



Making homes happen

Brand Guidelines

March 2026

In the spirit of reconciliation, Landcom respectfully acknowledges the Traditional Custodians of Country across all lands where we work and live. We recognise and respect their continuing cultural heritage, beliefs and connection to land, waters and community.

We pay our respects to their Elders past and present.
This land always was and always will be Aboriginal land.

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1.0 Introduction

1.1 Our brand

Our brand

We're the NSW Government's land and property developer, on a mission to increase the supply of homes in more places, for more people.

We work with councils, community groups, not-for-profits and developers to create sustainable, affordable places where people want to live.

We clear roadblocks, forge new paths, and plan with care because progress takes practical action and strong partnerships.

Together, we're not just building homes, we're building a better, stronger NSW.

About these guidelines

These Brand Guidelines bring together all the elements that define the Landcom brand, from our logo and colours to our tone of voice and visual expression.

They're here to help everyone who represents Landcom communicate with consistency, confidence and clarity, whether you're writing a policy, designing a report, publishing online, or presenting to the community.

You'll find guidance on how to apply our identity across digital and print touchpoints, with examples that bring our purpose to life. More than a set of rules, these guidelines are a toolkit to help you create work that feels unmistakably Landcom, professional yet approachable, credible yet optimistic, bold yet inclusive.

1.1

Our brand at a glance

Our ambition

To make a positive difference in people's lives in NSW by increasing the supply, affordability and diversity of housing, and creating sustainable communities.

Our brand idea

Making homes happen — a promise that guides everything we do and say.

It's both a call to action and a reflection of our values: we don't wait for change; we make it happen.

Our brand personality

We are bold, approachable and trail-blazing — a leader who listens, takes on tough challenges, and finds smarter, practical ways to get things done.

We act as the Democratiser: removing barriers, empowering people and opening doors so that progress is possible for everyone.

Our role

Breaking ground to help everyone put vibrant, inclusive communities within reach.

1.2

Identity refresh

The refreshed identity

The refreshed Landcom brand was developed through extensive consultation with staff, partners and community stakeholders. It positions Landcom as a challenger brand in a complex industry — confident, people-focused and driven by purpose.

The new identity brings that ethos to life through every element of design and communication:

- A new logo and wordmark that feel contemporary, balanced and human.
- A core Seafoam colour palette that anchors our brand in freshness, clarity and optimism.
- A tone of voice built on action, unity and positivity — speaking plainly, acting with purpose, and always putting people first.
- A visual system that's accessible, inclusive and adaptable across environments, from government communications to community engagement. colours to our tone of voice and visual expression.

How to use these guidelines

The Landcom Brand Guidelines are a detailed reference guide produced specifically for Landcom's Corporate Marketing & Communications team and various internal teams, as well as consultants, suppliers and graphic designers who use and apply the Landcom brand.

It is vital that these guidelines are applied across all areas of the Landcom business.

While they don't describe all possible applications, they give examples of correct use that can be translated to a wide variety of materials.

We thank you for using and observing these guidelines in the spirit in which they've been created to help Landcom strengthen our identity.

Brand assets

Logo artwork

Logo artwork files are provided in the following formats:

EPS (Format for print)

PDF (Format for print)

JPG (Format for web)

PNG (Format for web/transparent)

SVG (Format for web)

Fonts

The Landcom font, TT Neoris, is available on all internal machines.

See page [36](#) for information on styling and application.

Identity reproduction

Using the guidelines, create your own designs and then submit for approval before going to final production.

Trademark and copyright

The Landcom brand logo, icon and word mark are trademark and copyright works of Landcom.

Purpose and responsibility

Use of these guidelines

Issue of these guidelines or any part thereof is for the purpose of informing recipients of graphic standards and does not constitute an authorisation to reproduce any of the logos and elements it relates to.

Any and all uses must be authorised by the Director, Corporate Marketing & Communications.

Third party intellectual property and photographic imagery

Landcom is not able to (and does not) grant the right to use any third-party intellectual property (photographic or graphic) or the right to use the image of any person past or present. Prior written consent from the image owner is required for any such use.

Your responsibility

You are responsible for, and should undertake all appropriate actions, checks and processes to ensure that content and use of any material, product or service does not infringe applicable statutes, laws or rights of Landcom and/or any third parties.

Remember the following:

Always follow the guidelines

Use the guidelines and examples provided to create your own collateral.

Guidelines can change and evolve

These guidelines are provided in good faith but may be subject to change.

Viewing the guidelines

These guidelines have been created for on-screen viewing. Colours, scale and resolution may not be represented accurately when viewed in other formats.

Approvals

All applications and uses must be submitted to the Director, Corporate Marketing & Communications for approval before release or distribution in line with Marketing approvals (page 15).

1.3

Processes

Processes and contacts

Marketing approvals

To ensure that the integrity of the Landcom brand is maintained at all times, all applications of the brand mark and all associated graphics must be submitted for prior review and approval.

Please note that approval is not only based on compliance with standards shown in these guidelines, but also with the overall tone, quality and style of the item submitted.

Design and production schedules should allow sufficient time for revisions as requested by the Director, Corporate Marketing & Communications.

Contacts

Our Corporate Marketing & Communications team offers a range of services that support Landcom's reputation. We partner with project teams and corporate areas to prepare strategies, manage corporate marketing activities and branding across online and offline channels.

For further assistance on marketing delivery and our brand refresh contact:

- Director, Corporate Marketing & Communications
- Digital Marketing Manager
- Brand & Design Manager

Approvals

Please send drafts for final approval to the Brand and Design Manager.

2.0 Brand identity

2.1

Logo lockup

Landscape logo lockup

This is our landscape lockup (LS), featuring our hero gradient droplet icon, made from a blend of our brand colours, paired with our bespoke wordmark.

We encourage using this lockup on any major public facing brand materials, to build and strengthen brand awareness.

Notes:

Use the appropriate logo orientation that best fits your design layout, ensuring there is enough clearspace between elements.



Lockup clearspace



Lockup minimum size

32px High



Portrait logo lockup

This is our portrait lockup (PT), featuring our hero gradient droplet icon. We encourage using this lockup on any major public facing brand materials, to build and strengthen brand awareness.

Notes:

Use the appropriate logo orientation that best fits your design layout, ensuring there is enough clearspace between elements.



Landcom

Lockup minimum size:

80px Wide



Landcom

Lockup clearspace



Tagline lockups

We also have alternative lockups that include our brand tagline and our NSW Government variation in landscape and portrait.

It is crucial that these variations are used at scale to ensure the tagline is clearly visible.

Notes:

You can have the taglines separate for more flexibility when scaling.

These taglines can work independently when showcased on Landcom channels.

Taglines are written in TT Neoris Regular.

The same clearspace rules apply.

Making homes happen

Minimum size: 125px wide



NSW Government tagline

Minimum size: 200px wide



50 years anniversary logo lockup

Overview

To celebrate our 50th anniversary, a special 50 years logo lockup has been created. This version of our logo is reserved for limited use to mark this milestone and should always be applied with care and consistency.

Use and approval

The 50 years lockup may only be used with prior approval from the Brand and Design Manager. This ensures the logo is applied appropriately and maintains the integrity of our brand identity.

Please submit all requests for use to the Corporate Marketing & Communications team, including details of the intended application (e.g event materials, campaign assets, merchandise, etc.).

Guidelines

All standard brand guidelines for our primary logo apply fully to this lockup, including:

- **Clear space requirements:** Maintain the same minimum clear space around the entire logo lock-up as outlined on page **18-19**.
- **Logo integrity:** Do not alter, recreate, or separate any elements of the logo lockup. Refer to page **24** for detailed guidance on logo usage.

Appropriate use

This logo is reserved for:

- corporate anniversary celebrations and communications
- approved marketing campaigns marking the 50 year milestone
- official materials produced or endorsed by Corporate Marketing & Communications.

With tagline



Without tagline



Logo Co-branding

Occasionally, the Landcom logo needs to be locked-up with other logos such as those of other businesses, projects and partners. The following rules will help you place these logos together correctly.

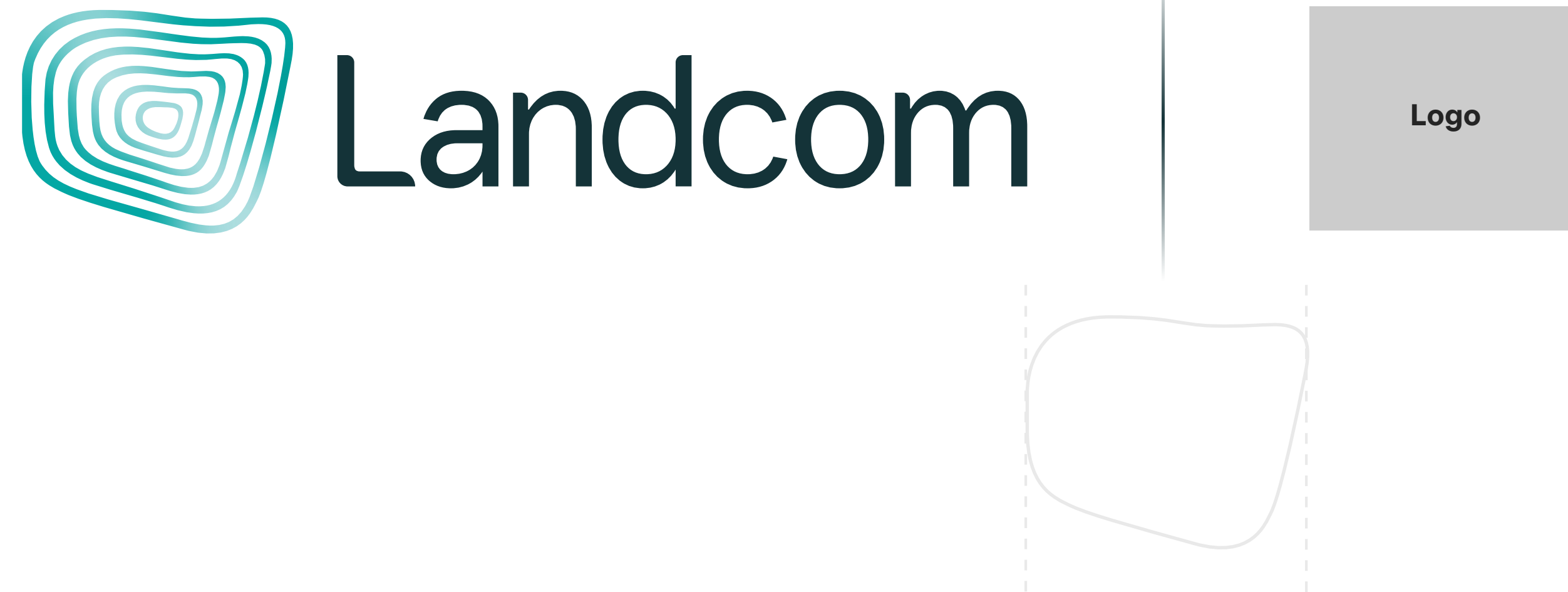
In general, the Landcom logo should always appear on the left of the lockup. Accompanying logos should always align with the top and base of the icon. At no time should accompanying logos be larger than the Landcom logo.

All logos should be divided with a keyline. The space between the logos is the width of the icon.

Notes:

The maximum number of logos to co-brand with Landcom is 3.

Co-branding with one other logo



Co-branding with two other logos



Lockup colourways

We have a selection of logomark colourways, these variations are also applicable to our vertical lockup.

1. Hero gradient with dark wordmark placed on Clarity or White.
2. Hero gradient with light wordmark placed on Coastline.
3. Seafoam shade with light wordmark placed on Balance or when the gradient lockup isn't an option.
4. Seafoam shade with Dark wordmark used when gradient is lacking legibility.
5. Mono Midnight Black placed on our Light secondary palette shades.
6. Mono Fresh White placed on our Dark secondary palette shades.

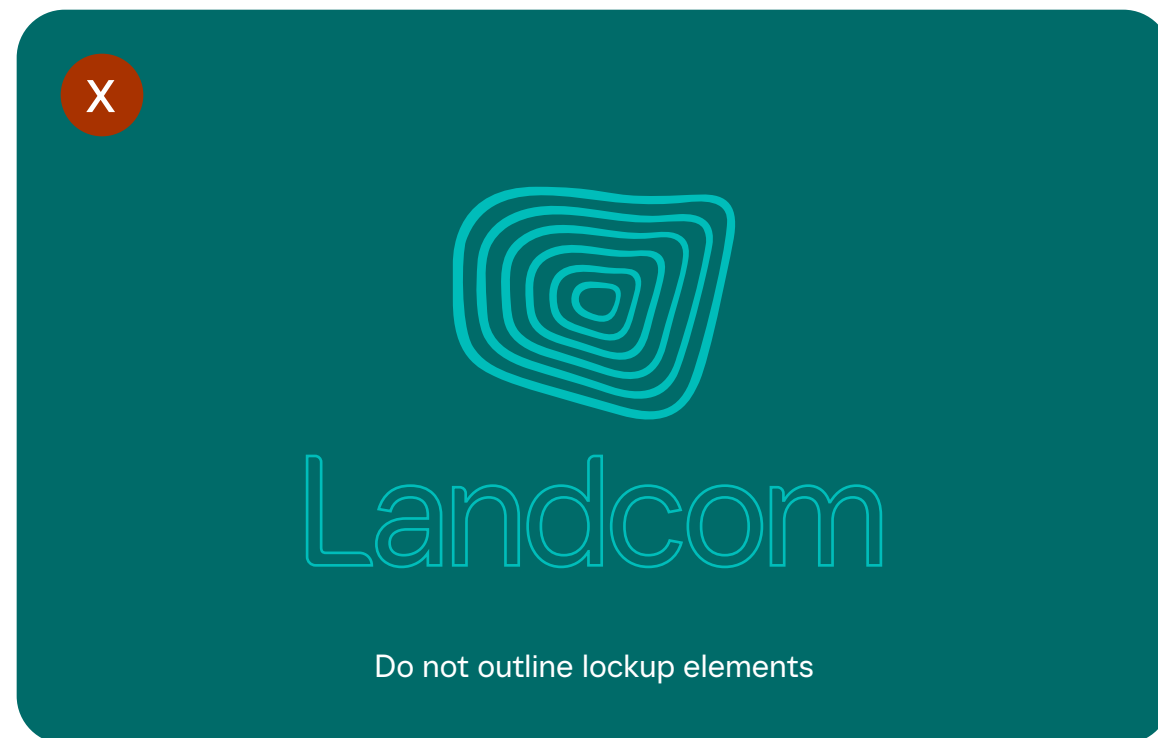
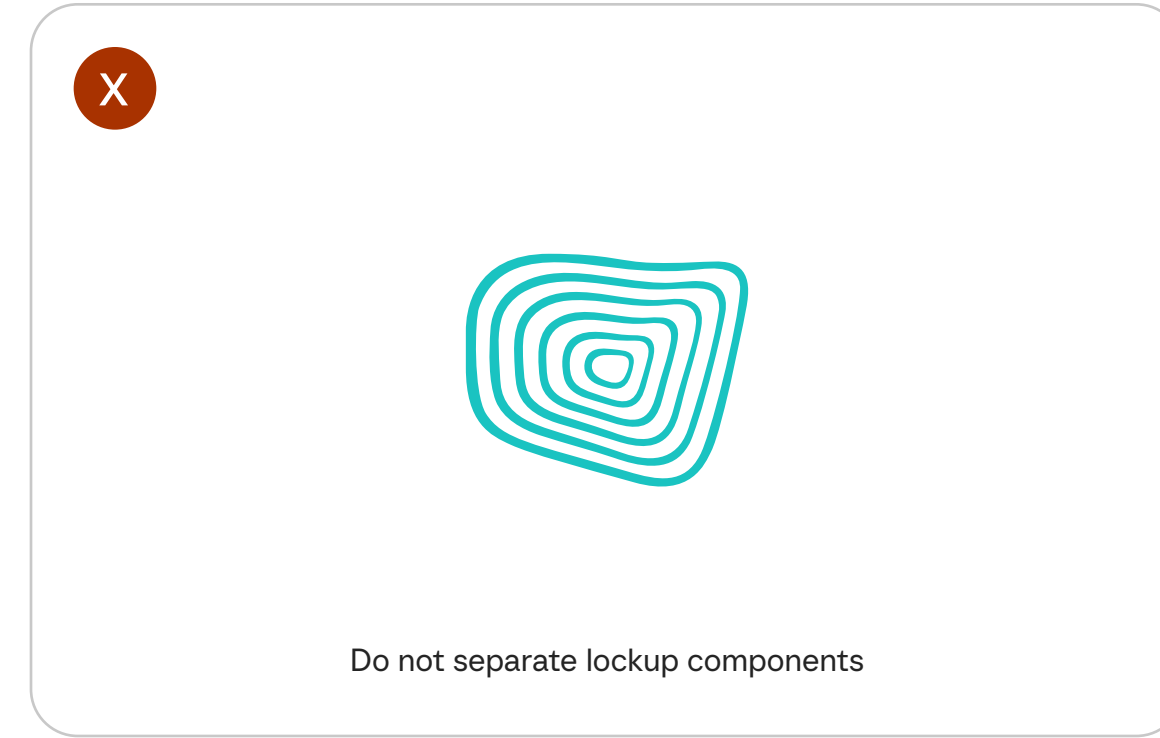


Lockup use rules

Here are some examples of how not to use our logo lockup.

Notes:

Always prioritise legibility of our logo. If required, you can adjust an image to improve visual clarity.



2.2

Brand colours

Colour rationale

Core colour: Seafoam (Teal shades)

The refreshed Landcom identity launches with a strong focus on the Seafoam palette to establish immediate recognition and consistency across all touchpoints. Seafoam acts as the brand's visual anchor, creating an identity that feels unmistakably Landcom. It embodies the brand's sense of optimism, inclusivity and trust, providing a calm yet confident foundation for all communications.

Secondary colour palette

Rather than assigning colours to specific business divisions or pillars, the secondary palette is designed to serve a functional role, bringing clarity, hierarchy and warmth to the visual system. Each hue has been carefully selected to complement the Seafoam family and extend the brand's expressiveness without diluting its recognisability.

Application and rollout

To ensure strong recognition during launch, Seafoam should remain the dominant colour across all external and high-visibility assets.

As the brand becomes more established, secondary colours may be progressively introduced across longer-form and storytelling applications, such as reports, presentations, social content and campaign materials. Used thoughtfully, these supporting tones bring warmth, variety and distinction while maintaining Seafoam as the unifying brand element.

Secondary colours should always be applied subtly and purposefully through accent details, icons, data highlights, infographics or section identifiers. Secondary colours are used to enhance, not compete with the core palette.

Contextual use

Landcom environments (owned channels):

Within Landcom-owned spaces such as the website, social channels or community touchpoints, the secondary palette can be used more prominently to create a dynamic and expressive identity.

External environments (shared or competitive spaces):

In contexts such as printed materials, paid media, or corporate events where Landcom appears alongside other brands, Seafoam must always take precedence. Secondary colours may be used sparingly to support or highlight content.

Evolution

Through considered use, the colour system will evolve naturally, from early recognition of Seafoam as the Landcom signature, to a more expressive and adaptable identity over time.

Used with restraint and intent, this approach ensures the Landcom colour palette remains both instantly identifiable and refreshingly adaptable as the brand matures.

Primary brand palette

Our new brand colour palette is structured on a '4 shade colour system' which is divided into core and accent tones.

Core - These colours are what you build on

Accent - These colours highlight and emphasise

Each colour pairing has been carefully selected to achieve harmonious contrast and meet accessibility standards, supporting inclusive design.

Using the system in reverse can also reinforce brand recognition and ensure our colour language remains consistent across applications.

Notes:

Light shades must be paired together to ensure optimal contrast for accessibility reasons. This is also applicable to the dark shades in our palettes.

Midnight Black is used for body copy.

Clarity (Light core)

CMYK	14 / 00 / 04 / 00
RGB	216 / 246 / 245
PMS	317 C
HEX	#D8F6F5

Fresh White (Core base)

CMYK	00 / 00 / 00 / 00
RGB	255 / 255 / 255
PMS	White
HEX	#FFFFFF

Coastline (Dark core)

CMYK	88 / 63 / 60 / 58
RGB	20 / 51 / 56
PMS	546 C
HEX	#143338

Balance (Light accent)

CMYK	89 / 39 / 56 / 20
RGB	00 / 107 / 105
PMS	322 C
HEX	#006B69

Midnight Black

CMYK	71 / 65 / 65 / 71
RGB	36 / 36 / 36
PMS	426 C
HEX	#242424

Seafoam (Dark accent)

CMYK	72 / 00 / 32 / 00
RGB	00 / 189 / 186
PMS	326 C
HEX	#00BDBA

Palette in typography

It is crucial when using our brand colours in our typography that we are allowing for optimal legibility, by using the correct core and contrasting accent colours.

Our headline size and weight also play a role in contrast and accessibility.

Notes:

Light core and light accent must be paired together to ensure optimal contrast. This is also applicable to the dark core and dark accent shades in each colour group.

These colour combinations are crucial when creating typography. When you're creating layout graphics and backgrounds, you can explore more combinations within the same colour group.

Light Shades

Headline uses
Coastline and
Balance shades

This headline uses
Fresh White and
Clarity shades

Dark shades

This headline
uses Clarity and
Seafoam shades

This headline uses
Coastline and
Fresh White

Secondary palette

We have also developed a secondary palette that follows the same core system, but adopts new and fresh colours that work together.

These colours will be used to breathe new life into our brand and existing business channels.

Note:

CMYK values will appear different than the RGB due to the nature of the colour channels.

Harmony (Light green)	
CMYK	17 / 00 / 39 / 00
RGB	212 / 255 / 156
PMS	372 C
HEX	#D4FF9C
Growth (Light accent)	
CMYK	90 / 38 / 82 / 35
RGB	05 / 92 / 64
PMS	342 C
HEX	#055C40
Bushland (Dark green)	
CMYK	78 / 54 / 78 / 67
RGB	26 / 46 / 31
PMS	5535 C
HEX	#1A2E1F
Gum Tree (Dark accent)	
CMYK	71 / 00 / 88 / 00
RGB	75 / 184 / 91
PMS	347 C
HEX	#4BB85B

Inclusivity (Light purple)	
CMYK	12 / 14 / 00 / 00
RGB	222 / 219 / 255
PMS	2706 C
HEX	#DEDBFF
Creativity (Light accent)	
CMYK	64 / 79 / 00 / 00
RGB	115 / 82 / 163
PMS	7672 C
HEX	#7352A3
Salvation Jane (Dark purple)	
CMYK	73 / 80 / 51 / 60
RGB	48 / 33 / 51
PMS	2627 C
HEX	#302133
Jacaranda (Dark accent)	
CMYK	31 / 53 / 00 / 05
RGB	166 / 115 / 242
PMS	2655 C
HEX	#A673F2

Optimism (Light yellow)	
CMYK	00 / 00 / 38 / 00
RGB	255 / 255 / 156
PMS	7401 C
HEX	#FFFF9C
Pride (Light accent)	
CMYK	38 / 51 / 100 / 19
RGB	142 / 109 / 42
PMS	457 C
HEX	#8E6D2A
Ochre (Dark yellow)	
CMYK	51 / 61 / 96 / 52
RGB	79 / 61 / 26
PMS	4485 C
HEX	#4F3D1A
Sand (Dark accent)	
CMYK	00 / 19 / 96 / 00
RGB	255 / 204 / 26
PMS	116 C
HEX	#FFCC1A

Ambition (Light Orange)	
CMYK	00 / 23 / 36 / 00
RGB	255 / 201 / 161
PMS	162 C
HEX	#FFC9A1
Confidence (Light accent)	
CMYK	23 / 91 / 100 / 18
RGB	168 / 50 / 00
PMS	7597 C
HEX	#A83200
Red Earth (Dark orange)	
CMYK	43 / 78 / 80 / 65
RGB	74 / 33 / 23
PMS	483 C
HEX	#4A2117
Coral (Dark accent)	
CMYK	00 / 75 / 85 / 00
RGB	255 / 103 / 37
PMS	164 C
HEX	#FF6725

Palette typography

Here is how these colour groups work together to offer more creative flexibility when designing.

Note:

Light core and light accent must be paired together to ensure optimal contrast for accessibility. This is also applicable to the dark core and dark accent shades in each colour group.

Light shades

This headline uses
Bushland and
Growth shades

This headline uses
Fresh White and
Harmony shades

Dark shades

This headline
uses Harmony and
Gum Tree shades

This headline uses
Bushland and
Fresh White

Palette typography

Here is how these colour groups work together to offer more creative flexibility when designing.

Notes:

Light core and light accent must be paired together to ensure optimal contrast for accessibility. This is also applicable to the dark core and dark accent shades in each colour group.

Light shades

This headline uses Ochre and Pride shades

This headline uses Fresh White and Optimism shades

Dark shades

This headline uses Optimism and Sand shades

This headline uses Ochre and Fresh White

2.3

Gradients

Brand gradients

Our brand gradients are used to create a feeling of movement and growth. We are able to use radial and linear gradients to create a sense of direction and flow through our layouts.

You can experiment with different shades within each colour group, paying attention to the primary (dominant) colour in your gradient and selecting a text colour that is appropriate for typography accessibility.

Notes:

You can edit the gradient choke within the gradient settings, this can be used to adjust the intensity of the gradient.

Linear gradient

This should be created at 90 degree angles, do not create linear gradients at 45 degrees. In that case you can use a radial gradient.

Radial gradient

Fresh White
on Clarity

Linear gradient

Seafoam
on Coastline

Gradient application

Our gradients are used to create subtle transitions in colour in our design system. It is important to be aware of the 'Hero' (dominant) colour in your gradient and ensure you're using the correct contrast colour to allow for clear legibility.

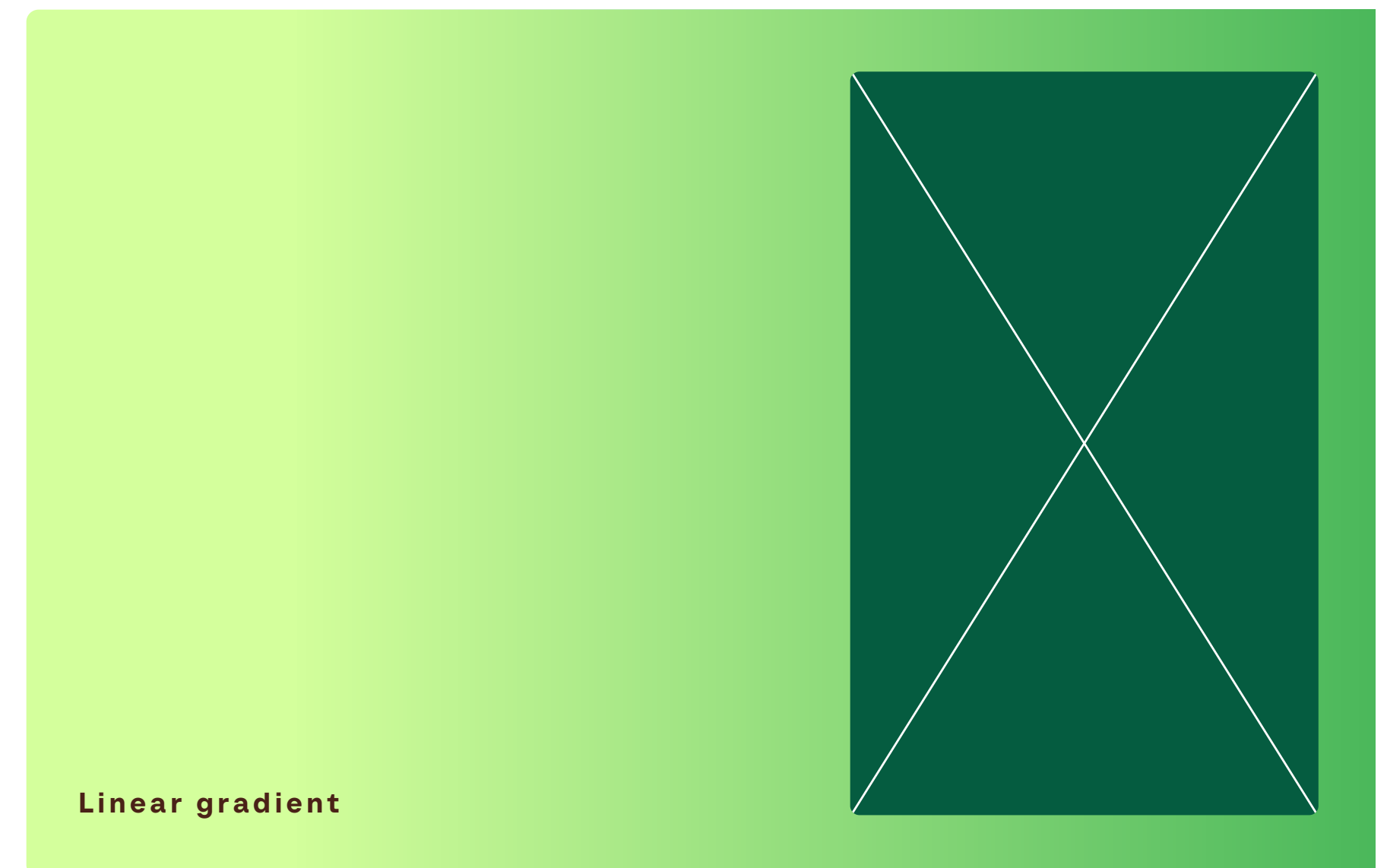
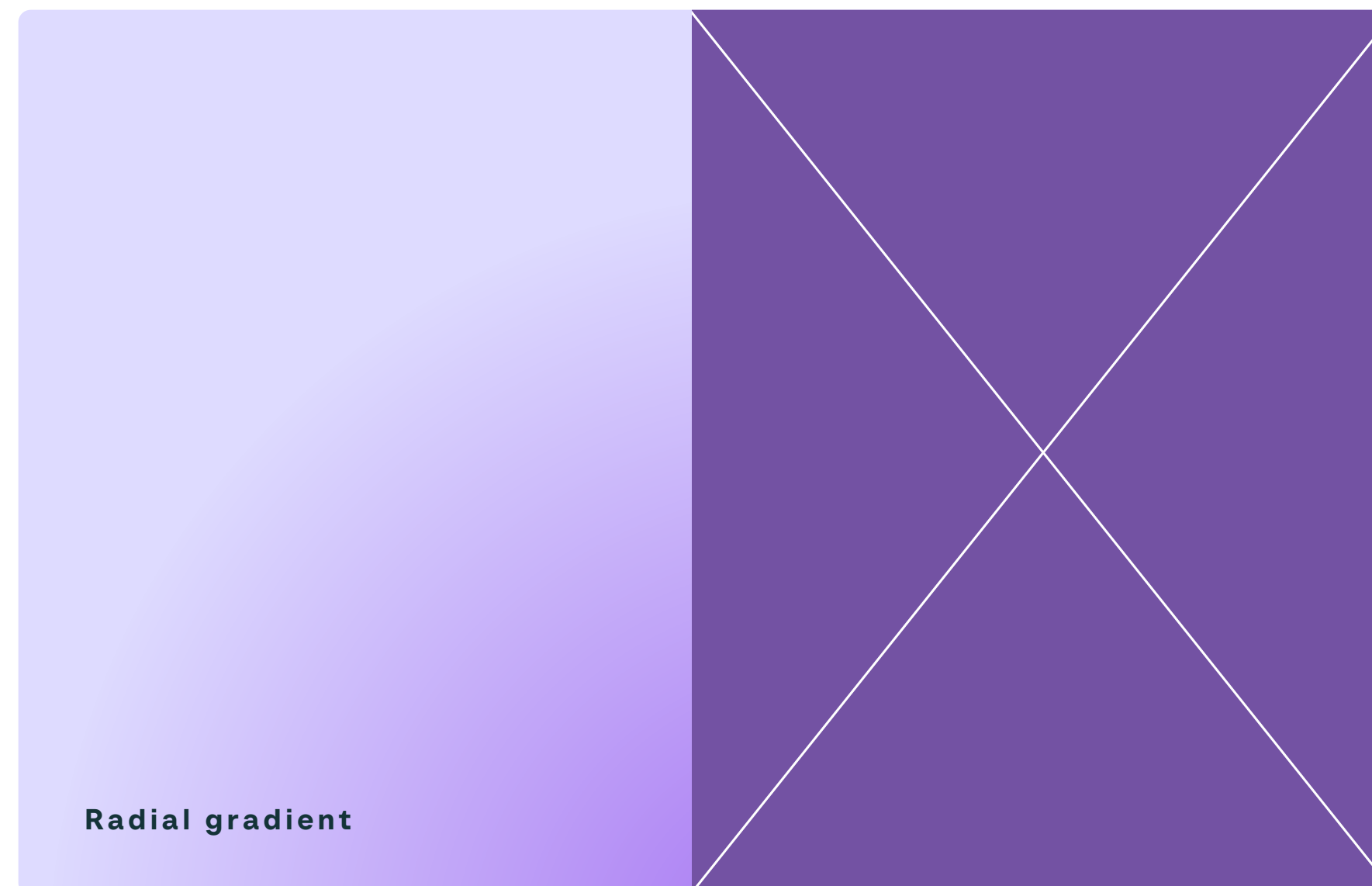
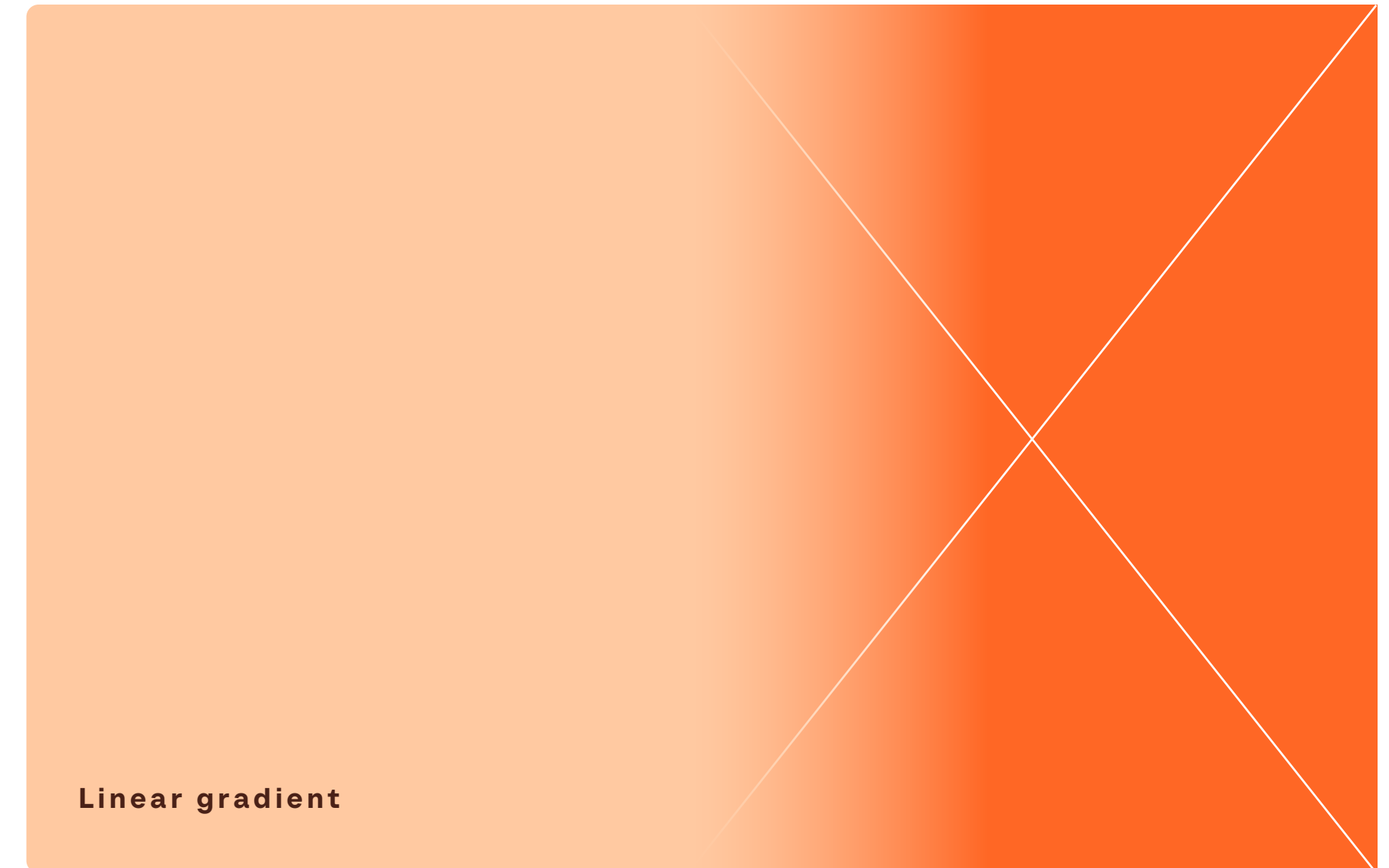
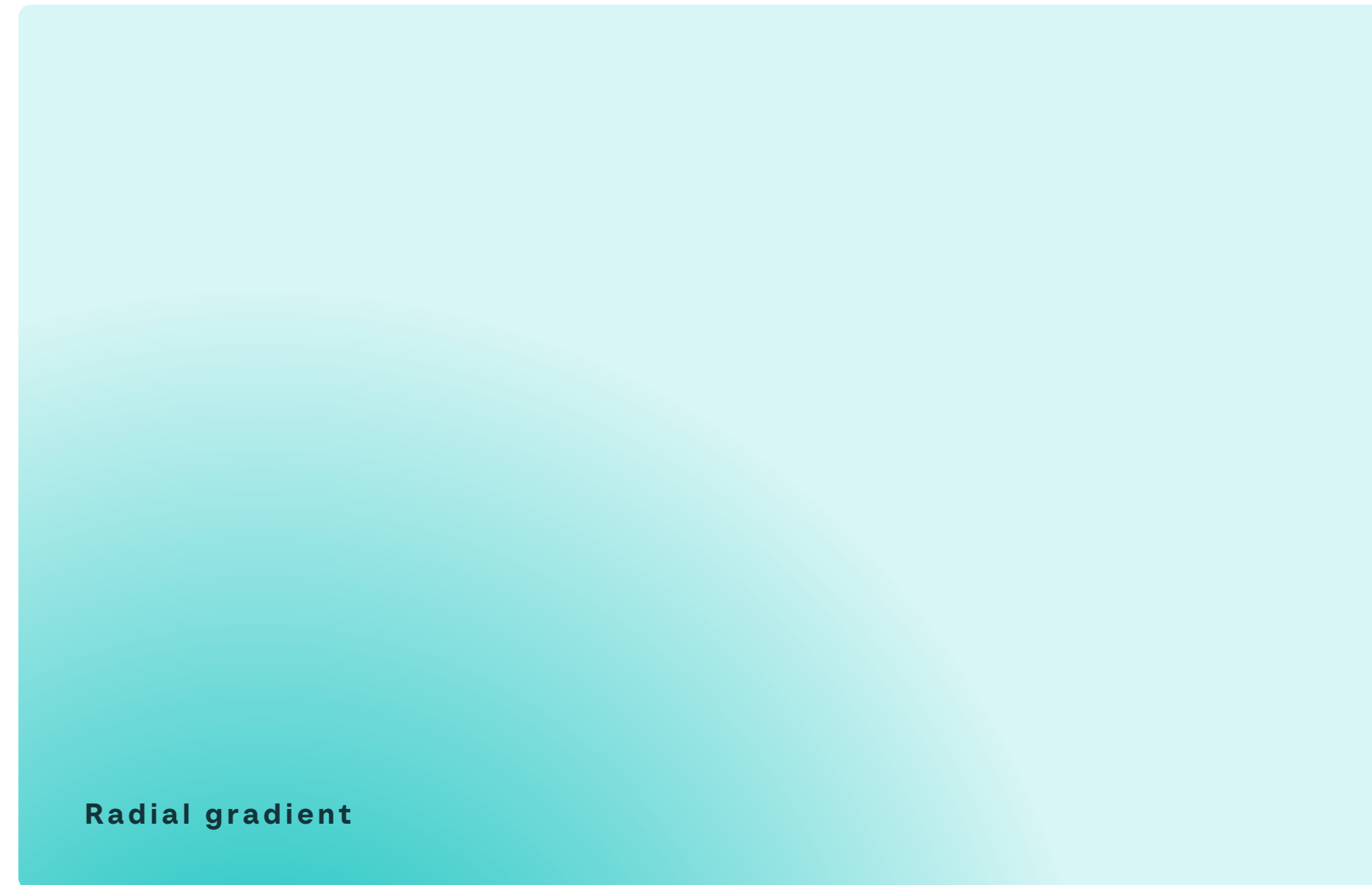
Gradients can be positioned outside of the artboard and seep into the layout, adding subtle shifts in colour, that can help draw attention across your design.

Gradients should be subtle but noticeable, not loud, overcrowding or distracting.

Notes:

Gradients can also be applied to the brand droplet shape.

Use gradients sparingly, typically **one per layout** to ensure they aren't crowding the layout.



2.4 Typography

Brand typeface

Our brand typeface is TT Neoris and comes in a range of weights to offer flexible design and clear, distinguishable hierarchy.

Extra Light

Use for headlines. This font needs to be large to ensure clear legibility.

Light

This can also be used for headlines if you can't meet the minimum type size.

Regular

This is our body and fine print font.

Medium

Used to emphasise or if Demi is too heavy.

Demi Bold

This is used for pre headers.

Italics

Choose an italic weight that is legible at your chosen font size and cohesive with the surrounding typography and page layout.

TT Neoris

Extra Light

Light

Regular

Medium

Demi Bold

Italics

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Vv Ww Xx Yy Zz

!@#\$%^&*()

0123456789

Brand typography

Our typography system uses a selection of weights to create hierarchy when building layouts. It is important to prioritise legibility by ensuring the correct level of contrast.

Notes:

If you want to add emphasis to headlines you can increase the weight class by one to bolden the word or phrase you want to emphasise.

Italics:

Chose an italic weight that is legibile at your chosen font size and cohesive with the surrounding typography and page layout.

Pre header	Sentence case
Weight	Demi Bold
Minimum Size	12pt
Kerning	Optical
Tracking	150
Leading	Mono line type

Pre header

Headings	Sentence case
Weight	Extra Light
Minimum Size	28pt
Kerning	Optical
Tracking	0
Leading	110%

This is our primary heading typography

Sub headings	Sentence case
Weight	Regular
Minimum Size	16pt
Kerning	Optical
Tracking	20
Leading	130%

We act with heart, collaborating to create homes and communities within reach of more people.

“You can use italics to emphasise quotes.”

Body copy	Sentence case
Weight	Regular
Minimum Size	9pt
Kerning	Optical
Tracking	20
Leading	150%

We build for every kind of family and every kind of life, not just the privileged/lucky few. We step in where others stall, filling the gaps, removing roadblocks, and levelling the playing field. Fast-tracking all kinds of housing where it’s needed most. Because homes should be within reach of everyone, and we’re here to make sure they are.

Fine print	Sentence case
Same as body copy	
Minimum Size	6pt

This is for the fine print. Imus volorro quam, to Hillectia dolupta erum facera iur, totatisimet am que velestet fuga Nequasim. Aliqui blam di nullani enimenis audani tet adita que et volorias nonet dignientust, que corehent laccatu

Alternative websafe font

If there is an instance where you're unable to use our brand font TT Neoris you can use Arial as a back up, as it is universally accessible across devices.

Arial

Regular

Aa Bb Cc Dd Ee Ff Gg Hh

Bold

Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Vv Ww Xx Yy Zz

!@#\$%^&*() 0123456789

2.5

Brand imagery

People photography

All Australians

At Landcom we take pride in being able to bring opportunities to people who need it.

Our brand images should portray the life and community that we build, without feeling corporate and disconnected.

Our talent should show the diverse audience we are able to help. Lighting should be warm and natural, with candid expressions.



Community photography

Friends and families

We create homes and communities for everyone and we believe everyone deserves an opportunity.

Showing moments of joy, support and growth among the people in our communities.

Friendly, organic and diverse.



Property photography

New beginnings

Our developments breathe new life into new and existing neighbourhoods, bringing quality and excitement across NSW.

We want to showcase the development, scale and quality of our work.

Creative, impressive and exciting.



Event photography

Events and occasions

Landcom creates opportunities for communities to build, learn and grow together. It's important to showcase the strength this positivity has on our people and surrounding community.

Warm, fun and welcoming.



Image deep etching

To add another layer of depth to your design we also encourage creating a deep etched asset that can extrude from its image frame.

Approximately 10-20% of the image can leave the bounds of the image frame.

We don't want the image to feel unbalanced and out of place, as this approach should compliment the structure of the layout.

Notes:

This example is constructed of:

Fresh white on Clarity radial gradient

Seafoam droplet accent

Droplet image

Droplet deep etched image



 Landcom

Making homes happen

2.6

Graphic assets

Landcom droplet

Our refreshed brand icon follows the silhouette of New South Wales. The icon has been reworked to introduce smooth waterlike movement.

With this shape, you're able to rotate and scale to create bounding boxes for images and text, when building layouts.

We encourage scaling and rotating the shape to create broad, sweeping lines to design into.

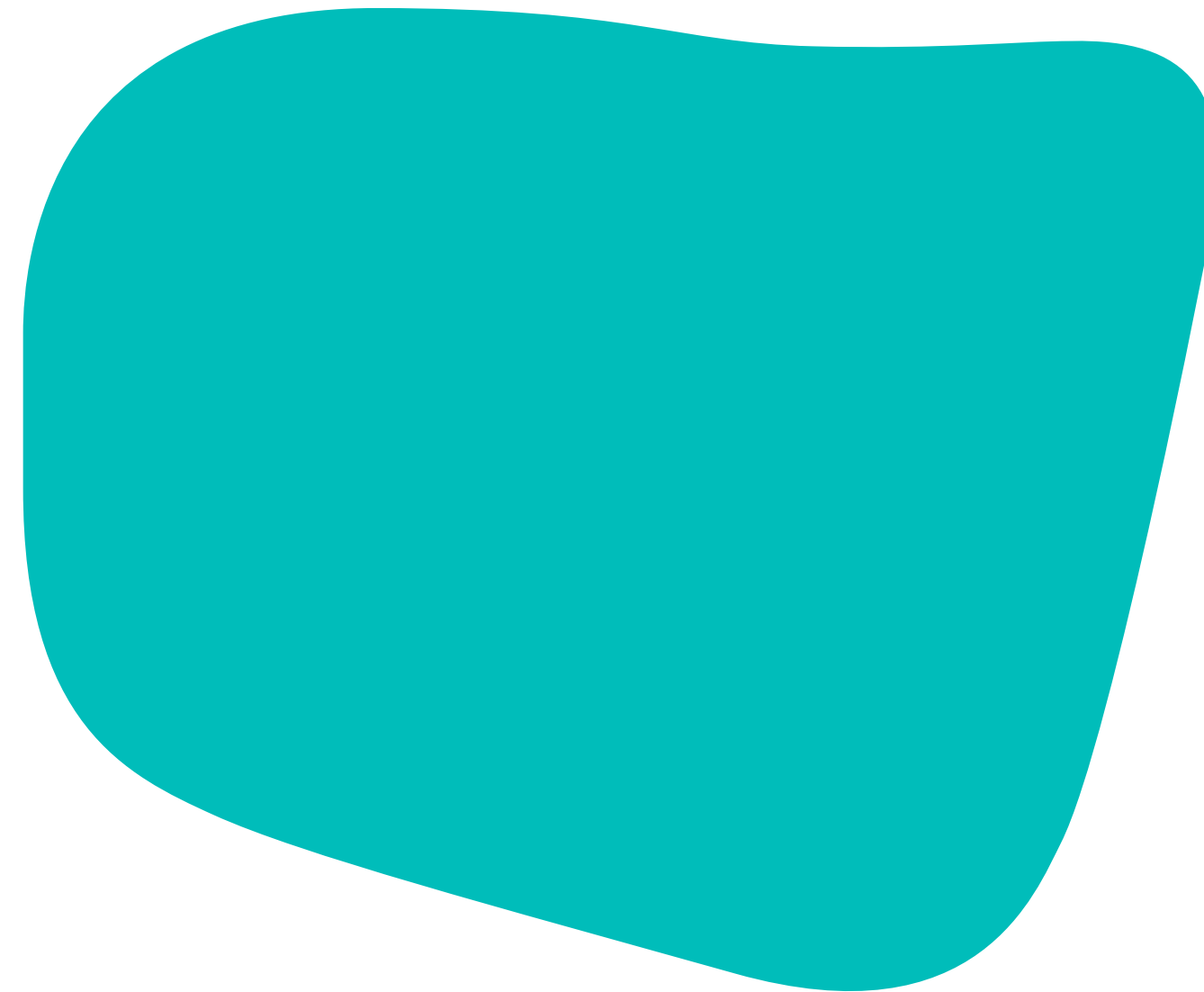
Notes:

Do not flip or reflect the icon.

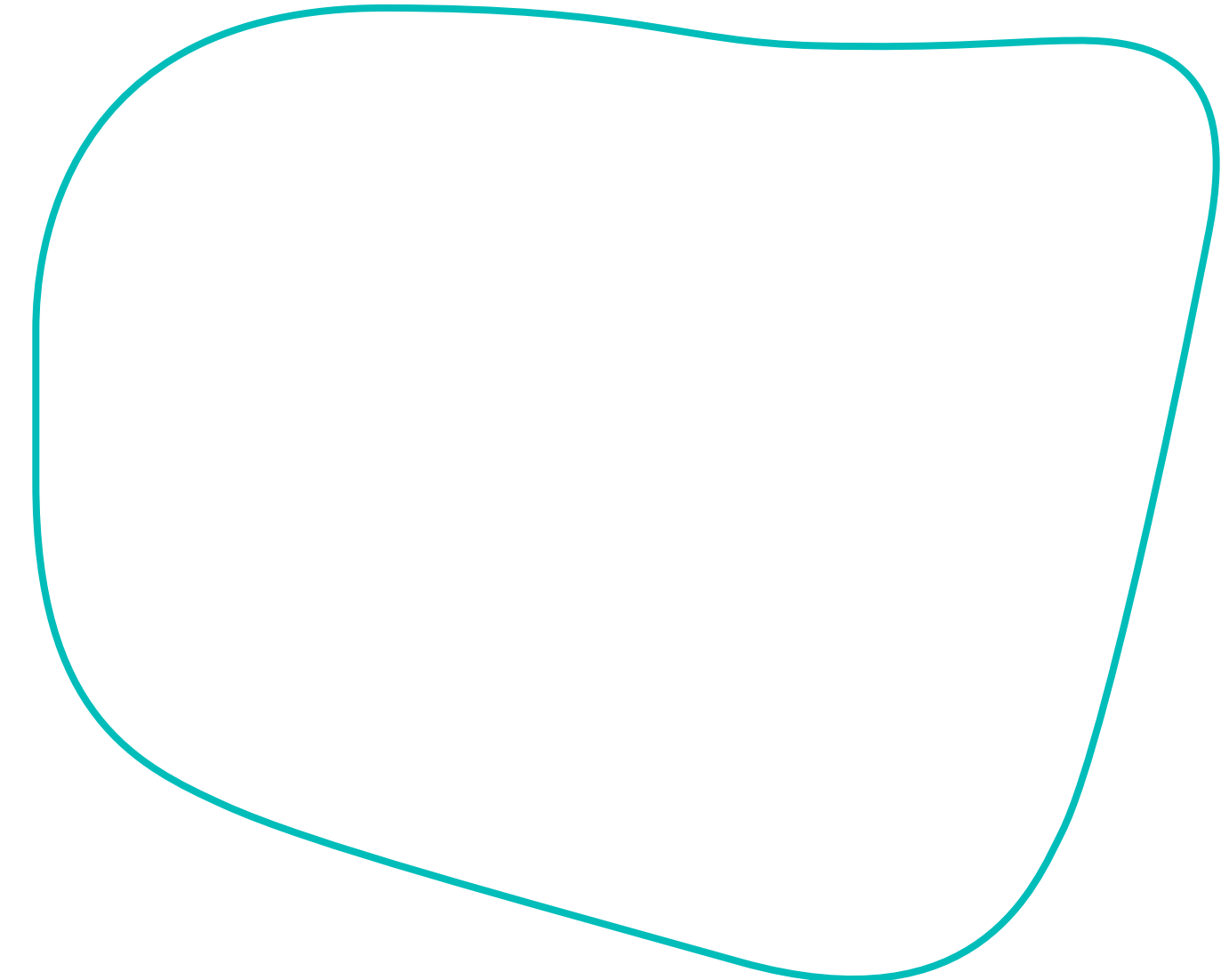
Use scale and rotation to create and thread unique shapes into your layout.

You can experiment using gradients within or surrounding the use of the shape. To create within the shape, use a live shape from the graphic assets files to freely change colours, create gradients or add live stroke outlines.

Droplet colour fill



Droplet outline stroke



Droplet shape (fill)

Our brand icon can be used to create unique shapes that can help structure your layout.

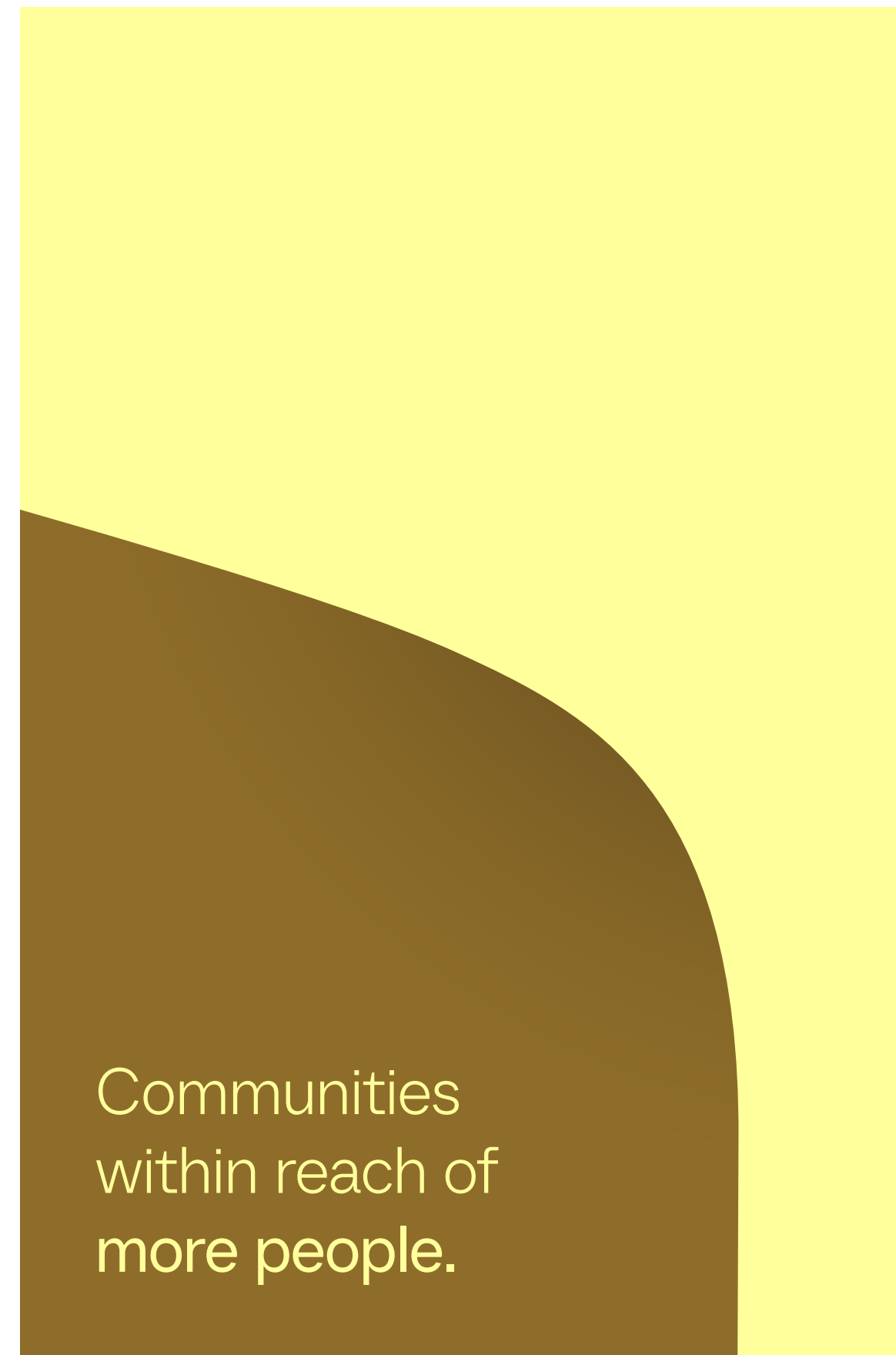
We recommend using a **maximum of 2 shapes** per layout, to reduce the risk of overcomplicating your design. Always consider your content when creating formations, ensure you have enough breathing room between elements.

Notes:

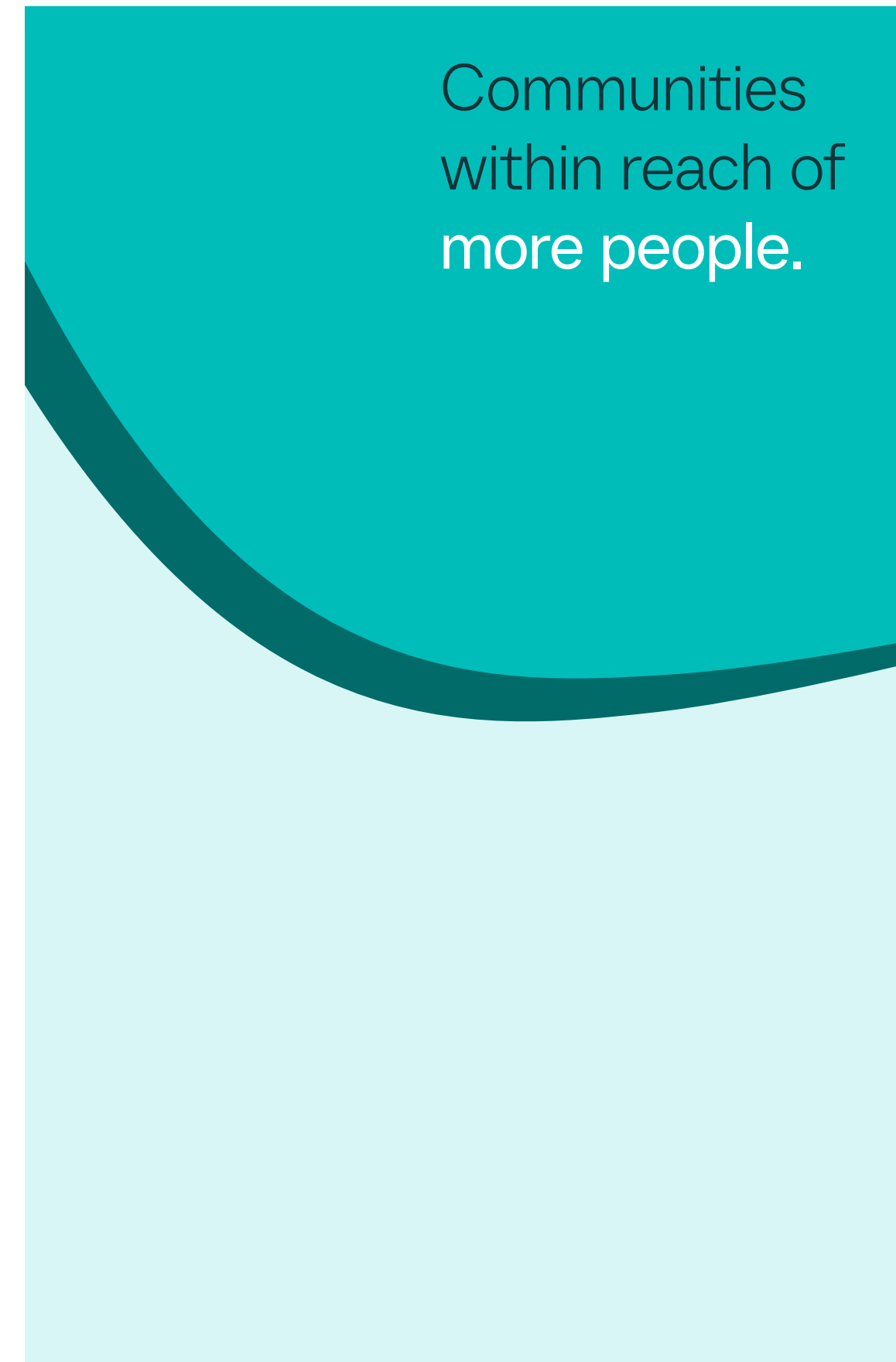
You have freedom when scaling this shape so ensure you're creating smooth sweeping lines to create strong form and structure.

When layering the shape, you can create accent space that creates separation. Ensure the shape edges are not touching and allow enough room to create a nice flow.

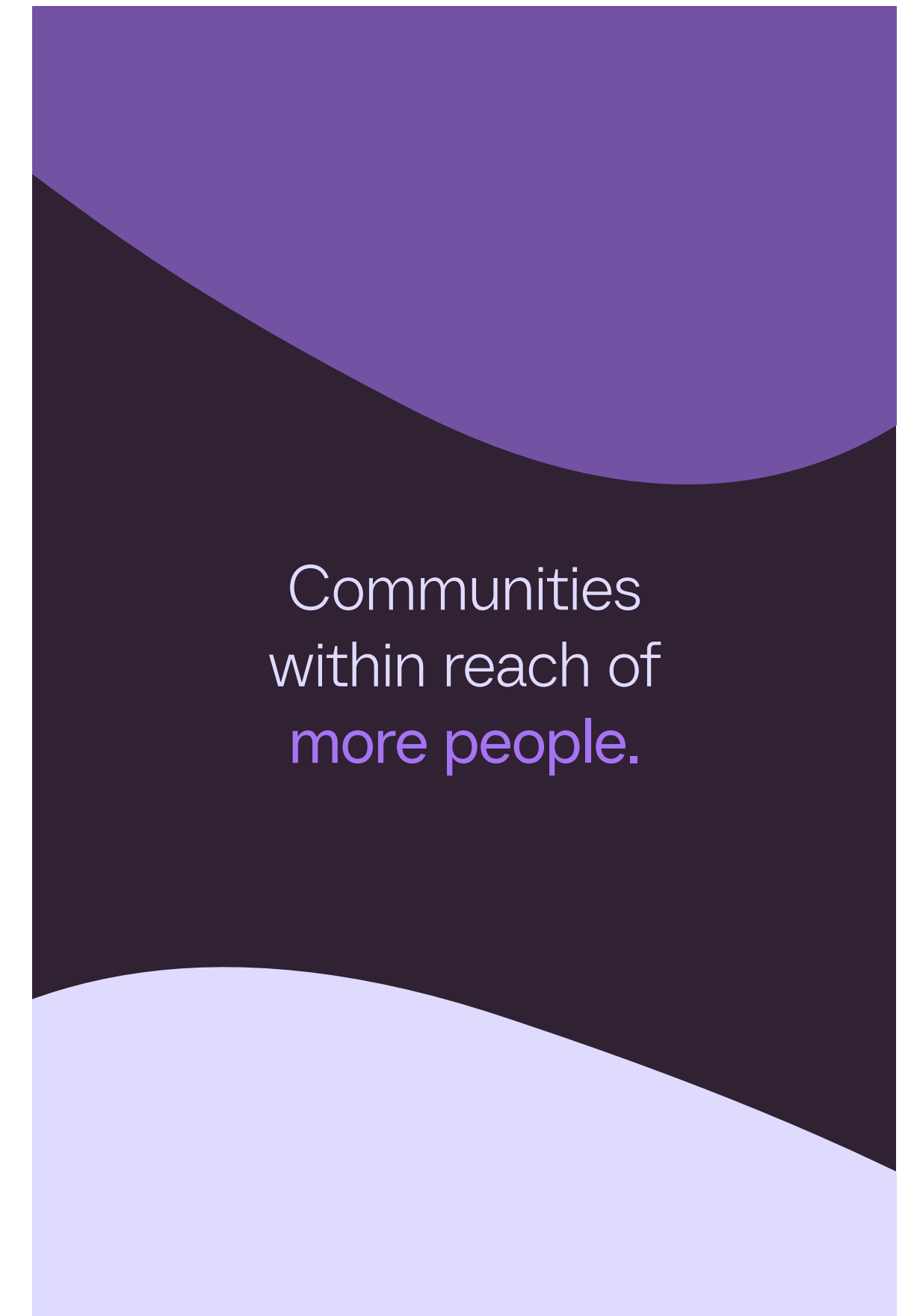
Separating the shapes can create spacious layouts for copy and images.



Single shape



Double shape layered



Double shape separated

Droplet shape (stroke)

In addition to using our shape with a fill colour, you can also explore using an outline stroke, that can create another layer to your design.

We encourage you to be creative with these shapes by combining the use of images, colour and outline strokes.

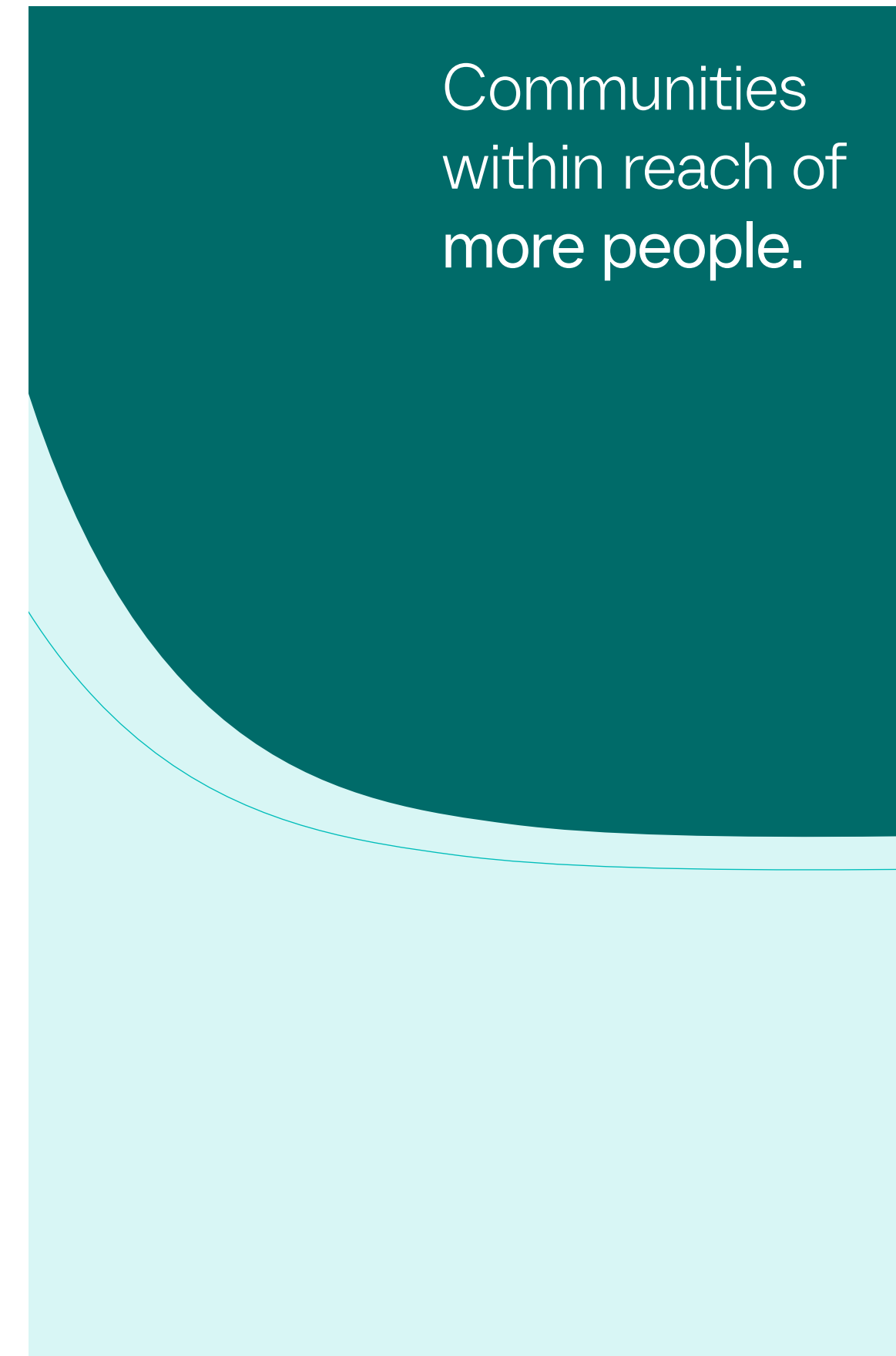
Ensure your layouts don't feel congested and overcomplicated, always priorities clear hierarchy and ample clearspace.

Note:

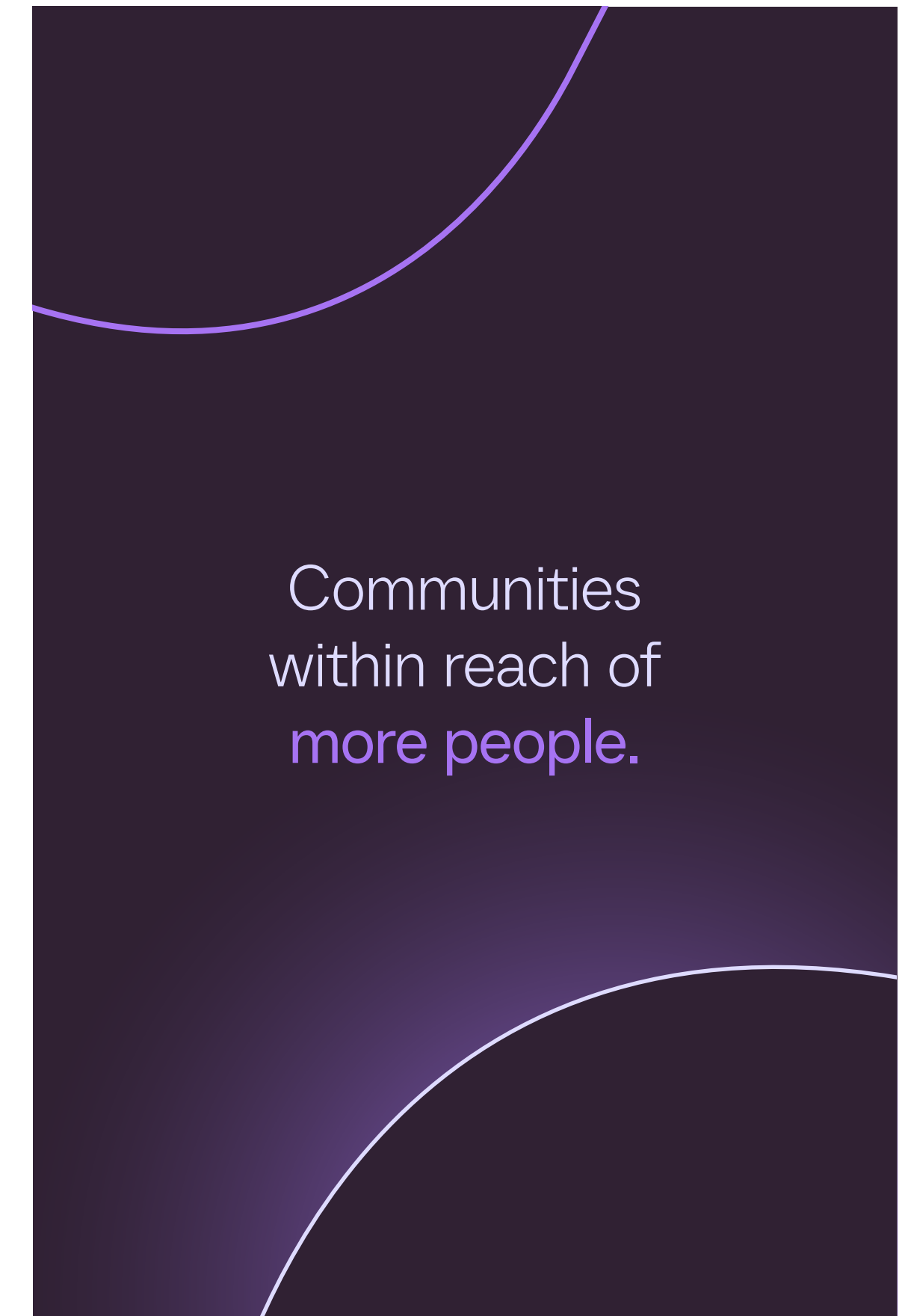
The outline stroke thickness should roughly match the thickness of your headline font.



Single shape



Shape fill and shape outline



Double shape outline separated

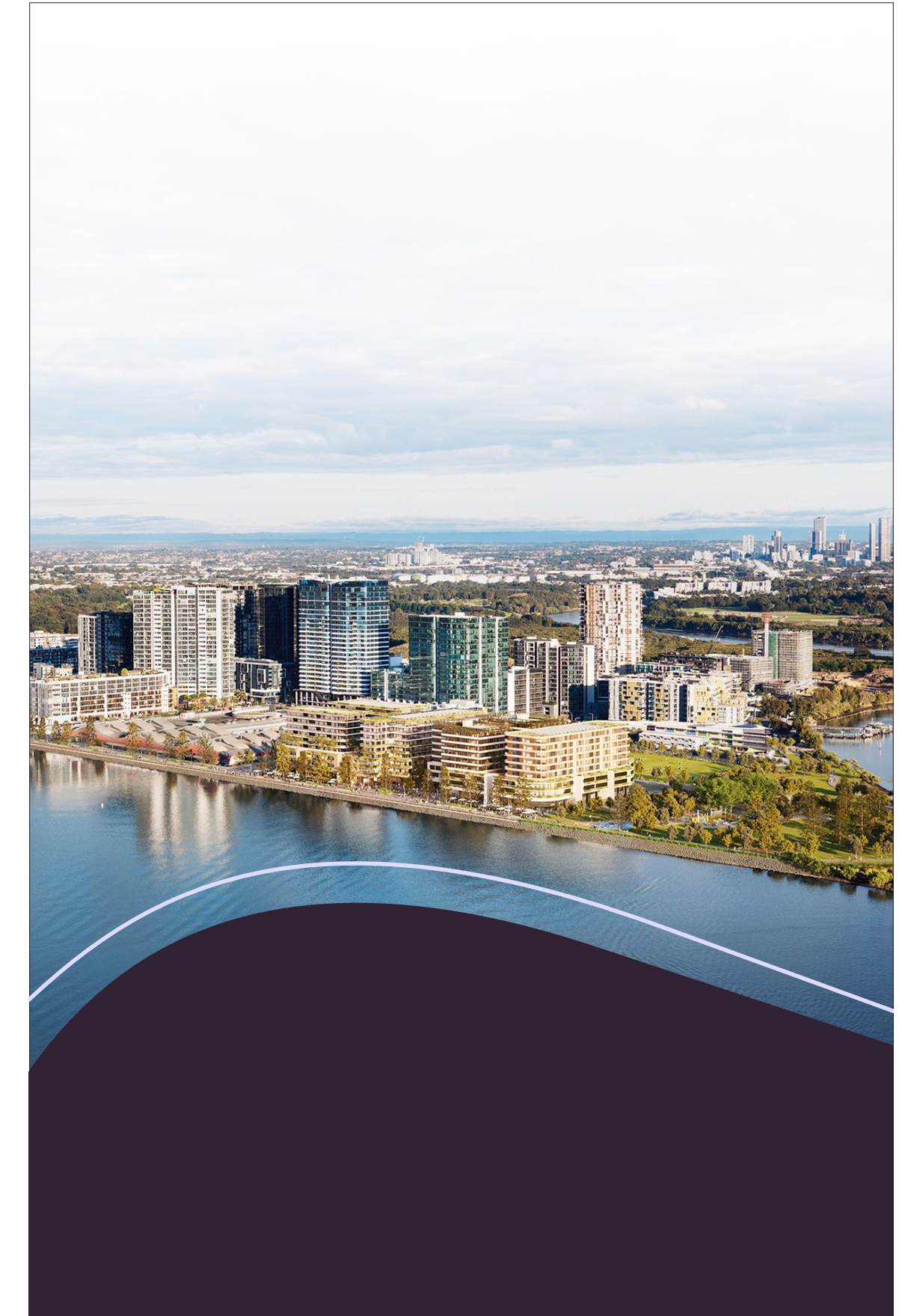
Droplet image frame

Lastly, you can also use the brand shape to house brand imagery. It is important to use the space you have created effectively, by scaling the image to fill proportionately in the space.

You can also experiment by deep etching the image subject to add more depth to your design.

With that said, don't overcomplicate your layout, prioritise legibility and clear hierarchy.

When using the droplet shape (including inverted or negative space applications), images can bleed off the page as needed to maintain strong, balanced composition.



Framing and corners

When creating image frames, we like to keep things clean and consistent.

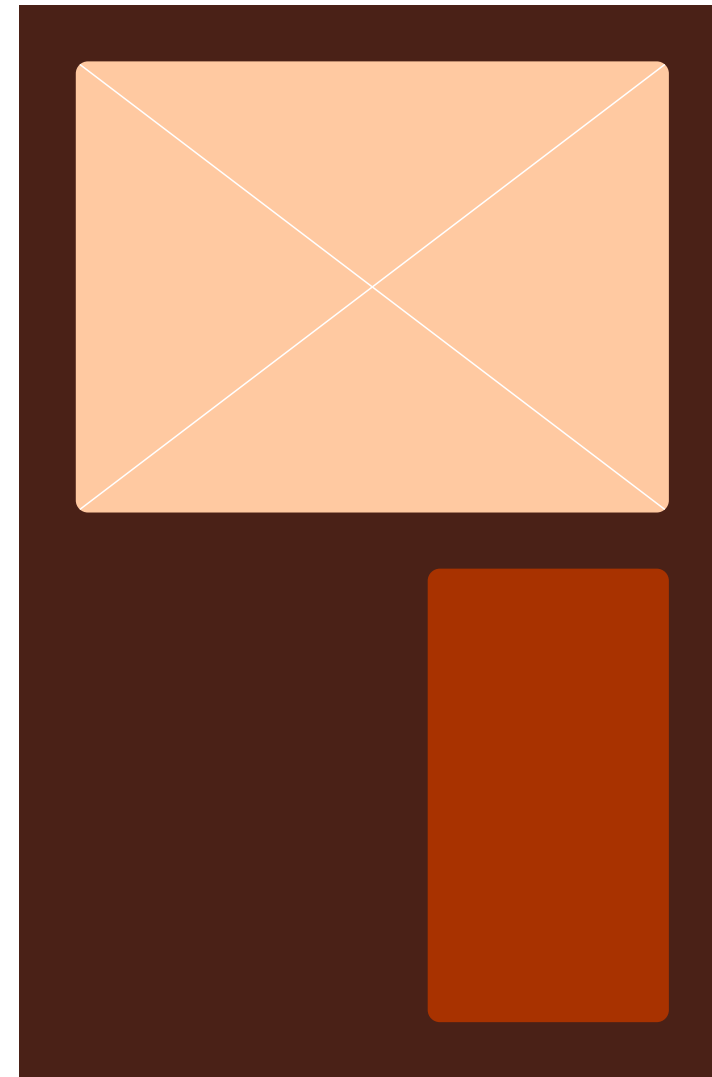
When an image sits independently on a page, we use rounded corners to soften the layout. Similarly, if you create a call-out box we continue the rounded corners, making sure the rounded values match for a seamless look.

For standard image frames (not using the droplet shape), full-bleed images should extend off a minimum of three edges of the page.

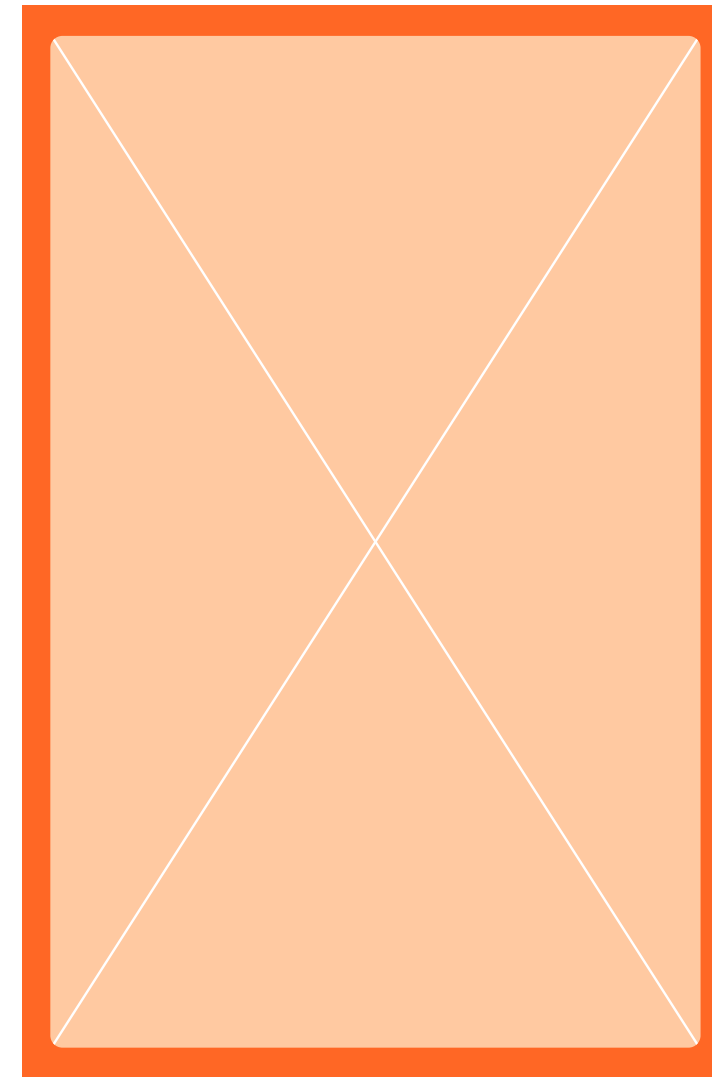
Rounded corners

Are created using half of your document column gutter value.

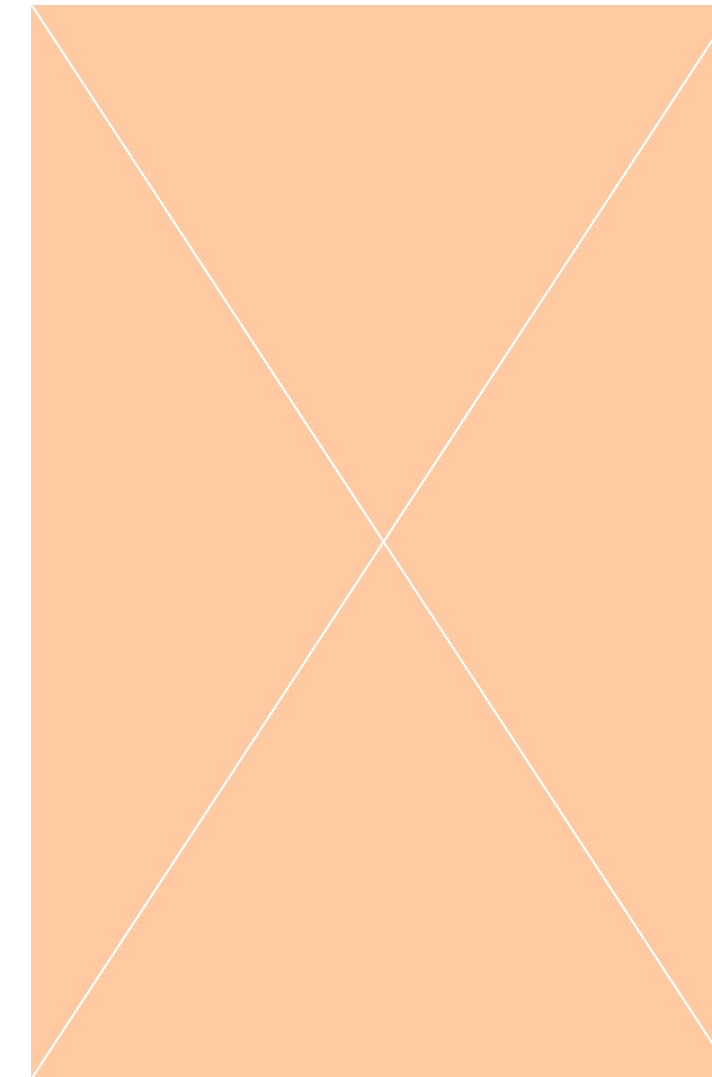
E.g 32px column gutter = 16px rounded corner



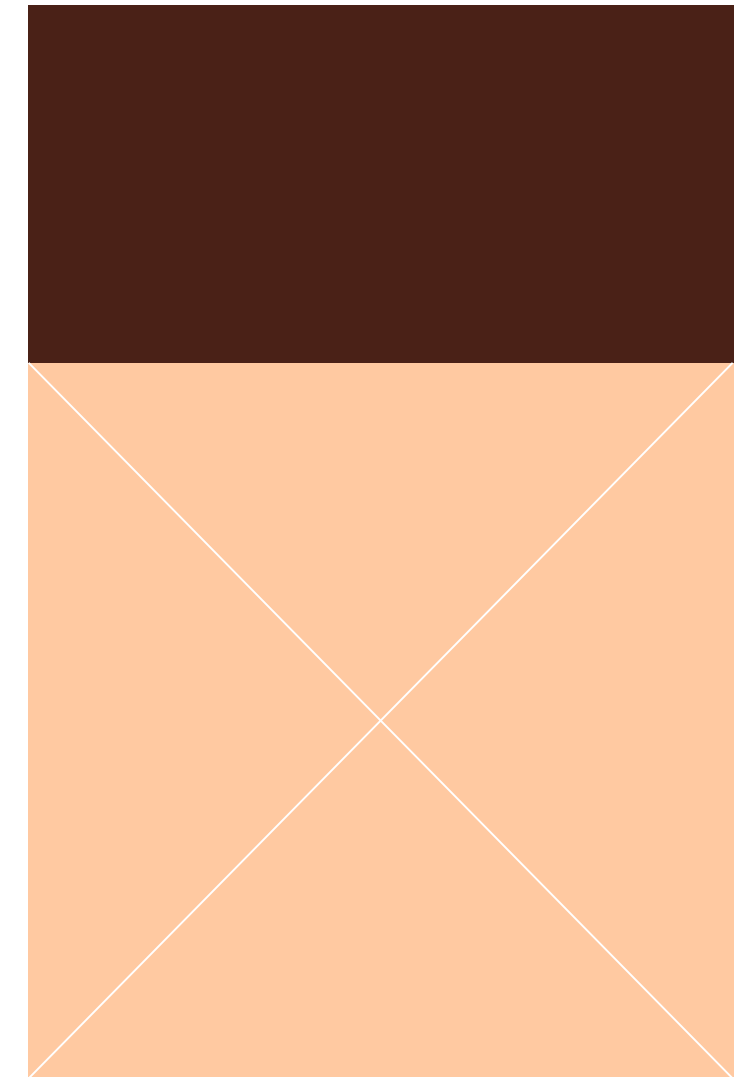
Rounded image and rounded call-out box



Full page rounded image



Full bleed image



Vertical 3 edge bleed image

Brand icons, buttons and call to action

Icons

With our new broad colour palettes we have a lot of opportunity and flexibility when using our icons.

We encourage using bold, contrasting colours to ensure icons/markers are clearly visible on maps and legends.

Buttons/call to action (CTA)

Our buttons and CTAs are holstered in pill shape, that features either a colour fill or outline stroke.

Using the correct contrasting colours can create bold and engaging devices.

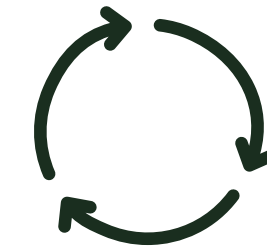
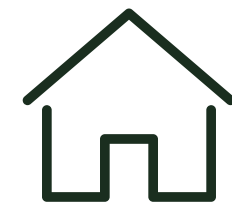
Notes:

Experiment with each colour palette to decide which combination best suits your design and layout.

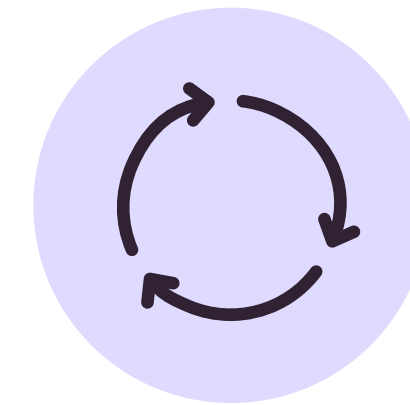
Magnifying glass icon only on our website CTA.

Long URLs do not sit within the CTA pill shape.

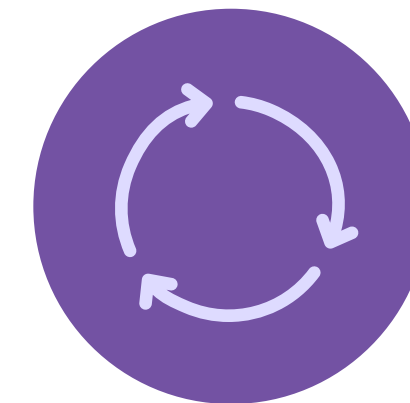
Isolate icons
Minimum 20px / 5mm



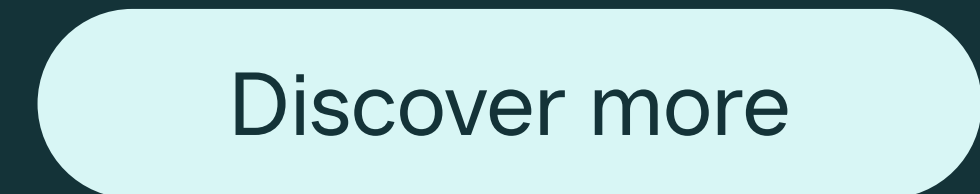
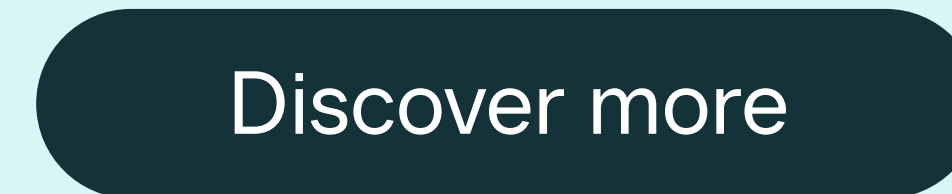
Circle icons
Minimum 36px / 8mm



Circle icons
Use high contrasting colours



Fill buttons & CTA
Accent + Fresh White on Dark



Outline buttons & CTA
Accent + Dark



2.7

Design layout

Layout systems

Our column layouts are created to provide balance and consistent spacing.

The values may differ depending on the dimensions of your artboard but here is a breakdown of an A4 layout structure.

Notes:

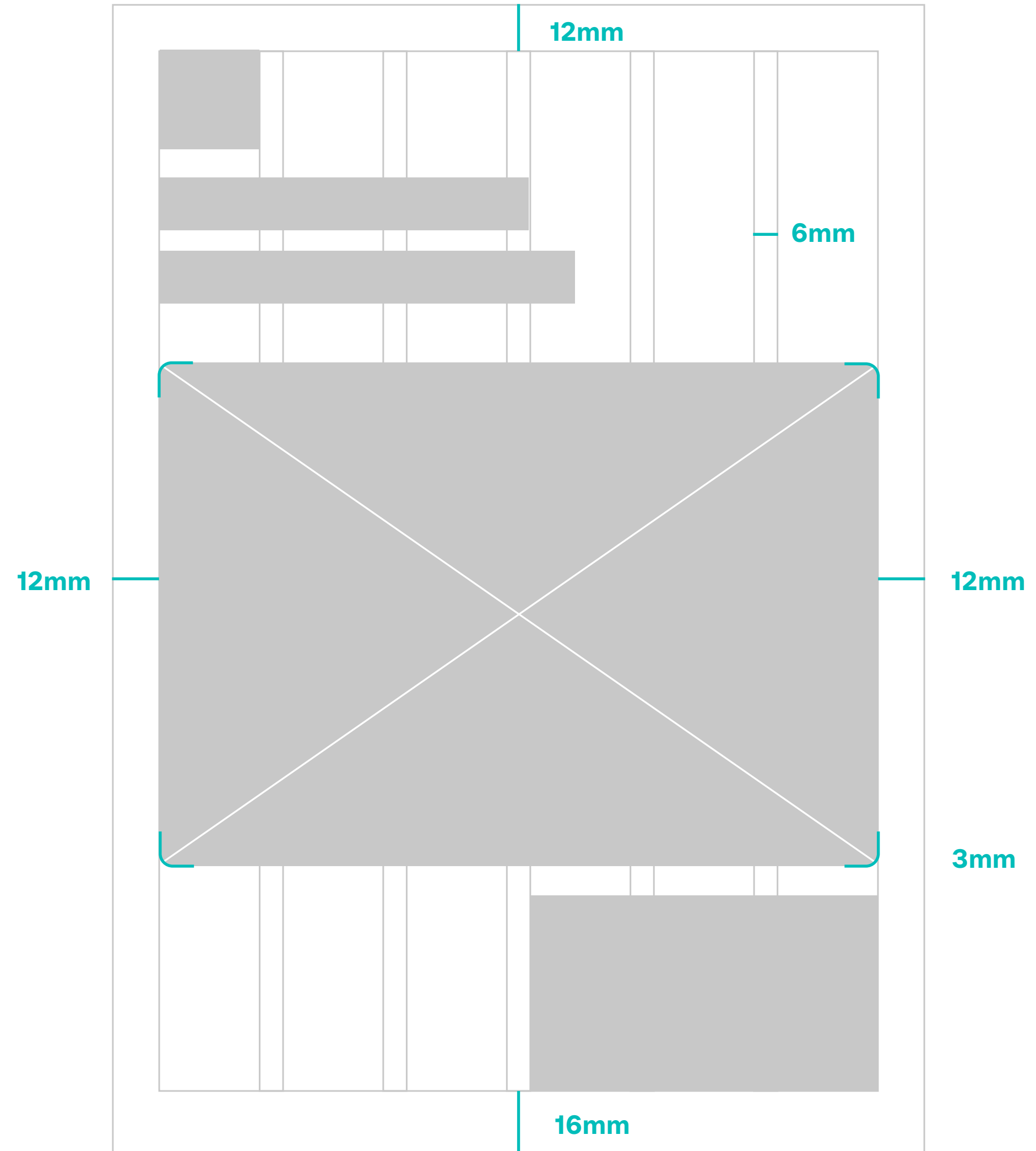
Keep the margin value an even number and the gutter value half of the margin value. By doing this you're able to keep clear consistent space between design elements.

When rounding corners for images and call-out boxes, use half the value of your layout gutter.

In this case it will be a 3mm corner value.

We have allowed 4mm extra at the bottom to allow room for page motifs. If you do not need any you can change the value to match.

A4 Page	
Margins:	
Top	12mm
Left / Right	12mm
Bottom	16mm
Gutters	6mm
Columns	6



3.0

Brand application

A4 Newsletter

Seafoam newsletter

Landcom

Scan QR to learn more

December 04 2025

Bulli Project Newsletter

Read about Landcom's work to transform the former Bulli Hospital site with new open space and a mix of housing that diversifies and increases local housing options.

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Future development

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Construction Update

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Colour newsletter

Landcom

Scan QR to learn more

December 04 2025

Bulli Project Newsletter

Read about Landcom's work to transform the former Bulli Hospital site with new open space and a mix of housing that diversifies and increases local housing options.

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Future development

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Construction Update

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Annual Report

Annual Report cover



Annual Report spread



1:1 Socials

Seafoam socials

Driving forward
See how our homes and communities help shape families.

Swipe to see how ●○○○

○●○○

01
Affordable housing with secure leases or pathways to ownership helps families put down roots and plan for the future.

○○●○

Yellow socials

Driving forward
See how our homes and communities help shape families.

Swipe to see how ●○○○

○●○○

02
Affordable housing with secure leases or pathways to ownership helps families put down roots and plan for the future.

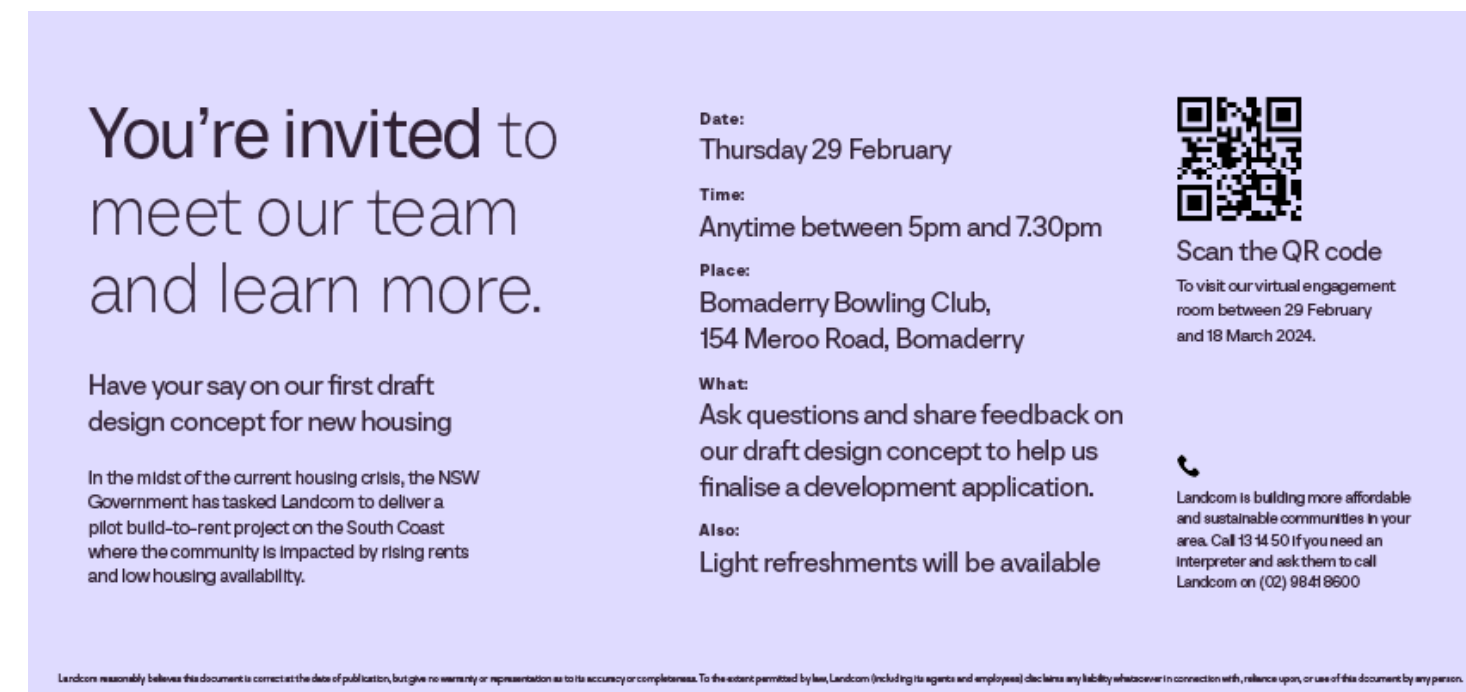
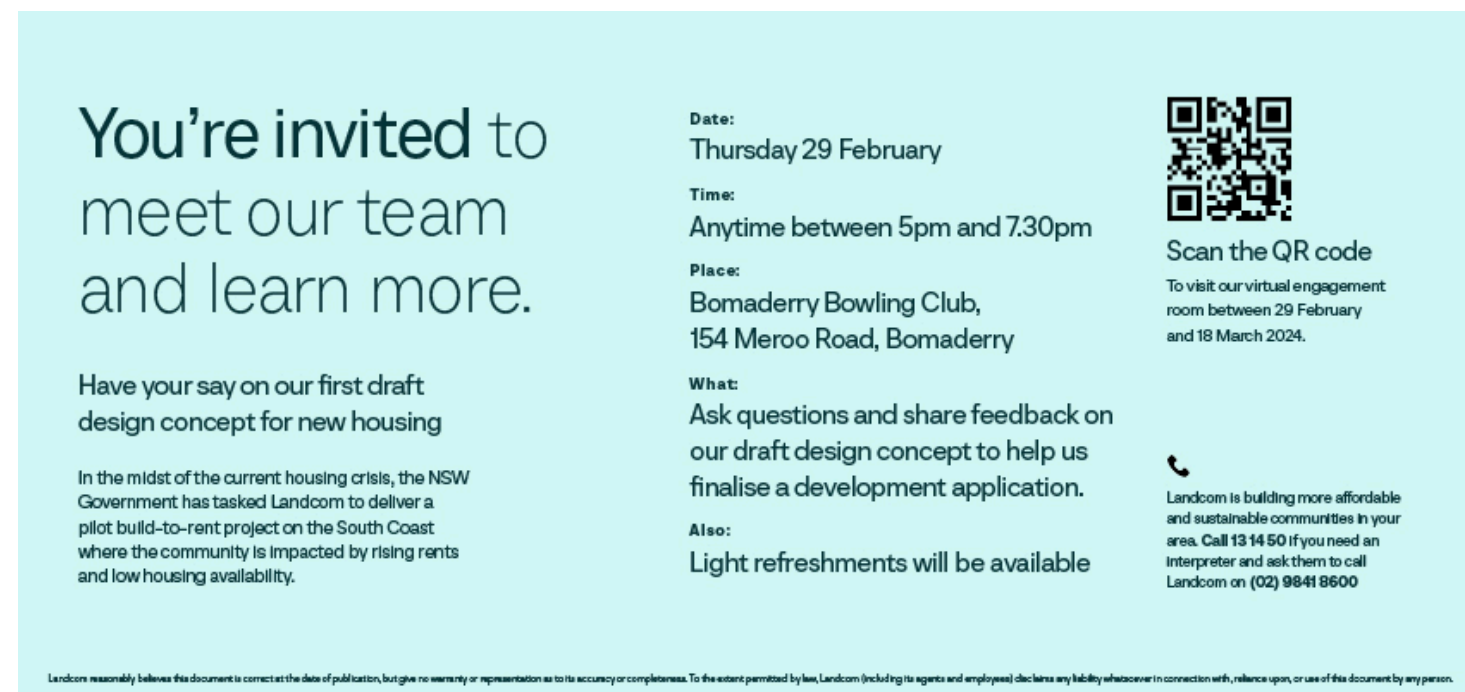
○○●○

Leaflet

Seafoam leaflet

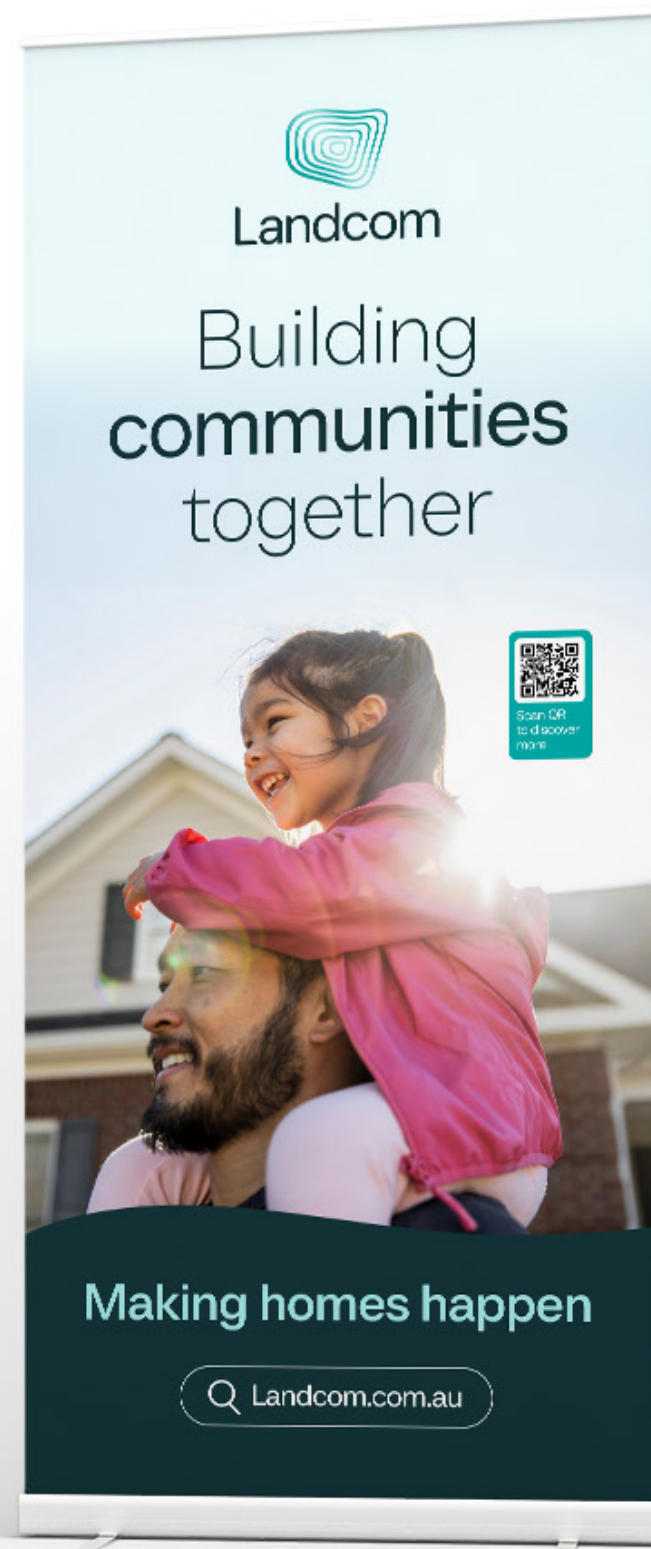


Purple leaflet

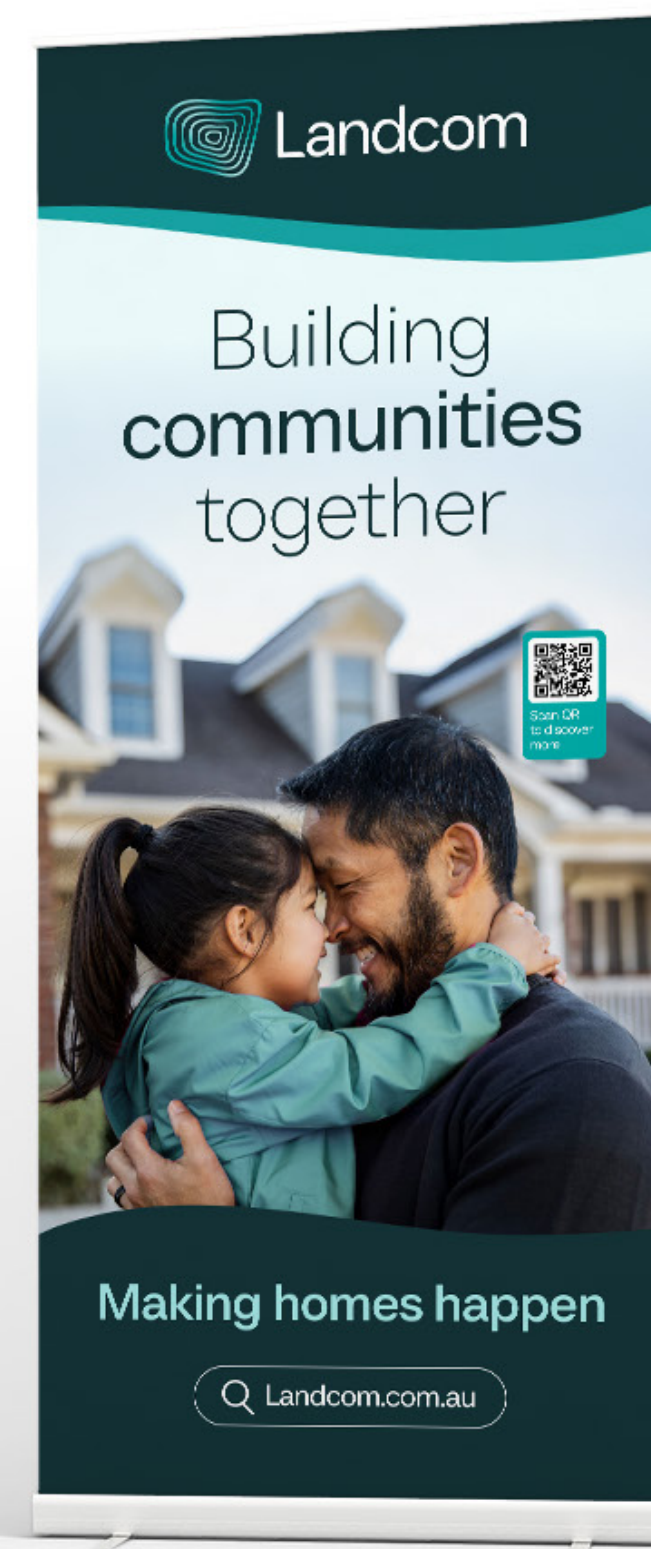


Pullup banner

Style 1



Style 2

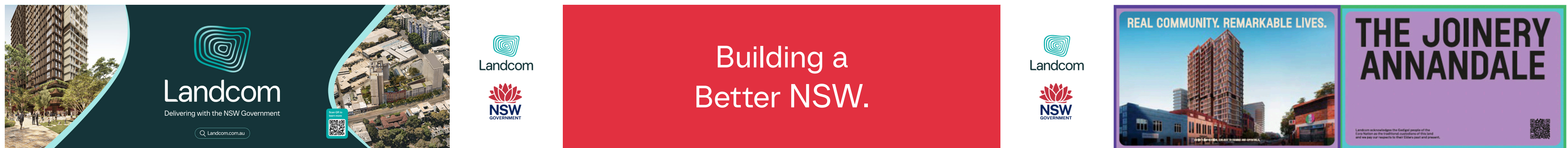


Hoarding

Landcom hoarding



Landcom community hoarding



Landcom panel

Co-brand panel

NSW Government panel

Community panel

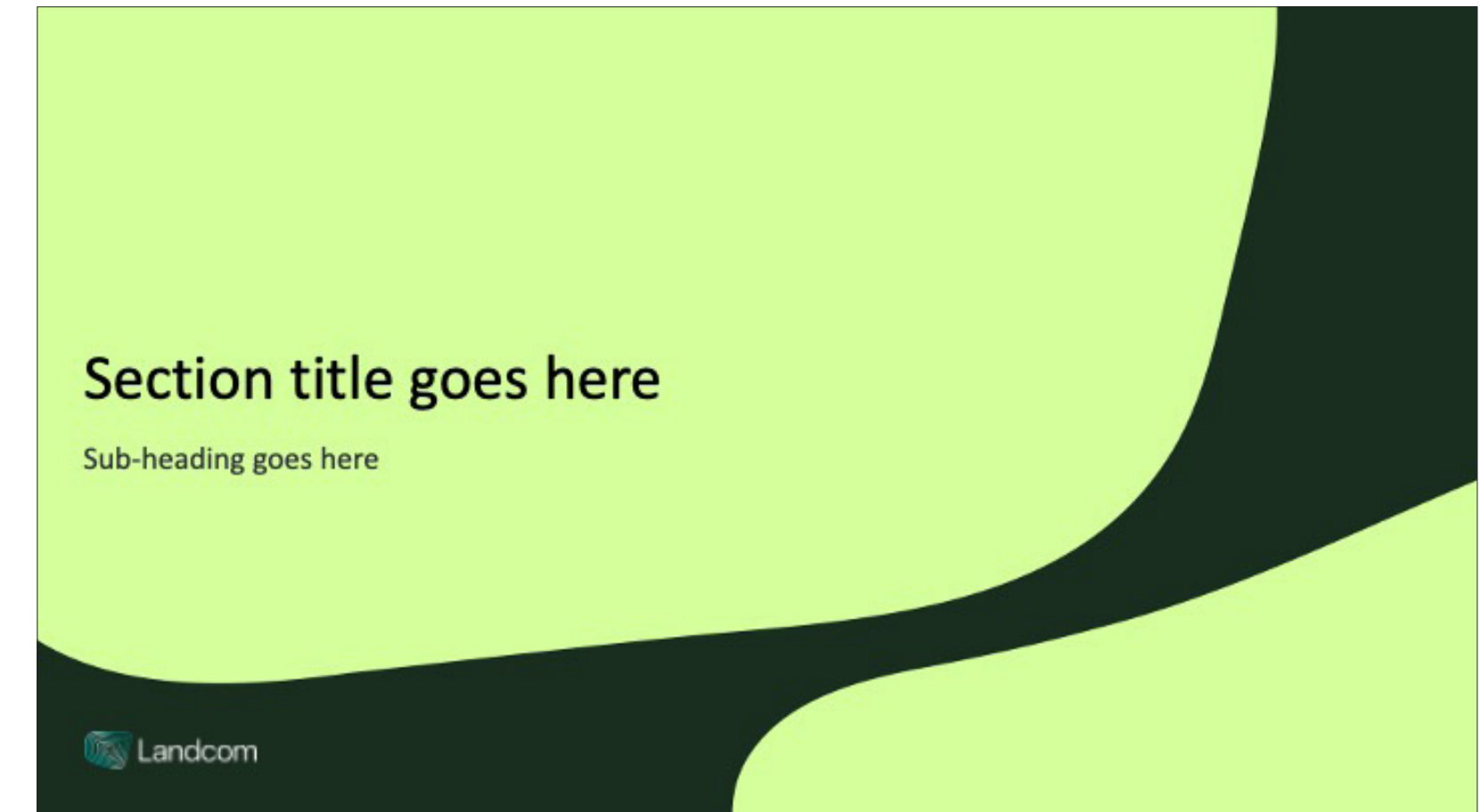
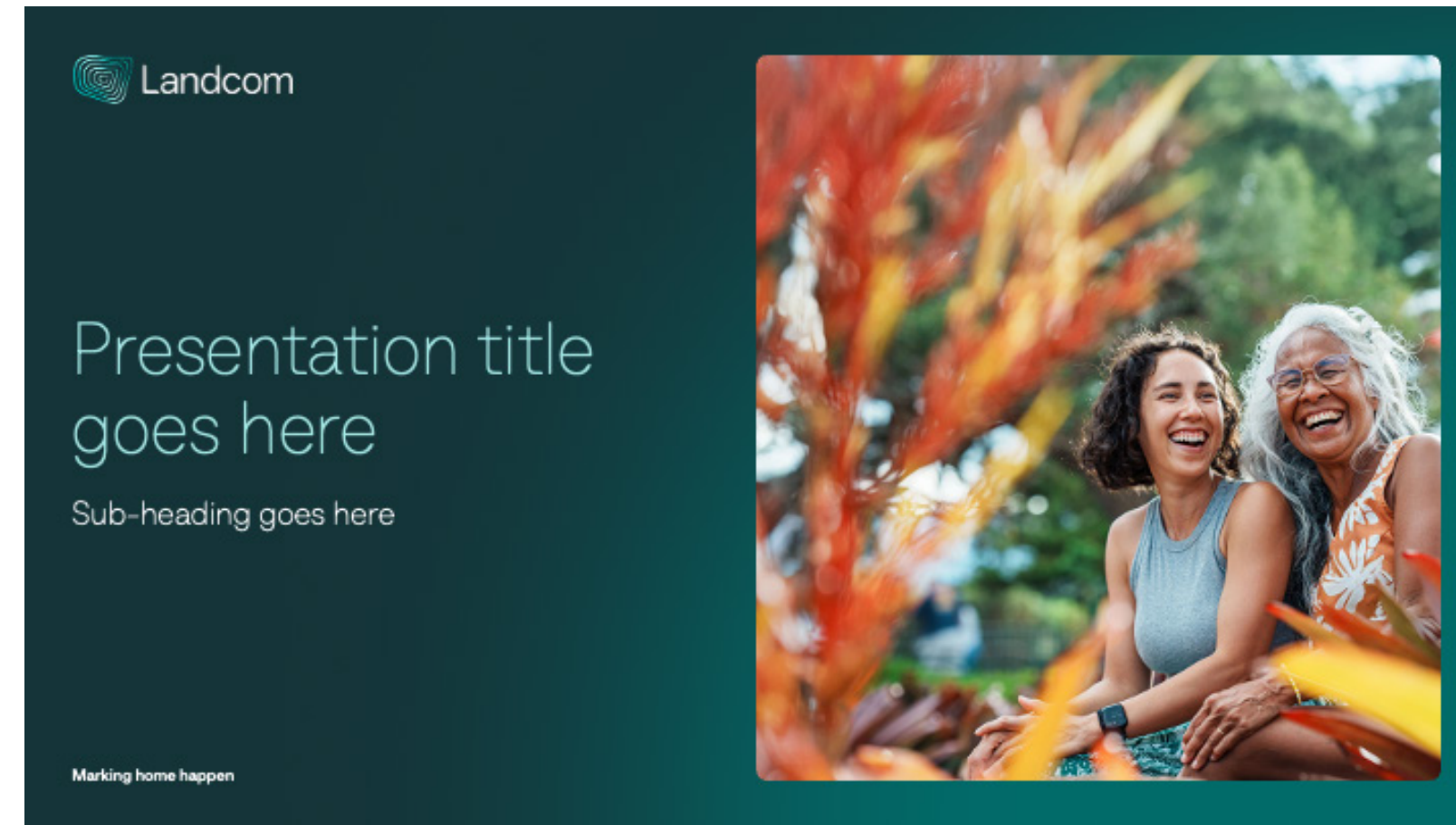
Map colour treatment



Notes:

Use the Green palette shades to separate the land map, highlighting site map and roads. Then use the remaining secondary palette to mark points on the map and create a visual legend to support.

PowerPoint template



Billboard 1



Find your
community
to call home

 Landcom.com.au


Scan QR
to discover
more

 Landcom

Making homes happen.

Billboard 2



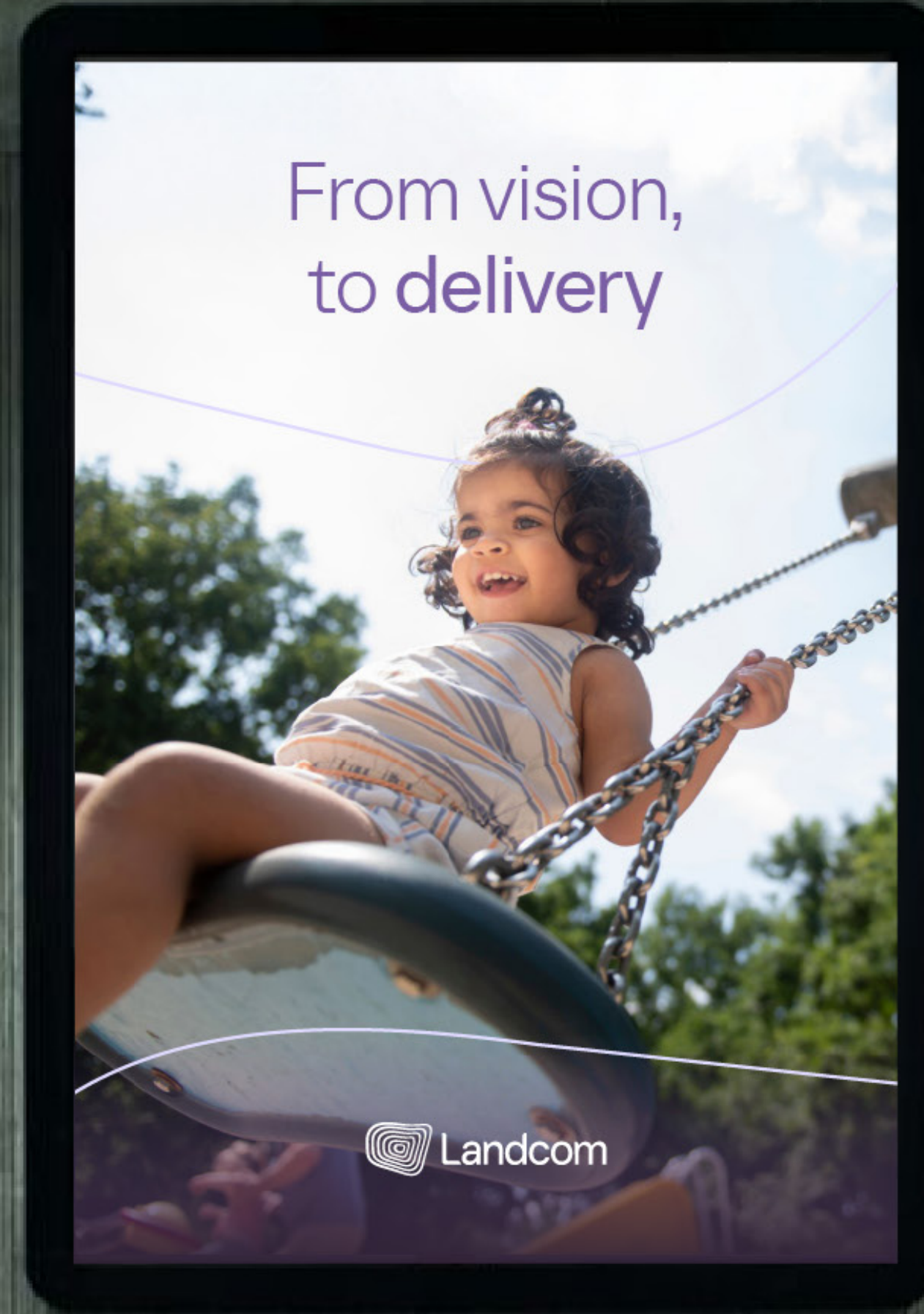
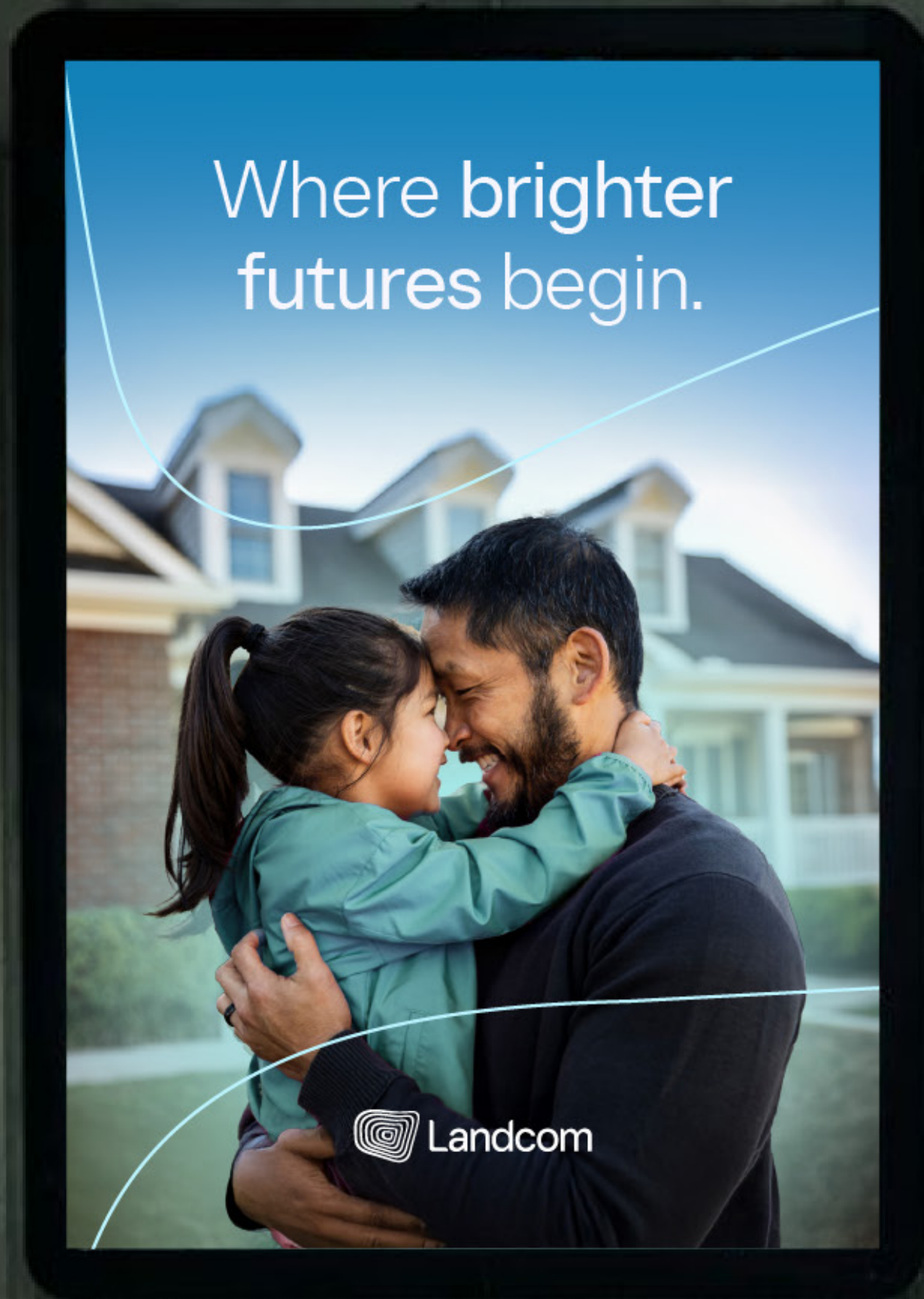
Find your community to call home.

 Landcom

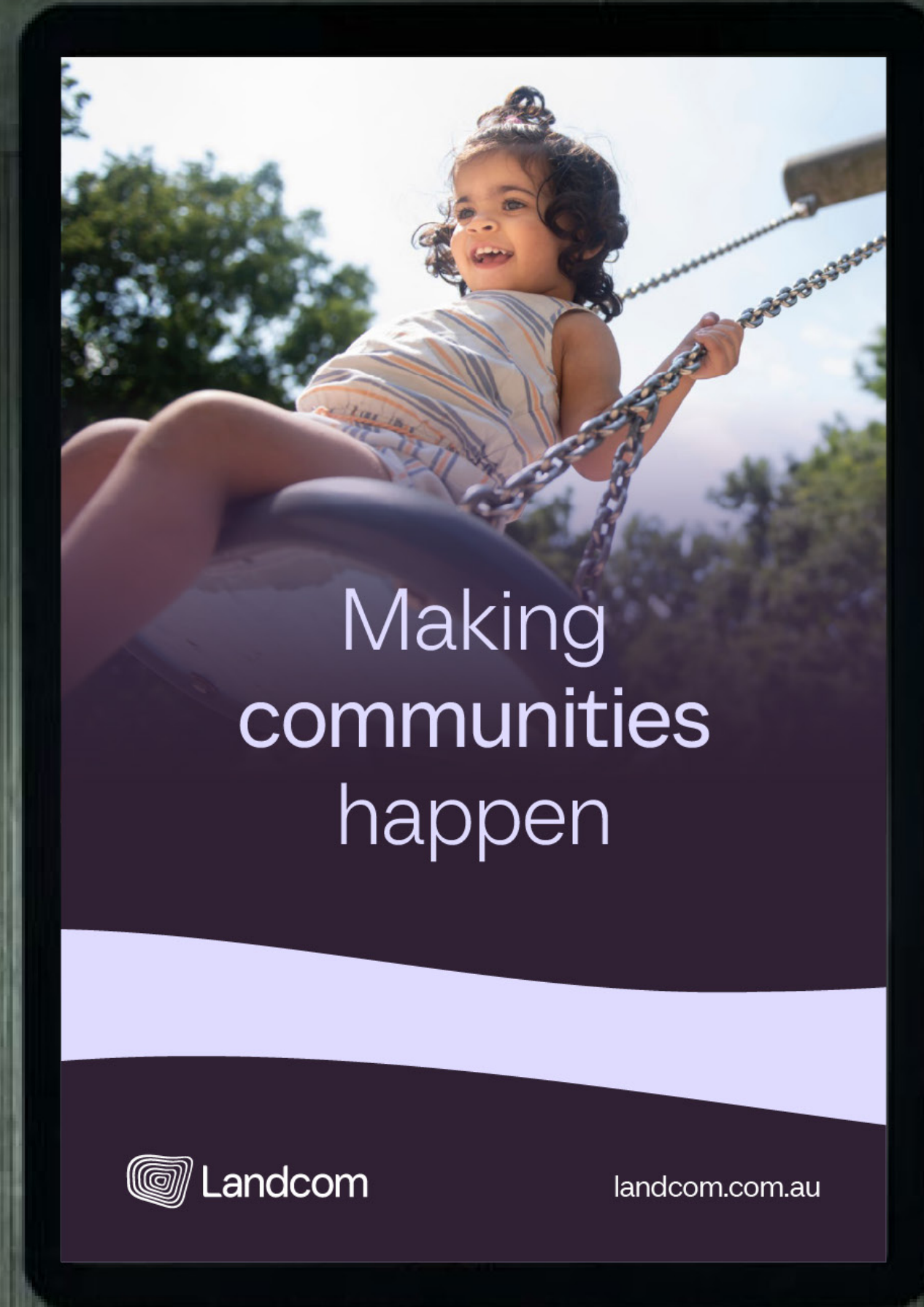
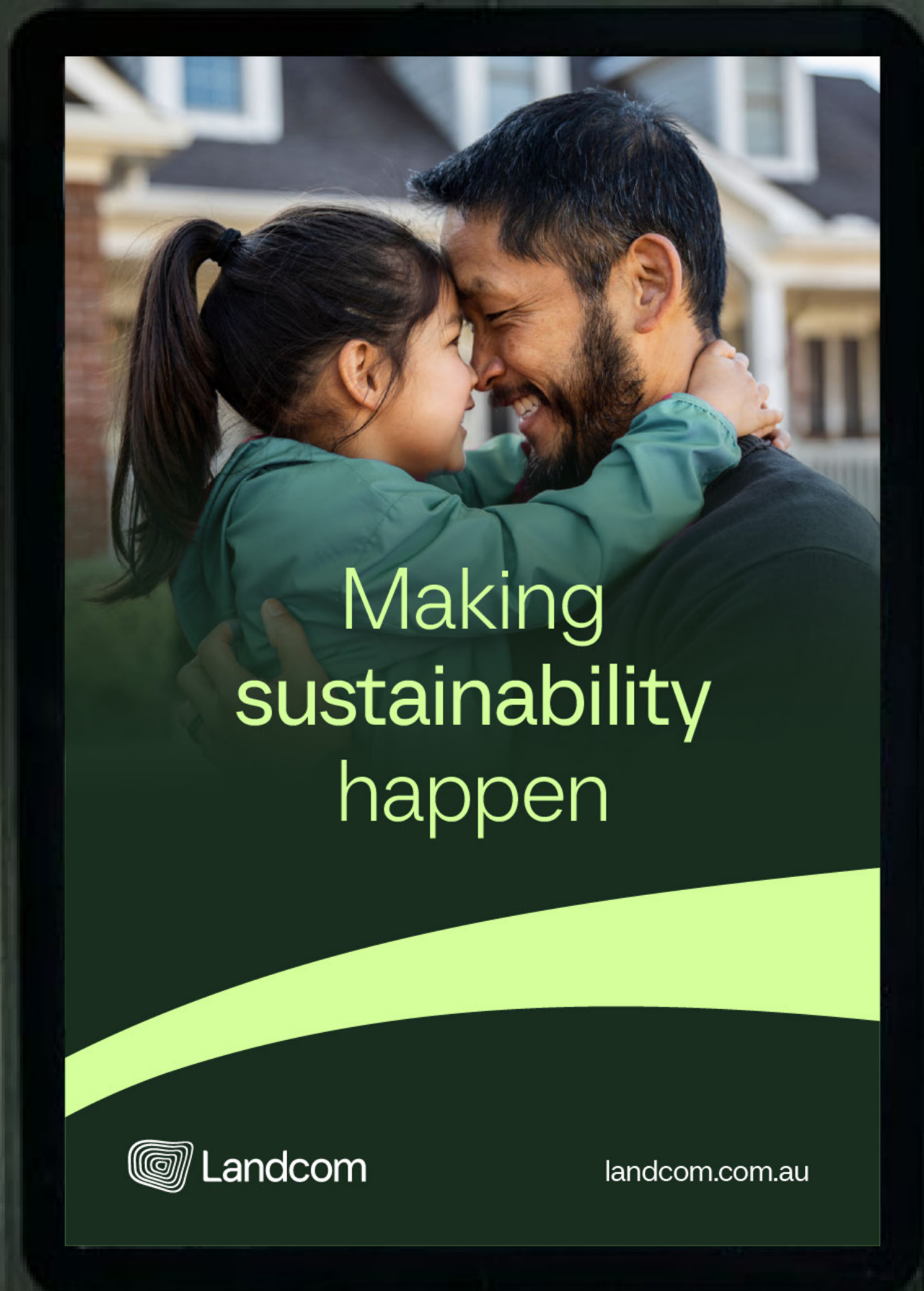
 Landcom.com.au

The billboard features a photograph of two women, one younger and one older, sitting together in a garden and laughing joyfully. The scene is framed by a thin white border. The background of the billboard image shows lush green trees and colorful foliage in the foreground. The text 'Find your community' is on the left and 'to call home.' is on the right, both in white. The Landcom logo and name are in the bottom left, and a search bar with the website URL is in the bottom right.

Posters 1



Posters 2



Posters 3


Making sustainability happen

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.

 Landcom landcom.com.au

Making communities happen

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

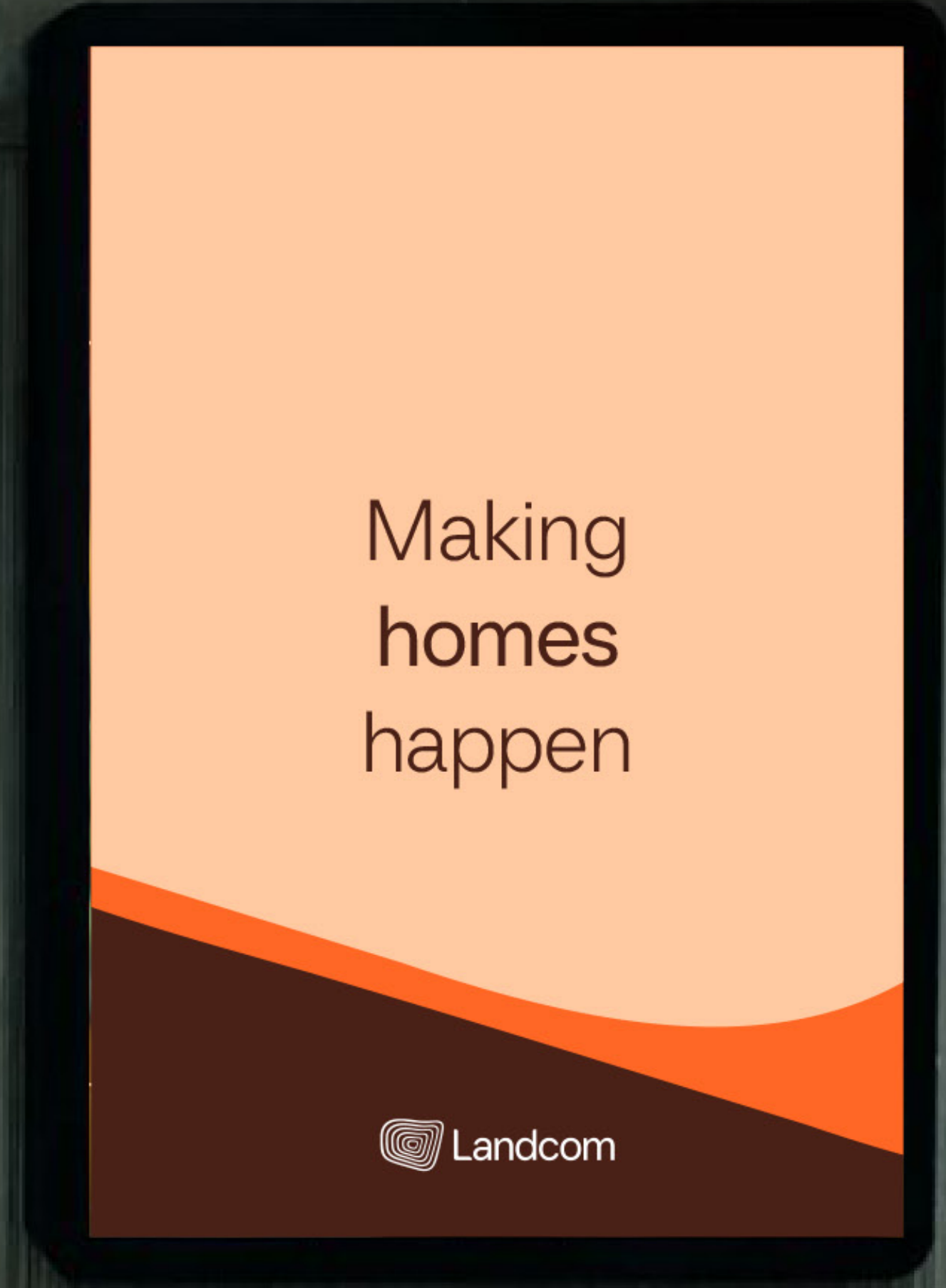
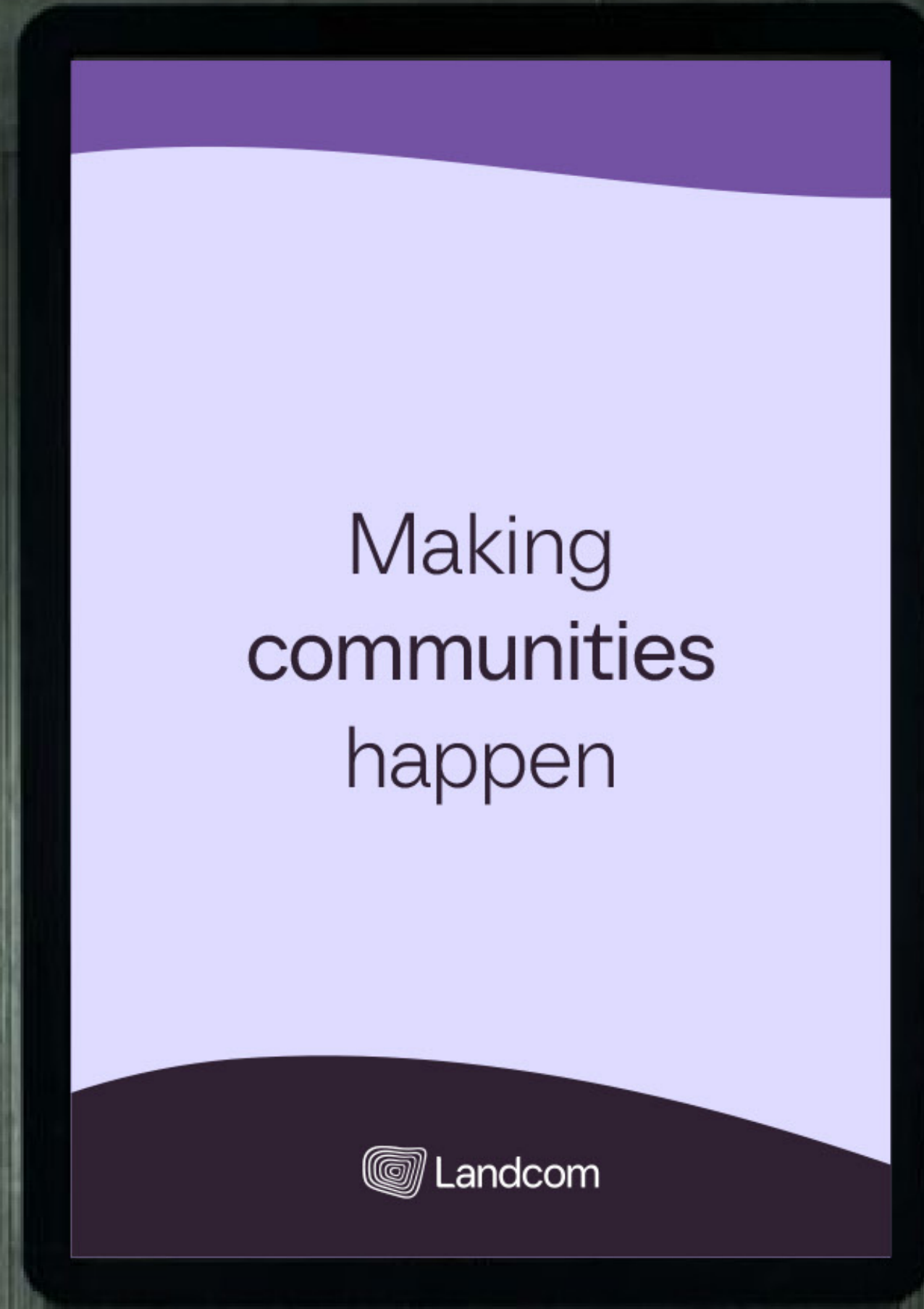
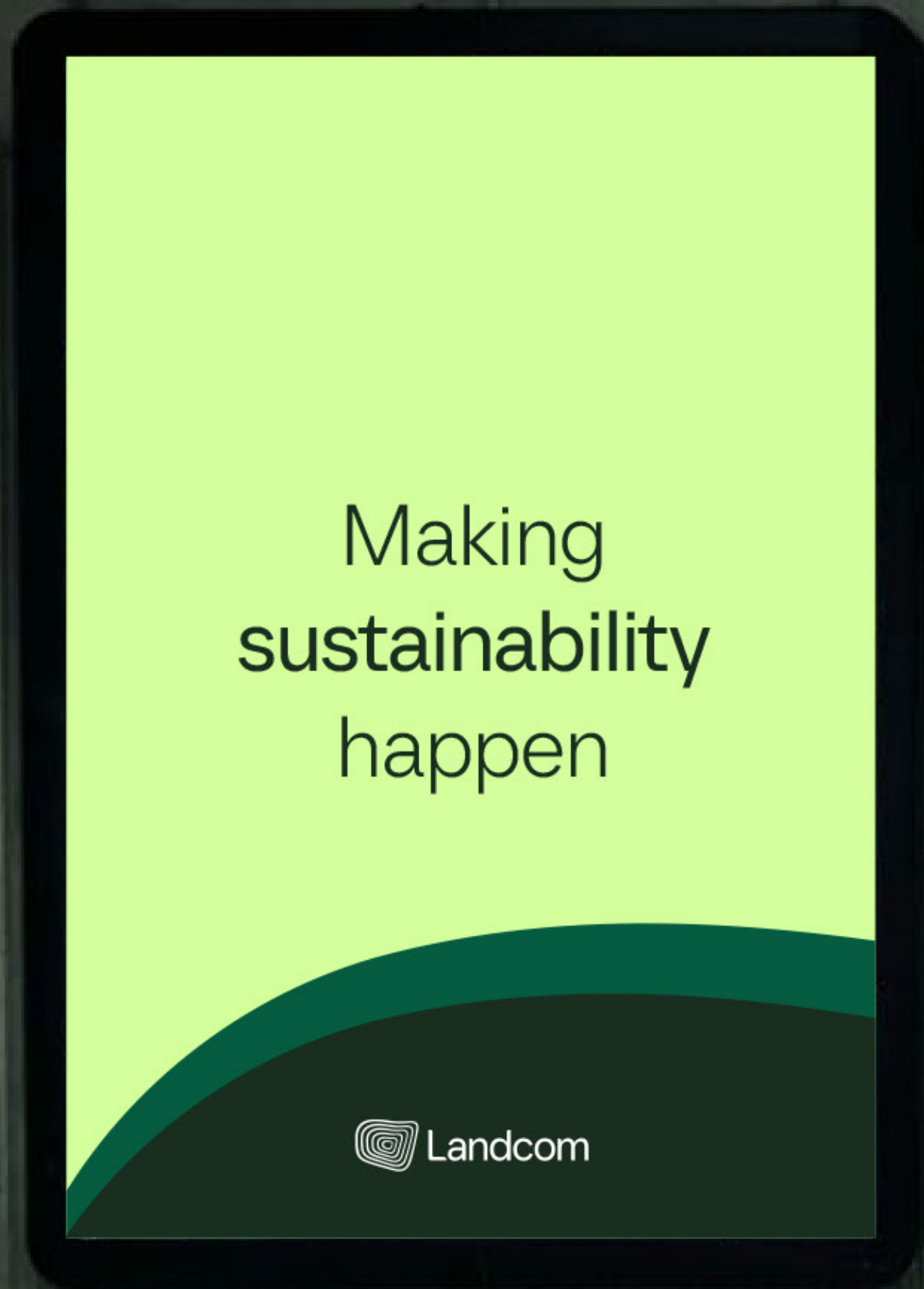
 Landcom landcom.com.au

Making homes happen

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

 Landcom landcom.com.au

Posters 4



Thank you