

BRAND IDENTITY - 2026

NSRA Brand Guidelines

Engineer-led risk surveys for Australia's insurance market.

ESTABLISHED

2002

PRACTICE

National risk engineering & survey consultancy. Independent, impartial, headquartered in Wallsend NSW with satellite offices in every major Australian capital.

01 - COLOUR PALETTE — EMERALD PRESTIGE

Colour

Deep Emerald

#064E3B

Signal Green

#0D7A5F

Brass Gold

#C9A84C

Bone

#F5F0E0

02 · TYPOGRAPHY

Type system

DISPLAY — FRANKS

Aa Bb Cc 0123

Used for headlines, section openers, and report covers. Editorial serif with a confident, considered voice.

SANS — INTER TIGHT

Aa Bb Cc 0123

Used for body copy, UI, captions, labels and data. Wide weight range; favour Regular for body and Semibold for emphasis.

EYEBROW LABELS

TRACKING 0.22EM · UPPERCASE · USE SPARINGLY

03 · LOGO & USAGE

Logo



nsra

CLEAR SPACE

Maintain clear space equal to the cap-height of the wordmark on all sides. Minimum digital size: 80px wide.

DON'T

- Recolour the wordmark outside the approved palette
- Stretch, skew or rotate the mark
- Place on busy imagery without a tinted overlay
- Recreate the chevron — use supplied SVG only