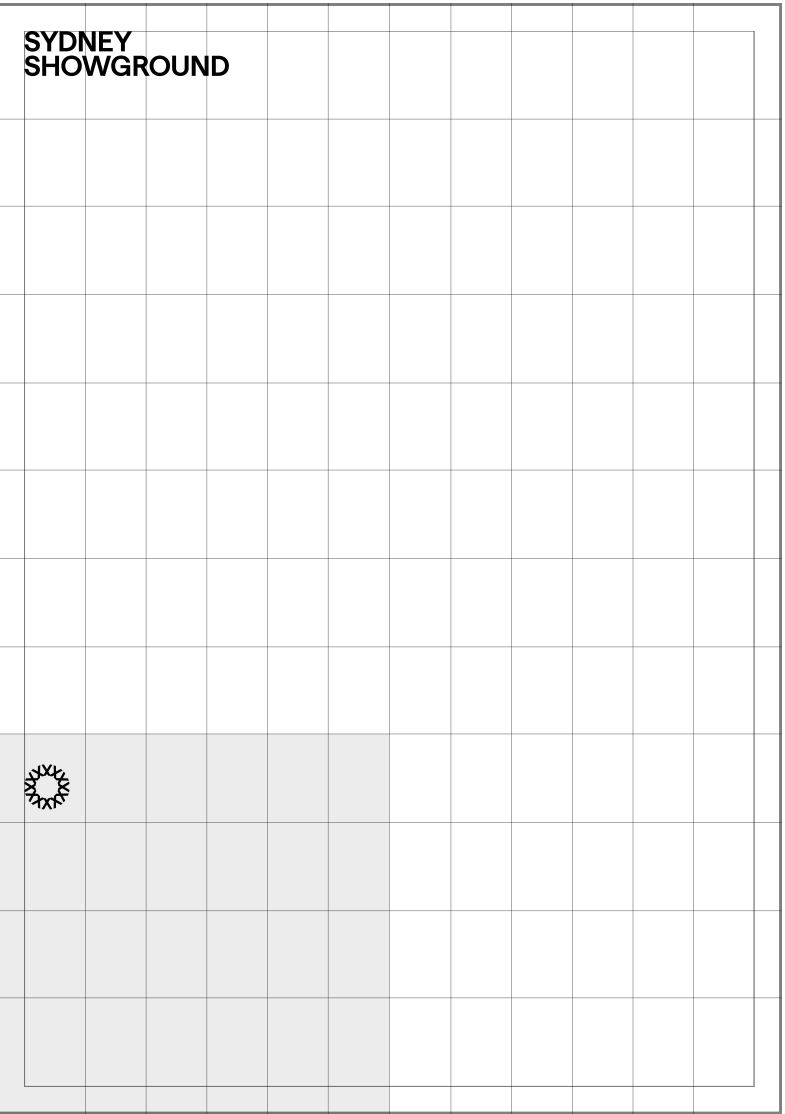
TOP



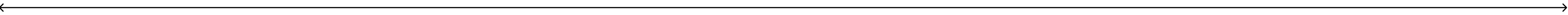
BOTTOM



SIDE



SPLIT
Note: Icon and mark must stay at scale to one another



RESERVED

EXPRESSIVE

We have set positions for our logo, to ensure it gets the attention it deserves. Placing the logo correctly will help the rest of the system to be applied with ease.

Co-Branding



Our logo will often need to be locked-up with various partners and co-brands. Balance and consistency are key here. Co-lock-ups should adhere to clear space and guidance rules. When paired with another logo, ours should always appear first in the sequence. It should be separated by a dividing line using the same stroke weight as our icon, with a space equal to the width of our icon between the logos.

Misuse

DO NOT ROTATE



DO NOT OUTLINE



DO NOT ADD EFFECTS



DO NOT USE NEW COLOURS



DO NOT DISTORT



DO NOT ALTER SPACING



It is important that the appearance of the logo remains consistent as a representation of our brand. Don't adjust or alter it in any way, and always use the logo file provided.

Colour

Colour Palette

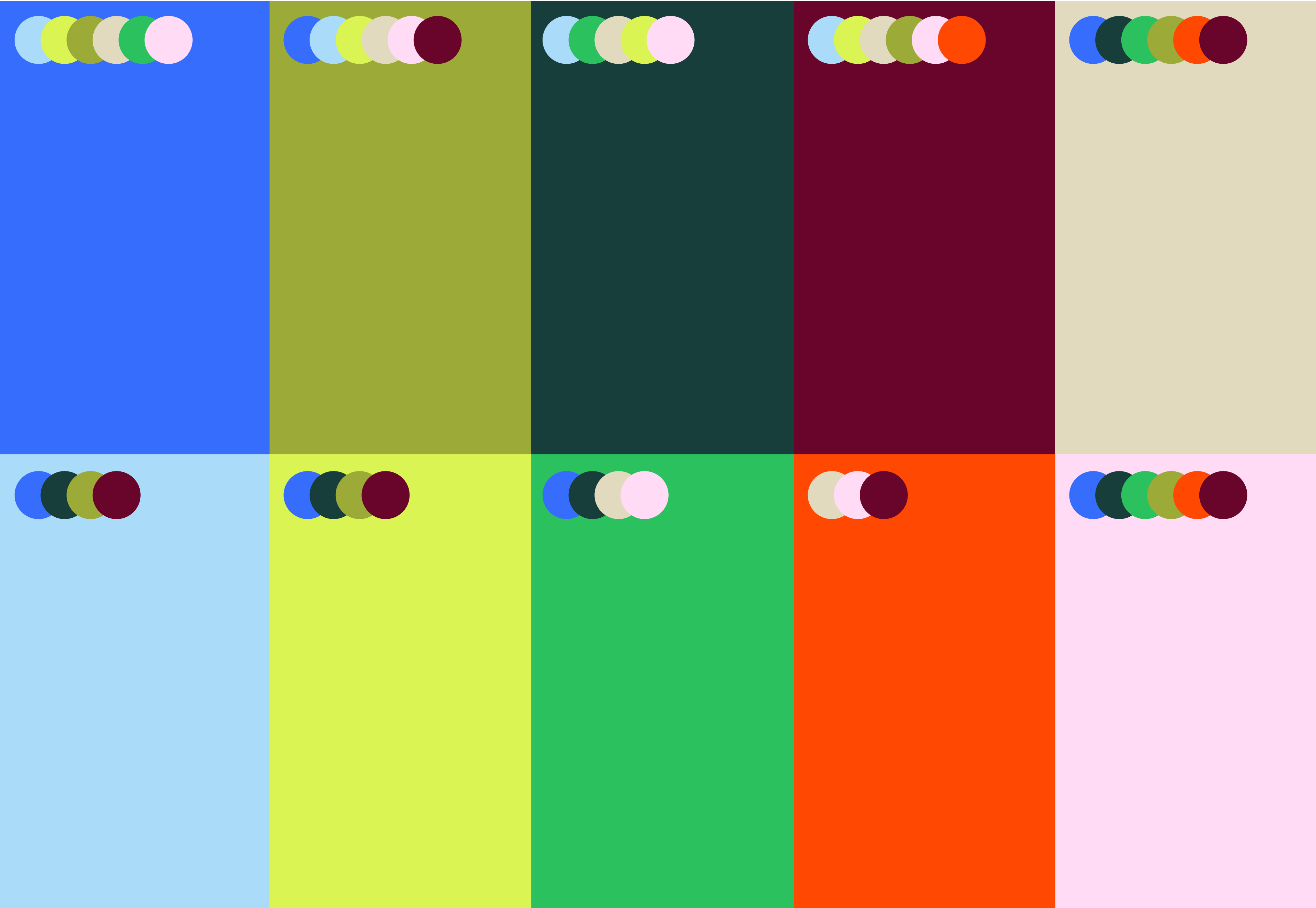
Our colour palette is inspired by the natural energy, vibrancy and rich legacy of Sydney Showground. Designed to bring our brand to life, it works across all communications to create a bold and dynamic visual identity.

‘Blue’ is our primary brand colour, but we encourage flexible use of the full palette to reflect the energy and diversity of the brand.

To maximise accessibility and legibility, black and white should be used for all body text and logos wherever possible.

BLUE #366DFD R54 G109 B253 C100 M54 Y0 K0 PANTONE 2175 U AAA	SAND #E1DAC0 R225 G218 B192 C9 M8 Y15 K0 PANTONE 7527 U AAA	OLIVE #9CAA39 R156 G170 B57 C25 M8 Y84 K9 PANTONE 7745 U AAA	DEEP GREEN #183F3B R24 G63 B59 C100 M27 Y30 K56 PANTONE 3165 U AAA	PLUM #69052B R105 G5 B43 C22 M94 Y50 K44 PANTONE 4101 U AAA	LIGHT PINK #FFDCF6 R255 G220 B246 C1 M16 Y0 K0 PANTONE 677 U AAA	
WHITE #FFFFFF R255 G255 B255 C0 M0 Y0 K0 ✓ All long form body copy is used on a white background with black text Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. AAA	BLACK #000000 R0 G0 B0 C0 M0 Y0 K100 ✓ Black is only used for typography, not as a background colour AAA	LIGHT SAND #F6F4EC R246 G244 B236 C3 M3 Y5 K0 PANTONE 7527 U 30% TINT AAA	LIGHT BLUE #AADB9F R170 G219 B249 C46 M3 Y0 K0 PANTONE 2905 U AAA	BRIGHT GREEN #DAF555 R218 G245 B85 C12 M0 Y91 K0 PANTONE 388 U AAA	GREEN #2BC25F R43 G194 B95 C77 M0 Y100 K0 PANTONE 2422 U AAA	ORANGE #FF4802 R255 G72 B2 ✗ This colour is strictly designed for digital applications only. Do not use this colour when printing AA

Background colour usage



Our colour palette is expansive to allow for creative combinations and encourage flexibility. This page is intended as a guide to ensure background colour combinations are consistent.

White and light sand can be used in combination with any colours.

As a general rule, most layouts should have a maximum of three colours used at one time (except when using a stacking technique for multiple events).

Background colour usage

Although our colour palette is expansive and vibrant, it is important that background colours are applied with intention. Muted and darker tones should be used for more reserved communications, while vibrant colours should be reserved for bold, expressive applications where energy and impact are key.



CONSTANT
OUR CORE BRAND COLOUR

RESERVED

EXPRESSIVE

Background colour usage

Our colour palette is inspired by the lively nature, vibrancy, and legacy of the Sydney Showground space. It is energetic and works across all communications.

Black and white should be used for all text and logos to maximise accessibility.

Use a colour background for headlines

And subheadings





02Rule

Always put body copy text on a white background as below



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint

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Logo Colour Usage



Our logo and icon should only appear in black or white on solid backgrounds, unless otherwise specified for expressive applications (see the next page). This grid illustrates the approved colour combinations to ensure strong contrast and accessibility.

Expressive Icon Colour Usage

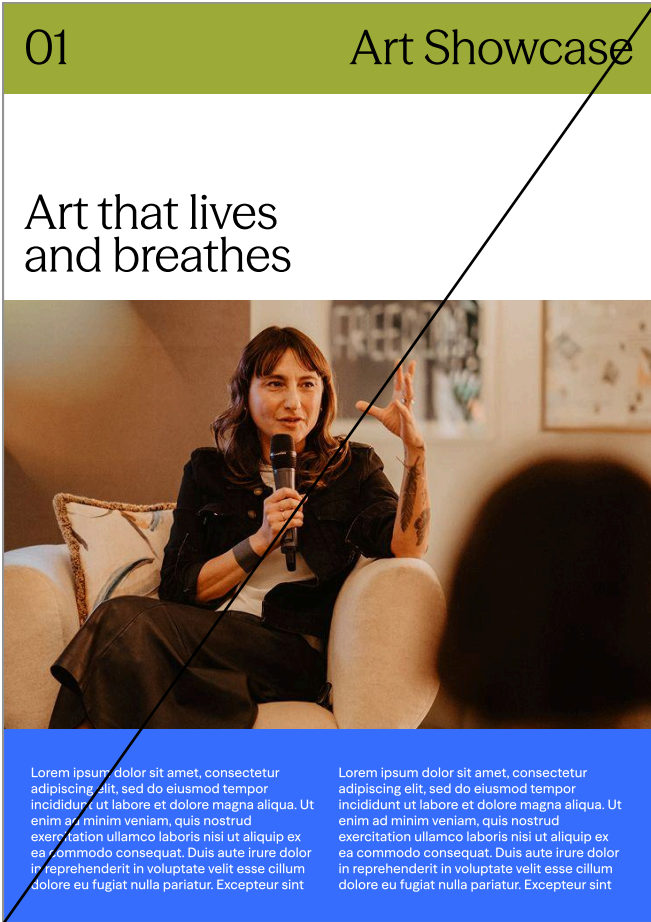
Our icon uses our primary brand colour, blue, to create a more expressive and recognisable identity across digital applications, including social media, the website favicon, and website browser.



When art ch

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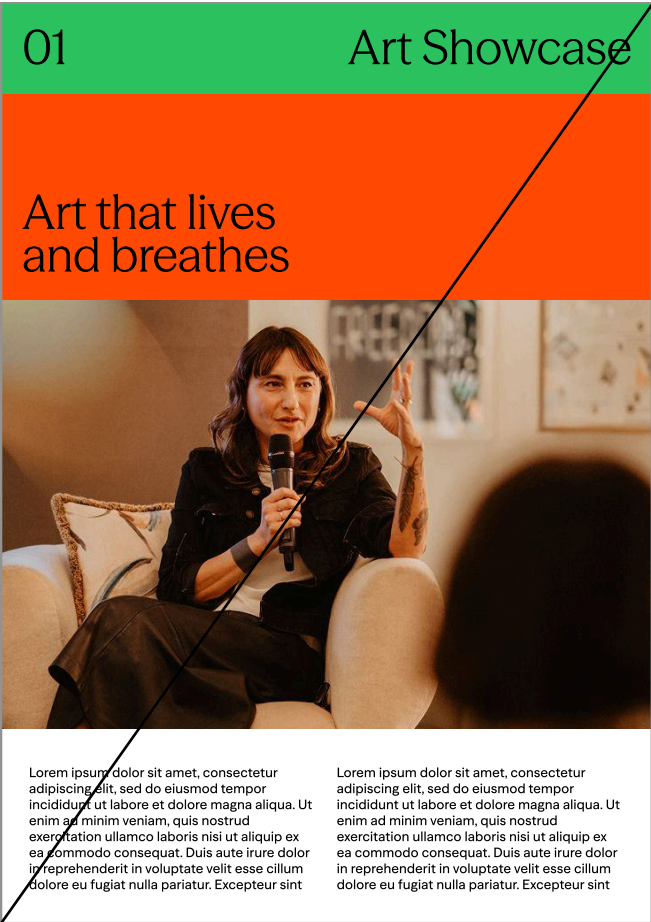
DO NOT USE COLOUR BACKGROUND FOR BODY COPY



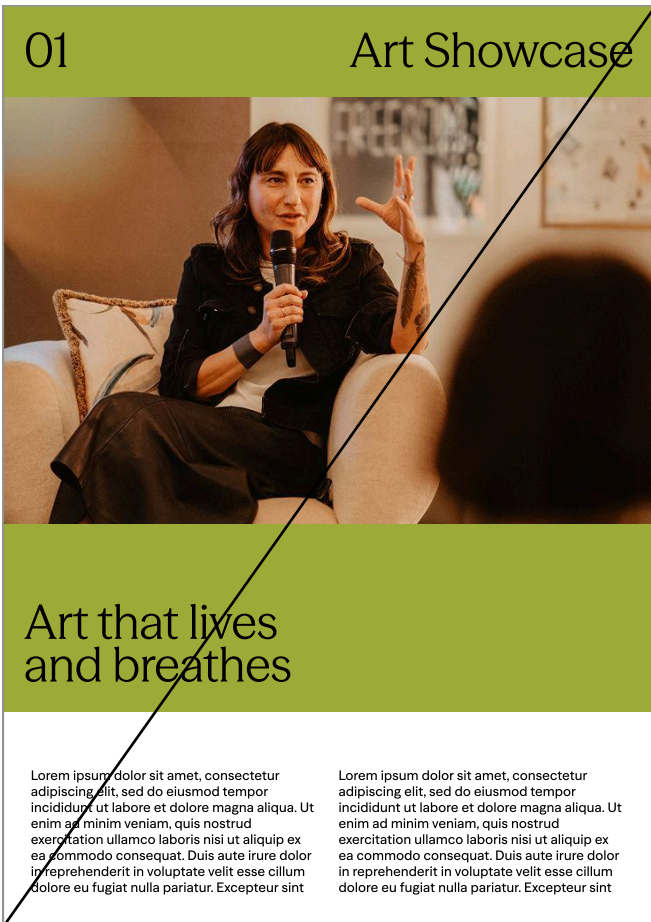
GENERALLY DO NOT USE MORE THAN 3 BACKGROUND COLOURS AT ONE TIME (UNLESS USING STACKING TECHNIQUE)



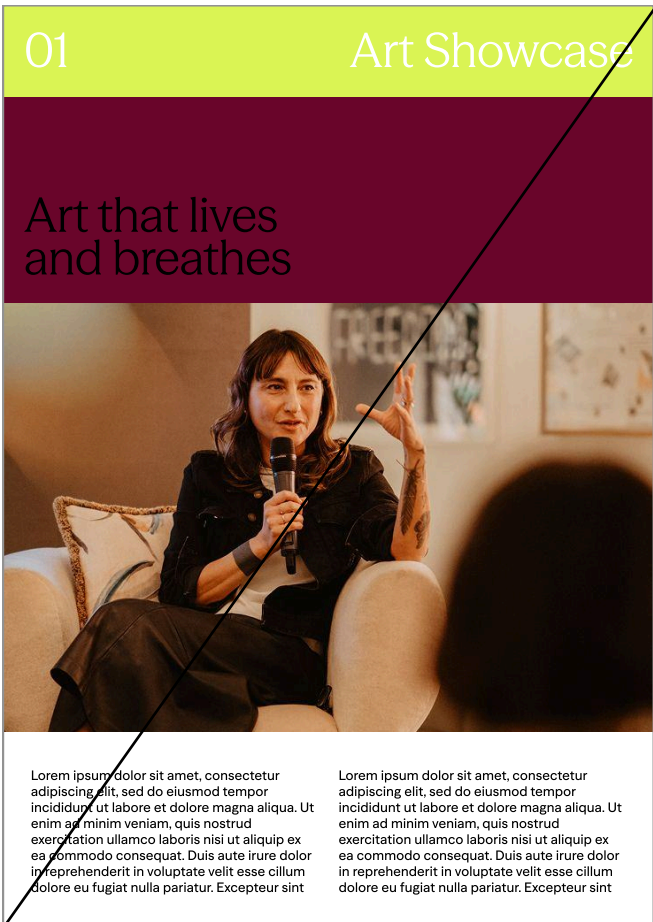
DO NOT USE NEW COLOUR COMBINATIONS (USE COMBINATIONS PROVIDED)



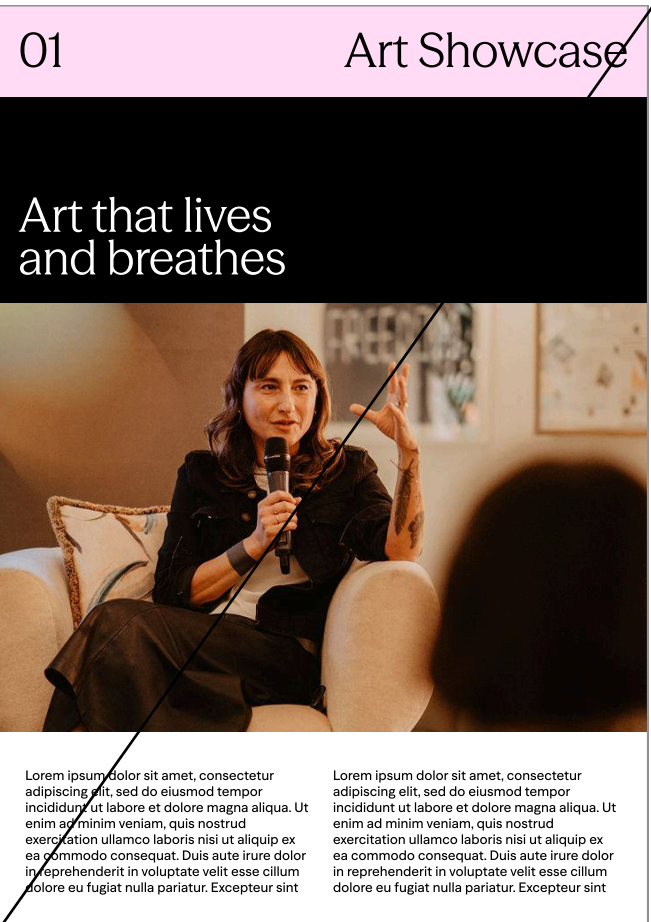
DO NOT REPEAT THE SAME BACKGROUND COLOUR ACROSS MORE THAN ONE MODULE



DO NOT USE TYPE/BACKGROUND COMBINATIONS THAT ARE NOT ACCESSIBLE



DO NOT USE BLACK AS A BACKGROUND COLOUR (ONLY AS TEXT)



Consistent typography is essential to maintaining a strong and recognisable brand identity. Always apply our typography as specified in these guidelines and avoid altering or modifying its appearance.

Typography

Typefaces

Our typography plays a big role in the new brand identity, showcasing our brand’s personality and voice. Our new type family ‘Season’, consists of our display typeface ‘Season Mix’ and our body copy typeface ‘Season Sans’. Our typography system is impactful, flexible and distinctive.

A san-serif typeface is corporate-friendly, while versatile enough to flex across any theme. The serif details nod the architectural history of the space, and sans nods to its future and modernity.

Display Typeface:
Season Mix

Season Mix

AaBb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()[]?+

Body Typeface:
Season Sans

Season Sans

AaBb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()[]?+

Type Hierarchy

Use the following styles as a guide when setting type within branded communications. These styles should be scaled and adjusted to the size and format of your communication, taking care to maintain the overall look and feel established in these examples.

HEADINGS:
SEASON MIX REGULAR

Case: Sentence
Line height/leading: 100%
Letter spacing/tracking: 0%
Kerning: optical

Plan a corporate event
that doesn't feel like a
corporate event

SUB-HEADINGS/
SHORT-PARAGRAPHS:
SEASON SANS MEDIUM

Case: Sentence
Line height/leading: 110%
Letter spacing/tracking: 2%
Kerning: optical

Bring your industry's best and
brightest together at Sydney's
home of world-class events.

BODY COPY:
SEASON SANS MEDIUM

Case: Sentence
Line height/leading: 130%
Letter spacing/tracking: 2%
Kerning: optical

At Sydney Showground, we serve up world-class
food and beverage experiences at every event.
Our menus are crafted around fresh, local
ingredients, award-winning Sydney Royal
produce and premium beverage partnerships.

NOTES & EVENT DETAILS:
SEASON SANS SEMIBOLD

Case: All-caps
Line height/leading: 120%
Letter spacing/tracking: 2%
Kerning: optical

25 - 27 JULY 2026
THE DOME

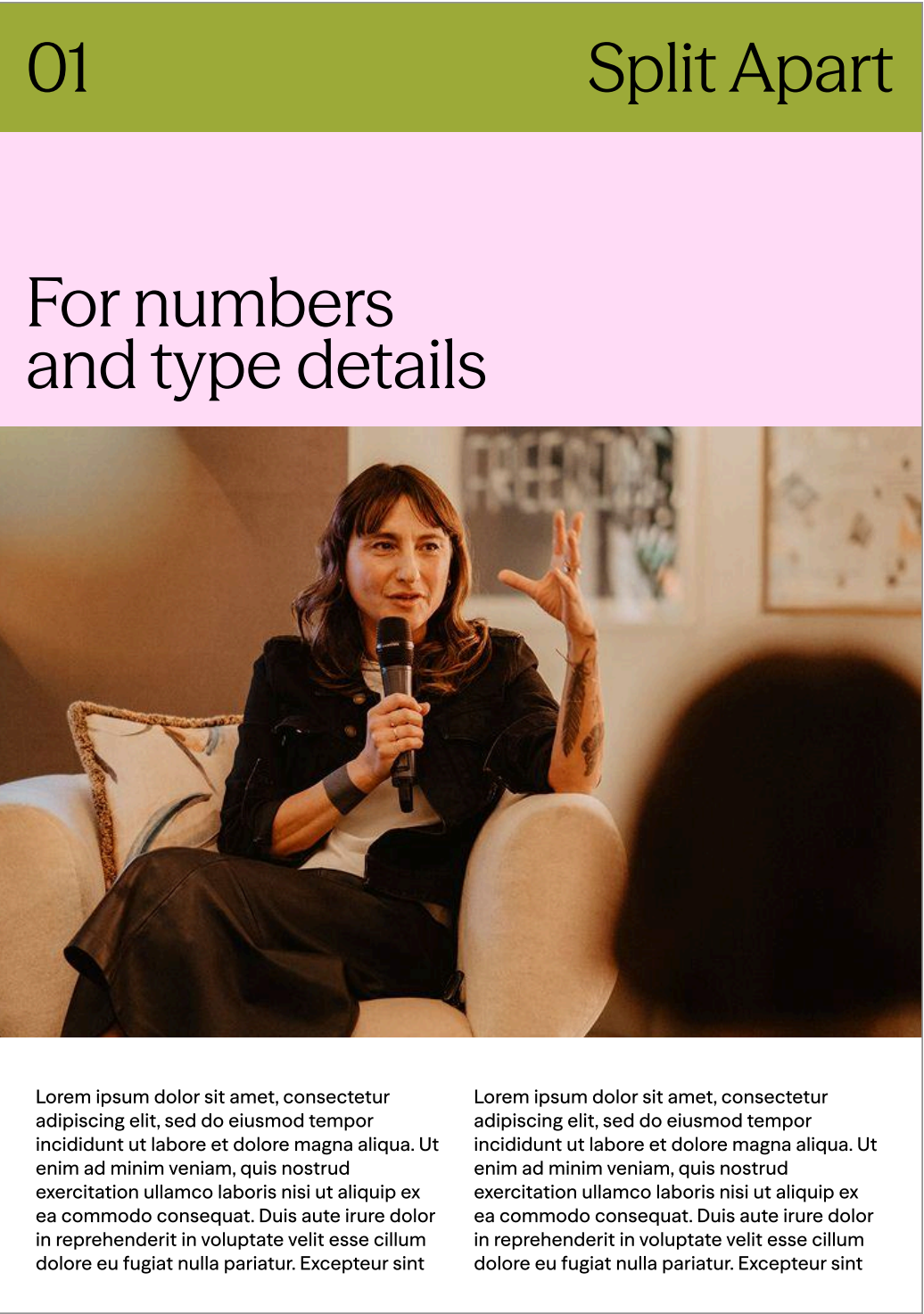
Typographic Usage

We have created a flexible typography system that works cross a diverse range of brand touchpoints, providing visual variety and engagement across different applications and audiences.

We have three headline states that give us a flexible framework for our design decisions. This keeps our communications looking fresh, varied and concise.



Simple & left aligned
At it's most simple state.



Split apart
For numbers and type details.



Dynamic
Our most expressive state, used on short headlines.

RESERVED

EXPRESSIVE

Misuse

DO NOT MIX
UPPERCASE AND
lowercase in the
same headline

DO NOT USE
UPPERCASE IN
HEADLINES

Do not put
headlines
over more
than four
lines

Do not use a full
stop at the end
of large display
headlines.

Do not mix together
different font sizes

Do not use any
other fonts
besides brand
fonts

Our headlines should maintain the same level of consistency as all our other brand elements. They need to be crafted with consideration, otherwise there's a risk they'll look unbalanced and unrefined. Here are some tips to ensure our headlines maintain brand integrity.

Our brand team are always happy to listen and help, so if you have any questions, thoughts, or ideas regarding these guidelines, please get in touch.

Ashley Kerrison
akerrison@sydneyshowground.com.au

Contact

